



IT'S TIME TO  
MAKE IT NYC™

**NYC & COMPANY UNVEILS NEW “IT’S TIME TO MAKE IT NYC” MARKETING EFFORT AND INVITES MEETING PLANNERS TO SELECT NEW YORK CITY FOR FACE-TO-FACE MEETINGS AND EVENTS**

**—NYC’s Convention and Visitors Bureau Launches New Initiative as Part of \$30 Million “It’s Time for New York City” Campaign—**

**—Announcement Follows the Completion of Javits Center’s \$1.5 Billion Expansion and New NYC Health and Safety Mandates—**

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September 16, 2021

FOR IMMEDIATE  
RELEASE

**New York City (September 16, 2021)** — NYC & Company, the official destination marketing organization and convention and visitors bureau for New York City’s five boroughs, today unveiled **It’s Time to Make it NYC**, the organization’s largest marketing and sales effort for the meetings and conventions industry, as New York City’s recovery continues to take shape and vibrant neighborhoods across the five boroughs welcome back visitors. The announcement comes on the heels of the \$1.5 billion expansion of the Javits Center as it begins to host major trade shows and events again; plus, new developments and enhancements across infrastructure, hotels, attractions, venues and more. New York City recently introduced the Key to NYC program, requiring proof of vaccination for indoor dining, entertainment and fitness, making the City one of the safest places to visit and do business from a public health perspective.

“New York City is open for business and this new campaign is a signal to meeting professionals and planners everywhere that It’s Time to return to NYC for face-to-face meetings, conventions and events. As the capital of business and commerce, there is no better backdrop to host world-class events, and with the utmost focus on health and safety. We look forward to reminding delegates of all that it means to Make it NYC and welcoming them to the five boroughs,” said **Fred Dixon, President and CEO of NYC & Company and Co-Chair of the Meetings Mean Business Coalition.**

Utilizing the tagline **“Plan a Meeting for Any Moment,”** the new digital campaign features multiple creative executions depicting vibrant imagery of new and beloved New York City icons, including the Javits Center, the Oculus at the World Trade Center, Central Park and more—all designed to inspire planners and delegates to select New York City for their next in-person program or event.

“With upgraded infrastructure, the newly-expanded Javits Center, spectacular venues and hotels, Broadway, best-in-class health and safety protocols and so much more, we are better positioned than ever to host meetings, conventions, big events, incentive activities and ‘only-in-NYC’ experiences in the five boroughs. We are proud to say It’s Time to Make it NYC,” said **Jerry Cito, NYC & Company’s Executive Vice President, Convention Development.**

The new digital campaign will maintain a monthly advertising presence on Google, LinkedIn and Facebook, with targeted media launching this fall across major meetings platforms and publications. It's Time to Make it NYC branding will also be seen at industry events and trade shows this year and into 2022, including IMEX America (November 9–11); IAEE Expo Expo! (December 6–9); AMEX INTER[action] (December 14–17); PCMA Convening Leaders (January 9–12); IMEX Frankfurt (April 26–28); MPI WEC (June 15–17); and more.

NYC & Company's Convention Development team will also utilize the campaign in new and ongoing face-to-face sales activities engaging with planners and industry professionals—including with associations such as the LGBT Meeting Professionals Association (LGBT MPA), Meeting Professionals International (MPI), the National Coalition of Black Meeting Professionals (NCBMP) and the Professional Convention Management Association (PCMA)—to secure business meetings and events in New York City. Meeting professionals can engage with the campaign using the hashtag #ItsTimeToMakeItNYC.

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Last month, New York City introduced [Key to NYC](#), requiring people ages 12 and older to show proof of vaccination against Covid-19 for most indoor activities, including at restaurants, event spaces, venues, museums, attractions and more. Individuals must have received at least one dose of an FDA- or WHO-authorized vaccine to patronize these establishments. More information can be found in the City's [FAQ](#).

The [Javits Center](#) recently completed a 1.2 million-square-foot expansion, including a 54,000-square-foot special event space; a new rooftop pavilion that can accommodate 1,500 people; a one-acre rooftop farm; 90,000 square-feet of exhibit space; and more. Since reopening last month, the Javits Center has successfully hosted trade shows and events including **NY NOW / JA Jewelry Show** (August 8–11), **The Armory Show** (September 10–12) and **The SALT Conference** (September 13–15). All event organizers, contractors, exhibitors and attendees are required to show proof of vaccination to enter the convention center.

Yesterday, the **Meetings Mean Business Coalition** released new [data](#) as part of the [Let's Meet There](#) initiative, supporting the safety of travel for professional meetings and events. According to the Exhibitions and Conferences Alliance and Epistemix, in-person professional meetings and events pose a near-zero (0.001 percent) risk of Covid-19 transmission to attendees, even for large events. Furthermore, business travelers are looking to get back on the road, with 77 percent of Global Business Travel Association members reporting they are willing to travel in the current environment.

Additionally, according to [MMGY Global's](#) recently-released 2021 *Portrait of Meeting and Convention Travel*, meeting and event attendees find required proof of vaccination at meeting, conference and convention venues to be an important safety measure, with over 70% of survey respondents saying that

requiring vaccinations for both staff and attendees would increase the likelihood they would plan to attend.

By the end of 2021, New York City is expected to have **110,000 hotel rooms** in active inventory. New hotels with meeting and event space include **Arlo Midtown, Graduate Roosevelt Island, Margaritaville Resort Times Square, Ace Hotel Brooklyn** and **Pendry Manhattan West**; with properties by **Aman, Virgin Hotels, Motto by Hilton** and NYC's second **Ritz-Carlton** still set to open this year.

This month, New York City has hosted the **US Open Tennis Championships** (August 30 through September 12); **New York Fashion Week** (September 8–12); the **MTV Video Music Awards** (September 12) and **The Met Gala** (September 13). The City will soon welcome **Climate Week NYC** (September 20–26); the **TCS New York City Marathon** (November 7); and the **Macy's Thanksgiving Day Parade** (November 25); among other big events.

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It's Time to Make it NYC is part of [It's Time for New York City](#), the largest-ever, multi-phased global tourism marketing and advertising campaign to promote New York City. The \$30 million investment is made possible through American Rescue Plan Act funds secured and awarded by U.S. Senate Majority Leader Charles Schumer and New York City Mayor Bill de Blasio.

In April, NYC & Company teamed up with the Partnership for New York City and New York City Economic Development Corporation (NYCEDC) to launch [Commit to the Comeback: Meet Local NYC](#), a grassroots campaign encouraging the local business community and meeting planners to play an active role in the City's economic recovery by safely hosting in-person meetings, conferences and other corporate activities in their hometown.

NYC & Company predicts **36.1 million** people will visit New York City in 2021, recovering more than half of the City's 2019 record **66.6 million** visitors. NYC expects to exceed this record in 2024, with an estimated **71.0 million** visitors.

For additional information about organizing meetings, conferences and events in New York City; planning tools including webinars, newsletters and a new [Javits Center Guide](#); listings of hybrid event venues and virtual site tours; and a team directory, visit [nycgo.com/makeitnyc](https://nycgo.com/makeitnyc).

**About NYC & Company:**

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit [nycgo.com](https://nycgo.com).

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