



NYC & COMPANY PRESENTS WHAT'S NEW IN NEW YORK CITY DURING IPW 2021

—Destination Highlights Include New Infrastructure, Hotels, Attractions, Broadway, Dining, Arts and Culture, Multicultural Neighborhood Experiences Across the Five Boroughs, and More—

—New York City is One of the Safest Places to Visit from a Public Health Perspective, with New Health and Safety Protocols Including Key to NYC Vaccination Requirement for Indoor Activities—

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DATE
September 21, 2021

FOR IMMEDIATE RELEASE

Las Vegas, NV (September 21, 2021) — Today at **IPW 2021**, **NYC & Company**—the official destination marketing organization and convention and visitors bureau for New York City’s five boroughs—provided timely destination updates to hundreds of domestic and international media. Presentation highlights include new developments and openings such as the return of Broadway and performing arts; NYC & Company initiatives including new multicultural content; the City’s \$30 million tourism recovery campaign; and more. Additionally, an overview of the City’s latest health and safety protocols and the “Key to NYC” program requiring proof of vaccination for indoor dining, entertainment and fitness, was presented. NYC & Company Executive Vice President, Global Communications Chris Heywood presided over the event, which marked the first time the organization has held a global in-person press conference at a leading travel trade show since the pandemic began more than 18 months ago.

“As New York City rebounds and visitors return to our vibrant neighborhoods across the five boroughs, an entire new slate of offerings awaits. Keeping with NYC’s tradition of constant renewal and reinvention, new world-class products and infrastructure join our best know icons to keep NYC the most exhilarating and welcoming urban destination in the world,” said **Fred Dixon, President and CEO of NYC & Company**.

New York City developments and openings include new infrastructure and transportation, hotels, attractions, Broadway and performing arts, arts and culture, dining, big events and more. NYC & Company has just released an updated press resource on [What’s New in New York City](#), spotlighting new things for New Yorkers, visitors and meeting delegates to enjoy in the five boroughs.

“It’s a great moment for us to reconnect with our many travel audiences to showcase a multitude of new and beloved visitor experiences and to highlight our best-in-class health and safety protocols. Travelers planning a visit to New York City can expect it to be an experience that will not only exceed expectations but also be a safe bet. Broadway’s big return this month marks a pivotal moment in our recovery, and we look forward to telling the world at IPW that It’s Time for New York City,” said **Chris Heywood, NYC & Company’s Executive Vice President of Global Communications**.



Following Broadway's highly-anticipated reopening, NYC & Company is placing a [spotlight on Times Square](#) and inviting visitors to rediscover the "Crossroads of the World." Recently-opened musicals include *Hadestown*, *Waitress*, *Chicago*, *Hamilton*, *The Lion King*, *Wicked* and *SIX the Musical*; as well as David Byrne's *American Utopia* and new Broadway plays *Pass Over* and *Lackawanna Blues*. Tonight, *Come From Away* will also welcome back audiences. NYC & Company is again sponsoring IPW's Tuesday luncheon this year, with the reimagined event featuring performances by the **Broadway Divas**: Rashidra Scott (*Company*, *Ain't Too Proud*), Salisha Thomas (*Beautiful*) and Anastacia McClesky (*Waitress*).

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New York City recently 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, museums, attractions, performing arts and concert venues, sporting arenas, fitness centers 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](#).

NYC is committed to celebrating diverse communities across the five boroughs, with new permanent resources on NYC&GO.com titled [The Black Experience in NYC](#) and [The Latino Experience in NYC](#). These content hubs include neighborhood guides; videos; arts and culture highlights; interviews with local business and community leaders; and more; with new content to be added over time. NYC & Company has also compiled a resource on [Support for NYC's Asian Community](#), with further content spotlighting the City's Asian American and Pacific Islander communities launching soon. In addition, the organization continues to release robust content and updated online resources for travelers on [LGBTQ+ NYC](#) and [Accessible NYC](#).

NYC & Company recently launched [It's Time for New York City](#), the City's largest-ever, multi-phased global tourism marketing and advertising campaign. The first phases of the unprecedented \$30 million tourism recovery campaign launched this summer, targeting U.S. consumers with [television](#), digital, outdoor media and partnerships including a collaboration with AAA. The campaign will roll out internationally beginning with the Americas region and expand as travel restrictions evolve. Most recently, the organization unveiled an iteration for the meetings and conventions sector, titled [It's Time to Make it NYC](#). The 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.

Visitors can browse five-borough itineraries—and design their own—on [NYC&GO.com/timeforNYC](#). The unique itineraries are created by NYC & Company staff and well-known New Yorkers including A\$AP Ferg, Celia Keenan-Bolger, Marcus Samuelsson, Sara Bareilles, Danny Burstein, Bianca Marroquin, Geoffrey Zakarian, Rocco DiSpirito, the NY Knicks and NY Rangers, and more. This permanent tool will continue to evolve and be updated with new itineraries on an ongoing basis.



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

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 more on all there is to see and do in New York City's five boroughs, visit NYCGO.com.

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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.

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