

## NEW YORK CITY'S TOURISM ORGANIZATION LAUNCHES NEW "ALL IN NYC: EMBRACING DIVERSITY" WEBINAR SERIES WITH INTRO TO BLACK TRAVEL ON DECEMBER 3

**New York City (December 2, 2020)** – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced the new "**All In NYC: Embracing Diversity**" Webinar Series for B2B audiences including NYC & Company's member businesses, meeting planners and the travel trade. Kicking off tomorrow with the first of six Black travel webinars, which will be followed by webinars dedicated to other communities across New York City, the series will explore the rich cultural stories of NYC, showcase the strength of the City's tourism and hospitality industry, and highlight the diversity of the five boroughs. Each month, NYC & Company will be joined by representatives from BIPOC (Black, Indigenous, People of Color) communities and businesses across the five boroughs. Professionals are invited to **register for the inaugural Intro to Black Travel webinar on December 3 [here](#)**.

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DATE

December 2, 2020

FOR IMMEDIATE RELEASE

"New York City's rich diversity, infinite experiences and the immutable spirit of its people make this destination unlike any other. 'All In NYC: Embracing Diversity' will shine a spotlight on the vibrant multicultural communities and tourism products that make up the fabric of the five boroughs and give it its enduring appeal. Ensuring that tourism's recovery and its future is inclusive is a top priority, and this important series will give travel professionals insight and information needed to promote and speak to NYC in ways that are equitable, inclusive and authentic," said Fred Dixon, NYC & Company President and CEO.

The monthly series begins tomorrow, December 3. The initial webinars intend to create space for honest conversations that uplift Black voices, share the lived experience of Black New Yorkers, promote allyship and accountability within NYC & Company and its membership, and build meaningful alliances across the global tourism and hospitality industry. Scheduled webinars include:

- **December 3, 1-2pm EST: Intro to Black Travel (RSVP [here](#))**

*Get an early look at a new study conducted by the Black Travel Alliance, National Coalition of Black Meeting Professionals and MMGY Travel Intelligence highlighting insights, opportunities and priorities of the Black traveler. Plus, get to know Harlem.*

*Featured speakers:*

- *Fred Dixon, President and CEO, NYC & Company*
- *John Marshall, Director, Tourism Market Development, NYC & Company*
- *Danny Guerrero, VP, North America Strategy, MMGY Global*

- *Martinique Lewis, President, Black Travel Alliance*
- *Jason Dunn, Immediate Past Chair, National Coalition of Black Meeting Professionals*
- *Steven Paganelli, Group Head of Destination Marketing, Americas, TripAdvisor*
- *Carolyn Johnson, Owner and President, Welcome to Harlem*
- *Suzanne Mannion, Director of Public Affairs, Statue of Liberty–Ellis Island Foundation*

- **January 7, 2021: Black in the Tourism Industry**  
*Discover the experiences of four Black tourism executives and must-know info about Bedford-Stuyvesant, Brooklyn.*
- **February 4, 2021: Rich Cultural Heritage**  
*Learn about the variety of Black cultural experiences in NYC, explore the history of Seneca Village and meet the Caribbean community of Flatbush, Brooklyn.*

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Further information about the January 7 and February 4 webinars will be provided to those who register for tomorrow's event, at a later date.

As the Covid-19 pandemic continues to affect travel globally, NYC & Company recently launched the **All In NYC: Travel Trade Webinar Series** and **All In NYC: Meetings Webinar Series**, providing timely updates and opportunities to connect with New York City's world-class hospitality, tourism, meetings and events industry. Webinar recordings can be found at [nycgo.com/webinars](https://nycgo.com/webinars).

Additional travel trade resources are available at [nycgo.com/traveltrade](https://nycgo.com/traveltrade) and meeting planner resources can be found at [nycgo.com/makeitnyc](https://nycgo.com/makeitnyc).

NYC & Company members can access tools and information at [nycgo.com/membership](https://nycgo.com/membership).

**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).