

**NYC & COMPANY TELLS GLOBAL MEETINGS,
INCENTIVES AND EVENTS INDUSTRY, "IT'S TIME TO
MAKE IT NYC" DURING IMEX AMERICA 2021**

Las Vegas, NV (November 9, 2021) — From November 9-11, **NYC & Company**, the official destination marketing organization and convention and visitors bureau for New York City's five boroughs, is attending **IMEX America 2021**, the largest and leading international show for incentive travel, meetings & events. NYC & Company's Convention Development team and a delegation of New York City suppliers will be holding strategic meetings and providing timely destination updates this week, in conjunction with the recently-launched **It's Time to Make it NYC** campaign. With new developments across infrastructure, hotels, attractions, venues and more, and world-class health and safety protocols including the "Key to NYC" vaccination requirement for indoor activities and events, there is no better city to hold face-to-face meetings and events.

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DATE
November 9, 2021

FOR IMMEDIATE
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"The tourism industry cannot recover without the successful comeback of meetings and events, and the return of IMEX in-person shows confidence in the future of this segment, while providing an opportunity for NYC & Company to underscore the value of holding a meeting here in New York City," said **Fred Dixon, President and CEO of NYC & Company and Co-Chair of the Meetings Mean Business Coalition.**

NYC & Company recently launched [It's Time to Make it NYC](#), the organization's largest marketing and sales effort for the meetings and conventions industry. The digital campaign, which can also be seen at NYC & Company's IMEX America booth, is designed to inspire planners and delegates to select New York City for their next in-person program or event.

The organization's Convention Development team is joined at IMEX America by New York City suppliers including **Arlo Hotels; Convvene; Courtyard New York Midtown West; Empire Force Events - A Hosts Global Member; Equinox Hotel, Hudson Yards, NYC; etc.venues; Gansevoort Meatpacking; Hyatt Place New York Chelsea; Lotte New York Palace; New York Hilton Midtown; New York Marriott Marquis; Sheraton New York Times Square; Statue of Liberty & Ellis Island - Evelyn Hill Inc.; SUMMIT One Vanderbilt; The James New York - NoMad; and TWA Hotel at JFK International Airport.**

"We are pleased to attend the return of IMEX in-person this year, to promote New York City's classic, reinvented and brand new offerings, reminding meeting planners of all the reasons why, 'It's Time to Make it NYC,'" said **Jerry Cito, NYC & Company's Executive Vice President, Convention Development.** "We look forward to a dynamic schedule of one-on-one face-to-face meetings this week to highlight the positive impact of hosting meetings and events in New York City."

New York City developments and openings include new infrastructure and transportation, hotels, venues, attractions, Broadway and performing arts, arts and culture, dining, big events and more. NYC & Company recently 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.

The [Javits Center](#) recently completed a \$1.5 billion, 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. All event organizers, contractors, exhibitors and attendees are required to show proof of vaccination to enter the convention center.

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By the end of 2021, New York City is expected to have close to **116,000 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 in the coming months.

New York City's [Key to NYC](#) program requires 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](#).

NYC & Company predicts **34.6 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 **70.4 million** visitors.

Visit **Booth D3412** at IMEX America or go to nycgo.com/makeitnyc for more information about planning a meeting in New York City.

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.