

**IN CELEBRATION OF NATIONAL PLAN FOR
VACATION DAY, NYC & COMPANY INVITES
TRAVELERS TO BOOK FUTURE VISITS TO NYC NOW**

***—With Up-to-Date Resources, Flexible Bookings and Attractive
Hotel Offers, Travelers Can Confidently and Safely Plan Ahead—***

New York City (January 26, 2021) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, invites Americans to look ahead to summer, fall and the holiday season and plan a future trip to New York City as part of **National Plan for Vacation Day**. With helpful planning tools, flexible booking options and tremendous hotel deals on offer, and an ongoing commitment to public health and safety, travelers can confidently dream up their future visits to the iconic five-borough destination. Those planning ahead can find the latest updates and information on New York City at nycgo.com, or follow @nycgo on [Facebook](https://www.facebook.com/nycgo), [Instagram](https://www.instagram.com/nycgo) and [Twitter](https://twitter.com/nycgo).

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DATE

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FOR IMMEDIATE RELEASE

“Today, on National Plan for Vacation Day, I invite Americans to join me in planning a future vacation and getting excited to travel once more. Although things are still uncertain, there has never been a better time to start dreaming of your next NYC getaway, particularly with the many terrific deals and new, flexible booking policies currently on offer. Looking forward to a future trip is good for the soul and we can’t wait to welcome visitors back to the five boroughs when they are ready and able to visit again,” said Fred Dixon, President and CEO of NYC & Company.

Each year, National Plan for Vacation Day takes place during the last Tuesday in January as a day to encourage Americans to plan their vacation days for the entire year at the start of the year. While much of the country continues to face rising case numbers and travel restrictions, National Plan for Vacation Day is chance to do what is safe and productive: plan.

“It’s been a challenging year, and I know we have all missed traveling and exploring our great country. While many are not yet ready or able to take a vacation, we are encouraging Americans to pull out their calendars on January 26 and get a future trip on the books—even if that just means dreaming about your next getaway. In the face of so much uncertainty, and with more than 63% of Americans saying they desperately need a vacation, National Plan for Vacation Day is the perfect opportunity for Americans to renew their love of travel and to look ahead to better days,” said U.S. Travel President and CEO Roger Dow.

NYC Planning Tools

- [What’s Open in New York City](#)
From iconic observation decks to world-class arts and culture, and local shopping to multicultural dining, there is something for everyone to enjoy in New York City. The What’s Open in NYC hub is a guide to

the five-borough hotels and businesses that are currently open or opening soon, and includes itineraries and exciting deals on offer across the City. With many attractions and museums offering advance-purchase timed ticketing, guests are encouraged to plan their visits ahead of time.

- **[Coronavirus Information and Resources](#)**
With NYC & Company's Coronavirus Information and Resources, travelers can find the latest information on New York City and the Covid-19 pandemic, including travel restrictions, health and safety protocols, updates on the reopening of the five boroughs, and more.
- **[All In NYC: Stay Well Pledge](#)**
To help the five boroughs reopen responsibly, NYC & Company's Stay Well Pledge asks tourism and hospitality businesses and their guests to follow public health and safety guidelines including wearing masks, practicing social distancing, and frequently washing and sanitizing hands.
- **[NYC Neighborhoods](#)**
New York City gets its character from the hundreds of neighborhoods and communities that make up the five boroughs, with countless businesses and activities to safely explore.
- **[Seasonal Guides](#)**
Travelers can plan for any season with guides on all there is to see and do, no matter the time of year.

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Hotel Offers

- **[Hotels in NYC](#)**
New York City offers a wide range of accommodations to fit every taste and budget. With many hotels offering attractive packages and flexible booking options, guests can confidently plan their stay now. For more information and travel inspiration, visit nycgo.com/hotels.
- **Hilton Hotels**
Hilton Honors members can save up to 20 percent at Hilton hotels like [Millennium Hilton New York Downtown](#), [Millennium Hilton New York One UN Plaza](#) and [Conrad New York Downtown](#) when booking [Hilton's Dream Away](#) rate. In addition to having extra peace of mind with Hilton's new CleanStay program, guests will also enjoy flexibility on their next stay with early check-in, late check-out and free early departure, where available.
- **JW Marriott Essex House New York**
Located on Central Park South, steps from the iconic park, [JW Marriott Essex House New York](#) offers luxurious Art Deco-inspired décor and valet parking, with rates starting from \$489.

- **The Langham, New York**
[The Family Getaway](#) package at The Langham, New York brings a sense of imagination and adventure to a city getaway. Families can “camp out” in a special Langham Pink tent and enjoy culinary delights, kid-friendly activities, an in-room movie and popcorn, and more. Reservations can be cancelled up to 24 hours in advance of arrival.
- **Lotte New York Palace**
With Lotte New York Palace’s [Complimentary Third Night](#) offer, guests who reserve two nights will receive a complimentary third night when using promo code 3RDNGT, while enjoying peace of mind with the hotel’s Forbes safety certification on more than 360 global health security standards and flexible cancellation policy, which offers the ability to adjust or cancel their reservation up to 24 hours prior to arrival.
- **New York Marriott at the Brooklyn Bridge**
In the heart of Downtown Brooklyn nearby the iconic NYC landmark bridge, [New York Marriott at the Brooklyn Bridge](#) offers those driving into the City a Parking Package starting from \$144, as well as Long Term Stay Rates from \$119 (2 night minimum stay).
- **New York Marriott Downtown**
With rates starting from \$144, [New York Marriott Downtown](#) offers a One World Observatory Package including two tickets to visit the spectacular Lower Manhattan sightseeing observatory (currently open weekends), as well as a Paring Package from \$134.
- **New York Marriott Marquis**
Located in the heart of the Crossroads of the World, [New York Marriott Marquis](#)’ Member Rate Parking Package offers valet parking and 4:00PM late check out, based on availability, starting from \$219 plus tax.
- **Renaissance New York Times Square**
Starting from \$199, the Pamper Your Pet Package at [Renaissance New York Times Square](#) offers guests early, VIP check-in for them and their pup, as well as a special treat and bowls for food and water for their four-legged friend, and late check-out. Pet fee included.
- **Sheraton New York Times Square**
[Sheraton New York Times Square](#)’s Food & Beverage Credit Package includes a daily \$15 credit to be used in the hotel’s Library Café at lobby level for take-out breakfast. The hotel, which offers rates starting at \$104 plus tax, is adding hot breakfast items to the menu in February.

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Offers are subject to individual hotel terms. All travelers are encouraged to check with individual businesses for current operating status and hours, as well as health and safety protocols, prior to their visit.

Individuals exploring the five boroughs are urged to follow CDC, state and city guidelines and are asked to wear masks, practice social distancing and frequently wash/sanitize hands, as indicated in NYC & Company's [Stay Well Pledge](#). Due to capacity restrictions and social distancing guidelines, it is recommended that guests purchase tickets for activities in advance.

National Plan for Vacation Day coincides with the [Let's Go There](#) initiative to encourage Americans to still plan—or even book—future vacations, or to simply keep their travel flame alive and think about their next trip. Let's Go There is led by a coalition of businesses and organizations, including many of the most recognizable U.S. brands from both within and outside the travel sector, whose mission is perfectly aligned with NPVD: As you plan your future trips, the travel industry is ready to safely welcome you back—when you're ready.

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There is a wealth of information that says simply planning a vacation can increase happiness, with 97% of [survey respondents](#) saying that having a trip planned makes them happier. Further, survey data shows that 84% of Americans are excited to plan a vacation in the next six months, indicating an impending surge in travel demand once conditions improve.

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For more information on planning a future trip to New York City, visit [nycgo.com](#).

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization 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 more information, visit [nycgo.com](#).