



## NYC & COMPANY LAUNCHES LARGEST-EVER GLOBAL TOURISM RECOVERY CAMPAIGN “IT’S TIME FOR NEW YORK CITY”

*—New \$30 Million Global Multimedia Marketing Effort Includes Unprecedented Advertising for NYC with Television and Digital Promotion in Three Phases, Designed to Create FOMO—*

*—First Phase Includes Launch of AAA Northeast Official Summer Guide and Partnership Targeting 8 Million Members, and New Itineraries on NYCgo.com with Eight-Week NYC Trip Giveaway Sweepstakes—*

**New York City (June 24, 2021)** — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today launched the first phase 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 unprecedented \$30 million tourism recovery campaign is being rolled out as restrictions are lifted, more people are vaccinated and as travel resumes in the United States and beyond. The new investment is made possible through American Rescue Plan Act funds secured and awarded by U.S. Senate Majority Leader Charles Schumer and Mayor Bill de Blasio. “It’s Time for New York City” will run in three phases and will include television, digital, outdoor media and partnerships. The initiative reminds visitors of the City’s unrivaled energy, excitement, and the abundance of life, endless experiences and resiliency that make NYC the most iconic destination in the world. Designed to create urgency and FOMO (Fear of Missing Out), “It’s Time for New York City” will be unveiled today during NYC & Company’s Board of Directors Meeting at the Javits Center. The announcement comes as New York City expects to welcome 36.1 million visitors this year—recapturing more than half of its record 66.6 million visitors in 2019.

“The Summer of NYC is here—and now it’s time to tell the whole world about how this city is building a recovery for all of us,” said **Mayor Bill de Blasio**. “Tourism impacts hundreds of thousands of jobs across the five boroughs, and its return will fuel our recovery even more. The greatest travel destination in the world is ready to welcome back visitors from around the region, country, and globe, and we can’t wait to greet them.”

“As Majority Leader, securing funding for state and local governments was a top priority in the American Rescue Plan and I fought hard to ensure that New York and especially New York City could receive resources to revive the economy, including the vital hospitality and tourism industry,” said **Senator Charles Schumer**. “As a son of Brooklyn, I can safely say this campaign is spot on: It’s Time for New York City!”

### CONTACTS

Chris Heywood/Britt Hijkoop  
Alyssa Schmid  
NYC & Company  
212-484-1270  
press@nycgo.com

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“It’s Time for New York City” will first target travelers in 23 markets across the United States, followed by Mexico, Canada and Latin America, with plans to expand farther internationally as other key markets reopen for leisure and business travel. The multi-phased campaign will launch with a cooperative marketing and advertising partnership with **AAA Northeast** to boost regional travel this summer. Consumers can browse an official resource to [Enjoy the Best of Summertime in NYC](#), including unique guides to each of the five boroughs. The collaboration will also include special offers and the opportunity to experience personalized NYC packages for 8 million AAA members in Connecticut, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island and Washington, DC as well as travel agent trainings and promotions across digital and email, with the goal to restore confidence and encourage the drive market to visit this summer. In addition to targeted digital media and regional out-of-home advertising, and an integrated social media and influencer campaign, a new television spot will begin airing in select U.S. markets next month. Further, the campaign will be seen on LinkNYC screens and bus shelters across New York City’s five boroughs, through NYC & Company’s collaboration with Intersection and JCDecaux, which will also extend across the globe, valued at nearly \$25 million.

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“New York City is open for business and we invite visitors to experience everything our destination has to offer—from exceptional deals on dining during Summer NYC Restaurant Week® to surfing in the Rockaways to exploring the City’s rich tapestry of diverse communities,” said **Fred Dixon, President and CEO of NYC & Company**. “We are extremely grateful for Senator Schumer and Mayor de Blasio’s support for the hospitality and tourism economy so we can make sure everyone hears the news: It’s Time for New York City.”

As part of the second phase of the campaign, a **television and video spot** will launch nationally in early July, asking American travelers to consider, “**Where Were You in the Summer of ’21?**” reminding them that they do not want to miss being a part of New York City’s comeback. The video depicts the City’s unparalleled diversity, vibrancy and excitement as well as its homecoming to normalcy, underscoring the return of FOMO and driving that message of urgency. The :30, :15 and :06 video spots will air via a combination of linear TV, connected TV and online video in key domestic feeder markets. A longer version of the video will also be featured on NYCgo.com, and in the coming months NYC & Company will create a series of videos that highlight seasonal, significant events throughout the five boroughs.

For the third phase, NYC & Company will focus on international markets and activate the campaign both digitally and through out-of-home advertisements with global media partner JC Decaux, adding further value to the total campaign effort. It will first launch in **Mexico** this summer, utilizing the Spanish tagline, “New York City, El Momento es Ahora,” followed by **Canada** and select countries in **Latin America**. Designed to be flexible as travel restrictions evolve, international feeder markets will also include the **United Kingdom**,



**Europe and other key regions**, with translated advertisements to roll out alongside to-be-announced travel partners.

“New York City has shown time and time again how resilient it can be, and throughout this pandemic, that has not changed,” said **Charles Flateman, NYC & Company Board Chairman**. “This campaign showcases the best of the destination—from the dazzling lights of Broadway to our world-class hotels and cultural organizations. It’s time to welcome visitors back to the five boroughs and remind them why NYC is the greatest city in the world.”

Locals and visitors can browse new **five-borough itineraries**—and design their own—on [NYCgo.com/timeforNYC](https://nycgo.com/timeforNYC). New Yorkers are encouraged to invite friends and family to visit, while outside NYC, the focus is on browsing itineraries and entering a sweepstakes that will run for eight weeks, with the chance to win an all-expenses-paid trip to the five boroughs. There are currently 24 unique itineraries online and counting—created by NYC & Company staff and well-known New Yorkers including A\$AP Ferg, Celia Keenan-Bolger, Danny Burstein, Bianca Marroquin, Geoffrey Zakarian, Rocco DiSpirito, and the NY Knicks and NY Rangers—and this new permanent tool will continue to evolve and be updated with new itineraries on an ongoing basis.

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Through the end of the year, **targeted digital media** will reach regional and domestic visitors via **Facebook** and **Instagram**, while an **influencer campaign** will feature diverse voices from New York City and beyond. Consumers can engage with the campaign using the hashtag #ItsTimeForNYC.

“This campaign spotlights what we all love about our great city, from the iconic Statue of Liberty to each of our beloved boroughs,” said **Nancy Mammana, Chief Marketing Officer of NYC & Company**. “The campaign was designed to drive urgency for visitors to book a trip to New York City now and be part of the comeback, and will highlight all the amazing things to do in the City every day, but especially now during this very special time.”

To help stimulate the City’s meetings and conventions sector, the campaign will also include an iteration titled “**It’s Time to Make It NYC.**” Next week, NYC & Company will launch a **B2B tool kit** for the local business community, providing engagement opportunities and ways to help amplify the campaign.

“It’s Time for New York City” was developed in-house by NYC & Company’s Creative/Content Team, with support from local creative agencies PUNCH Projects, Future Current and Smartbomb Studio. PUNCH Projects helped develop the content strategy, broadcast television commercial and film assets. Future Current helped develop the creative strategy. Smartbomb Studio helped develop the design language. The campaign will once again embrace New York City’s most powerful icon, the Statue of Liberty, representing hope, resilience, opportunity, diversity, new beginnings, and most of all, welcoming openness. Some of NYC’s greatest hits will be featured within Lady Liberty’s



silhouette through a lush, vibrant color palette, to support the feeling of life in uncommon abundance. NYC & Company has selected Universal McCann as its agency responsible for strategy, planning, buying, data and analytics.

The 2021 summer season in New York City is bursting with activity, supporting the urgency for travelers to visit now. For example, the City will welcome back big events this summer including **Formula E** (July 10—11); **NY NOW / JA Jewelry Show** (August 8—11); **New York Auto Show** (August 19—28); **Central Park ‘Homecoming’ concert** (August); **US Open Tennis** (August 30—September 12); and more. Additional destination updates can be found in the recent announcement, [NYC & Company Gives Visitors Reasons From A to Z to Visit NYC This Summer](#) as well as [NYC & Company Highlights 10 Ways to Experience What’s New in NYC in 2021](#).

“It’s Time for New York City” follows the strategy that was outlined in [All In NYC: The Roadmap for Tourism’s Reimagining and Recovery](#), released by The Coalition for NYC Hospitality & Tourism Recovery in July 2020.

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NYC & Company predicts 36.1 million people will visit New York City in 2021. This summer alone, 10 million people are projected to visit NYC. Since the quarantine requirement for domestic travelers was lifted on April 1, New York City’s hotel demand has steadily risen from 338,367 rooms for the week ending April 3 to 457,568 rooms for the week ending June 19, a 35% percent increase.

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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](http://nycgo.com).

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