



NYC & COMPANY LAUNCHES NEXT PHASE OF “IT’S TIME FOR NEW YORK CITY” GLOBAL TOURISM RECOVERY CAMPAIGN

—City’s Largest-Ever Campaign Invokes Statue of Liberty as Focal Point as Iconic Monument Celebrates 136th Birthday—

—Early Campaign Phases Generated More Than \$5 Billion in Visitor Spending and Over Two Million Trips Booked in First Half of 2022 —

—Partners Include Airlines, Amtrak and Tour Operators—

New York City (October 28, 2022) — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, has launched the next phase of its largest-ever global tourism marketing and advertising campaign **“It’s Time for New York City.”** The new phase continues to feature the City’s beacon of welcome, the Statue of Liberty and its iconic Crown and expands with airline, rail, and tour operator partnerships in both domestic and international markets. The tourism recovery campaign, which **first launched** in June 2021, has resulted in more than \$5 billion in visitor spending and more than two million trips booked to NYC. The refresh comes as Lady Liberty celebrates 136 years and as the Crown at the Statue of Liberty reopens to the public since its shutdown in 2020. Approximately 56.4 million people (47.4 million domestic and 8.9 million international) are forecasted to visit NYC before the end of 2022—roughly 85 percent of record 2019 tourism levels. The City remains on track to return to or surpass 2019 visitation totals by 2024.

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DATE
October 28, 2022

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“We are pleased to announce the launch of the next phase of our award-winning, ‘It’s Time for New York City’ tourism campaign. Since first launched in 2021, this effort has produced a tremendous return on investment, influencing billions in visitor spending and millions of trips booked, accelerating recovery,” said **Fred Dixon, President and CEO of NYC & Company**. “By leveraging some of our most iconic symbols—like the Statue of Liberty—in new ways, we have continued to engage and convert both leisure and business travelers, reminding them of New York City’s dynamism, diversity and indomitable welcoming spirit. Our message remains the same: New York City is forever evolving and ready to welcome you always. The time to book a trip is now.”

Preliminary results from the first phase of the campaign show that messaging resonated with domestic and international audiences, and capitalized upon pent-up demand for travel, targeting interest in NYC. Domestic media influenced \$352 for every dollar spent on the campaign, \$5 billion in visitor spending, and 2 million trips from July 2021 through January 2022 (the duration of the domestic campaign). International media influenced \$241 were returned for every dollar spent, \$822 million in visitor spending, and 346,000



trips from January through July 2022 (the duration of the international campaign).*

“Following the proven success of our ‘It’s Time for New York City’ tourism campaign, it only made sense to stay the course, but with a vibrant revamp as the City moves closer to a full tourism recovery,” said Nancy Mammana, Chief Marketing Officer of NYC & Company. “Lady Liberty’s iconic association with New York City resonates across our key markets globally.”

The new phase of the campaign continues to feature the iconic Statue of Liberty in several executions including a vibrant, multicolored Statue of Liberty, underscoring NYC’s growing dynamism and welcome message.

Airline partner content and creative is currently running on digital and social channels nationally in target markets that include Chicago, Los Angeles, San Francisco, Houston, Denver, Tampa, San Diego, and Cincinnati through December 3, in partnership with United Airlines. Overseas, the campaign is running via outdoor media in Singapore through the end of October, in partnership with Singapore Airlines; in Australia through November 20 in partnership with Air New Zealand, including digital, social, and outdoor media; and in Canada across digital and social channels through February 2023, in partnership with Porter Airlines.

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Upcoming in-market media includes South Korea in partnership with Air Asiana for the month of November, the United Kingdom in partnership with United Airlines from November 1 through June 1, 2023, and New Zealand in partnership with Air New Zealand November 7 through February 11, 2023. Partnerships are also confirmed with Amtrak in the United States Northeast Corridor, Aeromexico in Mexico, Havas in France and Alpitour in Italy.

Locals and travelers visiting NYC are encouraged to engage and follow along using the hashtag #ItsTimeForNYC.

To help stimulate the City’s meetings and conventions sector, the campaign continues with its iteration titled [“It’s Time to Make It NYC.”](#)

This phase of the “It’s Time for New York City” Tourism Campaign creative was designed in-house by NYC & Company’s three-time New York Emmy-Award winning creative and content team.

NYC is bursting with activity, supporting the urgency for travelers to visit now. The latest on what’s new across the five boroughs can be found [here](#). For more NYC & Company news, visit nycgo.com/press.

**Source: NYC & Company/Strategic Marketing and Research Insights*

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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