



## MAYOR BILL DE BLASIO AND NYC & COMPANY UNVEIL NEW “IT’S TIME FOR NEW YORK CITY” TELEVISION SPOT TO BOOST VISITATION TO THE FIVE BOROUGHES THIS SUMMER AND BEYOND

—New Television Spot to Create FOMO (Fear of Missing Out), Asking American Travelers, “Where Were You Summer ’21?”—

**New York City (July 8, 2021) – Mayor Bill de Blasio and NYC & Company**—the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City—today unveiled a new television spot to promote New York City and bolster visitation to the five boroughs this summer, fall and beyond. Supported by an unprecedented investment of \$30 million by the Mayor and secured through American Rescue Plan funds championed by U.S. Senate Majority Leader Charles Schumer, the second phase of the new “**It’s Time for New York City™**” tourism recovery campaign invites travelers to discover the City’s five boroughs now. The TV spot, set to debut next week on national cable TV, connected TV and online, asks American travelers to consider “**Where Were You Summer ’21?**” and showcases NYC’s unrivaled energy, diversity and excitement as well as its homecoming to normalcy. This is the first iteration of three flights of television spots that will run throughout the campaign, with the second driving urgency to visit in the fall and the third driving visitation during the holiday season. By year’s end, NYC expects to recapture more than half of its 2019 record tourism levels by welcoming an estimated 36.1 million visitors.

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DATE  
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“The Summer of NYC isn’t just for New Yorkers – it’s for everyone who wants to experience the warmth and vibrancy of the greatest city in the world,” said **Mayor Bill de Blasio**. “The good times are here, and this ad campaign will send a powerful message to travelers everywhere: you have to be here to see it.”

“As Majority Leader, I fought hard to secure funding for state and local governments in the American Rescue Plan, to ensure that New York and especially New York City have the resources they need to revive the economy. In the final bill I made sure that a priority use of local aid could include critical relief and recovery assistance to our hard-hit hospitality and tourism industry,” said **Senator Charles Schumer**. “As a son of Brooklyn, I can safely say this campaign and new television spot is a great use of federal assistance to help rebuild our local economy by showcasing the unparalleled energy of New York City and its return to normalcy, aka the fun and excitement that is only possible in this center of the best culture and cuisine and diverse neighborhoods in the world.”

“We’re honored and thrilled to debut the campaign’s first television spot showcasing the City’s vibrancy, energy and endless activities on offer this summer. The campaign is an enticement and invitation for travelers looking



for the time to return to the unparalleled experiences only found in NYC to book the five boroughs now," said **NYC & Company President and CEO Fred Dixon**.

The new :30, :15 and :06 TV and video spots underscore the vibrancy, excitement and limitless activities happening in real time across all five boroughs—the Bronx, Brooklyn, Manhattan, Queens and Staten Island—driving a message of urgency to visit New York City. The TV spots will run in three four-week flights, with the first flight launching next week, driving urgency to visit NYC this summer. In addition to showcasing activity across the five boroughs, the video features famous New Yorkers including Sara Bareilles, Billy Joel, Daniel Boulud, A\$AP Ferg and Melba Wilson. The second flight will run late summer through early fall, driving visitation for the fall season, and the third flight will run in late fall, promoting holiday travel. The seasonal executions will continue to highlight what travelers can do in NYC in that moment. The TV spots will run nationally across cable TV and connected TV, as well as through digital media in 23 US markets.

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"The television spots were created to drive urgency for travelers to book a visit by showcasing real-time seasonal footage of New York City's five boroughs, and for this summer iteration, we wanted to show travelers what they're missing by not being here," said **NYC & Company Chief Marketing Officer Nancy Mammana**. "From Times Square, the Apollo Theater and the Wonder Wheel at Coney Island to the Staten Island Ferry, Arthur Avenue, and the TWA Hotel, we wanted to create FOMO by providing a snapshot of real moments and experiences travelers can enjoy across the five boroughs now."

The "**It's Time for New York City**" campaign was [launched](#) on June 24 at NYC & Company's board of directors meeting at the Javits Center. The first phase of the multiphased campaign kicked off with a cooperative marketing and advertising partnership with AAA Northeast targeting 8 million AAA members to boost regional travel this summer; digital advertising, social media engagement and out-of-home advertising in NYC targeting residents to invite friends and family to the City; and an eight-week trip giveaway sweepstakes program and new itineraries by well-known New Yorkers and NYC & Company staff on NYCgo.com.

This second phase includes the launch of the TV spot nationally, beginning next week. The third phase will focus on international markets, activating the campaign both digitally and through out-of-home advertisements with global media partner JCDecaux. The campaign will first launch in Mexico, 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.

NYC's summer season is offering exceptional activity, giving travelers even more reasons to visit now. The City will welcome back big events this summer



including **Formula E** (July 10–11); **NYC Restaurant Week** (July 19 through August 22); **Celebrate Brooklyn!** (July 31 through September 18); **Harlem Week** (August 6–15); **NY NOW / JA Jewelry Show** (August 8–11); **NYC Homecoming Week** (August 16–21); **New York International Auto Show** (August 20–29); **TD Five Boro Bike Tour** (August 22); **US Open Tennis** (August 30 through September 12) and more. Additional destination news is available in NYC & Company’s recent press releases, [NYC & Company Gives Visitors Reasons From A to Z to Visit NYC This Summer](#) and [NYC & Company Highlights 10 Ways to Experience What’s New in NYC in 2021](#).

NYC & Company predicts 36.1 million people will visit NYC in 2021, recapturing more than half of the record 66.6 million visitors it welcomed in 2019. This summer alone, 10 million people are projected to visit NYC between Memorial Day and Labor Day.

**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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