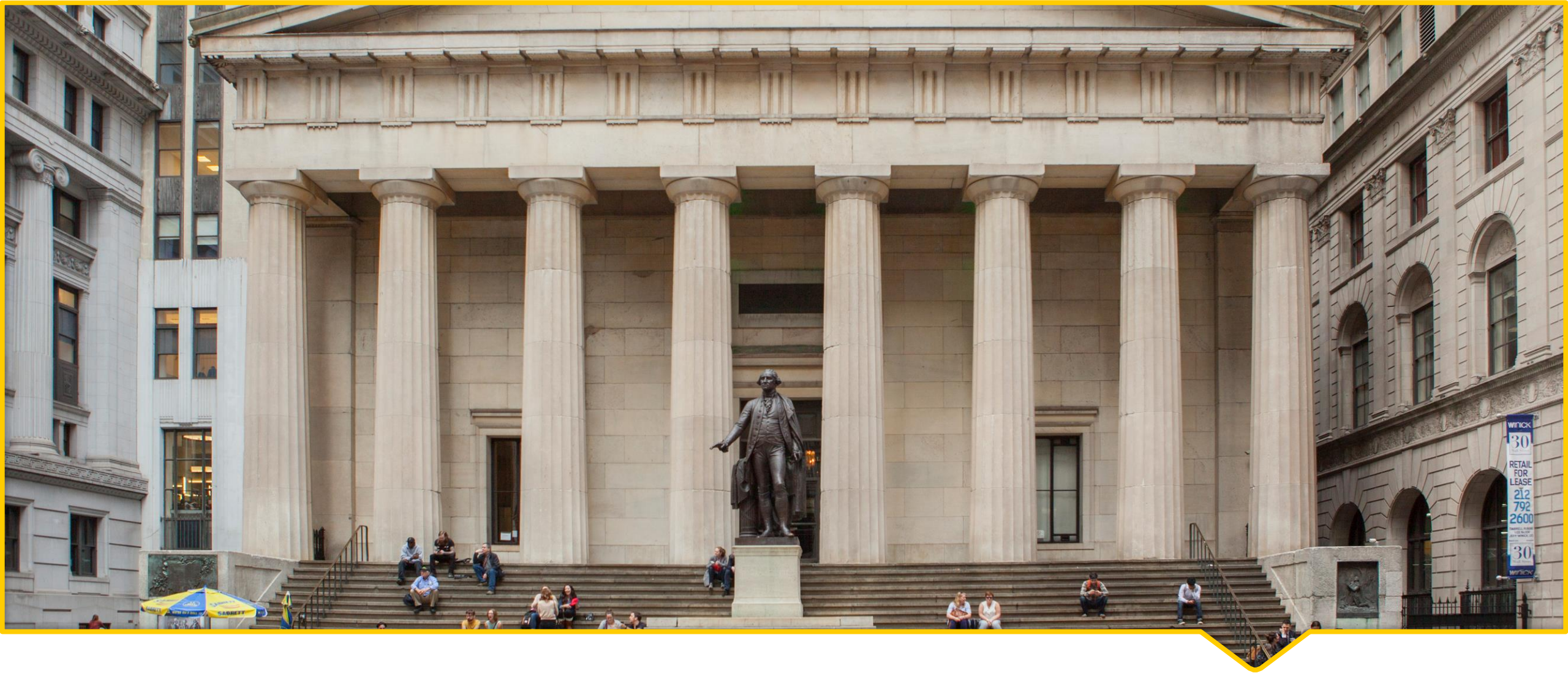


# Manhattan: Need to Know

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[nycgo.com](http://nycgo.com)





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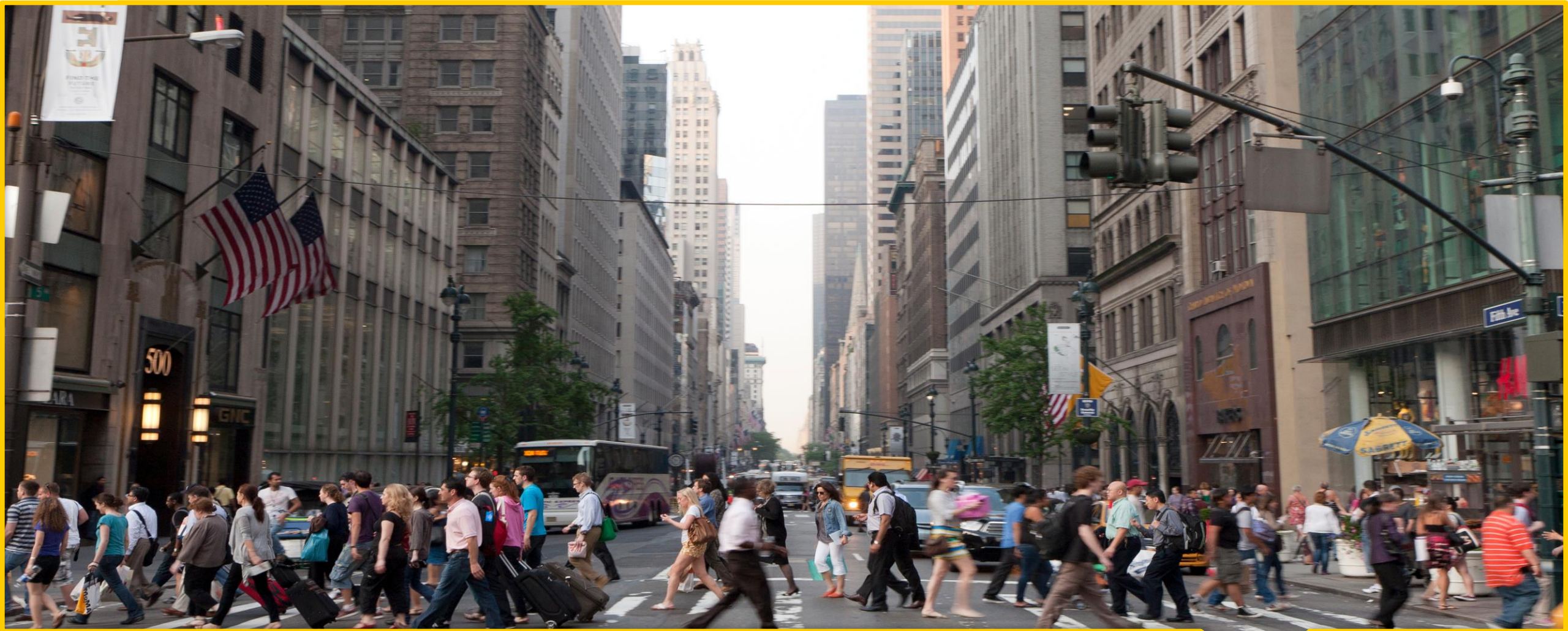
# Getting Started

# Operational Notes



- **One-way audio**
- **Ask your questions**
- **Handout**
- **Follow-up**





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# Introduction



# Introduction



- **John A. Marshall**
- **Director, Tourism Development**
- **Established Markets – USA & Canada**





NYC & Company is the **official destination marketing organization** for the five boroughs of NYC.

Our mission is to **maximize travel and tourism opportunities** throughout the City, **build economic prosperity** and **spread the dynamic image of NYC** around the world.





## **Manhattan: Need to Know**

- **Welcome to Manhattan**
- **Neighborhood Highlights**
- **Resources**





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**Welcome to Manhattan**





The Bronx



Manhattan



Queens



Brooklyn



Staten Island



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# Manhattan





[Central Park](#)



[Museum Mile](#)



[United Nations](#)



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**Only in Manhattan**





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**Poll Question**





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# Neighborhood Highlights

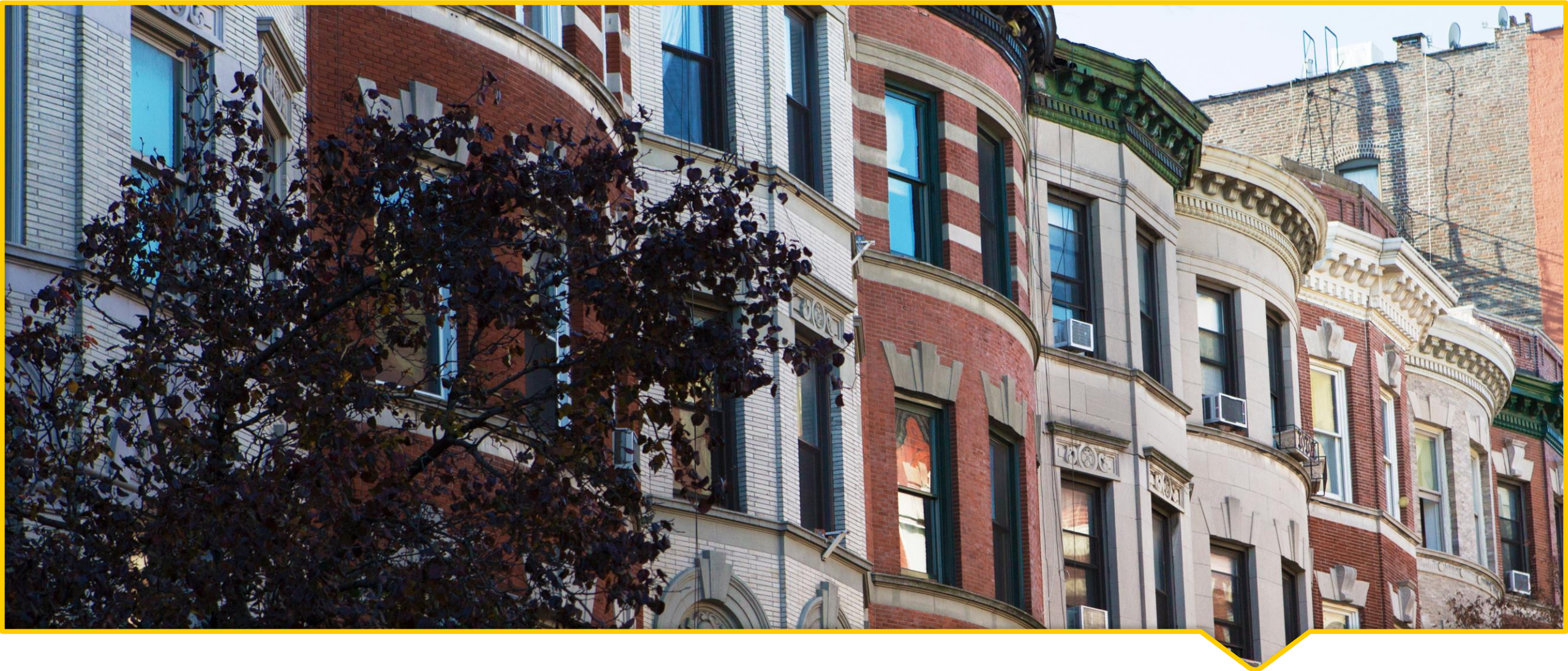




# Neighborhood Highlights

- **Harlem**
- **Upper West Side**
- **Flatiron District**
- **Lower East Side**





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**Harlem**





Be good or be gone



Diverse programming



Historic tours



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# Apollo Theater





**Celebration of jazz**



**Hands-on  
educational tours**



**Savory Collection**



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nycgo.com

# The National Jazz Museum in Harlem





**Manhattan's oldest house**



**Public tours**



**Events**



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# Morris-Jumel Mansion





Designed for 3- to 8-  
year-olds



Artist-in-residence



Interactive storytelling



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# Sugar Hill Children's Museum of Art & Storytelling





[Harlem Gospel Tour](#)



[Soul Food & Jazz Tour](#)



Multilingual tours  
available



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# Harlem Spirituals / New York Visions





Premier destination  
for gospel in NYC



School of Gospel



[Sing Harlem Choir](#)



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# Mama Foundation for the Arts (Gospel Workshops)





Explore Harlem like a local



[Taste El Barrio!](#)



[Historic Faces and Places](#)



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# Taste Harlem Food and Cultural Tours





[Minton's](#)



[Red Rooster Harlem](#)



[Sylvia's 'Soul Food' Restaurant](#)



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# Dining





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# Upper West Side





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**Poll Question**





**World's largest performing arts center**



**Eclectic mix of events**



**[Campus tours](#)**



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# Lincoln Center for the Performing Arts





Photo by Jon Wallen



**Oldest museum in NYC**



**[Luce Center](#)**



**[Group Tours](#)**



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# The New-York Historical Society





**Art by the self-taught**



**Free admission**



**Group Tours**



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# American Folk Art Museum





150+ years old



[Tours](#)



[Learn & Teach](#)



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& Company  
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# American Museum of Natural History





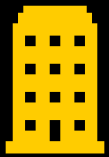
**Upper West Side  
retreat**



**291 rooms**



**Trendsetting  
on-site dining**



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& Company  
nycgo.com

# **Arthouse Hotel New York City**





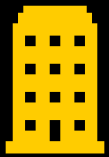
**Jewel of the Upper  
West Side**



**270 rooms**



**[The Beacon Theatre](#)**



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# Hotel Beacon





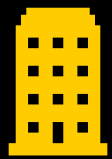
Recent renovation



240 rooms



[Walking tours](#)



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nycgo.com

# Hotel Belleclaire





[Bar Boulud](#)



[Carmines](#)



[Tavern on the Green](#)



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# Dining





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# Flatiron District

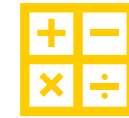




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**Poll Question**





“The coolest thing that ever happened to math!”



Interactive exhibits



Mathematics in action



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# National Museum of Mathematics (MoMath)





**Ping-pong social club**



**17 ping-pong tables**



**Food and drink**



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& Company  
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# Spin New York





**Family business**



**Unique and vintage  
table accessories**



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& Company  
nycgo.com

# Fishs Eddy





[Flatiron/23rd Street Partnership](#)



Free



90 minutes



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& Company  
nycgo.com

# Discover Flatiron Walking Tour





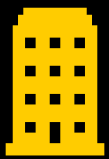
Revitalizing the neighborhood artistic community



395 rooms



[Eat and drink](#)



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& Company  
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# Freehand New York





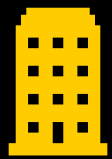
**Modern boutique  
hotel**



**118 rooms**



**Sir Henri**



**NYC**  
& Company  
nycgo.com

# Hotel Henri





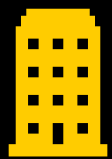
**Historic 41-story  
clocktower**



**273 rooms**



**5-star boutique  
accommodation**



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& Company  
nycgo.com

# The New York EDITION





**Four-course  
progressive meals**



**Quality over quantity**



**[Flatiron Food Tour](#)**



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& Company  
nycgo.com

# Avital Tours





Italian cuisine



Largest artisanal Italian  
food and wine  
marketplace in world



Shop, eat, learn



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& Company  
nycgo.com

# Eataly NYC Flatiron





[Flatiron Hall](#)



[Junoon](#)



[Shake Shack –  
Madison Square Park](#)



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# Dining





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**Lower East Side**





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**Poll Question**





**Contemporary art**



**International reach**



**Tours for everyone**



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# New Museum





**History of immigration  
comes alive**



**Guided tours**



**[Your Story, Our Story](#)**



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# The Tenement Museum





Restored historic landmark



Vibrant arts and education center



Tours



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# Museum at Eldridge Street Synagogue





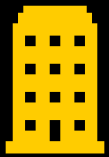
**Urban oasis**



**294 rooms**



**Mr. Purple**



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# **Hotel Indigo**

## **Lower East Side New York**





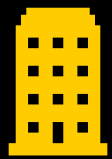
**Redesigned boutique-style lobby**



**132 rooms**



**Complimentary amenities**



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# **Holiday Inn Lower East Side**





Discover NYC's rich history



Expert guides



[Original Multi-Ethnic Eating Tour](#)



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nycgo.com

# Big Onion Walking Tours





[Dirt Candy](#)



[Gem](#)



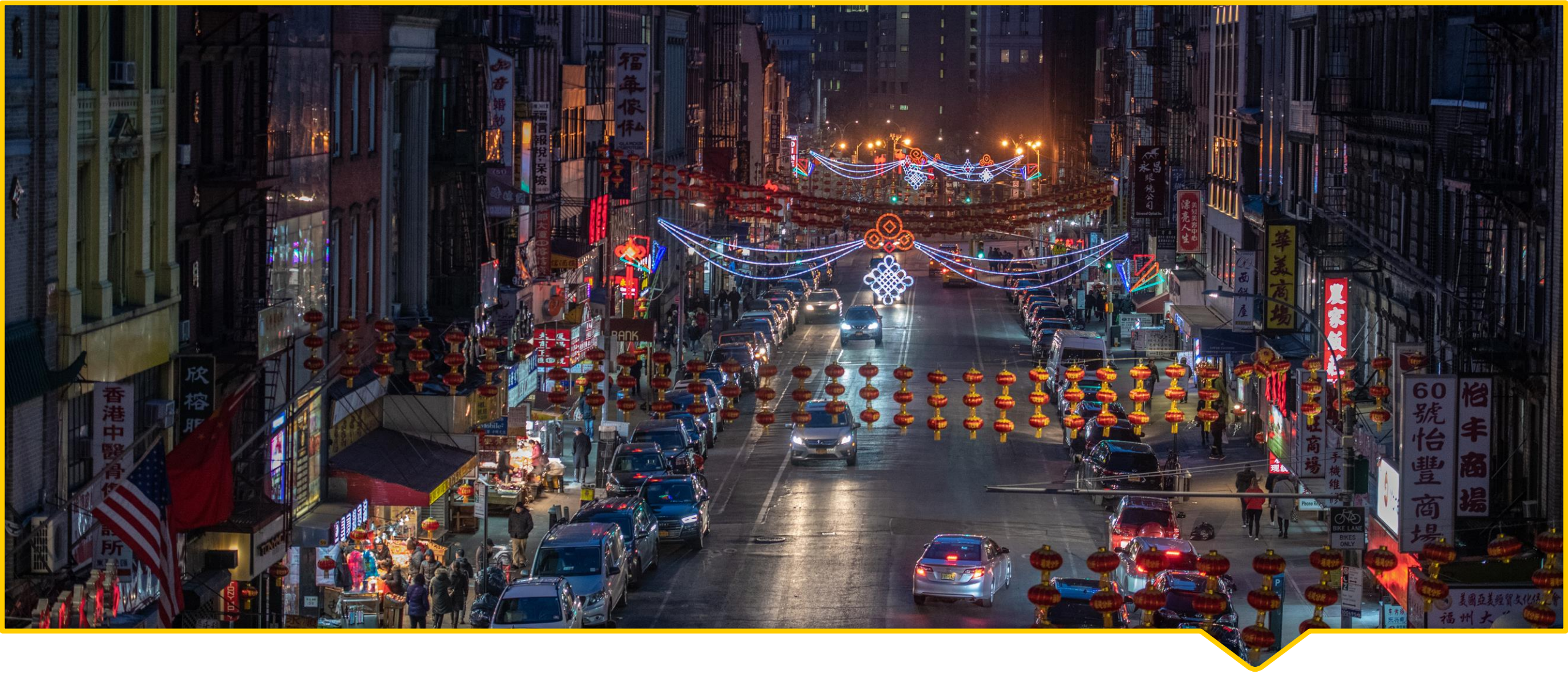
[Katz's Delicatessen](#)



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nycgo.com

# Dining

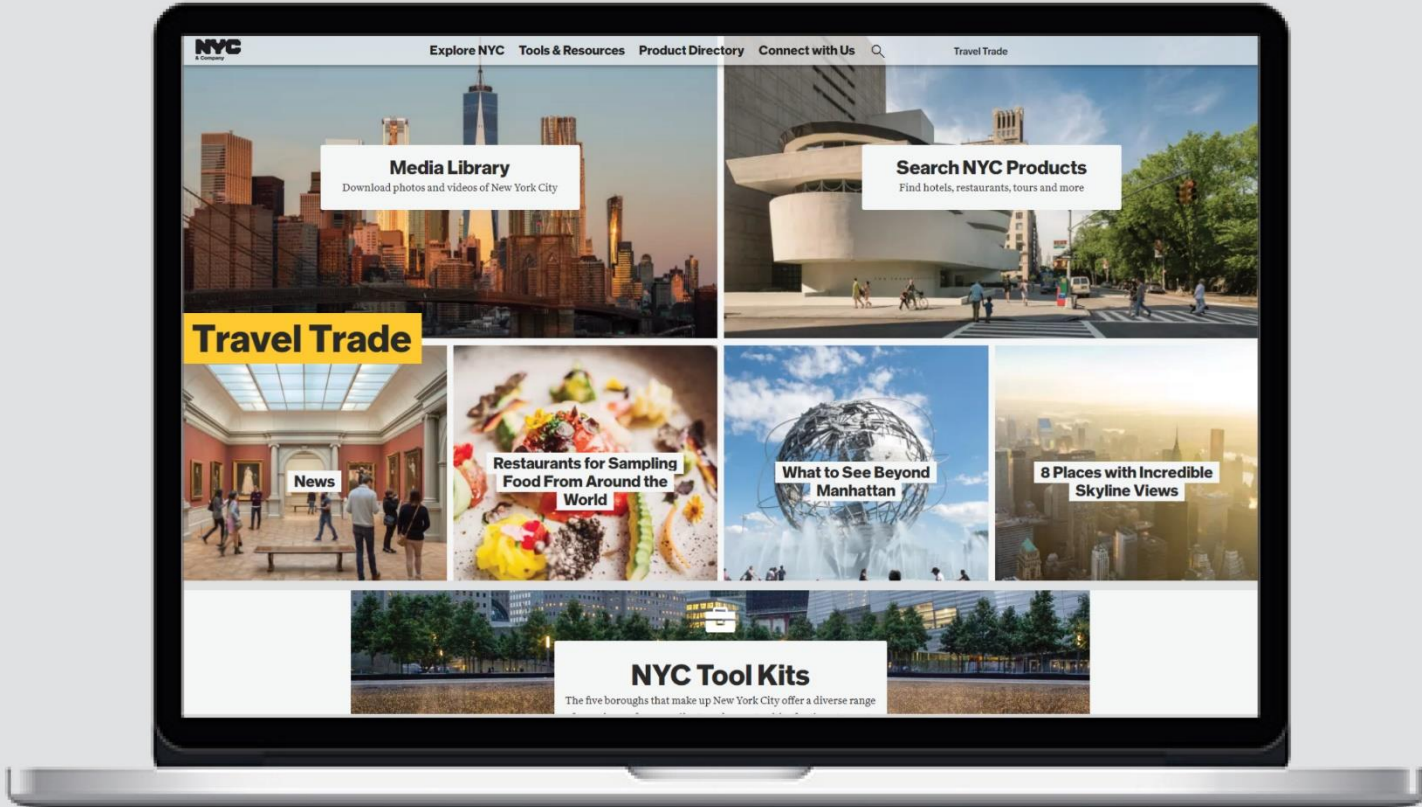




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**Resources**





[Travel Trade](#)



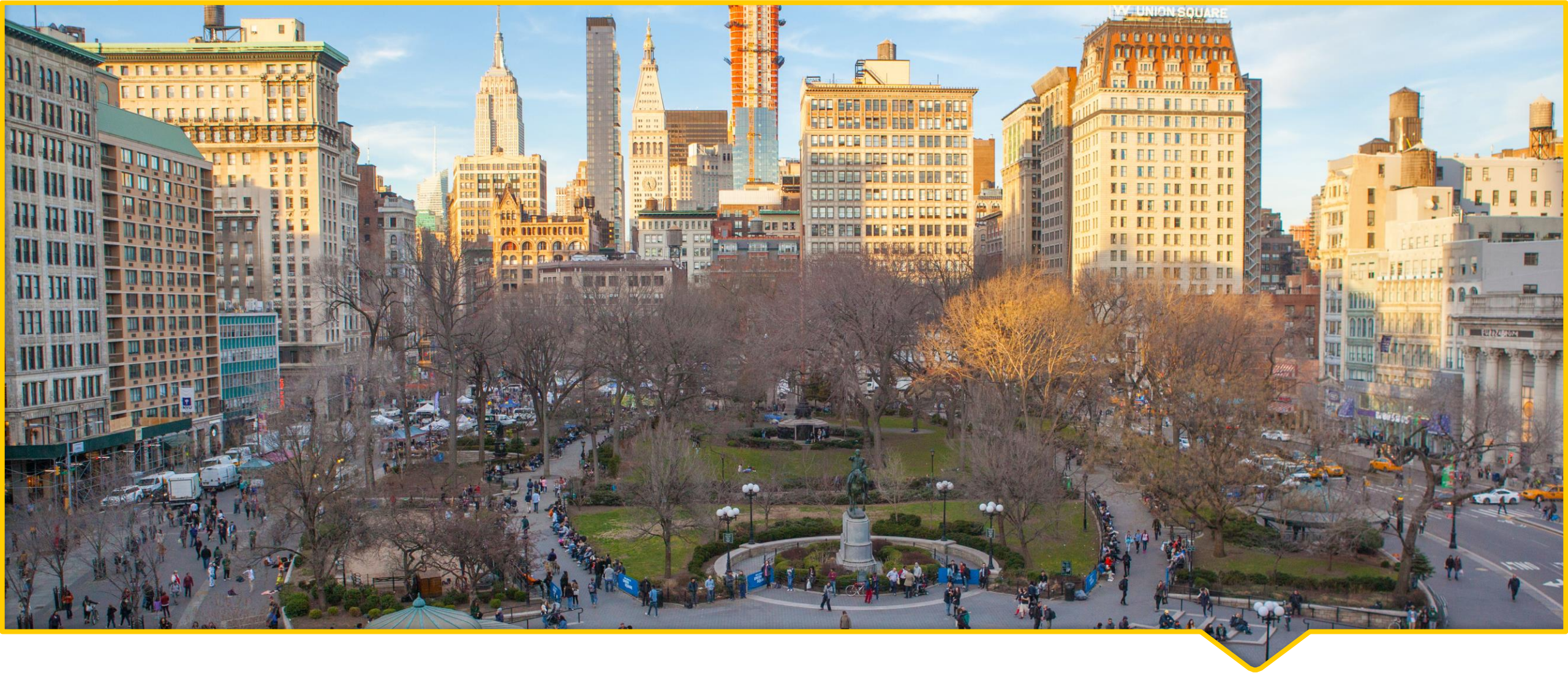
[Consumer](#)



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**nycgo.com**



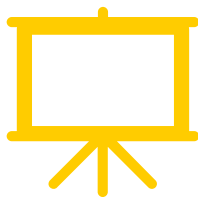


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# Summary



# Summary



## Manhattan: Need to Know

- **Welcome Manhattan**
- **Neighborhood Highlights**
  - **Harlem**
  - **Upper West Side**
  - **Flatiron District**
  - **Lower East Side**
- **Resources**



# Contact Information



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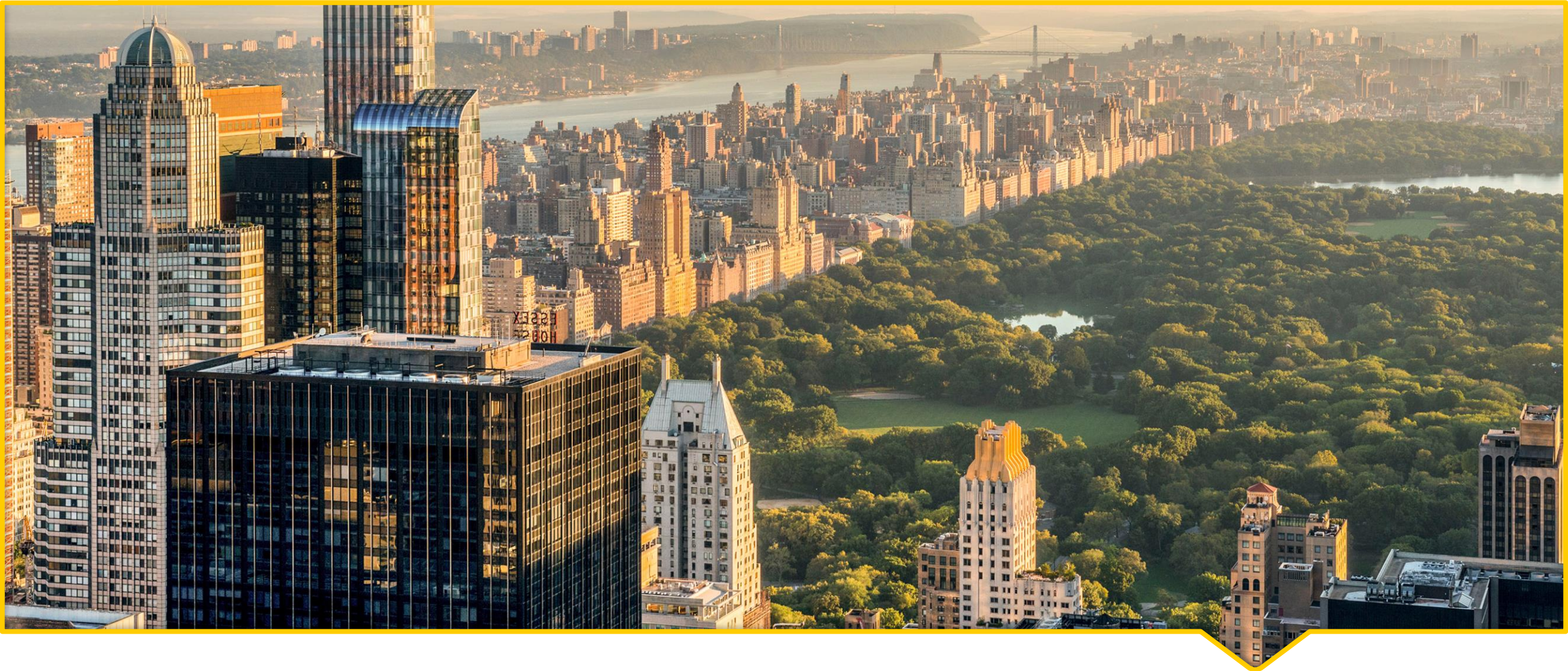
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## UNITED STATES

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**Thank You!**



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