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DATE
April 1, 2021

FOR IMMEDIATE RELEASE

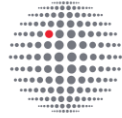
**AHEAD OF GLOBAL MEETINGS INDUSTRY DAY,
NYC & COMPANY JOINS PARTNERSHIP FOR NEW YORK
CITY AND NEW YORK CITY ECONOMIC DEVELOPMENT
CORPORATION TO DRIVE LOCAL BUSINESS MEETINGS
AND HELP STIMULATE ECONOMIC RECOVERY**

**—New Effort Invites New York City’s Business Community to
“Commit to the Comeback: Meet Local NYC”—**

**—GMID 2021 Celebrations in New York City to Include Iconic
Building Lightings and Hybrid Event—**

New York City (April 1, 2021) – In advance of **Global Meetings Industry Day (GMID)** on April 8, **NYC & Company**, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is teaming up with the **Partnership for New York City** and **New York City Economic Development Corporation (NYCEDC)** to encourage the local business community and meeting planners to take advantage of all that is available in their own backyard and safely host in-person meetings, conferences and other corporate activities in the City’s five boroughs. Utilizing the tagline **“Commit to the Comeback: Meet Local NYC,”** the grassroots campaign invites these leaders to play an active role in New York City’s economic recovery as it continues to emerge from the Covid-19 pandemic. In addition, on the evening of April 8, iconic sites across NYC will be illuminated in blue to celebrate GMID 2021 and the extraordinary impact meetings and events have on businesses, economies and communities, while a hybrid GMID event will spotlight how to Plan a “Meet Safe” Hybrid Meeting in New York City.

“New York City is the business capital of the world, sitting at the nexus of commerce, arts, media, sports, pop culture and entertainment. By committing to Meet Local now, business leaders and planners can not only enjoy the only-in-NYC meetings experience but also actively help the five boroughs reopen and get tourism industry professionals back to work, while restarting the economy and positioning the City for long-term success,” said Fred Dixon, President and CEO of NYC & Company and Co-Chair of the Meetings Mean Business Coalition (MMB).



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“New York City is the best place to hold a meeting or event because everyone in the world is looking for an excuse to come here. It’s like the World Economic Forum in Davos, but it’s 365 days a year!” said Kathryn Wylde, President & CEO of the Partnership for New York City.

“New York City is open for business. As the country emerges from the pandemic, NYC is undoubtedly one of the best places to hold meetings and events. Along with our partners at NYC & Company and the Partnership for New York City, we want to encourage businesses across all sectors and industries to Commit to the Comeback and take advantage of all that the City has to offer,” said Rachel Loeb, Acting President of New York City Economic Development Corporation.

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“Whether it be associations, corporate meetings, partner retreats or incentive activities, across industries ranging from healthcare to finance to tech, there is no better time to book business locally and experience one of the world’s top meeting destinations right here at home,” said Jerry Cito, NYC & Company Executive Vice President, Convention Development.

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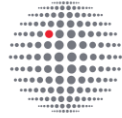
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In 2019 the meetings, incentives, conferences and events sector brought 6.2 million visitors to New York City. Business travelers spent a combined \$6.5 billion over their stays, resulting in a total economic impact of \$13 billion. As a result of the Covid-19 crisis, the industry has lost countless jobs and seen vast declines in revenue over the last year, and resuming business meetings will be critical to the City’s long-term recovery.

As part of the new Commit to the Comeback: Meet Local NYC campaign, NYC & Company, the Partnership for New York City and NYCEDC are proactively engaging the three organizations’ members and stakeholders, reminding them that they are in the world’s most desirable meetings destination, sharing the countless resources and experiences that are at their fingertips and stressing the valuable role they can play in the City’s economic recovery by safely hosting meetings and events in the five boroughs.

The program has a look and feel consistent with the local revitalization campaign *All in NYC*, which [launched](#) in July 2020. In addition to targeted email communications and digital promotions on Facebook and LinkedIn, today NYC & Company is launching a resource for meeting professionals titled [10 Reasons to Book Local for Your Next Meeting](#), as well as a [Meet Local NYC Tool Kit](#). The tool kit is designed to help five-borough tourism and hospitality businesses; business improvement districts; chambers of commerce; local industry association chapters, including NYPCMA, NYSAE and MPI Greater New York and more, to engage decision makers and amplify the effort through their own channels. These resources will also be shared with members of The Coalition for NYC Hospitality & Tourism Recovery, for their use.

Global Meetings Industry Day, led by the industry advocacy coalition Meetings Mean Business (MMB), showcases the proven value that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions bring to businesses and the economy. This year’s GMID theme is “Meet Safe,”



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recognizing the industry’s top priority of operating meetings and events with health and safety top of mind. For more information, visit MeetingsMeanBusiness.com.

On the evening of April 8, iconic sites across New York City will light up in blue (MMB’s signature color) to celebrate the power of the meetings industry in honor of GMID. Participating locations include the [Coney Island Parachute Jump](#), [Empire Outlets](#), [Empire State Building](#), [Javits Center](#), [Pier 17](#) and the [Weylin](#).

Additionally, MPI Greater New York, NYPCMA, SITE Northeast and EventFluence will hold a hybrid GMID event themed [Behind the Curtain: Planning a “Meet Safe” Hybrid Meeting](#). NYC & Company President and CEO and MMB Co-Chair Fred Dixon will kick off the program at the Conrad New York Downtown.

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New York City hotels and venues continue to implement best-in-class cleaning procedures and health and safety protocols to successfully host meetings and events while ensuring the well-being of their employees and guests. Delegates meeting in the five boroughs are asked to wear masks, practice physical distancing and frequently wash and sanitize hands, as indicated in NYC & Company’s [Stay Well Pledge](#).

In New York State, in-person catered events, including meetings and conferences, may currently take place at 50 percent venue capacity, with up to 150 attendees and strict public health protocols in place. For more details, visit forward.ny.gov. As meetings restrictions are lifted and travel safely resumes, dependent on public health conditions and guidelines, NYC & Company will continue to expand efforts regionally, domestically and eventually, internationally.

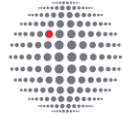
For additional information about organizing meetings, conferences and events in New York City; planning tools, including webinars, newsletters, listings of hybrid event venues and virtual site tours; and a team directory, visit NYCgo.com/MakeItNYC.

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.

About the Partnership for New York City:

The Partnership for New York City represents the city’s business leaders and largest employers. We work with government, labor and the nonprofit sector to promote economic growth and maintain the city’s prominence as a global center of commerce and innovation. Through the Partnership Fund for New York City, the Partnership contributes directly to projects that create jobs, improve economically distressed communities and stimulate new business creation. Visit pfny.org/news to learn more.



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About Meetings Mean Business:

Meetings Mean Business is an industry-wide coalition to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 60 members, the coalition unites the meetings industry with one strong and powerful voice. For more information, visit MeetingsMeanBusiness.com.

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