

**NYC & COMPANY APPOINTS JOHN MARSHALL
DIRECTOR, TOURISM DEVELOPMENT,
ESTABLISHED MARKETS, USA & CANADA**

New York City (July 25, 2018) – NYC & Company today announced that John Marshall has joined the organization as Director, Tourism Development, Established Markets, serving the USA & Canada. In his new role, he will drive leisure travel to New York City’s five boroughs from these key visitor markets, reporting to Reginald Charlot, Managing Director, Tourism Development for Established Markets and working together with the organization’s travel trade representatives in Toronto.

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DATE

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FOR IMMEDIATE RELEASE

“As a lifelong New Yorker, it is an honor to join NYC & Company and represent the destination in this role. With countless new developments and beloved classics across all five boroughs, I look forward to sharing my hometown with visitors and engaging key members of the trade to further drive travel from the USA and Canada,” said John Marshall.

“It is a pleasure to welcome John to the NYC & Company team, with his many years of experience working with both the domestic and Canadian markets. He is a seasoned tourism professional and we look forward to leaning on his expertise in elevating destination awareness in this important marketplace even further, in the months to come,” said Reginald Charlot.

Marshall joins NYC & Company with more than a decade of industry experience at Top of the Rock Observation Deck, where he advanced from Customer Care Representative to Sales Manager, overseeing domestic, Canadian and student travel markets. He most recently worked as Director of Sales at NFL Experience Times Square, where he was responsible for developing and implementing domestic and international group and FIT tourism strategy.

A Bronx native, Marshall holds a Bachelor of Arts degree in History from College of Mount Saint Vincent and currently resides in the borough’s Throggs Neck neighborhood.

Last year, New York City welcomed a record 62.8 million travelers, comprising 49.7 million domestic and 13.1 million international visitors – including 970,000 Canadian travelers.

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization 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 more information, visit nycgo.com.