



NYC & COMPANY HOSTS VIRTUAL SALES MISSION IN THE UNITED KINGDOM AND IRELAND AS NEW YORK CITY'S TOURISM COMEBACK CONTINUES

*—From June 15-17, City's Official Tourism Organization and 10 NYC
Partners to Engage Travel Trade in Key Visitor Markets—*

*—New York City is Reawakening, with New Infrastructure, Hotels,
Attractions, Arts and Culture, Dining, Retail and More—*

CONTACTS

Chris Heywood/
Britt Hijkoop
NYC & Company
212-484-1270
internationalmedia@nycgo.com
[m](#)

DATE
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FOR IMMEDIATE RELEASE

New York City (June 14, 2021) – From June 15-17, **NYC & Company**, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is hosting its first virtual sales mission for the travel trade in the United Kingdom and Ireland since the beginning of the Covid-19 pandemic. Representatives from NYC & Company and ten New York City partners will provide timely updates on the destination's reawakening and reconnect members of the travel trade with tourism products across the five boroughs. In 2019, New York City welcomed a record 1.27 million visitors from the UK, the City's top source of international visitation, and 289 thousand Irish travelers.

"The UK and Irish travel trade have always been critical to the success of New York City tourism. As we await the 'green light' for the restart of travel, we look forward to updating these important audiences on NYC's continued reawakening and to reintroducing them to the countless world-class experiences the five boroughs have to offer," said **Reginald Charlot, Managing Director, Tourism Market Development at NYC & Company**.

This week's sales mission will feature a virtual destination showcase, sales calls, one-on-one meetings, a product development session and more. Participating New York City partners include:

- [Broadway Inbound](#)
- [CityPASS](#)
- [Empire State Building Observatory](#)
- [EVEN Hotel Midtown East](#)
- [Fotografiska New York](#)
- [Hudson Yards](#)
- [Inside Out Tours](#)
- [The Marmara Park Avenue](#)
- [The Museum of Modern Art](#)
- [Summit One Vanderbilt](#)

As part of the destination showcase, **Good Morning Britain's Entertainment Presenter Richard Arnold** will be hosting a New York City quiz, with the chance to win a trip to NYC for one winner and a friend. Additionally, flights, accommodation and fantastic attraction experiences are set to be won by a lucky viewer.



New York City highlights this year include new infrastructure upgrades across airports, train stations and the newly-expanded Javits convention center; hotels; arts, culture and performing arts; attractions; dining; shopping and more. NYC & Company recently released [10 Ways to Experience What's New in NYC in 2021](#), spotlighting new developments in the five boroughs. This month, the organization will also launch a **new USD \$30 million marketing campaign for tourism recovery**. The campaign name and further details are forthcoming.

Earlier this month, NYC & Company announced a [new partnership](#) with Warner Bros. Pictures to promote the new [In the Heights](#) motion picture release and Upper Manhattan's vibrant Washington Heights neighborhood, as well as [The Latino Experience in NYC](#), a new permanent content hub spotlighting Latino heritage and culture in New York City's five boroughs. This follows [The Black Experience in NYC](#), which launched in February, celebrating the diversity of NYC's Black community and highlighting visitor experiences across the City. Both resources include neighborhood guides, arts and culture highlights, spotlights on dining, videos interviews with local business leaders and more, with new content to be added over time.

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As of May 19, most coronavirus restrictions have been lifted in New York, with businesses open at 100 percent capacity with social distancing requirements in place, and the state has adopted the CDC's new federal masking guidelines. All locals and visitors are asked to comply with health and safety protocols in New York City. For more information and updates on NYC's reopening, visit nycgo.com/coronavirus.

NYC & Company is forecasting **36.4 million visitors** to New York City in 2021, recovering more than half of 2019 visitor volume.

For more on all there is to see and do in New York City's five boroughs, go to nycgo.com.

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.