



IT'S TIME TO  
MAKE IT NYC

# 10 REASONS TO BOOK NYC

FOR YOUR  
NEXT MEETING

*New York City remains the world's most versatile destination for meetings—and we don't just mean virtual. With in-person and hybrid options, venues aplenty and rigorous health and safety protocols, planners have so many ways to Make It NYC right now. Even in this challenging moment, the City is alive and well—and your meetings will remind the world of its incomparable dynamism, stimulate the local economy and play a crucial role in our long-term recovery. Here are just a few reasons to Commit to the Comeback and plan your New York City meeting right now.*

## IT'S (STILL) ENDLESSLY VIBRANT

Where else can you host or broadcast your meeting from a Broadway stage or on the highest observation deck in the Western Hemisphere? In addition to an unmatched **variety of venues**, the City offers a truly immersive attendee experience with diverse cuisines, world-class culture, stunning attractions and more—all in the business capital of the world.

## ATTENDEES WILL FEEL SAFE

NYC remains the safest big city in America and has also set the standard for pandemic protocols.

Throughout the City, hotels, museums, retail stores, restaurants and attractions are open with capacity limits, daily sanitation requirements, mask guidance and physical distancing in place. Additionally, our **All In NYC: Stay Well Pledge** invites all businesses—and their prospective guests—to make a mutual commitment to common-sense precautions. Check out the **official health and safety guidelines** to see how New York City is prepared to safely welcome back you and your delegates.

## YOU HAVE MORE OPTIONS THAN EVER

Many NYC hotels, venues and other suppliers are offering increasingly affordable and flexible options in an effort to accommodate every type of meeting and help the City build back stronger.

## DIVERSITY IS IN OUR DNA

New York City is an intersection of world cultures, each of which plays a part in its inimitable dynamism. More than 600 languages are spoken across 300-plus neighborhoods, making it one of the most vibrant and diverse places on the planet. But it's also our unwavering spirit of inclusion that inspires individuals from every walk of life to visit and live in the five boroughs—regardless of race, ethnicity, religion, sexual orientation, gender identity or ability.

## IT'S EASY TO GET HERE—AND GET AROUND

Our global transportation hub is easily accessible by plane, train or car, with three major airports welcoming direct flights from all over the world. With safety at the forefront, each airport has received Airports Council International (ACI) Airport Health Accreditation and is equipped with Covid-19 testing centers for travelers' convenience. Since the unveiling of LaGuardia's transformed Terminal B in June 2020 and the opening of the new Moynihan Train Hall for Long Island Rail Road (LIRR), Amtrak and Acela service in January 2021, the City is more prepared than ever to welcome back travelers with world-class, state-of-the-art infrastructure. Additionally, our position along I-95 corridor provides easy driving access from all major cities on the East Coast.

Upon arrival, the City is navigable 24/7 via many reliable, safe and inexpensive public transportation.

## THE CITY IS ALWAYS IMPROVING

New York City continuously adapts, innovates and invests in itself. Over the past year, dozens of venues have opened to make your virtual, hybrid and smaller in-person meetings a success. Meanwhile, the City is expected to add an estimated 17,000 hotel rooms in at least 110 new developments, ensuring that guest rooms can be found at every price point across all five boroughs.

## A BRAND-NEW CONVENTION CENTER AWAITS

A wealth of meeting solutions have been added with the new expansion at the Global Business Advisory Council (GBAC)-certified Javits Center. The expansion includes 1.2 million square feet of extra space, and a new rooftop pavilion.

## IT'S WHERE BUSINESS GETS DONE

The five boroughs are home to dozens of Fortune 500 companies, hundreds of global headquarters, a diverse local economy spanning every industry and, of course, Wall Street and the world's largest stock exchange. With all this comes a robust pool of talent, resources and potential sponsors to pull from when planning a meeting here.

## OUR TECH INDUSTRY IS THRIVING

Major tech organizations are reaffirming NYC's reputation as a global business hub. In 2020 Facebook finalized their Manhattan office expansion at the James A. Farley Building, increasing their footprint in the City by 730,000 square feet, while Amazon purchased 335,000 square feet of office space in Midtown. Google, Apple and Netflix are expanding their presences here as well.

## FREE EXPERTISE IS AT YOUR FINGERTIPS

New York City is always new, so get in touch with one of our destination experts to learn about the latest developments and opportunities. Their complimentary support includes event logistics, promotion, press and anything else you need to make your meeting a success.

READY TO COMMIT TO THE COMEBACK? WE'RE HERE TO HELP  
**VISIT [NYCGO.COM/MEETINGSTEAM](https://nycgo.com/meetingsteam)**