

NEW YORK CITY AND BUENOS AIRES SIGN FIRST-EVER CITY-TO-CITY TOURISM PARTNERSHIP

*—New Tourism Partnership to Boost Travel and Highlight
Connection and Support Between Two Destinations—*

Buenos Aires, Argentina (May 7, 2019) – NYC & Company, New York City’s official destination marketing organization, and the **Buenos Aires City Tourist Board** today signed a first-ever official partnership to boost tourism between New York City and Buenos Aires. Formalized this morning at a press conference at Casa de Gobierno, of the City of Buenos Aires, the new two-year alliance includes a collaboration agreement between the two cities, the exchange of marketing assets to boost reciprocal travel and the sharing of best practices in tourism marketing. Fernando Straface, Secretary General and Secretary of Foreign Affairs for Buenos Aires, was joined by Buenos Aires City Tourist Board CEO Gonzalo Robredo and NYC & Company president and CEO Fred Dixon for the announcement.

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“New York City and Buenos Aires share so much in common especially when it comes to world-class heritage sites, gastronomy, sports, entertainment and culture. Both are cities that embrace their diversity and vibrant immigrant roots. New Yorkers and Porteños share a sense of pride in our communities and a welcoming spirit. We are thrilled to build this new relationship and promote travel between our destinations in new and exciting ways,” said NYC & Company president and CEO Fred Dixon.

“The number of New Yorkers visiting Buenos Aires has grown in recent years. This partnership consolidates Buenos Aires as a global tourist destination and strengthens the relationship between our cities. Buenos Aires is a plural, open and diverse city with a vibrant and world-class cultural offer,” said Fernando Straface, Secretary General and Secretary of Foreign Affairs for Buenos Aires.

“Over the last year, Buenos Aires has experienced impressive international tourism growth welcoming an estimated 2.7 million travelers. This partnership will further position Buenos Aires in a key US market as the cultural capital of South America, allowing us to showcase the many experiences and events there are to have in our city of many passions,” said Gonzalo Robredo, president of the Buenos Aires City Tourist Board.

The city-to-city partnership includes a swap of marketing and advertising assets. New York City campaign advertisements will be featured on select display signs, municipal advertising boards and underground metro stops in Buenos Aires, beginning in May through July. Buenos Aires advertisements will appear on select bus stop shelters and LinkNYC screens across New York City’s five boroughs beginning in late July for one month.

New York City has created a unique tagline for promotions in Buenos Aires targeting Porteños: “Famous Original New York City, Siempre serás bienvenido (Welcomes you always); La Aventura comienza en NYC&Company.com

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(The adventure begins at NYCgo.com).” This messaging is intended to remind Porteños that New York City is still a classic but continuously evolving, offering more authentic and unique experiences that will delight not only first-time travelers, but returning visitors as well.

New York City encourages visits this year, during a time that NYC & Company is calling its “Monumental Year.” The year 2019 will be extraordinary for New York City tourism defined by new developments and openings as well as iconic big events and cultural activities. Hudson Yards and The Shed recently opened in Manhattan, and the Statue of Liberty Museum on Liberty Island and Empire Outlets on Staten Island open later this month.

Next month, New York City will host WorldPride, the first time this international LGBTQ+ celebration will take place in the United States. This special event, which coincides with the historic 50th anniversary of the Stonewall Uprising, is expected to welcome 4 million people to the City. Also, NYC & Company has billed 2019 as the “Year of Pride,” with many cultural organizations offering special programming and exhibits throughout the calendar year. Additionally, all five boroughs are presenting Pride events and festivals to further highlight NYC’s diversity and proud, welcoming spirit.

Buenos Aires is a fantastic city that offers a unique blend of European elegance and Latin American passion. Famous as the birthplace of tango, the city is also home to world-class opera, theater and art, well-preserved European-style architecture, and an emerging culinary scene. Its 48 neighborhoods offer unmissable cultural and culinary attractions, while its extensive parks, squares and riverside nature reserves make it a sustainable and environmentally friendly city. Currently it is fall in Buenos Aires, an ideal time for North American travelers to visit the Argentine capital, as flights ease up and rates come down along with the temperature. The city hosts numerous unique cultural events year-round such as [La Feria del Libro](#), a favorite event for *porteños* that is currently underway until May 13; [Caminos y Sabores Festival](#), showcasing the country’s cultural and culinary scene taking place in July; the [Tango Festival and World Cup](#) in August; and the [126th Argentine Open Polo Championship](#) happening from November to December, to name a few.

Currently, there are approximately 21 weekly non-stop flights between the New York City area (JFK and Newark Liberty Airports) and Buenos Aires. As part of the two-year agreement, New York City and Buenos Aires will share best practices in tourism marketing and management to increase visitation in the year ahead.

About NYC & Company:

NYC & Company is the official destination marketing 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 the official source on all there is to see and do in New York City, go to [nycgo.com](#).

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About the Autonomous City of Buenos Aires:

Argentina's capital and most populous city, Buenos Aires, is located on the western shore of the Río de la Plata estuary, on South America's southeastern coast. The city is neither part of Buenos Aires Province nor the provincial capital; rather, it is an autonomous district. Buenos Aires is a top tourist destination that offers a unique blend of European elegance and Latin American passion. Famous as the birthplace of tango, the city is also home to world-class opera, theater and art, well-preserved European-style architecture, native traditions, and to restaurants that overflow with wines from Mendoza province and cuts of beef fresh from the Pampas. Ranked by The Economist as 2017's best Latin American city to live in, Buenos Aires is made up of small, highly individualized neighborhoods, each with its own characteristic colors and forms. The destination attracts and satisfies vacationers of all tastes and budgets with its wide range of accommodations including luxury hotels, chic boutique hotels, and international brands. For more information on tourism, visit: travel.buenosaires.gob.ar or follow Buenos Aires' [Facebook page](#) or [Instagram](#).

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