

NYC & COMPANY GIVES VISITORS REASONS FROM A TO Z TO VISIT NEW YORK CITY THIS SUMMER

*—NYC & Company Projects 10 Million Visitors to the Five Boroughs
This Summer—*

New York City (June 15, 2021) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is spotlighting experiences from A to Z across the City this summer. As more people become vaccinated and American visitors begin traveling again, NYC’s five boroughs are brimming with activity all summer long. NYC & Company predicts that 10 million visitors will travel to NYC this summer—Memorial Day through Labor Day—recapturing more than half of summer 2019 visitation.

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“As New York City continues to reawaken, we look forward to highlighting new and timeless attractions and events across the five boroughs,” said **Fred Dixon, President and CEO of NYC & Company**. “This summer season will be bursting with unique offers including drive-in and rooftop theaters, new waterfront parks, expanded NYC Ferry access, outdoor performing arts spaces and café culture, countless green markets and gardens, and multicultural experiences.”

Below is a selection of experiences to check out this summer in New York City, presented from A to Z:

A

- **New York Aquarium**
 - Visit the [New York Aquarium](#) in Coney Island for wildlife encounters, maritime exhibits, including an interactive PlayQuarium exhibit opening soon, and entertaining shows with sea lions in the Aquatheater.
- **Aire Ancient Baths**
 - For a relaxing and calming experience, [Aire Ancient Baths](#) in Tribeca offers massages, baths, and ancient rituals inspired from Roman, Greek and Ottoman traditions.
- **Ancient Blends**
 - Founded by a Barbadian-born entrepreneur and healer, [Ancient Blends](#) apothecary in Brooklyn provides natural hair and body products, handmade soaps, purifying sprays, and aromatic treatments to promote rest and rejuvenation this summer.

B

- **Beaches**
 - NYC [beaches](#) are officially open for the summer. To swim, read a book in the sand, or enjoy a stroll on the boardwalk, visit Coney Island Beach, Manhattan Beach, Orchard Beach, Rockaway Beach and South Beach, to name a few.
- **Ball Game**

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- Live sporting events are returning, and the [Mets](#), [Yankees](#), and [Brooklyn Cyclones](#) are welcoming cheering fans back.
- **BRIC Celebrate Brooklyn! Festival**
 - For more than 40 years, the [BRIC Celebrate Brooklyn! Festival](#) has presented renowned acts from legendary jazz artists and global music icons, to dance troupes and film projects at the free, summer-long experience. This year, the festival will bring back live, in-person performances from July 31 through September 18 at the Prospect Park Bandshell.
- **Backyard at Hudson Yards**
 - Every Saturday and Sunday through October 31, [Backyard at Hudson Yards](#), presented by Wells Fargo, will show live sporting events and featured screenings on its 30-foot screen. Visitors will also enjoy lawn games, alfresco dining, pop-up events and family-friendly activities.

C

- **Circle Line**
 - [Circle Line Sightseeing Cruises](#) offers six cruises this summer to see some of the City's iconic landmarks during the day or at dusk, among other fun trips, including front-row seats to view Macy's annual 4th of July Fireworks from the water.
- **Chinese Scholar's Garden**
 - One of two authentic classical outdoor Chinese gardens built in the US, the [New York Chinese Scholar's Garden](#) at Snug Harbor Cultural Center & Botanical Garden on Staten Island features eight pavilions, a bamboo forest path, a koi-filled pond, Chinese calligraphy, waterfalls, and a variety of Ghongshi scholar's rocks.
- **Central Park Concerts**
 - This August, Central Park will host the Homecoming Concert on the Great Lawn, a celebration of NYC's recovery from the pandemic. While the lineup is still to be announced, record producer Clive Davis will spearhead the three-hour, 60,000-attende show.
 - [SummerStage](#) will also return with in-person live concerts on June 20.

D

- **Dim Sum**
 - NYC has many great dim sum options to explore. Visitors can check out [Ping's Seafood](#) in Chinatown, [Yeah Shanghai Deluxe](#) on Mott Street, [Pacificana](#) in Sunset Park, or [Asian Jewels](#) in Flushing, to name a few.

E

- **Ellis Island /American Family Immigration History Center**
 - Board [Statue Cruises](#) to learn more about the history of the 12 million immigrants who came to our shores at the [Ellis Island /American Family Immigration History Center](#). Guests can browse immigrant arrival records and other historical archives, and visit Liberty Island and the Statue in the same trip.

F

- **Ferry Ride**
 - Explore the five boroughs on the [Staten Island Ferry](#) and the [NYC Ferry](#), which will soon include new St. George and Coney Island routes. Embrace the waterfront views while enjoying onboard food, beverages and fresh air.
- **Fishing at New York City Parks**
 - The City has more than 520 miles of shoreline with opportunities for freshwater and saltwater sport [fishing](#) in all five boroughs. A fishing license is required.

G

- **Green Markets and Gardens**
 - For fresh, locally-grown produce, visit one of the nearly [50 green markets](#) around the five boroughs such as the [Union Square Green market](#), [St. George Green market](#), [Brooklyn Borough Hall Saturday Greenmarket](#), [Norwood Farmstand](#) in the Bronx, and the [Forest Hills Greenmarket](#). Enjoy weekly events and activities including cooking demonstrations and tastings.
 - NYC has a wonderful selection of gardens and outdoor landscapes to visit, from the [New York Botanical Garden](#) in the Bronx, to the [Brooklyn Botanical Garden](#), to [Snug Harbor Cultural Center & Botanical Garden](#) in Staten Island, and the [Queens Botanical Garden](#). Each garden provides a dynamic experience to escape the City's concrete and skyscrapers.
- **Google Store**
 - Set to open this summer, the first Google store will be located in Chelsea where guests can expect to purchase a wide array of tech devices like Pixel phones, Fitbits, Pixelbooks, and more.

H

- **Harry Potter New York**
 - Merlin's beard! The [Harry Potter Store New York](#) is now open in Manhattan's Flatiron District, bringing Butterbeer to NYC for the first time. Muggles everywhere are invited to try the golden, frothy magical drinks served in souvenir cups, while checking out the largest collection of Harry Potter and Fantastic Beasts products in the world.
- **Hudson River Tow Pound**
 - The formerly dreary [Hudson River tow pound at Pier 76](#) has been transformed into a public recreational oasis with stunning waterfront views for visitors to enjoy.
- **High Line**
 - The [High Line](#) now offers a free 75-minute-long [tour](#) led by High Line docents, knowledgeable volunteer guides who offer an insider's perspective on the park's history from its origins as a freight rail line to its beautiful gardens, available on Tuesdays, Wednesdays and Saturdays through September.

I

- **Irving Plaza**

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- The newly renovated [Irving Plaza](#) will reopen on August 17 with a concert by Ashley McBryde. Thereafter, audiences will be welcomed back to the iconic venue with a full slate of 40 upcoming shows.
- Island Hopping
 - There are more than 30 “islands” throughout the five boroughs. From [Coney Island](#) and [Staten Island](#) to stand-alone havens like [Governors Island](#), [Randall’s Island](#) and [Roosevelt Island](#)—home to the newly opened [Graduate Roosevelt Island hotel](#)—visitors can spend a few days visiting parks and green spaces on different islets around the five boroughs.

J

- Juneteenth
 - The 12th annual [Juneteenth Festival](#), commemorating the end of slavery in the US, has been expanded to a three-day virtual and in-person summit June 18-20. Guests can expect music and performances from community talent, poetry, skits, history, and makeup and jewelry vendors, all celebrating Black culture.
 - As part of [The Black Experience in NYC](#) and in celebration of Juneteenth, NYC & Company is launching a new video series, “The Freedom to Be,” with the first video, Black Surfers in the Rockaways, launching at nycgo.com/TheBlackExperience on June 17. The series will represent that in NYC, Black people have the freedom to be, highlighting groups who have a valuable story and perspective to share.

K

- Kayaking
 - Take in the splendor of the City’s architecture from a kayak on the Hudson or East River. Free kayaking is available at the [Brooklyn Bridge Park Boathouse](#), the [Manhattan Community Boathouse](#) at Pier 96 and [Red Hook Boaters](#).

L

- Lincoln Center
 - Lincoln Center offers outdoor programming all summer long through Restart Stages, with a special performance on June 19, “[I Dream a Dream That Dreams Back at Me, a Juneteenth Celebration](#),” where visitors can move across the campus and experience the performance as it unfolds in distinct parts.
- Lighthouse
 - [Jeffrey’s Hook Lighthouse](#) in Washington Heights is one of the few surviving lighthouses in NYC and even inspired a 1942 children’s book, which helped save the structure from the auction block. Tour the lighthouse and climb to the top of the tower for a remarkable view of the George Washington Bridge, followed by an afternoon [exploring Latino culture in the neighborhood](#).
- Little Island

- [Little Island](#), which opened in May with timed entry reservations, is located along the Hudson River and offers waterfront views in addition to outdoor performances, children’s programming and the quick service restaurant Bites & Sips.
- **Luxury Hotels**
 - Enjoy a luxury getaway in Midtown at [The Plaza](#), [The Peninsula New York](#), the [Lotte New York Palace](#), the [Langham, New York Fifth Avenue](#), or [The Beekman](#) in Lower Manhattan.

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M

- **Markets**
 - Indulge in authentic Italian cuisine at [Arthur Avenue Retail Market](#) in the Bronx; check out the newly renovated [Essex Market](#), which offers kid and adult level cooking demonstrations, among other family-oriented programming; visit the [Queens Night Market](#), which reopens this week, or experience the [Time Out Market](#) in Dumbo, Brooklyn, featuring more than 20 unique food concepts along with a rooftop stage offering musical acts, pop-up performances and more.

N

- **NY PopsUp**
 - [NY PopsUp](#) is an expansive festival featuring hundreds of surprise pop-up performances, many of which are free of charge and open to the public through August 11. Follow @nypopsup on Instagram and Twitter for upcoming event announcements.

O

- **Outdoor Movie Theaters**
 - Grab a bucket of popcorn and enjoy the City’s [outdoor movie theaters](#), which include drive-ins, rooftops, waterfronts, gardens and beaches throughout the five boroughs.
- **Observation Decks**
 - Take in a summer day or night in NYC from up high by visiting one of the famed observation decks, including [Top of the Rock](#), [Empire State Building Observatory](#), [Edge at Hudson Yards](#), and [One World Observatory](#). The newest observation deck, [SUMMIT One Vanderbilt](#), is slated to open in October.

P

- **Pride**
 - Celebrating its 27th year, PrideFest’s LGBTQIA+ street fair on June 27 features exhibitors, entertainers, food and activities. Participants can also tune in to a full slate of virtual [events](#), including the NYC Pride March, from home.
 - For additional details on Pride events and LGBTQ+ NYC, visit nycgo.com/pride.
- **Pinknic Rosé Festival**

- Toast the end of summer at the [Pinknic Rosé Festival](#), which will return to NYC September 4-5 on Governors Island. Guests can enjoy live music, drinks including rosé, frosé, champagne, or a chilled cocktail, and food from local restaurants and dishes prepared by acclaimed chef Gabriel Pazos.

Q

- **Queens County Farm Museum**
 - A family-friendly museum and NYC Landmark, the [Queens County Farm Museum](#) gives visitors a chance to experience farming life in the big city through the Apple Blossom Carnival, a seasonal farm stand, a greenhouse, livestock, farm vehicles, planting fields, and much more.

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- **Red-Stage**
 - Located on the South Plaza at Astor Place, Red-Stage is open until July 4 for anyone and everyone to perform, meet or meditate. Reservations are required for artists and organizations that wish to perform and/or rehearse.

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S

- **Shakespeare in the Park**
 - Come one, come all to the Delacorte Theater in Central Park for the return of [Shakespeare in the Park](#). This summer, the theater will host a fresh adaptation of Shakespeare's "*Merry Wives of Windsor*" with free shows July 6 through September 18.
- **Summer Solstice Yoga Classes in Times Square**
 - In honor of the summer solstice, socially-distanced, limited-capacity free [yoga classes](#) will be held in Times Square on the morning of June 20. Participants are invited to join in-person or virtually.
- **Surfing at Rockaway Beach**
 - Rockaway Beach in Queens has a thriving surf community with lessons available from local surf shops, in addition to other outdoor recreational activities such as Jet Skiing, and is easily accessible by the A train or NYC Ferry. With so much to experience, spend a night or two at [The Rockaway Hotel](#), which opened last year.

T

- **Tribeca Festival**
 - This summer, the [Tribeca Festival](#) returned for its 20th anniversary with the premiere of *In The Heights* last week and a full slate of both virtual and in-person events through June 20.

U

- **US Open**
 - The [US Open](#) Tennis Championships will return to Queens at Arthur Ashe Stadium at the USTA Billie Jean King

National Tennis Center with fans this year, August 30 through September 12.

- **Unisphere**
 - Visit the [Unisphere](#) this summer, an iconic monument in Flushing Meadows Corona Park, originally commissioned for the New York World's Fair of 1964-65 and located just steps from Arthur Ashe Stadium.

V

- **Van Cortlandt Park**
 - Located in the Bronx, [Van Cortlandt Park](#) is a great spot for a summer picnic near the borough's largest freshwater lake, or a game of golf on its public course, or a romp around its large playgrounds.
- **Van Gogh Exhibit**
 - After receiving rave reviews worldwide, the [Immersive Van Gogh Exhibit](#) has arrived in NYC at Pier 36 and features more than 500,000 cubic feet of projections allowing visitors to step inside the iconic impressionist works of art.

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- **Waterfront Parks**
 - Enjoy [Brooklyn Bridge Park](#), [Marine Park](#), [Alice Austen Park](#), [Riverside Park](#) and [High Bridge Park](#). You can also visit America's largest waterfront park, [Hudson River Park](#) on Manhattan's West Side, which stretches four miles long and features mini golf, rock climbing, batting cages, four dog parks and a carousel.
- **Whitney Museum of American Art – *Day's End***
 - [The Whitney](#), in collaboration with Hudson River Park, has developed a permanent, monumental public art project by artist David Hammons titled [Day's End](#), which is located directly across from the museum on the southern edge of the Gansevoort Peninsula.
- **Wave Hill**
 - Sitting high above the Hudson River on a 28-acre urban oasis, [Wave Hill](#) offers visitors a world-class garden and place to celebrate the arts. There is always something to learn or experience whether it's a workshop, contemporary art exhibit, or live performance.

X

- **Experience the Bateaux NYC Cruise**
 - Book a [brunch for Father's Day](#) or dinner for the [4th of July](#) with a chance to enjoy fireworks on the Bateaux NYC Cruise.

Y

- **Yoga Classes**
 - [Sky-High Yoga](#) will host classes at over 1,100 feet in the air throughout the summer at the Edge at Hudson Yards in partnership with Equinox. Although tickets are sold out for June, tickets for July will go on sale on June 25 at 12pm.

- [Classes](#) such as the energizing vinyasa yoga class will also be offered throughout the summer in Central Park for those looking to cleanse and recharge.

Z

- Visit one of NYC's Zoos
 - Take a walk on the wild side at one of NYC's zoos—the [Bronx Zoo](#), [Central Park Zoo](#), [Prospect Park Zoo](#), [Queens Zoo](#) and the [Staten Island Zoo](#). All are part of the [Wildlife Conservation Society](#) and offer fun family-oriented activities including animal feedings, educational programs, and more.

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For additional summer offers across NYC's five boroughs, visit nycgo.com/summer.

For more on what to do across the five boroughs, and press releases outlining other NYC & Company initiatives, visit nycgo.com/press.

Sign up for NYC & Company's newsletters to stay up-to-date on what's happening across the five boroughs at nycgo.com/newsletters.

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.

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