



## NYC & COMPANY LAUNCHES NEW CONTENT HUB HIGHLIGHTING ASIAN CULTURE AND EXPERIENCES ACROSS NEW YORK CITY

**—The Asian Population Continues to Be the Fastest Growing Major Race and Ethnic Group in the City, Making Up 14% of the City’s Overall Population\*—**

**New York City (December 8, 2021)** – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today launched a new centralized and permanent resource for locals and visitors, **The Asian Experience in NYC**, available at [nycgo.com/TheAsianExperience](https://nycgo.com/TheAsianExperience). The Asian population in NYC continues to be the fastest growing major race and ethnic group, accounting for approximately 14% of the City’s population. New York is the Asian community’s second largest home in the US.\*\* Continuing the organization’s mission to highlight and celebrate the culturally diverse communities throughout the five boroughs, the new content hub includes refreshed and new neighborhood and culture guides, videos, interviews, articles, roundups of Asian-owned businesses and more, and will be updated on an ongoing basis.

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FOR IMMEDIATE RELEASE

“Support for the Asian community is crucial and has always been at the forefront of our efforts at NYC & Company,” said Fred Dixon, President and CEO at NYC & Company. “As the second largest home in the US for the Asian community, we’re pleased to now offer a centralized content hub that provides locals and visitors with resources to explore, celebrate and support the vibrant Asian neighborhoods and communities across the City that are a fundamental piece of New York City’s essence.”

The Asian Experience in NYC features new and recently added content spanning the vibrant Asian communities in the City, including [Koreatown](#), [Chinatown](#), [Sunset Park](#) and [Flushing](#) neighborhood guides and itineraries; a guide to [Malaysian](#) culture in New York City; special interviews with [Asian community leaders](#), including Moonlynn Tsai and Yin Chang (co-founders of Heart of Dinner); and more.

The Asian Experience in NYC also spotlights annual content, including how to [Celebrate Lunar New Year](#)—a new video highlighting The Asian Experience in NYC will launch during Lunar New Year 2022—and [Asian American and Pacific Islander Heritage Month](#); as well as various guides to support the City’s Asian community, including [Asian-Owned Restaurants](#), including all-you-can-eat spots Laojie Hotpot, Akino and Picnic Garden, among others, and [Asian-Owned Shops](#), like Pearl River Mart, Imperial Ballroom and more.

The new content hub also includes [Support for the Asian Community in NYC and Beyond](#). Chinatown and Flushing were among the first neighborhoods to be impacted by the pandemic, and since then, NYC & Company has stood in solidarity with the Asian community and created this

guide to help actively uplift and support these communities. This guide shares links to organizations such as Stop Asian Hate, Stop AAPI Hate, Organizations Against Asian Hate and more, to donate and learn about anti-Asian violence, as well as educational resources on ways to stop anti-Asian violence while traveling and in local communities.

New content and information will be added on a regular, ongoing basis at [nycgo.com/TheAsianExperience](https://nycgo.com/TheAsianExperience).

\*Asian American Federation (2018) [New York City Council Districts and Asian Communities \(2018\)](#).

\*\* Pew Research (2021). [Key facts about Asian Americans, a diverse and growing population](#).

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**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](https://nycgo.com).

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