



The Bronx: Need to Know

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Getting Started

Operational Notes



- **One-way audio**
- **Ask your questions**
- **Handout**
- **Follow-up**



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Introduction

Introduction



- **John A. Marshall**
- **Director, Tourism Development**
- **Established Market – USA & Canada**

Introduction

NYC & Company is the **official destination marketing organization** for the five boroughs of NYC.

Our mission is to **maximize travel and tourism opportunities** throughout the City, **build economic prosperity** and **spread the dynamic image of NYC** around the world.





Agenda

The Bronx: Need to Know

- **Welcome to the Bronx**
- **Neighborhood Highlights**
- **Resources**





The Bronx



Manhattan



Queens



Brooklyn



Staten Island



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The Bronx



Boogie Down



Greenest Borough



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Nicknames



[Grand Concourse](#)



[High Bridge](#)

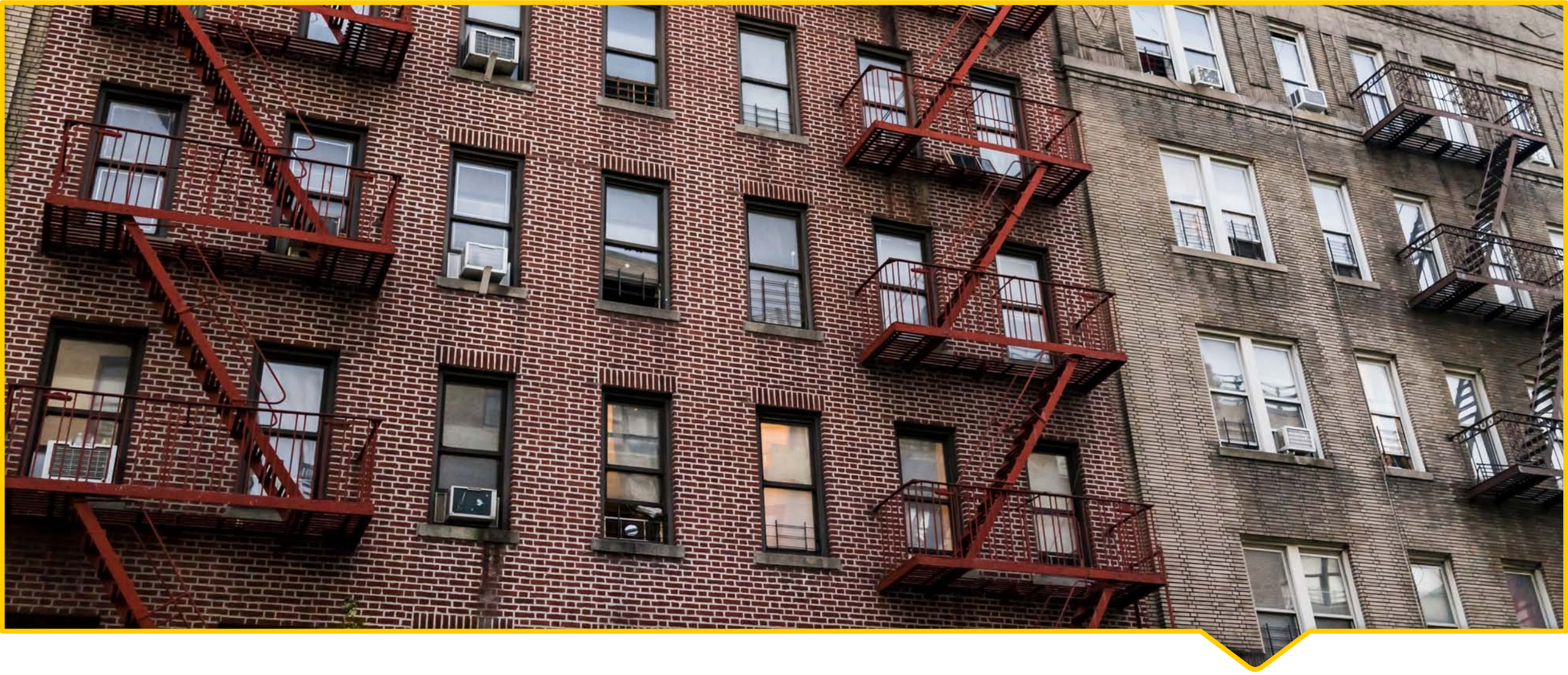


[Bronx Walk of Fame](#)



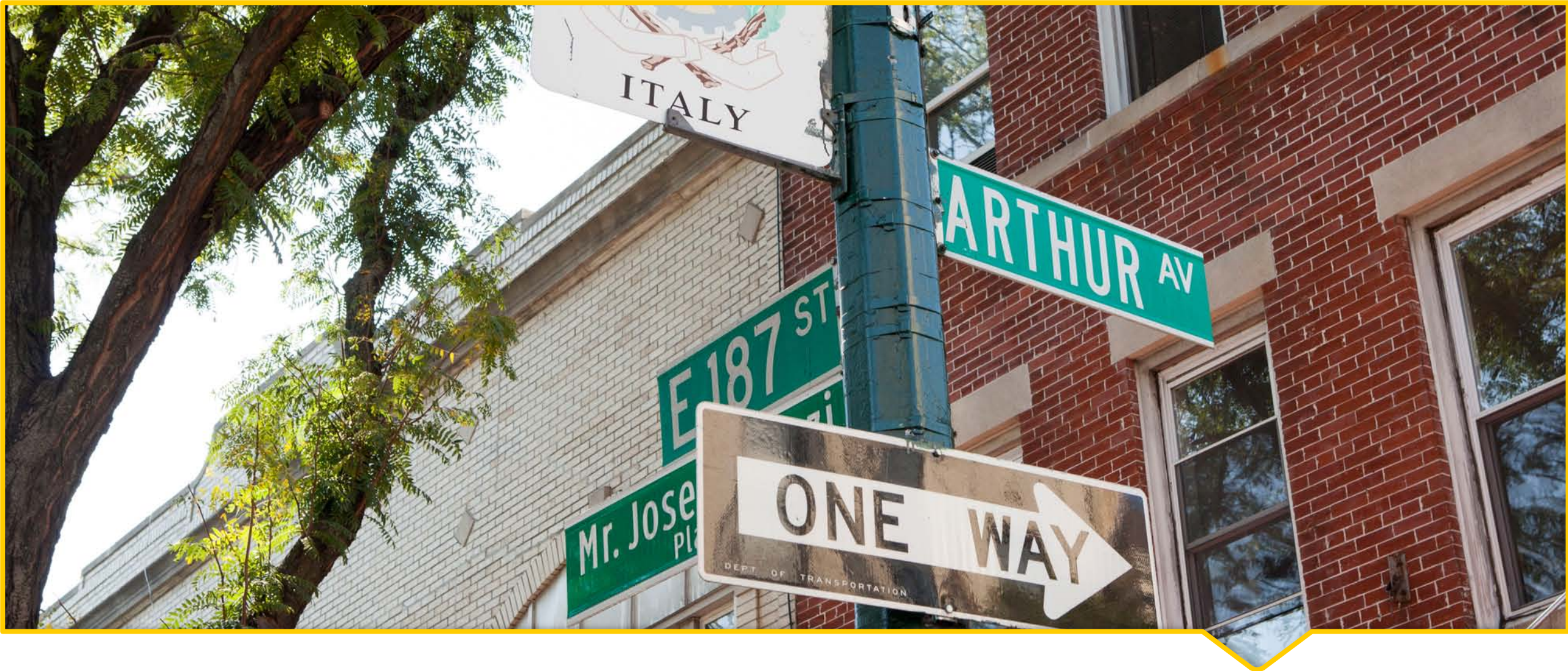
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Only in the Bronx



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Poll Question



Neighborhood Highlights



Neighborhood Highlights

- **South Bronx**
- **Belmont & Fordham**
- **Pelham Bay & City Island**



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South Bronx



Game Day



Events



Experiences



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Yankee Stadium



Contemporary Art



Free Admission



XM Cafe



The Bronx Museum of the Arts

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“Us in Hip Hop”



**Hip-Hop Legend
Tour Guides**



**Showcases Rich
Cultural History**



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Hush Hip Hop Tour (The Boogie Down Bronx Tour)



Culinary Tours



Taste for Adventure



Handouts



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Noshwalks (Bronx Bites Tour)



[Feeding Tree](#)



[Charlie's Bar & Kitchen](#)



[Sam's Soul Food](#)



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Dining



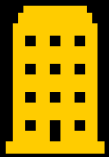
**Former Bronx
Opera House**



**First Boutique
Hotel in the Bronx**



**Free Continental
Breakfast**



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Opera House Hotel



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Belmont & Fordham



**Largest Urban Zoo
in the US**



Ticket Options



[Treetop Adventure](#)



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Bronx Zoo



**Largest Botanic
Garden in the US**



[Experiences](#)



[Getting Here](#)



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New York Botanical Garden



**Oldest Building in
the Bronx**

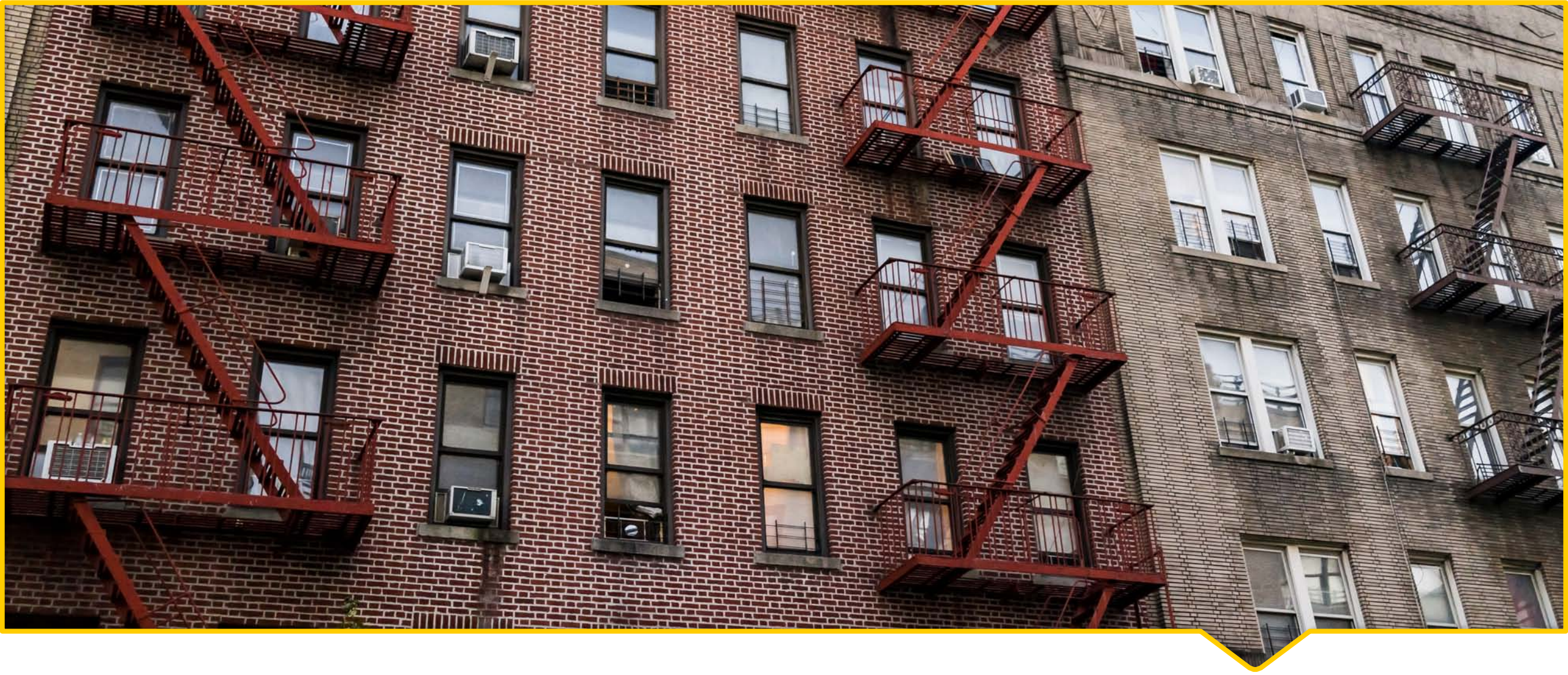


Guided Tours



Van Cortlandt House Museum

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Poll Question



[The Bronx Beer Hall](#)



[Mike's Deli](#)



[La Casa Grande Cigars](#)



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Arthur Avenue Retail Market



**Interesting Stories
& Tasty Treats**



**Explore New York's
"Real" Little Italy**



**Tour Led by Bronx
Resident**



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SusanSez NYC Walkabouts (Arthur Avenue Tour)



[Zero Otto Nove](#)



[DeLillo Café &
Pastry Shop](#)



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Dining



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Pelham Bay & City Island



NYC's Largest Park



**Bartow-Pell
Mansion Museum**

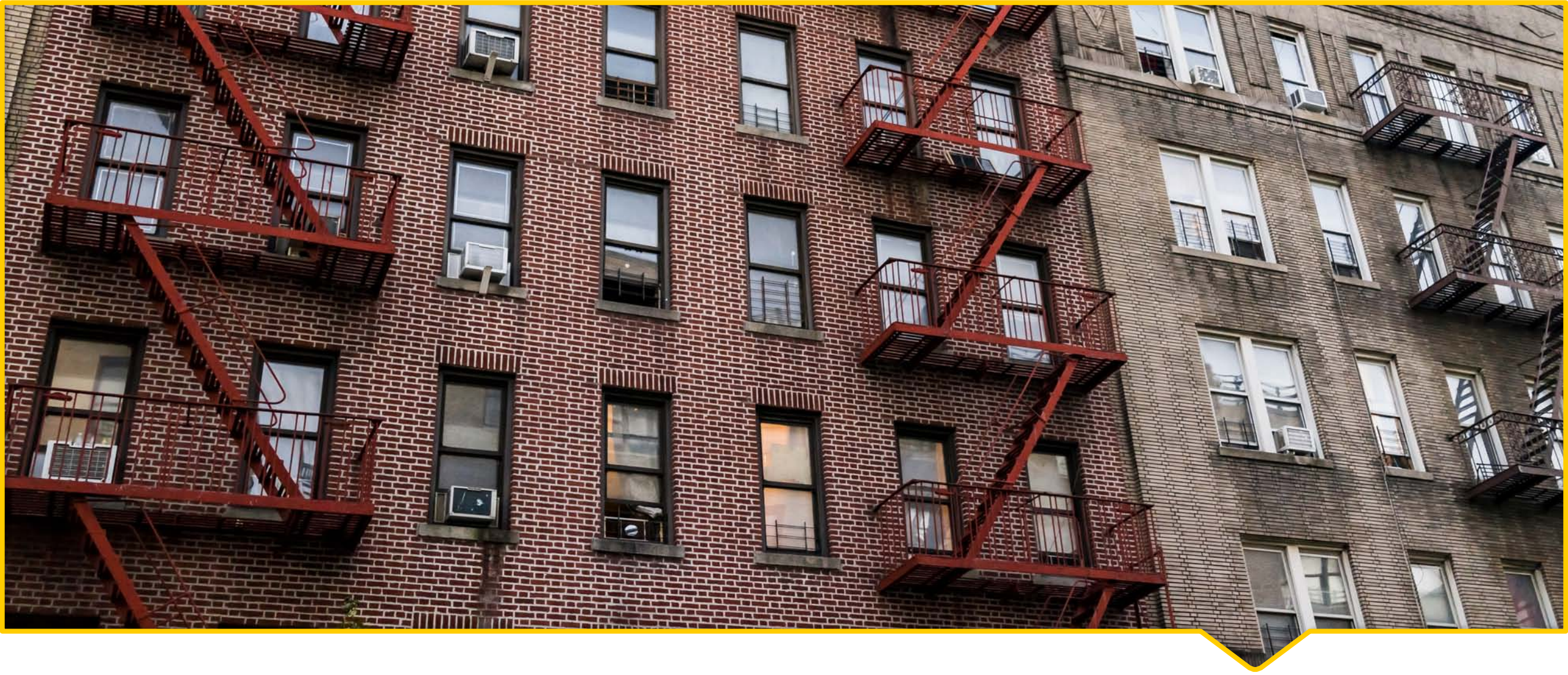


Orchard Beach



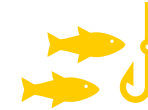
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Pelham Bay Park



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Poll Question



Quaint Fishing Village



[City Island Land Ferry](#)



[City Island Nautical Museum](#)



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City Island



[City Island Lobster House](#)



[Artie's Steak & Seafood Restaurant](#)



[Bistro SK](#)



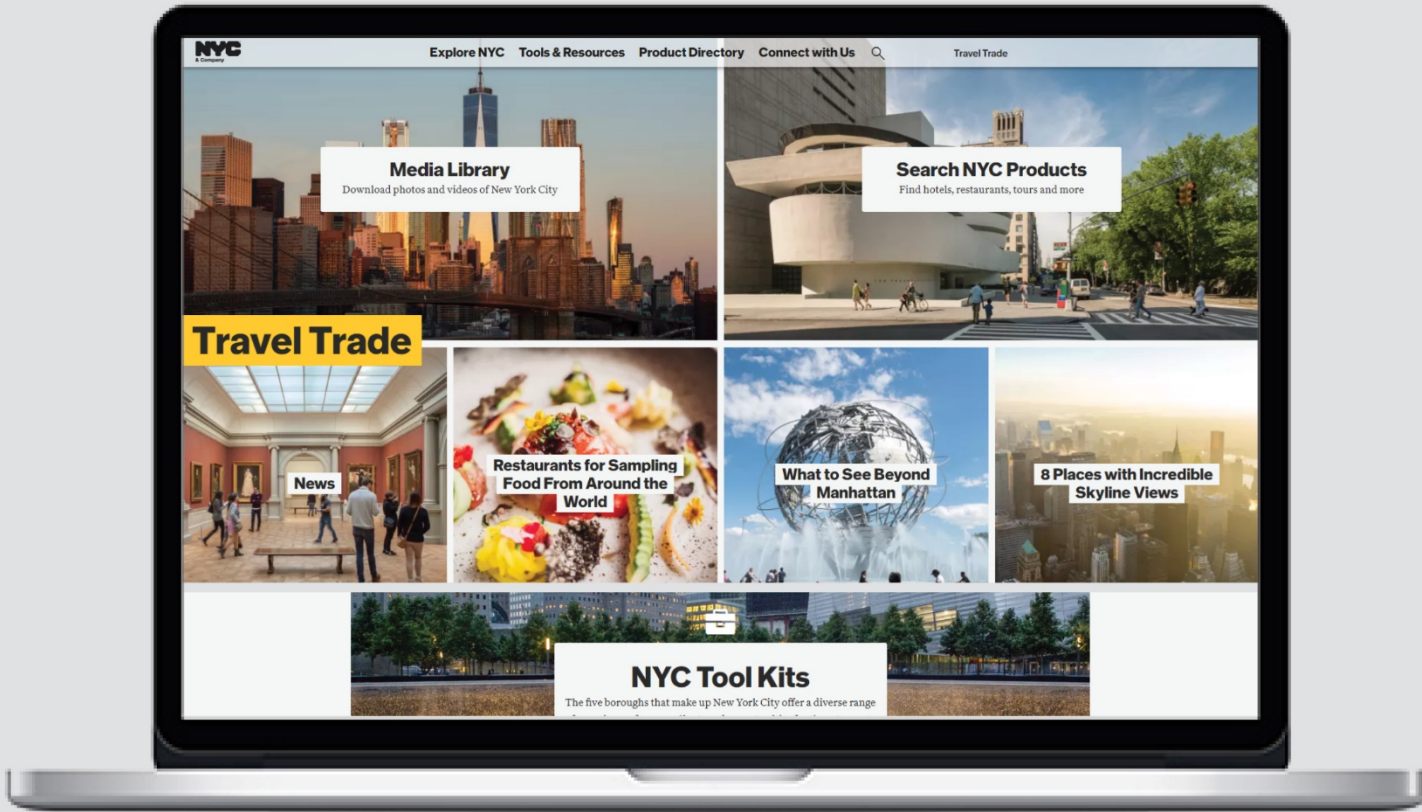
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Dining



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Resources



[Travel Trade](#)



[Consumer](#)



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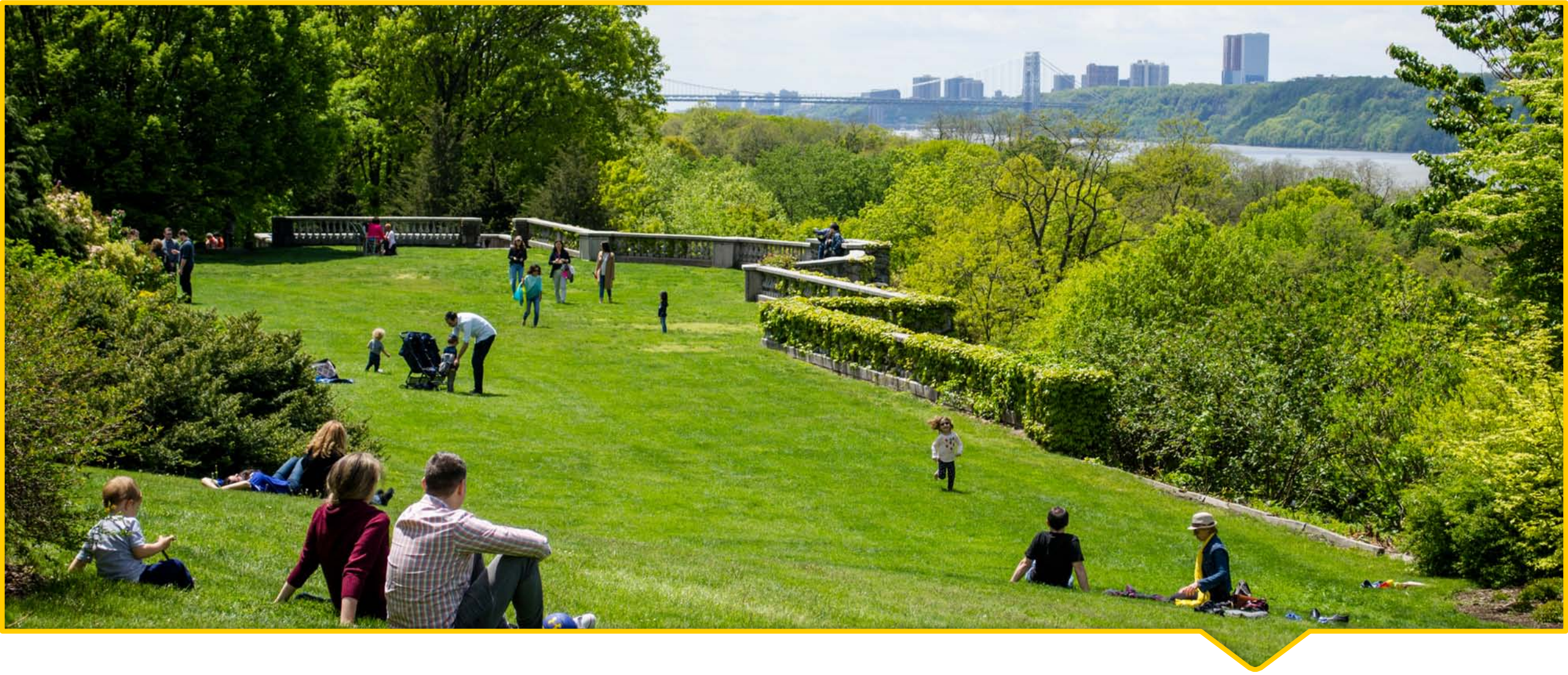


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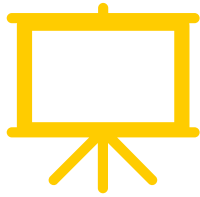
The Bronx Tourism Council



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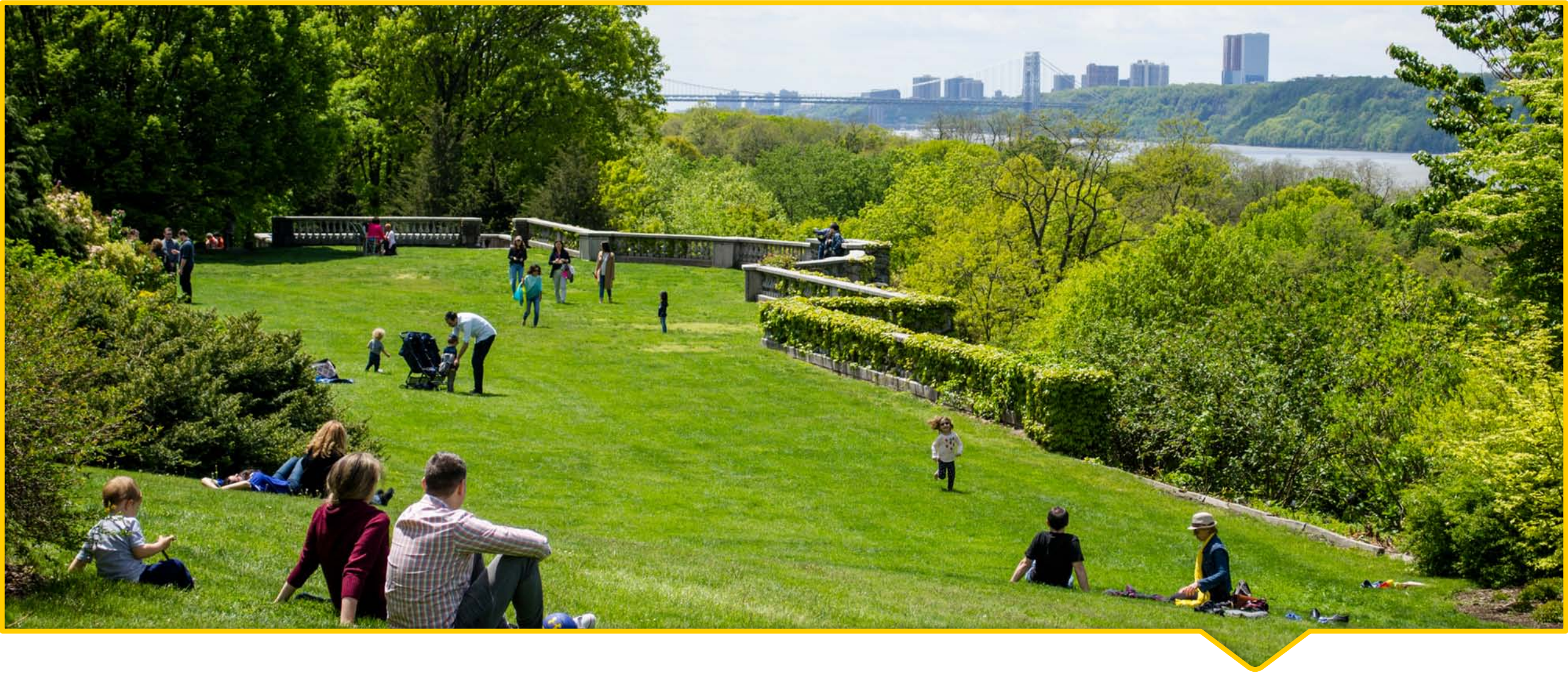
Summary

Summary



The Bronx: Need to Know

- **Welcome to the Bronx**
- **Neighborhood Highlights**
 - **South Bronx**
 - **Belmont & Fordham**
 - **Pelham Bay & City Island**
- **Resources**



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Questions & Answers

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SINGAPORE

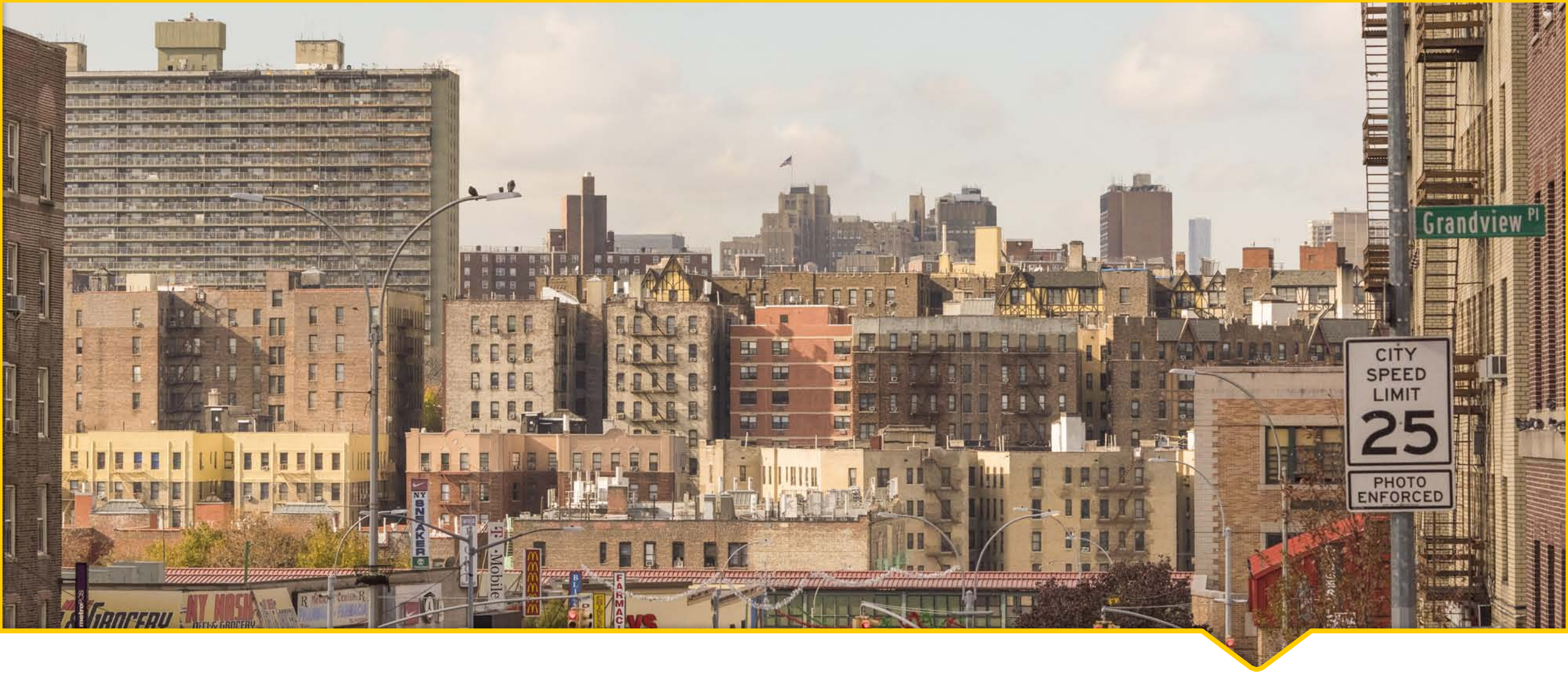
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Thank You!

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