



**NYC & COMPANY INVITES NEW YORKERS AND VISITORS TO REDISCOVER TIMES SQUARE, THE CROSSROADS OF THE WORLD, AS BROADWAY REOPENS**

**—Following the Triumphant Return of Broadway Favorites *Waitress* and *Hadestown*, Some of Broadway’s Most Anticipated Returning Shows Reopen This Evening Including *Hamilton*, *Wicked*, *The Lion King*, and *Chicago*, as well as *TKTS Times Square*—**

**—In Addition to the Grand Broadway Theaters, Iconic Museums, Dining, Hotels and Attractions of Times Square Are Bustling and Ready to Welcome Visitors as They Re-Discover the Heartbeat of New York City and Beyond—**

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DATE

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FOR IMMEDIATE RELEASE

**New York City (September 14, 2021)** — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is inviting New Yorkers and visitors to re-discover the Crossroads of the World and beyond as Broadway makes its long anticipated return. In addition to Broadway, new and newly reopened hotels, restaurants, tours and attractions, and cultural offerings give travelers myriad reasons to re-engage with Times Square, one of New York City’s most iconic neighborhoods.

This past week, audiences celebrated the reopening of Broadway’s *Waitress* and *Hadestown*, and this evening the casts of *Hamilton*, *Wicked*, *The Lion King* and *Chicago* will invite theater-goers to the historic theatres in Times Square. A momentous day for the return of the world’s most iconic theater neighborhood, the internationally recognized TKTS® discount ticket booth in Times Square also reopens today. The return of Broadway in Times Square signals a key moment in New York City’s recovery from the pandemic and a cause for celebration by New Yorkers and visitors alike. While in town for a Broadway show, visitors can make a day, evening or vacation of it by staying at an iconic hotel, visiting an exceptional restaurant, and enjoying a tour, attraction or cultural offering.

“Take a stroll down Times Square and you’ll see that our economic recovery is in full force this fall,” said Mayor Bill de Blasio. “Our tourism comeback is fueled by Broadway, as visitors from far and wide flock back to New York City. Come and enjoy a show, or two, or three.”

“As Broadway returns, we look forward to welcoming increasing numbers of locals and visitors back to the pulsing Crossroads of the World,” said Fred Dixon, President and CEO of NYC & Company. “With world-class hotels, dining, arts and culture, attractions, tours and live entertainment, there’s no better time to feel the heartbeat of New York City as we reach this milestone in the recovery of the tourism industry.”



Daily pedestrian counts in Times Square reached 255,000 during Labor Day Weekend, with Sunday having the highest pedestrian count of the pandemic so far at 263,902.

“Over the past few weeks, we have continued to see foot traffic in Times Square increase as more and more New Yorkers and visitors spend time in New York City’s most vibrant neighborhood,” said Tom Harris, President of the Times Square Alliance. “With Broadway returning and the reopening of hotels, restaurants and attractions, along with brand-new hotels and restaurants, there are countless reasons to visit Times Square on your next trip to New York City.”

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“Broadway’s return signifies a major milestone in New York City’s recovery, and more specifically, for the entire cultural community of the City,” said Charlotte St. Martin, President of The Broadway League. “We will be celebrating with a three-day festival in Times Square featuring three live, free outdoor concerts including the Jimmys on September 17, Viva Broadway on September 18 and the final event featuring 18 current shows and many iconic performances of Broadway favorites on September 19. We cannot wait to welcome both New Yorkers and visitors back to our theaters.”

Below is a list of Broadway details, shows and opening dates, as well as a list of hotels, restaurants and attractions that have recently opened or reopened in and around Times Square.

**Broadway**

The theatrical stories and adventures of Oz, Agrabah, the famous Palais Garnier opera house and more will return to the grand stages of Broadway with new health protocols requiring audience members to wear masks and show proof of vaccination, or a recent negative coronavirus test if the patron is under the age of 12.

The TKTS discount ticket booth in Times Square (“under the red steps”) at Broadway and 47th Street reopens today, September 14. An internationally known symbol of Broadway, TKTS sells same-day discounted tickets to matinee and evening performances as well as next-day tickets to matinee performances (up to 50% off) of Broadway and Off-Broadway productions.

To celebrate the triumphant return of Broadway, a three-day outdoor Broadway festival, [\*\*\*Curtain Up!\*\*\*](#) will take place September 17—19 in Times Square featuring live performances, panel discussions and concerts, culminating with a live, free outdoor concert with Broadway favorites on September 19.

Here is a list of when Broadway shows will return this fall:

**September**

*Pass Over:*  
Opened  
August 22

*Hadestown:*  
Opened September  
2

*Waitress:*  
Opened September  
2

*Chicago:*  
September 14

*Hamilton:*  
September 14

*\*Lackawanna Blues:*  
September 14

*The Lion King:*  
September 14

*Wicked:*  
September 14

*\*David Byrne's  
American Utopia:*  
September 17

*\*SIX The Musical:*  
September 17

*Come From Away:*  
September 21

*\*Chicken & Biscuits:*  
September 23

*\*Is this A Room:*  
September 24

*Moulin Rouge! The  
Musical:* September  
24

*\*The Lehman  
Trilogy:* September  
25

*Aladdin:*  
September 28

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**October**

*\*Dana H.:*  
October 1

*\*Thoughts of a  
Colored Man:*  
October 1

*To Kill a  
Mockingbird:*  
October 5

*\*Freestyle Love  
Supreme:*  
October 7

*\*Caroline, or  
Change:* October 8

*Tina: The Tina  
Turner Musical:*  
October 8

*Girl From the North  
Country:*  
October 13

*Ain't Too Proud:*  
October 16

*Jagged Little Pill:*  
October 21

*\*Mrs. Doubtfire:*  
October 21

*The Phantom of the  
Opera:*  
October 22

*Trouble in Mind:*  
October 29

**November**

*\*Diana:*  
November 2

*\*Clyde's:*  
November 3

*The Book of  
Mormon:*  
November 5

*\*Flying over Sunset:*  
November 11

*Harry Potter and the  
Cursed Child:*  
November 12

*\*Company:*  
November 15

\*Broadway production will begin previews.

## Hotels

The beauty of staying in Times Square is that visitors can escape to a Caribbean island in the middle of Manhattan or unwind at a multi-story spa without leaving the City. Included below are new and newly reopened hotels in the Times Square area:

- The [New York Marriott Marquis](#) in Times Square recently underwent a renovation that included refurbishments of all the hotel's bars, restaurants, ballrooms, meetings rooms and retail spaces. It also added a 240-foot skybridge spanning the hotel atrium.
- The recently opened [Ario Midtown](#) marries calming neutral elements with modern accents and features a nine-story atrium framed by a custom wooden sculpture wall and a rooftop bar with skyline and Hudson River views.
- The new [Margaritaville Resort Times Square](#) offers a tropical oasis with island-themed rooms, a pool deck, bars featuring tropical craft cocktails, and additional dining and refreshment options including the Margaritaville New York restaurant.
- Designed as a cultural hub for the Broadway community, [Civilian NYC](#) will open this fall in the heart of the Theater District. A dramatic and luxurious setting will feature draping and marquee lighting, a secret garden and second floor lounges via spiral staircase. The 27-story, David Rockwell-designed high-rise will offer 203 guest rooms.
- Located in the historic Crown Building on 5<sup>th</sup> Avenue, the first home of Museum of Modern Art, [Aman New York](#) will be a luxurious sanctuary that celebrates the building's striking architecture and significant history. Slated to open later this fall, the hotel will offer restaurants, a Garden Terrace & Bar, a private members club, the three-floor Aman Spa, and a Jazz Club and Wine Room.

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## Restaurants

In Times Square, diners can explore a menu curated by a Michelin-Star Chef, enjoy cuisine from around the world, or have a post-show libation.

- Inspired by taquerias in Mexico City, [Amor Loco](#) serves an array of Mexican cuisines with a backdrop of hand-painted murals and a pop of pink, complementing the industrial metal accents.
- Known for offering unlimited portions of three daily pasta selections, [Becco](#) is located on Restaurant Row, a street filled with some of the City's best restaurants just steps from Broadway's theaters.

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- [Le Bernardin](#), the French fine-dining establishment known for its exquisite, fresh seafood has reopened. Patrons can once again enjoy the culinary creations of decorated New York chef Eric Ripert, paired with French wine curated by Wine Director Aldo Sohm, who is considered one of Manhattan's top sommeliers.
- Artisanal patisserie [Marvelous by Fred](#) offers a selection of meringues, brioches, croissants, and waffles that is determined daily to ensure quality and craftsmanship.
- Led by John Fraser, who recognized as one of the world's leading vegetable chefs, [IRIS](#) invites patrons to explore a menu of Mediterranean cuisine that was inspired by Chef Fraser's Greek heritage and a deep admiration for Turkish cuisine.

**Attractions, Cultural Offerings and Tours**

In addition to Broadway and dining, Times Square offers world-class museums, immersive experiences, tours, art museums and comedy performances. Included below are attractions that are now open:

- Visitors can hop on and off [Big Bus Tours New York](#) at over 35 stops across New York City, enabling them to explore the City's landmarks and attractions at their desired pace.
- **Big Onion's** [Reclaiming Times Square: From the Deuce to Disney](#) walking tour will take visitors on a journey through the history of legendary theaters, grand hotels, and lavish movie palaces and will show how even in the midst of massive redevelopment, traces of "old" Times Square remain hidden in plain sight.
- [Outdoor film screenings at Bryant Park](#) will return this fall on Monday and Tuesday evenings. Upcoming screenings include *Moulin Rouge!* on September 14, *The Phantom of the Opera* on September 27, and *Mrs. Doubtfire* on September 28.
- Live performances will return to the world-renowned **Carnegie Hall** on October 6 at the [Opening Night Gala](#) when the Philadelphia Orchestra, conducted by Yannick Nézet-Séguin, opens the season with a performance that includes Shostakovich's rousing Piano Concerto No. 2—featuring superstar pianist Yuja Wang—and Beethoven's iconic Symphony No. 5.
- [Carolines](#) on Broadway presents the very best live comedy entertainment seven nights a week and features top headlining comedians in addition to emerging talent, live podcasts, and improv and sketch comedy.

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- The largest **Krispy Kreme** store in the world, the [Times Square Flagship](#) location is now open. Doughnut patrons can watch the doughnut creation process, browse themed merchandise, and stop by the street-side pickup window that is open 24/7, for hot and fresh original glazed donuts.
- The world-famous [Madame Tussauds New York](#) offers five floors of wax recreations of celebrities, politicians, and characters. Guests can now view the new Marvel Universe 4D film, which will bring audience members to an action-packed battle alongside favorite Marvel superheroes. Fans can also visit Marvel's Hall of Heroes, which now features the king of Wakanda, the Black Panther.
- The **Museum of Modern Art** will present a brand-new exhibition, [Reuse, Renew, Recycle: Recent Architecture from China](#) from September 18 to July 4, 2022 that highlights the commitment to social and environmental sustainability made by a new generation of independent Chinese architects. The exhibition presents eight projects that explore an array of bold interventions, serving as a blueprint for more resource-conscious and socially oriented architectural practices around the world.
- [Pamela Council's A Fountain for Survivors](#), an 18-foot-tall public art installation featuring over 365,000 acrylic fingernails and housing a tiered water fountain, will open in Times Square this October. The installation will invite visitors to encounter a range of sensory experiences and reflect on their journey to survival and emerging from isolation as the City reopens.
- Experience the magic of [Ripley's Believe It or Not! Times Square](#) which houses over 500 artifacts, eclectic artworks, and mind-bending displays for guests of all ages to enjoy.
- Explore the world of secrets and discover your inner superhero at the [Spyscape HQ](#) located in Times Square. Visitors can partake in immersive spy challenges designed by a former Head of Training at British Intelligence, explore Spyscape's museum of secrets which features gadgets used by real spies, get a behind-the-scenes look at the movie-making magic of the James Bond films, and more.

Recently, Mayor Bill de Blasio announced full details of the [Key to NYC](#) which is now in full effect. New Yorkers and visitors age 12 and older are required to show proof of vaccination to participate in indoor activities at New York City restaurants and bars, fitness gyms, and entertainment and recreational settings including music or concert venues, museums and galleries, professional sports arenas and indoor stadiums, performing arts theaters, and other indoor recreational activities. Eligible proof of vaccination includes the NYC COVID Safe App, the New York State Excelsior App, a photo or hard copy of a CDC vaccination card, official vaccine record, or a photo or hard copy of an official vaccination record of a vaccine administered



outside the United States for one of the following vaccines: AstraZeneca/SK Bioscience, Serum Institute of India/COVISHIELD and Vaxzevria, Sinopharm or Sinovac.

The Centers for Disease Control and Prevention (CDC) also now recommends that all individuals in areas of high or substantial transmission wear masks indoors.

For the most up-to-date information on what is opening in Times Square and across the City, as well as New York City Covid-19 guidelines, visit [nycgo.com](http://nycgo.com).

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For further information on autumn activities across New York City's five boroughs, visit [nycgo.com/fall](http://nycgo.com/fall).

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

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