



NYC & COMPANY SUPPORTS LOCAL BUSINESS WITH TOURISM READY PROGRAM

—NYC & Company’s Tourism Ready program supports businesses throughout New York City’s five boroughs—

New York City (February 12, 2019) – NYC & Company, New York City’s official destination marketing organization, today hosted the Tourism Ready 101 closing event, “Discover More NYC,” to honor the 50 local businesses from all five boroughs that successfully completed the 2018 program. The event was held at the Wyndham New Yorker Hotel and began with a presentation by NYC & Company President and CEO Fred Dixon, followed by a trade show at which the 50 businesses met with nearly 65 tour operators and destination management companies.

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Tourism Ready was created by NYC & Company in 2015 to spread tourism and economic prosperity throughout NYC’s five boroughs. The goal of this program is to increase visitation to off-the-beaten-path neighborhoods throughout the City and help local businesses reap the monetary benefits of tourism. New York City’s travel and tourism sector generates approximately \$66 billion in annual economic impact.

“As tourism to New York City continues to increase, it is imperative that we prepare local businesses for success,” said Fred Dixon, president and CEO of NYC & Company. “We are proud of the 150 businesses that have completed Tourism Ready 101 since its inception and the expansion of authentic travel opportunities they provide across the five boroughs.”

DATE
February 12, 2019

Business owners throughout NYC’s five boroughs are encouraged to join the program, now supported by NYC & Company’s new global partner, Mastercard.

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The initial entry into Tourism Ready, Tourism Ready 101, is an annual program that consists of seven educational sessions, as well as one-on-one assistance as needed. At the end of the year, businesses that have created an approved business profile, appropriate pricing structure and have met the attendance requirement, successfully complete the program and are invited to the annual culmination event, Discover More NYC, to interact with tour operators and destination management companies. One hundred fifty local businesses have successfully completed the program since its inception.

Tourism Ready demonstrates NYC & Company’s determination to spread tourism throughout the City. The program enables businesses to achieve success by providing the tools needed to prosper in the industry.

Upon completion of Tourism Ready 101, business owners are invited to participate on borough committees in the Bronx, Brooklyn, Harlem (Manhattan), Queens and Staten Island to continue developing unique NYC product offerings.



& Company
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About NYC & Company:

NYC & Company is the official destination marketing organization and convention & 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 the official source on all there is to see and do in New York City, go to nycgo.com.

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