

NYC & COMPANY ENGAGES CANADIAN TRAVEL TRADE AS NEW YORK CITY REAWAKENS

**—New York City’s Official Destination Marketing Organization Hosts
First Canadian Sales Mission Since Beginning of Covid-19
Pandemic—**

**—Nine NYC Suppliers Participating Virtually, Including Arts and
Culture, Attractions, Broadway and Hotels—**

CONTACTS

Chris Heywood/
Britt Hijkoop
NYC & Company
212-484-1270
internationalmedia@nycgo.com
[m](#)

DATE

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FOR IMMEDIATE RELEASE

New York City (May 11, 2021) – NYC & Company, the official destination marketing organization and convention and visitors bureau for New York City’s five boroughs, is hosting a virtual sales mission for members of the travel trade across all Canadian major markets this week. Taking place May 11–13, the virtual mission will consist of a destination showcase, one-on-one meetings, travel agent trainings and a networking reception with representatives from NYC & Company and nine of the City’s world-class tourism and hospitality businesses, including arts and culture institutions, attractions, Broadway shows and hotels.

“As we look ahead to safely welcoming Canadian travelers back to New York City, it is important that we engage the travel trade now, with our first international sales mission since the beginning of the pandemic. This visitor market has always been crucial for NYC tourism, and we look forward to reconnecting Canadians with all the fantastic products and experiences that the five boroughs have to offer,” said **Reginald Charlot, Managing Director, Tourism Market Development at NYC & Company**.

NYC suppliers are eager to share new and updated offerings in the destination. Participating partners include:

- [Broadway Inbound](#)
- [Disney Theatrical Group](#)
- [Hotel Beacon](#)
- [Hudson Yards](#)
- [The Museum of Modern Art](#)
- [New York Botanical Garden](#)
- [Rockefeller Center](#)
- [SUMMIT One Vanderbilt](#)
- [Whitney Museum of American Art](#)

NYC & Company recently announced “**NYC Reawakens**,” a new communications initiative designed to signal the City’s reopening and comeback. Destination highlights this year include new infrastructure upgrades such as the brand-new Moynihan Train Hall; hotels including Aman New York, Margaritaville Resort Times Square, Ace Hotel Brooklyn and Renaissance Hotel Harlem; arts and culture highlights like the recently-reopened Dia: Chelsea and countless new exhibitions; attractions including the new SUMMIT observation deck at One Vanderbilt; as well as new dining, outdoor



experiences, shopping, tours and much more. Check out [10 Ways to Experience What's New in NYC in 2021](#) for more information.

In addition, in June, NYC & Company will launch a **new \$30 million (USD) marketing campaign for New York City's tourism recovery**. The campaign's name and further details are forthcoming.

"New York City is reawakening, from beloved hotels and iconic attractions to new developments and vibrant multicultural experiences throughout all five boroughs. We are pleased to virtually bring a taste of NYC to Canada this week, and to provide timely destination updates and helpful tools for the travel trade in the days ahead," said **John Marshall, Director, Tourism Market Development at NYC & Company**.

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Last week, Governor Andrew Cuomo announced a broad reopening of New York State beginning May 19, in addition to the return of Broadway performances on September 14 with tickets on sale now. For the latest updates and status on NYC's reopening, visit nycgo.com/coronavirus.

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New Yorkers and visitors are asked to wear masks, practice social distancing and frequently wash and sanitize their hands, as outlined in NYC & Company's Stay Well Pledge, available at nycgo.com/staywellnyc.

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For more information and travel trade resources including webinars, newsletters, a team directory and more, please visit nycgo.com/traveltrade.

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.