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Thank you for joining the webinar will begin momentarily.

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New York is back baby

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welcome welcome welcome welcome to It's time for business with john Marshall inquiry Rosenberg, I'm Corey Rosenberg, director of the West for convention development team here at NYC and company john john Marshall our Director of tourism development on

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Alicia travel site at NYC and company.

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Thank you again for joining us this afternoon.

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These webinars, we started these about almost 11 months ago, and about two months ago pivoted to a more conversational piece. So definitely for the future.

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Tune in the second Tuesday, or 16 minutes second Thursday of every month where we will touch upon a new topic for It's time for business with john and Corey, so let's get right into it.

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And before we start, I just want to let everybody know that we do have, you may see that you have a closed captioning turn on for the screen reader, if you do want to turn that off, you can go to right next to the q amp a button you'll see a live transcript.

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So if you click on that you will be able to show or hide the captioning based on your preference.

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Thank you.

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So, NYC and company as most of you know, is the convention and Visitor's Bureau and the official dmo for NYC and company. We are here to assist with any of your travel needs from assisting with itineraries travel plans, obviously good information on restaurants,

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including Restaurant Week, as well as orchestrating with our Javits Center, to help welcome you to our city. So if you need more information on that, of course, can reach out to john and myself.

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Absolutely. And now what we're going to do some quick updates on things that are happening in the city around coded.

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Just give you some quick numbers about the landscape of the city. We're fortunate to have a seven day positivity rate of just under 3%. As of August 9.

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So a little bit higher than where we were, you know, about a couple weeks ago but but still in a really healthy range. And, you know, I think the greatest sign of the continued improvement is that we have just under 70% of adult New Yorkers in the state

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have completed their vaccine series so when you're in an on that 70%, and really looking better and brighter every day.

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Now of course, the most recent news about New York City was announced by our mayor, that New York City will require proof of vaccination. For those that are looking to participate in indoor activities like indoor dining indoor performances and entertainment,

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and fitness centers. We're still waiting for some updates on exactly how that will affect us and exactly how and exactly which institutions will be affected by it.

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We expect for the official policy to be released either tomorrow or Monday, it will go into effect the week of august 16 and enforcement will begin September 13 so there's a couple of weeks buffer, so that we can all get used to this new reality.

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And of course all of this is in mind to continue to keep those numbers low and and not see a spike in New York City as we're seeing in other places around the world.

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Exactly john a lot of these mitigation and factors that are taking taking places to keep our city open to keep people out to keep people dining, and for them to enjoy the CD safely and responsibly.

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So I know that with these steps and methods through will be able to get through this together and see a lot of each other throughout the fall and into 2022 as well.

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Absolutely. And so we have a couple other items listed here. The last few bullet points are things you know word that we've got in, but we still want to wait until you know tomorrow or Monday when we get official word from the mayor's office on exactly

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how this will impact. And then of course important to note that we are still not requiring a foreign team for domestic or international travelers into new into New York City.

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Now let's get this party started.

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So, as for this month we are focusing on the return of the in person event and welcoming people and guess back. We are very happy to mention that we still have 30 large annual conferences that are taking place so you can get excited and look forward to

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that as we continue through the fall, things like New York now just took place last last week too much access. We look forward to US Open Fashion Week, the marathon coming up in November.

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So there's a lot of great large in person events. Returning to the city and coming back as far as on, as well as on the corporate Association side and leisure travel continues to be a mainstay throughout the city.

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As we've hovering around a 65 to 70% occupancy. So to kick it off, we have a panel of experts that are joining here today, and we'll go ahead and change that slide Jenny.

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Allow me. First off, to start off this VIP panel that we have, Shari Bailey, is vice president, connect travel and general manager of conduct travel events.

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Connect travels or strategic marketing and events company, producing a wide variety of unique tourism industry trade shows and events, focus on connecting tourism professionals of products and services in a more efficient and effective way to expedite

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the sales process and close business. Prior to joining Connect travel, Shari served as Director of Sales and global development for VISIT FLORIDA. Shari joined VISIT FLORIDA and 2015 focusing on sales and marketing growth opportunities and engaging

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Florida's tourism industry through outreach teaching partnership and management of the international and domestic advisory committees. Shari began her career with SeaWorld parks and entertainment at sea world of Florida in 1989.

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She joined Delaware North companies at Kennedy Space Center Visitor Complex in 1999 as the senior sales manager, Shari moved to visit Tampa Bay in 2002 as a domestic tourism manager, and in her 10 year she grew and title and responsibility as b2b, Director

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of tourism responsible for all aspects of worldwide leader sales tourism marketing and strategic tourism partnerships, Shari has served in a, an assortment of Industry Association roles, including IP W's advisory board, as a board of director for the

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SYTA Association chairperson of the Orange County Public School System and the school to work committee board of directors for domestic group travel Association Florida and numerous local and community committees.

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Thank you so much, Shari for joining us today.

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Next on our list is Allison French. She is the Senior Director of Broadway inbound the division of the Shubert organization, responsible for wholesale distribution of live entertainment in New York City.

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Fueled by a passion for travel and the performing arts, specifically with a background in modern dance. Allison has been bridging the global travel and live entertainment industry in New York City for more than a decade.

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As part of her position she directs to Broadway collection marketing program, a global marketing and PR program that promotes a core group of shows the visitors in key tourism markets.

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She currently serves as on the executive committee of the Board of Trustees of the SYTAU Foundation, which provides travel experiences for youth and students who would otherwise not have the resources participate in those enriching and life changing opportunities,

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thank you as well Allison for joining us today as well.

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And then certainly. Last but not least, we are joined by Gary Soloff off a native angelina, angelina, we won't hold that against Gary. Gary became interested in travel and tourism and an early age, and got his start and the attractions business at

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working at Six Flags Magic Mountain. After graduating from college Gary joined Southwest Airlines is the airline began its California expansion, and for the next 25 years moved up in the ranks with jobs in the US and various parts of the world, including

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Amsterdam and London. He has held a very, he has held positions in sales and marketing experience in the aviation sector with roles American Airlines, the Cessna aircraft Aircraft Company, and Bombardier aerospace to name a few.

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Eventually Gary found himself back in LA where he became director of sales and market development for Air New Zealand, North America region overseeing sales and marketing efforts across all channels such as corporate leisure incentive and online, which

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led him to business on the studio lot at Warner Brothers. Following his passion for his rich history and it films in history, and storytelling, Gary joins us from Harry Potter, New York.

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So let's go ahead and jump into our panelists today if our wonderful panel would share their cameras and unmute themselves, the turn of phrase of the year.

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So Corey read some excellent BIOS for you all. But I want to kick this off with giving you the opportunity to tell us a little bit more about what you do, and about what your companies do.

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And so we'll start with Shari.

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Well first, Corey and john thank you so much for, for having us here today and talking about in person meetings because that is what we do, that is the core of what Connect travel does is, is hosting create leisure, we specifically focused on leisure,

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and we do events all over the US, and we've very very fortunate that we've been able to do some since last November, and but it's it's something we're still learning how to do and in this new landscape that we're working in.

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And so I appreciate you guys having us here and reading the whole bio Cory really I thought you were just going to pick some pieces out of it but thank you for that introduction.

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I'm out of breath, but hey when you got a great panelists with such achievements, they got to read the whole thing sometimes so thank you guys. Hey, and also what about Broadway in down.

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Sure, I'll, I'll I will echo what Sherry said and just thank you guys for having us join today.

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A little bit adjacent to an actual live event that's being produced from what we do, but definitely excited to start welcoming people back inside a theater to see a show.

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So Broadway inbound helps to bring Broadway and live entertainment to the travel industry so we work with all the Broadway shows and the Off Broadway shows the Metropolitan Opera the New York City Ballet, all sorts of live events to give tour operators

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and travel companies. The way to buy tickets and to bring shows to their travelers. And then, with our Broadway collection marketing program we help to promote the shows that are in New York City to the travel industry so we'll go and market we work with

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digital programs and all sorts of things to help to bring the, the great group of fantastic shows that all tourists want to see when they come to New York to them and help to educate them on what shows are playing in New York, big job, Allison, thanks for

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doing it.

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And so last but not least, certainly one of our newest additions to the New York City landscape that the Harry Potter New York store Gary, tell us a little bit about what can expect that at Harry Potter in New York.

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So it's great to be part of the panel. So for those of you who have not visited the store yet we opened in early June and it's our first flagship store in New York, or in actually in the in the in the world and we chose New York as our as our, our, our

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launch our large location, and it really allows fans of the wizarding world to, you know, experience and immerse themselves in a place where we'd have a very experiential retail shopping experience for guests where they can buy just about anything their

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heart's desire when it comes to the wizarding world. We also have our own butter beer bar where we serve butter a bottle butter beer which is non alcoholic, as well as butter beer, ice cream, and a few interesting treats.

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And we just opened in mid July our VR experiences that have been extremely popular selling out very quickly. Chaos at Hogwarts allows fans to literally walk the halls of Hogwarts, and wizards take flight allows guests to jump on a fire bolt and fly through

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Hogwarts and even through London with some interesting experiences so it's really, it's it's it's really retail payment.

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The new buzzword for, for, for the new millennium but it's it's an exciting. It's an exciting project and we're, we're thrilled at the reception that we've gotten we're thrilled to be part of New York.

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That's amazing, and perfect for my Mughals and my house Griffin door and all those other fun things that are out there.

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So, to jump into the kinds of media that conversation. If you manage some big events and NYC obviously big venues and big programs. Can you tell us a little bit about what you did and what you learned will actually start with Shari a Connect.

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If you don't mind, commenting a little bit. Not at all. I mean, we are, we just completed I shouldn't say just it's been a month now but we had our our to East summit in New York, end of June through the second of July.

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And, wow, I mean it was, it was great to meet in person, I laughed because I think the first part of our of our event that morning of a show of appointments was more therapy for all of the industry people then than anything else because it's the first

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time many of us have seen each other in person for a while, and but but being in New York, and having an in person meeting.

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the importance of an in person meeting and know that that nothing's going to replace that you know, which was proven that first day that everyone was together and but to see our industry and action and to see it recovering an action was amazing and to

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do it in New York was spectacular it's an event that we have in New York annually but of course had to postpone it in 2020, and were chomping at the bit, and you know, trying to figure out when was the right time to bring it back, and with help from from

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from NYC and CO and and a good partnership with our hotel and all of the partners in the city that came together. We were allowed to do. We really created something that was safe and secure, and then awesome.

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Thank you. SHARI for for sharing that. And I think a lot of us in the industry and in general as a society have started to travel over these last couple months it's one of these things where you see so many people on zoom and now you see them live you,

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you want to give them that hug you want to walk them that back so thank you for doing it in New York and doing it safely.

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So to jump in to a question for Allison. Could you give us a little bit of an update on Broadway's reopening what shows have opened, and when do you expect more as well.

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Yeah, sure. So, two shows have started performances again so Passover, which is a new play which looks fantastic. I have not yet had the opportunity to see it but I certainly will be soon, as well as the Bruce Springsteen show that is performing at.

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Oh my gosh. The St James theater. There we go. there it is.

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And also some Off Broadway shows have started again so stomp has started performances again and we're starting to ramp up I was in a theater for a Broadway theater for the first time.

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Again, a couple of weeks ago at a benefit performance at the New Amsterdam theater and it was so nice to be back. We're going to have a lot of shows are going to be starting again in September.

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So I got my little cheat sheet here because I didn't want to really like forget anybody although I probably will, but the first week of September is really when things start to kick off so we have Hades town is going to be starting again, the revival

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of waitress with Sarah braless will be starting Blue Man Group is going to be starting again and then in mid September, a whole bunch more will start up so we have Chicago The Lion King wicked Hamilton and six will be starting, then as the autumn progresses,

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more and more will just be opening up and opening up so the, what it looks like right now is that almost every theater will have a show running by the end of 2021, and actually just this morning the box offices are starting to open up again.

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So in, you know, if you're walking around and you want to buy a ticket I know the the Barrymore box office where we're wages will be playing open up again this morning so there's definitely more activity happening, which is great but we're in the next

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six months it's going to be a really big ramp up period for Broadway.

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Well that's uh that's just amazing news I know a lot of people are waiting for Broadway to come back and we're super excited to see to see those lights go up again.

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And then, you know, Gary. You told you told us talk a little bit about what you can do a Harry Potter New York and having seen it myself. I mean it's just you're really transported into that the wizarding world right can you tell us a little bit more

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about what makes a visit to the store and unparalleled experience and why people should should get down there to the flat iron district and visit.

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I would be remiss if I didn't mention Allison that Harry Potter and the Cursed Child does come back to the Lyric Theatre on November 12, be sure do. Yeah, we're excited as well.

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Yes, we've it's been it's been it's been completely revamped that's a, it's run by a partner organization of ours but we're, you know one of the things you know I'll get into the sorts of one of things we're also trying to look at doing is really curating

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a Harry Potter wizarding world experience for New York which would include the curse child the store VR and figuring out how to package that at some point, because we we've got all those great experiences, but you know the store is really unique and,

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you know, if you're a fan.

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You're it's a must see destination and, you know, it just, I was very lucky to spend being based in LA I spent, you know, basically equivalent four weeks in New York for, you know, from May till or end of May or may into June and then in July.

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And every time I go it just, it just feels like you're transported somewhere the the architecture of the store itself lends itself to feel like you're in the wizarding world.

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For those of you that saw Fantastic Beasts and Where to Find Them the first fantastic these movie, which was said in New York.

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The whole store just has that feel for for the wizarding world, but it's really about just getting, you know, getting close to the entertainment that you love the brand that you love and being able to, you know, step into the magical world of of Harry

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Potter is just an incredible thing and you know whether you're a Griffin door a huff and puff or Raven claw or slithering walking into the house, area, seeing all of the little easter eggs that we have across the store, you know from the Ford Anglia the

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flying Ford Anglia that that pops its little headlights out near the dirigible Plumtree.

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You know, the mini honey Dukes with the frog that rivets at you. And, you know, hearing McKinney slither down in the basement or in the cellar. It's just, it's just one of those things where it's you know it's a, it's a, it's a must see destination in

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New York, we are you know we're very busy, we've instituted a virtual queue, which I think is very unique in terms of a retail experience so guests don't actually have to wait in line, they go and get into the virtual queue they scan a QR code and then

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they're free to explore the city, whether that's on a hop on hop off bus or to you know go to restaurants and see the see the see all the sites, and then once once their place is called they have about an hour to return to the store so we've made it very

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easy. There are unfortunately days where the queue does close early especially on the weekends. And then I was alluding to before the two VR experiences, which right now are kept it for for guests per, per 30 minutes because of our code and policies right

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now. And we hope to expand that at some point, but that is also an incredible experience to really I mean I, you know, very fortunate enough to do the experiences multiple times the the the wizards take flight.

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You literally feel like you're flying over Hogwarts, and, you know, it fulfills I was with one of our influencers, that, that, that, did the experience with me and he had tears in his eyes afterwards because you do feel like you've just come back from

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Hogwarts or flying over London.

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That's, that's really special. And I'm jealous that john has seen it already I did not get that call john so I'm a little bitter, but I will be there soon myself personally, so that's that's awesome.

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As we've all reopened over the last couple months and started producing some live events again, going with a question to Sherry, we all know live hybrid, anytime your event planning, you run in to challenges, would you mind just commenting on some challenges

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that you faced when running this first event since reopening and how you overcame that. Sure, um, you know, I think, I think the biggest challenge that that's out there right now for live events is the increase space that you need, you know, health and

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safety aspect that you always try to produce a safe event but the health and safety is just that much more right now. And so, you know, room space ratio is challenge for hotels that are out there I know everyone took this breaking trying to rework their,

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their, their formula and what they were able to do within their own property, and we were fortunate to have a great partner in the Marriott Marquis, and they came through and understood that, that social distance still needed to be there you know you're

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having one on one meetings the tables need to be longer and spaced further and, you know, it just takes up, it takes up more room that normally you wouldn't have contracted at a hotel and, and then the other challenge for in person events right now is,

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is what do you do with that and be right everyone's been to an event and and the food and beverage is there and, and I don't want to say we took it for granted but sometimes we took it for granted that it was always more, you know, so, so one of the challenges

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you know a lot of a lot of properties are doing and beverage right now and it's a staffing issue and, and they're getting back there and so it's it's finding finding that property that's doing SMB and finding that property that that understands all of

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the aspects that go along with it, you know with with really not being able to serve yourself having having extra staff there to serve people for you and.

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And how do you turn a box lunch into something that looks really cool, because that's really you know safety standards as as we have them right now, and, and, and truly finding the partners that are nimble, because you have to be when you're planning

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an event right now because regulations are changing. Seems like our leads sometimes.

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so I mean it was, it was a whole new set on the better set of regulations that opened up and make things a little bit easier.

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But it's all about it's all about being nimble it's all about having good partners to end and working together for the betterment of the industry and getting things kicked off again.

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Thank you, Shari and I think partnership is is the overall overall theme that we're seeing with our hotel years, and our planners as they move forward now this post coven era.

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I think our partners and our hoteliers are willing to make concessions are willing to make programs happen.

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Things that you would have never dreamed about in 2019. The most important thing is that programs continue to go on the programs happen and you have honest conversations so after a while, as we've all been through the trenches together, we're having much

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much more frank conversations about how to get things done safely, how to reopen safely, then overall just kind of have a better, safer experienced moving forward.

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And then, jumping into Broadway now, as they open up as they've opened up and will continue to open up this fall.

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If a guest is considering buying a ticket now for a show in the fall. What should they keep in mind now that might be different than when they bought a ticket in the past.

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Sure. So, first of all, like thank you to anybody who is buying tickets now who is supporting Broadway coming back because that's the most important thing right now is to make sure that these businesses and hotels and attractions and shows that are opening

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back up, are able to be supported and can stay open. So that's the the biggest thing right now is thank you to everybody who's buying a ticket and considering buying a ticket right now.

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I think what you will see that maybe is a little bit different from before is that there is more flexibility for consumers that are buying and so there's definitely a push towards giving people options for exchanges and refunds it haven't been there necessarily

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all the time in the past, to allow if people's plans change to accommodate them being able to still see the show that they want to see when they are able to make it back to the city.

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So I would just recommend for people who are buying to make sure that they're looking for the specific policies for the show that you are going to see because they are slightly different based on who the venue owner is and what the show is and what their

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those decisions are can vary slightly and it's I, you know, can be a little bit tough to. There's not one standard policy across the board right now for all venues.

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So just make sure you're looking for those two, so that you're aware of what the flexibility is that you have access to, when you're making that purchase and that you know what that is going in.

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So that's sort of the big thing right now is just knowing that there is more flexibility than there has been in the past, and that you're aware of what that is, as you're making that purchase.

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That's great. That's great. And thank you for sharing and and Gary, certainly last but not least, and obviously your venue, opened up in a coven world as it was going on.

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And you had certainly some challenges go on and planning especially an activation and experiential space. Could you comment on any challenges, just for our community that you might share how you embrace them and overcame them.

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Yeah, you know, I think we've always taken a very conservative approach to, you know, to the opening, we, we did, we, we, we kept pushing our opening, just to sort of measure when, when it would be the right time, obviously there was a lot of restrictions.

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You know, we had looked we had we had lots of fits and, you know, fits and starts around when we were going to do this, and lots of, you know, last minute changes just because we wanted to make sure that I mean this is a you know you can't really experienced

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the store store like this virtually, we did, we did launch with e com. That was very successful late last year. Towards the end of 2020.

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And for me it was the beginning of a lost track of time in the beginning of this year that we all might have, I don't even remember now to be honest with you so you know so we really found it and we actually found that sweet spot so we we we've required

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masks for all of our guests and employees ever since we ever since we opened the doors.

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You know, it's that way we could at least allow more people in we we have restricted capacity, we interested up as as things changed and, you know, you know, I mean for those who've been to the store you know it is it is a busy store it's, you know it

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is, you know, it is 22,000, square feet but there's a lot of stuff packed into it. So we've just really, you know, used, you know, follow the guidelines from from the city but also our own internal medical consultants on on what we can do to make sure

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that our, our guests and employees are safe well at the store so it's it's been choppy waters to navigate but we felt we have a really good. We had a really good mix of what's happening with the city, what's happening from what our experts are telling

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us, and you know we we've seen you know the the guests response the fans responsive and overwhelmingly positive.

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That's really, that's awesome.

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Yeah, just absolutely amazing and as I said before, we're just we're happy to have you and I think the reception to it as has proven. The proof is in the pudding there.

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But Allison to go back to you told us a little bit about the process for buying a ticket and what and what to expect.

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You know when you do, when people actually get back into the theater what's that going to be like what's that going to feel it. Yeah, yeah.

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So, a couple of weeks ago the Broadway League did announce that for the fall performance at least, at least through August 3, or I'm sorry through October 31, there is a vaccine, and a mask requirement so for performances November 1 and on that will be

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decided to have a little bit of a later time but for right now as Broadway starts again there is a requirement for being fully vaccinated as well as wearing a mask when you're inside the theater at all times.

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So, there are obviously exemptions, as there are everywhere for medical reasons and religious religious reasons. If you're unable to get a vaccine you can and you're under the age of 12 so if you're not, if you are bringing a child with you, they can

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get negative tests so if you're either having an exemption for one of those medical reasons, you can get a negative test, or if you are under the age of 12 you can get a negative test.

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And if you have a specific scenario maybe with a customer who's asking you about it. I would recommend checking with your ticketing provider to find out what the latest is because it is so constantly changing and evolving but right now that was is What

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is announced so if you're considering going back to the theater know that everybody who is there will be required will be, you know, with within those requirements of being vaccinated and mass.

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So that's sort of something that is the biggest announcement, as we start again. You could also expect things like some of the shows are considering not selling the first couple of rows of seats in the theater so that you know you're not as close to the

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actors that are on stage.

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You know something that we always talk about that is maybe different from museum planning to have people coming back in, is that the works of art are not alive.

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So, it's a little bit different. We have to account for people who are on stage acting we have to account for everyone who has backstage working on the show everyone who was in the orchestra pit.

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So there's definitely changes going on there that you might notice that are a little bit different from before, as an audience member you might not be able to wait outside the stage door for you know autographs with actors as they come out.

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But some of that is also going to be following the recommendations of actors equity which is the union that represents all the actors, and a lot of other people that are involved with the shows on Broadway so more on that as it's evolving.

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But some of those changes you probably will, will see as you go back to the theater. That's really excellent information to have Allison, definitely appreciate it.

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And for Gary and Sherry just you know jump in, how remarkable what what's the rest of the year looking like for the two of you.

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First of all, apologize for the radio call

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today no my studio and I'm glad you know that the stages are open. You know, I think we're, you know as we, this will be our first holiday season.

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And I think, you know, the horizon for us is is really, you know, just continue to welcome guests optimizing our virtual queue.

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You know, we're just sort of continuing as as as we grow, hopefully, being able to expand some of our VR capacity, a little bit when when when when the time is right.

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But right now we're just sort of saying the course, and hoping that our guests are as thrilled as we are with with what we've, what we created.

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I mean, and the rest of the year for us, and we we still have three more events for for more events for producing, and at the end of August, here in Tampa where I where I reside.

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We will be having our to summit South show, and that is the 29th and 30th of August. It's an event, much like our to East, except this one focuses on receptive to our operators that are located in the southeast, and after that we have three events that

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we are producing co locating with IPW. In September, so we'll have our E tourism summit event, which is digital marketing. What's new what's hot what's changed that will be happening at the same time as I pw just upstairs.

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I'm not on the main show floor, and connect to her which is our domestic event which is on the floor with international with IPW, the 20th through the 22nd, and our LGBT q show which is sales and marketing in that market will be the Saturday and Sunday

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prior to IPW so the 18th and 19th fall in Las Vegas. So we're still, we're still quite busy planning and operating and selling so we're excited I think the important message there is that we can meet safely.

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And we can continue business safely and and we want to get out there and provide opportunities for business to continue to grow.

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So just a little bit busy that's what you, that's what you're saying right now. And I'd be remiss if I didn't mention as well your sister organization on the other side of the aisle with corporate and Association and connect marketplace, taking co locating

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co locating and Tampa as well. Just about three weeks from now, and you also have some other activations across the country as well, that are convention development team is thrilled to be a part of.

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So thank you again to the whole Connect families. Thank you.

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Thank you for your support I mean we can produce the show but unless people actually come to it doesn't make a lot of sense. So, so it's. We've had great support from the industry and and we're thrilled with, with the event that's going to be in Tampa

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And to your point point at 40 that's our sister company connect on the meeting side that's the biggest event that they do all year. And so we're it's it's looking great.

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It's it's going to be a fun time in Tampa, for sure.

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Awesome, awesome, and going right back to you, Shari as we come up on you know almost a quarter to the hour left.

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But crystal ball wise, what are you most excited about, in the year to come.

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I you know I think I think we're getting there, right i mean we're getting there for for outbound from the US I think we'll see some borders opening and bound to the US, and I think people are becoming more comfortable with travel, and we'll, we'll have

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a full slate of events in 2022, working on that timing and that schedule right now. And so you know for me I'm just I'm excited that things are moving forward, you know from from that first event that we did in Orlando in November of 2020 and two now,

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you know, with several events under our belt we're seeing that number go up with with people you know all of our friends and colleagues from from across different markets, whether it be attractions or hotels or CDs that are gaining a budget, they're allowed

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to travel again staffing is coming back up to where it needs to be. And I'm thrilled every time I see someone on social media that reaches out and says, I got it I got the job, you know, so I mean we're seeing we're seeing that level increase and it's

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really heartwarming.

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And so I think next year we're just going to see more of it.

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Great wonderful and Allison, same question over to you. What makes you excited for next year.

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So many things I'm looking forward to, I am actually this is a little thing but I. One of my favorite moments is after like our whole team gets to go see a show.

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And then the next day in the office and we're all talking about it and we're all talking about like what did we love about it, who do we think it's right for, and you know we just get to, you know, over our little cups of coffee in the morning talk about

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that show that we all got to experience together and I'm so excited to have that moment again when we can. When I know we've all been back in the theater, and the only worry we have is how are we going to sell that show to the people that need to go see

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it.

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So that's, that's something that I'm really really looking forward to happening a lot in the next few months.

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Gary, bring us home. What are you excited about. Hi, I'm with Shari international markets opening because we, you know, we've seen this amazing success for for the store just domestically with mostly, you know, Most people coming, we've seen some international

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that have been able to get into the country but there's an entirely new audience that hasn't seen the store, that, you know, that will be hopefully coming to New York sooner rather than later and that's really exciting to us so that we, you know, have

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another opportunity to share what we've created with, with the world really so that's what I'm hoping for and and you know and to travel personally I mean, it's just, it's, you know, there's just so many great opportunities that you know I think we're

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we're all in the travel industry and, you know, I've only been to New York and the least I've traveled in my entire life, so I can't wait to get across an ocean.

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New Me both Gary.

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Well thank you all again so much Shari Allison and Gary for joining us today. This has been an excellent conversation. You're, you're all terrific and hopefully and we're looking forward to getting back to traveling with you all soon.

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Thank you for having us this was great. Thank you so much. Thank you. All right, guys.

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All right. And so, for the audience, thanks for for sticking with us. Hope you enjoyed that conversation. As always you know just want you to check out continue the conversation on our website and yc go.

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com, where you can learn to connect with our meeting planners on make it NYC. You can experience our cultural content hubs at the black and Latino experiences, and also keep updated on the Corbett 19 situation as it develops.

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Check out our state well NYC pledge which just shows you how dedicated NYC and our businesses are to keeping everybody safe, and for those who you know aren't too comfortable getting to New York City right now we do offer virtual site tours as well as

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the complete listing of our webinars that we've recorded in the past year.

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And absolutely john and obviously check out NYC Go, go, unless you go.com excuse me there, forward slash webinars for all of our great webinar content.

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development and mice team produced over on the convention development side membership talks and our entire catalog lives right there in nyc.com, forward slash webinars and then just feel free to peruse NYC.

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of useful information. And so, take a look at that. And then, as of next month. We hope you've joined enjoyed your time with us this afternoon. We do hope you tune in next month as I mentioned earlier, john and i do these every month on the second Thursday

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of next month, it'll be getting back to business that'll be Thursday, September 9 at 2pm. As always if you have any questions feel free to email myself or Jonathan emails below and thank you again for spending a little bit of time with us this afternoon.