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Chris we're all set to begin.

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Good day everyone and welcome to NYC and companies press conference. Today's press conference is themed NYC reawakens, and we really appreciate the global media being here with us today we have over 200 folks coming on.

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And this is our first press conference since the pandemic began. Before I get started, I'd like to introduce the global communications team, and if they could come on crammer very quickly Britt Hijkoop Director of Communications international Alyssa Schmid

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director communications domestic and Adriana Aristizabal our US Hispanic PR consultant. This is the a team, and you can follow up with them for any media requests you get.

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Thank you for being here and as you know NYC and company is the official marketing and Tourism Organization for the city of New York, we cover all five boroughs know give you a gold star if you can name all five boroughs, Brooklyn the Bronx, Manhattan

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queens and Staten Island. And as we go along in the press conference today we would ask that you please tag NYC reawakens is that's the theme of our communications initiative today.

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We also have many resources on the screen, including our press section nyc.com slash press. We also have all of our Twitter and Instagram handles and Facebook handles is you will see.

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now you will see a couple of press releases, including today's corporate announcement, as well as a separate press release, highlighting what's new in New York City in 2021 so plenty of fodder for you to write those destination stories and we have a lot

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to share with you today. We will also be sharing with you a press kit which will include the deck from today's presentation as well as fibro imagery and video assets from today's presentation.

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Due to the length of our program today and the number of our speakers, we do not have a luxury of presenting a formal q&a. However, you can follow up with questions for the domestic media to press at NYC go calm and for international media international

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media NYC go.com.

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Now it's a real pleasure for me today to present the run of show we're going to be hearing from a number of different speakers, first and foremost, our fabulous president and CEO of NYC and company, Fred Dixon, you'll be hearing from the founder and CEO

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of Union Square Hospitality Group, Danny Meyer, you may have heard of his restaurants Gramercy Tavern blue smoke Union Square cafe and so many more. He is also the co chair of the Coalition for NYC tourism and hospitality recovery.

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We will also be hearing from the 109th Mayor of New York City, the Honorable Bill de Blasio and that's going to be a special presentation.

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And I'm delighted to also have Roger Dow, the President and CEO of us travel Association and such a friend to our travel industry.

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and our team will also have our wonderful Chief Marketing Officer, Nancy Mammana, and our new Senior Director of multicultural content, Rondel Holder who's new to our team and great, as well as a presentation from Adriana Aristizabal, to our Spanish speaking media.

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We urge you to stay to the end of our presentation because we have a special Broadway performance, may just for you.

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And now, to begin our press conference, while we cannot have you here in person in New York, we are going to start this presentation by taking you to the streets of our city for a taste of our world class destination.

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Welcome everyone, I am so happy that you're able to join us today. I am here in Madison Square Park just steps from the Flatiron Building. We wanted you to see for yourself that the city is literally reawakening all around us.

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I want to make one thing very clear New York City is very much alive and thriving. The city is still defined by its boundless energy its vibrancy and its excitement and we cannot wait for you to come and experience it for yourself.

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Thank you for being a part of New York City's come back.

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So, one of the messages today is to the world is that New York is alive and thriving. Let's be Candid, we hibernated for a good year.

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And Rebecca crouch position waiting for it to feel safe to do the thing that we do really, really well, which is to provide a wonderful place for people to be with people couldn't do that, we had that that tool taken away from us that tool of hospitality.

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And one thing I know from being in a crouch position too long.

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You got to leap forward.

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And, and I also know that this industry has been using every entrepreneurial muscle available over this past year, learning how to serve outdoors for the first time in New York didn't do that as a public sport.

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Now, it's really remarkable to life of the city is on display culinary delights on display. We're open for business, and it feels really good to see the streets filling up.

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It just feels good to be out and about in New York, and feel the energy of this city, begin to renew itself, in a way, and we're going to be ready when these international visitors are, you know, heading our way.

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We're going to be here with these great experiences and, and we're going to show them a whole new side in New York that they've never even knew existed.

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A lot of the streets, especially at night time are now for pedestrians, we're sitting right now on 23. And we had been here a year ago, year and a half ago, we would have had cars double part.

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You know it, there would have been nothing to see now instead we have people.

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And we have the quiet becomes with, I almost feel like I'm in Italy, or France in an outdoor cafe right now that's it you know and it's amazing and for the restaurant scene in New York, to be as rich as it is we've never had this outdoor cafe culture.

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And I think, I think it's going to be here to stay. This is just, it's wonderful to be with you, Danny. I can't thank you enough for your leadership and what you're doing to help us showcase New York is still the greatest restaurant city in the world

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and we're going to move back so it's gonna make me feel good to see you take a bite of that further.

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Good day everyone and thank you so much Chris for opening up the program. It is wonderful to have so many of you with us from around the world. Welcome to the NYC reawakens press briefing.

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We are very grateful for your time. We're excited to share with you the growing energy and excitement that is taking hold here in New York City. And that is one of the reasons I wanted to take you with me out on the streets to see Danny, and to experience

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that homeless a couple energy that is here, like it has always been and it keeps me energized and the team and the community energized and looking forward.

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We're doing all we can to promote and highlight every aspect of our visitor economy which you'll hear about later on in the program everything from hotels and restaurants to attractions retailers and cultural institutions, you'll hear about transportation

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It's been a very long road for all of us, and without question we have a lot of road to diverse, still, but here in New York City, we are beginning to see recovery take shape.

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Half of all New Yorkers and in fact half of all Americans are fortunate to now have at least one dose of vaccine, allowing optimism. to begin to grow.

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As we've said before, our recovery will be gradual, but it is certain, as each day passes we feel the momentum and optimism growing. As always, thanks again for the important role you play and telling the story of New York City, and the United States

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come back.

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While we are seeing the ship turn we recognize that there is still a lot to be done. And we acknowledge that many are struggling and experiencing difficult suffering still.

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So as we look forward we are mindful of the challenges and send our heartfelt thoughts to all the communities affected by this global pandemic. We also want to take this time to saloon all the healthcare and frontline workers, both here in New York City,

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that got us through the worst of times, and those all around the world that have battled and continue to battle this terrible virus. Now we're really excited to have some great speakers with you, Chris teased out that we have the mayor of New York City

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joining us in just a few moments, which we are thrilled about.

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So, but first of all, I want to welcome someone who is not really a stranger to this group.

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We have with us today, a true champion of the travel industry Roger Dow, President and CEO of US travel Association. US Travel as you all know, is the voice for all components of the travel industry in Washington DC and Roger and his team have been indispensable

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in helping secure federal relief and providing resources as travel businesses and organizations navigate this very challenging time and getting firmly back on our streets, the mayor is going to be joining us in just a few moments to talk about a remarkable

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announcement that we made this morning about a $30 million infusion into my same company for our brand new global campaign. But first, before the mayor comes on, I want to turn to you, Roger and I appreciate you being with us for a few for a few remarks.

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Well, Thanks for inviting me Fred that's.

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If there's one city that's important, and traveled, United States is New York City, let's face it, and I think this announcement that the mayor has made this morning is really one of the signs that we're beginning the road back of a $30 million investment

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campaign is phenomenal it really that we're restarting travel in New York City. You know before the pandemic travel is $2.5 trillion of our US economy, and as Danny said it's dormant, it was slowed down stopped, and we've been in remission for a year,

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And this is one of the first signs that things are looking up, and I've always said that travel and tourism especially in New York City is a coiled spring, it, it just comes back faster than anyone expected I saw that after September 11, I saw that the

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after the financial crisis in 2008 when people said, New York City was down for the count, and you proved him wrong and wrong and wrong again coming back faster and bigger and better than anyone ever thought, and I think this effort that you're doing

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now is really going to show the country, what it takes to start getting travel moving again and this investment is exactly what's needed to talk about how word and around it now in New York City around the country gonna bring travel back and it really

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shows that your leaders understand whether it's the mayor, who's done a great job with this announcement, you Fred and knit NYC and company and as I say, as you well know because you all live in New York that nothing can keep New York City down, nothing.

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And you're going to prove that once again and the mayor's announcement I just see him joining us. So I am going to really Shut up, but just say congratulations phenomenal job.

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Once again, New York City is taking the lead. Thank you Mayor de Blasio Thank you, Fred Thank you NYC & Company for letting me witness this great announcement.

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Thank you.

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Roger thank you very much again Roger Dow, President & CEO of US Travel Association, Roger we thank you for your leadership, and thank you for being with us as always.

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And so now it is my great pleasure to turn to the man in charge.

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We made a terrific announcement this morning together. I want to thank him for his remarkable leadership throughout this entire pandemic and his support of tourism overall during his tenure, 109, mayor of New York City.

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So without further ado, it's my pleasure to welcome to the program, the Honorable Bill de Blasio Mayor of the City of New York Mr. Mayor. Thank you so much, Fred, everyone.

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I'm really glad you joined us to hear some good news because we all went through so much together and 2020 2021 is proving to be a time of just amazing, energy, and rebirth, especially here in New York City.

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So I'm glad you're all gathered to be a part of this, and I want to say, Fred I'm just so proud of what you've done, and your team has done over years and years.

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You have done extraordinary work to make New York City, one of the greatest tourism destinations in the world. And I think for everyone who's part of this today and who are experts in the field then report on it and think about a lot, we can safely say

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for years and years, New York City gave our visitors, just extraordinary experiences, a richness of opportunity that is, I think unparalleled in the world, the fact that you can literally connect with every culture on earth in one place.

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As the cuisines. The art the music of the entire world gathered in one place that you could come someplace with such amazing energy and personality, where so much talent was gathered together so many amazing cultural institutions Broadway, you name it.

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Before you even talk about our sports teams, and so many other things that draw people here.

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So, that will be felt again starting in 2021.

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But we knew that we had to invest to make that happen.

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So I'm really appreciate the efforts of NYC and company to create a campaign that will bring people back to New York City, that will remind them. This is the place to be.

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They have loved it more and more in recent years they will love it again and that will happen very quickly.

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It's a place to be because so much is available.

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And it's being done safely and smartly just look at our outdoor dining, which is an amazing result of a crisis actually teaching us to do something better outdoor dining has revolutionized the street life, New York City.

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You walk around the city today, drive around the city you see something entirely different. And this incredible energy that outdoor dining as creative people report to me constantly what a joyous experience it is for them.

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And that it's been done so smartly so safely means that people can come here and know they'll be treated right and they'll be welcomed and they can also have a great safe experience.

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So, this is the place to come if you want to experience rebirth and energy again and it's literally getting stronger, week by week we've had so many of our cultural organizations reopening just made it a few nights ago, I was at the first performance

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of our longest running play a perfect crime closed on March, 15 2020 reopened on Sunday.

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And people were there again in every culture performance indoor and outdoor I've been to people are there with such energy, and they are showing that more and more people will be joining them with every passing week it's just going to be bigger and bigger

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and this can be exciting energetic summer in New York State, tons of outdoor cultural activities. It's going to be great.

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So, Fred Thank you, I appreciate everything Danny Meyer's doing with us. A such a great business leader promoting this city. Also, to Roger. Roger Dallas comments right before I came out, I want to thank you Roger because you gave some powerful perspective

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there, there's this interesting historical reality of New York City being counted out and happened after the crises of the 60s and 70s that happened after the Great Recession.

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Once again we see it, people saying well maybe New York City's days are behind it but you know what that means they don't know New Yorkers. There is a resiliency and a life, and the vibrancy here.

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That is bringing this place back like never before.

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So, we're putting $30 million behind this effort to reach the whole world and let people know how important it is to come back here What joy it will bring that it's a place you can enjoy the right way, the healthy way, the smart way, but it's also part,

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an opportunity to be part of a rebirth.

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It's the opportunity to be part of something really special in a place that was the epicenter in this country for quite a while.

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And now is far away back to being a place of joy again. So, to everyone, thank you for the chance to spend a few minutes with you.

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All I conclude with this.

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You know, when the tourists come back so many jobs come back, so much energy comes back.

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This city is well on its way to regaining everything we lost, and then surpassing again because we just don't know how as New Yorkers to sit still, we don't know how to have limited small goals we aim high, and that's been the greatness of this place

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for generations, and we welcome the tourists back. We guarantee them an amazing New York City experience. Thank you, everybody.

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Thank you Mr. Mayor, we cannot tell you how much this investment in tourism in this new campaign means to us in the hospital and tourism industry to me personally.

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It is literally the shot in the arm, the industry needs right now so sir thank you for your confidence in us and all your support. Was that a vaccine pun, Fred.

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It might have been might have thought about that right.

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It did. I'm going to keep my day job I think Sir, it's okay and you're you have many other skills that they can appreciate your time. Have a great day.

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Appreciate your time Have a great day. Thanks, everyone. We were really, really honored to have the mayor with us today, and I want to thank him again for his investment and just to recap for you.

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Quickly, this investment in the accelerated recovery and future of New York City's tourism industry is a remarkable expression and coffee of confidence and support from the mayor, and we cannot undertake such an effort without his steadfast commitment,

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and with this new $30 million in funding, it was seen company will be able to launch a major comprehensive marketing and advertising campaign in June the likes, we have never seen with a strategic media plan on spending television digital out of home

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marketing, social media, and influencer activations to message that the city, all five boroughs are open, vibrant and ready to safely welcome back visitors and business events, and more details about the elements of the campaign and creative elements

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including the name will be forthcoming just want to know, you might see reawakens is our communications theme for today's program, it's not the name of the campaign where that is in development but we'll be sharing it with you as soon as we can but what

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we can tell you is the initial investment and efforts will be focused on domestic travel of course that is immediate opportunity.

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80% of our volume in a normal year comes from domestic travelers will be targeting leisure travelers as well as meeting and event planners in order to stimulate the group market and business travel, but the campaign will also target international travel

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markets as those begin to open back up and will know more about that timeline, as, as time progresses, so we'll keep you posted on all those opportunities but we are going to be doing all we can accelerate tourism's recovery.

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And this campaign will do just that ensuring the New York City remains one of the world's most aspirational destinations. And what is here to be an intense competitive environment for travelers, and they're spending.

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So I want to thank both the mayor and Roger for joining us and now will will resume, the regular program. As we look toward recovery, we are committed to building back stronger and better, to help us do that the right way early on during the pandemic

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we stood up the Coalition for New York City Hospitality and Tourism recovery, pulling on many of our leaders both past and present from across the city to join us and we worked with a coalition to create an industry roadmap for recovery and launch the

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all in NYC revitalization effort to support stations and local spending as we fish where the fish were as I like to say it's been an effective tools we charted our path forward now central element of our commitment to build back better as an expanded

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focus on diversity, equity, and inclusion. This is so important in all that we do, so we can advance racial equity in the travel industry and in particular support marginalized communities that were adversely impacted by coven 19, and you'll hear more

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about our new content platforms in a moment that direct new resources and focus on the rich experience is found in our diverse neighborhoods and communities.

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And we've made that a priority, we have some great resources you'll hear about that make you might see a destination for all of those, including those traveling with disabilities, especially thank you to our chief marketing officer Nancy Romana and senior

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editorial director Rhonda holder for the work they're doing to advance these important initiatives as we build back better, you'll be hearing from both of them shortly.

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And we're committed to building back more sustainably as well, not only by having sustainable hotels and waterfront parks and rooftop farms, all of which we have, but also by thinking of ways to reduce the carbon footprint of travelers while they're here

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and our destination overall. And one way that that can be done is by courting longer staying travelers right, who explore deeper in the destination there by cultivating an appreciation of the locally on businesses that define our destination versus those

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those that just pop in and out. These are all things that we're thinking about how we become an even more sustainable tourism destination in the rebuilt.

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Along those same lines, we're also thinking about how to spread visitors out more evenly not only geographically but across vibrant neighborhoods and all five boroughs, as we've done for several years now, but also midweek stays in offseason travelers

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so the time that they're here for those seeking good value for money and for time in the near term coming midweek as business travel is expected to cover more slowly is a great new tip.

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This, the idea that you can have a less congested experience. It's sort of a once in a lifetime proposition to do now, versus when things fully recovering business travel returns closer to what it was before.

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Because we had in summer and await news on international border reopens three openings, we will focus heavily on rebuilding the domestic travel segment, as I said earlier, first focusing on the drive markets, it's more than half of our domestic visitation

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is from within driving distance and use the opportunity to tap into visiting friends and relatives.

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Since research shows the first wave of travel will primarily be to reconnect with friends and loved ones and in that vein. This morning we were pleased to announce with the mayor, that we're kicking off a new initiative and actually we can go back one

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slide if you would not quite there yet perfect, a new initiative Wish you were here in NYC encouraging New Yorkers to begin inviting their friends and family to visit the five boroughs, with a personalized email invitation from New York City.

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If you go to NYC. go. com slash NYC RSVP, you can send invitations now, and all of those of you in the local market we encourage you to do that right now invite your friends or relatives to begin to visit New York and be part of this special moment and

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it's come back.

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Now the next slide, if you would. Thank you Susan. Speaking of visitation. Here's a snapshot of where we are and where we're headed. As you can see, we're hoping to recover more than half of our visitors that we had in 2019 our last record benchmark year.

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By the end of this year with 36.4 million total visitors anticipated. That's up from 22.3 million visitors we had last year and most of those came in the first quarter of course before the lockdown.

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And then you can see the trajectory here, it really is 2024 within two years, we anticipate being able to be back in our record benchmark territory again.

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Well of course do all we can to accelerate this timeline and the important investment in campaign we announced this morning will help us do that and I will tell you, I am feeling bullish about our future, not just New York City's but the travel industry

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overall everyone on this call and I think everyone that we speak to, you know, one of the first things people say is I can't wait to travel, and to get back out there and to reconnect.

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And that's what we're going to help happen, so much of this of course depends on when international travel will return with the frequency of flights our conditions in particular markets overseas in terms of vaccinations and economic conditions.

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But we'll be watching it all very carefully, and we'll be updating these forecasts for you as we go forward. Now as it relates to hotel development everyone you know wants to know what's happening with the hotel sector in New York.

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We're pleased to see that even during a difficult time several new properties across several brands are beginning to open in the city, and by years and we will have 110,000 rooms, not too far off from the inventory and pre pandemic.

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We can't underestimate the challenge that the hotel community has had here in around the world, and a number of our hotels are just now beginning to reopen, but the future is bright in the inventory will be there to make sure that the travelers can return,

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and they'll have multiple options across the five boroughs and you're going to hear about so exciting new hotel projects later in the program from Chris.

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And while it has been incredibly challenging as I said, it is reassuring to see the confidence that owners and investors, continue to have an express in the future of New York City, we're seeing the hotels increasingly reopen, as I said, especially and

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occupancy rather to pick up, especially on the weekends. We've run above 50%, the last four weekends, the last four weeks rather with higher numbers on the weekends, as all that pent up demand is beginning to be realized.

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Now, as I close out and turn into to my colleagues I want to just touch on some important infrastructure upgrades.

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During the pandemic the front door of New York City city has literally been rebuilt and upgraded and ready to welcome back travelers. As you see here on the screen from a completely new, new one and train station that will welcome in Grand style Amtrak

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Sela and long on a railroad travelers is the perfect modern compliment to Grand Central Terminal across town so this is replacing Pennsylvania Station Penn Station is you know it.

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For many of our trainer rumbles and it's just gorgeous and it's across the street from from the old Penn Station. And for those arriving by hair and entirely new LaGuardia Airport is nearing completion in Queens.

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The first complete build of a US airport in nearly a quarter century, the new facilities are just remarkable and an actual joy to experience I landed last week, back from the back California from a trip and Upon exiting the jetway I came out in Delta's

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new terminal D. And all I saw was glass and sky and water. It was just stunning. It's such a beautiful experience and our hats off to the governor and everyone involved in the rebuilding of liberty airport by mid 2022 the entire airport complex will be

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finished and will include fantastic shopping with 50 new retail outlets, as part of the completed experience so look forward to that. And at Newark Liberty airport construction is nearly complete for the all new terminal A, which wich replaced by of course

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the old terminal 50 gates will open next year. There are also future upgrades planned at JFK as you see on the right side of the screen will be keeping you posted on those as we get more information.

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In the days and months ahead. York City is also going to see it's very routes expanded later this year when new service launching from St George in Staten Island to the west side of Manhattan in Battery Park City and Midtown West and future service from

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Coney Island and Bay Bridge to Wall Street and pure love and so traveling around the city by water is a terrific option and it's connecting neighborhoods like never before.

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And a great way to get around is also by bike, our city by program launched in 2013, at that time had 6000 bikes and just over 300 stations. Since then it has grown to over 19,000 bikes and over 1200 stations across four boroughs, and it will continue

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to expand to ultimately reach 40,000 bikes by the end of 2023 and I just can't tell you how popular this program is both with residents and visitors, and it's a great way to navigate the city.

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Moving on to meetings and conventions. We all know of course they're a vital component of our visitor economy, and we are committed to doing all we can to bring back this critical sector later this spring as you see here on the screen the Jacob k Javits

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Convention Center will complete its expansion, adding 1.5 million square feet at a cost of $1.2 billion to now be three just over 3 million square feet of exhibition space and facilities.

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The new Javits, of course, will have state of the art meeting and exhibition space, and as a thrilling bright spark coming out of this pandemic.

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It will even be home to a beautiful one acre rooftop farm, adding to its incredible green roof, which has become a sanctuary for birds right here in Midtown, and right now Javits is being used as a vaccination center of course and we couldn't be more

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proud of the role that they're playing in that effort and they're doing a remarkable job so hats off to Alan steel and his team as many conventions were hard hit during the pandemic the Javits Center and other meeting venues turned to hybrid four minutes

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at the Javits at 30,000 square foot state of the art broadcast studio has been created to host virtual events and live streaming announcements, a great addition to their facilities.

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And as we rebuild the meetings, business the journey begins right here at home. With the recent launch of commit to the comeback meet local NYC and ask of the New York City business community to double down in the five boroughs and either recommit to

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hosting events here, or bring their meetings and events home as an important contribution to our local recovery, and we're thrilled about how the business community is responding there.

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And finally, I wanted to highlight a very important and historic anniversary coming up later this year. It's hard to believe but this September marks the 20th anniversary of 911, and there will be the usual attributed line installment as you see here

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on the screen as well as other city wide commemorations and programming that will be announced soon as we can as soon as we get closer. We will keep you posted on those details but this is something to mark on your calendar, and our press team tells me

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that it's a good opportunity to write those 20 years later stories about how Lower Manhattan as a destination has evolved and become a thriving 24 seven vibrant live and work environment, and not to mention highlights of the special programming to commemorate

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the 20 20th anniversary that will be announced soon. Now I'd like to turn the program over to our chief marketing officer, Nancy Romana who will take you through some of our latest marketing initiatives, Nancy.

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Thank you, Fred and Hello everyone, as we developed a new campaign I'll just take you through some of the other things we've been working on over the last several months and moving forward into the new year, we launched an effort as part of all in NYC

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that Fred mentioned earlier called stay well and yc pledge. This was a mutual pledge between guests, and our businesses and our local Hospitality and Tourism businesses in the five boroughs.

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Were asking all to take this pledge, which included asking everyone to follow public health protocols masking up social distancing etc. And to travel responsibly when visiting the five boroughs, as we recover.

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We asked visitors and businesses to continue to ensure that the travel experience remain safe for all and this will remain at the forefront of our efforts moving forward.

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We also launched last September, a new deals platform with our corporate sponsor MasterCard it's called NYC neighborhood getaways, in which we aggregated special offers across all of our verticals hotels attractions retailers tours and more to provide

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consumers with these special offers on an ongoing basis, always on. We also added additional incentives if they use our MasterCard, this program is still in place, it will continue moving forward and you can find these offers on our website and yc go

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Additionally, to support our restaurants during this very difficult time, and even before enter dining was permitted again here we launched NYC restaurant we could go this past January, with great success we had record participation and engagement from

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restaurants across the five boroughs and it was very proud moment for us. So as we look forward towards summer we're planning to reestablish our normal format of in person dining in within our Restaurant Week program, and I'm pleased today to announce

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the summer Restaurant Week dates. So you're getting a sneak preview the dates are July 19 that's a slight adjustment from what's in the press release July 19 to August 15 which gives us nearly four weeks of dining.

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So more information will be forthcoming we're really excited to share with you a lot more about this program, but I'd like to take a moment to give a big thank you to our corporate partner MasterCard for all their support in this program.

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And then finally, we wanted to share some really exciting news that will be collaborating with the Lin Manuel Miranda and john and choose upcoming summer event film.

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In the Heights, which will hit screens June 11. We're thrilled to be partners with Warner Brothers pictures and together we look forward to highlighting the vibrant northern Manhattan neighborhood of Washington Heights, and to spotlight the city's immersive

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Latino culture. So now we want to share with you a brief look at the movie which will be a fantastic showcase of our city this summer, as we continue to come out of the pandemic.

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Once upon a time in a far away from Washington Heights a story block that was disappearing. We had to assert our dignity and small base, the

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best days of my life. And I'm building my little dream.

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With a PG 13 in theaters and on HBO max June 11.

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pG 13 in theaters and on HBO max June 11. We're so excited it's, it's so great. We're really excited for June. So now I'd like to turn the program over to Juan del holder he's our Senior Director of multicultural content, Rhonda will introduce you to some very important initiatives that

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some very important initiatives that we've recently unveiled, as well as some future ones that will help us be better storytellers and ensure we're promoting all the incredible and diverse offerings in New York City.

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So thank you and Randell Please take it from here.

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Thank you, Nancy Hi everyone, that's red and Nancy I said, and you all know New York City is one of the most diverse cities in the world. And we're doing all the weekend to showcase that we're committed to lifting up the countless cultural experiences

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businesses and communities that can be found in neighborhoods across the five boroughs.

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A few months ago we launched launched a new content package called the Black experience in New York City, which can be found at NYC. go. com slash the black experience with black neighborhood guides videos interviews and love letters in New York City

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and so much more. This is a great resource for New Yorkers and visitors. It's an ongoing stream of content and will continue to amplify annual events and citywide celebrations like are many festivals parades Juneteenth and more so be sure to keep checking

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The black experience in New York City celebrates the diversity and nuances within New York City's black community, and all that makes it unique to the world.

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New York City has the largest black population of any city in the US and the entire global black diaspora is represented here.

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Here's a short video that gives you a taste of what I'm talking about.

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We release black on neighborhood guides for Harlem in Flatbush, as well as Bedford Stuyvesant in Brooklyn, just last week I press team distributed press release spotlighting and my staycation ideas in Bed Stuy you receive this in a digital press kit link

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after the event. As we go forward. We're working on new content celebrating other multicultural communities along with our upcoming In the Heights partnership with which Nancy mentioned will be launching a new content platform celebrating Latino culture

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and experiences from museums to restaurants to dining. More details to come there will do the same for New York City's Asian communities which have been among the most affected, since the beginning of the pandemic, and in particular in recent weeks, we

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have neighborhood guys and resources for ways to support these communities on our website and will continue expanding upon this in the days and weeks ahead.

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Much of this will also represent LGBT q plus voices on the heels of hosting world pride in 2019, we will continue to release new content and support events like NYC pride which is taking place virtually in June and events like the proud experience trade

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show which is taking place at one hotel Brooklyn Bridge in November.

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We're also continuing to develop content focused on accessibility for all New York is in travelers with disabilities who are exploring the five boroughs.

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I most recent pieces and accessible guide to the New York Botanical Gardens in the Bronx, which we created with Lakshmi Lockman facade of accessible travel NYC.

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This just scratches the surface of all that we're working on and we look forward to share more.

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Now it's my pleasure to turn it back to our head of communications Chris Hey would for an update on what's new this year, Chris.

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Well, good day again and thank you so much Ron del for that great introduction and all the content that your team is doing it really is wonderful and gives us something to spotlight with the media so it's wonderful.

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Now let's dig into some of the updates on what's new in New York City and 2021 coming to the five boroughs so get your seat belts on and get ready to take some notes and if you see something you're more interested in, certainly get back to us and we'll

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be sending you this presentation at the conclusion of our presentation with iconic hotel reopening in New York City, including the Park Hyatt New York, the Mandarin Oriental New York.

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The Lowes Regency New York, and the Western New York Times Square coming up, and even entirely new brands debuting this year, there is a fantastic place to say, for every type of visitor in New York City.

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I'm going to take you through just a few examples of our brand new world class hotels, those seeking an urban beach getaway can check out the Rockaway hotel which recently opened in New York City surfing community yes I said surfing community in the Rockaways

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in Queens 53 rooms includes a poor spot and event space, and I like to say if you want surfing culture, go to the Rockaways in Queens. Now Amman New York is also debuting on Fifth Avenue in the historic crown building now celebrating 100 years it will

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have 83 rooms and 22 private residences, with the beautiful 25,000 square foot spa spending three stories. It's the luxury brands first New York City property you may know the urban property they have in Tokyo, which is spectacular as well.

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Now, you'll never believe this one the Margaritaville resort is coming to New York yes Jimmy Buffett style will be coming to Times Square this June, offering guests, an island Oasis at the crossroads of the world with 234 rooms and world class amenities

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such as an outdoor heated pool Yes, retail stores and a fitness center Margaritaville will bring a no worries vibe to the bustling neighborhood.

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Also opening at the Cornell Tech campus on Roosevelt Island is the 224 room, graduate hotel Look how whimsical that is, it will offer guests breathtaking skyline views of Manhattan and Queens.

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It's also pet friendly, it will feature futuristic themes, with nods to Roosevelt islands history, and for a great story idea, take the tram way over to the island and spend a day there.

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Now debuting in July in your Hudson Yards on Manhattan's far west side, the luxury Pendry Manhattan West hotel will feature 164 guests rooms, including 30 suites, a signature restaurant lounge and an open air terrace bar.

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And yes, we have another Ace Hotel coming to New York City the Ace Hotel Brooklyn will be unveiled in Boerum Hill and the cost of downtown Brooklyn, the brand second New York City property with 287 rooms, will have a communal lobby indoor garden room

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event spaces, a large scale art institution installation, I should say, and guest rooms with panoramic views of Manhattan Staten Island, and the Statue of Liberty.

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Now development is underway on the 210 room Renaissance hotel Harlem, which is expected to open this autumn, about the historic 1917 Victoria theater nearby the Apollo Theater on West 120 Fifth Street.

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This development includes a cultural center retail and apartments and we're very excited about this project.

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There are also two new properties, coming to Manhattan's Nomad neighborhood later this year and Nomad stands for North of Madison Square Park to fabulous neighborhood.

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The Virgin Hotel New York City, will be the brand's first property in New York featuring 500 guests rooms, multiple food and beverage venues and a rooftop pool and bar.

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And yes, the city's second Ritz Carlton Hotel, the Ritz Carlton Nomad of 40 story property will bring luxury to the neighborhood at 28 Street and Broadway.

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The hotel will include an outpost the Mediterranean restaurant. They Kenya, by chef Jose Andres so he's I believe will have two restaurants in this property and I had the fortune of being at the groundbreaking at this hotel with the developers a couple

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of years ago so I'm very excited to see that it's topped off.

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Now let's move on to dining, as you heard earlier in the program, New York City remains the indisputable dining capital of the world. And we have a new and vibrant Catholic culture, outdoor dining is the hot new thing to do in New York City, tell your

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friends. Many of you are aware that into our dining is also just expanded to 50% capacity last month.

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And just on Monday, the curfew for restaurants and bars was extended to midnight. This allows the restaurants to get an extra seating into their restaurants and this is a this is really key, and New York City continues to expand our footprint in the dining

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capital of the world and new restaurants coming online this year, while also bringing back classic restaurants that we love and community events to highlight the diverse and food and beverage team across all five boroughs.

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Now, SONA, one of the most highly anticipated openings this year with Priyanka Chopra, and I can't pronounce her last name of this celebrity I'm sorry, Sona opened last month, her husband's last name Jonas, so I guess she goes by Priyanka Chopra, Jonas,

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and open last month in the Flatiron District right next to Gramercy Tavern rematching Indian fair in a space that evokes the Art Deco period that flower some Mumbai in the 1930s.

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The lobe boathouse Central Park. Next slide. We see reopen for lunch brunch and private events, as well as famous rowboat rentals now I don't know about you but this is quintessential New York, when you go to Central Park is just makes you really feel

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feel the energy and beauty of New York and having this reopen is really really beautiful. We also will see the tavern on the green will reopen in Central Park.

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Next week, on April 29 with outdoor dining limited indoor dining in a new to go window, I mean these are both wonderful wonderful places. Now up in the wild green Bronx we've got a night market the Bronx night market is back and forth and Plaza, with

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of more than 20 local food and beverage vendors and the free event is a celebration of culture, cuisine and community will take place from noon to 7pm every Saturday through November.

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We also have the Queen's night market which is really fantastic expected to have returned to New York at the New York Hall of Science in Queens. This spring with nor more details to be announced soon.

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Now as you may have heard of the mayor's news briefing this morning, Daniel lewd joined Fred Dixon and the mayor, to talk about dining in New York, and how great this new marketing campaigns going to be for our city.

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And he is such a champion of New York. He will be Rio, Rio he will actually be opening a brand new restaurant at one Vanderbilt, right near Grand Central it's called a podium.

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And we'll open it may. As I said at the base of one Vanderbilt, it's 11,000 square foot restaurant with 100 seats, a 30 seat bar, and it boasts a flowering garden as you can see here with black olive trees, they'll grow using special grow lights to mimic

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their natural habitat.

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The restaurant is a nod to the city's famous first hope French restaurant the poppy own they opened in 1941 enclosed in the early 70s. And so this is going to be just a jewel Melba Wilson she's just a fabulous champion of New York, the chef and owner

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of Melrose restaurant Harlem will be opening a new seafood restaurant called novice muscles. In August, located in South Harlem, and the restaurant will offer muscle dishes inspired by notable icons, such as still feel the brand and free to call us.

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very excited for that project now moving to arts and culture and I guess I get to say that, New York is also the arts and culture capital of the world.

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We are the capital of everything, so you may hear me say that a lot. Just next week on April 26 museums aquarium zoos and Botanical Gardens will begin operating at 50% capacity, another sign of New York City's tourism recovery.

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It's wonderful news for our industry and for New York City's continued recovery as I said will be led by our incredible arts and cultural offerings that we do say that arson culture will certainly lead the recovery of New York City tourism.

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Last month, as you may know, the free collection open the frick Madison, Madison Avenue, it's temporary new home. But the main building is under a years long renovation and the original building is just absolutely beautiful.

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It's probably my very favorite museum I'm allowed to say that but it's just a jewel in New York as well so when that renovation is done, be on the lookout for but in the meantime.

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This Frick Madison located in the broader design building, the former side of the more metro area and the Whitney Museum of American Art is not to be missed it will feature new acquisitions and highlights from the collection organized chronologically

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and by region.

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We just got this great news the DLC recently reopened after a two year renovation DLC is free to enter and policy is mission to commission single artist projects, organize exhibitions and realize site specific installations and collect in depth work of

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artists of the 1960s 1970s.

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Now this is a great project that I'm very, very pleased to hear about it's the completely redesign Alison Norberto minion halls of general gems and minerals, and this will open at the American Museum of Natural History, one of the greatest museums in

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our city, and that will be coming on mine in June, the halls will feature nearly 5000 specimens from 95 countries including to Amethyst God, which are among the world's largest on public display.

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Now over in Queens the Louis Armstrong House Museum which is a gem in our city as well and Corona queens. It's undergoing a physical and programmatic expansion for a new center projected to open this year.

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Hopefully this spring. The new center will increase the museum's capacity to fulfill its mission of sustaining and promoting the cultural, historical and humanitarian legacy of Louie Armstrong and I encourage you to go out to Corona queens and make a

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day of it out there now back in Manhattan, we have the al de barrio, which is presenting its first large scale server survey of Latinx contemporary art with the stumbles bn about Triana 2021 on display through September 26.

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The exhibition will feature 42 artists and art collectives from throughout the United States, including Puerto Rico, representing various cultures from Chicago to Dominican.

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Now this next exhibition is one not to miss originally slated to happen in 2020, but reschedule due to the pandemic long anticipated exhibition Kusama cosmic nature premiered at the New York Botanical Garden in the Bronx earlier this month featuring new

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work by celebrated Japanese artists yoga Samba. So if you want to make your friends jealous post photos of this on your Instagram feed the work includes two new outdoor monumental sculptures dancing pumpkins, and I want to fly to the universe, as well

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as infinity rooms and colorful flowers of floral sculptures and floral sculptures that will change seasonally through October 31.

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Now, downtown in my neighborhood I live in the West Village but this is right at the border of the village and the Meatpacking District is the Whitney Museum of American Art beautiful building, but right near there they're going to debut days n by David

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Hammons in May is a permanent public art project, located in Hudson River Park directly across from the museum. It will pay homage to Gordon Malta's Clark's 1975 artwork have the same name in the same location and change with the light of day and atmospheric

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conditions, days and will allude to the history of New York City's waterfront from the heyday of the city shipping industry in the late 19th century to its role as a gathering place for the gay community in the 70s up at the Metropolitan Museum of Art,

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you will see we will be bringing back the costume Institute's new major exhibition in September, which is a two part show on view from sep tember 18 2021 to September 5 2022 and again we will be sending all this material to you so you'll have a deck in

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the press kit to refer to all these part one in America, a lexicon of fashionable open on September, 18, celebrating the costumes to 75th anniversary.

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Part Two in America and anthology of fashion opening on May 5 2022 weeks for the history and development of American fashion.

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Now on to Broadway performance. Performing Arts and live events in New York City is certainly a leader in the performing arts space and it's no secret that the shutdown of Broadway and other venues has been difficult.

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However, we are graduating green shoots of recovery for the sector.

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New Yorkers and visitors are craving those once in a lifetime performances that could only be experienced in New York City. And it was exciting to see a taste of Broadway earlier this month during a New York pops up performance, the very first inside

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of Broadway theater in over a year at the St James theater seen on screen here.

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Broadway considered by many as the crown jewel New York City is projected to return this September. We are greatly anticipating Broadway's return, and it will be worth the wait I can tell you from classics like Aladdin, Chicago, Phantom of the Opera and

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more to newer productions, including one of my favorites Hades town I saw twice Jagged Little Pill and Moulin Rouge, there is something for everyone.

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And they're even brand new shows, debuting including thoughts of a color man, Diana and Mrs. Doubtfire. We don't have exact opening dates just yet. This gives us a lot of confidence that Broadway will absolutely be back soon.

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We start stages at Lincoln Center is an outdoor Performing Arts Center with 10 outdoor performance and rehearsal spaces created to help kick start the performance sector, featuring events by organizations from across the five boroughs, we start stages

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launched early this month with an outdoor performance for healthcare workers by the New York Philharmonic on World Health Day, back up to Harlem. Here's that Victoria theater, it will open this in addition to the Apollo.

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This fall, marking the first expansion in the Apollo theaters history, the theaters that the Victoria located down the street from the Apollo are two new and flexible performance spaces with 99 seats and the other with 199 seats, and the Victoria theater

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redevelopment project will also include residential retail and a hotel, as I mentioned earlier in the hotel section, the Renaissance hotel Harlem.

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And for the first time ever, the premier Art Fair freeze in New York, will take place at the beautiful shed your Hudson Yards in Manhattan West over in the west side of Manhattan.

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From May five to nine freezer will bring together world class galleries collaboration special projects and talks. This year's program will feature the most celebrated section frame dedicated to solo presentations by emerging artists from around the world,

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and celebrating its 20th anniversary this year the iconic Tribeca Film Festival will take place from June nine through 20, Nancy mentioned in the heights earlier, this will be one of the openings of the Tribeca Film Festival, this will all be in a reimagine

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format. We screenings at locations across the five boroughs, putting Brookfield Place Empire outlets Hudson Yards Metro Tech Commons, the pier 57 rooftop, and the battery.

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Now on to attractions New York would not be New York City, without its beloved attractions. York City is a known for its iconic attractions its rich history, you can always find something new to explore across all five boroughs, and we're excited to share

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some new attractions with you that have recently opened are coming online this year, a statue of Ruth Bader Ginsburg was unveiled last month at City point in downtown Brooklyn, created by contemporary artists Gilliam Mark who have unveiled 10 statues

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of notable women that have been installed throughout New York City, the bronze statue underscores the importance of gender equality in public art.

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The artist set of the statue and I quote, with the two steps on a large base representing Supreme Court and the client she made to get there. The work is designed to provide the public with an opportunity to stand on her side and gain inspiration from

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her journey, fighting for equal rights.

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Now over to Coney Island. I think this is the quintessential summer destination. It reopened earlier this month to great fanfare on fact the mayor was there.

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It was a closed for 18 months it's exciting news to have this reopen, and there will be a new roller coaster coming later in the season called Phoenix, there'll be the family through a roller coaster which will rise the summer, standing 68 feet tall,

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the new ride will reach speeds to 34 miles per hour, and guarantee a thrilling new addition at Dino's wonders wheel amusement park, which is also celebrating it's 100 season this year.

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If you go to Coney Island, you should check out the new york aquarium, you should also ride the cyclone for a quintessential New York City experience it's just really fabulous.

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Now another attraction that I got the privilege of seeing recently with Fred is the beautiful summit, it is a top one Vanderbilt which is a beautiful new building right near Grand Central it'll be New York City's newest observation deck and immersive

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experience, the crown of the iconic one Vanderbilt and it does have extraordinary views of the Chrysler Building if you're a fan of a Chrysler like I am, as well as all of the skyline and Central Park.

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It's always a great time to visit New York City's observation decks and rediscovered the city from a pie and want to call it the Top of the Rock, the One World observatory, the edge at Hudson Yards, and of course the Empire State Building, which is celebrating

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its 19th anniversary this year is an iconic landmark.

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Now you can't come to New York City, unless you're going to shop. And again, we're the shopping capital of the world, and a fundamental activity for any new york city visit and vacation we're excited to share a brief overview of some of the shopping offerings

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in the city renowned for its world class shopping Madison Avenue has welcomed recent upcoming developments by luxury brands. This includes a newly opened Mont Blanc flagship as you can see on the screen here, as well as an upcoming Manolo Blahnik flagship,

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and we know international visitors love to buy Manolo Blahnik we've heard it at press conferences around the world so get ready. Other expansions currently under construction include Brunello Cucinelli Fendi Giorgio Armani graph diamonds and our mess.

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So it really is the luxury shopping destination. Now, if you want to really have some fun you should check out the new Harry Potter flagship store Harry Potter New York which will open June 3 in the Flatiron District This is phenomenal.

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It'll feature the largest section of Harry Potter and fantastic these merchandise under one roof, as well as 15 themed areas, packed full of exclusive products and favorites in the franchise, and there will also be interactive displays and photo ops.

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We're coming down to the homestretch here as we talk about New York City's outdoor activities, New York City's outdoor activities encapsulate the beauty of our city in spring and summer, including parks gardens, waterfront and even the islands and enjoy

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the backdrop of the city skyline views. Yes, you heard that correctly, New York City is connected by water, and you can actually Island hop around the five boroughs.

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Just a couple things to highlight the New York Chinese scholars garden at snug harbor Cultural Center in Staten Island is open for the season. This month with extended hours and enchanting oasis in New York City.

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The New York Chinese scholars garden is just one of two authentic, classical outdoor Chinese gardens, built in the United States. And one of my very very favorite places in New York to enjoy peaceful New York on chaotic New York.

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If you have not been here, I urge you to go, go there it will be amazing. Now Governors Island will also be reopening for the season on May one offering idyllic car free space public art and cultural programs and will be up through October 31.

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It offers 10 minute ferry service and lower Manhattan, as well as for the first time, two locations from Brooklyn to Governor's Island.

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With weekend ferry service from pure six Brooklyn Bridge Park and Atlantic basin in Red Hook.

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And finally the formerly the East River State Park, Marsha p Johnson State Park will reopen this June after undergoing extensive renovations, the waterfront park and Williamsburg will include a new park house with public restrooms classroom space, new

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park furniture, and a public artist by honoring Marsha p Johnson, an advocate for gay rights and the LGBT q plus community.

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That concludes our brief overview of what's new in New York City this year. Now, I'd like to turn the program back to our president and CEO, Fred Dixon.

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Thank you so much, Chris, I have to tell you my, I don't know about you all on the call to my head is spinning a little bit with all of this excitement.

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And I know most of this content and so Chris, thank you for that thorough and comprehensive update or all that is happening in New York. I think it's easy to say that the vibrancy and dynamism of New York City remains unfettered always offer new experiences,

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alongside the classics that will keep visitors coming back time and again so thank you all for, for being here for this really, really exciting content update.

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Now, you're up for a real treat. As Broadway gears up to resume performances, we're very excited to debut, a special video from girl from the North Country.

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The production featuring the legendary songs and Bob Dylan opened on March 5 2020 just a week prior to the shutdown. And last week the cast reunited outside of the Glasgow theater for the very first time in over a year to film this love letter to New

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York City just for you. And as a reminder to us all that Broadway, New York City, and everything we love about it ain't going nowhere. It's my pleasure to welcome the cast of girl from the North Country.

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Great Day.

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Go.

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way.

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Now I have to tell you if that wasn't pure joy, I don't know what was.

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I am so thankful for, to the producers of this amazing show the cast and crew that put that together and brought a tear to my eye and chills up my spine to think about Broadway's return and.

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So, thank you all very much for making that happen that I think we all needed a big dose of that just now. So, as Chris said, We are so looking forward to walking welcoming Broadway back.

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This fall, and maybe sooner, we will be sharing reopening dates and on sell information with you, as it becomes available soon.

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Now I'd like to introduce Adriana Aristizabal who has worked with NYC & Company over the last four years is our consultants spokesperson for the US Hispanic market to give a brief overview of today's presentation in Spanish, Adriana.

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So good to see you.

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Thank you, Fred.

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on that. Thank you.

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Thank you. Thank you so much, really appreciate you doing that. And I want to thank all of our partners and the media around the world for being on this call, huge thank you again to the cast of girl from the North Country, that just was a wonderful capper for this

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entire experience, and hopefully you share our excitement for what is the future of New York City, it is alive, it is thriving, and it is getting ready to walk them back the world so thank you all very much.

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Thanks again to Mayor de Blasio for the investment of the $30 million in the campaign details on that including the name and branding will be coming soon.

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But we really appreciate you all being here, Chris, I'll leave it to you to close out Thanks everyone.

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Thank you so much, Fred. This was a dynamic program and I really appreciate all of your participation and logging on from around the world and we just really can't wait to see you in person in New York City.

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Please be in touch with us. Let's talk about opportunities. Our destination is really coming back. It's a perfect moment in time to start writing about our city, telling the story of New York City's come back and we look forward to continuing to share

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news and updates with you. Seeing you out in the world. And, again, thank you to everyone who participated in this program, and a special call out to Janette Roush on NYC and Company's marketing team for helping make that girl from the North Country

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performance happen, it really was a great way to end the show. So, it is Showtime in New York City. We look forward to seeing you for our domestic visitors soon and when international borders reopen, we cannot wait to see you back here in the greatest