





## **ngie Briggs**

Vice President, Industry Relations U.S. Travel Association



Fred Dixon
President & CEO
NYC & Company



Rondel Holder

Senior Director of Multicultural Content

NYC & Company



Nancy Mammana
Chief Marketing Officer
NYC & Company



Leah Johnson

Executive Vice President and
Chief Communications, Marketing & Advocacy Officer
Lincoln Center for the Performing Arts



Huntley Lawrence
Chief Operating Officer and
Director of Aviation
Port Authority of NY & NJ



# FRED DIXON PRESIDENT & CEONYC & COMPANY



### THE POWER OF NYC HOSPITALITY

- 66.6M Visitors in 2019
- \$72B per year in total economic impact
  - \$47.4B+ on hotels, restaurants, shops and cultural institutions
- \$6.7B in local tax revenue
  - Saving NYC households an average of \$2,100 annually
- 403,000 jobs supported
  - Representing 9% of all NYC employment, making it the City's seventh largest in terms of jobs

Source: NYC & Company/Tourism Economics



## THE COALITION FOR NYC HOSPITALITY & TOURISM RECOVERY

The Coalition is led by NYC & Company Chairman Charles Flateman and President & CEO Fred Dixon.

Coalition Advisors and former Board Chairs:

- Emily Rafferty
- Jonathan Tisch
- Tim Zagat

#### Coalition Co-chairs:

- Ellen Futter
- Thelma Golden
- Danny Meyer
- Lin-Manuel Miranda
- Peter Ward

In addition to this leadership the Coalition is also includes a Steering Committee and Allied Organization members. The Coalition is ever expanding with the ability for others, including NYC & Company members, to sign on.



Visit coalition.nycgo.com for more information.



### **GOALS**

#### THROUGH THE LENS OF HOSPITALITY AND TOURISM WE WILL SEEK TO:

- Show New Yorkers, and those in the greater metropolitan region, the way forward to safely reconnect with the city they love through neighborhood exploration and staycations
- Remind the world that New York City is not only the greatest city in the world but also a safe place to visit from a public health perspective
- Get visitors excited to travel to New York City again
- Restore confidence among meeting and event organizers to choose NYC so a foundation of business is secured for the future
- Reinforce NYC as one of the world's most diverse, inclusive and welcoming cities.
- Help put NYC's more than 403,000 tourism and hospitality employees back to work



### STRATEGIC RECOVERY PRIORITIES

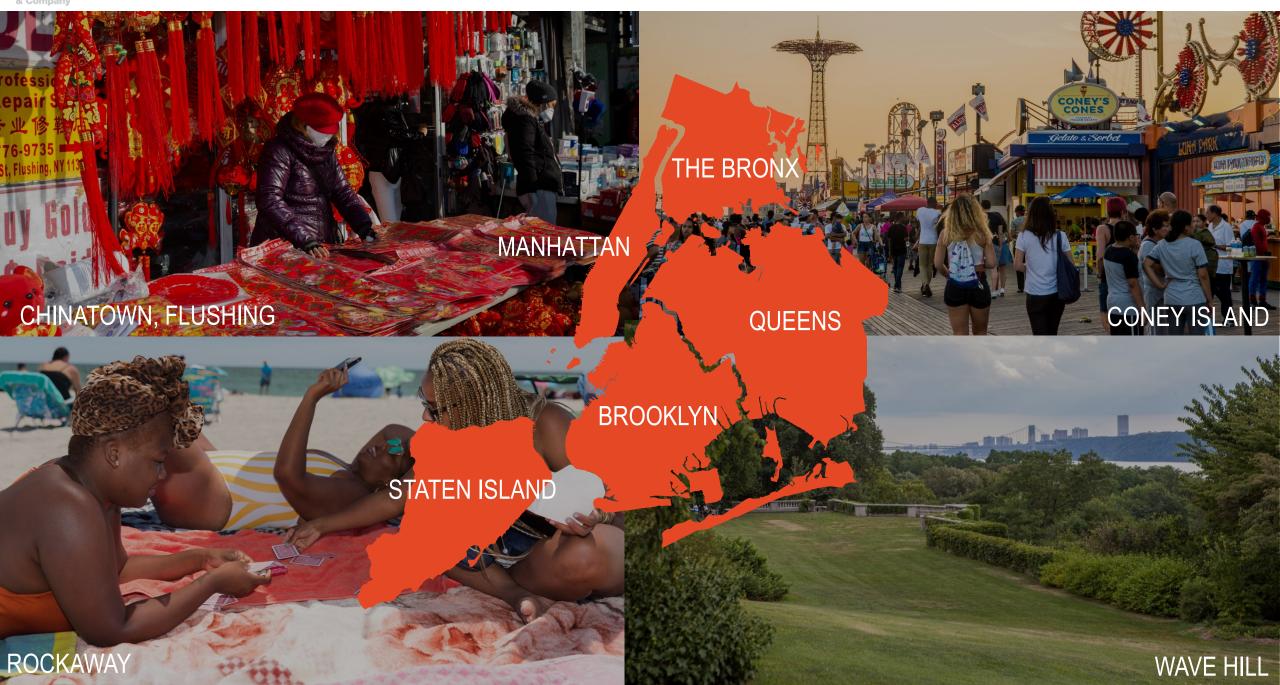
- Prioritize support for minority owned businesses and communities adversely impacted by the pandemic
- Prioritize support for diversity, equity and inclusion initiatives
- Expand support of small businesses
- Expand commitment of dispersing visitors
- Enhance education for tourism businesses
- Spotlight new and enhanced infrastructure
- Reinforce sustainability commitments



## **EQUITY AND INCLUSION INTIATIVES**

- Support dialog and programming of The Coalition for Hospitality and Tourism Recovery's Advancing Racial Equity Working Group
- Internal Diversity Equity & Inclusion Advisory Board
- Increased BIPOC Representation in content, influencers and media outreach plus in the meetings and events space
- Increased Accessible Travel representation in content and continued expansion of digital and website tools



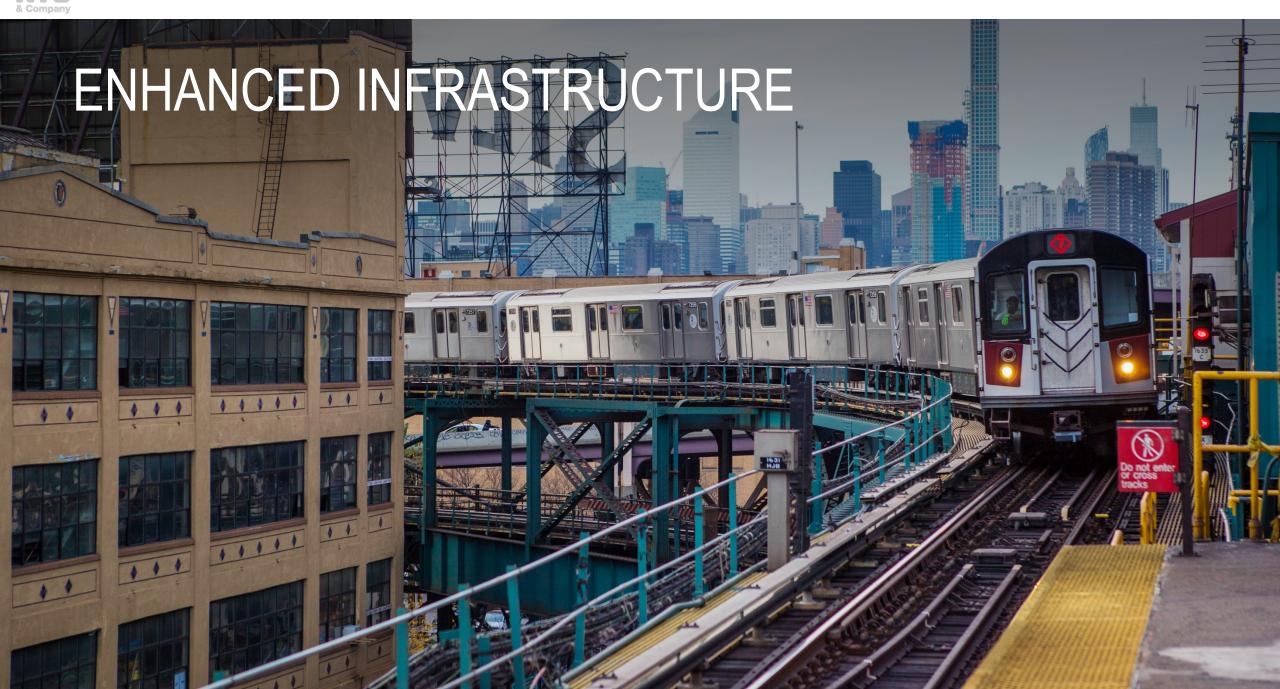




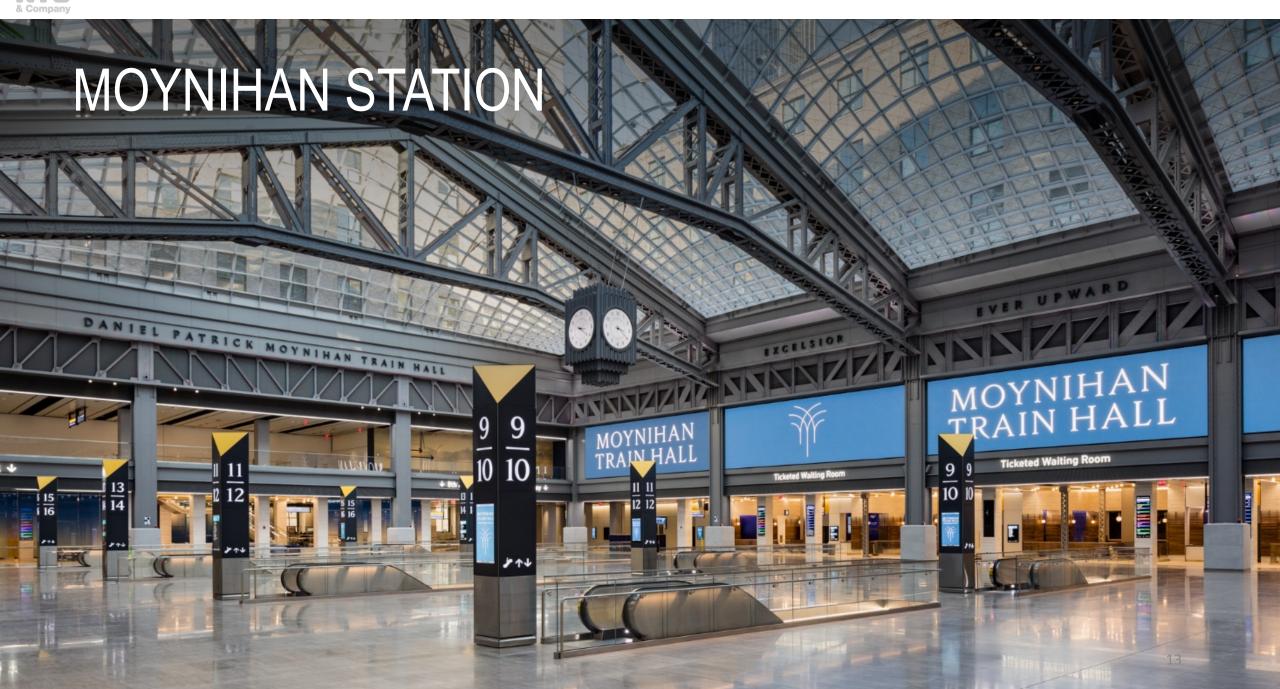
## **EDUCATING TOURISM BUSINESSES**



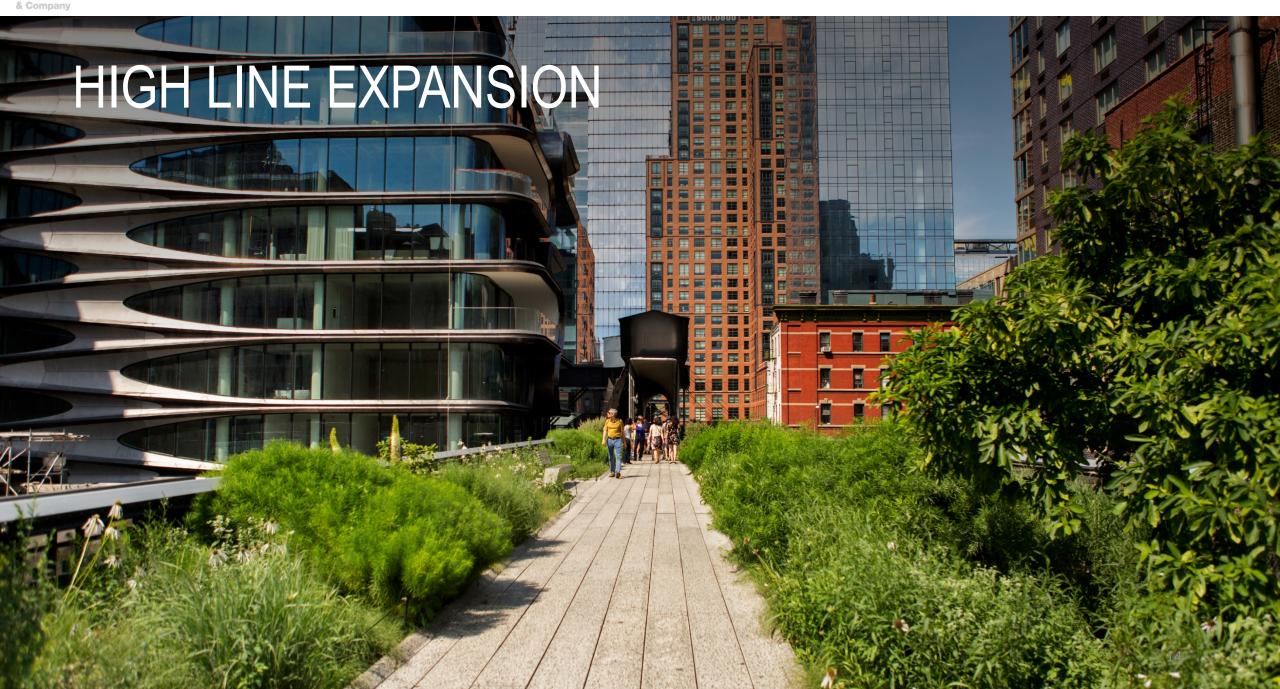




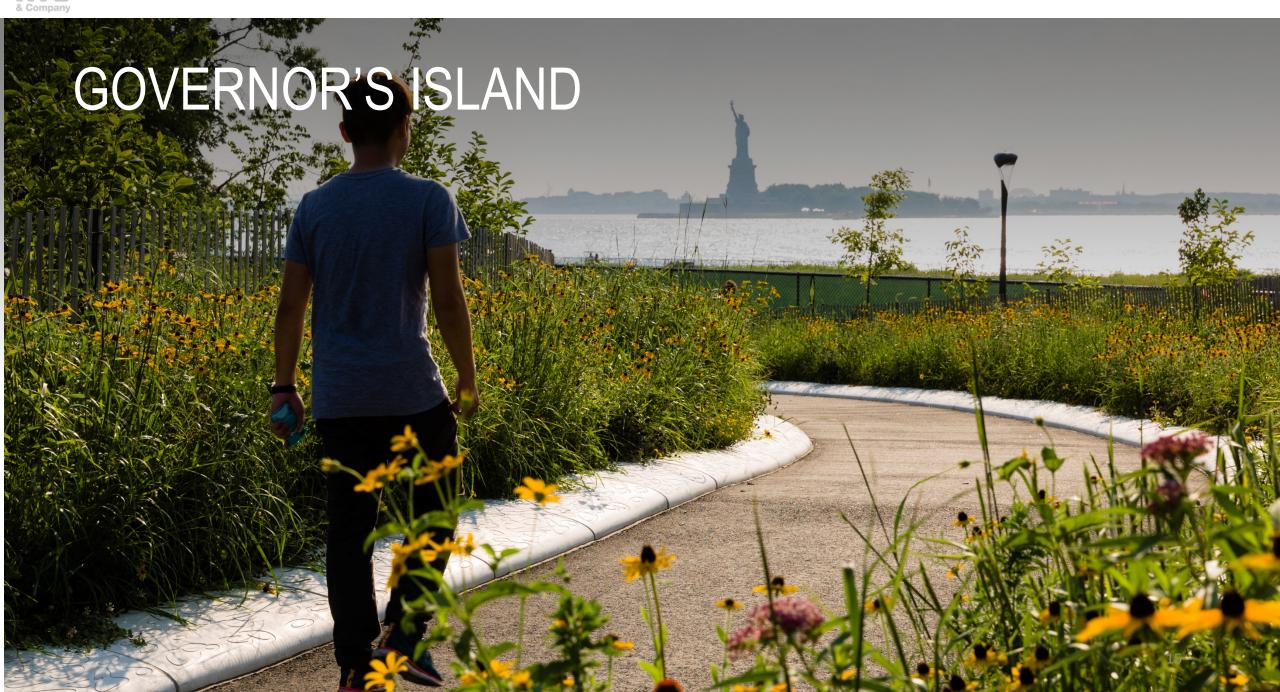






















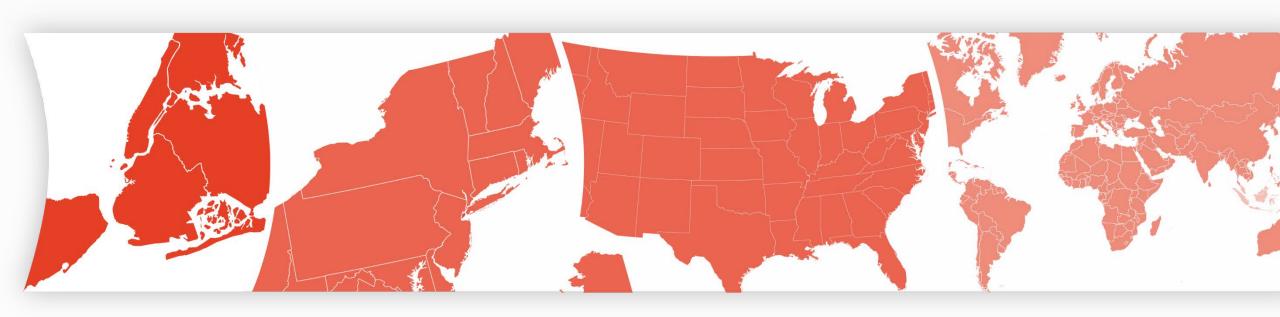




# NANCY MAMMANA CHIEF MARKETING OFFICER NYC & COMPANY



## **AUDIENCE TARGETING**



New York City →

Drive Market →

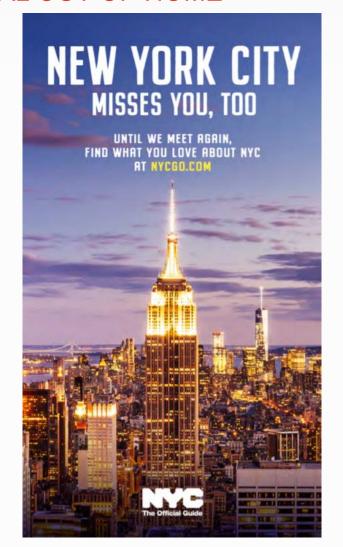
Domestic →

Global →



## NYC MISSES YOU, TOO

INTERNATIONAL OUT-OF-HOME







### **CLIMATE WEEK NYC 2021**

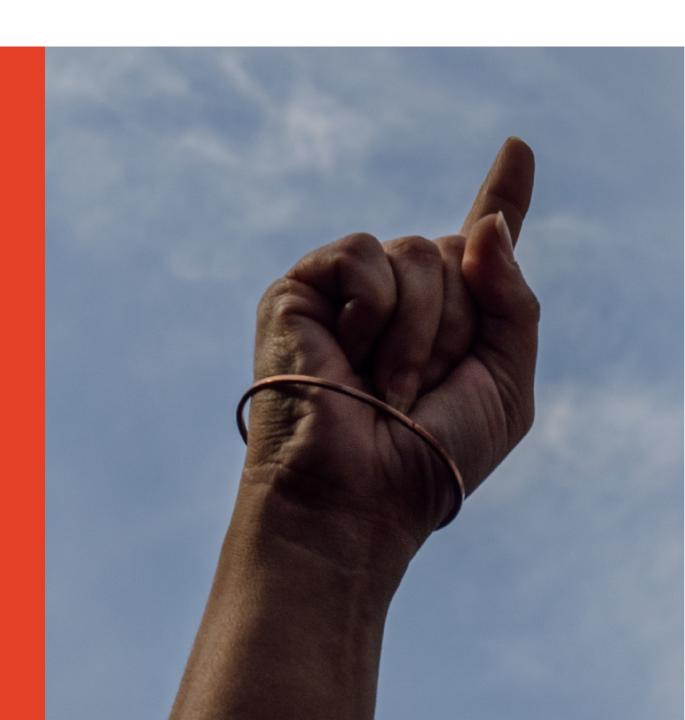






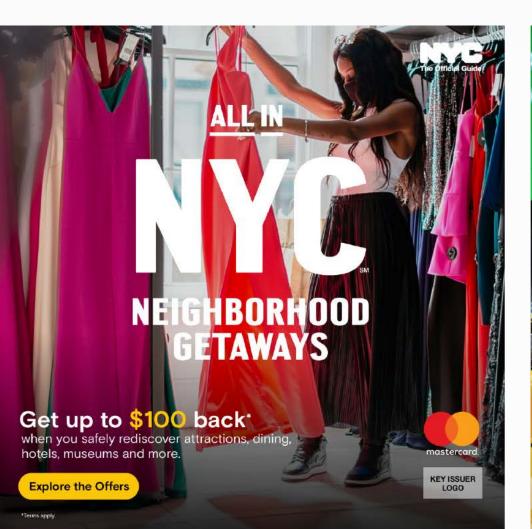
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**NEW YORK CITY** 





## ALL IN NYC: NEIGHBORHOOD GETAWAYS







## ALL IN NYC: STAY WELL PLEDGE







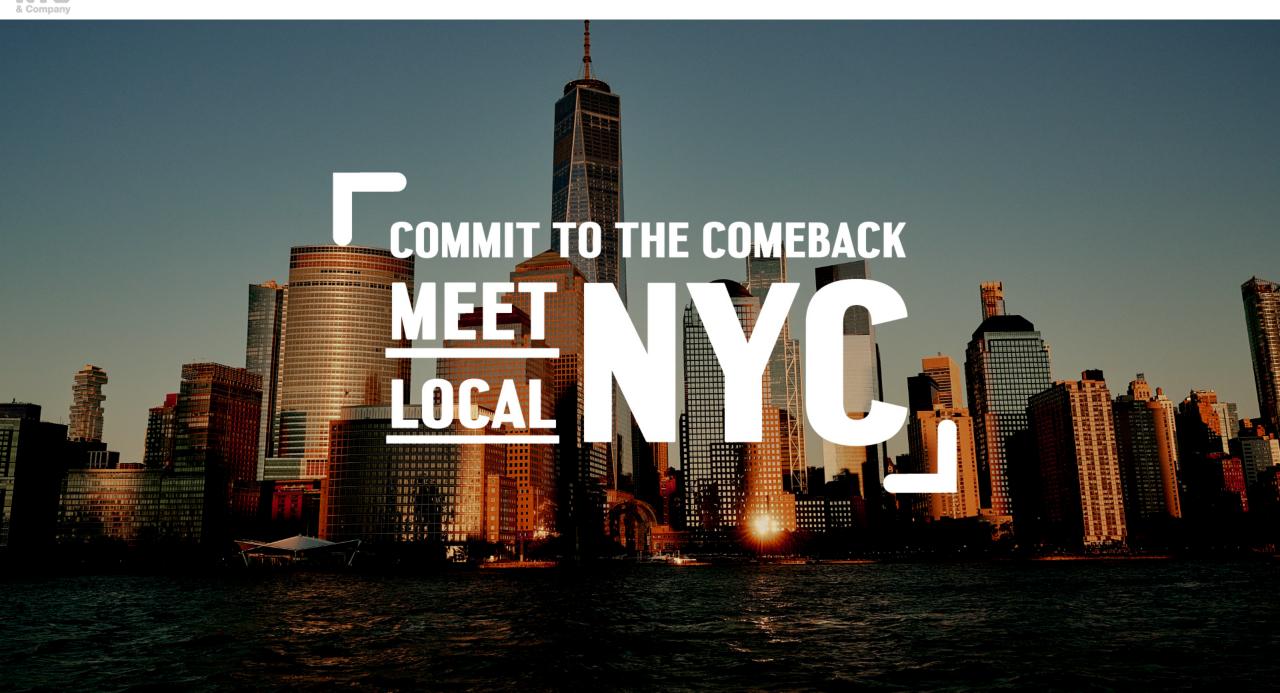
## NYC RESTAURANT WEEK TO GO WEEK TO GO

#### JANUARY 25 - FEBRUARY 28

- Takeout lunch and/or dinner (entrée and at least one side) for \$20.21
- Registered Mastercard holders received a \$10 statement credit with a \$20.21 purchase
- 800+ participants
- Results
  - 2.3B earned global impressions
  - 1.4M impressions on NYCgo.com
  - 863k visits to NYCgo.com









# RONDEL HOLDER SENIOR DIRECTOR, MULTICULTURAL CONTENT NYC & COMPANY

## All In NYC: Embracing Diversity

All In NYC: Embracing Diversity is a webinar series exploring the rich cultural stories of our destination, showcasing the strength of our member product and highlighting the diversity of the five boroughs.

Our series begins with six Black travel webinars. The goal of this program is an honest, long-term conversation that uplifts Black voices, shares the lived experience of Black New Yorkers, promotes allyship and accountability within NYC & Company and our membership, and builds meaningful alliances across our industry. It is essential information for professionals looking to speak to NYC in ways that are equitable, inclusive and authentic.

#### **Latest Webinars**



**Expanding Business with New Audiences** 

Learn about ways to engage with Black audiences in ways that are meaningful, sustainable, equitable and profitable.

Watch Webinar





Exploring NYC's Rich Cultural Heritage

Learn about the variety of Black cultural experiences in NYC, explore the history of Seneca Village and meet the Caribbean community of Flatbush, Brooklyn.

Watch Webinar



Black in the Tourism Industry

Watch five Black tourism professionals discuss their experiences among their peers, advocating for their communities and selling Black experiences.

Watch Webinar





DanceAfrica 2019: Rwanda Reborn: The Remix Photo: Julieta Cervantes

#### Home / The Black Experience in NYC

Black culture is integral to the identity of NYC, the city with the largest Black population in the US. Its influence can be felt across the five boroughs in many forms: world-renowned music and style, a celebrated food scene, the visual and performing arts, live experiences, business owners and all who lead the charge in keeping the City progressive, resilient and safe.



With this content series, we spotlight, celebrate and amplify New York City's Black experience and the community whose cultural contributions reverberate around the globe. Bookmark this page and remember to check back as we will continue to add new content.



## A Glimpse into Black Culture in NYC

The Black community in NYC boasts its own cultural nuances



## THE BLACK EXPERIENCE IN NY

#### **CONTENT PACKAGE**

- The city with the largest Black population in the US
- Black does not check the box for diversity. There is diversity within Black culture worth exploring
- NYC has the global Black experience, the entire diaspora within five boroughs
- Endless experiences through different neighborhoods, cultural institutions, events and lifestyle communities



Stay & Plan





Things to Do / A Weekend Exploring Black-Owned Bedford-Stuyvesant

New in NYC

Explore

Rondel Holder 01/12/2021

Things to Do Illineraries Bedford-Stuyvesant

View Map



neighborhoods. Long before hip-hop legends Notorious B.I.G., Lil' Kim and Jay-Z boasted about being born and raised there, Bed-Stuy had major significance to the Black community in New York City and the US at large. During the civil rights movement of the 1960s, Bed-Stuy was a center of activism in the North, with leaders such as Dr. Robert Palmer and Shirley Chisholm organizing and mobilizing people to battle against racism and its pervasiveness in society.

Bedford-Stuyvesant is one of Brooklyn's most renowned







Flamm Sessonal Walk, Courtesy, The New York Batterian Gurden

Accessibility / Accessible Guide to The New York Botanical Garden

Accessible Guide to The New York Botanical Garden

Lakshmee Lachhman-Persad 04/06/2021

Visitor Information Accessibility

View Map

Share This

The New York Botanical Garden, which first opened in 1891, is one of the largest botanical gardens in the US. A veritable living museum, it's the site of 250 acres of natural beauty, with over 1 million living plants throughout its indoor and outdoor spaces, which include a temperate glasshouse, lush scenic pathways, meadows and promenades. Aside from plant life, small animals have claimed the Garden as their natural habitat and can be spotted while visiting.

Note: Though several areas are currently closed, there is still much to enjoy at the New York Botanical Garden this spring.

Information can be found on **their FAQ page**. See the bottom of this page for details on closures as well as information on accessibility, including use of the tram to reach certain areas of the Garden.





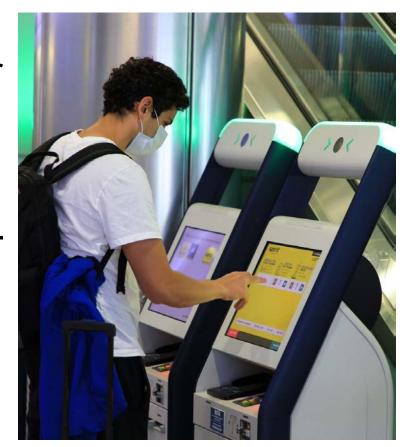




# HUNTLEY A. ACTING CHIEF-OPERATING OFFICER & DIRECTOR, AVIATION DEPARTMENT PORT AUTHORITY OF NY & NJ

## The Challenge: Rebuilding Customer Confidence in Air Travel

- Amid COVID-19 public health concerns, passenger volumes hit all-time lows, down 98% last spring.
- 99% of travelers listed health and safety as one of the top three factors influencing their decision to fly.
- 84% of travelers stated certification of cleanliness from a trusted authority was key to returning to travel.





## Port Authority Airports Earn Respected Health & Safety Accreditations

## Airports Council International

**Prestigious Int'l Airports Coalition** 

#### **NOV 2020:**

Achieved ACI Airport Health Accreditations at all 5 airports



### Global Biorisk Advisory Council

**Gold Standard in Infectious Disease Prevention** 

#### THIS MONTH:

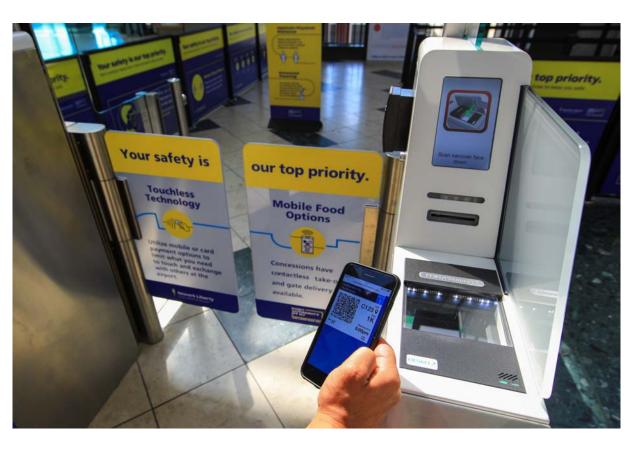
Achieve GBAC Star health and safety accreditations at all 5 airports





### **E-Gate Touchless Technology**

**EWR A2 Security Checkpoint** 







### **Self-Boarding at EWR**

#### **Touchless E-gate Processing**

- Located at satellite entrance to aircraft
- Touchless experience
- Validates boarding pass with airline records in 0.2 seconds
- Increased throughput rate eases queues
- Alarms, alerts and notifies of unauthorized access attempts
- Other airports utilizing e-gates include JFK, LAX, BOS, IAH, MIA, MCO, TPA, LAS







### LaGuardia Airport

#### Local and MWBE Opportunities

 The Port Authority has set a goal of hiring 80 percent of AirTrain LaGuardia's permanent workforce locally

 Contracts awarded to certified MWBEs at the LaGuardia Airport Redevelopment Program have exceeded \$1.58 billion, the largest for any public-private partnership project in New York State.









# LEAH JOHNSON EVP, CHIEF COMMUNICATIONS, MARKETING & ADVOCACY OFFICER LINCOLN CENTER

# Lincoln Center for the Performing Arts

Building Back Better

Lincoln Center

### Culture and the NYC Economy.

Arts and culture is central to what makes New York City great, and it's also central to the city's economy:

- Prior to the COVID-19 pandemic, the arts and culture sector generated \$110 billion in economic activity in New York City with a workforce of over 300,000.
- Statewide, the sector comprised 7.5% of Gross State Product.
- COVID-19 has disproportionately impacted communities of color, cultural organizations, cultural workers, and artists. The sector faced the largest decline in employment in the City's economy, according to the New York State Comptroller.

A strong cultural sector is key to New York City **building back better**.



Restart Stages—an outdoor performing arts center with 10 outdoor performance and rehearsal spaces—to help kickstart the performing arts sector and New York City's revival.

Fostering a dynamic environment for artists, community organizations, and audiences, Restart Stages is a welcoming and safe place for live performances, family activities, and civic engagement.



# **Engaging our Communities**

Lincoln Center is bringing our commitment to civic and community service to *Restart Stages*, supporting communities that have been hardest-hit by the pandemic and resulting economic catastrophe.

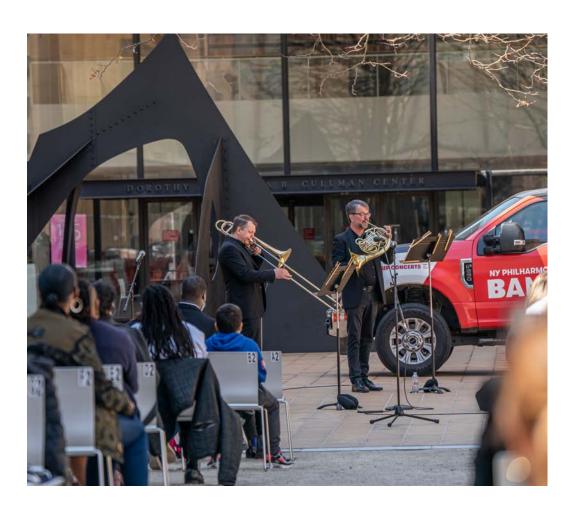
Alongside arts programming, Restart Stages will offer

- Blood drives in partnership with the New York Blood Center
- Food distributions in partnership with Food Bank For New York City
- Public school graduations, recognizing the extraordinary resilience and achievements of students in these difficult times
- Voter engagement activities and primary election polling at the David Rubenstein Atrium



# A Celebration of Healthcare Workers







# WORKING IN CONCERT

LINCOLN CENTER + NEW YORK PHILHARMONIC REIMAGINE DAVID GEFFEN HALL

Lincoln Center



Lincoln Center and the New York Philharmonic have accelerated the renovation of David Geffen Hall, which is now scheduled to re-open in Fall 2022.

Three goals underlie all the planning and aspirations for the project:

- to create a premier home for the New York Philharmonic
- to welcome and better connect with our communities
- to support the comeback of New York City



## The Reimagination of Public Spaces



David Geffen Hall's main lobby will double in size and open up on three sides to connect with the campus, and a new Welcome Center on Broadway will offer a portal to Lincoln Center for the public.

At the core of the new lobby will be a media streaming wall, which will show concerts and events for free in real time as well as other digital material.

A dynamic new addition is The Sidewalk Studio, visible from the street on the corner of 65th Street and Broadway, which will be a home for educational, artistic, and community activities — a window into the performers and ideas that live on campus.

### The Economic Impact.

The acceleration of the project will boost New York City's economic recovery by creating jobs and opportunities.

In addition to our workforce commitments, in the near-term, the renovation will provide immediate and significant economic support, generating more than \$600 million in project-related economic activity through construction and into Fall 2022. This includes an estimated 6,000 jobs throughout the City and State, of which 3,000 are construction jobs.

# Workforce Inclusion and Workforce Development

#### Lincoln Center is committed to:

- A minimum 30 percent of construction contracts will go to Minority- and Women-Owned Business Enterprises
- 2. 40 percent workforce inclusion from underrepresented communities
- 3. A workforce development program established with area officials and community members to create additional full-time job opportunities for local residents



### ON THE CALENDAR

#### **THURSDAYS** | 12:00 p.m. ET

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	Data & Insights MEMBER ONLY	
	29	
MAY		
	Across the Industry  MEMBER ONLY	

#### **Data & Insights**

Exploring Vaccinations and Emerging Consumer Adaptations

#### **Across the Industry**

Celebrating National Travel and Tourism Week 2021