



NYC Travel Trade News - April 2023

Welcome to our April newsletter! You may have already heard the exciting news:

NYC & Company is now **New York City Tourism + Conventions** (the + represents the word “and” in this case), and the branding and logo you see at the top of this email is our new brand identity, aimed toward visitors, from across the nation and around the globe.

For trade updates and assistance, please email anna.riedel@walshegroup.com.

For more NYC information, webinars and tools & resources, visit www.nycgo.com/traveltrade and <https://nyc.walshegroup.com/>.



NYC & Company is now New York City Tourism + Conventions

At its Annual Meeting on March 28, President and CEO Fred Dixon debuted the new name and brand identity of the City's official destination marketing organisation and convention and visitors bureau for the five boroughs of New York City: **New York City Tourism + Conventions**. The destination's new brand system aimed at travelers from around the world includes a new brand strategy and comprehensive visual identity system comprising a new logo, colour standards, typography, art direction and graphic elements.

"The introduction of our new name and brand system marks a significant moment for our organisation," said Fred Dixon, President and CEO of New York City Tourism + Conventions. "Our new brand captures the essence of New York City in its entirety: an ever-expansive destination that offers diverse and authentic experiences that enrich the traveler and benefit all New Yorkers", he added.

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It's Time for Culture

May marks the unofficial start of the New York City summer cultural season, making it the best time to discover special offerings from iconic cultural spots across the five boroughs. From 9–21 May, explore NYC museums, galleries and performing arts centers for limited-time concerts, tours, family-friendly programs and more. Don't wait—book now to experience the City's vibrant cultural landscape.

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12 New Restaurants to Try This Spring

Bold, exciting places to eat are always springing up in the City. Among the new favorites: a sandwich shop for Chicago-style Italian beef in Cobble Hill; Kwame Onwuachi's dynamic Tatiana, full of local and global influences; and a trio of headliners at Rockefeller Center, proving that Midtown is back in full swing.

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What's New & Upcoming in NYC

Tiffany & Co Flagship Store

The refurbishment of [Tiffany & Co's flagship store](#) on the corner of Fifth Avenue and East 57th Street is complete. The company has held the location for 83 years; however, this is the first extensive renovation of the store. The store has been renamed 'The Landmark' and spans 10 floors, with the addition of a rooftop space replacing 1980s office space. To celebrate the re-opening of The Landmark on 28 April, Tiffany & Co will debut new eyewear, watches, and jewellery.

NYC Ballet Theatre's Summer Season

Embrace the passion and excitement as [America's National Ballet Company®](#) returns to the Metropolitan Opera House stage for an incredible 2023 Summer of Love. Immerse yourself in a world of unforgettable stories and audience favorites that will leave you spellbound. Join us from June 22 to July 22 for performances that promise to captivate, inspire, and move your soul. Time is of the essence – secure your tickets now and ensure you don't miss a moment of the magic!



Covid Information and Resources

While New York City is fully open and vaccinations have been a boon to everyday life and local business, Covid-19 remains a reality for all of us. You'll find the most useful and current information for navigating the five boroughs, plus plenty of resources for planning ahead [HERE](#).

About New York City Tourism + Conventions:

New York City Tourism + Conventions is the official destination marketing organisation and convention and visitors bureau for the City of New York, dedicated to maximising travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit nycgo.com.



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