



NYC Travel Trade News - January 2023

Welcome to our first trade newsletter for 2023!

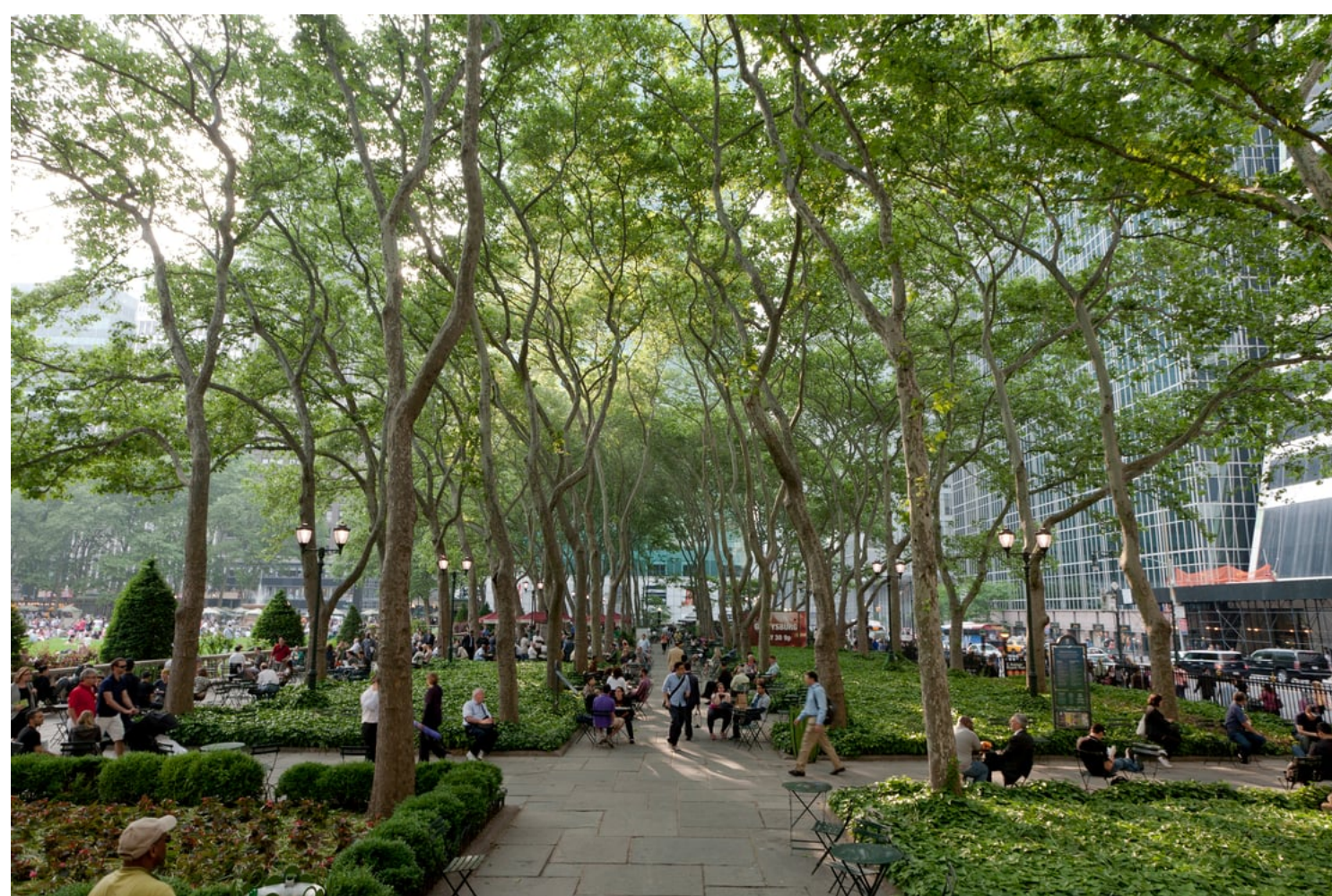
We've had a strong start to the year, and there's so much to look forward to in 2023.

New York City was recently named the [#1 popular destination – United States](#) by Tripadvisor.com as part of their Travellers' Choice Best of the Best Awards and we couldn't agree more!

New York City is truly magical - with endless entertainment options and an abundance of things to see and do, New York City is the perfect destination for any traveller. Whether you're visiting for a weekend or a week, you'll never run out of things to do.

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/>.



23 Reasons We're Looking Forward to 2023

World-class culture, dining, entertainment—find it all in the five boroughs. There's never been a better time to plan your trip. Join us to see what's on the horizon for 2023:

Hip-hop is officially 50 but as energised as ever

This year marks the 50th anniversary of one of the world's great cultural movements—invented, of course, in NYC. Celebrations, concerts, exhibitions and the like will be a big part of the next 12 months; indeed, the mayor announced a [50-event initiative in conjunction with the Universal Hip Hop Museum](#).

MoMA approaches new photography in a new way

Seven artists who "explore the image as a social medium" are this year's choice for MoMA's New Photography (18 May – 16 September), an annual exhibition featuring multiple contemporary photographers. This year the decades-only series turns its focus to specific international art movements, exploring Lagos, Nigeria, through the lens of photographers who have a close link to that city.

A hotel rooftop will be your new favorite place to take pictures

The 38-story boutique Virgin Hotel is set to open in February in NoMad (or Gramercy or Flatiron, if you have a bone to pick with developers). Whether you're booking one of the 460 rooms or a day pass to take a dip in the rooftop pool, this hotel is poised to impress. Have a cocktail at the Sky Lounge with views of the Empire State Building, or head below the hotel to [Swingers](#), a cross between indoor mini golf course and happening nightspot.

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NYC famil spots up for grabs

NYC & Company have partnered up with Air New Zealand on their 'Bound for NYC' campaign and are giving away eight places on an exclusive travel advisor famil to New York City.

Departing in May 2023, the major prize includes return Air New Zealand flights from Australia to New York City, five nights' accommodation and all activities.

Along with the famil trip, Air New Zealand are also giving away four weeks of spot prizes, including 20 Apple AirTags and 20 \$100 Gift Cards.

For a chance to win a spot on the famil or one of the other prizes, agents need to log into [duo](#) (or register if they haven't already) and complete the New York training module. Advisors must then log a valid Air New Zealand booking in their *duo mysales* table to North America between 25 January and 26 February 2023.

Good luck!

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NYC is coming to Australia and New Zealand

NYC & Company along with 8 key members will be coming to Australia and New Zealand for the Visit USA and Brand USA expos in February.

Participating partners are: Arthouse Hotel, Empire State Building, Gray Line CitySightseeing New York, Hotel Beacon, Hudson Yards, New York Hilton Midtown, Rockefeller Center, SUMMIT One Vanderbilt

Come and meet us:

Brisbane Monday 20th February - Hilton Hotel
Melbourne Tuesday 21st February - Pullman on the Park
Sydney Wednesday 22nd February - Luna Park

[REGISTER HERE >](#)

Auckland Monday 27th February - Pullman Hotel

[REGISTER HERE >](#)

What's New in NYC

Broadway in 2023

Where can you find a very contemporary interpretation of a Shakespeare classic (Fat Ham), a live orchestra backing a razor-wielding barber (Sweeney Todd) and an NYC homage with songs by Lin-Manuel Miranda (New York, New York)? Only on Broadway—oh, and in our comprehensive guide to the shows debuting there in the coming months.

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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 NYC & Company:

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