

RESOURCES FOR THE TRAVEL TRADE



**NEW
YORK
CITY**
TOURISM + CONVENTIONS™



RESOURCES

New York City has long been the world's most dynamic and desirable destination, but this is a moment you don't want to miss.

To help you and your clients discover all the latest happenings in the City, check out the resources below. With so much to do, see and learn, this helpful roundup from [our website](#) will ensure a successful experience in NYC.

KNOW THE LATEST

Refer to our [Research](#) for insights on NYC visitation.

START PLANNING

Search our interactive [Product Directory](#) for the latest on various attractions, entertainment venues, tours, hotels, restaurants, transportation options and more.

Sign up for our [Travel Trade Newsletter](#) to get monthly updates delivered to your inbox.

Watch our [Exclusive Webinars](#) for everything you need to know when promoting travel to NYC.

Browse our [Digital Asset Library](#) to source digital images and promotional video footage.

Bookmark our [Attraction Passes](#), for discounts at restaurants, cultural institutions, attractions, theaters, service providers and more.

For an eventful visit to NYC, [Build Your Itinerary](#) with us.

KEEP LEARNING

Our online education program offers exclusive destination knowledge and best-in-class strategies to provide the most authentic experience of the five boroughs for your clients. Explore the all-new [Travel Trade Academy](#).

[Green NYC](#)

The future of sustainable tourism

[Family-Friendly NYC](#)

The world's best immersive learning experience

[Accessible NYC](#)

Striving to accommodate all abilities

[LGBTQ+ NYC](#)

So much more than the birthplace of Pride

[Halal Travel Guide](#)

A guide to Muslim-friendly hotels, must-see attractions, halal dining and more

[The Asian Experience in NYC](#)

A celebration of Asian American heritage in NYC

[The Black Experience in NYC](#)

Celebrating the many facets—and global impact—of NYC's Black community

[The Latino Experience in NYC](#)

A vibrant cultural crossroads from every Latin American country

CONTACT US

NEW YORK CITY TOURISM + CONVENTIONS

Makiko Matsuda Healy
Senior Vice President,
Tourism Market Development
mhealy@nyctourism.com

Robert Beckham
Senior Vice President,
Tourism Market Development
rbeckham@nyctourism.com

Renee Wilson
Director, Tourism Market
Development, Canada & U.S.
rwilson@nyctourism.com

Reginald Charlot
Senior Vice President,
Tourism Market Development
rcharlot@nyctourism.com

Jesus Garcia
Senior Director, Tourism Market
Development, US Hispanic Market,
Latin America and Asia
jgarcia@nyctourism.com

Adriana Bauta
Coordinator,
Tourism Market Development
abauta@nyctourism.com

PARTNERS

Alliance for Downtown New York

Jessica Drucker
Senior Director, Tourism & Hospitality
jdrucker@downtownny.com
downtownny.com

Fotografiska New York

John Bridge
Tourism Sales
jb@travelbeat.co.uk
newyork.fotografiska.com

The Westin New York at Times Square

Sharon Kenny
Senior Sales Executive, Transient Travel
sharon.kenny@westinhotels.com
marriott.com

Brooklyn Nets & Barclays Center

Morgan Munson
Senior Manager, Group Sales
mmunson@bseglobal.net
bseglobal.net

Hyatt Grand Central New York

Nilda Estevez
Director of Sales
nilda.estevez@hyatt.com
hyatt.com

White Rose Experience

Blanca Espinosa
CEO
blanca@whiteroseexperiences.com
whiteroseexperiences.com

Carmine's NYC & Virgil's Real BBQ

July Martinez
Director of Special Events & Catering
jmartinez@carminesnyc.com
alicart.com

Mint House at 70 Pine

Peina Cao
Director of Sales and Marketing
peina@minthouse.com
minthouse.com

Yotel

Trishna Gurung
Director of Leisure Sales
trishna.gurung@yotel.com
yotel.com

Circle Line Sightseeing Cruises

Derek Reyes
Director, Tourism Sales
dreyes@nycl.com
circleline.com

Student & Youth Travel Association

Carylann Assante, CAE
Chief Executive Officer
cassante@syta.org
syta.org

LEARN MORE

Connect with a Destination Expert
and explore more at:
NYCTOURISM.COM/TRAVELTRADE

Fireman Hospitality

Benjamin Maddy
Brand Ambassador
bmaddy@tourismconnectinc.com
thefiremangroup.com

The National September 11 Memorial & Museum

Isaac Pacheco
Senior Director of Sales and
Partnerships
lpacheco@911memorial.org
911memorial.org



HISTORY IS ALWAYS BEING MADE IN NEW YORK CITY



Grand Central Terminal, 1959. Photo: Angelo Rizzuto

**NEW
YORK
CITY**
TOURISM + CONVENTIONS™

From 2025 through 2026, New York City will commemorate both the 250th anniversary of the United States and the 400th anniversary of NYC itself. We're celebrating all the ways New York City has made history—and continues to do so—highlighting the achievements driven by the creativity and resilience of the five boroughs and its people, including the perspectives of marginalized audiences like those of the Indigenous community, women and people of color.

This is your opportunity to craft unique, thematic itineraries that cater directly to travelers' passions—turning their visit into an immersive exploration of a city pivotal to global culture and innovation. Our team is here to help you inspire your clients to experience the vibrant legacy and ongoing reinvention of New York City. Below you'll find just a small sampling of attractions in the five boroughs that are living examples of NYC innovation.

EAT & DRINK

Chelsea Market

Chelsea, Manhattan

Visit a thriving food hall at the edge of the Meatpacking District, located in the former Nabisco factory, where the ever-popular Oreo cookie was invented. You can spot a few vintage Oreo murals on the walls inside.

Hwa Yuan Szechuan

Chinatown, Manhattan

Many Chinese American dishes such as sesame noodles were first introduced in NYC. The original Hwa Yuan was where chef Shorty Tang came up with that recipe, which lives on at his son's new spot.

King Cole Bar

Midtown Manhattan

The Bloody Mary, later renamed the Red Snapper cocktail, was created at this bar in the upscale St. Regis hotel. The bar features a famous mural that was originally installed in the Knickerbocker hotel, itself said to be where the martini was invented.



King Cole Bar. Courtesy, The St. Regis New York

Neir's Tavern

Woodhaven, Queens

The Queens bar and restaurant traces its origins back to the early 1800s, making it the oldest such spot in the City. Movie buffs, take note: Martin Scorsese filmed scenes from *Goodfellas* here.

Peter Luger

Williamsburg, Brooklyn

The iconic steakhouse, founded by a German immigrant whose nephew was the cook, has been serving since the 1880s and was the among the batch of restaurants that were the first in the US to be awarded Michelin stars in 2006.

Russ & Daughters

Lower East Side, Manhattan

One the few remaining Jewish appetizing shops started as an early 1900s pushcart on the Lower East side before becoming the beloved cream cheese, smoked fish and babka institution it is—one that is still family owned.



Russ & Daughters. Photo: Matthew Penrod



Brooklyn Museum. Photo: Julienne Schaefer

MUSIC & ART

Brooklyn Museum

Prospect Heights, Brooklyn

This cultural magnet grew out of a library and arts institute founded 200 years ago and has been making history since, showing trailblazing exhibits of Black, feminist and contemporary art.

Hush Tours

Morris Heights, Bronx

Get a taste of hip-hop's origins on a guided bus trek led by a hip-hop star; among the Bronx locations is the place where DJ Kool Herc laid down the first breakbeat and launched a worldwide cultural movement.

Louis Armstrong House Museum

Corona, Queens

See exhibits and visit the home of jazz great Louis Armstrong at this Queens complex, which preserves the house where he and his wife lived out their later years.

MacDougal Street

Greenwich Village, Manhattan

On one short Greenwich Village block of this street are Cafe Wha?, which Bob Dylan played on his arrival to the City in 1961; Comedy Cellar, where famous stand-ups have been getting their start since the 1980s; and Caffe Reggio, former hangout of Beat writer Jack Kerouac.

St. George Theatre

St. George, Staten Island

This century-old Staten Island venue has played host to famous vaudeville acts, served as a glorious movie theater and was the site of numerous Tony Bennett concerts in his later years.

SPORTS

Flushing Meadows Corona Park

Flushing, Queens

Site of historic victories by Arthur Ashe, Billie Jean King and, more recently, Novak Djokovic, the US Open tennis championships are held at summer's end each year in a stadium in this Queens park.

Jackie Robinson Museum

Hudson Square, Manhattan

Find displays about the first Black player in Major League Baseball, who plied his trade for the Brooklyn Dodgers in now-demolished Ebbets Field and continued a life of social activism after retirement.

Van Cortlandt Park

Riverdale, Bronx

The expansive outdoor space in the Bronx holds the oldest public golf course in the United States as well as dedicated fields for regular cricket league matches.

Yankee Stadium

South Bronx

Take a tour of—or better yet, see a game at—the home to the 27-time World Series champion New York Yankees. Its open-air Monument Park celebrates team greats such as one-time home run king Babe Ruth and the lone player unanimously elected to the Baseball Hall of Fame, Mariano Rivera.



Courtesy, New York Yankees

CULTURE & COMMUNITY

Alice Austen House Museum

Rosebank, Staten Island

Visit the centuries-old former home of pioneering photographer Alice Austen, who lived here with her partner, Gertrude Tate, and for more than half a century captured intimate relationships between women well before society's acceptance.

Apollo Theater

Harlem, Manhattan

Catch a performance at this touchstone for Black culture, where it seems there's no end to the number of famous acts, from Billie Holiday to Alicia Keys, who made their names here.

Casa Amadeo

Longwood, Bronx

The Bronx's unassuming vinyl shop just happens to be the oldest continually running record store in the City and has been propelling the Latin American music scene since the 1940s.



Casa Amadeo. Photo: Maridelis Morales Rosado

The Stonewall Inn

Greenwich Village, Manhattan

Come for drinks at this Village mainstay, where a 1969 raid inspired protests that kicked off the modern LGBTQ+ rights movement; the adjacent park is also part of Stonewall National Monument.

Weeksville Heritage Center

Crown Heights, Brooklyn

Free Black communities proliferated in the 1800s in the City; the center preserves one such area, giving tours of the intact Hunterfly Road Houses that remain.



Macy's Herald Square. Photo: Joe Buglewicz

FASHION

Macy's Herald Square

Midtown Manhattan

The oldest department store in NYC is also the host of, and final stop for, the long-running Thanksgiving Day Parade. Discover what's said to be the world's largest shoe floor inside, along with working wooden escalators of yesteryear.

Manic Panic

Long Island City, Queens

Two sisters opened the hair-color emporium, America's first punk store, in the 1970s in the East Village; it lives on, with the same owners, in Queens' Long Island City.

The Museum at FIT

Chelsea, Manhattan

The Fashion Institute of Technology makes a great pilgrimage for seeing exhibits of trends in clothing both recent and dating back centuries. The school itself has produced noted graduates in the field such as Calvin Klein and Nina Garcia.

Schott

Soho, Manhattan

On the edge of Soho, this shop has been outfitting fashionable folks—including pop-culture stars such as Marlon Brando and Joey Ramone—with leather jackets since the early 1900s.



Coney Island. Photo: Brittany Petronella

CLASSIC NYC

Bronx Zoo

Fordham, Bronx

The largest urban zoo in the US was also the first to build an animal hospital on-site.

Coney Island

Coney Island, Brooklyn

There's no better place for warm-weather fun than Brooklyn's Coney Island, which debuted the first roller coaster in America in 1884, still has century-old vintage rides such as the Cyclone and Wonder Wheel, and hosts the world's most famous hot-dog-eating contest.

Manhattan's Observatories

Various neighborhoods

See the skyline's evolution from an observatory: Empire State Building (which for decades was the tallest building in the world), Top of the Rock, One World Trade Center, Edge and SUMMIT One Vanderbilt provide the views.

Museum of the Moving Image

Astoria, Queens

Among the many displays paying homage to the City's cinematic past is one dedicated to Jim Henson, who populated the NYC world of *Sesame Street* with his Muppet creations.

The New York Chinese Scholar's Garden

Randall Manor, Staten Island

This nature haven in Staten Island's Snug Harbor is one of only two "authentic, classical outdoor Chinese gardens" stateside, according to its literature.

Find More Inspiration at
business.nyctourism.com

