

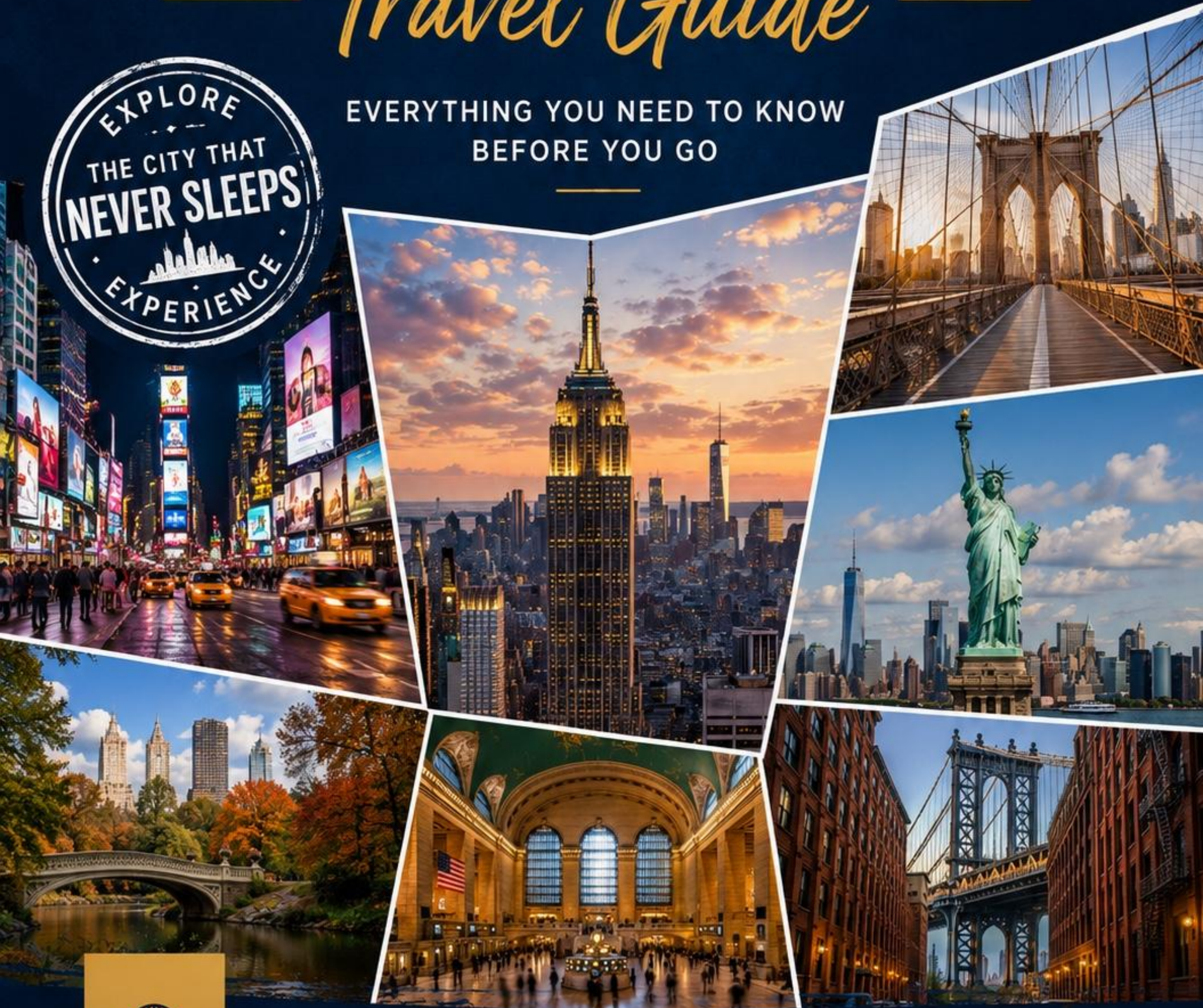
VELVET  ATLAS

NEW YORK CITY

Travel Guide



EVERYTHING YOU NEED TO KNOW
BEFORE YOU GO



DOWNLOAD
EDITION

VELVET
— ATLAS —

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velvetatlasmedia.com



TOP ATTRACTIONS



LOCAL TIPS



HIDDEN GEMS



Welcome to THE CITY THAT NEVER SLEEPS



There are few places on Earth as instantly recognizable as New York City. Towering skyscrapers, world-famous landmarks, legendary food, and a culture unlike anywhere else combine to create one of the most exciting destinations on the planet.

Whether you're visiting for a weekend or planning a longer adventure, New York City offers something for everyone. From Broadway shows and iconic museums to hidden neighborhoods and unforgettable skyline views, every corner of the city tells a story.

This Velvet Atlas Travel Guide was created to help you experience the very best of New York City. Use it alongside our **New York City in 6 Minutes** video to plan your trip, discover hidden gems, and make the most of your time in one of the world's greatest cities.



ATLAS TIP

Use the subway like a local.

It's fast, affordable, and the best way to explore the entire city.





QUICK FACTS & SPORTS



QUICK FACTS



COUNTRY
United States of America



POPULATION
8.5 Million+



CURRENCY
United States Dollar (USD)



LANGUAGE
English



TIME ZONE
Eastern Time (ET)



BEST TIME TO VISIT
Spring (April–June)
Fall (September–November)



AIRPORTS
• JFK International Airport
• LaGuardia Airport (LGA)
• Newark Liberty International Airport (EWR)



TRANSPORTATION
• Subway
• Taxi
• Walking
• Ferry
• Citi Bike



BOROUGHS
• Manhattan
• Brooklyn
• Queens
• The Bronx
• Staten Island



NICKNAMES
• The Big Apple
• The City That Never Sleeps
• Gotham

PROFESSIONAL SPORTS

NFL

- New York Giants
- New York Jets

MLB

- New York Yankees
- New York Mets

NBA

- New York Knicks
- Brooklyn Nets

WNBA

- **New York Liberty**
 - Home Arena: Barclays Center
 - Founded: 1997
 - WNBA Champions
 - One of the league's flagship franchises

NHL

- New York Rangers
- New York Islanders

PWHL

- **New York Sirens**
 - Home Arena: Prudential Center
 - Member of the Professional Women's Hockey League (PWHL)

MLS

- New York City FC
- New York Red Bulls

NWSL

- **NJ/NY Gotham FC**
 - Represents both New York & New Jersey
 - Home Stadium: Sports Illustrated Stadium
 - NWSL Champions



ATLAS TIP

Catch a game if you can.

New York sports are woven into the city's identity. Whether it's Yankees baseball in the Bronx, a Knicks game at Madison Square Garden, or a Rangers hockey game under the bright lights of Manhattan, experiencing a live game is one of the best ways to feel the city's energy.

STATEN ISLAND



FERRY



SUBWAY



TAXI'S





TOP 10 THINGS TO DO



1 STATUE OF LIBERTY

The symbol of freedom and one of America's most iconic landmarks.



2 CENTRAL PARK

843 acres of green space in the middle of Manhattan.



3 TIMES SQUARE

Bright lights, giant screens, and nonstop energy.



4 BROOKLYN BRIDGE

One of the most famous bridges in the world.



5 BROADWAY

World-class theater performances.



6 EMPIRE STATE BUILDING

Iconic observation deck views.



7 GRAND CENTRAL TERMINAL

Historic architecture and hidden secrets.



8 WALL STREET

The center of global finance.



9 ONE WORLD OBSERVATORY

Amazing skyline views.



10 THE HIGH LINE

A unique elevated park built on old rail lines.





THE FIVE BOROUGHES



New York City is made up of five unique boroughs, each with its own personality, culture, history, and attractions. Together, Manhattan, Brooklyn, Queens, The Bronx, and Staten Island create one of the most diverse and exciting urban destinations in the world. From the towering skyscrapers of Manhattan and the artistic neighborhoods of Brooklyn to the international cuisine of Queens, the rich history of The Bronx, and the waterfront charm of Staten Island, every borough offers visitors a completely different experience.

What makes New York City truly special is that no two neighborhoods feel exactly alike. A short subway ride can transport you from the bright lights of Times Square to a quiet residential street lined with historic brownstones, or from world-famous museums to hidden local restaurants serving cuisine from every corner of the globe. Exploring all five boroughs provides a deeper understanding of the city and reveals why New York continues to inspire millions of visitors from around the world every year.



1 MANHATTAN

The heart of tourism and business.

HOME TO:

- Times Square
- Broadway
- Central Park
- Empire State Building
- Wall Street



2 BROOKLYN

Creative, trendy, and packed with culture.

HOME TO:

- Brooklyn Bridge
- DUMBO
- Williamsburg
- Coney Island



3 QUEENS

One of the most diverse places on Earth.

HOME TO:

- Flushing Meadows
- Citi Field
- JFK Airport
- LaGuardia Airport



4 THE BRONX

Home of the Yankees.

HOME TO:

- Yankee Stadium
- Bronx Zoo
- New York Botanical Garden



5 STATEN ISLAND

Relaxed and scenic.

HOME TO:

- Staten Island Ferry
- Historic Richmond Town
- Waterfront Views





PERFECT 3-DAY ITINERARY



Short on time? This perfect 3-day itinerary covers the must-see sights, iconic landmarks, and unforgettable experiences that make New York City the greatest city in the world.



DAY ONE

- 1 Times Square**
Experience the bright lights and energy of the crossroads of the world.
- 2 Rockefeller Center**
Explore iconic landmarks and enjoy the famous ice skating rink (in season).
- 3 Top of the Rock**
Stunning 360° views of the Manhattan skyline from the Top of the Rock Observation Deck.
- 4 Broadway Show**
Catch a world-class performance in the heart of the Theater District.
- 5 Fifth Avenue**
Shop luxury brands and explore one of the world's most famous streets.



DAY TWO

- 1 Statue of Liberty**
Take the ferry and visit this symbol of freedom and democracy.
- 2 Ellis Island**
Explore the Immigration Museum and learn the stories of millions of newcomers.
- 3 Wall Street**
Walk through the heart of the financial district.
- 4 9/11 Memorial**
Pay your respects at the National September 11 Memorial & Museum.
- 5 Brooklyn Bridge**
Walk or bike across for breathtaking views of the skyline.
- 6 DUMBO**
Enjoy cobblestone streets, great views, and trendy waterfront vibes.



DAY THREE

- 1 Central Park**
Take a stroll, rent a bike, or relax in this iconic green oasis.
- 2 Metropolitan Museum of Art**
One of the world's largest and most renowned art museums.
- 3 Museum of Natural History**
Discover fascinating exhibits and the legendary dinosaur halls.
- 4 Empire State Building**
Visit this Art Deco icon in the heart of Midtown.
- 5 Sunset Observation Deck**
End your day with unforgettable views of the city as the sun goes down.



THE BEST PIZZA

in New York City

From iconic slice shops to modern pizzerias pushing the limits, New York City is home to some of the best pizza in the world.

1 JOE'S PIZZA

BEST OVERALL CLASSIC NYC SLICE

Froinded in 1975, Joe's is what most people picture when they think of New York pizza.



WHY VISIT

- ✓ Thin crust
- ✓ Foldable slices
- ✓ Perfect balance of sauce and cheese
- ✓ True New York experience



ATLAS ORDER:
PLAIN CHEESE SLICE

2 L'INDUSTRIE PIZZERIA

BEST MODERN PIZZA SPOT

L'Industrie has exploded in popularity and is frequently ranked among the best pizzas in America.



WHY VISIT

- ✓ Incredible crust
- ✓ High-quality ingredients
- ✓ Huge local following



ATLAS ORDER:
BURRATA SLICE

3 PRINCE STREET PIZZA

BEST SICILIAN SLICE

Famous for its thick square slices loaded with crispy pepperoni.



WHY VISIT

- ✓ Unique style
- ✓ Crispy edges
- ✓ Massive flavor



ATLAS ORDER:
SPICY SPRING SLICE

HONORABLE MENTIONS

LUCALI

A legendary Brooklyn pizzeria often considered one of the best pizza restaurants in America.



JOHN'S OF BLEECKER STREET

One of New York City's oldest and most beloved coal-fired pizzerias.



SCARR'S PIZZA

A modern classic known for fresh ingredients and authentic New York slices.



DI FARA PIZZA

A Brooklyn institution famous for handcrafted pies and decades of pizza-making tradition.



ATLAS
TIP

If you're only trying one pizza while visiting New York City, go to Joe's Pizza for the classic New York experience. If you're a serious pizza lover, visit all three top spots and discover just how different a New York slice can be.



THE BEST
BAGELS
— in New York City —

New York bagels are world-famous for a reason. From hand-rolled classics to creative new favorites, here are the must-visit spots for the perfect bite.

1 BEST OVERALL
BEST BAGEL & COFFEE

WHY IT'S FAMOUS:

- Huge hand-rolled bagels
- Excellent texture and chew
- Consistently ranked among NYC favorites
- Great classic breakfast sandwiches



ORDER:
Everything Bagel with
Scallion Cream Cheese

2 BEST CLASSIC
ESS-A-BAGEL

WHY IT'S FAMOUS:

- Massive traditional New York bagels
- Legendary lox and cream cheese combinations
- Frequently appears on “best bagel” lists



ORDER:
Everything Bagel with
Nova Lox

3 BEST NEIGHBORHOOD
TOMPKINS SQUARE BAGELS

WHY IT'S FAMOUS:

- Hand-rolled and kettle-boiled
- Creative cream cheese flavors
- Local favorite that has grown into a NYC institution



ORDER:
Everything Bagel with
Bacon Scallion Cream Cheese

HONORABLE MENTIONS

RUSS & DAUGHTERS
Best lox experience.



APOLLO BAGELS
One of the hottest newer bagel shops in the city.



MURRAY'S BAGELS
Traditional oversized NYC bagels.



TAL BAGELS
A longtime Upper East Side favorite.



ATLAS TIP

New York bagels are meant to be enjoyed fresh. For the best experience, go early, especially on weekends, when the top bagel shops can have lines out the door!



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THE BEST

CHEESECAKE

— in New York City —



New York City is famous for many foods, but few desserts are as iconic as New York cheesecake. Rich, creamy, and endlessly debated, cheesecake has become a symbol of the city's culinary culture. These are the spots that belong on every dessert lover's bucket list.

1

EILEEN'S SPECIAL
CHEESECAKE

BEST OVERALL



- WHY GO**
- Light, creamy texture
 - Not overly sweet
 - More than 40 years of cheesecake history
 - Frequently cited as one of NYC's best cheesecakes

ATLAS ORDER:

Classic Plain Cheesecake
or Strawberry Cheesecake

2

JUNIOR'S
RESTAURANT & BAKERY

MOST ICONIC NYC CHEESECAKE



- WHY GO**
- The classic New York-style cheesecake
 - Famous sponge cake crust
 - A New York institution since 1950
 - Often considered the benchmark against which all NYC cheesecakes are judged.

ATLAS ORDER:

Original New York Cheesecake

3

VENIERO'S

BEST OLD-SCHOOL
ITALIAN CHEESECAKE



- WHY GO**
- Historic bakery dating back to 1894
 - Rich Italian influence
 - Excellent traditional cheesecake and pastries
 - A favorite stop in the East Village.

ATLAS ORDER:

Traditional New York Cheesecake
with an Espresso

WHY NYC CHEESECAKE IS DIFFERENT

What separates New York cheesecake from other styles is its dense yet creamy texture, rich flavor, and simple ingredients. Traditional recipes rely heavily on cream cheese and eggs, creating a dessert that is both indulgent and unmistakably New York.



ATLAS TIP

Don't rush through your cheesecake experience. Grab a slice, find a seat, order a coffee, and slow down for a few minutes. Some of the best travel memories are made during moments when you're simply enjoying a local favorite and watching the city pass by.



THE BEST PASTRAMI SANDWICHES

— in New York City —

Stacked high. Hand-carved. Unforgettable. New York City is home to some of the greatest pastrami sandwiches in the world. These iconic delis serve up legendary flavor and tradition in every single bite.



NYC
— DELI —
LEGENDS
★★★

1 KATZ'S DELICATESSEN

📍 LOWER EAST SIDE

THE MOST FAMOUS PASTRAMI SANDWICH
IN NEW YORK CITY



WHY GO:

- ✓ The most famous pastrami sandwich in NYC
- ✓ Open since 1888
- ✓ Hand-carved pastrami piled high on rye bread
- ✓ Historic Lower East Side institution



ATLAS ORDER:

Pastrami on Rye with Mustard

2 PASTRAMI QUEEN

📍 UPPER EAST SIDE

CLASSIC JEWISH DELI EXPERIENCE



WHY GO:

- ✓ Classic Jewish deli experience
- ✓ Outstanding hot pastrami
- ✓ Local favorite for decades
- ✓ Authentic New York atmosphere



ATLAS ORDER:

Hot Pastrami on Rye

3 SARGE'S DELICATESSEN

📍 MIDTOWN EAST

BEST OVERSIZED SANDWICH



WHY GO:

- ✓ Massive portions
- ✓ Traditional NYC deli atmosphere
- ✓ Excellent pastrami and corned beef
- ✓ Great Midtown location



ATLAS ORDER:

Hot Pastrami with Russian Dressing

★ HONORABLE MENTIONS ★

4 2ND AVE DELI

📍 MURRAY HILL



- ✓ Famous kosher-style deli
- ✓ Traditional recipes
- ✓ One of NYC's most respected delis



ATLAS ORDER:

Classic Pastrami Sandwich

5 DAVID'S BRISKET HOUSE

BROOKLYN



- ✓ Hidden gem
- ✓ Less touristy
- ✓ Incredible value



ATLAS ORDER:

Pastrami on Rye

6 LIEBMAN'S DELI

📍 THE BRONX



- ✓ Old-school neighborhood deli
- ✓ Family-owned
- ✓ Authentic New York experience



ATLAS ORDER:

Pastrami Reuben

7 FRANKEL'S DELICATESSEN

GREENPOINT, BROOKLYN



- ✓ Modern Jewish deli
- ✓ Excellent smoked meats
- ✓ Great atmosphere



ATLAS ORDER:

Pastrami, Egg & Cheese

WHY NYC PASTRAMI IS LEGENDARY

New York pastrami begins with beef brisket that is cured, seasoned, smoked, and steamed until tender. The result is a rich, flavorful sandwich that has become one of the city's signature foods. For more than a century, Jewish delis have helped shape New York's culinary identity, making the pastrami sandwich a must-try experience for visitors.



ATLAS TIP

Don't be intimidated by the size of a real New York pastrami sandwich. Most are large enough to share, and many locals split one sandwich while saving room for cheesecake afterward.



STREET CART FOOD: THE TASTE OF NEW YORK CITY

Few experiences are more authentically New York than grabbing a meal from a street cart. While the city is home to thousands of restaurants, some of its most memorable food can be found on a busy sidewalk corner surrounded by the sounds of traffic, conversation, and the ever-present hum of the city.

Street food has been a part of New York City's culture for generations. Today, food carts and food trucks serve everything from traditional hot dogs and soft pretzels to world-famous halal platters, tacos, falafel, and international specialties from nearly every corner of the globe. For locals, these carts offer a quick and affordable meal. For visitors, they're an opportunity to experience the city like a true New Yorker.



★ THE HALAL CART PHENOMENON

No discussion of New York City street food would be complete without mentioning the famous halal carts. Found throughout Manhattan and the outer boroughs, these carts serve generous portions of chicken, lamb, gyro meat, rice, salad, and pita bread topped with signature white sauce and hot sauce.

What began as a convenient meal option for taxi drivers has evolved into one of New York City's most iconic food experiences. Today, long lines often form around the city's most popular halal carts, with visitors and locals alike waiting for a taste.



🌭 THE CLASSIC NEW YORK HOT DOG

The humble hot dog remains one of the city's most recognizable street foods. Whether purchased from a cart in Central Park, near Times Square, or along Fifth Avenue, a New York hot dog is a simple but timeless tradition.

Served with mustard, sauerkraut, onions, or relish, these classic "dirty water dogs" have become a symbol of the city itself. While they may not be gourmet cuisine, they are an essential part of the authentic New York experience.



🥨 SOFT PRETZELS AND ROASTED NUTS

Another iconic New York street snack is the soft pretzel. Warm, salty, and easy to enjoy while exploring the city, pretzels can be found on countless street corners throughout Manhattan and beyond.

Many carts also sell roasted nuts, filling the air with the irresistible aroma of cinnamon-glazed almonds, cashews, and pecans. Walking through Midtown and catching the scent of freshly roasted nuts is a memory many visitors associate with New York City.



🌐 FOOD FROM AROUND THE WORLD

One of the reasons New York City's street food scene is so unique is its diversity. Depending on where you are in the city, you may find:

- Tacos and quesadillas
- Caribbean specialties
- Venezuelan arepas
- Falafel and shawarma
- Indian street food
- Fresh fruit and smoothies
- Korean barbecue
- Greek gyros



★ ATLAS TIP

Don't automatically choose the cart with the shortest line. In New York City, long lines often indicate fresh food, fast turnover, and a loyal local following. If you see office workers, construction crews, and local residents lining up at a cart, you're probably about to have a great meal.



Whether you're grabbing a halal platter after a day of sightseeing, enjoying a hot dog while walking through Central Park, or trying a specialty dish from a neighborhood food truck, New York City's street carts offer a delicious glimpse into the energy, diversity, and culture that make the city one of the world's greatest food destinations.



BEST PHOTO LOCATIONS



★ Capture unforgettable memories in the world's most photographed city. ★

1 BROOKLYN BRIDGE



2 DUMBO



3 TOP OF THE ROCK



4 EMPIRE STATE BUILDING



5 ONE WORLD OBSERVATORY



6 CENTRAL PARK



7 STATEN ISLAND FERRY



8 TIMES SQUARE



ATLAS TIP

The best photos often come early in the morning or right before sunset. Try to arrive early to avoid crowds and get the best light!



HIDDEN GEMS

★ UNIQUE PLACES. LOCAL FAVORITES. UNFORGETTABLE EXPERIENCES. ★



1 ROOSEVELT ISLAND TRAM

One of the best skyline views in NYC.



2 LITTLE ISLAND

A floating park unlike anything else.



3 MORGAN LIBRARY

A hidden architectural masterpiece.



4 BROOKLYN HEIGHTS PROMENADE

Arguably the best skyline view in New York.



5 GREENWICH VILLAGE

Historic streets and local charm.



ATLAS TIP

Some of New York City's most memorable experiences are found off the beaten path. Explore beyond the usual spots and discover the city's best-kept secrets.



NYC FINE DINING HALL OF FAME

★ NYC's -
THREE-STAR
RESTAURANTS

★ ★ ★

- Eleven Madison Park
- Jungsik
- Le Bernardin
- Per Se
- Sushi Sho

★ THE 10 MOST ICONIC FINE DINING RESTAURANTS IN NEW YORK CITY ★



1 LE BERNARDIN

The Seafood Legend
Chef Eric Ripert's iconic restaurant has been setting the standard for seafood excellence for decades.

KNOWN FOR:

- Three Michelin Stars
- World-class seafood
- Impeccable service
- Elegant tasting menus



2 PER SE

The Ultimate New York Tasting Menu
Located overlooking Columbus Circle, Per Se is Chef Thomas Keller's East Coast masterpiece.

KNOWN FOR:

- Three Michelin Stars
- Nine-course tasting menus
- Exceptional wine pairings
- Luxurious dining experience



3 ELEVEN MADISON PARK

New York's Most Famous Fine Dining Experience
One of the most influential restaurants in modern culinary history.

KNOWN FOR:

- Three Michelin Stars
- Plant-based tasting menu
- Innovative presentation
- Global recognition



4 ATOMIX

Modern Korean Excellence
Frequently ranked among the best restaurants in the world.

KNOWN FOR:

- Contemporary Korean cuisine
- Intimate chef-led experience
- Artistic presentation
- Difficult reservations



5 JUNGSIK

Korean Fine Dining Pioneer
A trailblazer that helped bring modern Korean cuisine to the fine dining spotlight.

KNOWN FOR:

- Three Michelin Stars
- Creative tasting menus
- Elegant atmosphere
- Signature octopus dishes



6 JEAN-GEORGES

Timeless New York Luxury
A Michelin-starred institution overlooking Central Park.

KNOWN FOR:

- French-inspired cuisine
- Exceptional service
- Classic fine dining atmosphere
- Celebrity clientele



7 DANIEL

Classic French Elegance
One of New York City's most iconic fine dining destinations.

KNOWN FOR:

- Refined French cuisine
- Grand dining room
- Exceptional wine list
- White-tablecloth luxury



8 THE MODERN

Art Meets Cuisine
Located inside the Museum of Modern Art.

KNOWN FOR:

- Michelin-starred dining
- Modern American cuisine
- Garden views
- Sophisticated atmosphere



9 CARBONE

The Celebrity Favorite
Perhaps the hottest reservation in New York City.

KNOWN FOR:

- Upscale Italian-American cuisine
- Legendary spicy rigatoni vodka
- Celebrity sightings
- Old-school glamour



10 CHEF'S TABLE AT BROOKLYN FARE

The Ultimate Culinary Experience
An intimate chef's counter offering one of the city's most exclusive tasting menus.

KNOWN FOR:

- Multi-course tasting menu
- Interactive chef experience
- Extremely limited seating
- World-class ingredients

 **ATLAS TIP**

Many of New York City's most famous fine dining restaurants book out weeks or even months in advance. If there's a restaurant on your bucket list, make reservations as early as possible—especially during spring, fall, and the holiday season.



HOW MUCH DOES A TRIP COST?

New York City can fit any budget. Whether you're travelling on your own, with friends, or planning a luxurious getaway, here's a general breakdown of what you can expect to spend per day.



BUDGET TRAVELER

\$100–200/day



Hostels



Subway



Street Food



BEST FOR

Backpackers, students, and travelers looking to experience NYC on a budget.



MID-RANGE TRAVELER

\$250–500/day



Hotels



Restaurants



Major Attractions



BEST FOR

Couples, families, and travelers who want comfort and convenience.



LUXURY TRAVELER

\$750+ /day



Luxury Hotels



Fine Dining



Private Tours



BEST FOR

Travelers seeking premium experiences and personalized service.



ATLAS TIP

Prices can vary depending on the season, events, and your personal travel style. Booking in advance, using the subway, and eating like a local can help you make the most of your budget.



★ No matter your budget, New York City is always worth it. ★

★ VELVET ATLAS ★ PRO TIPS



WEAR COMFORTABLE SHOES

You'll walk more than you expect.



USE THE SUBWAY

Fastest transportation option.



VISIT ATTRACTIONS EARLY

Avoid crowds.



LOOK BEYOND MANHATTAN

Brooklyn and Queens are incredible.

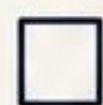


LEAVE TIME TO WANDER

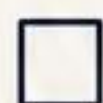
The best NYC experiences are often unplanned.



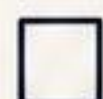
NEW YORK CITY BUCKET LIST



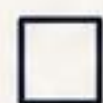
Walk across Brooklyn Bridge



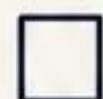
See Times Square at Night



Visit the Statue of Liberty



Watch a Broadway Show



Eat New York Pizza



Explore Central Park



Ride the Staten Island Ferry



Visit the Empire State Building



Experience Grand Central Terminal



Watch a New York Sports Team



★ *New York City is not just a destination, it's an experience.* ★

EXPLORE IT. LOVE IT. REMEMBER IT.





VELVET ATLAS

EXPLORE. EXPERIENCE. REMEMBER.

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★ THANK YOU FOR EXPLORING NEW YORK CITY WITH US! ★