



Local
Next

New York

Travel Guide





What is *Local Next?*

Local Next is where the future of local media takes shape. At a moment when audiences, channels, and platforms are more fragmented than ever, the opportunity for local has never been greater. With locally targeted CTV projected to surpass linear local TV at \$17B this year*, local media companies are redefining how they connect communities and drive results.



As the only operating system built for local, Madhive streamlines the work of sellers, planners, and ad ops teams by cutting through friction, connecting workflows, and unlocking smarter, hyperlocal media plans—empowering local sellers to operate more efficiently, close bigger deals, and drive measurable growth across their markets.

Local Next brings that mission to life—sparking innovation and collaboration through events, partnerships, and conversations that move the industry forward.

Driving *Local* Innovation



Local media is the heartbeat of every community. Local Next celebrates that role, fuels new ideas, and helps equip local media to win today—and shape what's next. And because innovation starts with connection, we created this NYC travel guide—packed with our favorite local spots beyond the tourist path—as a way to welcome you to Local Next and everything it stands for.



TATIANA, LINCOLN CENTER

One of the city's buzziest restaurants, Tatiana celebrates Afro-Caribbean and New York flavors with creativity and flair. Chef Kwame Onwuachi reimagines dishes inspired by his Bronx upbringing, pairing bold flavors with a sleek, modern setting at Lincoln Center.

OSTERIA NONNINO, WEST VILLAGE

A hidden gem in the West Village, this family-owned Italian spot offers warmth, charm, and some of the most satisfying pasta in the city. It's beloved for its intimate vibe, neighborhood feel, and consistently delicious dishes.



WHERE TO EAT NYC



HANGAWI, KOREATOWN

For a transportive dining experience, Hangawi delivers serene traditional Korean vegetarian and vegan cuisine. Guests remove their shoes before dining, and the restaurant's tranquil, temple-like setting is as memorable as the food.



THE NINES, NOHO

Swanky and stylish, The Nines is part restaurant, part lounge, known for its live music and plush, supper-club atmosphere. Come here for cocktails, elevated small plates, and a glamorous night out.



UNION SQUARE CAFE, GRAMERCY

A New York institution from Danny Meyer, Union Square Cafe combines classic hospitality with seasonal, market-driven dishes. It's both upscale and approachable — a must-visit for travelers who want a taste of timeless New York dining.

LOS TACOS NO. 1, CHELSEA MARKET

Beloved by locals and tourists alike, Los Tacos No. 1 serves up some of the city's best authentic Mexican street-style tacos. The no-frills setup and always-packed counters prove that simple, perfectly executed food is what wins in New York.



DRINKS



MACE, GREENWICH VILLAGE

Consistently ranked among the world's best bars, Mace offers inventive cocktails built around spices from across the globe. It's a stylish yet approachable destination where every drink feels like a passport stamp.



MARTINY'S, UNION SQUARE

Housed in a historic carriage house, Martiny's is intimate, refined, and famous for its martinis. The Japanese-inspired cocktail program and meticulous presentation make it a destination for serious cocktail lovers.



EAR INN, HUDSON SQUARE

Dating back to 1817, the Ear Inn is one of the oldest bars in New York City. With creaky floors, vintage charm, and a laid-back vibe, it's a cozy pub steeped in history — perfect for a pint and conversation.



BRANDY LIBRARY, TRIBECA

A sophisticated lounge with floor-to-ceiling shelves of rare spirits, Brandy Library is an aficionado's dream. Its quiet elegance, expert staff, and extensive selection of whiskey and brandy make it ideal for an upscale nightcap.



EMPIRE ROOFTOP, UPPER WEST SIDE

Perched atop the Empire Hotel, this rooftop bar offers panoramic views of Lincoln Center and the Upper West Side. With its lively atmosphere and open-air terrace, it's a quintessential New York spot for cocktails with a view.



EXPERIMENTAL COCKTAIL CLUB, FLATIRON

A modern speakeasy with underground vibes and retro flourishes, Experimental Cocktail Club delivers inventive drinks in a moody, stylish setting. It's the kind of place where every cocktail feels like a discovery.





SOUTH STREET, SEAPORT

A historic neighborhood on the East River, South Street Seaport blends cobblestone streets with a lively mix of shops, restaurants, and cultural venues. It's a perfect place to stroll, take in waterfront views, and experience the old-meets-new spirit of downtown Manhattan.

PLACES TO VISIT



TENEMENT MUSEUM, LOWER EAST SIDE

This fascinating museum brings immigrant stories to life through restored apartments and guided tours that showcase how families lived in New York from the 19th to 20th centuries. It's an immersive, moving experience that connects history to the present day.



BUTTERFIELD MARKET, UPPER EAST SIDE

More than just a market, Butterfield is an Upper East Side institution known for gourmet food, prepared meals, and local charm. It's a great stop to grab provisions, discover specialty items, or simply soak in a slice of neighborhood life.

CHELSEA HOTEL, CHELSEA

An icon of art and counterculture, the Chelsea Hotel has been home to writers, musicians, and artists for over a century. Now beautifully restored, it's worth visiting for its historic aura, eclectic past, and the chance to enjoy its restaurant or bar in an atmosphere thick with creative legend.



THE ELEVATED ACRE, FINANCIAL DISTRICT

A tucked-away rooftop park hidden between skyscrapers, offering rare peace, greenery, and great views of the East River. Perfect for a quiet moment above the city bustle.





MMUSEUM, CHINATOWN

This tiny museum housed in a former freight elevator features rotating exhibits of curious everyday objects. It's quirky, unexpected, and a true slice of New York creativity.

JEFFERSON LIBRARY, WEST VILLAGE

Once a courthouse in the 19th century, this Gothic Revival building now serves as a public library. Its architecture is striking, and the tower feels like stepping into another era.



THE CLOISTERS, FORT TRYON PARK

Part of the Met, this medieval-style museum overlooks the Hudson River and feels worlds away from Midtown. The gardens, tapestries, and architecture are both serene and stunning.





GREEN-WOOD CEMETERY, PROSPECT PARK

Not just a resting place, Green-Wood is a National Historic Landmark filled with rolling hills, elaborate mausoleums, and incredible views of the Manhattan skyline. A peaceful and contemplative place to wander.

BUSHWICK COLLECTIVE STREET ART, BUSHWICK

An outdoor gallery of murals and graffiti by artists from around the world, the Bushwick Collective turns blocks of industrial Brooklyn into a vibrant open-air museum.



Local Next

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