NYC & COMPANY TALKS: RECOVERY READY – MARKET UPDATE, INTERNATIONAL TRAVEL & GLOBAL TOURISM CAMPAIGN

OCTOBER 19, 2021
CHARLES FLATEMAN
CHAIRMAN
NYC & COMPANY
FRED DIXON
PRESIDENT AND CEO
NYC & COMPANY
5-YEAR VISITOR FORECAST NYC TOTAL TRAVEL

Total Visitors – October 2021 Forecast (millions)

- 2019: 66.6
- 2020: 22.3
- 2021: 34.6
- 2022: 57.9
- 2023: 65.7
- 2024: 70.4
- 2025: 72.4

Source: NYC & Company/Tourism Economics
5-YEAR VISITOR FORECAST: OCTOBER COMPARED TO JUNE OUTLOOK

Millions of Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>June Forecast</th>
<th>October Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>36.1</td>
<td>34.6</td>
</tr>
<tr>
<td>2022</td>
<td>58.9</td>
<td>57.9</td>
</tr>
<tr>
<td>2023</td>
<td>65.9</td>
<td>65.7</td>
</tr>
<tr>
<td>2024</td>
<td>71.0</td>
<td>70.4</td>
</tr>
<tr>
<td>2025</td>
<td>74.0</td>
<td>73.3</td>
</tr>
</tbody>
</table>

Source: NYC & Company/Tourism Economics
DOMESTIC & INTERNATIONAL SHARES RETURN TO 80:20 SPLIT BY 2024 & 2025

Domestic & International Visitors (millions)

Source: NYC & Company/Tourism Economics
PACE OF RECOVERY INDEX BY ORIGIN & PURPOSE

BENCHMARK = 2019

Origin Markets – International & Domestic

Purpose – Business & Leisure

Source: NYC & Company/Tourism Economics
FOREIGN ARRIVALS TO NYC AIRPORTS YTD 2021
WITH RESTRICTIONS ON TRAVEL INTERNATIONAL VISITATION LOOKS DIFFERENT

Source: NYC & Company/APIS I-92
PACING FOR A STRONG RECOVERY: 2022 INTERNATIONAL MARKETS

Ranked by total visitors (000s)

- **UK**: 756
- **CANADA**: 722
- **CHINA**: 611
- **FRANCE**: 537
- **BRAZIL**: 497
- **AUSTRALIA**: 399
- **MEXICO**: 373
- **GERMANY**: 343
- **ITALY**: 331
- **SPAIN**: 310
- **S KOREA**: 266
- **JAPAN**: 229
- **ARGENTINA**: 214

- >70% recovered
- >60% recovered
- >50% recovered
HOTEL PERFORMANCE LEADING THE WAY TO RECOVERY

How far has the industry come back to monthly performance levels?

Hotel Recovery Pace
2021 vs Benchmark 2019

Source: NYC & Company/STR
WEEKDAY-WEEKEND COMPARISON - SEPTEMBER & OCTOBER 2021 VS 2020

Source: NYC & Company/STR
FORWARD HOTEL BOOKINGS BY TIER: ROOMS ON THE BOOKS COMPARED WEEKLY

Source: NYC & Company/TravelClick
New York City Travel Barometer

The New York City Travel Barometer, sponsored by NYC & Company, is a comprehensive and centralized source for high-frequency intelligence on the New York City travel industry and the broader economy.

The report, built on Tourism Economics SYMPHONY platform, is supported by more than a dozen data partners and tracks industry performance, travel volumes, and predictive indicators of recovery to provide the organization and its stakeholders with a detailed view of travel sector performance that offers three views: where we were, where we are now, and where we are headed.
NYC Hotel Performance Report

**Insights**

Hotel occupancy reached 60.1% this month – down one percentage point relative to prior month – and recovering to 34% of 2019 levels. The decrease in occupancy was primarily due to increased supply as demand stayed flat at 1.5M room nights sold.

Among the New York City boroughs; Queens achieved the highest occupancy at 78% but with the lowest average daily rate ($154), while Manhattan experienced the inverse with the lowest occupancy (27%) but highest ADR ($216).

ADR ($202) recovery for New York City also decreased relative to prior month (down from $208); however, group ADR grew for the fourth consecutive month to $199.

**NYC Hotel Performance**

**August 2021**

<table>
<thead>
<tr>
<th>Hotel Occupancy</th>
<th>Hotel ADR</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Change vs 2019</td>
<td>YTD YOY Change</td>
</tr>
<tr>
<td>% Change vs 2019</td>
<td>YTD YOY Change</td>
</tr>
<tr>
<td>▼ -33.6%</td>
<td>▲ 3.4%</td>
</tr>
<tr>
<td>▼ -12.6%</td>
<td>▲ 6.9%</td>
</tr>
</tbody>
</table>

Source: STR

**Hotel KPIs by Borough**

New York City by borough, August 2021

<table>
<thead>
<tr>
<th>Borough</th>
<th>Occupancy</th>
<th>ADR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brooklyn</td>
<td>73%</td>
<td>$194</td>
</tr>
<tr>
<td>Manhattan</td>
<td>57%</td>
<td>$216</td>
</tr>
<tr>
<td>Queens</td>
<td>78%</td>
<td>$154</td>
</tr>
<tr>
<td>Total NYC</td>
<td>60%</td>
<td>$202</td>
</tr>
</tbody>
</table>

Source: STR

**Room Demand**

New York City room demand and distribution by borough, 12-month trend

**Room Demand % change vs 2019**

New York City by borough, 12-month trend


Source: STR
**TSA Screenings/Throughput**

**Insights**

TSA Throughput in August totaled 4.3M travelers, 0.1M behind the previous month and now 37% behind 2019 levels as recovery dipped backwards from a -36% difference in July. Air travel for all destinations compared to NYC followed a similar trajectory as recovery towards 2019 levels in each location decreased from the previous month.

Destinations which performed best relative to 2019 last month (Orlando and Miami) saw the greatest change in recovery for the month of August relative to levels two years ago, each dropping to -17% change.

As of August 2021, Phoenix was the only location in the comp set that saw throughput levels within 10% of levels in August 2019.

Source: TSA

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**NYC Airports TSA Traveler Screenings**

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**NYC Airports TSA Traveler Screenings YOY**

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**TSA Traveler Screenings**

Compared to 2019, NYC and other major US cities

- New York City: 167.0K
- Atlanta: 102.0K
- Boston: 80.0K
- Chicago: 60.0K
- Miami: 40.0K
- Orlando: 20.0K
- Philadelphia: 10.0K
- Phoenix: 5.0K
- San Diego: 5.0K
- San Francisco: 5.0K
- Seattle: 5.0K
- Washington, DC: 5.0K

Source: TSA

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**SOURCES**

- 1600 NYCE.com
- 800 NYCE.com
- nyce.com

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**SYMPHONY TOURISM ECONOMICS**
Future Flight Bookings

Insights

Travelport data represents future flight bookings in any given month for travel within the next six months. August bookings fell 6.9% MOM to 606.2K total bookings, led by declines in domestic bookings which decreased 9.3% MOM.

Domestic market bookings were 19.6% 2019 levels in August, compared to a difference of -0.9% to two years ago in the month of July. August represented the first month of declining flights since December 2020.

The Dominican Republic continues to hold the strongest position at only 38% below 2019 levels for future flight bookings, a 2 ppt improvement from -38% last month.

August 2021, Flight Booking Summary

<table>
<thead>
<tr>
<th>Date of travel in next 6 months</th>
<th>Bookings Made</th>
<th>% chg MOM</th>
<th>% chg vs 2020</th>
<th>% chg vs 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>356.5K</td>
<td>▼-9.3%</td>
<td>▲425.8%</td>
<td>▼-19.6%</td>
</tr>
<tr>
<td>International</td>
<td>249.7K</td>
<td>▼-3.3%</td>
<td>▲282.5%</td>
<td>▼-54.2%</td>
</tr>
<tr>
<td>Total</td>
<td>606.2K</td>
<td>▼-6.9%</td>
<td>▲355.5%</td>
<td>▼-38.6%</td>
</tr>
</tbody>
</table>

Source: NYC & Company / Travelport

Flight Bookings with NYC as destination

Bookings for travel the next six months (Domestic + International)

<table>
<thead>
<tr>
<th></th>
<th>1,000K</th>
<th>988.1K</th>
<th>606.2K</th>
</tr>
</thead>
<tbody>
<tr>
<td>OK</td>
<td>500K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jul-19</td>
<td>Nov-19</td>
<td>Mar-20</td>
<td></td>
</tr>
</tbody>
</table>

Source: NYC & Company / Travelport

Flight Bookings to NYC from Domestic Markets

Date of travel in next 6 months (Index Jan 2020 =100)

Source: NYC & Company / Travelport

Flight Bookings to NYC from International Markets

Date of travel in next 6 months (Index Jan 2020 =100)

Source: NYC & Company / Travelport

All Future Flight Bookings

Top-10 countries* and % difference to 2019

1. BRAZIL -90%
2. CANADA -92%
3. DOMINICAN REPUBLIC -38%
4. FRANCE -90%
5. GERMANY -90%
6. INDIA -76%
7. ISRAEL -59%
8. ITALY -92%
9. KOREA, REPUBLIC OF -93%
10. UNITED KINGDOM -80%

* top 10 markets are based on bookings in 2019

Source: NYC & Company / Travelport
WHERE DOES THE TRAVEL INDUSTRY GO FROM HERE?

Adam Sacks
President
Tourism Economics
adam@tourismeconomics.com
Recovery continues under storm clouds

The economy will fuel a rebound
Labor markets present major challenge
The recovery will come in stages
…with 1-in-4 saying their plans will be affected

Indicated that Coronavirus Would Greatly Impact their Decision to Travel in the Next Six Months
But... air travel has been holding steady

Air Passenger Volume
% of 2019 level

Source: TSA

Flight Bookings to NYC from Domestic Markets
Date of travel in next 6 months (Index Jan 2020 = 100)

Source: NYC & Company / Travelport
Occupancy = 91% of 2019 rates
Total U.S., R7 occupancy (standard), 2019 and 2021

Source: STR. 2021 © CoStar Realty Information, Inc.
Performance has been quite varied

### US RevPAR by location
August 2021 relative to same month of 2019

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Metro/Town</td>
<td>8.0%</td>
</tr>
<tr>
<td>Interstate</td>
<td>7.3%</td>
</tr>
<tr>
<td>Resort</td>
<td>5.1%</td>
</tr>
<tr>
<td>Suburban</td>
<td>-6.6%</td>
</tr>
<tr>
<td>US average</td>
<td>-8.1%</td>
</tr>
<tr>
<td>Airport</td>
<td>-18.8%</td>
</tr>
<tr>
<td>Urban</td>
<td>-31.7%</td>
</tr>
</tbody>
</table>

### US RevPAR by class
August 2021 relative to same month of 2019

<table>
<thead>
<tr>
<th>Class</th>
<th>Percentage Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economy</td>
<td>4.5%</td>
</tr>
<tr>
<td>Midscale</td>
<td>3.6%</td>
</tr>
<tr>
<td>Upper midscale</td>
<td>-3.0%</td>
</tr>
<tr>
<td>Luxury</td>
<td>-6.2%</td>
</tr>
<tr>
<td>US average</td>
<td>-8.1%</td>
</tr>
<tr>
<td>Upscale</td>
<td>-13.2%</td>
</tr>
<tr>
<td>Upper upscale</td>
<td>-24.1%</td>
</tr>
</tbody>
</table>
Characteristics of the travel recovery

Recovery continues under storm clouds

The economy will fuel a rebound
An underwhelming jobs report, but more growth expected

**US: Nonfarm payroll employment**

- **February-April:** -22.1mn
- **September:** +194k
- **August:** +366k
- **July:** +1091k
- **June:** +962k

Down 5 million jobs as of July

4.8% unemployment rate

Source: Oxford Economics/BLS/Haver Analytics
Consumer wealth is at record levels and debt service is low

**Household net worth**
In trillions, real

**Household debt service**
Financial obligations as ratio to disposable income


Note: Quarterly data through 2021Q1. Financial obligations ratio is the ratio of household debt payments, and payments such as rent and auto leases, to disposable income. Source: Federal Reserve, NBER
Spending is rotating from goods to services

**Consumer spending**
Change relative to same month in 2019

- Durable goods (28.8%)
- Nondurable goods (17.6%)
- Other services (5.0%)
- F&B, air, lodging and recreation services (0.2%)

Note: Nominal. Monthly data through August 2021
Source: Bureau of Economic Analysis
Historic consumer spending expansion in 2021

Strongest consumer spending growth since WWII

GDP growth forecast (Sep 2021):
- 2020: -3.4%
- 2021: 5.4%
- 2022: 4.3%

Source: Oxford Economics/Haver Analytics
Inflation expected to taper in 2022

Core inflation will likely remain sticky around 3% heading into 2022, but we don’t foresee runaway inflation.
Characteristics of the travel recovery

Recovery continues under storm clouds
The economy will fuel a rebound
Labor markets present major challenge
Nearly all industries are facing labor imbalances

US: Job openings and unemployed

Source: Oxford Economics/Haver Analytics
Low-paid industries seeing strongest wage gains

US: Average hourly earnings

Source: Oxford Economics/Haver Analytics
1-in-10 hospitality positions remain open

Accommodation and food service (10.8%)

Total (7.3%)

Note: The job openings rate is the job openings level as a percent of total employment plus job openings level. Data through July 2021. Seasonally adjusted. Source: Bureau of Labor Statistics.
Wage rates are rising

Hourly earnings: Leisure and hospitality (BLS)
Nonsupervisory positions, in 2020 dollars, US

Hourly wages have increased 11.3% (nominal) relative to pre-pandemic (Feb 2020).

Adjusted for inflation, wages are 7.3% ahead of trend.

Note: Data shown through August 2021. Seasonally adjusted.
Trend wage growth 2008 to 2021: 2.7% nominal (1.5% inflation + 1.3% real growth)
Source: Bureau of Labor Statistics
External environment improvement should boost labor force

Main reason for not working: US

Millions of persons

- Caring for child not in school
- Concerned about coronavirus
- Employer closed temporarily due to pandemic

Note: Based on respondents not working at time of survey. Data based on weekly surveys, history through September 28, 2021.
Source: Census Bureau
This should coincide with improvements in NYC

Job Losses Since Feb-20
New York City, NY, % difference compared to Feb-20

Source: BLS
Characteristics of the travel recovery

Recovery continues under storm clouds
The economy will fuel a rebound
Labor markets present major challenge
The recovery will come in stages
68% of businesses are traveling now

Currently conducting domestic business travel
% of US companies

Source: GBTA
…but intentions to resume travel have taken a hit

Business travel planned to resume within 3 months
% of US companies not currently traveling

Source: GBTA
Improvements in sight

DMO/CVB Room Nights on the Books
Pace for future dates, relative to the same period in 2019

As of Date
- Prior (Aug. 16, 2021)
- Current (Sept. 27, 2021)

Source: Simpleview CRM (250+ U.S. DMOs)
Groups averaging 63% of pre-crisis levels over past month

Total U.S., Weekly group demand indexed to 2019
Intentions to travel remain steady around 9-in-10
US DMO website searches remain above 2019 levels

Website Traffic
Organic search sessions to DMO/CVB websites, 7-day moving average

Source: Simpleview (250+ U.S. DMOs)
NYC & Co social media also above 2019 levels

Total Social Media Engagements
Last three years

Source: Sprout Social
Sharp downturn and fast recovery

Note: Grey marker indicates fourth quarter of recent years. Labels show percent difference from historical average (2000 to 2019).
Source: STR; Tourism Economics
THANK YOU!

Adam Sacks
President
Tourism Economics
adam@tourismeconomics.com
DONNA J. KEREN
EXECUTIVE VICE PRESIDENT, RESEARCH AND INSIGHTS
NYC & COMPANY
TRAVELER SENTIMENT

As of October 3rd –

- Traveler confidence increases as Delta risk recedes
- NYC travel market open to inspiration, more excited to travel, and making plans for multiple trips
- Less than 1/3 postpone or cancel trips
- Vaccination mandate is popular with travelers and increases interest in the destination
Strong + Very Strong Support for Mask Mandates
At Home & Traveling

<table>
<thead>
<tr>
<th>Category</th>
<th>Support Mandate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall US Market</td>
<td>69%</td>
</tr>
<tr>
<td>NYC Drive Market</td>
<td>72%</td>
</tr>
<tr>
<td>Acela Corridor-City Breaks</td>
<td>79%</td>
</tr>
<tr>
<td>Drive Market-Family Travel</td>
<td>79%</td>
</tr>
<tr>
<td>Air Travel-City Breaks</td>
<td>80%</td>
</tr>
</tbody>
</table>

Source: NYC & Company/Destination Analysts October 2021
NYC & Company is tracking domestic traveler awareness and reaction to the NYC Vaccine Mandate

- Awareness* of the mandate is high in key markets

*unaided awareness

Source: NYC & Company/Destination Analysts October 2021
NYC & Company is tracking domestic traveler awareness and reaction to the NYC Vaccine Mandate

- Awareness of the mandate is high
- A majority of prospective travelers support the mandate
NYC & Company is tracking domestic traveler awareness and reaction to the NYC Vaccine Mandate:

- Awareness of the mandate is high
- A majority of travelers support the mandate
- NYC vaccine mandate makes the destination more attractive

Source: NYC & Company/Destination Analysts October 2021
TRAVELER CAUTION EASING AS TRIP PLANNING BEGINS

- Excitement to travel is rising
  Average Excitement to Travel (1-10)

- Planned trips in next 12 months

Source: NYC & Company/Destination Analysts October 2021
JEFFREY EMENECKER
SENIOR DIRECTOR
CVENT
National Trends
US RFP volumes

Note: Unique RFPs on Cvent Supplier Network, including cancelled RFPs
Which markets were accelerating in September?

Sept 2021 share compared to average share since March 2020

<table>
<thead>
<tr>
<th>Location</th>
<th>Sep vs. Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON - Greater Toronto</td>
<td>128%</td>
</tr>
<tr>
<td>QC - West Quebec / Montreal</td>
<td>123%</td>
</tr>
<tr>
<td>NY - New York</td>
<td>120%</td>
</tr>
<tr>
<td>VT - Burlington</td>
<td>115%</td>
</tr>
<tr>
<td>RI - Providence / Newport</td>
<td>113%</td>
</tr>
<tr>
<td>MA - Boston</td>
<td>113%</td>
</tr>
<tr>
<td>NH - Manchester</td>
<td>107%</td>
</tr>
<tr>
<td>IL - Chicago</td>
<td>106%</td>
</tr>
<tr>
<td>SC - Charleston</td>
<td>103%</td>
</tr>
<tr>
<td>VA - Richmond</td>
<td>102%</td>
</tr>
<tr>
<td>PA - Philadelphia</td>
<td>102%</td>
</tr>
<tr>
<td>CA - San Diego</td>
<td>101%</td>
</tr>
</tbody>
</table>

Source: Cvent Supplier Network Internal Data
Elite / Platinum market share vs. 2019 levels

Sept 2021 share compared to Sept 2019 share

Source: Cvent Supplier Network Internal Data
2021 - 2023 Market Demand Pace

**2021/22 Demand Pace – 64%**

**Stronger 2021/22, Weaker 2023**
- Orange County
- San Diego
- Las Vegas
- Salt Lake / Park City
- Charleston
- Austin
- San Antonio

**Stronger all years**
- New York City
- New Orleans
- Boston
- Houston
- Louisville

**Weaker 2021/22, Stronger 2023**
- Los Angeles
- Kansas City
- Orlando
- Phoenix / Scottsdale
- Caribbean
- Miami
- Tampa / Clearwater
- Nashville
- Dallas / Ft. Worth

**Weaker all years**
- San Fran
- Wash DC
- Atlanta
- Charlotte
- Baltimore
- Philadelphia
- Chicago
- Minneapolis / St. Paul
- Portland

Source: Cvent Supplier Network Internal Data
Global Proposed ADR by Arrival Date

Weighted Average ADR Across Hotel Proposals in CSN by Arrival Date of Q4 2021 and Later

Source: Cvent Supplier Network Internal Data
NYC Trends
New York City RFP volume

***Data through Sept 24
NYC RFP volume compared to competitive metros

YoY change in RFP volume from Jan 1 – Sep 26 2021 vs 2020

- Long Island: 197%
- Northern NJ: 246%
- DC: 267%
- Westchester County: 278%
- Philadelphia: 291%
- Atlanta: 337%
- NYC: 373%
- Boston: 379%
- Dallas/Ft. Worth: 384%
- Chicago: 460%
- Miami: 496%
NYC - When are planners sourcing for?

45% in ITYFTY
NYC rates vs other competitive markets
Lost Business

2021 since April 1
ALAN STEEL
PRESIDENT AND CEO
JAVITS CENTER
State of the Center

Alan Steel, President + CEO

10.19.21
COVID-19 Response

- Vaccination center closed in July 2021
- More than 646,000 vaccines distributed in less than six months
- Largest site of its kind in the United States
- Also operated as the nation’s first COVID-19 field hospital
- Nearly 1,100 patients treated and released
Expansion Completed

- Main construction completed in May 2021
- Rooftop completed in September 2021
- Addition of 1.2 million sq ft of total space
- New 11th Ave. entrance at W. 38th Street
- 200K sq ft of meeting/pre-function space
- 90K sq ft exhibit hall on Level 3
- 15K sq ft rooftop pavilion and terrace
- 4-level truck marshaling facility
- One-acre rooftop farm
- Project certified as LEED Gold by U.S. Green Building Council
Events Operations

- Events operations resumed in August 2021
- More than 40 events booked from August to December 2021
- Proof of vaccination and face coverings required for all events
- Recent examples include
  - NY NOW
  - The Armory Show
  - SALT Conference
  - Coterie, MAGIC
  - New York Comic Con
Sustainability

• The Farm will generate 40,000 pounds of produce a year

• More than 50 crops to be planted this year and incorporated into the meals we serve – creating a true roof-to-table experience

• More than 3,000 solar panels to be installed on rooftops

• Two underground retention cisterns capture and treat rainwater to be used for irrigation on the roof
January and February 2022

- CannaCon New York
- NRF 2022: Retail’s BIG Show
- New York Boat Show
- Travel and Adventure Show
- Travmedia’s International Media Marketplace USA
- NY NOW: The Market for Home and Lifestyle
- North American International Toy Fair
- Curve New York
- MODA/Accessories The Show/FAME/EDIT/STITCH/Coterie/Sole Commerce/TMRW
- New York Build Expo
Upcoming Expansion Bookings

- 75th CFA Institute Annual Conference – May 2022
- AILA Annual Conference – June 2022
- America Society of Retina Specialist Annual Meeting – July 2022
- International Gynecologic Cancer Society Annual Meeting – September 2022
- ServiceNOW’s Now at Work – October 2022
- YPO Edge – November 2022
State of the Center

Alan Steel, President + CEO

10.19.21
MEETINGS & CONVENTIONS

• Currently working **509 OPEN LEADS**, which equates to nearly **1M room nights**

• From June through August there are **127 confirmed programs** doubling production of definite room nights compared to the first five months of the year

• **75%** of bookings and open opportunities will actualize before the end of the year

• **60%** of the definite bookings are for groups under 50 rooms on peak

• While cancellations have subsided, **DELTA has had an impact over the last 30 days**
MEETINGS & CONVENTIONS

- The team is currently working on roughly 100 Javits prospects and 20+ active opportunities for the building.

- Approximately 20 large programs (both conventions and annuals) still on the books through the end of this year.

- Decision timelines for larger programs has slowed, with many companies extending travel restrictions into Q1 of 2022.
MEETINGS & CONVENTIONS ACTIVITIES

September
15: Destination Celebration (Kansas City, MO)
19-23: ConferenceDirect APM (Orlando, FL)
21-23: SGMP National Education Conference (Huntsville, Alabama, Virtual)
30: Meet NY (NYC)
9/30 – 10/1: The Meeting Show UK (London, UK)

October
3-6: HPN Annual (Cabo San Lucas)
6: Destination Showcase (National Harbor, Maryland)
14-15: Destination Celebration (Indianapolis, IN)
17-19: PCMA Convene EMEA (Switzerland)
20-22: NECVB Reps client event (Cape May, NJ)
29: NYSAE Synergy Awards (NYC)

November
1: PCMANY Education Day (NYC)
4-5: PCMA GMC Annual Meeting* (Chicago, IL)
5-7: Pre IMEX FAM* (NYC)
9-11: IMEX* (Las Vegas)
10-13: National Coalition of Black Meeting Planners (Cincinnati, OH)
14-17: FICP Annual Conference (Phoenix, AZ)
15-17: Destination Celebration (Minneapolis, MN)
11/30-12/2: IBTM Barcelona (Barcelona)

December
2: Radio City Fam* (NYC)
7-9: IAEE Expo Expo (Philadelphia, PA)
13-15: Holiday Showcase (Chicago, IL)
14-16: AMEX InterAction (Atlantic City, NJ)
STRATEGY

To create awareness and FOMO, through ongoing, in-real-time content across owned and paid channels.
320M IMPRESSIONS
NYC & COMPANY TALKS

NYC & COMPANY
NYC & COMPANY TALKS

NYC & COMPANY

80K+
ENTRIES

Take a Cue from Notable New Yorkers

NYC has plenty of local celebrities, each with their own version of an epic NYC itinerary in mind. Check out their favorite spots and add them to your itinerary:

- **A Chef’s Guide to Food and Culture in NYC**
  - Marcus Samuelsson
  - See Itinerary

- **Bikes, Bridges, Tacos and Tunes**
  - Sara Bareilles
  - See Itinerary

- **A Manhattan Restaurant Crawl**
  - Geoffrey Zakarian
  - See Itinerary

- **Let the Lib Way**
  - New York Library
  - See Itinerary

- **A Funny Thing Happened On The Way To...**
  - Caroline Hirsch
  - See Itinerary

- **Best Eats and Iconic Haunts**
  - ASAP Ferg
  - See Itinerary

- **The Ultimate NYC Summer**
  - Ravi Roth
  - See Itinerary

- **The New York Manhattan**
  - New York Jets
  - See Itinerary

nycgo.com/time-for-nyc
$73\text{M} \quad \text{PREDICTED HOTEL REVENUE}
MESSAGING STRATEGY

SUMMER

IT'S TIME FOR NEW YORK CITY

FALL

IT'S TIME FOR NEW YORK CITY

HOLIDAY

IT'S TIME FOR NEW YORK CITY

WINTER (Q1)
GLOBAL OOH PRESENCE

2021 MARKETS

The UK
Mexico
Japan
Sweden
INTERNATIONAL PROMOTION

2021 MARKETS
US
Canada
Mexico
Brazil
UK
France
Italy
Germany
South Korea

2022 MARKETS
Spain
Australia
The Middle East
South America
Ireland
Norway
Denmark
Sweden
India
China
Japan
Singapore
Hong Kong
Switzerland
The Netherlands
New Zealand
PARTNERSHIPS

We continue to collaborate with key travel partners to promote attractive deals and packages to help drive incremental visitation through Q1 2022:

Launched:
• AAA Northeast (June 24 – end of September)
• American Airlines (end of June – end of September)

Upcoming:
PROMOTIONAL PROGRAMS
IT’S TIME FOR CULTURE

• It’s Time for Culture, a new fall program celebrating the official return of vibrant cultural offerings across New York City with deals on museums, cultural institutions, performing arts and Off-Broadway.

• 40+ deals—on offer now through October 31—include one of three discount options: 2 for 1, 25% off or value-add, and are available at nycgo.com/cultureoffers

• Promoted via advertisements on LinkNYC screens and bus shelters, and digital and social media advertisements.
NYC Winter Outing is back for its 3rd season with overlapping dates for three marquee programs: NYC Broadway Week, NYC Restaurant Week, and NYC Must-See Week.

New this year - a Hotel program, to give out-of-town visitors an incentive to plan overnight trips to NYC in January and February.
CONTENT HUBS
THE BLACK EXPERIENCE IN NYC
TRAVEL TRADE

- Reopened International offices:
  - Mexico
  - Spanish Speaking South America
  - Brazil
  - Canada
  - Korea
  - India

- Upcoming Reopenings by the end of 2021:
  - UK/Ireland
  - France
  - Italy
  - Germany/Switzerland/Austria
  - Spain
  - Netherlands
  - Japan

- Tactical promotions with key organizations Tiqets, Hotelbeds, Student & Youth Travel Association, Black Meetings & Tourism, Destinations of New York State and Bus Association of New York State.
TRAVEL TRADE ACTIVITIES

September
8/31-9/1: Travel Ability Summit (Tampa)
8-11: IGLTA Annual Global Convention (Atlanta)
18-22: IPW (Las Vegas)
9/30 – 10/1: ACTA 2021 Canadian Travel Industry Summit (Virtual)

October
25-28: Brand USA Travel Week Europe (London)
26-29: ILTM Latin America and client dinner (Sao Paulo)

November
1-3: World Travel Market (London)
1-2: OMCA Marketplace (Toronto - Hybrid)
9-12: Signature Travel Conference
9-10: Tour Radar: Adventure Together event (Virtual)
14-17: NTA Travel Exchange w/ sponsored breakfast ft. Thoughts of A Colored Man panel (Cleveland)
11/29-12/2: Japan Korea Virtual Sales Mission

December
4-6: Traveller Made President’s Club Conference (Marseille)
6-9: ILTM Cannes (Cannes)
7-8: Brand USA Global Marketplace Asia One to one business meetings
IT’S TIME TO MAKE IT NYC

Plan a meeting for any moment.
PROMOTION

We've identified key partners in the meetings and events industry to engage in opportunities that will amplify campaign messaging and promote New York City as a safe and desirable destination for meetings.

Launched:
- Google SEM, Facebook, LinkedIn and programmatic

Upcoming:
- ASAE, Black Meetings & Tourism, Connect/Bizbash, CVENT, FICP, Meetings Today, MeetingsNet, MPI, Northstar, PCMA, Prevue, SITE, SmartMeetings, TSNN/Corporate Event News, USAE
GLOBAL COMMUNICATIONS

**DAILY NEWS**
NYC event venues making comeback from COVID pandemic

**Travel Industry TODAY**
SNAPSHOT NEW YORK: What’s new in the Big Apple

**The New York Times**
N.Y.C.’s tourism industry, hit hard by the pandemic, sees a reason for hope with changes to travel rules.

**TRAVEL LEISURE**
New York City Is Offering Deals on Its Biggest Cultural Attractions This Month

**TRAVEL AGENT CENTRAL**
Broadway Shows Begin Reopening; New Hotels Debut

**recommend**
Rediscover Times Square as Broadway Reopens
Return of international travel could accelerate the city’s tourism recovery

Nova York apresenta novidades da cidade durante IPW 2021

NYC & COMPANY LAUNCHES CAMPAIGN TO BOOST FACE-TO-FACE MEETINGS AND EVENTS IN NEW YORK CITY

Here are ways to rediscover Times Square this fall season
Broadway
New Restaurants
TCS New York City Marathon (Nov. 7) & Macy’s Thanksgiving Day Parade (Nov. 25)