Meet NYC & Company

NYC & Company is the official destination marketing organization for the five boroughs of New York City.
Our mission

Our mission is to maximize travel and tourism opportunities throughout the five boroughs, build economic prosperity and spread the dynamic image of New York City around the world.
The Power of NYC

New York City is more than a destination—it’s a global brand.

- The #1 big-city destination in the US
- The #1 US destination for international travelers

- in 2016
  - 60.7M total visitors
  - 12.7M international visitors in 2016
  - 48.1M domestic visitors in 2016

- visitors from over 170 countries
- 43B (p) direct visitor spending in 2016
- 63.2B (p) economic impact in 2016

NOTE: (p) = preliminary. All estimates are subject to revision as new data become available. Numbers may not sum due to rounding. Source: NYC & Company/Tourism Economics, April of 2017
The power of travel and tourism

NYC welcomes the world (2016)

**Top International Markets**
1. UK
2. China (PRC)
3. Canada
4. Brazil
5. France
6. Australia
7. Germany
8. Italy
9. Mexico
10. Spain

**Top Domestic Markets**
1. New York
2. New Jersey
3. Pennsylvania
4. Massachusetts
5. Connecticut
6. California
7. Florida
8. Maryland
9. Texas
10. Virginia

Source: NYC & Company/Tourism Economics

### 2016 Direct Visitor Spending Breakdown*

- **28% Lodging**
- **22% Shopping**
- **20% Food & Beverage**
- **11% Arts, Entertainment & Recreation**
- **18% Local Transportation**
- **1% Miscellaneous**

*$43B (p) direct visitor spending
Earned Media: a Unique Asset

NYC & Company leverages earned media to amplify our messaging around the world. In 2015 our press engagement generated tens of millions of dollars in earned media.
What we do

We spread a local message to a global audience:

Visit New York City
Official NYC Travel Publications

As the official voice of tourism in New York City, NYC & Company’s four specialized publications provide compelling vehicles to reach NYC’s visitors.
Travel Planner

A one-stop resource for tour, leisure and incentive travel planners, this annual guide provides the necessary information for travel professionals who send millions of visitors to New York City each year.

200,000
Estimated readership

90%
find the ads useful

83%
say that two or more people in their offices use the planner

82%
use it at least monthly to plan travel for clients
Meeting and Event Planner

An essential resource for planning, the annual NYC Official Meeting and Event Planner offers all the information necessary for planners to design successful events, meetings or conventions and helps create the complete NYC experience for attendees.
Visitor Guide

The NYC Official Visitor Guide is a must have for visitors planning their New York City experience. The quarterly guidebook, available in both print and digital format, provides the key to all that’s happening throughout the Bronx, Brooklyn, Manhattan, Queens and Staten Island.

Official Visitor Guide

Get to Know
New York City

1.2M
Annual distribution
300,000 per issue

4.8M
Estimated print readership

5M+
Estimated annual digital page views

80%
readers use it make purchasing decisions for their trip to NYC
Visitor Map

The essential navigational tool for visitors looking to plan their NYC experience, the NYC Official Visitor Map details the diverse neighborhoods of New York City.

700,000
Annual distribution
350,000 copies per issue

2,520,000
Estimated readership
Why NYC & Company?

- Official destination marketing organization of NYC
- Trusted voice
- Various advertising vehicles reach a desirable and diverse audience
- Speaks to individuals in all stages of the travel life cycle
- Only visitor publication available out of market
Thank You

NYC & Company
810 Seventh Ave., 3rd fl
New York, NY 10019

T +1.212.484.5494

publications@nycgo.com
nycgo.com