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Jenny we're ready the webinar will begin momentarily

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Okay, I think we've got a good crowd on right now, so good morning, everybody.

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My name is Kelly Cardin and i'd like to welcome everyone on this spectacular wednesday morning, 2 h Nyc.

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And Company talks about. I cannot believe it is November.

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This is incredible. looks like this. Beautiful weather is going to continue through the weekend for Marathon Sunday, which is really great for all those cheering on our runners.

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Not so not so short. How it's gonna be for the folks running 26 miles.

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But but it's it's it's better than rain. so the weather's really exciting wanna thank all of you for sharing an hour of your time with us this morning my colleagues and I are thrilled to

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talk about the latest updates on various markets and then we're gonna let you know the activities that we have planned in each market, and how you can participate with us so in advance of today's Nyc and company

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talks. Just yesterday you should have received an email with the brand new member Business Development Opportunities document.

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Susan Mckenna and her team put this together.

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This lists out all of the trade, shows the sales, missions, and other client activities that you can participate in as a member of Nyc.

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And company, and many of the opportunities that we talk about today are in that document.

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We will also resend it again to everybody who's on this zoom later on today, just just in case it got caught somehow in your spam or something.

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Alright. So to begin i'm gonna show a few slides that show broad numbers that really set the stage for my colleagues from tourism and convention development to dig deeper into each market, we just plan to have

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time for questions and answers at the end. but you can use the Q.

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And a function in the zoom, too. All righty. First up is a slide showing the power of hospitality.

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A slide. You guys are all very familiar with of course.

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2019 is our benchmark here's where we were in 2,021 about 33 million visitors, and, as you know, domestic travel took on a more important role in providing going from typical 80% of

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all visits to 90. Okay, 90% actually in the pandemic. Next year we see a ship back as international begins.

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It's long awaited. pickup by \* we will go back to our typical 80, 20 relationship, 80% being domestic.

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20% being international. This is great news, as we know. the international visitors do stay longer, spend more money, and engage in all New York City by boroughs has to offer.

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The next slide shows New York City visitation from 2,018 to 2,024.

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So last week tourism, economics forecast was was slightly redone for 2022.

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It will bring us to 56 point, 4 million visitors, 47 point, 4 million domestic visitors, and 8.9 million international visitors.

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These 2 markets combined bring us to 85% of the way back to our 2,019 record breaking visitation benchmark.

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You can see this red line running across the top of the bars we'll break it down more in a minute.

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But, as you can see, International has more than tripled over last year, and will end the year at about 6.

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5% of our records, 2,019 volume tourism economics did confirm that they see a recession in the future.

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Next year that will put additional pressure on a recovery. So the forecast for next year has been moderated.

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However, we are still expecting to see continued growth. The new forecast shows that the Us.

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Domestic market will increase by over 3 million trips next year, as both overnight, leisure and business continue to climb back, the international market will add another 2 million visitors.

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And this is nationwide but these numbers will help to bring New York city's overall.

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Visitor numbers to 93% of the road back to record levels.

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As you can see in the last bar, the new forecast shows that in 2024 visitation is expected to pull recover as a top.

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69 million visitors, with a new record for domestic travel and a return to 2,019 levels for International Jen Slide, 2 New York City visitation business and leisure.

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So here we're looking at the same time span only this time the dark sections represent leisure travel, and the lighter ones are business travel.

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Both sectors continue to grow with 35% growth in business travel expected in 2,023 taking that sector to 12 point, 1 million and a full recovery in 2,024.

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My last 2 slides are on our top international markets and the first slide.

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We'll look at this year's top 10 markets compared to last year.

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So this next slide, international outlook for 2,022 top 10 markets.

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So here we are for 2022. See the light gray bars versus the dark for 2,021.

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You will all recognize the order of this list. uk and Canada, holding on in first and second place. You'll also note that the dark blue bar for Mexico was our top inbound market last year and is now taking a more normal

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volume position, obviously missing from this list is Tr: travel from Mainland, China, where we are still closely washing to see what will happen Across the full range of countries.

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We track 2022 will take us two-thirds of the way back to our 29 benchmark. and then the next slide is international outlook for 2023 So despite the

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headwinds of a recession, inflation, currency, and even politics.

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We are expecting to see solid growth in all of our top international markets next year, bringing us to 80% of the previous record by the year end.

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Here you can see how the next year looks with the darker bars again, with Uk in the top position, with 1 million plus visitors.

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Canada, France, and Brazil also sit at the top.

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In this ranking we are optimistic, based on some recent movements.

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The china will open up so fingers cross on that, and the demand should be strong.

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Right out of the gate, followed then by Australia, Germany, Spain, Italy, and then Mexico.

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Right now, not showing up our important Asian markets typically in our top 10, including Japan and South Korea, which are expected to take longer to come back to their 2,019 levels.

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As their governments have just recently lifted travel restrictions.

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And now to talk more and take deeper on our international markets, and how you can participate in their recovery with us.

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I'd like to turn the program over to my longtime colleague, Reginald Charlotte, managing director of a establish markets

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Thank you very much, Kelly. Good morning and good morning, everyone.

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As Kelly said, My name is Reginald Charlotte, the meeting director of Tourism, Market Development.

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My colleagues and i'm a tourism development colleagues and I will take you through what the children Development team does, and how you can engage with us.

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So on this first slide here we're going to show you that my colleague, Makiko, Miss Suther Heley and I.

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We basically co-lead the Turland Development team, as we say, as K.

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When I say we basically run the world. So I oversee the established markets which you see here in the darker blue which is Canada, Europe, Ocean, which is Australia, New Zealand, and the United States.

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We can go overseas the emerging, developing, and speciality markets which are Latin, America, Africa, Asia, and the Middle East, and Alex to share with you our wonderful team.

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Reporting it to me is Renee Wilson who's Director of Tourism Market Development managing the day to day activities in Canada, Europe and the U.S.A.

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And reporting into the Kiko is excel Shelgato.

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She's director of terms of market development managing day-to-day activities in Latin America and the Us.

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Hispanic market, and we have our wonderful Laura Jacobson, our amazing tourism Market Development Coordinator.

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Now, the next time we're going to take you through and kind of show you give you an overview of what we do in the markets, and how we engage with the the travel trade, so as you can see here the travel trade

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comprises of tour operators travel agents airlines and other industry partners. and what we do is we work with them to educate them on what's happening in New York City?

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So we look at it from a 3 prom process. So first we look at it from the sales and education process.

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So we start off with trace shows so as kelly has mentioned it as you have received the calendar of activities for the year. We attend various trade shows where we're out promoting New York City and talking about New York

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city and engaging with the various partners there. This is a bigger platform.

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When we look at sales missions it's much more succinct and much more precise and concise in regards to sales missions going into the marketplace, taking doing that working on activities promotions

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activities and educating the travel trade in a more smaller condensed format.

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And then, of course, we support through fan trips, bringing travel trade over to New York City, so they can learn and experience the product firsthand, and be able to see you.

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The members firsthand. Also we have organized various seminars and trainings, and also we use our recently launched and Marcgo paths which Makeiko.

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We'll talk about shortly. We also work on building businesses.

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So we work we're building business we work on Co-op Series co-ops with the travel trade in markets.

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We also work on and help you with elites and also referrals.

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Now, when we talk about the destination in New York City, we work on destination development.

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So we really showcase the 5 boroughs and the various neighborhoods within those 5 boroughs.

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We also work to ensure the 2 operators add new product throughout New York City to be able to expand and compete with the the various activities, and also just to compete with what's happening in your city and how quickly things

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are changing in the city. also. what we do is we work on deploying various campaigns in the marketplace.

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Specifically, we worked on our tourism campaign, which is really a brand awareness campaign throughout the various markets. in Europe, Asia, and then America, with a call to action to help drive visitation to New York City.

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Now, when we look at the next slide that shows our interaction representation, we currently have 16 represent representative offices covering 28 countries, and those those offices are in Canada, Mexico, Brazil finish speaking South America which covers The

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country's of Argentina, Chile, peru Columbia, and Uruguay.

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We have Ireland, the Uk, Spain, France, Italy, the Netherlands, Germany, which covers Germany, Australia, Austria, and New Zealand, as well as India, Korea, Japan Southeast Asia, which covers

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Thailand, Vietnam, Indonesia, Singapore, for the pain, and Malaysia and Australia was covers Australia and New Zealand, and we are curly in the Rp.

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Process for office in China, which would bring us that up to 17 offices that we had prep pandemic.

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The next side talks about air capacity so great way to Obviously it's a very good way to bring visitors to New York City.

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So this is this side. This is shows you the latest weekly international capacity, according to the port authority, showing almost 2,500 flights each week with over half a 1 million seats.

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Now with almost a 1,000 flights each week from Europe and the Uk.

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They're 231 alone coming from the Uk.

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619 international flights from across North America. and a 145 flights from South America and 115 currently from Asia.

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On the next slide. we're just gonna we're just giving you a little update on the international flight updates.

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So this year has had a love with had a lot of new service coming out of the Middle East and Southern Africa, and those carriers were from if emirates, if he had American airlines and united airlines as well

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as new service coming from New Zealand and Europe on air.

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New Zealand, mayo's airlines Jetblue and Lako bye next year, Of course, we plan and anticipate to have more flights coming from Europe, Latin America, Africa Asia Australia

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with fights coming from jetblue I mean Airlines, Abianca, Kenya Airways Air, India and quantis just to name a few.

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Now, with that brief recap. I want to introduce to you my colleague, Renee Wilson, and take you through the establish markets.

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Thank you, Reginald. Good morning, Everyone again i'm Renee Wilson.

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I'm here to just briefly go over the established markets.

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Canada, Canada, you know, in the market lens moves more toward group motor coach operation in business, especially from Eastern Canada.

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We have had increased air lift from Western Canada. millennials are being careful with their travel, spending, and are choosing unique trips over the casual visits to New York City and multi-generational travel

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and traveling in groups with friends and family is what's most common in that market for domestic United States.

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Of course. Us. is the highest visitation to New York City as we've covered, so it stays usually main frequent turnaround time for hotel occupancy, so hotels should be on the radar and mindful of

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that niche markets including student travel, senior travel, diversity segments tend to utilize to operators and receptive to operators.

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When traveling to New York City, and the group in motor coach business is really strong, and it's mainly from the east coast and northeastern regions.

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Europe, Despite concerns regarding the Exchange, rates still increases, and the cost of living, and the situation in Ukraine travelers are still booking the niche markets and the markets in general tend to lean

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more toward F it. In Europe, which is the individual. travelers more to operators and travel agencies are shifting away from being generalist and are now focused on specialized travel so that would include luxury

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Lgbtq honeymoons, etc. and increasingly more green and sustainable travel.

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Yes, sorry. Next slide for established markets also includes O. Seattle, which is all sharing in New Zealand.

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After not traveling for over 2 years, they're looking to experience the greatest of all trips.

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So the goat is from that market. is what they are looking for They're rely heavily on travel agents faster to Nyc.

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Now through the air. New Zealand direct non-stop flights and service and quantities upcoming service via Oakland.

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So that's Australia. New zealand and then overall for the establish markets.

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I would just say that to our graders are asking for additional cultural shopping, dining, small tours, walking tours, food tours behind the scenes.

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Unique experiences off the beaten path. Travelers are looking to reintroduce themselves to New York City.

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Established markets have been to New York, but they now look for new things.

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Travelers are staying longer in New York City in these established markets rather than visiting multiple destinations.

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So that concludes established markets so i'm going to now?

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Just pass it over to my lovely colleague, Exhale Sagato to go over emerging and developing markets.

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Think your name So for the emerging developing and special team markets.

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We'll start with Latin America and I just want to be very clear that we are summarizing here for you guys.

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Each market within Latin America has a very unique driver as to why they select and books to travel to New York City.

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But overall what we're seeing is increase our earliest capacity is helping for more travelers to visit.

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So there's great opportunity with new roots reestablishing roots that were existing, but were dropped during the pandemic and then increase daily flights.

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Segment specific travel so luxury, upper middle class travel never stopped coming to New York.

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The cost was not in a a barrier for them, so they continue to travel to New York regularly.

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You was seeing a lot of travel from the Lgbtq plus Segment group trouble.

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Women, students, etc. They feel very comfortable coming to New York City.

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They feel like they can be themselves. They feel like they can explore new things so definitely.

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Look out for those groups that are coming into New York City and then the reasons that they're traveling to New York City.

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So visiting New York City for travelers is to attend sporting events, international art exhibitions, concerts, holidays, major events, such as comic-con and for new experiences, and of course, fashion and shopping Latin Americans left

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shop, Middle East and Africa overall, airless, significantly increased, and a strong appetite for the Us.

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The Middle East. luxury and apartments by hotels high end shopping and transportation hall, dining and family and medical tourism related products are in demand, and from Africa both iconic and off the Beaten path Nyc

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experiences, electronics, midter brands and sporting good shopping are in demand.

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Next slide, please and then from Asia so east and Southeast Asia.

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They're recently getting out of the strict covid policies, which is very exciting growth opportunities in India with increased airlift The activities of vegetarian restaurants and family-oriented products are very

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high in demand. The luxury, segment, that travel, and those travelers with specific purposes are very active. So you have sustainable travel, long-states, culture, travel, sports, youth, and educational female wellness.

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Romance, Muslim travel workation. and Vfr.

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Leisure in demand are also in demand. After the planned elimination of quarantine restrictions.

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In the spring of 2023 china that outbound travel is expected to surge as well as you've been hearing throughout the presentation.

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So far overall there's long haul long stay market stays are getting even longer.

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Language, availability is valued more than ever, as not all suppliers maintain the availability during the pandemic.

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So that just means that being able to provide your services in language whether it's Portuguese or arabic would be really great.

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That's what these groups are looking for. and I Think in General New York City is very new to everyone right now.

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The city is constantly evolving and for 2 2 and a half years or so people haven't been able to travel, so it's really brand new to everyone.

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And now i'll pass it on to and machiko alright, thank you, thank you, Exchal.

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So now again, Machiko Healy i'm the managing director of Tourism market.

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Development. So now you have a little bit more information about the market, and so how can you engage the trade in in a way that works for you? right?

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I'll tell the easiest way first sign up to participate in a Nyc.

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Go past program, and this keeps members of travel trade the opportunity to experience your business firsthand, with complementary discounted offers.

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Some of you may know this as a trade bus, and we we revamped the program, and everything is now digital.

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You don't have to wait to participate until next year.

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You can get to action right now. and it's the easy and general trade outreach program simply conduct me. If you would like to like that extra extra exposure to the travel trade Audience: next slide next slide slide please and we

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are in constant engagement, as you see. with our travel trade partners globally.

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Now, how do you pick where you should focus your efforts?

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Right? one of your membership benefit is access to our research.

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We produce market profiles with visitor numbers by country, as well as the more detailed information, and then interest by market.

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And now think about all these markets. The key is to diversify your source market, to build a stable for a business by just like your financial advisors. say a diversity. diversify your portfolio.

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So if anything happens to one market, you still have other source markets to support your business.

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And so you might choose really looking at the those visitor profile and numbers. you might say, okay, you know, domestic Uk and Canada.

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They're producing volume. you know of course you can go after that market.

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You can fish where the fishes are right, or you you might wanna you might choose to go after the second year markets where you have less competitions and the bigger share in the smaller poll may bring more business compared to a smaller share

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of the larger market. So you think about that, you know which is the right approach for you.

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How about the long haul markets? Why should you pay attention?

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You know it takes so much time to get here. But speciality markets often.

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Time are long haul markets, and that may need to be customized for things like that.

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Language and cultural differences. why do you bother to, you know?

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Pay attention to this, because they tend to stay longer, spend more, and they tend to be loyal to the partners whom the they know can serve their market well.

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So I hope to this session. helped you too much.

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What you offer to specific market needs so there's no specific order over next slide.

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Please. Sorry, So this will specific order. you should follow in terms of what you should sign up for, and and but you know, just to give you the idea. Richard touched on this a little bit from is the you know easy and less

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costly option. Have the buyers experience your products first hand in turn.

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They promote and sell your products better and then that's really a you know.

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See copies for the individuals come towards is the group efforts, and then, you know, we bring these phones throughout the year.

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Webinars. i'll give you an opportunity to educate the trouble trade about your products.

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They have been massive turnover in the industry during the pandemic.

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So it's really important to be educated the trade the tread show another way to engage the market.

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It's a large number Open your target segment buyers are there on the show floor.

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It is good when you want to have broader brand exposure, and but you could be competing with other destinations, and then suppliers and and me to filter the buyers Sales Mission, on The other hand, is most

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intensive, but targeted the opportunity in which all of their buyers who are in front of you are already filtered, and they are interested in New York City, and you have opportunities to get into the needy gritty of a really striking the deal with those

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buyers as in you see in the slide, that there are plenty of opportunities now.

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Next slide. please take on the cut which market segments.

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Our team is targeting in 2,023, besides hitting all the key international markets.

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We have more luxury and each segments, outreach, such as luxury trouble shows, you know, Iotm. And then there's a one of lecturable conferences and trouble ability for accessible trouble you know, market

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development. So there are new new segments, and in some other more focused segment efforts that we have also the next slide, please.

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And actually, the next slide

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The way you can participate in outreach opportunities.

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In 2023. there will be some more as we go into the ear.

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Such as you know, farm tours, seminars these things could be added to this list.

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We have also included some of the new initiatives, domestic, and in Canada. reverse Sales Mission in January.

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This is really exciting opportunity. The buyers come to us you know you don't even have to travel so talk to please Renee.

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If you're interested also a joint in emission with destination Dc.

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And collaboration with Igl. T. A. Though the mission is targeting all market segments in India, we will have some opportunities to be a part of our glts initiative to start and Lgbtq segment conversation

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in India. We are proud to be the thought leader in this subject, and please reach out to me, or other to reason development.

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Team members. if you are interested in finding more about their particular market segment or program, or if you need some advice for finding out which market you should be targeting.

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So we are here for you now. Thank you for listening, and I pass the stage to Jerry Seedo Evbb.

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Of at the convention development team and his team. Jerry.

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Thank you, Machiko. good morning. Everyone great job tourism team I'll jump right into things and we'll keep things moving.

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I'll be giving a quick overview of our team and our deployment. Trudy will then jump on and cover our numbers in terms of leads.

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Indefinite bookings. we can go back to the other side.

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Still. and then after that Matt will then cover our market intelligence per region, and then i'll come back on and cover where we are out in the market, and where you can partner with us so as a reminder you should look at our

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convention sales team as an extension of your team and we're here to support your direct sales efforts in every way through our active discussions and activities with our clients by attending and running trade shows and road shows in

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market. and here in the city we provide a direct economic impact for the city, with the goal being, of course, having event. Professionals placed their meetings, their incentives, and their corporate events in the 5 boroughs.

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Of all sizes. So remember, though they have to book and decide on New York City before they can use any of your hotels, venues, and products we qualify and source these opportunities to leads that we sent through the system and we

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send directly to the appropriate members we don't mass blast these opportunities, and we try our best to make sure you're receiving leads that fit your member profile, and the clients needs in some cases though keep in

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mind if there's a possibility for you to work with the client, we'd rather give you the opportunity to make the final decision, and if you want to bid on a piece of business or not so keep an eye out for those

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leads from our team. We also arrange site inspections, educational fan trips, and client events in market, and here in the city which showcase the city and all of you.

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These are some of the best ways to partner with us and You'll hear a little bit about that throughout the next few sides.

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We can also present to any of your clients and participate in any of your brands fans selling the city overall.

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So please keep in mind that, and lean on us in that way again.

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They have to decide on the city before they can buy any of your products.

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So that's where we step in and We also maintain a strong presence in the corporate association markets by attending these industry, events, and trade shows, and being active participants with industry.

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Groups like Pcma Mpi and Cbnp.

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Site F Icp. and many many others so now we'll go on to our team deployment in the next slide.

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So first on the International slide covering Canada, Latin America, and Europe is Marktha Palacios, and then covering Asia, Pacific, Africa, and Middle East, is a Watson Lee.

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Both on the International Slide, our next side of our domestic team, handling 101 rooms on peak and above.

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Here in the northeast, Matt checked their covers.

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This market for the mid-atlantic and south and southeast treaty, sing covers that market tree is actually based in a bit Atlantic forest, and then covering the west and southwest is Roastana.

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While Wardak she's covering the west coast market one note.

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The full team is currently covering the midwest for us as we search for our new team member.

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That will be covering that important market force next slide. I'll, also domestically covering opportunities that are between 10 to a 100 rooms covering the northeast, south and west is Chris floor, and then covering the

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Midwest, New York emit Atlantic is Liz Boyland.

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Liz is also covering a bit more. The Midwest leads for us, so you may be getting a leader to from Liz on the midwest side. As you can imagine, both of both Chris and Liz are very busy as

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this size business represents a large percentage of our overall leads.

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Our sports leads and all venue. Only requests are covered by Ashley Dartis, and then finally our coordinators on the team, and the next slide is Mattee, Silva Chris Balletti, and Page

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Dixon. Not only did these professionals assist our sales team with leads, but they also take an active role in our site.

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Inspections with clients. Our fan trips our client and member activities.

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So you'll be working very closely with our support staff in these ways.

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So keep an eye out for them i'm happy to say we have some of the best in the business, and the majority of our team has New York City hotel sales experience.

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So they know what you need, and are here for you in every way to work with you.

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So now i'll pass it on to churchy for a peek into our numbers and production, and we'll be, and where we're trending in that way. so treaty onto you thanks so much jerry like Jerry

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said, I'm pretty sing and i'm gonna talk to you a little bit about the numbers for convention development.

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So year to date, the team is working on 780 definite programs which totals almost 200,000.

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Room nights. These numbers are down by about 10% compared to the same timeframe in 2,019, which is our prep pandemic time.

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Frame. as Kelly had mentioned earlier. we're seeing that of these definite bookings, over 90% of them will actualize before the end of 2,023.

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This, continues the trend of shorter booking windows.

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As a generalization. Customers are booking 6 to 18 months out, but we know many of you are seeing compressed timelines for this fall and into the winter.

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Now looking at the composition of these, meetings as jerry alluded to this year. 84% of the team's bookings have been for meetings that are a 100 rooms on peak, and below with tech and

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corporate continuing to drive demand in New York City as for lead volume. As we switch gears to lead volume, we're seeing steady growth in the last 3 years, as group business recovers, lead volume is down by about 6

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percent to the 2,019 benchmark 86% of all leads were so sourced by third party meeting planners.

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We'll talk about this more in the next slide

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She's Continue to play a vital role in driving business. to New York City, and we've strengthened our partnerships with key third party accounts, as you can see, on the screen.

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For example, our strategic partnership with American express global travel has seen exponential growth since 2,019.

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The team is gearing up to be with many of the American express top decision makers during interact the interaction Conference next month.

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Look out, Jerry's gonna talk about more about our conferences and other events that you can join us with.

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Join us for so for third parties We've seen a tenfold increase in opportunities from Lm.

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Media. Lm: Media specializes in small meetings primarily social or philanthropic in nature.

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Ellen Media. 90% of their opportunities this year have been processed for groups under a 100 rooms.

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Peak, and similarly we've made great strides with our homes.

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Brisco and conference direct partnerships year to date in 2,02022.

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We've processed twice as many leads as opposed to our benchmark in 2,019, with a quarter of those opportunities being room blocks over 300 rooms peak primarily in the corporate and

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association markets we're thrilled to work with all of you on these important pieces of business, and look forward to a strong ear.

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Now i'll turn it over to Matt to talk more about our market segments.

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Thanks so much, Trudy. Hi! everyone pleasure to be with you this morning.

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Jerry one over our deployment as a team at convention development.

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I have an update market by market on the business climate and some important points is for everyone on the call to look out for. So i'll start with the northeast market markets like corporate and association and

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Philadelphia and Boston have been really ramping up their meetings and events.

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The tri-state area, and particularly the accounts based in New York City, continue to see great value and hosting their global, national and regional meetings here at home in New York.

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Our messaging with New York City, bringing higher attendance, higher potential sponsorship dollars, and the ability to pull from local talent basis.

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Speakers entertainment really resonates extremely well with our customers.

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So moving on to the West Coast to provide an office, an update on that market from my colleague, Ristana West Coast.

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Corporate meetings continue to dominate the West and Southwest markets with Tech leading a pivotable role with a Northeast Java center, with companies like linkedin service.

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Now salesforce Amazon and Ypo lead volume has slowed, consistent with the economic talks and Q\*, but it's picked back up significantly again and quarter 4 moving forward.

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The business source from the Bay area remains high tech and corporate are projected to continue to drive demand into New York City and to our hotels for conference express leads that's leads of 10 to 100 rooms on

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peak short term small meetings continue to lead the way for these regions, and we see a heavy interest both in quarter 4, which we're sitting in right now into quarter. one.

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So on the next slide i'll touch on the mid Atlantic and the South.

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I'll start with this an update from the south financial organizations continue to book with new organizations, considering New York City meeting planners tell us that they're looking to find new levels of efficiency that correlate

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directly to their bottom lines. Planners are once again considering multi-year programs and multi-city packages in the South.

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Clients are currently booking in the short term windows of the 6 to 18 month, time, period, 6 18 months out, and an update on the mid-atlantic region, a very important region which my colleague trudy

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sits in. we're seeing an increased interest in mid-atlantic associations, education-related meetings continue to lead the region in terms of incoming business to us Additionally we're seeing an increase in government-related

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opportunities. many of you on the call may know this already, but New York City is currently bidding to be the host city for the 2024 Dnc National Convention.

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We recently conducted a site visit for the Dnc. Technical Advisory group and hosted a reception for the Dnc.

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Members in Washington, Dc. As we continue Our first to try to earn this important business for New York City. conference directly it's again.

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That's the segment that handles the important 10 to 100 rooms on peak out of the mid-atlantic.

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We're seeing a really nice production from the education industry associations and government organizations.

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The lead turnout turn around time continues to be very short term in this market.

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We're seeing as little as 3 weeks out and for smaller meetings, and for the larger meetings 3 to 6 months out.

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So continue to see that kind of short term window which creates some optimism when we're looking at quarter one in the community.

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So i'll move on to the important market of the midwest to provide an update there.

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Corporate and legal bookings from organizations such as American Mar Association, like German, Will and Emory, and several others, have remained strong for this year, 2,022 into next year, 2,023 in the midwest business, it really

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continues to be strongest out of Chicago for us.

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When you look at the total market there, especially with large organizations like American Bar Association, American Association of Endodox, and they are actually already are focused on their big annual meeting for 2028 here in New York So we're continuing

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to work closely with them. The Conference express leads 10 to 100 peak in this midwest market had been mostly law firms and other legal industry.

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Meetings from Aba Lathamin, Walkins,

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Nwv. and other similar companies. So we continue to have a focus on those i'll finish off our update with an international market update.

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So that includes Asia, Pacific, and Europe Latin America and Canada.

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I will start with Asia Pacific. We are seeing a great mice opportunities from the Southeast Asia market for 2,023, and beyond especially for incentives for banking insurance and direct sell industries obtaining

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visas remain really the number one challenge for groups to travel to the Us.

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But our international team keeps you very close eye on the pulse of that, and being proactive in the market, and speaking with our customers regarding that and all challenges.

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Coming into New York for Europe, Latin America, and Canada demand is certainly up with the lifting of the Covid 19 testing in New York City we see an influx from Mexico, Canada.

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The Uk Germany, followed by Brazil and Scandinavia, with airlift resuming flights.

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Out of these regions it's, showing quite a positive interest in getting incentives and mini's back on track that were previously past placed on hold for smaller programs, booking windows continue to shrink approximately 30 to

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90 days out and lead about volume continues to strengthen with incentives leading the market, especially those incorporating cultural New York City experiences. So with that, i'll turn it back over to Jerry Zeno we'll

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talk about our teams, travel and other opportunities. Thank you so much. Thanks, Matt.

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Great job, Trudy. Great job, Matt, of great information overall for all of our members on the call.

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Any specific questions that you have per market will be glad to get on the phone with you individually.

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Any of our team members to review market by market. with you so as you can see on this side. our team has a very robust travel schedule for 2,023 I'm.

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Happy to say, we continue to invest in being in market and in front of our customers, and are almost back to pre-pandemic customer facing in market activities in 2,019.

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The team attended and ran close to 125 events.

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Trade shows and activities as compared to this year we're close to 100.

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So far this year. So on track to our Benchmark, here, including in some of these are, of course, Pcma Site, Ibtm Americas I'm.

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Max Frankfurt, pcma etc. cement connect asae fi Cp's annual conference, ibt and barcelona, and like true you mentioned and Matt mentioned mx

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interaction. and then, of course, imax americas in Las Vegas, which we just came off, which has become our company's largest show in terms of space and member participation.

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So thank you for those that have joined over the years.

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In addition to being out in market. Another reminder here that we also host clients from different regions to join us on fans here in the city throughout the year.

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So this is another great way to partner with us showing in showing off your products, and how these event professionals can work with all of you here in the city.

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So to showcase a few, and to kick off. 2,023 will be at Pcma in January.

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Convenient leaders. You can join us there for our annual kind event.

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We'll also be conducting a Sales training for Hotel Nsos and Gsos during Pc.

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Made to help educate them, to assist all of you in driving more business to the city overall.

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So keep an eye out, for that. February will be the start of our sales missions, the first one taking place in the Bay area.

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So keep an eye out from from information from Rustana, and how you can participate.

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There will also be a part of Nysae.

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Meet New York with us that month and as a reminder we're hosting sites.

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Annual meeting in February, right here in New York City next year.

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The planning team is actually in the city right now, as we speak, April will be hosting our Annual tri-state meeting planner of it.

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Keep an eye out for information for Matt on that participating in ways that you can attend.

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There'll be a number of ways so always a well-attended event, activity for the tri-state meeting banners, then internationally in May will be at Imx frankfurt back in Vegas for C.

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Event connect in July, and will be planning our Mice Road show in Argentina, Chile, and Columbia.

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So again some exciting ways for you to participate with us.

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Ibtm Americas will be back in Mexico City, and we'll be there again in the big way in September.

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We'll be running our European mice road show again. We took a hiatus from that during the pandemic, but we're excited to be introducing back that into the market for Europe.

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So keep an eye out for information. on those and of course we'll finish out the year with Imax Americas again, which really referred to as our super bowl.

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It is again the largest show that we participate in on the my side.

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Ibm Barcelona and imax interaction. again next year, like we'll be participating in along with holiday showcase in December in Chicago.

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Finally, we'll be hosting our annual nyc holiday experience fan this year, and of course, next year so keep an eye out for that.

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That'll happen mid-december so a Trudy and Matt will be sending out some information about that, and how you can participate.

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And just another note, like the tourism team mentioned the team's activities in travel continue to develop and evolve over time.

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So please check in with us from time to time, at any questions.

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And again. if you have any specific questions about specific Markets We're here for you in every way. So Now I'll turn it over to Susan on the events and the trade show team. Susan Thanks for everything it's all yours thank

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you, Jerry. Hi, everyone! Thanks for joining us so I thought i'd give you a quick intro to the tree shows and events team.

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You have myself, Susan Mckenna, and my colleagues, Jenny Firstine and Sarah Tuesday.

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So if you have any questions with regards to this document, feel free to reach out to us.

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If we cannot answer it, we'll definitely connect you to the appropriate person.

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So on our next slide. This is where you're going to find the business development document.

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Now this was previously known as the trade show and sales Mission Calendar, so I just wanted to clear that up.

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We just felt that business development was a better title for this document.

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So once you head over to our website at Nyc go com and log in with your membership username and password, and if you're unable to locate that information, you can reach out to our membership team who who can

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get that information over to you you're gonna log in and You're gonna go to tools and resources once you're in there.

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You'll find many useful tools of course, but this will also include the business development opportunities for you.

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So on. The next slide is a qr code that you can scan right now.

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That'll take, you over to the document we've added brief descriptions about what a trade show is versus what a sales mission is, and we've broken the document down by the types of clients and buyers you are

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looking to meet with in chronological order. You have your travel, trade opportunities, followed by your meetings and incentives.

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Opportunities. As we update this document, it will be sent out via our Bi weekly membership newsletter from our president, CEO, Fred Dixon, Be sure to check and see what registration links have become available or

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continuously updating this document on the next slide. I want to share some photos of boost we've had in the past.

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As you can see, each one is very different, because every show is very different.

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Some shows may have appointments that you maintain on your own.

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Other shows have a point of schedules that will maintain.

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But loop you into the appointments with us. attending a sales mission is a different experience.

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As you're traveling into the market with the teams and presenting in the clients office teams also schedule networking receptions.

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During these sales missions. I've been asked many times What is the benefit of participating with Nyc.

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And company, whether it be a trade show or a sales mission.

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We have international representatives all over the world. They are continuously working with clients and promoting Nyc.

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In their markets. So when you participate with Nyc.

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And company, or meeting with top tour operators and meeting planners in those markets.

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Not only that, but the internal networking of our members at these shows and missions cannot be beat.

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For example, if you're in our booth and a member is meeting with a client, and they realize it really won't be a good fit for their business, they'll pull you into their meeting, or they'll direct the client

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over to you if the business would get better with them we're one big team at Nyc.

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In company, so that's how we promote the city and again. If you have any questions with regards to this document feel free to reach out.

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And now i'd like to pass it back on to Kelly

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Thank you so much, Susan. I think this has been a great overview of the different ways that members can participate.

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I I think that was great that you just kind of outlined the difference between the sales missions, the trade shows, and and really the value of of joining with Nyc.

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And company when you come on the road with us you're really part of a bigger destination cell, and you know I've been.

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I've been doing this for a number of years. and we do hear from members who who have their own booth and then, when they come into the Nyc.

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Company Booth. They really get much more. value. out of that because a lot of the buyers really are looking for New York City, and they may not be familiar with your business, but they're they know New York City.

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Of course. so so they come over to visit with us, and then that way.

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You. You can meet some folks that you may not have met otherwise. but we we welcome all of you to participate in all of our activities.

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That were outlined by the team by Jerry, by Mikiko.

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Whether they are with us on the road or the activities that we're doing here.

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In market like our dc client event that we do every holiday that's coming up soon.

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So we have a little bit of time, which is which is incredible, and we love to entertain questions.

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If anyone has them. i'd like to join my colleagues to turn their cameras on. and oh, am I?

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Am I? Am I doing the numbers subsection, Susan? Did I?

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Did I rush through? Yes, i'm sorry Okay, go back to some membership this is the membership team we are here.

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We're here to serve you we're here to be your your your your conduit between with the rest of our team.

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We, we actually have a lot of new folks, which is great since the pandemic.

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And so if you don't know who to call you don't know who's handling something.

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Anyone on membership is happy to tell connect, you of course we also are here to make sure the your listings on our website are correct, that all of the photos that you have are correct and that your any questions you have on research we're just here

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to help you round the clock, really? next slide.

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Okay, here we are with cuban so that's it inviting my colleagues to join us on screen

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Just wanna see if There's any questions will We be sharing this presentation with us via email Susan, and we should be able to send this all out.

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Yes, we can. Okay, Great

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Another question. are there specific? Is there a specific sports liaison on the membership team?

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I see here there are contacts for hotels and cultures.

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Thank you, Mark Topley, for the New York Yankees.

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You can contact any of us for sports. We do have a colleague.

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His name is Bruce Redman. He works on our sponsorship, and he also is very expert in the in the realm of sports.

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He's really the lead for us right now on the world cup 2,026, which I know you're all so excited about

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We will be finding out in Q one of next year which games New York City is going to be able to host.

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So more on that i'm sure but we can introduce you to Bruce.

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Of course. but you can. You can reach out to myself or to raw and we can also help you with any sports related.

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Questions like Susan mentioned We're a big family, so we can help you out, Kelly, if I can just also jump in Ashley and our team mark handles a lot, and our convention team a lot of the

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sporting events. If, You're looking to bid on something at your venue, let us know so we can help with that bid for you.

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And of course, Nancy mama, who's our cmo She has a experience in sports, and she's working on a lot of our sports projects, too.

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So so you can reach out to to many of us on the team.

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And Mark also Kristen Mcgovern, is your membership.

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Rep for Yankees, so feel free to reach out to her as well.

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Oh, thank you so much, Susan. Is there a way to get users and feedback for Nyc?

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Go pass, and my CEO pass Are you I Guess We're talking about the delegate Pass, or the travel trade path.

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And more, so we can. We can talk to you about that.

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I guess offline i'm not exactly. sure yeah we can we can talk offline about that.

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You know. I'm not sure feedback from the user feedback after using the in ocw Pass. I I assume that's the what the what much is looking for.

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We can. We can talk online about that. Okay, great will we be able to receive a recording of this meeting.

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That's another Susan question. I think the answer is Yes, that answer is, Yes, and it will be posted on the members only website as well.

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Okay, great, There's a question which specific nyc destinations in our and activities are currently most requested by meetings and event clients.

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Jerry, if i'm understanding the question correctly a lot of our delegates want the same thing that our leisure travelers want, which are shopping museums, Broadway, of course, specifically some incentive groups are looking

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for Wow activities and activities that they can't get on their own.

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So talk backset. Broadway shows any of those types of activities seem to resonate most with incentives.

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It really depends on the activity and the customer. hopefully that answers your question.

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But we'd be glad to jump up the phone with you at any time.

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The annual. I think it is from right. Thank you. great

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Not seeing any other questions here last call for questions and then i'm just gonna close with a little invitation and information about our upcoming foundation gala.

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So I think we are. I think we're good here so just to let everyone know, you know, of course, Nyc.

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Companies. We are A. C. 6 membership organization but i'm sure many of you know of our Nyc.

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Company foundation that supports small cultures throughout all 5 boroughs.

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We give microgrants to help them in their marketing, and to extend their reach, and we have one event every year that supports the foundation which is where our visionaries and voices Gala will be holding this event on

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December fifth we are honoring at the Plaza Hotel.

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We're honoring the new liberia airport which i'm sure all New Yorkers are most proud of.

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If you haven't been to Laguardia I encourage you to book your next trip out of Lombardia.

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It's just spectacular and We'll be celebrating the port authority of New York.

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New Jersey Delta Airlines and vantage airport group.

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For their for their partnership in making the new Laguardia a reality. We're also going to be honoring the Greater New York the greater Harlem Chamber of Commerce on the occasion of their 120 Fifth anniversary

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that will be accepted by Lloyd Williams We're honoring Shelley Fireman Environment Hospitality Group for their commitment to the culinary scene here. in New York City.

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Shelley is relentless He's continuing to open up restaurants in Times Square, and at Liberty Airport actually, and we'll be giving Ellen fudder the president of the museum of Natural history a

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lifetime achievement award as she looks to retire early next year.

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Probably following the opening of the gilder center so we'll be sending you information about that gala December fifth at the Plaza Hotel.

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And I see one more. Is there one more question before we wrap up?

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I think we are. I think we're good actually so thank you so much.

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It's 1059, we'll be sending you a recording of this session.

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Sometimes that takes a day. we will be sending you again. The member opportunities information that everybody on the team talked about, and we'll be sending you the slides as well.

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So thank you all for joining us, and please enjoy this beautiful day.

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Thanks again.