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Thank you for joining will begin in just a moment.

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Okay, Charlie, I think we're good to go.

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Alright.

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Good afternoon, everybody.

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And thank you for joining joining us for this NYC and company talks, focus on market updates and new insights as conditions gradually improve and vaccinations continue to climb, we begin to look ahead with increasing optimism.

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Last week, we saw the first phase of reopening at Madison Square Garden, and at the Barclays Center.

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And you know that something's really happening in New York. when both the nets and the Knicks are playing above 500 this gradual increase in indoor dining that we've seen with evolving guidance on meetings and catered events is also a bright spot for

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the return of our city's vibrancy.

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There's much more to be done for sure, but these are positive signs, as we begin to move forward.

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It goes without saying, working together has never been more important, and supporting our members during these challenging times has been our top priority.

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That's why we knew it was essential to reduce membership dues by 50% for this year.

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We want to thank everyone that has already submitted dues for the year.

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Those funds help power, our city wide recovery programs, and an extra thank you to those of you who have the ability, and have volunteered to pay your dues and full.

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It's remarkable, and we greatly appreciate it. And on behalf of the board. Thank you all on this call for doing your part to keep tourism moving forward.

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For today's program. We are excited to introduce you to our latest research tools and insights.

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You've consistently told us that research is one of the most important benefits of membership. And so we are always looking for new resources to help you power your business strategy, especially through this complex recovery.

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Today the team will walk you through our newly expanded monthly tourism barometer that now includes forward looking booking data for air traffic inbound to New York City, and future hotel booking trends.

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And thanks to our engagement with the US travel Association, the barometer will soon feature key learnings from the newly launched us travel recovery insights dashboard which tracks leading indicators on the national and state level, and to round out

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today's program, we will share insights from our most recent Consumer Sentiment Survey, focusing on the key regional dr market.

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Before we start, I'd like to make one special request to our members in the attractions and museums, area.

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In the coming weeks, our staff will be reaching out to ask for your cooperation and collecting key data, as we measure recovery.

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In the past, and particularly after 911 you generously shared select data on a strictly confidential basis. And we asked you to consider it again.

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I'd like to thank you in advance for supporting this effort. However, you can, it will become important as we crystallize our messaging and promotions to build back.

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And just as importantly, it will also be critical to our advocacy efforts as we solicit ongoing support for our industry.

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Thank you again for joining us today and for your support of NYC and company.

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Now I'd like to turn things over to Fred, to get us started. Right.

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Thank you very much, Charlie, we appreciate you kicking us off and good afternoon everyone. It's great to be with you thank you all for joining us this afternoon.

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I want to start by just taking a quick look at how advocacy continues to take action for NYC and company and for you the local industry in our work across a number of areas both at the local level here in the city at the state and of course, across the

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country and the globe.

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Most notably, there is new news that same company now holds the position as vice chairman of the executive committee and the Board of Directors of the US travel Association.

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It's never been more important for our voice to be heard at the national level. And this is a great honor and we're very humbled by the US travel Association memberships confidence in us, to help lead the officers, certainly in the recovery effort as

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we go forward. Next slide, if you would, Susan.

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Now some of you may have seen these numbers. We're going to of course be walking you through these.

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And it's important to note that this is the forecast from the beginning of the year, or the outlook rather. We are in the process of finalizing the new outlook which will be out from our partners at Oxford economics in the coming weeks, and we'll be sure

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get that to you just as soon as we can. We expect it to have some changes to what you're about to see, in terms of the overall visitation numbers, but as you see in this graph, we still expect that it will be a minimum of three years and as many as five

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for the full recovery of visitation, as we knew it in 2019, where we may see some change in volume could be this year in 2021.

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You know will vaccinations continue at pace. What will happen to some of the overseas markets and their visitation. That will all, of course, be hinged upon international border openings and the ability to lift quarantines as the conditions improve.

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So those numbers you see there for 2021 to 4.7 million international and 33.5 million domestic or what is expected to possibly come in, and the second half of this year, and we remain hopeful that those numbers will will may remain robust and will have

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that full update for you in just a few weeks. Now, next slide, if you would, Susan. This slide is, we'll take a look at each market segment. How long will they get back to or even past 2019 levels.

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Domestic leisure will recover strength and grow first of course in 2021, and then pacing more slowly in the out years for recovery is forecast for 2023 so where you see that right that red bar on the right side of the screen.

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That is the the volume that we experienced in 2019. So, this will help you measure how long recovery will take for each segment international travel overall will take longer and the increases will be much more moderate the outlet for 2024 is only 86%

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of the 2019 levels, at this point, segment is unlikely to reach full recovery before 2024, and for some hard hit mock markets possibly not until 2025.

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Now of course, the next slide, if you would, Susan.

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This will, this looks at how long it will take each of the segments of course to get back in the international in the important international arena, when we dig in.

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On the top seven international markets that typically account for almost half or 46% of 2019 International visitation we see a mix of responses as our closest neighbor and usually our second largest market Canada could break 2019 levels as early as 2023.

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The UK generally our number one market is positioned to recover almost as quickly, but we'll be watching the ongoing effects of Brexit and the relative value of the British Pound has been moved forward. Also following up on the return and multiple flights back into New York because so much of that inventory of course

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York because so much of that inventory of course has been taken down. We are going to be watching closely the Prime Minister's announcement in the UK, which is slated for April 15, about the important summer holiday season, and what the British public

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can expect in terms of being able to travel both domestically throughout Europe, and of course, across the Atlantic so we're all going to be be looking for that news as soon as it comes available.

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The pace across France, Germany, Australia and even China will vary with some markets starting more slowly, but pretty much all back to peak levels we anticipate by 2020 for the Brazilian economic volatility and the need for them to have visas will play

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a big factor here, and we are watching the Brazilian market closely I know there's enormous amount of pent up demand in that market and we'll be watching it closely and get you an update there just as quickly as possible.

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Now I'm going to turn the program over to Jeanette Roush our marketing. Managing Director of Marketing to talk you through our latest in Sentiment Survey work Jeanette.

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Alright. Sorry, just the moment I've lost my zoom controls to turn on my camera Susan Are you able to do that for me.

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There we go. Hello and thank you, everybody. I'm here today to walk you through the findings from the survey that we conducted with the drive market at the end of December.

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So this is the first of four waves of research that's going to track how travel sentiment from this important market is going to change throughout the year and sectors of the city continue to reopen.

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So we know there is all kinds of research right now that's looking broadly at domestic travel readiness. So if you look at destination analysts or long woods or any number of other surveys, people are looking at when their audiences are going to be ready

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to come back, or what people are thinking domestically about traveling. What NYC and company wanted to do to inform our future marketing efforts and to assist your marketing efforts with the creative study that specifically looks at the opportunities,

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and the obstacles that we are facing with the drive market. So we know from other research that when people are ready to resume travel, they're going to start by driving rather than looking at long haul flights.

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And so for the immediate future the northeast corridor is going to be our main source of visitation.

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So this is a quick look at our methodology, you can find a detailed breakdown of the methodology, you know, and the demographics of all of the respondents in the downloadable version of this presentation.

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So we emailed this to members last month. And you can also find this information the stack by logging into your member portal. So here you'll see, I we focused this research on 1000 people who had visited New York City and either 2018 or 2019.

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The research was conducted with an 11 minute online survey between December, 16, and 31st, the qualifications to participate is you had to live outside the five boroughs but live within 250 miles of New York City.

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And this is something that we're going to be repeating each quarter. So, ideally we want to see all of these metrics that we're tracking improving over time.

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So the information that I'm sharing is going to fall into five buckets. First, when our visitors returning to New York City, we want to look at the impact of coven 19 on travel readiness, with the Northeast Corridor.

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We want to see what do travelers want on their next trip.

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What is the overall sentiment about New York City, and what is their net promoter score.

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But first we're going to start with the big question. When are visitors returning to New York City.

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And overall, the news is pretty good. Three quarters of everybody who took the survey are planning to make a trip before the end of 2021, but you can see here it's a slow build right so we have a jump from 32% of the people expect to be back by the spring.

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And then you see it jumps up to 77% by the end of the year, that's tied to their expectation that we're going to be finished with the pandemic in the next six months or so.

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So this is information we're going to be using to informing our marketing efforts, we know that we have limited budgets and so right now at this exact moment or audiences are still pretty local.

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That's why we've done, local campaigns recently like our restaurant week to go which just wrapped up on Sunday. And this is how will help businesses tide over until there's a critical mass of people who are ready to plan a trip, which based on this information,

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looks like it will be the ramp up into the summer travel season.

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As of the end of December, 10% of the survey respondents were already traveling so primarily it was the visit friends and family, many cases to visit large cities.

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13% of the market is planning to visit New York City before March 2021, and most of them again, they're planning to come at least in part to visit friends and relatives.

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They're also planning on driving rather than taking public transportation for these visitors about 60% of them are planning to stay at least one night, either in a hotel or with their friends and family.

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Now we're taking a deeper look at the 32% of the market who expect a visit before the start of summer, what's motivating these early trips, again, people are primarily visiting friends and relatives.

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So it means they could be going to a borough outside of Manhattan, and then not necessarily making a trip into Manhattan on their visit. These people are more likely than or overall sample to participate in an outdoor activity like a walking tour, going

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to a zoo, or exploring different neighborhoods. So these people they're over indexing on having kids at home, living in a city, and being younger than 45.

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Now we're going to move on to the impact of the pandemic on travel.

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Three quarters of everybody that we surveyed agreed with the statement. I'm planning to avoid all travel until the coronavirus situation blows over.

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In general, when we look at health, health protocols, health, protocols and masks are very important to 87% of respondents which is absolutely enormous only 5% of people didn't think it was important, and also 81% of the respondents what to visit destinations

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remasters are required. So that's good news for New York City.

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But if you're looking more specifically about health protocols and the city, there are still a lot of concerns around getting sick on a visit. Half of respondents think that it's easier to contract the coronavirus here than in their hometowns, even though

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two thirds of the respondents think that we're doing a good job at prioritizing safety protocols. So, this is showing us some obstacles right people want that vacations that are outdoors he in New York City is not necessarily at the top of their to do

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lists, so we'll all have to present our product a little differently for that first trip back because people want to be outside and they want to relax and they may not realize that New York City offers these things.

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So let's look at what do travelers want to do on their next trip.

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We gave them a number of adjectives to choose from and on that list, they could choose up to three to describe their next trip, not necessarily a trip to New York City just any vacation, and they picked words like memorable exciting been relaxing and

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beachy. So, you know, this is our challenge. are we going to be able to trade on our strengths, we know that New York City is fun it's memorable that's exciting.

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Push that to the forefront of our messaging, while still finding opportunities to show that we're also relaxing adventurous and luxurious.

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We asked folks, whether they're more comfortable planning travel through a trusted travel provider. And that's important because all of us rely so heavily on tour operators travel agents, you know, and other travel planners to send business to the city.

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So the good news is 40% of the local respondents are more comfortable planning travel through a trusted travel provider.

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These respondents are more likely to visit New York City before summer 2021. So, this profile looks a lot like the profile I already shared about people who are going to be our first visitors back, they're younger, they live in cities, they may have kids

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at home, and they have fewer hesitations about going on a day trip, or staying overnight in a hotel.

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So now let's do a deeper dive into what this market is saying about New York City.

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So first, you know, let's take a look at some obstacles to visitation. we know of course that parking, was a challenge before the pandemic and you know it continues to be now.

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We're going to address this in part with a new partnership that we have with a company called Park woods. So, if you're not familiar Park was is an app that it helps you, you know, find parking spots that are available in just about every parking garage

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in the five boroughs, and then it allows you to book that spot in advance, and generally you save about $5, when you book through the app. So, Park Wiz is the market leader in the parking space, and will be integrating you know that widget throughout

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our website to help encourage these early visits, but looking at other obstacles we know that 32% of these folks don't think that subways are safe. Even though, Donna has done a number of studies into this over the years and previous research tells us

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that less than 10% of this market take the subway anyway. So it's not, you know, particularly a change of pace to get this information in this survey.

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We also see that about 40% of the respondents agree with the statement that New York City is a ghost town, at least as of the end of December. So that's a message for all of us and our materials and social media to showcase how vibrant New York City is

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right now to help people overcome that objection to visiting 75% of our respondents dine out when they visit. So luckily dining out you know that can be now an indoor or outdoor activity, and we see that things like shopping are always going to be open.

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open. But there's a concern because two thirds of respondents visit the city for indoor performances, especially Broadway in a separate question that those same people the same two thirds of respondents agreed that they will return to New York City, once

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Broadway and other live events are open.

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So, to show how will be tracking sentiment towards New York City over the next three waves of the study. I'm going to share our net promoter score as it stands with the drive market as the end of December, improving this metric over time is one of the

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KPIs that we included in the roadmap to recovery that we released last July.

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So if you're not familiar, a net promoter score is computed by asking people on a scale of zero to 10, how likely are you to visit in yc or to recommend visiting NYC as a young to a friend or a colleague.

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So, this is if you've ever taken a customer service survey, you've answered this question before the ranking is the zero to six, that person is a detractor.

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If the ranking is a nine or 10 that person is a promoter.

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And you calculate your net promoter score by subtracting this percentage of respondents who are detractors from the percentage who are promoters, so it means that the number can be as high as 100 or it can be as low as negative 100.

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For us, our net promoter score right now is 22.

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So this isn't a metric that we collected in the past so we can't compare to what our pre pandemic net promoter score was. But you know candidly, it's not terrific.

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This isn't where we want to be.

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Most destinations Don't you know publicly share their net promoter score. But, in reviewing the competitive set that's online, we would expect that the score should be at least in the 60s, if we were looking at Broadway shows for example, their net promoter

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scores of generally in the 70s or in the 80s.

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Now let's say the good news is we did the same survey with newsletter subscribers so you know people who have raised their hands to subscribe to our newsletters, like we can count on them as being essentially our fan club right.

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And we got over 1400 responses to that version of this survey. And with that group, or net promoter score is 63. So that's much more where we want to be by the end of 2021.

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We asked everybody who took the survey to tell us what one word best describes how they feel about visiting New York City right now. So this was a free form field, people can put in anything they wanted.

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And so the results that you see on the screen now is the snapshot of the current state of mind of our promoters, so these are people who rated us a nine or 10 on recommending a visit to New York City to friends or colleagues, and you'll see even our biggest

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fans right now are using words like hesitant, or scared to describe their thoughts about visiting as of the end of December.

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So for these 453 responses. I categorize them as either negative, positive or using a waiting tone like hesitant cautious tentative, and you'll see, even with their fans, they're not ready to travel yet, half of the responses were negative words like

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scared risky and unsafe.

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So let's look at this for our detractors, the people who ranked us as 026.

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You'll see that these folks are using those same negative words to describe visiting New York City right now, along with words like dangerous fearful and go.

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And if you categorize them just like I did before, 75% of the words that they use were negative.

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So why do we even care what the detractors have to say right.

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Ultimately it's going to be important to track because this group is more willing to start traveling immediately, and two thirds of these folks are still planning on paying a visit to New York City, before the end of 2021, so they may be coming to visit

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friends and family. They've also indicated that they want to watch and participate in sporting events, or they may come here for a business trip.

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So, note that while the detractors are willing to travel immediately, they're not necessarily the first market that's coming back. These are folks that said they would be coming to New York City later in 2021.

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The wrap this up here are the key takeaways from this study.

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First, looking at the VFR market, the visiting friends and relatives market. These are our brand ambassadors, they're the most likely to come back first.

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And they'll help us, you know combat negative chatter that could be happening on social media about the city, because they already think positively about the city, when the time is right, we're going to go to locals and ask them to invite their friends

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and family to visit, as a matter of civic pride marketing campaigns in the Northeast Corridor aren't really going to have a lot of traction, until we get, you know, into the summer planning period.

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Most people are planning to visit later in 2021, which they equate with vaccines being widely distributed and after the return of live events or future campaigns are going to highlight what people want from their vacations, we want to emphasize relaxing

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safe activities, the focus and what you can do outdoors, while making sure to highlight that our destination is memorable and exciting.

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And finally, it's absolutely crucial that we continue to promote health and safety protocols, and we need your help with this however you can. We know that people in northeast are more comfortable going places where they're a mask is required.

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They think that New York City is doing a good job priority of prioritizing health and safety.

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But they still think it's more likely that they would catch coded here than if they stayed home. So, to help us combat that you can find assets for the say well in yc pledge on our website and yc go.

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com backslash stay well NYC. In order to download assets to help us publicize this health and safety message.

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Thank you for your time. Owner reiterate this is the first of four waves of this research, the next wave is going to deploy on March 16. I expect to have the data collected by the end of March, and then we will have results to share with you by the second

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week of April. So by the, just like we did with the first wave. We're going to upload this to our member portal and then we're going to send an email to members to let you know this has been uploaded so you can log in and download it, and my email address

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is on the screen. So if you have any questions about this research or suggestions for things to inquire about the next wave of the study, please reach out.

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And with that, I'd like to give the floor to my colleagues Donna Karen and john Tessa

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thank you john is going to bring up our deck in a moment.

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So while he's doing that.

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Thank you for joining us on this, as you've already heard from Fred NYC and company does provide forecasts based on the work that we do with key industry resources tourism Economics Department of Commerce and so on.

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As you heard from Jeannette NYC and company has built a capability to track and evaluate consumer sentiment, let me say that this is unique in the industry.

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And this work is backed up by a lot of the things that I'm going to share in a couple of minutes. So, at this moment on the road to recovery from the devastating effects of the pandemic.

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We're looking at localized consumer insights, as well as national and international patterns. Many of you may be familiar with the kinds of work that we do what I call the vital statistics of the industry, These are on NYC go calm for members.

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I'm going to give you a couple of insights into these next.

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If you don't know what our landing page for research looks like memorize this blogging is just below the screen. And if you need help with your login membership info at NYC go.com, memorize that one as well.

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Next.

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So start with some of the things that you may be familiar with the market, fact sheets, we have a catalogue of over 25 international markets, about a dozen different segments of both business and leisure and a focus on activities.

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One of the most recent sheets that we pulled together was the black traveler to New York City and that was based on quite recent information, it's been difficult to update these obviously during the pandemic.

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But this is a process that we are kicking off again now in 2021. So, we will have several new updates, they will be on the website. But one of the things that's important to keep in mind is to understand who these people were before the pandemic from

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the kinds of things we've seen even in genetics culture internet survey and it'll apply Cohen survey of cultural visitors cultural visitor is going to look very similar.

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Once they're ready to come back so this should be still very useful information. Next, also extremely valuable and useful. At this point, or the economic impact studies that we do, where we look at visitors spending by market by merchant category where

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we look at employment wages, salaries tax revenues and at this point in time, being able to tell our story and the impact that the pandemic has had on all of us is absolutely critical.

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Again, this should be updated, probably the beginning of this second half, usually it comes out. May or June and I expect that we will be updating it again at that time.

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Again the kinds of data that we have and if you have questions, please feel free to reach out. Next, another regular set of reports that we provide have to do with hotel performance, which is starkly is the single most powerful indicator of what's happening.

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If people are coming to New York and staying in our hotels, then you can look and imagine what else is happening. So we've been sharing occupancy ADR room demand across the boroughs and the segments.

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the report on the left, was released in December. There are more than 100 hotels, still in the development pipeline. And honestly, Maria will cut skin membership who does the herculean job of digging this up, tells me that there are hotels in the pipeline

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that we didn't even know about in December and some that are opening this year. Next, travel forecasts you saw the latest data in Fred slides, as he mentioned that will be updated in the next couple of weeks, we are expecting to have a revised forecast.

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And along with the overall picture of the major segments, we will be tracking international markets, our top markets, the spreadsheet that sheet you see here, as well as their top inbound domestic market.

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Next.

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So, this is the big reveal.

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This is the new monthly tourism barometer any of you members who have been with us for any length of time may be familiar with the old tourism barometer the item on the left.

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It was actually launched in 1989.

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So we have come a very long way in terms of format speed and content, and I want to share that with you.

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It launched in October, this is the cover of the January edition we will be dropping the February addition within about a day.

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I'm going to let john take over to share with you some of the key features of what's in here.

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john Do you want to jump ahead.

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Yeah.

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Thanks.

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Okay, so what you see here is Travelport data.

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This is forward looking data from air travel, travel port collects data from GDS systems, such as Amadeus Travelport and CBRE and allows us to see air bookings in the future.

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So as you can see here, we have air, we see air bookings for domestic and international going out to July.

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If you look at this closely you'll notice that I'm we're expecting to see a little bit of a bump in April 2021, which is nice that's around our spring break, period.

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The other forward looking data source that we have is hotel bookings, brought to you by travel click travel click collects this data and gets it straight from the hotels and the hotel property systems for those who aren't familiar, The thing you'll notice

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here is that transients.

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People are much more likely to book ahead group seems to be a little bit more hesitant.

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So that is the group that is leading the way with forward looking hotel bookings. We're really excited about both of these sources as they give us a clue into what we can expect in the future.

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And I just also wanted to note that we are the only dmo, that has travel port data. The airline data that you see here. I'm going to go back to Donna now to continue to present the barometer.

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Thank you. So, visiting the idea of consumer sentiment. Again, this chart gives you some detail breakout on people's travel plans for the next three months.

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This one comes from destination analysts and very it was from last week.

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It completely supports the insights that we saw from the detailed survey that we did. This is looking at the 250 mile radius people who are likely to visit New York city dwellers.

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Compared to suburbanites generations, guess what rumors are a little bit more worried. Then are millennials and Gen Xers g as a boomer, I'm not surprised.

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We will keep updating this last month, we included some slides from our Consumer Sentiment Survey so as Jeanette said, we'll be updating that and they'll be a couple of slides in each of these, so that you can see all of the data in one place we think

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that is one of the great benefits of this tool.

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Next, so john outline the forward looking data. The other part of the parameter is the tracking, what is happening. So once we see how things are expected to go.

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We will also be looking at what those KPIs are and how they performed in the past month. And over time. So on the left, just a quick occupancy comparison for December.

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On the right, I think is the chart you'll find very valuable, where we are looking at the breakout of occupancy and demand by what the source market was, and at the top of that bar there's that's January February of last year.

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The blue segment is obviously the overwhelming piece of the industry that's transients booking, it should account for between 80 to 85% of the rooms. As you look at how 2020 transpired stepping down that ladder, you see that the red and the yellow the

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group and the contract overwhelmed that at the peak of the pandemic. But the shift is happening back to transit. We're looking now at about a 5050 ratio.

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This is going to be, we hope, one of your key indicators of how the industry is beginning to recover. Next, we also are looking at mobility, and there are a couple of different ways redoing that this chart comes from the travel safety administrator or

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This chart comes from the travel safety administrator Security Administration. This is that wonderful experience when you get on a plane and you go through the TSA checkpoint, what we have been able to do is break down the national data and look at the

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three New York City airports, in particular, not the publicly available, national level data, but what is actually happening in New York City. And so again you can see the drop, and you can begin to see the pickup and how that compares and doing it with

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a little bit of a heat map. I can't wait for things to heat up.

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Next slide.

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Another way we're looking at mobility comes from the Dallas Federal Reserve Bank, where they have been using a variety of tools to see how much people are actually moving around away from home.

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And so, in this graph you can see everything collapses. At the beginning of 2020, and this process things moved a lot over the summer.

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And then you come into winter, we also had two snowstorms what we're looking at here are the five boroughs of New York. We also can compare it to other cities in the northeast and in the US.

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So again, you're going to be able to see whether people really feel comfortable even getting in their cars, or in public transportation and beginning to move around.

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Next,

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obviously, in New York we care a lot about ground transportation. So we are using MTA data to track to subway and the bus is, and we're using Port Authority data for the infamous bridge and tunnel community.

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You can see all of the Port Authority bridges tracked how that collapsed and has begun to pick up the red line at the top of that is the George Washington Bridge, and for anybody who thought that with the pandemic we would have no travel jams.

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Take a look at how much activity is crossing the GW bridge. Next, we are also looking at a variety of different leaders, you're going to hospitality activities in city.

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On the left we are tracking seated dining courtesy of the Open Table data and looking at it.

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Oh my goodness I just lost my slide.

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I'm looking at it in terms of how that is growing how that is responding and comparing it to top cities in the northeast, who have similar restrictions and climate issues.

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We will continue to do that as we go forward and Charlie mentioned that one of the things we will be adding to this is tracking attendance at the CDs key tourist attractions arts and cultural institutions, and we'll be reaching out to you and looking

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for more of your insights with that. The next slide,

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the trends in travel and tourism forecast represent real world economic conditions. So one of the things that we will be including every month. Is this deep dive into the economics of our major inbound markets particularly what is happening, how are they

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seen are they in trouble, or they improving GDP currency employment levels. The data come from Oxford economics. Last month we did 20 of the top large inbound markets UK, France, Brazil, this month we're doing the emerging markets and some of the smaller

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The German economy is not strong German travel is going to react to it.

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Next slide.

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Then finally, what we're pulling and Charlie mentioned is that as well this light comes from the new dashboard that has been developed by us travel. It looks at national and state level data, and it will be a monthly update so I just pulled the forecasts

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for the US overseas visitors and overseas visitors to New York State, any of you have ever heard me talk know that most overseas visitors to New York State really visit New York City.

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So, this should give you an idea, obviously of what we've lost, but tracking this over time will give us a good sense on a monthly basis and have this is starting to pick up.

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So we have one more slide, I think I've lost my screen I'm sorry.

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The last is just some of the things that are coming online. We will be adding credit card activity and visitors spending by origin market. We will be using data to get at the point of interest, across all five boroughs, what kinds of visitors are in the

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market, and what are they likely to be doing will be updating domestic travel on a regular basis, will be using government data to track air passengers and passports.

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Once that reopens, there will be more sentiment research, and a new forecast. So that's it for me, please do check what we've got on the website we will remind you every month.

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When the report is released. And if you need a login, the membership team membership info at NYC. go. com. Thank you.

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Terrific Donna Thank you so much, a lot of detail there and a lot of information, and we hope it is valuable to everyone is done I said if you have any questions about anything that was discussed today.

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Please just email membership info at the MIT go.com, we will make sure and get your question routed to the right person to get you an answer.

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But before we close out today's events I wanted to point out some of our biggest recent initiatives. And this past Sunday of course we wrapped up Restaurant Week to go.

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Our largest dining initiative ever over the course of the program, more than, 800, restaurants, representing 100 different neighborhoods and 50 different cuisines participated from across the five boroughs.

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It was just wonderful to see when we launched in late January of course indoor dining was suspended, making take out the only lifeline for the restaurant community, the program generated much needed buzz around and support for this beloved industry and

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thank you to everyone who ordered in. We look forward to sharing details on the summer program with you very very soon. And last month, we also launched our new permanent content hub, the black experience NYC dedicated to celebrating the diversity of

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nuances within the black community across the five boroughs and all the things that make it incomparable to every other black community in the world. I want to give thanks to our incredible content team for standing up this program it's been a real passion

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for our team and we're super proud of the work that they're doing, please visit NYC go.com slash the black experience in NYC to check out the latest you also see a feature on our homepage.

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And of course as Women's History Month kicks off this week we are preparing to showcase women led hotels, restaurants and shops, plus art and cultural experiences that celebrate women across our community.

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This month and beyond. We encourage you to design your own NYC vacation, as our communications team would say, and support women LED and operated businesses across the city.

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Using our recent launched recently launched press release as inspiration, and it's available on NYC. go. com slash press.

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And you also should have received our latest member opportunity document that outlines the many ways you can engage with us as we move forward into recovery.

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This year thanks to hybrid and virtual events there are even more flexible and affordable ways to get your product in front of key decision makers across the industry.

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You can view the document by logging into your membership account today, and let the team know if you have any questions and we hope that you're able to engage in some of those programs.

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Now, in wrapping up, we just want to make sure that you do save the date for our next NYC and company talks recovery ready market overview and opportunities on March 30, or more about market conditions, and how to engage with us in our programming, going