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Hey, I'm gonna go ahead and start recording.

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know they start allowing everyone in.

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start allowing everyone in.

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Thank you for joining NYC and company talks recovery ready. What's on tap for 2022 NYC and company pushes to be more accessible during our virtual programs.

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The Zoom platform is accessible by screen reader and captioning. If you would like to turn your closed captioning off, you can do so at the bottom of your screen.

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Next to the q amp a button you will see live transcript. Once you click on that you'll be able to show or hide captioning. We will also be providing a full transcript of this program, along with the recording in our follow up email, you will receive.

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we all said Susan.

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Well, great.

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Thank you everyone for joining us this afternoon. And more importantly, thank you all for renewing your membership and staying invested with NYC and company, as we continue along our journey of recovery together.

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We are very excited to be in front of you today.

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As we look towards 2022 with great optimism. Unlike the groundhog, we are very optimistic about our future.

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Today we're going to focus on the current climate, what we've been doing to drive business for q1 or winter outing campaign, driving messaging and vibrancy for business now, and our continued focus on the future.

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Our greatest opportunities lie ahead of us as people are gearing up to travel again.

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We saw this back in November. As soon as the borders opened up and international visitors began to flop back to New York City.

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This tells us that New York City is as resilient, as aspirational and attractive, a destination, as always.

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We're going to dig in with this first slide, which all of you are familiar with, it's the power of our industry.

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So this is where we were back in 2019. We had 66 million visitors, which of course we're all working very hard to get back to.

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We had $72 billion in economic impact and to note 47 billion of that was indirect spending. I know we're all feeling that right now. And we had 400,000 jobs.

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The latest estimates show that over 100,000 of these jobs are not back yet. So it's our collective goal to restore these employment numbers, and to do all that we need to, to make sure that visitors are coming, and that our businesses are healthy and

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able to welcome them back.

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We're already working with the new administration, and we know that they value what the tourism industry means to our city, and they are supportive of our work throughout the pandemic.

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We have been keeping you our members as informed as possible on market conditions and resources through our weekly tourism recovery newsletter.

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A key part of keeping you informed has been our ability to share the most current research, Intel.

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To that end, we have some new tools and metrics, which we're going to share with you today to help you plan your gear.

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Dr. Donna Keren re VP of research and insights will do a deep dive on the refresh and expanded tourism barometer dashboard.

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Donna will show you how to access the information, and she'll explain key indicators and what they can mean for your business.

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But before you hear from Donna, our CMO Nancy Mammana will set the stage with an overview of our continued global marketing efforts through our tourism campaign, through our q1 vibrancy programs, and our strategic partnerships.

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Susan McKenna our VP of trade shows and events will provide opportunities to be a part of our trade shows and sales missions that will help you reach our various target audiences on the trade side.

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Today we're also honored to have Malcolm Smith from us travel Association, who is the general manager of IPW.

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He'll talk about this year show and share some show enhancements and new ways to participate to grow your business from the international markets.

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Malcolm will also have a conversation with our longtime member Carly McCloskey assistant director tourism sales and marketing at MoMA on her insights and her experiences that I pw.

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We hope our information today will help you plan your year ahead.

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If you have questions along the way, please put them in the q amp a function. We're going to take all the questions at the end. Anything we do not get to I promise you will follow up.

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And now I'd like to turn things over to Nancy.

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Thank you, Kelly, and good afternoon, everyone. I'm going to jump in and if you have any questions, of course, feel free to reach out to me. Hopefully you've seen a lot of the work already, I'm going to start with the tourism campaign.

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It's time for NYC can go to the next slide.

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This is really our campaign that we designed on an annual basis to to draw visitation primarily international but of course this year we started first with our tri state, regional visitor, and then expanded that to domestic with a heavy focus until we

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could expand out again into international so the goal of the concept is really to drive urgency and the time last summer we were really concerned with folks not understanding that we were open, and that it was in New York City, they know and love and

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expect so our focus from a conceptual standpoint with our calls to action in our photography and our video content was really meant to stress in real time what was happening in New York City right now, primarily targeting leisure travelers, of course,

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and this is just giving you a sense as to the, the language of the campaign we did a combination of Lady Liberty which we know resonates as our icon of welcome and photography of our various sectors throughout the borough's.

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We launched that on June 24 with a heavy focus on domestic, we had three TV spots which hopefully saw.

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We had summer spot to kick off in June, followed by a fall spot that we did air fairly heavily in a tri state area really focusing on performing arts and return to Broadway, and then we had a holiday spot obviously featuring all those attractions, but

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we really went heavily out of market. and that was coupled with a quite targeted digital buy and so far as of the end of the year, we reach 1.3 billion impressions across all of our channels as well as over 2 million clicks through our website which again

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we're really driving to to encourage that exploration inspiration.

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And a lot of our bi were site direct as well with various publications like the New York Times and travel booking sites like Expedia kayak and TripAdvisor so we tried to create inspirational content that led to planning and exploration.

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So we're really encouraged by the results that we received thus far.

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So, the next few slides are really focusing on seeing the campaign out in the wild just kind of sharing that with you because again we really are focused on the market.

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We extended the platform into our meetings and convention space so it was a really nice way to talk that under our broader platform with it's time to make it NYC, which again stresses the same level of urgency environments it to our meeting planners.

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So this just gives you an idea of how that's been coming to life.

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Now, as of November as Kelly mentioned this is when the campaign began to expand out to our international visitors, our domestic travelers typically 80% of our audience, we went up to 90% during the pandemic.

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So we are really now attacking the International Visitor because that 20% there as you know 50%, then so the minute we got the word that borders reopening our team began standing up these campaigns.

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All of these are either live in market or in the process of launching. So we are really excited that again due to our federal funding we were able to put some hefty weight and media across these campaigns.

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Normally, we're a little challenge in that area, and we rely on the partner to promote, but we really got into some meaty activations with these various partners all around the world, and we are of course keeping our eye on markets like Japan and China

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and are reserving funds for them when the time is right but this is what we've got active in the marketplace. And this is on top of the partnerships that we launched domestically with triple A Amtrak and American Airlines which started last fall into

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the beginning of q4.

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Also alongside that we have our international office reopening we're basically fully to Bray with our international offices of 14, and again, working on standing up Japan and China and the Nordics a couple of markets.

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As we kind of go out to our fan and a few of those. But, again, waiting for the right moment to fully activate there, but for the majority we are we are up and running.

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So that's an international overview we go to the vibrancy campaigns again is really focused on tri state visitors and locals are winter adding program in the middle of that right now hopefully you have seen that locally, and it's really the rapping for

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all the four programs that are happening live at the same time, and it's, it is a message that really resonates for a visitor and it, it allows us to go out of market a little bit further, because perhaps on its own one of the programs may not be a visitation

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driver but certainly all four really create a compelling reason to visit so with Restaurant Week Broadway week and let's see, we've also now added NYC hotel week, which offers 22% off stays in 2022.

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So again hopefully you've seen that in market. We are really excited about hotel weekend are encouraged by the results that we're seeing as far but of course will share all the analytics.

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When the program wraps but we've seen great press coverage and really great buy in a participation from our members so thank you so much for that. And again we're excited about looking at ways that we can improve and repeat that program moving forward

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so this is just a snapshot of some of the press coverage our press team has really done an outstanding job, and again the message is resonating, we always know this is a neat period but particularly now.

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We were thrilled to see the pick up here and how the message is really resonating. So this is just again sense as to how this is a fraction of the coverage of the press team has really generated so we're thrilled.

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A lot of interest in hotel week again looking forward to ways that we can repeat enhance and looking forward to more more ways to bring these programs to like we're hitting it from every angle internationally locally, regionally following the concentric

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the concentric circle approach that we laid out in our recovery blueprint last year and it's great to see this really coming to life and being activated with our travel partners, so we look forward to sharing some some great results with you for how the

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heels and with routing.

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Off Broadway week which is now live returning first 13 season again.

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Don't want to not mention our partner MasterCard who has come in again as a partner all the vibrancy campaigns and again with their statement credit for Restaurant Week, but there are also supporting.

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opportunity for our locals and visitors to explore this really cutting edge works that are out being offered right now it's a really exciting time for theater. So again, another compliment to what we're offering from environmental perspective and again. Get your tickets now, because they're going fast.

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So I think that's it from me.

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I will turn it over to my colleague Donna Karen.

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Thank you. I'm really happy to be here. I'm a little bit about research and insights, although I think most of you know us and what we do, but just a quick review.

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This is what I talked about when I talk about the vital statistics on our industry, you come to NYC and company and the research team to know the who, what, where, how many when they come, what they do we attract visitors market spending, we look at our

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hotels attractions cultural organizations, dining, shopping sightseeing and I'm sure I left something out.

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We profile our major markets and segments, domestic and international we look at leisure and business, and we forecast performance, and the forecast I'm going to show you in a minute was done in October, we will be releasing a new forecast in February,

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but take me at my word is going to be only slightly different from what we had in October as it reflects the impact of the democrat variant.

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And then we calculate economic impact of the industry and events, and thank you, Kelly, for sharing that slide up front. Next,

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went too far.

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Please go back.

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Something is out of order.

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Okay, let's talk forecast, I'm sorry guys we got a little thrown out of order.

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This is the forecast from October. The red line coursing across the top, is that 2019 benchmark. So what you see is 2020 we lost two thirds of our visitor market dropping to 20 just over 22 million visitors.

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Much of that happening, obviously in the first three months of the year. 2021 is going to come in around 34 million, that's a tremendous recovery and most of that happened in the second half of the year.

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Once we saw vaccine mandates rollout, and significant numbers of people being vaccinated, and of course, have strong fourth quarter, as we came out, looking at 2022.

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This year, we will hit somewhere in the very high 50 million mark that is bringing us about 85% of the way back to our benchmark. If all things fall into place in 2023 we could hit that 66.6 million.

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If not, we'll be off by about a million visitors, and then breakthrough in 2024, and certainly 2025, a comment here this is on pace, if not faster than our recovery from both 911 and the recession.

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how does this breakout Nancy mentioned the 8020 split to good way to remember what is important to New York, we are the largest international destination in the country, you have the most diverse international market, and they stay longer, so they spend

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more. And you can see that they were the hardest hit in 2020, and through most of 2021, as most of the world was blocked from coming in, not all of it, but our major European markets, and some of our American and Asian markets as well.

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This year, we look to triple the size of what happened in 2021. And then, breaking back to the 8020 split by 2024 again very important because of the spending.

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Okay. Where do you find this.

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It's on the b2b side of NYC go, you know you're in the right place when you see those images on the right.

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What's there, the industry, fact sheets hotels stats and developing sheets, the forecasts and economic impact reports, and the piece I'm going to spend the most time talking about in a few minutes.

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The monthly tourism barometer, which is currently a PDF and will soon be an interactive dashboard. Next.

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So, fact sheets they should all look tremendously familiar. These are our country markets, and some of our segments and some of the more exciting ways of comparing country by country or domestic markets, on what they like to do and where they go next.

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Hotel development, I work on the sheet with Maria Wilcox those of you in the hotel sector are very familiar with Maria and this document which tracks 10 years of hotel development looks at it by borough but pace, or whether we're building a new building

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or converting and building, looking at brands looking at independence, what we are seeing is the continued investment in the cities, industry, we will be releasing an updated version of this in the next couple of weeks.

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But one thing I want to call out is that, in fact, we will have more rooms in inventory within four years. Then we had pre panoramic so despite a lot of press about hotels closing the overall effect in the industry is new building new opening and revive

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properties, sometimes red flags sometimes rebranded, but the optimism in our hotel sector is critical to our future. Next.

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So, let me introduce the tourism barometer when you go on the website. This is what you're going to see this is the PDF document that is the new and expanded parameter, many of you are familiar with the old one, it was a kind of simple two page PDF of

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data that we would send out every month. This is a widely expanded version.

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And we're keeping it in PDF now and in the future, because this way you can download it to your devices to your desktop your tablet your phone carry it with you.

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You can print out one page or all the pages.

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You didn't hear me say this, but you could always grab a screenshot and throw it into one of your own presentations. So what's in it. Next.

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So we're couple of new and expanded, we're not only tracking the current hotel performance, but we're now forecasting hotel performance. We're tracking air passengers into the city as current numbers, and we're forecasting ticket sales.

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We're breaking out the TSA data. More on that in a minute, a credit card data that we've been sharing for over 12 years now, we will continue to share that we're looking at local transportation.

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Just to give you an idea of vibrancy and activity, and we're including national forecasts, next.

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So, these are what the pages start to look like and yes, I know there is a lot of data in it so I'm going to take you through it bit by bit. I want to demonstrate what we're looking at from a variety of points and we're going to start with hotels.

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So let's take it apart Susan next.

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Okay, we start with an insight, always need somebody telling you what you're about to read this one is a quick overview of the month of December from our most recent report.

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It's the talking point covers, I can see in December, at are the impact of a cron, and the breakout between group and transients next.

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Then we jump into the two key measures occupancy and ADR and how we compare to benchmarking. This is critical for all of us in the industry to understand the pace of recovery.

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still on the same page. Now we're looking at how this compares by borough.

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And before anybody asks me, we do historically track Bronx and Staten Island, but in the pandemic the reporting sample felt too small for us to include as soon as they're back up and running.

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They will also show up.

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The differences here are due to visiting friends and relatives, the many and multiple emergency short term and long term uses of properties across the city and the possibility and probability of different closures.

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During the month so if a pandemic.

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Okay still on the same page, other side I said there was a lot going on here. We're looking at hotel room demand, and the, there are two issues happening here at the top, we can see how the different boroughs, contribute to the total room demand that

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is the volume of rooms sold in any given month.

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And what is happening here is that dark blue bar at the bottom is Manhattan and Manhattan contains the largest number of rooms in the city, but is now growing at a faster pace and recovering, which is the indication that tourism, leisure and to some extent

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business transients and to a small extent group has started to pick up.

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Manhattan. Always dominates but Brooklyn and Queens are also growing in sheer numbers and maintaining their importance. Next.

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So here we're looking at this heat map where you want the darker the color, the worse the situation, the lighter the color, the better the situation where you can see how demand across the city and in the borough's is reaching back to normal.

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In September, 2020, Manhattan was off 82% Brooklyn was only a 45%.

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By December of 2021 Manhattan was back to just being off, 32%, and Brooklyn is off 23% still better and hat and has really been beating the bands on it.

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And again, that speaks to the leaves your travel, the discretionary trip, the getaway weekend. next.

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So I said we were doing forward looking. This is one of two forward looking reports. This comes from travel click which folks in the hotel industry are familiar with.

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We're looking at the pace of booking over 12 months how many rooms are advanced booked for the next 12 months so this is from December 2021 out to December, 2022, and unfortunately you can see that line shift downward on the extreme right.

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Susan if you go to the next slide, little easier to see.

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So what you're looking at is obviously the impact of people in the crime environment, making an unmaking plans, looking more short term and reacting to the different changes for testing for entry the regulations and so on.

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I expect when we see January and February, those numbers that graph is line is going to turn up as more people start looking for their spring and summer plants.

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So, same idea here you're just looking at whether it's group or transit, and how that's pacing. So, Lots of detail in the future bookings next.

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On the other side of that page. The report breaks out what they call top intermediate and moderate tears think of that as price point.

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At the beginning of the pandemic most bookings were economy, or moderate people were looking to get away but they weren't looking to spend a lot of money.

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is that red line, which is the top tier hotel, the more expensive hotels are had an incredibly strong spring and summer. Again, the forward booking pulling back in January, which is both a seasonal pattern, January is a very slow time, and the McLaren

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concern. Next.

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So moving off the ground into the air, we are adding forward looking flight data using a company called travel port.

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breaking this apart. What you're looking at is six months ahead, domestic International, and how it compares to previous month to previous year versus benchmark.

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Next, bottom of that slide, you're going to see a graph covering it, and unfortunately those dark bars are all the negatives from, even our major markets.

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Not surprising. They weren't able to travel here, for the most part, and the ones that seem to do a little bit better. Were India and Israel, for example, Mexico did really well in the pandemic.

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It was essentially air travel that could happen Canada, on the other hand, was very constrained next.

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So rather than look at what hasn't happened, we can look at what will happen here to forward looking graphs, domestic on the top international, and you see both the increase in booking, and the seasonal patterns and then the concert.

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It is reflected, not only in New York, but across the US, and all of our competitors cities, next.

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So, stay with air travel for a minute. One of the exciting features of barometer is our ability to unpack the TSA throughput data, which is a public database you can look at it every day.

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But we can actually break out the New York City airports and our competitive set. So next slide.

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This graph shows you three lines, the one that sort of runs along the bottom is 2020. The blue line in the middle is 2021, and the line at the top is our benchmark 2019.

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And what you can see is from practically nothing.

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As the pandemic too cold in 2020. We are about 85% back to where we should be on passengers through the three New York City airports. Next

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slide, this far is giving you a sense of New York against our key competitor markets, cold wintry ones in the northeast, like Philadelphia and Chicago warm, sunny ones, like Los Angeles and Miami and have them, Miami was the only one that got back to

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benchmark in December.

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So one of the other benefits of this document is we're pulling some data from us travel and tourism economics that it's a national level forecast, this focus is on spending at the top.

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The relationship between auto and air which is very important, particularly for our long haul markets nobody wanted to fly Guinea the pandemic. We now see air travel actually outpacing auto travel, Billy is your business businesses taking longer to recover.

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And whether it is transcend or group business and as we have talked group, business, it's going to take the longest to recover. So last slide for me.

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Coming soon.

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All of this information which will continue to be on the website month by month in a standard PDF format is going interactive. By mid spring, we will have a live interactive dashboard that covers this information, and some additional data on a platform

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that's been built by tourism economics they call it, the symphony dashboard.

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Those of you who know Adam sacks notes that he plays guitar and sings when he does forecasts. So, we'll take a musical analogy.

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We will continue to post the PDF and will continue to inform you about the new and expanded resources, as they come online. So thank you for your patience and your attention and let me hand it back to Kelly.

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Thank you so much, Donna.

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I'm saw there are there are just some a couple of questions I know we're saving most till the end but, um, one question is When will the fact sheets be updated with most current info.

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The US government releases data to us in late May for the previous year or domestic data, we should have by the end of March, so we can actually do a comparison of 1920 and 21 starting, probably right after the annual meeting in March.

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I can give you some insight on 2020.

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But pretty much that isn't terribly useful, the 19 data is a good way of knowing where we were. And I am of the opinion from a lot of sentiment surveys that I have seen that people are going to add things to their trip planning to concerned about sustainability

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they're concerned about health and safety. But if you are a museum go Are you still need your museums, if you are a nightlife person, you still need the nightlife.

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And those things are going to help you understand, which are your key markets, and how quickly. They're recovering.

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Okay.

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All right, thank you so much data.

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You're most welcome. So as you can see, there is so much information here, and it is all accessible Asana mentioned on our b2b site.

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So you just click into the members only section, it is password protected because it's a member benefit. And if you forgot your password you can always reach out to any one of us in membership or anybody in the organization and they'll, they'll send you

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over to membership, and we can get that password to you or get you passwords for new colleagues and whatnot.

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So, in addition to all of this great research information that's on the member portal.

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There are other tools available to you 24 seven.

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And just to name a few. We also have the convention calendar, which is on our member to member portal. We have a media library so in case you're refreshing, you know your website or your marketing brochures.

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We have a photo assets available to you.

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Something that's not as not as sexy is your account profile, but it is very important to us and to you, to, to help us help you, that you update your business listings on your account profile that you update your photographs on your account profile and

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also your contacts. There's been of course a lot of change a lot of people moving around in the last two years. So it's really important to go into your membership account and make sure that we have the correct contacts, so that we're sending everybody

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in your organization the information that they need, whether it be leads or newsletters, and all of that.

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We also have recordings of all of our past events, so I did see something in chat people asking about this presentation. Every talks that we do is, is uploaded to the members only section.

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So you'll be able to access all of those. And another another valuable document that's on the members only section is we're 2022 member opportunities document.

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And now I'd like Susan McKenna to take you through this important document that she and her team worked very hard to put together for you.

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Great, thank you so much Kelly Hi everyone, thanks for joining us this afternoon. I wanted to start off by sharing this QR code.

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This will take you directly to our member opportunities document, an updated version is always included in our weekly membership newsletter and available on our website in the membership section under tools and resources.

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So this document contains all of the opportunities you have as a member to participate with NYC and company around the world when planning your budget, and what markets you want to target this document has all the information you will need.

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We realize due to coven. Many of you may have changed companies and roles and may not be as familiar with this information. So this document has been reconstructed so it's easier to read and contains more detail.

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I won't go into too much detail, but for example you will find descriptions like the difference between a trade show and a sales mission, your opportunities are grouped together by the clients you're looking to meet with, whether it be traveled trade

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is tourism focused, or mice which is meetings and conventions focused. So when registration links are available, they are in this document so you can click right through to register. If you're unsure of where to start, you can always reach out to myself, or any of the sales teams and will help

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or any of the sales teams and will help you decide what would be the best markets for you to focus on what shows to attend what sales missions to attend, so feel free to reach out.

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Something else I wanted to point out is that we've created virtual sales missions, since we were unable to see our clients in person. This is a great budget friendly option for those businesses who do not have the budget to travel or are unable to travel

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at this time. As you can imagine, this document is constantly changing due to the climate we are working in, so be sure to check in and see if anything has been updated.

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So I wanted to pull up a slide of my team, Jenny Cantor and Tara 11 seen so wanted to share our email addresses again. If you have any questions with regards to the documents or where you should be heading if we can't answer that question for you.

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We'd be happy to set you know connect you with someone from our company.

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So the benefits of participating with NYC and company, whether it's a show an event, a sales mission is you're part of a larger brand, and it's the best friend, it's our city it's New York City.

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So and buyers are making appointments they're looking for the destination first participating with us. You will only meet with those looking to book New York City, between the contacts we've generated over the years and contacts we've received from our

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international offices, you are sure to meet with top buyers.

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We are reasonable, we are responsible for all of the branding in our booth sales missions and events. We will promote you pre during and post, and all you need to do depending on the show or the sales mission or event is we may ask you to create a deck

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we may ask you to send us, maybe a brief description of your company, your contact details, but most importantly you can leave all of the logistics to us, and we are here to help manage your participation.

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The image you see to the left is taken from IPW. I always say that this is one of my favorite trade shows to attend my job on the show floor isn't to meet with clients, but it's to make sure everything is running smoothly for our staff and our members.

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I'm always impressed with the amount of appointments we booked from tour operators around the world and how busy our members are during the show. With that being said, we still have space available in the NYC and company moves, and that link is available

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in that member opportunities document, but again you can always reach out to us for that registration link. So this is a nice segue into our next speaker, a great friend and important partner, Malcolm Smith General Manager of IPW with us travel Association.

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Thanks Suzanne, it's an honor to be here. Undoubtedly New York is one of the marquee destinations for our international inbound visitors and delegates at IPW, and they certainly look forward to seeing everyone this June, in Orlando.

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So thank you again for inviting me to speak today.

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Just real quickly for those who aren't familiar with us travel Association. We are the travel industry association representing all sectors of travel destinations accommodations retail meetings.

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The whole, the whole gamut, if you will, we speak to policymakers in the, in the Washington and around the country, with one unified voice. Just to let you know some of our recent priorities, especially during the pandemic number one was getting industry

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relief to our industry in our members to provide a lifeline to get through this pandemic during unprecedented times.

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Also we've been working to simulate travel over the past year, including initiatives such as Let's go there and let's meet there, and also visa processing is another huge issue for us and anyone who's working the international market to make sure that

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we can get our travelers to the United States.

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But IPWIBW is owned and operated by us travel association is one the, the leading revenue generations, for our association to allow us to do that advocacy on behalf of the industry.

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But I PwC the largest international inbounds travel trade show for the United States, it's appointment based. It brings together us exhibitors with international buyers and international press to conduct business that results in more than 5 billion in

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future travel to the United States by pw is big business and really important if you want to grow your international visitation.

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We take a look at the top 10 markets that attend IPW put together both 2019 and 2021. Obviously 2021 was a very challenging year for all of us, including our international buyers and brass we still had closed borders in September of 2021.

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So our traditional European some Brazilians Chinese buyers have had a difficult time getting there. Although did we did get a national interest exception at the last minute to get some of the men.

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Looking back at 2019 is really what more of our typical look is for IPW what I think 2021 will will look like. With the exception as as Nancy mentioned China and Japan we do think they're going to take longer to rebound.

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Luckily though there are quite a number of Japanese and Chinese and other Asian markets who are based who have offices based in the United States who can attend as well.

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If we're in a situation where some of those markets are have really having difficulty traveling. We'll be looking to do virtual appointments prior to the in person show for those markets, but otherwise I would think the 2019 delegations are going to be

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quite similar to what we see in 2021, I have guarded optimism that Australia will rebound. They're slowly starting to ease travel restrictions and they have been so locked down over the last few years.

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I think they need to get back, back to United States and see the product in person again. And of course we do have us base receptive operators protease who attend IPW as well so really gets it to meet a really well rounded group of buyers.

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And all we're hoping to have 1000 International delegates including press. and then with the domestic hopefully around 1200 total.

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And of course Health and Safety is our number one priority.

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And you can go to the next slide, Susan.

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It is our number one priority, and some more than yours.

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Thank you. It is it is sorry there was a video in between us that's my error so once you go ahead and play that video season, sorry about that.

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After more than two years, I've been done, 2021 brought together more than 2500 top travel professionals from around the world to Las Vegas to reconnect rebuild and reunite the 52nd IPW coincided with the extraordinary announcement that international

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travel will reopen fully vaccinated travelers beginning of November, great news for all this year's IPW was reimagines provide attendees with maximum value and save this experience possibly Las Vegas shooting have been a better or more gracious host at

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of every turn the city and match the energy and the excitement of all of our delegates, the brand new West Hall and Las Vegas Convention Center was the epicenter of all the actual from the stunning show more to the luncheon Hall Pass conferences, I ve

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the marketing technology pavilion and much more. And the brand new Resorts World Las Vegas was a fantastic host for the opening event. In addition to the media marketplace. This year IPW offered to build your own experience more than that, that enabled attendees to make the

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to make the most of their time with attendees having the option to add more business appointments that an additional networking, or participate in education opportunities during this open networking time.

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In addition to many layers of health and safety practices masks were required in all indoor spaces, regardless of vaccination status lunches were split into three different sessions per day to ensure ample space and, and we offered the vaccine clinic

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that administered first and second doses of beloved 19 vaccinations, or the flu shot to attendance.

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A huge thank you those two teams in Las Vegas Convention division already and travel Nevada. Steve hill from Las Vegas and reduce Larry have traveled with that, we simply could not have pulled off this year's event it work for you and your team is hard

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As always wants to thank our premier sponsor brand USA, and our official card american express their continued support year after year. And last but not least, I want to thank you are cherish delegates, you've been there with us every step of the way.

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We felt your steadfast support through all of the twists and turns of the past, 18 plus months.

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Not only was this year's IPW one of the most memorable was also a monumental achievement to bring together the global travel industry for the first time since the start of the condemn each one of you help show the world that in person meetings are safe

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with the proper health and safety precautions in place.

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And with the recent news of the United States, opening up the vaccinated, international travelers in early November, we this is a major turning point in our recovery of our industry.

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We cannot wait to continue to rebuild and grow travel to America, as we welcome you in Orlando next year.

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Thank you for joining us in Las Vegas. It was an honor to bring the world back.

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Again, we thank everyone who's able to make it to Las Vegas last September, we know it was a challenging year, we have 22 is also a challenging year moving forward but as we saw in the forecast international travel is going to rebound and now's the time

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to be there and and start building your international visitation. As you saw in the video from last September Health and Safety is our number one priority, it will continue to be so 2022.

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That said, June so long ways off and it's hard to know exactly where we're going to be in fact I was looking online prior to this call and I saw that cases in New York are down 92% since January 7, and we're seeing that along the east coast from Boston

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DC enforcing major reductions in cases. So we anticipate and hope and from what I've been reading that this will continue throughout the US over the next few weeks and hopefully we're being a much better position than we've been over the past several

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months.

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But again, we don't know what what could come our way and we while we are preparing for what should be a much more normalized IPW we will have contingency plans should anything goes sideways to make sure that our delegates are protected plan to look on

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our website about two months prior to the event about April, as we start tightening up those protocols, depending on what's happening in the real world situation.

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In 21 we introduced a lot of new elements to the IPW show format.

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And you can go to the next slide. Thank you.

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Some of these changes were because of the Pinta pandemic and others were based on feedback that we had over the past several years with RIPW task force, which was put into place to try to keep it w as relevant as possible moving forward.

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We know people have to pick and choose what they can attend in 2022 and likely from next several years. And we want to make sure we're delivering as much value as possible.

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So we really created a build your own experience at IPW.

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For those who attend on a, on a regular basis. The biggest changes are we reduced the appointment times from 20 minutes to 15 minutes. And what that does over the course of three days, opened up eight hours of additional networking time to really let

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you decide what you need to get out by pw so every morning, when the show floor is open, which is Monday through Wednesday from 830 til 10 o'clock is open networking hour with the show floor will be open, you can have breakfast or pick up additional appointments

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during that time frame, we're introduced, what's called IPW focus the first real education, educational components IBEW during that time to really get as much value as possible.

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And then the appointments will take place from 10am to 415, keep everyone fresh keep those appointments moving quickly, and then closing with open networking as well as a more social way to to end the day.

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It's been so long since we've had the whole world together again it's just going to be so much more value than ever. With all this networking time available.

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And speaking of networking because the next slide.

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I PwC know for tremendous networking opportunities we have a world class opening and closing events this year in Orlando Disney will shut down one of their parks for our delegates.

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If you think of a park that normally can hold 40 45,000 people close down for 4500 to 5000 people were really own that in great way to spend some quality time with delegates from around the globe.

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Again, the, the flexibility in the open networking time, the marketing technology the billion, which will be back on the show Florida to help you find resources to rebuild your business.

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All opportunities to take place to there. And, of course, the, the luncheon opportunities that happen and New York is front and center stage on the Tuesday luncheon with Broadway inbound.

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One of the highlights of IPW for all of our delegates, is that Tuesday lunch and we bring the entire delegation together for lunch and bring the bring Broadway in New York brings Broadway to the stage and spectacular fashion so Tuesday is really a huge,

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huge day for New York, and one that all of our delegates look forward to.

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And then some key dates and deadlines, the show is June 4 through eighth in Orlando, but because there's an appointment they show there's a lot of marketing that needs to be done in advance and research so some of the key dates, really, is that March

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21 date that's when we open online appointment scheduling, this is if you plan to attend IPW one you want to be registered so the buyers and oppressed can see who's there, you get the most visibility, we have that appointment scheduling open for about

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a month and then appointment request or do you want to eat.

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And the appointments, they're done through priority, with matching appointments, mutual matching appointments being being the first to be placed. And then may 13 we get the appointments out to all of you.

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And it gives you a little bit time between May 13, and June 4 to tweak your schedule, add additional appointments if there's holes in your schedule.

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If there's someone that's not the right match to remove them and find someone who makes more sense.

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And, again, knowing this has been a really challenging year we've been working with Susan on the team to see what can we do to to really try to make it more convenient and more cost effective for NYC and company members to be able to attend IPW, a traditional

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single booth. If you go directly through us.

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ranges between 50 307,000 depending on your member non members as with us travel Association. However, we did introduce what we call the Express booth last year.

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And this is a more affordable turnkey booth, that really allows that either first time exhibitor, or perhaps somebody who's just really tight on budget and wants to be there be back in the international market and be able to control their own appointments.

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This is the opportunity for them it's made for an exhibitor who's only sending one delegate.

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They, these are smaller booths that are in quads together.

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You don't have to do any decor that's all taken care of. All we need is a logo to put up a signage in the Express booth, and you just come to your appointments and take and do all the networking, so that costs, we're making for all NYC and company members

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regardless of if you're a member of us travel or not. 30 $500 again turnkey really the only additional expense You're in for is your travel and your hotel.

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So this is up to a 1500 dollar savings unexpressed booth, if you were not a US travel member, but we want to make this as accessible as possible for everybody.

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We are just finish, finishing up the programming to get this into the system. So, we will send instructions over to Susan that can follow up with their follow up from this webinar on how to do that but in the meantime, be sure to visit ipw.com.

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To learn more about how to register fi ve W, and all the details.

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Now I know that was a lot of information. So, and I know there's a lot of IBW experts out there on the call. But there's also quite a few that when I look through the list that haven't attended IPW at least not in recent years, But Carla McCluskey for

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MoMA was gracious enough to offer to take a few questions to really kind of bring the live, how IPW works for an attraction and attendance exhibitor, and to share her experiences from my pw Carla has been attending IBEW since 2012 2011, which was by coincidence

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my first time to do it as GM and she has quickly established herself as a true international IP w expert so Carly thanks for joining us today.

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Thanks Malcolm it's really great to be here.

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Awesome. So why is IPW on regular rotation on your trade show calendar and what you expect to get out of it, year in and year out.

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IPW is always the first trade show that I include in my budget and I swear I'm not just saying that because I'm speaking with you. And for us, it really consistently delivers a strong return on the investment and it helps us build the rewarding professional

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ongoing relationships that we're looking for. With high quality international but also domestic and receptive buyers.

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And ultimately, bringing everyone together in one place, annually for meetings is very cost effective for us, particularly as a nonprofit.

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Awesome. And we know that IPW requires a lot more research before getting to the show. It's not just a trade show we show up and hope people walk by, you have to do your marketing, and it can be and research and it can be a little bit intimidating.

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So what would you What advice would you give to someone who's considering going to IPW for the first time this year.

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Sure. And the first conference that I attended I did a few basic things to prepare. And one of the tips I always share is staying as close to the conference center as possible, particularly if you are exhibiting with your own booth, because that does

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help minimize the back and forth between the hotel and the conference.

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I also recommend, if it is your first time taking advantage of the volunteer and the sightseeing opportunities. It's a really great way to meet other people in the industry, and you often connect with some buyers that you might not have been scheduled

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to meet, but when it does come to your actual meetings, I make sure that I'm prepared as possible with the appointments, using the IPW database and the research, which is such a helpful tool, and it's included with your registration.

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And then a very practical tip, check the weather.

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I may have made this assumption.

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When I went to San Francisco for the first time that it was much warmer than it was.

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So don't make assumptions when you think about the climate in the host city, come prepared with the proper clothing day and nights because, as you mentioned, Malcolm that evening events, IPW are really spectacular and you don't want to miss out on any

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of that, by being unprepared. Yes, or comfortable shoes and loss of business cards are definitely needed. That's.

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Now as Donna pointed out in her presentation, international inbound travel is going to rebound rebound quickly.

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2023 should be close about 85% of 2019 levels, and we should be back to 2019 levels by 2024 awfully close to it. So for someone who's on this call thinking well that's still a year or two years down the road.

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Why, why would they need to be involved in international marketing ITW now.

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I think the international visitation is is such an important part of the tourism sector for New York City, we all know that here on this call. And many of us have had to pivot during this pandemic whether it's going fully mobile implementing new health

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and safety policies, you know, moving from free cell to time ticketing. And then, if you think on the buyer side, there have been a lot of shifts as well right with for Lowes and layoffs and early retirement and even mergers and acquisitions so your old

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contacts that you had may not even be there anymore. You really want to start building these relationships now so that when 2023 and 2024 roll around, you already have those contracts signed, you have the integrations built out so all of that takes time

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and it needs to start now to really be ready for that rebound.

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Yeah, that's what I think is I was for many years that I pw and you're talking to this a very forward looking ever forward looking market.

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So yeah, despite that will be meeting in June. I know a lot of the buyers are looking for rates and programs into 23 and 24 as Susan pointed out, NYC company has a large presence that I pw.

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As you would expect for being in the marquee international inbound destination.

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Big booth international reps, the luncheon and so forth. How do you leverage NYC and company's presence, as, as an exhibitor.

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It's wonderful having NYC and company IPW, you know the client events the luncheon the booth. It all just works together to put New York at the forefront of people's minds.

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And so if you are going as an individual exhibitor it really does just make your job so much easier to have that unified presence.

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And it also helps to have the other exhibitors that attend IPW there representing New York, we all sort of work together to amplify everyone's efforts and it really promotes the city as an exciting safe destination, showing up in those large numbers really

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demonstrates to the international market particularly that we're open, and that we're excited for their business.

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Great, I know there's a lot of referrals that happened and I pw between the destination and their, their exhibitors and amongst exhibitors Have you said, I know we're coming up on the top of the hour is there anything else that you'd want to advice that

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you want to share with with folks considering attending IPW think I would just end saying that, you know, we all realize it's been a tough few years now and tourism and I know everyone is still very carefully allocating their budgets.

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Some of you might not be able to work with G essays or you can't constantly be out on the road for sales calls or maybe you're a mighty team of one handling tourism.

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And there's really nothing like meeting face to face after all those months or maybe even years of emails and phone calls and and zooms, you know, and never quite equates just getting to know someone in person and learning about their company's priorities

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and their goals, long overdue we need to be back face to face Carly thank you so much everyone staying on for this Susan I'll toss it back to us I see we're coming up on top of the hour.

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Thank you so much Malcolm. Thank you very much, Carly.

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This is great information and we will be sending all of the info out about IPW and the new booth opportunities to our members of this week. And in addition, there was a lot of questions about this record this recording will go up on our members only section

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This week. And in addition, there was a lot of questions about this record thing this recording will go up on our members only section of the website.

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By the end of the week. So I just have a few quick closing things because I know we are at time.

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So it's very important to us to to hear from you membership is a two way street. And so we really need to hear from you to make sure that we're doing our job serving you and that we are marketing you and marketing the city as best we can.

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There's a few surveys that will be coming your way.

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For any member who is participated in the vibrancy programs Restaurant Week probably be gone for a week plus the week, etc. You hotel we, you will be receiving a survey on the program.

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Please fill it out your, your feedback is critical to us as we create the program for next year.

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Also sustainability and accessibility are very important pillars for NYC and company in the year ahead. And we want to make sure that our work is aligned with yours and that we're representing our city in in the best way.

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These will be quick surveys.

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Accessibility will will come out after a survey on sustainability.

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So please look for these. In addition, next week, they'll be a quick survey, asking about your perspective on NYC and company your experience as a member and your hopes for the organization moving forward.

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So, if again if we can just ask you to take a few minutes and fill these out that would be great.

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I'm also returning now that in person events are back and the travel trade is back visiting New York City, we're bringing back or delegate pass and our travel trade pass.

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These are savings passes discounts and deals that are offered to people attending trade shows here in the city, as well as travel trade that are visiting the city.

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Very exciting. It's going to be all digital and we're partnering with a company called bandwidth go an email went out to all of our members, probably two weeks ago, another one is going out tomorrow.

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If you respond to this email. It just means you're interested in learning more, so I encourage you to look for this email and and check it out. Tourism ready tourism ready is back.

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Last year it was all virtual this year it's going to be part in person part virtual. We're going to begin with some sessions just for bids and neighborhood organizations, and then we will have an eight part series for all members who want to learn more

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about how to reach the travel trade and consumers, and of course our member events. So we miss seeing you in the last year, year plus.

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And we look forward to bringing back more in person events specially our business card exchanges were already in talks with a couple of members who are interested in hosting business card exchanges.

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This year, we're talking to one world observatory. The, the Whitney on the occasion of the biennial and Empire outlets would love to showcase the shops their new food offerings, and possibly the brand new baseball team the ferry Hawks.

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So anyone else who's interested in hosting a business card exchange please reach out and let us know. And of course, on the mothership of our in person events is our annual meeting.

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We are thrilled to be bringing back our annual meeting in person at the brand new Javits Center Wednesday March 30.

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We are going all out with the annual meeting this year, we're going to have our big general session the big show that we are known for. In addition, before that we're going to have a number of concurrent sessions that members can attend.

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And of course are our favorite networking cocktail reception afterwards.

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This year because we have been unable to hold our NYC and company foundation gala, which is the only source of funding for our borough cultural tourism grants, and we are going to ask for a small donation to the foundation that will be part of the networking