



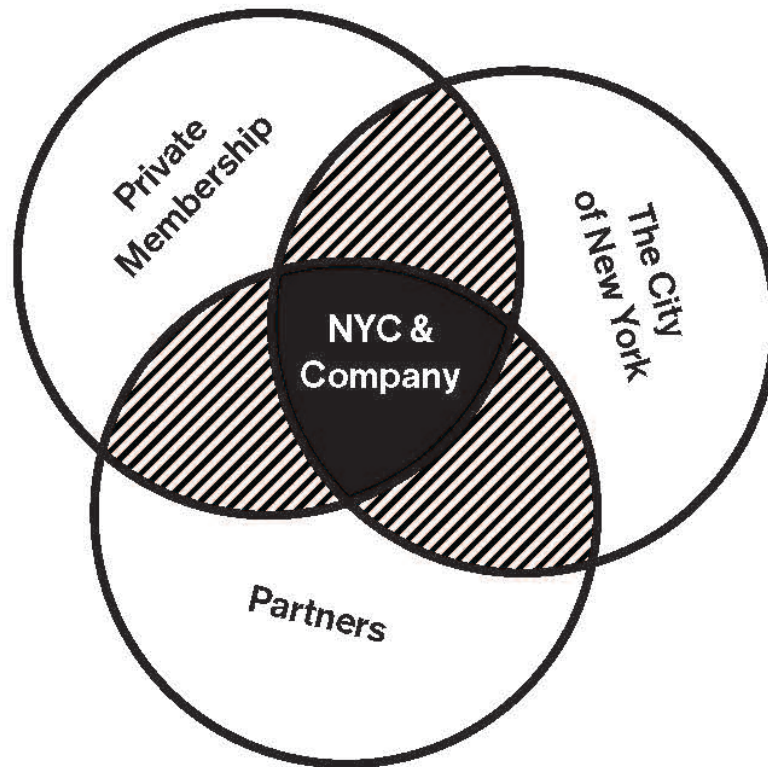
NYC & Company

Print Media Kit
Advertising Opportunities

NYC[™]
& Company
nycgo.com

Meet NYC & Company

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



Our mission

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

The Power of NYC

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

The
#1

big-city destination
in the US

The
#1

US destination
for international travelers

in 2016

60.7M
total visitors

visitors from over

170
countries

12.7M

+3.0%
YOY

international visitors in 2016

48.1M

+4.0%
YOY

domestic visitors in 2016

43B_(p)

direct visitor spending in 2016

63.2B_(p)

economic impact in 2016

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

The power of travel and tourism

NYC welcomes the world (2016)

Top International Markets

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

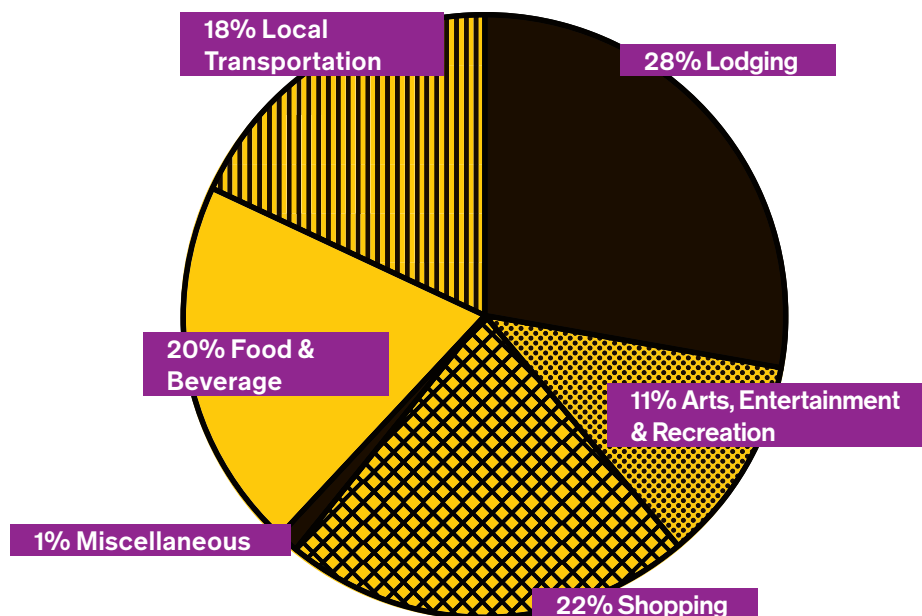
Source: NYC & Company/Tourism Economics

Top Domestic Markets

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

Source: NYC & Company/DK Shifflet

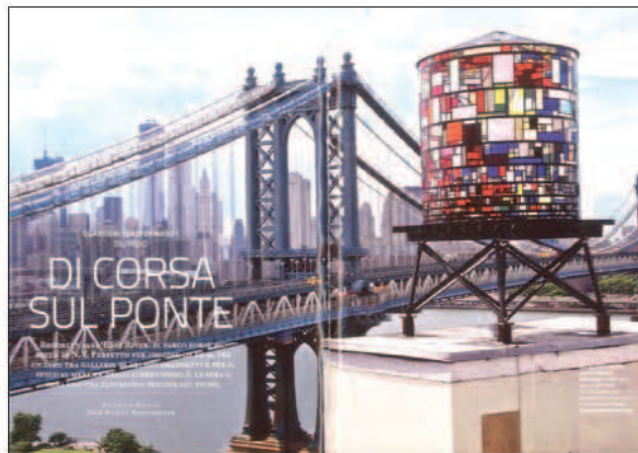
2016 Direct Visitor Spending Breakdown*



*\$43B (p) direct visitor spending

Earned Media: a Unique Asset

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



What we do

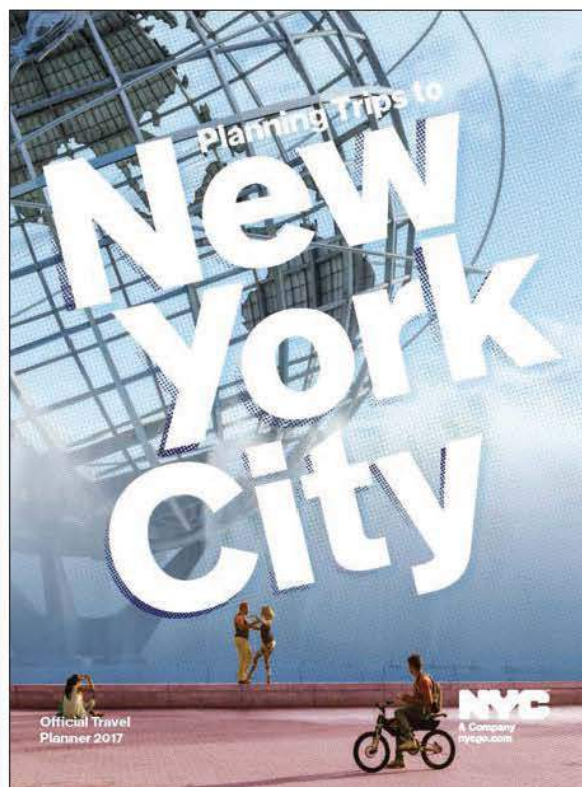
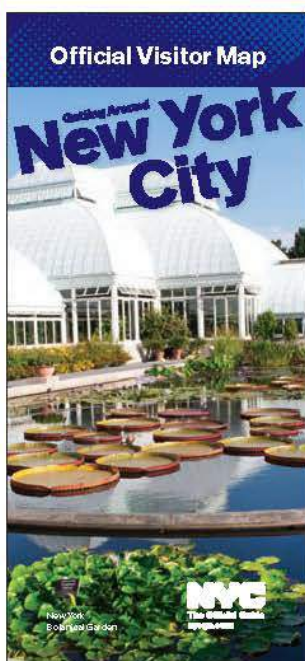
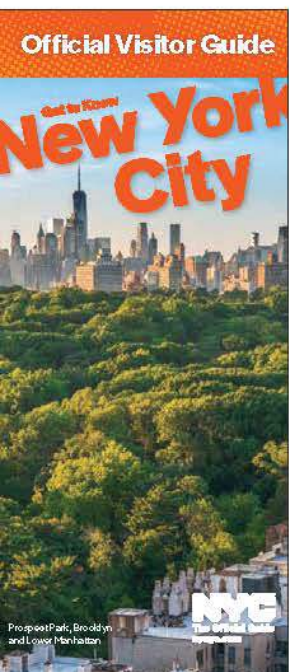
**We spread a local message
to a global audience:**

Visit New York City



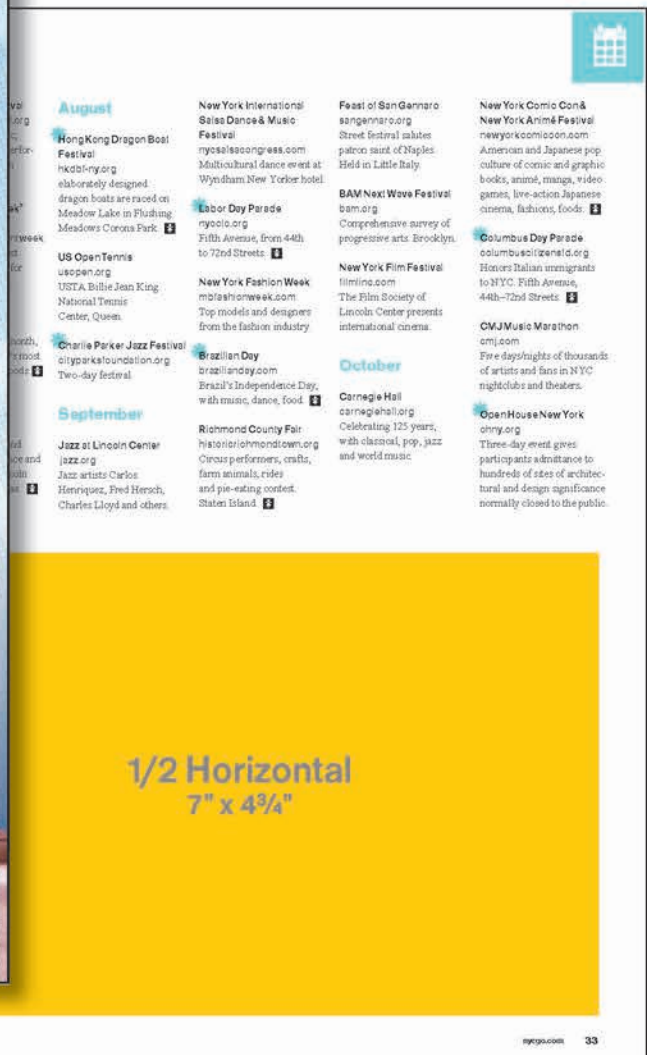
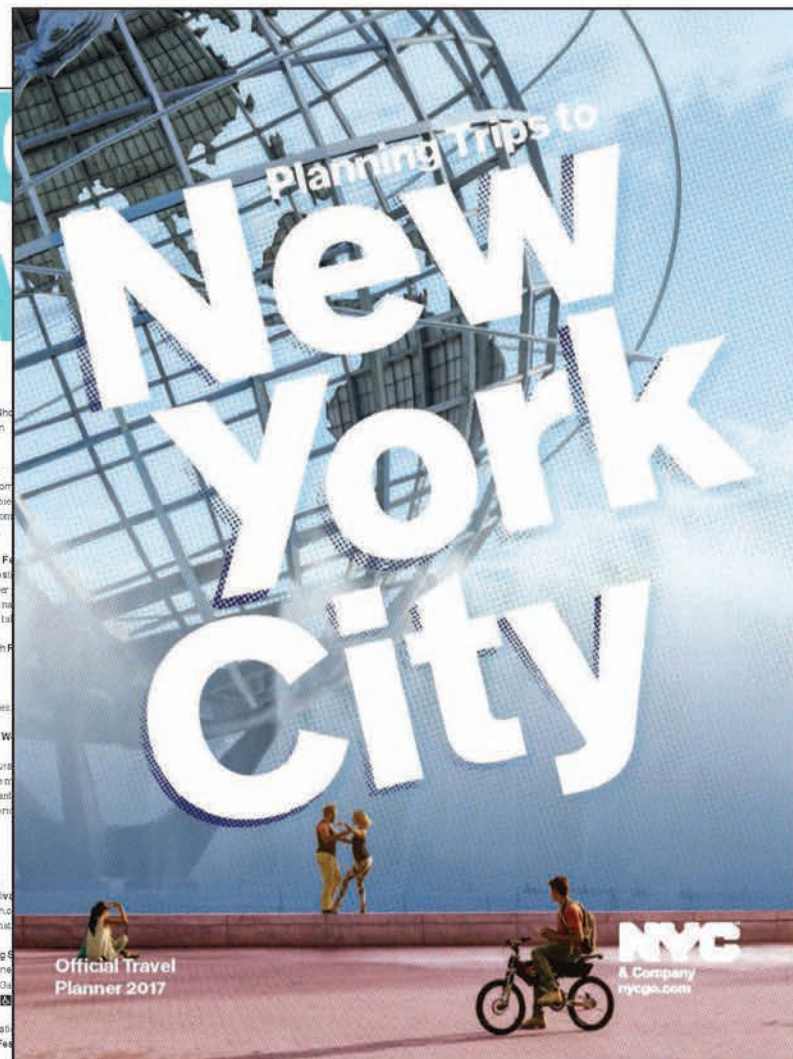
Official NYC Travel Publications

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



Travel Planner

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



200,000
Estimated readership

90%
find the ads useful

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

82%
use it at least monthly
to plan travel for clients

Meeting and Event Planner

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



200,000
Estimated readership

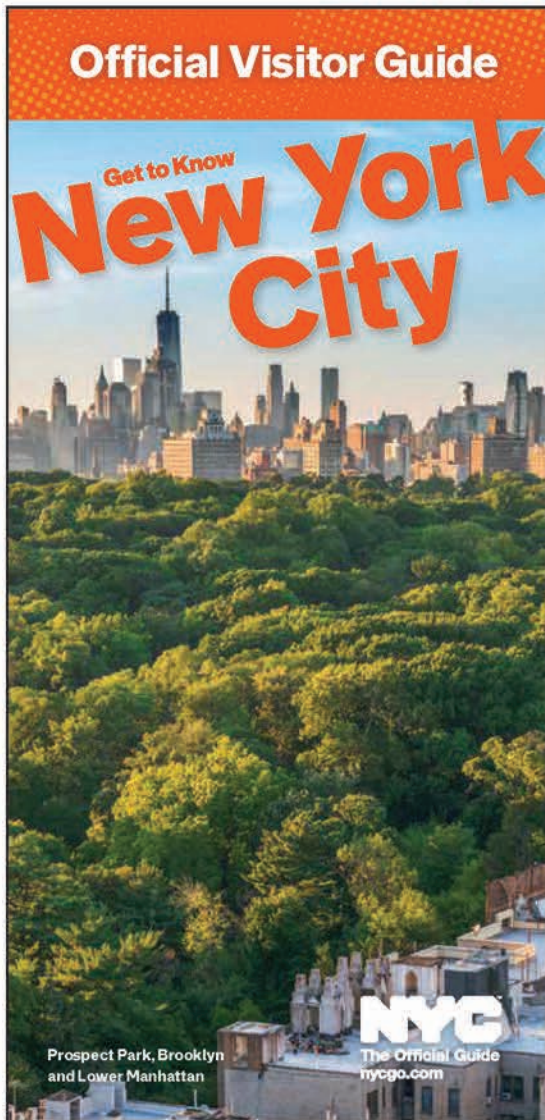
83%
use it to evaluate
accommodations

81%
use it to find
dining venues

78%
use it to find
event spaces

Visitor Guide

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



New York City

and
e New Yorkers
ors find no
. Soak up
and the
parks, rooftop
s throughout
u're craving
espites
ums, theaters
ummer
e is the
yn from
view.

visit



1.2M
Annual distribution
300,000 per issue

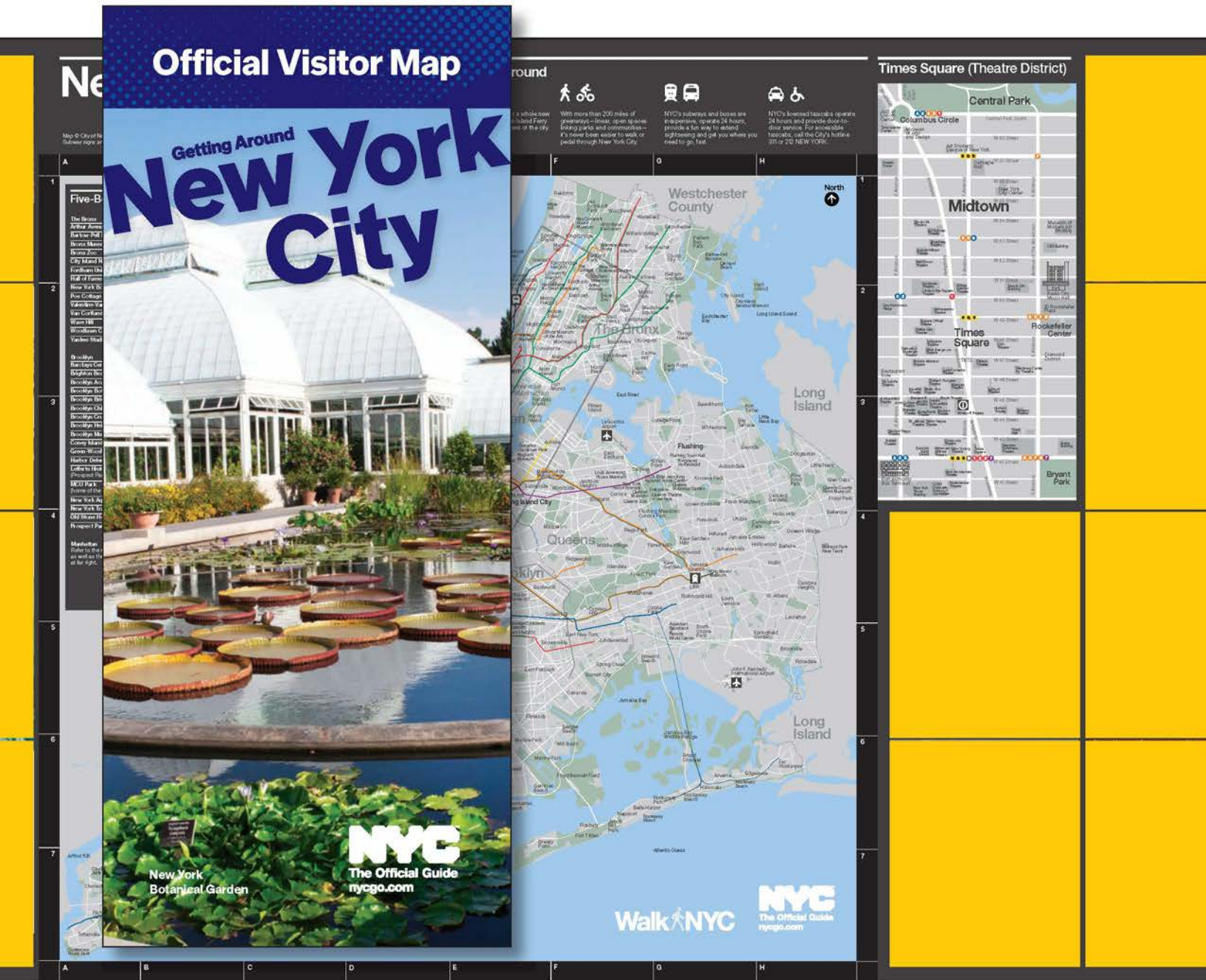
4.8M
Estimated print
readership

5M⁺
Estimated annual
digital page views

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

Visitor Map

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



700,000
Annual distribution
350,000 copies per issue

2,520,000
Estimated readership

Why NYC & Company?

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

Thank You

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