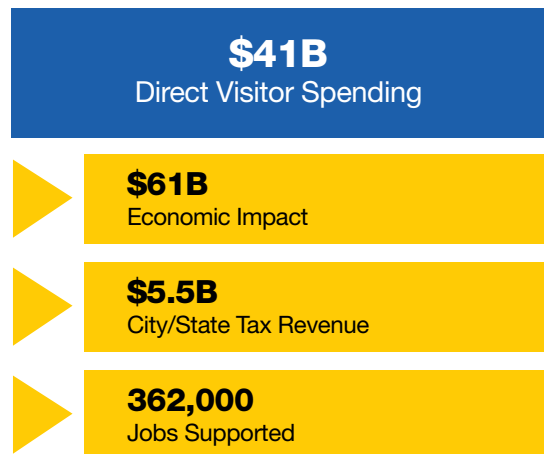


Value of Tourism

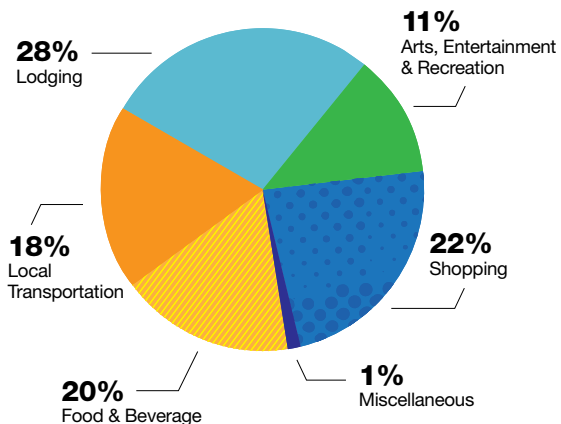
In 2014 the economic impact of travel and tourism in NYC grew to an all-time high of **\$61 billion**.

Here is what that means to New Yorkers:



▶ Without the tax revenue generated by tourism, the average NYC household would pay **\$1,740 more in taxes.**

2014 Visitor Spending Breakdown

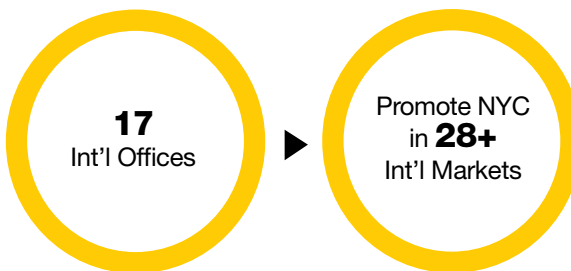


Source: NYC & Company/Tourism Economics

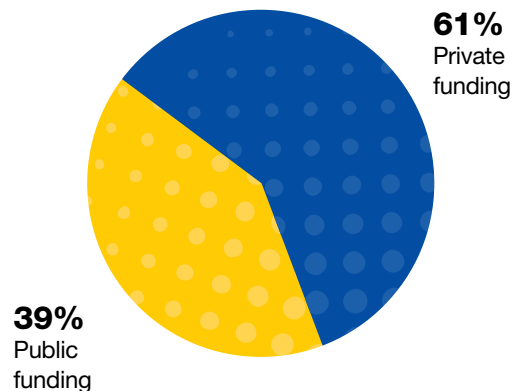
About NYC & Company

We are New York City's official destination marketing organization. A 501(c)(6) trade association, we are dedicated to maximizing tourism in the five boroughs, building economic prosperity and spreading the positive image of NYC worldwide.

Our global reach is one of our biggest assets. Our international offices promote NYC in key markets, including consumers, media and the travel and tourism trade.



NYC & Company is a private nonprofit organization — not a city agency. Nearly two-thirds of NYC & Company's funding is raised privately, through corporate partnerships, 2,000 member businesses, advertising, ticket sales and e-commerce.



Source: NYC & Company

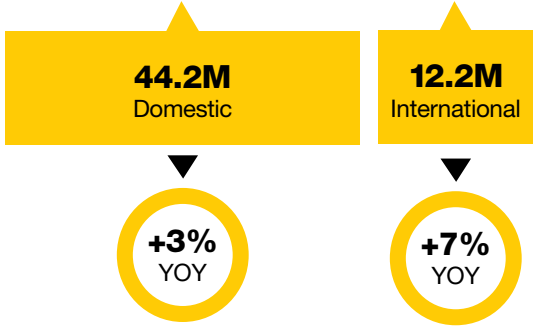
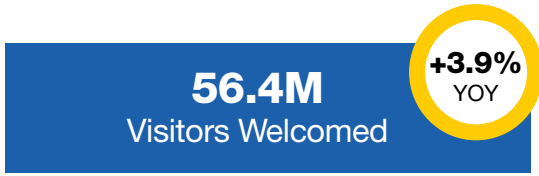
NYC
& Company
nycgo.com

Talking Travel & Tourism

Representing Our Industry
With One Voice

As of September 2015

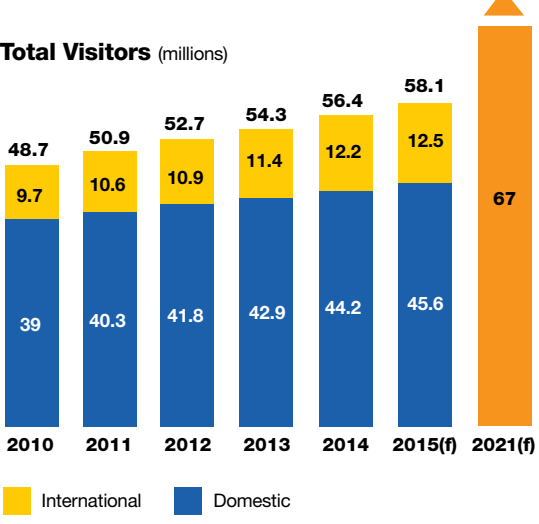
2014 Highlights



► **6.1 million** visitors came to NYC to attend a meeting, convention or trade show.

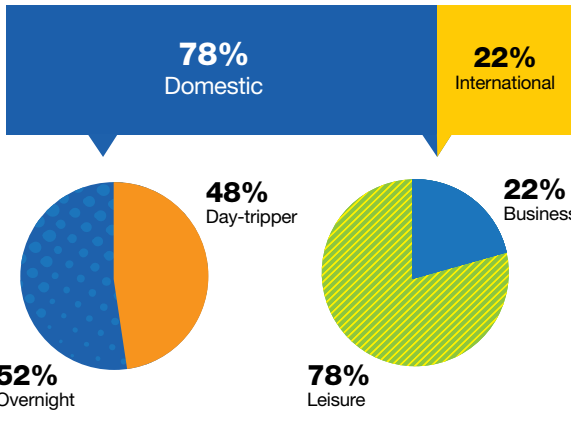
Visitors to NYC

Target: 67 million annual visitors by the year **2021**



(f) forecast. As of September 2015. Source: NYC & Company

Who Visits NYC?



International Origins

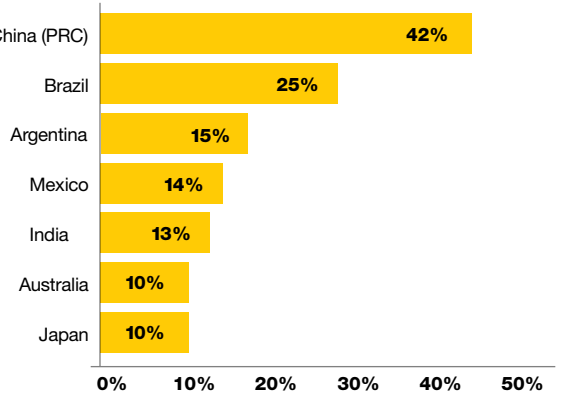
Top Six Markets in 2014

UK	1.14M
Canada	1.12M
Brazil	936K
China	809K
France	704K
Australia	685K

► International visitors make up **20%** of all visitation but **50%** of all visitor spending, since they stay longer and spend more.

Top Markets by Growth

(5-year average growth rates, 2010-2014)

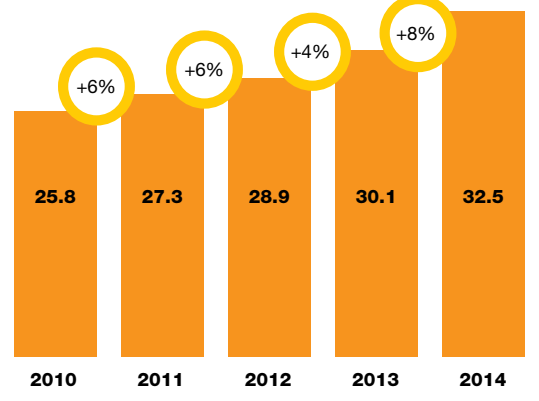


Source: NYC & Company

Room Demand

Hotel performance is key to the City's travel economy. 2014 boasted record-breaking occupancy, even as hotel inventory reached record levels.

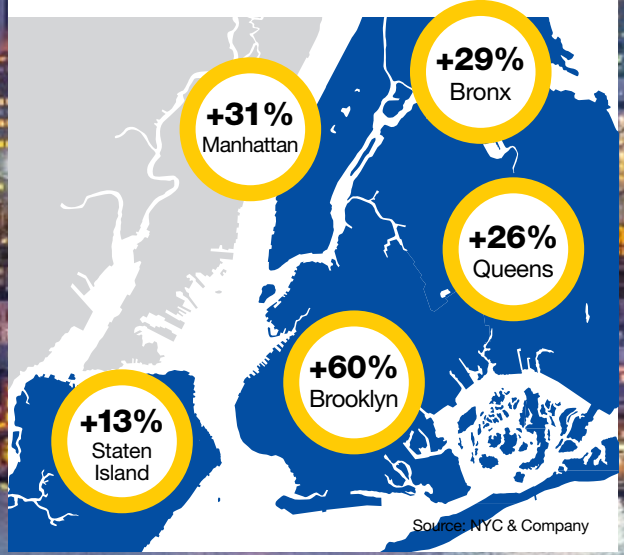
Room Nights Sold (Millions)



► More than **20,000 new hotel rooms** will be added across the City by 2019, giving visitors more opportunities than ever before.

Five-Borough Impact

Increase in Visitor Spending (2010 to 2014)



Source: NYC & Company