NEW YORK CITY WELCOMES THE WORLD
5 Practices to Make Your Brand Work

1. Partnership
2. Flexibility
3. Community Involvement
4. Take a Stand
5. Be Real
New York City welcomed 65.2 MILLION travelers, including 13.5 MILLION international travelers in 2018.

They accounted for $66 BILLION in annual economic impact.

NEW YORK CITY IS THE MOST POPULAR U.S. destination for international travelers.

They represent 21% of total visitors but 48% of direct spending.

2016 Data
Meet NYC & Company

We are the official destination marketing organization for the five boroughs of New York City. Our mission is to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of New York City around the world.
Always Behind the Scenes

In addition to our invaluable partners, we have one of the hardest-working teams in the business.
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Who Makes It Possible

OUR MEMBERS
2000 member businesses

CORPORATE PARTNERS
Private funding

THE CITY OF NEW YORK
Public funding
Vibrancy Programs
Licensing the Brands of NYC
Licensing the Brands of NYC
NYC Welcomes You. Always.

协赞 JAPAN AIRLINES

WWW.JAL.CO.JP/HNDJFK/

东京

Old meets New

The Official Guide
nycgo.com

Hello Kitty
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Our Global Offices

In addition to three domestic offices, we have 17 international offices working in 28 key travel markets to amplify the message of NYC.

Our satellite team includes experts in:
- Global Communications
- Meetings and Conventions
- Travel Trade
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Tourism Works for NYC

$66B
economic impact annually

391K
jobs across five boroughs

$2,000
average tax savings per NYC household annually

65.2M
annual visitors

Source: NYC & Company/Tourism Economics, 2016
Five Boroughs of NYC

- Manhattan
- The Bronx
- Queens
- Brooklyn
- Staten Island
NYC Is Always Trending

#SEEYOURCITY

This evergreen social campaign inspires locals to explore beyond their block and share their experiences with #SeeYourCity. This user-generated content is featured on Instagram and nycgo.com.
Tourism Ready Program
5 Practices to Make Your Brand Work

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Famous Original NEW YORK CITY WELCOMES YOU ALWAYS.

GET GOING AT NYCGO.com

The Official Guide New York City
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Stay true to yourself.
IT TAKES A VILLAGE

Representing the world’s most dynamic destination is a big job. Fortunately, we don’t do it alone.
THANK YOU!