

THE FUTURE OF NEW YORK CITY: WHEN WILL TOURISM, NYC'S ECONOMIC ENGINE, COME BACK? MARCH 30, 2021

THE POWER OF NYC HOSPITALITY

- 66.6M Visitors in 2019
- \$72B per year in total economic impact
 - \$47.4B+ on hotels, restaurants, shops and cultural institutions
- \$6.7B in local tax revenue
 - Saving NYC households an average of \$2,100 annually
- 403,000 jobs supported
 - Representing 9% of all NYC employment, making it the City's seventh largest in terms of jobs



THE COALITION FOR NYC HOSPITALITY & TOURISM RECOVERY

The Coalition is led by NYC & Company Chairman Charles Flateman and President & CEO Fred Dixon.

Coalition Advisors and former Board Chairs:

- Emily Rafferty
- Jonathan Tisch
- Tim Zagat

Coalition Co-chairs:

- Ellen Futter
- Thelma Golden
- Danny Meyer
- Lin-Manuel Miranda
- Peter Ward

In addition to this leadership the Coalition is also includes a Steering Committee and Allied Organization members. The Coalition is ever expanding with the ability for others, including NYC & Company members, to sign on.

Visit coalition.nycgo.com for more information.



ALL IN NYC: The Roadmap for Tourism's Reimagining and Recovery



GOALS

Through the lens of hospitality and tourism, we will seek to:

- Show New Yorkers, and those in the greater metropolitan region, the way forward to safely reconnect with the city they love through neighborhood exploration and staycations
- Remind the world that New York City is not only the greatest city in the world but also a safe place to visit from a public health perspective
- Get visitors excited to travel to New York City again
- Restore confidence among meeting and event organizers to choose NYC so a foundation of business is secured for the future
- Reinforce NYC as one of the world's most diverse, inclusive and welcoming cities.
- Help put NYC's more than 403,000 tourism and hospitality employees back to work



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AUDIENCE TARGETING



New York City \rightarrow Drive Market \rightarrow

Domestic \rightarrow

 $\mathsf{Global} \rightarrow$



VIRTUAL PROGRAMMING

SINCE YOU HAVE TO STAY HOME NYC WILL COME TO YOU * VISIT VIRTUAL NYC BROWSE 250+ ONLINE EXPERIENCES



nycgo.com/virtualnyc

HELPING OUT CAN BE AS Easy as ordering in.

Your support helps NYC restaurants stay open. And part of #DineInNYC

browse restaurants on nycgo.com/dine-in-nyc

SHOP ALL FIVE BOROUGHS WITHOUT LEAVING HOME.

Your support helps NYC businesses stay open-and part of

#ShopInNYC

see a full list of shops on nycgo.com/shop-in-nyc

Virtual NYC Site Tours



NYC VIRTUAL FIELD TRIP



Home / NYC Virtual Field Trips

Any New Yorker with kids knows that the City is one giant, immersive learning experience, making it a huge draw for visiting families. While the landscape looks a little different right now, cultural institutions and attractions are determined to engage young visitors virtually until they can return in person. Below, find all the organizations offering online resources including activity books, study guides, livestreams and beyond. You can even browse by subject, age range and more to plan the ideal five-borough virtual field trip for your family.



Submit a Resource







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NEW YORK CITY



ALL IN NYC: STAY WELL PLEDGE







ALL IN NYC: STAYCATION GUIDES

1-24 of 28 Results

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Featured -



Fort Greene and Brooklyn Navy Yard



Hudson Yards





St. George

More Info



Hispanic Heritage Month







Midtown: 42nd Street and Above



Central Park and the Upper West Side



Brooklyn Museum and Around



Staten Island Zoo and Around



NEIGHBORHOOD GETAWAYS BROADWAY

Fall in With NYC

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KEY ISSUER

LOGO

Get up to \$100 back

when you safely rediscover attractions, dining, hotels, museums and more.

Explore the Offers





DanceAfrica 2019: Rwanda Reborn: The Remix Photo: Julieta Cervantes

Home / The Black Experience in NYC

Black culture is integral to the identity of NYC, the city with the largest Black population in the US. Its influence can be felt across the five boroughs in many forms: world-renowned music and style, a celebrated food scene, the visual and performing arts, live experiences, business owners and all who lead the charge in keeping the City progressive, resilient and safe.

With this content series, we spotlight, celebrate and amplify New York City's Black experience and the community whose cultural contributions reverberate around the globe. Bookmark this page and remember to check back as we will continue to add new content.



A Glimpse into Black Culture in NYC

The Black community in NYC boasts its own cultural nuances



NYC RESTAURANT WEEK TO GO \rightarrow JANUARY 25 – FEBRUARY 28

- Takeout lunch and/or dinner (entrée and at least one side) for \$20.21
- Registered Mastercard holders received a \$10 statement • credit with a \$20.21 purchase
- 800+ participants
- Results •
 - 2.3B earned global impressions
 - 1.4M impressions on NYCgo.com
 - 863k visits to NYCgo.com ullet

RESTAURANT



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POSITIVE NEWS COVERAGE



NEW YORK

Tourists Trickle Back to New York City

Hotels see an uptick in occupancy rates as Covid-19 quarantine restrictions are set to ease





New York City Forever!

By Travel + Leisure December 09, 2020



CONTINUED MARKET ENGAGEMENT











A LOOK AHEAD

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NYC VISITOR OUTLOOK

TOTAL VISITATION BY MARKET (millions of



INTERNATIONAL





NYC VISITOR OUTLOOK



PACE OF RECOVERY TOP 2019 INTERNATIONAL MARKETS (2019 = 100)





HOTEL DEVELOPMENT

Active Room Inventory NYC Hotels	2015	2016	2017	2018	2019	2020 pre pandemic	2020 Pandemic	YE 2021 forecast
Average Rooms (000s)	106.5	112.5	116.5	118.9	122.9	124	+/- 88	+/-118.5

Hotel Development – NYC as of February 2021	Total	Manhattan	Brooklyn	Bronx	Queens	Staten Island
Hotels opened 2019-2020	25	17	2		5	1
Hotels in Pipeline to 2024	110	45	21	4	35	5
Rooms in Development*	+ 17,180	9,200	2,100	400	5,200	280

*Estimates based upon available data, all are subject to change Source: NYC & Company, estimate as of March 2021







THANK YOU! 5...