

# NEW YORK CITY

WELCOMES  
THE WORLD

**NYC**<sup>™</sup>  
& Company  
nycgo.com

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# 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.

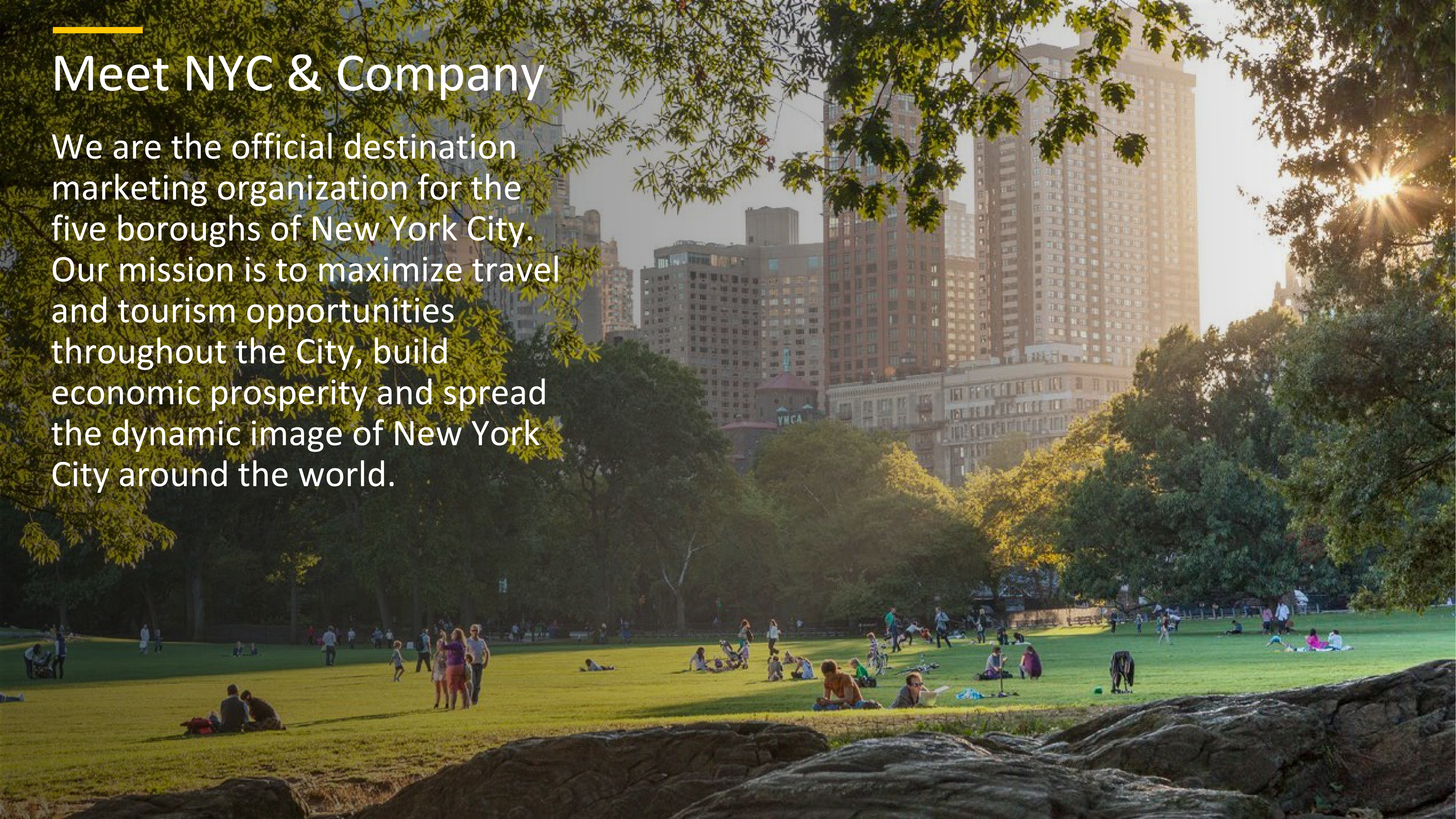
They represent 21% of total visitors but  
48% of direct spending.



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# 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.



MEMBERSHIP



SPORTS  
PARTNERSHIPS



CONVENTION  
DEVELOPMENT



TOURISM  
DEVELOPMENT



RESEARCH  
& ANALYSIS



DESTINATION  
SERVICES



GLOBAL  
COMMUNICATIONS



BUSINESS  
OPERATIONS,  
FINANCE & LEGAL



LICENSING



MARKETING



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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



**NYC WINTER \* OUTING**  
JAN 21 - FEB 10

Get 2-for-1 tickets to top attractions and Broadway shows, plus prix-fixe meals at the best restaurants in town.

**THIS WINTER, OUT IS IN.**

NYC BROADWAY WEEK  
NYC MUST-SEE WEEK  
NYC RESTAURANT WEEK

SEIZE THE SEASON AT **NYCGO.COM**

NYC The Official Guide **nycgo.com**



**NYC BROADWAY WEEK**

JAN 21 - FEB 10  
**2-FOR-1 TICKETS**

GET YOUR TICKETS AT **NYCGO.COM**

PRESENTED BY NYC The Official Guide  
PRODUCED BY BROADWAY LEAGUE



**NYC MUST-SEE WEEK**  
JAN 21 - FEB 10

**2-FOR-1 TICKETS**

TO ATTRACTIONS, MUSEUMS, TOURS AND PERFORMING ARTS

**NYCGO.COM**

PRESENTED BY NYC The Official Guide



**NYC OFF-BROADWAY WEEK**  
SEP 24 - OCT 7

**2FOR1 TICKETS**

Take an intermission from the ordinary.

**nycgo**

PRODUCED BY NYC The Official Guide



**NYC RESTAURANT WEEK**  
JAN 21 - FEB 8

**\$26 2-course lunch**  
**\$42 3-course dinner\***

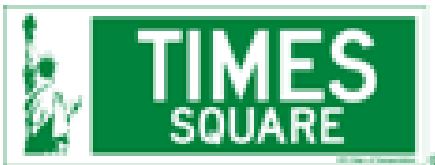
BROWSE & BOOK ONLY AT **NYCGO.COM**

NYC The Official Guide





# Licensing the Brands of NYC





# Licensing the Brands of NYC





An aerial photograph showing a split view of two major cities. The left side features the Tokyo Tower and the dense urban landscape of Tokyo. The right side features the Empire State Building and the dense urban landscape of New York City. A diagonal line divides the image, with a semi-transparent dark blue triangle on the right side. The text 'CITY-TO-CITY' and 'TOURISM PARTNERS' is overlaid in white, bold, sans-serif font across the center.

# CITY-TO-CITY

## TOURISM PARTNERS

*Tokyo*  
Tokyo

**NYC**  
& Company  
[nycgo.com](http://nycgo.com)







*Famous Original*  
**NEW YORK CITY**  
**WELCOMES YOU. ALWAYS.**

ニューヨークへ行くならJALで。  
JAL羽田・成田-ニューヨーク線 毎日運航中！  
詳しくは[www.jal.co.jp/hndjfk/](http://www.jal.co.jp/hndjfk/)

協賛  **JAPAN AIRLINES**

**NYC**  
The Official Guide  
[nycgo.com](http://nycgo.com)









# 5 Practices to Make Your Brand Work

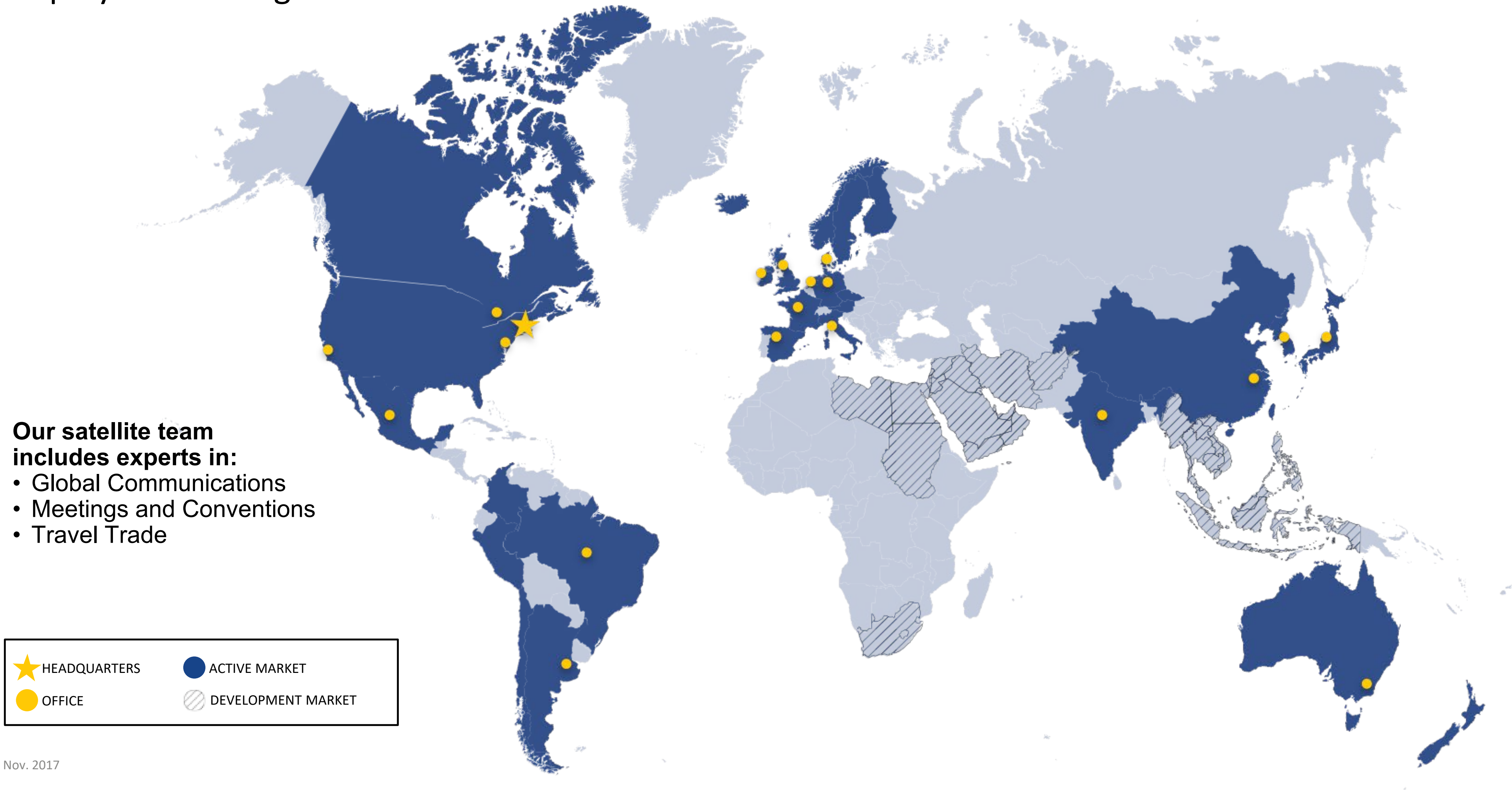
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# Our Global Offices

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





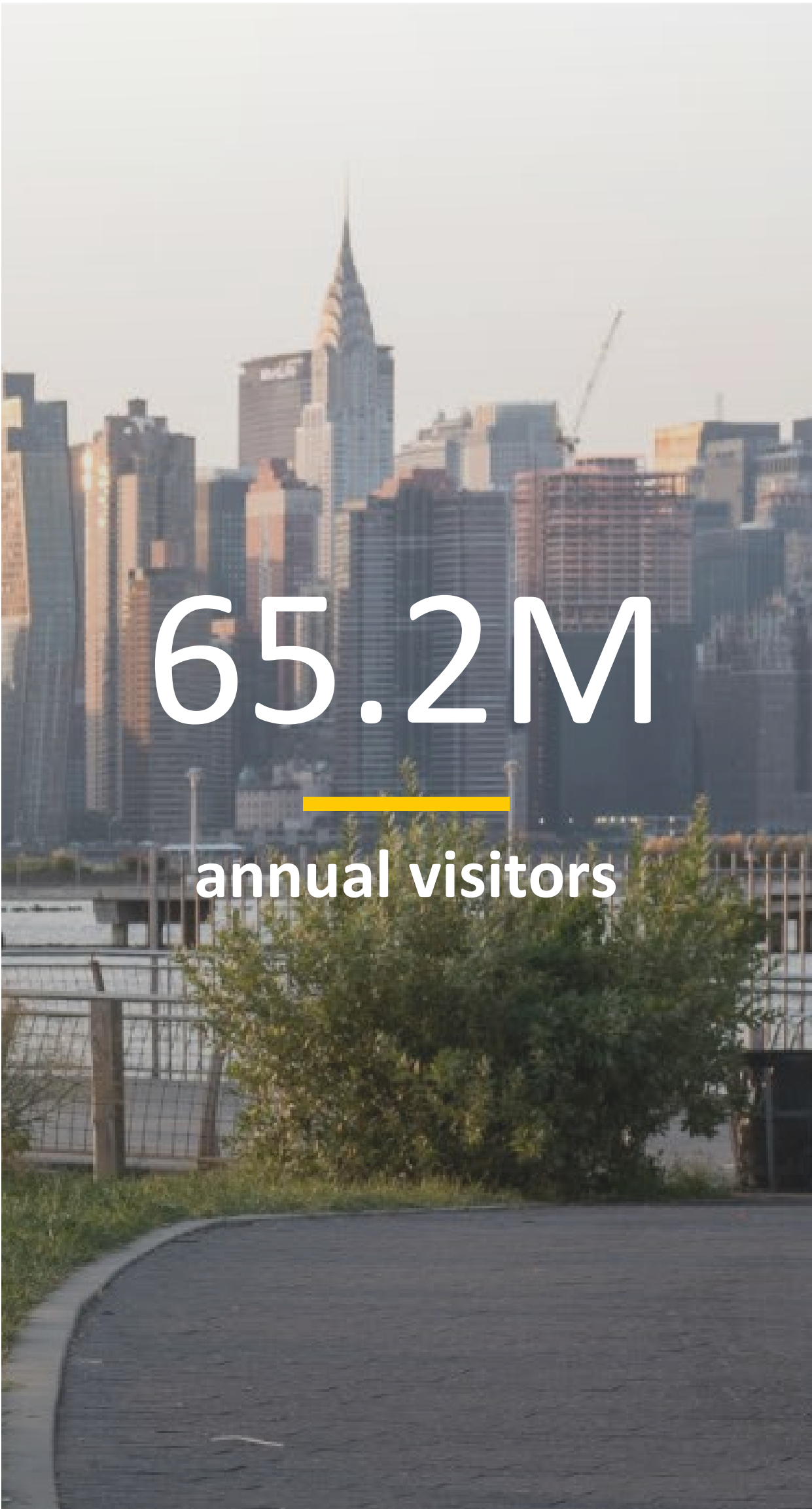
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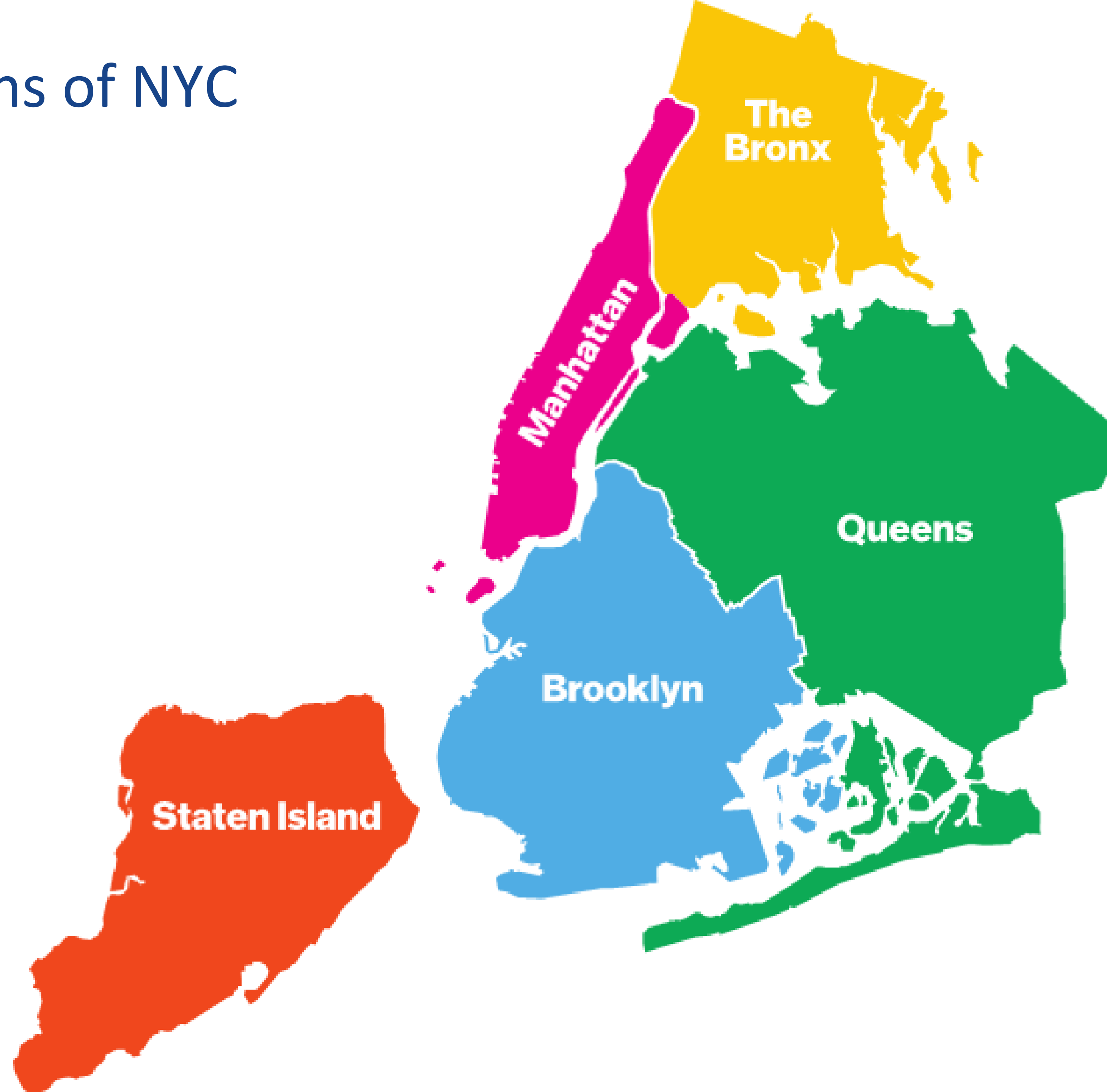


# Tourism Works for NYC





# Five Boroughs of NYC

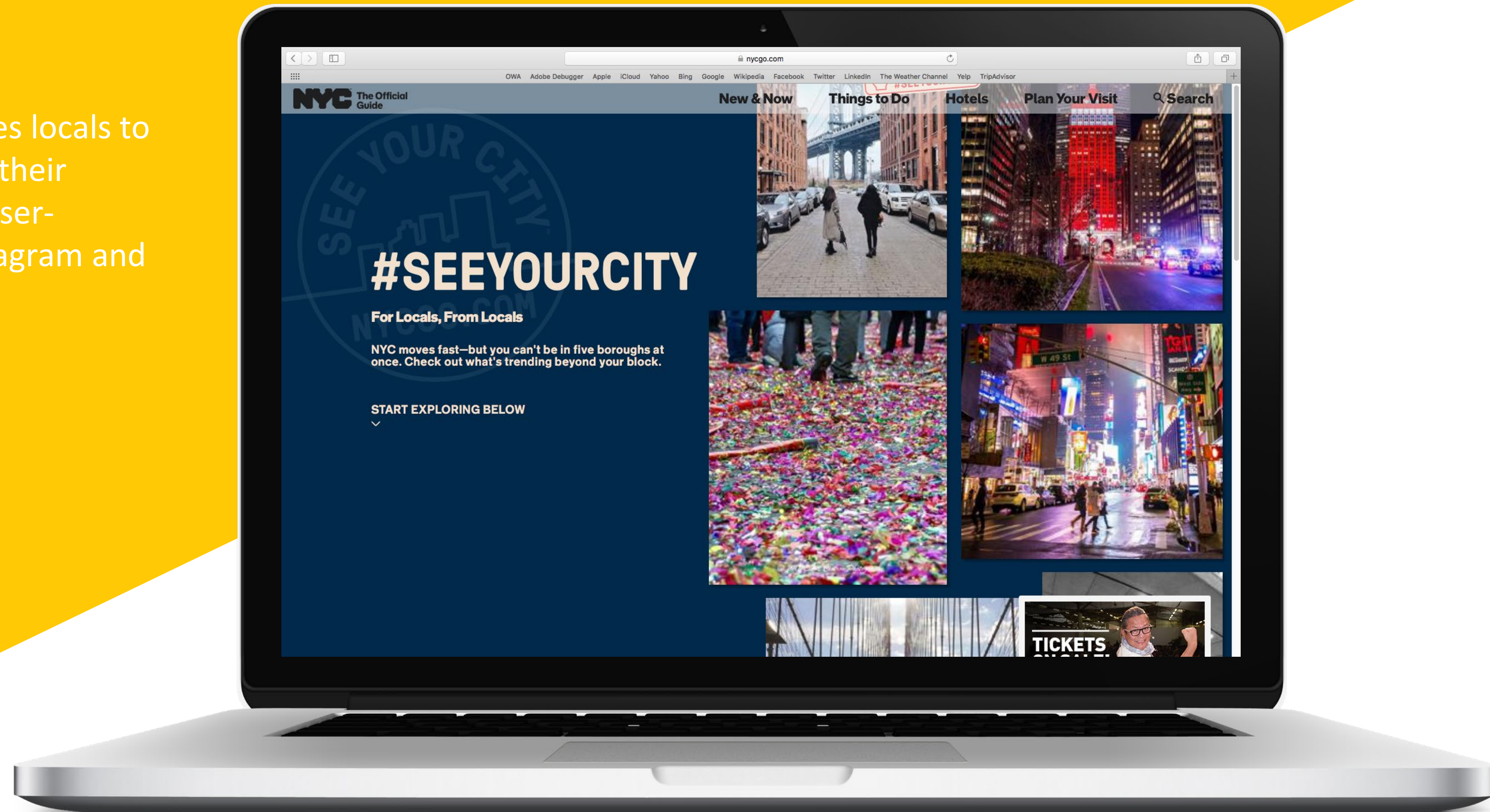
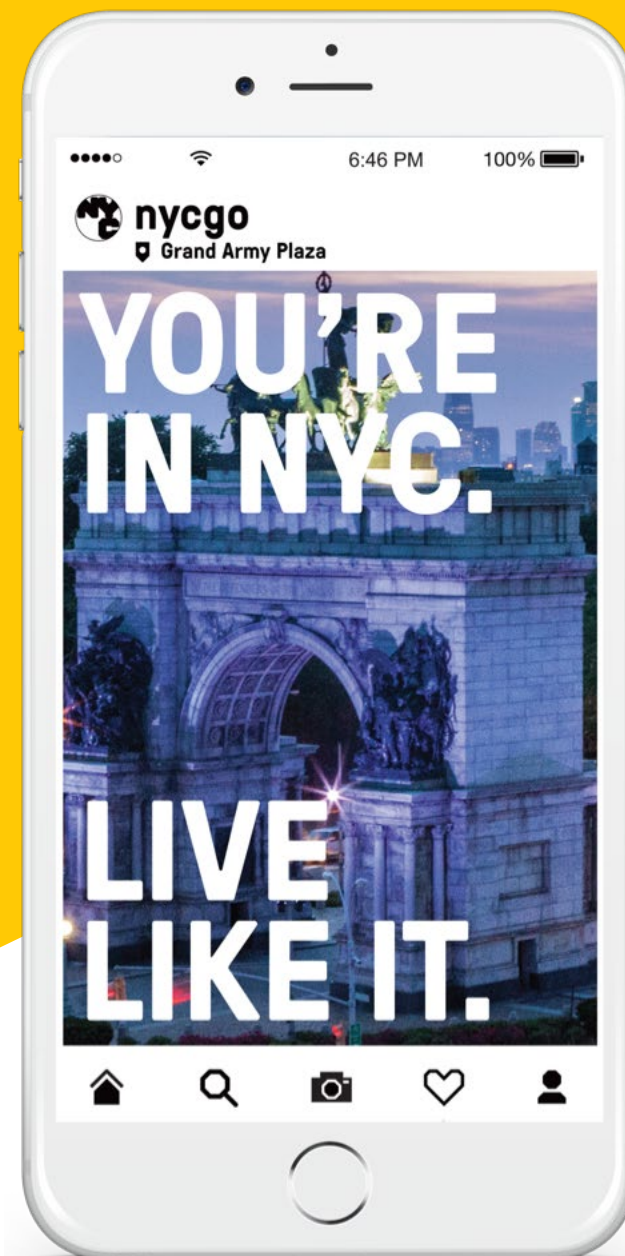




# NYC Is Always Trending

## #SEEEYOURCITY

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





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*Famous  
Original*

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ALWAYS.**

GET GOING AT  
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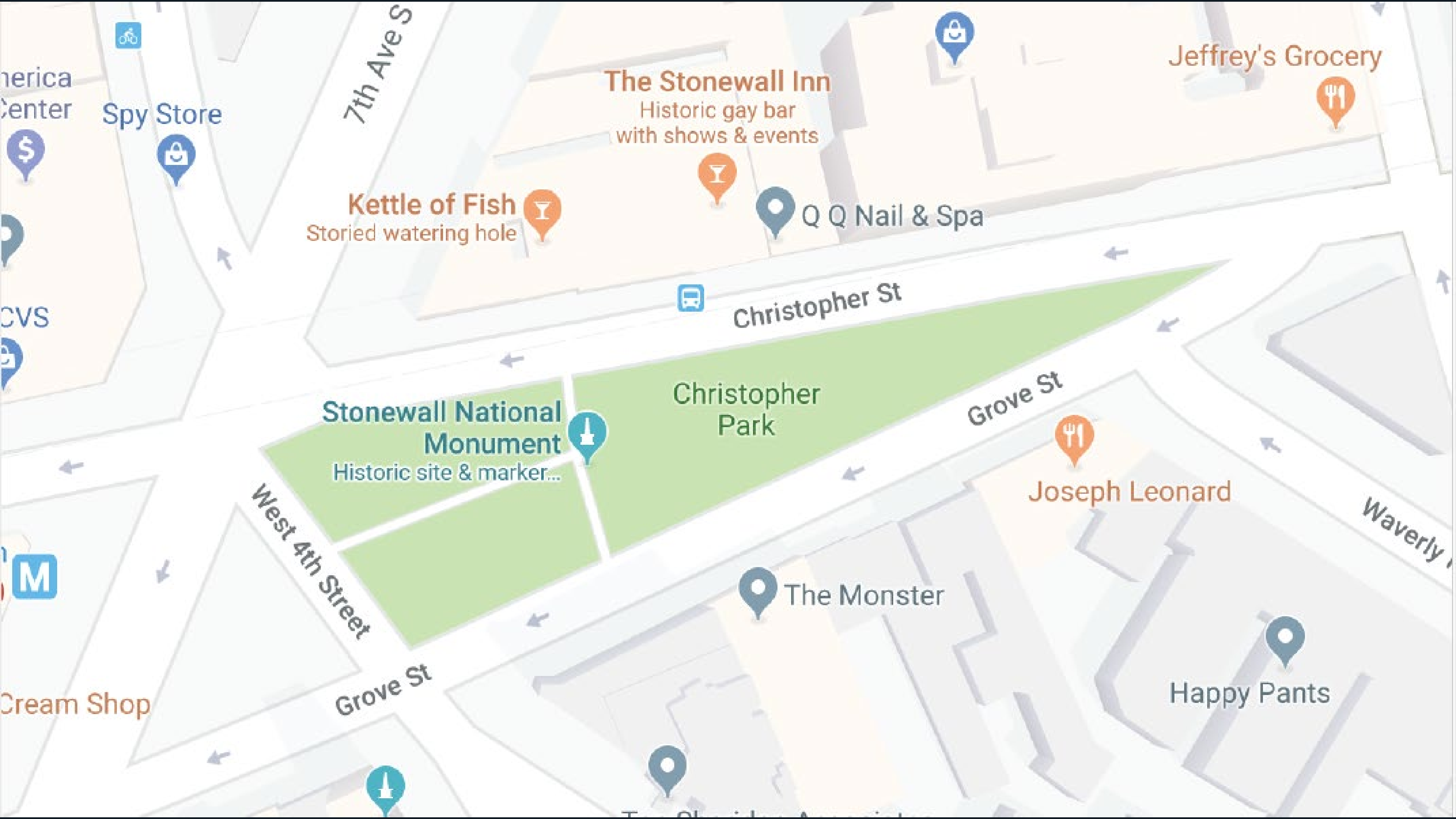


**Stay  
true to  
yourself.**









merica  
Center

Spy Store

7th Ave S

The Stonewall Inn

Historic gay bar  
with shows & events

Jeffrey's Grocery

Kettle of Fish

Storied watering hole

Q Q Nail & Spa

CVS

Christopher St

Stonewall National  
Monument

Historic site & marker...

Christopher  
Park

Grove St

Joseph Leonard

West 4th Street

Grove St

The Monster

Waverly

Happy Pants

Cream Shop













# IT TAKES A VILLAGE

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



# THANK YOU!