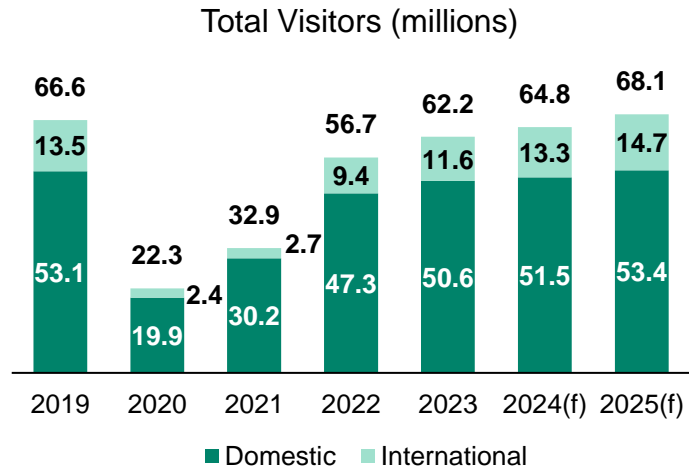


# NYC Travel & Tourism Outlook

## 2019-2025 Visitation Trends

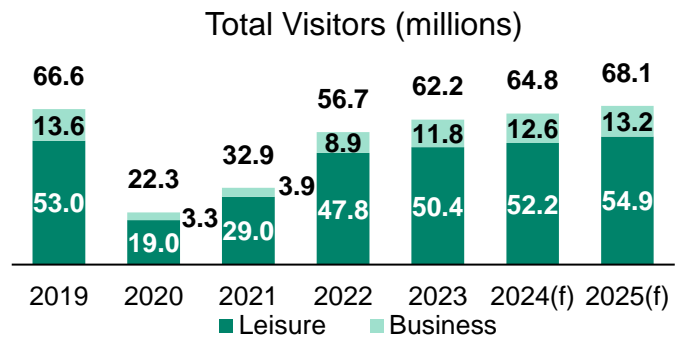
New York City welcomed 62.2 million visitors (50.6 million domestic, 11.6 million international) in 2023. Visitation is expected to grow to 64.8 million visitors in 2024, a 4.2% year over year increase. The 2025 forecast is for 68.1 million visitors, exceeding the 2019 benchmark.

- **Domestic** travel is forecast to reach 51.5 million visitors in 2024 and 53.4 million in 2025. Domestic visitation should surpass the 2019 benchmark level by 2025.
- **International** visitation will grow to 13.3 million visitors in 2024, a 14.7% year-over-year increase. In 2025, international visitation will increase by 10.7% to 14.7 million.



## Visitor Segments: Business & Leisure

- Leisure visitation is forecast to reach 52.2 million in 2024. The 2025 forecast is for growth to 54.9 million visitors surpassing the 2019 benchmark levels.
- **Business** travel is expected to grow to 12.6 million visitors in 2024 and 13.2 million in 2025. Business travel will not reach pre-pandemic levels until 2026 due to the economic uncertainty and the shifting travel behaviors due to remote conferencing.



## International Visitor Outlook

- **Western European** markets have regained their position as core markets for international travel to NYC, highlighted by the UK surpassing one million visitors in 2023.
- The **South American** travel picture is mixed with Brazil and Colombia approaching 2019 levels in 2024. Argentina is facing a longer road to recovery due to economic challenges.
- **Asia-Pacific (APAC)** markets are expected to recover significantly in 2024. APAC markets have returned at a slower pace coming out of the pandemic due to distance, economic and access concerns.
- **Canada** and **Mexico** are two of the three fastest recovering markets, both expected to surpass 2019 visitation levels in 2024.

Country* (thousands)	2023	2024(f)
UK	1,030	1,193
Canada	995	1,080
France	759	823
Brazil	637	791
Italy	582	606
Germany	556	594
Mexico	452	529
Australia	446	591
Spain	435	490
China	386	833

(f): forecasts

\*Country rank is sorted by 2023 visitation volume

Source: Tourism Economics, as of March 2024

# NYC Travel & Tourism Outlook

## 2023 Hotel Performance

- Occupancy rate reached 81.6%, down 5% vs 2019 benchmark, and up 10% from the prior year.
- 36.1 million room nights were sold, down 10% from 2019, and up 11% year over year.
- ADR was \$297, 21% above 2019 levels, and up 11% vs 2022.

	2023	% Change vs 2019	% Change vs 2022
Occupancy	81.6%	-5%	+10%
Demand	36.1 Million	-10%	+7%
ADR	\$297	+21%	+11%

## 2024 Hotel Performance

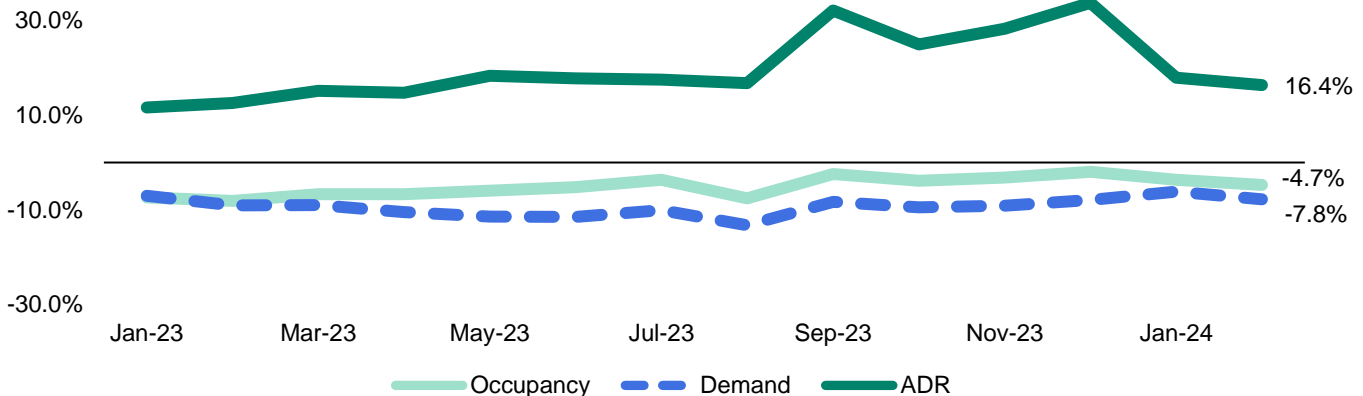
### Year-to-date through February:

- Occupancy rate was 70.5%, down 4% vs 2019 benchmark, and up 4% from last year.
- 5.0 million room nights were sold, down 7% from 2019, and up 1% year over year.
- ADR was \$209, 17% above 2019 levels, and up 5% vs 2022.
- The active hotel inventory is 121.5 thousand rooms. The current pipeline has 6.400 coming online by 2025, reaching 128,000 rooms.

	2024 Feb-Jan	% Change vs 2019	% Change vs 2023
Occupancy	70.5%	-4%	+4%
Demand	5.0 Million	-7%	+1%
ADR	\$209	+17%	+5%

## Hotel Indicators: % Change vs 2019 Benchmark

Hotel indicators tracked monthly against the 2019 benchmark illustrate that the recovery has slowed over the past 14 months. Room demand has grown at a marginal rate, while occupancy growth has been positive. This is due to the reduction of inventory due to emergency shelter, which has inflated the occupancy growth rate. Room rates continue to surpass the 2019 levels.



Source: NYC & Company/STR