# 2025 BUSINESS OPPORTUNITIES



NEW YORK CITY
TOURISM+CONVENTIONS

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# Benefits of Participating with New York City Tourism + Conventions

- **Association with the NYC Brand**
  - Strengthen your business by aligning with the globally recognized New York City brand, enhancing credibility and market appeal.
- **Direct Access to Key Buyers**
  - Meet top tour operators and meetings and incentive buyers who are actively booking or showing strong interest in NYC.
- **Valuable Lead Generation**
  - Receive comprehensive contact information for all clients who visited our booth, helping you follow up and build meaningful relationships.
- **Seamless Logistics Management**
  - Focus entirely on building connections and growing your business, while we handle all logistical arrangements on your behalf.

# Tourism Development Calendar & Pricing

## January

13–16: India Virtual Sales Mission—$800

16–19: SYTA Summit (Scottsdale)

27–30: Spain Sales Mission—$6,500

## February

1–4: ABA Marketplace (Philadelphia)

3: ABA Dine Around—$400 / $1,000 (Sponsorship)

9–12: IITA Summit (Salt Lake City)

12–24: Australia Sales Mission—$6,500

12–24: Australia Luxury Sales Mission—$6,500

## March

9–12: Connections Luxury East (NYC)

10–15: Mexico Sales Mission—$6,000

# Tourism Development Calendar & Pricing (Continued)

## April

7–11: UK/Ireland Sales Mission—$6,500- SOLD OUT

30–2: US/Canada Reverse Sales Mission—$3,500

## May

5–8: ILTM Latin America (Brazil) Client Event—$350

12–16: Essence of Luxury (Panama City)

19–23: France/Italy Sales Mission—$6,500

21–23: African American Travel Conference (Buffalo)

## June

9–13: India Reverse Sales Mission—$3,500

14–18: IPW (Chicago)—$6,800-REGISTRATION CLOSED

17: IPW Client Reception—$500 / $10,000 (Sponsorship)

# Tourism Development Calendar & Pricing (Continued)

## August

11–15: South America Sales Mission - $6,900

22–26: SYTA Conference (Savannah, GA) Dine Around - $400 / $1,000 (Sponsorship)

## September

15–19: China Sales Mission—$7,900

## October

6-9: ILTM North America / PROUD Experiences

19–24: The Middle East Sales Mission—$7,500

21–24: IGLTA Convention (Palm Springs)

## November

4–6: World Travel Market (London)—$7,500

9-12: NTA Travel Exchange (Ottawa, Canada) Dine Around - $400/ $1,000 (Sponsorship)

17–21: Japan/Korea Reverse Sales Mission—$3,500

## December

1–4: ILTM Cannes (Cannes)—$7,500

2: ILTM Cannes Client Reception—$350

# Convention Development Calendar & Pricing

## January

12:  PCMA Client Activities (Houston)

23–24: FICP Winter Symposium (Philadelphia)

## February

9–12: M&I Forum (Williamsburg, Brooklyn)

10–12: AIME  (Australia)

27–28: Brazilian MICE Sales Misson / LACTE (Rio & Sao Paulo, Brazil)—$5,500

27: NYSAE MeetNY (NYC)—$1,500 (SOLD OUT)

TBA: Black Travel FAM (NYC)

TBA: AMPS (Washington, D.C.)

## March

16–19: Conference Direct APM (Philadelphia)

24–28: NYC MICE Seminar ASIA (Taipei & Hong Kong)

## April

2: Tri State Meeting Planner Event (NYC)—$500, $1,000 / $7,000 (Sponsorship)

10: Business Events Week (Washington, D.C.)—$800

7–10: Bay Area Sales Mission (San Francisco)—$4,000 (SOLD OUT)

# Convention Development Calendar & Pricing (Continued)

## May

4–6: PCMA CL LATAM (Bogota)

20–22: IMEX Frankfurt—$6,800(SOLD OUT)

## June

9–12: FIEXPO Latin America (Costa Rica)

9–12: Cvent Connect Reception (San Antonio)—$500

25–26: The Meetings Show UK (London)

28–30: HelmsBriscoe ABC (Toronto)

## August

9-12: ASAE Client Event  (Los Angeles)—$2,500

12–13: Canadian Meetings and Events Expo (Toronto)—$3,500

12: Canadian Meetings and Events Expo Client Event (Toronto)—$1,000

20–21: IBTM Americas (Mexico City)—$5,000

20–21: IBTM Americas Client Event (Mexico City)—$1,000

25–27: Connect Marketplace (Miami)

# Convention Development Calendar & Pricing (Continued)

## September

24: ASAE Power of Gala (Washington, D.C.)—$400

## October

6–9: IMEX America  (Las Vegas)—$7,000

6–9: IMEX America  Client Reception (Las Vegas)—$500

20-23: European MICE Sales Mission—$5,500–$6,000

## November

18–20: National Coalition of Black Meeting Planners (Portland, OR)

18–20: IBTM World  (Barcelona)—$6,500

## December

10–12: AMEX INTER[ACTION] (Las Vegas)—$4,500

TBD: Holiday Showcase (Chicago)—$3,000

# NORTH AMERICA

## Legend:

- Leisure market activities are in orange
- MICE market activities are in blue

# NYSAE Meet NY —Sold Out

**Event Date:** **February 27**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **NYC**

**Fee:** **$1,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **January 3—CLOSED**

Meet NY is the largest hosted buyer hospitality events in the northeast. It is a one-of-a-kind gathering of association and not-for-profit leaders, convention, corporate and meetings professionals and their hospitality and vendor partners. It is an afternoon and evening of networking and cocktails, capped off with a trip to Broadway for all attendees. The day kicks off with industry education followed by networking, mini trade show and a cocktail reception.

More than 500 attendees are expected at Meet NY.

Participating Members receive the opportunity to showcase themselves and their organization’s collateral at NYC’s table, attend NYSAE’s educational sessions, join clients for the chosen Broadway show and receive any leads that the NYC team retrieves during the event.

# Business Events Week Activities—PCMA Visionary Awards Gala

**Event Date:** **April 11**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **TBD**

**Fee:** **$800 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **February 15—CLICK HERE TO REGISTER**

PCMA Annual recognition program that honors individuals and organizations making significant contributions to the meetings and events industry. The awards highlight excellence in various aspects of event management, innovation and leadership.

Attending allows members to network with customers and promote their business and New York City as a premier event destination, showcasing its unique venues, attractions and experiences to potential clients and partners.

Members receive the opportunity to have a representative at the New York City table, be included in any New York specific pre-event marketing, as well as any other client appointments that arise.

# Tristate Meeting Planner Event

**Event Date:** **April 2, 2025**

**Event Type:** **Client Event**

**Market:** **MICE**

**Location:** **The Glasshouse**

**Fee:** **$500 Single Ticket / $1,000 Table Top (sold out) / $7,000 Event Sponsorship (closed)**

**Registration Deadline:** **Event Sponsor: March 5 / Tickets: March 15**

**—CLICK HERE TO REGISTER**

The Tristate Meeting Planner Event has evolved into our largest annual convention development, customer-facing gathering. Generally aligned with Global Meetings Industry Day, this event highlights the critical impact of the meetings and events industry. Drawing over 300 clients from corporate and association sectors, along with strategic third-party partners, the event provides an invaluable networking platform. Additionally, more than 70 of our members participate as exhibitors, showcasing their properties and services to this high-caliber audience.

# Bay Area Sales Mission—Sold Out



**Event Date:** April 7–10

**Event Type:** Sales Mission

**Market:** MICE

**Location:** San Francisco, CA (Does Not Include Hotel or Airfa

**Fee:** $4,000

Taking place across three days, the sales mission offers the chance to meet and network extensively throughout the Bay Area in cities that include: San Francisco, East Bay and San Jose. The Mission is best suited for Members looking to expand on Group Business opportunities, especially in the tech market.

NYC Tourism + Conventions will organize all sales calls and sales events throughout the region, as well as transportation. Participating members will also participate in the client luncheons, receptions and dinners taking place throughout the three days, as well as receive all client contact information from these events.

# Canada/US Reverse Sales Mission

**Event Date:** **April 29–May 2**

**Event Type:** **Reverse Sales Mission**

**Market:** **Leisure**

**Location:** **NYC**

**Fee:** **$3,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **March 30 – Click Here to Register**

The United States is the largest visitation market to New York City. Canada is the second largest international visitation market to New York City.

The Canadian and US travel market is predominately leisure (over 80%) including family and specialty group travel (students, seniors, sports, LGBTQ+, etc.).

Canadian and US travelers are typically repeat visitors to NYC, making off-the-beaten-path itineraries appealing.

There's a strong interest in New York City, particularly for its shopping, iconic landmarks and rich arts and culture scene, including renowned museums and galleries.

# Canada/US Five Borough Marketplace

**Event Date:** **April 30**

**Event Type:** **Tabletop Networking Event**

**Market:** **Leisure**

**Location:** **NYC**

**Fee:** **$350**

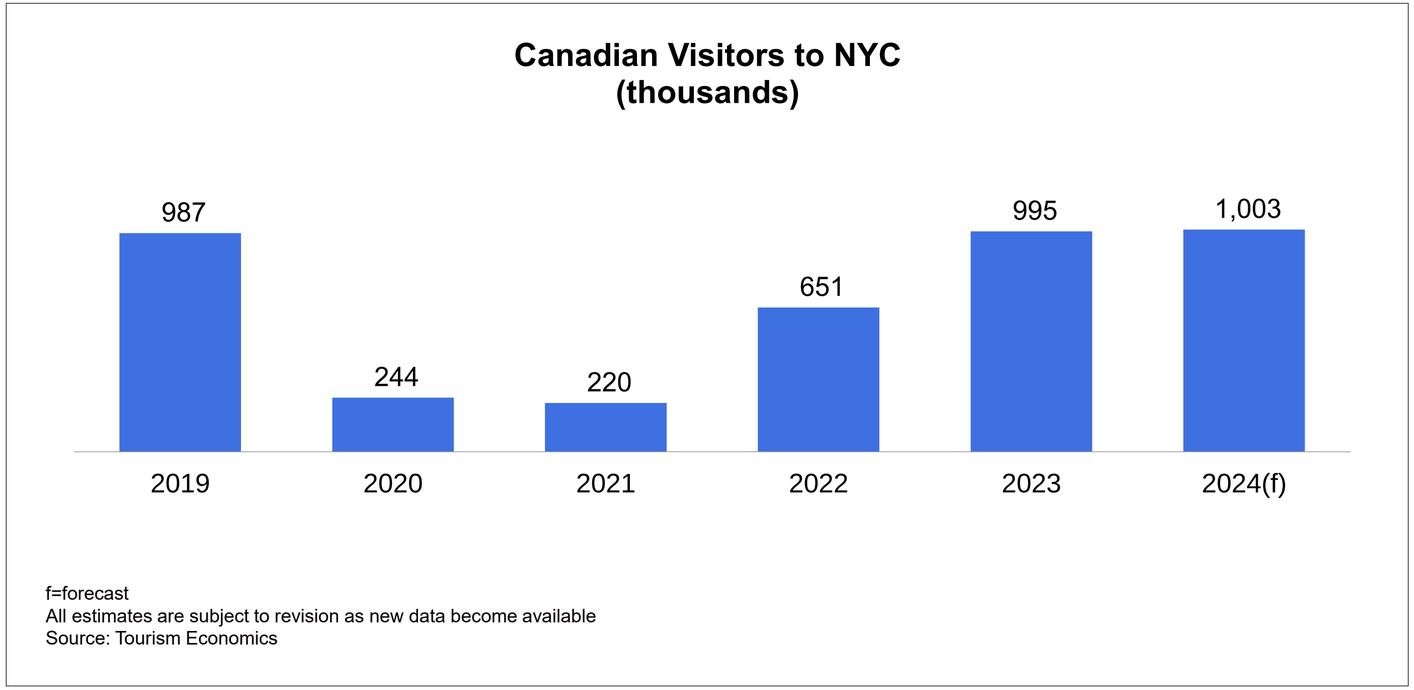
**Registration Deadline:** **March 30 - contact Renee Wilson for details**

The Five Borough Marketplace is an event during the Reverse sales mission for qualified small member business, to meet product buyers from the Canada and the US. The member will have a table to exhibit and have short introductory meetings.

# CANADA VISITOR PROFILE

## Market Overview

- Visitation to New York City from Canada was 995,000 in 2023. Visitation will reach an estimated 1,003,000 in 2024, an increase from 2023. In 2023, Canadian visitation has fully recovered to pre-pandemic levels.
- In 2023, Canadian visitors spent $1.0 billion in NYC.
    - $1,000 spending per visitor per trip.
- Compared to all overseas visitors to NYC, Canadians are likely to travel with children and stay in hotels. They tend to be older, have shorter booking windows and use the travel trade.
- The top activities for Canadian visitor: Shopping, Sightseeing, National Parks/Monuments and Art & Design Museum/Art Galleries and Historical Locations.
- Canadians prefer to book travel to NYC in March, April and May.
- Canada's overall economic risk score is still low at 3.0, ranking it 21st out of 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **8%** traveled for **Business**
- **92%** traveled for **Leisure** (including 16% for VFR)
- Average party size: **2.5 people**
    - **7%** traveled alone
    - **36%** traveled with children
    - **57%** traveled with their spouse/partner
- **76%** stayed at a hotel
- Average stay: **3.9 days**
- Average age: **40 years old**
    - 18-24: 13%
    - 25-39: 43%
    - 40-54: 32%
    - 55-73: 12%
    - 74+: 1%
- Main information sources:
    - Websites: 46%
    - Friends and Family: 44%
- Main air booking services:
    - Airlines: **39**%
    - Online Travel Agent: **28**%
- Average decision time to travel: **35 days** prior to departure
- Top months for Booking Air Travel:
    - March: 11%
    - April: 10%
    - May: 11%

Source: XBorderCanada (2023)/TravelPort (2023)

# Cvent Connect Client Reception




**Event Date:** June 9–12

**Event Type:** Client Event

**Market:** MICE

**Location:** San Antonio, TX

**Fee:** $500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** April 15—CLICK HERE TO REGISTER

Cvent Connect is a premier event for industry professionals, providing members with exclusive, focused time to engage top clients. In this intimate setting, members can have casual conversations while learning about clients' specific NYC needs, gaining valuable insights for future business. 2024 had a record attendance of over 4,000 clients and suppliers and over 6,000 attending the show virtually.

Members have the opportunity to network with VIP clients throughout the event, fostering relationships and exploring how Cvent’s innovative event technology can support client goals. It’s a chance to stay ahead of industry trends and tailor services based on direct feedback.

# IPW

**Event Date:** June 14–18

**Event Type:** Tradeshow

**Market:** Leisure

**Location:** Chicago, IL

**Fee:** $6,800 (Does Not Include Hotel or Airfare)

**Registration Deadline:** January 31—CLICK HERE TO REGISTER




U.S. Travel's IPW, the world's leading inbound travel trade show that build relationships and fortify connections around the world. Travel buyers (including international tour operators, wholesalers and receptive operators) meet face-to-face with NYC members during pre-scheduled appointments. Join us to meet qualified global travel buyers.

# IPW Client Event

**Event Date:** **June 17**

**Event Type:** **Client Event**

**Market:** **Leisure**

**Location:** **Chicago, IL**

**Fee:** **Participation: $400 / Event Sponsorship: $10,000**

**Registration Deadline:** **Event Sponsor: April 17 / Tickets: June 16—CLICK HERE TO REGISTER**

After a day of meetings, unwind during our client event for more networking.

# ABA Dine Around

**Event Date:** **February 3**

**Event Type:** **Client Event**

**Market:** **Leisure**

**Location:** **Philadelphia, PA**

**Fee:** **Participation: $400 / Event  Sponsorship: $1,000**

**Registration Deadline:** **Event Sponsor: January 13 / Tickets: February 1**
**—CLICK HERE TO REGISTER**

# ASAE

**Event Date:** August 9–12

**Event Type:** Tradeshow

**Market:** MICE

**Location:** Los Angeles, CA

**Fee:** $2,500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** June 1—CLICK HERE TO REGISTER

The ASAE Annual Convention is a traditional tradeshow format that specifically targets association professionals and leaders, offering a dedicated platform for networking and education tailored to the unique needs of associations and non-profit organizations. This event emphasizes building relationships within the association community, facilitating targeted networking opportunities among peers and industry leaders who face similar challenges and goals.

Participating with us at ASAE, members can attract more attention from key decision-makers seeking venues and services in NYC. Members gain access to valuable sales leads, enhancing their business development efforts and opening new opportunities. Participation allows direct interactions with attendees to foster lasting connections that can lead to potential partnerships and contracts.

Members receive the opportunity to have a representative in the destination booth, present collateral at the tradeshow as needed, be included in any pre-show marketing, receive all sales leads from the tradeshow and participation in the NYC team's VIP client event, as well as any other off-site client appointments that arise.

# Canadian Meetings and Events Expo

**Event Date:** **August 11–13**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Toronto, ON (Canada)**

**Fee:** **$3,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **April 1—CLICK HERE TO REGISTER**




Join Us at the Canadian Meetings and Events Expo to Build New Partnerships with Top Canadian Buyers!

As the second-largest market for New York City meetings and events, Canada offers tremendous growth opportunities. CMEE, the largest and longest-running trade show for meeting professionals, lets you network with Canadian buyers from sectors like pharma, finance, banking and more.

Don’t miss the chance to participate in an exclusive New York City event with key decision-makers from meetings, incentives and corporate events!

# Canadian Meetings and Events Expo Client Eve




**Event Date:** **August 12**

**Event Type:** **Client Event**

**Market:** **MICE**

**Location:** **Toronto, ON (Canada)**

**Fee:** **$1,000**

**Registration Deadline:** **April 1—CLICK HERE TO REGISTER**

Join Us for an Exclusive NYC Event at the Canadian Meetings and Events Expo!

At this intimate gathering, connect directly with top Canadian decision-makers in the MICE space. It’s the perfect setting for one-on-one conversations to showcase your products and services. Don’t miss this opportunity to expand your network and deepen engagement!

# IBTM Americas

**Event Date:** August 20–21

**Event Type:** Tradeshow

**Market:** MICE

**Location:** Mexico City (Mexico)

**Fee:** $5,000 (Does Not Include Hotel or Airfare)

**Registration Deadline:** April 11—CLICK HERE TO REGISTER




Mexico continues to lead in the incentives space, particularly in the financial, automotive, retail and insurance sectors. IBTM Americas, the premier trade show for the meetings and events industry across North America, Latin America, Europe and beyond, is the perfect opportunity to connect. We're excited to meet face-to-face with partners from this vital inbound market for New York City and the five boroughs.

# IBTM Americas Client Event




**Event Date:** August 19

**Event Type:** Client Event

**Market:** MICE

**Location:** Mexico City (Mexico)

**Fee:** $1,000

**Registration Deadline:** April 11—CLICK HERE TO REGISTER

Join us for our exclusive customer event, an exceptional opportunity to connect with key decision-makers from Europe in the MICE space. This intimate setting fosters impactful conversations about how your unique offerings can elevate their meetings, incentives and corporate events with innovative and exciting experiences.

# SYTA Conference Dine Around

**Event Date:** August 22–26 (Dine Around Night TBD)

**Event Type:** Client Event

**Market:** Leisure (Student and Youth Group Travel)

**Location:** Savannah, GA

**Fee:** $400 per Member; $1,000 to Sponsor

**Registration Deadline:** Event Sponsor: July 18 /
Tickets: August 8
—CLICK HERE TO REGISTER



SYTA (Student and Youth Travel Association) is the largest trade association dedicated to the market in the United States. SYTA membership is required for conference attendance. SYTA Dine Around is a dinner party hosted one evening during Annual Conference.

SYTA tour operators surveyed showed a student travel volume of 1.4 million students in 2023 which surpassed 2019 levels by 16%.

There's a strong interest in New York City—one of the top five US markets. Buyers are looking for group friendly dining and hotels, educational tours and attractions and often visit New York City as sports, academic and performance groups.

# Connect Marketplace

**Event Date:** **August 25–27**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Miami, FL**

**Fee:** **$1,500—Networking Booth / $4,500—Full Show with One-on-One Appointments**

**Registration Deadline:** **June 15—CLICK HERE TO REGISTER**

This show attracts 350 Association customers, 100 Business Travelers, 350 Corporate Customers, 100 RTO, 100 Specialty and 200 Sports Clients.

Attending allows members to promote their business and New York City as a premier event destination, showcasing its unique venues, attractions and experiences to potential clients and partners.

Members receive the opportunity to have a representative in the destination booth, present collateral at the tradeshow as needed, be included in any pre-show marketing, receive all sales leads from the tradeshow and participation in the NYC team's VIP client event, as well as any other off-site client appointments that arise.

# ASAE Power of a Gala

**Event Date:** **September 24**

**Event Type:** **Client Event**

**Market:** **MICE**

**Location:** **Washington, D.C.**

**Fee:** **$400 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **August 1—CLICK HERE TO REGISTER**

ASAE Annual recognition program will recognize outstanding programs from various associations that have made significant impacts in their communities. The gala serves as a networking opportunity, bringing together a range of C-Suite stakeholders committed to the association industry and its contributions to society.

Attending allows members to network with customers and promote their business and New York City as a premier event destination, showcasing its unique venues, attractions and experiences to potential clients and partners.

Members receive the opportunity to have a representative at the New York City table, be included in any New York specific pre-event marketing, as well as any other client appointments that arise.

# IMEX America

**Event Date:** October 6–9

**Event Type:** Tradeshow

**Market:** MICE

**Location:** Las Vegas, NV

**Fee:** $7,000 (Does Not Include Hotel or Airfare)

**Registration Deadline:** June 6—CLICK HERE TO REGISTER




Welcoming close to 6,000 tradeshow participants, IMEX America attracts buyers from 75 different countries making it one of the largest shows every year. These buyers range from corporate, association, government, sports and so much more.

Attending allows members to promote their business and New York City as a premier event destination, showcasing its unique venues, attractions and experiences to potential clients and partners at one of the largest tradeshows of the year.

Members receive the opportunity to have a representative in the destination booth, access to all sales prospects and lead information collected through exhibit marketing efforts, listing on all pre-show and on-site printed marketing materials, in-booth cocktail reception for partners and clients, your own appointment schedule of meetings (created and maintained by you), networking with 15–20 hosted buyers 2–3 times a day following a destination presentation given by NYC Tourism + Conventions sales team.

# IMEX America Client Reception

**Event Date:** **October 6–9**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Las Vegas, NV (Venue TBD)**

**Fee:** **$500 Single Ticket / $2,000 Event Sponsor**

**Registration Deadline:** **Event Sponsor: September 5 / Tickets: October 3**
**—CLICK HERE TO REGISTER**

In addition to the tradeshow booth portion of IMEX Americas you can also join the NYC Tourism + Conventions sales team at a special client event one evening. This is an off-site reception with a tailored list of over 200 clients that are attending IMEX. This event allows for more intimate networking with buyers. Participation allows attendance for one company representative and a post event attendee list.

# National Coalition of Black Meeting Planners

**Event Date:** **November 18–20**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Portland, OR**

**Fee:** **$2,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **September 15—CLICK HERE TO REGISTER**

Attending the NCBMP Annual Convention highlights the contributions and challenges of the African American community in the meetings industry. It offers networking opportunities, educational sessions on diversity and inclusion and a platform for advocacy, empowering Black professionals to enhance representation and success in the field.

NCBMP Annual Conference is primarily designed for the African American community in the meetings industry. By participating, members can attract key decision-makers looking for venues and services. This event offers valuable sales leads, direct interaction with attendees and opportunities to foster connections that may lead to partnerships and contracts.

Members receive the opportunity to have a representative in the destination booth/section, present collateral at the tradeshow as needed, be included in any pre-show marketing, receive all sales leads from the tradeshow and participation in the NYC team's VIP client event, as well as any other off-site client appointments that arise.

# AMEX INTER[ACTION]

**Event Date:** **December 10–12**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Las Vegas, NV**

**Fee:** **$4,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **August 1—CLICK HERE TO REGISTER, contact Matt Schechter for details**

This show attracts 350 Association customers, 100 Business Travelers, 350 Corporate Customers, 100 RTO, 100 Specialty and 200 Sports Clients.

Attending allows members to promote their business and New York City as a premier event destination, showcasing its unique venues, attractions and experiences to potential clients and partners.

Members receive the opportunity to have a representative in the destination booth, present collateral at the tradeshow as needed, be included in any pre-show marketing, receive all sales leads from the tradeshow and participation in the NYC team's VIP client event, as well as any other off-site client appointments that arise.

# Holiday Showcase

**Event Date:** **December 4th**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Chicago, IL**

**Fee:** **$3,000 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **August 1—CLICK HERE TO REGISTER**

Holiday Showcase is the ultimate celebration of the Chicagoland association community! Don't miss out on this unparalleled opportunity to connect, learn and elevate your professional journey. Members receive the opportunity to showcase themselves along with NYC to a vast portfolio of Midwest Association Meeting Planners through this annual event.  This event specifically helps target new clients within the concentrated Chicago market, as well as the continual development of relationships with existing corporate and association accounts.

Members receive the opportunity to have a representative in the destination booth, present collateral at the tradeshow as needed, be included in any pre-show marketing, receive all sales leads from the tradeshow and participation in the NYC team’s VIP client reception, as well as any other off-site client appointments that arise.

# EUROPE

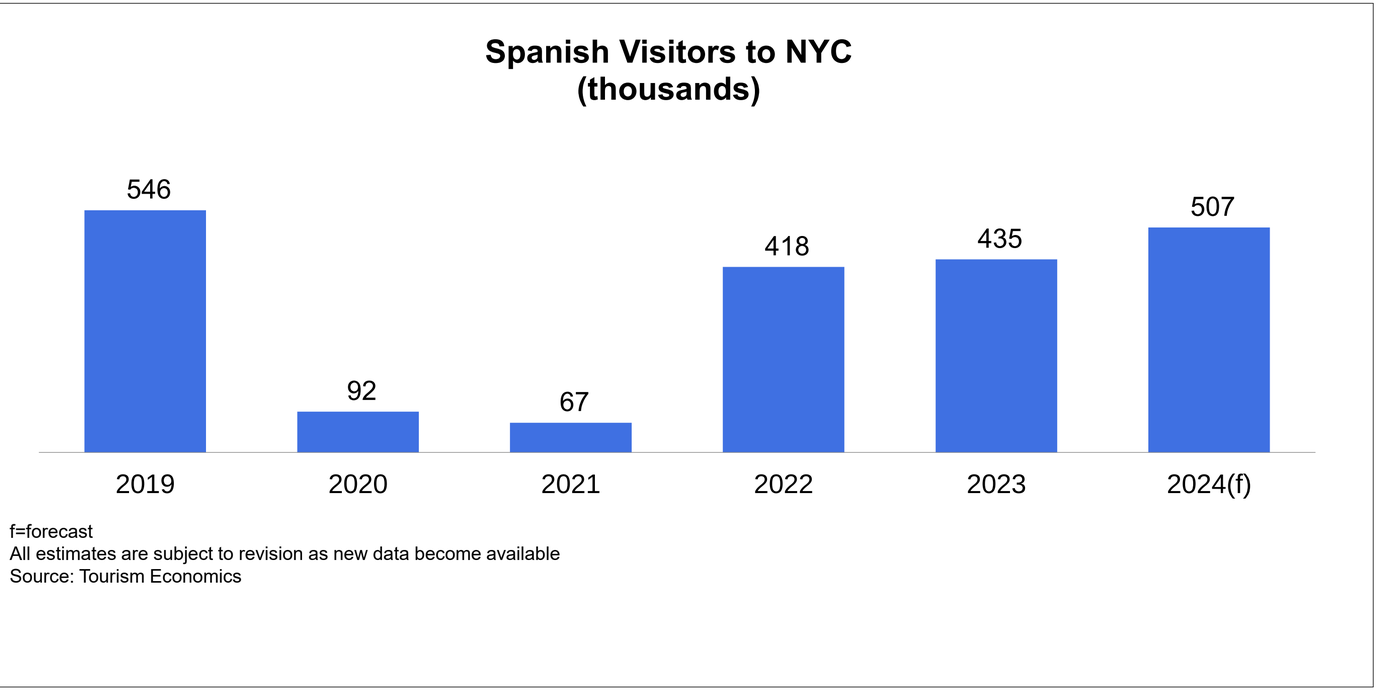
## Legend:

- Leisure market activities are in orange
- MICE market activities are in blue

# SPAIN VISITOR PROFILE

## Market Overview

- Visitation to New York City from Spain was 435,000 in 2023. Visitation is forecast to grow to 507,000 in 2024, a 16.6% year over year increase. Spanish visitation will recover to pre-pandemic levels by 2026.
- In 2023, Spanish visitors spent $760 million in NYC
    - $1,700 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Spanish skew to more leisure, tend to travel with spouse or partner and stay in hotels.
- Spanish are more likely than other international visitors to participate in the following activities: Guided Tour(s), Cultural/Ethnic Heritage Sites, Historical Locations, Art Galleries/Museums and Sporting Events.
- Spanish visitors prefer to book air travel to NYC in January, February and March.
- Our economic risk score for Spain is low at 3.1, ranking it 26th out of 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **9%** traveled for **Business**
- **91%** traveled for **Leisure** (including 17% for VFR)
- Average party size: **2.0 people**
    - **36%** traveled alone
    - **15%** traveled with children
    - **35%** traveled with their spouse/partner
- **73%** stayed at a hotel
- Average stay: **8.6 days**
- Average age: **39 years old**
    - 18-34: 48%
    - 35-54: 38%
    - 55+: 14%
- Average household income: **$88,500**
    - Under $100,000: 72%
    - $100,000-$199,000: 21%
    - Over $200,00: 7%
- Main information sources:
    - Airlines: **47%**
    - Personal Recommendations: **40%**
- Main air booking services:
    - Airlines: **47**%
    - Travel Agency: **30**%
- Average decision time to travel: **131 days** prior to departure
- Top months for Booking Air Travel:
    - January:11%
    - February:12%
    - March: 13%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# Spain Sales Mission

**Event Date:** January 27–30

**Event Type:** Sales Mission

**Market:** Leisure

**Location:** Madrid and Barcelona

**Fee:** $6,500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** COMPLETED




Spain continues to deliver strong numbers to New York City. Ranked ninth overall in international visitation and fifth in Europe, nearly half of Spanish travelers are first-time visitors and NYC remains the top long-haul destination.

The Spanish market is very culture-driven. Participation is above the overseas visitor average in visiting cultural and ethnic heritage sites, art galleries and museums. Guided tours and visiting historical locations are also important leisure activities for Spaniards.

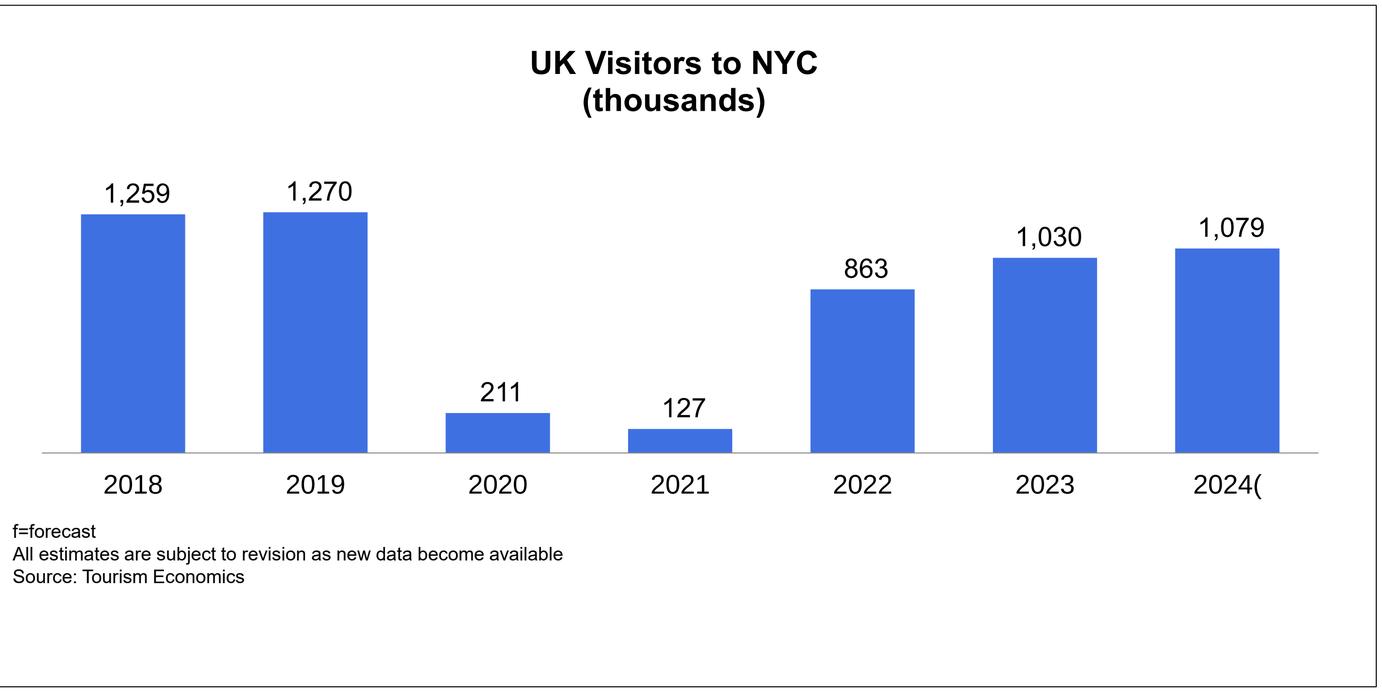
New seasonal connections from major Spanish cities apart from Madrid and Barcelona include Tenerife, Mallorca, Malaga and Bilbao.

Spain's GDP growth forecast is maintained for 2023 (3.10%) higher than the European average.

# UNITED KINGDOM VISITOR PROFILE

## Market Overview

- In 2023, New York City welcomed 1,030,000 visitors from the United Kingdom. Visitation is forecast to grow to 1,079,000 in 2024, a 5% year over year increase. The UK is the number one inbound market and will recover to 2019 levels by 2025.
- In 2023, UK visitors spent $2.0 billion in NYC
    - $1,900 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, UK travelers are more likely to travel for leisure and with their spouse/partner. They tend to have a higher income, stay in hotels and have a longer booking window.
- UK visitors are more likely than other international visitors to participate in the following activities: Sightseeing, National Parks/Monuments,  and Guided Tour(s).
- UK visitors tend to book air travel to NYC in January, February and March.
- The UK's overall economic risk score of 3.0 is low, ranking 20th of the 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **10%** traveled for **Business**
- **90%** traveled for **Leisure** (including 18% for VFR)
- Average party size: **1.8 people**
    - **49%** traveled alone
    - **12%** traveled with children
    - **31%** traveled with their spouse/partner
- **80%** stayed at a hotel
- Average stay: **6 days**
- Average age: **41 years old**
    - 18-34: 39%
    - 35-54: 41%
    - 55+: 21%
- Average household income: **$121,700**
    - Under $100,000: 53%
    - $100,000-$199,000: 33%
    - Over $200,00: 14%
- Main information sources:
    - Airlines: **64%**
    - Online Travel Agency: **37%**
- Main air booking services:
    - Airlines: **54**%
    - Online Travel Agency: **26**%
- Average decision time to travel: 137 **days** prior to departure
- Top months for Booking Air Travel:
    - January:15%
    - February: 10%
    - March: 10%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# UK/Ireland Sales Mission




**Event Date:** **April 7–11**

**Event Type:** **Sales Mission**

**Market:** **Leisure**

**Location:** **Dublin, Belfast, Edinburgh and London**

**Fee:** **$6,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **SOLD OUT**

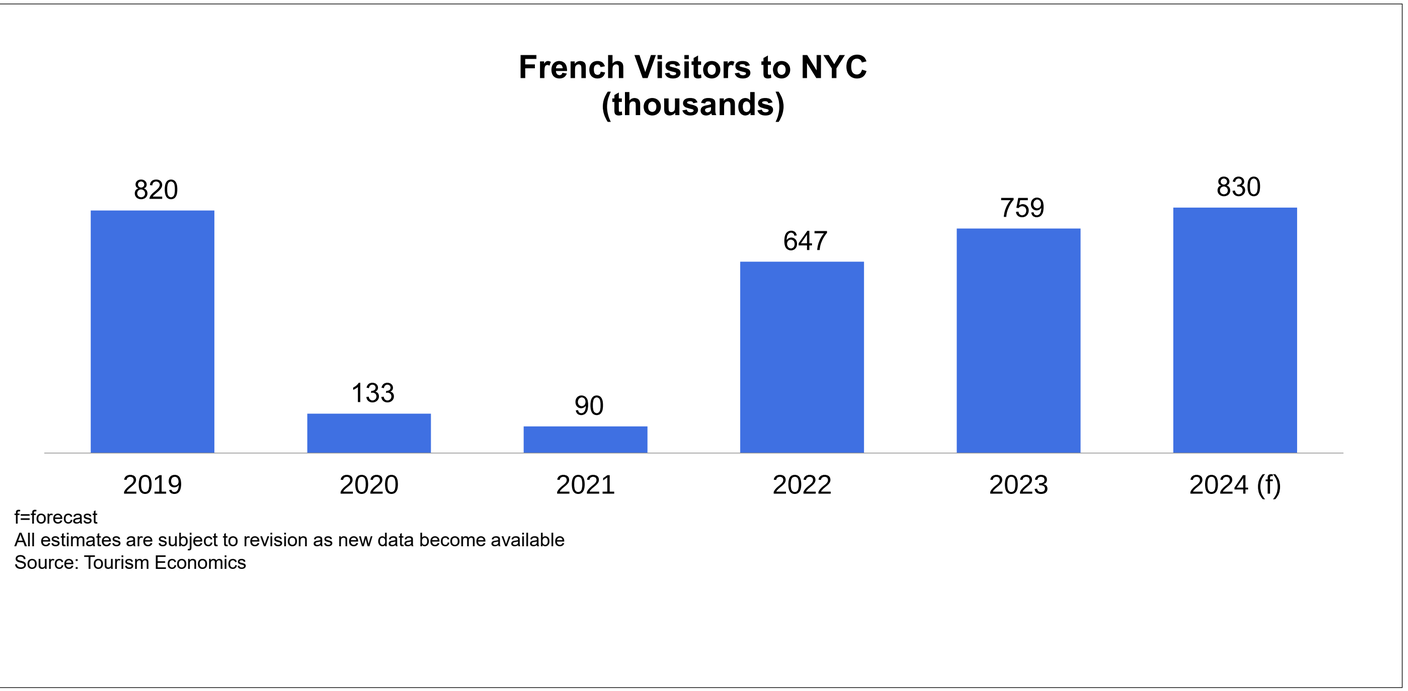
Meet with top-tier UK and Irish travel agents selling New York City consistently to their customers. Promote your product or services to these sales agents, eager to find out everything there is to know about New York City. Attendees will be a cross section of the travel industry, all of which sell New York City to their customer database.

We will also include meeting opportunities with the decision makers in the organization, to allow for discussions around product and sales integration, contracting or marketing. Exact companies and meetings are being finalized.

# FRANCE VISITOR PROFILE

## Market Overview

- In 2023, New York City welcomed  759,000 visitors from France. Visitation is forecast to reach 830,000 in 2024, a 9% increase from 2023. France is NYC's third largest inbound market and will  recover to pre-pandemic visitation levels by 2024.
- In 2023, French visitors spent $1.5 billion in NYC
    - $2,000 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, French travelers are more likely to travel for leisure and with children. They are more likely to stay in hotels and have a longer booking window.
- French are more likely than other international visitors to participate in the following activities: , Cultural/Ethnic Heritage Sites, Art Galleries/Museums, Sporting Events and National Parks/Monuments
- French tend to book air travel to NYC in January, February and March.
- The market cost risk is low at 2.0 and is below most of the rest of the eurozone, but there are some upside risks. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

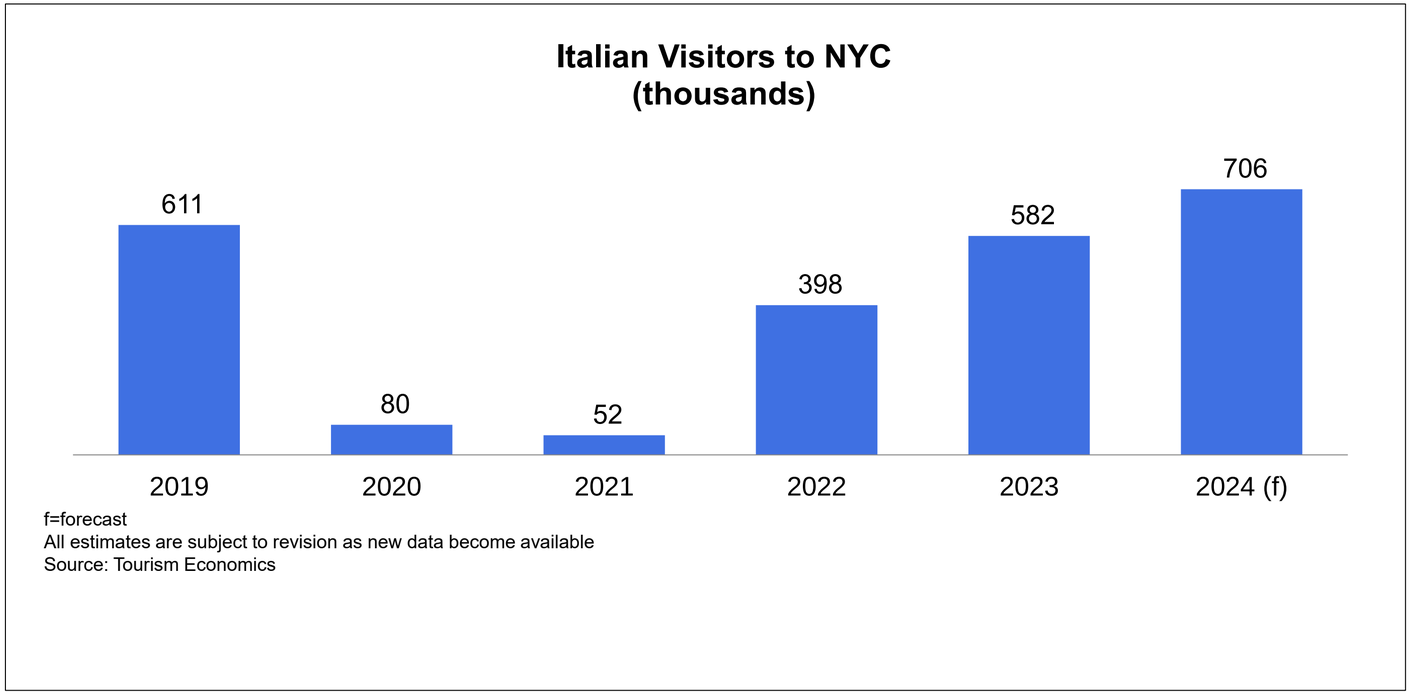
- **13%** traveled for **Business**
- **87%** traveled for **Leisure** (including 14% for VFR)
- Average party size: **1.9 people**
    - **44%** traveled alone
    - **17%** traveled with children
    - **27%** traveled with their spouse/partner
- **74%** stayed at a hotel
- Average stay: **7.6 days**
- Average age: **40 years old**
    - 18-34: 46%
    - 35-54: 34%
    - 55+: 20%
- Average household income: **$80,300**
    - Under $100,000: 75%
    - $100,000-$199,000: 20%
    - Over $200,00: 5%
- Main information sources:
    - Airlines: 56%
    - Personal Recommendations: 38%
- Main air booking services:
    - Airlines: **59%**
    - Online Travel Agency: **29%**
- Average decision time to travel: **133 days** prior to departure
- Top months for Booking Air Travel:
    - January:13%
    - February: 12%
    - March: 12%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# ITALY VISITOR PROFILE

## Market Overview

- Visitation to New York City from Italy was 582,000 in 2023. Visitation is forecast to reach 706,000 in 2024, a 21.3% year over year increase. Italian visitation will recover to pre-pandemic levels by 2025.
- In 2023, Italian visitors spent $893 million in NYC
    - $1,500 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Italians tend to travel with their spouse/partner, stay in hotels.
- Italians are more likely than other international visitors to participate in Cultural/Ethnic Heritage Sights, Art Galleries/Museums, Guided Tour(s) and Sporting Events.
- Italians prefer to book travel to NYC in January, February and March.
- Italy's overall economic risk score of 3.8 is moderate, though it is slightly worse than the Western European average, leaving it ranked 40th out of 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **10%** traveled for **Business**
- **90%** traveled for **Leisure** (including 8% for VFR)
- Average party size: **2.0 people**
    - **41%** traveled alone
    - **13%** traveled with children
    - **31%** traveled with their spouse/partner
- **78%** stayed at a hotel
- Average stay: **7.1 days**
- Average age: **39 years old**
    - 18-34: 48%
    - 35-54: 37%
    - 55+: 15%
- Average household income: **$80,000**
    - Under $100,000: 73%
    - $100,000-$199,000: 21%
    - Over $200,00: 6%
- Main information sources:
    - Airlines: 57%
    - Personal Recommendations: 33%
- Main air booking services:
    - Airlines: **37**%
    - Online Travel Agency: **34**%
- Average decision time to travel: **119 days** prior to departure
- Top months for Booking Air Travel:
    - January:14%
    - February:12%
    - March: 13%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# France/Italy Sales Mission




**Event Date:** **May 19–23**

**Event Type:** **Sales Mission**

**Market:** **Leisure**

**Location:** **Milan, Verona, Paris and Bordeaux**

**Fee:** **$6,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **3/19/25 - CLICK HERE TO REGISTER**

France is the third largest international visitation market to New York City and second in Europe. Italy is not far behind as the fifth largest international market and third in Europe.  Both countries are experiencing increases in visitation and flight capacity to NYC from major airlines including Delta, United and NEOS.

This mission will provide opportunities to meet and connect with tour operators, product managers and sales agents in Paris, Milan and secondary cities with increased potential.

# World Travel Market

**Event Date:** November 4–6

**Event Type:** Tradeshow

**Market:** Leisure

**Location:** London (United Kingdom)

**Fee:** $7,500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** July 11—CLICK HERE TO REGISTER




Join us at World Travel Market London, the most influential travel and tourism event globally. WTM London brings together the international leisure travel community; providing inspiration, education, sourcing and benchmarking to travel professionals while providing exhibitors a place to do business and showcase their services to the international travel trade.

In 2024, WTM welcomed over 40,000 professionals from 184 countries. Attending WTM is the easiest, most resourceful place in travel to get networked, saving time, money and effort on the way.

# IMEX Frankfurt—Sold Out




**Event Date:** **May 20–22**

**Event Type:** **Tradeshow**

**Market:** **MICE**

**Location:** **Frankfurt (Germany)**

**Fee:** **$6,800 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **January 20—CLICK HERE TO REGISTER**

Join Us at IMEX in Frankfurt—Europe's Key Meeting Point for New York City!

IMEX in Frankfurt is the ultimate hub for planners seeking global meetings, events and incentive travel opportunities for meetings professionals, it offers exceptional business prospects for both exhibitors and buyers, anchored by its renowned Hosted Buyer program.

With its energy and global opportunities, IMEX is a must-attend for anyone in the meetings, incentives and corporate events industry!

# IMEX Frankfurt Client Event



**Event Date:** **May 20**

**Event Type:** **Client Event**

**Market:** **MICE**

**Location:** **Frankfurt (Germany)**

**Fee:** **$750**

**Registration Deadline:** **February 7—CLICK HERE TO REGISTER**

Join Us at IMEX in Frankfurt for our hosted buyer customer event, an exceptional opportunity to connect with key decision-makers from Europe in the MICE space. This intimate setting fosters impactful conversations about how your unique offerings can elevate their meetings, incentives and corporate events with innovative and exciting experiences.

# European MICE Sales Mission



**Event Date:** October 20-23

**Event Type:** Sales Mission

**Market:** MICE

**Location:** TBD (Europe)

**Fee:** $5,500–$6,000

**Registration Deadline:** May 30—CLICK HERE TO REGISTER

Join Us on the European MICE Sales Mission!

Get ready to connect with top buyers across Europe who are passionate about New York City as their go-to destination for meetings, incentives and corporate events! We're visiting four key cities, offering an unmatched opportunity to expand your reach in this critical market. Don't miss out on this chance to drive growth—if you're ready to elevate your business in Europe, join us!

# IBTM WORLD

**Event Date:** November 18–20

**Event Type:** Tradeshow

**Market:** MICE

**Location:** Barcelona (Spain)

**Fee:** $6,500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** July 11—CLICK HERE TO REGISTER




IBTM World in Barcelona is designed to inspire the events industry to deliver exceptional experiences. Bringing together the global meetings community, the event is all about connecting with the right people to drive better business outcomes. Over three days, you'll build valuable face-to-face connections, gain critical industry insights and access unrivaled networking opportunities.

IBTM World offers the ideal platform to influence the global meetings and incentives industry and drive real business success.

# ILTM Cannes

**Event Date:** December 1–4

**Event Type:** Tradeshow

**Market:** Leisure

**Location:** Cannes (France)

**Fee:** $7,500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** August 1—CLICK HERE TO REGISTER




Join us for the premier luxury trade show—ILTM Cannes.

ILTM Cannes is the flagship show of the ILTM Collection. The show draws the luxury travel trade from across the globe to attend four days of high-quality pre-scheduled appointments, educational sessions and networking. The show is an excellent opportunity to meet new clients or reconnect with established ones.

# ILTM Cannes Client Event




**Event Date:** December 2

**Event Type:** Client Event

**Market:** Leisure

**Location:** Cannes (France)

**Fee:** $350

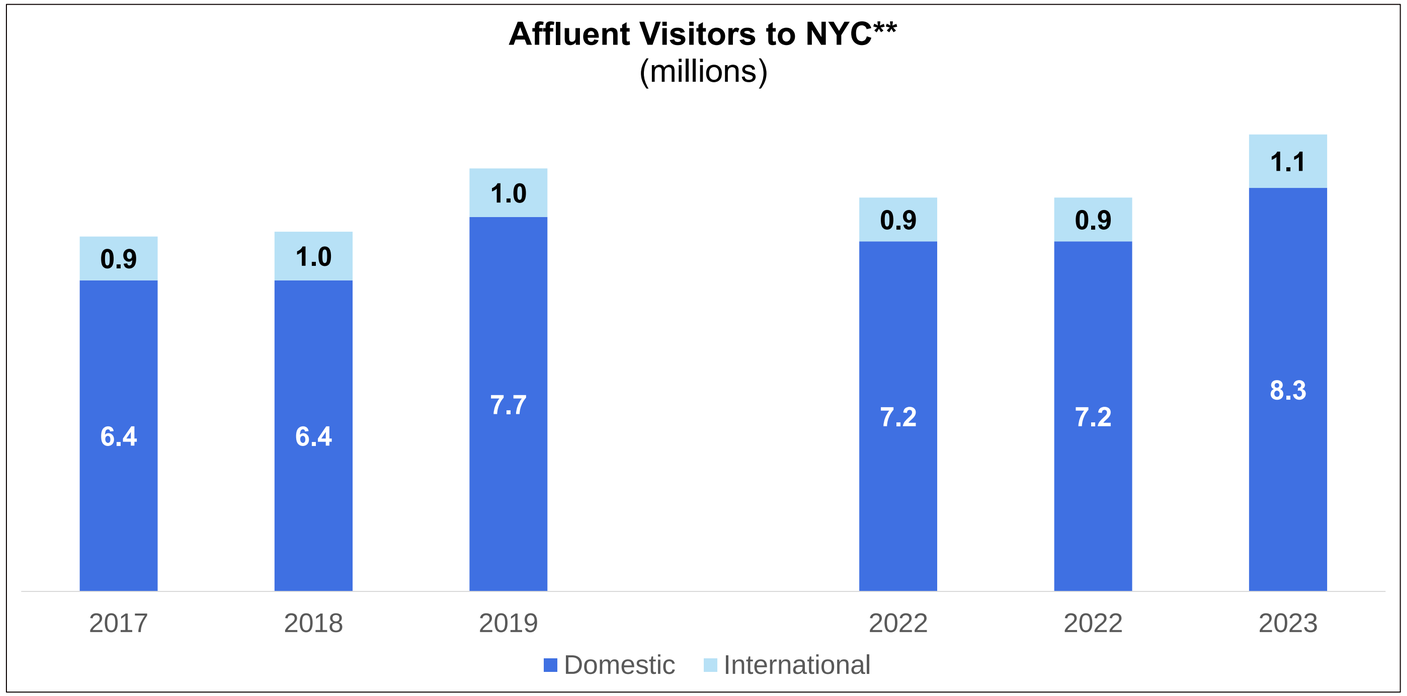
**Registration Deadline:** November 20—CLICK HERE TO REGISTER

Join us for an intimate and a relaxed atmosphere to network with clients. This exclusive reception offers you the chance to engage directly with top-tier clients in a welcoming atmosphere that encourages conversation, collaboration and new opportunities.

# AFFLUENT VISITOR PROFILE

## Market Overview

- In 2023, New York City welcomed 9.4 million affluent visitors* representing 15% all visitors to NYC. Affluent travelers tend to be older than the typical visitor, spend more and are more likely to stay in paid accommodations. Affluent visitors are vital to the economy with the vast amount of luxury products supported by affluent visitors.
- Affluent travel as a share of overall visitation has held steady coming out of the pandemic. Affluent visitors were amongst the first to return to international travel. For domestic visitors: activity participation was down amongst all segments.




*Affluent visitors are households with an income of $200,000 or more.
**We do not have a calculation for 2020 and 2021 due to the limited data available for those years.

**NYC Visitor Profile**

*Domestic – 8.3 million visitors in 2023*

- **82%** leisure travel (including 18% VFR)
- **47%** day-trippers
- Average party size: **1.8** people
  - **49%** travel alone
  - **15%** travel with children
  - **67%** stayed at a hotel (overnight only)
- Average overnight stay: **2.4 nights**
- **35-64 years:** largest demographic (44%)
  - Average age: **42**
- Average spend: **$638 pp/trip**
- Average household income: **$320,000**

Source: DK Shifflet

*International – 1.1 million visitors in 2023*

- 63% leisure travel (including16% VFR)
- Average party size **1.6** people
- **64%** travel alone
- **13%** travel with children
- **16%** travel with spouse/partner
- **81%** stayed at a hotel
  - Average stay: **7.3** nights
- **35-54** years: largest demographic (45%)
  - Average age: **42**
- Average spend: **$2,700 pp/trip**
- Average household income:**$332,800**
- 80% used NYC as a port ofentry to the US
- Airlines are the main information source (57%)
  - **49%** book air tickets directly with the airlines
- Average decision to travel: **80 days** prior to departure

Source: US Dept. of Commerce/NTTO

# LATIN AMERICA

## Legend:

- Leisure market activities are in orange
- MICE market activities are in blue

# Brazilian MICE Sales Mission



**Event Date:** **February 20–27—CLOSED**

**Event Type:** **Sales Mission**

**Market:** **MICE**

**Location:** **Rio de Janeiro and Sao Paulo**

**Fee:** **$5,500**

**Registration Deadline:** **November 11, 2024—CLICK HERE TO BE ADDED TO THE WAITLIST**

Join the New York City Tourism + Conventions MICE Team in Brazil!

We’re embarking on an exciting journey through Brazil, starting in Rio de Janeiro and concluding in Sao Paulo, where we’ll connect with key MICE buyers and professionals. A highlight of the trip is participating in LACTE, Latin America's largest MICE networking event, featuring seminars, panels and exhibitions with top corporate and MICE professionals.

With presentations, one-on-one meetings, sales calls and client events, this is your chance to strengthen relationships and tap into Brazil’s vibrant incentives market. Don’t miss this opportunity to expand your business!

# BRAZIL VISITOR PROFILE

## Market Overview

- Visitation to New York City from Brazil was 637,000 in 2023. Visitation is expected to reach 745,000 in 2024, a 17% increase from 2023. Brazilian visitation will  recover to pre-pandemic visitation levels in 2025
- In 2023, Brazilian visitors spent $855 million in NY
    - $1,100 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Brazilians are likely to travel for leisure  and stay in hotels. They tend to be younger, have longer booking windows and use the travel trade.
- Brazilians are more likely than other international visitors to participate in the following activities: Historical Locations, Concert/Play/Musical, National Parks/Monuments and Art Galleries/Museums.
- Brazilians prefer to book travel to NYC in March, April and May
- Brazil's overall economic risk score is 5.4, only just below the emerging market average. Brazil ranks 87th out of the 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **12%** traveled for **Business**
- **88%** traveled for **Leisure** (including 15% for VFR)
- Average party size: **1.8 people**
    - **49%** traveled alone
    - **10%** traveled with children
    - **28%** traveled with their spouse/partner
- **78%** stayed at a hotel
- Average stay: **9 days**
- Average age: **38 years old**
    - 18-34: 48%
    - 35-54: 38%
    - 55+: 14%
- Average household income: **$52,900**
    - Under $100,000: 83%
    - $100,000-$199,000: 14%
    - Over $200,00: 3%
- Main information sources:
    - Airlines: 62%
    - Personal Recommendations: 52%
- Main air booking services:
    - **Airlines: 56**%
    - **Online Travel Agent: 25**%
- Average decision time to travel: **111 days** prior to departure
- Top months for Booking Air Travel:
    - March: 13%
    - April: 12%
    - May: 13%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# Mexico Sales Mission




**Event Date:** March 10–14

**Event Type:** Sales Mission

**Market:** Leisure

**Location:** Guadalajara, Mexico City and Cancun

**Fee:** $6,000 (Does Not Include Hotel or Airfare)

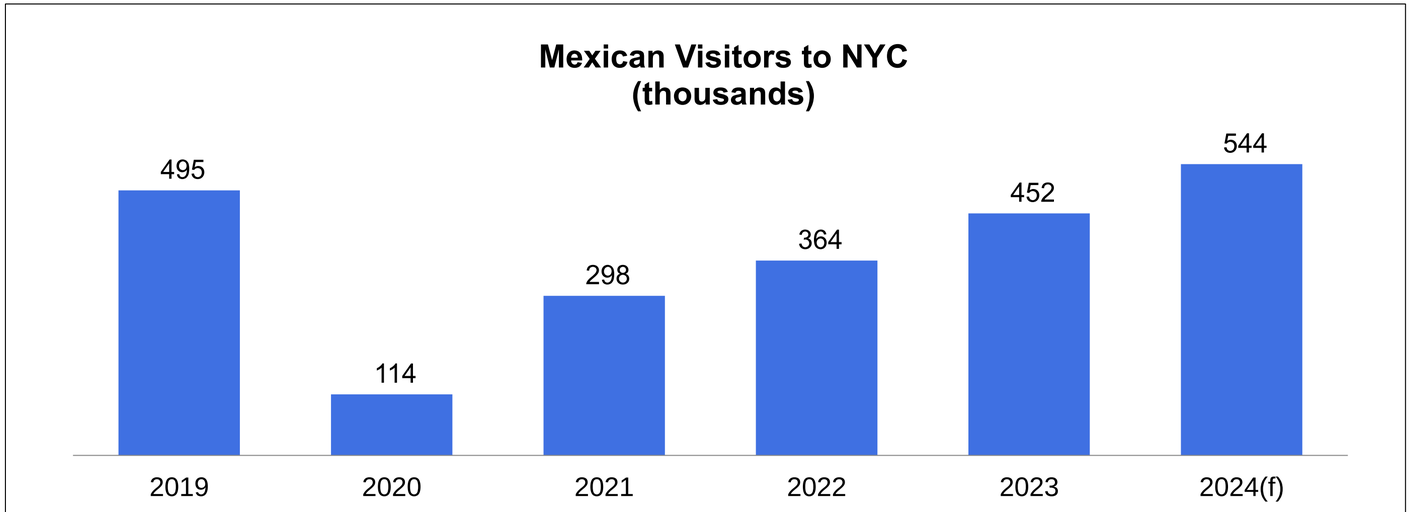
**Registration Deadline:** January 6—CLICK HERE TO REGISTER

The New York City Tourism + Conventions' Tourism Development team as we embark on an exciting journey to Mexico! We are heading to Guadalajara, Mexico City and Cancun to meet with key Mexican travel operators. Connect with OTAs featuring FIT and group travel, as well as meetings and incentives operations, through engaging presentations, one-on-one meetings, sales calls and client events. This is your opportunity to develop and strengthen business relationships with members of the travel trade community who are eager to expand their New York City products and programs. Don't miss out on this fantastic chance to grow your business!

# MEXICO VISITOR PROFILE

## Market Overview

- Visitation to New York City from Mexico was 452,000 in 2023. Visitation is forecast to grow to 544,000 in 2024, surpassing 2019 visitation levels. Mexico is one the fastest recovering inbound markets to NYC.
- In 2023, Mexican visitors spent $282 million in NY
    - $600 Spending Per Visitor Per Trip
- 71% of Mexican visitors travel to NYC by Air.
- Compared to all overseas visitors to NYC, Mexican air travelers tend to be younger, stay longer and have a shorter booking window.
- Mexican air travelers are more likely than other overseas visitors to participate in the following activities: Nightclubbing/Dancing, Cultural/Ethnic Heritage Sites, Concert/Play/Musicals and National Parks/Monuments.
- Mexicans prefer to book air travel to NYC in January, March and May.
- Mexico's overall economic risk score is 4.9, lower than the emerging markets average. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **18%** traveled for **Business**
- **82%** traveled for **Leisure** (including 17% for VFR)
- Average party size: **1.6 people**
    - **62%** traveled alone
    - **9%** traveled with children
    - **17%** traveled with their spouse/partner
- **67%** stayed at a hotel
- Average stay: **10 days**
- Average age: **36 years old**
    - 18-34: 54%
    - 35-54: 37%
    - 55+: 9%
- Average household income: **$67,000**
    - Under $100,000: 78%
    - $100,000-$199,000: 15%
    - Over $200,00: 8%
- Main information sources:
    - Airlines: 69%
    - Personal Recommendations: 36%
- Main air booking services:
    - Airlines: **60**%
    - Online Travel Agent: **31**%
- Average decision time to travel: **73 days** prior to departure
- Top months for Booking Air Travel:
    - January: 10%
    - March: 12%
    - May: 11%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)



SOURCE: XBORDERCANADA (2023)

# South America Sales Mission




**Event Date:** August 11–15

**Event Type:** Sales Mission

**Market:** Leisure

**Location:** Buenos Aires, Sao Paulo and Bogota

**Fee:** $6,900 (Does Not Include Hotel or Airfare)

**Registration Deadline:** May 12—CLICK HERE TO REGISTER, contact Jesus Garcia for details

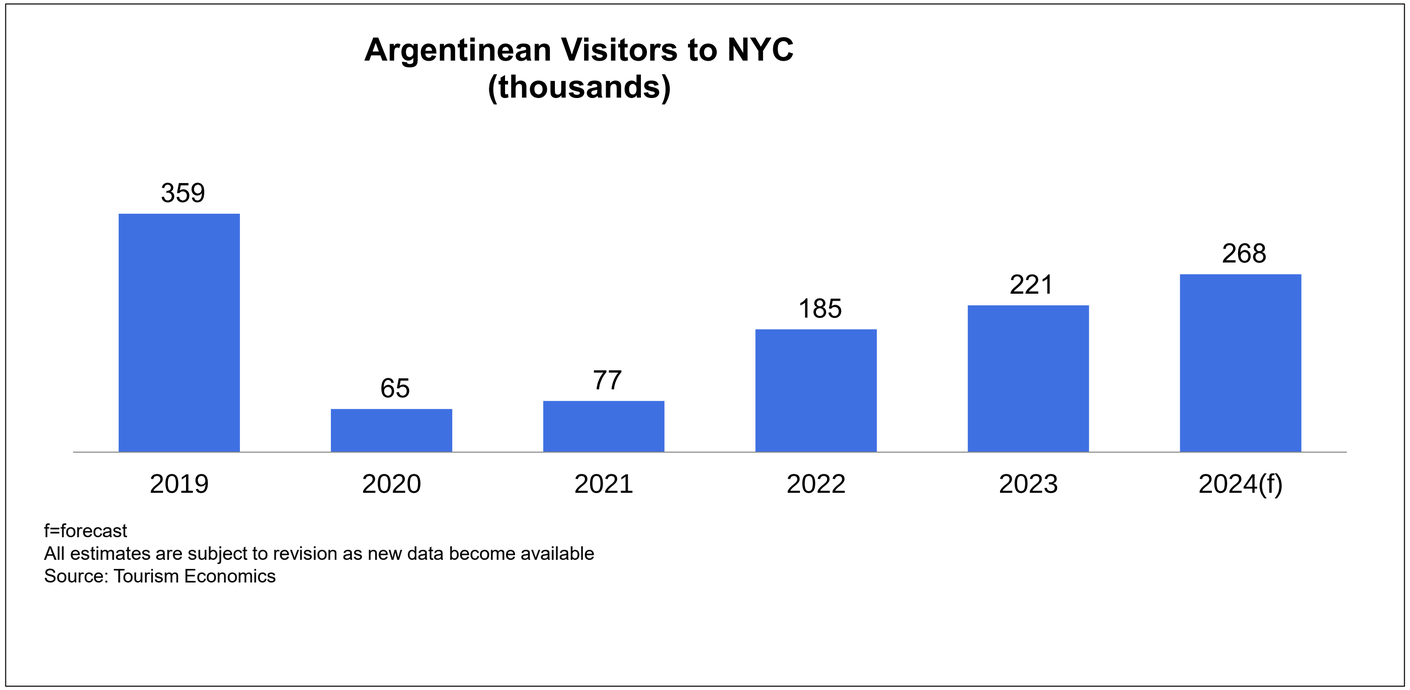
Join us as we make our way south to engage our Latin American markets with stops in Argentina, Brazil and Colombia!

Participating members will have the opportunity to connect with a mix of top trade buyers from South America, including travel agents, tour operators, sourcing managers, account managers and wholesalers. Event formats will include a mix of presentations, one-on-one meetings and networking opportunities. We look forward to a productive sales mission!

# ARGENTINA VISITOR PROFILE

## Market Overview

- Visitation to New York City from Argentina was 221,000 in 2023. Visitation is expected to reach 268,000 in 2024, a 21.3% year over year increase. Argentinean visitation will recover to pre-pandemic visitation levels in 2027 due to economic conditions.
- In 2023, Argentinean visitors spent $429 million in NYC.
    - $1,900 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Argentineans are likely to travel with children and stay in hotels. They tend to be older, have longer booking windows and use traditional travel agents.
- Argentineans are more likely than other international visitors to participate in the following activities: Cultural Ethnic Heritage Sites, Guided Tour(s), Concert/Play/Musical and Sightseeing.
- Argentineans prefer to book travel to NYC in March, April and May.
- Argentina's overall economic risk score of 7.0 is high, well above the Latin American average of 5.8. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

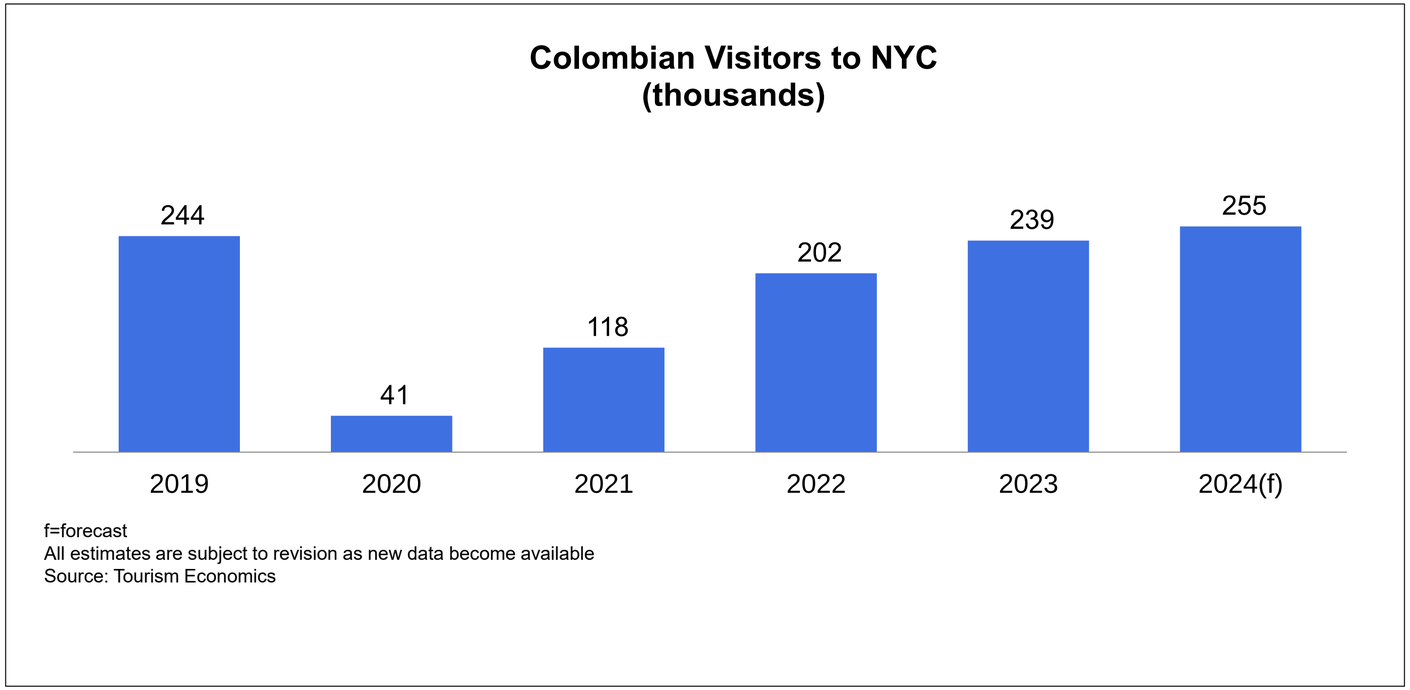
- **11%** traveled for **Business**
- **90%** traveled for **Leisure** (including 10% for VFR)
- Average party size: **1.8 people**
    - **53%** traveled alone
    - **19%** traveled with children
    - **14%** traveled with their spouse/partner
- **81%** stayed at a hotel
- Average stay: **12.1 days**
- Average age: **42 years old**
    - 18-34: 42%
    - 35-54: 34%
    - 55+: 24%
- Average household income: **$44,800**
    - Under $100,000: 90%
    - $100,000-$199,000: 8%
    - Over $200,00: 3%
- Main information sources:
    - Airlines: 52%
    - Personal Recommendations: 50%
- Main air booking services:
    - **Airlines: 48**%
    - **Travel Agency Office: 20**%
- Average decision time to travel: **121 days** prior to departure
- Top months for Booking Air Travel:
    - March: 12%
    - April: 12%
    - May: 11%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# COLOMBIA VISITOR PROFILE

## Market Overview

- Visitation to New York City from Colombia was 239,000 in 2023. Visitation is expected to reach 255,000 in 2024, a 6.7% increase year over year. Colombian visitation will recover to pre-pandemic levels by 2024.
- In 2023, Colombian visitors spent $388 million.
  - $1,600 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Colombians are likely to travel for leisure and visit friends and relatives. They tend to be younger, have shorter booking windows and rely on personal recommendations.
- Colombians are more likely than other international visitors to participate in the following activities: Nightclubbing/Dancing, Cultural Ethnic Heritage Sites, Historic locations and National Parks/Monuments.
- Colombia's overall economic risk score of 4.7 is low compared with the emerging market average of 5.6. Risk scores are from 1to 10, with 10 representing the highest risk as evaluated by Oxford Economics .




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **8%** traveled for **Business**
- **92%** traveled for **Leisure** (including 22% for VFR)
- Average party size: **1.5 people**
  - **69%** traveled alone
  - **8%** traveled with children
  - **15%** traveled with their spouse/partner
- **41%** stayed at a hotel
- Average stay: **16 days**
- Average age: **38 years old**
  - 18-34: 48%
  - 35-54: 38%
  - 55+: 15%
- Average household income: **$45,900**
  - Under $100,000: 88%
  - $100,000-$199,000: 7%
  - Over $200,00: 5%
- Main information sources:
  - Airlines: 57%
  - Personal Recommendations: 42%
- Main air booking services:
  - Airlines: **56**%
  - Travel Agency Office: **36**%
- Average decision time to travel: **76 days** prior to departure
- Top months for Booking Air Travel:
  - March: 11%
  - April: 11%
  - May: 11%

Source: US Department of Commerce/NTTO (2023)

# ILTM Latin America Client Event




**Event Date:** **May (TBD)**

**Event Type:** **Client Event**

**Market:** **Leisure**

**Location:** **Sao Paulo (Brazil)**

**Fee:** **$350 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **March 3—REGISTRATION TO FOLLOW, contact Makiko Healy for details**

Join us as we meet with Latin American luxury buyers in an intimate setting during the ITLM Latin America in Sao Paulo, Brazil.

By 2030, Brazil’s luxury travel market spend is expected to hit $26 billion, growing at an impressive 18% annually.

# ASIA PACIFIC

## Legend:

- Leisure market activities are in orange
- MICE market activities are in blue

# India Virtual Sales Mission




**Event Date:** January 13–16

**Event Type:** Sales Mission

**Market:** Leisure / Education

**Location:** Virtual

**Fee:** $800

**Registration Deadline:** December 20, 2024—CLICK HERE TO REGISTER

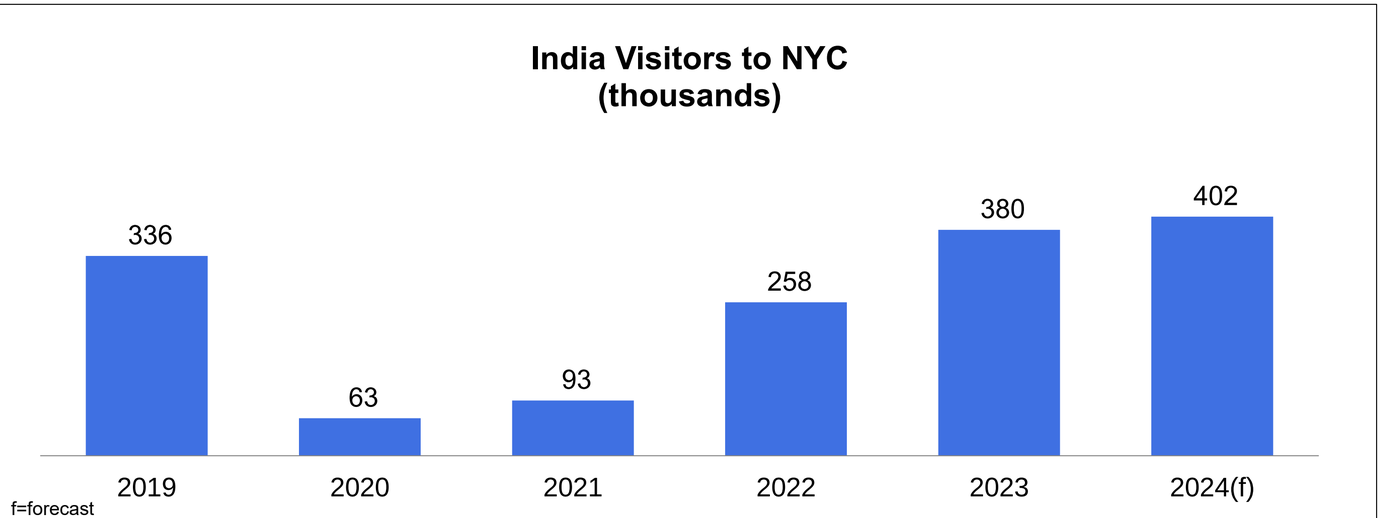
India stands as one of the fastest-recovering international markets. The country, now the most populous in the world, is projected to experience continued economic growth into 2025. Thanks to efforts by the U.S. State Department, U.S. visa wait times have seen significant improvements over the past year. While family and student travelers remain key market segments, the luxury segment is expanding steadily. The trade landscape in India is highly fragmented, with a vast number of mid-sized regional players. Travel packages from this market often include numerous activities and meals. Interest in Broadway and museum experiences is also on the rise.

We will have a four-day VSM to include a five-minute product presentation given to agents across India. There will also be three days of one-on-one meetings with vetted tour operators. Take advantage of this contact at the beginning of the year and enhance your efforts during the India Reverse Sales Mission in June.

# INDIA VISITOR PROFILE

## Market Overview

- Visitation to New York City from India was 380,000 in 2023. Visitation is forecast to grow to 402,000 in 2024. Indian  visitation surpassed pre-pandemic levels in 2023.
- In 2023, Indian visitors spent $860 million in NYC
    - $2,300 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Indian visitors skew more to business, tend to travel alone and visit friends and relatives.
- Indian visitors are more likely than other international visitors to participate in the following activities:  Nightclubbing/Dancing, Experience Fine Dining and Guided Tour(s).
- Indian visitors prefer to book air travel to NYC in March, April and May.
- India has a moderate overall economic risk score of 5.0, ranking it 74th out of 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **68%** traveled for **leisure** (including 34%  VFR)
- **32%** traveled for business
- Average party size: **1.5 people**
    - **71%** traveled alone
    - **9%** traveled with children
    - **13%** traveled with their spouse/partner
- **55%** stayed at a hotel
- Average stay: **19 days**
- Average age: **41 years old**
    - 18-34: 47%
    - 35-54: 30%
    - 55+: 23%
- Average household income: **$71,500**
    - Under $100,000: 71%
    - $100,000-$199,000: 21%
    - Over $200,00: 9%
- Main information source:
    - Airline: **59%**
    - Personal Recommendations: **46%**
- Main air booking service:
    - Airlines**: 40**%
    - Online Travel Agency : **34%**
- Average decision time to travel: **60 days** prior to departure
- Top months for Booking Air Travel
    - March: 13%
    - April: 12%
    - May: 12%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)



SOURCE: XBORDERCANADA (2023)

# Australia Sales Mission




**Event Date:** **February 12–24**

**Event Type:** **Sales Mission**

**Market:** **Leisure**

**Location:** **Sydney, Perth, Adelaide, Brisbane and Melbourne**

**Fee:** **$6,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **December 19, 2024—REGISTRATION COMING SOON, contact Reginald Charlot for details.**

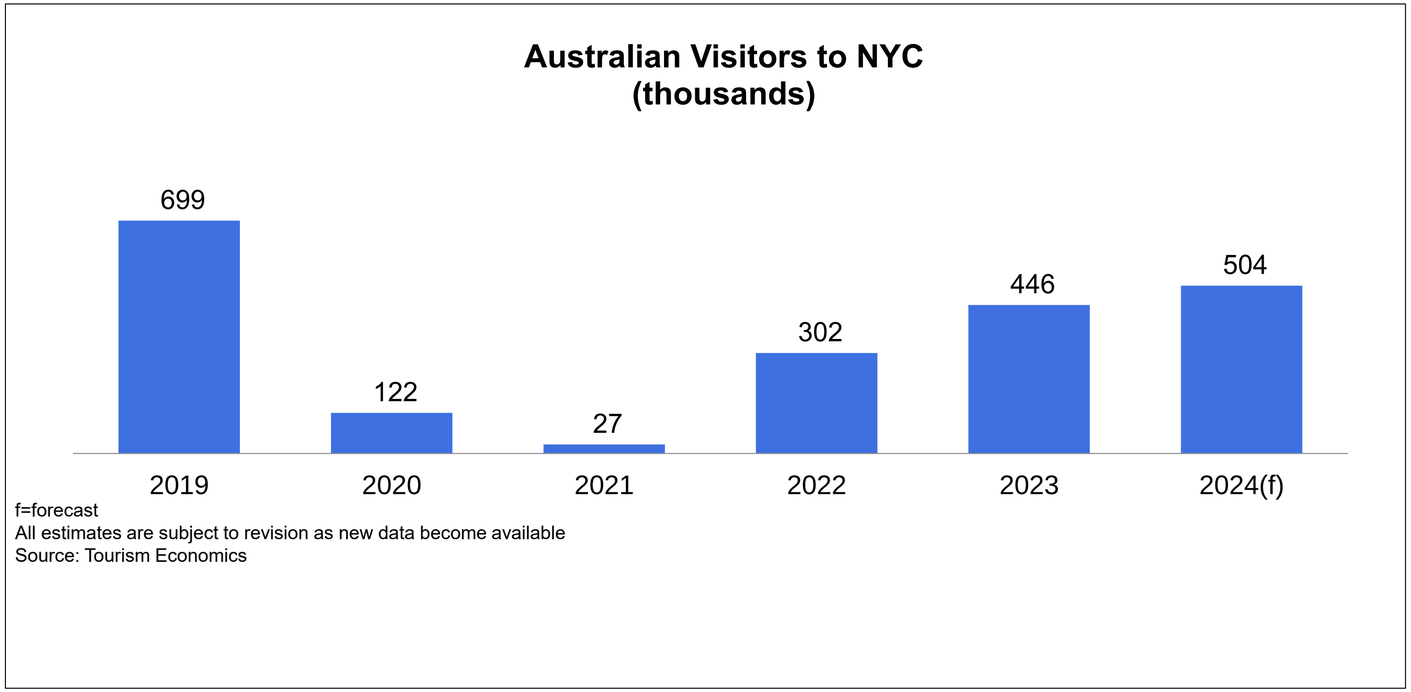
Australia is our 8th largest international market despite its distance and relatively smaller population. The travel landscape has changed dramatically since Australia reopened its borders. A new generation of agents, tour operators and OTAs has emerged.

During the mission, we will travel to Sydney, Perth, Adelaide, Brisbane and Melbourne to meet with FIT and group leisure tour operators, travel agencies and OTAs for B2B meetings with product managers. We will also organize in-house training sessions and client events for travel agents and OTAs to develop and strengthen your relationship in the market's new travel trade landscape.

# AUSTRALIA VISITOR PROFILE

## Market Overview

- Visitation to New York City from Australia was 446,000 in 2023. Visitation is forecast to grow to 504,000 in 2024 an increase of 13%.
- In 2023, Australian visitors spent $1.0 billion in NYC.
    - $2,300 Spending Per Visitor Per Trip.
- Compared to all overseas visitors to NYC, Australian visitors skew to more leisure, tend to travel solo or with a spouse/partner and stayed in hotels.
- Australian visitors are more likely than other international visitors to participate in all activities due to their longer trips. They over index the highest in Concert/Play/Musicals, Guided Tour(s) and Sporting Events.
- Australian visitors prefer to book air travel to NYC in January, February and March.
- Australia's overall economic risk score of 2.4 is low, ranking it third out of the 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **92%** traveled for **leisure** (including 23% VFR)
- **8%** traveled for Business
- Average party size: **1.7 people**
    - **55%** traveled alone
    - **9%** traveled with children
    - **30%** traveled with their spouse/partner
- Average stay: **8.9 days**
- **77%** stayed at a hotel
- Average age: **42**
    - 18-34: 44%
    - 35-54: 29%
    - 55+: 28%
- Average household income: **$125,600**
    - Under $100,000: 48%
    - $100,000-$199,000: 35%
    - Over $200,000: 17%
- Main information sources:
    - Airline: **56%**
    - Personal Recommendation: **43%**
- Main air booking service:
    - Airlines: 42%
    - Travel Agency: 39%
- Average decision time to travel: **168 days** prior to departure
- Top months for Booking Air Travel
    - January: 12%
    - February: 14%
    - March: 14%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# Australia Luxury Sales Mission



**Event Date:** **February 12–24**

**Event Type:** **Sales Mission**

**Market:** **Luxury Leisure**

**Location:** **Sydney, Perth, Adelaide, Brisbane and Melbourne**

**Fee:** **$6,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **December 19, 2024—REGISTRATION COMING SOON, contact Reginald Charlot for details.**

Australian luxury travelers are now leading the charge for growth, opting for longer, more indulgent stays.

This is our first luxury sales mission to Australia. It will take place on the same dates as the leisure mission but on a separate track. The mission will travel to Sydney, Perth, Adelaide, Brisbane and Melbourne to meet with FIT luxury leisure travel agencies and concierge companies for 1:1 meetings, unique client events and training sessions for travel advisors. This sales mission is an excellent opportunity to introduce or reintroduce your business and build relationships with these luxury travel professionals.

# India Reverse Sales Mission




**Event Date:** June 9–12

**Event Type:** Reverse Sales Mission

**Market:** Leisure/Education

**Location:** NYC

**Fee:** $3,500

**Registration Deadline:** April 11—CLICK HERE TO REGISTER

Reinforce new and current products from the previous Virtual Sales Mission. This week-long program will provide extensive face time with our suppliers through engaging networking events, one-on-one appointments, FAMs and more.

# India Five Borough Marketplace

**Event Date:** **June 10/12**

**Event Type:** **Tabletop Networking Event**

**Market:** **Leisure**

**Location:** **NYC**

**Fee:** **$350**

**Registration Deadline:** **May 9 —REGISTRATION COMING SOON, contact Jesus Garcia for details**

The Five Borough Marketplace is an event during the Reverse sales mission for qualified small member business, to meet product buyers from India. The member will have a table to exhibit and have short introductory meetings.

# China Sales Mission




**Event Date:** September 15–19

**Event Type:** Sales Mission

**Market:** Leisure / Education

**Location:** Shanghai, Bejing, +1 (TBC)

**Fee:** $7,900 (Does Not Include Hotel or Airfare)

**Registration Deadline:** July 14—CLICK HERE TO REGISTER

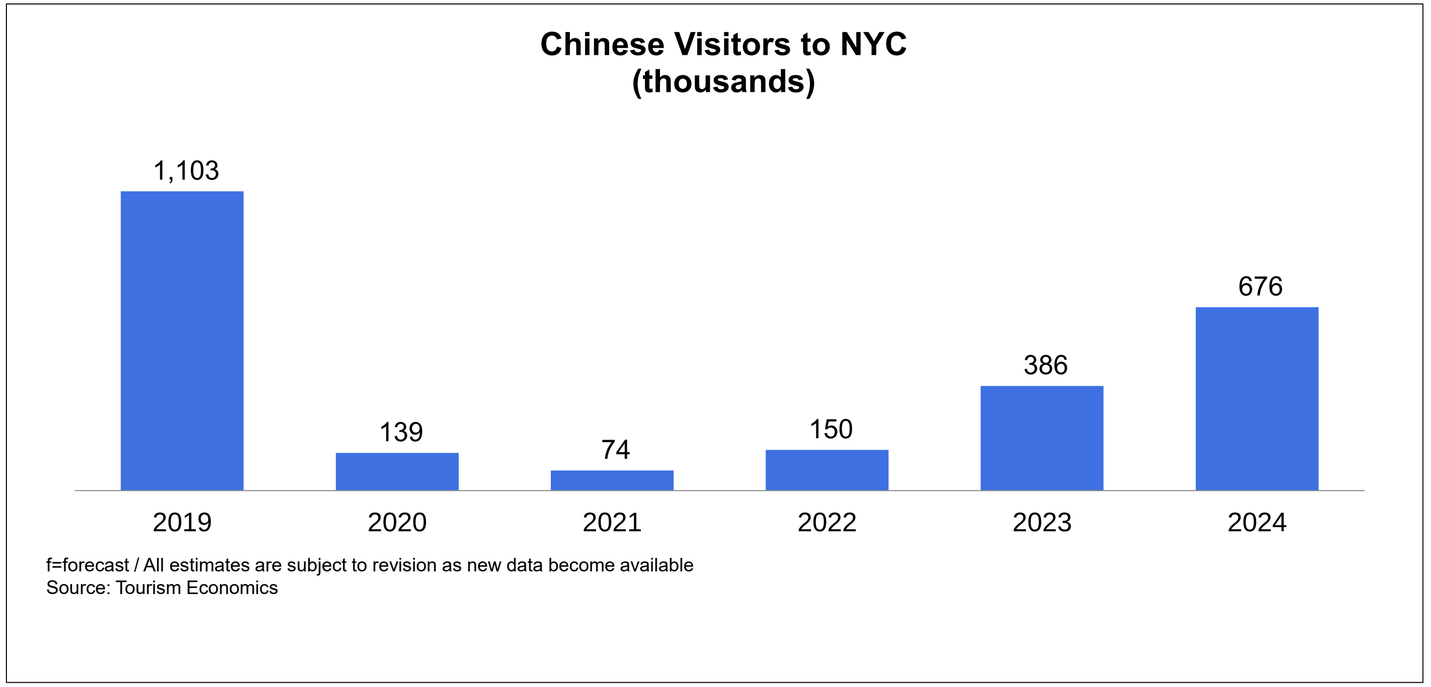
China is re-emerging as a vital international travel market, with projections placing it as the fourth-largest by 2025. Although direct air service remains limited, Chinese visitors are returning to NYC via one-stop flights through other East Asian hubs. Key market segments include family travelers, luxury tailor-made small groups, educational, sports and younger visitors with a growing interest in unique cultural experiences, such as art and history. Reflecting this demand, specialized luxury tour operators, particularly small- to mid-sized, are gaining momentum in the market. Additionally, U.S. visa wait times have improved over the past year, further facilitating travel.

During this mission, we will prioritize key geographic markets, including Beijing, Shanghai and an emerging second-tier city. Our agenda includes B2B meetings, networking events and training sessions with Chinese travel agencies, tour operators and OTAs to strengthen relationships in this evolving travel trade landscape.

# CHINA VISITOR PROFILE

## Market Overview

- Visitation to New York City from China was 386,000 in 2023. Visitation is forecast to reach 833,000 visitors in 2024.
- In 2023, Chinese visitors spent $786 billion in NYC.
    - $2,000 spending per visitor per trip.
- Compared to all overseas visitors to NYC, Chinese are likely to travel for business and travel with children. They tend to have a higher income, stay longer and book via the travel trade.
- Chinese travelers are more likely than other international visitors to participate in the following activities: Experience Fine Dining, Art Galleries/Museums and Cultural/Ethnic Heritage  Sites
- China's overall economic risk score of 4.2 is moderate, ranking it 47th out of the 164 countries. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast / All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **36%** traveled for **Business**
- **64%** traveled for **Leisure** (including 24% for VFR)
- Average party size: **1.7 people**
    - **58%** traveled alone
    - **14%** traveled with children
    - **12%** traveled with their spouse/partner
- **63%** stayed at a hotel
- Average stay: **12 days**
- Average age: **37 years old**
    - 18-34: 43%
    - 35-54: 54%
    - 55+: 4%
- Average household income: **$120,300**
    - Under $100,000: 64%
    - $100,000-$199,000: 19%
    - Over $200,00: 17%
- Main information sources:
    - Airlines: 46%
    - Personal Recommendations: 35%
- Main air booking services:
    - **Online Travel Agent: 43**%
    - Airlines: 24%
- Average decision time to travel: **67 days** prior to departure

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# Japan/Korea Reverse Sales Mission




**Event Date:** November 17–21

**Event Type:** Sales Mission

**Market:** Leisure / Education

**Location:** NYC

**Fee:** $3,500 (Does Not Include Hotel or Airfare)

**Registration Deadline:** September 8—CLICK HERE TO REGISTER

The Japan/Korea Reverse Sales Mission will host tour operators from Japan and Korea in NYC to meet with members through events such as meetings, presentations and networking events. This sales mission will include in-person product FAMs for tour operators and more. This is a fantastic opportunity to connect with Japan and Korea Market's tour operators without leaving New York.

**Important Note:** If airline partners are not secured for the reverse sales mission, the event will transition to an in-market mission, with a revised cost of $7,900. Should this change occur, all participants will be promptly informed and given the opportunity to accept or decline the updated arrangement.

# Japan Korea Five Borough Marketplace

**Event Date:** **November 18/20**

**Event Type:** **Tabletop Networking Event**

**Market:** **Leisure**

**Location:** **NYC**

**Fee:** **$350**

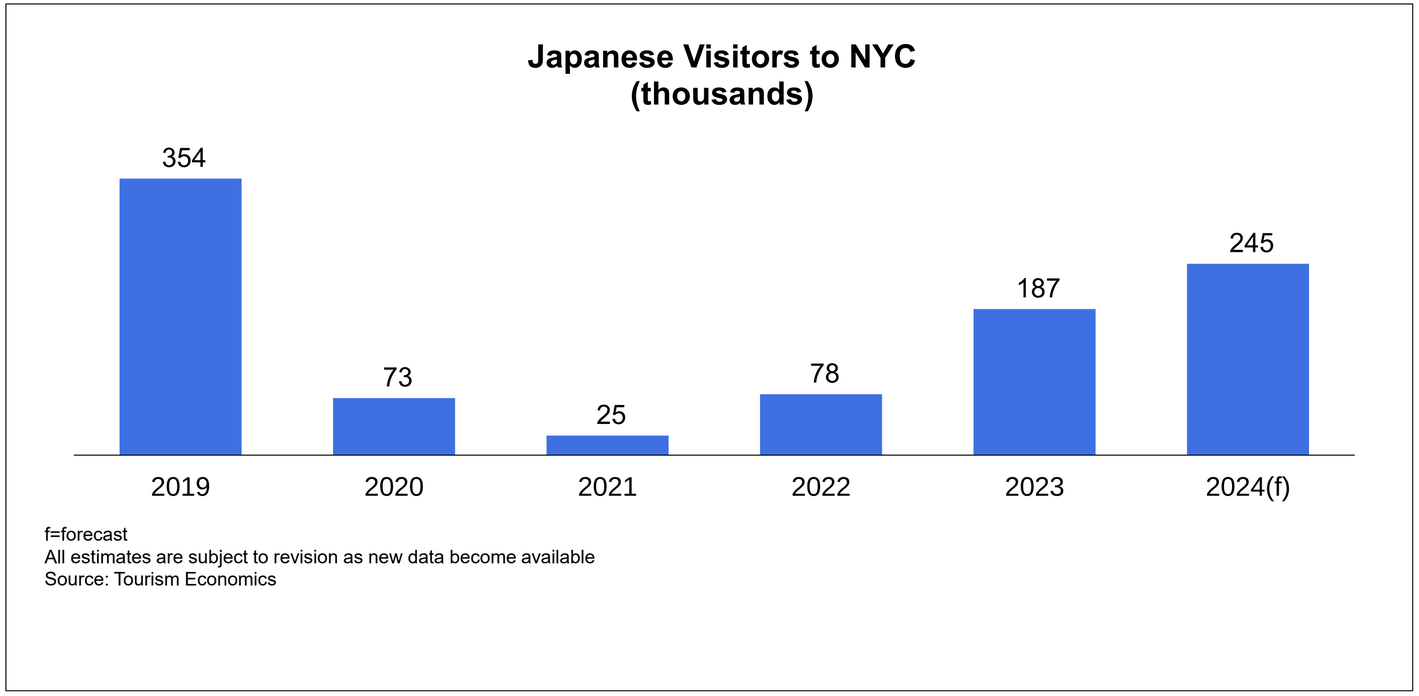
**Registration Deadline:** **Oct 10 —REGISTRATION COMING SOON, contact Jesus Garcia for details**

The Five Borough Marketplace is an event during the Reverse sales mission for qualified small member business, to meet product buyers from Japan and Korea. The member will have a table to exhibit and have short introductory meetings.

# JAPAN VISITOR PROFILE

## Market Overview

- Japanese visitation recovered to 187,000 in 2023. Visitation is expected to increase to 245,000 in 2024.Visitation from Japan will recover to the pre-pandemic levels by 2026.
- In 2022, Japanese visitors spent $488 million in NYC.
    - $2,600 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Japanese are more likely to be business travelers, older and have a higher income. They are more likely to stay in hotels and  to use the travel trade.
- Visitors from Japan are more likely than other overseas visitors to watch Concert/Play/Musicals and Experience Fine Dining.
- Japanese visitors prefer to book air travel to NYC in April, May and September
- The overall economic risk score of 2.8 is in line with the advanced economy average, reflecting Japan's high level of GDP per capita and political stability. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

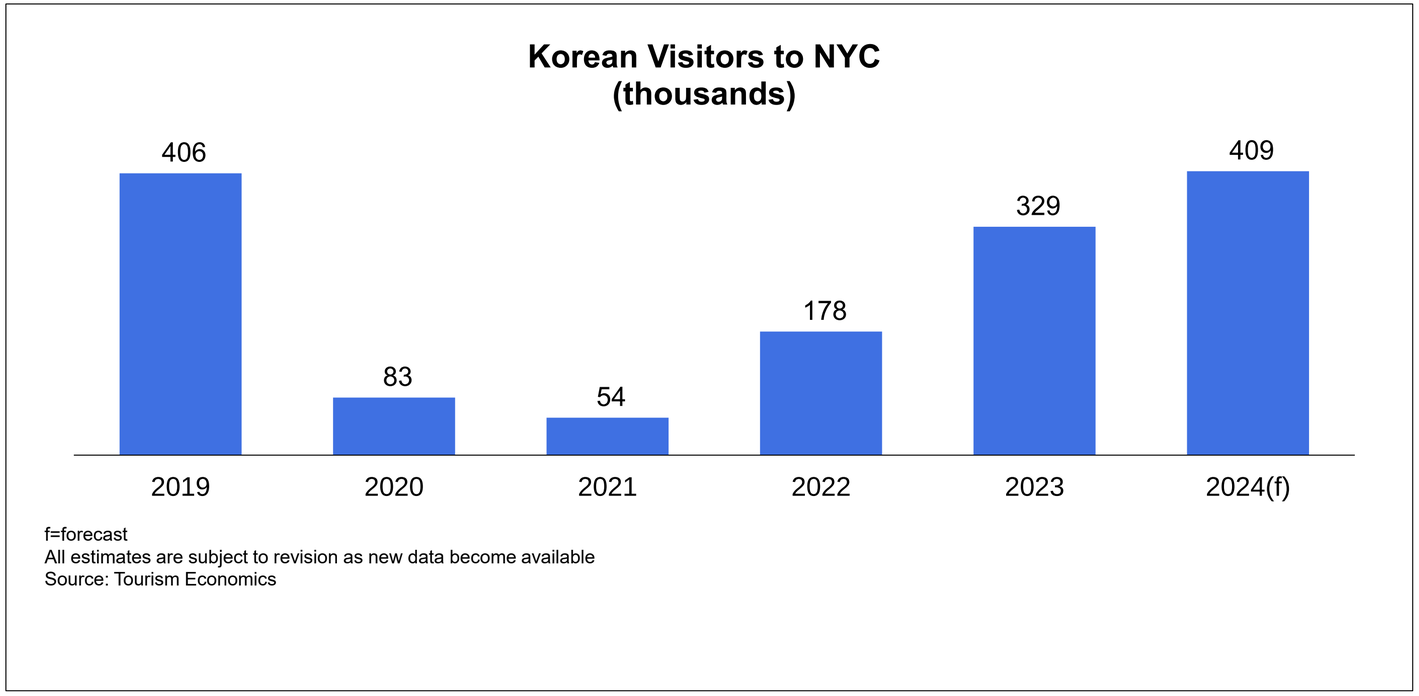
- **39%** traveled for **business**
- **61%** traveled for **Leisure** (including 19% VFR)
- Average party size: **1.7 people**
    - **62%** traveled alone
    - **11%** traveled with children
    - **12%** traveled with their spouse/partner
- **88%** stayed at a hotel
- Average stay: **6.5 days**
- Average age: **43 years old**
    - 18-34: **36%**
    - 35-54: **40%**
    - 55+: **24%**
- Average household income: **$120,500**
- Under $100,000: **56%**
- $100,000-199,000: **29%**
- Over $200,000: **16%**
- Main information sources:
    - Airlines: **53%**
    - Travel Guide: **27%**
- Main air booking services:
    - Airlines: **43%**
    - Online Travel Agency: **23%**
- Average decision time to travel: **75 days** prior to departure
- Top months for Booking Air Travel:
    - April: 11%
    - May: 11%
    - September: 11%

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)

# KOREA VISITOR PROFILE

## Market Overview

- Visitation to New York City from South Korea was 329,000 in 2023. Visitation is forecast to reach 409,000 in 2024, a 24.3% year over year increase. Korean visitation will recover to pre-pandemic levels by 2024.
- In 2022, Korean visitors spent $541 million in NY
  - $1,600 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Koreans skew to more business travelers, as well as visiting friends and relatives. They tend to have long stays in NYC and are younger.
- Koreans are more likely than other international visitors to participate in the following activities: Fine Dining, Concert/Play/Musicals, Cultural/Ethnic Heritage Sights and Sightseeing.
- South Korean visitors prefer to book air travel to NYC inFebruary, Marchand May
- South Korea's overall economic risk score of 3.1 is well below the Asia-Pacific average of 5.1, but slightly higher than the advanced economies average of 2.9. Risk scores are from 1to 10, with 10 representing the highest risk asevaluated by Oxford Economics .




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **28%** traveled for **business**
- **72%** traveled for **Leisure** (including 40% VFR)
- Average party size: **1.3 people**
  - **80%** traveled alone
  - **1%** traveled with children
  - **8%** traveled with their spouse/partner
- **51%** stayed at a hotel
- Average stay: **21 days**
- Average age: **37 years old**
  - 18-34: **57%**
  - 35-54: **24%**
  - 55+: **19%**
- Average household income: **$60,400**
- Under $100,000: **82%**
- $100,000-199,000: **14%**
- Over $200,000: **4%**
- Main information sources:
  - Airlines: **41%**
  - Personal Recommendation: **38%**
- Main air booking services:
  - Airlines: **52%**
  - Online Travel Agency: **36%**
- Average decision time to travel: **62 days** prior to departure
- Top months for Booking Air Travel:
  - February: 11%
  - March: 14%
  - May: 11%

Source: US Department of Commerce/NTTO (2022)/TravelPort (2023)

# NYC MICE Educational Seminars

**Event Date:** **March 24–28**

**Event Type:** **FAM Trip, Reverse Sales Mission, Sales Mission or Tradeshow**

**Market:** **MICE**

**Location:** **Taipei (Taiwan), Hong Kong (China) and Jakarta (Indonesia)**

**Fee:** **$6,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **January 15—CLICK HERE TO REGISTER**

We invite you to participate in our upcoming NYC MICE Education Seminars in Asia, designed to show case New York City as the premier destination for the Meetings, Incentives, Conference and Exhibitions Industry. This initiative will feature prominent NYC hotel members, airline representatives and DMC partners

Our primary goal is to engage with meeting planners and event organizers across Asia, highlighting the unique offerings of NYC to target new business event and incentives opportunities. These seminars will provide a platform for sharing the latest industry trends, best practices and innovative strategies for successful event planning, while emphasizing the exceptional service and experience NYC could offer.

# MIDDLE EAST

## Legend:

- Leisure market activities are in orange
- MICE market activities are in blue

# The Middle East Sales Mission




**Event Date:** **October 19–24**

**Event Type:** **Sales Mission**

**Market:** **Leisure**

**Location:** **TBC**

**Fee:** **$7,500 (Does Not Include Hotel or Airfare)**

**Registration Deadline:** **August 11—REGISTRATION COMING SOON, contact Makiko Matsuda-Healy for details.**

The Gulf Cooperation Council (GCC) market is characterized by high levels of disposable income, a strong preference for luxury experiences and a growing interest in diverse experiences, especially by young consumers. Demand for family-friendly and wellness-focused travel, as well as premium shopping, fine dining with halal options and cultural experiences, is prominent among GCC travelers. Qatar was recently added to the visa waver program and UAE's US waiting times are improved in the past year.

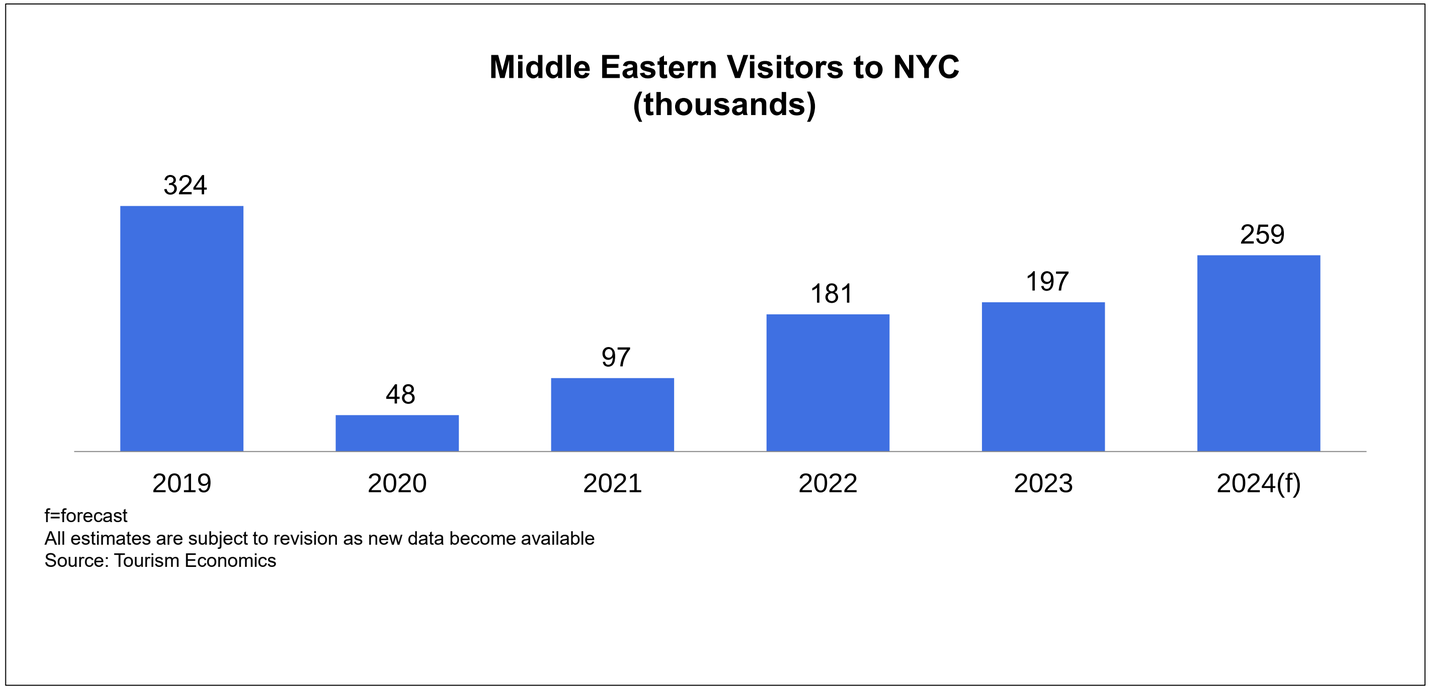
During the mission, we will travel to three of the GCC countries to meet with FIT and group leisure tour operators, travel agencies and OTAs for B2B meetings with product managers. We will also organize in-house training sessions and client events for travel agents and OTAs to develop and strengthen your relationship in the market.

# MIDDLE EAST VISITOR PROFILE

## Market Overview

- Visitation to New York City from Middle East was 197,000 in 2023. Visitation is forecast to grow to 259,000 in 2024, a 31.5% year over year increase. Middle Eastern visitation will recover to pre-pandemic levels by 2027.
- In 2023, Middle Eastern visitors spent $536 million in NYC
    - $2,700 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Middle Eastern visitors skew to more business, tend to travel alone and stay in hotels.
- Middle Eastern visitors are more likely than other international visitors to participate in the following activities: Shopping, National Parks/Museums, Experience Fine Dining, Cultural/Ethnic Heritage.
- Middle Eastern visitors tend to travel to NYC in June, July and August.

(*Countries including: Bahrain, Cyprus, Egypt, Iran, Jordan, Kuwait, Lebanon, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates; Excluding: Israel)




f=forecast
All estimates are subject to revision as new data become available
Source: Tourism Economics

## NYC Visitor Profile (2023)

- **23%** traveled for **Business**
- **77%** traveled for **Leisure** (including 15% for VFR)
- Average party size: **1.4 people**
    - **76%** traveled alone
    - **5%** traveled with children
    - **7%** traveled with their spouse/partner
- **75%** stayed at a hotel
- Average stay: **8.6 days**
- Average age: **37 years old**
    - 18-34: 44%
    - 35-54: 42%
    - 55+: 13%
- Average household income: **$64,103**
    - Under $100,000: 77%
    - $100,000-$199,000: 13%
    - Over $200,00: 11%
- Main information sources:
    - Airlines: **63%**
    - Online Travel Agency: **36%**
- Main air booking services:
    - Airlines: **48**%
    - Travel Agency: **29**%
    - Internet Booking Service: 29%
- Average decision time to travel: **68 days** prior to departure

Source: US Department of Commerce/NTTO (2023)/TravelPort (2024)



SOURCE: XBORDERCANADA (2023)