

NYC travel & tourism: 2017 by the NYC numbers

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62.8
MILLION
TOTAL VISITORS
IN 2017

up 2.3 million (+3.8%)

8 years of record
visitation

79% leisure travelers
21% business travelers

170,000
NEW VISITORS EVERY DAY

49.7
MILLION
DOMESTIC
VISITORS

Up 19% in last five years

52% overnight visitors

48% day trippers

13.1
MILLION
INTERNATIONAL
VISITORS

48% of total direct visitor spending

Top 5 markets (UK, China, Canada,
Brazil, France) = 4.85 million visitors

SPOTLIGHT ON SEGMENTS

30
MILLION

CULTURAL
VISITORS

20
MILLION

**CULINARY-
FOCUSED**
TRAVELERS

25.6
MILLION

HOTEL
GUESTS

6.2
MILLION

MEETING AND
CONVENTION
DELEGATES

annual impact of tourism on NYC

LARGEST

tourism economy in the US

over
\$45 BILLION
in direct visitor
spending in the City

leads to

\$65 BILLION
in total economic impact

supports

385
THOUSAND

jobs in five boroughs
(avg. salary \$65,000/year)

generates nearly

\$6.5
BILLION

in state and city taxes,
saving NYC households
\$2,000 on average

hotel performance 2017 highlights



Demand up
4.5%
from 2016

36.4
MILLION
room-nights sold

Highest annual
occupancy rate
in the US:
87.2%

116,500
rooms in active
inventory across
five boroughs

Most active
development
pipeline in US:
21,500
new rooms
by 2021

Note: All figures, estimates and forecasts are subject to revision as conditions develop and additional data become available. Due to rounding, there may be minor differences between estimates and final values.

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