

NYC MYTH BUSTERS

A quick guide to help counter the most common misconceptions about holding meetings in New York City.

Myth #1

NYC Is Too Expensive

Not True.

Low peak months (Jan–Feb; Jul–Aug) are a great way to get low rates from venues and accommodations, especially if you consider Sunday stays. Q1, specifically January and February, offers some of the best values of the year, with occupancy rates at around 75%, ADR dropping to \$60–\$80 below the annual average, and restaurants, hotels, theaters and iconic attractions all offering special packages and pricing. Furthermore, hotel inventory is growing rapidly, allowing you to find a wide array of hotels at varying price points.

A few other cost-saving benefits of coming to NYC include our inexpensive and robust transportation system, diverse range of entertainment options and multitude of free attractions.

Facts

- Jan–Feb bookings show a 25% decrease on average daily hotel rates.
- There are frequent low-cost flights from more destinations than any other city in the US.
- Hotel inventory is up 45% since 2011.

Myth #2

NYC Doesn't Care About Getting Meetings Business

Actually...

Meetings—large and small, repeat or brand new—mean big business for New York City. No matter your meeting size or type, you can be certain that we will do everything we can to make it a success for you and your delegates. The City has made significant investments to make the planner and delegate experience a positive one. In fact, we've continued to experience an increase in MICE travel to New York City year over year, and in 2018 welcomed 6.2 million meeting delegates.

Facts

- Between 2011 and 2018, we saw a 19% increase in MICE travel to New York City, welcoming a record 6.2 million delegates in 2017.
- In January 2016, a \$1 billion redevelopment project was announced for the Jacob K. Javits Convention Center in an effort to bolster new meetings business in the City—scheduled for completion in 2021.
- In September 2015, the MTA opened the 34 St./Hudson Yards 7 station, allowing delegates easier-than-ever access to the Javits Center.
- Many of New York City's hotels task their sales teams with bringing in at least 20% new business a year, a benchmark they often exceed.

Myth #3

NYC Is Too Difficult for Delegates and Planners to Navigate

The Truth Is...

Getting to New York City couldn't be easier. The City has four major airports and a comprehensive 24-hour public transit system. And once you're here, nearly every major attraction in the City is easily accessible on foot or by public transit. No matter where your group stays or where they're going, navigating the five boroughs is simple, affordable and convenient.

Most importantly, NYC & Company is your best resource for navigating the many options the City offers for your meeting. Its dedicated and passionate team can help ensure your meeting or event's success.

Facts

- NYC & Company can connect you to over 1,600 of the City's best venues, service providers and more.
- MTA's MetroCard gives you 24/7 access to the bus and subway systems.
- There are approximately 105 hotels with 28,000 rooms within a 1-mile radius of the Javits Center.
- Travel time from three major international airports to Midtown Manhattan is under one hour.
- With a total investment of about \$24 billion, New York City's four international airports (JFK, LaGuardia, Newark Liberty and New York Stewart International Airport) are undergoing major renovations through 2022.

FAST FACTS TO HELP SELL THE CITY

- NYC offers a dynamic culture with cutting-edge arts, incredible food, incomparable shopping and star-studded entertainment.
- The City is home to a population representing 138 countries and more Fortune 500 companies and industry leaders than any other US city.
- Meetings booked in New York City often result in record-breaking attendance.
- NYC is one of the safest major cities in the United States.
- In a recent survey of top meeting planners, New York City was ranked #1 for local transportation, shopping and things to do.

NYC BY THE NUMBERS

- 2 million square feet of meeting/event space
- 121,000+ hotel rooms
- 33,000+ retailers
- 26,000+ restaurants
- 11,000+ Broadway performances per year (100+ Broadway and Off-Broadway theaters)
- 1,500+ daily nonstop flights to NYC (4 international airports, 3 domestic area airports, plus major rail, road and port access)
- 1,000+ arts and cultural institutions
- 200 languages spoken
- 24-hour mass transit
- 5 boroughs composed of hundreds of exciting neighborhoods
- 1 NYC & Company



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