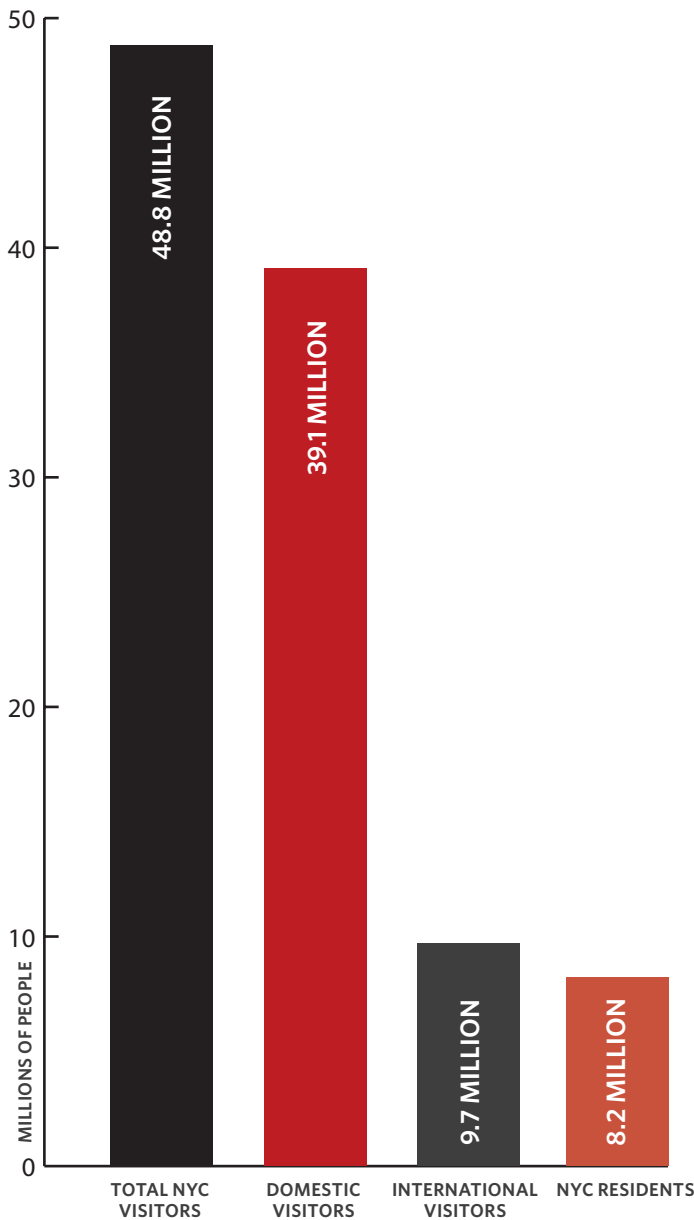


NYC Visitor Spending

SPENDING PROFILE

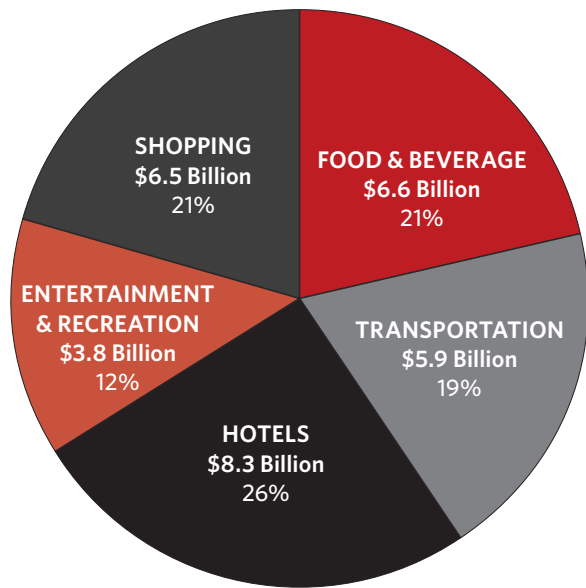
Number of Annual Visitors: **48.8 Million**

Total Visitor Spending: **\$31.5 Billion**



Did You Know?

Although international travelers comprise 20% of the total number of visitors to NYC, they account for **47% of the \$31.5 billion** in total traveler spending!



Source: NYC & Company, 2010 NYC Statistics
Total may not sum due to rounding.

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

mvpny.net | 79 Madison Avenue, 8th Fl., New York, NY 10016 | P: 212.716.2772 | F: 212.716.2771