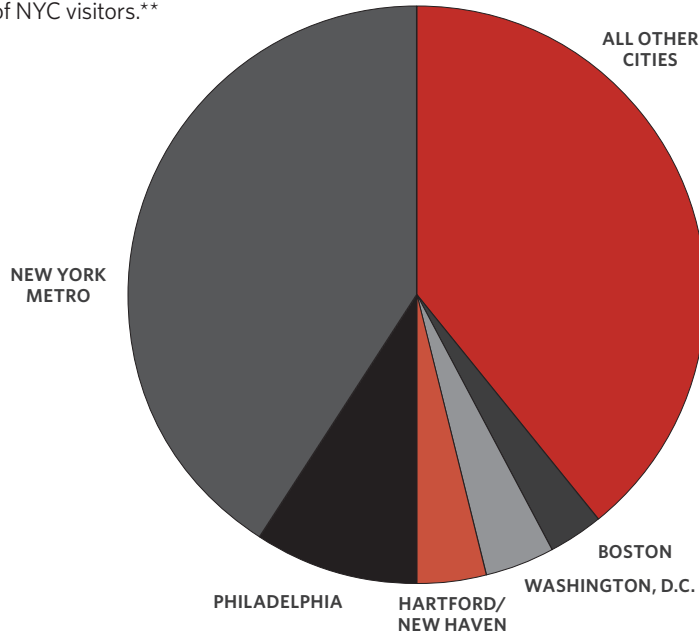


# NYC Visitors

## Where they come from

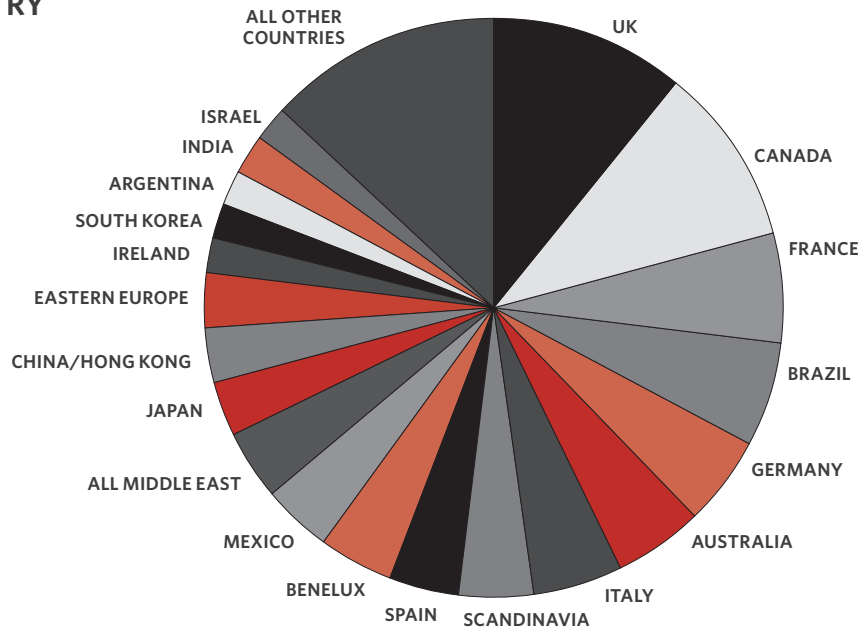
### BY CITY

When analyzed by DMA\*, only five metropolitan areas account for 61% of NYC visitors.\*\*



New York Metro — 41%  
Philadelphia — 9%  
Hartford/New Haven — 4%  
Washington, D.C. — 4%  
Boston — 3%  
All other cities — 39%

### BY COUNTRY



United Kingdom — 11%  
Canada — 10%  
France — 6%  
Brazil — 5%  
Germany — 5%  
Australia — 5%  
Italy — 5%  
Scandinavia — 4%  
(Sweden, Finland, Norway, Denmark)  
Spain — 4%  
BeNeLux — 4%  
(Belgium, Netherlands, Luxembourg)  
Mexico — 4%  
All Middle East — 4%  
Japan — 3%  
China/Hong Kong — 3%  
Eastern Europe — 3%  
Ireland — 2%  
South Korea — 2%  
Argentina — 2%  
India — 2%  
Israel — 2%  
All other countries — 13%

\*Designated Market Area. Source: NYC & Company, 2010 NYC Statistics. Sums do not equal 100% due to rounding.

\*\* (This includes the New York City DMA since the Tri-State area is responsible for the largest single segment of the annual visitor population. The NYC DMA includes: Nassau, Suffolk, Westchester, Rockland, Orange, Ulster, Sullivan, Pike, Putnam and Dutchess Counties (NY); Fairfield County (CT); and northern and central New Jersey to Ocean County.)

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