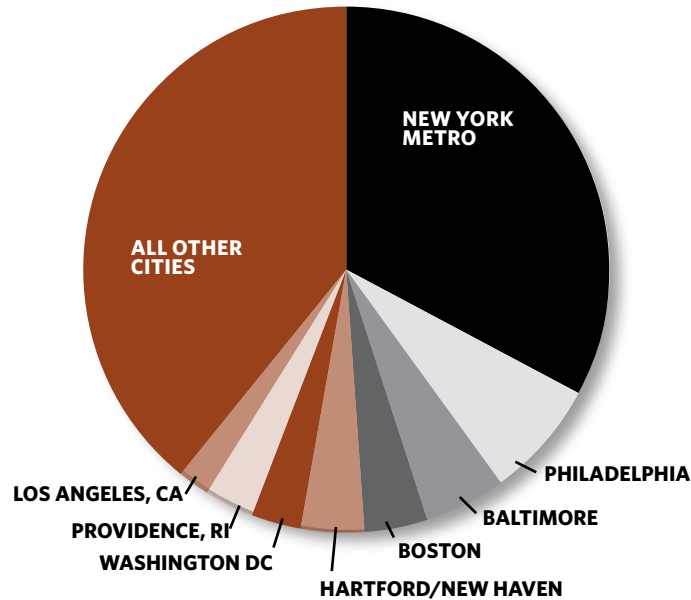


NYC Visitors

WHERE THEY COME FROM

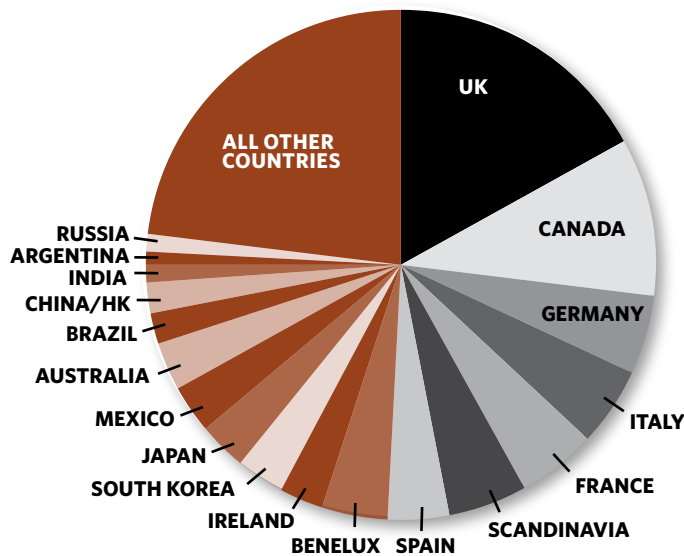
By City

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



- New York Metro - 33%
- Philadelphia - 7%
- Baltimore - 5%
- Boston - 4%
- Hartford/New Haven - 4%
- Washington, D.C. - 3%
- Providence, RI - 3%
- Los Angeles, CA - 2%
- All other cities - 39%

By Country



- United Kingdom - 17%
- Canada - 10%
- Germany - 5%
- Italy - 5%
- France - 5%
- Scandinavia - 5%
- (Sweden, Finland, Norway, Denmark)
- Spain - 4%
- BeNeLux - 4%
- (Belgium, Netherlands, Luxembourg)
- Ireland - 3%
- South Korea - 3%
- Japan - 3%
- Mexico - 3%
- Australia - 3%
- Brazil - 2%
- China/Hong Kong - 2%
- India - 1%
- Argentina - 1%
- Russia - 1%
- All other countries - 23%

*Designated Market Area
 Source: NYC & Company, 2007 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.)

