

Average Visitor Age: 39
 Visitors Under Age 35: 44%
 First Time Visiting NYC: 51%
 Spent an Entire Day in Lower Manhattan: 44%
 Average Shopping Spend: \$400
 Average Dining Spend: \$125

14.6 million
tourists visited
Lower Manhattan
in 2018,
increasing 7%
over 2017

International Markets

1. U.K.
2. Germany
3. France
4. Italy
5. Canada
6. Spain
7. Brazil
8. Australia
9. Netherlands
10. China

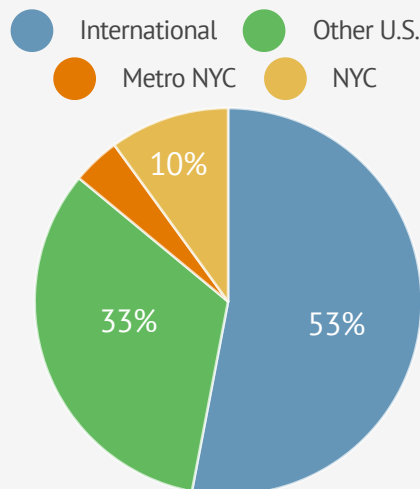
Domestic Markets

1. Metro NYC
2. South
3. Midwest
4. West Coast
5. Mid-Atlantic
6. Mountain
7. New England

Accommodations

Average Stay: 5.5 Days
 Overnight Visitors Staying in Lower Manhattan Hotel: 15%
 Overnight Visitors Staying in Hotel Elsewhere: 61%
 Overnight Visitors Staying in Other Accommodations: 24%

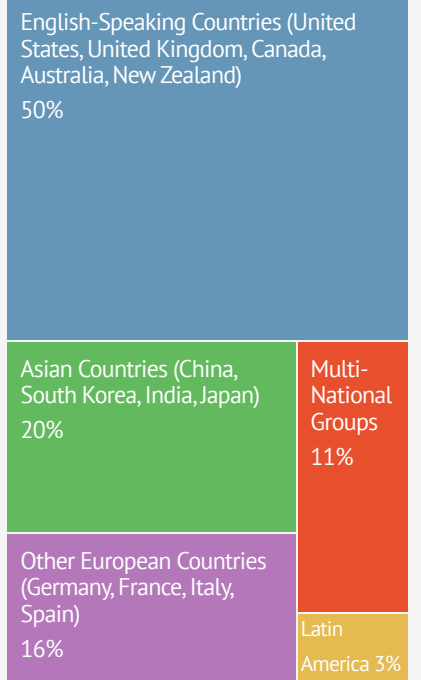
Geographic Origin



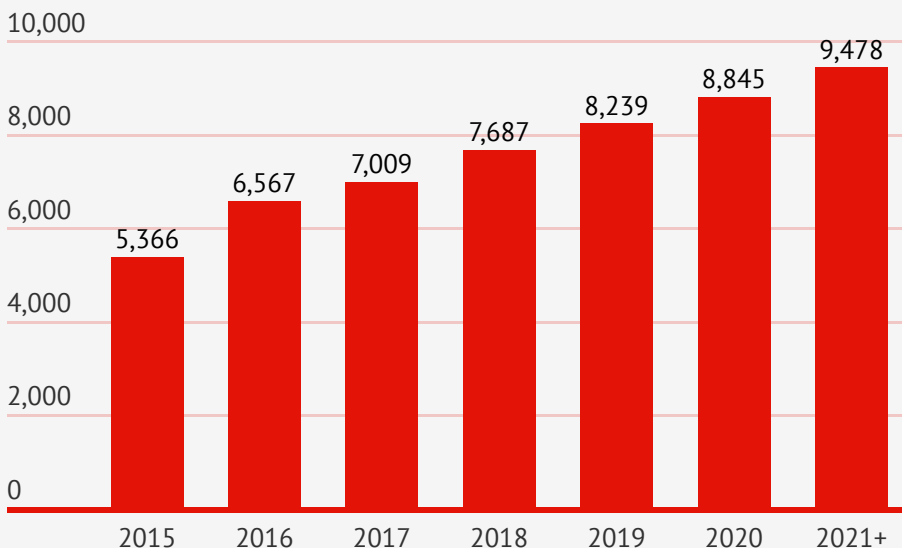
Hotel Classifications

Luxury Hotels: 11 Hotels
 Mid Tier Hotels: 17 Hotels
 Economy Hotels: 9 Hotels

Group Travel



Lower Manhattan Hotel Room Development



Survey and research conducted by Audience Research & Analysis (ARA) on behalf of Alliance for Downtown New York in 2018. Tourists defined as those visiting Lower Manhattan who live outside a 50-mile radius of New York City.