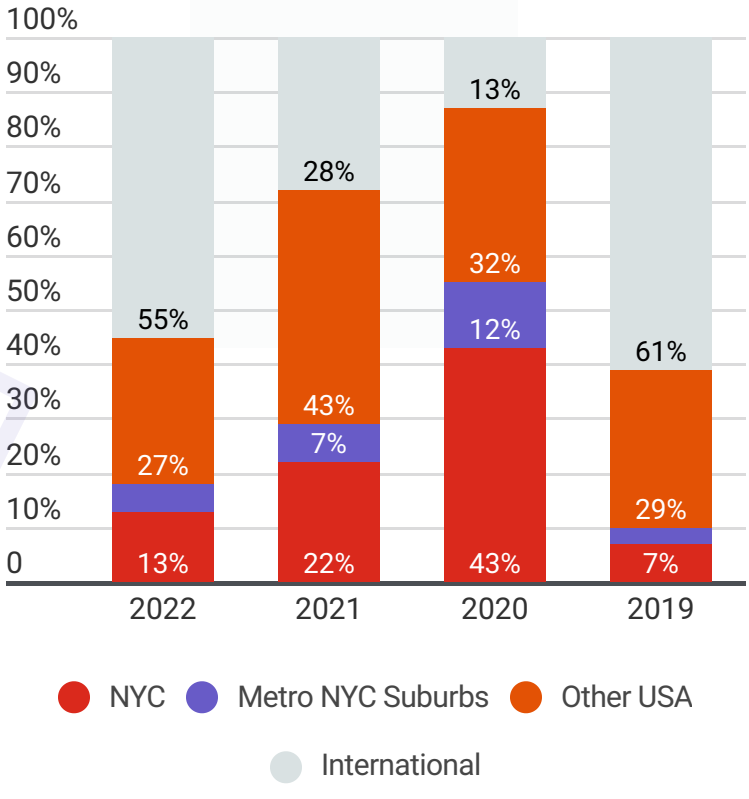
Lower Manhattan 2022 Tourism Snapshot

Visitor Profile

Average Visitor Age:	40
Visitors Under Age 35:	43%
First Time Visiting NYC:	47%
Spent an Entire Day in Lower Manhattan:	30%
Average Nightly Stay:	3.8

Geographic Origin



Tourists defined as those visiting Lower Manhattan who live outside a 50-mile radius of NYC. Unique Visitors defined as all visitors excluding Lower Manhattan Residents and employees.

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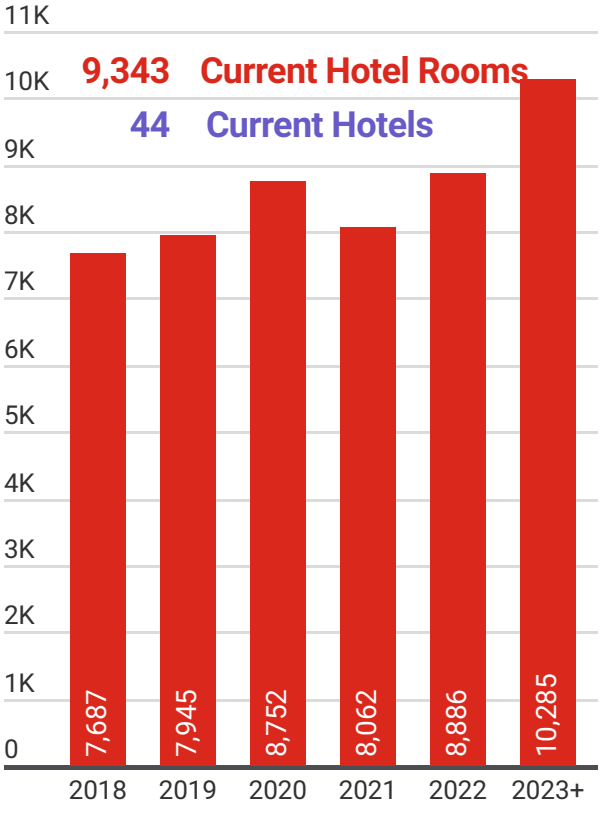
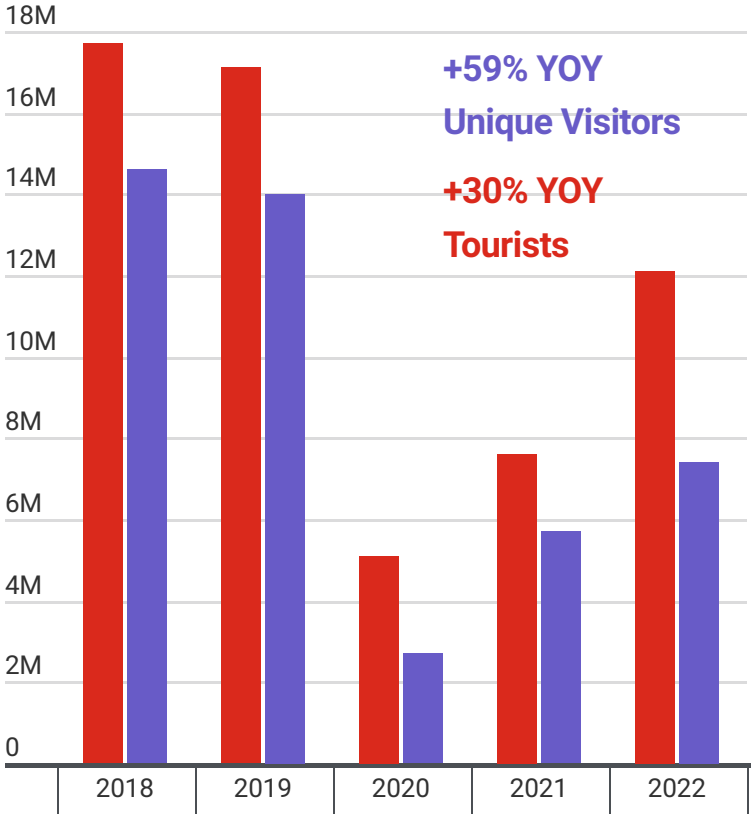
Lower Manhattan Hotel Room Development



Lower Manhattan Visitorship



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Top Domestic Markets

1. Metro NYC
2. Other NY, Southern NJ, PA, DE
3. Northeast
   (ME, NH, VT, MA, other CT)
4. Mid-Atlantic
   (MD, DC, VA, WV, NC, SC)
5. Southeast
   (FL, GA, MS, AL, TN)

Top International Markets

		Country	Percent of Visitors
1		Germany	16.2
2		UK	15.5
3		France	10.5
4		Spain	5.9
5		Italy	5.2
6		Canada	4.8
7		Brazil	3.5
8		Mexico	3.3
9		Netherlands	2.6
10		Ireland	2.6

Survey and research conducted by Audience Research & Analysis (ARA) on behalf of the Alliance for Downtown New York in 2022.