



City Guide Magazine

2022 Reader Survey

NYC'S ORIGINAL
**CITY
GUIDE**
CITYGUIDENY.COM

Methodology

During 2022, City Guide readers were asked to provide insights into their activity plans while in NYC. The survey was completed by 596 respondents. Three different completion incentives were offered, tickets to an attraction, a \$100 gift card and no incentive. There was no difference in the results for the respondents. There was also no change in results as the concerns about COVID diminished. These results show similar data to that of surveys conducted prior to the pandemic.

Reader Profile

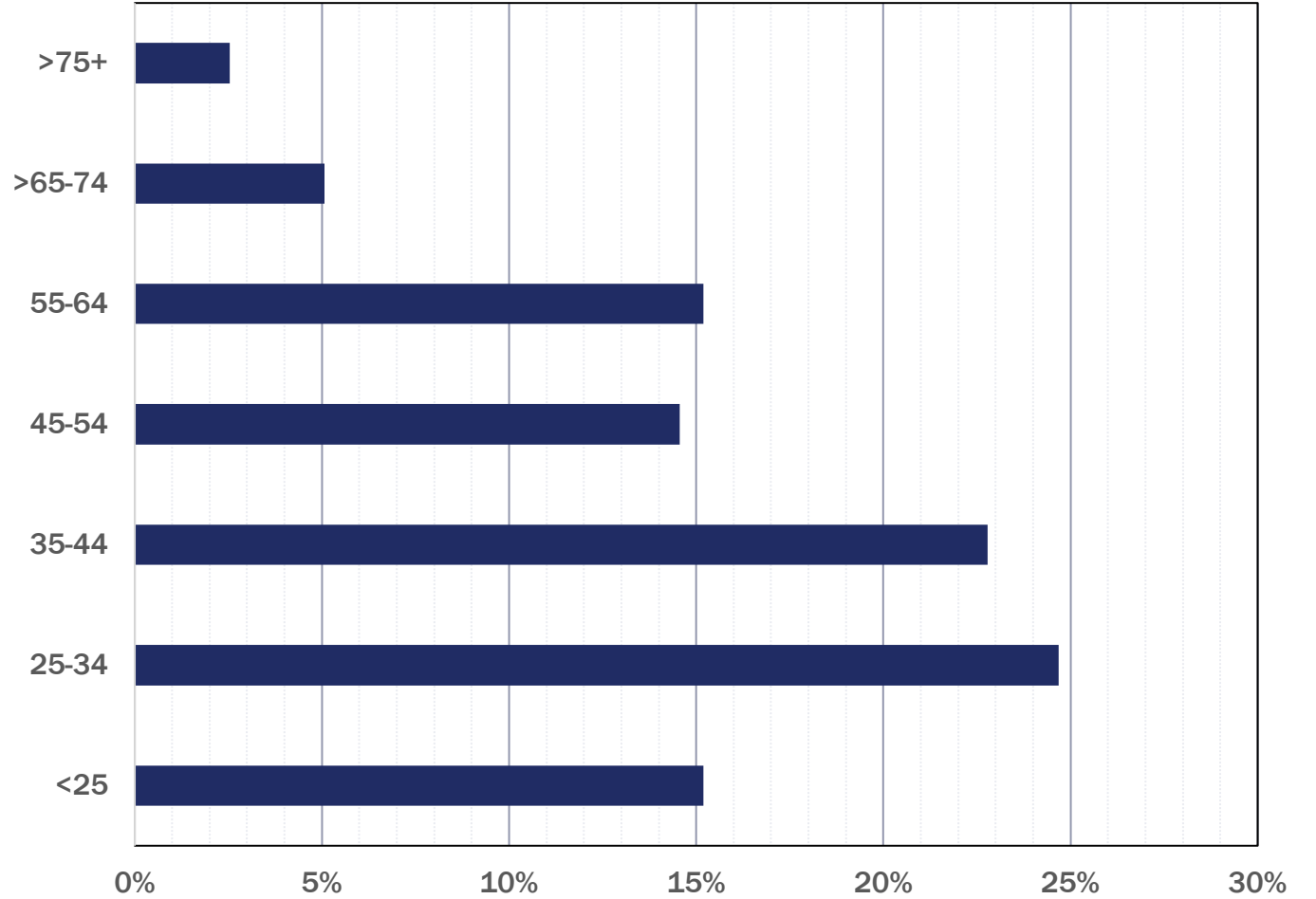
VENUE	RESPONSE
Average length of stay	5.3 Days
Domestic/International	48%/52%
Average number of travelers in party	2.3
Average “activity” spend in NYC*	\$1,681
First time NYC visitor	48%

* excludes accommodations and transportation

CITY GUIDE 2022 READER SURVEY

Reader Age Distribution

(63% under 45 years old)



Readers Enjoy Many NYC Activities

VENUE	%
Theater	52%
Sightseeing attractions	80%
Museums	66%
Shopping	60%
Historical sites	53%
Parks	57%
Boat ride	25%
Helicopter ride	11%
Nightlife	31%

Readers “in market” Ticket Purchases & City Guide’s Influence on Their Decisions

	IN MARKET DECISION	CITY GUIDE INFLUENCES DECISION
Theater	42%	82%
Sightseeing attractions	58%	73%
Museums	52%	78%
Boat ride	22%	50%
Helicopter ride	6%	62%
Nightlife venue	13%	43%

First question asked:
did you buy tickets after arrival in NYC?

Second question asked:
did CG influence your decision?

Readers Who Purchase Tickets Prior to Arrival

VENUE	%
Theater	28%
Sightseeing attractions	32%
Museums	28%
Boat ride	12%
Helicopter ride	5%
Nightlife venue	8%

Sightseeing Ticket Purchases Made “in market”

VENUE	%
Observatory	64%
Museum	70%
Bus tour	24%
Boat ride	31%
Helicopter ride	9%
Indoor venue	37%

Where Readers Intend to Dine

VENUE	%
Gourmet restaurant	32%
Steak house	41%
Theme restaurant	33%
Italian	57%
Chinese	33%
Thai	17%
Korean	14%
Pre-theater	15%
Brunch	37%
Rooftop	35%

CITY GUIDE 2022 READER SURVEY

Where City Guide Readers Travel From

REGION	%
USA	48%
Europe	21%
Latin America	22%
Canada	2%
Mexico	4%
Asia	3%

City Guide's Influence with Ticket Buyers

	THEATER	ATTRACTIONS	MUSEUMS
Activities they do	52%	80%	66%
Readers who bought prior to arrival	28%	32%	28%
Readers who bought in NYC	82%	58%	58%
Readers who said CG influenced their decision	70%	86%	57%

Survey Summary

City Guide readers are active tourists and use the magazine to make purchase decision.

Demographically, they tend to be younger adults (under 45), represent a higher proportion of international travelers compared to the city's overall tourist patterns, spend over \$1,600 and three quarters have been to New York before. They do plan in advance and make some purchases, but the majority are made after arriving in NYC.

City Guide magazine influences millions of dollars of tourists' purchases and is an efficient medium to reach these visitors at the time when they deciding what to do.