

NEW YORK GUIDE MULTILINGUAL MULTIMEDIA

Embracing new innovations in media technology and building the social network between the visitor and your business



- ENGLISH
- SPANISH
- FRENCH
- GERMAN
- ITALIAN
- PORTUGUESE
- CHINESE
- JAPANESE
- KOREAN

All of our new media technologies are on all covers of our guides, which act like a virtual billboard.

ADVERTISEMENT SPACE:

- Quarter Page
- Half Page (horizontal)
- Half Page (vertical)
- Full Page
- Full Page Cover (page 1)
- Back Cover (half page vertical)

SPECS: Fractional & Decimal

- 3 11/16" x 4 3/4"
- 7 7/8" x 4 3/4"
- 3 11/16" x 10"
- 7 7/8" x 10" live area
- 8 5/8" x 11 1/8" bleed size
- 3 11/16" x 10"

ANNUAL COST:

- \$ 10,190
- \$ 18,190
- \$ 18,190
- \$ 32,990
- \$ 39,400
- \$ 36,200

ALL OF OUR ADVERTISING RATES INCLUDE:

- Listings up to 60 words will be translated in **9 languages**
- Location shown on appropriate map
- Website **vgp.com** iPhone **vgp.com/mobile** iPad **vgp.com/eGuide** – all in **9 languages**
- Connecting advertiser Facebook page to overseas social media network

US Department of Commerce states each international visitor spends up to 4 times more than domestic one. This means the purchasing power of 9.5 million international visitors who came to New York last year equals 38 million domestic tourists!



vgp.com

Today, with new media technologies our “market capture” has dramatically increased, first with our website (www.vgp.com) since 1995, then with our iPhone Web App (www.vgp.com/mobile) and now with our new iPad eGuide (www.vgp.com/eguide) – all in 9 languages. All of our new media distribution channels are on all covers of our guides, which act like a virtual billboard.

DISTRIBUTION CONDUCTED BY CTM WEEKLY IN NEW YORK CITY HOTELS

Habitat Hotel
Fitzpatrick Manh.
Lombardy
Courtyard Marriott
Omni Berkshire
POD
NY Palace
Metropolitan
The Benjamin
W New York
Waldorf Astoria
Marriott Eastside
Intercontinental
Roger Smith
Radisson East
Vanderbilt YMCA
Roosevelt
Fitzpatrick Grnd C.
Regal UN Plaza
Crown Plaza
New York Helmsley
Grand Hyatt
Seton
Clarion Hotel 5th Ave
Eastgate
W Court
W Tuscany
Jolly Madison
70 Park Avenue
Hotel Avalon
Grand Union Hotel
Morgan's
Kitano
Shelburne
Le Marquis
Murry Hill Inn
Hotel Thirty Thirty
Hotel Carlton
Ramada Inn
Clarion Park Ave. South
Hotel Deauville
W. NY Union Square
Jazz on the Town
Union Square Inn

Gramercy Park
Holiday Inn
Hojo Express
Soho Grand
Best Western
Mnhttn Seapt Suites
Marriott WFC
Jazz on the park
Washington Hotel
West End Studios
Hampshire Brdwy
Excelsior
Hotel Belleclaire
Hotel Beacon
West YMCA
Essex House
Holiday Inn
The Salisbury
Le Parker Meridien
The Manhattan Club
Blakely
Park Central/Trsp
Hilton Times Square
Wellington
Shorham
Dream Hotel
Ameritania
NY Hilton
Warwick
Sheraton New York
Flatotel
Sheraton Manhattan
The Michelangelo
Hampton Inn
Novotel
Amsterdam Court
Crown Plaza
Time Hotel (H.Bwy)
Hilton Garden Inn
Skyline
President
Renaissance Hotel
Doubletree Guest Suites
Times Square Bid

Hampshire Hotel
Super 8 Hotel
La Quinta
Marriott Marquis
Comfort Inn
Quality Hotel & Stes
Paramount
Best Western Ambass.
Algonquin
Iroquois
Millenium
Casablanca Hotel
Pennsylvania
Comfort Inn
Metro
Regency Inn & Suites
New Yorker
Stanford Hotel
Best Western Mnht
Red Roof Inn
Hotel Wolcott
Southgate
Herald Square
Chelsea Star Hotel
Arlington Hotel
The Chelsea Inn
Trump Plaza Hotel
Hotel 373 5th Ave
Marrakech
Six Columbus Hotel
Ritz carlton
Helmsley Park Lane
Buckingham
Dream Hotel
The London
Edison
Econo Lodge Times Sq.
The Muse
Hotel St. James
Sofitel
Madame Tussaud's
Ripley's Believe it or Not
Maritime Hotel

DISTRIBUTION THROUGH ESSENTIAL VISITOR POINTS

- Macy's Visitor Information Center Herald Square
- Bloomingdale's Concierge Desk Lower Level
- Saks 5th Avenue Ambassador Concierge Desk - 611 5th Avenue
- Seaport Visitor's Center, Fulton Street
- Times Square Visitor Information Broadway between 46th and 47th Street 7th / 8th Avenue and 42nd Street
- NYC & Co. Visitors Center, 7th Avenue
- Times Square BID
- South Street Seaport Museum
- Staten Island Ferry Information
- NYC Heritage Tourism Center
- Chinatown Kiosk
- Downtown Alliance
- NY Bus Service / Car, Park Ave.
- Union Square Partnership
- Lower East Side Visitor Center
- Dave & Buster's
- NY Water Taxi
- Manhattan Mall
- Jacob Javitz Convention Center
- Gray Line Visitors Center

AIRPORTS

JFK Travelers Aid booths located at international arrivals throughout the airport. Assisted over 250,000 passengers last year.

LAGUARDIA Central Terminal B

NEWARK International Airport

GRAND CENTRAL Partnership Information Booths

- @ Grand Central Terminal
 - @ 42nd and Vanderbilt
 - @ 42nd and Park Street (in front of Phillip Morris Bldg.)
 - @ 5th Avenue and 42nd Street
 - @ Park Street and 50th Street
 - @ 6th Avenue and 32nd Street (in front of Greeley Park)
 - @ 7th Avenue and 32nd Street (in front of Madison Square Garden)
- ** Some locations operate on a seasonal basis.

OTHER POINTS

- Vander YMCA 47th Street and 2nd / 3rd Avenue
- YMCA of Greater New York 5 West and 63rd Street
- Jazz Hostels Lower East Side, Upper West Side, Harlem

DISTRIBUTION THROUGH TOUR OPERATORS*

- ATI (Americantours International)
- AlliedTPro (Tour Professionals)
- Convention Tours Unlimited, Inc.
- ICS (International Cargo Systems Inc.)
- Americalia (French Tour Operator)
- TOURCO
- JTB (Japanese Tour Operator)
- Kintetsu International Travel Consultants

*Distribution by request only



UNITED STATES DEPARTMENT OF COMMERCE



U.S. Commerce Secretary Gary Locke Highlights Record Growth in International Travel to the United States in 2010. U.S. Commerce Secretary Gary Locke today announced that a record-breaking 60 million international visitors arrived in the United States in 2010 – shattering the previous record set in 2000 by 17 percent. These international travelers spent more than \$134 billion during their visits, a 12 percent increase from 2009. (*March 16, 2011 – US Dept. Of Commerce*).

The cities most visited by overseas travelers in 2009 were **New York City**, **Miami**, Los Angeles, Orlando, San Francisco, Las Vegas, **District of Columbia**, Honolulu, **Boston** and Chicago. (*Overseas Visitation to US States, Cities and Census Regions 2009 – International Trade Administration*).

Office of Travel & Tourism Industries: Profile of Overseas Travelers to the United States: 2009 Inbound; Leisure/Recreational Activities:

- Shopping 87.7%**
- Dining in Restaurants 83.6%**
- Sightseeing in Cities 44.4%**
- Visit Historical Places 38.6%
- Amusement/Theme Parks 27.5%
- Visit Small Towns/Villages 26.2%
- Art Gallery, Museum 23.5%
- Cultural/Heritage Sights 22.7%
- Water Sports/Sunbathing 21.3%
- Visit National Parks 19.0%

International visitors spend more per traveler than U.S. domestic travelers. Although they account for only four percent of total travelers, they represent 17 percent of total travel-related spending. International visitors purchase 21 percent of all traveler accommodations output, **19% of all gambling output**, 15 percent of all food and beverage output, 10 percent of all highway tolls, and seven percent of all gasoline output. (*Key Facts About International Travel & Tourism – July 2010 US Dept. Commerce revised*).

The US Department of Commerce today announced that international visitation to the United States is projected to increase nine percent in 2010, setting a new record of 60 million visitors a year. In addition, growth in the travel and tourism industry is projected to increase to nearly 83 million visitors by 2015. (*US Dept. of Commerce Announces Strong Outlook for International Visitors Through 2015 – submitted October 26, 2010*).