

New York Launches a New Advertising Campaign



New York is a famous destination and last year alone saw 44 million visitors, bringing in an estimated total of \$24 billion. Currently, New York tourist organisations have embarked on a new large-scale advertising campaign. The focus of the campaign will be on non-American citizens as they tend to stay longer and spend more. The advertising has huge financial backing, reported to be around \$15 million.

The whole campaign is being run by an organisation called NY and Company (NYC), funded jointly by the state and by private businesses. The organisation already has offices in Dublin, Buenos Aires and London, and aims to establish eight more by the end of this year. The main reason for opening so many outlets is to advertise the city on a global scale.

One of the aims of the campaign is to make people aware of the city's many attractions. Apart from the renowned Manhattan, there is the Empire State Building, which until a few years ago was the world's tallest building. Some of the world's finest landscape architecture can be found in Central Park, another place on the NYC organisation promotion list, and we mustn't forget 5th Avenue, a heaven for luxury shoppers. There are also some world-famous hotels such as the Waldorf Astoria and the Plaza. Staying in such establishments is advertised as a once-in-a-lifetime experience..The campaign is aimed at making New York even more appealing in years to come.

Date: 2007-03-20

Article link:

<http://www.tourism-review.com/new-york-launches-a-new-advertising-campaign-news236>