

“NYCGo.com” Research

COMD 2400 OL13

Xiaofei Wang

A - Research to company story legacy current mission goals structure sites stats:

Official site:

<https://www.nycgo.com/>

Slogan:

“New York City is built from hundreds of diverse communities across all five boroughs. Throughout NYC, there are experiences to thrill every visitor and cultures to discover from around the world. Are you ready to explore?”

Company goal:

NYCGo as a part of NYC & Company, is an official guide for visitors to know NYC. NYC & Company is the official destination marketing organization (DMO) and convention and visitors bureau (CVB) for the five boroughs of New York City. Their mission is to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of New York City around the world.

A 501(c) 6 private corporation, NYC & Company represents the interests of nearly 2,000 member organizations across the spectrum of businesses and organizations in the City.

NYC & Company provides resources for visitors to discover everything they need to know about what to do and see in NYC. In addition to an integrated market development team with a focus on group, meeting/convention, leisure and events motivated travel, their communications network promotes visitation from around the globe. Together with satellite convention sales offices in the US to develop group business, NYC & Company’s marketing efforts—both consumer and business facing—position the City to attract business and leisure travelers.

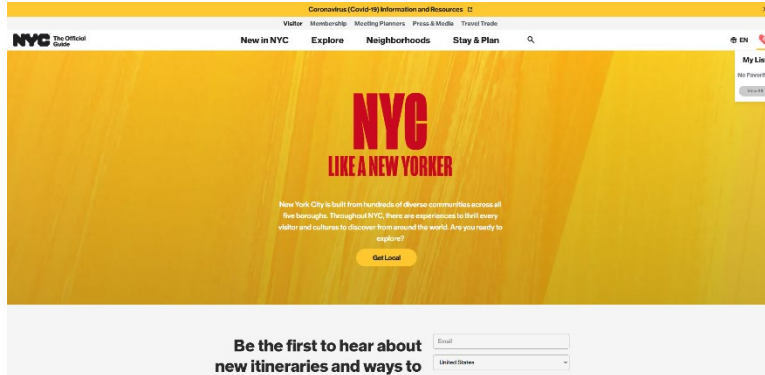
Services:

New in NYC	Explore	Neighborhoods	Stay & Plan
Get Local NYC	Attractions	All Neighborhoods	Hotels
It's Time for New York City	Attraction Passes	The Bronx	Parking in NYC
What's Open in NYC	Broadway	Brooklyn	Basic Information
Coronavirus Information	Dining	Manhattan	Transportation
Stay Well NYC Pledge	Museums & Galleries	Queens	Weather
Support Asian Community	Nightlife	Staten Island	Official Visitor Centers
	Shopping	About the Five Boroughs	Accessibility
	Sports		Tipping & Customs
	Tours		Internet Access
			Official Visitors Guide
			Official Visitors Map

B - Online presence: Current site social platforms used by client:

Official Website:

<https://www.nycgo.com/>



Official Visitor Guide free download pdf:

<https://www.nycgo.com/maps-guides/official-nyc-visitors-guide>



Social Medias:

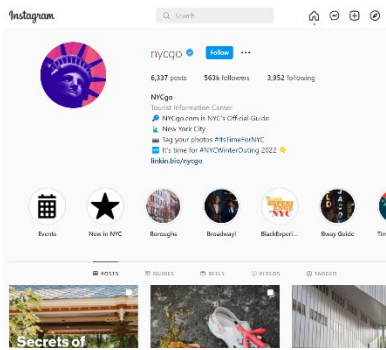
Twitter:



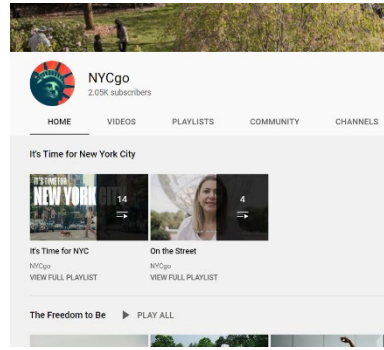
Facebook:



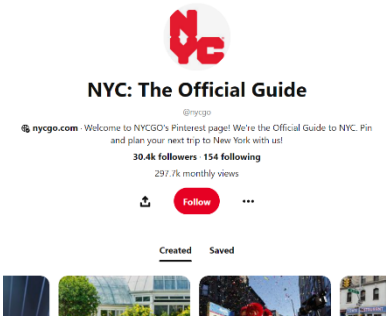
Instagram:



YouTube:



Pinterest:



C - Brand history current and past marking advertising or design work:

Event planning for the past nine years can be found at: <https://business.nycgo.com/research/>



D - Media news or content on social platforms:

Articles about NYCGo:

- “NYC & COMPANY INVITES VISITORS TO BROOKLYN LIKE A NEW YORKER”
<https://thecitylife.org/2022/03/30/nyc-company-invites-visitors-to-brooklyn-like-a-new-yorker/>
- “New York City Launches New 'Get Local NYC' Campaign, Inviting Visitors to Explore All Five Boroughs Like a New Yorker” <https://www1.nyc.gov/office-of-the-mayor/news/165-22/new-york-city-launches-new-get-local-nyc-campaign-inviting-visitors-explore-all-five-boroughs>
- “NYC & Company Launches NYC Winter Outing Program With 2-for-1 Broadway Tickets This January” <https://www.broadwayworld.com/article/NYC-Company-Launches-NYC-Winter-Outing-Program-With-2-for-1-Broadway-Tickets-This-January-20211216>

Content:

The image shows three social media posts. The first is from NYCgo (@nycgo) about the Whitney Biennial. The second is from David J. Latt (@davidjlatt) about walking in NYC. The third is from NYC Mayor's Office of Media & Entertainment (@Madei...) about exploring NYC's boroughs.

NYCgo: the Official Guide to NYC @nycgo · 10h
The @whitnymuseum's #WhitneyBiennial opens today. One of the world's leading art shows, the Biennial surveys the landscape of American art and shapes the cultural conversation. Now in its 80th edition; on view through Sept. 5.

David J. Latt @davidjlatt · Apr 5
As always, loving walking around the city even on an #overcast day.
@nycgo #nyc #architecture #streetlife #newyork @lodinyc @eatatflatiron #travel #walking #walkingnyc

NYC Mayor's Office of Media & Entertainment @Madei... · Apr 4
Brooklyn, Bronx, Queens, Staten Island, Manhattan.
Tourists and NYers alike, explore great local offerings of NYC's 5 boroughs "Like A New Yorker" with @nycgo's new guide on arts, music, restaurants, tourism and more: [nycgo.com/getlocal](https://www.nycgo.com/getlocal) #NYCisBack

Posts:

The image is a collage of social media content. On the left, there's a grid of nine small images, including a sign for 'Secrets of Brooklyn's Prospect Park', a person in a red hat, and a 'BROOKLYN LIKE A NEW YORKER' sign. In the center, there's a post from NYC: The Official Guide about Prospect Park. On the right, there's a post from NYC: The Official Guide about Little Island's tulip pot modules, with a large image of the park at sunset.

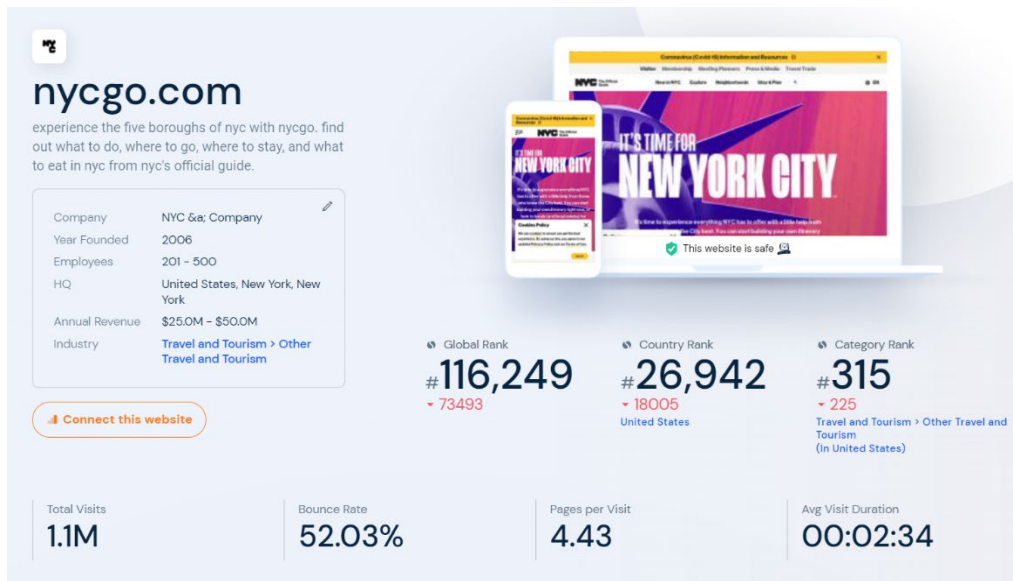
Secrets of Brooklyn's Prospect Park

NYC: The Official Guide
Explore Prospect Park and its wide-open spaces filled with tree-lined paths, picnic spots with ample room for sporting activities, and natural retreats. #BrooklynLikeANewYorker
<https://www.nycgo.com/.../secrets-prospect-park-brooklyn...>

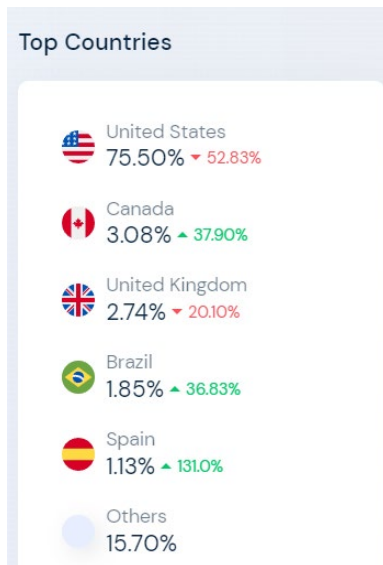
NYC: The Official Guide
Explore @littleislandnyc this season and watch it come to life with live performances, guided tours and family activities.
@nyclovesnyc
Little Island's tulip pot modules comprise the surface structure of the park.
... See more

E - Research client category, competition:

Data from: <https://www.similarweb.com/website/nycgo.com/#overview>



Client category:



Competitors:

Competitors & Similar Sites

Reveal your top competitors and find potential or emerging competitors. nycgo.com's top competitor is [iloveny.com](#). [Analyze competitors](#)

Site	Affinity	Monthly visits	Category	Category rank
iloveny.com	100%	307.4K	Travel and Tourism > Other Travel and Tourism	#2,149
nycgovparks.org	99%	451.7K	Travel and Tourism > Other Travel and Tourism	#1,510
newyorkpass.com	88%	253.9K	Travel and Tourism > Other Travel and Tourism	#2,472
freetoursbyfoot.com	87%	1.0M	Travel and Tourism > Other Travel and Tourism	#758
loving-newyork.com	86%	265.9K	Travel and Tourism > Other Travel and Tourism	#2,576
nyc.com	86%	369.9K	Travel and Tourism > Other Travel and Tourism	#1,323
nycinsiderguide.com	85%	133.7K	Travel and Tourism > Other Travel and Tourism	#4,808
gocity.com	77%	985.3K	Travel and Tourism > Other Travel and Tourism	#639
rockefellercenter.co...	77%	192.7K	Travel and Tourism > Other Travel and Tourism	#2,680

F - Research related to your target community, audience:

Audience interest:

