

Joseph Asimeng

4/17/2022

COMD 2400

Research assignment 3- nyc.gov

According to the client NYC go, in their about us page, from their website at, business.nycgo.com, they said: "NYC & Company is the official destination marketing organization (DMO) and convention and visitors bureau (CVB) for the five boroughs of New York City. Our 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, our 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."

This statement is under their about us page. Taking pride for what they do. In which they might mean business while saying all of these things, already mentioned above.

Target audience/target demographics: (by my best, guesstimate): It would probably, be around, the ages of 18 to 49 year olds.

Demographics: some people like any exciting thing they would want in a city (in this case, for many young people). As opposed to other older individuals (in this case, the older generation) may not like much of that. Within an urban area. In between the ages of 18 to 49 years of age.

Their competitors (adapted from zoominfo.com) could be: Destination DC, Visit Philadelphia, Destination Canada, Visit California, Tourisme Montréal, Ottawa Tourism, Tourism Toronto and Travel Alberta. To name a few.

Requirements: to create a new website for NYC Go.

Restrictions: Just don't make it less of a tourist website. Make it an ATTRACTIVE tourist website

We want it to accomplish: getting our target audience, to come visit New York. By the power of our website persuasion. Just so they can be convinced and to see all of what the wonderful city has to offer.

Links/Credits:

<https://business.nycgo.com/about-us/who-we-are/>