

# Perception of New York City as a tourist destination

**Abstract:** The purpose of this paper is to explore how New York City is perceived as a tourist destination. The quantitative research method offered a structured approach to collecting data, allowing for the analysis and quantification of participant responses. The convenience sample consisted of 108 respondents. The objective of this study is to identify the main factors that have shaped NYC's development as a tourist destination and to pinpoint opportunities for future growth and enhancement of tourism. The findings of this research can offer guidance and suggestions for other tourist destinations striving for successful development and sustainable growth.

**Keywords:** tourism; perception; tourist destination; New York City

## Introduction

Contemporary tourism is influenced by a variety of complex factors, necessitating destinations to provide a wide range of attractive offerings to attract travelers (Matias et al., 2007; Cracolici & Nijkamp, 2008). Tourist spots consist of unique physical, natural, and cultural assets that are unparalleled, outstanding, and cannot be replicated (like geography, cultural heritage, or local entrepreneurship), which are the basis of their appeal (Barney, 1991). The appeal of a destination is primarily based on the emotions and perceptions of visitors towards it, as well as its perceived capacity to fulfill their desires (Mayo & Jarvis, 1980; Vengesai, 2003).

The rivalry between different tourism destinations often centers on more than just individual aspects like natural resources, transportation, attractions, or accommodation (Reitsamer & Brunner-Sperdin, 2016). Instead, the focus is on crafting a seamless and cohesive visitor experience that encompasses all these elements. This approach aims to provide tourists with a unified and unforgettable experience when exploring a specific area, destination, or country. (Buhalis, 2000; Ritchie & Crouch, 2000; Murphy et al., 2000).

New York City is repeatedly rated among top three tourist destinations for international tourists to the USA (Xenias & Erdman, 2010). The city of New York is one of the most visited global tourist destination renowned as a multi-cultural and vibrant society (Chatterjee & Suklabaidya, 2021). Tourists select what aspects of culture they wish to experience in the destination (Hoření et al., 2010). Knowing how tourists perceive the destination and their experience will be crucial in rebuilding New York City's tourism in post COVID-19 period (Kim & Phillip, 2021).

New York City, commonly known as NYC, is a renowned and vibrant metropolis that stands out as one of the most iconic cities worldwide. Located on the eastern coast of the United States in New York State, it consists of five unique boroughs: Manhattan, Brooklyn, Queens, The Bronx, and Staten Island. Boasting a population exceeding 8.4 million residents, New York City holds the title of being the most heavily populated city in the country, serving as a prominent hub for finance, commerce, arts, and entertainment on a global scale. New York City features a diverse geographical layout, encompassing bustling urban centers, peaceful suburban neighborhoods, and lush green spaces. The city is famous for its well-known

landmarks, including the Statue of Liberty, Times Square, Central Park, and the Empire State Building. It also has a vibrant arts and culture scene, with esteemed institutions like the Metropolitan Museum of Art, Broadway theaters, and the Lincoln Center for the Performing Arts (Avdić, 2024).

Tourism has become a key sector in the global economy, providing economic benefits and opportunities for cultural exchange and mutual understanding. Tourism destinations worldwide are continually evolving to attract visitors, generating revenue, creating jobs, and promoting cultural diversity. One notable tourist destination is New York City (NYC). Known as the "City that never sleeps," NYC is one of the most visited cities globally. With iconic landmarks such as Times Square, Central Park, the Statue of Liberty, Broadway, and more, NYC is synonymous with urban spectacle, cultural diversity, and financial influence. Over the years, NYC has consistently drawn a large number of tourists from around the globe. This paper aims to examine the perception of New York City as a tourist destination, exploring the challenges it faces and how it addresses them. Utilizing a quantitative survey research approach, the paper seeks to better understand aspects of tourism development in NYC. The ultimate goal is to identify the key factors influencing the evolution of NYC as a tourist destination and to uncover opportunities for further growth and improvement in tourism. The findings of this research can offer insights and recommendations for other tourist destinations striving for successful development and sustainable growth.

### SWOT analysis

In an effort to understand the current state and future prospects of tourism in New York City, a SWOT analysis is being conducted. This analytical method allows for the exploration of the key strengths, weaknesses, opportunities, and threats that the city faces as a global tourist destination. New York City, a globally renowned metropolis, draws millions of tourists annually. This analysis will help to consider the internal and external factors that shape the tourism sector of the city and provide guidelines for its sustainable and prosperous future development. Below, each aspect of the SWOT analysis will be discussed in detail in order to gain a comprehensive understanding and foundation for further planning and development of New York City as a tourist destination.

Table 1: SWOT analysis

Strengths:	Weaknesses:
<ul style="list-style-type: none"> <li>• Various tourist attractions</li> <li>• Cultural wealth</li> <li>• Transportation infrastructure</li> <li>• Hospitality industry</li> <li>• Expertise in marketing</li> <li>• Security</li> </ul>	<ul style="list-style-type: none"> <li>• High costs</li> <li>• Weather conditions</li> <li>• Overcrowding</li> <li>• Problems with transportation</li> <li>• Limited number of accessible accommodations</li> <li>• Local competition</li> </ul>

<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Cultural festivals</li> <li>• Sustainable tourism</li> <li>• Technology integration</li> <li>• New market opportunities</li> <li>• Cooperation with neighboring destinations</li> <li>• Reconstruction after the pandemic</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Economic crisis</li> <li>• Natural disasters</li> <li>• Terrorism and security problem</li> <li>• Health crises</li> <li>• Changes in legislation</li> <li>• Negative image</li> </ul>
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Source: Avdić, 2024.

### Strengths:

Various tourist attractions - New York City offers a wide range of attractions, including iconic landmarks (Statue of Liberty, Empire State Building), world-famous museums (The MET, MoMA) and unique neighborhoods (Chinatown, Harlem).

Cultural wealth - The city is a diverse multicultural treasure trove with a rich cultural scene that includes art, music, cuisine, and festivals representing many cultures from around the world.

Transportation infrastructure - New York City boasts an extensive and efficient transportation network, which includes three major airports, an extensive subway system, and a well-connected bus system.

Hospitality industry - The city has a well-developed hospitality industry with a wide range of hotels, including luxury accommodations as well as options for budget travelers.

Expertise in marketing - NYC & Company, the city's official marketing organization, plays a key role in promoting tourism through strategic campaigns and initiatives.

Security - Improved security measures and a decrease in crime have made the city safer for tourists (Avdić, 2024).

### Weaknesses:

High costs - New York City is known for its high cost of living and visiting. Accommodations, meals, and entertainment can be expensive, which deters budget travelers.

Weather conditions - Extreme weather conditions, particularly during winter, may restrict tourism in certain months, impacting outdoor activities and sightseeing opportunities.

Overcrowding - A large number of tourists can cause overcrowding in popular locations, which impacts the visitor experience.

Problems with transportation - Congestion, delays, and maintenance issues in the subway system can frustrate tourists and disrupt their travel plans.

Limited number of accessible accommodations - High demand often leads to a shortage of affordable housing options, particularly in Manhattan.

Local competition - Intense competition among local businesses can pose a challenge for smaller operators looking to distinguish themselves (Avdić, 2024).

#### Opportunities:

Cultural festivals - Utilize the city's diverse culture by hosting cultural events and festivals throughout the year to draw in visitors.

Sustainable tourism - Promote environmentally friendly and sustainable practices in tourism to attract environmentally conscious travelers.

Technology integration - Utilize advanced technology to improve visitor experiences, facilitate information sharing, and provide interactive tours.

New market opportunities - Take advantage of opportunities in emerging markets like China, India, and Brazil by customizing marketing strategies and services to suit their preferences.

Cooperation with neighboring destinations - Collaborating with neighboring cities and attractions to develop regional tourism packages in order to promote longer visits and encourage exploration.

Reconstruction after the pandemic - As the world emerges from the COVID-19 pandemic, New York City has the opportunity to revitalize its tourism industry through enhanced safety protocols and marketing initiatives (Avdić, 2024).

#### Threats:

Economic crisis - Economic recessions or financial crises can lead to a decrease in tourism expenses and the number of tourists.

Natural disasters - New York City is susceptible to weather disasters, such as hurricanes, that have the potential to disrupt travel and tourism.

Terrorism and security problem - Global security threats or local incidents can negatively impact the safety and confidence of tourists.

Health crises - Ongoing or emerging health crises, such as pandemics, can greatly disrupt tourism and create health and safety concerns.

Changes in legislation - Changes in legislation or visa policies can impact international tourism and the demographic profile of visitors.

Negative image - Negative media reports, crime incidents, or problems in the city's perception can harm the city's reputation and deter tourists (Avdić, 2024).

## Methods and data

The research methodology significantly influenced the collection of relevant and precise data on how New York City is perceived as a tourist destination. A quantitative approach was utilized, with data being gathered through an online survey created using the Google Forms platform. This method provided a structured way to collect and analyze participant responses. The online survey proved to be effective in obtaining a broad range of responses from a diverse group of participants, leading to more relevant results. The convenience sample included 108 respondents. In order to ensure the diversity of respondents, the survey link was sent to respondents via e-mail, WhatsApp, Viber, messenger and via social networks. The diversity of participants allowed for a variety of perspectives and experiences to be considered, enhancing the overall representativeness of the findings. The research was conducted from August 1, 2023 to October 31, 2023. Descriptive statistics, particularly frequency distribution, were utilized to examine and understand the data (Avdić, 2024).

The presentation of the results of the research, conducted through an online survey, offers a comprehensive look into how various groups of participants perceive New York City as a tourist destination. This research is a significant milestone in comprehending the attitudes, preferences, and expectations of tourists, laying the groundwork for enhancing the tourist experience in New York.

Through structured questionnaires, 108 participants shared their perspectives on various aspects of New York City, from cultural landmarks to natural beauty, providing valuable insights into what makes this destination unique.

This article will explore the results of the survey in detail, breaking down the key findings and analyzing the patterns that emerged during the research. It will study how respondents evaluated different elements of the city's tourist offer, perceived the services, and experienced their stay in New York City.

## Results

The analysis of these results helps to lay the groundwork for future strategies aimed at enhancing the tourist experience in New York City, ensuring that the city maintains its status as a key destination on the global tourism map.

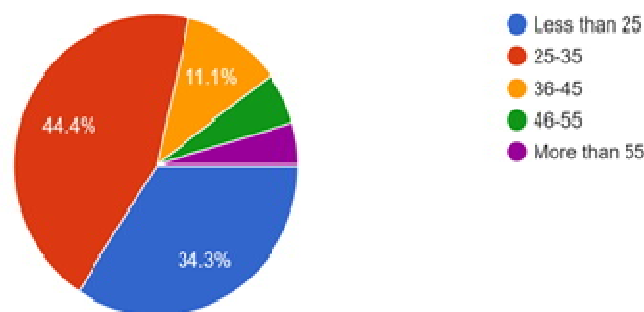


Figure 1. Age of the respondent  
Source: Avdić, 2024.

The figure displays the age distribution of survey respondents, divided into five categories: under 25 years, 25-35 years, 36-45 years, 46-55 years, and over 55 years. Analyzing this data provides insight into the demographic makeup of the sample and helps to better understand the groups that shared their opinions on New York City as a tourist destination.

- The most numerous category of respondents belongs to the age group of 25 to 35 years, making up 44.4% of the sample. This group constitutes a key demographic that makes up the bulk of the sample, and their preferences and attitudes can have a significant impact on the tourist experience.
- The second most numerous group is comprised of respondents under 25 years old, accounting for 34.3% of the sample. Young tourists can bring fresh perspectives and special demands, which is important to consider in the context of marketing and tourism strategies.
- Respondents aged 36 to 45 make up 11.1% of the sample. This demographic represents middle age and may have specific needs and expectations that differ from younger or older groups.
- The group of respondents aged 46 to 55 makes up a smaller but significant share of 5.6%. This group may have experiences and preferences that differ from younger generations, contributing to the diversity of results.
- The oldest demographic group, respondents over 55, represent 4.6% of the sample. Despite the smaller number, their answers can provide the older generation's perspective on the tourist experience (Avdić, 2024).

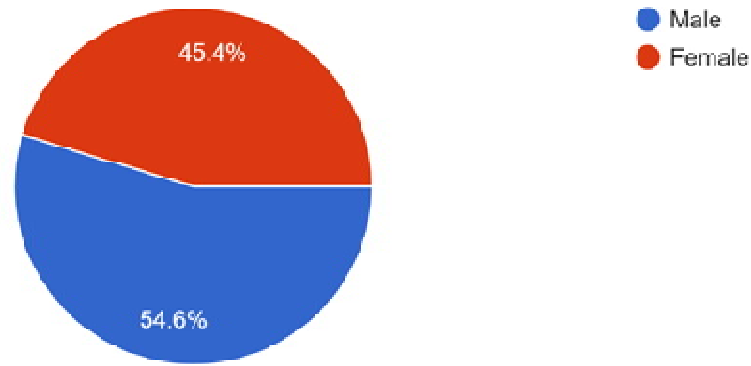
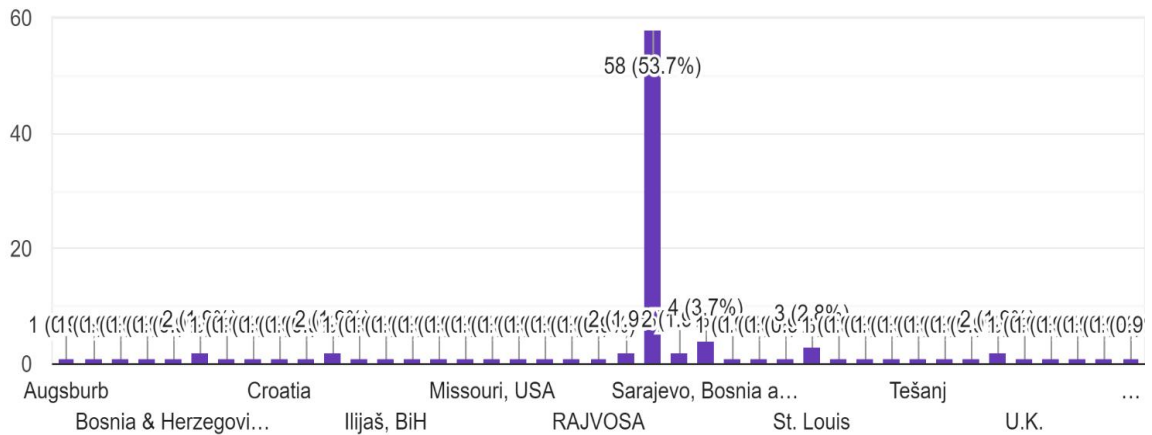


Figure 2. Gender  
Source: Avdić, 2024.

The figure depicts the gender distribution of participants in the survey, with men accounting for 54.6% and women accounting for 45.4%. Analyzing this data provides insight into the gender composition of the sample and allows for a better understanding of how male and female respondents view New York City as a tourist destination.

- Men: 54.6% of respondents are male, representing the majority
- Women: 45.4% of respondents are female, representing a smaller but still significant portion. Examining the perspectives of female respondents is crucial for obtaining a comprehensive understanding of the tourist experience, considering potential differences in preferences and priorities between genders. These findings can inform adjustments to marketing strategies and tourism offerings to cater to the distinct needs of male and female tourists. Additionally, they can enhance comprehension of how both genders perceive attractions, services, and experiences in New York City (Avdić, 2024).

Figure 3. Place of residence



Source: Avdić, 2024.

- Bosnia and Herzegovina (Sarajevo) accounted for 53.7% of respondents, indicating a significant majority. This high representation suggests a regional focus in the survey or a larger response rate from that area.
- The remaining 46.3% of respondents came from locations such as Croatia, the USA, the U.K., Austria, the Czech Republic, and Germany. The diversity of these locations adds a broader geographical scope to the survey, revealing an interesting international aspect.

Examining this data is crucial for understanding tourism perspectives from different regions. Participants from Bosnia and Herzegovina may have distinct attitudes and expectations compared to those from other countries or cities. This analysis can help in tailoring marketing strategies and creating content that appeals to a diverse audience (Avdić, 2024).

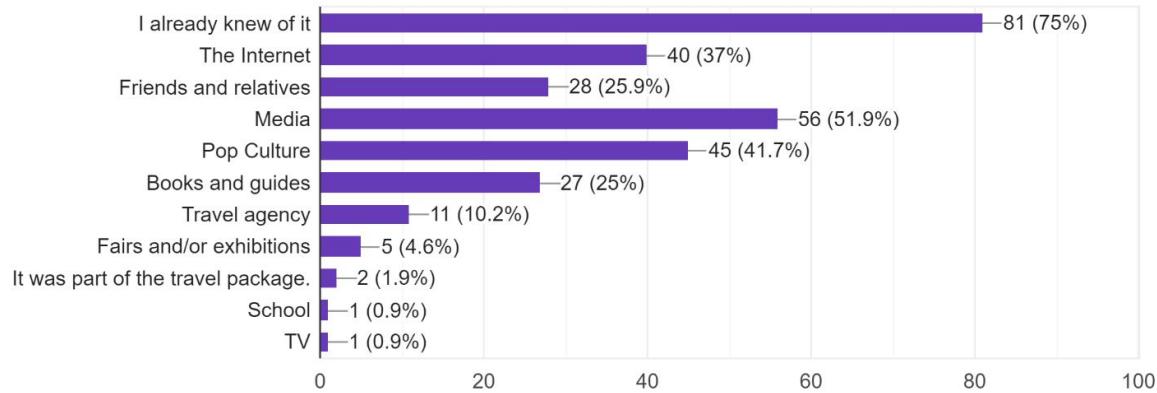


Figure 4. Where did you hear about New York City?  
Source: Avdić, 2024.

An analysis of the survey results on where respondents heard about New York City provides insight into the diversity of information sources. Here are the key observations:

- 75% of respondents already knew about New York City: A large number of respondents were already familiar with New York City before obtaining information through other sources. This high rate indicates that New York City is an easily recognizable destination.
- 51.9% received information about New York City through traditional media: More than half of respondents received information about New York City through traditional media, including television, radio, and print media, suggesting that traditional forms of media remain an important channel of communication.
- 41.7% learned about New York City through pop culture: Pop culture plays a significant role in informing respondents about New York City, including movies, series, music, or other cultural expressions that represent the city in an interesting way.
- 37% used the Internet as a source of information: The Internet proved to be a significant source of information for 37% of respondents, confirming the importance of digital media and online resources in the promotion of tourist destinations.
- 25.9% heard about New York City through recommendations from friends and family: A significant number of respondents learned about New York City through recommendations from friends and family. This type of recommendation can have a strong impact on the credibility of personal experience.

This analysis helps to understand the importance of different communication channels and adjust marketing strategies to better respond to the preferences of the target audience (Avdić, 2024).

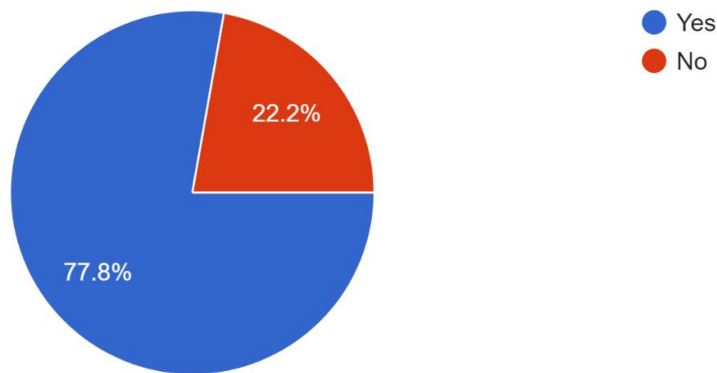


Figure 5. Have you ever considered visiting New York City as a tourist??  
Source: Avdić, 2024.

Analysis of the survey results reveals that 77.8% of respondents are contemplating visiting New York City as tourists. This high percentage indicates a noteworthy level of interest and a positive attitude towards visiting the city. Conversely, 22.2% of respondents indicated they do not plan to visit New York City. The reasons for this decision may vary, including lack of interest, financial limitations, or other personal considerations. Examining this data provides insight into the overall preference of respondents towards visiting New York City as tourists and can serve as valuable information for future research on the preferences and motivations of potential tourists (Avdić, 2024).

Question No. 6: "What are your initial thoughts and perceptions of New York City as a tourist destination?"

Analysis of responses to the question "What are your first impressions and perceptions of New York City as a tourist destination?" reveals the diversity of respondents' attitudes. Some emphasize negative aspects such as crowding, compactness, high costs, and negative smells, while others highlight positive aspects including iconic places, diverse culture, luxury, film and theater scene, freedom, and vibrancy of the city. This shows the variety of perceptions and expectations of potential tourists regarding New York City. It is important to consider these different perspectives when adapting marketing strategies to meet the preferences of the target audience (Avdić, 2024).

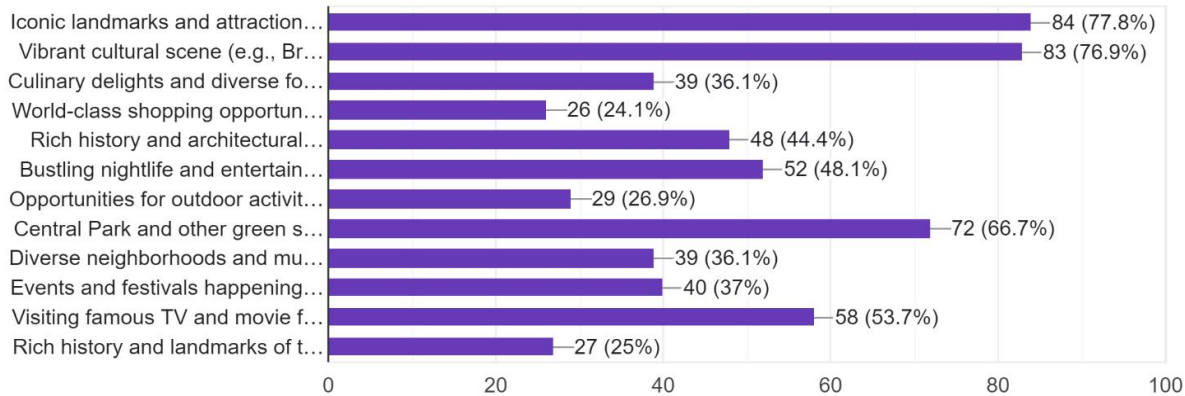


Figure 6. What are some factors that would motivate you to visit New York City as a tourist?  
Source: Avdić, 2024.

Analysis of the results from the question "What are some factors that would motivate you to visit New York City as a tourist?" shows that there are various factors that attract potential visitors. The most significant factors cited by respondents are iconic monuments and attractions like the Statue of Liberty and the Empire State Building, with 77.8% support, and a vibrant cultural scene that includes Broadway shows, museums, and galleries, with 76.9% support. Other important motivators include rich history and architectural wonders (44.4%), vibrant nightlife and diverse entertainment options (48.1%), visits to popular TV and movie filming locations (53.7%), Central Park and other green spaces (66.7%), as well as diverse neighborhoods and multicultural experiences (36.1%). Less important factors include gastronomic delights and diverse food options (36.1%), world-class shopping opportunities (24.1%), American Revolution history and landmarks (25%), opportunities for outdoor activities and recreational areas (26.9%), and events and festivals throughout the year (37%). This analysis provides insight into the different aspects of New York City that motivate people to visit, from cultural to natural, which can be used to develop marketing strategies and tourism programs that appeal to a diverse audience (Avdić, 2024).

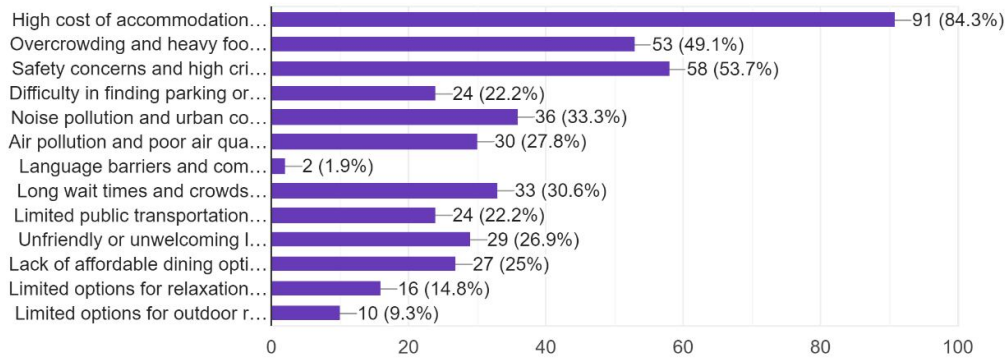


Figure 7. What are some factors that would discourage you from visiting New York City as a tourist?

Source: Avdić, 2024.

Analysis of the results of the question "What are some factors that would discourage you from visiting New York City as a tourist?" reveals key concerns and barriers that potential visitors may have. The most significant factor that would deter respondents is the high cost of accommodation and living expenses, with a high percentage of 84.3%. This indicates the importance of economic accessibility when planning tourist trips. Other significant factors include congestion and high pedestrian frequency (49.1%), security concerns and high crime rates (53.7%), difficulty finding parking or high parking fees (22.2%), noise and city congestion (33.3%), air pollution and poor air quality (27.8%). Other less prominent factors that would deter tourists include language barriers and communication difficulties (1.9%), long waits and crowds at popular attractions (30.6%), limited public transport options or unreliable service (22.2%), hostile or unfriendly local attitudes (26.9%), lack of affordable meal options (25%), limited options for relaxation and peace (14.8%), and limited options for outdoor activities (9.3%). This analysis provides a clear insight into the factors that can influence the decision to visit New York City, allowing tourism agencies and local authorities to address key concerns to improve the city's appeal to potential visitors (Avdić, 2024).

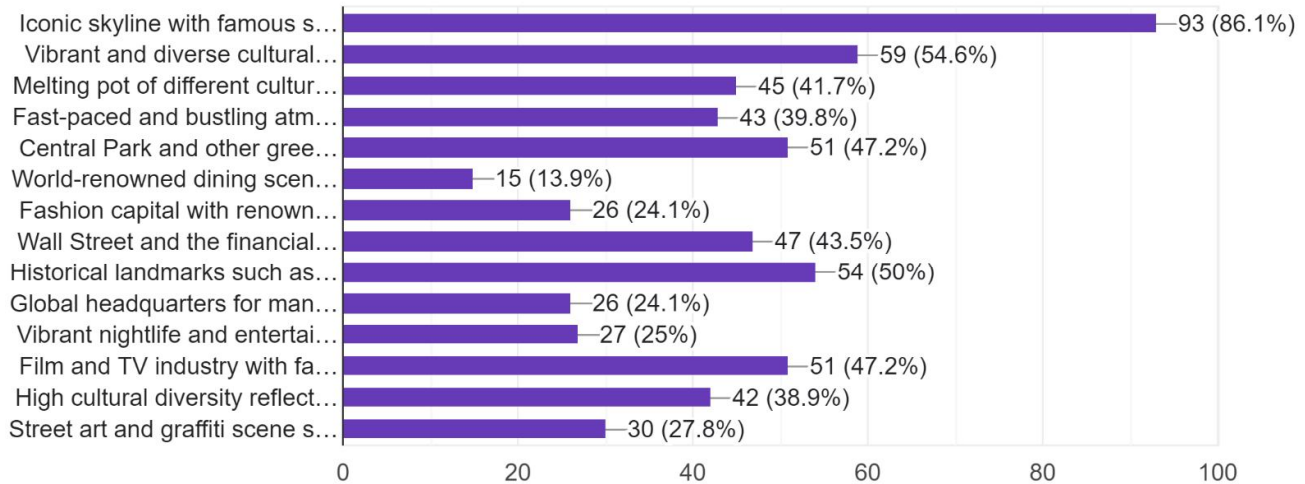


Figure 8. What sets New York City apart from other cities?  
 Source: Avdić, 2024.

An analysis of the results from the question "What sets New York City apart from other cities?" shows key characteristics that respondents consider special and unique to the city. The most prominent characteristic that respondents highlight is the iconic skyline with famous skyscrapers like the Empire State Building, with a high percentage of 86.1%. This distinct architecture establishes the visual identity of the city. Additionally, a lively and diverse cultural scene with Broadway shows, art galleries, and museums is also important, with a percentage of 54.6%. Respondents appreciate the abundance of cultural events and artistic expressions that contribute to the city's uniqueness. Furthermore, the city's multiculturalism is identified as a blend of different cultures and ethnic groups (41.7%), which enhances the diversity and one-of-a-kind experiences in New York City.

A fast-paced and energetic atmosphere (39.8%) is emphasized in New York City, along with green spaces like Central Park (47.2%) that provide a contrast to the urban environment. Historical landmarks such as the Statue of Liberty and Ellis Island (50%), as well as Wall Street as the financial center of the United States (43.5%), are also highlighted, showcasing the city's significance on a global scale. Additionally, the city is known for its diverse hospitality scene and culinary options (13.9%), its status as a fashion capital with renowned designers and events (24.1%), and its vibrant nightlife and entertainment offerings (25%). New York City is also recognized for being home to many large companies and organizations (24.1%), as well as a hub for the film and TV industry with famous filming locations and studios (47.2%). The city's cultural diversity is evident in neighborhoods like Chinatown, Little Italy, and Harlem (38.9%), and in its street art and graffiti scene that highlights creativity and self-expression (27.8%), further solidifying New York City's unique and unparalleled reputation.

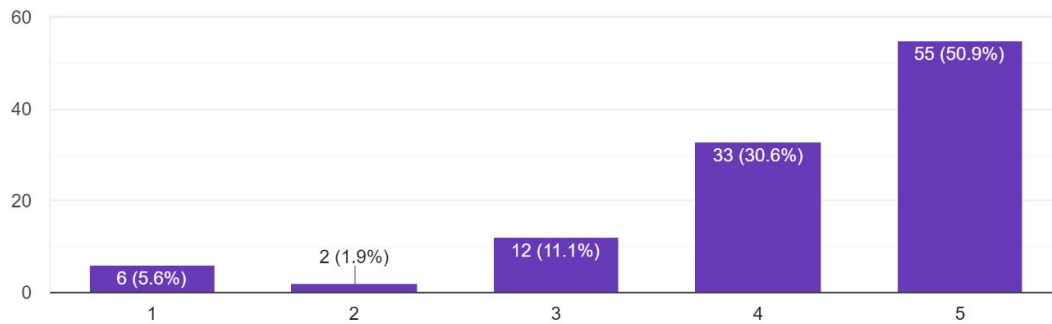


Figure 9. How important is accessibility to tourist destinations in a city when choosing a tourist destination?

Source: Avdić, 2024.

Analysis of the results from the question "How important is accessibility to tourist destinations in a city when choosing a tourist destination?" shows the respondents' views on the significance of having tourist destinations in the city.

- The majority of respondents, 50.9%, gave a score of 5, showing the high importance they place on the availability of tourist destinations when selecting a destination. This indicates that most respondents believe ease of access and availability are key factors in their decision-making process.
- 30.6% of respondents scored a 4, showing a solid importance of accessibility, but with some possible reservations compared to the first group. This suggests that a certain number of respondents view accessibility as important, but not necessarily the deciding factor.
- 11.1% of respondents gave a rating of 3, indicating that a smaller group considers accessibility important, but may not see it as crucial when choosing a destination.
- Only 1.9% of respondents gave a score of 2, showing that these individuals are less likely to view accessibility as a significant factor in their decision-making process.
- The lowest percentage, 5.6%, gave a score of 1, indicating that a small group of respondents do not view accessibility as important when selecting a tourist destination.

Globally, the results show that for the majority of respondents, the availability of tourist destinations is of great importance when choosing a destination, while a smaller percentage of respondents show a less emphasized interest in this factor (Avdić, 2024).

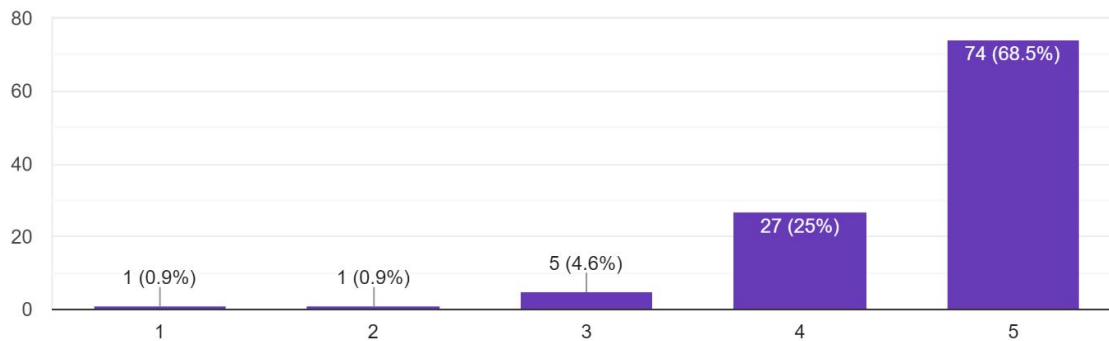


Figure 10. How important is the availability of tourist accommodations (hotels, hostels, etc.) when choosing a tourist destination?

Source: Avdić, 2024.

Analysis of the results of the question "How important is the availability of tourist accommodations (hotels, hostels, etc.) when choosing a tourist destination?" provides an insight into respondents' views on the importance of accommodation availability when choosing a destination.

- The majority of respondents, 68.5%, rated the availability of accommodation as highly important when deciding on a tourist destination by giving it a score of 5. This suggests that providing easily accessible and quality accommodation is crucial for them when planning a trip. The next largest group, comprising 25% of respondents, rated accommodation as significantly important by providing a score of 4. Although this group also considers accommodation essential, their emphasis may be slightly lower than the first group.
- A smaller percentage of respondents, 4.6%, rated accommodation with a 3, indicating that they find it important but may not be completely convinced of its crucial role in destination selection.
- An even smaller group, 0.9%, gave a score of 2, suggesting they are less inclined to consider accommodation availability as a key factor in decision-making.
- Similarly, 0.9% of respondents gave the lowest rating of 1, indicating that there is a small number of individuals who do not consider accommodation availability important when choosing a tourist destination.

Overall, the results show that the majority of respondents highly value the availability of accommodation when choosing a tourist destination, while there is a smaller percentage of respondents who do not attach the same level of importance to this factor (Avdić, 2024).

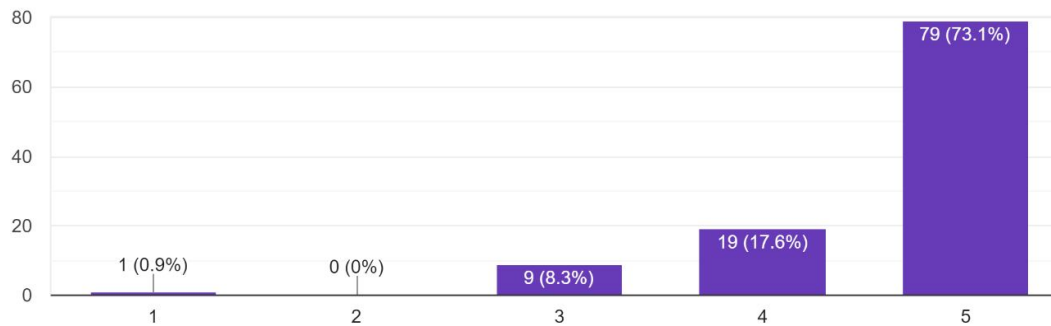


Figure 11. How important is safety and security when choosing a tourist destination?  
Source: Avdić, 2024.

The analysis of the results of the question "How important is safety and security when choosing a tourist destination?" provides insight into the perception of safety as a significant factor when selecting a destination.

- The majority of respondents, up to 73.1%, assigned the highest score of 5, clearly showing that safety is of utmost importance to them when deciding on a tourist destination. This high rating suggests that security plays a significant role in influencing the choice of destination for most respondents.
- The second largest group, accounting for 17.6%, gave a rating of 4, indicating a high importance placed on security, albeit possibly with a slightly lower emphasis compared to the first group. This suggests that this group also views security as essential, but may have some reservations or flexibility in their assessment.
- 8.3% of respondents rated security as a 3, signifying a smaller group who consider security important but may not be fully convinced of its critical role in destination selection. No respondents rated security as a 2, indicating very little doubt about the importance of security as a factor.
- The smallest percentage, 0.9%, rated security as a 1, showing that only a few respondents do not prioritize safety when choosing a tourist destination.

Overall, the results indicate that safety is a highly significant factor for the majority of respondents when selecting a tourist destination, with a smaller percentage of respondents placing less importance on this factor (Avdić, 2024).

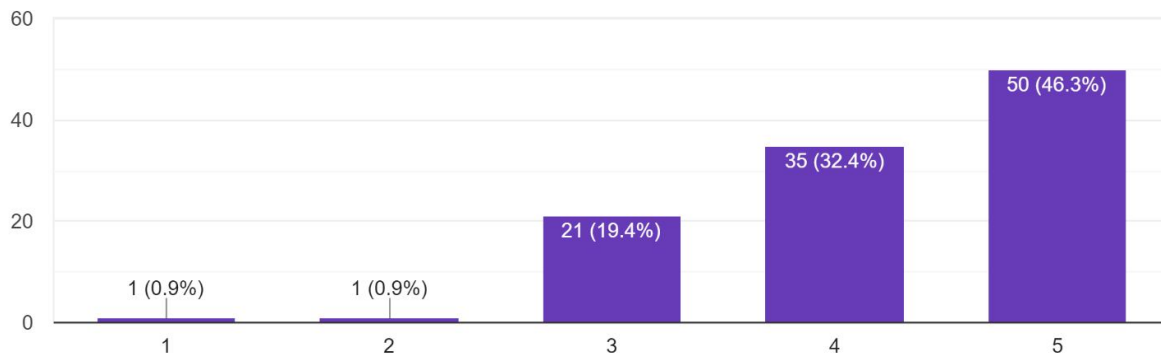


Figure 12. How important is reliable and efficient public transportation system when choosing a tourist destination?

Source: Avdić, 2024.

Analyzing the results of the question "How important is reliable and efficient public transportation system when choosing a tourist destination?" gives us an understanding of how respondents perceive the significance of public transport.

- The largest percentage of respondents, 46.3%, marked the highest score of 5, indicating the high importance they place on reliable and efficient public transport when choosing a tourist destination. This suggests that good public transport significantly influences the choice of destination for the majority of respondents.
- Following this, a group of 32.4% gave a rating of 4, showing strong support for public transport but with slightly less emphasis compared to the first group. Respondents in this group likely view public transport as essential, but may have some reservations or see room for improvement.
- 19.4% of respondents gave a rating of 3, indicating a smaller group that considers public transport important but may not fully recognize its crucial role.
- Only 0.9% of respondents gave a rating of 2, and another 0.9% rated a 1. These percentages show very little doubt about the importance of public transport when choosing a destination.

Overall, the results indicate that most respondents place a high value on reliable and efficient public transportation when selecting a tourist destination, though there is a smaller percentage who feel that this factor is less critical (Avdić, 2024).

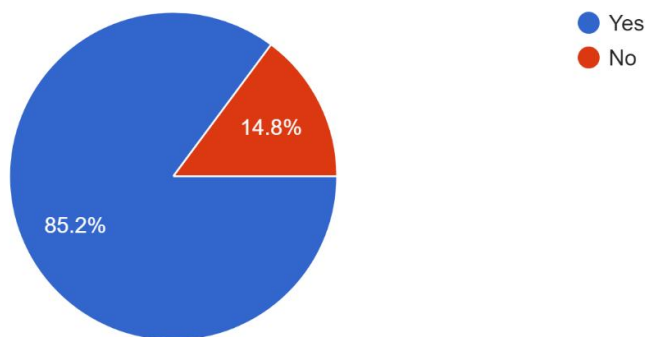


Figure 13. Would you be more likely to visit New York City if there were more affordable options for activities and attractions?  
Source: Avdić, 2024.

Analysis of the results from the question "Would you be more likely to visit New York City if there were more affordable options for activities and attractions?" provides insight into respondents' attitudes regarding the correlation between the cost of activities and attractions and the likelihood of visiting.

- A high percentage of 85.2% of respondents responded positively, indicating that they would be more likely to visit New York City if there were more affordable options for activities and attractions available. This suggests that most respondents consider prices to be an important factor when deciding to visit, and that having more affordable options would have a positive impact on their decision to visit the city.
- On the other hand, 14.8% of respondents answered negatively, indicating that the prices of activities and attractions may not be a significant factor in their decision to visit. Reasons for a negative response may include other travel priorities or flexibility in costs.

Overall, the majority of respondents are leaning towards a positive response, indicating significant interest in more affordable options for activities and attractions when visiting New York City (Avdić, 2024).

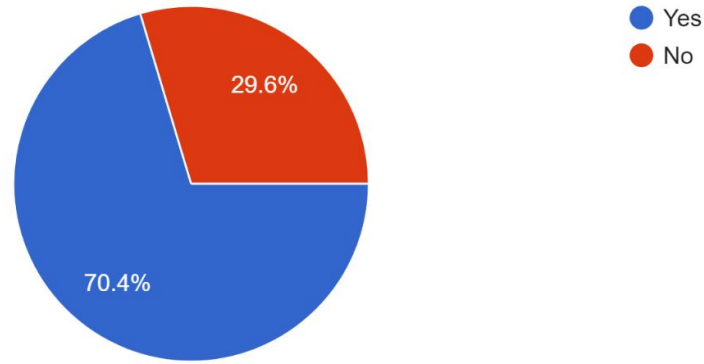


Figure 14. Would you recommend New York City as a tourist destination to your friends and family?  
Source: Avdić, 2024.

Analysis of the results from the question "Would you recommend New York City as a tourist destination to your friends and family?" shows the attitudes of the respondents towards recommending this city to their relatives.

- The results indicate that 70.4% of respondents expressed a positive attitude towards New York City and confirmed that they would recommend it as a tourist destination to their friends and family. This majority support suggests that the respondents had a positive experience or view the city as an attractive destination worth recommending.
- On the other hand, 29.6% of respondents answered negatively, indicating potential reservations or dissatisfaction that would prevent them from actively recommending New York City. Reasons for a negative response may vary, including individual experiences, preferences, or specific requirements.

Overall, while a large number of respondents are willing to recommend New York City, it is important to recognize that there are also people who are not inclined to do so. This could reflect differing perceptions and experiences with the city itself (Avdić, 2024).

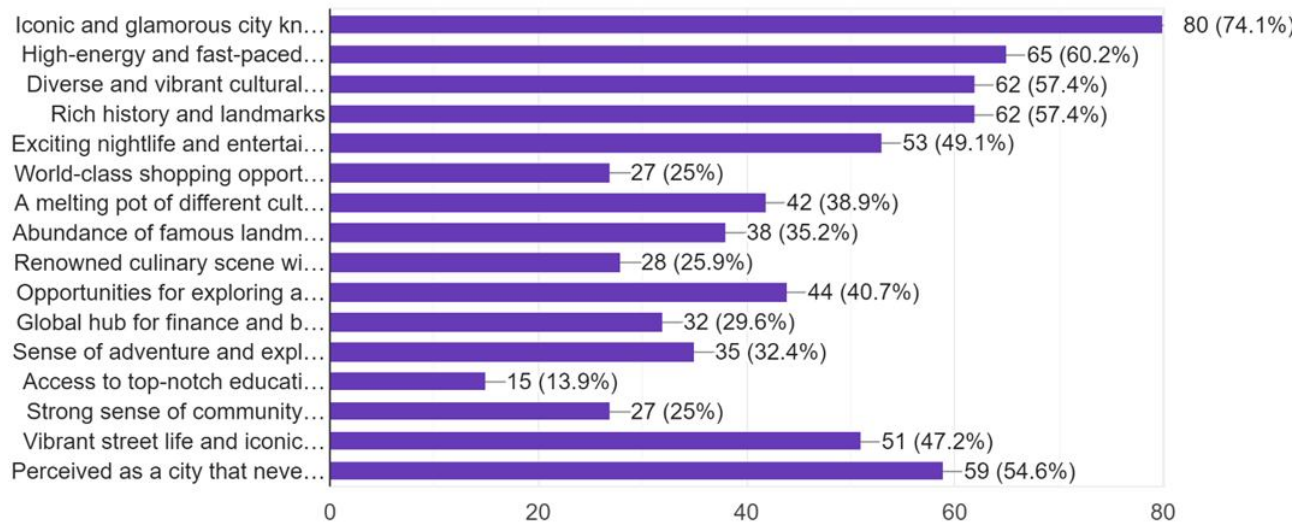


Figure 15. What are your overall impressions of New York City as a tourist destination, even if you haven't been there before?

Source: Avdić, 2024.

Analyzing the results of the question "What are your overall impressions of New York City as a tourist destination, even if you haven't been there before?" provides insight into the respondents' overall impressions of the city, regardless of whether they have visited it previously.

- The majority of respondents, 74.1% to be exact, rated New York City as an iconic and glamorous city that is known around the world. This result indicates that the city has a strong global identity and recognition.
- Additionally, 60.2% of respondents perceive New York City as a place with high energy and a fast pace of life, while 57.4% emphasize a diverse and vibrant cultural scene, along with rich history and sights. These aspects suggest that liveliness and culture are key elements of impressions of the city.
- Other notable impressions include the exciting nightlife scene and diverse entertainment options (49.1%), world-class shopping opportunities (25%), and the impression that the city is constantly active, known as "the city that never sleeps" (54.6%).

Overall, the results indicate that respondents have a strong positive impression of New York City, with its recognition, diversity, and energy being key elements of these impressions (Avdić, 2024).

## Discussion and Conclusion

his study offered a more profound understanding of how participants view New York City as a travel hotspot. Important findings derived from the data analysis include:

- Positive impressions and recognition: Most respondents had positive impressions of New York City, seeing it as an iconic and glamorous city with a high energy level. This indicates a strong global identity and recognition of the city.
- Diversity and Culture: The emphasis on a diverse cultural scene, landmarks, and rich history suggests that the cultural aspect is a key component of New York City's appeal.
- Challenges: Respondents identified several challenges that could discourage them from visiting, such as high accommodation costs, crowding, and security concerns. These factors could be obstacles for potential tourists.
- Recommendations and consideration of visiting: Despite the challenges mentioned, most respondents indicated a willingness to recommend New York City to friends and family, suggesting a positive experience or a general desire to visit the city.

The research findings underscore the importance of acknowledgment, cultural variety, and favorable perceptions in enticing tourists to visit New York City. Challenges such as the high cost of living and overcrowding underscore the importance of balancing tourism infrastructure with visitor expectations. Survey respondents identified key elements like iconic scenery, culture, nightlife, and a variety of activities as factors that would draw them to the city. Accessibility and safety were also highlighted as crucial factors in the decision-making process for visitors.

This research serves as a foundation for further analysis and strategies in managing tourism in New York City. Taking steps to manage costs and crowds, promoting cultural heritage, and diversifying the tourist offerings could enhance the overall visitor experience and preserve the long-term appeal of this global metropolis (Avdić, 2024).

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