



"Well-designed wayfinding can unlock even more of New York's boundless potential, transforming our streetscape in subtle but very tangible ways for residents, visitors, and businesses."

Commissioner Janette Sadik-Khan

NYC Department of Transportation



Visitor numbers

International 8.7 million

US National 12.2 million

US National within 25 miles of NYC 12.2 million



\$30.5_{BN}

direct visitor spend

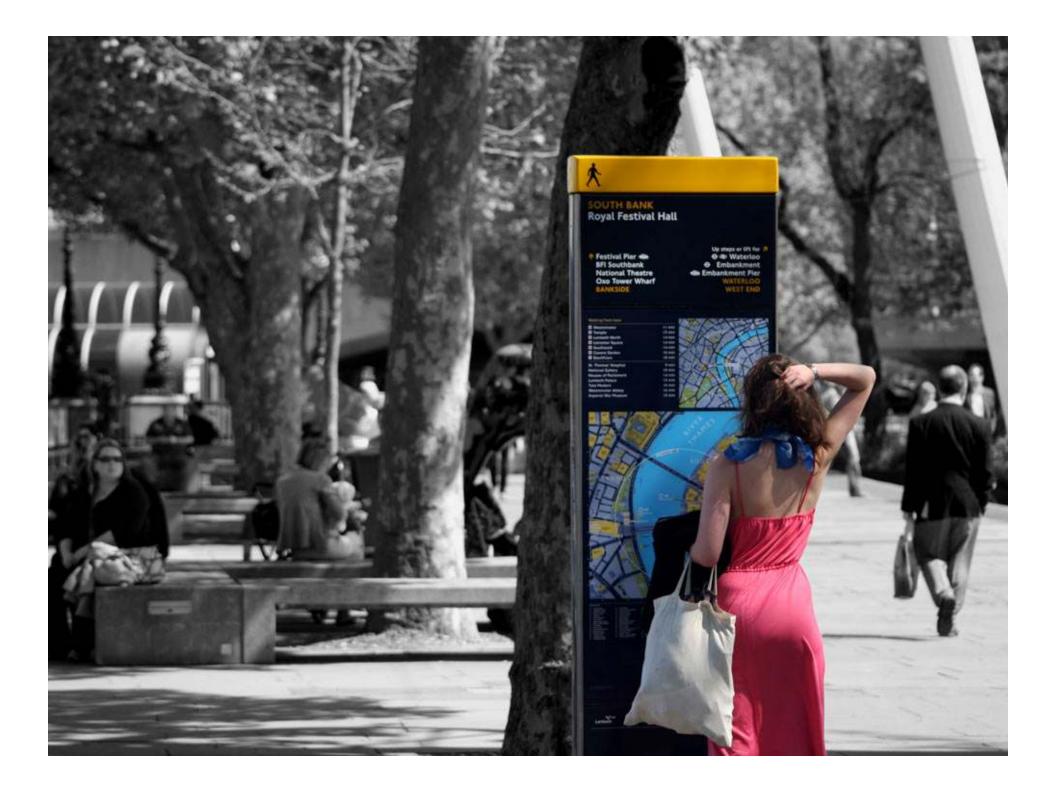
\$1,300

taxpayer savings per NYC household because of tourism

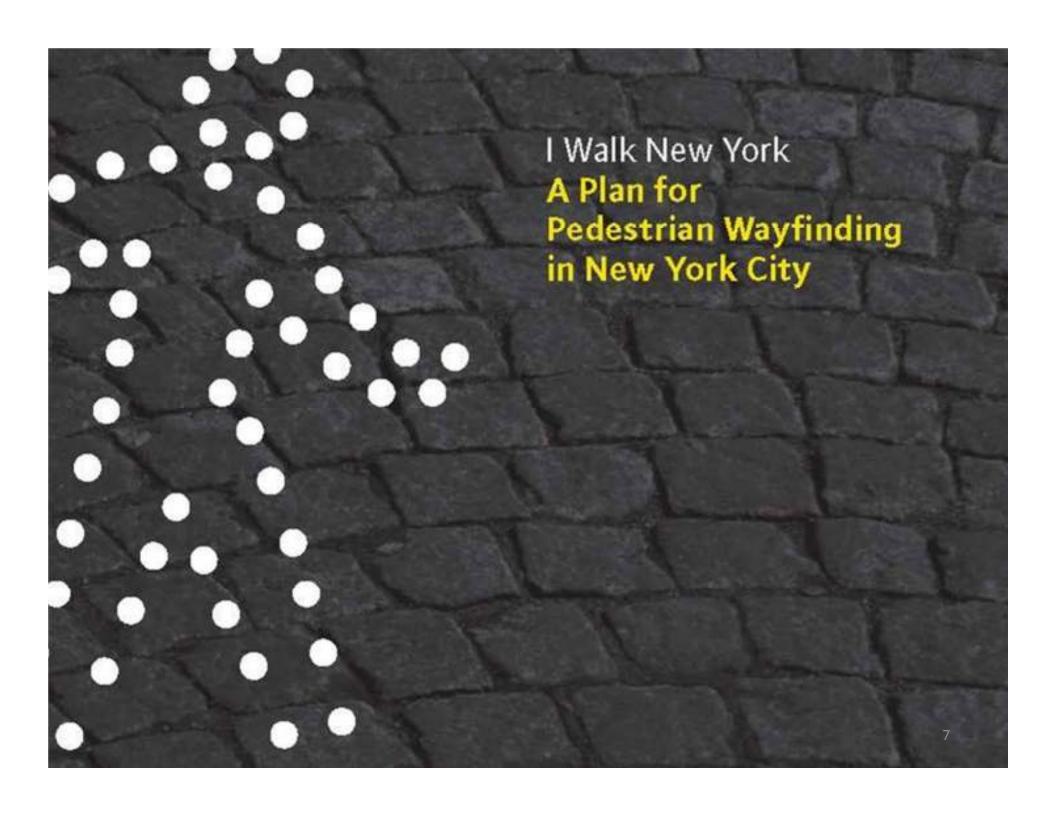














Uptown? Downtown?

1/3 of locals and over half of visitors couldn't identify North







Of those that did know, 62% used urban clues for orientation:

- street names/number
- · downtown/uptown
- landmarks
- rivers/water

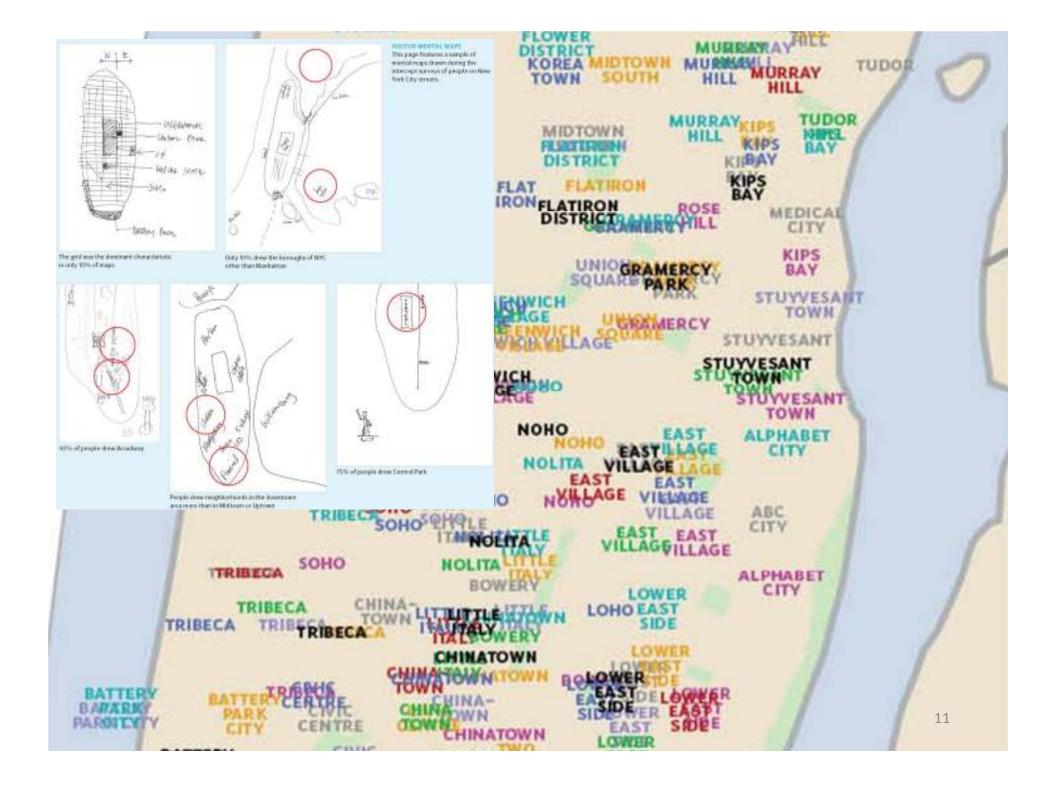


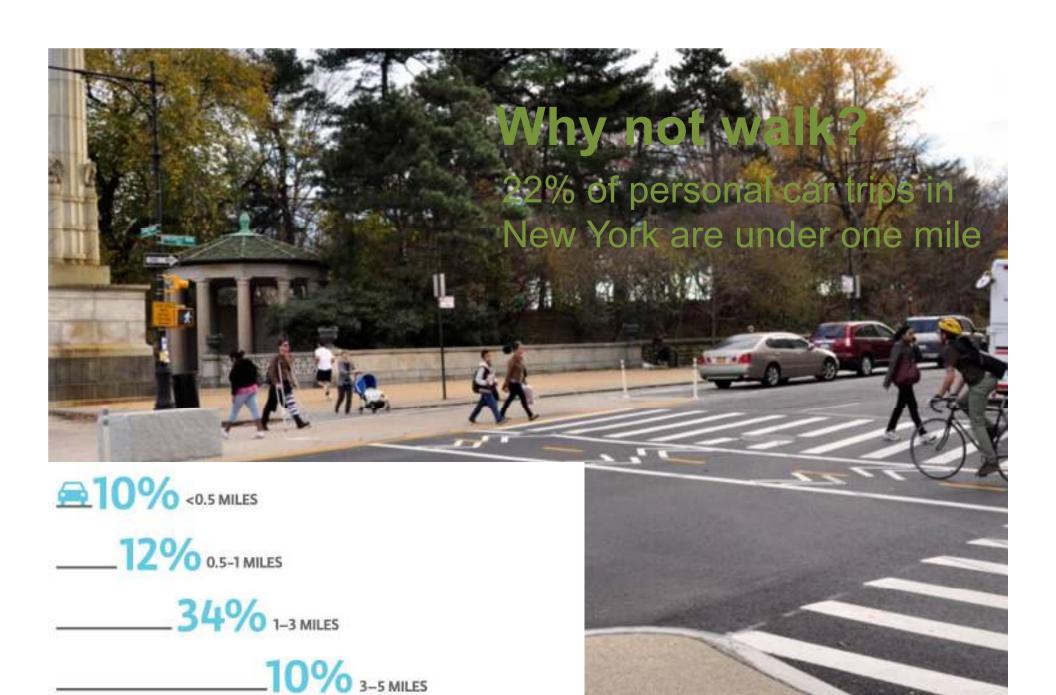






- 26% of visitors use the subway map to navigate the city
- 19% print maps
- 17% ask directions
- Only 14% use smart phones





Knowledge → **Confidence** → **Walking**



Phase One partners

Manhattan:

- Fashion Center BID
- 34th Street Partnership
- Chinatown Partnership

Queens:

 Long Island City Partnership

Brooklyn:

 Heart of Brooklyn Cultural Partnership





