**Introduction/ Problem:**

In 2018 New York City welcomed a record 65.2 million visitors, comprising 51.6 million domestic and 13.5 million international visitors, the ninth consecutive year of tourism growth. However, given the constant flowing of visitors, the reviews in the most visited travel guide platform, Tripadvisor, on accessibility to information while travelling in New York is notoriously bad.

So why do tourists have difficulty access to information?

**Target Audience:**

Ministry of Tourism of United States of America; Tourism Board of New York;