



NEW YORK CITY’S TOURISM ORGANIZATION LAUNCHES MOST AMBITIOUS SAVINGS PROGRAM IN NEARLY 20 YEARS TO STIMULATE EXPLORATION AND SPENDING ACROSS THE CITY

*—NYC & Company’s All In NYC: Neighborhood Getaways Program
Offers 150+ Ways to Save—*

*—Mastercard Cardholders May Also Receive up to \$100 in
Statement Credit in Supporting Businesses Across
Visitor Economy—*

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FOR IMMEDIATE RELEASE

New York City (September 15, 2020) — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced its newest tourism revitalization effort, **All In NYC: Neighborhood Getaways**, its most diverse, flexible and expansive lineup of offers in nearly 20 years. Offering more than 150 ways to save, All In NYC: Neighborhood Getaways features a citywide lineup of deals on attractions, cultural experiences, dining, hotels, museums, shopping and tours to encourage locals to get out and safely explore the city with discounts at everything from iconic hotels to world-class dining and walking tours of historic neighborhoods. Mastercard is supporting this new campaign by offering cardholders up to \$100 in statement credit when spending at participating businesses, by signing up [here](#). To view all deals currently on offer, visit nycgo.com/neighborhoodgetaways.

“Now more than ever, we need New Yorkers to support their city and help stimulate the tourism economy and the jobs that come with it,” said **Fred Dixon**, NYC & Company President and CEO. “All In NYC: Neighborhood Getaways is NYC & Company’s latest All In NYC initiative, incentivizing locals and regional visitors to help the City we all know and love get back on its feet.”

New Yorkers and nearby visitors are encouraged to connect with museums, attractions and more that they may have missed over the past six months, and to get out and savor the remaining warm-weather season. With more than 150 unique participants in **All In NYC: Neighborhood Getaways**, the astounding offers fall into seven categories – Discount, Free Amenity / Item, Kid(s) Free with Adult, Pay What You Wish, Prix-Fixe, Special Packages and Charitable Components. With steep hotel discounts up to 40 percent, New Yorkers and those able to visit are encouraged to “stay over” and make the most of exploring.

The program will run through the remainder of 2020, and new deals and participants will be added on an ongoing basis. Program details can be found by visiting nycgo.com/neighborhoodgetaways, and businesses across the



five boroughs are encouraged to submit offers for inclusion at [this link](#). Offers may be subject to change.

Through a partnership with Mastercard, registered cardholders will be offered a statement credit for qualifying purchases. For purchases at hotels, cardholders will receive a \$25 statement credit on a single transaction of \$100 or more. For all other categories, cardholders will receive a \$10 statement credit on a single transaction of \$20 or more. Customers may redeem the offer multiple times, up to \$100 in total statement credit.

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“Experience remains at the heart of New York City and Mastercard is dedicated to helping New Yorkers find ways to reconnect with their community,” said Cheryl Guerin, executive vice president of North America Marketing and Communications at Mastercard. “We are proud to support the All In NYC initiative and provide cardholders with a statement credit when rediscovering the City. When we invest in our local businesses, together we can keep our neighborhoods Priceless.”

The campaign reach is estimated at approximately 1 billion impressions with paid and owned media promotions running on LinkNYC screens, JCDecaux bus shelters, street pole banners, Taxi TV, PATH and Metro-North trains, buses, and local cable networks, as well as digital outlets including Facebook, Instagram, Google, and branded content with a variety of publishers.

All In NYC: Neighborhood Getaways is the latest edition of NYC & Company’s [All In NYC](#) hospitality and tourism revitalization effort. The campaign launched earlier this summer along with the [All In NYC: Staycation Guides](#) program that includes weekly guides to attractions, hotels, dining, recreation, retail, arts, culture and public art that are now open for business.

Visitors to the five boroughs are encouraged to wear masks, practice social distancing and frequently wash/sanitize hands, as indicated in NYC & Company’s [Stay Well NYC Pledge](#).

About NYC & Company:

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide. For all there is to do and see in New York City, visit nycgo.com.

About Mastercard (NYSE:MA):

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and



businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

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