



CITY’S TOURISM ORGANIZATION LAUNCHES ITS FIRST-EVER NYC HOTEL WEEK, OFFERING 22% OFF STAYS AT MORE THAN 110 NYC HOTELS FROM JANUARY 4 THROUGH FEBRUARY 13

New York City (January 3, 2022) — NYC & Company, New York City’s official destination marketing organization and convention and visitors bureau, today launched its first-ever **NYC Hotel Week**, offering a 22% discount off the standard room rate at more than 110 of the City’s finest hotels across all five boroughs. NYC Hotel Week, presented by preferred payment partner Mastercard, will run from January 4 through February 13 and reservations can be made at nycgo.com/hotelweek. Some of the participating hotels include The Beekman Hotel; Lotte New York Palace; The Pierre New York; The Langham, New York, Fifth Avenue; Opera House Hotel; Hilton Garden Inn New York/Staten Island; The Rockaway Hotel and The William Vale.

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DATE
January 3, 2022

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“As we welcome the new year, we stand firm in our commitment to support the City’s hospitality industry, which has shown resilience in these unprecedented times,” said **Fred Dixon, President and CEO of NYC & Company**. “NYC Hotel Week proudly supports hotels across all five boroughs, and encourages visitors and New Yorkers to safely enjoy some of the City’s finest accommodations during a time with less crowds and more opportunity.”

NYC Hotel Week kicks off the exciting deals offered by **NYC Winter Outing**—NYC & Company’s annual citywide deals program celebrating New York City’s hospitality and tourism industry with **NYC Restaurant Week**, **NYC Broadway Week** and **NYC Must-See Week**. NYC Winter Outing will return for its third year from January 18 through February 13, combining deals across all five boroughs on dining out, Broadway shows, attractions, museums and performing arts, with the addition of NYC Hotel Week deals for the first time this year. Bookings for the other three programs will open to the public on January 11, and Mastercard cardholders can enjoy early access from January 6-9.

The Key to NYC program mandates proof of full vaccination for patrons and staff of indoor dining, indoor fitness, and indoor entertainment and certain meeting spaces—including proof of one vaccine dose for children 5–11 years old as of December 2021. Patrons should visit each location’s website for additional information on safety protocols.

NYC Winter Outing is organized and operated by NYC & Company, the City’s official destination marketing organization.

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:

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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