



NYC & COMPANY LAUNCHES NYC WINTER OUTING, ALIGNING NYC BROADWAY WEEK, NYC RESTAURANT WEEK AND NYC MUST-SEE WEEK

*—NYC Winter Outing Highlights Ideal New York City Travel
Period with Affordable Rates and Authentic Experiences—*

*—Enjoy 2-for-1 Tickets to Broadway Shows and Attractions and
Prix-Fixe Menus at New York City's Top Restaurants—*

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DATE
December 12, 2018

FOR IMMEDIATE RELEASE

New York City (December 12, 2018) — NYC & Company, New York City's official destination marketing organization, today launched **NYC Winter OutingSM**, a program created to inspire out-of-town visitors to plan overnight trips to NYC from January 21 through February 10, 2019. NYC & Company will launch its three signature programs simultaneously for the first time ever—**NYC Broadway WeekSM**, **NYC Restaurant Week[®]** and **NYC Must-See WeekSM**—on January 21. During this period, a selection of Broadway shows, museums, attractions and tours will be available at a two-for-one price, and nearly 400 restaurants will offer prix-fixe menus. In addition, NYC's hotels offer the most attractive pricing of the year, providing visitors extraordinary value. NYC Winter Outing details are live today at nycgo.com/nyc-winter-outing.

"One of New York City's best-kept secrets is the incredible value overnight visitors experience during the winter months," said Fred Dixon, NYC & Company's president and CEO. "Winter consistently offers the most attractive hotel rates of the year. That combined with aligning the dates of NYC & Company's signature winter programs—NYC Restaurant Week, NYC Broadway Week and NYC Must-See Week—makes NYC an irresistible draw for travelers in January and February."

To further elevate New York City as a vibrant wintertime destination, NYC & Company has appointed Jeremy Jauncey, founder and CEO of [Beautiful Destinations](#), as the NYC Winter Outing Ambassador. During the winter months, Mr. Jauncey will create unique content for the program, including his top-ten tips for winter travel throughout NYC's five boroughs. Content may be viewed on Jeremy's personal Instagram account [@jeremyjauncey](#) as well as on Beautiful Destination's various social accounts.

"I am so lucky to call New York home," said NYC Winter Outing Ambassador Jeremy Jauncey. "I love exploring the different boroughs, especially during the winter. The enchanting season brings new life to an already palpable city. And most of all, I love that people from across the world travel to New York to experience a truly magical place! At Beautiful Destinations, we are lucky to partner with NYC & Company in an effort to showcase New York City in all its glory."



The NYC Winter Outing landing page at nycgo.com/nyc-winter-outing highlights upcoming NYC Broadway Week participating shows, NYC Must-See Week participating attractions and NYC Restaurant Week participating restaurants, with the ability to save a list through nycgo.com's new favoriting tool and to book overnight accommodations at a selection of city hotels. Visitors who sign up for nycgo.com emails will be notified when all three programs are live and bookable from their saved list at 10:30am on January 9, 2019.

NYC Winter Outing will also offer mini-itineraries for different traveler affinities on the landing page that combine an NYC Restaurant Week meal, an NYC Broadway Week show and an NYC Must-See Week attraction. Currently, there are four mini-itineraries available with themes including "Glam," "Old School," "Go Big or Go Home" and "Like a VIP," with additional itineraries to follow.

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NYC Winter Outing is produced by NYC & Company and will include exclusive content on nycgo.com and on @nycgo, with hashtag #NYCWinterOuting. NYC Restaurant Week will take place from January 21 through February 8, and NYC Broadway Week and NYC Must-See Week will take place from January 21 through February 10.

About NYC & Company:

NYC & Company is the official destination marketing organization 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.

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