



**NYC & COMPANY ANNOUNCES 2022 NYC WINTER OUTING<sup>SM</sup> PROGRAM OFFERING CITYWIDE DEALS ON HOTELS, DINING, BROADWAY, ATTRACTIONS, ARTS AND CULTURE**

**—NYC Winter Outing to Return for Its Third Year, in Partnership with Preferred Payment Partner Mastercard<sup>®</sup>, Aligning NYC Restaurant Week<sup>®</sup>, NYC Broadway Week<sup>SM</sup>, NYC Must-See Week<sup>SM</sup> and for the First Time Ever, NYC & Company’s New Signature Program, NYC Hotel Week<sup>SM</sup>—**

**—Deals, Available During Select January and February Dates, Include 22 Percent Off Hotel Stays; Prix-Fixe Dining; 2-for-1 Tickets to Broadway, Attractions, Arts and Culture, Performing Arts and Tours—**

**—Reservations Opened Today for NYC Hotel Week at [nycgo.com/hotelweek](https://nycgo.com/hotelweek), Offering 22 Percent Off Accommodations at 115 Hotels Across the Five Boroughs from January 4 through February 13—**

**—NYC Restaurant Week, NYC Must-See Week and NYC Broadway Week Reservations Open January 11—**

**—Mastercard Cardholders Receive Early Access to Bookings for NYC Restaurant Week, NYC Broadway Week, NYC Must-See Week—**

**New York City (December 14, 2021)** — NYC & Company, New York City’s official destination marketing organization and convention and visitors bureau, today announced details of **NYC Winter Outing**, presented by preferred payment partner Mastercard, running from January 18 through February 13, 2022, offering visitors and locals an opportunity to enjoy vibrant wintertime experiences at an attractive price point across hotels, dining, Broadway, museums, cultural institutions, attractions, performing arts and tours. The program will bring together NYC & Company’s three signature programs, **NYC Restaurant Week**, **NYC Broadway Week** and **NYC Must-See Week**, and introduce a new program, NYC & Company’s first-ever **NYC Hotel Week**—which reservations opened for today at [nycgo.com/hotelweek](https://nycgo.com/hotelweek)—creating ultimate value across the five boroughs. Further details on **NYC Winter Outing** are available at [nycgo.com/winterouting](https://nycgo.com/winterouting), and deals will include:

- 22 percent off hotel stays across the City to welcome the year 2022
- 2-for-1 tickets to Broadway shows, attractions, museums, cultural institutions, performing arts and tours
- Prix-fixe menus at hundreds of exceptional restaurants and neighborhood favorites across the five boroughs.

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Give the gift of New York City this holiday season with a trip this January or February, and begin booking accommodations at 22 percent off the standard retail rate for **NYC Hotel Week**, January 4 through February 13, at [nycgo.com/hotelweek](https://nycgo.com/hotelweek). There are currently 115 hotels across all five boroughs participating in NYC Hotel Week, covering a wide range of hotels for every visitor, from major brands to unique independent hotels, and options for every price point from moderate to luxury. Bookings for **NYC Restaurant Week**, **NYC Broadway Week** and **NYC Must-See Week** will open January 11.

“We encourage travelers to give the gift of New York City this year, by taking a trip during a time with lesser crowds and incredible value on premier hotels, exceptional dining, Broadway, world-class arts and culture and more,” said **Fred Dixon, President and CEO of NYC & Company**. “We look forward to reintroducing visitors to our vibrant city during NYC Winter Outing this year and reminding locals of the incredible opportunities at their fingertips.”

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Mastercard cardholders can enjoy early access from January 6–9 to tickets and reservations for NYC Restaurant Week, NYC Broadway Week and NYC Must-See Week. Additionally, when dining with a preregistered card during NYC Restaurant Week, all Mastercard cardholders will receive an exclusive \$10 statement credit (for up to 10 transactions, totaling a \$100 rebate) when spending \$39 or more on-site at participating restaurants, subject to NYC Restaurant Week Winter 2022 terms and restrictions.

“Bringing locals and visitors together to explore New York City’s iconic experiences is truly Priceless,” said **Cheryl Guerin, Executive Vice President of North America Marketing & Communications at Mastercard**. “Together with NYC & Company, Mastercard is providing people meaningful ways to connect to their passions, whether culinary or travel or arts and entertainment, and create once-in-a-lifetime memories that no other city can offer.”

[The Mayor’s Office of Media and Entertainment](#) has partnered with NYC & Company as a sponsor of NYC Winter Outing, to offset participation fees for businesses across the boroughs in response to New York City’s ongoing tourism recovery.

“As we continue along the path of recovery, the Mayor’s Office is proud to support NYC Winter Outing, a program showcasing the best of the City’s dining, arts and culture, and hospitality, as it returns this winter after a one-year hiatus due to the pandemic,” said **Anne del Castillo, Commissioner of the Mayor’s Office of Media and Entertainment**.

Further details are available today at [nycgo.com/winterouting](https://nycgo.com/winterouting) and a full list of NYC Winter Outing offers and participants will be available in the coming weeks. Reservations for **NYC Hotel Week** deals are open now at [nycgo.com/hotelweek](https://nycgo.com/hotelweek) for hotel stays from January 4 through February 13. Bookings for **NYC Restaurant Week**, **NYC Broadway Week** and **NYC Must-**



**See Week** will open January 11, for experiences from January 18 through February 13.

Discover exclusive content on Instagram and Twitter @nycgo, with the hashtag #NYCWinterOuting. This year's NYC Winter Outing program will have its biggest media campaign ever. The effort will reach travel prospects across the United States, in Canada and in the United Kingdom, with a variety of touchpoints including social media, search, online video, programmatic, out-of-home, radio, print and site direct media buys.

**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](http://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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