



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

—NYC Winter Outing Returns for Its Second Year, Offering Authentic Experiences at a Value and Exclusive Offers for Mastercard Cardholders—

—Enjoy 2-for-1 Tickets to Broadway, Museums, Tours, Attractions, Performing Arts and Prix-Fixe Menus at Top Restaurants—

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DATE
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FOR IMMEDIATE RELEASE

New York City (November 18, 2019) — NYC & Company, New York City’s official destination marketing organization, today announced the return of **NYC Winter OutingSM**, which will run from January 21 to February 9, 2020. Originally launched in January 2019 to inspire overnight trips during the winter months, NYC Winter Outing combines NYC & Company’s three signature promotional programs—**NYC Broadway WeekSM**, **NYC Restaurant Week[®]** and **NYC Must-See WeekSM**—creating ultimate value across the five boroughs. During the three-week period, select Broadway shows, attractions, museums, tours and performing arts will offer 2-for-1 tickets and nearly 400 restaurants will feature prix-fixe menus for lunch and dinner, while the City’s hotels offer the most attractive rates of the year. Additional details on NYC Winter Outing are live today at nycgo.com/nyc-winter-outing.

“Following an overwhelmingly positive response, we’re pleased to welcome NYC Winter Outing back for its second year, adding unmatched value to the enchanting experiences offered across the five boroughs during the winter months,” said NYC & Company president and CEO Fred Dixon.

New this year, NYC & Company’s global partnership with Mastercard provides Mastercard holders with exclusive offers that take advantage of NYC Winter Outing, including early access to reservations and tickets.

“It is Mastercard’s priority to provide cardholders with Priceless experiences in top travel destinations around the world across the passions that bring us together. Partnering with NYC & Company to simultaneously promote theater, dining and culture in NYC is the perfect way to emphasize that commitment,” said Cheryl Guerin, executive vice president of North America Marketing & Communications at Mastercard.

NYC Winter Outing details—including the 21 shows participating in NYC Broadway Week; museums, tours, attractions and performing arts venues participating in NYC Must-See Week; and restaurants participating in NYC Restaurant Week—can be found at nycgo.com/nyc-winter-outing. This landing page also features nycgo.com’s “favoriting” tool, which allows visitors to save a list of NYC Winter Outing participants that will be bookable once reservations for all three programs go live on January 8. Visitors can also sign up for nycgo.com emails to receive a reminder—including the “favorited” list—once the reservation period opens.



As of today, visitors can also book overnight accommodations at select hotels listed at nycgo.com/nyc-winter-outing to take advantage of some of the best rates of the year.

Furthermore, the NYC Winter Outing landing page provides inspiration through a handful of mini-itineraries, curated to unique traveler interests, that include an NYC Restaurant Week, NYC Broadway Week and NYC Must-See Week activity: "[An Art-Filled Day in NYC](#)," "[A Classic Day in NYC](#)," "[A Family Day in NYC](#)" and "[A Glam Day in NYC](#)."

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NYC Winter Outing is produced by NYC & Company and will include exclusive content on nycgo.com, and on Twitter and Instagram @nycgo, with hashtag #NYCWinterOuting. The program will be promoted via LinkNYC screens, PATH Stations and LIRR promotions.

About NYC & Company:

NYC & Company is the official destination marketing organization and convention & 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.

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