**NYC HOTEL WEEKSM RETURNS FROM JANUARY 3–FEBRUARY 12, 2023, OFFERING 23% SAVINGS AT MORE THAN 140 HOTELS**

**—Reservations Bookable Now at** [***nycgo.com/hotelweek***](https://www.nycgo.com/nyc-hotel-week)**—**

**—Countdown Begins to Fourth Annual *NYC Winter OutingSM, Presented by Mastercard®, Which Brings Together NYC & Company’s Signature Programs NYC Restaurant Week®, NYC Broadway WeekSM, NYC Must-See WeekSM and NYC Hotel WeekSM*—**

**—Travelers Invited to “Give the Gift of NYC” this Holiday Season with NYC Hotel Week Offer—**

**New York City (November 16, 2022)** —New York City Mayor Eric Adams and NYC & Company, New York City’s official destination marketing organization and convention and visitors bureau, today launched [**NYC Hotel Week**](http://www.nycgo.com/hotelweek) with the start of reservations available at [**nycgo.com/hotelweek.**](http://www.nycgo.com/hotelweek) Returning for its second year, NYC Hotel Week will run from January 3 through February 12, 2023, offering 23% savings off standard room rates at more than 140 hotels across all five boroughs, with additional properties expected to join.

Presented by preferred payment partner Mastercard, **NYC Hotel Week** 2023 participating hotels include Hard Rock Hotel New York; Lotte New York Palace; The Beekman, A Thompson Hotel; The Hoxton, Williamsburg; The Langham, New York, Fifth Avenue; New York Marriott Marquis; The William Vale; Radio Hotel; The Opera House Hotel, The Rockaway Hotel; Hilton Garden Inn New York/Staten Island and more.

“I am thrilled to announce the return of NYC Hotel Week, offering deals of a lifetime to an array of hotels across the City,” said **New York City Mayor Eric Adams.** “NYC Hotel Week kicks off the start of NYC & Company’s NYC Winter Outing Program, combining NYC Restaurant Week, NYC Broadway Week, NYC Must-See Week, and NYC Hotel Week. Whether you want to catch one of our world-class attractions, dine at the finest restaurants or unwind at our luxurious hotels, New York City has it all right here in our backyard, across all five boroughs. Our city is open for reservations, so book yours today!”

“NYC Hotel Week offers the best values of the year for travelers looking to visit the five boroughs or for New Yorkers treating themselves to staycations,” said **Fred Dixon**, **President and CEO of NYC & Company**. “When combined with other offers in our broader NYC Winter Outing promotion—like NYC Restaurant Week, NYC Broadway Week and NYC Must-See Week—tremendous values are to be had on virtually every aspect of a visit to New York City in January and February, making the winter season incredibly attractive. Hotel reservations are available now, and we invite everyone to plan a visit or give the gift of a stay in NYC to a loved one this holiday season.”

Hotel performance has held steady across New York City: the City continues to generate the highest weekly occupancy levels and average daily rates (ADR) among the top 25 markets, with fall 2022 hotel demand recovering around 90% of the 2019 benchmark each week. New York City has more than 124,000 hotel rooms in active inventory and another 11,000 rooms are expected to come online in the next three years.

The start of **NYC Hotel Week** reservations marks the countdown to the return of **NYC Winter Outing**, NYC & Company’s annual citywide value program. NYC Winter Outing, now in its fourth year, celebrates the City’s winter season with offers from NYC & Company’s signature programs: **NYC Restaurant Week**, **NYC Broadway Week**, **NYC Must-See Week**,and for the second year, **NYC Hotel Week**. NYC Winter Outing, which will run from January 17 through February 12, 2023, will combine deals across all five boroughs on dining, Broadway shows, attractions, museums, tours, performing arts and hotels. Bookings for NYC Restaurant Week, NYC Broadway Week and NYC Must-See Week will open to the general public on January 10 at [**nycgo.com/winterouting**](http://www.nycgo.com/winterouting).

"We are proud to partner once again with NYC & Company on their NYC Winter Outing program, which offers a plethora of opportunities for New Yorkers and visitors alike to enjoy the City's world class culture and hospitality," said the **Commissioner of the NYC Mayor’s Office of Media and Entertainment Anne del Castillo**. "As we've learned these past three years, New York City’s arts, entertainment and nightlife are truly the heart and soul of this city, and there’s no better cure for the wintertime blues than being out on the town in NYC."

As part of NYC & Company’s partnership with Mastercard, Mastercard cardholders will have exclusive access to an early booking presale period for **NYC Winter Outing** programs including **NYC Restaurant Week**, **NYC Broadway Week** and **NYC Must-See Week** from January 4–9 at [**nycgo.com/nycwinteroutingpresale**](https://www.nycgo.com/nyc-winter-outing-presale)**.**

Today’s announcement was set against the backdrop of NYC Hotel Week participant Hard Rock Hotel New York and included NYC & Company Board Chair Charles Flateman, NYC & Company President and CEO Fred Dixon, Mayor’s Office of Media and Entertainment Commissioner Anne del Castillo, New York City Council Member Erik Bottcher and Hard Rock Hotel New York Managing Director Karin Kopano. A video message from New York City Mayor Eric Adams was shared, as well as a special performance by the Radio City Rockettes.

As the holiday season begins, NYC & Company invites travelers and New Yorkers alike to experience the many festive offerings available throughout all five boroughs. Travelers are encouraged to give the gift of NYC this holiday season by booking an NYC Hotel Week stay for January and February. More information on holiday happenings are available in NYC & Company’s [**holiday press release**](https://business.nycgo.com/press-and-media/press-releases/articles/post/nyc-company-invites-global-visitors-to-celebrate-2022-holiday-season-in-new-york-city/).

This year’s anticipated vibrant holiday season comes amid NYC’s continued tourism rebound, with 6.5 million people expected to visit between Thanksgiving and New Year’s alone. Overall, 56.4 million people are projected to visit NYC by the end of 2022—capturing roughly 85 percent of record 2019 tourism levels. The City remains on track to return to or surpass 2019 visitation totals by 2024.

For NYC & Company’s latest news, visit [**nycgo.com/press**](http://www.nycgo.com/press).

**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://www.nycgo.com/).

**NYC Hotel Week Images/Media Assets:** [**https://spaces.hightail.com/space/8aBABo1BCU**](https://spaces.hightail.com/space/8aBABo1BCU)

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