DRIVING URGENCY WITH PARTNERSHIPS OCTOBER 26, 2022

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NYC & Company is the **official destination marketing organization** for the five boroughs of NYC.

Our mission is to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of NYC around the world.





THE POWER OF NYC HOSPITALITY

2019 NUMBERS

| VISITATION | ECONOMIC IMPACT | LOCAL TAX REVENUE | JOBS SUPPORTED |
|------------|-----------------|-------------------|----------------|
| 66.6M | \$72.2B | \$6.96B | 403,200 |

2021 NUMBERS

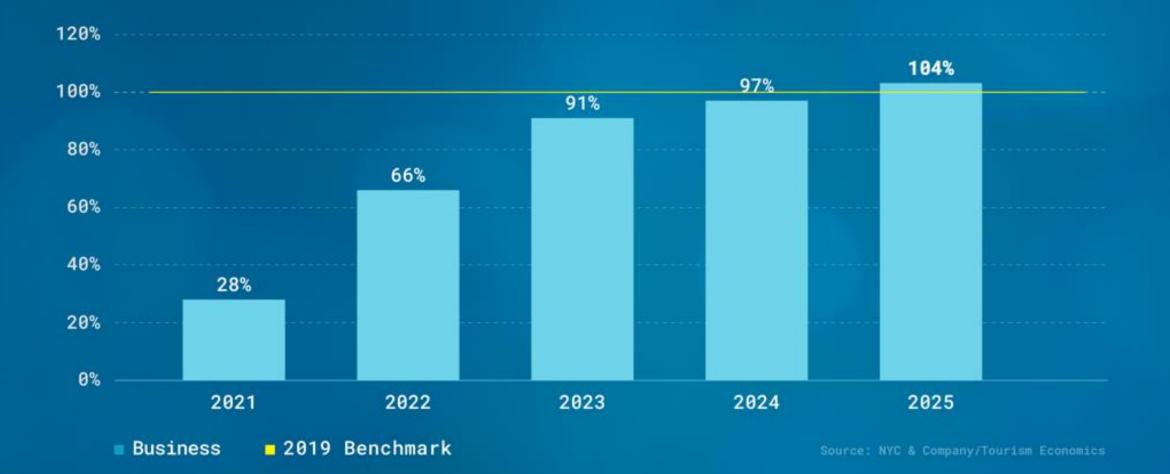
| 32.9M | \$45.8B | \$3.88B | 292.500 |
|--------------|-----------------|-------------------|----------------|
| VISITATION | ECONOMIC IMPACT | LOCAL TAX REVENUE | JOBS SUPPORTED |

NYC Visitation Domestic & International



Source: NYC & Company/Tourism Economics

Pace of Recovery Business



TOURSNERGOVERY CANPAGEN

IT'S TIME FOR NEAD YOR OF THE SECOND SECOND







2021 TOURISM CAMPAIGN: MESSAGING



SUMMER

FALL

HOLIDAY

WINTER (Q1)







NYC & COMPANY

VIBRANCY PROGRAMS

LOUS ATTOUC HIRTY YEARS NNC EE Jul 18 – Aug 21 NYCERESTAURANT WEEK®

NYC Sep 26–Oct 9 OFF-BROADWAY WEEK Preferred Payment Partner of NYC Off-Broadway Week⁵¹ tickets* Book now at NYCGO.COM

"Offer applies to eligible seats only. Certain terms and conditions may apply. Tiskets are in limited quantities and are subject to availability. Please visit myogo consist broadway week for additional details. 62022 NVC & Company, NVC OF Broadway Week log is a ngisterial mark of NVC & Company, Inc. Materiano at a sectional functional state of a control excision is a tradework of Materianat Informational Information



Off-Broadway Week









Get there with



Safety Information

While New York City is open, Covid-19 remains a reality for all of us. We aim to provide you with the most current information about our NYC Winter Outing programs, but due to ongoing developments, we recommend checking with venues before you go. Proof of vaccination is required for everyone age 5 and over to participate in indoor activities, including dining in restaurants and attending Broadway shows. Click the button for details on current vaccination and masking guidance.





nuary 18-February 13



January 18-February 13





NYC HOTEL WEEK

January 4-February 13

NYC & COMPANY



NYC: The Official Guide
Fri 12/17/2021 8:00 pm EST

NYC Winter Outing returns January 18—a bundle of offers to get you off the couch and living it up at attractions, restaurants,...

A New Way to Winter in NYC

| S | |
|----------------------|-----|
| Total Engagements () | 757 |
| Reactions | 219 |
| Comments | 6 |
| Shares | 9 |
| Post Link Clicks | 291 |
| Other Post Clicks | 232 |



O nycgo Fri 12/17/2021 4:30 pm EST

#NYCWinterOuting returns January 18: a bundle of offers to get you off the couch and living it up at attractions, restaurants,...



| Likes | 486 |
|----------|-----|
| | |
| Comments | 3 |
| Saves | 36 |



NYC: The Official Guide Tue 1/11/2022 10:15 am EST

Booking opens today for NYC Broadway Week, NYC Restaurant Week, and NYC Must-See Week! They're all part of NYC Winter...



| Total Engagements 🕕 | 297 |
|---------------------|-----|
| Reactions | 55 |
| Comments | 11 |
| Shares | 7 |
| Post Link Clicks | 138 |
| Other Post Clicks | 86 |



Enjoy a flurry of offers across the five boroughs, including prix-fixe drining at over 350 of NYC's best restaurants; 2-for-1 tickets to Broadway shows, museums, attractions and more, plus 22% off amazing hotel stays.









For safety information, including gualatiness shoul vaccituation and masking, see our connecting information page.



Aladdin - The Musical 🥑 Sponsored · 🚱

It's Broadway Week! And at the hit musical Aladdin, when you buy one ticket, you can get one free for perfo... See More



Aladdin on Broadway Cot your tickots today!

Book now



Come From Away 🥑 Just now · 🕄

Put a pin in The Schoenfeld! 🧡 📍 Get 2for-1 tickets to #ComeFromAway via NYC Broadway Week, now through... See More



MJ: the musical 🥑 Sponsored · 🕄

... X

Turn it up with Broadway's newest hit, MJ! Get 2-for-1 tickets to performances from January 18 - February 13. Use code: **BWAYWK**

...



WWW.TICKETMASTER.COM Buy One Ticket, Get One Free Book now NYC Broadway Week is Back!

Moulin Rouge The Musical -Broadway 🥑 Sponsored · 🚱

Get 2-for-1 tix for NYC Broadway Week (Jan 18 – Feb 13), and experience the Tony-winning spectacular Mo... See More

...



IT'S TIME FOR WINTER DEALS IN NYC Jan 18 – Feb 13



2-for-1 tickets to Broadway and attractions, prix-fixe dining and 22% off hotel stays*

PLAN YOU WINTER OUTING AT NYCGO.COM





NYC Hotel WeekSM

Book now

Start 2022 with something to look forward to - your next escape. With the first-ever NYC Hotel Week, quests will receive 22% off stays across the city.

NYC Winter Outing[™]

KAYAK

Next escape:

From January 18 through February 13, travelers can enjoy incredible offers across restaurants, Broadway shows, museums, tours and much more. Start booking your experiences now!



NYC Restaurant Week®

February 18.

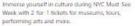
Learn more



NYC Broadway Week^{EM}

Celebrate the rich flavors of New York City during NYC Restaurant Week from January 18 through





NYC Must-See Week^{ast}

Immerse yourself in culture during NVC Must See





Learn more



This is a defining time in New York City

With something new (or renewed) at every turn. Anttrak provides hourly service to NVC from major cities throughout the Northeast, so you can skip the traffic and enjoy the ease, comfort and convenience of traveling directly to the heart of the City.

Remember to book early and save, whether you're planning to enjoy the only's many entertainment and dining options, see friends and family or attend a conference. New York City is just an Amtrak away.



NYC Winter Outing

A bundle of offers to get you off the couch and living it up at attractions, resturants, Boradway shows and hotel stays, <u>Start planning your NYC</u> getaway today. Take Amtrak to the heart of New York City.



Moynihan Train Hall is the new home of Amtrak in New York City.

Featuring state-of-the-art technologies and customer amenties, a spacous boarding concourse that bathes in sunlight from the 92-foothigh shqiptes, Maynitan Train Hall is a world-class station for a worldclass ony. Moynman Train Hall is located directly across from New York. Fenn Station as Bith Avenue in the historic james A. Farley Poot Office





AWAY

DEALS NYC 🗭 🖌 🖾

Take the MTA and Enjoy an NYC Winter Outing

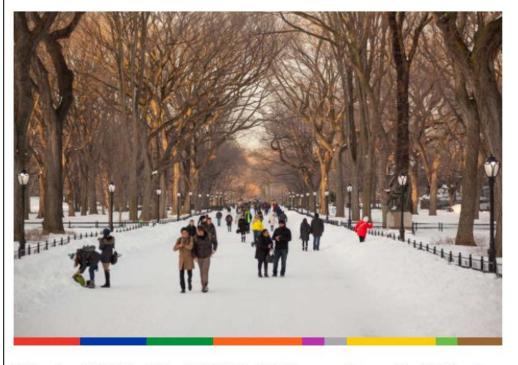
January 13, 2022



ARTS+CULTURE

nvcgo.com

EVENTS



Think you know NYC? Think again. Thanks to NYC Winter Outing^{5M}, you can explore more of New York City and its incredible culture, from the bright lights of Broadway to the creative culinary adventures of all five boroughs.

NYC Winter Outing includes loads of great deals on the things that make NYC a world-class destination. From January 18—February 13, take advantage of amazing offers including 2-for-1 tickets to **Broadway shows** and **NYC attractions**, savings on tasty **prix-fixe dining** citywide and **even 22% off hotels** across New York City.



Pad Lenno Those blackgirlsdotheater • Follow Paid partnership with nycgo Jef • Mai tai



blackgirlsdotheater After the most incredible weekend, thanks to NYC GO, we can't help but to think about how much we've missed the city.

In celebration of their NYC WINTER OUTING, we partnered with @nycgo to take advantage of their amazing Broadway and dinner bundle offers.

With 2-for-1 ticket deals, this is the perfect time to check off your #BroadwayBucketList without breaking the bank. Their NYC Restaurant Week deals also invite you to try a few new spots with a specially priced \$29/\$39/\$59 prix fixe dinner, for all budgets.

We kicked off the evening with Dominique Morisseau's Skeleton Crew at the Samuel J. Friedman Theater. One word: BRILLIANT. We've long been appreciators of Dominique's work — but this intimate look at Detroit's automotive community considers the lives of the women and men who have built the city with their blood, sweat and tears.

Next, we hit up Beauty & Essex for dinner. What looked like an unsuspecting pawn shop opened up to a vibrant restaurant with

Adams, Broadway stars invite tourists back with new incentive



BY DEAN MOSES dean.moses@amny. com

Mayor Eric Adams joined Broadway Stars Tuesday inside the Empire State Building to encourage tourists to flock back to the Big Apple.

Adams, Congresswoman Carolyn Maloney, and a gaggle of stage show stars literally threw the switch on a new tourist program Jan. 18. Dubbed the NYC Winter Outing Program, this initiative looks to bolster the business of a variety of New York City staples from restaurants and museums to hotels, Broadway shows, tours, and more through sales and exclusive deals that are commencing now through February.

"Of Brooklyn and New York and Queens and Manhattan and Staten Island. We have it all, and we are going to sell this good product that we have in our city," Mayor Adams said. "The launching today of the winter outing program. It is cost effective. It's a way of energizing New Yorkers to come back out to the New York City Restaurant Week. New York City and Broadway week,

New York City must see week, New York City Hotel week—all of them together combined. It's just sending one message: Why the heck are you going to Paris? Be here in New York City!"

The mayor underscored the importance of creating a motivation to bring travelers back to the city now after COVID-19 decimated many businesses. Pledging to not allow the deadly virus to define the city's future, Adams promised to support the city. Additionally, while the infection rates continue to remain high, Adams shared that the numbers have deceased thanks to what he believes are high vaccination rates and booster shots.

Nevertheless, Mayor Adams and Congress-Maloney cewoman mented their support for the program by flipping a switch in the Empire State Building's lobby before traveling to the very top where the pair overlooked the majestic city skyline. In order to celebrate the NYC Winter Outing Program, the Empire State Building will be lit up in light blue and white.



PHOTO BY DEAN MOSES

Mayor Eric Adams and Aladdin star James Monroe Iglehart christened the NYC Winter Outing Program with the flipping of a switch on Jan. 18.

