

NYC HOTEL WEEK TOOL KIT: WINTER 2024

To generate press and give out-of-town visitors and locals an incentive to plan trips and staycations to NYC in January and February, **NYC Hotel WeekSM** dates overlap with three other marquee programs: **NYC Restaurant Week[®]**, **NYC Broadway WeekSM** and **NYC Must-See WeekSM**. These four programs are bundled under the umbrella program **NYC Winter OutingSM**—designed to seize the season by grouping together the best deals of the year.

As part of this promotion, hotels will officially use NYC Hotel WeekSM as the offer name and extend a 24% discount on rooms for stays between January 3 and February 4, 2024. Potential guests may find out more information, browse hotels and book a room at nyctourism.com/nyc-hotel-week.

OVERALL NARRATIVE

2024 kicks off with the highly anticipated return of NYC Hotel Week. Get 24% off stays at a variety of New York City's most celebrated hotels for a little winter fun after the holiday rush (or start the new year with an adventure in any of the five boroughs). After checking in, explore more of the City with **NYC Winter Outing**—a flurry of seasonal offers on dining, attractions, Broadway shows and more.

KEY NYC HOTEL WEEK DATES

- **November 14, 2023:** Press announcement/general booking window opens to accept reservations
- **January 3–February 4, 2024:** Live program for NYC Hotel Week

KEY NYC WINTER OUTING DATES

- **January 3–4, 2024:** Exclusive BILT Mastercard cardholders' access for NYC Broadway Week and NYC Restaurant Week
- **January 5–8, 2024:** Mastercard presale for NYC Broadway Week and NYC Restaurant Week
- **January 9, 2024:** Press announcement for NYC Broadway Week, NYC Restaurant Week and NYC Must-See Week
- **January 9–15, 2024:** General bookings open for NYC Broadway Week, NYC Restaurant Week and NYC Must-See Week
- **January 16–February 4, 2024:** Live program for NYC Broadway Week, NYC Restaurant Week and NYC Must-See Week

PROMOTIONAL OUTLINE

New York City Tourism + Conventions will promote NYC Hotel Week with SEM and a robust paid digital plan inclusive of SEM, programmatic and native campaigns along with printed and digital bus shelters, LinkNYC screens, press efforts and through NYC Tourism's social media and email channels.

CHECKLIST FOR PROMOTING NYC HOTEL WEEK

If you would like to incorporate NYC Hotel Week messaging in paid media, send samples of your creative (online banners, CTV, digital billboards, etc.) before the start of the flight to Joe Becker at jbecker@nyctourism.com and Fernanda Melgoza at fmelgoza@nyctourism.com. Please allow one business day to receive comments and approval.

[Download](#) the program's key art and any of the following marks to include within your creative. Please let us know if we need to resize one of these logos for your use:

NYC Jan 3–Feb 4
HOTEL WEEKSM

NYC HOTEL WEEKSM
Jan 3–Feb 4

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NYC HOTEL WEEKSM
Jan 3–Feb 4

This is the program’s creative asset for your use (also included in the link):



You can also find scenic winter images of NYC for your use at the [same link](#).



When promoting NYC Hotel Week through paid or owned media, please:

- Use the official name of the program: NYC Hotel WeekSM
- Note the **Terms and Conditions**. The program’s legal details must be included in all web and email marketing materials: *NYC Hotel WeekSM is organized under the umbrella of NYC Winter OutingSM and is a proprietary program of New York City Tourism + Conventions, Inc.*

SOCIAL MEDIA PROMOTION

Promotion to our nearly 2 million followers across Instagram, Facebook and X (formerly Twitter) will focus on the amplification of participants’ messaging.

- Follow the [@nyctourism](#) handle on [Instagram](#), [Facebook](#) and [Twitter](#).
- Be sure to tag [@nyctourism](#) on your posts, stories and photos and to use the hashtag [#NYCHotelWeek](#) in your captions.
- **Help us make a splash on social media!**
 - **Tuesday, November 14, at noon:** Post a Reel or Instagram Story announcing your hotel’s participation in the program.
 - **Friday, January 5, at noon:** Post a Reel or Instagram Story spotlighting something you’re excited about during this season of NYC Hotel Week—it could be a cool winter activation or a fun fact/special feature about your hotel that you’re excited about. Stumped? Here is a thought

starter: “What is one thing about your hotel that guests are always sharing on IG?”

Share both as a Reel or to your Stories and tag **@nyctourism**. Be sure to also use both **#NYCHotelWeek** and **#WhatsGoodNYC** in your caption—we’ll reshare all posts in our Instagram Stories.

Find more best practices for using social media to promote NYC Hotel Week [here](#).

SAMPLE SOCIAL COPY

Feel free to copy these directly or tailor them to your brand voice. You can mix and match these taglines as needed. These posts mirror our own messaging cadence; we will announce the program, reveal participants and open booking on November 14 (supported by paid social), announce that the program is live on January 3 and share a last-chance message on January 22.

- 11/14/2023 **Program reveal & reservations open / Social media splash (Instagram Reels or Story posts)**
Get your suitcases ready for a new adventure! #NYCHotelWeek is happening Jan 3–Feb 4, 2024. Book a stay at the fabulous [HOTEL NAME] for your #NYCWinterOuting on @nyctourism. We can’t wait to welcome you!
- Pack your bags and meet us in the lobby of [HOTEL NAME] for #NYCHotelWeek. Enjoy 24% off any Stay from Jan 3–Feb 4. We can’t wait to see you at check-in. Book now at @nyctourism.
- Please be sure to tag @nyctourism in your Instagram story posts so that we can reshare it to our own story stream.*
- 1/3/2024 **Program live**
#NYCHotelWeek starts today and there are still plenty of rooms up for grabs at [HOTEL NAME]. You’ll save 24% off your stay when you come to the City for #NYCWinterOuting.
- #NYCHotelWeek starts today—but reservations are still open! Book your stay and save 24% at [HOTEL NAME]. Don’t forget to check out deals on shows, dining and more to fully enjoy this year’s #NYCWinterOuting. #WhatsGoodNYC @nyctourism
- 1/5/2024 **Social media splash (Instagram Reels or Story posts)**
A must-see during your stay at [YOUR HOTEL]: our [SPECIAL FEATURE/ACTIVITY]! Book now to catch it and get 24% off your reservation. Book now at @nyctourism #NYCHotelWeek #WhatsGoodNYC
- Did you know [FUN FACT ABOUT YOUR HOTEL]? There’s plenty more to explore and experience during your stay at [YOUR HOTEL]. Book now and save 24% when you book during #NYCHotelWeek at @nyctourism #WhatsGoodNYC
- Please be sure to tag @nyctourism in your Instagram story posts so that we can reshare it to our own story stream.*
- 1/22/2024 **Last Chance**
Don’t miss out on an epic stay in NYC! #NYCHotelWeek is checking out soon and there’s still time to book incredible rooms across the five boroughs. Reserve now to get 24% off at [YOUR HOTEL]. See you soon!

It's your last chance to save 24% when you book [YOUR HOTEL] during #NYCHotelWeek! From our friendly staff to our cozy rooms, there's plenty you don't want to miss. Make plans and book now. @nyctourism

Please include the following link in your posts on X (formerly Twitter):

https://www.nyctourism.com/nyc-hotel-week?cid=nycos_hw_twitter_w24_toolkit_tweet

Please include the following link for your Facebook posts:

https://www.nyctourism.com/nyc-hotel-week?cid=nycos_hw_fb_w24_toolkit_post

Link for your Instagram posts and stories:

https://www.nyctourism.com/nyc-hotel-week?cid=nycos_hw_ig_w24_toolkit_post_stories