

# NYC RESTAURANT WEEK®

## Jan 16–Feb 4

### PRESENTED BY NEW YORK CITY TOURISM + CONVENTIONS

We are pleased to announce the plan for NYC Restaurant Week Winter 2024. With five boroughs of classic city dishes, diverse flavors and cutting-edge culinary creativity, NYC Restaurant Week is designed to attract travelers and locals to hundreds of eateries during the winter while offering incredible value on multicourse dining.

### WHEN IT'S HAPPENING

- Registration Deadline: Oct 31  
(to guarantee inclusion for website launch)
- Early Access for BILT Mastercard Cardholders: Jan 3–4
- Mastercard® Exclusive Pre-Booking: Jan 5–8
- Reservations Open/Press Announcement: Jan 9
- Program Live: Jan 16–Feb 4



### THE DETAILS

#### REGISTER EARLY

Thanks to generous support from the Mayor's Office of Media & Entertainment, **the first 50 registrants in each of the six regions outlined below will receive complimentary registration** (one per restaurant group/related restaurants) for the 2024 winter and summer programs. Their support also covers the nearly 50% discount on the participation fee for any restaurants that do not receive complimentary registration. These fees will directly support the robust marketing plan for the program. NYC Tourism is a 501(c)6 organization, and membership dues, including the participation fees for NYC Restaurant Week, are crucial for the continued success of the program.

#### REGISTRATION FEE

Register by Oct 31 to receive early bird pricing.

#### Manhattan Restaurants South of 110th St.

Early Bird (by 10/31): \$1,650; Regular (after 10/31): \$1,900

**The Bronx/Brooklyn/Queens/Staten Island/Manhattan North of 110th St.** Early Bird (by 10/31): \$975; Regular (after 10/31): \$1,200

#### IT'S FLEXIBLE

You can participate during lunch and/or dinner at either the \$30, \$45 or \$60 price point. (Tax and gratuity are not included in these price points.)

Monday–Friday mandatory; Sunday optional; Saturday excluded. Restaurants may opt in for 1, 2 or all 3 weeks of the program. Restaurants may opt to offer lunch only, dinner only or both.

#### ATTRACT NEW DINERS, REWARD YOUR REGULARS

Pending eligibility, all restaurant participants will be automatically enrolled in a Mastercard statement credit promotion.

#### BENEFIT FROM WIDESPREAD EXPOSURE

The program will be widely promoted to locals and regional visitors through out-of-home media, paid search, paid social, NYC Tourism channels, partner channels like Mastercard and through our public relations efforts.

Please note that Manhattan (South of 110th St) and Brooklyn sold out of complimentary spots during winter 2023 registration.

### HOW TO PARTICIPATE

If you participated in NYC Restaurant Week Summer 2023, you will receive registration details via email. Registration for past participants is available via the **members-only section**. If you are new to the program, please fill out **this interest form** and we will contact you with next steps.

Please contact [nycrestweek@nyctourism.com](mailto:nycrestweek@nyctourism.com) with any questions.

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Terms apply. Offers will vary. Beverages (including alcohol), gratuity, taxes and additional costs are not included in the NYC Restaurant Week price, unless otherwise noted by the individual restaurant. Available while supplies last. Please visit [nyctourism.com/rw](http://nyctourism.com/rw) for additional details.

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