The Shackman Group
DESTINATION & EVENT MANAGEMENT

NEW YORK
WINTER HIGHLIGHTS

A Seasonal Guide for Corporate Planners



FROM THE SHACKMAN GROUP

Why Winter in New York?



If you're considering New York for an upcoming meeting, incentive, or event, winter might not be the first season that comes to mind… but we think that's part of what makes it so special!

The holidays bring an unmistakable energy, where illuminated streets, festive window displays, and timeless traditions become part of the guest experience.

Once the new year arrives, the city reveals another side of itself. The holiday crowds begin to thin, reservations become easier to secure, schedules open up, and there's greater flexibility to shape a program around your group's goals.



This isn't meant to be a traditional destination guide. Think of it instead as the beginning of a planning conversation.

The pages that follow explore some of the ideas, experiences, and planning perspectives that make winter a compelling season for meetings, incentives, and events. Every group begins with a different objective, and we hope this guide becomes the starting point for a conversation about yours.

If this guide finds its way into a future planning session, site visit, or conversation, then we've accomplished exactly what we hoped.



PLANNER INSIGHTS

Advantages Worth Considering...





GREATER FLEXIBILITY

The second half of winter often brings greater availability across hotels, venues, and attractions. With fewer scheduling constraints, planners have more freedom to secure preferred dates, explore unique spaces, and build a program around their goals rather than what's available.

EXCEPTIONAL VALUE

Winter can create opportunities to stretch program budgets further. Rather than simply reducing costs, planners are able to invest in more meaningful upgrades such as elevated dining experiences, distinctive venues, premium transportation, or memorable guest touches.



CULTURE TAKES CENTER STAGE

As the weather encourages guests indoors, New York's museums, performing arts, architecture, and culinary scene naturally create opportunities for richer storytelling, meaningful conversations, and a deeper appreciation of the city's culture and character.





CONTRASTING RHYTHMS

Winter unfolds in distinct phases. The energy and tradition of the holiday season create a vibrant backdrop for celebrations, while the quieter weeks that follow offer a different atmosphere, allowing planners to choose the rhythm that best complements their program objectives.

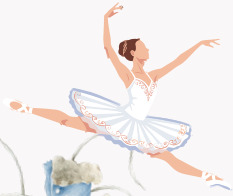
THE *New York* WINTER CALENDAR



NOVEMBER

- Macy's Thanksgiving Day Parade
- Holiday Markets Open
- Rockefeller Center Christmas Tree Lighting

Ideal for: *Holiday incentives, client appreciation events, and year-end celebrations*



DECEMBER

- Holiday Shows (Radio City Christmas Spectacular, The Nutcracker, Big Apple Circus, etc…)
- Fifth Avenue Holiday Windows
- Ice Skating at Rockefeller Center & Bryant Park



Ideal for: *Memorable guest experiences, VIP entertainment, and festive celebrations.*



JANUARY

- NRF: Retail's Big Show
- New York Boat Show
- Winter Jazzfest
- NYC Restaurant Week
- Broadway Week



Ideal for: *Kickoffs, leadership retreats, and strategic meetings, with greater seasonal flexibility.*

FEBRUARY

- New York Fashion Week
- Lunar New Year festivities



Ideal for: *Executive meetings, advisory boards, incentive programs, and customer appreciation events paired with seasonal cultural experiences.*

YOUR WINTER PROGRAM

...with the Shackman Touch



Meetings Above the City

An early afternoon meeting with skyline views naturally transitions into sunset and an evening cocktail reception, all without leaving the room.

We time your agenda to transform one venue into two experiences.



Behind Closed Doors

When temperatures drop, museums become an indoor escape and an intimate setting for private tours, champagne, and conversations that continue beyond the gallery.

Our local relationships help uncover bespoke exclusive experiences



Iconic Winter Traditions

From illuminated avenues to festive traditions, the vibrant city is woven into the guest experience. The magic is undeniable, but so are the crowds.

We navigate city moments with thoughtful routing, transportation, and on-site support.



Holiday Classics on Stage

The Rockettes, The Nutcracker, and seasonal performances create memorable evenings that can only be experienced this time of year.

We can enhance the evening with exclusive opportunities such as backstage meet-and-greets.

READY TO EXPLORE *Winter* IN NEW YORK?

The Shackman Group is a woman-owned, owner-operated destination management and event production company dedicated exclusively to New York City and the tri-state area.

For more than 30 years, our team has combined creative expertise, operational precision, and deep local relationships to design highly polished meetings, incentives, and events. With hands-on leadership and white-glove service, we bring imagination, logistics, and local insight together to create programs shaped around each client's goals.

Let's start planning!

Scan to explore more program inspiration and connect with our team.

www.shackmanny.com