



ULTERIOR  
EVENTS

*Let's Talk...*

**NEW YORK**





**Top Left:** Hospitality at  
The Yankees  
**Bottom Left:** Yankees  
Stadium  
**Bottom Centre:**  
The Westin New York  
at Times Square  
**Main Photo:** Beauty &  
Essex





Top Left: NYPD  
exclusive tour  
Bottom Left: Times  
Square  
Bottom Centre:  
Hospitality at the  
Yankees Stadium  
Main Photo:  
Downtown STK

# FULL STORY

## OFF INTO THE BIG APPLE

Exiting JFK is a day one highlight in itself! And then it's off to The Westin Hotel in Times Square. Location, location, location is what it's all about at this property, plus a fabulous welcome lunch with some spicy chicken quesadillas, washed down with a cold Budweiser, or two. New York Yankee caps as a welcome gift and then it's off into the Big Apple for some time to explore. What's for dinner you ask? It's got to be a steak, and a big one at that. Cooked to perfection with a few sides (standard) on a rooftop setting in Downtown STK. After dinner, it's a subway back to central for late night drinks NYC style.

## A NIGHT OF BASEBALL HOSPITALITY

It's New York Yankees Day as the group take the Yankee fan Subway to the iconic Yankees Stadium for a night of baseball hospitality watching the last game of the regular season. On tap hot-dogs (what else?!) and pizza, endless Bud and a great view of the action makes this a properly memory-making moment. To see the Yankees play in the Bronx is an unforgettable experience. After the game, we subway back to central and hook up a sports bar for post match revelry into the early hours.

## NYC TOUR WITH A DIFFERENCE

You want to do a NYC tour with a difference? How about a couple of hours with Detective X (name withheld) walking the streets of the city, seeing some 'behind the scenes' sights and hearing at first hand thrilling stories from the main man? It's not everyday you sit on a bus in Harlem watching stuff go on to a running commentary as to who's who in the picture. Have you watched NYPD Blue? This is like living it in real time.

What better place for a lunch stop than Heartland Brewery Chop House for stacked burgers and cold beers before strolling back to the hotel.

Come evening was dinner at Beauty & Essex, one of New York's most popular venues. In the fashionable Lower East Side district, B&E has maintained its status at the top of the tree for some time and with a semi-private dining area, a raucous atmosphere, fab food and impeccable service, this is a great place to finish our trip.

## LEISURE TIME BEFORE HOME TIME

Departure morning is spent at leisure before we head to JFK for our journey home.

This is an example of an itinerary for 17 people. All our itineraries are completely bespoke and subject to suitability and availability.

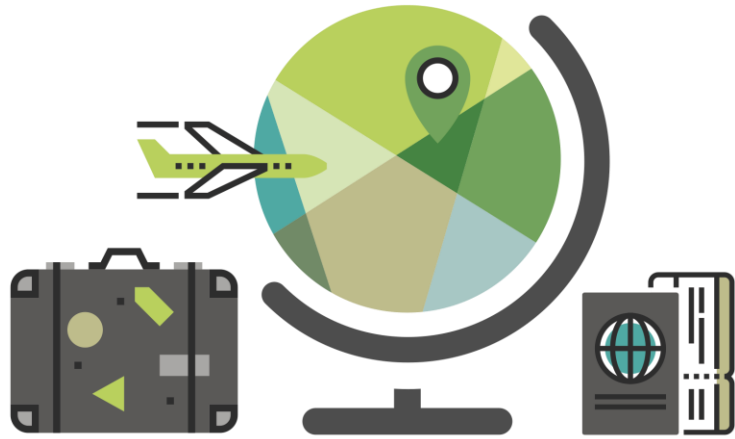


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# DAY BY DAY

Date	Morning	Noon	Night
Day 1	<p>Guests to check in for flight to New York JFK. <i>A member of Ulterior staff will be at the airport to meet guests and hand out their travel documents.</i></p> <p>Morning departures to New York JFK from the UK.</p>	<p>Arrive in to New York JFK.</p> <p>Private transfer to The Westin New York at Times Square.</p> <p>Welcome lunch at the hotel followed by a private check in and time at leisure.</p>	<p>Private transfer to dinner.</p> <p>Dinner on the terrace at Downtown STK</p> <p>Overnight at The Westin New York at Times Square.</p>
Day 2	<p>Breakfast at leisure in the hotel.</p> <p>Morning at leisure to explore the city.</p>	<p>Lunch at leisure.</p> <p>Transfer by subway to New York Yankees Stadium.</p>	<p>Transfer by Subway to New York Yankees Stadium.</p> <p>Hospitality in a semi-private suite before taking seats to watch New York Yankees vs Toronto Blue Jays.</p> <p>Overnight at The Westin New York at Times Square.</p>
Day 3	<p>Breakfast at leisure in the hotel.</p> <p>NYPD Tour of Harlem and The Bronx with a retired NYPD officer.</p>	<p>Lunch at Heartland Brewery Chophouse.</p> <p>Return to the hotel for the remainder of the afternoon at leisure.</p>	<p>Private transfer to farewell dinner.</p> <p>Dinner at Beauty &amp; Essex.</p> <p>Overnight at The Westin New York at Times Square.</p>
Day 4	<p>Check out of hotel and depart to the airport for a morning departure.</p> <p>Return flights from New York JFK to the UK.</p>		



**GET IN TOUCH. LET'S TALK ABOUT YOUR  
NEXT INCENTIVE. THROW AROUND SOME  
IDEAS. OR JUST PICK OUR BRAIN.**

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**CASE STUDIES**

