



Holidays at Rockefeller Center

2022-2023 Media Recap

Prepared by RUBENSTEIN



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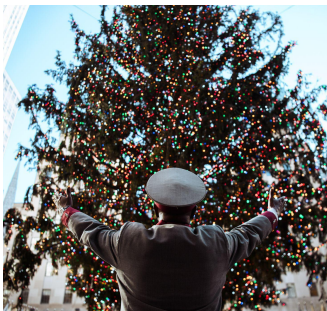
Overview

Once again, Rockefeller Center was *the* place to be for the holidays this winter, and the media coverage reinforced that. From the world-famous ice-skating rink to the iconic Rockefeller Center Christmas Tree, there was no shortage of joy and cheer surrounding the multitude of festive installations and activations. The RUBENSTEIN team publicized all the Center had to offer in local, national and international media.

Unsurprisingly, the Christmas Tree was the centerpiece the holiday media coverage. Thousands of media outlets covered every stage of the tree's journey to campus, including its location, cutting, arrival, lighting, and removal. The RUBENSTEIN team coordinated all tree related moments.

This year, in addition to traditional media outreach, we also enlisted the help of influencers to create content about the tree. Content creators attended the Tree Arrival and/or the Tree Lighting, with a total following of over 5.2M and over 45.4M total views.

This year's holiday media coverage included **16,000+** media stories across TV, print, online and social media, with a potential audience reach of over **8.9 billion**.



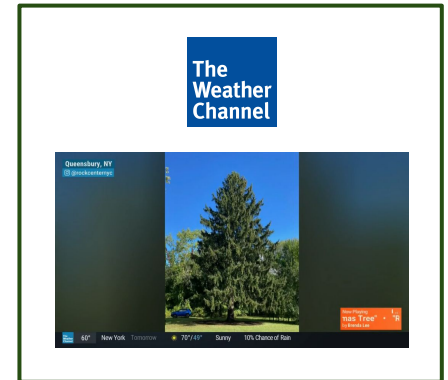
Tree Location Announcement

On November 1, it was announced that this year's Rockefeller Center Christmas Tree hailed from Queensbury, New York and was donated by the Lebowitz family of Glens Falls.

The tree's location was initially revealed on social media, and an alert was sent to local and national media.



Media Highlights



Media Highlights



Get a first look at the 2022 Rockefeller Center Christmas tree



Rockefeller Center has selected its 2022 Christmas tree – and it's huge!

The best time of the year is finally here!

On Tuesday, Nov. 1, Rockefeller Center unveiled its new Christmas tree, which will be sitting in the middle of the plaza above the iconic skating rink.

The Norway Spruce is 82 feet tall, 50 feet wide and weighs 14 tons. It's also approximately 85 to 90 years old. This year, the tree was found in Queensbury, New York. Last year, it hailed from Maryland and was a mere 79 feet tall.



Rockefeller Christmas Tree unveiled: 90-year-old Norway Spruce - standing 82-foot-tall - will be chopped down and transported 200 miles from upstate New York to Manhattan where it'll be adorned with 50,000 lights and topped with a Swarovski crystal star

In a return to tradition this year's Rockefeller Christmas tree will come from Queensbury in upstate New York, around 40 miles north of Albany.

The 90-year-old Norway Spruce stands 82-foot tall, 50 feet in diameter and weighs 14 tons, Rockefeller Center said.

The tree will be cut down in the coming days before being driven just over 200 miles south to Manhattan on a 125 foot telescoping trailer.



Rockefeller Center Christmas Tree will come from upstate New York

Midtown Manhattan will soon be spruced up for the holidays.



Holiday season kicking off in NYC with selection of Rockefeller Center Christmas Tree



The 2022 Rockefeller Center Christmas tree has been chosen



Get a first look at this year's Rockefeller Center Christmas Tree



Upstate tree to take center stage at Rockefeller Center

The 2022 Rockefeller Center Christmas tree has been chosen. According to Rockefeller Center's official Instagram, the 2022 tree will be an 82-foot-tall Norway Spruce from Queensbury.



Media Highlights



Rockefeller Center Christmas Tree: 2022 Selection Revealed

The 2022 Rockefeller Center Christmas Tree is an 82-foot tall Norway Spruce coming from Queensbury, New York, and arriving later this month.

The 50-foot wide, 14-ton tree, donated by the Lebowitz family of Glens Falls, is believed to be about 85 to 90 years old.

It will be cut down in a few days and transported roughly 200 miles south to Manhattan. After its trek, the tree will be dressed with more than 50,000 LED lights and topped with a Swarovski crystal star.

The holiday icon will be lit on the evening of Nov. 30 in a live broadcast on NBC. (After the season ends, the tree will be taken down and milled into lumber that is donated to Habitat for Humanity.)



2022 Rockefeller Center Christmas Tree selected



2022 Rockefeller Center Christmas Tree is a Norway Spruce grown in New York



This year's Rockefeller Center Christmas Tree comes from upstate New York



PHOTO: 2022 Rockefeller Center Christmas tree revealed, hails from upstate NY



Here's a first look at the 2022 Rockefeller Center Christmas tree

STATEN ISLAND, N.Y. — New York City is getting ready to spread holiday cheer through its iconic Christmas tree at Rockefeller Center.

An 82-foot-tall, 14-ton Norway Spruce from Queensbury, N.Y., has been chosen to take center stage at Rockefeller Center this year. The tree, donated by the Lebowitz family of Glens Falls, N.Y., will be cut down on Thursday, Nov. 10. It will then travel more than 200 miles by flatbed to arrive on Saturday, Nov. 12, at Rockefeller Center in Manhattan, where it will eventually be illuminated for the world to see.



Christmas already? Music on radio, Rockefeller Center tree found in Queensbury



Queensbury evergreen chosen as 2022 Rockefeller Center Christmas Tree



New York — Capital Region representation in New York City this holiday season: the 2022 Rockefeller Center Christmas Tree is coming from Queensbury.

Social Media Highlights



The 2022 Rockefeller Center Christmas tree is here
And it's huge!



This year's Rockefeller Center Christmas Tree has been selected!



The 2022 Rockefeller Center Christmas tree has been chosen trib.al/TQ8xZ8i



FIRST LOOK AT ROCKEFELLER CENTER TREE

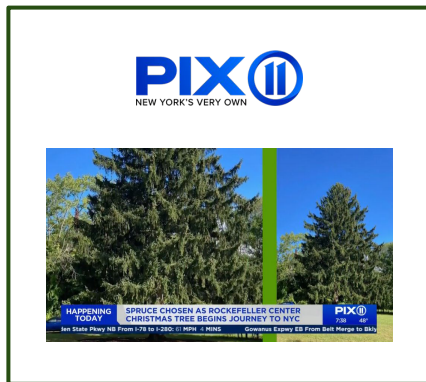
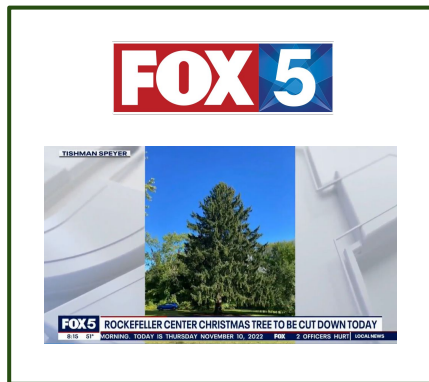
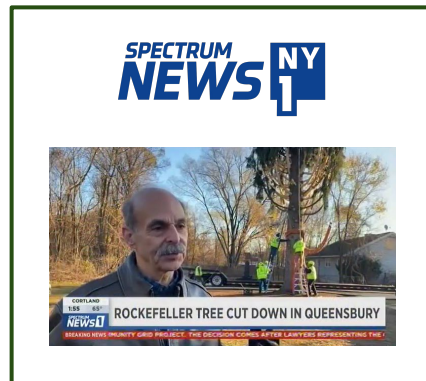
Tree Cutting

On November 10, the approximately 14-ton Norway Spruce was cut down and began its journey to Rockefeller Center.

New York City, Queensbury, and Albany media were invited to gather in upstate New York to watch the Tree Cutting and speak to Tree Donor Neil Lebowitz and Head Gardener Erik Pauze.



Media Highlights



Media Highlights



Rockefeller Center Christmas tree set to begin its journey to NYC



The 2022 Rockefeller Christmas Tree Has Been Cut Down and Is on Its Way to NYC



Rockefeller Christmas tree cut down ahead of journey to NYC

'Tis the season, already.
The massive Christmas tree that will light up TV screens across the country and draw gawking tourists to Rockefeller Center next month began its journey to the Big Apple Thursday.
The 82-foot-tall, 50-foot-wide Norway Spruce was cut down in upstate Queensbury and hoisted onto a large truck for the more than 200-mile drive down to Midtown Manhattan, according to WITEN-TV.
The 90-year-old tree has been preparing for the journey since it was donated by the Lebowitz family of Glens Falls, NY earlier this year, according to the station.
"We're feeding it, we're watering it through the summer. Then about a week and a half ago, we came up, we started tying the tree, wrapped each branch individually to be it up. We have to get it down from 50 feet to 14 feet so we can travel on the 'Throwaway,'" Erik Plautz, the head gardener at Rockefeller Center, said.



Owner of Rockefeller Christmas tree cut in Queensbury: 'It's our gift to everybody'



Crew Prepares to Chop Down 2022 Rockefeller Center Christmas Tree



82-foot-tall Christmas tree set to arrive at Rockefeller Center on Saturday

QUEENSBURY, New York (WABC) -- There's nothing like the holiday season in New York City and on Thursday, Christmas was one step closer to kicking off in the big apple.

Workers cut down the tree destined for Rockefeller Center today.

This year, the tree is [a Norway Spruce coming from Queensbury, NY.](#)

The 82-foot-tall tree will travel over 200 miles to Rockefeller Center.



Rockefeller Center Christmas cut down, makes its way to NYC for holiday season



A first peek at the 2022 Rockefeller Center Christmas tree ahead of its journey to NYC



Social Media Highlights



This year's Rockefeller Center Christmas tree is being cut down in Queensbury, New York, on Thursday before making its way to New York City!

The tree-lighting ceremony will take place on Nov. 30.



0:13 | 3,350 views

Rockefeller Christmas tree

* SECRET NYC



Rockefeller Center Christmas Tree heading to NYC from Queensbury



wnyt.com

Rockefeller Center Christmas Tree heading to NYC from Queensbury

For years, when you would drive down Main Street in Queensbury, you may have spotted a big Norway spruce. Now it's headed to New York City.

Tree Arrival

The Rockefeller Center Christmas Tree arrived on November 12, officially kicking off the holiday season in New York City.

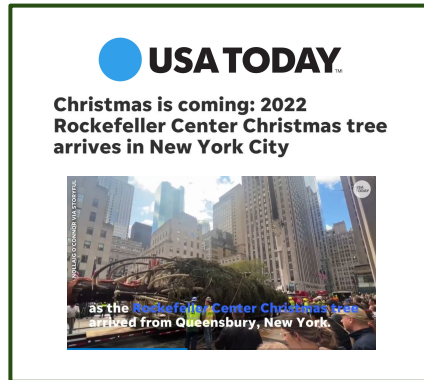
In addition to spectators, metro broadcast, photographers, radio, and influencers attended to watch and document the Tree Arrival.



Media Highlights



Media Highlights



Media Highlights



Rockefeller Center Christmas tree arrives in Manhattan as New York starts seeing signs of the season



Rockefeller Christmas Tree Arrives in NYC – Here's When You Can See It



Iconic Rockefeller Center Christmas tree arrives in NYC: 'It's a special tree'



As of Saturday, the holiday season is officially underway in [New York City](#) after the iconic Rockefeller Center Christmas tree arrived in the Big Apple Saturday after a 200-mile trek.

Despite light rain on Saturday, approximately 100 people watched the 82-foot Norway spruce be hoisted into place in Rockefeller Plaza Saturday afternoon.



2022 Rockefeller Center Christmas Tree arrives from upstate New York



Rockefeller Center Christmas Tree arrives in New York City after 200-mile trip from upstate New York



Rockefeller Center Christmas tree arrives in NYC



The 2022 Rockefeller Center Christmas Tree has arrived in NYC



The Rockefeller Center Christmas Tree has arrived in Midtown, marking the start of the holiday season in New York City. Donated by a family in Glens Falls, New York, the 82-foot-tall Norway Spruce tree is 50 feet wide and weighs about 14 tons. After its



2022 Rockefeller Center Christmas Tree Arrives, With No Owls In Sight



MIDTOWN MANHATTAN, NY — One of New York City's oldest and oddest holiday traditions resumed over the weekend, as a

Social Media Highlights

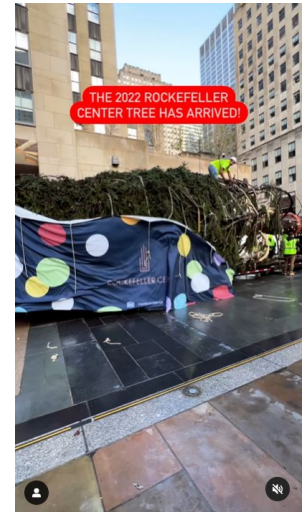
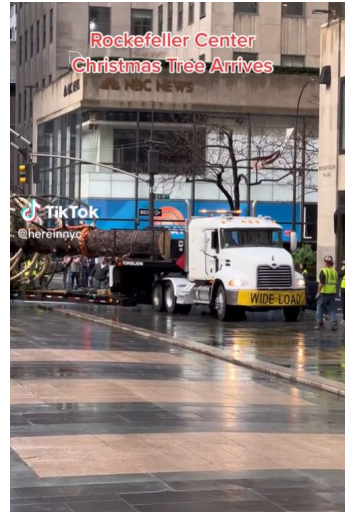


* SECRET NYC



Influencer Highlights

21 posts from 4 influencers had a total of 40.3M views.



Tree Lighting

The world-famous tree was lit on November 30, surrounded by enthusiastic spectators and broadcast nationally on NBC. For the first time, select influencers were invited to attend and create content at the Tree Lighting.



Media Highlights



Media Highlights

DAILY NEWS



AP ASSOCIATED PRESS

Rockefeller Center Tree



TODAY

'Christmas in Rockefeller Center' live updates: See all the performances and best moments

Ho, ho, ho! It's the holidays and what better way to kick off the season than with the annual lighting of New York's very own Rockefeller Center Christmas tree?

This year marks the 90th anniversary of the beloved tradition and we've got the lowdown on all the festivities and show-stopping performances at NBC's "Christmas in Rockefeller Center," as they happen, including an appearance by Mother Nature, who has decided to cooperate just in the ol' Saint Nick of time.

NBC NEWS

All the Celebs Going to the 2022 Rockefeller Center Tree Lighting—Including Blake and Gwen

The 2022 Rockefeller Center Christmas tree lighting ceremony is airing Wednesday, November 30, and you won't want to miss out on one of the best ways to get into the holiday spirit! As part of the Christmas at Rockefeller Center special on NBC, the event will be hosted by NBC News' TODAY coanchors Savannah Guthrie, Hoda Kotb, Craig Melvin, and ACCESS Hollywood's Mattie Majors. But they aren't the only ones set to be at the ceremony, as this year's lineup is stacked with A-listers. But who, exactly, should we expect to see at the 2022 Rockefeller Center tree lighting? Read on, below.

Which celebrities will be at the 2022 Rockefeller Center tree lighting?

Celebs set to make an appearance are as follows: Jimmie Allen, Andrea Bocelli, Matteo Bocelli, Virginia Bocelli, Brent Eldredge, David Foster and Katharine McPhee, Mickey Guyton, Alicia Keys, Amy Poehler, Radio City Rockettes, Maya Rudolph, The Muppets of Sesame Street, Dan + Shay, Blake Shelton, The Shindellas, Gwen Stefani, Louis York, and more to be there. Let the countdown begin!

Daily **Mail**.com

Let there be lights! NYC kicks off the holiday season by flicking the switch on the Rockefeller Christmas tree lights.... All 50,000 of them



THE U.S. Sun

LIGHT EM UP Rockefeller tree lighting



NEW YORK POST

Moments from the Rockefeller Center Christmas tree lighting



DAILY NEWS

Rockefeller Center Christmas tree lights up in NYC



New York City kicked off the holiday season with the lighting of the Rockefeller Center Christmas tree on Wednesday night.

Media Highlights



Rockefeller Center Christmas Tree officially lit up



It's beginning to look a lot like Christmas now that the tree at Rockefeller Center is lit for the season.
This year's tree is a 90-year-old Norway Spruce from Queensbury, New York.



Rockefeller Center Christmas tree lighting unofficially kicks off the holiday season in New York City



Listen Up Live: Rockefeller Center Christmas Tree Lighting 2022



Rockefeller Center Christmas Tree lit for holiday season



Crowds came out to see Rockefeller Center's 90th annual tree-lighting ceremony, despite weather



How to watch the '90th Annual Christmas at Rockefeller Center show' tonight (11-30-22) | TV, live stream and time

One of New York City's most popular Christmas traditions will take place Wednesday (Nov. 30, 2022) with The Rockefeller Center Christmas Tree Lighting Ceremony at 8 p.m. ET.

The show will air on NBC, but if you don't have cable you can watch it on [Philo TV](#) and [DirecTV Stream](#), two streaming services that carry most of the major networks your local cable company provides.



PHOTOS: Rockefeller Center Christmas tree lighting kicks off 2022 holiday season



50k lights illuminate Queensbury tree in NYC



Social Media Highlights

The New York Times



✳ SECRET NYC



TimeOut
New York

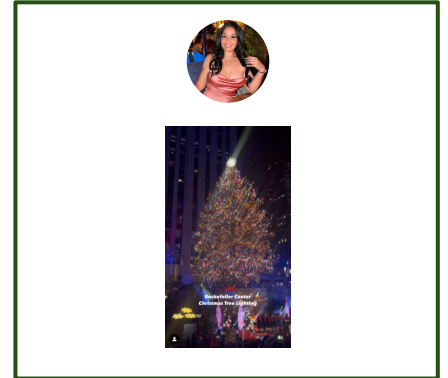
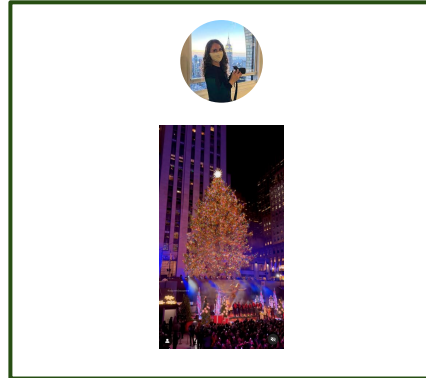
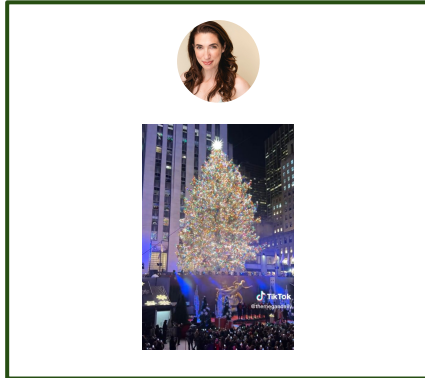
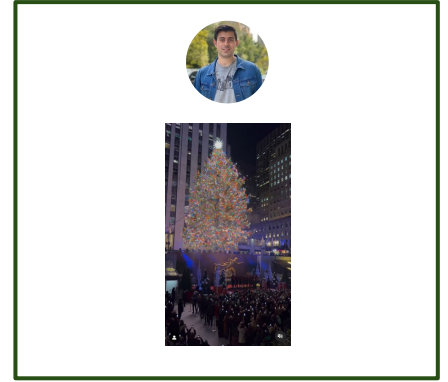
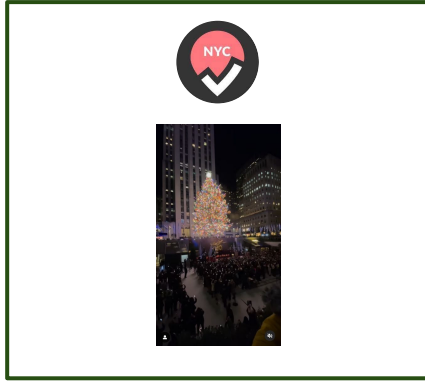


See photos of the Rockefeller
Center Christmas Tree
through the years

TimeOut

Influencer Highlights

22 posts from 9 influencers had a total of 4.1M views.



Tree Removal

The lights on the Rockefeller Center Christmas Tree were turned off for the season on January 14 and the removal process began, signifying the end of the holiday season. Coverage included mentions by the *TODAY Show*, *Secret NYC* and *ABC Albany*. We are also working on year-round story with the *TODAY Show* about the disposal of the tree and its prolonged life as wood for Habitat for Humanity.



Media Highlights

* SECRET NYC

The Iconic Rockefeller Center Christmas Tree Will Be Removed This Weekend



Another [holiday season](#) has come and gone in NYC, and with that comes the removal of all the [holiday lights](#), [windows displays](#), and [Christmas trees](#).

This Saturday, January 14 the Rockefeller Center Christmas Tree will go dark at 10p.m., and also, the removal process of the tree will begin.

But the absence of the tree's 50,000 multi-colored LED lights **doesn't mark the end of the road** for the iconic Norway spruce!

Since 2007, retired Rockefeller Center Christmas Trees have been **milled into lumber and donated to Habitat for Humanity**. And Rockefeller Center [sponsors](#) [Habitat for Humanity's](#) [International](#) to find out exactly what happens to the tree once it's removed for the season.



This is the last week to enjoy the Rockefeller Center Christmas tree



ENCENDIDO DEL ÁRBOL DE NAVIDAD DEL ROCKEFELLER CENTER

NEW YORK – The Christmas season is drawing to a close in New York City and New Yorkers and visitors alike have until Saturday, January 14, to view the world's most famous Rockefeller Center Christmas tree, due to the fact that in this day at 10:00 pm the tree will be turned off and the removal process will begin.



Last chance to see 2022 Rockefeller Christmas Tree

ALBANY, N.Y. (NEWS10) — The holiday season is officially over and if the date on the calendar doesn't indicate such, the last day to see the Rockefeller Christmas Tree is this weekend, January 14. At 10 p.m. the tree will go dark, and the removal process will begin.

If you didn't get a chance to see the famous Rockefeller Tree, now's your last chance until the 2023 holiday season! The beloved tree donated by local family, the Lebowitz's in Glens Falls, will be milled into lumber and donated to Habitat for Humanity which has happened to every tree after the holiday season since 2007.



General Tree Coverage

The Rockefeller Center Christmas Tree was at the center of holiday coverage in New York City and nationwide, earning feature pieces and top placements in outlets such as *Highlights for Children Magazine*, *Insider*, *Time Out New York*, and *Gothamist*.

Select outlets such as *NBC Nightly News* and France's number one national morning show *Télématin* met with Erik Pauze in-person at the Plaza for interviews on selecting the tree.



Media Highlights



INSIDER

I choose the Rockefeller Christmas tree every year. Here's how I spot the perfect spruce and get it ready for NYC.



I've worked at Rockefeller Center for more than 30 years. My team of six and I take care of the beautiful gardens you see and visit around the property. We tend to the more than 20 roof gardens and terraces, in addition to most of the lobbies.

Esquire

Here's What the Rockefeller Center Christmas Tree Looked Like the Year You Were Born



As much as we love an environmentally friendly artificial tree, there's something magical about a real 70-foot evergreen nestled in the hustle and bustle of Midtown Manhattan. The tradition of decorating a Christmas tree has been around for centuries.

Forbes

New York City Is A Lit-Up Holiday Destination



From the city streets to the Highline to the Brooklyn Bridge, there are lots of places to walk. One special stroll is to walk down Fifth Avenue to look at the lights and stores. Regardless of your faith or lack of it, that walk should eventually take you to Rockefeller Center Plaza (49th Street between Fifth and Sixth Avenues) to see the enormous Christmas tree. From December 1, the great Norway spruce is ablaze with light from 6am to midnight.

USA TODAY

When did Rockefeller Center's Christmas tree lighting begin? See photos dating back to 1930s

It's beginning to look a lot like [Christmas in New York City](#).

Rockefeller Center will commemorate its 90th Christmas Tree Lighting Ceremony Wednesday night at 8 p.m. ET. The decades-long holiday tradition dates back to 1931, in the midst of the Great Depression.

According to the [Rockefeller Center website](#), Rockefeller Center workers at the time put their money together to buy a 20-foot tall Balsam Fir, adorned with garlands that were handmade by the workers' families, in hopes of lifting Christmas spirits. Two years later, Rockefeller Center chose to make the tree an annual holiday tradition – holding its first official lighting ceremony in 1933.

Ranking The Christmas Trees in NYC - BONUS - Where To Eat After You See Each



7. Rockefeller Center - 30 Rockefeller Plaza

Time Out New York

The best things to do in NYC this week



18. The Rockefeller Christmas Tree

The fabulous holiday icon of NYC, The Rockefeller Christmas Tree, is a must-see for both locals and visitors during the holiday season, whether you're visiting before ice-skating on [The Rink at Rockefeller Center](#) or just passing through.

Media Highlights



Where to See Dazzling Holiday Light Displays in NYC This Year

The Holidays at the Rockefeller Center

Through the new year

Melissa

The town square outside 30 Rock becomes the world's most recognizable Christmas display in December, serving as a backdrop for several classic holiday movies over the years. When the lights go up after Thanksgiving, all eyes turn to the 82-foot-tall Norway spruce, which is lit with 50,000 colorful LEDs and weighs 14 tons. The Rockefeller Christmas Tree sits just behind the equally noteworthy ice rink, and is framed by a row of illuminated, trumpeting angels guiding your vision toward the centerpiece. There's simply no sight more iconic and no place more merry than the Rockefeller Center at Christmas.



His job is to pick the Rockefeller Center Christmas tree. It takes all year.



It takes a special person to convince strangers to let you bring a 110-ton crane onto their property to rip out their beloved tree and drive off with it.

Yet year after year, Erik Pauze does just that.



Your guide to celebrating the holidays in New York City

Rockefeller Center Christmas Tree

The 2022 Rockefeller Center Christmas Tree was lit on Nov. 30 at 8 p.m. at Rockefeller Center, located between West 49th and West 50th streets near Fifth Avenue. It will remain lit through the holiday season and will be taken down on Jan. 1, 2023.

The 82-foot-tall Norway Spruce from Queensbury will be milled into lumber and donated to Habitat for Humanity after the holiday season.

How to View:

Nov. 30, 2022 – Jan. 1, 2023

Hours:
Sunday – Saturday: 6 a.m. to 12 a.m.

Christmas Day: 24 hours

New Year's Eve: 6 a.m. to 9 p.m.

More information is available at rockefellercenter.com/holidays.



Why Cut Down and Decorate the Christmas Tree? Here's the Holiday Origin Story #IYKYK



NY holiday light displays you can't miss this season

Rockefeller Center Christmas Tree



10 things you didn't know about the Rockefeller Center Christmas Tree



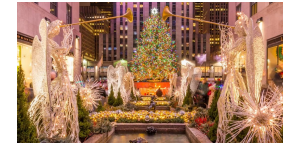
Christmas in New York: 49 Holiday Activities To Do in NYC Before Your Kids Grow Up



From the NYBC Holiday Train Show to a date with the Radio City Rockettes, New York City serves up so many holiday activities, there's no way one family can see and do it all in a single holiday season. Our holiday activities bucket list gives you a head start on the ones you've already shared. Our 2022 list of must-do Christmas events for kids, there are a few holiday activities that are extra special, extra big, and extra over the top or ones that can only be found in NYC, which we believe every kid ought to experience at least once in childhood. These include ice skating under the iconic Rockefeller Center Christmas tree and walking the illuminated streets of Dyker Heights in Brooklyn, among other holiday delights.



10 Things To Know About This Year's Rockefeller Center Christmas Tree



People the world over find holiday season magic in the giant Christmas tree that lights up Rockefeller Center each year. For many visitors to New York City, it's considered one of the most highly rated experiences, right up there with ice skating at Rockefeller Center and shopping for gifts in one of the city's festive holiday markets.

The Rink at Rockefeller Center Presented by Coach

The Rink at Rockefeller Center Presented by Coach opened on November 5, 2022 to great fanfare and excitement. Information about the opening day, ticket sales and invitations to attend were sent to local and national media, and The Rink made multiple lists of the best skating rinks and things to do in New York City this winter, including *Time Out New York*, *Secret NYC*, *New York Family Magazine*, and *Mommy Poppins*. Coach received a prominent mention in the *New York Post* and the *TODAY Show*.

Additionally, the RUBENSTEIN team curated a personalized experience at The Rink for influencer Eva Chen, Director of Fashion Partnerships at Instagram.

Note: This encapsulates RUBENSTEIN's work from November 5 through January 14. The remainder of coverage for The Rink January through March will be captured for 2023 recap deck.



Media Highlights

TODAY

ROCKEFELLER ICE RINK OPENS

abc TODAY

6:30 AM - 9:00 AM
13.2

hoyDia

¡SE REANUDA EN EL ROCKEFELLER CENTER
ABRIÓ SUS PUERTAS LA PISTA DE PATINAJE SOBRE HIELO
MÁS FAMOSA DE NUEVA YORK

13.2

2

The Rink At Rockefeller Center
Open For The Season

abc 2

4P - 10:30 PM

4 NEW YORK

ICE RINK AT ROCKEFELLER CENTER OPENS TOMORROW

4

FOX 5

FOX 5 RINK AT ROCKEFELLER CENTER OPENS TOMORROW

13.2

abc 7

ICE SKATING RINK OPENS

abc 7

13.2

11:00 AM - 4:00 PM
#abc7NY

PIX 11
NEW YORK'S VERY OWN

ROCKEFELLER CENTER ICE SKATING RINK TO REOPEN

PIX 11

11:00 AM - 12:00 PM
Major Deegan Express NB From Cross Bronx Expwy to Van Cortlandt Park

news12

ROCKEFELLER SKATING RINK RETURNS TOMORROW

news12

Bronx 64* LGA Airport 64* Wall Street - NYC 64* news12.com

Media Highlights



Rockefeller Center opens ice rink, ushering in the 2022 holidays



marie france

Christmas in New York, a perfect plan



WHAT TO DO WHILE WE'RE HERE?

Spending Christmas in New York means soaking up its Christmas spirit and way of celebrating. For this reason, there are certain activities that you must do yes or yes.

First of all, skating on their rinks is compulsory. You can find hundreds of them all over the city late into the night, but the most famous are those at Rockefeller Center, Bryant Park, and Central Park. In the first two we can also be surprised by the lighting of their Christmas trees, famous all over the world.

The INDEPENDENT

How to plan the ultimate Christmas trip to New York

Ice rinks

So quintessential are New York's winter ice rinks that they need no introduction. Manhattan's three main ones are at Rockefeller Plaza, Bryant Park and Central Park. All are quieter to visit on weekdays than evenings and weekends. [The Rink at Rockefeller](#) (open until 31 March 2023) is iconic but tiny and the queues are terrible. [The Bank of America Winter Village](#) at super-central Bryant Park (until 5 March 2023) is NYC's only free rink, combining ice-skating with a Christmas market and cafe selling hot chocolate and pretzels. [Wollman Rink at Central Park](#) (until 15 March 2023) is the biggest and most picturesque, boxed in by skyscrapers and trees.



Rockefeller Center ice rink opens as NYC starts glide into the holiday season — even in warm temps



It certainly doesn't feel like Christmastime, with temperatures soaring into the 70s, but one of the first signs the holidays are approaching slipped in Saturday anyway as the Rockefeller Plaza skating rink opened.



The best Christmas vacations in the USA

9. New York, NY

For Christmas in the city, the kind of montage you see in your head, nothing beats New York. Skating at Rockefeller Center, watching the Radio City Rockettes perform their annual Christmas Spectacular, hovering around the incredible toy displays at FAO Schwartz, seeing the New York City Ballet perform the Nutcracker, being part of the bustle of shoppers amid the glow of lit skyscrapers... it's just magical. A light drifting of snow and yellow cabs working their way through traffic, maybe it's stereotypical but it still gets our hearts going like ten lords a-leaping.



The Rink at Rockefeller Center 2022 guide



The iconic Rink at Rockefeller Center is open to skaters! [Ice skating](#) is not only one of the best [Christmas things to do](#), but it's one of the best things to do for fall and winter! Every year, The Rink at Rockefeller Center ushers in the holiday season by opening up to the public to skate under a golden Prometheus. Once peak season hits, there's going to be a bit of a wait to get on the slick stuff. Use our handy guide to navigate your way through one of the best [New York attractions](#).



Where to go ice skating in NYC



1. The Rink at Rockefeller Center

Things to do | Ice skating | Midtown West

Have your moment with the bronze gilded statue of the Greek legend Prometheus starting in November. Whether the weather is frigid or balmy, nothing stands in the way of New Yorkers and their time on the ice. Fun fact: The attraction, which first opened on Christmas Day in 1910, was meant to be temporary, but it has stood the test of time to become one of the most coveted things to do in New York, especially during the holidays.

* SECRET NYC

Rockefeller Center's Iconic Ice Rink Is Open For The Season



Bring out the Zamboni! It's officially winter and that means it's time to head to all of [NYC's ice skating rinks](#)

That said, [Sugar Park Ice Rink](#), [Ice Rink](#) and [Central Park Wollman Rink](#) are open and ready for you to shred up some ice!

Though Rockefeller's iconic ice rink transformed into a [Central Park Ice Rink](#) for the summer, its world-famous ice rink 80th anniversary is in full swing and will remain open daily through March, 2023.

Media Highlights



Rockefeller Center ice skating rink to open Saturday, Nov. 5



The ice skating rink at Rockefeller Center will open for the season on Saturday, Nov. 5, according to Rockefeller Center's website.

Skaters can purchase a ticket online or at the rink for access to the venue and the ice.



Rockefeller Center ice rink opens for the season



Ice skating at Rockefeller Center returning, tickets on sale



MIDTOWN EAST, Manhattan (PIX11) — The most famous ice skating rink in the world is returning to Rockefeller Center for its 86th holiday season.

The roller skating season will end on Oct. 15. Workers will get the rink ready for ice skating to open on Nov. 5. Tickets to The Rink at Rockefeller Center went on sale Wednesday. They start at \$21 per person, with discounts available for those in groups of 10 or more.



The Rink at Rockefeller Center Presented by Coach Opens on November 5



Get ready to twizzle and swizzle! The Rink at Rockefeller Center opens for the season on Saturday, Nov. 5. Channel your inner Olympian and have a great skate while enjoying winter, family and tons of fun at the world-famous rink.



The Best Ice Skating in New York City 2022

The Rink at Rockefeller Center
5th Ave between 49th and 50th Streets
Open daily, 9 am to 11 pm
Admission: \$11-\$13, depending on date
Skate Rental: \$11
Season Membership: starts at \$500

This is truly New York's most iconic ice skating spot. With its iconic backdrop featuring the world-famous Rockefeller Center Christmas tree, it's the perfect photo opportunity for you and your family after your skating session. The Rink at Rockefeller Center will open Nov. 5 and is typically open until April.



13 Outdoor Ice Skating Rinks in NYC: Bryant Park, Rockefeller Center, and More



2. Ice Rink at Rockefeller Center — Midtown East

Open through March 2023

What's more magical than an ice skating outing at this iconic NYC rink? If you book after Wednesday, November 30, you can skate under the sparkling lights of the Rockefeller Christmas tree, albeit with some sold-out crowds. Plan to visit early in the season or post-holidays for the best availability and lightest crowds. Book your tickets and reservations online prior to visiting to ensure you're not turned away.



Spin City: Where to Go Ice Skating Outside in NYC Right Now

The Rink at Rockefeller

Every New Yorker—and beyond—has probably heard of The Rink at Rockefeller Center. If you've never actually skated there, this is as good a time as any! Skate in the sunken ice skating rink, under the watchful eye of the famous bronze Prometheus statue and next to the city's largest and most extravagant Christmas tree. Private and group skating lessons are available, and you can often see special events and performances on and near the rink. If you're more serious about skating, you can sign up for a season pass and enjoy unlimited skating, first dibs on special events, and a personal locker to use all season long.

Open through spring 2023

Rockefeller Plaza between 50th and 49th St.
Midtown

Online: rockefellercenter.com



NYC's best 2022 holiday pop-ups and luxury shopping

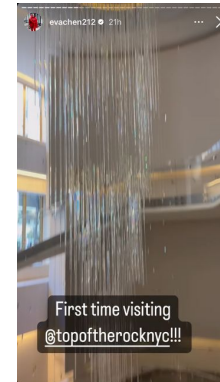
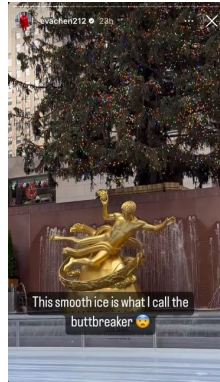
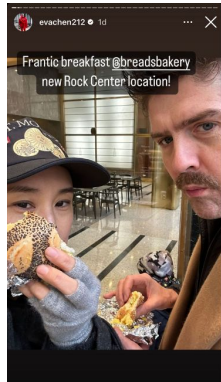


Coach x Rock Center, Rockefeller Center, 600 Fifth Ave.

Ice skating at Rockefeller Center and seltie taking at the magnificent 80-foot-tall Christmas tree are a holiday tradition. While you're admiring the winter wonderland, swing by the Coach x Rock Center pop-up overlooking the rink. Stock up on ghibli leather totes, backpacks and small leather goods and take advantage of the free gift-wrapping service. If you visit Friday to Sunday, enjoy complimentary goodies from Chip City Cookies, Dough Doughnuts or Magnolia Bakery at the hospitality cart.

Influencer Highlights

21 story posts from 1 influencer with a total following of 2.2M.



Tuba Christmas

Approximately 400 tubists of all ages from across the country assembled under the tree and led a holiday sing-along at the 49th annual Tuba Christmas.

Despite inclement weather, the event was attended by photographers, local news stations, and content creators. Several media attendees shared that they already have plans to cover next year's 50th anniversary performance.

Notably, *Untapped New York* ran a roundup of the Center's unique holiday traditions as a result of outreach for this event, which included Roxy the Owl and Santa at Top of the Rock.



Media Highlights

UPI

49th Annual Tuba Christmas at Rockefeller Center in New York



4 NEW YORK

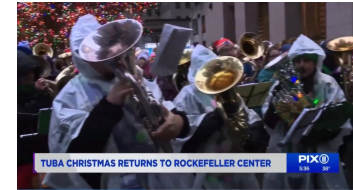


abc 7



PIX 11

NEW YORK'S VERY OWN



Broadway World.com

49th Annual Tuba Christmas Comes to Rockefeller Center



Hundreds of tubists of all ages will assemble under the famous Rockefeller Center Christmas Tree on Sunday, December 11th at 3:30 PM and fill the plaza with holiday classics. Tuba Christmas features performances by tenor and bass tuba players who have dressed and decorated their instruments festively for the occasion.

Tubists range from the age of 8 to 80 and include student, amateur, and professional musicians.

NYMetroParents

49th Annual Tuba Christmas



Hundreds of tubists of all ages will assemble under the famous Rockefeller Center Christmas Tree to fill the plaza with holiday classics. Tuba Christmas features performances by tenor and bass tuba players who have dressed and decorated their instruments festively for the occasion. Tubists range from the age of 8 to 80 and include student, amateur, and professional musicians. The musicians, hailing from across the country, will be led by Chris Willjelin, conductor of the New Jersey Wind Symphony and former conductor of the famous Goldman Memorial Band. This unique Christmas tradition takes place in over 200 cities around the world, the Rockefeller Center performance is deemed the most spectacular and was the site of the founding of this holiday tradition in 1974.

Patch

49th Annual Tuba Christmas at Rockefeller Center®



untapped new york.

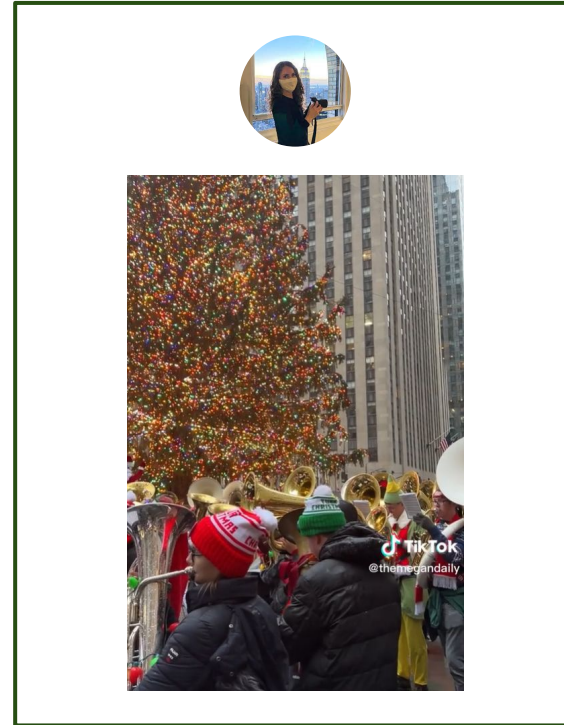
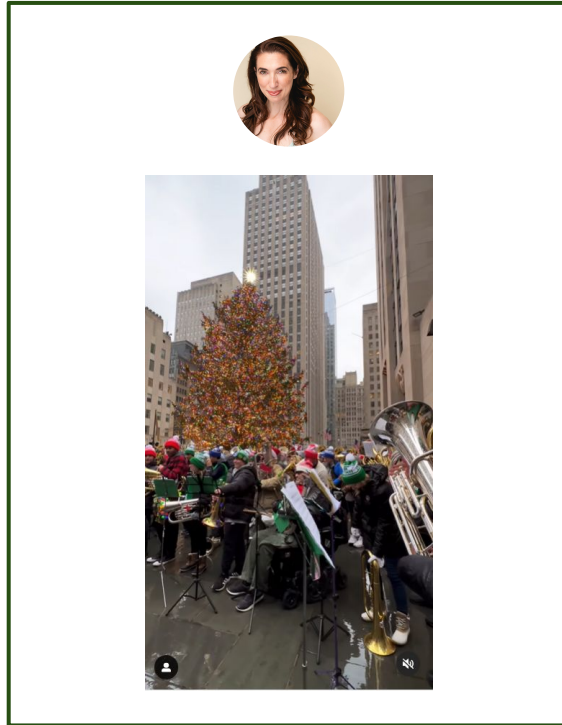
5 QUIRKY ROCKEFELLER CENTER HOLIDAY TRADITIONS

2. Annual Tuba Christmas



Influencer Highlights

4 posts from 2 influencers had a total of 33.7K views.



2022 Holiday Map and Installation

Illustrator Lorraine Nam designed this year's holiday map and vinyl murals for the 2022 holiday installation. The map showcased Rockefeller Center's retail, culinary, and holiday offerings through Nam's signature playful style.

The installation and map were pitched to local, lifestyle, and arts media while noting its corresponding timeline to the arrival of the tree and the start of the holiday season. *Time Out New York* and *Secret NYC* ran feature articles about the installation and map, and it was included in *Time Out New York's* lists of recommended things to do throughout the holiday season.



Media Highlights



TimeOut New York

More than a dozen cheery holiday murals are now on view around Rockefeller Center

More than a dozen festive murals by Brooklyn illustrator Lorraine Nam now decorate Rockefeller Center for the holiday season offering some free holiday cheer.

TimeOut New York

Best Christmas things to do in NYC for a magical time this holiday season

45. "Dance for Joy" murals

*** SECRET NYC**

Dozens Of Holiday Murals Are Sprucing Up Rockefeller Center For The Season

There would be no holiday season in NYC without the iconic Rockefeller Center, and with the arrival of its [world-famous Christmas Tree](https://www.timeout.com/newyork/Christmas-Trees), this past weekend, there's no denying that the holiday season is in full-swing.

And, as of yesterday, Monday, November 14, Rockefeller Center's **fifth iteration of their holiday installation** has officially been installed for the season!

TimeOut New York

The best things to do in NYC this week

30. "Dance for Joy" murals

TimeOut New York

The best things to do in NYC this weekend

44. "Dance for Joy" murals

Patch

Rockefeller Center's 2022 Holiday Map and Installation by Illustrator Lorraine Nam

NOV 21

Rockefeller Center 2022

© Zach Greenberg, Instagram

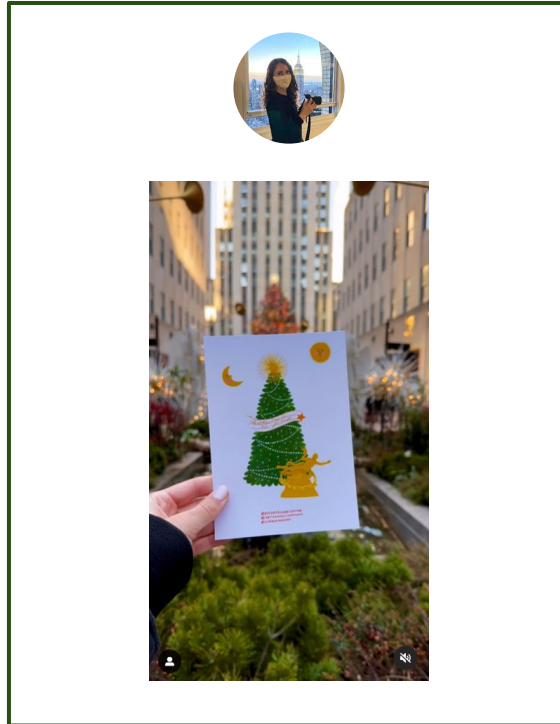
Times Square CHRONICLES

Rockefeller Center's 2022 Holiday Installation and Map

Brooklyn-based illustrator Lorraine Nam has been selected as the commissioned artist for the 2022 holiday installation at Rockefeller Center. From November 14, 2022, through January

Influencer Highlights

1 post from 1 influencer had a total of 43.1K views.



Après Skate Chalets

The Après Skate Chalets returned to campus for a second year, offering a cozy and charming dining experience in partnership with Smith and Mills.

Information on how to dine at the Chalets was sent to local things to do publications for inclusion in their roundup lists.



Media Highlights

* SECRET NYC

These Adorable Chalets Have The Best Views Of The Rockefeller Center Ice Rink



Now this may be the very best spot for views of the [Rockefeller Center Tree](#)...

Returning for a second year, Rockefeller Center has brought back their **eight custom-built chalets** for the public to enjoy right under the Christmas tree, overlooking the **iconic ice rink**.

Each one is heated and decked out with holiday decor, making it the perfect place to hang when you need a break from the holiday hustle and bustle (especially of Midtown).

The chalets are \$30 for 30 minutes + an additional purchase of any food and beverage item per person from forthcoming Rockefeller Center outpost **Smith and Mills**. And since their menu is perfect for the winter — with **hot chocolate, hot apple cider, churros** and more — that should be quite easy to do!

* SECRET NYC

50 Fantastic Things To Do In New York City This January

Sure, everyone has "exercising more" and "eating better" on their list of New Year's resolutions, but what about "experiencing more of what NYC has to offer"?

Well, we've made the search this month a bit easier with our list of some of the best things to do in NYC this January!

5. [Cozy into a cup of hot chocolate at Rockefeller Center's Après Skate Chalets](#)



The Après Skate Chalets have returned to Rockefeller Center through January 15, 2023. The eight custom-built chalets boast one of the best views of the iconic Rink at Rockefeller Center. Order a cup of hot cocoa and some churros from forthcoming Rockefeller Center outpost Smith and Mills and get ready to people watch. The chalets operate daily from 11 a.m. to 11 p.m. [Learn more about them here.](#)

AVERAGE SOCIALITE

APRÈS SKATE AT ROCKEFELLER CENTER, NYC

Friday, December 2, 2022, 11:00 AM –
Saturday, January 14, 2023, 11:00 PM

Subscribe to our Free Newsletter to Stay Up-To-Date on Events in your City

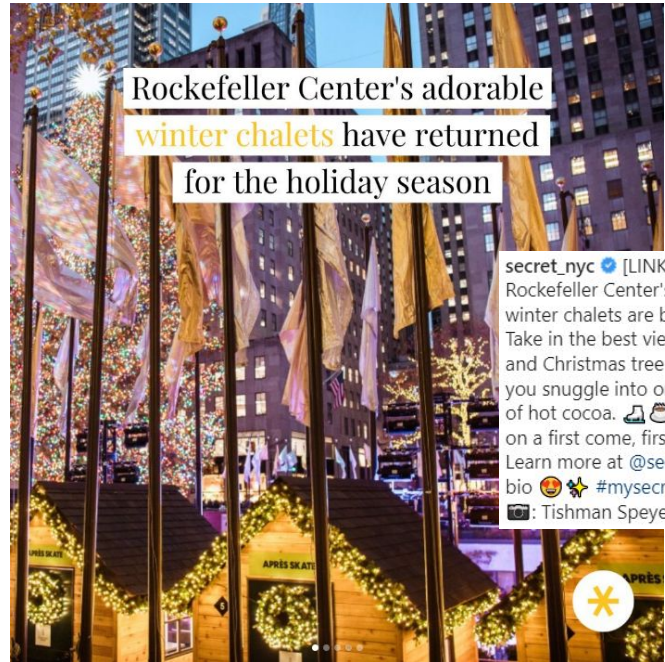
Deets: Warm up after hours of ice skating in Rockefeller Center's cozy chalets. From December 2 through mid-January, Smith & Mills is serving drinks and light bites in the après-skate chalets — all while offering guests the perfect view of The Rink. The chalets are located on the South Esplanade and open to the public from 11AM to 11PM on a first-come, first-served basis.



Social Media Highlights



Secret NYC
Instagram: @secret_nyc
Followers: 1.4M



Rockefeller Center's adorable
winter chalets have returned
for the holiday season

secret_nyc [LINK IN BIO]
Rockefeller Center's cozy Après Skate winter chalets are back for the season! Take in the best views of the ice rink and Christmas tree day or night while you snuggle into on a steaming cup of hot cocoa. 🍷🍷 They're available on a first come, first served basis. Learn more at @secret_nyc's link in bio 🌟🌟 #mysecretnyc
📍: Tishman Speyer

Feed Post

Street Closures

For the first time, portions of Fifth Avenue were closed on Sundays in December, allowing for better pedestrian access for popular holiday destinations such as the Rockefeller Center Christmas Tree.

Photos and videos of visitors enjoying the extra space were featured in outlets such as *New York Daily News*, *amNewYork*, and *6sqft*.



Media Highlights

DAILY NEWS



SECRET NYC

Fifth Avenue To Shut Down All Vehicular Traffic On Select Sundays In December



Sure there's nothing like **Fifth Avenue** during the holiday season, what with [Saks Fifth Avenue's beautiful window displays](#), the [Rockefeller Center tree](#) shining bright in the plaza, Louis Vuitton's towering Christmas tree, but can you imagine how much more magical it would be without having to worry about all of the never-ending car traffic...well now you don't have to wonder because it's actually happening!

thrillist

All These Midtown Manhattan Streets Are Going Car-Free for the Holidays



New Yorkers are about to get a little more pedestrian space for shopping and holiday celebrations.

Time Out New York

Fifth Avenue will be closed to all car traffic for the first time ever next month

The new festive initiative will make it that much easier to actually gaze at the [Rockefeller Christmas Tree](#) (which actually [falls from New York this year!](#)) and the iconically beautiful holiday windows at Bergdorf Goodman and Saks Fifth Avenue. Spoiler alert: the one and only Sir Elton John will unveil this season's display on November 22.

You'll also see the popular giant light-up holiday toys make their return on the Avenue, providing passersby with yet another perfect photo opportunity.

TRAVEL+ LEISURE

NYC's Famed Fifth Avenue to Get a Major Revamp — with Bigger Sidewalks and More Green Space

New York City's popular stretch of [Fifth Avenue](#) between [Bryant Park](#) and [Central Park](#) will be redesigned into a "world-class public space," as part of a vision plan the city's Mayor Eric Adams announced Sunday.

The section between 42nd Street to 59th Street, which includes the Rockefeller Center area, is best known for its shopping and tourism. However, it's also often crowded and congested, especially during the holiday season with its festive decor and proximity to the [Rockefeller Center Christmas Tree](#).

amNY

Fifth Avenue in Midtown opens up to pedestrians for the holidays



It's a holly, jolly Fifth-mas!

The city cut the ribbon Sunday on a brand-new, limited-time [Open Streets program](#) on [Fifth Avenue](#) in Midtown — freeing up some of New York's most festive locales to pedestrians and closing them to cars for three December weekends during the holiday season.

6sqft

NYC unveils plan for car-free streets in Midtown to reduce holiday crowds



Some streets in Midtown Manhattan will be closed to cars during the holiday season to provide New Yorkers and visitors a safe way to enjoy the festivities, Mayor Eric Adams announced Thursday. Under the plan, the city will open 11 blocks to pedestrians, including a strip of Fifth Avenue from 49th Street to 57th Street, the first time in 50 years the iconic thoroughfare will close to traffic. Starting next week, certain streets around Rockefeller Center and Radio City Music Hall will only be open to pedestrians during the busiest hours.

silive.com

NYC plans to reimagine 5th Avenue as a 'world-class public space' with expanded pedestrian, bike access

Mayor Eric Adams, in a public release, said the plan hopes to make the stretch of Fifth Avenue into a safer, less congested, pedestrian-centered boulevard that also prioritizes cyclists, mass transit, and the public realm. It builds on the "[New New York: Making New York Work for Everyone](#)" action plan released last week by Adams and Gov. Kathy Hochul.

Adams also visited the [widely popular, largest-ever holiday season-specific Open Street](#) on Fifth Avenue and around Rockefeller Center on Sunday.

Media Index

Holidays at Rockefeller Center by the Numbers

Event	Wire	Print	Broadcast	Online	Social	Total Impressions
Location Announcement	N/A	N/A	78,559,982	296,612,215	N/A	375,172,197
Cutting	N/A	N/A	44,661,643	417,932,458	1,200,000	463,794,101
Arrival	322,941,706	582,239	276,889,362	269,853,406	41,959,775	912,226,488
Lighting	53,444,867	105,218	450,291,685	675,913,923	7,627,636	1,187,383,329
Removal	N/A	N/A	21,289,999	12,918,877	586,376	34,795,252
General Tree	N/A	490,643	721,748,747	3,588,265,282	N/A	4,310,504,672
The Rink	N/A	N/A	13,475,826	1,225,209,295	N/A	1,238,685,121
Tuba Christmas	2,079,878	N/A	3,014,963	2,721,080	33,706	7,849,627
Holiday Map and Installation	N/A	N/A	36,299	141,104,296	43,100	141,183,695
Après Skate Chalets	N/A	N/A	N/A	1,397,684	N/A	1,397,684
Street Closures	N/A	105,218	3,806,550	260,376,790	N/A	264,288,558
Grand Total:						8,937,280,724

Location Announcement - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Daily Mail	Rockefeller Christmas Tree unveiled: 90-year-old Norway Spruce	11/1/222	69,561,924
New York Post	The 2022 Rockefeller Center Christmas tree has been chosen	11/1/2022	52,639,654
Today.com	Get a first look at the 2022 Rockefeller Center Christmas tree	11/1/2022	22,604,834
Today.com	Rockefeller Center has selected its 2022 Christmas tree – and it's huge!	11/1/2022	22,604,834
Time Out New York	This year's Rockefeller Center Christmas Tree has been selected!	11/1/2022	16,647,423
The Pioneer Woman	Get a First Look at This Year's Rockefeller Center Christmas Tree	11/4/2022	10,577,993
Thrillist	Here's the Upstate New York Spruce Chosen for Rockefeller Center's 2022 Christmas Tree	11/4/2022	7,339,903
New York Daily News	Rockefeller Center Christmas Tree will come from upstate New York	11/1/2022	6,087,754
1010 WINS	PHOTO: 2022 Rockefeller Center Christmas tree revealed, hails from upstate NY	11/1/2022	4,453,951
Syracuse.com	2022 Rockefeller Center Christmas tree hails from Upstate NY: 'It was perfect'	11/4/2022	2,946,718
KCRA	Here's a first look at this year's Rockefeller Center Christmas tree	11/4/2022	2,642,267
ABC New York	2022 Rockefeller Center Christmas Tree is a Norway Spruce grown in New York	11/1/22	2,582,033
NBC New York	Rockefeller Center Christmas Tree: 2022 Selection Revealed	11/1/2022	2,356,489
NBC New York	2022 Rockefeller Christmas Tree: Cutdown Date, Lighting Info and More Fun Facts	11/1/2022	2,356,489
NBC New York	This Is the 2022 Rockefeller Center Christmas Tree	11/4/2022	2,356,489
Fox 5 New York	2022 Rockefeller Center Christmas Tree selected	11/1/2022	1,317,635
Staten Island Advance	Here's a first look at the 2022 Rockefeller Center Christmas tree	11/1/2022	1,150,649

Location Announcement - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Mommy Poppins	Free in November: 35 Things To Do in NYC with Kids	11/4/2022	1,106,920
Times Union	Christmas already? Music on radio, Rockefeller Center tree found in Queensbury	11/1/2022	1,050,102
NY1	Upstate tree to take center stage at Rockefeller Center	11/1/2022	1,028,575
amNewYork	Holiday season kicking off in NYC with selection of Rockefeller Center Christmas Tree	11/1/2022	952,655
Hudson Valley Post	Queensbury, New York Tree Will Light Up Rockefeller Center This Holiday Season	11/4/2022	727,355
Secret NYC	The Rockefeller Center Christmas Tree Will Arrive Next Week	11/1/2022	671,238
Secret NYC	5 Things You Might Have Missed Last Week In NYC: Nov. 07	11/7/2022	671,238
PIX11	This year's Rockefeller Center Christmas Tree comes from upstate New York	11/1/2022	666,879
WNYT (NBC Albany)	Rockefeller Center Christmas tree coming from Queensbury	11/1/2022	551,882
WTEN (News 10 Albany)	Rockefeller Center tree to hail from Queensbury	11/1/2022	438,361
Telemundo 47	NY revela su árbol de Navidad para la temporada 2022	11/4/2022	365,426
CBS 6 Albany	Queensbury evergreen chosen as 2022 Rockefeller Center Christmas Tree	11/1/2022	307,802
6sqft	Get a first look at this year's Rockefeller Center Christmas Tree	11/1/2022	279,456
The Daily Gazette	Queensbury Norway Spruce selected for Rockefeller Center Christmas tree - almost by chance	11/1/2022	213,170
The Post Star	Rockefeller Center Christmas tree awaits cutting	11/6/2022	136,287
NY1 Noticias	Revelan el árbol de Navidad que traerán para encender en el Rockefeller Center	11/1/2022	40,137
Glens Falls Chronicle	Lebowitz family donates Norway Spruce: Rockefeller Center's Christmas tree	11/4/2022	7,877

Location Announcement - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	11/1/2022	7:30 AM EDT	2,836,826
WNBC	Today	11/1/2022	7:26 AM EDT	2,836,826
WNBC	Today	11/1/2022	8:58 AM EDT	2,445,250
WNBC	The Tonight Show Starring Jimmy Fallon	11/2/2022	11:41 PM EDT	1,645,332
WLTW-FM	WLTW-FM	11/2/2022	6:52 PM EDT	1,367,681
WNBC	NBC News Daily	11/1/2022	12:54 PM EDT	935,797
WABC	Eyewitness News This Morning	11/5/2022	9:47 AM EDT	191,206
WINSAM	WINS-AM	11/6/2022	12:08 AM EDT	191,135
WOCL-FM	WOCL-FM	11/3/2022	6:36 AM EDT	189,822
WEBE-FM	WEBE-FM	11/2/2022	6:34 PM EDT	182,072
WPEN	WPEN	11/4/2022	2:22 PM EDT	173,405
CNBC	Power Lunch	11/1/2022	2:31 PM EDT	169,192
WNCI-FM	WNCI-FM	11/3/2022	6:51 AM EDT	150,845
KSEG-FM	KSEG-FM	11/3/2022	8:26 AM PDT	139,700
WORAM	The Car Doctor	11/2/2022	2:03 AM EDT	138,707
WBIG-FM	WBIG-FM	11/4/2022	4:13 AM EDT	136,084
WEBE-FM	WEBE-FM	11/2/2022	6:34 AM EDT	131,335

Location Announcement - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
KOAAM	KOA-AM	11/7/2022	2:06 PM MST	126,967
WEATH	America's Morning Headquarters	11/1/2022	8:37 AM EDT	113,416
WCOL-FM	WCOL-FM	11/2/2022	7:28 AM EDT	108,654
KOAAM	KOA-AM	11/7/2022	6:50 AM MST	103,791
KMOXAM	The Dave Glover Show	11/2/2022	4:21 PM CDT	101,607
WNBC	News 4 NY at 5	11/4/2022	5:17 PM EDT	100,836
WTVNAM	WTVN-AM	11/1/2022	2:05 PM EDT	95,742
WCBS	CBS 2 Sunday Morning News at 7am	11/6/2022	7:26 AM EST	90,336
WHIO-AM	WHIO-AM	11/2/2022	8:25 AM EDT	87,800
WKRC	WKRC	11/1/2022	11:02 AM EDT	83,754
KDFD-AM	KDFD-AM	11/7/2022	1:31 PM MST	83,183
WPLG	Local 10 News at 6PM	11/3/2022	6:23 PM EDT	75,500
WBAL-AM	WBAL-AM	11/2/2022	8:32 AM EDT	75,300
WCBS	CBS 2 Sunday Morning News at 6am	11/6/2022	6:26 AM EST	66,690
KHOW	KHOW	11/7/2022	1:05 PM MST	66,303
WESA	WESA	11/8/2022	9:29 AM EST	66,090
KTTS-FM	KTTS-FM	11/2/2022	2:19 PM CDT	63,853

Tree Cutting - Online			
Outlet	Headline (Hyperlinked)	Date	Impressions
The New York Times (New York Today Newsletter)	N.Y. Democrats Play the Blame Game Despite Hochul Victory	11/10/2022	159,471,561
USA Today	Giant 14-ton Norway spruce to grace Rockefeller Plaza for holiday season in New York City	11/11/2022	59,152,377
The New York Post	Rockefeller Christmas tree cut down ahead of journey to NYC	11/10/2022	52,639,654
People	The 2022 Rockefeller Christmas Tree Has Been Cut Down and Is on Its Way to NYC	11/11/2022	51,699,309
Today	Learn the mysterious history of the 2022 Rockefeller Christmas tree	11/11/2022	22,604,834
TODAY.com	Rockefeller Center Christmas tree set to begin its journey to NYC	11/10/2022	22,604,834
TODAY.com	25 best Christmas towns in the US for a winter getaway	11/10/2022	22,604,834
New York Daily News	Rockefeller Center's 2022 Christmas tree cutting in upstate New York	11/11/2022	6,087,754
WRAL	Rockefeller Center tree en route to New York City	11/11/2022	3,426,947
ABC New York	82-foot-tall Christmas tree set to arrive at Rockefeller Center on Saturday	11/10/2022	2,582,033
NBC New York	Crew Prepares to Chop Down 2022 Rockefeller Center Christmas Tree	11/10/2022	2,356,489
NBC New York	Got a Spare 35-Foot Spruce? This Hudson Valley City Wants Yours for Christmas – But Only if It's Blue	11/10/2022	2,356,489
Travel Awaits	Everything You Need To Know About The 2022 Rockefeller Christmas Tree	11/10/2022	2,012,743
Staten Island Advance	A first peek at the 2022 Rockefeller Center Christmas tree ahead of its journey to NYC	11/10/2022	1,150,649
Mommy Poppins	Veterans Day Weekend in NYC: 27 Top Things To Do with Kids	11/10/2022	1,106,920
NY1	Owner of Rockefeller Christmas tree cut in Queensbury: 'It's our gift to everybody'	11/11/2022	1,028,575
KSHB 41 NBC Missouri	Rockefeller Center Christmas Tree begins journey to NYC	11/10/2022	720,876

Tree Cutting - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Secret NYC	70 Incredible Free Things To Do In NYC Right Now	11/10/2022	671,238
WNYT News 13 (NBC Albany)	Rockefeller Center Christmas Tree heading to NYC from Queensbury	11/10/2022	551,882
News 12 The Bronx	Rockefeller Center Christmas tree to be cut down today	11/10/2022	525,038
WTEN News 10 (ABC Albany)	Rockefeller Center Christmas Tree. from Queensbury. on way to NYC	11/10/2022	438,361
Telemundo 47	La magia de la Navidad empieza a llegar a NYC: aquí algunas actividades que no te puedes perder	11/10/2022	365,426
News 12 New Jersey	Rockefeller Center Christmas tree to be cut down today	11/10/2022	348,269
News 12 Long Island	Rockefeller Center Christmas tree to be cut down today	11/10/2022	308,181
The Daily Gazette	Images: On to Rockefeller Center - Queensbury tree begins journey to New York City Christmas (23 photos)	11/10/2022	213,170
The Daily Gazette	After search, months of prep, Queensbury tree heads to Rockefeller Center and New York City Christmas stage	11/11/2022	213,170
News 12 Westchester	Rockefeller Center Christmas tree to be cut down today	11/10/2022	161,860
The Post Star	Queensbury tree is Rockefeller Center bound	11/11/2022	136,287
News 12 Brooklyn	Rockefeller Center Christmas tree to be cut down today	11/10/2022	130,579
News 12 Connecticut	Rockefeller Center Christmas tree to be cut down today	11/10/2022	112,195
Lite 98.7	Famous Rockefeller Tree Makes Magical Trip to NYC to Spread Holiday Cheer	11/11/2022	56,701
News 12 Hudson Valley	Rockefeller Center Christmas tree to be cut down today	11/10/2022	53,086
NY1 Noticias	Hoy cortan e inicia su recorrido el árbol de Navidad que traerán al Rockefeller Center	11/11/2022	40,137
Univision 41	Cortan y trasladan árbol de navidad que será decorado para el Rockefeller Center	11/11/2022	N/A

Tree Cutting - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	11/11/2022	8:19 AM EST	2,516,805
WLTW-FM	WLTW-FM	11/10/2022	4:45 PM EST	1,408,133
WNBC	The Kelly Clarkson Show	11/10/2022	3:54 PM EST	1,374,801
FNC	Fox News at Night	11/11/2022	12:24 AM EST	1,280,411
WKTU-FM	WKTU-FM	11/10/2022	9:44 PM EST	680,092
WNBC	Late Night With Seth Meyers	11/11/2022	1:12 AM EST	665,976
WINSAM	WINS-AM	11/10/2022	3:11 PM EST	645,722
WINSAM	WINS-AM	11/10/2022	3:52 PM EST	645,722
WKTU-FM	WKTU-FM	11/11/2022	8:40 AM EST	633,000
WINSAM	WINS-AM	11/10/2022	4:23 PM EST	626,877
WINSAM	WINS-AM	11/10/2022	5:11 PM EST	602,800
WINSAM	WINS-AM	11/10/2022	5:53 PM EST	602,800
WINSAM	WINS-AM	11/10/2022	6:29 PM EST	573,424
WINSAM	WINS-AM	11/11/2022	5:23 AM EST	560,717
WCBSAM	WCBS-AM	11/10/2022	3:19 PM EST	547,567
WCBSAM	WCBS-AM	11/10/2022	3:20 PM EST	547,567
WKTU-FM	WKTU-FM	11/11/2022	6:50 AM EST	539,937

Tree Cutting - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WINSAM	WINS-AM	11/10/2022	7:39 PM EST	538,686
WCBSAM	WCBS-AM	11/10/2022	4:14 PM EST	536,778
WINSAM	WINS-AM	11/11/2022	4:39 AM EST	526,305
WCBSAM	WCBS-AM	11/10/2022	6:15 PM EST	500,257
WCBSAM	WCBS-AM	11/10/2022	6:43 PM EST	500,257
WCBSAM	WCBS-AM	11/10/2022	6:44 PM EST	500,257
WINSAM	WINS-AM	11/10/2022	8:38 PM EST	498,519
WINSAM	WINS-AM	11/11/2022	3:39 AM EST	487,441
WNYCFM	All Things Considered	11/10/2022	4:34 PM EST	454,998
WINSAM	WINS-AM	11/11/2022	2:39 AM EST	444,193
WCBSAM	WCBS-AM	11/11/2022	4:16 AM EST	421,908
WINSAM	WINS-AM	11/10/2022	10:23 PM EST	401,641
WINSAM	WINS-AM	11/10/2022	10:39 PM EST	401,641
WINSAM	WINS-AM	11/11/2022	1:38 AM EST	396,624
WINSAM	WINS-AM	11/11/2022	1:39 AM EST	396,624
WINSAM	WINS-AM	11/11/2022	1:44 AM EST	396,624
WCBSAM	WCBS-AM	11/11/2022	3:28 AM EST	395,397

Tree Arrival - Wire

Outlet	Headline (Hyperlinked)	Date	Impressions
Washington Post	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	62,643,435
APNews.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	35,738,740
US News & World Report	Holiday Arrival: Rockefeller Tree Ushers in Christmas Season	11/12/2022	30,738,452
ABC News	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	22,852,739
SFGate	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	17,326,276
KTLA	Holiday arrival: Rockefeller tree ushers in Christmas ...	11/12/2022	7,305,051
Toronto Star Online	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	5,663,431
The Mercury News	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,650,504
Audacy.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,453,951
KMBZ	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,453,951
KNSS Radio	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,453,951
WBBM Newsradio 780AM - Audacy	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,453,951
WCCO News Talk 830	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,453,951
WWL - AM870	News Holiday arrival: Rockefeller tree ushers in Christmas season News	11/12/2022	4,453,951
Atlanta Journal And Constitution	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,437,077
WSBTV	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,403,668
Breitbart.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	4,059,778

Tree Arrival - Wire

Outlet	Headline (Hyperlinked)	Date	Impressions
Houston Chronicle	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	3,318,596
Minneapolis Star Tribune	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	3,123,342
CityNews Toronto	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,877,340
San Diego Union Tribune	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,741,719
Buffalo News	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,559,856
WTOP	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,510,831
ClickOnDetroit.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,436,099
KSAT 12	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,425,769
STLtoday.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,234,579
News4Jax.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,171,256
Click Orlando	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	2,084,714
Local10.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	1,965,987
Click2Houston.com	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	1,925,118
WFMZ-TV Online	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	1,763,478
Channel 3000	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	1,728,060
KSTP	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	1,642,590
KXAN	Holiday arrival: Rockefeller tree ushers in Christmas season	11/12/2022	1,602,453

Tree Arrival - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
USA Today	Christmas is coming: 2022 Rockefeller Center Christmas tree arrives in New York City	11/12/2022	62,982,030
New York Post	Rockefeller Center Christmas tree arrives in Big Apple	11/12/2022	52,639,654
CBS 2 New York	Rockefeller Center Christmas tree arrives in Manhattan	11/12/2022	38,561,114
INSIDER	PHOTOS: 82-foot Christmas tree arrives at Rockefeller Center in New York City	11/12/2022	37,788,206
TODAY	It's here! The 2022 Rockefeller Center Christmas tree has officially arrived	11/12/2022	22,604,834
Time Out New York	This year's Rockefeller Center Christmas Tree is in NYC!	11/14/2022	16,647,423
Univision 41	Llega a Nueva York el árbol de navidad que será iluminado en Rockefeller Center	11/13/2022	15,565,543
New York Daily News	GRIDLOCK SAM: 'Tis the season for holiday traffic	11/13/2022	6,087,754
ABC 7 New York	2022 Rockefeller Center Christmas Tree arrives from upstate New York	11/12/2022	2,582,033
NBC 4 New York	Rockefeller Christmas Tree Arrives in NYC – Here's When You Can See It	11/12/2022	2,356,489
UPI	Rockefeller Center Christmas Tree arrives in Manhattan	11/12/2022	2,055,433
North Jersey Herald	Nothing says 'holiday' more than the Rockefeller Center Christmas Tree, and it's here!	11/14/2022	1,798,943
NorthJersey.com	When is the 2022 Rockefeller Center Christmas Tree lighting?	11/15/2022	1,798,943
Fox 5 New York	Iconic Rockefeller Center Christmas tree arrives in NYC: 'It's a special tree'	11/13/2022	1,317,635
Asbury Park Press	Nothing says 'holiday' more than the Rockefeller Center Christmas Tree, and it's here!	11/14/2022	883,813
Secret NYC	5 Things You Might Have Missed Last Week In NYC: Dec. 05	11/15/2022	671,238
PIX11 New York	Rockefeller Center Christmas Tree arrives in New York City after 200-mile trip from upstate New York	11/12/2022	666,879

Tree Arrival - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
News 12 The Bronx	Rockefeller Center Christmas tree arrives in NYC	11/12/2022	525,038
News 12 New Jersey	Rockefeller Center Christmas tree arrives in NYC	11/12/2022	348,269
News 12 Long Island	Rockefeller Center Christmas tree arrives in NYC	11/12/2022	308,181
6sqft	The 2022 Rockefeller Center Christmas Tree has arrived in NYC	11/15/2022	279,456
Poughkeepsie Journal	Nothing says 'holiday' more than the Rockefeller Center Christmas Tree. and it's here!	11/14/2022	202033
Poughkeepsie Journal	Nothing says 'holiday' more than the Rockefeller Center Christmas Tree. and it's here!	11/14/2022	202,033
Poughkeepsie Journal	We're making a list ... of holiday events in the Hudson Valley for 2022	11/15/2022	202033
La Voce di New York	Arrivato l'albero di Natale al Rockefeller Center: ecco la data d'inaugurazione	11/13/2022	178,692
News 12 Brooklyn	Rockefeller Center Christmas tree arrives in NYC	11/12/2022	130,579
New Jersey Family	This Year's Must-See Holiday Attractions	12/10/2022	114486
NCPR	Queensbury tree raised at NYC's Rockefeller Christmas display	11/15/2022	109,018
The Daily Record	Nothing says 'holiday' more than the Rockefeller Center Christmas Tree. and it's here!	11/14/2022	90,673
New York Metro Parents	Rockefeller Center Christmas Tree Lighting	11/15/2022	89,379
NY1 Noticias	El icónico árbol de Navidad ya se encuentra en la ciudad	11/13/2022	40,137
The Saratogian	SNAPSHOT: Rockefeller Center Christmas tree comes from Queensbury	11/15/2022	25,435
Patch	New York City Weekend Events: Here Is What's On Nov. 11-13	11/12/2022	N/A
Patch	2022 Rockefeller Center Christmas Tree Arrives. With No Owls In Sight	11/15/2022	N/A

Tree Arrival - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	NBC Nightly News With Lester Holt	11/12/2022	6:59 PM EST	5,701,669
WNBC	NBC Nightly News With Lester Holt	11/12/2022	6:33 PM EST	5,701,669
WNBC	NBC Nightly News With Lester Holt	11/12/2022	6:30 PM EST	5,701,669
WNBC	Today	11/14/2022	7:02 AM EST	2,912,506
WNBC	Today	11/16/2022	7:30 AM EST	2,912,265
WNBC	Today	11/16/2022	8:21 AM EST	2,495,655
WNBC	Today	11/10/2022	8:08 AM EST	2,324,293
WNBC	Today 3rd Hour	11/10/2022	9:01 AM EST	1,914,996
WNBC	Today	11/12/2022	8:29 AM EST	1,905,989
WNBC	Today	11/12/2022	8:22 AM EST	1,905,989
WNBC	Today	11/12/2022	8:17 AM EST	1,905,989
WNBC	Today	11/12/2022	8:01 AM EST	1,905,989
WNBC	Today	11/12/2022	7:30 AM EST	1,905,989
WNBC	Today	11/12/2022	8:29 AM EST	1,905,989
WNBC	Today	11/12/2022	8:17 AM EST	1,905,989
WNBC	Today	11/12/2022	8:01 AM EST	1,905,989
WNBC	Today	11/12/2022	7:30 AM EST	1,905,989

Tree Arrival - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	11/12/2022	7:01 AM EST	1,821,419
WCBS	CBS Saturday Morning	11/12/2022	7:57 AM EST	1,678,036
WNBC	The Tonight Show Starring Jimmy Fallon	11/14/2022	11:36 PM EST	1,429,742
WLTW-FM	WLTW-FM	11/15/2022	6:52 PM EST	1,367,681
WLTW-FM	WLTW-FM	11/15/2022	8:57 PM EST	1,187,975
WLTW-FM	WLTW-FM	11/10/2022	8:01 AM EST	822,100
WCBS-FM	WCBS-FM	11/14/2022	8:38 AM EST	711,700
WCBS-FM	WCBS-FM	11/14/2022	8:33 AM EST	711,700
WNBC	Late Night With Seth Meyers	11/16/2022	12:39 AM EST	679,991
WNBC	Late Night With Seth Meyers	11/16/2022	12:41 AM EST	679,991
WINSAM	WINS-AM	11/10/2022	12:50 PM EST	671,514
WINSAM	WINS-AM	11/10/2022	12:44 PM EST	671,514
WINSAM	WINS-AM	11/15/2022	12:43 PM EST	671,514
WINSAM	WINS-AM	11/10/2022	11:39 AM EST	670,080
WINSAM	Newsline with Brigitte Quinn	11/14/2022	11:42 AM EST	670,080
WINSAM	WINS-AM	11/15/2022	11:23 AM EST	670,080
WINSAM	WINS-AM	11/10/2022	1:38 PM EST	667,976

Tree Arrival - Social						
Creator	Platform	Post Type	Date	Followers	Likes	Views
MickMickNYC	TikTok	Video	11/12/2022	803,700	1,700,000	16,500,000
MickMickNYC	TikTok	Video	11/12/2022	803,700	783,400	5,900,000
The Megan Daily	TikTok	Video	11/12/2022	124,700	376,400	5,700,000
Here in NYC	TikTok	Video	11/12/2022	204,000	178,300	4,000,000
MickMickNYC	TikTok	Video	11/12/2022	803,700	147,800	2,200,000
Here in NYC	TikTok	Video	11/12/2022	204,000	224,100	1,800,000
People Magazine	Instagram	Reel	11/12/2022	11,700,000	65,454	1,600,000
Secret NYC	Instagram	Reel	11/12/2022	1,300,000	71,422	1,200,000
Here in NYC	Instagram	Reel	11/12/2022	44,800	44,542	1,000,000
Here in NYC	Instagram	Reel	11/12/2022	44,800	11,300	694,000
MickMickNYC	TikTok	Video	11/12/2022	803,700	9,893	303,200
MickMickNYC	Instagram	Reel	11/12/2022	136,000	4,175	201,000
MickMickNYC	Instagram	Reel	11/12/2022	136,000	6,831	185,000
Sincerely Maureen	Instagram	Reel	11/12/2022	26,600	5,826	164,000
MickMickNYC	TikTok	Video	11/12/2022	803,700	2,941	122,000
The Megan Daily	TikTok	Video	11/12/2022	124,700	6,661	111,400
The Megan Daily	TikTok	Video	11/12/2022	124,700	2,781	87,100

Tree Lighting - Wire

Outlet	Headline (Hyperlinked)	Date	Impressions
Associated Press Images	Rockefeller Center Tree	12/1/2022	29,505,835
Getty Images	Rockefeller Center Tree	11/30/2022	8,931,096
Hessische Niedersächsische Allgemeine	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	5,134,495
Kreiszeitung.de	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	4,186,780
Augsburger Allgemeine	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	3,934,099
Kornwestheimer Zeitung	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	3,676,109
Abendzeitung München	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	2,338,019
UPI	90th Annual Rockefeller Center Christmas Tree Lighting in New York	11/30/2022	2,210,052
AFP	Rockefeller Center Tree	11/30/2022	1,578,935
Echo24.de	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	1,202,020
Badische Neueste Nachrichten	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	1,152,082
Madison.com	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	1,052,439
BuzzFeed.de	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	932,867
Aachener Zeitung	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	925,615
Westdeutsche Zeitung	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	901,603
Offenbach Post	Tradition: Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	798,291
Donaukurier, Ingolstadt	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	758,664

Tree Lighting - Wire

Outlet	Headline (Hyperlinked)	Date	Impressions
Heilbronner Stimme	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	723,284
BW24.de	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	708,732
Rhein Zeitung	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	624,545
EFE	NYC lights Christmas tree in Rockefeller Center	11/30/2022	557,812
Soester-Anzeiger	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	473,030
Schweriner Volkszeitung	Weihnachtsbäume in XXL	12/1/2022	420,537
Press of Atlantic City	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	347,370
La Crosse Tribune	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	288,591
Fredericksburg Free Lance-Star	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	266,526
AZ-Online.de	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	176,775
Rapid City Journal	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	158,734
Napa News	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	152,459
Costa Blanca Nachrichten	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	131,479
Kreisbote.de	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	99,893
Waldeckische Landeszeitung	Lichter am Rockefeller-Weihnachtsbaum in New York angeknipst	12/1/2022	95,085
Journal Gazette and Times Courier	Today's top pics: Rockefeller Center Christmas tree and more	12/1/2022	94,656
EPA Images	Rockefeller Center Tree	11/30/2022	12,369

Tree Lighting - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
NBC News	From backyard colossus to Midtown jewel: Journey of the Rock Center Christmas tree	12/1/2022	75,434,418
NBC News	All the Celebs Going to the 2022 Rockefeller Center Tree Lighting—including Blake and Gwen	12/1/2022	75,434,418
Daily Mail	Let there be lights! NYC kicks off the holiday season by flicking the switch on the Rockefeller Christmas tree	12/1/2022	69,561,924
USA Today	Rockefeller Center Christmas tree lighting: Katharine McPhee and David Foster bring in holiday cheer	12/1/2022	59,152,377
New York Post	Moments from the Rockefeller Center Christmas tree lighting	12/1/2022	52,639,654
People	Savannah Guthrie Misses Rockefeller Christmas Tree Lighting Due to Flu-Like Illness: 'I'm So Sad'	12/1/2022	51,699,309
NBC	Gwen Stefani and Blake Shelton Were So Cute at the 2022 Rockefeller Tree Lighting	12/1/2022	39,107,355
NBC News Now	The search for the perfect Rockefeller Center Christmas Tree	12/1/2022	39,107,355
CBS New York	Rockefeller Center Christmas tree lighting unofficially kicks off the holiday season in New York City	12/1/2022	38,561,114
The Sun (U.S.)	LIGHT EM UP Rockefeller tree lighting 2022	12/1/2022	33,883,409
TODAY	'Christmas in Rockefeller Center' live updates: See all the performances and best moments	12/1/2022	22,604,834
Univision 41	Así fue el momento en que encendieron el icónico árbol de Navidad del Rockefeller Center en NYC	12/1/2022	15,565,543
Univision41	Llega la Navidad a la ciudad de Nueva York con el encendido del icónico árbol del Rockefeller Center	12/1/2022	15,565,543
Hollywood Life	Gwen Stefani Is Festive In Silver Outfit For 'Christmas In Rockefeller Center' Performance	12/1/2022	7,574,695
New York Daily News	Rockefeller Center Christmas tree lights up in NYC	12/1/2022	6,087,754
Cleveland.com	Christmas in Rockefeller Center: How to watch 90th annual event live for free (11/30/22)	12/1/2022	4,577,554
1010 WINS	PHOTOS: Rockefeller Center Christmas tree lighting kicks off 2022 holiday season	12/1/2022	4,453,951

Tree Lighting - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Syracuse.com	How to watch the 2022 Rockefeller Center Christmas Tree Lighting: Time, TV, live stream	12/1/2022	2,946,718
El Diario NY	Así fue el encendido del famoso árbol de navidad del Rockefeller Center en Nueva York: videos	12/1/2022	2,545,645
NBC New York	Listen Up Live: Rockefeller Center Christmas Tree Lighting 2022	12/1/2022	2,356,489
NBC New York	Iconic 5th Avenue Stretch Is Only for Pedestrians This Month	12/4/2022	2,356,489
Fox 5 New York	Rockefeller Center Christmas Tree lit for holiday season	12/1/2022	1,317,635
Staten Island Advance	How to watch the '90th Annual Christmas at Rockefeller Center show' tonight (11-30-22)	12/1/2022	1,150,649
Staten Island Advance	New York weather expected to get rainy alongside strong wind gusts Wednesday, says forecaster	12/1/2022	1,150,649
Spectrum News NY1	Rockefeller Center Christmas Tree officially lit up	12/1/2022	1,028,575
Outsider	WATCH: Rockefeller Christmas Tree Lighting Dazzles	12/1/2022	1,000,290
Tucson.com	Rockefeller Center Christmas tree lighting kicks off holiday season	12/1/2022	981,419
amNewYork	SEE IT: Rockefeller Center lights up famous Christmas Tree	12/1/2022	952,655
Secret NYC	90 Magical Things To Do In New York City This December	11/29/2022	671,238
Secret NYC	The Definitive Guide To The Best Tree Lighting Ceremonies In NYC	12/1/2022	671,238
PIX11	Crowds came out to see Rockefeller Center's 90th annual tree-lighting ceremony, despite weather	12/1/2022	666,879
PIX11	What to know for the Rockefeller Christmas Tree Lighting	12/1/2022	666,879
Her Campus	CHRISTMAS IN NEW YORK: 5 PLACES YOU HAVE TO VISIT	12/1/2022	599,133
News 12 The Bronx	Rockefeller and White House Christmas trees lit: Mount Vernon and Yonkers to hold ceremony today	12/1/2022	525,038

Tree Lighting - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
News 10 Albany	50k lights illuminate Queensbury tree in NYC	12/1/2022	438,361
News 12 New Jersey	Rockefeller and White House Christmas trees lit: Mount Vernon and Yonkers to hold ceremony today	12/1/2022	348,269
WNYC NPR	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	341,467
News 12 Long Island	Rockefeller and White House Christmas trees lit: Mount Vernon and Yonkers to hold ceremony today	12/1/2022	308,181
Racine Journal Times	Rockefeller Center Christmas tree lighting kicks off holiday season	12/1/2022	256,732
101.5 WPDH	5 Tips For Seeing the Rockefeller Center Tree Without Huge Crowds	12/2/2022	197,553
WAMU88.5	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	184,871
Bismarck Tribune	Rockefeller Center Christmas tree lighting kicks off holiday season	12/1/2022	180,795
News 12 Westchester	Rockefeller and White House Christmas trees lit: Mount Vernon and Yonkers to hold ceremony today	12/1/2022	161,860
WLRN	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	153,506
WUFT	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	149,995
Connecticut Public	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	148,074
Casper Star Tribune	Rockefeller Center Christmas tree lighting kicks off holiday season	12/1/2022	142,186
WFAE 90.7	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	128,465
News 12 Connecticut	Check out the Christmas tree, or visit a holiday shop! 8 ways to celebrate the holidays in NYC	12/1/2022	112,195
WVXU	New Yorkers fill Rockefeller Center for the annual Christmas tree lighting	12/1/2022	108,302
Patch	NYC Holiday Events: Christmas Tree Lightings, Santas And More	12/1/2022	N/A

Tree Lighting - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	90th Annual Christmas in Rockefeller Center	11/30/2022	9:58 PM EST	8,854,554
WNBC	Kelly Clarkson Presents: When Christmas Comes Around	11/30/2022	10:02 PM EST	7,938,068
WNBC	NBC Nightly News With Lester Holt	11/30/2022	6:58 PM EST	6,949,498
WNBC	NBC Nightly News With Lester Holt	11/30/2022	6:57 PM EST	6,949,498
WNBC	NBC Nightly News With Lester Holt	11/30/2022	6:31 PM EST	6,949,498
WNBC	NBC Nightly News With Lester Holt	11/30/2022	6:30 PM EST	6,949,498
WNBC	Today	12/1/2022	7:30 AM EST	2,866,433
WNBC	Today	12/1/2022	7:02 AM EST	2,866,433
WNBC	Today	12/1/2022	8:57 AM EST	2,423,790
WNBC	Today	12/1/2022	8:23 AM EST	2,423,790
WNBC	Today 3rd Hour	12/1/2022	9:00 AM EST	2,098,071
WNBC	Today 3rd Hour	11/30/2022	9:59 AM EST	2,053,713
WNBC	The Tonight Show Starring Jimmy Fallon	11/30/2022	11:34 PM EST	1,560,545
WNBC	The Tonight Show Starring Jimmy Fallon	11/30/2022	11:37 PM EST	1,492,918
WNBC	The Kelly Clarkson Show	11/30/2022	3:59 PM EST	1,348,647
WNBC	The Kelly Clarkson Show	11/30/2022	3:45 PM EST	1,348,647
MSNBC	MSNBC Reports	11/30/2022	11:00 AM EST	1,167,319

Tree Lighting - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WCBS-FM	WCBS-FM	11/30/2022	2:47 PM EST	1,004,661
WNBC	NBC News Daily	11/30/2022	12:26 PM EST	917,381
WNBC	NBC News Daily	11/30/2022	12:23 PM EST	917,381
KIIS-FM	KIIS-FM	11/30/2022	3:08 PM UTC	898,300
WHTZ	WHTZ	11/30/2022	9:51 AM EST	880,969
WHTZ	WHTZ	12/1/2022	8:43 AM EST	824,700
WCBS-FM	WCBS-FM	11/30/2022	10:52 AM EST	824,173
WNBC	NBC News Daily	11/30/2022	12:54 PM EST	818,201
WNBC	NBC News Daily	11/30/2022	12:53 PM EST	818,201
WHTZ	WHTZ	12/1/2022	6:05 AM EST	716,391
WAXQ-FM	WAXQ-FM	11/30/2022	11:44 AM EST	686,365
WAXQ-FM	WAXQ-FM	11/30/2022	11:43 AM EST	686,365
WINSAM	WINS-AM	11/30/2022	12:56 PM EST	671,514
WINSAM	WINS-AM	12/1/2022	5:45 AM EST	560,717
WINSAM	WINS-AM	12/1/2022	5:19 AM EST	560,717
WINSAM	WINS-AM	12/1/2022	5:05 AM EST	560,717
WCBSAM	WCBS-AM	11/30/2022	1:46 PM EST	555,572

Tree Lighting - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WCBSAM	WCBS-AM	11/30/2022	1:33 PM EST	555,572
WCBSAM	WCBS-AM	11/30/2022	1:16 PM EST	555,572
WCBSAM	WCBS-AM	11/30/2022	2:48 PM EST	553,740
WCBSAM	WCBS-AM	11/30/2022	2:45 PM EST	553,740
WCBSAM	WCBS-AM	11/30/2022	2:34 PM EST	553,740
WCBSAM	WCBS-AM	11/30/2022	2:30 PM EST	553,740
WCBSAM	WCBS-AM	11/30/2022	2:17 PM EST	553,740
WCBSAM	WCBS-AM	11/30/2022	2:12 PM EST	553,740
WCBSAM	WCBS-AM	11/30/2022	12:46 PM EST	553,336
WCBSAM	WCBS-AM	11/30/2022	12:03 PM EST	553,336
WCBSAM	WCBS-AM	11/30/2022	3:52 PM EST	547,567
WCBSAM	WCBS-AM	11/30/2022	3:43 PM EST	547,567
WCBSAM	WCBS-AM	11/30/2022	3:18 PM EST	547,567
WCBSAM	WCBS-AM	11/30/2022	3:14 PM EST	547,567
WAXQ-FM	WAXQ-FM	12/1/2022	8:28 AM EST	547,500
WCBSAM	WCBS-AM	11/30/2022	11:45 AM EST	547,307
WCBSAM	WCBS-AM	11/30/2022	11:44 AM EST	547,307

Tree Lighting - Social						
Creator	Platform	Post Type	Date	Followers	Likes	Views
Secret NYC	Instagram	Reel	12/1/2022	1,300,000	104,622	2,100,000
New York Bucket List	Instagram	Reel	12/1/2022	1,500,000	69,851	1,500,000
Complex	Instagram	Reel	12/2/2022	10,700,000	105,314	1,300,000
Sincerely Maureen	Instagram	Reel	12/1/2022	36,300	60,882	1,200,000
My Christmas in New York	Instagram	Reel	12/1/2022	194,000	65,297	1,100,000
New York City 4 All	Instagram	Reel	12/1/2022	121,000	2,718	66,800
Here in NYC	Instagram	Reel	12/1/2022	54,200	4,218	64,000
Here in NYC	TikTok	Video	12/2/2022	206,800	2,650	63,000
Time Out New York	Instagram	Reel	12/2/2022	622,000	2,930	52,200
New York Bucket List	TikTok	Video	12/1/2022	476,000	4,815	44,700
Sharmed Life	Instagram	Reel	12/1/2022	74,300	2,135	35,500
MickMickNYC	TikTok	Video	12/1/2022	822,500	2,154	20,900
MickMickNYC	Instagram	Reel	12/1/2022	136,000	1,229	18,900
MickMickNYC	Instagram	Reel	12/1/2022	136,000	960	15,700
Here in NYC	Instagram	Reel	12/2/2022	54,500	362	9,235
The Megan Daily	TikTok	Video	12/1/2022	133,500	855	8,833
Sharmed Life	TikTok	Video	12/1/2022	166,000	221	7,374

Tree Removal - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
NewsBreak	Last chance to see 2022 Rockefeller Christmas Tree	1/12/2023	7,602,827
The Travel	New York's Busiest Borough: The Ultimate Travel Guide To Manhattan & Things To Do There	1/12/2023	2,118,142
Secret NYC	The Iconic Rockefeller Center Christmas Tree Will Be Removed This Weekend	1/12/2023	722,882
Secret NYC	10 Fun Things You Don't Want To Miss This Weekend In NYC: Jan. 13-15	1/17/2023	722,882
ABC Albany	Last chance to see 2022 Rockefeller Christmas Tree	1/12/2023	465,557
Telemundo 47	This is the last week to enjoy the Rockefeller Center Christmas tree	1/12/2023	439,059
My Twin Tiers	Last chance to see 2022 Rockefeller Christmas Tree	1/12/2023	274,189
Your Erie	Last chance to see 2022 Rockefeller Christmas Tree	1/12/2023	248,509
Nation World News	This Is the Last Week to Enjoy the Rockefeller Center Christmas Tree	1/12/2023	108,132
New York Amsterdam News	Rockefeller Center Christmas Tree going dark Jan. 14	1/12/2023	97,316
Binghamton Homepage	Last chance to see 2022 Rockefeller Christmas Tree	1/12/2023	54,801
INFORMNNY.com	Last chance to see 2022 Rockefeller Christmas Tree	1/12/2023	38,132
NY1 Noticias	La misión del árbol de Navidad del Rockefeller Center llega a su fin	1/17/2023	26,449

Tree Removal - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	1/13/2023	7:30 AM EST	3,256,768
FNC	The Five	1/16/2023	5:59 PM EST	3,160,180
WCBS	CBS Saturday Morning	1/14/2023	7:02 AM EST	1,845,959
WNBC	NBC News Daily	1/13/2023	12:26 PM EST	1,507,963
WNBC	The Tonight Show Starring Jimmy Fallon	1/13/2023	11:37 PM EST	1,465,975
WKTU-FM	WKTU-FM	1/13/2023	9:42 PM EST	680,092
WAXQ-FM	WAXQ-FM	1/13/2023	8:27 AM EST	547,500
WAXQ-FM	WAXQ-FM	1/13/2023	8:19 AM EST	547,500
WAXQ-FM	WAXQ-FM	1/13/2023	7:25 AM EST	503,277
WAXQ-FM	WAXQ-FM	1/13/2023	5:54 AM EST	429,382
WORAM	Savage Nation	1/13/2023	7:03 PM EST	351,220
WCBSAM	WCBS-AM	1/14/2023	1:04 PM EST	340,340
WCBSAM	WCBS-AM	1/14/2023	11:04 AM EST	335,277
WCBSAM	WCBS-AM	1/14/2023	9:51 AM EST	321,590
WCBSAM	WCBS-AM	1/14/2023	9:50 AM EST	321,590
WCBSAM	WCBS-AM	1/14/2023	9:41 AM EST	321,590
WORAM	Mike Huckabee	1/13/2023	8:04 PM EST	314,114

Tree Removal - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	News 4 NY at 6	1/14/2023	6:16 PM EST	293,090
WNYCFM	BBC Newshour	1/14/2023	4:06 PM EST	265,682
WNYW	The 10 O'Clock News	1/13/2023	10:23 PM EST	217,837
WNYW	The 10 O'Clock News	1/13/2023	10:20 PM EST	217,837
WABC	Eyewitness News This Morning	1/14/2023	9:37 AM EST	202,599
WNBC	News 4 NY at 6	1/13/2023	6:29 PM EST	192,384
WEBE-FM	WEBE-FM	1/13/2023	3:35 PM EST	191,347
WABC	Eyewitness News This Morning	1/14/2023	7:17 AM EST	176,317
WMYX-FM	WMYX-FM	1/12/2023	9:58 AM CST	139,209
WOIAM	The Weekend	1/13/2023	7:33 PM CST	118,587
WNBC	News 4 NY at 5	1/13/2023	5:15 PM EST	112,415
WNBC	Sunday Today in New York	1/15/2023	10:26 AM EST	107,212
WNBC	News 4 NY at 4	1/13/2023	4:16 PM EST	93,830
WNBC	News 4 NY at 4	1/9/2023	4:16 PM EST	91,832
KFAB-AM	KFAB-AM	1/16/2023	10:12 AM CST	83,055
WBAL-AM	WBAL-AM	1/13/2023	10:32 AM EST	81,411
WPIX	PIX11 News at 5	1/14/2023	5:08 PM EST	75,313

Tree Removal - Social

Creator	Platform	Post Type	Date	Followers	Likes	Views
Secret NYC	Instagram	Reel	1/14/23	1,400,000	8,264	241,000
MickMickNYC	Instagram	Reel	1/14/23	143,000	2,243	76,600
MickMickNYC	TikTok	Video	1/14/23	848,300	1,584	70,600
MickMickNYC	Instagram	Reel	1/14/23	143,000	1,178	43,400
MickMickNYC	TikTok	Video	1/14/23	848,300	1,367	38,500
MickMickNYC	TikTok	Video	1/14/23	848,300	1,821	26,300
MickMickNYC	TikTok	Video	1/14/23	848,300	1,064	23,300
MickMickNYC	Instagram	Reel	1/14/23	143,000	575	20,700
MickMickNYC	Instagram	Reel	1/14/23	143,000	551	20,500
MickMickNYC	Instagram	Reel	1/14/23	143,000	723	14,500
MickMickNYC	TikTok	Video	1/14/23	848,300	312	5,690
MickMickNYC	TikTok	Video	1/14/23	848,300	191	5,286

General Tree - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
CNN	He's picked the Rockefeller Center Christmas Tree for three decades. Here's his advice for choosing yours	11/19/2022	128,374,455
BBC	In pictures: Christmas trees from around the world	12/19/2022	75,943,617
Forbes	New York City Is A Lit-Up Holiday Destination	10/31/2022	63,915,232
USA Today	10 kid-friendly things to do in New York City during the holidays	11/22/2022	59,152,377
USA Today	When did Rockefeller Center's Christmas tree lighting begin? See photos dating back to 1930s	11/29/2022	59,152,377
CBS Baltimore	Lumber milled from 2021 Rockefeller Christmas tree donated for Habitat homes in Maryland	12/12/2022	38,561,114
Insider	I choose the Rockefeller Christmas tree every year. Here's how I spot the perfect spruce and get it ready for NYC.	11/30/2022	37,788,206
Esquire	Here's What the Rockefeller Center Christmas Tree Looked Like the Year You Were Born	12/5/2022	23,816,285
Time Out New York	The best things to do in NYC this week	1/4/2023	19,471,818
HOLA.com	Navidades mágicas en Nueva York. empieza por estas ideas	11/25/2022	17,326,426
Time Out New York	Best Christmas things to do in NYC	11/18/2022	16,647,423
Time Out New York	See photos of the Rockefeller Center Christmas Tree through the years	11/18/2022	16,647,423
Time Out New York	The best things to do in NYC this week	11/30/2022	16,647,423
Time Out New York	The best things to do in NYC this week	12/7/2022	16,647,423
Barstool Sports	Ranking The Christmas Trees In NYC - BONUS - Where To Eat After You See Each	12/5/2022	10,799,542
New York Daily News	New York's first Christmas tree	12/23/2022	6,087,754
New York Daily News	A year in pictures: New York Daily News' top photos of 2022	12/27/2022	6,087,754

General Tree - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Insider India	I choose the Rockefeller Christmas tree every year. Here's how I spot the perfect spruce and get it ready for NYC.	11/30/2022	5,254,988
Télématin	Émission du samedi 17 décembre 2022	1/4/2023	4,532,672
1010 WINS	9 things to do in NYC this holiday weekend (Dec. 22 - 25)	12/23/2022	4,453,951
Grunge	THE FIRST ROCKEFELLER CENTER CHRISTMAS TREE APPEARED NEARLY 100 YEARS AGO	11/22/2022	3,761,824
NBC New York	2022 Rockefeller Center Christmas Tree Reveals Itself Before Official Tree Lighting	11/24/2022	2,356,489
MTA Away	A Guide to Fully Enjoying Rockefeller Center Over the Holidays	11/17/2022	1,998,183
Conde Nast Traveller	12 things to do for Christmas in New York	11/17/2022	1,849,857
The Travel	10 Things To Know About This Year's Rockefeller Center Christmas Tree	11/24/2022	1,760,313
Gothamist	His job is to pick the Rockefeller Center Christmas tree. It takes all year.	11/30/2022	1,433,454
Newsday	Rockefeller tree lighting to kick off season of giving	11/27/2022	1,153,950
Mommy Poppins	Rockefeller Center at the Holidays: 17 Fun Things To Do This Season Besides the Christmas Tree	12/7/2022	1,106,920
Spectrum News NY1	Your guide to celebrating the holidays in New York City	12/2/2022	1,028,575
amNewYork	Here are some holiday activities in New York City that you won't want to miss	11/25/2022	952,655
Secret NYC	50 Magical Things To Do For The Holidays In NYC	12/7/2022	671,238
PIX11	The New York City holiday season event guide	11/18/2022	666,879
WNYT (NBC Albany)	Rockefeller Center Christmas tree from Queensbury gets Swarovski crystal star	11/18/2022	551,882
6sqft	10 things you didn't know about the Rockefeller Center Christmas Tree	11/28/2022	279,456

General Tree - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	12/15/2022	8:02 AM EST	4,365,493
WNBC	Today	12/13/2022	7:30 AM EST	3,649,564
NBC Nightly News With Lester Holt	NBC Nightly News With Lester Holt	11/27/2022	6:30 PM EST	3,275,744
WCBS	Inside Edition	12/12/2022	7:05 PM EST	3,054,472
WNBC	Today	12/7/2022	7:30 AM EST	2,983,909
WNBC	Today	11/30/2022	7:58 AM EST	2,978,259
Today	Today	11/29/2022	7:58 AM EST	2,925,563
Today	Today	11/29/2022	7:30 AM EST	2,925,563
WNBC	Today	11/18/2022	8:24 AM EST	2,903,581
Today	Today	11/28/2022	7:59 AM EST	2,885,454
WNBC	Today	11/30/2022	8:28 AM EST	2,884,125
WNBC	Today	11/30/2022	7:27 AM EST	2,884,125
WNBC	Today	11/30/2022	7:04 AM EST	2,884,125
WNBC	Today	12/8/2022	8:30 AM EST	2,818,340
WNBC	Today	11/30/2022	8:58 AM EST	2,635,273
Today	Today	11/24/2022	8:30 AM EST	2,441,692
WNBC	Today 3rd Hour	12/14/2022	9:51 AM EST	2,382,703

General Tree - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	12/3/2022	7:24 AM EST	2,168,106
WCBS	CBS Mornings	11/30/2022	8:55 AM EST	2,144,178
WNBC	Today 3rd Hour	11/30/2022	9:10 AM EST	2,053,713
WNBC	Today 3rd Hour	11/30/2022	9:01 AM EST	2,053,713
FNC	FOX and Friends	11/22/2022	8:02 AM EST	1,720,211
WNBC	The Tonight Show Starring Jimmy Fallon	12/7/2022	11:36 PM EST	1,706,972
WNBC	The Tonight Show Starring Jimmy Fallon	12/2/2022	11:36 PM EST	1,560,545
WNBC	Today With Hoda & Jenna	12/7/2022	10:01 AM EST	1,497,865
WLTW-FM	WLTW-FM	12/2/2022	4:54 PM EST	1,408,133
WLTW-FM	WLTW-FM	12/5/2022	3:39 PM EST	1,386,213
WLTW-FM	WLTW-FM	12/6/2022	3:25 PM EST	1,386,213
WLTW-FM	WLTW-FM	12/6/2022	6:25 PM EST	1,367,681
WLTW-FM	WLTW-FM	11/28/2022	6:04 PM EST	1,367,681
WLTW-FM	WLTW-FM	11/29/2022	6:51 PM EST	1,367,681
The Kelly Clarkson Show	The Kelly Clarkson Show	11/28/2022	3:47 PM EST	1,348,647
WNBC	The Tonight Show Starring Jimmy Fallon	11/21/2022	11:36 PM EST	1,310,645
WLTW-FM	WLTW-FM	11/28/2022	8:01 PM EST	1,187,975

The Rink - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
CNN Travel	Christmas vacations: 15 of the best places to go for holiday spirit	12/5/2022	128,374,455
CNN Travel	Christmas vacations: 15 of the best places for a festive visit	12/23/2022	128,374,455
New York Post	Rockefeller Center ice rink opens as NYC starts glide into the holiday season – even in warm temps	11/9/2022	52,639,654
New York Post	NYC's best 2022 holiday pop-ups and luxury shopping	12/12/2022	52,639,654
Cosmopolitan	Prince William and Kate Middleton Could Be in NYC at the *Exact* Same Time as Meghan Markle and Prince Harry	10/12/2022	42,190,933
Insider	I visited 4 of New York City's seasonal ice-skating rinks, and the most iconic was my least favorite	12/7/2022	37,788,206
The Independent	How to plan the ultimate Christmas trip to New York	11/22/2022	33911002
CBS New York	Rockefeller Center ice rink opens for the season	11/9/2022	33,449,570
Elle	What Kate Middleton and Prince William's Off-Duty Life in Windsor Is Really Like Following Their Move	10/12/2022	32,584,752
Elle	How Meghan Markle Feels About Kate Middleton's Plan to 'Extend an Olive Branch' to Her During U.S. Trip	10/15/2022	32,584,752
Women's Health Magazine	Prince William And Kate Middleton Could Be In NYC At The *Exact* Same TimeAs Meghan Markle And Prince Harry	10/15/2022	25,976,926
TODAY	Rockefeller Center opens ice rink, ushering in the 2022 holidays	11/9/2022	22,604,834
Time Out New York	The best things to do in NYC this weekend	1/9/2023	19,471,818
Time Out New York	The Rink at Rockefeller Center 2022 guide	11/4/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	11/4/2022	17,866,137
Time Out New York	The best things to do in NYC this week	11/9/2022	17,866,137
Time Out New York	Where to go ice skating in NYC	11/9/2022	17,866,137

The Rink - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Time Out New York	10 things to do on Black Friday in NYC instead of shopping	11/9/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	11/11/2022	17,866,137
Time Out New York	The best things to do in NYC this week	11/15/2022	17,866,137
Time Out New York	The best things to do in NYC this week	11/30/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	12/2/2022	17,866,137
Time Out New York	The best things to do in NYC this week	12/7/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	12/12/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	12/16/2022	17,866,137
Time Out USA	The best Christmas vacations in the USA	11/9/2022	17,866,137
Parade	It's Lit! The 50 Best Christmas Light Displays in Each State Will Bring You a Whole Watt of Holiday Cheer	11/20/2022	16,839,347
Time Out New York	The best things to do in NYC this weekend	12/22/2022	16,647,423
Time Out New York	The best things to do on New Year's Day in NYC	12/22/2022	16,647,423
Time Out New York	The best things to do in NYC this weekend	12/30/2022	16,647,423
Time Out New York	The best things to do in NYC this week	1/4/2023	16,647,423
Univision 41	Tickets for ice skating at Rockefeller Center are now on sale	10/15/2022	16,188,806
Univision 41	Ya están a la venta las entradas para patinar en el hielo en el Rockefeller Center	10/15/2022	16,188,806
Us Weekly	Inside Prince William and Princess Kate's 'Hands-On Approach' for Their U.S. Visit	10/12/2022	14,724,906

The Rink - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Best Life	The 10 Most Charming Ice Skating Rinks in the U.S. for Winter Fun	12/5/2022	14,450,258
Us Weekly	Prince William and Princess Kate Kick Off Royal U.S. Visit in Boston: See Photos	12/5/2022	12,558,208
Marie France	Christmas in New York, a perfect plan	10/12/2022	11,147,853
The List	Kensington Palace Is Now Keeping Kate Middleton's Fashion Choices Under Lock And Key	11/14/2022	10,522,993
Glamour	Meghan Markle Is Reportedly Willing to Accept Kate Middleton's 'Olive Branch' in NYC	10/15/2022	10,051,780
Thrillist	Where to Go Ice Skating in NYC this Winter	11/29/2022	7,339,903
1010 WINS	9 things to do in NYC this weekend (Nov. 10 - 13)	11/11/2022	4,992,402
1010 WINS	9 things to do in NYC this weekend (Nov. 17 - 20)	11/18/2022	4,992,402
1010 WINS	9 things to do in NYC this weekend (Dec. 1 - 4)	12/2/2022	4,992,402
Lonely Planet	Everything you need to know about spending the holidays in New York City	12/7/2022	3,083,593
YardBarker	20 cheap holiday activities in New York City	12/14/2022	3,008,438
El Diario NY	Events calendar: activities to say goodbye to the year	12/30/2022	2,545,645
NBC New York	Ice Skating Returns to The Rink at Rockefeller Center Nov. 5	10/15/2022	2,474,924
NBC New York	Ice Skating Rink at Rockefeller Center Returns This Saturday	11/4/2022	2,356,489
The Travel	10 Of The Best Outdoor Ice Skating Rinks In The World Just In Time For Winter	11/14/2022	1,760,313
The Travel	How Ice Skating In Central Park Differs From Rockefeller Center	11/15/2022	1,760,313
The Travel	Three Days In NYC: The Perfect Winter Itinerary	11/16/2022	1,760,313

The Rink - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WNBC	Today	11/4/2022	7:30 AM EDT	2,793,884
WNBC	Today 3rd Hour	11/4/2022	9:01 AM EDT	2,039,290
WNBC	Today	11/5/2022	7:31 AM EDT	1,910,281
WCBS-FM	WCBS-FM	11/5/2022	1:44 PM EDT	525,295
WCBS-FM	WCBS-FM	11/4/2022	3:18 AM EDT	510,361
WCBSAM	WCBS-AM	10/13/2022	7:12 AM EDT	490,737
WCBSAM	WCBS-AM	10/13/2022	6:14 AM EDT	469,852
WINSAM	WINS-AM	11/6/2022	1:22 PM EST	370,284
WINSAM	WINS-AM	11/6/2022	3:21 PM EST	357,948
WABC-AM	WABC-AM	11/7/2022	5:56 AM EST	335,888
WINSAM	WINS-AM	11/6/2022	5:36 PM EST	334,154
WNYCFM	Wait, Wait... Don't Tell Me!	11/5/2022	11:20 AM EDT	282,729
WNYCFM	The New Yorker Radio Hour	11/5/2022	10:00 AM EDT	278,547
WCBSAM	WCBS-AM	11/5/2022	9:16 PM EDT	247,492
WNJU	Hoy día	11/8/2022	7:55 AM EST	226,683
WNBC	News 4 NY at 11	10/15/2022	11:17 PM EDT	220,526
WABC	Eyewitness News First at 4	10/12/2022	4:37 PM EDT	215,577

The Rink - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WABC	Eyewitness News This Morning	11/5/2022	9:47 AM EDT	191,206
WNJU	Hoy día	11/7/2022	9:01 AM EST	179,139
WABC	Eyewitness News This Morning	11/4/2022	6:13 AM EDT	154,706
WCBS	CBS 2 News at 11P	11/5/2022	11:16 PM EDT	135,424
The Weather Channel	America's Morning Headquarters	11/14/22	8:22 AM EST	127,568
WNBC	News 4 NY at 5	10/12/2022	5:17 PM EDT	119,140
WNBC	News 4 NY at 7	11/7/2022	7:19 PM EST	112,520
WNBC	News 4 NY at 5	11/4/2022	5:17 PM EDT	100,836
WNBC	News 4 NY at 4	10/12/2022	4:20 PM EDT	76,639
WNBC	News 4 NY at 7	11/4/2022	7:12 PM EDT	67,986
WNYW	The 5 O'Clock News	11/4/2022	5:44 PM EDT	38,829
WORAM	Coast to Coast AM With George Noory	11/5/2022	5:03 AM EDT	37,647
N12BX	News 12 The Bronx	11/4/2022	9:48 PM EDT	36,676
NY1HD	Weekends On 1	11/5/2022	8:56 AM EDT	33,663
WPIX	PIX11 Morning News at 7am	11/4/2022	7:09 AM EDT	32,096
WNBC	Today in New York	11/4/2022	4:52 AM EDT	31,200
WNBC	Today in New York	11/4/2022	4:56 AM EDT	31,200

Tuba Christmas - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Broadway World	49th Annual Tuba Christmas Comes to Rockefeller Center	12/5/2022	1,906,680
Untapped New York	5 QUIRKY ROCKEFELLER CENTER HOLIDAY TRADITIONS	12/7/2022	466,088
New Jersey Family	Things to Do This Weekend in NJ December 9 - 11	12/12/2022	114,486
New York Metro Parents	49th Annual Tuba Christmas	12/12/2022	89,379
City Guide NY	49th Annual Tuba Christmas at Rockefeller Center®	12/12/2022	83,675
Times Square Chronicles	Tuba Christmas at Rockefeller Center	12/12/2022	56,442
The Nassau Observer	Rockin' Around the Christmas Tree	1/4/2023	4,330
New Yorkled	49th Annual Tuba Christmas at Rockefeller Center 2022	12/5/2022	N/A
Patch	49th Annual Tuba Christmas at Rockefeller Center®	12/5/2022	N/A
The Skint	FRI-MON, 12/9-12: SKINT WEEKEND	12/12/2022	N/A

Tuba Christmas - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WINSAM	WINS-AM	12/12/2022	8:29 AM EST	636,600
WINSAM	WINS-AM	12/12/2022	6:28 AM EST	590,614
WCBSAM	WCBS-AM	12/12/2022	2:12 AM EST	367,559
WCBSAM	WCBS-AM	12/11/2022	2:58 PM EST	339,217
WCBSAM	WCBS-AM	12/11/2022	3:58 PM EST	335,436
WABC	Eyewitness News at 11	12/11/2022	11:16 PM EST	308,365
WNJU	Noticias Telemundo fin de semana	12/11/2022	11:30 PM EST	297,987
WNBC	Today in New York	12/12/2022	4:25 AM EST	43,045
WPIX	PIX11 News at 5	12/11/2022	5:37 PM EST	42,179
WPIX	PIX11 Morning News at 7am	12/12/2022	7:27 AM EST	28,381
WPIX	PIX11 News at 6	12/11/2022	6:05 PM EST	18,168
WXXA	News10 at 10:30 on FOX23	12/11/2022	10:41 PM EST	7,412

Holiday Map and Installation - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
Time Out New York	More than a dozen cheery holiday murals are now on view around Rockefeller Center	11/16/2022	17,866,137
Time Out New York	Best Christmas things to do in NYC	11/21/2022	17,866,137
Time Out New York	The best things to do in NYC this week	11/30/2022	17,866,137
Time Out New York	The best things to do in NYC this week	12/7/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	12/12/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	12/16/2022	17,866,137
Time Out New York	The best things to do in NYC this weekend	12/22/2022	16,647,423
Time Out New York	The best things to do in NYC this weekend	12/30/22	16,647,423
Secret NYC	Dozens Of Holiday Murals Are Sprucing Up Rockefeller Center For The Season	11/18/2022	556,186
Times Square Chronicles	Rockefeller Center's 2022 Holiday Installation and Map	11/15/2022	56,442
Asbury Park Press	Rockefeller Center's 2022 Holiday Map and Installation by Illustrator Lorraine Nam	11/18/2022	N/A
Cheap Chick in the City	Cheap Chick in the City NYC Holiday Guide 2022	12/5/2022	N/A
Events.com	Rockefeller Center's 2022 Holiday Map and Installation by Illustrator Lorraine Nam	11/18/2022	N/A
Kid on the Town	Rockefeller Center	11/18/2022	N/A
New Yorkled	Rockefeller Center's 2022 Holiday Map and Installation by Illustrator Lorraine Nam	11/18/2022	N/A
Patch	Rockefeller Center's 2022 Holiday Map and Installation by Illustrator Lorraine Nam	11/18/2022	N/A
Yelp	Rockefeller Center's 2022 Holiday Map and Installation by Illustrator Lorraine Nam	11/18/2022	N/A

Street Closures - Online

Outlet	Headline (Hyperlinked)	Date	Impressions
New York Post	Eric Adams' Fifth Avenue promenade shows promise	12/7/2022	52,639,654
New York Post	Humbug! Holiday hubbub is taking over Midtown and beyond	12/27/2022	52,639,654
Time Out New York	21 things New Yorkers want for the holidays	12/7/2022	17,866,137
Time Out New York	15 of the best things to happen in NYC in 2022	12/14/2022	17,866,137
Univision 41	Anuncia NYC 'Open Streets': cerrarán calles de Manhattan al tráfico en diciembre	11/29/2022	16,188,806
Travel + Leisure	NYC's Famed Fifth Avenue to Get a Major Revamp — With Bigger Sidewalks and More Green Space	12/22/2022	9,534,134
Thrillist	All These Midtown Manhattan Streets Are Going Car-Free for the Holidays	11/29/2022	7,339,903
New York Daily News	Closed NYC streets open up holiday joy around Rockefeller Center Christmas Tree	12/5/2022	6,087,754
ABC New York	Holiday Gridlock Alert: NYC closes off cars to traffic for three Sundays	12/5/2022	2,582,033
NBC New York	Iconic 5th Avenue Stretch Is Only for Pedestrians This Month	12/5/2022	2,356,489
NBC New York	Here's Your Last Chance to Walk Iconic 5th Avenue Stretch Car-Free	12/20/2022	2,356,489
FOX5 New York	5th Avenue goes car free for first time	12/5/2022	1,317,635
Staten Island Advance	NYC plans to reimagine 5th Avenue as a 'world-class public space' with expanded pedestrian, bike access	12/20/2022	1,150,649
amNewYork	Fifth Avenue in Midtown opens up to pedestrians for the holidays	12/5/2022	952,655
Secret NYC	Fifth Avenue To Shut Down All Vehicular Traffic On Select Sundays In December	11/29/2022	556,186
Telemundo 47	El icónico tramo de la Quinta Avenida es solo para peatones este mes	12/5/2022	365,426
6sqft	NYC unveils plan for car-free streets in Midtown to reduce holiday crowds	11/29/2022	279,456

Street Closures - Broadcast

Channel	Program (Hyperlinked)	Date	Time	Audience
WLTW-FM	WLTW-FM	12/5/2022	6:00 AM EST	649,806
WCBS-FM	WCBS-FM	12/5/2022	5:46 AM EST	565,935
WINSAM	WINS-AM	12/5/2022	4:12 AM EST	526,305
WNYW	The 6 O'Clock News	12/4/2022	6:09 PM EST	467,898
WABC-AM	WABC-AM	12/5/2022	5:55 AM EST	335,888
WINSAM	WINS-AM	12/18/2022	7:48 PM EST	298,614
WINSAM	WINS-AM	12/4/2022	4:57 AM EST	291,750
WPIX	PIX11 News at Ten	11/27/2022	10:36 PM EST	62,575
WNYM	WNYM	12/5/2022	5:31 AM EST	50,341
N12BX	News 12 The Bronx	11/24/2022	5:39 AM EST	44,607
WPIX	PIX11 News at 5	11/27/2022	5:06 PM EST	42,185
WPIX	PIX11 News at 5	12/4/2022	5:11 PM EST	42,179
NY1HDSI	Mornings on 1	12/5/2022	9:08 AM EST	42,031
NY1HD	Mornings on 1	12/5/2022	9:08 AM EST	39,220
NY1HD	Mornings on 1	12/5/2022	7:08 AM EST	38,978
NY1HD	Mornings on 1	12/5/2022	8:08 AM EST	37,639
N12BX	News 12 at Ten	11/23/2022	10:09 PM EST	35,409