

## The Immersive Pink Pier Has Returned for Valentine's Day



Celebrate the season of love at Pink Pier, making its return to Pier 15 just in time for Valentine's Day. Watermark, the 10,000-square-foot outdoor bar and restaurant along the East River, undergoes a delightful transformation into a pink paradise, offering a fun escape in the midst of winter.

Whether you're coupled up or spending the day with friends, Pink Pier provides a vibrant atmosphere with themed decor, photo opportunities, and specially crafted pink delights. Attendees can choose from various ticket options, including the option to book a private snowglobe for a unique dining experience. Indulge in themed cocktails, macaroons, pink tea, and charcuterie while immersing yourself in the whimsical ambiance with pink benches, trees, flowers, and twinkling lights. It's a perfect night out to embrace the spirit of Valentine's Day, creating memorable moments for consumers to enjoy.

**1. Immersive-theme Pop-ups** - Immerse customers in unique and themed experiences through pop-up events like Pink Pier.

**2. Themed Food and Drink Experiences** - Create special food and drink offerings that align with the theme of an event, like the pink delights at Pink Pier.

**3. Memory-making Experiences** - Provide consumers with memorable moments and photo opportunities to capture their experience at pop-up events.

### Industry Implications

**1. Hospitality and Events** - The hospitality and events industry can create immersive pop-up experiences like Pink Pier to attract customers.

**2. Food and Beverage** - The food and beverage industry can develop themed menus and drinks to enhance the overall experience at pop-up events.

**3. Photography and Social Media** - The photography and social media industry can benefit from the demand for capturing and sharing memorable moments at pop-up events.