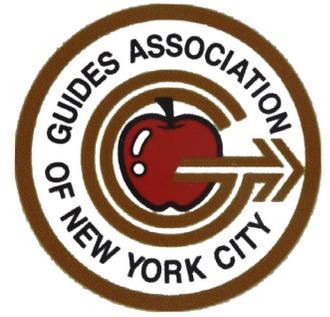


Why Tour Operators and Destination Management Companies Should Hire Tour Guides from the Guides Association Of New York City



WHO WE ARE: The Guides Association of New York City (GANYC) is the association of professional tour guides in New York City. A not-for-profit corporation, GANYC is made up of 330+ member guides who are licensed as required by New York City law. GANYC members are the best of the best among New York Tour Guides, and work in all sectors of the tour business, including: double-decker-bus and boat-based sightseeing; private and public walking and bus tours; tour escort, tour directing and meet-and-greet services; and tours arranged with Tour Operators, DMCs and Receptive Tour Operators. Many GANYC guides are multi-lingual; our members lead tours in more than 20 languages. **GANYC is not an employment agency; however, we can assist the travel trade with finding qualified, professional licensed tour guides who offer tiered pricing.**

HOW GUIDES ARE TRAINED: GANYC emphasizes professional development for all of our member guides. The Education Committee maintains a robust continuing-education program, which includes lectures and seminars from NYC experts; site inspections to various cultural institutions, landmarks, and attractions; FAM tours of attractions as well as neighborhoods throughout the 5 boroughs; and professional development programs focused on the business side of tour guiding. In 2018, GANYC launched its Certification Program, modeled on similar programs in Europe, to allow its member guides to achieve higher levels of tour proficiency.

WHY HIRE GANYC GUIDES: Good guides make tours better; GANYC guides make



tours great, creating repeat business for tour operators, DMCs and other sectors of the travel trade. As global ambassadors for New York City, GANYC guides strive for the highest level of professionalism and guiding excellence. GANYC guides work tirelessly to stay ahead of the latest developments and trends throughout New York, in order to offer the best visitor experience possible to your clients. **We look to the past to bring history alive; and we look forward to uncover emerging neighborhoods, attractions and experiences that will ensure memories for visitors that will last a lifetime.**

GANYC is a member of NYC & Company and enjoys a strategic alliance with the International Inbound Travel Association. GANYC is a member of the National Federation of Tourist Guide Associations-USA (NFTGA)—which is in a strategic alliance with the American Bus Association, SYTA, NTA and Tourism Cares—and a member of the World Federation of Tourist Guide Associations. With this in mind a member of GANYC or the NFTGA participates in the annual meetings of the aforementioned organizations to support the educational and professional aims of these associations.

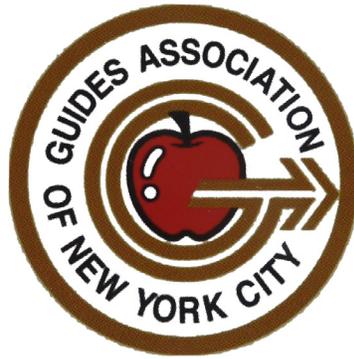
This is why tour operators, DMCs and receptive tour operators frequently request GANYC guides to fulfill their touring needs in New York City.

CONTACT GANYC

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WHO WE ARE: The Guides Association of New York City (GANYC), the association of professional tour guides in New York City. 330+ members who are at the top of the tour guiding profession in New York. Multilingual guides who lead tours in more than 20 languages. Guides who can create and lead any type of tour in any part of New York City.

HOW GUIDES ARE TRAINED: Through GANYC's Education and Certification Committees, GANYC guides are afforded myriad opportunities for continuing education and professional development, ensuring our place at the pinnacle of the tour guiding profession in New York.

WHY HIRE GANYC GUIDES: GANYC guides lead tours that create memories that last a lifetime. Your clients will remember and enjoy tours led by GANYC guides, and this will lead to repeat business for you. Most GANYC guides offer tiered pricing. GANYC does not charge a commission or fees for its services.

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