



Guides Association of NYC Press and Media Kit 2016-2017  
[www.GANYC.org](http://www.GANYC.org)



# GANYC

## The Guides Association of NYC

FOUNDED: 1974

WEBSITE:

[www.ganyc.org](http://www.ganyc.org)

MAILING ADDRESS:

25 Broadway, 9th Floor, New York, NY 10004

PHONE NUMBER:

855-57-GANYC

GENERAL INQUIRIES:

[info@ganyc.org](mailto:info@ganyc.org)

MEMBERSHIP (as of Sept 1 2016):

330

INDUSTRY PARTNERS (as of Sep 1 2016):

59

MEDIA CONTACT:

Amada Anderson, Chair, PR Committee,  
[publicrelations@ganyc.org](mailto:publicrelations@ganyc.org)



New York is the greatest, busiest and most diverse city in the world. Only one organization showcases what makes New York New York - the Guides Association of New York City (GANYC).

For more than 40 years, GANYC and its tourist guide members have explained, unveiled and uncovered New York for millions of visitors from throughout the world.

# GANYC HISTORY

- 1974: Association is founded as the Multilingual Guides Association of New York City.
- 1979: Association renamed Guides Association of New York City (GANYC).
- January 2012: GANYC begins hosting its monthly membership meetings at cultural institutions around the five boroughs. Membership meetings are open to the general public and press. As of July 2016, GANYC has held its meetings in more than 50 cultural institutions.
- Fall 2012: GANYC amends its constitution and by-laws, introducing a Provisional Membership Program and Affiliated Member Program, which includes:
  - Industry Partners: Ongoing industry-related business such as an attraction, museum, restaurant, etc. with a demonstrated interest in supporting licensed tour guiding.
  - Strategic Affiliations: An affiliated association or educational facility with a demonstrated interest in supporting tour guiding.
- January 2015: Sent 4-member delegation to WFTGA 2015 Conference in Prague.
- February 2015: Inaugural installment of Destination New York, GANYC's Podcast.
- March 2015: The inaugural GANYC Apple Awards are presented at the Leonard Nimoy Thalia theater at Symphony Space, honoring individuals and organizations that encourage and promote New York City tourism, culture and preservation while supporting the work and contributions of professional New York City tour guides.
- January 2016: Sent 19-Member Delegation to NFTA 2016 Conference in Washington DC.
- February 2016: Hosts and live streams International Tourist Guide Day Event from the New York Historical Society.
- March 2016: Sent 2-Member Delegation to US Travel Association's Destination Capitol Hill to lobby federal government officials on importance of supporting tourism.

# ABOUT GANYC MEMBERS

GANYC is the preeminent, largest and most active association of professional tourist guides in the United States. Our tourist guides are the most entertaining, educated and experienced guides in New York.

**60%**

60 percent of GANYC guides have been members of the association for at least 6 years.

**70%**

70 percent of GANYC members have been New York City Tourist Guides for at least 6 years.

**91%**

91 Percent of GANYC members conduct walking tours, while nearly 70 percent conduct step-on bus work.

# GANYC MEMBERSHIP REQUIREMENTS

All GANYC members are licensed New York Sightseeing Guides by the NYC Department of Consumer Affairs. Prospective members are interviewed by the GANYC Board of Directors. Once approved, new members are granted provisional status for 1 year, after which, once certain membership requirements are met, provisional members are elevated to full member status.

According to NYC & Co, the number of licensed sightseeing guides has boomed since 1998.

- In 1998: 1,300
- In 2000: 1,350
- In 2001: 1,450
- In 2007: 1,575
- In 2009: 1,800
- In 2015: 3,112

## TYPES OF TOURS GIVEN BY GANYC MEMBERS

GANYC guides excel at all types of tours in New York, be they on foot, on bus, on the water, or any other mode of transit.

- Bicycle Tours
- Boat Tours
- Bus tours: Regularly scheduled tours such as double-decker buses.
- Hansom Cab Tours
- Helicopter Tours
- Limousine Tours
- Pedicab Tours
- Private Tours
- Public Tours
- Running/Jogging Tours
- “Step-on” Bus Tours: GANYC guides hop on buses arriving into New York and show groups through the Big Apple
- Student Tours
- Walking Tours

# SPECIALTY TOURS GIVEN BY GANYC MEMBERS

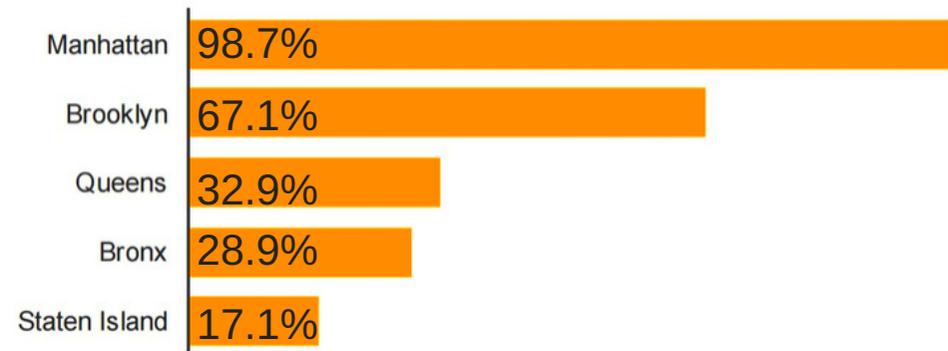
- African American History
- Architecture
- Colonial and Revolutionary War History
- Celebrity Culture
- Colleges & Universities
- Counter Culture
- Dutch New Amsterdam
- Ethnic Groups and Enclaves
- Food & Culinary Adventures
- Immigrant Experience
- Garden
- Ghosts & Haunted NYC
- Literature & Writers
- Mafia & Organized Crime
- Movies & TV Shows
- Music
- Parks
- Pub Crawls/Cocktails
- Religious Services and Themes
- Revolutionary War
- Street Art
- Sports
- Theater





## GANYC Guides Tours by Borough

GANYC guides are well versed in all areas of the city. Manhattan predominates as the top spot for tours, with almost all GANYC guides conducting at least some of their tours in Manhattan; Brooklyn is the next busiest, as 67 percent of GANYC guides conduct tours here.



# Why Go GANYC?

## How the Public Benefits from GANYC

GANYC member guides are the cream of the New York City tourist guide crop. When visitors take a tour with a GANYC guide, they know that the GANYC guide has the following qualifications:

- Highest professional standards.
- Extensive training via lectures, FAM tours, site visits and Professional Development Programs.
- Adherence to GANYC's Code of Ethics.
- Licensed by the NYC Department of Consumer Affairs.





# GANYC MEMBER BENEFITS

- Network of fellow professional tourist guides.
- Listing on, and access to members only sections of, GANYC's web site, [www.ganyc.org](http://www.ganyc.org)
- Connections to local businesses and cultural institutions via the Industry Partner Program.
- Exposure to all areas of New York via GANYC's exclusive FAM tours.
- Professional Development Programs.
- Active social media presence on Facebook, Twitter, Instagram and LinkedIn to advocate for and increase exposure of GANYC guides.
- Advocacy in front of New York City, New York State, and U.S. Government via Government Relations Committee.
- Liability insurance available to all members.
- GANYC's quarterly newsletter, Guidelines and bi-weekly E-Newsletter.

# ABOUT GANYC PARTNERS

GANYC welcomes and actively solicits select industry partners whose businesses and organizations are important components of the New York and national tourism industries, and are consistent with the mission of GANYC.

GANYC enjoys strategic partnerships with many key tourism industry associations, including:

- NYC & Company
- International Inbound Travel Associations
- World Federation of Tourist Guide Associations
- National Federation of Tourist Guide Associations-USA (which enjoys a strategic alliance with the American Bus Association)
- Student and Youth Travel Association (SYTA)
- National Tour Association (NTA)
- Tourism Cares)



## ANNUAL GANYC APPLE AWARDS

In March 2015, the inaugural GANYC Apple Awards were presented, honoring individuals and organizations that encourage and promote New York City tourism, culture and preservation while supporting the work and contributions of professional New York City tour guides. In 2017, after two years of sell-out crowds, the third-annual Apple Awards will be moving to a venue that is double the size of the previous space.



# GANYC's Future:

**GANYC is constantly working to further the interests of its members, the New York City tourism industry, and New York City as a whole. GANYC is in the midst of two major initiatives that will launch the association and its members to even greater standing in the tourism industry.**

**CERTIFICATION:** In 2017, GANYC will launch a tourist guide certification program to give an official stamp of excellence to our members. GANYC members will be able to enroll in a GANYC-sponsored and developed course to receive certification as a Master Guide. The course will include classroom work, required reading, in-field work, and a final exam. This will help further establish GANYC as the go-to resource for visitors looking for tours of New York City.

**WFTGA 2019:** GANYC is preparing a bid to host the 2019 World Federation of Tourist Guides Associations 2019 Conference. Working closely with other New York City tourism organizations, hotels and suppliers, GANYC hopes to submit the winning bid in order to host the 18th WFTGA conference and its 51 member countries - this would be the first WFTGA conference held in the United States.



**GANYC Welcomes the  
World to New York!**