

NEW YORK CITY STUDENT TOUR-2007

SUNDAY, MARCH 11TH – FRIDAY, MARCH 16TH

Transportation to New York: Students make their own arrangements.

Hotel: New York's Hotel Pennsylvania

401 7th Avenue
(7th Ave. at 33rd Street)
New York, NY

Room rate - \$169.00 – With tax - \$195.00

Sunday, March 11th:

Travel Day. Students should make their arrangements to arrive into the city and check into the hotel. Students are on their own for dinner.

Monday, March 12th:

7:30 – 9:30 a.m. Breakfast hosted by Miller Center at Joe O's restaurant located in the New York Hotel Pennsylvania. Several Gators in New York City who work in the retail industry will join us to spend time with students.

10:00 – 1:00 p.m. Tour of Macy's Herald Square – Back of the house.

1:00 – 2:00 p.m. Lunch, students on their own

Afternoon: Students on their own for the afternoon.

Tuesday, March 13th:

9:00 – 4:00 p.m. Brown Shoe/Famous Footwear

Will tour the showroom, speak with senior company executives, possibly meet with designers and tour the Famous Footwear store. Detail agenda forthcoming.

Wednesday, March 14th:

A.M. Tour of Build-A-Bear

P.M. Tour of "HOT RETAILER" in the city. Marianne Wilson, Senior Editor of Chain Store Age Magazine.

Thursday, March 15th:

Working on tours

Friday, March 16th:

10:00 – 11:00 a.m. Tour of Toys “R” Us.

1514 Broadway

New York, NY 10036

Broadway & 44th Street

(646) 366-8855

Toys “R” Us Times Square, The Center of the Toy Universe, is the new Toys “R” Us international flagship store. The more than 30 million visitors who visit Times Square each year will discover the Toys “R” Us Times Square is much more than a toy store. The 110,000-square foot store is guaranteed to delight guests with an unrivaled shopping experience, and unbelievable array of toys, the best in customer service, and of the most amazing retail presentation in the world. The store has a carnival size Ferris wheel in the middle of the store.

11:00 A.M. – 12:30 p.m. Students on their own to walk around Times Square to see the following:

Hershey’s, Office Depot, Virgin Records, Cold Stone Creamery, Swatch, Roxy Delicatessen and MTV.

Over the course of the past century, Times Square distinguished itself from every other business area of New York and became the outdoor laboratory for new ways to communicate and advertise in a vast metropolis.