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FOR IMMEDIATE RELEASE

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Lower Manhattan on Wheels: Downtown Alliance Rolls Out Mobile Tourism Kiosk



New York, NY. (November 30, 2012) – The Alliance for Downtown New York is ready to make the Lower Manhattan touring experience even better with the release of a new mobile tourism kiosk. This kiosk will help residents and visitors find their way around Lower Manhattan, through providing on the ground information about local restaurants, attractions, retail and transportation.

“A destination of choice for both business and leisure travelers, nearly 10 million visitors came to Lower Manhattan last year,” said Elizabeth H. Berger, President of the Downtown Alliance. “As tourism in the district breaks records year after year, these portable kiosks are a fantastic way for visitors to learn about all the area has to offer.”

Starting the first week of December, a mobile kiosk will be stationed at Bowling Green Park daily from 8 AM to 4 PM. Downtown Alliance kiosk workers will be available to assist visitors with information about tourist sites, public transportation, shopping and dining around the area.

The new mobile kiosk will provide visitors a variety of maps and brochures featuring all that Lower Manhattan has to offer, including information on local transit, the 9/11 Tribute Center, the 9/11 Memorial, the Downtown Connection Bus, the Anne Frank Center, New York Water Taxi, J&R Music, and Trinity Restaurant. The kiosk contains 52 display racks for four inch by nine inch brochures and provides lighting with the help of a power source. Organizations wishing to place collateral at the mobile kiosks should email tganther@downtownny.com.

According to Downtown Alliance research, the number of tourists visiting below Chambers Street has grown by approximately one million visitors each year since 2008 when Lower Manhattan had 7 million visitors. In 2011, tourism soared to nearly 10 million visitors. For more Lower Manhattan tourism information and research, visit www.downtownny.com.

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors.

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