



RETAIL STORE
TOURS

NRF 2019

RETAIL'S BIG SHOW

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Retail Store Tours Features World's Largest Store Program at the NRF 2019: Retail's Big Show

Retail Store Tours expands to five locations in New York City and is Building World's Most Largest & Innovative Retail Experience Platform, experiential, inspired by creative thinking & store design

NEW YORK, November 12, 2018 --- [Retail Store Tours](#) – is featuring the best of New York retail for the expected 37,000 attendees of the NRF 2019 Retail's Big Show in New York City from January 13 to January 15, 2019 – provides curated experiences showing how innovative retailers are driving traffic to their stores, leveraging the latest technology, and integrating omni-channel strategies to maximize the store experience and set themselves apart. The program was launched at NRF 2018 Retail's Big Show in New York City this past January 2018 and in Las Vegas in September 2018. Retail Store Tours will be held from Friday, January 11 to Friday, January 18, 2019. “We received feedback from our delegates that they wanted a guided store experience while attending NRF 2019 Retail's Big Show. We partnered with CIM Tours to create a guided immersive tour experience” says Susan Newman, Senior Vice President of Conference at NRF. The feedback from retailers is very positive with one international retailer commenting “I liked the narrative that you created around building uniqueness through personalization, innovation and service. Some real insights” another retailer said “our team was very pleased with the tours and would love to do this again. It increased our overall satisfaction with the Big Show.”

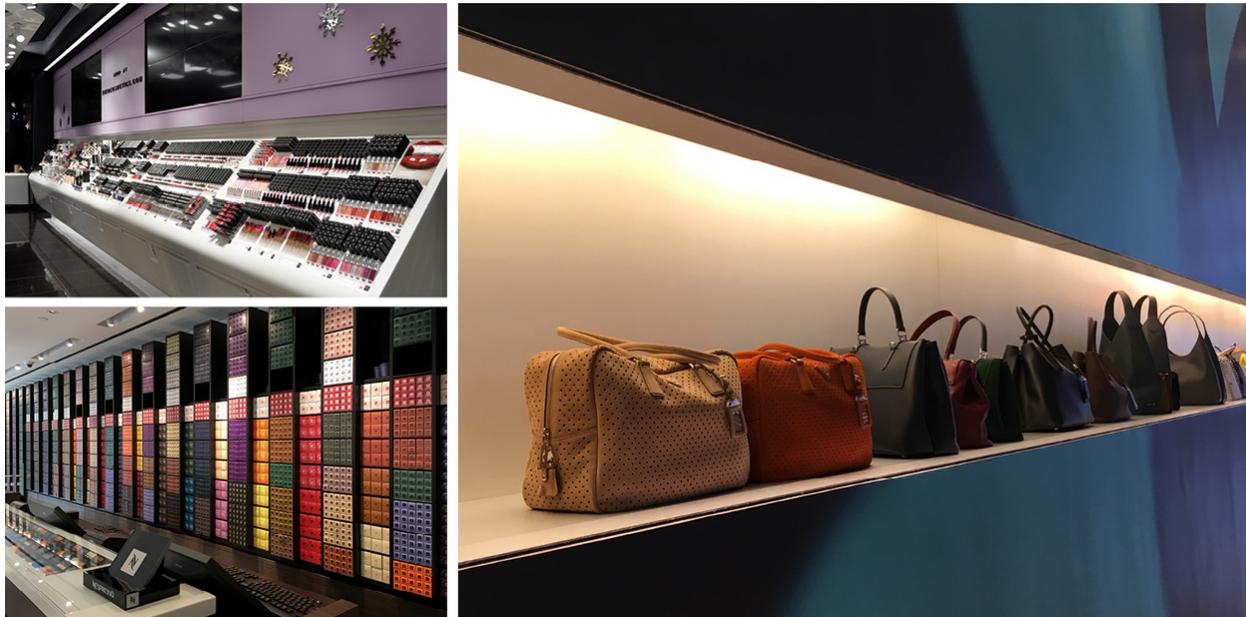
Retail Store Tours (RST) guides you through a curated list of stores in five New York City locations, so you can see the very best of current retail practices that make the in-store experience relevant in the digital era. Retail Store Tours is offered in New York City, Las Vegas, Los Angeles with plans to offer similar tours in fifty cities around the world. The website is viewable in ten languages including English, Spanish, French, Italian, Portuguese, German, Chinese, Japanese, Korean and Arabic.

A video overview of the program is provided on the link (<https://youtu.be/-arMKdekEd4>).

At its core, RST is a brand-new class of active-learning-experience platform. It is organized and coordinated to compliment the NRF 2019, Retail's Big Show, which attracts 37,000 industry professionals to New York City to explore the latest tech, trends and ideas that are transforming retail. Executives participate in highly-curated walking reviews of the most innovative retailers in New York City.

“The active-learning approach was created to help retail executives absorb and process information critical to their business in short digestible time periods,” said Dan Hodges, Founder & CEO of Retail Store Tours.

A study by Stanford researchers found that walking boosts creative inspiration, thus helping information absorption. Stanford examined creativity levels of people while they walked versus while they sat. A person's creative output increased by an average of 60 percent when walking, according to the Stanford Study.



The NRF 2019, Retail's Big Show, to be held in New York from January 11-18, 2019. New York City offers a wealth of retail experience innovation -- all with an easy-to-walk format.



Retail Store Tours highlight how savvy retailers are using their understanding of changing behaviors and technology to enhance their customers' journey. Today's path to purchase includes chat bots, smartphones, shopping apps, social experiences, and home or office delivery. The Tours explore how innovative retailers are empowering their teams to develop dynamic store practices to give shoppers a consistently positive retail experience. Our innovative retail briefings provide real-time best practices and explore worldwide trends driving the changing face of retail.

Hodges, RST Founder & CEO, said: "We analyzed locations around the world and identified New York City as unique, due to The Big Apple's competitive retail economy and its international business environment."



Myung Choi, EVP of Brand Strategy for Retail Store Tours, added, “The team understood the importance of building the world’s largest retail experience platform with inputs from the retail business and creative communities.”

Anindya Ghose professor of Information, Operations and Management Sciences and Marketing at New York University's Leonard N. Stern School of Business, observed that “the rapid pace of change over the next decade will require new and innovative ways to understand marketplace dynamics and decision-making.”

About Us

RETAIL STORE TOURS (<http://retailstoretours.com/>) is a division of the CIM Tours which is a proven innovation guide for global organizations. Consumers in Motion Tours (CIM Tours) translates your existing business objectives into new technologies and partnership so that you can innovate and stay ahead of ever-changing consumer expectations.

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