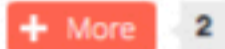
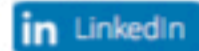


RST To Host First Store Tours During NRF Retail's Big Show

Wednesday, 13 December 2017 13:20

Published in News Briefs



Tagged under

#nrf17, store tours, Retail's Big Show, westfield world trade center,

Retail Store Tours (RST) will host tours of New York City stores for the first time during the NRF Retail's Big Show, on Jan. 13 and 17, 2018. The self-guided tours will showcase how retailers are driving traffic to their stores, using the latest technology and integrating omnichannel strategies to enhance the store experience.



RST will guide attendees through a variety of carefully curated stores in NYC, including locations inside The Westfield World Trade Center mall and in the city's SoHo district. Attendees will have access to up to 10 cutting-edge global retailers in categories such as fashion, technology, food and beverage, and home décor to see how they are using their understanding of changing behaviors and technology to enhance their customers' journey.

The organization chose New York City as its pilot city and plans to offer similar tours in more cities in the future, including San Francisco, Los Angeles, London, Paris and Dubai.

"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," said Daniel Hodges, RST Founder and CEO.