

RETAIL

Fifth Avenue Association launches historic walking tour

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The walking tour includes exclusive access at select stops on Fifth Avenue. Image credit: Like A Local Tours

By LUXURY DAILY NEWS SERVICE

The Fifth Avenue Association is partnering with Brooklyn-based tour company Like A Local Tours for an offering exploring the iconic retail corridor.

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Geared to both locals and tourists, the Fifth Avenue Walking Tour includes stops at some of the area's most famous hotels, shops, churches and landmarks. Guests will enjoy special access at select sites while learning about the culture and history of Fifth Avenue.

"The Fifth Avenue Local Tour brings to life the story behind one of the most iconic streets in the world," said Jerome Barth, president of the [Fifth Avenue Association](#), in a statement.

"Every tourist strolling down Fifth Avenue will be guided through its rich history and inspired by delightful surprises and special access to some of our most luxurious merchants."

Walk the avenue

The new walking tour features a guided visit inside St. Patrick's Cathedral, a stop at the Saks Fifth Avenue flagship and insights into Rockefeller Center, Tiffany & Co., Cartier and the Plaza Hotel. Other stops include Bryant Park and the New York Public Library.

At The Pierre, guests will have special access to the historic photo gallery underneath the hotel lobby, which includes photos of famous guests and old menus. Attendees can also enjoy a glass of wine or cocktail at the hotel's Perrine restaurant after the tour ends in Central Park.

"Our Fifth Avenue tour shares exactly why this area is so special, and all the hidden gems and history that go into making it such an incredible area," said Lauren Beebe, owner/founder at [Like A Local Tours](#), in a statement.



Guests can enjoy an after-tour drink at The Pierre. Image credit: Like A Local Tours

Tour tickets are available [online](#) and range from \$26 for children ages four to 10 to \$36 for guests ages 11 and up. The tour covers 1.5 miles in an average of two hours and is limited to 10 participants for intimacy and COVID-19 protocols.

Once the holiday season begins, the Fifth Avenue Walking Tour will also run in the evening so guests can experience the lights, window displays and Rockefeller Center Christmas tree.

"There is no better way to experience Fifth Avenue if visiting New York City this holiday season," Mr. Barth said.

Businesses and retailers have introduced new offerings to draw shoppers back to Manhattan after the COVID-19 pandemic dramatically reduced foot traffic.

In September, the Madison Avenue Business Improvement District (BID) hosted its second annual Welcome Back Saturdays.

The event welcomed shoppers to 29-blocks on Madison Avenue, between E. 57th and E. 86th St. Guests can enjoy free programming on the street, al fresco dining and in-store experiences, shopping incentives and gallery visits ([see story](#)).

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