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Travel

The Tour Reinvents NYC Sightseeing

by Winnie McCroy
EDGE Editor
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The Tour (Source:Rory Lipede)

New Yorkers reserve a special place in hell for those visiting relatives who make them spend their Saturday waiting on the never-ending line to visit the top of the Empire State Building, or suffering seasickness to gawk at the Statue of Liberty. Thank goodness, then, for an attraction that both locals and tourists can enjoy. **The Tour**, a 90-minute sightseeing bus tour of New York City, is head and shoulders above any other rinky-dink tour.

EDGE recently paired up a native New Yorker with her visiting niece and her husband to give this a run-through. The verdict: The Tour is a literal thrill ride, for both jaded Brooklynites and country bumpkins alike!

The Tour comes staffed with two tour guides - humorous fellows who stand on either side of the bus, and supply riders with handy facts, silly jokes and the occasional song. They teach passengers a special wave to give to pedestrians, and even ask riders questions about the city, with the winner receiving a pair of logo sunglasses.

Landmarks Reinvented

Conceived, produced, directed and co-written by The Ride's CEO/CCO, Richard Humphrey, The Tour is ushering in the new generation of sightseeing. Considered the most innovative entry in the multi-media field of immersive fare, The Tour is a love letter to New York where every seat is the best seat in the house.

The Tour's vehicles are the tallest allowed by federal law. They're fitted with stadium-style seating that orients the 49 fortunate participants sideways so as to look through the massive windows and ceilings that deliver New York as an exhilarating \$50 trillion backdrop to an immersive, all-encompassing, fact-filled event.

This makes taking photos of iconic landmarks like the Empire State Building and Port Authority a breeze. Without even leaving her seat, my niece got fantastic photos and videos to share with all her friends back home.

The tour guides even make jokes about other tour buses, chiding a double decker for having its roof open to possible rain showers, and another for having front-facing seats, which they deemed, "so 2007."



St. Patrick's Cathedral (Source:The Tour)

Immersive Entertainment



(Source:The Tour)

Launched on March 23 by the producers of **The Ride**, a moving theatrical experience, The Tour insists you luxuriate in climate-controlled comfort as an informed and personable Licensed Gold Star Tour Navigator keeps things moving along. On a scorching summer day, the air conditioning and comfortable seats earn bonus points.

The trip is enriched with audio/visual support that frames the city and its glorious history and brings moments to magical life by utilizing the bus' patented technology. It lets visitors discover the past, present and future of New York City through an immersive multimedia sightseeing adventure.

Best of all, however, are the street performers that The Tour has 'planted' across the route to entertain and thrill riders. The first performer appears on 42nd Street. She seems to be just a woman talking on her cell phone, until she catches the eye of one of the tour guides. He chats her up, and the next thing you know, she's dancing down the street!

By the time she kicks her leg up past her head as only a Rockette could do, the gig is up. But realizing that she's on the payroll doesn't lessen our enjoyment of her soft-shoe. It just puts us on alert for other performers.

Among them are a talented rapper, who weaves in the name of my niece and her husband (celebrating a second honeymoon) into his tune (the driver had asked beforehand about any special events). In Columbus Circle, a ballerina and her escort, wearing a Mets shirt, wows the riders as she dances pirouettes around the fountain.

And outside Carnegie Hall, a talented guitar player gets some help from a woman who just walks up and begins singing. It's nice to see that The Tour is employing these highly talented New Yorkers to share their skills while they're not on stage performing at other local venues.

The Tour's \$1.5 million state of the art motor coaches depart three times daily, seven days a week, from 45th Street and Broadway in the heart of Times Square. Tickets are available online, or in the nearby lobby of Madame Tussauds Wax Museum. With The Tour, it's always a great time to take a bite out of the Big Apple!

For more information, visit <http://experiencetheride.com>.



Winnie McCroy is the Women on the EDGE Editor, HIV/Health Editor, and Assistant Entertainment Editor for EDGE Media Network, handling all women's news, HIV health stories and theater reviews throughout the U.S. She has contributed to other publications, including The Village Voice, Gay City News, Chelsea Now and The Advocate, and lives in Brooklyn, New York, where she writes about local restaurants in her food blog, <http://brooklyniscookin.blogspot.com/>

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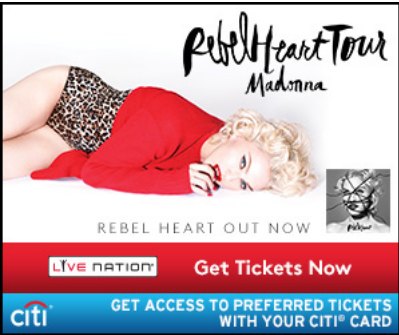
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Madonna

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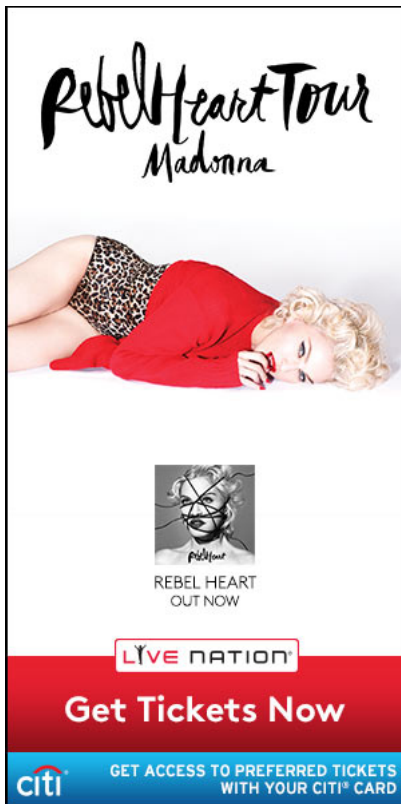


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Rebel Heart Tour
Madonna

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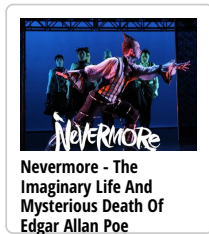
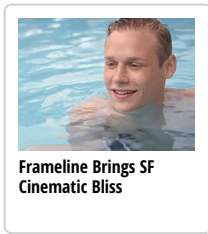
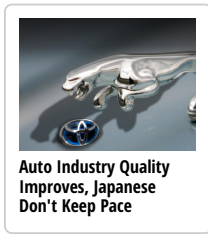
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The poster features Madonna lying on her side, wearing a red long-sleeved top and leopard-print shorts. The text 'Rebel Heart Tour' and 'Madonna' is at the top in a handwritten style. Below the image is a small album cover for 'Rebel Heart' with the text 'REBEL HEART OUT NOW'. At the bottom, there is a red banner with 'LIVE NATION' and 'Get Tickets Now', and a blue banner with the Citi logo and 'GET ACCESS TO PREFERRED TICKETS WITH YOUR CITI® CARD'.

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