

24 September 2018

URBAN ADVENTURES PARTNERS WITH THE NY TIMES TO LAUNCH CITY TOURS

The New York Times today launched [City Tours](#), a new extension of its [Times Journeys](#) travel program, a series of short half and full day tours inspired by Times content, including its much-loved "[36 Hours](#)" travel column. City Tours provide travelers with a deeper look into what is special about particular cities around the world.

The itineraries, operated by [Urban Adventures](#), focus on themes such as art and artisans, local cuisine and history. They are designed to help travelers get a better understanding and feel more connected to the city they are in, by including an exploration of local food and drink, behind-the-scenes access, hands-on learning and conversations with locals. For example, travelers can dine with a local family in [Marrakech](#) to experience homemade Moroccan food, step behind the grill and learn to cook a cheesesteak in [Philadelphia](#), or when in [Tokyo](#), have the opportunity to speak (in English) to humanoid robots.

City Tours are designed to make traveling with The Times accessible for more people, including independent and business travelers looking to quickly learn about the local culture. The trips can be booked as little as 48 hours in advance and will be available from as little as \$75.

"Travelers look to The Times for trusted and unique insights into how to make the most out of any travel experience, from weeklong excursions to what to do with a quick layover," said David Rubin, senior vice president, audience and brand, The New York Times. "With City Tours, our travel offerings now reflect the entire breadth of our travel coverage and give more travelers the chance to explore cities alongside local guides who live there, with little planning and without having to dig deep into their travel budget."

Each City Tour distills the 36 hour itinerary into an experience that can be enjoyed in less than a quarter of that time. By continuing the theme, and cherry-picking some of the original stops and neighborhoods visited, the tour maintains the essence of the original article, while spotlighting a few local favorites too.

Travelers can experience City Tours in nine destinations at launch, including Budapest; Marrakech; Brooklyn, N.Y.; Tokyo; Toronto; Paris; Philadelphia; Prague; and Mexico City. In the coming months, Times Journeys will add Washington, D.C.; Bangkok; London; Sydney; and Delhi among others, to its City Tours destination list.

"Travel has always been something of an antidote to everyday life, but it's increasingly important to get outside to get a fresh perspective," says Tony Carne, general manager of Urban Adventures. "Not only because it's a chance to step away from a barrage of social media outrage, but because there's nothing like exploring a new neighbourhood to understand the real stories of a people and a place. We're thrilled to be working with The New York Times to show readers a world that locals know and love."

Times Journeys launched in 2013 as a cruise program that brought travelers closer to their favorite Times journalists. It has since expanded to include [small group tours](#), [student trips](#) and [weekend workshops](#).

[Urban Adventures](#) is a global network of more than 1,300 passionate local guides offering day tours of more than 160 cities around the world. Created nine years ago by [Intrepid Travel](#), Urban Adventures takes travelers to explore both the world-famous sites and hidden gems of a place, uncovering backstreets, local hotspots, and quirky landmarks. Committed to responsible tourism that benefits local communities, in 2018 Urban Adventures has injected more than USD \$7.5 million in to local economies.