

AS SEEN IN

**GROUP TOUR**  
THE GROUP TRAVEL INDUSTRY'S PLANNING AND INFORMATION RESOURCE  
**MAGAZINE**



*Melinda Marinoff*

## Driving force

### Melinda Marinoff, New York Restaurant & Entertainment Receptive Services

If you're a tour planner researching a trip to New York City, then 10 to 1 you've heard of Melinda Marinoff. This tourism dynamo is filled with creative ideas and will suggest innovative options to make your tour of New York City the best ever. "My mission was to build my company upon a foundation of trust and confidence while servicing tour and travel professionals," said Marinoff. The company, New York Restaurant and Entertainment (NYR&E) Receptive Services, is a New York City tour operator specializing in dining, theater, hotels, attractions, and creative group

tour adventures for adults, students, bank travel groups, and business travelers. Marinoff serves as its president and creative energy source.

The tourism spotlight focused on Marinoff after September 11 when group visits to the city were at an all-time low. Amid a sea of cancellations, a group of 89 individuals on Glenn's Motor Coach Tours of Rochester, Minn., decided to take the trip about a week after the attacks. Marinoff, who likes to give visitors a view of the rich cultural and historic heritage of her native New York, designed a tour, later dubbed the "New York City Patriot Tour," and took the group around the city. The tour later won the first BEST Traveler of the Month award. "At a time when many people are canceling their trips, this group insisted on completing their tour as planned," said Marinoff. "By having visited New York, they have inspired many others to follow in their footsteps."

Marinoff's love for both the city and people has caused her to design tours that focus on the best of New York while including its immigrant heritage, culture, and sounds. As a licensed,

bonded New York City ticket broker, the company provides discounted, group ticket rates for Broadway shows, attractions, sporting events, and special attractions without a service charge. NYR&E Receptive Services specializes in packaging your choice of Broadway and Off-Broadway shows with an affordable dining experience from more than 65 restaurants before or after the show, always ensuring that your groups are on time for curtain call.

Five innovative heritage tours were developed by NYR&E Receptive Services to help travelers experience the creativity and inventiveness of the American people. These tours were chosen for inclusion in The White House Millennium Program.

Whether it's gospel choirs and soul food in Harlem, the sea stories from South Street Seaport, or immigrant heritage and Brooklyn in the Golden Age, the sights, sounds, and smells of the city are a memorable history lesson brought to life. NYR&E Receptive Services features specially designed tours that combine sightseeing, dining, and entertainment in one easy to book package with some tours geared toward adults and others to students.

New York City is a hot destination for student and youth travel for marching bands, middle school adventures, and senior trips. Feeding hungry kids with both edible and musical feasts has become a specialty.

Eight years ago, NYR&E Receptive Services was born at Marinoff's kitchen table. Not one to let grass grow under her feet, Marinoff has become bi-coastal and offers her services in another form. Founding a tour company aptly named On the Town Tours, Marinoff offers national tours specializing in bringing Californians to the East Coast and New York City in particular.

You go girl!•

**New York Restaurant & Entertainment  
Receptive Services**  
303 W. 42nd St., Suite 510  
New York, NY 10036  
1-888-550-6972  
(212) 757-9824  
[www.nycgrouptours.com](http://www.nycgrouptours.com)