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## **With Business Travel Expected to Rise in 2010, Leading Manhattan DMC Opens New UK Sales Office**

On the heels of a fresh survey predicting more travel among UK businesses, Manhattan's leading Destination Management Company (DMC) Shackman Associates New York has announced the formation of a strategic meeting and corporate incentive sales partnership with New Malden-based Global Management Connections (GMC)

Founder Karen Shackman has consistently predicted that New York's unprecedented value for business travel will be a win-win for everyone in 2010, and on January 13, the Business Meetings and Travel Show released a study among 1,400 UK business travel managers confirming her optimism.

The survey found that 27% of budgets will be boosted for 2010 and 35% of buyers will arrange more trips. And while belt-tightening looks to continue, Shackman offers four factors why the timing is perfect for scheduling a New York City corporate or incentive meeting:

- Hotels are continuing to negotiate favorable room rates including complimentary amenities with DMC's that have close, established relationships with them.
- For the 44% of meeting planners who said they will book coach flights in 2010 to save money, airfare to New York City's two major international airports is highly competitive and new carriers are entering the marketplace. "Virtually anyone looking for a deal can find one, if they have flexibility in planning," says Shackman.
- Unlike other markets where entertainment-options have declined in the recession, new exciting venues continue to open in New York City and offer incentive meetings creative ways to maximize budgets. "Several new Broadway shows are opening this year and we regularly work with incentive clients to provide unique access experiences such as backstage tours."
- The requirement of far-advance-reservations for anything in Manhattan is not a significant factor in 2010. "This is extremely convenient for companies who are planning travel by the fiscal quarter."
- Sponsors are unleashing new offering gadgets on business travelers. "If the impending war between Apple and Google is any indication, association conferences that choose Manhattan will have more access to tech-sponsorships of after-hours events and product samples than ever."

"New York is currently offering a rare mix of affordability and availability in a year many predict will see an economic recovery in Manhattan's key business sectors," says Shackman.

Teaming with Karen Shackman, GMC founder Susan Scales says she is thrilled to be "working with one of the America's world-class DMCs."

“With a proven reputation for more than 18 years in New York, Karen Shackman has demonstrated an exceptional understanding of the corporate and incentive industry and smartly adapted to drastic economic changes meeting planners have recently faced. Together, we are now able to deliver a New York meeting itinerary to UK companies reflecting the most up-to-date pricing advantages and high-end accommodations incentive clients still seek for their top performers.”

**Shackman Associates New York** has been providing destination management and special event services to international, domestic, incentive and corporate meeting clients from all corners of the world for more than fifteen years.

The Shackman Associates team, drawn from a variety of industries including hospitality, event management, travel, theatre and communications, brings a unique perspective to the development of customized programs for our world-class client base.

[www.shackmanassociates.com](http://www.shackmanassociates.com)

Prior to forming GMC, Susan Scales held the position of Sales & Marketing Director, UK for ten years at a leading Asian based group of DMCs. Preceding this, Susan worked for the Hong Kong Tourist Association.