



PRESS RELEASE

VISIT SYRACUSE

AN AFFILIATE OF CENTERSTATE CEO

115 WEST FAYETTE STREET, SYRACUSE, NY 13202 • (315) 470-1910 • FAX (315) 471-8545

WWW.VISITSYRACUSE.COM

***UPDATE* Markly Wilson, NYS Division of Tourism (ILNY) to speak**

DESTINATIONS OF NEW YORK PRESS CONFERENCE – SEPT. 13, 2016

Syracuse, NY (September 13, 2016) – Visit Syracuse will join Destinations of New York to announce a collaboration with I Love New York and Central New York to promote tourism to the region. The statewide and international campaign will include several Familiarization (FAM) tours (tours to familiarize individuals or groups with the CNY attractions in the region) as well as an all-inclusive Group Travel Show and Seminar Program, with over 80 travel industry exhibitors participating from Convention & Visitors Bureaus, hotels, resorts and attractions from throughout the East Coast.

PRESS CONFERENCE DETAILS:

- **Date:** Tuesday, September 13, 2016
- **Time:** 10:30 AM
- **Location:** Oncenter, 800 S. State St, Syracuse, NY 13202
- **Speakers:**
 - Markly Wilson, Director of International Marketing, New York State Division of Tourism
 - Ryan McMahon, Chairman, Onondaga County Legislature
 - Cam Morris, Eastern Travel/Oneonta Bus Lines
 - Kelly Blazosky, President, Oneida County Tourism
 - David Holder, President, Visit Syracuse
- Find out why State and local tourism offices seek international tourists, how local tourism measures up to rival destinations, tourism statistics and more

Prior to the press conference, over 50 Motorcoach/Tour Operators, International Receptive Operators & International Buyers from the UK, Ireland and China, will participate in an organized FAM tour of Central New York to experience the region (see itinerary for dates, locations and times). In addition, three Motorcoach/Tour Operators will take nearly 100 group leaders on customized “FAM” tours throughout the Central New York region.

The Destination’s Group Travel Show & Seminar program is a unique group tour promotional program matching tourism buyers with sellers. It has organized and operated over 30 group tour promotional programs, promoting group travel since 1981, throughout the 11 tourism regions of New York State. It is an “invitation only” show and not open to the general public. The Group Travel Show will feature more than 50 exhibitors and will be held on **Tuesday, September 13 from 9:30 AM – 12 PM at the Oncenter**. All FAM tour participants will attend. Immediately following, all four tours will resume, simultaneously, until 4 PM.

“We are excited to continue to offer this opportunity,” said Destinations of New York Co-Owner Charlie Daley. “We strive to bring tourism professionals from around the world together, with the purpose to promote tourism to Central New York and our great state of New York,”

FOR MORE INFORMATION OR TO RSVP, PLEASE CONTACT NIKITA JANKOWSKI (315) 706-4443 OR CHARLIE DALEY (845) 246-8733.

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ABOUT VISIT SYRACUSE

Visit Syracuse is an affiliate of CenterState CEO and Onondaga County's official marketing organization for tourism related economic development; leading the production of over \$863 million in direct visitor spending annually. The organization aims to strengthen the positive awareness of the City of Syracuse and Onondaga County as a convention and visitor destination; to increase revenues and stimulate economic development and growth for the community visitsyracuse.com.

