



1 Grove Street
Suite 200
Pittsford, NY 14534
info@nystia.org

Tel: 888-698-2970
Fax: 585-326-3720

TO: New York State Tourism Colleagues
FROM: Jill Delaney, President and CEO, New York State Tourism Industry Association
DATE: February 2016
RE: 2016 Destinations of NYS Travel, Tourism, Hospitality & Culinary College Scholarship Fund

For 27 consecutive years, Destinations of New York State, on behalf of the New York State tourism industry, coordinated the **Annual New York State Travel, Tourism, Hospitality & Culinary Scholarship Fundraiser**. Today, NYSTIA honors Destinations of New York State leaders, Charlie Daley and Dave Thornton, for their service to this important program by continuing to carry out their work and renaming the scholarship the **Destinations of New York State Travel, Tourism, Hospitality & Culinary College Scholarship Fund**.

We are requesting donations from New York State tourism accommodation, attraction & entertainment suppliers to be used to raise dollars for the 2016 Destinations of New York State Travel, Tourism, Hospitality & Culinary College Scholarship Fund. Please send all contributions no later than **Wednesday, April 20, 2016**. What types of donations are we seeking?

- Typically the top dollar getters are certificates for one- or two-night stays with meals and/or attractions and entertainment. We will package them together as getaway packages. (Please list any restrictions on the certificate and please use an expiration date no earlier than MAY 2017. Also, please forward to us TWO business cards, one brochure for each inclusion, and the dollar value of the package).
- Other options to consider giving: Gift baskets featuring items from your vacation region like wine, beer, food (always great if packaged with an overnight or dining certificate!); travel vouchers for cruise, rail or air transportation. Please contact us at info@nystia.org if you need a package picked up.

The packages donated will be auctioned off in cooperation with the **New York State Tourism Industry Association (NYSTIA) Empire State Tourism Conference, May 2-4, 2016**, at the 1000 Islands Harbor Hotel in Clayton, NY. Approximately five \$1,500 scholarships are awarded each year to New York State college students pursuing an education that will eventually lead them to a career in the travel, tourism, hospitality & culinary industry. We have established a cross-section of New York State Travel Industry colleagues as a selection committee to choose the recipients of the scholarships. You can register your donation online at www.nystia.org/estc. If you need to mail it ahead of time, send to NYSTIA, c/o 1 Grove St., Suite 200, Pittsford, NY 14534.

Thank you very much in advance for your support! Any questions, please give us a call.