



For Immediate Release:

February 22, 2016

MEDIA CONTACT: Aiden McGuire, 315.466.6000

Top U.S. Shopping Destination and Holiday Inn Offer Canadian Visitors a [“Play and Stay Getaway”](#) at Dollar-for-Dollar Match

-- First-of-its kind promotion in Central New York offers Canadians “at par” value pricing now through April 30th on lodging at Holiday Inn Syracuse/Liverpool and four of the entertainment venues at Destiny USA --

Syracuse, NY- Canadians looking for true dollar-for-dollar matching on a United States getaway can find it at [Destiny USA](#), New York State’s largest shopping, dining and entertainment destination, and the Holiday Inn Syracuse/Liverpool. Now through April 30th, Canadians with proof of Canadian residency will enjoy exclusive “at par” savings on a special Destiny USA and Holiday Inn Syracuse/Liverpool bundle of lodging and entertainment—a first-of-its-kind promotion in Central New York.

The combined rate being offered is based on an average exchange rate of 30%, covering the difference of a 30-cent-on-the-dollar conversion from Canadian to U.S. dollars, making the two virtually equal. The package includes a room at the Holiday Inn Syracuse/Liverpool and Destiny USA Day Passes, which allows Canadian visitors to choose any four of Destiny USA’s entertainment venues as part of their getaway. The Destiny USA Day Pass is a savings of 50% off the full price and an even better value when offered at an additional 30% off.

“Canadians are such an important part of our local and regional economy, so we are incredibly excited to extend this unique cross-border promotion during this time of a strengthening U.S. dollar,” said Rose Hapanowich, Travel and Tourism Director, Destiny USA. “Great value on lodging and entertainment has always been important to our Canadian guests, and we’re excited to partner with our nearby Holiday Inn to extend even greater savings to our Canadian visitors than ever before.”

[Destiny USA and Holiday Inn Syracuse/Liverpool “Play and Stay Getaway Package” Details:](#)

Holiday Inn Syracuse/Liverpool Lodging:

- \$75 US Room Rate to Canadian residents (plus 13% sales & room occupancy tax) is fixed and will not fluctuate
- Subject to Availability
- Promotion Valid through April 30th
- Kids 12 and Under Stay & Eat Free with Parents
- Indoor Heated Swimming Pool

- Free 24-Hour Shuttle to Destiny USA
- Package can be purchased by calling the Holiday Inn Syracuse/Liverpool at 315-457-1122
- Additional Details are available at <http://www.staysyracuse.com/staysyracuse-holiday-inn/specials.php>.

Destiny USA Entertainment:

- Each Canadian “Play and Stay Getaway” Packages includes a Minimum of Two (2) Destiny USA Day Passes, which allows guests the opportunity to enjoy any four attractions at Destiny USA, with savings of up to 50% off, plus an additional 30% off for Canadians
 - Additional Adult and Child Day Passes are Available for Purchase, as well
- A complimentary Passport of Savings, which includes exclusive discounts at Destiny USA’s unparalleled mix of retail and outlet venues, is included in the Canadian “Play and Stay Getaway” package
- View a full list of entertainment venues at www.destinyusa.com.
- View Day Pass details at www.destinyusa.com.

“This type of Canadian cross-border incentive program is a game-changer for Canadians, who have told us time and time again that they’re looking for area businesses to meet them halfway during times of dollar disparity,” said David Holder, president, Visit Syracuse. “This type of partnership and collaboration between Destiny USA and the Holiday Inn speaks to the strength of area businesses coming together to drive economic growth through tourism.”

###

Destiny USA

Shopping, dining and entertainment so big, it needed its own zip code. Welcome to Destiny USA—New York’s largest destination of its kind with over 250 places to shop, dine and play, visited by 26 million guests every year. From an antique carousel to the world’s largest suspended ropes course at WonderWorks to tropical destination Margaritaville, Cheesecake Factory and retail and outlet brands like Apple, Nordstrom rack, Michael Kors and more, there’s something for everyone at Destiny USA. And all of it under one roof with perfect weather year round. Discover the Destiny USA experience and plan your next visit at www.destinyusa.com.