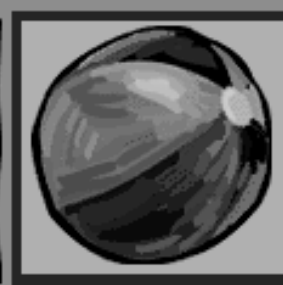


New York State  
**HOSPITALITY  
& TOURISM**  
Association  
80 Wolf Road  
Albany, NY 12205



## **UPDATE: NYS SUMMER PROMOTION DEADLINE EXTENDED TO FRIDAY, APRIL 25, 2008**

**I Love New York** and NYSH&TA have partnered together to promote a state-wide marketing campaign for the upcoming summer travel season. The New York State Summer Promotion calls for three-night packages (stay 2 nights get the 3rd night **FREE**). The marketing campaign will run from June 2 to Sept. 1.

This promotion will put your property **in front of over 1 million potential customers**. The campaign's goal is to put **HEADS IN YOUR BEDS**.

This is your final opportunity to boost your **MID-WEEK BOOKINGS** at your property while protecting your sold-out dates and saving your own advertising/marketing dollars.

Several chains have already signed up their properties because they want to fill their rooms **MID-WEEK** during this uncertain, upcoming summer travel season.

Go to [www.nyshta.org](http://www.nyshta.org) and click on the **car icon** to submit your required information.



Don't be left out! Join the other lodging properties that have already signed up for this free marketing opportunity.

**REMEMBER, YOU CAN EASILY BLOCK OUT YOUR SOLD OUT OR HIGH OCCUPANCY DATES**

**For questions please contact:**

I LOVE NEW YORK/main  
518-292-5360

I LOVE NEW YORK (Shelly Spendiff)  
518-292-5371

NYSH&TA (Mark Dorr)  
518-465-2300 ext. 20

**The deadline to be a part of this exclusive marketing opportunity is Friday, April 25, 2008.**