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6  Proclamation by Syracuse Mayor Ben Walsh

7  5th Annual Travel Unity Summit

Our summit in Syracuse, October 5-7, 2019, brought in a wealth of individuals and organizations, both returning and new to Travel Unity, including:

the Deputy Mayor of Syracuse
Visit Syracuse
I LOVE New York
National Park Service
Alignment with SDGs

Ongoing Partnerships

NYCDOE Partners

Travel Unity has continued to identify and address the needs of its partner public high schools and contribute through Core Membership in the Culinary, Hospitality, and Tourism Commission for New York City Department of Education’s Career and Technical Education Program.

High School Internship Program

For the past two summers, Travel Unity has been working internally and with teachers from NYCDOE CTE schools.

The goal is to create an internship program that fills the gaps students are currently experiencing in their work-based learning opportunities.

Membership Launch

Media Network

Finances
A Message from the Executive Director

Since the first Travel Unity Summit was launched as part of the New York Travel Festival in 2015, Travel Unity has grown a great deal, including receiving its 501(c)(3) status in 2016 and having October 1-7 declared "Travel Unity’s Cultivating Welcoming Communities Week" in Syracuse by Syracuse Mayor Ben Walsh.

While there is a lot to showcase about what we’ve done this year, the last quarter of 2019 has been mostly focused on what we will be doing in 2020: introduce a membership program and media network, and increase engagement with three public New York City high schools - Long Island City High School and Richmond Hill High School in Queens and The High School for Enterprise, Business, and Technology in Brooklyn. We are also working toward Travel Unity Summit 2020, while maintaining regular discussions with our upstate partners about how to collaborate year-round.

Thank you for believing in what we do. Our goal for 2020 and beyond is to do more of it, through the help of our sponsors, partners, and, soon, members.

Roni Weiss
Executive Director
Travel Unity Executive Director Roni Weiss
WHENAS, Travel Unity was incorporated in the State of New York and received 501(c)(3) status in 2016; and

WHENAS, Travel Unity has sought to improve the lives of people throughout the State of New York via the economic and social benefits of travel and tourism; and

WHENAS, many New York State, regional, and local organizations have joined Travel Unity's events to exchange ideas with one another; and

WHENAS, Travel Unity has collaborated with the State University of New York's College of Environmental Science and Forestry to hold Travel Unity's 5th annual summit in Syracuse; and

WHENAS, Travel Unity has sought the participation and voices of organizations and individuals throughout Syracuse to join in discussions around the theme of "Cultivating Welcoming Communities" for this year's Travel Unity Summit.

NOW, THEREFORE, I BEN WALSH, Mayor of the City of Syracuse, hereby proclaim the First to the Seventh Day of October, Two Thousand and Nineteen to be

Travel Unity’s Cultivating Welcoming Communities Week
In the City of Syracuse

IN WITNESS THEREOF, I have hereunto set my hand and caused the Seal of the City of Syracuse to be imprinted on this Second Day of October, Two Thousand and Nineteen.

Ben Walsh
Mayor
5TH ANNUAL TRAVEL UNITY SUMMIT

This year’s summit did more than just touch on tourism issues. It was a forum for vital exchanges between elected officials, college presidents and high-level staff, economic development organizations, and many others.

Since 2018, Travel Unity has been holding its summits outside of NYC. This has opened up discussions on diversity and inclusion to audiences with very different views.

Travel Unity was welcomed into these varied regions not as an organization with all the right answers, but as an honest partner helping to organize and willing to take part in open dialogue.

In 2018, the Summit was held in the Adirondacks, a region that contends with a lack of racial and ethnic diversity in both local population and visitorship.

In Syracuse, the population has a greater racial/ethnic mix, but the narrative does not always reflect that diversity.

By bringing elected officials and other city-wide leaders together to speak alongside community organizers, we created space for a robust conversation and new possibilities for local collaboration.

Why Syracuse? 2018 Summit participant Paul Hai from the SUNY College of Environmental Science and Forestry’s (ESF) Newcomb Campus in the Adirondacks, along with the ESF administration, invited Travel Unity to hold our 2019 event on SUNY ESF’s main campus.

Over the three days of the Summit, October 5-7, 2019, we addressed an array of topics:

Saturday, October 5
(CNY Jazz Central)
• Advancing and Honoring Local Communities through Tourism

Sunday, October 6
(SUNY ESF)
• Diversity and Inclusion in Educational, Cultural, and Natural Spaces

Monday, October 7
(SUNY ESF)
• Plenary, with a talk by Visit Syracuse’s CEO, a session with Syracuse Deputy Mayor Sharon Owens, and D&I roundtables

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2019 SUMMIT
SPONSORS & PARTNERS

ESF
ilovery.com
Syracuse Do Your Thing
Hospitality & Tourism Association
New York State Canals
Potsdam State University of New York
2019 SUMMIT SPONSORS & PARTNERS

NYS TIA
NEW YORK STATE TOURISM INDUSTRY ASSOCIATION

NEW YORK STATE Department of Environmental Conservation

ADVENTURE NEW YORK

LEADERSHIP
GREATER SYRACUSE

ONONDAGA HISTORICAL ASSOCIATION

ArtRage
the Norton Putter Gallery
a Project of The CORA Foundation
SUMMIT PARTNERS

Dr. Amy Roache-Fedchenko, NPS

Markdy Wilson, ILNY

“Thank you once again for selecting an excellent group of people. The Summit was brilliant!”

Elizabeth McAndrew
Marketing, New York State Canal Corporation
NATIONAL PARK SERVICE

In 2018, Travel Unity brought middle schoolers on an excursion to African Burial Ground National Monument in Lower Manhattan.

2019 was the first year that Travel Unity officially engaged with NPS organizationally, with Dr. Amy Roache-Fedchenko (pictured left) of NPS speaking at the Summit and discussions around further events at NPS sites.

I LOVE NEW YORK

For the second year in a row, ILNY, an official entity of New York State, has supported the annual summits, sending its Director of International Marketing, Markly Wilson (pictured left), as a speaker.

Travel Unity continues to attend ILNY’s Media Nights and Tourism Advisory Council meetings in NYC.

NYS CANAL CORP.

This was the first year that New York State Canal Corporation, an official entity of New York State, joined the Travel Unity Summit, both as a sponsor and as an attendee. Elizabeth McAndrews from Canal Corp reflected positively on the event.
SUNY POTSDAM

SUNY Potsdam President Kristin Esterberg (far right in picture to right) was intimately involved in planning the Sunday sessions of the Travel Unity Summit, bringing her Chief Diversity Officer and other faculty to facilitate and join the conversation.

Discussion is ongoing on collaboration with SUNY Potsdam and the other three associated SUNY colleges in the Adirondacks.

SUNY ESF // SYRACUSE U

Paul Hai (far left of rightmost picture) of SUNY ESF was an invaluable resource for the Summit and continues to be a strong ambassador for further Travel Unity collaboration in upstate New York.

Syracuse University sent representatives (far right of rightmost picture) to attend the conversation and dialogue is ongoing about future joint initiatives.

NORTH COUNTRY CC

As part of the 2018 Summit, Kim Irland (on the right in picture to right), Chief Diversity Officer of North Country Community College, invited Travel Unity and partners to participate in a discussion about hiring pipelines.

She returned to the 2019 Summit as a speaker.
ALIGNMENT WITH SDGS

“END POVERTY IN ALL ITS FORMS EVERYWHERE”

Travel Unity believes that travel can benefit individuals through personal and professional development, and businesses and communities through revenue generation.

“ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL”

Travel is an industry with opportunities for people of all skill and education levels. Travel Unity works with organizations to help educate people looking for positions in travel/hospitality.

“PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL”

As the biggest industry in the world, travel has unparalleled reach when it comes to economic impact.

“PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL”

Travel Unity believes that the travel industry contains career paths that allow for growth and maturation, providing challenges and opportunities throughout an individual’s work life.
ON GOING PARTNERSHIPS

Travel Unity continues to work with CREST toward deeper collaboration, mutually promoting one another’s events and projects.

Travel Unity continues to support (and be supported by) our global and NYC partners at Impact Travel Alliance.

Travel Unity utilizes the services of Net Impact Service Corps and others to apply best practices to grow the organization.

Travel Unity was invited to attend Tourism Cares’ first Tourism Cares Information Exchange (TCIX) event in New York City at the Apollo Theater.
TRAVEL UNITY ALLIANCE
GLOBAL PARTNERS

- Center for Responsible Travel
- Sustainable Travel International
- Impact Travel Alliance
- Hospitalented
2019-20 NYCDoe High School Partners

School: The High School for Enterprise, Business, and Technology (Brooklyn)

Students in Families Eligible for HRA Assistance: 74%
Students in Families with Income Below Federal Poverty Level (Estimated): 33.2%

Where Did Students Go After Graduating?
18% - CUNY - 4 year
12% - CUNY - 2 year
11% - New York State Public, 9% - New York State Private
5% - Out of State

School: Long Island City High School (Queens)

Students in Families Eligible for HRA Assistance: 71.1%
Students in Families with Income Below Federal Poverty Level (Estimated): 23.4%

Where Did Students Go After Graduating?
18% - CUNY - 4 year
25% - CUNY - 2 year
2% - New York State Public, 3% - New York State Private
1% - Out of State

School: Richmond Hill High School (Queens)

Students in Families Eligible for HRA Assistance: 66.2%
Students in Families with Income Below Federal Poverty Level (Estimated): 21.1%

Where Did Students Go After Graduating?
30% - CUNY - 4 year
21% - CUNY - 2 year
3% - New York State Public, 1% New York State Private
1% - Out of State
INTERNSHIP PROGRAM

New York City public high school students are lucky enough to have a selection of Career and Technical Education tracks available to them, including tourism and hospitality.

But there is only so much that a stretched system can do to serve the needs of its students.

That’s where Travel Unity comes in.
Communication and cultural awareness “soft skills” are actually the bedrock of 21st century careers

The public high school curriculum is in a constant state of flux when it comes to balancing "hard skills" (foundational introduction to subjects and ability to use relevant technology) against "soft skills" (communication and cultural literacy).

Our internship program differs from others in the following ways:

- Training beyond resume-building and showing up on time. We address cultural and intergenerational situations.
- Customized placement in internships, including industry verticals that many other organizations don’t address, such as destinations, public relations, and startups.
- Opportunities to stay engaged with our broader network and inform Travel Unity programs.
Starting in 2020, Travel Unity will open membership to its global Travel Unity Alliance, starting with membership options for destinations. Later in 2020, Travel Unity will also be welcoming corporate members to the Travel Unity Alliance.

Benefits will include:

- Promotion at and discounted tickets to the annual Travel Unity Summit
- Promotion through Travel Unity's social media, newsletter and web channels
- Permission to use Travel Unity logo
MEDIA NETWORK

Travel Unity has maintained relationships with many members of the media through its board, advisors, and partners. They will be officially invited to join its structured Media Network.

In 2020, Travel Unity will continue developing relationships and expanding its Media Network, always in search of stories about individuals and groups that have yet to be told in destinations around the world.
## 2019 FINANCES

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summit Sponsorship</td>
<td>2019 Summit</td>
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<tr>
<td>$7500</td>
<td>• Lodging/Transportation</td>
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<tr>
<td>Ticket Sales</td>
<td>$853.82</td>
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<tr>
<td>$657.29</td>
<td>• Food - $713.59</td>
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<td></td>
<td>• Speaker Fees - $125</td>
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<td><strong>Total 2019 Revenue</strong></td>
<td><strong>Staff Costs - $4500</strong></td>
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<tr>
<td><strong>$8157.29</strong></td>
<td><strong>Miscellaneous - $55</strong></td>
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</tbody>
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**Net**

$1909.88

**Total 2019 Costs**

$6,247.41