



2021  
destiny usa  
**MEDIA  
KIT**

CELEBRATING  
**30** YEARS!

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NEW YORK'S  
**LARGEST**

FULLY-ENCLOSED  
SHOPPING, DINING  
& ENTERTAINMENT  
DESTINATION



**8th**  
**LARGEST**

SHOPPING CENTER  
IN THE USA



**2.4**  
**MILLION**

SQUARE FEET



**250+**  
**BRANDS**

& GROWING



**Chain Store Age** ranked Destiny USA #6 on their list of "Top 10 Retail Center Experiences", alongside Mall of America, Easton Town Center and Westfield Garden State Plaza

2019

**TOP 10**  
RETAIL CENTER  
EXPERIENCE

**DESTINY**  
**USA**

CSA Chain Store Age Magazine



# About Destiny USA

Destiny USA is the largest shopping, dining, and entertainment venue in New York State! To put it on a national scale, it's the eighth largest in the United States, welcoming more than 26 million visitors annually. Located in Central New York, just minutes away from the historic and revitalized city of Syracuse (that has joined the urban renaissance trend with other northeastern cities), Destiny USA is a family destination and a city within a city. Why else would it need its own zip code and on-site hotel?

- **250 + Top brands in Retail (including 21 outlets)**
- **18 Full-Service Restaurants (45 food options total)**
- **18 Entertainment Venues**

Combining full priced and value retail, fine dining and entertainment venues, Destiny USA is home to more than 250 retail venues with an entire level dedicated to entertainment and an indoor outlet component on a portion of the first and second levels.

Destiny USA offers luxury shopping, adventure and excitement all under one roof (indoor go-kart racing, bumper cars, bowling, laser tag, mirror maze, simulated rides, IMAX, World of Beer, the world's largest indoor suspended rope and more). Destiny USA has welcomed visitors from all over the world. You can't visit the property without seeing the majestic, famous, and historic 110-year old antique Carousel.



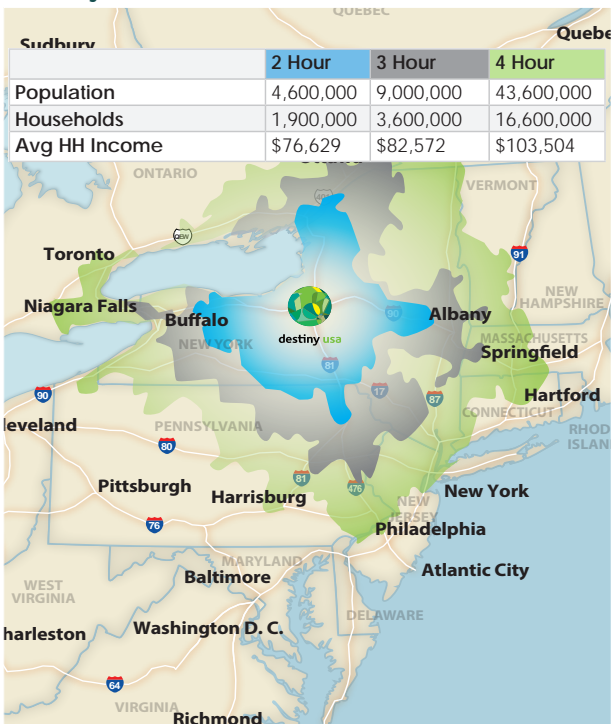


# Destiny USA Location

Conveniently located in the center of New York State, at the crossroads of the I-90 and I-81 interstates, Destiny USA is located within the city of Syracuse, New York, and is less than 10 minutes from the Syracuse Hancock International Airport and the New York State Thruway. Syracuse is within a 350-mile radius of every major city (reaching 5.5 million). Major target markets within this area include Eastern Canadians, tourists, university students and regional residents. The major roadways make Syracuse, NY and Destiny USA a prime overnight location for guests traveling between New York City to Niagara Falls and Canada.

The greater Syracuse area features more than 50 state, county and city parks, providing the perfect landscape for a variety of outdoor activities such as hiking, biking, swimming and golfing to snowshoeing, ice fishing, skiing, snowmobiling and more. Through this gateway to the Finger Lakes region and central location in the heart of New York State, you'll enjoy exploring the scenic outdoor parks, fantastic food scene, adult beverage trails (beer, wine, and hard cider), year-round festivals, and discovering the fascinating rich history.

## Destiny USA Trade Area





# By the Numbers



**2.4 MILLION**  
SQUARE FEET



**\$500 MILLION**  
TOTAL SALES



**26 MILLION**  
ANNUAL VISITS



## Population & Traffic

**8th** largest shopping center in the country

**250+** retail, dining, and entertainment venues

**3** miles of walking distance around 4 levels

**200+** events are held at Destiny USA annually

**1** on-site Embassy Suites Hotel

Destiny USA trade area extends **2.5** hours and has the potential to reach **5.5** million people

**215,000** college students live within Destiny USA's projected trade area with more than **44** universities and colleges. It is the **3rd** densest student population in the country, behind Boston and Stanford

Destiny USA is less than a **5** hour drive from all major cities in the Northeast and Canada

It's always sunny and **72** degrees at Destiny USA

**1** lake that borders Destiny USA's property (Onondaga Lake)

**50+** Bald Eagles have been spotted at the same time, in the trees behind Destiny USA, on the shores of Onondaga Lake

**130 Million** people within a days drive of Destiny USA

**26 Million** people visited Destiny USA in 2019

**25%** of sales come from Canada

Bus tour visitation increased **11%** between 2018 and 2019

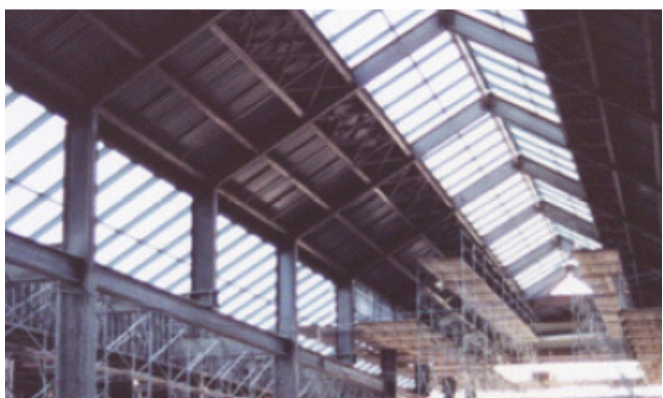


# History: The Evolution from Carousel Center to Destiny USA



In the spring of 1984, Carousel Center began as a project to be built in downtown Syracuse. Robert Congel, Founder of Pyramid Management Group, chose an old restaurant site that he frequented with his family as a child. Plans were drawn up for this site, but Mr. Congel had soon shifted his focus to a historically known eyesore of the community. Driving into the city of Syracuse, cars on I-690 and I-81 were greeted by the unsightly scrap yard and rusty oil tank farm. This was the site that Mr. Congel chose to build on.

On October 15, 1990, Carousel Center opened its doors to the public, featuring 120 stores, including a unique mix of discount and upscale department stores. The mall featured a fully functional and restored 1908 Philadelphia Toboggan Coasters (PTC) antique carousel, referred to as PTC #18; (see page 13 to read more).





# History: The Evolution from Carousel Center to Destiny USA



After 15 successful years of operating as Carousel Center, Pyramid Management Group announced plans to transform the property into an international tourism attraction with a new brand identity in 2005. The footprint was massively expanded, entertainment/attractions were added and on August 2, 2012, Destiny USA was born. By 2017 Destiny USA drew 26 million guests annually. In 2019, Destiny USA drew visitors from all 50 states and from 26 countries spanning five continents.

Destiny USA was created to capitalize on the evolution of consumer shopping behaviors and changing customer preferences. Destiny USA has always been ahead of the curve, trailblazing by branding as an entertainment and experiential destination.

Today, Destiny USA features 250+ tenants, plus the 14 brands from the original Carousel Center. October 15, 2020 marked our **30th Anniversary!**



**OIL CITY 1987**



**DESTINY USA 2019**





# Destiny USA Today



## Top Retail Brands



## Outlet Retail



## Dining



## Entertainment





# Destiny USA Sustainability: LEED Gold Certified

## **Destiny USA received its Leadership in Energy and Environmental Design (LEED®) Gold certification.**

Destiny USA is the largest LEED Gold certified commercial retail building in the world. To achieve this status, the project integrated creative and innovative green elements into the expansion.



- 100 tenants are lease required to obtain LEED® certification
- 4 million gallons of water are conserved annually through the rainwater harvesting system, which is a 78% reduction in the building's baseline water use
- The Indoor Air Quality protection plan included the use of only low or zero VOC (volatile organic compounds) products and the protection of the building's air handling systems and material from contaminants during construction
- More than 90% of all materials used for construction were waste materials diverted from landfills through a Construction Waste Management initiative
- 7,000 tons of fly ash was mixed into the concrete flooring
- 23,000 tons of 95% recycled steel was used
- 276,000 gallons of bio-diesel fuel was used during construction
- A solar reflective "cool" roof with refracting technology conserves energy by keeping the surrounding air at cooling temperatures
- The flooring within the expansion is made of crushed walnut shells and cork, a rapidly renewing product
- Forest Stewardship Council certified wood was used for 50% of all permanently installed wood structures

# Destiny USA Tourism: Syracuse, NY

Destiny USA draws millions of visitors every year. Whether its motorcoach tours, or international school trips, guests visit from all over the world to experience our diverse blend of retail, restaurants, entertainment venues, and exclusive shopping packages.

Syracuse is located in Central New York but considered part of the prestigious Finger Lakes Region (wine country), you get quick and easy access to other great regions, including the Thousand Islands and the Adirondacks. Exploring scenic outdoor parks, fantastic food scene, year-round festivals and ginormous shopping at New York State's largest shopping, dining, and entertainment venue, Destiny USA.

To keep Destiny USA an international tourism destination, representatives from Destiny USA have attended and partnered with over 100 travel trade and consumer shows, including:





# Destiny USA Tourism: Motorcoach Tours

Destiny USA brings bus tour groups from all over the United States and the world, with an increase of 11% motorcoach visitation in 2019.

## **2019 International Visitation:**

Canada, United Arab Emirates, Italy, India, Pakistan, Japan, Indonesia, China, France, Bangladesh, Mexico, South Korea, Jordan, Trinidad, Tobago, Morocco, Czech Republic, Ghana, Netherlands, Poland, Sweden, Finland, Thailand, Australia, Germany, United Kingdom, Commonwealth of Puerto Rico.

## **Because Destiny USA is a tourism destination in itself, we do provide special incentives for group tours that register with us in advance, including:**

- A gift card for the motorcoach driver
- Directory of stores, which includes a full list of Destiny USA businesses, for all passengers
- Passport of Savings, full of special offers and discounts, for all passengers
- Access to our VIP motorcoach lounge, with complimentary internet, cable television, lounge chairs and refreshments, for drivers, escorts and tour guides

## **Group Tour Advance Registration:**

- Groups receive our complimentary Passport of Savings full of deals and special offers
- Motorcoach drivers and escorts each receive a gift card and access to our Motorcoach Lounge



# Central New York Welcome Center



Central New York  
Welcome Center



The Central New York Welcome Center is located inside Destiny USA. It is the first of its kind, located indoors within an attraction in NYS. It features a Taste NY Market with locally-made products from 1,800 New York State Farmers and Producers. Products include food and gifts like artisanal jams, gourmet hot chocolate mix, flavored culinary salts, truffles, maple fudge, hand-crafted candles, all natural soaps, and cutting boards made from New York State wood. The shop also sells I LOVE NEW YORK shirts, magnets and travel mugs.

The Welcome Center pays tribute to the great outdoors of New York State by featuring a camper retrofit with a large LED screen that promotes regional tourism attractions and destinations. Multiple interactive I LOVE NEW YORK kiosks are positioned in kayaks, allowing visitors to test their knowledge of the region or design a trip itinerary.

A Department of Motor Vehicles self-service kiosk allows users to renew their vehicle registrations and conduct other DMV transactions.

Destiny USA was selected as the home for this Welcome Center because of our huge tourism draw, on-site hospitality, and bus tour dominance. The Welcome Center is operated by Visit Syracuse.





# Shop. Dine. Play & Stay



EMBASSY  
SUITES  
by Hilton™



## THE EMBASSY SUITES BY HILTON AT DESTINY USA

For guests who want to stay overnight, they can settle in for a relaxing stay at our vibrant Embassy Suites by Hilton at Destiny USA hotel, right on site. Shop, Dine, Play & STAY at Destiny USA - just a few steps away! The Embassy Suites by Hilton is a spacious, luxury hotel, with a 24/7 fitness center, complimentary breakfast and happy hour, indoor heated pool, on-site restaurant and a 10,000 square foot event space.

### Exclusive Offers For Hotel Guests



- **Stay & Save** pass is given to guests at check-in with their room key
- Over 35 featured deals with Destiny USA's tenants for exclusive discounts on retail, dining, and entertainment venues.
- Other bookable packages include **Shop & Dine** and **Shop & Play**.

# Destiny USA Carousel

Carousel No. 18 was the 18th carousel ever made by the Philadelphia Toboggan Company (PTC). Originally carved and manufactured in 1909 in Germantown, Pennsylvania, PTC No. 18 had an 81-year old journey before finally debuting at Carousel Center on October 15, 1990. The 42 horses on PTC No. 18 were all hand-carved by Leo Zollar, PTC's master carver. According to company records, it took a year to complete the carving, for which Mr. Zollar was paid \$1,000.

It took nearly two years to restore PTC No. 18 to its original beauty. In order for all horses to be restored to their original 1909 colors, they had to be stripped, repaired, primed and then repainted. New mechanical and electrical systems had to be installed in order to comply with current safety standards. The Carousel is fully accessible according to ADA regulations, allowing everyone to enjoy the historic ride.

The carousel is an iconic staple of Destiny USA's history. Today it is a big draw for visitors, a throwback to our namesake. This carousel is over 110 years old and greets one million riders annually. Families, kids, couples, all return to this nostalgic attraction.





# Destiny USA Events

Destiny USA has hosted thousands of events since its opening in 1990. Artists, authors, performers, athletes and social media sensations have come to the center to meet fans, sign autographs and perform. In 2019, Destiny USA donated space to 90 not-for-profits and collaborated with them to hold over 200 in-center events. Partnering with and giving back to our community is important to us and we believe it is part of what makes the center successful. We are pleased to work with all not-for-profit organizations looking to benefit from the center, whether a tabling opportunity for fundraising and awareness campaigns or a large event in the common area.



# Destiny USA COVID-19 Safety

The safety of our guests, tenants, and employees and visiting media is our top priority! Safety is a shared responsibility and we must all do our part to stay safe. Please carefully review our **Healthy Shopper Guidelines** with Center for Disease Control recommendations and requirements for visiting Destiny USA. Together, we can put **SAFETY FIRST**.

## What We're Doing to Keep You Safe:

### Requirement of Masks

Everyone visiting our center is required to wear a face mask, in accordance with New York State mandate and CDC guidelines.

### Self-Screening & Wellness Checks

Prior to visiting the property, guests and employees should perform a self-health wellness check. Any guest or employee with a temperature greater than 100.00°F or who has flu-like symptoms (e.g., cough, body aches) are not permitted to visit the property. In addition, all Pyramid Management Group employees are required to undertake a COVID-19 daily wellness self-checklist before reporting for work.

### Social Distancing Prompts

We have to do our part and stay 6-feet apart! Visual reminders have been placed around our centers, along with one-way directional signage to avoid congestion.

### Enhanced Cleaning and Sanitizing

We have enhanced our cleaning and sanitizing of the common areas and numerous touch points, restrooms, seating areas, and food court. This includes using CDC recommended disinfectants designated as effective against SARS-CoV-2 virus in accordance with or exceeding CDC sanitation guidelines.





# Destiny USA COVID-19 Safety

## Proactive Touchless Disinfecting

Our cleaning team are utilizing new electrostatic sprayers, leveraging the same technology used to clean hospital rooms, using an approved disinfectant recommended by the CDC for use on the following locations:

- Entry touch points; door handle, ADA operating buttons, panic bars, etc.
- Restrooms
- Escalator handrails, elevator (passenger & freight)
- All handrails
- All soft seating, benches and tables in common areas
- Food court tables and chairs
- Mall offices, conference rooms and break rooms

## Hand Sanitizer Stations

Hand sanitizing stations are available at:

- Digital directories throughout the property
- Food court areas
- Elevators and escalators
- Throughout the common area

## Curbside Pickup

Please take advantage of our additional parking spaces at various center entrances designated for curbside pickup.



# Destiny USA Media Policy

## BEFORE YOU GO:

- Prior to visiting the property, all media must receive clearance. Please contact **Nikita Jankowski, Destiny USA's marketing director at [njankowski@destinyusa.com](mailto:njankowski@destinyusa.com)**. An itinerary and shot list must be submitted in advance of arrival. While we do our best to accommodate every request, if we are unable to grant permission, filming/ photography will not be permitted at Destiny USA.
- You must provide the time, date, how many people in the party, and nature of the story/project.
- Prior to your visit, you must perform a self-health wellness check. Anyone with a temperature greater than 100.00°F or who has flu-like symptoms (e.g., cough, body aches) will not be permitted to visit the property. Follow the State of New York and Onondaga County Health Guidelines and refrain from visiting the property if you have been instructed to quarantine. Masks **MUST** be worn at ALL TIMES while on the property. Social distancing (6 feet) must also be practiced.

## WHEN YOU GET HERE:

- Upon arrival, **ALL MEDIA MUST CHECK IN** with security on the 1st level and conduct a temperature check and receive a media badge. The media badge will be dated and can only be used on that date. It must be worn and visible at all time.
- Destiny USA can grant permission to film in common spaces only, meaning the main corridors of the property. Filming is not allowed in any tenant spaces (stores, attractions, or restaurants) without receiving prior permission from individual tenants.

## BE AWARE THAT:

- Filming of uniformed security personnel or procedures without prior authorization is not permitted.
- Filming outside of Destiny USA and/or of Embassy Suites by Hilton at Destiny USA (including ancillary parking lots) must be coordinated with Nikita Jankowski.
- Any media set-up that blocks the common area or prohibits regular business of our tenants or shopper flow, will not be allowed.
- Any media not adhering to the above guidelines will be asked to leave Destiny USA

UPDATED August 10, 2020



# Destiny USA: Social Media

**Facebook:**

Destiny USA

@ExperienceDestinyUSA

<https://www.facebook.com/ExperienceDestinyUSA>

#DestinyUSA

**Twitter:**

Destiny USA

@DestinyUSA

<https://twitter.com/destinyusa>

#DestinyUSA

**Instagram:**

Destiny USA

@DestinyUSA

<https://www.instagram.com/destinyusa>

#DestinyUSA

**Trip Advisor:**

Destiny USA

[https://www.tripadvisor.com/Attraction\\_Review-g48713-d2346297-Reviews-Destiny\\_USA-Syracuse\\_Finger\\_Lakes\\_New\\_York.html](https://www.tripadvisor.com/Attraction_Review-g48713-d2346297-Reviews-Destiny_USA-Syracuse_Finger_Lakes_New_York.html)

#DestinyUSA



**For Destiny USA Approved Logos and Photos Visit:**

<http://filestore.pyramidmg.com/wl/?id=O14uPyA6g9qVQxkTDvdOg56zVj1VEHcm>