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Capital-Saratoga thinks regionally & takes action globally

Joint marketing campaign launched on Visit the USA.com to attract international visitors

Albany, New York – This week, the Capital-Saratoga Region became part of the official USA travel site, Visit the USA.com, inviting British tourists to ‘holiday’ in upstate New York.

Albany County Convention & Visitors Bureau, Saratoga County Tourism, Schenectady County Tourism and Visitors Bureau, Fulton County Tourism, Rensselaer County Tourism, and Washington County Tourism, joined with I Love NY and Brand USA to shoot a travel video that focused on the area’s draw for British families and history buffs. [The video, accompanying article, photos, and itinerary](#) appear on VisittheUSA.com website, the official travel site for the United States. The campaign also includes an ad in the USA Inspiration Guide.

Working as the Capital-Saratoga Region, these six bureaus work together to develop regional marketing initiatives and pool their resources to get their goals accomplished. “Working regionally to influence international markets makes great sense,” says Michele Vennard, President and CEO of the Albany County Convention & Visitors Bureau. “The UK continues to be New York’s prime provider of travelers. We are pleased to participate in this opportunity to showcase our region.”

VisittheUSA.com takes America’s message to the world. With a brand-new website launched by Brand USA in fall of 2016, this federal initiative markets destinations across the country to people across the globe. The site uses engaging stories and videos to inspire international travelers to visit the US.

About the ACCVB

The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. ACCVB currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. ACCVB also operates the Albany Heritage Area Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. For more information, call 518-434-1217 or 800-258-3582 or visit www.albany.org.