

FOR IMMEDIATE RELEASE

September 2, 2014

ANNUAL FAMILIARIZATION TOUR FOR PLANNERS AND MEDIA

SARATOGA SPRINGS, N.Y – The Saratoga Convention & Tourism Bureau (SCTB) and Saratoga hospitality community hosted a very successful two and a half day familiarization (FAM) tour August 24-26, 2014 for qualified meeting and event planners as well as industry media. The annual tour educated and informed planners who have never been to Saratoga personally or may have been but needed to learn more about Saratoga as a meetings & convention destination. In all cases though, each planner had potential group business for Saratoga.

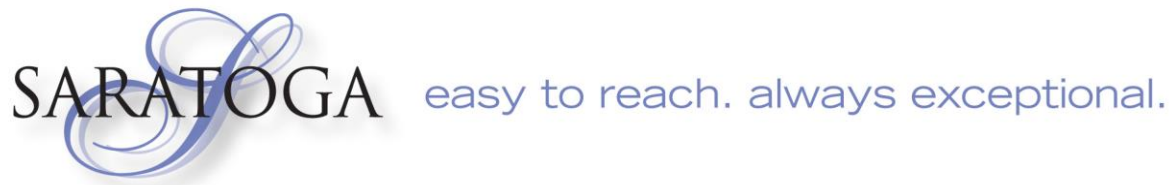
“FAM attendees came from throughout the Northeast. There were over 25 participants that came to our beautiful city and learned so much about our destination and what we can do for them as a bureau. Participating lodging & hospitality partners were present at all of our events as well to co-host and answer any questions regarding their specific property or attraction”, said Todd Garofano, convention bureau President.

"Besides the great people and fun we had, my largest takeaway is the ability to sell Saratoga Springs as a destination, effectively and thoroughly! The education, locations visited, and Saratoga Tours, LLC were extremely engaging and informative! I cannot think of a FAM I have been on that was so encapsulating! Thank you all!" - Daniel Whitehead, Regional Sales Director, Major Markets, InterContinental Hotels Group.

Garofano continued, “The Annual FAM is one of the most important strategies we employ each year to attract new business. Our sales team will be following up with each of this year’s participants to process feedback and, more importantly, bring some great new meetings & events back to Saratoga!”

During the opening reception, held at Saratoga Polo on Sunday, Diane DiMaggio – Global Business Development Director for *Successful Meetings* presented a plaque to the staff of the Saratoga Convention & Tourism Bureau for winning a 2014 Pinnacle Award. The award recognizes top performing bureaus from around the world as nominated by the readers of the industry publication. This is the Bureau’s 1st Pinnacle Award and 2nd national industry recognition in 3 years.

Saratoga Convention & Tourism Bureau



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The mission of the Saratoga Convention and Tourism Bureau is to market and promote Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and special events. For information on how to schedule or plan a meeting, conference, convention, wedding, sports tournament or special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.

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