



FOR IMMEDIATE RELEASE

August 30, 2013

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 25-27, 2013 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 destination. In all cases though, each planner had potential group business for Saratoga.

“FAM attendees came from across New York State, NYC and New Jersey and as far away as Georgia. There were over 30 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.

“I just want to thank you ALL so much for the wonderful FAM you put together these past few days. I was amazed at how much there is to see and do in Saratoga Springs!”
-Lina DiCarlo, Event Travel Solutions

Garofano continued, “Our sales team will be following up with each FAM participant to get feedback and, more importantly, bring some great new meetings & events back to Saratoga!”

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The Saratoga Convention and Tourism Bureau bring meetings and special events to Saratoga. For information on how to schedule or plan a meeting, conference or convention in Saratoga, visit the Saratoga Convention and Tourism Bureau’s website at www.discoversaratoga.org.

Saratoga Convention & Tourism Bureau