

**FOR IMMEDIATE RELEASE**

September 11, 2012



**SITE TOUR FOR MEETING PLANNERS AND INDUSTRY MEDIA**

*Three-day Tour of Saratoga to Build Conference Business*

SARATOGA SPRINGS, N.Y. --- The Saratoga Convention & Tourism Bureau (SCTB) and Saratoga hospitality community hosted a familiarization (FAM) tour August 26-28, 2012 for qualified meeting and event planners as well as industry media and special guests. This tour focused on planners who have interest in booking conferences and meetings in Saratoga. Visit this webpage to view the full itinerary, <http://discoversaratoga.org/summer12>.

The potential clients came from all over New York State, as well as Florida, and Canada, and the Northeast U.S. There were over 30 participants who came to our beautiful destination and learned the advantages of bringing their groups here and how the SCTB and hospitality partners can assist them in hosting a successful event. The hospitality partners were present at all of the events to answer any questions regarding their specific property or attraction, so they could determine which properties would work best for their individual programs. The FAM was a huge success and the Bureau already has several requests for proposals from clients.

"I couldn't let another day go by without saying Thank You. Take a Bow! Well Done. I was concerned when (hurricane) Isaac was heading toward Florida; I would have to cancel my trip. Fortunately, I only missed one day. And...we covered a lot of territory once I joined you all. I can see why you're so proud and passionate about Saratoga Springs. Much to offer. What a great hotel and venue community. You have a lot to offer. Of course each hotel is competing for business. But, my takeaway was hoteliers were selling Saratoga first. As a potential client...I like that." Mark Thaler – Thaler Corporation.

"I hope you are getting a day of rest today- what a whirlwind tour! Thanks very much for the fantastic experience – I learned so much about Saratoga and met some wonderful people." Karen Thornton-NYS Association of Area Agencies on Aging

"Thank you very much for the opportunity to visit Saratoga Springs. We were treated like royalty from the moment we arrived Sunday evening. We couldn't have asked for a better stay...Everyone we met was very welcoming and I have no doubt Saratoga would be a wonderful place to hold our conference. Thanks again for your hospitality!" Lindsay and Phil Gerhardt-NYS Transfer & Articulation Assn.

Todd Garofano, President – Saratoga Convention & Tourism Bureau added, "I want to congratulate and thank the Bureau staff, our hospitality partners and the entire Saratoga community for showcasing our destination to this distinct group of meeting & event planners and industry media. The key to selling meetings, conventions and special events is getting the planners here to see and experience all that Saratoga has to offer. The Saratoga team did a tremendous job and worked tirelessly to plan and execute, what turned out to be, a tremendously successful event."

Our 2013 FAM tour is already being planned for the same time next year, and in the meantime the Bureau is looking forward to working with these planners on some great upcoming events in Saratoga!

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Saratoga Convention & Tourism Bureau is a key economic development engine for this community, the mission of the Saratoga Convention & Tourism Bureau is to contribute a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions and groups. Visit [www.discoversaratoga.org](http://www.discoversaratoga.org)