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**HOTEL OCCUPANCY IN SARATOGA SPRINGS & SARATOGA COUNTY –
STRONG FIRST QUARTER**

SARATOGA SPRINGS, N.Y. --- The first quarter of 2012 has delivered big results for Saratoga Springs & Saratoga County hoteliers.

According to Smith Travel Research, Saratoga County finished March with a 15.5% increase in Occupancy, 59.5% in 2012 to 51.5% in 2011 and saw an 8.3% increase in Average Daily Rate from \$98.30 in 2011 to \$106.44. RevPar (revenue per available room) was up 25.1% from \$50.61 in 2011 to \$63.29 in 2012.

First quarter numbers for Saratoga County showed increases in all categories as well. Occupancy was up 21.2% from 45.4% in 2011 to 55% in 2012. Average Daily Rate grew 7.6% from \$95.97 in 2011 to \$103.30 in 2012. And RevPar finished up 30.4% from \$43.56 in 2011 to \$56.82 in 2012.

Saratoga Springs saw large gains in March also, posting a 61.4% Occupancy figure which is a 20.8% increase over the 50.8% result for 2011. Average Daily Rate rose 6.2% to \$111.52 this March from the \$104.97 ADR posted in 2011. RevPar was up 28.4% from \$53.36 in 2011 to \$68.50 in 2012.

First Quarter results for Saratoga Springs were also impressive with a 26.4% increase in Occupancy from 44.2% in 2011 to 55.8% in 2012. Average Daily Rate rose 5.2% from \$102.51 in 2011 to \$107.88 in 2012. RevPar grew 33.1% from \$45.26 in 2011 to \$60.23 in 2012.

Todd Garofano, President of the Saratoga Convention & Tourism Bureau said much of March's success is attributed to meetings & conference business. He explained, "Saratoga County and Saratoga Springs continues to evolve and grow as a year round, global meetings & conference destination. We saw strong meetings & conference attendance and extended stay business related to the Global Foundries Fab 8 project is still providing a solid base for us". Garofano went on to say, "We have seen tremendous growth this entire first quarter which, historically, has been a shoulder period for our market. But it has quickly filled with meetings, conferences and other events that are driving room night stays. It is not lost on any of us that the expansion of the City Center and Saratoga's reputation as a vibrant, walkable, clean and safe destination on top of all there is to see, do & experience here is what draws these groups and visitors. All of this growth means that there are more people in our restaurants & shops, spending money and adding to our economy. We are very fortunate."

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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