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**HOTEL OCCUPANCY IN SARATOGA SPRINGS & SARATOGA COUNTY – POST STRONG  
JANUARY, BUILDING MOMENTUM AFTER STRONG 2011 FINISH**

SARATOGA SPRINGS, N.Y. --- After ending the year 2011 with large occupancy gains in Sept, Oct., Nov. and December, January 2012 has delivered big results for Saratoga Springs & Saratoga County hoteliers.

According to Smith Travel Research, Saratoga County finished January with a 28.3% increase in Occupancy, 49.8% in 2012 to 38.8% in 2011 and saw an 8.6% increase in Average Daily Rate from \$91.42 in 2011 to \$99.29. The running 12 month Occupancy rate for Saratoga County is 65% and Average Daily Rate is \$124.74.

Saratoga Springs saw similar success in January, posting a 50.6% Occupancy figure which is a 39.1% increase over the 36.4% result for 2011. Average Daily Rate rose 5.9% to \$102.82 this January from the \$97.13 ADR posted in 2011. The running 12 month Occupancy rate for Saratoga Springs is 66.4% and Average Daily Rate is \$136.39.

Todd Garofano, President of the Saratoga Convention Bureau said much of January's success is attributed to meetings & conference business. He explained, "Saratoga County and Saratoga Springs continues to evolve as a year round, global meetings & conference destination. We saw strong attendance at 3 major conferences in Saratoga Springs and picked up several last minute corporate and association groups which added significant room nights for the month county wide. We really saw momentum start to build in the fall of last year, our traditional busy convention season, but it continued to build through Nov & Dec and has carried over to the first quarter of 2012. We're expecting February to also show growth over last year." Garofano went on to say, "All of this growth, in a traditional shoulder period for tourism and visitors, 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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The Saratoga Convention & Tourism Bureau is an independent, not-for-profit destination marketing organization with the mission of attracting group business to the Saratoga area and to serve as a liaison between group buyers and local businesses. Visit [www.discoversaratoga.org](http://www.discoversaratoga.org)