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SARATOGA CONVENTION & TOURISM BUREAU LAUNCHES ITS MOBILE WEBSITE

New Mobile Site Promotes Saratoga Businesses and Attractions to Group Tourists, Event Attendees and Conventions/Meetings Delegates

SARATOGA SPRINGS, N.Y. --- The Saratoga Convention and Tourism Bureau has just launched their mobile website, www.discoversaratoga.mobi. The new mobile website provides information about Bureau members, attractions, provides an events calendar, a local search bar, social networking links, and a link to view the full SCTB website. The site allows the Bureau to get more out of social networking and customer/partner related marketing programs.

In advance of and during special events, conventions, meetings, group tours or sports events in the Saratoga area, attendees can access the mobile website through any mobile device or smart phone in an easy to navigate format. The site is integrated and branded to mirror the existing website at www.discoversaratoga.org.

The mobile site is a standard membership benefit; listing the member's full business name, contact information, description, thumbnail photo/logo, Google map location and a click to call button! Bureau President - Todd Garofano said, "One of the neat features of this will be that visitors can click on a QR code on welcome posters placed in restaurant & shop windows throughout downtown for their group and be brought directly to our mobile site. It's a quick, informative and attractive tool that will serve our visitors and members alike!" Phase 2 of this project will allow members to post coupons and specials on the site as well.

The project was developed by mobiManage, one of the leading firms in the United States who develops tourism and hospitality specific applications for mobile devices and in collaboration with Mae Communications, a local web and brand development firm based in Greenwich, NY. Visit www.mobimanager.com and www.maecomunications.com for more information on either company.

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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