



FOR IMMEDIATE RELEASE

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RECOGNIZING OUTSTANDING SERVICE IN HOSPITALITY INDUSTRY

Saratoga Convention & Tourism Bureau Announces New Hospitality Program

SARATOGA SPRINGS, N.Y. ---The Saratoga Convention & Tourism Bureau is launching an annual program that will recognize outstanding service, professionalism and stewardship within the hospitality industry in Saratoga called "Hospitality Stars of Saratoga". This program provides an opportunity for Bureau members to be recognized, by their peers & customers alike, for going above and beyond the normal call of duty and build upon Saratoga's reputation as providing world-class hospitality.

All Bureau members are eligible. Nominees will be grouped into categories and those will consist of lodging, restaurants, service providers/retail establishments and attractions/entertainment. Nominations will come in the form of a narrative, describing instances of an individual exceeding expectations and providing outstanding service. Nominations can be submitted at any point during the calendar year via the online form at www.discoversaratoga.org. A committee will review nominations and select winners within each category. Nominees will be recognized each quarter in the Bureau's Member Newsletter with the winners in each category being recognized at the Annual Meeting each March.

"We think it is very important to recognize great service in hospitality, especially as our customers – our guests become more demanding and expect greater value for their dollar", said Todd Garofano – President of the Saratoga Convention & Tourism Bureau. "Additionally, as our group and convention delegate base becomes more global and diverse, we recognize that their expectations are very high on all service levels; from the hotel or inn they choose to stay with to the restaurants, shops and attractions they visit. Our goal with this program is to recognize great service and elevate service levels throughout Saratoga Springs."

Sponsorships of this program will be solicited from the Bureau membership. Winners will receive a \$250 Downtown Business Association (DBA) certificate, engraved plaque and Certificate acknowledging the award and signed by committee members.

To nominate an individual or learn more about sponsorship opportunities, please visit the Bureau's website at www.discoversaratoga.org.

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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.