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SARATOGA CONVENTION & TOURISM BUREAU HITS 400!

SARATOGA SPRINGS, NY---The Saratoga Convention and Tourism Bureau achieved a membership milestone this week - hitting the coveted 400 mark, the first time its 24-year history the bureau has had as many members.

Membership Coordinator Connie Crudo recorded Kristine Bellino's Saratoga Environmental Expo this week as the bureau's 400th member - 53 members are new to the bureau this year while retention remained at 84%, an excellent number by industry standards, especially in the midst of an overall challenging economy.

"We've been calling this a Ted Williams moment" said bureau president David Zunker. "No offense to the Yankees or the Mets, but Williams was the last to hit 400 - and now we've done it as a bureau."

"Connie has done a great job, spreading the word about our good work building business for Saratoga," he said. "She's a true believer in what we do for the Saratoga region, which makes her even more effective at her job of selling partnership opportunities. It's thrilling for all of us to finally reach this mark."

For more information about the Saratoga Convention and Tourism Bureau and a listing of all bureau members, visit www.discoversaratoga.org

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The Saratoga Convention and 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.