



FOR IMMEDIATE RELEASE

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SARATOGA TAKES PUPIL TRANSPORTATION AFTER 26 YEARS IN ALBANY

SARATOGA SPRINGS, N.Y. -- After 23 years of courting the business, the Saratoga Convention and Tourism Bureau is excited to announce that the New York Association for Pupil Transportation (NYAPT) will be coming to Saratoga Springs! This conference will bring nearly 700 attendees and 1450 room nights each year for three consecutive years, starting in July of 2010. NYAPT had made Albany a permanent home, and the 2009 conference marked their 26th year in Albany.

Our most recent bid effort started in March of 2008, with sales manager Heather McElhiney, along with hotel partners, making several sales calls on the Albany headquarters office. The Bureau gained the groups attention with news of an expanding City Center, something that was desperately needed if they were to come to Saratoga. After several meetings with the Executive Director, three site visits for various members of the NYAPT Board and members of the Annual Conference Planning Committee, extensive hotel and City Center involvement and support, and a group presentation to the NYAPT Board of Directors, the Bureau received news that the board had voted to come to Saratoga for three years!

Executive Director Peter Mannella comments, "Change after so many years is always a challenge. The folks here in Saratoga, especially at the Convention and Tourism Bureau, have made our first steps a pleasure. We are all very excited about the Hilton and the City Center in 2010 and hopeful about our future in Saratoga! We're looking forward to spending five terrific days with the people of this great city!"

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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.