



The Saratoga Convention and Tourism Bureau and Warren County Tourism join Destinations of New York in hosting its annual Destinations Group Travel Show at the Saratoga Springs City Center.

In addition to the Trade Show, attendees will go on area familiarization tours of both counties and participate in seminars specifically for the group tour market.

Tourism is a \$450 million industry in Saratoga County, generating over \$2.8 million in annual local taxes, and supports almost 9,000 jobs. In Warren County, tourism is over \$500 million industry, bringing over 3.6 million in local taxes, and supports more than 8,000 jobs. Visitors to the both areas take advantage of the natural environment as well as cultural attractions: groups are visiting museums, attending shows, events and performance arts, walking gardens and trails, shopping with our local merchants and dining in our restaurants, riding our local rail and rafting our waterways.

Todd Garofano, President of the Saratoga Convention and Tourism Bureau said, "We are excited to partner with our neighbors in the Lake George area as well as the folks from Destinations of NYS and I Love NY to host the Destinations Group Travel Show and FAM. Domestic and International tour operators and group leaders will see, first-hand, all of the unique, year-round attractions our region has to offer their customers."

Tanya Brand, Group Tour Promoter for the Warren County Tourism Departments said "The proximity and diverse group tour offerings of The Lake George and Saratoga Springs Area's allow for great "Hub and Spoke" opportunities for group travelers. The collaboration of the Lake George Area in New York's Adirondacks and Saratoga Springs in the Capital-Saratoga Regions, is a combined effort to promote those group tour offerings for future itineraries to both areas."

Over 40 group tour and international receptive operators, and 120 group leaders, will be in attendance at the Annual Destinations of New York (DONYS) Group Travel Show taking place on Wednesday, September 16th at the Saratoga Springs City Center. Exhibitors will represent attractions, transportation, accommodations, restaurants, entertainment and travel promotion agencies from up and down the east coast. Those companies will book group tour business for five or more years out, making a considerable return on their investment in attending the trade show.

"Trade shows deliver more than a great return on exhibitors' investments. Building relationships with colleagues is critical in any industry. And partnering with others is the best way for businesses to develop and accelerate growth," said Charlie Daley of DONYS.

In addition to the tours and trade show, there will be a "Trends in the Group Tour Industry" seminar offered to all exhibitors and local business or individuals interested in becoming more involved in the group travel market. The speakers will be Tony Rende, President of Rendezvous Travel and Charlie Daley, Co-owner of Destinations of New York State. This seminar will take place on Tuesday, September 15th at the Saratoga Hilton. Interested attendees should contact the Destinations of New York State offices, (845) 246-8733

Saratoga Convention & Tourism Bureau



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The Saratoga Convention & Tourism Bureau is a key economic development engine for this community, the mission of the Saratoga Convention & Tourism Bureau is to contribute a positive impact on the local economy by promoting and marketing Saratoga Springs and Saratoga County as a world-class destination for meetings, conventions, events and groups. Visit www.discoversaratoga.org

The Lake George Area is the southern gateway to the Adirondack Region of New York State. Tourism is a major source of employment and tax revenue for Warren County. The Warren County Tourism Department actively promotes and markets Warren County/The Lake George Area in New York's Adirondacks, as a 4-season travel destination through a variety of programs and media.