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THE SARATOGA CONVENTION AND TOURISM BUREAU TO PARTICIPATE IN FIRST-EVER GLOBAL MEETINGS INDUSTRY DAY

SARATOGA SPRINGS, NY—Today, the Saratoga Convention and Tourism Bureau announced their involvement in the first-ever Global Meetings Industry Day (GMID). On April 14, 2016, they will join forces with the advocacy coalition Meetings Mean Business (MMB) to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business and communities.

“GMID will unite the meetings industry in a way that has never been done before,” said David Peckinpugh, former MMB co-chair and president of Maritz Travel. “The growth and success of our industry are critical to the world’s economy and we look forward to communicating our value on the global stage.”

“With the help of organizations such as Saratoga Convention and Tourism Bureau, we will demonstrate the critical role our industry plays in building personal relationships, driving positive outcomes and supporting strong communities,” said Michael Dominguez, MMB co-chair and senior vice president of corporate sales at MGM Resorts International.

To help celebrate Global Meetings Industry Day, the Saratoga Convention and Tourism Bureau will officially launch their new mobile app, **Discover Saratoga NY**. Each meeting and conference attendee meeting in Saratoga on Thursday, April 14 will receive a personal greeting from the SCTB and an invitation to download the app. A drawing from those that download the app will take place that same day and the winner will receive a \$100 Saratoga Downtown Business Association gift card.

“The meetings and convention industry plays a vital role in the year round economic vitality of Saratoga Springs and Saratoga County”, said Todd Garofano, President of the Saratoga Convention & Tourism



Bureau. “In 2015, we welcomed over 400 groups of all sizes. They met at the Saratoga Springs City Center, local hotels and inns and at the many unique meeting and event venues throughout our great destination. These meetings and conferences bring thousands of people to Saratoga throughout the year and account for over \$29 million in economic activity.”

GMID marks the expansion of North American Meetings Industry Day (NAMID), held earlier this year in the United States, Canada, Mexico and parts of Latin America. NAMID included 88 events across the continent as well as robust conversations online and 3.2 million social media impressions. Proclamations of support were issued by the governor of Wisconsin and mayors of Toronto, Buffalo and Washington, DC. A NAMID billboard was featured all day in Times Square and Caesars Entertainment “Turned the Strip Blue” in Las Vegas with NAMID logos and signage. In Mexico, a collaboration agreement was signed between the federal government, the tourism board and all 11 Meetings Industry Associations.

To learn more about GMID, visit <http://www.meetingsmeanbusiness.com/GMID>. Follow and participate in the digital conversations at @MeetingsMeanBiz on Twitter and by using the hashtags #MMBusiness with #GMID16.

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About Saratoga Convention and Tourism Bureau

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 and groups.

For information on how to schedule or plan a meeting, conference, wedding or sport/special event in Saratoga, visit the Saratoga Convention and Tourism Bureau's website at www.discoversaratoga.org.

About Meetings Mean Business

The Meetings Mean Business coalition was created in 2009 to showcase the incredible value that business meetings, travel and events bring to the U.S. economy. Its members span all facets of the face-to-face meeting and events industry, which have come together behind a common goal: providing the resources, tools and information to show the real impact the industry has on businesses, economies and communities. For more information, visit www.MeetingsMeanBusiness.com and download our app on iTunes and Google Play.