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**SARATOGA CONVENTION AND TOURISM BUREAU WINS AWARDS
FROM *MEETINGS & CONVENTIONS* AND *SUCCESSFUL MEETINGS***

SARATOGA SPRINGS, NY– This is a double win for the Saratoga Convention and Tourism Bureau (SCTB)... a 2nd consecutive Pinnacle Award from *Successful Meetings* and the Gold Service Award by *M&C*, their 2nd in 3 years (2012).

Readers of *M&C* awarded 81 domestic and 16 international CVBs and tourism boards with the Gold Service award distinction. Relying on their extensive industry experience in both corporate and association markets, *M&C's* readers made selections based on key criteria. Criteria included: professionalism of staff; support on hotels and site inspections; assistance with ground transportation planning; guidance on local attractions; and liaison with local vendors and services.

A dedication to quality service is the key to maintaining customers and is also the key to winning *Meetings & Conventions' Gold Service Award*. This prestigious award honors Convention & Visitors Bureaus that have excelled in professionalism and dedication in their service to meeting professionals. Winners will be featured in *Meetings & Conventions' Gold Awards* issue published this November.

“To continually provide quality service to clients sets these superior bureaus apart. All our Gold Service winning CVBs know the value of creating a lasting impression can never be understated” said David Blansfield, Executive Vice President/Group Publisher, Northstar Meeting Group. “The 2015 Gold Service winners continually excel in many valuable areas of service, impressing not only their clients but also the demanding readers of *M&C*.” Blansfield adds, “Our entire staff joins *M&C's* readers in honoring these outstanding CVBs and tourist boards who continue to focus on effective working partnerships with meeting professionals.”

Readers of *Successful Meetings* – professionals who are decision makers for planning meetings, events, conferences, and incentive programs– voted for the winners of the Pinnacle Awards via online ballots and gave feedback based on their professional experiences worldwide for the top hotels, conference centers, and CVBs. All winners will be listed in *Successful Meetings' annual Pinnacle Registry*, published in August - and online at www.successfulmeetings.com/pinnacle.

This is a great honor for the Bureau, our hospitality partners, our Board of Directors, volunteers and our community!! I am very proud of all that we've accomplished over the last few years. The recognition from our customers and peers in the industry is one of the best ways, in my mind, to know that we are doing a great job! Said SCTB President, Todd Garofano.

Saratoga Convention & Tourism Bureau



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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.discover saratoga.org.

About Meetings & Conventions:

Meetings & Conventions (www.mcmag.com) is a division of NORTHSTAR Travel Media LLC, publishers of worldwide directories, periodicals, electronic products, and destination information services for the travel, meetings and hospitality industry.

About Successful Meetings:

From basic concepts to advanced strategies, Successful Meetings has the indispensable knowledge—the insider tips and industry essentials—that any professional charged with planning a meeting needs in order to organize valuable, productive and inspiring events. Successful Meetings reaches these decision-making “meeting owners” through print, digital, and face-to-face events. Successful Meetings is a monthly magazine and web-site with in-depth interviews, case studies, features, and special supplements. SuccessfulMeetings.com is the 24/7 portal for information and news effecting the industry. For more information on Successful Meetings, please visit www.successfulmeetings.com. Successful Meetings is owned by Northstar Travel Media, LLC.