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

SARATOGA SPRINGS, NY—Today, the Saratoga Convention and Tourism Bureau announced their involvement in the annual Global Meetings Industry Day (GMID) on April 6, 2017.

Meetings Mean Business is an industry-wide coalition created to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. By rallying industry advocates, working with stakeholders, conducting original research, engaging with outside voices and more, the coalition brings the industry together to emphasize its importance. Comprised of over 50 members, the coalition unites the meetings industry with one strong and powerful voice.

To help celebrate Global Meetings Industry Day, the Saratoga Convention and Tourism Bureau is giving each and every meeting and conference attendee meeting in Saratoga on Thursday, April 6 a personal greeting from the SCTB, a coaster with a Saratoga image inviting them to download our mobile app, 'Discover Saratoga NY' and an Ultimate Saratoga Map with 10% discount shopping 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 2016, we welcomed over 600 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 accounted for over 90,000 room nights to Saratoga hotels last year and created over \$57 million in economic activity."

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 #GMID17.

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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.discover saratoga.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.

