DISCOVER SCHENECTADY

COUNTY • EST. 1661

FOR IMMEDIATE RELEASE:
CONTACT: Todd Garofano, Discover Schenectady
518-383-0390 – Office
518-312-8944 – Cell
Todd@discoverschenectady.com

Discover Schenectady Deploys Digital Visitor Kiosks Throughout County

Schenectady, N.Y., March 10, 2022 – Discover Schenectady announced today that it has deployed eight digital visitor kiosks throughout Schenectady County.

"Schenectady County has so many great attractions, events and businesses – there's something for everyone," said Schenectady County Legislator Cathy Gatta, President of Discover Schenectady's Board of Directors. "These easy-to-use kiosks will help visitors and residents alike learn about all of our attractions."

Over the past few months, Discover Schenectady has built a partnership with HootBoard to create and deploy a network of touchscreen digital kiosks located throughout the county to engage visitors and residents, while promoting attractions, businesses, and special events.

HootBoard offers destinations a comprehensive in-market kiosk solution to help manage the visitor experience, offer visitor on-demand destination information, provide local businesses the opportunity to promote their services and offer options for revenue generation if needed.

There are currently six indoor locations including Rivers Casino & Resort, Frog Alley Brewing, Proctors Theater, Union College's Student Union, SUNY SCCC's Student Union and Via Port Rotterdam. The two outdoor locations include the Village of Scotia Library and the Jay Street Marketplace in downtown Schenectady. More locations are planned.

Local businesses are listed for free and are highlighted on a digital map. Suggested itineraries are provided for those looking for something to do nearby whether they have an hour or are here for a longer period of time. Host locations manage their own content to promote their business or location. Paid advertising on the kiosks will offset the cost of regular service and maintenance.

Todd Garofano, Executive Director for Discover Schenectady said, "We are excited to launch our network of touchscreen kiosks creating a virtual network of digital visitor centers throughout Schenectady County. The new kiosks provide real-time information that is available 24 hours a day, 7 days a week and on weekends and holidays when visitor activity is high."

About Discover Schenectady
Discover Schenectady is a non-profit organization responsible for promoting travel, tourism, conference and convention assets and opportunities throughout Schenectady County. Discover Schenectady inspires visitors to experience and enjoy that Schenectady County has to offer, from its vibrant communities with dining, entertainment and shopping to its gorgeous waterfront and outdoor activities. For more ways to Discover Schenectady County all year long, visit www.discoverschenectady.com

###