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2016

7th Consecutive Year of Growth!!

SARATOGA

CONVENTION & TOURISM BUREAU

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2016–2017 SCTB Board of Directors

Executive Committee: Thomas Newkirk, Chairman, Saratoga National Golf Club
Megan Hennessey, Immediate Past Chair, Courtyard by Marriott-Saratoga Springs
Patrick Pipino, Treasurer, Ben & Jerry's of Saratoga
A.J. Bodden, At-Large Officer, Townsquare Media Group
Cindy Hollowood, At-Large Officer, Holiday Inn Saratoga Springs
Shawn Goodway, Saratoga Hilton

Mark Baker, Saratoga Springs City Center
Marianne Barker, Impressions of Saratoga
Robert Berrey, The Gideon Putnam
Dennis Brobston, Saratoga Economic Development Corporation
Paul Calhoun, Skidmore College
Rita Cox, Saratoga Casino Hotel
Joshua Cupp, Thirsty Owl
Matthew D'Abate, Adirondack Trust Company Financial Services, Inc.
Dan Fortier, Embassy Suites by Hilton Saratoga Springs
Todd Shimkus, Saratoga County Chamber of Commerce
Marcia White, Saratoga Performing Arts Center

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The Saratoga Convention & Tourism Bureau Staff:

Todd Garofano, President

Mary Jo Janis, Director of Convention Sales

Nancy Jess, Corporate, Incentive & Small Meetings Sales Manager

Vanessa Cianfarani, Association Sales Manager

Kayla Kreis, Wedding Marketing Manager-Sales Coordinator

Kelly Boucher, Director of Convention Sales

Connie Crudo, Director of Membership Services & Events

Angela LaTerra, Director of Marketing & Communications

Kathy Price, Executive Assistant & Office Manager

Eric DiMiceli, Volunteer Services Coordinator

The Saratoga Springs Area Heritage Visitor Center Staff:

Heather McElhiney, CTIS; Director- Heritage Area Visitor Center, Tourism & Event Sales

Karen Verrigni, Assistant Director and Sales Coordinator

Rita McCauley, Area Information and Volunteer Coordinator

Nancy Dix, Information and Database Coordinator

Valerie Ayers, Visitor Relations

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*Treasurers Report – As presented by Patrick Pipino,
Ben & Jerry’s of Saratoga*

For the time frame of January 1, 2016 to December 31, 2016, the Bureau had total revenue of \$1,504,903.61 versus total expenses of \$1,491,463.97 resulting in an operating budget positive balance of \$13,439.64. The positive balance was placed into one of the Bureau’s separate higher interest bearing accounts. In December 2016, the Board of Directors of the Saratoga Convention & Tourism Bureau approved a 2017 Operating Budget of \$1,540,653.12 representing a 2.37% increase compared to actual 2016 actual results.

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The Bureau Membership at all-time high!

	2016	
SCTB Members	501	+ 4.2% Growth in
Membership		
Members within Saratoga Springs	332	66.3%
Members outside Saratoga Springs	169	33.7%
Member/Renewals	381	76.0%

- **No Dues Increase in 2016 for 3rd Consecutive Year**
- **New Member Marketing Programs**
 - **Wedding & Sports Marketing**
 - **Mobile App**
 - **Member to Member email**
 - **Visitor Center**

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Lodging - New supply continues to dominate headlines

<u>Saratoga Springs</u>	<u>2016</u>	<u>2015</u>	<u>Saratoga County</u>	<u>2016</u>	<u>2015</u>
Occupancy	65.6%	70.3%	Occupancy	62.2%	68.9%
ADR	\$163.37	\$161.70	ADR	\$148.37	\$147.15
RevPAR	\$107.20	\$113.65	RevPAR	\$ 92.25	\$101.32
Supply	656,664	625,694	Supply	1,134,865	1,049,290
Demand	430,896	439,738	Demand	705,607	722,484
Revenue	\$70.3m	\$71.1m	Revenue	\$104.6m	\$106.3m

2016 vs. 2015

Room Supply – Increase
Room Demand – Slight Decrease
Revenue – Relatively Flat
Room Tax Rate

Within City

+ 4.9%
- 2.0%
- 1.0%
6.0%

County

+ 8.2%
- 2.3%
- 1.5%
1.0%

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Convention/Group Business – SCTB

Group room business continued to grow throughout 2016. More corporate group, sports & wedding leads and Associations signing multi-year contracts again.

	2016	2015
– Leads – Room nights	153,477	144,383
– Leads – Potential Est. Econ. Impact	\$105m	\$87m
– Contracted/Assists - Room Nights	94,779	89,845
– Contracted/Assists – Pot. Est. Econ Impact	\$67m	\$54m

Conventions/Events Held

	2016	2015
– # of Conventions/Events Held	627	422
– # of Room Nights	90,908	81,296 +11.8%
– Estimated Economic Impact	\$57m	\$45m

% of Room Nights from Conventions and Events **21.1%** 18.5%

Group Market Contributes 1 in 5 Room Nights in Saratoga Springs

- Group Market Room Nights are up 11.8% in 2016, while Total room demand is down 2.0%.

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SCTB events drive business and economic activity during shoulder periods

12th Annual Winter Restaurant Week

Nearly 50 Restaurants county-wide and third-year growth of Toys for Toga. 3,000+ Toys collected and \$10,000+ raised for 3 local charities.

18th Annual Chowderfest

90+ Vendors & 40,000 people on the streets – All time records Warm weather forecast helped drive greater attendance. Resulted in approx. 350+ room nights

Saratoga *Frozen* Springs Pond Hockey Classic

Cancelled in 2016 due to warm weather. Came back strong in 2017 with 85 teams from 7 states and Canada competed over 2 ½ days at Saratoga Spa State Park.

Saratoga Beer Week

6th Annual event brings hundreds of beer industry professionals and fans from around the country to sample, educate and release new products. Creates 400+ room nights

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Saratoga Springs Heritage Area Visitor Center

• 2016 Statistics

	<u>YTD 2016</u>	<u>YTD 2015</u>
Visitors	28,770	25,880
Bus Passengers	2,469	2,289
Phone inquiries	1,998	1,843
Wi-Fi	18	26
Walking Tours	435	429
Step on Tours	541	522
Brown Bag LLS	614	406
Concert Series	2,400	810
Other On-site Functions	862	269
Total VC Activity	38,107	31,910
VC Activity	+19.9%	



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Website Stats for DiscoverSaratoga.org

Highlights from 2016

- 102% YOY growth in website visits.
- 106% YOY growth in unique visitors.
- 123% YOY growth in page views.
- 387 more website visits per/day in 2016 vs 2015

Visits: 279,697

Unique users: 218,708

Daily average: 766 visitors/day

Pageviews: 829,216

Direct Traffic: 16%

Organic (Search) Traffic: 70%

Referral Traffic (inbound links): 10%

Social Traffic: 5%

Paid/Display Search: 2%



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SCTB 2016 Summary

- **SCTB Membership**
 - Growing, Loyal, and Diverse
 - Membership Dues Stable
- **Lodging**
 - Increasing Supply
 - SCTB and City Center are Significant Contributors to Room Nights Sold
- **Convention Events**
 - Increase in # of Events
 - Increase in Room Nights Sold
- **Visitor Center**
 - Increase in Activity in all Efforts
- **SCTB**
 - Encouraging Outlook for 2017
 - New Competition is a Concern

A special “Thank You” to Todd Garofano and SCTB staff for a job well done!

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2017 Challenges & Opportunities

- **Short-Term Rental Market (Airbnb)** – Work with City, County & Statewide elected officials to level the playing field with traditional hotels and B&B's... Proper Permitting, Insurance requirements, Safety & Security Inspections and Collect/Remit Sales & Occupancy Taxes
- **Increased Competition** – Albany Capital Center, Schenectady Casino Hotel, Lake George Hotel & Conference Center and new hotels planned throughout the region are competing for occupancy share.
- **Downtown Parking** – City Center, and therefore Saratoga Springs, at a competitive disadvantage without already approved, much needed parking structure.

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2017 SCTB Initiatives

- **Sales** – Fully staffed and seasoned sales team, working with lodging partners to deliver new business opportunities
 - Targeted Trade Shows & Sales Missions
 - Summer FAM, Track Planner Reception & Tie the Knot in Toga highlight Saratoga to key group buyers
- **Improve Delivery of Special Events** – Work with City partners to ensure safe, enjoyable events for all that drive economic impact to businesses
- **Improvements to Visitor Center** – Better serve the visitor & Drive Traffic
 - Additional brochure racks
 - Gift kiosk
 - New welcome video
 - New event amenities

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2017 SCTB Initiatives

- **Brand Refresh** – Time for a refresh after 5 years...focus on “Discover” Saratoga.
- **Visitor Guide** – New guide, with distribution of 50,000 will reach more planners, group & special event visitors
- **Discover Saratoga Mobile App** – Work through Saratoga Go & Smart Cities Commission to improve app and drive downloads
- **Website** – Migration of website to Simpleview will allow for design update. New members-only site allows for better communication and user experience

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2017 SCTB Initiatives

- Support Tourism Development Issues –
 - Short-Term Rental Market – Level the Playing Field
 - Upstate Ridesharing – Competitive Balance
 - Workforce Development – Increased Lodging Supply Requires New Talent
 - Capital Region Taxi Coalition – Improve Taxi Service
 - Bike Share – Regional Effort to Reach Millennial Visitors
 - Smart Cities Initiative – Downtown Broadband & Saratoga Go Competition

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2017–2018 SCTB Board of Directors:

Executive Committee: Cindy Hollowood, Chairperson, Holiday Inn Saratoga Springs

Thomas Newkirk, Immediate Past Chairperson, Saratoga National Golf Club

AJ Bodden, Incoming Chairperson, Townsquare Media Group

Marianne Barker, Treasurer, Impressions of Saratoga

Robert Berrey, At-Large Officer, The Gideon Putnam

Amy Smith, Saratoga Arms

Tom Wiedmayer, Saratoga Casino Hotel

Elizabeth Sobol, Saratoga Performing Arts Center

Steve Grasso, GlobalFoundries

Ryan McFadden, Henry St. Taproom

Carmine DeCrescente III, DeCrescente Distributing Co.

Jasper Alexander, Hattie's Restaurant

Sean Willcoxon, Mazzone Hospitality

Megan Hennessey, Courtyard by Marriott Saratoga Springs

Paul Calhoun, Skidmore College

Joshua Cupp, Thirsty Owl

Matthew D'Abate, Adirondack Trust Company Financial Services, Inc.

Dan Fortier, Embassy Suites by Hilton Saratoga Springs

Todd Shimkus, Saratoga County Chamber of Commerce

Ryan McMahon, Saratoga Springs City Center

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Mission Statement

As 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, special events and groups.