

About Us

Discover Albany (Albany County Convention & Visitors Bureau) has been promoting the New York State Capital to visitors since 1976. We work to ensure visitors get the inside scoop on all the incredible experiences Albany County has to offer! Discover Albany also operates the Discover Albany Visitors Center and the Information Desk at the Albany International Airport. In addition to visitors, Discover Albany has been assisting meeting specialists for more than 30 years, acting as a community concierge to attract successful meetings, conventions and events to Albany.

Discover Albany Visitors Guide

The Discover Albany Visitors Guide is the official printed resource for visitors exploring the Albany area. Throughout the year, more than 100,000 guides are distributed to area businesses, hotels, the Albany International Airport, travel shows and stops along the New York State Thruway, Albany International Airport and travel shows. In addition, the guides are sent directly to visitors via a request form through various outlets including: albany.org, travelhudsonvalley.com, hauntedhistorytrail.com and others.

By the Numbers:

- In 2019 there were 14,914 guides requested and direct mailed to consumers.
- 44,675 guides were bulk mailed in-market and out-of-market.

Albany.org

Albany.org is the official website of Discover Albany. Featuring business listings, an up-to-date calendar of events, tour information, itineraries, a blog containing unique and thoughtful content and much more.

By the Numbers:

- In 2019 there were 1.1 Million pageviews.
- 73,000 Calendar of Events views
- 201 Blog posts with 76,699 views | 2-3 new blogs created every week
- 1:35 was the average time spent on the page.

Discover Albany App

The Discover Albany App is a brand new outlet for Discover Albany. With hotel, restaurant and attraction listings at your fingertips, an up-to-date calendar of events, and a fun, interactive Albany Adventures experience, the official Discover Albany App makes exploring Albany County easier than ever. The app is so new it doesn't have any numbers yet!

Newsletters

Discover Albany sends out six newsletters throughout the year targeted at different audiences including:

By the Numbers:

- **Consumer News:** Targeted towards leisure travelers
Contacts: 30,103 | Open Rate: 9.8%
- **Partner News:** Sent out monthly to all our partners
Contacts: 1,114 | Open Rate: 25%
- **Courier:** Sent out quarterly to our group tour contacts
Contacts: 679 | Open Rate: 13.8%
- **Places & Spaces:** Sent out quarterly to our meeting planner contacts
Contacts: 2,640 | Open Rate: 23.2%
- **Visitor Champions:** Sent out monthly to our destination ambassadors
Contacts: 231 | Open Rate: 29.8%
- **Travel Writers:** Sent out seasonally to our travel writer contacts
Contacts: 111 | Open Rate: 40%

Outlets



Albany Cares About Your Safety



Important Information

Marketing Department News

Just Released: Discover Albany App!

We are so thrilled to announce the launch of the Discover Albany App! The app provides both visitors and locals with information on dining, hotels, things to do, interactive scavenger hunts and much more! Download the app today and become a visitor in your own backyard, or share with your visitors!

"We are extremely excited and proud to release the Discover Albany App. With the continuing impacts that COVID-19 is having on our community, we wanted to show our commitment to helping our destination rebound!" said Jill Delaney, president and CEO of Discover Albany. "The Discover Albany App makes visiting and exploring in Albany County so easy. Everything you need is right at your fingertips."

