



Discover SARATOGA

Saratoga County's Official Tourism Promotion Agency

2024 ANNUAL REPORT

Driving Tourism in Saratoga County

Discover Saratoga, also known as the Saratoga Convention & Tourism Bureau, is the official Tourism Promotion Agency for Saratoga County. Our mission is to bolster the local economy by promoting and marketing Saratoga County as a world-class destination for leisure travel, meetings, and events.

As the leading resource for Saratoga County tourism information, we connect visitors and meeting planners with our current network of 540+ members. Our members include businesses and organizations that provide lodging, dining, and attractions.

We also oversee the Saratoga Springs Heritage Area Visitor Center, which welcomes thousands of visitors each year. The center supplies guests with essential information, other resources, and a warm introduction to all the county has to offer.

Discover Saratoga plays a vital role in attracting visitors, organizing events, and supporting local businesses, generating millions in tourism revenue. By working closely with local partners and investing in strategic marketing, we keep the lure of Saratoga top of mind for travelers and event organizers.

Our commitment to Saratoga's history, culture, and hospitality fuels economic growth and enhances the visitor experience. This Annual Report describes our activities, impact and successes of the past year.

2024 Highlights



855,004 TOTAL ROOM NIGHTS



\$150.3M LODGING REVENUE

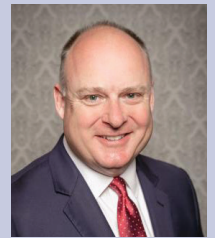


1.7M PAGE VIEWS ON WEBSITE



3.6M SOCIAL MEDIA IMPRESSIONS

Message From the President



We are excited to share the remarkable impact tourism and hospitality have had on Saratoga County over the past year. This report highlights key economic data from trusted industry sources that showcases our collective success in driving tourism growth across the region. The numbers speak for themselves—**Saratoga County lodging partners recorded 855,004 total room nights and \$150.3 million in lodging revenue in 2024.**

Our achievements are a testament to the power of collaboration. We are deeply grateful to our members for their unwavering confidence in Discover Saratoga. Your support enables us to effectively market and promote the diverse businesses and attractions that make Saratoga County such a dynamic and desirable destination.

I also want to extend my sincere appreciation to the dedicated team at Discover Saratoga. Their passion for our community, our industry, and this organization is key to ensuring that Saratoga County continues to thrive as a premier travel destination.

Thank you for your ongoing partnership. Here's to another year of growth and success!

Best regards,

Darryl Leggieri
President, Discover Saratoga

March 2025



Discover Our Range of Services

Discover Saratoga's full range of activities and tactics designed to ensure that leisure travel, meetings, and events continue to have a positive impact on the local economy.

Meeting Sales

- Make local and national sales presentations, manage leads, distribute proposal requests to member hotels
- Host familiarization tours and site visits for planners
- Active participation in and representation in trade shows

Sports Sales

- Support attendance building and tournament development
- Represent Saratoga County at key industry trade shows
- Distribute proposal requests to member hotels

Convention Services

- Planning assistance for host organizations, including offsite event coordination and activities
- Distribute visitor guides and local brochures
- Develop welcome signage, event landing pages for attendees
- Connect event organizers with Discover Saratoga members

Wedding Services

- Personalized planning assistance for weddings
- Coordinate room blocks at Discover Saratoga member hotels
- Represent Saratoga County at local wedding trade shows
- Connect wedding couples with Discover Saratoga members

Membership and Events

- Membership recruitment, orientation, retention, and growth
- Plan and host Discover Saratoga events including Chowderfest, Restaurant Week, and Saratoga Wing Off
- Foster cross-member networking and industry collaboration
- Facilitate member-to-member connections and support individual member business goals

Marketing and Communications

- Create compelling content for website, social media, and marketing campaigns
- Oversee Discover Saratoga's corporate communications and brand messaging
- Produce and distribute the Saratoga County Visitor Guide
- Maintain and enhance DiscoverSaratoga.org, the mobile app, and our kiosks for optimal user experience
- Write and distribute press releases; host media visits and tours to showcase Saratoga County
- Manage the Saratoga Film Commission to attract productions and support filmmakers

Heritage Area Visitor Center

- Operate Saratoga County's visitor information hub
- Offer educational walking and trolley tours
- Brochure display program for member businesses
- Organize Summer Concert Series in Congress Park



Positioning Saratoga as **THE** Place to Meet

2024 CITY CENTER STATS

149 EVENTS HOSTED
(46 first-time events)

Estimated economic impact of

\$37.5 MILLION

171,193 GUESTS

2024 DISCOVER SARATOGA STATS

481 GROUPS

Estimated economic impact of

\$67.5 MILLION

97,287 ROOM NIGHTS

Discover Saratoga played a pivotal role in bringing **481 meetings, conventions, and sporting events** to Saratoga County in 2024, generating **97,287 room nights** for an estimated economic impact of **\$67.5 million**. The sales team actively promotes the county as a premier destination for meetings and events of all sizes and types. Through strategic outreach at industry trade shows, events, and marketplaces, as well as targeted sales missions, the team works diligently to connect with meeting and event planners and secure new opportunities.



Sporting Events: Big Wins for Saratoga

Saratoga County has become a popular choice for sporting events, offering great facilities and a welcoming atmosphere for athletes and spectators. The area is easily accessible via I-87 and communities like Malta offer plenty of affordable accommodations.

In 2024, Discover Saratoga facilitated **47 sporting events**, generating an estimated economic impact of **\$14.4 million**. Major events hosted and serviced by Discover Saratoga included competitions by the Saratoga Rowing Association, Saratoga Youth Hockey, and Saratoga Lacrosse. These events drew hundreds of participants and fans who booked rooms, dined, and shopped locally.



Marketing to Leisure Travelers

In 2024, Discover Saratoga proudly became the official Tourism Promotion Agency (TPA) for Saratoga County. This transformation strengthened and expanded our commitment to promoting the region's diverse offerings.

The marketing goal of the TPA is to increase hotel occupancy in Saratoga County November through March (the shoulder season), while maintaining peak travel levels during the summer season. Discover Saratoga implemented a multi-tiered marketing, advertising and public relations campaign in 2024 that successfully delivered tangible results.

Highlights

PAID MEDIA

Advertising campaigns targeting visitors from outside the area (50 or more miles) promoted daytrips, overnight and extended-stay tourism. Segmented, multi-platform campaigns were deployed from June through December. These campaigns generated over **9 million paid impressions** across various channels including print, paid social, search ads, lead-gen, email, social influencers, and digital travel media networks/OTAs.

Conversion campaigns focused on shoulder season travel themes including cuisine, wellness, adventure, and arts and culture. Digital direct campaigns delivered **over 44,000 clicks** with a **0.61% clickthrough rate**—well above industry benchmarks. Our *Winter Weekend Getaway* contest received **10,973 entries** and showcased shoulder season attractions throughout Saratoga County.

EARNED MEDIA

Public relations outreach resulted in **25 key media placements** and over **708 million media impressions**. Strategic media placements delivered over **230 mentions** of county partners and attractions. Coverage included a USA Today 10Best nomination that placed Saratoga County as the sixth “Best Place to Visit in Fall”—the only destination so honored within New York State.

OWNED MEDIA

The TPA introduced new and innovative tools to enhance the visitor experience in 2024, including a mobile app, digital information kiosks at the Saratoga Springs City Center and Heritage Area Visitor Center, and a podcast and YouTube series highlighting Saratoga's unique stories.

Visitors Who Discovered Saratoga in 2024

2024 Lodging Accommodations



ROOM NIGHTS

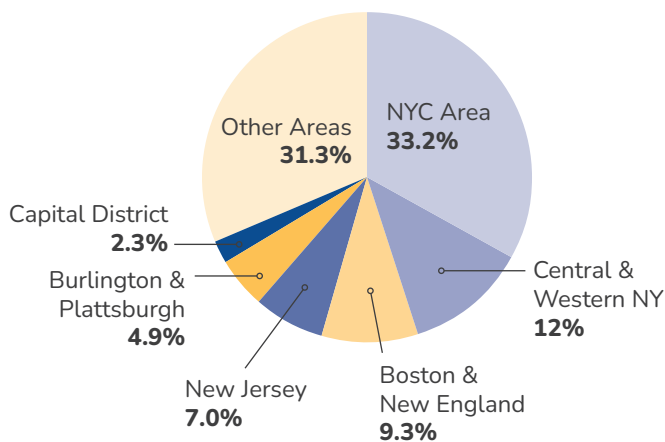
CITY	COUNTY	TOTAL
451,042	403,962	855,004



HOTEL REVENUE (\$ MILLIONS)

\$97.5M	\$52.8M	\$150.3M
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Visitors Came From...



Visitors Average Spend



Accommodations | \$299



Restaurants | \$114



Retail Shopping | \$156



Attractions | \$190

Visitors Came to Saratoga Year-Round



17.5% | WINTER (December-February)
of Room Nights



24.3% | SPRING (March-May)
of Room Nights



30.8% | SUMMER (June-August)
of Room Nights



27.3% | FALL (September-November)
of Room Nights

How Discover Saratoga Communicated with Visitors in 2024

733,975

WEBSITE SESSIONS
(up 88% over 2023)
Average Duration of 3 minutes

537,000
NEW USERS

(up 86% over 2023)



3.6 MILLION IMPRESSIONS
on social media

36,463 SOCIAL MEDIA FOLLOWERS

1.7 MILLION
PAGE VIEWS

34,000 EMAIL SUBSCRIBERS
(Up 19,000 over 2023)



Annual Events Hosted by Discover Saratoga

Discover Saratoga organizes, promotes, and supports several annual events that showcase dining and entertainment venues throughout Saratoga County. These events draw visitors in every season, generating significant revenue and supporting the local economy.



2024 Healthy Saratoga Weekend

- First-time event in 2024
- 29 participants



2024 Belmont on Broadway

- Headlined by Blues Traveler band
- 15,000+ estimated attendees



2024 Saratoga Wing Off

- 34 participating restaurants
- \$6,000 raised for American Cancer Society



2024 Restaurant Week

- 46 participating restaurants
- 6 first-time participants



2024 Saratoga New Year's Eve

- 4 event venues and 12 musical acts
- 3,500 estimated attendees



2025 Chowderfest

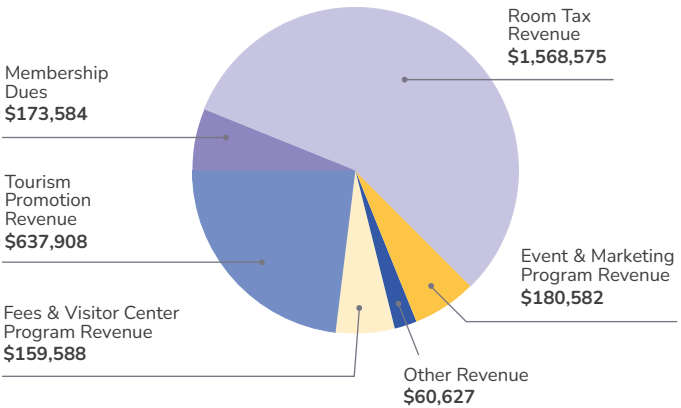
- 89 vendors including 13 first-time participants
- 40,000 estimated attendees
- 109,000 bowls of chowder served



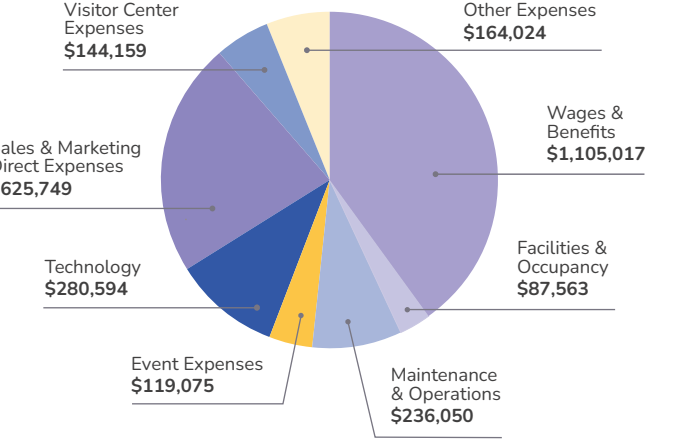
2024 Financial Summary

Discover Saratoga enjoyed a successful year financially in 2024. Although room tax revenues were flat year-over-year, membership dues increased 8% and event program revenues increased 46% over 2023. Additionally, Discover Saratoga was named the Tourism Promotion Agency for Saratoga County and received \$452,000 in grant money from Saratoga County and the “I Love NY” program. This money was designated to promote tourism in both the City and County of Saratoga. This report describes several advertising and public relations campaigns implemented by Discover Saratoga in 2024 to help accomplish that goal.

2024 Revenue—\$2,780,864



2024 Expenses—\$2,762,231



2024 Net Income—\$18,633

Membership & Member Benefits

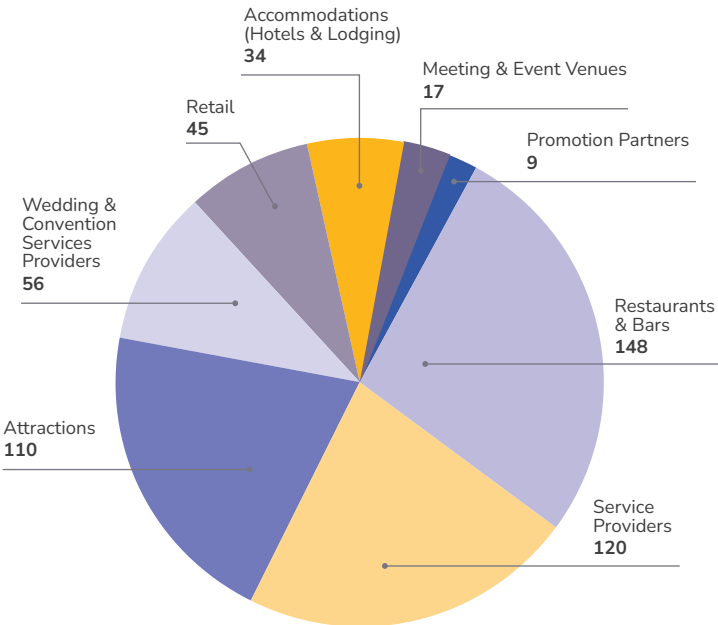
In 2024, the Discover Saratoga membership grew from 506 to 539, an increase of 6.5% year over year. This represents an all-time high! Members include hotel and lodging partners, meeting and event venues, restaurants and bars, retail shops, entertainment venues, service providers, and local attractions.

The services and hospitality provided by our members make up the Saratoga Experience. Our membership is also the main source of city sales and occupancy tax revenues.

Discover Saratoga supports members through an array of services and platforms, including the Discover Saratoga website and mobile app, the distribution of 70,000 Destination Guides published annually, social media outreach, podcasts, and other communications tools. All designed to help bring visitors to Saratoga County.

Members also have access to sponsorship opportunities targeting event planners and visitors, including guests attending weddings, City Center conventions, and other attractions. Members can also participate in Discover Saratoga events, leverage digital marketing programs directed to our registered visitors, and cross-sell opportunities to other members.

2024 Membership by Category — 539 Total (up 6.5% over 2023)



Discover Saratoga Management & Staff



DISCOVER SARATOGA STAFF

Darryl Leggieri
President

Mary Jo Janis
*Vice President, Convention
Sales & Services*

MacKenzie Zarzycki
*Vice President, Marketing
& Communications*

Alyssa Foote
Director of Membership & Events

Nancy Jess
National Sales Director

Kayla Weitz
Director of Convention Services

Jessie House
Digital Marketing Specialist

Alexis Carroll
*Manager of Wedding,
Sports and Sales Events*

Gail Stein
*Office Manager &
Membership Services*

VISITOR CENTER STAFF

Karen Verrigni
Director

Peggy Sefcik
Administrative Assistant

Valerie Ayres
Information Coordinator

Discover Saratoga Board of Directors

EXECUTIVE COMMITTEE

Nancy Bambara, Chairperson
DZ Restaurants

Carmine DeCrescente, III
Immediate Past Chair
DeCrescente Distributing Co.

Helen Watson, Incoming Chair
The Adelphi Hotel
Vice President & COO

Megan Hennessey, Treasurer
Saratoga Automobile Museum

Thomas Olsen, At-Large Officer
Saratoga Hilton

Thomas Newkirk,
Finance Committee Chair
Saratoga National Golf Club

BOARD MEMBERS

Amy Smith
Saratoga Arms Hotel

Ryan McMahon
Saratoga Springs City Center

Samantha Bosshart
*Saratoga Springs
Preservation Foundation*

Leslie DiCarlo
The Springwater Inn

Jason Fitch
*Saratoga City Tavern
and Kings Tavern*

Dan Fortier
*Embassy Suites
Saratoga Springs*

Teddy Foster
Universal Preservation Hall

Gary Fox
Putnam Place

David Hayes
The Gideon Putnam Resort
Charlie Hoertkorn
The Horseshoe Inn Bar & Grill

Saad Juniad
Adirondack Trust Company

Wendy Lawrence
*Neighborhood Kitchen
and Basin Grill*

Ridge Harris
Saratoga County

Todd Shimkus
*Saratoga County
Chamber of Commerce*

Alex Tucker
Saratoga Casino Hotel

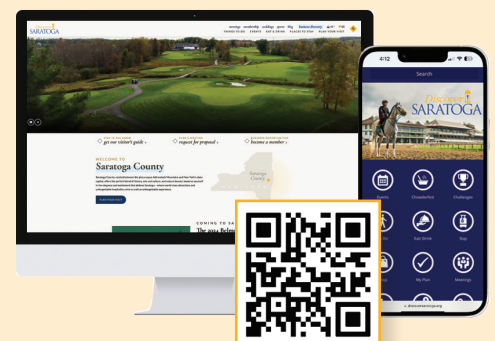
Kevin Tuohy
Holiday Inn Saratoga Springs

Kristy Ventre
*Saratoga Performing
Arts Center*

Maddy Zanetti
*Impressions of Saratoga/
Dark Horse Mercantile*

Download the Discover Saratoga Mobile App

Make the most of your time in Saratoga County! Discover Saratoga's mobile app is designed to help you effortlessly plan your visit with interactive maps and listings for restaurants, hotels, activities, shopping, and historic sites—all with convenient directions. Filter by category or create a custom itinerary in "My Plan" and share it with friends. Whether you're a local or a visitor, our app is your go-to tool for navigating Saratoga County. Available from The App Store and Google Play.



Download
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