

Discover Saratoga Membership & Benefits

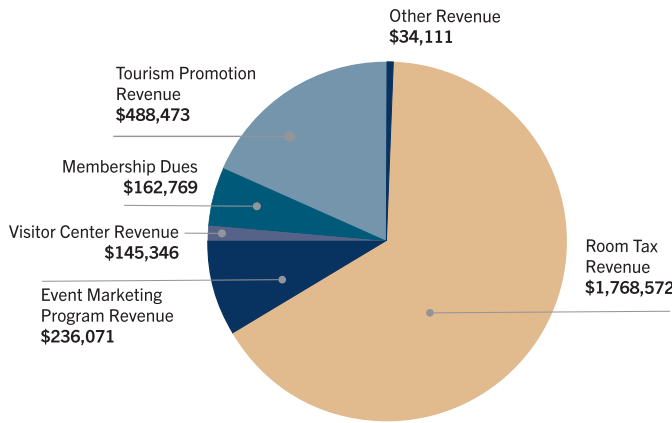
Discover Saratoga’s membership continues to reflect the strength and diversity of the Saratoga County tourism industry. Our 584 member businesses represent accommodations, restaurants, attractions, retail, and service providers. Discover Saratoga helps increase demand and grow revenue for members through strategic marketing exposure, sales opportunities, and high-visibility promotional platforms.

By connecting members with visitors, meeting planners, and event organizers, Discover Saratoga plays a critical role in supporting local businesses and strengthening the overall tourism economy.

2025 Financial Summary

Discover Saratoga had a solid 2025 despite showing a small operating loss of \$39,263. In the second year of its new role as the Tourism Promotion Agency for all of Saratoga County, Discover Saratoga received \$488,473 in grant money from the county and “I Love NY” program. Also, room tax revenue increased by about \$200,000.

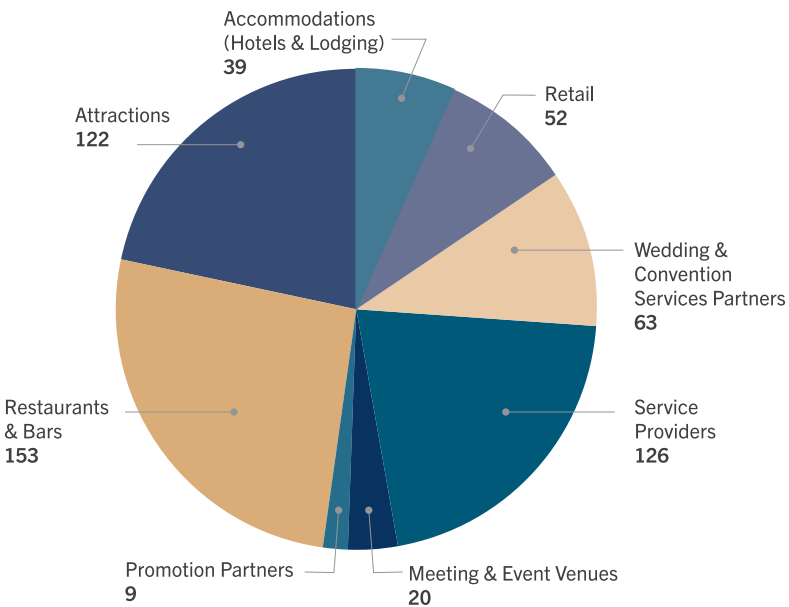
2025 Revenue—\$2,847,834



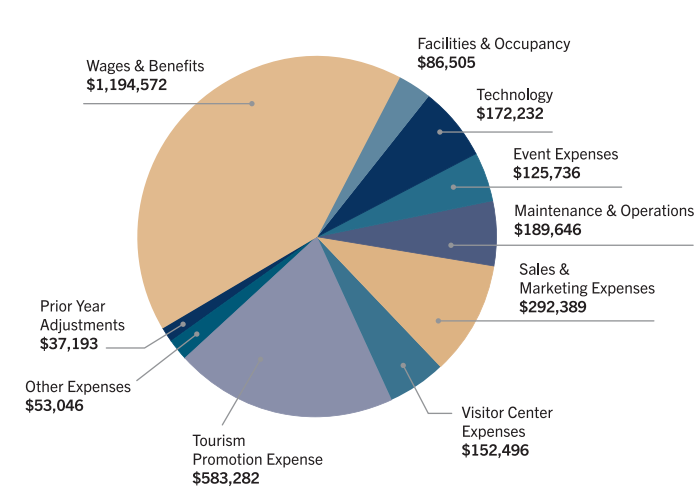
2025 Net Income — -\$39,263



2025 Membership by Category — 584 Total (up 8.5% over 2024)



2025 Expenses—\$2,887,097



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

Alexis Carroll
Manager of Wedding,
Sports and Sales Events

Jessie House
Digital Marketing Specialist

Heather LaFountain
Office Manager &
Membership Services

Terese Russell
Advertising &
Sponsorship Specialist

SARATOGA SPRINGS HERITAGE AREA VISITOR CENTER

Karen Verrigni
Director

Peggy Sefcik
Administrative Assistant

Valerie Ayres
Staff Coordinator

Discover Saratoga Board of Directors

EXECUTIVE COMMITTEE

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The Saratoga Hilton

**Maddy Zanetti,
In-Coming Chair**
Impressions &
Dark Horse Mercantile

Nancy Bambara, Treasurer
DZ Restaurants

Dan Fortier, At-Large Officer
Embassy Suites
Saratoga Springs

**Tom Newkirk,
Finance Committee Chair**
Saratoga National Golf Club

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The Night Owl

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Saratoga Arms

Charlie Hoertkorn
Horseshoe Inn Bar & Grill

Gary Fox
Putnam Place

Jason Fitch
Saratoga City Tavern

Jean Leonard
Proctors Collaborative

Jullie Delos
Franklin Square Market

Justine Ochal
Mazzone Hospitality

Kristy Ventre
Saratoga Performing
Arts Center

Leslie DiCarlo
Springwater Bed & Breakfast

Megan Hennessey
Saratoga Automobile
Museum

Ridge Harris
Saratoga County

Ryan McMahon
Saratoga Springs
City Center

Saad Junaid
Adirondack Trust Company

Todd Shimkus
Saratoga County
Chamber of Commerce

Wendy Lawrence
Neighborhood Kitchen

Saratoga Springs Heritage Area Visitor Center



The Saratoga Springs Heritage Area Visitor Center serves as a gateway to Saratoga County, welcoming visitors and providing personalized recommendations that enhance their experience and support local businesses. The visitor center connects travelers with the county’s unique history, attractions, and hospitality while encouraging extended stays and increased spending.

The center also plays an important role in preserving and sharing Saratoga County’s heritage through exhibits, programming, and community partnerships. New exhibits highlighting the Saratoga Springs History Museum and Saratoga 250 strengthened its role as an educational and cultural resource.

2025 Highlights

- 19 knowledgeable volunteers supporting daily operations
- Partnerships and interactive exhibits with Saratoga Springs History Museum, Saratoga Arts, Saratoga 250
- Record number of walking and trolley tours



Driving Tourism & Group Business in Saratoga County

Discover Saratoga, also known as the Saratoga Convention & Tourism Bureau, serves as the official Tourism Promotion Agency for all of Saratoga County. Our mission: generate sustainable economic benefits by strategically promoting and positioning the county as a year-round destination for leisure travel, meetings, conventions, and events.

Meetings, conventions, and events play a central role in sustaining the tourism economy. Through proactive outreach and targeted sales strategies, our team secures group business that drives midweek hotel occupancy, supports shoulder-season demand, extends visitor stays, and delivers measurable economic impact throughout the county.

Our work directly supports more than 580 member businesses spanning lodging, dining, attractions, retail, and services. By connecting visitors and meeting planners with these businesses, Discover Saratoga increases overnight stays and visitor spending, and reinforces the long-term vitality of Saratoga County’s tourism industry.

Discover Saratoga also operates the Saratoga Springs Heritage Area Visitor Center, a welcoming gateway that connects travelers to Saratoga County’s history, culture, and local businesses.

This Annual Report reflects the collective efforts of our members, partners, and staff and underscores Discover Saratoga’s continued leadership in attracting visitors, expanding group business, and delivering positive economic impact across Saratoga County.

2025 Discover Saratoga Highlights

- 584 Member Businesses Supported
- 521 Meetings, Conventions & Sporting Events Secured
- \$71.7 Million in Economic Impact from Meetings & Events
- 1.72 Billion Marketing Impressions Generated

COUNTYWIDE STATS

- 864,006 Total Hotel Room Nights
- \$157.6 Million Total Lodging Revenue

Discover SARATOGA

Saratoga Convention & Tourism Bureau

2025 ANNUAL REPORT

Message From the President



It is my pleasure to share this year’s Annual Report and reflect on the continued strength of Saratoga County’s tourism community. Tourism plays a vital role in our local economy, and the success we experienced in 2025 is a direct result of the collaboration, passion, and commitment of our members, partners, and stakeholders.

Saratoga County continues to attract visitors from across the country and around the world, drawn by our vibrant downtowns, world-class events, and unique experiences. It is incredibly rewarding to see our local businesses thrive and to know that Discover Saratoga plays a role in supporting their success.

I’m especially grateful to our members for their partnership and trust, and to our Board of Directors for its leadership and guidance. I would also like to recognize the Discover Saratoga staff, whose dedication and professionalism make this important work possible every day.

As we look ahead, we remain committed to building on this momentum, strengthening our partnerships, and continuing to support the businesses and experiences that make Saratoga County such a special place to visit—and a place we’re proud to call home.

Darryl Leggieri
President, Discover Saratoga
March 2026

Meetings & Events

Meetings, conventions, and sporting events remain a cornerstone of Saratoga County's tourism economy, significantly boosting overnight visits and dollars spent here. In 2025, Discover Saratoga secured and serviced 521 such events, resulting in 110,446 hotel room nights and an estimated \$71.7 million in local economic impact.

Through strategic outreach, industry engagement, and relationship development, Discover Saratoga positions Saratoga County as a competitive destination for meetings and events of all sizes. These efforts deliver immediate results while strengthening the county's long-term competitiveness for future bookings.

2025 MEETING STATS

521 GROUPS

\$71.7 MILLION
Estimated economic impact

110,446 ROOM NIGHTS

Services Provided by Discover Saratoga

- **Meeting Sales** Facilitate presentations and proposals to meeting planners, represent county at trade shows, provide tours and site visits.
- **Sports Sales** Support tournament development and attendance, facilitate proposals.
- **Convention Services** Planning assistance for host organizations, including hotel rooms, offsite activities, connecting with member businesses.
- **Wedding Services** Personalized planning assistance, hotel room blocks, connect couples with local vendors, represent county at wedding shows.
- **Membership & Special Events** Recruit and maintain roster of member businesses, foster collaboration among members, plan and host community events like Chowderfest and Saratoga Wing Off.



- **Destination Marketing & Communications** Administer Discover Saratoga website, mobile app, and visitor kiosks, orchestrate social media and marketing campaigns, produce and distribute Saratoga County Visitor Guide, manage public relations.
- **Heritage Area Visitors Center** Operate welcome center that provides information and tours, hosts concerts, and connects visitors with member businesses.

Marketing to Leisure Travelers

Leisure travel marketing remains a primary driver of overnight visits and economic growth in Saratoga County. In 2025, Discover Saratoga generated more than 1.72 billion impressions across paid, earned, and owned media, significantly expanding the destination's visibility among key travel audiences.

Our integrated marketing strategies drive year-round visitation, support shoulder-season demand, and maintain strong peak travel performance. These results reflect the effectiveness of our marketing and the continued strength of the Saratoga County brand in a competitive travel marketplace.

PAID MEDIA

Strategic paid media campaigns expanded Saratoga County's reach among highly desirable audiences, generating more than 9 million impressions and driving strong engagement. Campaigns encouraged trip planning, increased website traffic, and reinforced Saratoga County's reputation as a premier leisure destination.

EARNED MEDIA

Public relations efforts secured 203 traditional media placements creating 1.71 billion impressions, along with 82 social media placements generating an additional

3.37 million impressions. Media outreach strengthened Saratoga County's national visibility and positioned it prominently among competitive travel markets.

OWNED MEDIA

Discover Saratoga's owned media ecosystem—including its website, mobile app, visitor kiosks, podcast, YouTube series, and Visitor Guide—generated more than 6.25 million impressions. These platforms strengthen direct engagement with travelers, amplify destination storytelling, and provide consistent, high-value exposure for members and community partners.

Some Facts About Visitors to Saratoga County in 2025...

Where They Came From (top 6 markets for overnight stays)



They Came From All Age Groups

18-20% of total visitors represented each major age segment (25-34, 45-54, 55-64, and 65+)

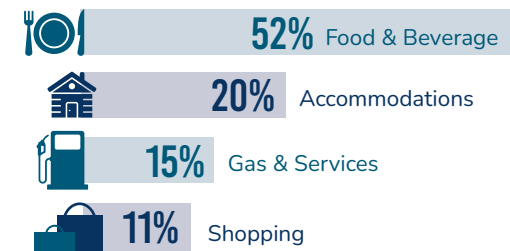


They Were Mostly Affluent

71% had annual household incomes of at least \$81,000

OVER 54% had annual household incomes of at least \$101,000

How They Spent Money



SOURCE: ZARTICO

Annual Events Hosted by Discover Saratoga

Discover Saratoga produces and supports signature events that generate visitor traffic for local businesses. These events enhance Saratoga County's visibility as a year-round destination while providing valuable exposure for participating restaurants, venues, and community partners.



2026 Chowderfest | February 2026

- 86 participating restaurants, including 7 first-time participants
- Approximately 20,000 attendees
- Over 66,000 bowls of chowder served



Healthy Saratoga Weekend | April 2025

- 26 participating businesses promoting health and wellness experiences



Belmont on Broadway | June 2025

- Headlined by Gin Blossoms band
- Approximately 20,000 attendees



Saratoga Wing Off | October 2025

- 34 participating restaurants
- Raised \$4,500 for the American Cancer Society



Restaurant Week | November 2025

- 48 participating restaurants, including 5 first-time participants



Saratoga New Year's Eve | December 2025

- Three venues hosting 10 musical performances
- Approximately 3,000 attendees

