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Saratoga County Tourism Tops \$900 Million in 2024 Visitor Spending

Saratoga Springs, N.Y. – Discover Saratoga, the official Tourism Promotion Agency of Saratoga County, is proud to announce the results of the 2024 tourism impact study conducted by Tourism Economics, which reflects another year of strong growth and economic significance for Saratoga County and the Capital-Saratoga region. In 2024, the Capital-Saratoga region generated \$2.8 billion in visitor spending, supporting 35,879 local jobs – with Saratoga County alone accounting for over \$900 million or 32% of all regional tourism sales.

2024 marked Saratoga County's first year as the Tourism Promotion Agency (TPA), and in that inaugural year, Discover Saratoga achieved meaningful results through strategic marketing, media engagement, and innovative visitor experiences. Tourism generated \$47 million in local taxes and \$51 million in state taxes across the Capital-Saratoga region in 2024. Without these contributions, each household would need to pay an additional \$961 annually to maintain the same level of government services.

"Tourism continues to be one of Saratoga County's strongest economic drivers," said Darryl Leggieri, president of Discover Saratoga. "As the official Tourism Promotion Agency, Discover Saratoga has worked tirelessly to elevate our destination's visibility and strengthen our local economy. From innovative media platforms to partnerships that spotlight our community, we're proud of what we've built together – and we're just getting started."

In 2024, Discover Saratoga connected with travelers through dynamic storytelling and digital engagement. Highlights include:

- An 88% increase in website visitors and reached over 13 million.
- The hosting of 23 media members, generating 49 total media placements and over 708 million media impressions
- The launch of *Destination Saratoga: All Access* podcast, *The Inside Track* YouTube series, and TrueOmni digital kiosks to enhance visitor experience and community exposure.

Looking ahead, Discover Saratoga remains focused on innovation and collaboration, especially as the region prepares to commemorate America's Turning Point™ during the Saratoga 250th anniversary in 2027 – a once-in-a-generation opportunity to share Saratoga's national significance with the world.

For more information, please visit DiscoverSaratoga.org.

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About Discover Saratoga:

Discover Saratoga, the official tourism promotion agency of Saratoga County, is a key economic development engine for Saratoga County; our mission is to contribute a positive impact on the local economy by promoting and marketing Saratoga County as a world-class destination for leisure travel, meetings, and events. For more information about Discover Saratoga, please visit www.DiscoverSaratoga.org.
