

**\*\* PRESS RELEASE \*\***

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### **Chamber Announces Inaugural Lodging Provider Roundtable**

Watkins Glen, NY – Schuyler County continues to experience record growth in tourism, and visitation, which has happily resulted in many lodging businesses springing up. In response to this surge, the Watkins Glen Area Chamber of Commerce, in partnership with the Schuyler County Lodging & Tourism Association, and the Schuyler County Treasurer’s Office, have developed a new Lodging Provider Roundtable event.

**Date:** Wednesday, March 18, 2020  
**Time:** 5:00pm – 7:00pm  
**Where:** Watkins Glen Harbor Hotel  
Seneca Ballroom  
16 N Franklin St, Watkins Glen

Rebekah Carroll, Executive Director at the Watkins Glen Area Chamber of Commerce, elaborates “It is heartening to see so many new businesses springing up in our county and villages that will allow more visitors to stay overnight in our communities. This Roundtable brings together knowledgeable, experienced professionals in related fields to help answer questions our new businesses might have and help make sure they are best positioned to be successful! ”

This networking and information seminar is open to anybody who either currently runs an accommodation in Schuyler County, or is considering opening one up, and is free of charge. Guest speakers and their topics are as follows:

- **Holley Sokolowski**, Schuyler County Treasurer, will speak to a lodging business’ tax reporting and requirements.
- **Iлона Marmer**, Treasurer of the Schuyler County Lodging & Tourism Association, and owner of Catharine Cottages, will provide options for reservations systems, details about Online Travel Agencies (OTAs), and other meaningful lodging industry details.
- **Rebekah Carroll**, Executive Director of the Watkins Glen Area Chamber of Commerce will provide details on how the Chamber supports our county’s lodging industry as the official Tourism Promotion Agency.
- **Paul Thomas**, Tourism & Marketing Manager at the Watkins Glen Area Chamber of Commerce will provide an overview of marketing and promotion strategies specifically supporting this industry.

Lodging business owners wanting to attend this informative, interactive seminar must register no later than March 13<sup>th</sup> by contacting Events Manager Liz Salamendra at (607) 535-4300 or [liz@watkinsglenchamber.com](mailto:liz@watkinsglenchamber.com).

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