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**FOR IMMEDIATE RELEASE**

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**DUTCHESS TOURISM RELEASES NEW CRAFT BEVERAGE AND ART BROCHURES**

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. (DTI) announced the release of two new brochures designed to draw attention to Dutchess County’s booming craft beverage industry and to major art and cultural venues in the Hudson Valley. Both are free and available online at [DutchessTourism.com/brochures-guides-newsletters](http://DutchessTourism.com/brochures-guides-newsletters), and in print at DTI’s 18 [Tourist Information Centers](#) located throughout the county. They will also be distributed at upcoming domestic travel trade shows in New York City, Philadelphia, Boston, Washington D.C., and internationally at shows in Dublin, London and Berlin.

The Dutchess County Craft Beverage Trail and Map highlights 11 breweries, four wineries, four distilleries and one cidery that are all open to the public. The map helps visitors plot their stops at the various locations on the trail where they can relax, sip and experience each unique site’s offerings. The brochure also lists some of the major annual events that celebrate craft beverages.

The other brochure produced by DTI is the Dutchess & Beyond Contemporary Art Trail, Map & More brochure. This piece emphasizes the four major contemporary art venues in Dutchess: Dia:Beacon, Bard’s Hessel Museum, Wassaic Project, and the new ‘T’ Space in Rhinebeck. Four additional sites in neighboring counties were also included to expand the draw and increase awareness of the incredible opportunities there are for visitors to experience world-class contemporary art in the Hudson Valley. The “More” part of the brochure features other major performing arts venues in Dutchess and major annual performing arts events.

“This time of year, people are planning trips and looking for new and interesting experiences,” said Dutchess Tourism President & CEO Mary Kay Vrba. “We’re hoping that once they see the wealth and breadth of things there are to see and do here, they’ll turn those day trips into overnight excursions which will boost additional spending at area businesses.”

Dutchess County Executive Marc Molinaro said, “Dutchess County is home to art galleries, museums, breweries, wineries, and distilleries all with unique, local offerings to choose from that will engage and enrich all five senses. We are grateful to Dutchess Tourism for once again producing resources, such as these brochures, to make it even easier for residents and visitors alike to explore the many options that make us Distinctly Dutchess. I encourage everyone to take a tour of this beautiful County and take in a piece of our rich history of creativity and agri-tourism.”

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845/463-4000 • 800/445-3131 • [www.dutchesstourism.com](http://www.dutchesstourism.com)

The programs provided by this agency are partially funded by monies received from the County of Dutchess.



**ABOUT DUTCHESS TOURISM, INC.**

Dutchess Tourism, Inc. is the officially designated destination marketing organization for Dutchess County and is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. It is an independent 501c6 non-profit organization that works to bring tourism dollars to area businesses by marketing and promoting the assets of Dutchess County to the nation and the world.

The headquarters is at 3 Neptune Road in the Town of Poughkeepsie with 18 Tourist Information Centers located around Dutchess County. Dutchess Tourism, Inc. is partially funded by monies received from the County of Dutchess. [DutchessTourism.com](http://DutchessTourism.com)

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