

Tourism News



FOR IMMEDIATE RELEASE

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Dutchess Tourism Passes One Million Website Visitor Milestone

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. (DTI) announced that more than one million visitors have come to its website so far in 2017 for all manner of tourism information on the area. This is the first time the organization has reached this significant milestone, hitting 1,148,197 as of the end of October. Web traffic jumped 62% over 2016 year to date, which also saw an 87% increase from 2015 to 2016. The website, <http://www.DutchessTourism.com>, features 1,262 listings in categories ranging from lodging to restaurants, to history, the outdoors, the arts, shopping, family fun, farms, and more.

The website also offers a number of helpful features including spotlight articles, top 10 lists, suggested itineraries, a HV Trip Planner, and themed videos including DTI's newly released virtual reality video, and their "Dutchess Craft Beverage" video, which won a 2016 Service Industry Advertising Association gold award.

One of the most popular features is the calendar of events, which highlights the many things to see and do in Dutchess. The calendar is constantly updated with the latest happenings and is a terrific resource for residents and visitors alike. Year to date, there have been 6,505 events listed which have been viewed 5,386,802 times.

DTI President & CEO Mary Kay Vrba attributed the jump to increased marketing and advertising efforts domestically and internationally. "We've been working very hard over the past number of years to consistently keep the 'Distinctly Dutchess' and Hudson Valley brands out there in front of people traveling from outside the area and it's paying off," Vrba said. "People are finding our user-friendly website packed with information and using it to get everything they need to plan a great vacation!"

To that end, 2016 tourism spending in Dutchess County increased 7.6% over 2015 to more than \$568 million. This is the seventh consecutive year of growth and the one with the largest annual jump. This spending also generated \$40.9 million in local taxes and \$31.7 million for New York State. An estimated 4.75 million people visit the county annually sustaining 10,484 tourism related jobs within Dutchess.

Dutchess County Executive Marc Molinaro said, "Our investment in Dutchess Tourism continues to pay dividends - creating jobs, improving our economy and increasing revenues. This milestone is evidence of what a valuable resource Dutchess Tourism is to the traveling public as well as to local residents looking for things to see and do in their own backyards."

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ABOUT DUTCHESS TOURISM, INC.

The DTI office is located at 3 Neptune Road in the Town of Poughkeepsie with 19 Tourist Information Centers located around Dutchess County. They can be reached at 845-463-4000 or at www.DutchessTourism.com. Dutchess County Tourism was founded in 1984 under the umbrella of the Dutchess County Economic Development Corporation, and became the independent 501c6 corporation Dutchess Tourism, Inc. in 2014. DTI is the officially designated tourism promotion agency for Dutchess County and is partially funded by monies received from the County of Dutchess. In 2017, the organization earned accreditation from the Destination Marketing Accreditation Program (DMAP) of Destinations International, 2025 M Street, N.W., Suite 500, Washington, D.C., 20036, USA, Ph. 202-296-7888.