

Tourism News



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Dutchess Tourism Inc. Receives Gold Award for Virtual Reality Video

Poughkeepsie, NY (February 23, 2018)- Dutchess Tourism, Inc. has been recognized with a Gold AVA Digital Award for its innovative virtual reality (VR) video.

Dutchess Tourism, Inc., the County's official tourism promotion agency, recently produced a VR video giving viewers the opportunity to experience Dutchess attractions in an immersive way. The 360-degree video can be viewed on desktop computers, while the virtual reality version can be viewed on mobile devices with a VR headset and the Vimeo app. Some of the content featured includes The Culinary Institute of America, The Walkway Over the Hudson, and the Old Rhinebeck Aerodrome. (The video can be accessed at: <http://dutchesstourism.com/360>).

"Dutchess County draws nearly five million visitors who spend nearly \$570 million in our stores, restaurants, and hotels annually," said County Executive Marcus J. Molinaro. "Dutchess Tourism's progressive use of technology, like this award-winning Virtual Reality video, sets us apart as a destination and a place to live, work, and raise a family. Congratulations to Dutchess Tourism President & CEO Mary Kay Vrba and BBG&G Advertising & Public Relations President & CEO Deborah Garry and their teams on this much-deserved honor."

The AVA Digital Awards is an international competition recognizing the creativity and innovation in digital marketing. With over 2,500 entries from the United States, Canada and 16 other countries, a panel of professionals from the Association of Marketing and Communication judges entries. The VR video won the gold award under the "creativity video production" category.

"VR video is an emerging medium that allows Dutchess Tourism to engage audiences in a new way, said Dutchess Tourism, Inc. President & CEO Mary Kay Vrba. "It's also a helpful tool for us to use when we represent the County at travel trade and consumer shows."

ABOUT DUTCHESS TOURISM, INC.

The DTI office is located at 3 Neptune Road in the Town of Poughkeepsie, with 19 Tourism Information Centers located around Dutchess County. Their website is www.DutchessTourism.com and they can be reached at 845-463-4000. Follow Dutchess Tourism on Twitter, Facebook, Instagram, Pinterest and YouTube.

Dutchess County Tourism was founded in 1984 under the umbrella of the Dutchess County Economic Development Corporation, became incorporated as Dutchess Tourism, Inc. in 2014 and is partially funded by monies received from the County of Dutchess.