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Contact: Melaine Rottkamp, President & CEO
845-463-5432 · mrottkamp@dutchesstourism.com

DUTCHESS TOURISM, INC. LAUNCHES



ON NATIONAL PLAN FOR VACATION DAY

New Video Series Offers Eye-Popping Aerial Tour of New York's Hudson Valley

POUGHKEEPSIE, NY—Dynamic drone footage captures a vast expanse of the verdant, natural beauty of the Hudson Valley, its storied history and array of culinary delights in a series of 12 videos scheduled to be released on a monthly basis beginning today. The videos are airing on social media channels including YouTube, Facebook, Instagram, and Twitter and invite travelers of all ages, near and far, to plan future trips to visit this intriguing region.

[National Plan for Vacation Day](#) takes place during the last Tuesday in January as a day to encourage Americans to plan their vacation days for the entire year at the start of the year. While much of the country continues to face rising case numbers and travel restrictions, National Plan for Vacation Day is chance to do what is safe and productive: plan.

“Our top priority remains the safety, health and well-being of our community and visitors,” said Melaine Rottkamp, president and CEO of Dutchess Tourism, Inc, in making the announcement. “With more and more people being vaccinated each day, we’re looking forward to a turnaround in the war on COVID-19 and are hoping this extraordinary footage from our home in the heart of New York’s Hudson Valley will inspire and reassure visitors. I am confident these videos will demonstrate that Dutchess County is where they will find the outdoor, art, cultural, history, farm, food and entertainment experiences they have longed for and dreamed about over many months of isolation.”

“It’s been an emotionally challenging year for all of us, and research shows that simply planning for a future trip can boost our emotional well-being,” said Dutchess County Executive Marcus Molinaro. “We need something positive to look forward to. That’s why I am encouraging people to enjoy Dutchess Tourism’s inspirational videos, look at their calendars, and get a future trip to Dutchess County on the books.”

Discussing the idea that underlies the production of the *Air Dutchess* series, Thomas Mooney, CEO & executive creative director of FourthIdea, a full-service advertising and marketing agency that specializes in travel and tourism, commented, “Every experience in Dutchess County is a story waiting to be told. We believe that there is

3 NEPTUNE ROAD, SUITE A11A, POUGHKEEPSIE, NEW YORK 12601-5500
845/463-4000 • 800/445-3131 • www.dutchesstourism.com

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no better way to tell it than through these motion picture vignettes. Each with its own visual narrative, the series consists of 12 chapters, 60 to 90 seconds in length, showcasing the diverse assets of the region, many featuring the great outdoors in Dutchess County.”

Each *Air Dutchess* segment reveals a unique aspect of the Dutchess County, sharing adventures like:

- [A Trip to Bannerman Island](#)
- Banking on Beacon
- Bon Appetit at The Culinary Institute of America
- A Birdseye View of Fly Fishing at Orvis Sandanona
- Finding Eden at Innisfree Garden
- Flying High at Four Brothers Drive-In
- Have Paddle Will Travel (Kayaking)
- Flying Over Fishkill Farms
- Nature Rises at Ferncliff Forest Fire Tower
- Motorcycling in Millerton
- Winging it to the Walkway Over the Hudson State Historic Park
- Night Views of Poughkeepsie’s Mid-Hudson Bridge

Additional information, a comprehensive list of things to do, where to stay, places to eat, and details about virtual and in-person events can be reviewed at DutchessTourism.com.

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Dutchess Tourism, Inc., the official destination marketing organization for Dutchess County, is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. As a 501c6 non-profit organization, it works to bring tourism dollars to area businesses and the community by marketing and promoting the assets of Dutchess County to the nation and the world. The office is located at 3 Neptune Road in the Town of Poughkeepsie with 17 Tourist Information Centers across Dutchess County. Visit DutchessTourism.com or call 845-463-4000. Dutchess Tourism, Inc. is partially funded by monies received from the County of Dutchess.

