



FOR IMMEDIATE RELEASE

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**DUTCHESS TOURISM PRESENTS NEW DATA AND STRATEGIC PLAN
AT MARCH 19TH EVENT**

POUGHKEEPSIE, NY– Dutchess Tourism President & CEO Mary Kay Vrba will present *Charting the Course for Tourism in Dutchess: A Research Report and Strategic Initiative Presentation* on March 19 from 10 a.m. to 12 p.m. at Locust Grove Estate in Poughkeepsie. This is the culmination of extensive research conducted in 2018 in order to better position Dutchess County in the crowded travel marketplace. Dutchess Tourism Board Chair Judy D’Alessandro will also unveil the organization’s strategic plan for the future. Tourism-related businesses and other interested parties are invited to attend this informative event to gain valuable insights that will benefit them.

Young Strategies, Inc., an expert in travel industry research and strategic planning, has compiled a thorough analysis of the lodging market and a complete and up-to-date visitor profile. Additionally, as part of Dutchess Tourism’s DestinationNEXT strategic assessment and planning model, over 80 Dutchess County community, civic and travel industry leaders participated in a comprehensive survey to evaluate the county as a destination. The purpose of this event is to share the findings of Dutchess Tourism’s research with the public and its tourism partners especially, for use in the development of promotional efforts.

Following the research report will be a presentation of Dutchess Tourism’s updated Strategic Plan, approved by the Board of Directors in January 2019. The plan details the organizations’ initiatives moving forward – including opportunities to work together to address challenges faced by the hospitality industry such as: workforce development and retention; connectivity, accessibility and mobility throughout the county; and continued development of products and experiences to engage and inspire visitors.

“Dutchess Tourism works hard to support and strengthen the local tourism industry here in Dutchess County, and we’re focused on the continued prosperity of our businesses which create jobs for our residents and improve our community’s quality of life,” said Dutchess Tourism President & CEO Mary Kay Vrba. “We encourage all interested parties to take advantage of this opportunity to learn and benefit from the information we have gathered, and to partner with us to build on our past successes.”

“Dutchess County attracts visitors from around the world, with our local tourism industry accounting for more than \$600 million in annual revenue and employing thousands of local residents. Dutchess Tourism, Inc. is the gateway to all our county offers visitors, and I look forward to highlighting our efforts to remain a world-class destination and showcase what makes us distinctly Dutchess,” said Dutchess County Executive Marcus J. Molinaro.

To register for the event, visit <http://bit.ly/DestinationDutchess>.

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



Dutchess Tourism's mission is to drive visitation to Dutchess County to generate the maximum impact through overnight stays and visitor spending, which totaled over \$601 million in 2017. The organization's vision is to make Dutchess County the premier destination choice of travel in the Hudson Valley, New York State, and the Northeast while managing the destination to foster sustainable and responsible growth.

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About Dutchess Tourism

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 office is located at 3 Neptune Road in the Town of Poughkeepsie with 18 Tourist Information Centers located around Dutchess County. The website is www.DutchessTourism.com and they can be reached at 845-463-4000. Dutchess Tourism is partially funded by monies received from the County of Dutchess.

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