



FOR IMMEDIATE RELEASE

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DUTCHESS TOURISM RELEASES 2019 DESTINATION GUIDE

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. (DTI) announced today the publication of its 2019 Destination Guide. The guide features a new style that is a departure from a typical travel guide format, presenting compelling editorial in a magazine-like layout.

Appealing to potential visitors and residents alike, this 68-page guide presents information alongside vibrant photography organized by geographic region and by interest. Double-page spreads on each section of the county highlight what makes each region unique, showcasing dining and shopping favorites and “don’t miss” attractions and events. Articles packed with activities to experience, places to go and things to see give the reader a full picture of what the county has to offer in recreation, family fun, historical sites, arts and culture, craft beverage, accommodations and more, including subsections on farms and farmers markets, scenic tours, nightlife and others.

Dutchess County Executive Marcus J. Molinaro said, “Tourism is vitally important to our economy, generating \$601.5 million in spending in 2017 and an annual, per household tax benefit of \$711. Dutchess County Tourism’s new Destination Guide will continue to convey the unique offerings we have here for visitors to enjoy, ultimately bringing them here as patrons of the businesses that make up the industry. Residents are urged to invite their family and friends to visit them in this beautiful and exciting place we call home.”

The guide lists annual events by month, lodging sites by town or city, transportation options for every traveler, Tourism Information Centers and more. New this year, quotes from published writers who visited Dutchess County in 2018 are featured under “What They’re Saying.” Those who want to learn more about the county’s offerings are encouraged to visit dutchesstourism.com for videos and virtual reality tours, suggested itineraries, blog posts and an event calendar.

DTI President & CEO Mary Kay Vrba said, “No matter a visitor’s interest, or which city, town or village they choose to visit, there’s something for everyone in Dutchess County. Our 2019 Destination Guide is more visual than ever, even featuring user generated photos that visitors posted on Instagram. Tourists from around the world can really picture themselves on vacation here, with ideas on every page for an unforgettable trip.”

Produced in partnership with Luminary Media, 90,000 copies of the Guide have been printed and will be distributed at DTI’s 17 Tourist Information Centers located throughout the county, as well as at New York State Thruway Information Centers, domestic and international trade shows, travel agents and tour operator mailings. Guides will also be sent by request to chambers of commerce, business organizations, AAA Clubs and individuals responding to ads, articles and social media posts.

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



View the digital version of the 2019 Dutchess Tourism Travel Guide online at <https://dutchesstourism.com/brochures-guides-newsletters> or access a [downloadable pdf copy](#).

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About Luminary Media

Luminary Media was born in the summer of 1993 to support the creative and cultural life of the Hudson Valley. The parent company of the iconic Chronogram, Luminary Media has 20 years of custom publishing experience including travel guides, and the launch, sale, and reacquisition of Upstate House, a popular Hudson Valley real estate, design, and green living publication. Luminary Media, Inc.'s mission is to disseminate media and create events that nourish the creative life of the region, and in the world, and to demonstrate a paradigm of that creativity in action.

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 17 Tourist Information Centers located around Dutchess County. The website is 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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