



**DUTCHESS
TOURISM**

HUDSON VALLEY REGION NEW YORK

FOR IMMEDIATE RELEASE

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DUTCHESS TOURISM WINS GOLD SERVICE INDUSTRY ADVERTISING AWARD FOR WEBSITE

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. and their agency BBG&G Advertising and Public Relations are proud to announce that dutchesstourism.com has been awarded Gold in the 16th Annual Service Industry Advertising Awards (SIAA).

The SIAA specifically recognize advertising excellence in the service industry and are the only advertising awards to bring outstanding, creative communication accomplishments in services to the forefront. During the 16th annual competition, a national panel of judges evaluated over 1,800 entries across 26 categories. Entries are judged based on execution, creativity, quality, consumer appeal and overall break-through advertising content. Dutchess Tourism received one of only 136 gold awards in 2019.

A gold winner in the website category, Dutchess Tourism’s web presence is among the best service industry sites in the country. The site saw over 1 million visits in 2018, with almost a third of visits originating outside the United States. Dutchesstourism.com features dynamic content and listings, seasonal and event-centered spotlights and top 10 lists, 20 suggested travel itineraries, a customizable trip planner, an event calendar and more.

“Tourism is a major economic engine for Dutchess County, adding more than half a billion dollars into our economy each year while employing thousands of local residents. For many of our millions of worldwide visitors, dutchesstourism.com is the first glimpse of the spectacular sights and attractions that await them here in Dutchess County. We congratulate Dutchess Tourism, Inc. on this achievement, and we look forward to continued success that will show millions more what makes us distinctly Dutchess,” said Dutchess County Executive Marcus J. Molinaro.

Dutchesstourism.com has recently received additional accolades. As a component of Dutchess Tourism’s 2018 Integrated Promotional/Branding Campaign, the website received a Silver Davey Award from The Academy of Interactive and Visual Arts (AIVA). Additionally the site won Gold in the tourism website category of the MarCom awards, one of the most-respected creative competitions in the world.

“The Dutchess Tourism website is our global front door, showcasing a world-class destination to any and all visitors. It is an honor to receive this recognition as we strive to keep the site fresh and engaging, bringing both new and return travelers here to contribute to the growth of the county’s \$600+ million tourism industry,” said Mary Kay Vrba, president and CEO of Dutchess Tourism.

Dutchess Tourism was also recognized by the SIAA in 2017 and 2018, receiving gold awards for its Dutchess Craft Beverage video and its virtual reality (VR) video – the first by a tourism promotion agency in the Hudson Valley.

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845/463-4000 • 800/445-3131 • www.dutchesstourism.com

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



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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 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.

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