

Tourism News



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Tourism Visitor Spending in Dutchess is up

A just-released New York State (NYS) report shows that visitor spending in Dutchess County in 2015 is at a record \$528,333,000, as compared to visitor spending in 2014 of \$508,991,000. In 2015 this spending generated \$37,670,000 in local tax revenue, an increase from the \$35,931,000 in local taxes realized in 2014. They divided their money on lodging, recreation, food and beverages, retail and gas station outlets, and transportation. Visitors' expenditures supported tourism 9,994 jobs, largely in those industries. Tourism has increased considerably since the agency's inception in 1984, when visitor spending was \$94 million, generating \$950,000 in [Dutchess County](#) sales tax.

Dutchess County Executive Marcus J. Molinaro said, "Visitors from around the state, nation and world understand just what makes us Distinctly Dutchess. Tourism as an industry, employer and economic engine continues to grow - and our partnership with Dutchess Tourism, Inc. continues to create jobs, improve our economy and increase revenues. I commend Dutchess Tourism, Mary Kay Vrba and all those helping to tell our story and promote all that makes us a great place to visit and enjoy. We are a vibrant and diverse community and I encourage residents and visitors alike to think Dutchess and experience all that makes us distinct."

Tourism is a significant driver to the local, state and US economy, returning \$8 for every \$1 invested.

Dutchess Tourism's Board Chair Andrea L. Reynolds stated, "Due to the diligent efforts of our hard working Dutchess Tourism team, the economic impact numbers are always on the rise. We're pleased to announce that the programs of Dutchess Tourism, Inc. have resulted in an increase in local sales tax, visitor spending, and have, most significantly, created more jobs in Dutchess County."

President & CEO Mary Kay Vrba noted, "We're pleased to welcome visitors from across the country and around the world. We're thrilled to show them what makes us 'Distinctly Dutchess', with a number of attractions that can only be found here."

These include the nation's first [Presidential Library & Museum for Franklin D. Roosevelt](#), along with the [FDR Home](#), a **National Historic Site**, [The Culinary Institute of America](#), the world's premier culinary college, all in Hyde Park; the [Walkway Over the Hudson State Historic Park](#), the world's longest pedestrian bridge; and [Dia:Beacon](#), the nation's largest contemporary art museum.

Other unique attractions include the [Old Rhinebeck Aerodrome](#). Watch the antique planes soar at the aviation museum, with one of the largest collections of early airplanes in the world, as well as vehicles from 1900 to '39. The nonprofit [Omega Institute](#) offers workshops on many subjects. More than 23,000 people attend workshops and educational programs there annually. Together our attractions provide many different kinds of experiences that enrich the lives of the visitors we welcome to Dutchess, the heart of the Hudson Valley region.

Mary Kay Vrba observed, “We’re the marketing arm, not just for these world class attractions and historic landmarks, but for many small businesses. We know our marketing efforts are vital to make the cash registers ring at B&BS, restaurants, shops, and recreation sites. We’re pleased to be able to help to sustain these businesses, the backbone of our local communities, every day.”

Dutchess Tourism utilizes digital, print and television advertising, primarily in the New York City-metro area, advertises in national magazines and on Facebook, and is active on Facebook, Instagram, Pinterest, and especially twitter, with 8,000 “tweeps” following their posts. They print and distribute 90,000 copies of the Dutchess County Travel Guide annually. More than 2,000 people a day visit their website, www.DutchessTourism.com, and view on average nearly 8 pages The website has logged 278,516 unique visitors so far this year, including 86,789 international visitors. These are just a few of the way potential visitors find out about area tourism attractions. Dutchess Tourism’s efforts let visitors find out about the many ways to plan an unforgettable vacation. After experiencing all we have to offer, they tell their friends that Dutchess County should be their next destination! #Distinctly Dutchess

[New York State](#) features 11 beautiful vacation regions, with attractions spanning landmarks from Niagara Falls to the Hudson Valley, wine trails and historic sites. Whether it’s wide-ranging outdoor activities for the family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers.

Dutchess Tourism, Inc. in Poughkeepsie is funded by the county of Dutchess.