



Here are some of the many ways we can work together to boost your business/attraction and grow the local tourism industry.

Contact Us Today at info@dutchesstourism.com or (845) 463-4000

PROMOTIONAL ASSISTANCE

- 1 We're constantly developing new digital content and pitching media, so **let us know what's new at your business, especially pertaining to trending topics.**
- 2 **Review your listing** on our website to make sure it is up to date.
- 3 Ask us about **advertising opportunities.**
- 4 Give us 500 of your 4"x9" **rack cards for free distribution** at our Tourist Information Centers in Dutchess. You can also share our brochures and guides with your visitors.
- 5 Develop an attraction/lodging partnership to **create an overnight package** to post on our website.
- 6 Sign up for Extranet access to our website calendar to **post your events** that travelers would enjoy.
- 7 Send us new, high-resolution photos of your attraction to **help us promote you.**
- 8 Find out how to **add your brochure to the virtual brochure room** on our website.



EDUCATION & TRAINING

- 9 **Sign up for our monthly newsletters** packed with helpful info for your business.
- 10 Want to **pick our brains or bounce off new ideas?** Call, email or schedule a meeting.
- 11 **Watch archived Lunch & Learn seminars** on our website and stay tuned for upcoming educational event details.
- 12 Are you a verified Google Business? **Do you know how to update your Google My Business listing,** events, images and special offers? We can help!
- 13 **Utilize the destination research we've done** - travel sentiment survey, visitor profile study, lodging analysis, etc. - to inform your marketing plans.



NETWORKING & COMMUNITY PRESENTATIONS

- 14 **Nominate a tourism-related business/attraction in Dutchess** for a Dutchess Tourism Award of Distinction. Attend our Awards Breakfast in May during National Travel & Tourism Week. Sponsorships available!
- 15 **Attend our free Brochure Exchange** during National Travel & Tourism Week to share your info with tourism businesses all over Dutchess.
- 16 **Looking for a guest speaker or panelist?** We're available!



HELP US BRING MORE VISITORS TO DUTCHESS

- 17 Invite your business, trade or other association to **host their annual meeting here.**
- 18 Follow us on Facebook, Instagram & Twitter- **share posts** from @DutchessTourism. Invite friends and relatives to visit - share photos using #MyDutchessStory.
- 19 Want to be considered as a location for a film/photo shoot? **Submit your property!**
- 20 We ask our locals, the hospitality and tourism community, and visitors to take the **necessary precautions and follow recommended public health guidelines** to **keep everyone safe.**

