

DUTCHESS COUNTY'S TOURISM INDUSTRY

Dutchess Tourism markets our county to a global audience as a premier travel destination, making a significant impact on the quality of life and well-being of our community. The continued success of Dutchess' tourism industry is essential to the economic stability of those who live and work here.

TOURISM GENERATES
\$706M
IN VISITOR SPENDING
& CONTRIBUTES \$88.4M
IN STATE & LOCAL TAXES



FOOD & BEV
\$210M




LODGING
\$196M



RETAIL
\$116M

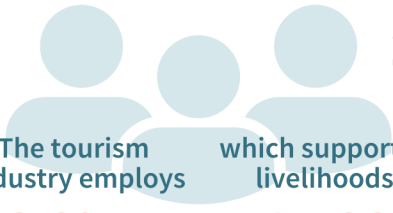


TRANSPORTATION
\$95M



RECREATION
\$49M

2022 IMPACT OF TOURISM



The tourism industry employs **8.8%** of the Dutchess workforce which supports the livelihoods of **9,532** of our friends & neighbors

whose combined income of **\$377M** gets spent on household expenses at local businesses.

Employment Across These Sectors

- Transportation & Travel Services
- Dining
- Historic Sites & Museums
- Retail
- Visual & Performing Arts
- Accommodations
- Parks & Outdoor Recreation
- Attractions
- Festivals & Events
- Agritourism

\$791 Additional amount that each household would need to pay to replace the taxes contributed by visitors to our economy.

THE THREE PILLARS OF DUTCHESS TOURISM'S STRATEGIC PLAN



As the community's champion, Dutchess Tourism is building the county's reputation and identity, sparking visitors' interest and new business investment for the benefit of our community.



An independent 501(c)(6) non-profit, Dutchess Tourism, Inc. is the officially designated destination marketing organization for Dutchess County, NY. The programs provided by this agency are partially funded by monies received from the County of Dutchess.

dutchess tourism.com | (845) 463-4000
3 Neptune Road, Suite A11A,
Poughkeepsie, NY 12601
@dutchess tourism



SUPPORTING TOURISM-RELATED BUSINESSES

Dutchess Tourism works to enhance the county's public image as a dynamic place to live, work and play. With data-driven, innovative, research-based promotional efforts, we attract leisure and business travelers who eat in our restaurants, stay in our hotels and host events here. When stakeholders work collaboratively and are engaged in making Dutchess an attractive destination, it becomes a catalyst for economic development in our community, improving not only visitor experiences but the quality of life that benefits all residents.



PROMOTIONAL ASSISTANCE

- Social Media Exposure
- Trade Show Partnerships
- Co-op Ad Opportunities
- Annual Destination Guide
- Free Website & Event Listings
- Media Pitches & Tours
- Spotlight Blogs & Itineraries
- Curated Experiences & Mobile Passport Programs



EDUCATION & TRAINING

- Lunch & Learn Seminars
- Conferences
- Hospitality Service Training
- Dutchess Tourism Ambassador Program (CTA/Certified Tourism Ambassador™)
- Guest Service Gold® Tourism Program
- Accessible Dutchess



NETWORKING & OUTREACH

- Community Presentations
- Annual Brochure Exchange
- Networking Events
- Partner Roundtables
- Industry Advocacy
- Connecting Partners to Resources



FILM SERVICES

- Location Assistance
- Location Photo Gallery
- Permit Information
- Lodging, Catering & Vendor Directory



DESTINATION RESEARCH

- Traveler Sentiment Studies
- Economic Impact Analysis
- Visitor Profile Data
- Lodging Data & Analysis



RECOGNITION

- Awards of Distinction
- Hospitality Heroes
- CTA Celebrations



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