




Let's work together to boost your business/attraction and grow the local tourism industry. Visit [dutchesstourism.com/partners](https://dutchesstourism.com/partners) for more info or contact us today at [info@dutchesstourism.com](mailto:info@dutchesstourism.com) or (845) 463-4000.


## PROMOTIONAL ASSISTANCE

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1. We're constantly creating new digital content and pitching story ideas to **national and international press**. Let us know what's new at your business, anniversaries or something that sets you apart.
  2. **Review your listing** on our website to make sure it is up to date.
  3. Ask us about **advertising opportunities**, including in our annual Discover Dutchess Destination Guide. It's the only way to get a free ad on our website!
  4. Give us 500 of your 4"x9" **rack cards for free distribution** at our Tourist Information Centers and share our brochures and guides with your visitors.
  5. Become a paid partner and attend **travel trade shows** with us in NYC, Chicago, Denver, D.C. & more.
  6. Sign up for Extranet access to our website calendar to post your events that travelers would enjoy.
  7. Send us recent and seasonal, **high-resolution photos** of your attraction to help us promote you.
  8. Send us new, **short-form vertical video** of your attraction for Instagram reels and YouTube shorts.
  9. Add your brochure to the **virtual brochure rack** on our website.
  10. Join **Trail Finder**, a mobile passport program, by offering a discount or perk to attract customers.
  11. **Nominate** a tourism-related business/attraction in Dutchess or hospitality professional for an Award of Distinction.


## EDUCATION & TRAINING

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12. Sign up for our **monthly e-newsletters** packed with helpful info for your business.
  13. Want to **brainstorm or collaborate** on a new idea? Call, email or schedule a meeting.
  14. Attend in-person **Lunch & Learn** educational workshops.
  15. Do you know how to update your **Google My Business listing**? We can help!
  16. Utilize the **destination research** we've done to inform your marketing plans.
  17. Register for the **Certified Tourism Ambassador™** or **Guest Service Gold®** Tourism Workforce Training Programs to enhance your knowledge of Dutchess County and build valuable customer service skills.

## NETWORKING & COMMUNITY PRESENTATIONS

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18. Sponsor and attend our annual Dutchess Tourism **Awards of Distinction** breakfast.
  19. Attend our **free Brochure Exchange** during National Travel & Tourism Week and participate in other networking events.
  20. Looking for a **guest speaker or panelist**? We're available!

## HELP US BRING MORE VISITORS TO DUTCHESS

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21. Invite your business, trade or other association to **host its annual meeting here**.
  22. Partner with us through our **Accessible Dutchess** initiative to make Dutchess a more inclusive destination.
  23. Follow and tag **@DutchessTourism** on Facebook and Instagram, share our posts and inspire new visitors using **#MyDutchessStory**.
  24. Want to be considered as a location for a film/photo shoot? **Submit your property**.
  25. **Invite friends and relatives** to visit!