

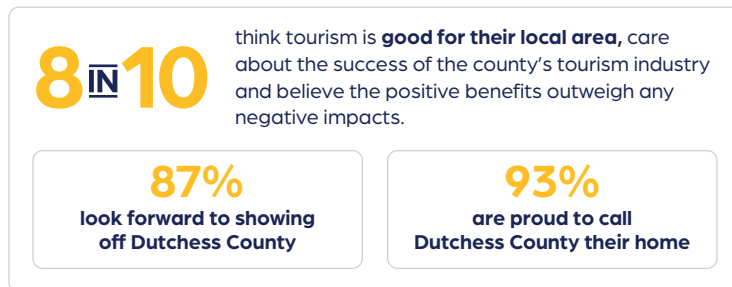
Investing in Our Community

Tourism isn't just about visitors — it enriches the lives of those who call Dutchess County home. The latest **Resident Sentiment Study** from Longwoods International reveals that residents recognize tourism's positive effects, from economic growth to enhanced community pride. Programs like the **Certified Tourism Ambassador™ (CTA) program** empower locals to be knowledgeable, passionate ambassadors. By investing in our people, we're strengthening the connection between tourism and quality of life — proving that when our residents thrive, so do our visitors.

Elevating Tourism Through Expert Training



Proud Residents, Strong Tourism Support



How Tourism Impacts Our Home

Tourism drives more than visitor experiences — it fuels economic growth, job creation and community development. As it thrives, so does Dutchess County, keeping it a vibrant place to live, work, invest and explore.

Economic Impact (totals for 2014–2023)†



Economic Impact (2014 VS 2023)†



*553 certified as of 2/25/25. **286 certified as of 12/31/25. †Source: Tourism Economics.



What We're Doing Today

At Destination Dutchess, we're not just looking ahead — we're actively shaping the future of tourism in Dutchess County today. Through captivating marketing campaigns, strategic partnerships and support for our industry partners, we are elevating the visitor experience while preserving the essence of what makes our region special for our residents.

Thank You!

As we celebrate the past decade as an independent 501(c)(6) nonprofit, we are deeply grateful to our board members, funders, tourism partners and dedicated hospitality professionals who have made Dutchess County a world-class destination. Looking ahead, we're excited to continue innovating, collaborating and creating unforgettable experiences for visitors and locals for years to come.

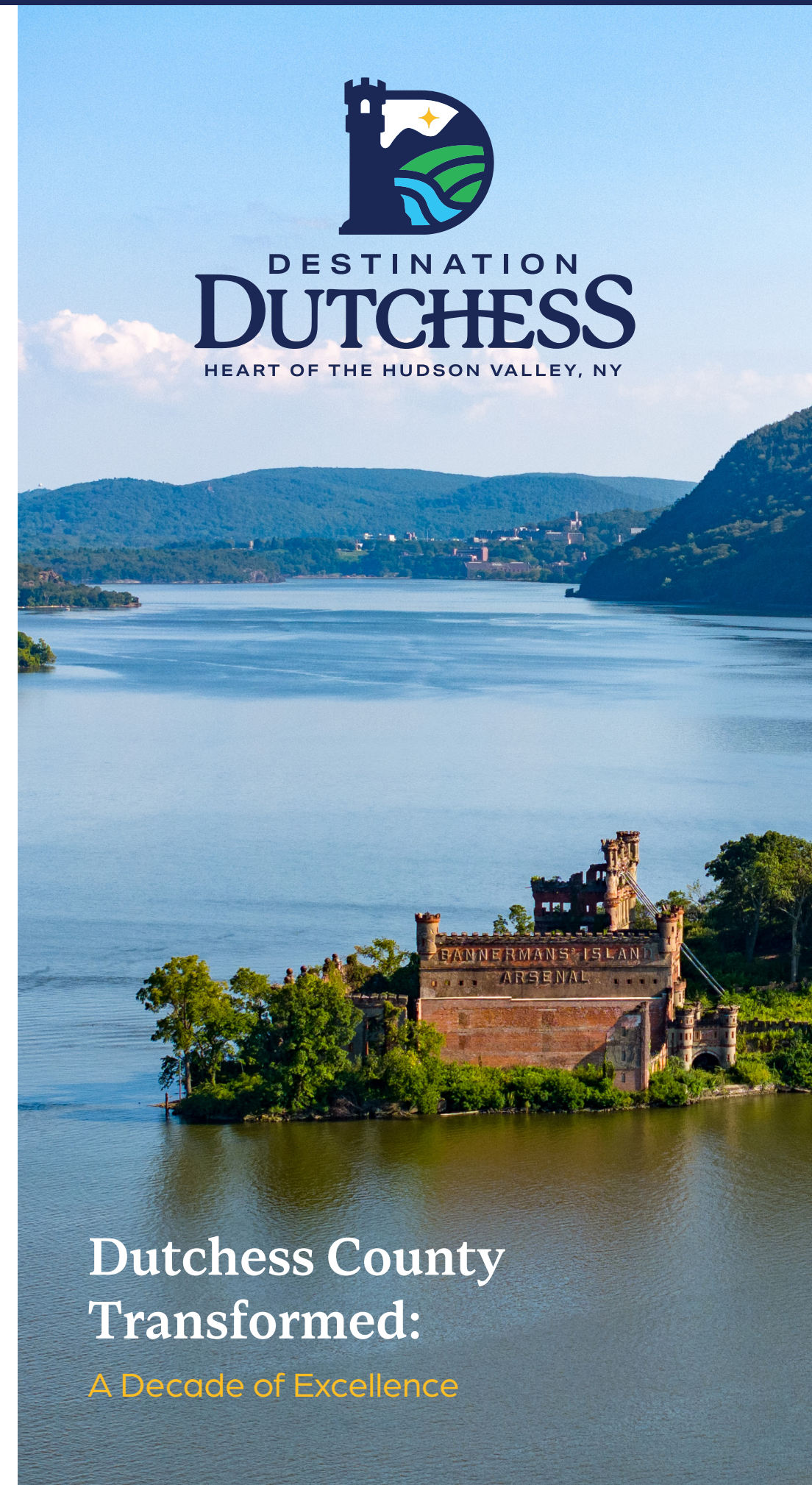


Thank you to our Board Chairs



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Dutchess County
Transformed:
A Decade of Excellence

DESTINATION DUTCHESS

HUDSON VALLEY, NY EST. 1683



Welcome to Destination Dutchess

For the past decade, Destination Dutchess (formerly known as Dutchess Tourism) has taken a transformative journey to position Dutchess County as a top-tier destination. During this time, we've set new benchmarks in destination marketing excellence and proudly achieved DMAP accreditation from Destinations International – a true testament to our unwavering commitment to industry best practices and transparency.

Yet, we don't merely promote – we lead the charge. Our team has taken center stage at national and regional conferences, imparting insights that are reshaping the future of tourism marketing. From our inception to where we stand today, our mission has remained steadfast: to ignite travel, cultivate meaningful connections and showcase the unparalleled beauty of Dutchess County...**And we're just getting started.**

Industry-Leading Innovations



Breathtaking and Dynamic Visuals:
The first in the Hudson Valley to harness virtual reality for destination storytelling.



Advanced Research & Data Science:
Leveraging Zartico's insights to drive smarter, data-informed decisions.

Enhancing Storytelling with User-Generated Content:
Utilizing CrowdRiff to showcase authentic visitor experiences and inspire engagement.



Improving Website Accessibility: Working with Recite Me to implement innovative solutions that ensure a seamless experience for all users.



Real Time Content: Showcasing county attractions through award-winning Facebook Live series.



Early Adopters of Industry-Leading Innovations: Google 360 Partnership & Certified Google My Business Trusted Verifier.



Unique and Eye-Catching Advertising:
Collaborating with Carvertise to turn vehicles into dynamic mobile billboards that capture attention in key markets.



Personalizing Experiences with Curated Mobile Passports: Partnering with Bandwango to deliver tailored, interactive travel experiences.

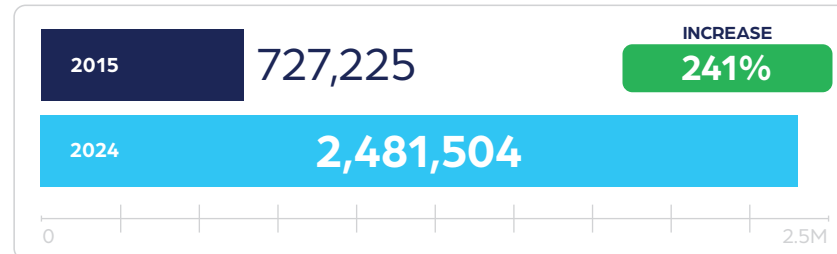


Making History Fun with Augmented Reality:
The first in the Hudson Valley to harness augmented reality for destination storytelling, powered by Bippar.

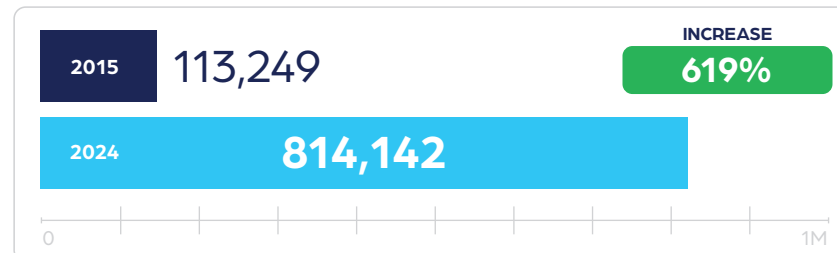
Then & Now

Over the past decade, Dutchess County has evolved into one of New York State's premier destinations, attracting visitors from around the world. The numbers tell a compelling story of progress, investment and a growing appreciation for the diverse experiences that make Dutchess truly unique.

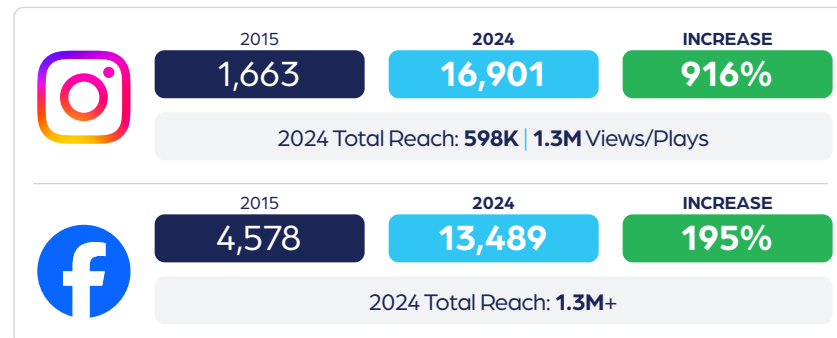
Website Visits



Total International Website Visits



Social Media Total Followers



Branching Out to New Markets

Dutchess County has expanded its reach far beyond the Hudson Valley, capturing the imagination of travelers from across the country – and around the world. Through strategic partnerships, international marketing initiatives and a growing presence in global travel publications, Destination Dutchess has positioned the county as a must-visit destination for culture seekers, history buffs, food enthusiasts and outdoor adventurers.

Global Reach

International efforts, including sales missions, agent training and media outreach, have reached **36 countries** – expanding our impact beyond the places we have physically visited.



- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- China
- Colombia
- Croatia
- Denmark
- Dominican Republic
- Finland
- France
- Germany
- India
- Ireland
- Israel
- Italy
- Japan
- Netherlands
- New Zealand
- Norway
- Peru
- Philippines
- Poland
- Romania
- Slovenia
- Spain
- South Korea
- Sweden
- Switzerland
- Taiwan
- Turkey
- United Kingdom

Dutchess Tourism prioritizes building relationships with international partners through in-person interactions (highlighted light blue) whenever possible – a point of differentiation from most other county tourism offices in the state which has provided us a significant return on investment.

Accessible Dutchess

Becoming a **Wheel the World Verified Destination** marks a significant milestone for **Destination Dutchess**, reinforcing our commitment to world-class hospitality, cultural authenticity and sustainable tourism. This prestigious designation recognizes destinations that offer accessible, immersive and enriching experiences and helps travelers from around the globe who have disabilities discover Dutchess.



The Inclusive Traveler, accessibility influencers and content creators, enjoying the view of Dutchess County overlooking the Hudson River.