

**MELAINE ROTTKAMP, CDME, CTA**  
***President & CEO, Dutchess Tourism, Inc.***



Melaine is a certified destination management executive who has worked passionately since 2011 to support and highlight more than 1,200 tourism-related businesses and organizations in all parts of Dutchess County.

As President & CEO, she focuses on data-driven strategies to manage Dutchess Tourism's award-winning advertising and marketing efforts to aggressively promote the county as a premiere leisure and business destination. As a result, those efforts attract travelers from across the globe, bringing more than half a billion dollars in visitor spending to county businesses and attractions while contributing \$87.3 million in local and state taxes that get reinvested into our communities.

Additionally, she oversees the non-profit's business support and outreach programs including educational seminars, conferences, workforce development efforts, networking, and recognition events. She also directs the activities of Film Dutchess, working with the Hudson Valley Film Commission, to bring productions and investment to the area which brought a record \$63 million of direct local spending to the region this past year.

Melaine has shared her expertise as a presenter at regional, state and international tourism conferences providing insight, successful strategies, and encouraging collaborations as pathways toward success for destination organizations and tourism businesses. Locally, you may have heard her on Q92's morning show the first Fridays of each month or on Town Square Media's IN TOUCH podcast.

Melaine is a graduate of Syracuse University where she earned a dual degree in public relations from the S.I. Newhouse School of Public Communications and in political science from the Maxwell School of Citizenship and Public Affairs. She has proudly called Dutchess County home for the past 30 years and has raised two wonderful sons in Poughkeepsie with her husband and college sweetheart, Chris.



Eleanor, Melanie and Franklin