

# Putnam County Visitors Bureau, Inc.

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FOR IMMEDIATE RELEASE

## Putnam Releases New Travel Guide

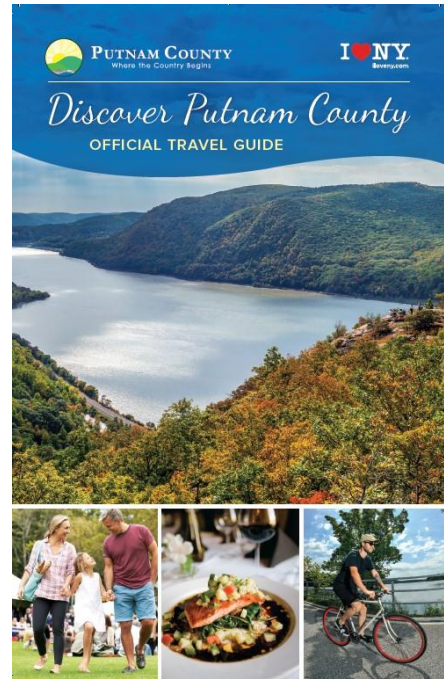
[Carmel, New York, April 12, 2018] The tourism season has begun and after a long hard winter the Putnam County Visitors Bureau, Inc. is prepared for this year's tourism season. Just recently the PCVB, Inc. released an updated travel brochure to help visitors navigate all that Putnam has to offer.

The new 24-page, full color guide breaks up all the different areas that travelers will be looking for such as arts and culture, outdoor recreation, dining, and agriculture, along with interesting facts about Putnam. The guide has been sent to distribution centers to be placed in various visitor centers, has been handed out through the visitor bureau's office and on the website, visitors can see the digital guide or request one be sent directly to them.

"It has been some years since the PCVB, Inc. has released an updated brochure," Executive Director Bruce Conklin said. "We wanted to craft a brochure that would give an even representation of all the gems of the county while encouraging them to seek further information on our new website, [www.VisitPutnam.org](http://www.VisitPutnam.org)."

The new website was designed to be a focal point for visitors to find information and assist in planning their trip to the area. The website is not only a tool for visitors though, it is also a tool for local business and event planners who can easily add and update their listing to the site. "We wanted to give as much control to our tourism partners and stakeholders through the county to get their names and events in front of visitors", Conklin said.

Travel spending in Putnam has been increasing over the past 5 years and there is no sign of it slowing down. In 2016, tourism spending increased 6 percent in Putnam to more than 62 million and the industry is employing more than 1000 people in Putnam County.



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