

## FOR IMMEDIATE RELEASE

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## Free Newport Hop-On Hop-Off Trolley Sees Record Numbers

Discover Newport & RIPTA Announce 2024 Season Record Numbers

Newport, RI (December 11, 2024) - Discover Newport and Rhode Island Public Transit Authority (RIPTA) announce that the free hop-on hop-off trolley service, RIPTA Route 67, route saw record numbers during the 2024 season. The partnership between both organizations has brought this free trolley offering to Newport for the last three years. Route 67 offers a free hop-on-hop off service from May to October and includes Bellevue Avenue, Memorial Boulevard and Salve Regina University, with stops at the Cliff Walk, the International Tennis Hall of Fame, the Audrain Auto Museum, the Newport Mansions and more. Used by both locals and visitors, Route 67 garnered over 178,000 passengers during its 2024 FREE season, which is more than a 12% increase in ridership from 2023. In addition, this program offers discounted parking at the Newport Transportation Center for those who park at the lot and show a trolley voucher from that day. Over 6,800 parking vouchers were redeemed, showcasing the impact this program has on diverting cars from the roads.

"We have seen steady growth since the start of the service and this season was outstanding," said Evan Smith, President & CEO of Discover Newport. "The impact and value of this partnership is a step toward impacting mobility and sustainability in the city for both visitors and locals alike, during the busy summer and fall seasons."

"This success of this year's free Hop-On Hop-Off promotion clearly demonstrates just how much of a difference public transit can make in our communities," said Christopher Durand, CEO of RIPTA. "This promotion is more than moving people from place to place—it's about providing locals and visitors with an easy, sustainable way to enjoy Newport without the hassle of traffic and parking. This partnership is a great example of how we can work with local organizations to solve transportation challenges creatively and effectively."

Plans to return the service for the 2025 season are underway. For the most up-to-date destination updates visit <u>DiscoverNewport.org</u>. For route details and schedules please visit <u>RIPTA.com</u>.

## **About Discover Newport**

Discover Newport is the official destination management organization (DMO) dedicated to promoting the City of Newport and the eight surrounding coastal townships in Newport and Bristol counties, Rhode Island. These include Barrington, Bristol, Jamestown, Little Compton, Middletown, Newport, Portsmouth, Tiverton and Warren. As a non-profit organization, Discover Newport partners with stakeholders throughout our tourism and hospitality industry to market the region as a premier destination for business and leisure travel. Learn more at <a href="DiscoverNewport.org">DiscoverNewport.org</a>.

## **About RIPTA**

The Rhode Island Public Transit Authority's mission is to provide safe, reliable and cost-effective transit service with a skilled team of professionals responsive to our customers, the environment, and committed to transit excellence. Learn more at <a href="RITPA.com">RITPA.com</a>.