



**FOR IMMEDIATE RELEASE**

**CONTACT:** Cassandra Earle  
Communication Director  
401-845-9112  
CEarle@DiscoverNewport.org

**Discover Newport Announces Victoria Cimino as New President and CEO**

*Following 19 years as CEO, Evan Smith Retires, and Board of Directors announces Victoria Cimino to succeed the role in leading destination marketing tactics driving tourism to The Classic Coast*

**Newport, RI (February 25, 2025)** -- The Discover Newport Board of Directors announces Victoria Cimino as the new president and CEO of the organization, following a robust national search that concluded with a unanimous vote. Cimino, an award-winning destination leader and brand expert, brings over 20 years of hospitality and destination marketing experience to this role. Current Principal of Cimino Consulting, she previously served as president and CEO of Visit Williamsburg, the official destination marketing organization for Williamsburg, Yorktown, and Jamestown, Virginia.

"The Board of Directors is excited to welcome Victoria Cimino as the new President & CEO of Discover Newport. In Evan Smith's 35 years with the organization, he has been an absolute pillar in the Newport and Bristol County hospitality communities, and we thank him for serving our destination with his incredible leadership and vision. Victoria has a proven track record with hospitality and destination marketing, economic growth, and community engagement. Building on Discover Newport's past successes, we welcome the opportunity to work with Victoria and the Discover Newport team to create many new successes," T.R. McGrath, Chairman of the Board of Directors.

Prior to her time leading Visit Williamsburg, Cimino previously held positions as director of the New Hampshire Division of Travel and Tourism Development and director of international marketing for the Massachusetts Office of Travel and Tourism. In addition, she has served on a variety of boards and committees, including Discover New England, New Hampshire Travel Council, U.S. Travel Association's (USTA) board of directors, National Council of State Tourism Directors and ESTO Planning Committee, Capital Region USA's Allied Member Advisory Committee, and National Governor's Association's Annual Meeting Committee. Currently, Cimino sits on Destinations International's board of directors.

"I am honored to step into the role of president & CEO at Discover Newport, following the incredible leadership of Evan Smith," said Cimino. "His dedication and vision have made a lasting impact on Newport and its neighboring coastal communities, and I look forward to building on that strong foundation. Newport is a world-class destination, and I am excited to work alongside area partners to

drive sustainable tourism, foster economic growth, and continue showcasing the unique charm of this remarkable region,” Victoria Cimino, incoming president and CEO of Discover Newport.

Cimino will join the organization on March 17, 2025, leading the non-profit destination management team dedicated to the promotion of its nine townships in Newport and Bristol Counties including Barrington, Bristol, Jamestown, Little Compton, Middletown, Newport, Portsmouth, Tiverton and Warren.

###

### **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 [DiscoverNewport.org](https://DiscoverNewport.org).