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**New England Inns and Resorts Association Headed to Newport for Annual Meeting**

Newport (R.I.) Oct. 30, 2017 – More than 200 people representing the lodging industry, including owners/operators and/or general managers of resorts, inns, bed and breakfasts, hotels and motor inns, will gather in Newport for the annual New England Inns and Resorts Association (NEIRA) meeting from Nov. 1 – 3, 2017. As the leading professional organization representing lodging establishments in New England, NEIRA’s conference will focus on sharing expertise and advice, especially in the areas of marketing and operations, that will put “heads in beds,” increase profitability, drive awareness and create stronger guest connections for each property.

Beth Steucek, CEO of NEIRA, is anticipating a comprehensive, educational meeting that will advance the mission of regionally based lodging properties, most of which are independently owned and operated. “We’ve planned a robust program that concentrates on our industry’s marketing initiatives, research-based travel trends, guest services and revenue management,” says Steucek. “We rotate the meeting’s location each year and I can say there’s a lot of excitement around our membership to return to Newport and experience the historic Hotel Viking.”

Discover Newport President and CEO Evan Smith will be welcoming the meeting’s attendees with opening remarks. “Organizations like the New England Inns and Resorts Association are vital to the evolution and growth of our industry, no more so than here in New England, a region synonymous with authentic, unique and exceptional lodging properties,” says Smith. “We are pleased that NEIRA has chosen our destination for their meeting, especially since Newport has a long history specializing in small lodging properties. We look forward to warmly welcoming delegates and encourage them, when they day’s work is through, to experience our attractions, restaurants, shops, tours and the spoils of our city.”

## **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.

*Images available.*

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