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Discover Newport Releases New Destination Guide

The official travel guide is a critical marketing tool sent to travelers worldwide.

Newport (R.I.) February 6, 2019 – Discover Newport’s 2019 Destination Travel Guide is hot off the presses and already being distributed to travelers from coast to coast and across the globe. It is the destination management organization’s most comprehensive guide ever with 64-pages, a foldout map, new design and more than 120 vibrant images showcasing the best of Newport and Bristol Counties. Inside, travelers will find year-round events, things to do, shopping, restaurants and places to stay throughout the destination in addition to helpful travel details (train and air access) and resources available at the Newport Transportation and Visitors Center.

“While we invest heavily in our digital and mobile marketing efforts and have seen our digital traffic increase steadily over the years, we still see a demand for our printed guide,” said Kathryn Farrington, Vice President of Marketing at Discover Newport. In addition to the nearly 20,000 copies that are sent upon request via email, phone and online each year, many of the more than half a million travelers that walk through the doors of the Newport Visitors Information Center leave with a destination guide in hand.

“Even visitors who have done their research in advance, many of whom come in with their tablets and mobile devices in hand loaded with destination-related information, still ask about things to do or where to eat or how to find where they’re going and they want a tangible piece that has that information at their fingertips,” said Jennifer Bailey, Discover Newport’s Director of Visitor Services. “Whether we mark the fold out map with directions or circle the restaurants and hotels we talked about, it’s friendlier and more personal to provide a printed piece for them to keep and refer to during their stay.”

The destination guide also features the “Top 12 Classic Coast Experiences” and a “Local Love” section highlighting some of the hospitality community’s favorite things to see, do and visit. Discover Newport would like to thank the advertising partners that support the 2019 Destination Guide including the Hotel Viking, the International Tennis Hall of Fame and the Preservation Society of Newport County.

Request or digitally view the Discover Newport 2019 Destination Guide here:
<https://www.discovernewport.org/about-newport/request-a-travel-guide/>

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.

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