



**FOR IMMEDIATE RELEASE**

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**Discover Newport Releases 2020 Destination Guide**

*The official travel guide includes two new sections to draw more attention to off-season offerings.*

Newport (R.I.) February 27, 2020 – Discover Newport’s 2020 Destination Guide, the largest to date, has just debuted and is being distributed to travelers from coast to coast and across the globe.

The 68-page travel guide features more than 130 vibrant images showcasing the best of Newport and Bristol Counties. This critical marketing tool features 10 sections including: top 12 experiences, annual events, things to do (mansions, museums, tours, outdoors and more), shopping, places to stay, restaurants, Visitors Center information and services and transportation details including a three-panel foldout map. Two new sections have been added this year: off-season and holidays.

“With vibrant off-season programming throughout the destination, from the annual Newport Illuminated Boat Parade through the Newport Daffodil Days Festival, visitors are increasingly seeking out information on what to see and do, and where to stay, during our traditionally quieter times of year,” said Kathryn Farrington, Vice President of Marketing at Discover Newport. “Nowadays, the off-season on The Classic Coast is a travel experience all its own.”

Though Discover Newport invests substantially in digital and mobile marketing efforts, the organization continues to see demand for a printed guide. Nearly 20,000 requests are made annually via email, phone and online for the Destination Guide and the piece is also distributed to thousands of the half a million travelers that walk through the doors of the Newport Visitors Information Center each year.

“We utilize the Destination Guide regularly with our visitors as it contains contact information for nearly every attraction, showcases our arts and cultural institutions, lists our many beaches,

tours, wineries and breweries, and provides essential information like parking and accessibility – all conveniently marked on our maps to help navigate our destination more easily,” said Jennifer Bailey, Discover Newport’s Director of Visitor Services. “It’s an invaluable resource.”

Discover Newport would like to thank the advertising partners who support the 2020 Destination Guide including the International Tennis Hall of Fame and the Preservation Society of Newport County.

Request or digitally view the Discover Newport 2020 Destination Guide here:

[discovernewport.org/about-newport/request-a-travel-guide](https://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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