



DISCOVER NEWPORT
PR PRESENTATION



Today's Approach

- / What is PR?
- / Trends in travel
- / What we do
- / Crisis communications update
- / Upcoming initiatives

What is PR?

If I was down to
my last dollar,
I would spend it
on public
relations

Bill Gates

Chairman Bill & Melinda
Gates Foundation, Microsoft



PR

vs.

Advertising



earned



not
expensive



written



need to
persuade
media



media controls
content



credible;
third-party
validation



all about
the brand



paid



complete
control over
content



guaranteed
placement



visual



expensive



less trusted



all about
a product
or service

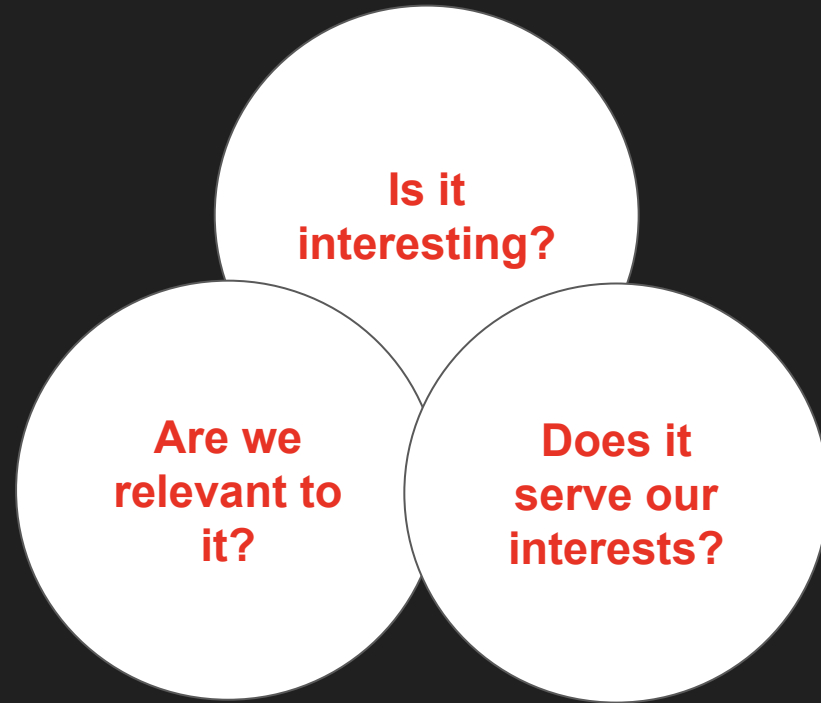
/ Trends

/ Openings/ renovations

/ Deals

/ Unique programming

/ Human interest stories



DAILY BEAST

TRAVEL

Renoir, Dog-Pee Stains, and Sultry Children's Portraits—Newport's Mansions Are a Treasure Hunt for the Nosy



It's easy to miss many of the details of these grand homes when you're overwhelmed by the size and splendor.

By David Shields

Illustration by David Shields

The path from gaudy room to gaudy room in Newport's mansions is often lined with rubber-bottom mats, but they might as well be conveyor belts. Millions of tourists pass through the fabled halls of the Breakers, Rough Point, Rosecliff, Marble House, and the rest, but passing through is often all they do. Necks craned, phone snapping, tongues wagging, they might stop... to wait for somebody to get out of their shot.

Frankly, though, who can blame them? These places were built to wow, to fill visitors to the brim with awe sufficient to almost convince a visitor that the owners of these Rhode Island mansions truly were aristocrats. So you have salons that look like Midas had an orgy, dining rooms that must have left marble quarries barren, festooned ballrooms, and all at knee-buckling scale. It's simply a lot to take in.

Robb Report

Newport, Rhode Island, Is Having a Moment: 8 Ways to Celebrate Its New Gilded Age

New hotels and museums, reopened mansions, buzzing restaurants and more are making this classic summer getaway cool again.



Hammetts Hotel

The self-proclaimed sailing capital of the world, yacht-filled Newport, Rhode Island, proves a perennially popular summertime destination. It got its sybaritic start a couple centuries ago as a relatively easy, and relatively cool, seaside escape for American aristocrats seeking a break from stifling Northeastern and Southern city summers. And it quickly became the destination for fine-weather Gilded Age fun. The boldest of bold-faced names, from Astors to Vanderbilts, built seasonal coastal "cottages" (read: palatial mansions) here, the better to enjoy the boating, beaches and glam balls of the social scene.

Condé Nast Traveler



What's New in Newport, Rhode Island This Summer—and the Just-Opened Museum You Need to Check Out

From waterfront fun to a brand new sailing museum, there's never been a better time to visit southern New England's most iconic summer colony.

By Todd Plummer
June 3, 2012

After an unseasonably chilly spring in the northeast, summer is finally here—so it's time to cast off, raise our sails, and let the season carry us where it will. For most of us who put up with New England winters so we can make the most of New England's glorious summers, that means a weekend or day trip (at least) to **Newport**—the land of Vanderbilt mansions, family-friendly beaches, and, of course, sailing.

The Daily Beast (UVM: 17,704,762)

Robb Report (UVM: 1,630,613)

Conde Nast Traveler (UVM: 3,226,080)

Bloomberg

Where to Go in 2022

The 25 most exciting destinations to share with family and friends this year—and the data you need to plan your trip safely.

By Bloomberg Pursuits
January 3, 2022 at 4:00 AM EST

Revisit a Family-Friendly Classic in Newport, R.I.

By the time Julian Fellowes's period drama *Gilded Age* makes its debut on HBO in late January, its backdrop—Newport—will be toasting a new golden era of its own. And it's not just because of Hollywood's spotlight.

First came the Brenton and Hammetts hotels, a pair of nautical boltholes that arrived downtown just in time to welcome droves of East Coast residents looking for drivable getaways. They joined the Wayfinder, a boho-chic hotel owned by several local chefs that has 197 pet-friendly rooms and rainbow floaties in the pool.

In the second half of 2021, Auberge Resorts Collection took over the Vanderbilt, a stately historic hotel in need of a face-lift, and infused it with handsome interiors and a restaurant with dishes created by April Bloomfield. (Its 33 redesigned rooms will be unveiled in early 2022.) The Sailing Museum opens on the waterfront in May; one of its interactive exhibits will let you test your strength on the grinders that power the America's Cup boats. It was once considered a little old-fashioned, but now the City by the Sea has something exciting for everyone.

Smithsonian MAGAZINE

TRAVEL | JUNE 3, 2022
The 15 Best Small Towns
to Visit in 2022

From the alleged birthplace of Paul Bunyan to
the original gateway to Yellowstone, these
towns are buzzing with activity

Nautical Small Town: Newport, Rhode Island (pop. 25,163)



Appropriately known as the "City by the Sea," Newport's sailing history dates back centuries. The town's waterfront location on Aquidneck Island, after all, makes it an ideal place for the maritime sport. This May even saw the opening of [the Sailing Museum](#), a long-awaited multimedia experience, with six thematic exhibits to appeal to everyone from experienced sailors to yachting newcomers. One in particular, "Legends of Sailing," celebrates the many big names of the National Sailing Hall of Fame and the America's Cup Hall of Fame—both housed in the museum. A world-renowned yachting race, the America's Cup has been held in Newport's waters more than a dozen times.

TOWN&COUNTRY

Easy Labor Day Getaway Ideas for Last Minute
Planners

Where to go for a quick Labor Day weekend vacation.



Newport, Rhode Island



THE PRESERVATION SOCIETY OF NEWPORT COUNTY

The incredibly opulent Gilded Age mansions—the Breakers, the Elms, Marble House—are reason enough to spend a weekend in this [tiny Rhode Island town](#). You can stay in your own version of a historic property at the aptly named [Vanderbilt](#), an [Auberge Resort](#). The restored mansion actually did belong to a Vanderbilt, Alfred Gwynne, who built it in 1909. Today, the 33-room hotel has two pools, a great art collection, light-filled rooms, and a rooftop bar with expansive views of the sailboats bobbing in Narragansett Bay.

READ REVIEWS [The Vanderbilt, Auberge Resorts Collection](#)

Bloomberg (UVM: 13,002,574)

Smithsonian Magazine (UVM: 7,178,543)

Town & Country (UVM: 6,359,831)

TRAVEL+ LEISURE

The 10 Best Mother-daughter Getaways in the U.S.

These memorable mother-daughter trips are ideal for bonding.

By Lauren Davis Elman Published on April 29, 2022



Newport, Rhode Island



PHOTO: JOHN GREIM/LIGHTROCKET VIA GETTY IMAGES

This coastal New England city is lined with Gilded Age mansions, including The Breakers and Marble House. After touring the expansive grounds, enjoy an oceanfront stroll along the nearby Cliff Walk before popping into The Chanler at Cliff Walk for lunch (cocktails recommended). If the weather's nice, hop aboard a sunset or sightseeing boat tour — Newport is considered the sailing capital of the world, after all. Otherwise, shop along Thames Street or hit the spa at The Vanderbilt, Auberge Resorts Collection, a 1909-era mansion-turned-luxury hotel. Brunch at The Lawn at Castle Hill Inn is also highly recommended. (Tip: order the lobster roll.)

Travel & Leisure (UVM: 2,005,222)

The Boston Globe

Don't know a jibe from a jib? Check out The Sailing Museum in Newport

By Diane Bar and Pamela Wright Globe Correspondent, Updated August 11, 2022, 3:39 p.m.



These kid-sized Optimist prams are a great introduction to sailing. You can find Opti racing fleets throughout New England. DIANE BAR

NEWPORT, R.I. — “Good choice! You stole some wind,” the screen read on the race simulator at The Sailing Museum. “Woo-hoo!” hoisted participant (and son-sailor) Paul Kelley of Marston Mills, as he maneuvered the tiller and sailed his 12-meter avatar/boat, “Resolute Javel,” into third place in the virtual race on Montauk’s Flathead Lake. Kelley also proved to be an ace grinder, a crew member on a racing yacht who hand-cranks the winches that raise and trim the sails and move the boom. “Everyone loves this exhibit,” says Heather Rubsam, executive director of the Sailing Museum. It takes some muscle to grind the winches, as you compete against a fellow museum-goer, or a virtual sailor, to raise the sails first.

The Boston Globe (UVM: 2,005,222)

MATADOR NETWORK

Where To Celebrate Pride 2022 in New England

LGBTQ TRAVEL

Newport Pride, Newport

Andrew Villogonez Jun 1, 2022



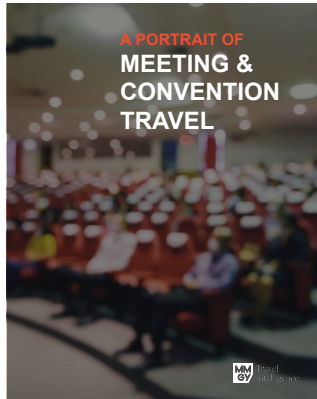
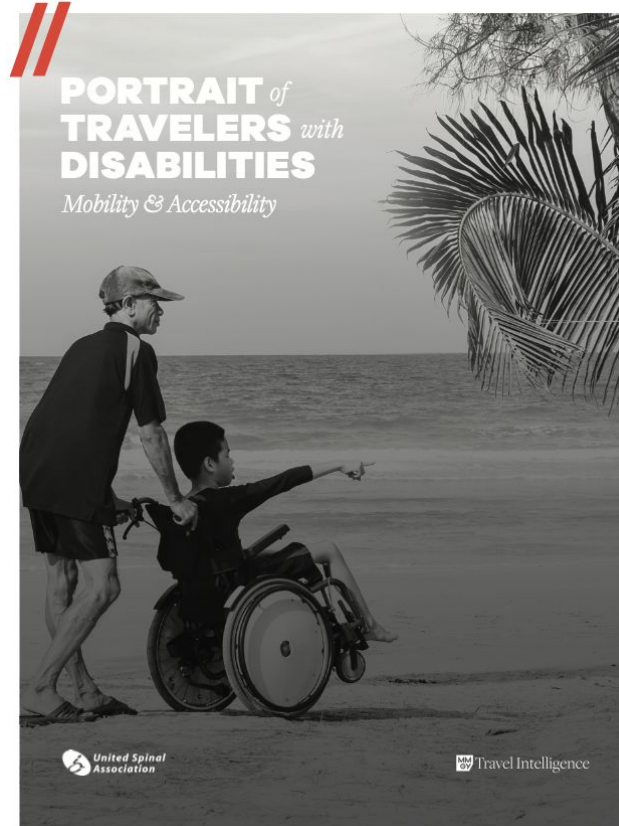
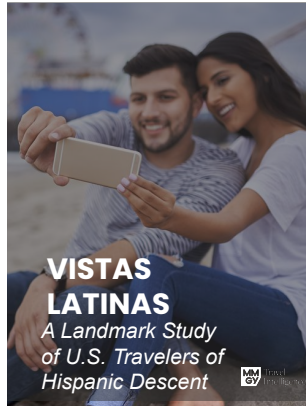
Photo: Newport LGBTQ

At the southern end of Rhode Island, known for its New England fare, Gilded Age-era mansions, and scenic Cliff Walk, Newport is now home to an annual Pride celebration. Hosting its fifth Pride event this summer, the festival on June 25 will take place at a larger location this year, the Great Friends Meeting House lawn, which was donated through the Newport Historical Society. “We expect around 1,200 people to join for various events happening throughout the Pride weekend,” shares the Newport Pride team, which has prepared a lineup of events and experiences to celebrate the community and “promote love, acceptance, inclusivity, and diversity of LGBTQ+ identities.”

Matador Network (UVM: 1,234,044)

Trends in Travel

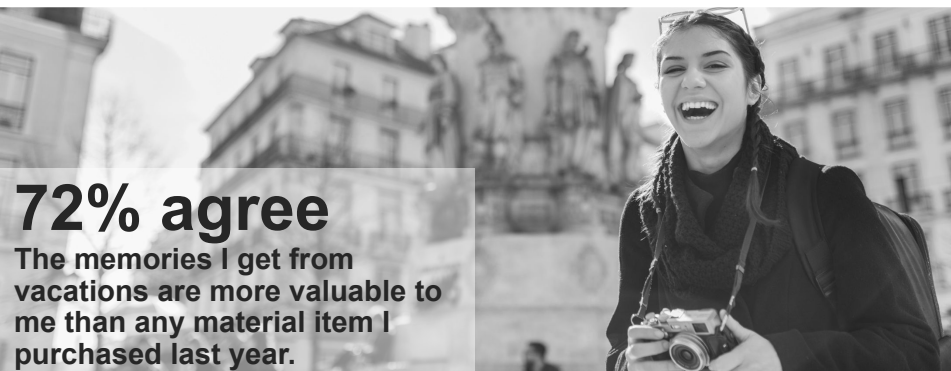
Diversity of MMGY Research



Traveler Perspectives



Travelers Prefer Experiences Over Things



Cleanliness Standards Are Now As Important As Rate

Important Features When Choosing Accommodations	% Find Important
Location	52%
Value for the price	51%
Room rate	46%
Cleanliness standards/promise	45%
Free breakfast	45%
Food/restaurant options available at accommodation	34%
Free internet access from public areas	31%
Previous experience with the property/brand	31%
Located within walking distance of restaurants/bars	29%
Loyalty/frequent stay program	28%



Base: Active leisure travelers (n=3,985)

Source: MMGY Global's 2022 *Portrait of American Travelers*® "Spring Edition"



Top Culinary Experiences Travelers Want on Vacation

Rank	Type of Culinary Experience	% Interested
1	Authentic food eaten by locals	52%
2	Street food and/or food trucks	40%
3	Restaurants unique to a destination	37%
4	Food & wine festivals	27%
5	Winery tastings & tours	26%
6	Farm-to-table	22%
7	Distillery or brewery tours	20%
7	Michelin star restaurants	14%

Base: U.S. active leisure travelers (n=3,162)

Source: MMGY Global's 2022 *Portrait of American Travelers*® "Fall Edition"

A person is lying on their back on a sandy beach, using a laptop. They are wearing a light-colored long-sleeved shirt, dark shorts, and white sneakers. A large, semi-transparent orange 'WFV' watermark is overlaid on the image. The text 'working from wherever' is written in a black, cursive font across the middle of the image. A tan backpack and a straw hat are on the sand next to the person. The background shows the ocean and a cloudy sky.

working from wherever



WFH Allowing Americans To Travel More

66%

Of Americans said that they feel encouraged to explore new destinations while working from home.

34%

Of Americans said they have extended a trip because they now have freedom to work from home.



76%

of adults value experiences
more than material
possessions.

Wellness Travel

50%

Faster growth rate than
conventional travel

A grayscale photograph of a hiker with blonde hair, wearing a backpack and hiking boots, bending over to place a plastic bottle into a white trash bag in a forest. The scene is backlit by sunlight filtering through the trees, creating a bokeh effect. The text 'Sustainability in Travel' is overlaid in red on the left side.

Sustainability in Travel

A scenic landscape featuring a body of water in the middle ground, surrounded by dense vegetation with autumn-colored leaves in shades of red, orange, and yellow. The sky is overcast with soft, grey clouds. The overall mood is serene and natural.

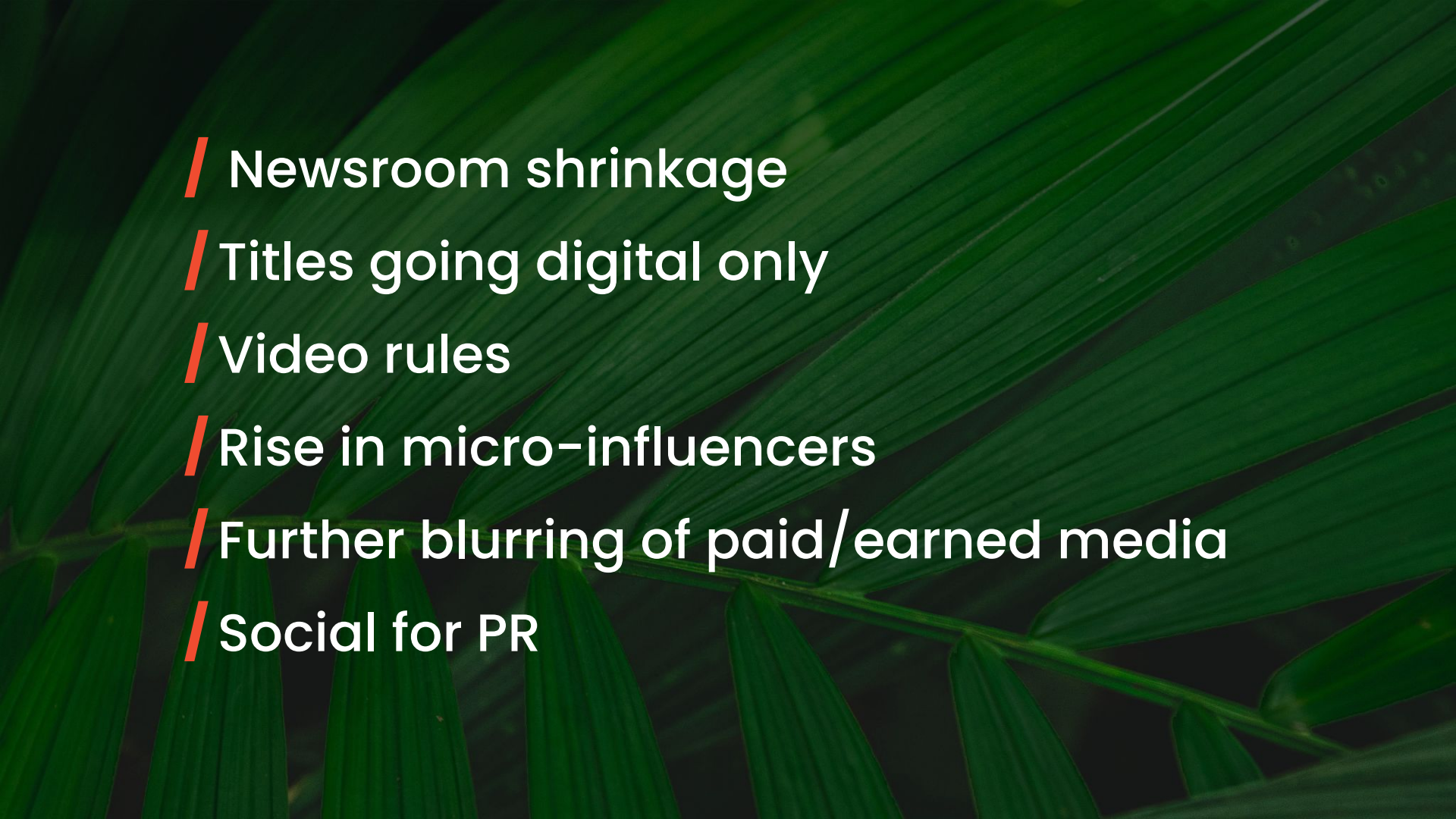
90%

**of consumers are looking for
sustainable options in travel.**



The Changing Media Landscape

EXTRA
READ ALL ABOUT
**CHANGES
COMING**

- 
- / Newsroom shrinkage
 - / Titles going digital only
 - / Video rules
 - / Rise in micro-influencers
 - / Further blurring of paid/earned media
 - / Social for PR

Working Together Successfully

PROACTIVE	Press Material Development	Content/Editorial Calendar	Media Outreach: Print, Online and Broadcast	Press and Influencer Visits	Executive Speaking & Thought Leadership Opportunities
		Customized Story Angles			Media Tours

TARGET THE RIGHT MEDIA & INFLUENCERS FOR THE STORIES WE WANT TO TELL

REACTIVE	Media Monitoring	Non-paid Influencer Integration	Maintain Awareness of Competitive Set	Trend Monitoring	Issues/Crisis Management
		Fulfill Incoming Media Requests			

OUR ONGOING APPROACH TO CRISIS COMMUNICATIONS

ONGOING & PROACTIVE PLANNING

Develop a crisis playbook that addresses as many likely crisis scenarios as possible; provide counsel on problematic situations as they develop

CRISIS MANAGEMENT

Evaluation of the situation. Fact gathering, updating, strategizing and implementing

STAKEHOLDER COMMUNICATION

Craft key statements for various stakeholders, a crisis narrative, as well as the post-crisis recovery story

CENTRAL COMMAND

Act as the communications hub to digest and disseminate information about the crisis to stakeholders and prepare all public and media facing statements

SPOKESPERSON SUPPORT

Media and message train spokesperson(s) for a variety of crisis scenarios

MONITOR COVERAGE/MANAGE PROCESS

Vigilant monitoring of traditional media coverage and social media chatter to understand the situation

GILDED AGE PRESS TRIP



ALI WUNDERMAN

Freelance Journalist (Conde Nast Traveler, The Washington Post, Cosmopolitan)



LAURIE WILSON

Freelance Journalist (The Boston Globe, Travel Channel, The New York Times)



MEG SHELTON

Editor, Hotels Above Par

Upcoming Editorial Trends

- / Black Friday Deals
- / Holiday Packages/ Promotions
- / New Year's Eve
- / New for 2023
- / Winter Festivals/Off-season deals

The background is a dark gray field filled with a repeating pattern of the word 'GO' in various fonts and sizes, along with small white line-art icons of travel-related items like a house, a ship, a hot air balloon, a bus, and a bicycle. A thin gold border frames the central text area.

**LET'S GO PLACES
TOGETHER.**