



Newport County hotels hoping to benefit from newly launched 'Hotel Week RI'

NEWPORT – For the first time ever, Rhode Island will feature special rates at hotels across the Ocean State for two weeks in January.

"Hotel Week RI," a promotion created by Visit Rhode Island in collaboration with Discover Newport, Blackstone Valley Tourism Council, Block Island Tourism Council, Go Providence, South County Tourism Council and Visit Warwick, will take place from Jan. 18-31, 2020.

Hotel Week offers four prix-fixe rates of \$100, \$200, \$300 and \$400 per night at participating hotels throughout the state.

"By launching 'Hotel Week RI,' we are offering more visitors and locals the opportunity to enjoy Rhode Island's many year-round experiences at a terrific value," said Heather Evans, head of tourism for Rhode Island in a press release. "In addition to providing an affordable escape for guests, this program allows us to make a positive economic impact on the state by putting 'heads in beds' during what is typically one of the slowest months for tourism."

Among the Newport County hotels participating are Hotel Viking, The Attwater, Gilded, Wyndham Newport Hotel, Hampton Inn & Suites Middletown and Howard Johnson Inn.

"I'm really excited to be able participate in Hotel Week as I am hopeful it will bring a little life to our properties and our town at an otherwise slower time," Karen Blomstedt, general manager of the Howard Johnson Inn told The Daily News. "This promotion allows guests to relax with family and friends, and take time to enjoy and appreciate how beautiful our area is, even in January."

Blomstedt also mentioned that it's beneficial for hotels to welcome new and repeat guests during a time they might not think to be traveling.

"Events like these have been a great success in markets like Boston and New York and can help bring in much needed business at a particularly slow time of the year," Peter Ramée, guest services manager of Gilded and The Attwater said. "In recent years, we've seen an influx of 'staycationers' particularly after the holidays. This just gives visitors an even better reason to get out and see what Newport has to offer in the winter. It's also helpful to the stores and restaurants that are hungry for business in January. I've always believed that all boats rise with the tide."

There are also 16 other hotels throughout the state Newport County residents might be interested in getting away to, including Ocean House in Westerly and The Graduate in Providence.

The week coincides with Newport Wellness Week and Providence Restaurant Week.

Plus, several properties are offering complimentary amenities included in the listed rate, like spa treatments, dining credit, room upgrades and activities.

"One of the many objectives we share with our public and private sector partners is bringing more travelers to our destination during the quieter months, when our attractions, restaurants, shops and activities can be experienced in a whole new way," Executive Director of Discover Newport Evan Smith said. "We're pleased that a number of properties throughout Newport County will be participating and that they represent a diverse spectrum of lodging options including boutique, family-friendly, business-friendly and historic properties."

Smith went on to say Discover Newport applauds its tourism colleagues at CommerceRI for conceptualizing, organizing and launching the initiative.

To check out the participating hotels and to book promotional rates, visit hotelweekri.com.

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