

Newport *this week*

Newport County Hosts First Hotel Week

By ohtadmin | on January 09, 2020

By Allison Herzog

"Off season is on," according to Kathryn Farrington, Discover Newport's vice president of marketing. The inaugural "Hotel Week" is coming to Newport County on Jan. 18-31. Several area hotels are expected to participate, offering flat rates ranging from \$100 to \$400 per night.

"We are so happy to be participating in Rhode Island's first ever Hotel Week," said Lark Hotels Regional Manager Ryan Quigley. "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. In recent years, we've seen an influx of 'staycationers' particularly after the holidays. This just gives them 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. All boats rise with the tide."

Participating Newport hotels include Lark Hotels' two properties The Attwater, and Gilded, as well as Hotel Viking and Wyndham Newport Hotel, and the Howard Johnson Inn and Hampton Inn & Suites in Middletown.

"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 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."

Hotel Week RI is a collaboration between Visit Rhode Island and its six regional tourism partners, including Discover Newport.

"We applaud our tourism colleagues at Rhode Island Commerce (CommerceRI.com) for conceptualizing, organizing and launching Hotel Week RI, and we're pleased that a number of properties throughout Newport County will be participating," Farrington said. "With local options ranging from boutique and family-friendly properties to business-friendly and historic properties, Hotel Week travelers have a nice array of accommodation options. 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, is a key objective we share with our public and private sector partners. The promotion dovetails with Newport Wellness Week, giving travelers even more to experience in our destination."

Newport Wellness Week, now in its third year, is a week-long celebration of mind, body and spirit that will take place Jan. 18-25. The event kicks off with a Wellness Marketplace at the Newport Marriott on Jan. 19, featuring more than 50 local wellness vendors, complimentary classes and workshops, a plant medicine workshop, healing sessions by appointment, live music by local folk singer Bradley Schmidt and the opportunity to mingle in the Marketplace Lounge, presented by Bohemian Bias.

Several area businesses are offering unique wellness experiences that include yoga, indoor cycling and acupuncture, with special deals, workshops and classes aimed at helping residents and visitors, "live their best life."

"Newport Wellness Week has grown substantially since its inception while remaining true to its mission to showcase the diverse spectrum of offerings here (that are) dedicated to physical, mental and spiritual well-being," said Farrington.