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Warwick's occupancy rates increase significantly

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As our Department of Tourism, Culture, and Development (TCD) continues to promote our community, I am pleased to share with you that recent industry data shows that occupancy rates in Warwick's 16 hotels in February, March, and April increased significantly over the same time frame last year.

Warwick's occupancy was up by 11% in February, 15% in March, and 10.3% in April, with revenue year-to-date up by 10%.

When you consider that we have over 2,230 rooms in Warwick, and that every room that's booked translates into more than \$400 invested in the local economy, this is fantastic news for our city. Part of this success is certainly due to our proximity to T.F. Green Airport, the InterLink intermodal train station, regional marketing efforts, and collaboration with hoteliers and others in the tourism industry, including Rhode Island's other regional tourism districts.

The TCD brands Warwick, with its central location, as an affordable, accessible gateway to all that Rhode Island has to offer. Our "Stay in Warwick, See Rhode Island," advertising campaign, which has been very successful in the Boston market, was recently launched in Connecticut. The campaign, which includes television commercial and Facebook and other promotions, is already seeing proven results from the Connecticut market, which was targeted based on the results of a recently-commissioned study of leisure travelers to our community. Tripadvisor, Twitter, and Instagram are also part of TCD's marketing efforts.

Sports tourism is also increasing throughout Rhode Island, and TCD and the other tourism districts market the state collaboratively - and very successfully - in that regard. Further, our city's recreational facilities are a draw, hosting a variety of national and regional events, including dog shows, softball and hockey tournaments and figure skating, cheerleading, and karate competitions.

Whether you're planning an upcoming vacation - or are looking for a convenient venue for your next event or conference - I encourage you to consider Warwick. For more information about our community, lodging options, or event locations, please contact Tourism, Culture, and Development at (401) 738-2000, ext. 6202, www.visitwarwickri.com or via email to Director Karen Jedson at karen.jedson@warwickri.com.

Scott Avedisian is the mayor of Warwick and the chairman of the RIPTA board of directors.

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