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Warwick's Stay, Park & Fly travel program underway

October 10, 2007 - Rhode Island

The city's annual Stay, Park & Fly travel package program, meant to help make flying out of T.F. Green Airport more convenient for area travelers, is underway.

The 12-year-old program is a collaborative effort between the city's Department of Tourism, Culture and Development and Warwick hotels. We initially created the program in an effort to generate more customer traffic to local hotels and area businesses.

We are advertising the Stay, Park & Fly program to the public via Google ads on the Internet, direct email marketing to travel agents and industry officials and print ads in the Boston north/south market. It will also be featured on the city's and state's tourism websites at www.visitwarwickri.com and www.visitrhodeisland.com, respectively.

Stay, Park & Fly encourages travelers to sleep overnight at one of 13 participating hotels in Warwick prior to their scheduled flight from T.F. Green Airport. Spending the night in such close proximity to the airport allows for an easier day of departure to one's destination.

Most hotels will provide Stay, Park & Fly guests with the following perks: a special reduced room rate, free parking at the hotel for up to two weeks, continental breakfast and shuttle service to and from T.F. Green Airport.

This year, travelers will also be able to receive the city's new Traveler's Guide, a 52-page, full color brochure that is available free of charge. The booklet, designed by Artinium, the department's ad agency of record and produced by the Department of Tourism, Culture and Development, contains facts about Warwick, T.F. Green Airport, profiles of many of the city's villages and historical sites, transportation options, accommodations, and a comprehensive listing of attractions, retail shopping, marinas, and local restaurants.

The Stay, Park & Fly travel package remains in effect through April 1, 2008.

Call 1-800-4-WARWICK or log onto www.visitwarwickri.com for more information.

Scott Avedisian is the mayor of Warwick.

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