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Mayor's message: Stay, Park & Fly promotion in high gear

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As autumn approaches, local hotels and the city's Department of Tourism, Culture and Development are gearing up for the annual Stay, Park & Fly promotion. Featuring valuable packages offered by Warwick hotels, this program, which was created for the convenience of local residents throughout southern New England, has a proven track record.

The program is now in its fourteenth year and boasts 100% participation from Warwick's 16 hotels/motels and a newly opened bed-and-breakfast. Its continued success and popularity are due, in large part, to the value and convenience it offers to leisure and business travelers alike, as well as the support it receives from the local business community.

Stay, Park & Fly allows travelers to stay in any one of Warwick's modern facilities the evening before their flight, provides shuttle service to and from T.F. Green Airport, offers a continental breakfast option (some packages include a full hot breakfast) and up to two weeks' parking.

The campaign is advertised via Google ads, on various websites, by the participating hotels and in a variety of regional publications. Over the years, word-of-mouth has also become a valuable - and very cost effective - marketing tool. Thousands of rooms are reserved annually as a result of this program.

The Stay, Park & Fly travel package remains in effect through the spring, 2010.

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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