

PROVIDENCE · WARWICK

Convention & Visitors Bureau

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Powerhouse of Tourism, Conventions & Sporting Events Deliver Double-Digit Growth in March

Momentum Expected to Continue Through April and May

Providence, RI - Once considered the “shoulder season” for travel in Rhode Island, spring in the Providence/Warwick area is shattering that notion, with strong numbers posted for March and healthy projections for April and May.

Hotel occupancy in Providence hit 72 percent and Warwick jumped to 67.1 percent. Both cities also showed a double-digit occupancy increase over March 2014, with Providence up 10 percent and Warwick 15 percent. Room rates in both cities also were up, with Providence seeing a 9 percent year-over-year increase to \$148 and Warwick a 6.7 percent increase to \$88.15.

“More rooms occupied at a higher price point means more tax revenue for Rhode Island,” said Martha Sheridan, president and CEO of the Providence Warwick Convention & Visitors Bureau. “Meetings, conventions and sporting events booked by the PWCVB are the backbone of this strong performance, generating about \$10 million in economic impact in March. Our leisure marketing efforts also proved strong, with Saturday night occupancy in Providence – typically leisure stays – ranging from 70 to 90 percent.”

“Providence’s reputation as a top culinary and arts destination draws travelers both nationwide and internationally. My administration works with the PWCVB to promote all that the City has to offer to visitors, especially events like the upcoming Providence International Arts Festival,” said Providence Mayor Jorge O. Elorza. “We applaud the PWCVB for their continued ability to bring in meeting, convention and sporting event business to the City, allowing attendees and tourists alike to explore our Creative Capital and enjoy its amenities.”

“Warwick’s central location, affordability, and variety of lodging options have made us particularly attractive to sporting event planners and leisure travelers looking to explore all of Rhode Island,” said Warwick Mayor Scott Avedisian. “These factors, together with great restaurants, 39 miles of coastline, ongoing marketing efforts by the Department of Tourism, Culture, and Development and the PWCVB, and the expanded international air service at T.F. Green, have us poised for a very bright spring and summer.”

Almost 21,000 visitors are expected in the Providence/Warwick area from mid-April to mid-May, including JAMfest hoopsters, elementary school principals, probate judges, and the New England Genealogical Consortium Conference. Also in the eclectic mix are Harley Davidson riding Officers in Training – (otherwise known as HOT) and about 1,000 attendees of the National School Scrabble Championship.

These groups will collectively occupy more than 10,000 hotel room nights and generate \$7.6 million in direct economic impact, according to the PWCVB. The Bureau utilizes an industry-standard economic impact tracking system that is specifically calibrated for the Providence/Warwick area and quantifies anticipated spending by visitors, including facility and hotel accommodations, recreation, food, shopping and other leisure activities.

The Providence Warwick Convention & Visitors Bureau is an accredited, 501(c)(6) nonprofit organization whose mission is to create vibrant growth for the local hospitality economy by promoting, developing, and expanding a united visitor industry. For more information, contact [401-456-0200](tel:401-456-0200) or visit www.GoProvidence.com.

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