

2007 Guest Guide

TO RHODE ISLAND AND SOUTHEASTERN MASSACHUSETTS

WHY ADVERTISE?

GROWTH OF VISITOR MARKET

Rhode Island and Southeastern Massachusetts are booming as destinations for tourists and conventioners. Providence is enjoying a renaissance bolstered by the Rhode Island Convention Center, Providence Place and WaterFire. T.F. Green Airport's expansion and renovation have made Warwick the gateway to New England. Newport, always a favorite destination, is attracting more visitors than ever with its historic charm and natural beauty. And Southeastern Massachusetts continues to engage visitors as an example of the Bay State's proud beginnings as a vital seaport.

An ad in the Guest Guide can help you to tap into this growth market and enhance your company's profits.

- This area is among the highest in the nation in hotel occupancy rates.*
- The Rhode Island tourism and hospitality industries are worth in excess of \$4.8 billion.*

Reserve your ad space now.

For more information about the Guest Guide to Rhode Island and Southeastern Massachusetts, call Kieran Keating, advertising director, at 401-277-8277 or contact your *Rhode Island Monthly* marketing consultant.



ADVERTISING IN THE GUEST GUIDE IS A SMART INVESTMENT Target More Than 1.5 Million Upscale Visitors.**

This publication will be distributed in nearly 6,500 elegant area hotel rooms, targeting more than 1.5 million of the most discriminating visitors during the year.

Exclusive Publication Distribution.

All participating hotels have contracted to place this deluxe publication in their guest rooms as their only hardcover publication carrying local advertising.

Affordable Rates.

Advertising to these visitors in our annual Guest Guide represents an investment of as little as a fraction of a penny per guest reached.

Added Value.

All advertisers are guaranteed a free editorial listing in the publication, if there is an appropriate editorial category. In the dining and shopping categories, advertisers *only* will be listed. Please note that listings can only be guaranteed for ads reserved before August 2, 2006.

The most effective way to reach visitors is in their hotel rooms. That is where they decide what to eat, where to go and how to spend their millions of discretionary dollars. The Guest Guide to Rhode Island and Southeastern Massachusetts will serve as their indispensable reference guide in making these decisions.

*Rhode Island Tourism Division and Providence Warwick Convention and Visitors Bureau 2005/6

**Based on the following: 6,500 hotel rooms; 67% occupancy rate; average of 2.5 nights stay per guest; average of 2.4 guests per room.

Rhode Island Monthly
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