

**PROVIDENCE WARWICK
CONVENTION & VISITORS BUREAU**

Memo

To Tina Mastroianni
City Clerk
City of Providence

From Kristen Adamo
President & CEO

Date November 15, 2025

Re Yearly Report of the Providence Tourism District

In accordance with our agreement with the City of Providence, please find the following:

- A review of activities for FY25.
- A financial statement for FY25
- A scope of work for FY26.

Please contact me at 401-456-0230 or kadamo@goprovidence.com, should you have any questions or concerns. Thank you.

NOV 27 5 34 PM '25

IN CITY COUNCIL
DEC 04 2025

READ
WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED.

Tina L. Mastroianni CLERK



**Providence Tourism Improvement District
Report of Activity for FY25**

Meeting and Convention Sales

- Expanded our footprint at two of the larger industry tradeshows, American Society of Association Executives (ASAE) and the International Meetings Exchange (IMEX) and added six new shows, allowing for more proactive sales opportunities and industry visibility
- Enhanced meeting advertising buy, increasing visibility in new markets and touting new TID funded incentives including Pick-Your-Perk directed toward smaller meetings.
 - PYP generated 28 new definite bookings utilizing 4,627 hotel room nights generating \$2.5m in direct expenditure in Providence.
- GoProvidence also launched two other incentives, PVD Real Deal and PVD Real Deal Plus designed to attract larger citywide conventions
 - Real Deal generated 11 new definite bookings which will utilize 32,099 room nights. The associated spend is \$22.7m.
 - Real Deal Plus is a new promotion which includes shuttling for customers utilizing hotels outside of walking distance to the RICC. Real Deal Plus is new and currently there are two groups in consideration stage which would utilize 12,000 hotel room nights and generate \$8.3m in direct-spend.
- Hosted Destinations East tradeshow in conjunction with NorthStar Meetings Media bringing 60 qualified buyers to the destination for an immersive experience over the course of 2.5 days.
- The PTID allowed GoProvidence to host more than 70 customers for site visits in the destination in FY'25.
- GoProvidence hosted 5 customer events in conjunction with national tradeshows allowing us to interface with over 250 potential buyers.

Leisure Tourism Marketing

- Established strategic partnership with Praytell Agency to elevate Providence's leisure tourism visibility and media presence nationally
- Achieved significant earned media results through PR initiatives, generating 34 unique placements with 219 total placements including syndication and social channels, resulting in 357M impressions.
- Hosted Taste of Providence James Beard House event that attracted 27 reporters, generating 10 placements and more than 2.4M impressions thus far.
- Expanded social media reach through influencer partnerships and content creation

- Executed six influencer familiarization visits generating 81 pieces of content with 171.3K organic impressions and 7.5K total engagements
- Expanded geographic footprint to include Philadelphia and New Jersey markets, increasing web sessions from those regions by 133%.
- Executed targeted campaigns in niche segments including Hispanic and LGBTQ communities to drive visitation from underserved markets, increasing ad drive to those pages by more than 300% and 50% respectively.

**Providence Tourism Improvement District
FY26 Plan**

(Revised September 24, 2025)

Situation Analysis

The Providence Tourism Improvement District (PTID), established in December 2022 with collections beginning in April 2023, was designed to create a sustainable funding stream to enhance the Providence Warwick Convention & Visitors Bureau's (PWCVB) sales and marketing initiatives on behalf of Providence hotels.

Throughout FY '25 the PTID enabled several key initiatives:

- Launch of three group sales promotions targeting midweek occupancy challenges caused by a weakened business transient market.
- Participation in six additional national trade shows.
- Hosting of the Destinations East trade show in Providence.
- Acquisition of enhanced digital prospecting tools (Knowland, LinkedIn Navigator).
- Funding of a dedicated sales manager to grow single-property group business.

These investments have expanded market reach, improved sales effectiveness, and helped counterbalance transient market softening.

FY26 Goal

Increase year-over-year occupancy and RevPAR across Providence hotels by driving group, leisure, and event-related demand.

Objectives

- a. Expand group meeting and convention business, with emphasis on midweek small and large meetings.
- b. Grow the number of citywide groups (450+ peak room nights) through targeted incentive programs.
- c. Boost leisure visitation and demand through expanded marketing and events.
- d. Uncover new markets to increase weekday demand

Strategies & Tactics

a. Strengthen Leisure Advertising & Brand Reach

- Maintain advertising spend to grow leisure visitation.
- Expand geographic footprint to include Philadelphia and New Jersey.
- Run targeted campaigns in niche segments (Hispanic, LGBTQ).
- Leverage international partnerships with Brand USA and Discover New England.
- Diversify platforms: streaming audio, influencer collaborations, social campaigns, and paid search.
- Utilize data-driven advertising platforms and other research to further target marketing and more clearly demonstrate ROI

b. Keep Providence in the National Media Conversation

- Develop a measurable social media and PR strategy with defined engagement goals.
- Host influencers with strong national or niche-aligned audiences.
- Reinforce Providence with national media through deskside visits, hosted press trips, direct outreach, and a high-profile event in a key target market like Washington DC

c. Expand Meetings & Conventions Presence

- Increase booth footprint at cornerstone shows (ASAE, CONNECT).
- Add presence at high-value shows: AMC Institute, IMEX America, Maritz Elevate, MPI WEC, Conference Direct Annual Partner Meeting, HelmsBriscoe Annual Partner Meeting.
- Invest in targeted advertising: show geofencing, Orange142, ActOn.
- Host advisory board meetings and meeting planner familiarization (FAM) tours in Providence.

d. Secure High-Impact Citywide Meetings

- Market large-group incentive programs directly to intermediaries and planners via digital, social, tradeshow, and client events.
- Re-engage Strategic Database Research (SDR) to increase outbound reach for six months.
- Underwrite key programming with feeder organizations (e.g., LGBTQ Meeting Professionals Association, IGLTA, NESAE, HelmsBriscoe, Conference Direct).

e. Re-Engage the Tour & Travel Segment

- Rebuild relationships with tour operators to generate weekday demand.
- Develop upscale tour offerings leveraging PVD as a gateway, ensuring overnight stays.

f. Target Single-Property Midweek Meetings

- Extend "Pick Your Perk" (PYP) single-hotel promotion through Q1 CY2028 and increase eligibility from 100 to 225 peak rooms.
- Allow flexible extensions for high-value opportunities at risk of booking elsewhere.
- Apply incremental incentive funds to citywide groups willing to shift to weekday patterns.

g. Enhance In-Market Offerings for Leisure Visitors

- Reimagine the Visitor Center with improved signage, branding, and service channels.
- Support and grow signature PWCVB events (Providence Restaurant Weeks, Providence Culinary Collective) and grant-funded events (Lumina).
- Create new tours/ticketing packages via Bandwango.
- Work with WaterFire and key downtown partners to spur more activity on Friday nights.
- Train and fund volunteers to provide visitor support at WaterFire, cultural festivals, and major events.

Success Metrics

- **Occupancy & Revenue:** Year-over-year increases in group and leisure occupancy leading to RevPAR growth.
- **Group Business:** Growth in single-property meetings and weekday room nights booked by PWCVB sales.
- **Leads & Conversions:** Increase in 450+ peak room night leads and confirmed citywides.
- **Digital Performance:** Strong CTR and conversion rates from new advertising platforms.
- **Social Media Impact:** Growth in reach, engagement, and impressions.
- **Public Relations:** Increased national media placements and impressions.

Providence Warwick Convention & Visitors Bureau
Profit & Loss
July 2024 through June 2025

	<u>Jul '24 - Jun 25</u>
Ordinary Income/Expense	
Income	
40150 · PTID Assesment Collections	2,485,988.33
40310 · Grants	152,758.00
40500 · Marketing & Communications	3,500.00
Total Income	<u>2,642,246.33</u>
Gross Profit	2,642,246.33
Expense	
73000 · General & Administration.	267,818.93
73910 · Grants Exp	152,747.67
74000 · Partnership Development Depart.	87,793.29
75000 · Marketing & Communications D...	1,123,329.60
75900 · Mktg - Reimbursed Expenses	1,031.35
77000 · Sales	762,351.24
77900 · Sales - Reimbursed Expenses	4,970.30
Total Expense	<u>2,400,042.38</u>
Net Ordinary Income	<u>242,203.95</u>
Net Income	<u><u>242,203.95</u></u>

Gutierrez, Lauren

From: Mastroianni, Tina
Sent: Friday, November 21, 2025 3:45 PM
To: Petronio, Sheri; Gutierrez, Lauren
Subject: For the Docket FW: [EXTERNAL] Providence Tourism Improvement District Reporting
Attachments: PTID_PlanFY26 FINAL 10.2.25.docx; City Memo 25.docx; PTID P&L FY 2025.pdf; FY25 Year End deliverables.docx

Hi Sheri and Lauren,

Please place this on the December 4th docket. I printed out the hard copies and placed them in the Docket basket.

Best, Tina

Tina L. Mastroianni, City Clerk
Department of City Clerk, City of Providence
tmastroianni@providenceri.gov
(401) 680-5392

From: Kristen Adamo <kadamo@goprovidence.com>
Sent: Friday, November 21, 2025 3:39 PM
To: Mastroianni, Tina <tmastroianni@providenceri.gov>
Cc: William Walsh <wwalsh@lobbyri.com>
Subject: [EXTERNAL] Providence Tourism Improvement District Reporting

Attached please find:

1. A FY25 wrap-up report of the Providence Tourism Improvement District.
2. The FY26 Business Plan
3. The FY25 financials

Please let me know if you have any questions. Thanks.

Kristen

Kristen Adamo
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