



NEWPORT  
HOSPITALITY

DMCNETWORK  
COMPANY

# Best Overall Program

## Volvo Ocean Race - Corporate Hospitality



### Overview:

In a period of twelve days, Newport Hospitality simultaneously orchestrated 30 full-service programs operating in 20 hotels and totaling 65 events plus local activities, utilizing hundreds of vehicle charters, nearly two-hundred vendors and an expanded team of 70 onsite staff - for a total of nearly 3,000 guests. Selected as the official DMC for the Volvo Ocean Race Newport Stopover, we worked closely with each client to customize their attendee experiences. Itineraries included visits to Race Village, Volvo Pavilion and viewing of the In Port Races from land and water, interspersed with unique local activities and events highlighting the destination. Ultimately this was declared the best stopover of this edition of the race and best North American stopover in race history!

**The Request:** In May 2015, Newport, Rhode Island was in the international spotlight as the sole North American stopover of the Volvo Ocean Race, an intense sailing competition that takes place over nine months with ten stopovers worldwide. As appointed hospitality partner, Newport Hospitality provided full program services including hotel site selection, meeting planning services, transportation, offsite events, activities, spectator boats, event design/entertainment and onsite staffing for sponsor groups visiting for the race. Our clients' main objective was to make this the best North American stopover ever for their customers and guests. Custom events were designed carefully for each client throughout the state, including an over-the-top glitz and glamour Gatsby Gala, magenta-themed viewing party for the In Port Race and Rhode Island Street Fair in conjunction with Providence WaterFire in our capital city

**The Result:** Handling a large quantity of overlapping programs, Newport Hospitality was able to provide volume bookings to suppliers, reducing costs and spreading the business around to benefit the local community as a whole. Working with local vendors on a regular basis, we were able to ensure that groups were not being overcharged and that they were getting preferred boats, efficient transportation with the best drivers, top caterers, etc. - truly proving the value of DMC service on this international stage. Our clients' objectives were exceeded as Newport succeeded not only as the best North American stopover in recent editions, but also as the best stopover of the 2014-15 race in customer satisfaction! The Volvo Ocean Race returns to Newport in May 2018.

ADMEI ACHIEVEMENT AWARDS 2016