



2010 Newport Harbor Guide Demographics

Home to spectacular coastal scenery, awe-inspiring architecture, a thriving waterfront downtown, and welcoming hospitality, Newport, Rhode Island is considered by many to be a shining gem in the coastal crown of New England. Understandably, it is the port of choice for many visiting yachts to clear customs.

The purpose of the *Newport Harbor Guide* is to provide visiting and local mariners with practical “insider” information and commentary about the Harbor and the City of Newport, PLUS the many intriguing destinations only a day-sail away, including Jamestown, Dutch Island, Wickford, Bristol, Middletown, and Portsmouth.

Newport Harbormaster and U.S. Customs Statistics

The Newport Harbormaster oversees nearly 1,000 moorings in Newport Harbor and Brenton Cove, and monitors the free City Anchorages north of the Ida Lewis Yacht Club and the “Point” section. According to the local U.S. Customs office, in 2008 Newport received visits from 263 mega yachts (yachts 100 ft. plus in size) – an increase from the previous year’s 230 boats.

General Tourism Statistics

During the peak summer months, Newport tourism often reaches 30,000 visitors a day. The City is located within an eight hour drive of 10% of the U.S. population that resides in major cities such as Richmond, Washington, Philadelphia, New York, Hartford, Providence, Boston, plus the northern New England states of Vermont, New Hampshire and Maine. The city of Montreal and the southeastern Canadian provinces also fall within a day’s drive.

Target Market

The average household income of sailing enthusiasts is \$170,401. Their average household net worth is \$1.54M, making up the most affluent demographic in sports. More than 16 million people sail in the U.S. alone. 91% of sailors surveyed by *Sail Magazine* are key decision makers, occupying elite managerial, professional, or technical positions.

Newport Harbor Guide Distribution

The publishers annually print up to 15,000 copies of the magazine that comes out once a year in early May. In addition to the printed version, the entire guide is presented online at www.NewportHarborGuide.com as a “virtual” magazine. Readers can literally flip the pages. This feature was introduced in 2009 and received over 23,000 page views worldwide. Additionally, to advertise the environmentally sustainable online magazine, 20,000 rack cards are widely distributed throughout the marine community, both locally and abroad.

MARINAS - Newport Harbor is home to more than ten private marinas, plus the U.S. Naval Yacht Club and Marina on Coaster’s Harbor Island. These marinas vary in size from 25 to 100 or more slips that can accommodate vessels up to 300+ feet in length. On average, 5,000 power and sailing yachts visit annually, staying 2-3 days. Many boats stay for week-long visits and some remain for a month or more. Another 15 marinas lie within a short day-sail from Newport in the waters of Rhode Island, Connecticut, New York and Massachusetts. Each marina receives a supply of magazines and rack cards, and their stock is replenished on a regular basis.

YACHT CLUBS – More than 40 regattas are hosted by the area’s dozen local yacht clubs. All local yacht clubs receive a supply of magazines and rack cards that are replenished on a regular basis. In addition, magazines and rack cards are distributed to high profile yacht clubs and marine establishments along the U.S. East Coast from Maine to Florida, plus Bermuda, and the Caribbean, the Mediterranean (Antibes, Monaco, Crete, Genoa, and Sardinia), the United Kingdom, Ireland, Scotland, and Western European ports.

OTHER DISTRIBUTION POINTS include the Guide’s many advertisers, plus area boat shows and events such as the Newport International Boat Show, Newport Yacht Broker Show, Sail Newport events, International Yacht Restoration School and Museum of Yachting events, the Newport Convention and Visitors Bureau, the Newport County Chamber of Commerce, and dozens of retail outlets, hotels and B&Bs.