

Newport News Tourism in the Running for an ESTO Award

~ *4 Taps 4 Cities* is a finalist in the “Niche Targeting” category, competing against Richmond, VA, and Seattle, WA ~

Newport News, VA, July 17, 2019 – It was announced earlier this month that *4 Taps 4 Cities*, a sub-trail of the *Toast the Coast: Beer, Wine, and Shine Trail*, was selected as a finalist for a 2019 ESTO Destiny Award, presented by the U.S. Travel Association. ESTO, which stands for Educational Seminar for Tourism Organizations, is the U.S. Travel Association’s annual conference. This year, it will be held Aug. 17-20, in Austin, Texas. It is the premier learning- and knowledge-sharing event for destination professionals. Attendees learn about new trends and tools, share best practices, and debate the issues currently affecting tourism organizations.

ESTO Destiny Awards are open to all city, local and regional destination marketing organizations that are members of the U.S. Travel Association. The awards recognize U.S. Travel destination members for excellence and creative accomplishment in destination marketing and promotion at the local level. The awards aim to foster the development of imaginative and innovative marketing programs and activities. *4 Taps 4 Cities* was selected as a finalist in “Niche Targeting,” one of 15 categories in which nominations could be submitted. Categories ranged from international marketing and special projects to websites and social media initiatives. Submitted campaigns must have been active between January 2018 and May 2019 to be eligible.

In the “Niche Targeting” category, *4 Taps 4 Cities* is competing against “OutRVA,” submitted by Richmond, VA, and “#weSEALove,” submitted by Seattle, WA. Both of these marketing campaigns target the LGBTQ community. The winners of the 2019 Destiny Awards will be announced and recognized at an awards dinner in Austin on Aug. 20. Afterward, the U.S. Travel Association will feature an online awards display, highlighting the top entries from each category. This display will serve as an educational tool for other convention & visitor bureaus throughout the United States.

Newport News Tourism developed *4 Taps 4 Cities* as a sub-trail of the *Toast the Coast: Beer, Wine, and Shine Trail*, which encompasses a vast region of Coastal Virginia, one that stretches from New Kent County to the Virginia Beach Oceanfront – a distance of about 92 miles that includes more than three dozen breweries, wineries, and distilleries.

4 Taps 4 Cities was created as a way to introduce craft beverage enthusiasts to a specific area of the trail – a region that includes only the four cities of Newport News, Hampton, Williamsburg, and Smithfield. The purpose of this program is to serve as a convenient and manageable resource for visitors, which, in turn, increases visitation to and spending in the four cities.

To do *4 Taps 4 Cities*, participants pick up a copy of the *Toast the Coast* pocket guide at any of the four cities’ visitor centers or at any participating brewery; visit one brewery in each city; have their pocket guide stamped at each location; and then exchange the stamped pocket guide at the Newport News Visitor Center for a one-of-a-kind *Toast the Coast* beer-opening koozie or a *Toast the Coast* T-shirt, depending on how many breweries were visited.

In April, Newport News Tourism won a Virgo Travel and Tourism Award, presented by the Virginia Association of Destination Marketing Organizations, for its nomination of *4 Taps 4 Cities* as a Regional Marketing Initiative, a category that showcases two or more cities working together on a campaign that markets the region as a whole. For questions about *4 Taps 4 Cities*, call the Newport News Visitor Center at 757-886-7777.

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