



**FOR IMMEDIATE RELEASE**

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**Visit Newport Beach Woos Buyers With  
Non-Stop Happy Hour at IMEX America 2014**

*Newport Beach Celebrates Brand New Booth At  
Largest Industry Trade Show in the United States*

**NEWPORT BEACH, CA** (September 16, 2014) Visit Newport Beach, the convention and visitors bureau for the destination makes their IMEX America debut this October at this premiere incentive and meetings industry tradeshow held in Las Vegas. Not only will Visit Newport Beach exhibit at the show, but intending to bring the beach experience to the desert, a party by the shore experience will be created right in their booth. In so doing, the conference sales team of Visit Newport Beach will pay homage to their heritage re-creating a beloved local tradition by raising the Martini Flag to kick off happy hour, a custom that has been practiced at Crystal Cove Beach since the mid 1940's. Since Newport Beach, CA is an ideal destination for mixing business, pleasure and cocktails, IMEX attendees are invited to the booth celebration, where event solutions flow as freely as the hosted libations!

Along the shoreline of Newport Coast, Crystal Cove is part of the State Park and is comprised of 3.5 miles of pristine uninterrupted coastline, favored by hikers, campers and trailblazers. The Crystal Cove Historic District is an enclave of 46 vintage rustic coastal cottages originally built in the 1920s and 1930s nestled around the mouth of Los Trancos Creek. It is one of the last remaining examples of early 20th century Southern California coastal development. One of the fun traditions in the Crystal



Cove Historic District is the raising of the Martini Flag kicking off happy hour. “Cove-ite’s”, Crystal Cove residents, would salute the raising of the Martini flag as a reveille was played on a trumpet. That historic moment is re-created every day to signal the official start of cocktail hour at the Beachcomber café which is now located in Crystal Cove.

To celebrate this historical story, the Visit Newport Beach Inc. sales team will be offering attendees at their IMEX booth a chance to experience this tradition. The Newport Beach booth will feel just like you stepped into a sand soiree and will offer a unique experience that you would only find here in Newport Beach, CA.

**About Visit Newport Beach Inc.**

Visit Newport Beach Inc. is a not-for-profit, 501(c)6 destination marketing organization that positions Newport Beach as a premier visitor and conference destination. For more information, go to [VisitNewportBeach.com](http://VisitNewportBeach.com).