



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **NEWPORT BEACH & COMPANY CELEBRATES ITS INDUSTRY RECOGNIZED ADRIAN AWARD AND SERVICE ACKNOWLEDGMENT WOW AWARD**

*Destination Marketing Organization Judged as Exceptional by Experts in Hospitality, Travel, Tourism and Media*

**NEWPORT BEACH, Calif. (April XX, 2017)** – [Newport Beach & Company](#), the official Destination Marketing Organization for the City of Newport Beach, is pleased to announce its recognition by the Hospitality Sales & Marketing Association with an Adrian Award for the “Picture Perfect” integrated marketing campaign and the acknowledgement of Sales Manager Amanda Kliem by Meeting Site Resource’s with a WOW Service Award for her service leadership.

“A fresh approach has always been the core of our brand and we celebrate our team members that create our success,” said Newport Beach & Company President & CEO Gary Sherwin. “To be recognized on these elite rosters is truly rewarding and speaks to our collective vision.”

Founded in 1957 and judged by senior industry and media experts, the HSMAI Adrian Awards embrace every segment of the industry, including destinations, hotels, airlines, cruise lines, car rental companies, and more. The “Picture Perfect” integrated marketing campaign, Newport Beach & Company’s first groundbreaking international collaboration in the United Kingdom, was recognized for achieving and surpassing its original goal of increased website and social media activity and generating over \$2 million in PR coverage. Newport Beach & Company showcased the Newport Beach Film Festival’s ties to the U.K. by honoring *The Imitation Game* for Outstanding Global Cinema with a Newport Beach-branded reception in conjunction with the British Academy of Film and Television Arts (BAFTA) Awards that included attendance from A-list cast members such as Benedict Cumberbatch and Keira Knightley, film industry affiliates, top-tier media and luxury tour operators. The campaign promoted luxury leisure travel to Newport Beach, created awareness for the Newport Beach Film Festival and its notoriety to the film industry, and incentivized tour operators to book holidays to the destination.

“The media spotlight shone from Newport Beach to across the pond for this global collaboration, proving the festival’s mettle as a film industry powerhouse once again,” said Newport Beach & Company SVP & Chief Marketing Officer, Doug McClain. “This award heightens the meaning of our marquee event.”

Meeting Sites Resource recognized Newport Beach & Company Sales Manager Amanda Kliem the WOW Service Award for her service leadership with the MSR enterprise team and customers. The noteworthy award is based on performance criteria including proactivity during the RFP process, interface on MSR and customer site inspections and involvement in contract processes for destination partners.

Newport Beach & Company continues to strive for success in promoting the destination across all platforms. Most recently, with the launch of the new advertising campaign, “Journey Well Beyond.” Visitors to the destination’s website will notice a fresh look and feel as it’s been reimagined evoking the casually sophisticated style of Newport Beach – where sea level meets next level. For a look at the new digital appearance and more information on the idyllic destination, please visit [www.visitnewportbeach.com](http://www.visitnewportbeach.com).

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#### **About Newport Beach & Company**

Founded in January 2013, Newport Beach & Company is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to [NewportBeachandCo.com](http://NewportBeachandCo.com).

#### **About Visit Newport Beach, Inc.**

Visit Newport Beach Inc. is a non-profit, 501(c)6 marketing organizations under contract with the City to position Newport Beach as a visitor and conference destination. Visit Newport Beach Inc. sells the destination through direct sales efforts such as database marketing, lead generation, trade show participation, and familiarization tours for potential clients. In addition to these direct sales efforts, VNB promotes Newport Beach through advertising, international, collateral, online public relations and efforts. Visit Newport Beach Inc. is funded primarily by the city through Transient Occupancy Tax (TOT), as well as through a Tourism Business Improvement District (TBID) and private-sector membership dues from the hospitality industry or other related businesses. For more information, please go to [VisitNewportBeach.com](http://VisitNewportBeach.com).