



PRESS RELEASE

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VISIT NEWPORT BEACH INC. SWEEPS THE DESTINATION AWARDS SEASON WITH INDUSTRY TITANS BESTOWING UNPRECEDENTED DUAL ACCOLADES

Trailblazing the secondary market space, experts HelmsBriscoe, ConferenceDirect and Meeting Sites Resources recognize Visit Newport Beach Inc. with top prizes

NEWPORT BEACH, Calif. (May 11, 2017) – [Visit Newport Beach Inc.](#), the official Destination Marketing Organization for the City of Newport Beach, is honored to receive not one—but two—recognitions as “Destination Partner of the Year in a Secondary Market” by HelmsBriscoe and “CVB of the Year – Secondary Market” by ConferenceDirect. A rarefied privilege, it’s the first-ever destination marketing organization to garner the dual recognition from both industry heavyweights.

“Our Visit Newport Beach sales team is once again in a league of its own with these multiple victories,” said Gary Sherwin, Visit Newport Beach Inc. president and CEO. “Representing a boutique destination with this much allure makes our mission as breezy as our iconic harbor.”

HelmsBriscoe, a global leader in meeting procurement, awarded Visit Newport Beach Inc. “Destination Partner of the Year in a Secondary Market” during this year’s HelmsBriscoe Annual Business Conference. The first-time category, geared toward small-but-mighty boutique destinations, was voted on by the HelmsBriscoe team’s 1,300 associates, further amplifying its meaning. The inaugural award allowed smaller destination marketing organizations the chance to compete in a space that has been typically reserved for metropolis destinations, bringing a long overdue spotlight to lesser populated, yet powerful hotspots.

ConferenceDirect, a premier source for global meeting solutions, presented Visit Newport Beach Inc. with the “CVB of the Year – Secondary Market” award at the Annual Partners



Meeting. The award is also voted on by peers, which showcases Visit Newport Beach Inc.'s reputation as a partner both valued and truly best in class.

"Our destination partners are crucial in helping us deliver results to our customers and we're grateful for our partnership with Visit Newport Beach Inc." said Brian D. Stevens, ConferenceDirect CEO. "Their professionalism and service to provide the best options to our clients has contributed to our mutual success and our associates have taken notice of the bureau's value."

Meanwhile, the accolades didn't end there, scoring a trifecta win for Visit Newport Beach Inc. Director of Sales Amanda Kliem was the recipient of the WOW Service Award from Meeting Sites Resource for her service leadership. The noteworthy award is based on performance criteria including proactivity during the RFP process, interface on Meeting Sites Resource and customer site inspections and involvement in contract processes for destination partners.

Visit Newport Beach Inc. holds these partners – HelmsBriscoe, ConferenceDirect and Meetings Sites Resource – in the highest esteem and values the top-tier service, talent and influence they bring to the industry. Their meaningful endorsements wield merit and stature to the Visit Newport Beach Inc. team by recognizing their next-level service, unparalleled commitment and high touch.

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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 VisitNewportBeach.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.