



VISIT NEWPORT BEACH KICKS-OFF SUPERBOWL CAMPAIGN FOR ARIZONA RESIDENTS SEEKING A BIG GAME GETAWAY

Featuring pre-game media activations and the destination's first-ever Super Bowl commercial, the new campaign invites visitors from Arizona to touch down in Newport Beach this February.

NEWPORT BEACH, CALIF. (Jan. 3, 2023) – No need to scramble: Visit Newport Beach is launching a new campaign this month in anticipation of Super Bowl LVII that offers a big game getaway to Arizona residents that are already looking to leave town. The multi-faceted campaign will provide Grand Canyon State residents a glimpse of what to expect if they want to escape the football frenzy back home, from exclusive accommodation packages to weekend itineraries that include luxury Newport Beach experiences such as watch parties and special offers.

“As one of Arizona’s favorite beach destinations, we’re thrilled to welcome residents who are already looking to get away from the gridiron in February,” says Gary Sherwin, President & CEO of Visit Newport Beach. “With specially-created hotel packages from our hotels and resorts just for Arizonans, watch parties and big fun in the sun, this campaign delivers a winning game plan for the perfect Super Bowl week in Newport Beach.”

Scheduled to be played on Feb. 12, 2023, at State Farm Stadium in Glendale, Ariz., the Super Bowl is expected to bring more than 1 million people to the greater Phoenix area. Dominating the local headlines in Arizona for months, residents are renting out their homes on short-term rental sites for thousands of dollars per night. Those residents will need a destination to visit during the month of February which sparked the entire concept for this campaign.

Visit Newport Beach aims to offer a playbook for locals feeling the home turf disadvantage. Running January and February, the multiphase campaign is exclusively focused on reaching travelers in Arizona, the destination’s No. 1 out-of-state visitor market and luring them to “touch down” in Newport Beach to “watch from here.”

With creative from a video and photo shoot specifically captured for this campaign, the pre-game media flight includes a digital marketing blitz with video, targeted paid social, display

banners, radio endorsements, as well as an out-of-home advertising investment with billboards appearing all January. In addition, Visit Newport Beach has secured media partnerships with *ESPN*, *iHeartMedia*, *Modern Luxury*, *ABC Arizona* and *Modern Luxury Scottsdale*.

During the live broadcast on game day, the destination is set to make its NFL debut with a first-ever Super Bowl commercial airing on *Fox10* in Arizona.

A campaign landing page offers valuable resources for visitors planning a Super Bowl weekend by the sea, with “Big Game” hotel packages, curated itineraries, dining guides and recommendations for where to watch the big game.

For more information about the Super Bowl campaign, please visit [VisitNewportBeach.com/AZ](https://www.visitnewportbeach.com/AZ) and follow @VisitNewportBeach on [Instagram](#) and [TikTok](#).

Link to Commercial and Campaign Assets: <https://we.tl/t-Bo2Pv4WW0H>

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ABOUT NEWPORT BEACH & COMPANY/VISIT NEWPORT BEACH:

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, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to [VisitNewportBeach.com](https://www.visitnewportbeach.com).

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