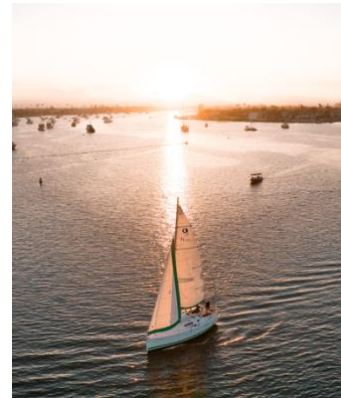


Visit Newport Beach Appoints Fox Communications as PR Representative for North America and the United Kingdom



LONDON, UK. (Feb X, 2023) – Fox Communications has recently been appointed as agency of record in North America and the United Kingdom for [Visit Newport Beach](#). Fox Communications will lead the destination’s strategic media relations campaigns and brand activations in both markets. Leveraging their strong network and expertise within the luxury travel and lifestyle space, Fox Communications is tasked to further build awareness and strengthen the destination’s reputation within the UK and North American markets, with dedicated teams servicing both the East and West Coasts, as well as Canada.

An idyllic coastal destination situated 45 miles south of Los Angeles, Newport Beach is the epitome of California coastal luxury with 10 miles of scenic shoreline, small yacht harbor, pristine beaches and world-class shopping, dining and entertainment. Home to more water than land, the sun-soaked Southern California destination is an elegant retreat nestled between Los Angeles and San Diego. A waterfront getaway for Hollywood A-listers, families and couples alike, Newport Beach has a year-round Mediterranean climate that provides ample opportunity to catch a wave, dock and dine, or take a leisurely stroll through one of 10 charming and diverse neighborhoods, each with a distinct personality and story to share.

“After a judicious process, we are proud to select Fox Communications as our agency of record domestically in the states and abroad. Team synergy coupled with their expertise and track record in the luxury space makes them the ideal partners to return on the international stage and further elevate Newport Beach to key targets,” says Ashley Johnson, Senior Vice President and CMO of Newport Beach & Company.

Lysbeth Fox, CEO of Fox Communications: “We are absolutely delighted to be working with such an exceptional team and destination, bringing together our expertise in luxury travel, hospitality and lifestyle. It’s an exciting time to be working with Visit Newport Beach as they unveil exciting

news and developments in the coming months, and we look forward to aiding them in their success and building global awareness for the destination.”

Launched in 2011 by CEO Lysbeth Fox, Fox Communications is an integrated, global brand consultancy with dedicated strategy, media relations, events, brand partnerships, VIP and influencer marketing and multi-platform content divisions. Experts in ideation and brand building, specialisms include luxury travel, hospitality, property, lifestyle, wellness and experiences. Committed to an inspiring and innovative approach, Fox Communications delivers dynamic campaigns with global impact and lasting value.

For media inquiries, please contact the Fox Communications team at
newportbeach@foxcomms.com

For more information on Visit Newport Beach, please visit <https://www.visitnewportbeach.com>
and follow @VisitNewportBeach on [Instagram](#) and [TikTok](#).

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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.