



Visit Newport Beach Launches New Summer Campaign Inspiring Travelers To Embrace The Allure Of More

'Experience More' invites visitors to elevate their summer with a diverse range of extraordinary experiences in the pristine coastal destination of Newport Beach, California



NEWPORT BEACH, CALIF. (June 29, 2023) – On the first day of summer, [Visit Newport Beach](#) unveiled its highly anticipated summer campaign, inviting travelers seeking an exceptional escape to 'Experience More' during the sun-soaked season. The dynamic and curated marketing campaign promises to exceed expectations, offering a wealth of unparalleled adventures for an extraordinary summer vacation. The coastal destination captivates visitors with a world of 'more' – more luxury, more indulgence and more opportunities for an elevated and unforgettable summer. From pristine beaches to opulent resorts, world-class dining to upscale shopping, thrilling water activities to endless possibilities, the campaign showcases the diverse range of options tailored to all types of travelers.

'Experience More' captures the essence of Newport Beach's promise to provide abundant and memorable summer experiences. With this tagline, visitors are enticed to embark on a journey of discovery, where they can revel in what Newport Beach has to offer. Newport Beach is a destination where guests can create memories, indulge their senses and immerse themselves in a remarkable and luxurious summer getaway. The creative direction of the campaign showcases four unique groups of travelers tailored to different target segments, each highlighting a distinct 'More' statement. Surfer girls looking for a girls getaway will be inspired by *More Sunshine*, *More Freedom* and *More Saltwater*, evoking excitement and a sense of living in the moment. Wellness Seekers are encouraged to embrace *More Me Time*, *More Pool Days* and *More Retreats*, promoting rejuvenation and self-care. Families are invited to enjoy *More Memories*, *More Fun* and *More Togetherness*, highlighting quality time and unforgettable moments together. Lastly, the campaign entices couples with a dock and dine experience for *More Sunsets*, *More Magic* and *More Boat Days* unique to Newport Beach.

"The 'Experience More' summer campaign embodies our commitment to providing all types of travelers with an extraordinary and curated getaway," says Gary Sherwin, President & CEO of Visit Newport Beach. "Newport Beach is not just an ordinary destination; it's a place where visitors can immerse themselves in a world of luxury, indulgence and remarkable experiences. We invite our guests to embrace the allure of 'more' and create unforgettable memories as they elevate their summer in Newport Beach."

Demographically, the campaign targets affluent travelers aged 25-65+ with a passion for culinary experiences, shopping, wellness, outdoor adventures and luxury. The focus will be on family-oriented experiences in the first part of the summer, followed by couples without children and empty nesters in the latter half. To reach key markets in Los Angeles, San Diego, Las Vegas, Dallas, Arizona, Salt Lake City, the Bay Area and as well as target audiences nationally, Visit Newport Beach has strategically partnered with leading digital advertisers to showcase the 'Experience More' campaign. Advertising partnerships include *KTLA*, *Sunset Magazine*, *ABC Arizona*, *TripAdvisor*, *Modern Luxury*, *LOCALE*, *CBS Dallas*, *Dear Media*, and paid social media campaigns on *Meta*, *YouTube* and the *Google Network*. Additional social media promotion on Visit Newport Beach's Instagram, TikTok, Facebook and LinkedIn accounts will further showcase how to experience more!

With the 'Experience More' landing page, visitors can discover the 'more' that awaits in Newport Beach. The digital resource will showcase the city's seasonal hotel offerings, weekend itineraries, summer dining menus and much more. Itinerary highlights include renting an electric boat to dock and dine harborfront, unique wellness experiences and curated culinary offerings. Newport Beach is ready to welcome travelers seeking 'more' with an exceptional summer experience like no other.

The 'Experience More' campaign began on June 20, 2023 and will run all summer.

Link to 'Experience More' Creative Assets: <https://we.tl/t-zOvZpHnTCL>

For more information about the 'Experience More' summer campaign, please visit: VisitNewportBeach.com/Summer

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

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, Dine Newport Beach and Newport Beach TV. For more information, please go to VisitNewportBeach.com.

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