



FOR IMMEDIATE RELEASE

**NEWPORT BEACH & COMPANY ENDS FISCAL YEAR 22-23 WITH RECORD-BREAKING NUMBERS
AND NUMEROUS AWARD RECOGNITIONS**

*The Destination Marketing Organization Exceeds the Industry Norm with their Creative
Marketing Campaigns and Earns 26 Prestigious Awards to End the Year*

NEWPORT BEACH, CALIFORNIA (July 27, 2023) – Newport Beach & Company (NB&Co), the renowned destination marketing agency for the city of Newport Beach, proudly announces the conclusion of its 2022-2023 fiscal year with extraordinary achievements, setting new records and garnering prestigious award accolades. For the past year, the marketing organization executed numerous marketing campaigns and activations, and has received 26 awards for their marketing, communications, and creative efforts. Newport Beach & Company promotes the city of Newport Beach, California as a premier luxury leisure and meetings destination. The organization is the architect behind the destination’s storytelling, advertising, communications, social media, content, digital, creative, business intelligence and community relations.

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, and NB&Co aims to capture this essence in each of their campaigns. By creating strategic standout campaigns every quarter, NB&Co seeks to attract a diverse range of travelers with carefully curated getaways tailored to the season. Overall, the success of the year’s creative campaigns and activations in driving visitation, increasing hotel occupancy, and boosting visitor spending highlights the effectiveness of NB&Co’s marketing strategies and ability to deliver exceptional results to the destination. Multi-faceted campaigns and marketing highlights for the 2022-2023 fiscal year include:

- **Summer ‘Let’s Dream by the Sea’ Campaign:** Beyond the radiant sun, sand and surf, the campaign highlighted the sophisticated charm of Newport Beach - a place so intoxicating, one taste of the perfect life will keep you coming back for more. From sunset cruises to surf lessons, wine tastings to harbor-front promenades, the campaign offered more things to do and ways to spend your stay. **14.1 million total impressions; 3,564 bookings secured**
- **Fall ‘You’ve Arrived’ Campaign:** The campaign encouraged travelers to drop an anchor in the breezy city by the bay. The crowds were dwindling, the water was warm, and NB&Co thought this special season might just have been Newport Beach's best-kept secret. **61.9 million total impressions**
- **‘Let It Glow’ Campaign:** The holiday campaign shined a light on the spectacular experiences in Newport Beach for travelers to make the destination their home for the holidays. With dazzling light displays, a flurry of holiday happenings, festive resorts, delightful winter dining, shopping and fun for all ages, Newport Beach invited visitors to enjoy one of the most festive coastal destinations in America. **8 million total impressions**
- **114th Newport Beach Christmas Boat Parade:** Back for another sensational year, the 114th Newport Beach Christmas Boat Parade set sail Dec. 14 – 18. As one of the nation’s most spectacular displays of holiday lights, visitors were invited to watch over 100 dazzling boats light



up the night with more over-the-top décor than ever featuring pyrotechnics, synchronized light shows, moving displays, singers, dancers and much more. **6.6 million total impressions**

- **Winter ‘Stay at Sea Level’ Campaign:** The digital campaign offered après “sea” inspiration for escaping to the dreamy beach destination, whether visitors hoped to hibernate at a sumptuous seaside resort or enjoy a different type of ski experience on the water. The campaign ran three different versions using “cheeky” language that reframed winter vacations from the mountains to the sea: “Choose Boats Over Coats,” “Choose Seas Over Skis” and “Choose Tan Lines Over Lift Lines.” **30.3 million total impressions**
- **Spring ‘Float with Us’ Campaign:** The campaign highlighted the varied nautical experiences to create memory-making moments and showcased four traveler segments in the destination’s harbor, estuary, resort pools and beaches. **43.8 million total impressions; 6,040 bookings secured**
- **Super Bowl LVII Campaign:** The multi-faceted campaign provided Arizona residents a glimpse of what to expect if they wanted to escape the football frenzy back home, from exclusive accommodation packages to weekend itineraries that included luxury-level Newport Beach experiences such as watch parties from a yacht and special offers. NB&Co was even able to leverage its media relationships to secure a commercial in the Super Bowl halftime show in the Arizona market. **219 million total impressions; 3% visitor increase; 7% hotel occupancy increase**
- **UK Honours Film Festival + Food x Film Media Dinner:** After a three-year hiatus due to the COVID pandemic, NB&Co launched its global re-introduction campaign beginning with London Week held last February. A week-long in-market activation packed with bespoke media events, top-tier media appointments, and high-profile media interviews, dozens of luxury, travel, culinary and entertainment media were engaged. **423 million total impressions**
- **Aspen Food & Wine Classic:** Participating in the Grand Tasting Pavilion located in downtown Aspen, NB&Co was the centerpiece of the weekend, offering a unique tasting experience to showcase the destination and engage with 4,000 uber-luxury attendees including press, restaurant trade, sommeliers, and food-obsessed consumers. The Grand Tasting Pavilion was open five times during the weekend on Friday – Sunday, creating **thousands** of one-on-one engagements.

Newport Beach & Company award recognitions include:

13 Hermes Creative Awards

1. **PLATINUM** – London Week Food x Film Immersive Media Dinner: Electronic Media - Video
2. **PLATINUM** – Sleigh this Season in Newport Beach: Social Media
3. **PLATINUM** – A New Year’s Soiree: Social Media
4. **PLATINUM** – Pop the Bubbly: Social Media
5. **PLATINUM** – Photography Around Newport Beach: Animated Print
6. **PLATINUM** – Float with Us: Animated Display Ads
7. **PLATINUM** – Float with Us: Social Media
8. **GOLD** – ABC15 Arizona Holiday Segments: Media Relations - TV Placement
9. **GOLD** – Let’s Dream by the Sea: Strategic Campaign
10. **GOLD** – Let it Glow: Strategic Campaign
11. **GOLD** – Visit California Advertisement: Print Media Category
12. **GOLD** – Float with Us: TV Commercial/Ad



13. **HONORABLE MENTION** – ABC7 Helicopter Live Stream of Newport Beach Christmas Boat Parade: Media Relations - TV Placement

11 Telly Awards

1. **SILVER** – London Week Food x Film Immersive Media Dinner: Non-Broadcast
2. **SILVER** – Crystal Cove Neighborhood Guide: Social Video
3. **BRONZE** – Super Bowl Commercial: Local TV
4. **BRONZE** – 94th Oscars Commercial: Regional TV
5. **BRONZE** – Let’s Dream by the Sea Romantic Getaway: Regional TV
6. **BRONZE** – Let’s Dream by the Sea Family Day: Regional TV
7. **BRONZE** – Let’s Dream by the Sea in Newport Beach: Regional TV
8. **BRONZE** – Let’s Dream by the Sea Girlfriend’s Getaway: Regional TV
9. **BRONZE** – Let it Glow Holiday Campaign: Regional TV
10. **BRONZE** – Choose Tan Lines Over Lift Lines: Social Video
11. **BRONZE** – Celebrate the 114th Newport Beach Christmas Boat Parade: Social Video

1 MarCom Award

1. **GOLD** – Let’s Dream by the Sea

1 LUXLife Award

1. Best Destination Marketing Organization in Orange County 2023

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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.

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