



Newport Beach Makes a Triumphant Return to the Grand Stage of the 2024 Rose Parade® with Record-Setting Entry

Visit Newport Beach will conduct a "Rosé Getaway" drawing at IMEX Las Vegas, providing Meeting Planners with a chance to win a free trip to Newport Beach for notable destination experiences and a chance to ride on the Rose Parade® float on New Year's Day

NEWPORT BEACH, CALIF. (October 4, 2023) – Visit Newport Beach is thrilled to announce its triumphant return to the world-renowned 135th Rose Parade®, set to dazzle spectators on January 1, 2024 in Pasadena, California. After an 18-year hiatus, Newport Beach will once again make a splash on the global stage, showcasing its rich history and vibrant community spirit through its record-breaking float entry that pays homage to the city's iconic Newport Beach Christmas Boat Parade. The Rose Parade®, known as "America's New Year Celebration," is a cherished tradition that captivates millions of viewers around the world. As the parade traverses 5 ½ miles down Colorado Blvd., it features a dazzling array of floral-decorated floats, equestrian units, marching bands, and Tournament Entries. This year's theme, "Celebrating a World of Music: The Universal Language," perfectly aligns with the spirit of unity and harmony that music brings to people of all cultures and backgrounds.

The historic ties between Newport Beach and the Rose Parade presented by Honda run deep. For many years, parade officials would bring Rose Queen® candidates to Newport Beach's Balboa Bay Club to assess their poise and grace in interacting with people. The Rose Parade® has also served as a source of inspiration for Newport Beach's own Christmas Boat Parade. In fact, for many years, the Newport Beach holiday celebration didn't have a Grand Marshal. Seeking inspiration, they looked to Pasadena, and as a result, they added this symbolic leader to their parade.

Visit Newport Beach's float, aptly titled "Jingle on the Waves," promises to draw attention as the longest float entry in parade history. But what truly sets this float apart is its concept—a heartfelt tribute to the beloved Newport Beach Christmas Boat Parade, essentially creating a parade within a parade. The design showcases iconic Newport Beach landmarks like the Fun Zone Ferris Wheel and the Balboa Pavilion, all crowned by a magnificent 20-foot Christmas tree. Adding to the historic ties between Pasadena and Newport Beach, five former Rose Queens® who call Newport Beach home, will grace the float with their regal presence. This exceptional concept pays homage to Newport Beach's cherished Christmas Boat Parade, a beloved local tradition, and embodies the spirit of unity and joy shared with the world through the Rose Parade®.

Generating additional excitement and furthering engagement opportunities with valued constituents, Visit Newport Beach will conduct an exclusive drawing during IMEX, the prestigious worldwide exhibition for incentive travel, meetings, and events. Meeting planners

will have the unique opportunity to vie for the coveted "Rosé Getaway: an Iconic Experience." The "Rosé Getaway" is a grand prize package encompassing roundtrip airfare for two to Newport Beach, a two-night stay at a waterfront resort, an enchanting Duffy boat ride around the scenic Christmas Boat Parade route, an exquisite "East Coast NYE" dinner experience in Los Angeles, and an opulent stay at a premier Los Angeles hotel. The pinnacle of this extraordinary experience is the chance to ride on Visit Newport Beach's official float and partake in the 2024 Rose Parade®. Following the parade, winners will revel in an exciting afternoon with two coveted tickets to the Rose Bowl Game®.

For more information on Visit Newport Beach, please visit www.visitnewportbeach.com/meetings-and-conventions and **follow** @MeetingsNB on [Instagram](#) and Visit Newport Beach Inc. on [LinkedIn](#).

ABOUT VISIT NEWPORT BEACH:

Visit Newport Beach Inc. is a non-profit, 501(c)6 marketing organization under contract with the City to position Newport Beach, California as a visitor and conference destination. Visit Newport Beach 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 and public relations 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.

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