



VISIT NEWPORT BEACH'S NEW CAMPAIGN INVITES WINTER TRAVELERS TO TRADE IN SKIS FOR THE WORLD OF APRÈS SEA

"Après Ski Sea" inspires guests to imagine a new après tradition of unwinding, socializing, and indulging in an array of luxury coastal experiences in Newport Beach.



NEWPORT BEACH, CALIF. (January 8, 2024) – Step into a realm where winter retreats transcend traditional snowy landscapes with Visit Newport Beach’s 2024 winter campaign, “Après Ski Sea.” The new campaign redefines the traditional winter adventure, seamlessly offering an elevated and luxe coastal chateau experience with the warmth of a luxurious escape, all while steering clear of the cold. Launching today and running through February 28, 2024, the digital marketing campaign offers new après inspiration for escaping to Newport Beach with luxury accommodations, elevated dining, social hour every hour, sumptuous spas, and of course different types experiences on the water. Visit Newport Beach invites winter travelers to avoid the freeze and stay at sea level for the ultimate escape into the world of Après Sea!

Embark on a visual journey into the enchanting realm of "Après Ski Sea" with a new campaign commercial that entices viewers to peer into Newport Beach’s world, promising a glimpse of reimagined coastal experiences typically associated with snowy slopes. Unveiling a clever twist, the commercial kicks off by skillfully luring the audience into believing they’re witnessing a mountainous escapade complete with furry snow boots, ski equipment and sunglasses reflecting a wintry scene. Suddenly, the snowy scene flips to unveil the sun-kissed shores of Newport Beach, where a vibrant group of friends joyfully cruise on the picturesque Newport Harbor. This unexpected transition captures the essence of the Après Sea campaign, promising a winter experience like never before – one that transcends tradition and embraces the luxury of coastal indulgence.

“Our “Après Sea” campaign beckons visitors to trade the slopes for the sea this season and encourages a shift in the winter getaway paradigm,” says Gary Sherwin, President & CEO of Visit Newport Beach. “As a luxury coastal destination with year-round sunshine and world-class accommodations, there are so many ways to ‘seas’ the day, from soaking up the sun on a private yacht and browsing the boutiques to wining and dining by the bay. Newport Beach is not just a destination, it’s a white sand wonderland waiting to be explored.”



Visitors can also discover new ways to enjoy a cozy winter vacation on the water with the “Après Sea” landing page, a digital resource with offerings that include seasonal hotel promotions, culinary events, exclusive shopping guides and more. Also included are itineraries showcasing how to plan a luxury hibernation in the sun-kissed destination, as well as family-friendly “ski” week activities by the sea, the most buzzed-about spots around town, cozy winter dining and drink options to sip and savor.

For more information about the “Après Sea” campaign, please visit [StayAtSeaLevel.com](https://www.StayAtSeaLevel.com) and follow @VisitNewportBeach on Instagram, TikTok, Facebook and LinkedIn.

Link to Campaign Assets: [HERE](#)

###

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 www.VisitNewportBeach.com.

MEDIA CONTACT:

Megan Johns
Communications Manager, Visit Newport Beach
megan@newportbeachandco.com | (949) 706-5309