



LUXURY AWAITS IN NEWPORT BEACH: VISIT NEWPORT BEACH LAUNCHES SPRING CAMPAIGN 'LAND IN LUX'

Launching on the first day of spring, the new campaign is tailored to affluent travelers seeking a luxurious experience that is nothing short of extraordinary!



NEWPORT BEACH, CALIF. (March 19, 2024) – Launching today, get ready to land in luxury as Visit Newport Beach announces its highly anticipated spring campaign, “Land in Lux.” The illustrious campaign is set to showcase the epitome of Newport Beach luxury for the sophisticated traveler highlighting the most lavish resorts, award-winning dining experiences, one-of-a-kind activities, renowned retail destinations and more in the coastal paradise. From sky-high helicopter tours and private yacht rentals to sumptuous spa experiences and decadent dinners on the bay, Visit Newport Beach is inviting travelers to live the suite life this season!

Visit Newport Beach has truly elevated the campaign to unprecedented heights, pulling out all the stops to captivate viewers! Dive into the pinnacle of luxury and romance through the campaign's thrilling new commercial, which follows a couple's journey to their beloved coastal haven – Newport Beach! With only each other in mind, the commercial follows the duo as they immerse themselves in a realm of opulence and world-class hospitality, where every moment in Newport Beach is filled with sensational experiences like no other. From arriving in a rare vintage Rolls Royce to indulging in lavish offerings from sunrise to sunset, their adventure takes an exhilarating turn as they board a helicopter destined for a mega yacht awaiting them in Newport Beach's picturesque harbor. Set against the backdrop of breathtaking scenery, the commercial captures the essence of an unparalleled luxury experience, tailored for prestigious travelers seeking the ultimate vacation in indulgence and sophistication.

"In Newport Beach, leisure seamlessly intertwines with luxury," says Gary Sherwin, President & CEO of Visit Newport Beach. "As spring officially kicks off today, Newport Beach invites visitors seeking an extravagant vacation to bask in the sun aboard a private yacht, indulge in tee time at



the magnificent Resort at Pelican Hill or indulge in a luxurious spa treatment. The possibilities for revelry and relaxation in our destination are truly endless.”

Curate the ultimate luxury experience with the "Land in Lux" landing page, a digital haven showcasing exclusive offerings that provide visitors with a glimpse into Newport Beach's most decadent pleasures. Whether your desires lean towards exclusive wellness rituals, culinary experiences featuring world-renowned chefs, exhilarating recreational pursuits, or glamorous shopping sprees, the campaign landing page is your passport to a world of opulence in Newport Beach. With an array of meticulously crafted itineraries at your fingertips, the landing page will guide you through an unforgettable journey of the finer things in life.

For more information about the “Land in Lux” campaign, please visit LandInLux.com and follow @VisitNewportBeach on Instagram, TikTok, Facebook and LinkedIn.

Link to Campaign Assets: [HERE](#)

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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 www.VisitNewportBeach.com.

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