



VISIT NEWPORT BEACH MAKES HISTORY WITH FIRST-EVER DRONE LIGHT SHOW AFTER THE BIG GAME

*Newport Beach's Debut Drone Light Show Blends Technology and Advertising, Entertaining
Hundreds of Thousands of Football Fans Post-Game*



NEWPORT BEACH, CALIF. (March 4, 2024) – History was made as Visit Newport Beach launched the first-ever 1,000 drone light show extravaganza, the largest drone show to-date in the U.S., at Allegiant Stadium in Las Vegas, Nevada, following the big game on February 11. The 12-minute spectacle, titled "Touch Down in Newport Beach," mesmerized audiences with a fusion of stunning Newport Beach visuals and real-time football flair.

One thousand drones, meticulously choreographed into intricate formations, illuminated the night sky with vibrant colors and dynamic patterns during the drone show celebrating football's biggest day. As the show extended a warm invitation to fans and locals to experience the post-game magic of Newport Beach, just a 38-minute flight away, it featured captivating scenes including football players scoring touchdowns, jets flying over iconic Newport Beach landmarks, a luxurious yacht, a champagne celebration and more. The drone show featured a depiction of Travis Kelce and Taylor Swift nestled within a heart formation, adding a playful touch to the show. The drones also created a QR code in the sky, prompting viewers to scan it for a chance to win a once-in-a-lifetime vacation package to Newport Beach which resulted in hundreds of giveaway sign-ups for the destination.

"We are thrilled to have pioneered the largest drone show in the U.S., showcasing the fusion of cutting-edge technology and destination marketing," says Gary Sherwin, President & CEO of Visit Newport Beach. "We had two shows at the ready depending on who won the big game, so it was

fun to see the breath-taking display live commemorating the Kansas City Chiefs' triumphant victory, while also extending a warm invitation for fans to experience the unparalleled magic of Newport Beach post-game."

In partnership with COX, the official telecommunications provider of the 1.75 million square foot Allegiant Stadium, the light show was exclusively live streamed by viewers worldwide. Additionally, Visit Newport Beach launched a commercial that aired in 60,000 hotel rooms along the Las Vegas strip, using fun football catchphrases tailored to the audience to promote Newport Beach as a year-round destination. Using geo-fencing technology, a suite of ads continued after the game until February 20th for maximum exposure.

In case you missed it, you can watch highlights of the drone show [HERE](#).

For more information, please visit [TouchdownInNewportBeach.com](https://www.TouchdownInNewportBeach.com) and follow @VisitNewportBeach on Instagram, TikTok, Facebook and LinkedIn.

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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.

ABOUT SKYWORX:

[Skyworx](#) is a team of world class engineers, pilots and artists that combine innovative drone technology and immersive design to create breath-taking Drone Light Shows. Our show packages range from 100-1,000+ drones and are perfect for brand activations, music festivals, sporting events, corporate parties, holiday celebrations and much more. Skyworx is sure to launch your event to new heights.

ABOUT COX COMMUNICATIONS:

[Cox Communications](#) is committed to creating meaningful moments of human connection through technology. The largest private broadband company in America, we proudly serve seven million homes and businesses across 18 states. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that makes each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.

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