



ANSWER THE CALL TO LUXURY THIS SUMMER: VISIT NEWPORT BEACH LAUNCHES NEW CAMPAIGN 'NEWPORT BEACH IS CALLING'

Launching on the first day of summer, the new '90s-inspired campaign seamlessly blends nostalgia with modern luxury



NEWPORT BEACH, CALIF. (June 20, 2024) – Launching today, Visit Newport Beach is dialing up the nostalgia with the launch of its new campaign, “Newport Beach is Calling.” Debuting on the first day of summer, the campaign transports travelers back to the iconic ‘90s, blending retro fun with modern luxury as it follows two friends on a glamorous adventure around Newport Beach. With vintage fashion, nostalgic phones, and the introduction of Visit Newport Beach’s new innovative AI concierge, Marina, the campaign offers a fun and interactive way to plan the perfect summer getaway. With breathtaking views, chic hotels, thrilling coastal activities, and gourmet dining, Newport Beach guarantees an unforgettable experience where every moment celebrates the good life. This summer, put your worries on hold and answer the call to luxury, relaxation, and unforgettable memories. Newport Beach is on standby to connect you with the ultimate summer vacation. Newport Beach is calling—will you answer?

The “Newport Beach is Calling” campaign visuals and commercial brilliantly captures the spirit of the ‘90s while showcasing the modern luxury of Newport Beach. The new campaign commercial follows two friends as they embark on a nostalgic journey filled with vintage phones, bold ‘90s fashion, and a retro aesthetic that captures the era's charm and allure. The commercial brings this vibe to life, capturing the friends' glamorous adventures as they dial up the excitement exploring the best of Newport Beach—from world-class beaches and luxurious resorts to captivating harbor-related activities. With every frame, the campaign merges the fun and



familiarity of the '90s with the sophisticated allure of a luxury vacation destination, resonating with both Gen X and Millennials who lived through the era; and Gen Z who enthusiastically answer the call of its trendy revival.

Meet Marina, Your AI Concierge Extraordinaire

As part of the summer campaign, Visit Newport Beach is making your vacation planning a breeze with Marina, their new cutting-edge AI concierge. With a playful nod to '90s technology, Marina is here to answer your calls about planning the perfect summer getaway to Newport Beach. Just dial **1-800-94-COAST** to connect with the AI concierge and let the fun begin! Marina is your personal vacation guru! Whether you're a culinary enthusiast, an adventure seeker, or someone who just wants to lounge on the beach, we've got you covered. Here's how the Newport Beach Vacation Hotline can help:

1. **Tailor-Made Itineraries:** The AI concierge will ask you a few fun questions to get to know you and your preferences. Are you a thrill-seeker? Do you love gourmet dining? Marina will then whip up a custom Newport Beach itinerary that's perfect for you. From sunrise yoga sessions to sunset yacht cruises, your personalized vacation awaits!
2. **Get Your Newport-Beach Related Questions Answered:** The AI concierge has all the answers you're looking for. Wondering where to find the best fish tacos? Looking for the top spots to catch a sunset? Just ask! Marina's extensive knowledge of Newport Beach ensures you get the insider tips and hidden gems that will make your trip unforgettable.

"The launch of 'Newport Beach is Calling' is an exciting moment for us, as it brings a fresh, nostalgic energy to our summer offerings," says Gary Sherwin, President & CEO of Visit Newport Beach. "This campaign not only highlights the luxurious experiences Newport Beach is known for, but also adds a fun, playful twist that we believe will captivate both new and returning visitors. We're thrilled to invite everyone to explore the unique blend of glamour and relaxation that defines a Newport Beach summer."

Dial into the epitome of summer luxury with the "Newport Beach is Calling" landing page—an interactive hub unveiling exclusive delights that ring in the essence of Newport Beach's allure. Whether you crave rejuvenating wellness escapes, culinary adventures curated by renowned chefs, thrilling recreational escapades, or indulgent shopping excursions, the campaign landing page serves as your gateway to opulence in Newport Beach. With a plethora of thoughtfully crafted itineraries at your disposal, this digital hotline promises to lead you on an unforgettable journey through the finer aspects of life, ensuring a summer vacation like no other.

For more information about the "Newport Beach is Calling" campaign, please visit NewportBeachisCalling.com and follow Visit Newport Beach on [Instagram](#), [TikTok](#), [Facebook](#) and



[LinkedIn](#). Seeking vacation recommendations? Dial **1-800-94-COAST** for the exclusive vacation hotline that will be your personal concierge for tailored recommendations, information, and inspiration crafted just for you.

Link to Campaign Assets + Commercial: [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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