



## Visit Newport Beach Sets New Industry Standard with One-of-a-Kind Marketing Campaigns and Record-Breaking Achievements – Earning 37 Prestigious Awards to End the Year



**NEWPORT BEACH, CALIF. (July 9, 2024)** – Visit Newport Beach (VNB), the esteemed marketing agency representing the city of Newport Beach, has successfully wrapped up its 2023-2024 fiscal year with remarkable success, breaking previous records and earning a slew of prestigious awards. Over the past year, VNB has launched multiple marketing campaigns and activations, securing 37 awards for their excellence in marketing, communications, and creative efforts. The agency positions Newport Beach, California, as a top-tier destination for luxury leisure and business meetings. The organization is the architect behind the destination’s storytelling, advertising, communications, social media, content, digital, creative, business intelligence and community relations.

Newport Beach is not just an ordinary destination; it’s a haven of luxury, indulgence, and remarkable experiences, captured impeccably through Visit Newport Beach’s unparalleled campaigns. No other Destination Marketing Organization (DMO) does it like Visit Newport Beach, with their outstanding creativity, one-of-a-kind campaigns, and strong media relations. Each quarter, Visit Newport Beach crafts strategic, standout campaigns to attract a diverse range of travelers, offering meticulously curated getaways tailored to the season. The success of the fiscal year’s creative campaigns and activations in driving visitation, increasing hotel occupancy, and boosting visitor spending underscores Visit Newport Beach’s marketing prowess and exceptional ability to deliver remarkable results. Multi-faceted campaigns and marketing highlights for the 2022-2023 fiscal year include:

- **‘Experience More’ Summer Campaign:** On the first day of summer 2023, Visit Newport Beach unveiled its highly anticipated campaign, inviting travelers seeking an exceptional escape to ‘Experience More’ during the sun-soaked season. The dynamic and curated marketing campaign promised to exceed expectations, offering a wealth of unparalleled adventures for an extraordinary summer vacation. The coastal destination captivated visitors with a world of ‘more’ – more luxury, more indulgence and more opportunities for an elevated and unforgettable summer. **Results: \$12.6M Economic Impact; 36M Ad Impressions; 8.5M Media Impressions.**
- **‘Newport Beach Vacation Club’ Fall Campaign:** Visit Newport Beach launched the Newport Beach Vacation Club, their most innovative leisure program to date, redefining the travel experience.



The fall campaign aimed to foster destination loyalty and inclusivity while elevating the brand's prestige. Vacation Club members gained access to exclusive perks, giveaways, and specially curated offers, blending luxurious hospitality with a sense of community. The campaign featured a new landing page, custom newsletters, commercials showcasing club experiences, member testimonials and VNB's very own merch line – Newport Beach the Label. **Results: \$9.9M Economic Impact; 46.9M Ad Impressions; 11.7M Media Impressions.**

- **'50 Days of Festive Fun' Holiday Campaign:** Visit Newport Beach launched a new holiday campaign, '50 Days of Festive Fun,' transforming the city into a magical winter wonderland from November 17, 2023, to January 5, 2024. The campaign was one of the nation's longest-running holiday celebrations, featuring dazzling light displays, festive events, elaborately decorated resorts, and delightful winter dining and shopping experiences. Families, couples, and holiday enthusiasts of all ages were invited to enjoy a coastal Christmas like never before. The campaign successfully created a magical atmosphere, drawing both locals and visitors to immerse themselves in the festive spirit of America's most festive coastal destination. **Results: \$4.1M Economic Impact; 40M Ad Impressions; 166M Media Impressions.**
- **115<sup>th</sup> Newport Beach Christmas Boat Parade:** Back for another sensational year, the Newport Beach Christmas Boat Parade set sail on its 115th year in star-studded style with none other than beloved Hallmark Channel stars Andrew Walker and Nikki DeLoach leading the way as Grand Marshals on opening night. Known for their heartwarming and enchanting roles in a variety of Hallmark Channel classics and new favorites, Walker and DeLoach added an extra layer of magic to Newport Beach's festive season. Featuring pyrotechnics, synchronized light shows, moving displays, singers, dancers and much more, parade-goers could view the boat parade from nearly 50 viewing locations along the parade's 14-mile route around Newport Harbor. **Results: 1.5B Media Impressions.**
- **135<sup>th</sup> Rose Parade®:** The triumphant return of Newport Beach to this globally renowned event after an 18-year hiatus has been marked by the record-breaking float entry, 'Jingle on the Waves,' which not only stood out as the longest float in the parade but was recognized with the 'Extraordinaire Award'. The float featured an array of 57,211 floral elements including mums, statice, strawflower, lentils, iris, carnations, seaweed, and various other creative touches representing the Newport Beach spirit. **Results: 879M Media Impressions.**
- **'Après Ski Sea' Winter Campaign:** The digital campaign offered après "sea" inspiration for escaping to the dreamy beach destination, whether visitors hoped to hibernate at a sumptuous seaside resort or enjoy a different type of ski experience on the water. The digital campaign redefined traditional winter retreats with luxury accommodations, elevated dining, social hours, sumptuous spas, and various water experiences. The campaign invited winter travelers to avoid the cold and enjoy a warm, luxurious escape at sea level. **Results: \$5.2M Economic Impact; 31M Ad Impressions; 400K Media Impressions.**
- **Formula 1 Campaign:** In celebration of Las Vegas' first Formula 1 event in over four decades, Visit Newport Beach launched 'Viva Vacation,' an elaborate campaign that seamlessly connected the



iconic event with tourism to the destination. The Las Vegas market is one of VNB's highest out-of-state visitation and spend markets. The event's demographics, networking opportunities and brand exposure made it an ideal opportunity for VNB to enhance its visibility, establish partnerships and attract visitors seeking unique and luxurious travel experiences. **Results: \$700K Economic Impact; 8.5M Ad Impressions; 771K Social Media Impressions.**

- **'Land in Lux' Spring Campaign:** Visit Newport Beach launched its highly anticipated spring campaign, "Land in Lux," showcasing Newport Beach luxury for the sophisticated traveler. The campaign highlighted lavish resorts, award-winning dining experiences, unique activities, and renowned retail destinations in the coastal paradise. From sky-high helicopter tours and private yacht rentals to sumptuous spa experiences and decadent dinners on the bay, the campaign invited travelers to live the suite life. Visit Newport Beach successfully promoted the epitome of luxury this season. **Results: \$7.1M Economic Impact; 26M Ad Impressions; 61K Media Impressions.**
- **Super Bowl LVIII Campaign:** Visit Newport Beach made history on Super Bowl Sunday by launching the first-ever 1,000-drone light show extravaganza in Las Vegas, Nevada, after Super Bowl LVIII. The 12-minute spectacular kicked off one hour after the game, captivating the audience with stunning Newport Beach visuals and real-time football flair. The light show's theme, "Touch Down in Newport Beach," celebrated the excitement of Super Bowl LVIII. It also extended a warm invitation to fans and locals to experience the magic of Newport Beach post-game, just a 38-minute flight away. **Results: \$200K Economic Impact; 4M Ad Impressions; 236M Media Impressions.**
- **Aspen Food & Wine Classic:** Participating in the Grand Tasting Pavilion located in downtown Aspen, VNB was the centerpiece of the weekend, offering a unique tasting experience to showcase the destination and engage with 4,000 uber-luxury attendees including press, restaurant trade, sommeliers, and food-obsessed consumers. The Grand Tasting Pavilion offered five tasting windows, plus private VIP tasting times throughout the weekend, creating **thousands** of one-on-one engagements at the 'dock & dine' themed Visit Newport Beach booth.
- **'Newport Beach is Calling' Summer Campaign:** Visit Newport Beach is dialing up the nostalgia with the launch of its current running 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. **Stay tuned for total impressions!**

37 Visit Newport Beach award recognitions include:

### **135<sup>th</sup> Rose Parade® Float Award**

1. Extraordinaire Award – 'Jingle on the Waves'



### **Modern Luxury Best of the City Award**

1. Best Tourism Board 2023

### **Visit California Poppy Award**

1. Best Public Relations Campaign in the State of California – Destination: ‘Big Game Getaway’

### **OCPRSA PROTOS Awards of Excellence**

1. Special Events & Observations – 115<sup>th</sup> Annual Newport Beach Christmas Boat Parade 2023

### **American Advertising Awards**

1. **SILVER** – Local: The Avant-Garde Award – Formula 1

### **Viddy Awards:**

1. **PLATINUM** – Float with Us in Newport Beach – Social Media
2. **PLATINUM** – Float with Us: Girlfriend’s Getaway – Integrated Marketing Campaign
3. **PLATINUM** – Float with Us: Poolside – Integrated Marketing Campaign
4. **PLATINUM** – Food x Film: A Four-Course Immersive Newport Beach Dining Experience – Interactive Brand Experience
5. **PLATINUM** – Let it Glow: Holiday Campaign – Advertising Campaign
6. **PLATINUM** – Let’s Dream by the Sea in Newport Beach – Social Media
7. **PLATINUM** – Sleigh This Season in Newport Beach – Social Media
8. **PLATINUM** – Visit Newport Beach: Big Game Getaway – Advertising
9. **PLATINUM** – Float with Us this Spring – Marketing/Advertising Campaign
10. **PLATINUM** – ‘Tis the Season for a Holiday Sea-Side Escape! - Social Media
11. **PLATINUM** – Formula 1 – Viva Vacation – Integrated Marketing Campaign
12. **PLATINUM** – Formula 1 – Pit Stop in Newport Beach – Interactive Brand Experience
13. **PLATINUM** – Formula 1 – Pit Stop in Newport Beach – Instagram Reels Video
14. **PLATINUM** – Visit Newport Beach – Après Sea – Ad Campaign
15. **PLATINUM** – Visit Newport Beach – Land in Luxury – Integrated Marketing Campaign
16. **PLATINUM** – Newport Beach Vacation Club – Ad Campaign
17. **PLATINUM** – Food x Film Immersive Media Dinner – Documentary
18. **GOLD** – A New Year’s Soiree in Newport Beach – Social Media
19. **GOLD** – Celebrate the 114th Christmas Boat Parade – Social Media
20. **GOLD** – Choose Tan Lines Over Lift Lines and Stay at Sea Level this Winter in Newport Beach – Social Media
21. **GOLD** – Float with Us: Romance on the Water – Marketing/Advertising
22. **GOLD** – Life’s a Beach, and Lucky for you, we have plenty of them! - Social Media
23. **GOLD** – Neighborhood Guide Series: Crystal Cove – Social Media
24. **GOLD** – Newport Beach Super Bowl Commercial – Commercials – Tourism & Leisure
25. **GOLD** – Pop the Bubbly New Year’s Eve is Here! - Social Media
26. **GOLD** – “On the Red Carpet After the Awards”: Visit Newport Beach Commercial – Tourism & Leisure

### **Hermes Creative Awards:**



1. **PLATINUM** – Pit Stop in Newport Beach – Public Relations – Special Event
2. **PLATINUM** – Après Ski Sea – Social Media
3. **GOLD** – Newport Beach Vacation Club – Digital Marketing Campaign
4. **GOLD** – Food x Film Immersive Media Dinner – Digital Marketing Campaign
5. **Honorable Mention** – Formula 1 – Viva Vacation Club – Integrated Marketing Campaign
6. **Honorable Mention** – Newport Beach’s Big Game Getaway – Integrated Marketing Campaign

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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](http://www.VisitNewportBeach.com).

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