



FOR IMMEDIATE RELEASE

VISIT NEWPORT BEACH BRAND MANAGER RECOGNIZED FOR OUTSTANDING ACHIEVEMENTS IN THE TRAVEL AND TOURISM INDUSTRY

California's tourism advocacy association announces nearly two dozen recipients for its 30 & Under Emerging Leader Awards for 2024, marking the largest group to date

NEWPORT BEACH, CALIFORNIA (August 12, 2024) – Visit Newport Beach the official destination marketing agency for the city of Newport Beach, is thrilled to announce the commendable accomplishments of an exceptional individual in the travel and tourism sector. The California Travel Association (CalTravel) is recognizing 22 young tourism professionals this year with its 30 & Under Emerging Leader Awards at its annual CalTravel Summit, which will be held September 9-11, 2024 in Oceanside, CA. Notably, Visit Newport Beach Brand Manager, Mariah Ponce, will be recognized as one of the 30 & Under Emerging Leaders during the summit. Over 400 attendees from the travel and tourism industry will come together for three days of compelling speakers, interactive breakout sessions, and unique networking opportunities—all geared towards helping attendees grow as an effective advocate, leader, and professional.

The 30 & Under Emerging Leader Award recognizes multiple individuals, 30 years old or under, who have contributed through their individual efforts, to the promotion of travel, tourism, and hospitality in California. These exceptional individuals have demonstrated the skills, talents, attitudes and initiative that are the hallmarks of emerging leaders. These accolades serve as a testament to Visit Newport Beach's unwavering commitment and effectiveness in driving visitation, increasing hotel occupancy and boosting visitor spending in Newport Beach.

Joining Visit Newport Beach in 2023 as the Marketing Coordinator, Mariah quickly dove headfirst into her role, demonstrating exceptional dedication and work ethic. In six short months, Mariah was promoted to Brand Manager where she works with the marketing team to ensure all brand initiatives align with the company's vision and are executed seamlessly. Her daily responsibilities include working on brand initiatives, assisting with the production and coordination of ongoing and upcoming campaigns, and ensuring that each campaign's ad creative is curated and delivered to the team on schedule. Additionally, Mariah manages the media buying process, coordinating ad buys, managing contracts, and applying all creative assets to each buy. Her key accomplishments include successfully executing the last two campaigns and contributing significantly to the ongoing campaign efforts, giving her a comprehensive understanding of the entire process from start to finish.

Please find Mariah Ponce's headshot [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.

ABOUT CALIFORNIA TRAVEL ASSOCIATION

California Travel Association (CalTravel) is the influential, unified advocacy voice for the travel and tourism industry in California. It protects and advances the interests and investments of California's travel industry through advocacy, collaboration, and education. For more information visit www.caltravel.org.

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