



**VISIT NEWPORT BEACH LAUNCHES “JUST ONE MORE VACATION” FALL CAMPAIGN TO ENCOURAGE A FINAL GETAWAY FOR FAMILIES BEFORE SCHOOL**

A heartfelt invitation to savor the last days of summer with the launch of the Newport Beach Vacation Kids Club and exclusive family-friendly experiences



**NEWPORT BEACH, CALIF. (August 19, 2024)** – Launching today, Visit Newport Beach is offering families the perfect way to savor the final days of summer with the launch of its new fall campaign, “Just One More Vacation.” As summer break comes to a close, this vibrant and energetic campaign captures the bittersweet transition from vacation to the first weeks of the new school year, as kids find themselves not ready to let go of summer just yet. With miles of pristine coastline, a variety of kid-friendly activities, and luxurious accommodations for parents, Newport Beach offers the perfect setting for a memorable family vacation. From building sandcastles on the beach and exploring tide pools to sailing in Newport Harbor and enjoying outdoor sports, Newport Beach provides endless opportunities for children and parents to bond over shared adventures before school starts.

Set against the picturesque backdrop of Newport Beach, the “Just One More Vacation” campaign commercial follows an all-kids cast, aged 5-17, as they lip-sync the lyrics to a spirited drum line remix of The Go-Go’s classic hit “Vacation.” Dressed in school uniforms and preppy outfits adorned with the iconic NB letters, these young stars bring to life distinct vacation experiences—beach days, golf outings, poolside fun, tennis matches, sailing adventures, and surfing escapades. Each scene perfectly captures the essence of summer fun and the bittersweet reluctance to say goodbye as the new school year begins. This heartfelt campaign encourages families to capture the fleeting moments of freedom before the school routine fully sets in, showcasing Newport Beach’s nostalgic charm and vibrant energy that’s sure to resonate with both kids and parents alike.



The campaign also marks the debut of the **Newport Beach Vacation Kids Club**, an extension of last fall's successful Newport Beach Vacation Club. This junior-level VIP loyalty program is designed with young travelers in mind, offering exclusive perks and experiences tailored just for them. Exclusive experiences for the Newport Beach Vacation Kids Club include Duke's Adventure at Balboa Bay Resort, featuring a complimentary kid's breakfast and a scavenger hunt with Duke the Dolphin; Paintbox Adventures at Pendry Newport Beach with a \$60 breakfast credit and \$100 daily credit for the children's club; and the Little Lido Explorers program at Lido House Hotel, offering a welcome package with fun activities and treats for kids. Another exciting addition launching alongside the campaign is the Vacation Club kids hat, a stylish and playful accessory crafted for young adventurers, is available for [pre-sale](#).

"We understand how special these last days of summer are for families, and our "Just One More Vacation" campaign is our way of encouraging them to cherish every moment," says Gary Sherwin, President & CEO of Visit Newport Beach. "Newport Beach offers the perfect blend of relaxation and adventure, making it an ideal destination for families to unwind and bond, creating everlasting memories. We're excited to welcome families to Newport Beach for one last, unforgettable vacation before the school year begins."

Families are encouraged to visit the new [NBVacationKidsClub.com](https://NBVacationKidsClub.com) website, where they'll discover a wealth of special offers and a complete guide to planning the perfect family getaway. The "Just One More Vacation" landing page provides everything needed for an unforgettable Newport Beach experience, from top family-friendly activities and dining options to the best accommodations. Whether it's a sun-soaked day at the beach, a scenic harbor cruise, or a delightful evening of al fresco dining, the landing page helps families craft a personalized itinerary that ensures everyone enjoys their time to the fullest.

For more information about the "Just One More Vacation" campaign, please visit [NBVacationKidsClub.com](https://NBVacationKidsClub.com) and follow Visit Newport Beach on [Instagram](#), [TikTok](#), [Facebook](#) and [LinkedIn](#). Looking to plan your family's perfect last vacation? Dial **1-800-94-COAST** for personalized recommendations and inspiration.

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

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