

VISIT NEWPORT BEACH CALIFORNIA



NATIONAL SALES DIRECTOR

reports to

Senior Vice President of Sales

location

Newport Beach, California

the organization

Visit Newport Beach Inc. is a non-profit, 501(c)6 destination marketing organization under contract with the City to position Newport Beach, California as a visitor and conference destination. Visit Newport Beach sells the destination through direct sales efforts, as well as advertising and public relations promotion. Visit Newport Beach is funded primarily by the city through Transient Occupancy Tax, as well as through a Meetings Assessment Partnership agreement (formerly the Tourism Business Improvement District) with hotel allies underlining the commitment to a synergistic approach, aiming to attract superior meetings and conventions.

For hospitality and tourism companies operating in Newport Beach, the organization's partnership gives visitors the assurance that their best interests are the first priority in providing non-biased destination recommendations and information tailored to their needs.

Visit Newport Beach works to provide excellent service as the ultimate resource to promote this Southern California destination for leisure travelers, as well as meetings and conferences. The team of destination experts have led the organization to receive the DMAP Accreditation with Distinction along with recognition by industry leaders HelmsBriscoe and ConferenceDirect.

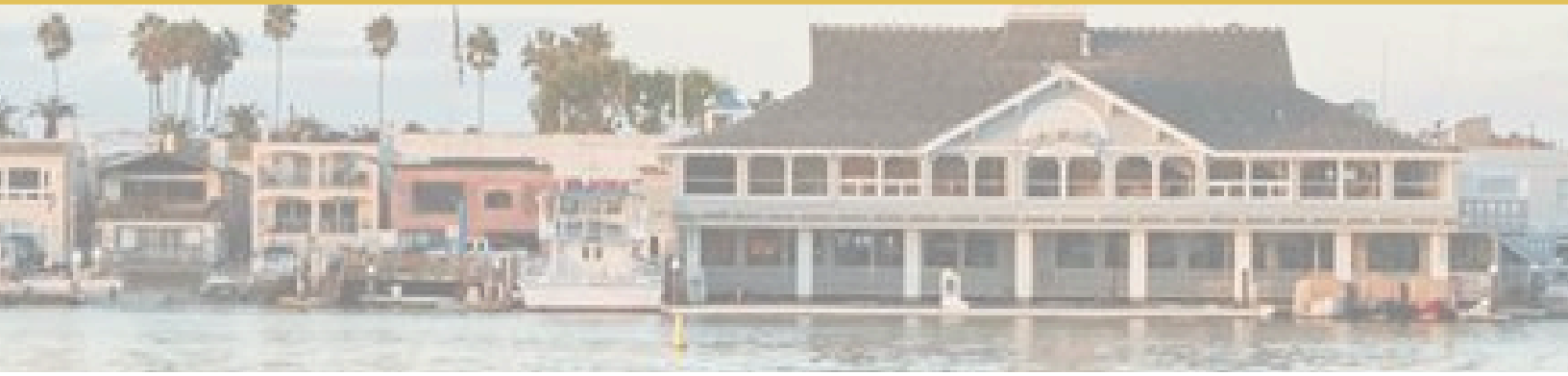
the position

The National Sales Director holds primary responsibility for the elevated engagement for promoting and securing group opportunities for Newport Beach partner hotels generating occupancy and group revenue for stakeholders. Visit Newport Beach operates with both stability and innovation, presenting opportunities for a relationship-driven sales high achiever to maximize the organization's reputation.

The National Sales Director exercises considerable independent judgment and initiative in managing their territory and meeting individual room night goals. The ideal candidate will possess a desire to leverage all opportunities to draw business to the region and build upon the existing reputation.

The role is accountable to professional brand representation throughout all industry events and in all client and stakeholder communication.

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responsibilities

- Proactively solicits group sales in assigned geographic/vertical markets producing the group business leads for hotel partners with a conversion ratio to meet room night goals
- Manages travel, trade show participation, sales trips, site visits, and other meeting planner outreach activities ensuring a strategic and robust set of sales initiatives and activities to accomplish production
- Effective communicator who develops and maintains professional relationships based on mutual trust and confidence with hotel partners, customers, and colleagues
- Offers innovative and strategic solutions in a relentless pursuit of securing best programs for hotels
- Results-driven closer with the ability to navigate the sales process: qualifying, negotiating, overcoming objections, and closing group leads
- Deep understanding of Visit Newport Beach mission and brand
- Adeptly navigates opportunities and challenges with internal and external clients
- Manages Simpleview CRM database with qualitative content that reflects knowledge of account and related contacts
- Other duties as assigned by Senior VP of Sales/DOS

qualifications

- Minimum of four (4) years of hotel or DMO sales experience with knowledge and understanding of leisure and group business
- Bachelor's degree or relevant industry experience
- Self-starter with time management skills to prioritize workload and projects to meet deadlines in a fast-paced environment
- Exhibits exceptional diplomacy and professionalism in all communications as a representative of the Newport Beach brand.
- Demonstrates a strong work ethic, consistently maintaining a high level of professionalism and preparedness
- Developed organizational and administrative skills with attention to detail and documentation, impeccable follow through
- Creates, plans, and executes action plans related to primary markets and room night goal
- Regular travel involved including sales trips to generate new leads, developing relationships with current clients, and attending industry meetings and events

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the mission

The mission of Visit Newport Beach Inc. is to partner with the tourism and hospitality industry by protecting and nurturing the destination brand and to deliver additional spending by leisure and conference visitors, leading to enhanced community economic vitality and quality of life.



the region

Newport Beach enjoys pride of place on the California Riviera. Nestled between Los Angeles and San Diego, and conveniently close to all Southern California attractions, including Disneyland, this destination is perfect for group meetings and events. With numerous hotels and resorts, a renowned yacht harbor, fine dining, shopping, worldclass golf courses, and a wealth of activities, it offers everything needed for an exceptional experience. Groups will have plenty of natural entertainment from the year-round mild temperatures, miles of pristine white sand beaches, a picturesque nature preserve, and hiking and biking trails.

Newport Beach is one of the most convenient meeting destinations thanks to its airport proximity, just minutes from Orange County's John Wayne Airport, 25 miles to Long Beach Airport and 45 miles to Los Angeles International Airport. The staff at Visit Newport Beach ensures that planning your meeting in Newport Beach is a streamlined, rewarding, and enjoyable process.

contact information

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