



VISIT NEWPORT BEACH'S WINTER CAMPAIGN RETURNS WITH A FRESH TWIST TO INSPIRE TRAVELERS TO EXPERIENCE THE WORLD OF APRÈS SEA

"Après Ski Sea" redefines winter escapes by inviting guests to stay at sea level and indulge in luxury coastal experiences in Newport Beach.



NEWPORT BEACH, CALIF. (January 6, 2025) – This winter, say goodbye to snow and hello to the unparalleled beauty and warmth of a luxurious escape in Newport Beach. Visit Newport Beach invites travelers to trade in their skis and snow boots for sunglasses and beachwear with its newly reimagined campaign, “Après Ski Sea.” Launching January 6 and running through March 2, 2025, the campaign transforms last year’s beloved theme into an even more vibrant celebration of coastal luxury. Visitors are encouraged to swap icy slopes for Newport Beach’s sun-kissed shores, where world-class amenities and unforgettable experiences redefine the concept of winter getaways. From breathtaking waterfront accommodations and five-star dining to rejuvenating spa treatments and thrilling harbor excursions, “Après Sea” delivers the ultimate escape from the ordinary.

Dive into the world of “Après Sea” with a campaign commercial that promises to transport viewers to a reimagined winter luxury escape. The commercial kicks off by drawing you into the excitement of a snowy adventure complete with frosty peaks, furry snow boots, ski equipment and ski goggles reflecting a wintry scene. Just when you think you’re in for a traditional ski getaway, the scene flips to reveal the sun-soaked shores of Newport Beach. Suddenly, the chill of the mountains is replaced with the warmth of Newport Beach, as vibrant yachts sail across the sparkling harbor and friends bask in coastal bliss. This surprising twist captures the essence of the “Après Sea” campaign—inviting travelers to trade the slopes for sunshine, and embrace a winter like no other, where luxury and winter fun await at every turn.

“With our ‘Après Sea’ campaign, we’re redefining the entire winter travel experience by inviting visitors to leave the slopes behind and embrace the warm, vibrant shores of Newport Beach,” says Gary Sherwin, President & CEO of Visit Newport Beach. “From lounging on a private yacht, indulging in gourmet dining with ocean views, or exploring the unique charm of our boutique shops, Newport Beach provides the ultimate escape for those seeking a luxurious and serene retreat. Here, winter becomes a time to unwind under endless sunshine, indulge in world-class amenities, and immerse yourself in the unparalleled beauty of our coastal paradise, transforming the ordinary into something extraordinary.”



Travelers can fully immerse themselves in the “Après Sea” experience through a dedicated landing page, offering exclusive hotel packages, handpicked itineraries, and expert tips designed to help visitors make the most of their winter getaway in Newport Beach. From cozy, waterfront dining with stunning views to uncovering hidden gems tucked away along the coast, the page provides all the information needed for an unforgettable trip. Guests can enjoy family-friendly activities by the sea, indulge in world-class “sea-level” spa treatments that rejuvenate the body and mind, and unwind with personalized experiences tailored to every need. Additional highlights include seasonal hotel promotions, curated local adventures for exploring the area’s unique charm, and a lineup of festive events that infuse the season with excitement and warmth.

Join the movement to embrace “Après Sea” and experience the coastal magic of Newport Beach this winter! For more information about the campaign, please visit [StayAtSeaLevel.com](https://www.StayAtSeaLevel.com) and follow Visit Newport Beach on [Instagram](#), [TikTok](#), [Facebook](#) and [LinkedIn](#).

Link to Campaign Assets: [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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