



NEWPORT BEACH IS CALLING: EMBARK ON A DREAMLIKE ESCAPE WHERE SEASIDE ENCHANTMENT AND LUXURY AWAIT

Visit Newport Beach's latest campaign invites travelers to surrender to the magic of the coast, where romance, adventure, and barefoot luxury await



NEWPORT BEACH, CALIF. (March 3, 2025) – Launching today, Visit Newport Beach is casting a spell of wanderlust with its enchanting new spring and summer marketing campaign, “Newport Beach is Calling.” The campaign transports travelers into a dreamlike world of romance and adventure, where sunlit sails, moonlit harbor cruises, and barefoot luxury await. With breathtaking ocean views, world-class resorts, and unforgettable experiences, Newport Beach invites you to surrender to the magic of the sea. Bask in the glow of sunlit adventures, indulge in oceanfront luxury, and let each wave carry the promise of something extraordinary. Whether exploring timeless coastal attractions or setting sail into the horizon, every moment is an invitation to embrace adventure. With every wave comes a new adventure—so dive in, explore, and let the dream unfold.

The “Newport Beach is Calling” campaign commercial follows the dream of a fisherman, enchanted by a chorus of sirens who emerge from the sea in Newport Beach. Their alluring queen beckons him ashore, leading him into an opulent and romantic escape filled with golden-hour sails, seaside suppers, and barefoot luxury. Just as their story crescendos under the setting sun, the fisherman awakens in his cabin, realizing it was all a dream. But the magic lingers, and he sets his sights on returning to Newport Beach to turn his dream into reality. The campaign’s stunning visuals capture the effortless beauty of Newport Beach, seamlessly blending maritime mystique with modern coastal luxury. Along with the campaign, Visit Newport Beach’s AI concierge, *Marina*, is making vacation planning effortless—just dial 1-800-94-COAST to connect and let your personal vacation guru curate the perfect getaway, whether you’re a foodie, an adventure seeker, or simply looking to unwind by the shore.

“The launch of ‘Newport Beach is Calling’ marks an exciting new chapter in our seasonal campaigns, offering a fun and imaginative take on destination marketing,” says Gary Sherwin,



President & CEO of Visit Newport Beach. “Life is but a dream in our city by the sea, and this campaign invites travelers to drift into their dream escape—where sandy shores, shimmering pools, and breezy oceanfront retreats await. With more days to bask, unwind, and indulge, your perfect getaway is just a tide away.”

The “Newport Beach is Calling” landing page is your direct gateway to the ultimate coastal escape, where luxury, adventure, and relaxation blend seamlessly against a backdrop of sunlit shores and sparkling waters. Answer the call of the sea and surrender to the magic of Newport Beach, where oceanfront indulgence, moonlit harbor cruises, and timeless seaside attractions create the perfect spring or summer retreat. Whether you’re seeking a rejuvenating wellness getaway by the waves, world-class dining from renowned chefs, thrilling outdoor excursions, or chic seaside shopping, the campaign’s digital hub curates the best experiences to turn the tide in your favor. With every wave comes a new adventure—immerse yourself, explore, and let the dream unfold in a destination that feels like a world of its own.

For more information about the “Newport Beach is Calling” campaign, please visit NewportBeachisCalling.com and follow Visit Newport Beach on [Instagram](#), [TikTok](#), [Facebook](#) and [LinkedIn](#). Seeking vacation recommendations? Dial **1-800-94-COAST** for the exclusive vacation hotline that will be your personal concierge for tailored recommendations, information, and inspiration crafted just for you.

Link to Campaign Assets + Commercial: [HERE](#)

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ABOUT VISIT NEWPORT BEACH:

Visit Newport Beach Inc. is the official Destination Marketing Organization for the City of Newport Beach, dedicated to promoting the destination and driving economic growth by attracting leisure and conference visitors. As a 501(c)6 non-profit organization, Visit Newport Beach partners with the tourism and hospitality industry to enhance visitor spending, ultimately contributing to the community’s quality of life. Through strategic sales, marketing, advertising, and public relations efforts, the organization positions Newport Beach as a premier travel and conference destination. For more information, please go to www.VisitNewportBeach.com.

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