



VISIT NEWPORT BEACH LAUNCHES THIRD ITERATION OF SIGNATURE FALL CAMPAIGN, “NEWPORT BEACH VACATION CLUB”

An invitation for discerning travelers to embrace life’s finest moments with unparalleled service in Newport Beach.



NEWPORT BEACH, CALIF. (September 2, 2025) – Visit Newport Beach is unveiling volume 3 of its signature fall campaign, “Newport Beach Vacation Club,” celebrating seasoned travelers seeking unforgettable experiences marked by effortless style, sophistication, and a touch of glamour. Building on the success of the 2023 launch of the Newport Beach Vacation Club and last year’s family-focused Newport Beach Vacation Kids Club, this campaign caters to mature generations as well as couples, girlfriends, and friends looking for elevated getaways filled with relaxation, indulgence, and memorable moments. With an emphasis on over-the-top service, curated experiences and amenities, and white-glove attention, Newport Beach remains the destination where visitors can celebrate life, live out their dreams, and savor the freedom that fits in a suitcase. However you choose to stay, play, or unwind, the grand life is always within reach in Newport Beach.

The campaign commercials and creative follow three distinctive ‘chapters’ celebrating different styles of travel: Girls Getaway, Couples Escape, and a Guys Weekend. Each storyline captures vacations defined by luxury, confidence, and effortless sophistication. Set against the stunning Newport Beach coastline, the campaign features a cast of travelers aged 55+ enjoying glamorous, spontaneous moments, from seaside dining and poolside relaxation to harbor adventures and boutique shopping excursions. Adding to the energy and vibrancy, the commercials are set to a custom high-energy song that infuses each scene with fun, glamour, and celebration. Through bright, cinematic, yet candid imagery, the campaign reflects a lifestyle that is both aspirational and natural, highlighting the best years of life and the joy of experiencing freedom through travel.



“Research shows that older generations are increasingly seeking luxury travel experiences that combine comfort, style, and exclusivity,” said Gary Sherwin, President & CEO of Visit Newport Beach. “With the Newport Beach Vacation Club Vol. III, we’re providing a collection of highly curated escapes where guests can enjoy white-glove service, memorable adventures, and the freedom to live better than ever. Vacation isn’t just a getaway, it’s a celebration, and Newport Beach is here to make it effortless, glamorous, and unforgettable.”

Visitors are encouraged to explore the Newport Beach Vacation Club [landing page](#), the digital hub for planning the ultimate Newport Beach escape. The landing page provides everything needed for a personalized getaway, from exclusive Platinum Perks at top resorts and restaurants to curated itineraries for every style of traveler. The Inspiring Voyages showcase the many ways to experience Newport Beach at its grandest, whether it’s a girls’ getaway filled with lounging and late-night toasts, a guys’ escape of golf and harbor views, a romantic retreat made for exploring followed by champagne sunsets, or a family adventure that brings generations together. With ten golden miles of shoreline, a sparkling harbor, and neighborhoods rich with charm, the landing page also highlights the very best of Newport Beach’s amenities, including luxurious accommodations, dockside dining, boutique shopping, spa rituals, and seaside wellness, all designed to remind travelers that in Newport Beach, **Life is Grand!**

For more information about the “Newport Beach Vacation Club Vol. III” campaign, please visit NewportBeachVacationClub.com and follow Visit Newport Beach on [Instagram](#), [TikTok](#), [Facebook](#) and [LinkedIn](#). Looking to plan the perfect fall vacation? Dial **1-800-94-COAST** for personalized recommendations and inspiration.

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

###

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.



MEDIA CONTACT:

Megan Johns

Communications Manager, Visit Newport Beach

megan@visitnewportbeach.com | (949) 706-5309