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VISIT NEWPORT BEACH UNWRAPS FOURTH ANNUAL '50 DAYS OF FESTIVE FUN' AS THE 118TH NEWPORT BEACH CHRISTMAS BOAT PARADE LIGHTS UP THE SEASON

Running from November 16, 2026, through January 4, 2027, Newport Beach transforms into the 'Most Festive Coastal Destination in America' with dazzling light displays, family-friendly events, festive dining, and more



Link to images (PC: Visit Newport Beach)

NEWPORT BEACH, CALIF. (November 3, 2026) – 'Tis the season to make unforgettable memories in Newport Beach as Visit Newport Beach unveils the fourth annual 50 Days of Festive Fun holiday campaign, the longest-running destination-wide holiday celebration in the nation. The celebration runs for 50 days, from November 16, 2026, through January 4, 2027, inviting guests to experience the magic of the holiday season, Newport Beach style. This holiday season holds special significance as it marks the grand finale of Visit Newport Beach's yearlong **'**120 Years of Welcome**'** campaign, celebrating the city's 120th anniversary and its enduring legacy as one of California's most beloved coastal destinations since its incorporation in 1906.

From dazzling tree lightings and festive holiday markets to beautifully adorned luxury resorts, seasonal culinary delights, and endless holiday shopping, Newport Beach comes alive with the magic of the season, inviting locals and visitors alike to celebrate in true coastal style. The crown jewel of the holiday season, the iconic Newport Beach Christmas Boat Parade, returns for its 118th year, illuminating Newport Harbor from December 16–20, 2026. The festivities kick off with a spectacular Opening Night celebration at Marina Park, where guests can browse a festive holiday marketplace by Creative Communal, setting the stage for five unforgettable evenings of holiday magic on the water.

In celebration of Newport Beach's 120th anniversary, this year's Christmas Boat Parade will shine a spotlight on the city's very own celebrities: the remarkable individuals, families and community leaders who have helped shape Newport Beach over the past 120 years. Visit Newport Beach will transform the Grand Marshal yacht into a floating celebration of the city's rich history, coastal

heritage and enduring community spirit, with each evening honoring a different group of local icons.

The celebration begins on Wednesday, December 16, with a tribute to the **Beek family**, whose legacy is deeply intertwined with Newport Harbor and the Christmas Boat Parade itself. In addition to establishing the Balboa Island Ferry in 1919, Joseph Beek helped revive the illuminated boat parade that same year, laying the foundation for the beloved holiday tradition that continues more than a century later. Thursday recognizes past **Newport Beach Citizens of the Year** for their leadership, philanthropy and contributions to the community, and Friday continues the annual tradition of honoring the **public safety professionals** who serve and protect the city. On Saturday, the spotlight turns to the **2027 Rose Queen and her Royal Court,** celebrating Newport Beach's longstanding connection with the Tournament of Roses. Sunday's closing night salutes **former Newport Beach mayors** whose leadership and service have helped guide and shape the city throughout its history.

Together, these honorees make the Grand Marshal celebration a fitting finale to Newport Beach's yearlong 120 Years of Welcome campaign, honoring not only the city's storied past but the people who have made it one of Southern California's most beloved coastal destinations.

With over 50 free viewing locations, there are plenty of ways for visitors to soak in the spectacle, and this guide highlights Newport Beach's favorite vantage points.

Visitors can also take in the lights from the water. Newport Beach Christmas Boat Parade & Holiday Lights Cruises run from November 27,, 2026 through January 2, 2027, with cruises starting at just $23 per person, and City Cruises offers festive holiday excursions with epic views of the parade from the comfort of a luxury yacht.

Holiday Happenings Across Newport Beach

Beginning in November, the season sparkles to life. Holiday tree lightings kick off at VEA Newport Beach on November 19, followed by Pendry Newport Beach on November 27, and Balboa Bay Resort on November 29. Newport Dunes Waterfront Resort & Marina launches the 36th Annual Lighting of the Bay and the Fire & Lights Festival on November 27 with fire pits, s'mores, fire dancing, photos with Santa, an igloo bar, giant inflatables and over 50 floating holiday light displays on the bay.

Garden lovers can stroll through Merry & Bright Nights at Sherman Gardens from December 3 through 17 or explore the Christmas Boutique at Roger's Gardens through December 23. Holiday shoppers will find unique gifts at Balboa Bay Resort's Mistletoe Market on November 22 and Crystal Cove's Annual Tree Lighting and Holiday Bazaar on December 5.

Community traditions shine throughout December. Santa makes his arrival at Lido Marina Village on December 5, and the 47th Annual Corona del Mar Christmas Walk fills the village with holiday cheer on December 6. On December 13, the Balboa Island Holiday Home Walking Tour showcases the island's most festive homes.

Newport Beach resorts bring the holiday magic, too. At both VEA Newport Beach and The Resort at Pelican Hill, guests can order holiday décor amenities straight delivered straight to guest rooms and villas. Families can enjoy Pancakes & Pajamas and Story Time With Mrs. Claus at Pendry Newport Beach, along with Island Christmas at Hyatt Regency Newport Beach, a one-of-a-kind holiday luau where the magic of the season meets the spirit of the islands. Guests can also cozy up at VEA's Holiday Hideout lounge and at Lido House Hotel's Holiday High Tea.

Festive dining rounds out the season with Thanksgiving feasts at The Resort at Pelican Hill, Balboa Bay Resort, Hyatt Regency Newport Beach, VIEW at VEA Newport Beach and more, plus a Thanksgiving Day Premier Brunch Cruise. Christmas brings a Caviar Brunch Buffet at The Resort at Pelican Hill, a Champagne Brunch at Balboa Bay Resort and Christmas Dinner at VIEW at VEA Newport Beach. Ring in 2027 in Newport Beach style at Balboa Bay Resort, VIEW at VEA Newport Beach, and other luxury resorts in town with upscale celebrations.

"Newport Beach shines brightest during the holidays, and our fourth annual '50 Days of Festive Fun' brings more ways than ever to celebrate the season by the sea," says Gary Sherwin, President & CEO of Visit Newport Beach. "From the 118th Newport Beach Christmas Boat Parade and its grand kickoff at Marina Park to tree lightings, holiday markets and festive dining across the city, Newport Beach is truly the most festive coastal destination in America, and we can't wait to welcome visitors and locals to create lasting memories with the people they love."

From cherished traditions to radiant waterfront celebrations, Newport Beach invites families, couples, and holiday revelers to experience the magic of the season in America's favorite coastal holiday destination. For the entire calendar of '50 Days of Festive Fun' events, please visit www.50DaysOfFestiveFun.com and follow Visit Newport Beach on Instagram, TikTok, Facebook and LinkedIn.

Link to campaign images: HERE, courtesy of Visit Newport Beach

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ABOUT VISIT NEWPORT BEACH

Visit Newport Beach Inc. is the official Destination Marketing Organization for the City of Newport Beach, California, a storied coastal enclave renowned for its world-class harbor, pristine beaches, and elevated blend of outdoor adventure and sophisticated luxury. As a 501(c)6 non-profit organization dedicated to promoting the destination and driving economic growth by attracting leisure and conference visitors, 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 visit www.VisitNewportBeach.com.

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