ATTACHMENT C

## FY 2025 VISIT NEWPORT BEACH, INC. LEISURE MARKETING (TOT) **Performance STANDARDS REPORT** JULY 1, 2024 – JUNE 30, 2025



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*L* ourism remains a cornerstone of the Newport Beach economy, fueling employment growth, income generation, and infrastructure enhancement. The influx in quality visitors translates into substantial spending across various sectors, including hotels, restaurants, attractions, retail, and local businesses, making tourism a vital driver of economic development.

As Visit Newport Beach tackles new opportunities in leisure marketing, we are focused on boosting visitor spending by highlighting the luxury renaissance in our hotel, resort, and retail product, while promoting and marketing our visitor-serving partner businesses, local investors, and residents who contribute to revitalizing our destination appeal and enhancing our performance as destination marketers in the coming years.

Our approach involves leveraging the full spectrum of marketing initiatives to achieve these objectives. Through integrated efforts across marketing, communications, advertising, digital platforms and media relations, we aim to nurture relationships that keep Newport Beach aligned with emerging travel trends. Our goal is to drive incremental visitation and spending to Newport Beach, ensuring our city remains a top choice for travelers.

The cross-functional team at Visit Newport Beach has developed an integrated business plan specifically tailored for the leisure traveler customer segment. This plan sets quantifiable objectives, implements strategies designed to achieve those objectives through innovative marketing, and outlines tactics that support overarching strategies. By harnessing the collective resources and expertise of our marketing team, we are poised to deliver impactful results and solidify Newport Beach's position as a premier travel destination.

#### VISIT NEWPORT BEACH, INC. (TOT)

### TOTAL Annual Performance

FY2025 YTD ACHIEVED AS OF 4/30/25

1.1K

TOTAL PR/MEDIA PLACEMENTS

**132M** 

TOTAL AD IMPRESSIONS

### **1.3**M

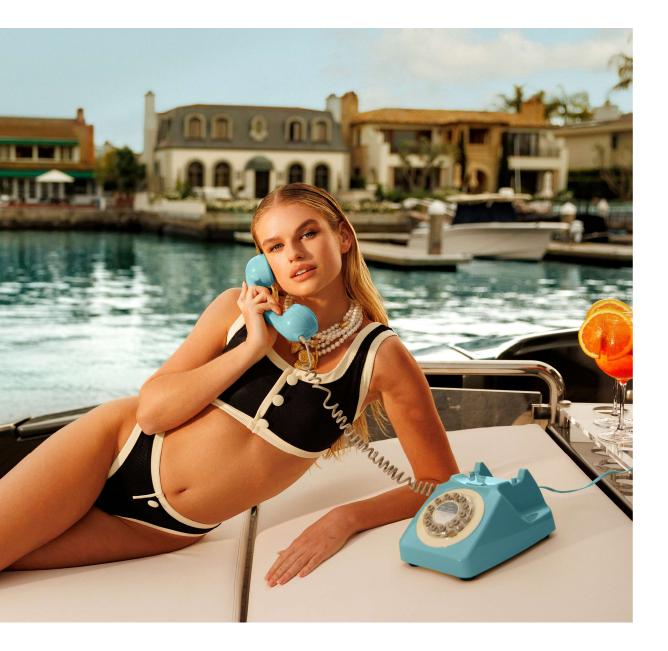
TOTAL WEBSITE SESSIONS

916K

CLICKS

316K

TOTAL SOCIAL MEDIA FOLLOWERS



# SUNNER 2024 Newport Beach is Calling

\$17.4M

EGONOMIC IMPACT

**23M** 

**280K** 

AD IMPRESSIONS

WEBSITE LANDING PAGE VIEWS

60K

130M SOCIAL MEDIA

SOCIAL MEDIA

SOCIAL MEDIA REACH

**151M** PUBLIC RELATIONS

UBLIC RELATIONS IMPRESSIONS

## FALL 2024 Newport Beach Vacation Kids Club AUGUST 19 - NOVEMBER 1



**26M** 

AD IMPRESSIONS

178K WEBSITE LANDING PAGE VIEWS

**226K** 

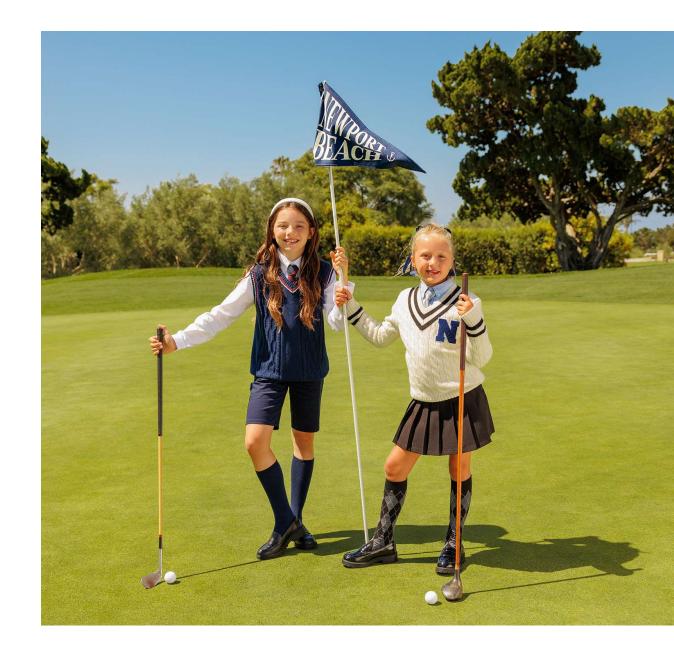


SOCIAL MEDIA IMPRESSIONS



128M

PUBLIC RELATIONS IMPRESSIONS





HOLIDAY 2024 50 Days of Festive Fun NOVEMBER 15 - JANUARY 3

\$8.9M

ECONOMIC IMPACT

**26M** 

**48K** 

AD IMPRESSIONS

WEBSITE LANDING PAGE VIEWS

**1.4M** 

SOCIAL MEDIA

IMPRESSIONS

SOCIAL MEDIA

REACH

**613K** 

567M

PUBLIC RELATIONS IMPRESSIONS

WINTER 2025 Après <del>Ski</del> Sea

JANUARY 6 – MARCH 2 (PAUSED FROM JAN.17-FEB.17 DUE TO FIRES)

\$6.9M

14M

AD IMPRESSIONS

WEBSITE LANDING PAGE VIEWS

**15K** 

**1.3M** 

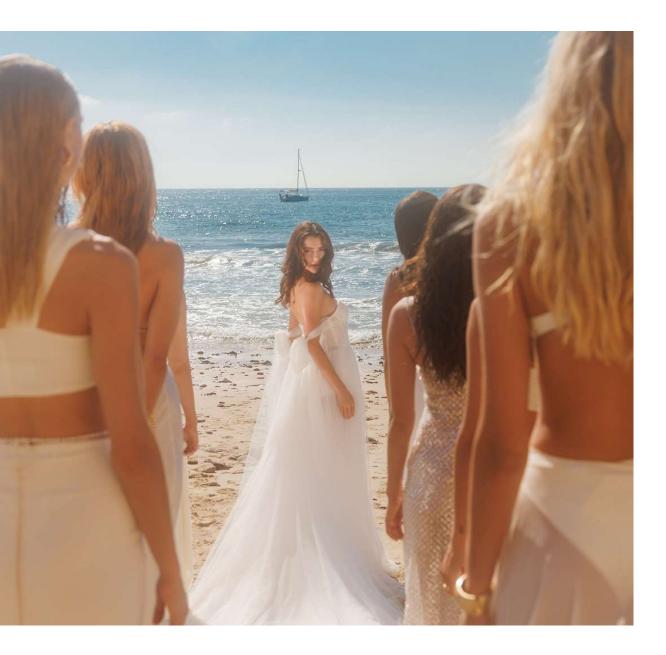
SOCIAL MEDIA IMPRESSIONS



**214K** 

2.7M PUBLIC RELATIONS IMPRESSIONS





# SPRING/ **SUMMER** 2025 Newport Beach is Calling

MARCH 3 - AUGUST 31

Campaign is still underway, so metrics won't be received until September 2025.