

FY 2025
VISIT NEWPORT BEACH, INC.
LEISURE MARKETING (TOT)

Performance
STANDARDS REPORT

JULY 1, 2024 — JUNE 30, 2025



VISIT
NEWPORT
BEACH
CALIFORNIA

Tourism 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

1.3M

TOTAL WEBSITE
SESSIONS

916K

TOTAL AD
CLICKS

316K

TOTAL SOCIAL MEDIA
FOLLOWERS



SUMMER 2024

Newport Beach is Calling

JUNE 20 - AUGUST 18

\$17.4M

ECONOMIC
IMPACT

23M

AD IMPRESSIONS

280K

WEBSITE LANDING
PAGE VIEWS

60K

SOCIAL MEDIA
IMPRESSIONS

130M

SOCIAL MEDIA
REACH

151M

PUBLIC RELATIONS
IMPRESSIONS

FALL 2024

Newport Beach Vacation Kids Club

AUGUST 19 – NOVEMBER 1

\$17M

ECONOMIC
IMPACT

26M

AD IMPRESSIONS

178K

WEBSITE LANDING
PAGE VIEWS

2M

SOCIAL MEDIA
IMPRESSIONS

226K

SOCIAL MEDIA
REACH

128M

PUBLIC RELATIONS
IMPRESSIONS





HOLIDAY 2024

50 Days of Festive Fun

NOVEMBER 15 - JANUARY 3

\$8.9M

ECONOMIC
IMPACT

26M

AD IMPRESSIONS

48K

WEBSITE LANDING
PAGE VIEWS

1.4M

SOCIAL MEDIA
IMPRESSIONS

613K

SOCIAL MEDIA
REACH

567M

PUBLIC RELATIONS
IMPRESSIONS

WINTER 2025

Après Ski Sea

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

\$6.9M

ECONOMIC
IMPACT

14M

AD IMPRESSIONS

15K

WEBSITE LANDING
PAGE VIEWS

1.3M

SOCIAL MEDIA
IMPRESSIONS

214K

SOCIAL MEDIA
REACH

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.**