

NEWPORT BEACH  
— & —  
COMPANY



DESTINATION  
BUSINESS  
PLAN

FISCAL YEARS 2025 & 2026



# IMPACT *of* TOURISM

IN NEWPORT BEACH

IF YOU TOOK THE TOURISM INDUSTRY AWAY FROM NEWPORT BEACH...

TO KEEP NEWPORT BEACH GOVERNMENT SERVICES FLOWING AT THE SAME LEVELS:  
IT WOULD COST EVERY NEWPORT BEACH HOUSEHOLD AN ADDITIONAL  
**\$1,139 IN TAXES PER YEAR.**

TO KEEP THE NEWPORT BEACH ECONOMY CHURNING AT THE SAME LEVELS:  
IT WOULD COST EVERY NEWPORT BEACH HOUSEHOLD AN ADDITIONAL  
**\$43,922 IN ADDITIONAL LOCAL SPENDING PER YEAR.**

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# INTRODUCTION



# INTRODUCTION

04 LETTER FROM CHAIR AND CEO

05 NEWPORT BEACH & COMPANY OVERVIEW



# 03



# LETTER from CHAIR & CEO

As Newport Beach & Company stands on the brink of a fresh biennial business cycle, it's a moment to reflect on the achievements of the past momentous year and anticipate the promising trajectory ahead. The preceding years have been nothing short of exceptional for Newport Beach, marked by a surge in tourism and business growth that has propelled us beyond pre-pandemic levels.

Throughout FY 2023, our unwavering dedication to driving tourism, fostering group business, and crafting innovative marketing strategies resulted in record-breaking tourism-occupancy tax (TOT) collections. We've not only surpassed pre-pandemic average daily rates (ADR) from 2019 but have also outpaced our competitors, reinforcing Newport Beach's position as a premier global luxury leisure and meeting destination.

Newport Beach has seen a steady increase in consumer demand for its aspirational lifestyle, leading to the highest annual revenue per available room (RevPAR) growth rate among its competitive counterparts in 2023. Notably, Newport Beach's ADR and RevPAR have outpaced most of its competitive set since 2019. Although the city's hotel occupancy has not yet recovered to 2019 levels, it grew by nearly 10% in 2023, showcasing resilience and adaptability in the face of challenges.

As we look forward, we extend our gratitude for your ongoing support of Newport Beach & Company and your integral role in creating memorable experiences for our visitors. We hope the insights gained from our journey will inspire your own plans and endeavors.

Excitingly, Newport Beach is experiencing a luxury renaissance, spearheaded by local visionaries and investors. The recent debut of Pendry Newport Beach heralds a new era of casual glamour and sophistication, while the upcoming opening of RH Newport Beach, The Gallery at Fashion Island promises a breathtaking rooftop dining experience with ocean views. Further developments in late 2024 and beyond are poised to elevate our destination's appeal even further.

This renewed vibrancy and confidence in Newport Beach are reflected in our hospitality partners' commitment to setting new standards in coastal luxury. Newport Beach & Company is reimagining business strategies to ensure continued excellence and our marketing team has really pushed the envelope to position Newport Beach as a global luxury lifestyle brand. Through the creation of five luxury leisure campaigns, all produced and executed in-house, those efforts have generated more than 250,000 room nights and more than \$65 million in economic impact to the destination over the past fiscal year.

Looking ahead to fiscal years 2024 and 2025, Newport Beach & Company is excited to showcase our luxury renaissance, fueled by the dedication of our staff, partners, and community. Together, we will elevate our destination brand to unprecedented heights, promising an exhilarating journey ahead.

Here's to a spectacular summer finale and the exciting adventures awaiting us!



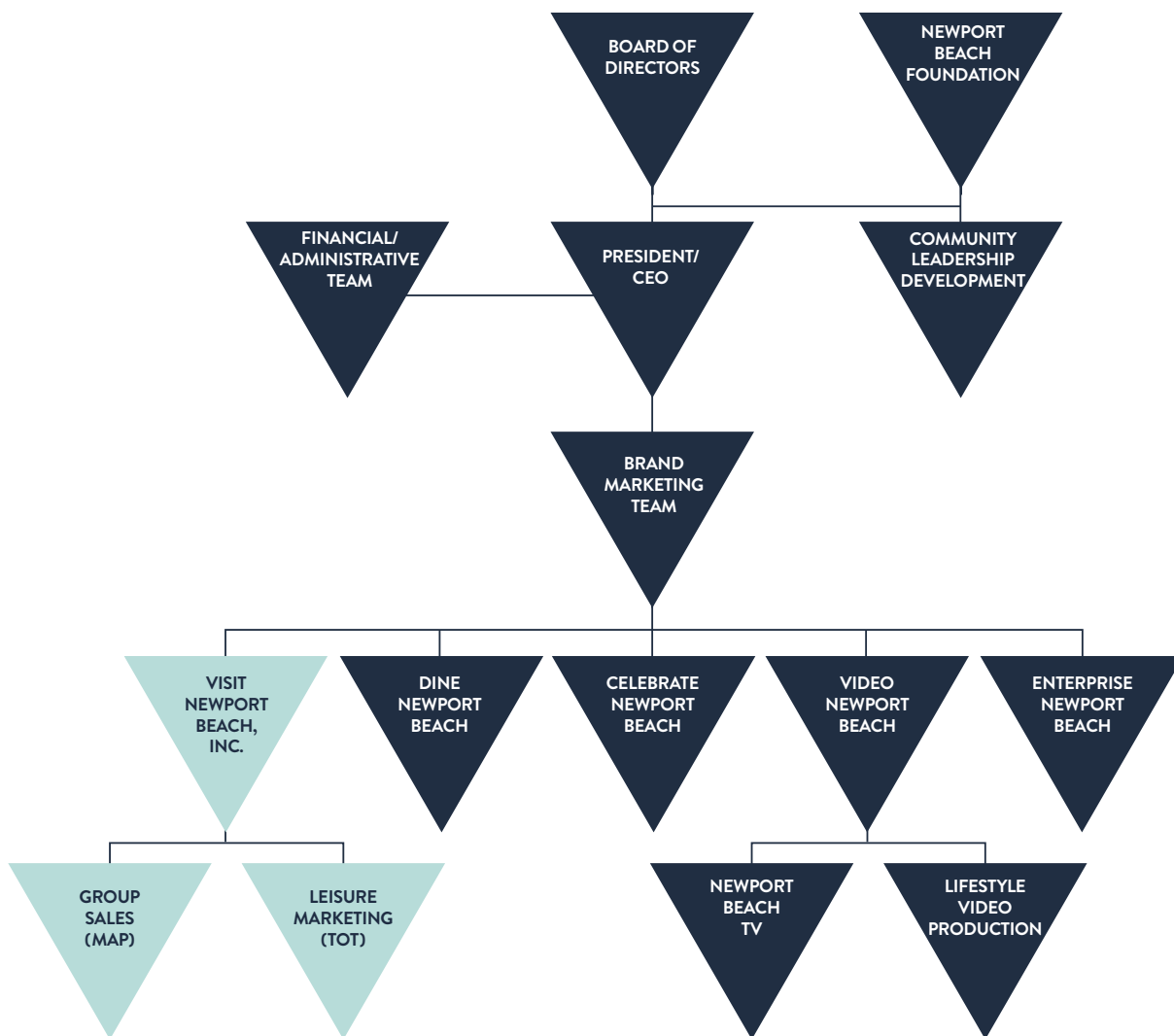
**Gary C. Sherwin, APR, CDME**  
President & CEO  
Newport Beach & Company



**Debbie Snavelly**  
Chairperson  
Newport Beach & Company

OUR VESSEL ANCHORS IN  
**NEWPORT *Beach's***

COMPETITIVE LANDSCAPE,  
RIPE WITH UNEXPLORED  
OPPORTUNITIES.





# BUSINESS INTELLIGENCE







BUSINESS INTELLIGENCE

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RESEARCH

# LEISURE

## *Traveler*

Newport Beach & Company fosters a strong tourism environment to attract visitors with strategic marketing efforts, and to engage them in market to create a positive experience for return visitation. NB&Co subscribes to an array of business intelligence platforms to continuously analyze, track and evaluate the effectiveness and ROI for all marketing initiatives, tracking incremental visitor trips, overnight stays, spend generated by marketing campaigns, and overall economic impact. NB&Co will continue to build upon and refine existing marketing strategies while seeking new and imaginative ways to increase and extend visitation and overnight stays in Newport Beach.

The research and forecasts found on the following pages include in-state, domestic and international. Leveraging qualitative and quantitative data as well best practices, and resources, NB&Co will plan and execute integrated campaigns to accomplish the objectives set forth to keep Newport Beach at the forefront of travel trends and drive incremental visitation to Newport Beach.

## IMPACT OF TOURISM IN NEWPORT BEACH

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SAME LEVELS: IT WOULD COST EVERY NEWPORT BEACH  
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**\$1,139**

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**\$43,922**

IN ADDITIONAL LOCAL SPENDING PER YEAR.

## THE NEWPORT BEACH VISITOR ECONOMY - 2022



**4.1M**

TOTAL VISITATION



**\$1.2B**

VISITOR SPENDING



**\$1.5B**

TOTAL ECONOMIC  
IMPACT OF TOURISM



**11K**

TOTAL JOBS  
GENERATED



**\$139M**

STATE & LOCAL  
TAXES GENERATED

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# NEWPORT BEACH HOTEL *Outlook*

## HISTORICAL HOTEL METRICS (2018 - 2023)

	SUPPLY	DEMAND	OCCUPANCY	REVENUE	ADR	REVPAR
2018	1,218,919	869,470	71%	\$228,686,071	\$263	\$188
2019	1,242,460	939,85	76%	\$242,183,208	\$258	\$195
2020	956,612	413,782	43%	\$113,412,467	\$274	\$119
2021	1,125,036	939,895	51%	\$185,076,354	\$320	\$165
2022	1,122,696	693,334	62%	\$243,515,263	\$351	\$217
2023	1,124,300	760,551	68%	\$258,450,648	\$340	\$230

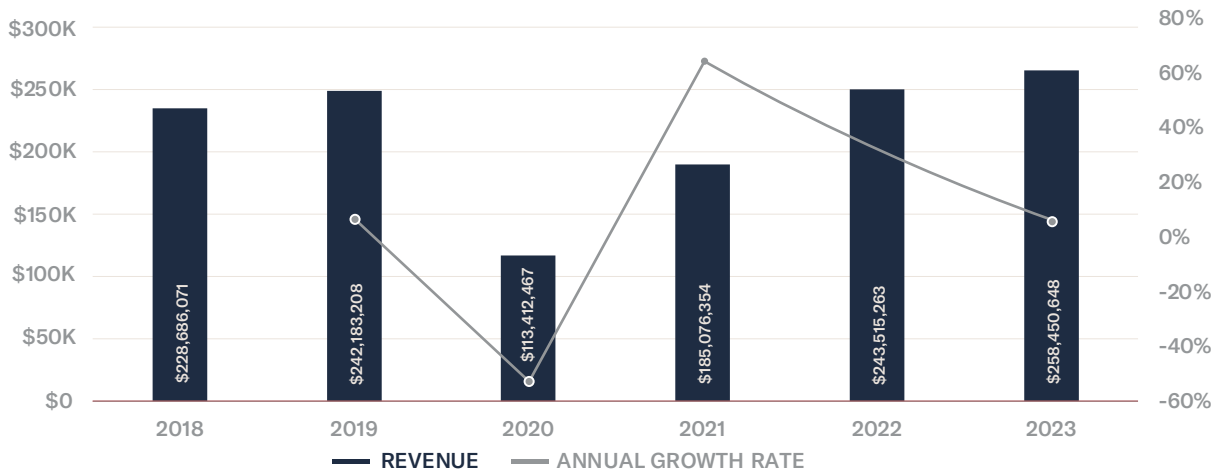
SOURCE: SMITH TRAVEL RESEARCH

## HISTORICAL HOTEL METRICS (2020 - 2023) PERCENT RELATIVE TO 2019 (2019 - 100 PERCENT)

	SUPPLY	DEMAND	OCCUPANCY	REVENUE	ADR	REVPAR
2020	77%	44%	57%	47%	106%	61%
2021	91%	62%	68%	76%	124%	84%
2022	90%	74%	82%	101%	136%	111%
2023	90%	81%	89%	107%	132%	118%

SOURCE: SMITH TRAVEL RESEARCH

### ANNUAL TOTAL HOTEL REVENUE (\$)



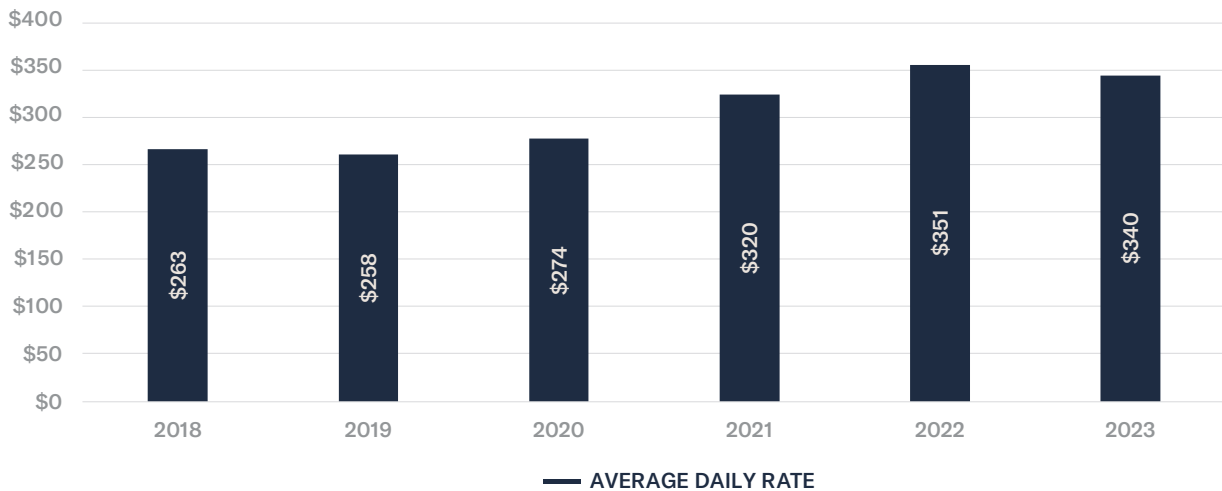
SOURCE: SMITH TRAVEL RESEARCH

### ANNUAL HOTEL OCCUPANCY (%)



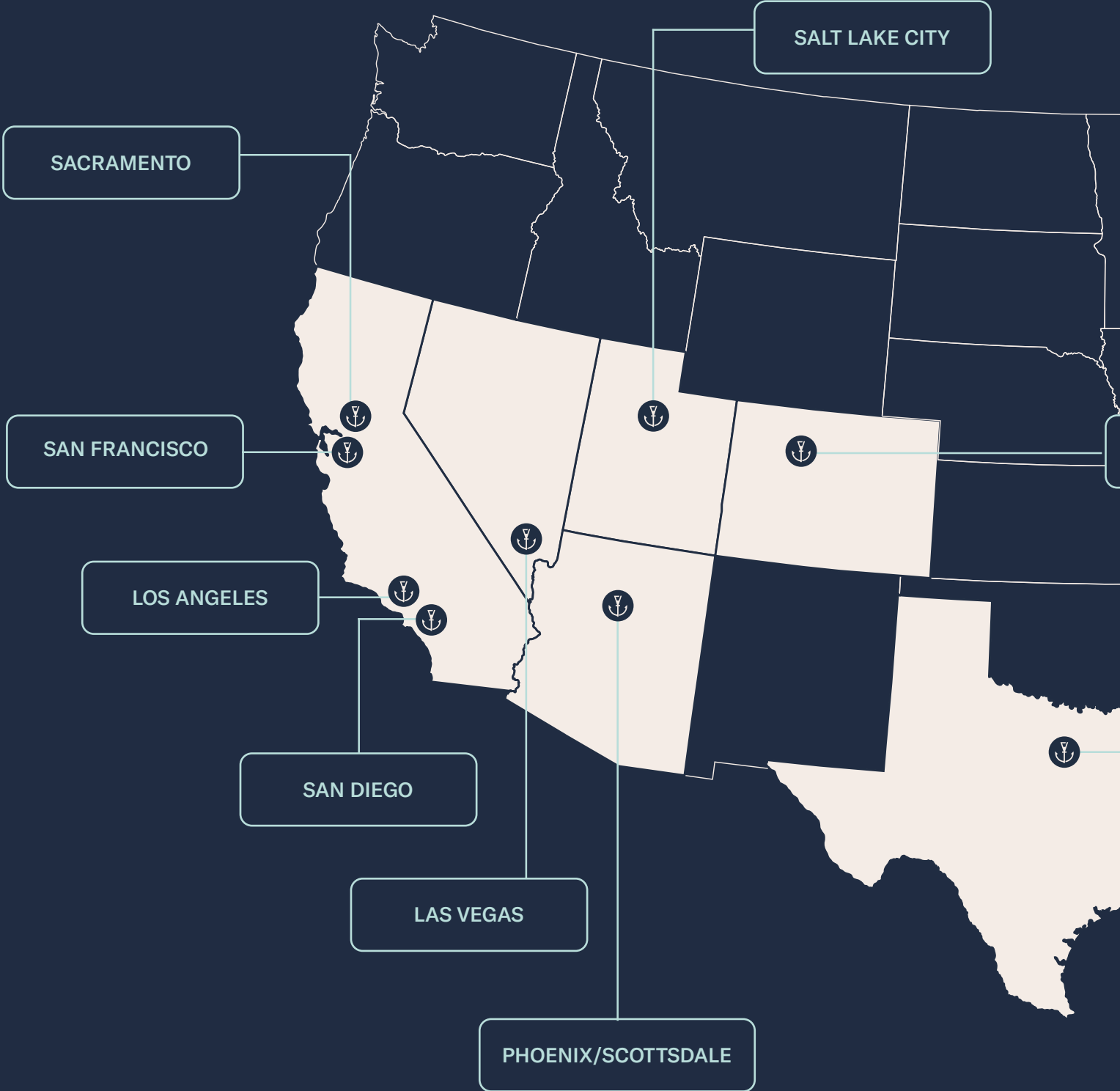
SOURCE: SMITH TRAVEL RESEARCH

### ANNUAL HOTEL AVERAGE DAILY RATE (\$)



SOURCE: SMITH TRAVEL RESEARCH

LEISURE  
**TRAVELER**  
*Feeder Markets*



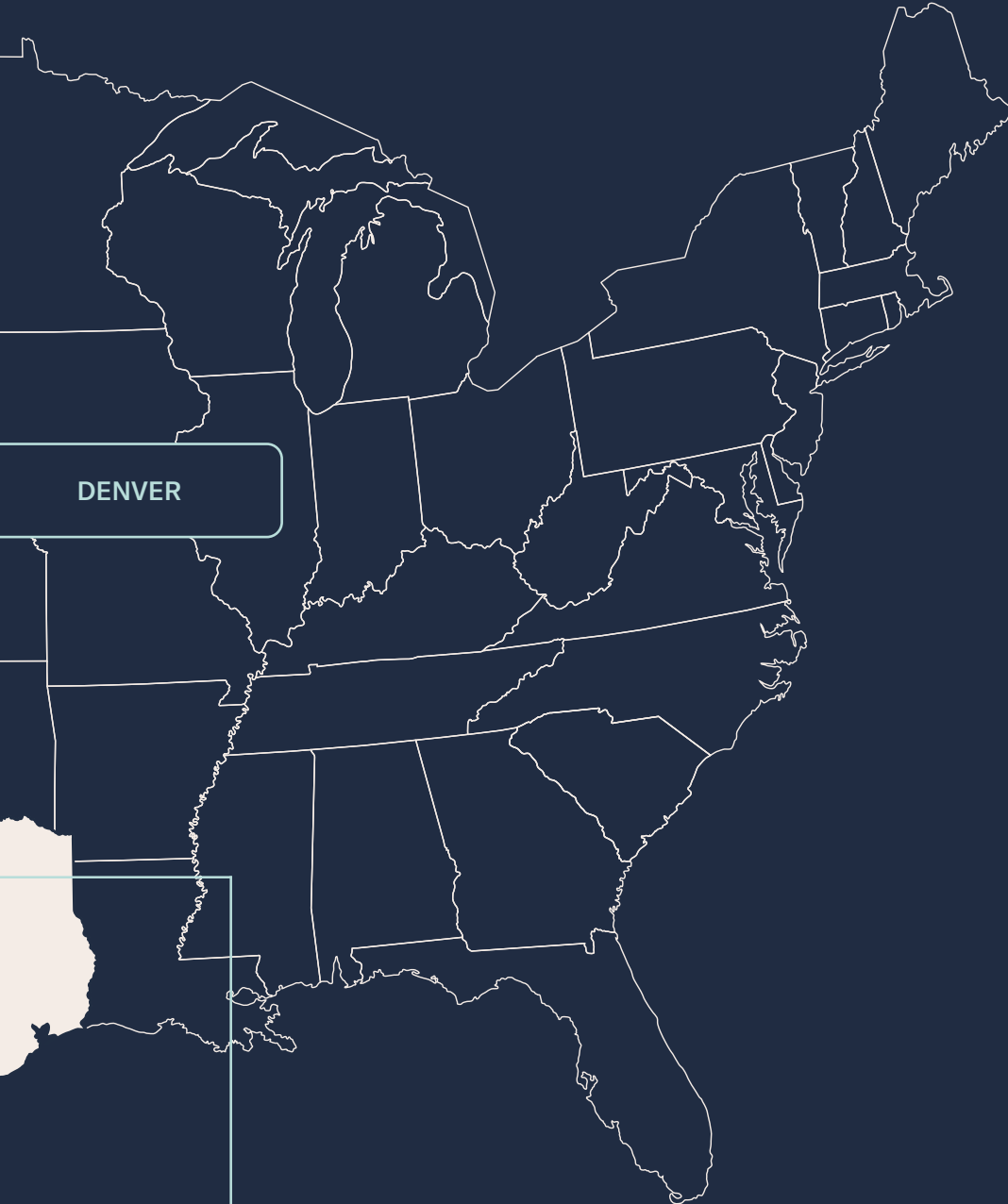
CANADA



MIDDLE EAST



UNITED KINGDOM



DENVER

DALLAS/FORT WORTH

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NEWPORT BEACH  
**HOTEL**  
*Competitive Set*

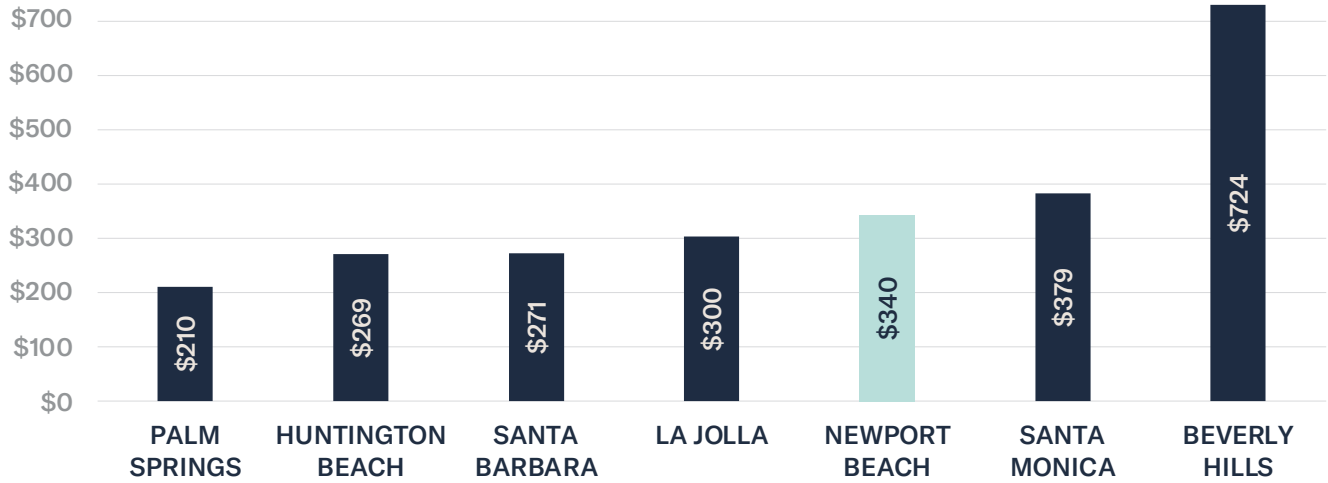
COMPETITIVE ROOMS AVAILABLE

	OCCUPANCY	ADR	ROOMS
DANA POINT	63%	\$408	1,697
BEVERLY HILLS	61%	\$724	2,362
HUNTINGTON BEACH	69%	\$269	2,368
LA JOLLA	71%	\$300	2,718
<b>NEWPORT BEACH</b>	<b>68%</b>	<b>\$340</b>	<b>3,285</b>
SANTA BARBARA	68%	\$271	3,618
IRVINE	70%	\$188	4,996
PALM SPRINGS	63%	\$210	5,971
ANAHEIM	75%	\$239	22,017
SAN DIEGO	75%	\$209	38,687

SOURCE: SMITH TRAVEL RESEARCH

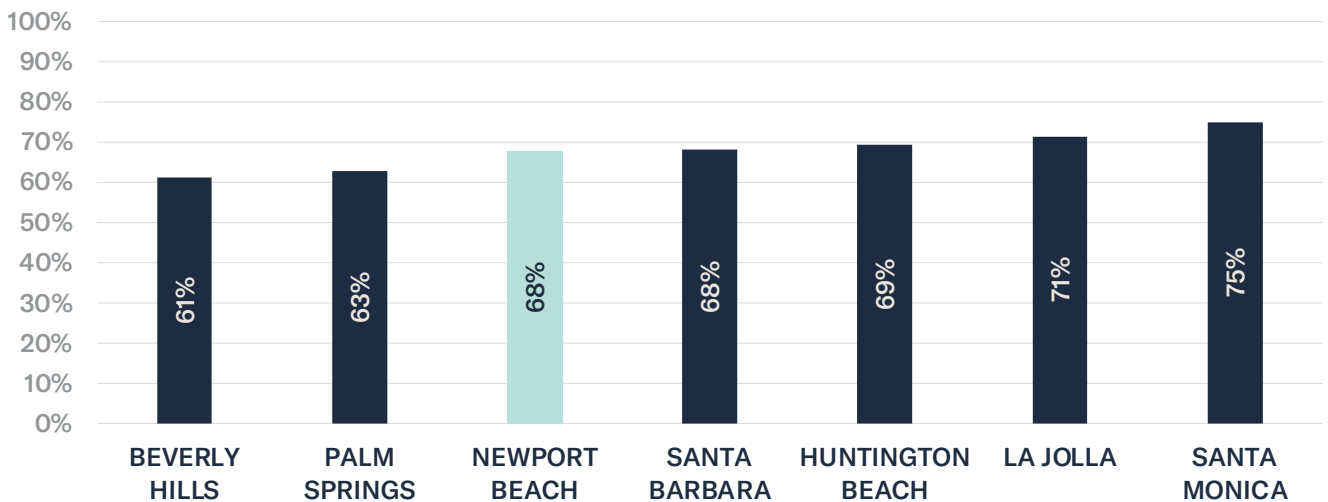


## 2023 COMPETITIVE HOTEL AVERAGE DAILY RATE (\$)



SOURCE: SMITH TRAVEL RESEARCH

## 2023 COMPETITIVE HOTEL OCCUPANCY (%)



SOURCE: SMITH TRAVEL RESEARCH

# CALIFORNIA TRAVEL *Outlook*

Total tourism spending in California advanced 6% in 2023, totaling \$149 billion. Growth is expected to average 7% in 2024, adding an additional \$11 billion in direct tourism spending to California's economy.

According to the Visit California February 2024 forecast, domestic visitor spending in California is expected to reach \$130 billion in 2024, with \$100 billion in leisure spending and \$30 billion in business spending. Leisure spending is forecast to grow by 3%, and business spending by 10% relative to 2023.

By the end of the forecast horizon in 2028, direct tourism spending is expected to reach \$191 billion, which would surpass 2019 levels by 32%.

Visits to California increased 4% in 2023 nearing 270 million visitors. We expect California to grow 4% and welcome an additional 10 million visitors in 2024.

In 2024, domestic visitation is expected to reach 98% of pre-pandemic levels, while international visitation should recover fully.

Visitor volume is expected to recover to 100% of 2019 visitation levels in 2025 and 10% above 2019 visitation levels by the end of 2028.

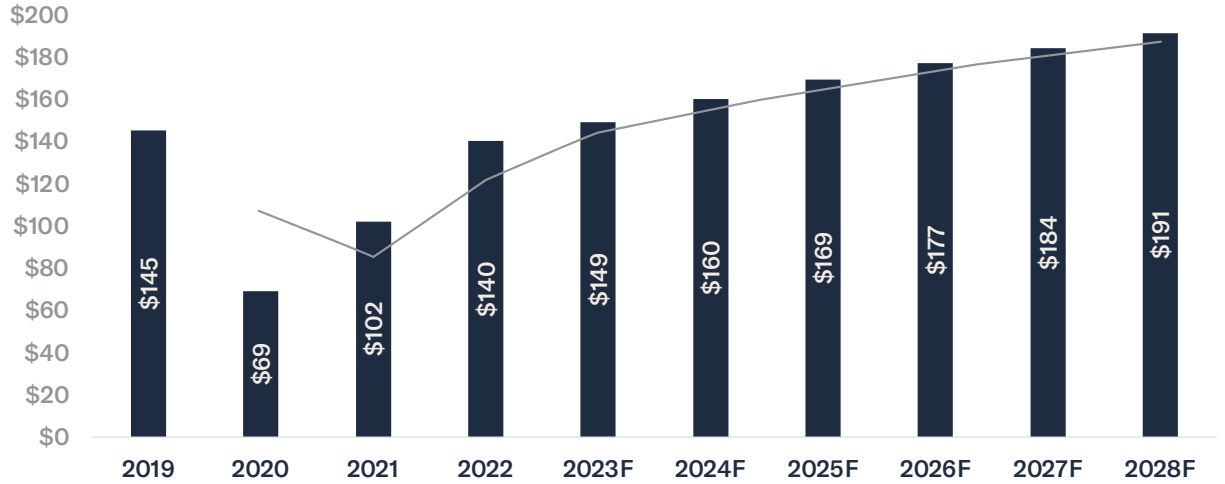
SOURCE: VISIT CALIFORNIA, TOURISM ECONOMICS

## CALIFORNIA TOURISM SUMMARY (ANNUAL PERCENT CHANGE)

	2018	2019	2020	2021	2022	2023F	2024F	2025F	2026F	2027F	2028F
<b>TOTAL VISITS</b>	3.0%	1.0%	-51.0%	52.0%	21.0%	4.0%	4.0%	3.0%	3.0%	3.0%	3.0%
<b>DOMESTIC</b>											
TOTAL VISITS	3.4%	2.0%	-49.0%	52.0%	19.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
LEISURE VISITS	2.0%	2.0%	-45.0%	52.0%	14.0%	2.0%	2.0%	2.0%	2.0%	3.0%	3.0%
<b>INTERNATIONAL</b>											
TOTAL VISITS	4.0%	-4.0%	-79.0%	37.0%	129.0%	29.0%	15.0%	8.0%	6.0%	3.0%	2.0%
<b>TOTAL EXPENDITURES (\$B)</b>											
TOTAL EXPENDITURES (\$B)	140.6	144.9	68.5	102.0	140.2	149.0	159.8	168.8	177.0	183.8	190.7
% CHANGE	5.6%	3.1%	-52.7%	48.9%	37.4%	6.3%	7.2%	5.6%	4.9%	3.9%	3.7%
<b>DOMESTIC (\$B)</b>											
DOMESTIC (\$B)	112.0	116.8	63.2	96.8	122.6	124.7	130.5	135.9	141.0	145.9	151.4
% CHANGE	5.5%	4.3%	-45.9%	53.2%	26.6%	1.7%	4.6%	4.2%	3.8%	3.5%	3.7%
<b>INTERNATIONAL (\$B)</b>											
INTERNATIONAL (\$B)	28.6	28.1	5.3	5.2	17.6	24.3	29.4	32.9	35.9	37.9	39.3
% CHANGE	6.0%	-1.5%	-81.2%	-2.4%	240.0%	38.1%	20.9%	11.9%	9.3%	5.4%	3.7%

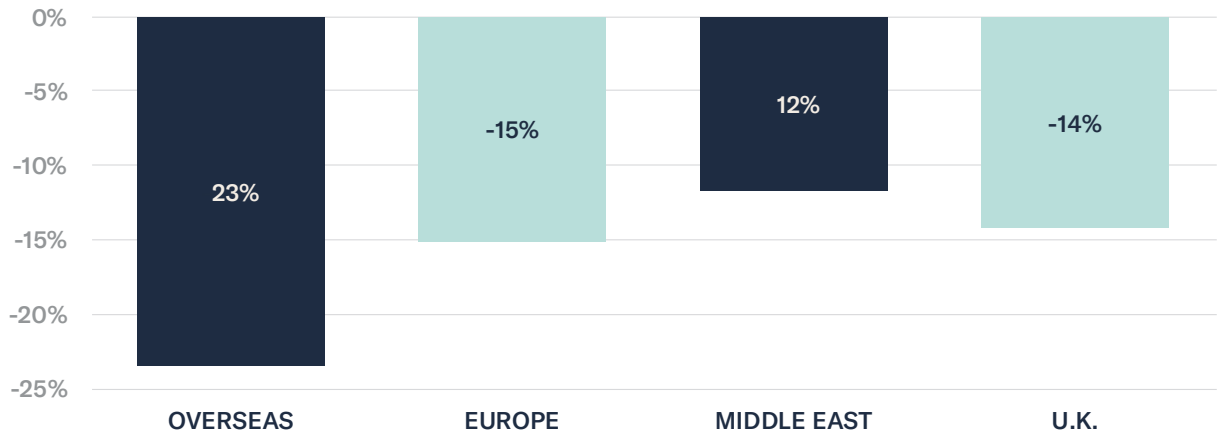
SOURCE: VISIT CALIFORNIA, TOURISM ECONOMICS, DEAN RUNYAN ASSOCIATES, U.S. BUREAU OF ECONOMIC ANALYSIS (BEA)

## TOTAL VISITOR SPENDING IN CALIFORNIA (\$ BILLIONS)



SOURCE: VISIT CALIFORNIA, TOURISM ECONOMICS, DEAN RUNYAN ASSOCIATES

## INTERNATIONAL ARRIVALS TO CALIFORNIA - RELATIVE TO 2019 (JANUARY 2023 - SEPTEMBER 2023)



SOURCE: CIC RESEARCH, INC., NTOO SURVEY OF INTERNATIONAL AIR TRAVELERS (SIAT), DHS/CBP I-94 COR RECORD

# U . S . TRAVEL *Trends*

The U.S. Travel Association provides key highlights and monthly insights via The U.S. Travel Insights Dashboard, which includes analysis conducted by Tourism Economics of current travel trends and economic outlook for the year.

As reported in January 2024, the outlook for the U.S. economy remains optimistic due to the strength of the labor market, looser financial conditions, and healthy household and non-financial corporate balance sheets. This has filtered through to slightly higher consumer sentiment.

Travel appetite started the year on a softer note, but overall growth continued. Air passenger growth remained positive, up 6% versus the prior year but lower than the double-digit growth seen through 2023. Foreign visits remained strong, up 24% YoY.

Sentiment is growing for upcoming leisure travel in 2024. The share of travelers reporting having travel plans within the next six months increased to 93% in January from 92% in December, according to Longwoods International's monthly survey.

Hotel room demand continued a trend of slight contraction falling 1% versus the prior year, while short-term rental demand grew 1%, a lower rate than 2023. A particular bright spot was that group room demand within the top 25 markets displayed solid growth of 9% relative to the prior year.

Travel price inflation (TPI) fell slightly in January as a result of falling transportation prices. Sticky services inflation should see relief from decelerating wage growth. However, upside risks stem from rising healthcare costs, supply chain disruptions and slowing labor supply

# U . S . TRAVEL *Forecast*

The U.S. Travel Association, in collaboration with Tourism Economics, provides a seasonal U.S. Travel Forecast.

Tourism Economics has upgraded their baseline forecast for the US. The most significant changes to the January 2024 forecast include an upward revision to their projection for real GDP growth this year, a lower peak in the unemployment rate, and an earlier rate cut by the Fed. Tourism Economics now forecasts real GDP to grow by 2% in 2024.

Job openings remain high across almost every industry compared to 2019, indicating sustained demand for workers. However, hiring has slowed in sectors like healthcare, leisure/hospitality, and government. This could be because these industries were already quite efficient, leading to higher wages and making hiring easier.

Business travel is still expected to grow in 2024, albeit at a slower rate. Volume in the sector is expected to end the year at 95% of 2019 levels—up from 89% recovered in 2023. Slowing economic growth will hinder domestic business travel’s recovery, with a full comeback in volume not expected until 2026. Domestic business travel spending is not expected to recover to pre-pandemic levels within the range of the forecast.

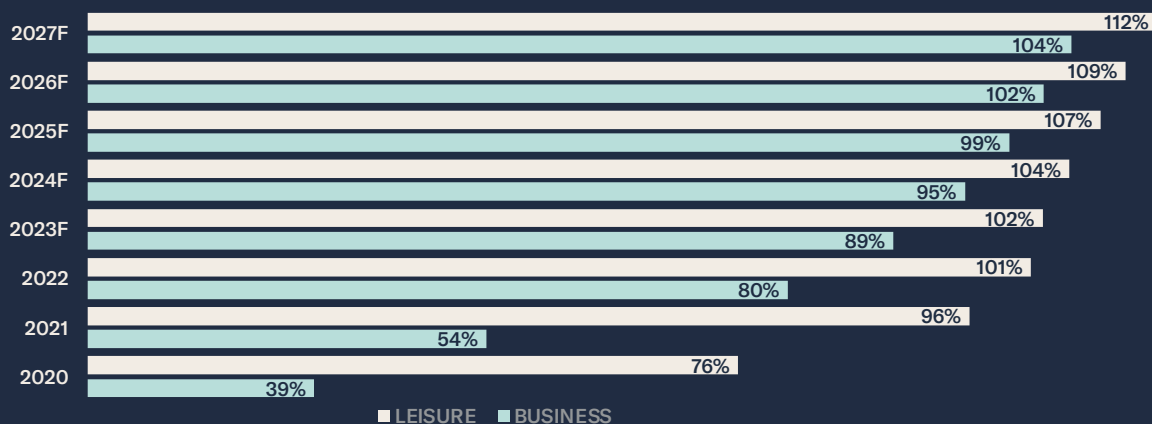
Domestic leisure growth decelerated through three quarters of 2023, as consumer spending slowed amid higher borrowing costs, tighter credit conditions, and the restart of student loan repayments. The sector achieved a full recovery to pre-pandemic levels in 2022.

International travel to the U.S. is growing quickly but is still far from a full pre-pandemic recovery. An expected global macroeconomic slowdown, a strong dollar, and lengthy visa wait times could inhibit future growth, with volume reaching 98% of 2019 levels in 2024 (up from 84% recovered in 2023) and achieving a full recovery in 2025. Spending levels, when adjusted for inflation, are not expected to recover until 2026. Other countries with whom the U.S. directly competes have recovered their pre-pandemic visitation rates more quickly, and some countries—such as France and Spain—have even increased their share of the global travel market. Meanwhile, U.S. global market share is declining.

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# DOMESTIC TRAVEL *Forecast*

DOMESTIC LEISURE VS. BUSINESS TRAVEL VOLUME  
(2020 - 2027F)



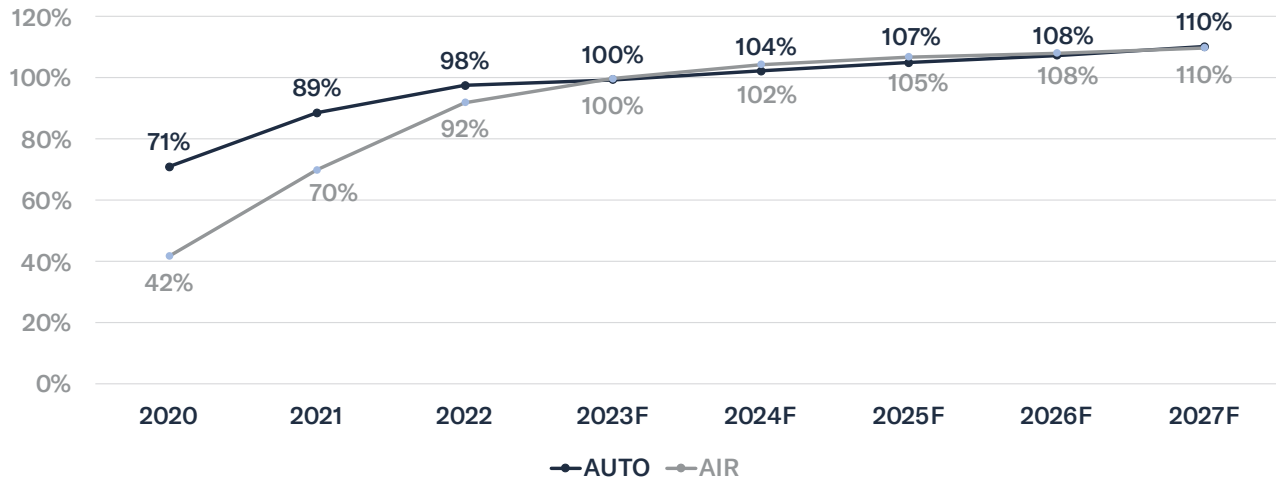
SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

U.S. DOMESTIC PERSON TRIPS BY PURPOSE  
(2019 - 2027F)

	2019	2020	2021	2022F	2023F	2024F	2025F	2026F	2027F
<b>TOTAL</b>	2,320	1,580	2,020	2,250	2,310	2,440	2,500	2,500	2,560
% change	1.8%	-31.8%	27.8%	11.4%	2.7%	2.6%	3.0%	2.5%	2.4%
<b>By purpose</b>									
Business	464	181	250	371	413	442	460	474	485
% change	1.1%	-61.0%	38.1%	48.4%	11.4%	6.9%	4.0%	3.0%	2.3%
Leisure	1,850	1,400	1,770	1,880	1,900	1,930	1,980	2,020	2,070
% change	1.9%	-24.3%	26.4%	6.2%	1.1%	1.6%	2.6%	2.0%	2.5%

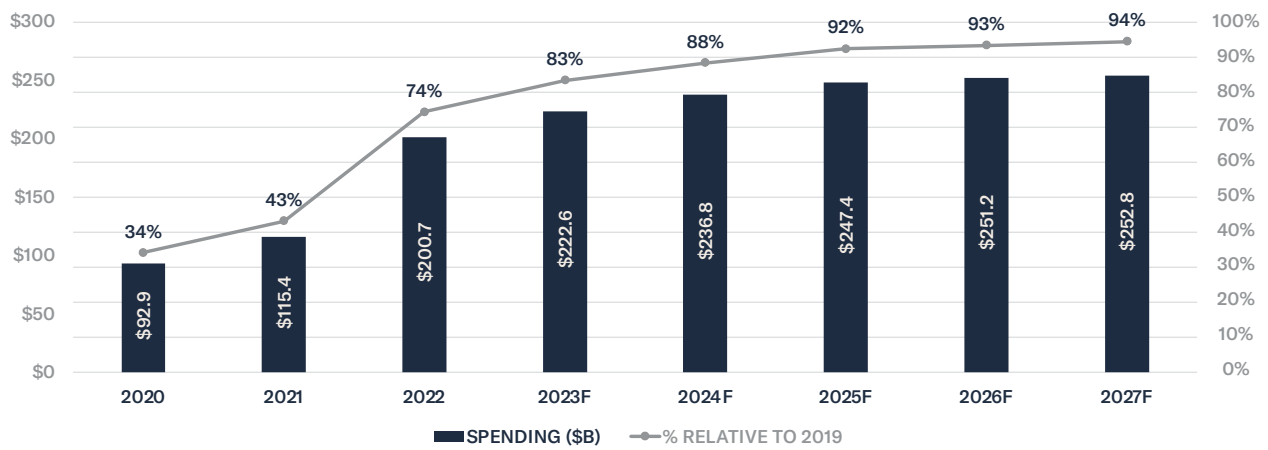
SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

### DOMESTIC AUTO vs. AIR TRAVEL VOLUME (2020 - 2027F)



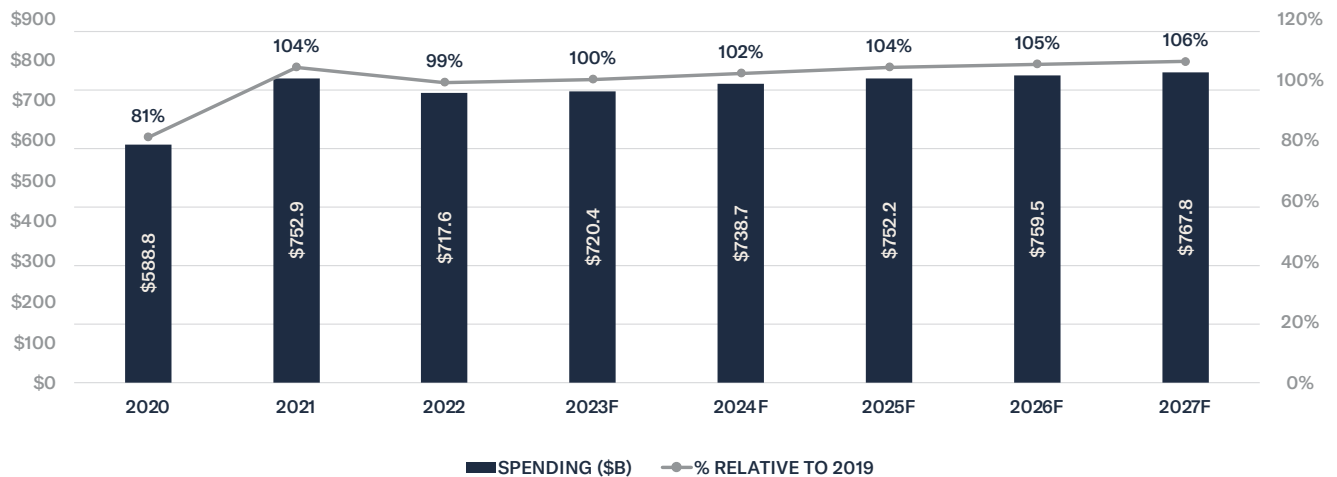
SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

### DOMESTIC BUSINESS TRAVEL SPENDING FORECAST (2020 - 2027F)



SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

### DOMESTIC LEISURE TRAVEL SPENDING FORECAST (2020 - 2027F)



SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

# INTERNATIONAL TRAVEL *Summary*

Newport Beach & Company understands the importance of international travel to the destination. With higher spending and longer lengths of stays, international travelers are a significant visitor segment for Newport Beach. In 2023, international visitors accounted for \$31B of California's \$149B in tourism spending.

Newport Beach has three primary international markets:



Canada  
United Kingdom  
Middle East

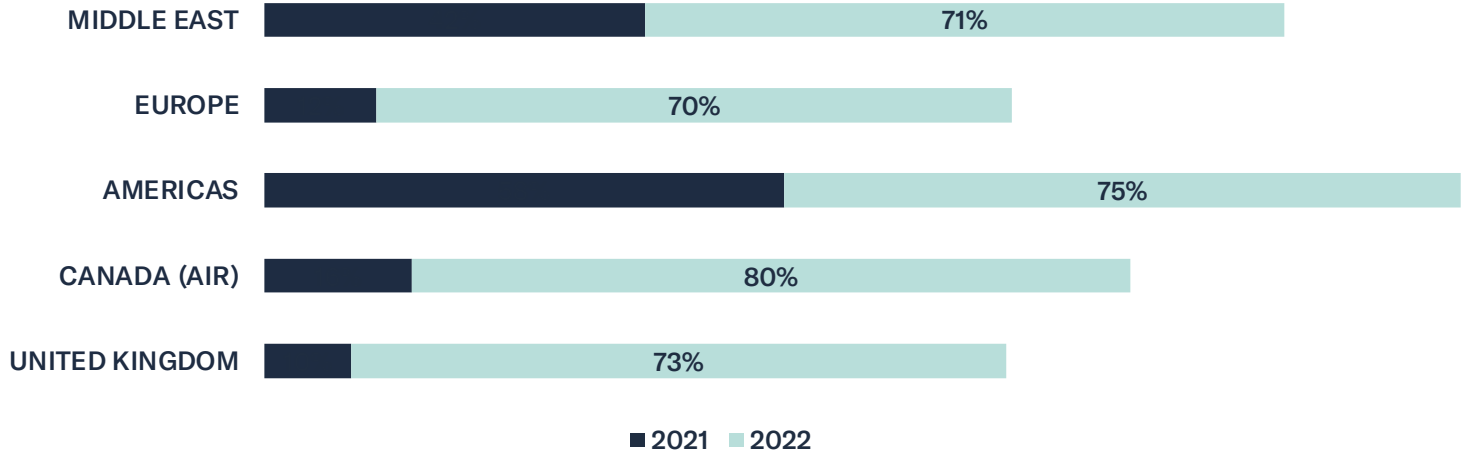
Of these markets, Newport Beach & Company directly invests in marketing, media relations and travel trade with representation in the United Kingdom and Canada. For the Middle East, Newport Beach & Company is actively exploring opportunities to re-enter this market post-COVID.

Newport Beach & Company has not carried out a Visitor Profile Study since 2019 due to the pandemic. However, there are plans to conduct a new study in the upcoming fiscal year to gather updated information, focusing specifically on the international market. This study will aim to provide detailed data on the volume and spend of international visitors to Newport Beach.

As the destination prepares to welcome an increased number of international visitors, Newport Beach & Company will also continue to keep a pulse on Visa waivers and TSA experiences, global competitors, other opportunity markets and rapidly changing consumer sentiment around travel.

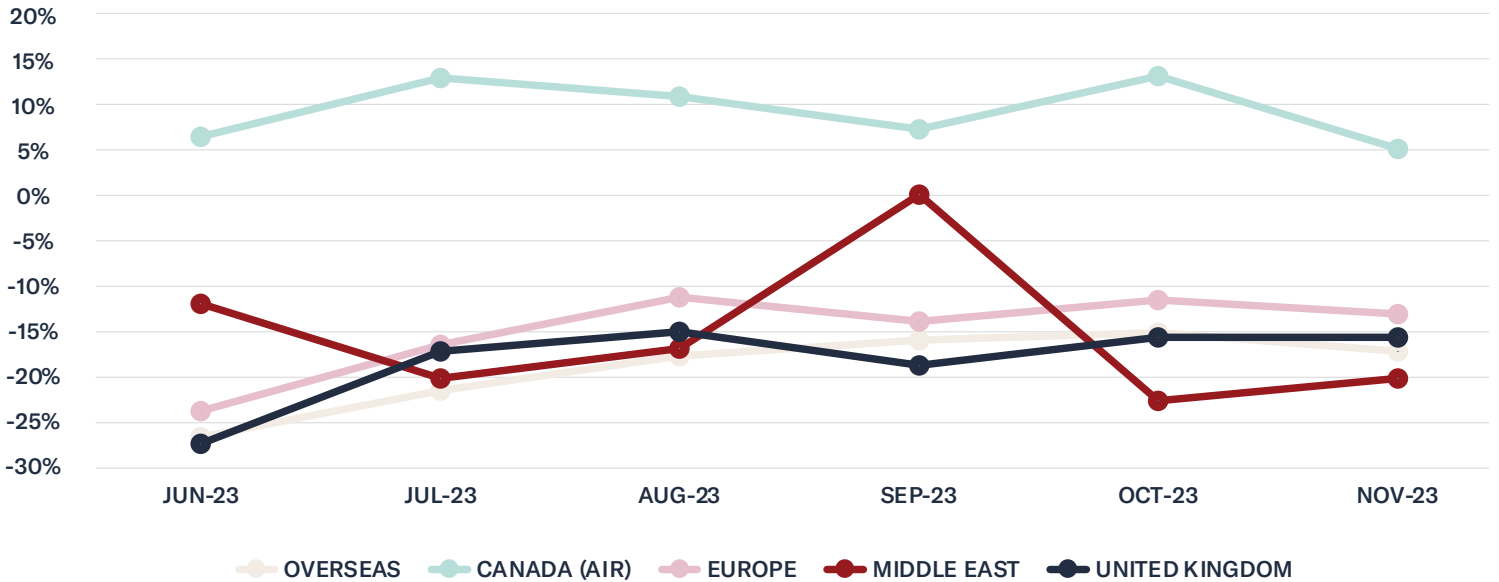


## INTERNATIONAL ARRIVALS TO THE U.S. BY WORLD REGION AND COUNTRY (2021 - 2022)



SOURCE: NATIONAL TRAVEL & TOURISM OFFICE (NTTO)

## INTERNATIONAL ARRIVALS TO THE U.S. (JUN 2023 - NOV 2023)



SOURCE: NATIONAL TRAVEL & TOURISM OFFICE (NTTO)

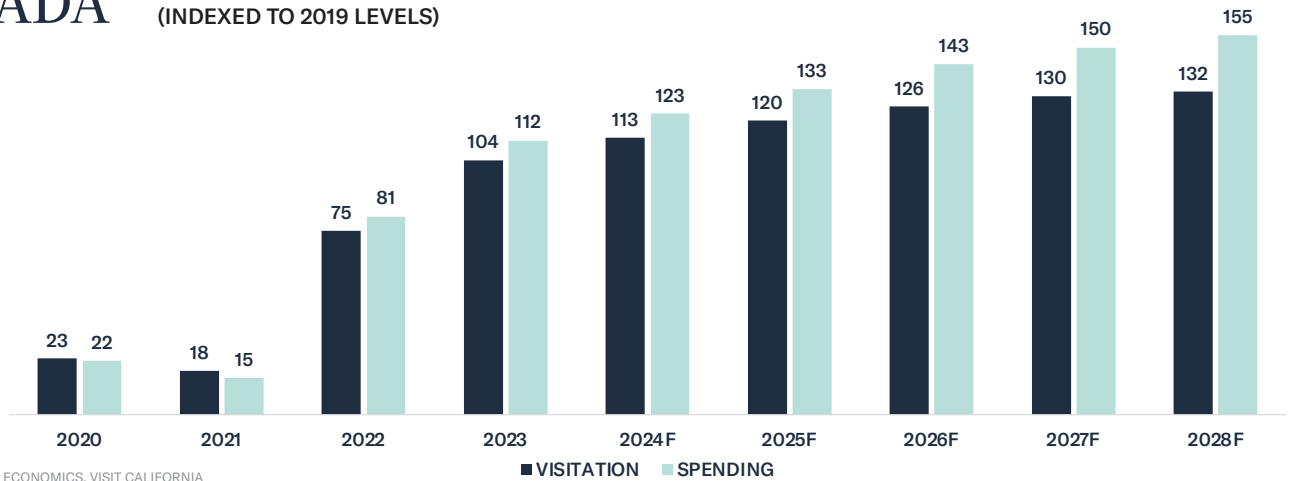
INTERNATIONAL  
**TRAVEL**  
*Spending Forecast*



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# CANADA

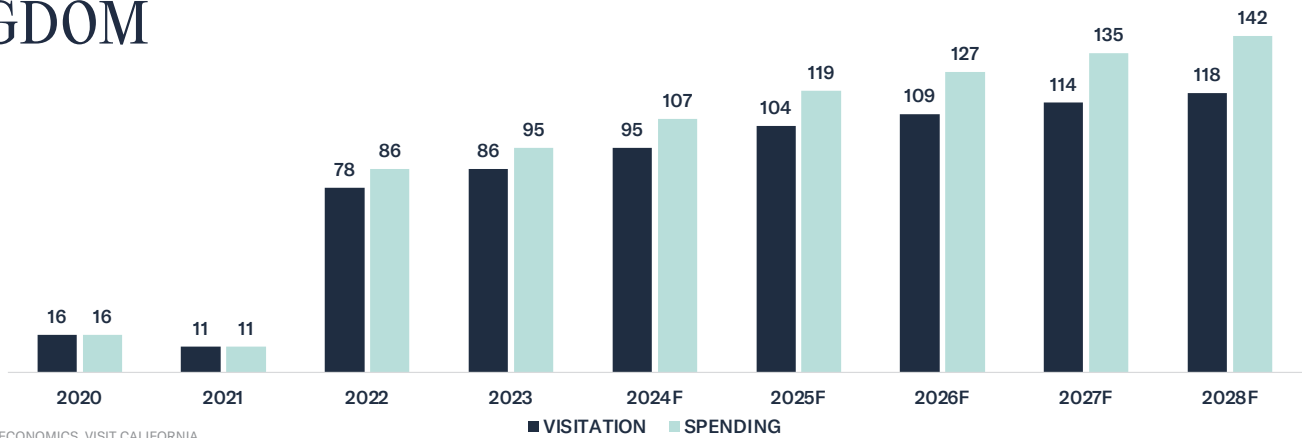
## CANADA VISITATION & SPENDING FORECAST (INDEXED TO 2019 LEVELS)



SOURCE: TOURISM ECONOMICS, VISIT CALIFORNIA

# UNITED KINGDOM

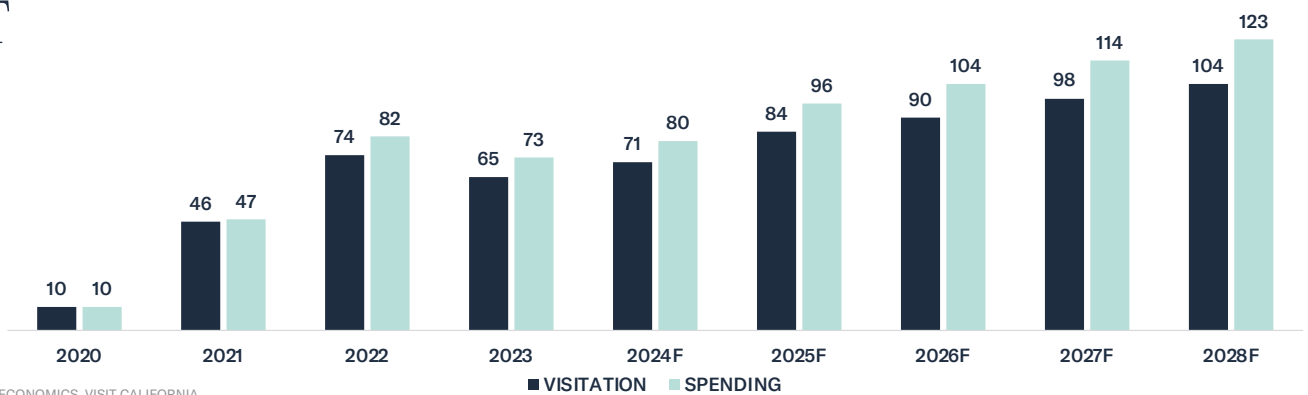
## UNITED KINGDOM VISITATION & SPENDING FORECAST (INDEXED TO 2019 LEVELS)



SOURCE: TOURISM ECONOMICS, VISIT CALIFORNIA

# MIDDLE EAST

## MIDDLE EAST VISITATION & SPENDING FORECAST (INDEXED TO 2019 LEVELS)



SOURCE: TOURISM ECONOMICS, VISIT CALIFORNIA



STRATEGIC FRAMEWORK



## STRATEGIC FRAMEWORK

- 30 LEISURE TRAVELER BUSINESS PLAN
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# STRAT EGIC *Framework*

BUSINESS PLAN

30





LEIS  
URE  
*Traveler*

BUSINESS PLAN

# S

## STRENGTHS

- Natural resources
  - Newport Harbor/Beaches
  - Crystal Cove State Marine Conservation Area
  - Back Bay – local estuary
- Year-round outdoor weather
  - Biking/Hiking
  - Boating/Kayaking
  - Parasailing/Surfing
- New & revitalized product offerings
  - VEA Newport Beach, A Marriott Resort & Spa
  - Pendry Newport Beach
  - Ritz-Carlton Residences
  - 80,000 sq. ft. Restoration Hardware
  - High-end retail openings at Fashion Island
  - Crystal Cove cottage completion
  - Visitor offerings
  - Award-winning hotels and resorts
  - 400+ Restaurants
  - High-end, unique retail and boutiques, including Fashion Island and Lido Marina Village/Corona del Mar
  - Home to one of the largest recreational harbors on the West Coast
  - World-renowned signature events
  - Engaging activities for all ages
  - Close proximity to world-class attractions
- Award-winning marketing campaigns
- Government & community development
  - Safe destination outside of the major cities
  - Well-maintained infrastructure
  - Diverse neighborhoods
  - Clean, efficient airport (SNA)
  - Revitalization of SNA private aviation terminal
  - Close proximity to LAX, LGB and ONT
- Engaged and supportive local hospitality community

# W

## WEAKNESSES

- Traveler patterns
  - Short length of stay
  - Lower winter occupancy
  - Higher average daily rates (ADR) that competitive set
- No beachfront hotels
- Air access from major markets
- Limited parking during peak season
- Limited public transportation options
- Perception of being located in Los Angeles, not Orange County
- Limited meeting space

# O

## OPPORTUNITIES

- Internal team privy to technology and AI advancements
- Re-entry in international markets
- Legislation to cut Visa wait times
- Niche audiences
- Business/Frequent Individual Traveler (FIT)
- Consumer sentiment towards travel
- Influx in Americans planning trips
- Luxury leisure partnerships
- State and national tourism marketing efforts
- Visiting friends and relatives (VFR) travel
- Visitor transportation (trolley)
- Modernizing air travel infrastructure
- Investment in data and research to drive marketing strategies
- Expanding international market share
- Reimagined Balboa Fun Zone

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## THREATS

- Weather and environmental hazards
- Increased coastal competition
- Economic uncertainty & inflation
- Elections/political climate & uncertainty
- Visa approvals & immigration issues
- Increased tourism marketing spending by other destinations

# LEISURE Traveler

BUSINESS OBJECTIVES

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 Newport Beach & Company 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 Newport Beach & Company 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.

## *Objective ONE*

Develop and execute targeted marketing campaigns to drive incremental leisure travel and spending in Newport Beach, within a competitive marketplace. Implement seasonal, full-funnel, and multi-channel strategies aimed at qualified leisure travelers. Collaborate with local businesses, hotels, short-term rentals, retail establishments, and restaurants to maximize economic impact.

## *Objective TWO*

Create a compelling and authentic brand experience for visitors to Newport Beach, focusing on personalization, value and engagement. Develop meaningful connections with visitors to foster loyalty and turn them into ambassadors. Implement targeted campaigns and initiatives to deepen the relationship with visitors, with the goal of increasing repeat visits and enhancing travel year-over-year.

## *Objective THREE*

Expand VNB's international presence in the UK and Canada to attract high-net-worth international travelers to Newport Beach and measure success through key performance indicators such as visitor numbers, length of stay, and economic impact. Middle East, a premier luxury market, is planned for expansion in the years ahead.

## *Objective FOUR*

Leverage emerging technology and invest in data and intelligence.

# Objective ONE

Develop and execute targeted marketing campaigns to drive incremental leisure travel and spending in Newport Beach, within a competitive marketplace. Implement seasonal, full-funnel, and multi-channel strategies aimed at qualified leisure travelers. Collaborate with local businesses, hotels, short-term rentals, retail establishments, and restaurants to maximize economic impact. Achieve a minimum of \$50 million in economic impact to Newport Beach by increasing visitor spending and supporting local businesses.

## STRATEGY 1:

Develop bold, creative, memorable and break-through marketing campaigns that generate visitation to Newport Beach.

### TACTICS

- The Visit Newport Beach marketing team will push the envelope and continue to position itself as a global luxury lifestyle brand, separating itself from traditional DMO marketing.
- Through bold and creative approaches, the marketing team will continue to think outside the box and take risks to create memorable campaigns that stand out from the competition. In other words, when others zig, we zag!
- With a laser focus on VNB's target audience, marketing campaigns will speak to the desires and emotions of the consumer to spark awareness and generate conversion.
- Through intelligence platforms, data and analytics, the team will tailor messaging and targeting to resonate with target audiences.
- The marketing team will explore partnerships with luxury brands, national events, influencers and partners to integrate, align and build additional buzz and cache around Newport Beach.
- Leverage storytelling to create a narrative that inspires our audience and creates connections between them and Newport Beach.

## STRATEGY 2:

Implement a full-funnel marketing plan with every campaign to create a comprehensive approach that will cover the entire customer journey from awareness to conversion and return travel to drive business goals.

### TACTICS

- Create strategies that reach potential travelers at every stage of the journey with compelling creative and tailored messaging.
- Here is our full-funnel approach:
- Top of the Funnel (Brand Awareness): Focus on generating awareness with broad-sweeping advertising via broadcast, radio, out-of-home, programmatic, paid newsletters as well as PR and paid social.
  - Middle of the Funnel (Build Relationships): Focus on nurturing potential travelers through best-in-class organic social media, marketing and retargeting advertising.
  - Bottom of the Funnel (Travel Conversion): All efforts will drive clicks to fully customized landing pages for consumers to book vacations.
  - After addressing each stage, VNB's business intelligence segment will track and measure results to ensure optimization and success, while also collecting campaign learnings to continue to refine accordingly.

### STRATEGY 3:

With Los Angeles as Newport Beach's #1 market, VNB will work to convert day-trippers to overnight guests with an emphasis on midweek and off-season visitation.

### TACTICS

- With every marketing campaign, VNB will continue to develop landing pages that feature hotel stays, things to do and itinerary inspiration to entice travelers.
- Continue to invest and target Orange County and Los Angeles markets year-round with targeted messaging about proximity and unique experiences.
- Place accommodations front-and-center in all content and campaigns to maximize visibility and generate conversions.
- Continue to invest in the quality and quantity of signature marquee events to bring tourism to Newport Beach throughout the year and in need periods.
- Continue to leverage intelligence platforms to monitor and track overnight stays while making adjustments to strategies and tactics as needed.

### STRATEGY 4:

With the luxury renaissance happening in Newport Beach, focus on capturing high-net-worth clientele.

### TACTICS

- Hire a VP of Luxury Marketing who will focus on building relationships with luxury buyers and tour operators, travel agents, and high-end meeting planners.
- Contract with Black Diamond to act as VNB's Travel Trade Representative in the UK in order to position Newport Beach as the premier luxury destination in Southern California. The agency will conduct sales calls and agent trainings; attend trade and consumer shows; facilitate trade Familiarization Tours; and to secure Newport Beach hotel and attraction product in agent's programs.
- Adjust creative to include slightly older, higher demographic personalities to attract uber luxury clientele.
- Work with new luxury hotels, restaurants and retail partners to align messaging and co-op on advertising buys to tell the Newport Beach story.



We are more than a destination marketing organization; we are positioning Newport Beach as a global luxury lifestyle brand with bold and breakthrough campaigns that generate millions of dollars in economic impact.”

**ASHLEY JOHNSON**, CDME  
**SENIOR VICE PRESIDENT & CMO**





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# Objective TWO

Create a compelling and authentic brand experience for visitors to Newport Beach, focusing on personalization, value and engagement. Develop meaningful connections with visitors to foster loyalty and turn them into ambassadors. Implement targeted campaigns and initiatives to deepen the relationship with visitors, with the goal of increasing repeat visits and enhancing travel year-over-year.

## STRATEGY 1:

Promote Newport Beach through authentic and creative marketing tactics and maximize across all channels.

### TACTICS

- Create innovative marketing campaigns to keep the Newport Beach brand fresh and forward-thinking while increasing reach, frequency and engagement.
- Showcase Newport Beach and its new luxury hotel, resort and retail partners in out-of-the-box ways and integrate and leverage new luxury destination assets in communications and collateral.
- Utilize revised demographic profile and elevated personas in all advertising plans to reach ultra-high net worth travelers.
- Pitch and secure stories with top-tier media through smart PR pitching and building relationships.
- Understand awareness pain points and address within creative with visuals and language.
- Create clear differentiation from competing destinations to garner interest that will motivate action and generate conversion.

## STRATEGY 2:

Engage with VNB's audience on owned and paid platforms to create a community of Newport Beach ambassadors while building and maintaining brand trust and loyalty through social media engagement while also acting as a resource to visitors and locals on destination offerings.

### TACTICS

- Develop a cutting-edge website creating an intuitive experience for inspiring travel, and as a resource for those in-market.
- Deploy aspirational and compelling content, with the goal of every follower finding something to like, share, and save.
- Drive strategy and invest in paid advertising to maximize reach.
- Continue to invest in video as the primary vehicle to showcase Newport Beach content pillars (Wellness, Hotels/Resorts, Dining, Experiences, Destination, Retail).
- Plan and execute highly targeted influencer partnerships to coincide with paid media campaigns to generate increased earned media exposure and boost brand awareness.
- Collaborate with key partners in the destination on giveaways to grow awareness and build follower growth.
- Create a two-way conversation on social media platforms to strengthen engagement and connection with Newport Beach.
- Communicate brand values to create a personalized connection via regularly scheduled content and messaging.
- Provide value to the VNB audience with entertaining content and education to keep followers engaged.

- Utilize emerging technologies to create personalization for targeted visitors.
- Create a persona to build out VNB's TikTok account to create a community.
- Continue to build out Newport Beach Vacation Club membership, creating unique offerings, exciting partnerships and fun and engaging content.

**STRATEGY 3:**

Cultivate brand partnerships, event activations and opportunities to propel Newport Beach into the cultural zeitgeist.

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- Drive activations and integrations with high-end lifestyle, sports, culinary, film and fashion events and opportunities to dovetail on cache to enhance brand currency.
- Continue to build on Newport Beach's storied Hollywood history with partnerships with the Oscars, BAFTA's, Emmy's and TV and film opportunities that align with the Newport Beach brand.
- Enhance signature events in Newport Beach through brand building, unique partnerships and sponsorships, and advertising and marketing opportunities.
- Forge advertising relationships to create bespoke opportunities for Newport Beach and its partners.

## Objective THREE

Expand VNB's international presence in the UK and Canada to attract high-net-worth international travelers to Newport Beach and measure success through key performance indicators such as visitor numbers, length of stay, and economic impact. Middle East, a premier luxury market, is planned for expansion in the years ahead.

**STRATEGY 1:**

Position Newport Beach as the ultimate luxury destination in Southern California by emphasizing its unique luxury offerings and experiences. Develop tailored marketing campaigns that highlight Newport Beach's exclusivity and appeal to upscale travelers. Capitalize on pass-through traffic by showcasing Newport Beach as a must-visit destination for luxury and road trip travelers exploring the California coast.

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- Hire a VP of Luxury Marketing.
- Contract with Black Diamond to act as VNB's Travel Trade Representative in the UK.
- Identify strategic partnerships with tour operators who can generate bookings in substantial numbers (key target operators: BA Holidays, Virgin Atlantic Holidays, Trailfinders and Flight Centre).
- Create a targeted luxury strategy with key tour operators (Abercrombie & Kent, Elegant Resorts, Travel Counsellors and Scott Dunn).
- Implement targeted advertising partnerships and strategic collaborations.
- Engage agents through in-person training and webinars to educate them on Newport Beach's unique offerings and prime position within Southern California.
- Extend the average length of stay in destination from 1 night to 2 or 3 nights, encouraging Newport Beach as their homebase.
- Work closely with UK airline partners with direct airlift into LAX (British Airways, Virgin Atlantic, Delta, United and Aer Lingus).
- Work closely with complementary Destination Marketing Organizations to create layered programs and co-ops.
- Host a FAM trip in market to bring the destination to life and help the trade sell effectively.
- Bring Newport Beach to the UK through a high-end experiential activation welcoming highly targeted agents and buyers.
- Plan expansion into the Middle East market.

**STRATEGY 2:**

In 2023, “London Week” debuted – a week-long in-market activation packed with media events, top-tier media appointments, and the UK Honours awards show, which earned record-breaking media coverage that reached millions of Brits. In 2025, VNB will reenter the market through its existing connections and partnerships, while also expanding programs to reclaim the destination’s foothold that was lost last year (due to actors & writers strike).

**TACTICS**

- Challenge international agencies to “raise the bar” on London Week to create even more memorable media events and experiences.
- Continue to secure A-List honorees at UK Honours event.
- Explore introducing a consumer activation or component into London Week.
- In partnership with the Newport Beach Film Festival, explore sponsorship opportunities with luxury brands.

**STRATEGY 3:**

Continue to forge new relationships with top-tier media, influencers and relevant organizations to spark long-haul visitation from the UK and Canada to Newport Beach.

**TACTICS**

- Continue to work with Fox Communications as VNB’s public relations agency across the US, UK and Canada, and challenge them to continue to secure top-tier media coverage.
- Execute international PR plan to engage top-tier travel and lifestyle media.
- Craft relevant and timely pitches to capture travel interest during booking windows.
- Develop and disseminate a monthly media e-newsletter complete with story starters, current campaign angles, images and video, and upcoming events in order to keep Newport Beach top-of-mind, while encouraging fresh story ideas.
- Host international media Familiarization Tours, bringing top-tier editors to experience Newport Beach first-hand.
- In cooperation with Visit California, attend Canadian Media Events and take advantage of other international pitch opportunities ensuring Newport Beach is part of the California story.

# Objective FOUR

Leverage emerging technology and invest in data and intelligence.

## STRATEGY 1:

Artificial Intelligence (AI) is rapidly changing industries and is becoming part of our daily lives. Becoming an early adopter and harnessing the power of AI will be crucial in navigating this watershed moment in history.

### TACTICS

- Deploy AI technologies to improve operations, increase efficiencies and drive growth.
- Utilize AI to improve marketing efforts, enhance the visitor experience through personalization, data insights and optimization to better serve visitors.
- Receive continued training on how to use AI in the workplace to achieve business goals.

## STRATEGY 2:

Visit Newport Beach will launch and debut a brand new, best-in-class website to inspire, inform and engage potential visitors and locals alike. Leveraging the latest in technology, the site will be user-focused, fast, optimized, and beautiful with high-quality and compelling content.

### TACTICS

- Develop a cutting-edge design showcasing VNB as a standalone lifestyle, luxury brand with easy-navigation to create an intuitive experience for inspiring travel and as a resource for those in-market.
- With the increase in mobile usage, the website will be developed with a mobile-forward approach to ensure accessibility and functionality across all devices.
- Focus on website speed to create a seamless site experience.
- Feature high-quality storytelling within copy, content, visuals and videos.
- Integrate personalized recommendations using AI based on customers and their specific activities and search history.
- Ensure website accessibility to allow usability for a wide range of users.

## STRATEGY 3:

Invest in and utilize data, research insights and analytics to continue to drive successful marketing campaigns.

### TACTICS

- Partner with Blue Room Research on a data and reporting audit; while continuing to have them access and assess all of VNB's data and research subscriptions, generating weekly and monthly insight reports to draw conclusions.
- Conduct an updated Visitor Profile Study through in-person intercept survey; an online panel survey of Newport Beach visitors; and survey of owned audiences.
- Complete a Tourism Economic Impact Analysis to identify the economic impact of tourism to Newport Beach (i.e. visitor volume, visitor days, direct spending, taxes generated, jobs supported).
- To further understand leisure traveler perspectives of the Newport Beach brand, VNB will conduct a Brand Engagement Survey of Target Markets to determine travel affinities and psychographics, travel motivators and Newport Beach brand alignment, and awareness and perceptions of the destination.
- VNB will lead in-person focus groups in key target markets (Los Angeles, Phoenix and Dallas), gathering and analyzing the opinions and ideas of leisure travelers to yield deep insights that support quantitative survey findings.

# DEMO GRAPHIC

## *Newport Beach*

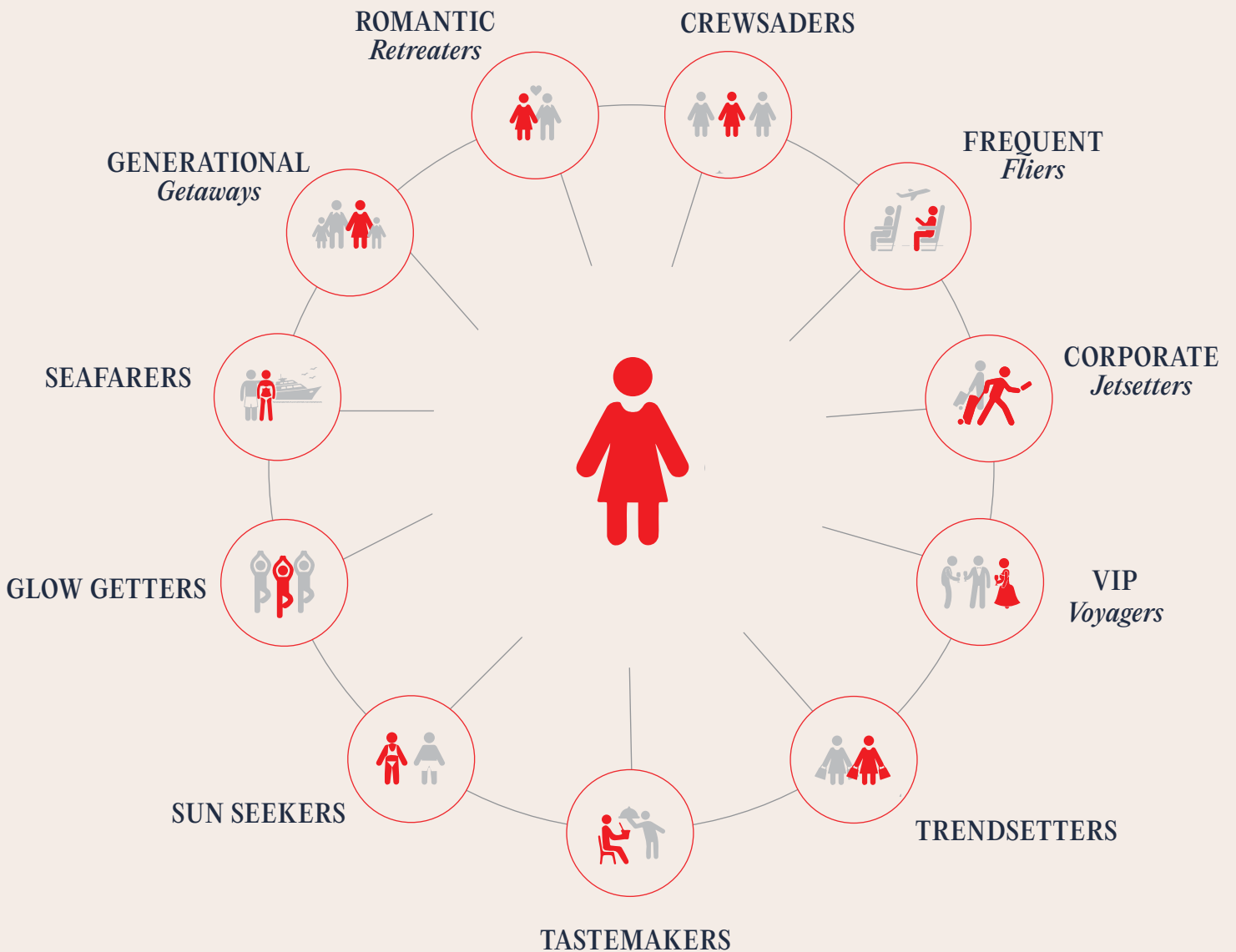
At Visit Newport Beach, we understand that each traveler is as unique as the waves that lap our coastline, and catering to their diverse interests and preferences is paramount to our success.

Our approach to targeting lucrative travelers is multifaceted, focusing on personas by both traveler type and traveler interest. By discerning the distinctive characteristics of each segment, we position our campaigns, content and creative to attract travelers through visuals that resonate.

From sun-seeking families in search of seaside escapes to discerning luxury travelers seeking unparalleled indulgence, we meticulously craft our marketing strategies and markets to captivate the hearts and minds of our target audiences.

# TRAVELER

## *By Experience*



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# TARGETING

## *By Travel Type*



### GENERATIONAL *Getaways*

By embracing families, Visit Newport Beach taps into a wealth of potential. Renowned for its pristine beaches, iconic Balboa Fun Zone, and boundless outdoor adventures, Newport Beach emerges as the ultimate haven for multi-generational vacations. More than mere getaways, these trips embody a legacy tourism experience. Against the backdrop of our stunning coastal panorama, traditions, tales, and values intertwine, birthing memories destined to span generations.

### ROMANTIC *Retreaters*

Enveloped in breathtaking sunsets, intimate waterfront dining, and coastal allure, Newport Beach emerges as a romantic haven. Couples seeking respite from the day-to-day and gravitate to our tranquil shores, rendering it a haven for anniversaries, honeymoons, and romantic escapades. Through curated romantic encounters, luxury accommodations, and bespoke couples' packages, we cater to those yearning for unforgettable moments, enriching the destination's romantic mystique.



### CREWSADERS

Newport Beach is the ultimate destination for friend getaways, offering an array of activities and nightlife options to suit every taste. Whether it's unwinding at a spa, hitting the beach, or exploring the vibrant nightlife, there's something for every crew to enjoy. By targeting this segment, we tap into the trend of group travel, positioning Newport Beach as the go-to destination for unforgettable friend getaways, and sparking positive sentiment among friend groups.



### FREQUENT *Fliers*

Targeting return travelers is key to sustaining tourism growth in Newport Beach. By capitalizing on their past positive experiences, we leverage nostalgia and familiarity to encourage repeat visits. Return travelers often spend more and stay longer, making them valuable assets to the local economy. Building relationships with return travelers fosters positive word-of-mouth, attracting new visitors, and cementing Newport Beach's reputation as a premier travel destination.



### CORPORATE *Jetsetters*

Newport Beach isn't just for business; it's for blending business with pleasure. With a variety of hotel and unique meeting facilities, easy access, and a stunning coastal backdrop, Newport Beach offers the perfect destination for "bleisure" travelers. By positioning the destination for meetings, conferences, and corporate retreats, we drive tourism revenue and establish Newport Beach as the top choice for business travelers seeking a touch of paradise.





# TARGETING

## *By Interest*



### VIP *Voyagers*

Newport Beach embodies luxury, boasting its stunning landscapes, upscale accommodations, exquisite dining, and exclusive experiences. By positioning the destination as synonymous with luxury, Visit Newport Beach leverages the high spending potential to bring in the right traveler that enhances Newport Beach's allure and prestige while benefiting the region.

### TRENDSETTERS

Buzzy travelers looking to shop will find their haven in Newport Beach's eclectic retail landscape, which offers a plethora of options to peruse. From high-end boutiques to luxury stores, Newport Beach's shopping scene caters to diverse tastes and preferences, making it a prime destination for those seeking unique finds and exclusive brands.



### TASTEMAKERS

Newport Beach's culinary scene is a vibrant tapestry of flavors, boasting a diverse array of dining options that tantalize the taste buds and showcase the region's rich culinary heritage. By focusing on culinary travelers, Visit Newport Beach invites food enthusiasts to savor the destination's eclectic dining offerings, participate in culinary events, and discover the talents of local chefs.

### SUN SEEKERS

Beach goers and outdoor enthusiasts flock to Newport Beach for its stunning coastline and abundance of scenic places and experiences. We captivate this segment by seamlessly blending Newport Beach's breathtaking natural landscapes, from its pristine beaches to its captivating coastal scenery, into curated experiences that are only found in Newport Beach.



### GLOW GETTERS

Newport Beach's tranquil setting and wellness amenities make it a sanctuary for travelers seeking relaxation and rejuvenation. By targeting wellness travelers, Visit Newport Beach taps into a growing market segment prioritizing self-care and mindfulness. Offering a place to retreat, spa packages, and healthy dining options, we provide transformative experiences that nurture the mind, body, and soul.

### SEAFARERS

Newport Beach's rich maritime heritage establishes it as a top destination for boating enthusiasts. Catering to this audience, Newport Beach offers a variety of experiences including yacht charters, sailing lessons, electric boats and open sea excursions, all highlighting the destination's coastal charm and diverse water sports opportunities. Whether navigating the waves or exploring the coastline, Newport Beach beckons adventurers to embark on unforgettable nautical journeys.



FY 2024 - 2025

# BRAND CALENDAR

FY 2024

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
SEASONAL CAMPAIGNS	SUMMER LEISURE CAMPAIGN		FALL LEISURE CAMPAIGN		HOLIDAY LEISURE	
EVENTS		RELISH FOOD FESTIVAL		NEWPORT BEACH FILM FESTIVAL / 10 ACTORS — VOLLEYBALL INVITATIONAL	CAR SHOW	CHRISTMAS BOAT PARADE
SPECIAL PROGRAMS	WIMBLEDON				FORMULA 1	
CORPORATE	EXECUTIVE COMMITTEE MEETING		EXECUTIVE COMMITTEE & BOARD OF DIRECTORS MEETING	EXECUTIVE COMMITTEE MEETING	BOARD OF DIRECTORS MEETING	HOLIDAY PARTNER & STAFF EVENT

■ SEASONAL CAMPAIGNS
 ■ EVENTS
 ■ SPECIAL PROGRAMS
 ■ CORPORATE

FY 2025

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	WINTER LEISURE CAMPAIGN		SPRING LEISURE CAMPAIGN			SUMMER LEISURE CAMPAIGN
		LONDON WEEK	HOAG CLASSIC	INTERNATIONAL BOAT SHOW		JAZZ FESTIVAL
	INSPIRATION GUIDE					FOOD & WINE CLASSIC
	EXECUTIVE COMMITTEE & BOARD OF DIRECTORS MEETING	EXECUTIVE COMMITTEE MEETING	EXECUTIVE COMMITTEE & BOARD OF DIRECTORS MEETING	EXECUTIVE COMMITTEE MEETING	EXECUTIVE COMMITTEE & BOARD OF DIRECTORS MEETING	EXECUTIVE COMMITTEE MEETING – ANNUAL MARKETING OUTLOOK

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# MEET ING *Planner*

BUSINESS PLAN

# S

## STRENGTHS

- Strong hotel partners support of MAP & VNB sales team
- Experienced internal sales staff with continuity/tenure in our markets
- Revitalized hotel product, including new premium offerings
- Strong, robust third-party partnerships
- Destination appeal:
  - Outdoor experiences
  - Newport harbor and beaches
  - Coastal chic properties
  - Luxury shopping
- Boutique destination appeal
- Accessible/affordable luxury
- Brand recognition for distinct high-end experiences and unique coastal appeal

# W

## WEAKNESSES

- No central, walkable nightlife directly accessible from properties
- Limited Orange County air access to some major markets
- Limited variety of hotel properties:
  - 3 hotel brands in the destination (Hyatt, Marriott and Pendry)
  - No MAP five-star resort properties or beachfront hotels
- Limited number of unique, off-site venues for large groups
- Lack of accessible, destination-defining experiences
- No onsite golf
- Limited cultural offerings

# O

## OPPORTUNITIES

- Expansion of corporate end-users in SoCal region
- Onboarding and continued engagement with new and existing MAP partners
- Increased customer awareness of destination location for meetings
- Expanded airlift/direct flights (SNA & LGB)
- Broadening exposure for creating interest for our high-end hotels (now including VEA and Pendry).
- Integrated marketing campaign targeting luxury audience
- Leverage all industry partnerships
- Enhanced incentives for 3rd parties
- Curated cultural experiences tailored to Newport Beach
- Elevated destination/hotel site visits
- Creation of new client advisory board
- New Luxury Leisure Sales position
- Addition of 5-star resort to portfolio

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## THREATS

- Continued industry staffing and recruitment challenges impacting deliverables
- Climate change impacting destination experience/assets
- Neighboring/local five-star properties
- Competitors offering additional financial support
- Destination assets leveraged by competitors
- Formidable competition from local properties & neighboring destinations (competitive hotels are adding brand upgrades)

# MEET ING *Planner*

BUSINESS OBJECTIVES

Visit Newport Beach Inc., in collaboration with Newport Beach & Company, is excited to unveil a comprehensive two-year marketing plan designed to adapt and thrive in the evolving landscape of professional meetings and events. While the pandemic's impact undoubtedly changed the meetings industry, we continue to see an upward trajectory for in-person meetings. Our marketing strategy is poised to leverage this momentum, ensuring that Newport Beach is consistently seen as a premier choice for top-tier meeting programs in Southern California.

This strategic blueprint debuts alongside a new chapter in our long-standing partnership with our hoteliers via the Tourism Business Improvement District (TBID). Having thrived through 15 years of partnership with the TBID, Visit Newport Beach is now set to exceed the high water mark for meetings that are profitable and highly desirable for our hotel partners. The introduction of the Meetings Assessment Partnership (MAP) agreement with our hotel allies underlines our commitment to a synergistic approach, aiming to attract superior meetings and conventions to our beautiful shoreline.

Our two-year marketing plan is thoughtfully crafted to respond to current demands and anticipate future industry trends. With a focus on cutting-edge marketing tactics, comprehensive planning support, and fortified partnerships, we are dedicated to upholding Newport Beach's reputation as a premier destination. This plan meets the evolving expectations of today's meeting planners and attendees, and we look forward to working alongside our stakeholders and partners as we launch this ambitious path toward continued success and innovation.



## *Objective ONE*

Establish Newport Beach as the Southern California small market meetings leader.

## *Objective TWO*

Establish and reinforce Visit Newport Beach as an essential business partner.

# Objective ONE

## Establish Newport Beach as the Southern California small market meetings leader.

Relentlessly pursue positioning as the premier choice across all small meeting group business verticals via seamless integration of branding, messaging, planning support, and online/offline touchpoints strategically deployed at all phases of the planner's journey.

### STRATEGY 1:

Expand engaging marketing content, sales support materials and targeted promotions.

#### TACTICS

- Increase awareness of benefits of location and reach within the Southern California coast to planners across the U.S.
- Enhance storytelling and destination positioning with unique itineraries (activities, dining, etc.) via new and engaging website content, blogs and email communications.
- Create and promote third-party planner promotions, engendering loyalty and providing extended value to the planner.
- Active SEO strategies with informative, impactful content to meet planners at each stage of their planning journey and inspire conversion.
- Email communications to deliver curated content that aligns with tradeshow participation, seasonal offers and unique destination offerings.
- Targeted, curated content positioning Newport Beach as an ideal location for luxury incentive events and high-end corporate business.
- Leverage dedicated planner-focused social media channels to promote inspirational and informational content, including tradeshow & event coverage, group activities, destination features, planner promotions and more.

### STRATEGY 2:

Reinforce in-person tradeshow and industry partner engagement to expand awareness and build relationships.

#### TACTICS

- Elevate signature tradeshows and industry event presence while investing in new luxury-focused shows with enlarged booth and engaging activations.
- Leverage technology of newly rebuilt iSales app for dynamic, timely property and destination updates.
- Invest in strategic event sponsorships and speaking opportunities to establish a strong continuity of industry support and expand brand presence.
- Maximize tradeshow marketing and advertising across multiple channels to engage attendees pre-event, onsite and post-event.
- Leverage paid and owned PR and media opportunities to deliver dynamic and timely destination and team developments to boost planner awareness.
- Promote well-executed client events and tradeshow booth activations and experiences via dedicated group sales social channels.

### STRATEGY 3:

Committing our resources to provide top-notch experiences in-destination which will educate, inspire and build confidence in meeting planners to book Newport Beach.

#### TACTICS

- Expand Visit Newport Beach Sales Team to include strategic role of Senior Manager, Client Engagement, dedicated to all inbound client experiences.
- Aggressively pursue hosted industry events that align with MAP partner client customer profiles and commit necessary dollars to ensure flawless execution leaving the clients with an outstanding impression and confidence to book meetings here.
- Execute elevated familiarization tours (FAMs) with curated, branded experiences and high-touch service from VNB Sales Team and destination partners.

- Capture highlights of immersive client experiences with engaging digital photo album sent post-event.
- Focus on client gift programs that deliver a high-impact, zero-waste gift experience with personalized messaging defining the luxury destination brand.

## Objective TWO

### Establish and reinforce Visit Newport Beach as an essential business partner.

Reinforce the value of engaging the Visit Newport Beach Sales Team through compelling initiatives that provide proof points of partnership.

#### STRATEGY 1:

Position Visit Newport Beach as an invaluable resource to clients throughout all stages of the planning journey.

#### TACTICS

- Continue to provide innovative and curated site visits; removing all obstacles to getting the client(s) in the destination including airfare to Newport Beach.
- Promote Visit Newport Beach value and professionalism via accredited and experienced team members, elevated service, etc.
- Leverage destination services to provide high-quality assets and resources to our clients.
- Create innovative solutions to address planner and program pain points through destination partnerships and extended value propositions.
- Promote seasonal and signature offers and sponsorships that impact an event's bottom line.
- Ensure prompt and customized replies to all client RFPs demonstrating a "one-size-fits-one" sales mentality.
- Launch targeted email communications to key market segments that follow a lead's unique planning journey.
- Translate destination and team values using visual storytelling, templated messaging and blog content.
- Demonstrate client partnership case studies via social channels and email communications.

#### STRATEGY 2:

Fortify partnership and engagement among destination MAP partners.

#### TACTICS

- Sustain ongoing engagement and meeting conversion support with MAP hotel partners through funnel reviews and lead assists.
- Aggressively pursue hosted industry events that align with MAP partner client customer profiles and commit necessary dollars to ensure flawless execution.
- Plan Familiarization Trips in collaboration with hotel partners to bring qualified clients to the destination showcasing hotels, venues and activities.
- Provide engaged Visit Newport Beach destination services to support not only clients but internal conference services/meeting event teams on property.
- Extend client promotions directly to MAP partners to enhance their sales proposition and impact conversion.
- Feature MAP hotels in iSales app, website and social channels with engaging video and imagery. Provide access to fresh collateral and content for selling tools.
- Invest in MAP hotel Cvent profiles to elevate exposure and secure better RFP results.
- Visit Newport Beach provides ongoing MAP Partner orientations to ensure maximum engagement.

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In the group meetings arena, the Visit Newport Beach sales team is both the offense and defense for MAP hotel partners.”

**MICHELLE DONAHUE, CDME**  
**SENIOR VICE PRESIDENT OF SALES**



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FY 2024 - 2025

# CALENDAR *Meeting Planner*

MEETING Planner MEETING PLANNER CALENDAR

TRADESHOWS	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION (PCMA)					
EVENT SERVICE PROFESSIONALS ASSOCIATION (ESPA)					
CBI PHARMA FORUM					
MIC CONFERENCE & TRADESHOW					
PRESTIGE NATIONAL SALES MEETING					
CONFERENCEDIRECT APM					
MPI [WE]CON - MEETING PROFESSIONALS INTERNATIONAL					
SMALL & BOUTIQUE MEETINGS SPRING					
NORTHSTAR INCENTIVE LIVE					
CALSAE ELEVATE					
MARTIZ GLOBAL- ELEVATE 2024					
HELMSBRISCOE ANNUAL BUSINESS CONFERENCE					
LAMONTCO ANNUAL XCHANGE SUMMIT (AXS)					
FICP EDUCATIONAL FORUM					
DESTINATION WEST					
MEETINGS AND INCENTIVES WORLDWIDE SUPPLIER SHOWCASE					
MARTIZ GLOBAL- ACTIVATE NATIONAL					
CONFERENCE DIRECT CDX					
CONNECT MARKETPLACE					
DESTINATION CALIFORNIA					
HOSPITALITY PERFORMANCE NETWORK (HPN) ANNUAL PARTNER MEETING					
PRESTIGE EVENT/SALES TRIP					
NORTHSTAR TEAMS 24					
IMEX AMERICA					
MEETINGS MADE EASY					
FICP ANNUAL CONFERENCE					
NORTHSTAR LEADERSHIP FORUM					
CALSAE SEASONAL SPECTACULAR					
SITE SOCIAL HOLIDAY EVENT					
DESTINATION WEST					
INDEPENDENT PLANNER EDUCATION CONFERENCE (IPEC)					

DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
	Light Blue					
	Dark Blue					
			Light Blue			
			Dark Blue			
				Light Blue		
			Dark Blue			
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				Light Blue	Light Blue	
					Dark Blue	
						Light Blue
						Dark Blue
						Light Blue
Dark Blue						
Light Blue						
					Dark Blue	
	Light Blue					

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# LOCAL *Community*

BUSINESS PLAN

# S

## STRENGTHS

- Strong, credible City and DMO reputation
  - City staff, civic leaders, civic organization
  - Visit Newport Beach Inc., Newport Beach & Company
- Collaboration on branding and development of signature events
- Positive financial impact through development of brand-defining marquee events
- Abundant natural offerings making a compelling tourism product
- Hospitality-forward first responders
  - Police
  - Fire
  - Marine Safety
  - Engaged local media
- Strong partnerships with local businesses
- Robust hospitality and restaurant community
- New & Revitalized Product Offerings
  - VEA Newport Beach, A Marriott Resort & Spa
  - Pendry Newport Beach
  - Ritz-Carlton Residences
  - 80,000 sq. ft. Restoration Hardware
  - High-end retail openings at Fashion Island
  - Crystal Cove cottage completion
- Dynamic economic development base
- High-tech digital video equipment and green screen available to community
- Quality, experienced and award-winning DMO staff

# W

## WEAKNESSES

- Limited convention, meetings and event facilities venues to benefit the city
- Lack of sports and recreation facilities
- Limited mobility and access via transportation within the city
- Workforce: competitive salaries and limited staff
- Lack of tourism marketing expertise by some business and community leaders

# O

## OPPORTUNITIES

- Growing prominence of signature marquee events
- Revitalization of SNA dining options & private aviation terminal
- Expanded airlift (SNA) through airport capacity cap increase
- Modernizing air travel infrastructure
- Nimble and innovative internal team

# T

## THREATS

- Weather and environmental hazards
- Economic uncertainty & inflation
- National politicization of business and social issues
- Competition for top tier staff talent
- International geo-political unrest

# LOCAL *Community*

BUSINESS OBJECTIVES

Newport Beach & Company plays a pivotal role as the leader of Newport Beach’s hospitality and tourism industry, offering value to businesses, serving as an information hub, creating resources, and advocating for the global significance of tourism, hospitality, and meetings. NB&Co remains dedicated to supporting the community and our organization prioritizes partnerships and stakeholder engagement, from small businesses to luxury resorts and everything in between. Through advocacy, partner communications, and corporate outreach, NB&Co highlights the economic impact, job creation, and importance of the industry.

In the coming fiscal year, NB&Co will continue to operate as a community marketing agency for Newport Beach and will continue to serve as the cohesive force that unites the community from marketing, economic, and hospitality perspectives. We connect various stakeholders, including local residents, partners, the City of Newport Beach, City Council, civic organizations, hotels, businesses, merchant associations, regional destination marketing entities, and other community organizations.

Leveraging this model, we plan to engage the local community in innovative ways to showcase the value of tourism, NB&Co, and the Newport Beach brand.

This integrated business plan for the local-community segment adopts a management-by-objectives approach, where quantifiable goals guide our strategies and tactics. The plan encompasses five key initiatives aimed at raising awareness and delivering ongoing value to the City of Newport Beach and its key stakeholders.

## *Objective ONE*

Be the lead resource for destination data and intelligence.

## *Objective TWO*

Continue with an entrepreneurial mindset and  
business model.

## *Objective THREE*

Serve as the creative agency and go-to marketing  
partner for hospitality-related businesses, events and  
civic organizations.

# Objective ONE

Be the lead resource for destination data and intelligence.

## STRATEGY 1:

Leverage NB&Co's business intelligence platform and other data reports to provide partners with insightful analytics, aiding them in driving marketing strategies.

## TACTICS

- Direct Blue Room Research to access and assess all of NB&Co's data and research subscriptions, generating weekly and monthly insight reports to draw conclusions.
- Conduct an updated Visitor Profile Study and a Tourism Economic Impact Analysis to measure true visitor volume, economic impact of tourism, visitor spending and visitor demographic profile information to local civic leaders and partners.
- Continue to deploy a comprehensive weekly insights dashboard brimming with economic information and data points to illustrate the economic health of the destination.
- Empower partners to use analytics and data effectively for business growth.
- Create custom intelligence reports for partners on request.
- Continue to define visitor profile and key audiences for local partners to roll-out within their marketing plans.
- Refine partner database to ensure all pertinent community members and stakeholders are receiving necessary correspondence.

# Objective TWO

Continue with an entrepreneurial mindset and business model.

## STRATEGY 1:

Reevaluate, evolve and expand Newport Beach & Company's community-marketing organization and its six distinct business units: Visit Newport Beach, Inc. (TOT and MAP) Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Video Newport Beach.

## TACTICS

- Evaluate and evolve the NB&Co business model with innovative and entrepreneurial business units that are self-sustaining, staffing and explore additional revenue streams.
- Continue to rebuild internal staff and extended team to ensure the success of the business units, both with in-house team members and with top freelancers and contractors.
- Assemble neighborhood advisory taskforces, address needs and implement cutting-edge marketing and branding campaigns to drive awareness and visitation to all corners of the destination.
- Continue to consult with marketing and communications services for signature, brand-defining community events.

# Objective THREE

Serve as the creative agency and go-to marketing partner for hospitality-related businesses, events and civic organizations.

## STRATEGY 1:

Position Newport Beach & Company as a leading creative community consultant by offering expert assistance in marketing, branding, and sales to local businesses, hotels, restaurants, and civic organizations.

## TACTICS

- Position organization as the community “go-to” for various needs to include marketing plans, communication strategy, branding, ad buys, crisis communications, brainstorming, social media management and more.
- Continue to invest in the quality and quantity of signature marquee events in Newport Beach to bring tourism to Newport Beach throughout the year and need periods; support by way of branding and marketing.
- Develop tailored consulting packages and workshops that cater to the specific needs of each client, showcasing NB&Co’s expertise and commitment to supporting the local community.
- Build on NB&Co’s role as community consultant for various ad hoc marketing and sales needs for local businesses, civic organizations, neighborhood associations, restaurant association and City of Newport Beach.
- Maximize opportunities for partner wins for Newport Beach & Company and its partners.
- Provide graphic design, art direction and video-production services to local businesses and partners.
- Provide economic resources and marketing toolkits for partners and community.

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# CORP ORATE

BUSINESS PLAN

# S

## STRENGTHS

- Committed staff, executive committee and board of directors
- Strong and supportive city council and staff
- Accredited destination marketing organization
- Certified Destination Management Executive (CDME) executive team and staff
- Award-winning marketing campaigns
- Leader in the DMO space
- Small but mighty marketing and sales teams
- Innovative community marketing organizational model
- Strong company core values, benefits & culture
- Cross department collaborations
- Appealing office infrastructure
- Nimble and innovative internal with ability to pivot as needed

# W

## WEAKNESSES

- Workforce: competitive salaries and limited staff; increased minimum wage
- Recruitment expectations (i.e. salary, remote work)
- Limited convention, meetings and event facilities venues to benefit the city
- Lack of sports and recreation facilities
- Strong economy makes cost of services more expensive
- Internal team lives outside of city limits due to cost of living

# O

## OPPORTUNITIES

- City and board of directors engagement
- Facilitate vendor and partner relationships to negotiate best price and maximize efficiencies
- Internal team privy to technology and AI advancements
- Positive corporate culture attractive for recruitment
- New & revitalized product offerings
- Marketing consultancy and expertise to benefit partners
- Investment in data and research to drive marketing strategies for partner businesses
- Increased corporate communications

# T

## THREATS

- Increased coastal competition
- Economic uncertainty & inflation
- Elections/political climate & uncertainty
- Weather and environmental hazards
- High cost of employee benefits
- ADA compliant website and threats of lawsuits

# CORPORATE

## BUSINESS OBJECTIVES

Newport Beach & Company continues to be committed to meeting this watershed moment by rolling out a variety of new ways we do business, from hybrid scheduling to embracing evolving tech. NB&Co and Visit Newport Beach, Inc. jointly present this integrated administration, information-technology, finance, marketing, and group sales and services plan to meet the moment in workplace and business changes in a post-COVID-19 world, deepen engagement levels with the staff and boards of directors of both companies and invest in people and culture to increase productivity; generate efficiencies; reduce costs and attract, satisfy and retain quality employees and board members for the two entities.

Newport Beach & Company plans to engage its employees, committees, and boards of directors in new, innovative ways to ensure the long-term viability, success and results of NB&Co and its six entrepreneurial business units:

- **Visit Newport Beach, Inc. TOT** (Tourism-Occupancy Tax drives incremental tourism)
- **Visit Newport Beach, Inc. MAP** (Meetings Assessment Partnership generates incremental meetings business)
- **Dine Newport Beach** (former partnership with the Newport Beach Restaurant Association—reimagined into culinary/restaurant tourism marketing)
- **Enterprise Newport Beach** (Neighborhood Advisory Taskforce/Economic Development)
- **Celebrate Newport Beach** (brand-defining events): Newport Beach Film Festival (NBFF): NBFF Fall Honors/Variety 10 Actors to Watch & NBFF U.K. Honours/Variety 10 Actors to Watch (London), Hoag Classic, International Boat Show, Christmas Boat Parade, and more).
- **Video Newport Beach** (formerly NBTv): Video production

The cross-functional planning team developed this integrated business plan for the organization and board-of-directors customer segment with a management-by-objectives approach where objectives are quantifiable goals, strategies form the strategic approaches to reaching the benchmark objectives, and tactics are projects that support overarching strategies

## *Objective ONE*

Further enhanced corporate communications.

## *Objective TWO*

Serve as the creative agency and go-to marketing partner for hospitality-related businesses.

## *Objective THREE*

Explore emerging technologies and how they can be applied to partner organizations and local businesses.

## *Objective FOUR*

Continue to build a strong workplace culture.

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# Objective ONE

Further enhanced corporate communications.

## STRATEGY 1:

The NB & Co marketing team will develop a comprehensive corporate communications plan to effectively engage with its partners, the community, civic leaders, internal staff, and board members in order to increase awareness, educate stakeholders, continue to build brand reputation and to enhance engagement.

## TACTICS

- Enhance and ensure corporate communications via partner e-newsletters, LinkedIn posts, and staff emails with steady cadence, fresh designs and punchy and engaging content that adds value to the recipient.
- Explore new B2B storytelling tactics and vehicles including trendy short-form video, infographics, animations and more to offer entertaining, useful and easily digestible information.
- Refine and continue to distribute business intelligence and weekly insights with economic dashboard to provide up-to-date vital research and data.
- Create a schedule for one-on-one strategy and networking sessions with partners and key community leaders.
- Continue to update and scrub partner email database to ensure all NB&Co news is reaching the right audience.
- Partner with local community newspaper, Stu News, to author a regular CEO column to communicate VNB's programs and successes.

# Objective TWO

Serve as the creative agency and go-to marketing partner for hospitality-related businesses.

## STRATEGY 1:

Position NB & Co as a leading creative community consultant by offering expert assistance in marketing, branding, and sales to local businesses, hotels, restaurants, and civic organizations.

## TACTICS

- Hire a Partnership Coordinator to create a more tailored and enhanced partnership model as needed; explore new opportunities for partner engagement.
- Position organization as the community "go-to" for various needs to include marketing plans, communication strategy, branding, ad buys, crisis communications, brainstorming, social media management and more.
- Develop tailored consulting packages and workshops that cater to the specific needs of each client, showcasing NB&Co's expertise and commitment to supporting the local community.
- Develop marketing toolkits for partners and the community.

# Objective THREE

Explore emerging technologies and how they can be applied to partner organizations and local businesses.

## STRATEGY 1:

Recognize the transformative potential of AI technology and its impact on the workplace.

## TACTICS

- Facilitate an AI education session for staff.
- Identify other thought-leaders in the tech space who can continue to keep NB&Co privy to trends coming down the pipeline and how they can be implemented into the organization's efforts.
- Explore ways team members can automate tasks such as identify potential leads and personalize outreach in sales; analyze customer data; content creation in marketing; automate financial reports in accounting and more.
- Recognize ways AI can be used as an assistant with tasks such as communications, scheduling, messaging, automating workflows and more.
- As AI takes on mundane tasks, roles at the organization may evolve to prompt engineer and collaborate with AI.
- Invest in paid versions of AI and develop and implement a comprehensive plan for staff training and adoption.
- Assess potential ethical harms, dangers or social implications AI can bring.
- Maintain a competitive edge, improve efficiencies, and drive innovation across all aspects of our organization.

# Objective FOUR

Continue to build a strong workplace culture.

## STRATEGY 1:

NB & Co is dedicated to being a top employer by investing in employee development and engagement; and regularly evaluating and enhancing its workplace culture and benefits to ensure employee satisfaction and retention of top talent.

## TACTICS

- Develop a strong onboarding program for new employees.
- Dedicate leadership to reviewing and reinvesting in company culture and employee development.
- Define and communicate NB&CO's core values to guide decision-making.
- Foster collaboration and teamwork among employees.
- Provide opportunities for growth and development through training and advancement.
- Recognize and reward employee achievements.
- Promote a healthy work-life balance and wellness initiatives.
- Cultivate a culture of diversity, inclusion and respect.
- Lead by example to set organizational values and behaviors.
- Continue to offer creative health, wellness, and benefit programs.
- Hold annual retreats for brainstorming and improvement.
- Ensure competitive compensation and benefits.
- Conduct annual performance reviews.
- Facilitate team-building events across departments.
- Integrate core values into all aspects of the company.
- Support external educational opportunities for employees.



Our success isn't just about showcasing a beautiful destination; it's about nurturing a corporate culture where passion meets purpose, and where every team member is empowered to innovate, collaborate, and embody our shared values. When they zig, we zag, and that's how we've found our success."

**GARY SHERWIN**, CDME, APR  
**PRESIDENT AND CEO**





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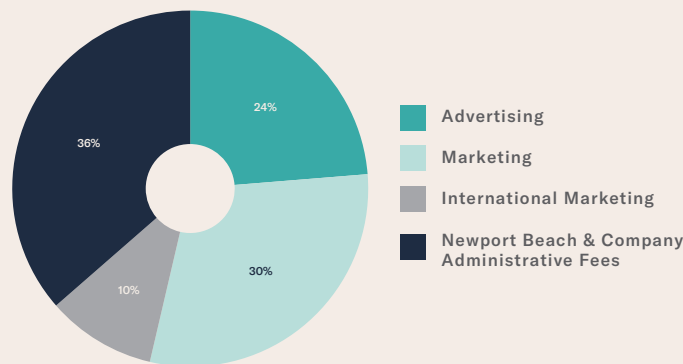
# FY2025 & FY2026 *Budgets*

## NEWPORT BEACH & COMPANY FY2025 & FY2026

NEWPORT BEACH & COMPANY	BUDGET FY2025	BUDGET FY2026
Revenue	\$2,802,840	\$2,838,000
Operating Expenses	\$2,802,840	\$2,838,000

## VISIT NEWPORT BEACH, INC. (TOT) LEISURE FY2025 & FY2026

VISIT NEWPORT BEACH, INC. (TOT) LEISURE BUDGET ALLOCATION	BUDGET FY2025	BUDGET FY2026
Revenue	\$6,871,939	\$7,005,000
Advertising	\$1,724,400	\$1,497,750
Marketing	\$2,176,949	\$2,179,750
International Marketing	\$722,500	\$642,500
Newport Beach & Company Administrative Fees	\$2,648,090	\$2,685,000



VISIT NEWPORT BEACH, INC.

# TOURISM- OCCUPANCY(TOT) *Goals*

	FY2023 - FY2024 GOALS	FY2023 - FY2024 YTD ACHIEVED AS OF 4/15/24	FY2024 - FY2025 FORECAST GOAL	FY2025 - FY2026 FORECAST GOAL
<b>TOPLINE GOALS &amp; KEY PERFORMANCE INDICATORS FOR LEISURE TRAVEL TO NEWPORT BEACH</b>				
TOURISM-OCCUPANCY TAX (TOT) REVENUE TO THE CITY OF NEWPORT BEACH	\$35,245,122	\$23,654,682*	\$35,315,612	\$36,021,924
MARKETING CAMPAIGN ROOM NIGHTS*	150,000	250,800	220,000	224,400
MARKETING CAMPAIGN ECONOMIC IMPACT**	\$46,000,000	\$63,500,000	\$50,000,000	\$51,000,000
<b>DIGITAL MARKETING, CONTENT MARKETING &amp; SOCIAL MEDIA (OWNED &amp; PAID MEDIA CHANNELS)</b>				
VISITNEWPORTBEACH.COM WEB VISITS	1,628,000	1,319,475	1,700,000	1,734,000
REFERRALS TO PARTNER VISITS	10,925	21,606	22,038	22,478
SOCIAL MEDIA FOLLOWERS	270,000	280,954	350,000	357,000
CONSUMER DATABASE/NEWSLETTERS SENT	35,000/24	29,730/35	38,000/30	40,000/35
PARTNER DATABASE/NEWSLETTERS SENT	600/60	651/54	700/60	720/60
<b>ADVERTISING (PAID MEDIA CHANNELS)</b>				
TOTAL AD IMPRESSIONS***	175,000,000	186,113,998	180,000,00	182,000,00
ONLINE AD CLICKS TO SITE	430,000	333,579	350,000	357,000
<b>MEDIA RELATIONS</b>				
MEDIA PLACEMENTS (DOMESTIC + INTERNATIONAL)	1,200	1,334	1,400	1,428
KEY CONSUMER MEDIA PLACEMENTS	325	322	350	357
KEY TRADE MEDIA PLACEMENTS (B2B)	100	136	145	148

\*FORECASTED GOAL DOESN'T INCLUDE SUPER BOWL CAMPAIGN.

\*\*SOURCE: SOJERN

\*\*\*METRICS DON'T INCLUDE FY 23-24 SPRING CAMPAIGN METRICS/FORECASTED GOAL DOESN'T INCLUDE SUPER BOWL CAMPAIGN.

NEWPORT BEACH & COMPANY  
**BUSINESS-UNIT**  
*Goals*

	FY2023 - FY2024 GOALS	FY2023 - FY2024 YTD ACHIEVED AS OF 4/15/24	FY2024 - FY2025 FORECAST GOAL	FY2025 - FY2026 FORECAST GOAL
<b>CELEBRATE NEWPORT BEACH: BRAND-DEFINING EVENT MARKETING</b>				
UK HONOURS/VARIETY "10 ACTORS TO WATCH" IMPRESSIONS	5,500,000	N/A	5,500,000	5,5610,000
NBFF/VARIETY "10 ACTORS TO WATCH" IMPRESSIONS	6,000,000	N/A	6,000,000	6,120,000
CHRISTMAS BOAT PARADE AD IMPRESSIONS	5,400,000	21,453,422	6,500,000	6,630,000
HOAG CLASSIC AD IMPRESSIONS	6,000,000	15,161,468	8,000,000	8,160,000

# BUSINESS-UNIT PLAN



**B U S I N E S S - U N I T P L A N**

- 87 VISIT NEWPORT BEACH INC. - LEISURE MARKETING
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# VISIT NEWPORT *Beach, Inc.*

## LEISURE MARKETING TOURISM- OCCUPANCY TAX (TOT) FUNDING

Visit Newport Beach, Inc. is an essential part of promoting the aspirational lifestyle of Newport Beach worldwide, guiding visitors from initial interest to conversion, creating unforgettable memories. The organization, powered by leisure marketing, weaves the captivating Newport Beach narrative into every stage of a traveler's journey - from sparking the desire to visit to providing resources for planning and eventually creating lasting memories.

Funding for leisure marketing comes from a portion of the Transient Occupancy Tax (TOT), the third largest source of revenue for the city of Newport Beach, which is paid by visitors staying overnight in hotels, resorts and short-term vacation rentals.

The leisure marketing team is focused on two functional areas of specialty:

- Destination Brand Development & Storytelling
- Destination Marketing Strategy & Business Intelligence







**DESTINATION BRAND DEVELOPMENT & STORYTELLING:**

Visit Newport Beach places a significant emphasis on its media-relations endeavors, anchored in robust and continual partnerships with select media, bloggers, and social influencers. Our focus lies in nurturing existing relationships, expanding our proprietary media database, enhancing media visits to Newport Beach, and crafting compelling ad campaigns that resonate with our target audience. Central to these efforts is the sharing of Newport Beach’s brand narrative through esteemed media platforms, bold and breakthrough ad campaigns and social media channels, not only lending credibility to the destination but also enabling audiences to connect with the destination on an emotional level and engage with us in meaningful ways.

**DESTINATION MARKETING STRATEGY & BUSINESS INTELLIGENCE:**

The destination marketing strategy & business intelligence team conducts comprehensive analyses of customer behavior, campaign performance, visitor profiles, and detailed ongoing reporting on all performance metrics, standards, and benchmarks. Following this, the team strategically matches each customer with the most suitable media and channels based on their preferences, ensuring highly targeted campaigns that reach the right audience at the right time. Collaborating with the brand development team, they ensure that messaging in each creative piece aligns perfectly with the intended audience and is delivered via the most effective media channel to maximize return on investment for Newport Beach.

As Visit Newport Beach resumes its international sales and marketing efforts, the marketing team takes the lead in engaging with the travel trade, tour operators, wholesalers, and travel agents. They oversee project workflow, budgeting, and day-to-day project management for all initiatives, ensuring seamless execution of strategies.

The team is also responsible for deploying messages to potential consumers, managing visitor resources, and tracking visitor patterns and behaviors. Their core responsibilities within the destination marketing strategy & business intelligence team encompass various functional areas of marketing, including advertising, research, business intelligence, international marketing (both consumer and trade), industry relations, strategic partnerships, visitor services, hospitality training, and all facets of digital marketing.

VISIT  
**NEWPORT**  
*Beach, Inc.*

**GROUP SALES & MARKETING  
MEETINGS ASSESSMENT  
PARTNERSHIP (MAP) FUNDING**

Visit Newport Beach, Inc. Group Sales actively brings valuable group meetings and conference business to the privately-funded Newport Beach Meetings Assessment Partnership (MAP) hotel properties and local businesses.





The purpose of the MAP agreement is to directly increase group business (meetings and conferences) for partner hotels. To deliver on the MAP promise, Visit Newport Beach Group Sales fosters current client relationships and attracts new meetings and conferences to Newport Beach. Through aggressive direct selling, innovative marketing initiatives and strong hotel partnerships, the efforts of the Sales Team result in increased group hotel room nights and additional revenue to MAP hotel partners.

The Newport Beach MAP consists of seven hotel properties:

- Balboa Bay Resort
- Hyatt Regency Newport Beach
- Lido House
- Newport Dunes Waterfront Resort & Marina
- Pendry Newport Beach
- Renaissance Hotel Newport Beach
- VEA Newport Beach, A Marriott Resort & Spa

# DINE

*Newport Beach*





Since 2013, Newport Beach & Company and the Newport Beach Restaurant Association (NBRA) have joined forces to create Dine Newport Beach, a culinary consumer-facing entity aimed at branding, promoting, and boosting the economic vitality of the culinary community. These efforts have successfully increased foot traffic and patronage at Newport Beach dining establishments.

In the upcoming fiscal, the Newport Beach Chamber of Commerce will assume responsibility for the operations of the Newport Beach Restaurant Association and will revive Newport Beach Restaurant Week. The Chamber will collaborate with Newport Beach & Company on all branding, marketing, and promotional initiatives associated with this event, ensuring its continued success and impact on the local culinary scene.

# ENTER PRISE

## *Newport Beach*

Newport Beach & Company continues to work with local merchants and neighborhoods on brand development, omni-channel marketing, promotions and strategic events to activate visitation that generated positive economic impact.

This fiscal year, Newport Beach & Company will implement a greater overarching strategy and investment for Newport Beach neighborhoods that will drive tourism to all corners of the destination to positively impact local businesses. Newport Beach & Company will provide travelers with a comprehensive navigational overview of the destination through content development and storytelling that are both informative and inspirational.





#### **NEIGHBORHOOD ADVISORY TASK FORCE:**

The re-imagination of this business unit begins with forming a destination-wide neighborhood advisory task force, bringing together one representative from each of the ten neighborhoods. This approach lends itself to a greater ability and mobility to craft an overarching strategy for the neighborhoods vs a tactic-driven model. The task force's mission will immerse the Newport Beach brand across all neighborhoods, leverage the distinct individuality of each neighborhood, craft compelling marketing by leveraging unique stories and propel activations to bring customers through the doors of small businesses.

#### **TECHNOLOGY-DRIVEN WEB CONTENT:**

This fiscal year, Visit Newport Beach's website is slated for a full redesign and a key component is bringing Newport Beach neighborhoods to life via web content. The team will take a visual-first approach to educating visitors on Newport Beach unique landscape, utilizing cutting-edge interactive maps and technology to showcase topographical information in a visual way. The team will create bespoke content pages for each of the ten neighborhoods, with multi-media storytelling across all the tourism small business sectors to generate demand. The use of AI will also be incorporated into the new website for ease in itinerary building and showcasing all of the not-to-miss elements found in each neighborhood.

#### **COMMUNITY CONSULTING:**

Newport Beach & Company has emerged as a community-marketing leader serving as a branding, marketing and placemaking consultant for individual businesses and groups. This service will continue into this fiscal year, creating opportunities for professional marketing services for the small business community.

#### **COMMUNITY EVENTS:**

The Visit Newport Beach team regularly promotes neighborhood events and promotions through its website, social media and media relations channels assisting in pre-promotion of events as well as day-of coverage.

# CELEBRATE

# BRATE


## *Newport Beach*

The Celebrate Newport Beach business unit enables Newport Beach & Company to integrate the Newport Beach brand into in-person events to create cohesive touchpoints across the entire visitor and community experience. Annual marquee signature events are not only an economic driver for the community, but destination differentiators that stand out against our regional competitive set that provide world-class experiences.

Large-scale in-person events returned in late 2022 and we are working as a community to build out new event experiences. From city-wide conventions in Anaheim to Coachella in the desert, there is a public desire to attend events at scale.







The Celebrate Newport Beach business unit will continue to expand and enhance these experiences in the upcoming fiscal year and leading branding efforts, and through marketing, sponsorship and event support. The team will have a focused attention on elevating brand-centric events and leveraging those events for the benefit of the entire Newport Beach community.

Celebrate Newport Beach also focuses on establishing strategic partnerships for Newport Beach that will provide sponsorship revenue to some signature events and key marketing initiatives.

Current Celebrate Newport Beach-supported events include:

- Newport Beach Film Festival (NBFF)
- Newport Beach Christmas Boat Parade
- NBFF U.K. Honours/Variety's 10 Brits to Watch
- Hoag Classic
- Surf & Turf Polo Classic
- Volleyball Invitational
- International Boat Show
- Additional brand-defining events

Newport Beach & Company support ranges from guidance on marketing tactics to making strategic media placements, destination market delivery and business intelligence; destination brand development, public relations pitches and storytelling; to year-round signature event support through NB&Co marketing channels. The level of support is at the discretion of the Newport Beach & Company Marketing Team and takes into account the opportunities to garner tremendous news coverage, which supports attendance numbers and overnight hotel stays. All Newport Beach events have the opportunity to promote on appropriate Newport Beach & Company-owned channels.

# VIDEO

## *Newport Beach*

In recent years, there has been a significant shift in consumer behavior towards spending more time on mobile devices, engaging in video entertainment both individually and with brands. New social platforms like TikTok have exploded in popularity, providing users with easy-to-use video creation tools. This trend has led legacy social platforms to quickly evolve and incorporate video content capabilities to keep up with the demand, democratizing video creation and sharing for everyone.





The volume of video content uploaded in just 30 days now surpasses what major U.S. television networks have broadcast over 30 years. With 625 million videos viewed on TikTok every minute (that's up from 167 million just two years ago) and high engagement rates after viewing video ads on platforms like Instagram, it's evident that video is a powerful marketing tool. Viewers also retain significantly more information from video content compared to text-based content.

Recognizing the value of video marketing, Newport Beach & Company has been proactive in investing in video production and filmmaking. In the upcoming fiscal year, Newport Beach & Company will enhance its video production efforts even further with a four-pronged strategy:

- 1. Platform-Specific Video Production:** Newport Beach & Company will continue to allocate resources towards cutting-edge video production tailored for different platforms. This includes video content for TV and social media, each crafted with platform-specific best practices to maximize engagement and relevance.
- 2. Social Media Video Optimization:** NB&Co will increase its focus on crafting short, evergreen videos and reels for social media. These videos will educate and inspire potential visitors while showcasing local businesses. By staying attuned to social media trends and leveraging audio, editing tools, and community engagement, NB&Co aims to maintain freshness and strengthen its community engagement.
- 3. Producing Bold Commercials on a Quarterly Basis:** NB & Co will strategically invest in broadcast, producing bold ad campaigns that will put highly engaging, fresh commercial content in front of targeted demographics on a quarterly basis. Building on past successes, the company will align commercial launches around major awards shows and events to maximize brand visibility and impact.
- 4. Collaboration with Creators & Influencers:** The team will collaborate with creatives, creators, ambassadors, and influencers to produce diverse and engaging video content. This collaboration aims to amplify brand awareness, drive engagement and foster a deeper connection with the audience.

By implementing these strategies, Newport Beach & Company aims to solidify its position as a leader in the community and tourism industry, driving increased visitation to Newport Beach while staying ahead of the evolving digital landscape.



TODAY, FUELED BY  
**OUR PAST**  
*Successes,*  
 WE CHART A  
 COURSE TOWARD EVEN  
 GREATER HEIGHTS.

YEAR in REVIEW FY 2023 - 2024



VISIT  
**NEWPORT  
 BEACH**  
 CALIFORNIA

# Newport Beach News



Vol.01, No.01

NewportBeachVacationClub.com

News for Today

Newport Beach, CA

## NEWPORT BEACH VACATION CLUB



### Studies Show Americans Don't Take Enough Vacations

This summer, most adults are more likely than they were in the summer of 2022 to stay in a hotel and take vacation trips, according to a new national Hotel Booking Index survey commissioned by the American Hotel & Lodging Association (AHLA) and conducted by Morning Consult.

Thinking about the summer ahead, most adults report being more likely than they were in 2022 to stay in a hotel (56%), take more frequent (55%) and longer (52%) leisure or vacation trips, the survey said.

According to the findings, hotels are the top lodging choice among those planning to travel for business (77%) and leisure (54%) in the next three months. In addition, 75% of business travelers whose jobs involve traveling are likely to do so in the next three months, compared to 53% in December 2022/January 2023. Fifty-one percent of adults are likely to travel overnight for leisure in the next three months, compared to 36% in December 2022/January 2023.

Survey responses from business travelers indicate that nearly 70% of their employers have either returned to the pre-pandemic normal or increased amounts of business travel. This is good news for hoteliers, as

"Americans are planning more hotel stays and vacations this summer than they did in the summer of 2022, and that is great news for the lodging industry and its employees," said Chip Rogers, president/CEO, AHLA. "It's also encouraging to hear most business travelers report that their employers have either returned to the pre-pandemic normal or increased amounts of business travel. Our industry is getting stronger, but to keep growing we need to hire more than 100,000 people around the country. Fortunately, with average hotel wages at near-record levels, better benefits than ever before, and unprecedented opportunity to move up the ranks, there's never been a better time to start a hotel career."

VISIT  
NEWPORT  
BEACH  
CALIFORNIA

# Newport Beach News



Vol.01, No.01

NewportBeachVacationClub.com

News for Today

Newport Beach, CA

## ARE YOU READY TO JOIN?



### Newport Beach Voted as Best Place to Visit

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Thinking about the summer ahead, most adults report being more likely than they were in 2022 to stay in a hotel (56%), take more frequent (55%) and longer (52%) leisure or vacation trips, the survey said.

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Survey responses from business travelers indicate that nearly 70% of their employers have either returned to the pre-pandemic normal or increased amounts of business travel. This is good news for hoteliers, as business travel is one of hotels' main sources of revenue.

"Americans are planning more hotel stays and vacations this summer than they did in the summer of 2022, and that is great news for the lodging industry and its employees," said Chip Rogers, president/CEO, AHLA. "It's also encouraging to hear most business travelers report that their employers have either returned to the pre-pandemic normal or increased amounts of business travel. Our industry is getting stronger, but to keep growing we need to hire more than 100,000 people around the country. Fortunately, with average hotel wages at near-record levels, better benefits than ever before, and unprecedented opportunity to move up the ranks, there's never been a better time to start a hotel career."

# 99

# WINTER 2023

## *Stay at Sea Level*

JAN 3 - MAR 31

“Stay at Sea Level” invites travelers to embrace Newport Beach as a refreshing alternative to traditional winter destinations. The campaign emphasizes the allure of experiencing winter at sea level with cheeky taglines “Choose Boats Over Coats This Winter” and “Choose Seas Over Skis This Winter,” highlighting coastal activities over snowy adventures.



## *UK Honours*

FEBRUARY

## *Oscars Campaign*

FEBRUARY



## *Float with Us*

MAR 20 - JUN 14

With more water than land and a vibrant nautical heritage, Newport Beach introduces “Float With Us” which guides travelers on an immersive journey through Newport Beach’s water story via Newport Harbor, the Ocean, Back Bay, and Resort Pools. Through stylish, creative storytelling, the campaign introduces key Visit Newport Beach personas experiencing the full spectrum of our aquatic offerings.

## SUPER BOWL 2023

### *Big Game Getaway*

JAN 5 - FEB 12

VISIT  
CALIFORNIA  
POPPY  
AWARD



# SPRING 2023

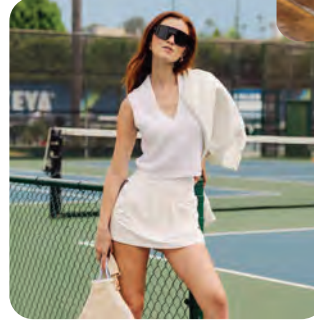


# SUMMER 2023

## *Experience More*

JUN 20 - SEPT 5

“Experience More” aimed to attract tourism by focusing on Newport Beach’s unique charm and vibrant summer atmosphere. The creative focused on capturing natural, authentic moments that encapsulate the magic, joy, and freedom of summertime.



## *Newport Beach Vacation Club*

SEPT 6 - NOV 15



The Newport Beach Vacation Club campaign created a brand loyalty program, first-ever merchandise and a multi-touch integrated campaign with robust visuals that highlighted the rich legacy of Newport Beach’s prestigious clubs with contemporary sophistication.



# FALL 2023



# HOLIDAY 2023

## *50 Days of Festive Fun*

NOV 17 - JAN 6

ADDY  
AWARD

One of the nation's longest-running destination wide holiday celebrations, "50 Days of Festive Fun" showcased the transformation of Newport Beach into a magical winter wonderland full of holiday happenings, dazzling light displays, festive dining and more all season long.



## *Viva Vacation*

NOV 16-18



## *Formula 1 Pitstop in Newport Beach Influencer Activation*

NOV 16-18





# WINTER 2024



## *Après Ski-Sea*

JAN 5 - MAR 18

The new campaign redefines the traditional winter adventure, seamlessly offering an elevated and luxe coastal chateau experience with the warmth of a luxurious escape, all while steering clear of the cold.



## **SUPER BOWL 2024** *Touch Down in Newport Beach*

FIRST-EVER SUPER BOWL DRONE SHOW

FEB 1 - 11

## *Land in Lux*

MAR 19 - JUN 19

The “Land in Lux” campaign showcases Newport Beach’s unparalleled luxury by highlighting lavish resorts, exquisite landscapes and unique leisure activities. The campaign aims to inspire and allure discerning travelers with stunning visuals that bring to life our blend of coastal beauty and luxury offerings.



# SPRING 2024

# 103



104



# WINTER 2023

*Stay at Sea Level*

JAN 3 - MAR 31

**20.5M**

AD IMPRESSIONS

**2.1M**

PUBLIC RELATIONS  
IMPRESSIONS

**34K**

WEBSITE LANDING  
PAGE VIEWS

**4.6M**

SOCIAL MEDIA  
IMPRESSIONS

**2M**

SOCIAL MEDIA  
REACH

# SUPER BOWL 2023

*Big Game Getaway*

JAN 5 - FEB 12

**1.7M**

AD IMPRESSIONS

**200M**

PUBLIC RELATIONS  
IMPRESSIONS

**18K**

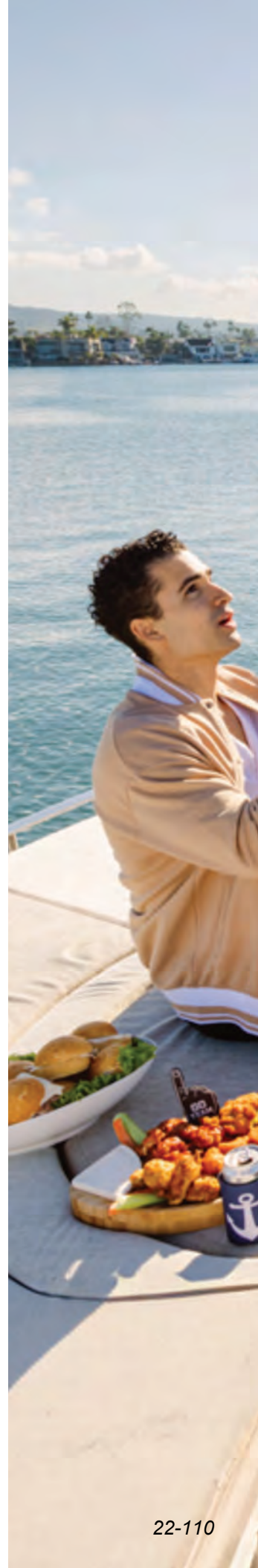
WEBSITE LANDING  
PAGE VIEWS

**871K**

SOCIAL MEDIA  
IMPRESSIONS

**236K**

SOCIAL MEDIA  
REACH





107



108



# SPRING 2023

*Float With Us*

MAR 20 - JUN 14

**\$12.6M**

ECONOMIC  
IMPACT

**43.8M**

AD IMPRESSIONS

**41K**

WEBSITE LANDING  
PAGE VIEWS

**5M**

SOCIAL MEDIA  
IMPRESSIONS

**1.7M**

SOCIAL MEDIA  
REACH

**8.5M**

PUBLIC RELATIONS  
IMPRESSIONS

# SUMMER 2023

*Experience More*

JUN 20 - SEPT 5

**\$12.6M**

ECONOMIC  
IMPACT

**36M**

AD IMPRESSIONS

**90K**

WEBSITE LANDING  
PAGE VIEWS

**6.4M**

SOCIAL MEDIA  
IMPRESSIONS

**1.3M**

SOCIAL MEDIA  
REACH

**8.5M**

PUBLIC RELATIONS  
IMPRESSIONS







111



112



# FALL 2023

*Newport Beach Vacation Club*

SEPT 6 - NOV 15

**\$9.9M**

ECONOMIC  
IMPACT

**46.9M**

AD IMPRESSIONS

**139K**

WEBSITE LANDING  
PAGE VIEWS

**310K**

SOCIAL MEDIA  
IMPRESSIONS

**208K**

SOCIAL MEDIA  
REACH

**11.7M**

PUBLIC RELATIONS  
IMPRESSIONS

# FORMULA 1 2023

*Viva Vacation*

NOV 16 - 18

**700K**

ECONOMIC  
IMPACT

**8.5M**

AD IMPRESSIONS

**31K**

WEBSITE LANDING  
PAGE VIEWS

**771K**

SOCIAL MEDIA  
IMPRESSIONS

**165K**

SOCIAL MEDIA  
REACH





115



116



# HOLIDAY 2023

*50 Days of Festive Fun*

NOV 17 - JAN 6

**\$4.1M**

ECONOMIC  
IMPACT

**40M**

AD IMPRESSIONS

**79K**

WEBSITE LANDING  
PAGE VIEWS

**2.5M**

SOCIAL MEDIA  
IMPRESSIONS

**2M**

SOCIAL MEDIA  
REACH

**166M**

PUBLIC RELATIONS  
IMPRESSIONS

# WINTER 2024

*Après Ski Sea*

JAN 5 - MAR 18

**\$5.2M**

ECONOMIC  
IMPACT

**31M**

AD IMPRESSIONS

**64K**

WEBSITE LANDING  
PAGE VIEWS

**3M**

SOCIAL MEDIA  
IMPRESSIONS

**1.6M**

SOCIAL MEDIA  
REACH

**400K**

PUBLIC RELATIONS  
IMPRESSIONS





119



120

# SUPER BOWL 2024

*Touch Down in Newport Beach*

FIRST-EVER SUPER BOWL DRONE SHOW

FEB 1 - 11

**\$220K**

ECONOMIC  
IMPACT

**4M**

AD IMPRESSIONS

**11K**

WEBSITE LANDING  
PAGE VIEWS

**186K**

SOCIAL MEDIA  
IMPRESSIONS

**119K**

SOCIAL MEDIA  
REACH

**236M**

PUBLIC RELATIONS  
IMPRESSIONS

# SPRING 2024

## *Land in Lux*

MAR 19 - JUN 19

**\$7.1M\***

ECONOMIC  
IMPACT

**26M\***

AD IMPRESSIONS

**66K\***

WEBSITE LANDING  
PAGE VIEWS

**4K\***

SOCIAL MEDIA  
IMPRESSIONS

**260K\***

SOCIAL MEDIA  
REACH

**61K\***

PUBLIC RELATIONS  
IMPRESSIONS

\*Metrics included are as of 4-30-24 as the campaign runs through 6-19-24.





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GOVERNANCE



## GOVERNANCE

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129 NEWPORT BEACH & COMPANY TEAM

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# EXECUTIVE *Committee*

CHAIRPERSON  
**DEBBIE SNAVELY**  
VEA Newport Beach,  
A Marriott Resort & Spa

VICE CHAIRPERSON  
**GERARD WIDDER**  
The Resort at  
Pelican Hill

TREASURER  
**CANDACE BISCONTE**  
Eventis Destination  
Services

SECRETARY  
**LINDA M. BEIMFOHR**  
Former VP of City Cruises

MEMBER AT LARGE  
**JON LEWIS**  
Former Chief of  
Police

MEMBER AT LARGE  
**HOMER BLUDAU**  
Former City Manager

MEMBER AT LARGE  
**SHARON WOOD**  
City of Newport Beach  
Appointee

## BOARD *Of Directors\**

**AMY DEIFT**  
City Cruises

**ANDRÉ BROSE**  
Lido House Hotel

**ANNIE PAINTING**  
Hyatt Regency  
Newport Beach

**ANTHONY HARTWELL**  
Newport Beach Marriott  
Bayview

**ANTONELLA CASTRO**  
Newport Beach Foundation

**CANDACE BISCONTE**  
Eventis Destination Services

**CHARLENE REYNOLDS**  
John Wayne Airport (SNA)

**CINDY RACCO**  
Balboa Bay Resort & Club

**DAVID BEEK**  
Island Marine Fuel

**DAVID HOFFMAN**  
Pendry Newport Beach

**DEBBIE SNAVELY**  
VEA Newport Beach,  
A Marriott Resort & Spa

**GERARD WIDDER**  
The Resort at Pelican Hill

**GREGG SCHWENK**  
Newport Beach  
Film Festival

**HENRY PYLE**  
Balboa Fun Zone

**HOMER BLUDAU**  
Former City Manager

**JASON AL-IMAM**  
City of Newport Beach

**JON LEWIS**  
Former Chief of Police

**LINDA M. BEIMFOHR**  
Former VP of City Cruises

**MARIO MAROVIC**  
Lounge Group

**MARKUS KOHN**  
Renaissance  
Newport Beach

**PHIL RAVENNA**  
Newport Dunes Waterfront  
Resort & Marina

**RUSH HILL**  
NRM Real  
Estate Advisers

**SHARON WOOD**  
City of Newport Beach

**STEVE ROSANSKY**  
Newport Beach Chamber  
of Commerce

**TANYA THOMAS**  
Fashion Island

**TONY PETROS**  
LSA

**WASIM KAZI**  
Hyatt Regency  
John Wayne Airport  
Newport Beach

\*FISCAL YEAR 2023-24



# MARKETING

## *Committee*

CHAIRPERSON

**BEN STINNETT**

VEA Newport Beach,  
A Marriott Resort & Spa

**ANGELA CORTRIGHT**

Spa Gregorie's

**ANNASOPHIA SERVIN**

John Wayne Airport (SNA)

**COLLEEN DALUISIO**

Balboa Fun Zone Company, LLC

**DON CHOCK**

Hyatt Regency Newport Beach

**ELISA WONG**

Pendry Newport Beach

**HEIDI PILECKI**

VEA Newport Beach,  
A Marriott Resort & Spa

**JAMES KEAVENY**

The Resort at Pelican Hill

**JAN HOLLIS**

Hyatt Regency John Wayne Airport  
Newport Beach

**JAN YERZIK**

Newport Dunes Waterfront  
Resort & Marina

**JOHN POPE**

City of Newport Beach

**KARYN CARREON**

City Cruises

**KATY CHALLENGER**

Lido House Hotel

**KELLY CARLSON**

Balboa Village Merchant Association

**MAUREEN SLOAN**

HelmsBriscoe

**MELISSA OLSON**

Balboa Bay Resort

**MICHAEL SWYNEY**

Renaissance Newport Beach

**MICHELLE ST. AMOUR**

Lido Marina Village

**NANCY GARDNER**

Newport Beach Conservancy

**NAVA REZVAN**

Roger's Gardens

**SCOTT LaFLEUR**

Sherman Library & Gardens

**STEPHANIE HINKLEY**

Irvine Company Resort Properties

**VALERIE ROBLES**

Fashion Island

# MEETINGS ASSESSMENT PARTNERSHIP (MAP)

## *Board Of Directors*

CHAIRPERSON

**DEBBIE SNAVELY**

VEA Newport Beach,  
A Marriott Resort & Spa

**ANDRÉ BROSE**

Lido House Hotel

**ANNIE PAINTING**

Hyatt Regency Newport Beach

**CINDY RACCO**

Balboa Bay Resort

**MARKUS KOHN**

Renaissance Newport Beach Hotel

**PHIL RAVENNA**

Newport Dunes Waterfront  
Resort & Marina

**DAVID HOFFMAN**

Pendry Newport Beach

# 127

# EXECUTIVE *Team*



**GARY C. SHERWIN,**  
APR, CDME  
PRESIDENT & CEO



**MICHELLE DONAHUE,**  
CDME  
SENIOR VICE PRESIDENT  
OF SALES



**ASHLEY JOHNSON,**  
CDME  
SENIOR VICE PRESIDENT  
& CHIEF MARKETING  
OFFICER



**LILY PEARSON**  
VICE PRESIDENT  
OF FINANCE

# ADMINISTRATION



**KAYCEE ROBISON**  
EXECUTIVE ASSISTANT  
TO THE CEO



**ELIZABETH GARCIA**  
ADMINISTRATIVE ASSISTANT



**LAURO GARCIA**  
SENIOR ACCOUNTANT

EXEC  
UTIVE  
*Team*

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NEWPORT BEACH & COMPANY  
**MARKETING**



**ERIN ROSE**  
SENIOR BRAND DIRECTOR



**BRIANNA GRIMALDI**  
DIRECTOR OF  
DIGITAL MARKETING



**JACKIE INFANTE**  
CREATIVE DIRECTOR



**MEGAN JOHNS**  
COMMUNICATIONS MANAGER



**MARIAH PONCE**  
MARKETING COORDINATOR



**ED OLEN**  
VIDEO PRODUCTION  
SUPERVISOR

VISIT NEWPORT BEACH, INC  
**GROUP *Sales***



**AMANDA KLIEM,**  
**CDME, HMCC, CITP**  
DIRECTOR OF SALES



**ENRIQUE PAOLO, CDME**  
NATIONAL ACCOUNT DIRECTOR



**JENNIFER BRANNON, CDME**  
NATIONAL ACCOUNT DIRECTOR



**JANE LOENHORST**  
GROUP MARKETING &  
COMMUNICATIONS DIRECTOR



**RACHEL BIRD**  
SENIOR MANAGER,  
CLIENT ENGAGEMENT



**ROBERTA EMONS**  
SALES COORDINATOR

# AWARDS & *Accolades*

**2022 - 2023**

## **HERMES CREATIVE AWARDS**

PLATINUM – London Week Food x Film Immersive Media Dinner: Electronic Media - Video

PLATINUM – Sleigh this Season in Newport Beach: Social Media

PLATINUM – A New Year's Soiree: Social Media

PLATINUM – Pop the Bubbly: Social Media

PLATINUM – Photography Around Newport Beach: Animated Print

PLATINUM – Float with Us: Animated Display Ads

PLATINUM – Float with Us: Social Media

GOLD – ABC15 Arizona Holiday Segments: Media Relations - TV Placement

GOLD – Let's Dream by the Sea: Strategic Campaign

GOLD – Let it Glow: Strategic Campaign

GOLD – Visit California Advertisement: Print Media Category

GOLD – Float with Us: TV Commercial/Ad

HONORABLE MENTION – ABC7 Helicopter Live Stream of Newport Beach Christmas Boat Parade: Media Relations - TV Placement

## **TELLY AWARDS**

SILVER – London Week Food x Film Immersive Media Dinner: Non-Broadcast

SILVER – Crystal Cove Neighborhood Guide: Social Video

BRONZE – Super Bowl Commercial: Local TV

BRONZE – 94th Oscars Commercial: Regional TV

BRONZE – Let's Dream by the Sea Romantic Getaway: Regional TV

BRONZE – Let's Dream by the Sea Family Day: Regional TV

BRONZE – Let's Dream by the Sea in Newport Beach: Regional TV

BRONZE – Let's Dream by the Sea Girlfriend's Getaway: Regional TV

BRONZE – Let it Glow Holiday Campaign: Regional TV

BRONZE – Choose Tan Lines Over Lift Lines: Social Video

BRONZE – Celebrate the 114th Newport Beach Christmas Boat Parade: Social Video

## **MARCOM AWARD**

GOLD – Let's Dream by the Sea

## **LUXLIFE AWARD**

Best Destination Marketing Organization in Orange County 2023



## **2023 - 2024**

**MODERN LUXURY** - Best of the City Award - Best Tourism Board – 2023

### **VISIT CALIFORNIA POPPY AWARD**

Best Public Relations Campaign – Destination  
Big Game Getaway

### **OCPRSA PROTOS AWARDS OF EXCELLENCE**

Special Events & Observations - 114th Annual Newport Beach Christmas Boat Parade – 2023

### **AMERICAN ADVERTISING AWARDS – 2024**

Silver Addy – Local: The Avant-Garde Award – Formula 1

### **VIDDY AWARDS**

GOLD – A New Year’s Soiree in Newport Beach – Social Media

GOLD – Celebrate the 114th Newport Beach Christmas Boat Parade – Social Media

GOLD – Choose Tan Lines Over Lift Lines and Stay at Sea Level this Winter in  
Newport Beach – Social Media

GOLD – Float with Us: Romance on the Water – Marketing/Advertising

GOLD – Life’s a Beach, and Lucky for you, we have plenty of them! – Social Media

GOLD – Neighborhood Guide Series: Crystal Cove – Social Media

GOLD – Newport Beach Super Bowl Commercial – Commercials – Tourism & Leisure

GOLD – Pop the Bubbly New Year’s Eve is Here! – Social Media

GOLD – “On the Red Carpet After the Awards”: Visit Newport Beach Commercial –  
Commercials – Tourism & Leisure

PLATINUM – Float with Us in Newport Beach – Social Media

PLATINUM – Float with Us: Girlfriend’s Getaway – Integrated Marketing Campaign

PLATINUM – Float with Us: Poolside – Integrated Marketing Campaign

PLATINUM- Food x Film: A Four-Course Immersive Newport Beach Dining Experience –  
Interactive Brand Experience

PLATINUM – Let It Glow Holiday Campaign – Advertising Campaign

PLATINUM – Let’s Dream by the Sea in Newport Beach – Advertising Campaign

PLATINUM – Sleigh This Season in Newport Beach – Social Media

PLATINUM – Visit Newport Beach: Big Game Getaway – Advertising Campaign

PLATINUM – Float with Us this Spring – Marketing/Advertising Campaign

PLATINUM – ‘Tis the Season for a Holiday Sea-Side Escape! – Social Media

### **HERMES CREATIVE AWARDS - 2024**

GOLD – Newport Beach Vacation Club – Digital Marketing Campaign

GOLD – Food x Film Immersive Media Dinner – Documentary

PLATINUM – Pit Stop in Newport Beach – Public Relations – Special Event

PLATINUM – Après Sea – Social Media

HONORABLE MENTION – Formula 1 – Viva Vacation Club –  
Integrated Marketing Campaign

HONORABLE MENTION – Newport Beach’s Big Game Getaway –  
Integrated Marketing Campaign

# FAQ'S



## What is a DMO?

A DMO, or Destination Marketing Organization, is a body that promotes a specific destination to attract visitors, typically for tourism or business purposes. Visit Newport Beach is a DMO.

## What does Visit Newport Beach do?

Visit Newport Beach is the official destination marketing organization for the city of Newport Beach, California. Its primary goal is to promote Newport Beach as a premier travel destination for visitors, meetings, and events. Visit Newport Beach works to showcase the city's attractions, accommodations, dining, shopping, and recreational opportunities through marketing campaigns, advertising, public relations, and promotional activities. Visit Newport Beach also collaborates with local businesses, hotels, and attractions to enhance the overall visitor experience and drive tourism to the area.

## How is Visit Newport Beach funded?

DMOs are often funded through a combination of public and private sources. Public funding may come from local government agencies or tourism taxes, while private funding may come from membership fees, grants, or other sources. Visit Newport Beach receives 18% of the Transient Occupancy Tax (TOT) from the City of Newport Beach, a tax that is charged overnight visitors staying in hotels and properties rented through home sharing services (i.e. Airbnb). TOT funds are used solely for leisure marketing efforts. Visit Newport Beach's group and meetings department is funded through Meetings Assessment Partnership (MAP), private funding that is self-assessed at 5% by the hotels and resorts looking to garner group business.





## What is the difference between a DMO and a CVB?

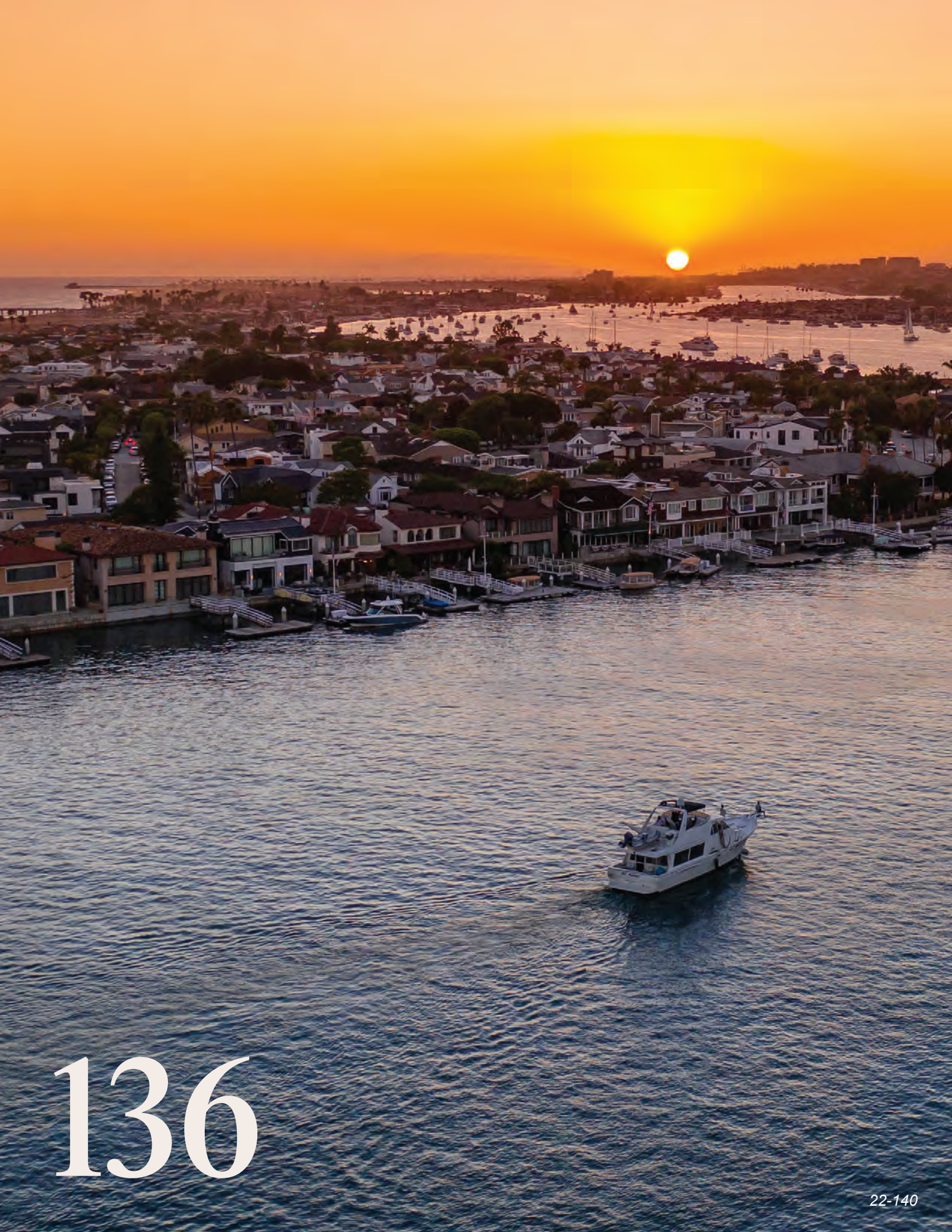
A DMO, or Destination Marketing Organization, is a broader term that can include both Convention and Visitors Bureaus (CVBs) and Tourism Boards. CVBs typically focus more on attracting conventions and meetings, while Tourism Boards may have a broader focus on attracting leisure travelers.

## How does a DMO measure success?

DMOs may measure success based on metrics such as visitor numbers, hotel occupancy rates, economic impact, or the success of specific marketing campaigns. They may also gather feedback from visitors to assess their experiences and satisfaction levels.

## How can a DMO benefit a destination?

A DMO can benefit a destination by increasing visitor numbers, boosting the local economy, creating jobs, destination development, community engagement, cultural preservation, and increased visibility in raising the destination's profile.



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33.6189° N, 117.9298° W



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