

ATTACHMENT C

FY2025-2026
VISIT NEWPORT BEACH, INC.
LEISURE MARKETING (TOT)

PERFORMANCE STANDARDS REPORT

JULY 1, 2023 — JUNE 30, 2024



VISIT
NEWPORT
BEACH
CALIFORNIA

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

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

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

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

VISIT NEWPORT BEACH, INC. (TOT)

TOTAL Annual Performance

275.7M

TOTAL PR/MEDIA
IMPRESSIONS

1.4K

TOTAL PR/MEDIA
PLACEMENTS

230.4M

TOTAL AD
IMPRESSIONS

1.7M

TOTAL WEBSITE
SESSIONS

545K

TOTAL AD
CLICKS

284K

TOTAL SOCIAL MEDIA
FOLLOWERS

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

SUPER BOWL 2023

Big Game Getaway

JAN 5 - FEB 12

VISIT CALIFORNIA
POPPY AWARD



SPRING 2023



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.



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.



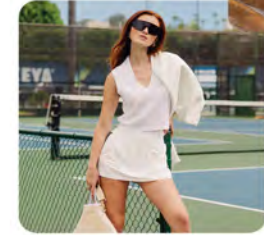
FALL 2023

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.



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



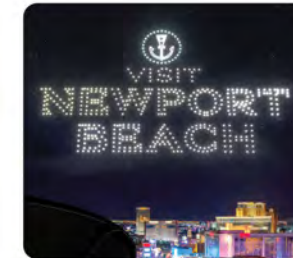
WINTER 2024



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



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





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





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





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

22-157



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



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

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
TOPLINE GOALS & KEY PERFORMANCE INDICATORS FOR LEISURE TRAVEL TO NEWPORT BEACH				
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
DIGITAL MARKETING, CONTENT MARKETING & SOCIAL MEDIA (OWNED & PAID MEDIA CHANNELS)				
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
ADVERTISING (PAID MEDIA CHANNELS)				
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
MEDIA RELATIONS				
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
CELEBRATE NEWPORT BEACH: BRAND-DEFINING EVENT MARKETING				
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