

Attachment A

Visit Newport Beach, Inc. FY 2027 and 2028 Destination Business Plan

VISIT
NEWPORT BEACH



DESTINATION
BUSINESS
PLAN

FISCAL YEARS 2027 & 2028

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VISIT NEWPORT BEACH OVERVIEW

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BRAND PHILOSOPHY/BRAND PROMISE

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SITUATION ANALYSIS





Dear Stakeholders, Partners, and Friends,

As we enter FY27, the global travel landscape continues to evolve in real time. While demand for travel remains resilient, it is tempered by ongoing economic uncertainty, shifting consumer confidence, geopolitical dynamics, and an increasingly competitive marketplace. These factors are not new—but their pace and complexity continue to accelerate.

In this environment, success requires more than strong marketing. It demands precision, adaptability, and a disciplined focus on what drives meaningful impact.

At Visit Newport Beach, we remain both grounded in our mission and nimble in our approach. Our focus is clear: to position Newport Beach as one of the most desirable luxury coastal destinations in the world while ensuring that every marketing effort and investment is optimized for performance and aligned with current market conditions.

Our strategic framework continues to guide how we operate—allowing us to assess the landscape, create meaningful connections, activate demand, measure results, and respond quickly as conditions evolve. This structure is intentionally designed to balance consistency with flexibility, ensuring we remain both proactive and responsive in a rapidly changing environment.

What sets Newport Beach apart has never been more relevant. Our natural beauty, elevated experiences, and effortless coastal lifestyle offer a sense of escape and refinement that today's traveler increasingly seeks. As we move forward, we will continue to bring this story to life with clarity, creativity, and purpose—focusing on attracting high-value visitors who contribute positively to our local economy and community.

Equally important is the strength of our partnerships. The success of this destination is shared, and we are grateful for the collaboration, trust, and alignment across our stakeholders, industry partners, and community. Together, we will continue to navigate change with confidence and capitalize on the opportunities ahead.

Thank you for your continued partnership and belief in Newport Beach. Together, we are not simply responding to change—we are shaping what comes next. We move forward with clarity, conviction, and a shared commitment to delivering meaningful growth, lasting impact, and continued excellence for this extraordinary destination.



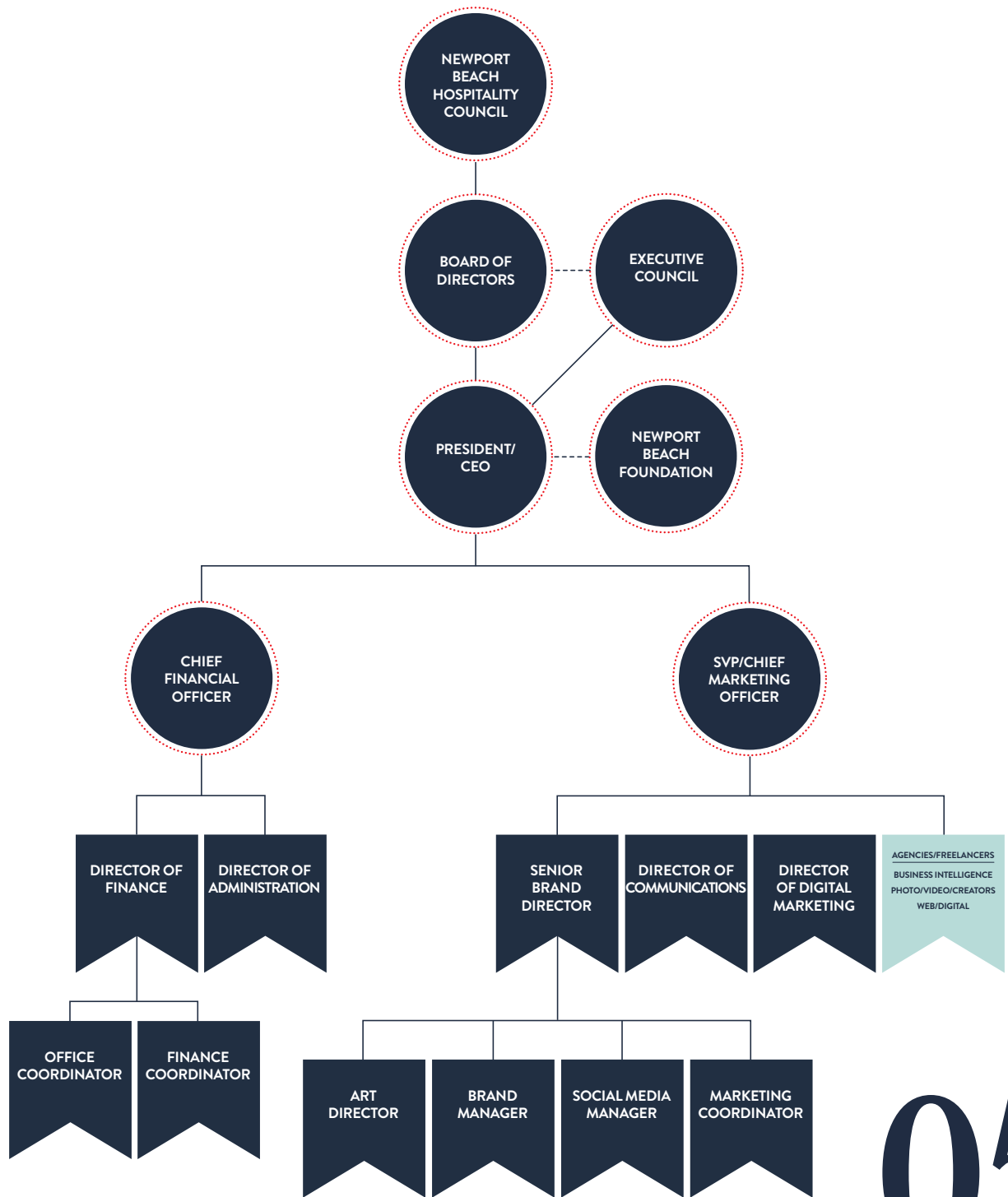
Gary C. Sherwin, APR, CDME
President & CEO
Visit Newport Beach



Debbie Snavelly
Chairperson
Visit Newport Beach

VISIT NEWPORT BEACH OVERVIEW

Organizational Structure



BRAND Philosophy

Newport Beach is a global luxury lifestyle destination, guided by hospitality, rooted in natural beauty, and shaped by a spirit of effortless leisure.

Tourism is both an economic engine and a defining expression of who we are. It fuels employment, supports local businesses, and drives sustained investment across our hotels, restaurants, retail, and cultural experiences. Each visitor contributes to a vibrant, interconnected economy that strengthens the foundation of our community.

Our mission is to position Newport Beach as the premier coastal destination where luxury feels natural, experiences feel elevated, and every visit leaves a lasting impression. As we look to the future, we are focused on attracting high-value travelers by showcasing the continued evolution of our destination, from a new era of luxury hospitality and refined retail to the local businesses and community members who bring it to life.

We execute this vision through a fully integrated approach, aligning marketing, communications, advertising, digital platforms, and media relations to tell a cohesive and compelling story. By staying attuned to emerging travel trends and shifting consumer expectations, we foster meaningful connections that inspire deeper engagement, longer stays, and increased visitor spending.

Guided by a strategic, cross-functional business plan, our team operates with clarity and purpose to deliver measurable results. Through thoughtful storytelling, innovative marketing, and strong partnerships, we ensure that tourism continues to generate millions of dollars for the local economy while enhancing the quality of life for those who call Newport Beach home.

BRAND *Promise*

Newport Beach is an Orange County **coastal fantasyland** that represents a **“taste of the perfect life,”** a place where visitors can experience a friendly, sophisticated, **aspirational lifestyle** that permits them to **escape from daily reality**. Comprised of a collection of unique islands and neighborhoods that form their own distinct character, the destination offers a combination of **affluence, quaintness, casual glamour and attention to detail**. Coupled with the manmade and natural beauty of the destination, this is the place that allows the visitor to **relax and recreate and dream of what can be.**



SITUATION Analysis

The global travel landscape entering FY27 is defined by both resilience and volatility. While demand for travel remains strong, travelers today are navigating a rapidly shifting economic, geopolitical and cultural environment that is directly influencing consumer confidence, booking behavior and destination decision-making. Inflationary pressures, rising costs of living, elevated airfare and fuel prices, geopolitical instability, and continued global uncertainty are shaping how, when and where consumers choose to travel.

At the same time, the luxury travel sector continues to outperform broader market segments, with affluent travelers prioritizing meaningful experiences, wellness, personalization and high-quality destinations that deliver emotional connection and perceived value. In moments of uncertainty, travelers are increasingly gravitating toward destinations that feel safe, aspirational, accessible and restorative, and Newport Beach is uniquely positioned to meet these evolving expectations.

“the luxury travel sector continues to outperform broader market segments, with affluent travelers prioritizing meaningful experiences, wellness, personalization and high-quality destinations”

As international travel dynamics continue to fluctuate, domestic travel remains a critical opportunity for the destination. With more than 40 million people residing within driving distance of Newport Beach, Southern California continues to represent one of the strongest and most valuable regional feeder markets in the country. This creates a significant competitive advantage for Newport Beach, particularly as consumers increasingly seek shorter, experience-driven luxury getaways that minimize travel friction while maximizing quality and convenience.

At the same time, the international landscape presents both opportunity and complexity. Ongoing economic pressures, geopolitical instability, currency fluctuations and changes to international tourism funding continue to impact global travel recovery. The significant 80% reduction in Brand USA's funding and resources has created increased challenges for destinations competing for international visibility and share of voice. In response, Visit Newport Beach will maintain a disciplined and strategic international presence focused on high-value markets with the greatest potential return, while continuing to strengthen long-standing relationships in key international regions including the UK and the Middle East.

*“ success requires more than
traditional destination marketing ”*

In this environment, success requires more than traditional destination marketing. It requires agility, precision, and the ability to respond quickly to changing market conditions. Visit Newport Beach's integrated business model and in-house marketing structure position the organization to remain nimble, data-driven and performance-focused. Through real-time optimization, strategic partnerships, business intelligence and full-funnel marketing efforts, the organization is able to quickly adapt messaging, media allocation and campaign priorities to meet evolving traveler behaviors and economic realities.

The destination itself also continues to evolve. Newport Beach is experiencing a new era of luxury defined by elevated hospitality, refined retail, culinary growth, experiential offerings and significant investment across the visitor economy. New and revitalized developments continue to strengthen the destination's positioning as a premier global luxury coastal destination while creating opportunities to increase overnight stays, visitor spending and year-round economic impact.

At the core of Visit Newport Beach's strategy is a continued commitment to attracting the "right visitor" — travelers who align with the destination's luxury positioning, stay longer, spend more and contribute positively to the local economy and community. Rather than pursuing visitation volume alone, the organization remains focused on driving high-value demand that supports long-term destination health, strengthens local businesses and preserves the quality of life that defines Newport Beach.

Looking ahead, Visit Newport Beach will continue to operate with agility, accountability and strategic discipline. By leveraging data-driven insights, integrated storytelling, innovative partnerships and targeted market strategies, the organization is positioned to capitalize on emerging opportunities, navigate economic and geopolitical headwinds and ensure Newport Beach remains culturally relevant, globally competitive and economically strong for years to come.

S

STRENGTHS

Premier Luxury Coastal Brand

- Strong positioning as an affluent, aspirational coastal lifestyle destination
- Recognized for elevated hospitality, harbor lifestyle, luxury retail, wellness, and culinary offerings
- Distinct blend of sophistication and relaxed Southern California ease

High-Value Visitor Profile

- Ability to attract affluent, experience-driven travelers with high discretionary spending
- Strong ADR performance and luxury hotel portfolio
- Growing alignment with wellness, luxury, and experiential travel trends

Proximity & Accessibility

- Strong regional drive-market advantage during periods of economic uncertainty
- Central location within Southern California with access to more than 40 million consumers within driving distance
- Accessibility through John Wayne Airport (SNA) and proximity to LAX and SAN

Diverse Luxury Product Offerings

- World-class resorts, harbor experiences, luxury shopping, elevated dining, beaches, and outdoor recreation
- Continued investment in luxury hospitality and experiential offerings
- Balanced mix of leisure, retail, wellness, and lifestyle experiences

Strong Destination Stewardship & Civic Alignment

- Collaborative relationship between City leadership, tourism stakeholders, and Visit Newport Beach
- Sophisticated and integrated destination marketing organization
- Strong public safety, cleanliness, and a hospitality-forward culture

Advanced Marketing & Storytelling Capabilities

- Integrated in-house media, communications, creative, and digital structure
- Ability to move quickly and optimize campaigns in real time
- Cinematic, culturally relevant storytelling differentiated from traditional destination marketing

W

WEAKNESSES

Limited National & International Destination Awareness

- Newport Beach can still be overshadowed by Los Angeles, Orange County, and broader Southern California
- Continued need to strengthen standalone destination awareness globally

Transportation & Mobility Constraints

- Traffic congestion during peak seasons and events
- Limited public transit and walkability across broader destination
- Parking and mobility challenges can impact visitor experience

Perception as a Day-Trip Destination

- Regional proximity can create challenges in converting visitors into overnight guests
- Opportunity to increase average length of stay and deepen destination engagement

Limited Centralized Entertainment District

- Lack of concentrated nightlife and entertainment core compared to some competitive destinations
- May limit appeal for certain younger or urban-centric traveler segments

O

OPPORTUNITIES

Continued Growth of Luxury & Experiential Travel

- Increasing consumer demand for wellness, personalization, culinary experiences, and luxury leisure travel
- Strong alignment between Newport Beach's offerings and evolving traveler preferences

Drive Market Expansion

- Ability to capitalize on Southern California's dense affluent population base
- Increased opportunity for shorter luxury getaways and repeat visitation
- Reduced travel friction compared to long-haul destinations

Strategic International Positioning

- Opportunity to maintain targeted international visibility despite broader tourism funding reductions
- Continued focus on high-value international travelers from priority markets including the UK and Middle East
- Opportunity to strengthen direct partnerships with travel trade, airlines, and luxury travel advisors

Elevation of Signature Events & Experiences

- Expansion of culturally relevant activations and experiential programming
- Opportunity to create ownable moments that drive earned media, social amplification, and visitation

Technology, AI & Data Optimization

- Ability to leverage business intelligence, AI, and audience insights for more personalized and effective marketing
- Real-time optimization of media and messaging based on economic and traveler trends

Destination Development & Luxury Investment

- Continued evolution of hotels, retail, culinary offerings, and mixed-use developments
- Opportunity to reinforce Newport Beach's position as a modern luxury destination

T

THREATS

Economic Uncertainty & Consumer Confidence

- Inflation, rising airfare, fuel prices, and cost of living pressures impacting discretionary travel spending
- Potential softening in consumer booking confidence and travel frequency

Geopolitical Instability & Global Conflict

- Ongoing geopolitical tensions and international instability impacting traveler sentiment and long-haul travel behavior
- Potential disruptions to international visitation and global travel demand

Increased Competitive Pressure

- Aggressive marketing investment from competitive luxury destinations including San Diego, Santa Monica, Beverly Hills, Palm Springs and Dana Point
- Continued need to differentiate the Newport Beach brand

Environmental & Climate Risks

- Coastal erosion, extreme weather events, and environmental concerns impacting perception and operations
- Increasing importance of sustainability and destination stewardship

Infrastructure & Capacity Constraints

- Airport caps, roadway congestion, and limited expansion opportunities
- Balancing tourism growth with community expectations and quality of life

Tourism Perception & Overtourism Concerns

- Need to maintain community trust and resident support for tourism
- Importance of reinforcing the "right visitor" strategy rather than volume-driven tourism



BUSINESS INTELLIGENCE



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INTERNATIONAL TRAVEL SUMMARY & MARKET PROFILES



RESEARCH

LEISURE

Traveler

Visit Newport Beach (VNB) 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.

VNB 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. VNB 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, VNB 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*

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

\$1,470

IN ADDITIONAL TAXES PER YEAR.

TO KEEP THE NEWPORT BEACH ECONOMY CHURNING AT THE SAME LEVELS,
IT WOULD COST EVERY NEWPORT BEACH HOUSEHOLD AN ADDITIONAL

\$56,700

IN ADDITIONAL LOCAL SPENDING PER YEAR.

*2026 ESTIMATES DERIVED BY APPLYING CUMULATIVE CPI INFLATION GROWTH TO THE 2018-2019 TOURISM ECONOMICS
IMPACT STUDY COMMISSIONED FOR VISIT NEWPORT BEACH.

THE NEWPORT BEACH VISITOR ECONOMY*



4.1M

TOTAL VISITATION



\$1.2B

VISITOR SPENDING



\$1.5B

TOTAL ECONOMIC
IMPACT OF TOURISM



16K

TOTAL JOBS
GENERATED

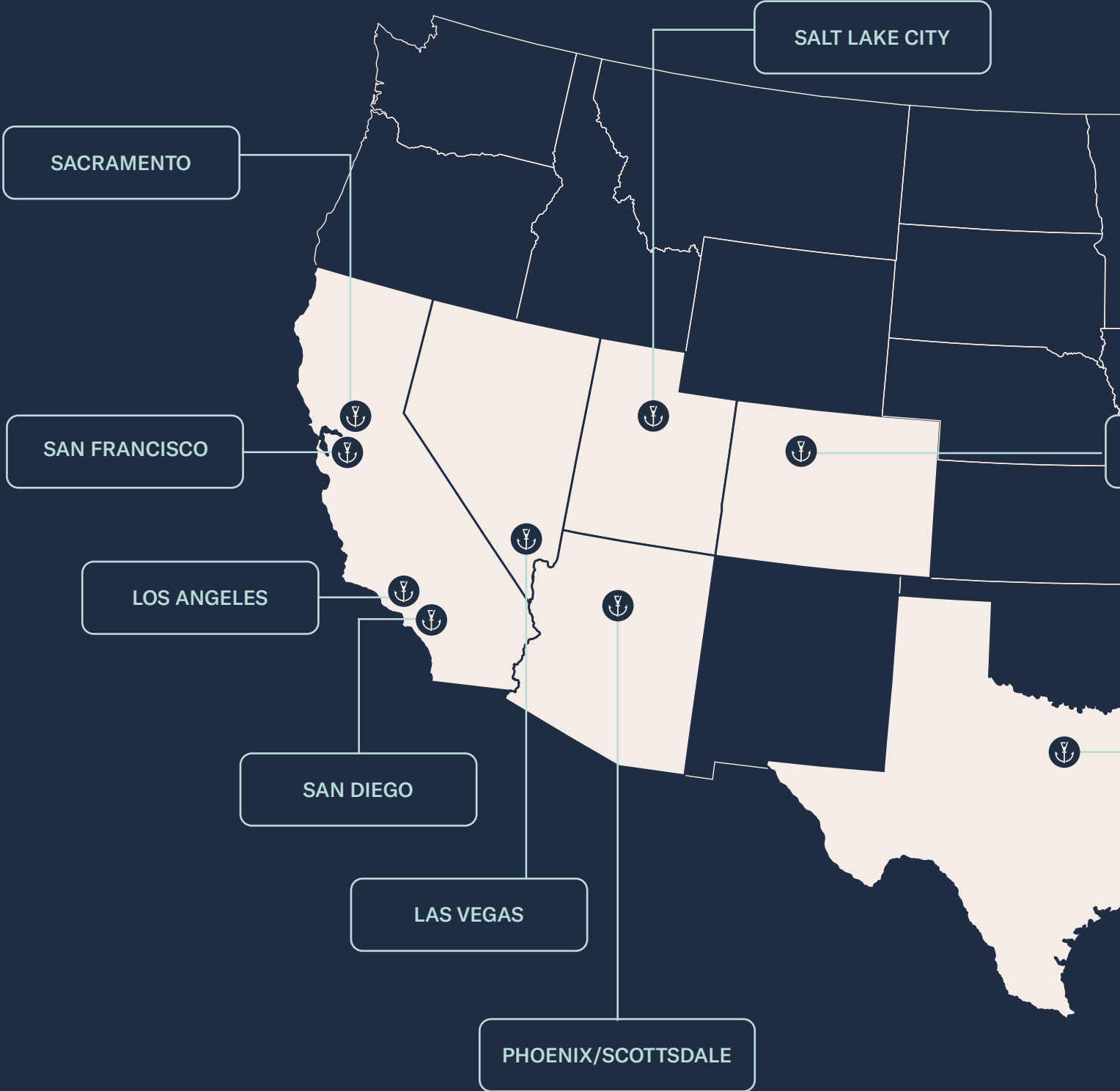


\$139M

STATE & LOCAL
TAXES GENERATED

15

LEISURE
TRAVELER
Feeder Markets



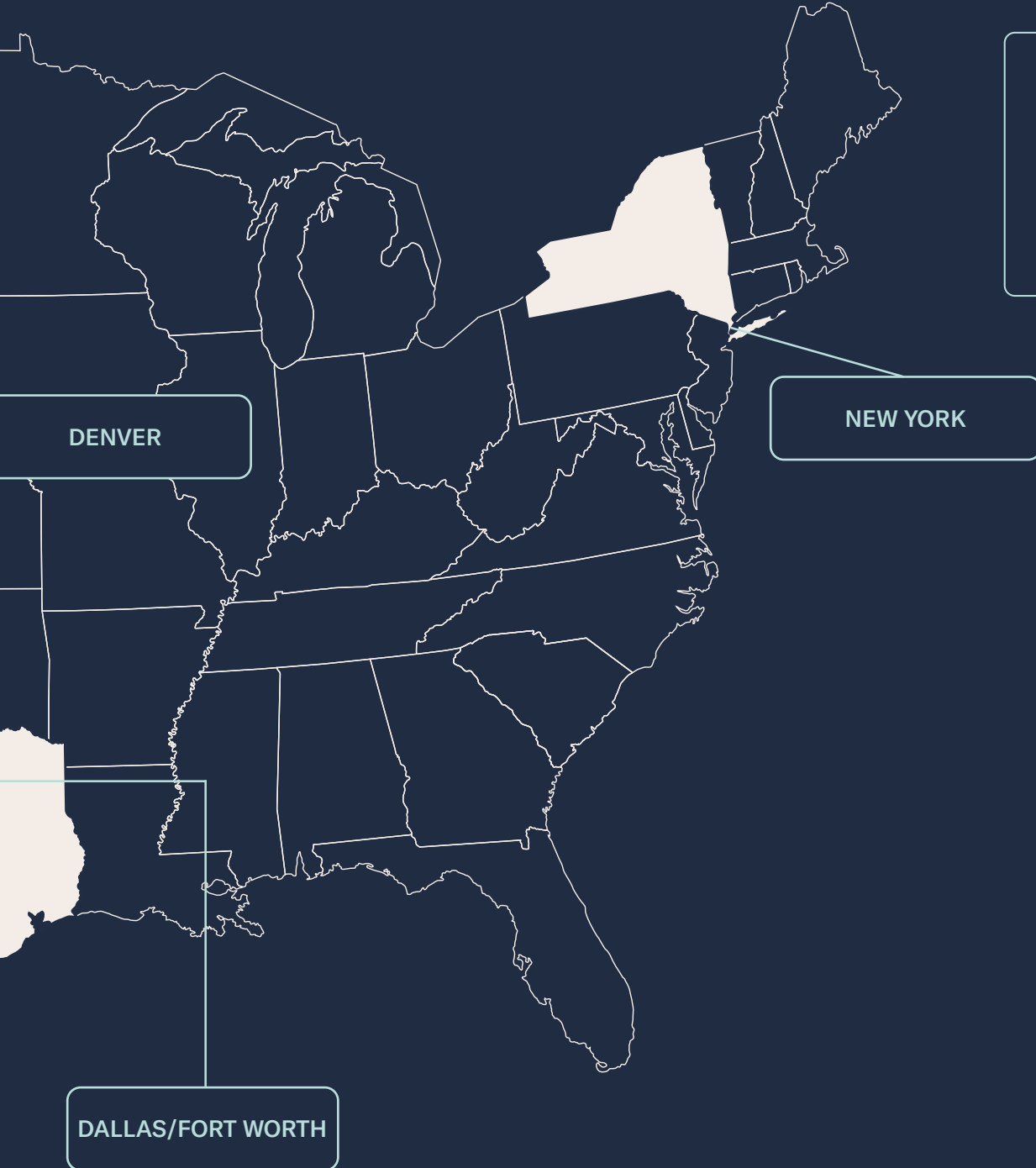
CANADA



MIDDLE EAST



UNITED KINGDOM



NEWPORT BEACH HOTEL *Outlook*

While Newport Beach hotel occupancy has not yet fully returned to 2019 levels, the destination continues to demonstrate exceptional strength where it matters most: rate integrity, revenue generation, and high-value visitation. Since the pandemic, Visit Newport Beach and the local hospitality community have strategically prioritized quality of demand over sheer volume, focusing on attracting affluent travelers willing to spend more, stay longer, and contribute meaningfully to the local economy.

This intentional “right visitor” approach has allowed Newport Beach to significantly elevate Average Daily Rate (ADR), which increased from \$258 in 2019 to \$352 in 2025 — a 37% increase over pre-pandemic levels. As a result, overall hotel revenue reached a historic high of nearly \$287 million in 2025 despite occupancy remaining below 2019 levels. Revenue per Available Room (RevPAR) also continued to outperform pre-pandemic benchmarks, reflecting the strength of Newport Beach’s luxury positioning and visitor demand.

Several external factors have contributed to occupancy trends since 2019, including evolving traveler behavior, increased costs associated with airfare and travel, changing international visitation patterns, labor shortages across the hospitality industry, and broader economic uncertainty impacting discretionary travel. Additionally, Newport Beach’s strategic focus on maintaining premium pricing and protecting long-term brand value has intentionally favored higher-rated business over occupancy-driven discounting.

At the same time, Newport Beach remains highly competitive within the luxury coastal destination landscape. Compared to many peer destinations, Newport Beach continues to outperform in ADR while maintaining healthy occupancy levels and strong year-over-year revenue growth. This balance reinforces the destination’s positioning as a premier luxury coastal market capable of driving significant economic impact without relying solely on visitation volume.

Looking ahead, Visit Newport Beach will continue focusing on strategies that drive high-value demand, optimize need periods, increase overnight stays, and strengthen year-round occupancy while protecting the long-term integrity of the Newport Beach brand.

HISTORICAL HOTEL METRICS (2018 - 2025)

| | SUPPLY | DEMAND | OCCUPANCY | REVENUE | ADR | REVPAR |
|------|-----------|---------|-----------|---------------|-------|--------|
| 2018 | 1,218,919 | 869,470 | 71% | \$228,686,071 | \$263 | \$188 |
| 2019 | 1,242,460 | 939,895 | 76% | \$242,183,208 | \$258 | \$195 |
| 2020 | 956,612 | 413,782 | 43% | \$113,412,467 | \$274 | \$119 |
| 2021 | 1,125,036 | 578,254 | 51% | \$185,076,354 | \$320 | \$165 |
| 2022 | 1,103,351 | 682,622 | 62% | \$242,360,352 | \$355 | \$220 |
| 2023 | 1,096,605 | 745,716 | 68% | \$255,105,906 | \$342 | \$233 |
| 2024 | 1,170,555 | 792,657 | 68% | \$274,215,193 | \$346 | \$234 |
| 2025 | 1,172,555 | 814,129 | 69% | \$286,972,861 | \$352 | \$245 |

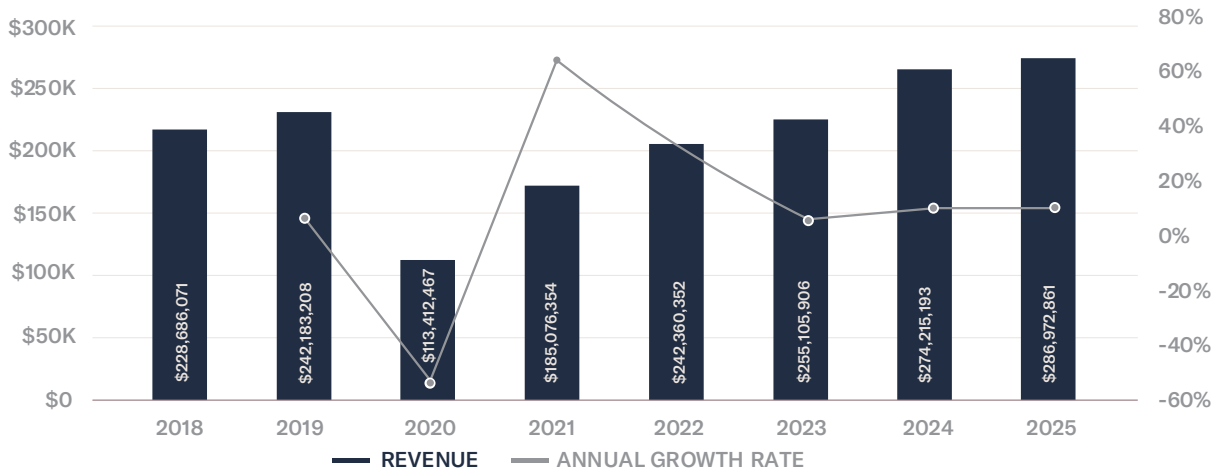
SOURCE: SMITH TRAVEL RESEARCH

HISTORICAL HOTEL METRICS (2020 - 2025) PERCENT RELATIVE TO 2019

| | SUPPLY | DEMAND | OCCUPANCY | REVENUE | ADR | REVPAR |
|------|--------|--------|-----------|---------|------|--------|
| 2020 | 77% | 44% | 57% | 47% | 106% | 61% |
| 2021 | 91% | 62% | 68% | 76% | 124% | 84% |
| 2022 | 89% | 73% | 82% | 100% | 138% | 113% |
| 2023 | 88% | 79% | 90% | 105% | 133% | 119% |
| 2024 | 94% | 84% | 90% | 113% | 134% | 120% |
| 2025 | 94% | 87% | 92% | 118% | 137% | 126% |

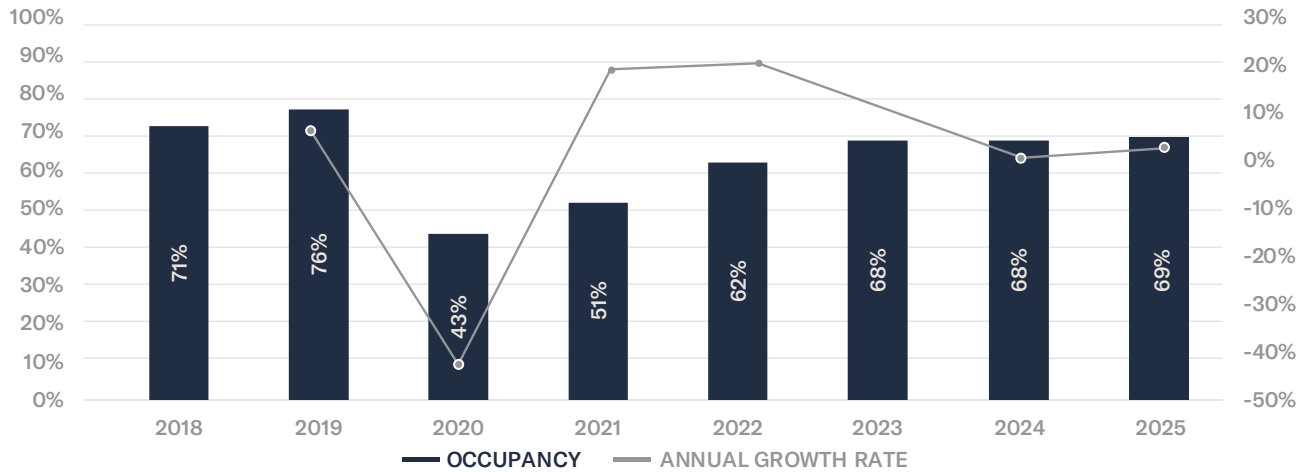
SOURCE: SMITH TRAVEL RESEARCH

ANNUAL TOTAL HOTEL REVENUE (\$)



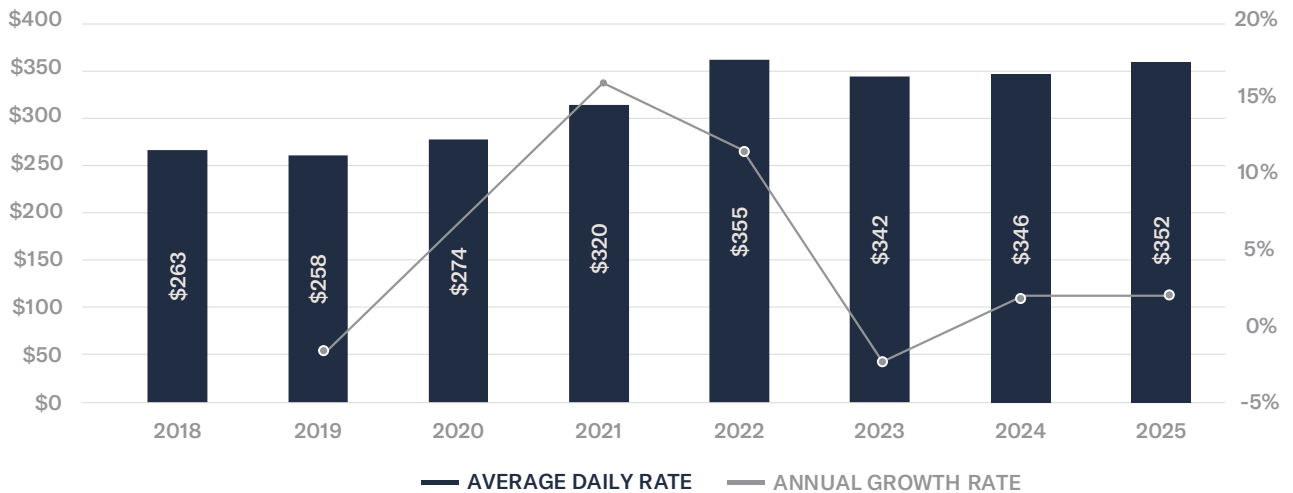
SOURCE: SMITH TRAVEL RESEARCH

ANNUAL HOTEL OCCUPANCY (%)



SOURCE: SMITH TRAVEL RESEARCH

ANNUAL HOTEL AVERAGE DAILY RATE (\$)



SOURCE: SMITH TRAVEL RESEARCH

NEWPORT BEACH

HOTEL

Competitive Set

Newport Beach continues to maintain one of the strongest and most strategically balanced positions within Southern California's luxury coastal competitive set. While several destinations within the market compete either on high occupancy through volume-driven demand or ultra-luxury rate positioning, Newport Beach has successfully established a differentiated position that balances premium pricing, strong occupancy, and high-value visitation.

In 2025, Newport Beach achieved a \$352 Average Daily Rate (ADR), outperforming destinations including La Jolla, Santa Barbara, Huntington Beach, Palm Springs, Anaheim, and San Diego, while maintaining a healthy 69% occupancy rate. This performance reflects the destination's continued evolution as a premier luxury coastal market capable of driving strong hotel revenue and economic impact without relying solely on mass visitation.

Compared to competitive luxury destinations, Newport Beach's positioning reflects a deliberate strategy focused on long-term brand value and quality of demand. While ultra-luxury markets such as Beverly Hills command significantly higher ADRs, they do so with substantially different product mixes and market dynamics. Newport Beach instead occupies a highly competitive middle ground — offering elevated luxury experiences paired with broad leisure appeal, coastal accessibility, and year-round lifestyle offerings. This balance allows the destination to remain resilient during periods of economic uncertainty while continuing to attract affluent travelers seeking luxury, wellness, culinary experiences, and experiential travel.

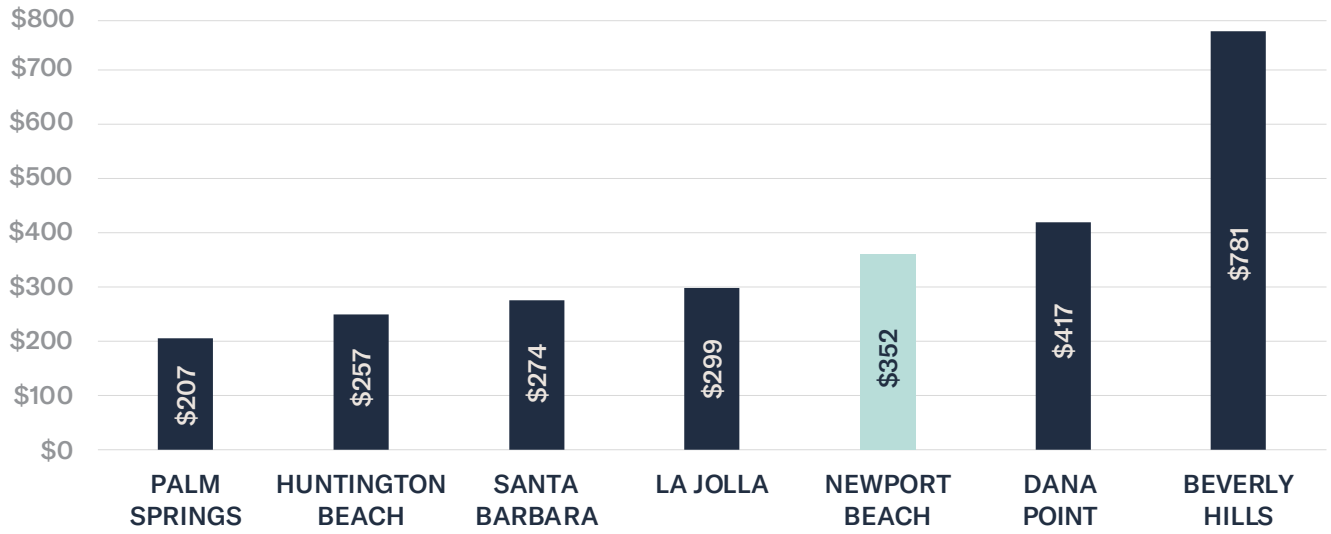
Additionally, Newport Beach benefits from a strong regional drive-market advantage and a diversified visitor profile, positioning the destination favorably against competitors that rely more heavily on long-haul or group travel demand. As consumer travel behaviors continue to evolve, Newport Beach's ability to combine premium hospitality, harbor lifestyle, luxury retail, and coastal experiences with proximity and accessibility remains a key differentiator within the competitive landscape. Looking ahead, Visit Newport Beach will continue focusing on strategies that strengthen ADR, increase overnight visitation, expand shoulder-season demand, and further elevate the destination's position as one of the West Coast's leading luxury coastal destinations.

COMPETITIVE ROOMS AVAILABLE: 2025 METRICS

| | OCCUPANCY | ADR | ROOMS |
|------------------|-----------|-------|--------|
| BEVERLY HILLS | 62.6% | \$781 | 2,074 |
| DANA POINT | 61.4% | \$417 | 1,661 |
| NEWPORT BEACH | 69.5% | \$352 | 3,232 |
| LA JOLLA | 73.5% | \$299 | 2,712 |
| SANTA BARBARA | 70% | \$274 | 3,728 |
| HUNTINGTON BEACH | 71.1% | \$257 | 2,393 |
| ANAHEIM | 75.2% | \$238 | 21,451 |
| PALM SPRINGS | 60.9% | \$207 | 6,092 |
| SAN DIEGO | 73.6% | \$207 | 39,378 |
| IRVINE | 71.8% | \$192 | 4,996 |

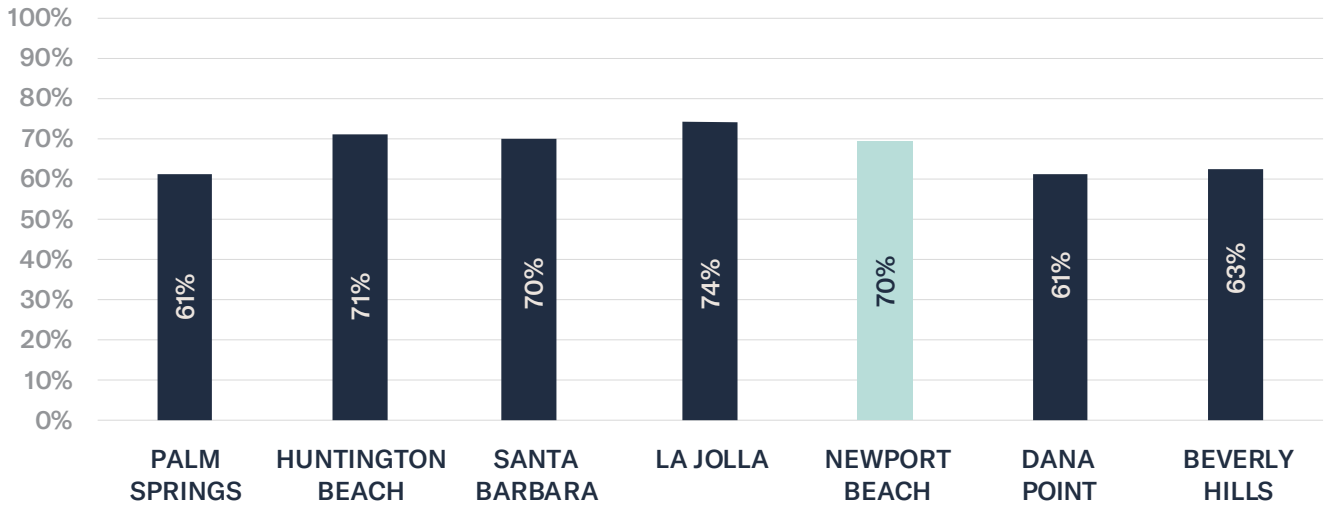
SOURCE: SMITH TRAVEL RESEARCH

2025 COMPETITIVE HOTEL AVERAGE DAILY RATE (\$)



SOURCE: SMITH TRAVEL RESEARCH

2025 COMPETITIVE HOTEL OCCUPANCY (%)



SOURCE: SMITH TRAVEL RESEARCH

CALIFORNIA TRAVEL *Outlook*

According to Tourism Economics' February 2026 forecast, California's visitor volume increased an estimated 0.8% in 2025 and is projected to grow 1.8% in 2026, adding 4.9 million visits for a total of 276.6 million.

Visitor spending rose 1.2% in 2025 to an estimated \$159.3 billion and is projected to grow 3.5% to \$164.8 billion in 2026, adding an additional \$5.5 billion in direct tourism spending to California's economy.

Domestic visitor spending in California is expected to reach \$138 billion in 2026, with \$108.5 billion in leisure spending and \$29.9 billion in business spending. Both leisure and business spending are forecast to grow by approximately 3% relative to 2025.

International visits declined 2.0% in 2025 due to higher global tariffs and negative sentiment toward the U.S. over trade policies, but are forecast to rise 2.7% in 2026, supported by Los Angeles and San Francisco hosting 2026 FIFA World Cup matches.

Overseas visits are forecast to decline 4.6% in 2025, and visits from Canada are projected to fall 21.8%. Visits from Mexico, however, are expected to rise 4.7%. The drop in international visits is forecast to cause international spending to decline 4.4% in 2025. Growth in Mexican visits has less impact on international spending due to their lower average spend per visitor.

By the end of the forecast horizon in 2030, direct tourism spending in California is expected to reach \$196 billion, which would surpass 2019 levels by 35%.

In 2026, domestic visitation is expected to reach 97% of pre-pandemic levels, while international visitation is expected to reach 95% of pre-pandemic levels. Visitor volume is expected to recover to 100% of 2019 visitation levels in 2028 and over 6% above 2019 visitation levels by the end of 2030.

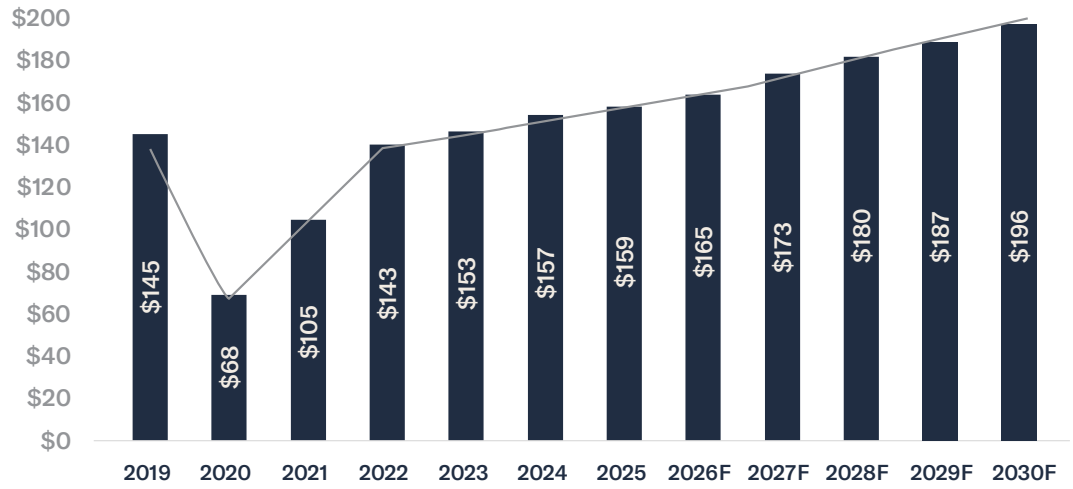
SOURCE: VISIT CALIFORNIA, TOURISM ECONOMICS

CALIFORNIA TOURISM SUMMARY (ANNUAL PERCENT CHANGE)

| | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026F | 2027F | 2028F | 2029F | 2030F |
|---------------------------------|---------|---------|--------|---------|---------|----------|----------|---------|---------|---------|---------|---------|---------|
| TOTAL VISITS | 2.9% | 1.5% | -50.7% | 51.7% | 21.4% | 1.9% | 2.0% | 0.8% | 1.8% | 2.4% | 2.4% | 2.3% | 2.5% |
| DOMESTIC | | | | | | | | | | | | | |
| TOTAL VISITS | 2.8% | 1.8% | -48.9% | 52.1% | 18.7% | 0.7% | 1.6% | 1.0% | 1.7% | 2.3% | 2.2% | 2.2% | 2.4% |
| LEISURE VISITS | 2.7% | 1.8% | -47.3% | 51.6% | 16.8% | 1.6% | 1.2% | 0.9% | 1.9% | 2.1% | 2.3% | 2.2% | 2.4% |
| INTERNATIONAL | | | | | | | | | | | | | |
| TOTAL VISITS | 4.1% | -4.1% | -78.6% | 37.3% | 128.7% | 27.5% | 10.2% | -2.0% | 2.7% | 4.0% | 4.4% | 3.9% | 4.0% |
| TOTAL EXPENDITURES (\$B) | | | | | | | | | | | | | |
| TOTAL EXPENDITURES (\$B) | \$140.6 | \$144.9 | \$68.3 | \$105.0 | \$142.5 | \$152.7% | \$157.3% | \$159.3 | \$164.8 | \$172.5 | \$180.3 | \$187.4 | \$195.6 |
| % CHANGE | 5.6% | 3.1% | -52.9% | 53.9% | 35.7% | 7.2% | 3.0% | 1.2% | 3.5% | 4.7% | 4.5% | 4.0% | 4.4% |
| DOMESTIC (\$B) | | | | | | | | | | | | | |
| DOMESTIC (\$B) | \$112.0 | \$116.7 | \$63.0 | \$99.9 | \$124.9 | \$130.1 | \$131.3 | \$134.4 | \$138.4 | \$144.3 | \$149.9 | \$155.0 | \$161.3 |
| % CHANGE | 5.5% | 4.2% | -46.1% | 58.6% | 25.5% | 4.2% | 0.9% | 2.3% | 3.0% | 4.2% | 3.9% | 3.4% | 4.0% |
| INTERNATIONAL (\$B) | | | | | | | | | | | | | |
| INTERNATIONAL (\$B) | \$28.6 | \$28.1 | \$5.3 | \$5.2 | \$17.6 | \$22.5 | \$26.0 | \$24.9 | \$26.3 | \$28.3 | \$30.4 | \$32.4 | \$34.3 |
| % CHANGE | 6.0% | -1.5% | -81.2% | -2.4% | 239.9% | 28.2% | 15.5% | -4.4% | 5.8% | 7.4% | 7.5% | 6.6% | 6.0% |

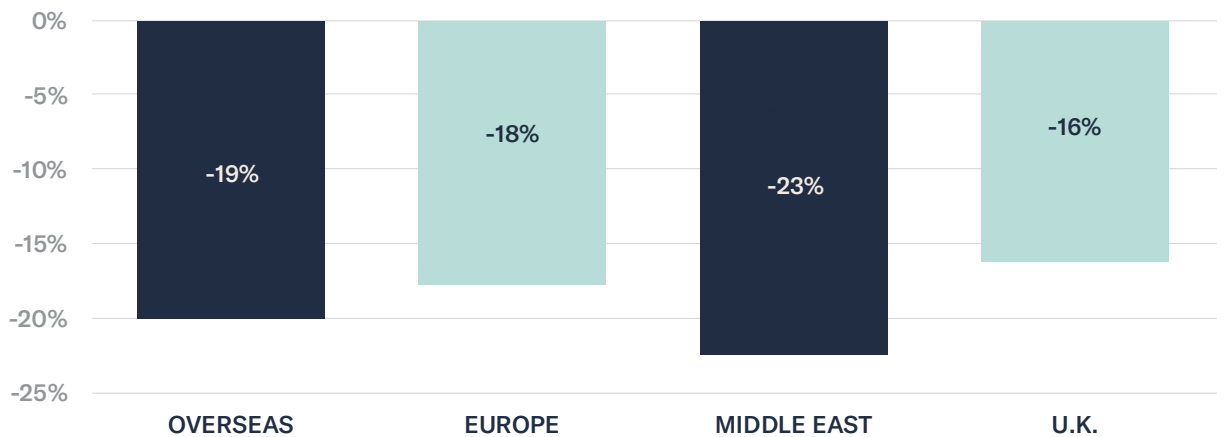
SOURCE: VISIT CALIFORNIA, TOURISM ECONOMICS, DEAN RUNYAN ASSOCIATES, U.S. BUREAU OF ECONOMIC ANALYSIS (BEA)

TOTAL VISITOR SPENDING IN CALIFORNIA (\$ BILLIONS)



SOURCE: VISIT CALIFORNIA, TOURISM ECONOMICS, DEAN RUNYAN ASSOCIATES

INTERNATIONAL ARRIVALS TO CALIFORNIA - RELATIVE TO 2019 (JANUARY 2023 - SEPTEMBER 2025)



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.

February 2026 travel data continued the trends seen in late 2025 and January 2026, with domestic travel volumes remaining strong, and a small increase in overseas visits. Yet the near-term outlook is increasingly shaped by broader economic and geopolitical developments.

TSA passenger throughput in February 2026 reached more than 64 million, a 2.7% increase year-over-year and the highest-volume February on record.

Hotel demand improved by low single digits in February 2026, marking an improvement from the small contraction seen through much of the second half of 2025.

Total international inbound travel was down 3.9% year over year in February 2026 based on preliminary NTTO data. Compared to February 2024, however, visits were down 5.4%. Overseas visits increased modestly (+0.8% year over year), though visits remain 1.7% below 2024 levels. Canadian visits to the U.S. fell 17.5% in February 2026 compared with the same month last year. Compared with February 2024, visits were down 29.7%, underscoring the longer-term decline.

The conflict in the Middle East has enormous humanitarian and global implications. It is also contributing to uncertainty across the global economy, including travel. There are multiple ways this is affecting travel—both directly, through airspace limitations, and more broadly, through disrupted travel planning and rising energy costs.

The 2026 tax season is expected to inject \$5.1 billion in additional spending into the U.S. travel economy, driven by a \$57 billion increase in tax refunds attributable to the One Big Beautiful Bill Act.

Through February, domestic travel demand remained solid, even outperforming broader consumer sentiment indicators. However, ongoing geopolitical risks and potential energy price increases could introduce new headwinds for both international and domestic travel. Despite these challenges, 2026 still holds opportunities. Major travel events, sustained consumer spending and easier year-over-year comparisons provide a foundation for potential growth.

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U . S . TRAVEL *Forecast*

The U.S. travel industry continues to demonstrate remarkable resilience despite ongoing economic uncertainty, inflationary pressures and global instability. According to the Spring 2026 U.S. Travel Forecast released by the U.S. Travel Association and powered by Tourism Economics, total U.S. travel spending is projected to reach a record-breaking \$1.37 trillion in 2026 before climbing to \$1.42 trillion in 2027, underscoring the sustained importance of travel experiences to American consumers and businesses alike.

Domestic travel remains the backbone of the industry, accounting for approximately 87% of all U.S. travel spending. Domestic leisure travel continues to significantly outperform other travel sectors and is forecast to generate \$909 billion in spending in 2026 alone. Even amid higher costs and broader economic concerns, travelers continue prioritizing vacations, experiences, reunions and wellness-focused getaways — trends that strongly benefit aspirational coastal destinations such as Newport Beach.

Business travel is also expected to remain stable, with spending projected to increase modestly to \$319 billion in 2026 as organizations continue emphasizing the value of in-person meetings, conferences and relationship-building experiences. This continued recovery of meetings and events presents meaningful opportunities for luxury and experiential destinations that can offer elevated hospitality, accessibility and premium group experiences.

While domestic travel remains exceptionally strong, international inbound travel continues to recover at a slower pace. International visitation to the United States declined 6.3% in 2025 to 67.9 million travelers, with international visitor spending falling 3.2% to \$173 billion. Contributing factors include the Iran war, reduced Canadian visitation, long visa wait times, border policy concerns and evolving global perceptions of the United States.

However, the forecast anticipates a return to growth beginning in 2026, with inbound visitation projected to rise 3.4% to 70.6 million international travelers and visitor spending expected to increase to \$178 billion. Full recovery to pre-pandemic 2019 international visitation levels is not expected until 2029, highlighting the continued importance of maintaining strong domestic demand while strategically rebuilding international market share.

Several major global events are expected to accelerate inbound tourism growth over the next several years, including the 2026 FIFA World Cup, America's 250th anniversary celebrations, future Olympic Games and upcoming Rugby World Cup events hosted in the United States. These events present significant opportunities for destinations to elevate brand awareness, strengthen international partnerships and capture increased visitation from high-value travelers.

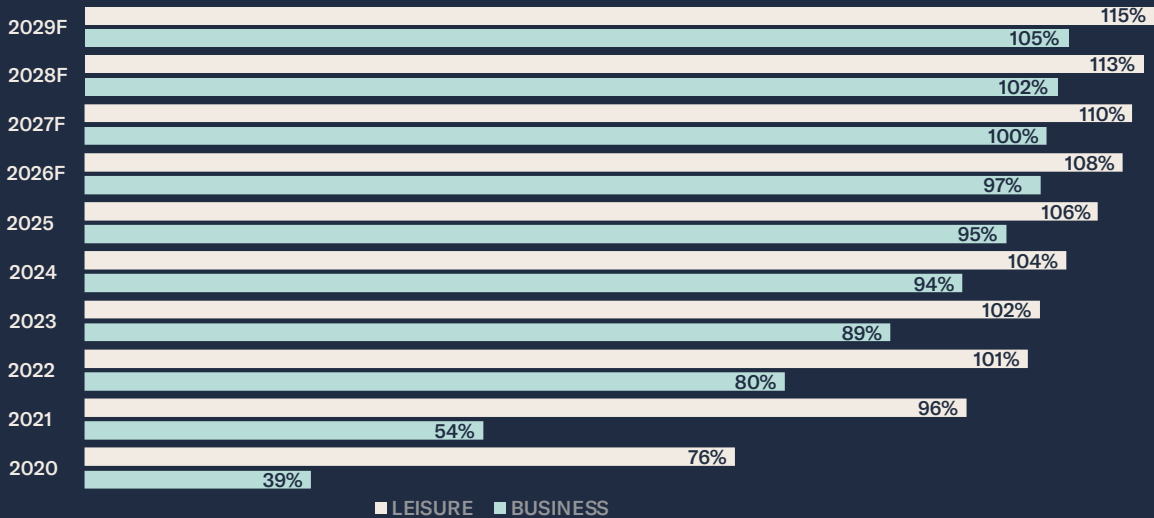
At the same time, the industry forecast underscores the importance of remaining agile amid potential headwinds including inflation, energy costs, geopolitical uncertainty and changing consumer confidence. Destinations that continue investing in differentiated branding, targeted media strategies, authentic experiences and relationship-driven tourism development will likely be best positioned for long-term growth and competitive advantage.

DOMESTIC TRAVEL *Forecast*

The domestic travel landscape continues to evolve in ways that directly influence Newport Beach’s strategic approach to visitation and demand generation. Forecasts indicate that leisure travel remains the strongest and most resilient segment of the industry, with domestic leisure spending projected to significantly outpace business travel recovery through 2029. At the same time, auto travel continues to outperform air travel volume, reflecting ongoing consumer sensitivity to airfare costs, economic uncertainty, convenience, and overall travel friction.

For Newport Beach, these trends reinforce the importance of the Southern California drive market, where more than 40 million consumers remain within accessible reach of the destination. As travelers increasingly prioritize shorter, experience-driven luxury getaways, Newport Beach is well-positioned to capitalize on its proximity, coastal lifestyle, and premium offerings. These market conditions further support Visit Newport Beach’s strategy of targeting high-value leisure travelers, optimizing shoulder-season demand, and maintaining agility in messaging and media investment as consumer behaviors continue to shift.

DOMESTIC LEISURE VS. BUSINESS TRAVEL VOLUME (2020 - 2029F)



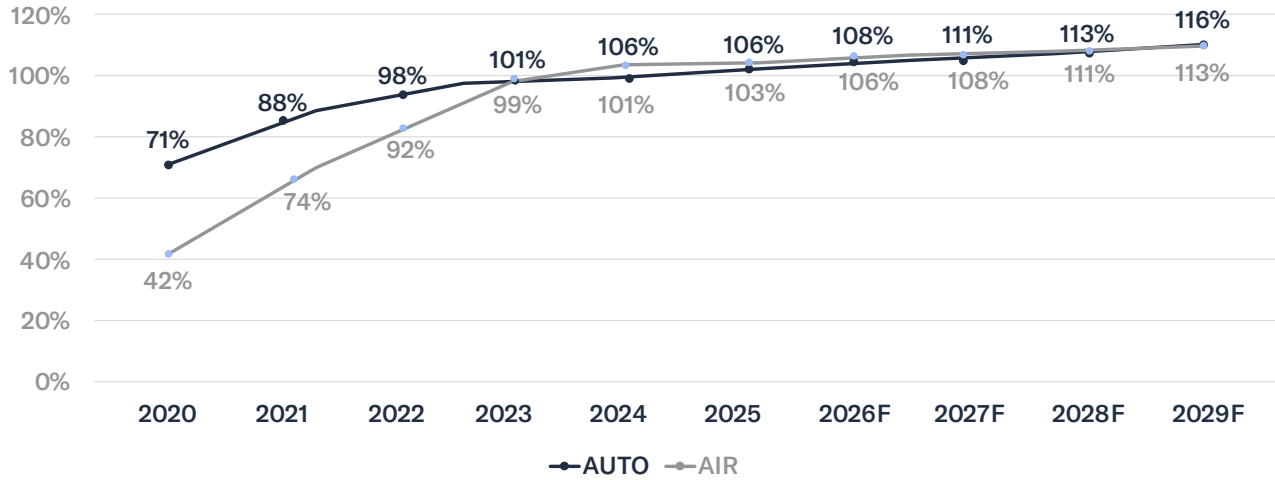
SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

U.S. DOMESTIC PERSON TRIPS BY PURPOSE (2019 - 2029F)

| | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 | 2026F | 2027F | 2028F | 2029F |
|-------------------|-------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| TOTAL | 2,320 | 1,580 | 2,021 | 2,252 | 2,308 | 2,359 | 2,403 | 2,450 | 2,509 | 2,567 | 2,624 |
| % change | 1.8% | -31.8% | 27.8% | 11.4% | 2.7% | 2.6% | 3.0% | 2.5% | 2.4% | 2.3% | 2.2% |
| By purpose | | | | | | | | | | | |
| Business | 464 | 181 | 250 | 371 | 413 | 436 | 442 | 451 | 463 | 475 | 487 |
| % change | 1.1% | -60.9% | 37.6% | 48.6% | 11.4% | 5.5% | 1.5% | 2.0% | 2.7% | 2.6% | 2.5% |
| Leisure | 1,850 | 1,401 | 1,771 | 1,881 | 1,895 | 1,923 | 1,961 | 1,999 | 2,045 | 2,092 | 2,137 |
| % change | 1.9% | -24.3% | 26.5% | 6.2% | 0.7% | 1.5% | 2.0% | 1.9% | 2.3% | 2.3% | 2.2% |

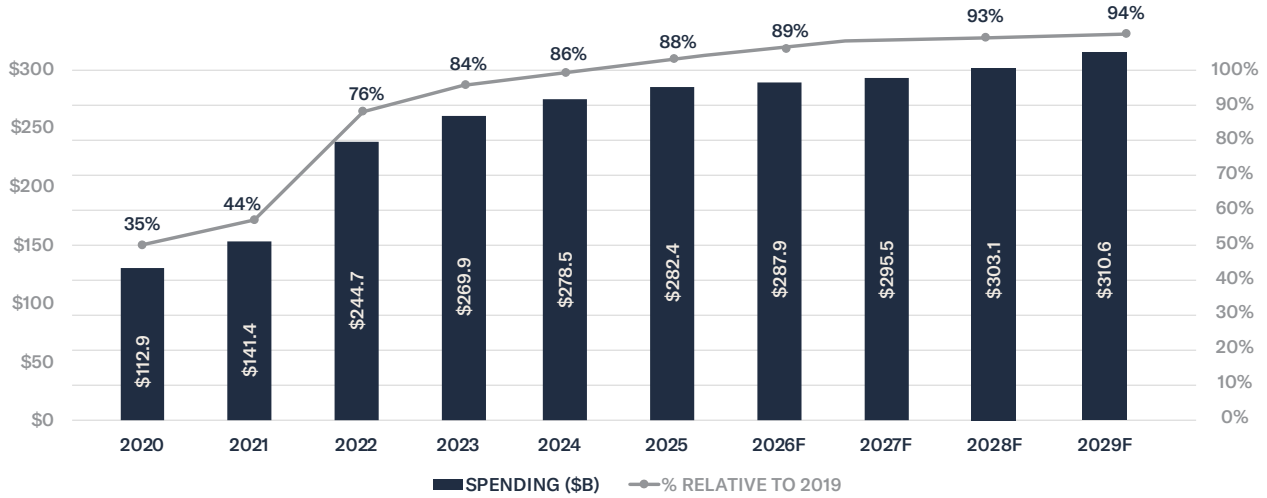
SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

DOMESTIC AUTO vs. AIR TRAVEL VOLUME (2020 - 2029F)



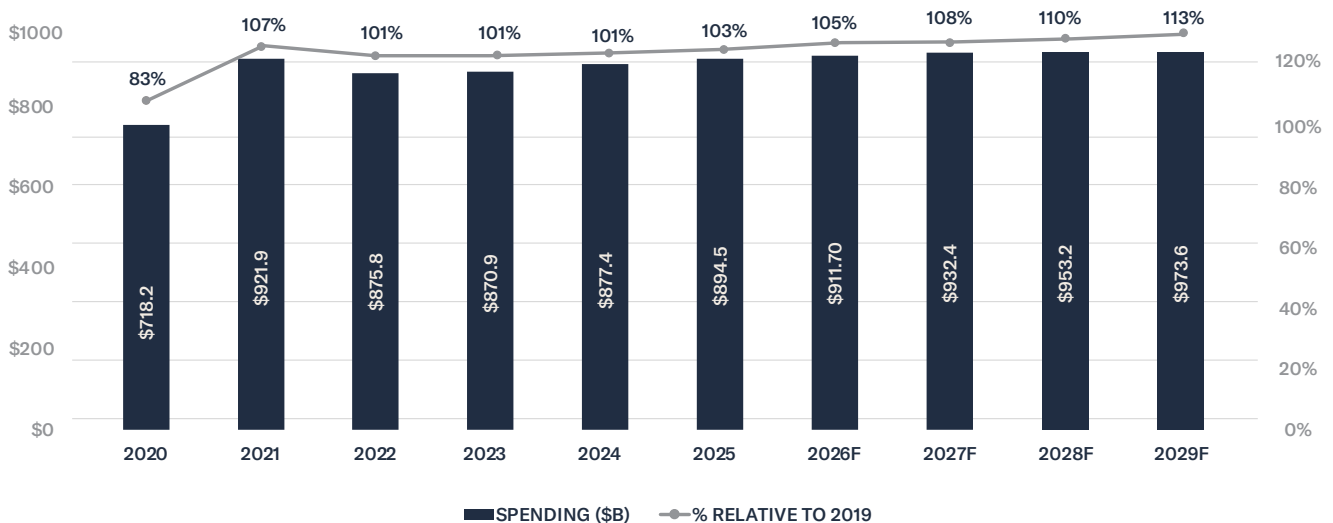
SOURCE: U.S. DEPT OF COMMERCE-TRAVEL & TOURISM, TOURISM ECONOMICS, U.S. TRAVEL ASSOCIATION

DOMESTIC BUSINESS TRAVEL SPENDING FORECAST (2020 - 2029F)



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

DOMESTIC LEISURE TRAVEL SPENDING FORECAST (2020 - 2029F)



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

INTERNATIONAL TRAVEL *Summary*

Visit Newport Beach recognizes the continued importance of international travel as a high-value contributor to the destination's visitor economy. International travelers typically stay longer, spend more, and seek premium experiences that align closely with Newport Beach's luxury positioning. In 2025, international visitors accounted for an estimated \$25 billion of California's \$159 billion in total travel spending, reinforcing the long-term value of this segment to both the state and destination.

At the same time, international travel recovery continues to face headwinds driven by economic uncertainty, geopolitical instability, currency fluctuations, rising travel costs, and evolving consumer confidence. The 80% reduction in Brand USA's funding has also created increased competition for international visibility among U.S. destinations, requiring a more focused and strategic approach to global marketing efforts.

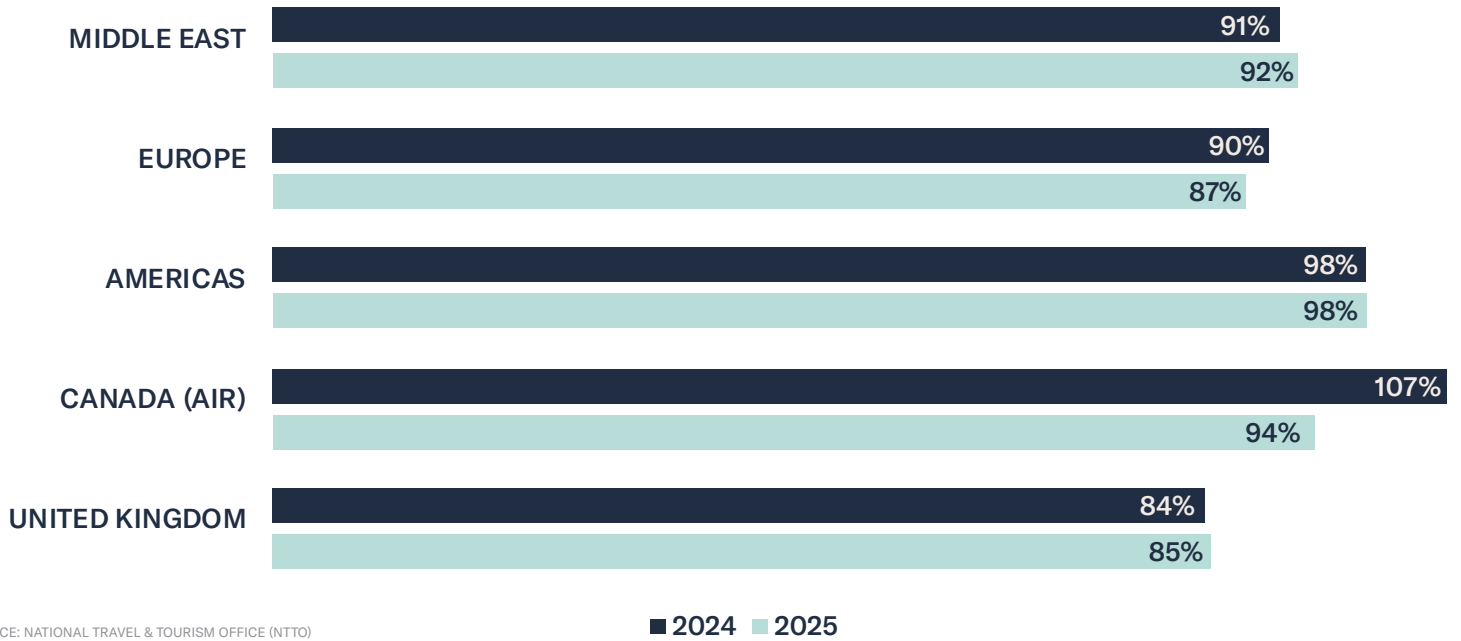
Newport Beach's primary international markets continue to include Canada, the United Kingdom, and the Middle East — markets that align strongly with the destination's luxury hospitality, retail, culinary, and coastal lifestyle offerings. While recovery levels vary by region, these markets continue to present long-term opportunity for high-value visitation.

In response to changing global conditions, Visit Newport Beach will maintain a disciplined and agile international strategy focused on targeted media, trade, and partnership efforts within key markets. The organization will continue monitoring traveler sentiment, airline connectivity, visa and TSA developments, and global economic conditions to ensure marketing efforts remain responsive and performance-driven. Visit Newport Beach also plans to conduct an updated Visitor Profile Study in the upcoming fiscal year to better understand international visitor volume, spending behavior, and future market opportunities.

Canada
United Kingdom
Middle East

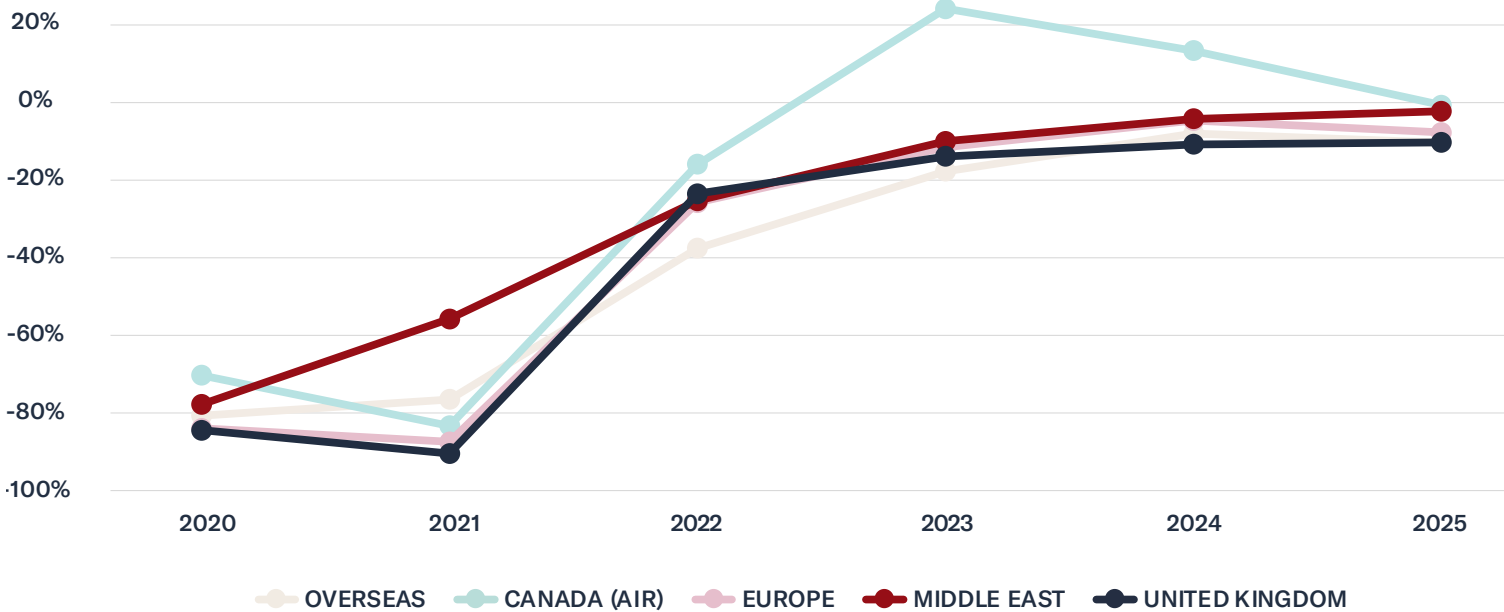


INTERNATIONAL ARRIVALS TO THE U.S. BY WORLD REGION AND COUNTRY (2024 - 2025)



SOURCE: NATIONAL TRAVEL & TOURISM OFFICE (NTTO)

INTERNATIONAL ARRIVALS TO THE U.S. (JUN 2020 - NOV 2025)



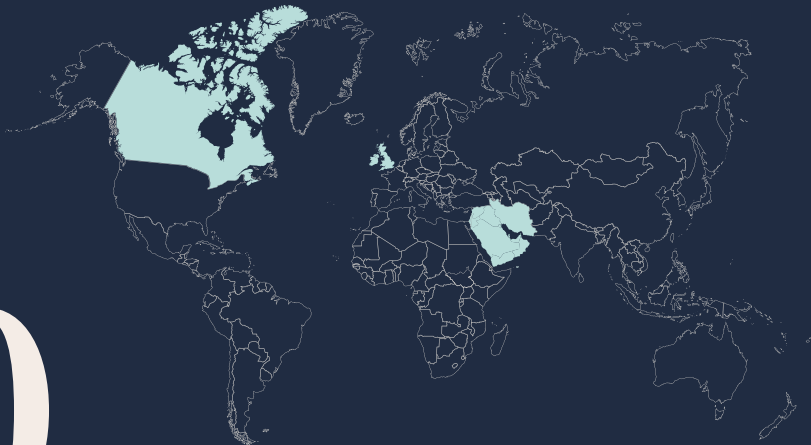
SOURCE: NATIONAL TRAVEL & TOURISM OFFICE (NTTO)

INTERNATIONAL TRAVEL *Spending Forecast*

Despite ongoing global economic and geopolitical uncertainty, international travel forecasts continue to indicate long-term opportunity within Newport Beach's priority international markets. While recovery timelines remain uneven across regions, Canada, the United Kingdom, and the Middle East are all projected to see continued growth in both visitation and traveler spending over the next several years, reinforcing their importance within Visit Newport Beach's international strategy.

Notably, international spending recovery is forecasted to outpace visitation growth across all three markets, reflecting a broader shift toward higher-value travelers and premium travel experiences — trends that align closely with Newport Beach's luxury positioning. The Middle East continues to present particularly strong long-term spending potential, while Canada remains one of the most resilient and accessible international feeder markets for California tourism overall. The United Kingdom also continues to demonstrate steady recovery and remains a strategically important market given its historical affinity for luxury coastal travel and Southern California experiences.

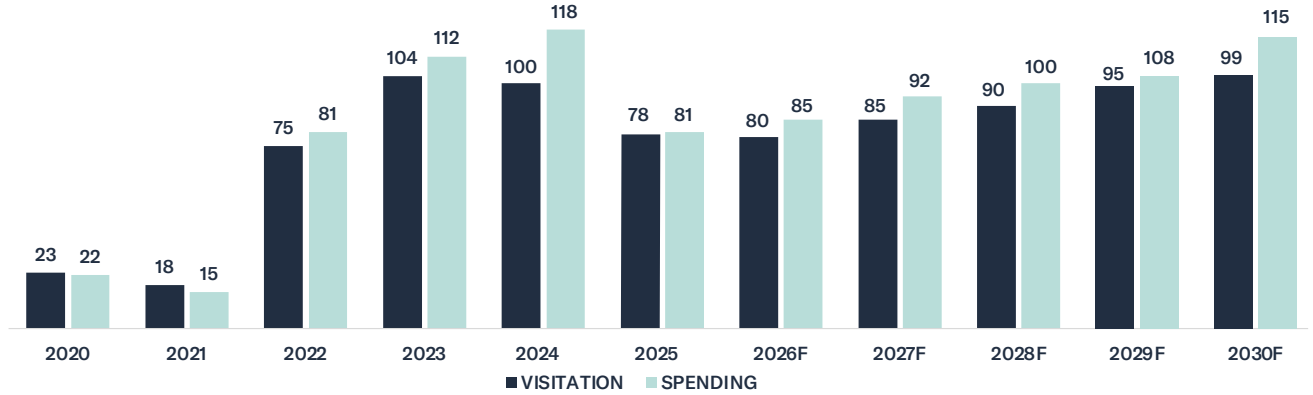
As international competition intensifies and broader U.S. tourism funding faces significant reductions, Visit Newport Beach will continue taking a disciplined and strategic approach to international investment. Efforts will remain focused on high-value travelers, strategic trade and media partnerships, and targeted storytelling that reinforces Newport Beach's position as a premier global luxury coastal destination. At the same time, the organization will continue monitoring changing economic conditions, traveler sentiment, airline connectivity, and geopolitical developments to ensure international strategies remain agile, performance-driven, and aligned with evolving market opportunities.



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CANADA

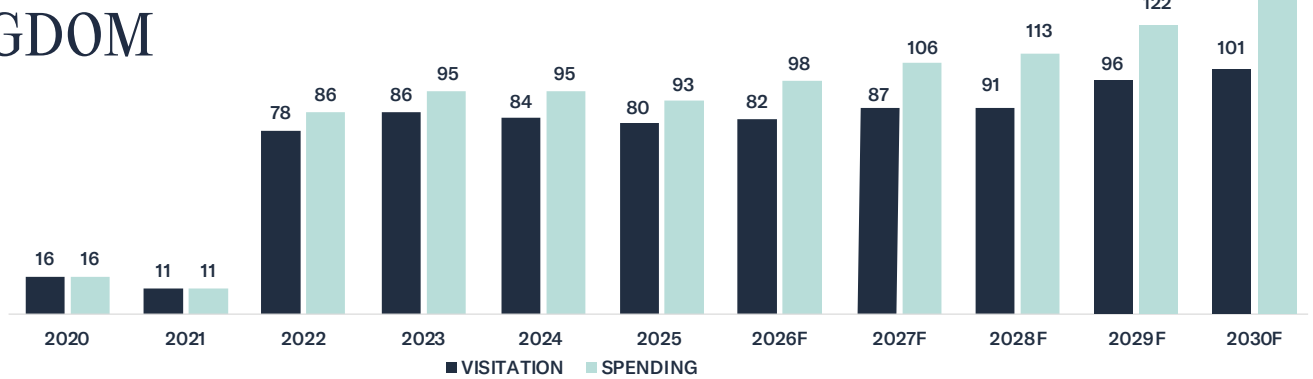
CANADA VISITATION & SPENDING FORECAST (2020 - 2030F)
(INDEXED TO 2019 LEVELS)



SOURCE: TOURISM ECONOMICS, VISIT CALIFORNIA

UNITED KINGDOM

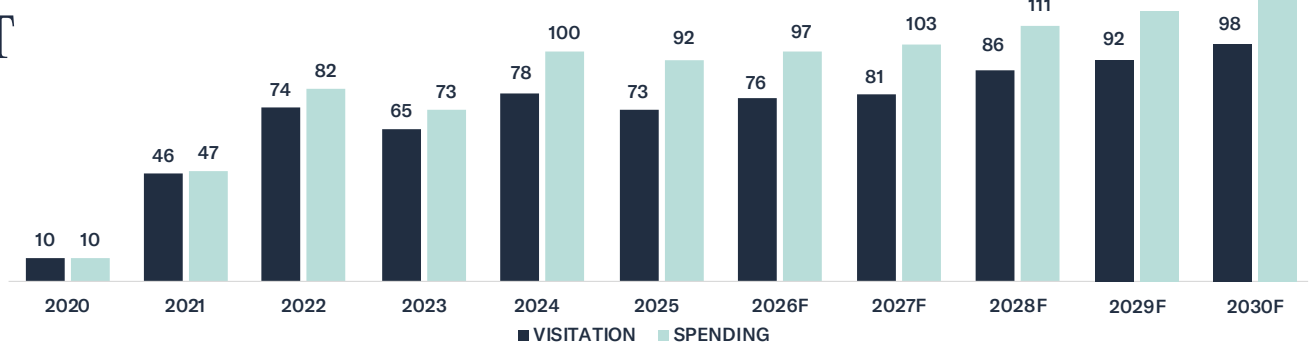
UNITED KINGDOM VISITATION & SPENDING FORECAST (2020 - 2030F)
(INDEXED TO 2019 LEVELS)



SOURCE: TOURISM ECONOMICS, VISIT CALIFORNIA

MIDDLE EAST

MIDDLE EAST VISITATION & SPENDING FORECAST (2020 - 2030F)
(INDEXED TO 2019 LEVELS)



SOURCE: TOURISM ECONOMICS, VISIT CALIFORNIA



STRATEGIC FRAMEWORK



STRATEGIC FRAMEWORK

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STRATEGIC

Framework

BUSINESS PLAN



STRATEGIC Framework

The travel industry continues to evolve at an accelerated pace, shaped by economic uncertainty, changing consumer behaviors, geopolitical dynamics, technological advancements, and increasing competition for traveler attention. In this environment, destination marketing requires more than visibility—it requires agility, precision, and the ability to make informed decisions in real time.

Visit Newport Beach's strategic framework is designed to guide how the organization operates across every discipline, ensuring all initiatives align with broader business objectives, market conditions, and measurable performance outcomes. This framework serves as the foundation for how the organization assesses opportunity, develops strategy, activates campaigns, measures success, and responds to change.

“Destination marketing requires more than visibility—it requires agility, precision, and the ability to make informed decisions in real time.”

At the center of this approach is a commitment to attracting the “right visitor” — high-value travelers who align with Newport Beach's luxury positioning, contribute positively to the local economy, and enhance the long-term health of the destination. Rather than focusing solely on visitation volume, Visit Newport Beach prioritizes quality of visitation, length of stay, visitor spending, and sustained economic impact.

This strategy is executed through a fully integrated organizational model that aligns marketing, communications, public relations, social media, digital platforms, partnerships, business intelligence, and community engagement into one cohesive ecosystem. By operating cross-functionally and leveraging real-time data and performance insights, Visit Newport Beach remains nimble and responsive in an increasingly dynamic travel environment.

To support this approach, Visit Newport Beach operates through the ACAIR strategic model — a framework that reflects both the organization's operating philosophy and its commitment to continuous optimization.

THE ACAIR MODEL

| | | |
|---|--|---|
| A | A - ASSESS Continuously evaluate market conditions, traveler behavior, economic trends, competitive activity, and performance data to identify risks, opportunities, and evolving consumer demand. | FOCUS AREAS <ul style="list-style-type: none">• Business intelligence• Market research• Competitive analysis• Consumer sentiment• Booking pace & travel trends |
| C | C - CREATE Develop compelling storytelling, campaigns, partnerships, and experiences that position Newport Beach as a premier global luxury coastal destination. | FOCUS AREAS <ul style="list-style-type: none">• Brand campaigns• Creative development• Content strategy• Partnerships• Public relations |
| A | A - ACTIVATE Deploy integrated, full-funnel marketing and communication strategies across paid, owned, earned, and experiential channels to drive awareness, engagement, and conversion. | FOCUS AREAS <ul style="list-style-type: none">• Advertising• PR & media• Social & digital• Events & activations• Travel trade & partnerships |
| I | I - IMPACT Measure performance across all initiatives to evaluate effectiveness, optimize investment, and demonstrate economic return. | FOCUS AREAS <ul style="list-style-type: none">• ROI & ROAS• Hotel performance• Visitor spending• Engagement metrics• Economic impact |
| R | R - REACT Respond quickly and strategically to changing market conditions, economic shifts, traveler behavior, and emerging opportunities. | FOCUS AREAS <ul style="list-style-type: none">• Media optimization• Messaging shifts• Crisis communications• Demand generation• Strategic pivots |

PERFORMANCE-DRIVEN APPROACH

Visit Newport Beach operates with a disciplined, results-oriented mindset rooted in accountability, optimization, and measurable impact. Every initiative is designed not only to elevate the Newport Beach brand, but to generate meaningful economic return for the destination and its stakeholders.

The organization continuously tracks and evaluates performance across all marketing, communications, and partnership efforts using a combination of business intelligence platforms, campaign analytics, visitor research, hotel performance data, media measurement, and economic impact reporting. These insights allow the organization to refine strategy in real time, optimize investment allocation, and ensure resources are directed toward the highest-performing opportunities.

Success is measured not simply by impressions or visibility, but by outcomes that move the destination forward — including overnight stays, visitor spending, ADR growth, engagement, earned media value, audience quality, and long-term brand equity.

This performance-driven philosophy allows Visit Newport Beach to remain both strategically focused and operationally nimble, ensuring the organization can effectively navigate evolving market conditions while continuing to deliver meaningful value to the community, partners, and local economy.

DEMOGRAPHIC

Newport Beach

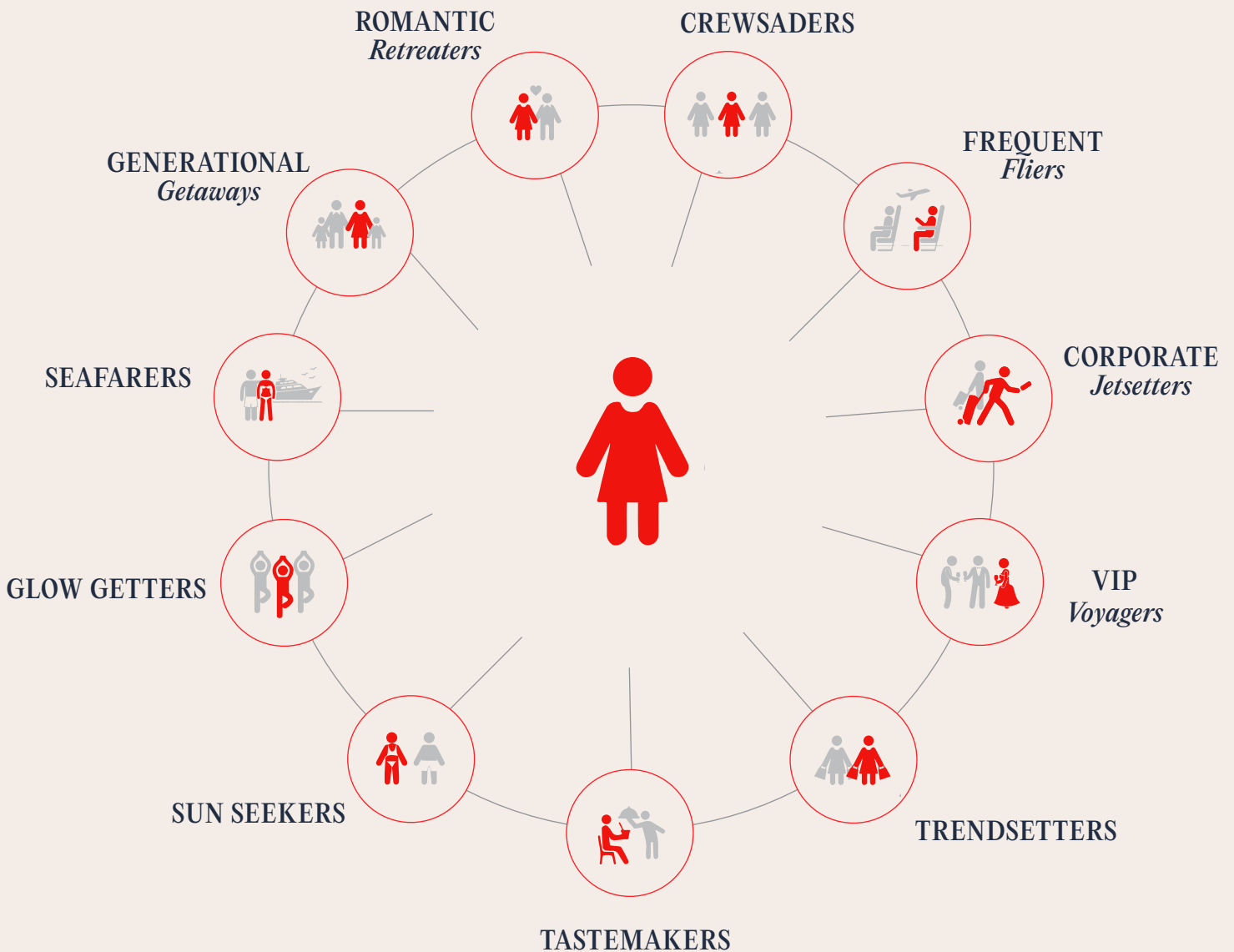
While traditional demographics provide a foundational understanding of who our audience is, Visit Newport Beach's marketing approach goes further — focusing on how and why people travel. Our “Traveler by Experience” framework organizes audiences around the experiences they seek, recognizing that today's travelers are not defined by a single profile, but by the moments, lifestyles, and emotional connections they desire.

At the center of this approach is the Holistic Traveler — a dynamic, multi-dimensional traveler who may engage with Newport Beach in different ways over time. She may visit as a couple seeking a romantic retreat, return with family for a summer escape, and later travel with friends for wellness, culinary, or luxury lifestyle experiences. Rather than segmenting audiences rigidly, Visit Newport Beach embraces this fluidity, recognizing that one traveler may exist across multiple experiences, interests, and travel occasions throughout their relationship with the destination.

This framework directly informs how Visit Newport Beach develops content, public relations, partnerships, digital marketing, and experiential programming — creating a more cohesive, personalized, and emotionally resonant brand ecosystem designed to drive both immediate visitation and long-term loyalty.

TRAVELER

By Experience



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 2026 - 2027

BRAND CALENDAR

FY 2026

| | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|--------------------|---|--------|--|---|---|---|
| SEASONAL CAMPAIGNS | SUMMER LEISURE CAMPAIGN | | FALL LEISURE CAMPAIGN | | HOLIDAY LEISURE | |
| EVENTS | | | | NEWPORT BEACH FILM FESTIVAL/ 10 ACTORS — VOLLEYBALL INVITATIONAL | | CHRISTMAS BOAT PARADE |
| SPECIAL PROGRAMS | 120 YEARS OF WELCOME: FASHION ISLAND JULY 18 | | NEW YORK WEEK: SEPT. 28 - OCT 3 — 120 YEARS OF WELCOME: NEWPORT BEACH 120TH BIRTHDAY | | 120 YEARS OF WELCOME: LIDO THEATRE (Y2K NIGHT) | CHRISTMAS BOAT PARADE & NEWPORT BEACH THE LABEL BOOTH |
| CORPORATE | BOARD OF DIRECTORS MEETING | | BOARD OF DIRECTORS MEETING & HOSPITALITY COUNCIL MEETING | | BOARD OF DIRECTORS MEETING | HOLIDAY STAFF EVENT |

■ SEASONAL CAMPAIGNS
 ■ EVENTS
 ■ SPECIAL PROGRAMS
 ■ CORPORATE

F Y 2 0 2 7

| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|--|--|------------------------------------|--|-------------------------|--|--|
| | WINTER LEISURE CAMPAIGN | | SPRING LEISURE CAMPAIGN | | | SUMMER LEISURE CAMPAIGN |
| | RESTAURANT WEEK | LONDON WEEK | HOAG CLASSIC | INTERNATIONAL BOAT SHOW | | TV FEST — JAZZ FESTIVAL — WOODEN BOAT FESTIVAL |
| | ASSOULINE LAUNCH EVENT | LONDON WEEK — SUPER BOWL: LA | | | | |
| | BOARD OF DIRECTORS MEETING & HOSPITALITY COUNCIL MEETING | | BOARD OF DIRECTORS MEETING & HOSPITALITY COUNCIL MEETING | | BOARD OF DIRECTORS MEETING & HOSPITALITY COUNCIL MEETING | |



The
VISITOR
Experience

LEISURE

S

STRENGTHS

- Globally Recognized Luxury Coastal Brand
 - Strong positioning as a premier lifestyle destination rooted in coastal elegance and effortless leisure
 - High affinity among affluent, experience-driven travelers
- Diverse, High-End Product Offerings
 - World-class hotels, elevated dining, luxury retail, and curated experiences
 - Continued evolution of premium hospitality and experiential offerings
- Natural Assets & Lifestyle Appeal
 - Harbor, coastline, beaches, and year-round climate
 - Seamless blend of relaxation, wellness, and active lifestyle
- Integrated, Full-Funnel Marketing Engine
 - Sophisticated, performance-driven approach across paid, owned, and earned channels
 - Ability to inspire, engage, and convert high-value travelers
- Strong Content & Creative Capabilities
 - Cinematic, story-driven campaigns that differentiate Newport Beach
 - Consistent, high-quality storytelling aligned with luxury positioning
- Strategic Partnerships & Signature Experiences/Events
 - Established and growing portfolio of events, activations, and brand collaborations
 - Ability to create culturally relevant, high-impact moments
- Proximity to Key Drive Markets & Accessibility
 - Strong drive/feeder markets across Southern California and the Western U.S.
 - Access via John Wayne Airport (SNA) and proximity to LAX and SAN

W

WEAKNESSES

- Perception as a Day-Trip Destination
 - Continued challenge converting regional visitors into overnight stays
 - Underutilization of full destination experience
- Limited Awareness as a Standalone Global Destination
 - Often overshadowed by Los Angeles and San Diego
 - Opportunity to further define Newport Beach as a primary destination and hub
- Lack of Centralized Entertainment/Nightlife Hub
 - May limit appeal for certain segments seeking concentrated activity
 - Impacts length of stay for some travelers
- Seasonality & Demand Compression
 - Peak periods create congestion, while shoulder seasons require stimulation
 - Opportunity to better balance demand year-round
- Transportation & Mobility Constraints
 - Limited walkability across broader destination
 - Traffic and parking challenges during peak visitation

O

OPPORTUNITIES

- “Right Visitor” Strategy (Quality Over Quantity)
 - Continued focus on attracting high-value, experience-driven travelers
 - Opportunity to increase spend, length of stay, and lifetime value
- Regional marketing with 40 million people within driving distance.
- Expansion of Signature Campaigns & Experiences
 - Further development of the Five Seasons of Newport Beach platform
 - Ability to create ownable, repeatable cultural moments
- Growth in Luxury & Experiential Travel Trends
 - Rising demand for wellness, culinary, retail, and bespoke experiences
 - Alignment with Newport Beach’s core strengths
- Partnerships with Premium Brands & Platforms
 - Collaborations across fashion, wellness, culinary, and entertainment
 - Opportunity to extend cultural relevance and reach
- Advancements in Data, Personalization & AI
 - Ability to deliver more targeted, personalized, and effective campaigns
 - Improved conversion and engagement across the funnel
- Airlift & Accessibility Enhancements
 - Potential expansion of routes and premium travel options through SNA
 - Increased ease of access for high-value travelers

T

THREATS

- Economic Uncertainty & Shifts in Discretionary Spending
 - Luxury travel remains resilient but sensitive to broader economic conditions
 - Inflation
 - Increase airfare and gas price costs
 - Potential impact on booking pace and travel behavior
 - Wars and international and national politics
- Competitive Set Intensification
 - Other luxury coastal and global destinations increasing investment in marketing and product
 - Need to continuously differentiate and educate
- Environmental & Climate Factors
 - Coastal erosion, weather events and environmental concerns
 - Potential disruption to visitation and perception
- Geopolitical & Travel Restrictions
 - Visa challenges, currency fluctuations and international relations
 - Impact on key global markets
- Overtourism Perception Risk
 - Need to manage volume and visitor behavior to protect community sentiment
 - Importance of maintaining “luxury, not crowded” positioning
- Infrastructure & Capacity Limitations
 - Airport caps, road congestion, and limited expansion opportunities
 - Constraints on scaling visitation

The VISITOR *Experience* LEISURE

Our mission is to establish Newport Beach as a leading global luxury lifestyle brand, driving high-value visitation, sustained economic impact, and an enhanced quality of life for the community.

Tourism is a cornerstone of the Newport Beach economy, fueling employment, generating revenue, and supporting continued investment across the community. The influx of high-value visitors drives meaningful spending across hotels, restaurants, retail, and local businesses, reinforcing tourism as a vital engine of economic growth and community vitality.

As Visit Newport Beach looks ahead, our focus is to continue attracting the right travelers and maximizing their impact. By showcasing the continued evolution of our destination, from a new era of luxury hospitality and elevated retail to the local businesses and partners who define the Newport Beach experience, we aim to increase visitor spending while strengthening the overall appeal of the destination.

Our approach is rooted in integration and precision. Through coordinated efforts across marketing, communications, advertising, digital platforms, in-person brand activations and media relations, we create a cohesive and compelling brand presence that aligns with high-net-worth traveler behaviors. Each initiative is designed to inspire visitation, deepen engagement, and drive measurable economic return.

Guided by a unified business plan, our cross-functional team executes with clarity and purpose, aligning strategy, creativity, and performance. By leveraging our collective expertise and partnerships, we are positioned to deliver meaningful results, ensuring Newport Beach remains competitive within the industry and within the visitor consideration set, culturally relevant, and economically strong for years to come.

Goal ONE

Drive High-Value Visitation and Economic Impact

Goal TWO

Build Lasting Brand Connection, Loyalty and
Lifetime Value

Goal THREE

Scale Signature Experiences, Lifestyle Programming
and Strategic Partnerships

Goal FOUR

Deepen Target Market Strategy and
Strengthen Positioning

Goal ONE

GOAL 1: Drive High-Value Visitation and Economic Impact

Objective – Attract and convert the right traveler from the right markets at the right time, increasing overnight stays, length of stay, and total visitor spend through integrated, performance-driven marketing focused on high-value, luxury-oriented visitation.

Strategy:

Elevate the brand through breakthrough marketing by positioning Newport Beach as a premier global luxury coastal destination through bold, differentiated campaigns that attract high-spending travelers seeking elevated, quality-driven experiences.

Tactics:

- Lead with cinematic, story-driven campaigns that capture the essence of Newport Beach
- Push creative boundaries to deliver memorable, culturally relevant work
- Align messaging to the desires and behaviors of affluent, experience-driven travelers
- Prioritize high-value domestic and international markets aligned with Newport Beach's luxury positioning
- Leverage data and performance insights to refine targeting and maximize effectiveness
- Integrate brand storytelling across all channels to strengthen brand perception and emotional connection

Strategy:

Execute a full-funnel, performance-driven marketing approach by engaging high-value travelers at every stage of the journey – from inspiration to booking – driving measurable visitation, overnight stays, and long-term loyalty.

Tactics:

- Develop full-funnel campaigns with tailored messaging aligned to traveler intent and behaviors
- Drive top-of-funnel awareness through high-impact media placements, PR, and storytelling
- Strengthen mid-funnel engagement through personalized content, social media, and retargeting
- Optimize conversion through customized landing pages, itinerary planning, and booking pathways
- Continuously monitor, analyze, and optimize performance to improve ROI and audience quality
- Prioritize quality of visitation over volume, focusing on travelers with higher spend potential and stronger destination alignment

Strategy:

Increase overnight stays and optimize seasonal demand by converting day visitors into overnight guests, extend length of stay, and strategically shift demand into midweek and need periods to maximize economic impact year-round.

Tactics:

- Target regional drive markets and luxury leisure travelers with overnight conversion strategies
- Promote midweek, shoulder season, and off-season travel through tailored messaging and curated experiences
- Position Newport Beach accommodations as central to the luxury visitor experience
- Align campaigns with seasonal programming, signature events, and experiential offerings
- Utilize business intelligence and booking trends to optimize demand strategies in real time
- Focus on attracting visitors who contribute positively to the local economy and align with the destination's long-term brand strategy

Goal TWO

GOAL 2: Build Lasting Brand Connection, Loyalty & Lifetime Value

Objective – Create meaningful, personalized experiences that strengthen emotional connection, inspire repeat visitation, and increase lifetime value among high-value travelers seeking elevated, quality-driven experiences and an aspirational coastal lifestyle community.

Strategy:

Deliver personalized, insight-led brand experiences that leverage audience insights, behavioral data, and emerging technologies to better understand traveler motivations, preferences, and evolving expectations – creating tailored experiences that deepen engagement, strengthen loyalty, and reinforce Newport Beach’s aspirational yet accessible luxury positioning.

Tactics:

- Utilize high-value traveler personas and behavioral insights across all marketing efforts
- Continuously evaluate traveler motivations, preferences, and experience expectations
- Integrate AI and data-driven tools to enhance personalization and audience targeting
- Deliver behavior-based messaging tailored to traveler intent, interests, and booking patterns
- Optimize content and creative strategies using real-time performance and audience insights
- Develop storytelling that positions Newport Beach as an elevated yet approachable luxury destination and lifestyle

Strategy:

Build an always-on aspirational brand ecosystem by creating a connected, year-round brand presence that fosters emotional connection, encourages repeat engagement, and positions Newport Beach as an aspirational coastal community travelers want to be part of.

Tactics:

- Develop lifestyle-driven content aligned with wellness, culinary, coastal living, luxury retail, and outdoor recreation
- Grow and engage audiences through aspirational storytelling across owned, earned, and paid channels
- Leverage influencer, creator, and media partnerships aligned with Newport Beach’s luxury lifestyle positioning
- Expand Newport Beach Vacation Club into a loyalty and engagement ecosystem designed to foster belonging, repeat visitation and lifetime loyalty.
- Maintain an always-on communications strategy that keeps Newport Beach culturally relevant and top-of-mind year-round
- Create opportunities for audiences to engage with the Newport Beach lifestyle beyond a single visit

Strategy:

Drive cultural relevance through experiences & strategic partnerships by positioning Newport Beach at the intersection of luxury travel, culture, and lifestyle through experiences and partnerships that generate emotional connection, strengthen brand affinity, and attract high-value audiences seeking meaningful and memorable experiences.

Tactics:

- Develop and scale signature activations aligned with the Five Seasons of Newport Beach platform
- Partner with premium brands across fashion, wellness, culinary, entertainment, and luxury lifestyle sectors
- Continue building on Newport Beach's legacy within film, entertainment, and cultural storytelling
- Elevate signature events through enhanced branding, storytelling, and integrated marketing support
- Create bespoke partnership opportunities that reinforce Newport Beach's aspirational yet accessible positioning
- Prioritize experiences and collaborations that align with the "quality over quantity" visitor philosophy

Goal **THREE**

GOAL 3: Scale Signature Experiences, Lifestyle Programming & Strategic Partnerships

Objective – Leverage the Five Seasons of Newport Beach platform to create aspirational, experience-driven activations and partnerships that immerse visitors in the Newport Beach lifestyle, strengthen cultural relevance, and drive measurable visitation, engagement, and economic impact.

Strategy:

Develop a signature lifestyle & experiential platform by positioning Newport Beach as a destination defined by distinct, ownable, and repeatable experiences that allow visitors to authentically engage with the destination's luxury coastal lifestyle.

Tactics:

- Build a year-round calendar of signature activations aligned with the Five Seasons of Newport Beach platform
- Create immersive experiences that reflect the Newport Beach lifestyle through wellness, culinary, harbor, retail, entertainment, and coastal programming
- Expand flagship initiatives such as London Week and Newport Beach Vacation Club
- Explore new experiential opportunities in key feeder and luxury markets
- Integrate Newport Beach into culturally relevant global moments and lifestyle conversations
- Design visually compelling, content-driven activations that inspire aspiration, engagement, and social amplification

Strategy:

Elevate strategic partnerships through lifestyle alignment by partnering with premium brands and partners that enhance Newport Beach's aspirational positioning and create elevated experiences for high-value audiences.

Tactics:

- Develop tiered partnerships with luxury hotels, retail, wellness, culinary, and lifestyle brands
- Collaborate with globally recognized brands to extend cultural relevance and audience reach
- Create co-branded campaigns, experiences, and limited-time activations that reinforce the Newport Beach lifestyle
- Identify partnership opportunities aligned with affluent, experience-driven travelers
- Prioritize collaborations that reflect Newport Beach's "quality over quantity" philosophy and luxury coastal identity

Strategy:

Convert experiences into measurable demand & long-term affinity by ensuring activations and partnerships not only generate awareness, but also drive visitation, overnight stays, engagement, and long-term brand connection.

Tactics:

- Integrate clear booking pathways and calls-to-action across activations and campaigns
- Capture first-party data through events, digital engagement, and experiential touchpoints
- Develop post-engagement remarketing and conversion strategies
- Track performance metrics tied to visitation, hotel demand, economic impact, and audience engagement
- Utilize experiential programming to encourage repeat visitation and deeper emotional connection to the Newport Beach lifestyle

Goal FOUR

GOAL 4: Deepen Target Market Strategy & Strengthen Global Positioning

Objective – Refine and prioritize high-value domestic and international audience segments through data-driven targeting, strategic relationship management, and market intelligence to drive qualified visitation, strengthen global positioning, and maintain long-term market presence during evolving economic conditions.

Strategy:

Refine high-value audience targeting by focusing on attracting affluent, experience-driven travelers who align with Newport Beach's luxury coastal positioning and demonstrate strong potential for overnight stays, visitor spending, and long-term destination affinity.

Tactics:

- Identify and prioritize high-value domestic and international audience segments
- Develop refined traveler personas based on evolving consumer behaviors, motivations, and spending patterns
- Tailor messaging to resonate with luxury-oriented travelers seeking elevated and meaningful experiences
- Leverage performance data and business intelligence to continuously optimize targeting strategies

Goal FOUR CONTINUED...

Strategy:

Maintain strategic international presence & relationships by sustaining meaningful visibility and long-term relationships within key international markets while remaining disciplined and agile in response to changing global market conditions.

Tactics:

- Maintain focused efforts within priority international markets including the United Kingdom, Canada, and the Middle East
- Continue strengthening relationships with international travel trade, media, tour operators, and strategic partners
- Execute targeted PR, sales missions, media engagement, and activations aligned with available resources and market opportunity
- Partner with airlines, travel advisors, and luxury travel providers to support accessibility and awareness
- Maintain brand presence and market engagement during periods of international volatility to position Newport Beach for accelerated growth when conditions improve
- Monitor geopolitical, economic, and traveler sentiment trends to guide international investment strategies

Strategy:

Leverage data, insights & market intelligence to drive performance by utilizing research, analytics, and market intelligence to guide strategic decision-making, optimize investment, and identify emerging opportunities across domestic and international markets.

Tactics:

- Invest in ongoing visitor research, brand studies, and audience insights
- Conduct updated Visitor Profile and international market research studies
- Develop reporting frameworks to track visitation, spending, market share, and economic impact
- Utilize business intelligence platforms, analytics tools, and industry partnerships to monitor trends and performance
- Continuously refine market strategy, messaging, and investment allocation based on evolving consumer behaviors and market conditions

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The
BUSINESS
of Newport Beach

C O R P O R A T E

The
BUSINESS
of Newport Beach

C O R P O R A T E C O M M U N I C A T I O N S

As Visit Newport Beach continues to evolve,
Corporate Communications will serve as the foundation
for how we articulate our value, align our stakeholders, and
protect and elevate the Newport Beach brand—ensuring
consistency, clarity, and credibility across every touchpoint.

Goal ONE

Own & Shape the Narrative in a Rapidly Evolving Environment

Goal TWO

Transform Communications into Strategic Influence & Trust-Building

Goal THREE

Expand Institutional Influence & Destination Leadership

Goal FOUR

Build Organizational Resilience Through Proactive
Reputation & Crisis Leadership

Goal FIVE

Modernize Communications Through Intelligence,
Innovation & Scalable Technology

Goal ONE

GOAL 1: Own & Shape the Narrative in a Rapidly Evolving Environment

Objective – Evolve Visit Newport Beach from a destination marketing organization into a leading destination brand steward – proactively shaping perception, strengthening influence, and reinforcing Newport Beach’s position as a premier global luxury coastal destination.

Strategy:

Lead narrative development through strategic brand stewardship and move beyond campaign-based messaging to establish a long-term narrative platform that consistently communicates Newport Beach’s value, relevance, economic importance, and lifestyle positioning across all audiences.

Tactics:

- Develop an enterprise-level Corporate Narrative Framework aligned across City leadership, stakeholders, partners, media, and community audiences
- Strengthen messaging around Newport Beach as both a luxury lifestyle destination and critical economic engine
- Align all outward-facing communications, presentations, reports, PR, and digital storytelling under a unified strategic narrative
- Continuously evaluate and refine messaging based on evolving economic conditions, traveler sentiment, and community priorities
- Ensure all communications reinforce Newport Beach’s long-term brand equity and “right visitor” strategy

Objective – Strengthen Newport Beach’s visibility, credibility, and influence through proactive reputation management and integrated storytelling.

Strategy:

Transition from reactive PR to proactive reputation leadership by shifting communications efforts from primarily campaign support and reactive media relations to a more strategic, reputation-driven model focused on long-term influence, visibility, and brand protection.

Tactics:

- Establish a fully integrated in-house communications structure through the addition of a Director of Communications and transition away from outsourced PR support
- Develop proactive communications and storytelling calendars aligned with destination priorities, economic trends, and cultural moments
- Secure high-impact earned media placements across luxury, travel, business, and lifestyle platforms
- Strengthen executive visibility and thought leadership opportunities
- Implement real-time monitoring of media coverage, social sentiment, and emerging reputation risks
- Utilize owned, earned, and shared media channels to shape perception and reinforce destination leadership

Goal TWO

GOAL 2: Transform Communications into Strategic Influence & Trust-Building

Objective – Build a modern, integrated communications ecosystem that strengthens stakeholder alignment, increases transparency, and reinforces trust across the community, industry, and civic landscape.

Strategy:

Evolve corporate communications into a strategic business function by positioning communications as a core organizational driver that informs decision-making, strengthens partnerships, and supports long-term destination stewardship.

Tactics:

- Elevate stakeholder communications through more sophisticated storytelling, executive messaging, and data visualization
- Expand B2B communication formats including short-form video, dashboards, infographics, and economic reporting
- Enhance stakeholder engagement through regular briefings, leadership touchpoints, and strategic updates
- Utilize data and business intelligence to communicate tourism's value more effectively and transparently
- Refine communication segmentation strategies to better tailor messaging across stakeholder group

Objective – Strengthen community trust and organizational credibility through transparency, accountability, and proactive engagement.

Strategy:

Reinforce Visit Newport Beach's role as a trusted community & economic partner by positioning the organization as a transparent, accountable, and collaborative leader committed to balancing tourism growth with community priorities and long-term destination health.

Tactics:

- Publish seasonal and annual economic impact, visitation, and performance reports
- Translate tourism data into accessible, community-friendly storytelling formats
- Increase participation in civic forums, SUN, industry events, and public-facing conversations
- Provide custom insights and briefings to City Council, Board leadership, and key stakeholders
- Expand proactive communication surrounding tourism's role in supporting quality of life and the local economy

Goal THREE

GOAL 3: Expand Institutional Influence & Destination Leadership

Objective – Elevate Visit Newport Beach and its leadership team from destination marketers to recognized industry voices and influential stewards of the Newport Beach brand, travel economy, and luxury coastal lifestyle narrative.

Strategy:

Build executive influence as a strategic competitive advantage by moving beyond traditional executive visibility to establish leadership as trusted voices shaping conversations around luxury travel, destination stewardship, economic impact, and the future of tourism.

Tactics:

- Develop a long-term executive thought leadership platform aligned with key industry and destination priorities
- Expand participation in high-profile industry conferences, leadership forums, and economic discussions
- Increase visibility through strategic media interviews, contributed articles, podcasts, and speaking engagements
- Establish leadership positioning around topics including luxury travel trends, responsible tourism, destination stewardship, and economic resilience
- Utilize executive communications to reinforce Newport Beach’s long-term vision, credibility, and leadership position within the industry

Objective – Strengthen Visit Newport Beach’s influence across tourism, civic, business, and luxury lifestyle ecosystems.

Strategy:

Expand strategic relationships to increase influence, alignment & opportunity by evolving partnerships beyond transactional collaboration into deeper strategic relationships that strengthen destination influence, visibility, and long-term competitive positioning.

Tactics:

- Develop a structured executive engagement strategy across top partners, civic leaders, investors, and industry stakeholders
- Increase participation in high-level industry, economic development, and luxury lifestyle conversations
- Position Visit Newport Beach as a strategic advisor and resource for destination and hospitality partners
- Strengthen cross-sector collaboration between tourism, business, hospitality, and community organizations
- Align messaging and strategic priorities across partner ecosystem to reinforce long-term destination positioning

Goal FOUR

GOAL 4: Build Organizational Resilience Through Proactive Reputation & Crisis Leadership

Objective – Develop a modern reputation management framework that proactively protects, strengthens, and guides perception of Newport Beach in an increasingly dynamic media and communications environment.

Strategy:

Shift from monitoring reputation to actively managing destination perception by moving beyond a reactive media response toward a more sophisticated reputation management model focused on long-term trust, perception shaping, and risk mitigation.

Tactics:

- Implement integrated media, social, and sentiment monitoring systems to identify emerging issues and opportunities in real time
- Develop a destination reputation management framework aligned across departments and stakeholders
- Establish proactive messaging strategies for key economic, tourism, and community issues
- Monitor evolving traveler sentiment, community perception, and cultural conversations impacting destination reputation
- Utilize communications as a strategic tool to reinforce trust, transparency, and destination credibility

Objective – Strengthen organizational preparedness and communication agility during periods of disruption, crisis, or heightened public scrutiny.

Strategy:

Institutionalize crisis communications & rapid response readiness by establishing a more formalized and scalable crisis communications infrastructure capable of supporting increasingly complex operational, environmental, economic, and reputational challenges.

Tactics:

- Develop and maintain a comprehensive crisis communications playbook and escalation framework
- Conduct recurring training, tabletop exercises, and scenario planning across teams and stakeholders
- Formalize communication roles, approvals, and response protocols across departments and partner agencies
- Strengthen coordination with City leadership, public information manager, hospitality partners, and emergency response agencies
- Ensure communications infrastructure remains agile enough to respond quickly to changing market, media, or public conditions

Goal FIVE

GOAL 5: Modernize Communications Through Intelligence, Innovation & Scalable Technology

Objective – Transform communications into a more intelligent, data-informed, and technology-enabled function that increases organizational agility, efficiency, personalization, and strategic decision-making.

Strategy:

Evolve data from a reporting tool to strategic communications asset by moving beyond simply reporting metrics to utilizing business intelligence as a core driver of storytelling, credibility, strategic timing, and stakeholder influence.

Tactics:

- Integrate data visualization and market intelligence into executive communications, PR, presentations, and stakeholder reporting
- Develop more sophisticated external-facing dashboards, infographics, and economic storytelling tools
- Utilize real-time insights to guide communication timing, messaging, and audience prioritization
- Strengthen organizational credibility through more transparent and performance-driven reporting frameworks
- Align data storytelling with broader destination stewardship and economic impact narratives

Objective – Leverage emerging technologies to build a more agile, scalable, and future-ready communications ecosystem.

Strategy:

Integrate AI & emerging technologies to enhance scale, speed & personalization not simply for efficiency, but to fundamentally modernize how Visit Newport Beach communicates, analyzes, personalizes, and scales engagement.

Tactics:

- Expand use of AI-assisted tools for content development, audience segmentation, personalization, and workflow optimization
- Automate reporting, stakeholder communications, and operational processes to improve scalability and responsiveness
- Explore new communication formats including interactive dashboards, dynamic content experiences, and short-form video storytelling
- Establish organizational standards and training around responsible and effective AI integration
- Continuously evaluate emerging technologies that enhance communication agility, efficiency, and audience engagement

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The
NEWPORT
BEACH
Community

LOCAL COMMUNITY

The
NEWPORT
BEACH
Community
LOCAL COMMUNITY

As Visit Newport Beach continues to evolve, our community strategy will serve as the foundation for how we align tourism with local priorities, communicate its value, and ensure it enhances the quality of life for those who live and work here—fostering trust, transparency, and shared prosperity across every neighborhood.

Goal ONE

Drive Community-Aligned Economic Impact

Goal TWO

Build Community Trust Through Transparency &
Communication

Goal THREE

Strengthen Community Partnerships & Civic Alignment

Goal FOUR

Lead with Innovation, Efficiency & Organizational Agility

Goal ONE

GOAL 1: Drive Community-Aligned Economic Impact

Objective – Support Balanced, High-Value Visitation

Strategy:

Advance a “Right Visitor” approach that prioritizes high-value, respectful travelers who contribute meaningfully to the local economy without overburdening infrastructure.

Tactics:

- Develop seasonal campaigns designed to shift demand to shoulder and need periods
- Create neighborhood-driven itineraries highlighting diverse districts (Lido, Balboa, Corona del Mar, etc.)
- Partner with local businesses to feature hyper-local experiences across owned channels
- Align messaging to reinforce quality over quantity visitation

Objective – Elevate Local Business Visibility & Success

Strategy:

Position Visit Newport Beach as a growth engine for local businesses through integrated marketing, storytelling, and partnership amplification.

Tactics:

- Expand Partner Amplification Program (content, PR, digital features)
- Produce place-based storytelling content spotlighting local businesses
- Integrate partners into campaign creative, itineraries, and earned media
- Track and report local business inclusion in campaigns

Goal TWO

GOAL 2: Build Community Trust Through Transparency & Communication

Objective – Be the Leading Source of Tourism Intelligence

Strategy:

Leverage Visit Newport Beach’s business intelligence capabilities to translate data into clear, actionable insights for community stakeholders.

Tactics:

- Continue weekly insights dashboard showcasing tourism performance
- Conduct updated Visitor Profile Study + Economic Impact Study
- Provide custom reports and briefings to City, Board, and community leaders
- Simplify data into community-friendly formats (infographics, summaries)

Objective – Strengthen Community Awareness & Sentiment

Strategy:

Implement a proactive communications platform that clearly articulates tourism’s value and aligns with community priorities.

Tactics:

- Publish quarterly community reports highlighting economic contributions
- Develop resident-facing content explaining how tourism supports city services
- Engage in local forums, SUN, and civic programming

Goal THREE

GOAL 3: Strengthen Community Partnerships & Civic Alignment

Objective – Deepen Engagement with Local Leaders & Organizations

Strategy:

Build structured, ongoing collaboration with civic organizations, neighborhoods, and business districts to ensure tourism aligns with community goals.

Tactics:

- Reestablish Neighborhood Advisory Groups / Taskforces
- Distribute Civic Partner Toolkits with marketing assets and insights
- Provide custom data and marketing support for community initiatives
- Collaborate on local programming and events

Objective – Position Visit Newport Beach as the Community’s Marketing & Communications Partner

Strategy:

Serve as the go-to creative and strategic resource for local businesses, organizations, and City initiatives.

Tactics:

- Continue to offer marketing, branding, and communications consulting services
- Provide design, video, and campaign support for partners
- Support signature events with branding and promotion
- Expand partnership model and engagement opportunities

Goal FOUR

GOAL 4: Lead with Innovation, Efficiency & Organizational Agility

Objective – Evolve the Community Marketing Model

Strategy:

Continuously refine Visit Newport Beach’s entrepreneurial business model to maximize impact, efficiency, and long-term sustainability.

Tactics:

- Identify new revenue streams and partnership opportunities
- Optimize staffing model (in-house + freelance + agency)
- Invest in high-impact, scalable initiatives

Objective – Leverage Technology, Data & AI for Community Impact

Strategy:

Utilize emerging technologies to enhance efficiency, insights, and scalability across community initiatives.

Tactics:

- Expand AI integration across reporting, marketing, and operations
- Enhance data visualization and dashboarding tools
- Improve partner access to insights and analytics
- Streamline internal workflows and communications

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The
ENGINE
Behind the Brand

INTERNAL ORGANIZATION

The
ENGINE
Behind the Brand

B U S I N E S S O B J E C T I V E S

As Visit Newport Beach continues to evolve, our organizational strategy will serve as the foundation for how we empower our team, optimize performance, and drive innovation. At the core of our success is a high-performing, agile organization—one that blends strategic discipline with creative excellence. As the engine behind the brand, we are committed to continuous evolution, operating with clarity, accountability, and purpose to deliver meaningful results for our partners, stakeholders, and community.

Goal ONE

Evolve into a High-Performance, Future-Ready Organization

Goal TWO

Modernize Organizational Operations & Scalable
Infrastructure

Goal THREE

Transform the Organization Through Data, Intelligence &
Emerging Technology

Goal FOUR

Strengthen Organizational Accountability, Stewardship &
Performance Visibility

Goal FIVE

Build a Culture of Innovation, Influence & Industry Leadership

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Goal ONE

GOAL 1: Evolve into a High-Performance, Future-Ready Organization

Objective – Transform Visit Newport Beach into a more scalable, resilient, and high-performing organization capable of adapting to evolving market conditions, organizational complexity, and long-term destination growth.

Strategy:

Build a modern talent & leadership infrastructure by moving beyond traditional recruitment and retention efforts to develop a stronger long-term talent pipeline, leadership culture, and organizational growth framework that supports future scale and succession.

Tactics:

- Evolve recruitment strategy to attract highly specialized, values-aligned, and future-focused talent
- Expand leadership development, certifications, mentorship, and succession planning initiatives
- Create more structured growth pathways and professional advancement opportunities across departments
- Continue refining compensation, flexibility, and employee experience strategies to remain competitive in a changing workforce environment
- Develop stronger onboarding, integration, and long-term retention systems that support organizational continuity and scalability

Objective – Strengthen organizational alignment, engagement, and culture as the organization continues to evolve.

Strategy:

Institutionalize a culture of accountability, collaboration & organizational agility and transition from an organically collaborative culture to a more intentionally aligned operational culture capable of supporting organizational growth, cross-functional integration, and increasing strategic complexity.

Tactics:

- Further integrate organizational core values into planning, performance, communication, and decision-making processes
- Expand cross-department collaboration frameworks and strategic planning sessions
- Strengthen employee recognition and performance visibility programs
- Continue investing in employee wellness, connection, and long-term engagement initiatives
- Formalize leadership communication and feedback systems to improve alignment, transparency, and organizational responsiveness

Goal TWO

GOAL 2: Modernize Organizational Operations & Scalable Infrastructure

Objective – Build a more integrated, efficient, and scalable operational model capable of supporting increasing organizational complexity, speed, and performance expectations.

Strategy:

Evolve operational systems to support organizational scale & agility and move beyond workflow management toward a more sophisticated operational infrastructure that increases efficiency, reduces friction, and enables faster organizational responsiveness.

Tactics:

- Continue refining organizational structure and departmental alignment based on evolving strategic priorities
- Streamline internal workflows, approvals, and operational processes to improve efficiency and scalability
- Expand utilization of project management, collaboration, and operational systems including Asana and future workflow technologies
- Reduce operational redundancies while increasing cross-functional integration and organizational visibility
- Develop more scalable operational frameworks capable of supporting organizational growth and increasing project complexity

Objective – Strengthen internal communication, knowledge management, and organizational alignment.

Strategy:

Create a more connected & transparent organizational ecosystem and shift from primarily functional communication toward a more integrated internal communication model that improves alignment, collaboration, and institutional knowledge retention.

Tactics:

- Develop a more sophisticated internal communications framework aligned across departments and leadership levels
- Standardize reporting, documentation, and knowledge-sharing systems to improve continuity and accessibility
- Increase visibility into organizational priorities, initiatives, and performance across teams
- Strengthen organizational alignment through recurring leadership updates, strategic briefings, and planning sessions
- Improve long-term institutional knowledge management and information accessibility

Goal THREE

GOAL 3: Transform the Organization Through Data, Intelligence & Emerging Technology

Objective – Build a more intelligent, adaptive, and future-ready organization through the strategic integration of data, automation, AI, and emerging technologies.

Strategy:

Evolve data from reporting function to an organizational intelligence platform and move beyond using data solely for reporting and campaign analysis to embedding intelligence into strategic planning, operational decision-making, and organizational performance management.

Tactics:

- Expand organizational utilization of business intelligence dashboards, forecasting tools, and performance reporting systems
- Increase staff fluency in data interpretation, strategic application, and performance optimization
- Integrate operational and performance metrics more deeply into planning and organizational decision-making processes
- Improve cross-department sharing of insights, forecasting, and strategic intelligence
- Utilize business intelligence to support faster, more agile organizational responses to changing market conditions

Objective – Leverage AI & Emerging Technologies to Scale Organizational Capacity

Strategy: Modernize organizational infrastructure through automation & intelligent systems by using AI and emerging technologies not simply for efficiency gains, but to fundamentally modernize how the organization operates, collaborates, analyzes, and scales.

Tactics:

- Expand organization-wide AI education, training, and implementation initiatives
- Integrate AI-assisted tools across marketing, communications, operations, sales, finance, and reporting workflows
- Automate repetitive processes and operational functions to improve scalability and responsiveness
- Develop organizational standards and governance around responsible AI usage
- Continuously evaluate emerging technologies that enhance organizational agility, productivity, and long-term competitiveness

Goal FOUR

GOAL 4: Strengthen Organizational Accountability, Stewardship & Performance Visibility

Objective – Create a more mature performance management and accountability framework that strengthens alignment, visibility, operational discipline, and organizational effectiveness.

Strategy: Institutionalize performance accountability across the organization and move beyond basic KPI tracking toward a more integrated culture of performance visibility, measurable impact, and strategic accountability.

Tactics:

- Align individual, departmental, and organizational goals more directly to strategic priorities and measurable outcomes
- Expand organizational performance reporting and visibility across departments and leadership
- Strengthen ongoing performance evaluation, coaching, and accountability frameworks
- Improve visibility into organizational impact, operational efficiency, and strategic outcomes
- Foster a stronger culture of ownership, accountability, and continuous improvement

Objective – Advance Organizational Accountability, Transparency & Performance Visibility

Strategy: Evolve performance measurement & stewardship into a strategic organizational advantage and further strengthen Visit Newport Beach’s position as a disciplined, transparent, and high-performing organization through more sophisticated measurement, reporting, optimization, and operational accountability frameworks.

Tactics:

- Expand organization-wide performance measurement and ROI visibility across campaigns, partnerships, and operational initiatives
- Continue evolving operational efficiencies and in-house capabilities to maximize organizational effectiveness and resource allocation
- Strengthen integration between business intelligence, financial reporting, and strategic decision-making
- Improve communication surrounding organizational impact, economic contribution, and measurable outcomes

Goal FIVE

GOAL 5: Build a Culture of Innovation, Influence & Industry Leadership

Objective – Position Visit Newport Beach as one of the most innovative, forward-thinking, and respected destination organizations in the industry.

Strategy: Create a more intentional and agile culture that encourages cross-functional collaboration, emerging technologies, and new ways of thinking to strengthen organizational adaptability and long-term competitiveness.

Tactics:

- Expand Newport Beach University into a more structured platform for innovation, leadership development, and organizational learning
- Create regular cross-functional innovation sessions focused on emerging trends, operational efficiencies, and future opportunities
- Encourage pilot programs and controlled testing of new technologies, platforms, campaigns, and operational strategies
- Integrate AI and emerging technology exploration across departments to improve adaptability, scalability, and performance
- Develop internal processes that allow teams to identify, evaluate, and implement new ideas more efficiently
- Increase exposure to evolving industry trends, consumer behaviors, and best practices to support long-term organizational agility
- Empower employees to contribute strategic ideas and solutions that improve organizational effectiveness and future readiness

Objective – Expand Industry Influence & Leadership Position

Strategy: Build on Visit Newport Beach's reputation as a forward-thinking industry leader and leverage it for conversations, strengthen peer collaboration, and help shape the future of destination marketing.

Tactics:

- Increase participation in high-profile industry conferences, leadership forums, and strategic discussions
- Share organizational best practices, case studies, and performance insights that reinforce Visit Newport Beach's leadership position
- Pursue strategic speaking opportunities, industry recognition, and award programs that reinforce organizational credibility and innovation
- Continue positioning Visit Newport Beach as a model for modern destination marketing, organizational agility, and destination stewardship
- Utilize industry engagement opportunities to identify emerging trends, innovations, and future growth opportunities

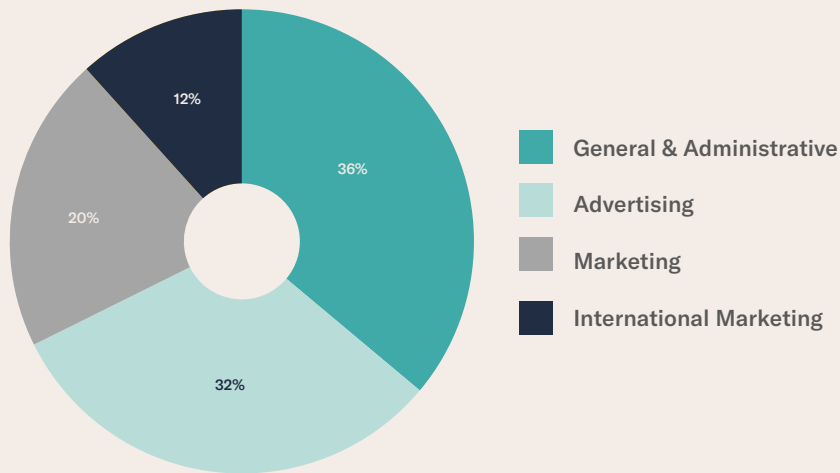


FY2027 & FY2028

Budgets

VISIT NEWPORT BEACH, INC. (TOT) LEISURE FY2027 & FY2028

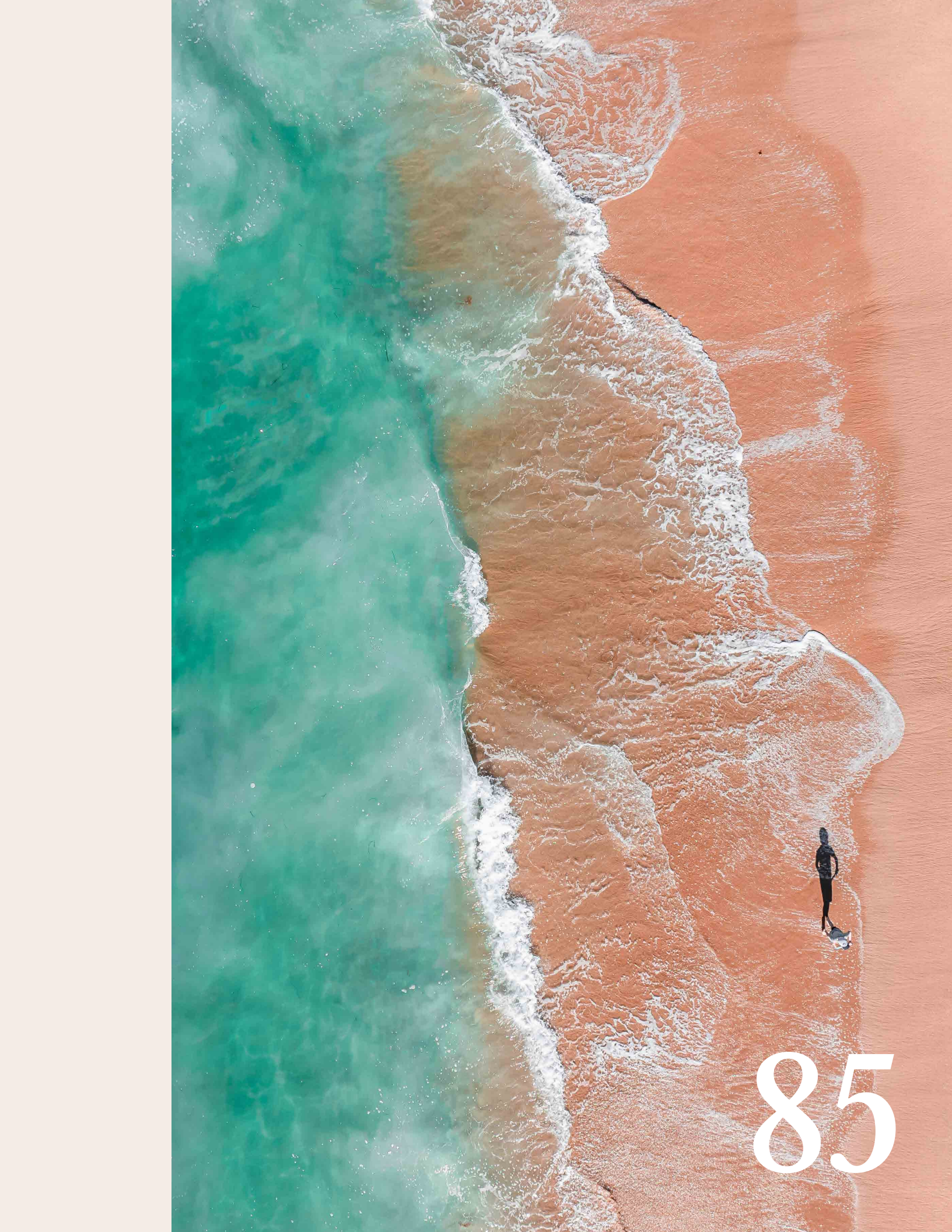
| VISIT NEWPORT BEACH, INC. (TOT) LEISURE BUDGET ALLOCATIONS | BUDGET FY2027 | BUDGET FY2028 |
|---|---------------|---------------|
| Revenue | \$7,403,500 | \$7,427,500 |
| General & Administrative | \$2,816,698 | \$2,832,147 |
| Advertising | \$2,463,797 | \$2,170,000 |
| Marketing | \$1,611,805 | \$1,489,000 |
| International Marketing | \$911,200 | \$936,353 |



VISIT NEWPORT BEACH, INC.

TOURISM- OCCUPANCY(TOT) *Goals*

| | FY2026 GOALS | FY2026 YTD ACHIEVED AS OF 4/30/26 | FY2027 FORECAST GOALS |
|---|--------------|---|--------------------------|
| TOPLINE GOALS & KEY PERFORMANCE INDICATORS FOR LEISURE TRAVEL TO NEWPORT BEACH | | | |
| TOURISM-OCCUPANCY TAX (TOT) REVENUE TO THE CITY OF NEWPORT BEACH | \$36,375,080 | \$26,200,000 | \$37,466,250 |
| TOTAL DESTINATION MARKETING IMPACT | N/A | N/A | 1,000,000,000 |
| MARKETING CAMPAIGN ECONOMIC IMPACT | \$50,000,000 | \$113,418,711 | \$50,000,000 |
| DIGITAL MARKETING & SOCIAL MEDIA (OWNED & PAID MEDIA CHANNELS) | | | |
| VISITNEWPORTBEACH.COM USERS | 1,700,000 | 1,316,186 | 1,000,000 |
| PARTNER REFERRAL CLICKS | N/A | N/A | 80,000 |
| NEW CONSUMER EMAIL SIGN-UPS | N/A | N/A | 1,500 |
| SOCIAL MEDIA FOLLOWERS | 385,000 | 371,260 | 423,500 |
| INTENT TO TRAVEL THROUGH ENGAGEMENT | 550,000 | 392,262 | 550,000 |
| ADVERTISING (PAID MEDIA CHANNELS) | | | |
| TOTAL AD IMPRESSIONS | 162,000,000 | 191,810,145 | 80,000,000 |
| HIGH-VALUE EXPERIENTIAL ENGAGEMENTS | N/A | N/A | 50,000 |
| MEDIA RELATIONS | | | |
| MEDIA PLACEMENTS (DOMESTIC + INTERNATIONAL) | 1,400 | 1,568 | 1,400 |
| PERCENTAGE OF PLACEMENTS WITH 75+ DOMAIN AUTHORITY | N/A | N/A | 40% |
| PERCENTAGE OF PLACEMENTS WITH EXCLUSIVE NEWPORT BEACH INCLUSION | N/A | N/A | 25% |



85



TODAY, FUELED BY

OUR PAST *Successes,*

WE CHART A
COURSE TOWARD EVEN
GREATER HEIGHTS.



YEAR *in* REVIEW FY 2024 - 2026



FY 2024-2026
GENERATED

\$248M

ECONOMIC
IMPACT

87

SPRING 2024

Land in Lux

MAR 19 - JUN 19



ORANGE COUNTY
AAF
BRONZE
WINNER!
FILM, VIDEO & SOUND:
Television Advertising
Regional/National Campaign

ORANGE COUNTY
AAF
BRONZE
WINNER!
INTEGRATED
ADVERTISING CAMPAIGN

HERMES
CREATIVE AWARDS
GOLD
WINNER!
DIGITAL MARKETING
CAMPAIGN

HOLIDAY 2024 50 Days of Festive Fun

NOV 15 - JAN 3



Après Ski Sea

JAN 6 - MAR 2

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.

WINTER 2025



SUMMER 2024 Newport Beach is Calling

JUNE 20 - AUG 18



U.S. TRAVEL ASSOCIATION
ESTO
AWARD
WINNER!
INNOVATION AWARD

ORANGE COUNTY
AAF
BRONZE
WINNER!
AVANT-GARDE AWARD

MARCOM
PLATINUM
WINNER!
MARKETING/PROMOTION
CAMPAIGN
INTEGRATED MARKETING

HERMES CREATIVE
AWARDS
PLATINUM
WINNER!
INTEGRATED MARKETING
CAMPAIGN

FALL 2024 Newport Beach Vacation Kids Club: Just One More Vacation?

AUG 19 - NOV 15



ORANGE COUNTY
AAF
BRONZE
WINNER!
AVANT-GARDE AWARD

MARCOM
PLATINUM
WINNER!
MARKETING/PROMOTION
CAMPAIGN
DIGITAL MARKETING

HERMES CREATIVE
AWARDS
GOLD
WINNER!
DIGITAL
MARKETING
CAMPAIGN

LONDON WEEK 2025 Public Activation

FEB 10 - 14



VISIT
CALIFORNIA
POPPY
WINNER!
BEST TRADE
OR
MEDIA
ACTIVATION

SPRING/SUMMER 2025

Newport Beach is Calling

MAR 3 - AUG 31

Newport Beach is Calling, and our invitation is impossible to resist. Through elevated, immersive creative, this campaign captures the allure of a coastal escape with the goal of inspiring action and turning dreamers into visitors—because some dreams are meant to be lived.



Newport Beach Vacation Club Vol. III *Life is Grand*

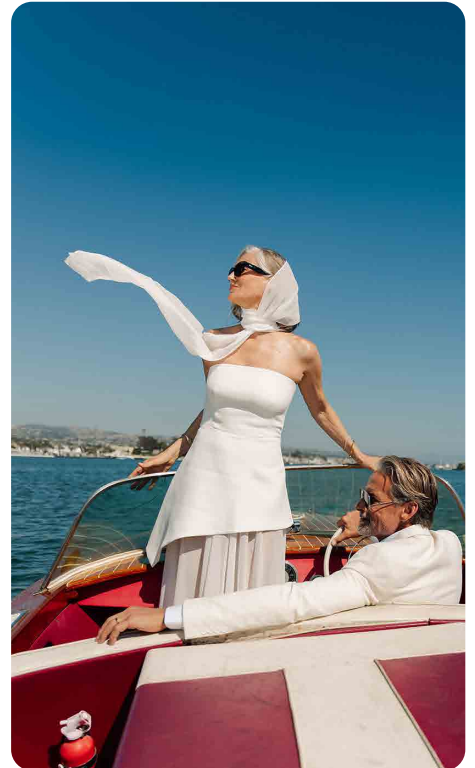
SEPT 2 - NOV 3

Welcome to Newport Beach Vacation Club, where life is grand. This campaign invites you to live your best life with style, spontaneity, and a touch of glamour—whether you come for laughter, romance, or a little “me” time, it’s all about embracing that your best years are just ahead — because in Newport Beach, life is grand.

HERMES CREATIVE
AWARDS
**PLATINUM
WINNER!**
INTEGRATED
MARKETING
CAMPAIGN



FALL 2025



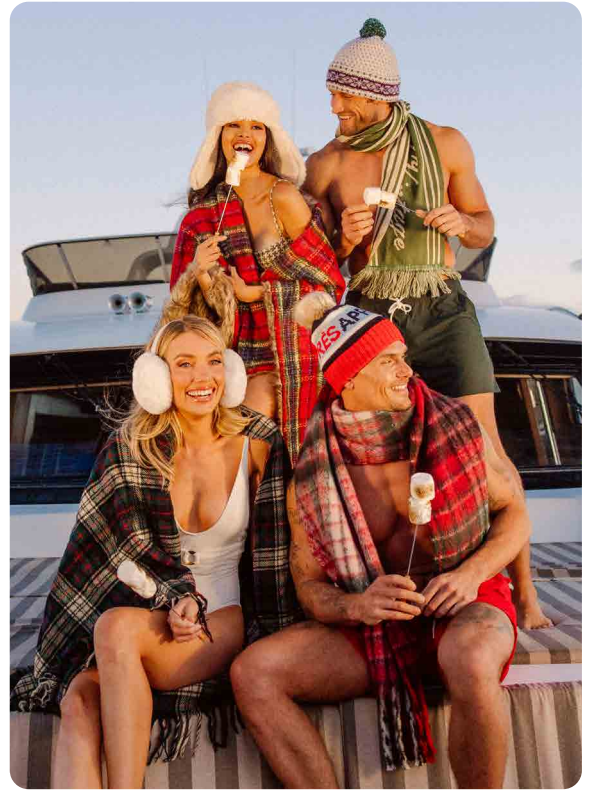
HOLIDAY 2025

50 Days of Festive Fun

NOV 3 - JAN 2

Step into the magic of the season with 50 Days of Festive Fun in Newport Beach, the longest-running holiday extravaganza in the entire nation! Every day during the holiday season guests can experience a flurry of festive experiences all season long.

VISIT CALIFORNIA
POPPY FINALIST
BEST PR CAMPAIGN



Après Ski-Sea

JAN 5 - MAR 1

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.

WINTER 2026



*London Week 2026
Public Activation*

FEB 17 - 20

HERMES CREATIVE AWARDS
PLATINUM WINNER!

OUTDOOR/
OUT-OF-HOME
ADVERTISING



*120 Years of Newport Beach 2026
Year Round Campaign*

MAR 1 - DEC 31

HERMES CREATIVE AWARDS
GOLD WINNER!

SHORT-FORM
VERTICAL VIDEO
(TIKTOK/REELS/
SHORTS)



Fifa World Cup 2026

MAR 23 - JUNE 1



Postcards from Newport Beach

MAR 18 - AUG 31

Postcards from Newport Beach brings the family getaway to life through vibrant, memory-driven creative that highlights 6 families, 10 locations, and 20 experiences, all centered around the idea that your ultimate family escape awaits — postcards included.

HERMES CREATIVE AWARDS
PLATINUM WINNER!

DIGITAL DISPLAY
AD CAMPAIGN



SPRING 2026

*Guinness World Record Attempt:
World's Largest Swing Dance Lesson*

APRIL 19, 2026



RECORD HOLDER



91



92

ORANGE COUNTY
AAF
BRONZE
WINNER!
FILM, VIDEO & SOUND:
Television Advertising
Regional/National Campaign

ORANGE COUNTY
AAF
BRONZE
WINNER!
INTEGRATED
ADVERTISING CAMPAIGN

HERMES
CREATIVE AWARDS
GOLD
WINNER!
DIGITAL MARKETING
CAMPAIGN

SPRING 2024

Land in Lux

MAR 19 - JUN 19

\$24.5M*

ECONOMIC
IMPACT

64M*

AD IMPRESSIONS

167K*

WEBSITE LANDING
PAGE VIEWS

213K*

SOCIAL MEDIA
IMPRESSIONS

491K*

SOCIAL MEDIA
REACH

17M*

PUBLIC RELATIONS
IMPRESSIONS

SUMMER 2024

Newport Beach is Calling

JUN 20 - AUGUST 18

\$17.4M

ECONOMIC
IMPACT

23M

AD IMPRESSIONS

78K

WEBSITE LANDING
PAGE VIEWS

60K

SOCIAL MEDIA
IMPRESSIONS

130K

SOCIAL MEDIA
REACH

151M

PUBLIC RELATIONS
IMPRESSIONS

U.S. TRAVEL ASSOCIATION

ESTO
AWARD
WINNER!
INNOVATION AWARD

ORANGE COUNTY
AAF
BRONZE
WINNER!
AVANT-GARDE AWARD

MARCOM
PLATINUM
WINNER!
MARKETING/PROMOTION
CAMPAIGN
INTEGRATED MARKETING

HERMES CREATIVE
AWARDS
PLATINUM
WINNER!
INTEGRATED MARKETING
CAMPAIGN







96

ORANGE COUNTY
AAF
BRONZE
WINNER!
AVANT-GARDE AWARD

MARCOM
PLATINUM
WINNER!
MARKETING/PROMOTION
CAMPAIGN
DIGITAL MARKETING

HERMES CREATIVE
AWARDS
GOLD
WINNER!
DIGITAL
MARKETING
CAMPAIGN

FALL 2024

Newport Beach Vacation Kids Club: Just One More Vacation?

AUG 19 - NOV 15

\$17M

ECONOMIC
IMPACT

26M

AD IMPRESSIONS

178K

WEBSITE LANDING
PAGE VIEWS

2M

SOCIAL MEDIA
IMPRESSIONS

226K

SOCIAL MEDIA
REACH

128M

PUBLIC RELATIONS
IMPRESSIONS

HOLIDAY 2024

50 Days of Festive Fun

AUG 19 - JAN 3

\$8.9M

ECONOMIC
IMPACT

26M

AD IMPRESSIONS

48K

WEBSITE LANDING
PAGE VIEWS

1.4M

SOCIAL MEDIA
IMPRESSIONS

613K

SOCIAL MEDIA
REACH

567M

PUBLIC RELATIONS
IMPRESSIONS





99



100



WINTER 2025

Après Ski Sea

JAN 6 - MAR 2

\$6.9M*

ECONOMIC
IMPACT

14M*

AD IMPRESSIONS

15K*

WEBSITE LANDING
PAGE VIEWS

1.3M*

SOCIAL MEDIA
IMPRESSIONS

214K*

SOCIAL MEDIA
REACH

2.7M*

PUBLIC RELATIONS
IMPRESSIONS

*PLEASE NOTE THIS CAMPAIGN WAS PAUSED DUE TO THE LA FIRES (JAN 17 - FEB 17)

VISIT
CALIFORNIA
POPPY
WINNER!
BEST TRADE
OR
MEDIA
ACTIVATION

LONDON WEEK 2025

FEB 10 - FEB 14

\$50K

ECONOMIC
IMPACT

4.7M

AD IMPRESSIONS

1.6K

WEBSITE LANDING
PAGE VIEWS

1.2M

SOCIAL MEDIA
IMPRESSIONS

240+

PUBLIC RELATIONS
MEDIA COVERAGE

— 8th ANN
NEWPORT
FILM FES
UK & IE HOM

VISIT
NEWPORT
BEACH
CALIFORNIA



ANNUAL
BEACH
FESTIVAL
HOURS

VARIETY

103





SPRING/ SUMMER 2025

Newport Beach is Calling

MAR 3 - AUG 31

\$67M

ECONOMIC
IMPACT

84M

AD IMPRESSIONS

\$497:\$1

ROI

123K

WEBSITE LANDING
PAGE VIEWS

6.7M

SOCIAL MEDIA
IMPRESSIONS/REACH

13.7M

PUBLIC RELATIONS
IMPRESSIONS

HERMES CREATIVE
AWARDS
**PLATINUM
WINNER!**
INTEGRATED
MARKETING
CAMPAIGN

FALL 2025

Newport Beach Vacation Club

Vol. 111

SEPT 2 - NOV 3

\$40M

ECONOMIC
IMPACT

30M

AD IMPRESSIONS

\$270:\$1

ROI

77K

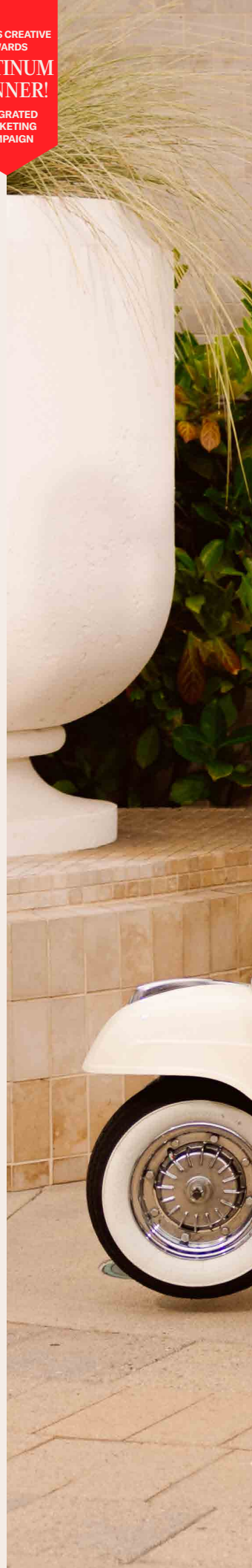
WEBSITE LANDING
PAGE VIEWS

6.5M

SOCIAL MEDIA
IMPRESSIONS/REACH

18M

PUBLIC RELATIONS
IMPRESSIONS





107



108

VISIT
CALIFORNIA
POPPY
FINALIST
BEST PR
CAMPAIGN

HOLIDAY 2025

50 Days of Festive Fun

NOV 3 - JAN 2

\$11M

ECONOMIC
IMPACT

27M

AD IMPRESSIONS

\$160:\$1

ROI

53K

WEBSITE LANDING
PAGE VIEWS

3M

SOCIAL MEDIA
IMPRESSIONS/REACH

135M

PUBLIC RELATIONS
IMPRESSIONS



WINTER 2026

Après Ski Sea

JAN 5 - MAR 1

\$31M

ECONOMIC
IMPACT

25M

AD IMPRESSIONS

\$348:\$1

ROI

94K

WEBSITE LANDING
PAGE VIEWS

6K

SOCIAL MEDIA
IMPRESSIONS/REACH

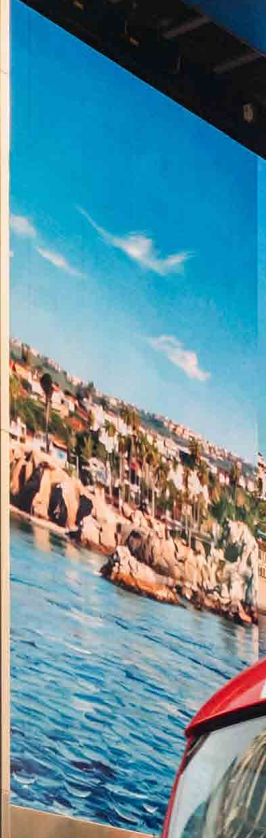
186M

PUBLIC RELATIONS
IMPRESSIONS





Come Aboard and Say
AHOY!



WELCOME TO
NEWPORT BEACH
the ART
of LEISURE
COMBATING EXHIBITION
AND PRIVATE SOURCE

VISIT
NEWPORT BEACH
CALIFORNIA

112



HERMES CREATIVE
AWARDS

PLATINUM
WINNER!

OUTDOOR/
OUT-OF-HOME
ADVERTISING

LONDON WEEK 2026

FEB 17 - FEB 20

2.1M

AD IMPRESSIONS

588K

WEBSITE LANDING
PAGE VIEWS

84M

SOCIAL MEDIA
IMPRESSIONS/REACH

33M

PUBLIC RELATIONS
IMPRESSIONS



HERMES CREATIVE
AWARDS
**GOLD
WINNER!**
SHORT-FORM
VERTICAL VIDEO
(TIKTOK/REELS/
SHORTS)

120 YEARS *of* NEWPORT BEACH

MAR 1 - DEC 31

\$9M*

ECONOMIC
IMPACT

8.6M*

AD IMPRESSIONS

\$754:\$1*

ROI

23K*

WEBSITE LANDING
PAGE VIEWS

299K*

SOCIAL MEDIA
IMPRESSIONS/REACH

837K*

PUBLIC RELATIONS
IMPRESSIONS

*Metrics included are as of 4-29-26 as the campaign runs through 12-31-26



115



116



FIFA WORLD CUP

MAR 23 - JUNE 1

\$1.2M*

ECONOMIC
IMPACT

4.6M*

AD IMPRESSIONS

\$64:\$1*

ROI

42K*

WEBSITE LANDING
PAGE VIEWS

378K*

PUBLIC RELATIONS
IMPRESSIONS

*Metrics included are as of 4-29-26 as the campaign runs through 6-1-26.

HERMES CREATIVE AWARDS
PLATINUM WINNER!
DIGITAL DISPLAY AD CAMPAIGN

SPRING 2026

Postcards from Newport Beach

MAR 18 - AUG 31

\$12M*

ECONOMIC
IMPACT

9.7M*

AD IMPRESSIONS

\$227:\$1*

ROI

63K*

WEBSITE LANDING
PAGE VIEWS

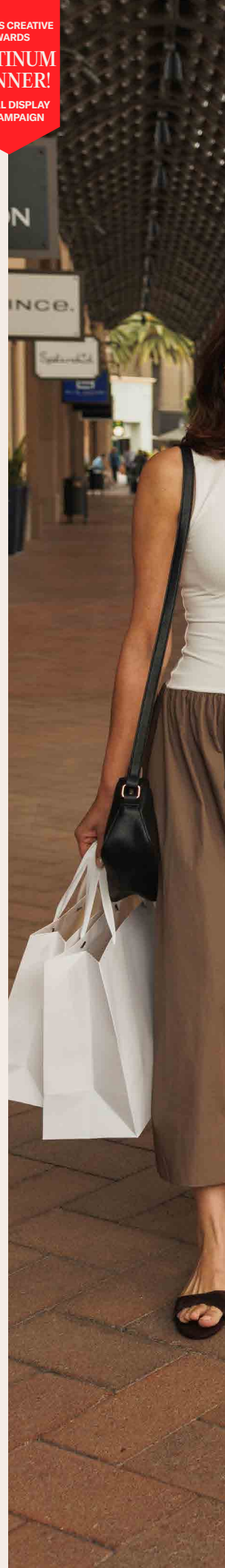
11K*

SOCIAL MEDIA
IMPRESSIONS/REACH

5.7M

PUBLIC RELATIONS
IMPRESSIONS

*Metrics included are as of 4-29-26 as the campaign runs through 8-31-26.





119





**RECORD
HOLDER**

GUINNESS WORLD RECORD ATTEMPT

World's Largest Swing Dance Lesson

ATTEMPT DATE: APRIL 19, 2026

254K

AD IMPRESSIONS

2.4M

SOCIAL MEDIA
IMPRESSIONS/REACH

16K

WEBSITE LANDING
PAGE VIEWS

10M

PUBLIC RELATIONS
IMPRESSIONS

*Metrics included are as of 4-29-26.



GOVERNANCE

G O V E R N A N C E

124

BOARD OF DIRECTORS

125

HOSPITALITY COUNCIL

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MARKETING COMMITTEE

127

VISIT NEWPORT BEACH TEAM

131

FAQ's



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BOARD *Of Directors**

2025 - 2026

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

VICE CHAIR
CINDY RACCO
Balboa Bay Resort

SECRETARY
GERARD WIDDER
Fashion Island
Shopping Center

TREASURER
TONY PETROS
Retired, LSA Associates
(Former)

SEIMONE JURJIS
City of Newport Beach

JASON AL-IMAM
City of Newport Beach

DAVID HOFFMAN
Pendry Newport Beach

*FY 2027 BOARD OF DIRECTORS TO BE APPOINTED AND VOTED ON IN MAY 2026.

MARKETING *Committee*

CHAIRPERSON
BEN STINNETT
VEA Newport Beach,
A Marriott Resort & Spa

ANNASOPHIA SERVIN
John Wayne Airport (SNA)

COLLEEN DALUISIO
Balboa Fun Zone Company, LLC

DON CHOCK
Hyatt Regency Newport Beach

ELISA WONG
Pendry Newport Beach

GEORGIA RIOS
City of Newport Beach

HEIDI PILECKI
VEA Newport Beach,
A Marriott Resort & Spa

JAN YERZIK
Newport Dunes Waterfront
Resort & Marina

KARYN CARREON
City Cruises

KATY CHALLENGER
Lido House Hotel

KELLY CARLSON
Balboa Village Merchant Association

MAUREEN SLOAN
HelmsBriscoe

MICHAEL SWYNEY
Renaissance Newport Beach

MICHELLE ST. AMOUR
Lido Marina Village

NAVA REZVAN
Roger's Gardens

NICOLE IMBERGER
Fashion Island Shopping Center

SCOTT LaFLEUR
Sherman Library & Gardens

SIVILAY HENRY
Balboa Bay Resort

STEPHANIE HINKLEY
Irvine Company Resort Properties

VALERIE ROBLES
Fashion Island

HOSPITALITY

Council

2025 - 2026

AMY DEIFT

City Cruises

ANNIE PAINTING

Hyatt Regency

Newport Beach

ANTONELLA CASTRO

Newport Beach Foundation

BOB OLSEN

R.D. Olson Construction

CHARLENE REYNOLDS

John Wayne Airport (SNA)

CINDY RACCO

Balboa Bay Resort & Club

DAVID HOFFMAN

Pendry Newport Beach

DEBBIE SNAVELY

VEA Newport Beach,
A Marriott Resort & Spa

GERARD WIDDER

Fashion Island
Shopping Center

JOHN POMER

Redwood West

HENRY PYLE

Balboa Fun Zone

JASON AL-IMAM

City of Newport Beach

KORY KRAMER

Eagle Four Partners

MARIO MAROVIC

Lounge Group

MARKUS KOHN

Renaissance
Newport Beach

PHIL RAVENNA

Newport Dunes Waterfront

RORY EMSLIE

Lido House Hotel

SCOTT EASTON

Hoag Classic

SEIMONE JURJIS

City of Newport Beach

SHANNON GILBERT

The Resort at Pelican Hill

STEVE ROSANSKY

Newport Beach Chamber

TONY PETROS

LSA ASSOCIATES

WASIM KAZI

Hyatt Regency

John Wayne Airport

Newport Beach

BOARD ADVISORS

GREGG SCHWENK

Newport Beach

Film Festival

HOMER BLUDAU

Former City Manager

LINDA M. BEIMFOHR

The Library Foundation

125

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
CHIEF FINANCIAL
OFFICER

ADMINISTRATION



LAURO GARCIA
DIRECTOR OF FINANCE



BRITTANY CASSIDY
DIRECTOR OF ADMINISTRATION



HALEY MURPHY
FINANCE COORDINATOR



CHRISTY FJELSTAD
OFFICE COORDINATOR

MARKETING *Team*



ERIN ROSE
SENIOR BRAND DIRECTOR



JACKIE INFANTE
ART DIRECTOR



CAITLIN CORBIN
DIRECTOR OF COMMUNICATIONS



MELISSA COVARRUBIAS
DIRECTOR OF
DIGITAL MARKETING



MARIAH PONCE
BRAND MANAGER



DREW VENABLE
SOCIAL MEDIA MANAGER



ELLA CORK
MARKETING COORDINATOR

AWARDS & *Accolades*

2024

AMERICAN ADVERTISING AWARDS

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



2024 - 2025

MARCOM AWARDS:

1. Web-Based | Social Media | Social Video
 - a. Award: Platinum Winner
 - b. Title: A Spell to Newport Beach
2. Strategic Communications | Marketing/Promotion Campaign
Digital Marketing
 - a. Award: Platinum Winner
 - b. Title: Newport Beach Vacation Kids Club
3. Strategic Communications | Marketing/Promotion Campaign
Integrated Marketing
 - a. Award: Platinum Winner
 - b. Title: Newport Beach is Calling
4. Publications | Magazine | Consumer
 - a. Award: Gold Winner
 - b. Visit Newport Beach Visitor Guide

HERMES CREATIVE AWARDS - 2025/26

GOLD WINNER:

Newport Beach Vacation Kids Club – Strategic Campaigns, Marketing, 311c. Digital Marketing Campaign

GOLD WINNER:

120 Years of Welcome: Instagram Campaign Launch
Short-Form Vertical Video (TikTok/Reels/Shorts)

GOLD WINNER:

Visit Newport Beach Instagram Platform
Instagram Profile

PLATINUM WINNER:

Newport Beach is Calling - Strategic Campaigns,
Marketing, 302c. Integrated Marketing Campaign

PLATINUM WINNER:

Newport Beach is Calling – Electronic Media/Social Media/
Interactive Media, Digital Advertising 145. Display Ad

PLATINUM WINNER:

London Week: NOW Building
Outdoor/Out-of-Home Advertising

PLATINUM WINNER:

Newport Beach Vacation Club VOL. III
Integrated Marketing Campaign

PLATINUM WINNER:

Postcards from Newport Beach
Digital Display Ad Campaign

HONORABLE MENTION(S):

Social Media | Social Video: A Spell to Visit Newport Beach
Social Media | Social Video: Newport Beach The Label –
Getaway and Go Cap

U.S. TRAVEL ASSOCIATION ESTO AWARDS:

Innovation Award: Newport Beach is Calling

VISIT CALIFORNIA POPPY AWARD:

Best Trade or Media Activation: London Week

HELMSBRISCOE:

Annual Business Conference

'Best of' Award: Best Social Media Interactions

2025 - 2026

ORANGE COUNTY AMERICAN ADVERTISING FEDERATION:

1. Film, Video & Sound: Television Advertising Regional/
National Campaign
Award: Bronze Winner
Title: Land in Luxury
2. The Avant-Garde Award (Local)
Award: Bronze Winner
Title: Newport Beach Vacation Kids Club
3. Integrated Advertising Campaign –
Consumer Campaign (Local)
Award: Bronze Winner
Title: Newport Beach is Calling
4. The Avant-Garde Award
Award: Bronze Winner
Title: Newport Beach is Calling
5. Integrated Advertising Campaign: Consumer (Local)
Award: Bronze Winner
Title: Land in Luxury

MEDIA AWARDS/ACCOLADES:

GOOD HOUSEKEEPING 2026 TRAVEL AWARDS:

- Favorite Beach Vacation Spots: Newport Beach
- Best Vacations for Big Groups: Newport Coast Villas
- Best West Coast Beach Resorts: VEA Newport Beach
Sunset Magazine Travel Awards
- Best Hotels: Balboa Bay Resort, Lido House Hotel,
- What to Do: Pelican Hill Golf Club, The Spa at Pelican Hill

TRAVEL + LEISURE:

- Best Beaches Along SoCal Coast (February 2026)
- Top Places to Visit in April 2026 Conde Nast Traveler
- Best Beaches on the West Coast

129

FAQ'S

What is a Destination Marketing Organization (DMO)?

A Destination Marketing Organization (DMO) is responsible for promoting a destination to attract visitors, meetings, and events that generate economic impact. DMOs play a critical role in shaping a destination's brand, driving demand, and supporting the local economy through strategic marketing and partnerships. Visit Newport Beach serves as the official DMO for the City of Newport Beach.

What does Visit Newport Beach do?

Visit Newport Beach is the official destination marketing organization for Newport Beach, California, focused on positioning the city as a premier luxury coastal destination.

Through fully integrated marketing, public relations, and sales strategies, Visit Newport Beach:

- Drives high-value leisure travel
- Secures meetings, group, and event business
- Elevates the global brand of Newport Beach
- Supports local businesses and the visitor economy

The organization works collaboratively with hotels, restaurants, retail, and community partners to deliver exceptional visitor experiences while maximizing economic impact for the city.

How is Visit Newport Beach funded?

Visit Newport Beach operates through a combination of public and private funding sources:

- **Transient Occupancy Tax (TOT):**

Visit Newport Beach receives 23% of the City of Newport Beach's TOT, a tax paid by overnight visitors staying in hotels and short-term rentals. These funds are dedicated exclusively to leisure marketing efforts.

- **Meetings Assessment Partnership (MAP):**

The group sales and meetings program is funded through a private hotel assessment, in which participating hotels contribute a percentage of room revenue to attract group and corporate business to the destination.

This funding model ensures that tourism marketing efforts are directly tied to driving measurable economic return for the community.

How does tourism benefit Newport Beach?

Tourism marketing ensures Newport Beach remains competitive in a global landscape. Without proactive marketing, the destination risks losing market share to other luxury coastal destinations actively competing for the same high-value traveler. Tourism is a critical economic driver for Newport Beach and a major contributor to the City's General Fund.



Visitor spending supports:

- Local businesses, including restaurants, retail, and attractions
- Jobs across hospitality and service industries
- Public services such as police, fire, parks, and libraries

By attracting the right visitors—those who align with Newport Beach’s luxury positioning—Visit Newport Beach helps sustain the city’s quality of life while supporting long-term economic vitality.

What is the difference between a DMO and a CVB?

A Destination Marketing Organization (DMO) is a broad term that encompasses entities responsible for promoting a destination. A Convention & Visitors Bureau (CVB) is a type of DMO traditionally focused on meetings and conventions. Today, most modern organizations—including Visit Newport Beach—operate as full-service DMOs, balancing both leisure tourism and group business to maximize impact.

How does Visit Newport Beach measure success?

Success is measured through a combination of performance metrics and economic impact, including:

- Hotel occupancy and average daily rate (ADR)
- Visitor spending and overall economic impact
- Return on marketing investment (ROMI)
- Website engagement and conversion metrics
- Group room nights booked and contracted

Visit Newport Beach utilizes advanced data and business intelligence tools to continuously optimize performance and ensure accountability.

How does Visit Newport Beach support the local community?

Visit Newport Beach is committed to being a responsible steward of the destination by:

- Promoting respectful and high-value visitation
- Partnering with local businesses to drive demand
- Supporting community events and initiatives
- Communicating transparently with residents and stakeholders

The goal is to balance tourism growth with community alignment and long-term sustainability.



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33.6189° N, 117.9298° W



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