

V I S I T
N E W P O R T B E A C H



DESTINATION
BUSINESS
PLAN

FISCAL YEAR 2026 SUPPLEMENT



IMPACT *of* TOURISM IN NEWPORT BEACH

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

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

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

INTRODUCTION

- 02 LETTER FROM THE CEO
- 03 VISIT NEWPORT BEACH ORGANIZATIONAL CHART
- 05 FY 2026 BUDGETS
- 06 TOURISM OCCUPANCY (TOT) GOALS
- 07 BUSINESS UNIT GOALS
- 08 LOCAL & GLOBAL MARKET INSIGHTS

AUDIENCE OVERVIEW

- 12 LEISURE TRAVELER BUSINESS PLAN
- 16 LOCAL COMMUNITY BUSINESS PLAN
- 18 CORPORATE BUSINESS PLAN
- 20 FY 2026 BRAND CALENDAR
- 22 EXECUTIVE COMMITTEE
- 23 BOARD OF DIRECTORS
- 23 MARKETING COMMITTEE

MEET THE TEAM

- 24 EXECUTIVE TEAM & ADMINISTRATION
- 25 MARKETING TEAM



Dear Stakeholders, Partners, and Friends,

As we enter FY 2026, the travel landscape is defined by momentum and disruption. While demand remains strong across many sectors, a convergence of economic uncertainty, geopolitical tension, currency shifts, climate-related events, and election year dynamics has reshaped traveler sentiment and decision-making. Closer to home, Southern California continues to navigate the aftermath of natural disasters, while global relations and trade friction have added new complexities to international visitation.

These challenges require more than strong marketing. They call for clarity, agility, and a commitment to showing up with empathy and precision. For Visit Newport Beach, this is not about simply weathering change - it is about leading through it with intention and excellence.

Our mission remains unchanged: to position Newport Beach as one of the most desirable luxury destinations in the world. To guide us forward, we've introduced a strategic framework that reflects not just what we do, but how we operate - anchored in data, inspired by creativity, and designed to respond in real time.

The program of work found in this plan is funded by the Transient Occupancy Tax (TOT), which enables us to strategically invest in the promotion and stewardship of our destination. This plan allows us to assess the landscape, build emotional connections, activate demand, measure impact, and respond with confidence when conditions shift. It's a structure that supports both consistency and adaptability, ensuring our destination remains relevant, resilient, and resonant.

Newport Beach continues to be defined by its natural beauty, sense of ease, and elevated experiences. In a world of growing complexity, these qualities are more valuable than ever. With this plan, we will bring them to life across every channel and touchpoint - with intention, imagination, and impact.

Thank you for your continued partnership and belief in this destination. I am proud of the vision, creativity, and discipline our team brings to every initiative, and energized by what lies ahead.



Gary C. Sherwin

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

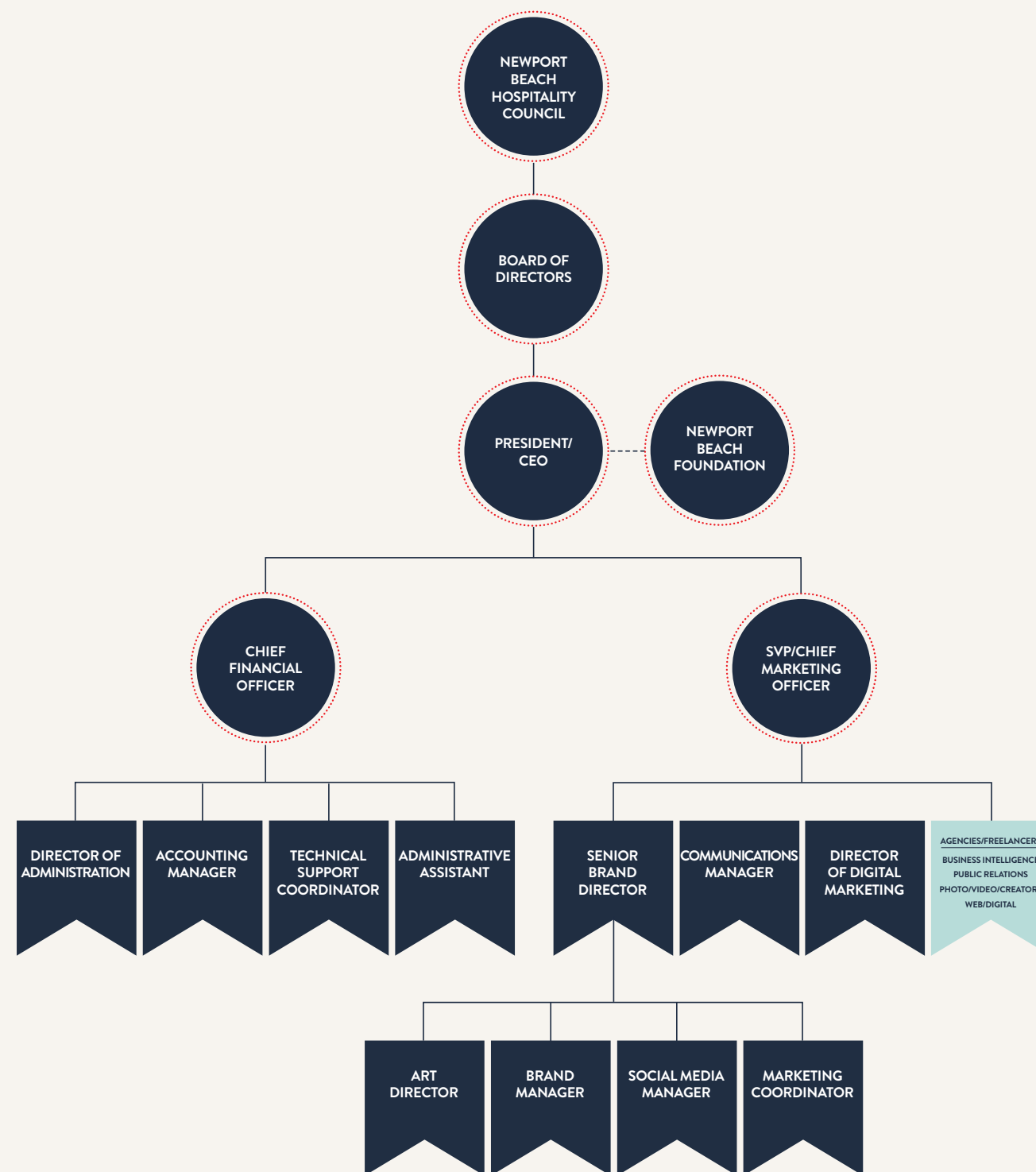


Debbie Snavelly

Debbie Snavelly
Chairperson, Visit Newport Beach
VEA Newport Beach,
A Marriott Resort & Spa

VISIT NEWPORT BEACH

Organizational Chart

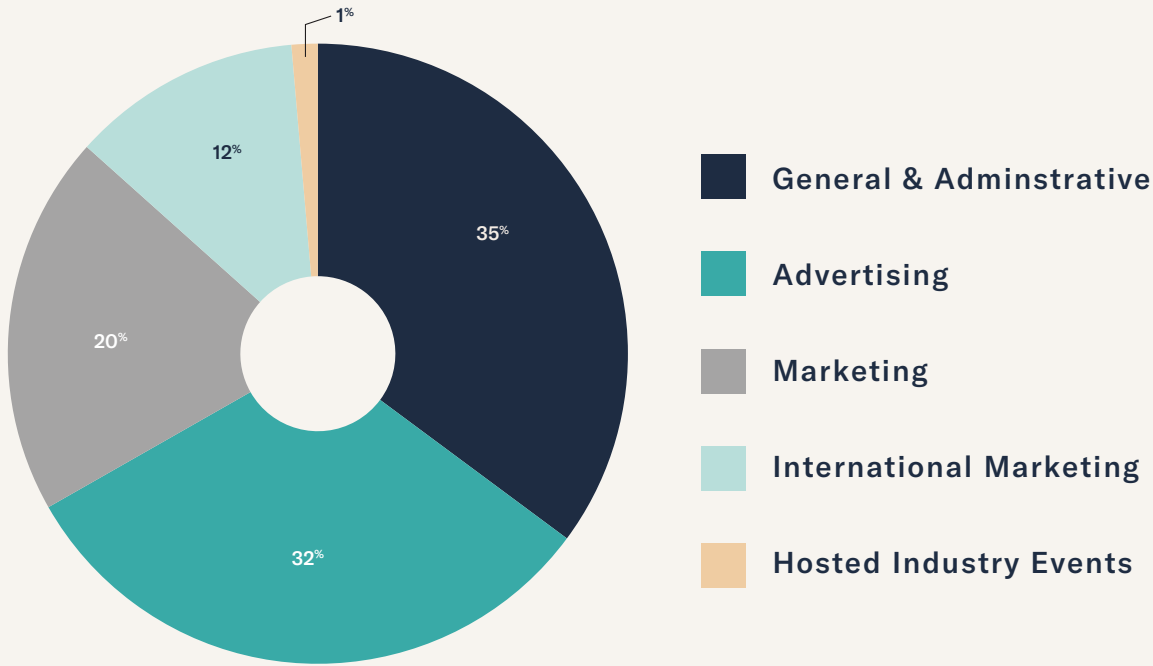




FY2026 *Budgets*

VISIT NEWPORT BEACH, INC. (TOT) LEISURE BUDGET ALLOCATIONS

VISIT NEWPORT BEACH, INC. (TOT) LEISURE BUDGET ALLOCATION	BUDGET FY2026
Revenue	\$7,338,581
General & Administrative	\$2,580,053
Advertising	\$2,319,110
Marketing	\$1,457,393
International Marketing	\$882,025
Hosted Industry Events	\$100,000





VISIT NEWPORT BEACH, INC.

TOURISM-
OCCUPANCY(TOT)
Goals

	FY2025 GOALS	FY2025 YTD ACHIEVED AS OF 4/30/25	FY2026 FORECAST GOALS
TOPLINE GOALS & KEY PERFORMANCE INDICATORS FOR LEISURE TRAVEL TO NEWPORT BEACH			
TOURISM-OCCUPANCY TAX (TOT) REVENUE TO THE CITY OF NEWPORT BEACH	\$35,315,612	\$31,800,000	\$36,375,080
MARKETING CAMPAIGN ECONOMIC IMPACT*	\$50,000,000	\$50,677,137	\$50,000,000
DIGITAL MARKETING, CONTENT MARKETING & SOCIAL MEDIA (OWNED & PAID MEDIA CHANNELS)			
VISITNEWPORTBEACH.COM WEB VISITS	1,700,000	1,310,311**	1,700,000
SOCIAL MEDIA FOLLOWERS	350,000	316,175**	385,000
INTENT TO TRAVEL THROUGH ENGAGEMENT	N/A	N/A	550,000
CONSUMER DATABASE/NEWSLETTERS SENT	38,000/30	37,175/30	45,600/40
PARTNER DATABASE/NEWSLETTERS SENT	700/60	729/52	830/65
ADVERTISING (PAID MEDIA CHANNELS)			
TOTAL AD IMPRESSIONS***	180,000,000	132,855,315	162,000,00
ONLINE AD CLICKS TO SITE	350,000	916,211	1,100,000
MEDIA RELATIONS			
MEDIA PLACEMENTS (DOMESTIC + INTERNATIONAL)	1,400	1,149	1,400
KEY CONSUMER MEDIA PLACEMENTS	350	417	437
KEY TRADE MEDIA PLACEMENTS (B2B)	145	253	265

*SOURCE: SOJERN
**DECREASED TRAFFIC DUE TO PAUSED ADVERTISING FOR A 30-DAY PERIOD (LA FIRES).
***FY2025 GOAL REFLECTED A 3% DECREASE WHILE THERE WAS 38% DECREASE IN ADVERTISING BUDGET FROM PRIOR YEAR FY2024.

LOCAL & GLOBAL *Market Insights*

ONE *External Factors Impacting Travel Sentiment*

As Visit Newport Beach plans for the upcoming fiscal year, the broader travel landscape continues to evolve amidst a range of emerging global and regional factors. From natural disruptions to economic headwinds and political tensions, our ability to remain agile, empathetic and opportunity-focused will be key to sustaining growth.

TWO *Wildfire Disruptions in Southern California*

While recent wildfires in Los Angeles County are now under control, their devastating impact continues to unfold. Many families in our key drive markets have lost homes, faced displacement, or are navigating the long road to recovery. These moments go far beyond travel, they are human crises that call for compassion, sensitivity, and responsible leadership.

Visit Newport Beach acknowledges the emotional and economic toll these events have taken on our broader community. In times like these, it is critical that our messaging remains empathetic, grounded, and attuned to the lived experiences of those affected. As the situation evolves, Visit Newport Beach will continue to monitor community needs and, where appropriate, serve as a source of support, respite, and connection. We are committed to showing up authentically, not with performative gestures, but through thoughtful engagement that reflects care, relevance, and heart.

THREE *Global Tariffs & Economic Uncertainty*

Ongoing global trade tensions and fluctuating tariffs, particularly surrounding luxury goods between the U.S. and EU, are contributing to market volatility. While not directly targeting travel, these issues may affect inbound visitation from international travelers, particularly high-net-worth individuals who are sensitive to currency shifts (stronger USD = less buying power for international travelers) and perceived diplomatic tension and perceived instability.

FOUR *International Travel: Long-Haul Luxury with Global Sensitivity*

On the international front, ongoing trade tensions, alongside a strong U.S. dollar, are contributing to market uncertainty. While travel itself is not directly targeted, these broader economic shifts may impact high-net-worth global travelers, especially those sensitive to currency fluctuations and global perceptions of U.S. stability. In this environment, Newport Beach will position itself as a long-haul destination worth the splurge. Storytelling will focus on exclusivity, wellness, and once-in-a-lifetime experiences that go beyond consumption, offering travelers emotional richness, privacy, and curated luxury. From “bucket list” positioning to personalized itineraries and VIP perks, the destination will appeal to the values of today’s global luxury audience: quality over quantity, meaning over material, and connection over convention.

FIVE *Domestic Travel: International, Proximity-Driven, and Value-Conscious*

While the U.S. economy has not formally entered a recession, consumer sentiment suggests a more cautious approach to discretionary spending. Travelers are still prioritizing leisure getaways but with greater intentionality. Drive markets remain strong, as audiences look for nearby escapes that feel effortless yet enriching.

Newport Beach is uniquely positioned to deliver on this demand. Our approach will highlight proximity and escapism, elevated experiences, and the emotional return on investment - reward, reset, and reconnection. Messaging will lean into restorative luxury, wellness, and curated itineraries, while incentives like hotel offers or added-value partnerships to support need periods.

Domestic and international luxury travelers may not downgrade or stay home but will want added value such as VIP perks, private experiences, and “insider” access. Visit Newport Beach will work closely with hotel, retail, and experience partners to curate exclusive offerings and ensure these high-value travelers feel recognized, rewarded, and deeply connected to the destination.

Visit Newport Beach will remain deeply engaged with both domestic and international market conditions, leveraging data, insights, and real-time intelligence to guide our approach. In an environment defined by both opportunity and uncertainty, we will continue to listen, adapt, and pivot where necessary, ensuring our brand stays relevant, resilient, and ready to meet the evolving needs of today’s travelers.

AUDIENCE *Overview*

Leisure Traveler (n.)

A curious soul fueled by wanderlust and weekend dreams, the leisure traveler seeks out experiences over itineraries and sunsets over spreadsheets. Whether jetting off for a spontaneous getaway or planning the ultimate bucket-list escape, they travel not for obligation, but for inspiration. They're connoisseurs of culture, food, and unforgettable moments—turning hotel stays into home-away-from-home adventures and casual strolls into stories worth telling. For them, the journey is just as important as the destination—and the destination better come with good wine, cozy vibes, and serious Instagram potential.

Local Community

The heart and soul of the destination, the local community isn't just the backdrop—they're the storytellers, culture keepers, and warm smiles that turn a place into a feeling. These are the small business owners, artists, chefs, entrepreneurs, and everyday champions who shape the character of the city and welcome visitors like neighbors. They care deeply about where they live and are invested in its growth, beauty, and well-being. For them, tourism is more than economic—it's personal. When engaged and empowered, the local community becomes the destination's greatest advocate and most authentic voice.

Corporate

Strategic, brand-conscious, and results-driven, the corporate audience values clear communication, measurable impact, and alignment with company goals. This includes executive leadership, stakeholders, both external and internal, who rely on consistent, professional messaging to inform, engage, and inspire their businesses. For them, storytelling must be rooted in purpose—whether it's fostering brand reputation, supporting employee engagement, or communicating initiatives that drive growth and innovation. They seek partnerships and messaging that reflect credibility, accountability, and long-term vision.

LEISURE *Traveler*

In a time of shifting landscapes and heightened expectations, destination marketing must evolve beyond promotion - it must lead with insight, imagination, and intention. For FY 2026, Visit Newport Beach introduces a new strategic framework designed to do just that.

Grounded in our role as both storyteller and strategist, the **ACAIR** model - **Assess, Create, Activate, Impact, React** - charts a purposeful path forward. This framework is not simply a collection of tactics; it's a reflection of how we think, adapt, and deliver value in a fast-moving world.

From real-time responsiveness to cultural fluency, from loyalty-building programs to global brand elevation, every move is made with clarity, creativity, and commitment to our core: positioning Newport Beach as a modern luxury destination with timeless appeal.

A

ASSESS

PURPOSE: Understand the landscape. Ground every initiative in real-time data, research, and real-world context.

OBJECTIVE: Leverage regional intelligence, visitor data, and macro trends to shape a marketing strategy that is informed, empathetic, and responsive. By staying attuned to economic shifts, traveler sentiment, and environmental disruptions, Visit Newport Beach can lead with foresight and precision.

STRATEGIES:

- Monitor regional and global developments, including economic trends, political shifts, and environmental events, to stay ahead of potential impacts.
- Deepen business intelligence through updated research and data partnerships.
- Measure brand perception and engagement on an ongoing basis to inform positioning and messaging.

TACTICS:

- Maintain dynamic reporting via Blue Room Research dashboards.
- Conduct a refreshed visitor profile and brand engagement study.
- Develop a crisis risk map and monitor market volatility across key regions.
- Deliver monthly reporting on visitation, length of stay, and audience psychographics.

C

CREATE

PURPOSE: Build the brand. Inspire emotional connection. Drive cultural relevance.

OBJECTIVE: Position Newport Beach as a modern luxury lifestyle brand that resonates with high-value travelers. Through bold creative, elevated storytelling, and strategic brand programs, we will bring our promise—Luxury at Your Leisure—to life.

STRATEGIES:

- Produce breakthrough campaigns and destination storytelling across paid, owned, and earned channels.
- Extend the brand through lifestyle merchandise (Newport Beach, The Label) and other creative expressions.
- Align with tastemakers, talent, and cultural institutions to amplify brand relevance.
- Strengthen engagement and loyalty through the evolution of Newport Beach Vacation Club.

TACTICS:

- Launch multi-platform brand campaigns and content series centered around core pillars (hotels, dining, wellness, nature, events).
- Enhance merchandise through seasonal collections and limited-edition collaborations.
- Expand Newport Beach Vacation Club with curated experiences, exclusive perks, and always-on content.
- Activate brand partnerships across film festivals, culinary events, awards shows, and more to boost visibility and aspirational appeal.

A

A C T I V A T E

PURPOSE: Drive demand. Convert intent into action. Generate measurable economic impact.

OBJECTIVE: Deploy high-performing, full-funnel campaigns that generate awareness, inspire travel, and drive bookings from Newport Beach’s top regional, national, and international markets.

STRATEGIES:

- Deliver precision-targeted campaigns across the full funnel—from awareness to conversion.
- Expand regional demand in drive and fly markets, including Los Angeles, Orange County, San Diego, Phoenix, Las Vegas, and the Bay Area.
- Amplify Newport Beach’s luxury positioning through targeted media, PR, and influencer engagement.
- Selectively scale international earned presence through PR efforts and brand activations.

TACTICS:

- Execute integrated paid, earned, and organic media across campaigns, seasonal pushes, and marquee moments.
- Drive regional traffic with event-based promotions and off-season messaging.
- Lead influencer partnerships and content-driven PR programs.
- Place the brand in premium luxury media environments and strategic sponsorships.

I

I M P A C T

PURPOSE: Measure what matters. Optimize continuously. Prove value with precision.

OBJECTIVE: Ensure every initiative is backed by performance data, tied to clear KPIs, and optimized in real time. Through a robust business intelligence ecosystem, Visit Newport Beach will hold all marketing accountable to outcomes that drive destination-wide results.

STRATEGIES:

- Use real-time analytics and dashboards to guide strategic decisions.
- Optimize campaign performance, landing experiences, and conversion pathways.
- Establish measurable goals and track success across all initiatives.

TACTICS:

- Maintain live dashboards tracking KPIs across channels and markets.
- Produce market-specific performance reports with actionable insights.
- Run A/B testing to refine messaging, creative, and CTAs.
- Track cross-channel conversion from media to bookings.
- Conduct a Tourism Economic Impact Analysis to quantify return.

R

R E A C T

PURPOSE: Stay steady in the storm. Lead with empathy. Maintain brand trust.

OBJECTIVE: Reinforce brand resilience by responding swiftly and thoughtfully to crises. Whether environmental, political, or social, Visit Newport Beach will maintain a calm, credible voice that supports both travelers and the local community.

STRATEGIES:

- Refresh and operationalize the crisis communications playbook to reflect today’s risks and realities.
- Use brand platforms to provide relevant, reassuring information during disruptions.
- Maintain agility in message timing, tone, and channel strategy.

TACTICS:

- Establish an internal and external task force to guide rapid response.
- Develop pre-approved messaging templates for various crisis scenarios.
- Build real-time pivot plans to adjust media placements, creative assets, and content calendars as needed.

LOCAL Community

The FY 2026 community strategy centers on building civic trust, advancing shared prosperity, and ensuring that tourism enhances the quality of life for Newport Beach residents. Through local-first initiatives, transparent reporting, and inclusive collaboration with local entities, Visit Newport Beach will deepen alignment with community values. This strategy prioritizes balanced visitation, elevates local businesses, and positions tourism as a source of pride.

Objective ONE

Drive Sustainable Growth and Community Prosperity

PURPOSE: Ensure tourism supports local businesses and the year-round vitality of all neighborhoods.

STRATEGIES:

- Promote high-value, off-peak travel that supports balanced growth.
- Elevate small businesses and neighborhood events through place-based content.
- Partner with business districts for year-round programming and visibility.

TACTICS:

- Create hyper-local seasonal itineraries and neighborhood guides.
- Launch integrated campaigns that showcase community flavor.
- Report on campaign results with emphasis on local business uplift.

Objective TWO

Champion Transparency and Community Trust

PURPOSE: Keep residents informed and engaged by making tourism performance visible, understandable, and accountable.

STRATEGIES:

- Provide regular updates on tourism impact, seasonality, and ROI.
- Translate complex data into digestible, community-first formats.
- Build trust through clear, consistent communications and visible benefit.

TACTICS:

- Share a weekly “Community Impact Insights” dashboard with key metrics and updates.
- Conduct an updated visitor profile study produced by a third-party research partner.
- Publish quarterly community-facing reports on campaign outcomes and economic contributions.

Objective THREE

Strengthen Civic Alignment and Engagement

PURPOSE: Collaborate with local leaders and organizations to ensure tourism complements community goals.

STRATEGIES:

- Establish inclusive planning forums and neighborhood feedback loops.
- Deepen partnerships with civic organizations, chambers, and resident groups.
- Share timely data to empower localized marketing and policy alignment.

TACTICS:

- Distribute a Civic Partner Toolkit with ready-to-use assets and research.
- Provide custom visitor insights to help neighborhood leaders shape programming.

CORPORATE

Visit Newport Beach’s corporate business objectives for FY 2026 are built on the foundation of economic leadership, destination stewardship, and community alignment. Through clear strategies and measurable outcomes, Visit Newport Beach will drive sustainable visitor growth, support citywide prosperity, and strengthen its role as a trusted civic and business partner. By focusing on transparency, innovation, strategic partnerships, and long-term destination development, the organization will continue to position tourism as a catalyst for economic vitality and shared success.

ONE *Advance Economic Leadership*

- OBJECTIVE:** Fuel year-round vitality by driving thoughtful visitation that supports local businesses, sustains neighborhood economies, and aligns with the city’s infrastructure and community rhythms.
- STRATEGIES:**
- Demonstrate the economic value of tourism to the city’s fiscal health.
 - Align tourism with infrastructure, investment, and city development goals.
 - Represent the sector in policy, planning, and development conversations.
- TACTICS:**
- Publish annual Economic Impact Reports featuring TOT, job creation, and visitor spend data.
 - Deliver custom market intelligence and quarterly briefings for city leaders and stakeholders.
 - Launch a Citywide Economic Impact Dashboard for corporate and civic use.

TWO *Drive Year-Round Revenue and Hotel Performance*

- OBJECTIVE:** Support lodging performance through diversified, demand-driven marketing and booking optimization.
- STRATEGIES:**
- Expand high-value segments like luxury and international travel.
 - Align seasonal marketing with compression periods and pacing data.
 - Leverage market insights to optimize media and sales strategies.
- TACTICS:**
- Host targeted FAM trips for international buyers and luxury media.
 - Implement international re-entry plan with KPIs per market.
 - Use real-time pacing to dynamically allocate media investment.

THREE *Model Fiscal Stewardship and Accountability*

- OBJECTIVE:** Maintain responsible and transparent management of tourism marketing investment.
- STRATEGIES:**
- Continue to follow best practices in governance, compliance, and procurement.
 - Deliver clear financial reporting and board engagement.
 - Quantify ROI across all major programs.
- TACTICS:**
- Maintained contract compliance, procurement, and T&E policy frameworks.
 - Use independent audits and third-party research for program evaluation.

FOUR *Advance Destination Development and Vision*

- OBJECTIVE:** Guide long-term planning that sustains Newport Beach’s position as a leading luxury destination.
- STRATEGIES:**
- Identify infrastructure, experiences, and events that elevate the destination.
 - Foster innovation and resilience through investment and research.
- TACTICS:**
- Grow and support iconic events that build brand equity.
 - Use business intelligence to benchmark competitive set performance.
 - Identify long-term investments to improve the visitor experience.

FIVE *Cultivate Strategic Partnerships and Influence*

- OBJECTIVE:** Deepen stakeholder alignment across tourism, business, and civic sectors.
- STRATEGIES:**
- Expand relationships with hospitality, tech, development, and transportation.
 - Serve as a resource for brand support, marketing strategy, and business consulting.
- TACTICS:**
- Develop marketing toolkits, creative assets, and co-branded opportunities to partners.
 - Secure speaking opportunities for executive leadership at key industry events.

FY 2025 - 2026

BRAND CALENDAR

FY 2025							FY 2026						
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
SEASONAL CAMPAIGNS	SUMMER LEISURE CAMPAIGN		FALL LEISURE CAMPAIGN		HOLIDAY LEISURE			WINTER LEISURE CAMPAIGN		SPRING/SUMMER LEISURE CAMPAIGN			
EVENTS				NEWPORT BEACH FILM FESTIVAL/ 10 ACTORS — VOLLEYBALL INVITATIONAL		CHRISTMAS BOAT PARADE			LONDON WEEK	HOAG CLASSIC	NEWPORT BEACH RESTAURANT WEEK — INTERNATIONAL BOAT SHOW	POLO SURF & TURF CLASSIC — CAR SHOW	TV FEST — JAZZ FESTIVAL — RELISH FOOD FESTIVAL
SPECIAL PROGRAMS									SUPER BOWL				WORLD CUP — ASPEN FOOD & WINE CLASSIC
NB THE LABEL	CAPTAIN'S ORDERS	NEWPORT SPORT	NEWPORT BEACH VACATION KIDS		UGLY CHRISTMAS SWEATER/ORNAMENT					12 DECADES IN NEWPORT BEACH MERCH			
CORPORATE*	BOARD OF DIRECTORS MEETING		BOARD OF DIRECTORS & HOSPITALITY COUNCIL MEETING		BOARD OF DIRECTORS MEETING			BOARD OF DIRECTORS & HOSPITALITY COUNCIL MEETING		BOARD OF DIRECTORS & HOSPITALITY COUNCIL MEETING		BOARD OF DIRECTORS & HOSPITALITY COUNCIL MEETING	

SEASONAL CAMPAIGNS

EVENTS

SPECIAL PROGRAMS

NB THE LABEL

CORPORATE

* As of July 1, 2025, the 'Exective Committee' will be renamed 'Board of Directors' and the 'Board of Directors' will now be referred to as the 'Newport Beach Hospitality Council.'

2024 - 2025

EXECUTIVE *Committee**

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

TREASURER
CANDACE BISCONTE
Eventis Destination
Services

VICE CHAIRPERSON
GERARD WIDDER
Fashion Island

SECRETARY
LINDA M. BEIMFOHR
Former VP of City Cruises

MEMBER AT LARGE
ANDRÉ BROSE
Lido House Hotel

MEMBER AT LARGE
HOMER BLUDAU
Former City Manager

MEMBER AT LARGE
SHARON WOOD
City of Newport Beach
Appointee

BOARD *Of Directors**

AMY DEIFT
City Cruises

ANDRÉ BROSE
Lido House Hotel

ANNIE PAINTING
Hyatt Regency
Newport Beach

ANTHONY HARTWELL
Newport Beach Marriott
Bayview

ANTONELLA CASTRO
Newport Beach Foundation

CANDACE BISCONTE
Eventis Destination Services

CHARLENE REYNOLDS**
John Wayne Airport (SNA)

CINDY RACCO
Balboa Bay Resort & Club

DAVID HOFFMAN
Pendry Newport Beach

DEBBIE SNAVELY
VEA Newport Beach,
A Marriott Resort & Spa

GERARD WIDDER
Fashion Island

GREGG SCHWENK**
Newport Beach
Film Festival

HENRY PYLE
Balboa Fun Zone

HOMER BLUDAU
Former City Manager

JASON AL-IMAM**
City of Newport Beach

JOHN WORTMANN**
City of Newport Beach

KEVIN KELLY
The Resort at Pelican Hill

KORY KRAMER
Eagle Four Partners

LINDA M. BEIMFOHR
Former VP of City Cruises

MARIO MAROVIC
Lounge Group

MARKUS KOHN
Renaissance
Newport Beach

PHIL RAVENNA
Newport Dunes Waterfront
Resort & Marina

RUSH HILL
NRM Real
Estate Advisers

SHARON WOOD
City of Newport Beach

STEVE ROSANSKY
Newport Beach Chamber
of Commerce

TONY PETROS
LSA

WASIM KAZI
Hyatt Regency
John Wayne Airport
Newport Beach

*GOVERNANCE BOARDS AS OF 6/30/25. NEW BOARD OF DIRECTORS AND HOSPITALITY COUNCIL TO TAKE AFFECT ON 7/1/25.

**EX-OFFICIO, NON-VOTING MEMBER

MARKETING *Committee*

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

ANNASOPHIA SERVIN
John Wayne Airport, Orange County

COLLEEN DALUISIO
Balboa Fun Zone Company, LLC

DON CHOCK
Hyatt Regency Newport Beach

ELISA WONG
Pendry Newport Beach

HEIDI PILECKI
VEA Newport Beach,
A Marriott Resort & Spa

JAN HOLLIS
Hyatt Regency John Wayne Airport
Newport Beach

JAN YERZIK
Newport Dunes Waterfront
Resort & Marina

JOHN POPE
City of Newport Beach

KARYN CARREON
City Cruises

KATY CHALLENGER
Lido House Hotel

KELLY CARLSON
Balboa Village Merchant Association

MAUREEN SLOAN
HelmsBriscoe

MICHAEL SWYNEY
Renaissance Newport Beach

MICHELLE ST. AMOUR
Lido Marina Village

NANCY GARDNER

NAVA REZVAN
Roger's Gardens

SCOTT LaFLEUR
Sherman Library & Gardens

SIVILAY HENRY
Balboa Bay Resort

STEPHANIE HINKLEY
Irvine Company Resort Properties

VALERIE ROBLES
Fashion Island

23

EXECUTIVE *Team*



GARY C. SHERWIN,
CDME, APR
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
ACCOUNTING MANAGER



BRITTANY CASSIDY
DIRECTOR OF ADMINISTRATION

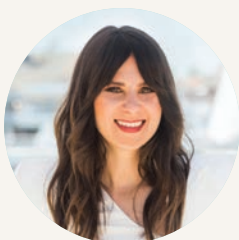


ELIZABETH GARCIA
TECHNICAL SUPPORT COORDINATOR



IRIE JIMENEZ
ADMINISTRATIVE ASSISTANT

VISIT NEWPORT BEACH MARKETING



ERIN ROSE
SENIOR BRAND DIRECTOR



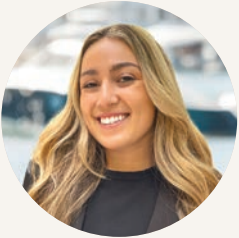
JACKIE INFANTE
ART DIRECTOR



MELISSA COVARRUBIAS
DIRECTOR OF
DIGITAL MARKETING



MEGAN JOHNS
COMMUNICATIONS MANAGER



MARIAH PONCE
BRAND MANAGER



GIULIA CHLARSON
SOCIAL MEDIA MANAGER



26

This annual supplement is designed to highlight key refinements and updates to our two-year “big book” destination business plan, ensuring we remain agile, responsive, and aligned with our organization’s evolving priorities. It serves as a dynamic companion to our comprehensive plan, capturing shifts in strategy, emerging opportunities, and new initiatives that have taken shape over the past year. As you review this document, we hope it provides a clear and insightful understanding of our strategic direction for FY2026 — including priority initiatives, programmatic highlights, and the metrics that will guide our success. Your engagement with this plan is essential as we continue to adapt, innovate, and deliver meaningful impact across our core audiences.

33.6189° N, 117.9298° W



VISIT NEWPORT BEACH 2025 ©
1600 NEWPORT CENTER DRIVE • STE. 120 NEWPORT BEACH, CA 92660
VISITNEWPORTBEACH.COM • 949.719.6100 • 800.94.COAST