

# **Attachment C**

Visit Newport Beach, Inc. Performance Standards Report



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

*Performance*  
STANDARDS REPORT

JULY 1, 2025 — JUNE 30, 2026



VISIT  
NEWPORT  
BEACH  
CALIFORNIA



*Visit Newport Beach remains committed to delivering measurable results that strengthen Newport Beach's economy, enhance the destination's reputation, and support the businesses and residents who benefit from a thriving visitor industry. Through strategic investments in marketing, communications, public relations, digital engagement, and partnership initiatives, the organization works to attract high-value visitors whose spending contributes to the City's economic vitality.*

*This Performance Standards Report provides a comprehensive summary of the programs, campaigns, and initiatives executed during the reporting period, along with the performance metrics used to evaluate their effectiveness. The report highlights key achievements across paid, earned, owned, and shared media channels and demonstrates how Visit Newport Beach leveraged its resources to maximize destination visibility, drive visitation, and generate economic impact.*

*By maintaining a disciplined, data-informed approach and continually optimizing strategies in response to changing market conditions, Visit Newport Beach continues to position Newport Beach as one of the nation's premier coastal destinations while delivering meaningful value to the City, tourism industry partners, and the broader community.*

VISIT NEWPORT BEACH, INC. (TOT)

# TOTAL Annual Performance

FY2026 YTD ACHIEVED AS OF 4/30/26

**192M**

TOTAL AD  
IMPRESSIONS

**1.6K**

TOTAL PR/ MEDIA  
PLACEMENTS

**1.6M**

TOTAL WEBSITE  
SESSIONS

**434K**

TOTAL AD  
CLICKS

**372K**

TOTAL SOCIAL MEDIA  
FOLLOWERS



# 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

# FALL 2025

*Newport Beach Vacation Club*

*Vol. III*

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





# 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



