



VISIT

**NEWPORT**  
BEACH  
CALIFORNIA

FY 2019-20

# **VISIT NEWPORT BEACH, INC.**

## TOURISM OCCUPANCY TAX (TOT) LEISURE MARKETING PERFORMANCE STANDARDS REPORT

### VISIT NEWPORT BEACH, INC. LEISURE MARKETING (TOT) FY 2019-20 PERFORMANCE STANDARDS REPORT (JULY 2019 – JUNE 2020)

	FY 2019-20 GOAL	FY 2019-20 ACTUAL	% OF GOAL ACHIEVED
<b>WEBSITE/DIGITAL MARKETING</b>			
VNB WEBSITE VISITS	1,259,119	1,342,248	107%
<b>SOCIAL MEDIA</b>			
SOCIAL MEDIA FOLLOWERS	215,000	214,159	100%
<b>ADVERTISING</b>			
TOTAL ADVERTISING IMPRESSIONS	180,000,000	73,160,941	41%
MARKETING ROOM NIGHTS GENERATED	64,500	52,300	81%
<b>PUBLIC RELATIONS</b>			
MEDIA PLACEMENTS	575	1,935	337%
KEY MEDIA PLACEMENTS	145	488	607%
<b>INTERNATIONAL MARKETING</b>			
WHOLESALEERS/ TRAVEL AGENTS TRAINED	350	332	95%
IN-MARKET AGENT VISITS	40	24	60%

#### **NOTES:**

1. ALL PAID ADVERTISING AND INTERNATIONAL MARKETING CEASED ON MARCH 16, 2020 DUE TO THE COVID-19 PANDEMIC.
2. SPRING 2020 LEISURE AD CAMPAIGN HALTED MARCH 16, 2020, AND DID NOT RUN.
3. SPRING INTERNATIONAL MARKETING, INTERNATIONAL FAM VISITS AND IPW CONVENTION WERE CANCELLED DUE TO THE PANDEMIC.
4. WEBSITE, SOCIAL MEDIA AND PUBLIC RELATIONS CONTINUED BUT ON A MORE LIMITED, LOCAL/REGIONAL BASIS AFTER MARCH 16 THROUGH JUNE 30, 2020.