

VISIT NEWPORT BEACH, INC. AND NEWPORT BEACH & COMPANY

PRESENTATION TO THE

CITY OF NEWPORT BEACH FINANCE COMMITTEE

NOVEMBER 4, 2021



VISIT
NEWPORT
BEACH
CALIFORNIA



NEWPORT
BEACH
& COMPANY





VISIT NEWPORT BEACH, INC. BOARD GOVERNANCE

BOARD OF DIRECTORS

JOE ADAMS

DISCOVERY CUBE

DAVID BEEK

ISLAND MARINE FUEL

LINDA M. BEIMFOHR

HORNBLOWER CRUISES & EVENTS

CANDACE BISCONTE

EVENTIS DESTINATION SERVICES

HOMER BLUDAU

FORMER CITY MANAGER, NEWPORT BEACH

ANDRÉ BROSE

LIDO HOUSE

SCOTT CATLETT

CITY OF NEWPORT BEACH

CHARLES CHO

NEWPORT BEACH MARRIOTT BAYVIEW

MARINA DUTTON

BALBOA BAY RESORT

MICHAEL GELFAND

NEWPORT DUNES WATERFRONT RESORT

ERIN HENRY

HYATT REGENCY NEWPORT BEACH

GREGG HERNING

RENAISSANCE NEWPORT BEACH

RUSH HILL

NRM REAL ESTATE ADVISORS

WASIM KAZI

HYATT REGENCY JOHN WAYNE
AIRPORT, NEWPORT BEACH

DENNIS KUHL

LOS ANGELES ANGELS OF ANAHEIM

CHIEF JON LEWIS

NEWPORT BEACH POLICE DEPARTMENT

MARIO MAROVIC

LOUNGE GROUP

TONY PETROS

LSA

STEVE ROSANSKY

THE CHAMBER NEWPORT BEACH

GREGG SCHWENK

NEWPORT BEACH FILM FESTIVAL

DEBBIE SNAVELY

NEWPORT BEACH MARRIOTT HOTEL & SPA

JOE STAPLETON

SPINNAKER INVESTMENT GROUP

TANYA THOMAS

FASHION ISLAND

GERARD WIDDER

THE RESORT AT PELICAN HILL

SHARON WOOD

NEWPORT BEACH CITY APPOINTEE

OPEN

FASHION ISLAND HOTEL



MARKETING COMMITTEE

CHAIR: BEN STINNETT

NEWPORT BEACH MARRIOTT RESORT & SPA

AMY DEIFT

HORNBLOWER CRUISES & EVENTS

ANGELA CORTRIGHT

SPA GREGORIE'S

VICE CHAIR: LILIANA GARCIA

LIDO HOUSE HOTEL

AMY DEIFT

HORNBLOWER CRUISES & EVENTS

ANGELA CORTRIGHT

SPA GREGORIE'S

SARAH CROWE

IRVINE COMPANY RESORT PROPERTIES

OPEN

FASHION ISLAND HOTEL

KAMIA KINCHLOW

BALBOA BAY RESORT

OPEN

ORANGE COUNTY/JOHN WAYNE AIRPORT

JAN HOLLIS

HYATT REGENCY JWA, NEWPORT BEACH

KELLY CARLSON

BALBOA VILLAGE MERCHANTS ASSOCIATION

NANCY GARDNER

NEWPORT BEACH CONSERVANCY

DIANA PARSEL

FASHION ISLAND (IRVINE CO. RETAIL)

JOHN POPE

CITY OF NEWPORT BEACH

NICOLE HAY

21 OCEANFRONT

JAMES KEAVENY

THE RESORT AT PELICAN HILL

OPEN

RENAISSANCE NEWPORT BEACH

MAUREEN SLOAN

HELMSBRISCOE

BEVERLY MORGAN

SHERMAN LIBRARY & GARDENS

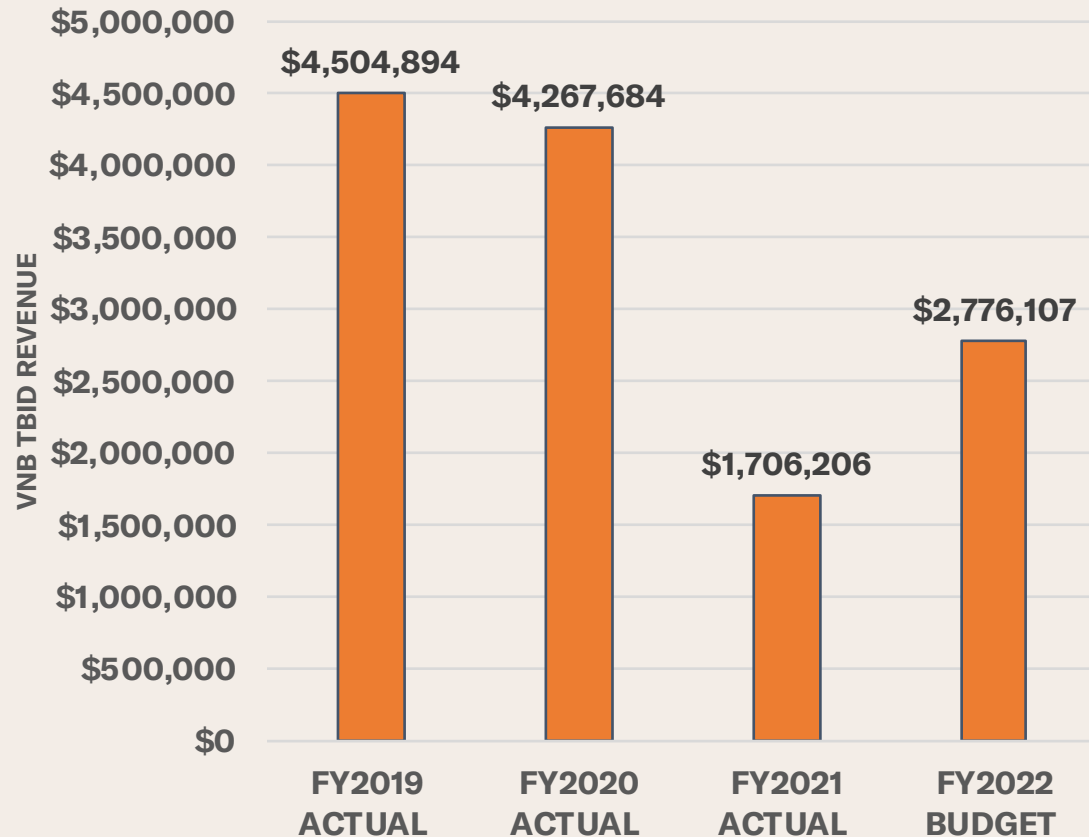
SHELLEY CALLAHAN

HYATT REGENCY NEWPORT BEACH



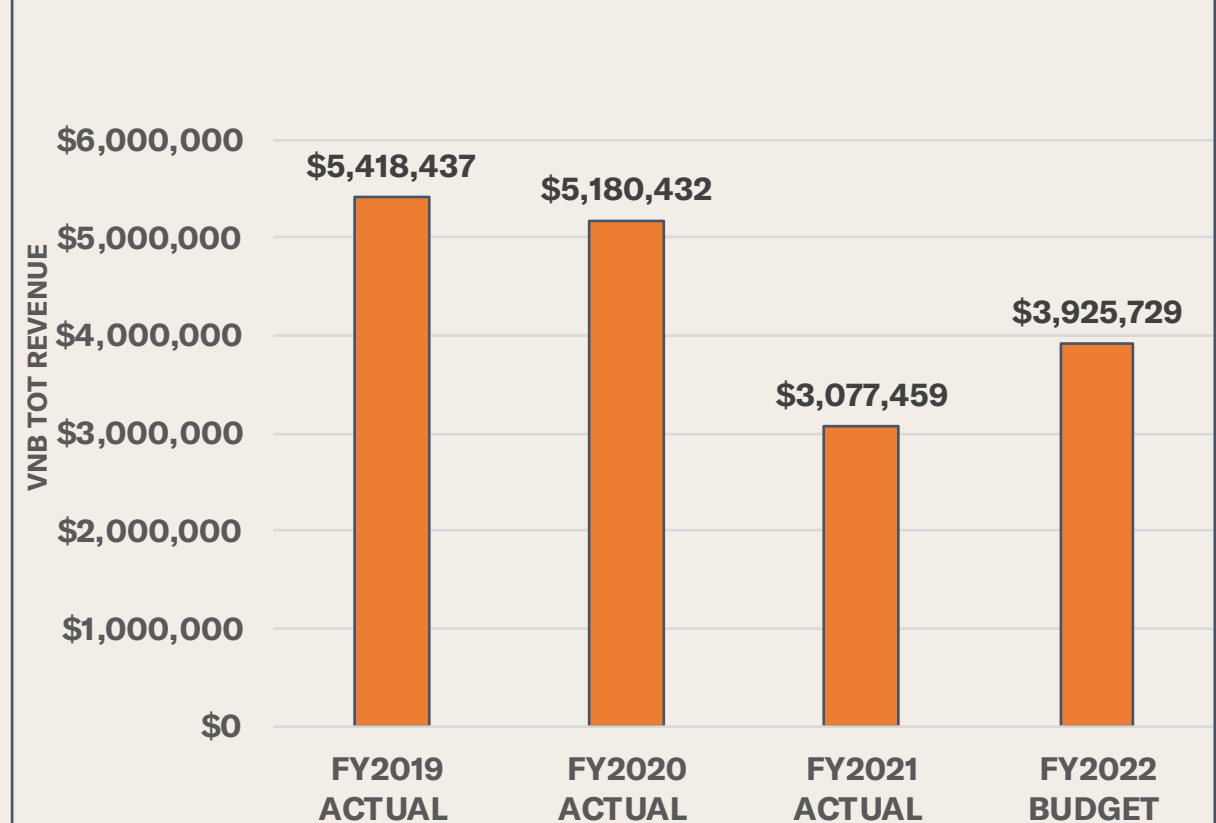
VISIT NEWPORT BEACH, INC. FY19-FY22 TOTAL ANNUAL REVENUE TOT & TBID

**VISIT NEWPORT BEACH TOT ANNUAL REVENUE FROM
TOURISM-OCCUPANCY TAX (TOT)**



NOTES: FY19-FY21 ACTUAL REVENUE, FY22 FORECASTED BUDGET

**VISIT NEWPORT BEACH TBID REVENUE FROM
TOURISM BUSINESS-IMPROVEMENT DISTRICT (TBID)**



NOTES: FY19-FY21 ACTUAL REVENUE, FY22 FORECASTED BUDGET



ANNUAL BUSINESS PLAN



174 PAGES



95 PAGES



SITUATIONAL ANALYSIS 2021-2022

SLOW RECOVERY OF MEETINGS AND CONVENTIONS

NEW HOTEL DEVELOPMENT IN THE CITY

RESTARTING OF INTERNATIONAL TRAVEL

THE “SUGAR HIGH” OF SUMMER 2021





IMMEDIATE GOALS

STABILIZE MARKET SEGMENTS

MOVE INTO INCREASED LUXURY TIER MARKETING

ASSIST HOTELS WITH REPOSITIONING THEIR PRODUCTS

INCREASE OUTREACH TO MEETING PLANNERS

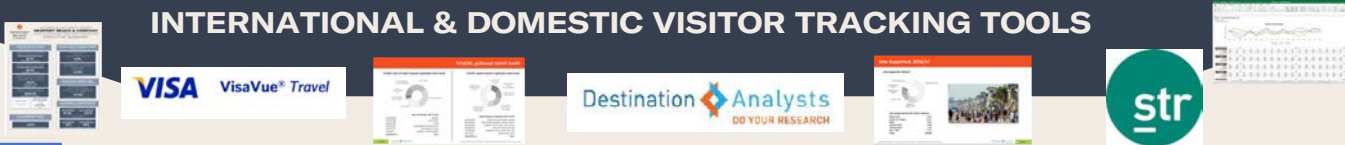
**RESPOND TO IMMEDIATE CRISIS SUCH AS
THE RECENT OIL SPILL AND
COVID RESTRICTIONS**





VISIT NEWPORT BEACH, INC. LEISURE MARKETING (TOT) MEASURING MARKETING RESULTS & EFFORTS

INTERNATIONAL & DOMESTIC VISITOR TRACKING TOOLS



VNB MEASUREMENT & TRACKING TOOLS

**MOST RESEARCH
TOOLS DESIGNED TO TRACK
RESULTS NOT EFFORTS.**

**VNB ALSO TRACKS
IMPRESSIONS, CLICKS,
VIEWS, HITS AND MORE
FROM TRADITIONAL
MARKETING TOOLS**

VNB TOOLS TO TRACK OUR MARKETING RESULTS



VNB TOOLS TO TRACK OUR EFFORTS



**\$215
MILLION**
**IN TOTAL
5-YEAR LEISURE
ECONOMIC IMPACT**

5-YEAR TOTAL LEISURE MARKETING KPI RESULTS

5-YEAR TOTAL LEISURE MARKETING KPI RESULTS						5-YEAR TOTAL ACTUAL RESULTS
TOP KPI MEASUREMENTS	FY2015	FY2016	FY2017	FY2018	FY2019	
INCREMENTAL TRIPS	37,400	114,600	61,100	87,600	73,300	374,000
INCREMENTAL ROOM NIGHTS	56,300	71,800	98,100	125,800	89,800	441,800
INCREMENTAL ECONOMIC IMPACT	\$21,500,000	\$82,500,000	\$36,900,000	\$39,500,000	\$34,300,000	\$214,700,000



VISIT NEWPORT BEACH, INC. GROUP SALES & MARKETING (TBID)



VISIT
NEWPORT
BEACH
CALIFORNIA

VISIT NEWPORT BEACH TOURISM BUSINESS IMPROVEMENT DISTRICT TBID GROUP/MEETINGS HOTEL REVENUE & ECONOMIC IMPACT FY2019 - YTD

TBID GROUP/MEETINGS HOTEL REVENUE & ECONOMIC IMPACT				
	TOTAL ROOM NIGHTS	# OF BOOKINGS	HOTEL REVENUE	ECONOMIC IMPACT
FY19	111,308	373	\$29,170,658	\$82,677,401
FY20*	42,576	199	\$11,906,679	\$34,472,780
FY21	17,428	61	\$4,945,849	\$13,652,237
FY22 YTD	13,370	64	\$3,402,327	\$9,811,922
TOTAL	184,682	697	\$49,425,513	\$140,614,340

*NOTE: booked 83,900 by March 18, 2020. After COVID, cancellations we ended the year at 42,576

**\$140
MILLION**

IN TOTAL
4-YEAR
GROUP MEETINGS
ECONOMIC IMPACT

VISIT NEWPORT BEACH, INC. AND NEWPORT BEACH & COMPANY

THANK YOU!

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