



## VISIT NEWPORT BEACH INVITES TRAVELERS TO RING IN THE SEASON WITH ITS 2022 HOLIDAY CAMPAIGN

*“Let It Glow” showcases the best of California coastal luxury during the most wonderful time of the year with media activations and curated guides to holiday happenings*

**NEWPORT BEACH, CALIF. (November 16, 2022)** – This week, [Visit Newport Beach](#) unveiled its 2022 holiday campaign, “Let It Glow,” which shines a light on the spectacular experiences in Newport Beach for travelers to make the destination their home for the holidays! With dazzling light displays, a flurry of holiday happenings, festive resorts, delightful winter dining, shopping and fun for all ages, Newport Beach is inviting visitors to enjoy one of the most festive coastal destinations in America this season.

“Newport Beach is an incredible destination to experience year-round, but visiting during the holiday season is the most wonderful time of the year to create memorable experiences with your loved ones,” says Gary Sherwin, President & CEO of Visit Newport Beach. “The entire destination transforms into a winter wonderland where every corner is illuminated with over-the-top holiday lights, décor and displays. “Let It Glow” is a nod to this transformation and invites visitors to delight in over-the-top seasonal offerings and experience the must-see 114<sup>th</sup> Newport Beach Christmas Boat Parade.”

“Let It Glow” brings the destination to life through captivating creative and storytelling showcasing all the destination has to offer this season through a variety of media partnerships. Focusing on key markets in Los Angeles, San Diego, Arizona and the Bay Area, the campaign’s omnichannel approach spans digital and print advertising. Visit Newport Beach will air commercials during the Macy’s Thanksgiving Day Parade on Thursday, Nov. 24 in Los Angeles and San Diego via NBC. Broadcast and radio spots are airing with iHeart Media including KOST 103.5 (LA’s Official Holiday Music Station), Fox5 San Diego *The Localist*, and ABC15 Arizona’s *Sonoran Living*. Other media investments include partnerships with *OC Register*, *Modern Luxury*, *LOCALE*, *Firebrand*, *StuNews*, *TripAdvisor* and *Sunset* magazine, static and animated display ads, and more.

Digital efforts will further extend the reach of the “Let It Glow” campaign with curated content on a campaign [landing page](#) that includes a holiday gift guide and itineraries for food lovers, fashionistas, trendsetters, families and couples. Travelers can also follow along on [social media](#) for a front-row seat to holiday happenings like Fashion Island’s 90-foot Christmas Tree, the Lighting of the Bay, the Ring of Lights home decorating competition, holiday happenings at local resorts and the crown jewel of the season the 114<sup>th</sup> Newport Beach Christmas Boat Parade.

For more information about the “Let It Glow” holiday campaign, please visit [VisitNewportBeach.com/newport-beach-holiday-hq](http://VisitNewportBeach.com/newport-beach-holiday-hq) and follow @VisitNewportBeach on Instagram and Facebook.

**Link to Commercial and Campaign Assets:** [HERE](#)

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#### **ABOUT NEWPORT BEACH & COMPANY/VISIT NEWPORT BEACH:**

Founded in January 2013, Newport Beach & Company is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency brings together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. For more information, please go to [VisitNewportBeach.com](http://VisitNewportBeach.com).

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