



## **VISIT NEWPORT BEACH UNVEILS WINTER LEISURE CAMPAIGN TO LURE TRAVELERS FROM THE SLOPES TO THE SEA**

*“Stay at Sea Level” reimagines a winter vacation encouraging travelers to revel in coastal luxury with chic hotels, cozy restaurants and plenty of sunshine on the water.*

**NEWPORT BEACH, CALIF. (Jan. 5, 2023)** – Holiday stress will melt away with the launch of Visit Newport Beach’s new winter campaign, “Stay at Sea Level.” Debuting this month, the digital marketing campaign offers après “sea” inspiration for escaping to the dreamy beach destination, whether visitors hope to hibernate at a sumptuous seaside resort or enjoy a different type of ski experience on the water.

“Stay at Sea Level” is a call for visitors to choose the sea over the slopes this season and reimagine their definition of the perfect winter getaway,” says Gary Sherwin, President & CEO of Visit Newport Beach. “As a seaside destination with year-round sunshine and world-class accommodations, Newport Beach is the ideal refuge for a winter warm-up. From boundless stretches of shore to decadent comfort food that will warm the soul, our campaign shines a light on all the ways Newport Beach will surprise and delight visitors during a winter getaway.”

Running now through March 31, 2023, “Stay at Sea Level” is running three versions using “cheeky” language that reframes winter vacations from the mountains to the sea: “Choose Boats Over Coats,” “Choose Seas Over Skis” and “Choose Tan Lines Over Lift Lines.” The campaign includes digital placements in Los Angeles, San Diego, the Bay Area, Las Vegas and Arizona, along with a 15-second commercial spot reaching in-state travelers.

Social media promotion on Visit Newport Beach’s Instagram, TikTok and Facebook accounts will further showcase winter experiences unique to the coastal destination, such as harbor cruises on an electric boat, luxury lodging with ocean views and more.

Visitors can also discover new ways to enjoy a cozy winter vacation on the water with the “Stay at Sea Level” landing page, a digital resource with offerings that include seasonal hotel promotions, culinary events, Orange County-exclusive shopping guides, and more.

Complete itineraries will showcase how to plan a luxury hibernation in the sun-kissed destination, as well as family-friendly “ski” week activities by the sea, the most buzzed-about spots around town, and cozy winter dining and drink options to sip and savor.

For more information about the “Stay at Sea Level” campaign, please visit [VisitNewportBeach.com/winter](https://www.visitnewportbeach.com/winter) and follow @VisitNewportBeach on [Instagram](#) and [TikTok](#).

**Link to Campaign Assets:** <https://we.tl/t-uBLPLyFhgf>

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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](https://www.visitnewportbeach.com).

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