



## Visit Newport Beach Makes A Splash With Spring Campaign Luring Travelers With On The Water Leisure Experiences

*'Float With Us' inspires visitors to experience all four of the coastal city's unbeatable water destinations for a seaside escape this spring.*



**NEWPORT BEACH, CALIF. (March 27, 2023)** – [Visit Newport Beach](#) invites travelers to 'Float With Us' this spring, through a dynamic digital marketing campaign luring travelers to experience the refreshing water-centric experiences in the luxury destination. Situated across 10-miles of pristine coastline and boasting more water than land – Newport Beach is ideal for those seeking adventure with an array of water adventures under the California sun this spring. The campaign has been brought to life through an extensive two-day photoshoot with memory-making moments showcasing four traveler segments in the destination's harbor, estuary, resort pools and beaches.

Throughout the campaign, luxury seekers and families can be seen sailing across Newport Harbor—the West Coast's largest recreational harbor—while Gen-Z travelers are showcased kayaking through the 1,000 acres of preserved wetlands in Newport Beach's Back Bay. Millennials can be seen in the campaign in Newport Beach's diverse collection of design-led hotels and resorts, while an adventurous duo are shown surfing the city's famed waves and breaks for a girl's getaway.

"'Float With Us' encourages a new wave of visitors who are seeking a renewing and adventurous vacation this spring," says Gary Sherwin, President & CEO of Visit Newport

Beach. “As a coastal city with year-round sunshine and world-class accommodations, Newport Beach is the ultimate spring break destination. From cruising the harbor in a sailboat or electric boat, catching some waves, or docking and dining at one of our waterfront restaurants, our spring campaign highlights the many ways to adventure on the water in Newport Beach.”

To reach key markets in Los Angeles, San Diego, Las Vegas, Dallas, Bay Area and as well as target audiences nationally, Visit Newport Beach’s ‘Float With Us’ campaign will be featured across digital advertising partnerships with *iHeartMedia*, *ABC15*, *FOX San Diego* and *KTLA*. Key publications to highlight the campaign include *Travel + Leisure*, *Food & Wine*, *Modern Luxury*, *Visit California Road Trips* and *Sunset Magazine*. Social media promotion on Visit Newport Beach’s Instagram, TikTok, Facebook and LinkedIn accounts will further showcase the water experiences unique to the coastal destination.

With the ‘Float With Us’ landing page, visitors can discover all the nautical experiences in Newport Beach. The digital resource will also showcase the city’s seasonal hotel offerings, water-focused weekend itineraries, spring dining menus and more. Itinerary highlights include renting an electric boat or sailboat, dining on the water and renting a kayak in the Back Bay to get up close to aquatic wildlife. Travelers can also plan to catch some waves at Newport Beach’s iconic surf destinations or simply relax at sunset with a cocktail in hand at one of the many stunning resort pools.

The ‘Float With Us’ campaign will run this spring, beginning on March 27, 2023.

**Link to ‘Float With Us’ Commercials and Assets:** <https://we.tl/t-mUikCp36A6>

For more information about the ‘Float With Us’ spring campaign, please visit:

[VisitNewportBeach.com/Spring](https://www.visitnewportbeach.com/Spring)

For more information on Visit Newport Beach, please visit [www.visitnewportbeach.com](https://www.visitnewportbeach.com) and follow @VisitNewportBeach on [Instagram](#) and [TikTok](#)

For media inquiries, please contact the Fox Communications team at

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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, Dine Newport Beach and Newport Beach TV. For more information, please go to [VisitNewportBeach.com](https://www.visitnewportbeach.com).