



FACT SHEET

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NEWPORT BEACH CONFERENCE & VISITORS BUREAU FACT SHEET

Who we are

The Newport Beach Conference & Visitors Bureau is a non-profit, 501(c)6 marketing organization, contracted by the City of Newport Beach and charged with representing the destination and helping the long-term development of communities through a travel and tourism strategy. The CVB is funded primarily by the city through the Transient Occupancy Tax (TOT), as well as through membership dues from hotels and service companies identified with the hospitality industry in Newport Beach.

Purpose and Mission

As the City of Newport Beach's official destination marketing organization, the mission of the Newport Beach Conference & Visitors Bureau is to partner with the tourism and hospitality industry by protecting and nurturing the destination brand and to deliver additional spending by leisure and conference visitors leading to enhanced community economic vitality and quality of life.

In March 2008, the Newport Beach Conference & Visitors Bureau was accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, becoming the first bureau on the West Coast to receive such a designation

Funding

The Newport Beach CVB is funded primarily by the city through Transient Occupancy Tax (TOT), as well as through membership dues.

Visitor Services

The Newport Beach Conference & Visitors Bureau is available to assist visitors with all of their vacation-planning needs. Our comprehensive website, located at www.visitnewportbeach.com, provides a wealth of pre-vacation planning resources and tools. For last-minute advice, our central visitor information center allows visitors to stop by to acquire further suggestion and/or assistance with reservations or call in at (800) 94-COAST.

The Newport Beach Conference and Visitors Bureau produces the following publications on an annual basis, available free of charge to visitors:

- The Official Newport Beach Visitors Guide
- Newport Beach Meeting Planner Guide
- Newport Beach Boutique Hotel Guide
- Newport Beach Map Guide
- Newport Beach Visitor Kiosks Map

Additionally, the Newport Beach Conference & Visitors Bureau can provide visitors with:

- Dining Guides
- Attraction Information
- Wedding Information
- Vendor Coupons/Special Offers
- Information on city-wide events

Visitor Information Center Location

Newport Beach Conference & Visitors Bureau (office)
1200 Newport Center Drive, Suite 120
Newport Beach, CA 92660

Phone: (949) 719-6100

Fax: (949) 719-6101

Website: www.vsitnewportbeach.com

Email: info@visitnewportbeach.com

Meeting & Conference Services

The Newport Beach CVB also provides assistance to meeting and event planners in an effort to simplify the planning process. From inquiry to event execution, the Newport Beach CVB staff is available to assist meeting planners with the following:

- 24-hour RFP Response
- Custom Site Inspections
- Promotional Materials
- Production Services
- Hotel/Meeting Space Availability
- Site Tours
- Itinerary Building
- Conference & Event Services

Newport Beach CVB Awards

Accredited by the Destination Marketing Association Program by DMAI (2008)

Corporate Meetings & Incentives – Award of Excellence (2004, 2005, 2006)

Meetings & Conventions – Gold Service Award (2004, 2006)

Successful Meetings – Pinnacle Award (2004, 2005, 2006)

HSMAI Adrian Awards – Bronze Award, Website (2005)

FAQs about Conference & Visitors Bureaus

Provided by Destination Marketing Association International, Washington D.C

Q: Why is a Convention & Visitors Bureau valuable to a visitor, business traveler or a meeting planner?

A:

- CVBs offer unbiased information about a destination's services and facilities
- CVBs save visitors time and energy, as they are a one-stop shop for local tourism interests
- CVBs can provide the full range of information about a destination
- Most services provided by CVBs cost nothing

Q: What information do CVBs have on hotels?

A: Convention and visitor bureaus keep track of room counts, as well as other meetings coming to the area. In this way, they can help planners avoid conflicts with other events. Moreover, as CVBs have first-hand familiarity with the hotels and with meeting space in the area, they can help planners match properties to specific meeting requirements and budgets.

Q: Why are meetings and tourism important?

A: Travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals.

Travel and tourism is one of the world's largest service exports and largest employers. In the United States, for example, travel and tourism is the third biggest retail sales sector. The industry contributes more than US\$599.2 billion annually to the nation's economy and generates US\$99.4 billion in tax revenues (2004 figures from the Travel Industry Association). Indeed, travel and tourism is an economic engine and CVBs are the key drivers.

Q: How can you find out more about Convention & Visitor Bureaus?

A: You can visit the *[Profile of Destination Marketing Organization \(2007\)](#)*, for more information on CVBs. Also, visit www.OfficialTravelGuide.com for a listing of CVBs around the world, along with contacts and hyperlinks to more than 1200 local CVB Web sites.

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