



Visit Newport Beach Celebrates 120 Years With “120 Years Of Welcome,” A Cinematic Tribute To A Destination Shaped By Tourism And Community

The year-long campaign brings Newport Beach’s tourism story to life through immersive storytelling, community celebrations, and an interactive digital experience.



Campaign Gallery: [HERE](#)

The gallery brings each decade to life through a blend of historic photos and re-imagined imagery created by Visit Newport Beach.

NEWPORT BEACH, CALIF. (January 28, 2026) – Visit Newport Beach proudly unveils ‘**120 Years of Welcome**’, a year-long, multi-platform campaign commemorating the destination’s 120th birthday through the lens of tourism. Thoughtfully curated as both a tribute and an invitation, the campaign explores the decades that shaped Newport Beach as a destination, honoring what has remained timeless while highlighting how the visitor experience has evolved across generations. For 120 years, Newport Beach has been defined by its coastal spirit where timeless traditions meet effortless California cool. From sun-drenched shores and historic harbors to generations of surfers, sailors, makers, and storytellers, this is a place shaped by the sea and sustained by community. ‘120 Years of Welcome’ celebrates that enduring identity by pairing each decade with an era-defining moment in Newport Beach tourism, revealing how leisure, hospitality, and lifestyle have long been woven into the fabric of the destination.

Anchored by a visually stunning, era authentic commercial, the campaign follows a visiting couple on a journey through time, beginning with Newport Beach’s incorporation in 1906 and unfolding decade by decade to the present. Through iconic locations, cultural touchstones, and immersive storytelling, each chapter highlights a defining era in Newport Beach tourism. The journey spans from the arrival of the Pacific Electric Red Car and the debut of the Balboa Pavilion to early days as a silent film backdrop, the rise of beach culture and Bathing Beauties, Bal Week celebrations, Hollywood’s golden era retreats, and today’s elevated luxury lifestyle. Together, these moments illustrate how Newport Beach has continually welcomed visitors while preserving the character and charm that make the destination unlike anywhere else.



As Newport Beach marks this milestone, '120 Years of Welcome' celebrates the destination's legacy while continuing to welcome future generations of visitors. As part of the campaign launch, Visit Newport Beach will roll out a series of community events and activations throughout the year designed to bring the celebration to life. These include commemorative merchandise, a dedicated exhibit at the Balboa Island Museum, an official Newport Beach birthday celebration, and additional experiences inviting both locals and visitors to engage with the destination's history in meaningful ways. Visit Newport Beach is also partnering with Newport Beach Historian Laureate, Bill Lobdell, to produce a monthly video series with each installment highlighting a specific decade through archival imagery and storytelling that reflects how Newport Beach has evolved through the lens of tourism.

"Newport Beach has always been a place defined by its spirit of welcome," says Gary Sherwin, President and CEO of Visit Newport Beach. "For 120 years, visitors have come here not just for the coastline, but for the sense of belonging created by the people, traditions, and experiences that make this community so special. '120 Years of Welcome' honors the history that shaped us while inviting the next generation to experience Newport Beach in their own way."

At the heart of the '120 Years of Welcome' campaign is 120YearsofWelcome.com, a dedicated landing page featuring an interactive [timeline](#) that brings Newport Beach's tourism history to life, complemented by curated experiences and offerings from destination partners. Through archival photography, decade specific storytelling, and historical insights, the experience invites visitors to explore how each era helped shape the destination as it is known today. The campaign also extends beyond digital with the introduction of the '120 Years of Welcome' merchandise collection, a curated assortment inspired by the city's maritime heritage and legacy of sailing, recreation, and coastal life.

For more information and to explore the interactive timeline, visit 120YearsofWelcome.com follow Visit Newport Beach on [Instagram](#), [TikTok](#), [Facebook](#) and [LinkedIn](#).

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ABOUT VISIT NEWPORT BEACH

Visit Newport Beach Inc. is the official Destination Marketing Organization for the City of Newport Beach, dedicated to promoting the destination and driving economic growth by attracting leisure and conference visitors. As a 501(c)6 non-profit organization, Visit Newport Beach partners with the tourism and hospitality industry to enhance visitor spending, ultimately contributing to the community's quality of life. Through strategic sales, marketing, advertising, and public relations efforts, the organization positions Newport Beach as a premier travel and conference destination. For more information, please go to www.VisitNewportBeach.com.



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