

TRAVEL COSTA MESA LAUNCHES NEW BRANDING CAMPAIGN

The City of the Arts® asks, "What Will You See Next?" in Costa Mesa

Travel Costa Mesa, the official tourism organization for Costa Mesa, California, has launched a new video and advertising campaign that asks visitors, "What Will You See Next?" The city seeks to entice new visitors to try Costa Mesa with a fun video full of quick transitions that takes the guest to different experiences in the City of the Arts®.

"Costa Mesa is truly a vibrant city with so many sensational things to see," said Paulette Lombardi-Fries, President of Travel Costa Mesa. "With our new video, we wanted to highlight that there's always an exciting new visual experience around the corner in Costa Mesa – whether it's stunning modern art, a mouthwatering dish created by the city's top chefs, or an elating play or concert."



See OC's Newest Museum Plus Public Art, Musicals & Concerts

At the cultural center of the city is Segerstrom Center for the Arts, OC's stunning performing arts and theater complex and home to Broadway shows, the world's leading dance companies, concerts and more. South Coast Repertory has a prominent place on the campus, with first-run plays by the country's top playwrights making their debuts there. It's also home to the new Orange County Museum of Art, which opened in October 2022 and is free to visitors, thanks to a generous endowment. Visual arts abound in the city, including public sculptures by Joan Miro and Richard Serra, an outdoor sculpture garden by Isamu Noguchi and Orange County's largest mural by Shepard Fairey. The city offers a free Costa Mesa Art Walk audio tour available on mobile phones at travelcostamesa.com/artwalk.

See Michelin-Star and Innovative Dining

As the only city in Orange County with Michelin Star restaurants, and in fact boasting three of them, Costa Mesa's wide range of dining offerings has made this city a traveling foodie's perfect spot for an Eatcation®. Most recently, Knife Pleat earned its Michelin Star in 2021, serving French-inspired cuisine inside South Coast Plaza. The city's embarrassment of riches in the culinary world includes not only Michelin stars, but James Beard Award nominees and even 2 Bravo TV "Top Chef" alumni. Offering restaurants of almost every cuisine you can imagine, the video highlights Descanso, with its modern Mexican cuisine uniquely cooked tableside "a la plancha" (on the grill).

See Top Designer and Local Fashion

In addition to Costa Mesa's celebration of performing, visual and culinary arts, you can also find California's biggest shopping destination, South Coast Plaza. With more than 280 stores and restaurants, this luxury shopping center has one of the largest concentrations of high-fashion retailers in the world with some stores offering exclusive designer items straight from the New York runways. Innovative shopping centers like The OC Mix (featured in the video), The CAMP and The LAB "Anti-Mall" are home to boutiques with local, handcrafted goods you won't find anywhere else.

To see the new video: <https://travelcostamesa.com> -OR- <https://vimeo.com/799332357>

To learn more about the locations in the video and ad campaign:

<https://www.travelcostamesa.com/what-will-you-see-next-in-costa-mesa>

For things to do in Costa Mesa, the [Travel Costa Mesa calendar](#) lists upcoming events.

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Located in the heart of Orange County in Southern California, with a population of approximately 113,000, Travel Costa Mesa was established in 1995 with the primary goal of promoting tourism to the city and to fund programs and activities that benefit the hotel and motel businesses within the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit www.travelcostamesa.com or follow @travelcostamesa on Facebook, Instagram, TikTok and Twitter.

Travel Costa Mesa is a 501(c)(6).