



VISIT
HUNTINGTON BEACH
SURF CITY USA®

VISIT HUNTINGTON BEACH ANNUAL REPORT

FISCAL YEAR 24-25 HIGHLIGHTS


FISCAL YEAR 25-26 PROGRAM OF WORK

01


FY 24-25 HIGHLIGHTS

July 1, 2024 through June 30, 2025

2024 ECONOMIC IMPACT OF TOURISM IN HUNTINGTON BEACH*

2.34 
MILLION NON-OC RESIDENT
OVERNIGHT VISITORS

36%
WERE FIRST-TIMERS

4.4% 
INCREASE OVER THE LAST YEAR

64%
WERE REPEAT VISITORS

* Calendar Year 2024

AND THEY DIRECTLY SPENT...

\$580 MILLION

A NEW RECORD!

**71% OF THAT WAS SPENT
AT LOCAL BUSINESSES**

\$21 MILLION

**IN ANNUAL LOCAL TAX REVENUES
GENERATED BY TOURISM IN HB**

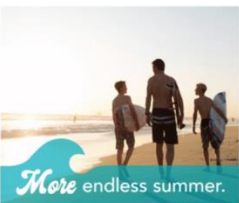
5,604 JOBS

SUSTAINED DIRECTLY BY TOURISM IN HB

TOURISM IS NOW THE 6TH LARGEST EMPLOYMENT SECTOR IN OUR CITY.

* Calendar Year 2024

#MOREHB MARKETING CAMPAIGN



Visit Huntington Beach's highly targeted campaign media buy investment, developed to generate leisure bookings, increase web traffic to SurfCityUSA.com, and increase awareness of the destination, hotel and resort properties during the hotel needs period, launched in December 2024 and will run through June 2025.

FY 24-25

59.3 MILLION TOTAL IMPRESSIONS

(Surpassed FY 24-25 goal by 52.4%)

523.7K TOTAL CLICKS

49,270 HOTEL NIGHTS

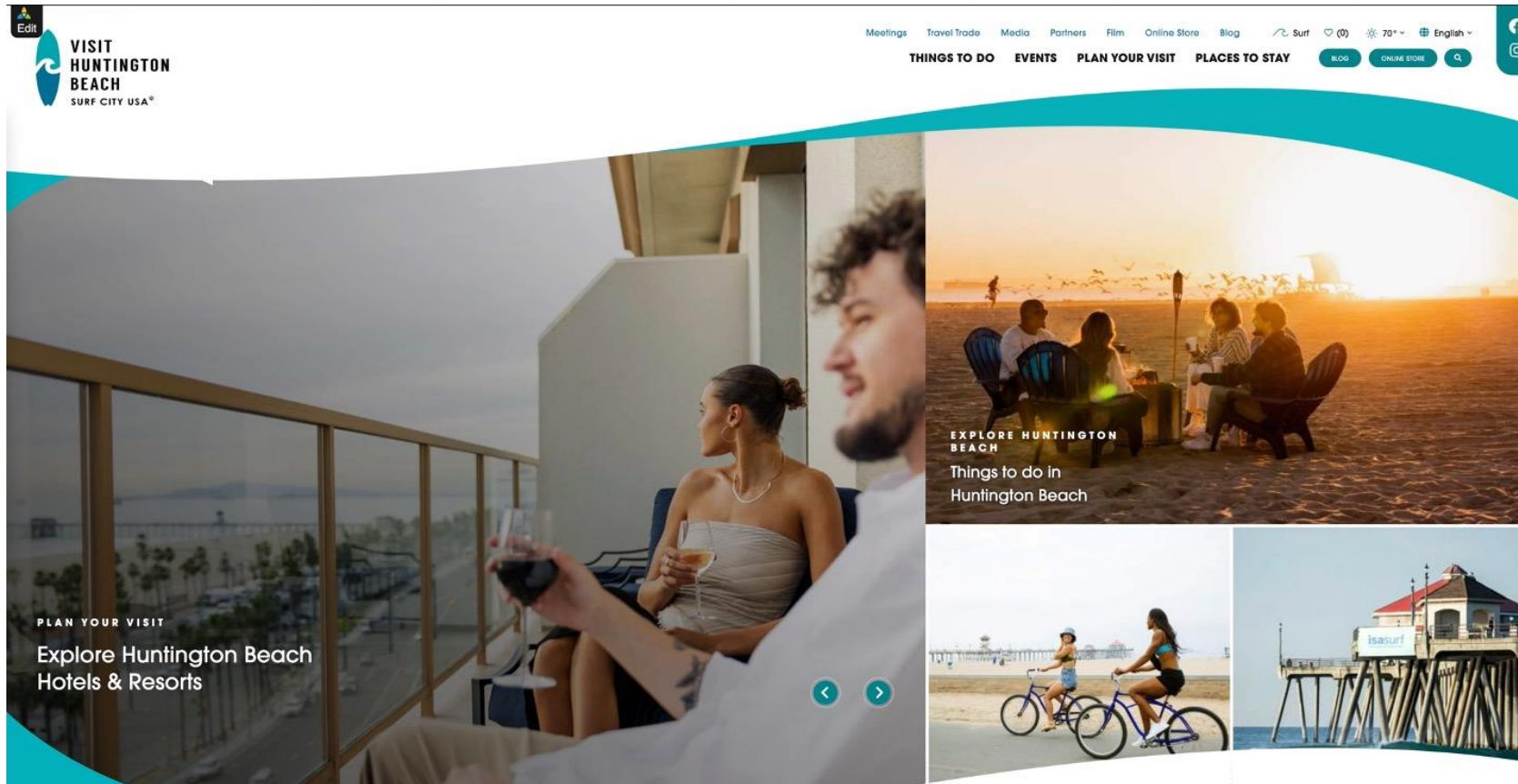
Currently surpassing FY 23-24 (15,890) by 210%

TOP RESPONSE MARKETS: San Jose/San Francisco/Oakland, Portland, Salt Lake City, Riverside, Phoenix, Seattle, Las Vegas, Corona/San Bernardino, Reno, and Los Angeles.

Sources: The Atkins Group, Predictive Labs

SURFCITYUSA.COM

July 2024 – July 2025 Performance



* With shifts in Google Analytics and search algorithms (impacted by AI), VHB will be investing more in Search Engine Marketing (SEM) to maintain our share of voice and Search Engine Result Page (SERP) placement against its comp set with larger media budgets; enhancing its relevant keyword search and phrases; and creating more engaging content that aligns with the highest met and met search for content.

OVERALL SESSIONS (Organic + Paid)

1,492,772

(Surpassed FY 24-25 year-end goal by 152%)

PAID SESSIONS

152,334

(Surpassed FY 24-25 goal by 69%)

REFERRALS

LODGING: 19,711

(89% of FY 24-25 year-end goal)*

DINING: 23,307

(65% of FY 24-25 year-end goal)*

THINGS TO DO: 33,328

(69% of FY 24-25 year-end goal)*

PAGEVIEWS

3 MILLION

(11% YOY Increase)

AVERAGE TIME ON SITE

1:16

Sources: Noble Studios, Google Analytics

July 2024 – July 2025 Performance

SOCIAL MEDIA COMMUNITY

Instagram: 126,571 followers

- Increase community by 5% (from 117,841 to 123,733 followers)
- Results: Currently surpassed goal by 2.3%

Facebook: 91,951 followers

- Increase community by 5% (from 86,200 to 90,510 followers)
- Results: Currently surpassed goal by 1.6%

LinkedIn: 4,098 followers

- Increase community by 10% (from 3,653 to 4,018 followers)
- Results: Currently surpassed goal by 2%

Threads: 20,800 followers

- Increase community by 5% (from 16,300 to 17,115 followers)
- Results: Currently surpassed goal by 21.5%

* Facebook's algorithm and user shifts continue to challenge the way companies assess the performance of their Facebook presence. Facebook's algorithm prioritizes content from friends and family over brand content in the newsfeed. This can result in reduced visibility for business pages and posts, leading to lower organic reach. Recent algorithm updates have further emphasized user engagement, meaning posts that don't generate interaction may be shown to fewer users. These changes have led to a significant decrease in organic reach (the number of people reached for free) for business pages. This means that businesses need to rely more on paid advertising to reach their target audience. Because paying for visibility provides more visibility on the platform, VHB will be working on optimizing its bidding strategy and increasing its ad budget to reach a wider audience, as well as reassess its benchmark KPIs for Facebook because of the vast changes.

SOCIAL MEDIA ENGAGEMENT

Instagram: 384,681 engagements

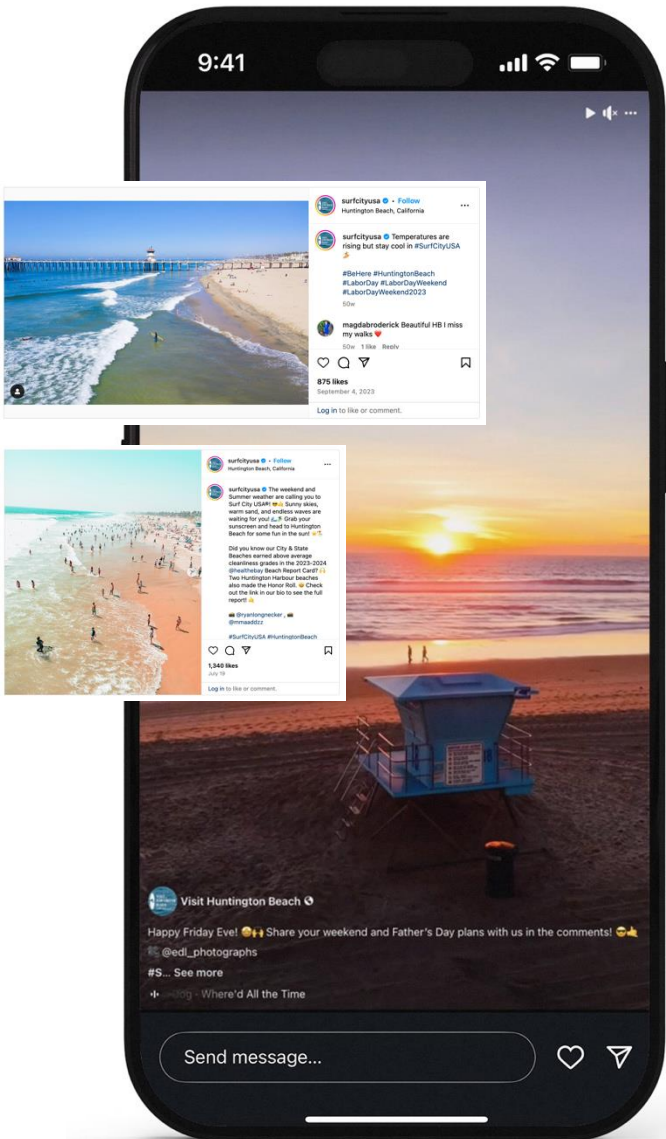
- Surpassed FY 24-25 goal by 3.1%

Facebook: 236,954 engagements

- 42% of FY 24-25 year-end goal *

LinkedIn: 6,383 engagements

- Surpassed FY 24-25 goal by 8.9%



PRESS TRIP RESULTS

VHB Hosted: 34 JOURNALISTS AND 11 INFLUENCERS

Surpassed FY 24-25 goal by 104%

Audience: 3.5 BILLION Surpassed FY 24-25 goal by 1254% Estimated Views: 15.9 MILLION Surpassed FY 24-25 goal by 1125%

Locations Included: US, Canada, Australia & New Zealand, Germany, China and more...



PRESS TRIP HIGHLIGHTS

- Mykenna Dorn, Canada @myekenna
- Amber Turpin, US The Mercury News
- Rob Longley, Canada Toronto Sun
- Isa Tousignant, US/Canada TimeOut
- Micheal Dietz, Germany Reisen Reisen Der Podcast
- Anna Halkidis, US Parent Magazine
- Leslie Hsu Oh, US Travel + Leisure
- Katherine McMahon, US @vinyardandvoyages

Add this beach town to your California Bucket List!

vineyardsandvoyages and 2 others
Alex D'Rosso, Yusuf Alex, Kelly Matcjcic · What a Feeling

vineyardsandvoyages @ Huntington Beach, known as Surf City USA, is the ultimate Southern California coastal getaway. With miles of golden sand, an iconic pier, and a laid-back vibe, it's the kind of place where the ocean sets the pace.

For our weekend getaway, we checked into @passahotel, a beachfront escape that blends luxury and effortless California cool. It's also incredibly dog-friendly, which meant our Pomeranian got to soak up the beachside life right along with us.

Of course, no trip is complete without good food, and Huntington Beach delivers. We strolled through @pacific_city mall and walked around downtown. We had coffee and breakfast at @toz_coffee, where the espresso is as smooth as the ocean breeze, and fueled up with a green smoothie at the legendary @janshealthbar – a local staple since 1973. For dinners, we went all in on incredible flavors at @loreahb, where modern Mexican cuisine takes center stage, and at @johnehuntingtonbeach, a chic spot serving up beautifully plated French-inspired dishes.


Huntington Beach is also perfectly located as a base for your vacation to Southern California - San Diego, Hollywood, Temecula wine country, Disneyland and Universal are all about

Liked by heather.saez and 10,012 others
March 24

Add a comment...

PUBLIC RELATIONS MEDIA COVERAGE

DAY TRIP :
Huntington Beach, CA



snacksandslowjams and surfcityusa
Original audio

snacksandslowjams 9w
[Ad] Huntington Beach is magical 🌟 with beautiful views, great food, and the most gorgeous sunset. Perfect for a day trip or a staycation!

Here's where we went:

- 📍 Huntington Beach Library
- 📍 Main St
- 📍 World's Largest Surfboard (located in the parking lot of @internationalsurfingmuseum)
- 📍 Huntington Beach Pier
- 📍 Pacific City
- 📍 Sunset Dining at @joliehuntingtonbeach

Where should we go next time we're

2,005 likes
January 29

Add a comment...



Sponsored by The Travel Mom

Sunny Huntington Beach

SurfCityUSA.com



BIG FOOTBALL NIGHT

otisgoldenboy and 2 others
HillaryJane · L.O.V.E.

otisgoldenboy Happy National Love Your Pet Day! 🐾 What better way to celebrate than by taking your pup on vacation? We had an amazing time at The Waterfront Beach Resort. If you're in SoCal, this place is a must-visit! 🌟

Pet-Friendly Perks at The Waterfront Beach Resort:

- 🐾 Oceanfront stay
- 🐾 Pet-friendly rooms
- 🐾 Pawsome welcome amenities
- 🐾 Outdoor dining with pets
- 🐾 Steps from dog-friendly fun

Why Your Pet Will Love Huntington Beach:

- 🐾 Huntington Dog Beach – One of the best off-leash beaches in SoCal!
- 🐾 Pet-friendly restaurants and cafés
- 🐾 Miles of scenic walks
- 🐾 Canine community events
- 🐾 Endless photo ops with coastal views

My favourite destination in America is ...
Huntington Beach because it truly is Surf City USA! The iconic Huntington Beach Pier and consistent waves make it a former professional surfer's dream.

#goldenretrievers #bringfido #dogfriendly #visitcalifornia #hilton #huntingtonbeach #visithb #surfcityusa #travel #hiltonforthestay

Edited · 6w

Happy National Love Your Pet Day!
Here's your sign to take your pup on vacation 🐾

corgiclubcolton and 2 others
Paid partnership
Peacock, The Surfaris · Surf Party (Mokuleia Edition)

corgiclubcolton Vacation Mode: Activated 🌴 🌊 🐾 Shout out and gigantic "THANK YOU" to @surfcityusa for hosting us this weekend! We had a blast hanging out in Huntington Beach (one of our favorite spots) and always enjoy how amazingly dog-friendly it is! We loved staying at the @waterfrontbeachresort and attending Spring Corgi Beach Day with @socialcorgibeachday 🐾 It's always so fun to walk around in @pacific_city with our friends 🐾 We loved getting to check out @beaflagshco and @iyykcoffee on this trip 🐾 Can't wait to come back soon! #SurfCityUSA #MOREHB #Sponsored

Edited · 2d

pacific_city Thanks for visiting us at @pacific_city! ❤️

1d 2 likes Reply

View replies (1)

Insider knowledge | **ESCAPE**

"It's what I call the Times Square of surfing retail"

Discover California's home of surfing through the eyes of an Aussie ex-pro surfer turned International Surfing Museum executive director





Huntington beach pier and beach Southern California, and, above, the Sugar Shack Cafe on Main St.

You'll want to stay at ...
one of the hotels overlooking the awesome beach and ocean. The Hyatt Regency Huntington Beach Resort and Spa, Pasha Hotel & Spa, The Waterfront Beach Resort, or Kimpton Shorebreak are all great choices. Out of the four, the Kimpton is a boutique hotel located in the heart of downtown that overlooks the pier. Or, if you're looking for a budget-friendly option, there are plenty of other hotel properties located up Beach Boulevard.

The best time to visit is ...
midwinter, to enjoy the mild weather and still spend time outdoors, and surf in the winter months. Summers are great too but can get more crowded.

A tour you should do ...
is the Historical Downtown Walking Tour offered by Visit Huntington Beach. You'll walk through Surf City USA's downtown and learn about landmarks. The tour ends with a beer at The Longboard Restaurant & Pub on Main St.

Don't miss ...
Huntington Beach International Surfing Museum. The current exhibit on display is Duke's Dream Came True: Surfing's Road to the Olympics, which has 18 artists' original work, along with 16 panels showcasing the history of Duke Kahanamoku and his dream of expanding the sport of surfing.

The locals are very ...
welcoming to out-of-towners. We have a couple of big international events annually for the World Surf League and the International Surfing Association, so we are used to welcoming athletes and fans from all over the world.

You should pack ...
boards and bikinis for the beach because the sun shines all year long. If you need to buy some, our local surf shops have a fantastic selection from classic brands.

The best thing about Huntington Beach is ...
it's a beautiful, laid-back beach city with a longstanding surf culture, and it reminds me of my original hometown of Coolangata, Queensland.

I've lived here for ...
over 45 years. I married a girl from Huntington Beach, and there was also a business opportunity here for me that I couldn't pass up as I wrapped up my professional surfing career.

The most unique thing about Huntington is ...
the pier and 16km of beach, the most of any city in California. The beaches are wide and you can hire a bicycle and ride 9km from the pier to Newport Beach Pier.

If you visit, surf at ...
Huntington Beach Pier if you're an experienced surfer with a high level of ability. For a less crowded spot, there are plenty of good waves to the north or south of the pier, and sometimes you can find a peak to yourself. If you need to rent a board, you have what I call "the Times Square of surfing retail" – two giant surf shops, Huntington Surf & Sport and Jack's Surfboards, at the entrance to the pier.

If you're with kids visit ...
one of the many kid-friendly surf schools located along the beaches. They can join group lessons or have a private lesson, and wetsuits and boards are included.

After a surf, I head to ...
The Sugar Shack Cafe on Main St, owned by a local surfing family. I always order the egg dishes and pancakes.

For a beer, go to ...
Duke's at the foot of the pier because it has the best ocean views. My other favourite local hangout is G's Boat House, it's like the Cheers bar of Huntington Beach.

The suburb is perfect ...
for everyone because you can make it your own. Whether you are a surfer or just want to spend time relaxing by the beach, you can have a great time here.

PETER TOWNEND – HUNTINGTON BEACH MUSEUM EXECUTIVE DIRECTOR

My favourite destination in America is ...
Huntington Beach because it truly is Surf City USA! The iconic Huntington Beach Pier and consistent waves make it a former professional surfer's dream.

#goldenretrievers #bringfido #dogfriendly #visitcalifornia #hilton #huntingtonbeach #visithb #surfcityusa #travel #hiltonforthestay

Edited · 6w

WORDS: JENNIFER FINNEN

DECEMBER 7-8, 2024 SYDNEY WEEKEND 21



HELLOWORLD GLOBAL STARS FAM

Hosted 13 top-selling agents and product managers from Australia for Helloworld and Viva Holiday's epic 50th Anniversary Global STARS FAM. To celebrate 50 years of operation, Viva Holidays and Helloworld incentivized their **top-selling travel agents** to sell Southern California for a spot on an epic FAM.

GO WEST SUMMIT POST FAM WITH VISIT CA

In partnership with Visit California, we **hosted 5 CEO and high-level leaders from international travel companies** for a VIP FAM after Go West Summit. Working with VCA, we were able to select companies from our target markets: luxury domestic, UK, and a global wholesaler.

HOPPER x CAPITOL ONE x VISIT CALIFORNIA CO-OP

We **launched a co-op with Hopper, Capitol One Travel and Visit California** mid-year to boost bookings from affluent, domestic millennials, Gen Xers and Gen Zers within a shorter booking window. We are happy to report a success with 4.1 Million impressions, 20,369 clicks and \$386,000 in hotel revenue, resulting in a 28:1 ROAS.

★ Surpassed FY 24-25 goal for International Familiarization Tours by 33%





ACCESSIBLE TRAVEL LEADERS' ROUNDTABLE

Sophia Valdivia was invited to attend the Accessible Travel Leaders Roundtable, hosted by Air Canada. 12 total attendees represented the various aspects of the accessible travel industry: Airline, disabled passenger airline policy, tour operators for both disabled travelers and able-bodied, Canadian Autism Network, disability rights advocates, travel agents, and Visit Huntington Beach as the DMO.

WHEEL THE WORLD – HB NOW VERIFIED DESTINATION!

Huntington Beach is now an official Verified Destination through Wheel the World. Over 18 Points of Interests were mapped in the destination, including resorts and POIs like the HB Pier, the Huntington Beach House, and Rocky McKinnon's adaptive surfing program. With this official designation, we are honored to be welcoming in even more travelers with disabilities to Surf City USA®.



Come visit
Huntington Beach
with guaranteed
accessibility!



3



TRADESHOWS

GO WEST SUMMIT

TRAVELABILITY SUMMIT

IPW 2025

4



SALES MISSIONS

VISIT HB CANADA MISSION

VISIT HB UK MISSION

VISIT CA REVERSE CANADA MISSION

VISIT CA EURO MISSION

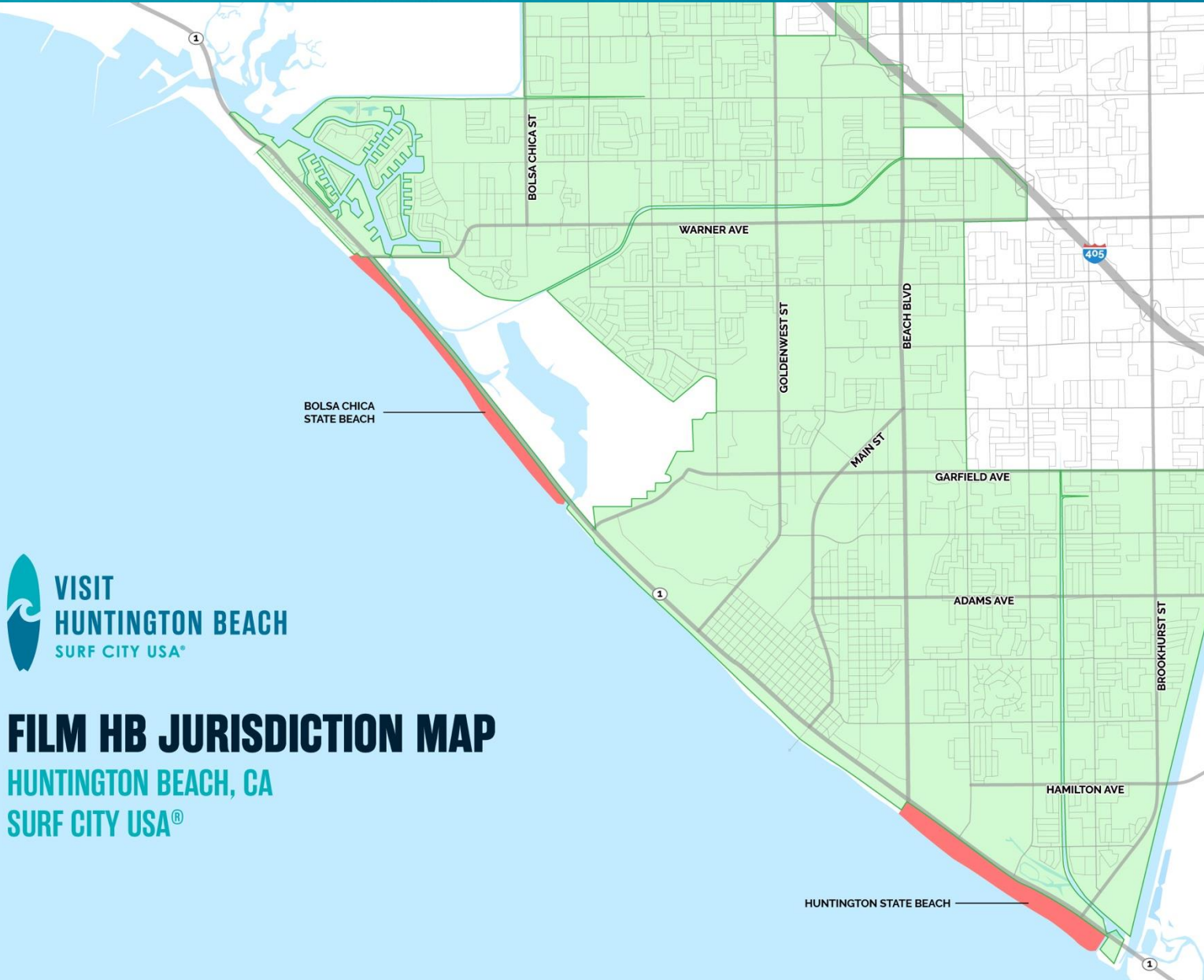
162



ONE-ON-ONE APPOINTMENTS

14.1% increase from FY 23-24

Over 101 individual appointments of at least 10 minutes with travel agents, advisors, Product Managers and Owners



FILM HB JURISDICTION MAP

HUNTINGTON BEACH, CA
SURF CITY USA®



REFRESHED FILMinHB Website with New Assets

Visit HB worked with the City of Huntington Beach with additional feedback from CA State Parks to refresh the FAQ content and information on our FilmInHB.com site while creating new assets like the jurisdiction map.

GROUP SALES FYE 2024-2025

BOOKED ROOM NIGHTS
FY 24 – 25 ANNUAL GOAL: 86,082 (Surpassed goal by 0.7%) NEW RECORD!
2024 – 2025 ACTUAL YTD: 86,720

TOTAL SITE INSPECTIONS
FY 24 – 25 ANNUAL GOAL: 100 (Surpassed goal by 11%) NEW RECORD!
2024 – 2025 ACTUAL YTD: 111

TOTAL GROUP LEADS
FY 24 – 25 ANNUAL GOAL: 1,169 (100% of year-end goal achieved) NEW RECORD!
2024 – 2025 ACTUAL YTD: 1,169

YEAR-OVER-YEAR STATISTICS

LEAD ROOM NIGHTS	
2023 – 2024 YEAR-END	2024 – 2025 YEAR-END
704,316	803,874 NEW RECORD!

TOTAL BOOKINGS	
2023 – 2024 YEAR-END	2024 – 2025 YEAR-END
169	192 NEW RECORD!

GROUP SALES MARKETING, CONVENTIONS & MEETINGS



Group Sales Marketing Campaign: Nov 2024 - April 2025

193,622 IMPRESSIONS

Surpassed goal by 49.9%

26 TRADE SHOWS ATTENDED



meetings
PEOPLE + PLACES TODAY

california
meetings + events



Smartmeetings
essential for the event evolution



Society for
Executive
Travel
Excellence

site Southern
California

NORTHSTAR
meetings group

EXPLORE THE HB COLLECTION



Plan your next meeting
in Huntington Beach.



**BE INSPIRED.
BE CONNECTED.
BE HERE.**

Explore our oceanfront HB Collection -
four stunning resorts with over 198,400 sq. ft.
of flexible indoor/outdoor meeting space.

#MeetInHB



**STRATEGIC
PARTNERSHIPS**

HB | HELMSBRISCOE

CONFERENCE DIRECT



Maritz®

prestige | global
meeting
source

VISITOR SERVICES

- **\$35,025** in retail sales (up 17% YOY)
- **16,234** inquiries
- **14** public walking tours
- **14** special event (booth)
- **11** active volunteers

PARTNER SERVICES

- **1,806** partner referrals
- **562** partner engagements
- **6** partner events
- **116** attendees



OPERATIONS

- Completed FY 23-24 audit
- Launched new budget software and performance evaluation software
- Completed bank transition from First Bank to US Bank
- Infrastructure improvements throughout the office, including updated cubicle workspaces, PC and Apple computer lease refresh, and HVAC and plumbing repairs
- Hired Executive Operations Assistant to support senior team and oversee facilities management

TOURISM ENHANCEMENT PROJECTS

- **HB Pier Sign** – Initial comps completed. Continuing to work with City on next steps.
- **Nighttime Ambassador Program** – Program continues in partnership with the Downtown BID. The Downtown BID is currently conducting an RFP process for the 3rd party program vendor.



TOURISM ENHANCEMENT PROJECTS CONTINUED

Wayfinding

- Fabrication and installation of 7 gateway signs. 2 are complete. 4 more are in progress. The remaining sign at Hamilton & Brookhurst requires additional planning/permitting and is being included in next year's budget.
- Replacement graphics installed on pedestrian information kiosks throughout downtown.
- Maintenance and repair of signs throughout HB.

Walkability & Connectivity

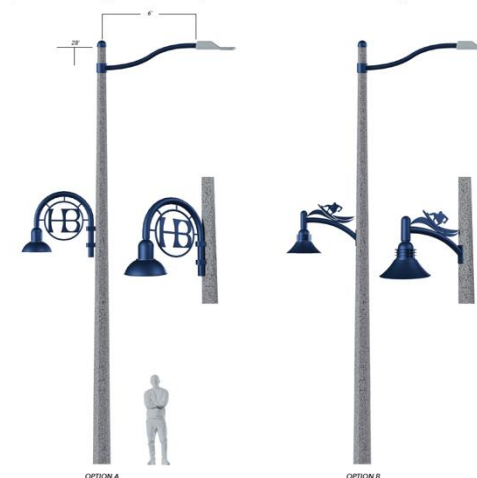
- Seven light poles to be replaced along PCH between Pacific City and Main Street. VHB provided input on locations/designs. The project needs to go before the City's Design Review Board. The City EDC office is working on this process now.

Beach Event Infrastructure

- Project complete. Center light poles in the beach parking lots across from the Waterfront Hilton and Hyatt have been removed.



City of Huntington Beach, Main & PCH Combo Light Poles



TOURISM ENHANCEMENT PROJECTS CONTINUED

Accessibility

- Project complete. The Mobi mat on the north side of the Pier was fully replaced and the Mobi mat on the south side of the Pier now has a T cross section parallel to the water line to allow for increased access.

Bike Valet

- Pilot program is ready to launch on 5th Street across from the VHB office. The program is a public-private partnership in conjunction with the City of HB, LAZ Parking, The Strand, VHB, and the Downtown BID.

Temporary Beach Restrooms

- In conjunction with Public Works, seasonal beach restrooms will be placed next to the Pier between Father's Day Weekend and Labor Day Weekend. Hours will be 8:30 am - 5 pm daily.



02 FY 25-26 PROGRAM OF WORK

1. DRIVING GLOBAL BRAND AWARENESS

Programs that increase the visibility of Huntington Beach and the Surf City USA® brand as the quintessential California beachside experience by strategically targeting key media, travel trade, meeting planners, and leisure and business travel markets around the globe to increase, overnight visitation, visitor spend, and events/group meetings.

- **Launch soft season campaign** highlighting HB lifestyle pillars of outdoors, wellness, family, active sports, dining, and shopping as micro-campaigns designed to encourage visitation and overnight stays. Develop unique creative and messaging targeting each of VHB's five profiles designed to increase response. Leverage Visit CA's "CA Road Trips" and "Ultimate Playground" themes.
- **Promote Huntington Beach signature events** (e.g. US Open of Surfing, Pacific Airshow, A Great Day in the Stoke, Surf City Marathon, Corgi Beach Day, Jack's Surf Pro, Independence Day Celebration, Surf City Splash)
- **Engage new agencies of record JNS Next** to bolster Leisure and Group Sales Marketing campaigns, and Luna PR to serve as VHB's UK and Ireland public relations office to amplify Huntington Beach's destination appeal and travel trade efforts.
- **Participate in two of VHB's largest trade shows** (IMEX 2025 & IPW 2026).
- **Expand Influencer Program of Work** to proactively seek and negotiate impactful partnerships with relevant influencers.
- **Leverage the World Cup and LA28 to expand global destination brand awareness and secure offsite activations.**

2. ENHANCING DESTINATION EXPERIENCE

Programs that help ensure that the places to eat, shop, play, and stay in Huntington Beach are enjoyed by residents and visitors alike, and that those experiences are fun, unique, accessible, memorable, and inspire repeat visitation.

- **Develop outreach and education** to enhance customer service for all visitors including international and accessible communities.
- **Promote accessible travel market training and hotel booking engine tools** to enhance full-funnel experience for travelers with disabilities.
- **Improve the ability to increase the frequency of booking meetings and special events** in Huntington Beach with continued collaboration with City staff, et al.
- **Develop in-market experiences** to enhance the destination experience and drive partner referrals (e.g. Surf City USA® Foodie Awards, Downtown HB Historical Walking Tour, Barrel Trail, Snapshots, Downtown HB Public Art Tour, Scavenger Hunt, Sunset Beach Walking Tour)
- **Help implement pertinent destination improvements** recommended by RHI
- **Produce Surf City USA® Uncovered video series** highlighting local gems and unknown facts about Huntington Beach to encourage visitation.
- **Help implement pertinent destination improvements** recommended by RHI
- **Continue work on VHB's Tourism Enhancement Projects** and collaborate with the City on their aligned enhancement projects with resident and visitor benefits.

3. CHAMPIONING THE VALUE OF TOURISM

Programs that educate residents, visitors, local businesses, government officials, and community stakeholders on the vital role of the travel & tourism industry and provide a greater understanding of its impacts and benefits.

- **Value of Tourism Campaign** will target industry, stakeholder, community, and elected groups, to highlight the positive benefits and economic impact of the travel and tourism industry; including the many ways that Tourism Builds Community, the key role tourism plays in improving the quality of life for residents, the tax revenues generated for the community, and the jobs the visitor industry provides and supports.

4. PRIORITIZING ORGANIZATIONAL EFFECTIVENESS AND CULTURE

Programs that ensure Visit Huntington Beach’s spirit of service is operating at optimal efficiency and, as Huntington Beach’s destination management organization, is consistently delivering on its Mission, Vision, and Brand Promise to visitors and residents.

- **Continue implementing FiredUp Culture! Organization recommendations** to further enhance the VHB team culture.
- **Develop customer sentiment survey.**

FY 25-26 VHB MARKETING PROGRAM

FY 2025/2026	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
VHB MARKETING PROGRAM												
VISIT HUNTINGTON BEACH CAMPAIGNS												
Soft Season Campaign												
SCUSA Foodie Awards												
Show Your HB Love												
Value of Tourism												
NTTW												
VISIT CALIFORNIA PARTNERSHIP PROGRAMS												
Expedia State Co-op												
Adara												
TripAdvisor												
CA Guide												
INSPIRATION PROGRAMS												
Google Adwords												
OTT Streaming Video												
Mobile Video												
Cross Platform Display												
Uber Tracking Pixel												
Facebook Ads												
Instagram Ads												
Pinterest Ads												
LinkedIn Ads												
Industry Print Ads												
HB Visitor Guide												
KTLA Surf Report and Ad												
CONVERSION PROGRAMS												
Expedia Campaign												
Google Network Retargeting												
Device ID Retargeting												
aRES												
GROUP SALES PROGRAMS												
Northstar Meetings												
Smart Meetings												
MPI												
Meetings Today												
Connect Meetings												
Tradeshows												
Group Sales Newsletter												
SOCIAL MEDIA COMMUNICATIONS												
Facebook												
Twitter												
Instagram												
Pinterest												
LinkedIn												
YouTube												
TikTok												
Blog Content												
Leisure Newsletter												
Influencers												

Most of Visit Huntington Beach’s marketing is focused on driving business during the hotels’ “soft season” non-peak period (typically November – February).*

However, VHB’s strategy also includes comprehensive, full-funnel initiatives designed to drive a steady flow of leisure and group business throughout the year and other non-peak windows (example: mid-week business).

* Subject to change.

FY 25-26 VHB MARKETING MIX



OBJECTIVE

Visit Huntington Beach's FY 25-26 Soft Season campaign will be a highly targeted media buy investment developed to generate leisure bookings, increase web traffic to SurfCityUSA.com, and increase awareness of the destination, hotel and resort properties during the hotel needs period. In collaboration with VHB's new agency of record JNS Next, the new campaign will implement unique creative and messaging targeting each of VHB's highly engaged customer profiles designed to increase response from new potential markets and those who have consistently and repeatedly responded to our advertising and have been in destination.

TARGET MARKETS

Top 10 response markets (in terms of click-throughs) are San Jose/San Francisco/Oakland area, Portland, Salt Lake City, Riverside, Phoenix, Seattle, Las Vegas, Corona/San Bernardino area, Reno, and Los Angeles.

HOTEL NIGHTS

We will use the FY 24-25 total number of hotel overnight guests who saw paid media ad at least 90 days before staying in Huntington Beach (41,730) as the benchmark for FY 25-26.

Flight

- The campaign will run November 2025– June 2026

Targeting

- **HB Collection:** Our Los Angeles– HB Collection visitors are staying in HB Collection hotels.
- **Huntington Beach Lover:** All visitors in this persona were spotted at one of Huntington's Beach's beautiful beaches.
- **Never Been to LA Before (LA Visitor):** This is the persona's first time in the LA area, and they are hitting all the most touristy spots.
- **Hidden Gem Cultural Traveler:** Our hidden gem cultural traveler is overwhelmingly staying in mid-tier accommodations.
- **Select Service:** Our Los Angeles market– select service visitors are overwhelmingly staying in budget & mid-tier accommodations.

Messaging

- Cultivate Surf City USA Brand
- Trigger Active Consideration
- Drive Marketing Development (micro campaigns).

Platforms

- Display & Native Advertising
- OTAs & Programmatic
- Device ID Retargeting
- Social Media
- OTT Streaming Video
- Visit California Fall & Spring co-ops contributes a 50% match
- Broadcast (KTLA Surf Report + 30 second on-air ad)

ENGAGE JNS NEXT TO BOLSTER LEISURE AND GROUP SALES MARKETING CAMPAIGNS

- **JUNE – AUGUST:** Kick-Off Meeting / Brand Audit / Destination Immersion Fam
- **SEPT/OCT:** Development and execution of Soft Season, Advocacy (Value of Tourism), and Group Sales Campaign tracks

ENGAGE LUNA PR: NEW PUBLIC RELATIONS REPRESENTATION IN THE UNITED KINGDOM

- Luna PR will serve as VHB's UK & Ireland public relations office and will amplify Huntington Beach's destination appeal and existing travel trade efforts through media relations, PR campaigns, media missions, press trips, and influencer and brand partnerships.

EXPAND INFLUENCER PROGRAM OF WORK

- As social media continues to be an integral part of communication habits across all demographics, VHB will be expanding its program of work with influencers by engaging the assistance of existing PR agency Citizen Relations, to proactively seek and negotiate impactful partnerships with relevant influencers.

FY 25-26 MARKETING STRATEGY SHIFTS

- **UNIQUE CREATIVE AND MESSAGING TARGETING FIVE UPDATED CONSUMER PROFILES:**

After developing five distinct highly engaged market profiles, VHB's FY 25-26 soft season campaign will take its marketing to the next level with unique creative and messaging targeting each of its 5 profiles designed to increase response.

- **INCREASED LOOKALIKE STRATEGY:**

More strategic, competitive placement of VHB paid digital advertising by serving our ads to audiences who have responded to the ads of competing destinations. The goal is to divert more traffic to VHB's digital portals (ex: web, social, hotel, campaign landing pages).

- **INCREASE SEM TO REMAIN COMPETITIVE IN THE PAID SEARCH DIGITAL LANDSCAPE:**

With shifts in Google Analytics and search algorithms, we will be investing more in SEM to maintain our share of voice (Search Engine Result Page) placement against comp set with bigger budgets. How? Enhance our relevant keyword search and phrases. More engaging content that aligns with highest met and unmet search for content.

FY 25-26 MARKETING STRATEGY SHIFTS

- **CONTINUE YEAR-LONG VALUE OF TOURISM MARKETING ADVOCACY CAMPAIGN:**
Targeted to industry, stakeholder, community, and elected groups, highlighting the positive benefits and economic impact of travel and tourism industry.
- **STRATEGIC PARTNERSHIPS:**
Increase level of engagement with Visit CA, Expedia, TripAdvisor, and technology (AI, VR, drone) partners.

NEW INTERNATIONAL AND LUXURY CAMPAIGNS

- Pivoting funds towards straight block and tackle marketing for dedicated campaigns and co-ops in UK and Canada, we are adding two new buys:
 - **Hopper x Capitol One Campaign:** Targeting domestic luxury market
 - **Booking Incentive Campaign:** Targeting key market Canadian and UK/European families and affluent travelers to encourage longer length of stays mitigating “resort fees” sentiment and incentivize travel agencies to book longer length of stays.

INCREASE IN FAMS

- Increase hosting highly important FAMS from our key markets. Additionally, we will be partnering with Visit California on two major FAMS in FY25-26: Flight Centre Super FAM in July and Race Across California FAM in October.

ACCESSIBILITY

- **LEVERAGE THE FOUNDATION LAID FOR ACCESSIBLE TRAVEL BY DEVELOPING CAMPAIGNS DESIGNED TO:**
 - Elevate our product offerings
 - Highlight the visitor experience through rich media, social, blog, influencer, and testimonial content
 - Grow overnight visitation from this market
- **WHEEL THE WORLD CAMPAIGN:**
 - Promote the Wheel the World hotel booking tool designed specifically for travelers with disabilities
 - Host an in-person workshop for our local businesses led by a disabled facilitator
 - Help our businesses shine and showcase their natural hospitality in an authentic way with disabled visitors and residents.
 - Provide best practices

DESTINATION INCENTIVE PROGRAM

- Increasing fiscal year allocation to support need periods, specifically late November through January, and again in June. These are traditionally softer windows and will keep us more competitive over needs dates.

FAM TRIPS

- Planning and executing three strategic FAMs for the year ahead, each targeting a top strategic partner: ConferenceDirect, HelmsBriscoe, and Maritz. These are key relationships, and the FAMs are designed to deepen connections and drive future business

TRADE SHOW TRAVEL & TARGET MARKETS

- Adjusting our tradeshow calendar to include a mix of small and boutique meetings events, along with adding MIC in Colorado, which partners will be able to attend with the VHB team.
- We are also targeting markets like Texas, Colorado, Utah, the Southeast, and parts of the Northeast areas that we have identified as strong potential for growth.

GREATER ENGAGEMENT WITH FRONT-LINE HOTEL STAFF

- Provide more destination education and resources for visitors

EXPAND PARTNER EDUCATION SERIES

- Invite webinar speakers that provide a wider variety of relevant resources and information to tourism partners

EXPAND THE SURF CITY USA® FOODIE AWARDS

- Expand the very successful Foodie Awards to include new categories and promote to greater target region

EXPAND THE SURF CITY USA® SHOP OFFERINGS

- Sell small selection of Surf City USA® Gift Shop products at the visitor information kiosk

STRATEGIC PLAN REFRESH

- Work with Coraggio Group again to refresh the VHB Strategic Plan for 2026-2029. Our current plan ends June 2026.

OFFICE SECURITY ENHANCEMENTS

- In response to recommendations from a security/threat assessment and our Workplace Violence Policy and Prevention Plan, install new front door lock and update aging CCTV/door access system.

IT MANAGED SERVICES PROVIDER

- VHB is in the process of conducting an RFP for an IT Managed Services Provider. If a new vendor is selected, the transition process will begin in July 2025.

PRESIDENT & CEO TRANSITION

- Work with executive search firm and Board of Directors search committee on transition to new President & CEO.

03 VHB FY 25-26 BUDGET

VISIT HUNTINGTON BEACH FY 25-26 BUDGET

INCOME	
Estimated TBID Assessments	\$10,354,873
Retail, Web Ad, Walking Tour Sales, Interest	\$153,500
Estimated Carryover from Previous Fiscal Year	\$800,058
TOTAL INCOME	\$11,308,431

EXPENSES	
TBID Assessment Expenses	
Sales and Marketing	\$7,765,342
Tourism Enhancement Programs**	\$1,531,958
Administration	\$2,178,608
Contingency/Reserve	\$25,000
City Collection Costs	\$98,047
Total*	\$11,598,955
Non-TBID Fund Expenses (Advocacy, Board/Staff Events)	\$30,900
TOTAL EXPENSES	11,629,855

* VHB elected to use reserve funds to cover TBID expenditures that exceed income in FY 25-26.

** The FY 25-26 TEP budget is \$1,035,487, equal to 10% of anticipated TBID revenues. The amount listed also reflects a carryover of \$496,471 from the previous fiscal year.

The Visit Huntington Beach Master Development Plan will promote and provide activities and improvements to assessed lodging businesses through the implementation of two sub-programs: sales & marketing and tourism enhancement projects. A summary of each sub-program is provided below:

SALES & MARKETING

The sales and marketing program will promote assessed lodging businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting the Huntington Beach destination brand as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed lodging businesses, and may include the following activities which are designed to drive overnight visitation and room sales to assessed lodging businesses:

- Increased advertising and promotional programs in print, online, social media, and television targeted at potential visitors to drive overnight visitation and room sales;
- Website enhancements and updates;
- Strategic advertising and marketing agency support;
- Contract with third party marketing and sales partners;
- Public relations, sales blitzes, missions, and calls;
- Familiarization tours targeting key decision makers;
- Preparation and production of collateral promotional materials such as visitor guides, brochures, flyers, and maps;
- Video development for destination experiences and visuals;
- Attendance at professional industry conferences and affiliation events;
- Lead generation activities designed to attract tourists, leisure visitors, and group events to Huntington Beach;
- Partnerships with targeted special events that attract overnight visitors; and
- Research designed to identify potential markets for increasing the customer base.

Research is also used to convert visitor requests to actual travel, to identify the economic impact tourism has to Huntington Beach, and to maintain a Visitor Profile for use in marketing efforts.

- Cooperation with local agencies and film commission programs that attract overnight visitors.

TOURISM ENHANCEMENT PROJECTS

Wayfinding

- Replacement damaged posts on PCH & Brookhurst gateway sign; fabricate and install gateway sign at Hamilton & Brookhurst; digital kiosk enclosure and vehicular/pedestrian sign maintenance; regular maintenance

Pier Sign

- Planning/design of HB Pier Sign

Walkability & Connectivity

- Continue with PCH light installation; add connectivity between Pacific City and Downtown

Temporary Beach Restrooms

- Balance of Summer 2025 program from July 4th to Labor Day; expanded Summer 2026 service for Memorial Day to Labor Day

Nighttime Ambassador Program

- Support of Nighttime Ambassador Program with the Downtown Business Improvement District

TOURISM ENHANCEMENT PROJECTS CONTINUED

Accessibility

- Additional accessibility projects – beach wheelchair/Mobi mats

Bike Valet

- Branding and marketing of Bike Valet

Beach Event Enhancements

- High speed wi-fi analysis

Improved HBISM

- Support the International Surfing Museum

Downtown Improvements

- Modify downtown seawalls along Main Street

Surf City USA® Stories Pier Markers

- Installation of signs along the Pier with historical, surfing, and environmental information

WHO WE ARE?

Visit Huntington Beach (VHB) is the official Destination Management Organization (DMO) for Huntington Beach, California. A private **non-profit 501(c)(6) organization**, VHB promotes tourism to Huntington Beach to increase overnight stays in Huntington Beach hotels.

MISSION

Visit Huntington Beach supports and advocates for the economic vitality and quality of life for our Huntington Beach community through inspirational destination marketing and brand management.

VISION - OUT

A welcoming, beach-infused community that inspires the stoke of optimism in every visitor and resident.

VISION - IN

VHB is an effective destination leader representing the combined visitor industry and community partnership in the brand development, marketing and sales of the Surf City USA® experience.



- Brett Barnes
- Jon Benson *
- Meg Bernardo
- Christopher DeGuzman
- Vipe Desai
- Paulette Fischer *
- Jeff Holson
- Debbie Killey
- Paul Maddison *
- Janis Mantini *
- Dawn McCormack
- Rachel Ramirez
- Sheik Sattaur *
- Sandy Schulz-Taylor
- Justin Simpson *
- Brian Smith
- Dean Torrence
- Peter “PT” Townend
- Marisa Unvert
- John Villa
- Dave Wetzel
- Jennifer Williams *

* Member of The Executive Committee

The purpose of the HBTBID is to increase overnight room sales with targeted marketing and promotions. Funding is derived from assessments and revenues collected from all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the City of Huntington Beach. These boundaries will not be changing.

As of July 1, 2024, the assessment rate is 6% of gross short-term room rental revenue. This is separate from the 10% Transient Occupancy Tax that the City collects. Assessments fund marketing and sales efforts to improve tourism and drive additional room nights to the lodging businesses. Assessments also fund Tourism Enhancement Programs that were identified and agreed upon in collaboration with the City of HB to enhance the in-destination experience for both visitors and residents. The HBTBID was renewed in 2019 and runs through June 30, 2028.

Visit Huntington Beach (VHB) is a non-profit 501(c)(6) organization that serves as the HBTBID Owners Association. VHB consists of staff and board members dedicated to promoting tourism to Huntington Beach to increase overnight stays in Huntington Beach hotels. VHB is responsible for implementing the activities and services identified in the Management District Plan (MDP) and for submitting an annual report to the City Council for their approval.





THANK YOU