

HUNTINGTON BEACH

SurfCityUSA.com



HUNTINGTON
BEACHTM
CALIFORNIA
MARKETING & VISITORS BUREAU
SurfCityUSA.com

Annual Report

2010/2011



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Welcome

The mission of the Huntington Beach Marketing and Visitors Bureau (HBMVB) is to market and sell Huntington Beach's **Surf City USA®** brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents.

As you will see in the following pages, the HBMVB had an historic and successful year of building new foundations and increasing program breadth, as evidenced by:

- Publication of the ground-breaking *Steps Toward a Sustainable Huntington Beach*, the HBMVB's first *Annual Report*, and the *2011 Huntington Beach Visitors Guide*
- Redesign and launch of a new website at www.SurfCityUSA.com
- Creation of an innovative social networking Facebook campaign
- Hosting of over 31 media and travel trade familiarization tours (FAM tours) since July 1, 2010, with 348 guests, including 111 journalists, from domestic and international print and online publications
- Participation in three Visit California Media Receptions throughout the United States, allowing us to sell Huntington Beach to such high-level media as the *Huffington Post*, *Travel Age West*, *Bon Appétite*, *LA Times*, *NBC's "Today" show*, *Condé Nast*, *NY Post*, *NY Times*, *Smart Meetings*, *San Francisco Chronicle*, and *Sunset* magazine
- Participation in multiple domestic and international travel trade and leisure marketing trade shows, including Visit California's Australia Roadshow, International Pow Wow, California Cup, UK Sales Mission, and Western Canada Sales Mission
- Participation in multiple group meetings marketing trade shows, many for the first time, including CalSAE Seasonal Spectacular, three Smart Marts, Destination California, Destination Showcase, and Affordable Meetings West
- Rollout of a group meetings marketing campaign
- The creation and launch of a Huntington Beach Film Commission
- Expansion of the HBMVB's personnel and redesign of the HBMVB offices to include a new Director of Sales, Film Commissioner and Office Manager
- The service of over 34,000 individuals via the Visitor Information Kiosk on Pier Plaza

We invite you to continue reading to learn more about these projects and how the Huntington Beach Marketing and Visitors Bureau works for the benefit of Huntington Beach.



Steve Bone, President and CEO
Huntington Beach Marketing
& Visitors Bureau



Kevin Patel, Chair
Huntington Beach Marketing
& Visitors Bureau

2010/2011 Awards

➤ 2011 was an award-winning year for the Huntington Beach Marketing and Visitors Bureau. Not only did Huntington Beach and its businesses receive a number of the *Orange County Register's* Best of Orange County 2011 awards, but the Bureau itself and its staff members were also recognized.

Smart Meetings 2011 Platinum Choice Award

Readers of *Smart Meetings* magazine voted for the Huntington Beach Marketing & Visitors Bureau as one of their favorite visitors bureaus in the United States, Canada, Mexico and the Caribbean. Winners set exemplary standards in multiple categories, including ambience, amenities, breadth of resources, facility quality, guest services, meeting space, meeting packages, recreational activities, restaurant and dining facilities, staff attitude and technical support.



Huntington Beach Chamber of Commerce 2011 Excellence in Sustainability Award

The Huntington Beach Marketing and Visitors Bureau, along with The Waterfront Beach Resort, a Hilton Hotel, were recipients of the Chamber of Commerce's first Excellence in Sustainability Award. This award recognizes companies whose efforts contribute to the environmental vitality of and have a positive impact on the Huntington Beach community.

Rejuvenate 40 Under 40

The Bureau's Director of Sales, Christopher Anderson, was selected as one of *Rejuvenate* magazine's 40 Under 40 for meeting professionals. *Rejuvenate* magazine provides information and insight for faith-based meeting planners in the United States.

Orange County Register's Best of Orange County 2011

SELECTED BY READERS OF THE *ORANGE COUNTY REGISTER*

➤ Critic's Choice

Best Wine Bar: Main Street Wine Company
Best Persian Restaurant: Green Rice Kabob
Best Hot Wings: The Longboard Restaurant & Pub

➤ 1st Place Wins

Best Beach: Huntington Beach
Best Bike Trail: Santa Ana River Trail & Parkway
Best Surf Shop: Jack's Surfboards
Best Dog Beach: Huntington Dog Beach
Best Family-Friendly Restaurant: Ruby's Diner
Best Mexican Restaurant: Avila's El Ranchito
Best Seafood Restaurant: King's Fish House
Best Parade/Community Festival: Huntington Beach 4th of July Celebration
Best Microbrewery: BJ's Restaurant and Brewhouse

➤ 2nd Place Wins

Best Bike Shop: Jax Bicycles
Best City to Live In: Huntington Beach
Best Taco: Wahoo's Fish Taco
Best Orange County Hotel: Hyatt Regency Huntington Beach Resort & Spa

➤ 3rd Place Wins

Best Surf Spot: Huntington Beach Pier
Best Downtown: Huntington Beach
Best Dog Park: Huntington Central Park/Dog Park
Best Burger: Slater's 50/50
Best Happy Hour: RA Sushi
Best Farmer's Market: Certified Farmer's Market at Pier Plaza
Best Movie Theater: Century Huntington Beach and XD at Bella Terra

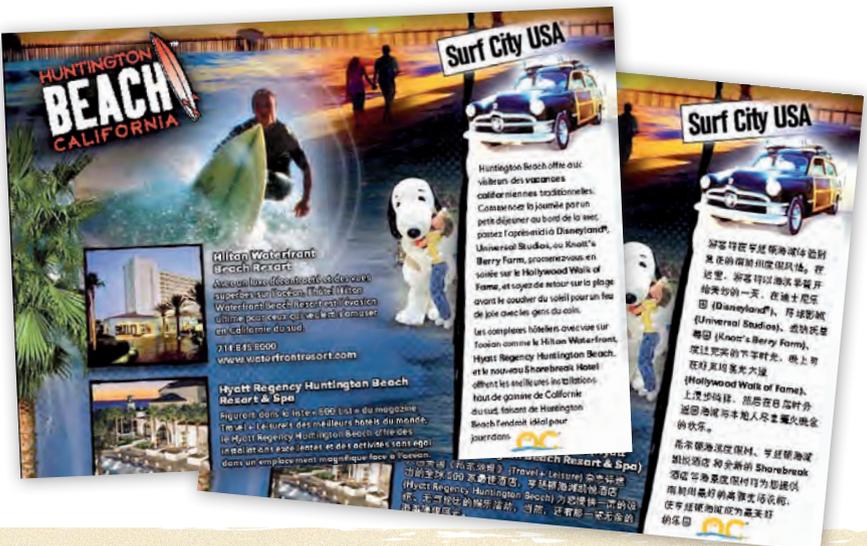
Advertising

> Leisure Market Advertising



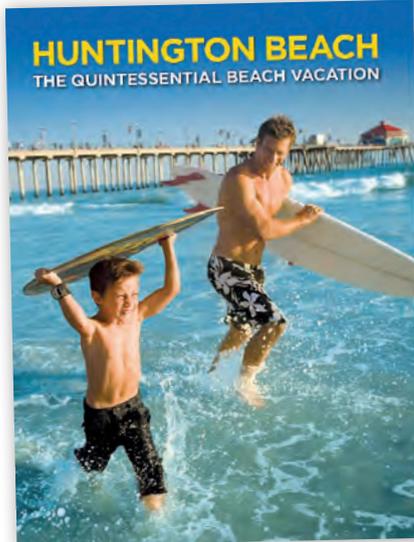
> With partners Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel, the HBMVB produced a cooperative full-page ad for the **California Visitors Guide**. The *California Visitors Guide* is the official publication of Visit California, with 500,000 copies distributed annually and more than 100,000 downloads of the digital version from www.visitcalifornia.com.

> In addition to the domestic **California Visitors Guide**, the HBMVB also collaborated with the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel to extend our ad in 51,100 reprints of the official *California Visitors Guide* in Australia, Germany, Mexico, Brazil, France, India, UK, China, Japan, and Korea.





▶ The HBMVB leveraged co-op dollars from the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel to create a full-page advertorial as part of Visit California's 2010/11 US & Canada Cooperative Marketing Program insert. This insert had a total print circulation of 1.2 million. The multi-page supplement ran in the November 2010 issues of **Travel + Leisure** (150,000 copies), **Budget Travel** (200,000), **Food & Wine** (200,000) and **National Geographic Traveler** (150,000). The insert also appeared in the November 6, 2010 edition of the **Vancouver Sun**, **Calgary Herald**, **Edmonton Journal** (November 7, 2010 edition), **Toronto Star**, and **Montreal Gazette** (100,000 each).



▶ As a bonus for participating in Visit California's 2010/11 US & Canada Cooperative Marketing Program insert, Huntington Beach received a 5-page spread in **Visit California's Spring 2011 Digital Guide**. Two pages explored the destination, while one page each went to the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel. The Digital Guide allowed us to include a Huntington Beach photo gallery, a link to www.surfcityusa.com and a link to request a mailed copy of our official *Huntington Beach Visitors Guide*. The Digital Guide had a distribution of 1 million in the US and 500,000 in Canada.



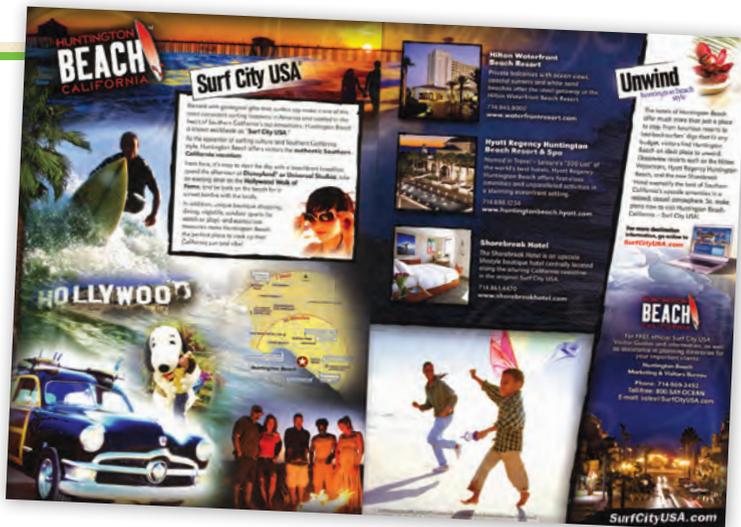
➤ For the third consecutive year, the HBMVB collaborated with the Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel to produce a two-page inside cover spread for the 2010/2011 edition of *Canadian Traveler's America Yours to Discover*, the Official US Destination Guide for the travel trade in Canada by the US Travel Association's Discover America Canada Committee.

➤ Group Market Advertising

For the first time, and with the input of our hotel/motel partners, the HBMVB ran ads in publications catering to the group meetings market.



➤ A full-page ad in the March 2011 *Smart Meetings* magazine reached 40,000 meeting professionals nationwide. The ad featured all four Huntington Beach conference-ready hotels: Hotel Huntington Beach; Hyatt Regency Huntington Beach Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel.



➤ A half-page ad also ran in the following publications:

- **Successful Meetings** magazine.....May 2011 (72,000 copies)
- **Meetings & Conventions** magazine.....May 2011 (60,000 copies)
- **Southern CA Meetings + Events** magazine.....Spring 2011 (9,500 copies)

➤ Online Advertising—Group



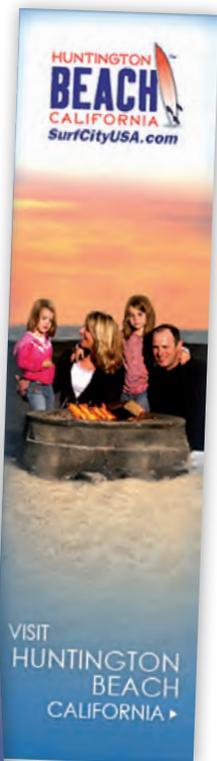
➤ This leaderboard ad was featured in the March 2011 edition of the **Southern California Meetings + Events** e-newsletter to promote our updated www.MeetInHB.com website.



➤ Between August and December 2011, the HBMVB ran its first **Surf City Rewards** program via *Smart Meetings* magazine. This program encouraged meeting planners to book events at Huntington Beach hotels by offering a gift card for up to \$200 in airfare on American Airlines, Southwest or Jet Blue; or up to \$2,000 off their hotel master account for the event. The value of each prize was based on the number of room nights booked for each event and the date by which the event was booked.

➤ Online Advertising—Leisure

In June 2011, the HBMVB purchased banner ad space on www.TripAdvisor.com. These ads were placed on the Huntington Beach page within Trip Advisor and also appeared on pages when users searched for Huntington Beach.



Publications & Collateral

➤ **Huntington Beach Visitors Guide**

The HBMVB revised its official **Huntington Beach Visitors Guide** distribution strategy in fiscal year 2010/2011. Approximately one-quarter of the 100,000 guides printed were used as lure pieces out-of-market domestically in the United States and internationally in the UK, Germany and Australia. Three agencies, Black Diamond (UK/Ireland), MSi (Germany/Austria), and Gate 7 (Australia/New Zealand), marketed Huntington Beach on behalf of the HBMVB. All three agencies are the official in-market agencies for Visit California. The HBMVB also provides Visitors Guides in bulk for conferences and other groups holding overnight events in Huntington Beach. Additional Visitors Guides are distributed at the Orange County and Los Angeles airports and in visitor information racks throughout Los Angeles and Orange Counties. The remaining guides are primarily distributed in-market via Huntington Beach lodging properties, local retail and restaurant locations, the HBMVB office, and the official Visitor Information Kiosk operated by the Bureau at the Huntington Beach Pier.



SURFING

Those young dudes and dudettes on the latest shortboards are actually part of a Huntington Beach surfing tradition that dates back a century.

Out in the surf line-up near Huntington Beach Pier, history doesn't count for much. The only thing that matters is the next wave. But for all of these focus on the ride that's about to come, those young dudes and dudettes on the latest shortboards are actually part of a Huntington Beach surfing tradition that dates back a century.

pitched numerous breaks in Southern California, including Huntington Beach.

Feeth gave a memorable demonstration here when the result was crowned in 1914. Like some Johnny Appleseed of the waves, he contended with populating and spreading the sport in California by instructing locals and showing them how to shape their own boards. Feeth



The Golden Era
After World War II and throughout the 1950s, Huntington Beach was the center of the California surfing scene. The sport remained on the fringe until the 1960s, when it became a major force in the world of surfing. Huntington Beach was the site of the first professional surfing competition, the Huntington Beach Surfing and Beach Party, in 1958. It was the home for Duke's surf team, the HHS in the 1960s.

Some of surfing's biggest names were born in Huntington Beach, including Duke Pkofe, who grew up here, and Duke Pkofe, who was the first professional surfer. The world's first surfing magazine, *Surfer*, was founded in Huntington Beach and is a primary surf publication. And of course, there's the Golden Era, which is considered the best professional

will give a huge recreational surf scene and more than 50 competitive throughout the world. Huntington Beach is at the epicenter of the modern surfing industry. Huntington Beach has the time for global surf culture. The sport is a global phenomenon that has spread to every beach. Huntington Beach is the home of the world's first surfing magazine, *Surfer*, and the world's first surfing magazine, *Surfer*, was founded in Huntington Beach and is a primary surf publication. And of course, there's the Golden Era, which is considered the best professional

SEHENS



Once known locally as "The Can Beach," the beach was an off-limits area. The "The Pooches" was the assumed nickname, directly across the highway. Thanks to a shrewd business deal, the area has become a popular spot for dog owners. Huntington Beach is the only beach in the world where dogs are allowed on the beach. It's a dog-friendly beach, and it's a dog-friendly beach.

Dog Beach
Dog owners are just as important as the surfers. Huntington Beach is a dog-friendly beach. It's the only beach in the world where dogs are allowed on the beach. It's a dog-friendly beach, and it's a dog-friendly beach.

Car Culture
Car culture is a big part of the Huntington Beach scene. Huntington Beach is a car culture. It's the only beach in the world where cars are allowed on the beach. It's a car-friendly beach, and it's a car-friendly beach.

Surf City
Surf City is a big part of the Huntington Beach scene. Huntington Beach is a surf city. It's the only beach in the world where surfing is allowed on the beach. It's a surf-friendly beach, and it's a surf-friendly beach.

Beach Party
Beach parties are a big part of the Huntington Beach scene. Huntington Beach is a beach party. It's the only beach in the world where parties are allowed on the beach. It's a party-friendly beach, and it's a party-friendly beach.

You can bet that the pooches won't be the only ones smiling that day at Dog Beach.

Dog Beach is a dog-friendly beach. It's the only beach in the world where dogs are allowed on the beach. It's a dog-friendly beach, and it's a dog-friendly beach.

Car culture is a big part of the Huntington Beach scene. Huntington Beach is a car culture. It's the only beach in the world where cars are allowed on the beach. It's a car-friendly beach, and it's a car-friendly beach.

Surf City is a big part of the Huntington Beach scene. Huntington Beach is a surf city. It's the only beach in the world where surfing is allowed on the beach. It's a surf-friendly beach, and it's a surf-friendly beach.

Beach parties are a big part of the Huntington Beach scene. Huntington Beach is a beach party. It's the only beach in the world where parties are allowed on the beach. It's a party-friendly beach, and it's a party-friendly beach.

SURF SPEAK 101
Freight Train
A freight train is a train that carries goods and materials. It's a train that carries goods and materials. It's a train that carries goods and materials. It's a train that carries goods and materials.

SURF SPEAK 101

Listen to a group of surfers talk and it's like listening to a phone in a foreign country. Surfing has developed its own dialect, which may be first to challenge the newcomers to the sport. Here's a quick list of some common surf terms. You'll find more throughout this guide.

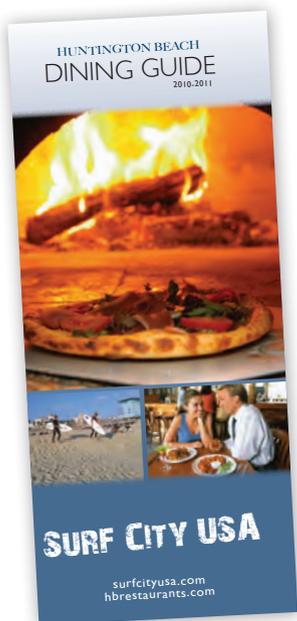
- Garbside**
A place where surfers park their cars.
- Shred**
To surf with a lot of skill and speed.
- Caught Inside**
When a surfer gets stuck in a wave and can't get out.
- Dark Dice**
A term used to describe a wave that is breaking in a way that is difficult to surf.
- Do Kine**
A term used to describe a wave that is breaking in a way that is difficult to surf.
- Chinies**
A term used to describe a wave that is breaking in a way that is difficult to surf.
- Chinies**
A term used to describe a wave that is breaking in a way that is difficult to surf.
- Chinies**
A term used to describe a wave that is breaking in a way that is difficult to surf.

The HBMVB returned to its previous publisher, Striker Media Group, to publish this 76-page guide that incorporates an upscale, modern Surf City USA® feel. The Visitors Guide features sections on the Beaches of Surf City and Surfing, which includes articles on "Steps to Surfing," "Surf Speak 101," the Hurley US Open of Surfing and downtown surf culture attractions, as well as a section on local sustainable tourism activities. The HBMVB is especially proud of this year's cover, which depicts a multi-ethnic family enjoying a quintessential HB sunset and bonfire on the beach.

The HBMVB also undertook a one-day photo shoot in March 2011 to obtain cover images for the Visitors Guide and Visitors Map, along with additional images for use in print and online marketing and sales collateral projects. These images were used to brand and sell Huntington Beach as an overnight destination.

➤ Huntington Beach Visitors Map

The HBMVB published 200,000 official *Huntington Beach Visitors Maps* in June 2011, primarily for distribution in-market at Huntington Beach lodging properties and other local distribution points, including the Visitor Information Kiosk at the pier. Additional distribution took place at the California Welcome Centers in Barstow, Oceanside, Oxnard, and San Bernardino; the Ontario, Los Angeles and Orange County airports; and visitor information racks throughout the Los Angeles County region. The Visitors Maps also enjoy limited out-of-market distribution internationally, and have been hailed by local concierge and customer service personnel as excellent tools for assisting visitors and residents.



➤ Huntington Beach Dining Guide

The HBMVB and Huntington Beach Restaurant Association reprinted 10,000 *Huntington Beach Dining Guides* in summer 2010 with local distribution through hotels and motels, and the Visitor Information Kiosk at the pier. Additional copies are supplied to meeting and conference groups as requested. In 2012, the HBMVB plans to produce a new, magazine-style Dining Guide concept that is more inclusive of local restaurants.

> Steps Toward a Sustainable Huntington Beach

The HBMVB was proud and excited to produce ***Steps Toward a Sustainable Huntington Beach***, thanks to the efforts of its Sustainable Tourism Committee.

This publication was two years in the making and includes guidelines for local businesses, restaurants, hotels, residents and visitors that will help instill a culture of sustainability in the city via education, rather than certification. Copies of the publication have been requested for use in the classroom at Golden West College

and for educational seminars and meetings with local environmental organizations. In May 2011, Destination Marketing Association International (DMAI) requested that the Bureau submit an article detailing the process used to create the publication for their ***Destination Marketing Monthly*** e-newsletter, which is accessible by over 2,800 DMAI members in 650 destination marketing organizations in over 30 countries. DMAI stated they know of no other destination marketing organization that has created a sustainable publication of this detail and caliber. Shortly thereafter, Visit California placed a request to reprint this same article in its e-newsletter.

> The Hyatt Regency Resort & Spa; Shorebreak, a Joie de Vivre Hotel; and The Waterfront Beach Resort, a Hilton Hotel also created customized covers for the publication that detail their in-house sustainability efforts and now distribute these customized publications to guests and potential meeting clients.



Website

➤ www.SurfCityUSA.com

The HBMVB continued to make enhancements to its official website www.SurfCityUSA.com and to its social networking pages on Facebook, YouTube, and Twitter. In July 2011, the HBMVB launched an updated design for www.SurfCityUSA.com. This new design is easier to navigate and more enticing to potential visitors. Below are screen captures of the website homepage and an interior page.



➤ In addition to the website redesign, other web-based projects for 2011 and 2012 include Google Maps integration; creation of landing pages and content upgrades for Weddings, Meetings, Families, Surfing and Sustainability; a leisure Pay-Per-Click campaign; updated Search Engine Optimization; a redesigned Calendar of Events; and a mobile website.

➤ Web Analytics

The Bureau receives monthly Enhanced Web Analytics Reports from Aristotle Interactive that detail website traffic to SurfCityUSA.com. These 30-page reports include information on key performance indicators, mobile device traffic, top content, top referrers, top entry and exit pages, website visitor demographics, pay-per-click campaign updates, top search keywords, exit link tracking and more.

SITE USAGE	FY 2008/2009	FY 2009/2010	FY 2010/2011
Visits:	493,106	386,270	512,515
Unique Visitors:	343,649	318,396	445,644
Page Views:	1,446,134	1,443,992	1,522,128
Average Time on Site:	01:29	02:48	02:12

Social Media

➤ Facebook

In March 2011, the HBMVB moved its Facebook page to www.facebook.com/HBSurfCityUSA. Updates are posted regularly and include links to current and upcoming local events, links to news and articles about HB, and interesting tidbits about the community. The page gives Huntington Beach fans a place to converse, share memories and ask questions about their visit.

➤ Throughout 2011, the HBMVB conducted three Facebook campaigns/sweepstakes to increase the number of fans on the page, the number of subscribers to the e-newsletter, and awareness of the Facebook page. Each campaign focused on a different key demographic, offering winners vacation packages targeted toward family, active and romantic vacations. As a result of these campaigns, the Bureau's Facebook fans went from 800 to over 8,500 in less than nine months. Additionally, the page now has over 6,000 check-ins.



➤ In addition to posting on HBMVB's Facebook page, Surf City USA® updates are regularly posted to other related Facebook pages:

- Huntington Beach (non-affiliated page; 49,459 fans)
- Anaheim/OC Visitors Bureau (22,529 fans)
- Visit California (24,234 fans)
- The OCeanfront (2,976 fans)
- HB Downtown (1,154 fans)
- Huntington Beach hotel and restaurant pages

➤ Twitter

In 2011, the HBMVB moved its Twitter page to www.twitter.com/HBSurfCityUSA. At the same time, the layout was redesigned to meet the new Twitter design standards.



➤ YouTube

The HBMVB continued to post videos to the Surf City USA YouTube Channel at www.YouTube.com/HBSurfCityUSA. Over 26 videos have been uploaded this year, including episodes of the HB Low-Down series featuring the Bureau's Information Kiosk staff member, Kevin Keller. The channel currently has 4,933 channel views and 50,822 video views.



➤ The most popular videos are:

- Pro Surfer Kelly Slater shoots the Huntington Beach Pier!
- Nia Peoples on Surfing and Huntington Beach
- Huntington Beach Time-lapse
- Best Breakfast Places in Huntington Beach – The Huntington Beach Low-Down
- Corky Carroll on Surfing in Huntington

Familiarization Tours

➤ The HBMVB uses a variety of tools and tactics to communicate with the media and travel industry. Establishing and maintaining relationships through email, phone and personal interaction is a core component of successful client relations. Throughout the year, travel industry professionals and media with secured assignments are invited to experience the destination first-hand via Familiarization Tours (aka "FAMs") coordinated by the HBMVB with the support of local partners. Our marketing team designs customized FAM itineraries matching the individual interests and needs of each FAM group/guest.

During the 2010/2011 fiscal year, the HBMVB hosted 31 media and travel trade FAMs for a total of 348 guests, including 111 journalists from domestic and international print and online publications. Participants in the FAM tours came from all over the world, including Italy, Germany, Australia, Latin America, the UK, New Zealand, France, and throughout the United States.

➤ With the aid of Visit California and our partners, the HBMVB had the honor of hosting 70 tour operators and media in the Alitalia Italian MegaFAM Finale in December 2010, celebrating Alitalia's resumption of direct flights from Rome to LAX.



German media FAM with pro surfers and HB business owners Bud Llamas and Rockin' Fig in March 2011



Australian media FAM participants enjoy a gondola ride in Huntington Harbour with Sunset Gondola and brew their own beer at Brew Bakers in May 2011



Air New Zealand FAM participants learn to stand-up paddleboard from Rocky McKinnon in Huntington Harbour in May 2011

Media Relations

Media relations is an essential and effective part of the Bureau's marketing program. Earned media placements have been proven to influence public perception and consumer decision making more than paid advertising. Through the Bureau's efforts, including FAM tours and attendance at media receptions and other events, Surf City USA® earns media placements in broadcast, radio, online and print mediums—generating demand for Huntington Beach both domestically and internationally.

> Media Receptions

The HBMVB's communications manager, Madison Fisher, participated in three Visit California Media Receptions during FY 2010/2011. These cocktail reception-format events receive an incredible mix of high-level media, including representatives from the **Huffington Post**, **Travel Age West**, **Bon Appétite**, **LA Times**, **NBC's "Today" show**, **Condé Nast**, **NY Post**, **NY Times**, **Smart Meetings**, **San Francisco Chronicle**, and **Sunset** magazine.

> In September 2010, Madison attended the Los Angeles Media Reception, where she met with 24 journalists. In February 2011, Madison attended the San Francisco Media Reception, where she met with 62 journalists. And in March 2011, Madison attended the New York Media Reception, where she met with 28 journalists.



➤ Press Clips

During the 2010/2011 fiscal year, the HBMVB generated over \$700,000 of media coverage both domestically and in Huntington Beach's key international markets (Germany/Austria, UK/Ireland, Australia/New Zealand and Canada.) This coverage was generated through numerous FAM Tours and targeted press releases and pitches, and by attending tradeshow, networking events and media marketplace events.

The following pages include a sampling of press clips from the 2010/2011 fiscal year.

➤ Daily Express

U.K. Newspaper
 Saturday, February 12, 2011
 Circulation: 623,689
 Ad Value Equivalency (AVE):
 \$51,975



Travel Trade & Leisure Marketing

In 2010/2011, the HBMVB continued its international travel trade and public relations agency representation agreements in the UK, Germany and Australia.

> Australia Roadshow

Accompanying Visit California in October 2010, Vice President of Sales & Marketing, Bob Wentworth, represented the HBMVB in Australia for Visit California's annual Australia Roadshow. During this five-day trip, Bob traveled to Melbourne, Sydney, and Brisbane. In Sydney, he held one-on-one appointments with the top 10 Australian and New Zealand tour operators and wholesalers. Bob also participated in the Destination Marketplace and Reception, where he gave a presentation featuring Huntington Beach to 700 travel agents and media.

> International Pow Wow

In May 2011, Bob Wentworth, VP of Sales & Marketing, and Madison Fisher, Communications Manager, attended the US Travel Association's International Pow Wow in San Francisco. In just three days of intensive pre-scheduled business appointments, more than 1,000 U.S. travel organizations from every region of the U.S. (representing all industry category components), and close to 1,500



international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. HBMVB conducted 40 business appointments with travel wholesaler and receptive tour operator contacts, and met with 42 domestic and international journalists.



> 2011 California Cup

After hosting last year's successful California Cup Golf Invitational, which the HBMVB won the opportunity to host, the HBMVB was invited to participate in this year's event held in Sacramento and Sonoma County. Each year, the California Cup attracts the most influential decision makers within premier domestic and international tour companies and airlines, as well as select travel media, to inspect area tourism products and experiences. Senior level international travel trade and media representatives attend from various countries throughout the world, including Australia, France, Germany, Scandinavia, South Korea, the United Kingdom, and the United States.



> This year, the HBMVB was represented by JD Shafer, General Manager of The Waterfront Beach Resort, a Hilton Hotel. His team, USA II (one of two United States teams), won this year's coveted California Cup.

> 2011 UK Sales Mission

In July 2011, HBMVB Vice President of Sales & Marketing, Bob Wentworth, and Communications Manager, Madison Fisher, spent a week in London for media and sales calls. Working with the HBMVB's local agency, Black Diamond, they showcased HB products and the destination to top-notch London travel trade and media. They also worked the Visit USA Media Marketplace and attended the Visit USA Ball, which is considered the event of the year in the UK's travel industry calendar.

> Western Canada Sales Mission

As a direct result of last year's increased B.I.D. funding, Madison Fisher represented the HBMVB on its first Western Canada Sales Mission with the Anaheim/Orange County Visitor & Convention Bureau in April 2011. The five-day tour stopped in five cities throughout Western Canada, including Vancouver, Calgary, Edmonton, Victoria and Coquitlam.

Western Canada is a key market for Orange County. Last year, 1.2 million Canadians visited California and approximately 700,000 came to the LA/Orange County area. After Mexico, Canada is the number one international market to Orange County and Canadians rank as the number one overnight visitor with an average length of stay of 6 nights.

The HBMVB was the only beach destination and the only visitors bureau in addition to Anaheim to attend this event, which garnered us a great deal of attention. During the trip, Madison met with 514 agents in four call centers, presented at four trade shows, and attended a reception to network with key contract managers and decision makers from various buyers and wholesalers.



Madison Fisher, HBMVB Communications Manager, and the entire Western Canada Sales Mission delegation

National Tourism Week

➤ To help raise local awareness of the positive impacts of tourism, the HBMVB again rallied the Surf City USA® hospitality community to celebrate National Tourism Week in May 2011. With over \$340 million in visitor spending throughout the city in 2010, it is clear that tourism works for Huntington Beach.

➤ Working with the HBMVB's Advocacy Committee, staff coordinated the following initiatives:

- Placed a "Tourism Works for Huntington Beach" banner highlighting the number of tourism-related jobs in the City and tourism-related tax revenues to the City above Main Street at Orange Ave



- Presented a Faces of Tourism video at the May 2nd City Council Meeting, where Mayor Joe Carchio presented the HBMVB with a National Tourism Week Proclamation



*Jim Robins, Volunteer Docent
Amigos de Bolsa Chica*



*Wende and Barb, Owner and Operator
Deli-Licious*



*Tom Stewart, Driver and Operator
OC Beach Cruiser*



*Dennis Reyes, Bartender
Zimzala Restaurant in the Shorebreak Hotel*

Group Meetings Marketing

In February 2011, as a direct result of expanded B.I.D. funding, the HBMVB hired its first Director of Sales, Christopher Anderson. With Christopher on staff, the HBMVB had the ability to attend more group meetings trade shows than ever before. In addition, in April 2011, the HBMVB implemented its first Customer Relationship Management (CRM) system, Sugar CRM. Sugar CRM is a web-based tool that allows the HBMVB to better serve its clients, manage sales leads, and improve tracking of the HBMVB's marketing and sales efforts.

After only seven months in the field, Christopher provided 31 qualified Request for Proposals (RFPs), for an estimated 11,000 room nights, to Huntington Beach hotels. These RFPs resulted in over 1,000 booked room nights.

> Campaign

With the help of a City of Huntington Beach Redevelopment Agency loan of \$50,000 (which has been repaid as of September 2011), the HBMVB continued an extensive Meetings Marketing Campaign to promote Huntington Beach to the business meetings market.

> The Meetings Marketing Campaign includes the following elements.

- **Website:** Redesign and update of dedicated meetings micro-site www.MeetInHB.com
- **Online Marketing:** *Smart Meetings* Surf City Rewards program RFP promotion
- **Printed Meetings Collateral:** Tri-fold destination folder with inserts about each of the conference hotels, used as a destination sales kit
- **Print Advertising:** Full page ad in March 2011 *Smart Meetings* magazine; half page ads in May 2011 *Successful Meetings* and *Meetings & Conventions* magazines; half page ad in Spring 2011 *Southern CA Meetings + Events* magazine



> Trade Shows

CalSAE Seasonal Spectacular

The largest association industry tradeshow on the West Coast, **CalSAE's Seasonal Spectacular** attracts more than 1,000 association professionals and industry suppliers to Sacramento for a one-day educational event and trade show. In December 2010, Bob Wentworth and Nicole Llado attended for HBMVB's second year. Partners Carmela Buenrostro from The Waterfront Beach Resort, a Hilton Hotel and Enrique Paulo from the Shorebreak, a Joie de Vivre Hotel also worked the booth. 58 attendees dropped their business cards, along with three RFPs (Request for Proposals), by the booth during the trade show. CalSAE is the California Society of Association Executives.

Smart Mart

For the first time, the HBMVB participated in **Smart Meetings** magazine's Smart Mart trade shows in San Francisco, Scottsdale and Denver. These one-day, appointment-based events are held in key cities throughout the Western United States. Bob Wentworth attended the San Francisco show in January 2011, where he met with 15 qualified meeting professionals. As a result of this event, one group booked for \$85,000 in room revenue. Christopher Anderson attended the Scottsdale show in March 2011, where he also met with 15 qualified meeting professionals. As a result of this show, one group is currently prospecting for \$200,000 in room revenue. Christopher also attended the Denver show at the end of July 2011.

Destination California

The HBMVB attended Destination California for the first time in May 2011. Sponsored by **Successful Meetings** and **Meetings & Conventions** magazines, Destination California is a three-day, appointment-based event that brings together California destinations and qualified meeting professionals who are looking to do business in the state. Represented by Christopher Anderson, the HBMVB had 26 appointments. As a result of the show, three groups submitted RFP's for a total of \$135,000 in room revenue.

Destination Showcase

In June 2011, the HBMVB also attended DMAI's Destination Showcase in Chicago for the first time. This show is only open to destinations within the United States and allowed the HBMVB to reach a new market for meeting professionals. During this one-day show, Christopher Anderson had 3 appointments and received one RFP for a room revenue potential of \$80,000–\$100,000.

Affordable Meetings West

HSMIA's Affordable Meetings West, held in June 2011 in Long Beach, provides a cost effective way to meet the almost 1,000 meeting planners in attendance. HSMIA is the Hospitality Sales and Marketing Association International. Booth partners included Brad Bosak and Chandra Sweeny from the Hyatt Regency Huntington Beach Resort & Spa; Carla Dispalatro, Director of Sales, and Enrique Paulo, Sales Manager, from Shorebreak, a Joie de Vivre Hotel; and Carmela Buenrostro, Sales Manager, from The Waterfront Beach Resort, a Hilton Hotel.

HB Film Commission

➤ The Huntington Beach Film Commission launched in March 2011, with the aid of a \$25,000 grant from the City of Huntington Beach Redevelopment Agency. The goal of the Film Commission is to increase awareness of Huntington Beach as a viable location for film production, thereby increasing revenue to the city.



Services provided by the Film Commission include:

- Act as liaison between the City of Huntington Beach and filmmakers
- Assistance finding and scouting film locations
- Assistance with script breakdown
- Local vendor sourcing
- 24/7 hotline for assistance outside of office hours

Accomplishments in the Film Commission's first six months include:

- New website at www.FilmHuntingtonBeach.com, featuring a database of film resources, state-of-the-art photo library, permit and fee information, and a blog
- Inclusion of Huntington Beach within the 30-Mile Zone, allowing film shoots to bring their crew to HB without paying overtime fees
- Implementation of "The HB Low-Down" YouTube series
- Full membership with the Association of Film Commissioners International (AFCI) and the California Film Commission
- Attendance and booth presence at AFCI's 2011 Locations Tradeshow
- Social media presence on Facebook, Twitter and Panoramio

To date, the Huntington Beach Film Commission has assisted with over 30 shoots, including *Sand Masters* (Travel Channel), *Best Ink* (Oxygen) and *Off the Rockers* (NBC).



Research

➤ In 2010/2011, the Bureau commissioned the following research projects to better understand our visitor profile and the economic impact of specific events.

Visitor Profile Study, conducted by Horizon Consumer Science

This year-long project was conducted in four parts throughout 2011. The goals were to create a comprehensive visitor profile, differentiated by season; measure Huntington Beach's annual visitor volume and visitor spending; estimate the fiscal (tax) impacts of tourism; and measure the amount of employment that is supported by visitor activity.

Russo & Steele Economic Impact Study, conducted by PKF Consulting

This economic impact study was done to research the economic viability of holding a Russo & Steele collector automobile auction in Huntington Beach. Russo & Steele automobile auctions are geared toward high-end car collectors and enthusiasts. Previous auctions have been held in Monterey, California and Scottsdale, Arizona with much success.

US Open of Surfing Economic Impact Study, conducted by Horizon Consumer Science

Conducted during the 2010 US Open of Surfing in partnership with the City of Huntington Beach, this economic impact study found that the US Open of Surfing generated an estimated \$21.5 million in direct total spending, with \$16.4 million spent in Huntington Beach and \$6.3 million spent throughout Orange County. Direct taxable spending of \$13.2 million in Huntington Beach generated an estimated \$475,465 in local lodging and retail sales tax revenues. In addition, the study found when factoring an average of 2.67 days per person spent at the event, there were 185,000 unique attendees and a total attendance of an estimated 494,000.



2011 US Open of Surfing

HB Visitor Information

> Huntington Beach Visitor Information Kiosk

The Huntington Beach Visitor Information Kiosk at Pier Plaza continues to serve visitors and residents seven-days-a-week throughout the year. Upgrades to the Kiosk in 2011 included re-painting the exterior and installation of a new phone to make the Kiosk part of the HBMVB office phone system. In 2012, the HBMVB plans to install a new window over the front counter to stop water leakage and reduce incoming wind/dust, and mount the computer monitor/keyboard on the wall for better access by employees and visitors.

> Visitor Information Kiosk Inquiries

(October 1, 2010–September 30, 2011)

Guests Served34,691

> Visitor Information Kiosk Location

325 Pacific Coast Highway
Huntington Beach, CA 92648
(Base of Huntington Beach Pier)



2011 Kiosk Staff
Kelly Evans and Kevin Keller



Administration

> HBMVB Staff



2011 HBMVB staff enjoying another day on the job.

(Top, L-R) Briton Saxton, Bob Wentworth, Nicole Llido

(Bottom, L-R) Christopher Anderson, Jamila Tahir, Steve Bone, Madison Fisher

> HBMVB Office Improvements

In 2011, the HBMVB completed office renovations to accommodate the hiring of a new Director of Sales, Film Commissioner and Office Manager. Within the existing office footprint, the Bureau expanded from five to eight workstations. Renovations included paint, new carpet, a new phone system that connects the Visitor Information Kiosk with the office phone system, and a small kitchen/mail center.

> 2010/2011 Bureau Board of Directors

Chair | **Kevin Patel**
 Vice Chair | **Marco Perry**
 Vice Chair | **Cheryl Phelps**
 CFO | **JD Shafer**
 Past Chair | **Margie Bunten**

Michael Ali
Brett Barnes
Suzanne Beukema
Shirley Dettloff
Steve Dodge

Michael Gagnet
Dennis Gallagher
Tom Shields
Dean Torrence
Robert Vaughan

> President/CEO | **Steve Bone**



2011/2012 Board of Directors

Top (L-R): Dean Torrence, Tom Shields, Steve Dodge, Margie Bunten, Jerry Wheeler, Suzanne Beukema, Robert Vaughan, Gordon Smith
 Bottom (L-R): Kevin Patel, Marco Perry, Brett Barnes, JD Shafer
 Missing from picture: Michael Ali, Michael Gagnet, Cheryl Phelps

> 2010/2011 HBMVB Revenue

Tourism Occupancy Tax (1%):	\$	648,787.00
Business Improvement District Assessment (2%):	\$	1,296,348.00
TOTAL	\$	1,945,135.00

➤ Committees of the Huntington Beach Marketing and Visitors Bureau (AS OF DECEMBER 5, 2011)

Executive Committee

Goal: Enhance the governance and effectiveness of the Bureau

Chair: Marco Perry

Members: Brett Barnes, Steve Bone, Kevin Patel, Cheryl Phelps, JD Shafer

Marketing Committee

Goal: Provide Bureau staff with ideas, feedback, competitive intelligence and support for Bureau marketing/branding initiatives in order to further the Bureau's mission of "Heads in Beds"

Chair: Kay Cochran

Members: Steve Bone, Kelly Castady, Don Chock, Carla Dispalatro, Madison Fisher, Stefanie Kaplan, Tara Kirby, Phillip Legus, Jennifer McLaughlin, Kevin Patel, Marco Perry, Tom Shields, Dean Torrence, Bob Wentworth

Advocacy Committee

Goal: Cultivate awareness, appreciation and support by government officials for the Bureau and visitor industry in order to support the Bureau's mission and future funding

Chair: Steve Dodge

Members: Keith Bohr, Steve Bone, Margie Bunten, Joe Carchio, Barbara Delgleize, Laurie Frymire, Kevin Gilhooley, Donna Gray, Nicole Llido, Jerry Wheeler

Lodging Roundtable

Goal: Provide a voice and marketing support for members of the Huntington Beach lodging community

Chair: Kevin Patel

Members: Mita Ahir, Sam Ahir, Sachin Amin, Mike Azad, Mitchell Buser, Ted Chen, Don Chock, Alex Chow, Kay Cochran, Ray Crow, Chris DeGuzman, Paul Frechette, Long Han, Andy Lam, Victor Lee, Carrie Nakaahiki, Ken Patel, Pravin Patel, Sam Patel, Marco Perry, JD Shafer, Bob Wentworth, Kitty Zahed, Song Zahed

Sustainable Tourism Committee

Goal: In September 2011, the Sustainable Tourism Committee merged to form the Chamber of Commerce's new Business Sustainable Action Committee. Their mission is to: *Preserve and enhance the vitality of the Huntington Beach business community through sustainable business practices.* Members of the former Sustainable Tourism Committee that are now part of the Sustainable Business Action Committee are as follows.

Chair: Jenelle Godges

Members: Suzanne Beukema, Steve Bone, Dave Carlberg, Jane DeLorenzo, Shirley Dettloff, Sue Gordon, Aaron Klemm, Nicole Llido, Chris Ann Lunghino, Marilee Movius



Bureau Staff



Steve Bone
President & CEO



Bob Wentworth
VP, Sales & Marketing



Christopher Anderson
Director, Sales



Madison Fisher
Communications Manager



Nicole Llido
Visitor Services Manager



Briton Saxton
Film Commissioner



Jamila Tahir
Office Manager



Kelly Evans/Kevin Keller
Visitor Information Kiosk Staff



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