



Visit Huntington Beach Tourism Summit

Thursday June 15, 2023



Caroline Beteta

President & CEO

Visit California



CALIFORNIA TOURISM HAS BOUNCED BACK



GLOBAL MARKETING IS DRIVING DEMAND FOR CALIFORNIA



TOURISM BENEFITS VISITORS & RESIDENTS



Huntington Beach Board Representation



Peter Clarke
VP – CMH Operations
West
**InterContinental
Hotels Group**



Michael Dunne
Area VP of
Operations, West
Hilton Worldwide



John Sheperdson
VP, Northwest
Region
**Avis Budget
Group, Inc.**



Kevin Bass
General Manager/ VP
Enterprise Holdings



Ripton Melhado
Sr. VP Field
Operations
Hyatt Corporation



Shuaib Bulhan
VP, North Pacific
Operations
The Hertz Corporation



Carla Murray
President, U.S. Western
Region
Marriott International

Huntington Beach Tourism Representation



Kelly Miller

President & CEO

Visit Huntington Beach

- CEO Destination Council
- Marketing Advisory Committee
- Regional Strategic Plan Steering Committee

USA

visit
California

INSPIRATION

PLANNING

TRANSACTION



VISIT
HUNTINGTON BEACH
SURF CITY USA®

ACCOMMODATIONS
RENTAL CARS
ATTRACTIONS
RESTAURANTS & RETAIL
TRANSPORTATION



State of Tourism



Tourism Related Spending

\$134.4B

Tourism Employment

1.1M

State & Local Tax Revenue

\$11.9B

Orange County

2022

2019

Visitor Spending

\$14.76

Billion

\$14.46

Billion

Tax Revenue

\$1.29

Billion

\$1.17

Billion

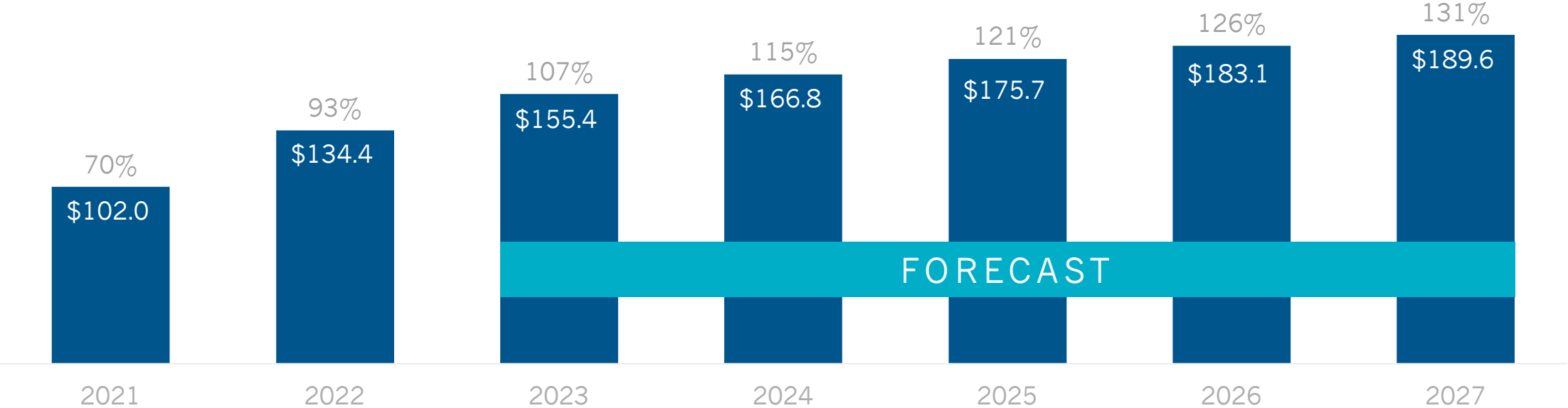
Jobs

124,950

132,370

California Travel Spending Forecast

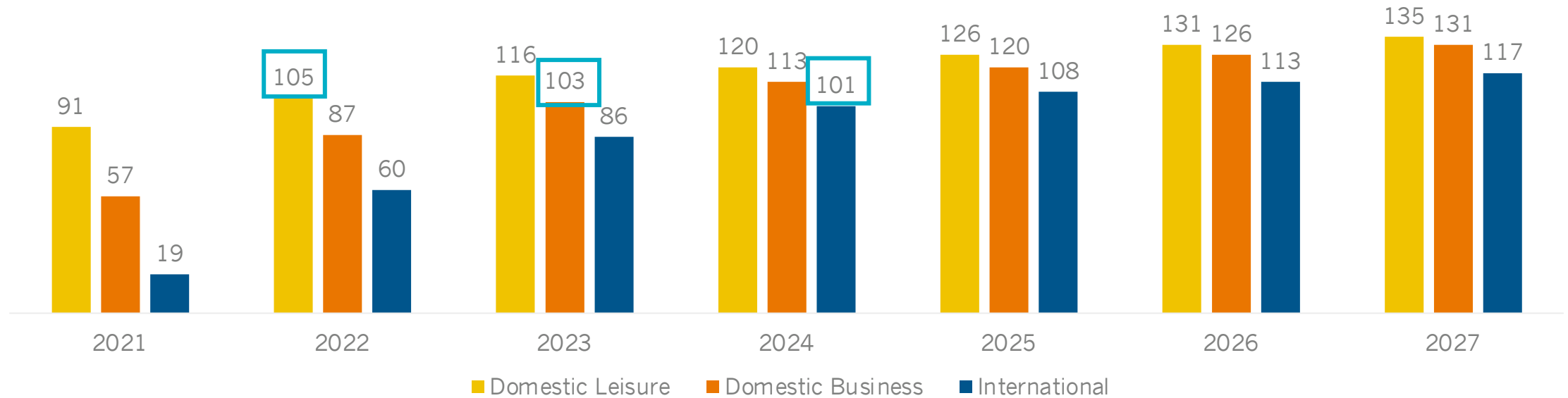
Total California Travel Spending
and Percent Value Relative to 2019



Source: Tourism Economics (May 2023)

Spending Forecast by Travel Segment

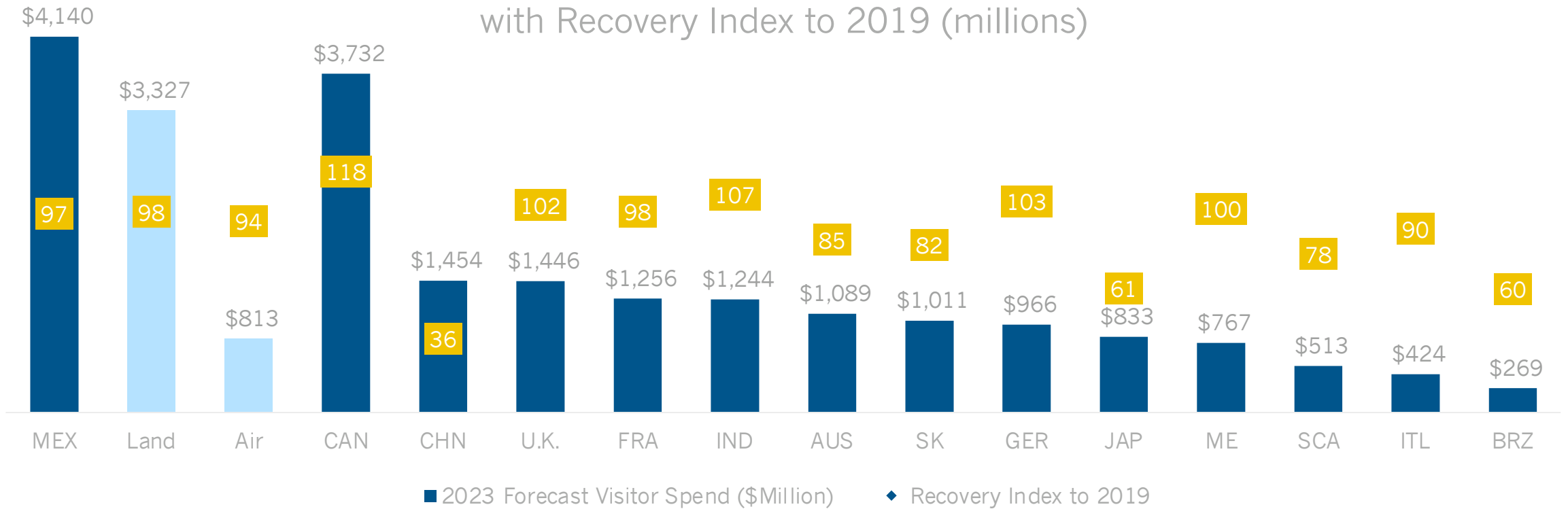
Forecast Comparison: Visitor Spend to California by Key Sectors
(2019=100)



Source: Tourism Economics (May 2023)

2023 Visitor Spending by Market

2023 Forecast Visitor Spend by Market with Recovery Index to 2019 (millions)



Source: Tourism Economics (May 2023)



Driving Demand for California

FY23/24 Campaign Framework

BRAND CAMPAIGNS

Global
Leisure
Travel



Ultimate Playground Brand Campaign



'Childhood Rules'



'California Road Trip Republic'

DYNAMIC FOUNDATIONAL CAMPAIGN



Leveraged Media Co-op – Search –
Social Display – Paid Content Distribution

Global
Business
Travel

PROFESSIONAL MEETING & EVENTS CAMPAIGN



'The Birthplace'

California

**We celebrate
diversity**

**All dreams are welcome
here**

**Our vibe is fun &
free-spirited**

**We encourage you
to be you**

**The power of
possibility lives
here**

**We champion being
open-minded**



CA ATTITUDE + CA ABUNDANCE =

OUR MINDSET (PLAYFUL/OPEN)

OUR PRODUCT EXPERIENCE (VAST/DIVERSE)

THE ULTIMATE PLAYGROUND

OUR BRAND POSITIONING

California inspires travelers to pursue playfulness in their lives.

“A California vacation/holiday encourages me to express my individual form of play...”

'Childhood Rules'





**ROAD TRIP
REPUBLIC™**

Domestic Leveraged Media Co-Op

- Fall & Spring flights
- 13.4 Million impressions

ALL DREAMS WELCOME,
EVEN FAMILY FUNDAY ONES.



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SURF CITY USA®

California
dream big

ALL DREAMS WELCOME,
EVEN RIDICULOUSLY
RELAXING ONES.



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CALIFORNIA NOW BLOG / SURF INDUSTRY MEMBERS ASSOCIATION HOSTS FIRST-EVER SURFSCAPE
Surf Industry Members Association Hosts First-Ever SURFScape

Grab the latest and greatest gear at this new community expo taking place April 29-30 in Huntington Beach

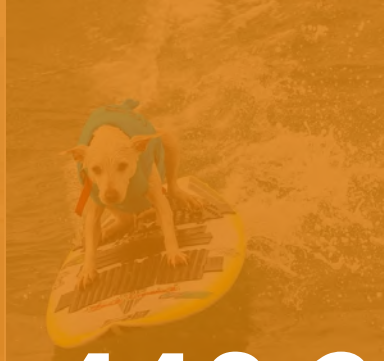
Posted 2 months ago
by Allison Hata



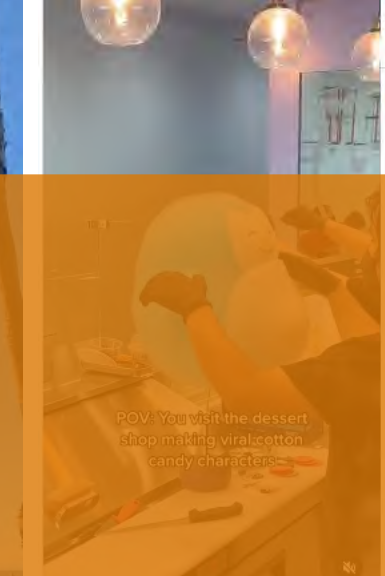
In California, surfing is serious business. As the official state sport, it draws groms, novices, and pros alike to West Coast waters. Newcomers quickly learn, however, that surfing here is about more than catching the perfect wave—it's about connecting with nature, building community, and celebrating the unique experiences to be found along the diverse coastline.

Leading the effort to grow this community and protect the ocean for generations to come is an organization from a SoCal beach town known, fittingly, as Surf City USA. This spring, the **Surf Industry Members Association** is debuting a brand-new surf experience in **Huntington Beach**, bringing together dozens of the sport's biggest brands for an oceanfront expo taking place April 29-30. Here's what to expect at the free SURFScape event, from shopping pop-ups to live entertainment.

visitcalifornia
Surf's up at Dog Beach, Huntington!



TikTok
Things to do for the HOLIDAYS in California
HUNTINGTON BEACH



visitcalifornia • Following
Original audio
visitcalifornia • Are you as obsessed as we are with the @polarplayground in @SurfCityUSA?! This cotton-candy wonderland transforms your favorite cartoon characters into edible works of art.
@deannawoo
#VisitCalifornia #Candy #FamilyFriendly #Travel #HuntingtonBeach #California
15w
wechoseadventures Yes please! My kids would never want to leave
15w Reply
1,943 likes
FEBRUARY 16
Add a comment...

Forbes
440,300+ Pageviews
4,800+ Qualified Leads
57 Social Media Posts
42 Media Placements

visit California
Family Road Trip: Hollywood, Huntington Beach, and Seaside
This five-day itinerary features some of Southern California's greatest hits, from Universal Studios Hollywood to classic beaches



visitcalifornia • Following
visitcalifornia @ The @USOpenofSurf is back in Huntington Beach (@surfcityusa) from July 30 to August 7, featuring the best in surfing, skateboarding, and BMX! This annual FREE event is the largest action sports festival in the world and includes fun activities and events for all ages. [View more](#)
Visit our link in bio to learn more about this event!
@michellimphoto, @kksurphotography
stappal
929 likes
Add a comment...

10 Family Outdoor Adventures
No matter what your family is celebrating, a day of outdoor adventures is a great way to spend time together.
10) Learn to Surf: Huntington Beach
Family outdoor adventure highlights: Vacations can be great opportunities to veer off the beaten path, so maybe it's time your family added surfing to its list of hobbies. Sure, riding waves has a steeper learning curve than many other outdoor activities, but it also has the biggest cool factor. Kids often learn faster than adults, but with a little practice, even mom and dad can get their toes on the nose. What better place to learn than Surf City USA, aka Huntington Beach? Sign up for lessons or surf camp with **Corky Carroll's Surf School**, **Banzai Surf School**, or **Pacific Surf School**. Just don't forget to slather on the sunscreen.
Pro tip: Before your first surf class, spend a half hour watching YouTube videos that show students practicing their "pop-ups" on dry land. You'll do this in class, but it helps to have a mental picture before you start.
Where to stay: You may need a massage after your first day in the surf, so book at stay at the oceanfront **Hyatt Regency Huntington Beach Resort and Spa**.



Stop 2: Huntington Beach
Where they stayed: The Waterfront Beach Resort, a Hilton Hotel, where rooms feature a surfing theme
What they did: The Mavian family ventured south to the Orange County town nicknamed **Surf City USA**, about one hour from Los Angeles. Their agenda was pretty simple: relax on the beach. "We love Huntington Beach because it's super easy," she says. "The shops are right there, there's awesome food, and a great beach. They have these easy places to rent surrey bikes and a path along the ocean. And there's always something going on, like competitions or events." They rented electric Duffy boats from **Huntington Harbour Boat Rentals**, and made the most of the resort's pool and beach access. "The waterslides were a hit," she says, "with multiple pools and a splash pad for younger kids."

The Best of California

2023
OFFICIAL
VISITOR'S
GUIDE

VISITCALIFORNIA.COM

JESSICA ALBA

"THERE ARE SO MANY INCREDIBLE FACETS TO THIS STATE!"



Sunset Marquis in West Hollywood

California
dream big

ALL-ACCESS FAMILY GETAWAYS

TODAY'S HOUSEHOLDS COME IN ALL SHAPES, SIZES, AND CAPABILITIES. WE SPOKE TO FIVE MOMS WHO BROUGHT THEIR BROODS TO CALIFORNIA AND FOUND IT TO BE THE PERFECT FIT.



Huntington Beach



Does This Float Your Boat?

There's a new water world in Orange County. In an industrial corner of Anaheim, The Adventure Lagoon has taken over a portion of the Miraloma Basin with an inflatable obstacle course featuring a 16.5-foot slide, bouncing domes, climbing walls,

and other floating structures for swimmers of all skill levels. The fourth-largest connectable aquatic park in the country, it also offers activities like paddleboarding, bumper boats, kayaking, and a floating court for water volleyball.



GET ON BOARD

Setting out to make surfing a more inclusive sport, Huntington Beach instructor and board shaper Rocky McKinnon developed a new way to give adaptive athletes on-the-water thrills. His board features a raccoon-style seat notched low into the board for better balance and is made out of a lightweight carbon fiber so passengers can glide effortlessly over the city's famous swells.



Where Wine Meets Water

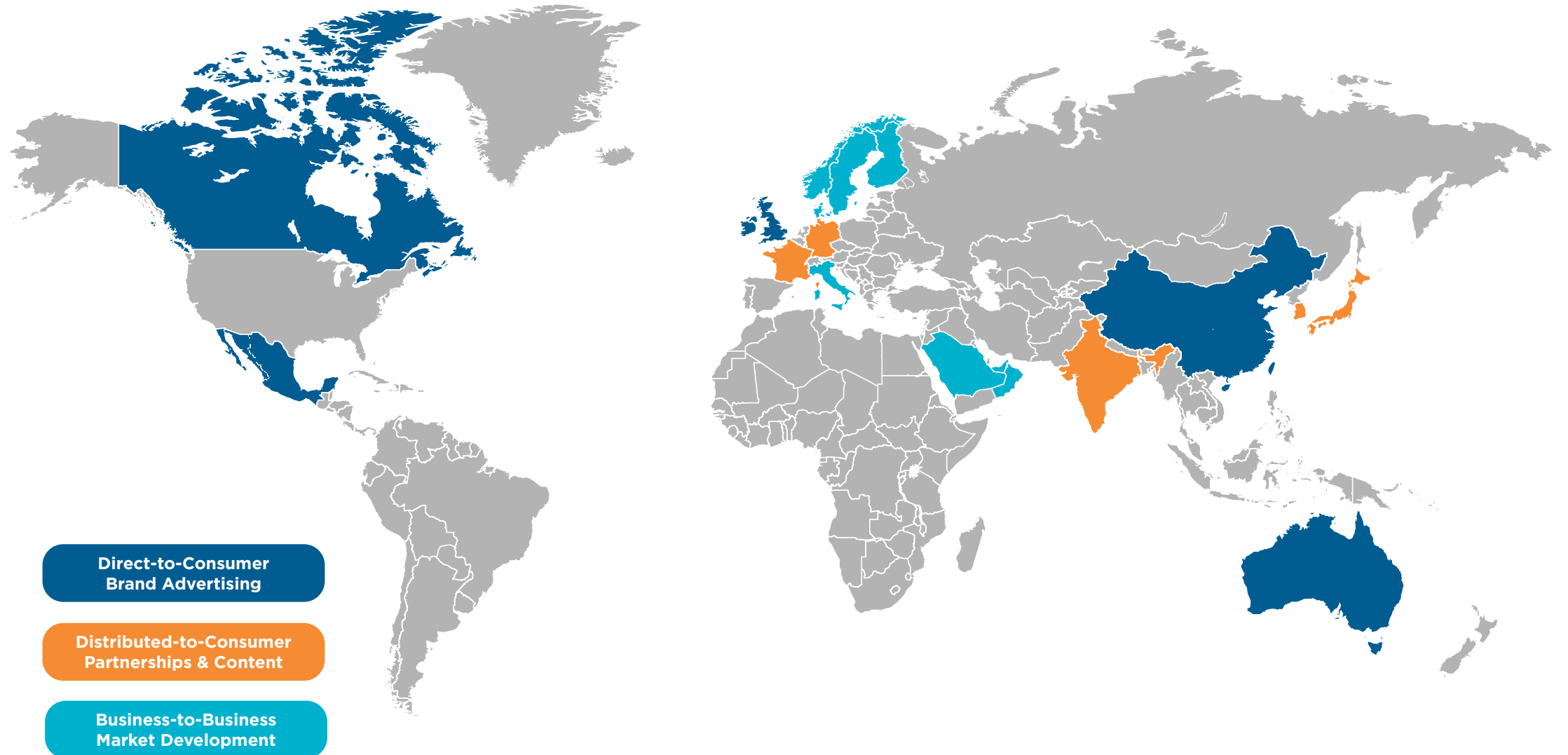
For a taste of wine country in SoCal, the Bianchi Winery outpost in Laguna Beach is just a stone's throw from Diver's Cove. Ocean views from inside the intimate tasting room are maximized with floor-to-ceiling windows. Sip on wines from the Paso Robles vineyard while snacking on a cheese board. When you're done, pick out a bottle or two to take home, along with a handcrafted gift made by a local artisan.



Promoting Huntington Beach Meeting Space



Priority International Markets





Resources

industry.VisitCalifornia.com

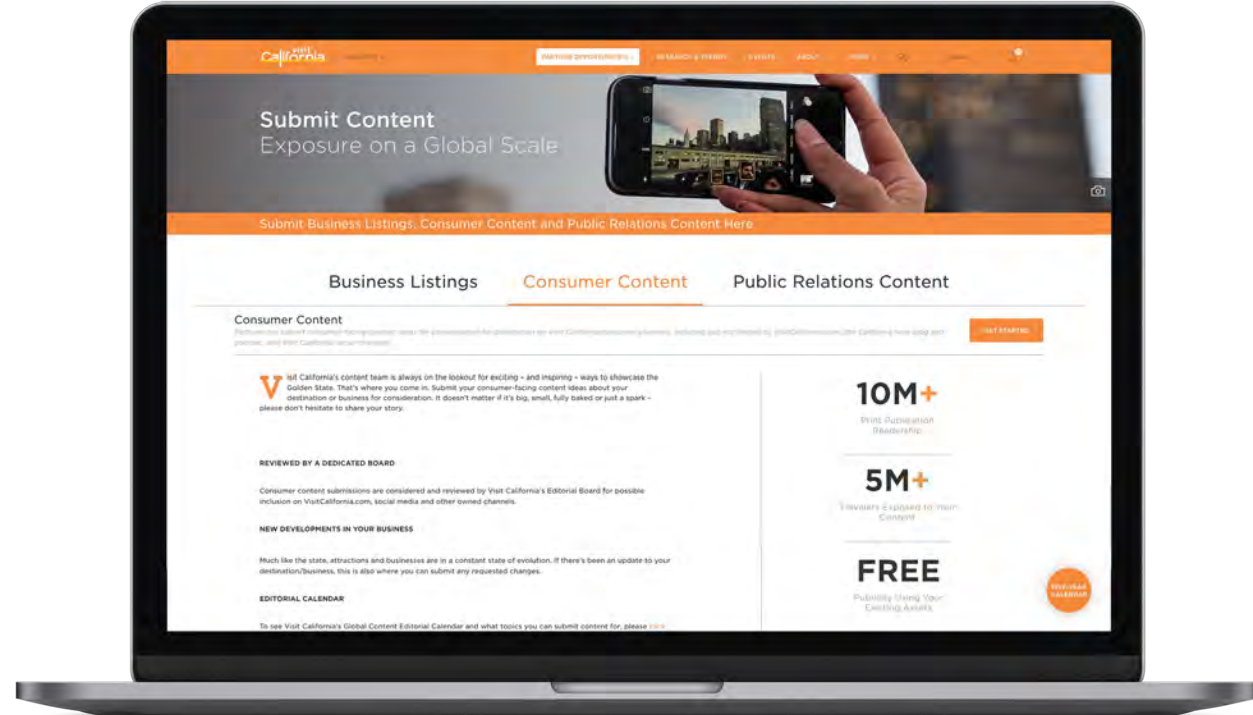


CALIFORNIA WELCOME CENTER



Partner Opportunities

- Submit content
- Program updates
- Co-op opportunities



Stay in Touch



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Thank You!