

THE STATE OF PLAY

HUNTINGTON BEACH TOURISM SUMMIT

PRESENTED BY  VISIT
HUNTINGTON BEACH
SURF CITY USA®

Hyatt Regency Huntington Beach Resort & Spa

THE STATE OF PLAY

THURSDAY MAY 8, 2025
2PM – 5:30PM

An aerial photograph of Huntington Beach, California, featuring the iconic Huntington Pier extending into the blue ocean. The sandy beach is populated with people, and several volleyball courts are visible in the foreground. Palm trees line the boardwalk area. The entire image is framed by a decorative border with a repeating pattern of geometric and organic shapes in white and blue.

WELCOME TO THE 2025 HUNTINGTON BEACH TOURISM SUMMIT

Kelly Miller

President & CEO,
Visit Huntington Beach



THANK YOU TO OUR SPEAKERS

- **Caroline Beteta** – President & CEO, Visit California
- **Cindy Decker** – Vice President, Americas, Tourism Economics
- **Tommy Martinez** – Senior Client Partner, Destinations, TripAdvisor
- **Coach Karch Kiraly** – U.S. Men's National Volleyball Team



THANK YOU TO OUR SPONSORS



THANK YOU TO OUR VISIT HUNTINGTON BEACH BOARD



EXECUTIVE COMMITTEE

- Justin Simpson
- Paulette Fischer
- Paul Maddison
- Janis Mantini
- Jon Benson
- Jennifer Williams
- Todd Szilagyi
- Sheik Sattaur

BOARD OF DIRECTORS

- Brett Barnes
- Meg Bernardo
- Christopher DeGuzman
- Vipe Desai
- Duke Dufresne
- Jeff Holson
- Debbie Killey
- Dawn McCormack
- Tim McGrath
- Kristi McKnight
- Brian Smith
- Dean Torrence
- Peter "PT" Townend
- Marisa Unvert
- John Villa



THANK YOU TO OUR ELECTED OFFICIALS





HUNTINGTON BEACH STATE OF PLAY





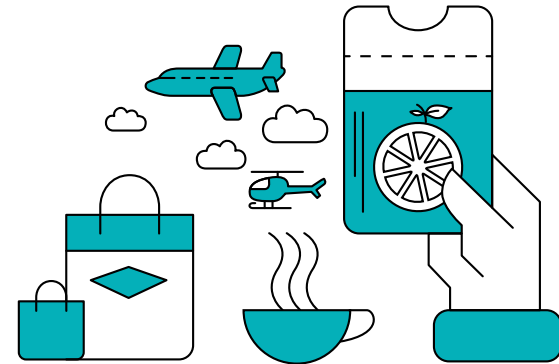
An aerial photograph of a coastal city at sunset. The scene captures a wide beach on the left, a multi-lane highway with traffic in the center, and a row of modern buildings on the right. A long pier extends into the ocean in the distance. The entire image is framed by a decorative border with Art Deco-style patterns, including geometric shapes, floral motifs, and a heart. The text "DESTINATION JOURNEY" is superimposed in the center.

DESTINATION JOURNEY

DESTINATION JOURNEY

Success in the destination brand space doesn't happen overnight.

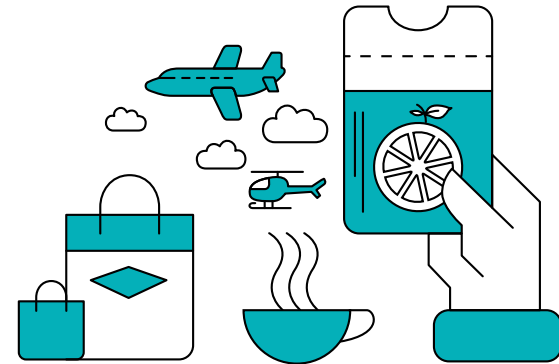
- VHB Brand Refresh
- VHB Website Relaunch
- HB Collection Launch



DESTINATION JOURNEY

COVID Pandemic

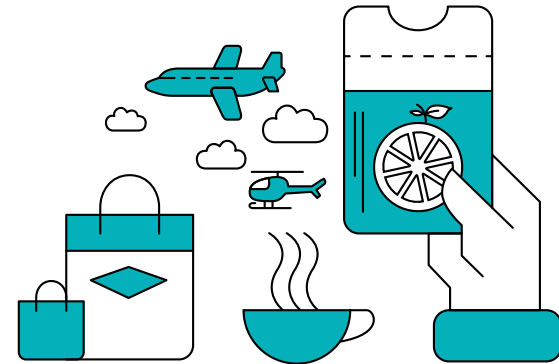
- Research & Insights



DESTINATION JOURNEY

COVID Pandemic

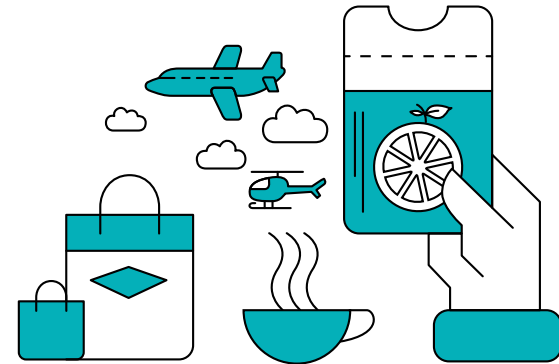
- Research & Insights
- Reinforced the **Surf City USA®** Brand



DESTINATION JOURNEY

COVID Pandemic

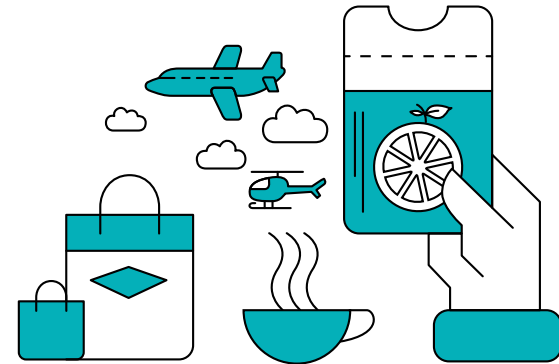
- Research & Insights
- Reinforced the **Surf City USA®** Brand
- Targeted “Block & Tackle” Marketing Campaigns



DESTINATION JOURNEY

COVID Pandemic

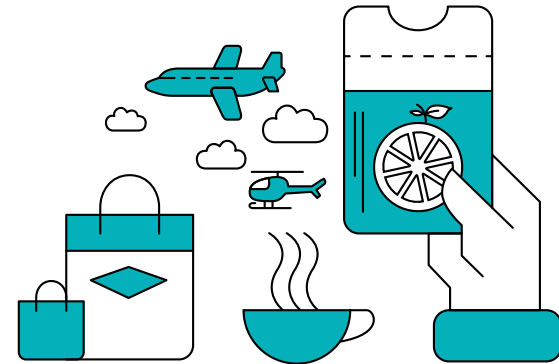
- Research & Insights
- Reinforced the **Surf City USA®** Brand
- Targeted “Block & Tackle” Marketing Campaigns
- Increased Familiarization Tours



DESTINATION JOURNEY

COVID Pandemic

- Research & Insights
- Reinforced the **Surf City USA®** Brand
- Targeted “Block & Tackle” Marketing Campaigns
- Increased Familiarization Tours
- Special Events





2023-2026 STRATEGIC PLAN

VISION • OUT	VISION • IN	MISSION	VALUES	REPUTATION	POSITION
<p>A welcoming, beach-infused community that inspires the stoke of optimism in every visitor and resident.</p>	<p>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.</p>	<p>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.</p>	<p>VHB embodies a community-focused spirit of service that is proactive and strategic.</p>	<p>The Huntington Beach experience is:</p> <ul style="list-style-type: none">• Inspirational• Authentic• Friendly• Fun	<p>Huntington Beach rises above its competitive set destinations, offering unique value to visitors seeking:</p> <ul style="list-style-type: none">• Beach and Beyond Experience• Beachfront Hotels• Downtown Experience• Accessibility
IMPERATIVES					
INITIATIVES					
Drive Global Brand Awareness	<ul style="list-style-type: none">• Issue RFP for creative agency of record• Leverage the World Cup and LA28 to expand global destination brand awareness• Secure year-round signature sporting and city-wide events• Efficiently leverage brand partnerships to increase Huntington Beach's global brand awareness				
Enhance the Destination Experience	<ul style="list-style-type: none">• Enhance partnership with the City, Downtown BID and other entities to enhance the Beach & Beyond experience• Develop outreach and education to enhance customer service for all visitors, including international and accessible communities• Facilitate the creation of new bookable product• Improve connectivity throughout Huntington Beach				
Champion the Value of Tourism	<ul style="list-style-type: none">• Utilize VHB Board to act as tourism ambassadors• Cultivate our advocacy relationship with the City• Articulate the quality-of-life enhancements tourism brings to Huntington Beach residents• Develop and implement partner and resident sentiment outreach and evaluation program				
Prioritize Organizational Effectiveness and Culture	<ul style="list-style-type: none">• TBID modification approved• Develop stakeholder engagement plan (Board, City, DBID, Ambassadors and Chamber)• Improve and maintain overall processes based on culture survey results• Develop and deploy customer satisfaction survey				



A rooftop lounge area with a glass railing overlooking a beach and ocean at sunset. In the foreground, there is a glass fire pit with a fire burning. To the left is a dark grey sectional sofa with a grey patterned pillow. To the right are several round, dark wicker armchairs with dark cushions. In the background, there is a dining area with tables and chairs, and a bar area with a counter and stools. The entire scene is framed by a decorative border with various geometric and floral patterns.

TBID MODIFICATION

An aerial photograph of Huntington Beach, California, featuring the iconic Huntington Beach Pier extending into the blue ocean. The sandy beach is populated with people, and several palm trees are visible in the foreground. The image is framed by a decorative white border with a repeating pattern of geometric and floral motifs. Overlaid on the center of the image is the text "2025 HUNTINGTON BEACH TOURISM SUMMIT" in a large, bold, white sans-serif font.

2025 HUNTINGTON BEACH TOURISM SUMMIT

THE HOUSE OF SURF CITY USA®



VISIT
HUNTINGTON BEACH
SURF CITY USA®



VISIT
HUNTINGTON BEACH
CALIFORNIA



SURF CITY USA®
GIFT SHOP

TEAM
SURF
CITY
USA®



SURF CITY USA®
UNCOVERED



2024 ECONOMIC IMPACT HIGHLIGHTS

2.34

MILLION NON-OC VISITORS



4.40%

INCREASE OVER THE LAST YEAR



36%

WERE FIRST-TIMERS,

64%

WERE REPEAT VISITORS

2024 ECONOMIC IMPACT HIGHLIGHTS

THEY CAME FROM...

LOS ANGELES,
PHOENIX, VEGAS,
DENVER, NEW YORK

AND THEY
DIRECTLY SPENT...
\$580 MILLION

71% OF THAT WAS SPENT
AT LOCAL BUSINESSES



2024 ECONOMIC IMPACT HIGHLIGHTS

21

MILLION IN 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

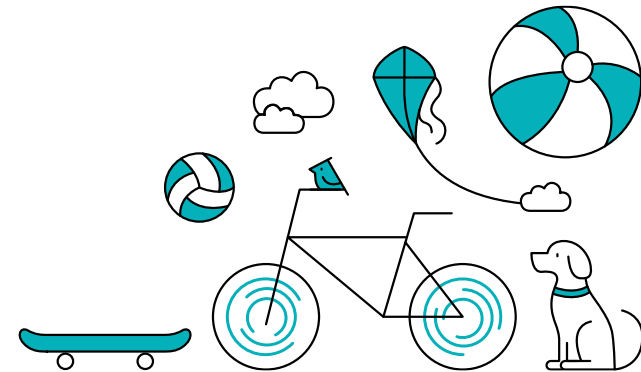


HUNTINGTON BEACH'S FUTURE STATE OF PLAY



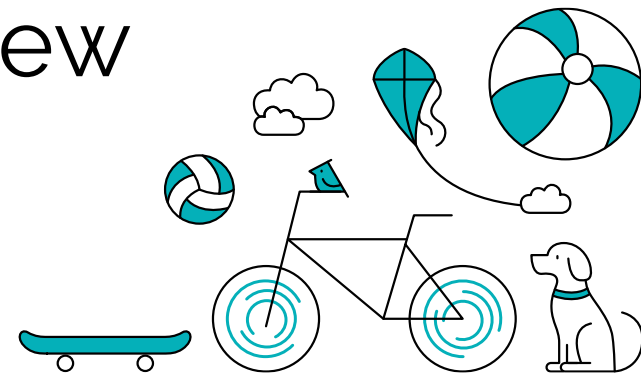
HUNTINGTON BEACH'S FUTURE STATE OF PLAY

- Dedicated TBID resources through 2028
- A bold new strategic plan in 2026



HUNTINGTON BEACH'S FUTURE STATE OF PLAY

- Dedicated TBID resources through 2028
- A bold new strategic plan in 2026
- Pre-LA28 collaborations with HB and OC partners as we prepare to welcome the world
- New collaborations with existing and new special events during shoulder season



HUNTINGTON BEACH

CALIFORNIA

UNPLUG AND UNWIND
AT OUR TOP SPAS

2025 SURF CITY USA®
FOODIE AWARD WINNERS

DISCOVER THE
INTERNATIONAL
SURFING MUSEUM

FIND YOUR
PERFECT BEACH

MEET THE FOUNDER
OF CORGI BEACH DAY



HUNTINGTON BEACH'S FUTURE STATE OF PLAY

Family Fun in Huntington Beach

You'll find plenty of fun for every member of the family in Surf City USA®. After checking in to one of our world-class oceanfront resorts, drop your bags and head out on a fun-filled family day in Huntington Beach!



WHERE TO STAY

- **Hyatt Regency Huntington Beach Resort & Spa**
 - Three outdoor pool areas
 - Children's water playground
 - Complimentary beach amenities
 - A full slate of recreation activities from June through Labor Day, including Mermaid Magic, Cosmic Slides, Dive-In Movies, and more
- **The Waterfront Beach Resort, a Hilton Hotel**
 - Two outdoor pool areas
 - Waterslides
 - Bicycle, surrey, boogie board, and beach gear rentals
- **Paséa Hotel & Spa**
 - Ninth Island Pool
 - Beach toy rentals
- **Kimpton Shorebreak Resort**
 - Giant chess and jenga games in the outdoor courtyard
 - 40-foot climbing wall for ages 12+ in the fitness center
 - Nightly Fireside S'mores
 - Complimentary boogie boards, sand toys, and more

SURF LESSONS IN SURF CITY USA®

- **Surf Lessons** - Get the quintessential Surf City USA® experience by taking a **surf lesson** while in Huntington Beach.
 - There are numerous accredited surf schools to choose from all along the 10 miles of coastline, and they welcome surfers of all skill levels and all ages.
 - **Corky Carroll's Surf School:** (714) 969-3959
 - **OC Surf Coaching:** (714) 745-8492
 - **Clint Carroll Surf School:** (949) 355-7285
 - *Local tip: Surf lessons are better in the morning. Don't worry, wetsuits and boards are provided for you!*

1

SURFCITYUSA.COM

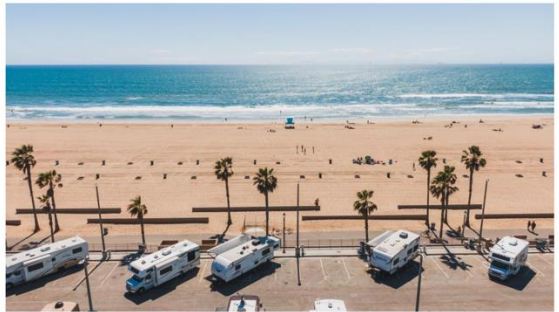
Planning the Perfect Day Trip to Huntington Beach

By Joshua Noble on Jun. 12, 2024

Sitting between the bustling cities of Los Angeles, San Diego, and the Inland Empire, Huntington Beach offers amazing scenic and coastal views, making it a fantastic spot for a short "day-cation." Whether you're a family, a couple, or a group of friends, there's something for everyone to enjoy. Let's dive into our recommendations for your perfect day trip to Surf City USA!

- [Arrival and Parking](#)
- [Enjoying the Beach](#)
- [Lunchtime](#)
- [Enjoying the Rest of Your Day](#)
- [Experiencing the Perfect HB Sunset](#)
- [Need Dinner Before Heading Home?](#)

Arrival and Parking [Back to Top of List](#)



To make the most of the sunshine, plan to arrive before noon. **Parking** is widely available, from beachfront spaces to enclosed garages. Our favorite spots are near Downtown and the **HB Pier**, ensuring you don't have to walk far to start your adventure.

Enjoying the Beach [Back to Top of List](#)

"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, Paséa 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.

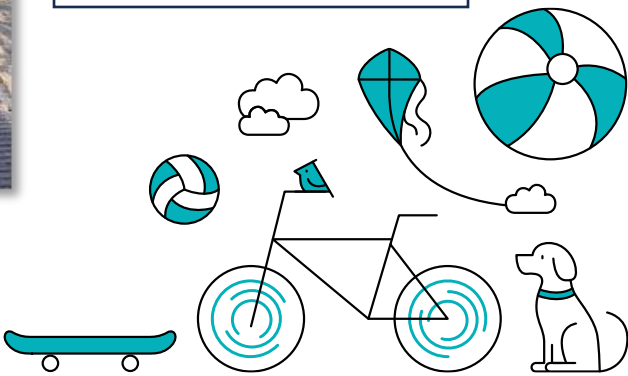
The locals are very ...
welcoming to out-of-towners. We have a couple of big international events annually for the World Surf League and the International Surfing Association, so we are used to welcoming athletes and fans from all over the world.

You should pack ...
boardshorts 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.

WORDS: JENNIFER ENNON



HUNTINGTON BEACH'S FUTURE STATE OF PLAY



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.

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 Coolangatta, 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.

THE BEST OF
California
VISITCALIFORNIA.COM

2025
OFFICIAL
VISITOR'S
GUIDE



John Stamos

"SUNSHINE, PALM TREES, OPTIMISM... I'M A CALIFORNIA BOY"

visit
California

Paséa Hotel & Spa, Huntington Beach

HUNTINGTON BEACH'S FUTURE STATE OF PLAY



8 GREAT GOLDEN STATE ITINERARIES

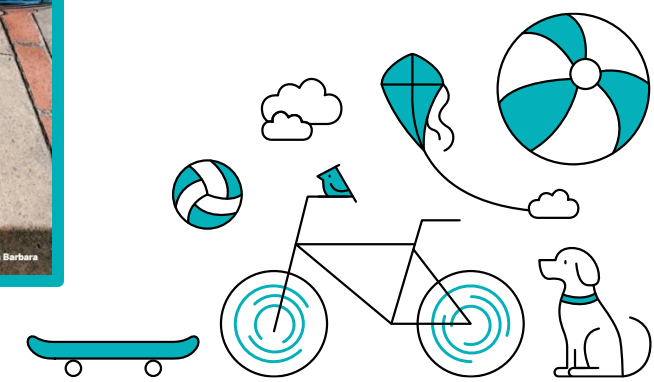
California
ROAD TRIPS

JENNIFER HUDSON

THE CELEBRATED PERFORMER HITS THE OPEN ROAD

visit
California

El Encanto, Santa Barbara



HUNTINGTON BEACH'S FUTURE STATE OF PLAY



HUNTINGTON BEACH'S FUTURE STATE OF PLAY

New Advertising Agency Partner

HUNTINGTON BEACH'S FUTURE STATE OF PLAY

New Advertising Agency Partner



J N S | N E X T

An aerial photograph of Huntington Beach, California, featuring the iconic Huntington Beach Pier extending into the blue ocean. The sandy beach is populated with people, and several palm trees are visible in the foreground. The image is framed by a decorative white border with a repeating pattern of geometric and floral motifs. The text "2025 HUNTINGTON BEACH TOURISM SUMMIT" is overlaid in large, bold, white capital letters.

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