Monthly Summary Report

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Monthly Summary Report

August 2026



VISIT HUNTINGTON BEACH
SURF CITY USA®

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Executive Summary

August 2026

VISIT HUNTINGTON BEACH
SURF CITY USA®

Highlights

Overall lodging performance in Huntington Beach was exceptionally strong in August, with aggregate occupancy up 11.6% YOY to 79.2% and RevPAR up 12.5% to $277.17. Hotels drove much of that strength, with occupancy up 2.5% to 84.5% and RevPAR holding nearly flat at $276.86, up 0.9%, as a slight ADR pullback of 1.6% offset the occupancy gain.

Short-term rentals were the standout performer, with RevPAR surging 67.5% YOY to $278.93 on the back of a 33.6% jump in ADR to $575.61 and a 25.4% gain in occupancy to 48.5%, meaningfully lifting the destination's overall lodging performance and now essentially matching hotel RevPAR despite operating at a much lower occupancy base.

Visitor volume also grew sharply, with total trips up 23.8% YOY to 485,345, led by Los Angeles as the top origin market at 15.0% of total trips, followed by San Diego and Phoenix-Prescott. However, average trip duration fell 25.8% to 2.7 days, suggesting the destination is drawing more visitors but shorter stays, a dynamic worth watching alongside the strong lodging rate growth.

USTA's Travel Price Index rose 1.6% in August and was 7.4% higher than last year, driven mainly by motor fuel (+27.9% YOY) and airfares (+23.4% YOY). Elevated prices combined with the August job growth of 162,000 jobs contributed to the Federal Reserve increasing its benchmark interest rate to 4% in September.

U.S. hotel performance moderated in August, with RevPAR growth slowing to 2.0% YOY after six consecutive months above 4%. Upper-upscale hotels led growth at 3.1%, while economy hotels declined 2.4%, reflecting continued market bifurcation.

Hotel Demand
50.3K
+2.5% YOY

Hotel ADR
$327.76
-1.6% YOY

Total Trips
485,345
+23.8% YOY

Checkpoint Volume
(LAX, LGB, SNA)
3.7M
-7.0% YOY

Facebook Audience
109,494
+14.6% YOY

Social Media Audience
294.4K
+12.8% YOY

Website Sessions
35.3K
-62.9% YOY

L&H Jobs
795.8K
+2.2% YOY

Sources: STR, Datafy, TSA, Facebook Insights, Sprout Social, Google Analytics, and Bureau of Labor Statistics

Lodging Summary

Huntington Beach, CA

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Aggregate Lodging Performance

Sources: STR & KeyData

	Occupancy	ADR	RevPAR
Aug 2026	79.2%	$349.97	$277.17
YOY % Change	+11.6% YOY	+0.9% YOY	+12.5% YOY
Calendar Year-to-Date	74.4%	$335.31	$249.57
YTD YOY % Change	+16.8% YOY	+5.0% YOY	+22.7% YOY

Hotel Performance

Source: STR

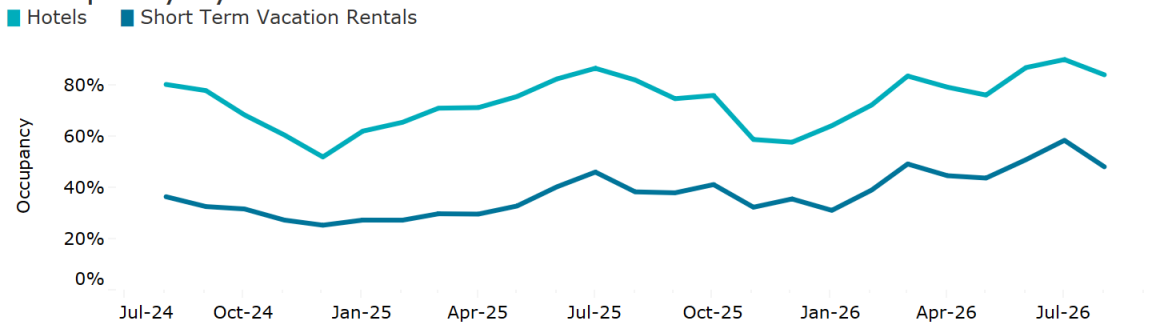
	Occupancy	ADR	RevPAR
Aug 2026	84.5%	$327.76	$276.86
YOY % Change	+2.5% YOY	-1.6% YOY	+0.9% YOY
Calendar Year-to-Date	80.0%	$313.88	$251.09
YTD YOY % Change	+6.6% YOY	+3.5% YOY	+10.4% YOY

Short Term Vacation Rental Performance

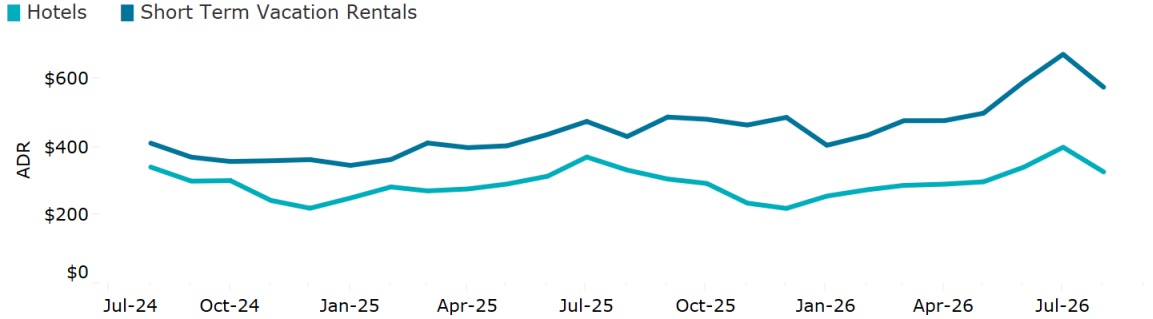
Source: KeyData

	Occupancy	ADR	RevPAR
Aug 2026	48.5%	$575.61	$278.93
YOY % Change	+25.4% YOY	+33.6% YOY	+67.5% YOY
Calendar Year-to-Date	45.8%	$527.36	$241.79
YTD YOY % Change	+35.5% YOY	+27.7% YOY	+73.1% YOY

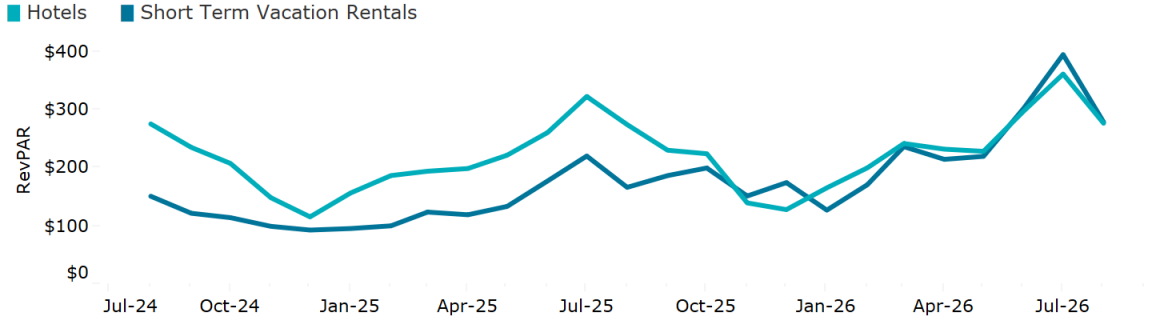
Occupancy by Month



ADR by Month



RevPAR by Month



Hotel Review

Huntington Beach, CA Performance

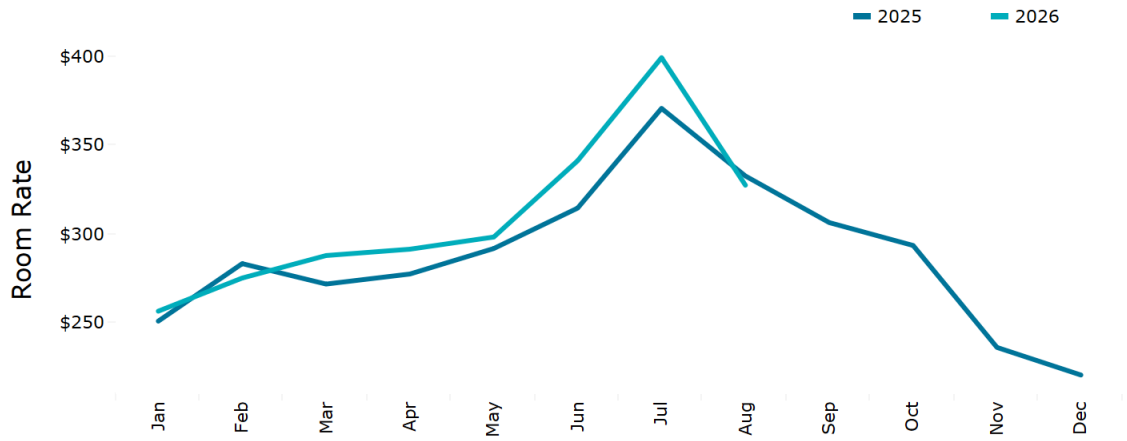
Calendar-Year-to-Date

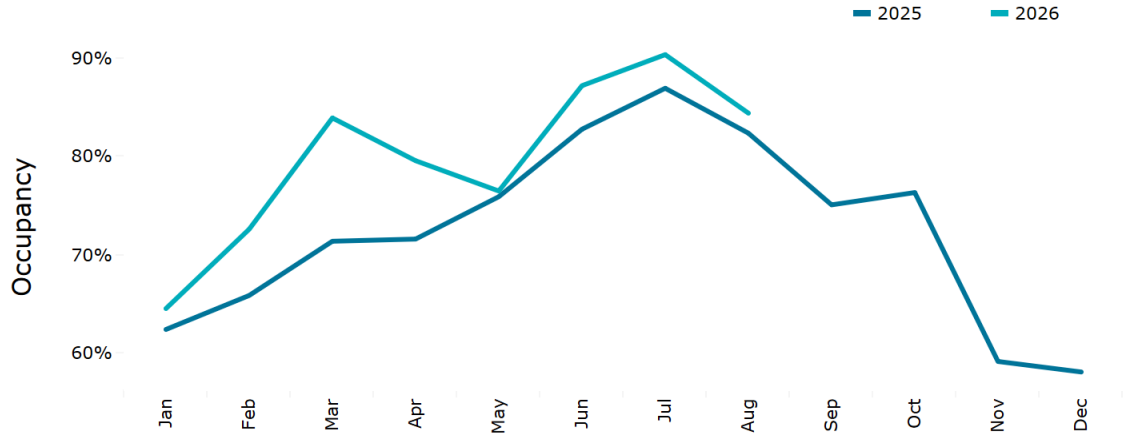
Occupancy	ADR	RevPAR	Supply	Demand	Revenue
80.0%	**$314**	**$251**	**467.0K**	**373.6K**	**$117.3M**
+6.6%	+3.5%	+10.4%	+0.0%	+6.6%	+10.4%

Latest 3 Months Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	87.3%	+5.4%	$342	+8.5%	$298	+14.3%
Jul	90.4%	+3.9%	$400	+7.7%	$361	+11.9%
Aug	84.5%	+2.5%	$328	-1.6%	$277	+0.9%

Calendar Year-to-Date Trends





Source: STR

Hotel Competitive Performance

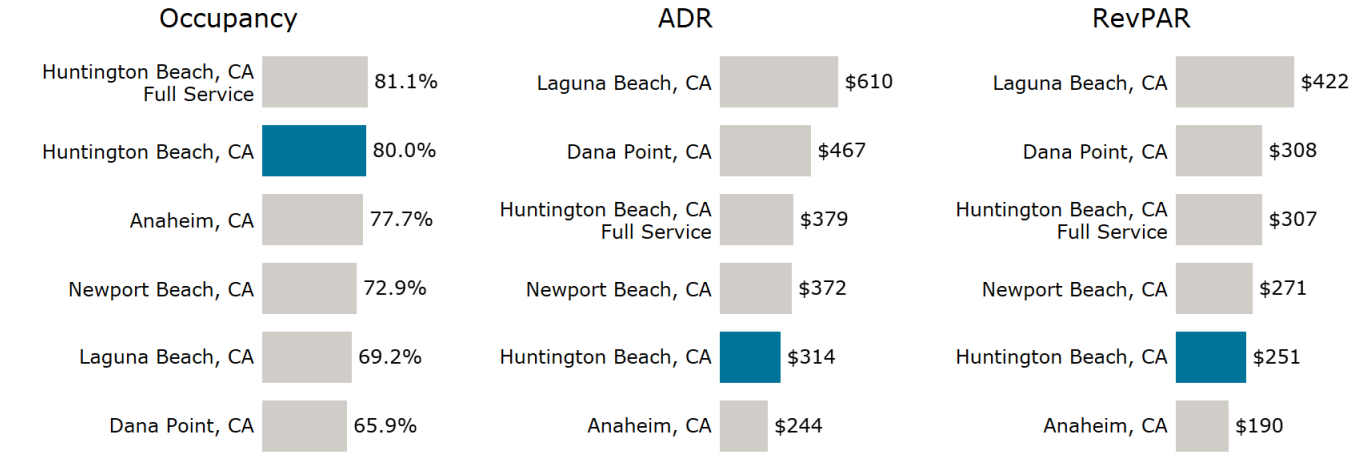
August 2026 Performance by Market

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Anaheim, CA	76.1%	-0.9%	$229	+4.8%	$174	+3.8%
Carlsbad, CA	79.5%	+2.9%	$271	+3.1%	$215	+6.1%
Dana Point, CA	71.1%	-3.8%	$533	+9.1%	$379	+5.0%
Huntington Beach, CA	84.5%	+2.5%	$328	-1.6%	$277	+0.9%
Huntington Beach, CA Full Service	85.9%	+1.3%	$397	-0.8%	$341	+0.5%
Laguna Beach, CA	74.7%	+1.3%	$769	+11.2%	$575	+12.7%
Monterey, CA	84.1%	+2.4%	$365	+2.1%	$307	+4.5%
Newport Beach, CA	76.2%	-0.1%	$425	+5.1%	$324	+5.0%
Oceanside, CA	77.9%	+4.6%	$225	+6.5%	$176	+11.4%
Palm Springs, CA	47.0%	-6.2%	$139	-1.3%	$65	-7.4%
San Diego, CA	80.2%	+4.0%	$220	+5.9%	$176	+10.1%
San Francisco, CA	79.3%	+9.5%	$225	+8.5%	$178	+18.8%
San Luis Obispo, CA	77.7%	-0.9%	$211	+8.3%	$164	+7.4%
Santa Barbara, CA	83.6%	+6.8%	$347	+5.5%	$290	+12.7%
Santa Monica, CA	84.5%	+4.0%	$421	+11.2%	$355	+15.6%
Sonoma County, CA	71.0%	+0.5%	$232	+0.8%	$165	+1.3%
Temecula, CA	65.6%	-1.4%	$135	-1.5%	$89	-2.8%
West Hollywood, CA	79.3%	+5.2%	$345	+6.9%	$274	+12.5%

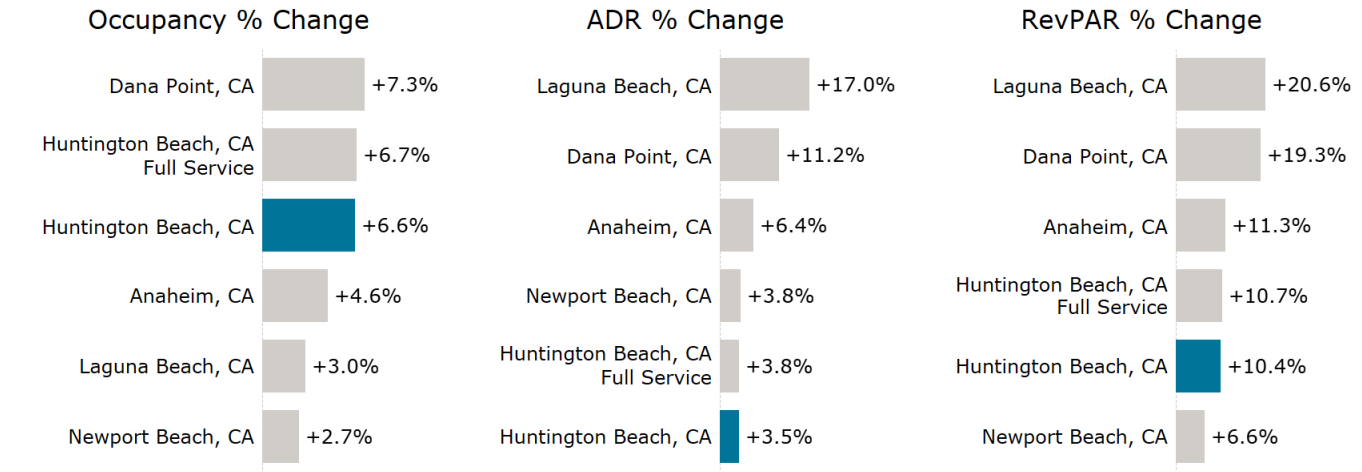
Source: STR

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year



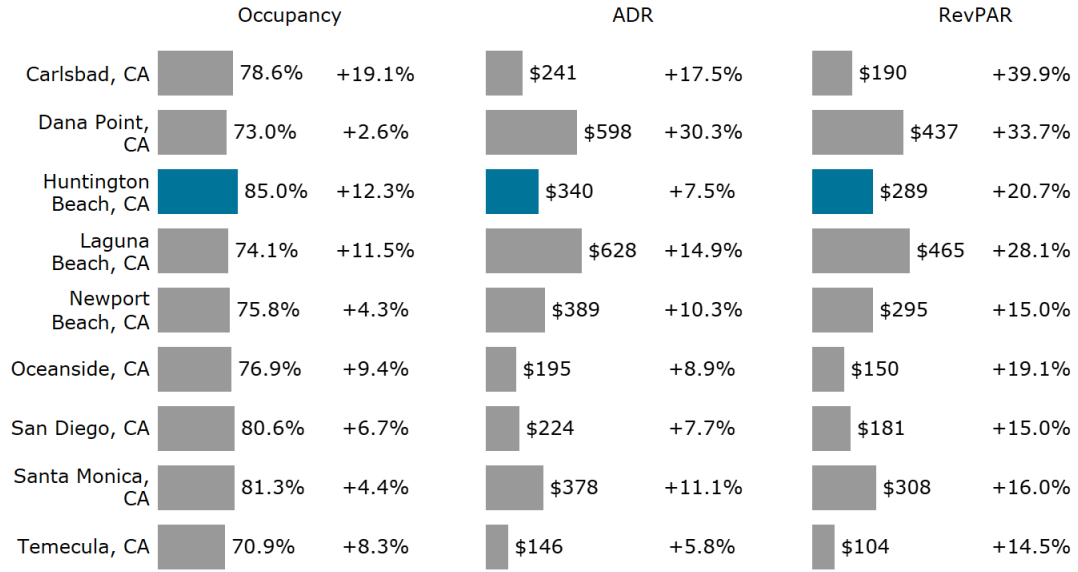
Hotel Outlook

Preliminary September 2026 Hotel Performance

Huntington Beach, CA

Occupancy	ADR	RevPAR
85.0%	**$340**	**$289**
+12.3%	+7.5%	+20.7%

Hotel Performance by Market



Preliminary September 2026 by Day-of-Week

Week Days

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Carlsbad, CA	74.7%	+19.5%	$228	+16.4%	$170	+39.1%
Dana Point, CA	68.4%	+4.3%	$556	+33.2%	$381	+39.0%
Huntington Beach, CA	83.0%	+15.1%	$316	+5.8%	$263	+21.7%
Laguna Beach, CA	71.1%	+15.9%	$557	+11.0%	$396	+28.6%
Newport Beach, CA	74.2%	+3.9%	$385	+11.2%	$286	+15.6%
Oceanside, CA	72.5%	+9.1%	$177	+5.2%	$129	+14.8%
San Diego, CA	77.6%	+5.6%	$217	+3.1%	$168	+8.8%
Santa Monica, CA	80.4%	+5.0%	$368	+10.2%	$296	+15.7%
Temecula, CA	65.3%	+9.4%	$117	+2.5%	$76	+12.2%

Week Ends

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Carlsbad, CA	90.8%	+14.8%	$264	+15.8%	$240	+33.0%
Dana Point, CA	84.9%	-0.7%	$671	+23.3%	$569	+22.4%
Huntington Beach, CA	92.6%	+7.6%	$416	+12.7%	$386	+21.2%
Laguna Beach, CA	85.4%	+4.5%	$745	+18.6%	$636	+23.9%
Newport Beach, CA	79.9%	+0.5%	$403	+9.2%	$322	+9.8%
Oceanside, CA	90.6%	+9.2%	$225	+11.9%	$204	+22.3%
San Diego, CA	90.7%	+9.7%	$245	+20.5%	$222	+32.2%
Santa Monica, CA	85.5%	+1.4%	$405	+12.7%	$346	+14.2%
Temecula, CA	87.0%	+4.3%	$205	+9.7%	$179	+14.4%

Note: Includes daily data through 9/30/2026
Source: STR

Short Term Rental Review

Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Jun	Huntington Beach (All)	51.2%	+26.2%	$592	+35.3%	$303	+70.8%
	Orange	53.4%	+16.1%	$586	+23.6%	$313	+43.6%
	Sunset Beach	47.8%	+4.6%	$803	+8.8%	$384	+13.8%
Jul	Huntington Beach (All)	58.8%	+26.8%	$672	+41.3%	$395	+79.2%
	Orange	59.8%	+18.4%	$634	+23.1%	$379	+45.8%
	Sunset Beach	51.2%	+8.0%	$849	+6.2%	$435	+14.6%
Aug	Huntington Beach (All)	48.5%	+25.4%	$576	+33.6%	$279	+67.5%
	Orange	53.1%	+20.7%	$578	+24.3%	$307	+50.0%
	Sunset Beach	45.3%	+6.5%	$797	+14.5%	$361	+22.0%

Note: Occupancy is not reflective of overall changes in short term rental demand
Source: KeyData

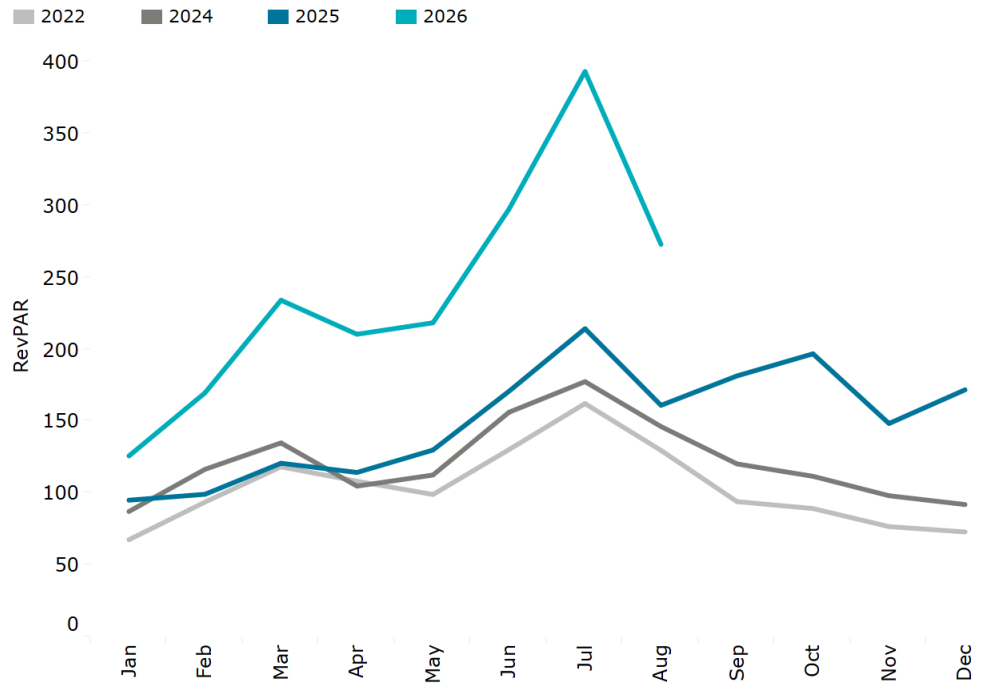
Calendar Year-to-Date Performance

Huntington Beach & Huntington Beach (All)

Occupancy	ADR	RevPAR
46.4%	**$515**	**$239**
+37.2%	+28.2%	+75.9%

Short Term Rental RevPAR by Month

Last Three Calendar Years



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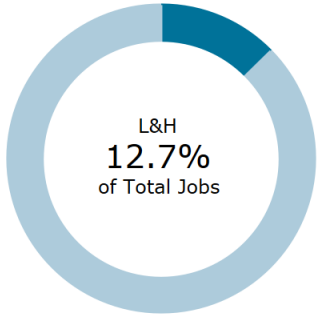
Leisure & Hospitality Workforce

Los Angeles-Long Beach-Anaheim, CA

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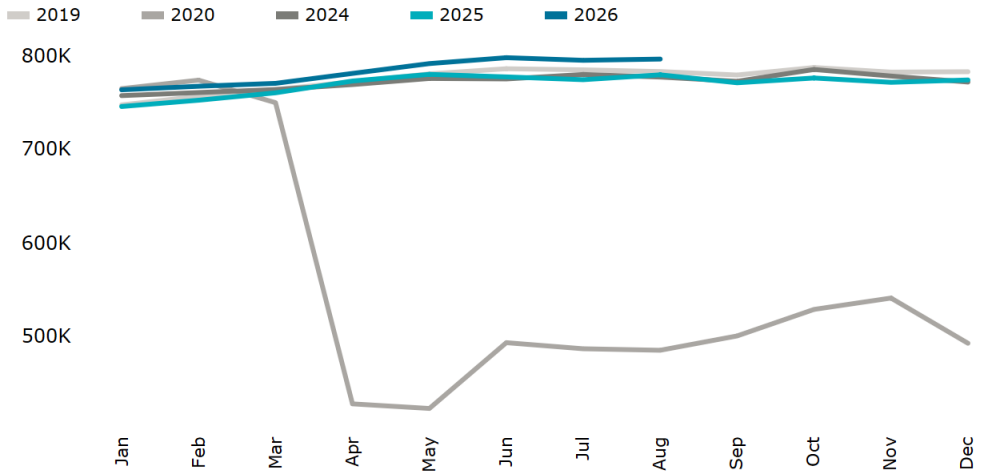
Total Leisure & Hospitality Jobs

L&H Jobs
as of August 2026
795.8K
+2.2% YOY | +1.7% vs. 2019



Employment Recovery

Leisure & Hospitality Jobs (Thousands)

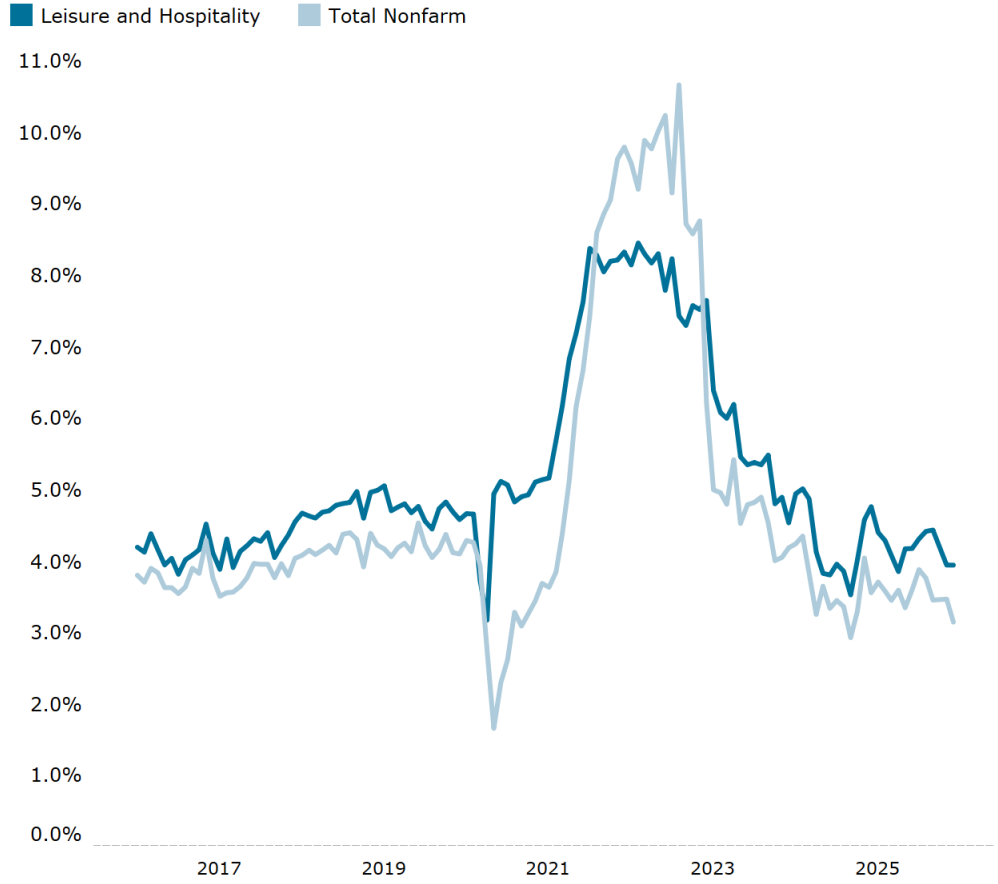


Source: Bureau of Labor Statistics

Leisure & Hospitality Job Openings

Job Opening Rate

Share of total available jobs that are not filled



Source: Tourism Economics

Airport TSA Checkpoint Volume & Visitor Origins

LAX - Los Angeles International, LGB - Long Beach (Daugherty Field), SNA - John Wayne/Orange County

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Monthly TSA Checkpoint Volume

August 2026 Volume

3.7M

-7.0% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Aug 2026 Volume

28.0M

-3.0% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

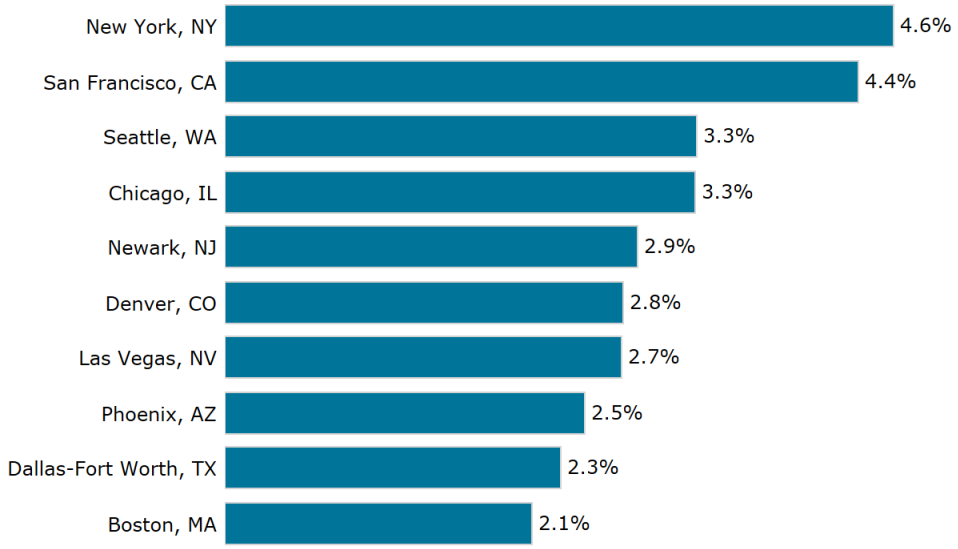
Last 6 months vs same period last year YOY %

Airport	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
LAX - Los Angeles International	2.9M -0.6%	2.8M -4.1%	2.9M -5.0%	3.2M -3.7%	3.2M -4.0%	3.0M -7.8%
LGB - Long Beach (Daugherty Field)	150.0K -10.7%	147.1K -7.3%	152.1K -8.0%	151.1K -11.8%	153.1K -11.6%	154.9K -5.1%
SNA - John Wayne/Orange County	503.2K 5.4%	481.3K 3.6%	491.1K -1.3%	518.9K -0.9%	523.3K -2.9%	515.6K -3.1%
Total	3.5M -0.2%	3.4M -3.2%	3.6M -4.6%	3.9M -3.7%	3.9M -4.2%	3.7M -7.0%

Source: Transportation Security Administration

Top Origin Markets - Air

Jan - Aug 2026 Visitor Arrivals



Source: OAG

Visitor Profile

Cluster: All

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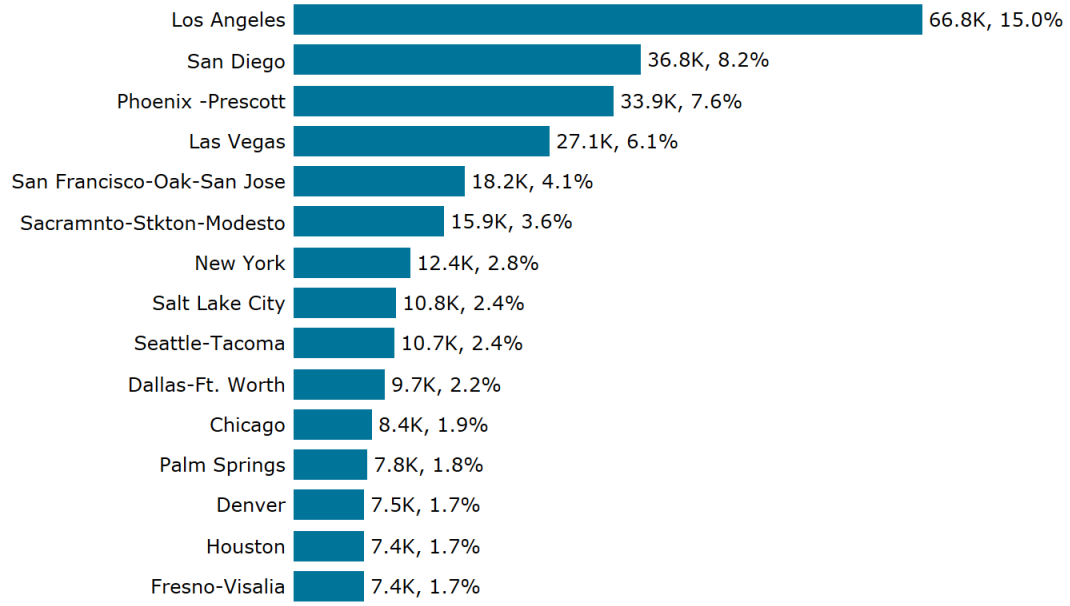
August 2026 Visitor Summary

Total Trips
485,345
+23.8% YOY

Average Trip Duration
2.7 days
-25.8% YOY

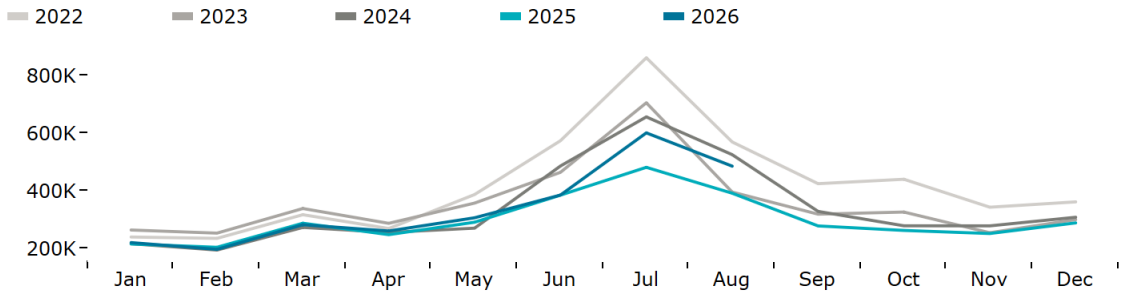
Top Origin MSAs

Total Trips; % Share of Total



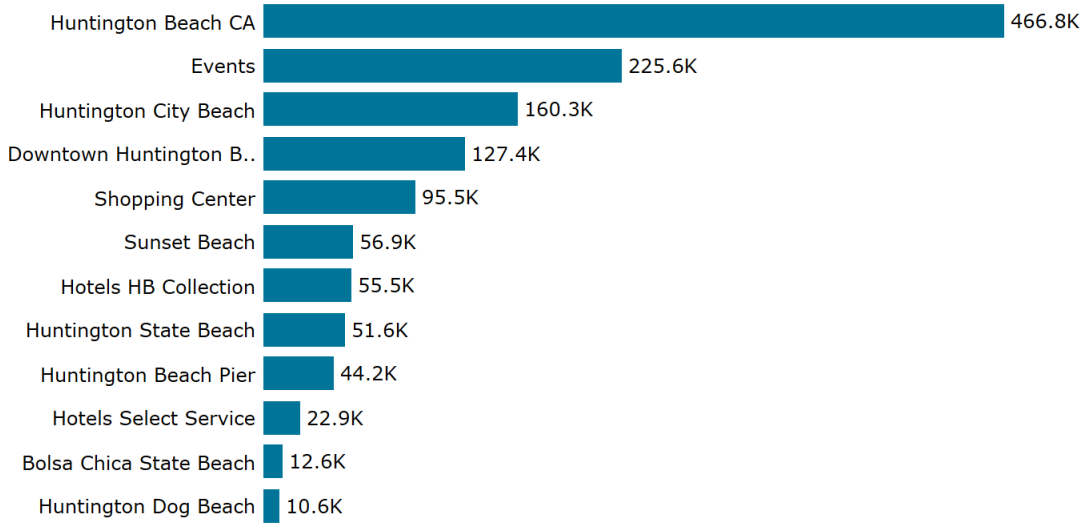
Visitor Trends & Characteristics

Total Visitors by Month



Top Clusters

August 2026 Trips

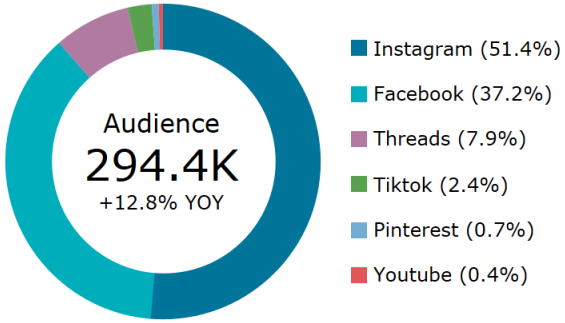


Source: Datafy

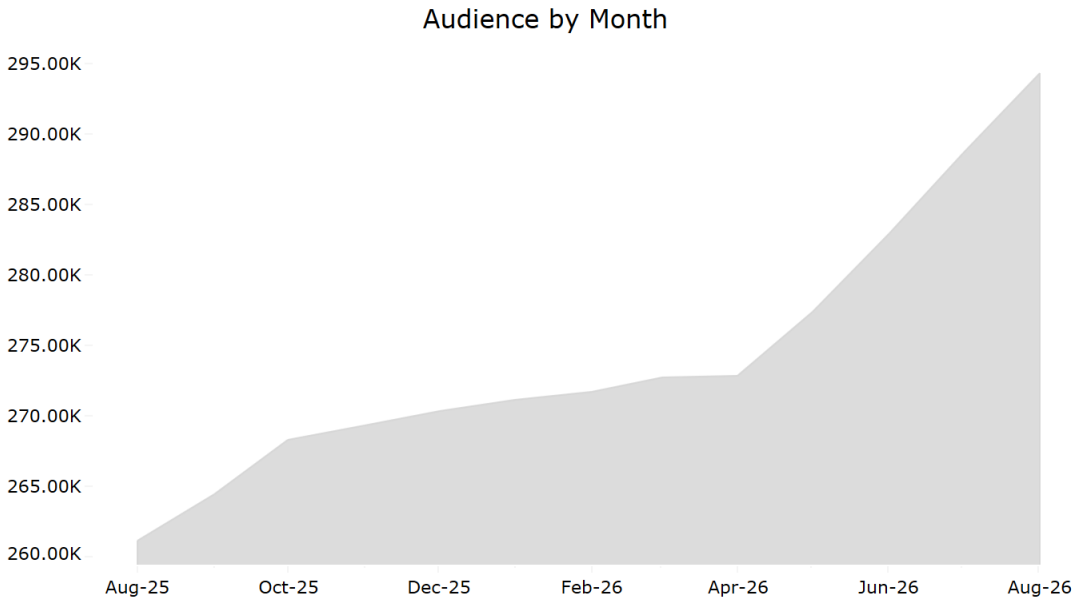
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Social Media Summary

Audience Overview



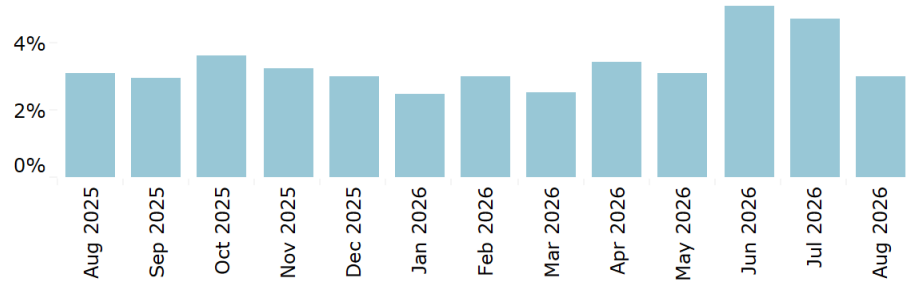
- Instagram (51.4%)
- Facebook (37.2%)
- Threads (7.9%)
- Tiktok (2.4%)
- Pinterest (0.7%)
- Youtube (0.4%)



Engagements & Impressions

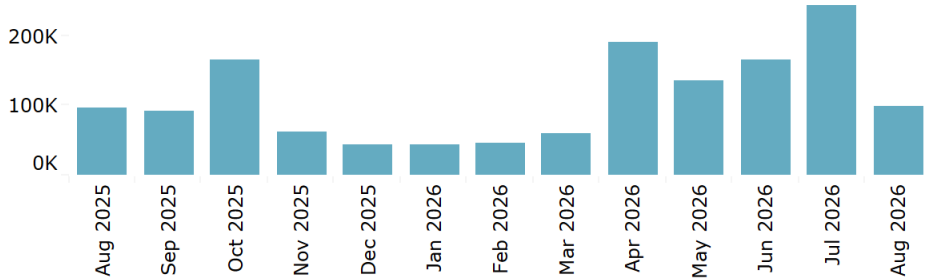
Engagement Rate

August 2026
3.0%
-0.1% pt YOY



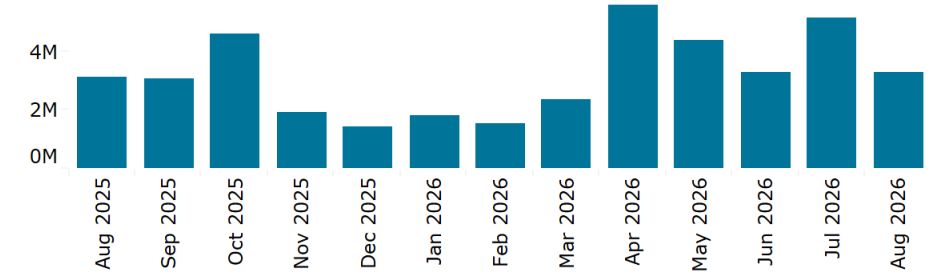
Engagements

August 2026
98.2K
+2.3% YOY



Impressions

August 2026
3.3M
+5.5% YOY



Source: Sprout Social

Social Media Performance by Platform

August 2026

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Facebook

Audience
109.5K
+14.3% YOY

Engagement Rate	**3.0%**
Impressions	**1,497,653**
Video Views	**459,800**
Engagements	**44,486**
Comments	1,004
Reactions	22,705
Shares	1,749
Post Link Clicks	
Post Clicks	18,666

Instagram

Audience
151.2K
+13.9% YOY

Engagement Rate	**2.9%**
Impressions	**1,783,482**
Video Views	**866,867**
Engagements	**51,603**
Comments	586
Reactions	39,200
Saves	
Shares	4,320

LinkedIn

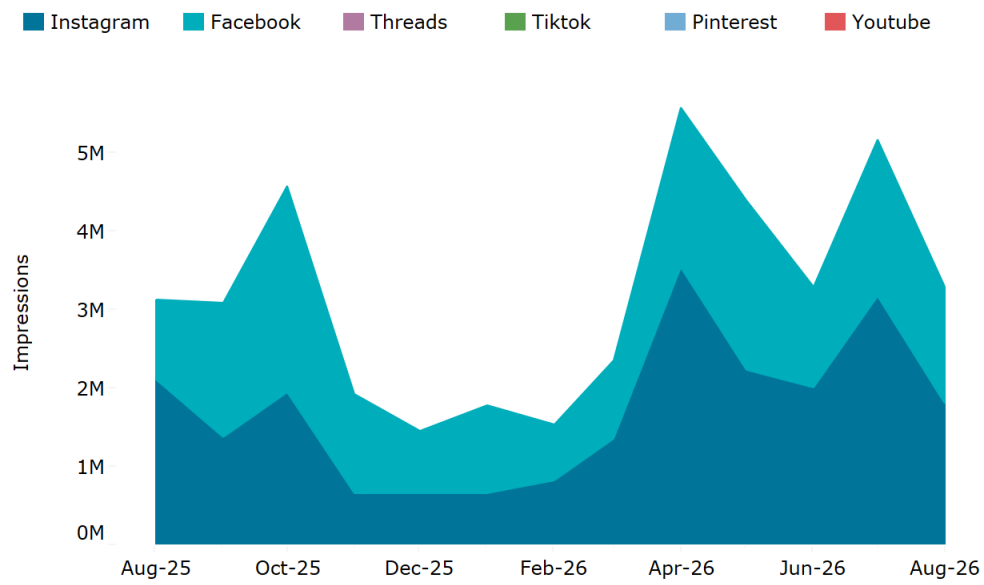
Audience

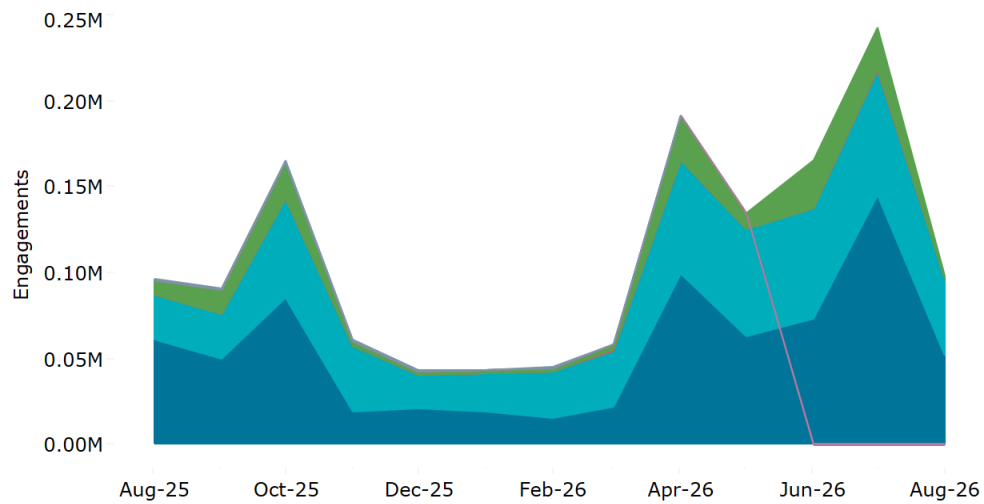
Engagement Rate	
Impressions	
Video Views	**0**
Engagements	
Comments	
Reactions	
Shares	
Post Link Clicks	

Tiktok

Audience
7.2K
+150.1% YOY

Engagement Rate	
Video Views	**68,198**
Engagements	**2,202**
Comments	73
Reactions	1,746
Shares	383





Source: Sprout Social

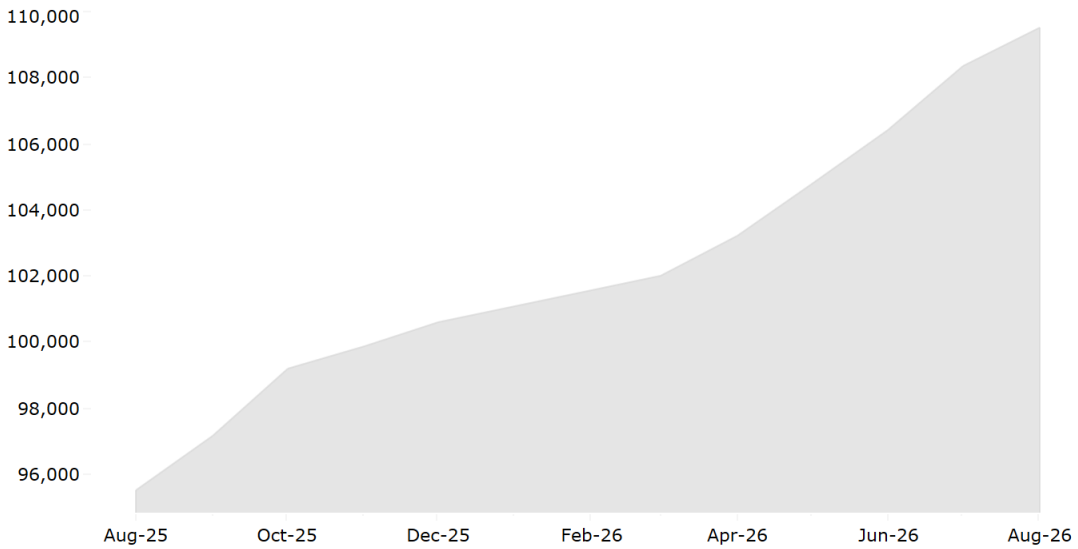
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Meta Facebook Insights

Audience Overview

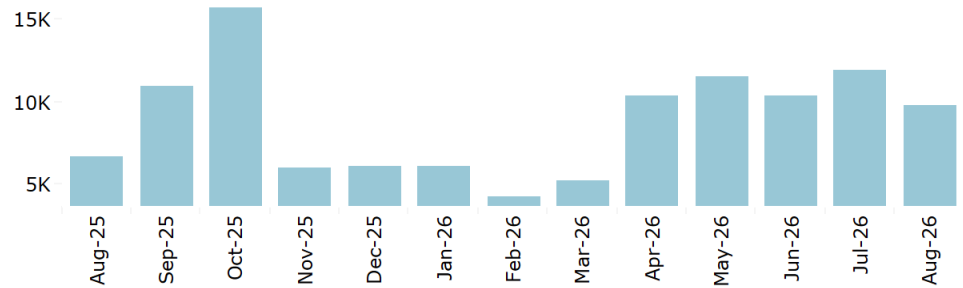
Audience
August 2026
109,494
+14.6% YOY

Audience by Month

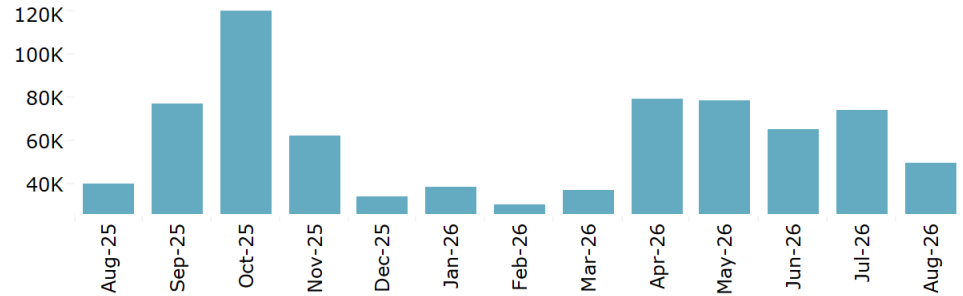


Engagements & Impressions

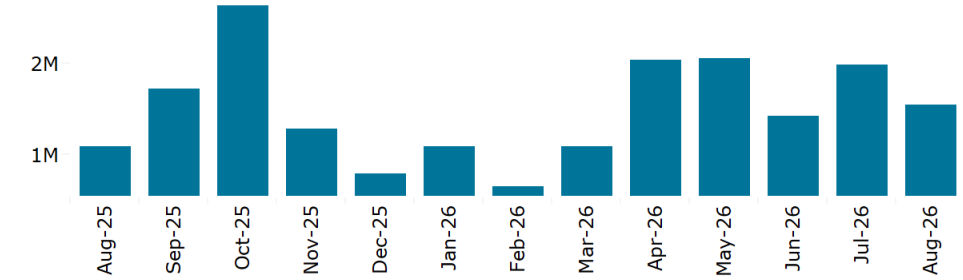
Page Views
August 2026
9,805
+47.2% YOY



Engagements
August 2026
49,277
+23.3% YOY



Impressions
August 2026
1,535,666
+40.6% YOY

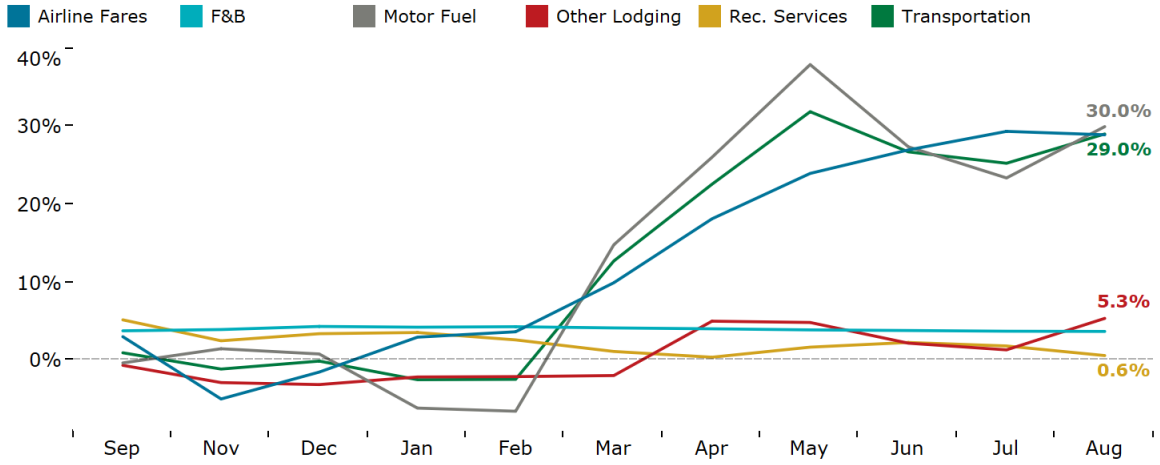


Source: Meta

Travel Trends

Travel Price Index

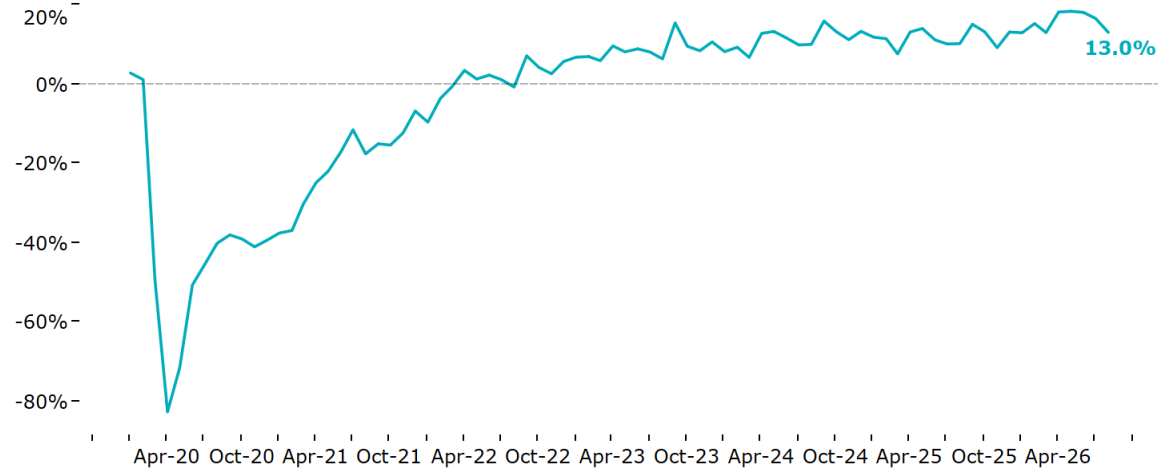
% Change Relative to Same Month in Previous Year | Last 12 Months



Source: U.S. Travel Association via U.S. Travel Recovery Tracker

Travel Spending (% change vs 2019)

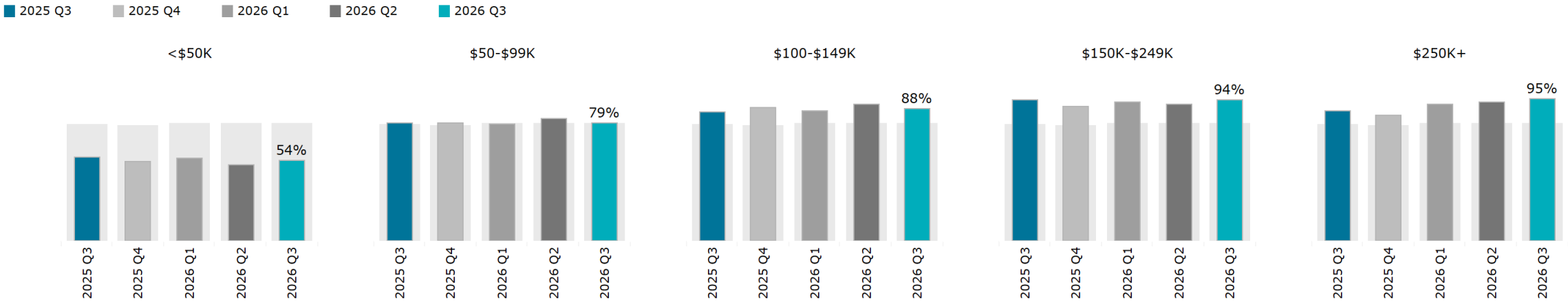
% Change vs. 2019 | U.S. total



Source: Tourism Economics via U.S. Travel Recovery Tracker

Planning Leisure Travel Within the Next 12 Months

% of American Consumers Planning Travel by Household Income (Calendar Year)



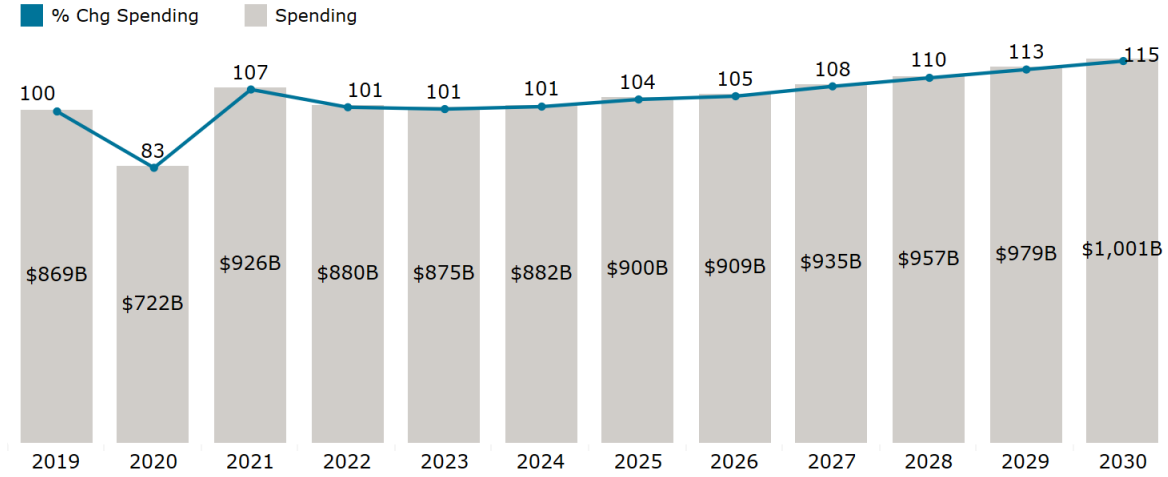
Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

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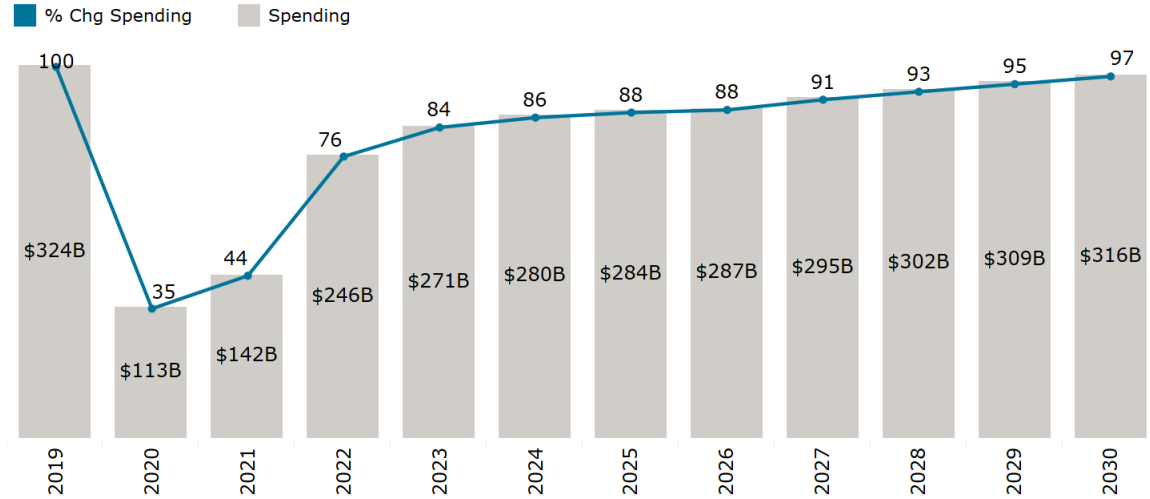
Real Domestic Leisure Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



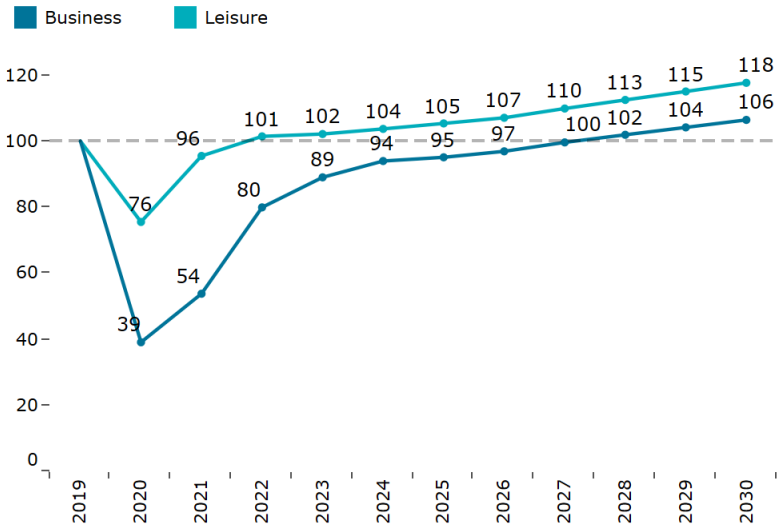
Real Domestic Business Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



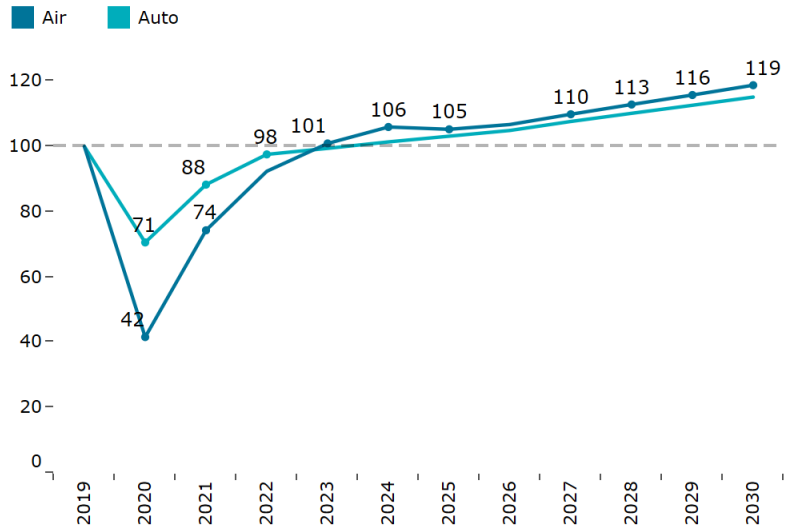
Leisure vs. Business Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



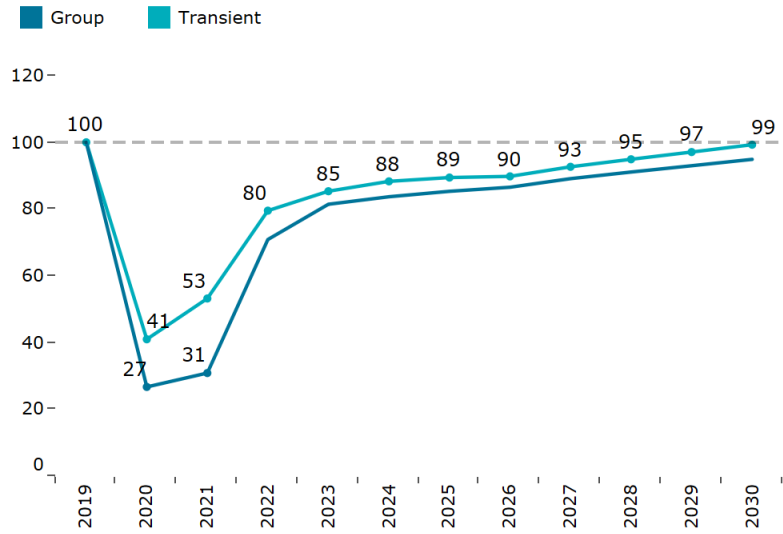
Auto vs. Air Travel Volume

Forecasted recovery, relative to 2019 (index, 2019=100)



Group vs. Transient Travel Spending

Forecasted recovery, relative to 2019 (index, 2019=100)



Forecast as of May 2026
Source: Tourism Economics via U.S. Travel Recovery Tracker

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