Datafy

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Visitor Summary

July 2026

VISIT HUNTINGTON BEACH
SURF CITY USA®

Month	Report Type	Cluster
July 2026	Month	All

Cluster: All

Total Trips

607,465

+26.2%
vs. Previous Year

Avg. Trip Duration

2.9 Days

-17.9%
vs. Previous Year

Top State:

California

35.9%

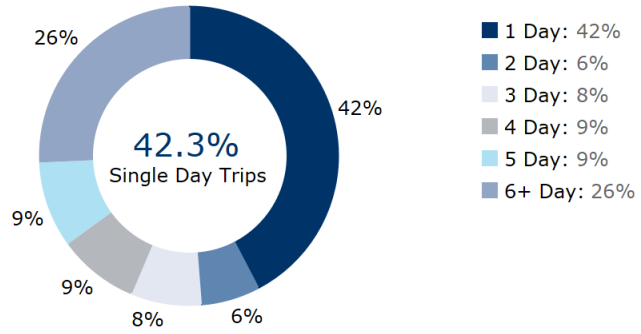
Top DMA:

Los Angeles

13.2%

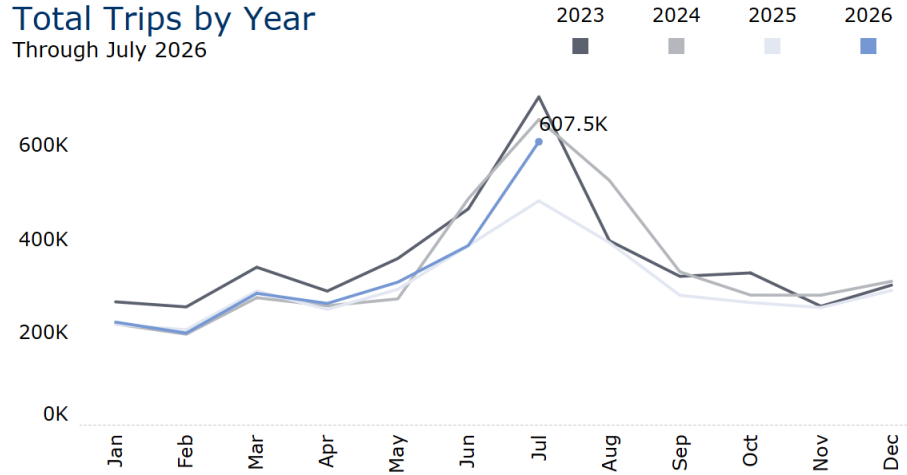
Average Trip Duration

July 2026



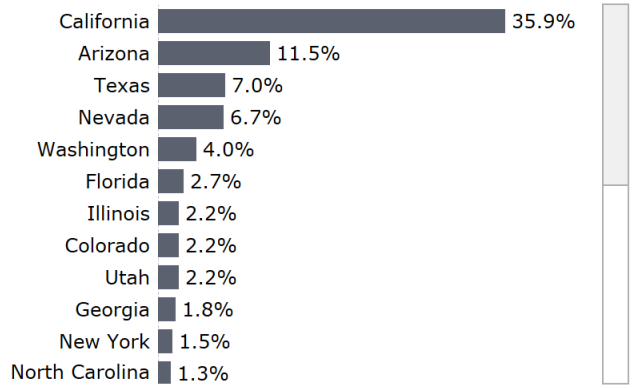
Total Trips by Year

Through July 2026



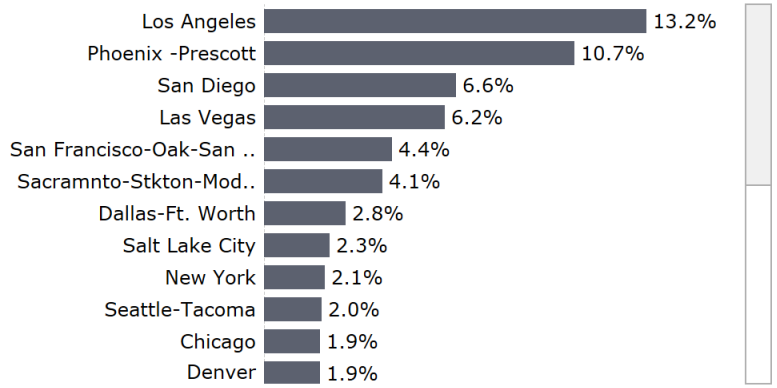
Origin Market States

July 2026



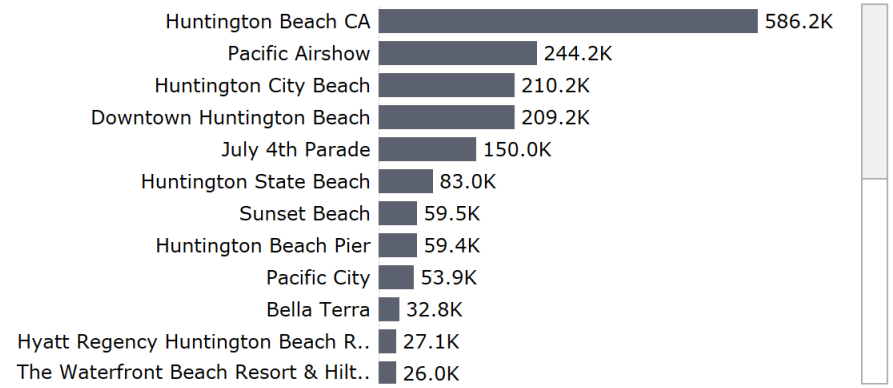
Origin Market DMAs

July 2026



Points of Interest Visited

July 2026, Cluster = All



Source: Datafy

SYMPHONY | TOURISM ECONOMICS

Comparative Insights

July 2026

Month	Report Type	Cluster
July 2026	Month	All

Total Trips

607,465

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Avg. Trip Duration

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-17.9%
vs. Previous Year

Top State: California
35.9%

Top DMA: Los Angeles
13.2%

Trip Duration by Period

July 2026 % Share, vs. Previous Year

		Current Period	Comparison Period
1 Day	+9.3%	42.3%	47.8%
2 Day	+6.3%	6.4%	7.5%
3 Day	+25.6%	7.6%	7.5%
4 Day	+38.7%	8.6%	7.7%
5 Day	+51.1%	9.3%	7.6%
6+ Day	+44.6%	25.7%	21.9%

Top 25 Origin Market DMAs

July 2026 % Share, vs. Previous Year

Los Angeles	+10.9%	13.2%
Phoenix -Prescott	+15.3%	10.7%
San Diego	+6.2%	6.6%
Las Vegas	+8.7%	6.2%
San Francisco-Oak-San Jose	+17.0%	4.4%
Sacramnto-Stkton-Modesto	+16.1%	4.1%
Dallas-Ft. Worth	+39.0%	2.8%
Salt Lake City	+21.6%	2.3%
New York	+48.3%	2.1%
Seattle-Tacoma	+34.7%	2.0%
Chicago	+39.6%	1.9%
Denver	+26.0%	1.9%
Fresno-Visalia	+10.6%	1.8%
Houston	+44.8%	1.8%
Bakersfield	+25.5%	1.5%
Atlanta	+37.3%	1.5%
Palm Springs	+3.0%	1.4%
Portland- OR	+32.2%	1.2%
SantaBarbra-SanMar-SanLuob	+13.7%	1.0%
Washington-DC -Hagrstwn	+42.7%	1.0%
Tucson -Sierra Vista	+17.8%	0.9%
Kansas City	+33.3%	0.8%
Philadelphia	+43.3%	0.7%
Austin	+29.5%	0.7%
San Antonio	+43.3%	0.7%

Top 25 Points of Interest Visited

July 2026, % Share, vs. Previous Year

Huntington Beach CA	+27.7%	586.2K
Pacific Airshow	-7.6%	244.2K
Huntington City Beach	-8.1%	210.2K
Downtown Huntington Beach	+23.5%	209.2K
July 4th Parade	+7.1%	150.0K
Huntington State Beach	-9.0%	83.0K
Sunset Beach	-1.9%	59.5K
Huntington Beach Pier	+9.6%	59.4K
Pacific City	+8.0%	53.9K
Bella Terra	-4.1%	32.8K
Hyatt Regency Huntington Beach Resort & ..	-1.6%	27.1K
The Waterfront Beach Resort & Hilton Hotel	-11.1%	26.0K
The Strand	+7.9%	25.0K
Bolsa Chica State Beach	-9.7%	18.3K
Pasea Hotel & Spa	-1.0%	13.8K
Huntington Dog Beach	+47.1%	12.4K
Kimpton Shorebreak Resort	+7.5%	12.1K
5 Points Plaza	+10.9%	5.8K
Springhill Suites by Marriott	-15.0%	5.1K
Peters Landing	+26.1%	5.0K
The Hotel Huntington Beach	-18.1%	2.9K
Travelodge Ocean Front	-6.7%	1.4K
Best Western Surf City	-24.9%	1.1K
Sun n Sands Inn	+7.0%	1.1K
Quality Inn & Suites Huntington Beach	-60.4%	1.0K
Huntington Beach Inn	-16.4%	0.9K

Source: Datafy

In-State/Out-of-State Trips

July 2026

Start Date
July 2025

End Date
July 2026

Cluster
All

Total Trips

4,229,399

Avg. Trip Duration

3.4 Days

Top State:

California

42.5%

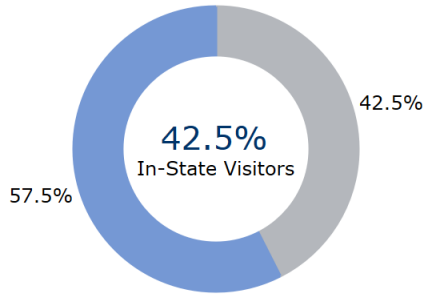
Top DMA:

Los Angeles

16.8%

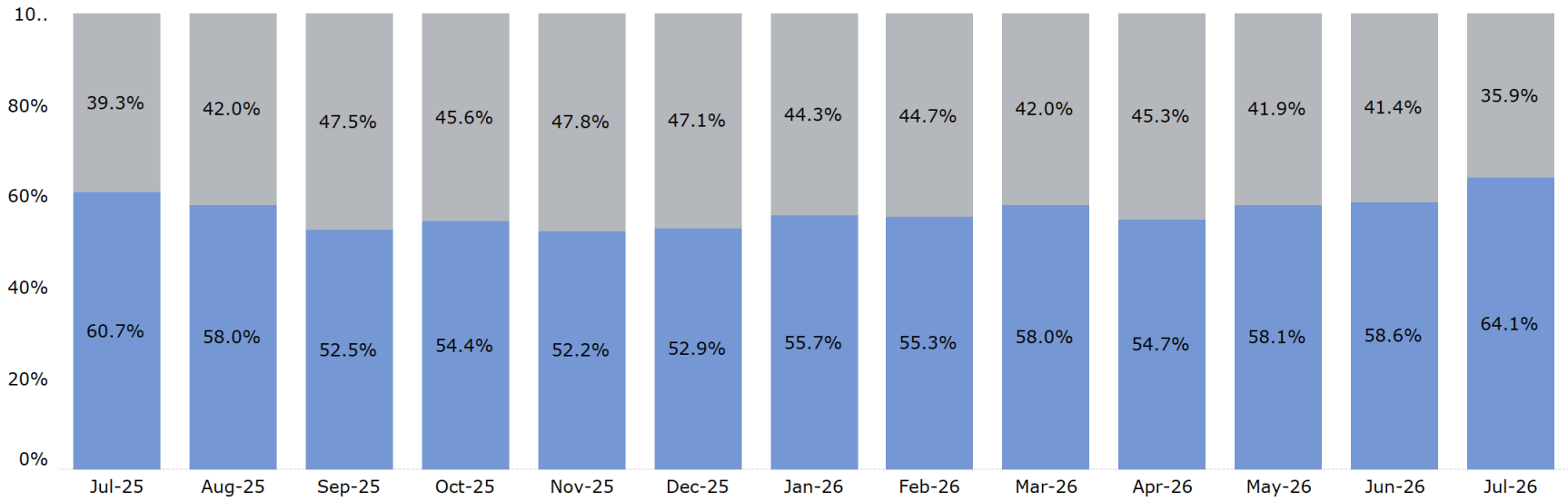
State Origin Share of Trips

Between July 2025 - July 2026



State Origin Share of Trips

Between July 2025 - July 2026



Summary Table

Between July 2025 - July 2026

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26
Total Trips	481,331	392,183	279,664	264,162	253,513	290,085	222,339	199,013	283,751	262,268	307,708	385,917	607,465
Unique Visitors	0	0	0	0	0	0	0	0	0	0	0	0	0
Avg. Trip Length (Days)	3.5	3.6	3.8	4.0	3.9	3.6	3.3	3.3	3.4	3.2	3.2	3.3	2.9
Visitor Days	1,694,583	1,422,999	1,068,337	1,067,409	992,909	1,056,814	728,772	646,625	959,544	836,916	971,748	1,282,489	1,755,072

Source: Datafy