

A scenic sunset over Huntington Beach. The sky is filled with vibrant orange and yellow hues, transitioning into a soft blue. In the foreground, a surfer in a wetsuit is wading through the shallow water, carrying a surfboard. The ocean waves are breaking, creating white foam. In the background, a long wooden pier extends into the sea, topped with a pavilion and several buildings. Silhouettes of people can be seen walking along the pier. The overall atmosphere is peaceful and picturesque.

# WELCOME TO THE 2023 HUNTINGTON BEACH TOURISM SUMMIT





**Kelly Miller, CDME**

President & CEO, Visit Huntington Beach



# THANK YOU TO OUR SPONSORS



CODE FOUR



The Waterfront Beach Resort  
a Hilton Hotel

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ALPHA & OMEGA  
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simpleview



Tripadvisor



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DATAFY



noblestudios.



# THANK YOU TO OUR SPEAKERS



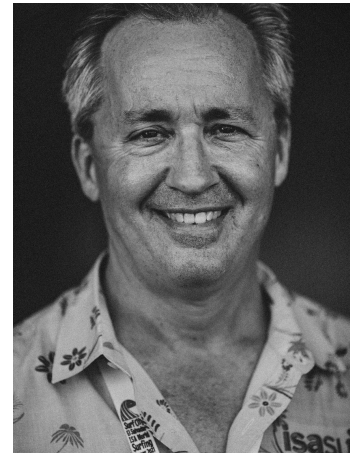
**Mayor Tony Strickland** - City of Huntington Beach

**Caroline Beteta** - President & CEO, Visit California

**Zeek Coleman** - Vice President, Americas, Tourism Economics

**Jeffrey Ball** - President & CEO, Orange County Business Council

**Kim Bedier** - Sr. Vice President & General Manager, ocV!BE



**Komal Kumar** - Interim Assistant Director, John Wayne Airport

**Robert Fasulo** - Executive Director, International Surfing Association

**Trevor Cartwright** - Founder/Partner, Coraggio Group



# THANK YOU TO OUR VISIT HUNTINGTON BEACH BOARD

Brett Barnes

Jennifer Williams

Mike Ali

Sachin Amin

Dawn McCormack

John Villa

Paul Maddison

Sheik Sattaur

Dean Torrence

Justin Simpson

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Todd Szilagyi

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Kevin Elliot

Peter Rice

Tim McGrath

Duke Dufresne

Marisa Unvert

Peter Truxaw

Janis Mantini

Meg Bernardo

Peter "PT" Townend



**THANK YOU TO OUR ELECTED OFFICIALS**







Mayor Tony Strickland





**Caroline Beteta**  
President & CEO, Visit California





**NARRATED BY BILLY BALDWIN**



# HUNTINGTON BEACH - PAST & FUTURE



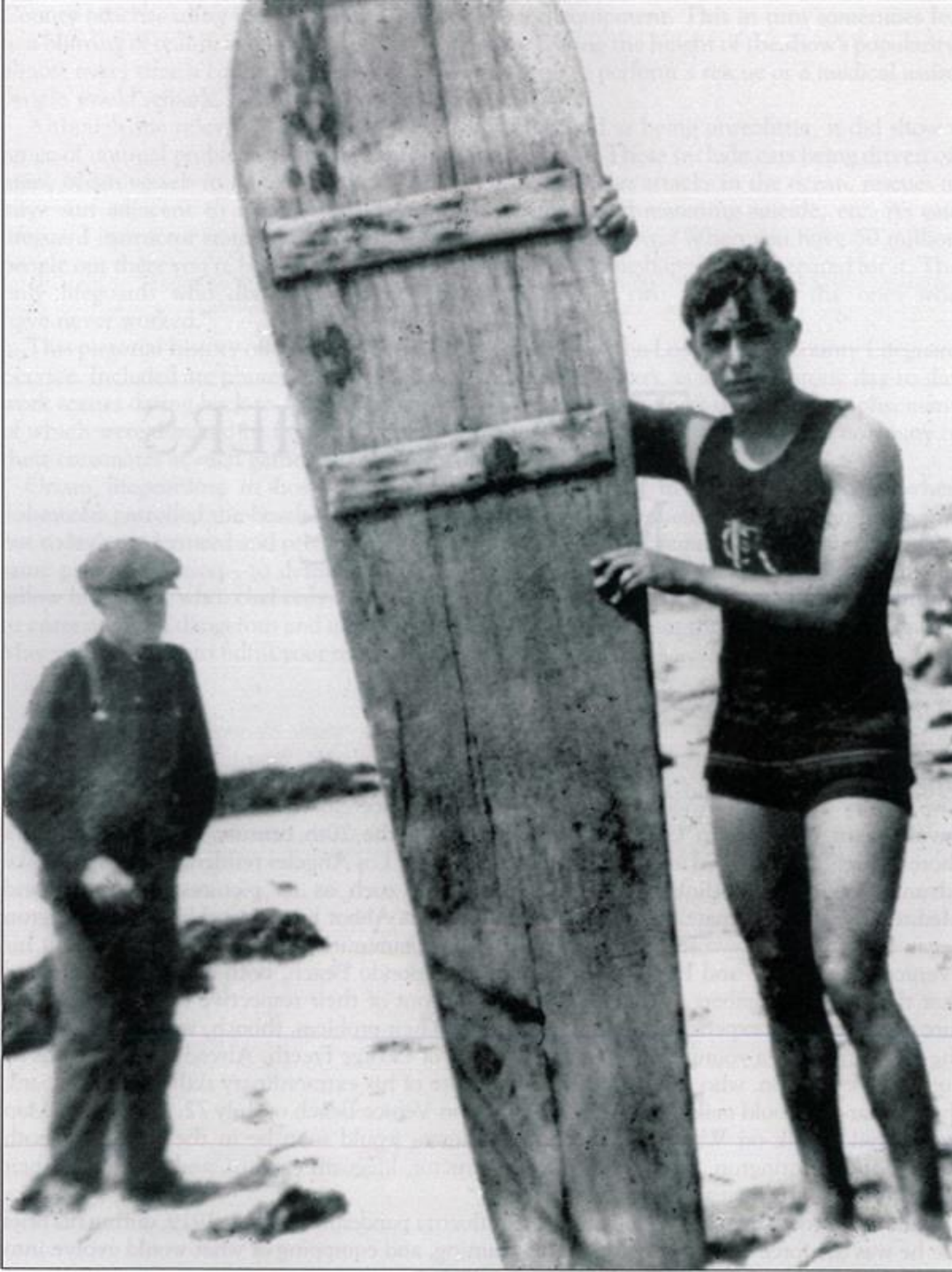
Kelly Miller, CDME

President & CEO, Visit Huntington Beach





# PAST TO PRESENT





# HUNTINGTON BEACH EVENTS

1914



**GEORGE FREETH: FIRST SURFER EVER AT THE HB PIER**

1959



**HUNTINGTON BEACH CITY SKATEBOARD CONTEST**

1977



**FIRST NSSA NATIONAL CHAMPIONSHIP**

1978

1997



**HUNTINGTON BEACH PRO BEACH HOCKEY**

1998

2004



**FIRST WEST COAST SURFING CHAMPIONSHIPS**



**KATIN PRO-AM TEAM CHALLENGE**



**CITY'S FIRST RACE (PACIFIC SHORELINE MARATHON)**



**KNEEBOARDING SURFING USA TITLES**



# HUNTINGTON BEACH EVENTS

2006



**AVP BEACH VOLLEYBALL  
HUNTINGTON BEACH OPEN**

2009



**FIRST SURF CITY SURF DOG  
EVENT AT HB DOG BEACH**

2009



**HURLEY INCLUDES  
SKATEBOARDING  
AT U.S. OPEN OF SURFING**

2013



**BULLS AT THE BEACH  
& FIRST HB SAND  
SOCCER EVENT**

2013



**VANS INCLUDES BMX AT  
U.S. OPEN OF SURFING**

2015



**HB SETS TWO GUINNESS  
WORLD RECORDS AT  
THE PIER**

2016



**BREITLING HUNTINGTON  
BEACH AIRSHOW**

2017



**FIRST OPERATION SURF EVENT  
FOR WOUNDED VETERANS**

2017



**VANS WORLD CHAMPIONSHIP  
SKATEBOARDING  
GLOBAL QUALIFIER**



# HUNTINGTON BEACH EVENTS

2018/2019



ISA WORLD JUNIOR SURFING CHAMPIONSHIPS

2022



TOYOTA USA SURFING PRIME

2022



ISA WORLD SURFING GAMES

2022



ISA WORLD PARA SURFING CHAMPIONSHIPS

2023

*NEW!*



A GREAT DAY IN THE STOKE  
(BACK IN 2023)



US OPEN OF SURFING

2022



SURFSCAPE

2023



USA BEACH ULTIMATE

2023

*NEW!*

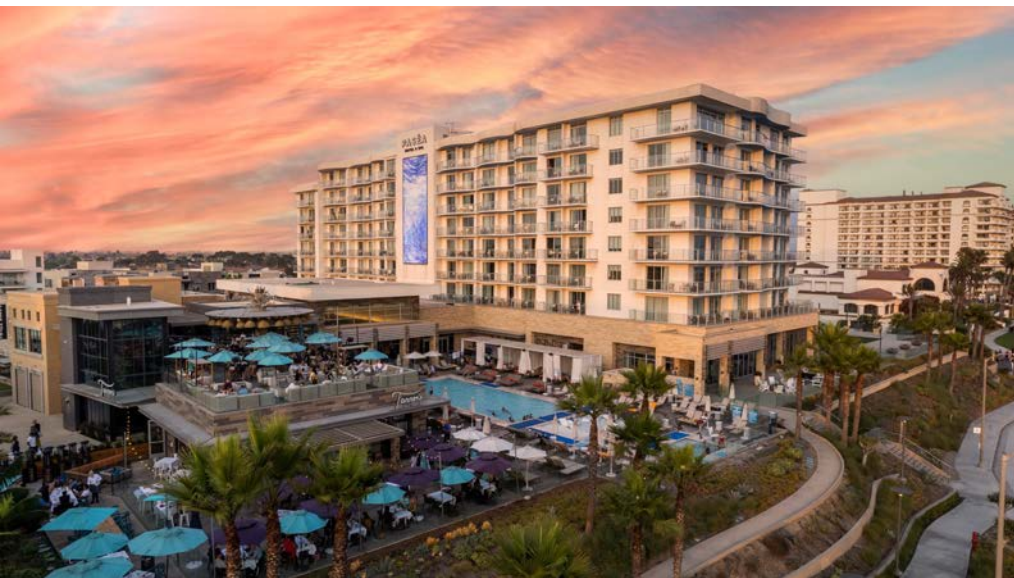




**The Waterfront Beach Resort, a Hilton Hotel**



**Hyatt Regency Huntington Beach Resort & Spa**



**Paséa Hotel & Spa**

# HB COLLECTION



**Kimpton Shorebreak Huntington Beach Resort**



# MOBI MATS





# MCKINNON ADAPTIVE SURF





# THERAPEUTIC RIDING CENTER





# CANINES WITH SUPERPOWERS





# OC CHERRY BLOSSOM FESTIVAL



**OC CHERRY BLOSSOM FESTIVAL  
PERFORMANCE SCHEDULE**

FRIDAY MARCH 11, 2022	SATURDAY MARCH 12, 2022	SUNDAY MARCH 13, 2022
12:00 PM	12:00 PM	12:00 PM
1:00 PM	1:00 PM	1:00 PM
2:00 PM	2:00 PM	2:00 PM
3:00 PM	3:00 PM	3:00 PM
4:00 PM	4:00 PM	4:00 PM
5:00 PM	5:00 PM	5:00 PM
6:00 PM	6:00 PM	6:00 PM
7:00 PM	7:00 PM	7:00 PM
8:00 PM	8:00 PM	8:00 PM
9:00 PM	9:00 PM	9:00 PM
10:00 PM	10:00 PM	10:00 PM
11:00 PM	11:00 PM	11:00 PM
12:00 AM	12:00 AM	12:00 AM

**FRIDAY MARCH 11, 2022**

- 12:00 PM: Opening Ceremonies
- 1:00 PM: Gacha #2
- 2:00 PM: Salimayu
- 3:00 PM: [Blank]
- 4:00 PM: [Blank]
- 5:00 PM: [Blank]
- 6:00 PM: [Blank]
- 7:00 PM: [Blank]
- 8:00 PM: [Blank]
- 9:00 PM: [Blank]
- 10:00 PM: [Blank]
- 11:00 PM: [Blank]
- 12:00 AM: [Blank]

**SATURDAY MARCH 12, 2022**

- 12:00 PM: [Blank]
- 1:00 PM: [Blank]
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- 3:00 PM: [Blank]
- 4:00 PM: [Blank]
- 5:00 PM: [Blank]
- 6:00 PM: [Blank]
- 7:00 PM: [Blank]
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- 10:00 PM: [Blank]
- 11:00 PM: [Blank]
- 12:00 AM: [Blank]

**SUNDAY MARCH 13, 2022**

- 12:00 PM: [Blank]
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- 10:00 PM: [Blank]
- 11:00 PM: [Blank]
- 12:00 AM: [Blank]

**SEE YOU NEXT YEAR!**

**OC CHERRY BLOSSOM FESTIVAL**



# GREAT DAY IN THE STOKE





# ISA WORLD PARA SURFING CHAMPIONSHIPS



NOVEMBER 5-11, 2023



**HUNTINGTON BEACH OFFICIALLY BECOMES**

**SURF CITY USA®**



**VISIT  
HUNTINGTON  
BEACH  
SURF CITY USA®**



# BIG BOARD & TWO GUINNESS WORLD RECORDS



















# CAN HUNTINGTON BEACH DEFY ECONOMIC GRAVITY?



Zeek Coleman

Vice President – Americas,  
Tourism Economics







# Can Huntington Beach Defy Economic Gravity?

Huntington Beach, CA  
June 2023





# Tourism Economics

The background of the slide is a blue-tinted photograph of an airport terminal. The ceiling is a prominent feature, consisting of a complex grid of dark lines forming a series of diamond and square shapes. Below the ceiling, a security checkpoint is visible, with a tall, dark structure in the center and other smaller structures to the right. The overall scene is dimly lit, with the blue tint creating a professional and modern atmosphere.



# Oxford Economics



## Founded in 1981

Started in collaboration with Oxford University



## 600+ staff across 20 global offices

Offices in London, NY, Frankfurt, Paris, Sydney, Singapore and more



## 300+ Economists

Macro, Tourism, City, Industry, Real Estate, Construction, Infrastructure, Housing



## More than 4,000 international clients & growing

Travel, Government, Corporate, B2C, Real Estate, Technology, Financial, Asset & Investment Management



## Consultancy & Thought Leadership

We combine the analytical skills of our economists and thought leadership teams to deliver groundbreaking research



## Forecast Services include:

Macroeconomic, Travel & Tourism, Industry, City and Regional & Real Estate



## Oxford's Unique Macroeconomic Model

All based on Oxford's unique set of global linked models that set us apart.



## World Leading

In economic forecasting & analytics



# Awards and Accolades



## **Focus Economics Best Economic Forecaster Awards**

Oxford Economics topped Focus Economics Analyst Forecast Awards, with 66 first-place rankings across macroeconomic indicators for 100 countries in 2021.



## **Corporate Livewire Innovation And Excellence Awards 2021**

Oxford Economics is proud to announce that we have been awarded Economic Forecasting Specialists of the Year.

The Bloomberg logo, consisting of the word "Bloomberg" in a bold, black, sans-serif font.

## **Bloomberg's U.S. Economics Forecast Rankings: 2021**

Oxford Economics placed top 5 in select underlying indicators and top 20 overall in Bloomberg's U.S. Economics forecast rankings in Q1 2021.



# 66 1<sup>ST</sup> PLACE RANKINGS ACROSS 100 COUNTRIES



Ranking of forecasters' performance 2017-2021

	2021	2020	2019	2018	2017	5-year total
1 Oxford Economics	165	100	111	114	105	595
2 EIU	119	118	90	124	99	550
3 Citigroup Global Mkts	67	83	69	97	95	411
4 Fitch Solutions	115	56	89	89		349
5 Capital Economics	50	85	98	62	48	343
6 JPMorgan	64	64	43	55	59	285
7 HSBC	29	49	49	57	47	231
8 Euromonitor International	56	41	45	57	26	225
9 Standard Chartered	50	32	41	37	36	196
10 ING	25	32	26	31	61	175





TE serves 500+ destinations, companies, and associations





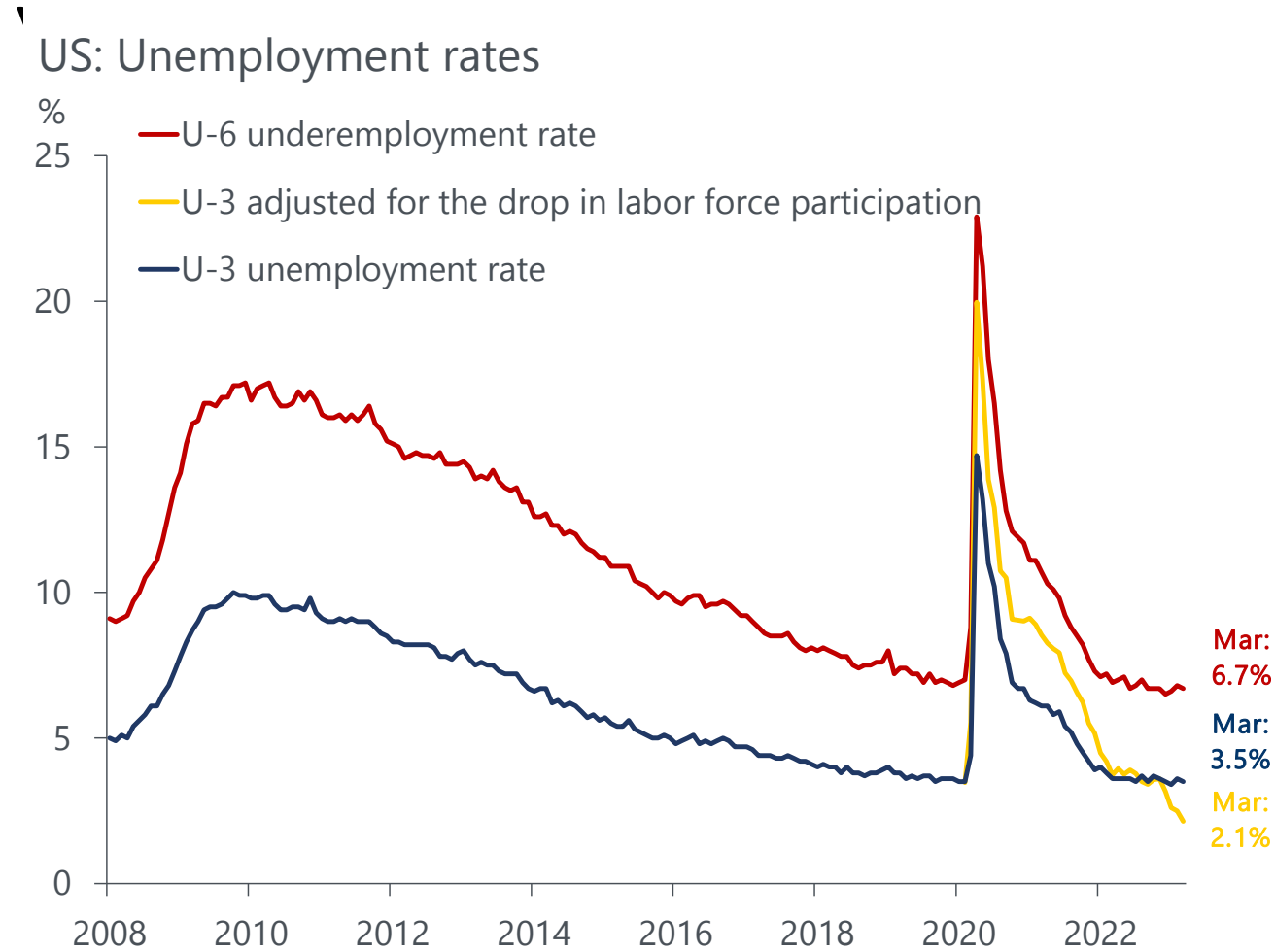
**Let's answer this by asking a few questions...**



- 1** Are we headed for a recession?
- 2** How does this usually work?
- 3** Is this time different?

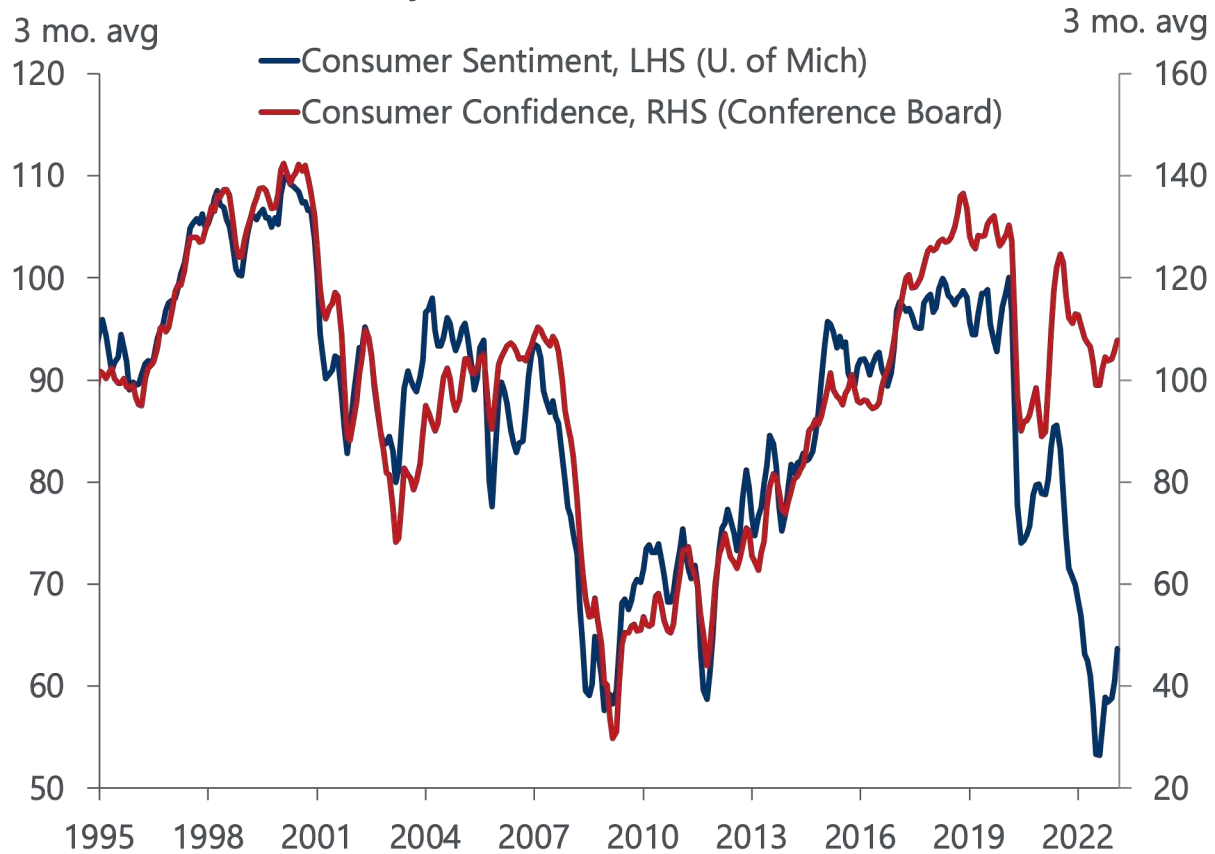


# U.S. unemployment rate the lowest in 50



# Yet, consumers are feeling uneasy

US: Consumer surveys

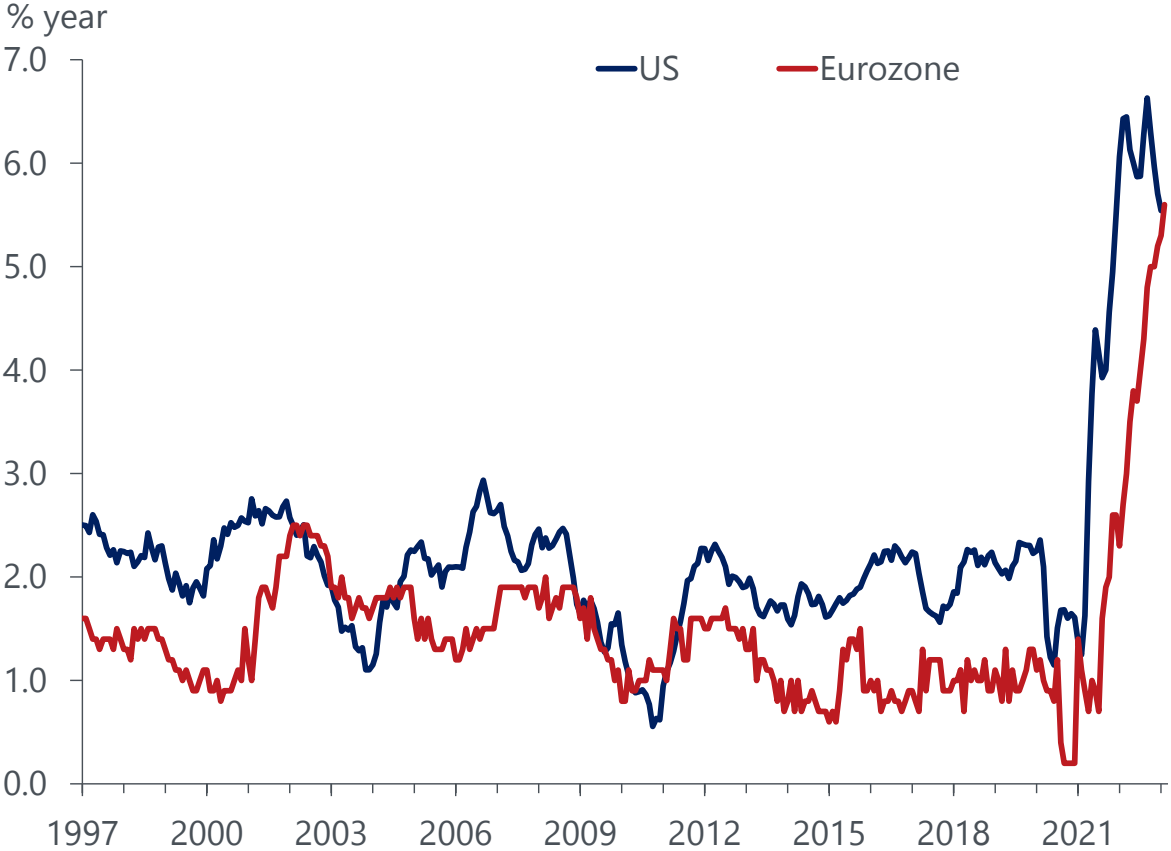


Source: Oxford Economics/Haver Analytics



# The culprit? Inflation

Advanced economies: Core CPI inflation

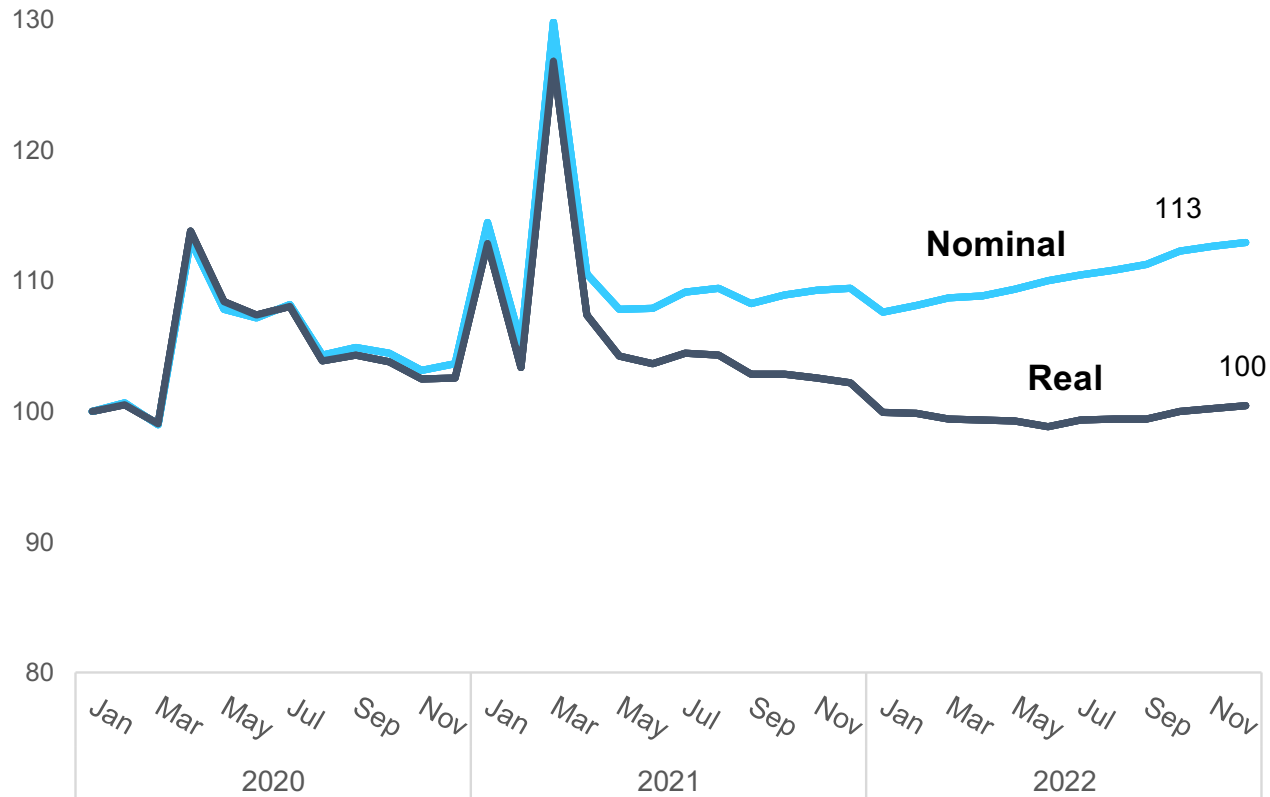


Source : Oxford Economics/Haver Analytics

# Inflation has taken a bite out of disposable income

## Personal income

January 2020 = 100



- The average U.S. household is spending an additional \$400/month to buy the same goods and services as last year.

Note: Disposable personal income, seasonally adjusted

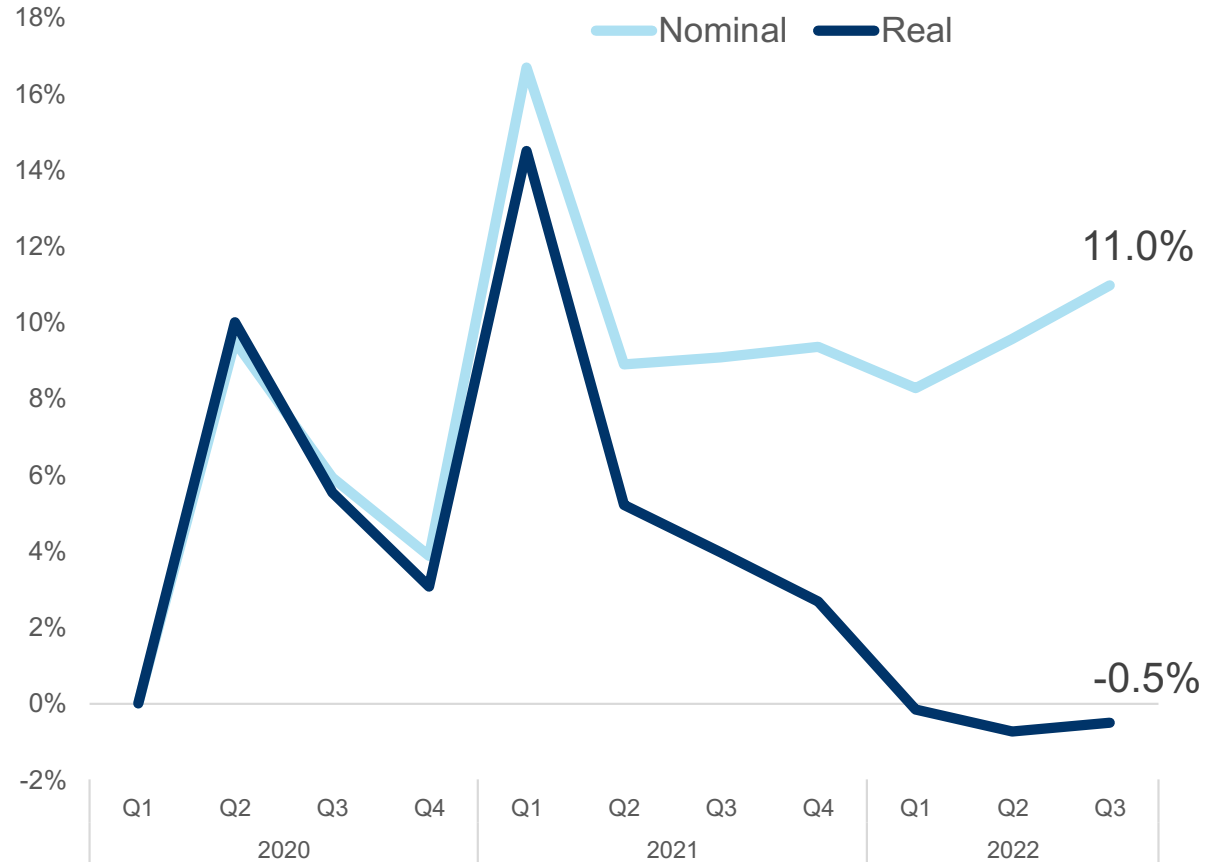
Source: BEA; FRED



# This chart is for my fellow "C" students

## Disposable personal income growth

Change relative to 2020 Q1



In "C student" terms:

"If you made \$100K and your wage increased to \$111K, you can actually only buy \$99K worth of pre-inflation stuff."

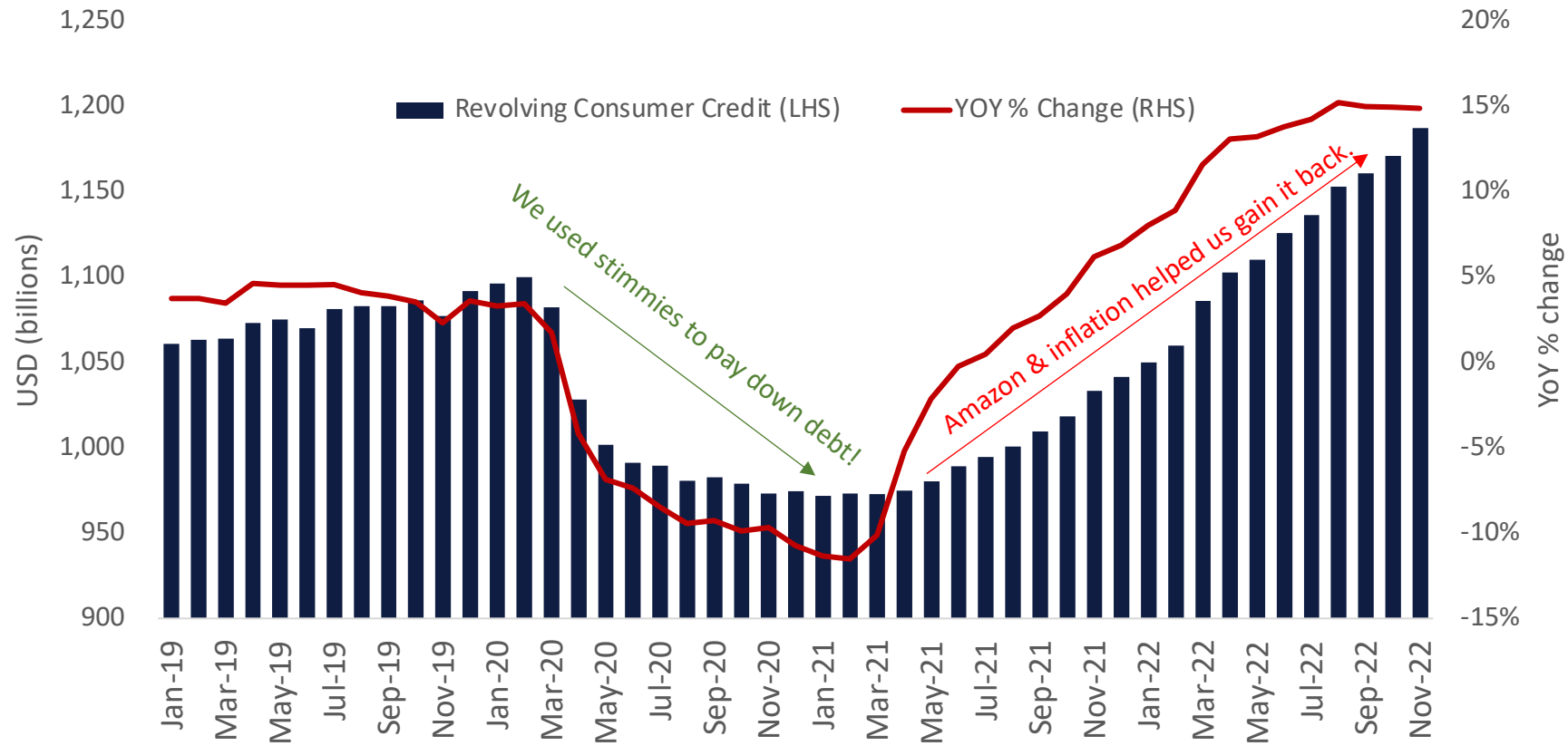
Less bang for your buck!

Note: Disposable personal income (measures income after taxes), seasonally adjusted. Real series deflated by PCE price index.

Source: BEA; Tourism Economics

# And households are taking on more debt

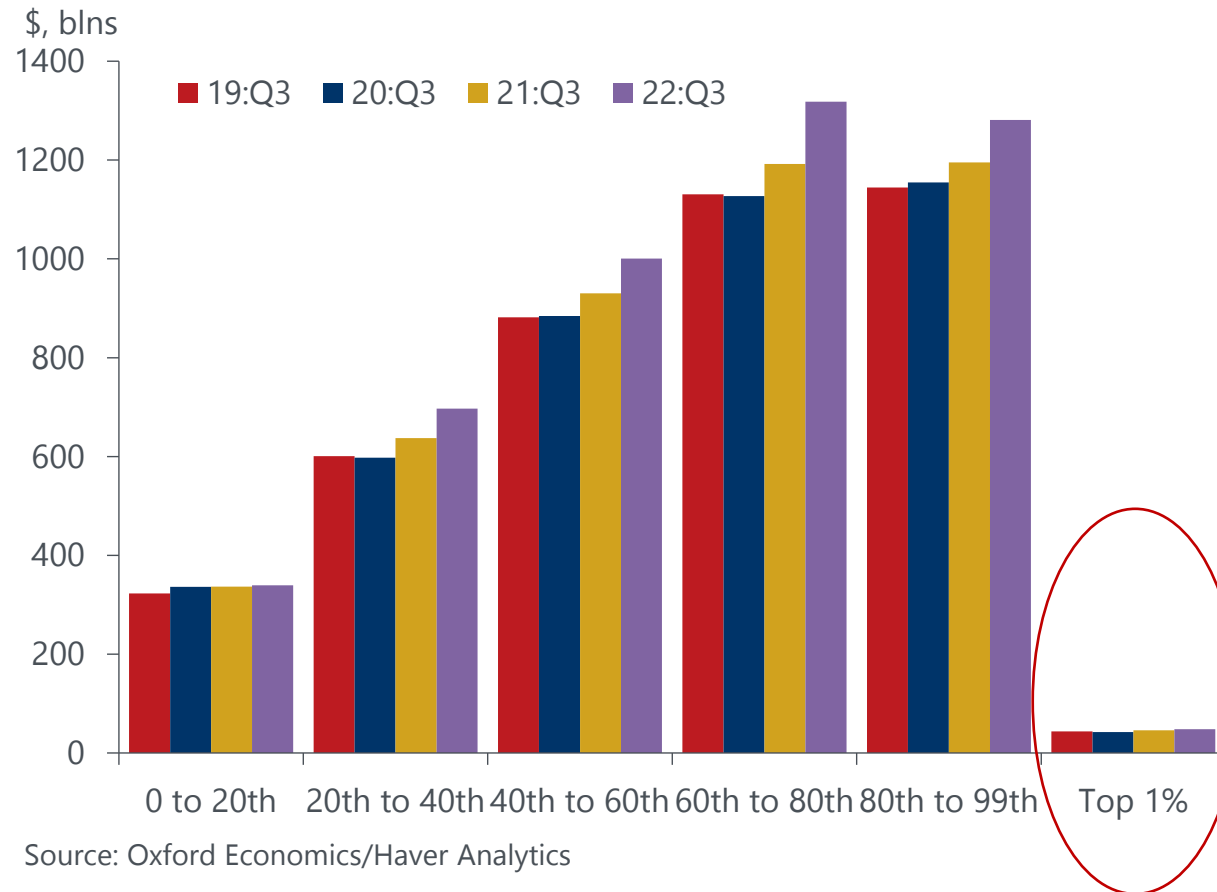
## U.S.: Revolving credit has surpassed pre-pandemic levels





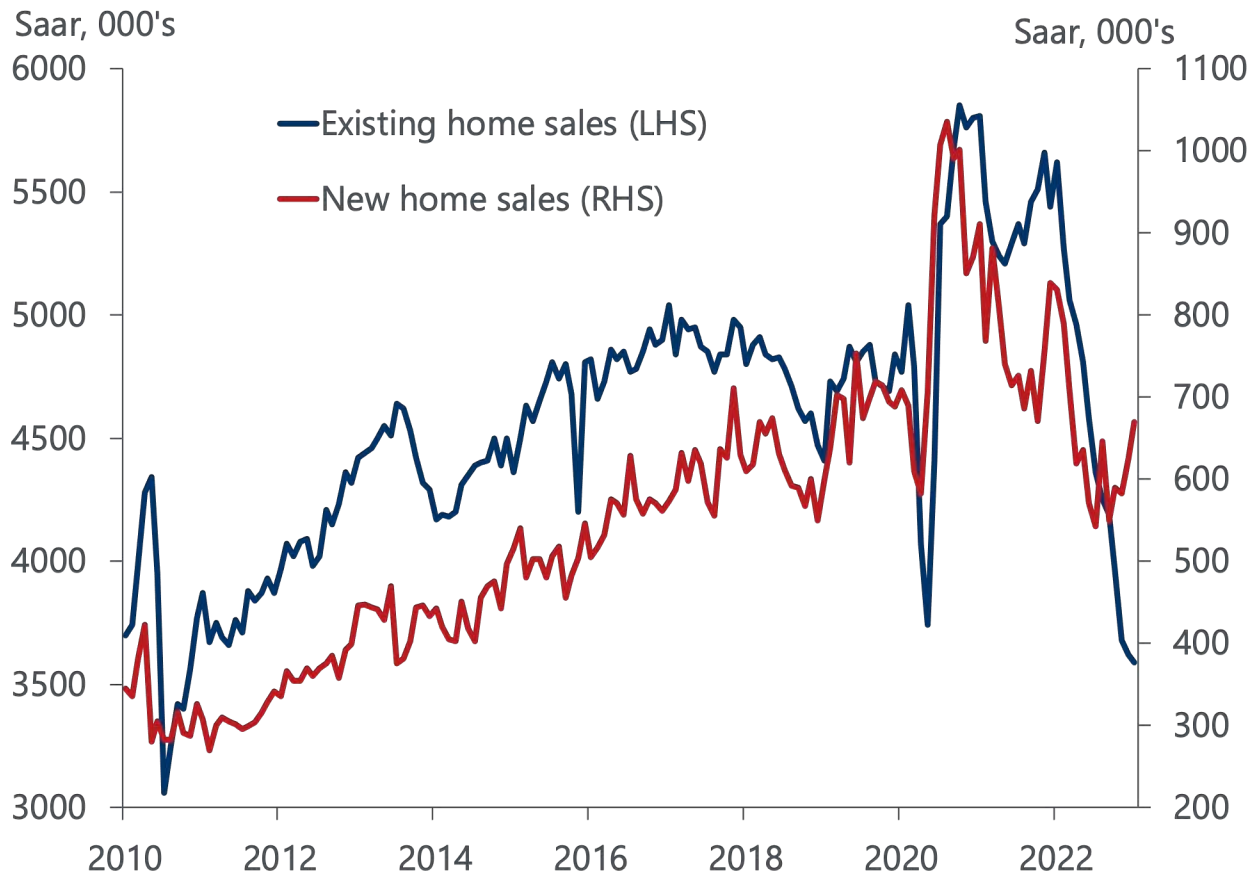
# Shout out to the 1% in here for living within their means

US: Outstanding consumer credit



# Housing market is already in recession

US: New and existing home sales

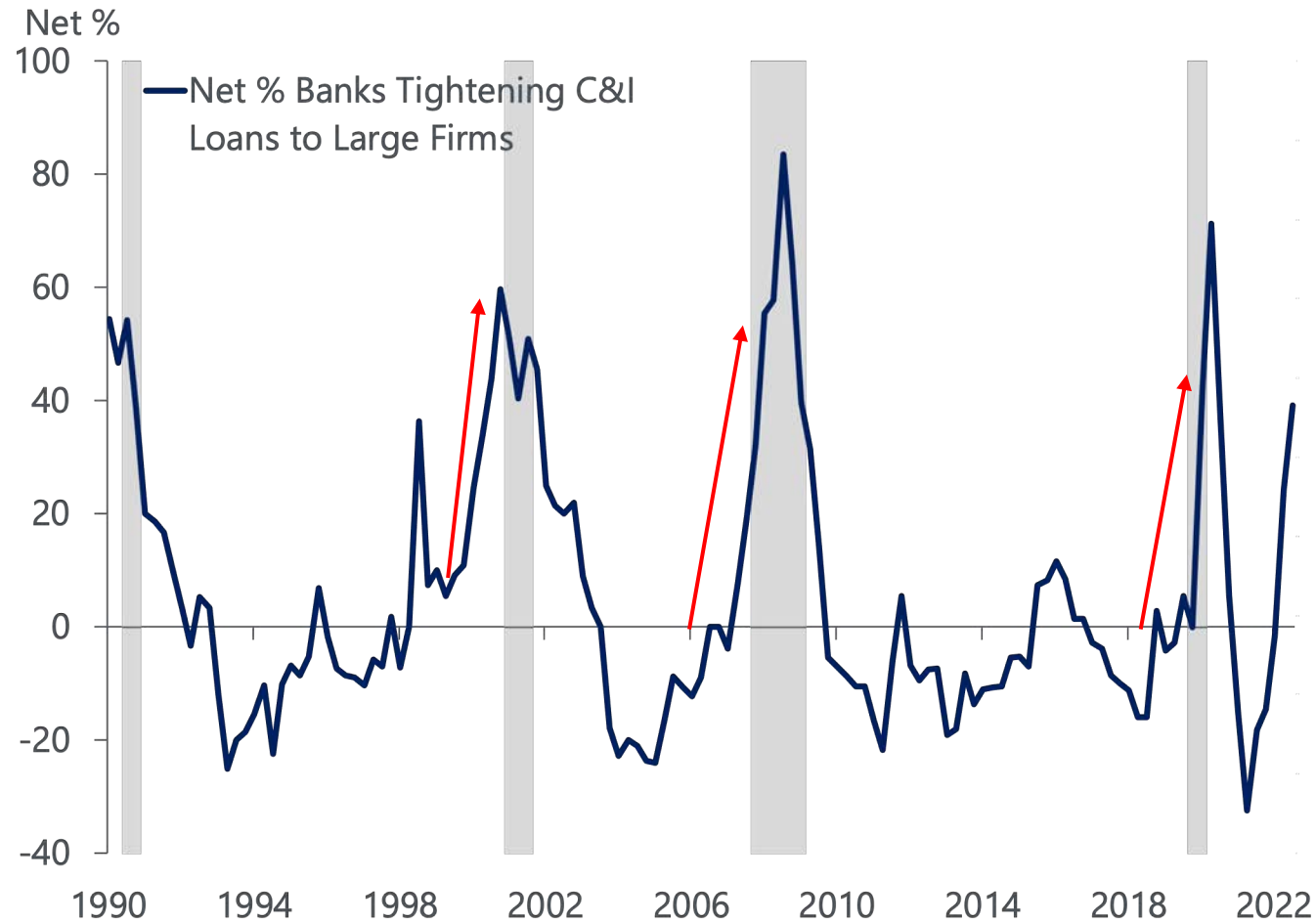


Source: Oxford Economics/Haver Analytics



# Credit conditions becoming less favorable...

US: FRB Sr Officers Survey: Banks Tightening C&I Loans

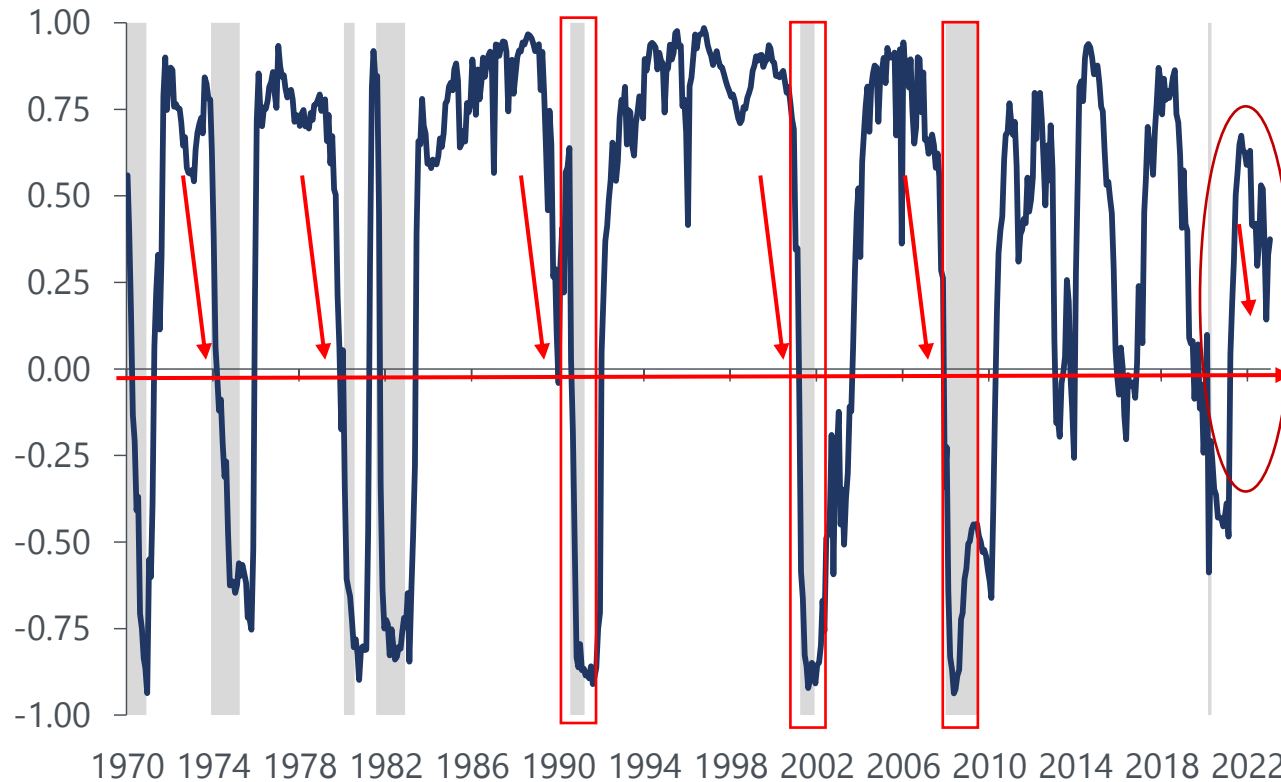


Source: Oxford Economics/Haver Analytics

# Oxford indicator points to an economic contraction later this year

US: Oxford Economics' US Business Cycle Indicator (BCI)

Index, -1 to +1



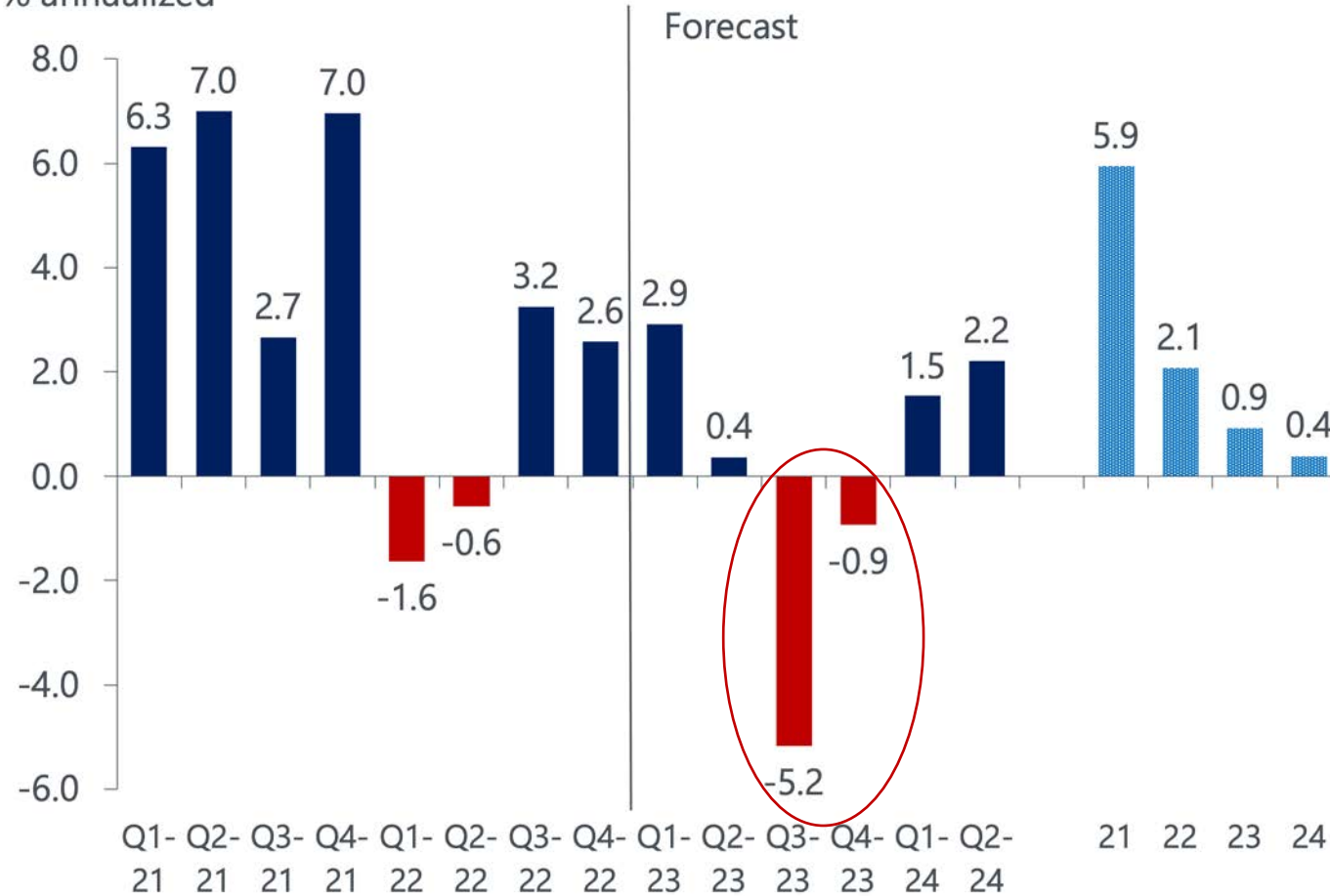
The sharp fall in our U.S. business cycle indicator in February suggests the economy lost momentum midway through Q1.

Source: Oxford Economics/Haver Analytics



# We are headed toward a recession in the second half of 2023

US: GDP Forecast  
% annualized

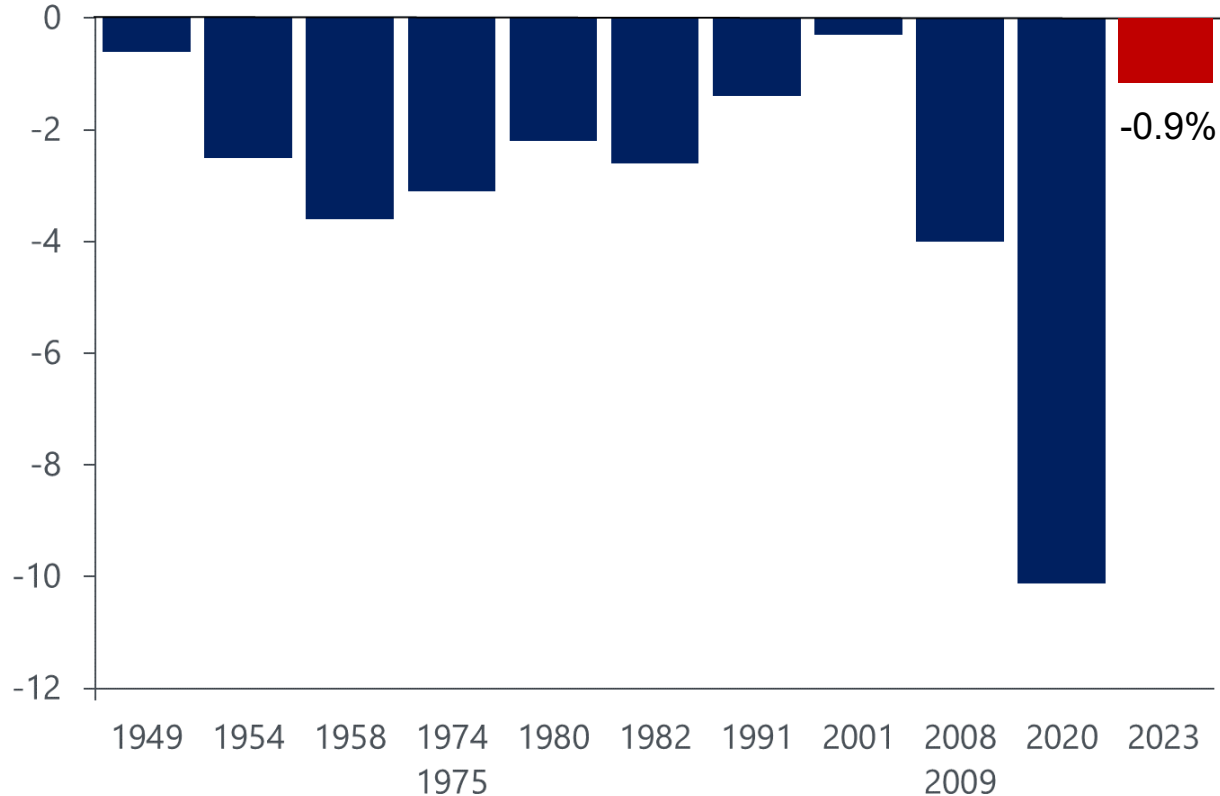


Source: Oxford Economics/Haver Analytics

# But a recession will be mild by historical standards

US: Peak-to-trough recessions since 1949

% change, peak to trough



Source : Oxford Economics/Haver Analytics

We expect the recession to be mild because there are no glaring imbalances in the economy's balance sheet.

Household balance sheets are in great shape, nonfinancial corporate balance sheets are healthy, and state and local governments are flush with cash.



# L & H jobs are trending toward full recovery

## Employment Recovery

Anaheim-Santa Ana-Irvine, CA Metropolitan Division, % Difference from February 2020

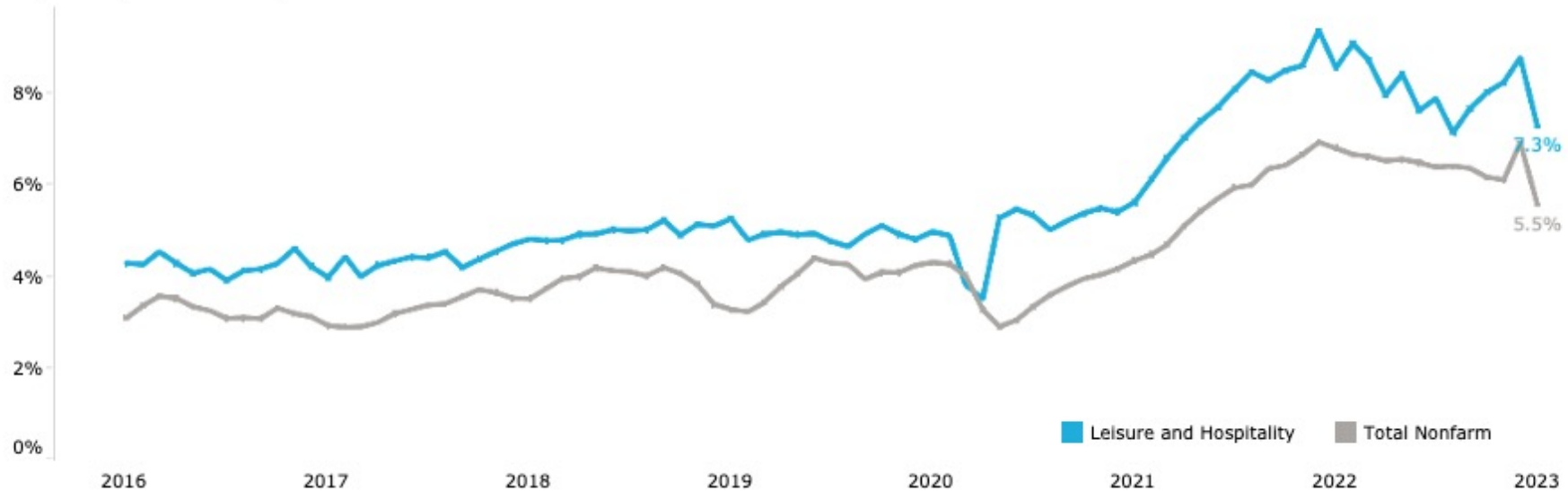


Source: BLS – Current Employment Statistics

# But nearly 1-in-10 leisure & hospitality jobs remains unfilled

Job Openings Rate: Leisure and Hospitality vs. Total Nonfarm


Los Angeles-Long Beach-Anaheim, CA



The **7.3%** open rate in March represented **53k** unfilled L & H jobs.

Source: Tourism Economics; BLS

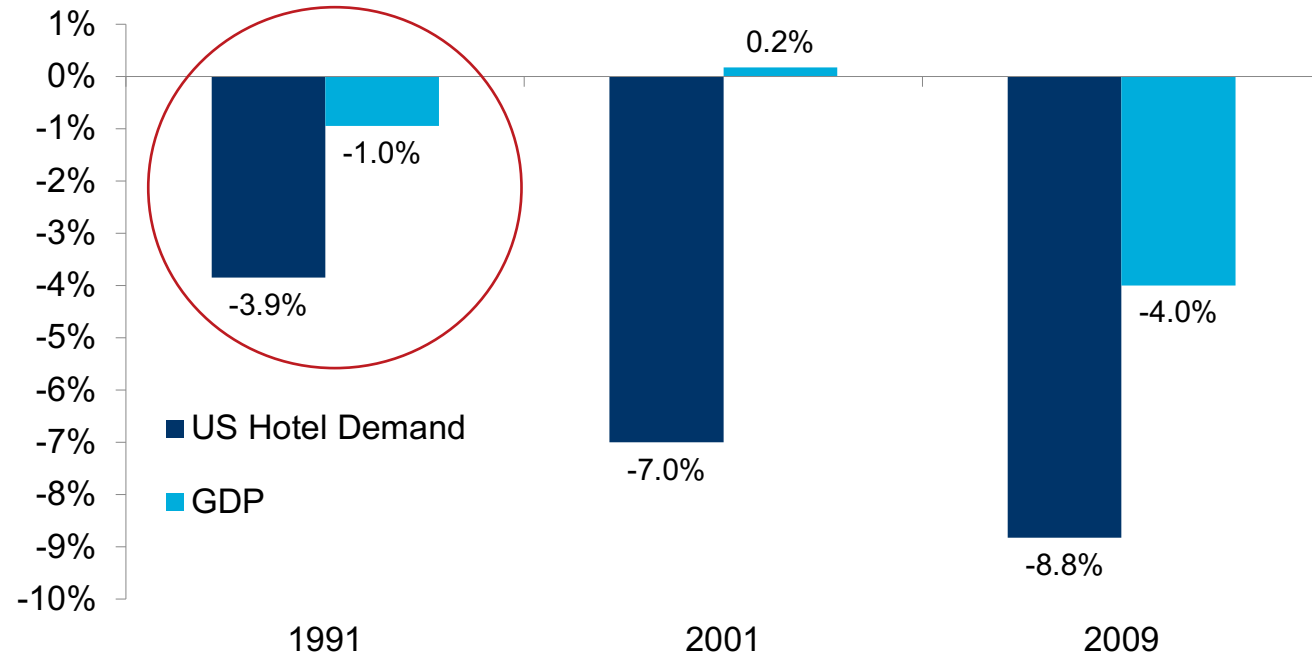


- 
- 1** Are we headed for a recession?
  - 2** How does this usually work?
  - 3** Is this time different?

# What have the last three “normal” recessions looked like?


## Hotel demand during recessionary periods

Year-over-year %, quarterly peak-to-trough



Source: STR, BEA



- 
- 1** Are we headed for a recession?
  - 2** How does this usually work?
  - 3** Is this time different?

# Why the travel industry may defy economic gravity

1. U.S. households are in a position of strength
2. Pent-up demand and prioritization of travel is real
3. Businesses are still restoring necessary travel
4. International still rebuilding



# Household balance sheets remain strong

## Household debt service

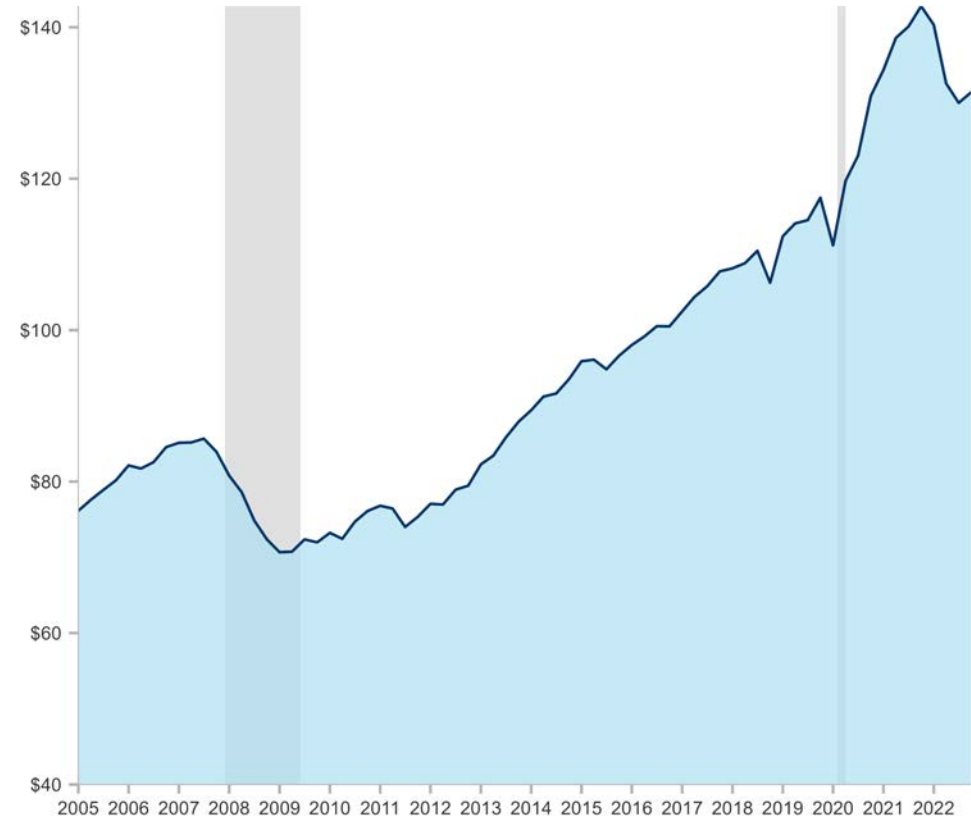
Financial obligations as ratio to disposable income



Note: Quarterly data through 2022Q4. Financial obligations ratio is the ratio of household debt payments, and payments such as rent and auto leases, to disposable income. Source: Federal Reserve, NBER

## Household net worth

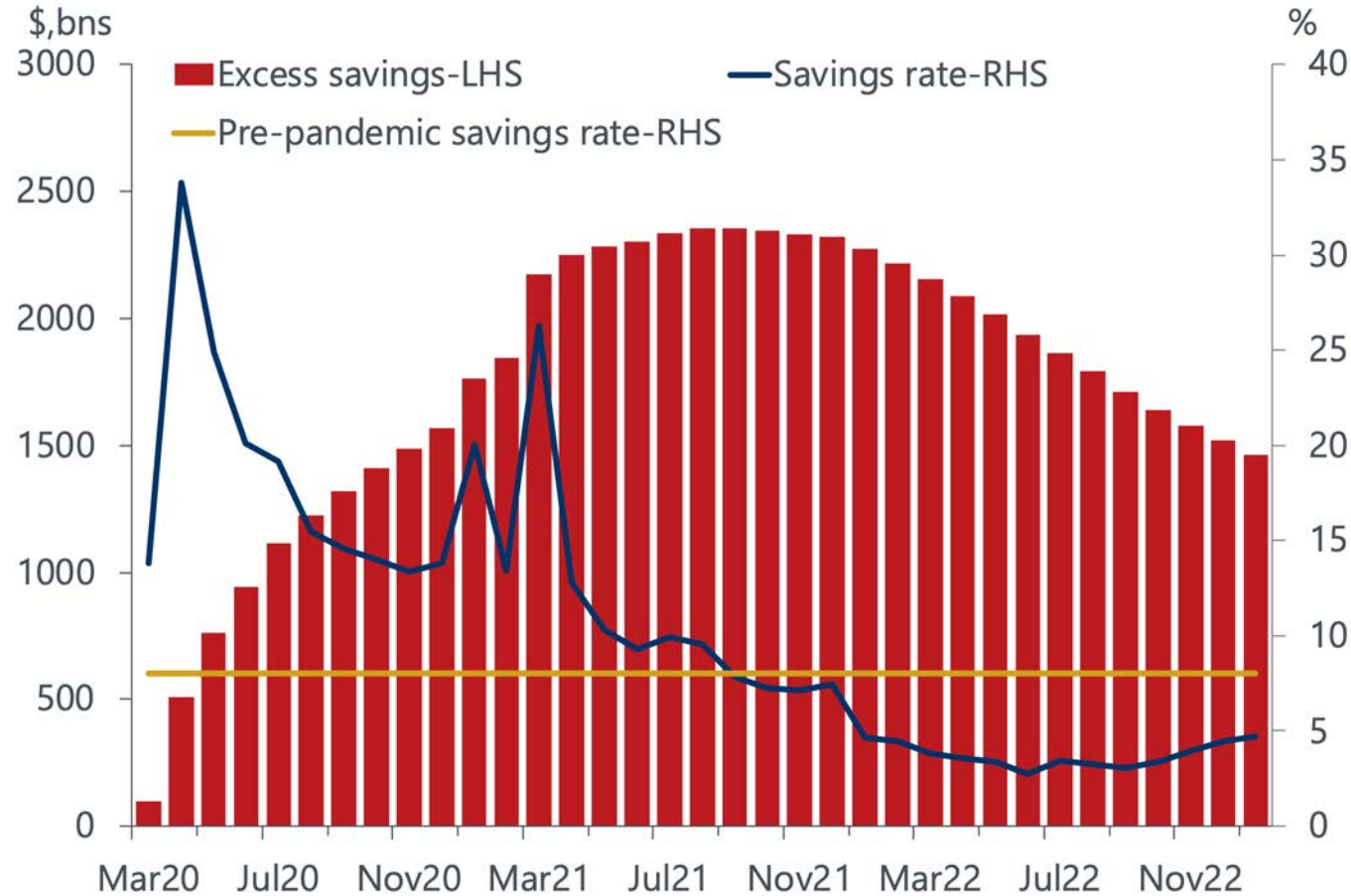
In trillions, real



Note: 2020 dollars. Quarterly data through 2022Q4. Net worth of households and nonprofit organizations. Measures assets such as housing and financial assets, minus liabilities. Source: Federal Reserve, NBER

# Excess savings are a buffer...

US: Excess savings based on reported personal income data



Source: Oxford Economics/Haver Analytics



“To date, however, we have not seen signs of demand softening. Certainly, trends could change quickly but booking demand and pricing remains strong.”

Marriott earnings call, February 14, 2023

(Remarks edited for clarity)

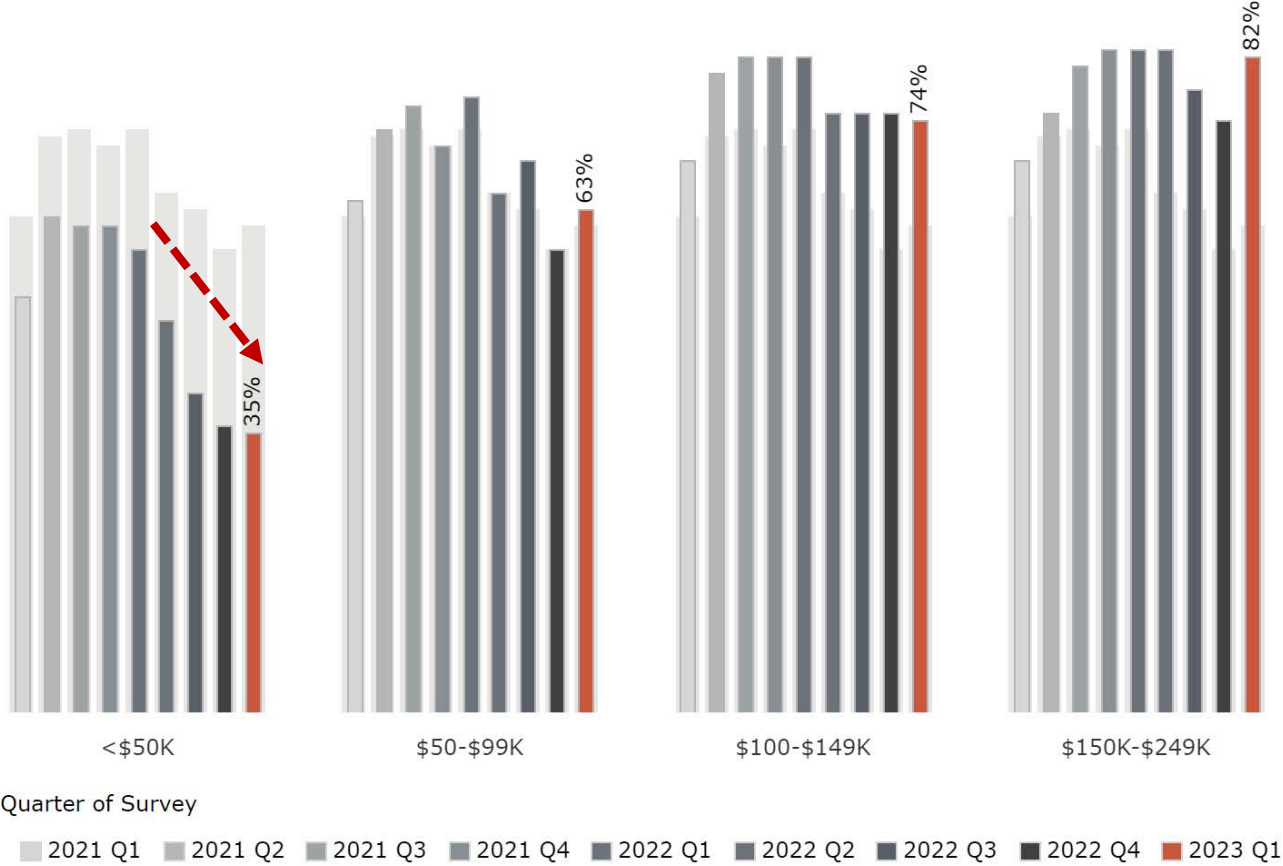
# Why the travel industry may defy economic gravity

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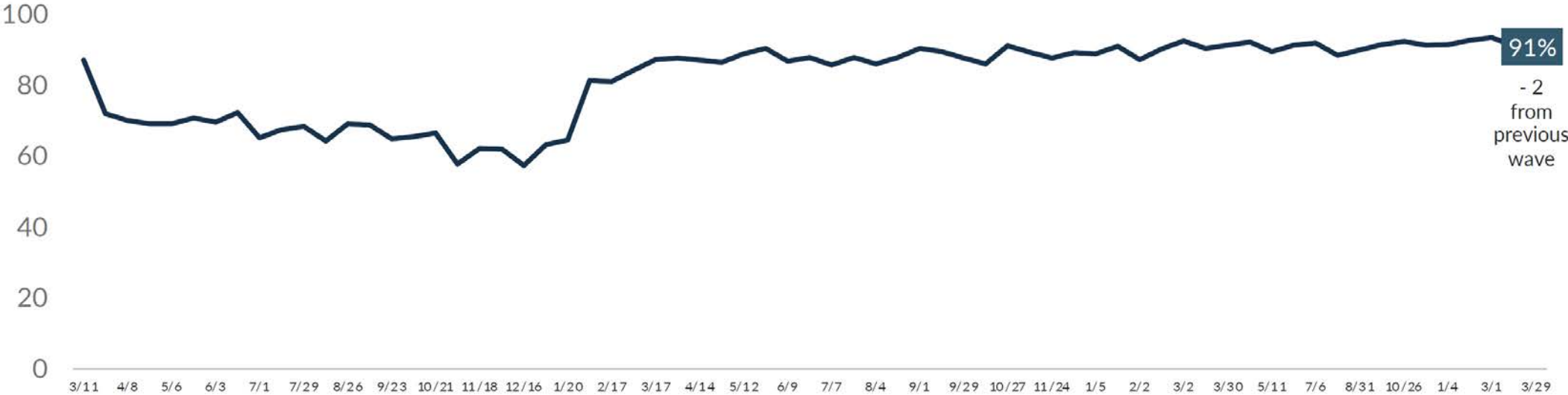
# Slippage evident among lower income earners

Planning Leisure Travel Within the Next 6 Months  
% of American Consumers



# Still... overall intentions to travel remain elevated

## Travelers with Travel Plans in the Next Six Months Comparison





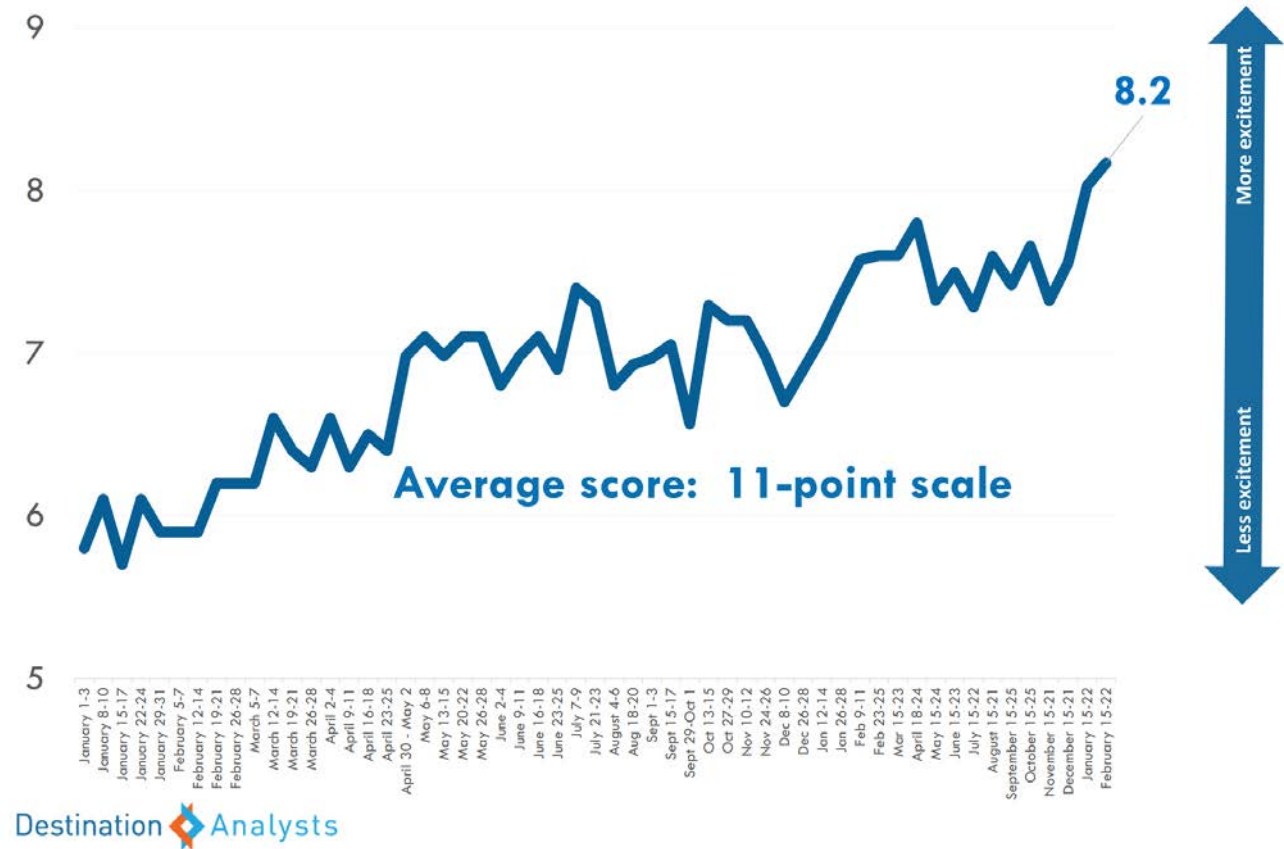
“We continue to see that people are prioritizing travel over just about everything.”

“Maybe it's still the effect of COVID and people realizing there are more valuable things to do with their lives.”

Expedia earnings call, February 9, 2023

(Remarks edited for clarity)

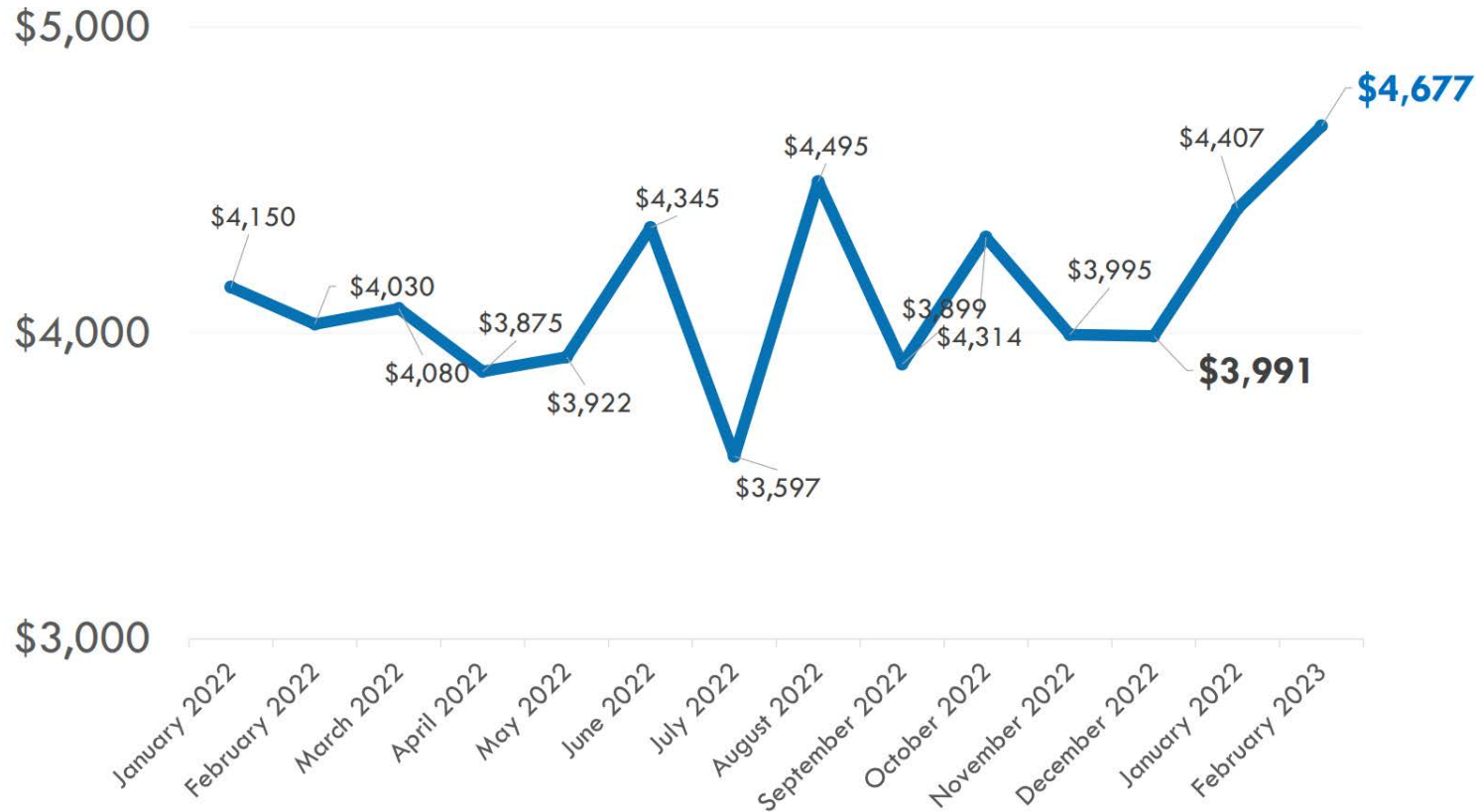
**Question:** Which best describes how excited you are about **LEISURE TRAVEL** in the **NEXT TWELVE (12) MONTHS?**



# Travel budget for next 12 months has increased 13% over past year

## Maximum Expected Annual Travel Budget

Destination  Analysts



Speaking of purchases...



Let's go back in time...



**HAIRCUTS?  
WHERE WE'RE GOING,  
WE DON'T NEED HAIRCUTS.**

# 2020: Excess Amazon Orders & No Haircuts



**72 orders** placed in  ▾

**179 orders** placed in  ▾

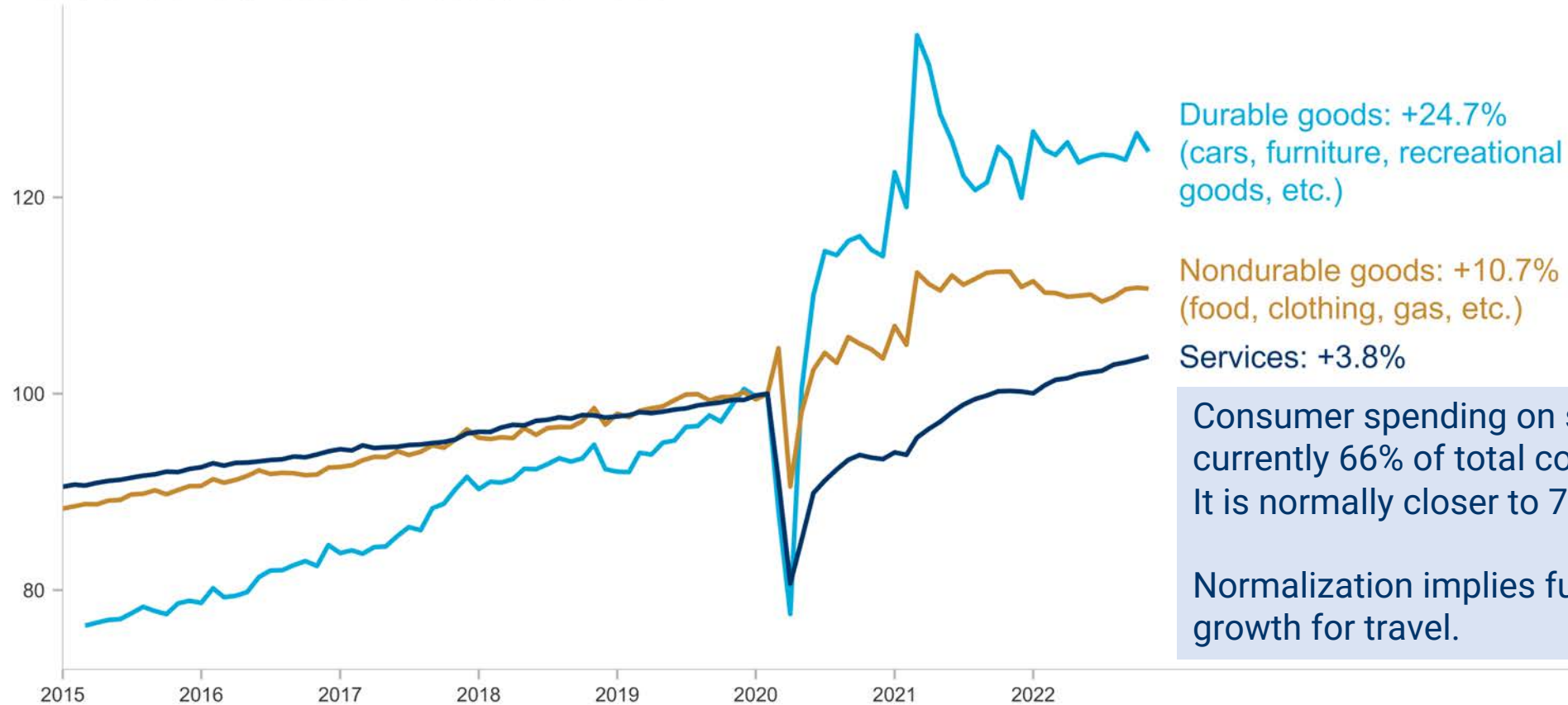
Well that's come to an end...



# Spending on Amazon going down...Spending on services going up!

## Consumer spending, real

Index (Feb 2020=100), increase since February 2020 in labels



Note: Real. Seasonally adjusted monthly data through November 2022  
Source: Bureau of Economic Analysis

# Why the travel industry may defy economic gravity

1. U.S. households are in a position of strength
2. Pent-up demand and prioritization of travel is real
3. Businesses are still restoring necessary travel
4. International still rebuilding

# Predictions don't always age well

**“We don't like their sound, and guitar music is on the way out.”**

On the Beatles

Decca Recording Company, 1962

**“He's a very good offensive player.... But he won't turn this franchise around.”**

On Michael Jordan

Rod Thorn, the Chicago Bulls general manager

**“There's no chance that <this> is going to get any significant market share.”**

On the iPhone

Steve Balmer, 2007



Speaking of which...

**“More than 50% will disappear in post-coronavirus world.”**



HEALTH AND SCIENCE

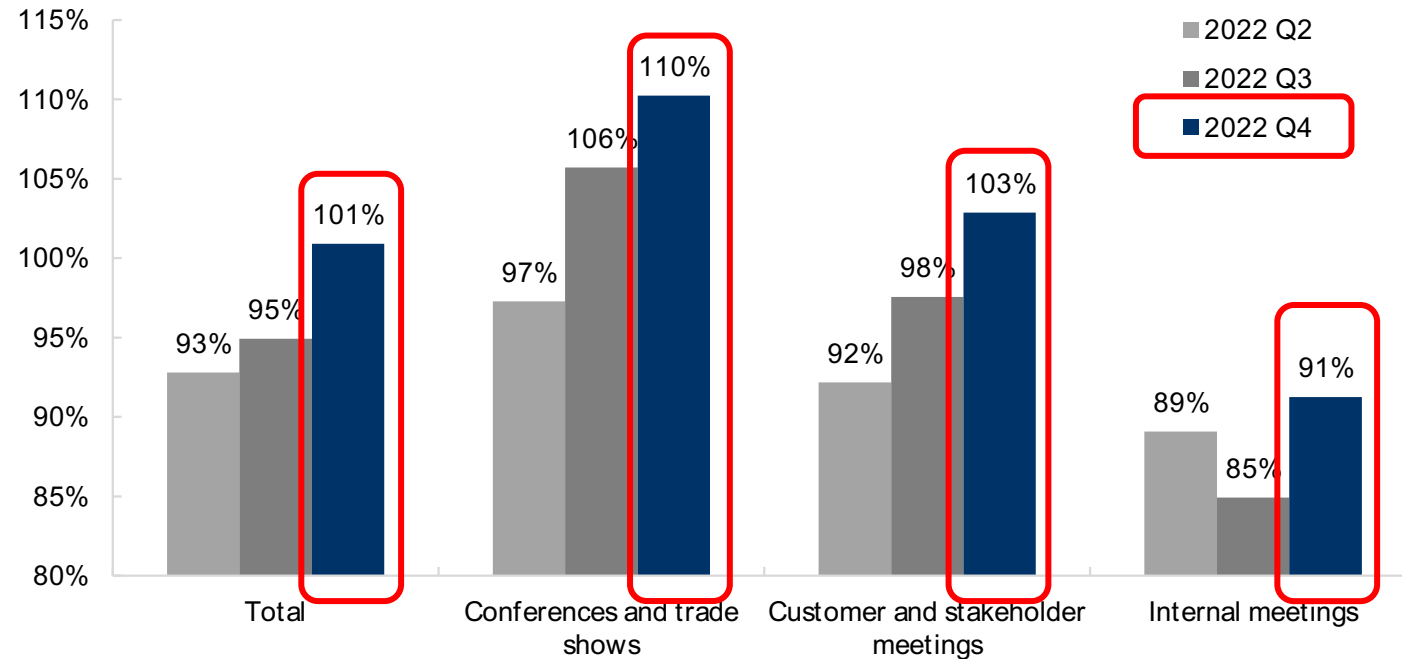
## **Bill Gates says more than 50% of business travel will disappear in post-coronavirus world**

PUBLISHED TUE, NOV 17 2020 3:52 PM EST | UPDATED WED, NOV 18 2020 7:28 AM EST

# Business travel intentions now exceed 2019

## Average expected trips versus 2019

Average monthly trips expected in next six months relative to pre-pandemic (2019=100%)



[q1&q2] How many times do you travel on average for business purposes?

Business Travelers Survey BASE: Q4 = 790; Q3 N = 1641; Q2 N = 2545

"...in our recent corporate survey, results were positive with 96% of respondents expecting to travel as much or more in Q1 than Q4."

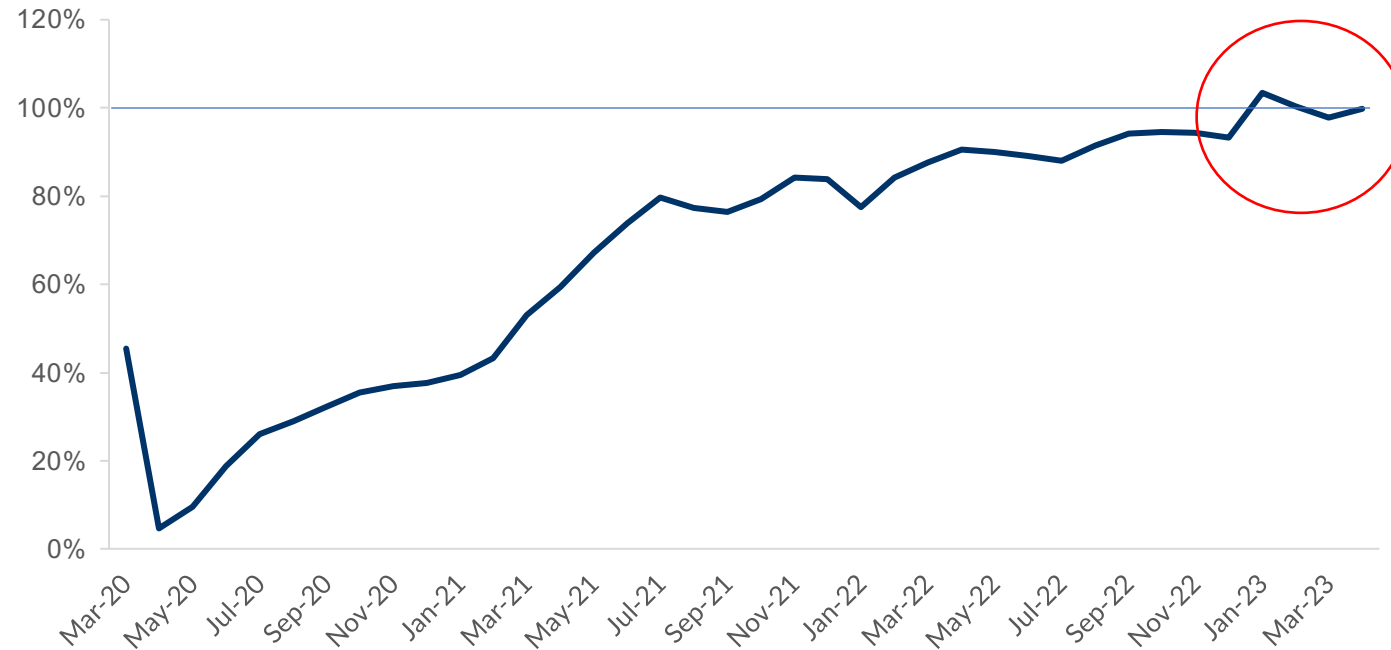
Delta Airlines earnings call, January 13, 2023



# Air travel has fully recovered!

## Air Passenger Volume

% of 2019 level

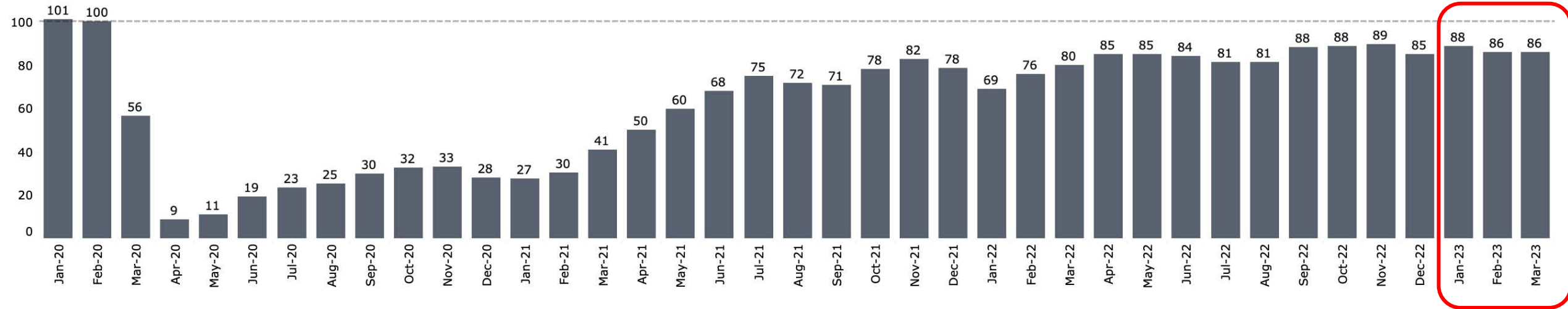


Source: TSA

# Air travel in the region still has room to grow...

## Visitor Arrivals by Air

Los Angeles area airports (LAX, SNA, LGB) (Index 2019=100)



# Why the travel industry may defy economic gravity

1. U.S. households are in a position of strength
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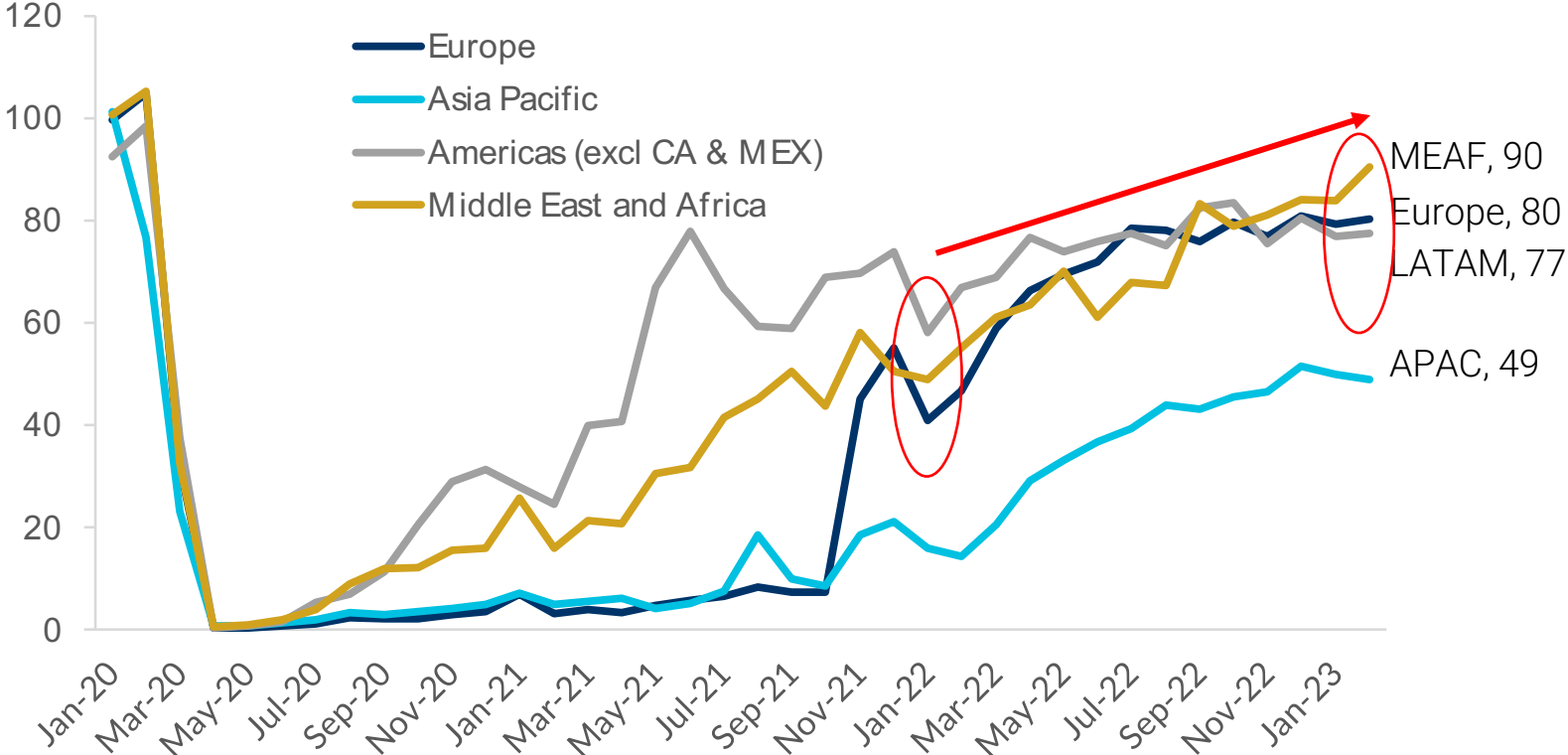
“We expect a strong demand environment to continue in 2023 and anticipate further improvement in long-haul international travel this year.”

American Airlines earnings call, January 26, 2023

# SIGNIFICANT YEAR OVER YEAR GROWTH

## International arrivals to U.S.

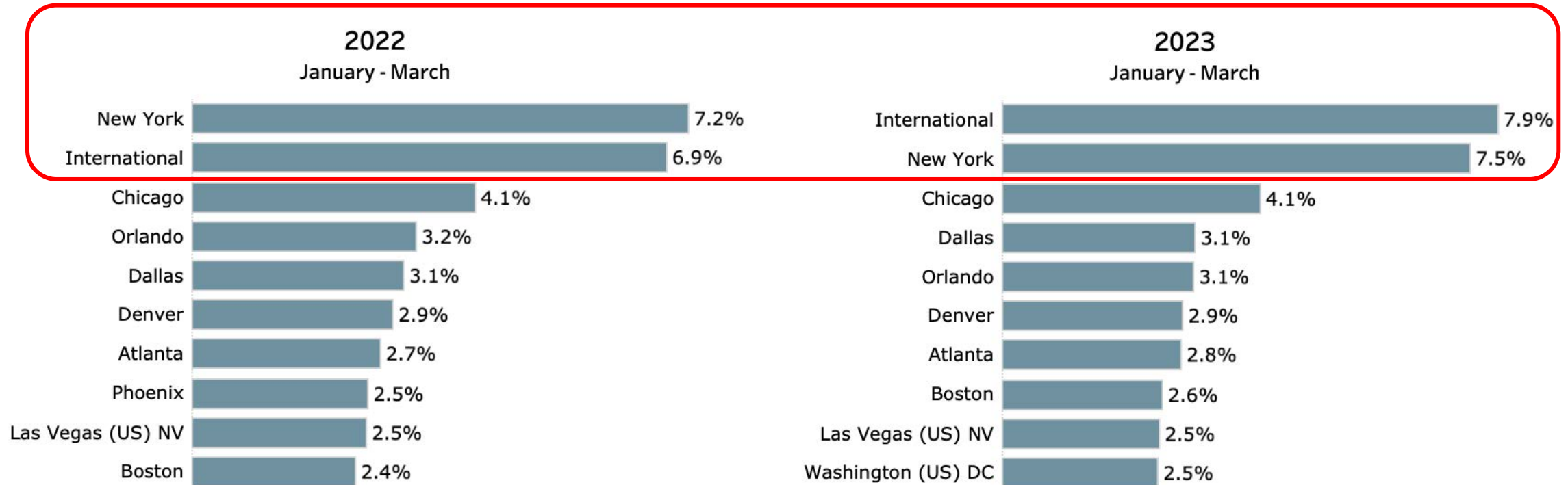
Index, same month 2019=100



# Inbound international (LA Airports) increased 1% YOY...

## Top-10 Origin Markets by Air

Visitor arrivals to Los Angeles by air, % share of total arrivals





# Huntington Beach Lodging Picture



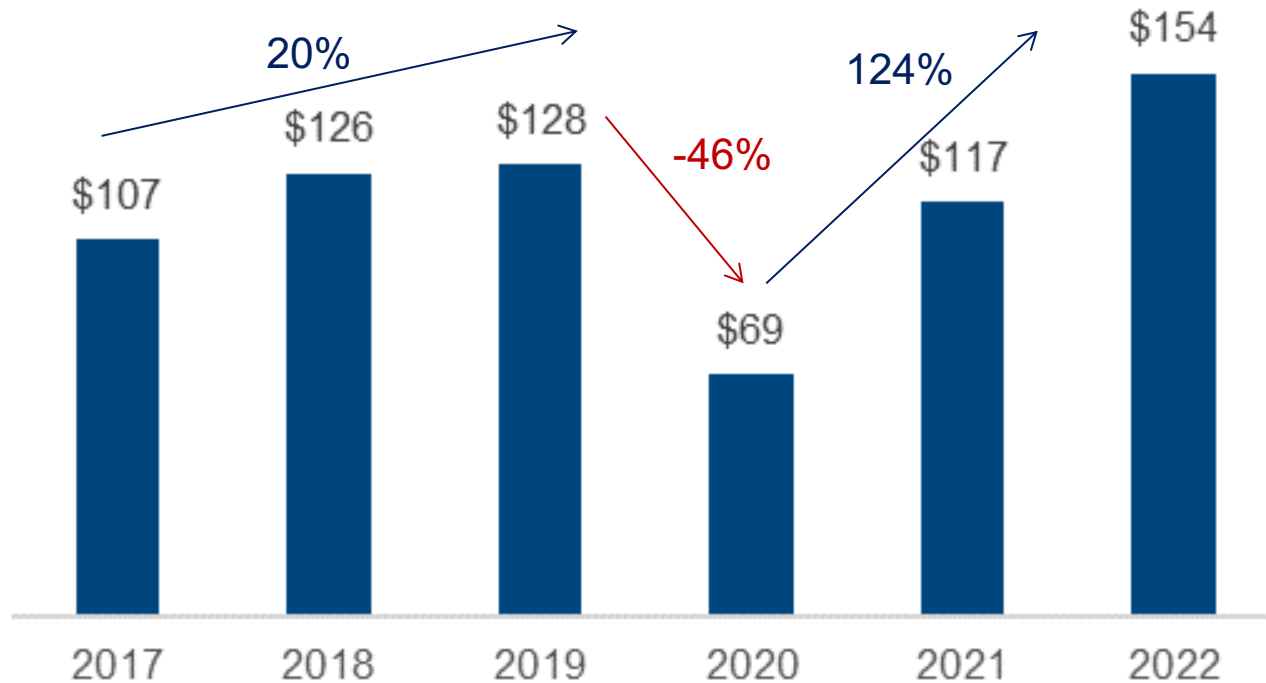
**Can Huntington Beach Defy Economic Gravity?**

**Actually, it already has...**

# Huntington Beach, by the numbers...

## Hotel revenue in Huntington Beach

Dollars, millions



Source: STR



# Huntington Beach, by the numbers...

Key indicators in Huntington Beach's tourism sector

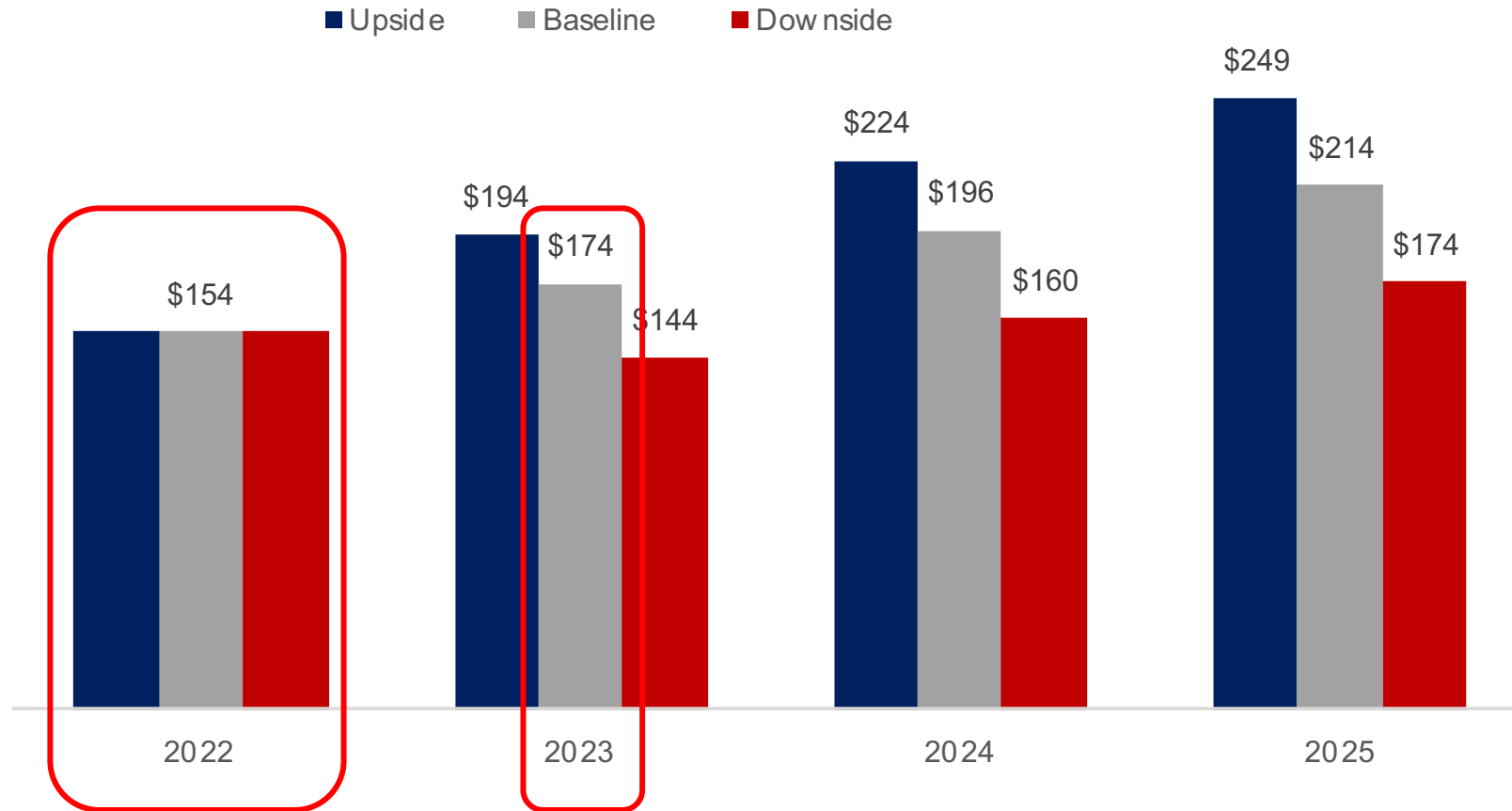
<u>Values</u>						<u>Percent relative to 2019 (2019=100)</u>			
	2019	2022	2023	2024	2025	2022	2023	2024	2025
<b>Room demand, thousands</b>									
Upside	540	503	595	640	675	93	110	118	125
Baseline	540	503	549	590	622	93	101	109	115
Downside	540	503	513	540	564	93	95	100	104
<b>Room revenue, \$millions</b>									
Upside	\$128	\$154	\$194	\$224	\$249	120	151	175	195
Baseline	\$128	\$154	\$174	\$196	\$214	120	136	153	167
Downside	\$128	\$154	\$144	\$160	\$174	120	112	125	136

Source: STR; Tourism Economics

# Huntington Beach, by the numbers...

## Hotel revenue in Huntington Beach, three scenarios

Dollars, millions

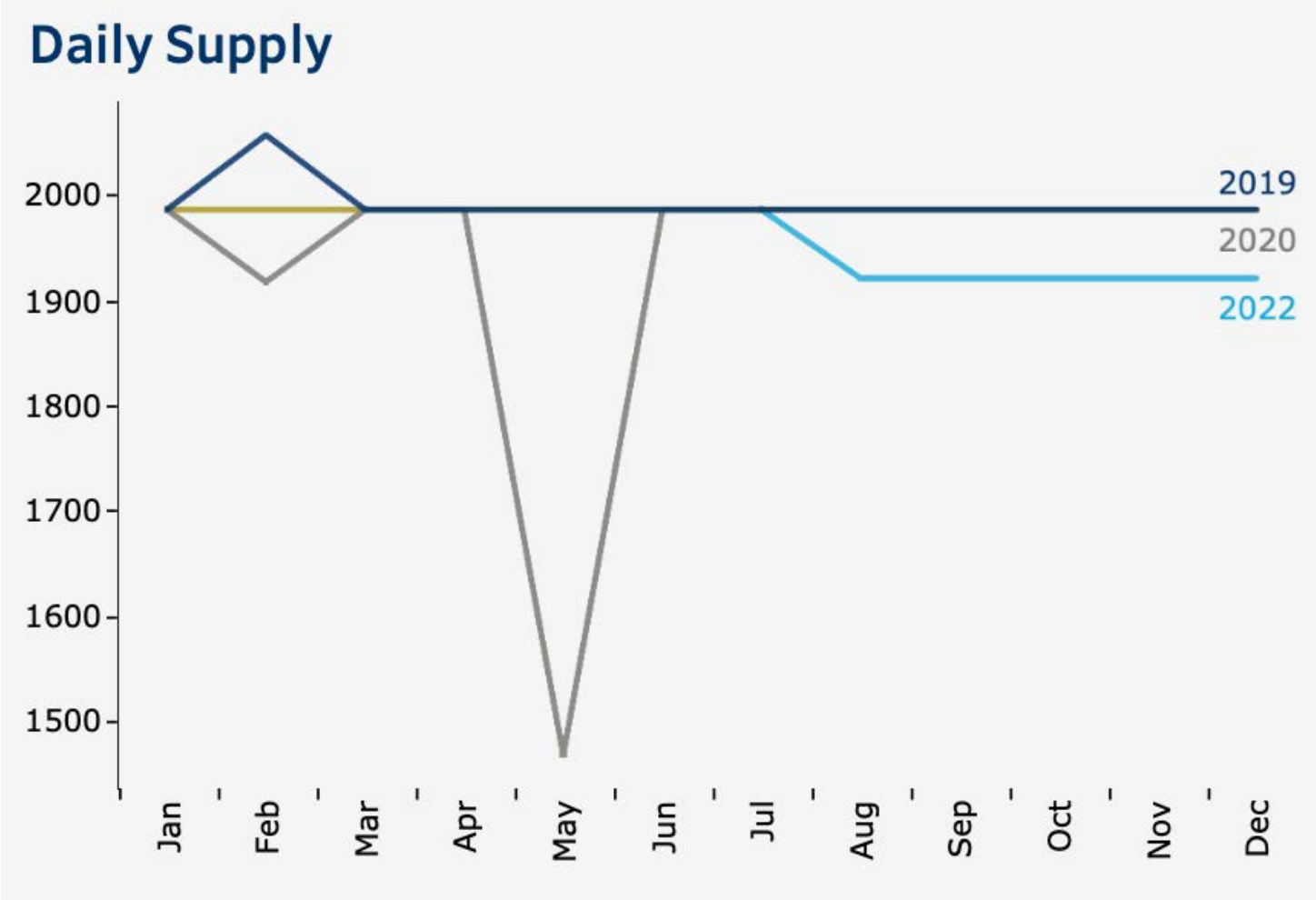


**How is 2023 shaping up?**

**Performance is strong, but there are headwinds...**

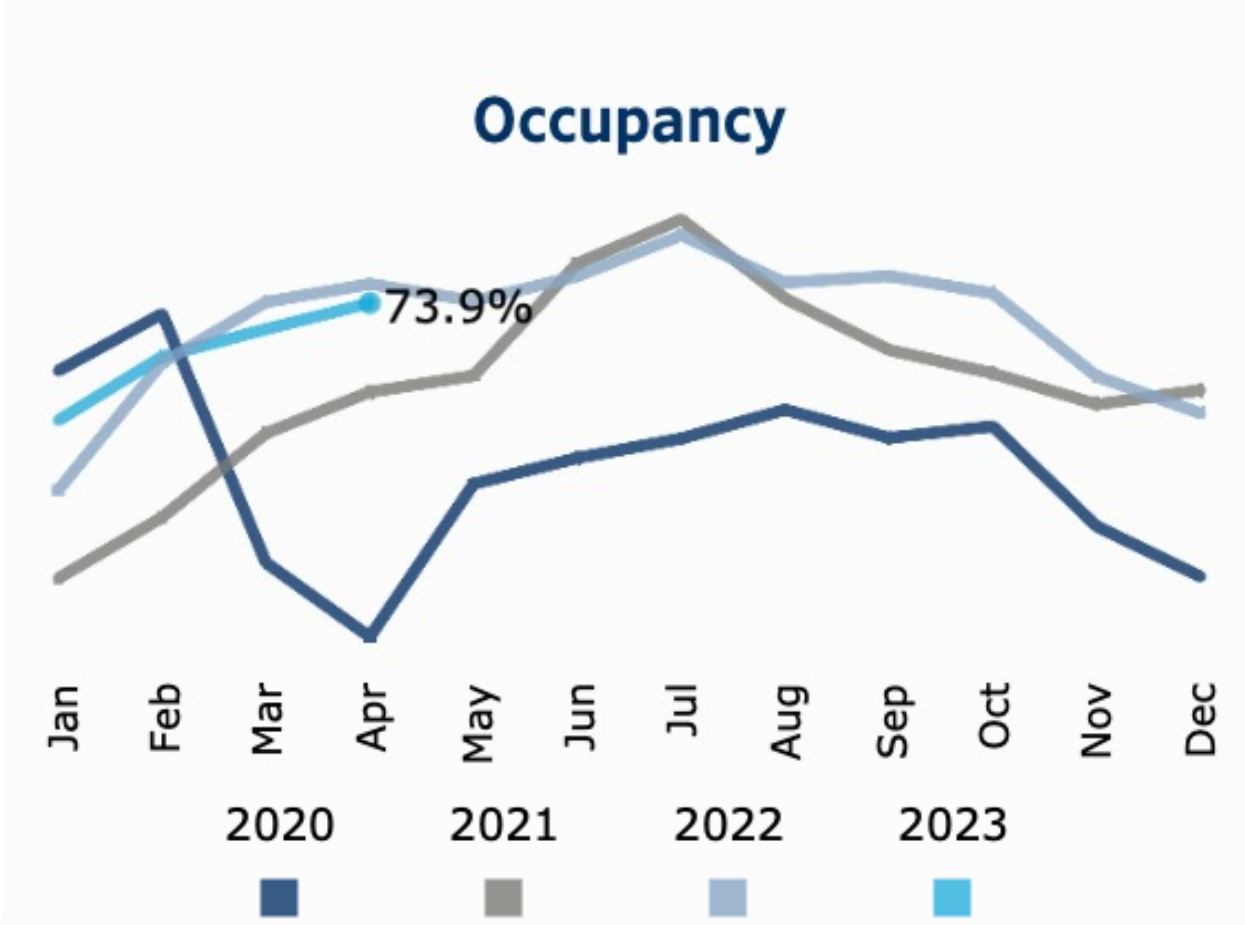


# 2022's decrease in supply is impacting revenue...



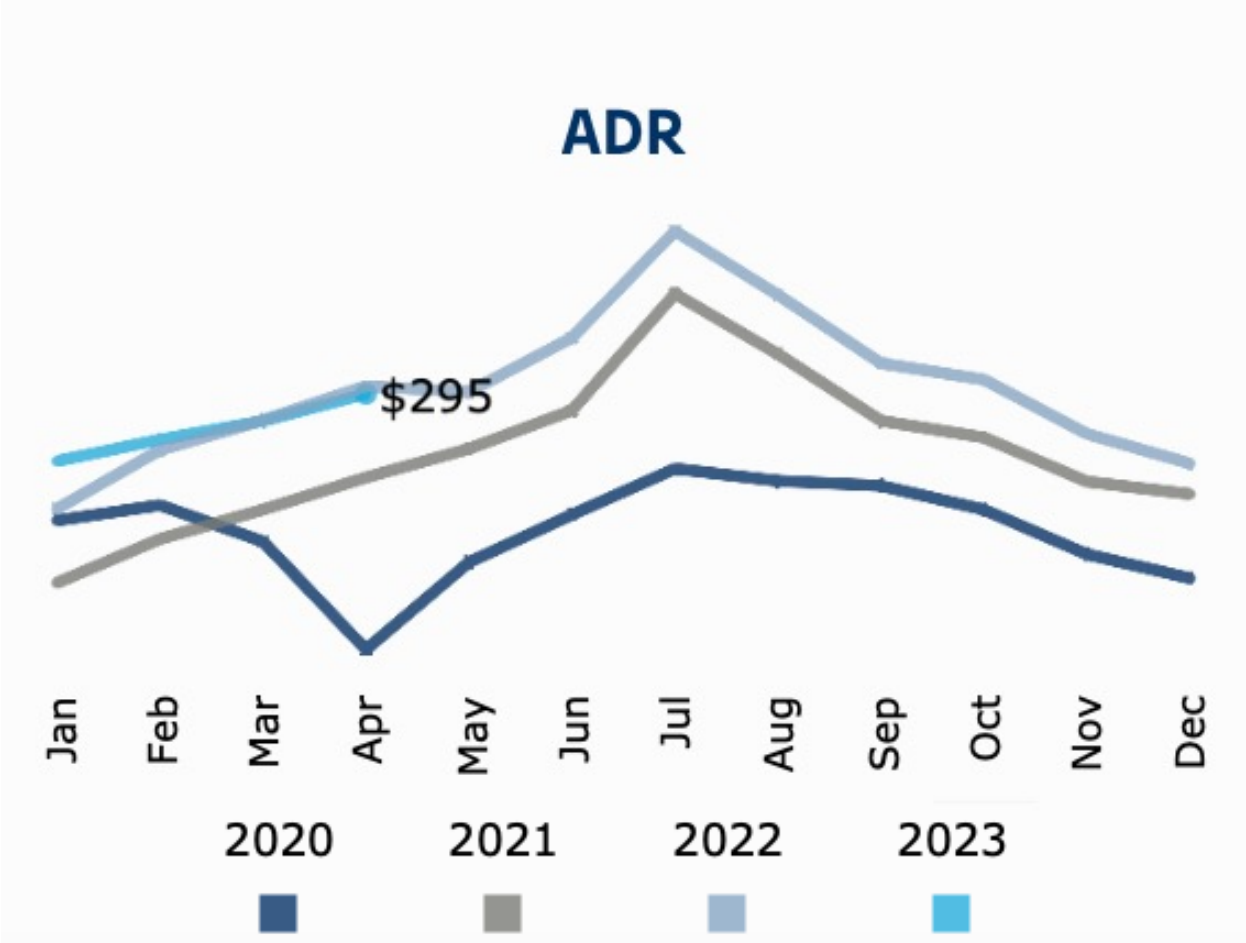
Source: STR

# Occupancy still strong YOY...



Source: STR

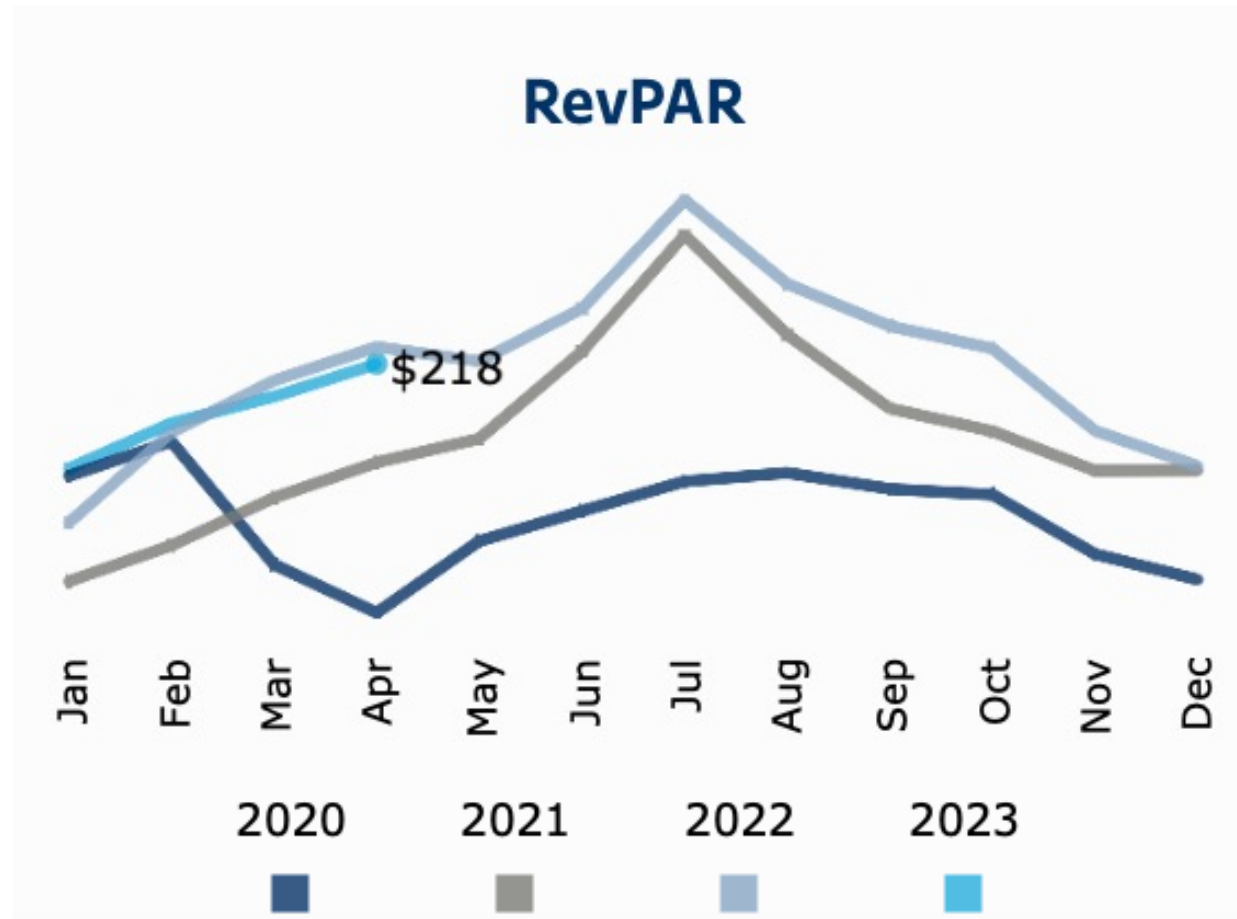
# ADR remains elevated...



Source: STR



Resulting in strong RevPAR, despite economic headwinds...



Source: STR

# Strong Regional Performance vs. Comp Set...

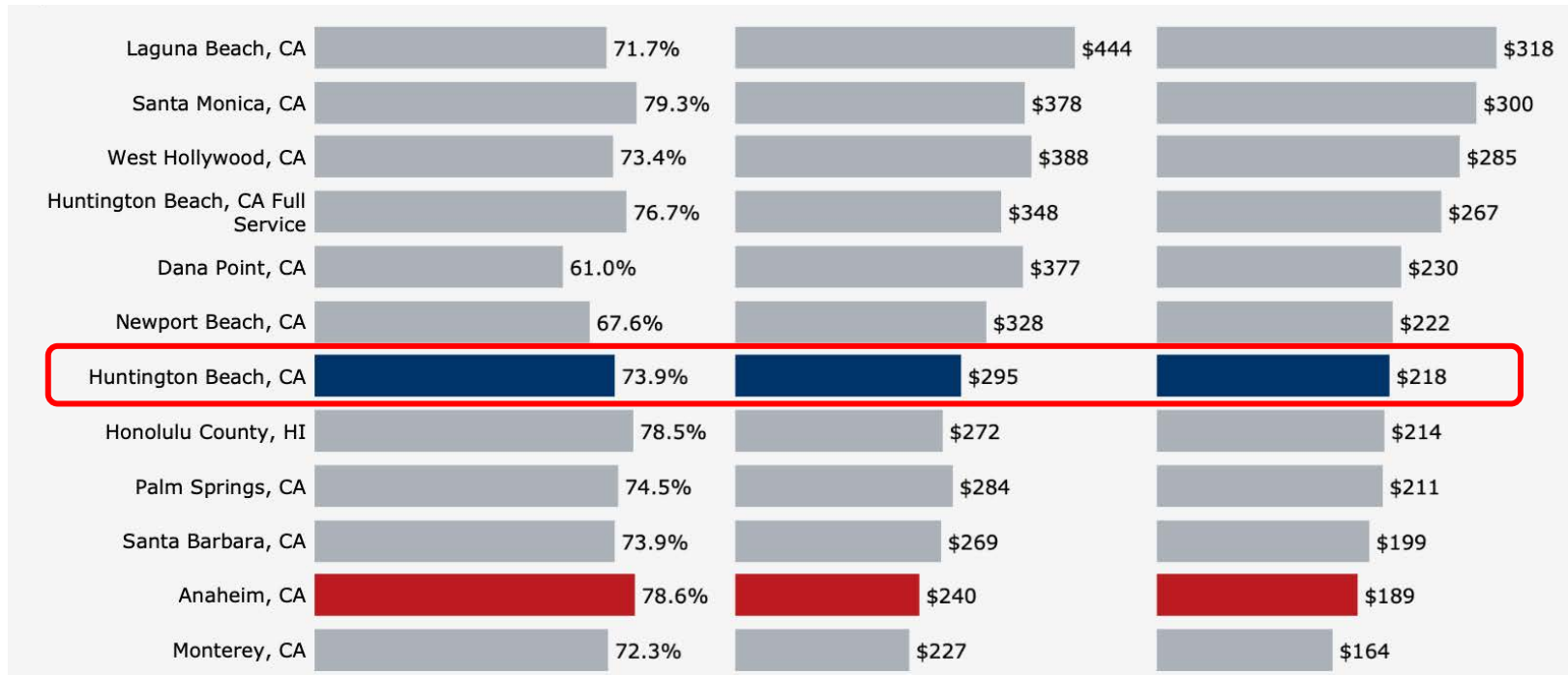
## Hotel RevPAR

March 2023

Occupancy

ADR

RevPAR



Source: STR

# Post vs. Kellogg during the Great Depression...

**AN ARTFUL SCIENCE®**

In the late nineteen-twenties, two companies — Kellogg and Post — dominated the market for packaged cereal. And Post was the market leader. But then along came The Great Depression ..

**KELLOGG 'VS' POST. HOW KELLOGG WON THE CEREAL WARS OF THE GREAT DEPRESSION. (THE REST, AS THEY SAY, IS HISTORY.)**

**MARKETING SECRETS 'REVEALED'**

f | t | in | p

TOURISM ECONOMICS



# History Favors the Bold: Colorado vs. UT, AZ & NV



WHAT WE DO

INSIGHTS

NEWS

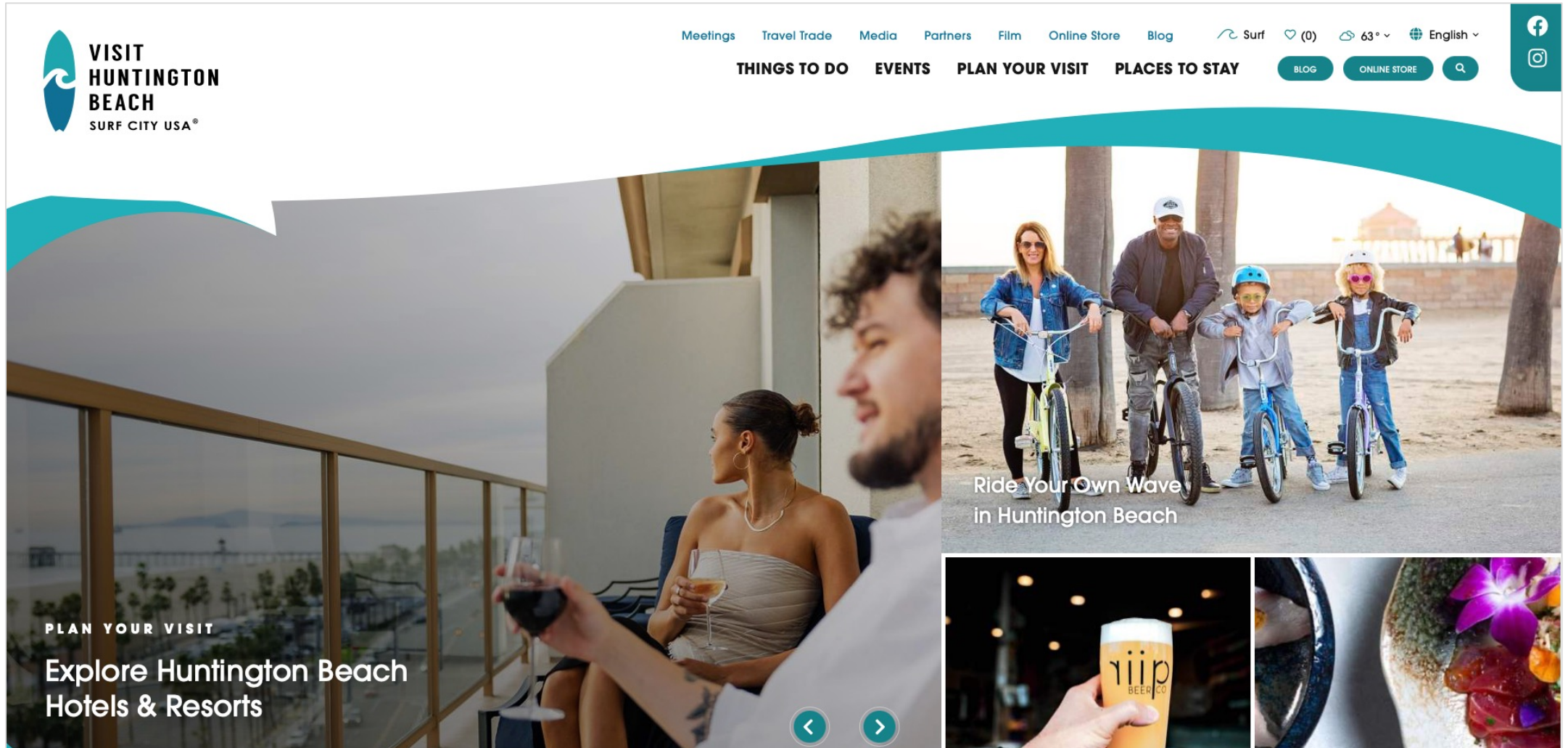
ABOUT US

## The Rise and Fall of Colorado Tourism

What happens when you take a successful advertising campaign and cut the budget to zero?



# Huntington Beach's Great Opportunity: Press Forward; Take Over.



# Summary

## 1 A mild recession is likely in 2023

- Inflation and higher interest rates will leave a mark
- Strong balance sheets should limit the downside

## 2 Visitor economy is well-positioned

- Households are in a fiscally strong position
- Pent-up demand is prioritizing travel
- Business travel continues to rebuild
- International is coming back



# The future is bright in Huntington Beach!



Questions?



# Thank You!

Zeek Coleman  
Vice President, Americas  
Tourism Economics  
[Zcoleman@OxfordEconomics.com](mailto:Zcoleman@OxfordEconomics.com)



**TOURISM  
ECONOMICS**

AN OXFORD ECONOMICS COMPANY





# **SURF CITY SWELL PANEL**



# SURF CITY SWELL PANEL



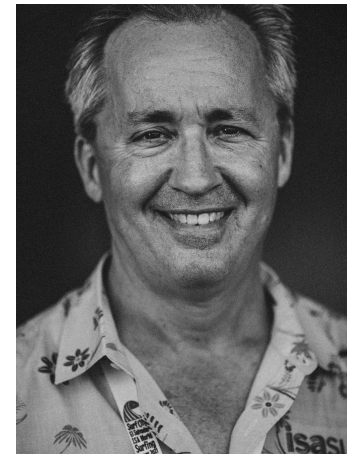
**Jeffrey Ball**  
President/CEO,  
Orange County  
Business Council



**Komal Kumar**  
Interim Assistant Director,  
John Wayne Airport



**Kim Bedier**  
Sr. Vice President &  
General Manager,  
ocV!BE



**Robert Fasulo**  
Executive Director,  
International Surfing  
Association



**Jeffrey Ball**

President/CEO, Orange County  
Business Council







**Kim Bedier**  
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CALIFORNIA  
57

CALIFORNIA  
57

CERRITOS

PARKING

AYERS HOTEL

DOUGLASS

HOTEL

KATELLA

PARKING

OFFICE

MARKET

RESTAURANTS

CONCERT HALL

PARKING

DOUGLASS

ENTERTAINMENT

RESTAURANT

RETAIL

RETAIL

HONDA Center

ENTERTAINMENT

RETAIL

RESTAURANTS

HOTEL

PARKING

STANLEY CUP WAY

RESIDENTIAL

OFFICE

OFFICE

OFFICE

SANTA ANA  
RIVER

RESIDENTIAL

OFFICE

RESIDENTIAL

CERRITOS

**20 AC PUBLIC PARKS AND OPEN SPACE** • **1,500 RESIDENTIAL UNITS** • **865,000 SF OFFICE**  
**30,000 SEATS OF ENTERTAINMENT** • **220,000 SF RETAIL/RESTAURANTS** • **550 HOTEL ROOMS**











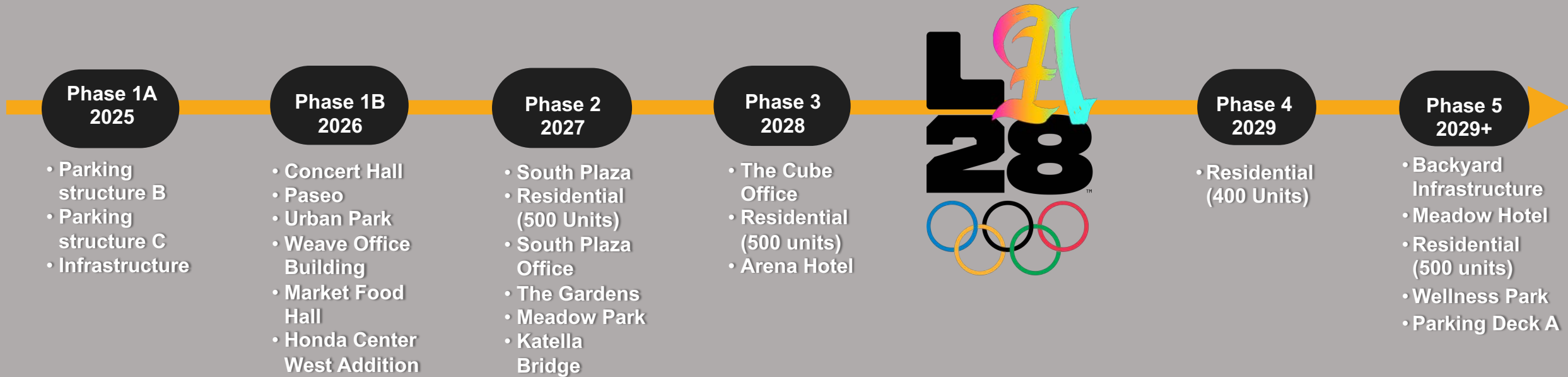


ocVIBE

ocVIBE THEATER



# PROJECT PHASING TIMELINE





**Komal Kumar**  
Interim Assistant Director,  
John Wayne Airport





Presented to:  
**Huntington Beach Tourism Summit**

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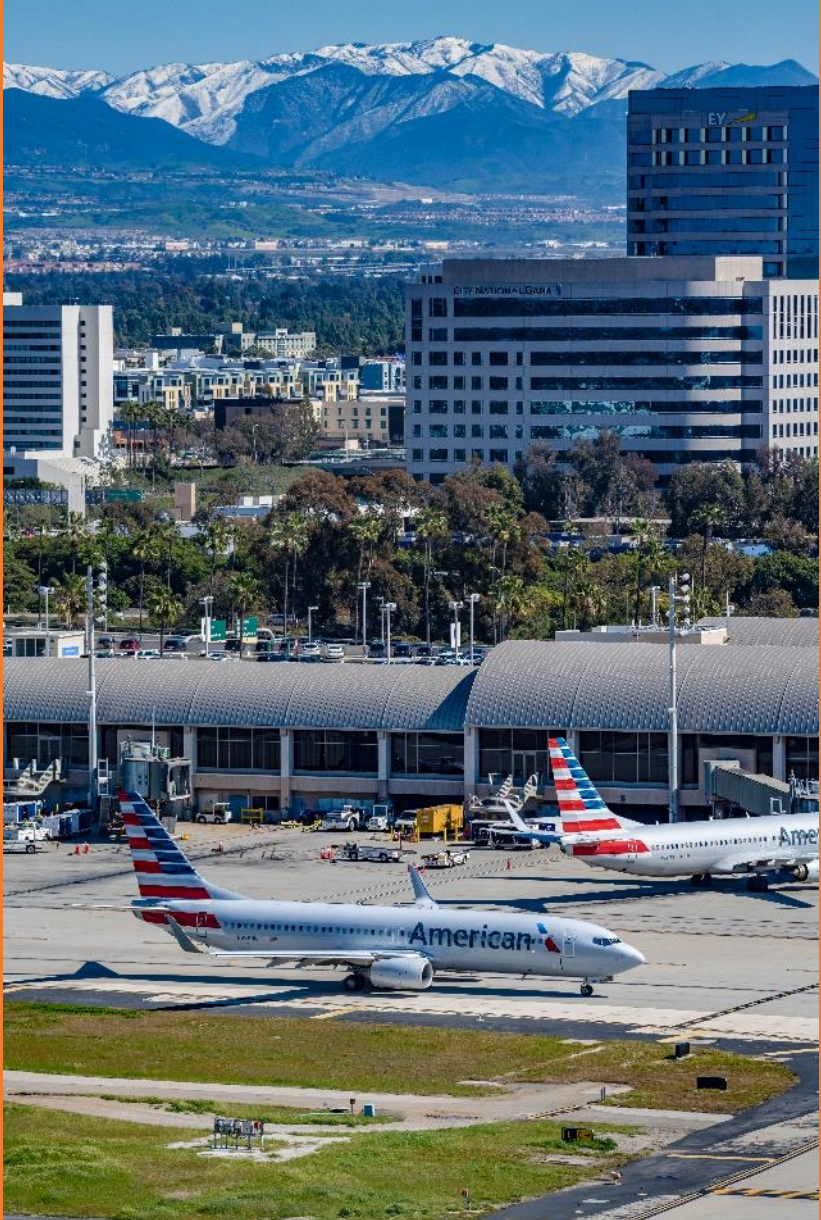
# John Wayne Airport

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Presented by:  
**Komal Kumar**  
Interim Assistant Airport Director

June 15, 2023



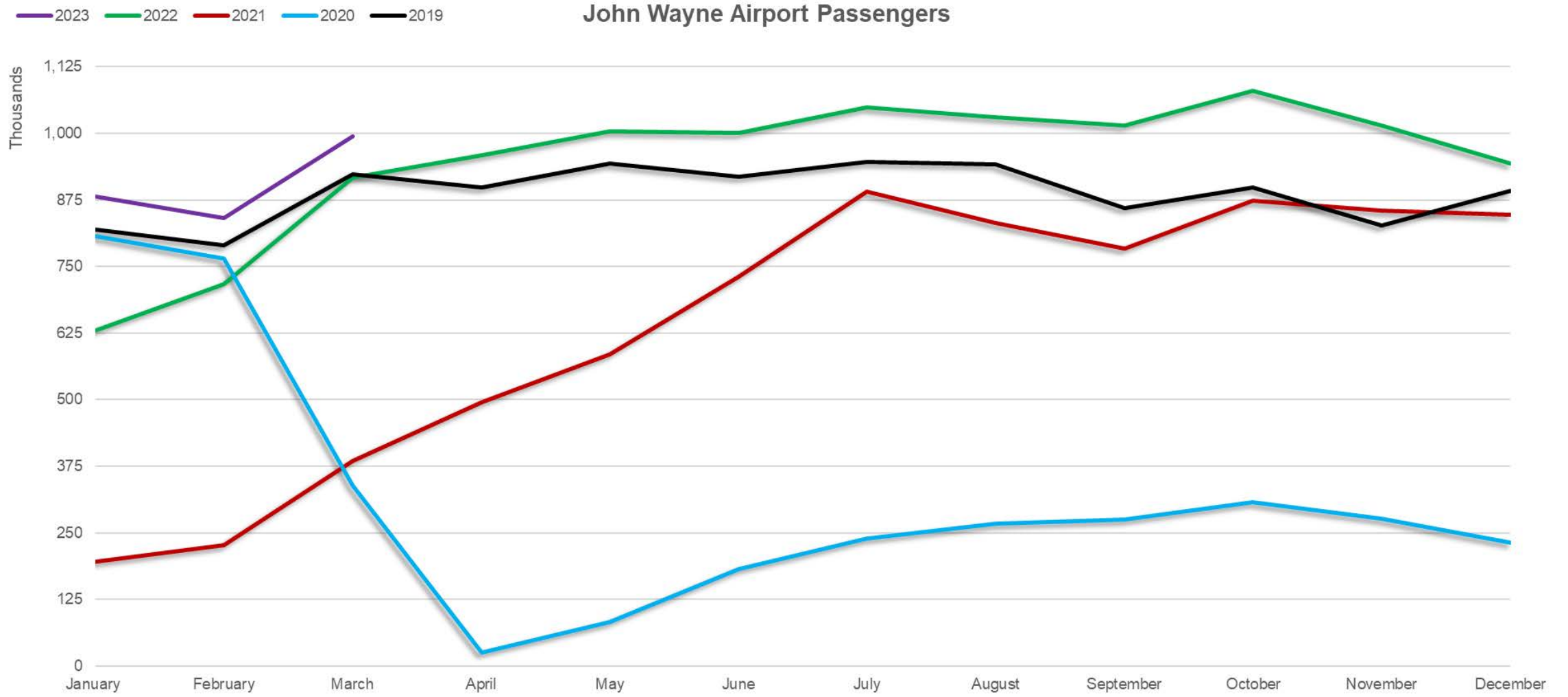


# 2022 Overview

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- Total Passengers: 11.36 M
- Total Operations: 303,970
- Settlement Agreement: 11.8 MAP through 12/31/25
- More than 40 Non-stop Destinations
- Top Five Destinations:
  - Las Vegas
  - Denver
  - Phoenix
  - Seattle
  - Dallas

# Historical Passenger Levels



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# Looking Toward The Future



# New Concessions Coming to JWA

---

- JWA is currently soliciting a Request for Proposal (RFP) that will redevelop 80% of its concessions program.
- The solicitation will feature 37,000 square feet of casual dining restaurants, quick-service, news and gift, specialty retail, automated retail, and coffee opportunities.
- The vision for the new Concession Program at JWA is to truly represent the culture, vibe, and feel of Orange County.
- Responses to the RFP are due in July 17, 2023.



# Infrastructure Investments Overview

---

**JWA's capital improvement needs over the next seven years are estimated to cost \$700 million.**

The following are some of the upgrades that will be completed as part of JWA's Capital Improvement Plan:

- New Baggage Handling System
- Common Use Passenger Processing System
- New Elevators
- New Escalators
- New Lighting
- Airport Power Generation and Distribution Upgrades
- Electric Vehicle Charging Stations
- New Signage
- Taxiway Reconstruction
- Facility Security Improvements
- Facility Accessibility Improvements (ADA)
- Terminal Roof Replacement



# eVTOL

## Electric Vertical Take-Off and Landing Vehicle

---

- Designed to lift and land vertically on rooftops and landing pads on the ground
- Advanced beyond the concept stage and will be available soon
- Expected to revolutionize the commuter experience in cities around the world
- United Airlines announced in September it has committed to a \$15 million investment in Eve Air Mobility, to include purchase of 200 electric air taxis for delivery in 2026
- Major Companies: Joby, Wisk, Blade, Vertical Aerospace, Archer and Eve





For more information:

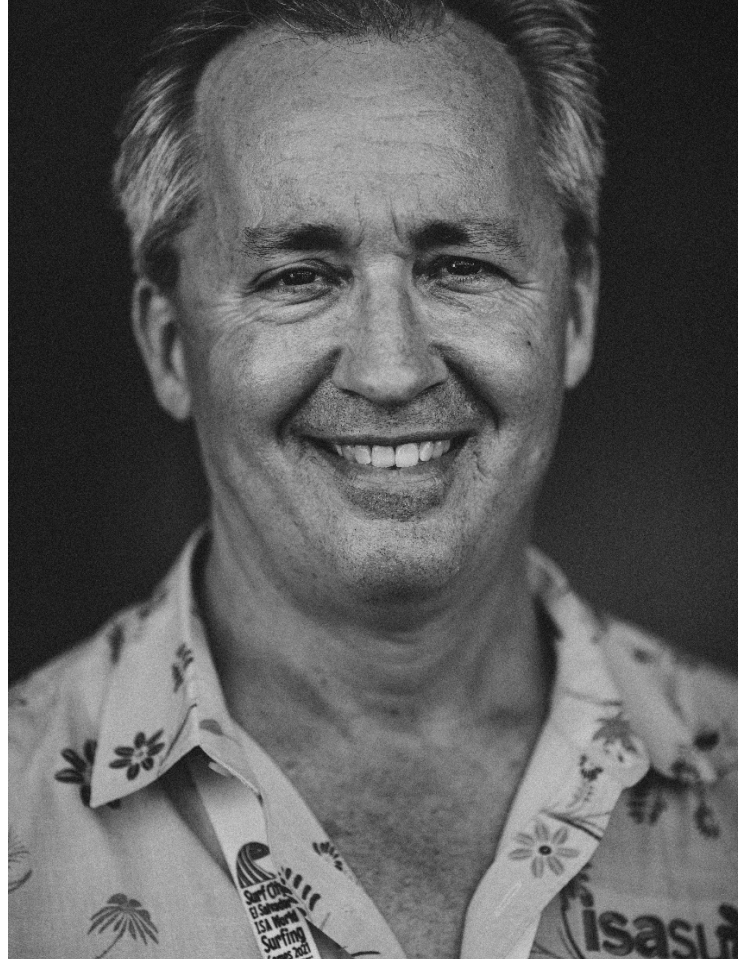
[OCAIR.COM](http://OCAIR.COM)

 @johnwayneairport

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 @johnwayneair





Robert Fasulo  
Executive Director, International  
Surfing Association



# SURF CITY SWELL PANEL



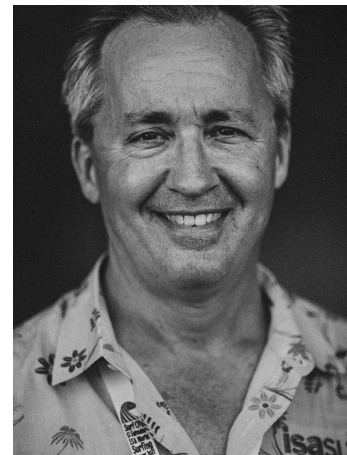
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# VISIT HUNTINGTON BEACH 2023-2026 STRATEGIC PLAN




Trever Cartwright  
Founder/Partner, Coraggio Group





# Visit Huntington Beach 2023—2026 Strategic Plan





“If you don’t know where  
you’re going, any road  
will take you there.”

-Lewis Carroll



# The Process



January

May

## Get Clear

- Stakeholder Survey
- 1:1 Stakeholder Interviews
- Listening Sessions
- Board Guidance Session
- Research/Analysis
- Competitive Set Review
- Economic and Travel Outlook Study
- *Situation Assessment Report*

## Get Focused

- Four Facilitated Planning Sessions
- Plan Draft Development

## Get Moving

- Plan Approval
- Implementation Planning
- Tracking and Reporting Process

# The Planning Framework



Vision



Position



Mission



Imperatives



Values



Objectives



Reputation



Initiatives







We covered a lot of ground.





# VISIT HUNTINGTON BEACH

## 2023-2026 STRATEGIC PLAN



VISION • OUT 	VISION • IN 	MISSION 	VALUES 	REPUTATION 	POSITION 
A welcoming, beach-infused community that inspires the stoke of optimism in every visitor and resident.	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.	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.	VHB embodies a community-focused spirit of service that is proactive and strategic.	The Huntington Beach experience is: <ul style="list-style-type: none"> <li>• Inspirational</li> <li>• Authentic</li> <li>• Friendly</li> <li>• Fun</li> </ul>	Huntington Beach rises above its competitive set destinations, offering unique value to visitors seeking: <ul style="list-style-type: none"> <li>• Beach and Beyond Experience</li> <li>• Beachfront Hotels</li> <li>• Downtown Experience</li> <li>• Accessibility</li> </ul>

IMPERATIVES 	INITIATIVES 
Drive Global Brand Awareness	<ul style="list-style-type: none"> <li>• Issue RFP for creative agency of record</li> <li>• Leverage the World Cup and LA28 to expand global destination brand awareness</li> <li>• Secure year-round signature sporting and city-wide events</li> <li>• Efficiently leverage brand partnerships to increase Huntington Beach's global brand awareness</li> </ul>
Enhance the Destination Experience	<ul style="list-style-type: none"> <li>• Enhance partnership with the City, Downtown BID and other entities to enhance the Beach &amp; Beyond experience</li> <li>• Develop outreach and education to enhance customer service for all visitors, including international and accessible communities</li> <li>• Facilitate the creation of new bookable product</li> <li>• Improve connectivity throughout Huntington Beach</li> </ul>
Champion the Value of Tourism	<ul style="list-style-type: none"> <li>• Utilize VHB Board to act as tourism ambassadors</li> <li>• Cultivate our advocacy relationship with the City</li> <li>• Articulate the quality-of-life enhancements tourism brings to Huntington Beach residents</li> <li>• Develop and implement partner and resident sentiment outreach and evaluation program</li> </ul>
Prioritize Organizational Effectiveness and Culture	<ul style="list-style-type: none"> <li>• TBID modification approved</li> <li>• Develop stakeholder engagement plan (Board, City, DBID, Ambassadors and Chamber)</li> <li>• Improve and maintain overall processes based on culture survey results</li> <li>• Develop and deploy customer satisfaction survey</li> </ul>





## Vision

A welcoming beach-infused community that inspires the stoke of optimism in every visitor and resident.

## Mission

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.



# Our four areas of focus and a few initiatives



## Drive Global Brand Awareness

- Secure year-round signature sporting and city-wide events.
- Leverage the World Cup and LA28 to expand global destination awareness.

## Expand the Destination Experience

- Develop outreach and education to enhance customer experience for all visitors.

## Champion the Value of Tourism

- Cultivate our advocacy relationship with the City.
- Develop and implement partner and resident sentiment outreach and evaluation.

## Prioritize Organizational Effectiveness and Culture

- Secure TBID modification.
- Develop stakeholder engagement plan (Board, City, DBID, Ambassadors and Chamber).



# Q&A with Kelly and Trever





# THANK YOU TO OUR SPONSORS



CODE FOUR



The Waterfront Beach Resort  
a Hilton Hotel

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Coffey Media Connections

ESZEN

DATAFY

noblestudios.



TRAVELZOO





**Nicole Llido, IOM, CTA**  
Vice President of Administration  
& Community Engagement, Visit  
Huntington Beach







# **SURF CITY USA<sup>®</sup>**

## **VISITOR INDUSTRY AWARDS**

The Surf City USA<sup>®</sup> Visitor Industry Awards recognize the best of the Huntington Beach travel and tourism community.





**SURF CITY USA®**

# **VISITOR INDUSTRY AWARDS NOMINEES**

**Diana Abruscato** – Pickleball Instructor, Performance Pickleball/Surf City Pickleball Society

**Jean Nagy** – President, Huntington Beach Tree Society

**Kevin Elliot** – CEO, Code Four

**Petty Thai** – Resort Operations Manager, Hyatt Regency Huntington Beach

**Robert Wagner** – Owner, Wagner Charters

**Surfrider Foundation, North OC** – Volunteer Team





# **SURF CITY USA<sup>®</sup>**

# **SUPERSTAR AWARD**

Recognizing front-line staff at Huntington Beach  
visitor-serving businesses.





# SURF CITY USA® SUPERSTAR AWARD



Robert Wagner  
Owner, Wagner Charters





# **SURF CITY USA<sup>®</sup>**

## **INDUSTRY LEADER AWARD**

Recognizing an individual in a management or leadership role at a visitor-serving business or an organization that positively contributes to the Huntington Beach visitor industry.



# SURF CITY USA® INDUSTRY LEADER AWARD



Petty Thai

Resort Operations Manager,  
Hyatt Regency Huntington Beach







**Paulette Fischer**

**General Manager, The Waterfront  
Beach Resort, a Hilton Hotel**





# **ROBERT MAYER, SR. LEGACY AWARD**

Recognizing a community organization or individual who reflects Robert Mayer's leadership principles and who consistently represents and advocates for the Huntington Beach visitor industry.



# ROBERT MAYER, SR. LEGACY AWARD



Robert L. Mayer, Sr.  
The Robert Mayer Corporation







# THANK YOU!

Please join us for a  
Cabo Wabo Beach Club  
hosted reception!

