Monthly Summary Report

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Monthly Summary Report

June 2026

VISIT HUNTINGTON BEACH
SURF CITY USA®



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Executive Summary

June 2026

VISIT HUNTINGTON BEACH
SURF CITY USA®

Highlights

Hotel revenue was up 14.3% YOY to $17.2M in June, driven by both increases in rate and volume. ADR increased 8.5% YOY to $342 and demand was up 5.4% YOY, while supply was unchanged. Occupancy increased 5.4% YOY to 87.3% and RevPAR increased 14.3% YOY to $298.

There were an estimated 377,566 total trips in June, down 2.1% YOY. Visitors stayed an average of 3.3 days in June, down 0.3% YOY. Top origin markets included Los Angeles (15.8%), Phoenix – Prescott (11.3%), and San Diego (9.2%).

Social media audience grew 11.8% YOY to 283.2K followers, led by Instagram (50.7%), Facebook (37.6%), and Threads (8.1%). Engagements increased 28.3% YOY to 165.2K engagements and impressions were up 4.5% YOY to 3.3M impressions.

The USTA Travel Price Index declined 2.0% in June month-over-month, marking the largest monthly drop in four years. Despite the decrease, the U.S. Travel Price Index remained 8.1% above year-ago levels, reflecting elevated prices for gas and airfares, both more than 25% higher than a year ago.

U.S. hotel performance remained strong in June, as ADR growth (+6.7% YOY) and demand outpacing new supply drove RevPAR up 8.4% despite only modest occupancy gains (+1.6%). Luxury hotels led performance (+15.1% RevPAR), while every chain scale posted YOY RevPAR growth.

Hotel Demand
50.3K
+5.4% YOY

Hotel ADR
$341.56
+8.5% YOY

Total Trips
377,566
-2.1% YOY

Checkpoint Volume
(LAX, LGB, SNA)
3.8M
-5.6% YOY

Facebook Audience
106,514
+14.1% YOY

Social Media Audience
283.1K
+11.8% YOY

Website Sessions
116.2K
-49.9% YOY

L&H Jobs
795.7K
+2.4% 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
Jun 2026	81.2%	$368.06	$298.95
YOY % Change	+12.8% YOY	+10.7% YOY	+24.9% YOY
Calendar Year-to-Date	71.8%	$313.83	$225.20
YTD YOY % Change	+18.9% YOY	+4.8% YOY	+24.5% YOY

Hotel Performance

Source: STR

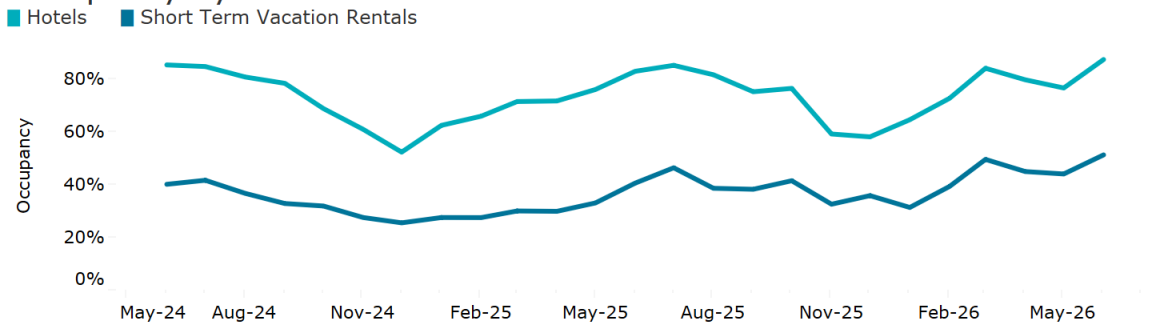
	Occupancy	ADR	RevPAR
Jun 2026	87.3%	$341.56	$298.09
YOY % Change	+5.4% YOY	+8.5% YOY	+14.3% YOY
Calendar Year-to-Date	77.4%	$294.13	$227.77
YTD YOY % Change	+8.0% YOY	+3.8% YOY	+12.1% YOY

Short Term Vacation Rental Performance

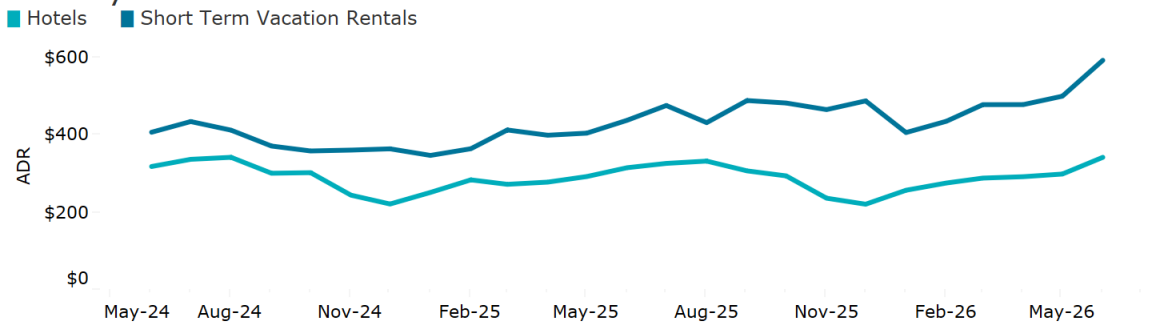
Source: KeyData

	Occupancy	ADR	RevPAR
Jun 2026	51.2%	$591.64	$303.19
YOY % Change	+26.3% YOY	+35.3% YOY	+70.9% YOY
Calendar Year-to-Date	43.4%	$488.89	$212.38
YTD YOY % Change	+39.3% YOY	+23.6% YOY	+72.1% YOY

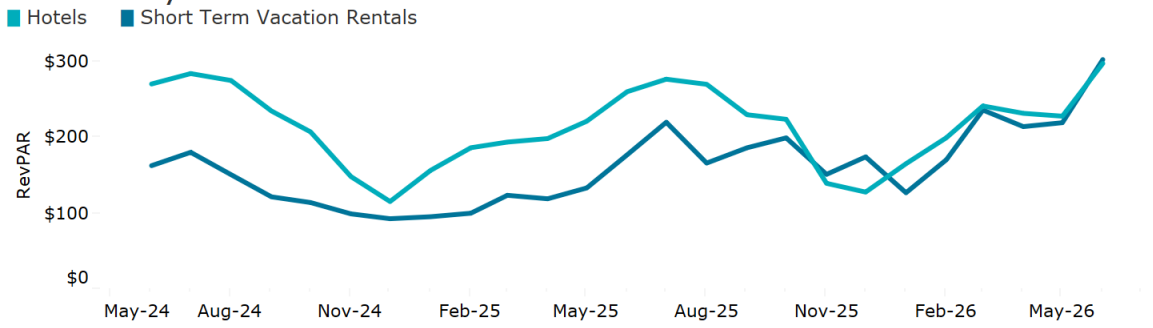
Occupancy by Month



ADR by Month



RevPAR by Month



Hotel Review

Huntington Beach, CA Performance

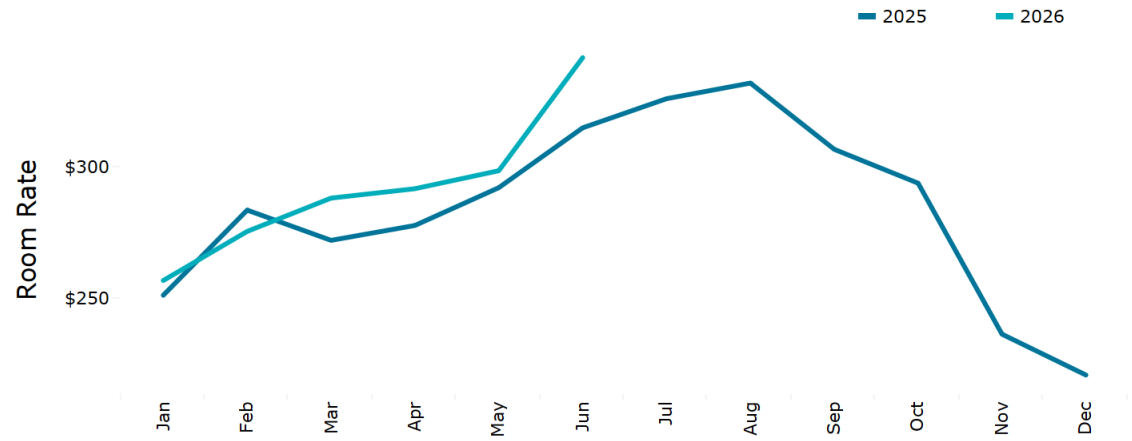
Calendar-Year-to-Date

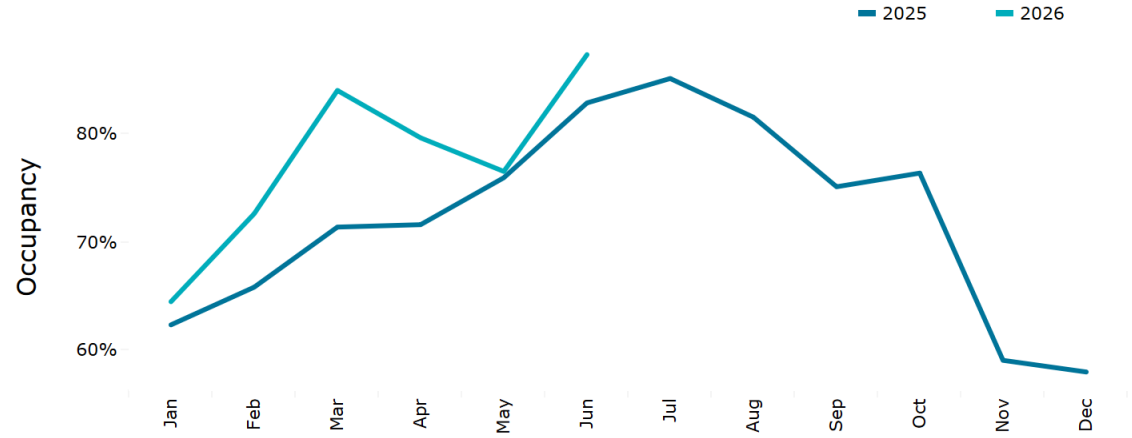
Occupancy	ADR	RevPAR	Supply	Demand	Revenue
77.4%	**$294**	**$228**	**347.9K**	**269.4K**	**$79.2M**
+8.0%	+3.8%	+12.1%	+0.0%	+8.0%	+12.1%

Latest 3 Months Performance

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Apr	79.6%	+11.2%	$292	+5.0%	$232	+16.8%
May	76.5%	+0.8%	$299	+2.2%	$228	+3.0%
Jun	87.3%	+5.4%	$342	+8.5%	$298	+14.3%

Calendar Year-to-Date Trends





Source: STR

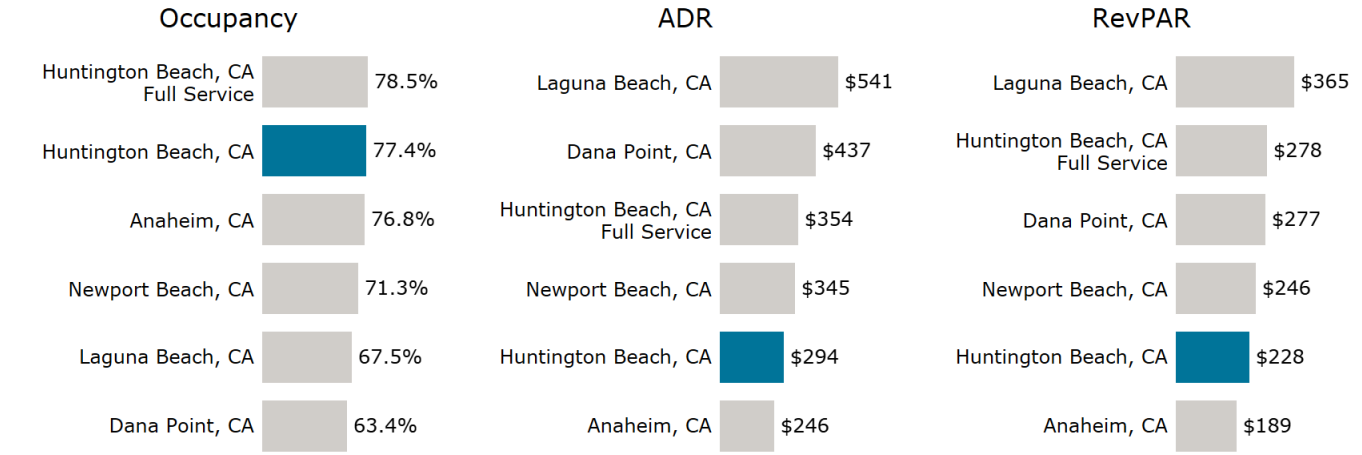
Hotel Competitive Performance

June 2026 Performance by Market

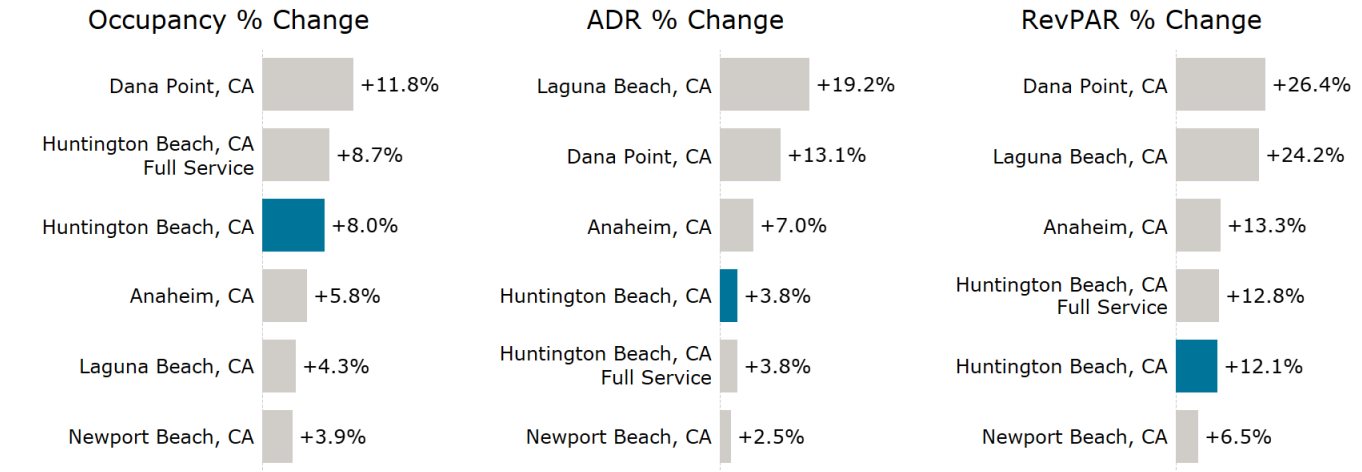
	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Anaheim, CA	76.9%	+1.2%	$241	+4.4%	$185	+5.6%
Carlsbad, CA	84.4%	+6.9%	$260	+5.0%	$219	+12.3%
Dana Point, CA	71.4%	+1.7%	$518	+20.2%	$370	+22.2%
Huntington Beach, CA	87.3%	+5.4%	$342	+8.5%	$298	+14.3%
Huntington Beach, CA Full Service	89.1%	+4.6%	$413	+9.8%	$368	+14.9%
Laguna Beach, CA	72.1%	+0.3%	$618	+21.7%	$446	+22.0%
Monterey, CA	82.2%	+6.9%	$247	+7.6%	$203	+15.1%
Newport Beach, CA	77.9%	+6.9%	$380	+7.0%	$296	+14.4%
Oceanside, CA	82.7%	+7.5%	$215	+9.8%	$178	+18.1%
Palm Springs, CA	53.4%	+3.9%	$151	+1.5%	$81	+5.5%
San Diego, CA	84.0%	+3.8%	$243	+6.2%	$204	+10.2%
San Francisco, CA	79.4%	+8.4%	$289	+24.6%	$229	+35.1%
San Luis Obispo, CA	78.6%	+3.4%	$228	+5.3%	$179	+8.9%
Santa Barbara, CA	81.7%	+9.7%	$321	+5.9%	$262	+16.2%
Santa Monica, CA	78.3%	+2.1%	$456	+26.9%	$357	+29.6%
Sonoma County, CA	73.6%	+9.9%	$242	+4.0%	$178	+14.3%
Temecula, CA	75.3%	+4.9%	$150	+0.7%	$113	+5.6%
West Hollywood, CA	73.6%	+8.3%	$394	+22.4%	$290	+32.5%

Calendar Year-to-Date Performance

Performance by Market



% Change vs. Previous Year



Source: STR

Hotel Outlook

Preliminary July 2026 Hotel Performance

Huntington Beach, CA

Occupancy	ADR	RevPAR
91.3%	**$389**	**$356**
+4.0%	+6.5%	+10.7%

Hotel Performance by Market

	Occupancy		ADR		RevPAR	
Carlsbad, CA	87.8%	+3.6%	$305	+4.3%	$267	+8.1%
Dana Point, CA	76.6%	-2.3%	$531	+9.2%	$407	+6.7%
Huntington Beach, CA	91.3%	+4.0%	$389	+6.5%	$356	+10.7%
Laguna Beach, CA	75.0%	+6.2%	$786	+13.7%	$590	+20.8%
Newport Beach, CA	79.7%	-1.2%	$458	+10.1%	$365	+8.9%
Oceanside, CA	87.1%	+5.5%	$246	+5.9%	$214	+11.7%
San Diego, CA	86.7%	+3.7%	$263	+6.0%	$228	+9.9%
Santa Monica, CA	81.7%	+5.5%	$435	+15.9%	$355	+22.4%
Temecula, CA	75.5%	+5.8%	$142	+3.9%	$108	+10.0%

Preliminary July 2026 by Day-of-Week

Week Days

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Carlsbad, CA	85.2%	+4.4%	$277	+2.5%	$236	+7.0%
Dana Point, CA	72.2%	-3.0%	$473	+7.0%	$341	+3.8%
Huntington Beach, CA	89.4%	+4.8%	$354	+8.9%	$317	+14.1%
Laguna Beach, CA	70.4%	+7.6%	$708	+13.0%	$499	+21.6%
Newport Beach, CA	77.1%	+0.2%	$431	+9.7%	$332	+9.8%
Oceanside, CA	84.5%	+7.1%	$215	+4.2%	$182	+11.6%
San Diego, CA	83.9%	+4.8%	$246	+4.9%	$207	+10.0%
Santa Monica, CA	79.5%	+5.0%	$413	+13.1%	$328	+18.7%
Temecula, CA	70.9%	+6.9%	$118	+3.6%	$84	+10.8%

Week Ends

	OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Carlsbad, CA	95.3%	+0.9%	$364	+7.3%	$347	+8.2%
Dana Point, CA	90.3%	-0.1%	$624	+11.1%	$563	+10.9%
Huntington Beach, CA	97.2%	+1.8%	$455	+2.2%	$443	+4.1%
Laguna Beach, CA	87.4%	+3.1%	$919	+13.8%	$804	+17.4%
Newport Beach, CA	87.2%	-5.1%	$505	+11.5%	$440	+5.8%
Oceanside, CA	94.3%	+1.2%	$315	+8.9%	$297	+10.3%
San Diego, CA	94.9%	+1.1%	$300	+9.8%	$285	+11.1%
Santa Monica, CA	88.8%	+5.5%	$483	+20.8%	$429	+27.4%
Temecula, CA	87.4%	+2.2%	$194	+5.0%	$169	+7.4%

Note: Includes daily data through 7/31/2026
Source: STR

Short Term Rental Review

Monthly Performance by Market

		OCC	% CHG	ADR	% CHG	RevPAR	% CHG
Apr	Huntington Beach (All)	45.0%	+50.2%	$478	+19.8%	$215	+79.9%
	Orange	47.7%	+28.2%	$454	+10.9%	$217	+42.1%
	Sunset Beach	38.9%	+3.9%	$667	+3.5%	$259	+7.5%
May	Huntington Beach (All)	44.0%	+33.1%	$499	+23.6%	$220	+64.5%
	Orange	46.7%	+20.9%	$466	+16.1%	$218	+40.3%
	Sunset Beach	36.1%	+7.1%	$657	+3.9%	$237	+11.2%
Jun	Huntington Beach (All)	51.2%	+26.3%	$592	+35.3%	$303	+70.9%
	Orange	53.4%	+16.2%	$586	+23.6%	$313	+43.6%
	Sunset Beach	47.8%	+4.6%	$803	+8.8%	$384	+13.8%

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

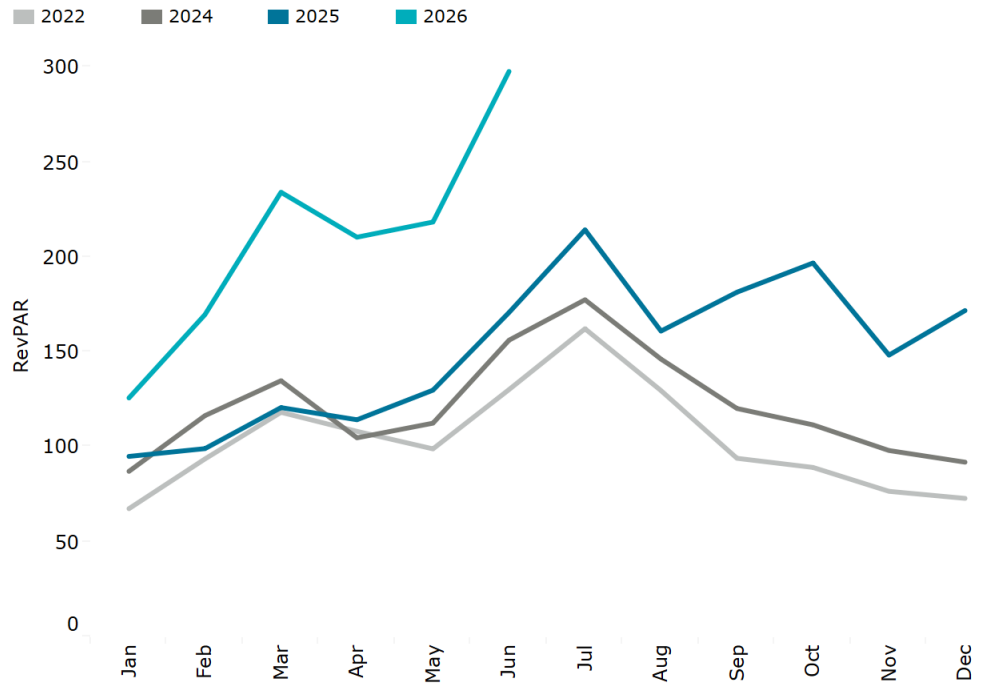
Calendar Year-to-Date Performance

Huntington Beach & Huntington Beach (All)

Occupancy	ADR	RevPAR
43.9%	**$477**	**$210**
+41.0%	+24.0%	+74.7%

Short Term Rental RevPAR by Month

Last Three Calendar Years



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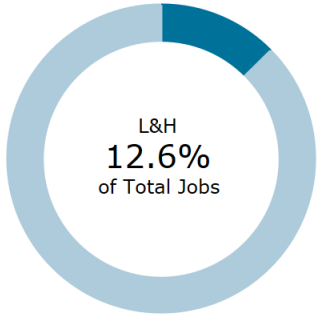
Leisure & Hospitality Workforce

Los Angeles-Long Beach-Anaheim, CA

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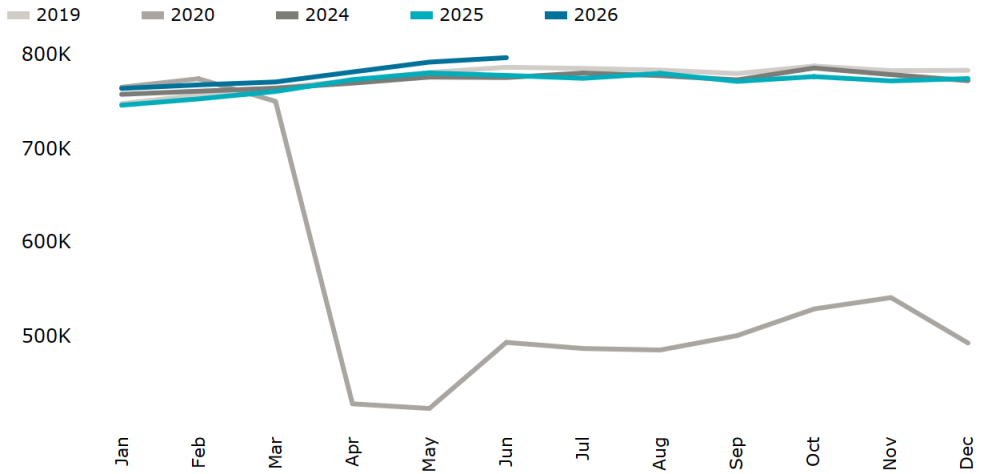
Total Leisure & Hospitality Jobs

L&H Jobs
as of June 2026
795.7K
+2.4% YOY | +1.3% vs. 2019



Employment Recovery

Leisure & Hospitality Jobs (Thousands)

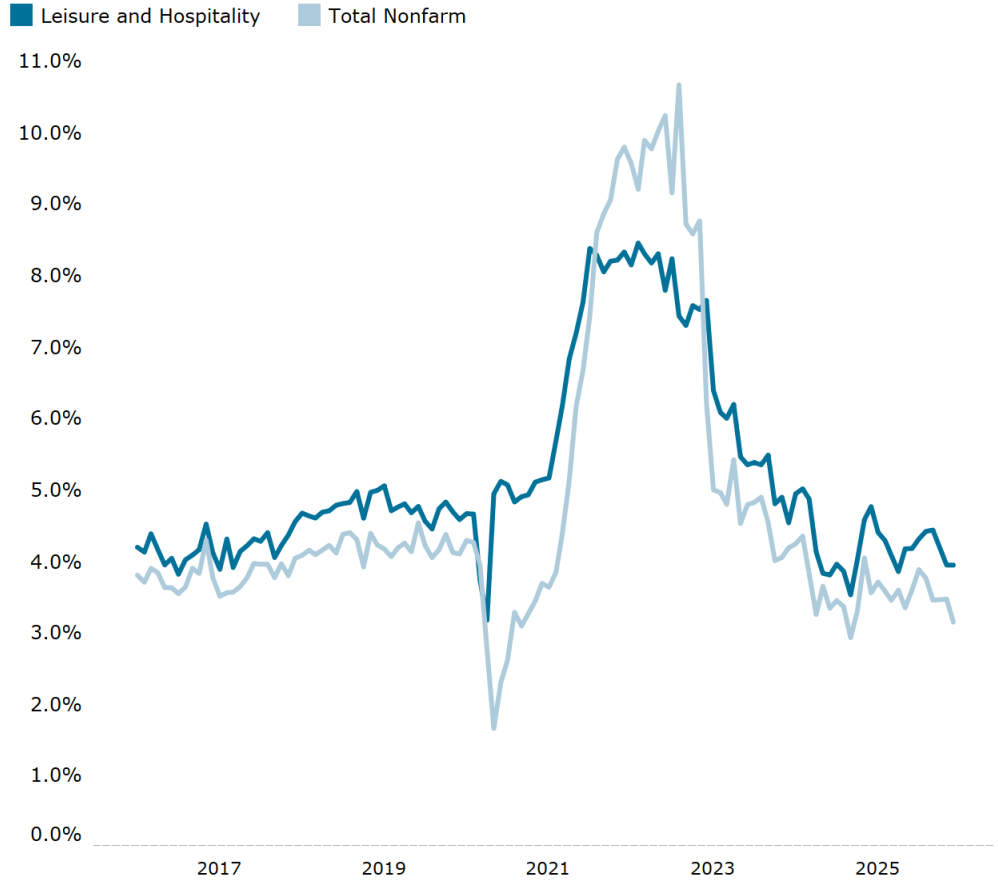


Source: Bureau of Labor Statistics

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

Monthly TSA Checkpoint Volume

June 2026 Volume

3.8M

-5.6% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Jun 2026 Volume

20.3M

-2.7% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

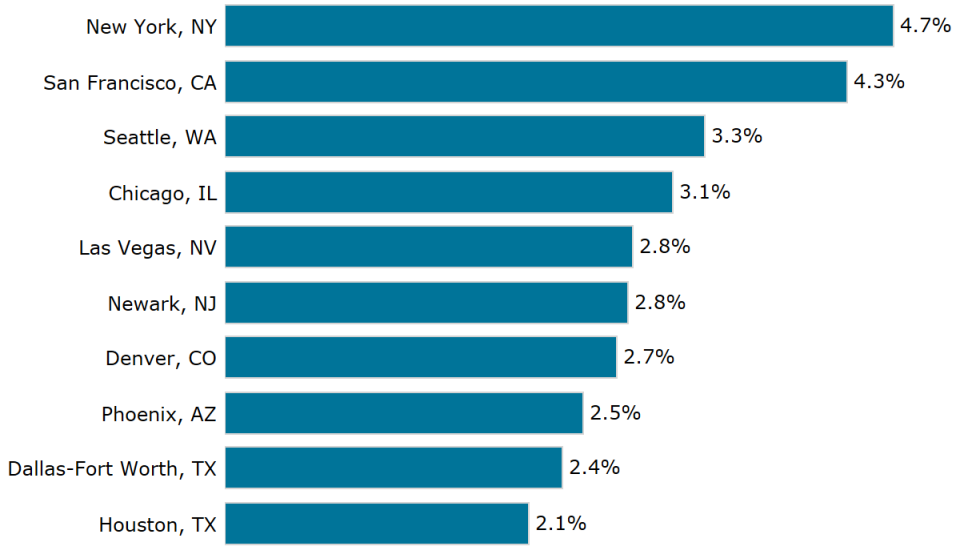
Last 6 months vs same period last year YOY %

Airport	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
LAX - Los Angeles International	2.6M -1.4%	2.4M 0.1%	2.8M -2.1%	2.8M -3.9%	2.9M -5.4%	3.1M -6.0%
LGB - Long Beach (Daugherty Field)	137.2K 1.2%	133.1K -1.0%	150.0K -10.7%	147.1K -7.3%	152.1K -8.0%	151.1K -11.8%
SNA - John Wayne/Orange County	436.1K 4.7%	431.0K 7.3%	503.2K 5.4%	481.3K 3.6%	491.1K -1.3%	518.9K -0.9%
Total	3.1M -0.5%	2.9M 1.1%	3.5M -1.5%	3.4M -3.1%	3.5M -5.0%	3.8M -5.6%

Source: Transportation Security Administration

Top Origin Markets - Air

Jan - Jun 2026 Visitor Arrivals



Source: OAG

Visitor Profile

Cluster: All

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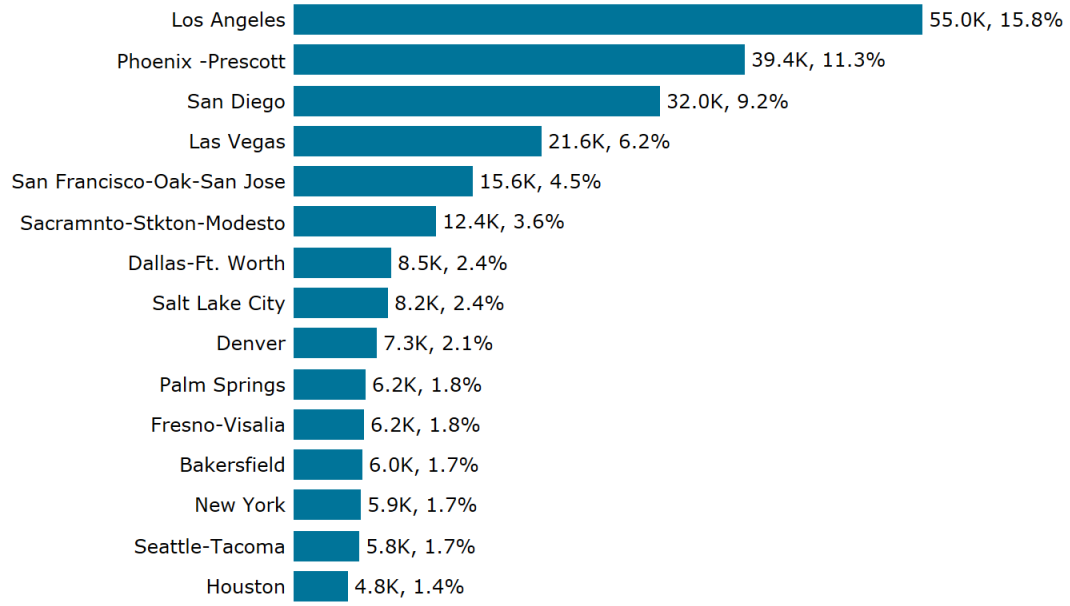
June 2026 Visitor Summary

Total Trips
377,566
-2.1% YOY

Average Trip Duration
3.3 days
-0.3% YOY

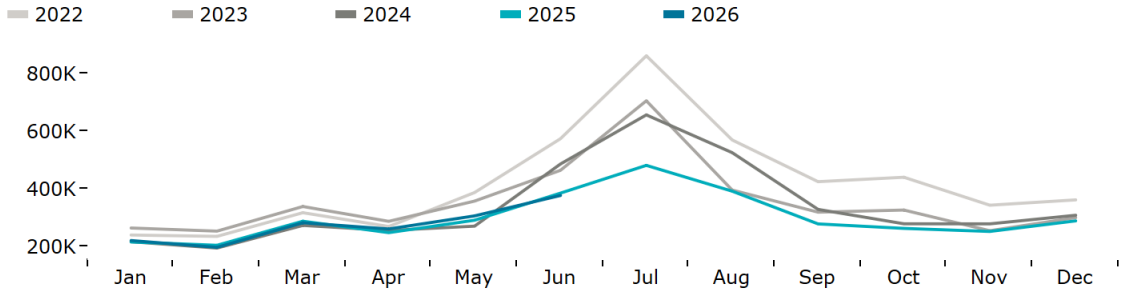
Top Origin MSAs

Total Trips; % Share of Total



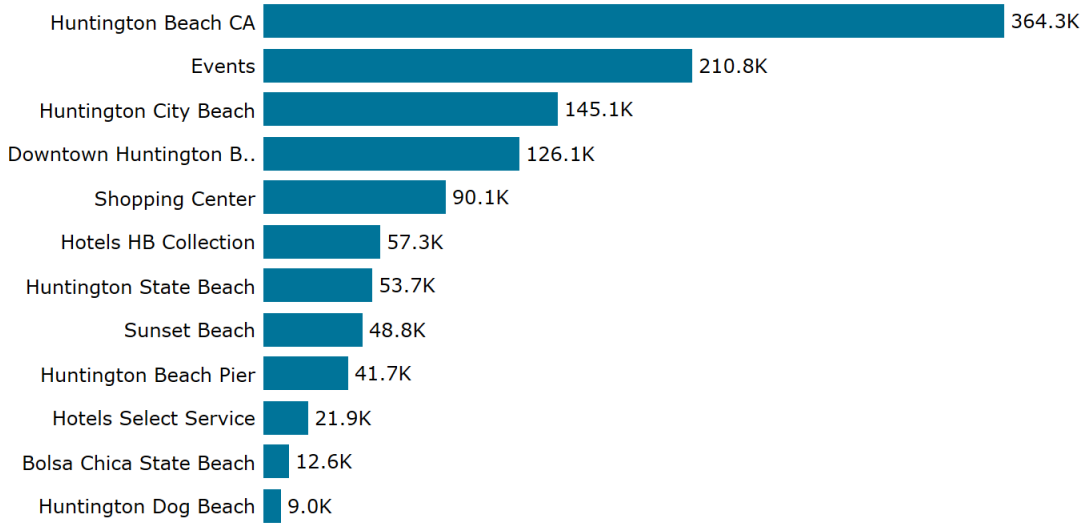
Visitor Trends & Characteristics

Total Visitors by Month



Top Clusters

June 2026 Trips

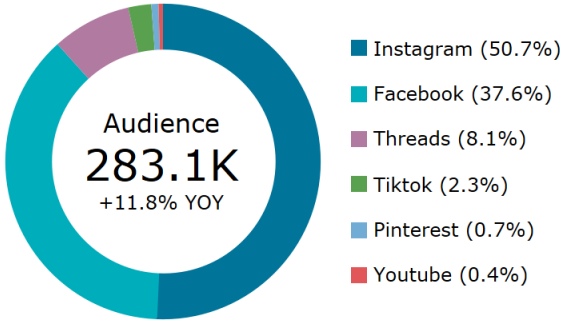


Source: Datafy

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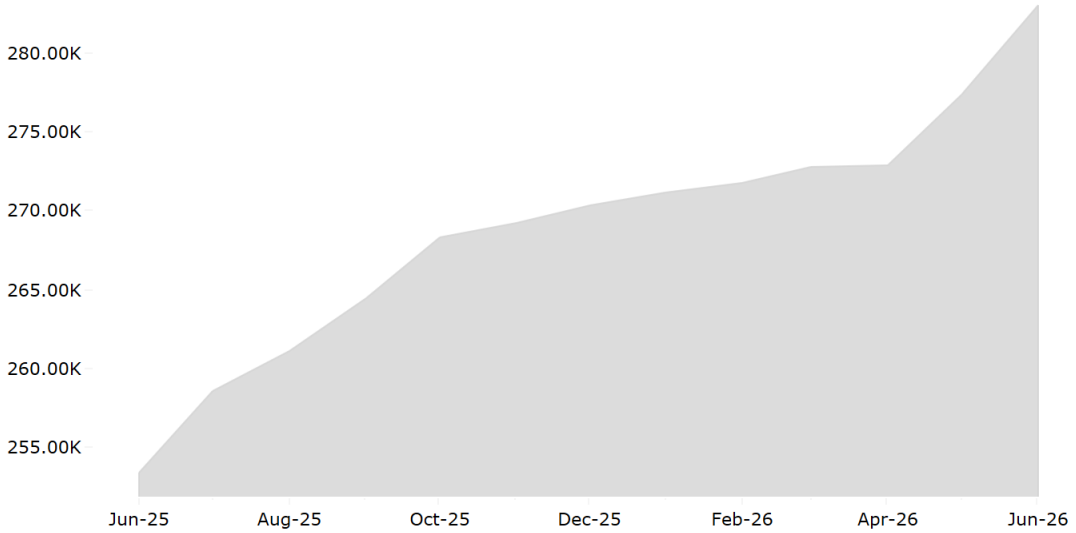
Social Media Summary

Audience Overview



- Instagram (50.7%)
- Facebook (37.6%)
- Threads (8.1%)
- Tiktok (2.3%)
- Pinterest (0.7%)
- Youtube (0.4%)

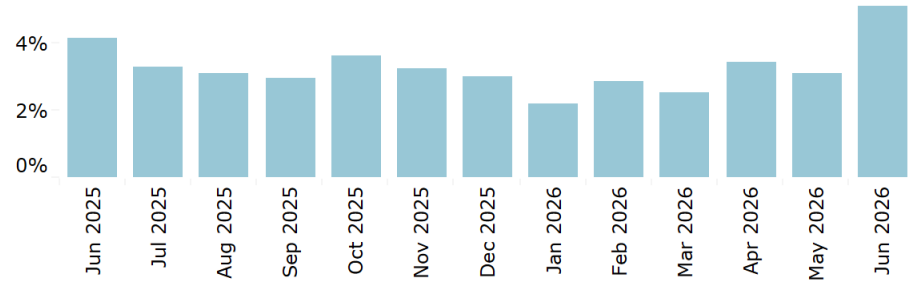
Audience by Month



Engagements & Impressions

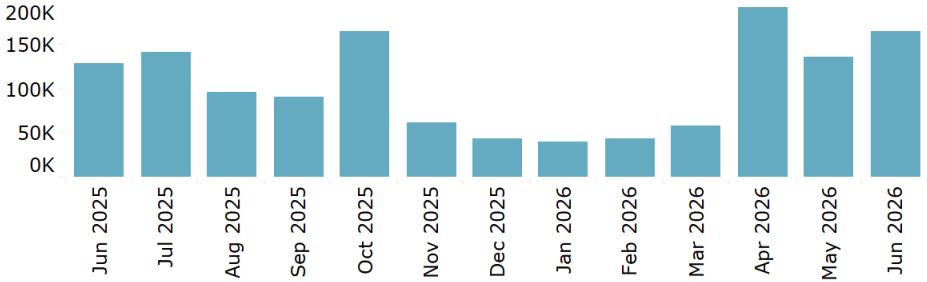
Engagement Rate

June 2026
5.1%
+0.9% pt YOY



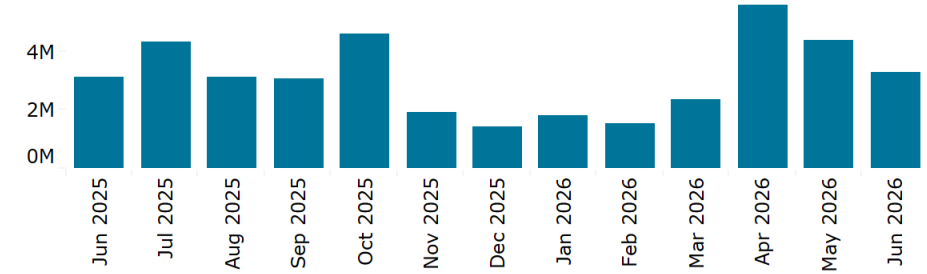
Engagements

June 2026
165.2K
+28.3% YOY



Impressions

June 2026
3.3M
+4.5% YOY



Source: Sprout Social

Social Media Performance by Platform

June 2026

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Facebook

Audience
106.5K
+13.8% YOY

Engagement Rate	**5.0%**
Impressions	**1,284,765**
Video Views	**563,874**
Engagements	**64,417**
Comments	1,594
Reactions	29,018
Shares	2,814
Post Link Clicks	
Post Clicks	30,922

Instagram

Audience
143.6K
+11.3% YOY

Engagement Rate	**3.7%**
Impressions	**1,986,043**
Video Views	**1,321,791**
Engagements	**72,791**
Comments	903
Reactions	52,270
Saves	
Shares	16,469

LinkedIn

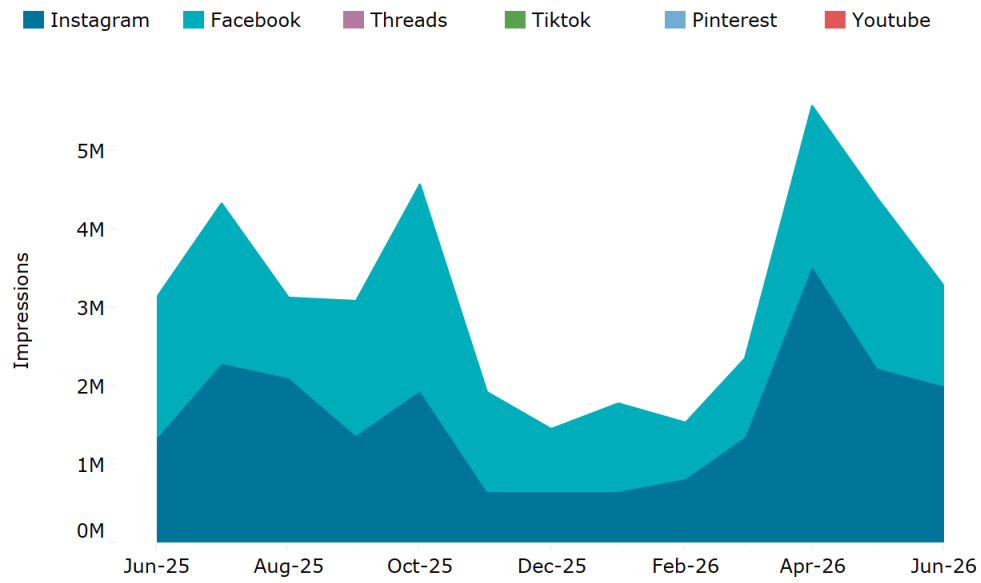
Audience

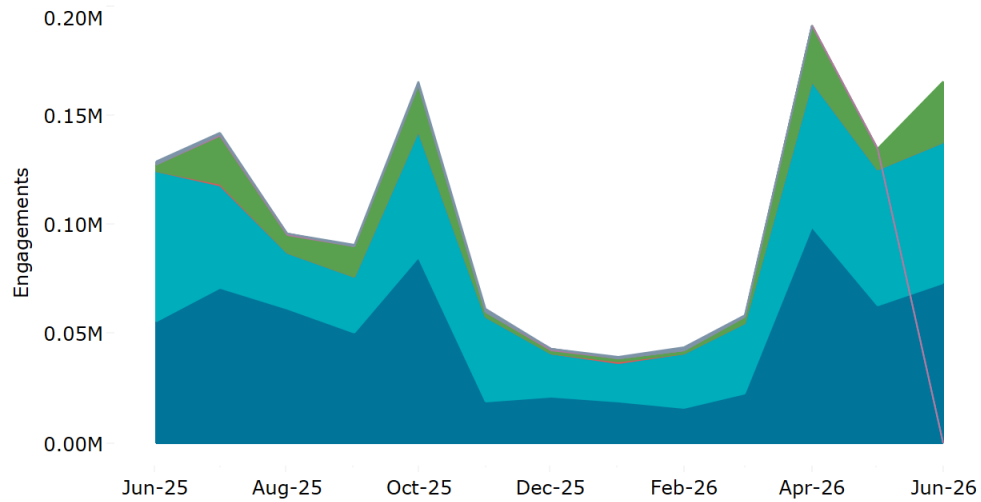
Engagement Rate	
Impressions	
Video Views	**0**
Engagements	
Comments	
Reactions	
Shares	
Post Link Clicks	

Tiktok

Audience
6.6K
+252.2% YOY

Engagement Rate	
Video Views	**769,984**
Engagements	**28,097**
Comments	581
Reactions	26,037
Shares	1,479





Source: Sprout Social

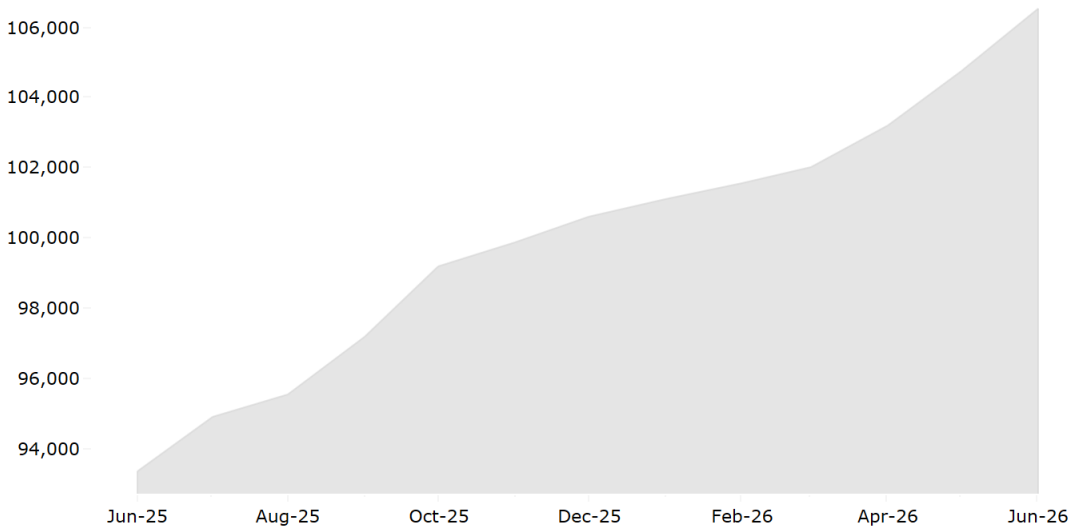
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Meta Facebook Insights

Audience Overview

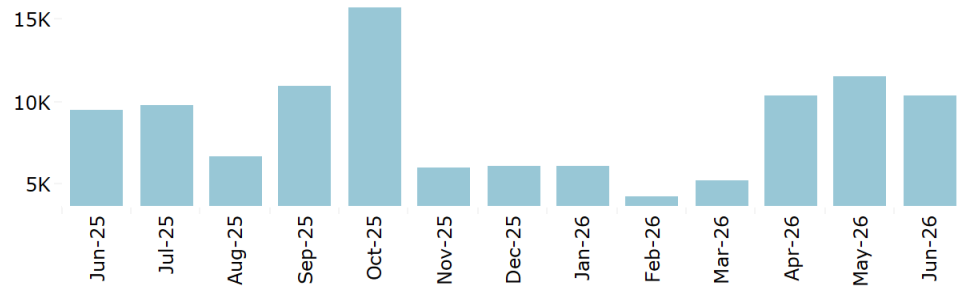
Audience
June 2026
106,514
+14.1% YOY

Audience by Month

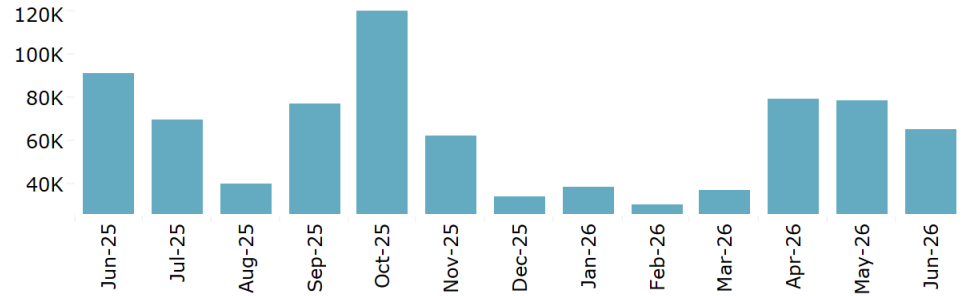


Engagements & Impressions

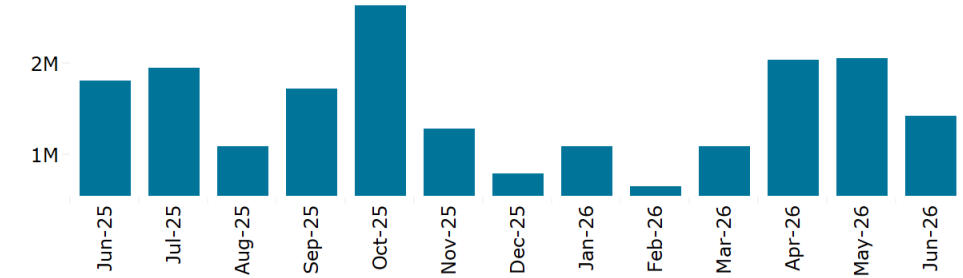
Page Views
June 2026
10,322
+8.5% YOY



Engagements
June 2026
64,830
-28.9% YOY



Impressions
June 2026
1,410,668
-21.3% YOY

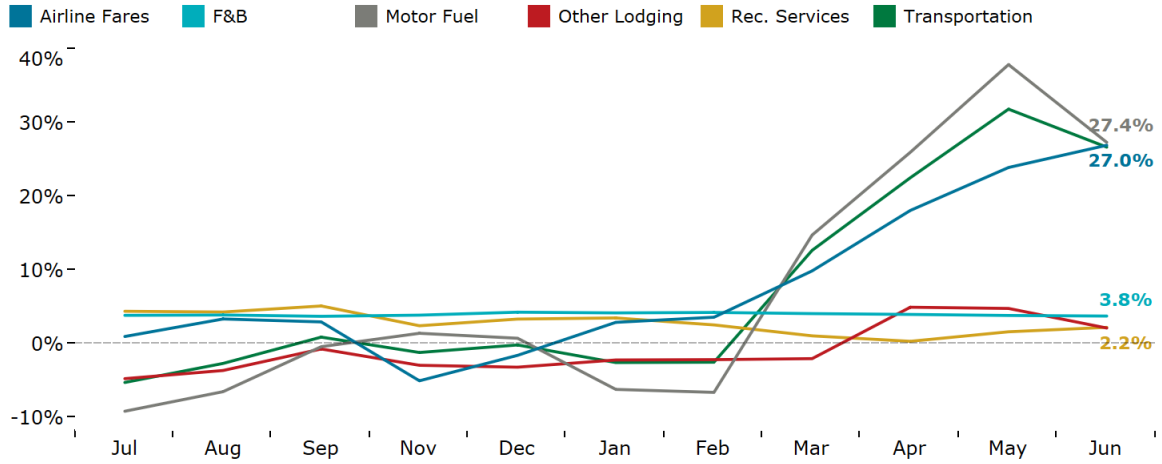


Source: Meta

Travel Trends

Travel Price Index

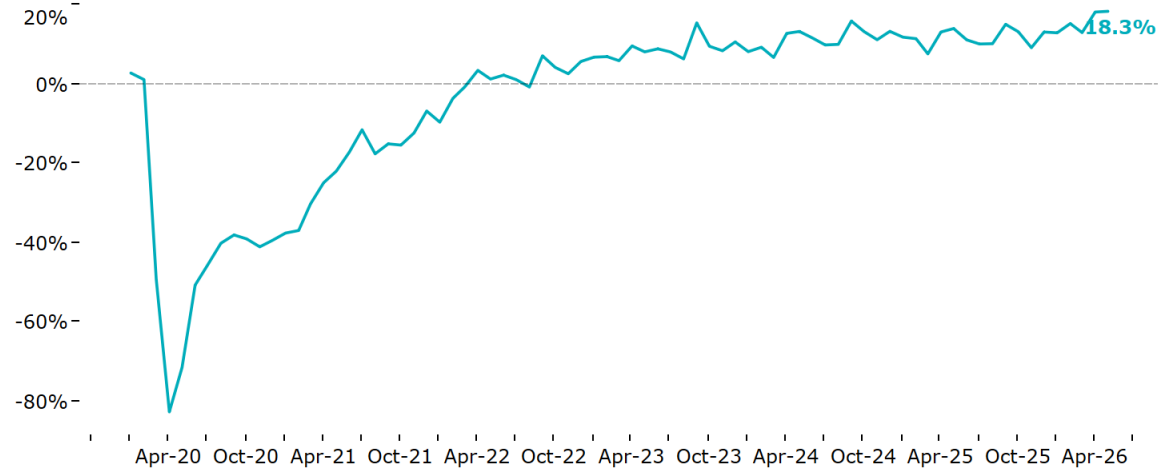
% Change Relative to Same Month in Previous Year | Last 12 Months



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

Travel Spending (% change vs 2019)

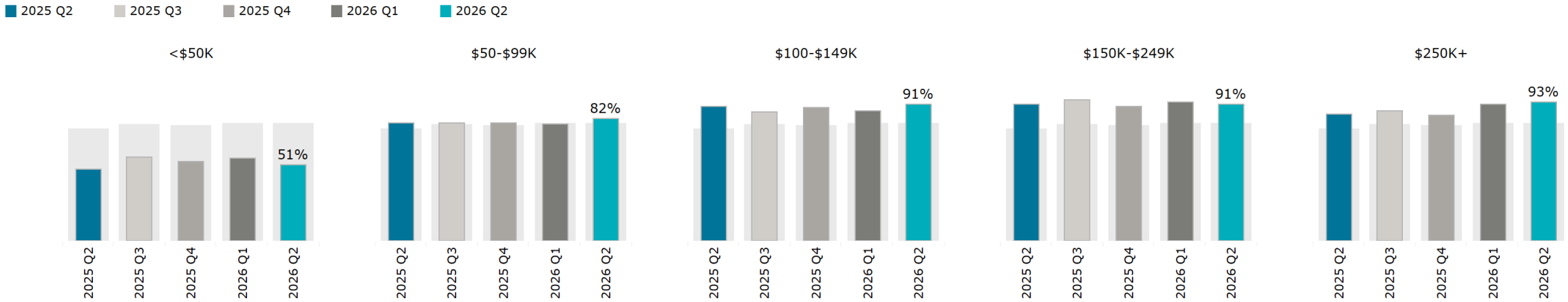
% Change vs. 2019 | U.S. total



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)



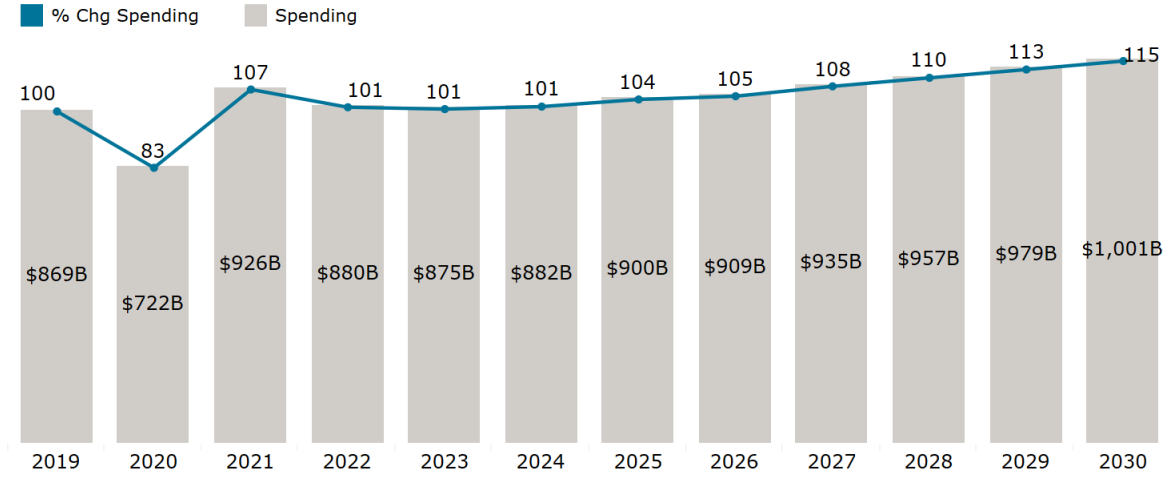
Note: Light gray bars represent the average for all survey respondants
Source: MMGY Global's Portait of American Travelers

Domestic Travel Forecast

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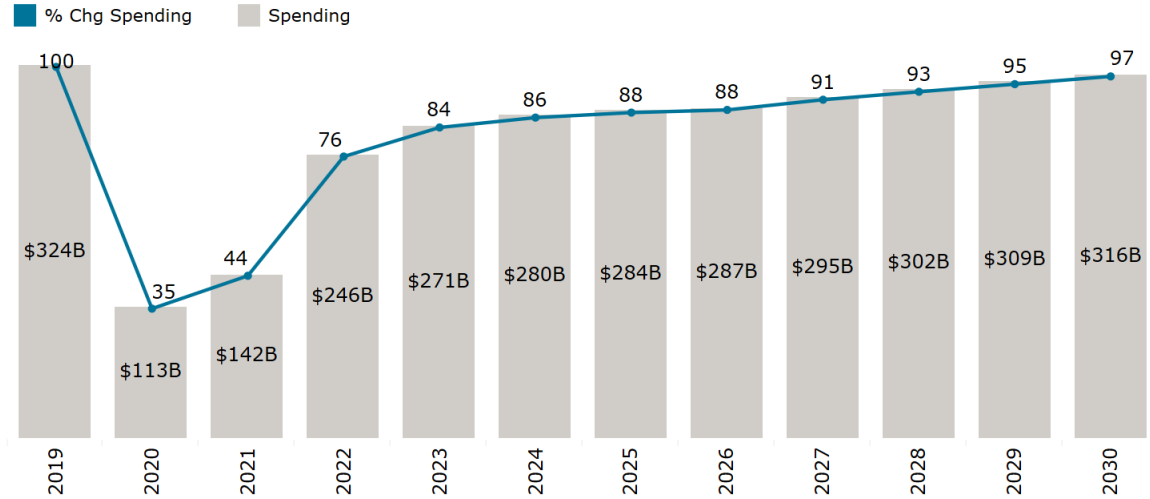
Real Domestic Leisure Travel Spending

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



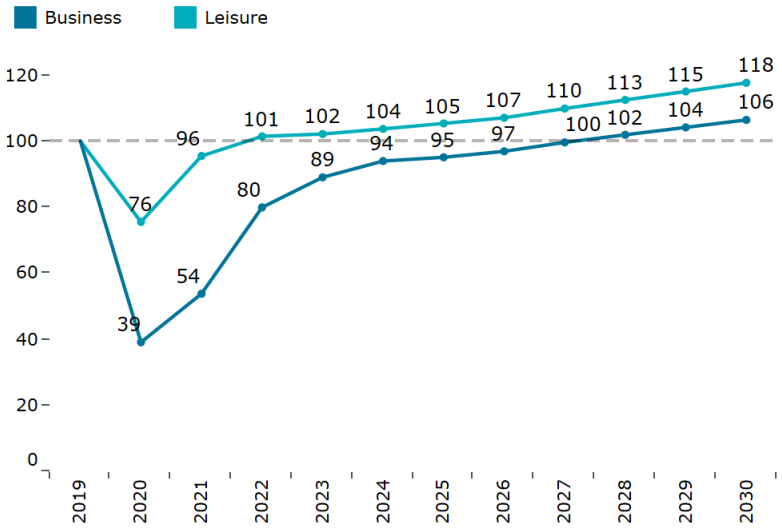
Real Domestic Business Travel Spending

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



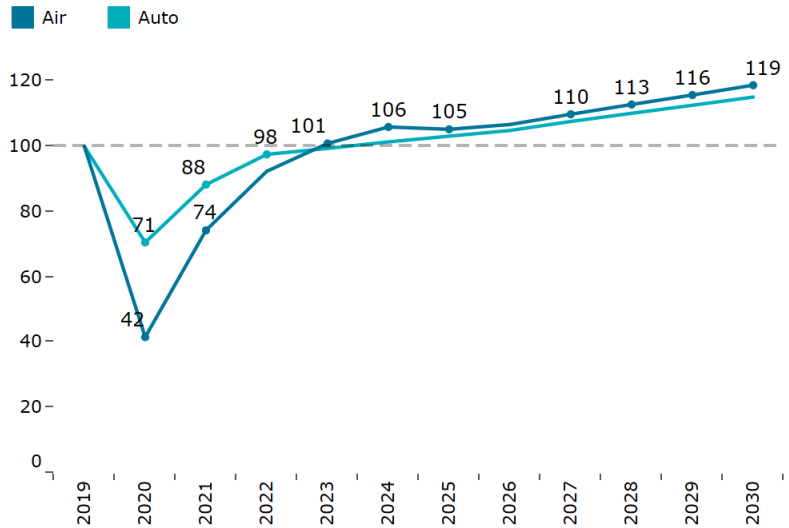
Leisure vs. Business Travel Volume

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



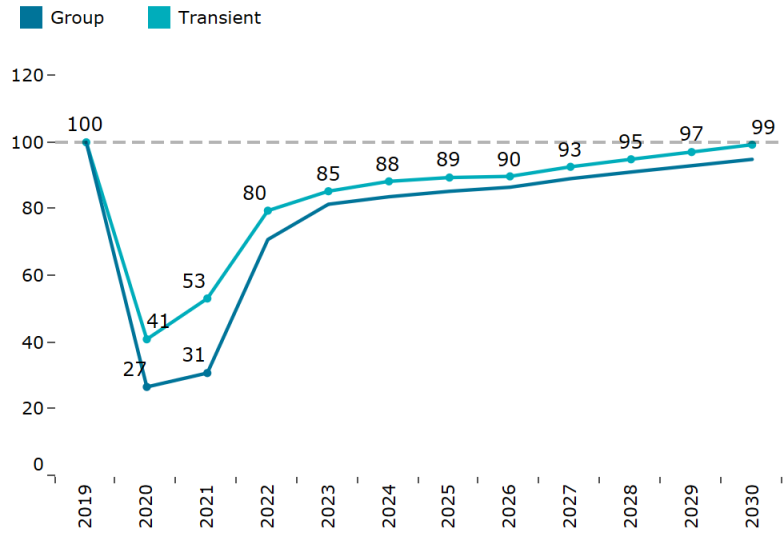
Auto vs. Air Travel Volume

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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