




Visit Huntington Beach 2023—2026 Strategic Plan

A vibrant park scene during cherry blossom season. The foreground is dominated by a large tree with pink blossoms. In the middle ground, a group of people is sitting on the grass, enjoying a picnic. A pond is visible in the background, surrounded by lush green trees under a clear blue sky.

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

-Lewis Carroll

The Process



January

May

Get Clear

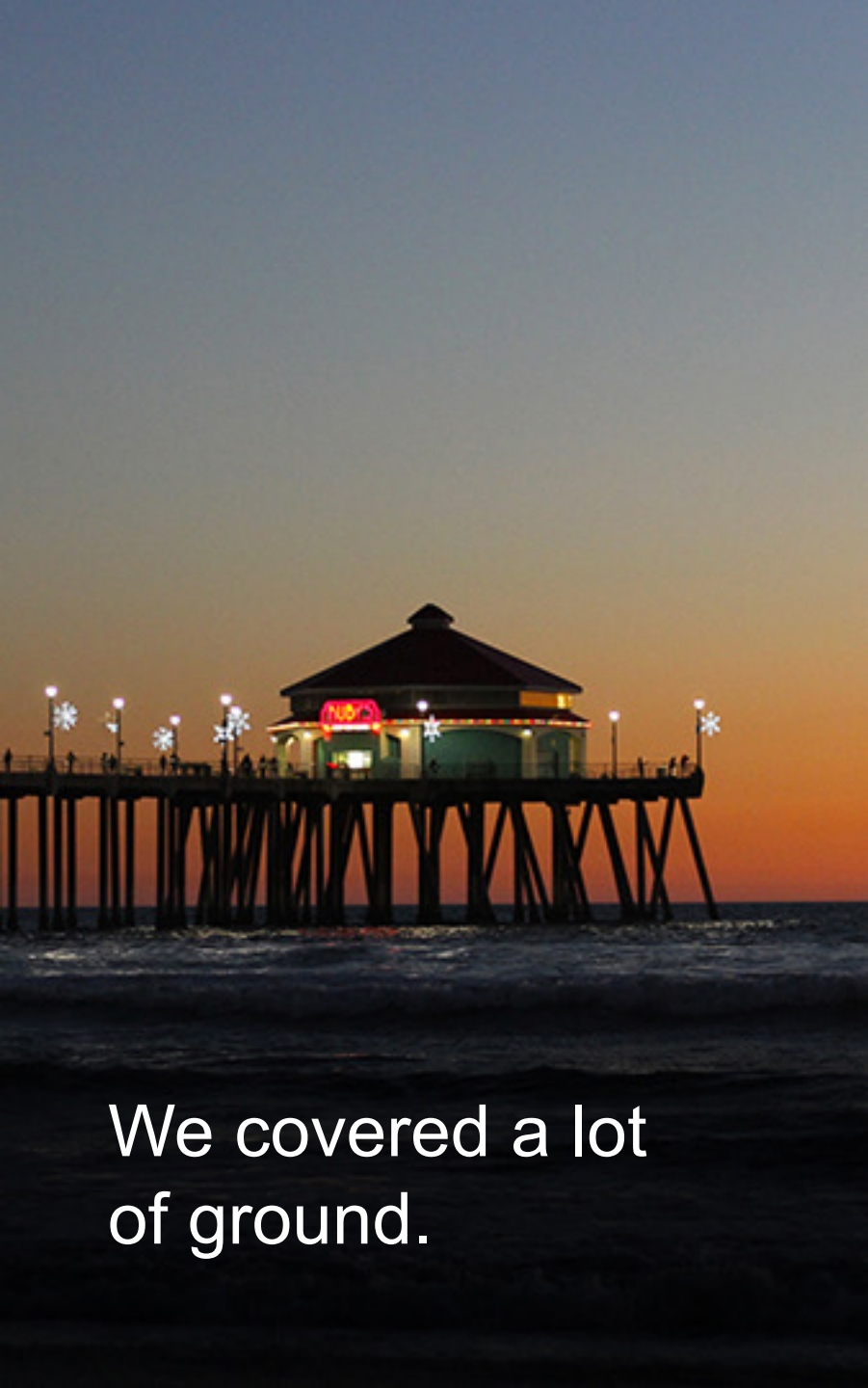
- Stakeholder Survey
- 1:1 Stakeholder Interviews
- Listening Sessions
- Board Guidance Session
- Research/Analysis
- Competitive Set Review
- Economic and Travel Outlook Study
- *Situation Assessment Report*

Get Focused

- Four Facilitated Planning Sessions
- Plan Draft Development

Get Moving

- Plan Approval
- Implementation Planning
- Tracking and Reporting Process



We covered a lot of ground.

The Planning Framework



Vision



Mission



Values



Reputation



Position



Imperatives



Objectives











Initiatives

VISIT HUNTINGTON BEACH

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 
<p>Drive Global Brand Awareness</p>	<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
<p>Enhance the Destination Experience</p>	<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
<p>Champion the Value of Tourism</p>	<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
<p>Prioritize Organizational Effectiveness and Culture</p>	<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



**VISIT
HUNTINGTON BEACH**
SURF CITY USA®



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

