2018/19 ANNUAL REPORT AND

2018/19 ANNUAL REPORT AND

DESTINATION BUSINESS PLAN





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SURF CITY USA'S DESTINATION BRAND POSITION

Huntington Beach: forever summer, flawless weather, nonstop waves, perfect for surfing or just watching, surrounded by an active community of life enthusiasts. Luxurious? Absolutely, yet we're proud of our unhurried, laid back, and welcoming culture. For those seeking the quintessential California experience, we invite you to the hub and soul of Southern California. — Surf City USA

VISIT HUNTINGTON BEACH SURF CITY USA VISION • MISSION • VALUES

Vision Statement

Visit Huntington Beach collaborates with City, Community and Business partners, generates an increase in visitor spending, continued development of authentic Huntington Beach grand experiences, and an enhanced quality of life for residents.

Mission Statement

Visit Huntington Beach effectively markets and sells the Surf City USA destination brand experience, positioning Huntington Beach as the preferred quintessential California beach destination.

VHB Values

- Professional and Quality Oriented
- Visitor, Partner and Community-driven
- Visionary and Strategic
- Creative and Innovative
- Transparent and Accountable
- Sustainable and Efficient

Organization Strategic Goals

Destination Marketing, Sales and Services

VHB will utilize new technologies and innovative marketing, sales and service programs to market the authentic Surf City USA destination brand experience.

Destination Development

VHB will be a catalyst for continued product development to grow the destination brand experience globally.

Destination Advocacy and Community Relations

VHB will be an influential advocate for the importance and value of tourism as essential to a thriving business sector and a high quality of life for residents in Huntington Beach.

Destination Funding and Administration

VHB will have the human and financial capacity to fulfill its mission with excellence, and to support others whose goals strengthen the Surf City USA destination brand experience.

MESSAGE FROM THE PRESIDENT & CEO

It has been said that *destination branding* is about understanding who you are, while *destination marketing* is how your brand promise is communicated.

As Huntington Beach's official destination brand marketers and managers, Visit Huntington Beach understands this subtle, yet important distinction. If our annual and long-term strategic thinking, and related tactics are savvy and spot on, we can positively affect visitor brand experiences and perceptions.

Effectively doing our jobs and delivering the right marketing messages means more target audience visitors will come, stay longer, spend more money, return more often, and tell others about their wonderful experiences in Surf City USA.

For the past 30 years, VHB has been honored to serve as a leader in this role. And, we are now more excited than ever about the future of HB's destination brand!

New and improved hotel products, better shopping and dining options, and more unique activities combine to position Surf City USA as a must see, must experience destination for years to come.

Further, the SoCal region will be hosting more world-class events in the next decade than ever. From the 2028 Summer Olympic Games to the 2026 FIFA World Cup to the NFL's 2022 Super Bowl, all eyes will be on this region.

So, buckle up. **The timing is perfect.** We are setting the stage to ensure Huntington Beach is *The Beach Town* for new and returning visitors the for next 30 years!

KELLY MILLER

President & CEO, Visit Huntington Beach

Leely M. Miller





MESSAGE FROM THE CHAIRMAN

I am privileged and honored to once again be this year's Visit Huntington Beach Board Chair. There are many proud accomplishments to highlight over this past fiscal year, including the unforgettable *California Beach Festival* that hosted 1,200 global IPW buyers and media at the Pier, the launch of the *HB Collection* brand for group sales, production of the *Surf City Women* campaign, record numbers across the board in major key metrics, and the hosting of the inaugural VISSLA ISA World Junior Surfing Championships.

VHB is a return-on-investment, laser-focused organization. Their disciplined approach to sales and marketing helped total visitation to HB and related spending expand 70% and 13.3% respectively in 2018. Additionally, over \$736 million in total business sales was generated with nearly 7,000 local jobs supported, and over \$18 million of revenue added to the City of Huntington Beach's general fund.

The VHB Board is proud of the hard work the team continues to display, ensuring the Surf City USA brand is front and center in the hearts and minds of future and current visitors and customers.

Knowing our competitive landscape, I'm confident that Visit Huntington Beach is poised to continue marching forward in our efforts in global destination branding!

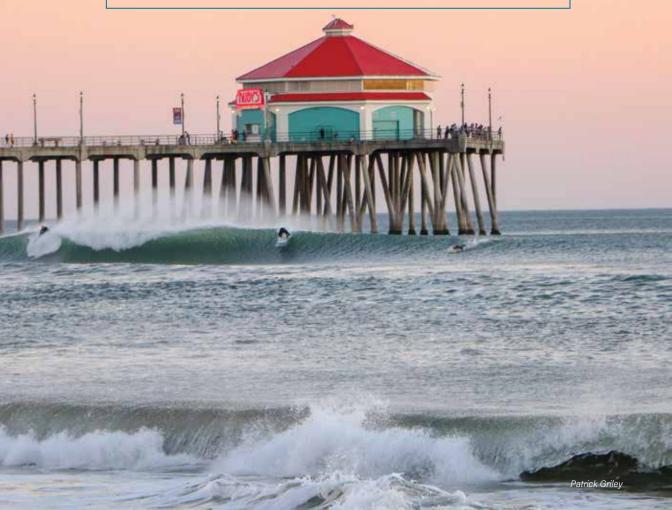
JUSTIN SIMPSON

Chairman, Visit Huntington Beach





ANALYSIS & RESEARCH

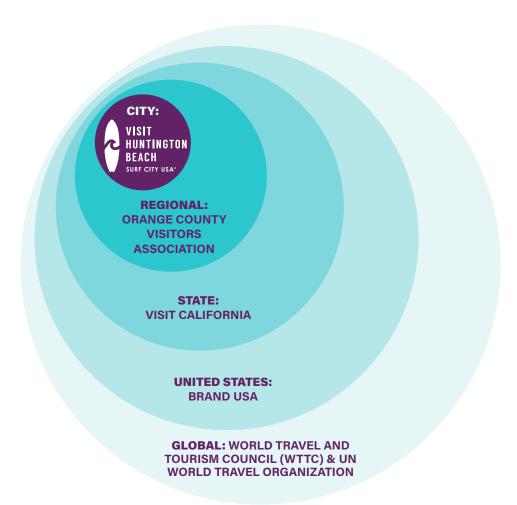


TOURISM BUILDS COMMUNITY

Build a place where people want to VISIT and you build a place where people what to LIVE; build a place where people want to LIVE and you build a place where people want to WORK; build a place where people want to WORK and you build a place where people want to DO BUSINESS. — **Maura Gast, former Chair, Destinations International**



GLOBAL COLLABORATION SETS THE STAGE AMONG DESTINATION MARKETING ORGANIZATIONS



Visit Huntington Beach is the official accredited destination marketing organization (DMO) for the City of Huntington Beach. We partner with other DMOs at regional, state, national and global levels to share industry best practices and research data, proactively train and educate our growing workforce, cooperatively market travel and tourism, engage in industry planning and product management, and measure our performance at each level through uniform standards and metrics. Collaborative partnerships are a key way that our DMO leverages limited resources to bring a world-class program of work to reach our goals with the Huntington Beach tourism community.



The Direct, Indirect, and Induced Effect of Tourism Spending

TRAVELERS PAY DIRECT TO ...

Hotels, restaurants, shops, bars and nightclubs, museums and cultural venues, activity and recreation providers, airlines, coaches, rental cars, train, cruise lines, travel agents, and more...



THESE ARE SUPPLIED BY...

Outside goods and services, marketing, media and PR, energy products, cleaning and maintenance, catering and food production, designer, printers, technology providers, utilities, and more...

The Economic Impact of Travel and Tourism spreads far beyond the direct transactions made by visitors.



BOTH OF WHICH CREATE JOBS...

which pay wages, benefits, profits, and taxes

THAT PAY INTO...

Infrastructure, agriculture, technology, real estate, education, healthcare, banks, communications, professional services, and more...



DIRECT includes only direct transactions by visitors for products and services. INDIRECT measures the supply chain impact. INDUCED measures the impact of money spent in the local community by employees working in jobs supported by tourism both directly and indirectly. Adding these three impact levels together shows the economic impact of travel and tourism in a community.

Source: World Travel and Tourism Council. *Travel and Tourism Global Impact and Issues 2017.*

HUNTINGTON BEACH VISITOR ECONOMIC IMPACT RESEARCH

6,921
JOBS IN
HUNTINGTON BEACH
OR 1 IN 16 JOBS

VISITOR SPENDING IN HB \$565,000,000 A YEAR

AVERAGING

\$1,547,945 A DAY

OR

\$64,498 AN HOUR

TOURISM ACCOUNTS FOR **6.4% OF THE TOTAL** EMPLOYMENT IN THE CITY

TOURISM IN HUNTINGTON BEACH **GENERATED \$91 MILLION** IN TAX REVENUES, INCLUDING OVER **\$43 MILLION IN STATE AND LOCAL REVENUES**

6,921 JOBS WERE SUSTAINED BY VISITORS TO HUNTINGTON BEACH IN 2018 WITH TOTAL INCOME OF \$253 MILLION

TOTAL ECONOMIC IMPACT \$736.4 MILLION GENERATED BY TOURISM

Note: Based on 4.06 million annual non-Orange County resident visitors. Source: The Economic Impact of Tourism in Huntington Beach, California, Tourism Economics, 2016 Analysis.

HUNTINGTON BEACH VISITOR VOLUME AND SPENDING

Huntington Beach visitor volume and spending expanded 6.8% and 13.3% respectively, in 2018. Since 2012, visitor spending growth in Huntington Beach has outpaced that of the state and Orange County overall.

	2014	2015	2016	2017	2018
VISITOR VOLUME (MILLIONS)	3.18	3.22	3.34	3.50	3.74
PERCENT OF CHANGE	+4.6	+1.4	3.6	+4.9	+6.8
VISITOR SPENDING (MILLIONS)	\$381.1	\$409.0	\$448.8	\$498.6	\$565
PERCENT OF CHANGE	+10.8	+7.3	+9.7	+11.1	+13.3

HUNTINGTON BEACH FUNDING AND LODGING REPORT



OCCUPANCY

2018

74.3%

YoY Growth +.3%

2017

74.1%

YoY Growth -.5%

2016

74.4%

YoY Growth -2.4%

2015

76.2%

AVERAGE DAILY RATE

2018

\$233.60

YoY Growth +3.7%

2017

\$225.35

YoY Growth +3.7%

2016

\$215.33

YoY Growth +3.6%

2015

\$207.63

RevPAR

2018

\$173.56

YoY Growth +4%

2017

\$166.88

YoY Growth +4.7%

2016

\$160.24

YoY Growth +1.2%

2015

\$158.26

TRAVEL & TOURISM: A MAJOR CATALYTIC FOR ECONOMIC IMPACT | 2018



\$21.8 B INCREMENTAL INTERNATIONAL VISITOR SPENDING < US/BRAND USA
\$140.6 B ANNUAL VISITOR SPENDING < CALIFORNIA —
\$13 B ANNUAL VISITOR SPENDING < ORANGE COUNTY —

\$565 M ANNUAL NON-ORANGE COUNTY RESIDENT VISITOR SPENDING < HUNTINGTON —

BEACH



\$5.2 B INCREMENTAL TAXES GENERATED FROM INTERNATIONAL VISITORS < US/BRAND USA - \$19.3 B FEDERAL, STATE & LOCAL TAXES GENERATED < CALIFORNIA — \$1.13 B STATE & LOCAL TAXES GENERATED < ORANGE COUNTY — \$91.4 M FEDERAL, STATE & LOCAL TAXES GENERATED < HUNTINGTON BEACH — \$18.6 M LOCAL TAXES · \$25 M STATE TAXES · \$47.9 M FEDERAL TAXES —

· US/ BRAND USA > 6.6 M incremental international visitors

- CALIFORNIA > 268 M VISITORS*

ORANGE COUNTY > 50.2 M ANNUAL VISITORS

HUNTINGTON BEACH > 3.74 M annual non-orange county resident visitors

VISITOR SPENDING



- us/ brand usa > \$52,000 incremental jobs > \$2.6 B earnings generated
 — california > \$1.2 M jobs sustained > \$105.7 B earnings generated
 — orange county > 179,000 jobs sustained > \$5.79 B earnings generated
 — huntington beach > 6,921 jobs sustained > \$252.9 M earnings generated

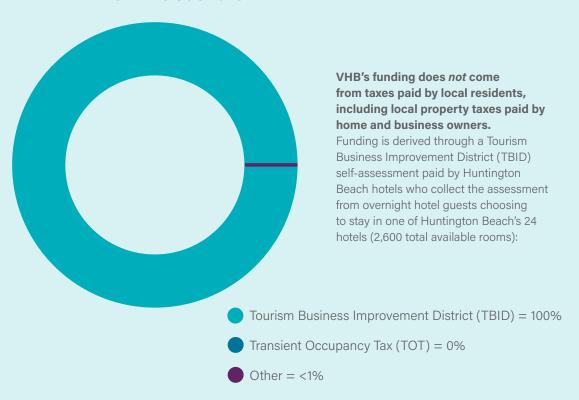
TOURISM GENERATED TAX REVENUES



SOURCES: Huntington Beach "The Economic Impact of Tourism in Huntington Beach, California, 2018 Analysis," Tourism Economics, August 2019; Orange County Visitor's Association Annual Report 2018, www.visithteoc.com; "California Travel Impacts 2010-2018p," Dean Runyan and Associates, Inc., April 2019; Number of visitors estimated from 2017 figures released by Visit California.
"The Return on Investment of Brand USA Marketing FY 2018," Oxford Economics, April 2019.

VISIT HUNTINGTON BEACH FUNDING





Tourism Business Improvement District (TBID):

Huntington Beach's overnight hotel guests pay an additional 4% assessment fee for each occupied hotel room per night during their stay. The TBID assessment is not a tax, but a self-assessment, which the 24 local hoteliers place upon themselves for occupied rooms, and is paid by overnight visitors. TBID assessment revenues provide a more dependable, long-term, sustainable revenue source to market Surf City USA globally without any tax burden on local residents.*

How much TBID assessment revenue is dedicated to VHB?

On February 1, 2019, a new TBID management district plan went into effect that changes the self- assessment rate at check-out of hotels paid by overnight visitors from 3% to 4%. This change will result in total estimated TBID annual revenues of \$5.2 million to fund Visit Huntington Beach's program of work. It also allowed the City of Huntington Beach to now receive over \$1 million in new revenues for the general fund that were previously allocated to Visit Huntington Beach through Transient Occupancy Taxes (TOT).

SURF CITY USA LODGING TRENDS SHOW STRONG REVENUE GROWTH



Key Lodging Report Trends









SUPPLY:

+12.9% IN 2018

+8% IN 2017

DEMAND:

+13.3% IN 2018

+7.5% IN 2017

REVENUES:

+17.5% IN 2018

+12.5% IN 2017

This year was a shortened fiscal year (9 months, October 2018 - June 2019) due to Visit Huntington Beach aligning with the City of Huntington Beach fiscal year (July 1 - June 30.)

FY 2018 / 2019

PERFORMANCE HIGHLIGHTS



ADVERTISING

Domestic Target Markets include the entire United States excluding Huntington Beach, with emphasis on San Francisco, Denver, Portland, Seattle, New York, Chicago, Salt Lake City, Austin, Dallas/Fort Worth, Houston, Las Vegas and Phoenix.

FY19 Impressions Overview:

HB Collection Co-Op: 2,903,846 HB Collection Non-Co-Op: 4,094,455

Winter Promo: 2,080,604

2019 California Road Trips Guide: 1,000,000 Orange County Business Journal: 20,152

2019 Visit California Annual Visitor Guide: 500,000

Sunset Magazine: 1,250,000

2019 Annual Brand USA Inspiration Guide: 575,000

1889 Washington Magazine: 24,000 Facebook & Instagram: 4,298,049

Twitter: 522,829 LinkedIn: 23.687

> TOTAL ESTIMATED **ADVERTISING IMPRESSIONS:**

12,459,057

Digital & Print Advertising Channels:

- Digital Campaings: Device ID Targeting, **Cross-Platform Display & Video, Retargeting**
- Search Engine Marketing
- eTarget Custom eBlasts
- LinkedIn
- Facebook
- Instagram
- Twitter

hold every moment

- Meetings & Conventions Magazine
- Successful Meetings Magazine
- California Road Trips Guide
- Orange County Business Journal
- Visit California Annual Visitor Guide
- Brand USA Inspiration Guide
- Sunset Magazine
- 1889 Washington Magazine





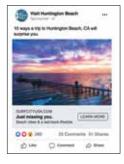
















PUBLIC RELATIONS

IN THE NEWS...

"The pristine, white, sandy beaches, the iconic lifeguard towers, the picture-perfect pier (complete with a bustling Ruby's Diner).. it's all like something out of a surf movie. Huntington Beach is about as California as you can get - and we love it for that."

— Bobby & Alli Talley, Traveling Newlyweds

"The heart and soul of Huntington lies in its spectacular shores; and there is one other unmissable sunset tradition on its wide sandy beaches. Huntington, you've come a long way, baby."

- Kylie McLaughlin, Traveller

"In HB, the modus operandi is: don't take your surfing too seriously; enjoy it with a zen attitude and the perfect wave will come to you when the time is right (and you've practiced enough!)."

- Dakota Kim, Sunset Magazine

"HB, as locals call it, has long been home to surfers and volleyball players: It's the quintessential OC beach town with its palm-trees-and-Beach-Boys glory, centered around a historic pier. Chill HB — aka Surf City, USA — is all grown up."

- Virginia Miller, Oakland Magazine







TOP RESULTS

VHB HOSTED **37 JOURNALISTS** AND **18 INFLUENCERS**

QUALITATIVE SCORE OF 1,403







MEDIA EVENTS AND SHOWS

OCTOBER 2018	VISIT CA CANADA MEDIA MISSION
JANUARY 2019	NEW YORK MEDIA MISSION
JANUARY 2019	PNW "TASTE THE OC" MEDIA RECEPTION
FEBRUARY 2019	VISIT CA OUTLOOK FORUM
JUNE 2019	INTERNATIONAL POW WOW (IPW)

KEY PLACEMENTS

KARRYON

"Disneyland to Doggyland: Snoop Dogg drops it like it's hot at IPW"

Circulation / UVM: 90,000 Qualitative BP Score: 9 points

Los Angeles

"When China Needed a Surfing Coach for Its Olympic Team, It Reeled in a Local Legend"

Circulation / UVM: **683,813** Qualitative BP Score: **10 points**



"Huntington Beach the coolest place to hang" Circulation / UVM: 2,980,000 Qualitative BP Score: 9 points

Chicago Tribune

"Endless summer: Hitting Orange County's highlights on a family vacation that brings out the kid in everyone"

Circulation / UVM: 23,938,514 Qualitative BP Score: 9 points

AFAR

"A Surf City Native's Guide to Southern California Beaches"

Circulation / UVM: **876,568** Qualitative BP Score: **6 points**

MensHealth

"Swell Town: Dropping Into California For A Quick Surf"

Circulation / UVM: **90,000**Qualitative BP Score: **9 points**

MICHELIN Guide California 2019 Star Revelation

Michelin announced the highly anticipated selection of star awards in the 2019 MICHELIN Guide California, the first ever statewide MICHELIN Guide, in a live beach-front celebration on June 3, 2019. Acclaimed chefs and restaurateurs from across the Golden State converged at the Paséa Hotel & Spa in Huntington Beach to learn who among them had earned stars in the 2019 guide. Michelin added 27 new one-star restaurants and seven new two-star restaurants to the state's tally, giving California a total of 90 starred establishments ranging from Mendocino County to San Diego.



IPW 2019 PRESS TOUR "California Surf Culture in Surf City USA"

In partnership with Visit Anaheim and U.S. Travel Association, Visit Huntington Beach hosted 50 registered domestic and international IPW journalists on a press tour highlighting Huntington Beach's surf culture. Activities included a panel of "uncommon characters" from the surf industry, surf lessons, vintage VW bus driving tour and a visit to the International Surfing Museum.

SOCIAL MEDIA MARKETING



Follow us:

- Facebook: Visit Huntington Beach
- Instagram: @SurfCityUSA
- Twitter: @HBSurfCityUSA

- - Trip Advisor: @SurfCityUSA
- - Pinterest: Visit Huntington Beach
- YouTube: Visit Huntington Beach

Social Media Analytics:











FACEBOOK

INSTAGRAM

FOLLOWERS

TWITTER

PINTEREST

LINKEDIN

FOLLOWERS

SOCIAL MEDIA

REFERRALS TO THE WEBSITE

92,617

+110% YoY

FOLLOWERS

71,100 60,737

+13% YoY

+33% YoY

TOTAL ENGAGEMENTS

1,130,340

FOLLOWERS

16,088

TOTAL ENGAGEMENTS

170,553

+16% YoY

+16% YoY

FOLLOWERS

1,066

TOTAL ENGAGEMENTS

+17% YoY

TOTAL ENGAGEMENTS

FOLLOWERS ARE: 1.879% YoY

TOTAL ENGAGEMENTS 652,945

+54% YoY

FOLLOWERS ARE:

65%

+30% YoY

FOLLOWERS ARE: 58%

FOLLOWERS ARE: 56%



Instagram Takeovers











Clockwise from top left: Annie Bean; Kerri Walsh Jennings; Isabella Castro; Corey Goforth

Visit Huntington Beach partnered with four diverse Instagram influencers; Kerri Walsh Jennings, Corey Goforth, Isabella Castro, and Annie Bean who shared Huntington Beach's authentic experiences. These influencers build trust and awareness among our targeted audience and created high quality content to distribute throughout all of our social media platforms. Additionally, they engaged with our target audiences and have become brand advocates of Surf City USA.

DIGITAL MARKETING

WEBSITE ANALYTICS



SESSIONS: 1,118,068 (+47%) YOY

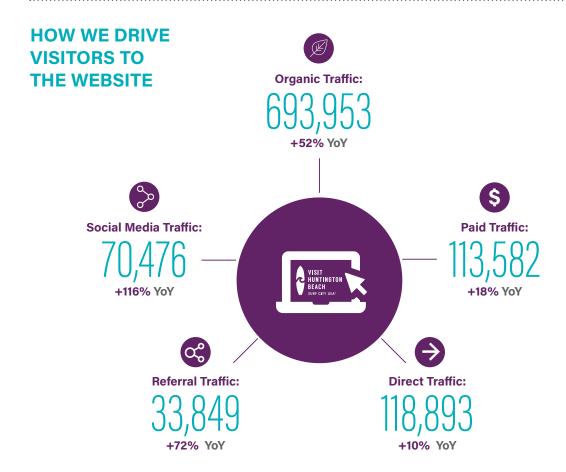
UNIQUE USERS: 834,873 (+48%) YOY

NEW USERS: 819,590 (+45%) YOY

PAGE VIEWS: 1,995,496 (+31%) YOY

CONVERSIONS: 92,850 (+10%) YOY

(E-NEWSLETTER SIGNUPS, VISITOR GUIDE REQUESTS, PARTNER WEBSITE LINK-OUTS)



VIDEO PRODUCTION AND MEDIA PARTNERSHIPS



#SURFCITYWOMEN CAMPAIGN

Visit Huntington Beach partnered with Academy Award nominated MacGillivray Freeman to feature the unique stories of five female athletes, each with special ties to Surf City USA. This campaign showcases what sparks their passion and why they pursue their dreams in and around Huntington Beach.









Top: Meah Collins, Professional Surfer Top; Middle left: Sarah Thompson, Professional Skateboarder; Middle right: Kerri Walsh-Jennings, Three-time Beach Volleyball Olympic Gold Medalist; Bottom left: Courtney Conlogue, Professional Surfer; Bottom right: Jericho Poppler Former Professional Surfer

CONTENT DISTRIBUTION



LA TIMES MEDIA HUB

Visit Huntington Beach built strategic distribution partnerships with top media outlets such as the Los Angeles Times and Orange County Visitors Association. In addition, VHB developed a targeted digital advertising and social media marketing campaign to ensure Surf City Women content was seen around the world.



OCVA Website Landing Page



Digital Advertising and Social Media Marketing

FILM





FILM PERMITS:

FILM INQUIRIES:

Working together, Visit Huntington Beach and the City of Huntington Beach are Film HB. The primary objective of Film HB is to entice location scouts, location managers, and other entertainment industry decision makers from Los Angeles to film their reoccurring television series, commercials, and feature films in Huntington Beach. Film HB has developed a new logo and will be refreshing all marketing content and copy in FY 2019-2020 to further these film marketing efforts.

FUN FACT

What's the TMZ?

The TMZ stands for the Thirty Mile Zone! This area marks the 30-mile radius around the major studios on Hollywood, and a portion of Huntington Beach (in Sunset Beach) is located inside the TMZ, making us a prime spot for filming either within the TMZ or outside of it.



TRAVEL TRADE







Nearly 1 in 7 visitors to Huntington Beach are international travelers. As Surf City USA has grown in product offerings, so too has it grown on the international map. The international visitor stays longer and spends more in destination, making them a key audience for Huntington Beach. Welcoming hundreds of thousands of visitors from Canada, Mexico, the UK/Ireland, Australia, Germany, China, Japan, South Korea, Brazil and more, Huntington Beach focuses on these important markets through international agencies and partnerships with Brand USA, Visit California, and OCVA.



FAMS AND TRADE SHOWS

With a major focus on IPW, Visit Huntington Beach staff attended 5 key major trade shows and sales missions and hosted 8 FAMS in 2018 and 2019

8 FAMS 164
ATTENDEES

5
TRADE SHOWS

TRAVEL TRADE

IPW is the leading international inbound travel trade show in the US bringing 1,300+ top global wholesalers, receptives and tour operators and over 500 media from around the world.

Over seven days during IPW 2019, held this year in Anaheim, Visit Huntington
Beach hosted three groups of VIP trade clients and journalists for prefamiliarization tour (FAMs), three different sightseeing tours which brought in a
total of 100 IPW delegates, attended the three-day tradeshow to host appointments
with buyers and media, and threw one epic, legendary private event right at the
Huntington Beach Pier.

1,313
ATTENDEES TO HUNTINGTON BEACH

It was a whirlwind week in Huntington Beach, with over 1,300 global buyers and media descending into the destination to experience the true California Dream: surf lessons, live music, cruises down PCH in vintage VWs, delectable food and drinks, and sunshine. The California Beach Festival was a massive success, with the entire IPW trade show floor buzzing about Huntington Beach on the Tuesday afterward. Not only was it called the best event in decades, but HB was buzzed about solidifying its place on the map.

One prominent buyer stopped by the Visit HB booth after the event to specifically mention that upon walking through Pier Plaza during the California Beach Festival and seeing the HB Pier, the ocean, the sand, and the festival grounds, they thought, "This is exactly what I think of when I think 'California'. That's the California Dream. This is what we'll be selling now to our clients."





IPW IN NUMBERS

Travel Trade VIPs for a pre-fam

Global Journalists for a pre-fam Media
Journalists
for Media

Travel Trade attendees for two

Travel Trade appointments during tradeshow

Full Media Marketplace Appointments Attendees for the California Beach Festival

California Beach Festival

Below: The California Beach Festival, held in partnership with Visit California, Visit Anaheim, Visit Newport Beach and more California DMO's.



Right: Roger Dow, President & CEO of U.S. Travel Association, Caroline Beteta, President & CEO of Visit California, Gary Sherwin, President & CEO of Visit Newport Beach, and Ernest Wooden, Jr., President & CEO of Los Angeles Tourism & Convention Board join Kelly Miller, President & CEO of Visit Huntington Beach on stage with Dean Torrence for a sing-along with the Surf City Allstars.





Left: Surprise guest DJ Snoop Dogg yelled to the cheering crowd of 1,200, "I love Huntington Beach!" and entertained attendees with the best of California hits.



Above: A view of what guest-DJ Snoop Dogg saw from the stage during the California Beach Festival.

Case Study: OCVA China Sales Mission

As part of the Orange County Visitor's Association (OCVA) delegation, VHB staff member Sophia Valdivia traveled to China for a full week of trade appointments, media roundtables and press conferences. The week began in Shanghai, where the delegation held a media event for 12 top journalists who write for the Shanghai region. Following was a press conference to educate more on Orange County and individual destinations. Trade appointments were held with the top travel movers from the Shanghai region, focusing on luxury tailor-made product. In Hangzhou, the delegation met with more tailor-made luxury operators, as well as CTS, which focuses on more budget-friendly travel. Ending in Beijing, the group held another press event with media and a full press conference about VIP Kids, with over 70 guests in attendance.



35 VIP key decision travel-makers

22 Journalists

different tour operators/receptives

GROUP SALES: CONVENTIONS: MEETINGS

2018-2019 FY (9 MOS) RESULTS

LEADS: **660**

LEAD ROOM NIGHTS: 393,749

BOOKED ROOM NIGHTS: 53,198

TOTAL GROUP/PROGRAM BOOKINGS: 101

TOTAL SITE INSPECTIONS: 53

Visit Huntington Beach's Group Sales Department measures the economic impact of bookings by using the Event Impact Calculator, created by Destinations International, an international trade association.



2018-2019 TOP TRADESHOWS

Worldwide Exhibition for Incentive Travel, Meetings and Events (IMEX)

Society for Incentive Travel Excellence Global Conference (SITE Global)

Meeting Professionals International Weekend Education Conference (MPI WECON)

Meeting Professionals International Northern California Chapter Annual Conference & Expo (MPI NCC ACE)

SMART Meetings Southern California

ConferenceDirect Annual Partner Meeting (APM)

Connect Financial

Destination California (Northstar Meetings Group)

Connect California

HelmsBriscoe Annual Business Conference (ABC)

Meeting Professionals International World Education Congress (MPI WEC)



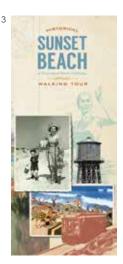
PUBLICATIONS

VHB DISTRIBUTES PUBLICATIONS ACROSS THE UNITED STATES IN THE FOLLOWING TARGET MARKETS:

- Airports: John Wayne, LAX, Oakland, Ontario, Phoenix-Mesa, Portland, San Diego, San Jose, Seattle, Sonoma County, Tijuana, Vancouver
- Ferries: Seattle, Washington and Vancouver, Canada
- CA Welcome Centers: Barstow, Buena Park, Los Angeles, Oceanside, Ontario, San Francisco, Santa Rosa, Yucca Valley
- Discover LA Downtown Visitor Center
- Corporate locations: Dallas, Houston, Long Beach, Phoenix, Portland, San Jose









DISTRIBUTION NUMBERS:

Visitor Guide: 83,056
 Visitor Map: 61,847

3. Sunset Beach Historical Walking Tour Maps: 800

4. Historical Downtown Walking Tour Maps: 1,045

Highlight: The new Historical Downtown Walking Tour Map comes with a prize for any guest who completes the included trivia questions. These complimentary historic postcard images are available at the Visitor Information Kiosk next to the HB Pier. (include image(s))

POCKET-SIZE MAPS

2,000 pocket-size maps were printed for IPW in the following languages. These will be used throughout the destination beginning in FY 2019-2020.

- English
- French Canadian
- French European
- German
- Italian
- Japanese
- Mandarin
- Spanish

VISITOR & PARTNER SERVICES

The Visitor & Partner Services Department supports the marketing efforts of Visit Huntington Beach by creating positive experiences for visitors, promoting a family-friendly atmosphere in Downtown HB, connecting visitors to partner businesses, and encouraging an increased length of stay in Surf City USA.

Year Round and Seasonal Support Programs

- Visitor Information Kiosk in Pier Plaza
- Daytime Ambassador Program
- Special Event Visitor Information Booths
- Welcome Center at the International Surfing Museum
- Publication Distribution
- Monthly Event Calendar
- Seasonal Nighttime Ambassador Program
- Seasonal Surf City USA Shuttle

Most Requested Visitor Information

FY 2018-19 (October 1, 2018 – June 30, 2019) Note: Due to fiscal year transition, these numbers reflect off season and the first month of summer

Directions: 4,300

Beach Information: 4,174

Visitor Map: 3,297

• Events: 3,154

Restrooms: 2,598

Visitor Guide: 1,456Restaurants/Dining: 1,288

Historical Walking Tour: 1,045

General Question: 723

Parking: 587

Sunset Beach Walking Tour: 454

Special Event Visitor Information Booth

In this 9-month fiscal year, the Special Event Visitor Information Booth helped 3,300 people at 13 events, varying from The Great Pacific Airshow to the Premier Girls Fastpitch Softball Championships in Central Park to a customer conference at the Hyatt Regency Resort & Spa. The booth is provided as a complimentary benefit for qualified special events and is staffed by trained Visit Huntington Beach employees.



NIGHTTIME AMBASSADORS

The Nighttime Ambassador program is operated by Visit Huntington Beach in partnership with the HB Downtown Business Improvement District. These Hospitality Ambassadors can be found in Downtown HB on busy summer evenings. Trained staff provide visitor information, promote a safe nightlife experience for our visitors, assist local businesses by escorting employees to their vehicle after hours, and supporting local police efforts by deescalating unwanted situations and re-directing traffic around police business.

"As always, the nighttime ambassadors do an excellent job. They have good communication with me and the officers and are a much-needed assistance during summer nights. I hope the program continues indefinitely."

— Sqt. Juan Munoz, HBPD



COMPLIMENTARY PARTNER LISTINGS ON SURFCITYUSA.COM

NUMBER OF LISTINGS: **807** LISTING VIEWS: **176,411**

CLICK THRUS: **112,024**

RESERVATION CLICKS: 455

SURF CITY USA SHUTTLE

The Surf City USA Shuttle kicked off the 2019 summer season with a partnership with the National Cartoonist Society for its first NCSFest. Featuring a redesigned shuttle wrap, the shuttle connected festival attendees between the event's headquarters at the Hyatt Regency Resort and Spa, the downtown festival on Main Street, workshops at the Main Street Library, and complimentary parking at the Huntington Beach Civic Center.

2019 shuttle service continued on weekends through Labor Day Weekend and also for Huntington Beach's 4th of July Celebration, US Open of Surfing weekends, and The Great Pacific Airshow.





ACCOLADES

PRAISE FOR VHB AND HUNTINGTON BEACH

AFAR

















Accolades

- The 20 Best Beaches on the West Coast | MSN (2019)
- Best of 2019 Readers Poll | OC Weekly "Best Surf Spot" (2019)
- Best of Orange County | OC Register "Best Beach" and "Best Dog Park" (2019)
- The 10 Best Beaches in Southern California | AFAR (2019)
- The Best Stops for a Road Trip on the Pacific Coast Highway | AFAR (2019)
- Voted "Best Beach in Orange County" for Best of Times OC | LA Times (2018)
- Best of Orange County | OC Register "Best Beach" and "Best Dog Park" (2018)
- Voted #1 Best California Beach | USA TODAY 10Best Readers' Choice (2018)
- #4 of 10 Top Destinations for the Family | Financial Times (2018)
- 30 Cheap Vacations for Travelers on a Budget | U.S. News & World Report (2019)
- Huntington Beach named one of the Healthiest Cities in America | WalletHub (2018)
- One of the Best Budget Beaches | Travel Channel (2018)
- One of the Top 10 California Beach Getaways | Travel Channel (2018)
- Huntington Beach among 10 of the Happiest U.S. Cities | WalletHub (2018)

Awards

- HSMAI Adrian Award | Gold Award: Feature Placement Television (2018)
- HSMAI Adrian Award | Silver Award: Feature Placement Print-Consumer Magazine or Newspaper (2018)
- Best Travel Website | WebAwards (2018)



VISIT HUNTINGTON BEACH DESTINATION BRANDING

SURF CITY USA'S DESTINATION BRAND POSITION:

Huntington Beach: forever summer, flawless weather, nonstop waves, perfect for surfing or just watching, surrounded by an active community of life enthusiasts. Luxurious? Absolutely, yet we're proud of our unhurried, laid back, and welcoming culture. For those seeking the quintessential California experience, we invite you to the hub and soul of Southern California - Surf City USA.





VISIT HUNTINGTON BEACH STRATEGIC GOALS: FOR FY 19/20 PROGRAM OF WORK

DRIVE GROWTH THROUGH SURF CITY USA DESTINATION BRAND DEMAND

Benchmark consumer brand perceptions and competitively position Surf City USA as a preferred travel destination.

REACH VISITORS THAT ALIGN WITH SURF CITY USA BRAND & PRODUCTS

Apply market intelligence and "big data" to develop a deep understanding of the travel aspirations, motivations, behaviors, and experiences of all target travel segments for Huntington Beach. Prioritize reaching high value visitors in all sales and marketing programs.

STRATEGIC GOALS FY 2018/19 BRING THE SURF CITY USA BRAND TO LIFE

Tell the Surf City USA story in emotionally connective, aspirational and compelling ways.

STRATEGIC FRAMEWORK

Visit Huntington Beach is committed to evolving as a destination marketing and development company. Our core work is and will always be focused on destination management and marketing, sales, and visitor services, designed to fuel inspiration, desire and preference for the Huntington Beach, Surf City USA brand globally. Increasingly, we are engaged and allocate dedicated resources to our goals to become a destination product development leader in California and the entire U.S. These efforts involve critical partnerships with the City of Huntington Beach, travel and tourism partners as well as the larger spectrum of private sector businesses in the city and region, event holders and non-profit attractions, and regional, state and national DMOs.

Programs like our wayfinder signage system planning and development initiative, Surf City USA Shuttle program with the City of HB, daytime and nighttime Ambassador programs with the Huntington Beach Downtown Business Improvement District, and alliances with signature events and attractions are important ways that VHB is fulfilling its mission to enhance the quality of life for residents and improve the visitor experience, while continuing to market and sell the brand worldwide.

Visit Huntington Beach will utilize POETS (Paid, owned, earned, trade, specialty) media strategic programming and promotions to penetrate key regional, national and international target markets.



KEY DESTINATION EXPERIENTIAL PILLARS

LAID-BACK LUXURY: Crave authentic travel and group experiences, and seek HB's new resort, retail, restaurant, spa, and lifestyle offerings, as well as it's relaxed, easygoing charm and local culture.





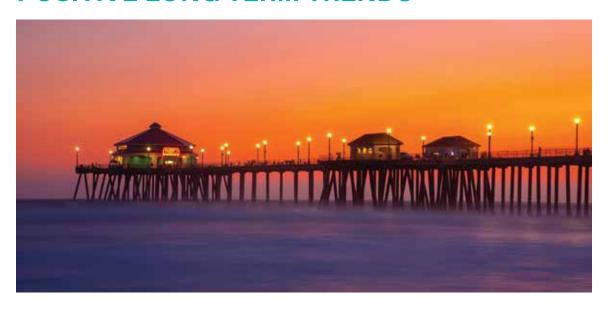
MULTI-GEN FAMILIES: They love HB's quintessential southern California beach destination vibe and diversity of experiences for every generation of travelers. Being the closest beach to Disneyland and other big entertainment attractions is also a plus.



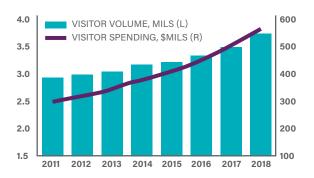
ACTION SPORTS ENTHUSIASTS: These adventurous travelers like surfing, skateboarding, bicycling, SUP, BMX and more. They strongly value our beach town roots, action sports retail and culture.

UPWARD BOUND

HUNTINGTON BEACH TOURISM'S POSITIVE LONG TERM TRENDS

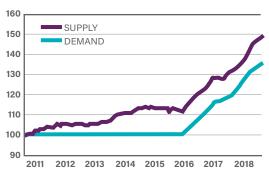


2011 - 2018 VISITOR VOLUME & SPENDING



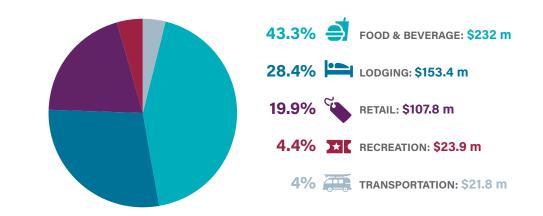
Visitation to Huntington Beach increased **7%** in 2018 over 2017 and was up **23%** since 2011, while visitor direct spending jumped **13.3%** in 2018 over 2017 and steadily increased a total of **64.3%** over the last eight years.

LODGING DEMAND & SUPPLY EXPAND

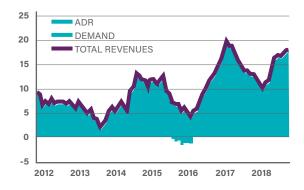


Demand growth continued to outpace supply in Huntington Beach with an average of **5.3%** demand growth and **4.5%** supply growth annually since 2011. 2018 was an especially robust year for growth, with a **13.3%** market demand increase and **12.9%** supply up tick.

FOOD & BEVERAGE, LODGING TOP VISITOR SPENDING CATEGORIES

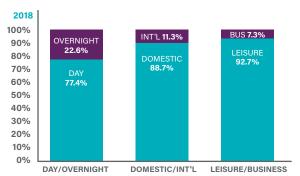


DEMAND DRIVES LODGING REVENUE GROWTH



In 2018, the Average Daily Rate was \$233.60, up +3.7% from 2017. Higher ADRs helped boost revenues 17.5%, the third consecutive year of double-digit growth.

HUNTINGTON BEACH VISITOR CHARACTERISTICS



An estimated **845,000** Huntington Beach visitors or **22.6%** of all visitors stayed overnight an average of **3.05** nights and generated **68.7%** of total visitor spending. Approximately **423,000** of the destination's **3.74** million total visitors were from international markets and contributed **\$100** million or **18%** of total direct visitor spending.

SOURCES: The Economic Impact of Tourism In Huntington Beach, California: 2018 Analysis," August 2019, Tourism Economics, Lauren Schlau Consulting, CIC Research

Marketing Research & Planning

OBJECTIVE: Use results from 2018 Visitor Segmentation Study to target market to Huntington Beach's highest value visitors.

STRATEGY: Analyze results of Visitor Study and complete target profiles for highest value visitor segments:

- Overnight visitors
- High income segments
- Strongest seasonal spending segments
- · Experiential pillar segments: laid back luxury, family travelers, and action sports enthusiasts visitors

OBJECTIVE: Evaluate VHB's Return on Investment in marketing our leisure website.

STRATEGY: Invest in a Website ROI Study in early 2020.

OBJECTIVE: Support research that provides a deeper understanding of the travel motivations, purchasing behavior, competitive analysis, product preferences and conversion behaviors for Surf City USA's highest value visitors.

STRATEGY: Continue to invest in, monitor and analyze secondary research tools:

- STR Lodging Reporting for Huntington Beach hotel and our competitive set
- Air DNA Reporting of Vacation Rentals by Owners in HB and competitive set
- Google analytics
- Adara reporting of conversions and air/hotel bookings from our paid and owned media campaigns
- Meltwater and TV Eyes monitoring of earned media
- Destination International's Event Calculator for meetings and groups

OBJECTVE: Evaluate results of our POETS (paid, owned, earned, travel trade, and specialty market media) campaigns through reporting by our ad agency The Atkins Group, domestic and international PR and travel trade representation firms of DCI, Gate 7 and Black Diamond as well as OCVA rep firms, Net Conversion, Simpleview, google analytics and Adara analysis.

STRATEGY: Track and monitor monthly dashboard KPIs through online dashboard system.

STRATEGY: Analyze results as marketing team and with agency partners, looking for new trends and opportunities.

OBJECTIVE: Measure the current economic impact of The Great Pacific Airshow, Huntington beach's second largest signature event.

STRATEGY: Conduct an intercept economic impact study event over the event dates in fall 2019, with release of the study in early 2020. Compare to 2018 US Open of Surfing impact study results.

OBJECTIVE: Develop a goal and results focused and board approved three year strategic plan for 2021 – 2023 in calendar 2020.

STRATEGY: Work with facilitator to conduct board and staff survey and planning events for development of strategic plan in 2020.

OBJECTIVE: Initiate the first phase of a comprehensive Destination Product Development Master Plan Huntington Beach's public and private sector partner and stakeholders in FY 2020.

STRATEGY: Deploy an RFQ and evaluate qualified firms for selection in Spring 2020.

STRATEGY: Finalize the timeline and costs for the Master Plan, and kickoff the plan process in Q4 of FY 2020.

OBJECTIVE: Consistently report the industry's and DMO's results to local partners, stakeholders and the travel trade industry.

STRATEGY: Complete these advocacy and reporting initiatives:

- Incorporate impact and metrics reporting into local partner and stakeholder tourism advocacy presentations
- Monthly online dashboard reporting system managed through Simpleview by our digital marketing team
- Deeper dive Board Meeting results presentations by each VHB department/ staff on a rotational basis throughout the year, as well as with Marketing and Sales Task Force
- Periodic updates on partner portal and FAQ section within SurfCityUSA.com
- Deploy press release(s) about results to local, regional and travel trade association media with HB's economic impact data, as well as DMO awards resulting from high impact programs
- Distribute infographics digitally online to local stakeholders, partners, business groups, and at our Fall 2019
 Open House via the Annual Report, as well as via our partner portal on our website
- Deploy at least three e-newsletters to local partners and stakeholders focused on DMO results reporting



ADVERTISING

Laid-Back Luxury Campaign:

OBJECTIVE: Target high-end luxury travelers to increase awareness of Huntington Beach and encourage overnight stay.

STRATEGY: Reach the high-end luxury target audiences with specific brand messaging that features laidback luxury lifestyle experiences with the destination's premium resort properties, upscale dining, shopping, beach experiences and other amenities that cater to a higher traveler.

STRATEGY: Utilize a digital media mix approach including cross-platform digital, social, device ID targeting, video and retargeting to drive engagement with advertising assets.

STRATEGY: Secure placement with media partners that allow for digital targeting based on signals of intent to travel, as well as methods to track visitation into Huntington Beach. (See Media Plan Flowchart on following spread.)

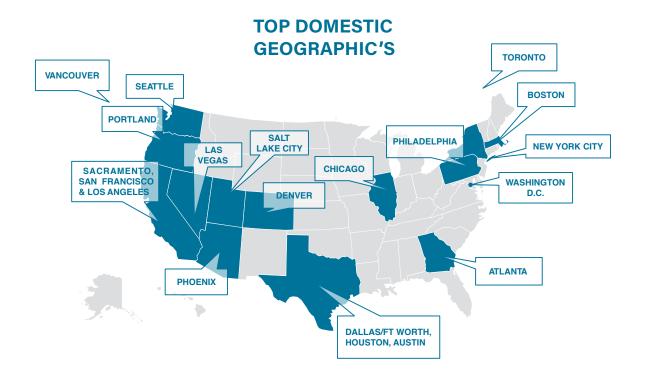
Surf City Women Campaign:

OBJECTIVE: Make the Surf City USA brand more relevant, emotionally connective and meaningful to all audiences through the #SurfCityWomen brand storytelling campaign while increasing awareness of Huntington Beach as a destination that embraces this active lifestyle to encourage more travel to the area.

STRATEGY: Use messaging and video storytelling to bring to light the female athletes with deep ties to Huntington Beach, and share their authentic stories of inspiration.

STRATEGY: Create a unified, integrated brand activation plan engaging all paid, earned, and owned channel opportunities to feature and leverage the athletes as Brand Ambassadors for Huntington Beach.

STRATEGY: Utilize digital, social, native and over-the-top television as key media storytelling platforms to deliver a combination of engagement with reinforced awareness of Huntington Beach. (See Media Plan Flowchart on following spread.)



OUR TARGETED MEDIA PLACEMENT FOR FY 19 / 20 WILL RESULT IN A REACH OF OVER

35
MILLION IMPRESSIONS

DOMESTIC GEOGRAPHIC TARGETING:

ADVERTISING EFFORTS WILL FOCUS
MESSAGING IN KEY OPPORTUNITY MARKETS,
INCLUDING DIRECT FLIGHT MARKETS.

VISIT HUNTINGTON BEACH FY 19/20 MEDIA FLOWCHART

GROUP SALES CAMPAIGNS					Q1 (JAS)				
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Overall Totals									

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	15th	
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		12th
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GROUP SALES CAMPAIGNS CONTINUED

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		16th
		24th

VISIT HUNTINGTON BEACH FY 19/20 MEDIA FLOWCHART

SURF CITY WOMEN CAMPAIGNS

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ATD Partners Device ID Retargeting				
Cross-Platform IP Address Retargeting				
Cross-Platform Display Retargeting				
Cross-Platform Video Retargeting				
StackAdapt				
Prospecting - Native				
Lookalikes - Video				
Lookalikes - Display				
Site Retargeting - Display				
SpotX				
Cold Weather Markets				
Warm Weather Markets			·	
Overall Totals				

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VISIT HUNTINGTON BEACH FY 19/20 MEDIA FLOWCHART

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	LinkedIn Sponsored Posts				
	Cross-Platform Display				
	Cross-Platform Keyword Targeting				
	LinkedIn Programmatic				
	LinkedIn Sponsored Posts				
	Cross-Platform Keyword Targeted				
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eTarget Media	Added Value				
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LAID-BACK LUXURY CAMPAIGNS CONTINUED

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						24th

Digital Marketing

OBJECTIVE: Increase user sessions by 4% from 1,592, to 1,656,176.

STRATEGY: Work internally and with our agencies to ensure our paid, owned, earned, and trade content is engaging, relevant and has an enticing call-to-action.

OBJECTIVE: Increase new users by 4% from 1,172,339 to 1,227,763. Also, increase unique users by 4% from 1,180,542 to 1,219,232.

STRATEGY: Analyze our 2018 visitor profile study and layer behavioral and geographic targeting to enhance visibility to new potential visitors.

OBJECTIVE: Increase our organic traffic by 4% from 776,378 to 807,433.

STRATEGY: Work closely with our Search Engine Optimization analyst to produce engaging original content that has high search volume.

STRATEGY: Improve thin website content by updating and adding information to existing pages.

OBJECTIVE: Increase our paid traffic by 4% from 148,383 to 160,253.

STRATEGY: Strategically bid for relevant keywords that will lead to website traffic.

STRATEGY: Develop engaging digital advertisements that inspire potential visitors to engage with our content.

OBJECTIVE: Increase conversions by 4% from 5,336 to 5,549 (referrals to partner websites, e-newsletter sign ups, visitor guide requests).

STRATEGY: Improve placement of e-newsletter sign up, Visitor Guide requests and partner listings on the website.

STRATEGY: Update layout of current listings to enhance user experience and ease of use.

OBJECTIVE: Produce video content that targets our laid-back luxury audience.

STRATEGY: Showcase unique experiential opportunities and hotel accommodations throughout Huntington Beach.

Digital Marketing continued

OBJECTIVE: Improve Huntington Beach content within the Google ecosystem.

STRATEGY: Through our Google DMO Partnership work through our execution plan by verifying local business, submitting missing data and increasing completeness of partner Business listing, uploading high quality and relevant visual assets and optimizing videos on our official YouTube channel.

STRATEGY: Develop 360 video content throughout the destination in key landmarks, hotels and businesses.

Social Media Marketing

OBJECTIVE: Publish five blog posts per month that highlight and inform our target audiences of Surf City USA events, authentic experiences, and the culinary scene.

STRATEGY: Recruit 3 new bloggers who align with our brand pillars.

STRATEGY: Develop and manage a blog content calendar that aligns with our current campaigns and strategies.

STRATEGY: Expand blog readership by publishing daily content across all social media channels.

OBJECTIVE: Increase Social Media engagements by 8%.

Facebook: 907,324 to 979,909
Twitter: 230,728 to 249,186
Instagram: 1,552,441 to 1,676,636
Pinterest: 54,700 to 59,076
LinkedIn: 2,091 to 2,180

STRATEGY: Publish unique content that resonates with our targeted audiences.

STRATEGY: Engage with our targeted audiences on each platform.

STRATEGY: Partner with two influencers to create engaging and high-quality content.

STRATEGY: Utilize social media advertising to create brand awareness in key markets that target our brand pillars.



Social Media Marketing continued

OBJECTIVE: Increase Social Media following by 8%.

Facebook: 68,891 to 74,402
Twitter: 14,644 to 15,817
Instagram: 60,720 to 65,592
Pinterest: 1,093 to 1,180
LinkedIn: 752 to 816

STRATEGY: Consistently publish content on all platforms and engage with our targeted audiences.

STRATEGY: Publish engaging generated content.

STRATEGY: Publish paid social media awareness content targeting our key markets.

OBJECTIVE: Increase social media website referrals from 112,037 to 121,000.

STRATEGY: Publish website content on all social media platforms with a call to action to our website.

STRATEGY: Utilize social media advertising to create brand awareness in key markets that target our brand pillars.



Group Sales

OBJECTIVE: To achieve the following sales production goals in FY 19/20.

· Leads: 900

Lead room nights: 500,000
Booked room nights: 77,000

Total group/program bookings: 150

Total site inspections: 73

OBJECTIVE: To generate and facilitate a minimum of 900 leads for our Huntington Beach hotels, resulting in a minimum of 500,000 potential lead room nights.

STRATEGY: Leverage the DMO position to advocate destination hotels, partners, and clients, to support, facilitate, and enhance the sales process for all parties involved.

STRATEGY: Identify and engage new group opportunities through proactive sales efforts, to include travel and tradeshows, in-destination client events, and targeted new business solicitation.

STRATEGY: Strategic positioning of Huntington Beach, CA and the HB Collection on all sales platforms to include social media, website, digital, and print trade publications.

OBJECTIVE: Convert 150 or more group bookings, totaling a minimum of 77,000 room nights, into contracted business for our Huntington Beach hotels.

STRATEGY: Focus on the "site visit", utilizing DMO resources, expertise, and hotel relationships to enhance the site visit process and create a memorable and engaging client experience while in destination.

STRATEGY: Leverage the HB Collection and the collaboration of all partners within it, to position Huntington Beach as a unique brand experience.

OBJECTIVE: Improve the customer experience at all stages of the sales and meetings process, resulting in increased lead conversion, extended "bleisure" stays, and customer retention.

STRATEGY: Create and strengthen the synergy between destination partners to enhance collective efforts of the HB Collection. Key initiatives include a bi-annual HB Collection networking event and continued outreach, education, and engagement with local partners.

STRATEGY: Rely on collaborative efforts with VHB's marketing team to create and implement a dynamic Group Sales Marketing plan. Backed by research, this plan is strategically crafted to target key markets and our highest-value clientele.

Public Relations

OBJECTIVE: Benchmark qualitative earned media Barcelona Principles metrics of 1684 points annually.

STRATEGY: Continue national and international media presence, and increase efforts targeting the Western region and drive markets such as San Francisco, Las Vegas and Los Angeles, as well as key fly markets including the Pacific Northwest, Arizona, Texas, Denver, Chicago and New York. Focus on tier one international markets such as Australia, UK/Ireland, Canada, and China.

STRATEGY: Secure Huntington Beach as the primary resource for comprehensive visitor and destination information for media contacts worldwide. Execute proactive pitching strategies with our PR firms.

OBJECTIVE: Write and develop up to four press releases and deploy through our distribution platform and PR firms.

STRATEGY: Increase awareness about internal Visit Huntington Beach efforts and capitalize on upcoming events, industry updates, advocacy and destination product development tactics.

OBJECTIVE: Increase the volume of strategic story pitching ideas for internal outreach to our 'Most Wanted Media' list.

STRATEGY: Target media that align with our experiential pillars and editorial calendar to reach visitors who align with our brand and product offerings.

OBJECTIVE: Host four digital influencers, 12 domestic journalists and 12 international journalists through pitch efforts that align with our marketing plan, in conjunction with PR firms, and successfully coordinate itineraries and pre/post visit communication.

STRATEGY: Grow awareness of the destination's products through individual or group press trips, personalized itineraries and strategic communication efforts.

OBJECTIVE: Secure desk-side appointments with content creators and editorial decision makers that align with our brand and story ideas.

STRATEGY: Attend domestic and international media missions to develop relationships among targeted media and secure a minimum of four significant features as a result.

OBJECTIVE: Develop quarterly media newsletters to highlight the destination and distribute among targeted media.

STRATEGY: Gather information about new destination development and events to continue media outreach on items of interests for journalists, Brand USA, Visit California and OCVA.

Public Relations continued

OBJECTIVE: Implement an internal and external Crisis Communications Plan for Visit Huntington Beach.

STRATEGY: Collaborate with the City of Huntington Beach to implement an internal and external plan that proactively prepares the destination for a crisis.

OBJECTIVE: Execute a local advocacy outreach program to build awareness of Visit Huntington Beach's efforts.

STRATEGY: Schedule a minimum of five speaking engagements with Huntington Beach-based civic groups to address the benefits of tourism in the community.

Travel Trade

OBJECTIVE: Prioritize travel trade activities and sales in Tier One Markets: Canada, UK, Australia and China. Successfully coordinate representative activities and maximize KPIs through:

STRATEGY: Engage representative firm Black Diamond for support in the UK & Ireland; engage Gate 7 for support in Australia; engage DCI for support in Canada.

STRATEGY: Maximize opportunities presented through partnership with Visit California and Brand USA for all markets, especially China, Japan and Germany where Visit Huntington Beach does not have specific representation.

STRATEGY: Work through OCVA for travel trade co-op sales missions, support, and promotional activities in China, the Middle East, Japan, Mexico and North America. Supplement these efforts with VHB produced inlanguage microsites for Mexico and China.

STRATEGY: Develop Trade email template and utilize CRM. Send three (3) e-newsletters targeting tour operators/travel partners.

OBJECTIVE: Develop short and long-term strategies for each international and domestic trade market.

STRATEGY: Create one (1) three-year strategic plan for travel trade to include all markets, both international and domestic.

STRATEGY: Create one (1) single-year strategic plan per Tier 1 market.

STRATEGY: Create and benchmark international social media strategy.

Travel Trade continued

OBJECTIVE: Build out the international microsites for the UK/Ireland, Australia, Germany, and Mexico and update the Canada and China microsites to bring to life the Surf City USA brand for each traveler.

STRATEGY: Utilizing expertise from Director of Digital Marketing and input from international agencies, create market-specific microsites to include translated itineraries, information, and customized pages for each Tier 1 market then Tier 2 markets.

OBJECTIVE: Work closely with international agency Gate 7 and Black Diamond to pinpoint need areas for trade in Huntington Beach.

STRATEGY: Help businesses and attractions be uploaded into OTA sites and other online platforms like Viatour to maximize global exposure for our partners and provide more bookable product to trade.

STRATEGY: Promote new product available during sales missions, online, and at tradeshows.

STRATEGY: Execute designated webinars and newsletters to promote new offerings.

STRATEGY: Reach out to wholesale partners to gain feedback from trade perspective.

STRATEGY: Plan, execute and follow up with one (1) international workshop for local Huntington Beach partners.

STRATEGY: Educate local businesses on the Tier 1 and Tier 2 international markets for Huntington Beach and the importance of international visitors by providing research and case studies.



Visitor & Partner Services

OBJECTIVE: 3-hour increased length of stay in destination

STRATEGY: Train staff to consistently provide customized recommendations to visitors that include the direct answer to their question, a suggested stop along the way, places to eat and drink nearby, and a local's insider tip.

STRATEGY: Partner referral goal of 225 Huntington Beach business referrals per month.

OBJECTIVE: Create positive experiences for visitors and residents by bringing the Surf City USA brand to life

STRATEGY: Establish customer service satisfaction rating baseline using data collected from January to June 2020.

STRATEGY: Professional development participation required for all department staff to regularly improve quality of service for visitors.

STRATEGY: Implement communication plan to consistently and routinely share knowledge between department staff, VHB staff, and partners.

OBJECTIVE: Increase partner engagement both in volume and scope

STRATEGY: Re-launch Partner Information Meetings with a new format to allow for increased attendance at each meeting.

STRATEGY: Create partner activation opportunities in new office lobby during peak season.

STRATEGY: Formalize VHB Partner Program policies and marketing materials to better communicate the benefits of partnership to local businesses.



Film

OBJECTIVE: Work with the City of Huntington Beach on a comprehensive strategic plan to execute film messaging in relevant markets.

STRATEGY: Full day training with various City departments to better understand complete film permit process & understanding marketing strategy from VHB in LA market.

STRATEGY: Day tour of top Huntington Beach film-friendly locations and meet & greets with location owners.

STRATEGY: Reach out to local business owners and residents to further educate on film processes & opportunities to grow film-friendly offerings.

OBJECTIVE: Complete total refresh of Film HB utilizing new FilmHB Logo, assets and amenities.

STRATEGY: Refresh Film HB microsite and online location gallery.

STRATEGY: Create new Film HB amenities in partnership with the City of Huntington Beach utilizing new logo for branded experience.

OBJECTIVE: Host one (1) Film FAM in Q3.

STRATEGY: Invite top location scouts and managers for a full day in Huntington Beach highlighting top film-friendly locations.

STRATEGY: Increase FAM to two days in length to maximize opportunities for location scouts and location managers.



Advocacy

OBJECTIVE: Continue to build strong community and regional relationships/partnerships in order to sustain and grow the community's understanding and support for Huntington Beach's tourism industry, and the supportive role VHB plays in creating jobs, visitor spending and residential tax relief.

STRATEGY: Utilize VHB's Advocacy Task Force to help drive public policies affecting the visitor industry.

STRATEGY: Schedule meetings with smaller hotel properties to present research and marketing intelligence, while using the opportunity to fully understand their needs and challenges.

STRATEGY: Continue working in cooperation with key community stakeholders, elected officials and VHB Board of Directors to provide factual information, pros and cons, and best practices being deployed around the country on the topic of the Short Term Vacation Rentals (STVR) market in HB. Ensure there is a level policy playing field for all overnight accommodation options.

STRATEGY: Schedule informative and hot topic speaker presentations to VHB Board of Directors and other community stakeholders, designed to expand awareness of specific issues and their impact(s) on the visitor industry.

STRATEGY: Demonstrate contributions of VHB and the local tourism industry to HB's quality of life through CSR programs, such as:

- Continue collaborative partnership to enhance the overall visitor experience and appearance of the City throughout FY 2019/2020.
- Free Surf City USA shuttle for residents and visitors
- Daytime and Nighttime Ambassador Programs in downtown HB
- Helpful HB activation during National Tourism Week





Administration

OBJECTIVE: Provide VHB staff with continuous training and development opportunities for personal and organizational growth.

STRATEGY: Adjust/modify/improve the Team Development/Advancement Plan (TAP) which provides all employees with the mutually agreed pathway to future growth of skills or leadership within their departmental areas.

STRATEGY: Continue cross training of departments to ensure staff understand the many facets of VHB and how their work impacts and relates to departments within the organization.

OBJECTIVE: Enhance VHB revenue streams (other than TBID funds) to grow programs, scope of work and reserves for the organization.

STRATEGY: Develop a robust booking engine sales program, pay-to-play VHB partner co-op opportunities and potential corporate sponsorships.

STRATEGY: Leverage the Surf City USA brand through front of office merchandise sales and lobby programs.

STRATEGY: Develop and implement a rental program of the VHB office boardroom for hotel, local community organizations and companies needing board room space rental when not in use by VHB staff.



Destination Product Development

OBJECTIVE: Develop destination product development offerings for visitors that enhance the destination brand experience while also improving the quality of life for local residents.

STRATEGY: Begin the Destination Stewardship Tourism Master Plan planning process that will ultimately provide a clearly defined pathway for HB to remain competitive in attracting visitors and related expenditures in the midst of increased global competition. DSTMP will articulate long term plans including needed community infrastructure improvements, workforce development, downtown development strategies, possible land use strategies and shoulder season marketing destination development strategies.

STRATEGY: Provide leadership to the HB Business Improvement District in developing an achievable long term strategic plan desperately needed to position Downtown HB to successfully compete with other regional destinations.

STRATEGY: Work with City of HB and key community stakeholders to develop, approve and start implementing a Downtown Connectivity project that visually/physically links Downtown HB, 5th & PCH, Pacific City and major hotel resorts.

STRATEGY: Continue to work on the proposal collaborative partnership between VHB and Surfing Heritage & Cultural Center (SHACC) to collectively operate a successfully reimagined International Surfing Museum.

STRATEGY: Work diligently with City and State officials to plan and/or complete next phase of the comprehensive wayfinding project including signs on PCH, Beach Blvd gateway signs and HB Pier sign.

STRATEGY: Continue to play an influential role in helping to develop an achievable and sustainable public art program that can drive increased visitation numbers and related visitor spending.



Staff Directory



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President & CEO



JOHN EHLENFELDT Executive Vice President & Chief Operating Officer



SUSAN THOMAS Chief Marketing Officer



STEFFANY SENSENBACH
Office Manager



NICOLE LLIDO
Director of Information
Technology and Visitor
& Partner Services



JAKE SCHULTZ
Director of Digital
Marketing Manager



MATT TIBBETTS
Director of Sales



JENNIFER TONG
Director of Public Relations
& Communications



JOHN TODORA Sales Executive



SOPHIA VALDIVIA Senior Film & Travel Trade Manager



GRACIE BENNETTSales Manager



HEATHER SAEZ
Tourism & Partner Services
Manager



BRITTANY TESMERContent Marketing Manager



BETH EVANSPublic Relations Coordinator



TERRY O'SHEAFront Desk Representative



MATTHEW CASTELLANOS Surf City USA Ambassador



KEVIN KELLER Surf City USA Ambassador



LEE ANN MAHONEYSurf City USA Ambassador



DENICE YEAGERSurf City USA Ambassador



VANESSA YEAGER Surf City USA Ambassador

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