

VISIT HUNTINGTON BEACH FY 23-24 ANNUAL REPORT



FY 22-23 HIGHLIGHTS




2022 ECONOMIC IMPACT OF TOURISM ***IN HUNTINGTON BEACH***

- SUPPORTS 4,146 JOBS IN HUNTINGTON BEACH**
- 1 in 16 jobs
- ACCOUNTS FOR 4% OF THE TOTAL EMPLOYMENT IN THE CITY**
- \$506.3 MILLION DIRECT VISITOR SPENDING IN HB**
- Average of \$133 per visitor per day

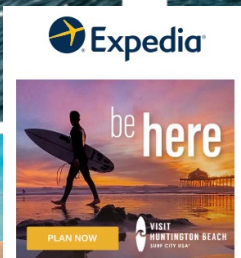
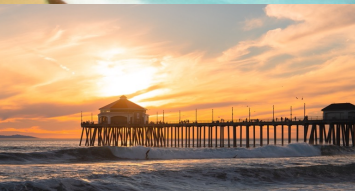
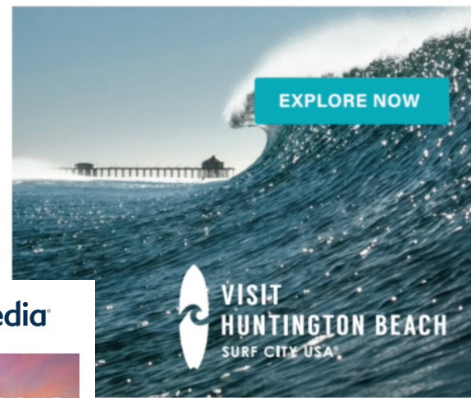
Source: Lauren Schlau Consulting, Inc., CIC Research, Inc., in conjunction with the City of Huntington Beach

2022 ECONOMIC IMPACT OF TOURISM

- **TOURISM IN HUNTINGTON BEACH GENERATED \$17.3 MILLION IN TAX REVENUES**
 - **88% VISITORS HIGHLY SATISFIED WITH HB**
 - **83% OF VISITORS LIKELY TO RETURN**
 - **41% WERE ON THEIR FIRST TRIP TO HB**
- 
- A white dog, possibly a Weimaraner, is running through the shallow surf of the ocean. The dog is wearing a bright yellow life vest with black accents. The background shows the blue and white waves of the sea.

Source: Lauren Schlau Consulting, Inc., CIC Research, Inc., in conjunction with the City of Huntington Beach

#BE HERE MARKETING CAMPAIGN



Oct – Dec 2022

Impressions: 4.6M

Clicks: 5,017

CTR: 0.11%

Room Nights: 3,360

Gross Booking: \$858k



- 22.7M Total Impressions

- 46.72K clicks

- Outpaced performance projections by 47%

- Hotel nights 3,360

#BEHERE CAMPAIGN

Note: May-June 2023 extended campaign produced additional 8.24M impressions, and 11,950 clicks outpacing overall projections by 53%

VHB WEBSITE

SURFCITYUSA.COM

- Relunched New Website

- Users: 1.02M

- Sessions: 1.3M

- Pageviews: 2.1M

- Average Time on Site: 1:24

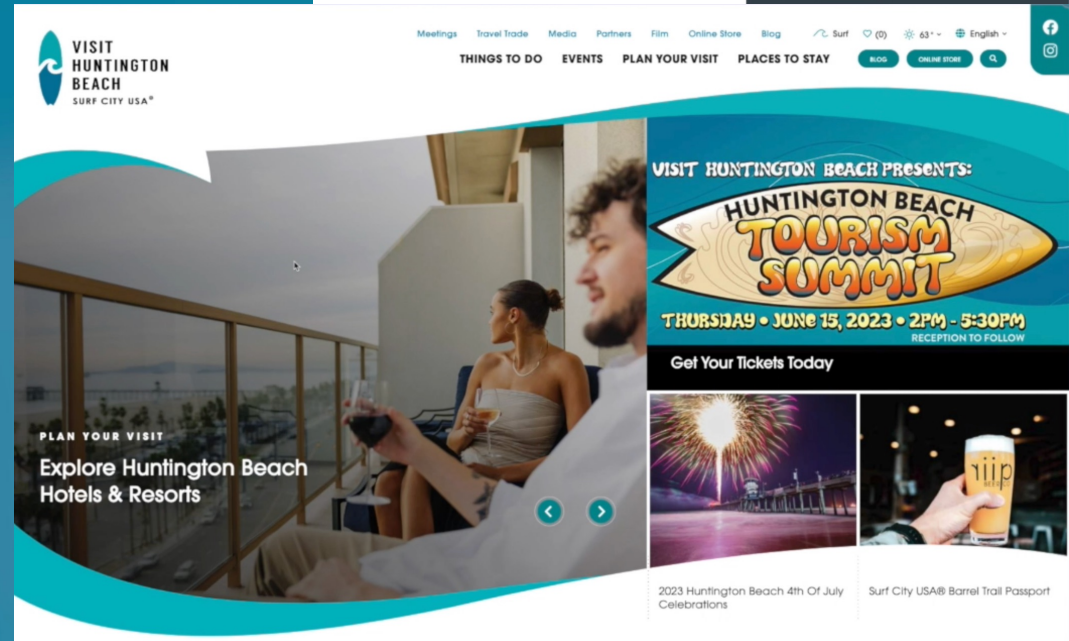
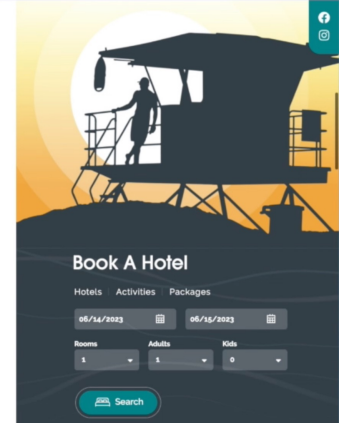
- 3 Design Awards

Note: To date, earned two more Awards post-FY 22-23 time period.

Welcome To Huntington Beach, California-Surf City, USA®

Located in Southern California between Los Angeles and San Diego, with three airports near Huntington Beach, Surf City USA 10 miles/16 kilometers wide open sandy beaches make it a paradise for families, couples, dogs, and surfers. Huntington Beach weather offers relaxation, things to do, and oceanfront dining year-round.

Some visitors' favorites include biking, beach bonfire pits, kayaking, and of course, the iconic Huntington Beach Pier spanning 1,850 feet / 0.56 kilometers in length. Our pier sits in the heart of Huntington Beach and allows visitors to experience breathtaking views amidst the sounds of crashing waves and the ocean breeze.



Huntington Beach

Made up of 10 miles of uninterrupted beaches, Huntington Beach offers luxurious oceanfront resorts along Pacific Coast Highway with vacation amenities, outdoor activities, culinary experiences, and almost everything in between.



KEY MARKETING METRICS (FYTD 2022/2023)

SOCIAL MEDIA

Community

- Instagram Followers: **109,550**
- Facebook Followers: **84,342**
- LinkedIn Followers: **3,007**
- Pinterest Followers: **2,052**
- TikTok Followers: **914**
 - 91% of 1,000 follower threshold that permits TikTok live content

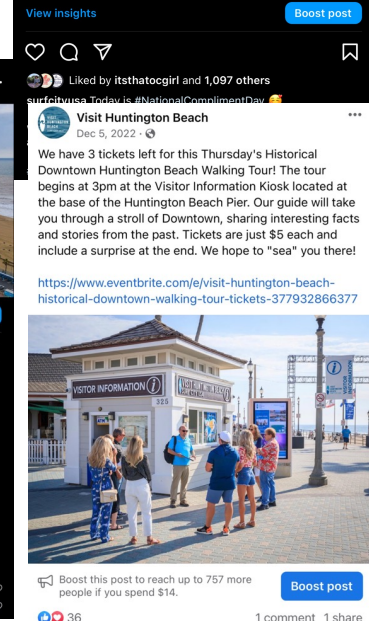
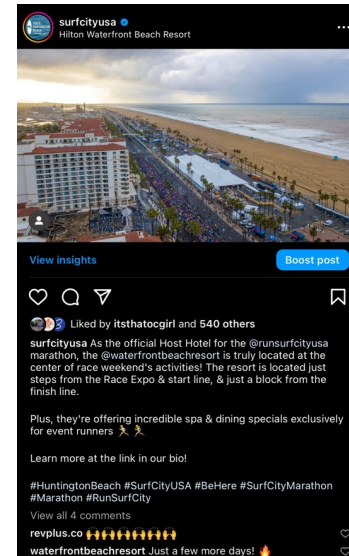
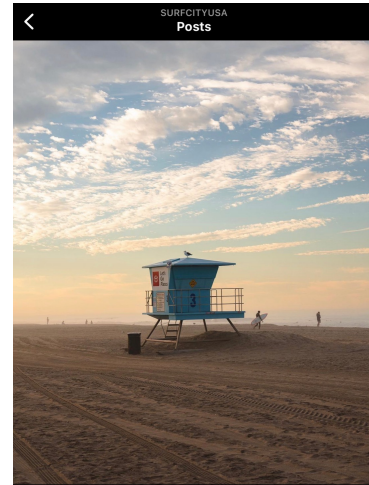
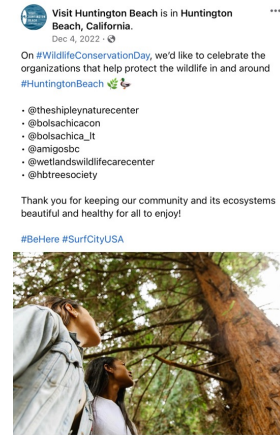
Engagement

- Instagram Total Engagements: **179,600**
- Facebook Total Engagements: **10,800**
- LinkedIn Total Engagements: **93,219**

Referral Traffic

- **146,283** Total Social Media Referrals

Increased all social media engagement and communities by 25%



PUBLIC RELATIONS

PRESS TRIP RESULTS TO DATE

VHB HAS HOSTED
16 JOURNALISTS

Surpassed FY End Goal by 1

AND
7 INFLUENCERS

Surpassed FY End Goal by 2

AUDIENCE: **162M**

VIEWS: **560K**

LOCATIONS: **US**
CANADA
AUSTRALIA
MEXICO
UK

Note: Metrics are for press trip media coverage only.

HOSTED PRESS TRIPS



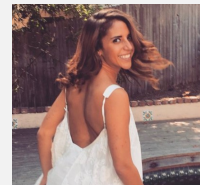
Jaime Damak
Je suis une maman

Allison Tibaldi
USA Today



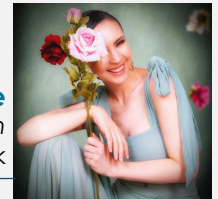
Solmaz Khosrowshahian
@thecuriouscreature
Total Audience: 48.8k

Steve Hartridge
Selling Travel



Latifah Al-Hazza
Travel + Leisure

Andre Torre
@andreatorreh
Total Audience: 809k



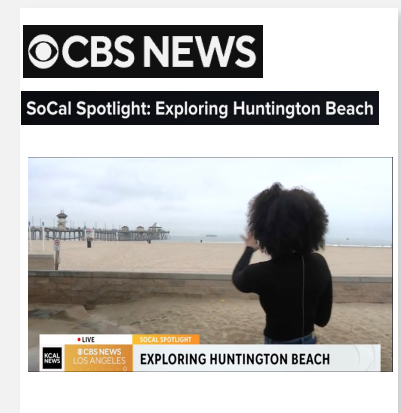
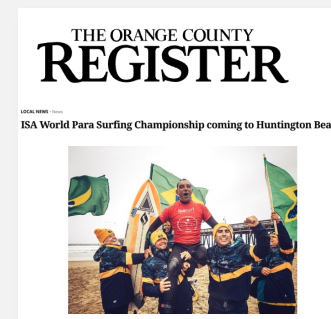
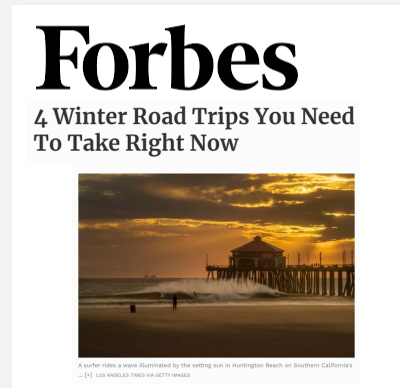
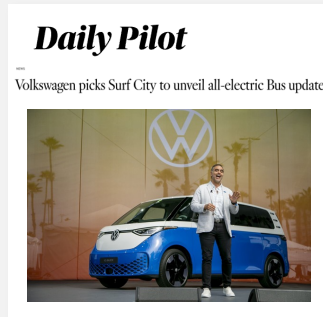
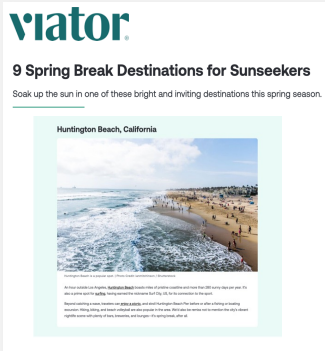
Sarah Gilliland
Wealth of Geeks

Barry Choi
Money We Have



PUBLIC RELATIONS

MEDIA COVERAGE HIGHLIGHTS



TOURISM DEVELOPMENT



HOSTED A SUCCESSFUL CA CUP 2023

In April 2023, Visit Huntington Beach was honored to host **California Cup Golf Invitational 2023**. The 4-day long event brought together **75 international travel trade buyers and California suppliers** for HB experiences, business development, and industry networking. Each year, CA Cup Invitational gives back to a local charity through funds raised from international and CA auction prizes. **The Waymakers Huntington Beach Youth Shelter** was selected and **received a record \$16,000** to benefit the Local families and youths they serve.



ONLY U.S. DESTINATION PARTNER ON INAUGURAL AUTISM AVIATION DAY AT VICTORIA INTERNATIONAL AIRPORT



Supporting Air Canada, the Air Canada Foundation, and CAN (Canucks Autism Network) community's inaugural Autism Aviation Day, VHB welcomed **over 50 individuals including children on the autism spectrum**. The event provided an opportunity for youth on the autism spectrum (and their families) to rehearse the entire pre-flight process; the goal is to increase autism accessibility and encourage future travel.



TOURISM DEVELOPMENT

137

ONE-ON-ONE APPOINTMENTS

GO WEST: 40
IPW 2023: 62
CA CUP: 35

733

AGENT TRAININGS

CA STAR: 183
UK & MEXICO SALES MISSIONS: 250
AGENCIES: 300+

15

INTERNATIONAL FAMS



SALES MISSIONS AND TRADE SHOWS

- Attended three sales mission in each Tier 1 Market to meet with product managers, give agent trainings, and attend sales calls.
- Attended two trade shows for a cumulative **102** one-on-one appointments.



TOURISM DEVELOPMENT

FILM

- 126 Film Inquiries
- 111 Permitted Shoots



NETFLIX

prime video



GROUP SALES



GROUP SALES PRODUCTION

- 900+ Group Sales Leads
- 900+ Meeting Leads representing over 527,000 room nights
- 50,000+ room nights booked
- 70+ site inspections

GROUP SALES

GROUP SALES MARKETING CAMPAIGN

- 12,220 impressions
- 1,100 pageviews
- 22 trade shows
- 920+ key meeting & event planner contacts
- Outpaced performance projections by 14.5%

VISITOR & PARTNER SERVICES

QUICK HITS

VISITOR SERVICES

- **\$17,000+** in retail sales
- **12,000+** inquiries
- **26** walking tours
- **23** special events
- **4** new visitor experiences
- **3** active volunteers
- **2** community giveback events

PARTNER SERVICES

- **2,000+** partner referrals
- **400+** partner engagements
- **8** partner events
- **263** attendees



ADMINISTRATION

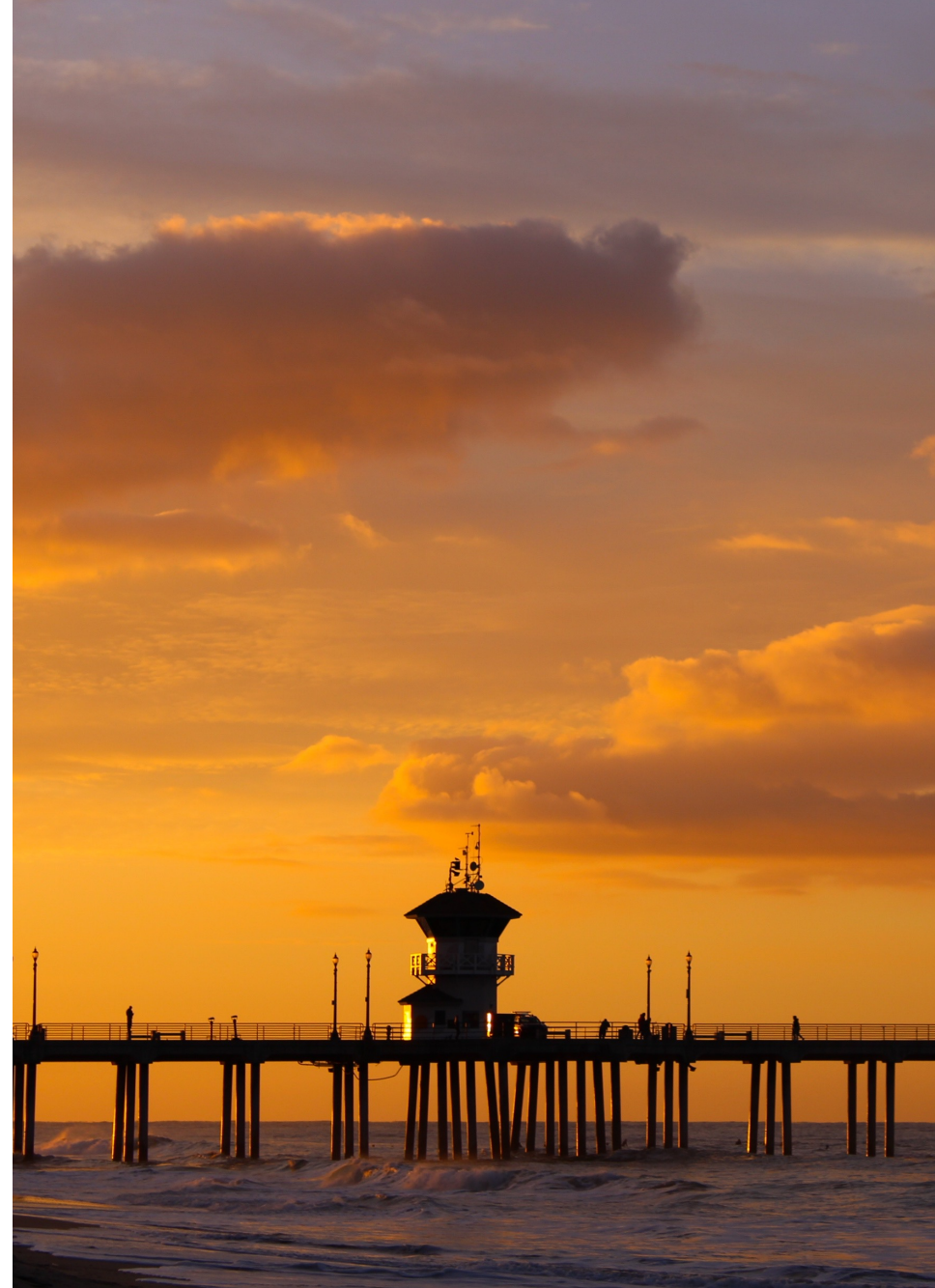
FY 2022 – 2023

AWARDS

- FiredUp! Culture “Best Team Culture” Award (one of 30 organizations nationally)
- A best places to work accolade to be revealed in early July
- Destinations International DMAP with Distinction accreditation renewal (one of 20 organizations globally)

PROGRAMS

- Completed 2023-2026 Strategic Plan
- Held successful HB Tourism Summit (HBTourismSummit.com)
- Conducted senior team 360 surveys, followed by one-on-one executive coaching, and a full team culture survey and workshop with FiredUp! Culture
- Clean annual audit with no significant findings
- Transitioned to cloud-based phone system and initiated transition to digital accounts payable process



FY 23-24 PROGRAM OF WORK



FY 23-24 Program of Work tied to VHB 2023-2026 Strategic Plan

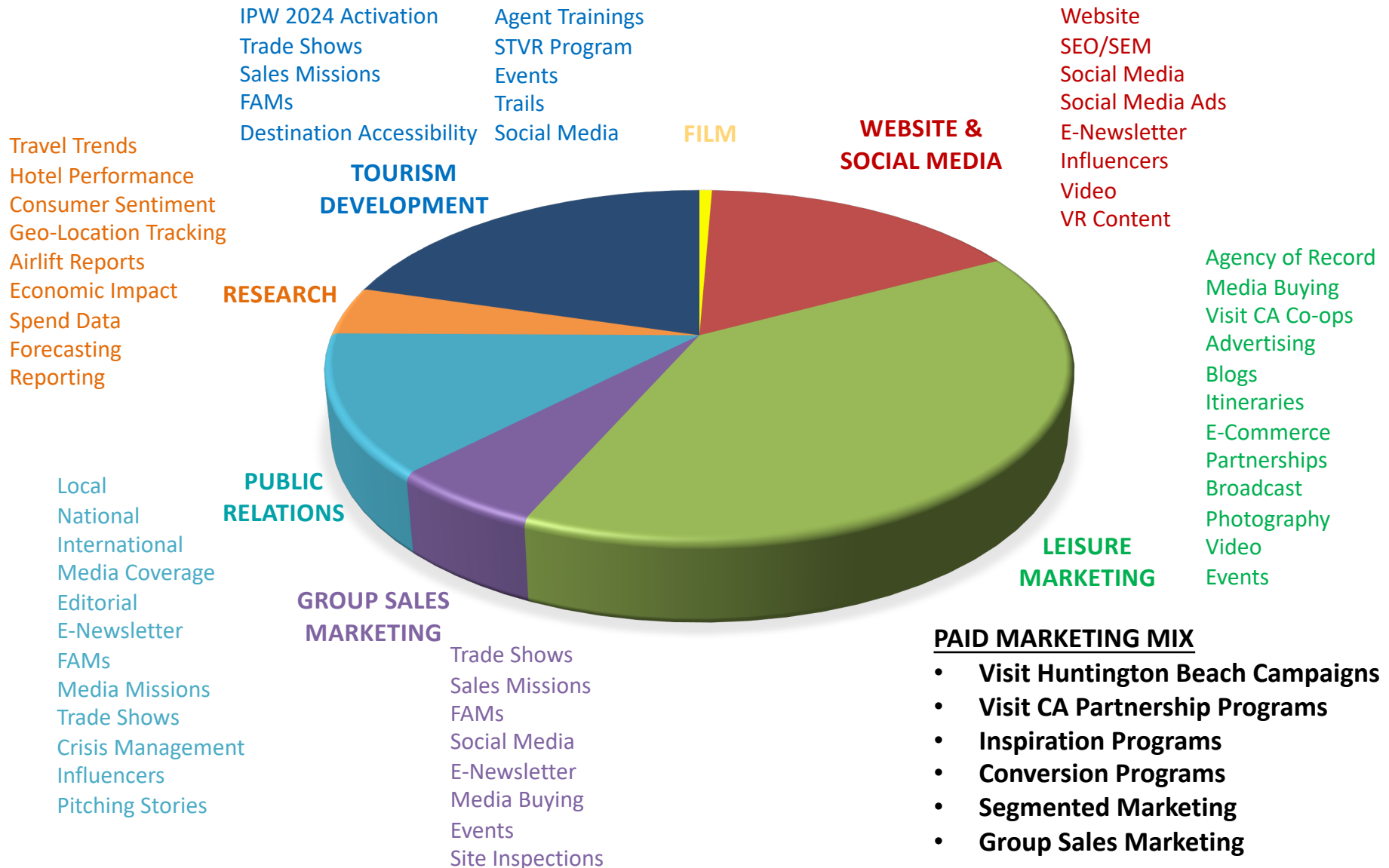
Driving Global Brand Awareness	Enhancing Destination Experience
<p>Programs that increase the visibility of Huntington Beach and the Surf City USA® brand as the quintessential California beachside experience by strategically targeting key media, travel trade, meeting planners, and leisure and business travel markets around the globe to increase, overnight visitation, visitor spend, and events/group meetings.</p> <ul style="list-style-type: none"> • Launch soft season campaign highlighting HB lifestyle pillars of outdoors, wellness, family, active sports, dining, and shopping as micro-campaigns designed to encourage visitation and overnight stays. Leverage Visit CA's "CA Road Trips" "Kidaforia" and "Ultimate Playground" themes. • Promote 2023 ISA World Para Surfing Championships (NOV 2023) • Issue an RFP for a creative agency of record. • Participate in two of VHB's largest trade shows (IMEX 2023 & IPW 2024). • Launch Show Your HB Love 2024 campaign. • Leverage the World Cup and LA28 to expand global destination brand awareness and secure offsite activations. 	<p>Programs that help ensure that the places to eat, shop, play, and stay in Huntington Beach are enjoyed by residents and visitors alike, and that those experiences are fun, unique, accessible, memorable, and inspire repeat visitation.</p> <ul style="list-style-type: none"> • Develop outreach and education to enhance customer service for all visitors including international and accessible communities. • Engage in discovery research towards accessible certified destination. • Surveying key customer user groups to better understand ways to improve the ability to increase the frequency of booking meetings and special events in Huntington Beach. • Help implement pertinent destination improvements recommended by RHI
Championing the Value of Tourism	Prioritizing Organizational Effectiveness and Culture
<p>Programs that educate residents, visitors, local businesses, government officials, and community stakeholders on the vital role of the travel & tourism industry and provide a greater understanding of its impacts and benefits.</p> <ul style="list-style-type: none"> • Seek HBTBID modification approval. • Develop annual Tourism 101 forum to help residents and businesses gain a greater understanding of the local tourism industry. 	<p>Programs that ensure Visit Huntington Beach's spirit of service is operating at optimal efficiency and, as Huntington Beach's destination management organization, is consistently delivering on its Mission, Vision, and Brand Promise to visitors and residents.</p> <ul style="list-style-type: none"> • Develop customer sentiment survey.

MARKETING

FY 23/24 VHB MARKETING PROGRAM

FY 2023/2024	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
VHB MARKETING PROGRAM												
VISIT HUNTINGTON BEACH CAMPAIGNS												
Soft Season Campaign												
Show Your HB Love												
NTTW												
VISIT CALIFORNIA PARTNERSHIP PROGRAMS												
Expedia State Co-op												
Adara												
TripAdvisor												
E-Newsletter												
CA Guide												
INSPIRATION PROGRAMS												
Google Adwords												
OTT Streaming Video												
Mobile Video												
Cross Platform Display												
Uber Tracking Pixel												
Facebook Ads												
Instagram Ads												
Pinterest Ads												
LinkedIn Ads												
Industry Print Ads												
HB Visitor Guide												
KTTLA Surf Report and Ad												
CONVERSION PROGRAMS												
Expedia Campaign												
YouTube Retargeting												
Device ID Retargeting												
ARES												
GROUP SALES PROGRAMS												
Northstar Meetings												
Smart Meetings												
MPI												
Meetings Today												
Connect Meetings												
Tradeshows												
Group Sales Newsletter												
SOCIAL MEDIA COMMUNICATIONS												
Facebook												
Twitter												
Instagram												
Pinterest												
LinkedIn												
YouTube												
Blog Content												
Leisure Newsletter												
Influencers												

FY 23/24 VISIT HUNTINGTON BEACH MARKETING MIX





PROGRAM OVERVIEW

MARKETING

FY 23-24 Media Buy Campaign

Flight

- November 2023 – April 2024

Targeting

- Laid Back Lux Traveler (age 38-57, \$142K/year + HHI, No Kids)
- Active Family Traveler (age 30-39, \$130K/ year + HHI; Kids)
- Mid-Income Millennial (age 20-38, \$114K/year + HH; No Kids)
- Markets: Drive Markets; Flight Markets; Canada

Messaging

- Cultivate Surf City USA Brand
- Trigger Active Consideration
- Drive Marketing Development (micro campaigns).

Platforms

- Display & Native Advertising
- OTAs & Programmatic
- Device ID Retargeting
- Social Media
- OTT Streaming Video
- Visit California Fall & Spring co-ops contributes a 50% match
- Broadcast (KTLA Surf Report + 30 second on-air ad)

MARKETING FY 23/24

MARKETING

- AGENCY OF RECORD
- ANNUAL MARKETING CAMPAIGN
- "CONTENT ENGINE" STRATEGY
- VISIT CALIFORNIA FALL 2023 CO-OP



- SURF CITY MARATHON
- PACIFIC AIRSHOW
- 2023 US OPEN OF SURFING
- 2023 ISA PARA SURFING GAMES
- SHOW YOUR HB LOVE 2024
- VISIT CALIFORNIA SPRING 2024 CO-OP

PUBLIC RELATIONS

- IPW 2024

TOURISM DEVELOPMENT

- IPW 2024
- ACCESSIBLE TRAVEL

GROUP SALES FY 23/24

- IMEX AMERICA
- PREFERRED PARTNERSHIPS
 - PRESTIGE GLOBAL MEETING SOURCE
 - HELMS BRISCOE
 - HPN GLOBAL
 - CONFERENCE DIRECT
- CALIFORNIA DMO ALLIANCE
- IN-MARKET CLIENT EVENTS
- HB COLLECTION BEACHWIDE FAM IN CONJUNCTION WITH THE PACIFIC AIR SHOW



VISITOR & PARTNER SERVICES FY 23/24

NEW INITIATIVES:

- TEXT-BASED VISITOR CHAT SERVICE
- CUSTOMER SENTIMENT SURVEY
- RETAIL SALES PLAN
- ART WALKING TOUR
- SUPPORT FOR IPW 2024: LOS ANGELES
- TBD: MOBILE EVENT BOOTH

CONTINUING PROGRAMS:

- HISTORICAL WALKING TOURS
- TEAM SURF CITY USA® VOLUNTEER PROGRAM
- THRESHOLD 360 VIRTUAL TOURS
- PARTNER EDUCATION SERIES
- BARREL TRAIL
- SCAVENGER HUNT

ADMINISTRATION

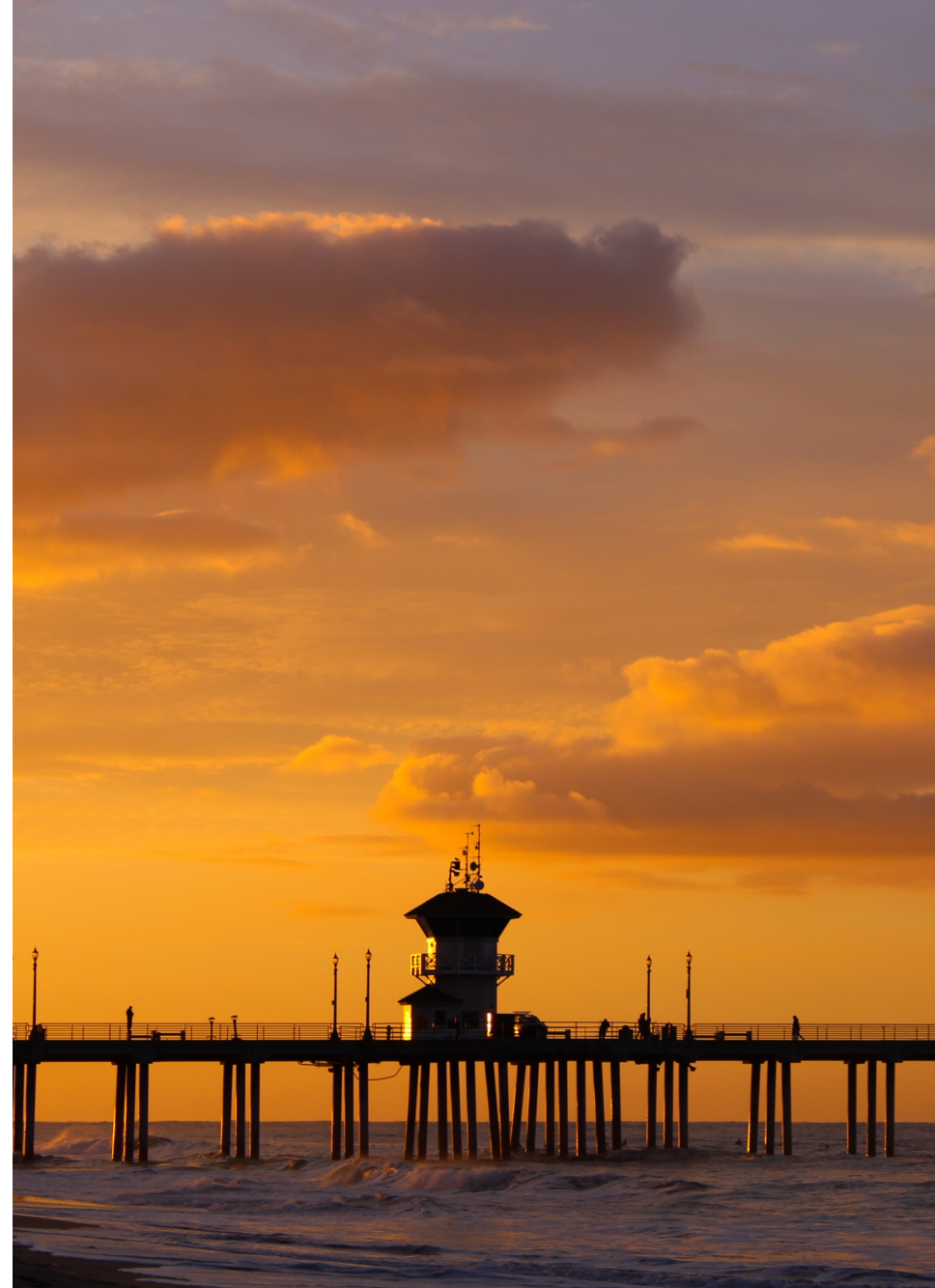
FY 2023 – 2024

OPERATIONS

- TBID modification
- Expanded retail sales program
- Office maintenance to improve facilities
- Ensure HR policies and procedures remain competitive to retain staff

ADVOCACY

- Targeted marketing support for US Open of Surfing, Pacific Airshow, and ISA Para Surfing Championships
- Support for community events and organizations, such as ISM, Chamber events including Economic Development Conference, Surfing Walk of Fame, and Pier Snowflakes
- Continued engagement with elected representatives to keep the value of tourism in HB top of mind



Preparing for a Summer of Stoke in 2028



VHB FY 23-24 BUDGET

HBTBID Reporting Year	FY 2023-24
Revenues	
Estimated TBID Assessments	\$7,090,560
Retail, Web Ad, Walking Tour Sales	\$21,220
Total Revenues*	\$7,111,780

Expenditures	
Tourism Enhancement Programs**	\$6,301,912
Administration	\$1,154,067
Contingency/Reserve	\$115,000
Total Expenses	\$7,570,979

Estimated Carry-over from Previous Fiscal Year	\$459,200
Estimated In-Kind Contributions	\$0

* Estimated TBID Assessments does not include the 1% admin fee retained by the City of HB. Total Revenues does not include a rollover of \$459,200 from FY 2022-2023. These funds have been allocated to Tourism Enhancement Program projects for FY 2023-2024.

****The Tourism Enhancement Program sourced from the Visit Huntington Beach Master Development Plan will promote and provide activities and improvements to assessed lodging businesses through the implementation of two sub-programs: sales & marketing and visitor services enhancements. A summary of each sub-program is provided below:**

Sales & Marketing

The sales and marketing program will promote assessed lodging businesses as tourist, meeting, and event destinations. The sales and marketing program will have a central theme of promoting the Huntington Beach destination brand as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed lodging businesses, and may include the following activities which are designed to drive overnight visitation and room sales to assessed lodging businesses:

- Increased advertising and promotional programs in print, online, social media, and television targeted at potential visitors to drive overnight visitation and room sales;
- Website enhancements and updates;
- Strategic advertising and marketing agency support;
- Contract with third party marketing and sales partners;
- Public relations, sales blitzes, missions, and calls;
- Familiarization tours targeting key decision makers;
- Preparation and production of collateral promotional materials such as visitor guides, brochures, flyers, and maps;
- Video development for destination experiences and visuals;
- Attendance at professional industry conferences and affiliation events;
- Lead generation activities designed to attract tourists, leisure visitors, and group events to Huntington Beach;
- Partnerships with targeted special events that attract overnight visitors; and
- Research designed to identify potential markets for increasing the customer base. Research is also used to convert visitor requests to actual travel, to identify the economic impact tourism has to Huntington Beach, and to maintain a Visitor Profile for use in marketing efforts.
- Cooperation with local agencies and film commission programs that attract overnight visitors.

Visitor Services Enhancements

The Visitor Services Enhancements (VSE) program will provide funding for programs and initiatives *based on criteria to be developed by VHB and reviewed and approved with the City*. The focus for the VSE program will be on the entire destination brand footprint to ensure a consistent brand experience throughout Huntington Beach. VSE may include the following programs which are designed to drive overnight visitation and room sales to assessed lodging businesses:

- Development of activities and/or products designed to keep visitors in the destination for an increased duration of time throughout the year.
- Connectivity plan that links Pacific City, downtown HB, Hotels, the Strand, and adjacent visitor experiences. Support of a trolley or transportation program connecting hotels to downtown Huntington Beach, The Pier, or other attractions; and
- Support of a long-term ambassador and/or security program with trained staff that supplement the current level of police presence to improve the overall destination experience and encourage overnight visitation or a fulltime dedicated police officer to ensure tourism safety;
- Welcome center and kiosk improvements including new technology-driven visitor information enhancements;
- Brand-centric visitor services training program for both public and private sector staff

HUNTINGTON BEACH TOURISM BUSINESS IMPROVEMENT DISTRICT (HBTBID)

The purpose of the HBTBID is to increase overnight room sales with targeted marketing and promotions. Funding is derived from assessments and revenues collected from all lodging businesses, existing and in the future, available for public occupancy located within the boundaries of the City of Huntington Beach. These boundaries will not be changing. The current assessment rate is 4% of gross short-term room rental revenue which is separate from the 10% in Transient Occupancy Tax that the City collects. Assessments fund the marketing and sales promotion efforts to improve tourism and drive additional room nights to the lodging businesses.

Tourism enhancement programs include marketing and public relations, group sales, and enhancements for visitor services. The HBTBID was renewed in 2019 and runs through June 30, 2028.



Visit Huntington Beach (VHB) is a non-profit 501(c)6 organization that serves as the HBTBID's Owners' Association. VHB consists of staff and board members dedicated to promoting tourism to Huntington Beach to increase overnight stays in Huntington Beach hotels. VHB is responsible for implementing the activities and services identified in the Management District Plan (MDP) and for submitting an annual report to the City Council for their approval. VHB is currently seeking to modify the MDP to increase the assessment rate from four percent (4%) of gross short-term room rental revenue to six percent (6%), but the method and basis for levying the assessment will remain unchanged.

A full-page background image showing a surfer in mid-air, performing a high takeoff from a wave. The surfer is silhouetted against a large, bright splash of water. The wave itself is a deep green color. The text "THANK YOU" is overlaid in the center in a large, white, sans-serif font.

THANK YOU