

# VISIT HUNTINGTON BEACH FY 24-25 ANNUAL REPORT



# FY 23-24 HIGHLIGHTS



# 2023 ECONOMIC IMPACT OF TOURISM

## IN HUNTINGTON BEACH

### **\$565.3 MILLION** DIRECT VISITOR SPENDING IN HB

- *Average of \$251.70 per visitor per day*
- *More than 65% is spent in local businesses other than accommodations.*

### **\$20.6 MILLION** IN LOCAL TAX REVENUES GENERATED BY TOURISM IN HB

- *Enough to fund the annual salaries of about 291 police officers.*

### **5,499 JOBS** SUSTAINED DIRECTLY BY TOURISM IN HB

- *Tourism accounts for 1 in 10 of all jobs (or 9.8%) in HB.*
- *6<sup>th</sup> largest employer in Huntington Beach*

Sources: BLS, BEA, Tourism Economics in conjunction with the City of Huntington Beach



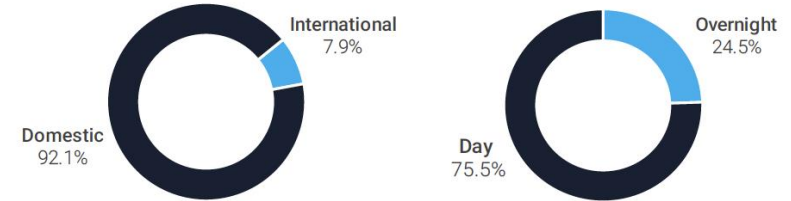
# 2023 HUNTINGTON BEACH VISITOR PROFILE

## 2.25 MILLION TOTAL VISITORS TO HUNTINGTON BEACH IN 2023

A visitor is defined as someone “visiting Huntington Beach for the day or overnight, who resides outside the geographic boundaries of Orange County.”

Huntington Beach visitor volume share by market and segment (2023)

Percent of visitor volume by segment



Source: Tourism Economics

### TOP DMA VISITATION:

Phoenix-Prescott, Las Vegas, Salt Lake City, Dallas/Ft. Worth, Denver, Seattle-Tacoma, New York, Chicago, Houston, Portland

AVERAGE LENGTH OF STAY: 2.3 NIGHTS

59% ARE FIRST-TIME VISITORS

Most Visited Day: Saturday  
Least Visited Day: Tuesday

2023 VISITOR PERSONAS	Age Range	Avg. HHI	Education	Avg. Family Size	Interests	Avg. Vacation Spend
LAI D BACK LUXURY TRAVELER	38 - 57	\$142K per year	Bachelor's Degree Post Graduate Degree	2.51  No children in the Household	Internet/eCommerce, Credit Cards, Family, Charities, Cooking, Gifts, Home Décor, Gardening, Sports	\$2K - \$6K
ACTIVE FAMILY	30 - 39	\$130K per year	Bachelor's Degree	2.76  Children in Household	Family, Credit Card, Trucks, Sports, Gourmet Foods	\$1K - \$3K
THRIVING MILLENNIAL	20 - 38	\$125K per year	High School Diploma, Associate Degree, Bachelor's Degree	2.71 Roommates or partner. No children in Household	Credit cards, Magazines, Books, Charities, Family, Gifts, Travel	\$750 - \$1,500

Sources: Tourism Economics, The Atkins Group, Predictive Labs, Datafy

# #MOREHB MARKETING CAMPAIGN



Visit Huntington Beach's highly targeted campaign media buy investment developed to generate leisure bookings, increase web traffic to [SurfCityUSA.com](https://www.surfcityusa.com), and increase awareness of the destination, hotel and resort properties during the hotel needs period, launched on November 15 and ran through June 2024.

**26.2 MILLION TOTAL IMPRESSIONS**

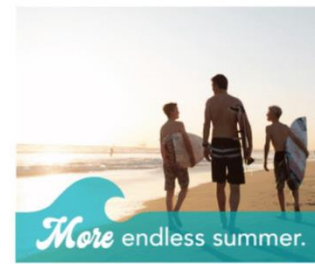
**117.23K TOTAL CLICKS**

**15,890 HOTEL NIGHTS**



**TOP RESPONSE MARKETS:** San Jose, San Francisco, Portland, Los Angeles, Phoenix, Salt Lake City, Plano, Corona/San Bernardino area, Oakland, Seattle, Las Vegas.

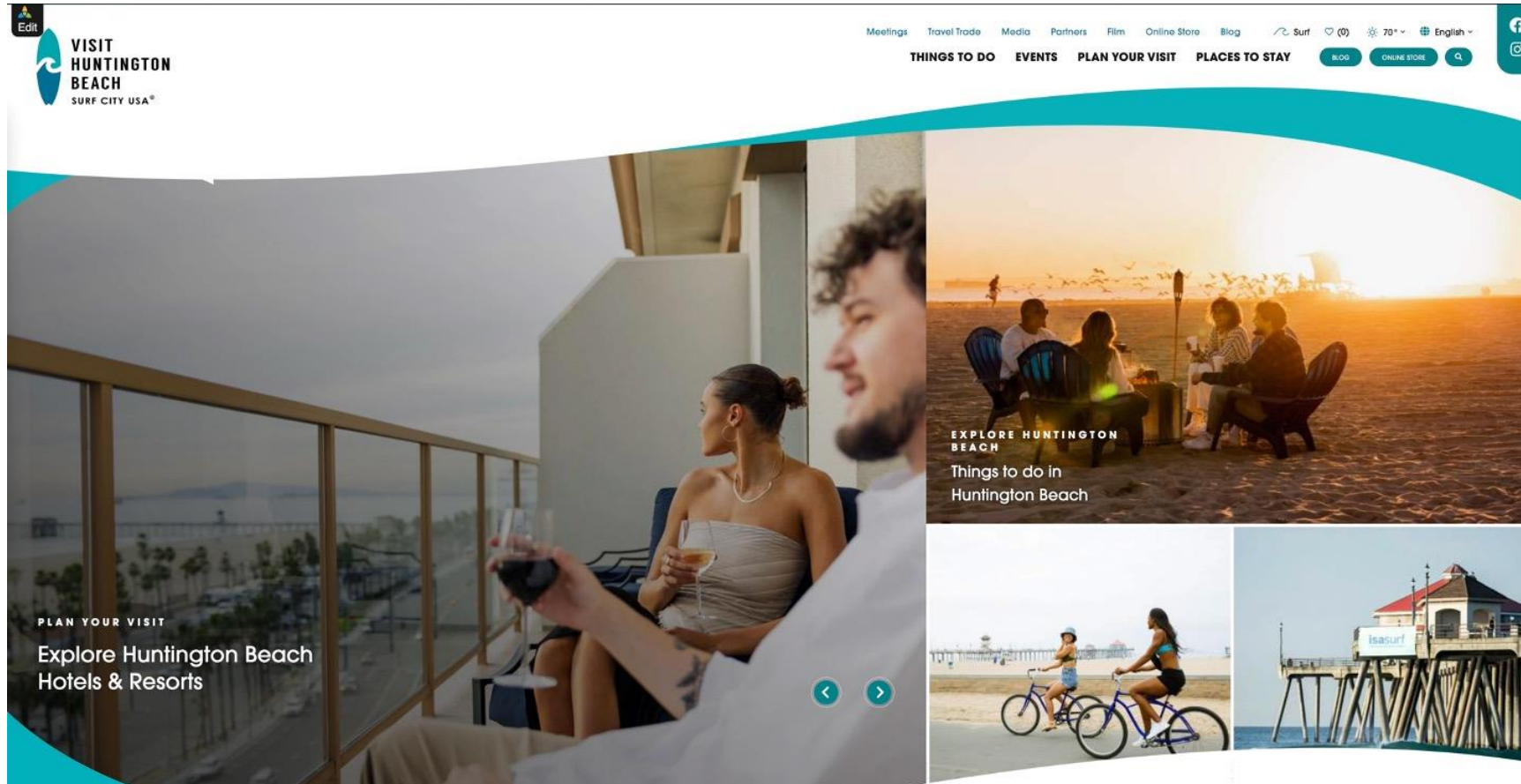
**Campaign outpaced projections by 19%**



# VISIT HUNTINGTON BEACH WEBSITE

**SURFCITYUSA.COM**

**JULY 2023 – JUNE 2024 PERFORMANCE**



**USERS**

**1.2M**

(UP 17.6% YoY)

**SESSIONS**

**1.42M**

(UP 9.2% YoY)

**PAGEVIEWS**

**3.1 MILLION**

(UP 45.2% YoY)

**AVERAGE TIME ON SITE**

**1:20**

(DOWN 4.7% YoY)

**DESIGN & TECH ACCOLADES**

**6**

# SOCIAL MEDIA

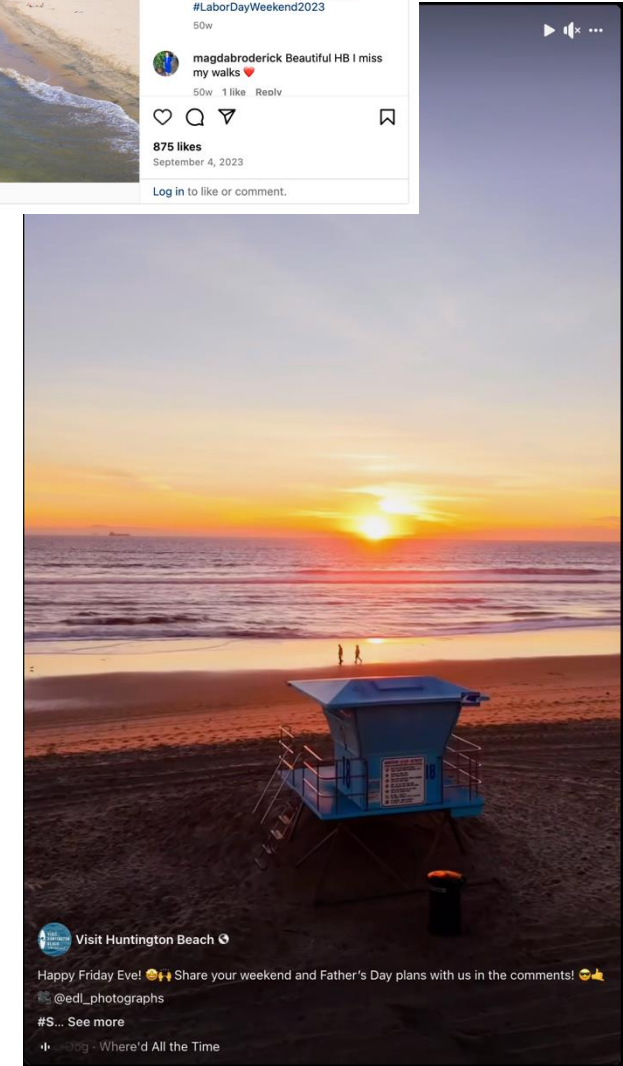
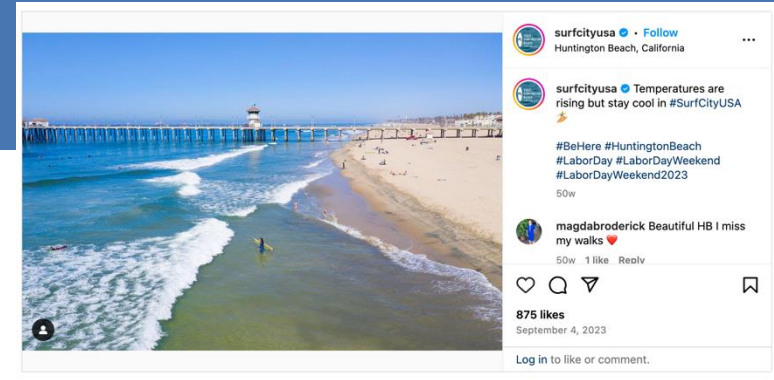
## JULY 2023 – JUNE 2024 PERFORMANCE

### COMMUNITY

- **Instagram: 117,841 followers**
  - Increase community by 10% (from 112,000 to 123,200 followers) Results: 96% Achieved.
- **Facebook: 117,841 followers**
  - Increase community by 10% (from 84,000 to 92,400 followers) Results: 93% Achieved.
- **LinkedIn: 3,653 followers**
  - Increase community by 15% (from 3,246 to 3,733 followers) Results: 98% Achieved.
- **Threads: 16,300 followers**
  - Build new community 14,500 followers. Results: 112% Achieved.

### ENGAGEMENT

- **Instagram: 199,000 engagements**
  - **UP 10.8% YoY**
- **Facebook: 97,000 engagements**
  - **UP 4% YoY**
- **LinkedIn: 11,358 engagements**
  - **UP 275% YoY**
- **Pinterest: 37,725 engagements**
  - **UP 278% YoY**



# PUBLIC RELATIONS

## PRESS TRIP RESULTS

VHB HAS HOSTED  
**30 JOURNALISTS**  
AND **9 INFLUENCERS**

Surpassed goal +14

AND

Surpassed goal +2

AUDIENCE: **245M**  
Surpassed goal +83M

EST. VIEWS: **1.15M**  
Surpassed goal + 590K

### LOCATIONS INCLUDED:

US, CANADA, UK, AUSTRALIA,  
MEXICO, GERMANY, AND JAPAN

Note: Metrics are for press trip media coverage only. M= Million; K= Thousand

## PRESS TRIP HIGHLIGHTS

Lauren Dana Ellman, US  
*Time Out, Condé Nast*

Michele Jarvie, CAN  
*Calgary Herald*

Brie Wurtz, CAN  
*@vancitywild*

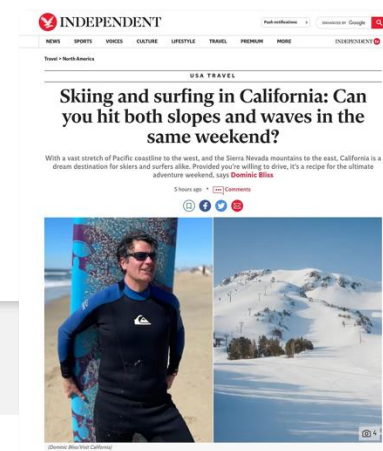
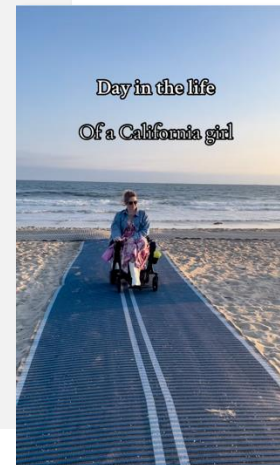
Ruby the Corgi, US  
*@ruby\_theorgi*

Flora Davenport, UK  
*Stylist Magazine*

Alexia Dellner, US  
*PureWow*

Dominic Bliss, UK  
*The Independent*

Keldie Miller-Anderson, CAN  
*@thechronic\_explorer*





# PUBLIC RELATIONS MEDIA COVERAGE HIGHLIGHTS

**Time Out Worldwide**  
Your ultimate guide to the best art and entertainment, food and drink, attractions, hotels...

91 Domain Authority  
18.9M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**The best last-minute Memorial Day weekend getaways**  
There's still time to book that long weekend vacation

**Calgary Herald**  
Read latest breaking news, updates, and headlines. Calgary Herald offers information on latest national news.

85 Domain Authority  
1.14M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**Surf's up: Ride the coastal vibe in Huntington Beach**

**Travel + Leisure**  
Travel + Leisure is travelers' best resource for trip ideas, hotel picks, flight sales, city guides, and travel inspiration.

88 Domain Authority  
10.9M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**The Best Beach Towns for Celebrating the Fourth of July in 2023**

**Los Angeles Times**  
The L.A. Times is a leading source of breaking news, entertainment, sports, politics, and more for Southern California.

93 Domain Authority  
25.7M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**Tiles from iconic Ruby's Diner in Huntington Beach up for sale, to benefit local nonprofits**

**PureWow**  
PureWow is the women's lifestyle destination dedicated to making your life easier, more...

83 Domain Authority  
4.1M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**How to Spend a Weekend in Huntington Beach, Surf City USA**

**NZ Herald**  
Get the latest breaking news, analysis and opinion from NZ and around the world, including politics, business, and more.

91 Domain Authority  
6.96M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**Accessible travel: Top wheelchair and disability-friendly destinations in the USA**

**Forbes**  
Forbes is a global media company, focusing on business, investing, technology, entrepreneurship, and more.

94 Domain Authority  
73.1M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**9 Luxury Hotels And Resorts Going All Out For The Holidays**

**U.S. News & World Report**  
U.S. News ranks the best vacation destinations, best hotels, and top things to do.

92 Domain Authority  
3.09M Unique Visits

Provided by MOZ  
Provided by SimilarWeb

**26 Top Things to Do in Orange County, CA**

# TOURISM DEVELOPMENT

## IPW LOS ANGELES 2024

**PRE-IPW VIP FAMS.** Ahead of IPW 2024, we hosted **three** VIP travel trade FAMS for individual stays in Huntington Beach. As two high-level decision makers for both Tier 1 Markets, we highlighted luxury offerings, destination product activities and our proximity to the rest of the SoCal region, solidifying our claim as the premiere spot for your California vacation.

**IPW 2024 Los Angeles & the CA Plaza.** We conducted **71 one-on-one appointments with buyers from 14 countries** over three days. Additionally, we had a presence in Visit California's *California Plaza*, where we had a surf-shack activation serving HB-inspired bites and drinks. The Plaza opened every morning and afternoon, welcoming foot traffic from **the 5,500+ attendees** and provided yet another touchpoint for VHB to network with key clients and journalists.

**Visit California IPW-Post FAM, SoCal Spectacular.** Leveraging IPW's presence in Southern California, **VHB hosted 20 IPW buyers and journalists and two Visit California staff for a total of 22 attendees for a jam-packed 24-hour itinerary.** The attendees experienced a classic day in Huntington Beach with surf lessons, bike rides, lunch at Duke's and an epic beach event at SHOR with bonfires and s'mores.



## ACCESSIBLE TRAVEL

Visit Huntington Beach made accessible travel a strategic priority, and this past fiscal year we joined **Air Canada's Accessibility Leaders Group** and attended a **Destination Discovery** with Mesa, AZ, the first certified Autism-Certified destination in the world. We aim to gather best practices to make Huntington Beach a leading destination for visitors with disabilities. We engaged with programs like **Wheel the World**, a leading online platform for travelers with disabilities, who will promote, educate and sell the destination. Lastly, we hosted a tour operator who specializes in accessible travel, where she learned how Huntington Beach is making a strong effort to be as inclusive as possible for those with disabilities.

# TOURISM DEVELOPMENT

142

## ONE-ON-ONE APPOINTMENTS

GO WEST: 36  
IPW 2023: 71  
CA CUP: 35

Surpassed goal +5

1,066

## AGENT TRAININGS

CA STAR: 345  
SALES MISSIONS: 421  
AGENCIES: 300+

Surpassed goal +333

10

## INTERNATIONAL FAMS



63

## FAM ATTENDEES

## SALES MISSIONS AND TRADE SHOWS

- Attended two sales mission in each Tier 1 Market (Canada, UK, Mexico) to meet with product managers, conduct travel agent trainings, and attend sales calls.
- Attended five trade shows for a cumulative **142** one-on-one appointments and **421** agents trained.



# TOURISM DEVELOPMENT

## FILM HB

61

FILM INQUIRIES

71

PERMITTED SHOOTS



# GROUP SALES MARKETING (CONVENTIONS & MEETINGS)

## FY 23-24 PRODUCTION

FY 2023 – 2024 GOALS	FY 23-24 YEAR END
BOOKED ROOM NIGHTS: <b>64,025</b>	<b>84,395</b> BOOKED ROOM NIGHTS <i>(exceeded FY goal by 32%)</i>
TOTAL GROUP BOOKINGS: <b>128</b>	<b>170</b> GROUP BOOKINGS <i>(exceeded FY goal by 33%)</i>
TOTAL SITE INSPECTIONS: <b>95</b>	<b>99</b> SITE INSPECTIONS <i>(exceeded FY goal by 4%)</i>
LEADS: <b>1,181</b>	<b>1,145</b> LEADS <i>(achieved 97% of FY goal)</i>
LEAD ROOM NIGHTS: <b>686,196</b>	<b>704,522</b> LEAD ROOM NIGHTS <i>(exceeded FY goal by 2.7%)</i>

# GROUP SALES MARKETING (CONVENTIONS & MEETINGS)



Group Sales Marketing Campaign: Nov 2023 – Mar 2024

<b>24,263</b>	<b>4,801</b>	<b>1,145</b>
<b>IMPRESSIONS</b>	<b>PAGEVIEWS</b>	<b>KEY MEETING &amp; EVENT</b>
Surpassed goal	Surpassed goal	<b>PLANNER CONTACTS</b>
<b>+10,281</b>	<b>+3,701 views</b>	Surpassed goal <b>+220 contacts</b>
<b>17 TRADE SHOWS</b>		



## STRATEGIC PARTNERSHIPS



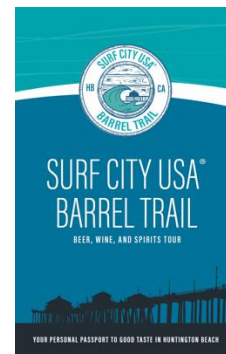
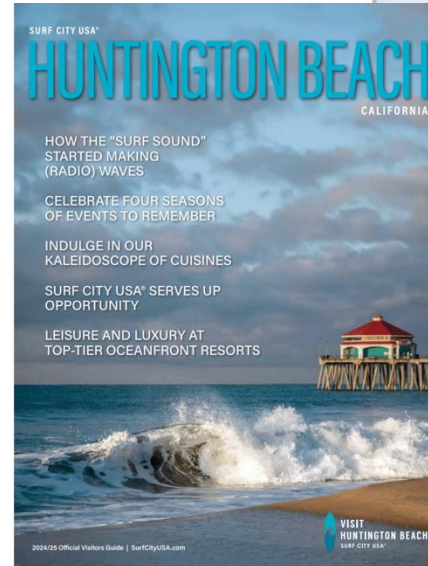
# VISITOR & PARTNER SERVICES

## VISITOR SERVICES

- **\$30,000+** in retail sales (UP 76.4% YoY)
- **18,000+** inquiries (UP 50% YoY)
- **17** walking tours
- **14** special events
- **12** active volunteers

## PARTNER SERVICES

- **2,500+** partner referrals (UP 25% YoY)
- **500+** partner engagements (UP 25% YoY)
- **6** partner events
- **200** attendees



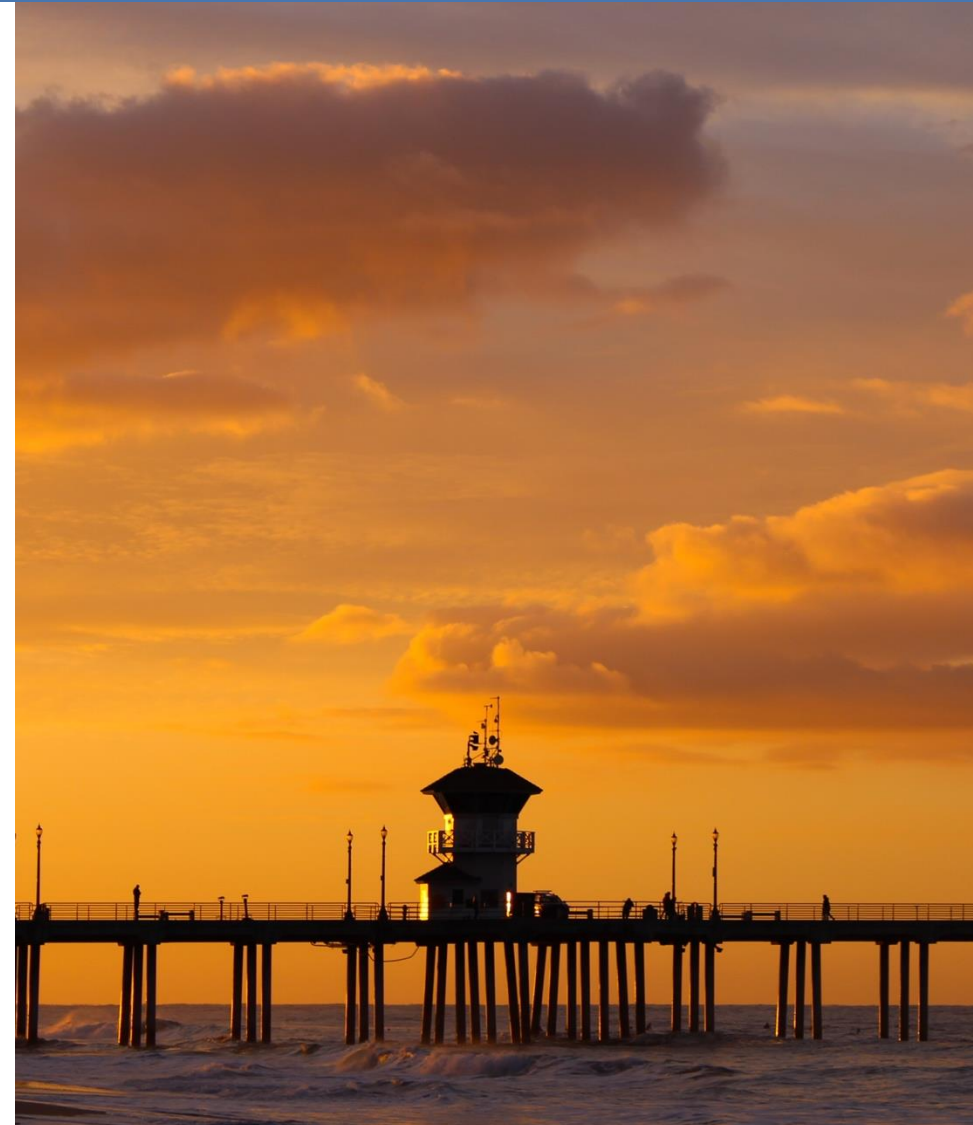
# ADMINISTRATION

## ACCOMPLISHMENTS

- Received 2024 Best Places to Work in Orange County award from the Orange County Business Journal (for the second year in a row)
- Omark A. Holmes, CMO, completed Destination International's Certified Destination Marketing Executive program and is the third staff person to achieve the prestigious CDME designation

## PROGRAMS

- Worked with City Council, City staff, VHB Board of Directors, and many partners to modify the TBID assessment from 4% to 6%
- Clean annual audit with no significant findings
- Held successful Open House in the VHB office
- Completed transition to digital accounts payable process





# FY 24-25 PROGRAM OF WORK



# FY 24-25 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"> <li>• <b>Launch soft season campaign</b> 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" "Kidafornia" and "Ultimate Playground" themes.</li> <li>• <b>Promote 2024 ISA World Para Surfing Championships</b> (NOV 2024)</li> <li>• <b>Issue an RFP for a creative agency of record.</b></li> <li>• <b>Participate in two of VHB's largest trade shows</b> (IMEX 2024 &amp; IPW 2025).</li> <li>• <b>Launch Show Your HB Love 2025 campaign.</b></li> <li>• <b>Leverage the World Cup and LA28 to expand global destination brand awareness and secure offsite activations.</b></li> </ul>	<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"> <li>• <b>Develop outreach and education</b> to enhance customer service for all visitors including international and accessible communities.</li> <li>• <b>Develop and launch accessible travel market training and hotel booking engine tools</b> to enhance full-funnel experience for travelers with disabilities.</li> <li>• <b>Improve the ability to increase the frequency of booking meetings and special events</b> in Huntington Beach with continued collaboration with City staff, et al.</li> <li>• <b>Help implement pertinent destination improvements</b> recommended by RHI</li> <li>• <b>Work on VHB's Tourism Enhancement Projects</b> and collaborate with the City on their aligned enhancement projects with resident and visitor benefits.</li> </ul>
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 &amp; tourism industry and provide a greater understanding of its impacts and benefits.</p> <ul style="list-style-type: none"> <li>• <b>Value of Tourism Campaign</b> Continue amplifying VHB's share of community voice, including the many ways that Tourism Builds Community and the key role tourism plays in improving the quality of life for residents, the tax revenues generated for the community, and the jobs the visitor industry provides and supports. "Value of Tourism" landing page created to use as a communication hub with information (and soon infographics, video, and other resources) that supports and helps drive the message of the value of tourism.</li> <li>• <b>Develop annual Tourism 101 forum</b> to help residents and businesses gain a greater understanding of the local tourism industry.</li> </ul>	<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"> <li>• <b>Develop customer sentiment survey.</b></li> </ul>

# FY 24-25 VHB MARKETING PROGRAM

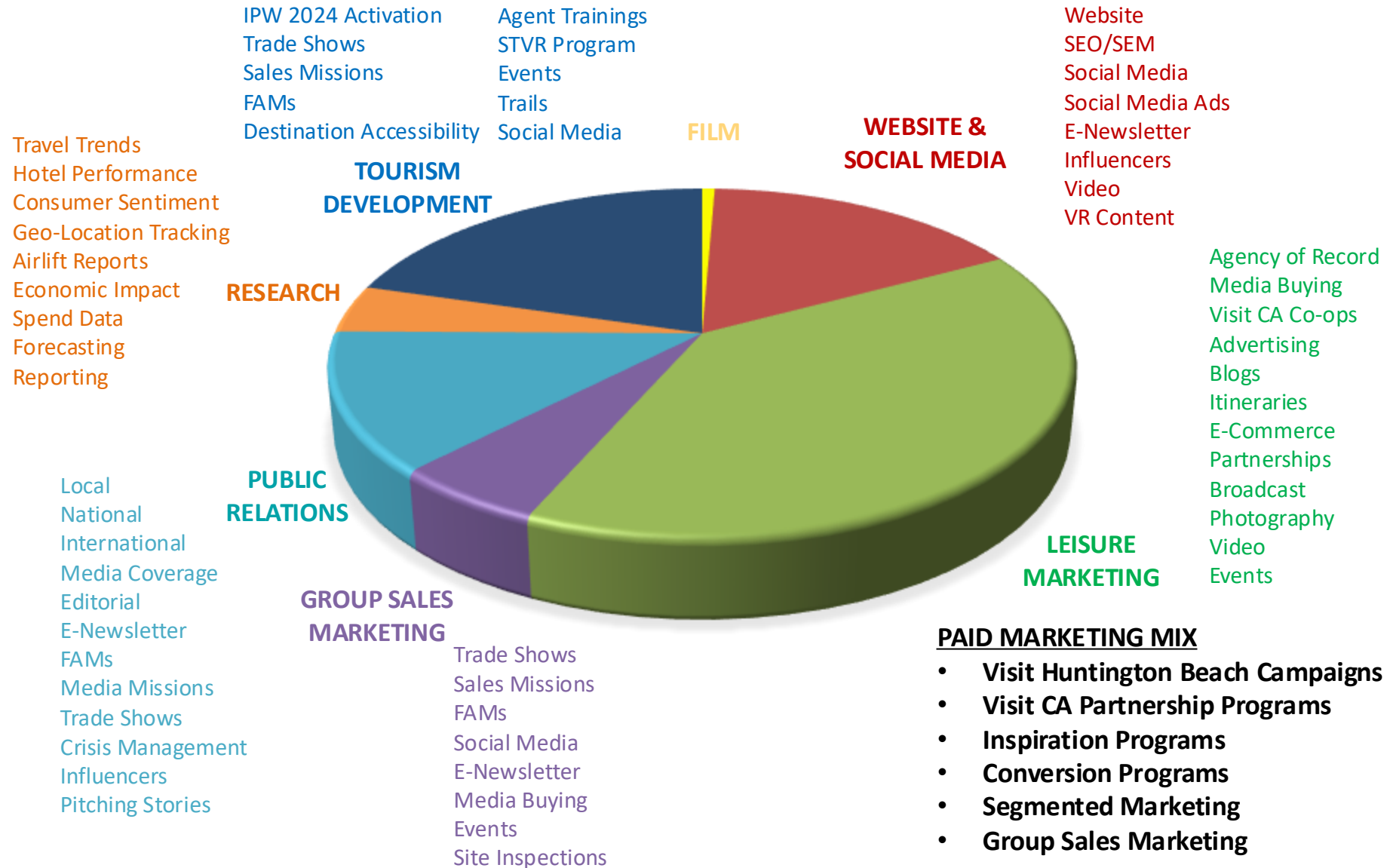
FY 2024/2025	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
<b>VHB MARKETING PROGRAM</b>												
<b>VISIT HUNTINGTON BEACH CAMPAIGNS</b>												
Soft Season Campaign												
Show Your HB Love												
NTTW												
<b>VISIT CALIFORNIA PARTNERSHIP PROGRAMS</b>												
Expedia State Co-op												
Adara												
TripAdvisor												
E-Newsletter												
CA Guide												
<b>INSPIRATION PROGRAMS</b>												
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												
KTLA Surf Report and Ad												
<b>CONVERSION PROGRAMS</b>												
Expedia Campaign												
YouTube Retargeting												
Device ID Retargeting												
ARES												
<b>GROUP SALES PROGRAMS</b>												
Northstar Meetings												
Smart Meetings												
MPI												
Meetings Today												
Connect Meetings												
Tradeshows												
Group Sales Newsletter												
<b>SOCIAL MEDIA COMMUNICATIONS</b>												
Facebook												
Twitter												
Instagram												
Pinterest												
LinkedIn												
YouTube												
Blog Content												
Leisure Newsletter												
Influencers												

Most of Visit Huntington Beach’s marketing is focused on driving business during the hotels’ “soft season” non-peak period (typically November – February).\*

However, VHB’s strategy also includes comprehensive, full-funnel initiatives designed to drive a steady flow of leisure and group business throughout the year and other non-peak windows (example: mid-week business).

\* Subject to change.

# FY 24-25 VISIT HUNTINGTON BEACH MARKETING MIX



# MARKETING

## FY 24-25 MEDIA BUY CAMPAIGN #BEHERE #MOREHB

### OBJECTIVE

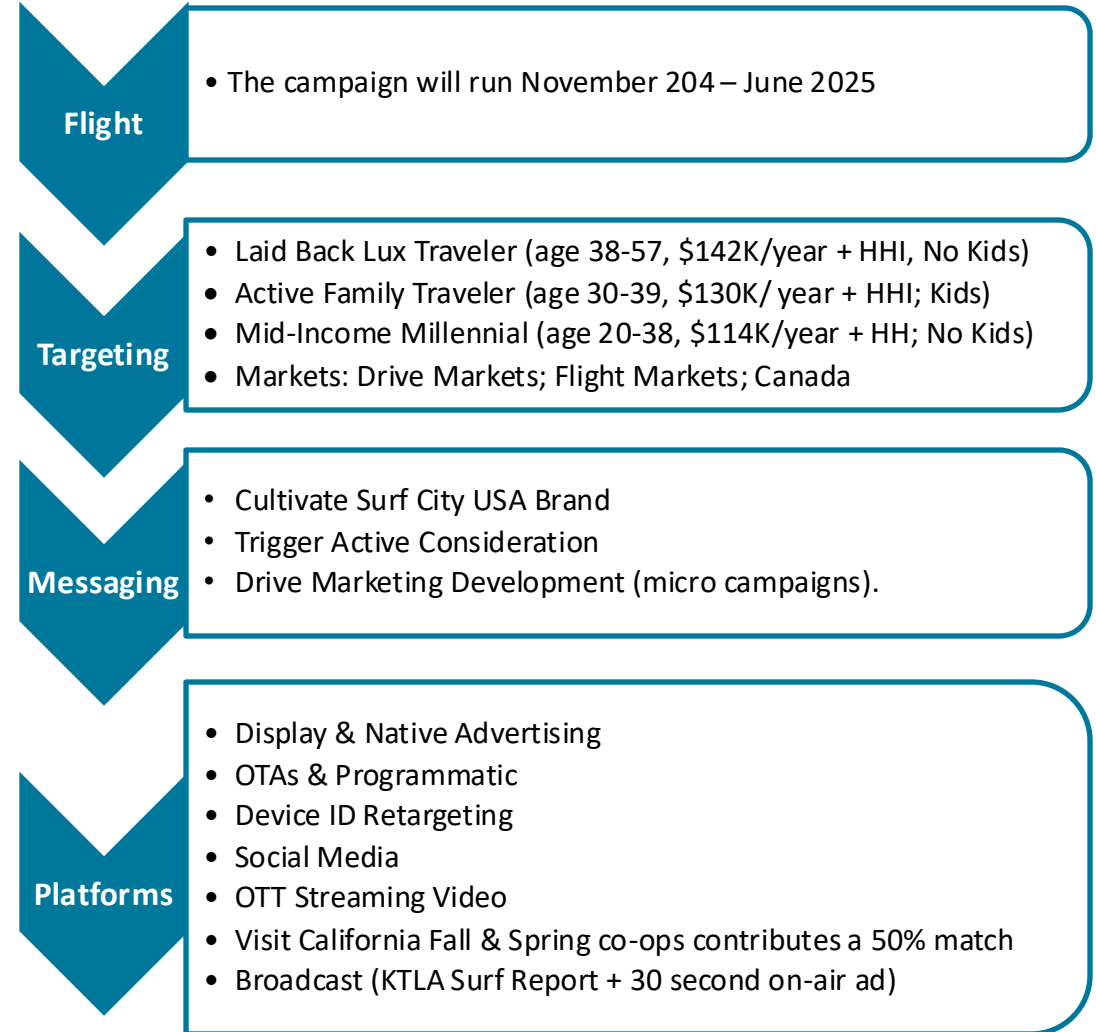
Visit Huntington Beach's FY 24-25 Soft Season campaign will be a highly targeted media buy investment developed to generate leisure bookings, increase web traffic to **SurfCityUSA.com**, and increase awareness of the destination, hotel and resort properties during the hotel needs period. The creative will continue VHB's successful **#BeHere** messaging targeting new potential markets while introducing **#MoreHB** messaging targeting those who have consistently and repeatedly responded to our advertising and have been in destination.

### TARGET MARKETS

**Top 10** response markets (in terms of click-throughs) are San Jose/San Francisco/Oakland area, Portland, Salt Lake City, Riverside, Phoenix, Seattle, Las Vegas, Corona/San Bernardino area, Reno, and Los Angeles.

### HOTEL NIGHTS

We will use the FY 23-24 total number of hotel overnight guests who saw paid media ad at least 90 days before staying in Huntington Beach (15,890) as the benchmark for FY 24-25.



# MARKETING

## FY 24-25

### MARKETING

- AGENCY OF RECORD
- ANNUAL MARKETING CAMPAIGN
- VISIT CALIFORNIA FALL 2024 CO-OP



- SURF CITY MARATHON
- PACIFIC AIRSHOW
- 2024 US OPEN OF SURFING
- 2024 ISA PARA SURFING GAMES
- SHOW YOUR HB LOVE 2025
- VISIT CALIFORNIA SPRING 2025 CO-OP
- 2025 HUNTINGTON BEACH TOURISM SUMMIT

### PUBLIC RELATIONS

- IPW 2025
- UK PR AGENCY

### TOURISM DEVELOPMENT

- IPW 2025
- ACCESSIBLE TRAVEL

# **GROUP SALES FY 24-25**

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

# VISITOR & PARTNER SERVICES FY 24-25

## PROGRAMS

- VISITOR EXPERIENCES
  - GUIDED WALKING TOURS
  - SCAVENGER HUNT
- TEAM SURF CITY USA® VOLUNTEERS
- PARTNER EDUCATION SERIES
- PUBLICATION DISTRIBUTION
- SPECIAL EVENT INFORMATION BOOTHS
- SURF CITY USA® GIFT SHOP
- WAYFINDING PROGRAM



# ADMINISTRATION

## FY 24-25

### PROGRAMS

- TRANSITION TO NEW BUDGET SOFTWARE
- COMPUTER LEASE REFRESH
- OFFICE REPAIRS AND CAPITAL IMPROVEMENTS
- FIREDUP! CULTURE TEAM BUILDING AND CULTURE SURVEY

### ADVOCACY

- ACTIVELY ENGAGE WITH LA28 IN PREPARATION FOR 2028 OLYMPIC GAMES
- 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

# VISIT HUNTINGTON BEACH FY 24-25 BUDGET

HBTBID Reporting Year	FY 2024-2025	
<b>Revenues</b>		
Estimated TBID Assessments	\$10,693,446	
Retail, Web Ad, Walking Tour Sales, Interest	\$140,250	
<b>Total Revenues*</b>	<b>\$10,833,686</b>	
Estimated Carryover from Previous Fiscal Year	\$456,000	
<b>TBID Expenditures</b>		<b>TBID Category (%)</b>
Sales and Marketing	\$7,578,171	71%
Tourism Enhancement Programs	\$1,062,647	10%
Administration	\$1,959,838	18%
Contingency/Reserve	\$843,000	8%
City Collection Costs	\$101,149	1%
<b>Total TBID Expenditures</b>	<b>\$11,544,805</b>	
Estimated In-Kind Contributions	\$0	

\* Estimated TBID Assessments includes the 1% admin fee retained by the City of HB. Total Revenues does not include a rollover of \$456,000 from FY 2023-2024.

# PROPOSED ADDITIONAL SALES & MARKETING PROGRAMS WITH TBID MODIFICATION

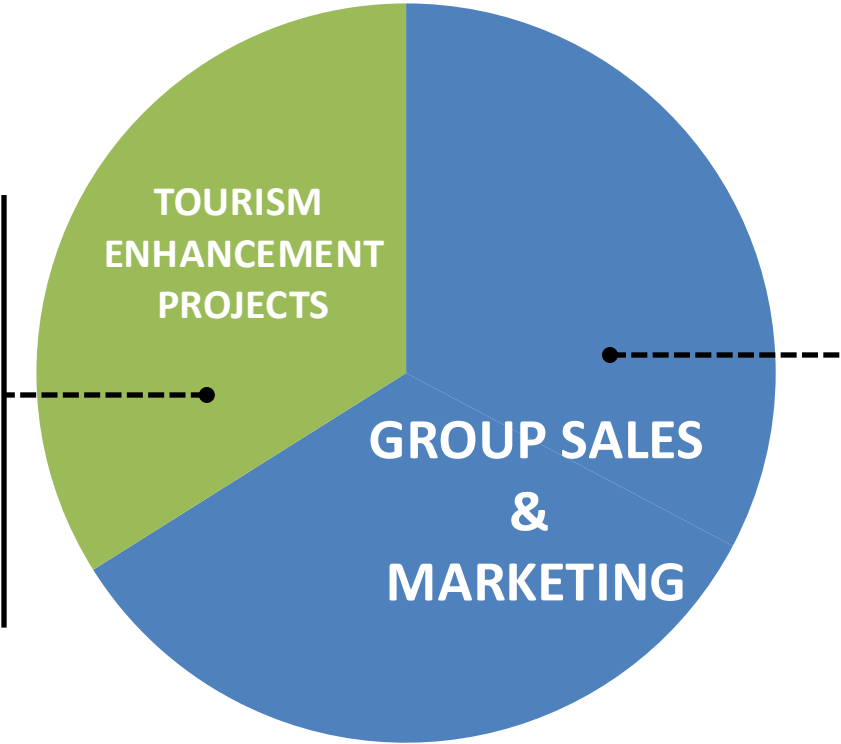
With a 2% increase in TBID assessments, VHB forecasts an additional \$3M in TBID.

This chart provides an overview of VHB's FY 24-25 (and beyond) proposed programs that would be **added** to existing investments with the increase in TBID assessments. This chart does not represent VHB's full program of work but serves to highlight those key initiatives that align with VHB's new 2023-2026 Strategic Plan and some of the City's Goals and Strategies in its 2023-2027 Strategic Plan.

**\$1,000,000**

## TOURISM ENHANCEMENT PROGRAMS

- Wayfinding (\$500K)
- Walkability and Connectivity (\$150K)  
*(Hotels to Pacific City and to Main Street)*
- Temporary Beach Restrooms (\$75K)
- Ambassador Program (\$38K)
- Accessibility (Dog Beach Mobi Mat) (\$20K)
- Bike Valet (\$20K)
- Removable Light Poles TBD
- WiFi Infrastructure Upgrades TBD
- Improved HBISM in preparation for LA 28 TBD



■ Group Sales ■ Marketing ■ TEP

**\$2,000,000**

## GROUP SALES (\$1,039,000)

- Trade Shows (+\$150k/134%)
- Paid Partnerships (+\$104k/184%)
- Familiarization Trips & Site Inspections (+\$100k/93%)
- New Business Development (\$300k/new)
- Marketing & Advertising (\$105k/171%)
- Booked Room Incentive (+\$280k/122%)

## MARKETING (\$961,000)

- Soft Season Campaign (+\$600k/150%)
- Visit CA Co-Op Campaign (+\$50k/33.3%)
- Expedia Orange County Co-op Campaign  
*(Q4 2024 and Q2 2025)* (+\$50k/100%)
- Paid Social Media (+\$25k/25%)
- SEO/SEM (Paid Search Strategy) (+\$50k/100%)
- Content Creation (Blogs/Influencers) (+\$15k/50%)
- Travel Agent/Tour Operator Trainings (+\$20k/110%)
- Agency Representation (\$25k/same level)
- Familiarization Tours (+\$65k/30%)
- New Business Development (\$20k/new)
- Accessibility (\$21k/new)
- Short Term Vacation Rentals (\$3k/new)
- Film Commission (\$17k/new)

All proposed programs funded by TBID assessments are approved annually by the VHB Board during the annual budget process and must adhere to state laws governing these assessment expenditures.

# VISIT HUNTINGTON BEACH TOURISM ENHANCEMENT PROGRAMS

<b>VHB Tourism Enhancement Programs FY 24-26</b>	
<b>Wayfinding</b>	New HB Pier sign. Fabrication and installation of ten gateway signs and vehicular directional signs along major arteries. Annual maintenance and Pier Plaza digital kiosk software renewal.
<b>Walkability &amp; Connectivity</b>	Improve the walkable connectivity of hotels to Pacific City and to Main Street with enhanced crosswalks and lighting.
<b>Temporary Beach Restrooms</b>	Seasonal beach restrooms and porter service at the HB Pier and adaptive playground locations.
<b>Nighttime Ambassador Program</b>	Support of long-term ambassador program with trained staff to supplement nighttime police presence with hospitality and de-escalation services.
<b>Accessibility</b>	Install projects for greater pathway mobility and accessibility to the beach.
<b>Bike Valet</b>	Infrastructure branding and marketing of bike valet in downtown or under HB Pier.
<b>Beach Event Infrastructure</b>	Third-party assessment of beach event infrastructure needs, including electrical, wi-fi, and removable light poles in beach parking lots.
<b>Improved HBISM in Preparation for LA28</b>	Support of legacy project to improve HBISM in preparation for LA28.
<b>TOTAL</b>	<b>10% of Annual TBID Assessment Budget</b>

# 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.

As of July 1, 2024, the assessment rate is 6% of gross short-term room rental revenue. This is separate from the 10% Transient Occupancy Tax that the City collects. Assessments fund marketing and sales efforts to improve tourism and drive additional room nights to the lodging businesses. Assessments also fund Tourism Enhancement Programs that were identified and agreed upon in collaboration with the City of HB to enhance the in-destination experience for both visitors and residents. 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 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.





# THANK YOU