Datafy

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Visitor Summary

June 2026

VISIT HUNTINGTON BEACH
SURF CITY USA®

Month	Report Type	Cluster
June 2026	Month	All

Cluster: All

Total Trips

377,566

-2.1%
vs. Previous Year

Avg. Trip Duration

3.3 Days

-0.3%
vs. Previous Year

Top State:

California

41.4%

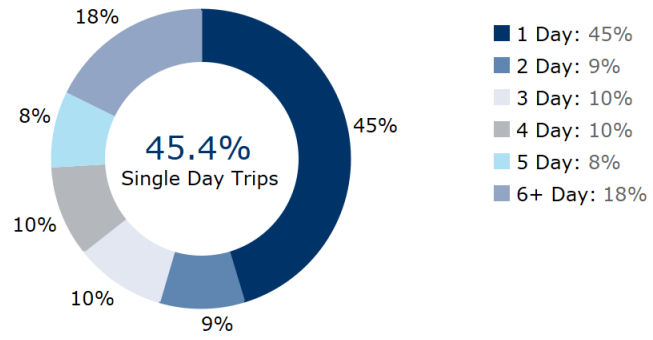
Top DMA:

Los Angeles

15.8%

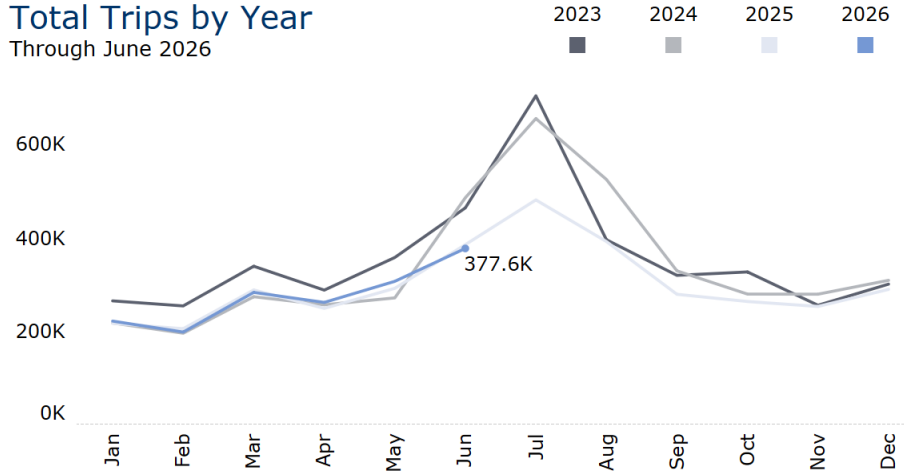
Average Trip Duration

June 2026



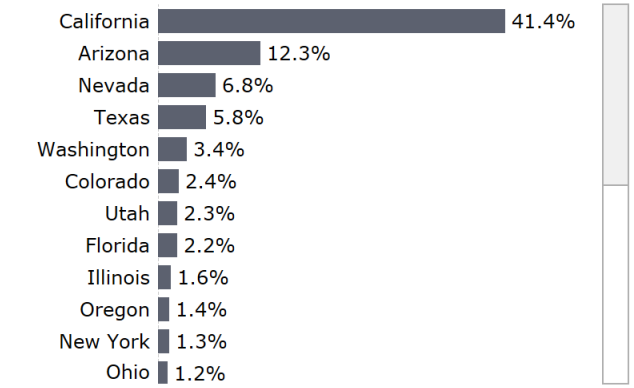
Total Trips by Year

Through June 2026



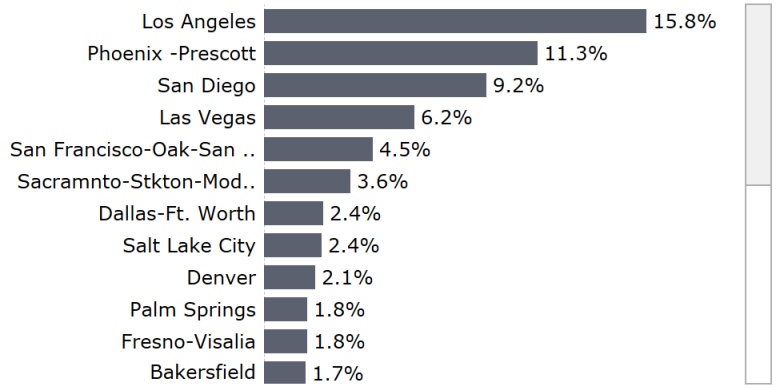
Origin Market States

June 2026



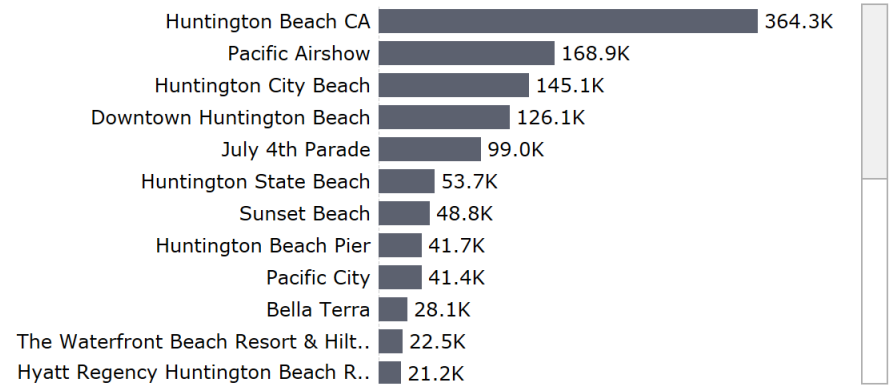
Origin Market DMAs

June 2026



Points of Interest Visited

June 2026, Cluster = All



Source: Datafy

Comparative Insights

June 2026

Month	Report Type	Cluster
June 2026	Month	All

Total Trips

377,566

-2.1% vs. Previous Year

Avg. Trip Duration

3.3 Days

-0.3% vs. Previous Year

Top State: California 41.4%

Top DMA: Los Angeles 15.8%

Trip Duration by Period

June 2026 % Share, vs. Previous Year

		Current Period	Comparison Period
1 Day	-10.9%	45.4%	50.9%
2 Day	-1.1%	9.2%	9.3%
3 Day	+10.5%	9.9%	8.9%
4 Day	+14.1%	9.7%	8.5%
5 Day	+13.9%	8.2%	7.2%
6+ Day	+17.3%	17.7%	15.1%

Top 25 Origin Market DMAs

June 2026 % Share, vs. Previous Year

Los Angeles	-0.4%	15.8%
Phoenix -Prescott	-13.5%	11.3%
San Diego	+1.4%	9.2%
Las Vegas	-9.5%	6.2%
San Francisco-Oak-San Jose	-2.5%	4.5%
Sacramnto-Stkton-Modesto	-10.2%	3.6%
Dallas-Ft. Worth	-2.2%	2.4%
Salt Lake City	-4.0%	2.4%
Denver	-4.1%	2.1%
Palm Springs	-6.5%	1.8%
Fresno-Visalia	-8.7%	1.8%
Bakersfield	+0.0%	1.7%
New York	+2.8%	1.7%
Seattle-Tacoma	-0.9%	1.7%
Houston	+0.9%	1.4%
Chicago	+4.4%	1.3%
SantaBarbra-SanMar-SanLuob	-11.3%	1.1%
Portland- OR	+3.1%	1.1%
Atlanta	+6.8%	1.0%
Tucson -Sierra Vista	+3.1%	0.9%
Washington-DC -Hagrstwn	-0.7%	0.9%
Austin	-7.4%	0.7%
Reno	-2.5%	0.7%
Kansas City	-4.5%	0.6%
Minneapolis-St. Paul	-1.0%	0.6%

Top 25 Points of Interest Visited

June 2026, % Share, vs. Previous Year

Huntington Beach CA	-1.3%	364.3K
Pacific Airshow	-16.1%	168.9K
Huntington City Beach	-16.0%	145.1K
Downtown Huntington Beach	-11.3%	126.1K
July 4th Parade	-12.4%	99.0K
Huntington State Beach	-14.1%	53.7K
Sunset Beach	-7.0%	48.8K
Huntington Beach Pier	-15.4%	41.7K
Pacific City	-15.8%	41.4K
Bella Terra	-8.5%	28.1K
The Waterfront Beach Resort & Hilton Hotel	-19.3%	22.5K
Hyatt Regency Huntington Beach Resort & ..	-17.3%	21.2K
The Strand	-15.8%	16.8K
Bolsa Chica State Beach	-11.7%	12.6K
Pasea Hotel & Spa	-16.4%	11.6K
Huntington Dog Beach	-26.2%	9.0K
Kimpton Shorebreak Resort	-16.2%	8.4K
Peters Landing	+2.8%	4.6K
5 Points Plaza	-10.7%	4.1K
Springhill Suites by Marriott	-10.5%	3.9K
The Hotel Huntington Beach	-20.8%	2.5K
Quality Inn & Suites Huntington Beach	-9.7%	1.4K
Travelodge Ocean Front	-17.2%	1.1K
Best Western Surf City	-9.8%	1.1K
Huntington Beach Inn	-6.2%	0.9K
Sun n Sands Inn	-10.9%	0.8K

Source: Datafy

In-State/Out-of-State Trips

June 2026

Start Date
June 2025

End Date
June 2026

Cluster
All

Total Trips

3,999,608

Avg. Trip Duration

3.5 Days

Top State:

California

43.4%

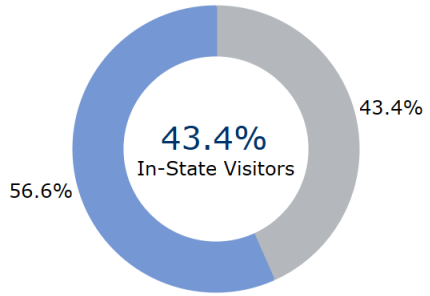
Top DMA:

Los Angeles

17.2%

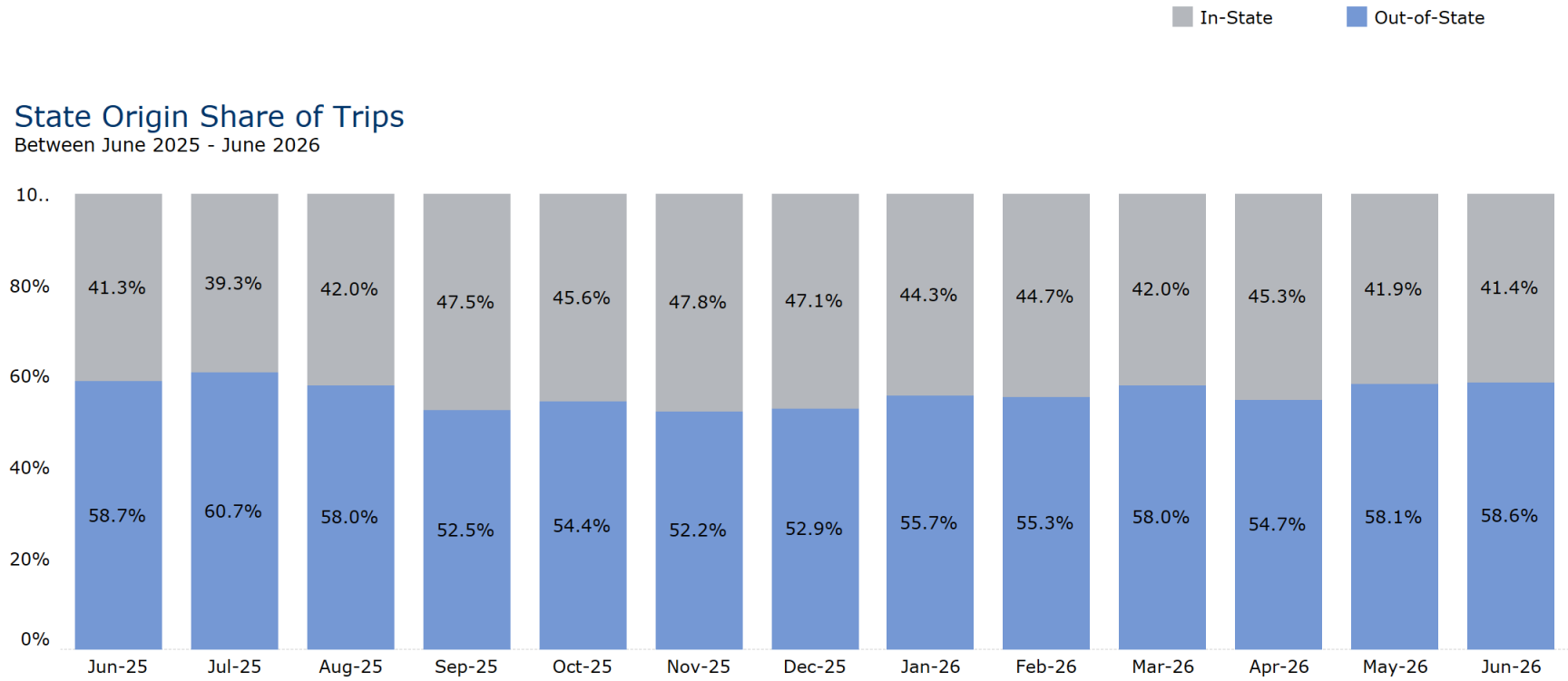
State Origin Share of Trips

Between June 2025 - June 2026



State Origin Share of Trips

Between June 2025 - June 2026



Summary Table

Between June 2025 - June 2026

	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
Total Trips	385,650	481,148	392,351	279,722	264,303	253,748	290,178	222,490	199,066	283,698	262,342	307,346	377,566
Unique Visitors	0	0	0	0	0	0	0	0	0	0	0	0	0
Avg. Trip Length (Days)	3.3	3.5	3.6	3.8	4.0	3.9	3.6	3.3	3.3	3.4	3.2	3.2	3.3
Visitor Days	1,285,072	1,694,065	1,423,092	1,068,232	1,068,162	993,151	1,057,180	728,755	646,599	959,472	836,484	972,030	1,253,869

Source: Datafy