Datafy

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Visitor Summary

August 2026

VISIT HUNTINGTON BEACH
SURF CITY USA®

Month	Report Type	Cluster
August 2026	Month	All

Cluster: All

Total Trips

485,345

+23.8%
vs. Previous Year

Avg. Trip Duration

2.7 Days

-25.8%
vs. Previous Year

Top State:

California

39.0%

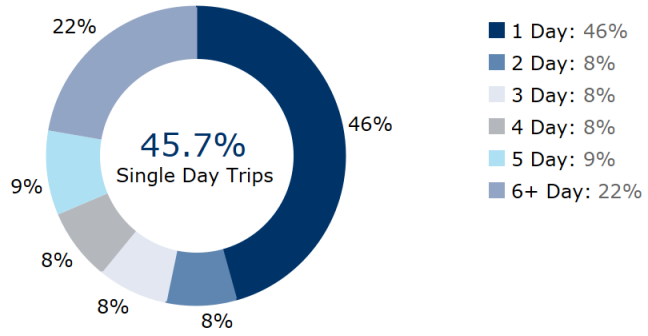
Top DMA:

Los Angeles

15.0%

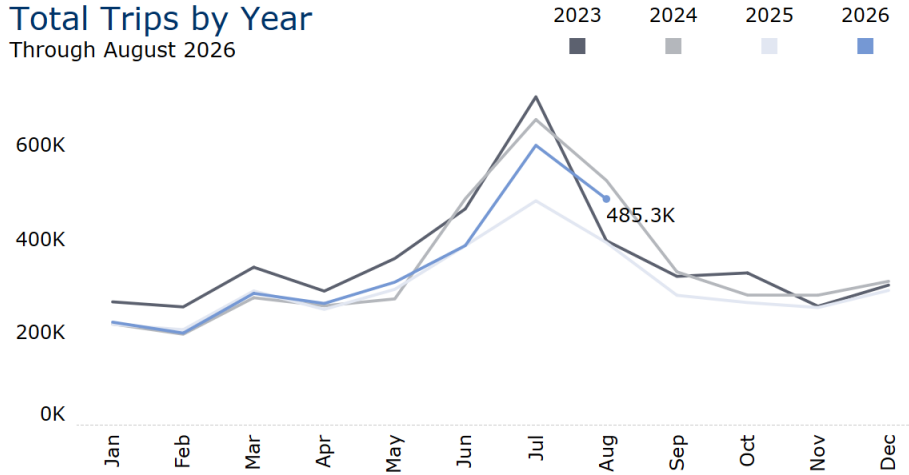
Average Trip Duration

August 2026



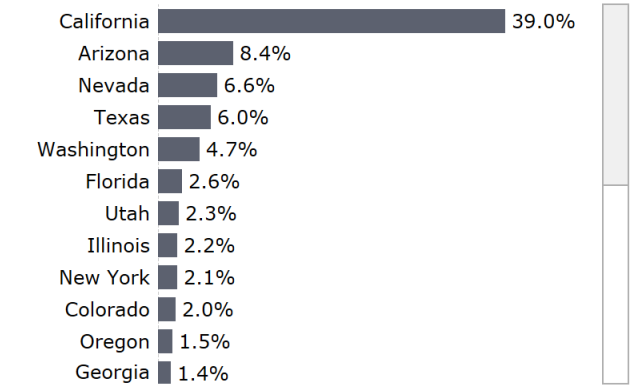
Total Trips by Year

Through August 2026



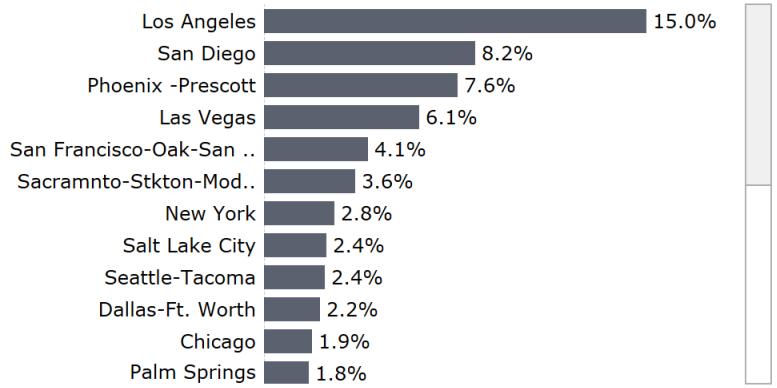
Origin Market States

August 2026



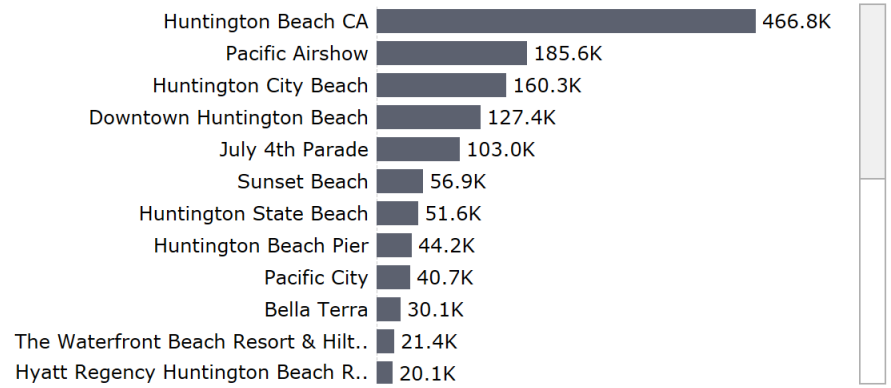
Origin Market DMAs

August 2026



Points of Interest Visited

August 2026, Cluster = All



Source: Datafy

Comparative Insights

August 2026

Month	Report Type	Cluster
August 2026	Month	All

Total Trips

485,345

+23.8%
vs. Previous Year

Avg. Trip Duration

2.7 Days

-25.8%
vs. Previous Year

Top State: California
39.0%

Top DMA: Los Angeles
15.0%

Trip Duration by Period

August 2026 % Share, vs. Previous Year

		Current Period	Comparison Period
1 Day	+1.5%	45.7%	51.1%
2 Day	+13.1%	7.6%	7.6%
3 Day	+10.9%	7.6%	7.8%
4 Day	+16.9%	7.7%	7.5%
5 Day	+35.5%	9.1%	7.6%
6+ Day	+37.8%	22.3%	18.4%

Top 25 Origin Market DMAs

August 2026 % Share, vs. Previous Year

Los Angeles	+10.5%	15.0%
San Diego	+16.4%	8.2%
Phoenix -Prescott	+12.7%	7.6%
Las Vegas	+9.7%	6.1%
San Francisco-Oak-San Jose	+13.2%	4.1%
Sacramnto-Stkton-Modesto	+21.1%	3.6%
New York	+30.5%	2.8%
Salt Lake City	+18.5%	2.4%
Seattle-Tacoma	+39.7%	2.4%
Dallas-Ft. Worth	+31.6%	2.2%
Chicago	+43.2%	1.9%
Palm Springs	+15.2%	1.8%
Denver	+25.8%	1.7%
Houston	+43.6%	1.7%
Fresno-Visalia	+12.6%	1.7%
Bakersfield	+2.4%	1.4%
Atlanta	+39.0%	1.2%
Portland- OR	+35.0%	1.1%
Washington-DC -Hagrstwn	+38.6%	1.1%
SantaBarbra-SanMar-SanLuob	+6.6%	1.0%
Philadelphia	+28.9%	0.8%
Minneapolis-St. Paul	+39.2%	0.8%
Kansas City	+28.8%	0.7%
Tucson -Sierra Vista	+27.4%	0.6%
Austin	+52.8%	0.6%

Top 25 Points of Interest Visited

August 2026, % Share, vs. Previous Year

Huntington Beach CA	+24.7%	466.8K
Pacific Airshow	-10.0%	185.6K
Huntington City Beach	-9.6%	160.3K
Downtown Huntington Beach	-10.1%	127.4K
July 4th Parade	-12.2%	103.0K
Sunset Beach	+0.7%	56.9K
Huntington State Beach	-8.4%	51.6K
Huntington Beach Pier	-15.5%	44.2K
Pacific City	-9.4%	40.7K
Bella Terra	-9.3%	30.1K
The Waterfront Beach Resort & Hilton Hotel	-21.4%	21.4K
Hyatt Regency Huntington Beach Resort & ..	-22.7%	20.1K
The Strand	-14.5%	18.8K
Bolsa Chica State Beach	-19.8%	12.6K
Pasea Hotel & Spa	-15.5%	11.3K
Huntington Dog Beach	+94.3%	10.6K
Kimpton Shorebreak Resort	-14.4%	9.3K
5 Points Plaza	-9.2%	5.0K
Springhill Suites by Marriott	-14.1%	4.4K
Peters Landing	-0.2%	4.3K
The Hotel Huntington Beach	-36.6%	2.1K
Quality Inn & Suites Huntington Beach	-25.4%	1.5K
Travelodge Ocean Front	-19.7%	1.0K
Best Western Surf City	-27.9%	0.9K
777 Motor Inn	-42.2%	0.9K
Huntington Beach Inn	-7.7%	0.8K

Source: Datafy

In-State/Out-of-State Trips

August 2026

Start Date
August 2025

End Date
August 2026

Cluster
All

Total Trips

4,225,802

Avg. Trip Duration

3.3 Days

Top State:

California

42.7%

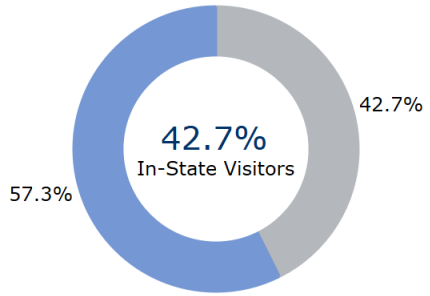
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Los Angeles

16.9%

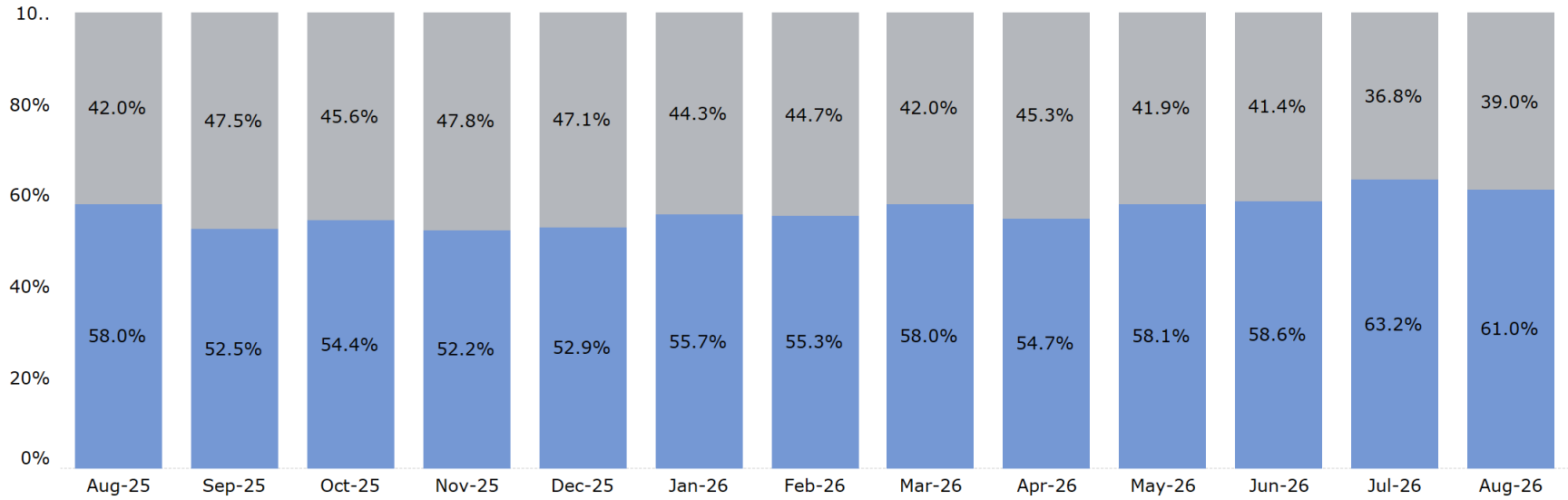
State Origin Share of Trips

Between August 2025 - August 2026



State Origin Share of Trips

Between August 2025 - August 2026



Summary Table

Between August 2025 - August 2026

	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26
Total Trips	392,183	279,664	264,162	253,513	290,085	222,339	199,013	283,751	262,268	307,708	385,917	599,854	485,345
Unique Visitors	0	0	0	0	0	0	0	0	0	0	0	0	0
Avg. Trip Length (Days)	3.6	3.8	4.0	3.9	3.6	3.3	3.3	3.4	3.2	3.2	3.3	2.8	2.7
Visitor Days	1,422,999	1,068,337	1,067,409	992,909	1,056,814	728,772	646,625	959,544	836,916	971,748	1,282,489	1,696,034	1,305,924

Source: Datafy