



VISIT HUNTINGTON BEACH

2023-2026 STRATEGIC PLAN



VISION • OUT 	VISION • IN 	MISSION 	VALUES 	REPUTATION 	POSITION 
<p>A welcoming, beach-infused community that inspires the stoke of optimism in every visitor and resident.</p>	<p>VHB is an effective destination leader representing the combined visitor industry and community partnership in the brand development, marketing and sales of the Surf City USA® experience.</p>	<p>Visit Huntington Beach supports and advocates for the economic vitality and quality of life for our Huntington Beach community through inspirational destination marketing and brand management.</p>	<p>VHB embodies a community-focused spirit of service that is proactive and strategic.</p>	<p>The Huntington Beach experience is:</p> <ul style="list-style-type: none"> • Inspirational • Authentic • Friendly • Fun 	<p>Huntington Beach rises above its competitive set destinations, offering unique value to visitors seeking:</p> <ul style="list-style-type: none"> • Beach and Beyond Experience • Beachfront Hotels • Downtown Experience • Accessibility

IMPERATIVES 	INITIATIVES 
<p>Drive Global Brand Awareness</p>	<ul style="list-style-type: none"> • Issue RFP for creative agency of record • Leverage the World Cup and LA28 to expand global destination brand awareness • Secure year-round signature sporting and city-wide events • Efficiently leverage brand partnerships to increase Huntington Beach's global brand awareness
<p>Enhance the Destination Experience</p>	<ul style="list-style-type: none"> • Enhance partnership with the City, Downtown BID and other entities to enhance the Beach & Beyond experience • Develop outreach and education to enhance customer service for all visitors, including international and accessible communities • Facilitate the creation of new bookable product • Improve connectivity throughout Huntington Beach
<p>Champion the Value of Tourism</p>	<ul style="list-style-type: none"> • Utilize VHB Board to act as tourism ambassadors • Cultivate our advocacy relationship with the City • Articulate the quality-of-life enhancements tourism brings to Huntington Beach residents • Develop and implement partner and resident sentiment outreach and evaluation program
<p>Prioritize Organizational Effectiveness and Culture</p>	<ul style="list-style-type: none"> • TBID modification approved • Develop stakeholder engagement plan (Board, City, DBID, Ambassadors and Chamber) • Improve and maintain overall processes based on culture survey results • Develop and deploy customer satisfaction survey

