

2016/17 ANNUAL REPORT AND

2017/18

DESTINATION BUSINESS PLAN



VISIT
HUNTINGTON
BEACH
SURF CITY USA®

CONTENTS

Economic Analysis & Research	7
State of the Region	14
Lodging Trend Report	17
FY 2016/17 Performance Highlights	20
3 Year Strategic Plan Summary	35
Looking Ahead	37
FY 2017/18 Strategic Goals	42

SURF CITY USA OUR VISION, MISSION AND VALUES.

Vision Statement

A strong Visit Huntington Beach collaboration with City, Community and Business partners generates a steady increase in visitor spending, continued development of authentic Huntington Beach experiences, and an enhanced quality of life for residents.

Mission Statement

Visit Huntington Beach effectively markets and sells the Surf City USA brand experience, positioning Huntington Beach as the preferred quintessential California beach destination.

VHB Values

- Professional and Quality Oriented
- Visitor, Partner and Community-driven
- Visionary and Strategic
- Creative and Innovative
- Transparent and Accountable
- Sustainable and Efficient

Strategic Goals

Destination Marketing, Sales and Services

VHB will utilize new technologies and innovative marketing, sales and service programs to market the authentic Surf City USA brand experience.

Destination Development

VHB will be a catalyst for continued product development to grow the destination brand experience globally.

Destination Advocacy and Community Relations

VHB will be an influential advocate for the importance and value of tourism as essential to a thriving business sector and a high quality of life for residents in Huntington Beach.

Destination Funding and Administration

VHB will have the human and financial capacity to fulfill its mission with excellence, and to support others whose goals strengthen the Surf City USA brand experience.

The mission for our organization is focused and straightforward: Market and sell Huntington Beach's Surf City USA brand experience as the preferred quintessential California beach destination leading to increased visitor spending and enhanced quality of life for residents.

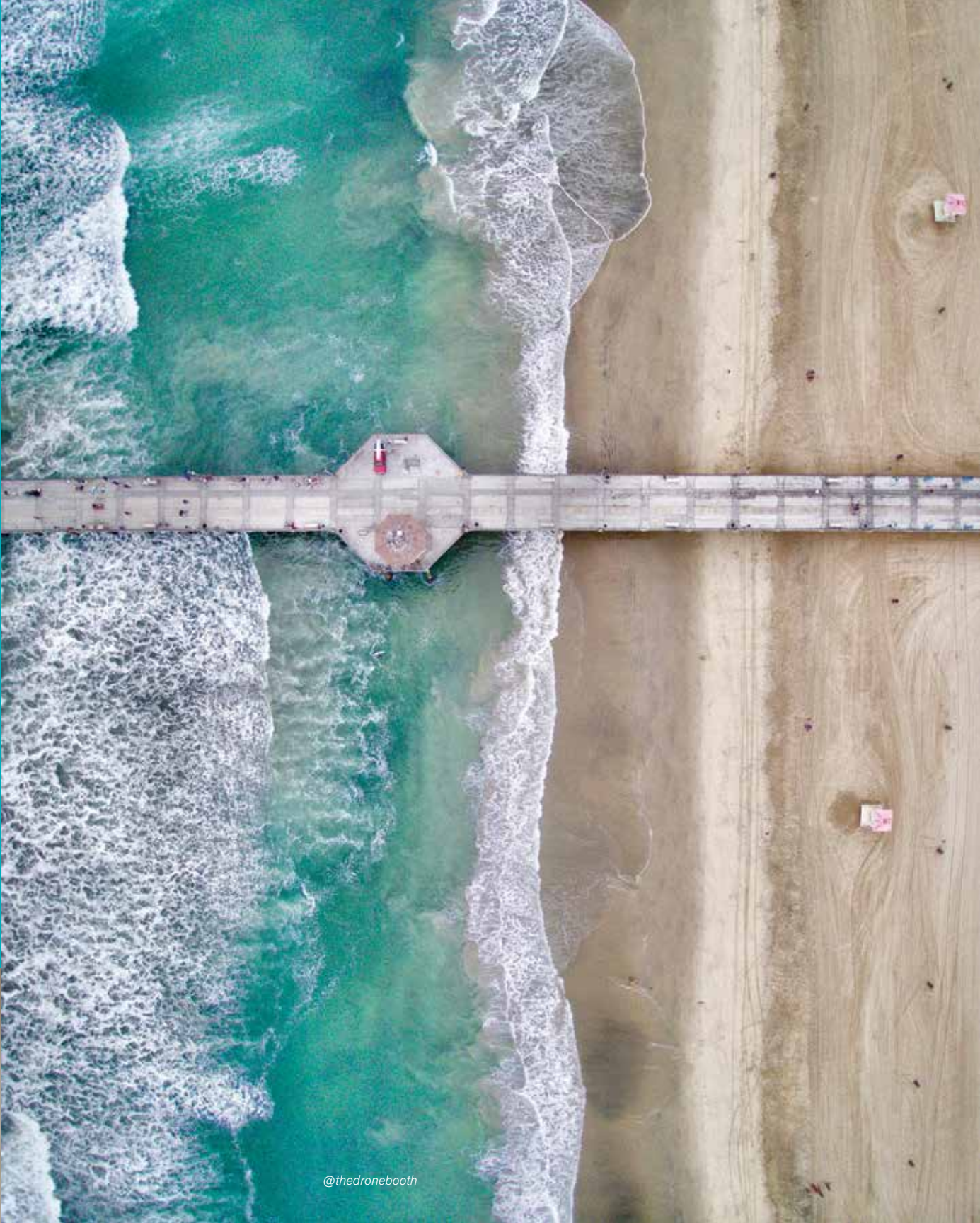
The more we can connect our city's destination brand with the aspirations and desired experiences of potential visitors, the greater likelihood that VHB's pursuit proves successful, year after year. This means targeting visitors from key markets and inspiring them to visit, stay and spend in Huntington Beach versus other competitive destinations.

VHB's Annual Report for Fiscal Year 2016-17 is once again combined with our Destination Business Plan for 2017-18. We have also included the key strategic goals and strategies for the next three years. In one fact-filled document, you now have where we've been and where we are going. We think you will agree that it's been an incredible year and the best is yet to come!

As you review this important forward-leaning plan, we are confident that the VHB team we have assembled will continue to deliver the highest return on investment for Huntington Beach. Yes, there are global, national, regional and local challenges, but rest assured, Surf City USA is a community that welcomes all who dream and do. Know that we are ready for the coming years and absolutely stoked to be living our mantra, *Tourism Builds Community*.



KELLY MILLER
President & CEO, Visit Huntington Beach



@thedronebooth

I am privileged and honored to be this year's Visit Huntington Beach Board Chair. The unique public-private partnership between the City of HB and VHB is approaching its 30th year. Looking back, we have accomplished a great deal and we now have the privilege of witnessing a new community renaissance. New and improved hotel product, additional dining and shopping options, various entertainment, and a revitalized sense of community pride proves that working together can truly improve what Surf City USA offers to both visitors and residents.

Our long-awaited community-wide wayfinding system will be completed in the year ahead. This essential system will make it easier to find our parking lots and decks, HB's cultural attractions, shopping areas and hidden gems within each of our distinct neighborhoods. This will translate into increased visitor spending and ease in navigating throughout our city.

We have a rich story to tell the world, which is why a major focus for VHB this year will be active and engaging storytelling. Social media channels and VHB's responsive website are going to be huge influencers for potential visitors when making travel decisions. Knowing this technological shift was coming, the resources and staff are positioning our DMO to be a leader among other U.S. destinations.

Let's continue the momentum and trusted partnership, growing our economy, jobs and visitor spending for many years to come!



JUSTIN SIMPSON
Chairman, Visit Huntington Beach





PRAISE FOR VHB AND HUNTINGTON BEACH

Accolades

- Huntington Beach among 10 of the Happiest U.S. Cities (2017) by WalletHub
- One of the Best Surfing Spots in the World by *Conde Nast Traveler* (2017)
- Voted by readers of the *Orange County Register*: Best Beach (2017) and Best Dog Park (2017)
- One of the World's Best Surf Destinations by Travel Channel (2017)
- Named one of the 14 Cities That Give You the Worst Case of FOMO by *Expedia* (2017)
- One of the Best Surf Towns in America by *Surfer Magazine* (2017)
- #34 of 55 Most Breathtaking Destinations in the World by *Expedia* (2016)
- #3 of 11 Best Beaches in California by *Conde Nast Traveler* (2016)

Awards

- *Smart Meetings* Platinum Choice Award for Excellence in Service to Meeting Planners (2016)
- Top Beach Destination for Groups (2016) by HotelPlanner.com

Individual Staff Awards & Recognitions

- CalTravel "30 Under 30" Emerging Leaders Award (2017)
 - Sophia Valdivia and Jennifer Tong
- OCVA President's Award (2017) – Kelly Miller



ECONOMIC

ANALYSIS & RESEARCH



TOURISM BUILDS COMMUNITY IN SURF CITY USA

When a U.S. destination markets itself effectively, it shows. During discussions about tourism budgets, my team and I often point out the “virtuous cycle” set in motion by potent destination marketing: increased investment in travel and tourism promotion attracts more visitors, whose spending creates jobs, fuels the local economy and generates tax revenue supporting vital public services, which helps give local residents a better quality of life (not to mention notable tax savings). — **Roger Dow, President and CEO, US Travel Association**



@karina_rae421



@franchisetaylor



@mysaashevent



@villavisuals



@jeffmiller



@jkp_amber



It's a simple, positive message: We Welcome All to Dream and Do in Surf City USA. The message reflects the joy, passion and spirit of Surf City USA.

If you are a Huntington Beach business join us in Welcoming All Dreamers and Doers to Surf City USA! Contact the Visit Huntington Beach's Visitor Services Department to receive your supporting materials today!
P: 714-969-3492
E: info@surfcityusa.com

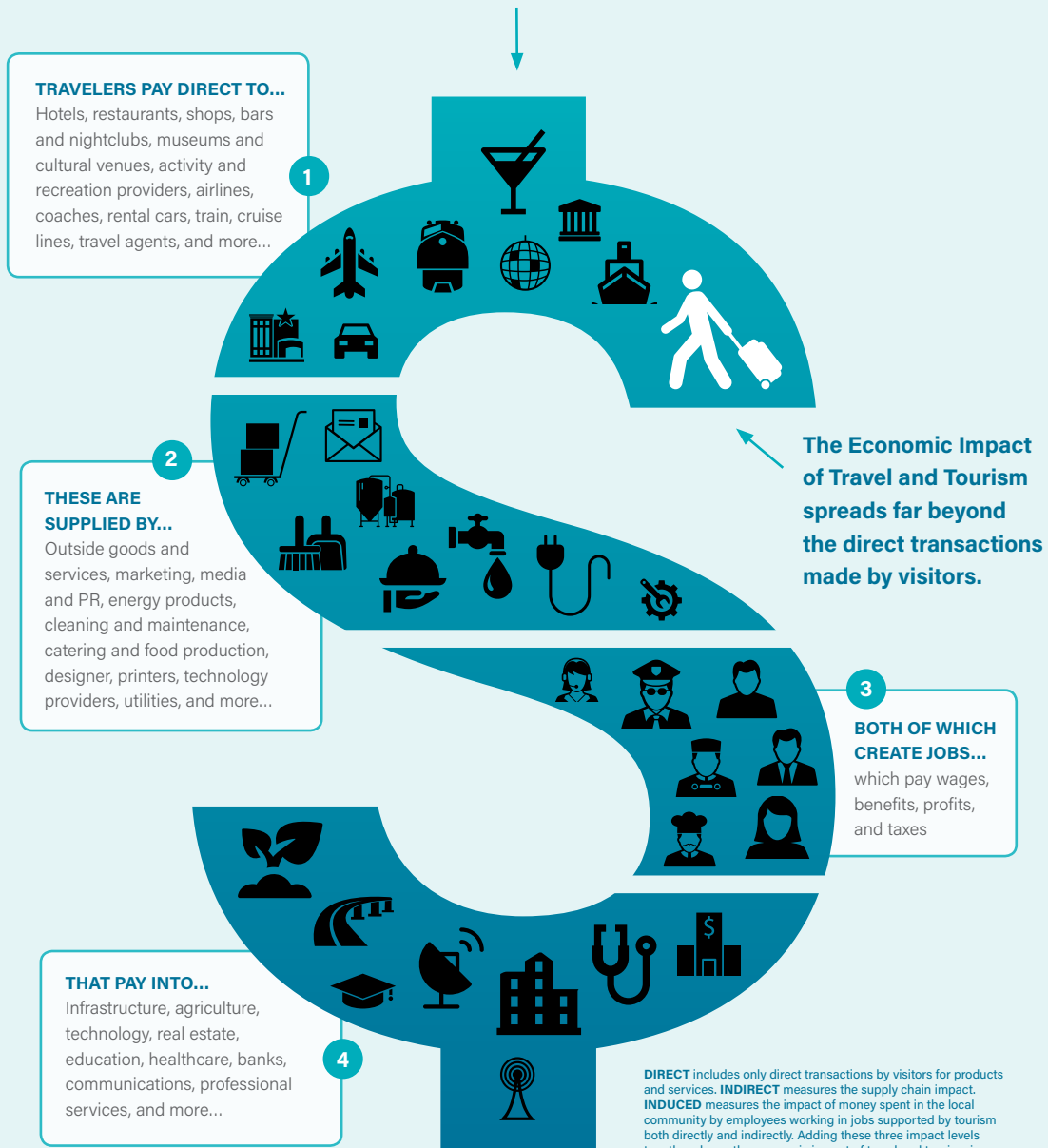
- Visitors who “dream and do” love HB because it’s here that they get to do all the cool things that make their travel dreams come true in Surf City USA
- Residents who “dream and do” truly get to live the dream in our Surf City USA each day, and we welcome others who are here to get a taste of that during their visit
- The message is an extension of California’s global “Dream Big” campaign and messaging
- WELCOME is translated into our top international market languages to underscore that we welcome all to enjoy the many fun, vibrant and memorable things to do in Surf City USA

As partners are added to the initiative, you’ll start to see this message around the City through counter top displays, window clings and social media channels. VHB has it prominently featured on our website, SurfCityUSA.com, and our digital marketing channels, and will be incorporating it into our branding materials at local events, trade shows and online.



WORLD TRAVEL & TOURISM COUNCIL HOW MONEY TRAVELS

The Direct, Indirect, and Induced Effect of Tourism Spending



DIRECT includes only direct transactions by visitors for products and services. **INDIRECT** measures the supply chain impact. **INDUCED** measures the impact of money spent in the local community by employees working in jobs supported by tourism both directly and indirectly. Adding these three impact levels together shows the economic impact of travel and tourism in a community.

Source: World Travel and Tourism Council. *Travel and Tourism Global Impact and Issues 2017.*

HUNTINGTON BEACH VISITOR ECONOMIC IMPACT RESEARCH

TOURISM SUPPORTS
6,078
JOBS IN
HUNTINGTON BEACH
OR 1 IN 17 JOBS

VISITOR SPENDING IN HB
\$578,700,000 A YEAR

AVERAGING

\$1,586,479 A DAY

OR

\$66,061 AN HOUR

TOURISM ACCOUNTS FOR
4.7% OF THE TOTAL
EMPLOYMENT IN THE CITY

THE VISITOR ECONOMY IN HUNTINGTON BEACH
GENERATED **\$17.2 MILLION** IN
LOCAL TAX REVENUES, PROVIDING
\$536 IN ANNUAL TAX
BURDEN RELIEF FOR EACH
HUNTINGTON BEACH HOUSEHOLD

AS AN INDUSTRY, TOURISM IS THE
6TH LARGEST EMPLOYER IN HUNTINGTON BEACH

TOURISM GENERATED BY
TOTAL ECONOMIC IMPACT **\$759 MILLION**

Note: Based on 4.06 million annual non-Orange County resident visitors. Source: *The Economic Impact of Tourism in Huntington Beach, California, Tourism Economics, 2016 Analysis.*

HUNTINGTON BEACH VISITOR VOLUME AND SPENDING

	2012	2013	2014	2015	2016
VISITOR VOLUME (MILLIONS)	3.48M	3.67M	3.84M	3.92M	4.06M
PERCENT OF CHANGE	+2.7	+5.3	+4.8	+1.9	3.7
VISITOR SPENDING (MILLIONS)	\$466.6	\$483.2	\$514.9	\$538.1	\$578.7
PERCENT OF CHANGE	+4.6	+3.5	+6.6	+4.5	7.5

NATIONAL, STATE AND REGIONAL DESTINATION MARKETING PARTNERSHIPS

Visit Huntington Beach engages in a productive partnership relationship with other destination marketing organizations (DMOs) at the national, state and regional level to share research and data, brand strategies, marketing, communications and travel trade co-op promotions and sales missions. In this way, we are able to tremendously extend our limited budget to expand Surf City USA's brand voice, media reach and destination marketing impact across domestic and international markets.



Brand USA

Brand USA is a non-profit, public-private partnership dedicated to increasing inbound international travel to the United States through its marketing campaign, Visit the USA. By attracting more visitors, Brand USA increases U.S. economic growth, spurs job creation, and creates a more positive impression of the United States around the world – at no cost to U.S. taxpayers.

Due in large part to local, state and regional industry advocacy efforts, Brand USA was reauthorized in 2014, extending the program to 2020. To learn more about Brand USA and their promotional campaign, visit their partner portal, thebrandusa.com and their consumer facing website, VisitTheUSA.com. www.thebrandusa.com

UNITED STATES 2017 BY THE NUMBERS



MEGA IMPACTS OF CALIFORNIA'S TOURISM INDUSTRY

- Direct travel-related spending in California totaled \$126.3 billion in 2016
- Direct travel-generated employment neared 1.1 million, a 3.1 percent increase over 2015
- Travel-generated tax revenue topped \$10.3 billion
- Room demand increased by 1.8 percent
- Visitor arrivals on domestic flights increased by 7.2 percent
- \$6 out of \$10 spent at local visitor destinations were attributable to residents of other states and countries
- The GDP of the California travel industry was \$68.6 billion in 2016, which represents about 2.5 percent of the total GDP of the state



Visit California

Visit California is a non-profit organization with a mission to develop and maintain marketing programs – in partnership with the state's travel industry – that keep California top-of-mind as a premier travel destination. According to Visit California, travel and tourism expenditures totaled more than \$126 billion in 2016 in California, supporting jobs for over 1.1 million Californians and generating \$10.3 billion in state and local tax revenues. www.visitcalifornia.com

CALIFORNIA TRAVEL RELATED SPENDING
\$126.3 BILLION

STATE & LOCAL TAX REVENUE
\$10.3 BILLION



Orange County Visitor's Association

As the county's leading advocate for tourism for nearly 20 years, the Orange County Visitors Association (OCVA) is the only visitor organization that promotes all of The OC. VHB is part of this consortium that represents an endlessly appealing region - one that is versatile enough to tap into an enormous regional market of 21 million people. www.visittheoc.com

ORANGE COUNTY 2017 BY THE NUMBERS



Source: The Economic Impact of Tourism in Orange County, California, Tourism Economics, October 2017.

STATE OF THE REGION

Surf City USA



"The United States remains one of the most visited international destinations. But it also faces more challenges: destinations with very large tourism budgets, a stronger US dollar, and a tougher global economy. And that's why it's more important than ever to market the USA. From an economic point of view, travel and tourism makes up 10% of US exports."

Christopher Thompson

President and CEO,
Brand USA

GLOBAL FACTORS IMPACTING TRAVEL

- **Steady Global Economy:** Forecasted 3.8% growth in Travel & Tourism contribution to the U.S. GDP, holding steady after last year's slowest growth year
- **The Rise of Bleisure Travel:** With an anticipated increase of business travel of 4% globally, 2018 will see a rise in the trend of adding vacation time to a business trip, thus increasing time of stay in destination
- **Asia Pacific & Latin America:** Faster growth in these emerging markets as visas became more readily available and competition in the airlines created more options, versus the more mature European and North American markets
- **Resilience:** Despite terrorism and perceived threats to safety, 2016 saw continued growth and stability in the Travel and Tourism sector. Now, more than ever, travel and tourism is vital to sharing cultures, a message of welcome, and creation of stronger global bonds



@micah.fitch



DOMESTIC VISITATION TRENDS AND FORECASTS

▪ **NICHE TRAVEL:** Inbound visitors are increasingly interested in travelling for niche experiences, such as active/adventure, culinary, and wellness travel. These visitors are looking for specific experiences in-destination, such as high-action activities or a focus on health and wellbeing

▪ **MILLENNIALS AND APPS:** Preferring to spend their money on experiences versus spending on items, millennials are a growing group of significance and are mobile centric, evolving the previous booking landscape

▪ **OPTIMISTIC TRAVEL OUTLOOK:** Intent to travel is up 14% from past years, even with political uncertainty. California as a whole is still perceived as a safe and welcoming state

▪ **CONSUMED TECHNOLOGY:** The influence of technology in travel bookings continues to be to be forecasted to rise, especially in how travel apps are evolving and how this digital information is being consumed

Sources: Oxford Economics, The Return on Investment of Brand USA Marketing, May 2016 Visit California, Global Market Profiles US Market 2017



INTERNATIONAL GROWTH OUTLOOK

AUSTRALIA

- California is the #1 destination of long-haul travel for Australians
- Visitation has increased year-over-year since 2009
- Competition in the airline industry creates cheaper plane tickets, which means better access for more Australians to afford travel

CANADA

- U.S. and California in particular expects to see a bounce back from the slower market
- Economy is stabilizing and interest to travel remains strong. There is a 3% growth in visitation expected
- Canadians prefer experiences over items, making them a prime market for our destination

UNITED KINGDOM

- The United Kingdom/Ireland continues as a large source of international visitation
- The pound weakened against the US dollar, and there is uncertainty about how their exit from the European Union will affect their economy
- Though the largest volume growth from Europe is still anticipated to be in the UK and Ireland, continued booking of

International Trips to California in 2016

Annual International Trips to California: 2016 (Volume)

- Mexico: 7,900,000
- Canada: 1,600,000
- China: 1,300,000
- UK: 720,000
- Australia: 635,000
- Japan: 591,000
- South Korea: 489,000
- Germany: 427,000
- France: 448,000
- India: 319,000

Source: Tourism Economics

holidays/experiences shows that the Brits are perhaps more resilient than their European counterparts

CHINA Fastest Growing Market

- Travel visas have become somewhat easier to obtain, thus paving the road for a continued growth in Chinese visitation
- Consumer spending by the Chinese visitor has maintained a 9% growth year after year

MEXICO

- The Mexican traveler's interests are starting to include more niche travel, along with the traditional shopping and theme-park vacations
- Huntington Beach's close proximity to our neighbor down south positions us as a prime destination for the visitors driven by leisure and family/friend visiting

SURF CITY USA LODGING TRENDS SHOW STRONG REVENUE GROWTH

KEY LODGING REPORT TRENDS



SUPPLY: +8.2% IN 2017 AND **+7.1%** IN 2016
DEMAND: +7.1% INCREASE IN 2017 AND **+6%** IN 2016
REVENUES: +12.6% IN 2017 AND **+9.5%** IN 2016

Huntington Beach Lodging Trend Report

FY	AVERAGE DAILY RATE (ADR)	YOY GROWTH	OCCUPANCY PERCENTAGE	YOY GROWTH	REVENUE PER AVAILABLE ROOM*	YOY GROWTH
2014	\$191.45	+5.0%	75.7%	+4.7%	\$144.90	+9.9%
2015	\$206.15	+7.7%	76.3%	+0.8%	\$157.26	+8.5%
2016	\$221.79	+3.3%	77.5%	-1.1%	\$171.89	+2.2%
2017	\$233.20	+5.1%	76.5%	-1%	\$178.94	+4.1%

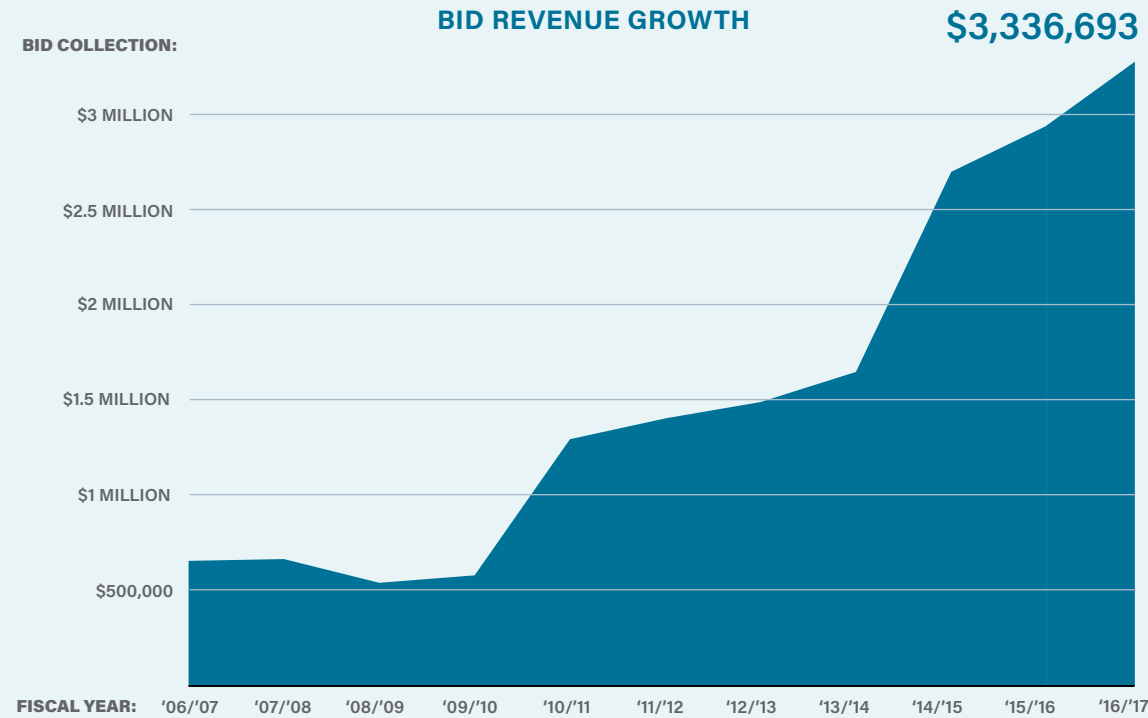
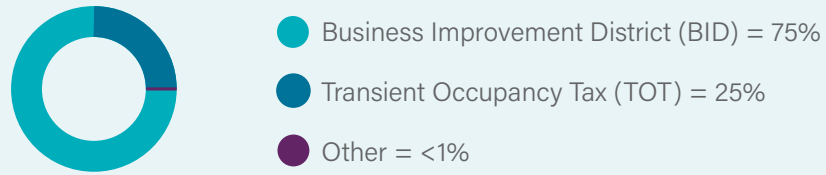
**(RevPAR) | Source: The Smith Travel Report*

VISIT HUNTINGTON BEACH FUNDING

Tourism Business Improvement District (TBID):

Huntington Beach's overnight hotel guests pay an additional 3% assessment fee for each occupied room per night during their stay. The TBID assessment is not a tax, but an assessment, which the 23 local hoteliers place upon themselves (occupied rooms), and is paid by overnight visitors. TBID assessment revenues provide a more dependable, long-term, sustainable revenue source to market Surf City USA globally without any tax burden on local residents.

VHB FUNDING SOURCES



BID assessment from 2006-2010



BID assessment from 2010-2014

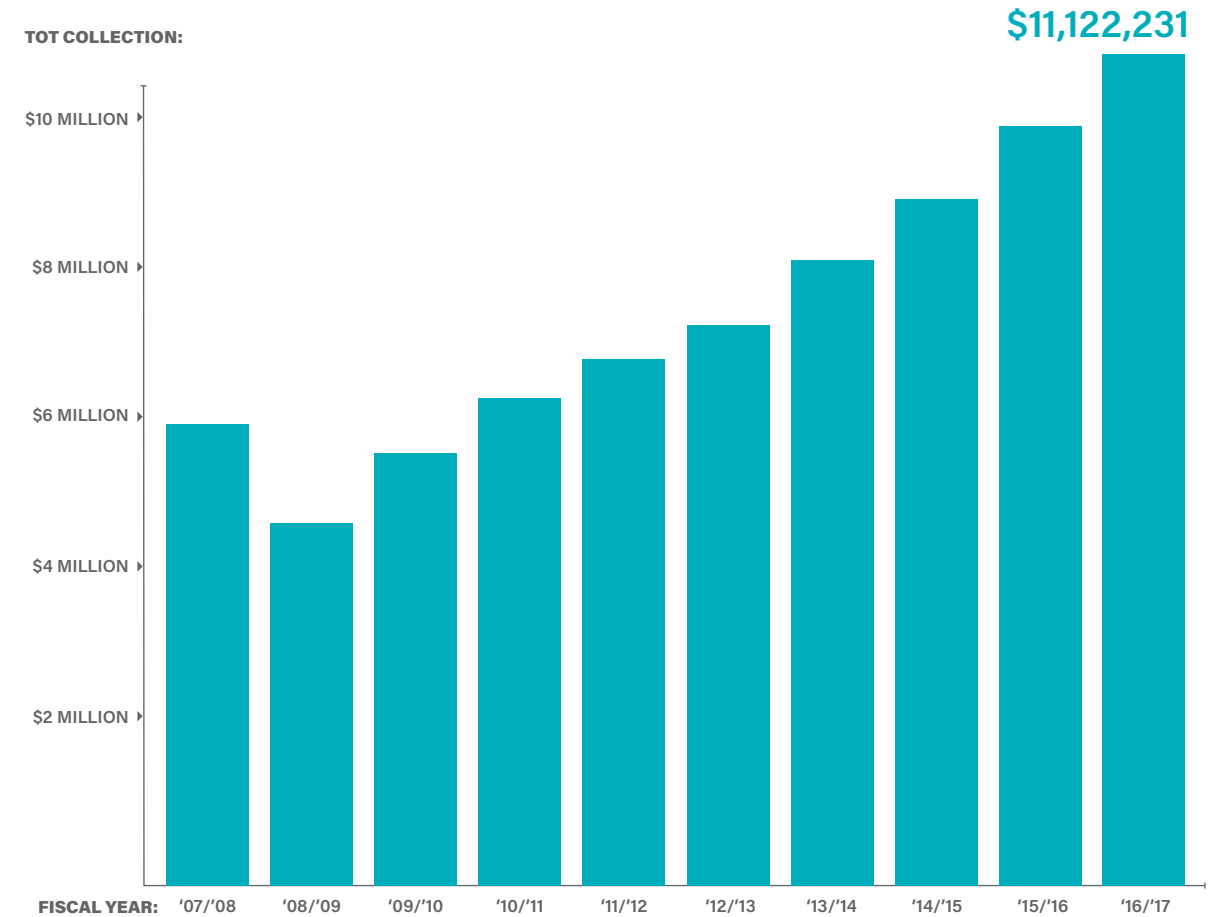


BID assessment starting October 2014

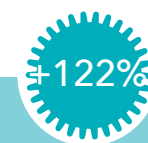
Transient Occupancy Tax (TOT):

Huntington Beach's overnight hotel guests pay a 10% TOT per room per night. The City of Huntington Beach retains 90% of all TOT revenues, while VHB retains 10%. The TOT dedicated to VHB (one-tenth of the total 10% TOT) is used for sales, marketing, visitor services, and related administrative support to ensure estimated TOT revenue estimates are achieved.

TOT REVENUE GROWTH



Increase since 2006-2007



Increase since 2008 financial crisis



Increase since previous year 2015-2016

Source: City of Huntington Beach

FY 2016/17

PERFORMANCE HIGHLIGHTS

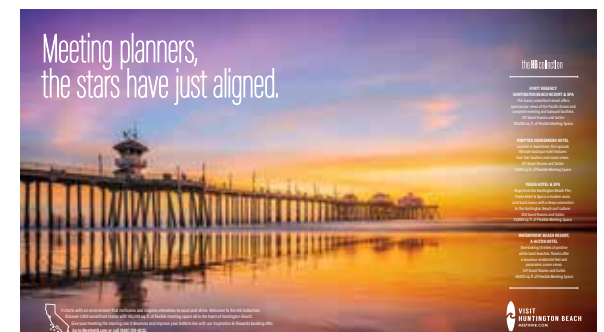
ADVERTISING

Target Marketing

Visit Huntington Beach invested in the production and distribution of digital and print advertising throughout the world to increase brand awareness across the globe.

- Discover America Inspiration Guide
- Sunset Magazine & E-newsletter
- California Visitor Guide
- Brand USA Multi Channel Promotions - Australia and Canada
- OC Business Journal
- Smart Meetings
- Connect Magazine
- Meetings Today
- Pandora
- Digital Campaigns in 8 Key Geo-Targeted Markets

Total Estimated Advertising Impressions:
14,521,000



PUBLIC RELATIONS

What the Media Says about Huntington Beach

"Huntington Beach is special because it's where everything started. Where I learned to surf, where I got my first motivation, where I watched my first ever pro surf contest—it was the first of everything for me."

Kanao Igarashi, interview with Surfline

"No visit to Southern California could be complete without a visit to the beach. Huntington Beach is a great place to visit. The downtown area is a great spot to stroll and eat. Plus, being Surf City USA, it's the perfect spot to try to hang ten with a surf lesson."

Kimberly Tate, Stuffed Suitcase

"Nothing beats driving along the Pacific coast with the top down. There are so many activities to do as a family, from the beach to hiking and everything in between. It's a fantastic choice for a family vacation."

Jaime Damak, Je Suis Une Maman

"Just as with most anything in Huntington Beach, all roads lead back to relaxation."

Channaly Philipp, Epoch Times

"Kids adore Surf City USA. Beach life, bonfires after sunset and boat rides on the Harbour. Plus, proximity to theme parks and local attractions, whale watching and fishing off the pier. What's not to love?"

Lena Almeida, Listen to Lena

TOP RESULTS

VHB HOSTED 36 JOURNALISTS AND 18 INFLUENCERS GENERATING A BARCELONA PRINCIPLE QUALITATIVE SCORE OF 1,277 AND OVER 844 MILLION MEDIA IMPRESSIONS



MEDIA EVENTS AND SHOWS

OCTOBER 2017	VISIT CA CANADA MEDIA MISSION
JANUARY 2018	NEW YORK MEDIA MISSION
FEBRUARY 2018	VISIT CA OUTLOOK FORUM
MARCH 2018	VISIT CA NEW YORK MEDIA RECEPTION
MARCH 2018	UK SALES MISSION
MAY 2018	INTERNATIONAL POW WOW
JUNE 2018	PRSA TRAVEL AND TOURISM CONFERENCE
SEPTEMBER 2018	DENVER MEDIA MISSION



Key Placements



"The Surf's Always Up in Surf City"

Circulation: 79,820

Qualitative Score: 11 points



"The Best Surfing Spots in the World"

Circulation: 810,000

Qualitative Score: 6 points

Traveller

"Huntington Beach, Southern California: From Hollywood to Huntington Beach, SoCal's in easy reach"

Circulation: 1,333,212

Qualitative Score: 9 points



"Your foolproof guide to Surf City USA"

Circulation: 400,000

Qualitative Score: 9 points



"Surf Dog Championships: Canine competitors take to the waves in California for annual competition"

Circulation: 121,314,718

Qualitative Score: 9



"New Developments Heighten the Group Experience In Surf City USA"

Circulation: 35,000

Qualitative Score: 10

**Barcelona Principles qualitative scores range from 1-11 points per article.*

An Inside Look at the Barcelona Principles

The Barcelona Principles are a qualitative way Visit Huntington Beach is conducting its public relations measurement for print, online and broadcast media. These principles outline our performance based on a number scale and factor in the story type, publication, visuals, quotes and mentions. With the ever-expanding media landscape, Visit Huntington Beach wants to demonstrate our efforts in a transparent, reliable framework for holistic measurement and evaluation.

CASE STUDY: Dog 'PAWTY' Influencer FAM

Visit Huntington Beach wanted a fun and unique way to further promote the city as a dog-friendly destination and to amplify the promotion of the annual Surf City Surf Dog competition in September. After hosting a group dog influencer familiarization trip with five 4-legged digital influencers (along with their humans), topline results include a total of **114 social media posts** from all influencers reaching a potential audience of more than **2.5 million**. The following dog social media influencers were in attendance: 3BullDogges, Juliet The Husky, LACorgi, Norman The Pomsy and Popeye The Foodie and participated in an itinerary tailored specifically for the dogs highlighting pet friendly hotels, amenities, restaurants and events.



SOCIAL MEDIA MARKETING






@SurfCityUSA: The OC's Most Instagrammed City

There's a reason why Huntington Beach was named by Time, Inc as one of the Most Instagrammed Summer Vacation Spots in the U.S., and by the OC Register as Orange County's Most Instagrammed City in 2016. The destination's stunning natural beauty and active, engaged visitors and residents love to share Surf City USA's everyday moments of visual inspiration. And here at Visit Huntington Beach, so do we...

Social Media Following

- Facebook Fans: **57,752** / Engagements: **74,443**
- Instagram Followers: **32,917** / Engagements **318,210**
- Twitter Followers: **10,908** / Engagements **60,423**

Follow US

-  **Facebook:** Visit Huntington Beach
-  **Instagram:** @surfcityusa
-  **Twitter:** @hbsurfcityusa
-  **YouTube:** Visit Huntington Beach
-  **Pinterest:** Visit Huntington Beach

MOST LIKED INSTAGRAM PHOTOS



Wispy clouds above our 10 miles of paved oceanfront boardwalk in **#surfcityusa**! Great **#huntingtonbeach** photo from **@meeyak**



Who had a great Sunday in **#huntingtonbeach**?! There's more sun headed our way this week in **#surfcityusa**! Photo by **@eddie_shootz_thingz**



An end to day 6 at the **#vans usopen**! Can't get enough of these **#huntingtonbeach** sunsets. **#surfcityusa** photo by **@ryanlongnecker**

Huntington Beach Testimonials & Quotes

"#ProTip: Take your dogs to the beach on your lunch break and the second half of your day will be a breeze."

Adam Greenbaum

@greenbaumly (Twitter)

"Let me talk about Huntington Beach — I grew up there so I know it pretty well. H.B. is like the center of the known surfing universe. It is the place where the pebble falls and all the little waves go out into the surfing world from there. It does not have the best surf in America, but it probably has the most consistent. Also, it has the most hard-core rip-and-tear line up of locals anywhere... it is as "surf town" as you are gonna get."

Corky Carroll

(OC Register article)

"I love Huntington Beach, I have never been to a place more alive. I lived in Lakewood for 25 years and spent all of my free time in Huntington Beach - surfing, skateboarding, people-watching, etc. I love feeling alive and they make you feel that way."

Dann Roche

(Facebook)

National Travel and Tourism Week

Visit HB staff started a "Helpful HB" event during National Tourism Week to surprise and delight visitors with special goodies while on the beach in Surf City USA. It was a big hit with our guests!



DIGITAL MARKETING

LAUNCH OF VHB'S RESPONSIVE WEBSITE, SURFCITYUSA.COM

THE RESULTS SPEAK FOR THEMSELVES:

- SESSIONS: 951,047** AND **31%** INCREASE YoY
- UNIQUE USERS: 723,163** AND **23%** INCREASE YoY
- PAGE VIEWS: 1,907,265** AND **21%** INCREASE YoY
- LISTING CLICKS: 121,939** AND **35%** INCREASE YoY



Desktop website sessions:
269,362
6% increase YoY

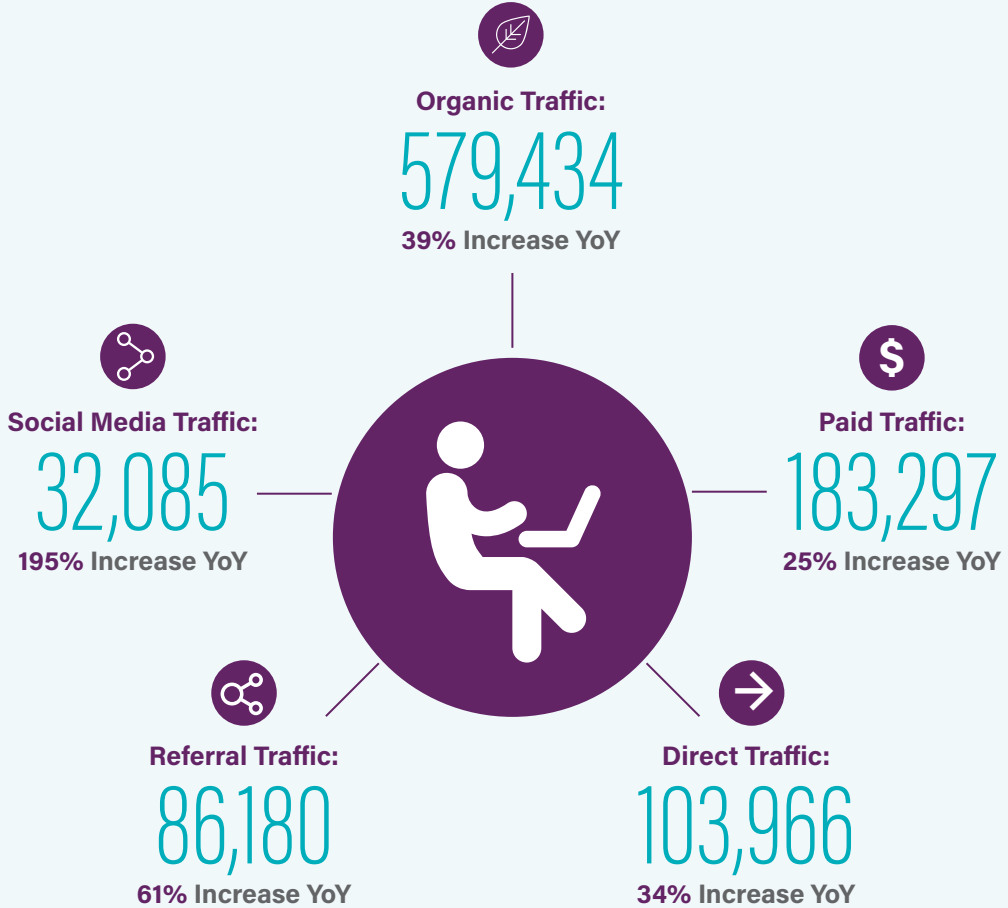


Mobile website sessions:
537,579
44% increase YoY



Tablet website sessions:
117,115
60% increase YoY

HOW WE DRIVE VISITORS TO THE WEBSITE



TRAVEL TRADE

Nearly 1 in 7 visitors to Surf City USA are international travelers. As Huntington Beach develops new experiences and hotel options, along with refreshing existing product, the destination has advanced its global appeal. The international visitor typically stays longer and spends more, thus establishing the international market as an important target for Huntington Beach.

TRAVEL TRADE SHOWS

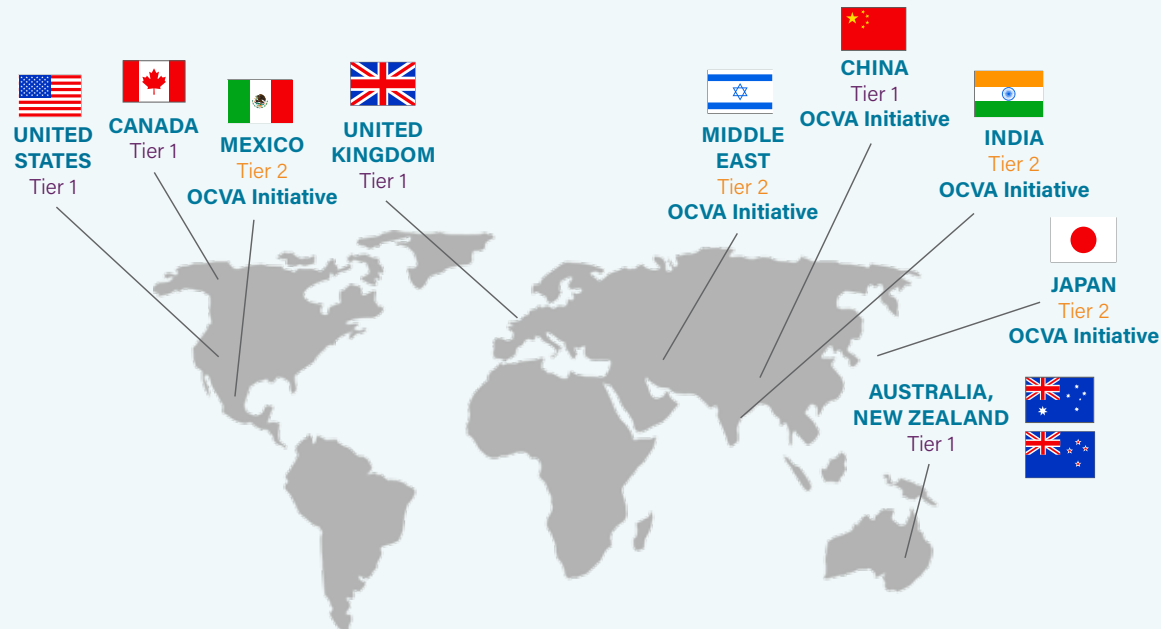
Staff held 100 sales appointments with key tour operators, wholesalers, and receptives at domestic and international trade shows, sales missions, and events, including IPW, GoWest Summit, and the inaugural Visit Huntington Beach UK Sales Mission.

- **FAMS/ Agents Trained: 20 FAMS** from Australia, The U.K./Ireland, The Middle East, Japan, Germany/**193 Agents Trained**



Markets

- **Tier 1 Markets:** Australia, The U.K./Ireland, China, Canada
- **Tier 2 Markets:** Germany/Austria/Sweden, Mexico, The Middle East, Japan, Brazil



CASE STUDY: UK Sales Mission

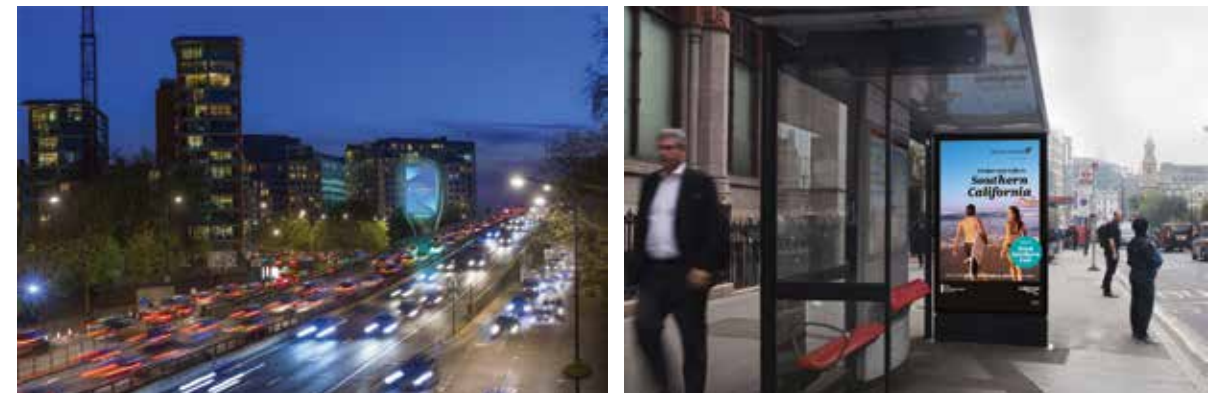
In April 2017, President & CEO Kelly Miller, Chief Marketing Officer Susan Thomas and Film & Travel Trade Manager Sophia Valdivia embarked on a weeklong sales mission throughout the United Kingdom and Ireland. Beginning in Dublin, the VHB team held a media luncheon for key publications, followed by meetings and agent trainings with the major tour operators from Ireland.

When the team arrived in London, Susan and Kelly attended scheduled meetings with renowned UK-based writers and publications while Sophia met with top wholesalers, receptives, tour operators and travel trade managers for one-on-one appointments. In order to bring a slice of Surf City USA to London, Visit Huntington Beach hosted an experiential event in London, bringing together 75 key travel trade buyers and 25 VIP media members to experience Huntington Beach through taco stands, surf lessons, a live street artist and a complete replicated skate shop. This sales mission not only showed Huntington Beach's commitment to this top-tier international market, but also spread brand awareness for those unfamiliar with the destination.

Visit Huntington Beach has already experienced a direct ROI from this mission. In October of 2017, Visit California and Air New Zealand partnered to run a joint out of home campaign in the streets of London. The high profile campaign highlighted Air New Zealand's direct flights into LAX and promoted three Southern California destinations: Los Angeles, Palm Springs, and Huntington Beach.

CAMPAIGN RESULTS

15.3 MILLION CAMPAIGN IMPRESSIONS, **173** ROOM NIGHTS BOOKED IN HUNTINGTON BEACH INCREASED **37% YOY**. AVERAGE STAY WAS **2.5** (18.4% INCREASE YOY), GROSS BOOKING AMOUNT **\$41,013** (29.9% INCREASE YOY).



FILM

Filming

The word is out that Huntington Beach is **film-friendly**, and commercial film productions are taking advantage of this! Because of a welcoming, can-do attitude from the City, its DMO, and all major parties involved, Huntington Beach attracts many major television crews to come out of the thirty-mile-zone and utilize Surf City USA's cost-friendly pricing, willingness for filming, and hands-on help from the staff at both Visit Huntington Beach and the City of Huntington Beach. Recognizable shows include 'Lucifer', 'Curb Your Enthusiasm', and National Geographic.

LOOKBOOK LOCATIONS

- AES Power Plant
 - Huntington Beach Pier
 - Huntington State Beach
 - Bolsa Chica State Beach
 - Dog Beach
 - Downtown/5th and PCH
 - Pacific City
- and more...

OF PERMITS: 124

With the loss of an episodic television show shooting regularly in HB due to network cancellation, the total number of permits decreased from last year. However, the scope of work involved with these shoots has increased, as now Huntington Beach is attracting major productions that require the Fire, Marine Safety and Police Department coordination, resulting in direct economic impact to the City of Huntington Beach as well as the local hotels and businesses.



CASE STUDY: In August 2017, Chief Marketing Officer Susan Thomas and Film & Travel Trade Manager Sophia Valdivia embarked on a Los Angeles production house tour. This two-day mission featured appointments with different production houses, including The Ellen Show, HBO's Vice President of West Coast Production, The Jimmy Kimmel Show, and more. These meetings increased awareness of Huntington Beach's film-friendliness and the wide variety of film locations available. The team also pitched Surf City USA as a potential "character" for various shows.

DESTINATION SALES 2016/2017

GROUP SALES PRODUCTION NUMBERS FOR 2016/2017 FISCAL YEAR END:

LEADS: 491

LEAD ROOM NIGHTS: 274,320

TOTAL GROUP/PROGRAM BOOKINGS: 54

SITE INSPECTIONS: 58

ECONOMIC IMPACT: \$23.5M

54 BOOKED MEETING PROGRAMS REPRESENTING **20,020**

BOOKED ROOM NIGHTS AS A DIRECT RESULT OF VHB SALES EFFORTS.



CASE STUDY: Ultimate Frisbee competition comes to Huntington Beach

As a result of the group sales department efforts, Huntington Beach had been chosen as the new home of "Lei-Out" – the Ultimate Frisbee annual competition. The group has previously been in a northern beach destination for the past 16 years, but after a call from event organizers, the VHB team worked with local stakeholders to craft a win-win scenario in Huntington Beach. The result was securing an annual competition over Martin Luther King Jr. holiday weekend in January each year, with the first occurring in January 2018. The event has over 4,000 attendees, and converges onto Huntington Beach for 3 days of competition, special events and dining experiences throughout the city. The event competition will utilize both the Huntington Beach state and city beaches. The economic impact from the event is expected to be \$2.8 million in the first year.

VISITOR AND PARTNER SERVICES

The VHB Visitor Services program provides information and support to visitors and residents in downtown Huntington Beach and at special events throughout the city 365 days a year.

VHB launched its Special Event Visitor Information Booth service at the Surf City USA Marathon. Staffed by trained Visitor Services employees and volunteers, the booth is provided free of charge to special events in Huntington Beach to provide visitor information to its attendees. 2017 events included the Surf City 10, Cherry Blossom Festival, Taste of Huntington Beach, AVP, Surf City Surf Dog, and the Breitling Huntington Beach Airshow.

Face-to-Face Support Programs

- Visitor Information Kiosk
- Welcome Center at the HB International Surfing Museum
- Visit Huntington Beach Office
- Daytime Ambassadors
- Nighttime Ambassadors
- Special Event Visitor Information Booth

Most Requested Information


(October 1, 2016 – September 30, 2017)

- Directions – 7,501
- Visitor Map – 6,721
- Beach Information – 6,337
- Restrooms – 5,033
- Event information – 4,637
- Walking Tours – 3,230
- Visitor Guide – 3,003
- Dining – 2,244
- Question – 1,963



52,062

guests assisted
at the visitor
information
Kiosk



The Visitor Information Kiosk

at the Huntington Beach Pier helped 52,062 guests in FY 17-18, an increase of 14% from the previous year.

VISITOR AND PARTNER SERVICES

Surf City USA Shuttle

The Surf City USA Shuttle launched the Coastal Loop along Pacific Coast Highway and the City Loop from Downtown HB to Bella Terra this year. Partially funded by an OCTA grant, with support from the City of Huntington Beach and Visit Huntington Beach, this public-private partnership transported roughly 2,000 passengers daily from May 2017 to September 2017 throughout Huntington Beach. The program also featured two special event shuttles during the 4th of July and US Open weekends, carrying over 4,600 visitors and residents to events at the beach.



Partner Info Meetings

VHB holds monthly hour-long Partner Information Meetings, where partners and VHB staff have the opportunity learn more about each other in order to improve marketing efforts from both parties. This year, VHB held 10 meetings with 38 partners in attendance from the Huntington Beach community.

"The Partner Information meetings are a fantastic way to meet the Visit HB team, and learn great new ways to market your business. The visit HB team consists of quality individuals who work hard to make Surf City USA the premier tourist destination. If you are a tourism-related business, you will want to go to the next Partner meeting!"

Donna and Doug Misterly
(Prince Charters, Huntington Harbour)




Complimentary Partner Listings on SurfCityUSA.com

- NUMBER OF LISTINGS: 710
- LISTING VIEWS: 142,601
- CLICK THRU: 121,939
- RESERVATION CLICKS: 11,627

PUBLICATIONS

In 2017, VHB expanded its Visitor Guide and Visitor Map distribution to better align with its target markets.



- Airports:** John Wayne, LAX, Oakland, Ontario, Phoenix-Mesa, Portland, San Jose, Sonoma County, Seattle-Tacoma, San Diego, Tijuana, Vancouver
- Ferries:** Vancouver, Canada and Seattle, Washington
- Corporate locations:** throughout Dallas, Houston, Long Beach/LA, Phoenix, Portland, and San Jose
- CA Welcome Centers:** in Barstow, Buena Park, Oceanside, Ontario, Oxnard, San Francisco, Santa Rosa, Yucca Valley
- Anaheim Gardenwalk:** Tourist Information Center

Distribution Numbers:

- VISITOR GUIDE: 90,000
- VISITOR MAP: 120,000
- SUNSET BEACH HISTORICAL WALKING TOUR MAPS: 1,206
- HISTORICAL DOWNTOWN WALKING TOUR MAPS: 2,024



VISIT HUNTINGTON BEACH STRATEGIC PLAN HIGHLIGHTS:

VHB's Board of Directors and staff met in a strategic planning retreat and a series of follow-up sessions during the summer of 2017 to develop a three-year strategic plan for the DMO. A survey of partners and local stakeholders was also completed in advance of the retreat with results providing valuable input to the board and into the plan.

As a result, VHB will focus particular attention to achieving the following critical priorities to advance its vision and strategic goals:

Strategic Priorities for FY 2017-20 by VHB Board Vote at 2017 Retreat

- Stable, Sustainable Revenue Streams – 17 votes
- Tourism Advocacy, Outreach and Education – 14 votes
- Alignment of Destination Marketing Strategy – 12 votes
- Collaboration to Address Community Issues – 11 votes
- Continued Product Development – 10 votes
- Maximizing Advancing Technology – 10 votes

Major Strategic Priorities for FY 17-18

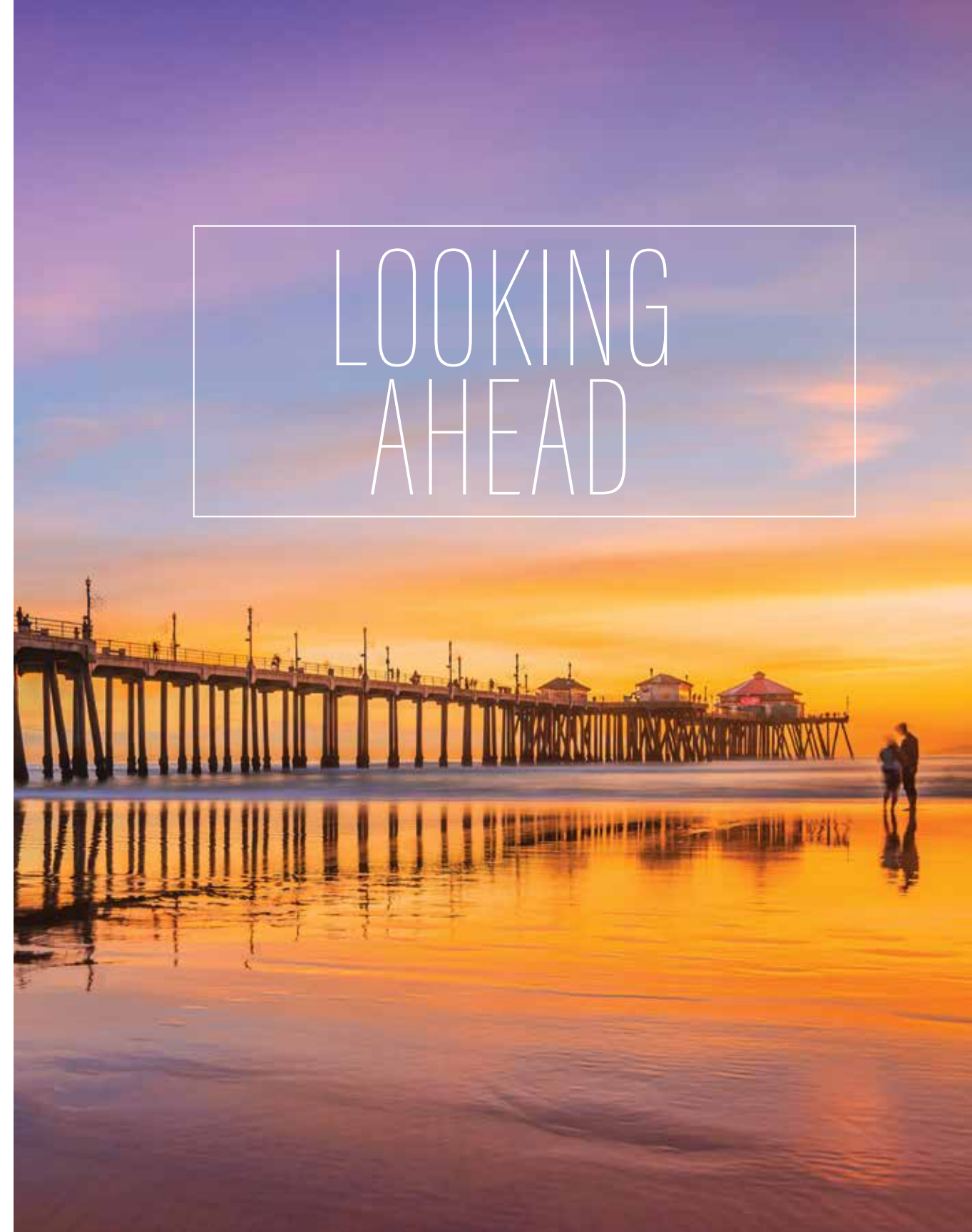
- Focus on securing the successful renewal of its TBID contract in 2019, for 5-10 years
- Align brand to experiential pillars, and through cooperative efforts with stakeholders and partners
- Utilize POET (paid, owned, earned, trade) media strategic programming and promotions to penetrate key regional, national and international target markets
- Produce a three-pronged strategy of digital communications, earned media and face-to-face educational efforts to support how "tourism builds community" with stakeholders and the community
- Embrace a thorough understanding of target travel consumer behavior through data-based research and analysis, utilizing this business intelligence to drive effectiveness and innovation in content, channels, programs, and ongoing metrics measurement
- Increase Group sales through the marketing and direct sales of the HB Collection to target group markets



Major Strategic Priorities for FY 17-18

- Entice visitors to stay longer and spend more throughout the year by marketing the diversity of experiences, attractions and events that resonate authentically with high value travelers
- Support the City's Office of Business Development to drive destination products that will increase overnight and visitor expenditures
- Gather and present data on illegal vacation rentals, including actions of other jurisdictions, to help the City frame this issue (pros and cons), and develop a plan of action
- Execute key Wayfinding signage system action steps: complete MOU with City of HB, hire contractor, and finish Phase One of installation. Initiate planning for Phase Two
- Identify, prioritize and commence funding of future community product development projects that are eligible for Destination Product Development (DPD) fund investment
- Create a task force to develop a structure and criteria for an assistance program, including budget definition, resource parameters, partner requirements and measurement criteria

The more detailed three-year strategic plan is available online at:
<https://www.surfcityusa.com/partner/destination-planning-and-research/>



LOOKING
AHEAD

TOP TRAVEL MARKETING TRENDS IN 2018

1. Video Streaming + Social = Strategic Sweet Spot

It's no surprise that video continues to dominate social. Expect to see a continued shift towards video content and in particular, live video. Video streaming was 75% of all internet traffic in 2017 and there are no signs showing things will slow down. Studies found viewers watch live streams 3x longer than prerecorded video. Facebook, Twitter, Instagram and Snapchat will double down on live videos by improving feed quality and adding more interactive features. Broadcast streaming and social media combined strategies cut through media fragmentation to give brands real marketing power.

2. Mobile Video, the Gold Standard

Mobile video ad spend will grow 49% to roughly \$18 billion in 2018, reports Recode, while non-mobile video ad spend is expected to fall 1.5% to \$15 billion. You can expect to see a decline of video

consumption on laptops and computers for the first time — while video views on phones and tablets is expected to grow by 25%. The average viewer is expected to watch 36 minutes of online video per day on a mobile device, as opposed to half as much — roughly 19 minutes — on a computer.

3. Growth Hacking

Also known as growth driven tactics, these are marketing processes specifically targeted for increasing growth in revenue. SEO

is the still one of the best growth hacking strategies simply because digital marketers are getting more traction from people who are already inquiring about their product or service.

4. Voice Search & Artificial Intelligence (AI)

AI is expected to make a huge impact on how we market to consumers, and the first big wave will be in Voice Search. Users can expect highly-customized content



delivery, automated based on persona and lifestyle. Starting an AI strategy can be costly and require specific skill that are often hard to come by, so a clear road map that integrates with existing channels and content is essential. Salesforce points out that marketers anticipate AI use will grow by 53% over the next two years.

5. Explainer Videos Work

Explainer videos are short, uncomplicated videos that explain the company's product or service. They pack a big punch when it comes to driving results. The visual elements in an explainer video help viewers understand more about what's explained with only a



few short sentences. On websites where an explainer video is present, viewers are 4x more likely (wirebuzz.com) to watch the video than to read text on the page.

6. Chat Bots Dominate

We'll continue to see a sharp rise in companies integrating chatbots as a valuable communication asset that helps drive marketing strategy and improve customer support. In fact, it is estimated that 85% of interactions will be with chatbots by 2020, according to Gartner. Use of chat apps has actually surpassed the use of social media.

7. Want Your Content to Go Viral?

When you hear viral, you think cute cat cuddling with a newborn. When doctors hear viral, they think

of a disease. When marketers hear viral, they see brand awareness and dollar signs. Everyone wants to have their content go viral. Marketing teams are doing everything they can to develop and procure viral-worthy content that leads to revenue. However, creating content that has potential to go viral is very challenging and needs to be authentic and relatable, often mixed with humor.

8. Geofence for Local Engagement

For many, their mobile devices are becoming one with their bodies. Wherever we go, the device goes. On average, users trigger 75 separate mobile sessions per day. Marketers use geofencing technology to collect information about and target their customers as they enter, leave or stay in specific



Increase in travel pricing:

Good news for the hospitality industry; due to the strength in global economy, The 2018 Global Travel Forecast indicated airfares will increase by 3.5%, hotel prices will increase by 3.7% and ground transportation to rise by .6%.

(Hotelgix, October 6, 2017).

areas, also known as geofences. Geofences are specific areas that prompt mobile notifications on a when a customer is active in a certain area. During those key moments, marketers send promotional messages offering promotions to users. Geofencing is an excellent way to engage with your customers who are on the go in a more contextual way.

9. Rise of Micro Influencers

Think of micro-influencers as digital influencers with a total audience size of between 1,000 and 100,000 followers. Surprised with the audience size? There's data to support it: Micro influencers are 4x more likely to get a comment on a post than are macro-influencers (who usually have ~10 million followers). They have the loyal followings that share their

passion and a staggering 90% of consumers trust peer recommendations while only 33% trust ads. With more than 32% of internet users enabling ad blockers in 2017, it's increasingly harder to reach users and micro influencers can bridge that gap moving into 2018.

10. Owned Channels & Brand Blogs

Increasingly, DMOs are taking control of their content via owned channels. Topics like engaging customer stories, featured guest posts and local experiences allow marketers to cultivate their brand and connect with customers while having the interactions take place on their own website.

Source: Huffington Post, Ro Parry and Forbes, Laura Parker



@ryanlongnecker

Hottest New Trends in Travel in 2018

- 1. Experience over ownership:** travel experiences, and storytelling about it through postings, matter more.
- 2. Healing vacations:** Wellness has become a mainstay in travel.
- 3. River cruises:** Millennials are a new target.
- 4. Vintage train trips:** The nostalgia of the past with the allure of luxury service.
- 5. Transformation travel:** People want to come back informed, enlightened and changed after their vacations, especially immersive travel experiences.
- 6. Simplicity in travel:** Consumers are overwhelmed with apps, blogs, reviews, social media. Travel advisors become more like matchmakers, cutting through the clutter to pair people with experiences.
- 7. Small is big, and family-owned properties:** Plus, extended stay "sojourns" for the baby-boomer generation in apartments.
- 8. Alliance between hotels and home sharing companies:** Integrated lodging products broaden brand and OTA offerings
- 9. Help with the kids:** Multi-gen traveling families targeted with new services like airlines offering onboard "sky nannies."
- 10. Big showers, small tubs:** Bath tubs are in decline overall in hotels, giving way to larger showers, including those built for two.

Source: Travel and Leisure, Mark Orwol, US News & World Report/ Travel, Gwen Pratesi and National Geographic Traveler, Annie Fitzsimmons.

VISIT HUNTINGTON BEACH DESTINATION BRANDING

Surf City USA's Brand Position:



Huntington Beach: forever summer, flawless weather, non-stop waves, perfect for surfing or just watching, surrounded by an active community of life enthusiasts. Luxurious? Absolutely, yet we're proud of our unhurried, laid back, and welcoming culture. For those seeking the quintessential California experience, we invite you to the hub and soul of Southern California - Surf City USA.



@larsoncraig

FY 2017/18

STRATEGIC GOALS

VISIT HUNTINGTON BEACH STRATEGIC GOALS:

DRIVE GROWTH THROUGH SURF CITY USA DESTINATION BRAND DEMAND

Benchmark consumer brand perceptions and competitively position Surf City USA as a preferred travel destination.

REACH VISITORS THAT ALIGN WITH SURF CITY USA BRAND & PRODUCTS

Apply market intelligence and “big data” to develop a deep understanding of the travel aspirations, motivations, behaviors, and experiences of all target travel segments for Huntington Beach. Prioritize reaching high value visitors in all sales and marketing programs.

BRING THE SURF CITY USA BRAND TO LIFE.

Tell the Surf City USA story in emotionally connective, aspirational and compelling ways.

Key Destination Experiential Pillars



← **Laid-Back Luxury:** Crave authentic travel experiences, and seek HB's new resort, retail, restaurant, spa, and lifestyle offerings, as well as its relaxed, easy-going charm and local culture.



↑ **Action Sports Enthusiasts:** Surf City USA is ideal for more adventurous travelers who like surfing, skateboarding, bicycling, SUP, BMX and more. This segment also strongly values our beach town roots, action sports retail and culture.



↑ **Multi-Gen Families:** Love HB's quintessential southern California beach destination vibe and diversity of experiences for every generation of travelers. Being the closest beach to Disneyland and other big entertainment attractions is also a plus.

Marketing Research & Branding

OBJECTIVE: Benchmark the full spectrum of visitor segments that contribute to Huntington beach's travel and tourism economic, cultural, and environmental impact.

STRATEGY: Conduct a comprehensive Visitor Segmentation Profile and Economic Impact Intercept Study during each quarter of 2018, with seasonal analysis and a cumulative summary impact report. Include overnight visitors staying at HB hotels, RV Parks, short term vacation rentals, second homes, visiting friends & relatives (VFR), and day visitors.

OBJECTIVE: Benchmark local Huntington beach resident attitudes toward the local travel and tourism industry, and their purchasing behavior and preferences that impact the areas of the City with concentrations of visitors.

STRATEGY: Conduct a comprehensive Resident Attitudes Toward Tourism Intercept Study at the same time that the visitor study is being conducted at key visitor locations throughout the City in winter, spring, summer and fall of 2018, with a cumulative summary report at the end of 2018.

OBJECTIVE: Invest in research that provides a deeper understanding of the travel motivations, purchasing behavior, competitive analysis, product preferences and conversion behaviors for Surf City USA's highest value visitors.

STRATEGY: In addition to the Visitor Segmentation Study, invest in STR Lodging Reporting for Huntington Beach hotel and our competitive set, google analytics, Adara reporting of conversions and air/hotel bookings from our paid and owned media campaigns, and report through our new Simpleview dashboard reporting system. Plan to execute a website ROI study toward the end of calendar 2018.

OBJECTIVE: Evaluate results of our POETS (paid, owned, earned, travel trade, and specialty market media) campaigns through reporting by our ad agency The Atkins Group, domestic and international PR and travel trade representation firms of DCI, Gate 7 and Black Diamond as well as OCVA rep firms, Net Conversion, Simpleview, google analytics and Adara analysis.

STRATEGY: As budget is available this FY, we will start work on a comprehensive conversion study in late 2018.

OBJECTIVE: Measure the current economic impact of the US Open of Surfing, Huntington beach's largest signature event.

STRATEGY: Deploy an RFP and conduct an intercept economic impact study of the US Open of Surfing event over the event dates in summer 2018, with release of the study in the fall.

OBJECTIVE: Support an immersive brand culture in all aspects of the destination experience for visitors.

STRATEGY: In collaboration with local visitor-serving businesses and the HB community, build a growing awareness of and sense of pride in our welcoming attitude and services for visitors through the “Surf City USA Welcomes You to Dream & Do” campaign. Include visitor-facing and partner/local business-facing tactics in building brand awareness and support for this brand theme.

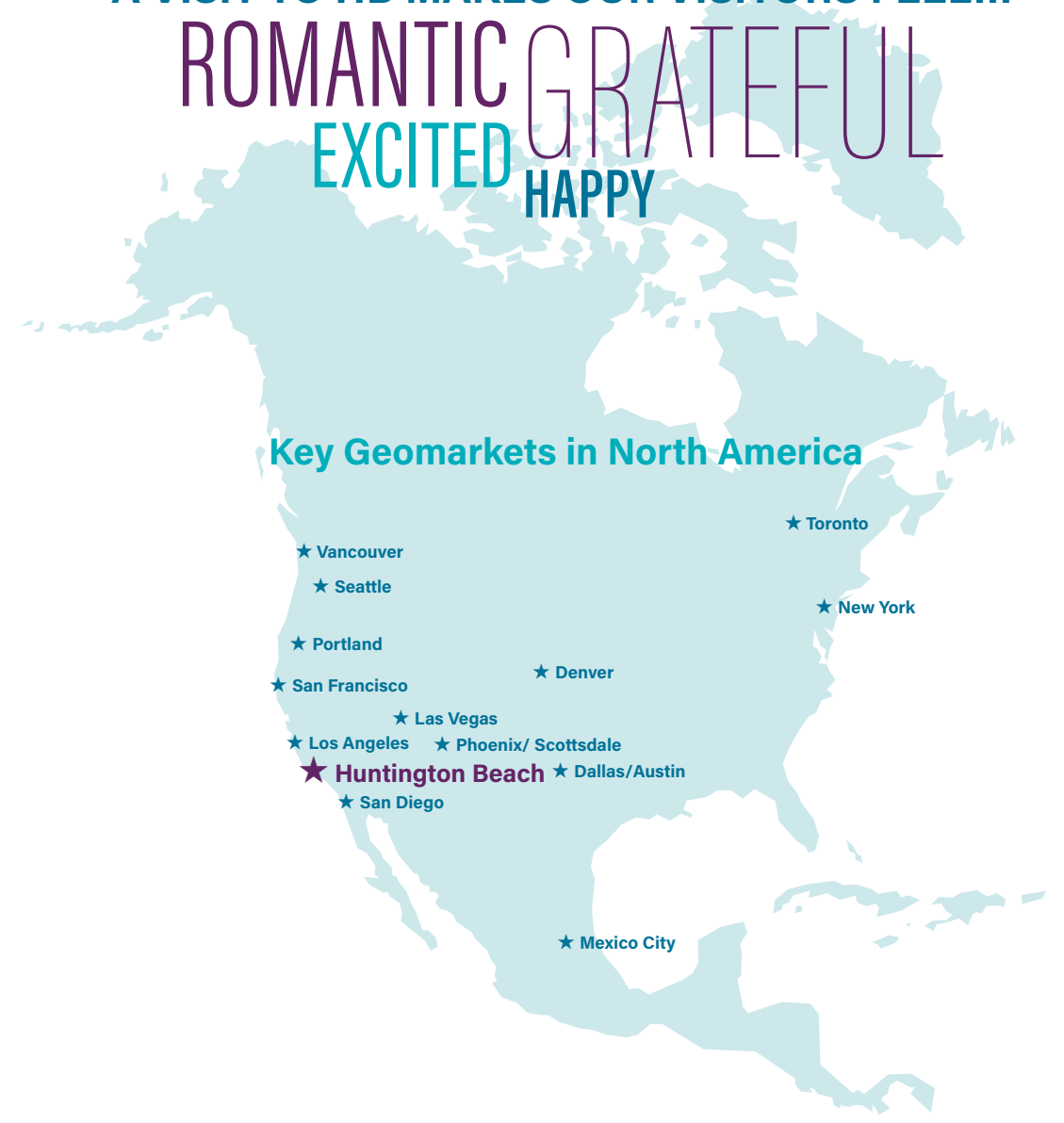
OBJECTIVE: Consistently report the industry’s and DMO’s results to local partners, stakeholders and the travel trade industry.

STRATEGY: Complete these advocacy and reporting initiatives:

- Deploy monthly online dashboard reporting system managed through Simpleview by our digital marketing team
- Deeper dive Board Meeting results presentations by each VHB department/ staff on a rotational basis throughout the year, as well as with Marketing and Sales Task Force
- Periodic updates on partner portal and FAQ section within SurfCityUSA.com
- Deploy press release(s) to local, regional and travel trade association media with HB’s economic impact data, as well as DMO awards resulting from high impact programs
- Annual Tourism Builds Community themed event that reports Tourism Economic Impact data locally
- Distribution of “infographic” via print and online to local stakeholders, partners, business groups, and at local events
- Deploy at least 3 e-newsletters to local partners and stakeholders focused on DMO results reporting
- Production and presentation of “sizzle reel” with annual VHB deliverables highlights at end of fiscal year
- Visitor Services conducts partner training session on the partner portal



HAPPY
RELAXED **EXCITED**
REjuvenATED
A VISIT TO HB MAKES OUR VISITORS FEEL...
ROMANTIC **GRATEFUL**
EXCITED **HAPPY**



STRATEGIC FRAMEWORK

Visit Huntington Beach is committed to evolving as a destination marketing and development company. Our core work is and will always be focused on destination marketing, sales, and visitor services, designed to fuel inspiration, desire and preference for the Huntington Beach, Surf City USA brand globally. Increasingly, we are engaged and allocate dedicated resources to our goals to become a destination product development leader in California and the entire U.S. These efforts involve critical partnerships with the City of Huntington Beach, travel and tourism as well as the larger spectrum of private sector businesses in the city and region, event holders and non-profit attractions, and regional, state and national DMOs.

Programs like our wayfinder signage system planning and development initiative, Surf City USA Shuttle program with the City of HB, daytime and nighttime Ambassador programs with the downtown business improvement district, and alliances with signature events and attractions are important ways that VHB is fulfilling its mission to enhance the quality of life for residents and improve the visitor experience, while continuing to market and sell the brand worldwide.

Visit Huntington Beach will utilize POETS (Paid, owned, earned, trade, specialty) media strategic programming and promotions to penetrate key regional, national and international target markets.

LIVE VIDEO WAYFINDING **FAMS** HB COLLECTION
 BRANDING CUSTOMER FACING PUBLIC RELATIONS VISITOR KIOSK
SURFCITYUSA.COM
 ENGAGEMENT PLANNING **AMBASSADORS** STORYTELLING INTERNATIONAL **FILM**
 VISITORS GUIDE **MOBILE** SOCIAL MEDIA
 MEETINGS **CORPORATE BIG BOARD** TRADE SHOWS STRATEGIC

VISIT HUNTINGTON BEACH FY18 Destination Marketing Plan: Advertising

Our targeted media placement will result in a reach of over 16 million impressions.

OBJECTIVE: Continue the Surf City USA targeted, leisure advertising campaign to increase awareness of Huntington Beach as a high-end leisure destination and to encourage overnight stays.

STRATEGY: Reach target audiences with specific brand messaging relative to the Huntington Beach experiential pillars: Laidback Luxury Traveler, Multi-Generational Families, Active Lifestyle Enthusiasts.

STRATEGY: Utilize an integrated media mix approach, including print, high impact digital advertising and video that reaches the target audiences throughout their travel decision-making process and drives engagement with Huntington Beach content.

STRATEGY: Raise awareness of Huntington Beach with international audiences through targeted cooperative partnerships.

STRATEGY: Secure placement in targeted media channels to share Surf City USA branding and strategic campaign messaging. See Media Plan Flowchart on page 52.

OBJECTIVE: Promote Huntington Beach as a premier meetings and groups destination and encourage group bookings through the HB Collection and general meetings advertising campaigns.



@jojo_hb_ca

STRATEGY: Reach target audiences through advertising with specific brand messaging relative to targeted meetings markets: Corporate and Incentive Meetings Planners.

STRATEGY: Negotiate a cooperative meetings specific multi-channel, integrated media partnership that includes online, eblast, print and event opportunities to build awareness of the Huntington Beach meetings product, destination amenities, proximity to airports and area attractions, and overall footprint of the HB Collection.

STRATEGY: Secure placement in the following media channels to share HB Collection branding and strategic meetings campaign messaging. See Media Plan Flowchart on following spread.

OBJECTIVE: Build on the momentum of the brand campaign launch and extend the creative messaging across all Surf City USA marketing efforts.

STRATEGY: Extend the brand campaign creative look, feel and messaging into various collateral materials, tradeshow booth designs and map illustration projects.

STRATEGY: Explore opportunities for more experience based ad units with Facebook, Google content and other native advertising efforts.

STRATEGY: Through primary reporting methods and research, evaluate and review collective campaign performance on an ongoing basis so that course corrections, adjustments and enhancements can be made to make campaign efforts stronger. This includes fine-tuning timing, flighting, audience and geographic targeting priorities and creative messaging.



@larsoncraig

OBJECTIVE: Improve overall paid (Search Engine Marketing) traffic with a 10% increase. Increase conversion rate to 8.1% a 1% increase YoY. Build awareness and generate interest with qualified consumers. Cultivate interest fueled by awareness efforts to produce incremental website visits and conversions.

STRATEGY: Increase website traffic from qualified users to drive more transactional link-outs to partners.

STRATEGY: Provide in-stream video ads to qualified in-market audiences and email match users.

STRATEGY: Serve display banners targeting in-market audiences.

STRATEGY: Serve display banners and responsive ads to past visitors who haven't converted.

STRATEGY: Serve Text ads to consumers interested in activities and services in Huntington Beach.

OBJECTIVE: Create a Facebook advertising campaign that drives traffic to the website.

STRATEGY: Curate content that is engaging, targets key markets and an audience that aligns with our brand pillars.



@larsoncraig

Social Media Marketing

OBJECTIVE: Publish seven blog posts per month that highlight and inform readers of Surf City USA events, experiences and partners.

STRATEGY: Employ local bloggers that are familiar with our key messages such as dining, entertainment, attractions and events.

STRATEGY: Develop and manage a blog content calendar that aligns with our current campaigns and strategies.

STRATEGY: Expand blog readership by posting daily content across all social media channels.

OBJECTIVE: Increase Facebook engagement from 107,900 by 8% YOY to 117,000, Twitter engagements from 60,600 by 8% YOY to 66,000 and Instagram engagement from 219,100 by 8% YOY to 237,000.

STRATEGY: Reach 61,000 Facebook followers, 12,000 Twitter followers and 37,000 Instagram followers.

STRATEGY: Build a strong social media following by publishing unique content and interacting with our target audience through Crowdriff as well as each platform.

OBJECTIVE: Boost social media referrals to the website by eight percent.

STRATEGY: Post listings, events and blog content on our social channels linking to our website.



Digital Marketing

OBJECTIVE: Increase user sessions from 955,193 to 1,003,000 a 5% increase, while increasing unique users from 727,786 to 764,500 a 5% increase.

STRATEGY: Promote refreshed website pages that have been updated with engaging content and assets.

STRATEGY: Increase production of targeted blog posts curated based on Google Analytic data about most common website visitors.

OBJECTIVE: Improve organic traffic to 637,400 a 10% increase.

STRATEGY: Utilize Google Analytic data to curate content tailored towards website visitors interest and demographics.

STRATEGY: Improve website pages by refreshing content and imagery.

OBJECTIVE: Successfully launch dynamic content on the homepage of SurfCityUSA.com to improve engagement metrics and decrease bounce rates.

STRATEGY: Conduct website traffic analysis based on three geographic segments we serve tailored content to reach (In-Market, Drive Market, Out-of-Market).

STRATEGY: Curate content based on website analysis on three geographic segments we serve tailored content to reach (In-Market, Drive Market, Out-of-Market).

STRATEGY: Implement content variations on SurfCityUSA.com that will be served to three geographic segments (In-Market, Drive Market, Out-of-Market).

OBJECTIVE: Increase conversions by 10% (referrals to partner websites, e-newsletter sign ups, visitor guide requests) by creating an engaging user experience on SurfCityUSA.com website.

OBJECTIVE: Increase online booking revenue from \$10,259 to \$12,825, a 25% increase.

STRATEGY: Build upon established relationship with booking engine aRes to optimize landing pages for all Huntington Beach attractions and hotels.

STRATEGY: Actively promote designated packages via our website and social media platforms.

OBJECTIVE: Generate \$18,960 in website advertising revenue, a 15% YOY increase.

STRATEGY: Update advertising inventory on the website to enhance user experience and increase click-throughs.

STRATEGY: Establish embedded content as unique way for advertisers to incorporate content into SurfCityUSA.com

OBJECTIVE: Enhance existing International Microsites for Tier 1 audiences in Canada and China.

STRATEGY: Re-launch refreshed microsites with enhanced Search Engine Optimization and social media promotions by FY Q3.

STRATEGY: Use Brand USA research and film series as a centerpiece for new microsite content while curating relevant stories for each country.

OBJECTIVE: Organize the digital photo and video library for easy use internally with staff and externally with partners and media outlets.

STRATEGY: Create updated preferred photography folders and appropriately tag each asset with keywords for easy search within the platform.

STRATEGY: Actively update digital photo and video library with high-resolution photos we have gained rights through CrowdRiff.

OBJECTIVE: Deploy e-newsletters to our leisure and group sales audiences based on a strategic editorial calendar, and deliver an average 10% open rate. Provide digital support for all Visit Huntington Beach departments with their individual email marketing objectives.

STRATEGY: Design new e-newsletter templates to feature relevant Huntington Beach information and encourage subscribers to learn more on SurfCityUSA.com.

STRATEGY: Promote subscriptions to our e-newsletter on SurfCityUSA.com and social media channels.

STRATEGY: Actively update subscriber emails and partner contacts into email database.

OBJECTIVE: Produce a new destination video that is hyper-engaging and high production quality that inspires people to experience Huntington Beach.

STRATEGY: Use leading-edge techniques like hyper-lapse and drone shots to create ultra-premium digital storytelling experiences that are widely shared on social media.

STRATEGY: Utilize key distribution partnerships to maximize viewership and engagement.

OBJECTIVE: Benchmark qualitative earned media value with average of 72 points generated per month or 864 points annually.

STRATEGY: Implement Barcelona Principles qualitative measurement system internally and with DCI, Black Diamond, and Gate 7.

STRATEGY: Continue national and international media presence, and increase efforts targeting the Western region and drive markets such as San Francisco, Las Vegas and Los Angeles, as well as key fly markets including the Pacific Northwest, Arizona, Texas, Denver and New York. Focus on tier one international markets such as Australia, UK/Ireland, Canada, and China.

OBJECTIVE: Write and develop up to four press releases and deploy through our distribution platform and PR firms.

STRATEGY: Increase awareness about internal Visit Huntington Beach efforts and capitalize on upcoming events, industry updates, advocacy and destination product development tactics.

OBJECTIVE: Benchmark and generate a five percent increase in targeted earned media that reaches our high value customer targets in leisure, travel trade, and meetings media, both domestically and internationally.

STRATEGY: Secure Huntington Beach as the primary resource for comprehensive visitor and destination information for media contacts worldwide. Execute proactive pitching strategies with our PR firms.

OBJECTIVE: Increase the volume of strategic story pitching ideas for internal outreach to our 'Most Wanted Media' list.

STRATEGY: Target media that align with our experiential pillars and editorial calendar to reach visitors who align with our brand and product offerings.

OBJECTIVE: Host seven digital influencers, 12 domestic journalists and 10 international journalists through pitch efforts that align with our marketing plan, in conjunction with PR firms.

STRATEGY: Grow awareness of the destination's products through individual or group press trips, personalized itineraries and strategic communication efforts.

OBJECTIVE: Secure desk-side appointments with content creators and editorial decision makers that align with our brand and story ideas.

STRATEGY: Attend domestic and international media missions to develop relationships among targeted media and secure a minimum of three significant features as a result.

OBJECTIVE: Develop biannual media newsletters to highlight the destination to distribute among targeted media.

STRATEGY: Gather information about new destination development and events to continue media outreach on items of interests.

OBJECTIVE: Prioritize social media, digital and mobile channel growth in earned media promotions.

STRATEGY: Target a minimum of eight blog posts and ten online media stories that align with our experiential brand pillars for distribution across VHB platforms and social media.

OBJECTIVE: Develop and implement an internal and external Crisis Communications Plan for Visit Huntington Beach.

STRATEGY: Collaborate with the City of Huntington Beach and our PR firms to implement an internal and external plan that proactively prepares the destination for a crisis.

OBJECTIVE: Execute a Jan + Dean initiative in 2018 to support the potential 2019 Rock and Roll Hall of Fame Induction.

STRATEGY: Internally manage a community relations strategy to gain exposure for Dean Torrence and his achievements in conjunction with our PR firm.



OBJECTIVE: Prioritize travel trade activities and sales in Tier One Markets: Canada, UK, Australia and China. Successfully coordinate representative activities and maximize KPIs through:

STRATEGY: Engage representative firm Black Diamond for support in the UK & Ireland; engage Gate 7 for support in Australia.

STRATEGY: Maximize opportunities presented through partnership with Visit California and Brand USA for all markets, especially Canada and China where Visit Huntington Beach does not have specific representation.

STRATEGY: Work through OCVA for travel trade and PR co-op sales missions, PR support and promotional activities in China, the Middle East, Mexico and North America. Supplement these efforts with VHB produced in-language microsites for Mexico and Canada.

OBJECTIVE: Boost knowledge of Surf City USA in Tier Two Markets: The Middle East, Japan, Germany/Austria/Switzerland, and Mexico.

STRATEGY: Engage and support partnerships with OCVA, Visit California and Brand USA to maximize opportunities in Tier Two markets without representation through FAMs, co-ops, PR support and digital support.

STRATEGY: Supplement OCVA's global PR and Travel Trade efforts through initiatives in The Middle East, Japan, and Mexico with PR content, travel trade tools, and in-destination ground support.

OBJECTIVE: Send two Travel Trade e-newsletters on a bi-annual basis to all tour operators, travel agents, and travel trade partners.

STRATEGY: Use Emma to create eNewsletter template and use CRM database to continue communication and initiate follow-up with all tour operators, travel agents, and other travel trade partners. Follow-up with individual operators and communications quarterly, or on an as-needed basis.

OBJECTIVE: Increase travel trade contacts and prospects by 10% from 330 to 363.

STRATEGY: One-to-one sales calls, trainings, FAMs, sales missions and partnerships with tour operators, OTA and retail travel agents.

STRATEGY: Exhibit at travel trade shows with Visit California, Brand USA and regional partners as appropriate to leverage cost, impact & ROI.

STRATEGY: Invest in consumer driven demand destination via key operators for bookings through Brand USA target market multi-channel marketing programs.

OBJECTIVE: Hold quarterly meetings with hotel partners to maintain healthy working relationships and generate collaborative marketing and sales input.

STRATEGY: Set up meetings with hotel partners to ask about specific markets and share industry trends learned from research, trade shows, and sales missions. Understand what has been working for each partner and determine solutions for future needs and opportunities.

OBJECTIVE: Plan and execute a successful UK & Ireland Sales Mission and House of Vans Event to grow awareness and maintain relationships in-market with tour operators, receptive and wholesalers.

STRATEGY: Utilize Black Diamond rep to secure meetings and appointments in Dublin, London and Manchester with key tour operators, wholesalers and receptive operators.

STRATEGY: Utilize Black Diamond rep to coordinate minimum of two (2) agent trainings in major retail stores in London to maximize education of destination and spread brand awareness of new product.

STRATEGY: Plan House of Vans event, showcasing Huntington Beach culture and all it has to offer for key travel trade and media VIPs to attend.

OBJECTIVE: Host minimum of one familiarization tour (FAM) from each international Tier One market.

STRATEGY: Leverage our Gate 7 representation firm in Australia and Black Diamond representation firm in the UK & Ireland to secure quality FAMs that align with one or more of our key marketing pillars between October to May, and late August to September.

STRATEGY: Leverage relationships with large-scale industry partners, such as Visit CA, OCVA and Brand USA, to gain opportunities to host top level FAMs in order to broaden awareness and knowledge of Huntington Beach with travel agents.

OBJECTIVE: Host monthly calls with international agencies.

STRATEGY: Use research and programs created by the international agencies to gain further knowledge of markets, enabling team and agencies to have effective, efficient and goal oriented communications and programs.

OBJECTIVE: Build out the international microsites for Australia, Canada, Germany, China and Mexico to bring to life the Surf City USA brand for each traveler.

STRATEGY: Work with the Digital Marketing team to build out the microsites, integrating the Brand USA promotional videos as well as research-based desired content, specific to each market.

STRATEGY: Work with translating company as needed that is fluent in nuances of specific market's language to provide fresh, on-brand content targeted to each country.

Visit and Partner Information

OBJECTIVE: Clear and consistent two-way communication between partners and VHB staff to align brand messaging to visitors in target market segments

STRATEGIES:

- Hold ten Partner Information Meetings throughout the year
- Send six partner e-newsletters throughout the year
- Create and implement a Partner Welcome Program to explain the benefits and opportunities of active partnership

OBJECTIVE: Clear and consistent communication to visitors in target market segments to encourage an extended length of stay, increased spending, frequent return visits, and exploration beyond the beach

STRATEGIES:

- Research and install a Visitor Information Kiosk digital window display
- Work with Marketing Department to align messaging for Visitor Information Kiosk digital window display
- Update Dining Guide and Visitor Map
- Create foreign language maps in Mandarin and Spanish, a Nightlife Guide, and an interactive scavenger hunt with an updated Downtown Historic Walking Tour
- Fabricate and install Phase 1 of the wayfinding program
- Evaluate operations, routes and marketing to improve Surf City USA Shuttle operations and increase ridership of the VHB operated program by 10%

OBJECTIVE: Improve community understanding of how Tourism Builds Community

STRATEGIES:

- Continue weekly summer PCH Cleanup program
- Continue both the Daytime and Nighttime Surf City USA Ambassador Programs
- Staff Visitor Information Booths at community events to promote VHB and Tourism Builds Community

OBJECTIVE: Provide resources that improve the visitor experience to Huntington Beach businesses and events

STRATEGIES:

- Staff a complimentary Visitor Information Booth at ten signature and other events throughout the year
- Provide customer service training for partners

OBJECTIVE: Develop a well-researched and vetted structure and criteria for a VHB marketing assistance program for visitor serving events and programs including budget parameters, partner requirements and measurable ROI criteria.

STRATEGY: In concert with the Marketing and Sales Task Force, VHB develops criteria and guidelines for definable partnerships with existing community organizations, private companies and special event organizers that contribute to the destination brand experience, while increasing overnight hotel stays, visitor spending and overall tax revenues. Complete plan by end of FY 2017-18, with recommendations for funding in 2018-19.

Film

OBJECTIVE: Create sizzle reel highlighting television, film, and still shoots that have shot in Huntington Beach.

STRATEGY: Utilize film contacts who have shot in Huntington Beach for commercial filming to access footage for use in sizzle reel, and distribute to key target film producers and production houses.

STRATEGY: Work with digital team to place sizzle reel on first page of FILM section on the Surf City USA website as a promotional piece to capture and engage location scouts and other film industry professionals on the website.

OBJECTIVE: Promote Huntington Beach as a film-friendly and cost-effective film location by planning, executing two production house tours, one in Los Angeles and one in New York.

STRATEGY: Utilize PR agency DCI to secure meetings and appointments in Los Angeles and New York with key film industry producers, script writers, and location managers.

STRATEGY: Support in-person appointments with digital follow up of PDF version of locations "look book" and specific photos as needed.

OBJECTIVE: Refresh the online film locations gallery to better show the vast variety of locations in Huntington Beach available for all types of filming.

STRATEGY: Evaluate existing locations and assure all information is correct and up to date, including contact information and photos.

STRATEGY: Distribute information to various businesses in Huntington Beach and Sunset Beach calling for new locations for filming, utilizing social media channels or in person meetings.

Group Sales

OBJECTIVE: To achieve the following sales production goals in FY 17/18.

Leads: **575**

Lead room nights: **255,000**

Booked room nights: **33,250**

Total group/program bookings: **60**

Total site inspections: **60**

OBJECTIVE: To generate and facilitate a minimum of 575 leads for our Huntington Beach hotels, resulting in a minimum of 255,000 potential lead room nights.

STRATEGY: Leverage the DMO position to advocate destination hotels, partners, and clients, to support, facilitate, and enhance the sales process for all parties involved.

STRATEGY: Identify and engage new group opportunities through proactive sales efforts, to include in-market travel and tradeshow, in-destination client events, and targeted new business solicitation.

STRATEGY: Strategic positioning of Huntington Beach, CA and the HB Collection on all sales platforms to include: social media, website, and print/online trade publications.

OBJECTIVE: Convert 70 or more group bookings, totaling a minimum of 33,250 room nights, into contracted business for our Huntington Beach hotels.

STRATEGY: Focus on the "site visit", utilizing DMO resources, expertise, and hotel relationships to enhance the site visit process and create a memorable and engaging client experience while in destination.

STRATEGY: Leverage the HB Collection and the synergy of all partners within it, to position Huntington Beach as a unique brand experience.



Advocacy

OBJECTIVE: Continue to build strong community and regional relationships/partnerships in order to sustain and grow the community's understanding and support for Huntington Beach's tourism industry, and the supportive role VHB plays in creating jobs, visitor spending and residential tax relief.

STRATEGY: Update and complete a detailed "Tourism Builds Community" advocacy plan to include:

- Research-driven presentation to the community on how the visitor industry positively impacts the local economy and quality of life for residents
- Research projects including the Economic Impact of Tourism in Huntington Beach for both 2016 and 2017
- Return on investment tourism case studies and postcard
- New Our Surf City USA episodes
- Targeted presentation to key community stakeholder groups and elected officials
- Informal one-on-one meetings with announced City Council candidates and several VHB board members

STRATEGY: Utilize VHB's Advocacy Task Force to help drive public policies affecting the visitor industry.

STRATEGY: Schedule meetings with smaller hotel properties to present research and marketing intelligence, while using the opportunity to fully understand their needs and challenges.

STRATEGY: Continue working in cooperation with key community stakeholders, elected officials and VHB Board of Directors to provide factual information, pros and cons, and best practices being deployed around the country on the topic of the Short Term Vacation Rentals (STVR) market in HB. Ensure there is a level policy playing field for all overnight accommodation options.

STRATEGY: Schedule informative and hot topic speaker presentations to VHB Board of Directors and other community stakeholders, designed to expand awareness of specific issues and their impact(s) on the visitor industry.

STRATEGY: Demonstrate contributions of VHB and the local tourism industry to HB's quality of life through CSR programs, such as:

- Shaping Up Surf City USA collaborative partnership to enhance the overall visitor experience and appearance of the City in spring 2018
- PCH Clean-up Program in Summer 2018
- Free Surf City USA shuttle for residents and visitors
- Daytime and Nighttime Ambassador Programs in downtown HB
- Helpful HB activation during National Tourism Week
- Holiday local family support contributions

Administration

OBJECTIVE: Present a research-based, numbers driven, defensible case for continued support from City Council and key stakeholder groups on the City/VHB private public partnership governance model, resulting in eventual reauthorization of Tourism Business Improvement District by the end of FY 2018-19.

STRATEGY: Engage board members as vocal advocates for VHB's continued support and sustained funding. Review Destinations International's bi-annual comprehensive organization survey and compare VHB's structure and budget allocations. Share findings with VHB Board and other key stakeholders.

STRATEGY: Utilize results metrics and local partner case studies to tell the story of VHB's positive impact on the HB economy, jobs, taxes, economic development, and sustainable quality of life for all residents.

OBJECTIVE: Strive to provide all VHB staff with the most up-to-date training and opportunities for personal and organizational excellence/growth.

STRATEGY: Create a clearly defined Team Advancement Program (TAP) which provides employees with a mutually agreed to pathway for future growth.

STRATEGY: Determine staff cross training needs and complete training.

STRATEGY: Create smaller strategic VHB planning teams designed to explore innovative best practices and new ways of approaching the tried and true in preparation for annual program of work planning process.

STRATEGY: Ensure the right-sized organizational structure and capacities are in place to provide the greatest opportunity for continued VHB success.

STRATEGY: Identify and develop a plan to target greater revenue streams (other than TOT and TBID dollars) including grants, corporate sponsorships, pay-to-play programs and booking engine sales.

OBJECTIVE: Develop 3-5 well vetted revenue stream ideas and begin to pursue these by the end of FY 2017-18.



@meeyak

Destination Product Development

OBJECTIVE: Develop destination product development offerings for visitors that enhance the destination brand experience while also improving the quality of life for local residents.

STRATEGY: Work with Huntington Beach Walk of Fame board to develop a long range strategic plan to preserve and expand the HBWOF experience.

STRATEGY: Complete the HBISM outside activation area next to the Museum that will showcase the three Guinness World Records.

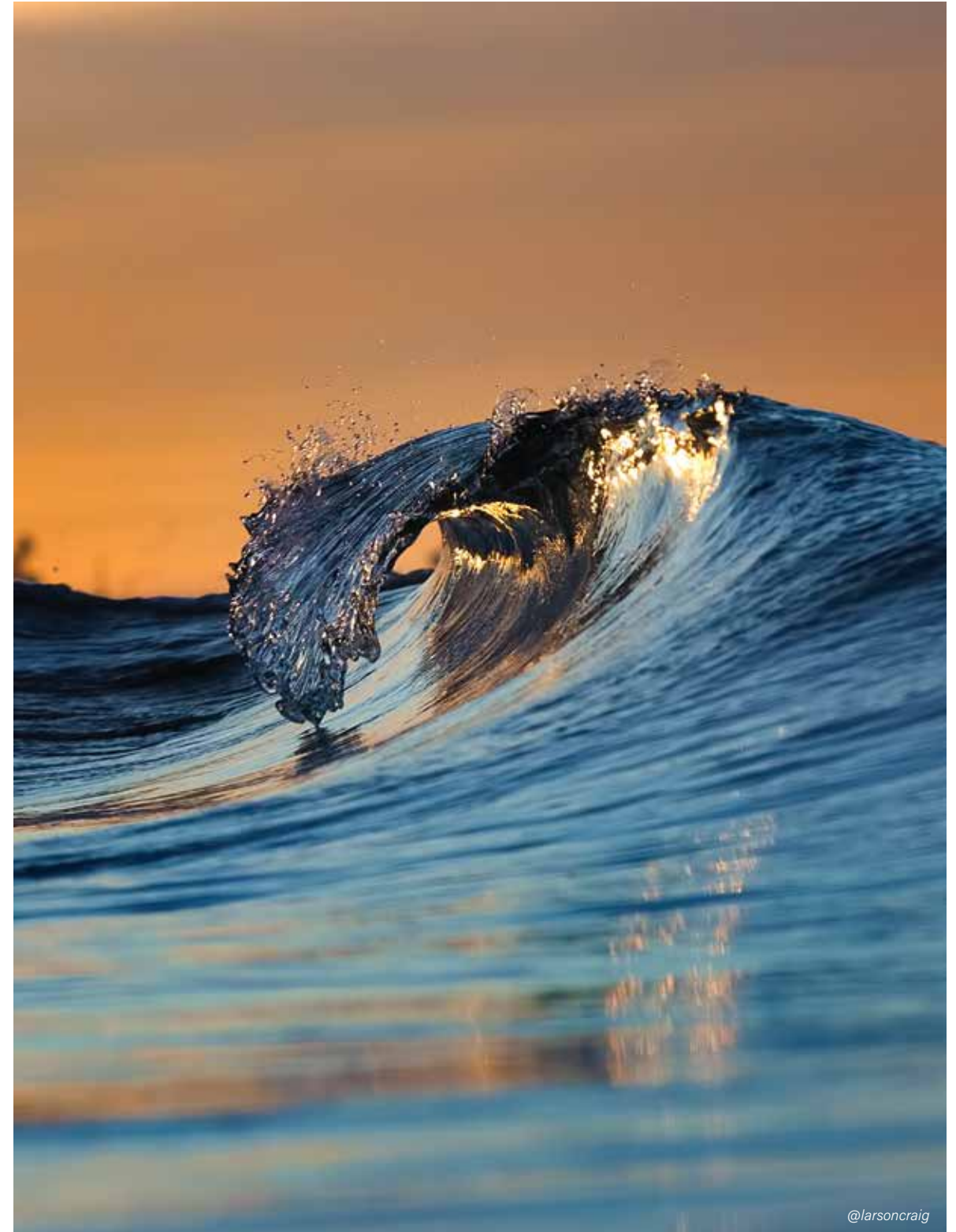
STRATEGY: Work diligently with City and State officials to complete Phase One of the comprehensive wayfinding project.

STRATEGY: Complete Destinations International's process, or similar process. Contract with Destinations International accordingly and establish a realistic completion timeline for the analysis.

STRATEGY: Play an influential role in helping to develop an achievable and sustainable public art program that can drive increased visitation numbers and related visitor spending.



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Staff Directory



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Chief Marketing Officer



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Office Coordinator



KEVIN KELLER
Surf City Ambassador



DENICE YEAGER
Surf City Ambassador



JACQUI BOHLINGER
Surf City Ambassador

Visit Huntington Beach Executive Committee

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Immediate Past Chairman: **PETER RICE**, Hyatt Regency Huntington Beach Resort & Spa

Vice Chairman: **TODD SZILAGYI**, BEST-VIP Chauffeured

President and CEO: **KELLY MILLER**, Visit Huntington Beach

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BRETT BARNES, Duke's Huntington Beach

DAWN MCCORMACK, Timeless Treasures Boutique LLC

KIRAN PATEL, Quality Inn and Suites Huntington Beach

PATRICIA ROGERS, Rogers Marketing Services (5th and PCH)

Visit Huntington Beach Ad Hoc Task Force Chairs

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SALES AND MARKETING TASK FORCE - **KAY COCHRAN**, Hyatt Regency Huntington Beach Resort & Spa



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