

ANNUAL REPORT



2009-2010

MISSION STATEMENT

To position Surf City USA® as the preferred California beach destination in order to maximize *overnight* visitor spending, destination development and quality of life for all residents.

KEY STRATEGIES & PRINCIPLES

- 1.** Expand marketing and seasonal coverage to drive year-round visitation, particularly off-season and mid-week.
- 2.** Deepen efforts in primary international markets: UK, Germany, Australia, and Canada.
- 3.** Reach new visitors in group meetings, weddings, and filming markets.
- 4.** Develop technology platform to extend Huntington Beach's marketing reach and impact.



CONTENTS

WELCOME	4
ADVERTISING	7
PUBLICATIONS & COLLATERAL	10
ONLINE MARKETING	14
SOCIAL MEDIA	19
FAMILIARIZATION TOURS	24
PUBLIC RELATIONS	25
TRAVEL TRADE & LEISURE MARKETING	34
MEETINGS & GROUP MARKETING	40
HBMVB MEETINGS MARKETING CAMPAIGN	42
ORANGE COUNTY TOURISM COUNCIL	43
VISITOR INFORMATION CENTERS	44
SURFBOARDS IN THE SAND	45
NATIONAL TOURISM WEEK	46
'TOURISM WORKS' INITIATIVE	47
BUREAU COMMITTEES, BOARD & STAFF	48

WELCOME

Is Surf City USA a Geographic Location or a State of Mind?

How many of us have stories about people in the most unusual places knowing exactly where either Huntington Beach or Surf City USA is located? From the bookstore clerk in Syracuse, NY, who tells me “Huntington Beach” when I give him my email domain of “@SurfCityUSA.com”; to the Irish Tenors singing “Surf City”—in Ireland. These are but a few examples of the power of a brand and the result of marketing of that brand on a worldwide scale.



What a privilege it is to promote a brand that is loved by all. The Huntington Beach Marketing and Visitors Bureau markets Surf City USA to the world to generate overnight stays benefitting our community through revenues spent by overnight guests. We sell HB by establishing an iconic “California Dreamin’” image that encourages visitation. We work to promote our city through many different methods. This Community Report shares some examples of those methods.

We count ourselves lucky to have the support of a wonderful community that has long been proud of its laid-back attitude. No matter where you are in the world, you will always have “Surf City” on your mind. If you’d like to help, give us a call when your association or company is looking for a spot to hold its next overnight meeting—we’ll be glad to lend a hand in Bringing Business Home!

A handwritten signature in black ink, appearing to read 'Steve Bone', written in a cursive style.

Steve Bone, President and CEO
Huntington Beach Marketing and Visitors Bureau

Surf City USA! Wow!

The Huntington Beach Marketing and Visitors Bureau is proud to continue building the case for travel to our wonderful paradise.

The HBMVB is an organization guided by a 15-member Board of Directors. In addition to being hoteliers, we are also educators, artists, restaurateurs, caterers, environmentalists, community volunteers, transportation providers and property owners. We all work in Huntington Beach and we represent our community in marketing Surf City USA as an overnight destination, both domestically and internationally.



Board of Directors

Margie Bunten | Chair

Kevin Patel | Vice Chair

Cheryl Phelps | CFO

J.D. Shafer | Past Chair

Steve Bone | President/CEO

Michael Ali

Brett Barnes

Suzanne Beukema

Shirley Dettloff

Steve Dodge

Michael Gagnet

Ron McLin

Marco Perry

Joyce Riddell

Dean Torrence

Robert Vaughan

It is our vision that Huntington Beach will be the premier coastal destination, appreciated worldwide for its unique and authentic representation of the California Dream. It was my particular focus this year to take "Heads in Beds" as my theme. All of the Bureau's efforts are measured by their capability to bring an overnight visitor who stays longer and spends more, thereby generating more sales tax and general fund revenues to benefit the citizens of Huntington Beach.

The Board is so pleased by the Bureau's increasing marketing reach as we see greater global recognition of Huntington Beach as "Surf City USA." I would like to extend my personal thanks to the Board and our great employees for providing the leadership for our visitor-serving industry.

A handwritten signature in black ink that reads "Margie Bunten". The signature is fluid and cursive.

Margie Bunten, Chair
Huntington Beach Marketing and Visitors Bureau



ADVERTISING

The **Huntington Beach Marketing and Visitors Bureau** continued to upgrade its scope of activities and effectiveness as a destination marketing agency during the 2009/10 fiscal year. As the official advisory board for the Huntington Beach Hotel/Motel Business Improvement District, which received an assessment of one percent on all hotel/motel room purchases within the city that were less than 30 days in duration, the Bureau would not have been able to complete the following programs without B.I.D. funding.



Produced full-page cooperative ad for **California Visitors Guide** with partners Hilton Waterfront Beach Resort, Hyatt Regency Huntington Beach Resort & Spa, and the Shorebreak Hotel. The *California Visitors Guide* is the official publication of the California Travel and Tourism Commission (CTTC) with 500,000 copies distributed annually, and more than 100,000 users downloading the digital version from www.visitcalifornia.com.

Leveraged co-op dollars from the Hilton Waterfront Beach Resort and the Hyatt Regency Huntington Beach Resort & Spa to create a full-page advertorial in the California Tourism "High Fives" Fall/Winter Consumer Co-op Marketing insert reaching a total print circulation of 1,110,000. The multi-page supplement ran in the October 2009 issues of **Travel + Leisure** (150,000 copies), **Budget Travel** (350,000) and **Food & Wine** (350,000). In addition, the insert appeared in the October 10, 2009 edition of the **Vancouver Sun** (215,000) and was direct-mailed to **50,000 American Express cardholders**.



Huntington Beach

THE QUARTERMASTER BEACH VACATIONS.

SurfCityUSA.com 800-519-4232

Located along the Southern California coast for 78 miles north of L.A. and 100 miles south of San Francisco, Huntington Beach is the only beach town in California that has the distinction of being a community government. Building for community growth and providing the best vacation experience and job opportunities in the area, Huntington Beach is a vibrant, exciting and fun destination.

The Huntington Beach area offers a wide variety of vacation options and is a vibrant, exciting and fun destination. Huntington Beach is a vibrant, exciting and fun destination.

Hilton Waterfront Beach Resort
 Located in the heart of Huntington Beach, the Hilton Waterfront Beach Resort is a vibrant, exciting and fun destination. It offers a wide variety of vacation options and is a vibrant, exciting and fun destination.

Hyatt Regency Huntington Beach Resort & Spa
 Located in the heart of Huntington Beach, the Hyatt Regency Huntington Beach Resort & Spa is a vibrant, exciting and fun destination. It offers a wide variety of vacation options and is a vibrant, exciting and fun destination.

Shorebreak Hotel
 Located in the heart of Huntington Beach, the Shorebreak Hotel is a vibrant, exciting and fun destination. It offers a wide variety of vacation options and is a vibrant, exciting and fun destination.

California High Fives
 cover the top five of everything you love about Huntington Beach's magic. Visit at californiafives.com.

Visit www.SurfCityUSA.com or call 1-800-545-OCEAN (800-519-4232) for official website information and a FREE Visitors Guide.

Shorebreak Hotel joined the Hilton Waterfront Beach Resort, the Hyatt Regency Huntington Beach Resort & Spa and the HBMVB for another full-page advertorial in the California Tourism "High Fives" Spring/Summer Consumer Co-op Marketing Campaign, reaching a total print circulation of 700,000. The multi-page supplement ran in the April 2010 issues of **Travel + Leisure** (205,000 copies), **Budget Travel** (270,000) and the May issue of **Outside** magazine (225,000).

HUNTINGTON BEACH CALIFORNIA

Surf City USA

Beamed with geological gifts that surfers say make it one of the most exciting surfing locations in America and ranked in the heart of Southern California's top attractions, Huntington Beach is known worldwide as "Surf City USA".

An epicenter of surfing culture and Southern California beach life, Huntington Beach offers visitors the ultimate Southern California vacation.

From here, it's easy to start the day with a breakfast in bed, spend the afternoon "Disrupting" an afternoon of beachside fun on a morning stroll on the Hollywood Walk of Fame, and be back on the beach in a matter of minutes.

In addition, various beaches offering dining, shopping, outdoor sports like windsurfing, and more. Huntington Beach is a vibrant, exciting and fun destination.

Hilton Waterfront Beach Resort
 Located in the heart of Huntington Beach, the Hilton Waterfront Beach Resort is a vibrant, exciting and fun destination. It offers a wide variety of vacation options and is a vibrant, exciting and fun destination.
 714 941 9100
www.hiltonwaterfrontbeach.com

Hyatt Regency Huntington Beach Resort & Spa
 Located in the heart of Huntington Beach, the Hyatt Regency Huntington Beach Resort & Spa is a vibrant, exciting and fun destination. It offers a wide variety of vacation options and is a vibrant, exciting and fun destination.
 714 948 1234
www.huntingtonbeach.hyatt.com

Shorebreak Hotel
 Located in the heart of Huntington Beach, the Shorebreak Hotel is a vibrant, exciting and fun destination. It offers a wide variety of vacation options and is a vibrant, exciting and fun destination.
 714 941 8400
www.shorebreakhotel.com

Unwind
 The hotels of Huntington Beach offer much more than just a place to stay. From luxurious resorts to budget-friendly options, Huntington Beach has the best of Southern California's vacation amenities in a relaxed, island atmosphere. So, make plans now to visit Huntington Beach, California - Surf City USA!

BEACH

SurfCityUSA.com

Collaborated for a second year with the Hilton Waterfront Beach Resort, the Hyatt Regency Huntington Beach Resort & Spa and the Shorebreak Hotel to produce a two-page inside cover spread for the 2010/2011 edition of **America Yours to Discover**, the Official US Destination Guide for the travel trade in Canada by the US Travel Association's Discover America Canada Committee.

In 2009, we ran third page ads in: **Sunset Magazine's Travel Directory** – June (1,250,000), August (140,000), September's Northern and Southern California editions (665,000) and October's Southern California edition (315,000).

Half page ad in **CA Road Trips**, an annual guide targeting the CA Drive Market, published in May each year (1,000,000). Another 500,000 copies were inserted into select copies of **Sunset Magazine's** July issue (CA, AZ, NV, OR, NM), and 500,000 distributed through CA Welcome Centers, Visitor Information Centers, and highly trafficked state parks.

Received a bonus half page ad in **Sunset's Summer Trips** (140,000), offered with our half page **CA Road Trips** ad, and distributed on newsstands in the West from May through July.



Collaborated with the Hilton Waterfront Beach Resort, the Hyatt Regency Huntington Beach Resort & Spa and the Shorebreak Hotel to extend our international ad in 50,000 reprints of the **Official California Tourism Guides** in Australia, Germany, Mexico, France, India/UK, and China.

PUBLICATIONS & COLLATERAL

The Bureau revised its **Official Huntington Beach Visitors Guide** distribution strategy in fiscal year 2009/2010, with approximately one-half of the 100,000 guides printed being used as “lure” pieces out-of-market domestically and in Europe through our representation with Black Diamond (UK agency) and MSi (German agency), and in Australia through our new agency, Gate 7 – the official in-market agencies for California Travel and Tourism Commission. The remaining guides are distributed in-market in Huntington Beach lodging properties and at the official Visitor Information Kiosk operated by the HBMVB at the Huntington Beach Pier.



PUBLICATIONS & COLLATERAL

- Published 200,000 **Official Huntington Beach Visitor Maps** in mid-summer 2009 and early this summer primarily for distribution in-market in Huntington Beach lodging properties and other Huntington Beach distribution points, including the Visitor Information Kiosk at the pier. The Visitor Maps also enjoy limited out-of-market distribution domestically and internationally, and have been hailed by local concierge and customer service personnel as excellent tools to assist visitors and residents.
- The HBMVB and Huntington Restaurant Association reprinted 20,000 **Dining Guides** this summer with local distribution through hotels and motels, John Wayne Airport, and the new Huntington Beach Visitor Information Kiosk at the pier. Additional copies are supplied to meeting and conference groups as requested and are used to solicit new international travel business for Huntington Beach.
- The HBMVB undertook a **four-day photo shoot** during the US Open of Surfing to obtain more “Surf City” images for use in the print, online and sales collateral projects used in branding and selling Huntington Beach as an overnight destination.





LEGEND

- Visitor Information
- Beach Parking Entrance
- Parking Lot
- Public Restrooms
- Point of Interest
- Eco-attraction
- Shopping Area
- Bonfire Pits
- Dog Friendly Beach
- Bike/Jog/Walk Path
- ATMs
- Change Machines
- RV Camping
- Freeway Interchange

North
Not to Scale
Only Major Streets Shown

HUNTINGTON BEACH



- HOTELS**
- 1 Beach Inn Motel
 - 2 Best Western Huntington Beach Inn
 - 3 Best Western Regency Inn
 - 4 Comfort Suites Huntington Beach
 - 5 Extended Stay America
 - 6 Hotel Huntington Beach
 - 7 Howard Johnson Express Inn & Suites
 - 8 Huntington Suites
 - 9 Huntington Surf Inn
 - 10 Hyatt Regency Huntington Beach Resort & Spa
 - 11 Oceanview Motel
 - 12 Pacific View Inn & Suites
 - 13 777 Motor Inn
 - 14 Shorebreak Motel
 - 15 Straight Inn
 - 16 Sun 'n Sands Motel
 - 17 The Waterfront Beach Resort

The UPS Store - Downtown HB
 2121 Pacific Coast Hwy • Full Service Copying, Notarize, Courier, Mailbox, Remittance and Business, Same-Day Business Cards, Postcards, Internet Access, Money Services, Fax, Send and Receive UPS and U.S. Postal Service, Same-Day Courier Services, Passports, More. Office Supplies and more!
 949.444.8888

Regency Huntington Beach
 2121 Pacific Coast Hwy • Full Service Copying, Notarize, Courier, Mailbox, Remittance and Business, Same-Day Business Cards, Postcards, Internet Access, Money Services, Fax, Send and Receive UPS and U.S. Postal Service, Same-Day Courier Services, Passports, More. Office Supplies and more!
 949.444.8888

Shorebreak
 Huntington Beach
 949.444.8888

ONLINE MARKETING

The Bureau continued to make subtle enhancements, including improvements to its Calendar of Events and the addition of Social Networking Tools, to the official www.SurfCityUSA.com website in fiscal year 2009/2010.

HUNTINGTON BEACH CALIFORNIA

SEARCH Enter Keywords Follow Us: [Facebook] [Twitter] [LinkedIn] Share / Save Sign-Up for a Newsletter

Meetings & Retreats Weddings & Romance Media Ecotourism Film Locations About HB

Beaches! Main Street & Pier Things to Do Surfing Day Trips Shop & Dine Sleep & Relax

Take a Virtual Tour of Our Beaches GO

travelocity City: Huntington Beach Guests: 2 Check-In: MM/DD/YYYY Check-Out: MM/DD/YYYY BOOK IT

Plan It Map It View It Free Hotel Info Visitor's Guide

SURF CITY USA®

This is Huntington Beach. This is Surf City USA®.

Discover the Orange County city that defines Southern California. A place where the quintessential mild and mellow **California beach** culture that made the state famous still perseveres; where pretentiousness takes a back seat to casual and cool; where the true trendsetters of West Coast fashion, food and lifestyle reside.

Pacific Play

Surf California's most epic waves. [Explore the Huntington Beach Pier](#). Light up a beachside fire ring, build sandcastles, or just feel the sand between your toes on the West Coast's longest stretch of clean, uninterrupted beachfront.

Surfing is King

Evidence of Huntington Beach's surfing prowess is found through its famous [surf events](#) and [legendary landmarks](#) such as the Surfing Walk of Fame, Hall of Fame and the International Surf Museum.

H.B. "Dogma"

[Dog Beach](#), a dog park, dog-friendly hotels and restaurants that feature dog-only menus have led to the **Surf City USA®** reputation of being one of America's top spots to bring man's best friend.

FEATURED EVENTS

[View All Events](#)

US Open of Surfing

July 31 - August 8, 2010
The Hurley US Open of Surfing is the largest surf competition in the world and brings together top surfers from around the world for a week-long beach festival.

[MORE](#)

Huntington Beach Historical Society's Civil War Days

September 4-5, 2010
Civil War Days features live weapons demonstrations, living histories and battle reenactments. All refreshment proceeds benefit the Huntington Beach Historical Society.

[MORE](#)

2nd Annual Surf City Surf Dog

Sunday, September 19, 2010
The Surf City Surf Dog brings together the



Meetings & Retreats | Weddings & Romance | Media | Ecotourism | Film Locations | About HB

Beaches! | Main Street & Pier | Things to Do | Surfing | Day Trips | Shop & Dine | Sleep & Relax

You searched for Huntington Beach, California

Book Online or [By Phone](#)

Check-in: **Friday, August 13, 2010** Check-out: **Tuesday, August 17, 2010** Nights: **4** Rooms: **1** Adults per room: **2** Children per room:

[Change Search](#)

Sort By: [Top Picks](#) | [Price](#) | [Rating](#) | [Hotel Name](#) | [Area](#)

[Change Currency](#) ... [GO](#)

HOTEL HUNTINGTON BEACH



★ ★ ★ ★ ★ [Ratings](#)

7667 Center Avenue
Huntington Beach, CA 92647 US [Map It](#)

Orange County: [Huntington Beach/Laguna/Newport](#)

Stay in the heart of Orange County on a family-friendly budget. ... [more](#)

[Photos](#)

[Add or View My Favorites](#)

from \$85.50

Save an additional 5% on your booking

Huntington Beach CVB
110% Best Rate Guaranteed

[SELECT](#)

Select > [Compare Hotels](#) or [Map](#) up to 5 hotels (0 of 5)

[Click to Show Rates](#)



[SEARCH](#) Enter Keywords

Follow Us: [Facebook](#) [Twitter](#) [LinkedIn](#) [Share / Save](#)

[Print this Page](#) | [Home](#)

Meetings & Retreats | Weddings & Romance | Media | Ecotourism | Film Locations | About HB

Beaches! | Main Street & Pier | Things to Do | Surfing | Day Trips | Shop & Dine | Sleep & Relax

[Plan It](#) | [Map It](#) | [View It](#)

Plan It

[Home](#) / [Plan It](#) / [Calendar of Events](#)

[Calendar of Events](#) | [Visitor Services](#) | [Huntington Beach City Information](#) | [Hotels in Huntington Beach](#)
[California Beach Vacations](#) | [California Beach Hotels](#) | [Orange County Hotels](#)

Huntington Beach Events

There's always something happening in Southern California. This events calendar lists Huntington Beach events including concerts, [sports on the beach](#) and much more.

[On the water](#), [on the sand](#) and [downtown](#), and with ideal weather year-round, the Huntington Beach calendar is seemingly always full.

See video of some of the [Surf City events!](#)



[View All Event Listings](#)

[Help](#)

To view all events in our database please select the button above.

Start Date:

Event Type:

End Date:

Keyword:

BOOK IT

City:

Guests:

Check-In:

Check-Out:

[Book It](#)

[travelocity](#)

Sign-up for
SURF CITY
e-news

ONLINE MARKETING

www.SurfCityUSA.com Website Statistics

July 1, 2009 to June 30, 2010 Overview

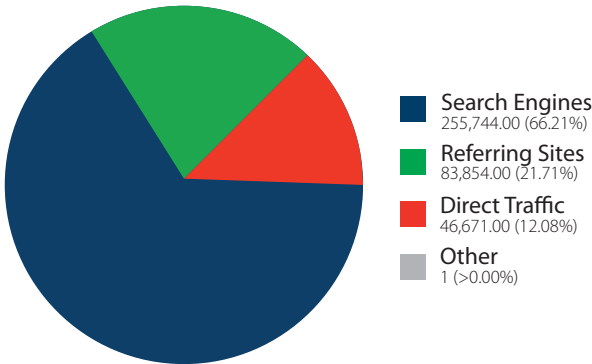
(from Google Analytics)

Total Unique Visitors	318,396
Visits	386,270
Total Pageviews	1,443,992
Average Pageviews	3.74

TOP SEARCH ENGINES

Source	Visits	% of Search
Google	211,483	82.69%
Bing	19,072	7.46%
Yahoo	13,733	5.37%
AOL	6,446	2.52%
Search	3,365	1.32%

All Traffic Sources



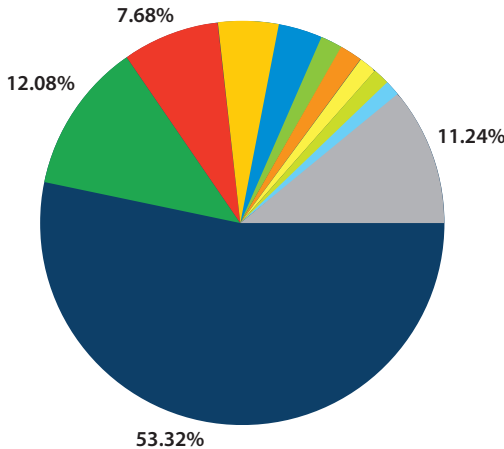
All traffic sources sent 386,270 visits via 2,213 sources and mediums

Site Usage

Visits 386,270 Pages/Visits 3.74 Avg. Time on Site 00:02:48 % New Visits 80.72% Bounce Rate 44.77%

Source/Medium (1-10 of 2,213)	Visits	Visits
google/organic	205,962	53.32%
(direct) / (none)	46,671	12.08%
c.i. huntington beach.ca.us/referral	29,680	7.68%
bing/organic	19,072	4.94%
yahoo/organic	13,733	3.56%
runsurfcity.com/referral	6,590	1.71%
aol/organic	6,446	1.67%
google/cpc	5,521	1.43%
surfcity-hb.org/referral	4,642	1.20%
huntingtonbeachca.gov/referral	4,551	1.18%
other	43,417	11.24%

Visits



THE WEB MARKETING ASSOCIATION PRESENTS


2009 WEBAWARD

to HUNTINGTON BEACH

MARKETING AND VISITORS BUREAU

In 2009, WebAward named the best websites in 96 industry categories. Nominations for best website came from interactive agencies and website marketing departments in more than 47 countries from around the world.


Huntington Beach Marketing and Visitors Bureau was entered in the Leisure category and won for **“Outstanding Achievement in Web Development”** (above the “Standard of Excellence” that so many win). Other winners in our category were Walt Disney Parks & Resorts and Crystal Cruises.




Web Marketing Association's
WebAward

[about webaward](#) | [guidelines](#) | [entry form](#) | [judges](#) | [winners](#) | [sponsors](#) | [contact us](#) | [WMA news blog](#) | [media](#)

Best of Industry



THE WEB MARKETING ASSOCIATION IS PROUD TO PRESENT
THIS 2009 WEBAWARD
For Outstanding Achievement in Web Development



WINNER NAME
Huntington Beach Marketing and Visitors Bureau

WINNING ENTRY
Huntington Beach

AWARD
Outstanding Website

[Click Here to Visit Site](#)






“The awards themselves allow us the opportunity to show our prospective clients the quality of work we provide.”

– Michael Liepitz,
Hubbard One

Join our award mailing list.

Enter email and hit Enter:

WebAward Sponsors

TEAM

ABOUT THE FIRM

Since 1997, the Web Marketing Association's annual WebAward Competition has been setting the standard of excellence for Website development. Independent expert judges from around the world review sites in 96 industries. The best are recognized with a WebAward which helps interactive professionals promote themselves, their companies, and their best work to the outside world. The WebAward Competition is the premier award recognition program for Web developers and marketers worldwide.

SOCIAL MEDIA

Huntington Beach Marketing and Visitors Bureau announced itself in the social media space through the execution of the following initiatives:

Facebook

The Bureau maintains its own Facebook pages at:

- www.facebook.com/surfcityusa (general visitor information)
- www.facebook.com/huntingtonbeachmeetings (information for meeting planners)
- www.facebook.com/surfboardsinthesand (updates of interest to the surf community)

Additionally, HBMVB regularly posts Surf City updates to Facebook pages for:

- ★ Anaheim/OC Visitors Bureau
- ★ Visit California
- ★ Oceanfront
- ★ Orange County Tourism Council
- ★ HB Downtown
- ★ Several Huntington Beach hotel and restaurant Facebook pages

Twitter

The Bureau launched a new Twitter account ([@surfboardsNsand](https://twitter.com/surfboardsNsand)) and now uses this account to broadcast from our Facebook page.



SOCIAL MEDIA

SCVNGR

Huntington Beach Marketing and Visitors Bureau launched **SCVNGR** – Huntington Beach’s first custom mobile application – in July 2010. Visitors to Surf City USA are now able to explore all the highlights of Huntington Beach by playing SCVNGR on their Android and iPhone smartphones—and via text message on other phones. HBMVB is one of the nation’s first destination marketing organizations (“DMO”) to use this cutting-edge technology.



The graphic features a blue header with a yellow robot icon and the text "PLAY SCVNGR IN HB!". Below this, there are three main sections: a download instruction, a "What's a Trek?" section, and a "How Do I Play?" section with a numbered list. On the right side, there are two smartphone images: an iPhone displaying the "Treks" screen and an Android displaying a map interface, each with a yellow button below it that says "play on iPhone" and "play on Android" respectively. At the bottom, there is contact information for more details.

PLAY SCVNGR IN HB!

Download the SCVNGR app to your iPhone or Android and let the fun begin. Whether you're a visitor or a long-time resident, SCVNGR is a new way to experience Surf City USA®.

Our **Best of Huntington Beach Trek** and **Surfin' Surf City USA Trek** allow you to do challenges around HB, earn points, and win the coveted **Surf City USA Badge**.

What's a Trek?

Treks are a series of challenges that can be accomplished in any order, and over any period of time, in places around HB. We've created two Treks that allow you to experience Huntington Beach in an exciting, interactive way. Once you complete enough challenges you will unlock a special Surf City USA Badge.

We will be adding new challenges and possibly even Treks as time goes on, so you'll always have something new to look forward to when you're in Surf City USA!

How Do I Play?

- 1 Download the iPhone or Android app
- 2 Do challenges around HB
- 3 Earn points and unlock the Surf City USA Badge!

For more information, read our [press release](#). Still have questions or have ideas for new challenges? Email info@surfcityusa.com.

If you are a local business that wants to get involved in SCVNGR, contact Nicole Llido at (714) 969-3492.

play on iPhone

play on Android

Visitor Services Manager Nicole Llido constructed two “Treks” on SCVNGR that highlight 27 top locations throughout Huntington Beach and feature quick, fun challenges to accomplish at each venue.

Players earn points for completing challenges throughout the city and can choose to share their activity with their friends via Facebook and Twitter and, of course, to other players on SCVNGR.

HBMVB YouTube Channel

Huntington Beach Marketing and Visitors Bureau launched the **HBSurfCityUSA YouTube Channel** in July 2009.

In the past year there have been:

- 19 Videos Uploaded
- 7,804 Video Views
- 1,602 Channel Views

The most popular videos are:

1. Pro Surfer Kelly Slater shoots the Huntington Beach Pier! 43.0%
2. Nia Peeples on Surfing and Huntington Beach 17.4%
3. Corky Carroll HB Version 14.0%
4. Peter Greenberg with Courtney Conlogue in Huntington Beach 4.9%
5. Courtney Conlogue at the 2009 Hurley® US Open Pro Surfing 4.9%



SOCIAL MEDIA

The OCeanfront

The OCeanfront (www.theOCeanfrontCA.com) is Orange County, California's coastal alliance of luxury lodging properties (including the Hilton Waterfront Beach Resort and Hyatt Regency Huntington Beach Resort & Spa), South Coast Plaza and coastal destination marketing organizations, including the Huntington Beach Marketing & Visitors Bureau.

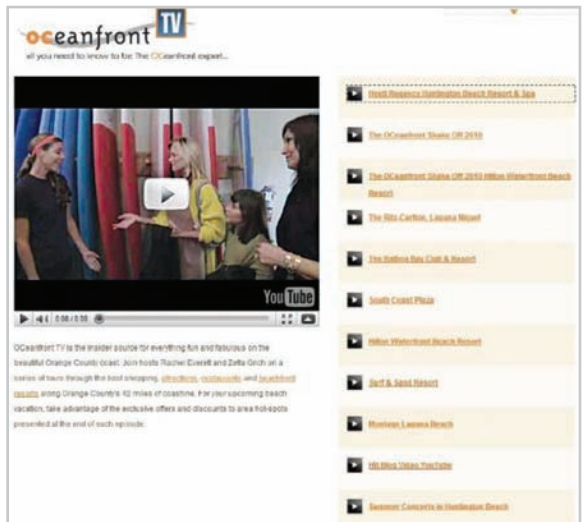


With these **OCeanfront** alliance partners, the HBMVB participates in the following Social Media initiatives on behalf of Huntington Beach:

- **OCeanfront TV:** An online ten-episode season on the OCeanfront YouTube channel. Two episodes, which the HBMVB helped to produce, have featured the Hilton Waterfront Beach Resort and the Hyatt Regency Resort & Spa. OCeanfront TV also links to two of the Bureau's Huntington Beach videos.

- **OCeanfront Facebook/ Twitter**

- **OCeanfront Sweepstakes and Getaway-2-Give:** The "Getaway 2 Give" promotion is designed to raise OCeanfront brand awareness to a new channel of potential guests, enhance the brand's reputation by aligning with charitable organizations, and increase occupancy during off-peak periods.



Oceanfront Live Social Media Event

The **Oceanfront Shake Off** on April 15-16, 2010, brought seven top Southern California "foodie bloggers" to six luxurious beachfront lounges in one action-packed day on a quest to discover The Oceanfront's signature cocktail. Hilton Waterfront Beach Resort and Hyatt Regency Huntington Beach Resort & Spa hosted the bloggers. This twist on a traditional media familiarization tour (aka "FAM Tour") has generated over 500,000 traditional and social media impressions to date.



HBMVB's Donna Mulgrew joins foodie bloggers on the Shake Off tour.

Bloggers at Hilton Waterfront Beach Resort's Shades Restaurant & Bar try the Waterfront's Spicy Mary Shake Off cocktail submission by Jessie Riley.



Twitter NewsBite: @OceanfrontCA launches cocktail battle between 6 top resorts; Facebookers can sip, vote their favs & win drinks for 4! <http://ow.ly/1uTum>

FAMILIARIZATION TOURS

Huntington Beach Marketing and Visitors Bureau uses a variety of tools and tactics to communicate with the media and travel industry. Establishing and maintaining relationships through email, phone and personal interaction is a core component of successful client relations. Throughout the year, travel industry professionals and media with secured assignments are invited to experience the destination firsthand on **Familiarization Tours** (aka "**FAMs**") coordinated by the Bureau with the support of local partners. Our marketing team designs customized FAM itineraries matching the individual interests and needs of each FAM guest.



HBMVB hosted **29 Media and Travel Trade FAMs** since July 1, 2009 with more than **141 guests, including 58 journalists** from domestic and international print and online publications. Additionally, HBMVB supported several press familiarization tours for local hotels.



PUBLIC RELATIONS

HBMVB Communications Manager Madison Fisher and Vice President Donna Mulgrew participated in the February 2010 **California Travel & Tourism (CTTC) New York Media Reception**. Despite leaving sunny California for one of the worst snowstorms New York has ever seen, delegates representing 49 companies gathered at the Metropolitan Events Pavilion to welcome New York media to the Land of Plenty. The cocktail reception format was a hit in New York, providing ample face time between the **135 media attendees** (a CTTC record!) and the delegates. The reception received an incredible mix of high-level media, including the “Today” show, *Travel+Leisure*, *Condé Nast*, *Passport*, *NY Daily News*, *Fodor’s Travel*, *Sherman’s Travel* and the “Rachael Ray” show.



Madison Fisher is ready to greet the 135 journalists who attended CTTC’s New York Media Reception.



HBMVB’s Madison Fisher and Donna Mulgrew talk with a New York journalist about Surf City USA.

Met with **32 domestic and international journalists** at the Media Marketplace and the HBMVB booth at **International Pow Wow** in Orlando, Florida. US Travel Association’s International Pow Wow is the American travel industry’s premier international marketplace and the largest generator of Visit USA travel.

PUBLIC RELATIONS

Selected Press Clips

Thanks in part to meeting with the editor of **Fido Friendly** magazine twice in the past three years, Huntington Beach was named one of the **Top 10 Fido-Friendly Beaches** in the US in June 2010.



TOP 10 FIDO FRIENDLY Beaches
By Carol Bryant

Huntington Beach Dog Beach
Huntington Beach, California
There are beaches and then there are those with dogs in their name. Inspiring us to stop our kids in the direction of Huntington Beach Dog Beach. Apolly located about 10 miles from Disneyland, the beach is an amusement park or walk for Fido, beachwear and bring target is that Fido will be asking to go to the beach. Doggie chow/diners abound in the area so Fido and his guardian can cool down after a hot day of surf and sand. www.dogbeach.org

Del Mar Dog Beach
(Also known as North Beach)
Del Mar, California
From 20th Street to the Seacoast border leashed dogs are permitted from June 1st through Labor Day. From Labor Day through June 1st, Fido is welcomed to enjoy the beach. Leash-free under guardian voice command. Looking to mingle with like-minded fido folk and their furry friends? Del Mar Dog Beach is a very social and engaging canine beach where dogs can play amidst the ocean's surf. Pay attention to high tide periods so you can see waves into sand and hot rocks. www.delmar.ca.us/index.php?pg=DogBeach.asp

Carmel City Beach
Carmel-by-the-Sea, California
Main use of could be California dogs might just ring true when visiting the very Fido-friendly beach. Leave pre-considered notions and leashes in the car because Fido is free to frolic off sand under voice control. So Fido-friendly is the beach that they have their own "breakers," Doggie Gazette. Nearby Carmel Fountain is for dogs only and many stroll along Ocean Avenue along Fido to stroll stroll with the guardian. Beware the outdoor rest finding after a day at the beach and drive vehicle at one of the many Fido-friendly restaurants in the area. www.dogfriendly.com

Susan Kimmelman Off-Leash Dog Beach
(Montrose Dog Beach)
Chicago, Illinois
Dogs are welcome to channel their inner puppy and frolic to sandy beaches from the waves of Montrose Dog Beach. Enclosed in shallow waters for the smaller Fido puppers and rougher waters for the bigger pooches, this beach has something for everyone in Fido's family. Leave the leash at home for at least in the sand and be sure to pay your \$5 fee for a dog beach tag. If visiting Chicago, you'll want to make a trip to this fun-in-the-sun gateway for the canine member of your entourage. www.monrodog.org

Ocean Beach
Oceanside, California
Two sand off-wood four words to delight any Fido-friendly beachgoer start this dog-friendly of the popular Dog Beach in beautiful Ocean Beach. This section of beach is located at the north end of the peninsula to tell those and top it up. Ocean Beach is a small community located a few miles northwest of San Diego. Off-leash is a dog's Disneyland and with 38 acres to explore, the beach has been open to Fido since 1992. Keep the good karma swimming and please pick up after your pet. www.oceanside.gov/regions/beaches/ob.asp

Coronado Dog Beach
Coronado, California
Dew paw prints in the sand at the beach find near the Naval Air Station. Fido is well come to channel his inner surfer at Coronado Dog Beach is beaches. Features for humans an admission and a water sprig or at the entrance to wash sandy paws. The beach is far enough from the road to see into and close enough to the ocean to catch a wave. The Ladies Coronado Bay Beach Surf Dog competition is held nearby at Fido loves to the water so surf. www.oceanside.org/dogbeach

DOG BEACH
ILLUSTRATION BY CHERIEAN
PHOTOGRAPHY BY JACQUES JACQUES
© 2010 FIDO FRIENDLY MAGAZINE

FIDO
AUGUST 2010
www.FIDOfriendly.com



Two-page article in the July 2010 issue of **Sunset** magazine.

Circulation/Audience:

1,224,453;

\$191,275 AVE

(ad value equivalency)

Weekend Escape

Surfing, U.S.A.

Huntington Beach will rock its classic beach-town charms on you

BY CHRISTINE GARBELLO
PHOTOGRAPHS BY ANDREA M. GÓMEZ



A nice place to relax along the shore.



Heading out to catch the waves.



46 **Sunset** July 2010

sunsetmag.com

I'D NEVER HAD THE OCCASION to flip through the *Riptonary* before. In fact, I'd never even heard of the *Riptonary*—a kind of *Duaneimie* guide to surf lingo—before I went to Huntington Beach one summer weekend.

Long story short: Boyfriend grew up there. Ex-surf. Family visit long overdue. Me...no surf. Shudder in cold Pacific water. Love boyfriend. And intrigued by a culture where the ocean is god.

Plus, big bonus: the new-ish 37-room Shorebreak Hotel, which stylishly woos visiting surfers (and non) who want to lounge in the courtyard by a feteq or scope out the waves from their private balcony.

Determined not to be the *Riptonary* definition of an ass clown*, I first go for my own Surfing 101. I walk out past the hotel's

*Anyone caught in a lame attempt at being hip or funny by using a *Riptonary* entry without understanding its meaning.

surf lockers, past beach cruisers with palm trees painted on the rims, and up two blocks to one of H.B.'s few remaining historic buildings (McConville struck early here, and didn't let up)—a building that now houses the Huntington Beach International Surfing Museum.

A few Russians and I are the only ones wandering the wee space on this sunny Saturday. The narration from oak class: *The Endless Summer* plays in the background. B&W photographs show the sport's heroes through the years, and an exhibit on board shapers displays the first effort—9-foot boards made from solid redwood.

With more surf knowledge, I feel ready to head to the culture's main altar: the town's famously long pier, where the most consistent waves are ridden. **■**



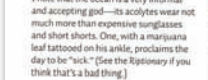
Getting to Huntington Beach

The city is about 35 miles south of L.A. in Orange County Southwest Airlines flies nonstop from several cities, including Phoenix, to John Wayne Airport.

Weekend Escape



H.B.'s weekend lineup of beach sports volleyball.



On my way down the busy main drag, I note that the ocean is a very informal and accepting god—its acolytes wear not much more than expensive sunglasses and short shorts. One, with a marigold leaf tattooed on his ankle, proclaims the day to be "sick." (See the *Riptonary* if you think that's a bad thing.)

Epiphany on the sand

The ex-surfer with family ties to H.B. meets me near Highguard station #2. We're sitting in the sand, watching kids slide down min "dunes" on bodyboards, when he perks up—like he hears a high-pitched noise only a surfer is attuned to and I'm not. He turns to me with a smile. "Surf guitar," he says.

"Surf guitar?" I vaguely remember something about this from the museum. But I don't have my *Riptonary* on me. "There's a special guitar?"

He grabs my hand and leads me across the well-trodden sand to the source of the sound—a stage fronted by people on the grass in the warm sun.

A guy with what sure looks like a regular old electric guitar plugs out a retro beat. I get it then. The plucking mimics the rhythm of the ocean. I've heard it before but didn't feel it until now, with the surfers behind me riding the waves. As I look back toward town across Pacific Coast Highway, the music opens my eyes to something



else: Huntington Beach didn't completely flush its past during the development decades. Between the new buildings are palm trees, a few old cottages, and boyz shacks. Thravely-sounding classic cars cruise PCH alongside F-150 trucks. The music makes me see only the classics.

Including the black standard poodle who just then strolls by, with a pink frangi-piani behind her ear and an aloha shirt (and her owner attached on a leash). The Beach Boys' California is still alive. And it's sick. That evening, we have dinner at Shorebreak's Zuzuzia restaurant. The *Riptonary* defines a "anzuala" as a free-spirited person who finds peace with the sand between her toes.

I'm a convert. An ocean worshipper. But, hear me now: No short shorts or pot tattoos. A surf lesson? In time.

48 **Sunset** July 2010



UK Cambridge Style,
 December 1, 2009:
 20,000 circulation;
 \$15,300 AVE
 (ad value equivalency);
 resulted from
 June 2008 Media FAM



harbour heaven

Having hours to California's scenic coast, Bruce Fawcett is well-prepared for the beauty of Orange County.

The beauty of California is undoubted the one by the fact that it's so diverse. Quite apart from great cities like Los Angeles, San Francisco and San Diego, there are also some regions, towns, lakes and mountains within the state and places as different as Carmel, Stone Springs and Catalina. And of course there is also that wonderful coastline to enjoy.

You have done about half-a-dozen times and still only discovered the surface, but my last trip was particularly interesting as I had to go to spend some time in Orange County and head to a great place to visit.

I have seen the Venice Aqueduct and been headed to the 'native' granola that is Huntington Beach is a couple of days before going along the coast for a spell in Newport Beach.

For all the time I've spent in California I still wasn't prepared for the beauty of Orange County, which would also be an ideal place

to spend time if you were travelling between LA and San Diego. Last winter was too busy to get enough time to see plenty of the area, so I'll visit next time.

One of my highlights in Newport Beach, about an hour's drive from LA, was walking on beautiful Crystal Cove State Beach early one morning just as the sun was coming up. The area has a series of charming, colorful cottages, some that can be rented, and you



can get breakfast in the Beachcomber Café (see you later for this).

I was there in April and saw preparations for the famous Newport Ensemble Yacht Race from high on Lookout Point in Corona Del Mar, as the bay below filled with hundreds of colorful yachts for the start. You then had a quick stop-up for the visit to see Laguna Beach, which was an impressive sight of art galleries, and again a globally visited place before going to look at the Beach at Pelican Hill, after which I had a message at the elegant Hotel del Coronado I was staying.

The hotel was elegant - particularly liked its beautiful, well-kept pool - and a great place to sit back in a nice quiet beach when the real fun of the days of the below (which, which was full of excitement) and had a huge opening night Hollywood-style outdoor party one evening at the Newport Beach Club. Screen star John Wayne, who died in 1978,

is legend in the area because he spent most of his life there - even before he started his Oscar-winning career - and had a home in Laguna Beach. You can still see where he lived and there's a fascinating wall display of photos in 'John's Place' at the Laguna Beach Club and Beach which enable Wayne's world and his famous charm off.

I also took a daily boat, which is a small electric-powered boat, out across the harbor and gazed at the elegant houses dotted along the water's edge as I drifted over to the historic Balboa Pavilion on Newport Beach. Such is the sheer elegance of Newport Beach that you can, should you be curious, even have your daily ride-pole while you drink!

It was also about five miles or so from Huntington Beach before I actually headed to Beach City beach - Coach Whiskey - and that was the perfect location for my visit to what is a surfing paradise.

The US Open of surfing takes place there each summer and attracts huge crowds and

it is most perfectly appropriate to see people going out for an early morning ride on the waves when I went for a walk along the shore.

It's well worth visiting the International Surfing Museum and checking out lots of big signs and the history of surfing legend Duke Kahanamoku.

Huntington Beach is not too big so you can get around on foot, and in beautiful beach is full of people playing waterball - they build professional waterball teams - when visited. And the beach has a wonderful pier that hosts Kelly's Diner at its end.

It also looks an excellent bar along Main Street each Sunday evening, and the bar goes on late into the night with salsa and entertainment and food produce for sale by the bar. How wonderful I think Vancouver Beach is! The Pacific Coast Highway, one of the great roads along the coast, I was able to visit it had an eight-hour career more

FACTS:

- For information on Newport Beach go to www.newportbeach.com
- For the Venice Aqueduct Beach House go to www.venicebeachhouse.com
- For information on Huntington Beach go to www.huntingtonbeach.com
- For the John's Place Balboa Pavilion go to www.balboapavilion.com
- For information on Laguna Beach go to www.laguna.com

and I could see right along the shoreline. Getting up in the morning and opening the blinds to look at that view was a little piece of heaven on earth.

The lighthouse was a good place to end the day, having a nice glass of California red and some outdoor watching the sun go down and glimpse your next day of after relaxation.

The wilderness style clean to the O.C. means the area used to be great to visit all year and I'm hoping to return there in April for some more beautiful situations in the sun - and maybe take a nice view on the Newport Beach Hotel.

PUBLIC RELATIONS

Peter Greenberg Radio Broadcast

The Huntington Beach Marketing and Visitors Bureau hosted Peter Greenberg, one of America's most acclaimed travel journalists, as he taped his national radio show, **Peter Greenberg Worldwide Radio**, at the Hilton Waterfront Beach Resort on November 2, 2009. **Peter Greenberg Worldwide Radio** show is taped for broadcast live from different remote locations around the world each week and is heard on more than 150 radio stations, Sirius/XM radio and Armed Forces Radio with an audience of more than 1 million listeners weekly.



Hilton Waterfront Beach Resort General Manager J.D. Shafer, HB Mayor Keith Bohr, and HBMVB President Steve Bone with Peter Greenberg.

Greenberg is America's most recognized and respected front-line travel news journalist. An Emmy Award-winning investigative reporter and producer, he was named one of the most influential people in travel by *Travel Weekly*, along with Al Gore, Bill Marriott and Richard Branson. He is Travel Editor for CBS News, and appears regularly on "The Early Show" and across many CBS broadcast platforms.

Greenberg interviewed four Huntington Beach locals, including US Open of Surfing 2009 Women's Champion **Courtney Conlogue**, HB Mayor Keith Bohr, pop culture journalist and radio host **Chris Epting** and music legend **Dean Torrence** of Jan and Dean.



Dean Torrence being interviewed by Peter Greenberg.

All four interviews were videotaped and added to the Bureau's YouTube Channel at www.youtube.com/HBSurfCityUSA.



TRAVEL TRADE & LEISURE MARKETING

- Continued **International Travel Trade and Public Relations Representation Agency Agreements in the UK and Germany**
- Secured new representation in **Australia/New Zealand** on behalf of Huntington Beach tourism
- Attended the US Travel Association's **International Pow Wow** in Orlando. In just three days of intensive pre-scheduled business appointments, more than 1,000 US travel organizations from every region of the country (representing all industry category components), and close to 1,500 international and domestic buyers from more than 70 countries, conduct business negotiations that result in the generation of over \$3.5 billion in future Visit USA travel. HBMVB conducted **35 business appointments** with more than 50 travel wholesaler and receptive tour operator contacts, and we met with **32 domestic and international journalists**.



Huntington Beach Pow Wow 2010 Team: (l-r) Hyatt Regency Huntington Beach Resort & Spa Senior Sales Manager Roger Dryden, Hilton Waterfront Beach Resort Director of Leisure and Business Travel Sales Megan Martin, HBMVB Communications Manager Madison Fisher and HBMVB VP Donna Mulgrew.

- Attended **Los Angeles Times** consumer trade show in February 2010, where **978 visitors** to our booth filled out contest entry forms and where we collected 824 email addresses to add to our email database



Hilton Waterfront Beach Resort Director of Leisure and Business Travel Sales Megan Martin and HBMVB Communications Manager Madison Fisher.



Hotel Huntington Beach Sales Manager Philip Legus assists a visitor at the Huntington Beach booth.



- HBMVB Vice President Donna Mulgrew attended the **Go West Summit** in Sacramento. Go West Summit is a marketplace that brings together unique suppliers from the Western US with international tour operators looking to expand their tours in the American West region. Donna had **30 appointments** with international buyers and receptive operators, all with interest in bringing overnight business to Huntington Beach.

2010 California Cup

Huntington Beach won the opportunity to host the **Ninth Annual California Cup Golf Invitational** in May 2010. The California Cup attracted the most influential decision makers within premier domestic and international tour companies and airlines, as well as select travel media, to inspect Huntington Beach area tourism products and experiences. **25 senior-level, primarily international, travel trade and media representatives attended from seven different countries/regions:** Australia, France, Germany, Scandinavia, South Korea, the United Kingdom, and the United States.

Important Bureau partners in hosting the California Cup were the Hilton Waterfront Beach Resort, the Hyatt Regency Huntington Beach Resort & Spa, the Shorebreak Hotel, DestinationPros, and Waterfront Adventures, as well as the California Travel and Tourism Commission (CTTC).



California Cup participants at the "Take Me Out to the Ball Game" Cocktail Reception at the Shorebreak Hotel preceding their night in a luxury suite at the Angels vs. Oakland Athletics game.



California Cup participants enjoyed four days of OC golf at Pelican Hill, Strawberry Farms, Oak Creek and Tustin Ranch, as well as quintessential Surf City activities including a bonfire on the beach, Segway® tours, surfing lessons, and lots of great California cuisine.



TRAVEL TRADE & LEISURE MARKETING

2010 EuroMission

The California Travel and Tourism Commission (CTTC) brought a record **32 delegates from 24 companies on a European Sales Mission to the United Kingdom, Ireland and Germany**, providing an excellent platform to showcase California destinations and products directly to top-notch travel trade and media in three key international markets. HBMVB Communications Manager Madison Fisher and Vice President Donna Mulgrew participated on behalf of Surf City USA.

FRANKFURT, GERMANY

- Trade and Media Meetings with:
 - Thomas Cook and DERtour/Meier's Weltreisen (major trade agencies)
 - Frankfurter Neue Presse, a major German newspaper
 - Main Echo, with a circulation of 85,000
- California World Cup Viewing Party and Reception, including key German travel trade and press reception

DUBLIN, IRELAND

- Media Breakfast
- VIP Travel Trade Lunch
- Travel Agent Training and BBQ Event

LONDON, UK

- Visit USA Media Marketplace
- Media Calls with variety of high-end publications, including representatives from Condé Nast
- Second Annual Golf/Summer Day, with 30 key members of the UK travel trade industry plus media attending for a day of California-style fun, including golf lessons, wine tastings and spa activities
- Sales Day: One-on-one meetings and lunch with key travel trade personnel
- California-branded World Cup Evening Event with well over 200 key trade and media
- Travel Agent Road Show, which included valuable training sessions on California product
- Annual Visit USA Ball, considered "the" event of the UK travel industry calendar



HBMVB's Donna Mulgrew conducted agent trainings and tour operator meetings while Madison Fisher met with key European media representatives. Both HB delegates participated in networking events such as the annual Visit USA Ball and the UK Golf and Summer Day with key clients.



MEETINGS GROUP MARKETING

CalSAE Trade Show

The largest association industry trade show on the West Coast, **CalSAE's Seasonal Spectacular** attracts more than 1,000 association professionals and industry suppliers to Sacramento for a one-day educational event and trade show. HBMVB's Donna Mulgrew and Nicole Llido attended this first-ever meetings industry tradeshow on behalf of Huntington Beach. **119 attendees** dropped their business cards at our booth and we received **four RFPs** (Request for Proposals) at the trade show. CalSAE is the California Society of Association Executives.



HBMVB's Donna Mulgrew and Nicole Llido represented Huntington Beach at the Bureau's first-ever meetings industry trade show, CalSAE's Seasonal Spectacular.

Affordable Meetings West

HSMAI's Affordable Meetings West in Long Beach provided a cost effective way to meet more than **85 meeting planners** who visited HBMVB's **award-winning booth**. HSMAI is the Hospitality Sales and Marketing Association International. Booth partners included Hilton Waterfront Beach Resort Sales Manager Carmela Buenrostro, and Director of Sales Carla Dispalatro and Group Sales & Catering Manager Stacey Hofflich Gitten from the Shorebreak Hotel.



Carmela Buenrostro, Carla Dispalatro and Nicole Llido represented Huntington Beach at the Affordable Meetings West in Long Beach.

Nicole Llido assists a meeting planner seeking information about Huntington Beach.



HBMVB MEETINGS MARKETING CAMPAIGN

With the help of a City of Huntington Beach Redevelopment Agency loan of \$50,000 (to be paid back over the next four years), HBMVB embarked on production of an extensive **Meetings Marketing Campaign** to promote Huntington Beach to the business meetings market. The Meetings Marketing Campaign includes the following elements:

- Development and launch of a **Huntington Beach Meetings & Events Microsite**, www.MeetInHB.com
- **Meetings and Events Online Marketing**, including a Pay-Per-Click Campaign
- A **Huntington Beach Meetings Lure Brochure**
- A series of **three direct emails to 56,300 meeting planners** throughout the US & Canada and 87,500 plus retail travel agents

HUNTINGTON BEACH CALIFORNIA

SEARCH Enter Keywords Follow Us: [Facebook] [Twitter] [LinkedIn] [Meet] [Share/Save] Print this Page | Home

Why Choose Surf City? Services & Online Tool Kit Contact Us

Hotel & Meeting Facilities Group Dining Supplier Directory Value Dates

Plan It Map It View It

Meetings & Retreats

Main Page / Meetings Main Page

[RFP Submission Form](#) | [Hotels](#) | [Group Dining](#) | [Supplier Directory](#) | [Value Dates](#) | [Why Choose Surf City](#) | [Services and Online Tool Kit](#) | [Contact Us](#)

Huntington Beach Offers A Corporate Business Meeting & Fun-in-the-Sun California Retreat Location

Looking for the city with the perfect balance of business and pleasure for your next **corporate business meeting or retreat in California**?

Huntington Beach is more than just a "fun place" to meet and greet; it's an environment that breeds clear thoughts, creativity and unique ideas.

When you think "Meetings," think **Huntington Beach, California**.

For events ranging from sales meetings to out-of-office strategy sessions, Surf City USA offers an inviting set of perks, including:

- State-of-the-art **California meeting facilities** and **hotels**
- Easy Transportation: 3 major airports nearby (LAX, SNA, LGB)
- Year-round comfortable weather & picturesque ocean settings
- Safe and lively downtown & nightlife
- Nearby attractions such as Disneyland & Knott's Berry Farm
- Special team building activities: sand-castle building, surfing lessons, etc.
- Delicious West Coast cuisine and trendy shopping

Ready to surf on over to Huntington Beach? Fill out the RFP form online or request our [free Meeting Planner Guide](#) to start planning your **corporate business meeting** or **California retreat** to the one and only Surf City USA!

Submit an Online RFP

Meeting Planner Kit Request Form

Sign-up for SURF CITY e-NEWS

MEETINGS MEAN BUSINESS.

Proud member of: MPI CalSAE

ORANGE COUNTY TOURISM COUNCIL

The primary goal of the Orange County Tourism Council (OCTC) is to market and brand Orange County ("The OC") as a premier travel destination. By packaging collective strengths, the entire region becomes financially stronger and more attractive to the visitor in the process.



Major OCTC initiatives this year have included:

- **New rack cards** designed (200,000 printed) to drive out-of-market visitors from Seattle, Portland, the San Francisco Bay Area, Sacramento, Bakersfield, Fresno, Phoenix and Las Vegas to the www.VisitTheOC.com website
- **Refreshed the home page** of the www.VisitTheOC.com website, which delivers hundreds of visitors per month to the Bureau's www.SurfCityUSA.com website
- Developed "**OC Forever Summer**" Sweepstakes—a customized web-driven sweepstakes module as a hub of communication for the 2010 summer campaign. The sweepstakes module highlights key Orange County travel packages.
- Produced "Up and Running ... On the Road to Recovery," the **Second Annual Orange County Tourism Conference** held in conjunction with "National Tourism Week." 285 Orange County travel industry leaders and government officials attended this year's conference.

HBMVB President Steve Bone serves as OCTC Chairman and HBMVB Vice President Donna Mulgrew serves as Co-Chair of the OCTC Marketing Committee.



Visitor Information Centers

- **Pier Plaza Visitor Information Kiosk.** Opened in late June 2009, the kiosk serves visitors and residents year-round/seven days a week.



- **Visitor Kiosk Inquiries** – From July 1, 2009 through June 30, 2010
 - Total Walk-ups 42,234
 - Hotel Information 585
 - Restaurant Information 3,066
- **Continued Weekday Visitor Center** in Bureau offices
 - Served 286 walk-in guests from July 1, 2009 through June 30, 2010
 - Answered 1,302 information phone calls

Surfboards in the Sand

The Bureau produced Surfboards in the Sand on Saturday, September 19, 2009. More than 1,000 people stood with their boards together in the sands of Huntington Beach to demonstrate their support for preserving our coastal environment and to pose for a photograph shot by professional sports photographers and published worldwide in *Transworld Surf* magazine and other national publications.

A www.SurfboardsInTheSand.com microsite, as well as Facebook and Twitter pages, supported registration and publicity for this event.



National Tourism Week

To help raise local awareness of the positive impacts of tourism, Huntington Beach Marketing and Visitors Bureau rallied the Surf City hospitality community to celebrate National Tourism Week in May. With over \$309 million in visitor spending that generated \$8.1 million in tax revenue and supported 3,800 local jobs in 2009, it is clear that tourism works for Huntington Beach.



Faces of Tourism—representatives of local hospitality, dining and retail businesses affected by tourism in Huntington Beach.

Tourism Works for Huntington Beach



Working with the Bureau's Advocacy Committee, staff coordinated the following initiatives:

- **"Tourism Works"** group photo at Pier Plaza Visitor Information Kiosk with hospitality, dining and retail employees affected by tourism
- Presented a **Faces of Tourism Video** at the May 3rd City Council Meeting where Mayor Cathy Green presented the Bureau with a National Tourism Week Proclamation
- Placed a **"Tourism Works for Huntington Beach"** banner highlighting the number of tourism-related jobs in the City and tourism-related tax revenues to the City above Main Street near Lake Park
- Released the annual **Huntington Beach Travel Impacts** economic report produced by Dean Runyan
- Distributed hundreds of **"Tourism Works for Huntington Beach"** buttons to local hotels, restaurants and stores for employees to wear during National Tourism Week

BUREAU COMMITTEES

Current Committees of the Huntington Beach Marketing and Visitors Bureau

As of November 15, 2010

1. Executive Committee

Goal: Enhance the governance and effectiveness of the Bureau

Chair: Kevin Patel

Members: Steve Bone, Margie Bunten, Marco Perry, Cheryl Phelps, J.D. Shafer



2. Marketing Committee

Goal: Provide Bureau staff with ideas, feedback, competitive intelligence and support for Bureau Marketing/Branding Initiatives in order to further Bureau's mission of "Heads in Beds"

Chair: Kay Cochran

Members: Margie Bunten, Kelly Castady, Don Chock, Carla Dispalatro, Madison Fisher, Stefanie Kaplan, Tara Kirby, Phillip Legus, Nicole Llido, Jennifer McLaughlin, Kevin Patel, Marco Perry, Tom Shields, Julius Son, Dean Torrence, Bob Wentworth

3. Lodging Roundtable

Goal: To provide a voice and marketing support for members of the Huntington Beach Lodging Community

Chair: Kevin Patel

Members: Representatives from each of the Huntington Beach lodging properties, Steve Bone, Madison Fisher, Bob Wentworth

4. Advocacy Committee

Goal: Cultivate awareness, appreciation and support by government officials for the Bureau and visitor industry in order to support the Bureau's mission and future funding

Chair: Joyce Riddell

Members: Keith Bohr, Steve Bone, Margie Bunten, Barbara Delgleize, Steve Dodge, Kevin Gilhooley, Donna Gray, Cathy Green, Nicole Llido, Kevin Patel, Laurie Payne, J.D. Shafer, Bob Wentworth

5. Sustainable Tourism Committee

Goal: Identify and develop ecotourism experiences for promotion to overnight visitors and locals. Promote responsible and sustainable use of our environmental resources when providing services and products to Huntington Beach visitors and locals.

Chair: Shirley Dettloff

Members: Suzanne Beukema, Steve Bone, Garry Brown, Perry Cain, David Carlberg, Jane DeLorenzo, Jenelle Froisland, Sue Gordon, Rochelle Groh, Cheri Ikerd, Aaron Klemm, Nicole Llido, Kevin Patel, J.D. Shafer, Gordon Smith



BUREAU STAFF & EMPLOYEE LISTINGS



2010 HBMVB staff enjoying another day on the job.





**Huntington Beach
Marketing and Visitors
Bureau**

301 Main St., Ste. 208
Huntington Beach
California 92648-5171
Phone: 714-969-3492
or 800-729-6232

Fax: 714-969-5592
Email: info@surfcityusa.com
Web: surfcityusa.com



Steve Bone
President/CEO
steve@surfcityusa.com



Bob Wentworth
Vice President of Sales
& Marketing
bob@surfcityusa.com



Madison Fisher
Communications
Manager
madison@surfcityusa.com



Nicole Llido
Visitor Services
Manager
nicole@surfcityusa.com



301 Main St., Ste. 208
Huntington Beach, California 92648-5171
714-969-3492 or 800-729-6232