

A photograph of a lifeguard standing on a lifeguard stand at sunset. The lifeguard is wearing a white t-shirt and red shorts, looking out over the ocean. The stand is blue with a red life preserver hanging from the top. The sky is a mix of blue and orange, and the ocean has white-capped waves. The number '11' is visible on the side of the stand.

Huntington **BEACH**

Annual Report | 2011/2012

A PUBLICATION OF HUNTINGTON BEACH MARKETING & VISITORS BUREAU

SURFCITYUSA.COM

HUNTINGTON BEACH MARKETING & VISITORS BUREAU



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BRANDpromise Huntington Beach is the authentic California beach getaway—accessible, safe and fun! With its internationally recognized surfing culture and iconic pier, the city presents a progressive, spirited and active lifestyle based on a walkable downtown entertainment zone, year-round events and immersive nature-based and ocean activities. Huntington Beach boasts luxury resort hotels and affordable lodging along with nearby offerings of one-of-a-kind meeting, sports, dining and shopping venues.

MISSIONstatement To 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.

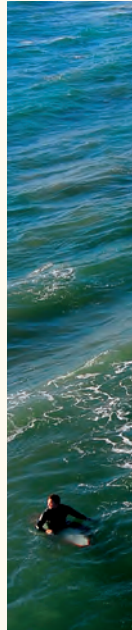
why **TRAVEL** matters



Marco Perry | CHAIR



Steve Bone | PRESIDENT, CEO



Travel matters. Travel matters to those who want to experience the world in a new way. But it also matters to residents whose lives are made better thanks to the visitors that come to their home town.

Tourism supports 1 in 8 jobs in the United States— 14.4 million jobs in total. In Huntington Beach, tourism supports 2,700 jobs.

63 million international visitors came to the United States in 2011. These visitors spent \$153 billion while on vacation. Huntington Beach attracted 3 million non-Orange County based visitors last year. These visitors spent \$366 million in Surf City USA.

Thanks to visitor spending, California earned \$4 billion in state tax income and \$2.3 billion in local tax income in 2011. Huntington Beach earned \$8.2 million in tax revenue from its visitors.

What does this all mean? Visitors to Surf City USA spend money in local businesses and provide revenue to the City of Huntington Beach. This revenue keeps your favorite shops and restaurants open and keeps city services, such as the police, fire, parks, and libraries, available for residents to enjoy.

The Huntington Beach Marketing and Visitors Bureau is doing its part to bring new visitors to Surf City USA. Its sales, marketing and public relations efforts span the globe in order to complete its mission of increasing overnight stays in Huntington Beach, leading to increased visitor spending and enhanced quality of life for all residents. We invite you to browse this year's Annual Report to see how this goal is accomplished.

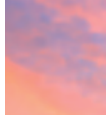
SOURCES:

U.S. Department of Commerce, Office of Tourism and Travel Industries, *International Travel Forecast to the United States: 2011-2017*

Visit California, *California Tourism Highlights 2011*

Horizon Consumer Science, *2011 Huntington Beach Visitor Profile Study*

HB RECOGNITION



“...In Huntington, there’s no need to choose between sandy beaches, world-renowned dining and shopping, or lively nightlife—you get it all.”

—ZEST (UK MAGAZINE)



PUBLIC RELATIONS

The Bureau's public relations efforts include attendance at media receptions throughout North America and hosting of over 50 familiarization tours throughout the year. These efforts result in a number of earned media placements, giving Surf City USA an estimated ad value equivalency of \$880,000, with a total circulation of 6.14 million.

What the Media is Saying About Huntington Beach:

“The 8 ½-mile-long beach here is a haven for anyone who appreciates the sand and salt air...”

—SAN FRANCISCO CHRONICLE

“It's this mixture of innovation with green initiatives that makes Huntington Beach so much more than that surfer-dude setting for which it's known.”

—SMART MEETINGS MAGAZINE

“For the ultimate Southern California surf experience, take the kids to Huntington Beach.”

—TODAY TRAVEL

“With its 10 miles of sand along the blue waters of the Pacific, Huntington Beach ranks among America's top family-friendly beach communities.”

—CHICAGO TRIBUNE

“Huntington Beach's array of meeting options will inspire not just the surfer in you, but also the environmentalist who appreciates what locals have done to preserve the area's natural elements.”

—SMART MEETINGS MAGAZINE

BUREAU RECOGNITION

DMAP ACCREDITATION

The Huntington Beach Marketing and Visitors Bureau is proud to proclaim it has been awarded accreditation by the Destination Marketing Accreditation Program (DMAP).

DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). It is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

DMAP accreditation standards require excellence across the board:

- GOVERNANCE
- MANAGEMENT
- TECHNOLOGY
- RESEARCH/MARKET INTELLIGENCE
- COMMUNICATIONS
- DESTINATION DEVELOPMENT
- STAKEHOLDER RELATIONSHIPS
- BRAND MANAGEMENT
- HUMAN RESOURCES
- GROUP SERVICES
- FINANCE
- VISITOR SERVICES
- SALES
- INNOVATION



AWARDS

California Travel Association Emerging Leaders Award

Madison Fisher, Director of Marketing & Communications, was among the first to receive the California Travel Association's "30 and Under" Emerging Leaders Award. This award honors those who have made a dramatic impact in the promotion of travel, tourism and hospitality through innovation, awareness, creativity or "stewardship".

MarCom Awards

The Bureau received a 2011 MarCom Gold Award in the Brochure/Business-to-Consumer category for its rack brochure. MarCom Awards is an international competition that recognizes outstanding creative achievement by marketing and communication professionals. Winners range in size from individual communicators to Fortune 500 companies.

Service Industry Advertising Awards

The Huntington Beach Film Commission proudly accepted a Gold Award for its website, FilmHuntingtonBeach.com. The Service Industry Advertising Awards recognize excellence in advertising within the service industry. A national panel of judges reviews entries for execution, creativity, quality, consumer appeal and overall breakthrough advertising content.

HB Travel Fact

“Visitors spent \$366.5 million
in Huntington Beach in 2011.”



SOURCE: 2011 HUNTINGTON BEACH VISITOR PROFILE STUDY, *HORIZON CONSUMER SCIENCE*

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destination**SALES**



Selling Huntington Beach is about education. Travel wholesalers, meeting planners, and visitors don't always know of the city's beautiful, wide-open beaches and authentic surf culture—and the meeting space that comes with it. The Bureau works domestically and abroad to spread the word about Surf City USA.



GROUP MEETINGS & INTERNATIONAL TRAVEL TRADE

GROUP MEETINGS

Following the hiring of its first Director of Sales in early 2011, the Bureau participated in 18 group meetings market tradeshows, increasing the number of leads generated for Huntington Beach events to 51, representing over 26,000 potential room nights.

Sunshine Guarantee

Great weather or your money back! The Bureau created the Sunshine Guarantee as a group meetings incentive, guaranteeing great weather for your event or a credit to the final master bill. The incentive was advertised on meeting publication websites and e-newsletters and gained international media coverage for its unique offer.

INTERNATIONAL TRAVEL TRADE

The Bureau continued its international travel trade and public relations agency representation agreements in the UK, Germany and Australia.

Bureau staff attended domestic trade shows and events, including International Pow Wow, giving it the opportunity to sell Huntington Beach to travel wholesaler and receptive tour operators and domestic and international journalists.


With the aid of Visit California and the Bureau's international agencies, sales trips to Australia, the UK and Germany allowed the Bureau to meet with wholesalers, group incentive companies and travel media to spread the Surf City USA brand message.

Film Commission

The goal of the Huntington Beach Film Commission is to increase awareness of Huntington Beach as a viable location for film production, thereby increasing revenue to the city.

- Over 60 film permits issued by the City of Huntington Beach
- Presented at the California Film Commission's Annual Breakfast
- Produced nine Huntington Beach Low-Down video series episodes
- Fostered relationships with future film producers and locations scouts in the industry via local college film programs
- Staffed booth at the AFCI Locations Show, which brings over 2,200 attendees and 300 film commissions from around the world to Southern California for a three-day event
- Hosted two familiarization tours for location managers and scouts
- Redesigned the current award-winning website
- Developed extensive online Huntington Beach film locations gallery

our **MARKETING** strategies



Marketing covers a wide variety of initiatives, but in the end, it is all about increasing awareness of Huntington Beach—and making others want to experience it for themselves.

16 million people visit our beaches each year, but only a few hundred thousand stay overnight in a hotel. The Bureau's goal is to increase overnight stays in Huntington Beach, thereby increasing revenue to the City, via its marketing efforts.

DIGITAL MARKETING

WEB

SurfCityUSA.com

The Bureau took the first vital step in updating the technology behind its website at SurfCityUSA.com, providing the proper framework for future upgrades and expansion.

- GOOGLE MAPS INTEGRATION
- IMPROVED PHOTO GALLERIES
- CUSTOM EVENT CALENDAR
- BUSINESS LISTING UPDATES

SOCIAL MEDIA

The Bureau maintains a presence on the following social media sites, allowing visitors an immediate, personal connection to Huntington Beach.

- FACEBOOK
- PINTEREST
- TWITTER
- YELP
- YOUTUBE
- TRIP ADVISOR

[Huntington Beach Low-Down](#)

This YouTube video series features Cool Kevin, the Bureau's Tourism Coordinator. Episodes are filmed by Bureau staff and center around themes including Best Breakfast Places, Beachside Concessions, Dog Friendly Surf City USA and Eco Tourism. Nine episodes were filmed this year, garnering over 6,500 views.

Virtual Tour

Enhancing the interactivity of its site, the Bureau launched a new Huntington Beach Virtual Tour. Beginning with an introductory video, the tour allows visitors to explore Downtown, Huntington City Beach, and more:

- Huntington City Beach during the US Open of Surfing
- Huntington Beach Pier & Bike Path to Dog Beach
- Hyatt Regency Huntington Beach Resort & Spa
- Shorebreak, a Joie de Vivre Hotel
- Waterfront Beach Resort, a Hilton Hotel
- Main Street during Surf City Nights

Interspersed throughout are interviews with US Open of Surfing athletes and a number of videos including the history of surfing in Huntington Beach, dining in downtown, and a time-lapse of a beautiful sunset over the Huntington Beach Pier.

PRINT MARKETING

ADVERTISING

Print advertising remains an important tool for the Bureau, with advertisements in such publications as:

- CALIFORNIA VISITORS GUIDE (DOMESTIC AND INTERNATIONAL)
- CANADIAN TRAVELLER
- QUANTAS HOLIDAYS USA BROCHURE
- SUNSET MAGAZINES
- SMART MEETINGS MAGAZINE
- CALIFORNIA MEETING + EVENTS
- MEETINGS FOCUS WEST

Total circulation for the Bureau's advertisements in 2011-2012 was well over 3 million.

Visit California Cooperative Marketing Campaign

The Bureau utilizes strategic partnerships with Visit California to extend its advertising reach.

This cooperative marketing campaign leveraged dollars from its partner hotels to participate in a 24-page supplement, with a full-page Huntington Beach advertorial, in the following publications for a total circulation of 1.02 million.

- TRAVEL + LEISURE
- FOOD & WINE
- CALGARY HERALD
- TORONTO STAR
- BUDGET TRAVEL
- VANCOUVER SUN
- EDMONTON JOURNAL
- MONTREAL GAZETTE

As part of the same campaign, the Bureau also received a 5-page spread in Visit California's Digital Guides, which garnered over 11,000 page views.

California Welcome Center

In 2011, the Bureau took out two display ads in the newly opened California Welcome Center in Buena Park. The new Welcome Center is the only one of its kind in Orange County and is located 15 miles from Surf City USA, making Huntington Beach the most easily accessible beach by visitors to the Welcome Center. During its first year, the Welcome Center assisted 15,000 walk-in visitors. This number is expected to double in its second year.

VISITOR SERVICES

COLLATERAL

In addition to the annual Huntington Beach Visitors Guide and Huntington Beach Visitors Map, the Bureau also published the Huntington Beach Dining Guide and Walking Tour of Historic Downtown Huntington Beach.

Huntington Beach Dining Guide

The first ever comprehensive, stand-alone Dining Guide in Huntington Beach features articles such as Meet the Locals and Compliments of the Chefs. It explores the Surf City USA dining scene from various angles, giving visitors a look into local favorites, classic beachside dining, nightlife, sources for the best beach picnic basket, and an overview of resort dining. It also includes a listing of over 275 Huntington Beach restaurants.

Walking Tour of Historic Downtown Huntington Beach

The Bureau partnered with the Huntington Beach Historic Resources Board to create this fold-out map and guide that allows visitors to take a self-guided historic walking tour of the downtown area and also gives a brief history of the city.

VISITOR INFORMATION KIOSK

The Visitor Information Kiosk at Pier Plaza, next to the Huntington Beach Pier, serves visitors and residents daily throughout the year.

In its second full fiscal year of operations, the Bureau added new services at the Kiosk including a daily weather/water condition report and maps of the downtown area with information in French, German and Spanish. The Kiosk also distributes monthly event calendars for the current and forthcoming months.

Total Walk-Ups in FY 2011/2012: 35,200



HB DINING GUIDE, 2012



VISITOR INFORMATION KIOSK

NATIONAL TOURISM WEEK

To help raise local awareness of the positive impacts of tourism, the Bureau rallied the Surf City USA hospitality community to celebrate National Tourism Week in May 2012. With over \$366 million in visitor spending throughout the city, it is clear that tourism works for Huntington Beach.

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

- Presented a Faces of Tourism slideshow at the May 7, 2012, City Council Meeting, where Mayor Don Hansen presented the Bureau with a National Tourism Week Proclamation
- Placed a "Tourism Works for Huntington Beach" banner highlighting the tourism-related jobs in the City and tourism-related tax revenues to the City above Main Street in Downtown Huntington Beach

CHAMBER OF COMMERCE ECONOMIC CONFERENCE

In March 2012, the Bureau hosted a hospitality panel at the Huntington Beach Chamber of Commerce's 25th Annual Economic Conference.

Centered around the theme of tourism, and its economic importance to the community, the panel was moderated by the Bureau's president, Steve Bone, and included:

- Bruce Baltin, PKF Consulting
- Paul Devitt, General Manager of the Hyatt Regency Huntington Beach Resort and Spa
- Marco Perry, General Manager of Shorebreak, a Joie de Vivre Hotel
- JD Shafer, General Manager of the Waterfront Beach Resort, a Hilton Hotel



CHAMBER OF COMMERCE ECONOMIC CONFERENCE

HB Travel Fact

“Huntington Beach earned \$8.2 million in tax revenue from visitor spending in 2011.”



SOURCE: 2011 HUNTINGTON BEACH VISITOR PROFILE STUDY, *HORIZON CONSUMER SCIENCE*

SURFCITYUSA.COM

looking **AHEAD**



Innovation requires flexibility, a reality-check and change. The Bureau is already in the midst of exciting changes for 2012/2013. Read on to find out how it's planning to continue improving its services and initiatives.



MARKETING

After an extensive selection process, the Bureau has chosen a new Agency of Record. Departure describes itself as an agency that addresses business challenges through the medium of creative thought and the tools of technology. This new marketing partnership will result in innovative campaigns and an updated brand image for Surf City USA.

SOCIAL MEDIA

The personal and casual communication of social media is the ideal way to share the spirit of Surf City USA. To continue improving its digital presence, the Bureau recently partnered with a social media strategist. The partnership will lead to an improved presence on all of its social media sites while increasing exposure of the Surf City USA brand.

WEBSITE

Staying on the forefront of digital technology, the Bureau will launch a new website in 2013 that boasts interactive features and improved content. The Bureau's goal is to be the most accurate and complete source of Huntington Beach information online, allowing visitors, meeting planners, location scouts and sporting event planners to find the material they need for their trip to Huntington Beach.

SPORTS COMMISSION

Huntington Beach's active community is based not just on surfing, but on a variety of beach- and park-based sports. The newly formed Sports Commission is a partnership with the City of Huntington Beach and stakeholders who see the opportunity to increase revenue in the city by attracting new events to our town.

Group Sales

The group sales team's mission is to actively market, advertise and promote the full range of destination assets for recreational, cultural, environmental and corporate/association/incentive group business travel that are available in Huntington Beach, thereby supporting the travel and tourism industry in Huntington Beach.

With this in mind, the Bureau has aggressively retooled its group sales plan for 2012/2013. With a new website on the horizon, a new marketing company, and a new group sales direction with the addition of a new VP of Sales & Marketing, its compass is set to true north in order to achieve the Bureau's overall strategy of growth in both group and leisure markets based upon comprehensive research on industry trends.

LEADERSHIP & FINANCES

The Bureau is proud of the diversity in its leadership, both in the staff and the makeup of its Board of Directors. These leaders are poised to bring the Huntington Beach Marketing & Visitors Bureau into a new era of innovation and achievement.

BUREAU STAFF

L-R: Madison Fisher, Director of Marketing & Communications; Steve Bone, President & CEO; Briton Saxton, Film & Sports Commissioner; Jamila Tahir, Communications Manager; Jim Lange, Kiosk Tourism Coordinator; Nicole Lido, Visitor Services Manager; Christopher Anderson, Director of Sales; Bridget Barrett, Kiosk Tourism Coordinator; John Ehlenfeldt, VP of Sales & Marketing; Joseph Aranda, Office Manager; Kevin Keller, Kiosk Tourism Coordinator.



LEADERSHIP & FINANCIAL OVERVIEW

BOARD OF DIRECTORS



L–R: JD Shafer, Waterfront Hilton Beach Resort; Marco Perry, Shorebreak, a Joie de Vivre Hotel; Dean Torrence, Jan and Dean Music; Steve Dodge, Huntington Capital Corporation; Chris DeGuzman, Hotel Huntington Beach; Mike Van Voorhis, Newport Beach Meat Company; Peter Townend, The ActivEmpire; Paul Devitt, Hyatt Regency Resort & Spa; Sue Gordon, Rainbow Environmental Services; Suzanne Beukema, Suzanne’s Catering and Event Planning; Gordon Smith, HB Wetlands Conservancy; Jerry Wheeler, HB Chamber of Commerce; Brett Barnes, Duke’s Huntington Beach. Not pictured: Kiran Patel, Howard Johnson Express Inn & Suites; Michael Ali, Zack’s; Robert Vaughan, Best Transportation; Tom Shields, Spark Woodfire Grill.

Revenues

TOURISM OCCUPANCY TAX	\$718,000
HOTEL/MOTEL BUSINESS IMPROVEMENT DISTRICT	\$1,402,000
TOTAL REVENUE	\$2,120,000

Expenses

MEDIA ADVERTISING	\$154,000	COLLATERAL DISTRIBUTION	\$41,000
PRINTED MARKETING COLLATERAL	\$154,000	RESEARCH	\$4,000
PUBLIC RELATIONS	\$145,000	TRADE SHOWS & TRAVEL	\$129,000
WEBSITE	\$43,000	SALARIES & BENEFITS	\$815,000
EVENT HOSTING	\$15,000	ADMINISTRATION	\$184,000
LOCAL MEMBER/COMMUNITY/OTHER	\$50,000	RESERVES	\$329,000
FAMILIARIZATION TOURS/SITE VISITS	\$58,000	TOTAL EXPENSES	\$2,120,000

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