

2014 HUNTINGTON BEACH VISITOR PROFILE (FROM THE ORANGE COUNTY VISITOR SURVEY)



Huntington Beach Visitor Profile

Huntington Beach visitors were defined in the following profile as anyone who lived outside of Orange County and visited Huntington Beach for the day or stayed there overnight. Among the 46.1 million visitors to Orange County in 2014, 8.2% or approximately 3.8 million reported they visited Huntington Beach while visiting Orange County.

*Source: Annual Survey of Visitors to Orange County, conducted by CIC Research, Inc. for Visit Anaheim.

2014 Huntington Beach Visitor Profile

How Many Visitors to Orange County and Huntington Beach

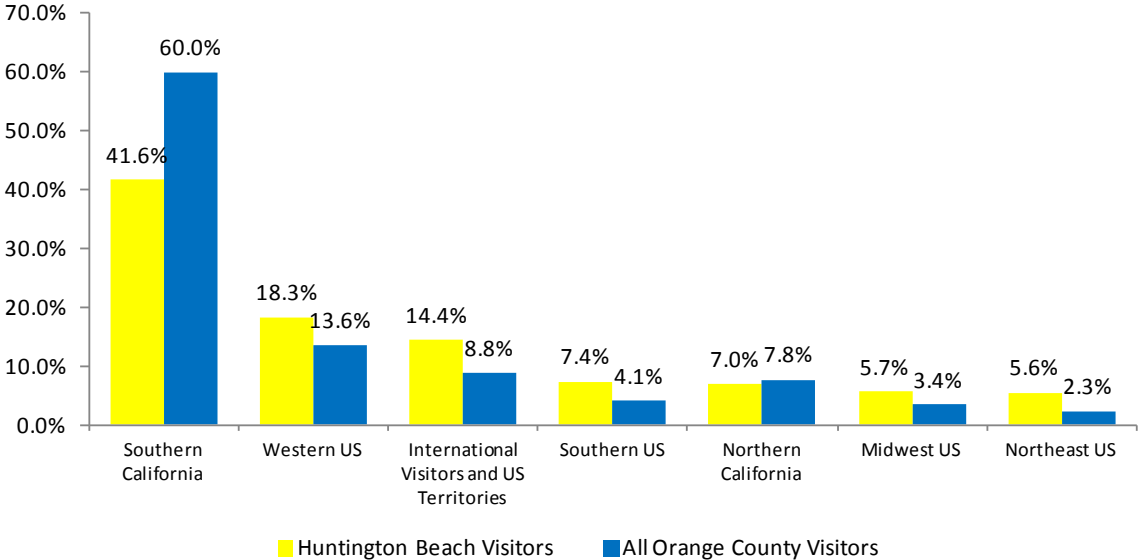
Year	All Visitors to Orange County	Total Visitors to Huntington Beach	Huntington Beach Visitors as a % of Total OC Visitors
2014	46,140,000	3,774,000	8.2%

Source: CIC Research, Inc.

Residence Summary for Huntington Beach and Orange County Visitors

Compared to All Orange County Visitors, more Huntington Beach visitors originate in the Western U.S. regions outside of California or in other countries while fewer Huntington Beach visitors originate in Southern California.

Residence of Visitors
Huntington Beach v. All Orange County Visitors
(2014)



State/Region/Int'l Residence Area	Visitors to Huntington Beach	All Visitors to OC
Southern California	41.6%	60.0%
Other Western States	18.3%	13.6%
International (total)	14.4%	8.8%
Northern California	7.0%	7.8%
Southern U.S.	7.4%	4.1%
Midwestern U.S.	5.7%	3.4%
Northeast U.S.	5.6%	2.3%

TOP METROPOLITAN AREAS OF RESIDENCE

Los Angeles and Riverside Counties are the top metropolitan areas of residence for visitors to Huntington Beach. Compared with the overall Orange County visitor, Huntington Beach attracts a larger proportion of visitors from Phoenix-Mesa and a smaller proportion of visitors from Los Angeles – Long Beach and Riverside-San Bernardino.

Metropolitan Area of Residence	Visitors to Huntington Beach	All Visitors to OC
Los Angeles – Long Beach	16.9%	26.9%
Riverside-San Bernardino	11.7%	19.9%
San Diego	8.0%	9.8%
Phoenix-Mesa	5.7%	3.5%
San Francisco-Oakland-San Jose	3.7%	4.2%

Travel Group Size

Huntington Beach draws a high proportion of families visiting the area. The average size of a visitor group to Huntington Beach is 2.4 people.

- More than four in ten (41%) of Huntington Beach visitor groups are a party of two people.
- More than one-fifth (21%) of Huntington Beach visitor groups are a party of three.
- About one-sixth (17%) of Huntington Beach visitor groups are a party of four or more.

Age and Income of the Travel Group

Less than half (44%) of Huntington Beach visitor groups travel with children. This is very similar to the 43% of all Orange County Visitor groups traveling with children.

- The median age of visitors to Huntington Beach is 31 years, while the median age of all visitors to Orange County is 35 years.
- 21% of Huntington Beach visitors are children under the age of 18, compared with 20% of all Orange County visitors.
- The median household income for Huntington Beach visitors is \$72,700, nearly the same as the \$74,000 median income for all Orange County visitors.

Length of Stay

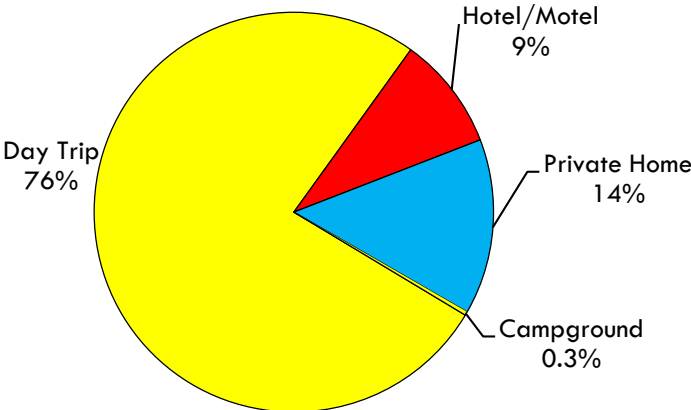
In 2014, almost one-third (31.7%) of Huntington Beach visitors were day visitors in Orange County. Nearly one-third (32.2%) of Huntington Beach visitors had overnight lodging in a hotel or motel in Orange County. About 34% of Huntington Beach visitors reported staying overnight in the home of friends or relatives in O.C. The remaining 2% of Huntington Beach visitors reported other overnight accommodations.

- For the Huntington Beach visitors with overnight lodging in Orange County the average number of nights stayed in Orange County, was 4.3 nights.
- In comparison, all Orange County visitors with overnight lodging in Orange County reported an average of 3.8 nights stayed in the County.

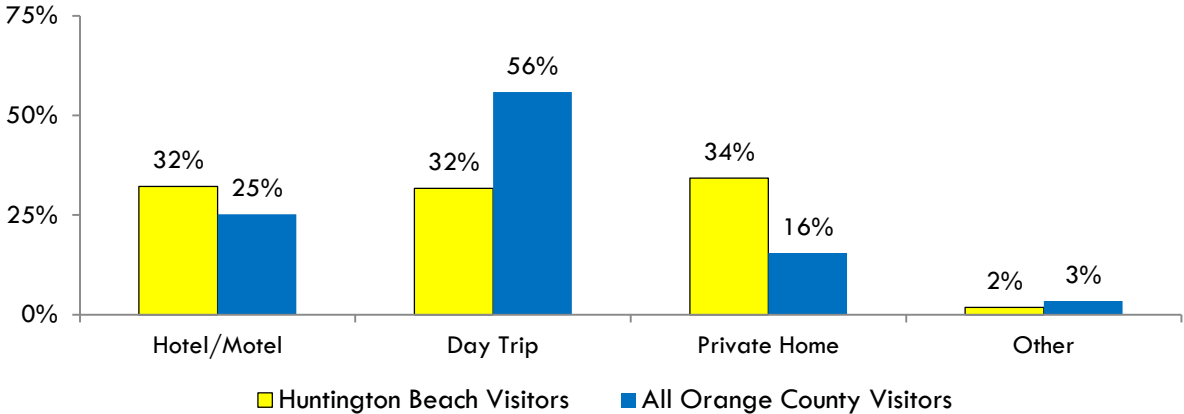
Accommodations in Huntington Beach and Orange County

Of the nearly 3.8 million visitors to Huntington Beach about three out of four visitors (76%) were day visitors to Huntington Beach. Nearly 24% (890,000 visitors) had overnight accommodations in the city. In 2014 about 9% of Huntington Beach visitors reported overnight hotel accommodations in the city and 14% reported private home accommodations. Less than 1% of visitors reported other overnight lodging in the city.

**Huntington Beach Visitors
Day Trip or Overnight Lodging in Huntington Beach
(2014)**



**Huntington Beach Visitors and All Orange County Visitors
Day Trip or Overnight Lodging in Orange County
(2014)**



Transportation to Orange County

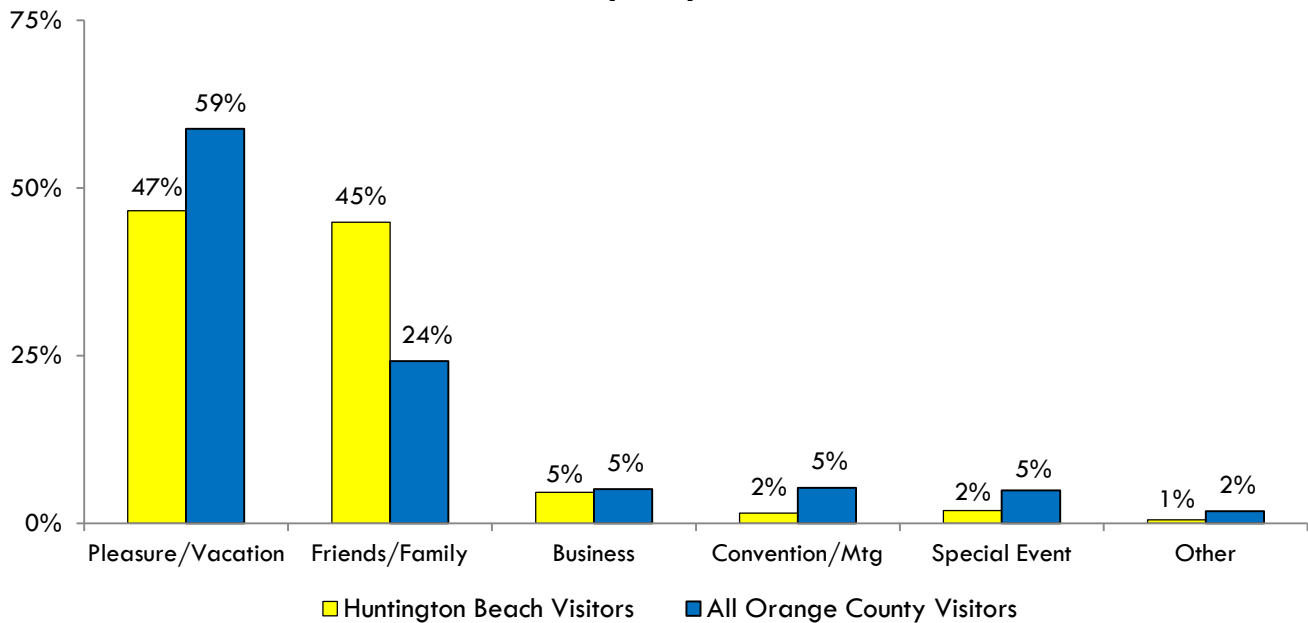
Almost three-fourths of visitors to Huntington Beach (72%) used their personal vehicle to travel from home to Orange County.

- Almost three-fourths (72%) of Huntington Beach visitors traveled to the region via personal vehicle, compared with 75% of all Orange County visitors.
- 27% of Huntington Beach visitors traveled by air, compared with 21% of all Orange County Visitors.
- Less than 1% of Huntington Beach visitors traveled by rental vehicle.
- 1% of Huntington Beach visitors traveled by some other means.

Primary Purpose of Visit

Compared with all Orange County visitors, Huntington Beach visitors tend to travel more to visit friends/relatives and less for pleasure/vacation, convention/meeting, or special event.

**Huntington Beach Visitors and All Orange County Visitors
Primary Purpose of Visit**



Frequency of Visits to Orange County

Only 9% of Huntington Beach visitors were visiting Orange County for the first time.

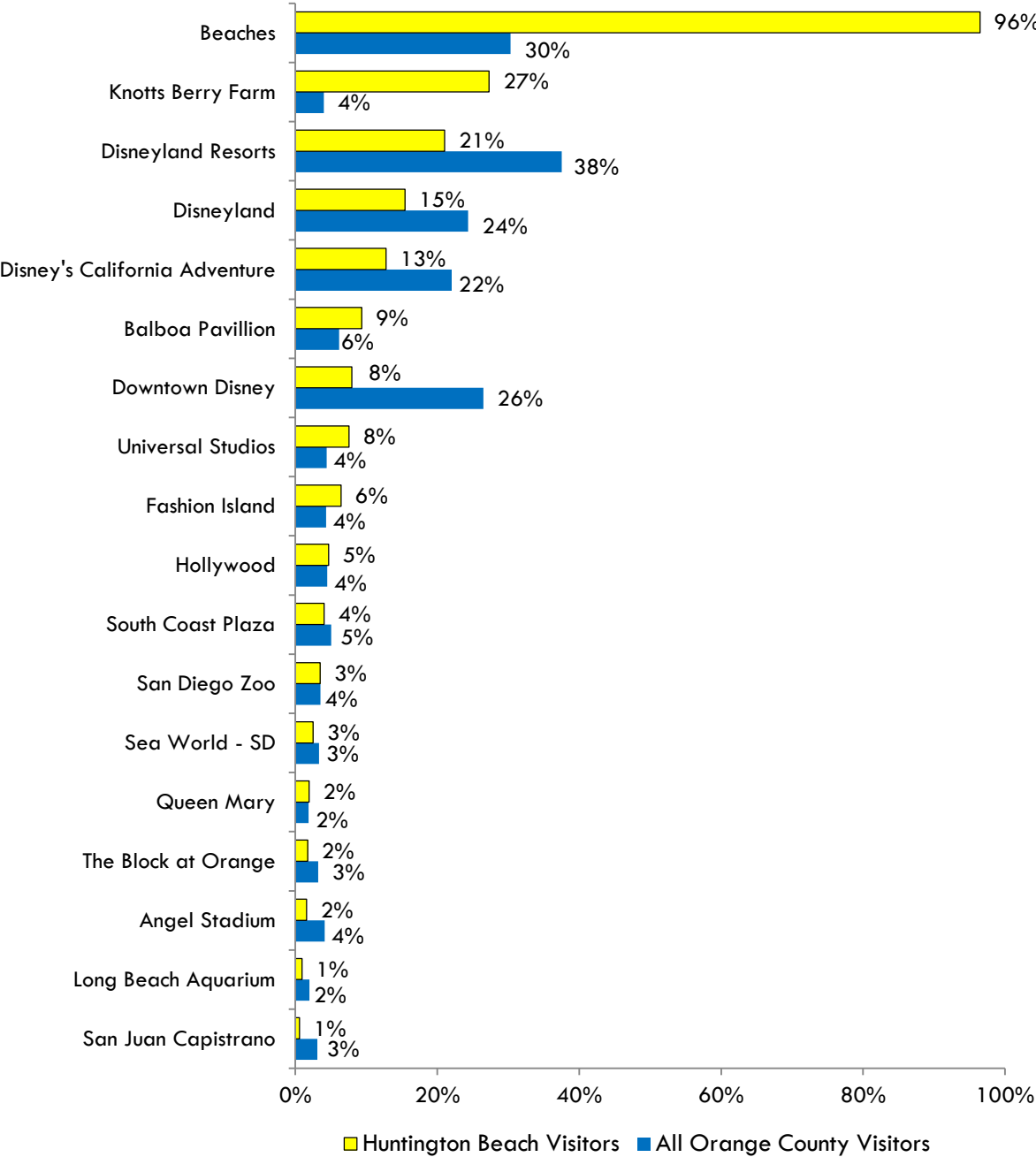
- 26% stated they had visited within the past year
- 26% had visited in the last 1-2 years
- 39% had visited at least once in the last 3 or more years
- 9% were first-time visitors

Beaches and Attractions Visited in Orange County

In 2014, the Orange County beaches were by far the attraction most frequently visited by Huntington Beach visitors (96%). The most frequently mentioned beaches include Huntington Beach, Newport Beach, Redondo/Sunset Beach, and Seal Beach.

Knott's Berry Farm, Disneyland, Disney's California Adventure, and the Balboa Pavilion were the attractions next most visited by Huntington Beach visitors, although Huntington Beach visitors were less likely to visit the Disney resorts than the average Orange County visitor.

Attractions Visited While in Orange County



Trip Planning and Information Sources

Months in Advance

Huntington Beach visitors planned their trip about six weeks in advance, the same as for all visitors to Orange County. Almost one-third (32%) of Huntington Beach visitors planned their trip two months or more in advance.

Information Sources

More than three-fourths (77%) of Huntington Beach visitors stated they used the Internet as an information source while planning their trip. Visitors also relied on friends and family for information (46%) as well as work (4%).

Visitor Spending in Orange County

On average, the Huntington Beach visitor spent \$270 per person in Orange County during 2014. The overall Orange County visitor spent \$231 per person in the County.

**Total Spending in Orange County per Visitor by Category
(Huntington Beach Visitors = \$270
v. All Orange County Visitors = \$231)**

