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HUNTINGTON BEACH, CA LAUNCHES NEW WEBSITE DESIGN

Huntington Beach, Calif., December 12, 2013 — Visit Huntington Beach has recently launched their newly redesigned website, www.surfcityusa.com, with an innovative new appearance and updated functionality. The website redesign unveils a new logo and contemporary layout as part of the bureau's continued marketing efforts to promote the destination and Surf City USA brand.

Updates to www.surfcityusa.com include a live webcam from the renowned Huntington Beach pier, rich imagery throughout the site, social media integration, a restructured event calendar, and a live surf report. The website also features the addition of a blog with weekly posts on all things Surf City USA, from dining highlights to tips from the locals. With the website relaunch, visitors can more easily plan a weekend or extended vacation in Huntington Beach.

"We are overjoyed with our new website's design and functionality," said Kelly Miller, President & CEO of Visit Huntington Beach. "It not only conveys the authentic Southern California surf lifestyle, but also an assortment of other activities offered here in Surf City USA."

"It is essential that our marketing tools continue to evolve and meet the needs of visitors, as well as the travel industry. Our new logo and website design reflect our marketing strategy to provide visitors with the classic California beach experience that can be enjoyed year round here in Huntington Beach."

The new website also includes a comprehensive online sales kit, b-roll download capability, complete production resource library for film and sporting events, and enhanced media galleries.

About Visit Huntington Beach

Visit Huntington Beach is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California's premier coastal destinations, Huntington Beach is the ideal location for a [California family vacation](#), relaxing weekend getaway, or [group conference](#).

With 10 miles of wide-open sandy California beaches, [Huntington Beach](#) is a destination of choice for vacationers and business travelers alike. To plan your *Surf City USA*® vacation, or to learn more about Huntington Beach, visit the Huntington Beach Marketing and Visitors Bureau website at www.SurfCityUSA.com or call 800-729-6232.

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