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VISIT HUNTINGTON BEACH LAUNCHES SURF CITY USA SHUTTLE FOR VISITORS

Easy hop-on, hop-off service offers five stops from hotels to beaches, shopping, dining and summer fun on Fridays through Sundays, starting July 10.

Huntington Beach, Calif., July 9, 2014— Getting around to explore Huntington Beach just got easier and more convenient for visitors, with the July 10 launch of the Surf City USA Shuttle. The new service will operate three days per week, from 10 am through 10 pm on Fridays and Saturdays, and on Sundays from 10 am through 8 pm, through September 20, 2015. A second shuttle will run all day on both Saturdays and Sundays, as demand requires. Visit Huntington Beach, the official destination marketing organization for the City of Huntington Beach, has teamed up with the city and local transportation company Transportation Concepts to offer the complimentary service with the following stop schedule:

Stop 1: Hyatt Regency Resort & Spa at Pacific View Avenue

Stop 2: Waterfront Beach Resort, a Hilton Hotel at Pacific View Avenue

Stop 3: Kimpton Shorebreak Hotel and Downtown HB at 5th Street

Stop 4: Sunset Beach at Peter’s Landing on PCH, near Huntington Harbour and Sunset Beach hotels, and Bolsa Chica Ecological Reserve

Stop 5: Bella Terra at Beach Boulevard, next door to The Village at Old World, Vans Skate Park and Hotel Huntington Beach

“Visitors prefer to spend their vacation time doing fun outdoor activities, not driving, and launching the Surf City USA Shuttle is a move to recognize this trend toward easier and more accessible ways for our visitors to enjoy the full HB experience without the stress of driving unfamiliar roads,” according to Visit Huntington Beach CEO Kelly Miller. “Corporate travelers also appreciate the comfort and convenience of complimentary shuttle service for dining out and free time in the destination.” The entire five stop run will take approximately an hour.

Surf City USA Shuttle is a pilot program that will run over the three day weekend, from Fridays through Sundays, through September 20, with the potential for expansion if proven to be an effective transportation alternative. According to VHB Executive Vice-President John Ehlenfeldt, who is the operations liaison for the service with city officials, Transportation Concepts and local business partners, “we plan to pursue county, state and federal grant support to extend and expand the service in future years if we find it’s filling a significant need, something we look to validate with the pilot program this summer.” To that end, Surf City USA Shuttle users will be invited to participate in an online pop poll about their experience, with an entry into a drawing for a return getaway to Huntington Beach as a thank you for completing the survey.

For more information, visit www.SurfCityUSAShuttle.com.

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, and recently named the "Best Beach in the US" by Time, Inc., Huntington Beach is the ideal location for a California family vacation, active outdoor adventure trip or relaxing weekend getaway.

With 10 miles of wide-open white sand 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, see the Visit Huntington Beach website at www.surfcityusa.com or call 1-800-729-6232 for a free Visitors Guide.

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