



Media Contact:

Madison Fisher, Director of Marketing and Communications
Ph: 714-969-3492, ext 208, Madison@surfcityusa.com

Rachel Volbert, Communications and Social Media Coordinator
Ph: 714-969-3492, ext 212, Rachel@surfcityusa.com

VISIT HUNTINGTON BEACH HIRES SUSAN THOMAS AS CHIEF MARKETING OFFICER

Huntington Beach, Calif., February 5, 2015 —Visit Huntington Beach (VHB) has proudly appointed Susan Thomas as Chief Marketing Officer. Thomas will spearhead the marketing programs for the Southern California destination known as Surf City USA beginning March 16, 2015.

"Susan's proven expertise in all facets of destination marketing and brand leadership is well known throughout the country," said Kelly Miller, President and CEO of Visit Huntington Beach. "Joining the Visit Huntington Beach team speaks volumes about our commitment to raising the Surf City USA brand to the highest level possible among our target markets."

Thomas most recently served as Senior Vice President of Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau for 17 years, where she successfully led the marketing efforts for the towns of Hilton Head Island, Bluffton, and Southern Beaufort County, South Carolina. Thomas is a recipient of Destination Marketing Association International's prestigious Destination Champion award and under her leadership, the organization was awarded with the 2014 US Travel Associations' Destiny Award for best Digital Marketing Campaign. Thomas also served as the Chairman of the Southeast Tourism Society.

"Huntington Beach is poised to leverage its brand culture as an authentic, legendary beach destination with the appeal of innovative new travel products, local experiences and enhanced services," said Thomas. "I'm excited to join the dynamic team at Visit Huntington Beach and to help craft a comprehensive destination marketing program that serves, sustains and supports the community's triple bottom line – people, planet and prosperity."

Thomas earned her Masters from Appalachian State University and her Bachelor of Arts degree in English with a minor in Communications from Clemson University where she graduated cum laude. Thomas will be making the journey from South Carolina to California in mid-March and will document her trip and her adjustment to the California lifestyle on her new travel blog *South Carolina Girl in the OC*. Thomas is an avid outdoorswoman and spends her time hiking, cycling, running, and participating in an occasional mud run. She also loves yoga, gardening, and playing music. Thomas can be reached at Susan@SurfCityUSA.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, 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 Visit Huntington Beach website at www.SurfCityUSA.com or call 800-729-6232.

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