



Visit Huntington Beach Appoints Alison McDermott as New Vice President of Marketing

HUNTINGTON BEACH, Calif. — April 22, 2026 —Visit Huntington Beach (VHB) today announced the appointment of Alison McDermott as Vice President of Marketing. Following a competitive nationwide search, McDermott was selected for her strategic hospitality experience that spans brand storytelling and integrated marketing communications. She will officially assume the role on May 1, 2026.

Joining the leadership team and reporting to President and CEO John Urdi, McDermott will lead the strategic marketing vision of the Surf City USA® brand. Marketing priorities include leveraging global exposure tied to upcoming events such as the 2028 Summer Olympics in Los Angeles while driving overnight visitation and spending. McDermott brings an established track record of leading multi-market initiatives for Preferred Hotels & Resorts, a global hospitality organization, where she partnered closely with hotel owners and tourism stakeholders. Most recently, she served as a strategic marketing consultant, advising hospitality and travel brands on strategy, digital transformation, and performance-driven marketing.

"I am honored to join Visit Huntington Beach under the leadership of John Urdi at such an exciting moment for the organization," said McDermott. "Huntington Beach is an iconic global destination, and I see a powerful opportunity to build on its legacy with bold, strategic marketing that drives year-round relevance and growth. I look forward to helping elevate the destination's positioning - expanding its appeal for groups, families, and the local community, while shaping a dynamic and forward-thinking next chapter."

"We are excited to welcome Alison to Visit Huntington Beach at such a pivotal time for our destination," said VHB President and CEO John Urdi. "Her experience working with hotels and global hospitality partners brings a critical perspective as we continue to drive overnight visitation, increase exposure, and generate revenue for tourism stakeholders and the City of Huntington Beach. McDermott understands what it takes to convert interest into stays, and her strategic approach to marketing will help us elevate the Surf City USA® brand as a must-visit destination for travelers from around the world."

About Visit Huntington Beach

Visit Huntington Beach is the official destination marketing organization of Huntington Beach, California, also known as Surf City USA®. Located along Pacific Coast Highway with convenient access from three airports, Huntington Beach boasts 10 miles of wide-open beaches, endless opportunities for outdoor adventure and a laid-back welcoming community known for its vibrant surfing history and culture, making it the ultimate Southern California destination for travelers from around the world. To learn more about Huntington Beach, visit SurfCityUSA.com.

About Winner Partners

Winner Partners is a certified woman-owned executive search and recruitment firm headquartered in St. Petersburg, Florida. The firm specializes in identifying and placing leaders for organizations that create community and economic impact and supported the national search process for this role. www.winnerpartners.net.