

POSITIVE ECONOMIC IMPACT OF SURF COMPETITIONS



Overview of Vans U.S. Open of Surfing (a World Surf League Qualifying Series Event)

In 2018, the Vans U.S. Open of Surfing was held in Huntington Beach California. Following the success of the week-long event, which attracted an estimated 375,000 out-of-city attendees, Visit Huntington Beach commissioned a study to determine the economic impact of the event.

Major Economic Stimulus for the City



Overall economic contribution to Huntington Beach was $96.4 million.



Visitors' spending supported 998 jobs and generated an estimated total of $3.3 million in tax revenues for the city.

Local Spending



Direct visitor spending amounted to nearly $49.5 million and total event spending amounted to $55.3 million.



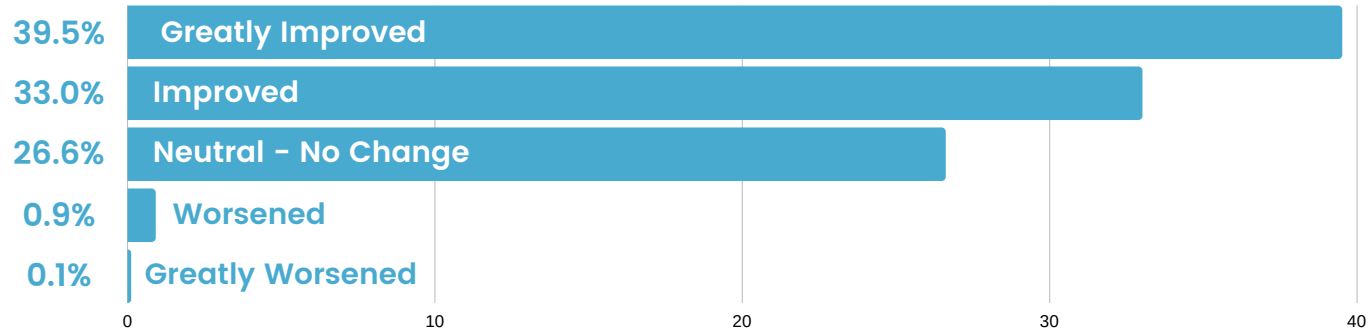
The typical visiting attendee spent a total of $930.65 per travel party on retail, transportation, and lodging within the city.

Generated Positive Perception of Host City

The event had an overwhelmingly positive impact on visitors' perception of Huntington Beach.

When asked how the event had impacted visitors' perception of the host city, nearly 75% of respondents reported their perception had improved or greatly improved (see below). In addition, nearly 98% of respondents indicated they would likely return to the city.

Impact on Visitors' Perception of Host City



Source: Visit Huntington Beach - 2018 Vans U.S. Open of Surfing Economic Impact Study - Final Report of Findings

World Surf League

The World Surf League established in 1976 and headquartered in Santa Monica, CA is the global governing body for professional surfing. The WSL is dedicated to changing the world through the inspirational power of surfing by creating authentic events, experiences, and storytelling to inspire a growing, global community to live with purpose, originality, and stoke.