

2023 PREMIER EVENT KEY STATISTICS

FIESTA HERMOSA - MEMORIAL DAY WEEKEND

120,000 (Beach Attendance)

MAY 27-29 / HERMOSA BEACH

PIER 360°

TBD (Beach Attendance)

JUNE 24 & 25 / HUNTINGTON BEACH PIER

SEMANA NAUTICA SPORTS FESTIVAL

40,000 (Beach Attendance)

EAST BEACH JULY 1 & 2 / SANTA MONICA PIER (MULTI-BEACH SPORTS)

*LIFEGUARD OCEAN IRONMAN RELAY

50,000 (Beach Attendance)

JULY 1 & 2 / SEMANA NAUTICA / CBVA/AVP OPEN

INTERNATIONAL SURF FESTIVAL

120,000 (Beach Attendance)

AUGUST 3-6 / SOUTH BAY L.A.

MICHELOB ULTRA OCEAN IRON MAN RELAY/CALIFORNIA VERSUS AUSTRALIA

TBD (Beach Attendance)

AUGUST 5TH / HERMOSA BEACH

ISF 6 MAN VOLLEYBALL

50,000 (Beach Attendance)

AUGUST 5 & 6 / MANHATTAN BEACH PIER

WORLD BODY SURFING CHAMPIONSHIPS

40,000 (Beach Attendance)

AUGUST 19 & 20 / OCEANSIDE PIER

CBVA PRO INVITATIONAL

80,000 (Beach Attendance)

AUGUST 26 & 27 / MANHATTAN BEACH PIER

CBVA CAL CUP CHAMPIONSHIPS

TBD (Beach Attendance)

SEPTEMBER 2-4 LABOR DAY WEEKEND

HERMOSA BEACH & MANHATTAN BEACH PIERS

SURF CITY DAYS

10,000 (Beach Attendance)

SEPTEMBER 9 & 10 / HUNTINGTON BEACH PIER

*The attendance at these lower profile events varies from

5,000 to 15,000 (Beach attendance) ESTIMATED IMPRESSIONS 1,000,000 PLUS

Impressions is not a perfect science since the events are not in a controlled environment. (Stadiums etc.) The beach attendance is estimated from the Municipalities and the Lifeguard services. The weather dramatically impacts these numbers.