



2021 PREMIER EVENTS – ESTIMATED ATTENDANCE

FIESTA HERMOSA - Memorial Day Weekend / Hermosa Beach

120,000 (Beach attendance)

Street to Beach Festival-Live Music-USSUPA Pier to Pier-CBVA

SEMANA NAUTICA - June 26&27 / Santa Barbara

40,000 (Beach attendance)

Multi-Sport - lifeguard Competition-CBVA

***WEST COAST LIFEGUARD CHAMPIONSHIPS - July /TBD**

50,000 (Beach attendance)

Junior and Senior Lifeguard Competition (3000 participants)

INTERNATIONAL SURF FESTIVAL - July 28-Aug1 / L.A. South Bay

150,000 (Beach attendance)

Manhattan/Hermosa/Redondo/Torrance – Manhattan Beach Pier 6Man

ISF 6 MAN VOLLEYBALL - July 30&31 / Manhattan Beach Pier

50,000 (Beach attendance)

WORLD BODY SURFING CHAMPIONSHIPS - August 7&8 / Oceanside Pier

40,000 (Beach attendance)

35th annual meeting of the tribe-Live Music-Trade Show/Vendors

CBVA INVITATIONAL - Manhattan Beach Pier

CATALINA CLASSIC Paddleboard Race - August 22 / Catalina to Manhattan Beach Pier

80,000 (Beach attendance)

Street to Beach Festival-Live Music-CBVA Premier CBVA

FIESTA HERMOSA - Labor Day Weekend / Hermosa Beach

CBVA CAL CUP STATE CHAMPIONSHIPS - September 5&6 / Hermosa Beach Pier

MALIBU SURF & SPORT FESTIVAL - September 11&12 / Zuma/Malibu

50,000 (Beach attendance)

Malibu MSA Surf Contest-Tom Zahn Waterman Race-USSUPA-CBVA

SURF CITY DAYS - September 18&19 / Huntington Beach Pier

100,000 (Beach attendance)

Street to Beach Festival-Live Music-CBVA Premier CBVA

*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.