



VISIT HUNTINGTON BEACH 2022 PACIFIC AIRSHOW ECONOMIC IMPACT REPORT

August 2023

Destination  Analysts



ABOUT THIS REPORT

This report presents the topline research survey data collected from this survey October 4-17, 2022. A total of 1,193 attendee surveys, 32 volunteer surveys, 23 sponsor/media surveys, and 1 event organizer survey were collected. The topline results from these surveys and presented here has a reliability of +/- 4.9% at a 95 percent confidence interval. The economic impact estimates provided in this report are based on an event attendance estimate of 690,000 over the course of the 3-day event.

KEY DEFINITIONS

- **Visiting Event Attendee / Visitor / Non-Local:** Event attendees who reside outside Huntington Beach
- **Locals:** Event attendees who reside within Huntington Beach
- **Attendee Spending:** Spending in the city of Huntington Beach by 2022 Pacific Airshow attendees who reside outside Huntington Beach. Visiting event attendees include travelers from outside Huntington Beach visiting specifically to attend the 2022 Pacific Airshow.

IMPORTANT NOTE

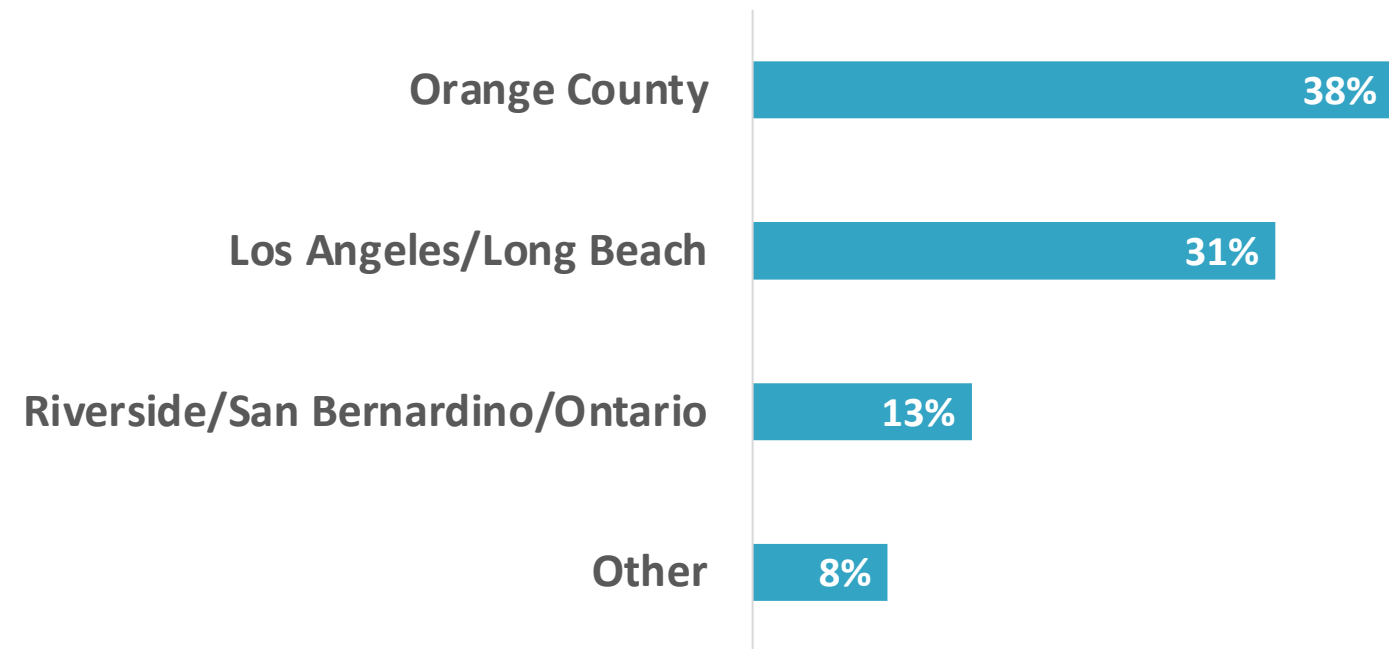
Spending by Huntington Beach residents related to the 2022 Pacific Airshow is specifically excluded from this analysis, as it cannot be claimed as an injection of **new** spending into the local economy.



A large crowd of people is gathered on a beach, looking towards the ocean. In the sky, a formation of six fighter jets is flying in a V-shape, leaving thick white smoke trails. The sky is a clear, bright blue. In the foreground, a large, colorful umbrella with rainbow stripes is visible. The crowd consists of people of various ages and ethnicities, many wearing hats and summer clothing. The ocean is visible in the background with several sailboats and a larger boat on the horizon.

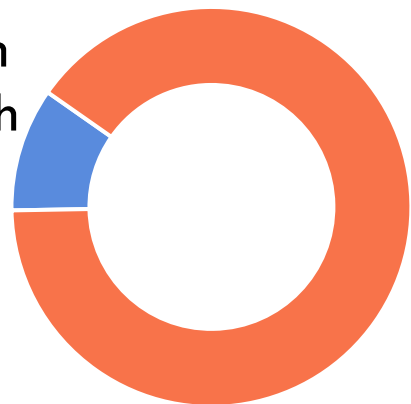
EXECUTIVE SUMMARY

TOP ORIGIN MARKETS



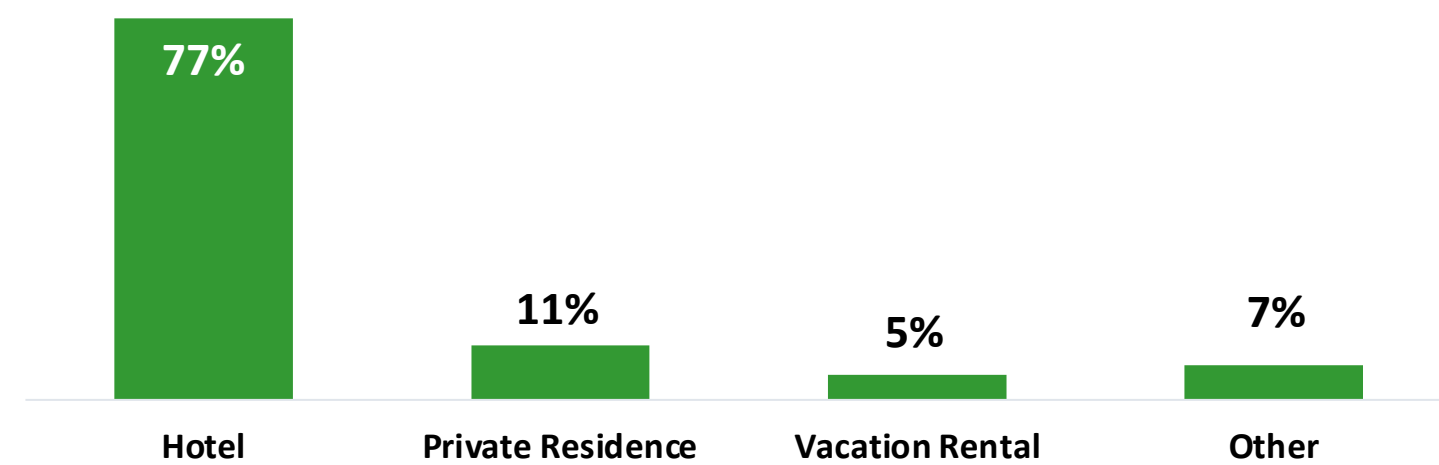
OVERNIGHT STAY

Stayed Overnight in the Huntington Beach area
10%



Did Not Stay Overnight
90%

LODGING TYPE



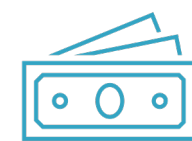
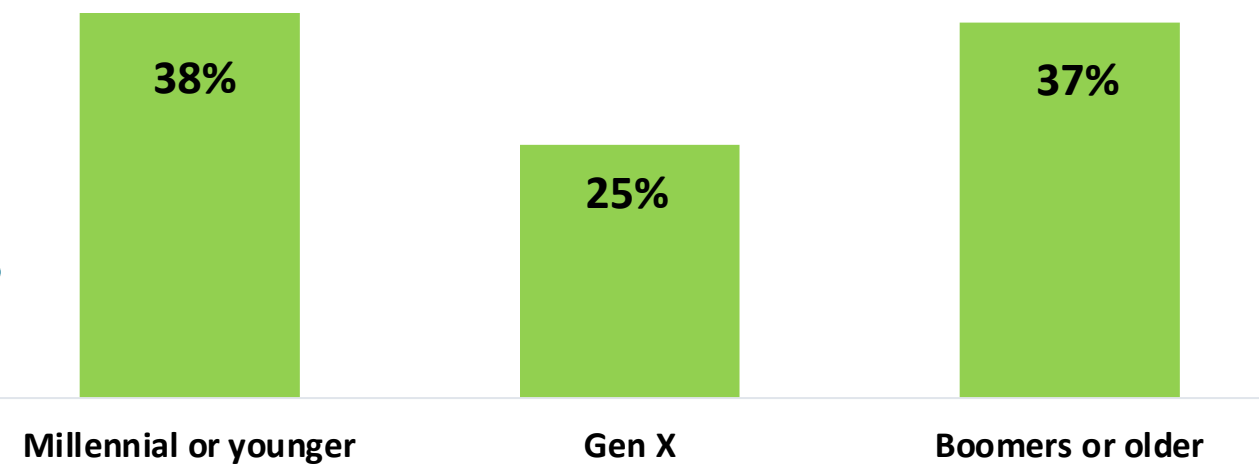
DEMOGRAPHICS



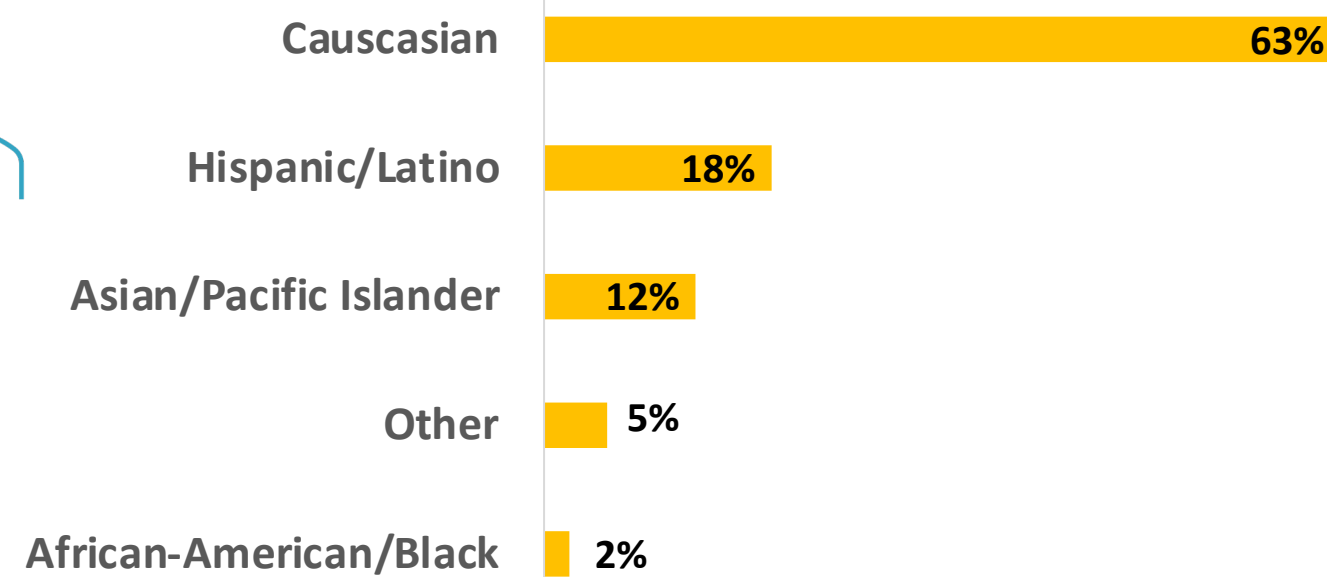
Female
40%

Male
60%

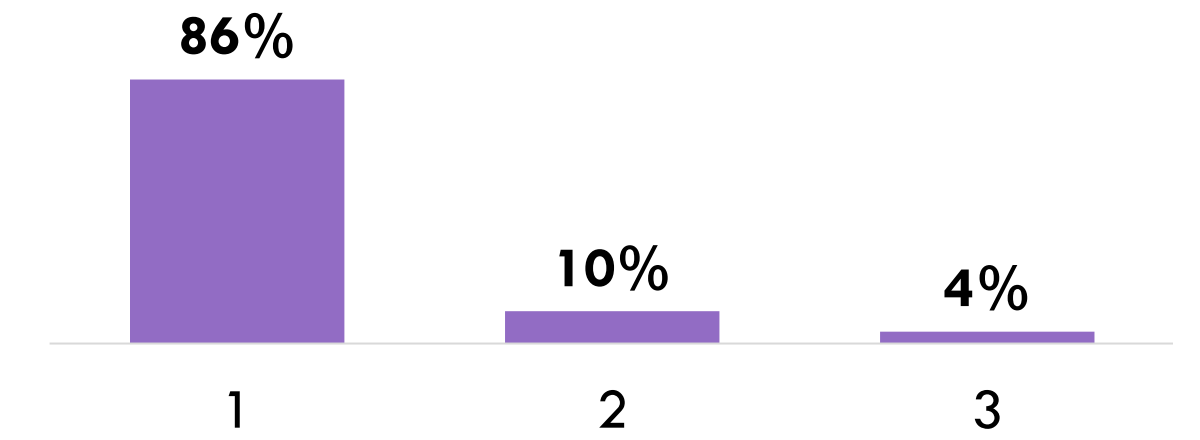
Average Age: 48.7 years



Average Household Income: \$138,417



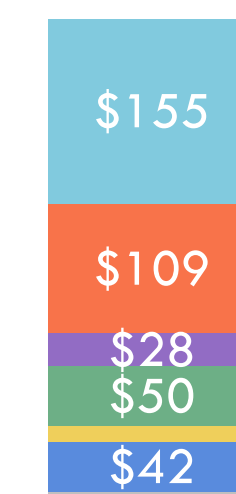
EVENTS DAYS ATTENDED



1.2 average event days attended

AVERAGE DAILY VISITOR PARTY SPEND

\$407

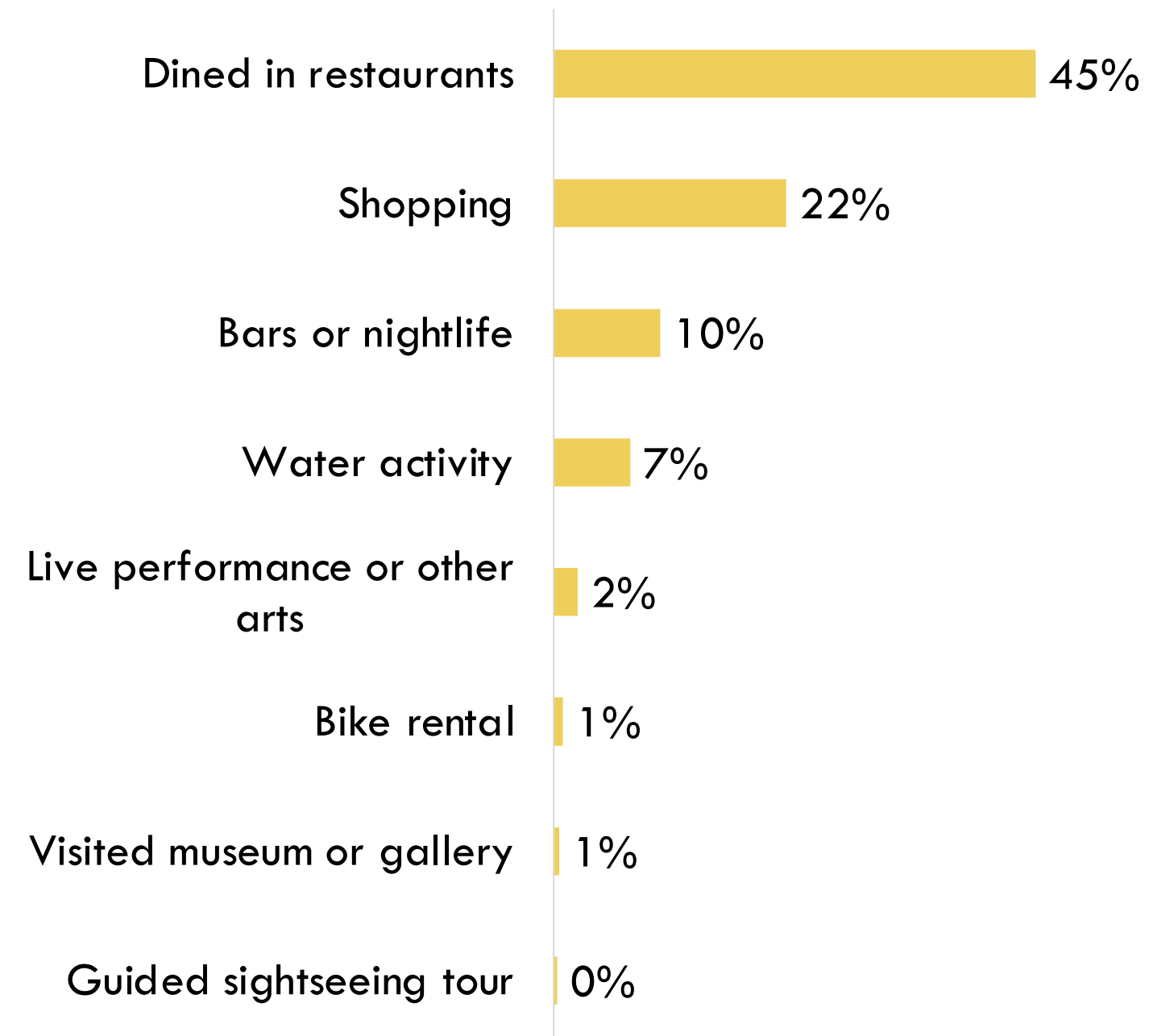


- Pacific Airshow Tickets: \$155
- Restaurants & Dining: \$109
- Lodging: \$28
- Retail Purchases: \$50
- Entertainment, Sightseeing, & Recreation: \$42
- Transport, Gas, & Parking: \$42
- Other: \$0

Visitor Party Attendees

Average party size: 3.8

ACTIVITIES



TRAVEL PARTY

3.8

Average Party Size

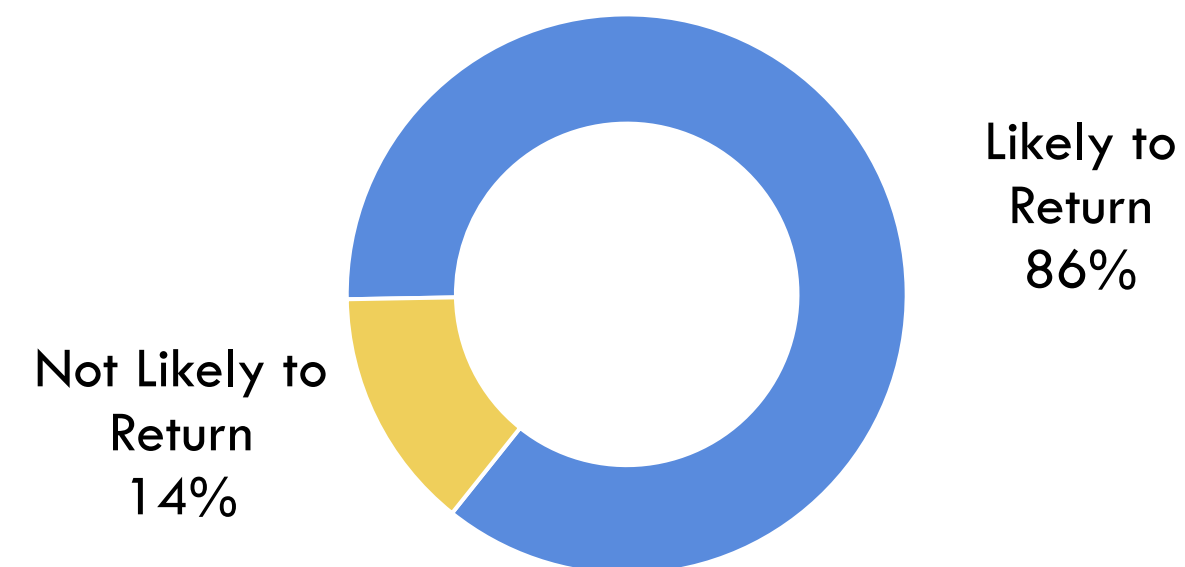
31%

Children in Party

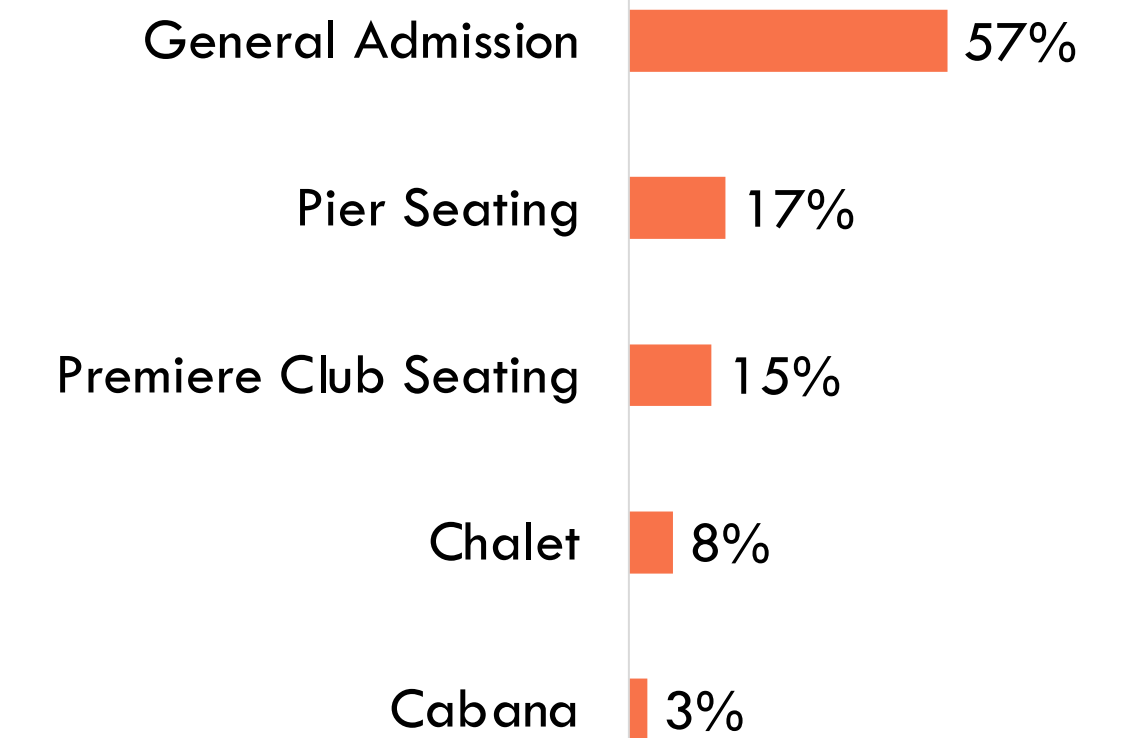
EVENT SATISFACTION



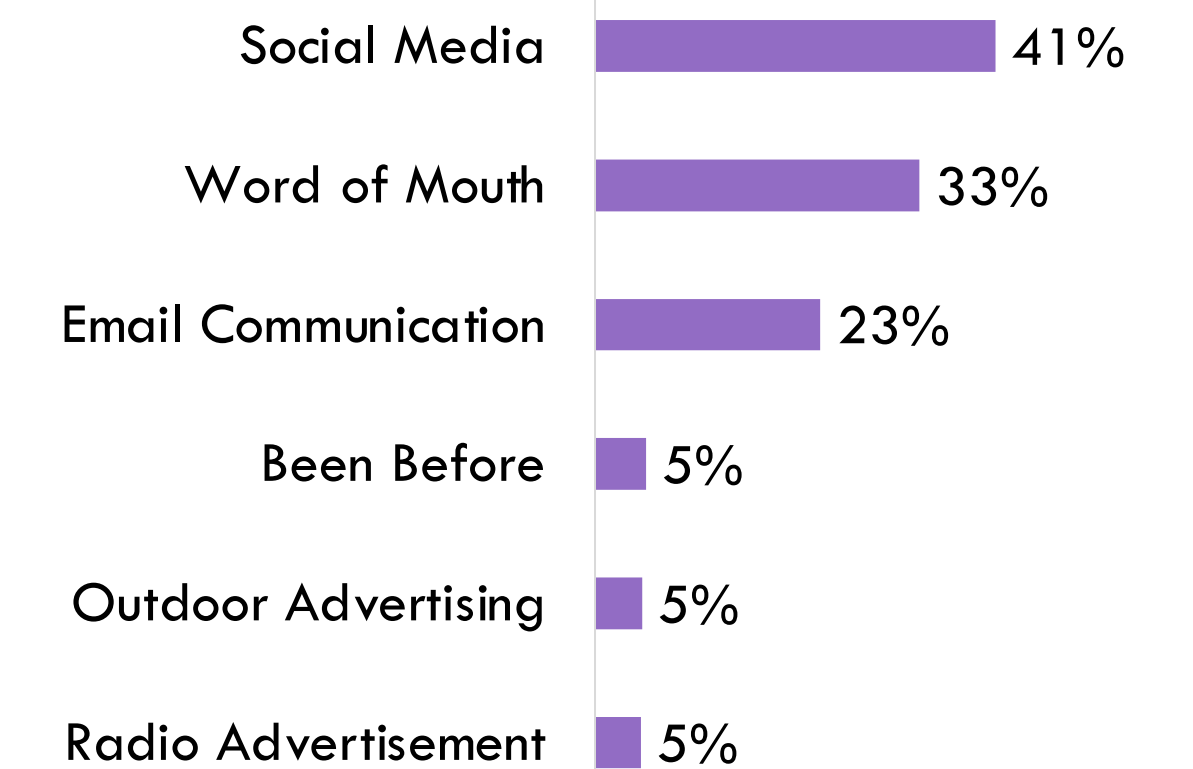
LIKELIHOOD TO RETURN



TICKETS PURCHASED



TOP COMMUNICATIONS



DEMOGRAPHICS

- Eight in ten 2022 Pacific Airshow attendees were non-local residents who reside outside Huntington beach (79%). The greatest proportion of visitor attendees live outside Orange County (58%), while 38% live inside Orange County. Just 3% of visitor attendees were international visitors.
- The majority of 2022 Pacific Airshow attendees reside in California (95%). The top origin states outside California included Arizona, Nevada, Texas, and Colorado.
- In terms of origin markets, more than one third of 2022 Pacific Airshow visitor attendees live in the Orange County MSA (38%), followed by Los Angeles-Long Beach (31%), and Riverside-San Bernadino-Ontario (13%). A significantly smaller percentage were from Ventura (3%), San Diego (2%), Bakersfield (1%), Phoenix-Mesa (1%), and Las Vegas (1%).
- Attendees who reside outside Huntington Beach were affluent. The average reported annual household income of this group was \$138,417.
- The average visiting attendee was 48.7 years of age.
- Nearly two thirds of attendees who resides outside Huntington Beach were Caucasian (63%), while 18% were Hispanic/Latino, 12% Asian/Pacific Islander, and 2% Black/African-American.
- Just under half were married/partnered (49%) and a quarter (25%) have children under the age of 18.

TRIP DETAILS

- A majority of 2022 Pacific Airshow visitor attendees had been to Huntington Beach previously (91%), and 9% were first time visitors.
- Four in ten visitor attendees at the 2022 Pacific Airshow were traveling as a pair (40%), while nearly half were traveling in a group of three or more (46%). On average, visitors traveled in groups of 3.8 persons. Just less than a third brought children under the age of 18 to the event (31%).

TRIP DETAILS CONTINUED

- Just under half of visiting attendees dined in restaurants (45%) during their time in Huntington Beach, while one fifth went shopping (22%). Less than one in ten participated in bars/nightlife (10%), water activities (7%), live performances (2%), and/or museums/galleries (2%).
- One in ten visiting attendees stayed overnight within Huntington Beach (10%). The most popular accommodations were hotels/motels (77%).
- On average, overnight visitors to Huntington Beach spent 3.1 days and 2.4 nights in-destination.
- Visitor attendees spent a total of \$407 per party within Huntington Beach. The bulk of this was spent on Airshow tickets (\$155), followed by restaurants/dining (\$109). Visitors spent on average \$50 per party on shopping and \$42 per party on parking/transportation.

SATISFACTION & RETURN

- Just over half of visitor attendees said the 2022 Pacific Airshow improved their overall perceptions of Huntington Beach (54%).
- Nearly all visitor attendees were satisfied with their event experience (88%) and are likely to return to Huntington Beach in the future (86%).
- Visitor attendees overall net promoter score was 56, with 71 percent falling into the 'promoter' category.
- In terms of event improvements, parking and food options were by far away the largest issues faced by 2022 attendees. Expensive parking, lack of directions/traffic control, and accessibility were commonly cited as concerns among attendees. Similarly, those who purchased general admission tickets faced long lines and limited food access within the event space. Other potential improvements cited by attendees included expanded entertainment options such as concerts, as well as better maintained bathroom facilities.



2022 PACIFIC AIRSHOW ECONOMIC IMPACT

ECONOMIC IMPACT CALCULATION

Economic Impact Calculation

The economic impact results presented in this report were developed using Destination Analysts' (now known as Future Partners) proprietary economic impact model for destinations. This model produces event economic impact estimates and uses data inputs from multiple sources. These sources include proprietary research commissioned by Visit Huntington Beach, and a variety of secondary data sources. Four main sources are used:

1. Online survey of Air Show Attendees, Event Organizers, and Sponsors
2. Data from federal, state and city government statistical agencies
3. STR citywide hotel inventory and occupancy estimates
4. IMPLAN multipliers and jobs supported estimates

The model used here is based on an industry-standard modeling approach for estimating direct incremental visitor spending in the destination. This is defined as all spending by visiting attendees who reside outside of Huntington Beach and were in the destination primarily to attend the Pacific Airshow. In short, the model uses various sources to make estimates of visitor volume and visitor days spent in the destination. To these estimates, are applied estimates of per day spending developed directly from the survey data collected for this study. IMPLAN multipliers were then used to estimate the overall economic impact of tourism to the local economy.

The model also estimates additional metrics related to the visitor industry's economic impact to the community. These are tax revenues generated for Huntington Beach, and jobs supported by the industry.

2022 PACIFIC AIRSHOW TOTAL ECONOMIC IMPACT

Direct attendee spending in Huntington Beach generated by the 2022 Pacific Airshow: Of the 690,000 attendees, 528,490 were incremental visitors who live outside Huntington Beach and visited the city primarily to attend the event (76.5%). Any spending within Huntington Beach by these incremental visitors can be counted in the event's economic impact. The average incremental visitor party (of 3.8 people) spent \$407 in Huntington Beach during their trip in which they attended the 2022 Pacific Airshow. **Thus, this event is estimated to have generated \$70,367,571 of direct economic impact in new visitor spending in Huntington Beach.**

Total estimated economic impact: The **direct** economic impact in-market spending by incremental visiting attendees, event organizer, and sponsors is estimated at **\$70,367,571**. Some examples of spending that would be used in this calculation include lodging, restaurants, retail, and parking. When modeling the estimated indirect and induced effects of this spending using an IMPLAN model, the estimated total economic impact of the 2022 Pacific Airshow was \$120.7 million.

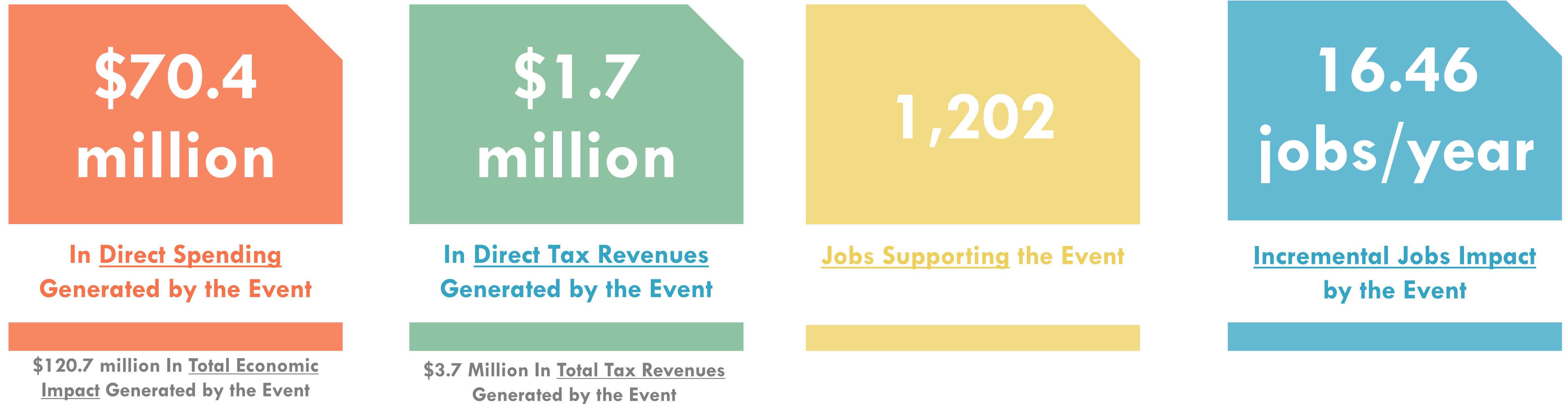
Total estimated tax and assessment revenues generated: The **direct** in-market spending by incremental visiting attendees and the event organizer/sponsors also generates tax revenues for the destination, which is estimated at **\$1,730,028**. When modeling and including the estimated future property taxes for Huntington Beach generated by the 2022 Pacific Airshow, that came to **\$3,730,028**. This includes nearly \$700,000 in estimated tax revenues from the hotel occupancy tax and tourism business improvement district assessments, \$800,000 in taxes and fees, and \$2 million in property tax.*

* **Property tax is usually put to the side for event impact.** So why include this at all when modeling? All spending injections into the city are going to lift property values and hence tax collections, but the connection is **indirect and not immediate**. It is calculated and shown but it is understood that, in reality, property taxes don't go up and down based on one event. The property tax calculation is based on the event impact as a proportion of the annual spend at the business (and the total household income for the employee). This proportion is applied to the related real estate tax.

Incremental hotel room nights generated by the event: Given the number of incremental visiting attendees and event sponsors who stayed in overnight accommodations in Huntington Beach and its surrounding area, it is estimated that 11,342 incremental room nights were generated.

2022 Pacific Airshow	
Economic Impact	
Total direct spending	\$70,367,571
Indirect effect	\$22,278,824
Induced effect	\$28,096,423
Total economic impact	\$120,742,818
Jobs	
Jobs supporting the Pacific Airshow	1,202
Incremental economic impact/value	16.46 jobs/year
Taxes	
Direct taxes generated (localities/county governments)	\$1,730,028
Total tax revenue generated*	\$3,730,028
Room Nights Generated	
Total room nights generated	11,342
Incremental Visitation	
Incremental Visitors to Huntington Beach	528,490

2022 PACIFIC AIRSHOW DIRECT AND TOTAL ECONOMIC IMPACT



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2022 vs 2019 PACIFIC AIRSHOW ECONOMIC IMPACT

	2022	2019	Volume Change	Percent Change
Direct Visitor Spending	\$70.4 million	\$68.1 million	+\$2.3 million	+3%
Total Economic Impact	\$120.7 million	\$105.8 million	+\$14.9 million	+14%
Total Tax Revenues Generated	\$3.7 million	\$3.4 million	+\$300,000	+9%
Jobs Supporting the Event	1,202	1,185	+17	+1%
Incremental Jobs Impact by the Event	16.46 jobs/yr	16.23 jobs/yr	+0.23	+1.42%
Estimated Attendance*	690,000	740,000	-50,000	-6.7%

* The decrease in visitor attendance in 2022 may be a result of many factors including the economy, adjustments to new post-Covid travel behaviors and the public perception that the air show was cancelled or did not occur due to previous year's oil spill.

2022 PACIFIC AIRSHOW TOTAL ECONOMIC IMPACT ANALYSIS

Economic Impact of 2022 Pacific Airshow	
Total Direct Spending Generated	
Lodging	\$7,364,970
Restaurants	\$27,901,434
Retail purchases	\$11,999,015
Entertainment, sightseeing	\$3,092,656
Gas, parking, local transit	\$10,619,750
Other	\$9,389,746
Total direct spending	\$70,367,571
Economic Impact	
Total direct spending	\$70,367,571
Indirect effect	\$22,278,824
Induced effect	\$28,096,423
Total economic impact	\$120,742,818
Jobs	
Jobs supported	1,202
Incremental economic impact/value	16.46 jobs/year
Taxes	
Direct taxes generated (localities/county governments)	\$1,730,028
Total tax revenue generated*	\$3,730,028
Room Nights Generated	
Hotel, motel or inn	10,008
Vacation rental or home share	1,334
Total room nights generated	11,342
Incremental Visitation	
Incremental Visitors to Huntington Beach	528,490

***Note on “Economic Impact of 2022” chart above:** Indirect effects are changes in inter-industry transactions when supplying industries respond to increased demands from the directly affected industries (e.g., impacts from non-wage expenditures). Induced effects reflect changes in local spending that result from income changes in the directly and indirectly affected industry sectors (e.g., impacts from wage expenditures; the subsequent round of spending in the local economy made by the households of the employees of companies that incur both direct and indirect expenditures).