

TOURISM BUILDS COMMUNITY

An aerial photograph of Huntington Beach, California, under a clear blue sky. The image captures the city's urban landscape, the expansive sandy beach, and the iconic Huntington Beach Pier extending into the turquoise ocean. The pier features a small building with a red roof at its end. The ocean shows gentle waves breaking onto the shore.

2024 HUNTINGTON BEACH VISITOR ECONOMIC IMPACT RESEARCH

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TOURISM DIRECTLY SUPPORTS

5,604

JOBS IN HUNTINGTON BEACH
OR 1 IN 10 JOBS

TOURISM ACCOUNTS FOR

9.8% OF
THE TOTAL

EMPLOYMENT IN THE CITY

DIRECT VISITOR SPENDING IN HB

\$580 MILLION A YEAR

A NEW RECORD!

AVERAGING

\$1,589,041 A DAY

OR

\$66,210 AN HOUR

TOURISM IN HUNTINGTON BEACH GENERATED \$63 MILLION IN DIRECT TAX REVENUES
INCLUDING OVER \$21 MILLION IN DIRECT LOCAL TAXES

5,604 JOBS WERE SUSTAINED DIRECTLY BY
VISITORS TO HB IN 2024
WITH A TOTAL INCOME OF \$179 MILLION



VISIT
HUNTINGTON BEACH
SURF CITY USA®

TOTAL ECONOMIC IMPACT
GENERATED BY TOURISM

\$755 MILLION

INCLUDING DIRECT, INDIRECT, AND INDUCED IMPACTS

Source: The Economic Impact of Tourism in Huntington Beach, California, Tourism Economics, 2024 Analysis