

VISIT HUNTINGTON BEACH

2019

# GREAT PACIFIC AIRSHOW ECONOMIC IMPACT STUDY

REPORT OF FINDINGS

February 2020

Destination  Analysts

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# Research Overview

This report presents the findings of an economic impact study of the 2019 Great Pacific Airshow. This study was commissioned by Visit Huntington Beach and conducted by market research firm Destination Analysts, Inc. For this project, Visit Huntington Beach and Destination Analysts worked closely to develop a survey questionnaire which collected data necessary to estimate the economic impact of the event to Huntington Beach, as well as assess visitor satisfaction with both the event and their overall experience in the city.

An intercept survey methodology was used to collect data from event attendees. The survey was fielded October 4<sup>th</sup> – 6<sup>th</sup>, 2019.

Destination Analysts' field team also conducted an incidence test during the event in order to estimate the ratio of visitors to Huntington Beach and Orange County residents at the event. Data collected from the incidence test was used to weight the final data set of long-form surveys in order to accurately reflect the appropriate proportions of attendees by place of residence and place of stay.



*Destination Analysts' research team surveying Great Pacific Airshow Attendees*



# Methodology



*Images of the 2019 Great Pacific Airshow  
from pacificairshow.com*

For the intercept survey, Destination Analysts' survey team canvased the public areas of Huntington Beach and randomly sampled attendees. To provide inputs for the economic impact estimates, the survey collected data on attendee place of residence, spending in Huntington Beach, and motivations for attending the Great Pacific Airshow. If the event attendee was a visitor to Huntington Beach—defined as residing outside the city—they continued on to complete the full questionnaire. Huntington Beach residents were branched forward in the survey and did not answer questions related to visiting the city. In total, 389 surveys were collected; 80 from local residents and 309 from visitors who reside outside Huntington Beach.

*The topline data presented here has a reliability of +/- 4.9% at a 95% confidence level.*

In addition to collecting data from event attendees, Destination Analysts collected data from event producers/organizers, sponsors/exhibitors/vendors to provide a complete picture of economic impact generated by the Great Pacific Airshow for the City of Huntington Beach.

The following online surveys were fielded to collect necessary spending data from each of these audiences:

- Survey of Attendees
- Survey of Event Producers
- Survey of Sponsors



# About This Report

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This report presents the top-line survey data collected from this survey. The economic impact estimates provided in this report are based on an event attendance estimate provided by the event organizer of 230,769.

## IMPORTANT NOTE:

Attendee spending is defined as spending in the city of Huntington Beach by 2019 Great Pacific Airshow attendees ***who reside outside Huntington Beach***. Visiting event attendees include travelers from outside Huntington Beach visiting specifically to attend the 2019 Great Pacific Airshow. Spending by Huntington Beach residents related to the event is specifically excluded from this analysis, as it cannot be claimed as an injection of new spending into the local economy.

## KEY DEFINITIONS:

Throughout the report survey respondents are often referred to using the following key terms:

- **Visiting Event Attendee / Visitor / Non-local** – Attendees who reside OUTSIDE Huntington Beach
- **Locals** – Attendees who reside within Huntington Beach



*Image of the 2019 Great Pacific Airshow from [pacificairshow.com](http://pacificairshow.com)*



The background image is a composite of two scenes. The upper portion shows a diver in full scuba gear, including a tank and mask, positioned centrally. The lower portion shows a blue body of water with white, frothy waves in the foreground. In the middle ground, a small boat is moving away from the viewer, leaving a white wake. Several other boats are visible on the horizon under a clear sky.

# EXECUTIVE SUMMARY

# THE GREAT PACIFIC AIRSHOW

## VISITING ATTENDEE PROFILE



# Executive Summary – Visiting Attendee Profile

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- **The Great Pacific Airshow attracted a significant proportion of visitors from outside Huntington Beach.** Eight-in-ten attendees surveyed reside outside Huntington beach (79.4%) including 40.1 percent who live outside Orange County (33.9% were Orange County residents who live outside Huntington Beach). About 5 percent of respondents were international residents (5.4%) and 20.6 percent were local residents.
- **The largest proportions of international visitors surveyed were from Japan (21.1%), and the United Kingdom (15.8%).** Additionally, one-in-ten international visitors surveyed were from Canada, China, and Mexico (each at 10.5%).
- **A majority of Great Pacific Airshow visitors reside within the state of California (92.1%).** The remaining 7.9 percent were from out-of-state with Colorado (1.4%), Arizona (1.1%) and Nevada (1.1%) being the top states of residence listed.
- **At the MSA level, the top domestic visitor markets observed in the sample, outside Orange County (44.0%), include Los Angeles-Long Beach (33.8%), and Riverside-San Bernardino-Ontario (12.7%).**
- **Attendees who reside outside Huntington Beach were affluent.** The average reported annual household income of this group was \$114,498.
- **The average visiting attendee was 46.9 years of age.**
- **Attendees who resides outside the city were ethnically diverse.** In total, 57.4 percent identified as Caucasian, 19.0 percent were Latino/Hispanic, 13.1 percent were Asian/Pacific Islander and 3.6 percent were Black/African American.
- **Just under half are married/partnered (58.0%) and a quarter (19.7%) have children under the age of 18.**

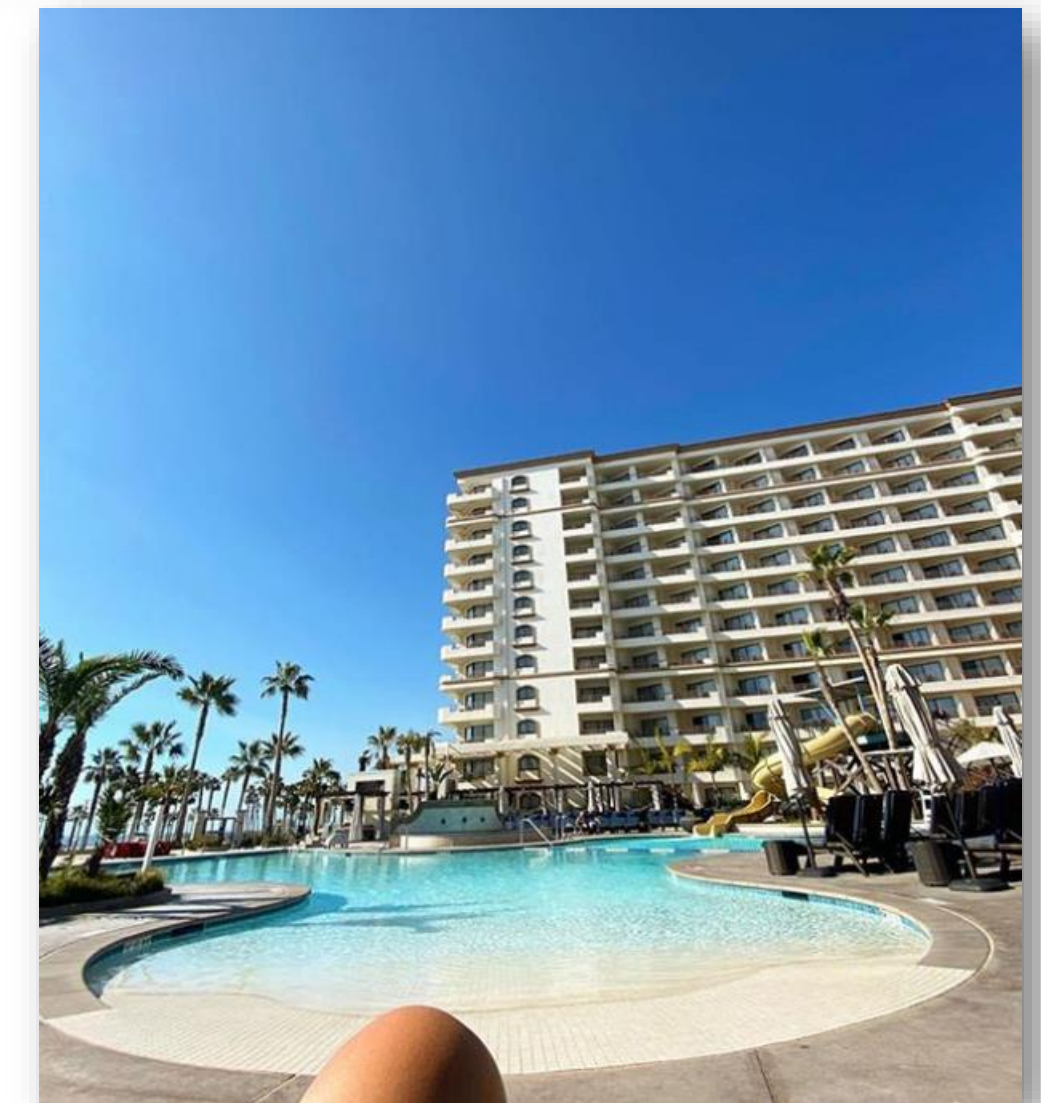


# VISITING ATTENDEE'S SUMMARY OF HUNTINGTON BEACH TRIP



# Executive Summary – Summary of Huntington Beach Trip

- **A majority of Great Pacific Airshow attendees who reside outside Huntington Beach were repeat visitors to the city.** In total, 82.4 percent of this group were returning to Huntington Beach, while 17.6 percent were in the city for the first-time.
- **The average travel party was comprised of 2.9 people across all visitors surveyed.** In total, 20 percent of event visitors had children under the age of 18 in their party (19.7%).
- **Most visiting event attendees dined in restaurants (80.1%) during their time in Huntington Beach.** In addition to dining, one-third or more also attended a live performance (42.7%), went shopping (37.1%) and/or experienced the nightlife (36.3%) while in Huntington Beach.
- **One-fifth of all visiting attendees surveyed stayed overnight within Huntington Beach (18.6%).** Four-in-ten international visitors surveyed stayed overnight in the destination as part of their trip (42.9%).



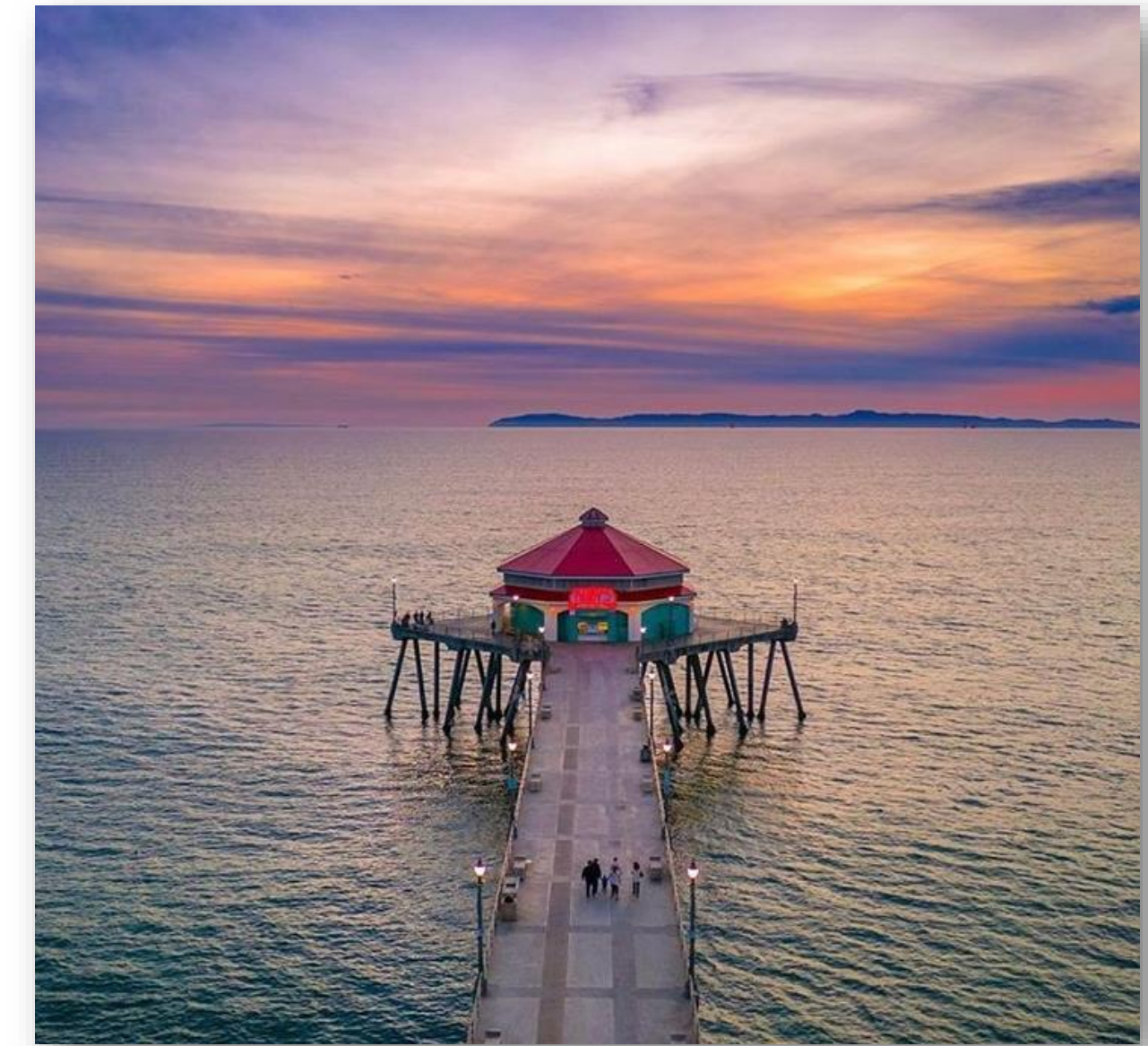
Images from @SurfCityUSA



# Executive Summary – Summary of Huntington Beach Trip

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- These overnight visitors spent an average of 3.3 days and 2.6 nights within the city on their trip.
- In total, 38.6 percent of overnight visitors stayed in a Huntington Beach hotel while attending the Great Pacific Airshow. Additionally 7.0 percent of this group stayed in a home share rental. These paid lodging guests had an average of 2.3 people in their accommodations.
- The typical visiting attendee surveyed spent a total of \$258.92 per travel party within Huntington Beach over the course of their entire visit to the city. The bulk of this was spent on restaurants & dining (\$96.29), local transportation, gas & parking (\$56.42) and entertainment & sightseeing (\$44.53).
- Visiting attendees who stayed overnight in a Huntington Beach hotel spent an average of \$386.64 in total on their lodging.
- Likelihood to return to Huntington Beach is high (90.9%). In fact, seven-in-ten said they “will certainly return” (69.7%) to Huntington Beach.



*Image from @SurfCityUSA*



# EVENT DETAILS AND SATISFACTION METRICS



# Executive Summary – Event Details & Satisfaction Metrics

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- **Nine-in-ten visitors surveyed were in Huntington Beach primarily to attend the Great Pacific Airshow (90.9%).** Less than 10 percent were in the destination for other reasons (9.1%). Of these visitors, their primary reasons for their trip to Huntington Beach included business, vacation, or a weekend getaway (each at 17.9%).
- **The typical visiting Great Pacific Airshow attendee spent 1.3 days at the event.** Although 77.8 percent of visitors surveyed attended the event for just one day, 22.2 percent attended for two or more days.
- **Word of mouth (46.4%) and social media (26.8%) were the top methods in which respondents had heard about the Great Pacific Airshow.** Additionally, one-in-ten of all attendees surveyed said they heard about the event either through email communication (12.5%), outdoor advertising (8.9%), and/or a radio advertisement (8.9%).
- **The Great Pacific Airshow had an overwhelmingly positive impact on visitors' perception of Huntington Beach.** Eight-in-ten visitors (79.3%) said their experience at the event “improved” (35.1%) or “greatly improved” (44.3%) their perception of the city.
- **The Great Pacific Airshow appears to provide a highly satisfactory attendee experience.** Nearly all visitors surveyed (95.3%) said they were “very satisfied” (32.2%) or “extremely satisfied” (63.1%) with their overall experience at the event.
- **In line with the high levels of attendee satisfaction, all visitors rated their likelihood to recommend the Great Pacific Airshow as a 9.6 out of 10.** In fact, nearly four-in-five of all attendees surveyed said they were “extremely likely” to recommend the event to a friend (77.6%).



The background image is a composite of two scenes. The upper portion shows a scuba diver in full gear, including a tank and mask, floating in a clear, light blue sky. The lower portion shows a jet ski moving across the surface of the ocean, leaving a white wake. The water is a deep blue, and the horizon is visible in the distance with some faint outlines of other vessels.

# INFOGRAPHIC SUMMARY OF AIRSHOW VISITING ATTENDEES



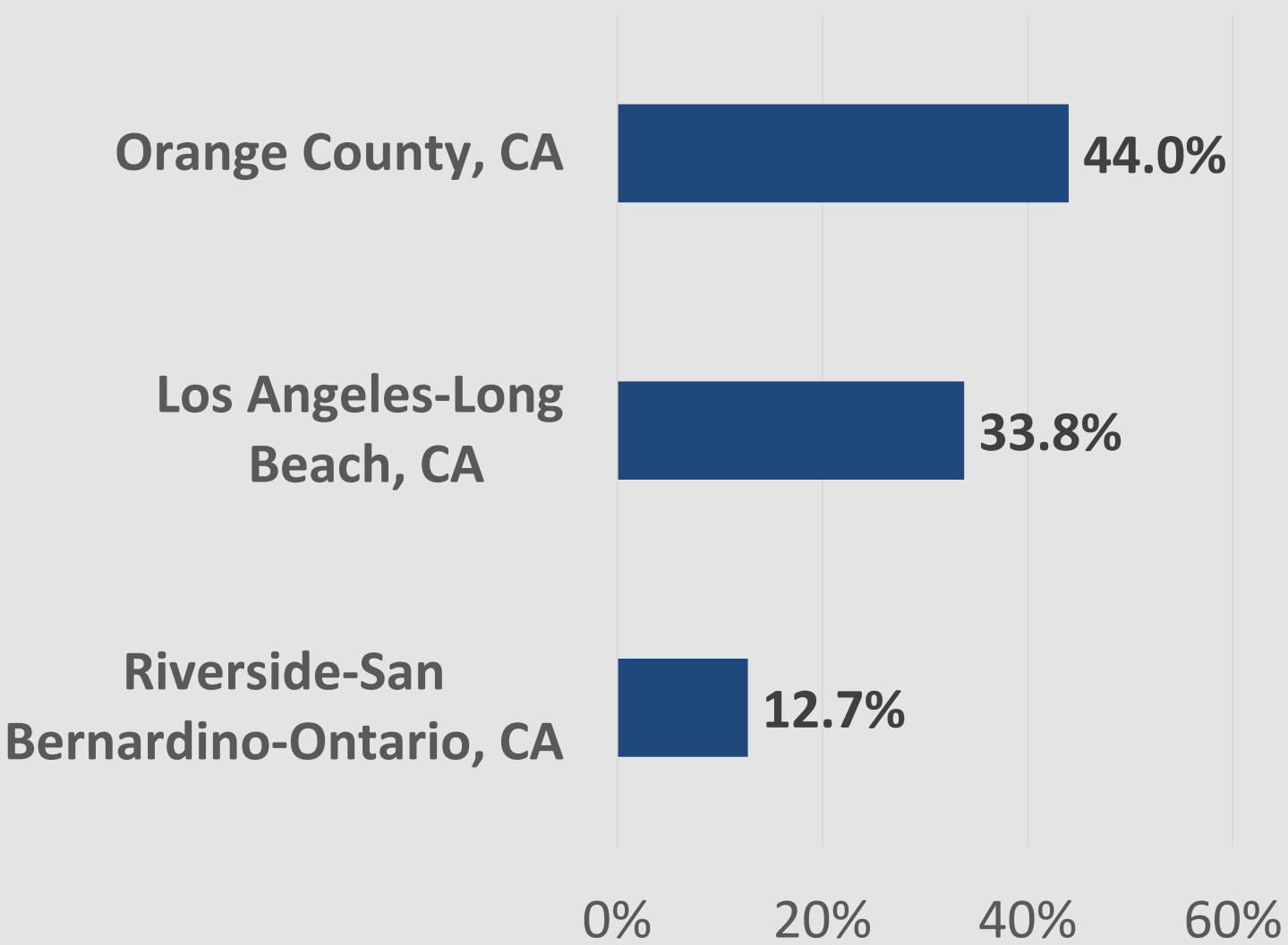
# PROFILE OF 2019 GREAT PACIFIC AIRSHOW VISITING ATTENDEES

Based on attendees who reside OUTSIDE Huntington Beach

## International vs. Domestic Attendees



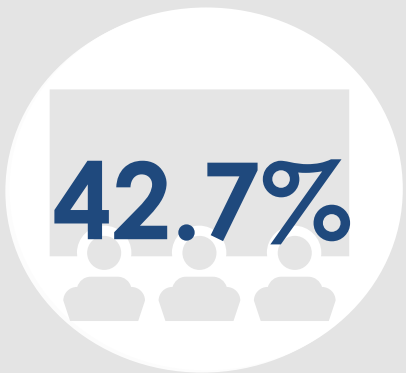
## Point of Origin: Top Domestic Markets



## Top Activities



Dining in Restaurants



Attend a Live Performance



Shopping



Bars or Nightlife



Water Activity



Bike Rental

## Key Trip Details

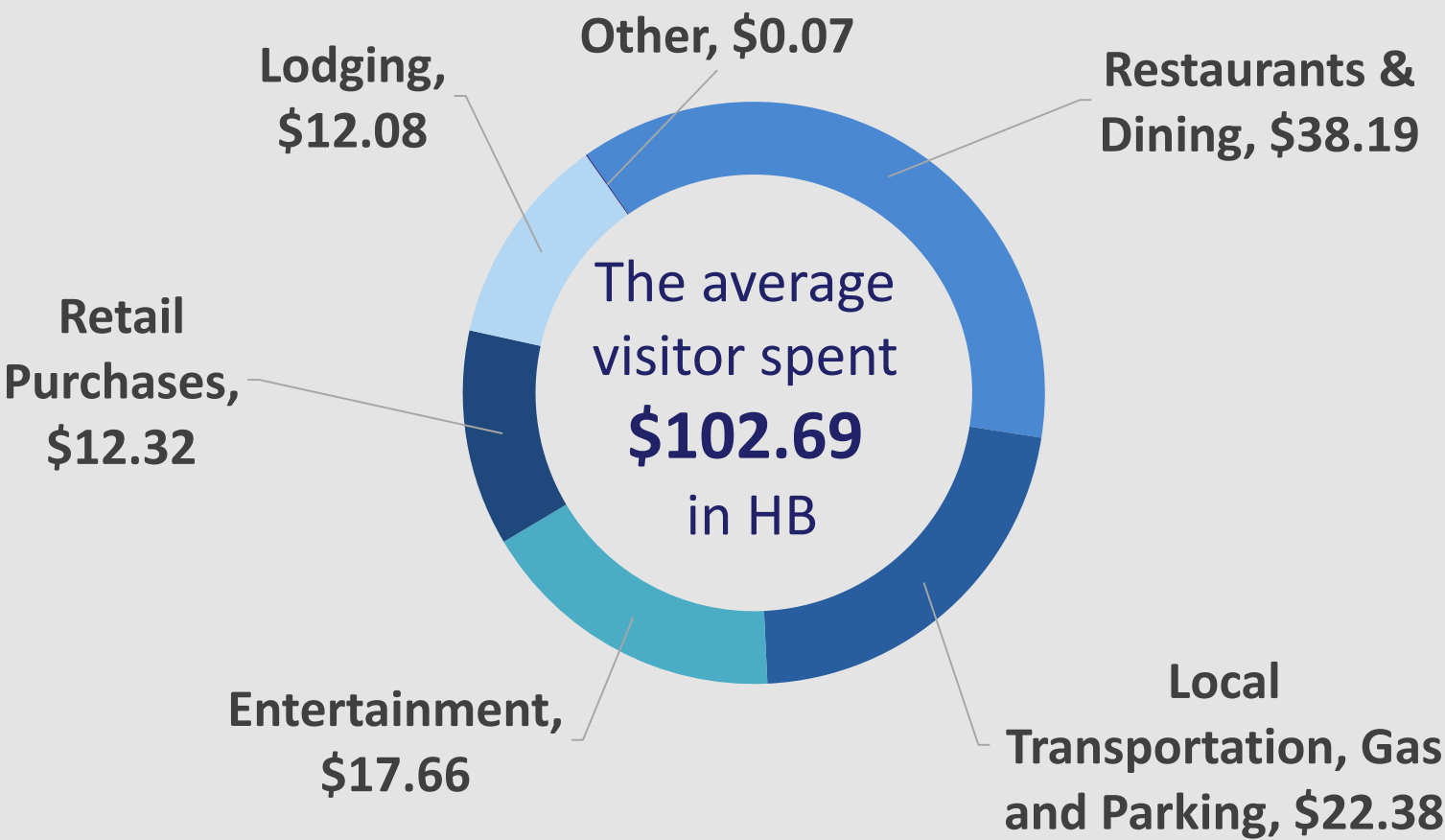


The average attendee who reside outside the area spent **3.3 days and 2.6 nights** in Huntington Beach



The average visiting travel party consisted of **2.9 people & 19.7% had children under 18 in their party**

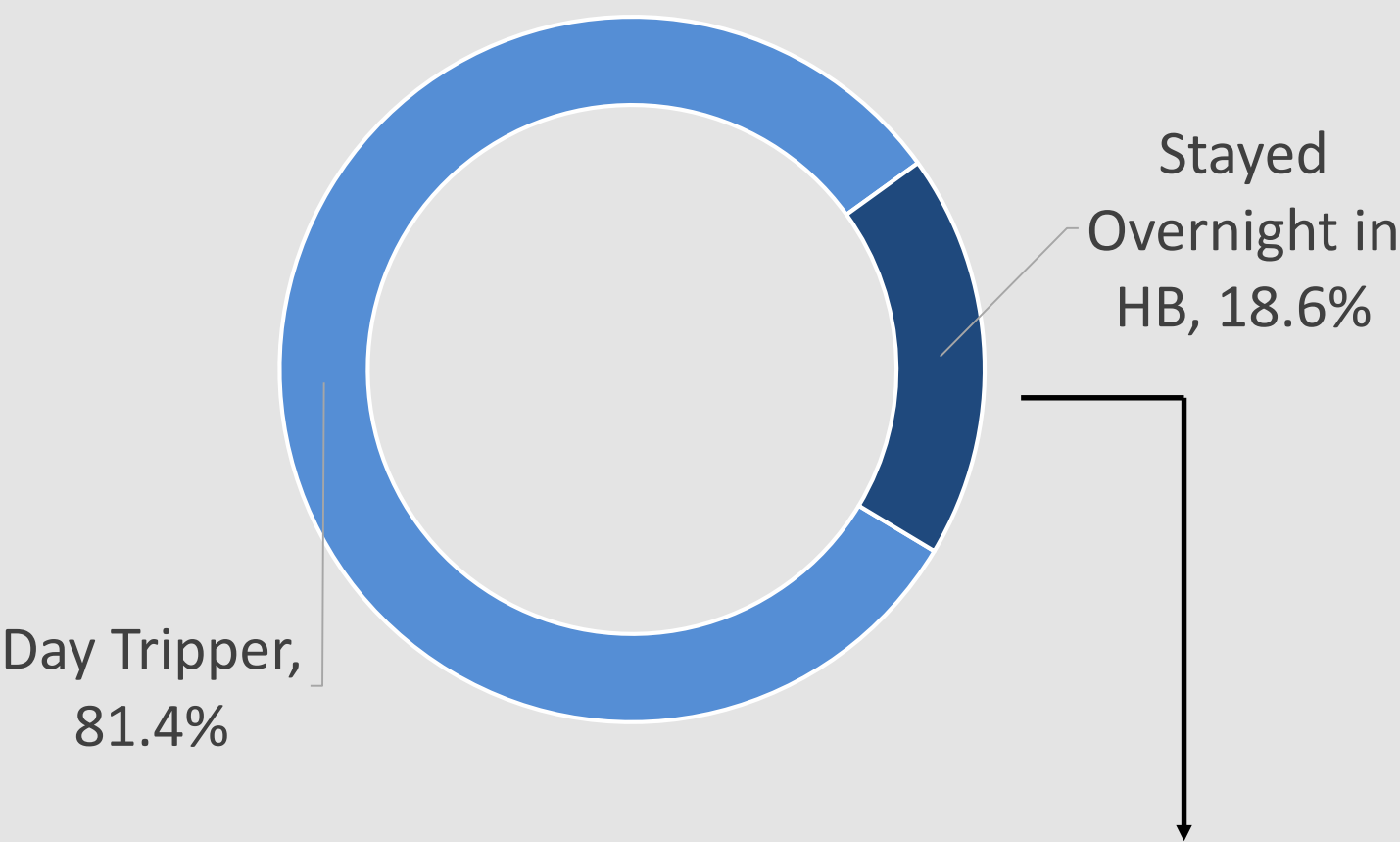
## Total In-Market Spending Per Person



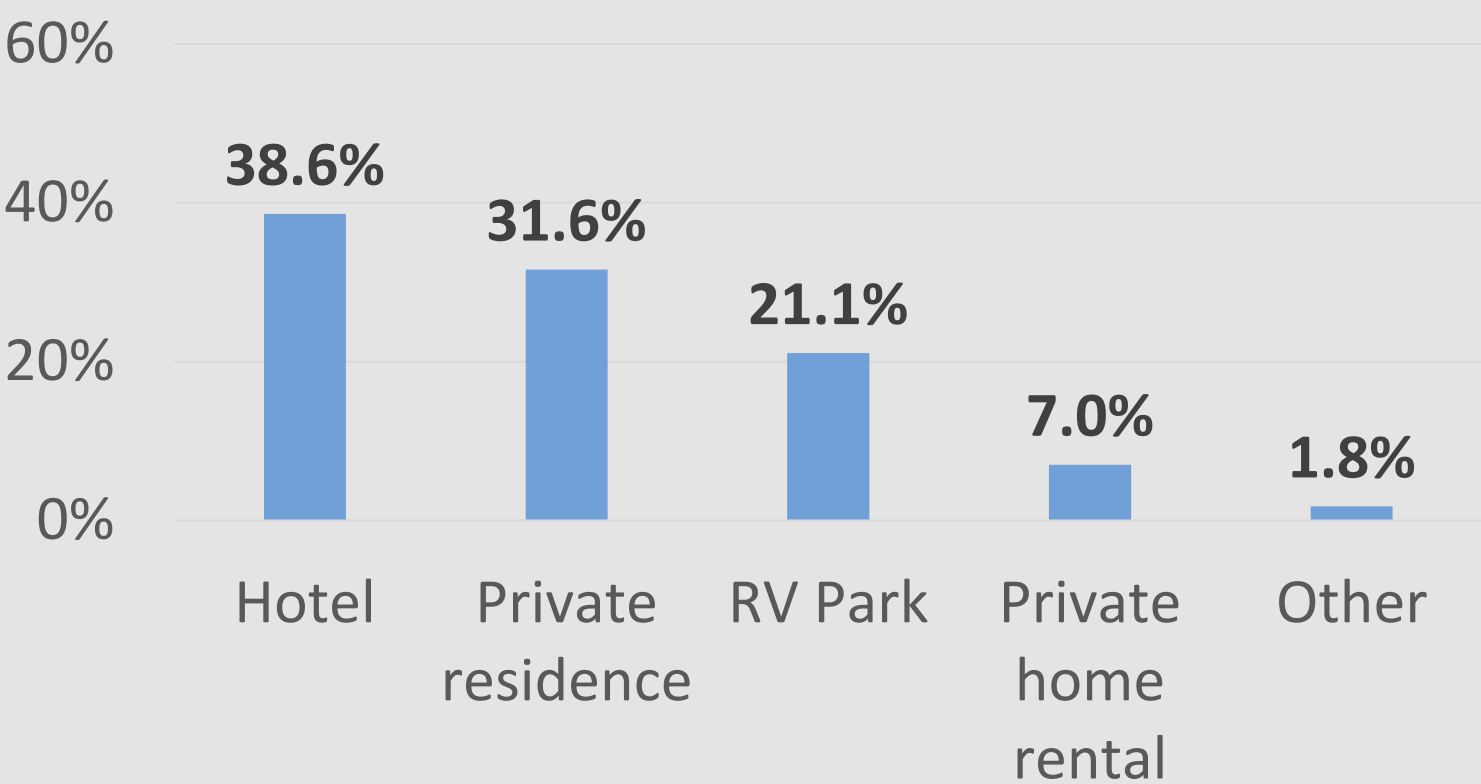
# PROFILE OF 2019 GREAT PACIFIC AIRSHOW VISITING ATTENDEES

Based on attendees who reside OUTSIDE Huntington Beach

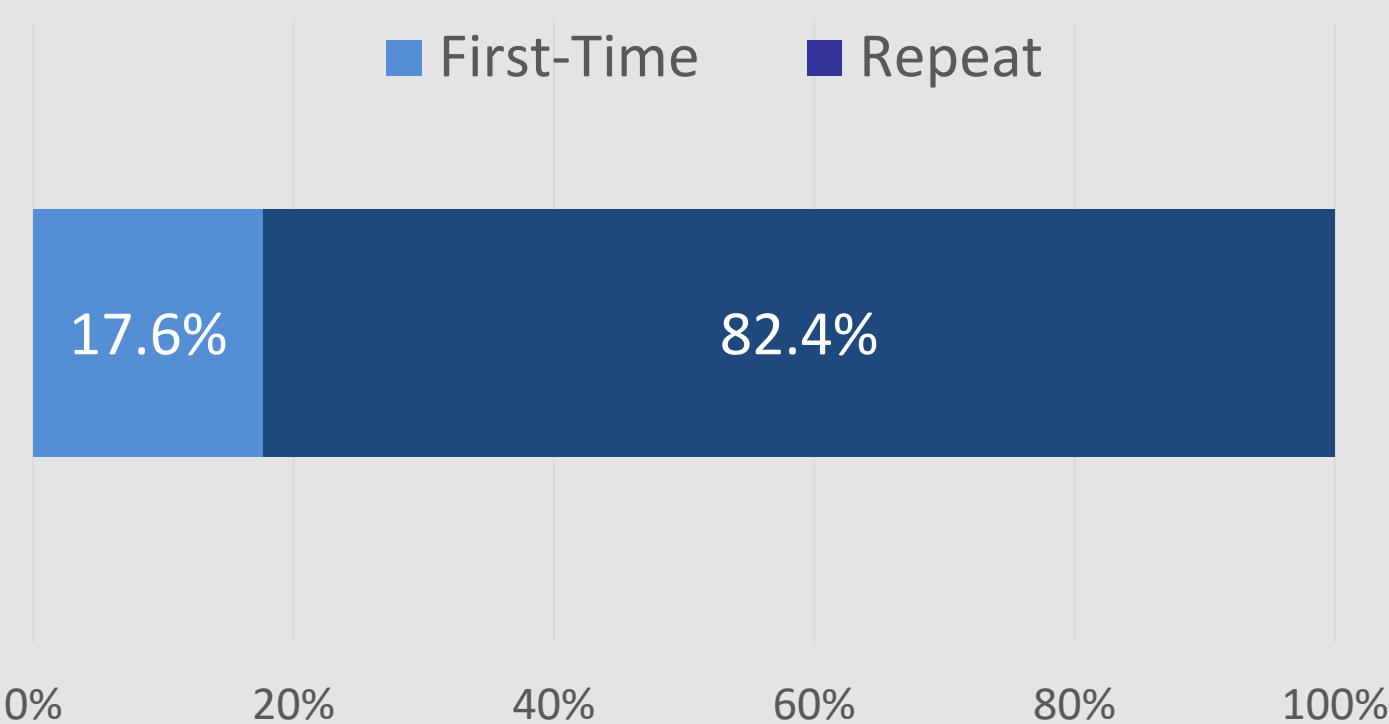
## Overnight Stay in Huntington Beach



## Place of Stay in Huntington Beach



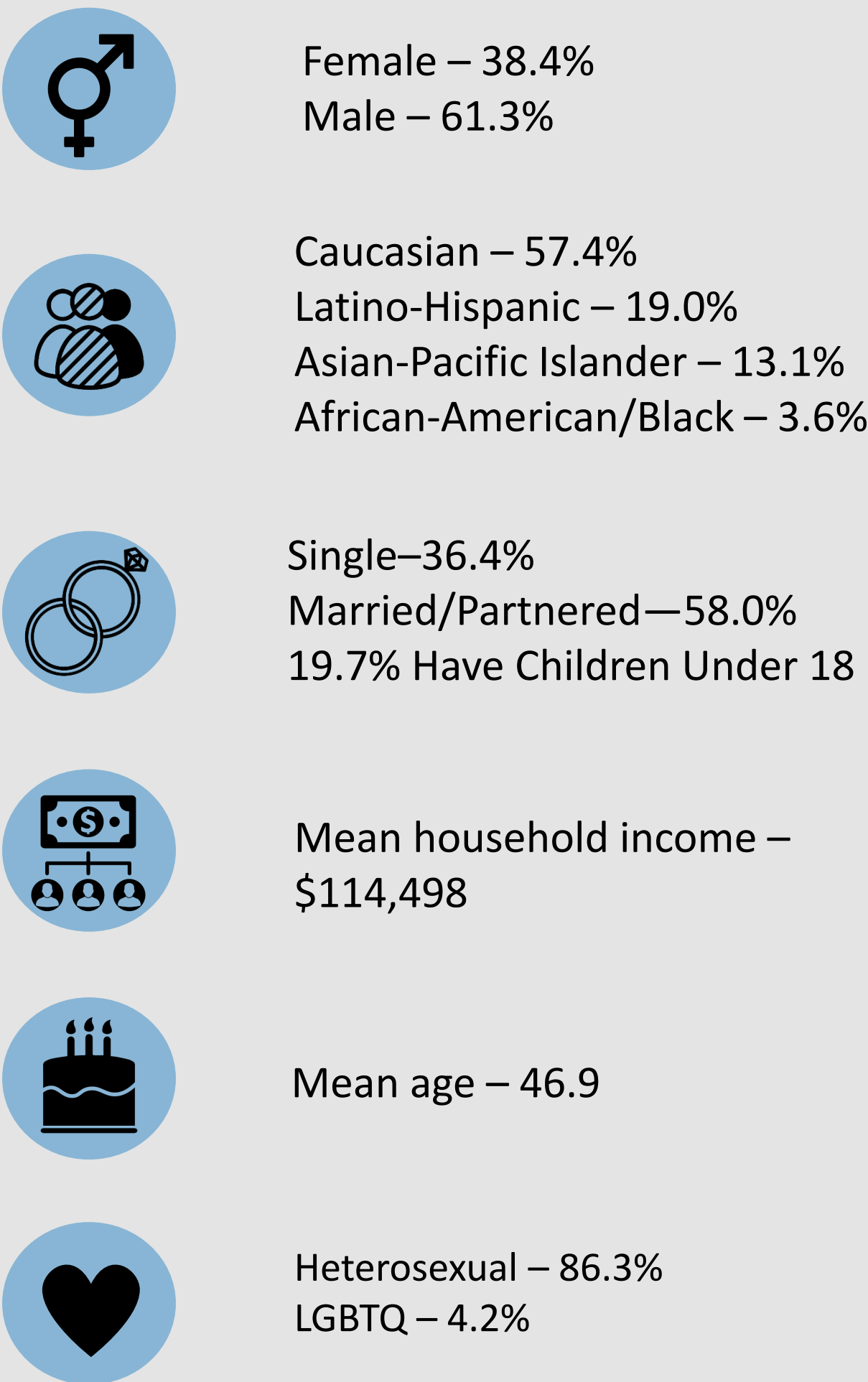
## First-Time Visitor vs. Repeat Visitor



## Likelihood to Return to Huntington Beach



## Attendee Demographics





The background of the slide features a semi-transparent image of a scuba diver in the center, with several sailboats visible on the horizon of a blue ocean under a clear sky. The text is overlaid on this image.

# EVENT ECONOMIC IMPACT ANALYSIS



# Visitor Industry Economic Impact Calculation

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The economic impact results presented in this report were developed using Destination Analysts' 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 (1-2 below) commissioned by Visit Huntington Beach, and a variety of secondary data sources. Five main sources are used:

- 1) Great Pacific Airshow Attendee Intercept Survey
- 2) Online survey of Event Organizers and Sponsors
- 3) Data from federal, state and city government statistical agencies
- 4) STR citywide hotel inventory and occupancy estimates
- 5) 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 to Huntington Beach who were in the destination primarily to attend the Great Pacific Airshow. In short, the model uses various sources to make detailed 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,



# Economic Impact: Definitions

The following key definitions are used in this section of the report.

***Incremental Visitor:*** A person who lives outside Huntington Beach and was visiting the city primarily to attend the Great Pacific Airshow.

***Total direct visitor spending:*** The injection of money into the local economy that takes place when an incremental visitor purchases any good or service inside Huntington Beach.

***Economic impact of the visitor industry:*** The total change in economic activity in Huntington Beach generated by incremental visitors' direct spending in Huntington Beach. This includes direct visitor spending as well its ***induced*** and ***indirect*** effects in the local economy.

***Tax revenues generated:*** Tax revenues flowing to Huntington Beach's city government coffers as a result of direct visitor spending.

***Jobs supported:*** The number of jobs supported by direct visitor spending in Huntington Beach. These jobs may or may not be physically located in the destination and also may not be in jobs traditionally identified as tourist jobs. For example, restaurant spending supports many types of jobs such as delivery persons and linen cleaners. We may not think of these as tourism jobs, but the industry nevertheless supports them.



Image from @SurfCityUSA



# Economic Impact Analysis: Summary of Key Findings

Below are key statistics derived from this research. These economic impact estimates are based on the 2019 Great Pacific Airshow in Huntington Beach:

**\$68.1  
Million**

In Direct Spending  
Generated by  
the Event

**\$105.8  
Million**

In TOTAL Economic Impact  
(Using the IMPLAN  
Model)

**\$3.4  
Million**

In Taxes Generated  
(Including occupancy tax, property  
taxes paid by the lodging industry  
and retail sales taxes)

**1,185**

Jobs Supported  
(Through Visitor  
Spending)



# Economic Impact Analysis

- **Direct attendee spending in Huntington Beach generated by the 2019 Great Pacific Airshow:** Of the estimated 741,848 unique event attendees, 535,426 were incremental visitors who live outside Huntington Beach and visited the city primarily to attend the event. Any spending within Huntington Beach by these incremental visitors can be counted in the event’s economic impact. The average incremental visitor spent \$255.53 in Huntington Beach during their trip in which they attended the 2019 Great Pacific Airshow. Thus, this event is estimated to have generated \$66,739,881 in new visitor spending in Huntington Beach.
- **Sponsor-related attendee spending in Huntington Beach generated by the event:** The 2019 Great Pacific Airshow also generated spending in Huntington Beach by event sponsors, vendors and exhibitors. It is estimated that event sponsors spent \$72,353 in Huntington Beach for the event.
- **Total estimated economic impact:** The in-market spending by incremental visiting attendees, event organizer and sponsors is estimated at \$68,127,965. When indirect and induced effects of this spending are estimated using an IMPLAN model, the total economic impact of the 2019 Great Pacific Airshow was \$105.8 million.
- **Total estimated tax revenues generated:** The in-market spending by incremental visiting attendees and the event organizer/sponsors also generates tax revenues for the destination. Given the city’s transient occupancy tax, sales tax and property taxes, it is estimated that the 2019 Great Pacific Airshow generated \$3,419,622 in tax revenues for Huntington Beach.
- **Incremental hotel room nights generated by the event:** Given the number of incremental visiting attendees and event sponsors who stayed overnight in a Huntington Beach hotel, it is estimated that 11,606 incremental room nights were generated.

Jobs Supported	1185
Taxes Generated for Huntington Beach	\$3,419,622
Total Event Hotel Room Nights Generated	11,606
Total Event Vacation Rental/Home Share Rental Nights	2,202
ECONOMIC IMPACT	
Total Direct Spending Generated by the Event(by the Event Organizer, Sponsors and Incremental Attendees)	\$68,127,965
*Indirect Effect	\$17,501,124
*Inducted Effect	\$20,199,345
Total Economic Impact	\$105,828,434

\*Note: **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).



The background image is a composite of two scenes. The upper portion shows a diver in full scuba gear, including a tank and mask, floating in a clear, light blue sky. The lower portion shows a blue ocean with white, frothy waves in the foreground. In the middle ground, a small boat is moving across the water, leaving a white wake. Several other boats are visible on the horizon under a pale sky.

# DETAILED FINDINGS



# ABOUT THIS SECTION

In the remainder of this report, data from the survey findings is presented as follows:

- The aggregate total is shown in the chart on the left
- On the right, a data table shows the findings broken out by type of attendee:
  1. Non-Local Total—Visitors who reside OUTSIDE Huntington Beach.
  2. Day Trip—Visitors who did not stay overnight in Huntington Beach
  3. All Overnight—Visitors who stayed overnight in Huntington Beach in either paid or private accommodations
  4. Locals—Attendees who reside within Huntington Beach

## ***Key Definitions:***

**Visiting Event Attendee / Visitor / Non-local** – Attendees who reside OUTSIDE Huntington Beach

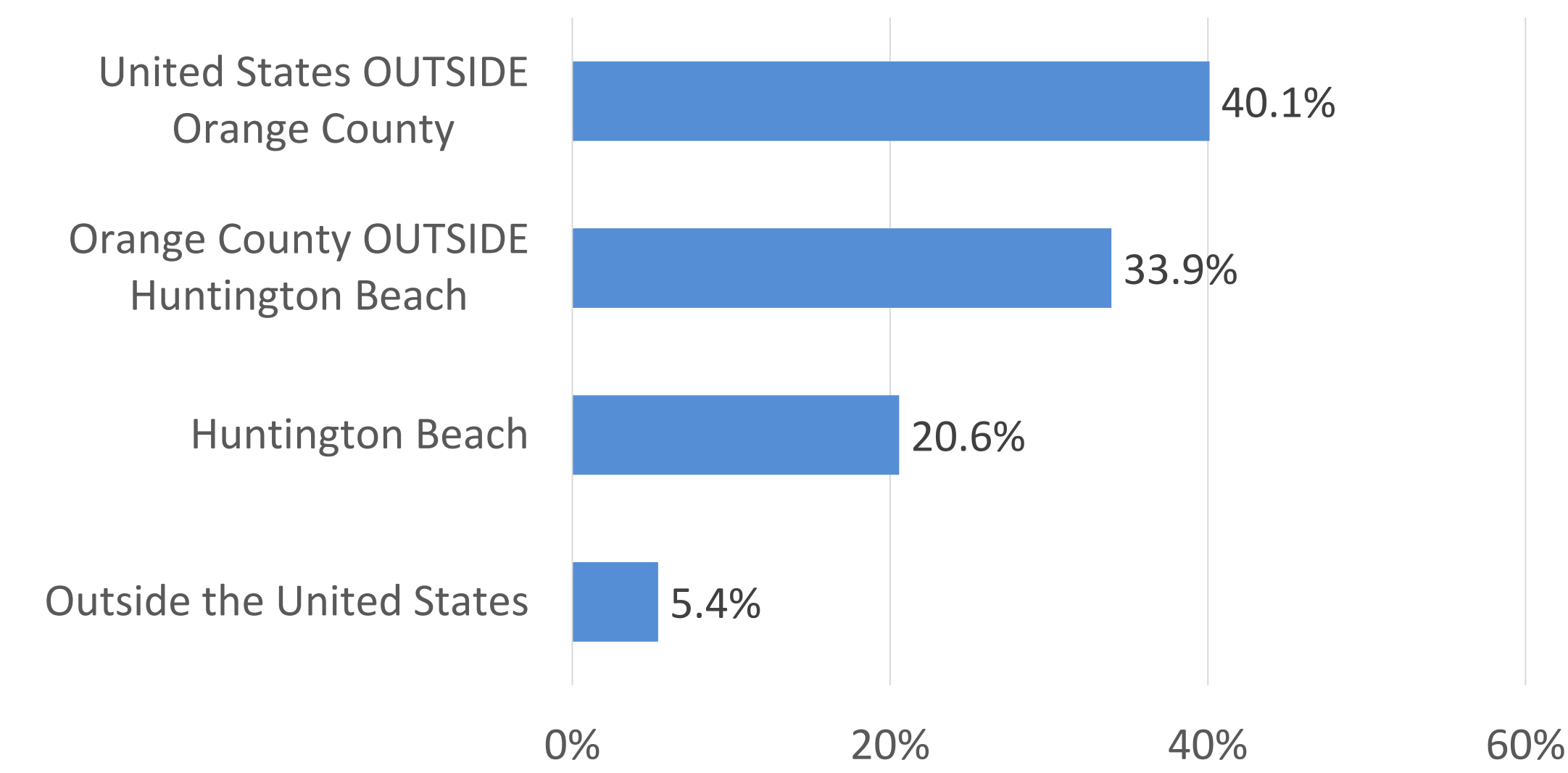
**Locals** – Attendees who reside within Huntington Beach

# Residence

**The Great Pacific Airshow attracted a significant proportion of visitors from outside Huntington Beach.** Eight-in-ten attendees surveyed reside outside Huntington beach (79.4%) including 40.1 percent who live outside Orange County (33.9% were Orange County residents who live outside Huntington Beach). About 5 percent of respondents were international residents (5.4%) and 20.6 percent were local residents.

*Note: Data within the detailed findings section is based on attendees who reside outside Huntington Beach and defined as a “visitor.” Local resident details can be found within the appendix section.*

Figure 1: Residence



Detail by Type of Attendee

	Visitor (Non-local)			Local
	Non-Local Total	Overnight	Day Trip	
United States OUTSIDE Orange County	50.5%	66.7%	47.2%	0.0%
Orange County OUTSIDE Huntington Beach	42.7%	17.5%	48.0%	0.0%
Huntington Beach	0.0%	0.0%	0.0%	100.0%
Outside the United States	6.8%	15.8%	4.8%	0.0%
Base	309	57	250	80

Question: Where is your primary residence? Base: All respondents. 389 responses.

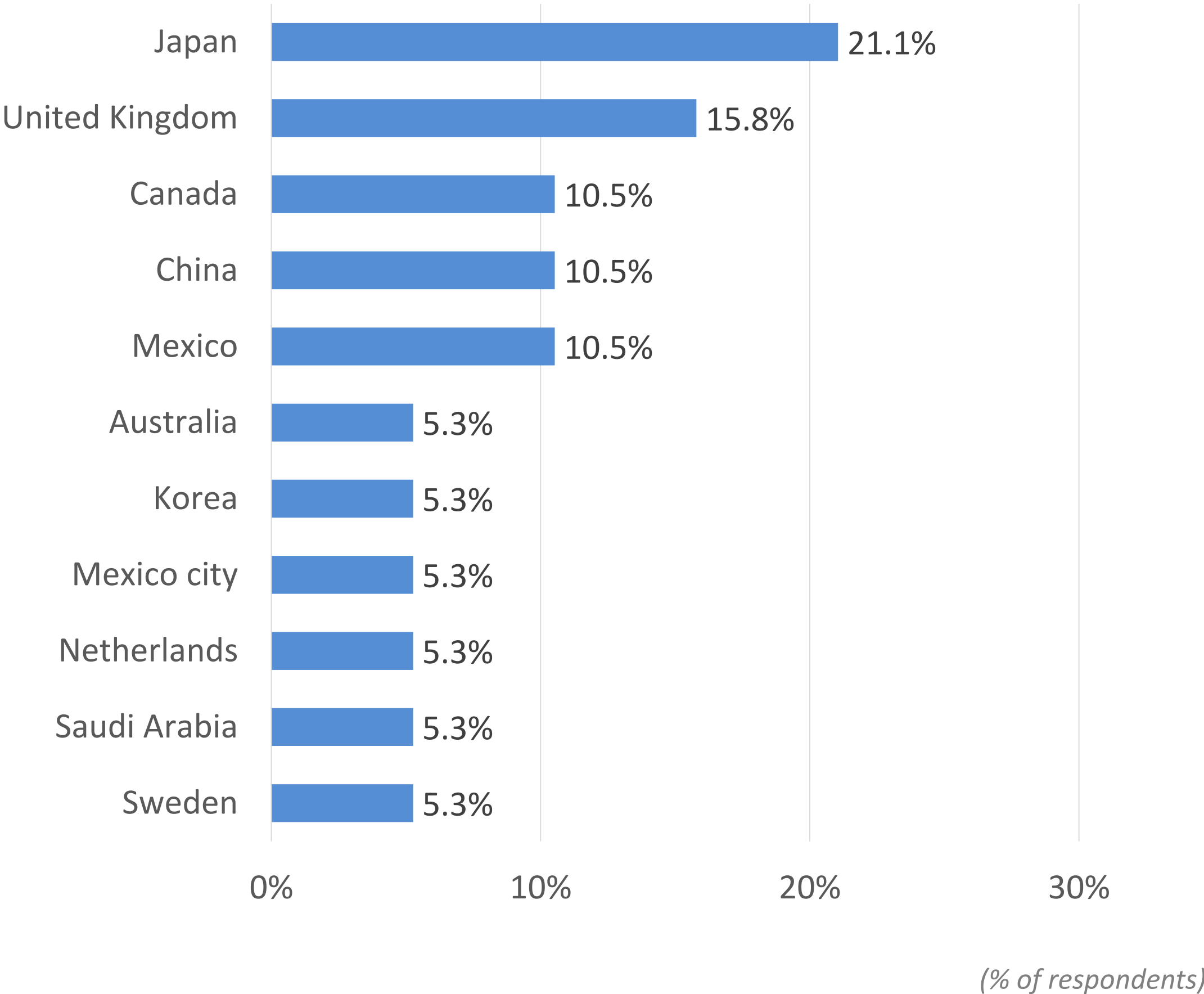


# International: Country of Residence

The largest proportions of international visitors surveyed were from Japan (21.1%), and the United Kingdom (15.8%). Additionally, one-in-ten international visitors surveyed were from Canada, China, and Mexico (each at 10.5%).

*Please note the small sample size. This data should be considered informational and not directional.*

Figure 2: International Visitors: Country of Residence

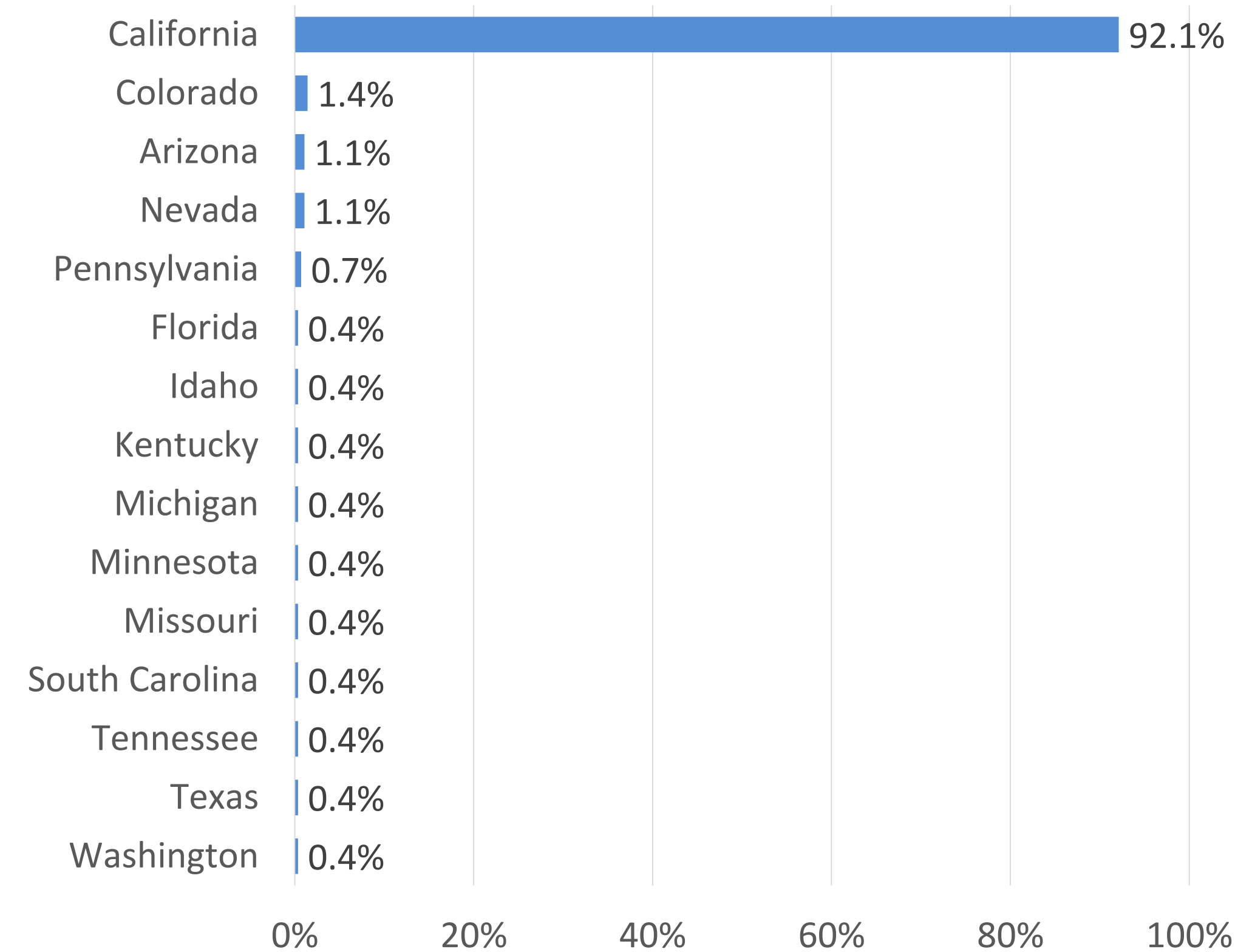


Question: In which country do you reside? Base: International visitors. 19 responses.

# Domestic: State of Residence

The majority of Great Pacific Airshow visitors reside within the state of **California**. In total, 92.1 percent of all visitors surveyed reside within the state of California while the remaining 7.9 percent were from out-of-state. The top out-of-state visitor lives in Colorado (1.4%), Arizona (1.1%) and Nevada (1.1%).

Figure 3: State of Residence



(% of respondents)

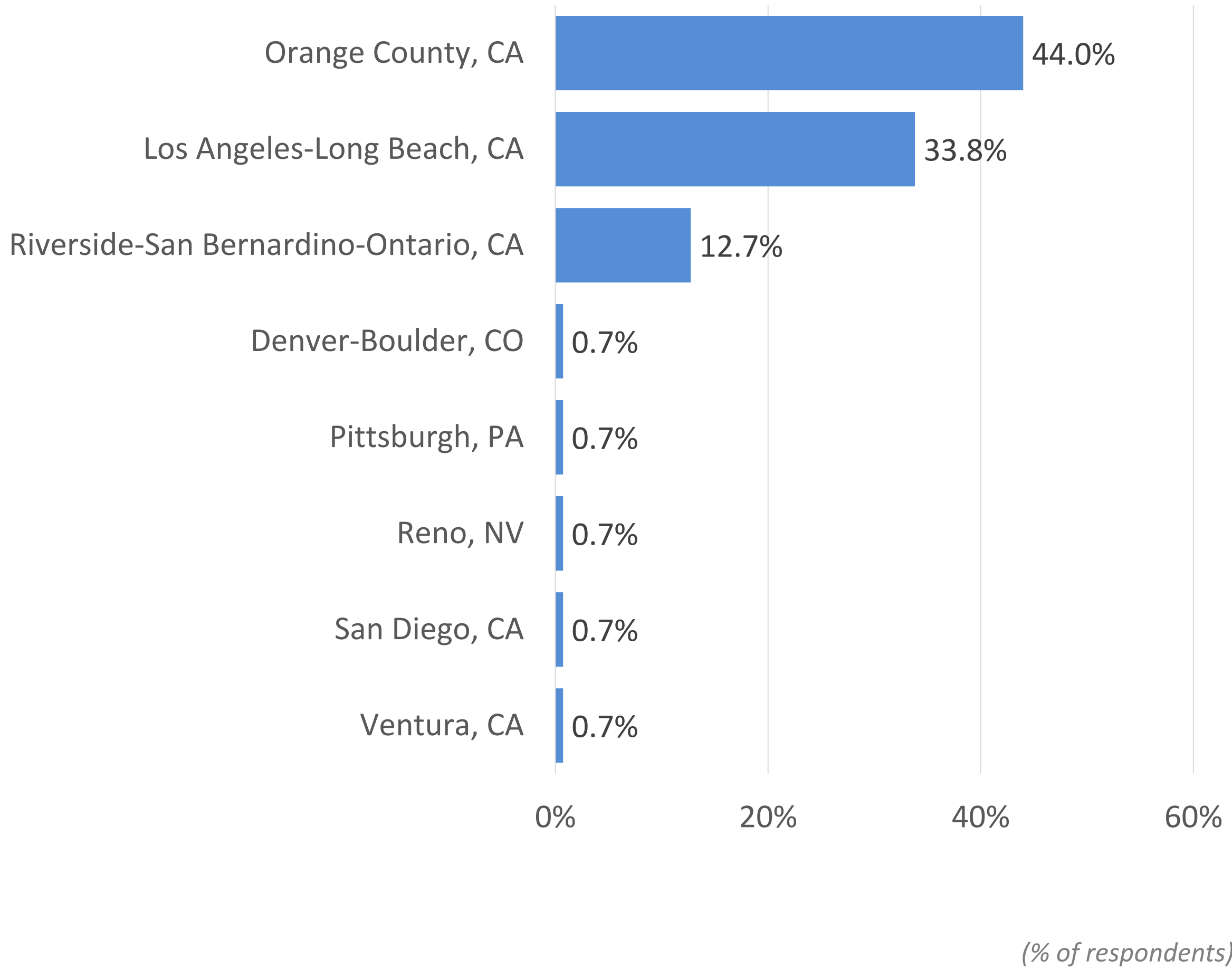
Question: What is your zip code? Base: Domestic visitors. 279 responses.



# Domestic: MSA

The top domestic visitor markets observed in the sample, outside Orange County (44.0%), include Los Angeles-Long Beach (33.8%), and Riverside-San Bernardino-Ontario (12.7%).

Figure 4: MSA

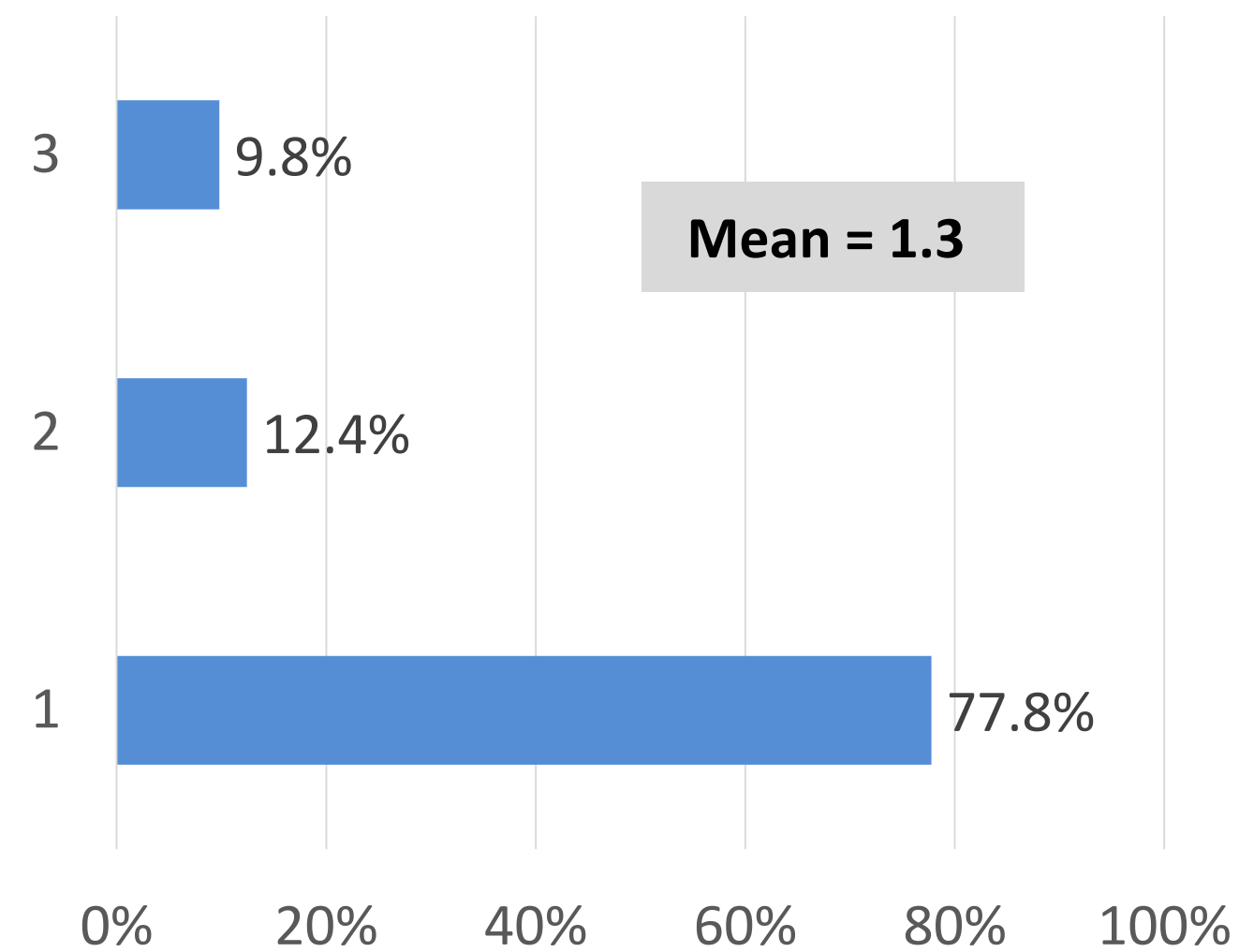


Question: What is your zip code? Base: Domestic visitors. 275 responses.

# Days Attended

The typical visiting Great Pacific Airshow attendee spent 1.3 days at the event. Although 77.8 percent of visitors surveyed attended the event for just one day, 22.2 percent attended for two or more days.

Figure 5: Days Attended



Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
3	31.6%	4.5%
2	21.1%	10.5%
1	47.4%	85.0%
Mean	1.8	1.2
Base	57	247

Question: How many total days will you be attending the Great Pacific Airshow?  
Base: Attendees who reside outside Huntington Beach. 306 responses.

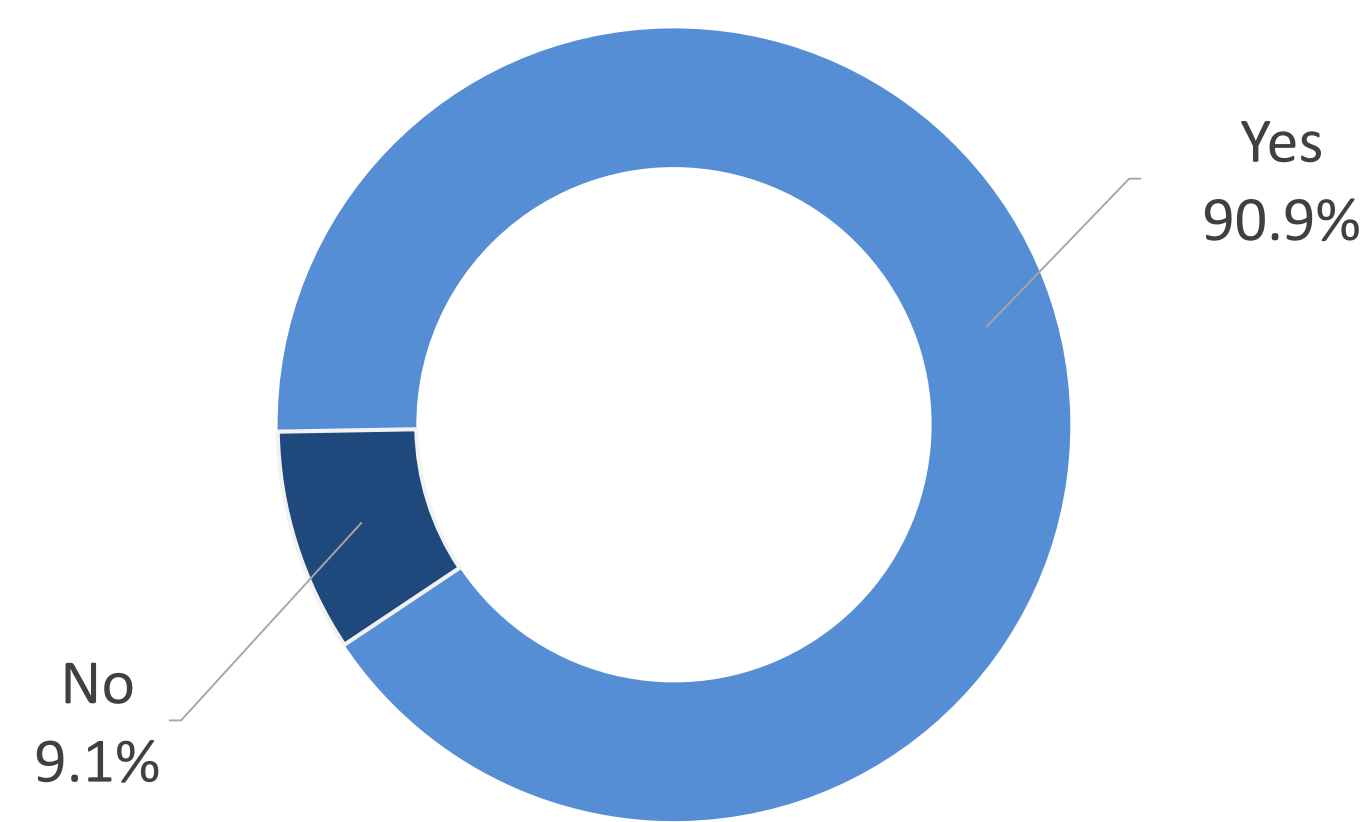


# Great Pacific Airshow was Primary Reason for Huntington Beach Visit

Nine-in-ten visitors surveyed were in Huntington Beach primarily to attend the Great Pacific Airshow (90.9%). Less than 10 percent were primarily visiting Huntington Beach for other reasons (9.1%).

Figure 6: Event was Primary Reason for Huntington Beach Visit

Detail by Type of Attendee



	Visitor (Non-local)	
	Overnight	Day Trip
Yes	80.4%	93.2%
No	19.6%	6.8%
Base	56	250

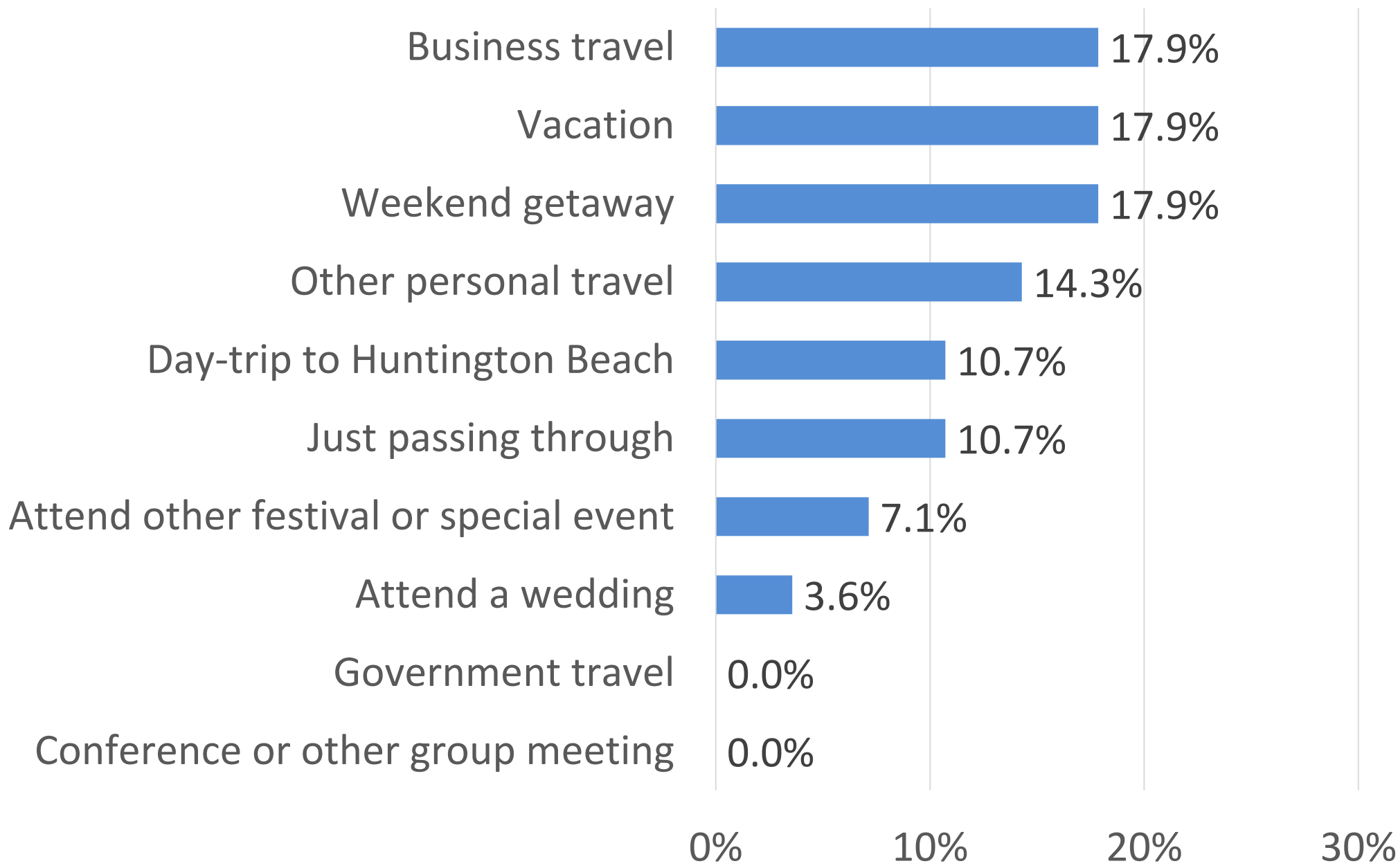
Question: Is the Airshow the primary reason for this visit to Huntington Beach?  
Base: Attendees who reside outside Huntington Beach. 308 responses.

# Other Primary Reason for Visit

Visitors who were not in Huntington Beach to attend the event were primarily in the city for business, vacation, or a weekend getaway (each at 17.9%).

Please note the small sample size. This data should be considered informational and not directional.

Figure 7: Other Primary Reason for Visit



Question: What is your primary reason for visiting Huntington Beach? Base: Attendees who reside outside Huntington Beach who said the event was NOT their primary reason for being in Huntington Beach. 28 responses.

Detail by Type of Attendee

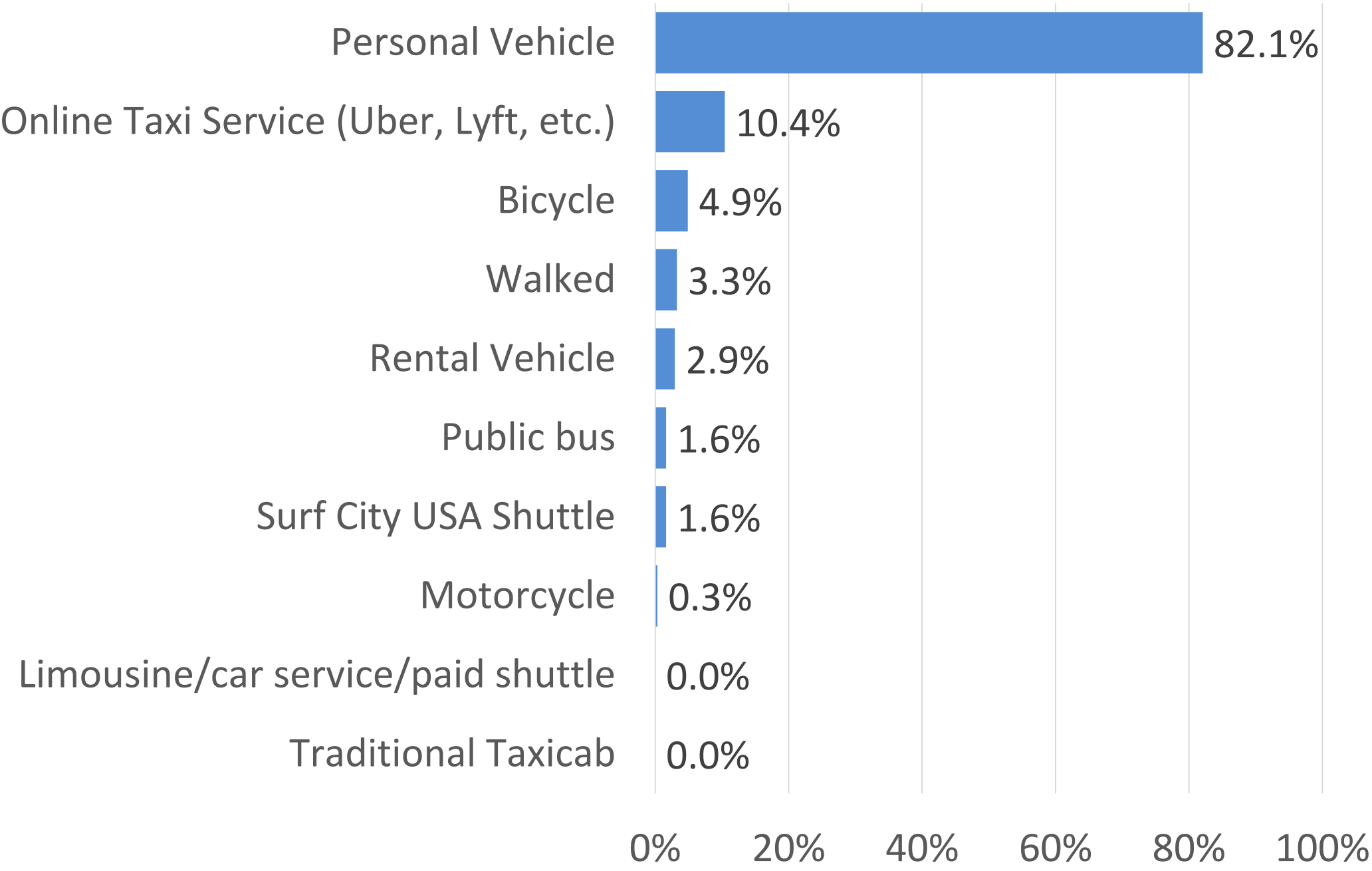
	Visitor (Non-local)	
	Overnight	Day Trip
Business travel	0.0%	29.4%
Vacation	27.3%	11.8%
Weekend getaway	27.3%	11.8%
Other personal travel	18.2%	11.8%
Day-trip to Huntington Beach	0.0%	17.6%
Just passing through	0.0%	17.6%
Attend other event or special event	18.2%	0.0%
Attend a wedding	9.1%	0.0%
Base	11	17



# Method of Arrival to the Event

Visiting event attendees primarily arrived to the Great Pacific Airshow by personal vehicle (82.1%). Additionally 10.4 percent arrived via online taxi service such as Uber or Lyft, 4.9 percent arrived by bicycle and 3.3 percent walked. Overnight visitors were the more likely to have used an online taxi service (14.5%) to arrive at the event.

Figure 8: Method of Arrival to the Event



Question: Which modes of transportation did you use to get to the Airshow? (Select all that apply) Base: Attendees who reside outside Huntington Beach. 305 responses.

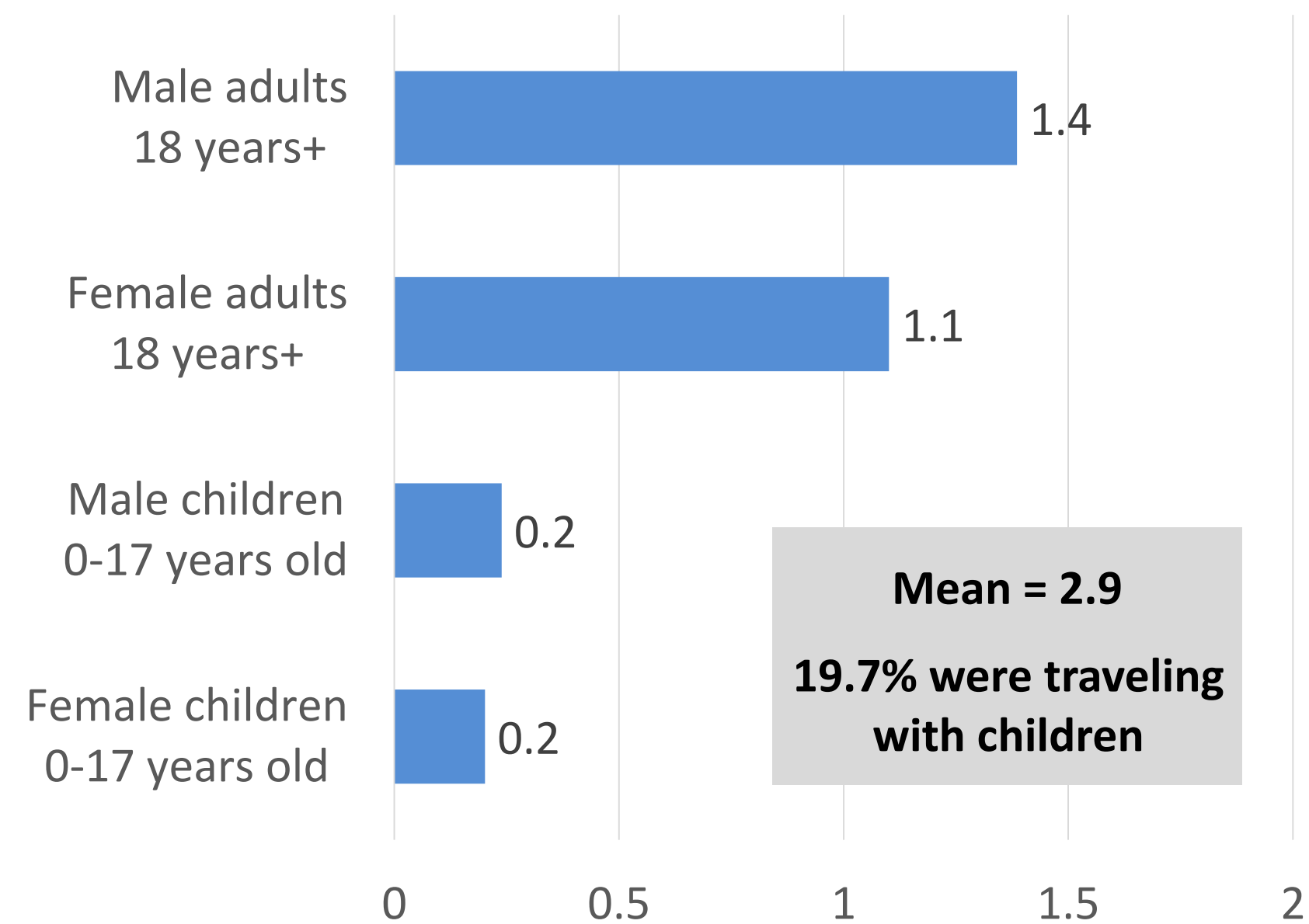
Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Personal Vehicle	61.8%	86.8%
Online Taxi Service	14.5%	9.6%
Bicycle	7.3%	4.0%
Walked	14.5%	0.8%
Rental Vehicle	3.6%	2.8%
Public bus	3.6%	1.2%
Surf City USA Shuttle	1.8%	1.6%
Motorcycle	0.0%	0.4%
Limousine/car service/paid shuttle	0.0%	0.0%
Traditional Taxicab	0.0%	0.0%
Base	55	250

# Travel Party Composition

The average travel party was comprised of 2.9 people across all visitors surveyed. In total, 20 percent of event visitors had children under the age of 18 in their party (19.7%).

Figure 9: Travel Party Composition



Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Male adults 18 years+	1.7	1.4
Female adults 18 years+	1.3	1.0
Male children 0-17 years old	0.2	0.2
Female children 0-17 years old	0.2	0.2
Mean Travel Party Size	3.5	2.8
% with Children in Party	17.5%	20.0%
Base	57	250

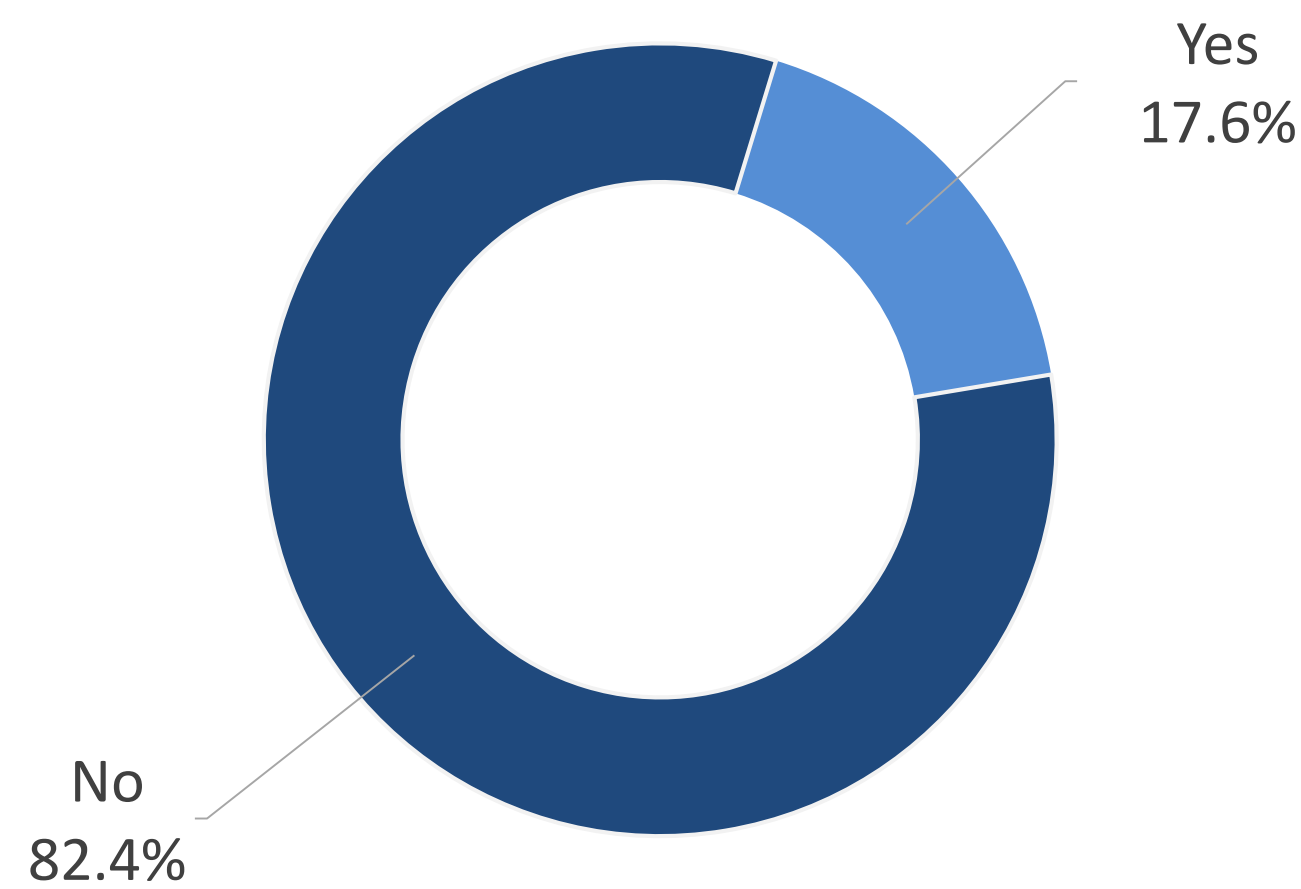
Question: How many adults and children are in your immediate traveling party, including yourself? Base: : Attendees who reside outside Huntington Beach. 308 responses.



# First Time Visitors

The majority of Great Pacific Airshow attendees who reside outside Huntington Beach were repeat visitors to the city. In total, 82.4 percent of this group were returning to Huntington Beach, while 17.6 percent were in the city for the first-time.

Figure 10: First Time Visitors



Question: Is this your first visit to Huntington Beach? Base: Attendees who reside outside Huntington Beach. 306 responses.

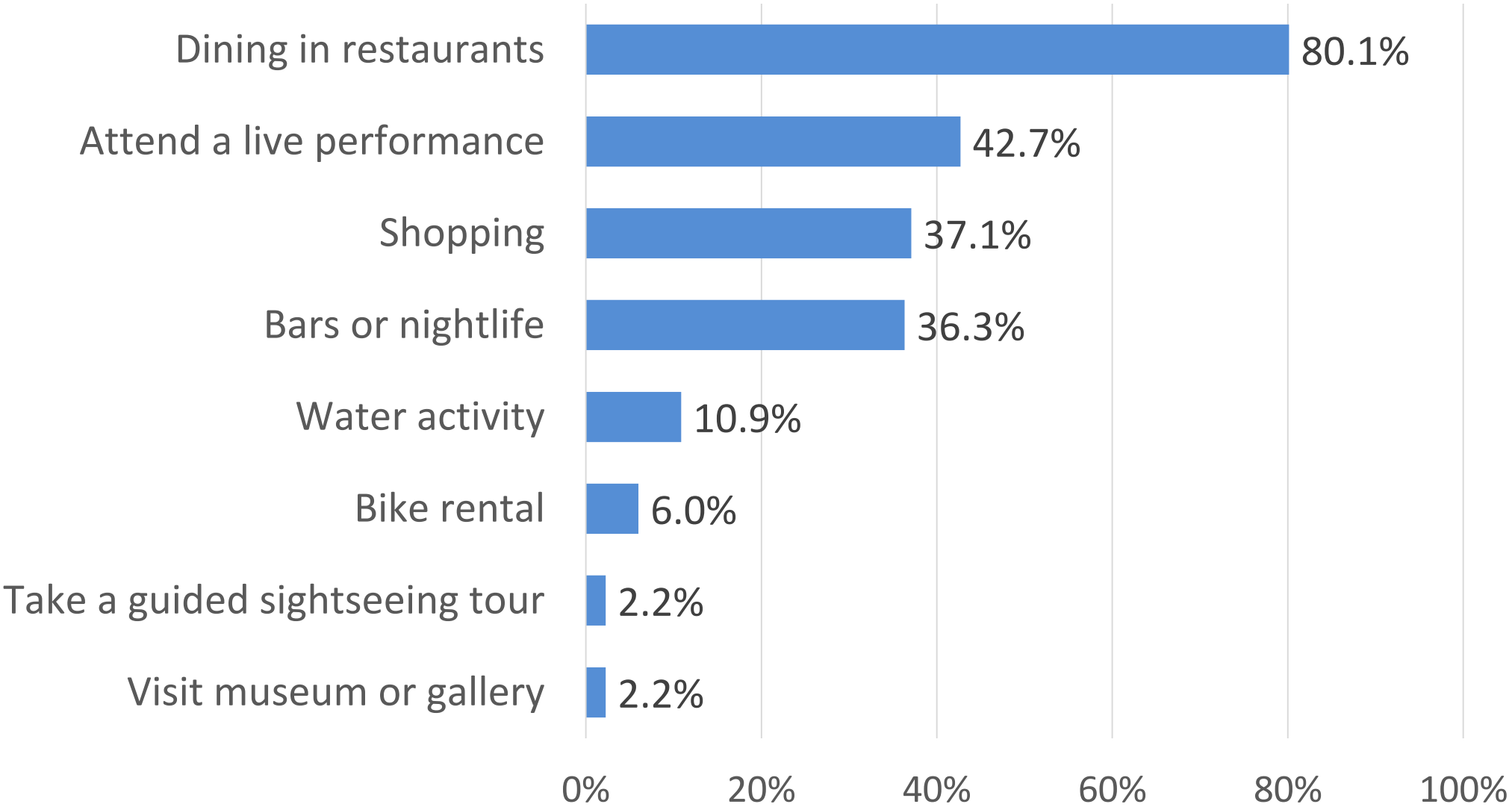
Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Yes	22.8%	16.1%
No	77.2%	83.9%
Base	57	248

# Activities in Huntington Beach

The majority of visiting event attendees dined in restaurants (80.1%) during their time in Huntington Beach. Visitors were presented with a list of activities and asked which they would participate in during their trip to the city. In addition to dining, more than one-third of visitors or more also attended a live performance (42.7%), went shopping (37.1%) and/or experienced the nightlife (36.3%) while in Huntington Beach.

Figure 11: Activities in Huntington Beach



Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Dining in restaurants	84.2%	79.0%
Attend a live performance or other performing arts	26.3%	47.1%
Shopping	56.1%	31.9%
Bars or nightlife	52.6%	31.9%
Water activity (surfing, kayaking, etc.)	19.3%	8.6%
Bike rental	5.3%	6.2%
Take a guided sightseeing tour	1.8%	2.4%
Visit museum or gallery	1.8%	2.4%
Base	57	210

Question: Which of the following activities will you participate in while visiting Huntington Beach? (Select all that apply) Base: Attendees who reside outside Huntington Beach. 267 responses.

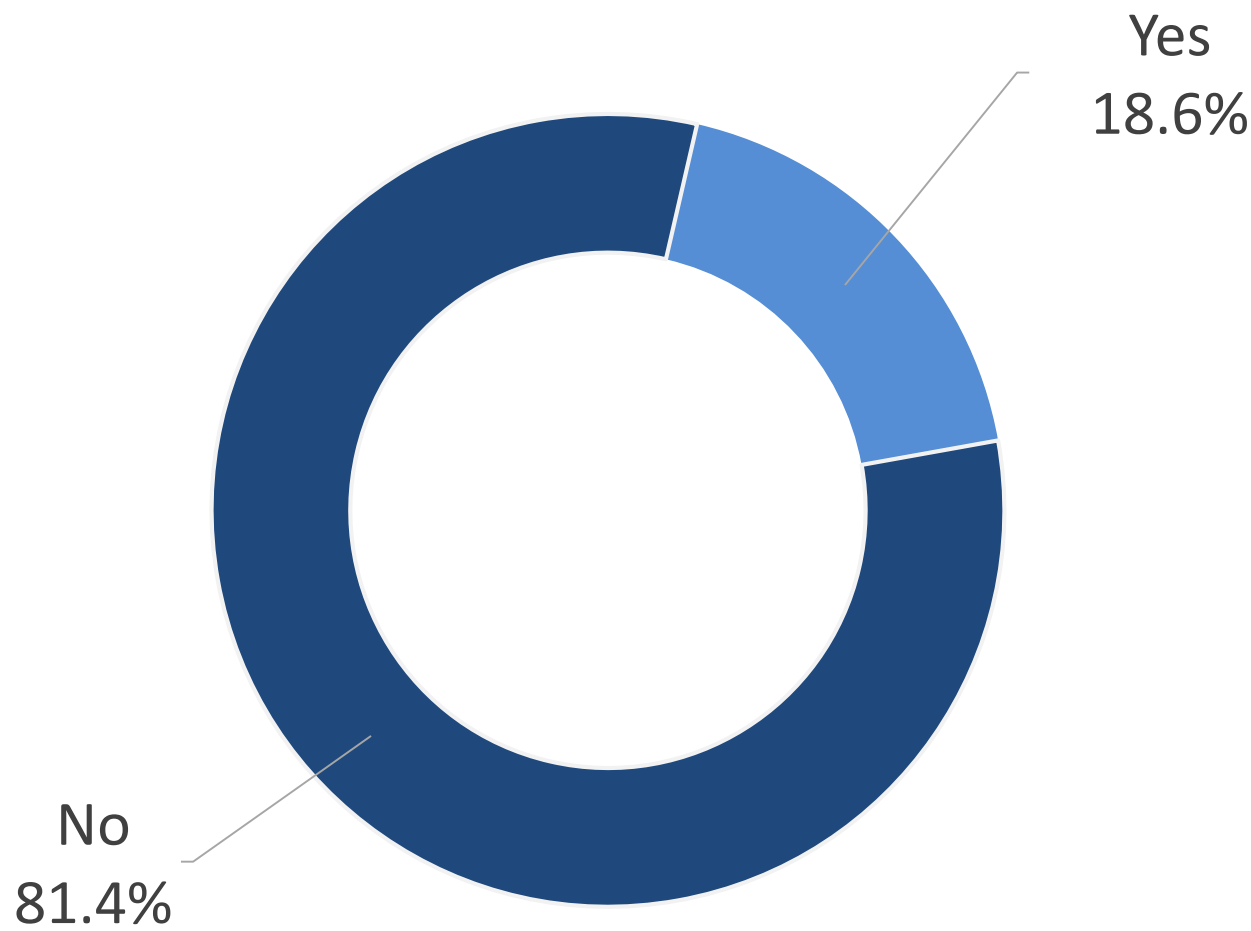


# Overnight Visitors

**One-fifth of all visiting attendees surveyed stayed overnight within Huntington Beach (18.6%).** Four-in-ten international visitors surveyed stayed overnight in the destination as part of their trip (42.9%).

Figure 12: Overnight Visitors

Detail by Type of Attendee



	Visitor (Non-local)	
	Domestic	International
Yes	16.8%	42.9%
No	83.2%	57.1%
Base	286	21

Question: Are you staying overnight within Huntington Beach on this trip?  
Base: Attendees who reside outside Huntington Beach. 307 responses.

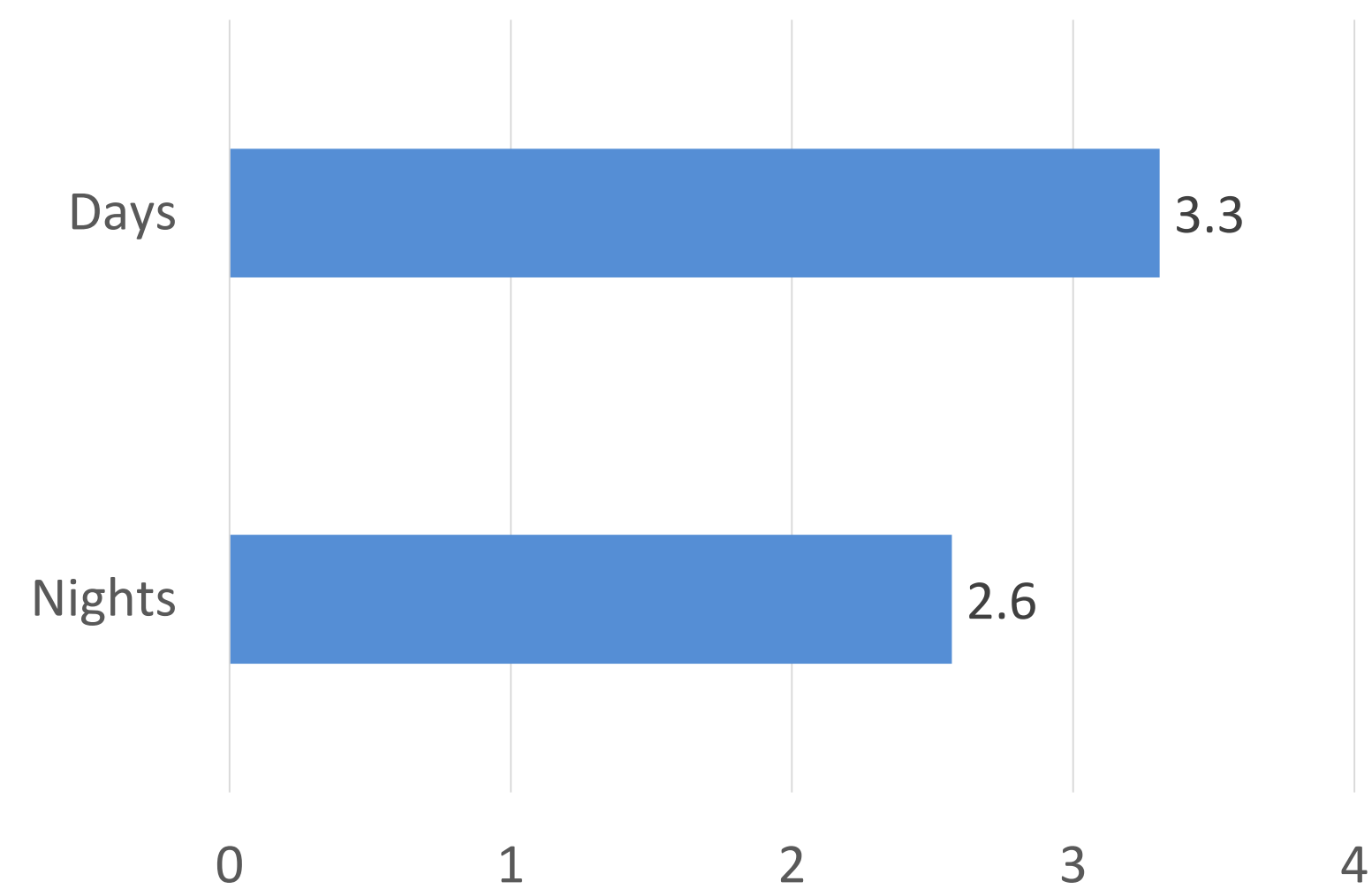
# Overnight Visitors: Length of Stay

**Overnight visitors spent an average of 3.3 days and 2.6 nights within Huntington Beach on their trip.** The typical hotel guest visitor surveyed spent 2.4 days and 1.8 nights in the destination.

*Please note the small sample size. This data should be considered informational and not directional.*

**Figure 13: Overnight Visitors—Length of Stay**

**Detail by Type of Attendee**



	Overnight Visitor (Non-local)		
		Home sharing rental or vacation home	VFR
Days	2.4	5.0	3.6
Nights	1.8	4.3	2.9
Base	21	4	13

Question: How many total days and nights are you staying in Huntington Beach on this visit? Base: Attendees who reside outside Huntington Beach and stayed overnight in Huntington Beach. 51 responses.

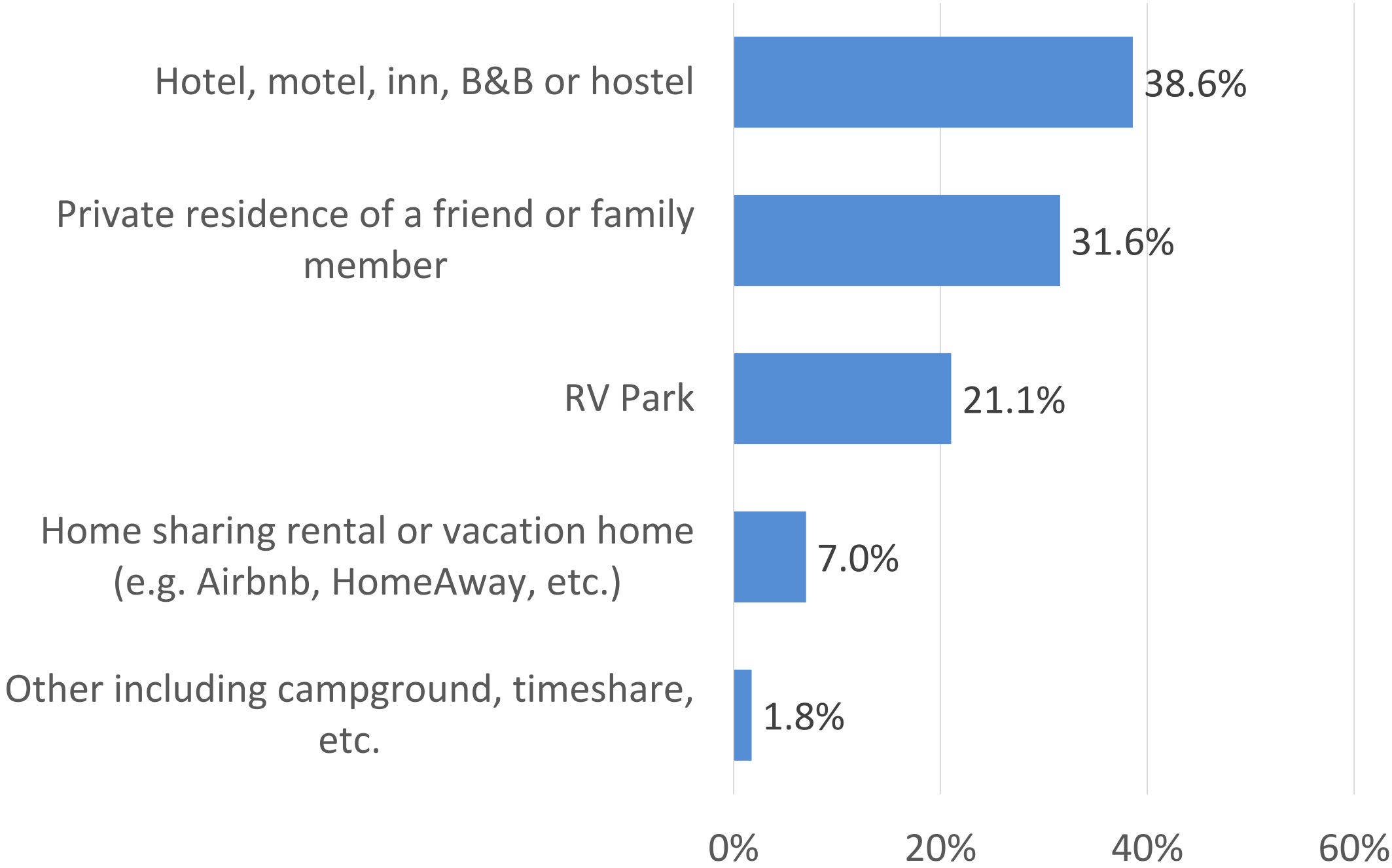


# Overnight Visitors: Place of Stay

Overnight visitors surveyed primarily stay in a Huntington Beach hotel while attending the Great Pacific Airshow (38.6%). Additionally, 31.6 percent stayed in the private home of a local friend/family member, while 21.1 percent of this group stayed in a RV Park within the city.

*Please note the small sample size. This data should be considered informational and not directional.*

Figure 14: Place of Stay



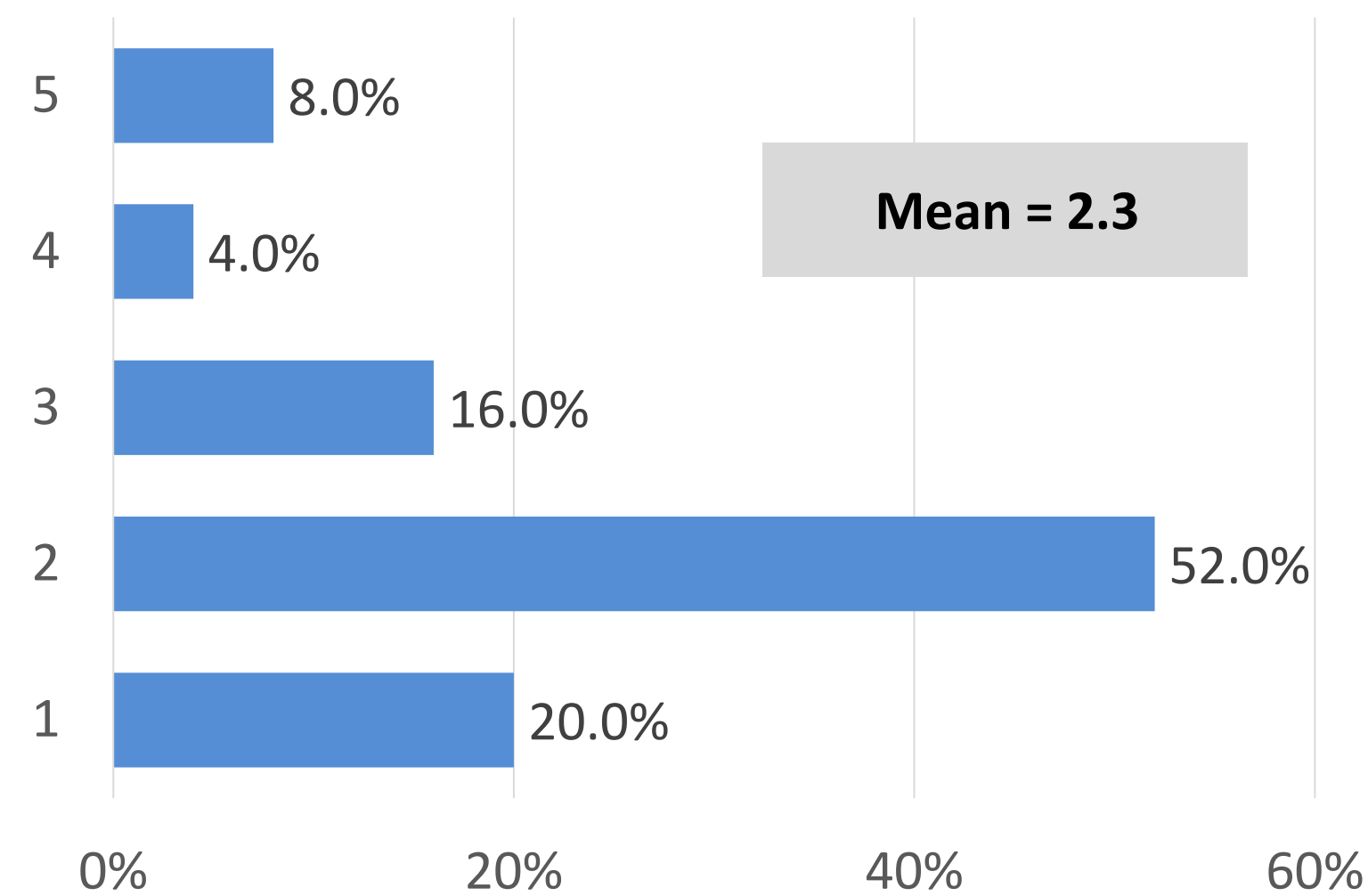
Question: What type of lodging are you staying overnight in within Huntington Beach? Base: Attendees who reside outside Huntington Beach and stayed overnight in Huntington Beach. 57 responses.

# Paid Overnight Visitors: People in Hotel Room/Home Share

The typical overnight visitor who stayed in paid lodging within Huntington Beach had 2.3 people in their accommodations.

Please note the small sample size. This data should be considered informational and not directional.

Figure 15: People in Hotel Room/Home Share



Detail by Type of Attendee

	Overnight Visitor (Non-local)	
	Hotel	Home sharing rental or vacation home
5	18.2%	33.3%
4	54.5%	33.3%
3	13.6%	33.3%
2	4.5%	0.0%
1	9.1%	0.0%
Mean	2.3	2.0
Base	22	3

Question: Including yourself, how many people are staying in your hotel room or home share? Base: Attendees who reside outside Huntington Beach and stayed overnight in paid lodging within Huntington Beach. 25 responses.



# In-Market Spending

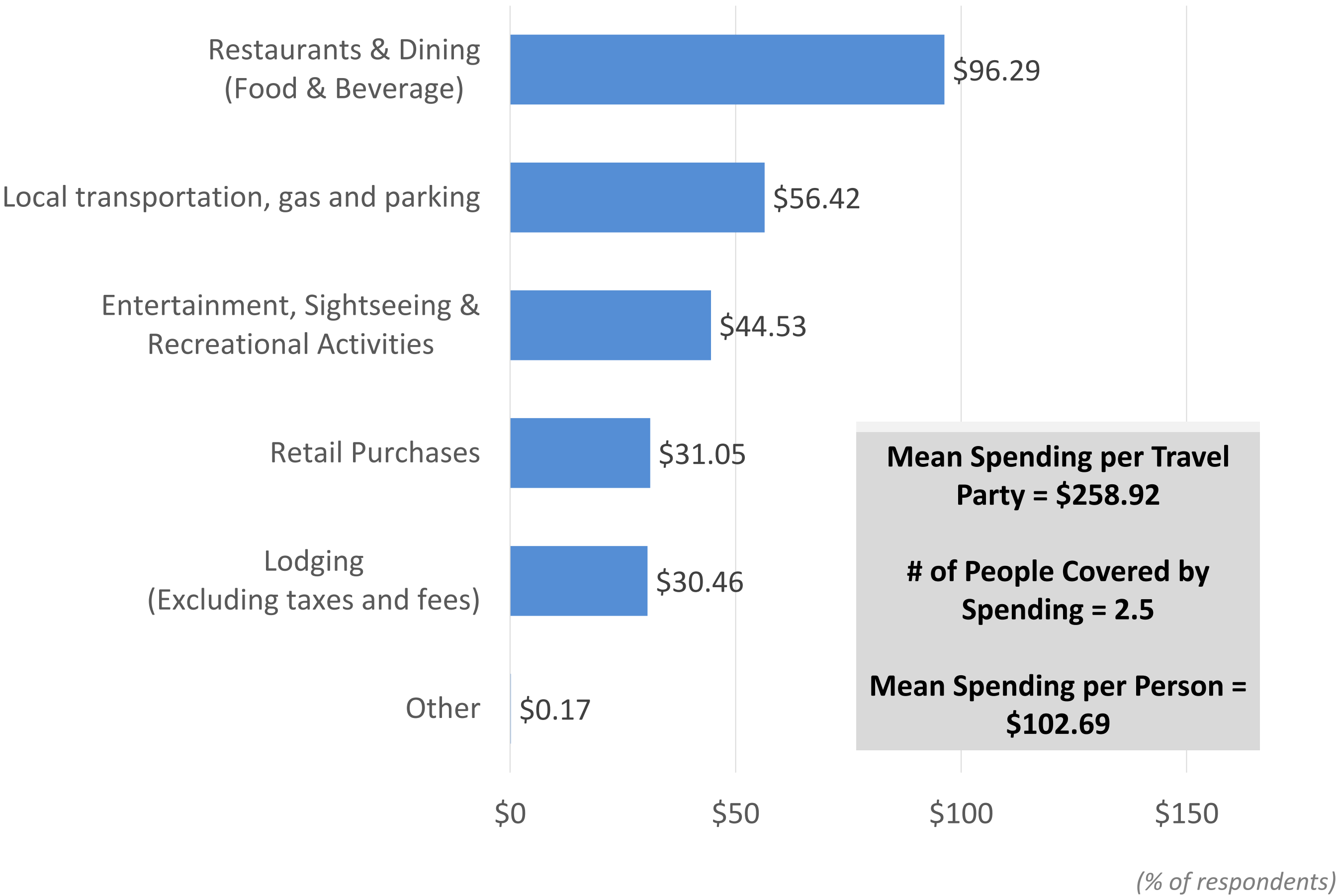
The typical visiting attendee surveyed spent a total of **\$258.92** per travel party within Huntington Beach over the course of their entire visit to the city. The bulk of this was spent on restaurants & dining (\$96.29), local transportation, gas & parking (\$56.42) and entertainment & sightseeing (\$44.53). Visitors spent \$30.46 on lodging across all visitors surveyed. However, hotel guests spent \$386.64 in total on their lodging.

It is estimated that each visiting attendee represented **\$102.69** in-market spending. This is based on the \$258.92 covering an average of 2.5 people.

*Detail by Type of Attendee is presented on the following page.*

Question: Think about your spending during your entire visit to Huntington Beach, please estimate the TOTAL amount you will spend within Huntington Beach for each of the following. (Again, please only include spending INSIDE Huntington Beach related to your visit to the Great Pacific Airshow.) Base: Attendees who reside outside Huntington Beach. 302 responses.

Figure 16: In-Market Spending



# In-Market Spending

## Detail by Type of Attendee

	Visitor (Non-local)			
	Overnight	Hotel	VFR	Day Trip
Restaurants & Dining (Food & Beverage):	\$221.16	\$336.82	\$140.83	\$68.41
Local transportation, gas and parking:	\$201.30	\$155.05	\$31.22	\$23.90
Entertainment, Sightseeing & Recreational Activities:	\$52.41	\$82.27	\$22.22	\$43.09
Retail Purchases:	\$48.73	\$52.38	\$43.89	\$27.15
Lodging (Excluding taxes and fees):	\$168.50	\$322.50	\$0.00	\$0.41
Other:	\$0.89	\$0.00	\$2.78	\$0.01
Mean Spending per Travel Party	\$693.00	\$949.02	\$240.94	\$162.96
# of People Covered by Spending	3.0	2.5	1.9	2.4
Mean Spending per Person	\$228.23	\$386.64	\$124.12	\$67.76
Base	54	20	18	246

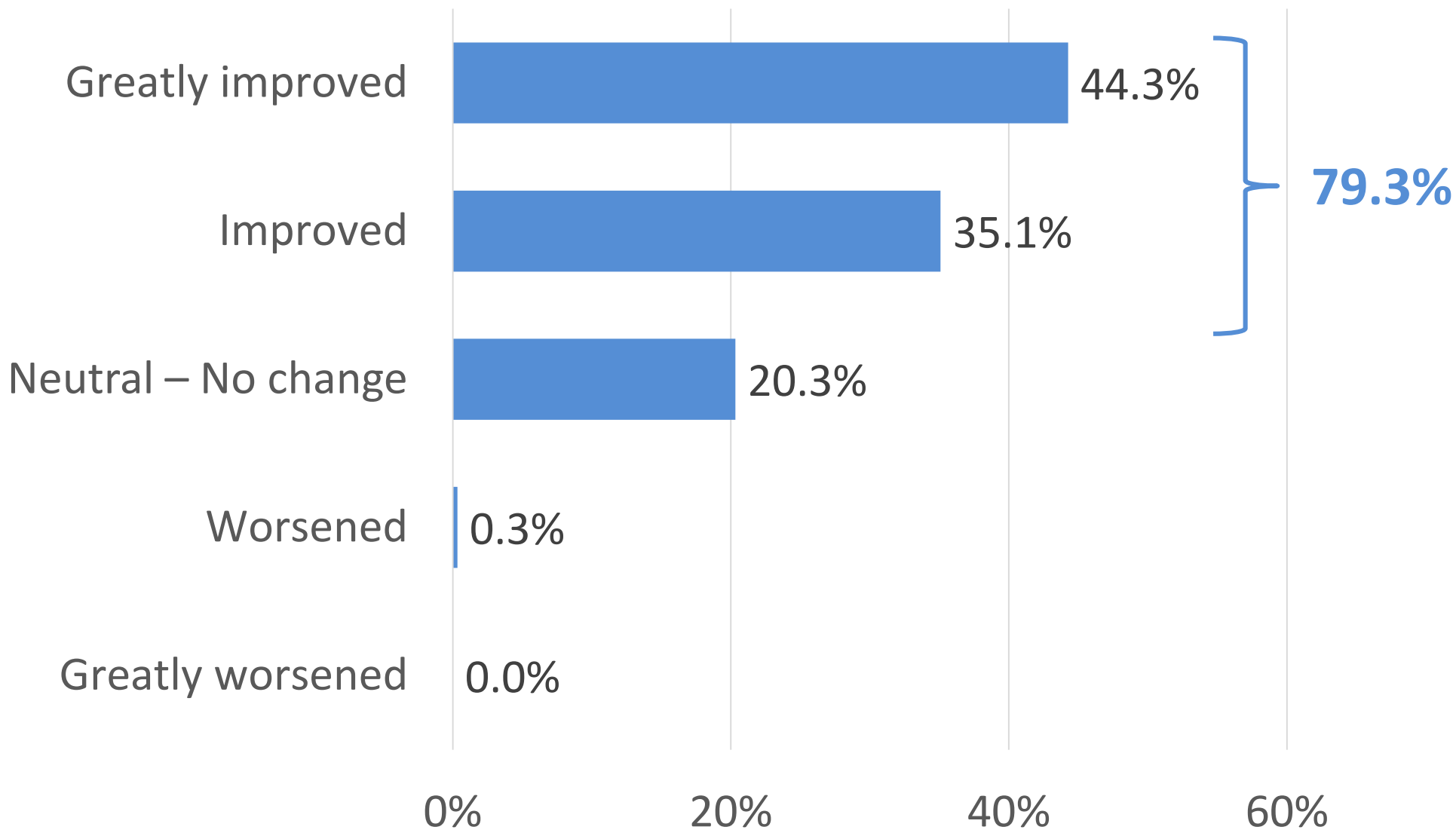
Question: Think about your spending during your entire visit to Huntington Beach, please estimate the TOTAL amount you will spend within Huntington Beach for each of the following. (Again, please only include spending INSIDE Huntington Beach related to your visit to the Great Pacific Airshow.) Base: Attendees who reside outside Huntington Beach. 302 responses



# Event’s Impact on Visitors’ Perception of Huntington Beach

**The Great Pacific Airshow had an overwhelmingly positive impact on visitors’ perception of Huntington Beach.** Eight-in-ten visitors (79.3%) said their experience at the event “improved” (35.1%) or “greatly improved” (44.3%) their perception of the city. Less than 1.0 percent of these respondents said the event had worsened their perception of Huntington Beach.

Figure 17: Event’s Impact on Visitors’ Perception of HB



Detail by Type of Attendee

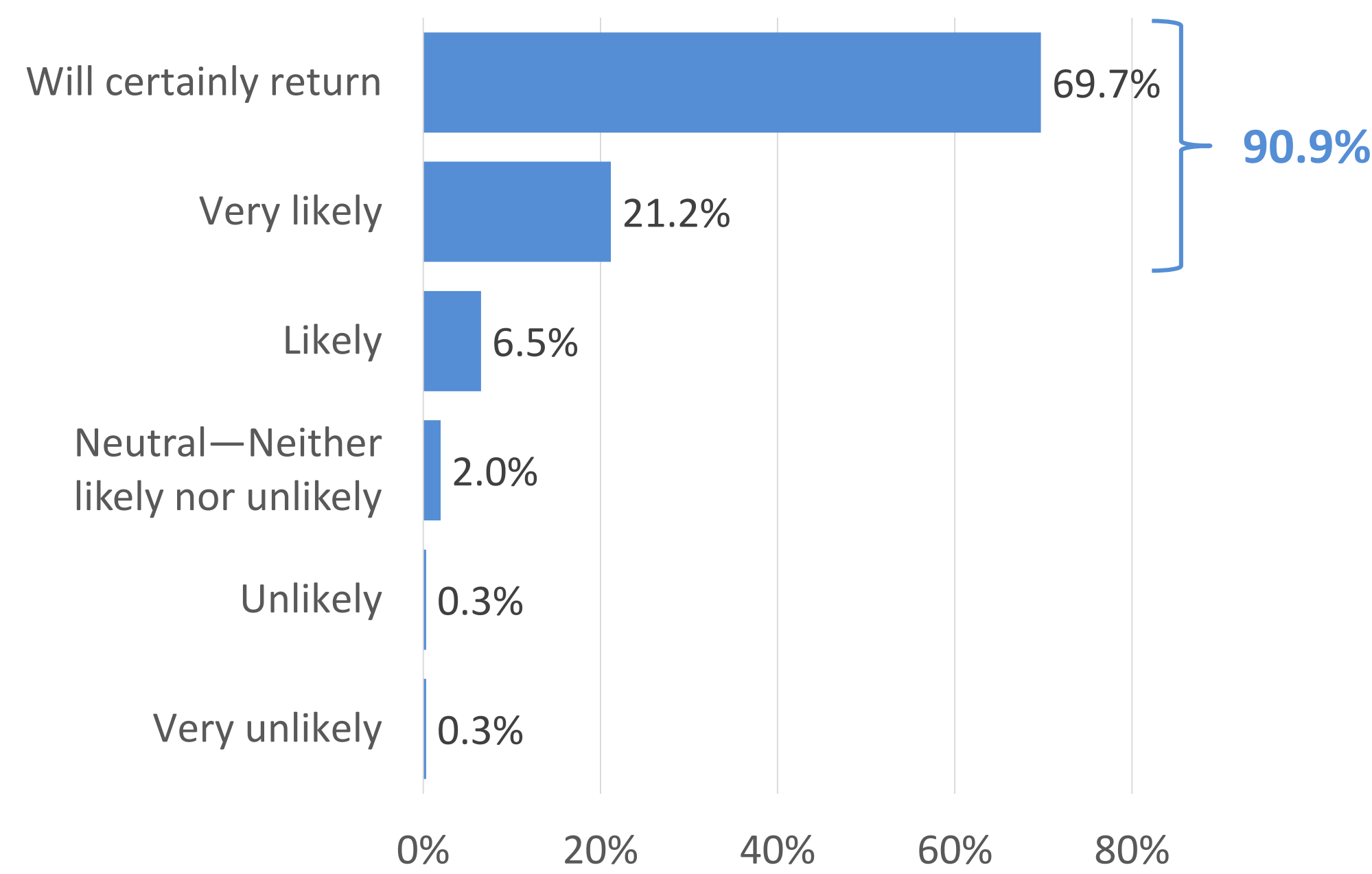
	Visitor (Non-local)	
	Overnight	Day Trip
Top-Two Box Score	83.9%	78.2%
Greatly improved	55.4%	41.5%
Improved	28.6%	36.7%
Neutral – No change	16.1%	21.4%
Worsened	0.0%	0.4%
Greatly worsened	0.0%	0.0%
Base	56	248

Question: How has your experience in Huntington Beach during the Great Pacific Airshow impacted your overall perception of Huntington Beach? Base: Attendees who reside outside Huntington Beach. 305 responses.

# Likelihood to Return

Likelihood to return to Huntington Beach is high (90.9%). In fact, seven-in-ten said they “will certainly return” (69.7%) to Huntington Beach.

Figure 18: Likelihood to Return



Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Top-Two Box Score	91.2%	90.8%
Will certainly return	71.9%	69.5%
Very likely	19.3%	21.3%
Likely	5.3%	6.8%
Neutral—Neither likely nor unlikely	1.8%	2.0%
Unlikely	0.0%	0.4%
Very unlikely	1.8%	0.0%
Base	57	249

Question: How likely are you to return to Huntington Beach? (Select one)  
Base: Attendees who reside outside Huntington Beach. 307 responses.



# Additional Enhancements to Huntington Beach

Of enhancements mentioned, visitors would like to see improvements to event parking (15.1%). Event attendees were asked in an open-ended format about the additional enhancement to Huntington Beach. In addition to parking improvements, more events/events (7.3%), and food vendors/truck/restaurants on beach (6.9%) were listed as enhancements to improve Huntington Beach.

Figure 19: Additional Enhancements to Huntington Beach



Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Nothing. Everything is perfect	27.5%	17.8%
Easier, more Parking/Handicap parking	7.5%	16.8%
More events/events	2.5%	8.4%
Food vendors/trucks/restaurants on beach	5.0%	7.3%
Concerts/Music events	7.5%	5.2%
Public transportation/shuttles	7.5%	4.7%
Adequate/clean bathrooms	0.0%	4.2%
Easier access/cheaper parking	2.5%	4.2%
Family/kid-friendly events	7.5%	2.6%
Affordability	2.5%	2.6%
Comfortable/handicap/shaded seating	0.0%	3.1%
Signage/event info	0.0%	3.1%
Beach umbrellas/chair rentals	7.5%	1.0%
Improved food quality/better restaurants	0.0%	2.6%
Base	40	191

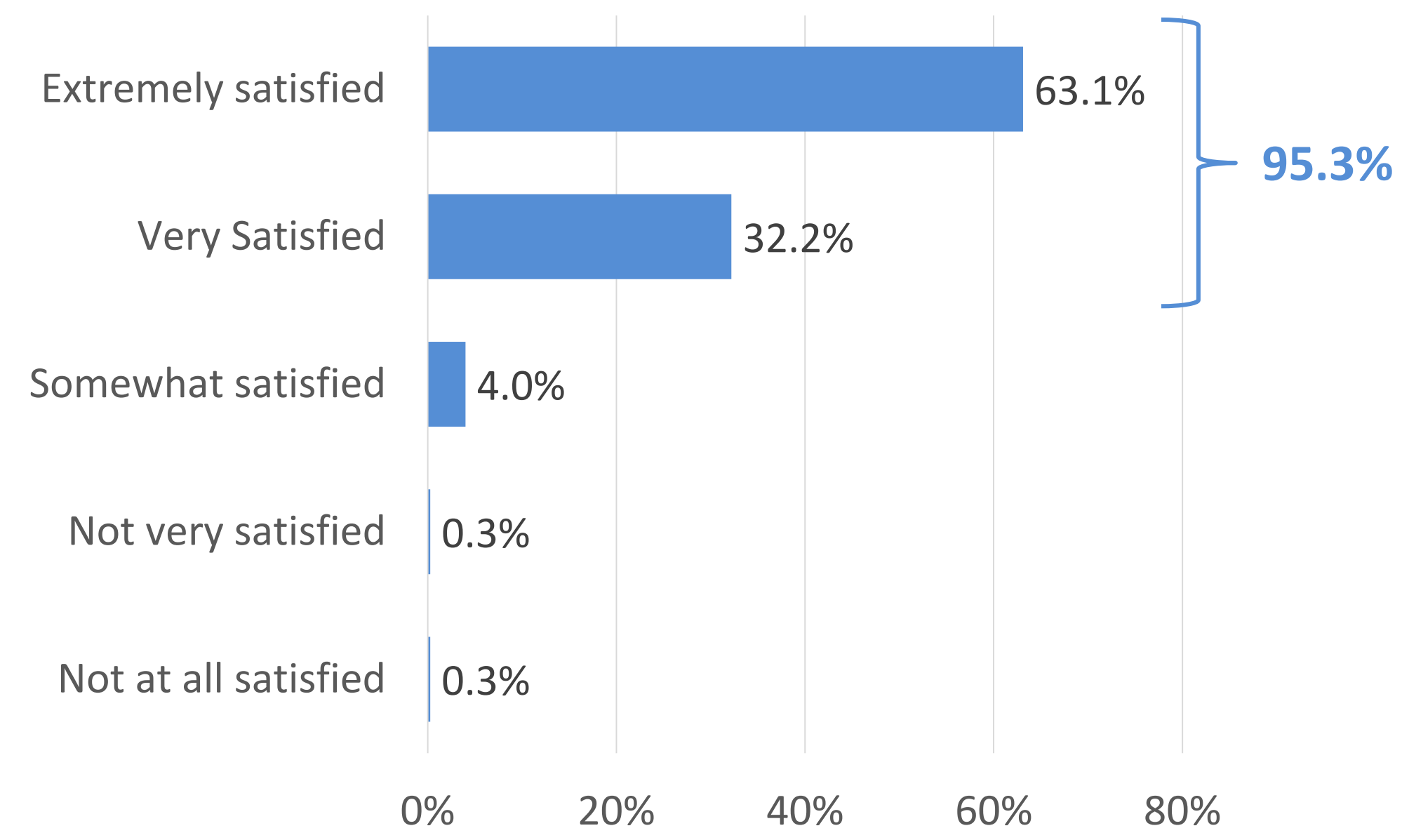
Question: What additional attractions or services would most enhance Huntington Beach? Base: Attendees who reside outside Huntington Beach. 232 responses.

# Satisfaction with Overall Experience at Event

**The Great Pacific Airshow appears to provide a highly satisfactory attendee experience.** Nearly all visitors surveyed (95.3%) said they were “very satisfied” (32.2%) or “extremely satisfied” (63.1%) with their overall experience at the event.

Figure 20: Satisfaction with Overall Experience at Event

Detail by Type of Attendee



	Visitor (Non-local)	
	Overnight	Day Trip
Top 2 Box Score	98.2%	94.6%
Extremely satisfied	82.5%	58.7%
Very Satisfied	15.8%	36.0%
Somewhat satisfied	1.8%	4.5%
Not very satisfied	0.0%	0.4%
Not at all satisfied	0.0%	0.4%
Base	57	242

Question: How satisfied are you with your overall experience at the Great Pacific Airshow? Base: Attendees who reside outside Huntington Beach. 301 responses.

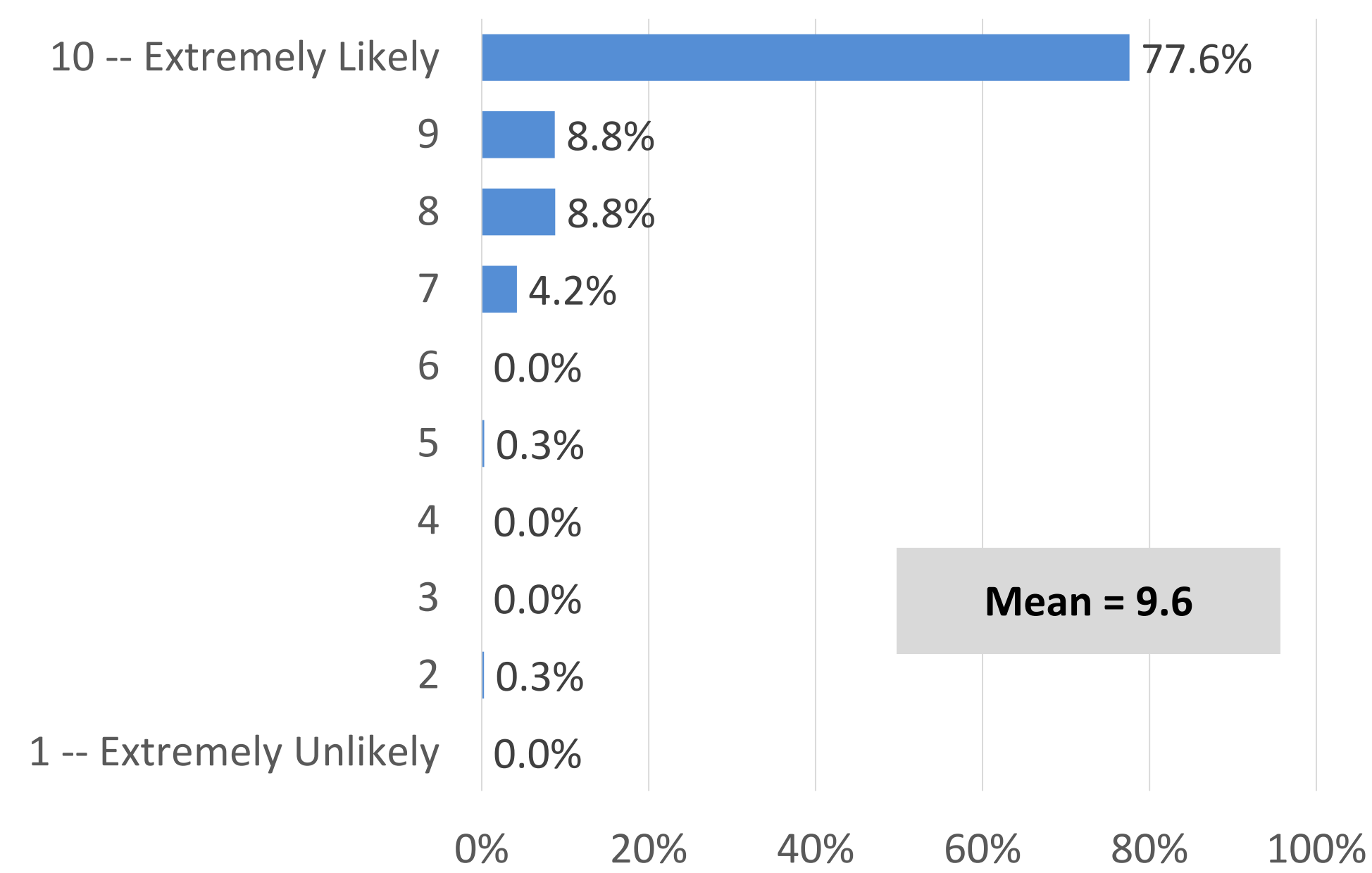


# Likelihood to Recommend Event

In line with the high levels of attendee satisfaction, all visitors rated their likelihood to recommend the Great Pacific Airshow as a 9.6 out of 10. In fact, nearly four-in-five of all attendees surveyed said they were “extremely likely” to recommend the event to a friend (77.6%).

Figure 21: Likelihood to Recommend Event

Detail by Type of Attendee



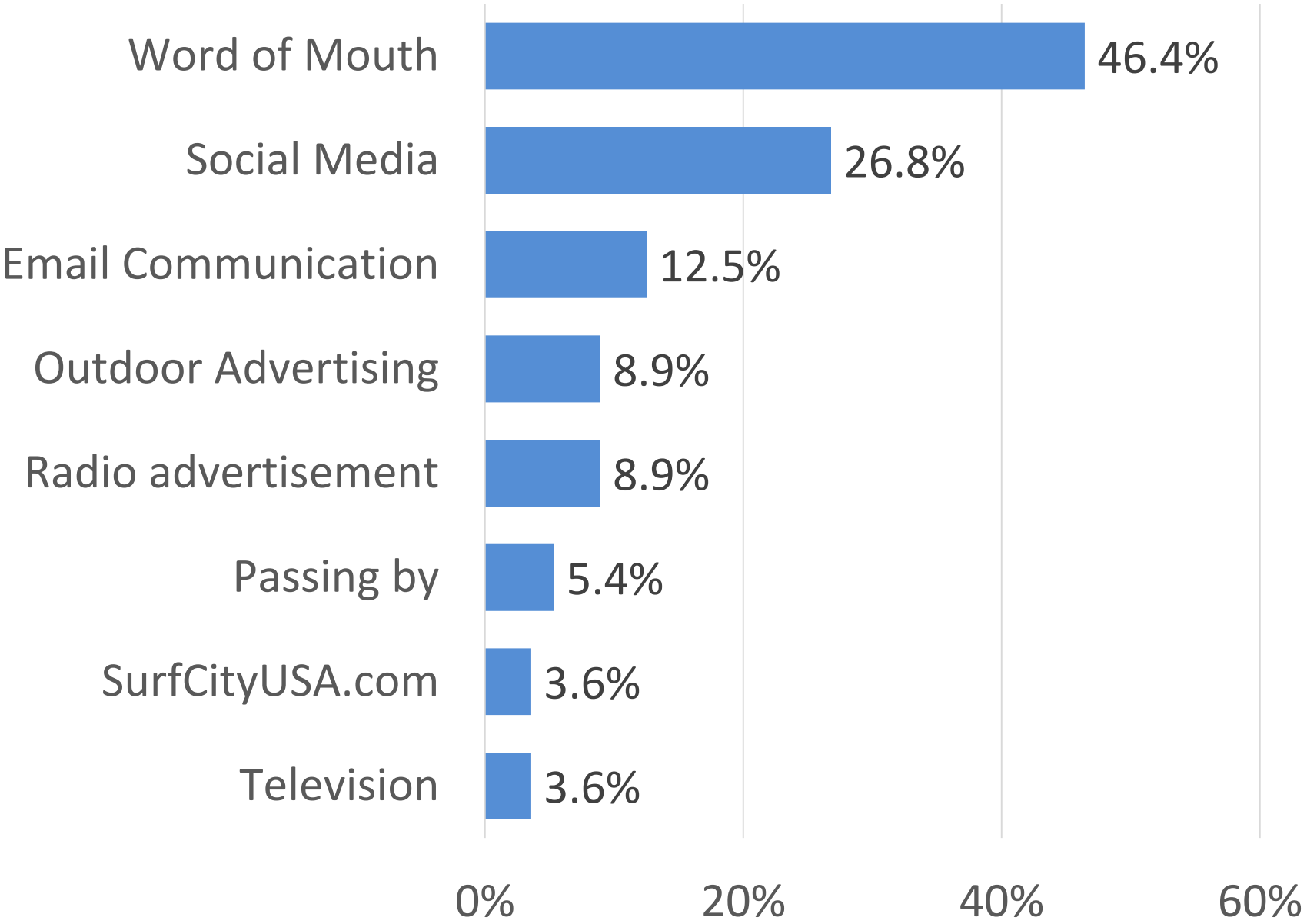
	Visitor (Non-local)	
	Overnight	Day Trip
10 -- Extremely Likely	80.7%	76.8%
9	12.3%	8.0%
8	7.0%	9.2%
7	0.0%	5.2%
6	0.0%	0.0%
5	0.0%	0.4%
4	0.0%	0.0%
3	0.0%	0.0%
2	0.0%	0.4%
1 -- Extremely Unlikely	0.0%	0.0%
Mean	9.7	9.5
Base	57	250

Question: How likely are you to recommend this event to a friend? Base: Attendees who reside outside Huntington Beach. 308 responses.

# Advertising Recall

**Word of mouth (46.4%) and social media (26.8%) were the top methods in which respondents had heard about the Great Pacific Airshow.** Additionally, one-in-ten of all attendees surveyed said they heard about the event either through email communication (12.5%), outdoor advertising (8.9%), and a radio advertisement (8.9%).

Figure 22: Advertising Recall



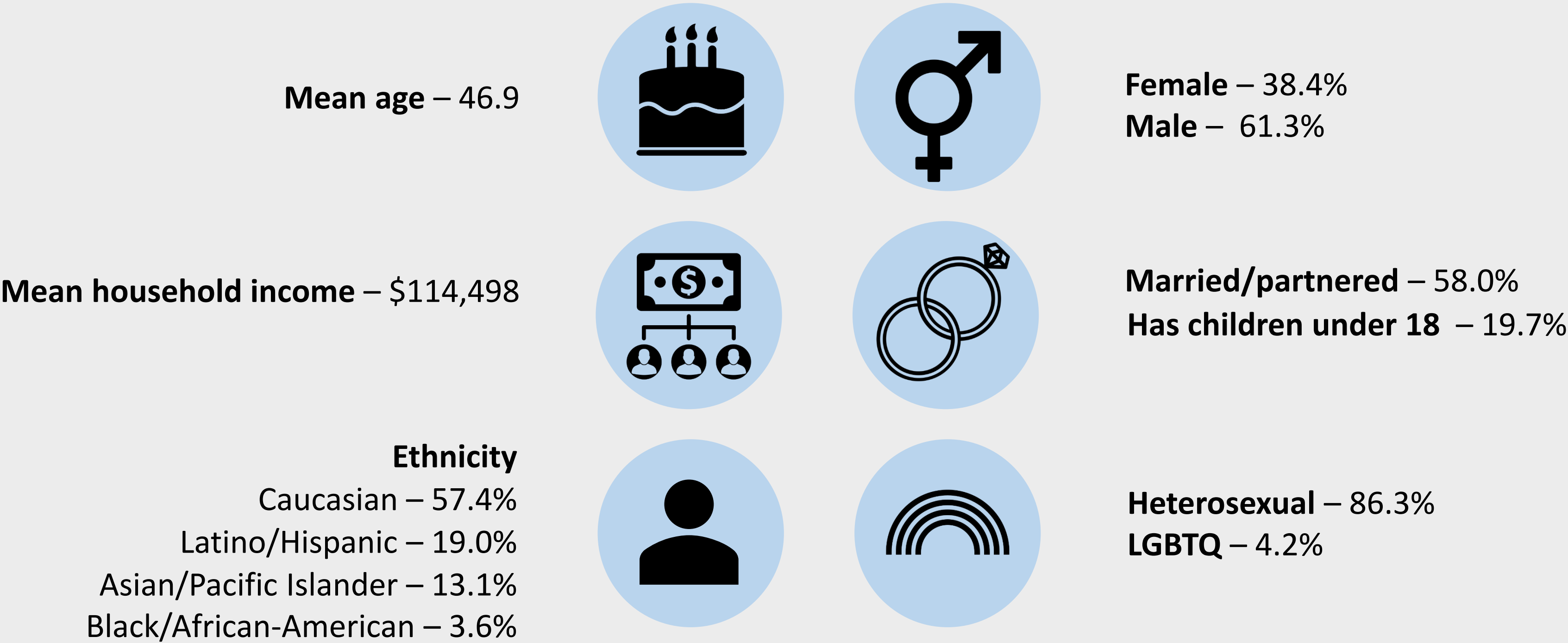
Detail by Type of Attendee

	Visitor (Non-local)	
	Overnight	Day Trip
Word of Mouth	46.4%	42.4%
Social Media	26.8%	24.8%
Email Communication	12.5%	9.6%
Outdoor Advertising	8.9%	8.0%
Radio advertisement	8.9%	8.4%
Passing by	5.4%	2.0%
SurfCityUSA.com	3.6%	4.0%
Television	3.6%	4.0%
Base	56	250

Question: How did you hear about the 2019 Great Pacific Airshow? (Select all that apply) Base: Attendees who reside outside Huntington Beach. 308 responses.

# Non-Local: Attendee Demographics

The following presents the demographic profile for Great Pacific Airshow attendees who reside OUTSIDE Huntington Beach





# APPENDIX: LOCAL RESIDENTS

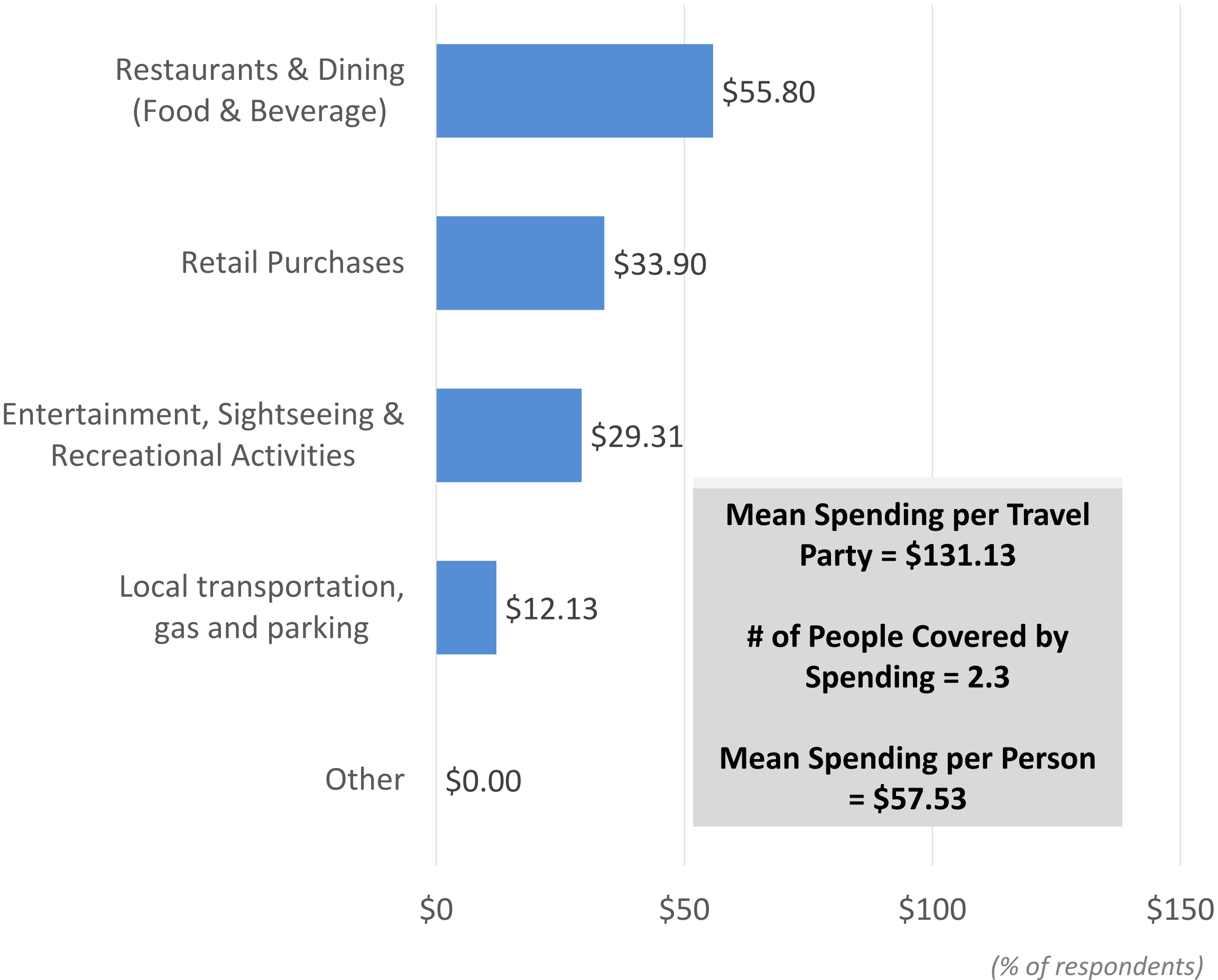
# Local Residents: Spending Related to Event

The typical Huntington Beach resident spent **\$131.13** per travel party within the city related to their visit to the Great Pacific Airshow. The bulk of this was spent on restaurants and dining (\$55.80) and retail purchases (\$33.90).

It is estimated that each resident attending the event represented **\$57.53** in event-related spending. This is based on the \$131.13 covering an average of 2.3 people.

*Please note the small sample size. This data should be considered informational and not directional.*

Figure 23: Local Residents—Spending Related to Event



Question: Thinking about your spending today AT THIS EVENT, please estimate the TOTAL amount you will spend within Huntington Beach for each of the following. (Again, please only include spending INSIDE Huntington Beach related to your visit to the Great Pacific Airshow.) Base: Attendees who reside in Huntington Beach. 63 responses.

# Local Residents: Attendee Demographics

The following presents the demographic profile for Huntington Beach residents surveyed who attended the Great Pacific Airshow

