



VISIT HUNTINGTON BEACH 2022 PACIFIC AIRSHOW ECONOMIC IMPACT REPORT FAQs

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Destination  Analysts



What was the research methodology for the 2022 Pacific Airshow?

An online survey of event attendees was fielded between October 4 – 17, 2022. In addition, online surveys were sent to the Event Organizer, Sponsors/Media, and Volunteers. A total of 1,193 attendee surveys, 32 volunteer surveys, 23 sponsor/media surveys, and 1 event organizer survey were collected. The topline data presented here has a reliability of +/- 4.9% at a 95 percent confidence interval.

Were Huntington Beach residents included in the 2022 Pacific Airshow Economic Impact Report?

Spending by Huntington Beach residents related to the event is intentionally and specifically excluded from this analysis, as it cannot be claimed as an injection of new spending into the local economy. Attendee spending is defined as 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.

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

- Visiting Event Attendee / Visitor / Non-Local – attendees who reside outside Huntington Beach
- Locals – attendees who reside within Huntington Beach

Who are the 2022 Pacific Airshow attendees and where are they coming from?

DEMOGRAPHICS



Gender

Male: 60%

Female: 40%

Average Age: 48.7



Millennial or younger: 38%

Gen Xers: 25%

Boomers or older: 37%



Household Income

\$138,417

Ethnicity

Caucasian: 63%

Hispanic/Latino: 18%

Asian/Pacific Islander: 12%

African American/Black: 2%

- Nearly half of the 690,000 attendees reside **outside** Orange County (46%).
- **31%** live in Orange County **outside** of Huntington Beach.
- **Top 5 Origin States:** California, Arizona, Nevada, Texas and Colorado
- **2%** of attendees were from outside of the United States.
- **91%** are **return visitors** to Huntington Beach.
- Of the 690,000 attendees, **528,490 were incremental visitors** who live outside Huntington Beach and visited the city **primarily to attend the event.**
- The **average travel party size** was **3.8 people.**
- **Nearly one-third** of all attendees **brought children** to the event.
- On average, attendees went to **1.3 days** of the event.
- The average travel party spent over \$400 daily, and 67% of that was spent on activities including shopping and dining.
- **88%** of all attendees stated they were **satisfied with the event.**
- **73%** of the attendees would **recommend the Pacific Airshow to friends.**

TRAVEL PARTY

3.8

Average Party Size

31%

Children in Party

LODGING TYPE

77%

Hotel

11%

Private Residence

5%

Vacation Rental

How was the economic impact of the 2022 Pacific Airshow calculated?

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 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 to Huntington Beach who were in the destination primarily to attend the 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.

What is IMPLAN?

IMPLAN is the leading provider of economic impact data and analytical software, utilized by State, County and municipal governments, economic development agencies, academics, corporations, consultants, and non-profit organizations like Visit Huntington Beach. IMPLAN is an Input-Output (I-O) economic impact modeling software that uses historical annual, regional data to map these buy-sell relationships so users can predict how specific economic changes will impact a given regional economy or estimate the effect of past or existing economic activity.