

Event Template

Property:



HB 4th of July Opening Block Party

Main St - Blocks 1-3, Huntington Beach, CA 92648

Jun 30 - Jun 30, 2022



HB 4th of July Opening Block Party

Main St - Blocks 1-3, Huntington Beach, CA 92648

Jun 30 - Jun 30, 2023



Huntington Beach



Metrics

Metric Name	Surf City Nights Main St, Huntington Beach, CA	Surf City Nights Main St, Huntington Beach, CA
Visits	7.6K	12.3K
Visitors	7.6K	12.3K
Visit Frequency	1	1
Avg. Dwell Time	74 min	75 min
Panel Visits	184	379
Visits YoY	+79.1%	+61.6%
Visits Yo2Y	+47.5%	+189.5%
Visits Yo3Y	-31.4%	+138.4%

Surf City Nights - Jun 30th, 2022 - Jun 30th, 2022
Surf City Nights - Jun 30th, 2023 - Jun 30th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



July 4th - 1000 FT Radius DT

Jun 30 - Jul 6, 2023

Property:



Surf City Nights (Nearby Activity 1000 ft)

200 Main St, Huntington Beach, CA 92648





Metrics

● Surf City Nights (Nearby Activit...
200 Main St, Huntington Beach, CA 92648

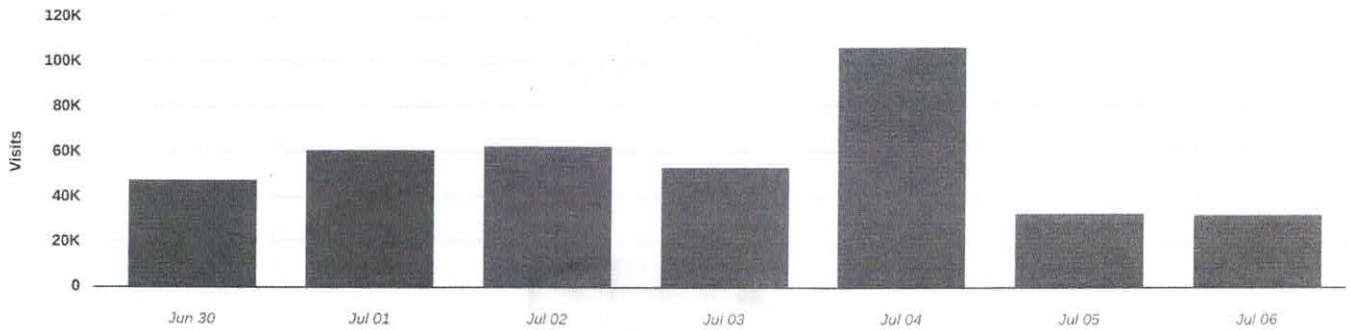
Visits	395.2K	Panel Visits	9.9K
Visitors	322.5K	Visits YoY	+10.2%
Visit Frequency	1.23	Visits Yo2Y	+24.6%
Avg. Dwell Time	81 min	Visits Yo3Y	+173.2%

Jun 30th, 2023 - Jul 6th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

● Surf City Nights (Nearby Activit...
Main St, Huntington Beach, CA






Daily | Visits | Jun 30th, 2023 - Jul 6th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



SCN June 2019/2022/2023

Property:

	Surf City Nights 200 Main St, Huntington Beach, CA 92648	Jun 1 - Jun 30, 2019
	Surf City Nights 200 Main St, Huntington Beach, CA 92648	Jun 1 - Jun 30, 2022
	Surf City Nights 200 Main St, Huntington Beach, CA 92648	Jun 1 - Jun 30, 2023

Applied Filters:

Days: Tues



Metrics

Metric Name	Surf City Nights Main St, Huntington Beach, CA	Surf City Nights Main St, Huntington Beach, CA	Surf City Nights Main St, Huntington Beach, CA
Visits	36.7K	30K	37.2K
Visitors	34.9K	29K	35.4K
Visit Frequency	1.05	1.03	1.05
Avg. Dwell Time	57 min	66 min	56 min
Panel Visits	883	627	951
Visits YoY	N/A	-19.6%	+24.2%
Visits Yo2Y	N/A	+6.3%	-0.2%
Visits Yo3Y	N/A	-18.3%	+31.9%

Surf City Nights - Jun 1st, 2019 - Jun 30th, 2019
 Surf City Nights - Jun 1st, 2022 - Jun 30th, 2022
 Surf City Nights - Jun 1st, 2023 - Jun 30th, 2023
 Data provided by Placer Labs Inc. (www.placer.ai)



April 2022 VS 2023 SCAF

Property:



Pier Plaza

Pier Plaza, Huntington Beach, CA 92648

Apr 1 - Apr 30, 2022



Pier Plaza

Pier Plaza, Huntington Beach, CA 92648

Apr 1 - Apr 30, 2023

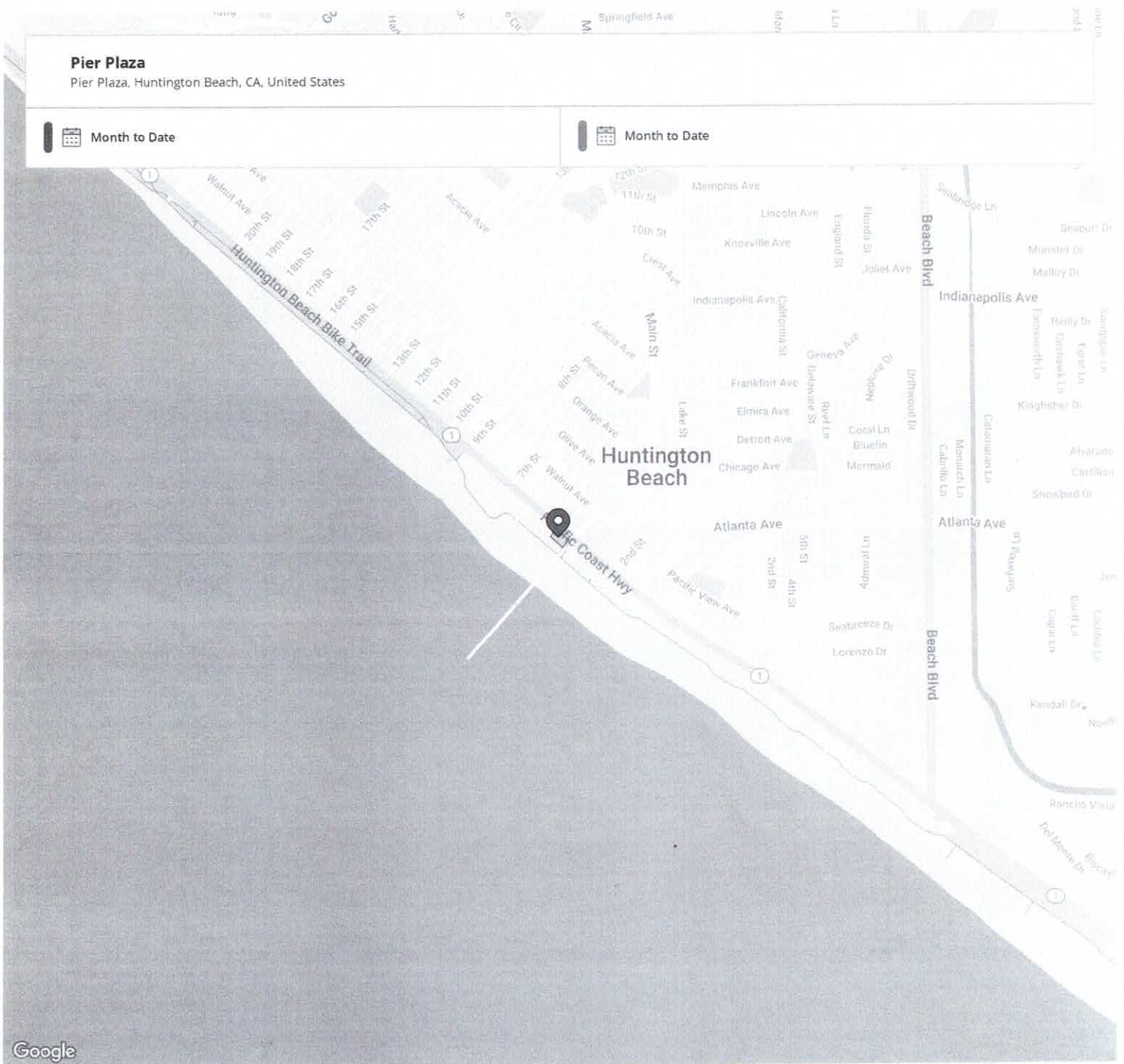
Huntington
Beach



Atlanta Ave

Atlanta A

Coast Blvd



Google