

North America Surfing Tourism Market By Tour Type (Domestic, International), By Tourist Type (Solo, Group), By Destination (Coastal Regions, Islands, Surfing Resort, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/N103F1D3F145EN.html>

Date: May 2025

Pages: 120

Price: US\$ 4,000.00 (Single User License)

ID: N103F1D3F145EN

Abstracts

Market Overview

The North America Surfing Tourism Market was valued at USD 25.69 Billion in 2024 and is projected to reach USD 36.70 Billion by 2030, growing at a CAGR of 5.19% during the forecast period. This market is witnessing robust growth as adventure sports and wellness tourism become increasingly popular, particularly among younger travelers. Surfing is gaining momentum as both a recreational and lifestyle activity, appealing to a wide demographic seeking active and immersive travel experiences. North America's diverse surfing landscapes, from renowned coastal regions to emerging inland wave parks, are enhancing accessibility and drawing a larger base of enthusiasts. The expansion of surf culture, coupled with improved infrastructure, digital marketing, and event-driven tourism—such as the upcoming 2028 Summer Olympics surfing competition at Trestles Beach in California—is further propelling market growth.

Market Drivers

Rising Popularity of Adventure and Lifestyle Sports

Adventure and lifestyle sports are gaining mainstream appeal across North America, with surfing emerging as a highly sought-after activity among travelers. Once confined to coastal subcultures, surfing is now embraced as part of a broader wellness

lifestyle that emphasizes outdoor engagement, fitness, and environmental connection. Social media platforms have played a key role in elevating surfing's visibility, with influencers and content creators spotlighting destinations throughout the U.S., Canada, and Mexico. This increased exposure has sparked interest across skill levels, fueling demand for surf camps, lessons, and guided tours. Additionally, surfing's inclusion in the Olympics has further legitimized the sport, encouraging participation and investment. California's Trestles Beach, a historic surf site, is set to host the 2028 Olympic surfing events, reinforcing the region's legacy and influence within the surfing community.

Key Market Challenges

Environmental Sustainability Concerns

As surfing tourism continues to expand, sustainability challenges have become more pronounced, particularly in environmentally sensitive coastal areas. Increased tourist activity often results in infrastructure strain, habitat disruption, and pollution, all of which threaten the long-term viability of popular surf spots. Many coastal communities are grappling with the need to balance economic benefits from tourism with environmental preservation. Issues such as waste management, water quality, and responsible construction are central to local sustainability strategies. Furthermore, climate change—manifested through rising sea levels, ocean warming, and erratic weather—poses long-term risks to wave patterns and beach stability. If not addressed proactively, these environmental impacts may reduce the appeal and accessibility of top surfing destinations.

Key Market Trends

Rise of Eco-Tourism and Sustainable Surfing Practices

Sustainability is emerging as a key theme in North America's surfing tourism market, with both travelers and operators increasingly adopting eco-friendly practices. Environmentally conscious surfers are choosing destinations and businesses that prioritize preservation and responsible tourism. This includes the use of sustainable surfboards made from recycled or natural materials, eco-certified accommodations, and guided tours that emphasize conservation. Surf schools and rental providers are also integrating low-impact products such as biodegradable surf wax and refillable water containers. Leading destinations like California, Hawaii, and parts of Mexico are embracing sustainable tourism models by hosting beach clean-up

events, promoting marine conservation, and offering green certification programs. These initiatives are driving the growth of eco-conscious surf retreats and aligning with the broader trend of wellness-focused travel.

Key Market Players

AGIT Global North America, Inc.

AJW Surfboard

Boardriders, Inc.

Surflite, Inc.

Quiksilver, Inc.

Billabong International Limited

Hawaiian Airlines, Inc.

Roxy, Inc.

Turtle Bay Resort

San Onofre Surf School

Report Scope:

In this report, the North America Surfing Tourism Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

North America Surfing Tourism Market, By Tour Type:

Domestic

International

North America Surfing Tourism Market, By Tourist Type:

Solo

Group

North America Surfing Tourism Market, By Destination:

Coastal Regions

Islands

Surfing Resort

Others

North America Surfing Tourism Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Surfing Tourism Market.

Available Customizations:

North America Surfing Tourism Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up

North America Surfing Tourism Market By Tour Type (Domestic, International), By Tourist Type (Solo, Group), By...

t%li%five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. NORTH AMERICA SURFING TOURISM MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Tour Type (Domestic, International)

5.2.2. By Tourist Type (Solo, Group)

5.2.3. By Destination (Coastal Regions, Islands, Surfing Resort, Others)

5.2.4. By Region

5.2.5. By Company (2024)

5.3. Market Map

6. UNITED STATES SURFING TOURISM MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Tour Type

6.2.2. By Tourist Type

6.2.3. By Destination

7. CANADA SURFING TOURISM MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Tour Type

7.2.2. By Tourist Type

7.2.3. By Destination

8. MEXICO SURFING TOURISM MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Tour Type

8.2.2. By Tourist Type

8.2.3. By Destination

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

- 10.1. Merger & Acquisition (If Any)
- 10.2. Product Launches (If Any)
- 10.3. Recent Developments

11. PORTERS FIVE FORCES ANALYSIS

- 11.1. Competition in the Industry
- 11.2. Potential of New Entrants
- 11.3. Power of Suppliers
- 11.4. Power of Customers
- 11.5. Threat of Substitute Products

12. POLICY & REGULATORY LANDSCAPE

13. COMPETITIVE LANDSCAPE

- 13.1. Company Profiles
 - 13.1.1. AGIT Global North America, Inc.
 - 13.1.1.1. Business Overview
 - 13.1.1.2. Company Snapshot
 - 13.1.1.3. Products & Services
 - 13.1.1.4. Financials (As Per Availability)
 - 13.1.1.5. Key Market Focus & Geographical Presence
 - 13.1.1.6. Recent Developments
 - 13.1.1.7. Key Management Personnel
 - 13.1.2. AJW Surfboard
 - 13.1.3. Boardriders, Inc.
 - 13.1.4. Surfline, Inc.
 - 13.1.5. Quiksilver, Inc.
 - 13.1.6. Billabong International Limited
 - 13.1.7. Hawaiian Airlines, Inc.
 - 13.1.8. Roxy, Inc.
 - 13.1.9. Turtle Bay Resort
 - 13.1.10. San Onofre Surf School

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

I would like to order

Product name: North America Surfing Tourism Market By Tour Type (Domestic, International), By Tourist Type (Solo, Group), By Destination (Coastal Regions, Islands, Surfing Resort, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/N103F1D3F145EN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N103F1D3F145EN.html>