

# **United States Surfing Tourism Market By Tour Type (Domestic, International), By Tourist Type (Independent Traveler, Tour Group, Package Traveler), By Gender (Men, Women), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

The United States Surfing Tourism Market was valued at USD 16.02 billion in 2024 and is projected to reach USD 26.80 billion by 2030, growing at a CAGR of 9.01% during the forecast period. This market is gaining momentum as surfing becomes more mainstream, appealing both as a competitive sport and as a leisure activity. The rising interest in coastal travel, coupled with the expansion of surf-centric experiences such as surf camps, guided lessons, and equipment rentals, is driving growth. Renowned destinations like California, Hawaii, and Florida continue to attract both domestic and international visitors, thanks to favorable wave conditions, established surf cultures, and a wide range of surf tourism offerings. Additionally, the development of premium surf resorts and community-based surf schools is making the sport more accessible, fostering participation across all age groups and skill levels.

### **Key Market Drivers**

#### **Growing Popularity of Surfing as a Sport and Leisure Activity**

Surfing is increasingly embraced across the United States as both a sport and a recreational pursuit, attracting individuals of various age groups and backgrounds. The visibility of surfing through platforms like Instagram and YouTube has inspired a wider audience, spotlighting famous surf spots and showcasing the appeal of surfing as an adventurous and healthy lifestyle. Locations such as Huntington Beach and Waikiki have become magnets for travelers looking to blend surf culture with vacation.

leisure. Moreover, as part of broader wellness and fitness trends, surfing offers a physical, outdoor experience that promotes mental and physical health. The growing number of beginners participating in surf lessons and camps is expanding the market further, contributing to increased interest in surf travel and tourism infrastructure nationwide.

## Key Market Challenges

### Environmental Sustainability Concerns

A major challenge for the U.S. surfing tourism market is maintaining environmental sustainability amid growing tourist volumes. Popular surf locations are increasingly experiencing the adverse effects of over-tourism, including beach erosion, pollution, and damage to marine habitats. The surge in development near surf zones—such as new resorts and tourism facilities—can lead to ecosystem disruption and biodiversity loss. Crowded beaches and irresponsible tourist behavior contribute to waste and degradation, putting pressure on natural resources and diminishing the quality of surf environments. These environmental impacts present significant risks to the long-term viability of surf destinations, compelling stakeholders to adopt more sustainable practices to balance tourism growth with conservation.

## Key Market Trends

### Rise in Eco-Conscious Surf Tourism

An important trend shaping the U.S. surfing tourism market is the increasing emphasis on sustainability and environmentally responsible travel. As environmental awareness rises, particularly among surfers who have a strong connection to the ocean, demand is growing for surf experiences that prioritize ecological stewardship. This shift is encouraging surf resorts and schools to adopt greener practices, including eco-friendly accommodations, reduced energy use, and conservation programs. Many operators now incorporate beach clean-ups and marine education into their offerings, creating a more holistic and responsible tourism model. In parallel, innovations in sustainable gear—such as recyclable surfboards and wetsuits made from natural materials—are gaining popularity. Destinations that actively promote eco-conscious initiatives are becoming more appealing, particularly among younger and environmentally aware travelers.

## Key Market Players

AGIT Global North America, Inc.

AJW Surfboard

Boardriders, Inc.

Surflife, Inc.

Quiksilver, Inc.

Billabong International Limited

Hawaiian Airlines, Inc.

Roxy, Inc.

Turtle Bay Resort

San Onofre Surf School

#### Report Scope:

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

United States Surfing Tourism Market, By Tour Type:

Domestic

International

United States Surfing Tourism Market, By Tourist Type:

Independent Traveler

Tour Group

Package Traveler

United States Surfing Tourism Market, By Gender:

Men

Women

United States Surfing Tourism Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States Surfing Tourism Market.

Available Customizations

United States 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 to 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. UNITED STATES 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 (Independent Traveler, Tour Group, Package Traveler)

5.2.3. By Gender (Men, Women)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. SOUTH 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

6.2.2. By Gender

# 7. WEST UNITED STATES 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

7.2.2. By Gender

# 8. MIDWEST UNITED STATES 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

8.2.2. By Gender

# 9. NORTHEAST UNITED STATES SURFING TOURISM MARKET OUTLOOK

## 9.1. Market Size & Forecast

9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Tour Type

### 9.2.2. By Tourist Type

### 9.2.2. By Gender

## 10. MARKET DYNAMICS

### 10.1. Drivers

### 10.2. Challenges

## 11. MARKET TRENDS & DEVELOPMENTS

### 11.1. Merger & Acquisition (If Any)

### 11.2. Product Launches (If Any)

### 11.3. Recent Developments

## 12. PORTERS FIVE FORCES ANALYSIS

### 12.1. Competition in the Industry

### 12.2. Potential of New Entrants

### 12.3. Power of Suppliers

### 12.4. Power of Customers

### 12.5. Threat of Substitute Products

## 13. UNITED STATES ECONOMIC PROFILE

## 14. POLICY & REGULATORY LANDSCAPE

## 15. COMPETITIVE LANDSCAPE

### 15.1. Company Profiles

#### 15.1.1. AGIT Global North America, Inc.

##### 15.1.1.1. Business Overview

##### 15.1.1.2. Company Snapshot

##### 15.1.1.3. Products & Services

##### 15.1.1.4. Financials (As Per Availability)

##### 15.1.1.5. Key Market Focus & Geographical Presence

##### 15.1.1.6. Recent Developments

##### 15.1.1.7. Key Management Personnel

- 15.1.2. AJW Surfboard
- 15.1.3. Boardriders, Inc.
- 15.1.4. Surfline, Inc.
- 15.1.5. Quiksilver, Inc.
- 15.1.6. Billabong International Limited
- 15.1.7. Hawaiian Airlines, Inc.
- 15.1.8. Roxy, Inc.
- 15.1.9. Turtle Bay Resort
- 15.1.10. San Onofre Surf School

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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