



HUNDREDS OF SURFING SANTAS • THOUSANDS OF SPECTATORS • BILLIONS OF MEDIA VIEWS • REACHING MILLIONS OF PEOPLE, GLOBALLY

ONLINE AUDIENCE

1.04B

2025 measured audience

SOCIAL AUDIENCE

33.6M

2025 measured audience

TV AUDIENCE

27.2M

5.83M in 2024 • 4.67×

PUBLICITY VALUE

\$27.3M

\$24.38M in 2024 • +11.9%

RADIO AUDIENCE

1.41M

434K in 2024 • 3.25×

MEDIA MENTIONS

1,107

558 in 2024 • +98%

GLOBAL MEDIA AMPLIFICATION

Coverage Shared
& Syndicated by News
Outlets Worldwide



STARTED IN 2009
2026 is the 18th year anniversary

BEACH SPECTATORS:
10,000+

MONEY RAISED FOR CHARITY:
\$560,000

NATIONAL & GLOBAL
MEDIA COVERAGE

Click any logo to view article



USA TODAY



GOOD MORNING
AMERICA



Reuters

THE KELLY
CLARKSON
SHOW

Forbes

The Washington Post

AccuWeather

WFTV 9

MEDIA REACH

2025: 1.04 B

2024: 2.5 B

2023: 890 M

2022: 1.8 B

2021: 764 M

2020: 332 M

2019: 4.2 B

- Global Website Traffic from 97 Countries
- #1 Google Search Rankings
- 68.5K Google Search Impressions in Dec. 2025
- 14.6K Google Search Clicks in December 2025
- 30.7K Website Users in December 2025
- 28.2K+ Facebook & Instagram Followers
- 279K+ Lifetime YouTube Views

7 YEAR MEDIA REACH

14 Billion

PUBLICITY VALUE:

\$56,700,000

EXPLORE MEDIA & SPONSOR RESOURCES



PHOTO
GALLERY



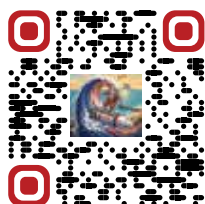
VIDEOS



MEDIA
REPORTS



SPONSOR
RESOURCES



BECOME A SPONSOR

SurfingSantas.org/sponsorships

