

2024

B.12.

SURFING SANTAS BY THE NUMBERS

 YouTube



Total YouTube Video Views: 233,604

DECEMBER 2024 WEB TRAFFIC

Search

Surfing Santas

GO

328K

Clicks from 94 Countries

facebook Instagram

Total Fans

24K

STARTED IN 2009

2025 is the 17th year anniversary

BEACH SPECTATORS:

10,000+

MONEY RAISED FOR CHARITY:

\$460,000

Earned Media

MEDIA REACH

2024: 2.5 B

2023: 890 M

2022: 1.8 B

2021: 764 M

2020: 332 M

2019: 4.2 B

6 YEAR TOTAL REACH

13 Billion

EARNED MEDIA VALUE:

\$35,000,000



SURFINGSANTAS.ORG