

DESTINATION:

Laguna Beach

RETAIL • RESTAURANT • HOSPITALITY





LAGUNA NOW:

A DESTINATION FOR ALL

There has never been a better time to capitalize on the resurgence of consumer spending. Seize the moment, and turn opportunity into success to maximize bottom line results for your business.

The City of Laguna Beach represents a unique business opportunity for companies and brands looking to strike in the right place at the right time.

Visit Laguna Beach

www.visitlagunabeach.com

City of Laguna Beach

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Laguna Beach

is renowned for its natural beauty, artistic charm, and vibrant lifestyle nestled along the picturesque Southern California coastline.

But beyond its sparkling beaches and refined art scene, Laguna Beach has become a destination for world travelers, locals, and neighboring visitors looking for trendsetting shops, gourmet restaurants and world-class hotels.

By the numbers

6 million

ANNUAL VISITORS

OVER

\$2B

IN CONSUMER SPENDING (2022)

OVER **500,000 SF**

OF DOWNTOWN LAGUNA BEACH RETAIL, RESTAURANTS & ENTERTAINMENT

\$225,432

AVG HOUSEHOLD INCOME (2021/2022)

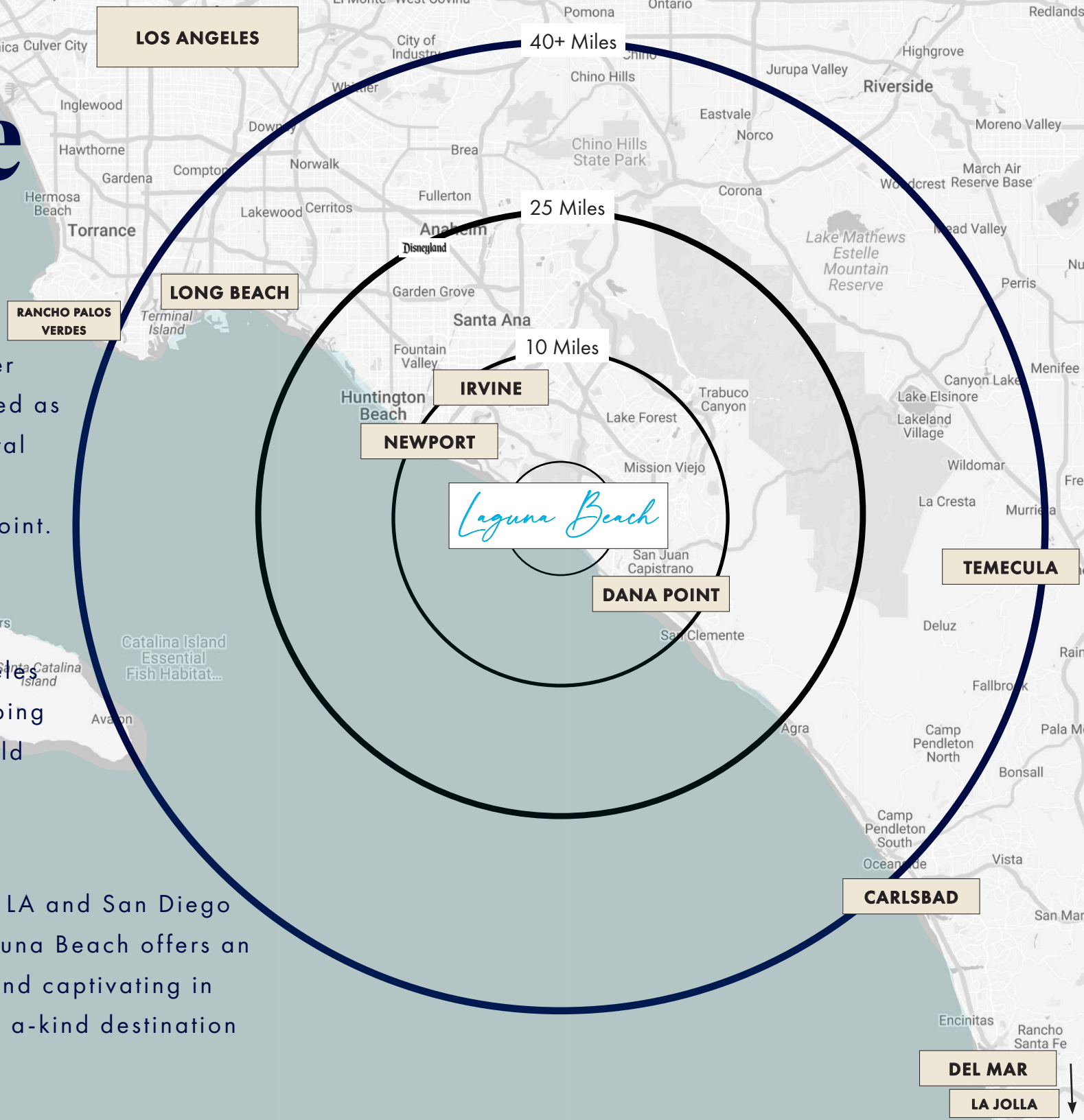


A+ Prime Location

Laguna Beach holds a unique geographical advantage to any other city in Southern California; positioned as the crown jewel of the affluent coastal communities that include Newport Beach, Corona Del Mar and Dana Point.

Accessibility: Almost equally distanced between Los Angeles and San Diego it is the natural stopping point for travelers exploring the world along the Pacific Coast Highway.

Coastal Oasis: While LA and San Diego are bustling metropolitan areas, Laguna Beach offers an original sense of place, distinctive and captivating in its charm and beauty. Truly a one-of-a-kind destination known around the world.

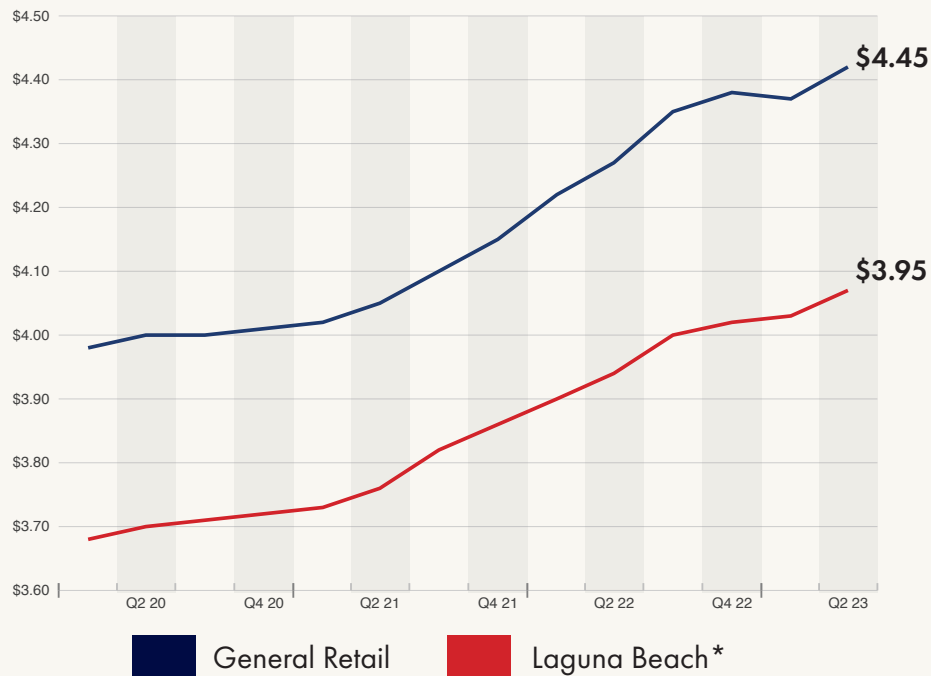


Laguna Beach: A Snapshot

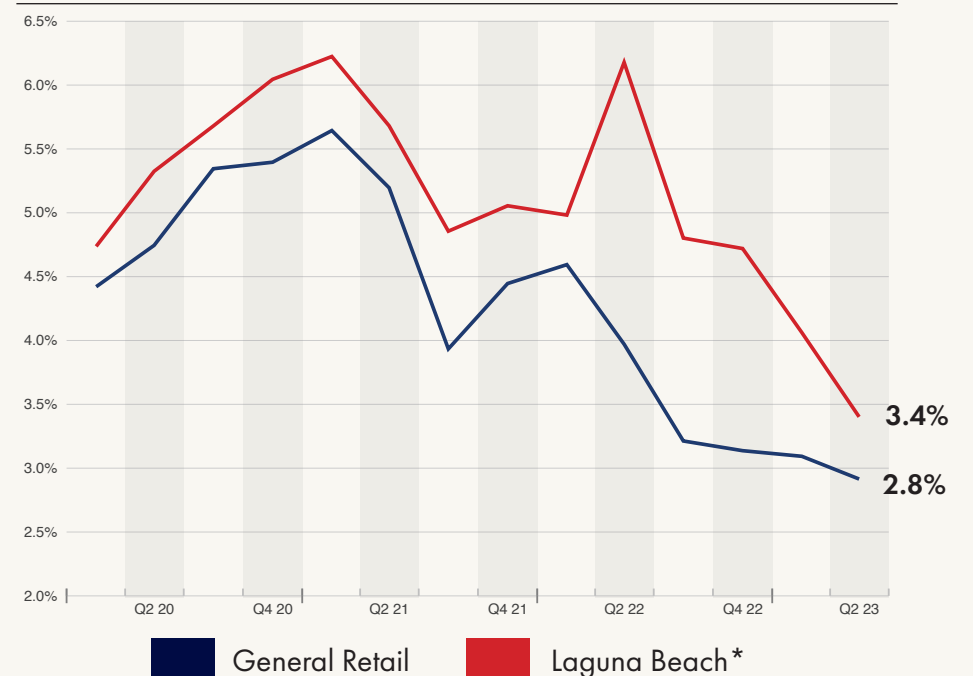
	1 mile	3 miles	5 miles
AVERAGE HOUSEHOLD INCOME	\$150,601	\$173,236	\$157,280
MEDIAN HOME VALUE	\$1,083,098	\$1,070,260	\$860,212
FOOD & ALCOHOL EXPENDITURE	\$44,507,166	\$108,888,002	\$485,635,753
TOTAL CONSUMER SPENDING	\$173,445,106	\$438,768,692	\$2,029,052,267

Source: Costar

MARKET RENT PSF



VACANCY RATE



*Source: Costar (Laguna Beach/Laguna Niguel)

Residential Hot Spot



Over the years, the demand for high-quality homes has greatly increased, making Laguna Beach one of the most desirable places to live. With a dynamic mix of architectural styles ranging from striking mansions to charming beach cottages, the area has something for everyone.

Year	Average Home Value
2018	\$1,927,400
2019	\$1,951,300
2020	\$1,976,700
2021	\$2,001,800
2022	\$2,027,100

2023 Median Sales Price

\$2.76M

Average PPSF:

\$1,005/SF

Retail Overview

- *The City of Laguna Beach is dedicated to being a primary resource for prospective businesses and existing property owners looking to capitalize on the current retail marketplace.*
- *Laguna Beach has seen an influx of activity in the retail market, including expansion of existing and new businesses.*

A Push for Emerging Brands

As a strategic location for retailers and restaurateurs looking to leverage current market opportunities, the city is committed to driving the establishment of vibrant and innovative retail and restaurant outposts.



New Business Incentives

Streamlined for future business and growth:

- *Greater flexibility in development standards and simplified parking requirements*
- *Streamlined guidelines for approvals for property owners, developers, designers, city staff and officials*
- *Flexible criteria and development standards for proposed planned integrated developments*

Numbers

(yearly avg. consumer spending)

Apparel
\$92,834,436

Home Goods
\$298,167,820

Food + Beverage
\$509,021,777





Brand Mix







Montage

Seaside
Linen, Towel & Socks

SURF & SAND
RESORT

AV

NICK'S
LAGUNA BEACH

HOTEL
Laguna
A BEACHside LUXURY HOTEL

free people

Quiksilver

RIVIAN

WELLS
FARGO

Starbucks

USbank

The Inn
at
LAGUNA BEACH

Polestar

LAGUNA ART MUSEUM

LAG BRISA

Urth Cafe

ZINC
CAFE | MARKET | BAR

Hobby

BANK OF AMERICA

tuvalu
FINE RESTAURANT
Laguna Beach

WHOLE
FOODS
MARKET

ANASTASIA
BOUTIQUE



HOTEL JOAQUIN

A World-Class Destination

Laguna Beach is home to some of the most remarkable hotels in the country, offering visitors a mix of luxurious accommodations and world-class amenities. Golf, tennis, swimming and spas can be found across 7 miles of pristine coastline dotted with majestic palm trees.



Hotel Overview

1,304

HOTEL
ROOMS

\$650

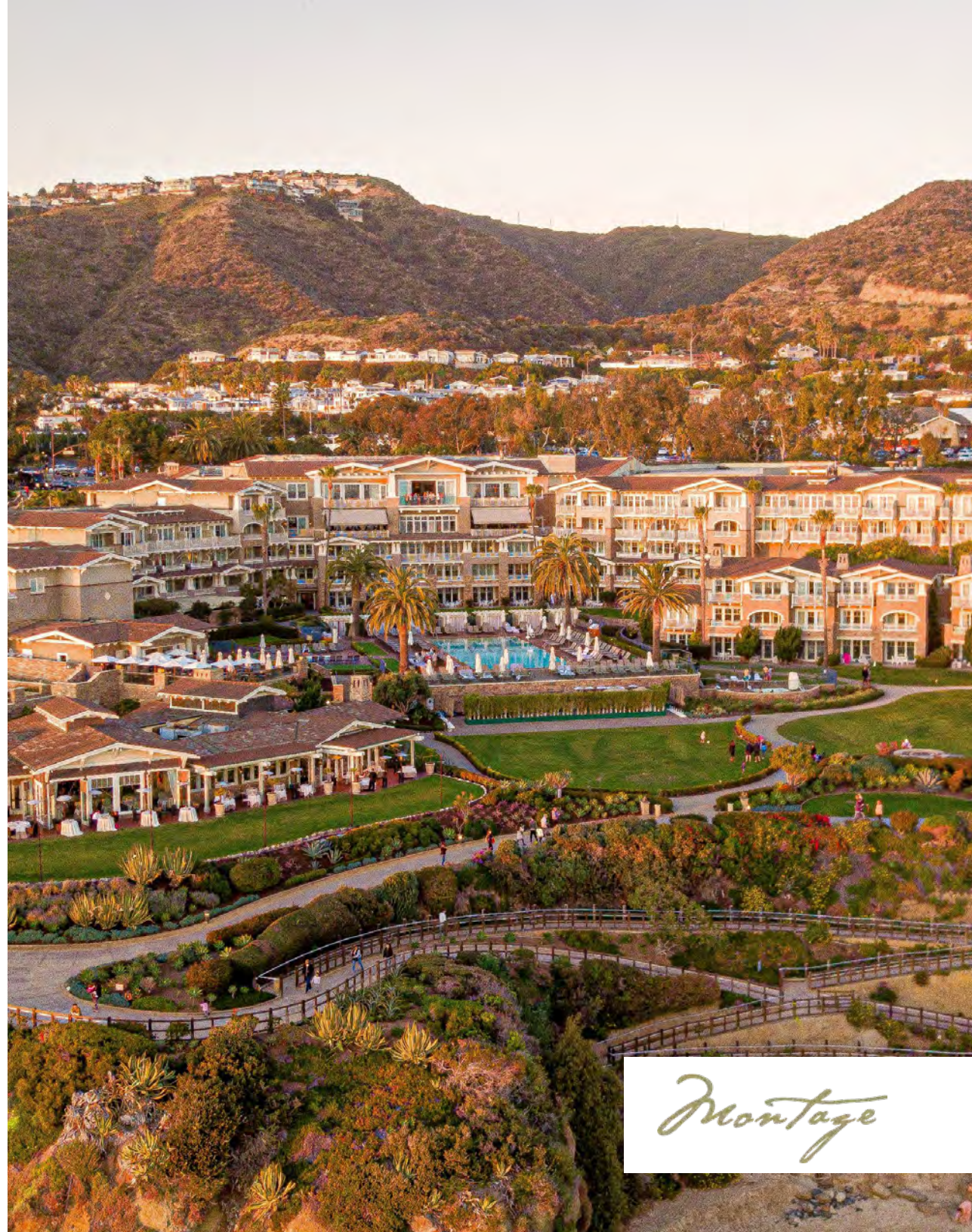
AVG. NIGHTLY
RATE

Montage Laguna Beach: A 5-star oceanfront retreat offering breathtaking views, exceptional service, and world-class amenities.

Surf & Sand Resort: A beach front haven with stylish rooms, direct beach access, and a tranquil spa for the ultimate relaxation.

The Ranch: A distinctive luxury resort nestled in a picturesque canyon setting surrounded by pristine nature, offering rustic charm and modern elegance.

Hotel Joaquin: Designer polished boutique hotel nestled in Shaw's Cove just steps to the beach.



Montage

Annual Attractions

Art festivals and events are just some of the attractions drawing visitors from around the world.

Festival of Arts/Pageant of the Masters: Held during the summer months, this renowned event features a juried fine art show, live music, and famous "living pictures" performances.

Sawdust Art Festival: Also taking place in the summer, this festival showcases local artists and artisans offering a diverse range of art, jewelry, ceramics, and more.

Art-A-Fair: Another summer art festival, Art-A-Fair features a wide variety of art styles and mediums, including paintings, sculptures, and photography, created by talented artists from around the world.

Laguna Beach Music Festival: Presented by Laguna Beach Live!, this annual music festival brings together world-class musicians for a series of concerts and performances held at various venues in the city.



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