



HERMOSA BEACH
CHAMBER *of* COMMERCE
and VISITORS BUREAU

FIESTA HERMOSA

MEMORIAL DAY WEEKEND 2025 EVENT RECAP

EVENT OVERVIEW

- **Date:** Memorial Day Weekend, May 24-26
- **Duration:**
 - Makers Mercado, Food Fair & The Garden (Sat & Sun) 11am - 7pm (Mon) 11am - 6pm
 - Carnival (Sat & Sun) 12pm - 8pm (Mon) 12pm - 6pm
- **Location:** Downtown Hermosa Beach
- **Areas:**
 - Carnival, Wine Garden, Makers Mercado, Garden (21+), Food Fair
 - + 4 music stages: Carnival, Javaman, Acoustic & Garden



EVENT HIGHLIGHTS

photography by Kenny Ingle



235+ vendors



100k+ attendees



upgraded Garden



COMMUNITY ENGAGEMENT

photography by Kenny Ingle



100+ volunteers



8 nonprofits &
community orgs



local business
participation

BUSINESS FEEDBACK

"The fiestas have always been very good for my business. To lose the Labor Day one was a big hit to my business and still is, Despite the fact that it is a lot of work and I never get to have that weekend off, I would really love it to come back! Many of my customers expressed missing that one as well."

"Keep it only once a year"

"I think it was good that we did about the same numbers as last year considering most numbers are down year over year for a lot of businesses. I still think we should push for a second one in 2026 for Labor Day Weekend that is smaller in scale. "

"Excellent support from the community of Hermosa beach"

"Now that it's once a year it does feel like a more special and unique event that people don't want to miss. "

"Yes! It was really really strong, all three days from our trailer and the shop and we had a lot of customers telling us that they love coming into Hermosa and purchasing from local businesses including Creamy Boys, as an annual tradition for Fiesta. Fiesta-goers really respect the fact that the local Hermosa government supports this event and that the chamber and all local vendors are so organized and put in the work to keep this going, especially at this moment when live and big public events are facing more challenges like rising costs and higher insurance, but they are the lifeblood of a fun and memorable experience. "

"Fiesta is vital for our annual Bottom line. It's what we look forward to as a kick off to summer. We are thankful for the class it brings "

"We beat our 2015 Fiesta numbers and that was not something we were expecting. 2015 was a record year but this year blew that off the top."



OPPORTUNITIES FOR GROWTH

- Improve ADA parking signage + clearer signage directing people to different areas throughout the event footprint
- Expand cashless system by integrating reloadable cards vs. physical drink & carnival tickets
- Partner with the City to utilize newly acquired barricades, enhancing public safety and reducing event costs
- Expand tourism marketing to reach beyond typical attendees, driving increased visitation and boosting overnight stays



THANK YOU!



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