



CITY OF
Los Angeles

DEPARTMENT OF
CONVENTION & TOURISM DEVELOPMENT

TRADE, TRAVEL AND TOURISM COMMITTEE

DOANE LIU, EXECUTIVE DIRECTOR

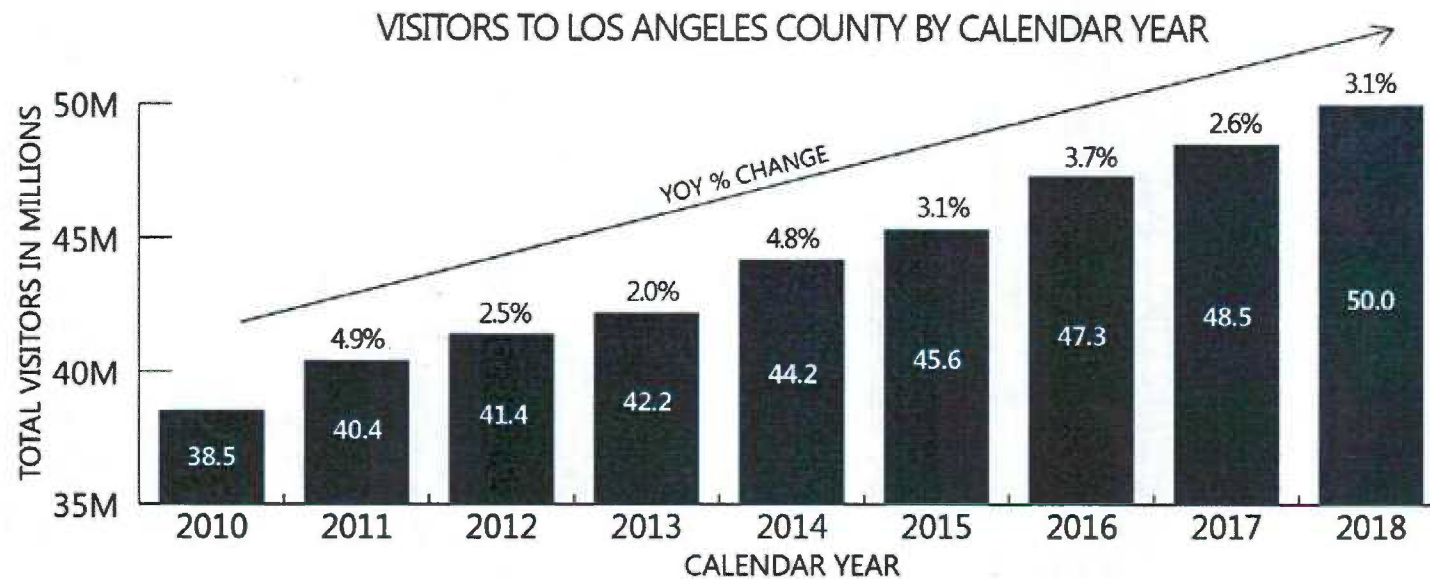
DEPARTMENT OF CONVENTION & TOURISM DEVELOPMENT

February 19 2019



GOAL: 50 MILLION VISITORS BY 2020

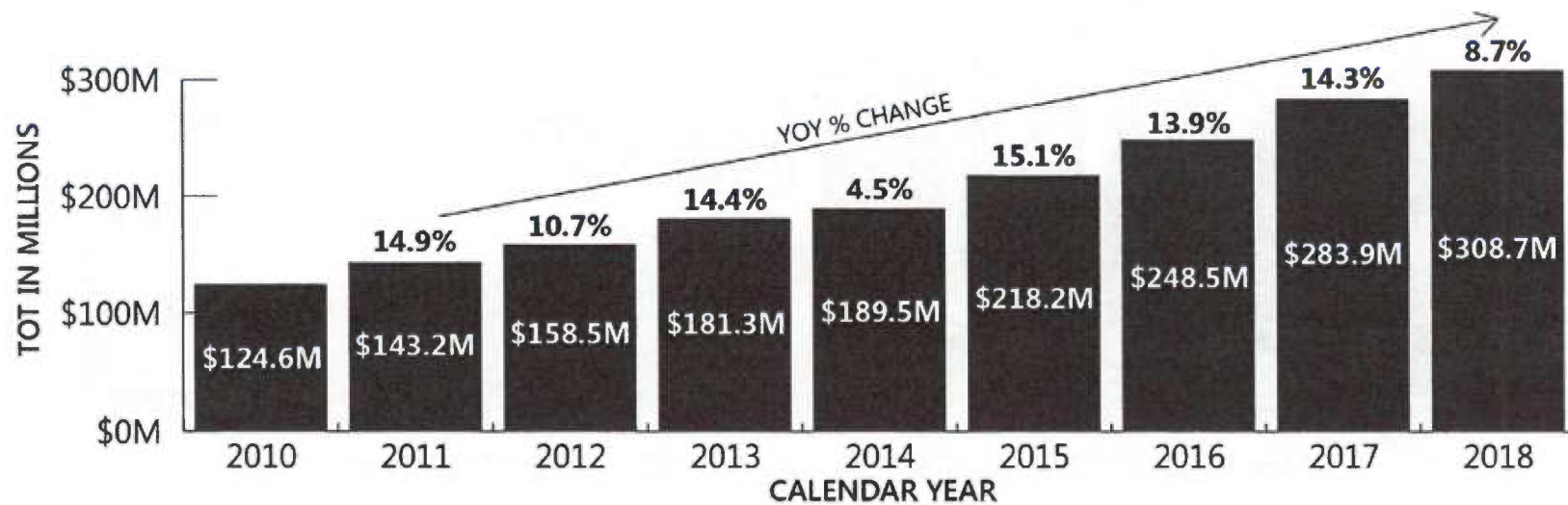
Los Angeles County received an estimated 50.0 million visitors in 2018, reaching the Mayor's goal for visitation two years early.



CITY OF LOS ANGELES TRANSIENT OCCUPANCY TAX

TOT revenue was approximately \$308.7 million during 2018, an 8.7% increase over prior year.

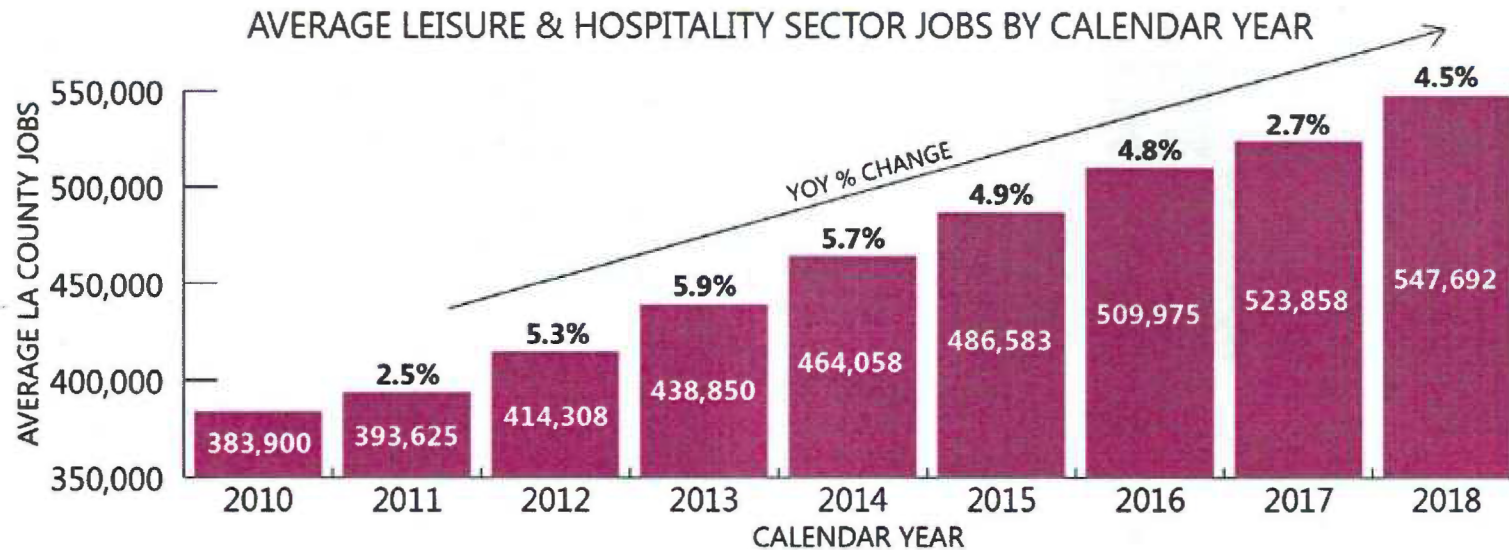
TOT GENERAL FUND RECEIPTS COLLECTED BY CALENDAR YEAR



SOURCE: CITY OF LOS ANGELES OFFICE OF FINANCE

LOS ANGELES COUNTY LEISURE & HOSPITALITY EMPLOYMENT

There was an average of 547,692 leisure & hospitality jobs during 2018, a 4.5% increase over prior year.



SOURCE: CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT

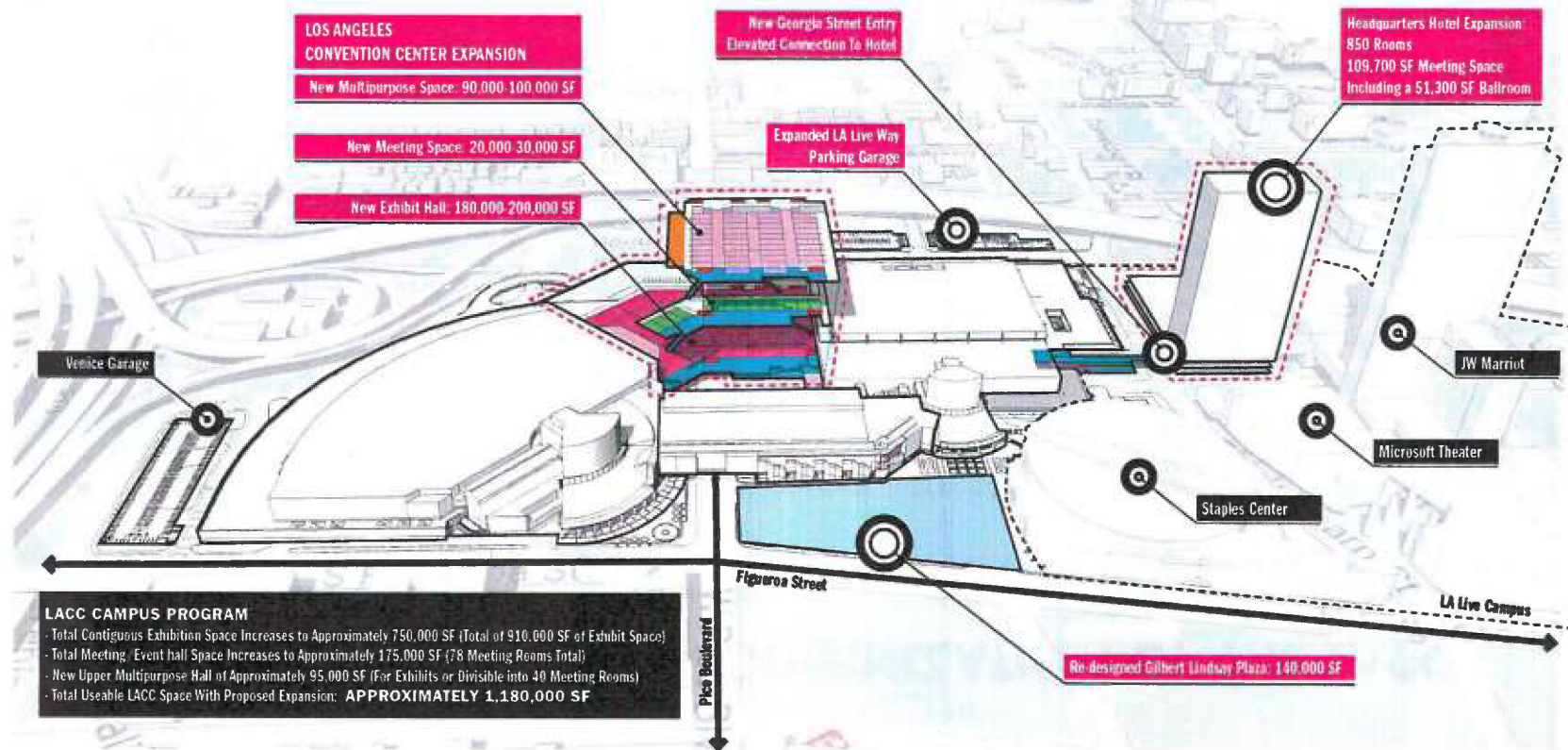
GOAL: EXPANSION AND MODERNIZATION OF THE LACC

Six working groups have been assembled to tackle various aspects of the project. It is currently on schedule, with start of construction targeting the first quarter of 2020.



GOAL: EXPANSION AND MODERNIZATION OF THE LACC

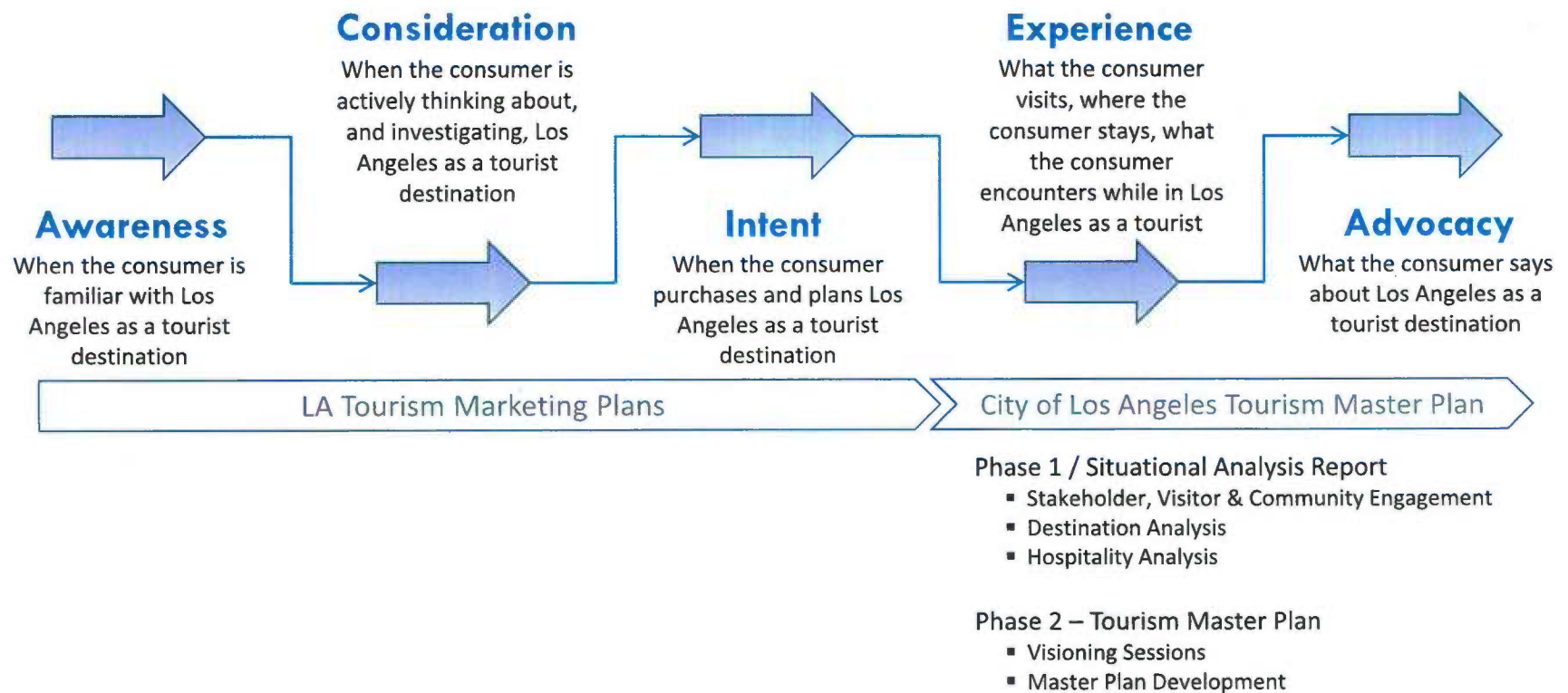
While a public private partnership between the City with AEG and Plenary Group is being negotiated, the Exclusive Negotiating Agreement (ENA) has enabled progress on the design phase.



CITY OF LOS ANGELES TOURISM MASTER PLAN

- Collaboration between CTD leadership and consultants.
- Goal: to develop a long-term strategic plan that will address the tourist experience needs, and identify current and upcoming challenges related to tourism growth in Los Angeles.
- Following completion of a competitive bid process, Resonance Consultancy has been selected
- Project will be executed in two phases:
 - Phase I: situational analysis, FY2019
 - Phase II: development of the Tourism Master Plan, FY2020

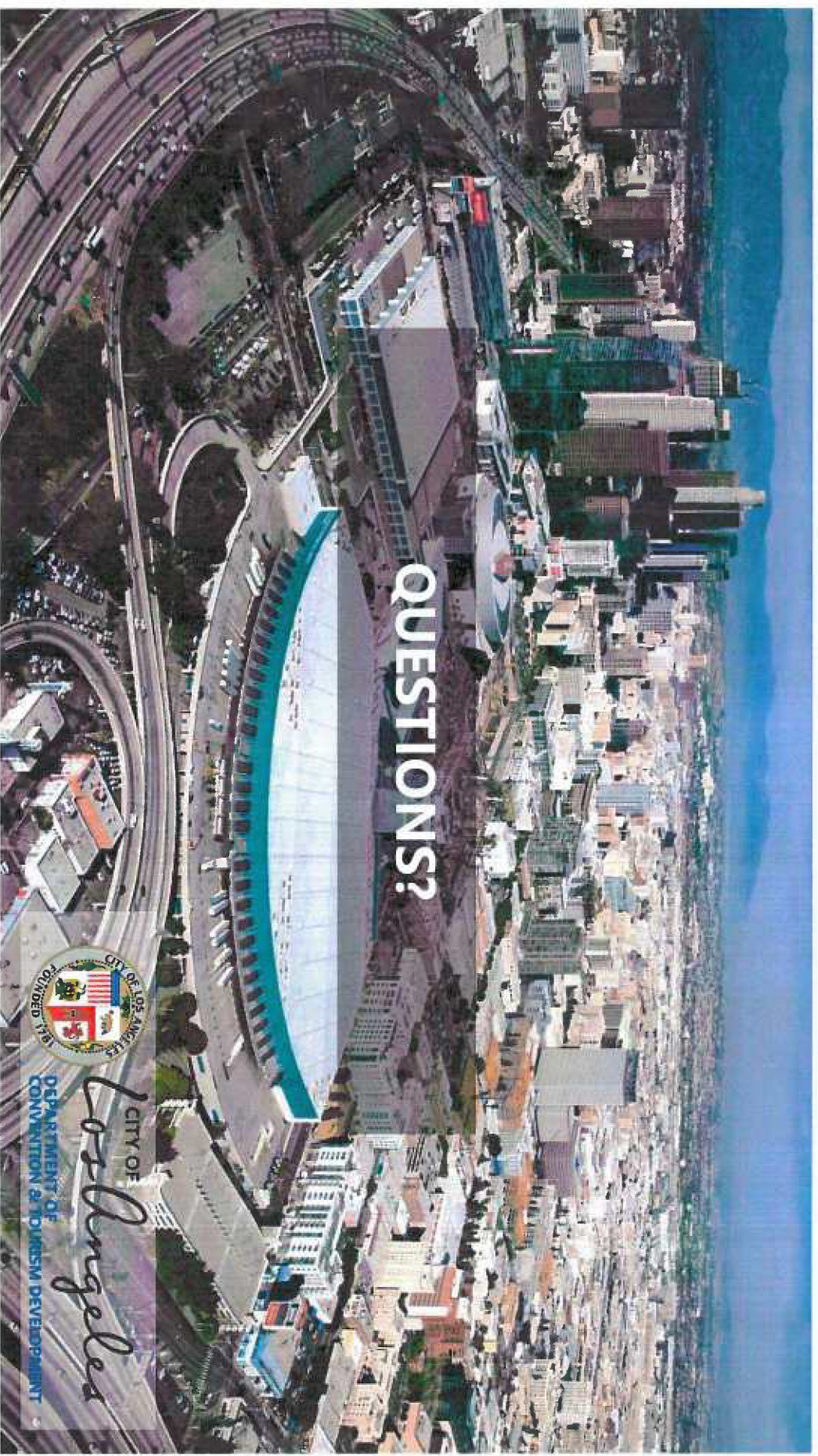
PROJECT SCOPE – LOS ANGELES TOURIST EXPERIENCE



CITY OF LOS ANGELES TOURISM MASTER PLAN: PROJECT TIMELINE



CE-17-0876



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