



CITY OF
Los Angeles

DEPARTMENT OF
CONVENTION & TOURISM DEVELOPMENT

TTT COMMITTEE

DOANE LIU, EXECUTIVE DIRECTOR

DEPARTMENT OF CONVENTION & TOURISM DEVELOPMENT

AUGUST 15, 2017

CTD'S VISION

To drive economic development and job creation by increasing the competitiveness of Los Angeles as a convention and tourist destination



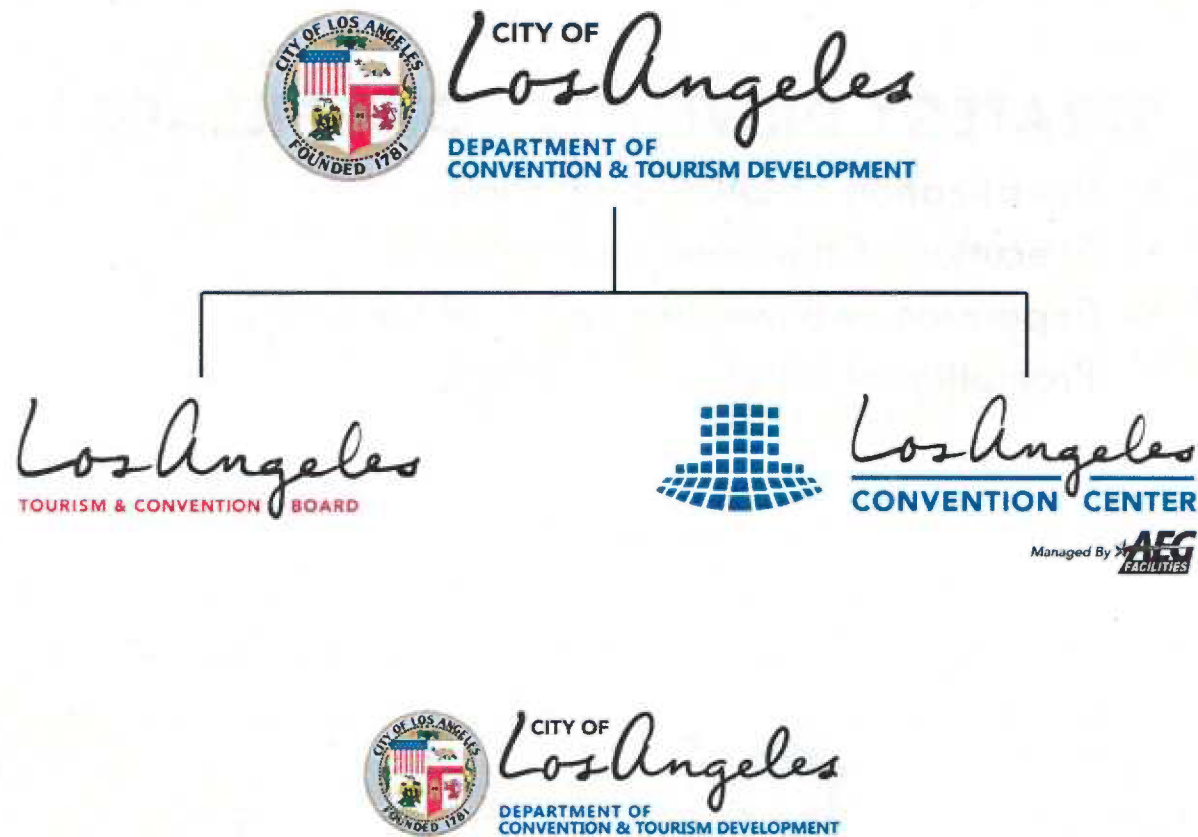
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STRATEGY DRIVEN BY FOUR PILLARS:

- Privatization of LACC operations
- Execution of the governance model
- Expansion and modernization of the LACC
- Promotion of hotel development

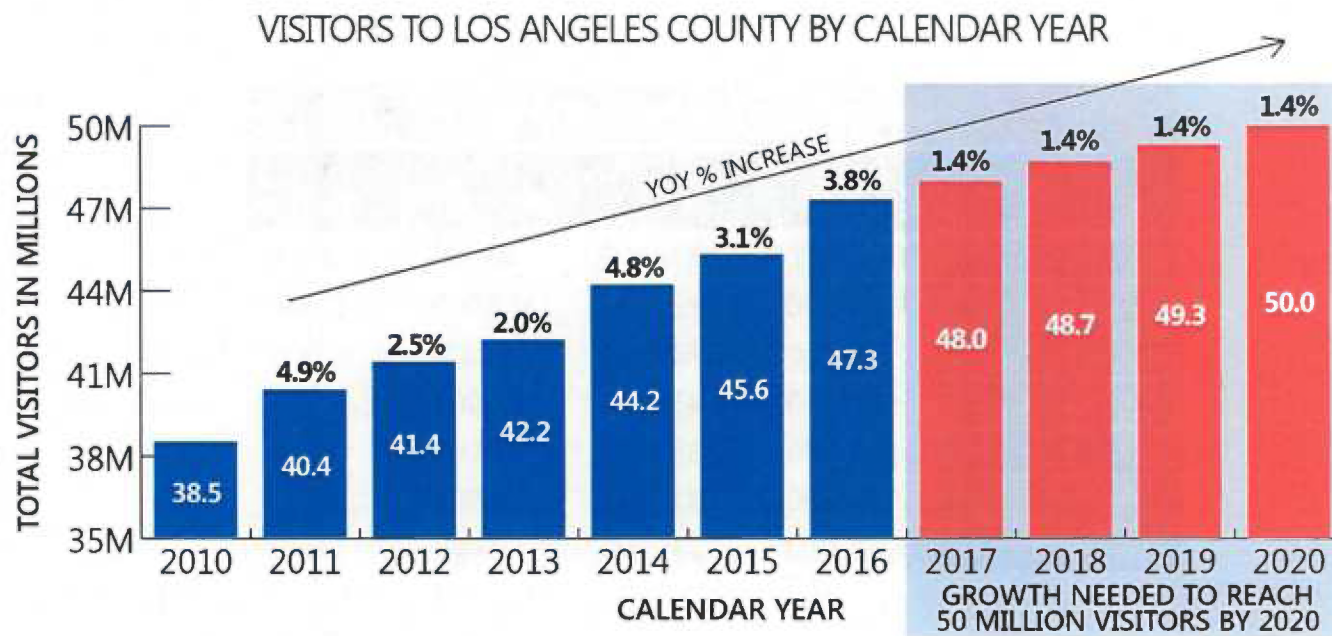


ORGANIZATION CHART



VISITATION TO LOS ANGELES

Los Angeles County received an estimated 47.3 million visitors in 2016, a 3.8% increase over 2015.



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SOURCES: LATCB; TOURISM ECONOMICS

INTERNATIONAL VISITATION TO LOS ANGELES

There was a record-breaking 7.1 million international visitors in 2016, and Los Angeles was the first U.S. destination to welcome more than 1 million visitors from China.

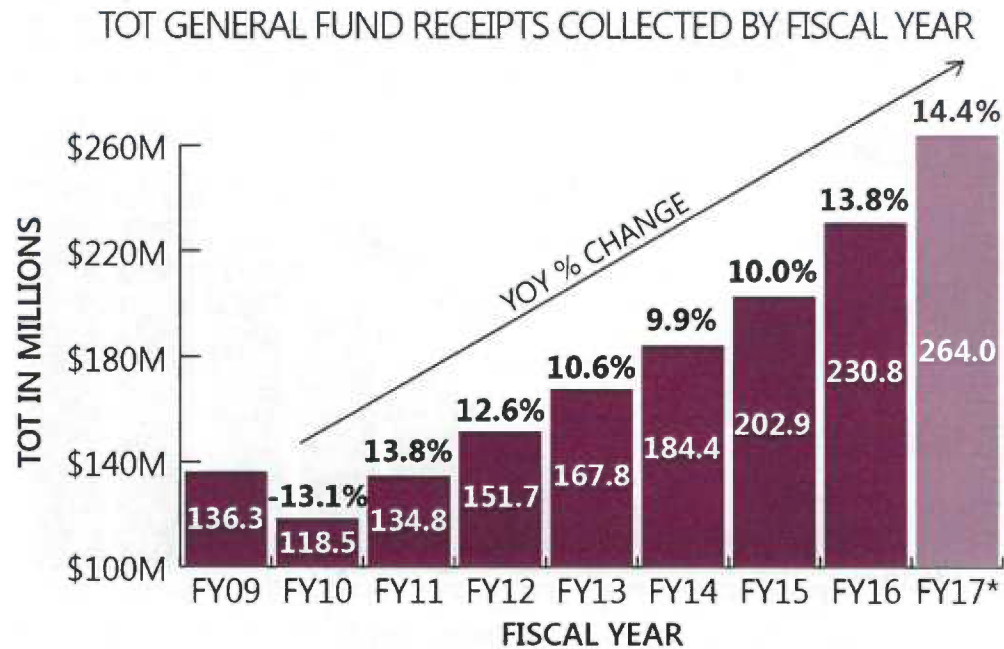
TOP 7 INTERNATIONAL MARKETS FOR LA				
MARKET	2016	2015	+/- VISITORS	% CHANGE
MEXICO	1,757,000	1,737,000	20,000	1.1%
CHINA	1,005,000	824,000	181,000	21.9%
CANADA	708,000	728,000	-20,000	-2.8%
AUSTRALIA	425,000	430,000	-5,000	-1.3%
U.K.	362,000	354,000	8,000	2.3%
JAPAN	340,000	315,000	25,000	8.1%
SOUTH KOREA	296,000	295,000	1,000	0.2%



SOURCES: LATCB; TOURISM ECONOMICS

CITY OF LOS ANGELES TRANSIENT OCCUPANCY TAX

TOT revenue was approximately \$230.8 million during Fiscal Year 2016, a 13.8% increase over prior year.

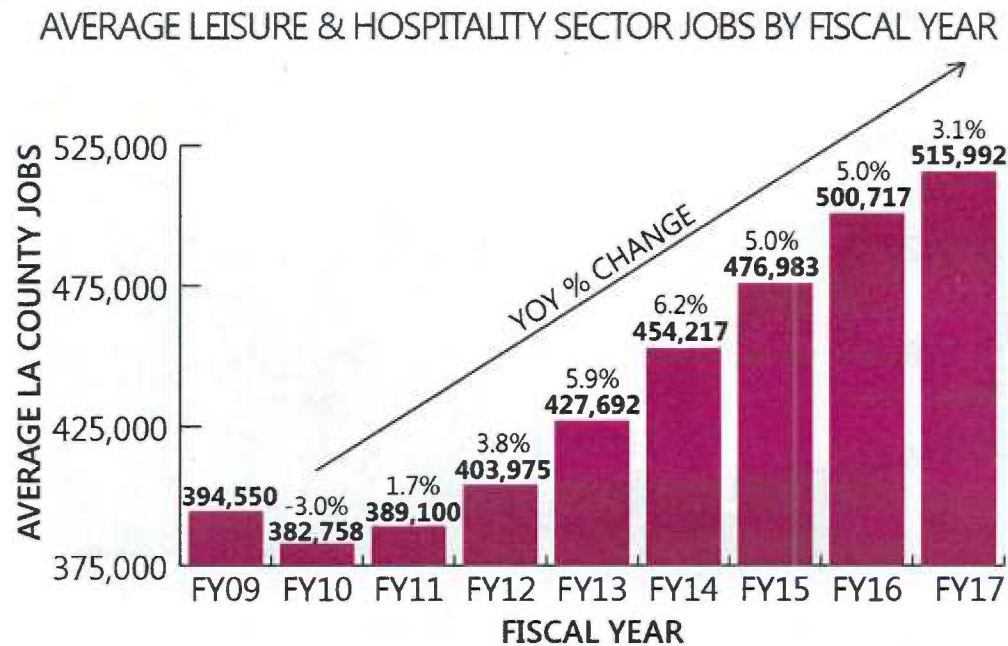


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*ESTIMATED
SOURCE: PROPOSED 2017-18 BUDGET, REVENUE OUTLOOK

LOS ANGELES COUNTY LEISURE & HOSPITALITY EMPLOYMENT

Leisure & hospitality jobs averaged 515,992 during Fiscal Year 2017, a 3.1% increase over prior year.



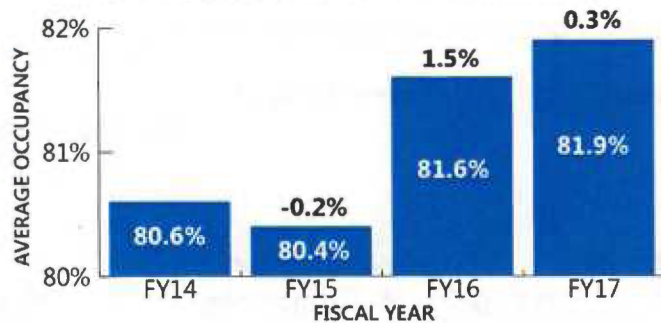
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SOURCE: CALIFORNIA EMPLOYMENT DEVELOPMENT DEPARTMENT

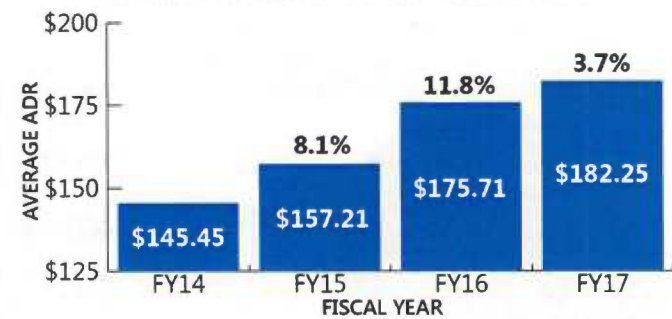
CITY OF LOS ANGELES LODGING

City of Los Angeles hotels had year over year increases in both average daily rate (ADR) and revenue per available room (RevPAR), and the occupancy rate averaged above 80% for the fourth consecutive year.

AVERAGE OCCUPANCY BY FISCAL YEAR



AVERAGE DAILY RATE BY FISCAL YEAR



TOTAL ROOM NIGHTS SOLD BY FISCAL YEAR



AVERAGE REVENUE PER AVAILABLE ROOM BY FISCAL YEAR

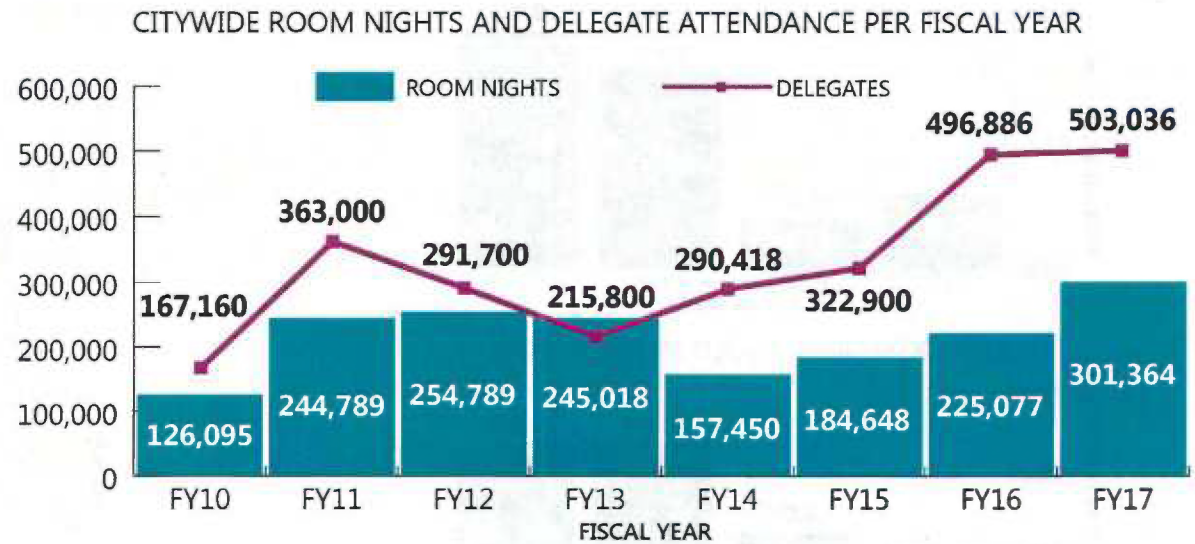
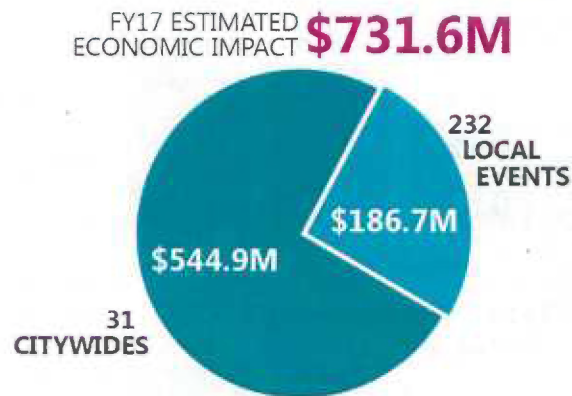


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SOURCES: LATCB; STR

LOS ANGELES CONVENTION CENTER ECONOMIC IMPACT

The 31 citywide events and 232 local events hosted at the LACC during Fiscal Year 2017 generated approximately \$731.6 million in economic impact for Los Angeles.



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SOURCES: LACC; LATCB

EXPANSION AND MODERNIZATION OF THE LACC

CLA is currently leading preliminary negotiations with AEG regarding a potential public private partnership.



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HOTEL ROOMS WITHIN WALKING DISTANCE OF LACC

There are 15 existing hotels and four hotels currently under construction, bringing the new total to 5,351 hotel rooms, or 67% of the Mayor's goal of 8,000 hotel rooms by 2020.

EXISTING HOTELS		
1	InterContinental Los Angeles Downtown	889
2	JW Marriott Los Angeles L.A. LIVE	878
3	Sheraton Los Angeles (The Bloc)	485
4	Hotel Indigo (Metropolis)	350
5	Figueroa Hotel*	285
6	Stillwell Hotel	232
7	Freehand Hotel and Hostel	226
8	Residence Inn Los Angeles L.A. LIVE	219
9	Mayfair Hotel	215
10	Ace Hotel	182
11	Luxe City Center Hotel	175
12	Courtyard Los Angeles L.A. LIVE	174
13	Ritz Milner*	137
14	Ritz-Carlton Los Angeles L.A. LIVE	123
15	O Hotel	67
Subtotal		4,637
UNDER CONSTRUCTION		
16	Broadway Trade Center (Waterbridge)	200
17	Esplendor Trinity Hotel	183
18	Park Hyatt (Oceanwide Plaza)	183
19	The Downtown LA Proper (Case Hotel)	148
Subtotal		714



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*Currently undergoing renovations