Tourism - Economic Driver
2018 Los Angeles County
50,000,000
Tourism: 2018 Visitation

50 Million Visitors in 2018

- Los Angeles reached its north star goal of 50 million visitors two years early.

- 2018 is the eighth consecutive year of tourism milestones for L.A., a 3.1% YOY increase

- A record 42.5 million domestic visitors, 3% YOY increase

- A record 7.5 million international visitors, a 3.6% YOY increase
Tourism: Economic Impact & Jobs

Power of Tourism

• In 2018, visitors directly spent an estimated $24 billion in the local economy, a record.

• The economic impact countywide of this direct spend is $35 billion.

• Tourism supports an average of 547,000 jobs within L.A. County’s Leisure & Hospitality sector.

• Visitors generated at least $288 million in transient occupancy tax collections for the City of Los Angeles in 2018, a record.
## Tourism: International Markets

### International Markets (and YOY Growth)

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors (YOM)</th>
<th>YOY Growth</th>
<th>Country</th>
<th>Visitors (YOM)</th>
<th>YOY Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mexico</td>
<td>1.8 million</td>
<td>+4.0%</td>
<td>South Korea</td>
<td>355,000 visitors</td>
<td>-1.9%</td>
</tr>
<tr>
<td>China</td>
<td>1.2 million</td>
<td>+6.9%</td>
<td>France</td>
<td>307,000 visitors</td>
<td>+4.0%</td>
</tr>
<tr>
<td>Canada</td>
<td>780,000 visitors</td>
<td>+4.5%</td>
<td>Germany</td>
<td>237,000 visitors</td>
<td>-6.7%</td>
</tr>
<tr>
<td>Australia</td>
<td>426,000 visitors</td>
<td>+2.0%</td>
<td>Scandinavia</td>
<td>190,000 visitors</td>
<td>+3.9%</td>
</tr>
<tr>
<td>U.K.</td>
<td>382,000 visitors</td>
<td>+3.0%</td>
<td>Middle East</td>
<td>138,000 visitors</td>
<td>-2.5%</td>
</tr>
<tr>
<td>Japan</td>
<td>349,000 visitors</td>
<td>+2.5%</td>
<td>India</td>
<td>130,000 visitors</td>
<td>+5.1%</td>
</tr>
</tbody>
</table>

*All time highs from Canada, the U.K., Japan, Scandinavia and India*
Estimated Annual Visitors/Visits to Venice

Using data from visitor profile study commissioned by Los Angeles Tourism and Convention Board (Los Angeles 2013 Active Leisure Visitor Profile) estimates were made of annual visitors and visits to Venice.

<table>
<thead>
<tr>
<th>Annual Visitation</th>
<th># of Unique Visitors</th>
<th>Avg. # of Visits</th>
<th># of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Venice hotel guests</td>
<td>24,700</td>
<td>3.7 (days stayed in Venice)</td>
<td>91,500</td>
</tr>
<tr>
<td>Overnight visitors, excluding Venice hotel guests</td>
<td>2,306,100</td>
<td>1.9</td>
<td>4,381,700</td>
</tr>
<tr>
<td>Day visitors</td>
<td>2,882,700</td>
<td>1.57</td>
<td>5,765,500</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,213,600</strong></td>
<td></td>
<td><strong>10,238,600</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visitor Place of Residence</th>
<th># of Visits</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles County, excluding Venice</td>
<td>4,474,300</td>
<td>43.7%</td>
</tr>
<tr>
<td>Other SoCal</td>
<td>1,279,800</td>
<td>12.5%</td>
</tr>
<tr>
<td>Other US, including NoCal</td>
<td>2,426,600</td>
<td>23.7%</td>
</tr>
<tr>
<td>International</td>
<td>2,057,900</td>
<td>20.1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10,238,600</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
Active Social Media Channels

- Valentine Promotion
  - 30,000 Likes
  - 812,000 Followers
Media Site Visits

Recently Hosted:

- Readers Digest, February 2019
  - Venice tour

- TODAY.com, February 2019
  - Dining tour of Venice

- Korea Market FAM, February 25, 2019
  - Hotel Erwin

- Two Beach Cities FAM, Fall 2018
  - Global trip
  - China-specific trip
  - Hotel Erwin
Media Coverage

Harper Bazaar, India Cover Shoot

- Hosted Harper's Bazaar Fashion Shoot & L.A.'s Culture in Fall of 2018

- Published in January & included:
  - Venice Skate Park
  - Noah Abram's famous palm tree mural from Abbott Kinney

- Magazine circulation = 64,000; Magazine Readership = 240,000

- Editorial Destination Feature: Ad Value = INR 1,485,001 / USD 21,169

- Fashion Shoot Spread: Ad Value = INR 8,944,451 / USD 127,505
Media Coverage

**TODAY Show**

- Three Episode Live Broadcast
- Metrics:
  - $9.5MM in earned media value
  - 13.7MM views
  - 74MM social accounts reached
  - 530K impressions on our own social channels
International Offices & Representatives
Thank you!

Los Angeles