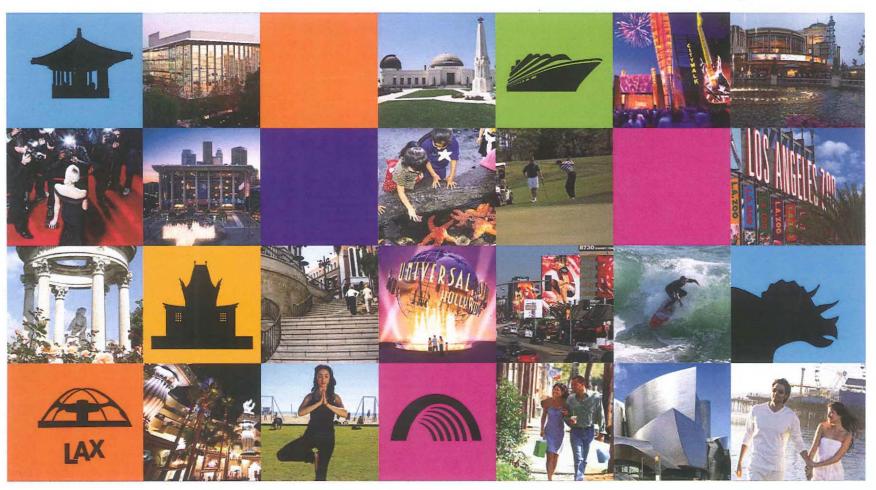
Los Angeles City Council Economic Development Committee January 28, 2014

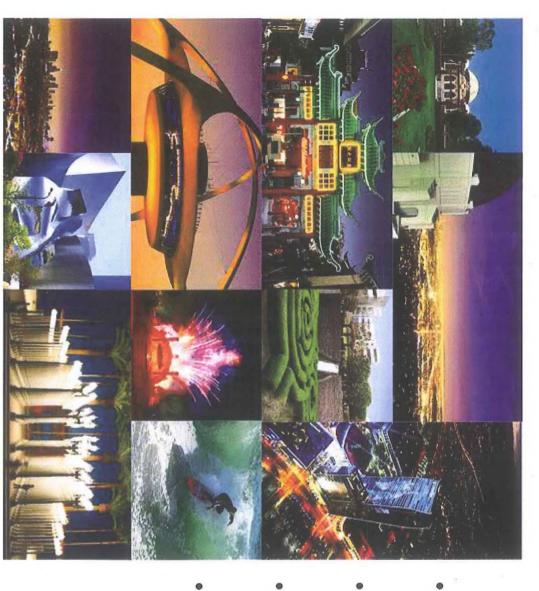
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Council File No: 11-0378
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Item No.:
Communication from The

Los Angeles
TOURISM MARKETING DISTRICT



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Los Angeles Tourism Marketing District (LATMD) TOURISM MARKETING () DISTRICT



- Overview
- Expanded Hotel Sales
- Increased Marketing
- LATMD Renewal

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Overview



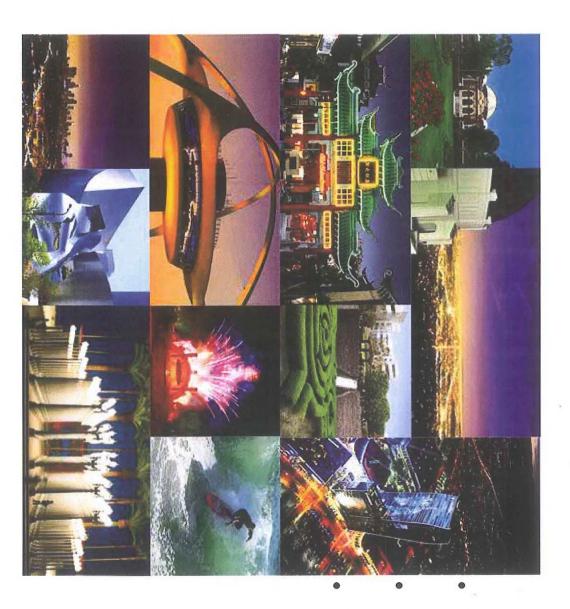
- Over 80 Tourism Marketing Districts in State of California
- LATMD by-laws directs funds to be dedicated to driving hotel room nights to TMD hotels through increased sales and marketing
- LA Tourism Marketing District (LATMD) 1.5 years, assessment 1.5% of room rental charged to hotel guests
- 168 hotels within City of Los Angeles (50 rooms or more)
- Governed by LATMD Board of Directors
- LATMD contracts with LATCB to implement the TMD Management Plan



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Sales Highlights





- Expanded Sales Force
- Increased Production
- Sales Support & Site Visits

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Sales Highlights



- ✓ Expanded sales team from 4 to 11 sales staff
- ✓ Formed "destination sales" team to focus regionally on TMD hotels
- ✓ Leads increased by 14.8% YOY
- ✓ Bookings increased by 15% YOY
- ✓ More than doubled participation in meeting planner trade shows
- ✓ Expanded customer site inspections to include dedicated regional familiarization tours



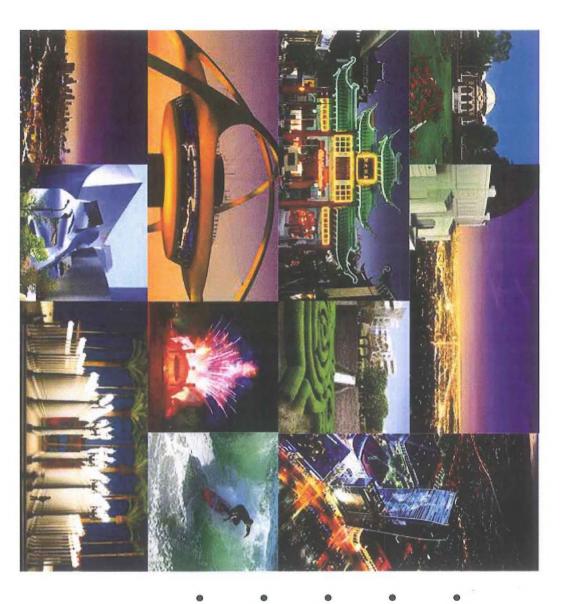




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Marketing Highlights





- Research Insights
- Consumer Advertising
- Media Coverage
- Consumer Promotions
- Digital/Social Marketing

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Consumer Advertising



- Produced first tourism TV advertising in 5 years in April 2013 in 6 markets
- Launch spring media advertising in March 2014
 - Television & Digital Advertising
 - Sacramento
 - San Diego
 - Phoenix
 - Digital Support
 - Chicago, New York, Fresno
 - International Digital
 - Australia, Canada, UK
 - China launch of HelloLA.cn (mid Feb)



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Media Outreach & Consumer Promotions



- Media Outreach
 - Generated over \$34 million in editorial/publicity for LA
- Expand Promotions to Drive Room Nights & Awareness
 - Discover the Arts Spring (50+ visual/performing arts)
 - LA Museum Season -Fall (29 museums)
 - -Leverage Rose Bowl Parade/Game to increase stays











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6.5 MM Visits to discoverLosAngeles.com

15% Increase YoY



1.5 MM Social Media Fans

• 15% Increase YoY



New Mobile Optimized Website

20% of discoverLosAngeles.com Traffic is Mobile



China! China! China!

New Chinese Website & Digital Marketing Campaign



Visiting Friends & Relatives

Dedicated Landing Page & Deals

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Renewal of LATMD



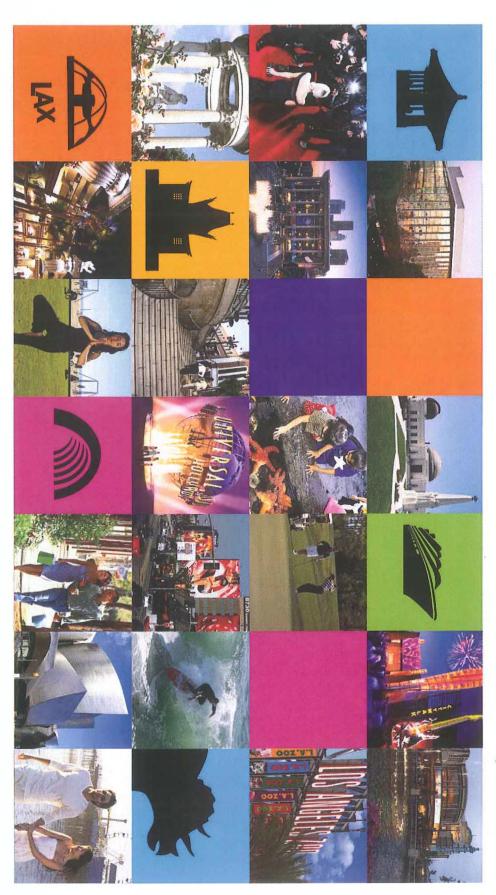
- First 5-year term of Tourism Marketing District expires in March 2016
- LATMD Steering Committee to begin renewal process January 2014
- Seeking renewal for 10 year term
- Previous effort took 27 months due to city process







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