

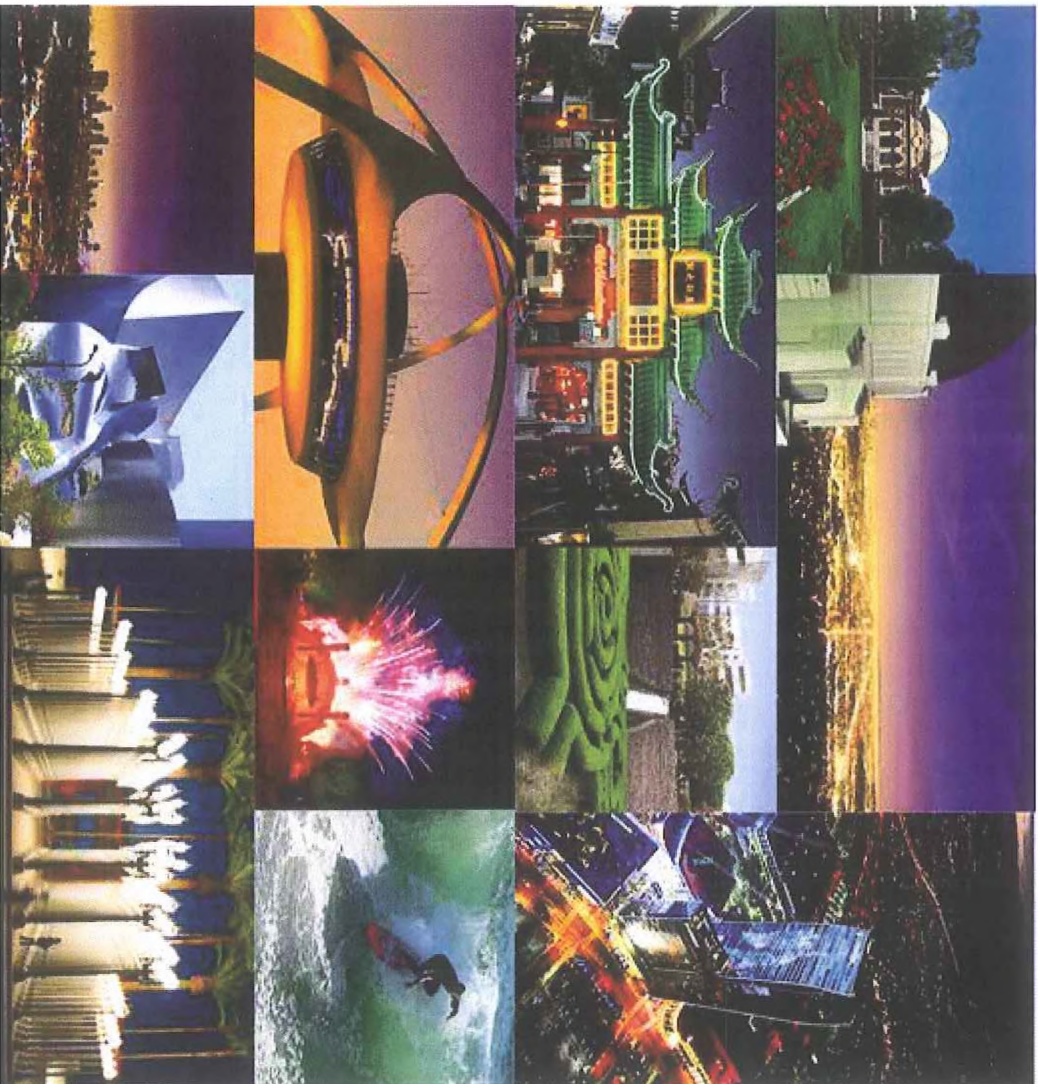
Date: 1/28/14
Submitted in Econ. Dev. Committee
Council File No: 11-0378
Item No.: 11
Communication from the public

Los Angeles City Council
Economic Development Committee
January 28, 2014

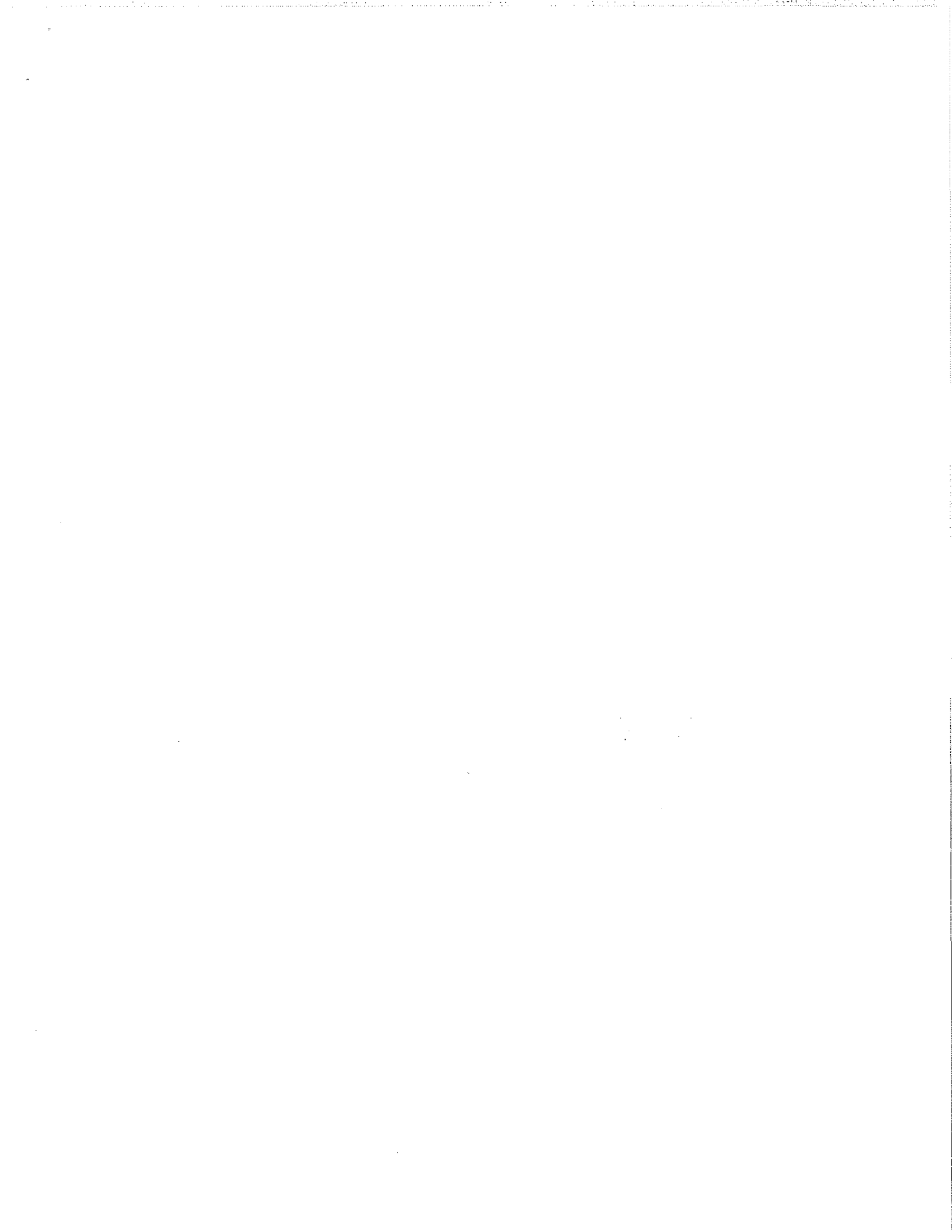
Los Angeles
TOURISM MARKETING DISTRICT



Los Angeles Tourism Marketing District (LATMD)



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



Overview

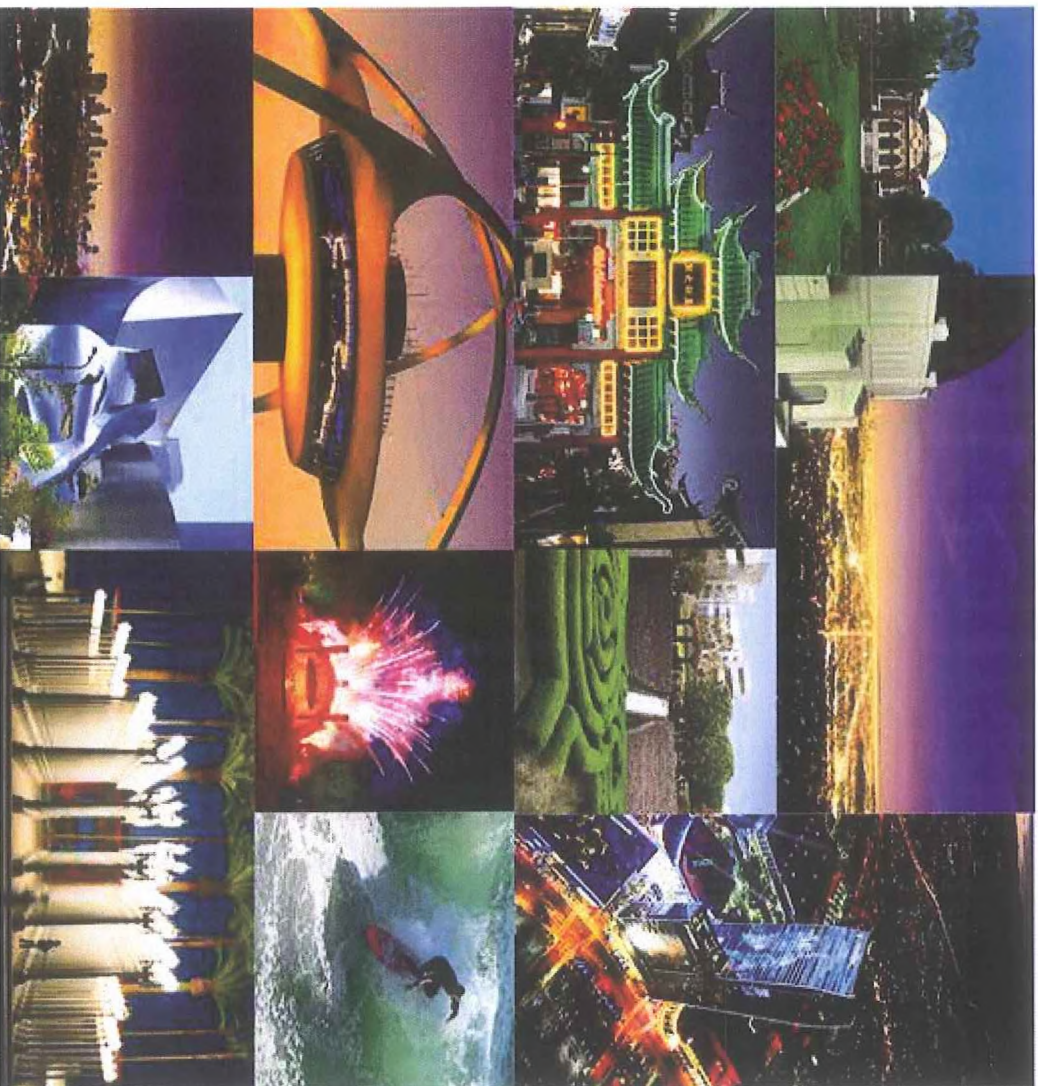
- Over 80 Tourism Marketing Districts in State of California
- LATMD by-laws directs funds to be dedicated to driving hotel room nights to TMD hotels through increased sales and marketing
- LA Tourism Marketing District (LATMD) - 1.5 years, assessment 1.5% of room rental charged to hotel guests
- 168 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



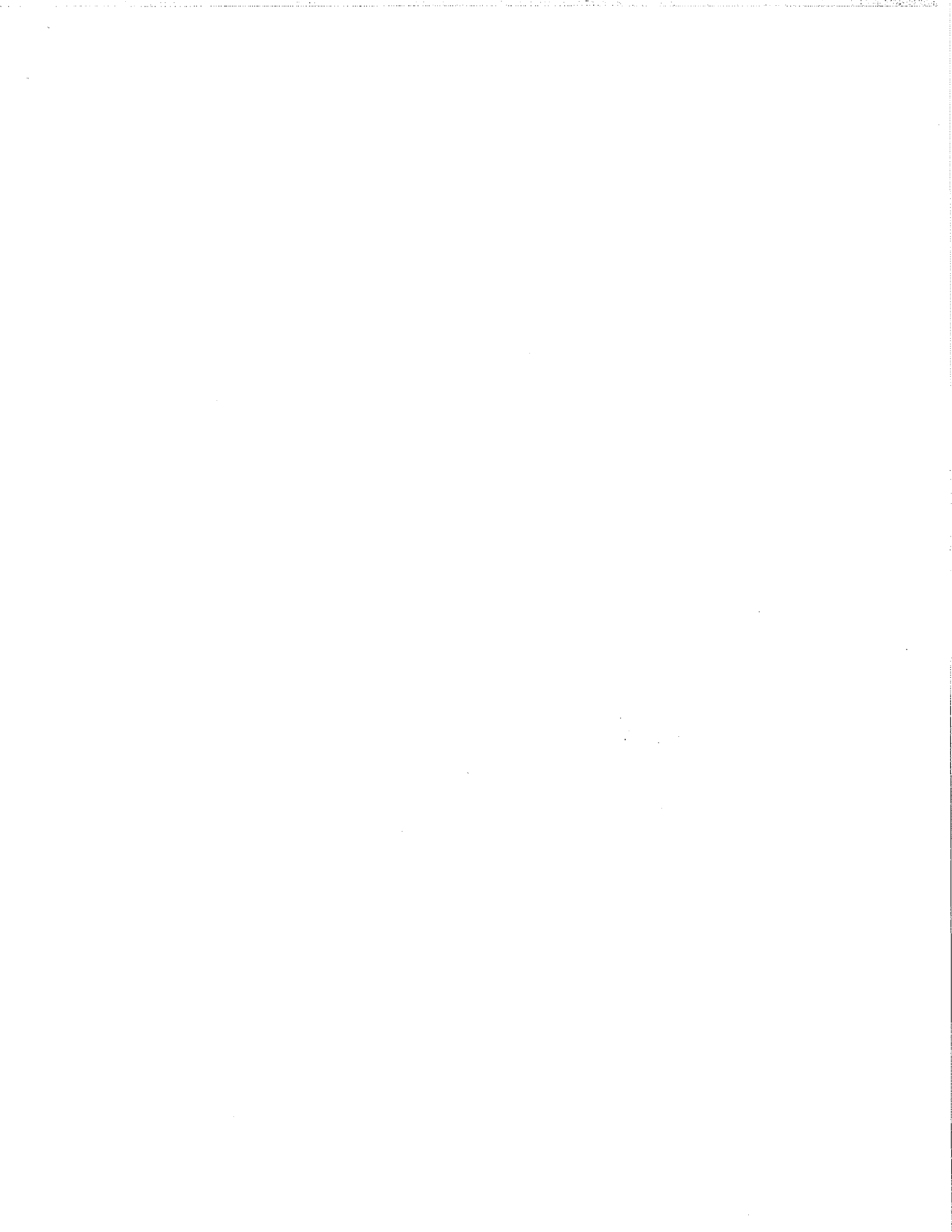


Sales Highlights

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



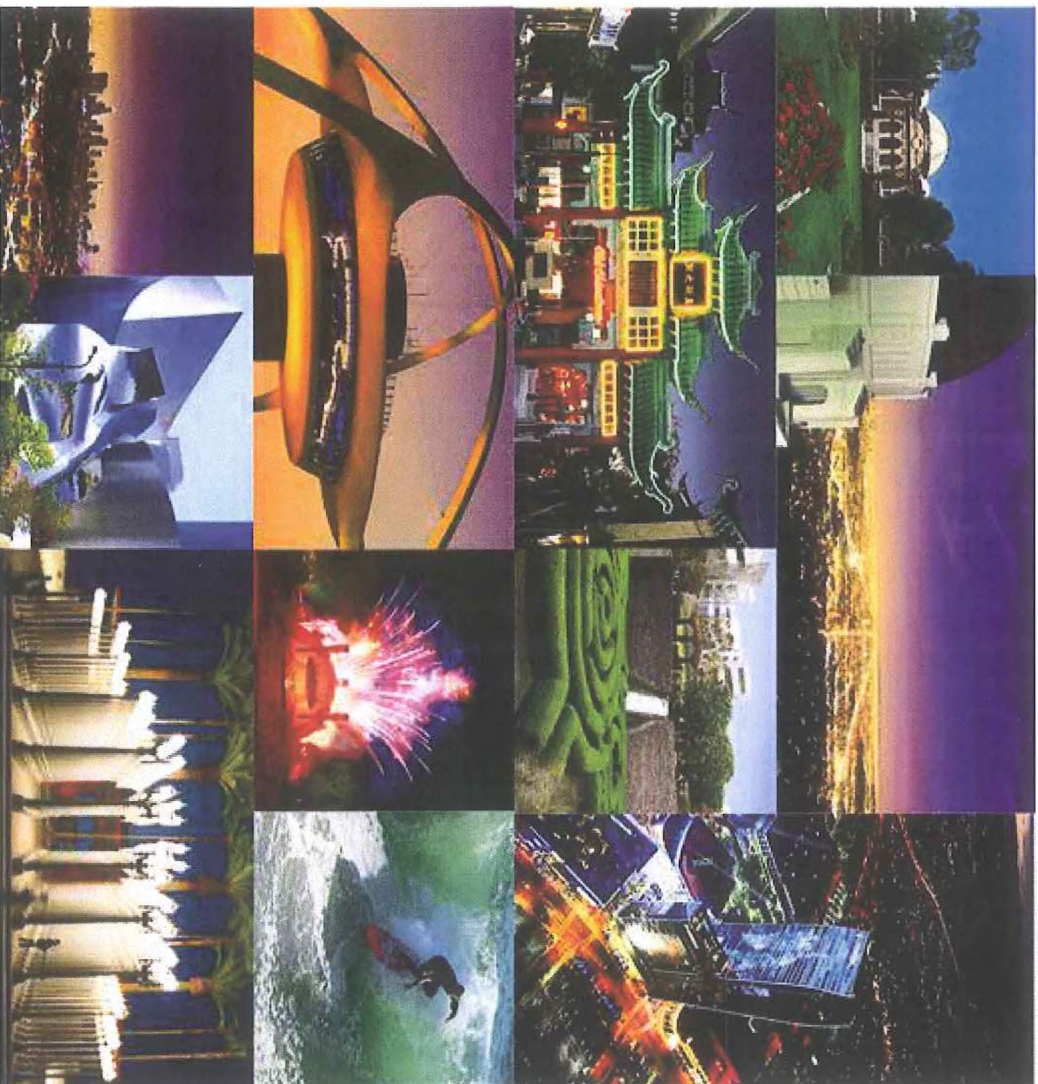
Sales Highlights

- ✓ 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



Marketing Highlights

Los Angeles
TOURISM MARKETING DISTRICT



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



Consumer Advertising

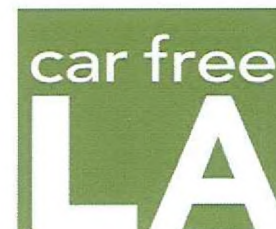
- Produced first tourism TV advertising in 5 years in April 2013 in 6 markets
- Launch spring media advertising in March 2014
 - Television & Digital Advertising
 - Sacramento
 - San Diego
 - Phoenix
 - Digital Support
 - Chicago, New York, Fresno
 - International Digital
 - Australia, Canada, UK
 -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





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





Digital Marketing

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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



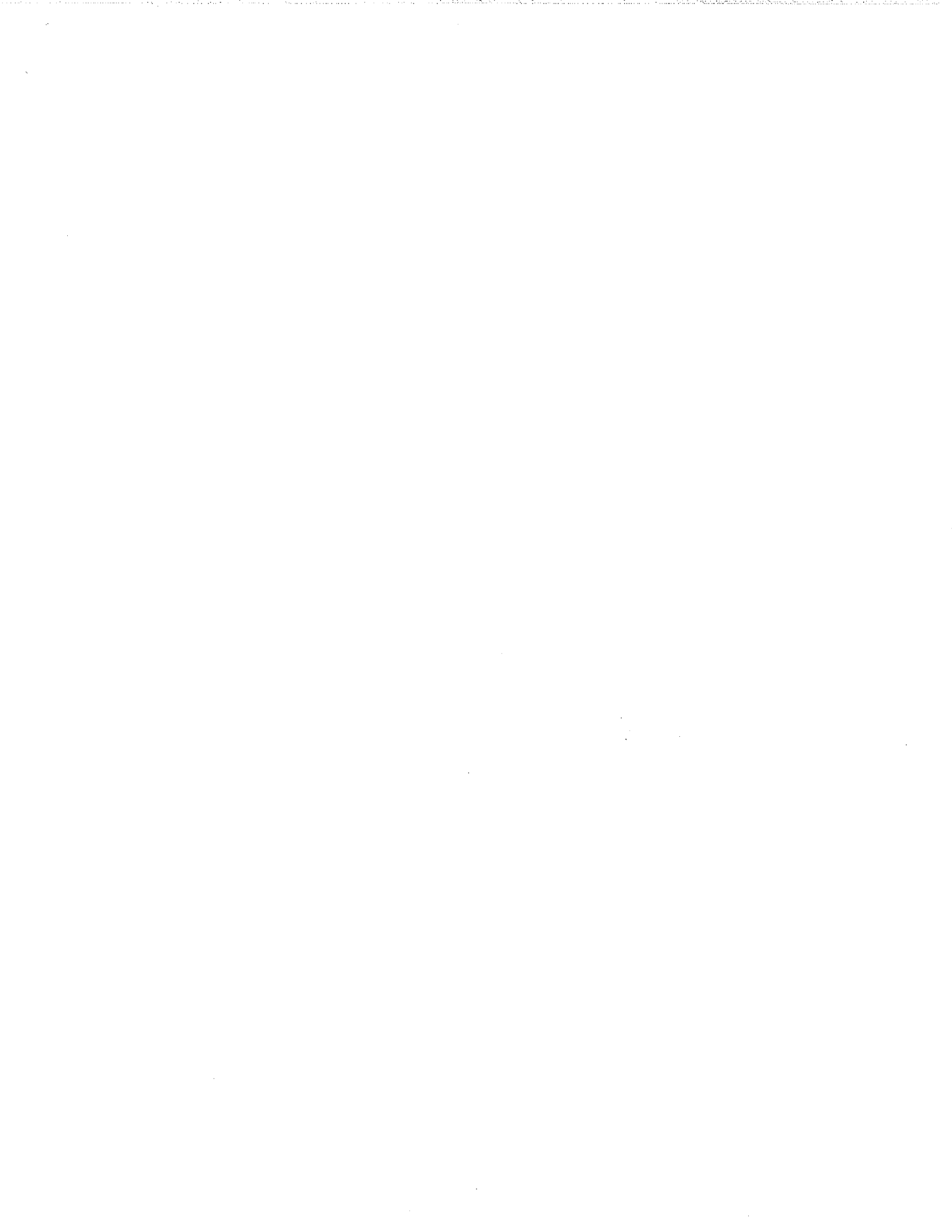
Visiting Friends & Relatives

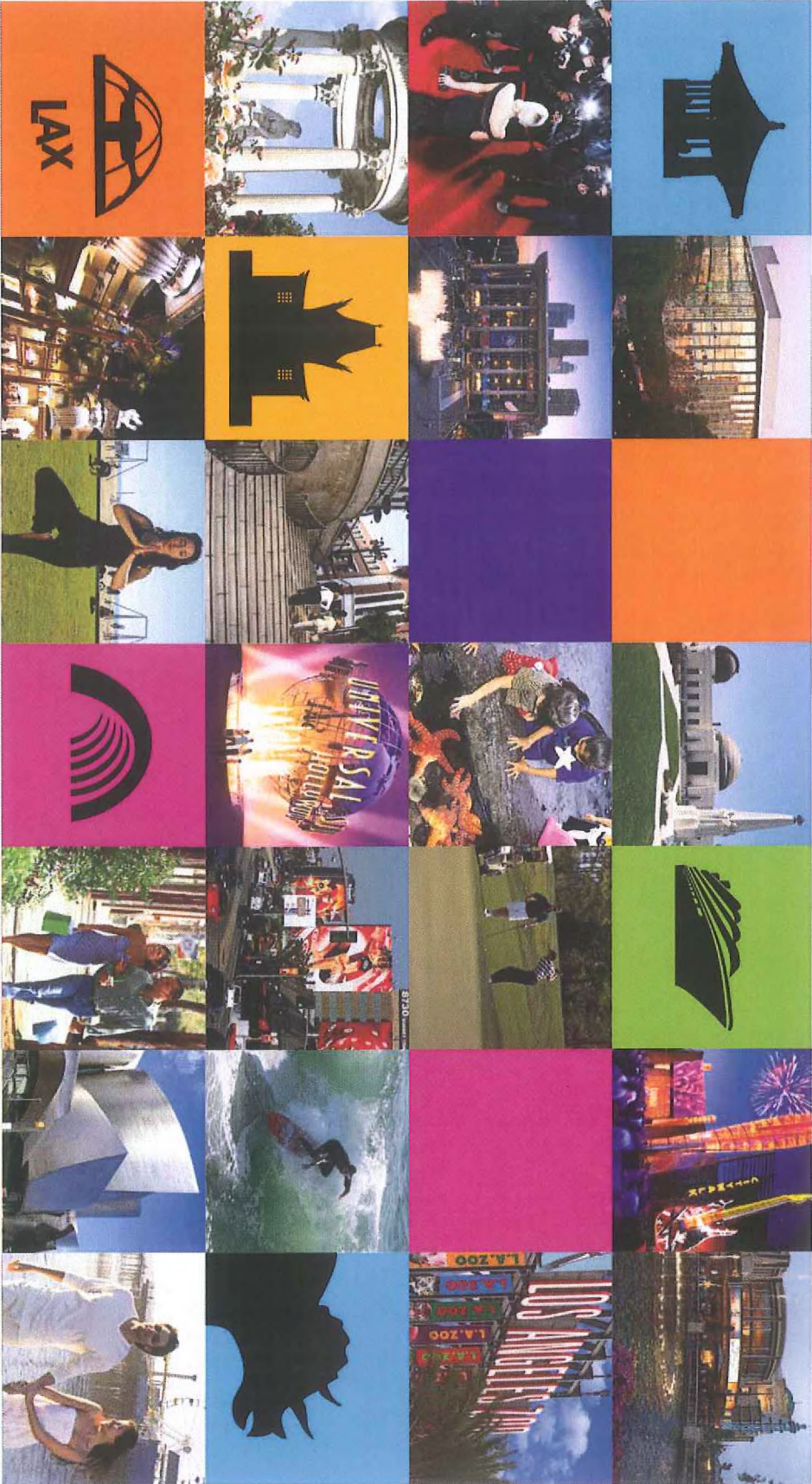
- Dedicated Landing Page & Deals

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







Los Angeles
TOURISM MARKETING DISTRICT

