



Los Angeles City Council
Trade, Commerce & Technology Committee
November 17, 2015

San Pedro at LA Waterfront



Los Angeles Tourism Marketing & Sales Approach

- Consumer Marketing
 - Destination brand advertising
 - Earned media coverage \$40 million
 - Discoverlosangeles.com 11.4 million visits
 - Digital & social media channels 3 million followers
- Travel Industry & Meeting Planners
 - Dedicated sales & media staff
 - Sectors: Military, education, reunion, refinery, engineering, etc.
 - Trade Shows (60 per year)
 - Customer Site visits
 - Travel industry & media familiarization tours
- International Presence
 - Offices: United Kingdom, Japan, Australia, China (3 offices)
 - Reps: South Korea, Germany, France, Brazil
 - Staff: Mexico, Canada
 - Websites: English, Chinese, Japanese, Korean, Spanish, Portuguese, French, German



LA Neighborhood & Hotel Video Initiative – San Pedro

DISCOVER
Los Angeles

SAN PEDRO AT L.A. WATERFRONT



Visit the L.A. Waterfront at San Pedro, site of the bustling Port of Los Angeles. Beautiful parks, beaches, an aquarium, boating adventures and more await your trip. Hop on the Waterfront Trolley and the Historic Pacific Redcar Line to get around. Admire the Fanfare Water fountains and take a tour of the Battleship IOWA, the West Coast's only U.S. Navy Battleship attraction. Walk through Ports O'Call Village for the views, shops and restaurants, and fish for mackerel from the San Pedro Pier.

[Read More](#) 



LA Neighborhood & Hotel Video Initiative – San Pedro



San Pedro Neighborhood Video Roll-out

- San Pedro video ranked 11th out of the 33 neighborhoods with 19,656 video views
- Total organic 2.3 million social post impressions
 - Facebook: 353,000 impressions
 - Twitter: 1,500,000 impressions
 - Instagram: 457,500
- Total paid impressions: 415,000
 - Facebook Ads: 415,000 impressions
 - Facebook Video Ad: 209,000 impressions
 - Facebook Carousel Ad 205,000 impressions
- Total impressions, paid and organic: 2.715 million



Customized Content on discoverlosangeles.com

BEACH CITIES / LAX
DISCOVER L.A.'S HIDDEN GEMS
Read More

BEACH CITIES/LAX

Korean Bell in San Pedro, courtesy of Mike Chen

LA Events

View All Events

The Polynesian Jockey

TREES ARE GETTING HARDER TO CLIMB

PUBLIC MARKET

Los Angeles
TOURISM & CONVENTION BOARD

Publicize San Pedro Events



discoverLA

@discoverLA

Follow

Visit @USSIowa on Saturday for a special #VeteransDay festival: bit.ly/1OjgnD2



discoverLA

@discoverLA

Follow

Attend the world's largest lobster festival! The @PortofLA Lobster Festival starts tomorrow: bit.ly/1OwWlix @LAWaterfront



discoverLA

@discoverLA

Follow

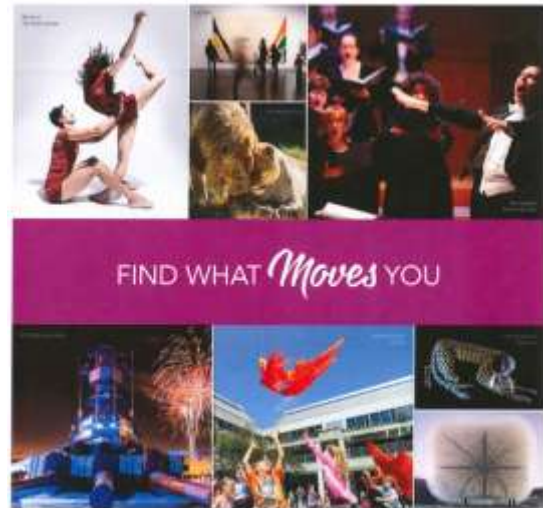
See a movie under the guns and celebrate #HalloweenLA at @uss Iowa for a special Hocus Pocus Halloween on 10/23: bit.ly/1QANsYx

Feature in Seasonal Promotions



Follow

The Battleship of Presidents @USSIOWA hosted commanders-in-chief for 50+ years #LAMuseumSeason bit.ly/LAMuseumSeason



culture L.A. April 6 - May 19, 2015 UP TO 50% OFF*

Host Travel Industry Training & Familiarization Visits



Professional Travel Agents of North America Convention December 2015



Pre-Convention Familiarization Visit, Dec 3-5, 2015

Host & Co-hosts



Industry Partners



Collaboration



Networking Mixer – LA Tourism & San Pedro Chamber
October 22, 2015





Thank you



Los Angeles
TOURISM & CONVENTION BOARD