

Los Angeles Economic Development Corp. 2015-2016 Economic Forecast February 18, 2015

Los Angeles
TOURISM & CONVENTION BOARD



Ernest Wooden Jr.
President & CEO
Los Angeles Tourism & Convention Board



Record-Breaking Tourism

L.A. County welcomed 43.4 million visitors in 2014

- 4th consecutive record tourism year
- 37 million domestic visitors
- 6.5 million international visitors



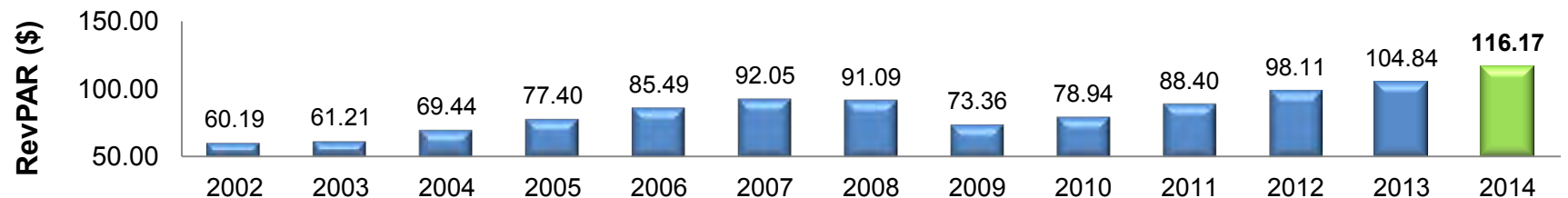
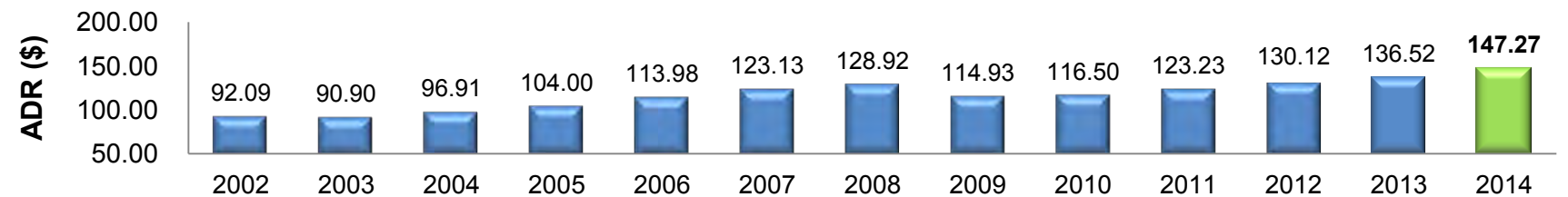
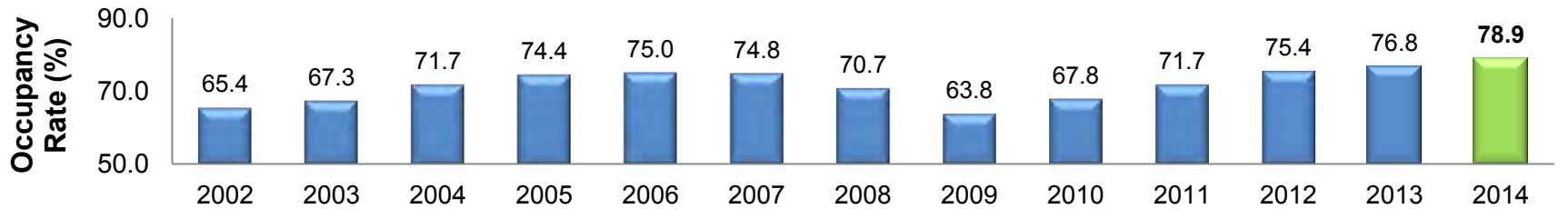
Mayor's Press Conference
January 2015

Record Countywide Hotel Performance



- Record 78.9% annual hotel occupancy rate
- Record 28.1 million room nights sold

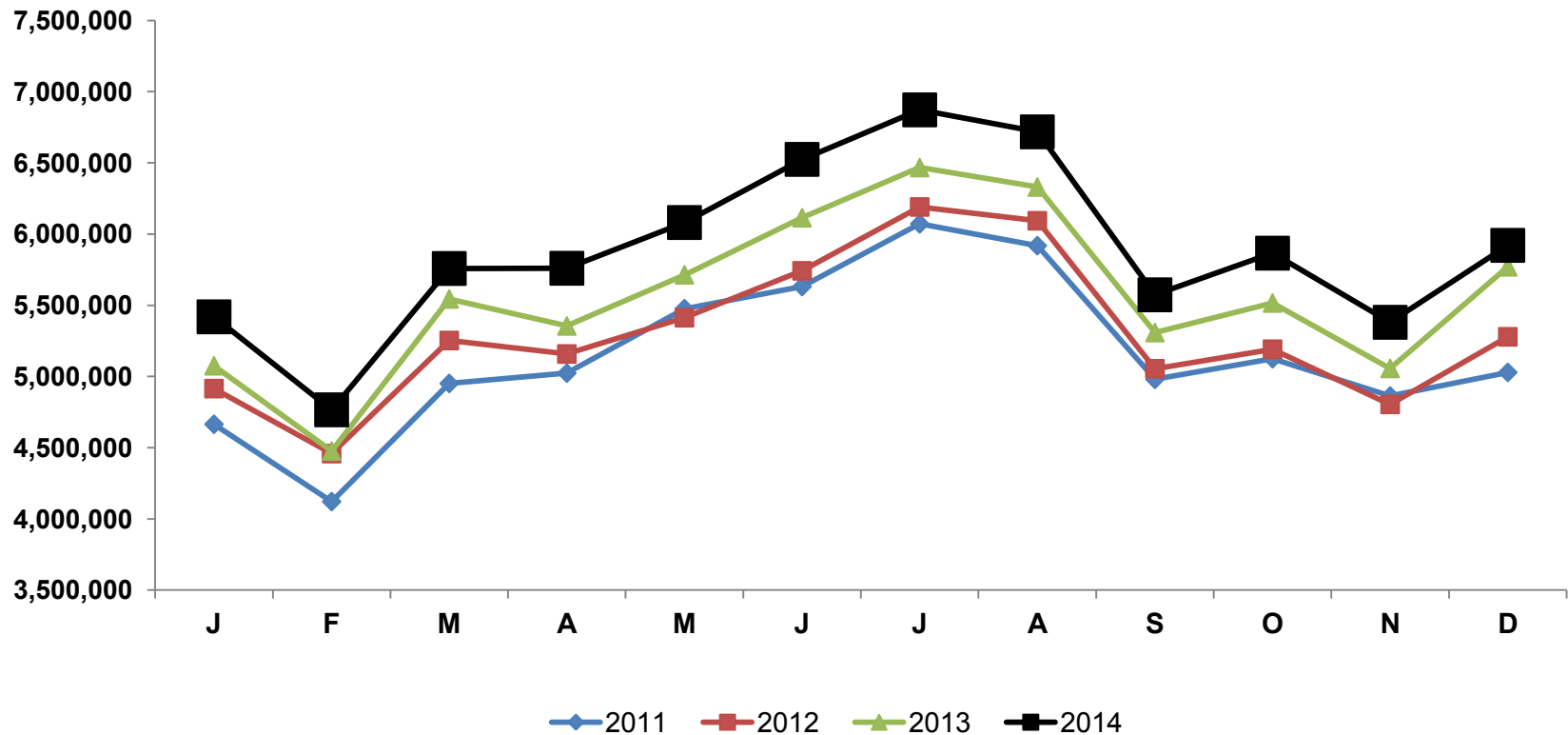
Los Angeles County Lodging Metrics 2002–2014



LAX welcomed 70.7 million passengers in 2014

- Airport is now the second busiest in the nation

LAX Total Passenger Traffic Trend By Month 2011-2014



LA's Expanding Reputation as a Hot Culinary Destination

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Orsa & Winston

BESTIA

Alma

bon appétit



Alma: Best New Restaurant in America 2013

TIME

The Best New Restaurants

Los Angeles

The Los Angeles food revolution that kicked off a few years ago is gathering strength, powered by unrivaled California produce, daring young chefs, a United Nations of ethnic cuisines, and, yes, a dash of Hollywood glamour. While most TV celebrity chefs are peddling overpriced comfort food, Curtis Stone, the Australian heartthrob of *Top Chef Masters* fame, has caused a sensation with his thoughtful and utterly original *Maude*, in Beverly Hills. In the chic, rustic space, Stone

NIGHT+MARKET
Song

RÉPUBLIQUE

Maude

Esquire
The Best New Restaurants in America

FAITH & FLOWER
LOS ANGELES

SPACCA

Meetings & Conventions

Los Angeles
TOURISM & CONVENTION BOARD

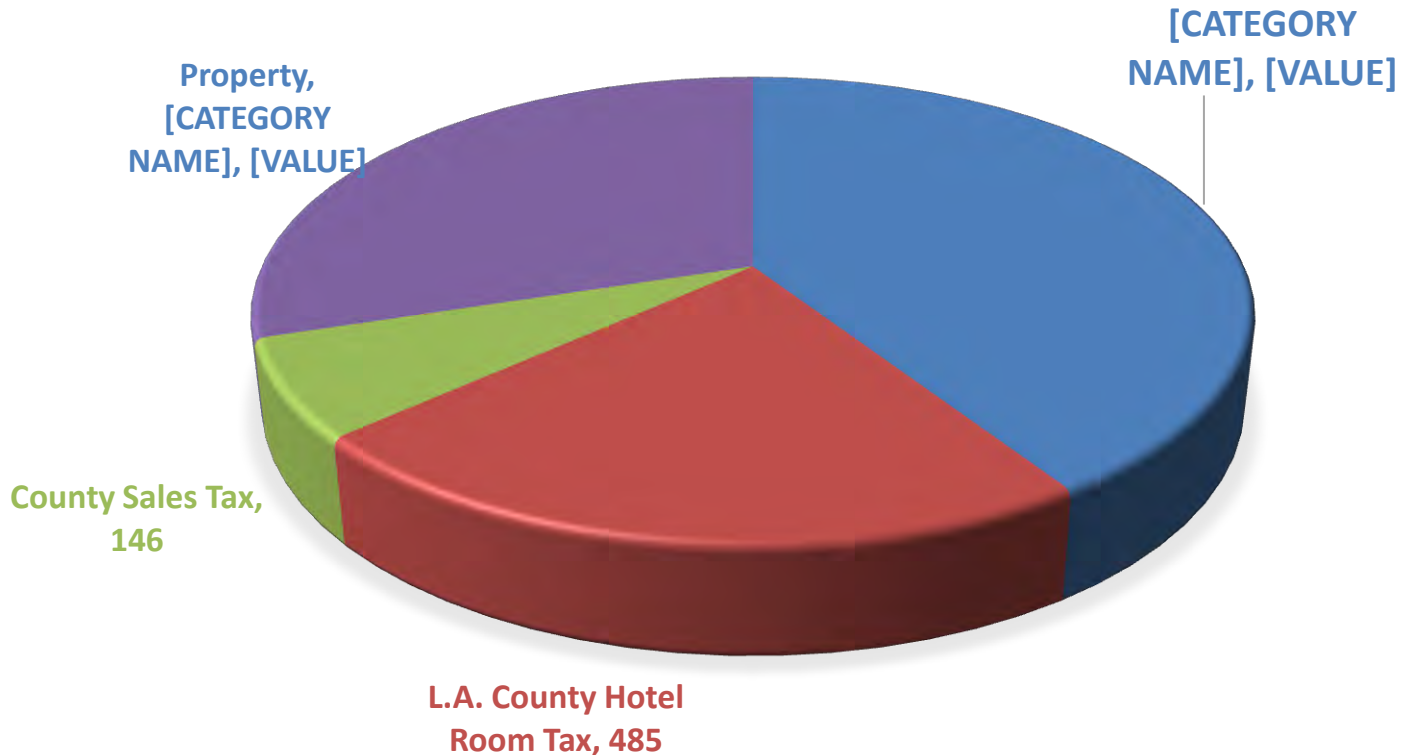


Meetings & Conventions

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TAX REVENUES GENERATED BY TRAVEL AND TOURISM (IN MILLIONS)



THE ROAD TO
50 MILLION
VISITORS

LAX Improvements



LAX Improvements



Tom Bradley International Terminal

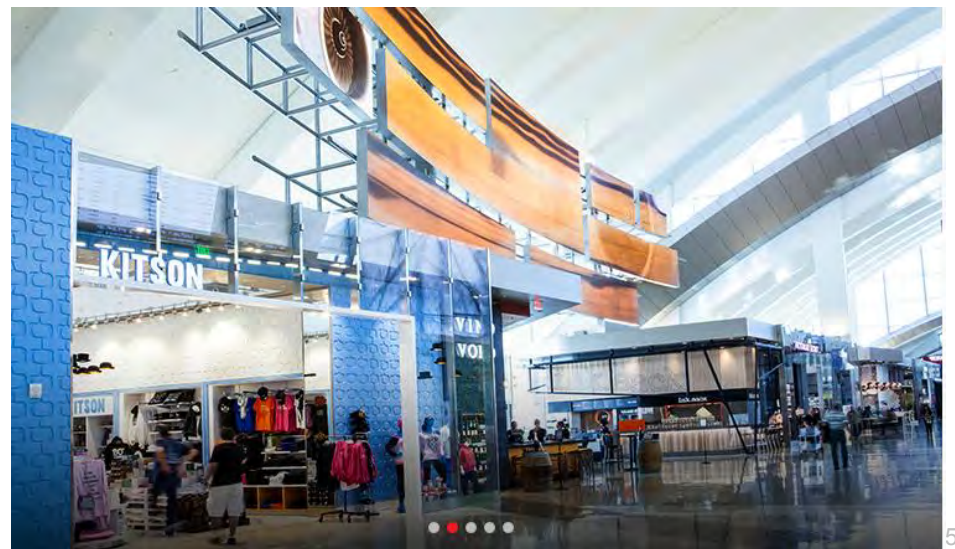
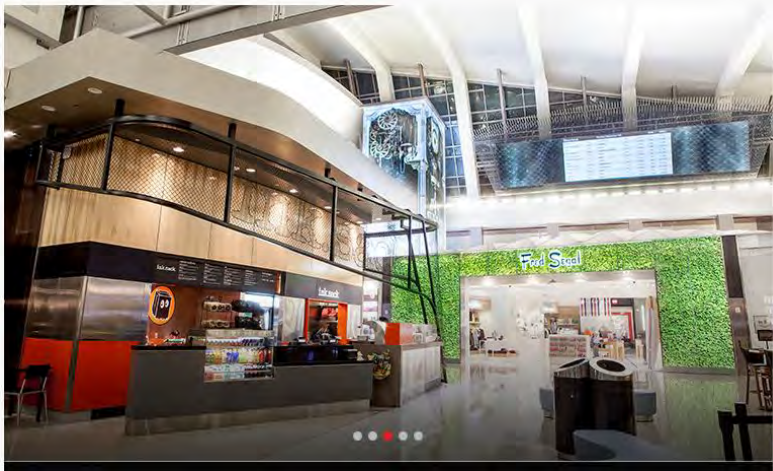


Tom Bradley International Terminal

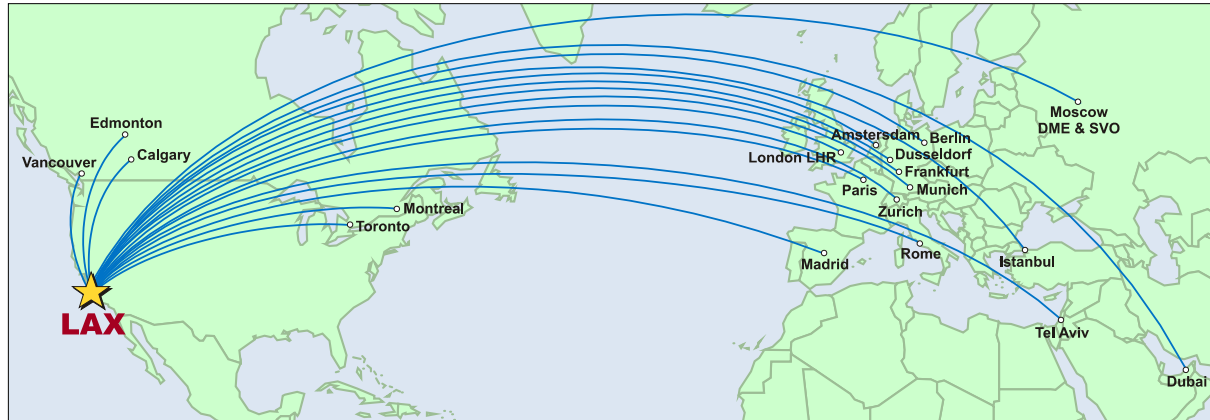


Tom Bradley International Terminal – Great Hall

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LAX – International Routes



New Hotel Development

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New Downtown Hotel Development

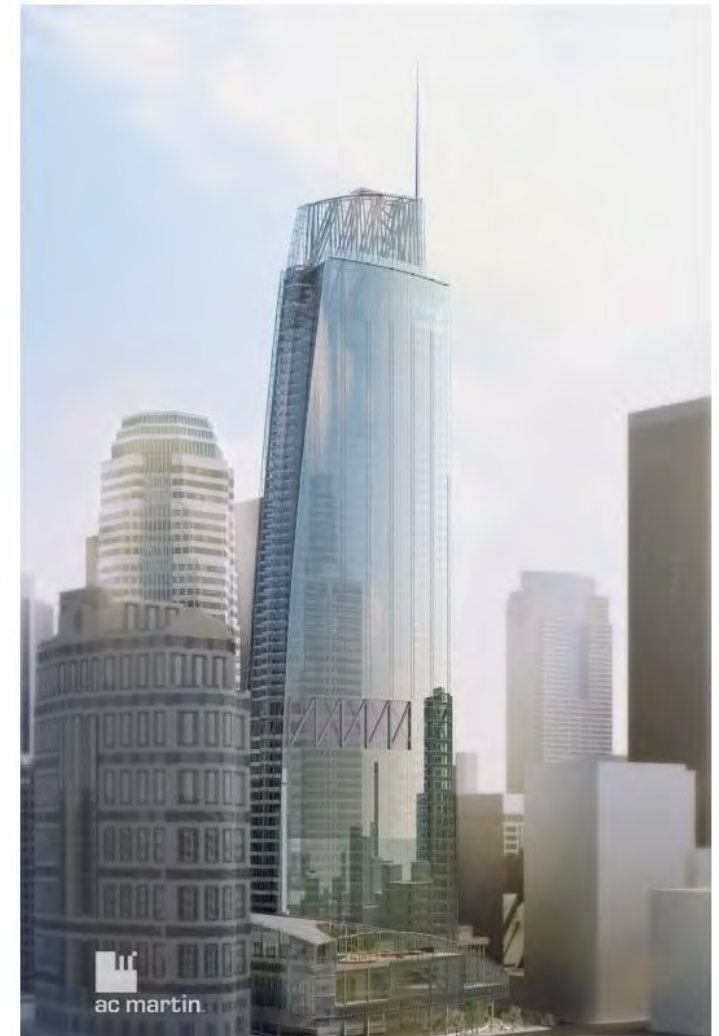
Downtown Hotels

Hotels Existing Near Convention Center	13	3,244 Rooms
Other Existing Hotels in Downtown	14	5,235 Rooms
Hotels Under Construction	4	1,780 Rooms
Future Sites	10	3,856 Rooms



InterContinental Hotel Downtown

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Expand and Futurize the LA Convention Center

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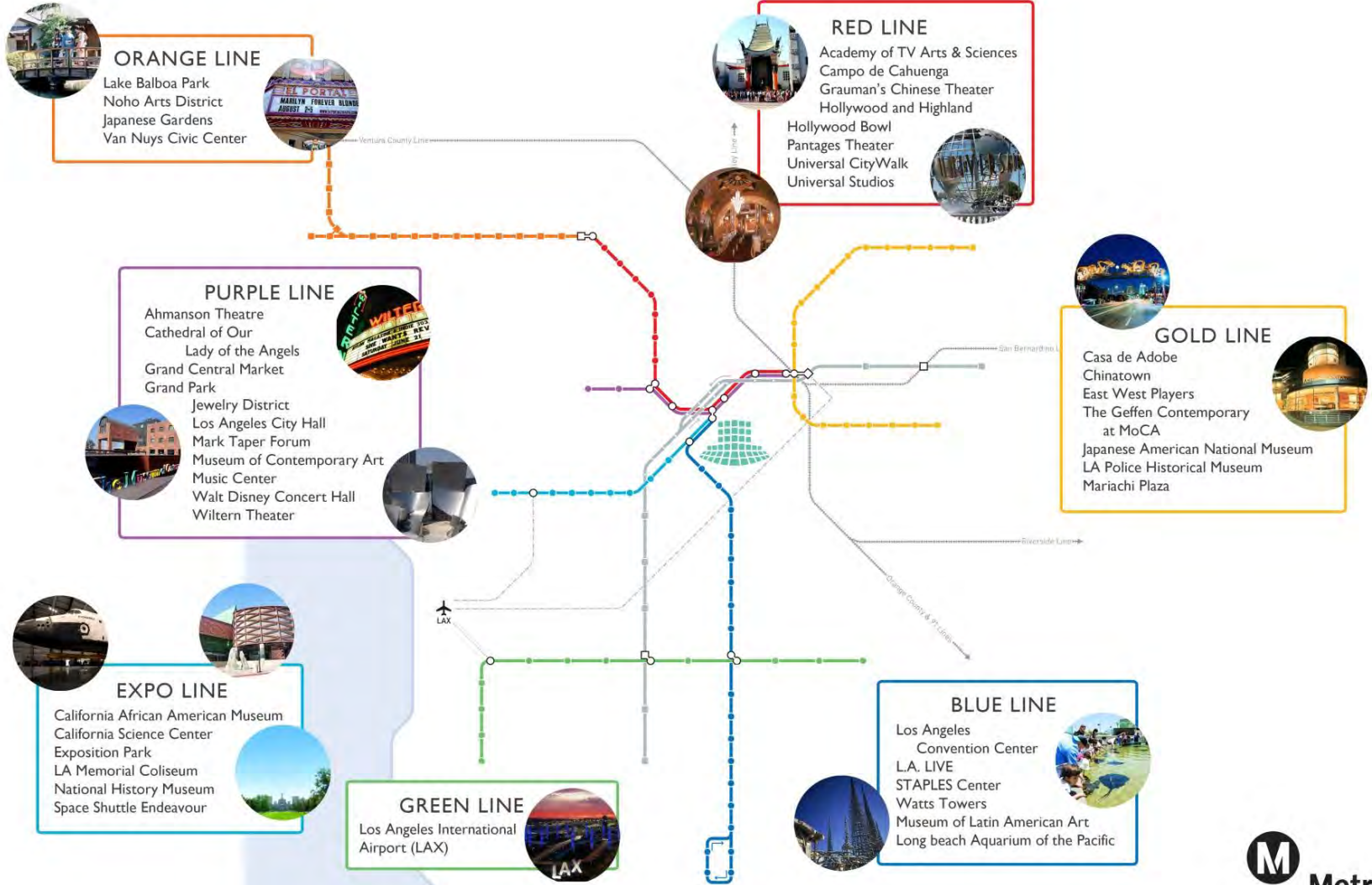


Expand and Futurize the LA Convention Center

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Public Transportation Improvements



Public Transportation Improvements



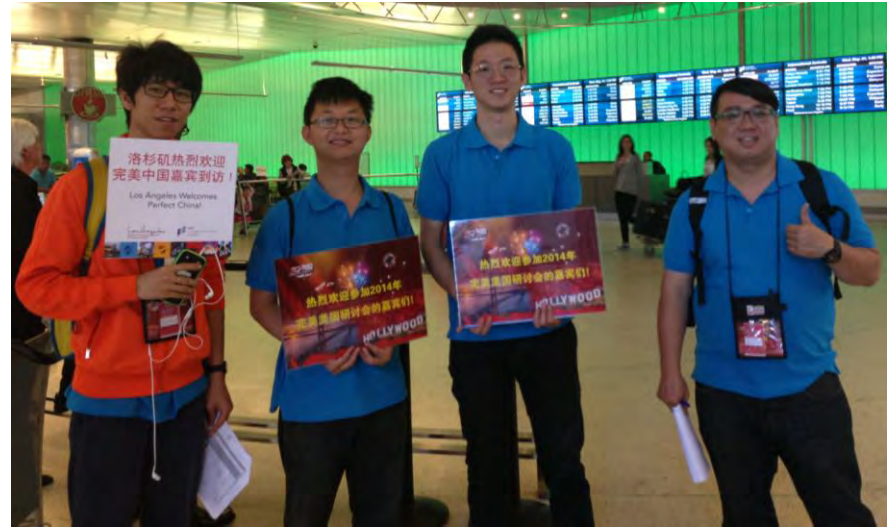
LAX – “People Mover” Concept Drawing

DETAILS | APM

Spine Alignment Concept Rendering



International Visitation



LATCB Around The World



Tamy Ly
US & Canada



Francine Sheridan
UK/Europe &
Gulf/Middle East



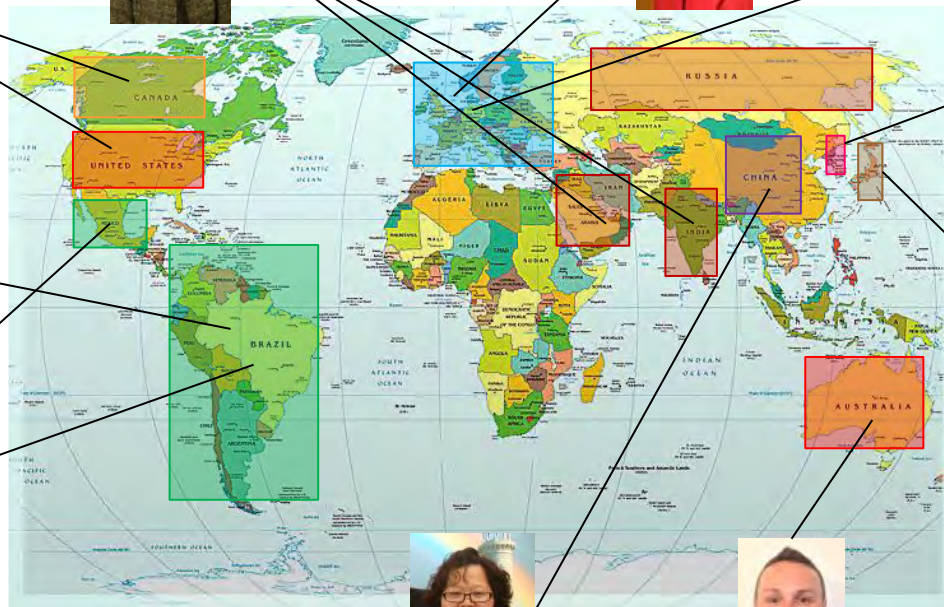
Anette Kaiser-Rott
Germany



Murielle Nouchy
France



Ana Maria Donato
Brazil



Helen Mu
Korea



Masahiro Andachi
Asia Pacific



Mariella Carmona
Mexico & Latin America



Kate Chang
China



Craig Gibbons
Australia & New Zealand

Asia Trade Mission



THE ROAD TO
50 MILLION
VISITORS

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