



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Sandra Lee; David Stone; Germonique Ulmer

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to three minutes per speaker. Meeting packets may be found on the City Tourism Department website, tourism.lacity.org.

Regular Meeting
Wednesday, February 15, 2023
9:00 a.m.
1201 S. Figueroa St.
Los Angeles, CA 90015

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item Public Comments
- b. Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the City Tourism Commission.

3. APPROVE MINUTES

- a. Approval of the regular meeting minutes from January 18, 2023

4. REPORTS

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update
 - i. Sales
 - ii. Visit California Highlights
 - iii. AAHOA India 101 Training
 - iv. Spring Creative

5. ACTION ITEMS

NONE

6. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

Materials related to an item on this agenda submitted to the City Tourism Commission after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

Item 3a

Approval of the

January 18, 2023 Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes

January 18, 2023

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, January 18, 2023 at 9:00 a.m. via Zoom.

PRESENT:

Vice President Otto Padron, presiding
Commissioner Sandra Lee
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

President Jon F. Vein

PRESENTERS:

Kim Weedmark, ASM
Ben Zarhoud, ASM
Doane Liu, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

Vice President Padron called the meeting to order at 9:02 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from December 14, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Mr. Doane Liu provided an overview of his activities since the last Board meeting, which included: meetings with LAWA to discuss the 2026 AAAE event, Artie Mandel regarding initiative at the Port of LA, Kathleen Rawson regarding a public bathroom project, Jimmy Kim, Recreation & Parks for a projects discussion, and potential client to discuss cricket world cup event; and attending the LATCB Board of Directors meetings & reception, the College Football Playoffs handoff press conference, Levy Summit at LACC, and Mayor Bass' mini Cabinet meeting.

Item 4b. ASM Monthly Update

Ms. Kim Weedmark reported on five events during November 2022 including three local events with 216,050 total number of attendees and two filming/parking, as well as the Sales & Marketing activities. Mr. Ben Zarhoud also presented the financial data for November, reporting an operating surplus of \$2.8M and \$8.9M in gross revenue, driven by 76% of F&B, utilities, and parking, noting that while F&B and utilities were lower than budgeted, Auto Show revenue was 1/3 more than 2021. Mr. Zarhoud also reported \$2.1M in operating expenses, noting that more shows equals more utility costs. Mr. Zarhoud stated that Mr. Zarhoud also reported November's exhibit hall

occupancy as 93%, due to Auto Show and noted that while events are returning and doing well, they are trending below pre-COVID figures.

Item 4c. LATCB Monthly Update

i. Sales Update

Mr. Darren Green reported that LATCB has processed 57 leads year-to-date and booked 138,170 room nights, with year-end goals of 130 leads and 225,760 projected room nights, noting that leads are not as high as expected due to COVID, Mayoral race, and delay of the LACC expansion/modernization. Mr. Green reported that while future bookings are pacing well, twice as much booked as the same time last year, 2023 events are down to 21 due to Amazon group cancellation.

ii. Recap of PCMA Convening Leaders

Mr. Green presented a recap of the 2023 PCMA meeting where featured partners were invited to a brunch that was hosted by LATCB, San Francisco, San Diego and Anaheim visitors bureaus and LATCB had a booth which featured an oculus to provide a virtual tour around Los Angeles. Mr. Green shared the client concerns noted at the meeting which included a major event lost due to the delay in the expansion with the possibility of losing a future year if a firm commitment can not be provided.

iii. 2022 Recap and 2023 Highlights Video

Mr. Green showed a video recap of 2022 events with 2023 major event highlights.

Item 5a: Action Items

None

ADJOURNMENT

The meeting was adjourned at 9:40 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

DECEMBER 2022

KIMBERLY WEEDMARK
AND
BEN ZARHOUD



LACC DECEMBER 2022 EVENTS



- *CITYWIDE
- *CONSUMER SHOW
- *ASSEMBLY
- *TRADE SHOW
- *MEETING

LACC DECEMBER 2022 EVENTS

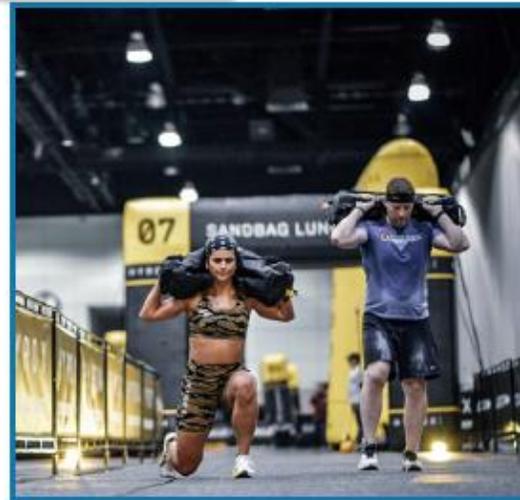
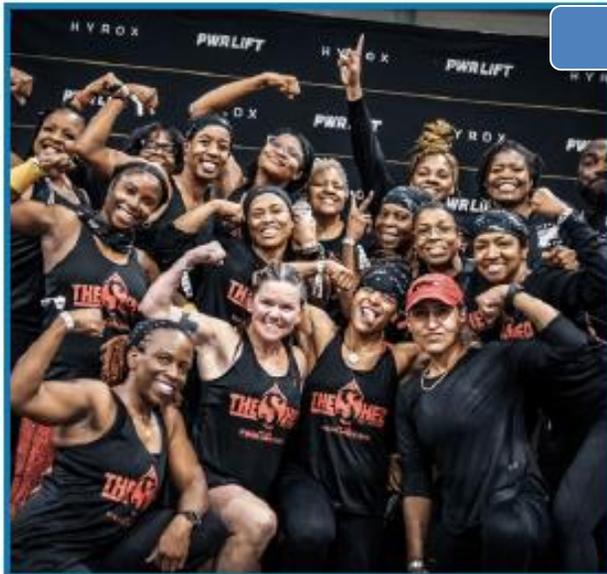
LA COMIC CON



GAME OF THRONES



HYROX



LACC DECEMBER 2022 EVENTS



SKI DAZZLE



THRIFTCON



JURASSIC QUEST

LACC DECEMBER 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Nov. 30 – Dec. 1	The Sterling Affairs	South Garage, Pico Dr, Security Lot.	\$13,860
Dec. 6 - 7	Curb Your Enthusiasm	South Lobby, 300 MR's, Bond Lot, Pico Dr.	\$33,340
Dec. 15	I Think You Should Leave	MR 409, Theater, Concourse Plaza	\$11,410
			TOTAL: \$58,610

SALES & MARKETING ACTIVITIES

LICENSED:

EVENT	DATES	TYPE
Mercedes-Benz Ride and Drive	Jan. 4 – 9, 2023	Consumer Show
USA Teqball Tour	Jan. 27 – 28, 2023	Consumer Show
Ezequiel Montano - Emani	Jan. 21, 2023	Meeting
Global Textile Trade Fair	Mar. 14 – 15, 2023	Trade Show
The Business Show US	Sept. 20 – 21, 2023	Consumer Show
Ski Dazzle 2023	Dec. 8 – 10, 2023	Consumer Show

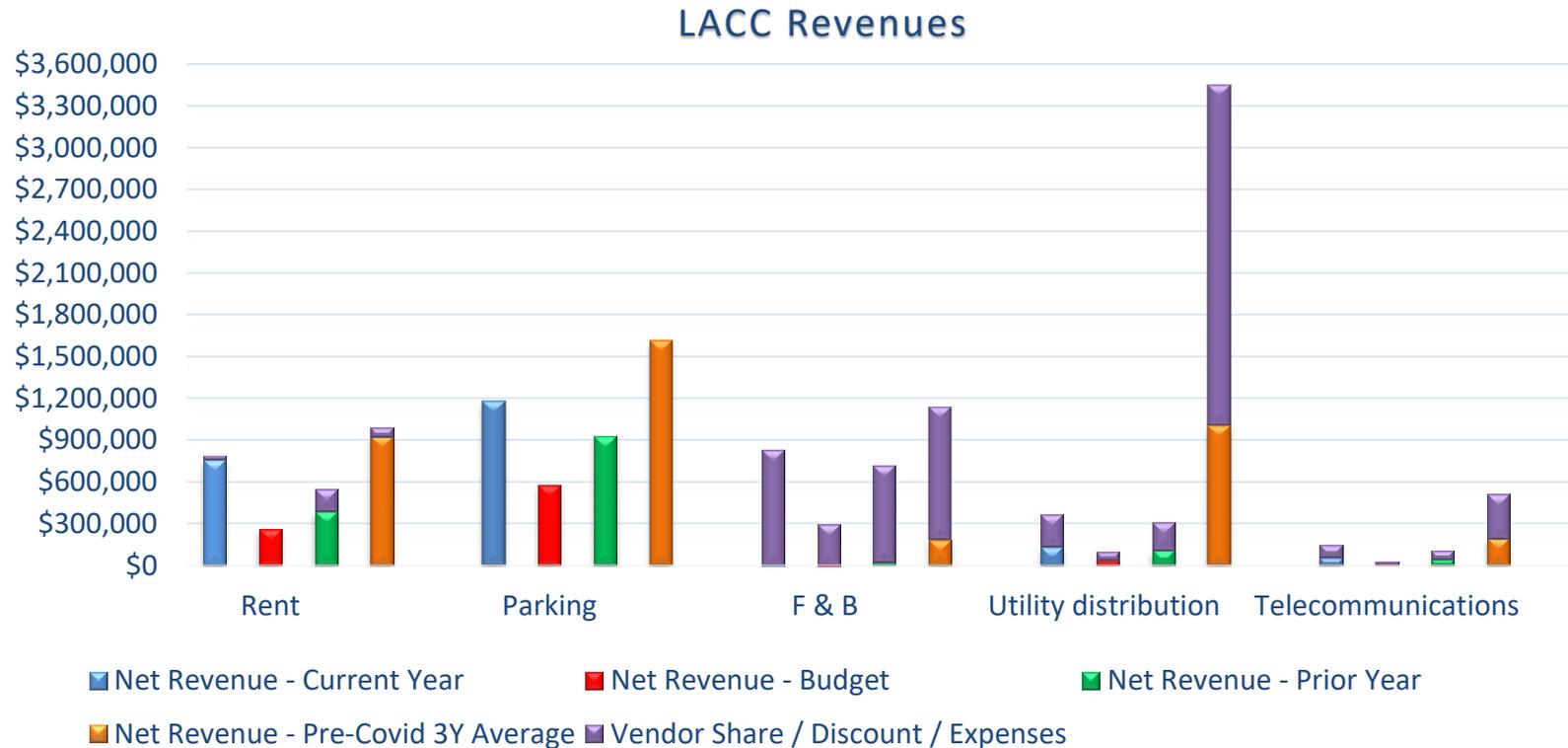
LACC December 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- \$0.5 million (before approved City Reimbursements, A & I and Capital Projects)
- \$1.4 million above budget
- \$0.3 million above prior year and \$1.3 million below Pre-Covid 3Y average

REVENUES:

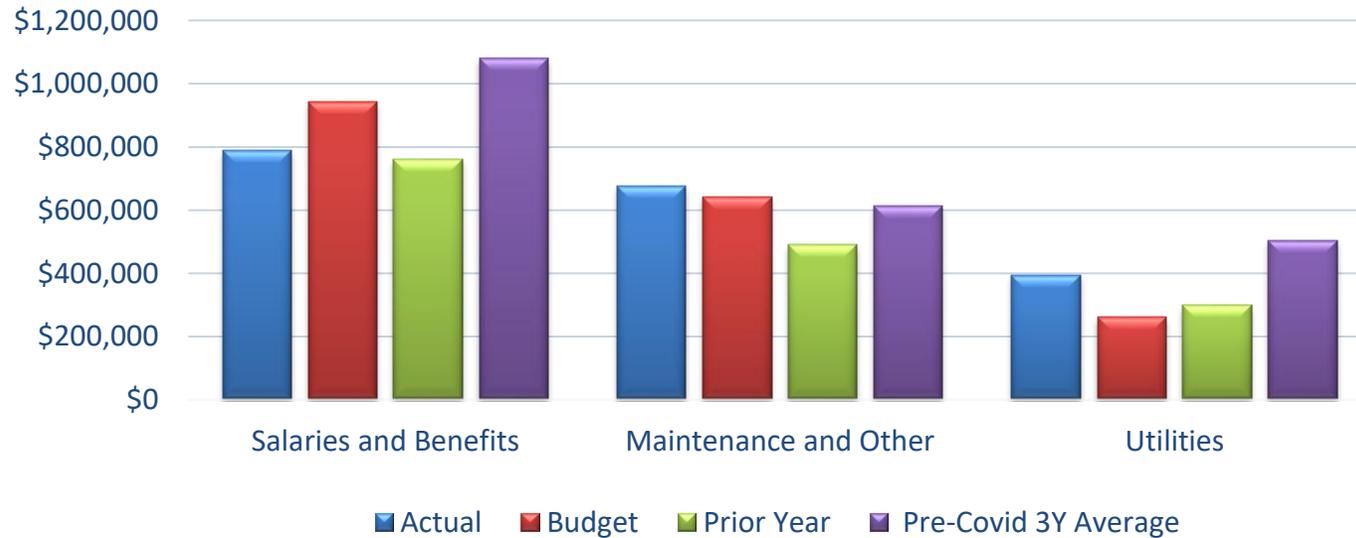
- \$3.6 million gross revenue (before discounts and service provider share)
- \$2.3 million net revenue
- \$1.4 million above budget
- \$0.6 million above prior year and \$1.6 million below Pre-Covid 3Y Average



LACC December 2022 FINANCIALS

OPERATING EXPENSES:

- \$1.9 million (before approved A & I, Capital Projects, and City reimbursement)
- Expenses at budget
- \$0.3 million above prior year and \$0.3 million below Pre-Covid 3Y Average



CITY REIMBURSEMENT – \$0.1 million

Capital and Alterations & Improvements

LACC December 2022 OCCUPANCY

Exhibit Hall Occupancy

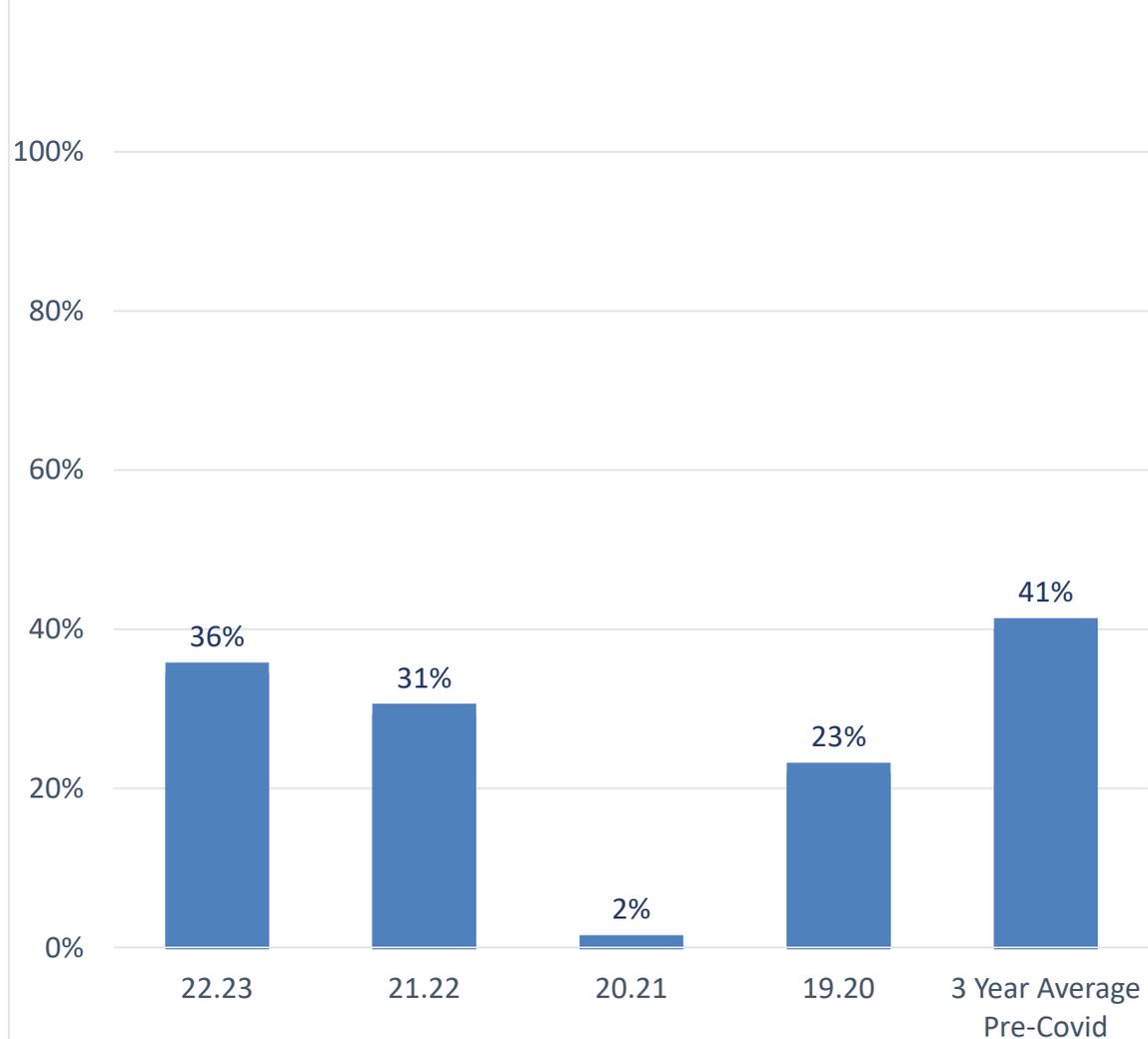
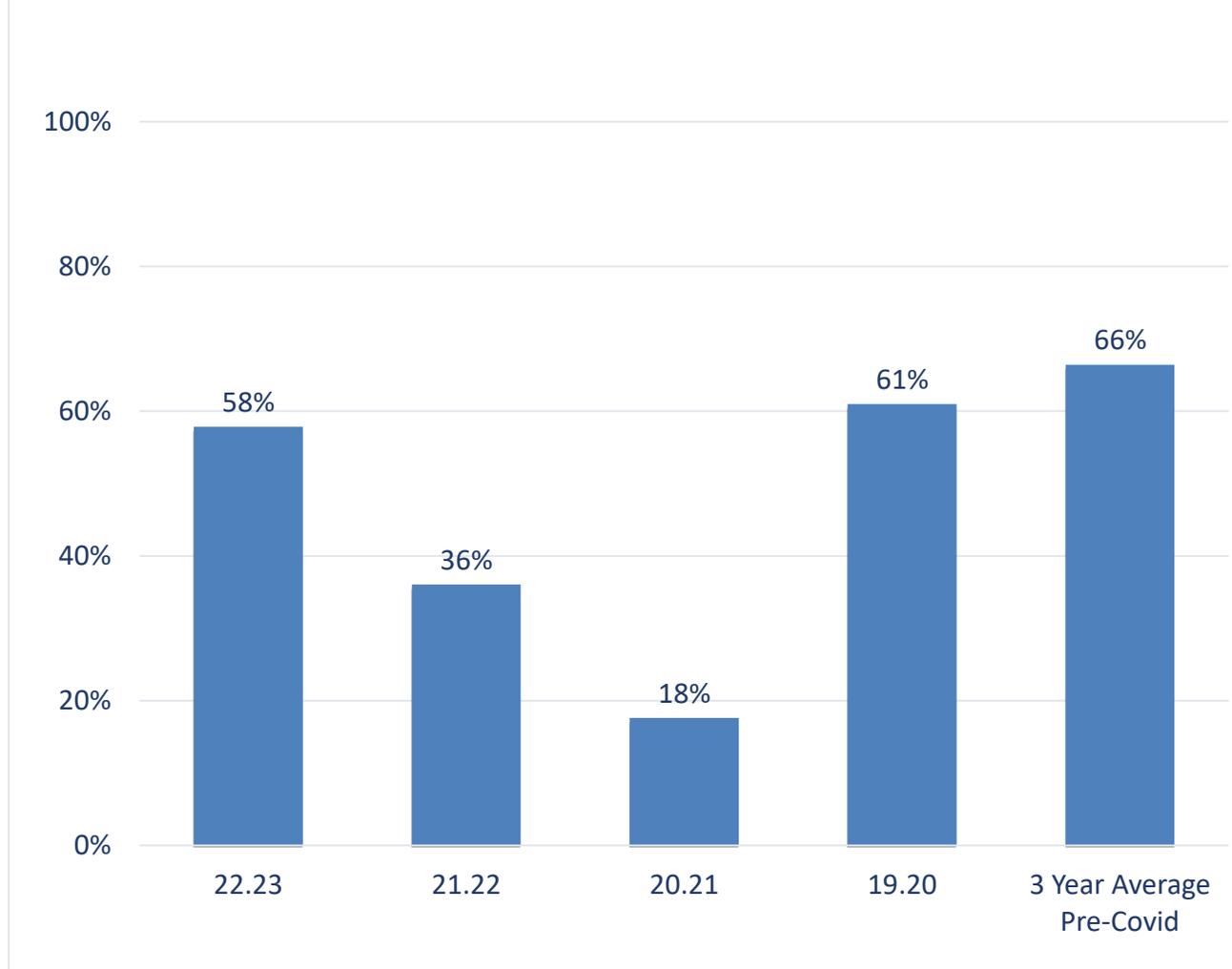


Exhibit Hall Occupancy - (July-December)



Item 4.c.i
LATCB Update
Sales



CTD Board of Commissioners

February 15, 2023



Los Angeles Tourism & Convention Board

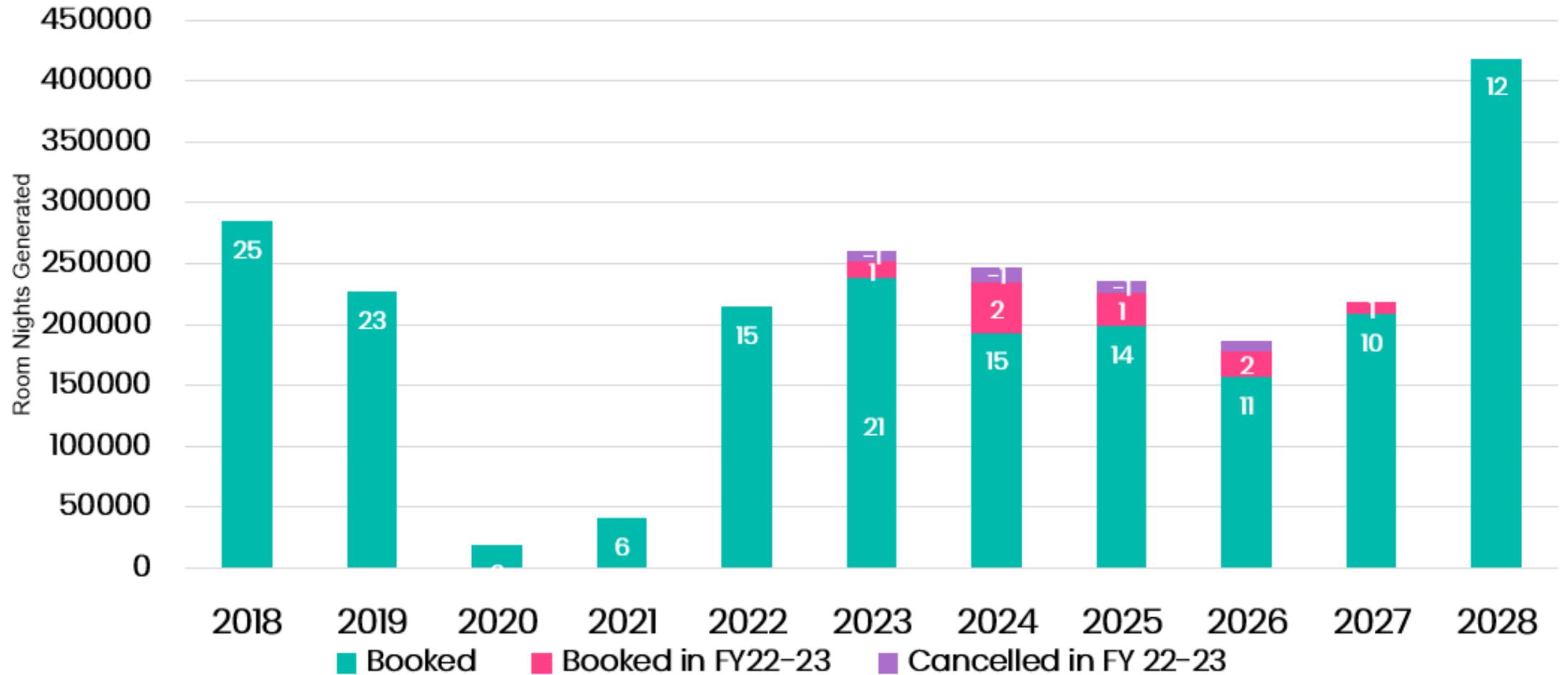
CITYWIDE CONVENTION SALES

YTD FY22/23 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 22/23 Goal	130
FY 22/23 YTD	72
FY 21/22 STLY	67
FY 2017-2019 STLY Average	122

Booked Room Nights Produced	RNs Actual
FY 22/23 Goal	225,760
FY 22/23 YTD	138,170
FY 21/22 STLY	85,988
FY 2017-2019 STLY Average	236,209

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2018-2028 CALENDAR YEAR ARRIVAL DATE



Dated February 8, 2023

CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2023	8,900	0
2024	82,829	26,366
2025	107,565	40,099

YEAR	RNs	Last Update Variance
2026	80,229	-9,750
2027	163,432	-7,950
2028	19,447	0



Item 4.c.ii

LATCB Update

Visit California Highlights





Visit CA Highlights

Darren Green

Chief Sales Officer



VISIT CALIFORNIA PARTNERSHIP

REGIONAL DESTINATION MIXER

Event: February 1, 2023

Program Objectives:

- Provide opportunity to connect DMO partners with Visit California staff and vendors
- Integrate marketing programs and derive content directly from DMO partners and businesses
- Provide interactive learning experience for the Visit California staff



VISIT CALIFORNIA PARTNERSHIP

REGIONAL DESTINATION MIXER



- Showcasing local tourism and the differences & commonalities throughout the Los Angeles region
- Small groups of Visit California staff rotated to explore different destinations and network with DMO partners



Item 4.c.iii
LATCB Update
AAHOA India 101 Training





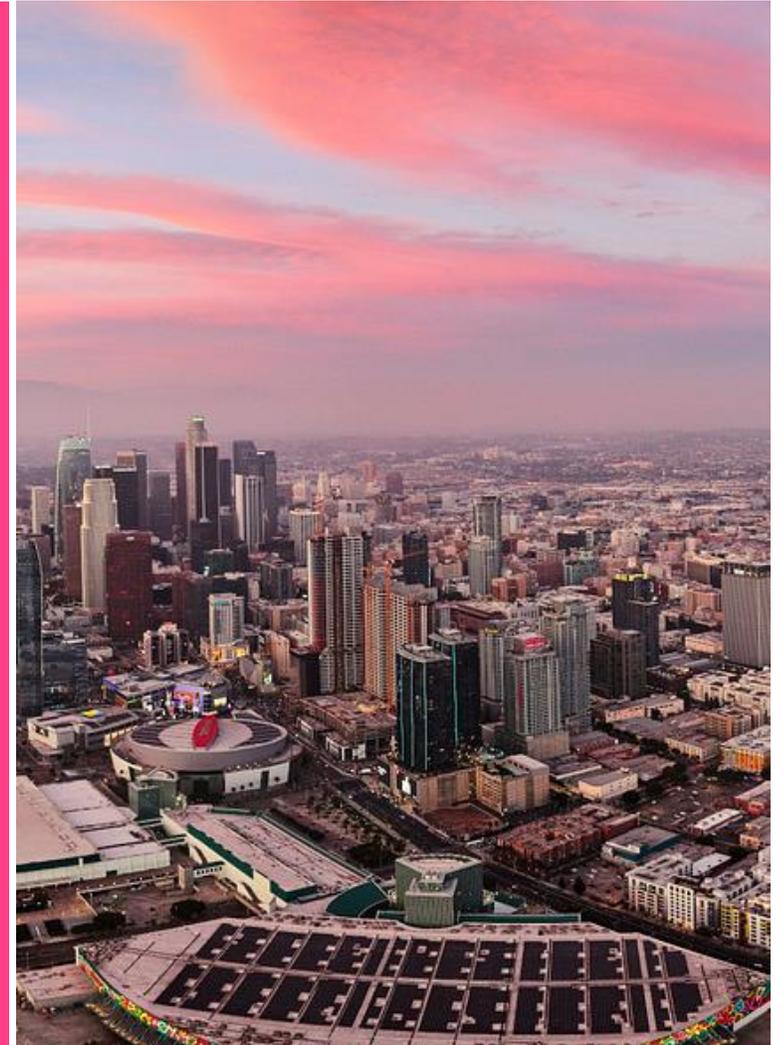
AAHOA India 101 Training

Kathy McAdams

**Senior Vice President,
Convention Sales**

Mary Gallagher

**Vice President, Convention
Sales**



INDIA 101

CULTURAL COMPETENCY WORKSHOP

Event: February 14, 2023

In preparation for welcoming the **Asian American Hotel Owners Association (AAHOA)** Citywide Convention, which will take place **April 12-14, 2023**, at the **Los Angeles Convention Center & Downtown Hotels**, Los Angeles Tourism hosted a cultural immersion workshop that provided a deep dive into the Indian culture, presented by Seema Jain, Founder and CEO of Seva Global.

OVERALL TIPS FOR HOTELIERS

Hotel Openings

- Auspicious dates/times & directions
- Lord Ganesh
- "Vaastu Shastra"
- Puja

Gender Awareness & Generational Awareness

Dining Etiquette

- Who should pay
- Invitation to someone's home / hostess gift
- Table manners
- Vegetarian

Good Business Partner

- Reorient mindset
- Immerse into their culture



INDIA 101

CULTURAL COMPETENCY WORKSHOP



Event Curriculum Included:

- Understanding the foundation and core values of the Indian culture
- Review of Business Etiquette
- Social Norms and how they affect behavior
- Indian Customs
- Indian Food and the importance it plays in culture and business
- How you and your teams can be ready to welcome the AAHOA Attendees
- Best Practices and Recommendations by hotel discipline

INDIA 101

CULTURAL COMPETENCY WORKSHOP

KEY FINDINGS

Oxford Economics Study, AAHOA Ownership & Economic Impact



34K

34,260 AAHOA Member-owned hotels in the U.S.



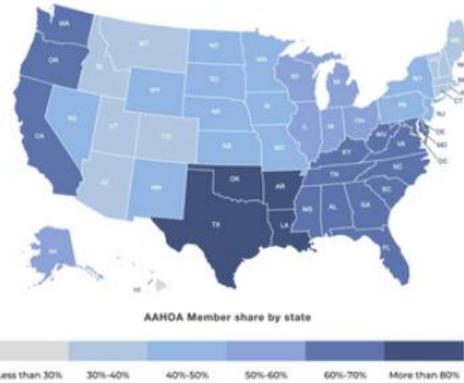
60%

Percentage of U.S. hotels owned by AAHOA Members



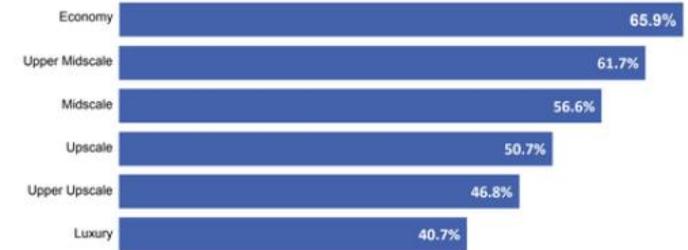
3.1M

Number of guestrooms in AAHOA Member-owned hotels



AAHOA Member Share of U.S. Properties by Hotel Class

AAHOA Members own 60% of the hotels in the United States. The chart below displays the full breakdown of AAHOA Member-owned hotels by class.



1.1M employees work at member-owned hotels, earning \$47B annually

As many employees as FedEx and Home Depot combined



\$789 federal, state, and local taxes

Tax revenue per U.S. household supported by member-owned hotels



3.5M guests stay at member-owned hotels each night

Filling all 30 NFL stadiums and all 31 MLB stadiums combined

\$139B

Hotel sales annually at AAHOA Member properties

\$24B

Capital investment, including reinvestment and new development

4.2M

U.S. jobs supported by member-owned hotels

\$50B

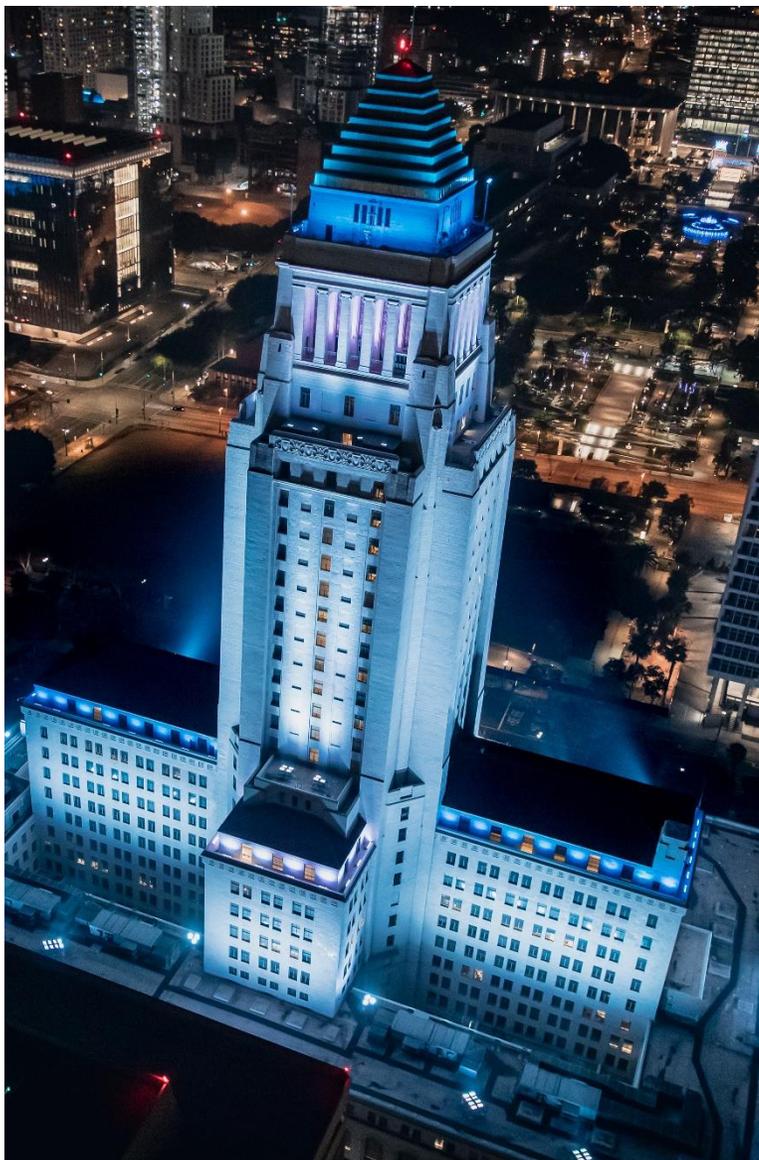
Dollars spent by AAHOA Members with suppliers each year

\$368.4B

Contribution to U.S. GDP, representing a 1.7% contribution overall

Item 4.c.iv
LATCB Update
Spring Creative





Spring Advertising Update

Don Skeoch
Chief Marketing Officer



SPRING ADVERTISING UPDATE

Background

- In FY23, we shifted our advertising campaign from **“Your Comeback Starts Here”** to... **“Now Playing”**
 - At the end of 2022, Visitation recovered to 92% of 2019 and Direct Tourism Spending recovered to 89% of 2019
 - By the end of 2023, Visitation is forecasted to be 99% vs. 2019 and Direct Tourism Spending is forecasted to be 106% of 2019
- Due to limited resources as we recover, we shot both our Fall 2022 and Spring 2023 advertising simultaneously
- In Fall 2022, we ran national advertising based on a very strong ROI *:

<u>Metric</u>	<u>Goal</u>	<u>Actual</u>
Direct Tourism Spend	\$1.7B	\$2.2B
Hotel Revenue	\$125M	\$216M
TOT Delivery	\$16M	\$25M

* All metrics are incremental performance; ROI study conducted by SMARI

- In Spring 2023, we will run advertising in our top spot markets due to limited funding

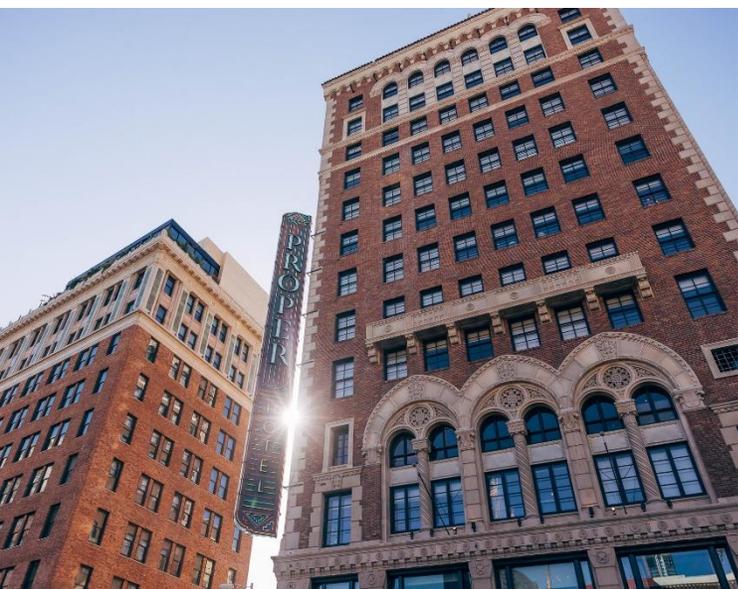
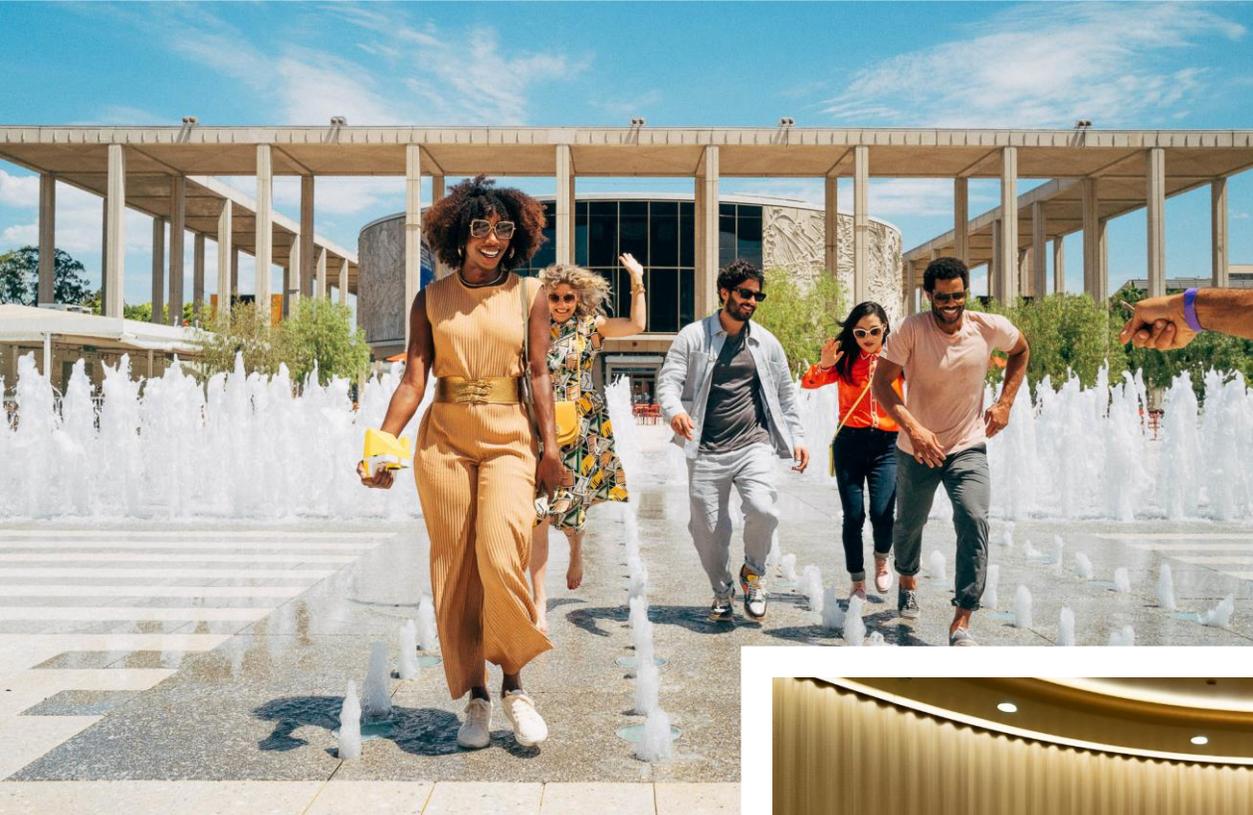
SPRING ADVERTISING UPDATE

Creative



HOLLYWOOD

FEI



**NOW
PLAYING**

EXT. LOS ANGELES

— MORNING



NOW PLAYING

EXT. WALK OF FAME - MORNING
Stars shine different here

Los Angeles

NOW PLAYING

EXT. WATTS TOWERS - DAY
Modern history made here

Los Angeles

EXT. WALT DISNEY CONCERT HALL - DAY
Add to playlist

NOW PLAYING

Los Angeles

NOW PLAYING

EXT. THE MUSIC CENTER - DAY
Add to playlist

Los Angeles

NOW PLAYING

EXT. ANGELS GATE PARK - DAY
When the pick-up game is a win-win

Los Angeles

NOW PLAYING

EXT. BROAD MUSEUM - DAY
Insta-gratification

Los Angeles

NOW PLAYING

CAPITOL RECORDS

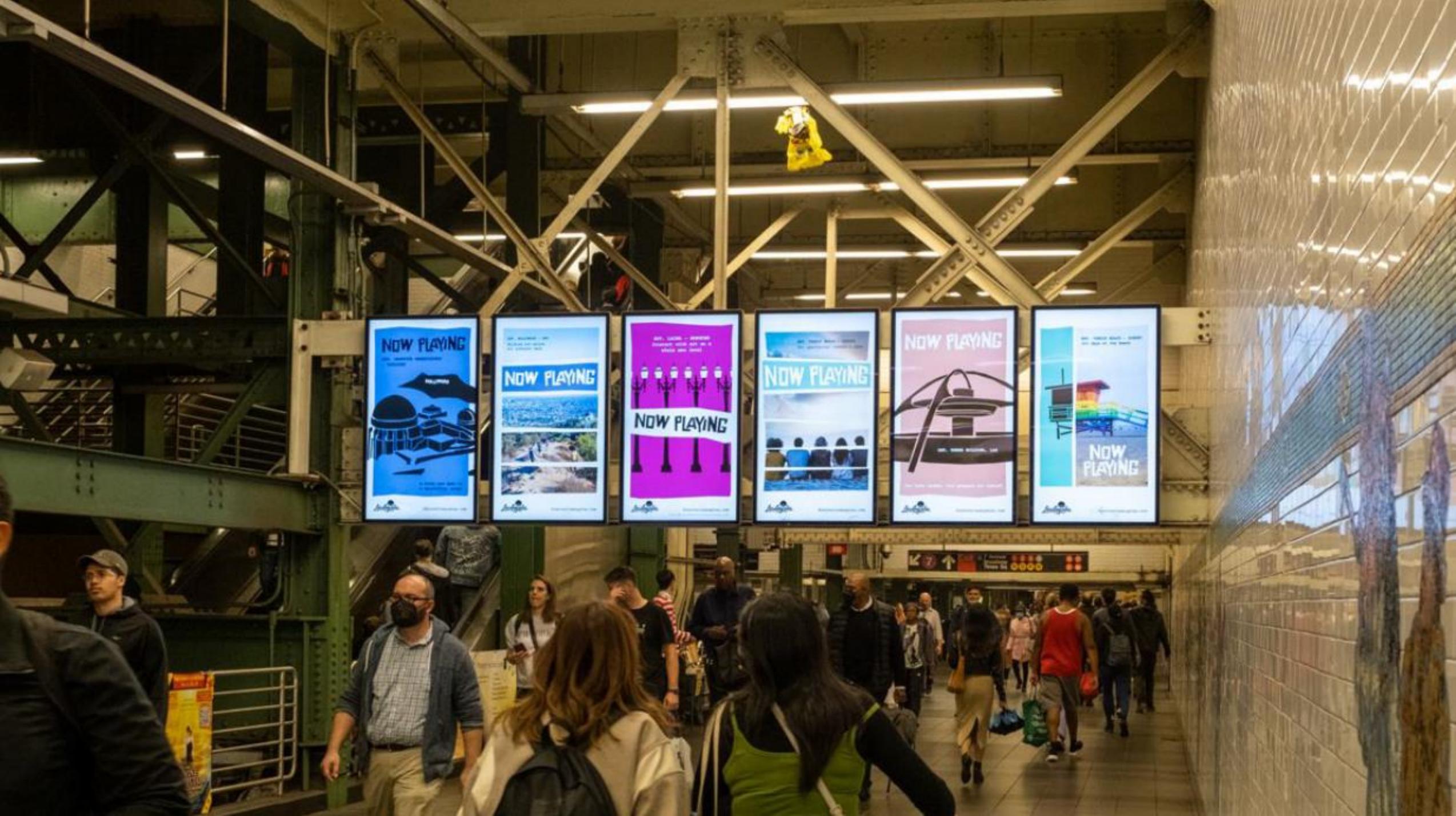
EXT. CAPITOL RECORDS - NIGHT
The heartbeat of Hollywood

Los Angeles

NOW PLAYING

EXT. DOWNTOWN LA - DAY
Walking into the weekend like ...

Los Angeles



Spring 2023 Media Markets

Budget: **\$3,700,000**

Proposed Markets: **NYC, Chicago, DC, Atlanta, Boston, Seattle**

- These six markets make up 88% of the long/short haul market volume
- They have the highest % incrementality as well as incremental volume

Flight Timing: **February 20th to April 21st, 2023**

Communication Objectives: **Awareness, Engagement, Bookings**

- Awareness: Connected TV (CTV), Online Video (YouTube), Out-of-Home
- Engagement: Native, Display Advts., Social Media, SEM

Communication Goal: **3+ Effective Reach to 61% of our target audience**

- Our target audience is Adults 25 to 54 with a HHI of \$100k
- Our recommended media plan will delivery 390M impressions

- QUESTIONS?

THANK YOU



Los Angeles Tourism & Convention Board