



BOARD OF LOS ANGELES DEPARTMENT OF CONVENTION AND TOURISM DEVELOPMENT COMMISSIONERS

Commissioners: Jon F. Vein, President; Ray Bidenost, Vice President;
Nicole Duckett Fricke; Stella T. Maloyan; Otto Padron

Regular Meeting
Wednesday, May 6, 2015
9:00 a.m. – 10:30 a.m.
Los Angeles Convention Center
1201 S. Figueroa Street, L.A. CA 90015
Executive Board Room

1. Call to Order / Roll Call
2. Public Comment
3. Meeting Minutes
 - Approval of Meeting Minutes from April 1, 2015
4. Monthly Reports for March 2015
 - a. AEG – Update by Brad Gessner, Sr. VP & General Manager and Keith Hilsen, VP Finance
 - b. LATCB – Sales Update by Darren Green, Sr. VP Sales
 - Tourism Marketing District Hotels Initiative by Bryan Churchill, VP Hotel Sales
5. Status/Schedule of Design Competition

AGENDA FORECAST / SPECIAL TOPICS:

- | | |
|---------------|---|
| May 20, 2015 | <ul style="list-style-type: none">- CTD Budget for FY15-16- Expansion and Futurization Update / Name Architecture- CIP Update |
| June 3, 2015 | <ul style="list-style-type: none">- Joint Commission Meeting RE: Design Competition |
| June 17, 2015 | <ul style="list-style-type: none">- Monthly Reports for April 2015- LATCB Exhibit Follow-up- LATCB Budget Detail |

Materials related to an item on this agenda submitted to the Board of Los Angeles Convention and Tourism development 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.

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DRAFT

**BOARD OF LOS ANGELES CONVENTION
AND TOURISM DEVELOPMENT COMMISSION**

Meeting Minutes
April 1, 2015
9:00 a.m.

The Board of Los Angeles Convention and Tourism Development Commission (Board) convened a regular meeting on Wednesday, April 1, 2015 at 9:00 a.m. at the Los Angeles Convention Center (LACC), located at 1201 S. Figueroa Street, Los Angeles, CA 90015, in the Executive Board Room.

PRESENT:

Vice President Ray Bidenost
Commissioner Nicole Duckett Fricke
Commissioner Stella T. Maloyan
Commissioner Otto Padron (arrived at 9:17 am)

Tom Fields, Assistant General Manager & COO – Los Angeles Department of Convention & Tourism Development (CTD)
Diana Mangioglu, Assistant General Manager, Finance & Administration – CTD
Glyn Milburn, Business Team Representative – Office of the Mayor
Dov Lesel, Assistant City Attorney – City Attorney's Office
Brad Gessner, Sr. Vice President & General Manager – AEG Facilities
Keith Hilsgen, Vice President, Finance – AEG Facilities
Ellen Schwartz, Vice President, Sales & Marketing – AEG Facilities
Darren Green, Senior VP Sales -
Los Angeles Tourism & Convention Board (LATCB)
Wendy Kheel, VP, Tourism Insights - LATCB
Barbara Kirklighter, Vice President, Revenue Strategy – LATCB
Adria Ybarra, Executive Administrative Assistant – CTD

ABSENT:

President Jon F. Vein

Item 1. Call to Order – Vice President Ray Bidenost called the meeting to order.

Item 2. Public Comment – There was no public comment.

Item 3. Approval of March 18, 2015 Meeting Minutes

APPROVED

Moved by: Commissioner Duckett Fricke
Seconded by: Commissioner Maloyan

Ayes: Vice President Bidenost, Commissioners Duckett Fricke, and Maloyan

Nays: None

Absent: President Vein, Commissioner Padron
(Note: Commissioner Padron arrived after the vote took place.)

Item 4. Monthly Reports for February 2015

- a. Mr. Brad Gessner and Mr. Keith Hilsgen presented the LACC/AEG monthly report.
- b. Mr. Darren Green and Ms. Wendy Kheel presented the LATCB monthly report.

Item 5. Name Architecture for Expansion and Futurization – Continued to April 15, 2015

Discussion – LATCB and Commissioner Padron will not be attending the April 15, 2015 meeting, both will provide Mr. Ovrom with naming options prior to April 15.

APPROVED

Moved by: Commissioner Padron
Seconded by: Commissioner Duckett Fricke

Ayes: Vice President Bidenost, Commissioners Duckett Fricke, Maloyan, and Padron

Nays: None

Absent: President Vein

Item 6. Proposed Budget for FY 2014-15 Operating Surplus (Board Report 15-005) – Receive and File

APPROVED

Moved by: Commissioner Duckett Fricke
Seconded by: Commissioner Padron

Ayes: Vice President Bidenost, Commissioners Duckett Fricke, Maloyan, and Padron

Nays: None

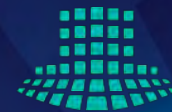
Absent: President Vein

ADJOURNMENT

The meeting was adjourned at 10:00 a.m.

Los Angeles Convention Center Monthly Status Report March 2015

Brad Gessner



Los Angeles Convention Center®

Managed By 

Leader Of the 1st Quarter - 2015



Kathleen Clariett
Event Manager

EMPLOYEE OF THE MONTH – MARCH 2015



Nadine Tiku
Security Officer

LACC MARCH EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>DAILY</u>	<u>ATTENDENCE</u>
Mar. 1	DUB Magazine Custom Auto Show	22,000	22,000
Mar. 6 - 8	Herbalife President's Summit 2015	2,800	8,400
Mar. 6 - 8	Abilities Expo	4,000	9,000
Mar. 7	West Coast Gaming Events	1,000	1,000
Mar. 11 - 13	World Floral Expo	1,500	4,500
Mar. 11 - 14	IHRSA	13,000	52,000
Mar. 13 - 14	LA Marathon Expo	7,000	40,898
Mar. 18	Naturalization Ceremony	15,800	15,800
Mar. 18 - 19	Nurse.com Career Fair	1,000	2,000
Mar. 24 - 26	OFC	13,000	39,000
Mar. 26 - 27	Asian Job Fair	2,000	4,000
Mar. 28	International Networks Team	1,300	1,300
Mar. 28 -30	Spectrum International Beauty Expo	2,500	5,600

TOTAL EVENTS: 13

TOTAL ATTENDENCE: 205,498

LACC MARCH FILMING AND PHOTO EVENTS

<u>Date</u>	<u>Name</u>	<u>Amount</u>
Mar. 4	Locke Motion	\$2,500
Mar. 6 - 11	SuperGirl	\$31,310
Mar. 22	Serial Pictures	\$1,190
Mar. 23 – Apr. 7	Arms the Dudes	\$98,790
Mar. 31	Cooper Barrett Pilot	\$11,610
TOTAL FILMING:		<u>\$145,400</u>

1st Quarter Comparison

2015 – \$308,528

2014 – \$191,190

2013 – \$68,949

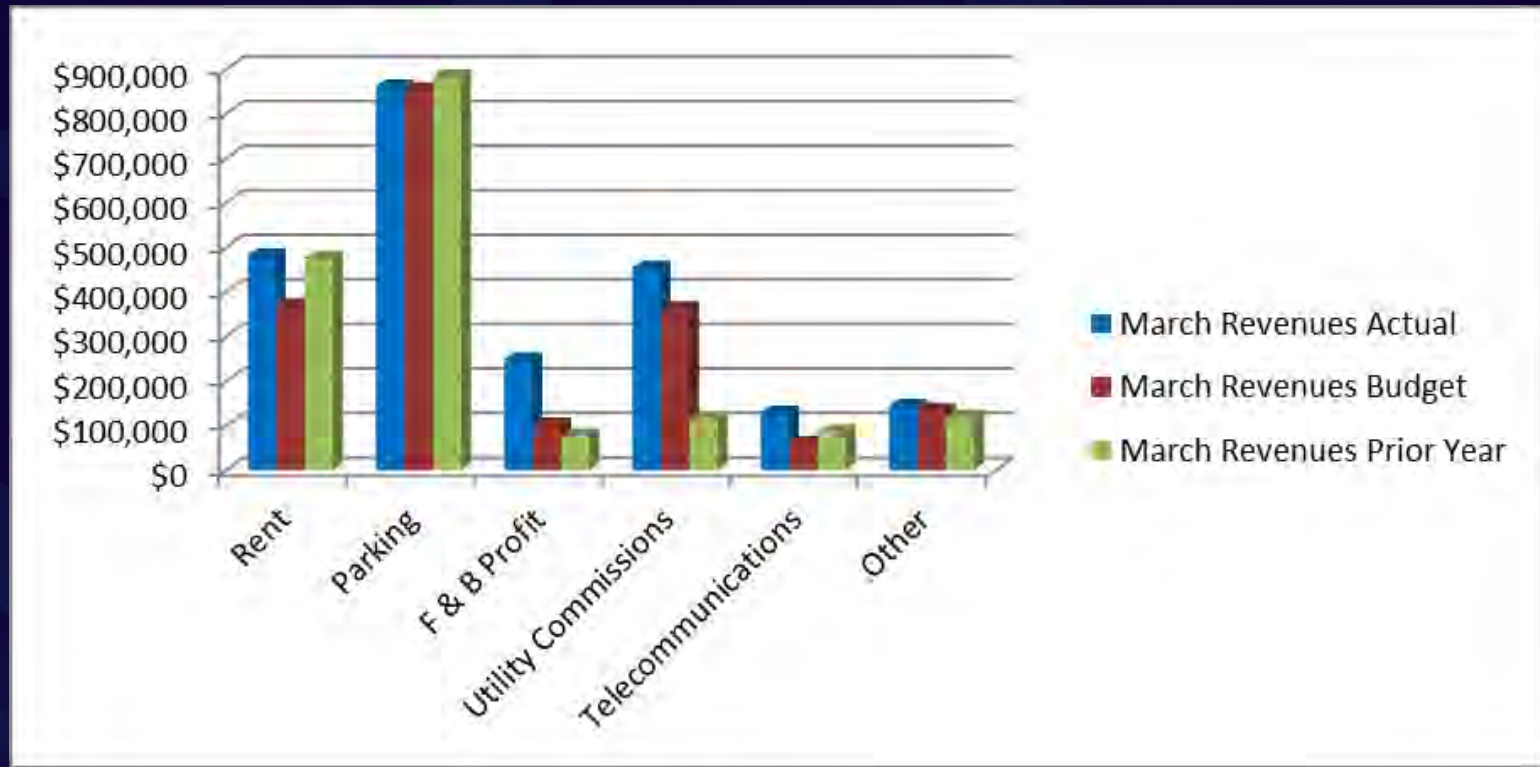
LACC March 2015 Financials

Profit of \$514K; \$435K above budget

REVENUES

\$2.3 Million for March

\$435K improvement to Budget



LACC March 2015 Financials

Expenses

\$1.8 million Million for March
\$2K below budget



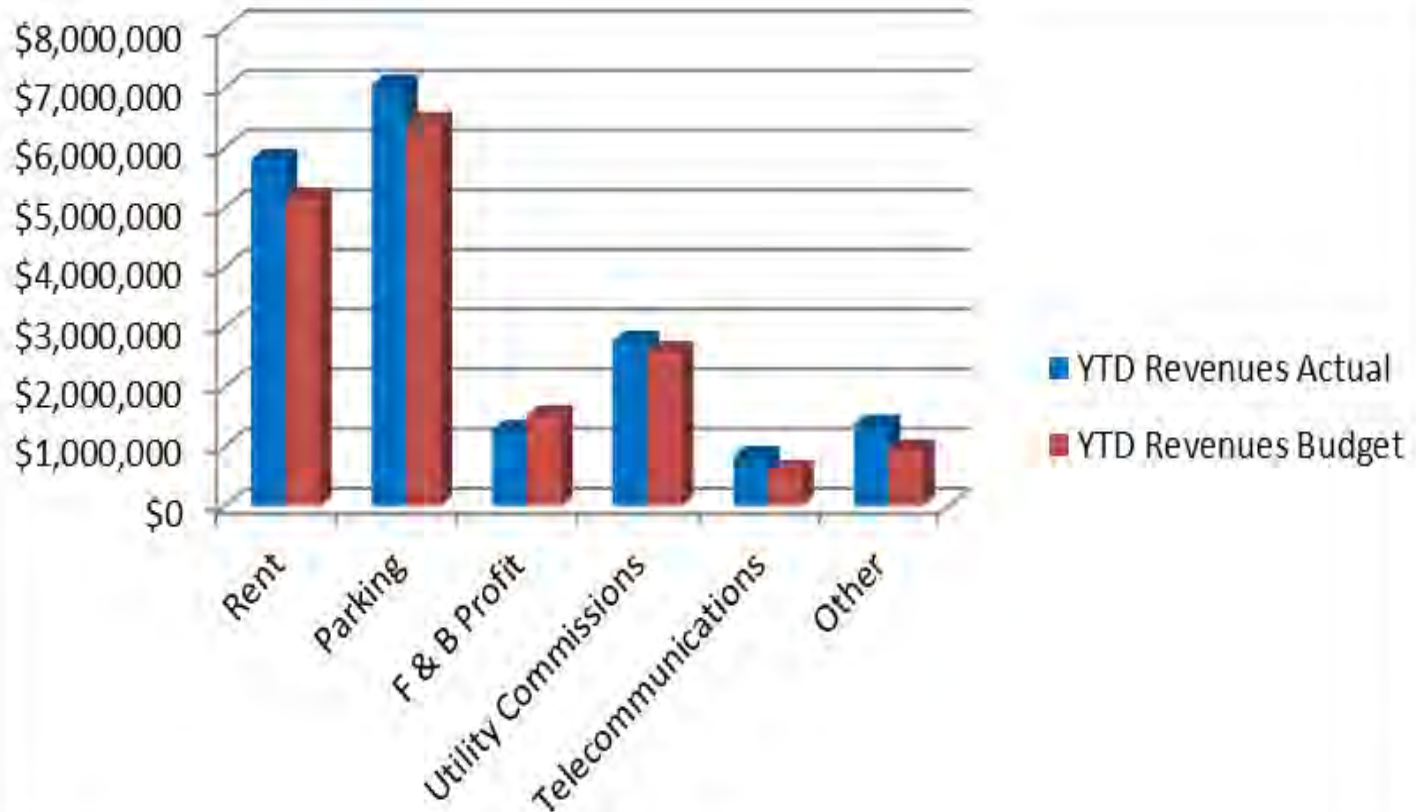
LACC YTD Financials

Profit of \$1.95 million ; \$1.6 million above budget

REVENUES

\$19.1 Million

\$1.8 improvement to Budget

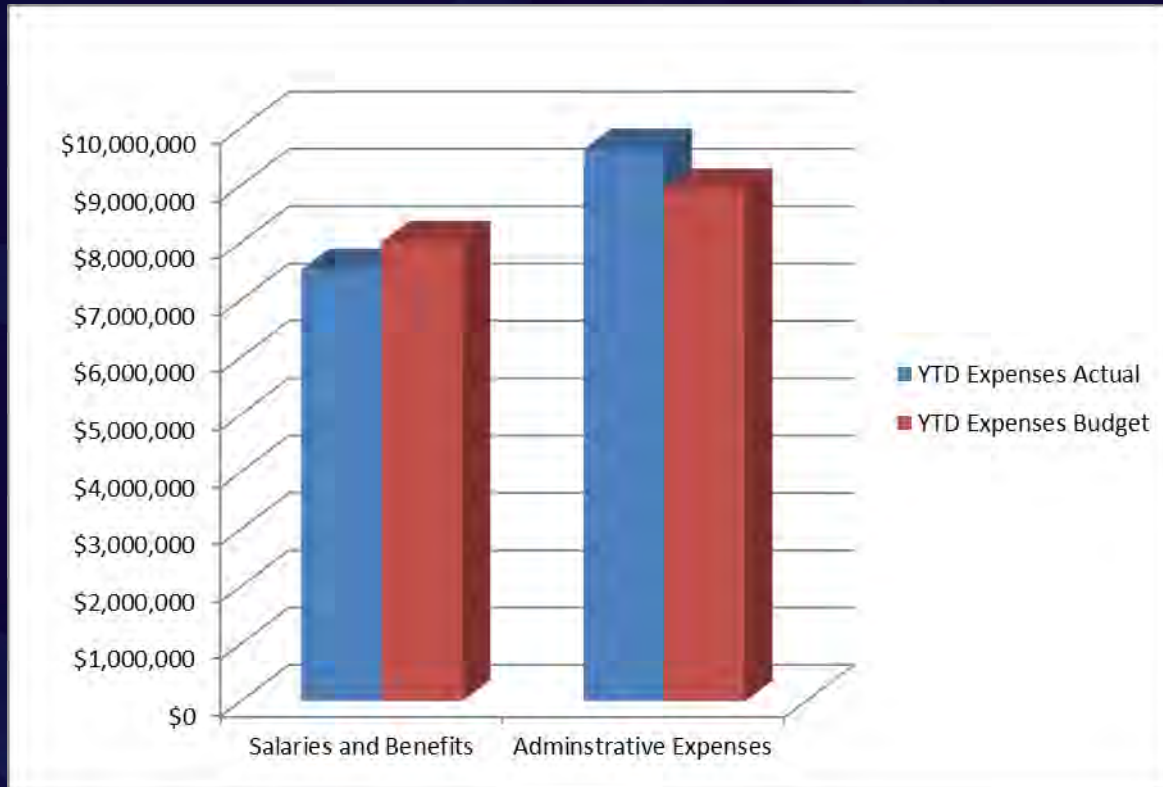


LACC YTD 2015 Financials

Expenses

\$17.2 million

\$203K above Budget



LOOKING FORWARD

- **LEVY**
 - Director of Operations Recruitment
 - Unite HERE Union Negotiations

CTD Board of Commissioners Meeting

May 6, 2015

Los Angeles
TOURISM & CONVENTION BOARD





Citywide Convention Sales Update

Darren K. Green
Senior Vice President, Sales



Citywide Convention Sales FY 14/15 Production Goals

Lead Production	Leads Actual
FY 14/15 Goal	210
FY 14/15 YTD	175
FY 13/14 STLY	158

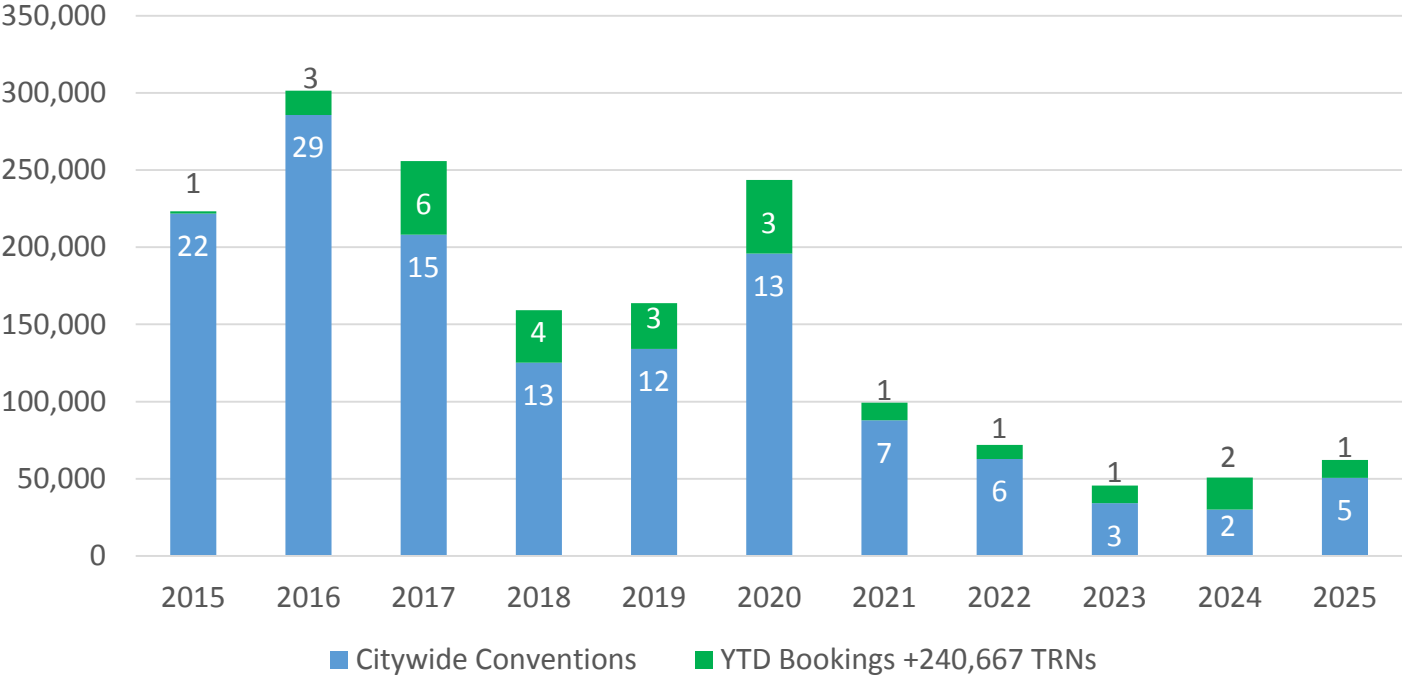
Booked Room Nights Produced	RNs Actual
FY 14/15 Goal	351,000
FY 14/15 YTD	240,667
FY 13/14 STLY	122,582

Sales Pipeline- Future Years

- YTD 14/15 **116 Prospects**, representing **1,406,395 room nights**
- STLY 13/14 **148 Prospects**, representing **1,848,686 room nights**

Dated April 29, 2015

Citywide Convention Sales Booked Room Nights 2015 to 2025 Calendar Year Arrival Date



Dated April 29, 2015



April 2015

Citywide Prospect Site Inspections- 45,240 TRNs

VOLKSWAGEN

GROUP OF AMERICA



VW CREDIT, INC.

Audi Summit
February 2016
8,160 TRNs

Site Date: April 28-30



**GLOBAL
STEM STATES**

STEMFest
August 2017
7,080 TRNs

Site Date: April 6-10



Annual Conference
October 2027
30,000 TRNs

Site Date: April 21-22

National Sales Meeting – April 12-15, 2015

Agenda Day One

- ✓ Citywide Sales Update
- ✓ Hotel Sales Update
- ✓ Sales Strategy Update
- ✓ Client Services Update
- ✓ Communications & PR
- ✓ Marketing Assets Update
- ✓ Sales Associate Update
- ✓ Rollout: B2B Website
- ✓ Breakout Sessions
- ✓ Simpleview Update

Agenda Day Two

- ✓ Executive Update
- ✓ International Sales
- ✓ meetL.A. EXCHANGE
- ✓ GM Reception



meetL.A. EXCHANGE

- Reverse Tradeshow - hotels and venues requesting meeting with Sales Directors
- All day event with 10 minute appointment slots
- Informs partners on activity and updates from feeder markets

	Partners	Sellers	Appointments
Attendees	67	30	461

National Sales Meeting Competitive Destination Information



Competitive Destination Information

SAN FRANCISCO

PLEASE COMPLETE

Number of Hotel Rooms:	Within Walking Distance (1/2 mile) 8,000	Within 1 mile: 15,000	Within 2 miles: 18,000
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CONVENTION CENTER DETAILS

Contiguous sq. ft.:	South Hall 260,000 North Hall 180,000 West Hall 96,000	Meeting space sq. ft.:	140,000
Pre-function sq. ft.:	South Lobby 13K North Lobby 15K West has 3 @ 25K	Wireless: Comp wifi in center	Union: Yes

Additional Convention Center Details: Currently undergoing expansion/renovation of North and South Halls to connect so they will offer 515,000 contiguous space, completion in fall 2018. Adding additional meeting space in new building above South Lobby to expand lobby to 25K, add a 50Ksf divisible ballroom on second level and 3rd level will have 20-24 meeting rooms, varying in size.
Center managed by SMC
20 loading docks in NES, 9 loading docks in West
5,000 parking spaces in walking distance, but none in center

DMO STAFFING & DEVELOPMENT

John Reyes: Executive VP and Chief Customer Officer, Convention Sales and Services

Citywide Team:

Lisa Levin, VP Moscone Expansion and Special Events (Bus. development, industry and Mega Sporting Events)
Leonie Patrick, Senior Director, Moscone Expansion Sales (Major accs, Center Expansion Client Communication)
Ernie Garcia, Director, Citywide Accounts (all corporate including incentive)
Deirdre Lewis, Director, Citywide Accounts (all medical assn accounts, and key repeat for destination)
Wendy Ramirez, Director Citywide Accounts, Northeast/Southeast Region (based in NY)
Donna Del Gallo, Director Citywide Accounts, Mid Atlantic (based in DC)
Mioiwest Director, Citywide Accounts, OPEN POSITION (based in IL)
Note: 70% of biz in Moscone is repeat, 30% is new or rotates through less frequently.

AVERAGE WEATHER

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC
56/46	59/48	60/48	61/49	62/50	64/52	64/53	65/54	68/55	62/51	62/51	56/47

LIFT/ACCESSIBILITY

SFO Airport 3,000 flights weekly, 40 major airlines (15 miles from downtown, \$60 cab fare)
OAK Airport (19 miles from downtown, \$75 cab fare)
SJC Airport (45 miles from downtown, \$100 cab fare)
BART - Sustainable Convention Travel Program, \$8.45 each way to downtown, easy to use, takes about 35 min

RENOVATIONS/NEW DEVELOPMENTS

Hilton Union Square renovating lobby and just finished 1 of 3 tower of rooms renovation
Marriott Marquis finished renovation of City View lounge
Mandarin Hotel rebranded as Loew's 2015
Westin Market Street reflagged to Park Central (Independent hotel, still tied to Starwood Preferred program)
Hilton Union Square now owns Parc 55, join sales team
2016: SOMA Hotel - First new build since 2008 - 250 keys
2016: SF Museum of Modern Art Expansion
2016: Host of Super Bowl 50
Q4 2016-Q4 2017 On-Airport Hotel: Approx. 400 room luxury brand hotel, 25,000 sq.ft. meeting space & 14,600 sq. ft. food and beverage space
2017: Golden State Warriors Pavilion
2017: Transbay Transit Center
2018: Central Subway - Four New Stations
2018: Moscone Center Expansion - Two new floors of column free meeting space, addition creates 515,000 sq.ft. of contiguous exhibit space, Adds approx. 179,000 sq. ft. of flexible meeting space to Moscone North and South

CLIENT SERVICES OFFERINGS

Similar to LA, the client services includes building microsites, CVB Housing (for a fee, they partner with CMR), pre-promotion, maps, welcome letters from officials etc.

KEY ADVANTAGES/DISADVANTAGES

ADVANTAGES: San Francisco
Well known, established as first tier destination, strong visitor draw, people want to go to SF
Recognizable attractions include Alcatraz, Golden Gate Bridge, Pier 39, Ghirardelli square, Nob Hill
Public Transportation and ease to get around, walkability
Smaller city - perception of being more "manageable" 49 square miles vs LA 450 Sq miles
Strong Cultural and Arts community
City image is easier to define than that of LA - which seems more nebulous. SF feels easier to "know."
DISADVANTAGES:
-Weather Fog vs Smog; colder in SFO; weather is less reliable than in LA
-High Room Rates
-Beaches are not as good as in LA
-Shopping rivals LA
-Perception that there is a "Homeless" population that makes the attendee experience not enjoyable

HOW WILL WE WIN THE BUSINESS WHEN COMPETING?

ADDRESS PERCEPTION ISSUES: We need to acknowledge the negative misperceptions tied to LA and overcome with tangible examples of positive to arm planners when pitching LA to their board/decision makers: smog, earthquakes, lack of walkability, traffic congestion issues, lack of subways, difficulty in hosting/moving groups/events in LA, perception of high crime in downtown LA, perception of LA's geographical terrain as being too spread out and not easily navigated. Limited inventory of "Big Box" hotels as opposed to San Francisco.

Los Angeles was named the world's #3 City brand. The research study was conducted by Safarion Brand Consultants. "For cultural variety and sheer glitter, however, L.A. outshines them all. It has training wheels, the New York and London just can't compete with, the amazing beaches to show it off, world class art, movie history, an endless parade of famous attractions, an improving crime rate and a certain well-known sign in the hills."

Group Presentation Cities

1. Anaheim
2. Chicago
3. Denver
4. Las Vegas
5. New Orleans
6. Phoenix
7. San Diego
8. San Francisco
9. Seattle



Trade Shows and Events



Recent Events

- March 25, 2015 – DMAI Destinations Showcase – Washington, D.C. (Debbie Glenn, Angie Martin, Mary Gallagher)
- April 4-7, 2015 - Arabian Travel Market – Dubai, United Arab Emirates (Mary Spellerberg, Francine Sheridan)
- April 9, 2015 – ASAE Springtime – Washington, D.C. (Kathy McAdams, Mary Gallagher, Angie Martin)
- April 20-22, 2015 – Simpleview Summit – Tucson, AZ (Barbara Kirklichter, Bruce McGregor, Korak Taylor)

Upcoming Events

- May 11-14, 2015 – Successful Meetings - Newport Beach, CA (Bryan Churchill, Cory Abke)
- May 18-20, 2015 - HelmsBriscoe Annual Business Conference – Las Vegas, NV (Neil Johnson)
- May 19-20, 2015 – IMEX – Frankfurt, Germany (Bryan Churchill, Mary Spellerberg, Lisa Stewart)
- June 13-16, 2015 – CVENT Connect (Ernie Wooden Jr., Darren Green, Kathy McAdams, Bryan Churchill)

Citywide Pre-Promotions - (March 1- May 31, 2015)

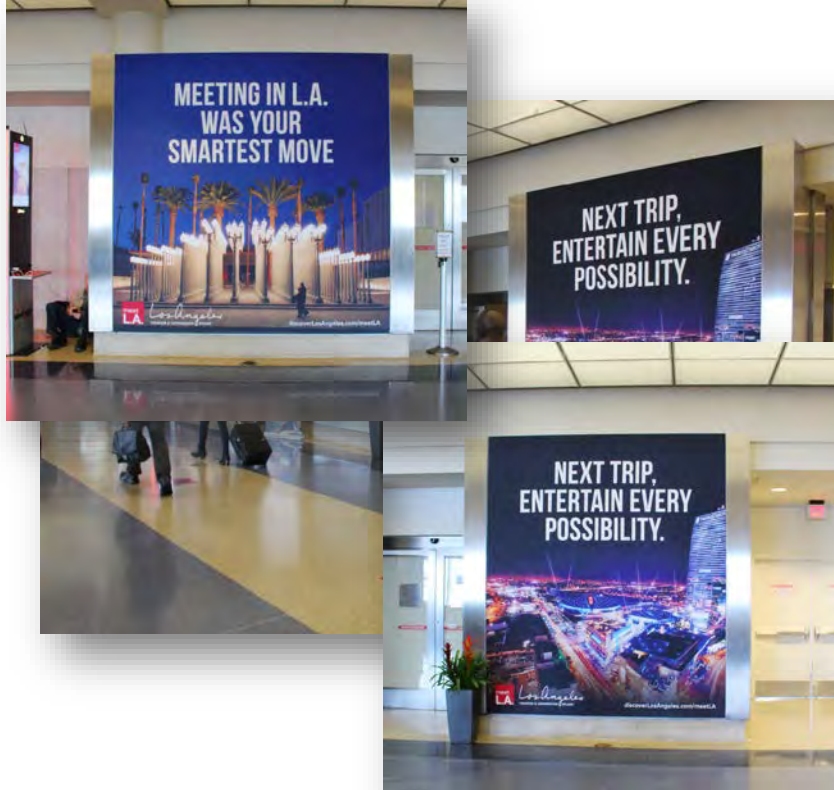
Show Name	Dates	City	Client Services Director	Convention Dates in Los Angeles
American Association for Dental Research	3/11-13/15	Boston	Jacky Jabourian	3/16-19/2016
American Roentgen Ray Society	4/18-22/15	Toronto	Brandy Thigpen	4/17-22/2016
Association of Legal Administrators	5/17-20/15	Nashville	Katrina Aceves	5/21-26/2016
ad:tech	5/19-21/15	San Francisco	Brandy Thigpen	5/11-12/2016
American Society of Colon & Rectal Surgeons	5/31-6/2/15	Avon, MA	Jacky Jabourian	4/28-5/5/2016

L.A.'s Record-Breaking Visitation, Visitor Spending and Tourism Job Growth for 2014

Highlights from May 5th Press Release for National Travel & Tourism Week

- Los Angeles welcomed 44.2 million visitors in 2014 – increase of 4.8% over 2013.
- Record visitor spend of \$19.6 billion increased 6.8% from the previous year, generating \$30.2 billion in total economic impact.
- Tourism contributed to the addition of 25,300 new jobs, making it the L.A. County's leading job growth sector.
- L.A. County's hotels sold a record 28.1 million room nights in 2014, an increase of 3.2% percent over 2013.

New LAX Ad Banners



- Located by American Airlines Admirals Club, Terminal 4
- Ads Targeted at both Group and Leisure
- Runtime- 4+ weeks
- Waived cost of \$75K due to LATCB partnership with LAWA



Self Contained Hotel Sales Update

Bryan Churchill
Vice President, Hotel Sales





Agenda

- TMD Overview
- What is Hotel Sales?
- History vs. Present
- Leadership
- Scale and Scope
- Deployment
- Strategic Priorities
- Production
- Funding
- ROI

Self Contained Hotel Sales Team TMD Overview

- 86 Tourism Marketing Districts in the State of California
- TMD Management Plan directs funds to be dedicated to driving hotel room nights to TMD hotels through increased sales and marketing
- TMD ordinance was formed in June 2011 with a 5-year term
- 1.5% assessment of room rental rate charged to hotel guest
- 180+ hotels within City of Los Angeles (50 rooms or more)
- Governed by TMD Board of Directors- Annual Meeting March 12, 2015



Self Contained Hotel Sales Team

What is Hotel Sales?

- Parameters:
 - ✓ Hotel Meetings - Prospect and book meetings and/or group hotel accommodations, with ten (10) rooms or more on peak, for all member hotels. Can utilize one or more hotels, but must not require Convention Center space.
 - ✓ Center Events - Secure group hotel accommodations, providing within 12 months and **not** meeting Citywide parameters
- “Prime Objective” = Economic Impact (then Branding, Customer, Stakeholder, etc.)
- Goals:
 - ✓ “1.d. Increase number of Self-Contained booked room nights, for all future years, from 190,000 (FY’14) to 250,000 (FY’17).”



Self Contained Hotel Sales Team History vs. Present

- Not “new”, but “*renewed*”
- Original team was supported with TOT funding only
- Previously a 17 person team, reduced to 5 during “downturn”
- Since TMD, now staffed with 12 full time team members
 - ❑ “More with Less” – redirected priorities
 - ❑ Sustainable and more Effective and Efficient model
 - ✓ **Effectiveness** - Deployment, Branding, Inventory and Strategy/Tactics
 - ✓ **Efficiencies** - Deployment, Technologies and Partnerships



Self Contained Hotel Sales Team Scale and Scope

- Sell a total room inventory of 35,054 hotel rooms
- Average hotel size – 276 rooms; 80% of inventory, 400 rooms or less
- 51% “Small Meetings” 100 peak or less
- Representing all regions of the city of Los Angeles – (4) Selling Territories:
 - DT/Hollywood, LAX/Beach Cities, Westside/Luxury, and Valley/Neighboring Regions
 - Includes “Convention Network” hotels – L.A.C.C. “Center Events” – non-Citywide
 - DT - 60% of all Leads, 48% of all Bookings



Self Contained Hotel Sales Team Leadership

- *“Renewed”* and elevated role – based on input from hotel community
- Multi-unit and multi-brand Hotel Sales leadership background
- Build team - 8 new members – Seasoned CVB and Hotel Sales talent
- Execute 3-year Strategic Plan
- In position since TMD collection/funding began – Sept 2011



Self Contained Hotel Sales Team FY 14/15 Primary Strategic Priorities

- City-wide sales team collaboration – leverage “sales presence”
- Drive more business through Meeting Management Companies (MMC’s)- HelmsBriscoe, Conference Direct, Experient, AMEX
- Target growing Small Meetings market
- Increase MICE business development and expand sales effort
- “Assists”- aid member hotels to close business
- Hotel Sales Programming - tradeshow attendance, regional familiarization trips and feeder city sales missions
- More marketing/creative support to enhance LA “meetings brand” awareness and critical destination sales tools



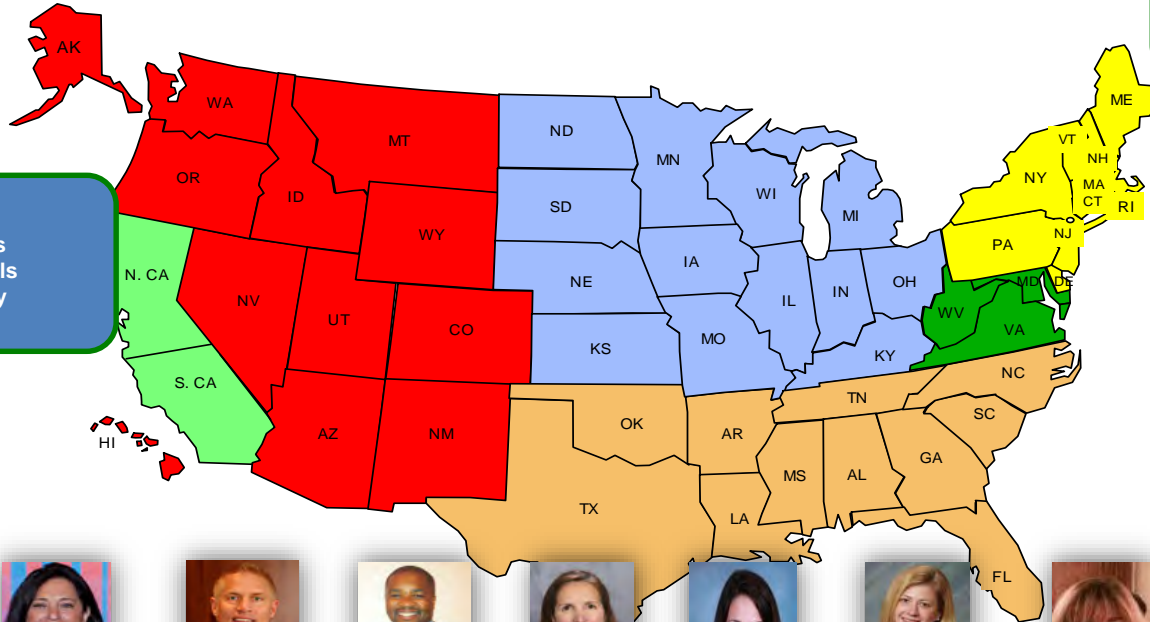
Self Contained Hotel Sales Team National Sales Deployment

Feeder Markets:

- So Cal (Los Angeles)
- Nor Cal (Sacramento)
- West (Las Vegas)
- Southeast (Austin)
- Midwest (Chicago)
- Mid-Atlantic (Baltimore)
- Northeast (New York City)

Targets:

- Geo-Focus
- No Verticals
- Third Party



Brown (NorCal)



Abke (SoCal)



Johnson



McFadyen



Williams



Martin



Janes-Quinn

Self Contained Hotel Sales Team

Destination Sales Team

Targets:

- Local Accounts
- Vertical Segments
- International MICE

Regions:

- Downtown
- Hollywood
- LAX/Beach Cities
- Westside
- The Valley
- Neighboring Regions

International MICE:

- ICCA
- Demand Markets
- China



Ofstad

Gonnella

Kim

Krok

Spellerberg

Valley/Neighboring Regions

Westside/Luxury

Downtown/Hollywood

LAX/Beach Cities

International/ MICE

Self Contained Hotel Sales Team Increased International Focus

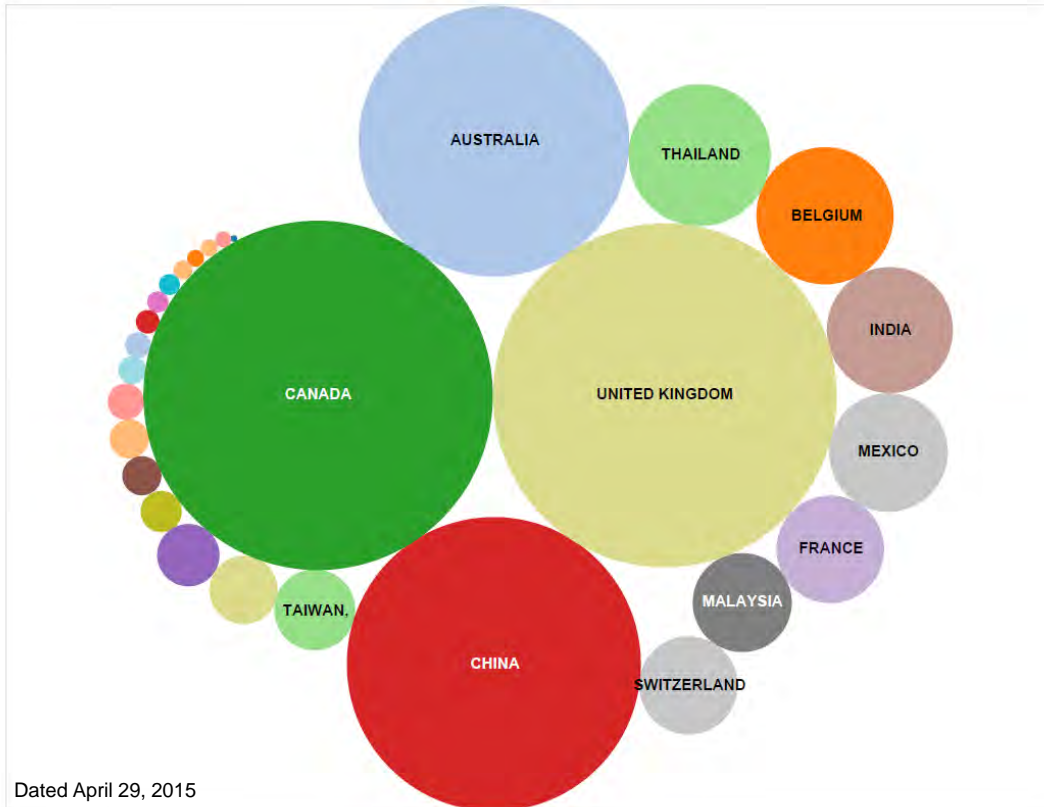
NEW International Sales Director - Mary Spellerberg

- Comprehensive expertise with managing the International market segment
- “Champion” of improved Marketing efforts and Sales tools, including MICE specific communications and Incentive Itineraries
- Tradeshow participation with key shows including: AIBTM and Int’l EIBTM, IMEX and IMEX Frankfurt, and GMITE
- Specialty Market development including: Medical Tourism, Middle East and Luxury (Group and Leisure)



Self Contained Hotel Sales Team

International MICE Leads from 26 Countries FY 9/10 to YTD FY 14/15



Dated April 29, 2015



Canada 56,078



UK 54,235



China 39,711



Australia 33,589

Leads: Requested Room Nights

Self Contained Hotel Sales FY 14/15 Production Goals

Lead Production	Leads Actual
FY 14/15 Goal	1,550
FY 14/15 YTD	1,476
FY 13/14 STLY	1,144

Booked Room Nights Produced	RNs Actual
FY 14/15 Goal	220,000
FY 14/15 YTD	173,367
FY 13/14 STLY	165,603

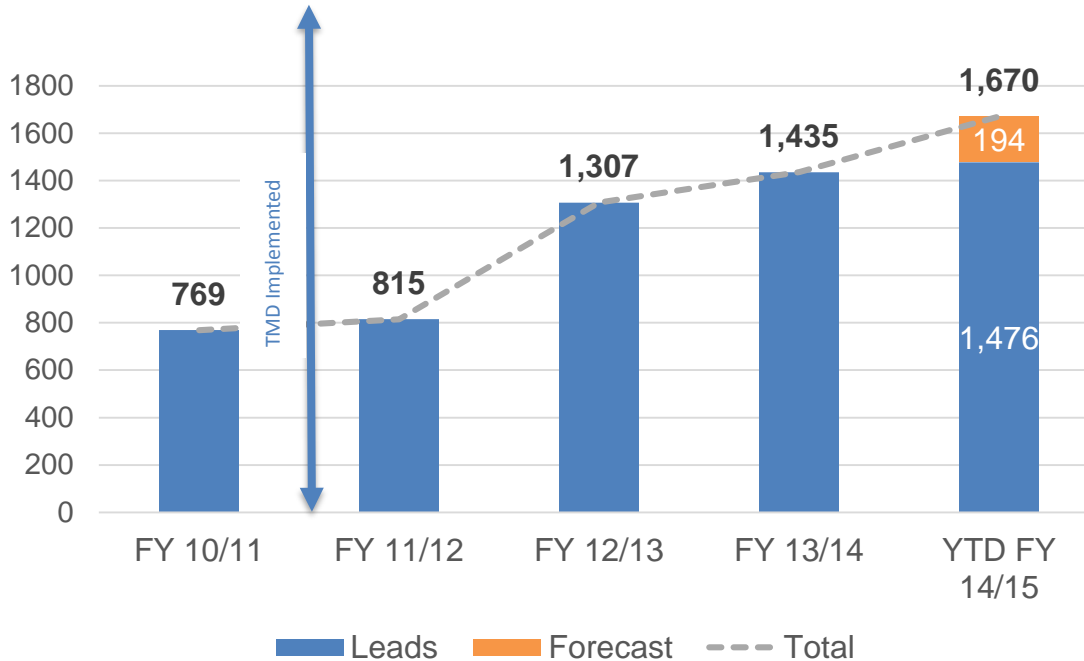
Sales Pipeline - Future Years

- YTD 14/15 747 Prospects, representing 631,162 room nights
- STLY 13/14 584 Prospects, representing 521,742 room nights

Dated April 29, 2015

Self Contained Hotel Sales

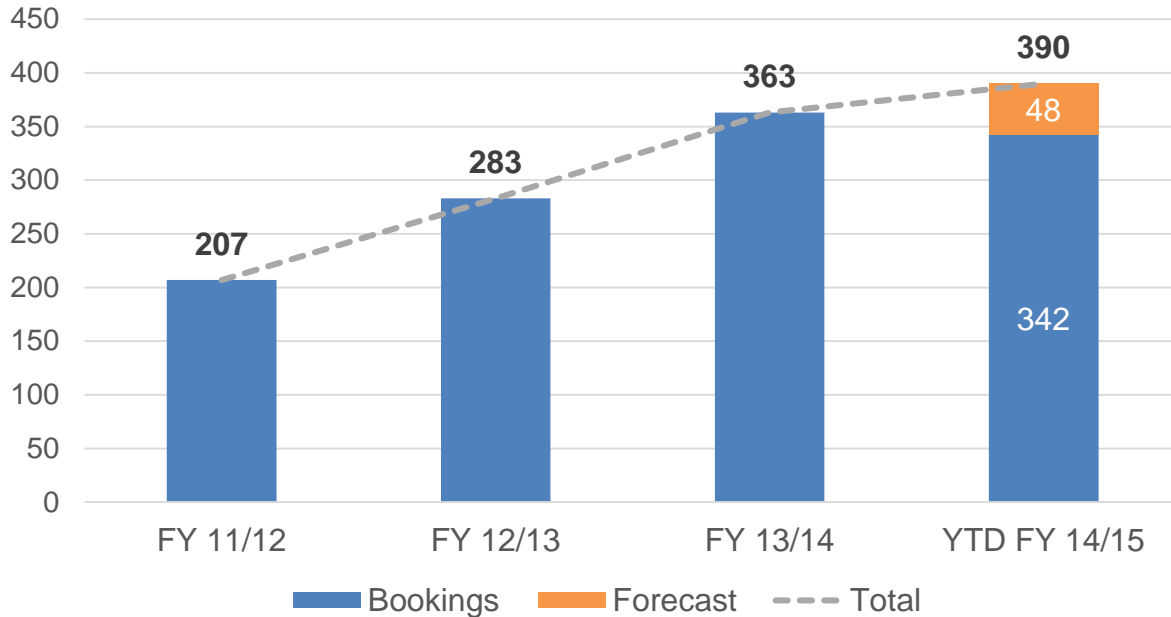
Lead Production with TMD Implementation



FY 14/15 Goal:	1,550
FY 14/15 Revised Forecast:	1,670
FY 14/15 YTD:	1,476
FY 13/14 STLY:	1,144

FY Lead Production projected to increase **16%** year over year, and **105%** since the TMD funded Hotel Sales implementation.

Self Contained Hotel Sales Booking Production with TMD Implementation

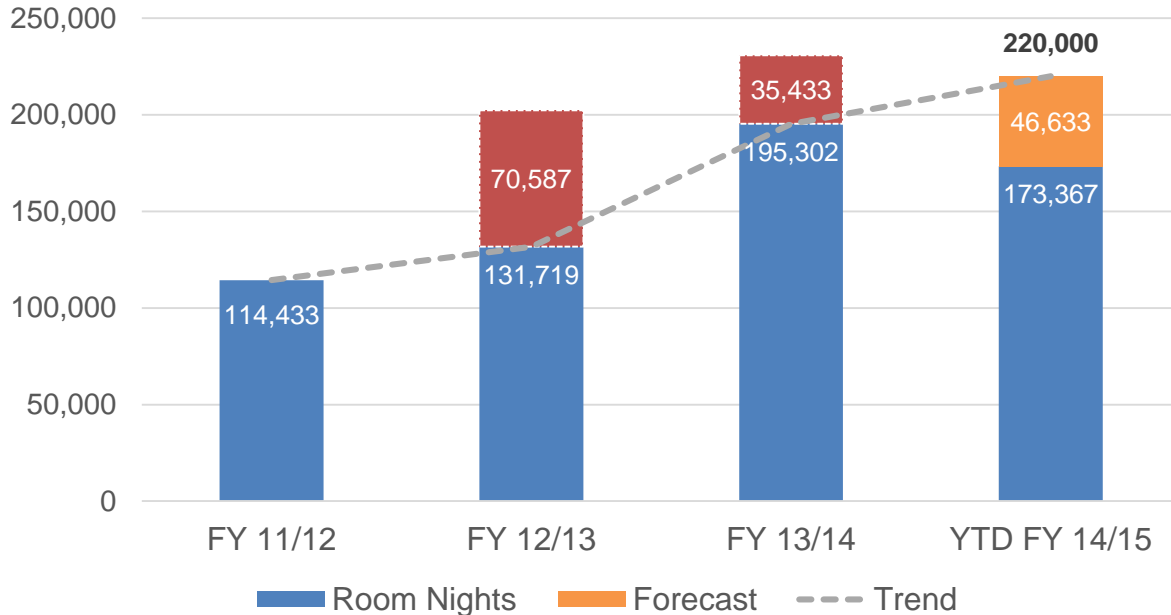


FY 14/15 Goal:	358
FY 14/15 Revised Forecast:	390
FY 14/15 YTD:	342
FY 13/14 STLY:	255

FY Definite Contracts projected to increase **88%** since the TMD funded Hotel Sales implementation.

Self Contained Hotel Sales

Room Night Booking Production with TMD Implementation



FY 14/15 Goal: 220,000
FY 14/15 YTD: 173,367
FY 13/14 STLY: 165,603

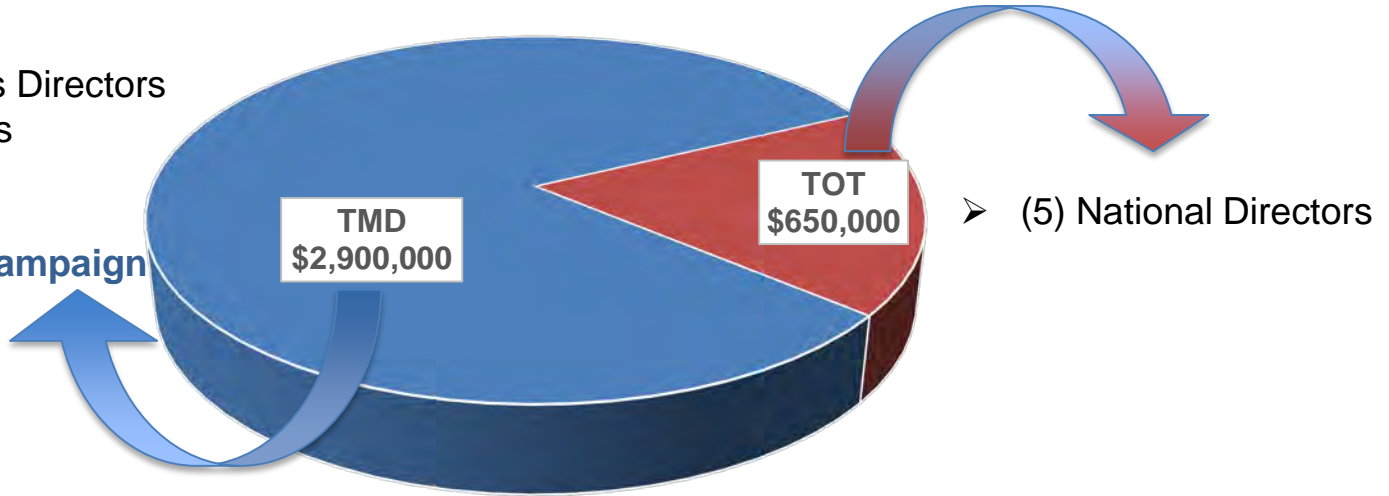
FY Room Night Bookings projected to increase **92%** since the TMD funded Hotel Sales implementation.

Sales Pipeline Requested TRNs
YTD 14/15 631,162
STLY 13/14 521,742

Self Contained Hotel Sales Team FY 14/15 Funding Breakdown

Direct Sales Funding – Self Contained Meetings

- (1) Leadership
- (5) Destination Sales Directors
- (2) National Directors
- **Sales Initiatives:**
 - **Programming**
 - **M&C Media Campaign**
 - **Trade Shows**
 - **Sites**



Total Hotel Sales Funding **\$3.55M**

Total LATCB TMD/TOT Combined Funding **\$41.2M**

Self Contained Hotel Sales Team ROI Details



Before 2011 TMD Funding

- 154K RNs Booked - 5-year historic average
- Low of 112K RNs Booked

Current FY 14/15 Forecast

- 220K RNs - **43% increase** over historical average
 - \$206.61 ADR (Luxury, Upper-upscale)
 - \$45,454,200 Estimated Direct Spend
 - \$3,550,000 Hotel Sales Funding
-
- **13 to 1 ROI**

Thank You

