

Santa Monica 2009 Tourism Economic & Fiscal Impacts and Visitor Profile

Summary: The SMCVB has measured tourism impacts triennially since 1983. The 2009 study results are summarized below. In 2009, Santa Monica's vital travel industry was strong but results were mixed due to the 2008-2009 economic recession. Annual visitor volume rose by 13.5% from 2006/07, reaching a record 6.3 million, led by visitors lodging in private residences and day visitors. However, total visitor spending declined by 5.6% to \$1.1 billion, due to a sharp 22% drop in per-capita spending by all visitor sectors and particularly by day visitors. International visitor volume grew by 12% to 3.0 million in 2009, yet because U.S. resident visitation rose by nearly 15%, U.S. volume again exceeded international visitation. However international visitor spending in Santa Monica was higher than U.S. spending, at \$602 million versus \$553 million, respectively. Tourism activity generated \$34 million in City taxes and supported 11,800 jobs.

Overall Santa Monica Visitor Activity Indicators (2009 vs. 2006/07)

Indicator	2009		2006/07
	Number	% Change (fr. 2006/07)	
Total Number of Visitors ¹	6.33 million	13.5%	5.58 million
Average Length of Stay (days, all visitors)	1.54	6.2%	1.45
Total Annual Visitor Spending	\$1,115.3 billion	-5.6%	\$1,223.3 billion
Per-capita Daily Visitor Spending	\$118.46	-22.4%	\$152.62
Hotel Tax Revenue to City ²	\$27.8 million	-12.9%	\$31.9 million
Visitor Sales Tax Revenue ³	\$6.61 million	-9.1%	\$7.27 million
Santa Monica Jobs Supported by Tourism	11,795	-26.4%	16,030

Source: Lauren Schlau Consulting and CIC Research, Inc.

Total Annual Visitor Spending in Santa Monica by Category (2009 vs. 2006/07)

Indicator	2009			2006/07
	Number	Ratio	% Change	
Shopping/gifts	\$ 353,216,000	30.6%	-24.5%	\$ 467,786,000
Meals	\$ 234,380,000	20.3%	8.0%	\$ 217,024,000
Lodging	\$ 226,032,000	19.6%	-19.0%	\$ 278,897,000
Beverages	\$ 110,471,000	9.6%	64.6%	\$ 67,120,000
Local Transportation/parking	\$ 66,828,000	5.8%	-21.2%	\$ 84,834,000
Groceries/incidentals	\$ 52,665,000	4.6%	187.8%	\$ 18,298,000
Admissions tickets/fees	\$ 51,033,000	4.4%	8.9%	\$ 46,876,000
Activities	\$ 45,565,000	3.9%	256.7%	\$ 12,775,000
Amenities/health/spa	\$ 15,112,000	1.3%	-49.1%	\$ 29,703,000
Total	\$1,155,302,000	100.0%	-5.6%	\$1,223,313,000

Source: Lauren Schlau Consulting and CIC Research, Inc.

Economic Impact of Santa Monica Visitors by Segment (2009)

Visitor Segment	Total Annual Visitors	Ratio	% Chg (prior)	Total Spending	Ratio	% Chg (prior)	Daily Spending per-person	% Chg (prior)
Hotel/Motel	540,900	8.5%	-29.1%	\$470,590,000	40.7%	-24.0%	\$226.10	-11.3%
Private Residence	228,000	3.6%	13.7%	\$270,569,000	23.4%	108.6%	\$128.54	-11.3%
Day Visitors	5,563,900	87.9%	20.5%	\$414,143,000	35.8%	-12.7	\$ 74.43	-27.7%
International	3,033,400	47.9%	12.4%	\$602,141,000	52.1%	8.5%	\$120.78	-19.6%
U.S. Domestic	3,299,400	52.1%	14.5%	\$553,161,000	47.9%	-17.2%	\$116.10	-26.2%

Source: Lauren Schlau Consulting and CIC Research, Inc.

¹ A visitor is someone who resides *outside* of Los Angeles County, in Santa Monica for the day or overnight, for leisure, business, a meeting or special event, but not for regular work or to attend school.

² Based on estimated visitor spending from economic model, not taxes reported by the City of Santa Monica.

³ Sales tax based on estimated visitor spending, not taxes reported by the State or City of Santa Monica

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SUMMARY - SANTA MONICA VISITOR PROFILE (2009 vs. 2006/07) ⁴

Characteristic	2009	2006/07
% Visiting Santa Monica for pleasure/vacation	62%	67%
% International Visitor	36%	48%
% U.S. Resident visitor (excl. California)	50%	39%
% California resident	14%	13%
% First-Time Visitor/Repeat Visitor	63%/37%	57%/43%
Avg. number past visits in past 3 years by repeat visitors	3.0	2.8
% Day Visitors of Total Visitor Volume	88%	83%
% of all Visitors staying overnight in a Santa Monica hotel	26%	30%
% of International visitors staying overnight in a Santa Monica hotel (of all international visitors)	31%	27%
% of U.S. (excl. Cal) visitors staying in Santa Monica hotel	20%	34%
% of California visitors staying overnight in Santa Monica hotel	22%	17%
Average stay in Santa Monica - all overnight visitors (nights)	4.4	3.50
Avg. stay in Santa Monica - all hotel guests (nights)	3.1	3.19
Avg. stay in Santa Monica - home visitors (nights)	6.5	4.46
Santa Monica main destination of this trip	26%	15%
Average travel group size (persons)	2.0	2.62
Average daily spending per person in Santa Monica - all	\$118.46	\$152.62
Average annual household income (prior year)	\$67,900	\$91,100

Source: Lauren Schlau Consulting and CIC Research, Inc.

Visitor Origin – Santa Monica Top Feeder Markets U.S. & International ⁴

U.S. Markets	2009	2006/07	International Markets	2009	2006/07
Base	333	389	Base	293	290
1. California	28.1%	24.6%	UK	10.6%	15.2%
2. New York	7.5%	6.6%	Germany	9.8%	13.8%
3. Arizona	5.8%	6.6%	Australia	8.4%	13.2%
4. Michigan	5.2%	6.3%	Canada - Western	5.8%	7.4%
5. Illinois	3.9%	4.9%	Other Europe	5.6%	5.0%
6. Washington	3.9%	3.3%	Japan	5.1%	4.7%
7. Colorado	2.5%	3.2%	Canada - Eastern	4.7%	4.5%
8. Connecticut	2.5%	3.0%	Hong Kong	4.7%	4.5%
9. Texas	2.5%	2.8%	France	4.5%	3.7%
10. Utah	2.5%	2.6%	New Zealand	4.4%	2.6%
11. Florida	2.4%	1.1%	Scandinavia	4.4%	--
Top U.S. Markets	66.8%	65.0%	Top Markets	68.0%	74.6%

Source: Lauren Schlau Consulting

⁴ The basis of the profile data are responses from 626 interviews conducted on-site quarterly during 2009 among Santa Monica Visitors as defined above.