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### Santa Monica Hosts Travel and Tourism Summit in Support of National Tourism Week

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BusinessWire - --Santa Monica Convention & Visitors Bureau

Celebrates National Tourism Week with YouTube Video Series, Photo Contest and Other Initiatives

Santa Monica kicked off National Tourism Week by hosting the Santa Monica Travel & Tourism Summit on May 7, 2010 at the Loews Santa Monica Beach Hotel. The conference unveiled the economic impact of tourism and the economic outlook for the city as it relates to travel and tourism. Among the key speakers were Caroline Beteta, president and CEO of the California Travel & Tourism Commission, Lauren Schlau, principal of Lauren Schlau Consulting and Jeffrey Lugosi, MAI, senior vice president at PKF Consulting.

"The Santa Monica Travel & Tourism Conference was a great way for Santa Monica to share the importance of the travel and tourism industry as it relates to our local, state, and even national economy. Tourism activity supports nearly 12,000 jobs in Santa Monica alone, and brings in over one-billion dollars to the city, which helps Santa Monica continue to thrive," said Misti Kerns, president and CEO of Santa Monica Convention & Visitors Bureau (SMCVB). "We are thrilled that the California Travel & Tourism Commission was able to join us today, and that together we are able to continue spreading the importance of this industry."

During the summit, the results of the 2009 Santa Monica Tourism Economic Impact Study, conducted triennially since 1983 by Lauren Schlau Consulting and CIC Research, Inc., were presented. The study revealed that despite the 2008-2009 recession, Santa Monica's travel industry remained strong. Annual visitor volume reached a record 6.3 million visitors, a 13.5% leap from 2006/07. International visitor volume grew to 3.0 million, a 12% rise, while U.S. resident visitation increased to 3.3 million, nearly 15% greater than 2006/07. While U.S. travel exceeded International volume, International spending in Santa Monica was higher than U.S. visitor spending, at \$602 million vs. \$553 million, respectively. Given the growth in volume, travel and tourism activity generated \$34 million to the City in hotel and retail sales taxes and supported 11,800 jobs in 2009.

Among the top International travel markets, were the United

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