



Santa Monica 2016 Summary Tourism Economic & Fiscal Impacts, Visitor Profile

Summary: The SMCVB has tracked tourism since 1983. The 2016 results are shown below and compared to 2015. For 2016, Santa Monica's vital travel industry was strong and continued record growth for total visitor volume, up .9% to 8.3 million (from 8.3 million in 2015). Of these 7.32 (7.27) million were Day visitors, 744,400 (735,400) were Hotel guests and 326,300 (348,000) stayed in Other lodging. 2016 length of stay was 1.37 (versus 1.41) nights, dampening total visitor days by -2%. Total direct visitor spending reached \$1.87 billion, up 1% from \$1.84 in 2015, generating \$62.6 (\$58.6) million of lodging and sales taxes to the City, a robust 7% rise. Tourism supported 13,300 (13,500) local tourism related jobs. Thus, Santa Monica's tourism industry remained solid, producing record volume, spending, taxes with softening of International visitation and spending.

1. Overall Santa Monica Visitor Activity Indicators (2016 vs. 2015)

Indicator	2016		2015
	Number	% Change	
Total Number of Visitors ¹	8,408,350	+9%	8,330,850
Average Length of Stay (days, all visitors)	1.37	-2.3%	1.41
Total Visitor Days	11,484,900	-2.1%	11,731,600
Total Annual Visitor Spending	\$1.87 billion	1.4%	\$1.84 billion
Per-capita Daily Visitor Spending	\$163	3.6%	\$157
Hotel Tax Revenue to City (from non-local visitors)	\$50,938,600	9.2%	\$46,659,900
Visitor Retail Sales Tax Revenue to City ²	\$11,883,450	-4%	\$11,932,400
Santa Monica Jobs Supported by Tourism	13,256	-1.6%	13,500

Source: Lauren Schlau Consulting and CIC Research, Inc. for Santa Monica Travel & Tourism

2. Total Annual Visitor Spending in Santa Monica by Category (2016 vs. 2015)

Indicator	2016		% Change 2016/2015	2015	
	Spending	Ratio		Spending	Ratio
Lodging	\$ 418,823,871	22.4%	9.1%	\$ 383,944,090	21.7%
Meals	\$ 341,006,642	18.3%	-6.2%	\$ 363,539,538	21.7%
Beverages	\$ 169,650,807	9.1%	-1.9%	\$ 172,904,340	9.0%
Shopping/gifts	\$ 787,043,875	42.1%	2.0%	\$ 771,736,538	36.3%
Admissions fees	\$ 22,711,053	1.2%	-30.8%	\$ 32,798,992	3.3%
Activities	\$ 18,187,554	1.0%	-18.0%	\$ 22,173,840	1.2%
Daily Transport/Parking	\$ 52,697,413	2.8%	-11.1%	\$ 59,284,638	4.0%
Spa/Beauty/Health Club	\$ 34,930,047	1.9%	105.6%	\$ 16,992,101	1.5%
Groceries/other	\$ 22,375,644	1.2%	18.8%	\$ 18,838,997	1.2%
Total	\$ 1,867,426,905	100.0%	1.4%	\$ 1,842,213,074	100.0%

Source: Lauren Schlau Consulting and CIC Research, Inc. for Santa Monica Travel & Tourism

3. Economic Impact of Santa Monica Visitors by Segment (2016)

Visitor Segment	Annual Visitors	Ratio	% Chg (prior)	Annual Visitor Spending	Ratio	% Chg (prior)	Daily Spend per-person	% Chg (prior)
Hotel/motel	744,384	8.9%	.9%	\$ 898,921,186	48.1%	-4.5%	\$388	8.1%
Other paid lodging ³	173,682	2.1%	n/a	\$ 183,825,377	4.4%	n/a	\$202	n/a
Unpaid/private lodging ³	174,288	2.1%	6.6% ³	\$ 81,402,871	9.8%	22.6% ³	\$86	22.2% ³
Day Visitors	7,315,999	87.0%	.6%	\$ 703,277,471	37.7%	2.7%	\$96	2.1%
International	3,963,300	47.1%	-1.2%	\$ 945,640,600	50.6%	-8.3%	\$164	-4.4%
U.S. Domestic	4,445,000	52.9%	2.9%	\$ 921,792,300	49.4%	13.7%	\$161	13.7%

Source: Lauren Schlau Consulting and CIC Research, Inc. for Santa Monica Travel & Tourism

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 Lodging and Sales tax based on estimated visitor spending and taxes reported by the City of Santa Monica

³ This year Other paid lodging and Private (unpaid) lodging are separate; however percent change is for the combined category.



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4. SUMMARY - SANTA MONICA VISITOR PROFILE (2016 vs.2015)³

Characteristic	2016	2015
% International Visitor	47%	48%
% U.S. Resident visitor (excl. California)	37%	35%
% California resident	16%	17%
% First-Time Visitor/Repeat Visitor (past three years)	59%/41%	61%/39%
Avg. number past visits in past 3 years by repeat visitors	2.8	2.4
% Mainly visiting Santa Monica for pleasure/vacation	59%	64%
Santa Monica main destination of this trip	15%	15%
% Overnight/% Day Visitors	87%/13%	13%/87%
% Staying in a Santa Monica hotel: all Visitors/of overnight visitors	9%/68%	9%/69%
% of International visitors staying overnight in a Santa Monica hotel	11%	10%
% of all U.S. (excl. Cal) visitors staying in Santa Monica hotel	9%	10%
Average stay in Santa Monica - all overnight visitors (nights)	3.8	4.2
Avg. stay in Santa Monica - all hotel guests (nights)	3.1	3.6
Avg. stay in Santa Monica – other paid and unpaid lodging guests (nights)	5.3	5.7
Average travel group size (persons)	2.6	2.9
Average daily per-person spending in Santa Monica (all visitors)	\$163	\$157
Median annual household income	\$87,600	\$93,800

Source: Lauren Schlau Consulting and CIC Research, Inc. for Santa Monica Travel & Tourism

5. Visitor Origin – Santa Monica’s Top U.S. & International Feeder Markets

Top U.S. Feeder Markets (>2%)		Top International Feeder Markets (>3%)	
(share of U.S.)	Share	(share of Int’l.)	Share
California	29.4%	Australia/New Zealand	12.9%
Texas	5.7%	England	10.2%
Nevada	4.9%	Scandinavia	7.5%
New York	4.9%	Mexico	7.5%
Arizona	4.3%	Germany	6.0%
Florida	3.8%	Eastern Canada	4.8%
Illinois	3.1%	Western Canada	4.6%
Colorado	2.5%	Japan	4.2%
Oregon	2.4%	Other Middle East	3.4%
Washington	2.3%	Italy	3.2%
Ohio	2.3%	Other West. Europe	3.0%
New Jersey	2.2%	Top 11	67.3%
Massachusetts	2.2%		
Virginia	2.0%		
Top 14	72.0%		

Source: Lauren Schlau Consulting and CIC Research, Inc. for Santa Monica Travel & Tourism

³ Profile data based on 1,643 on-site interviews (410 quarterly) during 2016 among Santa Monica visitors as defined.