

## Santa Monica 2015 Summary Tourism Economic & Fiscal Impacts, Visitor Profile

**Summary:** SMTT has tracked tourism since 1983. The 2015 results are shown below and compared to 2014. For 2015, Santa Monica's vital travel industry was strong and continued record growth, with total visitor volume rising by 5.3% to 8.3 million (from 7.9 million in 2014). Of these 7.3 million were Day visitors, 735,400 were Hotel guests and 326,300 stayed in Other lodging. Length of stay dipped slightly in 2015, such that total visitor days rose, but only by 3% (versus 5% for total visitor volume). 2015 total direct visitor spending reached \$1.84 billion, up nearly 7% from \$1.72 in 2014, generating \$58.6 (\$56.1) million of lodging and sales taxes to the City, a 4.4% rise, and supported 13,500 (13,700) local tourism related jobs. However, 2015 International visitation lost nearly 9% to 4.0 million, while U.S. volume leaped by 23% to 4.3 million. However, higher International per-capita daily spending of \$171 generated total spending of \$1.0 billion versus \$810 million for U.S. visitors. Thus, Santa Monica's tourism industry remained solid, producing record volume, spending, taxes with softening of International visitation yet with much higher spending.

### 1. Overall Santa Monica Visitor Activity Indicators (2015 vs. 2014)

Indicator	2015		2014
	Number	% Change	
Total Number of Visitors <sup>1</sup>	8,330,850	5.3%	7,914,700
Average Length of Stay (days, all visitors)	1.41	-2.1%	1.44
Total Visitor Days	11,731,600	2.8%	11,413,300
Total Annual Visitor Spending	\$1.84 billion	6.8%	\$1.72 billion
Per-capita Daily Visitor Spending	\$157.00	4.0%	\$ 151.00
Hotel Tax Revenue to City	\$46,659,900	2.5%	\$45,523,900
Visitor Retail Sales Tax Revenue <sup>2</sup>	\$11,932,400	12.4%	\$10,620,300
Santa Monica Jobs Supported by Tourism	13,500	-1.5%	13,700

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

### 2. Total Annual Visitor Spending in Santa Monica by Category (2015 vs. 2014)

Indicator	2015			2014	
	Spending	Ratio	% Change	Spending	Ratio
Lodging	\$ 383,944,090	20.8%	2.5%	\$ 374,596,700	21.7%
Meals	\$ 363,539,538	19.7%	-2.8%	\$ 374,115,300	21.7%
Beverages	\$ 172,904,340	9.4%	10.9%	\$ 155,874,700	9.0%
Shopping/gifts	\$ 771,736,538	41.9%	23.3%	\$ 625,696,500	36.3%
Admissions fees	\$ 32,798,992	1.8%	-42.7%	\$ 57,193,000	3.3%
Activities	\$ 22,173,840	1.2%	2.9%	\$ 21,552,700	1.2%
Daily Transport/Parking	\$ 59,284,638	3.2%	-14.2%	\$ 69,075,900	4.0%
Spa/Beauty/Health Club	\$ 16,992,101	0.9%	-33.0%	\$ 25,355,200	1.5%
Groceries/other	\$ 18,838,997	1.0%	-12.1%	\$ 21,424,300	1.2%
<b>Total</b>	<b>\$ 1,842,213,074</b>	<b>100.0%</b>	<b>6.8%</b>	<b>\$ 1,724,884,400</b>	<b>100.0%</b>

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

### 3. Economic Impact of Santa Monica Visitors by Segment (2015)

Visitor Segment	Annual Visitors	Ratio	% Chg (prior)	Annual Visitor Spending	Ratio	% Chg (prior)	Daily Spend per-person	% Chg (prior)
Hotel/motel	735,357	8.8%	-5%	\$ 940,818,856	51.1%	4.3%	\$ 359.41	2.2%
Other lodging	326,300	3.9%	6.1%	\$ 216,311,199	11.7%	-16.1%	\$ 117.26	-9.9%
Day Visitors	7,269,197	87.3%	5.8%	\$ 685,083,019	37.2%	21.2%	\$ 94.24	14.5%
International	4,013,000	48.2%	-8.7%	\$ 1,031,657,000	<b>56.0%</b>	5.1%	\$ 171.05	15.8%
U.S. Domestic	4,317,900	51.8%	22.7%	\$ 810,557,000	44.0%	9.1%	\$ 142.20	-8.8%

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

<sup>1</sup> 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.

<sup>2</sup> Lodging and Sales tax based on both estimated visitor spending and taxes reported by the City of Santa Monica

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4. SUMMARY - SANTA MONICA VISITOR PROFILE (2015 vs.2014)<sup>3</sup>

Characteristic	2015	2014
% International Visitor	48%	55%
% U.S. Resident visitor (excl. California)	35%	30%
% California resident	17%	15%
% First-Time Visitor/Repeat Visitor (past three years)	61%/39%	61%/39%
Avg. number past visits in past 3 years by repeat visitors	2.4	2.9
% Mainly visiting Santa Monica for pleasure/vacation	64%	67%
Santa Monica main destination of this trip	15%	17%
% Overnight/% Day Visitors	13%/87%	13%/87%
% Staying in a Santa Monica hotel: all Visitors/of overnight visitors	9%/69%	9%/71%
% of International visitors staying overnight in a Santa Monica hotel	10%	10%
% of all U.S. (excl. Cal) visitors staying in Santa Monica hotel	10%	8%
Average stay in Santa Monica - all overnight visitors (nights)	4.2	4.3
Avg. stay in Santa Monica - all hotel guests (nights)	3.6	3.5
Avg. stay in Santa Monica - home visitors (nights)	5.7	6.4
Average travel group size (persons)	2.9	2.6
Average daily per-person spending in Santa Monica (all visitors)	\$157	\$151
Median annual household income	\$93,800	\$84,800

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

U.S. Markets		International Markets	
(Of U.S.)	Share	(Of Int'l.)	Share
California	32%	Australia/New Zealand	11.4%
New York	7%	England	7.4%
Arizona	7%	Germany	7.2%
Nevada	6%	Eastern Canada	6.1%
Texas	5%	Asia Pacific	5.6%
Massachusetts	4%	Mexico	5.5%
Illinois	3%	So. Korea	4.9%
Florida	3%	Western Canada	4.5%
Washington	3%	Brazil	4.2%
Colorado	2%	Scandinavia	3.9%
New Jersey	2%	India	3.6%
		Japan	3.5%
<b>Top 11</b>	<b>74%</b>	<b>Top 12</b>	<b>67.8%</b>

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

<sup>3</sup> Profile data based on 1,000 on-site interviews (250 quarterly) during 2015 among Santa Monica visitors as defined. When quoting these data, attribution to Lauren Schlau Consulting for Santa Monica Travel & Tourism 03/16