



## Santa Monica 2017 Summary Tourism Economic & Fiscal Impacts, Visitor Profile

**Summary:** Santa Monica Travel & Tourism has tracked tourism since 1983. For 2017, Santa Monica’s vital travel industry was strong and continued record growth for total visitor volume, up by 3.6% to 8.7 million (from 8.4 million in 2016). Most, 7.6 (7.3) million were Day visitors, with 781,400 (744,400) Hotel guests. Visitors’ overall length of stay of 1.36 days in 2017 was comparable to 1.37 in 2016, generating nearly 11.9 million visitor days, up 3.2% this year. Total direct visitor spending reached \$1.96 billion, up a solid 5% from \$1.87 in 2016, generating \$66.5 million (versus \$62.8 million) of lodging and sales taxes to the City, a healthy 5.9% rise (combined). Visitors supported 13,345 (13,256) local tourism related jobs. As well, International visitor volume and spending rose, counter to some national trends. Thus, Santa Monica tourism in 2017 remained solid, producing record volume, spending, taxes and employment.

### 1. OVERALL SANTA MONICA VISITOR ACTIVITY INDICATORS (2017 VS. 2016)

Indicator	2017		2016
	Number	% Change	
Total Number of Visitors <sup>1</sup>	8,710,468	3.6%	8,408,350
Average Length of Stay (days, all visitors)	1.36	-7%	1.37
Total Visitor Days	11,852,965	3.2%	11,484,900
Total Annual Visitor Spending	\$1.96 billion	5.1%	\$1.87 billion
Per-capita Daily Visitor Spending	\$166	1.8%	\$163
Hotel Tax Revenue to City (from non-local visitors) <sup>2</sup>	\$54,353,740	6.7%	\$50,938,600
Visitor Retail Sales Tax Revenue to City <sup>2</sup>	\$12,176,830	2.5%	\$11,883,450
Santa Monica Jobs Supported by Tourism	13,345	.7%	13,256

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

### 2. TOTAL ANNUAL VISITOR SPENDING IN SANTA MONICA BY CATEGORY (2017 VS. 2016)

Indicator	2017		% Change 2016/2015	2016	
	Spending	Ratio		Spending	Ratio
Lodging	\$ 460,876,122	23.5%	10.0%	\$ 418,823,871	22.4%
Meals	\$ 346,792,799	17.7%	1.7%	\$ 341,006,642	18.3%
Beverages	\$ 189,713,552	9.7%	11.8%	\$ 169,650,807	9.1%
Shopping/gifts	\$ 792,030,480	40.3%	0.6%	\$ 787,043,875	42.1%
Admissions fees	\$ 21,856,637	1.1%	-3.8%	\$ 22,711,053	1.2%
Activities	\$ 24,260,372	1.2%	33.4%	\$ 18,187,554	1.0%
Daily Transport/Parking	\$ 48,984,433	2.5%	-7.0%	\$ 52,697,413	2.8%
Spa/Beauty/Health Club	\$ 38,438,050	2.0%	10.0%	\$ 34,930,047	1.9%
Groceries/other	\$ 40,094,274	2.0%	79.2%	\$ 22,375,644	1.2%
<b>Total</b>	<b>\$ 1,963,046,718</b>	<b>100.0%</b>	<b>5.1%</b>	<b>\$ 1,867,426,905</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 (2017)

Visitor Segment	Annual Visitors	Ratio	% Chg. (prior)	Avg. Stay (days)	Annual Visitor Spending	Ratio	% Chg (prior)	Daily Spend per-person	% Chg (prior)
Hotel/motel	781,442	9.0%	5.0%	3.12	\$ 964,701,208	49.1%	7.3%	\$ 395.77	1.8%
Other paid lodging	188,715	2.2%	8.3%	5.44	\$ 210,950,696	10.7%	14.8%	\$ 205.62	1.5%
Unpaid/private lodging	179,000	2.1%	2.7%	4.63	\$ 78,511,980	4.0%	-3.5%	\$ 94.80	10.2%
Day Visitors	7,561,311	86.8%	3.4%	1.00	\$ 708,882,835	36.1%	.8%	\$ 93.75	-2.3%
International	4,456,859	51.2%	12.5%	1.36	\$ 1,033,733,453	52.7%	9.3%	\$ 170.30	4.2%
U.S. Domestic	4,253,609	48.8%	-4.3%	1.36	\$ 929,313,250	47.3%	.8%	\$ 160.70	-.6%

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 estimated direct visitor spending; will vary from City reported lodging and sales tax revenue.

**4. SUMMARY - SANTA MONICA VISITOR PROFILE (2017 vs.2016)<sup>3</sup>**

Characteristic	2017	2016
% International Visitor	51%	47%
% U.S. Resident visitor (excl. California)	35%	37%
% California resident	14%	16%
% First-Time Visitor/Repeat Visitor (past three years)	57%/43%	59%/41%
Avg. number past visits in past 3 years by repeat visitors	2.2	2.8
% Mainly visiting Santa Monica for pleasure/vacation	62%	59%
Santa Monica main destination of this trip	14%	15%
% Overnight/% Day Visitors	13%/87%	13%/87%
% Staying in a Santa Monica hotel: all Visitors/of overnight visitors	9%/68%	9%/68%
% of International visitors staying overnight in a Santa Monica hotel	10%	11%
% of all U.S. (excl. Cal) visitors staying in Santa Monica hotel	9%	9%
Average stay in Santa Monica - all overnight visitors (nights)	3.7	3.8
Avg. stay in Santa Monica - all hotel guests (nights)	3.1	3.1
Avg. stay in Santa Monica – other paid and unpaid lodging guests (nights)	5.4	5.3
Average travel group size (persons)	3.0	2.6
Average daily per-person spending in Santa Monica (all visitors)	\$166	\$163
Median annual household income	\$97,900	\$87,600

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 2017**

Top U.S. Feeder Markets (>2%)		Top International Feeder Markets (>3%)	
(share of U.S.)	Share	(share of Int'l.)	Share
California	28.7%	Australia/New Zealand	13.9%
New York	6.1%	England	8.3%
Texas	5.7%	Scandinavia	5.9%
Ohio	4.2%	Eastern Canada	5.6%
Virginia	4.2%	Germany	5.2%
Florida	4.2%	Western Canada	5.1%
Arizona	4.0%	China-Mainland	5.0%
Nevada	4.0%	Other West. Europe	4.9%
Washington	3.4%	Mexico	4.2%
Pennsylvania	2.7%	France	3.9%
Illinois	2.7%	Italy	3.7%
Massachusetts	2.5%	China-Hong Kong	3.4%
Georgia	2.4%	Asia Pacific	3.3%
Wisconsin	2.0%		

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

<sup>3</sup> Profile data based on 1,447 on-site interviews (+/-360 quarterly) during 2017 among defined Santa Monica visitors. When quoting these data, attribution to Lauren Schlau Consulting and CIC Research Inc., for Santa Monica Travel & Tourism 03/2018