



**SANTA
MONICA**
TRAVEL & TOURISM

**2021 / 2022
FISCAL YEAR REPORT**

WELCOME

DEAR SANTA MONICA DESTINATION PARTNER,

On behalf of the entire Board of Directors and Santa Monica Travel & Tourism staff, there is optimism as we share our fiscal year operational plan, covering July 1, 2022, through June 30, 2023. Public health mitigation efforts - while varied in approach and results - have led to the loosening of restrictions that have opened travel domestically and, more slowly, internationally.

We've come a long way over the past couple of years and while it appears that the worst of the pandemic is waning, we are still seeing the effects of the economic crisis. Hiring challenges, continued supply chain disruptions, diminished revenues and an anticipated slow return to travel from several countries due to ongoing quarantine and testing requirements, continue to impact our hotels, restaurants, attractions, retail establishments and daily lives.

While our community continues to emerge from this crisis, one thing is clear: We are not just recovering from the pandemic. In many ways, we're all rebuilding. Total travel spending in the United States fell from \$1.17 trillion in 2019 to \$680 billion in 2020 (42% loss in

spending). In 2021, total travel spending was anticipated to be \$877 billion reflecting a significant rebound which brings the optimistic outlook.

While we continue to monitor and analyze travel sentiment research, we need to be responsive and nimble to local, regional, and global market trends as we focus on the next two-year period as the rebuilding phase.

There is hope around the corner as travel spending in the U.S. is forecasted to grow to \$1.06 trillion in 2022, with international spending anticipated to increase by more than 200% this year. This is good news as we at SMTT strive to have an estimated 50% of visitation from international origin as these visitors stay longer, spend more and use public transportation while visiting.

We continue our reach and presence into key California border states as well as other domestic feeder markets including New York and Chicago and international markets - the United Kingdom, Canada, Mexico, and the European Union - to ensure Santa Monica is well positioned to attract a balanced and wide range of visitors once again.

Tourism continues to be a critical source of jobs and revenue that contributes to a thriving and sustainable economy. Pre-pandemic, visitor spending annually was nearly \$2 billion with transient occupancy tax generating over \$58 million into the City of Santa Monica's general fund, providing for essential city services, including police and fire, parks, libraries, education and road improvements.

To ensure a strong, resilient and vibrant Santa Monica, our internal work is just as important as our external efforts. This year, Santa Monica Travel & Tourism will begin implementing the Santa Monica Experience Management Plan (SMEMP) - a roadmap for the future which outlines strategies to optimize the Santa Monica experience of our residents and visitors by 2030 to preserve and enhance quality of life. The SMEMP was delayed due to Covid-19 and will be reintroduced to carry us through 2032, as many of the experiences we offer in Santa Monica are continually evolving as our businesses and city rebuild services and staffing.

This plan is a collaborative vision created with the support of the City of Santa Monica along with business and broad community leadership.

The SMEMP will remain a priority, as together we rebuild our community experiences for those who live, work and play here and to help guide implementation of those shared strategies for success.

We look forward with optimism, but with reflection on the devastating impacts that come with a global disruption. Rebuilding our community will take investments, partnerships, innovation, and collaboration to ensure that our community is safe and clean, that our businesses are strong, that jobs stay here and that much-needed tourism revenues continue to support critical city services for our residents and our visitors.

We've been challenged for certain yet, working together - and believing in our community and each other - will help us succeed. Offering a vibrant and thriving destination experience for our residents and visitors is our shared priority.

We will rebuild together.
That's our Santa Monica way.

In gratitude,



Misti Kerns CMP CDME
President/CEO,
Santa Monica Travel & Tourism

TABLE OF CONTENTS

| | | |
|--------------|--|---|
| 2 | Introduction | |
| 3 | About Us | |
| 4 | What Drives Us | |
| 5 | Board & TMD Committee | |
| 6 | 2022 - 2024 Strategic Plan | |
| 7 | 2021 Tourism Economic Impact Statistics | |
| 8-9 | Santa Monica Experience Management Plan | 2 |
| 10 | International Representation | |
| 11 | Travel Trade | |
| 12 | Group Sales | |
| 13-14 | Local Activities | |
| 15 | Marketing | |
| 16 | How to Work with Santa Monica Travel & Tourism | |



ABOUT US

WHO WE ARE

Santa Monica Travel & Tourism (SMTT) is a private, non-profit corporation formed in 1982 and is funded by the City of Santa Monica's general fund and the Tourism Marketing District (TMD) assessment. The purpose of SMTT is to promote Santa Monica as a conference, business and leisure travel destination. As a sales and service organization, SMTT acts as the marketing representative for local businesses and the community as a whole.

STAFF

EXECUTIVE LEADERSHIP TEAM

Misti Kerns, CMP CDME - President/CEO

Evan Edwards - Chief Operating Officer

Michael Gurrieri - Chief Marketing Officer

Rachel Lozano - Chief People Officer

Mandy Eck - Director of Marketing

Risa Jewell - Director of Operations

Todd Mitsuata - Director of Business Development

BUSINESS DEVELOPMENT

Ozzie Otero - National Sales Manager

Stephanie Nakasone - Global Sales & Services Manager

Kristin Farrel - Global Business Development Coordinator

MARKETING/PUBLIC RELATIONS

Mandi Prince - Public Relations Manager

Christine Emhardt - Marketing Coordinator

Cayla Turain - Marketing Coordinator

OPERATIONS

Iris Gee - Accounting Manager

Aaron Seals - Operations Manager

Alyssa Dorn - Operations Coordinator

Kevin Linares - Client Services Coordinator

Jennifer Hover - Executive Assistant

Kalei Kerns - Administrative Assistant

Jacqueline Saquic - Accounting Assistant

VISITOR SERVICES

Christine Bianco - Travel Specialist

Michelle Dimas - Travel Specialist

Matthew Nielson - Travel Specialist

Sue Skaggs - Travel Specialist

Danny Tec - Travel Specialist

Luis Vasquez - Travel Specialist



WHAT DRIVES US

MISSION STATEMENT

Santa Monica Travel & Tourism works to strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming travel destination.

VISION

To ensure Santa Monica is recognized as the premier beach-city destination in the world.

BRAND PROMISE

Santa Monica... an unforgettable beach city experience filled with eye-catching people, cutting edge culture and bold innovations. It's the essence of the California lifestyle.

SMTT BOARD & TMD COMMITTEE

2021/22 BOARD OF DIRECTORS

Albin Gielicz - Chairman
Resident

Neil Carrey - Vice Chair
Resident

Younes Atallah - Treasurer
Loews Santa Monica Beach Hotel

Jan Williamson - Secretary
18th Street Arts Center

Lauralee Asch - Member
Resident

Darlene Evans - Member
Resident

Shahid Kayani - Member
Hilton Santa Monica Hotel & Suites

Jeff Klocke - Member
Pacific Park

Charlie Lopez-Quintana - Member
ETC Hotels

RoseMary Regalbuto - Member
Resident

Anuj Gupta - Member
Deputy City Manager/City of Santa Monica

2022 TOURISM MARKETING DISTRICT COMMITTEE

Younes Atallah - Chairman
Loews Santa Monica Beach Hotel

Sam Jagger - Vice Chair
Fairmont Miramar Hotel & Bungalows

Aileen Carreon - Secretary/Treasurer
ETC Hotels

Melissa Alvarez - Member
Courtyard by Marriott Santa Monica

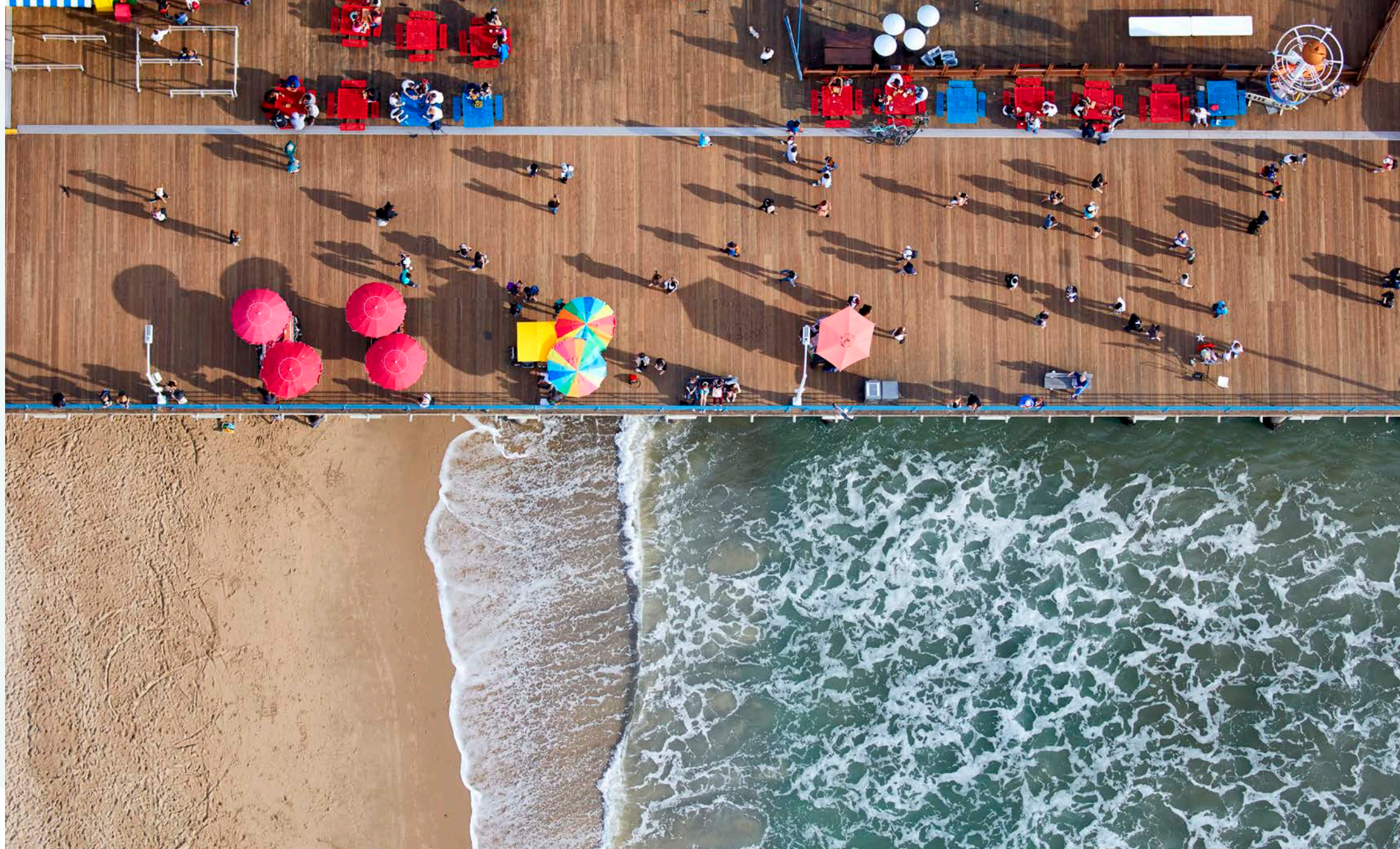
Kevin Anawati - Member
Le Méridien Delfina Santa Monica

James Graham - Member
Sea Blue Hotel

Julien Laracine - Member
Santa Monica Proper Hotel

Jessica Rincon - Member
JW Marriott Santa Monica Le Merigot

Juan Viramontes - Member
Gateway Hotel Santa Monica



2022-2024 STRATEGIC PLAN

| IMPERATIVES | OBJECTIVES | INITIATIVES 2021/22 - 2022/23 |
|--|--|--|
| Drive balanced demand for the destination. | <ul style="list-style-type: none"> ▶ Increase domestic travel from target markets. ▶ Establish and maintain a stable year-round occupancy. ▶ Maintain a balance of domestic and international visitors. ▶ Grow YOY average length of stay and overall visitor spend. ▶ Adjust annual strategic initiatives based on annual Tourism Economic Impact Report. | <ul style="list-style-type: none"> ▶ Increase occupancy during soft seasons. ▶ Form MICE Advisory Board. ▶ Expand presence in international markets. ▶ Explore potential opportunity markets in key domestic and international markets. ▶ Further develop luxury destination offerings. |
| Enhance the brand and steward the destination experience. | <ul style="list-style-type: none"> ▶ Work with stakeholders for a clean and safe Santa Monica. ▶ Relaunch the Experience Management Plan. ▶ Reestablish our minimum of 4X favorable impression of the destination's brand. ▶ Finalize and implement brand refresh. ▶ Grow YOY SMTT-generated media placements and earned value in target markets and publications. ▶ Expand our digital impact as measured by industry standards. | <ul style="list-style-type: none"> ▶ Take action on the findings of the Santa Monica Experience Management Plan. ▶ Refresh destination brand assets including but not limited to santamonica.com, Visitor Guide and Map, etc. ▶ Gear public relations efforts towards top-tier lifestyle outlets to increase advertising value and circulation of media placements. ▶ Pursue integrated marketing campaigns and experiential brand activations in designated target markets. |
| Actively champion the value of tourism. | <ul style="list-style-type: none"> ▶ Ensure a consistently high favorability rating of tourism as measured by the Santa Monica community. ▶ Harness and centralize the service efforts of Santa Monica's tourism community. ▶ Maximize Board's proactive involvement in advocating for SMTT's tourism and on behalf of the industry. ▶ Grow Santa MoniCARES foundation donations. | <ul style="list-style-type: none"> ▶ Identify and deploy new opportunities for board engagement and development. ▶ Increase fundraising capabilities and expand Santa MoniCARES program to assist more community non-profits. ▶ Raise awareness of the impact of tourism within the community, region, state and country with increased opportunities for staff and board participation. |
| Strengthen strategic partnerships. | <ul style="list-style-type: none"> ▶ Increase strategic partnerships' target assortments. ▶ Identify brand partnerships and packages. ▶ Increase stakeholder support as measured by fair share fees and engagement; maintain in-kind. ▶ Increase airline, travel companies and partner in-kind value. | <ul style="list-style-type: none"> ▶ Increase YOY sponsorship revenue by further developing partnership and sponsorship offerings. ▶ Leverage efforts and expertise of regional, state and national DMOs for best practices in destination management, crisis communications and international tourism development. ▶ Continue partnership with city on establishing city brand identity and leveraging destination brand refresh. |
| Ensure operational excellence. | <p>Operational</p> <ul style="list-style-type: none"> ▶ Evaluate and reconcile ROI metrics for all target markets. ▶ Ensure accountability as measured by our audit, reporting, financials and plan management. ▶ Rebuild staffing levels in new norm. <p>Culture</p> <ul style="list-style-type: none"> ▶ Hit annual employee engagement scores on key measures. ▶ Deliver 75% success rate against targeted community event staff participation (year 1). | <ul style="list-style-type: none"> ▶ Deploy optimized professional development framework for all employees. ▶ Measure employee engagement. ▶ Continue progress on restructuring and optimizing staff and operations. |



ECONOMIC IMPACT

of Tourism in Santa Monica in 2021: Covid Recovery Continues

5,747



Tourism jobs that stay in Santa Monica and cannot be exported

\$750 MIL

Total Annual Visitor Spending
65% INCREASE FROM 2020



\$42 MILLION

Transient Occupancy Tax (TOT)

Generated by Santa Monica hotels directly to the City of Santa Monica's general fund

124% INCREASE FROM 2020



73%

INCREASE IN TOTAL NUMBER OF VISITORS TO SANTA MONICA OVER 2020



\$937

The estimated amount of money each Santa Monica household would have to pay in taxes to maintain city services if tourism revenues and the Transient Occupancy Tax (TOT) did not exist.



\$3.7 MILLION

Retail Sales Tax Revenue

Generated from Visitors into the City of Santa Monica's General Fund

21% INCREASE FROM 2020



THE SANTA MONICA EXPERIENCE MANAGEMENT PLAN

Purpose

The Santa Monica experience and its continued vibrancy is not something we can take for granted. To ensure the Santa Monica experience remains vibrant, authentic and inclusive, Santa Monica Travel & Tourism (SMTT) and the City of Santa Monica, with input from residents, stakeholders, business improvement districts, retail, attractions, creative and cultural communities and non-profits created an Experience Management Plan.

Management Plan

An Experience Management Plan provides a framework and process for ensuring its contributions to residents' quality of life and the ongoing vibrancy of the city's travel and tourism and business industries. Once completed, the plan details a shared statement of intent to manage the evolution and management of the community experience from now through 2032, taking into consideration the needs and expectations of those who live, work and play here.

Employed Tactics

- Analyzed Santa Monica-focused conversations on Facebook, Twitter, Instagram, Reddit, YouTube, forums, consumer reviews and blogs from January 2015 - May 2018 (will conduct update 2019-22).
- Surveyed over 2,300 residents.
- Issued digital surveys to potential visitors in five languages.
- Interviewed 39 community leaders/stakeholders (SMTT Board of Directors, SMTT Tourism Marketing District Committee, BIDs, City staff, Visit California staff, community board members, etc.).
- Conducted focus groups among travel agents in Brazil, India, Australia, United Kingdom, France and Germany.
- Benchmarked feedback as compared to other destinations (Palm Springs, Santa Barbara, San Francisco, Seattle, San Diego).
- Facilitated over 1,180 hours worth of workshops with 33 local stakeholders from the City of Santa Monica, restaurants, BIDs, retail, cultural, creative, attractions and residents.



FINDINGS

The findings centered around four key insights:

1. The pier and the beach are our primary assets, but their value to the Santa Monica destination brand may be at risk. Visitors and the media desire more uniquely Santa Monica attractions and authentic experiences to talk about and share.
2. Visitors love Santa Monica's luxury accommodations, but this positive perception may be at risk due to added costs, livability issues and the positive brand reputation of hotels in competitor destinations.
3. Negative perceptions of homelessness and safety, cleanliness – collectively termed, community livability concerns – threaten the overall experience and continued strength of the destination's brand.
4. The high costs of living in and running a business in Santa Monica are changing the vibe of the community. The cost of doing business is increasing and it's leading to a shift in the types of organizations that can afford to do business in Santa Monica and, consequently, to the perceptions that Santa Monica's business environment and the city itself are losing its unique "vibe."

METHODS OVERVIEW

The strengths and challenges of the destination were then examined from the perspective of creating an experience management plan that would propose strategies that support these five key performance facets.

NEXT STEPS

- Conduct SWOT Analysis.
- Social listening update 2019-2022.
- Form governance committee and working group.
- If you are interested in participating please email adorn@santamonica.com.

9 STRATEGIES TO NURTURE THE SANTA MONICA EXPERIENCE THROUGH 2032

1. Ensure Santa Monica is a clean and safe place.

Perceptions of safety and cleanliness in Santa Monica continue to decline. Although Santa Monica, according to statistics, is a clean and safe place to live, work, and visit, negative perceptions are a warning.

2. Support livability for Santa Monica residents.

For Santa Monica to remain a vibrant destination for visitors, it must first ensure a thriving community for its residents. Livability issues – the high cost of living, insufficient access to support systems and services, and declining perceptions of safety and cleanliness – threaten the health of the local community and require action.

3. Highlight and leverage cultural experiences.

Santa Monica has a rich culture and history – from Dogtown to the pier and beach to the visual arts community. The small volume of conversation about this segment of experiences, in addition to the increasing perception that Santa Monica is losing its authentic community-oriented vibe suggest the need for strategies to promote existing experiences and facilitate the creation of new cultural and historic experiences.

4. Promote a diversity of retail, dining and evening experiences.

Shopping and dining are top drivers of Santa Monica's brand perception. Visitors appreciate the mix of well-known, high-end brands at Santa Monica Place as well as local brands in the neighborhoods. Fine dining also dominates culinary conversations. Both residents and visitors would like to see Santa Monica build on this strong foundation with a greater diversity of retail and dining experiences – particularly those that are outdoors and/or open later into the evening.

5. Support and enhance Santa Monica's most important assets.

Santa Monica's beach and Pier are its largest drivers of positive brand perception, but increasing perceptions that the Pier and beach are not always clean and safe and lack authentic, uniquely Santa Monica

experiences represent a threat to these assets. Caring for these assets to ensure they continue to attract visitors and provide a positive experience is a top priority.

6. Foster memorable accommodation experiences that enhance the value proposition.

Santa Monica's accommodations, particularly luxury brands, are a strong driver of positive brand perception. However, accommodations of some competitor destinations performed better in the perception research. To maintain its edge, Santa Monica will need to continue to encourage the development of unique accommodation experiences – specifically those that leverage technology and can amplify the city's reputation as Silicon Beach.

7. Facilitate the viability of small and unique businesses.

Visitors and residents crave more uniquely Santa Monica experiences. This requires a business environment that supports entrepreneurs and small businesses, enabling them to test new concepts and grow those that show promise. The Situation Assessment suggests that primary barriers are the regulatory environment and high cost of entry.

8. Enhance mobility for visitors, residents and workforce.

Many visitors choose to base in Santa Monica for walkability. There are a number of opportunities to improve the connectivity of Santa Monica's various neighborhoods, ensuring that residents and visitors navigate out of the city center to experience all that Santa Monica has to offer. Ideally, these connectivity opportunities should serve as interesting experiences in and of themselves.

9. Sustainably invest in making Santa Monica the greenest beach city in the U.S.

Santa Monica is a leader in green building technology, beach- and ocean-safe policies, electric or natural gas public transportation options, and more keystones of an environment-friendly city. By leveraging our community's passion for the environment, our unique technological resources and growing our efforts in sustainability, Santa Monica can become the greenest beach city in the U.S.

OUR EXPERIENCE MANAGEMENT PLAN IS ORGANIZED TO SUPPORT THREE KEY PRINCIPLES:

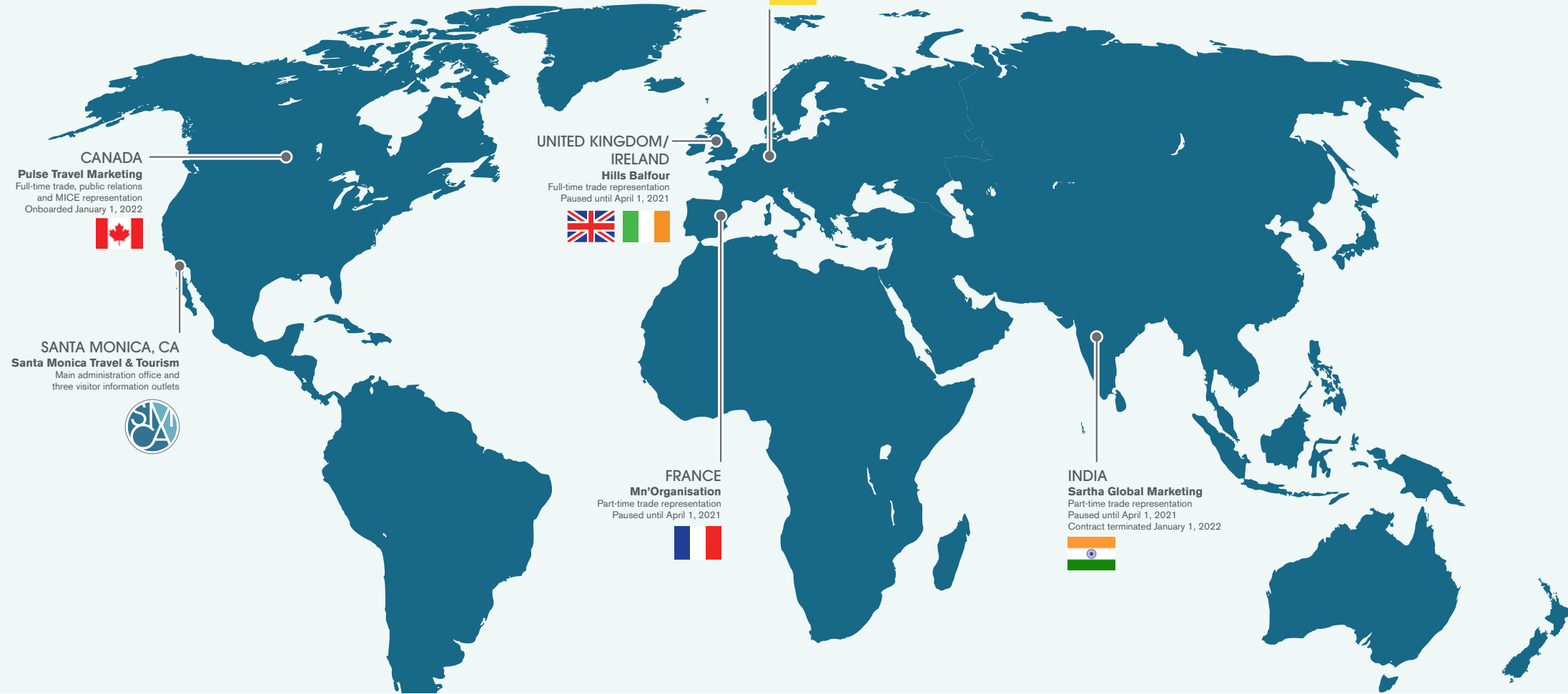
Stewardship

Sustainability

Diversity,
Equity,
Inclusion &
Accessibility



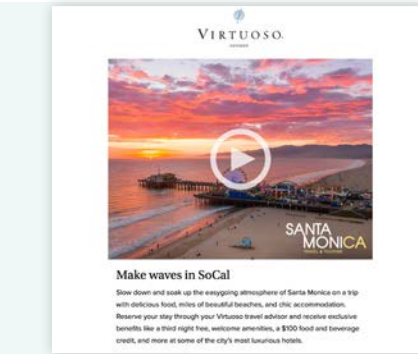
INTERNATIONAL REPRESENTATION



TRAVEL TRADE

Over the course of the last year, SMTT's Global Business Development team has continued to concentrate its efforts on driving high-end domestic leisure business by building partnerships with the U.S.'s leading travel agency networks – Virtuoso, Signature Travel Network and Travel Leaders. They have also expanded Santa Monica's presence in North America by establishing a new office in Toronto to grow business from the lucrative Canadian leisure and incentive markets.

Overseas, the team re-activated its offices in summer 2021 in key feeder markets – United Kingdom, Ireland, Germany and France – to prepare for the re-opening of borders and the much-anticipated return of international air lift from Europe. It is important to note that prior to the pandemic, international visitors contributed to 62% of all the visitor spending in Santa Monica and 20% of all visitor spending in the state. Despite global uncertainty, Santa Monica and California's travel industry cannot fully recover until international travel resumes. Major initiatives in the above markets are beginning to accelerate the recovery.



The below recap reflects the key trade shows, programs, and campaigns that were developed to ensure that Santa Monica remained top-of-mind among domestic and international clients.

DOMESTIC

IN-MARKET ACTIVITIES

- ▶ Attended **Virtuoso Travel Week** and met with 80+ top U.S. luxury travel advisors via one-on-one meetings to highlight unique destination experiences and promote Santa Monica's world-class hotel collection. A post Virtuoso Travel Week familiarization trip was also organized for top-selling California advisors in partnership with Fairmont Miramar Hotel & Bungalows, Hotel Casa del Mar, Oceana and Shutters on the Beach.
- ▶ Participated in two trade shows with **Private Luxury**

Events (Amour and Global Edition) and met with 60 North American boutique travel designers specializing in once-in-a-lifetime trips and honeymoon vacations.

- ▶ Exhibited at the **Signature Travel Conference** and engaged with 140+ leading U.S. luxury travel advisors. Also connected with 25 U.S. travel advisors via **Travel Leaders Elevate Virtual Conference**.
- ▶ Organized and hosted destination webinars for 200+ North American travel advisors with **Signature Travel Network, Travel Leaders** and **Global Travel Collection** in partnership with seven Santa Monica hotels.
- ▶ Attended **Global Travel Marketplace** and **Las Vegas Travel Agent Forum** to network and conduct destination trainings for 150+ U.S. travel agents.

CAMPAIGNS

- ▶ Launched SMTT's first-ever joint domestic campaign with **United Airlines**, generating 10+ million impressions and \$450,000 in in-kind ad value. Tactics included advertising and custom editorial content via **AFAR.com**, direct mail and Visitor Guide distribution, and advertising via United's owned channels – MileagePlus e-blasts, airport and on-board displays ads, and a custom landing page.
- ▶ Participated in a U.S. co-op campaign with **Hotelbeds** and **Visit California**, producing 2,500 room nights in Santa Monica. Promotional channels included Hotelbeds & Bedsonline digital banners, social media posts, bespoke newsletters, webinars, and a custom landing page with hotel offers.
- ▶ Deployed a series of destination and hotel promotions via **Virtuoso's** owned channels including a sponsored editorial on Virtuoso.com (65,000 views), dedicated B2B and B2C e-blasts (130,000 recipients), and a dedicated travel advisor training module.

▶ Partnered with **Signature Travel Network** and San Francisco Travel to deploy a custom e-blast to 255,000 luxury consumers spotlighting unique outdoor experiences and hotel promotions from each destination. Also worked with Signature Travel Network to build a custom consumer microsite and disseminate destination newsletters to 7,000 U.S. advisors.

▶ Launched digital ads and custom e-blasts with **Travel Leaders**, targeting 58,000 North American travel advisors.

If you wish to join SMTT to present your business to potential clients, please contact trade@santamonica.com.

INTERNATIONAL

Overseas, the team re-activated its offices in summer 2021 in key feeder markets – United Kingdom, Ireland, Germany and France – to prepare for the re-opening of borders and the much-anticipated return of international airlifffrom Europe. It is important to note that prior to the pandemic, international visitors contributed to 62% of all visitor spending in Santa Monica and 20% of all visitor spending in the state. Despite global uncertainty, Santa Monica and California's travel industry cannot fully recover until international travel resumes. Major initiatives in the above markets are beginning to accelerate the recovery.

IN-MARKET ACTIVITIES

- ▶ **Global:** Met with 75+ leading international tour operators and travel agencies at **IPW** and **Go West**. Participated in **Visit California's Luxury Forum** and networked with 25+ boutique agency owners and directors from Mexico, Canada, United Kingdom, France, Germany, United Arab Emirates and Japan.

▶ **United Kingdom & Europe:** Joined the **Brand USA Travel Week** and **Unite Visit USA** trade shows, engaging with 50 United Kingdom and European buyers. Met and conducted destination training for 60 global buyers across Europe, Asia Pacific and the Americas via the **Brand's Virtual Marketplace**.

▶ **France:** Hosted Santa Monica trainings and curated events for 400+ agents and attendees via **IFTM Top Resa, Select Tour Congress**, and the **Visit California & Visit USA France Training Day**.

▶ **Canada:** Engaged with 30+ top-tier Canadian media and trade partners at **Visit California Sales & Media Day** in Toronto. Networked with 40 luxury advisors via the **Virtuoso on Tour** Vancouver Event.

▶ **Mexico:** Accompanied a delegation of 16 tourism boards on the **Visit California CEO Mexico Mission**, California's first international executive mission since the pandemic began. President/CEO Misti Kerns met in person with in-market media and tourism executives to personally deliver a welcome message to visitors from Mexico. Kerns returned with a wealth of intelligence and strategic insights to support Santa Monica's success in this market. As a follow-up, SMTT also participated in **Visit California's Mexico Sales Day**, meeting with 20+ top Mexican tour operators and travel agencies.

▶ **Local:** Reconnected with 40 U.S. based international receptive tour operators at Connect Travel's RTO East and West conferences.

CAMPAIGNS

- ▶ Invested in a fall destination-of-the-month campaign with premium international wholesaler **Bonotel Exclusive Travel**, resulting in 1,785 Santa Monica room nights and \$300,000 in revenue (240% increase from the six months prior). Promotional channels included curated video and social media content from Bonotel's

CEO, Faisal Sublaban, along with an agent booking portal takeover, custom newflashes and a dedicated microsite with exclusive hotel promotions.

▶ Participated in an international co-op campaign with **Hotelbeds** and **Visit California** targeted to the U.S., Canada, United Kingdom and Mexico source markets. To date, the campaign has generated 1,400 Santa Monica room nights from North American clients (175% increase from 2019). Full international results are expected by the end of Q3.

▶ Launched Santa Monica's first-ever destination campaign in Canada in partnership with **Vision Travel**, the country's largest Virtuoso agency, and eight Santa Monica hotels – Fairmont Miramar Hotel & Bungalows, Hotel Casa del Mar, Huntley Santa Monica Beach, Loews Santa Monica Beach Hotel, Oceana, Santa Monica Proper Hotel, Shutters on the Beach, and Viceroy Santa Monica. Bookings and results are expected by summer.

▶ Engaged in Visit California co-op campaigns with leading airlines **British Airways Holidays** and **Lufthansa**, and launched a United Kingdom sales driving campaign with four top tour operators. Production summaries will be available this summer.



GROUP SALES

Amidst and emerging from the pandemic, SMTT's Group Sales team has worked tirelessly to represent our destination as a top choice for meetings and events. This has been achieved by building and fortifying partnerships with industry organizations as well as attending key events to showcase our beach city to meeting planners.

TRADE SHOWS

In an effort to re-introduce Santa Monica to meeting planners and highlight the reopening of California, the SMTT team attended 13 trade shows across the U.S. from July 2021 to June 2022. These included:

- ▶ Meetings Today Live
- ▶ Cvent Connect
- ▶ ConferenceDirect (three shows)
- ▶ HelmsBriscoe (two shows)
- ▶ Smart Meetings
- ▶ Connect, Prestige
- ▶ Visit California's Professional Meetings & Events Roadshows

SMTT's flagship trade show, IMEX America, was attended by thousands of planners from all over the world and was a huge success for the destination. SMTT had over 120 appointments and was joined by four hotel partners – Le Méridien Delfina Santa Monica, Loews Santa Monica Beach Hotel, Santa Monica Proper Hotel and Viceroy Santa Monica.

INDUSTRY RELATIONS

SMTT's Group Sales team sponsored the **Society for Incentive Travel Excellence (SITE) SoCal's Annual Holiday 'Fun in the Sun'** activation in December of 2021, where the team had a unique opportunity to

engage with 150 corporate and third-party planners and suppliers. The team later attended **SITE SoCal's Installation** in Santa Barbara and hosted an ice cream social for meeting planners on the final day of programming.

SMTT has also been a long-standing partner of **Meeting Professionals International (MPI)**, and participated in their Board Installation Gala at Calamigos Ranch as well as their State of the Industry panel at the Los Angeles Coliseum. This was followed by WeCon, MPI Southern California's largest program, where SMTT's Global Sales & Services Manager participated in a destination marketing organization (DMO) panel for over 200 attendees. The panel showcased how DMOs can work best with meeting planners, hotels and each other.

In addition to these key partnerships, the Group Sales team has worked on showcasing the destination to meeting planners via familiarization (FAM) trips, which are organized and hosted by SMTT. The team partnered with Loews, Oceana and Santa Monica Beach Hotel for multiple FAMs, events and experiences. Key attendees and clients included members of **ALHI, American Express Global Travel and Lincoln International**.

Looking ahead to June 2022, SMTT is organizing and hosting a Client Advisory Board to gather input and feedback from meeting planners and industry partners. The insights garnered (around our hotels, venues and other attractions) will help inform Santa Monica's Group Sales strategy for the coming year. The board will consist of planners in the entertainment, financial, non-profit and third-party sectors.

MICE PARTNERSHIPS

WEST COAST DMO ALLIANCE

SMTT has played a pivotal role in the formation of the West Coast DMO Alliance. This new coalition consists of over 25 California DMO sales directors who meet regularly to share insights on the industry as well as refer business and host client-facing events. The Alliance recently attended the Prestige Conference in April 2022, with full sponsorship from Visit California.

CONFERENCE DIRECT AND HELMS BRISCOE

The Group Sales team is excited to continue our fifth annual partnership with Conference Direct and HelmsBriscoe. Conference Direct is a leading provider of global digital and in-person meeting solutions. As a Strategic Partner, SMTT is participating in their flagship Annual Partner Conference (APM) in June of 2022 to engage with 200+ top Associates.

HelmsBriscoe is the largest meeting procurement and site selection company. Their Annual Business Conference (ABC) took place in Las Vegas in May of 2022 with SMTT in attendance, hosting client dinners with associates.

Both partnerships have allowed SMTT to host virtual webinars and showcase the destination to Conference Direct and HelmsBriscoe associates. SMTT is also exploring partnerships with HPN and Prestige in the upcoming fiscal year.

TOUR CONNECTION

Tour Connection is a community for suppliers and travel agents to showcase their hotels or destinations to musicians during press tours, concerts, media interviews and more. SMTT's new partnership with Tour Connection allows for in-person event opportunities, inclusion on all leads within the

destination and access to travel agent contact information. Hilton Santa Monica Hotel & Suites, Loews Santa Monica Beach Hotel and Palihouse Santa Monica are all members of the Tour Connection community.

BOOKING

Cvent is an online tool for sending leads and receiving proposals. SMTT's strategic marketing efforts and trade show attendance has led to a 5% increase in RFP 'copies' and an increase in awarded room nights and new meeting planners sourcing the destination.

HelmsBriscoe – Santa Monica

First Half of FY 21-22 (July 2021 – December 2021)

- Booked Revenue: \$271,767
- Booked Room Nights: 800

MICE MARKETING

SMTT is currently planning a website overhaul which will include new imagery, layouts and content tailored for meeting planners' priorities and research needs. The information that planners are seeking and relaying to clients has changed as a result of the pandemic. Criteria such as social distancing measures, outdoor space and additional safety protocols have moved to the top of the list.

In addition to the website re-brand, SMTT's Group Sales team developed a new booklet to highlight Santa Monica's brand pillars, outdoor venues, hotel capacities and meeting space and unique experiences. The team will also be participating in digital and print co-ops with Visit California via leading MICE publications such as Smart Meetings and Meetings Today.



LOCAL ACTIVITIES

SANTA MONICARES

The Santa MoniCARES foundation launched in 2017 as a coalition of representatives from Santa Monica Travel & Tourism and community partners. The mission of Santa MoniCARES is to harness the hospitable nature and generosity of Santa Monica's tourism industry to provide support to our local non-profit agencies. Santa MoniCARES will focus on community engagement through a series of events and activities that further promote our efforts. Focusing on workforce development by offering interview skills and resume-building through our non-profit partners will be at the forefront. The foundation plans on expanding LGBTQ+ program support by once again sponsoring the annual Santa Monica High School Gay Student Association's Annual Queer Prom and will host a fundraising mixer for local LGBTQ+ associations. The foundation will also plan targeted fundraising events to benefit local non-profits through its network of tourism-serving businesses.

Santa MoniCARES will continue to be a leader in donation drives and collection points for our local non-profits in need, and collect gently used clothing, food, blankets and toiletries. Internally, SMTT has included the Santa MoniCARES mission and values as part of our onboarding process for new employees. Santa MoniCARES is a key component to SMTT's identity within the community to show that tourism cares about its residents – not just its visitors. Employee volunteerism events and activities are regularly planned throughout the year. We require Santa MoniCARES components at every industry event or program SMTT produces. To become more involved and learn more about Santa MoniCARES email, cares@santamonica.com.

MEET OUR BOARD OF DIRECTORS



Julia Ladd
Assistant Vice President of
Property Management at Macerich



Raphael Lunetta
Owner/Partner and Chef Proprietor
at Lunetta and Lunetta Allday



Ellis O'Connor
Principal/Asset Manager
at MSD Hospitality (Fairmont)

ONLINE STORE

Launched in 2018, SMTT's online store – "Shop Santa Monica" – serves as a digital extension of SMTT's brand and Visitor Information Centers. People from around the world have enjoyed a little piece of Santa Monica by purchasing merchandise, like reusable totes and destination-inspired attire.

FY 2021/22 Performance:

- ▶ Traffic: Over 7,300 visits to the online store with an average order value of \$45.90.
- ▶ Top markets visiting the store: U.S., Canada, England, Ireland.
- ▶ Top five gifts: Santa Monica Big Blue Bus Toy Bus, Route 66 Santa Monica Hat, Take me to the Beach T-Shirt, Route 66 Santa Monica Keychain, Santa Monica Bay Wood Carving.

Visit the Shop Santa Monica Online Store at santamonica.com/store.



OFFICIAL VISITORS GUIDE & OFFICIAL VISITORS MAP

Santa Monica Travel & Tourism produces the Official Santa Monica Visitors Guide (100,000 copies) and Official Santa Monica Visitors Map (500,000 copies) annually. Over the past two years, due to the impact of Covid-19 the pieces have only been produced digitally but we are happy to announce that we will be back with printed pieces to distribute locally, domestically and in international markets.

We currently have an RFP out to find a new long-term partner that will provide and encourage innovative thinking to grow tourist information into more than what has long been the standard in our industry and create innovative, user-friendly tools that inform and inspire travelers to visit the destination for years to come. This will require the partner to work closely and collaboratively with SMTT to ensure that all materials produced are on-brand for Santa Monica.

EXTRA BEDROOM PROGRAM

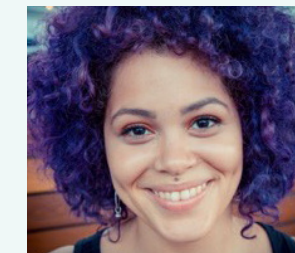
SMTT once again hosted its annual Extra Bedroom Program from October 20, 2021 to February 6, 2022. The Extra Bedroom program allows residents the opportunity to take advantage of exclusive hotel rates for staycations or to accommodate visiting friends and relatives over the holiday season. A total of 25 Santa Monica hotels participated in this year's program, graciously offering various discounts and added value options. Of the participating Santa Monica hotels, nine participated in a follow-up survey to share their results: a total of 169 rooms sold which resulted in over \$55,000 in revenue. Santa Monica Travel & Tourism promoted the program to residents at various community events, through local newspapers, and in online advertising. SMTT's promotion across its social platforms drove over 28,000 Impressions and more than 8,800 website visits.



I AM SANTA MONICA

"I Am Santa Monica" is an interactive business workshop designed to educate Santa Monica residents, businesses, and employees to become better informed about all Santa Monica has to offer. The class is designed for tourism-serving employees of businesses in Santa Monica and focuses on customer service and hospitality training. This free two-hour interactive learning workshop includes a bus tour of Santa Monica and ends with a classroom session reviewing detailed materials for participants to take home upon completion. Trained individuals become "Official Information Ambassadors" and are equipped with a database of acts, figures and "did you know" anecdotes about Santa Monica for use in customer interactions. Each "student" receives a certificate and package of information.

The program is now being expanded with a digital version to offer the valuable classroom resources to students who are unable to participate at in-person sessions. The class can now be curated to a business' individual needs and private classes are also available.



LOCAL ACTIVITIES

PERSONAL PROTECTION EQUIPMENT (PPE) DISTRIBUTION

FEBRUARY 1 - MARCH 31, 2022

Santa Monica Travel & Tourism oversaw signups for free distribution and education of personal protection equipment (PPE), for businesses and residents, as supplies were hard to come by throughout the pandemic and the city wanted to keep everyone safe and healthy.

The distribution came at a much-needed time for small businesses. On January 17, 2022, the Los Angeles County Department of Public Health changed the Health Officer Order to state that all indoor businesses must provide high quality surgical masks to their employees. This requirement was issued to better protect workers from the highly contagious Omicron variant.

The City of Santa Monica came together with SMTT, PPE Unite, and the California Governor's Office of Emergency Services, to make 135,000 KN95s, N95s, and surgical masks and 2,000 bottles of sanitizer available for local businesses to pick up by appointment, for free. More than 17 industries were authorized for the free masks and hand sanitizer through the program.

Eligible businesses were required to sign-up for a pick-up time to ensure supplies were available. Each qualified business was given a 30-day supply of PPE per employee. The pick-up location and

distribution management was conducted at SMTT's Main Street Visitor Information Center.

The two-phase distribution of personal protection equipment, PPE, from Santa Monica Travel & Tourism's Main Street Information Center totaled 666 businesses and residents receiving 114,450 free masks, 12,000 bottles of hand sanitizer along with signage and materials. The second phase of PPE distribution ran from February 1, 2022, through March 31, 2022. During that time, 273 businesses picked up 74,450 masks and 12,000 bottles of hand sanitizer.



BOARDS & COMMITTEES

Santa Monica Travel & Tourism continues to build and retain strong relationships at the local, state and federal level to continue Santa Monica's Economic Recovery.

BOARD OF DIRECTORS

LOCAL & REGIONAL

- Santa Monica Pier Corporation
- Independent Hospitality Coalition (IHC)
- Travel & Tourism Marketing Association (TTMA)
- Human Relations Council (HRC), Santa Monica Bay Area
- Southern California Association of Governments (SCAG) - Global Land Use and Economic Council (GLUE) Voting Member
- Santa Monica History Museum - Founding Member & Ex Officio
- Santa Monica Chamber of Commerce - Board Liaison
- Downtown Santa Monica, Inc (DTSM) - BID Liaison
- Main Street Business Improvement Association (MSBIA) - BID Liaison
- Montana Avenue Merchants Association - BID Liaison
- Pico Improvement Organization (PIO) - BID Liaison

STATE

- Santa Monica Bay Restoration Commission (SMBRC) - Voting Member

FEDERAL

- U.S. Travel Association

COMMITTEES

LOCAL & REGIONAL

- Santa Monica Pier Events Policy
- Santa Monica Pier Lessees Association
- Santa Monica Citywide Crisis Communications
- Santa Monica Buy Local - Executive Committee
- Santa Monica Chamber of Commerce - Business Strike Team, Government Affairs
- City of Santa Monica - Buy Local, Recovery Task Force, Homeless Advisory

STATE

- California Travel Association (CalTravel) - Government Affairs, Homeless Committee Chair, Comeback Task Force
- Visit California - CEO Advisory, Outlook Forum Steering, Professional Meetings & Events (PME)

MARKETING

SMTT SPRING PAID MEDIA CAMPAIGN

APRIL 3 - JUNE 30, 2022

The spring paid media campaign will run from April 3 - June 30. The campaign will create emotional connections to Santa Monica beyond landmarks to drive overnight visitation and extend length of stay from core audience segments.

The campaign is projected to deliver over 28 million impressions and will focus on nine key states: California (outside of SoCal), Arizona, Nevada, Washington, Oregon, Colorado, Texas, Illinois, New York and Utah with specific targeting in the following cities: **Primary:** San Francisco, Chicago, NYC, San Diego, Las Vegas (opportunity: Santa Barbara, Sacramento). **Secondary:** Dallas, Seattle, DC, Phoenix, Boston, Baltimore (opportunity: Salt Lake City, Austin). The various channels include:

- Digital-Programmatic: TravelDesk buying platform
- Social outreach will be expanding with a paid media campaign on TikTok
- Booking engines advertising on Expedia and Tripadvisor
- Sponsored Content: Collaborations including Lonely Planet, Matador Network, AFAR, Smithsonian (i.e. building itineraries that can be repurposed on santamonica.com) incorporate content marketing and true native formats to tell in-depth stories

SMTT HIRES MELTWATER, A LEADING GLOBAL PROVIDER OF SOCIAL AND MEDIA INTELLIGENCE

SMTT is now partnering with Meltwater, a media database and relationship management platform. Meltwater services allow SMTT to easily find contact information for and build relationships with relevant media audiences, influencers and journalists. SMTT will also be able to measure the effectiveness and value of stories and press releases that are distributed by understanding which users in the database of media contacts have engaged with social media content.



SOCIAL MEDIA

SMTT will be partnering with a new social media agency, Keen Social, beginning in April. Keen Social is a boutique, independent social agency located in Long Beach with roots in hospitality and travel and tourism. The partnership with Keen will bring a fresh dedicated approach to SMTT's organic social media strategy and focus on new initiatives driving visitors to Santa Monica.

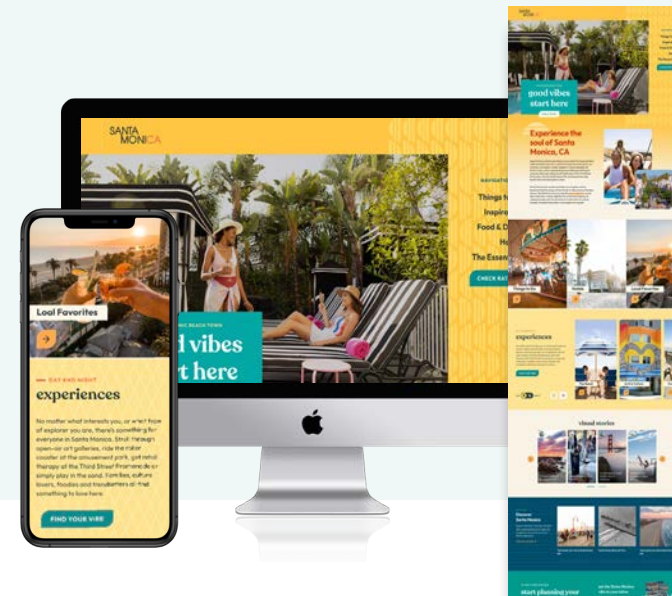


SANTAMONICA.COM

SMTT will launch a completely enhanced mobile-friendly website in the summer of 2022. The look and feel of the site will be modernized to drive more engagement with strong visuals portraying Santa Monica as the quintessential California coastal city. The enhancements will address overall performance of the site, redesign the content to better match user needs and expectations, and simplify the navigation. The new SantaMonica.com will be a crucial resource for visitors at all stages of the traveler's journey and educate them on why they should choose Santa Monica as their destination, in addition to featuring all the incredible offerings of the region.

The goal of the new SantaMonica.com website is to:

- Reintroduce Santa Monica as 'home base' destination and differentiate it from Los Angeles and other SoCal destinations
- Stabilize occupancy and serve the local business community
- Highlight creating experiences and connection in Santa Monica
- Drive overnight visitation during shoulder seasons



SUPER FUN IN SANTA MONICA FOR THE 'BIG GAME'

When the Rams made it to the "Big Game" we quickly shifted gears to drive hotel bookings for the weekend with a paid advertising campaign targeting California, Cincinnati and top feeder markets: Washington, Oregon, Nevada, Arizona, Texas, Colorado and Utah. Santa Monica's occupancy rates increased by over 70% from previous month:

- **Friday, February 11th: 80%**
- **Saturday, February 12th: 87%**
- **Month of January: 51%**



INTERNATIONAL ACTIVATIONS

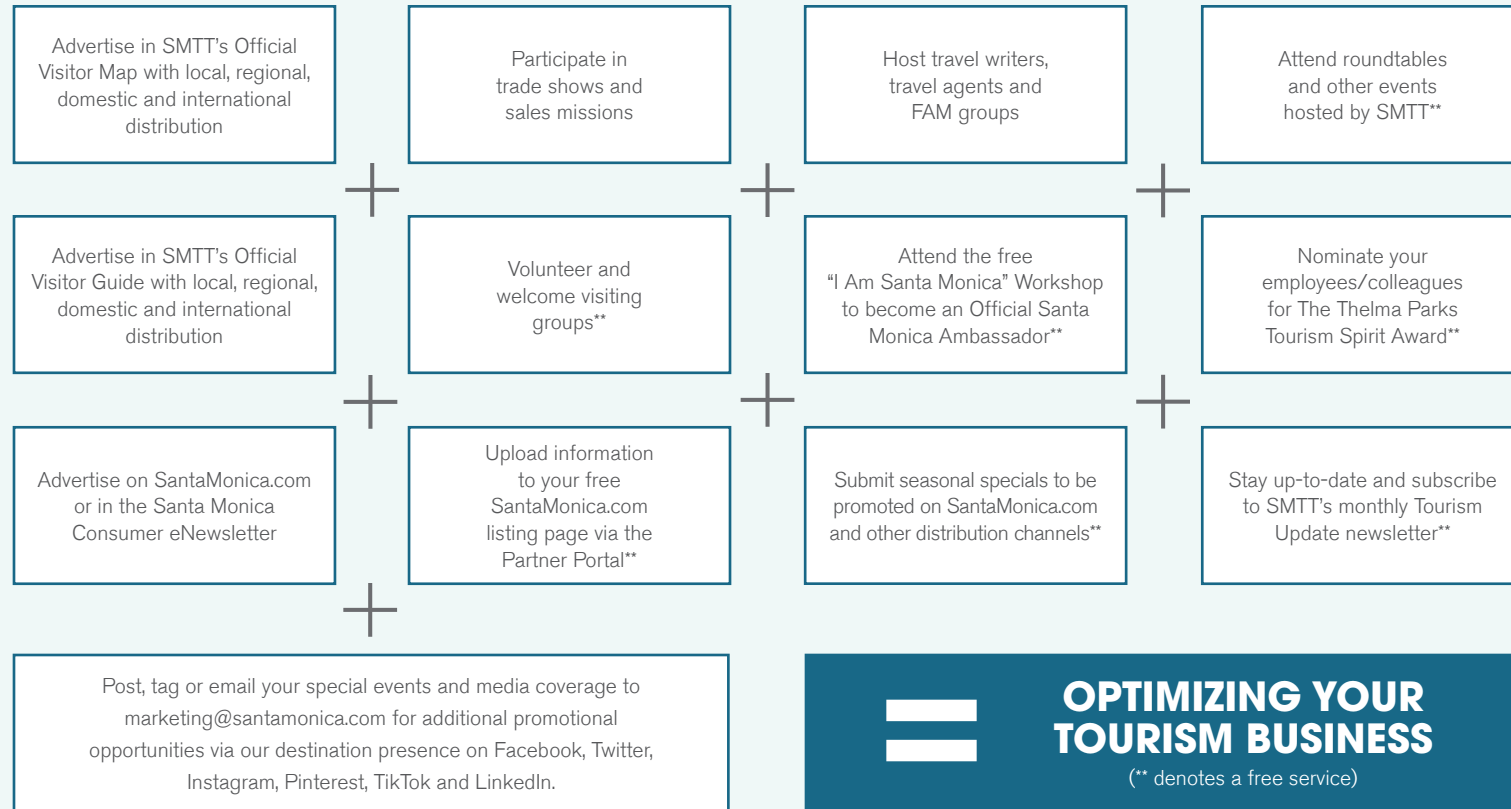
As international travel opens up we have reengaged and initiated paid and earned media campaigns with our trade agencies in top opportunity markets: Canada, United Kingdom, Germany and France. Watch out this summer as we embed Santa Monica in the United Kingdom summer scene by providing a memorable consumer experience that inspires travel to Santa Monica and connects directly with the destination.



HOW TO WORK WITH SMTT

Santa Monica Travel & Tourism offers a variety of free and fair share partnership opportunities to raise awareness about your business and services among those planning a trip here or already staying in Santa Monica. The more collaborations you opt-in for, the better equipped you will be to sustain and grow your tourism business.

To learn more about these programs and opportunities, visit [SantaMonica.com/tourism-biz](https://santamonica.com/tourism-biz).



SANTA MONICA VISITOR INFORMATION CENTERS AND WHAT THEY CAN DO FOR YOU

Santa Monica Visitor Information Centers are your source for all things Santa Monica. We are here not only as a resource to guests, but to you—our travel partners and residents. All of our Visitor Centers provide:

- Friendly and knowledgeable staff
- Official Visitor Guides and Maps
- Hotel information and booking assistance
- Information on attractions, tours, dining, museums, galleries and entertainment
- Santa Monica-inspired merchandise and more

We look forward to collaborating with our local partners to offer Santa Monica merchandise in their locations. These items can also be used to enrich and expand their welcome amenity programs and for locals to use for family reunions, weddings, holidays and celebrations.

Questions? Email info@santamonica.com or call 310-319-6263.

As a result of Covid-19 we added a text number, 424-443-7444, to better serve our visitors with text support for questions they may have during an uncertain time. Staff is available to assist seven days a week from 9:00 a.m. - 5:00 p.m.

SANTA MONICA VISITOR CENTER LOCATIONS

We welcome you to visit any of our locations below and see what is new!

- **Walk-In Visitor Information Center** 2427 Main St.
- **Pier Shop & Visitor Center** 200 Santa Monica Pier
- **Visitor Information Kiosk** 1400 Ocean Ave.

For location hours, visit [SantaMonica.com](https://santamonica.com).

TOURISM DICTIONARY

ADR

Average Daily Rate. One of the core indicators — along with other metrics, such as occupancy rate and revenue per available room — used to measure the operating performance of a lodging unit such as a hotel or motel.

DMO

Destination Marketing Organization. A company or other entity involved in the business of increasing tourism to a destination or improving its public image. For example, Santa Monica Travel & Tourism and Visit California are considered DMOs.

FAM

Familiarization Tour. A complimentary or reduced rate travel program for pre-qualified journalists, travel agents, airline employees and top travel buyers, designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel.

FIT

Individual travel in which a tour operator has arranged blocks of rooms at various destinations in advance for use by individual travelers. These foreign travelers travel independently, usually by rental car or public transportation.

MICE

Meeting, Incentive, Conference/Congress and Exhibition/Events. An internationally-used term for the events industry.

OTAs

Online Travel Agencies are travel websites that provide online booking facilities for hotels, airlines, cars and other travel-related services to users.

RECEPTIVE TOUR OPERATOR

A local tour company that specializes in inbound tourism experiences and manages products and services for incoming visitors that are often booked via international tour operators.

TMD

Tourism Marketing District. The Santa Monica TMD includes all lodging businesses located within the boundaries of the City of Santa Monica with an average daily rate of \$100 and above. Santa Monica's hotels have chosen to assess themselves to generate stable, dedicated funding specifically for tourism promotion. There are no new taxes or government spending required for the Santa Monica TMD.

TOT

Transient Occupancy Tax. Tax placed on hotel/motel room rentals that collects into the City of Santa Monica's general fund, providing funding for street improvements, police and fire, parks and libraries.

TOUR OPERATOR

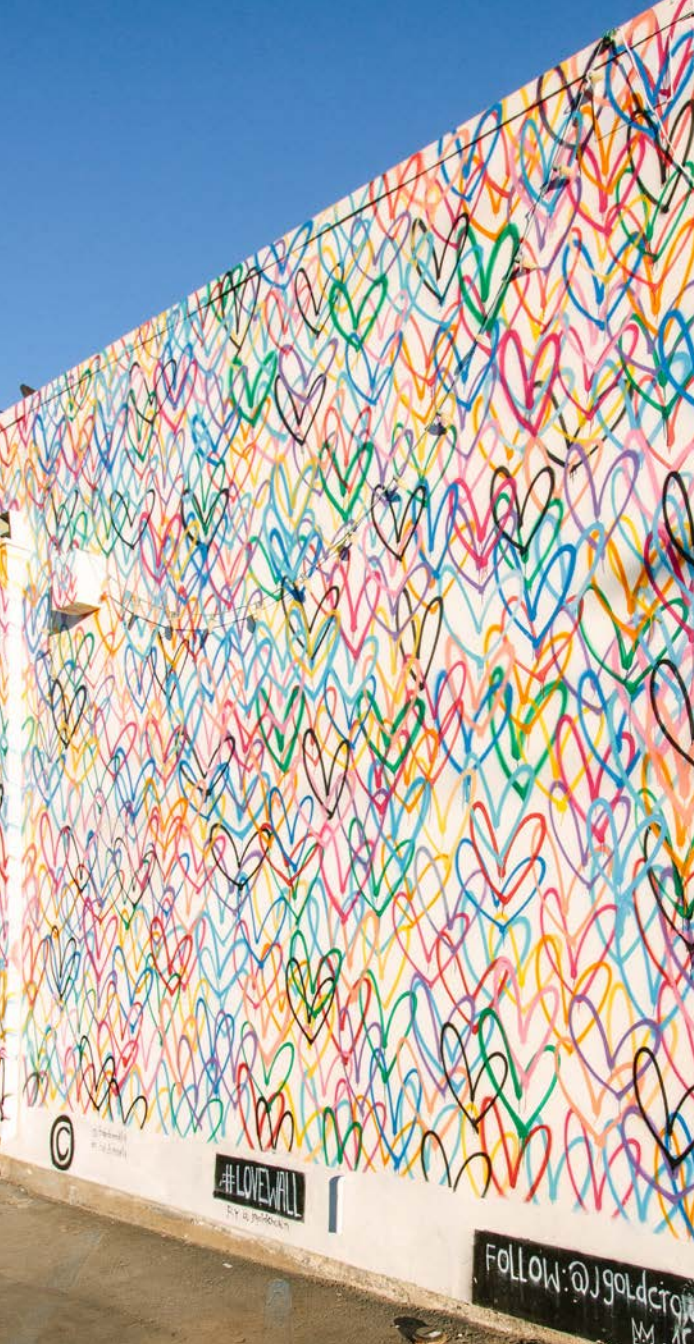
A company that creates and/or markets inclusive tours and/or performs tour services.

TRAVEL TRADE

The collective term for tour operators, wholesalers and travel agents.

WHOLESALER

Develops and markets inclusive tours and individual travel programs to consumers through travel agents. Wholesalers don't sell directly to the public.



WE WELCOME
ALL RACES ALL RELIGIONS
ALL COUNTRIES OF ORIGIN
ALL SEXUAL ORIENTATIONS
ALL GENDERS
WE STAND WITH YOU
YOU ARE SAFE HERE

SANTA
MONICA
TRAVEL & TOURISM

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To download welcome signage artwork for placement at your business, visit santamonica.com/welcome