

Spread Kindness
It's a Vibe.

SANTA
MONICA
TRAVEL & TOURISM



Welcome to the 14th Annual Santa Monica Tourism Summit

Today's Wi-Fi Password

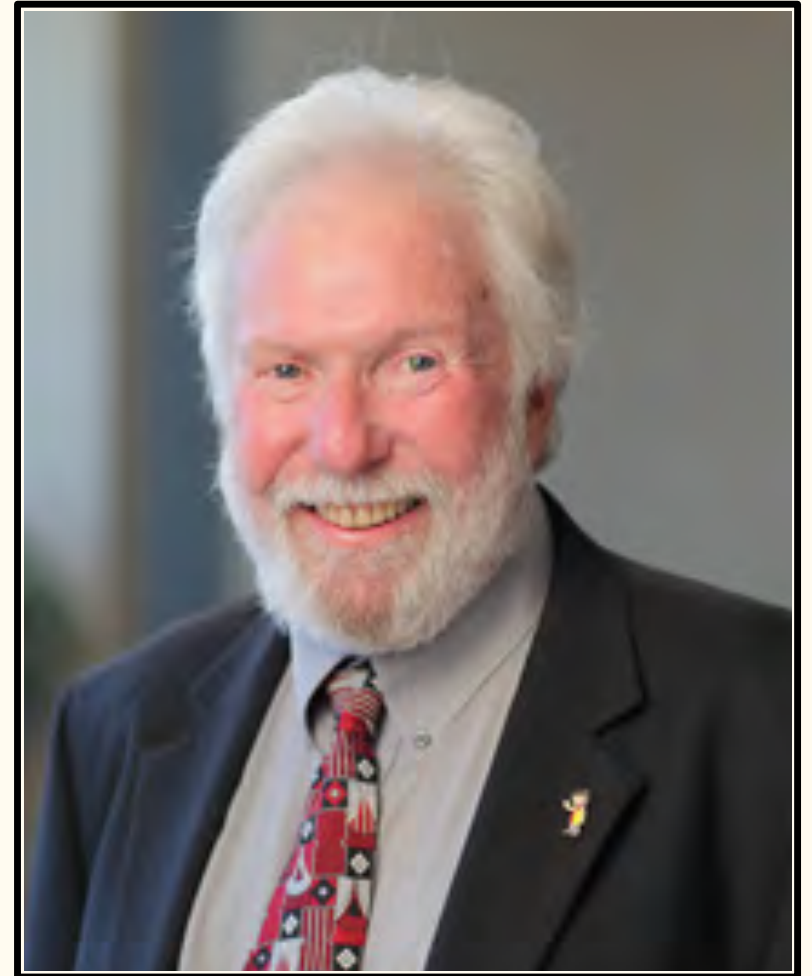
SMSummit23

#SMSummit23

Neil Carrey

Board Chair Santa Monica Travel & Tourism

- Santa Monica resident since 1980
- Champion of civic and nonprofit activities
- Youth sports coach for 15 years
- Santa Monica Recreation and Parks Commissioner
- Member or Chair of over 28 Nonprofit Boards over the years
- Currently serves on Kiwanis Club of Santa Monica; Santa Monica PAL, Santa Monica Chamber, Small Business Council of America and Santa Monica Airport2Park Foundation
- Member of the Country Music Association



The Vision

Santa Monica is the premier beach-city destination in the world.

The Mission

To strengthen our local economy by enhancing and promoting our community as a distinctive, compelling and welcoming travel destination.

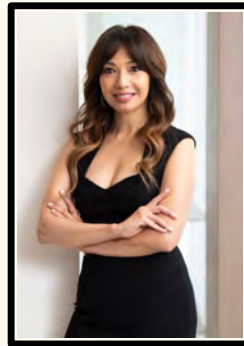
2023 TMD Committee



Younes Atallah, Chair
Regent Santa Monica
Beach Hotel



Sam Jagger, Vice Chair
Fairmont Miramar
Hotel & Bungalows



Aileen Carreon, Sec/Treas.
ETC Hotels – Shutters on the
Beach & Hotel Casa del Mar



Kevin Anawati
Le Meridien Delfina
Santa Monica



John Heidt
The Cottage
Santa Monica



Shahid Kayani
Hilton Santa Monica Hotels & Suites



Manju Ramen
The Huntley Santa Monica Beach



Jessica Rincon
Le Merigot Santa Monica



Juan Viramontes
Gateway Hotel Santa Monica

2022-2023 Board of Directors



Neil Carrey
Chair
Resident



Younes Atallah
Vice Chair
Regent Santa Monica



Charlie Lopez-Quintana
Treasurer
ETC Hotels



Darlene Evans
Secretary
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Shahid Kayani
Member
Hilton Santa Monica
Hotel & Suites



Jeff Klocke
Member
Pacific Park



Jan Williamson
Member
18th Street Arts Center



Anuj Gupta
City Liaison
City of Santa Monica



Judy Kruger
Chamber Liaison
Santa Monica Chamber

Caroline Beteta

President & CEO
Visit California

- President & CEO for over 30 years
- A strategic advisor for the Governor's Office
- U.S. Travel Hall of Leaders 2016 Inductee
- One of nine appointments to the U.S. Department of Commerce Travel and Tourism Advisory Board
- Overseeing the global marketing program for the nation's No. 1 tourism destination
- UCLA graduate



CALIFORNIA TOURISM HAS BOUNCED BACK



TOURISM BENEFITS VISITORS & RESIDENTS



GLOBAL MARKETING IS DRIVING DEMAND FOR CALIFORNIA



Santa Monica Board Representation



Santa Monica Tourism Representation



Misti Kerns

President & CEO, Santa Monica
Travel & Tourism

- CEO Destination Council
- Marketing Advisory Committee
- Professional Meetings & Events Task force

USA

visit
California

SANTA
MONICA
TRAVEL & TOURISM

INSPIRATION

PLANNING

TRANSACTION

ACCOMMODATIONS
RENTAL CARS
ATTRACTIONS
RESTAURANTS & RETAIL
TRANSPORTATION



State of Tourism



May 2023!

#CAtourism

California Tourism Month Press Conference





Tourism Related Spending
\$134.4B

Tourism Employment
1.1M

State & Local Tax Revenue
\$11.9B

Los Angeles County Economic Impact

2022

2019

Visitor Spending

\$2.29

Billion

\$2.24

Billion

Tax Revenue

\$223

Million

\$204

Million

Jobs

21,150

22,360

ZIPAIR

ITA
AIRWAYS

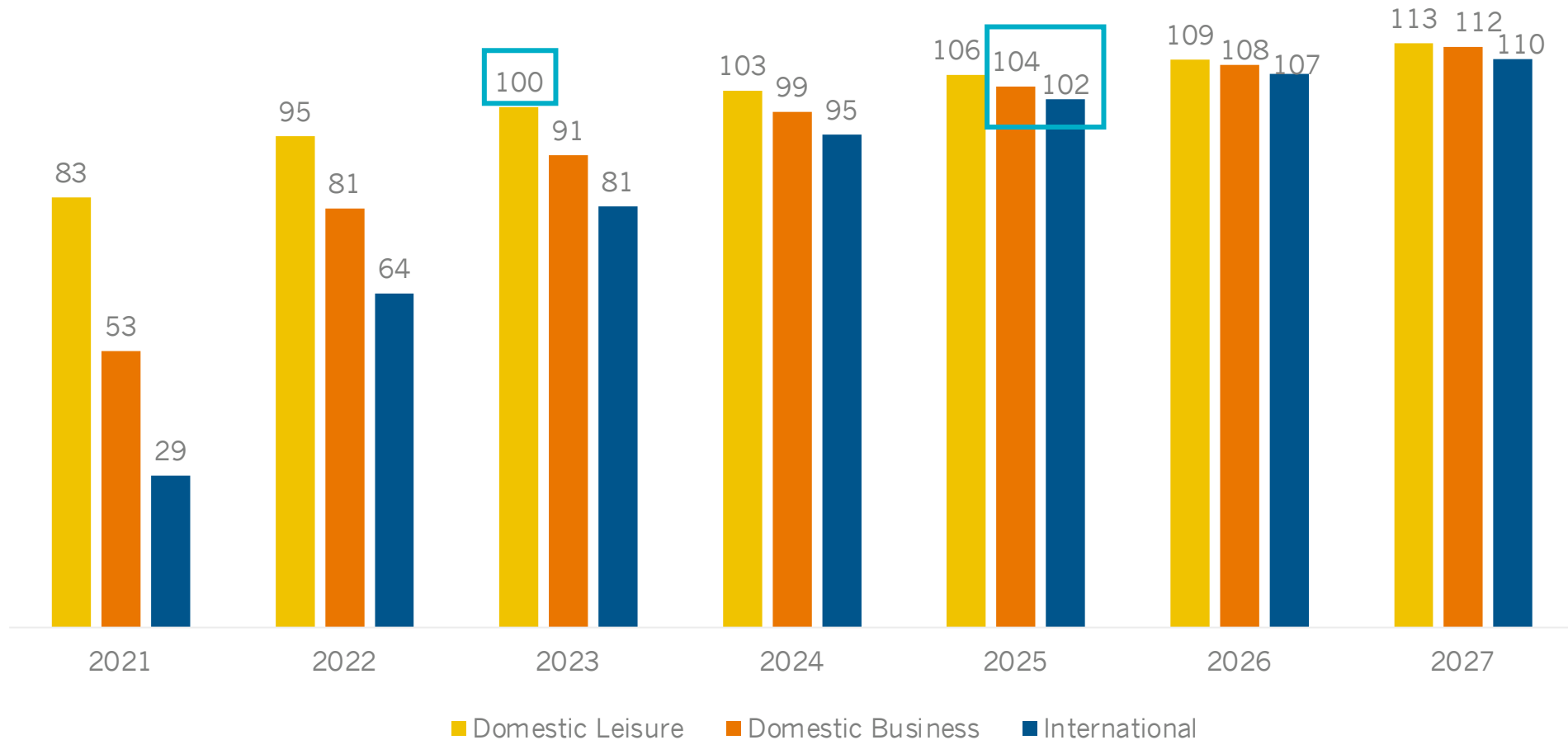
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California Tourism Product Stronger Than Ever

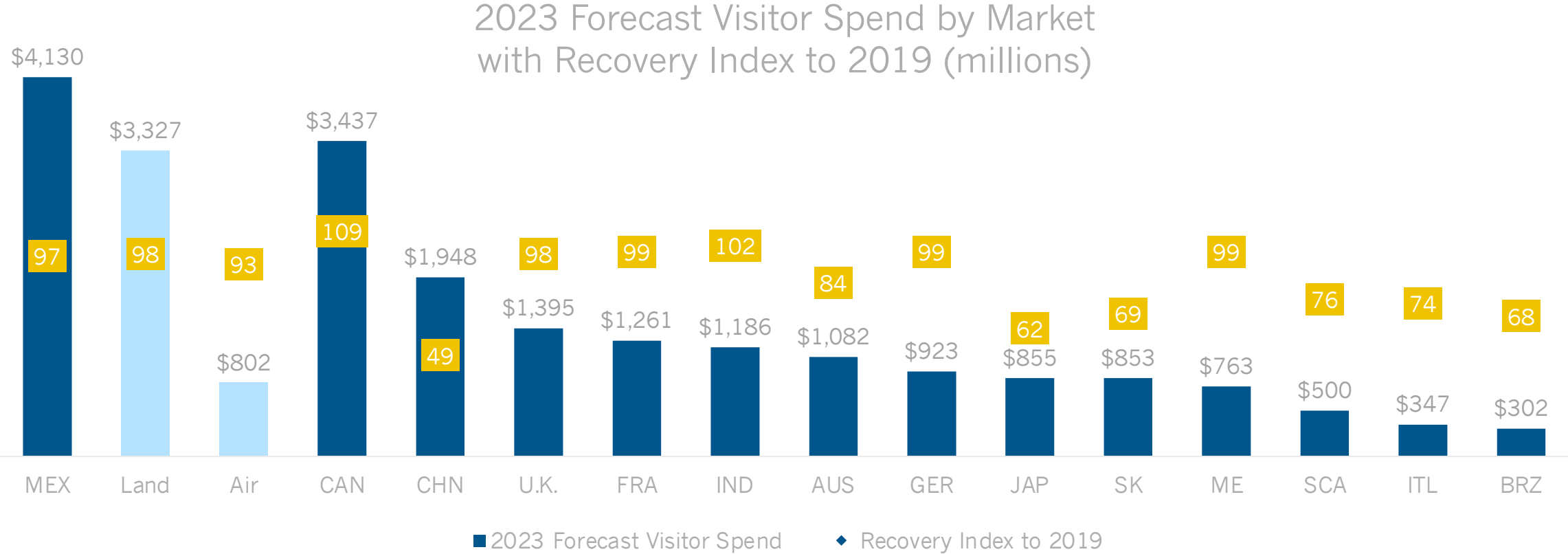


Visitation Forecast by Travel Segment

Forecast Comparison: Visitation to California by Key Sectors
(2019=100)



2023 Visitor Spending by Market



Source: Tourism Economics (January 2023)



California Stands Apart

California

**We celebrate
diversity**

**All dreams are welcome
here**

**Our vibe is fun &
free-spirited**

**We encourage you
to be you**

**The power of
possibility lives
here**

**We champion being
open-minded**

CA ATTITUDE + CA ABUNDANCE =

OUR MINDSET (PLAYFUL/OPEN)

OUR PRODUCT EXPERIENCE (VAST/DIVERSE)

THE ULTIMATE PLAYGROUND

OUR BRAND POSITIONING

California inspires travelers to pursue playfulness in their lives.

*“A California vacation/holiday encourages me to
express my individual form of play...”*



Driving Demand for California

BRAND CAMPAIGNS



‘Am I Dreaming?’



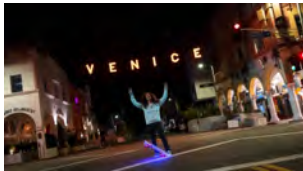
‘California Road Trip Republic’



‘Childhood Rules’ (Family)

Global
Leisure
Travel

URBAN CORE CAMPAIGN



Culinary | Culture | Entertainment | Luxury

ALWAYS ON CAMPAIGN



Search & Paid Content Distribution

Global
Business
Travel

PROFESSIONAL MEETING & EVENTS CAMPAIGN



‘The Birthplace’

‘Am I Dreaming?’



‘Childhood Rules’





**ROAD TRIP
REPUBLIC™**

23 Most Beautiful Places to Visit in California

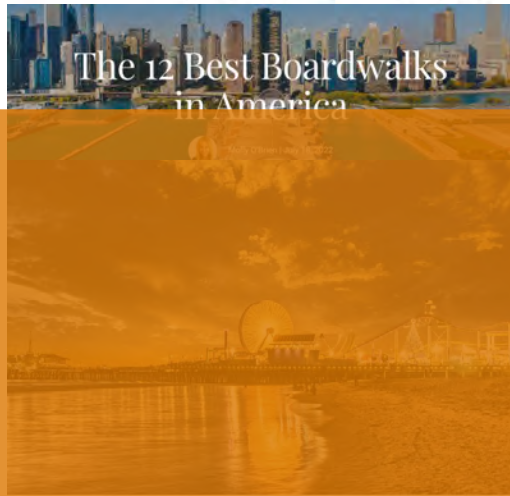
From the mountaintops to the lowest point in North America, these are the best places to visit in California.

04 of 23 | **Santa Monica Pier**



PHOTO: ADRIAN RUDD/TRAVEL + LEISURE

The entire city of Santa Monica is worth a visit, but don't miss the iconic Santa Monica Pier while there. The 1,600-foot pier comes with a little amusement park featuring a roller coaster so you can get a bird's-eye view of the beach below before taking a short, belly-flipping drop back down. Then, rest your head at the [Shore Hotel](#), which provides views of the pier, too.

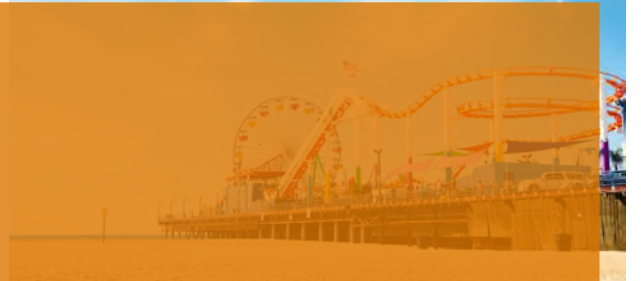


12 Santa Monica Pier and Venice Beach Boardwalk

475,000+ Pageviews
10,400+ Qualified Leads
60 Social Media Posts
125 Media Placements

Los Angeles: Family-Friendly Vacation Ideas

As home to the stars, world-class museums, and sunny beaches, Los Angeles is a bucket-list family vacation destination



Play by the Pier in Santa Monica

Where to Stay: [Shutters on the Beach](#)

Why It's a Top Spot for a Family Vacation: From an over-the-ocean amusement park to the [Original Muscle Beach](#), Santa Monica is filled with opportunities for waterfront fun, people-watching, and outdoor recreation.

Beach-bound families can stay steps from the sand at [Shutters on the Beach](#), where borrowing a hotel cruiser makes it easy to pedal up and down the bike path that spans from [Malibu](#) to [Manhattan Beach](#). Ditch the car and bike a few miles north to the [Santa Monica Pier](#). Here, kids can discover marine life at the [Pier Aquarium](#) or ride the historic carousel, Ferris wheel, and other [Pier](#) attractions. The [3rd Street Promenade](#) is another family favorite for [shopping](#), [dining](#), a weekly farmers' market, and car-free blocks filled with street performers. For indoor cultural attractions such as the [dozen aircraft](#) and interactive [art](#) being 727.

The Best Bakeries in Los Angeles

Whether you're staying in the [Los Angeles area](#), there's a bakery that's guaranteed to satisfy your sweet tooth.

2. Spend a day on the pier playing games and enjoying the rides 🎡

📍 PACIFIC PARK, SANTA MONICA, CA

If you've still got extra room in your belly (or your carry-on), there are dozens more dough shops to consider as well. The Montreal-style bagels from [Courage Bagels](#) in Virgil Village, the fried-egg sandwich from [Huckleberry Café](#) in [Santa Monica](#), and the braided cinnamon lines from [Copenhagen Pastry](#) in [Culver City](#) all have cult followings for a reason—and it's a good idea to see why for yourself. Make good use of the sugar rush by checking out more [family-friendly activities in Los Angeles](#).

BI-WEEKLY PODCAST

L.A. CHEF BROOKE WILLIAMSON

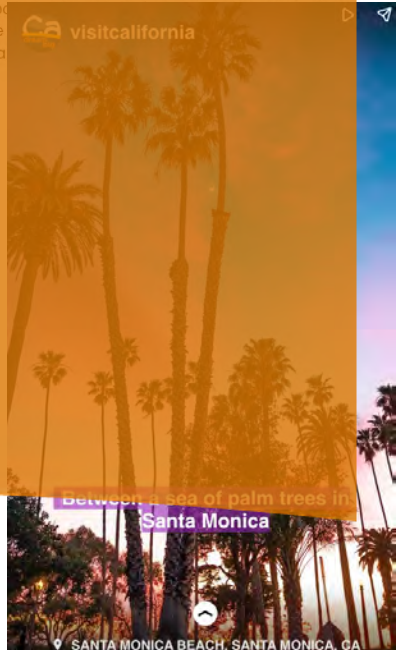
38 MIN • A MONTH AGO

The "Top Chef" alum discusses her restaurant, career, and life in Los Angeles' South Bay



CALIFORNIA NOW PODCAST
L.A. Chef Brooke Williamson

30 00:00:00 1:00 🔊 📌 🔍 🔄

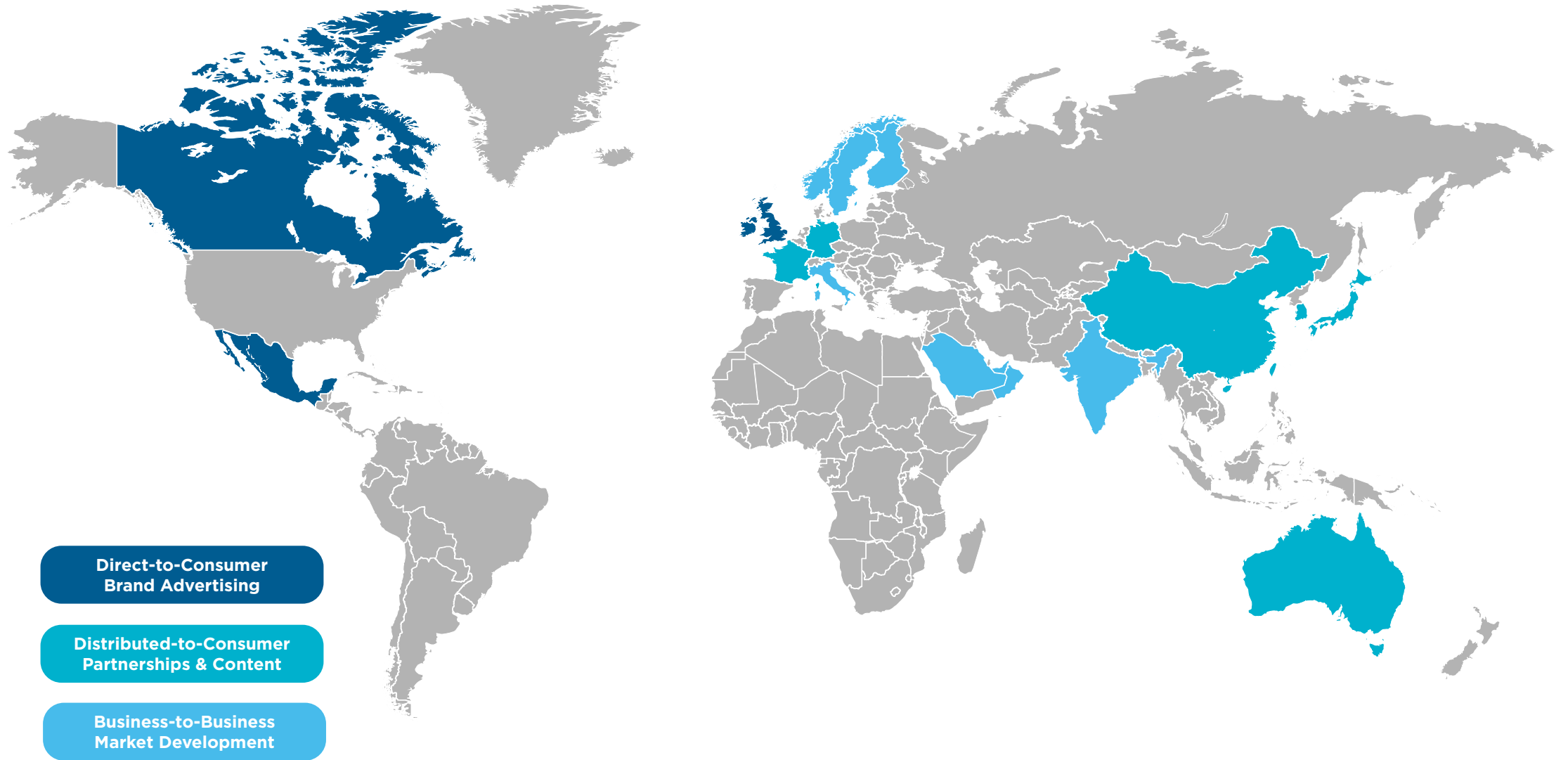


Promoting Santa Monica Meeting Space

- Brand Advertising
- Trade Shows
- B2B Education & Engagement

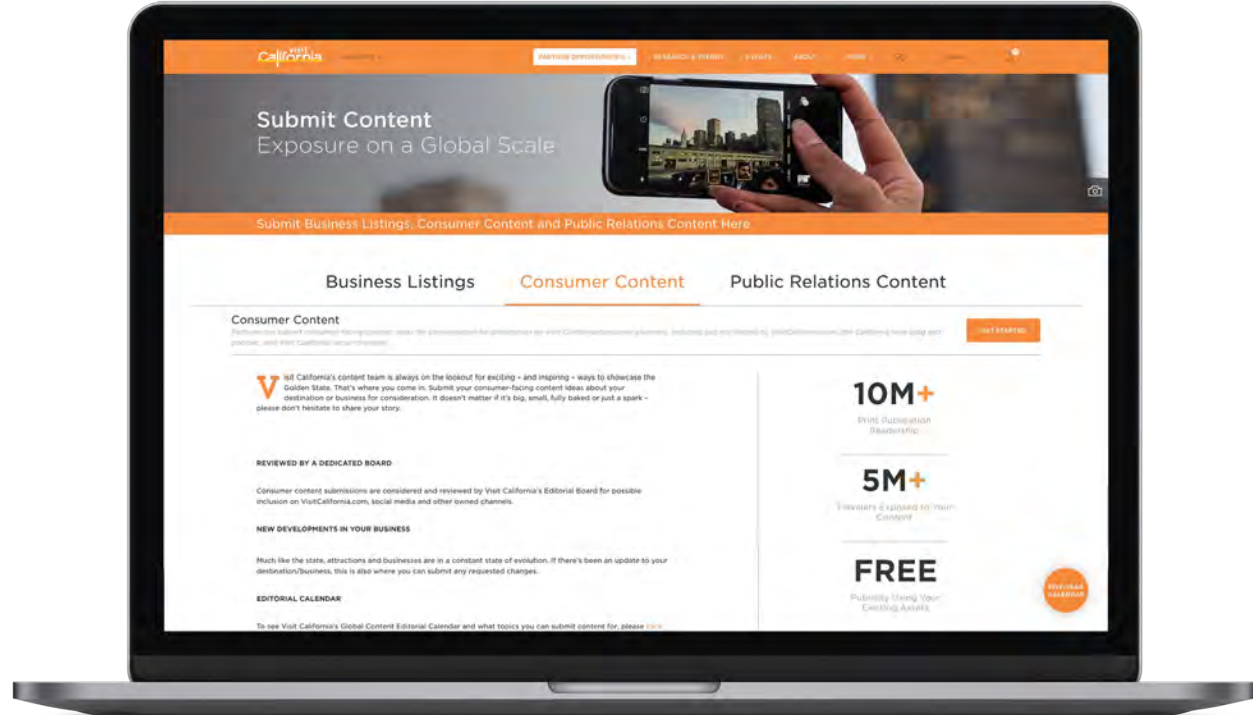


Priority International Markets



Partner Opportunities

- Submit content
- Program updates
- Co-op opportunities





Resources

industry.VisitCalifornia.com



Thank You!

Lauren Schlau

President & Owner
Lauren Schlau Consulting

- Holds a Bachelor of Science (communications), Northwestern University
- Master of Public Administration (MPA), University of Southern California
- Active in California Travel Association, TTMA, CA Downtown Association and Travel & Tourism Research Association
- Conducts Santa Monica Economic Impact Study and research



Lauren Schlan
Consulting

Santa Monica Visitor Profile and Tourism Impacts 2022



Visitor Outlook Forum – May 17, 2023

Study Background

- SMTT conducted the first visitor profile/economic and fiscal impact study in 1983
 - Updated every three years until 2009, then annually
 - Quarterly/seasonal on-site interviewing
- Similar method for comparable year-to-year results:
 - Tracking changes and growth of Santa Monica tourism
 - Invaluable data & insight for SMTT, visitor industry partners, the City of Santa Monica and the community for:
 - ❑ marketing/promotion planning and execution
 - ❑ destination/brand management, supporting visitor and resident quality of life
 - ❑ program development
 - ❑ stakeholder, community and employee knowledge



Key Points 2022 Tourism – Continued Recovery

1. Visitor volume, total visitor spending, taxes to City and Jobs supported *all higher* than 2021.
2. International visitor share more than doubled in 2022 to 21% versus just 9% in 2021
3. 2022 saw an uptick in day visitor share, 79% versus 72%; thus 21% (28%) here overnight.
4. Slightly shorted length of stay in 2022 by *all* visitors, all *overnight* segments stayed slightly longer than in 2021.
5. A lower share 16% (23%) of total and overnight visitors, 73% (80%) stayed in Santa Monica hotels.
6. Spending continued to be soft.
 1. As per-capita daily spending fell, the strong growth in total spending was due to higher visitor volume and visitor days
 2. A higher share of visitor spend was on lodging, with less on other items than in 2021 (and prior years).
7. In 2022, visitors traveled as couples and families; solo traveler share increased.
8. Visitor age again younger (as during pandemic) - in the early 30s
9. Median household income higher in 2022

Summary 2022 Tourism – Continued Momentum

Indicator	2022		2021
	Number	% Chg. fr. 2021	
Total Visitors	5,320,500	51.8%	3,504,000
Average Stay (days, all visitors)	1.40	-3.5	1.45
Total Visitor Days	7,457,100	47.1%	5,071,300
Total Annual Visitor Spending	\$ 961,711,800	28.2%	\$750,259,392
Per-capita Daily Visitor Spending	\$128.97	-12.9%	\$147.94
Hotel Tax to City (visitors)	\$59,232,000	41.3%	\$41,927,600
Visitor Retail Sales Tax to City	\$4,525,600	21.3%	\$3,730,400
Equivalent tax per S M household	\$1,337	42.7%	\$937
S M Jobs Supported by Tourism	8,049	40.1%	5,747

■ Overview:

- Santa Monica tourism momentum; even more people traveling in 2022
- Notable growth in Santa Monica total and international visitor volume, and spending
- Santa Monica poised for more growth with rebuilding international and business travel

■ Visitor Volume:

- Total: 5.3 million(3.5 million), up 52%
- International: 1.1 million (322,800), soaring 249%

■ Spending:

- Total: \$961.7 million (\$750.3 million in 2021), up 28%.
- Per-capita daily spending: \$129 (\$148), down 13%

■ Hotel and Retail Tax to City from Tourism:

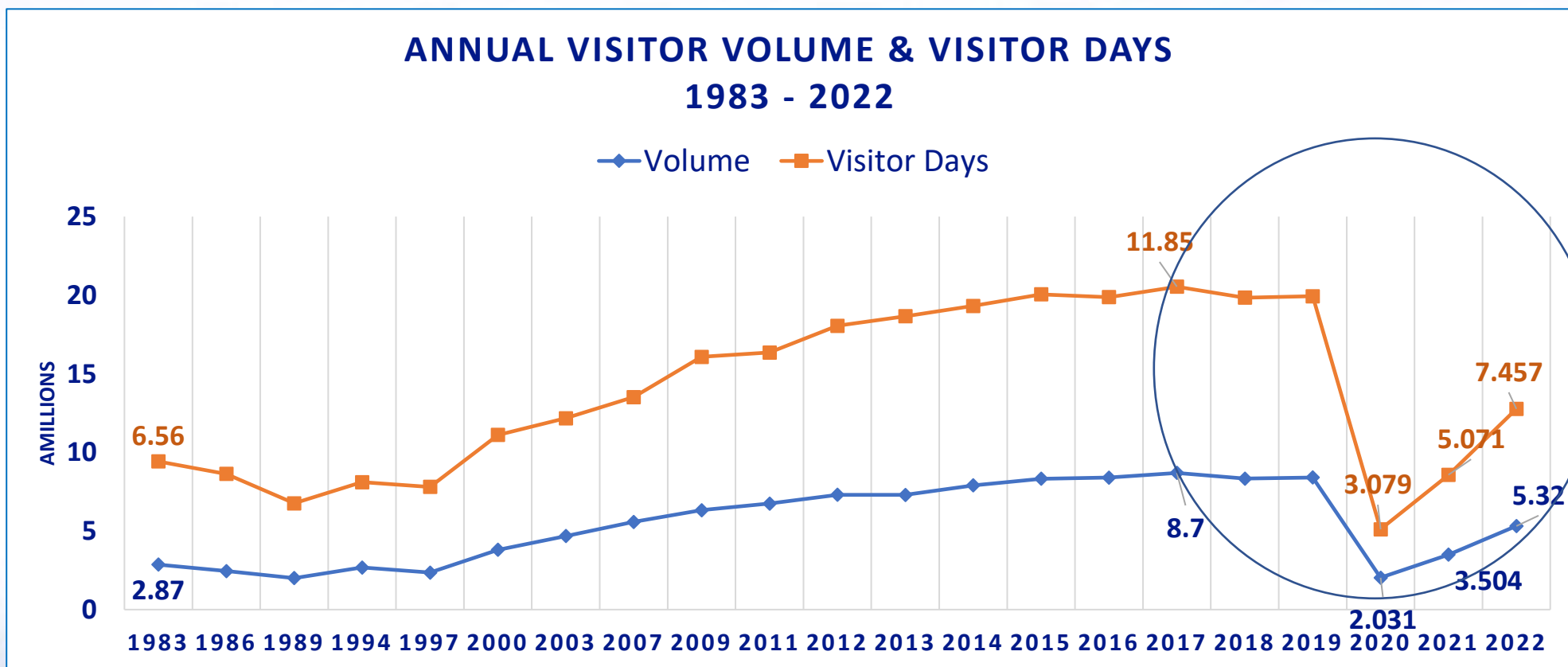
- \$63.7 million (\$45.7 million), up 39%
- \$59.2 million lodging tax, \$4.5 million retail sales tax.

■ Hotel Performance:

- Annual room demand 74% versus 59% up 27%
- Average daily rate (ADR) \$411 versus \$333, up 24%

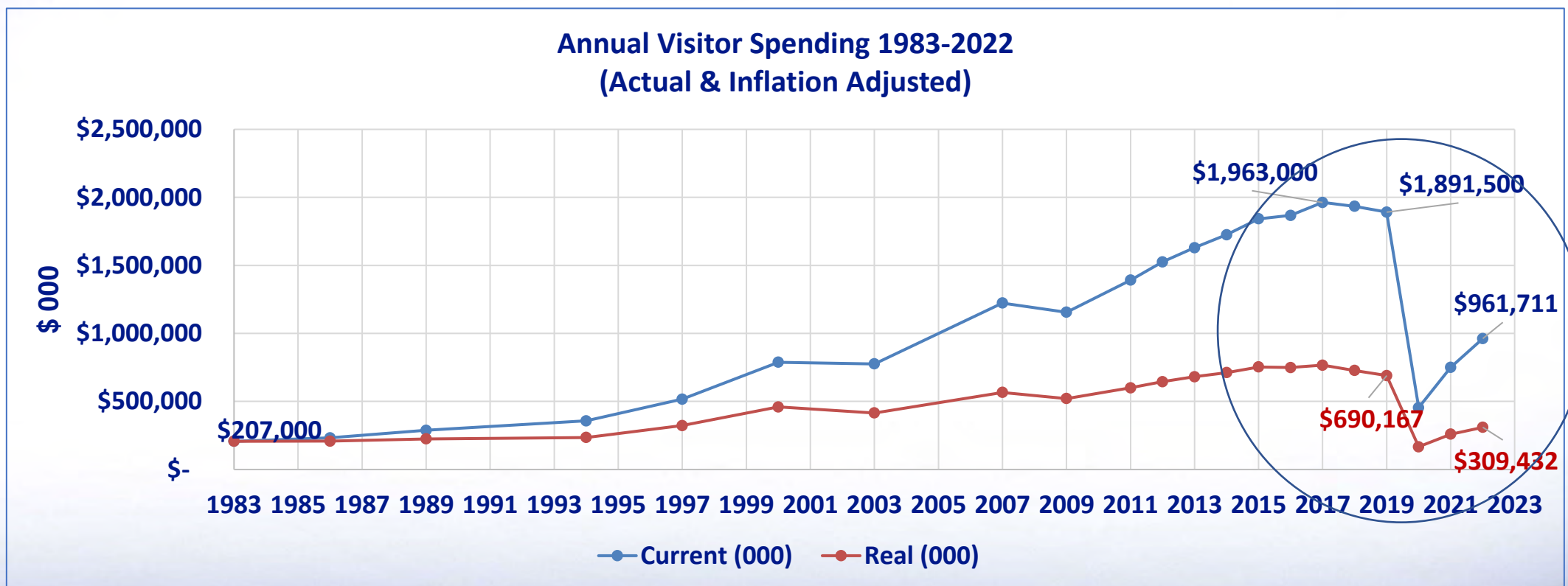
Visitation Trends Over the Years

- Two year growth is evident, yet visitation remains below historic levels.



Total 2022 Visitor Spending Growth

- Total (current) 2022 visitor spending \$961.7 million, \$750.3 million last year, up 28%
- With inflation, real total spending \$309.4 million versus \$259.4 million in 2021, up 19%



2022 Origin: Higher International Share, While U.S. (incl. California) Share Remains Majority

- 2022 showed continued growth of international visitor *share* with lower share of U.S. origin visitors, although actual *volume* is higher in 2022 for all segments versus 2021.
- In 2022, International share of total visitation reached 21% versus 9% last year.
- Other U.S. domestic (excludes California) share decreased to 54% from 61% in 2021.
- California share also lower 25% versus 30%

Exhibit 3 - 2022 Share by Origin

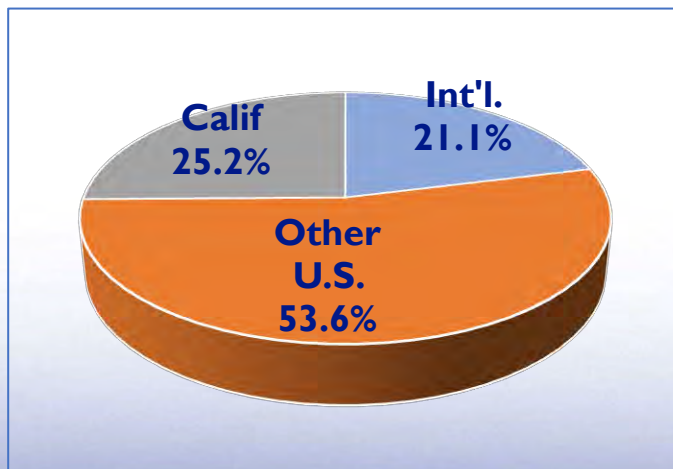
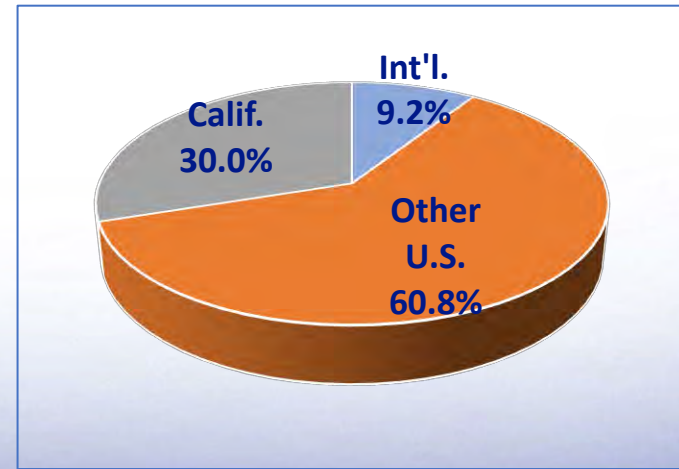


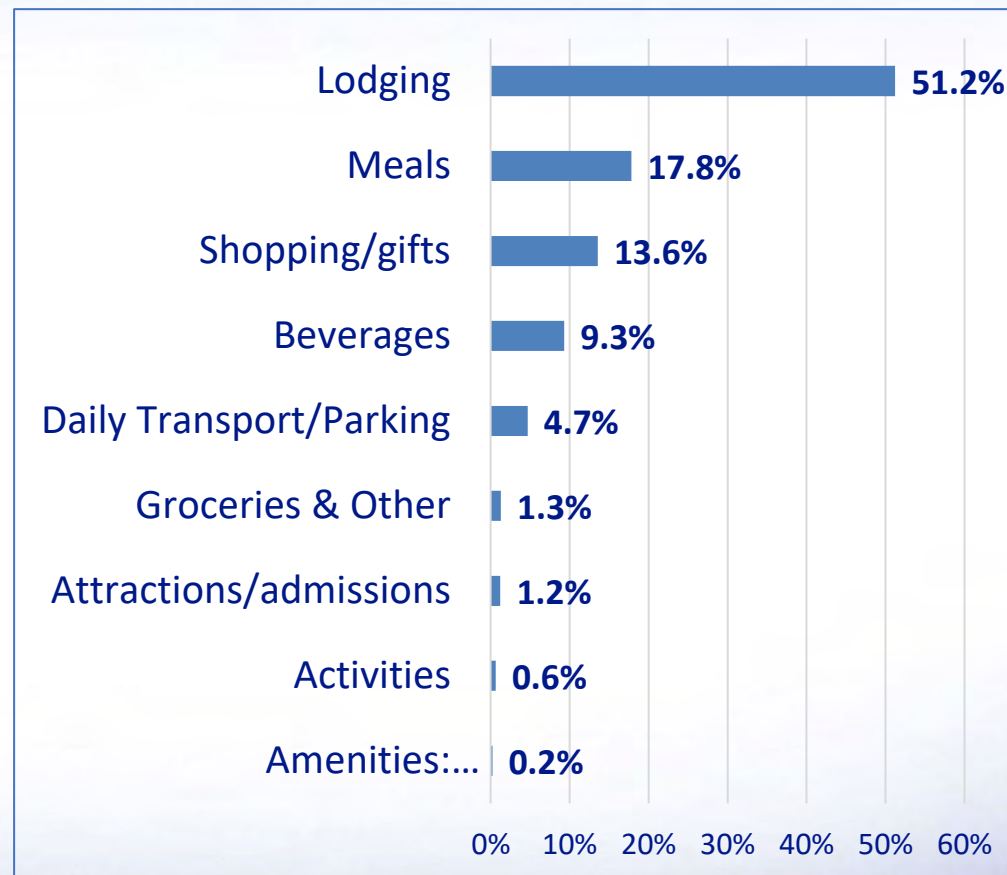
Exhibit 4 – 2021 Share by Origin



Total Spending – Lodging is Half, Again the Top Category

- Of the \$961.7 mill. (\$750.3 mill) Total Visitor Spending...
 - Most spent on **lodging**
 - ❑ \$492.5 million (\$350.1 million), up 41%
 - ❑ 51% (47%) of total spending, highest share in three years
 - Second most for **meals/snacks**
 - ❑ \$171.5 million (\$159.9 million), up 7%
 - ❑ 18% (21%) of total spending
 - Third most for **retail/gifts**
 - ❑ \$130.5 million (\$114.3) million, highest in three years, up 14%
 - ❑ 14% (15%) share of total spending
 - Fourth most for **beverages**,
 - ❑ \$89.6 million (\$62.0 million) up 45%
 - ❑ 9% share of the total

Category Share of Total Visitor Spending



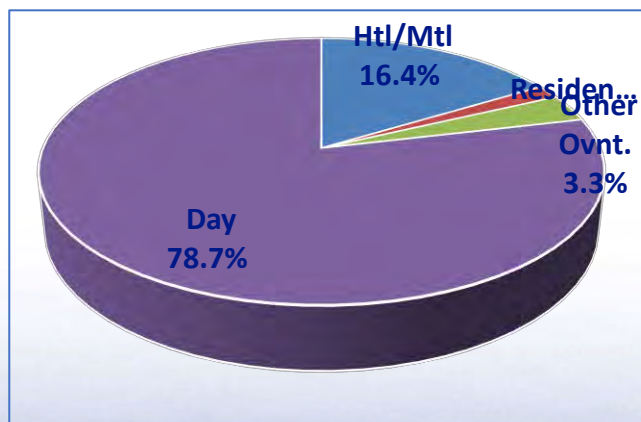
* Daily per-person spending average for all visitors whether or not they spent in that category.

Hotel Guests Generate Nearly Three-Quarters of Visitor Spending

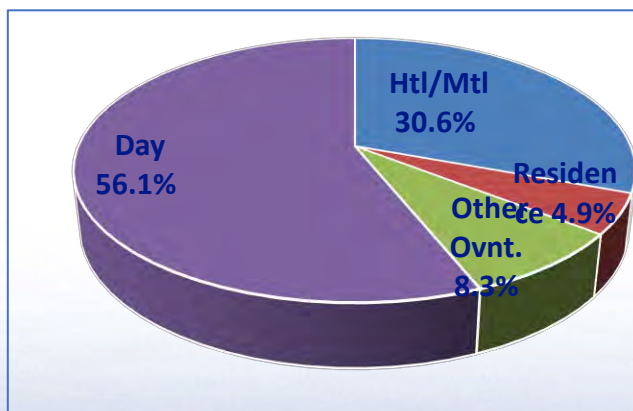
These charts compare the relative share for each segment's visitor volume, visitor days, and total spending.

- Day visitors (purple) comprise a 79% share of volume, and 56% of visitor days but only generate 15% of spending.
- Conversely, hotel guests (blue) are just 16% of volume and 31% of visitor days, but account for 73% of total annual visitor spending.

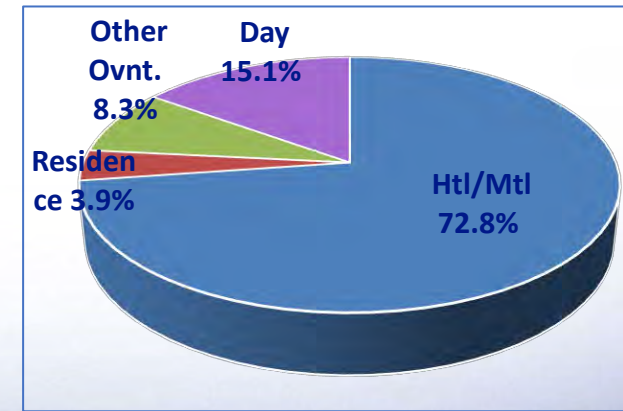
Visitor Volume



Visitor Days



Visitor Spending



Visitors Generated Nearly \$64 Million of Tax to City of Santa Monica

- Total of \$63.8 in 2022 million in lodging and sales tax revenue generated to the City of Santa Monica (from total *net taxable* visitor spending of \$785 million \$598 million).
 - \$59.3 million (\$41.9 million) lodging tax
 - \$4.5 million (\$3.7 million) is sales tax
- Total visitor generated taxes contribute *equivalent* of \$1,337 (\$937) of City provided services per Santa Monica household

Tax Category	2022		% Chg. Fr. 2021	2021	
	Tax Revenue	Ratio		Tax Revenue	Ratio
Lodging	\$59,232,040	92.9%	41.3%	\$ 41,927,620	91.8%
Retail Sales	\$4,525,576	7.1%	21.3%	\$ 3,730,376	8.2%
Total	\$63,757,616	100.0%	39.6%	\$ 45,657,996	100.0%

Santa Monica Tourism Supports Nearly 8,100 Jobs

Table 17 - Santa Monica Jobs Supported by Tourism

Employment Sector/Category	2022			2021	
	Jobs	Ratio	% chg.	Jobs	Ratio
Lodging	4,526	56.2%	51.8%	2,980	51.9%
Eating places	1,525	19.0%	15.3%	1,323	23.0%
Drinking places	797	9.9%	55.4%	513	8.9%
Retail/shops	565	7.0%	31.6%	430	7.5%
Local transportation	377	4.7%	427.5%	72	1.2%
Attractions/entertainment	119	1.5%	-38.3%	193	3.4%
Activities	63	0.8%	-57.8%	149	2.6%
Groceries/incidentals/other	57	0.7%	40.7%	41	0.7%
Amenities (health, spa, etc.)	19	0.2%	-59.7%	46	0.8%
Total	8,049	100.0%	40.0%	5,747	100.0%

Source: Lauren Schlau Consulting Inc., CIC Research Inc., and Visit California, [Travel Impacts By County, 1993-2021](#), Dean Runyan Associates, April 2022.

Notable Lift in International Visitor Volume & Spending

- Santa Monica attracted 1.1 million (322,800) International day and overnight visitors, up 249% from 2021.
- International share at 21% vs. 9% in 2021 of total visitor volume.
 - Int'l. share was 25% in 2020 and about 50% in 2019.
- 4.2 million (3.3 million) were of U.S. origin, up 32% (109%) from 2021, with a 79% (91%) share of volume.
- International visitors spent \$165 (\$160) per-capita per day; with the large rise in volume, their 2022 total spending reached \$329 million, up 322% from \$78.1 million in 2021, and a 34% (10%) share of total spending.



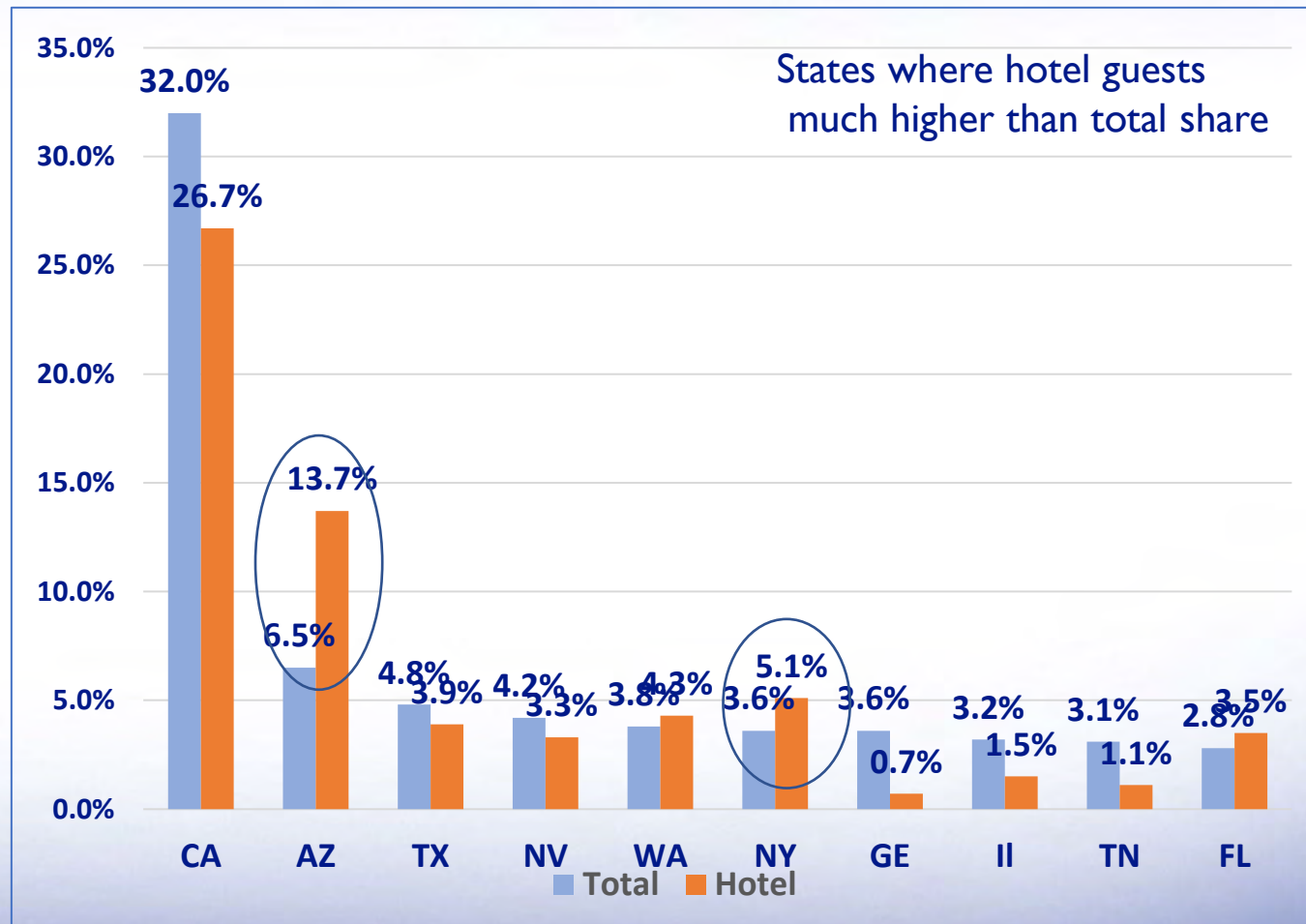
Visitor Segment	Annual Visitors	Ratio	Annual Visitor Spending	Ratio	Daily Avg. Spend per-capita
2022 International	1,125,252	21.1%	\$ 329,915,683	34.3%	\$165.56
U.S. Domestic	4,195,243	78.9%	\$ 631,769,569	65.7%	\$115.62
2021 International	322,787	9.2%	\$ 78,131,807	10.4%	\$160.12
U.S. Domestic	3,181,261	90.8%	\$ 672,127,236	89.6%	\$146.46



California Tops Other States

- Of Santa Monica U.S. visitors, California had the highest share with 32% (33%).
- For 2022 the top 10 states accounted for 68% of U.S. volume; versus 71% in 2021, suggesting a slightly more dispersed market by origin state.

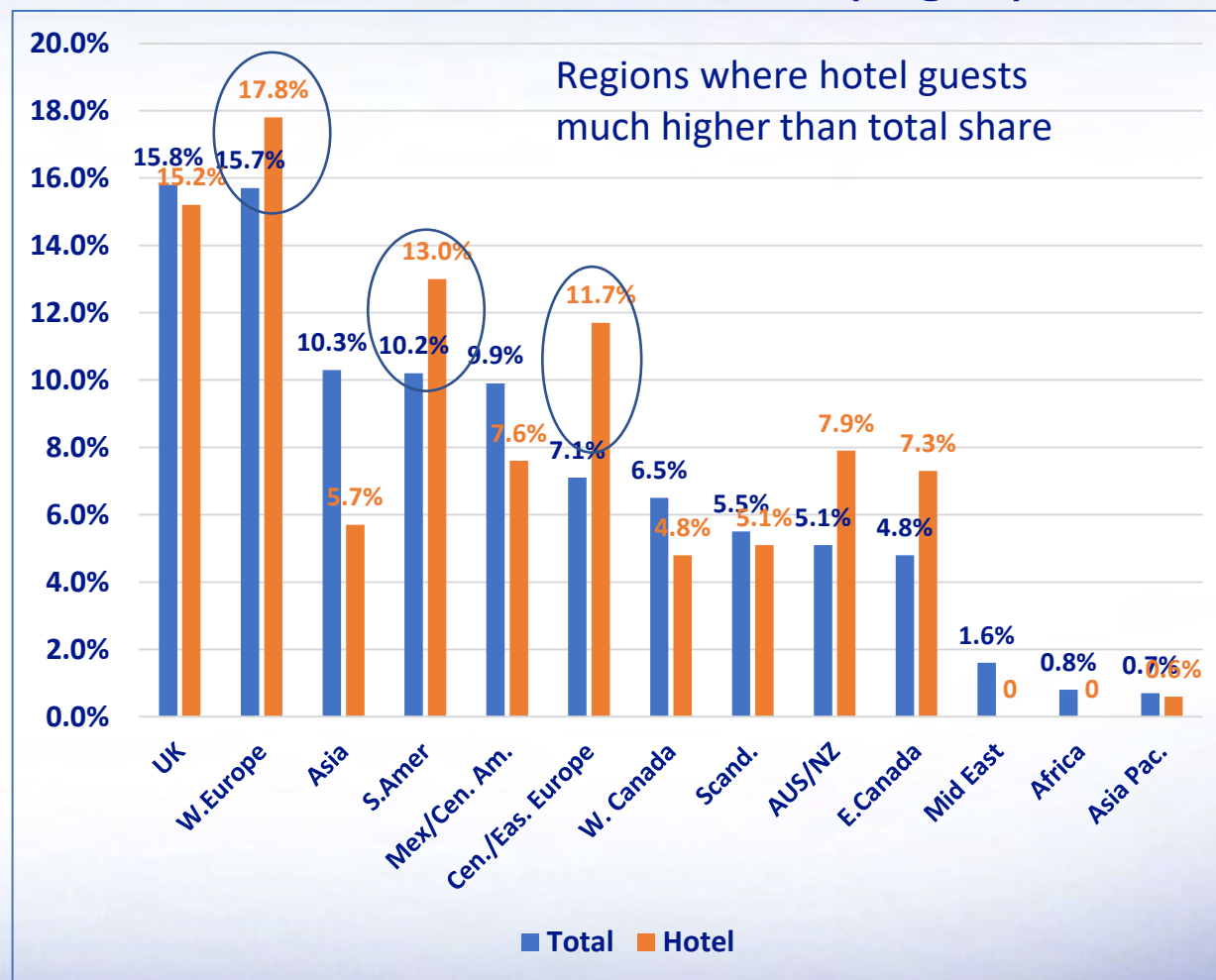
Leading U.S. Feeder States



UK Reclaimed Top Foreign Feeder Region

- United Kingdom was top Int'l feeder with 16%, versus just 3% last year.
- Also 16% (3%) from Western Europe, 11% (17%) from Canada.
- Mexico/Cent. America, the top region in 2021 with 28%, slipped to 10% share in 2022.
- Thus Santa Monica's historically strong international markets such as UK, Australia and Western Europe each grew notably in 2022, while Mexico and Canada, which were stronger during the pandemic, decreased in share.

International Feeders (Region)



Santa Monica Lodging Performance – Growth Momentum

- In 2022, citywide occupancy rate rose to 74.0% versus 58.6% in 2021
- 2022 annual occupied demand was 1,088,900 (856,900) rooms, a 27% increase – while supply only rose by .5%.
- The citywide daily room rate averaged \$411 versus \$332 in 2021, a 24% rise, and well above the peak \$333 ADR in 2019.

Lodging Performance Indicator	2022	2021	% Change 2022 - 2021
Total (net) Available Rooms	1,470,893	1,462,913	0.5%
Occupancy Rate	74.0%	58.6%	26.3%
Annual Occupied Rooms	1,088,907	856,889	27.1%
Adjusted Avg. Daily Room Rate (ADR)	\$411.06	\$332.51	23.6%
Adjusted Total Annual Room Revenue	\$447,602,284	\$284,927,233	57.1%
Adjusted REVPAR	\$304.31	\$194.77	56.2%

Source: STR, Santa Monica Travel & Tourism; Lauren Schlau Consulting, Inc.



Santa Monica Hotel Supply - Renovations and Additions

Santa Monica lodging is in a growth phase. With rebounding hotel occupancy rates and expected strength in travel, existing hotels are renovating and new hotels are being planned. If all were to open, the market would add 304 rooms by 2027.



Renovations to Existing Supply:

- **Sonder Beacon:** formerly Shangri-La, complete renovation and rebrand; reopening as of January 2023
- **Georgian:** complete upgrade & renovation retaining its iconic historic character; reopened February 2023
- **Pierside:** formerly Wyndham, complete renovation; reopened as of January 2023
- **Shore Hotel:** renovation realignment of public interior and exterior spaces.
- **Regent Santa Monica:** formerly Lowe's; complete renovation and new property management. Hotel will be completely closed, reopening expected late 2023.

S M Impressions Much Higher Since Last Visit

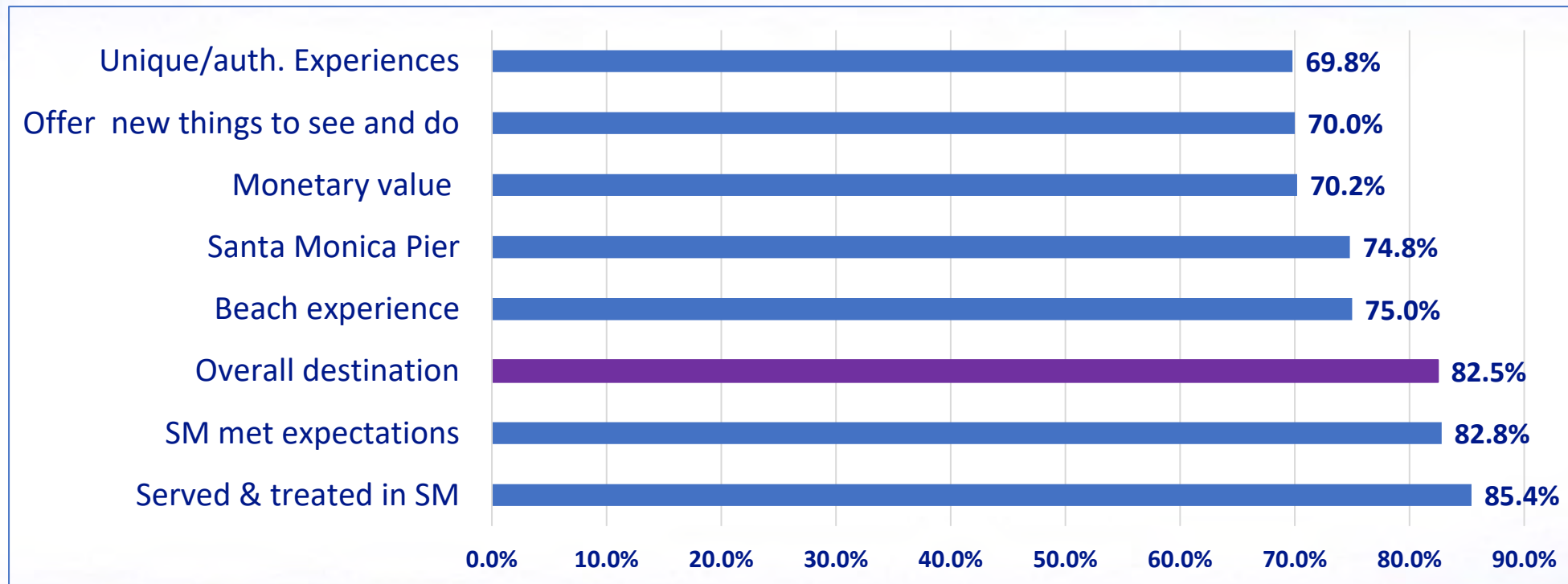
- Among past Santa Monica visitors, 44% (42%) rated their impression of Santa Monica as *improved* since their last visit.
- Another 51% (48%) had the *same* impression; only 4% (10%) rated it *worse*.
- Average impression was rated 2.40 (2.32) (out of 3) the fourth year of increase from the prior year.

Impression of Santa Monica Since Last Visit

	Total Visitor
Base: Past SM visitors	670
3 – Better	44.2%
2 - Stayed about the same	51.4%
1 - Worse	4.4%
Mean	2.40

Visitors Equally or More satisfied with Santa Monica in 2022 than in 2021, for *all* factors.

Satisfaction Ratings – Percentage Highly Satisfied *



“Highly satisfied” = percentage who rated item as 5 “extremely satisfied” + 4 “very satisfied”

Thank
You

SANTA
MONICA
TRAVEL & TOURISM

Jeff King Tourism Champion Award

This award honors an individual or organization who demonstrates creativity and leadership while fostering the positive experience of visitors and Santa Monica community pride.

Previous Winners Include:

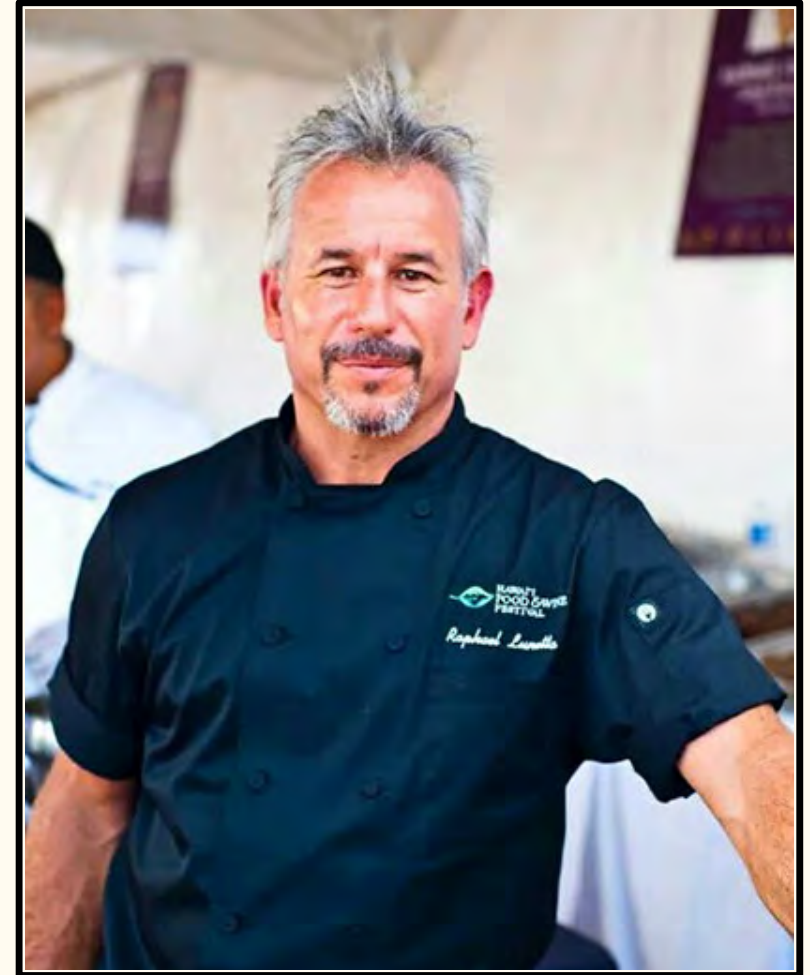
- Jennifer Taylor
- Nat Trives
- Santa Monica Pier & Pacific Park
- Shelley Luce & Heal the Bay Aquarium
- Elaine Polachek



Raphael Lunetta

Former SMTT Board Chair, Chef & Owner Lunetta & Lunetta All Day

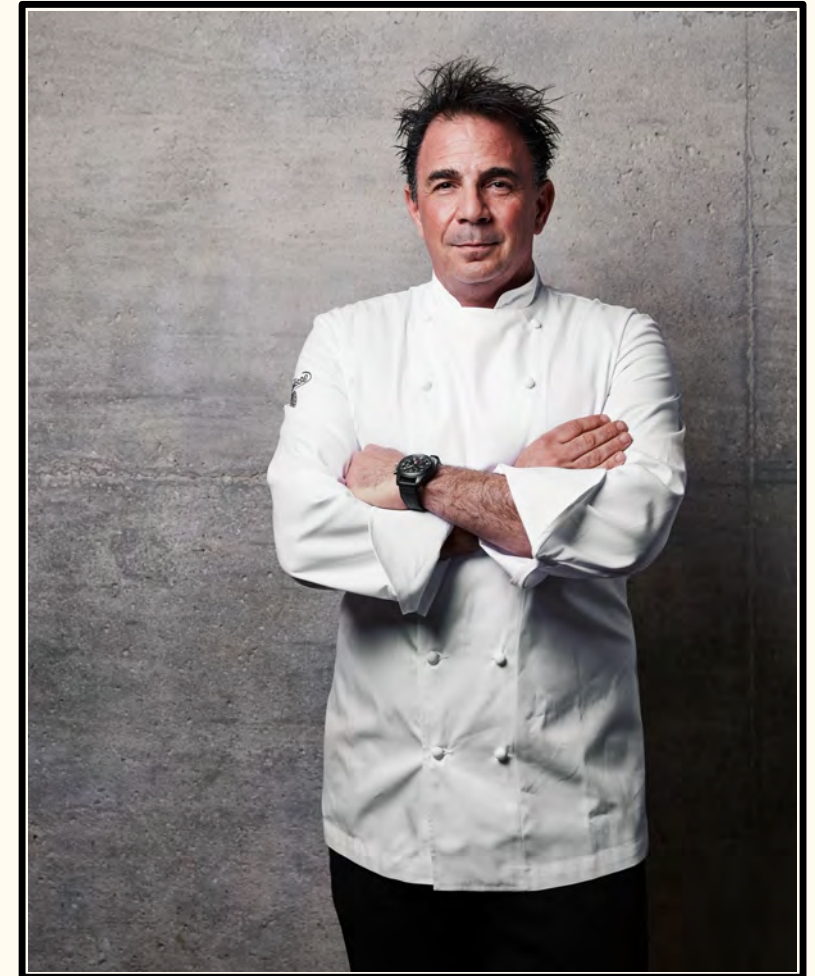
- Dozens of appearances on Food Network shows, Judge on Top Chef and featured on Beat Bobby Flay
- California Travel Association Chef of the Year
- Raised and resides in Santa Monica
- Former Professional Surfer turned Professional Chef AKA “The Surfing Chef”
- Current Secretary/Treasurer of Santa MoniCARES
- Santa Monica Restaurateur



Josiah Citrin

2023 Jeff King Tourism Champion

- A culinary expert and veteran of Los Angeles's gourmet dining scene
- More than 25 years of experience
- A two-star Michelin chef and owner of Santa Monica's highly-acclaimed Mélisse
- A one-star Michelin chef and owner of Citrin
- Santa Monica/Venice Beach native and surfer
- Seven + eateries located throughout Los Angeles



Thelma Parks Tourism Spirit Award

This award is presented in appreciation of hospitality and the employees who serve Santa Monica, in honor of Thelma Parks, a treasure of the Santa Monica community and tourism industry.

“Having found myself a tourist many times, I enjoy putting the visitor first.”

Previous Winners Include:

- Darius Smiley, Le Meridien Delfina
- Manju Raman, The Huntley Hotel
- Barbara Moss, Fairmont Miramar Hotel & Bungalows
- Fernando Ceron, Loews Santa Monica Beach Hotel
- Kat Wells, Circuit
- Melanie Lawson, Hilton Santa Monica Hotel & Suites
- Derek Davis, Downtown Santa Monica Ambassador
- Jessica Mahone, JW Marriott Santa Monica Le Merigot
- Mickey Barnes, The Lobster





Misti Kerns
President & CEO,
Santa Monica Travel & Tourism

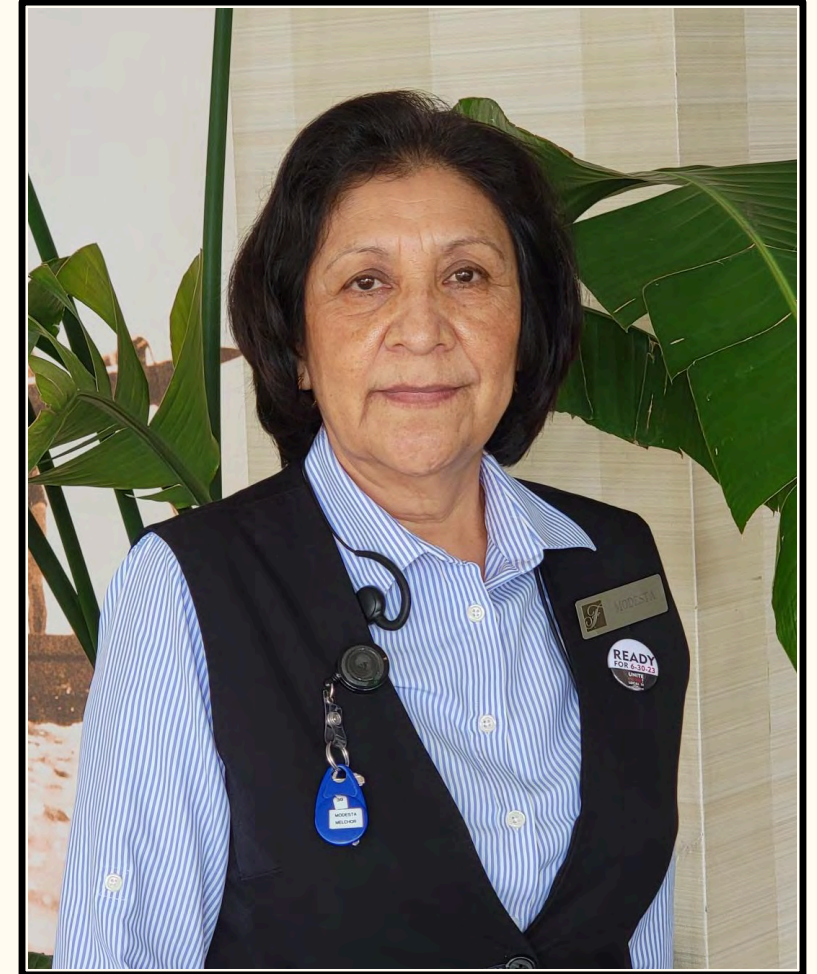


Judy Kruger
President & CEO
Santa Monica Chamber

Modesta Melchor

2023 Thelma Parks Spirit Award

- Employee of the Fairmont Hotel for nearly 42 Years
- Always displays an amazing attitude
- Her rooms are immaculate and her attention to detail is incredible
- An amazing team player and helps management and coworkers to get the job done
- Promoted from Housekeeper to Inspector
- Always happy to be at work



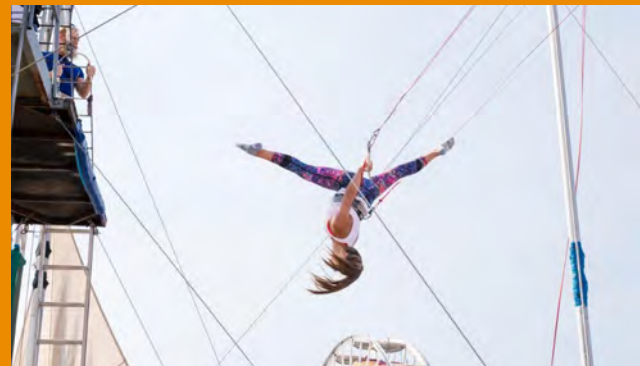
David White

City Manager City of Santa Monica

- City Manager since October 2021
- Responsible for the effective operation of 12 city departments
- Implements City Councils policies and priorities
- Oversees a total City budget of \$705.5 million and a workforce of 1,923
- An avid cyclist
- UCLA graduate

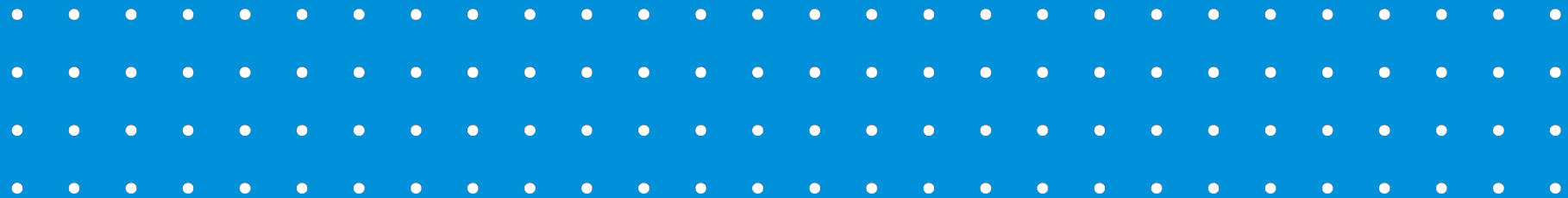
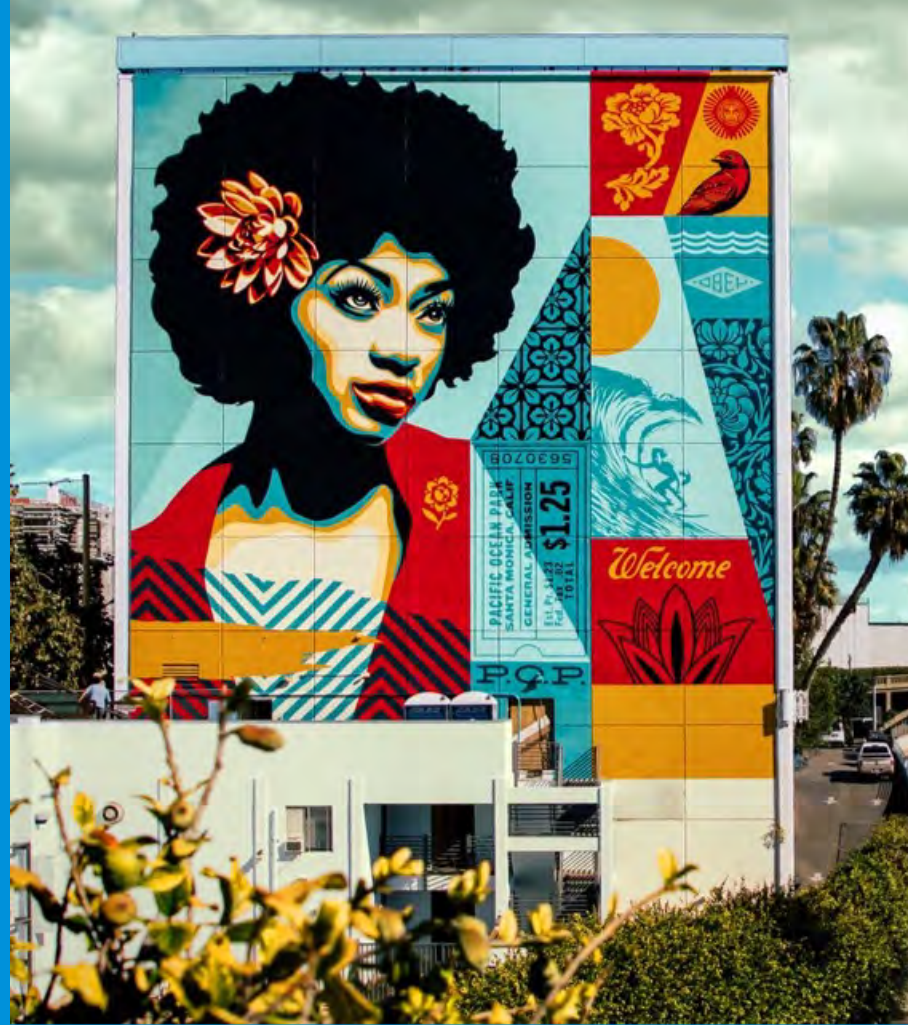
David White is a native of Los Angeles, growing up in Studio City. He was previously the deputy city manager for the City of Berkeley, he has a keen understanding of the central issues that like-minded cities face.





SMTT TOURISM SUMMIT 2023







LA RESTAURANT NEWS

Is Santa Monica's Main Street Suddenly the Coolest Place to Eat in LA?

The formerly sleepy, walkable street steps from the Pacific is having a real dining moment

by Karen Palmer | Aug 17, 2022, 12:55pm PDT

f t e SHARE

Last Friday night on Main Street in Santa Monica, **Vamos Vamos** was quoting a one-hour wait to solo diners at 6 p.m. — despite the New Mexican-inspired restaurant from Silverlake Wine owners Randy and April Clement only being on its **third night of service**. Others lucky enough to score a table nearby at **raw seafood hotspot** Crudo e Nudo were catching up over glasses of natural wine and plates of impeccably fresh fish on the buzzing parklet patio. Further up the street, young diners were milling about outside Little Prince, waiting for seats, and a line was forming at Augie's on Main, the new panko-crusted "dirty" chicken spot from legendary Los Angeles chef Josiah Citrin, which **also opened its doors last week**.



City of
**Santa
Monica**





THANK YOU!



Ramon Batista

Chief of Police City of Santa Monica

- Chief of Police since October 2021
- Leads a full-service police department of 397 employees –and oversees an annual budget of \$98 million
- The only appointed Latino Police Chief in the 125-year history of the Santa Monica Police Department
- Co-author “Do Not Harm” a book inspiring a cultural shift within law enforcement organizations
- Bachelor of Science in Public Safety/Homeland Security and Master of Science degree in Leadership from Grand Canyon University
- Attended law enforcement executive training sessions including the FBI National Academy, the Police Executive Research Forum, Senior Management Institute for Police and Major Cities Chiefs Association, Police Executive Leadership Institute



SANTA MONICA POLICE DEPARTMENT

UPDATE

May 17, 2023
Santa Monica
Tourism & Travel





Santa Monica Police Department

Stats at a Glance
2023 through 05/06/23

Department wide



32,082
Calls for Service



6,684
Homeless Related Calls
21% of the total calls are homeless related calls.



197 5150 Calls
542 Encampments Calls



933
Arrests



618
homeless arrestees



66%
Homeless arrestees make up of the total arrest number



1 Sergeant
7 Field deployed officers
9 Officer detail
2 Officers out Injury On Duty

HLP Team



1 Department of Mental Health Clinician

759

Calls For Service handled

337

311 Requests handled

383

Self-initiated activity

7

Felony arrests

20

Misdemeanor arrests

353

Field interviews/Advisals

104

Citations

506

Referrals to services

6

5150 Holds completed

152

Encampments addressed

63

Referral to services thru DMH

24

5150 Evaluations (14 holds)

Spread Kindness

It's a Vibe.

Kimberly Vince Cruz

Senior Vice President Destination Analysts

- Has worked at Destination Analysts for 14 years
- Directs and implements the vision of Destination Analysts' research studies
- Provides a wealth of experience to projects ranging from in-depth destination brand research and visitor profile studies, to conversion studies and creative testing
- Recognized as one of California Travel Association's Tourism Emerging Leaders
- Graduate of USC



THE STATE OF THE GLOBAL INTERNATIONAL TRAVELER 2023

Santa Monica Travel & Tourism

14th Annual Tourism Summit | May 17, 2023

Destination  Analysts

Destination Analysts



METHODOLOGY

- **Online survey of international travelers in 15 top feeder markets to the United States**
- **800+ surveys per market; 12,000 total surveys collected**
- **Examines sentiment, media consumption, perceptions, travel desires and behaviors, as well as the brand performance of over 65 destinations**
- **Conducted since 2014. 2023 survey fielded January 26th – February 7th, 2023**



MARKETS OF STUDY



CANADA



MEXICO



COLOMBIA



BRAZIL



ARGENTINA



UNITED KINGDOM



FRANCE



NETHERLANDS



GERMANY



ITALY



INDIA



CHINA



SOUTH KOREA



JAPAN

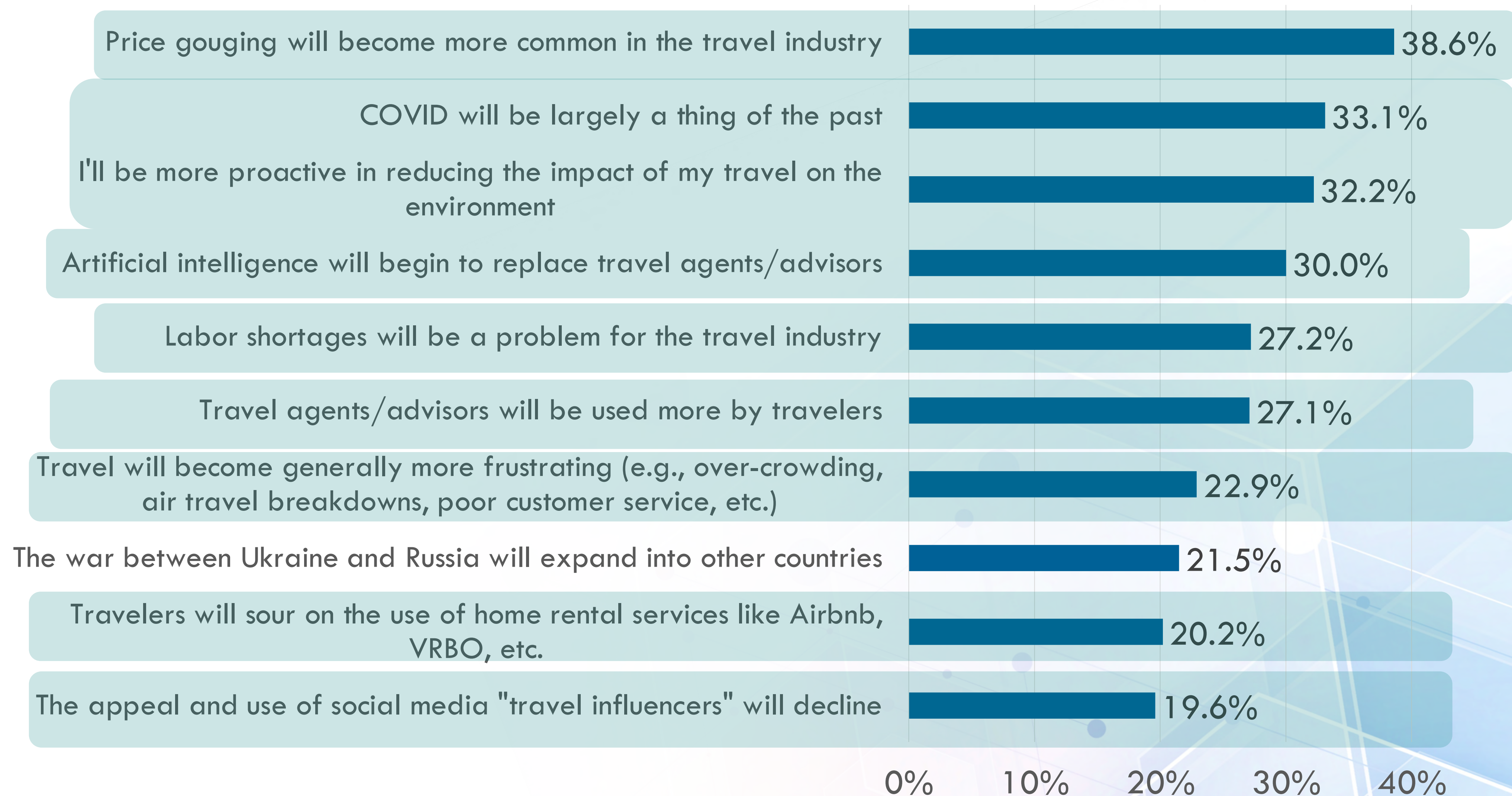


AUSTRALIA

A person stands on a rocky cliff edge, looking out from a cave opening. The sun is setting or rising, creating a bright, golden glow that fills the cave and illuminates the landscape below. The scene is framed by the rugged, brown rock walls of the cave. The text "GLOBAL TRAVEL SENTIMENT" is overlaid in a white, serif font on a semi-transparent dark band across the middle of the image.

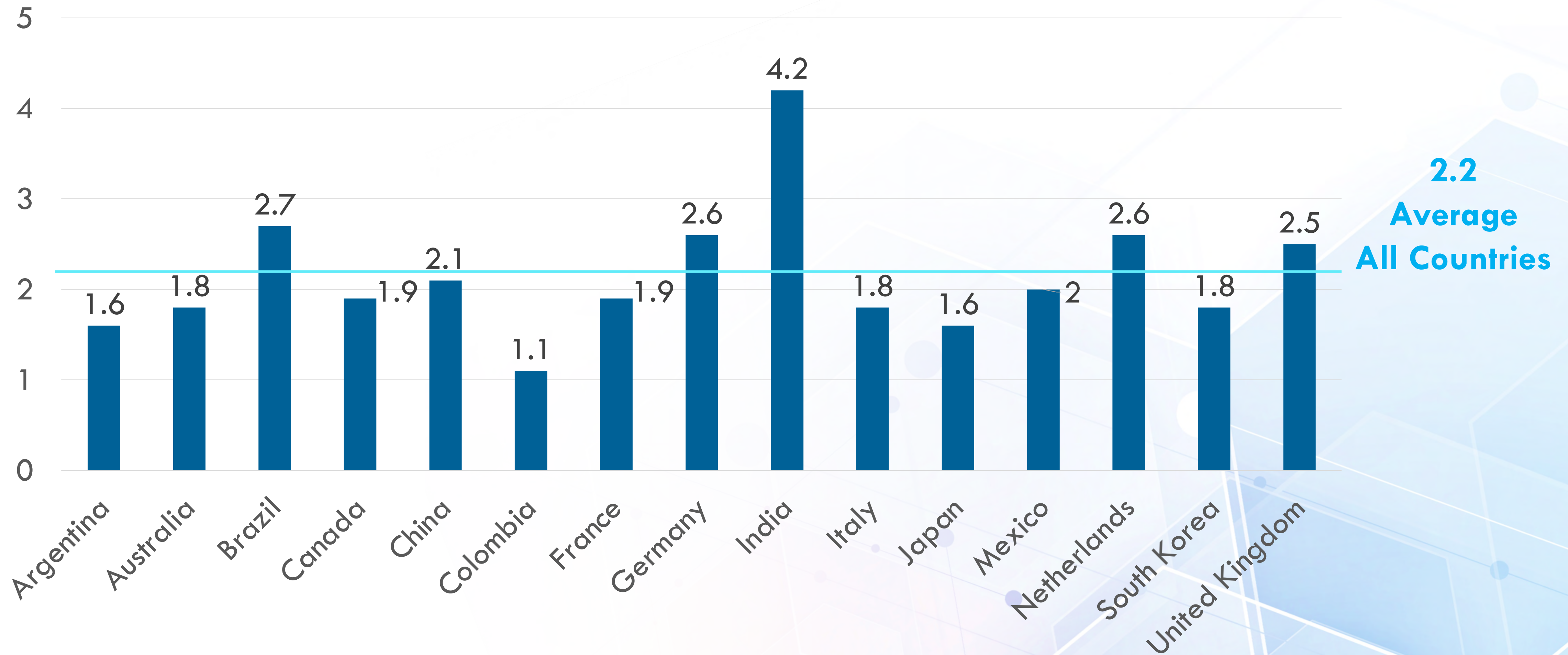
GLOBAL TRAVEL SENTIMENT

WHAT ARE GLOBAL TRAVELERS PREDICTING?



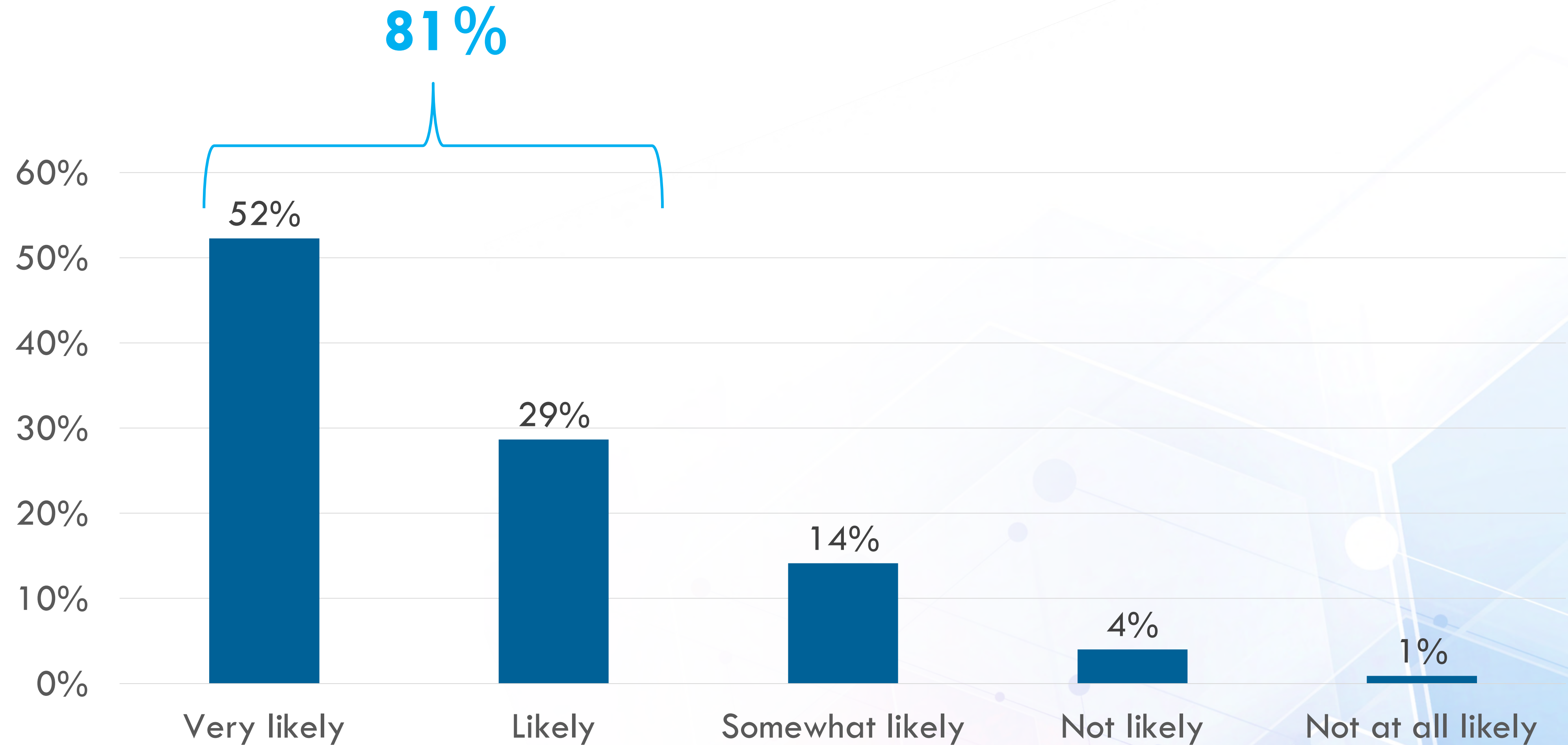
Q. Thinking about how 2023 will evolve, how likely do you think each of the following will be? (Please use the scale below to give us your best guess for each?)

NUMBER OF TRIPS



Q. How many of these leisure trips included travel outside your country? (Average)

LIKELIHOOD TO TRAVEL INTERNATIONALLY THIS YEAR



Q. How likely are you to travel for leisure to any foreign countries outside your country in the NEXT 12 MONTHS?

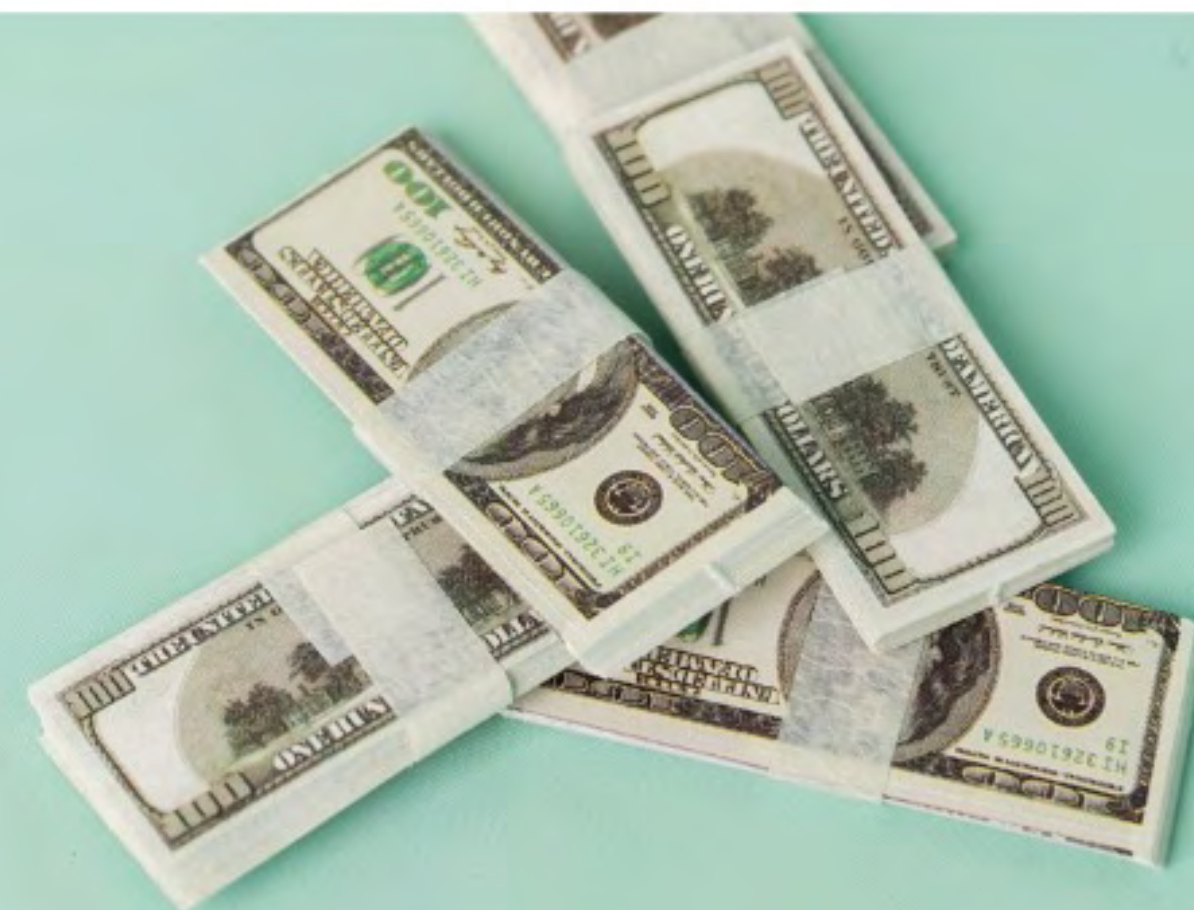
TRAVEL VOLUME & SPENDING EXPECTATIONS

Global Travel Sentiment: 2014—2023

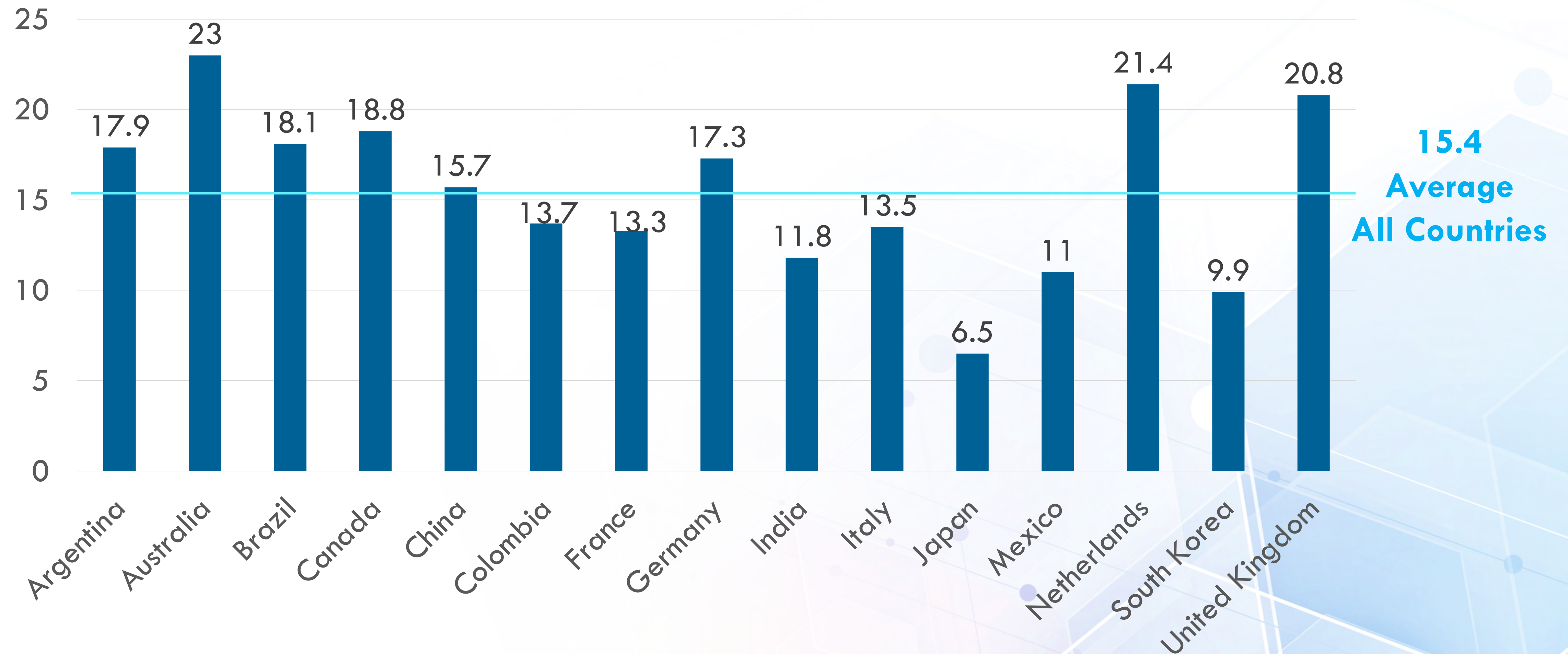


Q. In the next 12 months, do you expect to take more, fewer or the same number of INTERNATIONAL LEISURE TRIPS than you did in the most recent 12 month period?
Q. In the next 12 months, do you expect to spend more, less or the same on INTERNATIONAL LEISURE TRAVEL than you did in the most recent 12 month period?

HOW IS THE ECONOMY IMPACTING TRAVEL SENTIMENT?

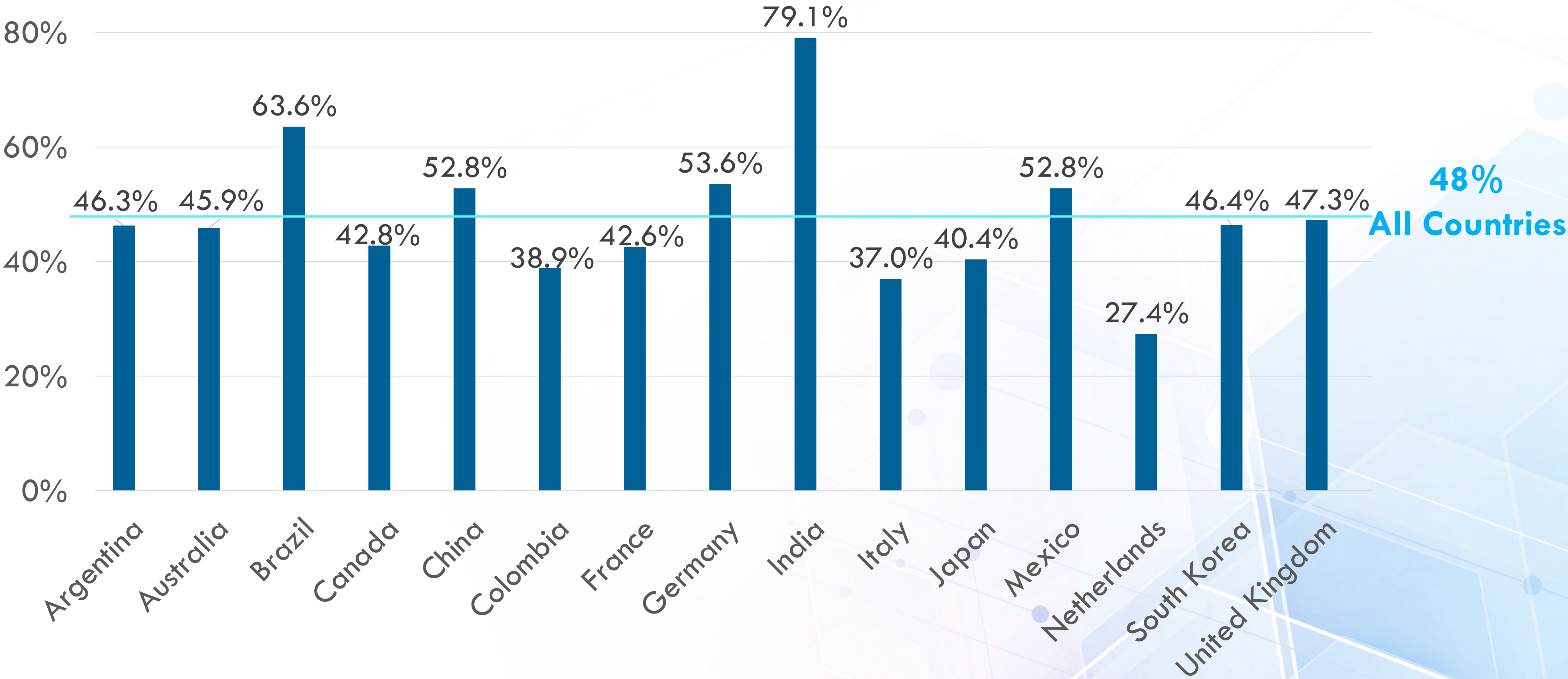


DAYS COMMITTED FOR INTERNATIONAL TRAVEL



Q. How many days in the NEXT TWELVE (12) MONTHS will you realistically have available for international leisure travel?

INTERNATIONAL TRAVEL AS A BUDGET PRIORITY

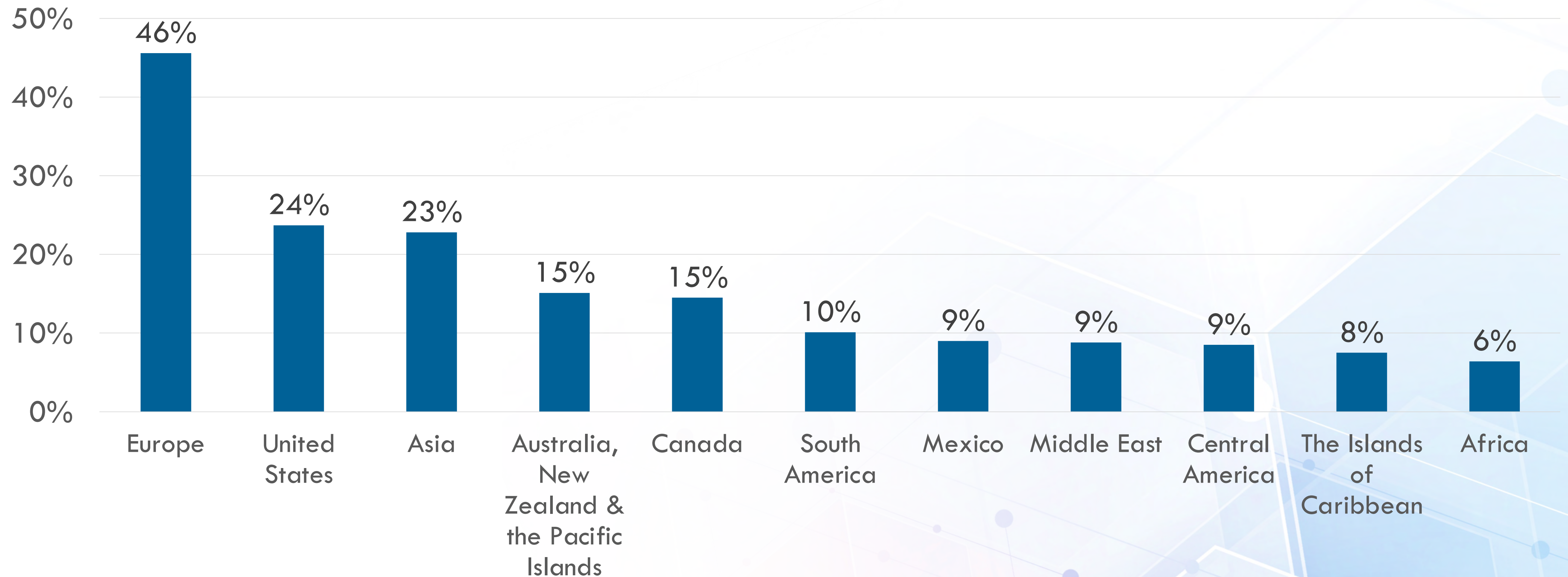


Q. Thinking carefully about how you expect to spend your income in the NEXT 12 MONTHS, please use the scale below to describe your spending priorities in the next year. (Select one) International leisure travel will be
Top 2 Box Responses: "extremely high priority" or "high priority"



MOST DESIRED INTERNATIONAL DESTINATIONS

GLOBAL REGIONS OF TRAVEL INTEREST



Q. Which regions (outside your home country) are you likely to visit in the NEXT TWELVE (12) MONTHS?]



THE UNITED STATES BRAND

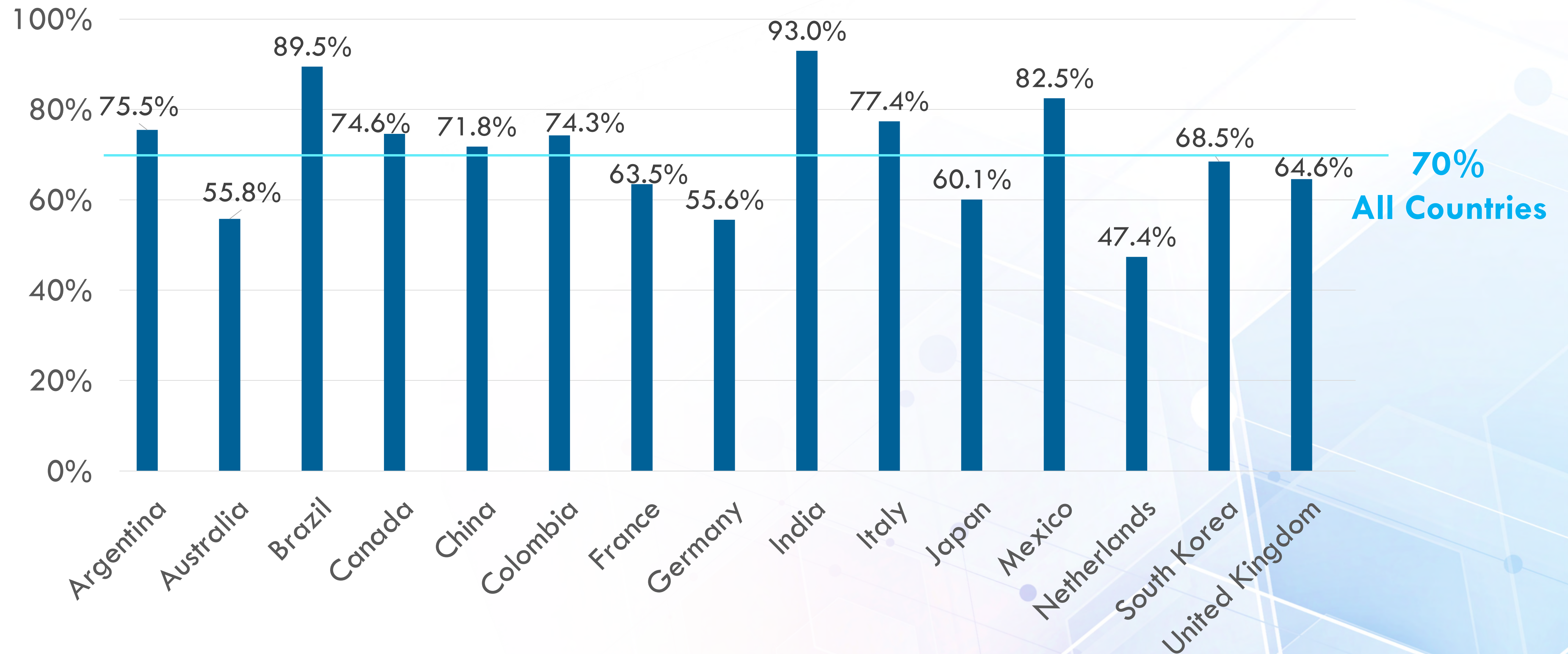
USA IN THE TOURISM CONSCIOUSNESS

43.4%

have seen tourism
promotions for
the USA recently.



INTEREST IN VISITING THE USA SOON



Q. How interested are you in visiting the United States of America in the next TWO YEARS?

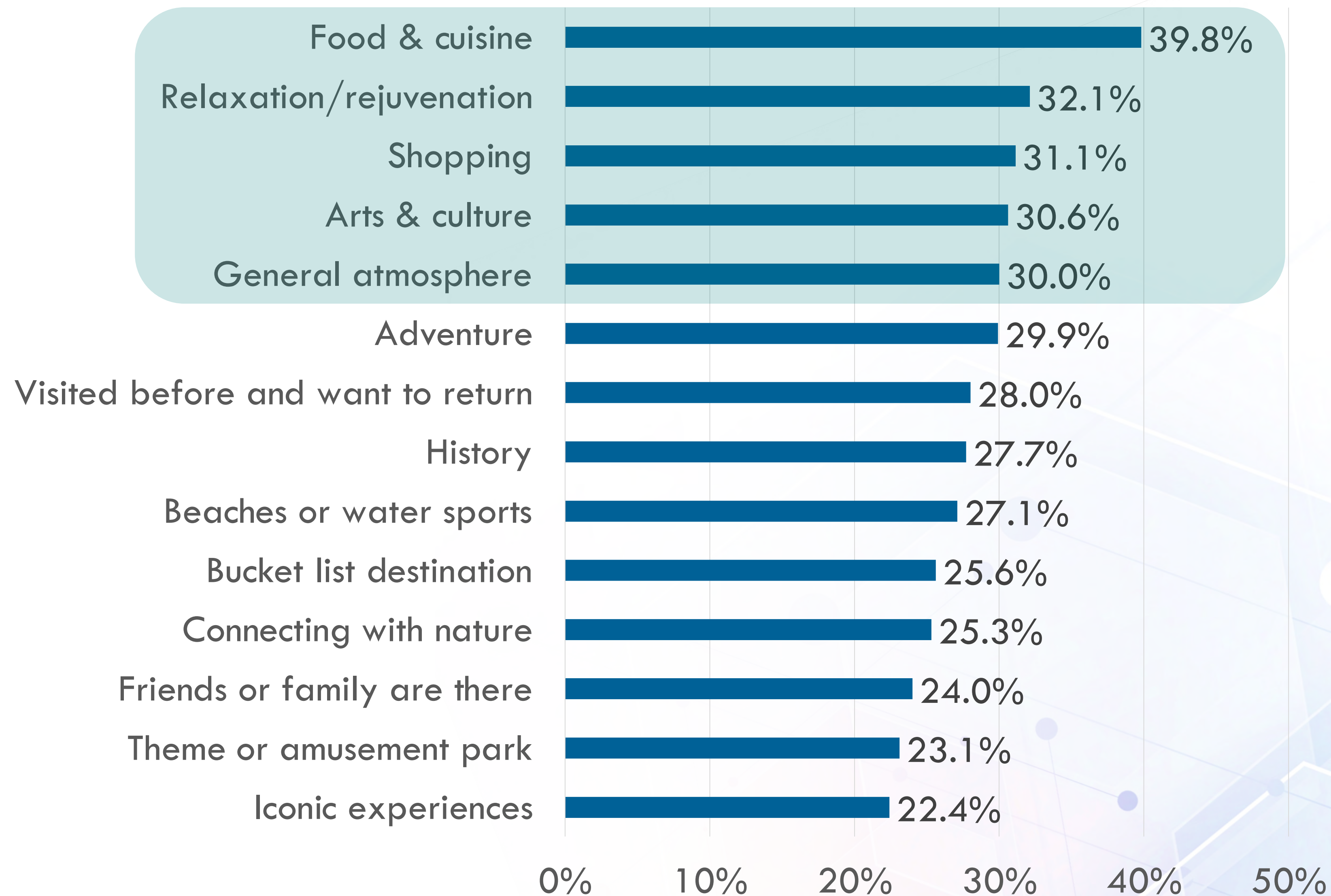
LIKELIHOOD TO VISIT THE USA

Overall Likelihood of Visiting the USA in Next Two Years (All Countries)

	2018	2019	2020	2021	2022	2023	% CHNG 2022-2023
Top 2 Box Score	45.9%	44.1%	44.2%	47.2%	51.0%	49.2%	-3.5%
Will certainly visit	22.4%	21.6%	21.4%	22.3%	23.9%	22.4%	-6.3%
Very likely	23.5%	22.5%	22.8%	24.8%	27.0%	26.8%	-0.7%
Somewhat likely	26.2%	25.2%	27.4%	25.7%	24.0%	26.2%	9.2%
Somewhat unlikely	13.8%	14.6%	14.4%	12.7%	11.5%	12.4%	7.8%
Very unlikely	8.3%	8.6%	8.1%	7.3%	6.6%	6.8%	3.0%
Will not visit	5.7%	7.5%	5.9%	7.2%	6.9%	5.4%	-21.7%

Q. How likely are you to travel for leisure to the United States of America in the next TWO YEARS?

DRIVERS OF TRAVEL AMONG THOSE MOST INTERESTED IN THE USA

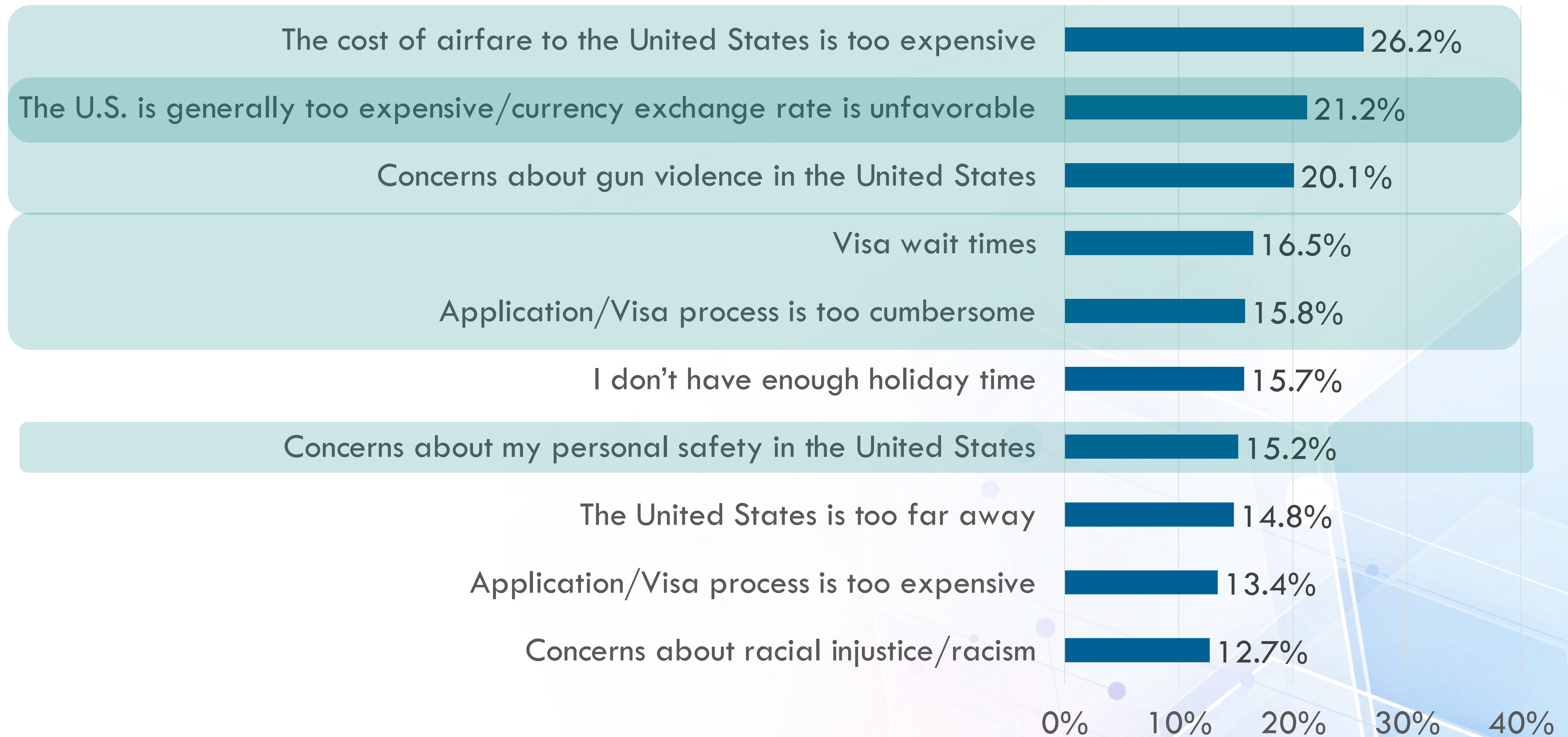


Q. Question: You said you would like to visit in the next year. Which of the following are reasons you want to visit in the next year? (Select all that apply)

A woman with dark, curly hair is sitting on a rocky ledge, looking down. She is wearing a blue jacket, light-colored pants, and red sneakers. A green backpack is next to her. In the background, there are hot air balloons floating in a blue sky with scattered clouds. The ground is rocky and uneven.

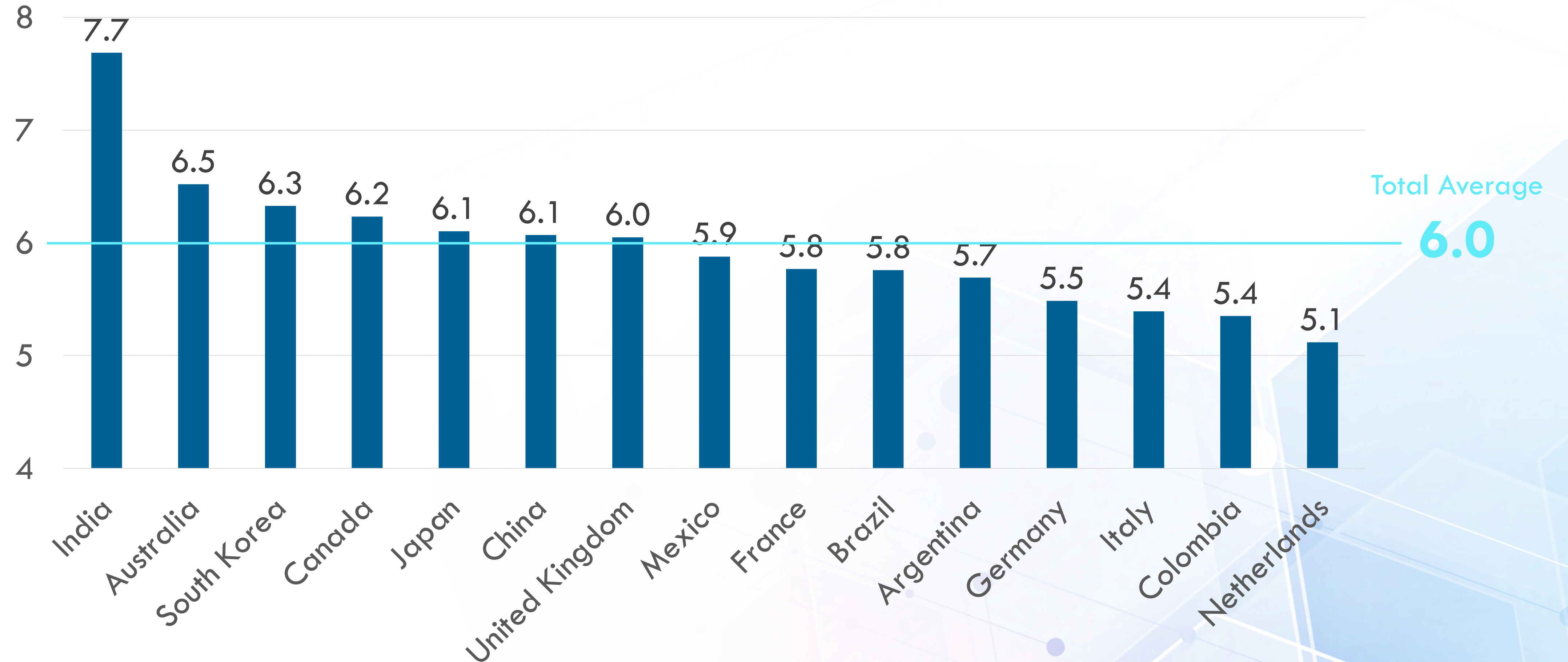
HOW DO WE MAKE INTERNATIONAL
TRAVELERS WANT TO VISIT THE U.S.?

TOP DETERRENTS TO VISITING THE USA



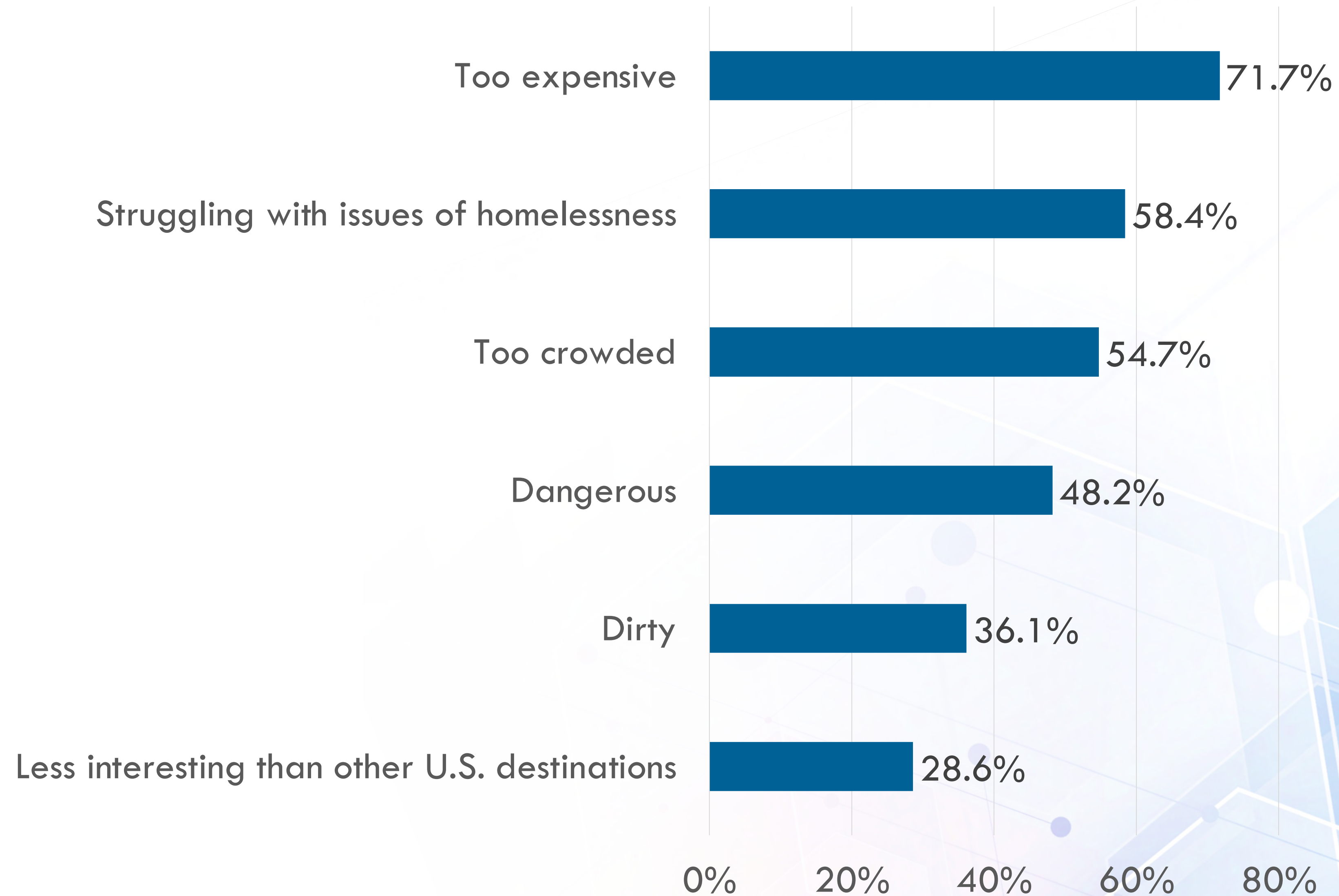
Q. Which best describe your current reasons for not visiting the United States more frequently? (Select all that apply)

SAFETY CONCERNS WHILE VISITING THE USA



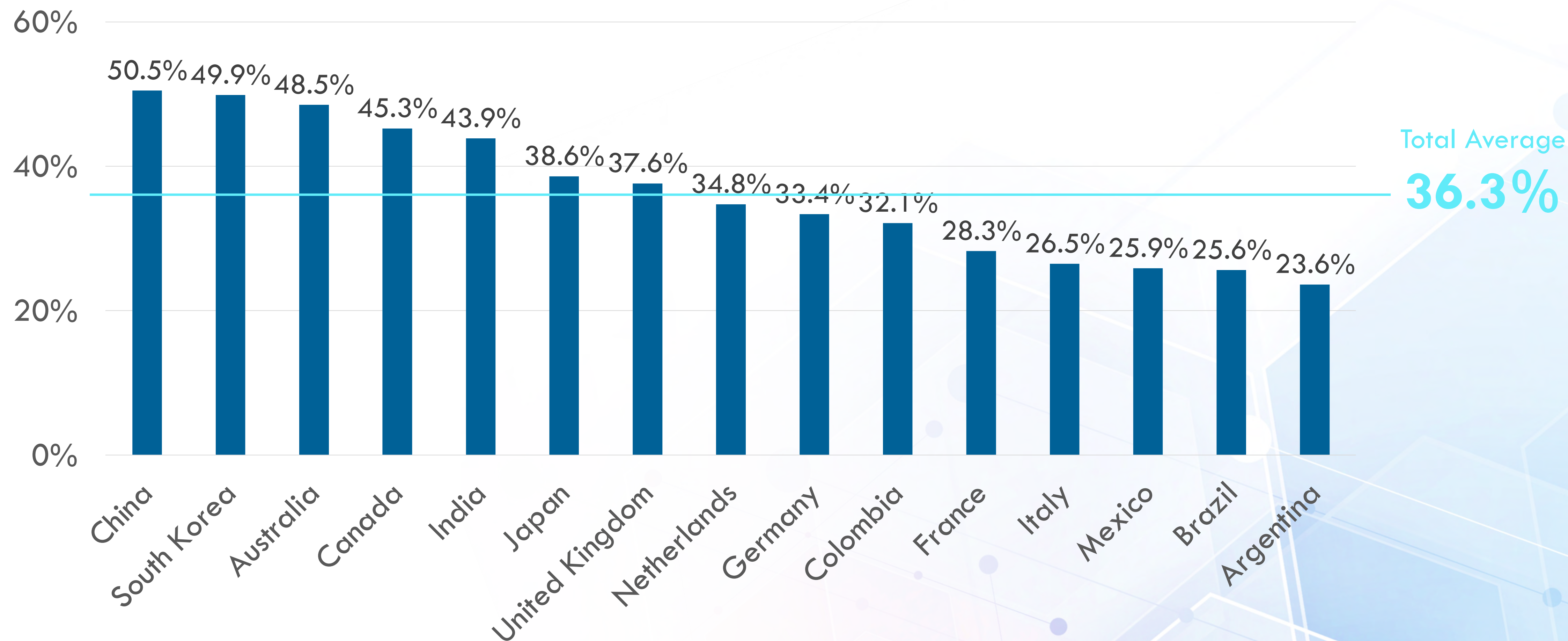
Q. How concerned would you be about your personal safety if traveling in the United States?

PERCEPTIONS OF AMERICA'S CITIES



Q. True or false? Select the response that best describes your feelings about major U.S. cities (like San Francisco, Los Angeles, Chicago, Orlando, Dallas, New York City)

RECALLED NEGATIVE MEDIA COVERAGE ABOUT MAJOR US CITIES



Question: Do you recall seeing negative media coverage about major U.S. cities?

PLEASE DESCRIBE WHY YOU MOST WANT
TO VISIT THE UNITED STATES OF AMERICA:



PLEASE DESCRIBE YOUR FAVORITE OR MOST MEMORABLE PART OF VISITING THE UNITED STATES



What Was Your Favorite or Most Memorable Part of Visiting The United States?

“I loved that there were places I can go to really feel the culture! It’s important to me to be with the locals and see how they live.”

“The wide open natural landscape contrasting with the vibrancy of cities.”

“It's the most popular country in the world and majority of what I see on TV takes part there, so it was so nostalgic to finally experience it in person.”

“My most memorable part of visiting the USA was that food. It is very delicious.”

“The shopping experience seems a lot more fun in the US and way cheaper due to currency compared to Canada. I also enjoyed dining in the states because there was so much variety and better portions compared to my country!”

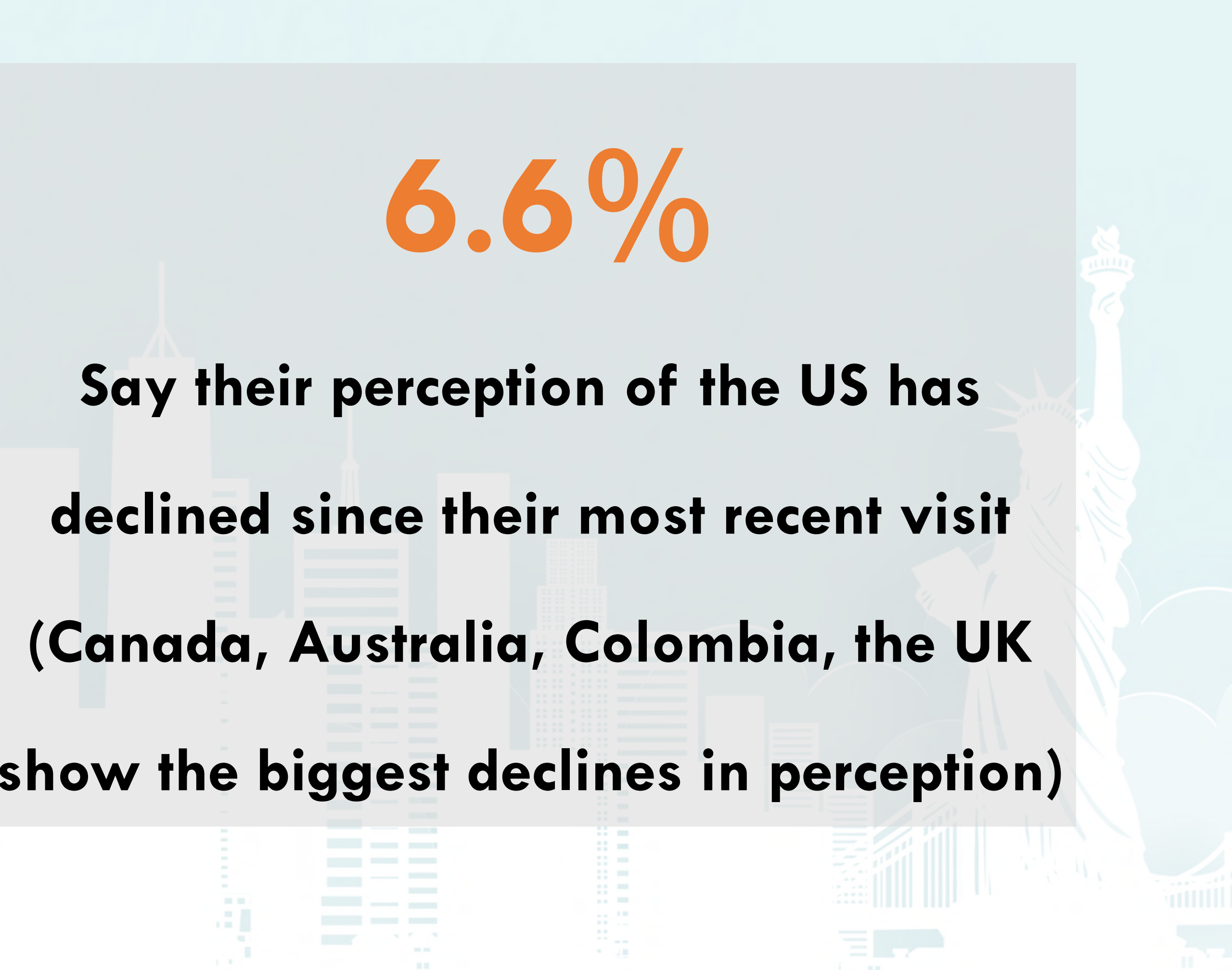
“Many beautiful, poetic landscapes and many mysteries are waiting for visitors to discover!”

CHANGE IN PERCEPTION OF THE USA SINCE LAST VISIT



65.6%

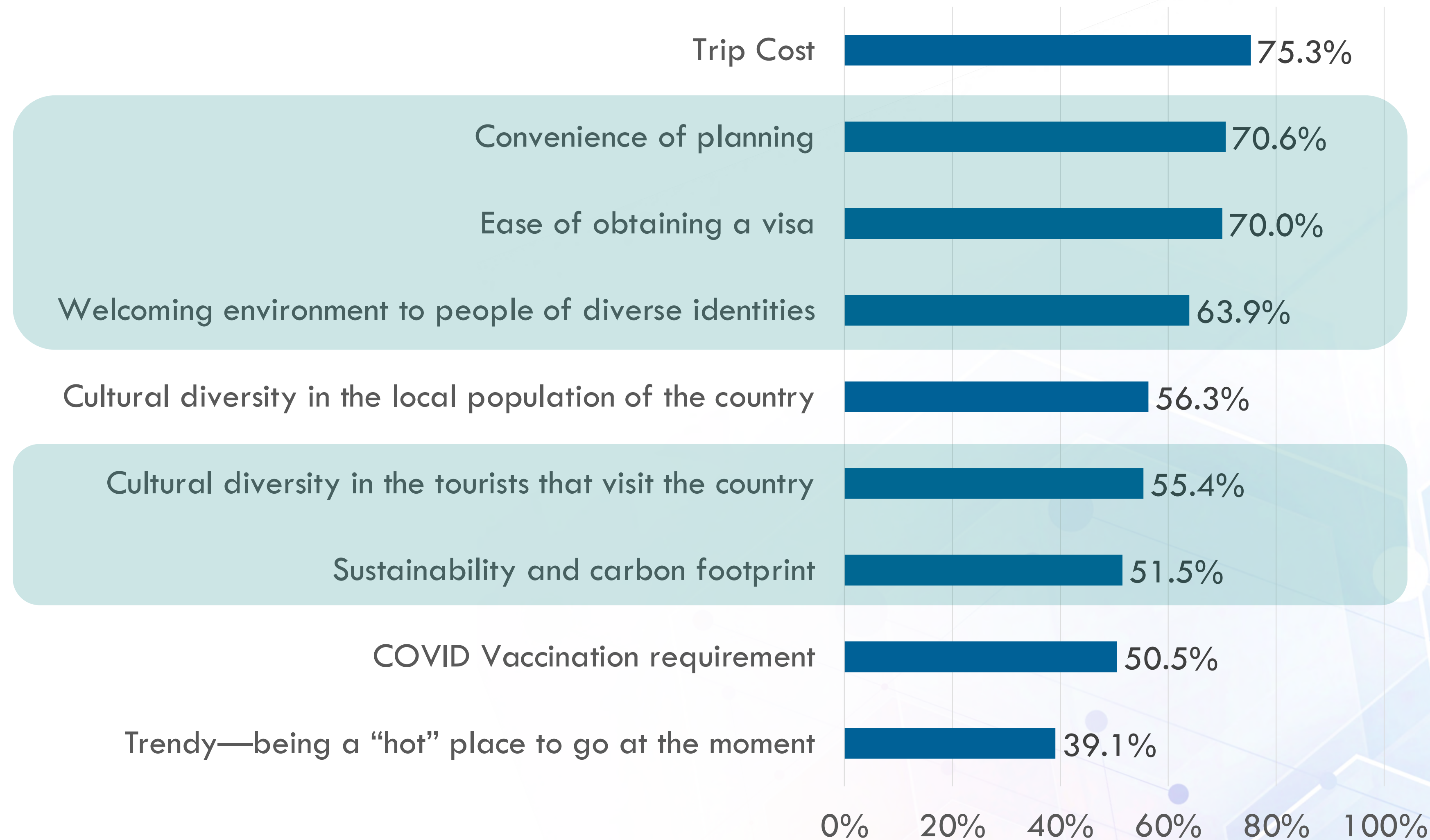
**Say their perception of the US has
improved since their most recent visit
within the last 2 years**



6.6%

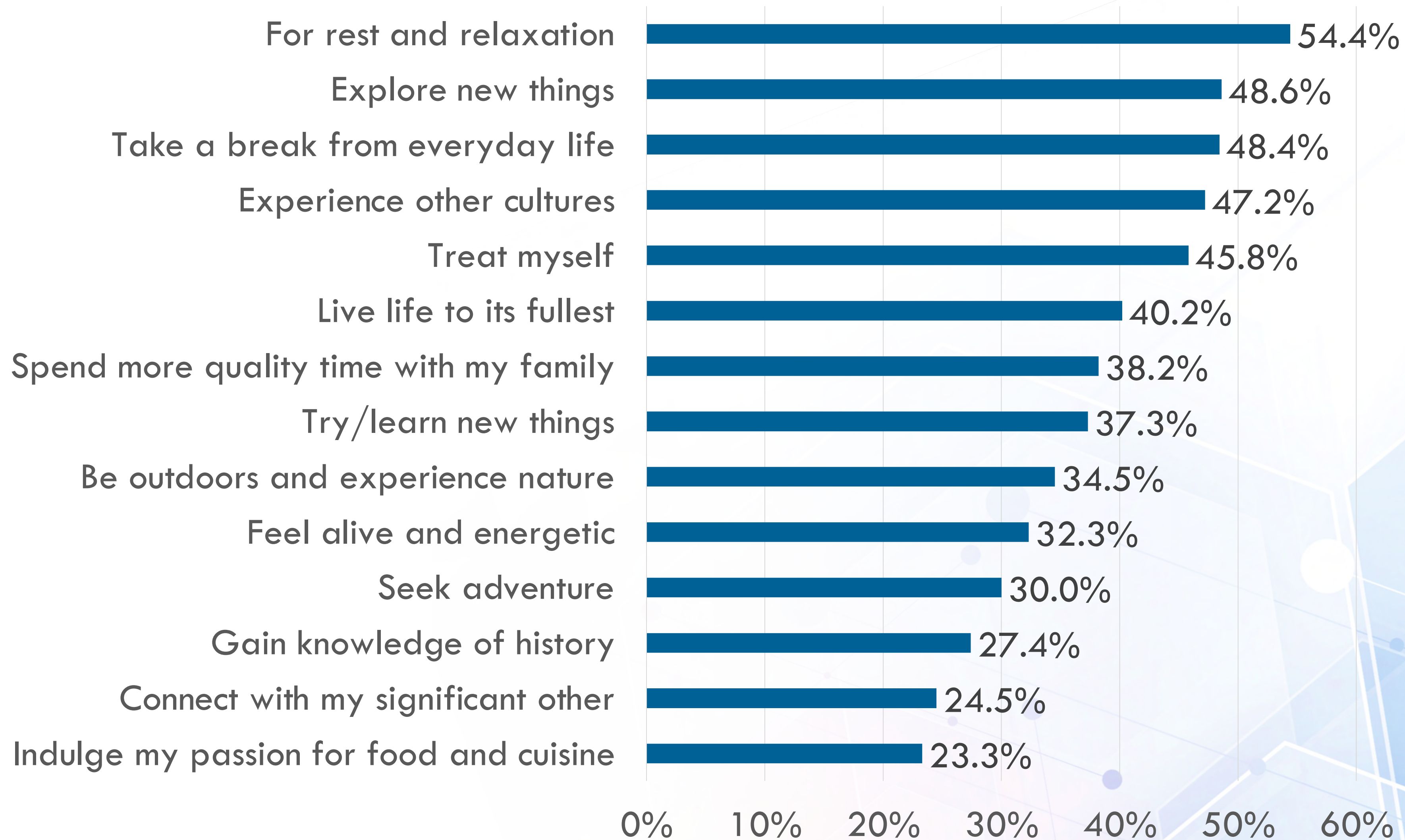
**Say their perception of the US has
declined since their most recent visit
(Canada, Australia, Colombia, the UK
show the biggest declines in perception)**

IMPORTANT FACTORS IN BOOKING INTERNATIONAL TRAVEL



Question: How important is each of the following factors when booking international travel?

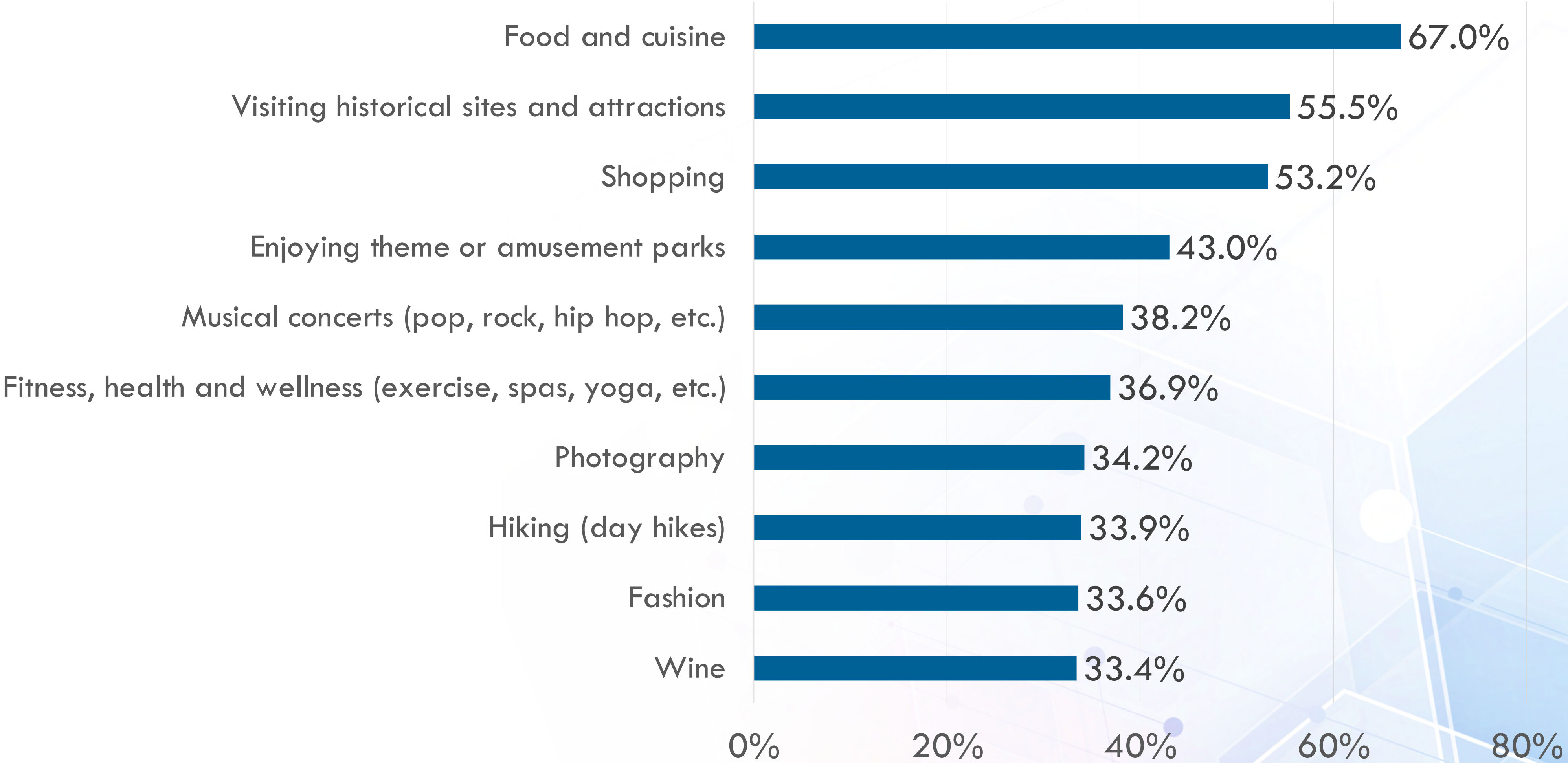
WHAT DRIVES THE DESIRE TO TRAVEL?



A family of five is hiking in a canyon. In the foreground, a woman with curly hair in a white shirt and blue shorts stands with her back to the camera. Next to her is a woman with long blonde hair wearing a grey backpack. To her right is a woman with blonde hair in a teal shirt carrying a child in a grey baby carrier. On the far right is a boy in a blue cap and a red and white striped backpack. They are all looking out over a vast canyon with steep, layered rock walls and green shrubs at the bottom. The sky is blue with some clouds. A semi-transparent dark box with a white border is centered over the image, containing the text "WHO MOST WANTS TO COME TO THE US?" in white, all-caps, sans-serif font.

WHO MOST WANTS
TO COME TO THE US?

TOP PASSIONS AMONG THOSE MOST INTERESTED IN THE USA



Q. Tell us about your hobbies and passions. Which of these do you have extremely high interest in?

FEATURES OF U.S. TRIP

12.6

Weeks to
Plan U.S. Trip

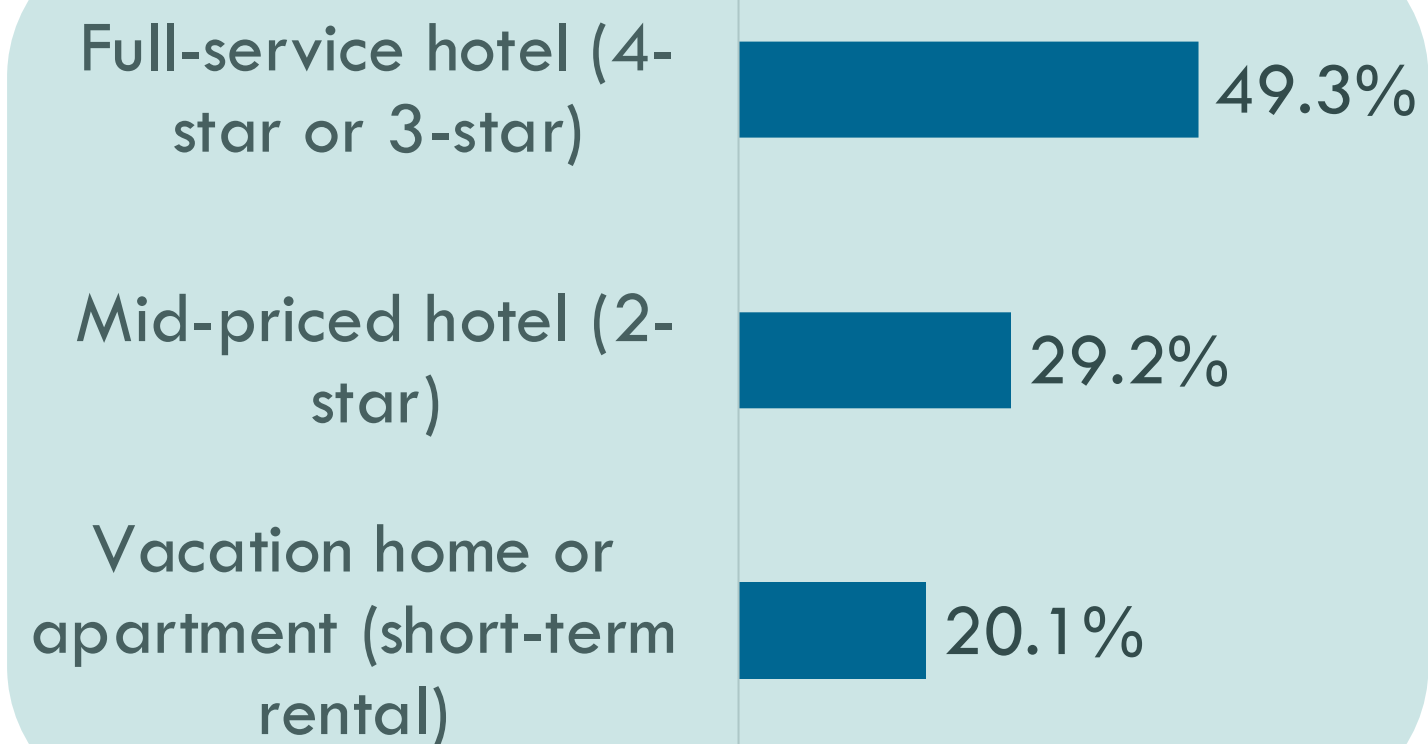
12.9

Ideal Number
of Trip Days

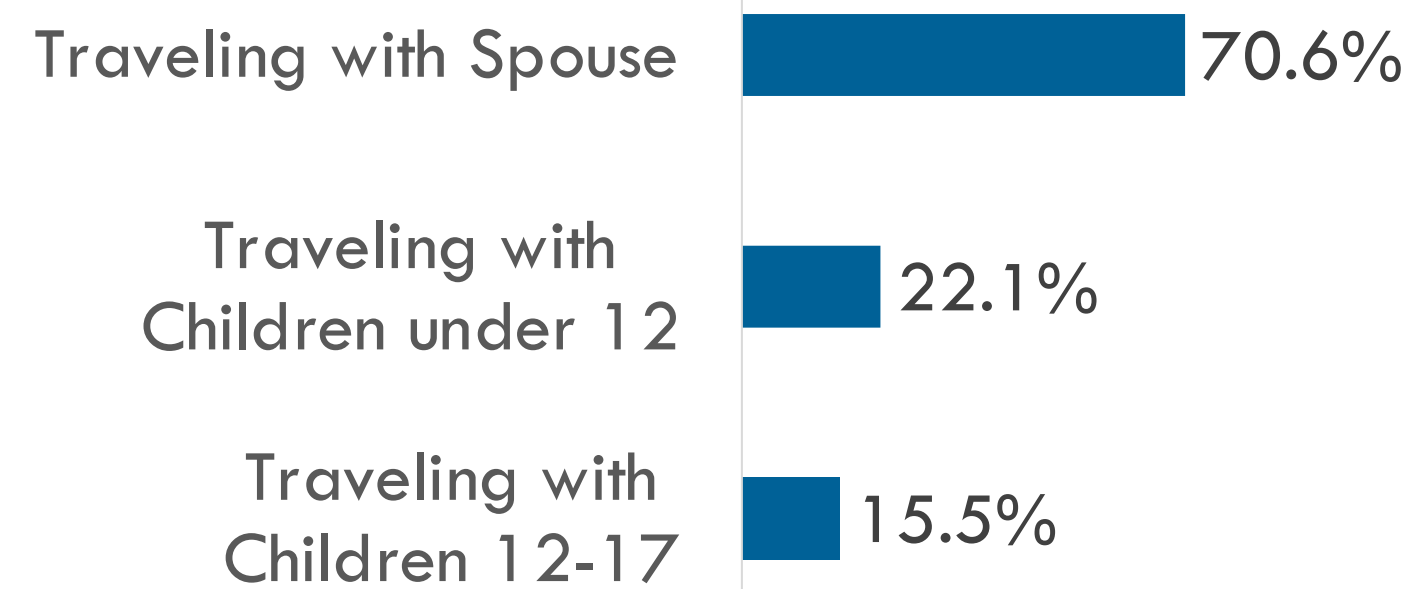
4.0

Number of
Destinations

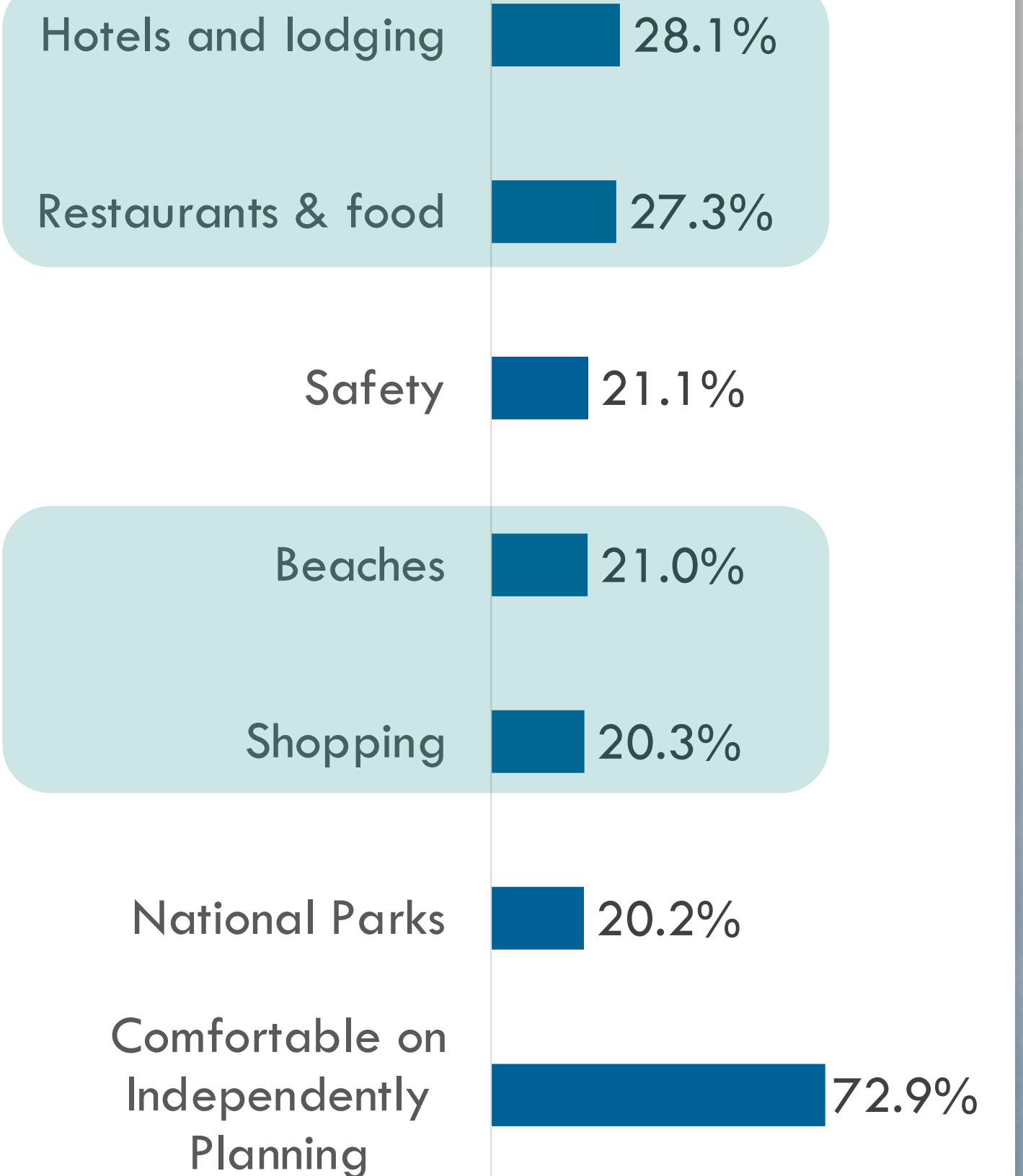
TOP 3 LODGING CHOICES



TRAVELING COMPANIONS



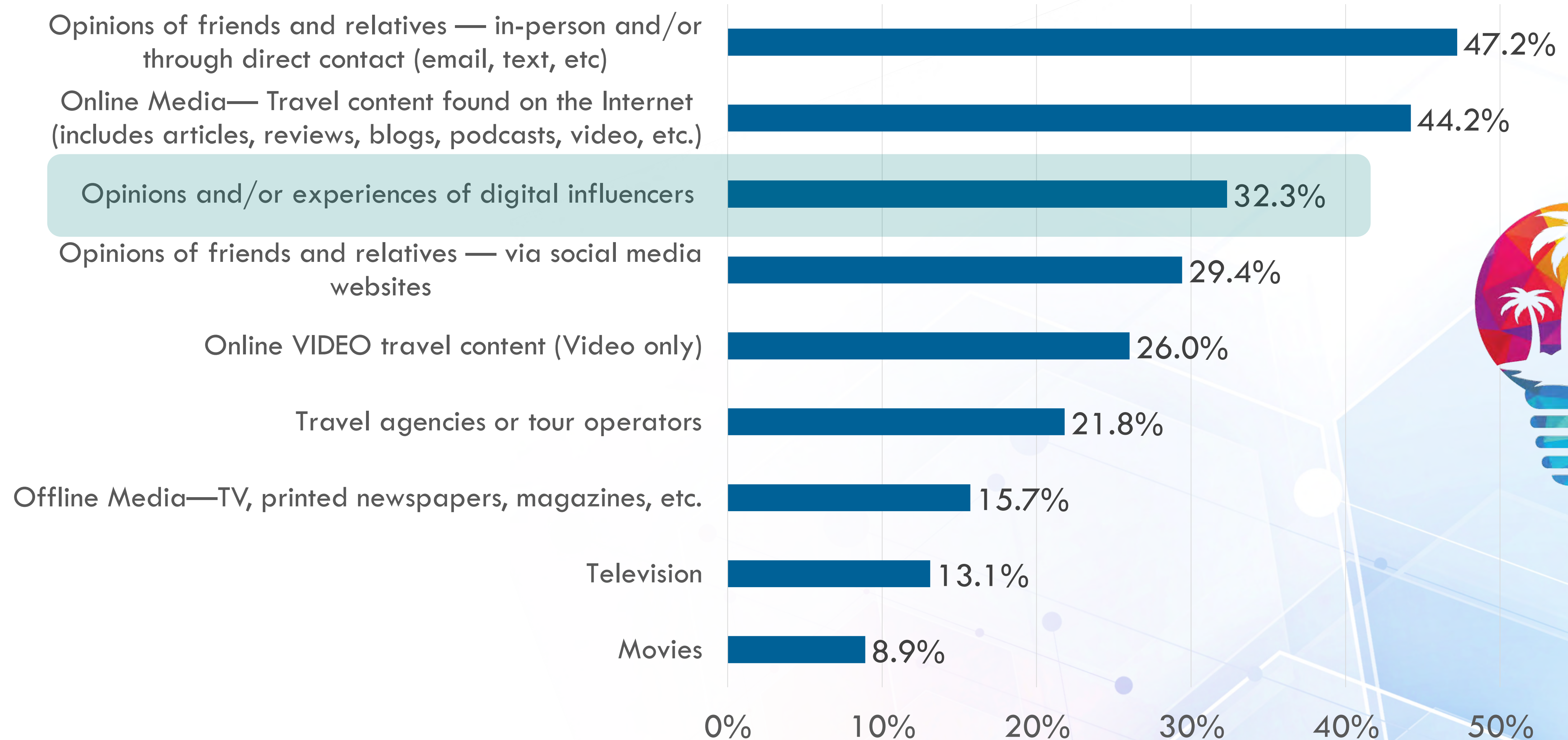
MOST IMPORTANT INFO NEEDED



HOW DO WE REACH INTERNATIONAL TRAVELERS?



SOURCES OF DESTINATION INSPIRATION



Q. Please think specifically about how you get your inspiration for the destinations you want to visit internationally.
Which would you typically use to find destination ideas and inspiration? (Select all that apply)

TRIP PLANNING RESOURCES

Use of Digital Travel Planning Resources (Overall—all countries)

(% likely to use for international travel planning)

Online search engines (Google, Bing, Yahoo, etc.)	56.8%
Online travel agencies (Expedia, Travelocity, etc.)	45.2%
Official visitor's bureau website	33.5%
Tour agent or tour operator websites	26.3%
Online travel reviews, blogs, itineraries or opinions from other travelers	26.0%
Online mapping website	25.5%
Social media (Facebook, Twitter, Pinterest, etc.)	24.2%
Online video travel content	18.3%
Official visitor's bureau social media content	17.3%
Home-sharing or Vacation Rental Websites (AirBnB, etc.)	15.2%
Travel-related apps	14.9%
Travel or lifestyle magazine websites (online content)	14.4%
Digital influencers	10.2%
Travel-related e-mail newsletters	8.7%
Newspaper travel section (online content)	8.7%
Podcasts	4.0%

Use of Traditional (Offline) Travel Planning Resources (Overall—all countries)

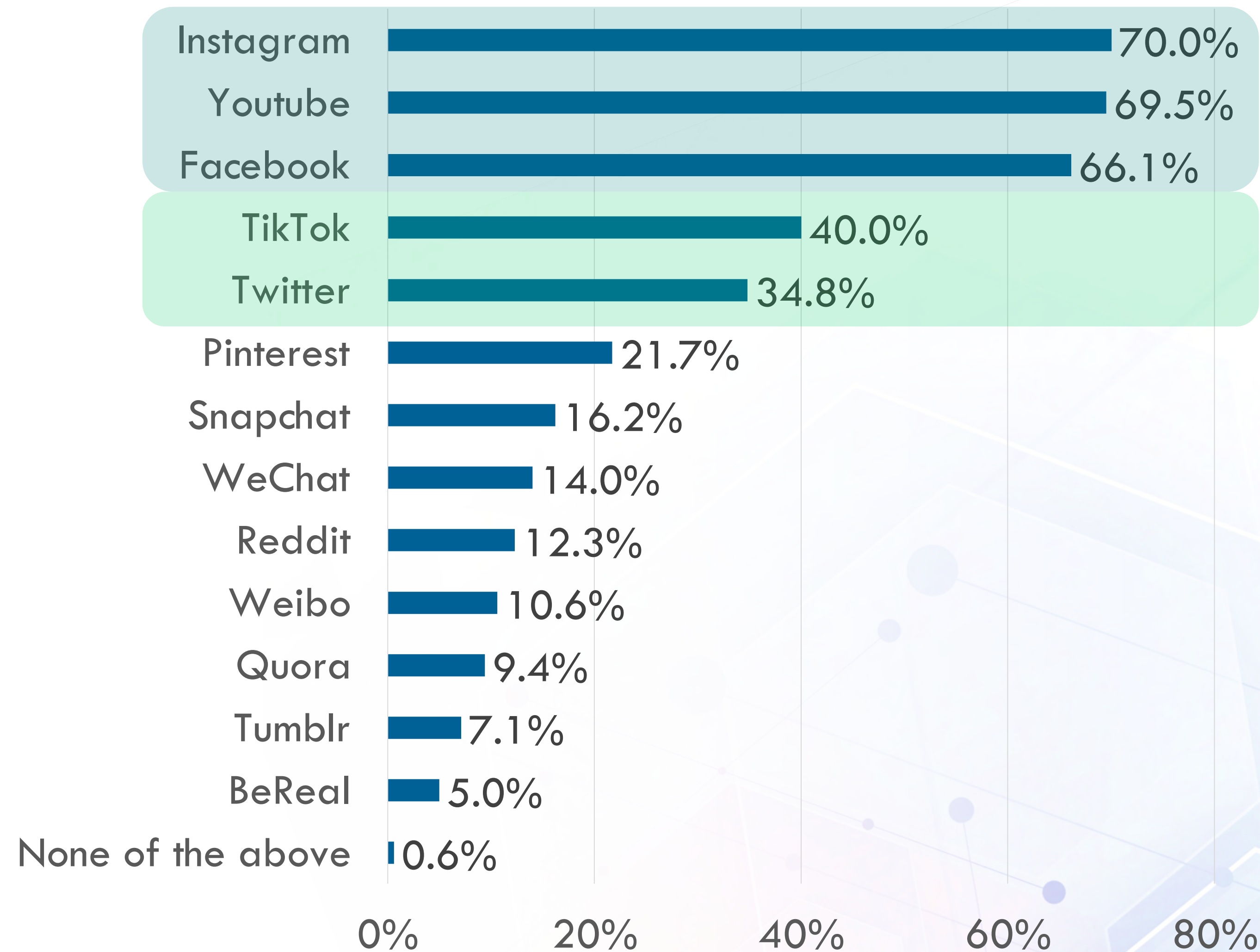
(% likely to use for international travel planning)

Opinions of friends, colleagues, or relatives	46.8%
Travel agent - offline (traditional or store front)	35.0%
Travel related TV programming	28.9%
Commercial guidebook	27.2%
Travel or lifestyle magazine	22.9%
Official visitor information center	20.0%
Newspaper travel section	16.1%
Travel related radio programming	10.0%

Q. If you were planning an international leisure trip, which of the following OFFLINE RESOURCES would you likely use to plan your trip? (Select all that apply)

Q. If you were planning an international leisure trip, which of the following DIGITAL RESOURCES would you likely use to plan your trip? (Select all that apply)

SOCIAL MEDIA RESOURCES



Q. You said you would use social media to plan an international leisure trip. Which social channels are you most likely to use for this?

BEST PRACTICES IN TIKTOK CONTENT

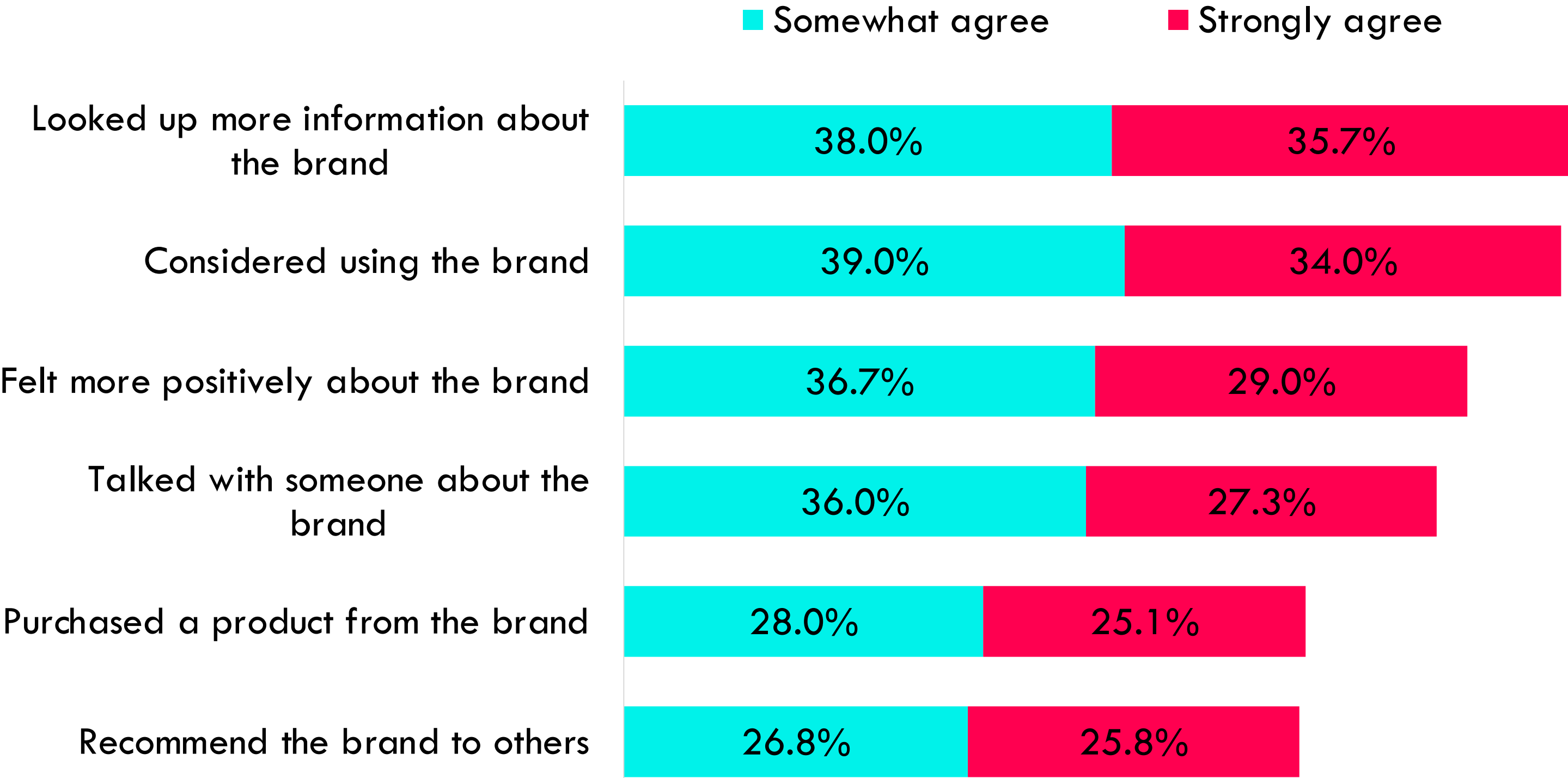
2023

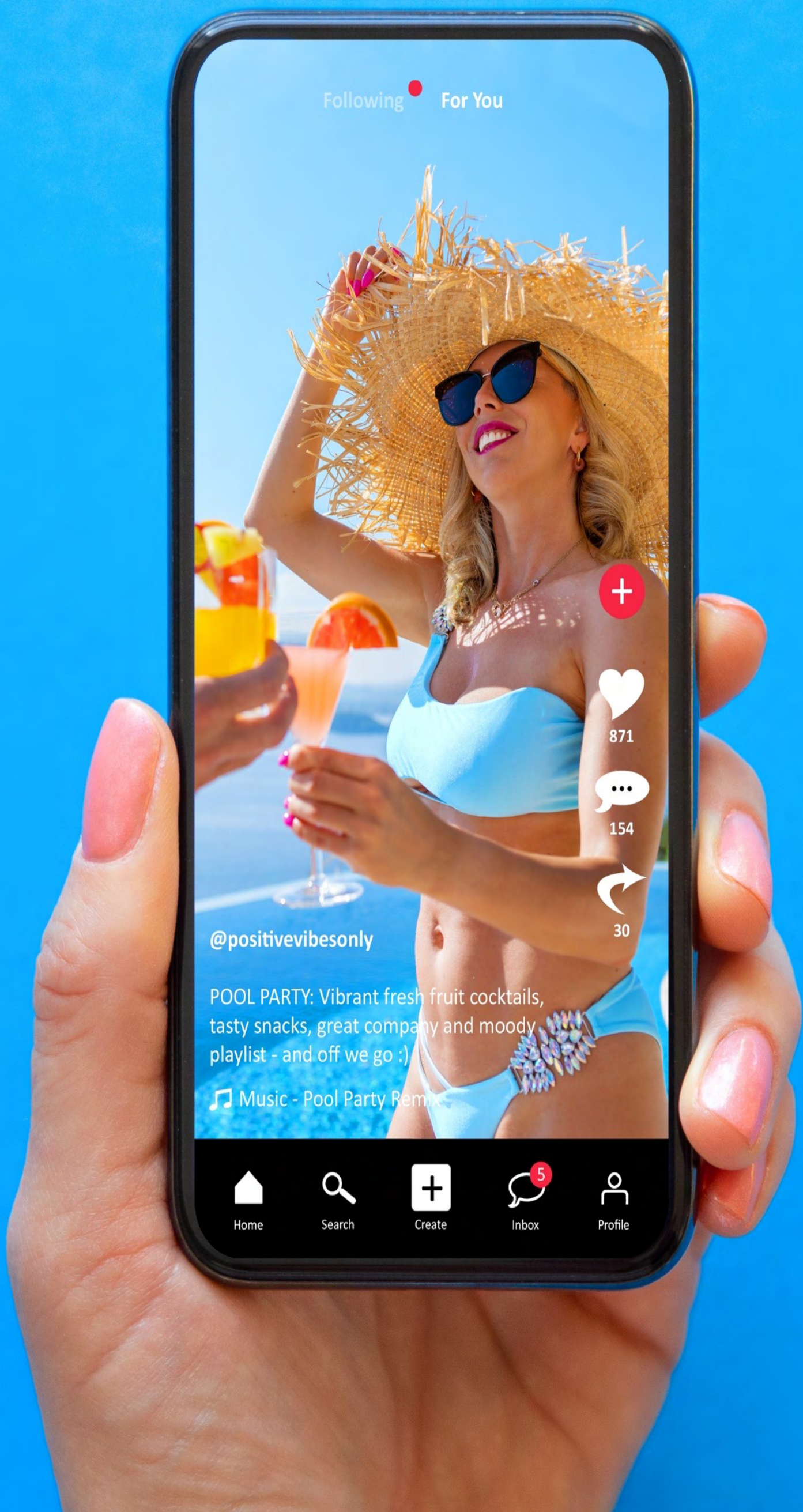
Destination  Analysts



TikTok Ads Impact Consumers' Behaviors & Engagement With Brands They are Exposed to

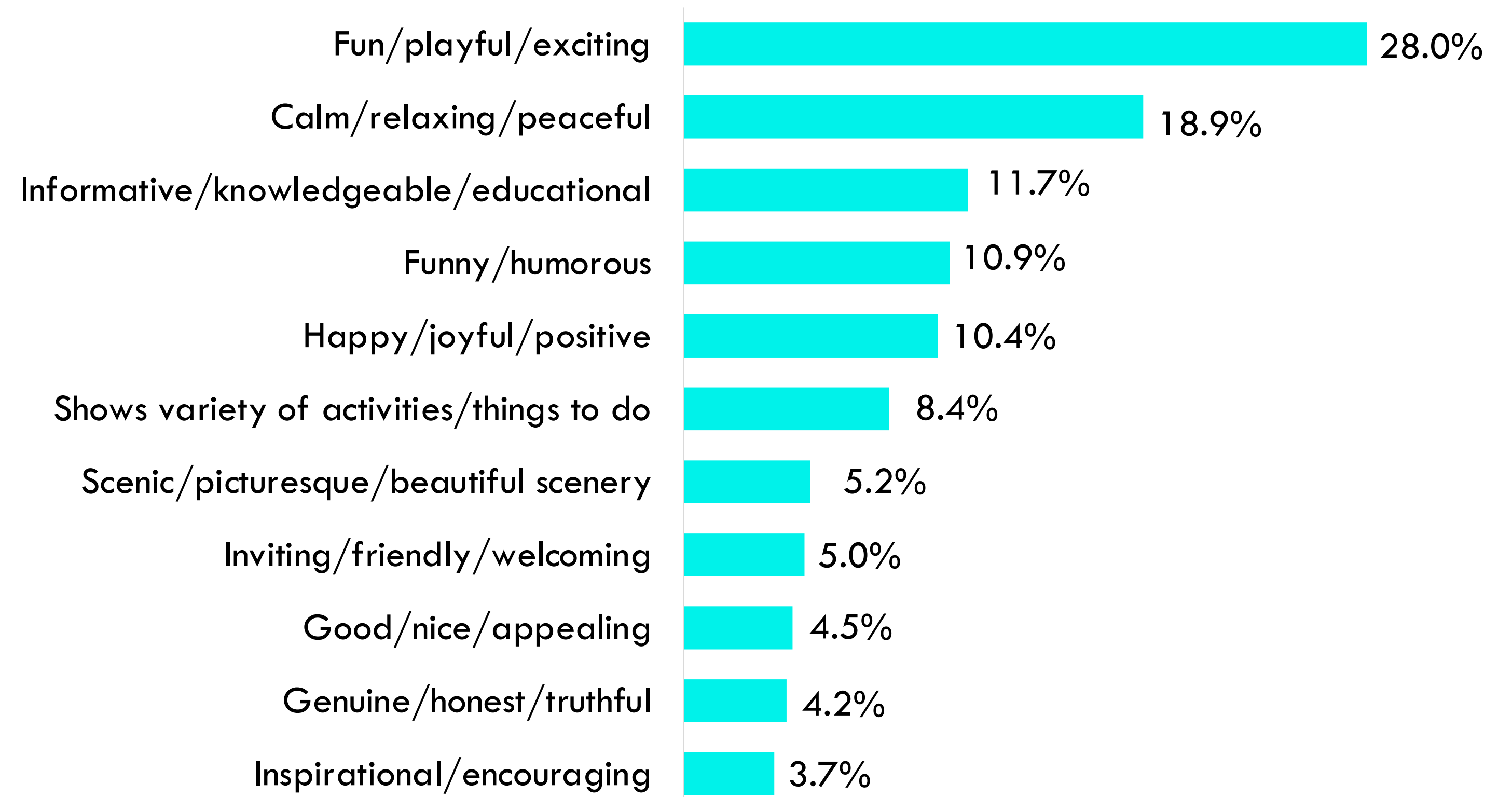
Actions Taken in Response to TikTok Brand Ads





Travelers want ad content that is fun and informative.
Ad content that is relaxing and calming is also valued.

Desired Tone for Destination Ad on TikTok



“I will watch ads, but it depends on what it is.

It has to **catch my attention right away**
otherwise I’ve scrolled on. It has to be an
amazing setting, background with a great view,
or a celebrity or someone I recognize.”



KEY TAKEAWAYS

01

International travelers expect to take more international trips and spend more on international travel in 2023 compared to 2021.

02

There's an opportunity for Santa Monica to capture market share amongst international travelers who are likely to visit the US in the next two years.

03

Santa Monica can deliver on the experiences that drive interest in visiting the US and align with travelers' passions—restaurants/food, shopping, culture, scenic beauty, beaches and relaxation.

THANK YOU

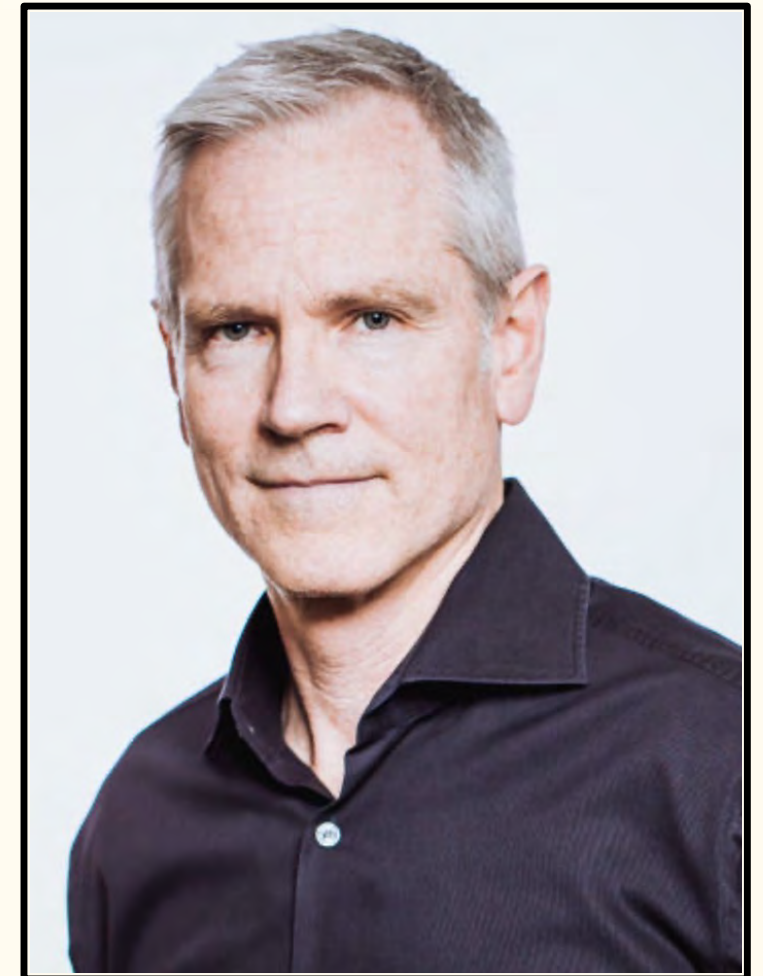
THANK YOU

THANK YOU

Trever Cartwright

Founder & Partner
Coraggio Group

- Founding partner of Coraggio Group, a Portland-based destination strategy firm
- A destination strategist for state tourism and DMO offices across the country
- Helps leaders, and their organizations, get clear, get focused and get moving on their most important strategic and organizational challenges
- A Forbes.com contributor
- Coraggio Group honored as one of Portland Business Journal's Oregon's Most Admired Companies for 2022
- A Graduate of the University of Oregon



Santa Monica Experience Management Plan

A framework for the future





What is an Experience Management Plan?

The EMP is a **holistic strategic roadmap** that seeks to ensure quality resident and visitor experiences.

Why is it important to our community?

It enables all of us to be **active stewards and caretakers** of Santa Monica's future, ensuring our community continues to be a great place to live, work and visit for generations to come.

What is it
and why is it
important?

A commitment to community-wide engagement

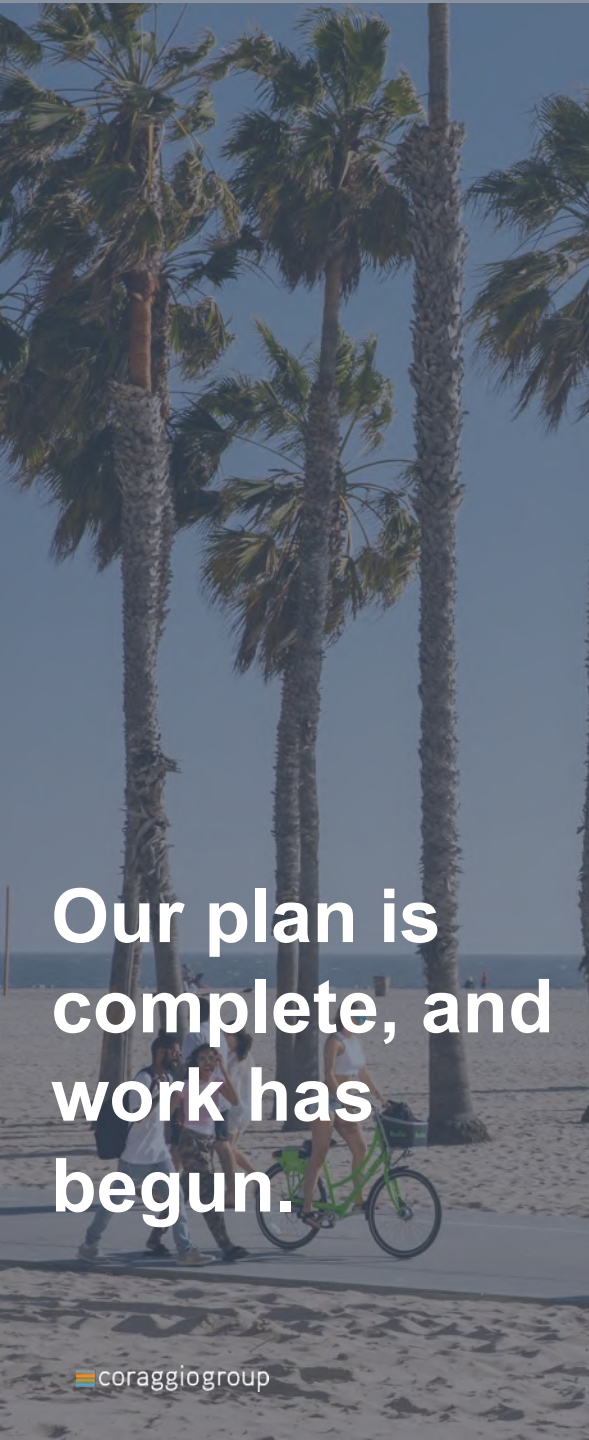
- Residents
- City of Santa Monica
- SMTT Board of Directors
- Restaurants
- Hotels
- BIDs
- Retail
- Cultural Organizations
- Non-Profit Partners
- Attractions
- Chamber of Commerce
- Elected Officials
- Healthcare Leaders

**A determined
community
made it
possible.**

2018

2019

2022



Our plan is complete, and work has begun.



STRATEGY #1: Highlight and leverage cultural happenings

In addition to our renowned beach experience and globally recognized Santa Monica Pier, our community offers residents and visitors alike an exciting range of cultural experiences around the city. We will collaborate with partners and businesses to ensure these unique happenings are brought to the forefront, giving greater depth and breadth to the Santa Monica experience, thus enhancing the value proposition for those who call our community home and those who choose our destination as a place to visit and enjoy.

Courses of Action

- Curate DIY historical and cultural tours of Santa Monica
- Be proactive and responsive to innovation in the destination experience
- Reimagine transformational upgrades to the 3rd Street Promenade
- Support the Bergamot Station and Civic Auditorium redevelopment efforts
- Showcase Santa Monica's unique history throughout the city
- Develop a Santa Monica Arts Month
- Leverage the public art program to fund iconic art projects
- Promote local cultural opportunities (e.g., MI's Westside Comedy Theater)

Measures of Success

- Increased number of cultural and historical experiences available
- Increased visitation at cultural experiences and events
- Increased number of visitors citing culture as a driver of intent to visit
- Positive resident sentiment

STRATEGY #2: Foster memorable accommodations experiences that enhance the value proposition

Santa Monica's accommodations 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 accommodations experiences, specifically those that leverage sustainability and/or technology to amplify the city's reputation as Silicon Beach.

Courses of Action

- Evaluate the fiscal impacts of home sharing on existing hotels and City revenue
- Encourage investment in unique accommodations and experiences
- Leverage technology to innovate the visitor experience
- Promote and engage with programs that minimize the environmental impact of Santa Monica's visitor-serving businesses and accommodations
- Support the Ocean Avenue Project and related cultural amenities

Measures of Success

- Increased favorable accommodations ratings
- Increased revenue per available room (RevPAR)
- Fiscal impacts of home share on existing accommodations and city revenue
- Increased transit occupancy rate (TOT) revenue

What principles helped to shape the Plan?

There are three foundational principles upon which the EMP was created. These principles will provide ongoing guidance as we work together to implement the Plan during the years ahead.

Stewardship

Sustainability

Diversity, Equity, Inclusion & Accessibility

Focusing on Santa Monica's quality of life, culture & heritage, and natural resources

Promoting decisions and action steps that support sustainable practices

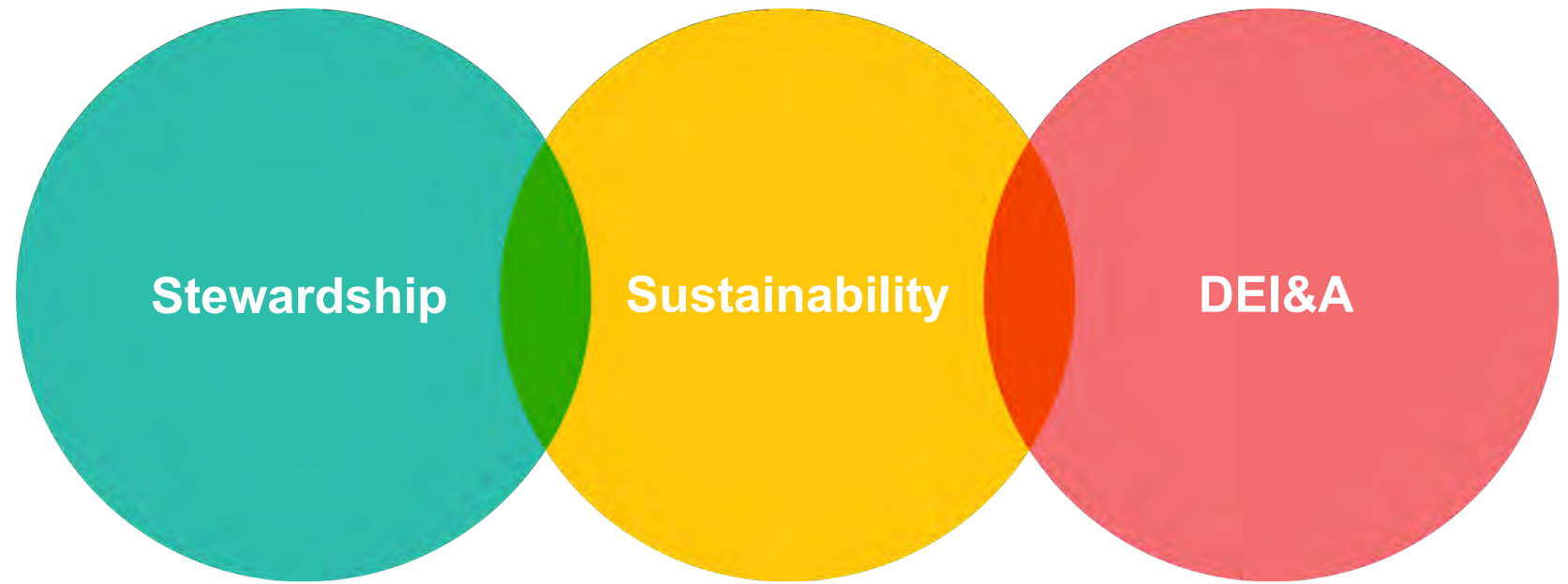
Ensuring our decisions equitably support the full diversity of the Santa Monica community

Who helped shape our Experience Management Plan?

The City of Santa Monica and SMTT engaged Coraggio Group, a travel and tourism strategic consultancy, to guide the creation of the Experience Management Plan in close collaboration with team members from SMTT, the City, local businesses, community and cultural organizations, residents and other key stakeholders. Over the course of nine meetings totaling nearly 40 hours of planning time, a combined contribution of more than 500 hours of individuals' time was committed.

What did the process entail?

The two-phase process began in 2018 with a comprehensive discovery phase that identified the key opportunities and threats related to the Santa Monica Experience and the root causes behind them.



**The Guiding
Principles
that shaped
the plan.**

The EMP calls upon all of us to embrace a greater responsibility as stewards of Santa Monica's future.

If you're here today, you're one of those stewards!



Nine strategies
bring clarity
and focus to
the path
forward.

Year One

-  Ensure Santa Monica is a safe and clean place to live and visit.
-  Support livability for the Santa Monica community.
-  Promote the diversity of retail, dining and evening experiences.
-  Highlight cultural happenings.

Years Two and Beyond

-  Foster memorable accommodation experiences that enhance the value proposition.
-  Facilitate the viability of small and unique businesses.
-  Sustainably invest in making Santa Monica the greenest beach city in the U.S.
-  Support and enhance Santa Monica's most important assets.
-  Enhance mobility for Santa Monica visitors, residents, and workforce.



A shared
approach to
implementing
the plan.

Coordinated and sustained implementation
through **collective impact** and inclusive
community engagement.



**A strong
governance
structure has
been put in
place.**

Experience Management Plan Governance Committee

- Younes Atallah, General Manager, Regent Santa Monica Beach Hotel
- Ramon Batista, Chief of Police, Santa Monica Police Department
- Neil Carrey, Chairman, SMTT Board of Directors
- Susan Cline, Assistant City Manager, City of Santa Monica
- Albin Gielicz, Resident, SMTT Chairman's Circle
- Misti Kerns, President and CEO, Santa Monica Travel & Tourism
- Judy Kruger, President and CEO, Santa Monica Chamber of Commerce
- Raphael Lunetta, Owner, Lunetta & Lunetta All Day
- Rob Schwenker, Executive Director, Santa Monica History Museum



Ensure Santa Monica is a safe and clean place to live and visit.

- Judy Abdo, Resident
- Danny Alvarez, Fire Chief, SMFD
- Lauralee Asch, SMTT Board of Directors
- Lindsay Call, Chief Resilience Officer, City of Santa Monica
- Darrick Jacob, Deputy Chief, SMPD
- Peter James, COO, City of Santa Monica Public Works Department
- Ed King, Director of Transit Services, City of Santa Monica
- Jeff Klocke, Vice President & General Manager, Pacific Park; SMTT Board of Directors
- Charlie Lopez-Quintana, Vice President & Managing Director, ETC Hotels; SMTT Board of Directors
- Andrew Thomas, CEO, Downtown Santa Monica
- Becky Warren, Resident



Support Livability for the Santa Monica Community.

- Tara Barauskas, Executive Director, Community Corporation of Santa Monica
- Alexander Cameron, Vice President of Leasing, Los Angeles Region, Boston Properties
- Karen Ginsberg, SMTT Board of Directors
- Evelyn Lauchenauer, North of Montana Association (NOMA) Board
- John Maceri, CEO, The People Concern
- Pam O'Connor, Resident
- RoseMary Regalbuto, Resident
- Michael Ricks, CEO, Providence St. John's
- Janet Rimicci, Senior Director, UCLA Health
- Bianca Smith, Assistant Vice President, Program Operations, Chrysalis
- Setareh Yavari, Housing and Human Services Manager, City of Santa Monica

Strategy
committee
members are
diving in.



Promote diversity of retail, dining and evening experiences.

- Sean Besser, President, Ocean Park Association
- Kera Blades-Snell, SMTT Board of Directors
- Stephanie Eglin, General Manager, Santa Monica Place
- Elise Freimuth, Director of Communications, Rustic Canyon Family
- Hunter Hall, Executive Director, Main Street Business Improvement Association (MSBIA)
- David Martin, Director of Planning and Community Development, City of Santa Monica
- Anthony Schmitt, Chair, Main Street Business Improvement Association (MSBIA)
- Nathan Smithson, Director of Marketing and Business Development, Pacific Park on the Santa Monica Pier
- Claire Soley Hutchens, Co-Owner and Vice President of Operations, The Gourmandise School
- Dr. Clare Thomas, Vice President, Friends of Sunset Park
- Peter Trinh, Downtown Santa Monica Board
- Ted Winterer, Resident; Former Councilmember
- Rob York, Resident; President, York Consulting Group



Highlight and leverage cultural happenings.

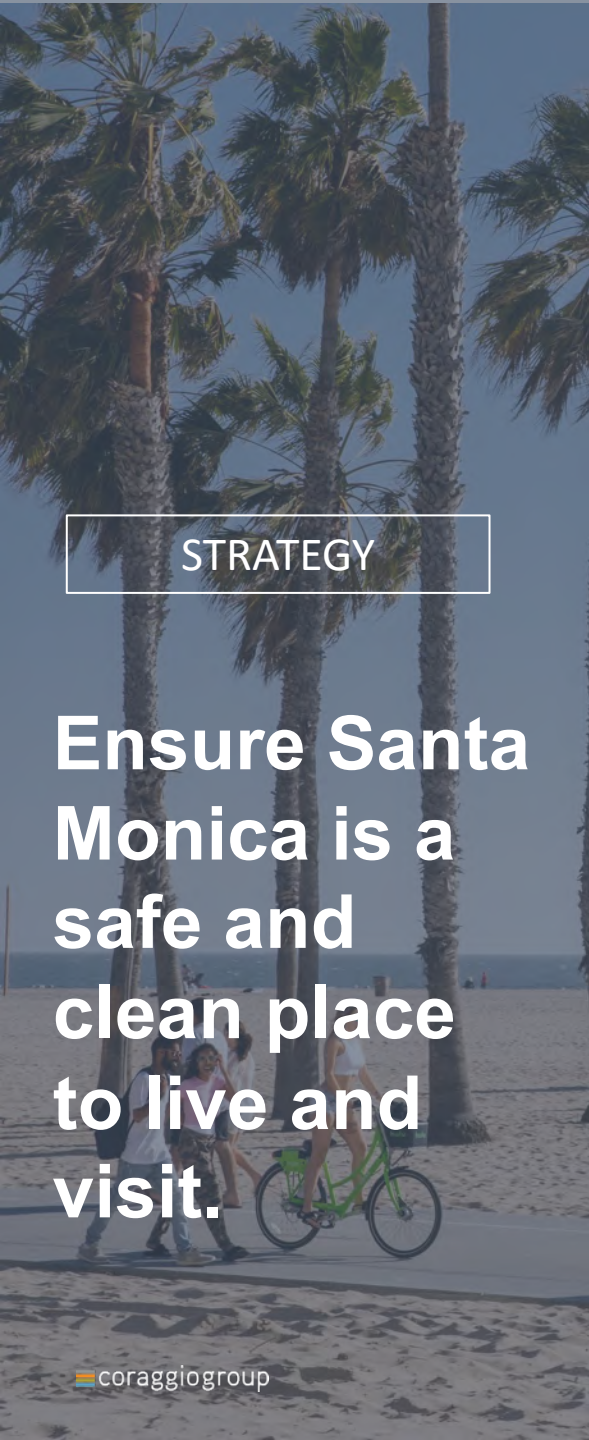
- Rob Bailis, Artistic and Executive Director, Broad Stage
- Marisa Caichiolo, Founder & Executive Director, Building Bridges Art Exchange (BBAX)
- Erica Cuyugan, Director of Library Services, City of Santa Monica
- Darlene Evans, SMTT Board of Directors
- Jim Harris, Executive Director, Santa Monica Pier Corporation
- Jeff Jarow, Vice President, Par Commercial Brokerage
- Allison Ostrovsky, Cultural Affairs Supervisor, City of Santa Monica
- Allison Sampson, Co-Executive Director, Santa Monica Conservancy
- Jan Williamson, Executive Director, 18th Street Arts Center; SMTT Board of Directors

**Their time
and
dedication
are
appreciated.**



Community
engagement
and
collaboration
are what
fuels the
plan.





STRATEGY

Ensure Santa Monica is a safe and clean place to live and visit.



Purpose

Identify current efforts undertaken by the City, local agencies, nonprofits, and organizations to address safe and clean issues; determine if other efforts and/or resources are needed; ensure there is common messaging and clear, consistent communication, and provide support and advocacy.



Work in Progress Overview

- Set up a De-escalation Train-the-Trainer Program to extend information to businesses, residents, directors of security and identification of trainer candidates for session with SMPD Sergeant Maury Sumlin.
- Collaborations with City staff on End-of-Line issues for Expo Line and Metro transit service.
- Support City budget proposals adding Homeless Liaison Program Team officers and expand coverage hours.



Purpose

Support, coordinate, and advocate for the efforts that the City, nonprofits, and other organizations are undertaking to ensure Santa Monica is affordable, provides sufficient housing and services to the unhoused and is perceived as a safe and clean community by those who live, work and visit our community.



Work in Progress Overview

- Summarization of work community organizations are doing to improve community livability and identifying future goals/visions to surface gaps in current livability services and programming.
- Determine communications support and advocacy needs to close gaps and attain stated goals and make the vision a reality.

**Support
livability for
the Santa
Monica
community.**



Purpose

Champion and connect current cultural and artistic assets, identify gaps and support new offerings, and make recommendations to help programming become more inclusive and impactful for the greater Santa Monica community.

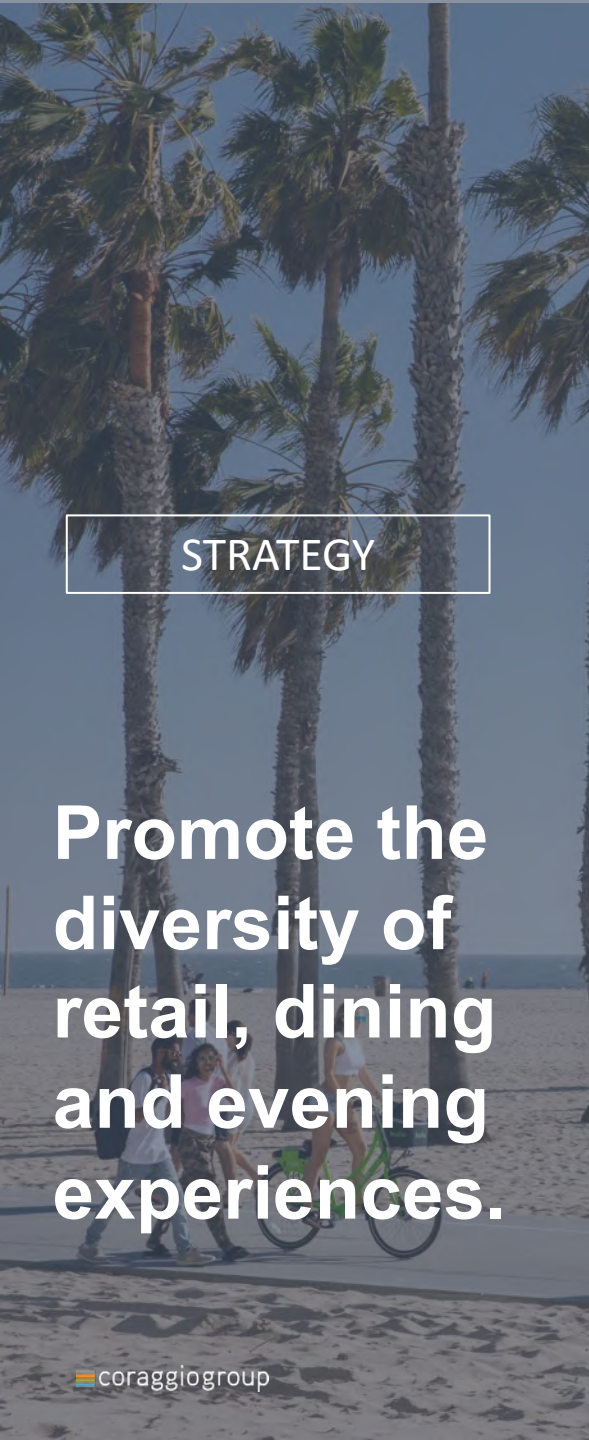


Work in Progress Overview

- Compiled a comprehensive inventory of arts and cultural events in the city.
- Identified need for a comprehensive and coordinated effort to plan for arts and cultural events surrounding the 2028 Olympics.
- Updated Tour listing page on [SantaMonica.com](https://www.santamonica.com).

STRATEGY

Highlight and leverage cultural happenings.



STRATEGY

Promote the diversity of retail, dining and evening experiences.



Purpose

Achieve tangible outcomes that drive improvements for businesses; provide new and diverse experiences for locals and visitors; and enhance the overall Santa Monica experience.



Work in Progress Overview

- Support the easing of regulations for short-term businesses by increasing allowable duration of Temporary Use permits.
- Work toward simplifying approval and permitting process and making consistent across various business districts.
- Work toward making special event and street closure processes less cumbersome.



**Santa
Monica's can-
do spirit and
optimism are
remarkable.**

“Wherever you go, go with all your heart.”

-Confucius

Your involvement is welcomed and appreciated.

For more information or to become involved, contact Misti Kerns
mkerns@santamonica.com



Younes Atallah

Board Vice Chair & TMD Chair
Santa Monica Travel & Tourism

- General Manager at Regent Santa Monica Beach
- SMCOC Board Member
- Awarded Outstanding General Manager of the Year in 2022 by California Hotel & Lodging Association
- Over 20 years of luxury hospitality experience
- Passionate about community organizations and giving back



Mayor Glean Davis

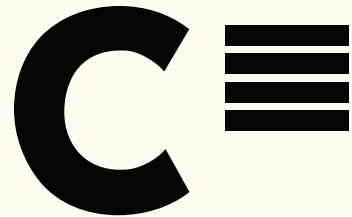
City of Santa Monica

- Has held a seat on Santa Monica City Council since February 2009
- Serves as a Director of the Clean Power Alliance
- A Los Angeles native and Santa Monica resident
- Graduated from Harvard Law School in 1981
- USC Graduate
- Advocate for the character, livability, sustainability, and safety of Santa Monica's neighborhoods



Thank You Sponsors

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Misti Kerns

President & CEO Santa Monica Travel & Tourism

- Board Member & Past Chair, California Travel Industry Association
- Executive Board Member, U.S. Travel Association
- Board Member, Santa Monica Bay Restoration
- Board Member, Santa Monica Human Relations Council
- Board Member, Santa Monica Pier Corporation
- Board Member, City of Santa Monica Homeless Resource Committee
- Liaison, Santa Monica Chamber of Commerce Board of Directors
- Visit California, CEO Destination Council, Marketing Advisory Committee
- Board Member, Global Land Use and Economic Council

Misti Kerns is a 30-year tourism and hospitality industry veteran, a Certified Meeting Professional (CMP) and a Destination Management Executive (CDME). She joined SMTT in 1997 and has served in her current role for the past 24 years. A Santa Monica resident for over 30 years, she lives in the city by the sea with her family.





8,049

Tourism jobs that stay in Santa Monica and cannot be exported

(40% INCREASE FROM 2021)

\$962 MIL

Total Annual Visitor Spending

(28% INCREASE FROM 2021)

\$59 MIL

Transient Occupancy Tax (TOT)

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

(41% INCREASE FROM 2021)



52%

Increase in total number of visitors to Santa Monica over 2021



\$1,337

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



\$4.5 MIL

Retail Sales Tax Revenue

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

(21% INCREASE FROM 2021)



249%

Increase in international travelers from 2021

ALL VISITORS:

Top International Feeder Markets

UK 15.8%
Canada 11.3%
Mexico 7.7%
Brazil 5.8%
Scandinavia 5.5%

Top Domestic Feeder Markets

California 32%
Arizona 6.5%
Texas 4.8%
Nevada 4.2%
Washington 3.8%

HOTEL VISITORS:

Top International Feeder Markets

UK 15.2%
Canada 12.2%
Brazil 9.8%
Australia/New Zealand 7.9%
Netherlands 7.6%

Top Domestic Feeder Markets

California 26.7%
Arizona 13.7%
New York 5.1%
Washington 4.3%
Texas 3.9%

Tourism Improvement District

Pilot Program Supporting City Clean and Safe Efforts

- Pilot program that began in March 2022
- 100% Funded by Hotels
- 3,151 Bags of Trash Removed
- 420 Graffiti Tags Removed
- 896 Bills/Stickers Removed
- 316 Unhoused Individuals referred for services
- Fully Staffed by Chrysalis



2022-2023 Fiscal Year Report



Can't Stop Won't Stop!

Upcoming events include:

- IPW - May 20-24 in San Antonio, Texas
- ILTM Proud Experience - June 5-7 in Los Angeles, California
- SMTT UK & France Sales Mission June 26 - 30



2023 IPW, San Antonio, TX

- Tradeshow May 22-24th
- Client Event on Sunday, May 21st
- Santa Monica Virtual Reality
- 168 Appointments Secured



Santa Monica Travel & Tourism Team



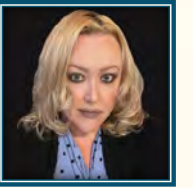
Misti Kerns



Rachel Lozano



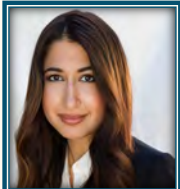
Michael Gurrieri



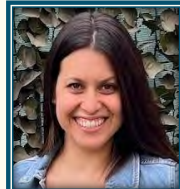
Evan Edwards



Mandy Eck



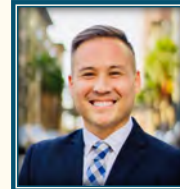
Shazeen Shah



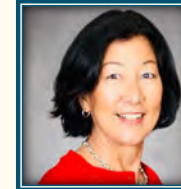
Mandi Prince



Cayla Turain



Ozzie Otero



Stephanie Nakasone



Iris Nishina-Gee



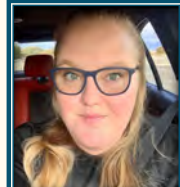
Aaron Seals



Christine Bianco



Kim Mulder



Kalei Kerns



Kristin Farrel



Kevin Linares



Jennifer Hover



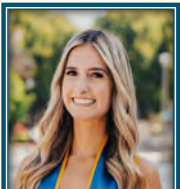
Jacqueline Saquic



Alyssa Dorn



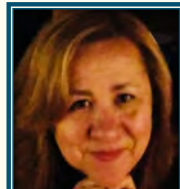
Schuyler Moore



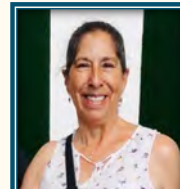
Cassidy Lawless



Alexis Faust



Michelle Dimas



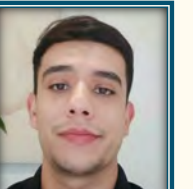
Susanne Skaggs



Luis Vazquez



Matt Neilson



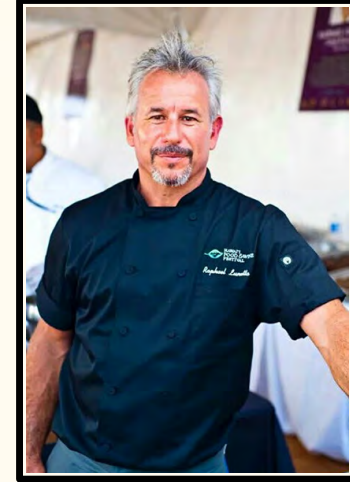
Juan Vazquez



Ellis O'Connor, Chair



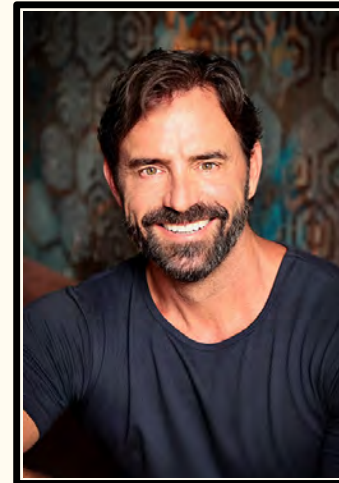
Julia Ladd, Vice Chair



Raphael Lunetta, Sec/Treasurer



RoseMary Regalbuto, Member



Albin Gielicz, Member

Volley-Ween

Wednesday, October 25th
Perry's Beach Café & Rentals

- 2, 4 & 6 Person Teams
- Benefits Santa MoniCARES Local Nonprofits
- Last Year Raised over \$4,000
- Halloween Costume Contest
- Games & Entertainment

Sponsorships Available
Reach out to cares@santamonica.com for
more information



Today's Breakout Sessions

Lauren Schlau on the Santa Monica Forecast – **Stay in this room**

SMTT International Market Reps – **Across to the Lucina Ballroom**

Lunch Provided for Breakout Sessions

Ways to Work with Us



Thank you for attending the 14th Annual Santa Monica Tourism Summit

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

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