



Fiscal Year Report

**July 1, 2022 -
June 30, 2023**

**SANTA
MONICA**

Spread Kindness



It's a Vibe.

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**Be Kind.
Spread Kindness.**

Santa Monica Travel & Tourism

Introduction



2023

DEAR SANTA MONICA DESTINATION PARTNER,

On behalf of the entire Board of Directors and Santa Monica Travel & Tourism staff, we are pleased to share our annual 2022-2023 Fiscal Report, covering July 1, 2022, through June 30, 2023. As we move to the other side of the pandemic, we're seeing many hopeful signs. Borders have re-opened; restrictions have been lifted and international travel is trending upward, which is critical to our recovery.

That's not to say the past few years haven't challenged us individually, collectively or globally, and we persisted predominantly because of our unwavering community. Throughout difficult times many have stepped up with simple gestures of kindness, volunteerism and care. We come together, and we count on one another. Leaders who are neighbors, friends who are family, business partners and our local nonprofits who are colleagues; all who serve and support - we will need to continue a positive and focused spirit to uplift one another and demonstrate kindness in all that we do.

Like many other destinations, our international travel was greatly impacted by the pandemic. When we look back to 2019, 51% of our overnight visitors

arrived from international origins. Moving ahead, we are optimistic. In 2022, 21% of overnight visitors were international, compared to just 9% in 2021, reflecting that we are amid the revival of our global travel market.

It is a primary focus of our work this fiscal year to target our top international markets, as they tend to stay longer, use public transportation and spend more in our destination. We will, in many ways, be reintroducing Santa Monica as a top travel destination to key markets such as Canada, the United Kingdom and Ireland, France, Germany, Australia and New Zealand. Despite airline and industry staffing shortages, passport and Visa delays and global inflation, interest in Santa Monica remains strong.

Why are we reintroducing Santa Monica to these markets? The destination has experienced many upgrades over the last several months. Conservatively, there is over \$200,000,000 being invested into hotel product and services around the city. According to the City of Santa Monica, nearly 1,000 new businesses have opened - inclusive of

restaurant and retail - reflecting the projections toward recovery. Notably, since last summer we've welcomed The Crow Comedy Club at Bergamot Station in Mid-City; Zibby's Bookstore on Montana Avenue; The Daily Pint, renewed following a renovation, on Pico Blvd; and both The Pierside Hotel Santa Monica and the reimaged Georgian Hotel on Ocean Avenue. And in December 2023, Ocean Avenue will be home to Regent Santa Monica Beach, marking the return of the Regent Hotel brand to the U.S. after 17 years. Wilshire Boulevard will also see an exciting 502,157-square-foot redevelopment from The Fairmont Miramar Hotel & Bungalows, adding 312 guest rooms, 60 condominiums and 18,000 square feet of commercial space, slated to break ground in 2025.

On a cultural level, there has been a spotlight on Santa Monica as a destination for international exhibits, restaurants and hotels to choose our vibrant city as their new home. For example, internationally renowned art fair Frieze Los Angeles relocated from Beverly Hills to Santa Monica Airport's Barker Hangar, with the goal of hosting a larger event comparable to its London, Seoul and New York fairs; and it proved to be a success. We're happy to share the team reported 2023's fair as having the highest attendance in Los Angeles to date, and we're proud to announce that they will be hosting Frieze Los Angeles once again in Santa Monica next year. The American Film Market will also remain in Santa Monica for this year's edition, with its new headquarters at Santa Monica's Le Méridien Delfina Hotel on Pico Blvd. The new location will build from previous years' success and will provide a new look and feel as the backdrop for the global film industry this October 31 - November 5. And SaMo PRIDE returns in June, with its first-ever SaMo PRIDE festival, transforming the entire downtown district - Third Street Promenade, Santa Monica Place and Santa Monica Pier - with its month-long celebration of events and activities that honor our LGBTQ+ community.

As well, immersive Korean art phenomenon, ARTE Museum, is slated to debut at Santa Monica Place in early 2024. The sprawling 48,000-square-foot space will serve as the museum's first U.S. flagship location. And, after a successful run in Toronto, Mattel selected Santa Monica as the first U.S. location for its World of Barbie tour. It seems Barbie might have found her new dream home in Downtown Santa Monica, as the tour may be extended to accommodate the high demand and ticket sales.

To complement the variety of accommodations and attractions, our famed Michelin-starred restaurants and casual beach-front cafes continue to inspire growth for our celebrated culinary scene. Recently, our city was in the spotlight, citing Main Street as one of the "Coolest Places to Eat in LA" with the latest arrivals of Crudo e Nudo, Vamos Vamos, Augie's on Main, and more. We are ready to welcome the "best new chefs" and world-renowned eateries that have already secured their next locations in all our eight, distinct neighborhoods, and garner more of these exciting accolades.

In looking ahead, SMTT - in partnership with the city - has kicked off the Experience Management Plan (EMP). The EMP is a 10-year roadmap outlining the evolution of the Santa Monica experience for those that live, work and play here. Five (5) committees - comprised of residents, businesses, nonprofits and city staff representatives - are working towards a collective vision of the future with outlined experiences the city may offer. They will also identify courses of action for related community organizations, business owners and operators, city staff, city council and individuals. The committees include Ensure Santa Monica is a Safe and Clean Place to Live and Visit; Highlight and Leverage Cultural Happenings; Promote Diversity of Retail, Dining and Evening Experiences; Support Livability for the Santa Monica Community; and a Governance Committee.

Do challenges still lie ahead? Yes, and every day we see improvements. It is likely that it won't be easy, but if we commit to working together through this continued recovery state, there is so much we can accomplish. You are integral to our success. Believe in each other and this community; and with kindness as our foundation - coupled with mutual respect, collaboration, dedication and strength - we will reinforce the Santa Monica way.

Please take a moment each day to see the good and be kind. Whether it's kindness to oneself, others or to our planet, the examples we set in Santa Monica create a ripple effect, so let's make some waves. As we prepare for a busy summer and welcome back travelers from around the world, we're reminded now more than ever, that kindness - even the small acts - can go a long way

We look forward to the coming year with much optimism and thank you for all that you do!



In gratitude,

A stylized, handwritten signature in blue ink, reading "Misti Kerns".

Misti Kerns CMP CDME

President/CEO,
Santa Monica Travel & Tourism



About



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.

EXECUTIVE LEADERSHIP TEAM

Misti Kerns, CMP CDME – President/Chief Executive Officer
Evan Edwards – Chief Operating Officer
Michael Gurrieri – Chief Marketing Officer
Rachel Lozano – Chief People Officer

BUSINESS DEVELOPMENT

Ozzie Otero – National Sales Manager, Global Business Development
Stephanie Nakasone – Global Sales & Services Manager
Kristin Farrel – Global Business Development Coordinator
Schuyler Moore – Global Sales & Services Assistant

MARKETING / PR

Mandy Eck – Director of Marketing
Shazeen Shah – Director of Communications
Mandi Prince – Public Relations Manager
Cayla Turain – Assistant Marketing Manager
Kim Mulder – Public Relations Coordinator
Christine Bianco – Marketing Assistant

OPERATIONS

Iris Gee – Accounting Manager
Aaron Seals – Operations Manager
Alyssa Dorn – Operations Coordinator
Kevin Linares – Client Services Coordinator
Jacqueline Saquic – Accounting Coordinator
Alexis Faust – Client Services Assistant
Jennifer Hover – Executive Assistant
Kalei Kerns – Administrative Assistant
Cassidy Lawless – Accounting Assistant

VISITOR SERVICES

Michelle Dimas – Travel Specialist
Matthew Nielson – Travel Specialist
Sue Skaggs – Travel Specialist
Juan Vazquez – Travel Specialist
Luis Vazquez – 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.

Board and Committee



2022/23 BOARD OF DIRECTORS

Neil Carrey – Chair
Resident

Younes Atallah – Vice Chair
General Manager, Regent Santa Monica Beach Hotel

Charlie Lopez-Quintana – Treasurer
VP & Managing Director, ETC Hotels

Darlene Evans – Secretary
Resident

Lauralee Asch – Member
Resident

Kera Blades-Snell – Member
Resident

Karen Ginsberg – Member
Resident

Shahid Kayani – Member
General Manager, Hilton Santa Monica Hotel & Suites

Jeff Klocke – Member
Vice President & General Manager, Pacific Park

Jan Williamson – Member
Executive Director, 18th Street Arts Center

Anuj Gupta – City Liaison
Deputy City Manager, City of Santa Monica

Judy Kruger – Chamber Liaison
Santa Monica Chamber of Commerce

2022/23 TOURISM MARKETING DISTRICT COMMITTEE

Younes Atallah – Chair
General Manager, Regent Santa Monica Beach Hotel

Sam Jagger – Vice Chair
General Manager, Fairmont Miramar Hotel & Bungalows

Aileen Carreon – Treasurer/Secretary
VP of Sales and Marketing, ETC Hotels

Kevin Anawati – Member
Director of Sales & Marketing, Le Méridien Delfina Santa Monica

John Heidt – Member
President, The Cottage Santa Monica

Shahid Kayani – Member
General Manager, Hilton Santa Monica Hotel & Suites

Manju Ramen – Member
General Manager, The Huntley Santa Monica Beach

Jessica Rincon – Member
General Manager, Le Merigot Santa Monica

Juan Viramontes – Member
General Manager, Gateway Hotel Santa Monica

Strategic Plan



IMPERATIVES	OBJECTIVES	INITIATIVES 2022/23 - 2023/24
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, focus on soft seasons. ▶ Reengage MICE Advisory Board. ▶ Expand presence in international markets. ▶ Explore potential opportunity markets in key domestic and international markets. ▶ Further develop unique and authentic destination offerings and experiences.
Enhance the brand and steward the destination experience.	<ul style="list-style-type: none"> ▶ Work with stakeholders to implement the 10-year Experience Management Plan. ▶ Reestablish our minimum 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"> ▶ Refresh destination brand assets including but not limited to Website, Visitor Guide, Map, Advertising, Retail, etc. ▶ Gear public relations efforts towards top tier lifestyle outlets to increase advertising value and circulation of media placements in target markets. ▶ Pursue integrated marketing campaigns and experiential brand activations in designated target markets. ▶ Update photography and video with all that's new in the destination.
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 SantaMoniCARES 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. ▶ Continue presence with state and national tourism organizations.
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 year round. ▶ 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 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 3). 	<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. ▶ Explore various income opportunities.

Santa Monica Economic Impact

OF TOURISM IN SANTA MONICA IN 2022



Scan with your mobile device or visit this link to view full report
<https://www.santamonica.com/economic-value-of-tourism/>

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

U.K. 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

U.K. 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%



Purpose of Our Experience Management Plan

What is an Experience Management Plan?

A 10-year framework designed to ensure compelling experiences, quality infrastructure and remarkable services for generations to come

Why is it important to our community?

It provides an inclusive and transparent opportunity to take part in proactively shaping the future of Santa Monica as a destination

The guiding principles that have shaped our plan

Stewardship

Sustainability

DEIA

The Santa Monica Experience Management Plan

PURPOSE

Our Experience Management Plan (EMP) provides a 10-year (2022-2032) framework and process that is deeply customized to the local context in Santa Monica with the intention of creating a future where community and environmental needs are considered with the same weight as economic benefits, resulting in a thriving and welcoming community far into the future.

The initial EMP was created, approved and ready to launch in 2020 but was put on hold due to the COVID-19 Pandemic. In early 2022, the process of updating and rebuilding the plan began, working with many stakeholders across the Santa Monica community, just as we had in the first version of the plan's development.

With our plan update now complete, we are ready to begin the process of implementation, which will continue to unfold over the coming years through 2032. There is much to do as we lock arms and embark on this important journey.

For the first year of the plan, we will focus on implementing programs for four of our nine key strategies. A committee has been created for each of these strategies consisting of key members of the community. Each committee has been appointed an SMTT facilitator to ensure open communications between all stakeholders in the EMP process:

YEAR ONE

- Ensure Santa Monica continues to be a safe and clean place
- Support livability for Santa Monica residents
- Highlight and leverage cultural and historic experiences
- Promote a diversity of retail, dining and evening experiences

YEAR 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 Governance Committee has also been created to ensure that progress is made on each strategy and to prioritize short- and long-term goals. While SMTT is spearheading this process, we will not control or own all the initiatives that will be pursued. A consultant has been retained to facilitate the first year of the implementation phase and guide the process citywide.

The second year of this plan will allow for implementation of areas and ideas that have been outlined in the EMP while further building out the plan for future years.



International Representation

JACK H. SKIRBY
BEHAVIORAL
HEALTH
CENTRE

CLARE
foundation

1002
PICO

International Representation

CANADA
Pulse Travel Marketing
Full-time trade representation



SANTA MONICA, CA
Santa Monica Travel & Tourism
Main administration office and
three visitor information outlets



**UNITED KINGDOM/
IRELAND**
Hills Balfour
Full-time trade representation



FRANCE
Mn'Organisation
Part-time trade
representation



GERMANY
Marketing Services International
GmbH
Part-time trade representation



Australia and New Zealand
GTI Tourism
Part-time trade representation



United Kingdom & Ireland

IN-MARKET ACTIVITIES

Santa Monica Loves Brighton: Santa Monica Travel & Tourism and Brighton & Hove collaborated to promote the newly formed Friendship City agreement over the summer in the U.K. This partnership marks a new chapter for the tourism industries of Santa Monica and Brighton as they partner to celebrate the parallels between the culture, history, food scenes and creative communities of the respective cities, and of course their iconic piers, both over 100 years old, opening a decade apart in the late nineteenth and early twentieth centuries.

The 8-week campaign was brought to life by several immersive experiences in Brighton.

- Yellowwave Volleyball on the Beach from July 2 - Visitors to Yellowwave Beach Sports Club took part in a Santa Monica Vibes volleyball tournament, free open court beach volleyball practice sessions with a qualified coach and a beach sunset BBQ and music evening.
- Paddle Round the Pier on July 3 - Santa Monica Travel & Tourism was the title sponsor of The Big Paddle race as part of the annual Paddle Round the Pier event which raises much needed funds for local charities.
- Shelter Hall Takeover throughout July and August - A pop-up kitchen at Brighton's first and only food hall, Shelter Hall, a Santa Monica-inspired menu was created and launched as part of a partnership between Mark Rush, the executive chef, and Santa Monica's very own highly acclaimed, two-starred Michelin chef Josiah Citrin and Govind Armstrong, who were in Brighton showcasing their culinary talents.
- Live Santa Monica cooking demonstrations with Santa Monica chefs Govind Armstrong and Josiah Citrin.
- Exclusive partnership and media dinner with Michelin starred restaurant, The Set featuring a Santa Monica inspired special tasting menu to celebrate the pier cities partnership featuring dishes by Santa Monica guest chefs Govind Armstrong and Josiah Citrin.
- Friendship City signing and mural unveiling on July 29 - Brighton's mayor joined forces with several Santa Monica community leaders for the official friendship signing, that included Mayor Pro tem Kristin McCowan, Jeff Jarow, President of the Santa Monica Sister City Association, Jim Harris, Executive Director of the Santa Monica Pier Corporations and Santa Monica Travel & Tourism's President and CEO Misti Kerns. Renowned Santa Monica artist Ruben Rojas also joined for the event and created a unique mural on the Brighton Palace Pier to commemorate the partnership between Santa Monica and Brighton.



The Santa Monica Loves Brighton Campaign won two gold SMARTIE Awards for Brand Experience and Partnerships Marketing. The campaign has also been shortlisted for a Global SMARTIE Award for Brand Experience and delivered the following results.

- Estimated total footfall of 2,550,000
- Earned media value: Over \$1,500,000
- Media reach: Over 63,000,000 in print, digital and social
- In-kind partnership value: \$237,498
- Digital impressions: Over 6,000,000
- Total event activation exposure: Over 11,000,000
- Public Relations (PR) earned media value: \$1,519,072 / £1,142,160
- Content creator results: Eight influencers with 946,000 followers and 21 total pieces of content, resulting in 917,795 total engagements
- Microsite visits: 17,128
- Consumer competition entries: 4,528
- Total campaign reach: Over 75 million

- Conducted the annual U.K./Ireland Sales Mission in partnership with Fairmont Miramar Hotel & Bungalows. Met with more than 120 trade and media contacts in London, Brighton and Dublin. As part of the Sales Mission and Brighton activation, SMTT U.K. hosted a table of six key trade and media partners at the Visit USA Summer Affair, sponsored the music and delivered a welcome speech about Santa Monica to 300 attendees.
- Participated as a sole stand partner for the Visit USA Roadshow, a two-day trade show connecting and training key U.K. sales agents. Met and trained 100+ agents and presented a prize as part of the quiz. The event built on SMTT U.K.'s relationships with key travel agents to keep Santa Monica front of mind.
- Participated in Hablo Unplugged VIP events as a headline sponsor and were included in the event advertising material in the lead up to the events. Over 160 agents were hosted over two events in Manchester and Glasgow.
- Joined the Visit California Sales Mission and participated in one-on-one meeting and California-themed experiences and events in London and Windsor, meeting with 100+ agents and key tour operators.

United Kingdom & Ireland

CAMPAIGNS

- Launched a sales driving consumer digital campaign in the U.K. to stimulate demand for holidays to Santa Monica through two key tour operator partners in the U.K. market (Trailfinders and Bon Voyage). This campaign used a combination of social, high impact interactive ads, tactical display and retargeting ads using the bespoke tour operator landing pages as the call to action to book. Using a combination of premium travel content channels and selected targeting audiences, we delivered impactful brand awareness as well as driving travel intent/ in market audiences through to the Santa Monica landing page. The campaign has recently finished, and the results will be available in the summer/fall.

OUTLOOK AND TRENDS

- Tourism becomes second-fastest growing U.K. sector.
- U.K. consumers are prioritizing spending on travel despite their finances continuing to be stretched by the cost-of-living crisis. Holidays and travel have been “driving” overall non-essential spending by consumers, despite 70% being worried about finances and covering essential costs.
- Off-season travel is becoming increasingly popular with British tourists as destinations look to combat over-tourism in peak months. A recent survey carried out by Virtuoso found that the majority of travelers said they’d be willing to visit a popular destination during the off-season.
- Bucket list holidays have become more frequent since the pandemic, Not Just Travel has found, as its agents report “milestone” trip bookings have more than tripled in popularity.
- There is an ongoing trend for 2023 in which many travelers want to treat their minds, bodies and souls while traveling.
- U.K. consumers are most likely to travel internationally, with 89% saying they intended to holiday abroad. 85% intended to spend the same or more on travel in 2023 compared with 2022.
- Key trends in Ireland are similar to the U.K. with a focus on selfcare and sustainability.

BOOKING

- Consumers are giving more thought and consideration to those they are booking with in a change in behavior since the pandemic, according to Abta. 75% of people say booking with a well-known name in the travel industry will be an important part of the booking process this year, up from 62% in pre-pandemic 2019.
- There has been an increased demand for “winter sun” destinations and 29% of travelers are looking to book through trusted experts compared to 2019.
- Audiences who engaged with the Santa Monica Loves Brighton campaign showed high overlap across travel for beach and luxury holidays.

VISITOR INFO

- The U.S. is one of the three long-haul top selling destinations in the U.K.
- There are 119 weekly nonstop flights between the U.K. and Los Angeles, operated by six airlines.
- Irish travelers can access Santa Monica with seven weekly nonstop flights between Dublin and Los Angeles, operated by one airline.
- In March 2023, Delta Airlines resumed its route from London Heathrow to LAX (previously offered in 2015).
- Despite the cost-of-living crisis, 80% of U.K. consumers are prioritizing holiday spend over other spending.
- Demand for travel remains high but higher airfares and hotel rates are impacting worldwide destinations.
- Norse Air is scheduled to commence service June 30th from Gatwick to LAX.

TRADE ENGAGEMENTS

- In-market Sales Calls: 24
- Trade Shows: 10
- FAMs: 6
- FAM Participants: 25
- Agent/Operators Trained: 1,719

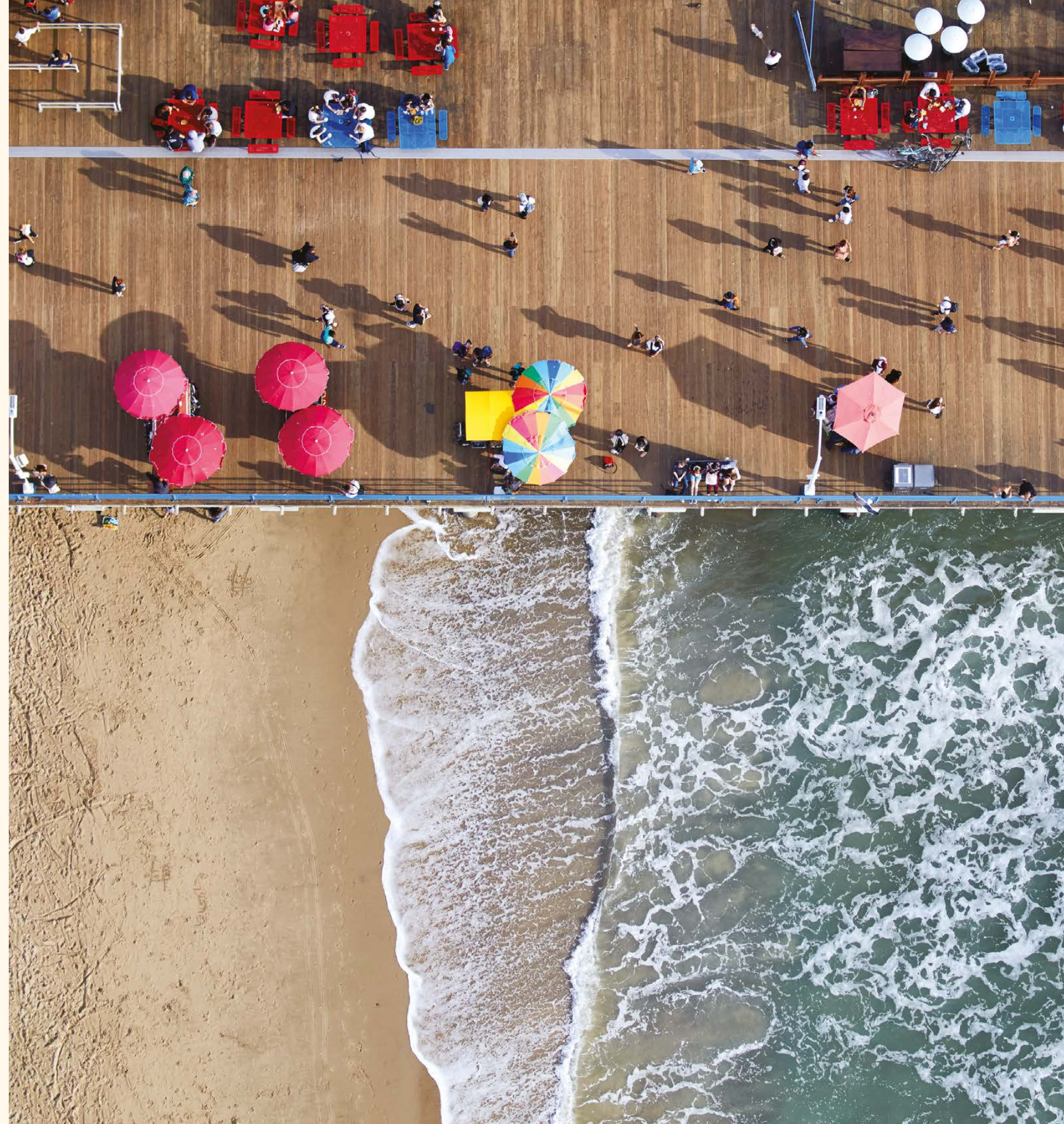


Germany

German Market (Germany, Austria, Switzerland)

IN-MARKET ACTIVITIES

- Completed a week of sales calls and seminars with key tour operators in Hannover (TUI, America Unlimited), Hamburg (CRD, CANUSA) and Zurich (FTI, Hotelplan) with SMTT, and four California DMO partners. Trained 45 product managers, sales and marketing staff. Future campaigns were discussed.
- Attended Brand USA Travel Week in Frankfurt and met with 13 key German and Swiss tour operators.
- Exhibited at the Tourism Consumer Show in Bremen in partnership with America Unlimited
- Attended Visit USA Germany Roadshow in Frankfurt and Düsseldorf, 98 travel agents were trained.
- Attended Visit USA event in Zurich. Shared a booth with California partners and co-hosted a training workshop, 235 travel agents attended the trade show and 120 travel agents completed the training session. Participated in DER Travel Lounge, an online event for travel agents including webinar and a dedicated landing page. Final results will be determined at the end of summer.
- Co-sponsored a culinary event in cooperation with tour operator CRD with Visit California, Condor and three California regional partners for 60 select luxury clients.
- Participated in Club California Travel Agent Event in partnership with Visit California, Condor and California destination partners. 60 travel trade attended.



Germany

CAMPAIGNS ACTIVATED

- Ran a multilayered campaign with America Unlimited and six of our California regional partners which included a billboard campaign (**impressions: 500,000**), social media posts on Facebook and Instagram (**over 48,000 impressions**) and inclusion in America Unlimited Newsletter (**150,000 contacts**).
- Launched a campaign with CANUSA Touristik and seven California regional partners. Campaign included consumer webinars, newsletters promoting new and existing fly drives (**500,000 customers**).
- Ongoing CRD campaign in partnership with Greater Palm Springs and San Diego promoting “SoCal Triangle” road trip via newsletter (**71,000 subscribers**), on Instagram and Facebook social channels and video advertising (**1.5 million consumers**).
- Multilayered Santa Monica, Greater Palm Springs & San Diego campaign with Flamingo Fernreisen included newsletter mailing (**60,000 subscribers**) with links to dedicated landing pages promoting “SoCal Triangle” road trip.
- Campaign with Fairflight and six California regional partners including promotion of a new SoCal itinerary via website, blog and google ads in Q4.

VISITOR INFO

- Relative to 2019, Germany visitation forecast is expected to reach 87% in 2023, 102% in 2024 and 104% in 2025.
- German travel spending is forecast to recover to 99% in 2023, 107% in 2024 and 109% in 2025.
- Airlift from Germany to California has recovered 100%.
- The German economy is gradually recovering from a potential recession and forecasts reflect a positive trend. The Ukraine crisis remains a cause of concern.
- California remains a popular U.S. destination with a 20% market share. Santa Monica remains a popular destination for Germans.

BOOKING

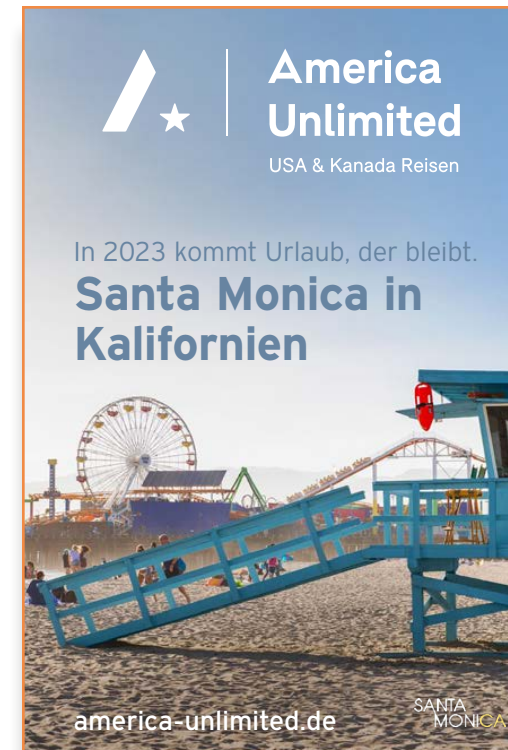
- The majority of German visitors to the U.S. continue to book their travel through tour operators and/or travel agencies and are protected by German consumer travel laws safeguarding their holiday investment.
- There is a growing online booking trend, but most consumers are choosing traditional booking patterns for their long-haul travel.
- In 2022, 63 million Germans booked trips of 5 days and 13% more than 2021 but lagging 12% vs 2019.
- 85% of all Germans plan to travel to long-haul destinations such as the U.S.
- The main booking season for summer travel is November/December to March.
- Tour operators are reporting positive growth of 70-80% to the U.S. in 2022 vs 2019.

OUTLOOK AND TRENDS

- High demand for 2023
- Inflation is playing a role but Germans are willing to spend more on hotels, activities, rental cars and flights
- Condor will increase to daily summer service from Frankfurt to LAX bringing air service to over 2019 levels.
- Early booking cycle is trending back to pre-pandemic levels to 60% of business being booked by February for summer travel.

TRADE ENGAGEMENTS

- In-market Sales Calls: 45
- Trade Shows: 4
- FAMs: 1
- FAM Participants: 5
- Agents/Operators Trained: 373



France

IN-MARKET ACTIVITIES

- Attended “Les Dîners du Tourisme” luxury event organized by Visit California and French Bee Airlines. California destinations and air route development were presented. **50 CEO’s and product managers attended.**
- Hosted Santa Monica Travel & Tourism’s Sales & Media Mission in Paris to strengthen relationships amongst the French travel trade and media at Kimpton St Honoré Paris. SMTT’s sales mission brought Santa Monica to Paris where guests enjoyed wellness options, a special menu and met with our partners. Chef Josiah Citrin from Santa Monica’s Citrin and Mélisse restaurants delighted guests with a cooking demonstration of one of his signature dishes included on our menu. **43 VIP travel trade and media guests attended.**
- Partnered with Visiteurs tour operator for their 2023 educational roadshow. Events were organized in Orleans, Annecy and Montpellier to meet travel specialists of each region (**111 agents trained**).
- Participated in Visit USA’s series of destination workshops through France in Paris, Strasbourg and Toulouse (**246 travel trade professionals attended**). As a follow-up, Visit USA published monthly newsletters including a Santa Monica standalone and inclusion in themed articles in four others to **8,000 travel trade and 43,000 consumers.**
- Partnered with Air Tahiti Nui airline and hosted a Santa Monica breakfast training seminar. Air Tahiti Nui offers flight connections from Paris to Tahiti via LAX and promoted Santa Monica as the perfect stopover to/from Paris and Tahiti. **20 agents attended.**
- Attended IFTM trade show and met with tour operators, travel agencies and airline partners to discuss future training, FAMs and webinar opportunities.
- Participated in Air Canada’s annual workshop in Toulouse. A full presentation of Santa Monica was given to an audience of **143 travel agents** from the Occitanie region.
- Assurever, a tourism insurance company, launched its 2023 Trophy sales incentive program awarding **40 travel agent top sellers** with a trip to SoCal in partnership with Air Tahiti Nui. Their itinerary included West Hollywood, Greater Palm Springs and Santa Monica. The sales incentive was promoted to travel agents throughout France. B2B announcements via e-newsletters were deployed to their database. **842 travel agents** registered for the challenge including **15 agency owners.** Their post-incentive video of their SoCal experiences was also shared during the Business and Tourism convention of Selectour, gathering 250 travel trade professionals in Jeddah, Saudi Arabia on January 27, 2023.



France

CAMPAIGNS ACTIVATED

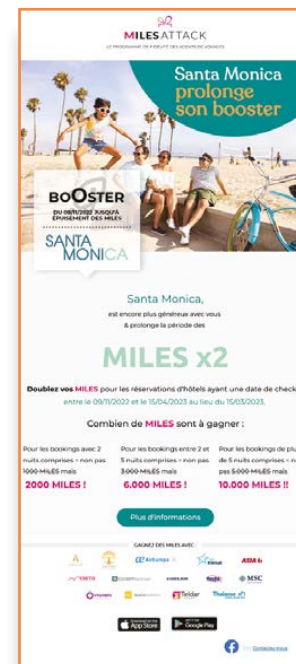
- Launched a campaign with leading tour operator Marco Vasco, a specialist in tailor-made travel, with a community of 22,000 travel advisors and 145,000+ consumers. The campaign was in partnership with Greater Palm Springs, showcasing experiences and hotels in both destinations through two dedicated newsletters (240,000 individuals), homepage banner and online slideshow themed “Top 10 Experiences in Santa Monica.” The campaign generated 56 quotes and 212 room nights in Santa Monica.
- Launched a campaign with Miles Attack, an incentive booking company awarding Europe-based travel advisors rewards for hotel bookings. Miles Attack promoted Santa Monica hotels through newsletters (8,000 travel advisors). To date, 98 room nights have been booked in Santa Monica; the campaign is ongoing.

VISITOR INFO

- Relative to 2019, the France visitation forecast is expected to reach 90% in 2023, 102% in 2024 and 106% in 2025.
- France travel spending is forecast to recover to 99% in 2023, 108% in 2024 and 113% in 2025.
- As of December 2022, 84% of airlift from France to California has recovered.
- New travel habits & trends for 2023: revenge travel, cinetourism, travel responsibly, wellness, luxury and local experiences.
- LAX is the #1 arrival airport in California for French visitors. Delta Air Lines, Air Tahiti Nui, Air France and French Bee offer non-stop flights from Paris to LAX; Air Canada convenient connections from interior cities in France to LAX.

BOOKING

- Direct bookings were boosted by the pandemic. Despite the pandemic and credit vouchers for rescheduled trips, there was a rise in direct bookings, specifically for accommodations and flight tickets via OTAs like Booking.com (source: Fevad).
- California is still a top seller of U.S. destinations.
- The average length of stay in Santa Monica is three to four nights. Planning timeframe: November–March.
- Booking timeframe: December–June.
- In September 2022, 15% of consumers considered traveling to California in the next 12 months.



OUTLOOK AND TRENDS

- The Euro weakened against the U.S. dollar and the conflict in Ukraine may affect visitor spending.
- Competition: major investment from Middle East destinations (Jordan, Saudi Arabia, Qatar) reinforced by the World Cup increased interest as a travel destination.
- Bookings to filming destinations increase each year as French travelers look for the backdrops of their favorite movies.
- Rising cost of travel is not deterring the French from planning travel, 50% are planning a summer holidays, 20% intend long-haul travel.

TRADE ENGAGEMENTS

- In-market Sales Calls: 36
- Event/Workshop: 8
- Trade Show: 1
- Sales Mission: 1
- FAMs/incentive: 2
- FAM Participants: 55
- Agents/Operators Trained: 315

Canada

IN-MARKET ACTIVITIES

- Worked very closely with Air Canada, the nation's largest air carrier, to resume the frequency of its LAX route.
- Worked with Canada's second largest carrier, WestJet, to grow its LAX route. WestJet is committed to making the LAX route a top priority.
- Participated in the ACTA Golf Tournament, connecting wholesalers and retailers for a day in the sun promoting unity within the industry.
- Participated with Brand USA in the much-loved Spoiled Agent webinar, training over 50 agents.
- Held various lunch and learns with leading luxury agencies in Toronto, with 20 guests in attendance.
- Participated in the ACTA Trade Show in Toronto with over 350 agents & 10 wholesalers in attendance. This was one of the more popular show this year.
- Joined Virtuoso for the Connect show in Montreal with over 35 agents in attendance. Have registered to attend Virtuoso on Tour in Montreal & Toronto.
- Attended the Travel Leaders Conference in Toronto and participated in their roadshows in both Calgary & Vancouver with over 400 agents in attendance.
- Worked in conjunction with Visit California on the webinar with Spoiled Agent. Over 85 agents participated.
- Attended the U.S. Commercial Services VIP Event Trade/Media Show in Montreal.
- Participated in TTI Travel (Virtuoso) National Conference with over 30 luxury agents in attendance.
- Held nine trainings throughout the year with over 100 agents.
- Registered to join the Visit California Canada Mission retreat.
- Signed a Preferred Partner (only 1 of 10) to The Travel Agent Next Door "TTAND" network with over 1100 agents nationally. Currently working to review various opportunities including trainings, conferences & B2C marketing.
- Worked with one of Canada's top affiliations Trevello Travel Group. Trevello has over 1,000 independent agents and is part of Virtuoso Negotiating inclusion of its regional meetings and trainings nationally.
- Continued to grow our Product Audit List.
- Distributed three newsletters (quarterly) across Canada to over 20,000 trade members each time.
- Hosted a weeklong media and sales mission across Toronto and Canada on April 3 - 7, 2023. Met with 150 key media and travel/trade professionals to promote Santa Monica to the Canada market.
- The 2023 Visit California Canada Sales & Media Mission was held in Toronto April 24-27. Met with Canada's top journalists, influencers and trade professionals in-market for networking and educational sessions.



A vibrant night scene of a restaurant patio in Canada. The image shows a two-story yellow building with white trim, illuminated by warm lights. Large, mature trees frame the scene, their branches adorned with string lights that create a starburst effect. People are seen dining at tables on the patio, which is enclosed by a white picket fence. The word "Canada" is overlaid in large, white, serif font across the center of the image.

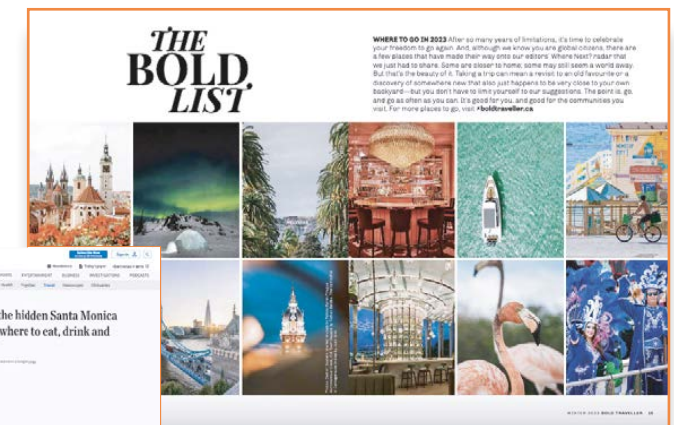
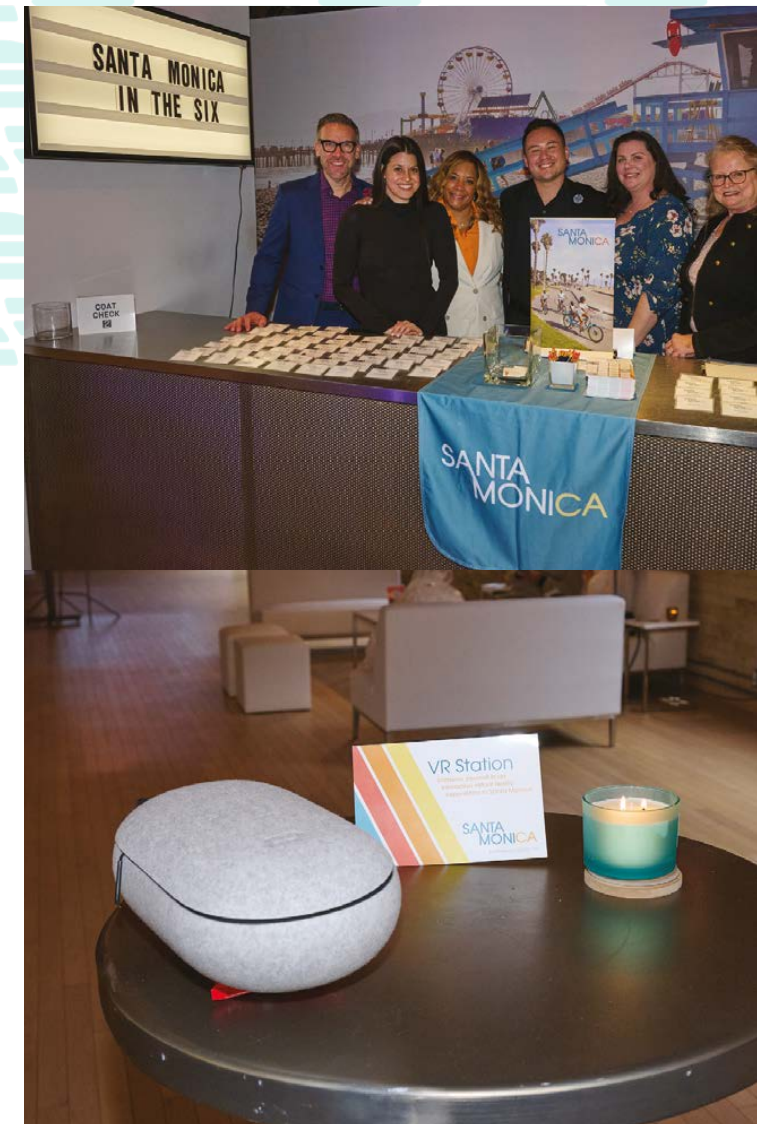
- Invested in a co-operative, room-night driving campaign with global wholesaler Hotelbeds and Brand USA, the official destination marketing organization for the U.S. The multilayered campaign ran in summer and fall 2022 and included an interactive travel guide as well as social media advertising and digital banners on VisitTheUSA.com. Consumers were then driven to a dedicated Expedia Santa Monica hotel search page for bookings. The campaign generated 4+ million impressions and 3,165 room nights for Santa Monica hotels, representing over \$1.6 million in hotel revenue. SMTT has re-invested in a spring 2023 extension of the campaign. Full results will be available in fall 2023.
 - Based on the success of that first campaign, Brand USA and Expedia offered another co-op targeted to the Canada market (Jan 2023 – June 2023). We invested as a tier one partner with results coming this summer.
- Launched a campaign with leading travel retailer TTI Travel (Virtuoso) as partner of the month March 15 – April 14, 2023.
- Dreamscapes Travel & Lifestyle Magazine Media Campaign
 - Campaign took place between Q4 2022– Q2 2023 to extend life of promotion and create ongoing awareness of the destination in a brand aligned publication.
- The Incentivist
 - MICE awareness building campaign with inclusion of seven newsletters and SMTT Showcase page with ad campaign. Initiated August 2022 and run through 2023.
- Air Canada Vacations – “Take Me To Santa Monica” campaign
 - This was initially planned for the 2022 fiscal year, however the campaign was delayed twice due to system restrictions that prevented SMTT hotel partners from being visible in the booking process. The campaign was then scheduled to restart in the current fiscal year, however a fix was not in place. ACV have now stated that fix will be completed, and campaign is due to start in next fiscal year Aug. 14 – Sept. 11.

- Canadian travel patterns vary greatly from Americans, which is demonstrated by the divergence in the number of Canadians who hold passports (60%) vs the number of Americans (30%).
- There is a dramatic increase in the population aged 55+ and related boosts in the number of trips booked.
- The visible minority population is rising quickly. There is a much higher proportion of Asian-born immigrants which has led to an increased share of overseas trips to visit family and relatives.
- Canada has boosted immigration levels — its 2023 goal is 465,000 new permanent residents.
- Most recent census shows that Mandarin is now Toronto's most common first language after English. Of that area's nearly 6.2 million inhabitants, almost 280,000, or 4.5%, consider Mandarin their mother tongue.
- Eight in 10 travelers from Canada reside in Ontario, Québec and British Columbia. With the majority booking their vacations using travel agents and online travel agencies.
- Total sales from the travel industry in the province in Ontario is approximately \$17 billion.
- Ontario makes up 40% of the industry and many corporate head offices reside in this province.
- Millennials surpass Baby Boomers as dominate population in Toronto, according to new census data. Seeing a similar trend in urban areas like Montreal, Vancouver and Ottawa-Gatineau, Statistics Canada expects this shift to become a nationwide phenomenon by 2029.
- Lynx Air commenced air service February 16th from Toronto to LAX.

Despite economic headwinds, nearly six in 10 Canadians reported having winter trip plans. Although travel intentions remain below pre-Covid levels, the trend is certainly improving as activity continues to rebound. Overall, outbound travel is projected to near 14 million trips throughout the season, 83% of the volume recorded in 2018-19.

- Almost 14.4 million Canadians returned home from an overnight transborder trip throughout 2022, nearly 6 times the volume recorded in 2021.
- Auto travel accounted for 48% of trips during the year, a smaller share than in 2019 (54%).
- Overall, overnight trip activity reached 71% of the volume recorded in 2019.
- The national ADR averaged CAD\$192 throughout Jan-Nov, 10% higher than in 2019 and a 27% increase over 2021.
- The Loonie averaged U.S. \$0.772 during the period, compared to U.S. \$0.753 in 2019.

- In-market Sales Calls: 129
- Webinars: 8
- Trade Shows: 8
- Agents/Operators Trained: Over 200
- Media FAMs: 5 (YTD)
- Media Appointments: 97 (YTD)



Australia & New Zealand

IN-MARKET ACTIVITIES

- Represented Santa Monica at the Visit USA Expos in Sydney, Brisbane and Melbourne, for networking and travel agent events; **635 agents** attended.
- Represented Santa Monica at Brand USA B2B day in Sydney, securing and conducting **26 meetings** with Australian travel trade including tour operators, wholesalers and airlines.
- Represented Santa Monica at the Brand USA Travel Agent Expo in Auckland, New Zealand interacting with over **200 travel agents and media**.
- SMTT hosted David Basset, Senior Destination & Contracting Manager at Qantas Hotels and Holidays for a destination FAM tour. The visit resulted in **four Santa Monica hotels** being added to the Qantas Holidays and Hotels website and available for sale.
- Confirmed Santa Monica Travel & Tourism's participation in the Sydney Virtuoso On Tour Destinations Event on June 6 and 7 at the International Convention Centre in Sydney. Approximately **300 Virtuoso travel agents** are expected to attend.



Australia & New Zealand

CAMPAIGNS

- Santa Monica featured in a co-operative B2C campaign with Visit California and Flight Centre which saw Santa Monica featured in a North America campaign, including an advertorial highlighting Southern California experiences and a dedicated digital conversion campaign. The Flight Centre Travel Group Limited (FLT) is one of the world's largest travel groups with a vast leisure and corporate travel sales network.
- Flight Centre ran a two phased North America campaign in Australia:
 - Inspiration phase: January 12 –Feb 8
 - Tactical phase: February 10 – Mar 25
 - The campaign also included a dedicated digital conversion campaign which was designed to showcase Santa Monica and drive interested traffic to relevant deal pages at Flight Centre's website. Results will be shared in Summer/Fall.
- A co-operative campaign with Expedia is planned for May/June 2023 in Australia, with the objective of increasing room nights. Expedia is the top performing platform for Santa Monica bookings from Australia/ New Zealand. The campaign will include both Expedia (B2C) and Expedia TAAP (B2B). Expedia TAAP is used by thousands of travel agents across the world as their go-to booking platform.

VISITOR INFO

- The U.S. was the #3 travel destination for Australian travelers in 2022 with California being the number one U.S. state visited by Australians. It's been forecasted that the visitation numbers to the U.S. will recover to pre-pandemic levels (1.3 million visitors) in 2024. Australian travelers to the US are high spend and long stay visitors, staying in the U.S. an average of 24 days with prepandemic spending at around US\$8.6 billion (in 2018) making Australians the 5th highest spenders in the world.

- Air capacity from Australia to the U.S. has recovered well with air capacity (as of Dec 2022) at 116 flights per week, approximately 70% of pre-pandemic capacity. The expectation is to return to 100% of pre-pandemic capacity by the end of 2023.
- 55 weekly non-stop flights between Australia and California.
- 17 weekly Air New Zealand flights from Auckland (with connections from all major Australian cities).
- According to the OAG average LAX Air Service for February 2023 for Asia-Pacific, Australia seat capacity was at 66% of February 2019 capacity.

BOOKING

- More than 50% of Australians are planning to take a holiday in the next three months.
- The growing interest in booking international travel is largely driven by Gen Z and full-time workers, who feel they deserve a break and want to make up for lost time.
- Virtuoso reported in December 2022 that high-value Australia/New Zealand travelers are booking up to 11 months in advance, up 25 per cent on 2022 levels. This is likely due to increasing rates, lack of inventory and travel demand.
- 30% of Australians will seek advice from travel professionals or travel agents when choosing a travel destination and 41% use online travel agency websites. (Brand USA market data).
- Santa Monica featured in Virtuoso's Top 10 Most Booked Cities for Leisure Travel in 2023.
- Expedia reported that, as of March 2023, 48% of all Australia hotel bookings to Santa Monica have been 4-5 stars.
- According to Expedia, the majority of bookings from Australia/ New Zealand in 2022 were made 61+ days in advance.
- March and April are the most popular travel months when Australians are choosing to travel to the United States.
- Flight Centre's luxury agency network Travel Associates has been hailed the "golden child" of the company, the highest performing pillar for leisure by the end of December 2022.

OUTLOOK AND TRENDS

- The Australian Dollar (AUD) is relatively weak against the U.S. Dollar, hitting 0.62 in Oct 2022 the lowest level since 2020. National Australia Bank predicts AUD to recover towards 0.70 USD by the middle of 2023.
- Aussie and Kiwi luxury travelers are willing to spend up to 37% more for daily rates overseas in 2023. California is a popular U.S. destination however Colorado, Nevada and Washington are emerging contenders.
- 69% of Australians are likely to visit the U.S. within the next two years which is a 28.8% increase from the year before.
- There is an ongoing trend seeing big travel companies acquiring luxury travel companies, showcasing how the luxury travel market is blooming despite economic headwinds.
- According to Airservices Travel Sentiment Index 2023 more than a third of Australians are expected to fly more for leisure travel. The study also found that 37% of travelers believe air travel is now essential to their wellbeing, with younger demographics placing the highest premium on air travel's relationship to mental health.

TRADE ENGAGEMENTS

- In-market Sales Calls: 20
- Trade Shows: 6
- FAMs: 1 individual Trade FAM (David Bassett from Qantas Holidays and Hotels)
- FAM Participants: 1
- Agents/Operators Trained: 40



Travel Trade





Overview/Intro

Over the last year, SMTT’s Global Business Development Team continued its efforts to drive high-end, domestic leisure business in partnership with two of the U.S.’ leading travel agency networks – Virtuoso and Signature Travel Network. They also maintained engagement with the Canadian leisure and incentive markets, with support from the Toronto-based representation team.

Overseas, the team further expanded its marketing and sales efforts into key feeder markets – U.K. and Ireland, Germany, and France – and re-established the tourism board’s reach in Australia and New Zealand with a Sydney-based representation team.

SMTT’s initiatives in the above markets are crucial for accelerating the return of international travelers. Prior to the pandemic, international visitors accounted for 62% of all the visitor spending in Santa Monica and 20% of all visitor spending in the state.

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

DOMESTIC

IN-MARKET ACTIVITIES

- Attended Virtuoso Travel Week in Las Vegas and met with 140+ top luxury advisors from U.S., Mexico, Canada, Australia and Brazil via one-on-one meetings to highlight unique destination experiences and promote Santa Monica’s world-class hotel collection. Co-hosted a breakfast event for 30+ top advisors alongside Visit California and five California Virtuoso-Preferred Tourism Boards.
- Participated in Private Luxury Events Americas and met with 40 travel designers, CEOs and directors from U.S., Canada and Mexico specializing in once-in-a-lifetime trips and honeymoon vacations. Meetings took place over three days via one-on-one appointments and a series of unique destination experiences in the Bahamas.
- Attended ILTM North America in partnership with Hotel Casa del Mar and engaged 50+ boutique travel advisors from across the Americas. ILTM North America is an invitation-only event where leading suppliers meet with elite luxury travel buyers through one-on-one appointments. 60% of buyers are from the U.S., 30% from Mexico and 10% from Canada.
- Met and trained 140+ leading U.S. and Canadian advisors at the Signature Travel Conference, a member-owned cooperative comprised of the travel industry’s leading retail agencies.
- Hosted destination webinars for 100+ North American travel advisors affiliated with Signature Travel Network and Virtuoso in partnership with multiple Santa Monica hotels. The webinars provided a unique opportunity to train advisors on new hotel product and local activities.
- Co-sponsored a House of Beyond event in partnership with Loews Santa Monica Beach Hotel, Hotel Casa del Mar and Shuttles on the Beach to host 30+ advisors and suppliers for an afternoon of Santa Monica curated experiences.

DOMESTIC

CAMPAIGNS

- Renewed annual marketing partnership with Virtuoso. Deployed a series of destination and hotel promotions via Virtuoso’s owned channels, including a two-page advertorial in Virtuoso’s “Where to Go Next” print catalogue (100,000 households & advisors in North America), a travel-themed email (70,000 consumers and advisors in North America) and a dedicated travel advisor training module.
- Partnered with Signature Travel Network to deploy a custom, consumer email campaign targeted to 125,000 luxury advisors as well as a separate email promotion sent to 350,000 customers. Both email campaigns drove traffic to Santa Monica’s newly built consumer microsite.

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

GLOBAL

IN-MARKET ACTIVITIES

- Attended ILTM Cannes in partnership with Fairmont Miramar Hotel & Bungalows and Loews Santa Monica Beach Hotel to co-sponsor a California-inspired client event with 80+ advisors. ILTM Cannes brings more than 1,500 of the world’s most well-known and influential luxury travel buyers to France for three days of one-on-one appointments, providing a one-of-a-kind platform to highlight Santa Monica’s unique properties, attractions and experiences.
- Joined Visit California’s Luxury Forum in San Luis Obispo with partner, Fairmont Miramar Hotel & Bungalows, to connect with 40+ high-caliber, global buyers from Europe, Latin America and Asia Pacific. Meetings allowed suppliers and buyers to build long-lasting business relationships over intimate and immersive California experiences. Visit California joined Connections – an award-winning global networking and event organizer catering exclusively to senior executives and experts in luxury, wellbeing and meetings – to host the bi-annual forums.
- Participated in Brand USA’s Asia Pacific and Europe

- Marketplace meetings to connect virtually with 40+ leading tour operators and travel agencies from Australia, New Zealand, Korea, Japan, the U.K., Germany, France and Italy.
- Attended the Go West Summit in Anchorage to meet face-to-face with 58+ leading international tour operators. Participating buyers are projected to bring a total of 2.4 million visitors into the U.S. over the next 18 months.
 - Participated in IPW, in San Antonio, to strengthen and build relationships with 165+ top international tour operators, receptive operators and wholesalers. As the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business. The event secures America’s position as a leading global travel destination and showcases the best of what the country has to offer.
 - Will exhibit at ILTM’s PROUD EXPERIENCES in Los Angeles, the first of its kind, bringing together leaders from the travel and lifestyle sectors to develop business strategies, expand LGBTQ+ understanding and engage with likeminded peers. SMTT will share a Southern California activation space with Los Angeles Tourism & Convention Board and Visit West Hollywood.

JAPAN TRADE MISSION

- In March 2023, Misti Kerns attended Visit California’s Japan Trade Mission in Tokyo. The trip was co-led by Lt. Gov. Eleni Kounalakis and Dee Dee Myers, Senior Advisor to the Governor, GO-Biz Director and Visit California Board Member. Delegates from across the state united to discuss California tourism with executives from Japan’s leading travel-selling organizations, airlines and new hubs.
- While in Tokyo, delegates engaged in a full slate of tourism-promotion activities including:
 - Signed Memorandums of Understanding with two of Japan’s largest tourism entities to jump-start travel recovery.
 - Committed to working with Japanese travel industry associations to provide travel agent education and promote responsible tourism.
 - Met with top executives from airlines to discuss routes into California gateways, which was followed by a Taste of California reception.
 - Played the “Am I Dreaming” spot on 12 digital billboards over the busiest pedestrian intersection on earth.



CAMPAIGNS

- Partnered with Visit California and Hotelbeds, the world’s largest bed bank and wholesaler, to launch a B2B campaign in summer 2022 to spur room night production from key source markets: U.S., Canada, Mexico and U.K. Travel agents and tour operators were targeted via Hotelbeds’ print and digital brochures, web banners, social media channels and newsletters. They were driven to a California microsite and Santa Monica landing page, which garnered a combined 30 million pageviews. The campaign produced 4,497 room nights for a total of \$2.7 million in revenue for Santa Monica’s hotels.
- Launched an extension of the Visit California and Hotelbeds campaign in spring 2023, and expanded the reach to include clients in Australia, New Zealand, Germany and France. Results and production figures will be shared by end of summer.
- Deployed a destination-of-the-month campaign with premium wholesaler Bonotel Exclusive Travel in fall 2022 to reach 4,600 Bonotel clients worldwide and 65,000 travel agents via the Internova network. Tactics included a dedicated landing page, pre/post login ads, agent booking portal takeovers and custom newsflashes. The campaign resulted in a 1,000% year-over-year increase in revenue for Santa Monica’s hotels.

Group Sales





INTRO

SMTT’s Group Sales team represents Santa Monica as a top choice for meetings and events through building and fortifying partnerships with industry organizations, as well as attending key events to showcase our inviting beach city to meeting planners.

TRADE SHOWS

Continuing our presence at MICE-focused trade shows remains a top priority for SMTT. Within the last year, the group sales team attended 13 trade shows to engage meeting planners and place a spotlight on the ever-growing hotel portfolio in Santa Monica. Notable trade shows included Meetings Today, HPN, Prestige, IMEX, Tour Connection, Visit California PME Roadshows, M&I, Retreat Resources, ConferenceDirect and more.

MICE SALES MISSIONS

In September 2022, SMTT traveled to Scottsdale, AZ to attend a client event with the HPN sourcing team of 12. In addition to planner associates, HPN’s team of sourcing agents are responsible for sending RFPs to DMOs and hotels, and for closing the full cycle of an RFP once contracted. San Francisco, Chicago and Denver are targets for the forthcoming fiscal year along with larger sales missions for our hotel partners in Santa Monica. In April 2023, SMTT attended the first sales mission in Vancouver and Toronto Canada, inviting top media, travel industry and MICE planners for networking events, lunches and dinners.

INDUSTRY RELATIONS

SMTT’s Group Sales team partnered with industry associations and travel-focused, networking events for additional exposure to the destination. Events included the All-Industry Cruise in San Diego, House of Beyond experience in Santa Monica, Prost LA and Prost Beach Cities, Retreat Resources and M&I. Additionally, SMTT sponsored Society for Incentive Travel Excellence (SITE) SoCal’s Annual Holiday Gala and hosted California’s top buyers while onsite. The team also attended SITE SoCal’s Educational Event in Newport Beach alongside 120 attendees.

Santa Monica Travel & Tourism also organized a Hotel Sales Training in April 2023, bringing together hospitality partners for a one-day session highlighting hotel sales in the current industry climate.

SMTT forged a new partnership with Meeting Professionals International (MPI) and became an annual Emerald sponsor. SMTT attended State of the Industry and GMID, which connected local planners and suppliers from Southern California. Later this year, we will also be attending WeCON in Palm Springs.

In addition to these key partnerships, the Group Sales team has introduced the destination to meeting planners via familiarization (FAM) trips, which are organized and hosted by SMTT. The team partnered with Fairmont Miramar and ALHI for a FAM experience in January of 2023, where we sponsored an afternoon of activities for planners from the Midwest. In January of 2023, SMTT also became members of the Global Business Travel Association’s LA Chapter and attended its holiday gala and a selection of events.

STRATEGIC PARTNERSHIPS

New for this current fiscal year, SMTT has entered into an annual partnership with two new intermediary organizations: HPN (Hospitality Performance Network) and Prestige Global Meeting Source. The partnerships include virtual and in-person opportunities for exposure, education and networking. Both host one large, annual conference to bring its associates together, and also host smaller events including the Prestige one-day networking trade shows around North America and HPN’s annual birthday gala in Scottsdale.



CONFERENCE DIRECT AND HELMSBRISCOE

SMTT is excited to continue our annual partnerships with Conference Direct and HelmsBriscoe for the sixth consecutive year. Conference Direct is a leading provider of global, digital and in-person meeting solutions. As a Strategic Partner, SMTT participated in the flagship Annual Partner Conference (APM) in March 2023 in Louisville, KY, engaging with 200+ top associates.

HelmsBriscoe is the largest meeting procurement and site selection organization. Its Annual Business Conference (ABC) is held in Denver, CO each summer, drawing HelmsBriscoe associates from the globe to meet with suppliers and partners. HelmsBriscoe is currently the top producing intermediary company for the destination.

Both partnerships have seen year-over-year increases in production for Santa Monica hotel partners. In addition to their highly anticipated annual conferences, ConferenceDirect and HelmsBriscoe associates are a top priority to meet with during any sales mission or trade show that have a high number of associates residing in the respective cities.

HELMSBRISCOE – SANTA MONICA
Booked Revenue: \$3,022,832
Booked Room Nights: 7,608

CONFERENCE DIRECT
Booked Revenue: \$826,735 - estimate
Booked Room Nights: 2,093

BOOKINGS

Cvent is an online tool for the submission of RFP/event leads and receiving proposals from hotel partners and responses from CVB/DMOs. SMTT’s strategic marketing efforts and trade show attendance has led to a 7% increase in RFP “copies” and an increase in awarded room nights and new meeting planners sourcing the destination.

Local Activities



SANTA MONICARES

Santa MoniCARES, Tourism Supporting the Community, launched in 2017 as a coalition of representatives from Santa Monica Travel & Tourism and community partners. Its mission is to harness the hospitable nature and generosity of Santa Monica’s tourism industry to provide support to local non-profit agencies. Santa MoniCARES focuses on community engagement through its network of tourism-serving businesses to produce a series of events and activities, including targeted fundraising events, that provide funding and in-kind support to local non-profit organizations that are tackling homelessness, environmental protection, hunger, workforce development, at-risk youth and elderly assistance, cultural programming and more. Santa MoniCARES continues to be a leader in donation drives and collection points for local nonprofits in need of gently used clothing, food, blankets and toiletries. 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. Santa MoniCARES fundraising opportunities and messaging are included at every industry event SMTT produces to further the impact tourism-facing events can have for the community.

Santa MoniCARES has produced and supported many events and activities to benefit the local community and non-profits in the 2022-23 fiscal year, including:

- Launched a partnership with Kind Traveler to raise much-needed funds for local nonprofits by providing hotel guests the option to donate during their checkout process.
- SOCKtober Sock Drive October 2022 — Raised over 1200 pairs of socks for People Concern.
- Volley-Ween Volleyball Tournament Fundraiser — raised over \$4,000 for four local nonprofits.
- Winter gently used clothing drive — collected over 3,000 pieces of clothing for Chrysalis.
- Winter canned/ non-perishable food drive — raised over 500 pieces of nonperishable foods for Westside Food Bank.
- Winter fundraising drive — raised \$1,000 for Elemental Music.
- Sponsored the GSA Queer Prom for students of SaMo High.

Our next fiscal year will be even bigger and better with more fundraising events and future community impact. To become more involved and learn more about Santa MoniCARES,

please email cares@santamonica.com.

MEET OUR BOARD OF DIRECTORS



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for Property Management
at Macerich



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MSD Hospitality.
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Albin Gielicz
Member
Resident



RoseMary Regalbuto
Member
Resident

EXTRA BEDROOM PROGRAM

SMTT hosted its annual holiday-themed Extra Bedroom Program from November 14, 2022 to January 30, 2023. Each year during the Extra Bedroom Program, Santa Monica’s hospitality community comes together to serve their neighbors by offering Santa Monica residents access to hotel rates far lower than those available to visitors throughout the year. Santa Monica residents are, in turn, able to host their visiting friends and relatives in Santa Monica throughout the holiday season at deeply discounted rates. Twenty-three Santa Monica hotels participated in the 2022/23 program, offering varying discounts and specials — some at up to \$300 off the regular room rate.

“Those of us that live here know Santa Monica is L.A.’s premier beach city with stunning Pacific Ocean views, a booming dining scene – including 17 Michelin-recognized restaurants, unique shopping — and world-class hotels, all which typically play a factor in why current and future residents call Santa Monica home,” said Misti Kerns, President and CEO of Santa Monica Travel & Tourism, “I Wish I had an Extra Bedroom is not only one of our most popular programs each year, but it provides residents with a unique opportunity to experience their community from a visitors point of view, so we encourage locals to ‘gift’ themselves each holiday season by taking advantage of these incredible offers.”



I AM SANTA MONICA

“I Am Santa Monica” is a free, interactive workshop designed to encourage and empower Santa Monica businesses and their employees to become better informed about Santa Monica as a destination and all it has to offer.

This workshop includes a two-hour interactive learning workshop and tour of Santa Monica, designed to inform and educate local employees about Santa Monica, with a focus on customer service. Trained individuals become “Official Santa Monica Ambassadors” and are armed with a database of facts, figures and “Did You Know” anecdotes about Santa Monica for customer interactions. To date, we have certified over 3,000 Santa Monica Ambassadors through the I Am Santa Monica Program. If you are not an Official Ambassador, sign up for the our free workshop at SantaMonica.com/iam.

VEO HELMET PARTNERSHIP

In February 2023, Santa Monica Travel & Tourism partnered with Santa Monica-based micro-mobility company Veo to distribute free helmets to riders across the city. Additionally, any helmets returned to one of the Visitor Information Centers will be donated to Santa Monica Spoke for a future community project. Helmets are one-size-fits-most and riders must be 18 to rent Veo e-bikes or scooters.

This partnership underscores Santa Monica’s commitment to public safety, particularly given the fact that once in town, 80 percent of overnight visitors never use a car, instead get around on foot or bike. Additionally, 119 miles of green bike lanes throughout the city support active mobility, meaning the new collaboration will further encourage travelers to safely use alternative transportation around Santa Monica. Because many travelers do not bring helmets with them, this partnership allows them to ride (or scoot) around town safely.

Helmets can be picked up and dropped off at one of our three Visitor Information Centers.





STREET ART GUIDE

Across 8.3 square miles, the walls of Santa Monica are adorned with more than 170 street art murals. Encompassing eight neighborhoods, these murals represent a joint effort between the City of Santa Monica, local BIDs, private groups and Beautify Earth (a nonprofit with the mission to transform walls into art). Over the course of six years, this group has taken their movement from a local one to an international one.

A new landing page on SantaMonica.com guides visitors to each of these unique pieces of art. An embedded Google map shows visitors where to find each mural, while brief descriptions tell the story behind the artwork and the artist who created it.

Promotions across the website, social media, newsletters, BIDs (Business Improvement Districts), the Chamber and Cultural Affairs have shed light on this ingenious effort.

TOURISM IMPROVEMENT DISTRICT (TID) PROGRAM

On March 7th, 2023, Santa Monica Travel & Tourism completed one full year of the pilot Tourism Improvement District (TID) program. The TID program works to support the city's efforts for a clean and safe Santa Monica. The program is funded by a voluntary assessment paid by 5 hotel properties from Pacific Terrace to Bay Street between Appian Way and Ocean Front Walk. Santa Monica Travel and Tourism employs a third-party vendor, Chrysalis, to conduct the 7 day a week cleanup service. The mission of Chrysalis is helping people prepare for, find and keep employment.

Over the course of 12 months, thousands of bags of trash have been collected, hundreds of graffiti marks and biohazardous materials removed. Chrysalis staff complete daily end of shift reports that track photos of graffiti marks, the number of times Chrysalis staff have referred homeless individuals to city services, bulky item removal and more.

The feedback from the properties funding the voluntary TID program have exceeded expectations and the consensus is for continuing the program to support but not replace city services. Additional properties outside of the hotel funded voluntary boundaries, have expressed interest in future program participation.

The voluntary program was approved by City Council on December 14, 2021 to begin operations in March 2022 and continue until December 2024. A decision on a permanent program and/or expanded service area will be made in early 2024.

3,151
Total number of full bags of trash collected since March 2022

420
Total number of graffiti removed or covered since March 2022

896
Total number of bills/stickers removed since March 2022

316
Provided resources for 316 unhoused individuals since March 2022



Marketing and Public Relations Updates



SantaMonica.com Statistics

Numbers and statistics are based on July 1, 2022 through April 1, 2023



VISITORS TO SANTAMONICA.COM

112,416

Average Monthly Site Visits

1.76

Page Views Per Visit

1 min

16 Seconds

Average Time On Site

25 to 34

Years Old

Predominant Ages



MALE
47.2%



FEMALE
52.8%

SANTAMONICA.COM'S TOP 5 LANDING PAGES:

1. Home Page
2. Downtown Santa Monica/
3rd Street Promenade
3. Fall / Winter
4. Things To Do
5. Hotels

TOP 3 INTERNATIONAL MARKETS VISITING THE SITE

1. Canada
2. United Kingdom
3. Australia

Digital Marketing

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 all around the world can enjoy a little piece of Santa Monica by purchasing merchandise such as reusable totes and destination-inspired attire.

Performance:

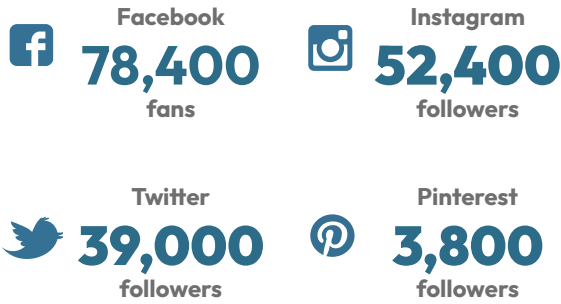
- Traffic: Over 3,300 visits to the online store with an average order value of \$42.12
- Top markets visiting the store: U.S., Canada, Ireland and U.K.
- Top purchases: Wooden license plate, coasters, Santa Monica beach towel, Route 66 Santa Monica pin

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

PARTNER PORTAL

Did you know you can get a FREE business listing page on SantaMonica.com, which reaches 100,000+ monthly users? Make sure it stands out and is up-to-date by logging into the SMTT Partner Portal. Through the SMTT Partner Portal, tourism-serving businesses with a valid City of Santa Monica business license have the ability to review, update and maintain the information displayed on their business listing page, including: business name, address, phone number and website, business description, amenities, logo, photos and/or videos and social media links. Partners who optimize their listing page through the Partner Portal are receiving as much as 10x more website referral traffic compared to those who are not. To request access to the Partner Portal, please complete the online request form at santamonica.com/partner-portal and for any questions, email partnerportal@santamonica.com.

SOCIAL MEDIA

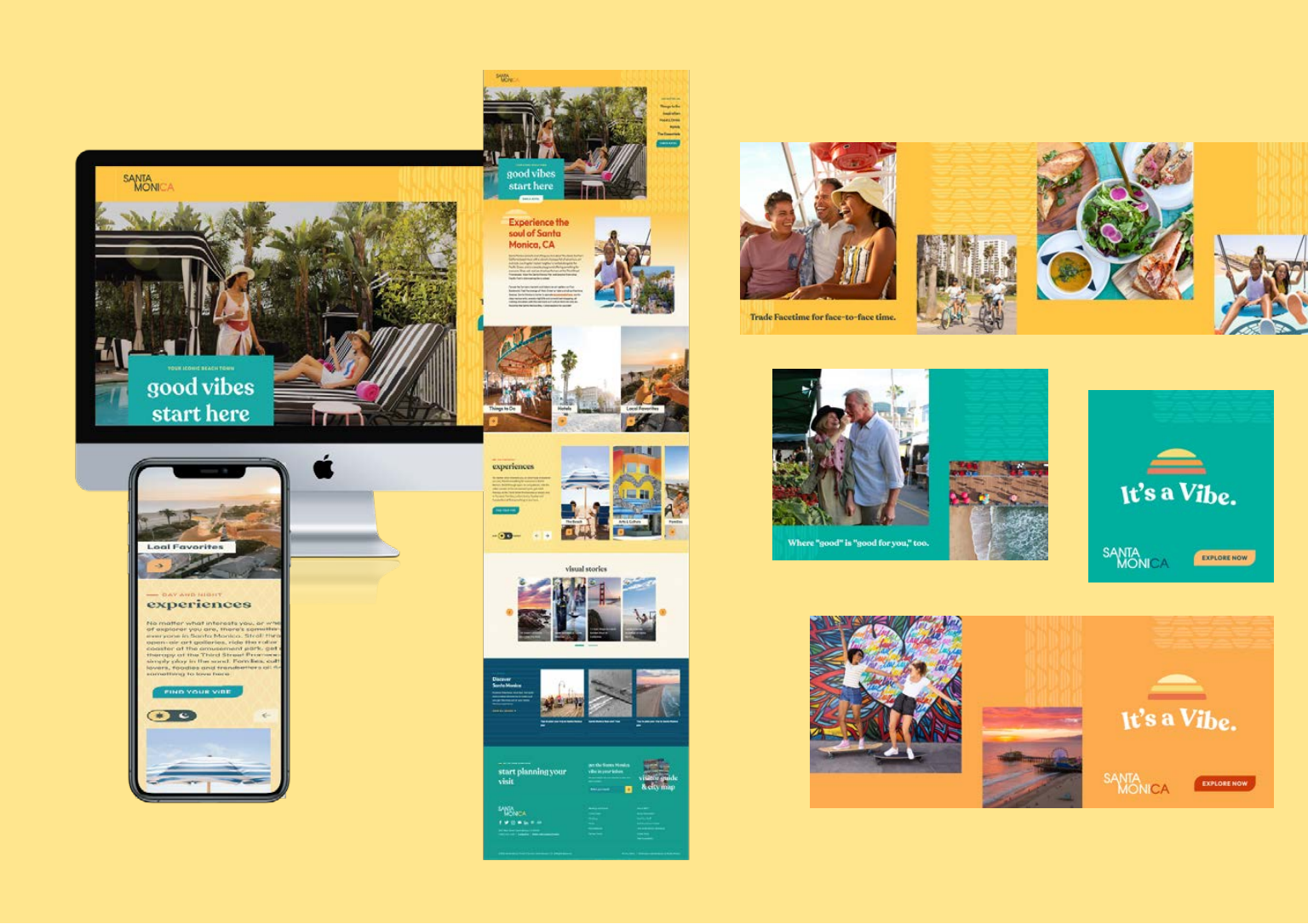


360° EXPERIENCES

In 2018, SMTT partnered with Threshold 360 to capture and add a 360° virtual reality experience to every business listing page on SantaMonica.com, thus creating a more immersive website experience for visitors to SantaMonica.com and also acting as a sales tool that SMTT can use at trade shows and sales missions to show first-hand what any particular business is like. It is SMTT’s hope that with the addition of these 360° experiences, SantaMonica.com will become an even greater driver of traffic to our local businesses’ websites.

VISITOR GUIDE & MAP

A new visitors guide and map was created by DCG, SMTT’s new publishing partner. For 70 years, DCG has produced magazines, directories, programs, maps, diaries and brochures on behalf of corporate clients and other organizations. The new 18-page map and 100-page visitor guide are available to website visitors in a digital asset. Print versions can be requested by mail by filling out a simple web form. Bulk orders available upon request.



SANTAMONICA.COM

SMTT launched a completely enhanced mobile-friendly website in the summer of 2022. The look and feel of the site has been modernized to help drive more engagement with strong visuals portraying Santa Monica as the quintessential California coastal city. The enhancements have helped to improve overall performance of the site, redesign the content to better match user needs and expectations, and simplified the navigation to help users find relevant content with ease. The new website continues to be a crucial resource for travelers at all stages of the traveler’s journey to provide inspiration and information as to why they should choose Santa Monica as their destination, in addition to featuring all the incredible offerings of the region.

SINCE WEBSITE LAUNCH



NEW AGENCY OF RECORD

In February 2023, Noble Studios was named agency of record for Santa Monica Travel & Tourism (SMTT). The new agreement expands the current scope of guiding digital and web services to include brand strategy, creative campaigns and paid media strategy and management for SMTT. Noble’s performance driven approach to digital marketing, creativity and expertise impressed the board, which believes the agency is aligned with Santa Monica’s vision. Noble Studios has already begun working on brand strategy and working in tandem with the SMTT staff and board of directors before launching a new creative and paid media campaign in Fall 2023.

Marketing

PAID MEDIA CAMPAIGNS

Fall/Winter 2022/23

- Dates: Oct. 24, 2022 – Feb. 28, 2023
- Objective: Led the destination through recovery by driving travel to Santa Monica, influencing in-market spend and reigniting bookings to support local businesses, restaurants and hotels.
- Heavy up efforts in December and January:
 - Increase media spend on top performing partners: Trip Advisor, Expedia and Adara
 - Targeted Luxury Campaign: Targeting luxury travelers in key domestic fly markets
 - Hemispheres United Inflight Magazine: January and February
- **College Football Campaign**
To capitalize on the abundance of college football fans traveling to Southern California we launched a geo and audience targeted paid media campaign to drive visitation and hotel stays around the three major bowl games.

- **Jimmy Kimmel LA Bowl**
 - SoFi Stadium, 12/17/22
 - Washington State vs Fresno State
 - Campaign Dates: 12/8-12/17
- **Rose Bowl**
 - Rose Bowl Stadium, 1/2/23
 - Penn State vs Utah
 - Campaign Dates: 1/2/23
- **College Football National Championship**
 - SoFi Stadium, 1/9/23
 - TCU vs University of Georgia
 - Pep Rally at SMT Pier, Sunday, 1/8/23
 - Campaign Dates: 12/19 – 1/9

SMTT SPRING PAID MEDIA CAMPAIGN

SMTT partnered with Noble Studios on a bridge campaign strategy project that helps drive visitation to Santa Monica while the agency continues to further develop the brand strategy, creative strategy and paid media plan to support a larger brand campaign that will launch in Fiscal Year 2023-2024. This bridge campaign will create awareness and drive consideration for Santa Monica in top feeder markets (San Francisco, Sacramento, Phoenix, New York) through a strategic integrated media advertising campaign in Spring 2023. This campaign will drive traffic to the website and encourage engagement and consideration of Santa Monica as a travel destination. Performance will be measured in impressions, sessions and partner referrals. Specific goals are to:

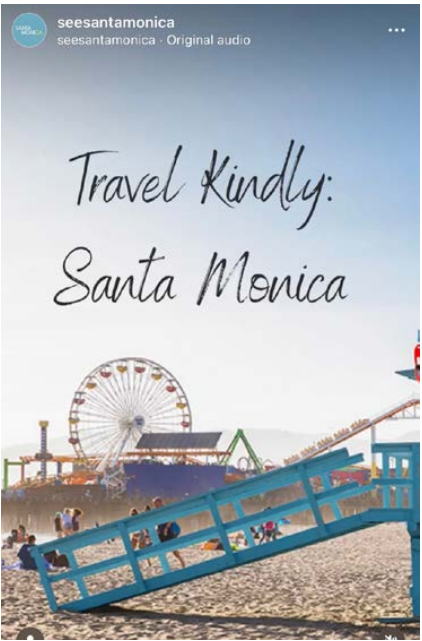
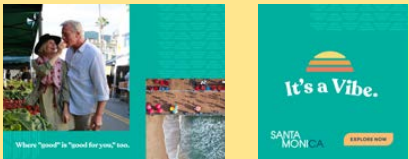
- Increase year-over-year growth in ratio of weekday to weekend occupancy
- Generate increased economic impact by driving visitation and overnight bookings and increasing length of stay by targeting higher household income audiences
- Differentiate from other CA beach destinations and ensure Santa Monica is recognized as the premier luxury beach-city destination

KIND TRAVELER



Santa Monica Travel & Tourism recently created a partnership with Kind Traveler. Together, we invited several hotel partners who have demonstrated sustainable practices to join our destination stewardship initiative. The campaign is part of a larger initiative led by Visit California, and Santa Monica is proud to be one of the destinations joining this effort to advance responsible, sustainable and regenerative tourism. Kind Traveler is the first Give & Get hotel booking and education platform that empowers travelers to make a positive impact in the communities they visit. Travelers give back to meaningful charities connected to impact in destinations and receive kind offers from partnered hotels.

Santa MoniCARES is the charity of choice for hotels to provide direct local impact. Santa Monica has 10 participating hotels, the largest showing of any Kind Traveler destination.



MARKETING COMMITTEE

SMTT will be re-establishing a Quarterly Marketing Committee with city and community partners, stakeholders and local businesses. This is an opportunity for the community to come together and share ideas, align on efforts and leverage efficiencies. If you are interested in participating in the marketing committee please reach out to Michael Gurrieri at mgurrieri@santamonica.com.

Public Relations

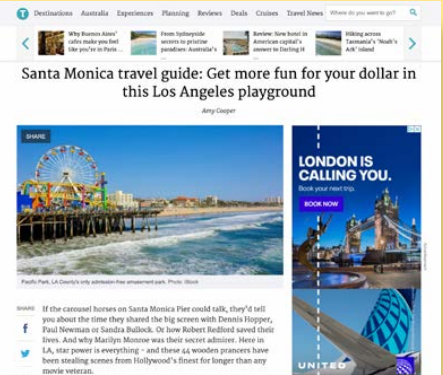
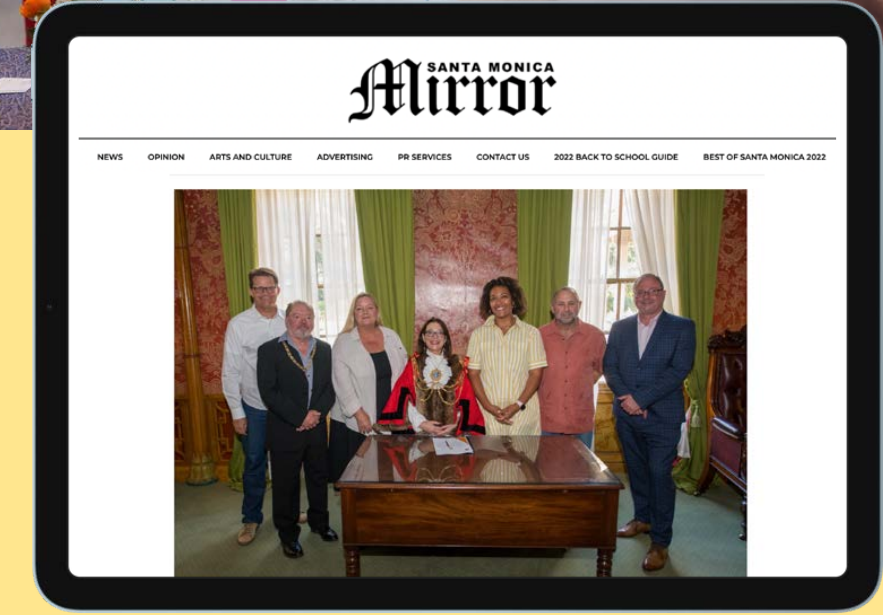
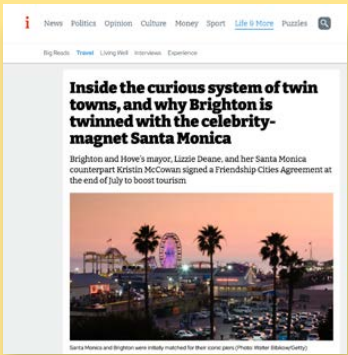
SMTT works with journalists locally, nationally and internationally, with a post-pandemic focus on international markets as travel continues to rebound. We host top-tier journalists from key growth markets including the U.K., Europe, North America and most recently Australia/New Zealand, who are editorializing topics that align with Santa Monica pillars including sustainability, food and beverage, health and wellness. We often partner with Visit California to welcome journalists and influencers as well.

- Sustainability:** SMTT will continue to share the innovative efforts our community is taking to be a leader in sustainability. Media and consumer interest in this topic has grown significantly and we're fortunate that the City of Santa Monica has prioritized sustainability, since the development of the Sustainable City Plan in 1994. The city's 2022 LEED Platinum certification has already provided new opportunities to tell our story of sustainability, and an ongoing highlight is our solar-powered ferris wheel on the Pier.
- Food and Beverage:** With more than 400 restaurants in just 8.3 square miles, SMTT leverages story-telling opportunities to detail our world-class food and beverage experiences. As we spotlight our culinary strengths, diverse dining options and introduce audiences to our roster of renowned chefs and award-winning farmers markets, SMTT continues to focus on the community's culinary expertise when organizing media visits and FAM itineraries.
- Health and Wellness:** An additional area of outreach to travel journalists, who continue to show interest in the abundance of opportunities including beach yoga; beach spinning; biking tours; spa experiences; and healthful eating.

SMTT has partnered with Meltwater, a media monitoring and distribution platform to increase domestic and global reach to journalists, bloggers and influencers and measure effectiveness of our public relations results. SMTT has supported the city in getting the word out about hotels and businesses that are undergoing renovations, restorations and revamps to showcase the incredible economic impact these projects will bring to Santa Monica. SMTT provided supplemental details to augment a story in LA Business Journal which reported on the near\$100,000,000 investment in rebuilding hotels throughout the city.

Outlets we've hosted in Santa Monica this past fiscal year include:

- Air Canada EnRoute
 - Canada Business Journal
 - Dreamscapes
 - Detour Magazine
 - EnVols Magazine
 - Go Explore!
 - Hemispheres
 - Kendra Jesse (influencer)
 - OpenJaw
 - Sidewalk Hustle
- The Independent
 - The i Paper
 - The Sunday Times
 - The Telegraph
 - The Toronto Star
 - Travel & Style
 - Vancouver Sun
 - Virtuoso Magazine
 - Wanderlust Magazine



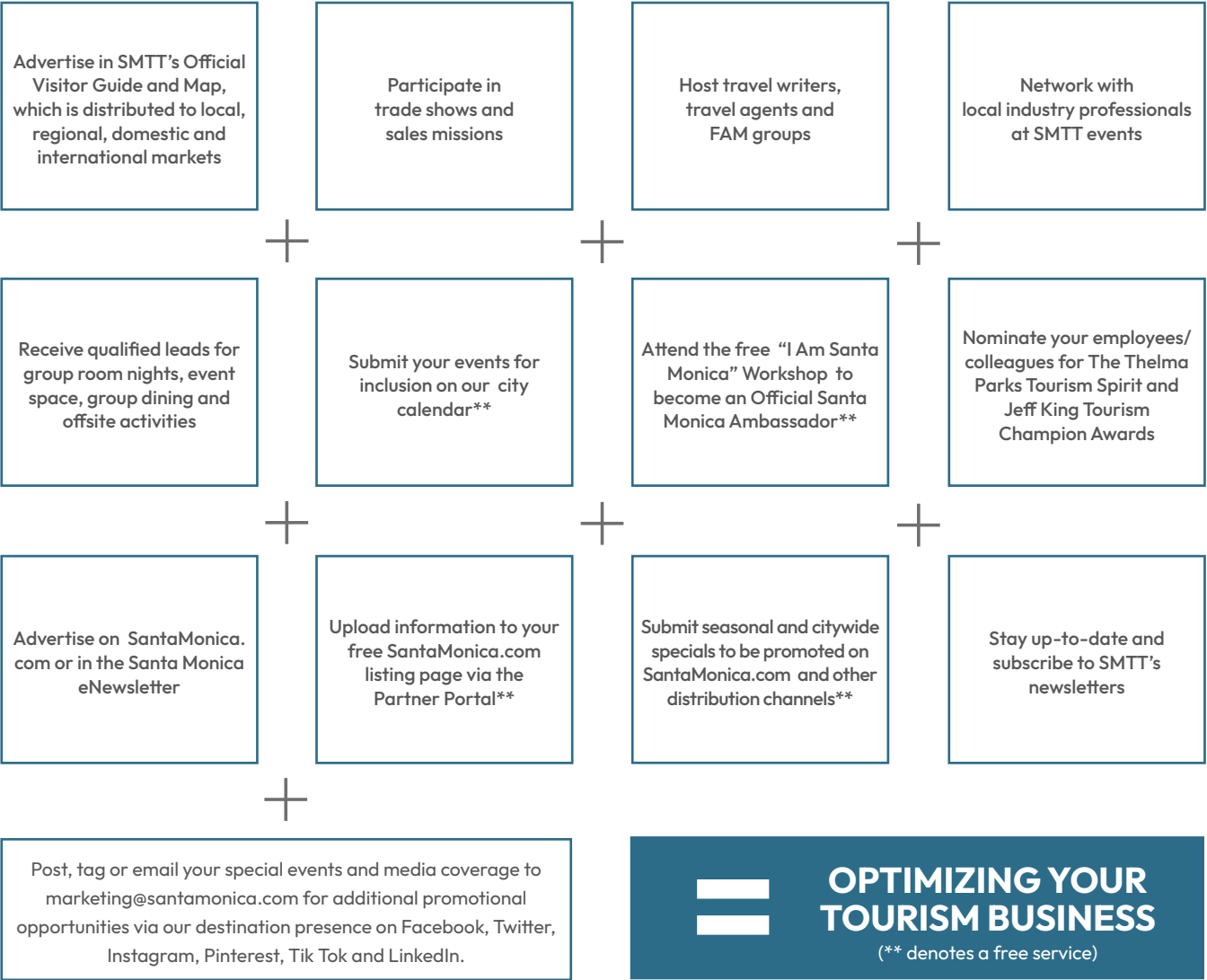
SANTA MONICA MEDIA STATS

Estimated press circulation US, Canada and U.K:
286,787,498 uvm

Estimated ad equivalency:
\$2,805,014

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/partners/promote-your-business](https://santamonica.com/partners/promote-your-business).



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 Visitor Information 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? Please contact us.
Toll Free: 800-771-2322 Phone: 310-319-6263
Text: 424-443-7444 Fax: 310-319-6273

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 GLOSSARY

- 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.
- TID**
Tourism Improvement District (TID) program. The purpose of the TID is to support city services in and around several hotels, city parking lots and open-air spaces to improve the experience of the visitor and quality of life for the residents. The TID will not replace city services.
- 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.
- WHOLESALE**
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

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[gosantamonica](https://twitter.com/gosantamonica)



[seesantamonica](https://www.instagram.com/seesantamonica)

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