

## 2022 Santa Monica Tourism Economic & Fiscal Impacts and Visitor Profile Summary

**Summary:** Santa Monica Travel & Tourism has tracked tourism since 1984. In 2022, Santa Monica’s vital travel industry gained traction from the COVID-19 pandemic, yet still below historical levels. Overall, 5.3 million visitors came to Santa Monica in 2022, up by 52% from 3.5 million in 2021. Average stay dipped slightly to 1.40 from 1.45 days last year, yet total visitor days grew by 47% to 7.5 million (5.1 million in 2021). While daily per-capita spend fell by 13%, the higher visitor days fueled 28% more total direct visitor spending, reaching \$962 million (\$750 million). The higher spending also drove visitor taxes; lodging tax spiked by 41% to \$59 million (\$42 million), while retail taxes grew by 21% to \$4.1 (\$3.7) million. Visitor activity supported 8,049 (5,747) local jobs, a 40% rise over 2021. Notably, 2022 international volume grew by 249% over 2021, reaching a 21% (9%) share of total visitor volume and 34% (10%) of total visitor spending. Thus, Santa Monica tourism continued to strengthen, and is well positioned for further growth as key international and business travel rebuilds.

### 1. OVERALL 2022 SANTA MONICA VISITOR ACTIVITY INDICATORS (VS. 2021 & 2019)

Indicator	2022		2021	2019
	Number	% Change		
Total Number of Visitors	5,320,500	51.8%	3,504,048	8,413,100
Average Length of Stay (days, all visitors)	1.40	-3.5%	1.45	1.37
Total Visitor Days	7,457,100	47.1%	5,071,296	11,528,200
Total Annual Visitor Spending	\$ 961,711,800	28.2%	\$750,259,292	\$1.89 billion
Per-capita Daily Visitor Spending	\$128.97	-12.9%	\$148	\$164
Hotel Tax Revenue to City (from non-local visitors) <sup>1</sup>	\$59,232,000	41.3%	\$41,927,620	\$58,315,740
Visitor Retail Sales Tax Revenue to City <sup>1</sup>	\$4,525,600	21.3%	\$3,730,376	\$13,875,500
Equivalent tax per SM household from visitor spend	\$1,337	42.7%	\$937	\$1,496
Santa Monica Jobs Supported by Tourism	8,049	40.1%	5,747	12,010

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

### 2. ANNUAL 2022 VISITOR SPENDING IN SANTA MONICA IN TOTAL & BY CATEGORY (vs. 2021)

Indicator	Per-Capita Daily	2022		% Change	2021	
		Total Spending	Ratio	2022/2021	Total Spending	Ratio
Lodging	\$ 66.05	\$ 492,522,274	51.2%	40.7%	\$ 350,094,364	46.7%
Meals	\$ 22.99	\$ 171,473,394	17.8%	7.2%	\$ 159,898,815	21.3%
Beverages	\$ 12.02	\$ 89,617,067	9.3%	44.6%	\$ 61,976,016	8.3%
Shopping/gifts	\$ 17.50	\$ 130,482,704	13.6%	14.2%	\$ 114,304,643	15.2%
Admissions fees	\$ 1.58	\$ 11,771,066	1.2%	-46.0%	\$ 21,786,186	2.9%
Activities	\$ 0.83	\$ 6,214,411	0.6%	-63.1%	\$ 16,825,754	2.2%
Local transport./parking, etc.	\$ 6.04	\$ 45,016,452	4.7%	372.6%	\$ 9,525,666	1.3%
Amenities: wellness/health/etc.	\$ 0.28	\$ 2,088,430	0.2%	-62.6%	\$ 5,584,310	0.7%
Groceries/other items	\$ 1.68	\$ 12,525,954	1.3%	22.2%	\$ 10,263,539	1.3%
<b>Total</b>	<b>\$ 128.97</b>	<b>\$ 961,711,753</b>	<b>100.0%</b>	<b>28.2%</b>	<b>\$ 750,259,292</b>	<b>100.0%</b>

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

### 3. SANTA MONICA – 2022 VISITOR VOLUME & ECONOMIC IMPACT BY SEGMENT

Visitor Segment	Annual Visitors	Ratio	% Chg. Vis. (prior)	Avg. Stay (days)	Annual Visitor Spending	Ratio	% Chg. Spend. (prior)	Daily Avg. Spend per-person
Hotel/motel	870,728	16.4%	9.3%	2.62	\$ 699,922,267	72.8%	29.1%	\$ 306.58
Private (unpaid) lodging	87,392	1.6%	117.2%	4.19	\$ 37,297,330	3.9%	198.1%	\$ 101.95
Other paid lodging	176,174	3.3%	11.9%	3.53	\$ 80,131,367	8.3%	14.4%	\$ 128.83
Day Visitors	4,186,200	78.7%	66.8%	1.00	\$ 145,033,143	15.1%	15.5%	\$ 34.65
International	1,125,252	21.1%	248.6%	1.77	\$ 329,915,683	34.3%	322.3%	\$165.56
U.S. Domestic	4,195,243	78.9%	31.9%	1.30	\$ 631,769,569	65.7%	-6.0%	\$115.62

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

<sup>1</sup> Lodging and Sales tax based on estimated direct taxable visitor spending; may vary from City reported lodging and sales tax revenue.

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### 4. SUMMARY – 2022 SANTA MONICA VISITOR PROFILE (vs. 2021 & 2019) <sup>1, 2</sup>

Characteristic	2022	2021	2019
International Visitor share (of total visitors)	<b>21%</b>	9.2%	51%
U.S. Resident visitor share (of total visitors, excl. California)	<b>25%</b>	60.8%	30%
California Resident share (of total visitors)	<b>54%</b>	30.0%	19%
First-Time Visitor / Repeat Visitor (past three years)	<b>49% / 51%</b>	50.5% / 49.5%	53% / 47%
Avg. number past visits in past 3 years by repeat visitors (excl this trip)	<b>2.8</b>	3.3	2.4
Mainly visiting Santa Monica for pleasure/vacation	<b>51%</b>	48%	56%
Santa Monica <i>main</i> destination of this trip	<b>26%</b>	31%	16%
Arrived in Southern California by commercial air	<b>29%</b>	34%	68%
Walking to Get Around in Santa Monica	<b>18%</b>	24%	78%
Day Visitor / Overnight Visitors in Santa Monica	<b>79% / 21%</b>	72% / 28%	86% / 14%
Staying in a Santa Monica hotel: All visitors / Overnight visitors	<b>16% / 73%</b>	23% / 80%	10% / 69%
Staying in a Santa Monica hotel - International visitors: All / Overnight	<b>21% / 67%</b>	22% / 86%	12% / 74%
Staying in Santa Monica hotel - Other U.S. (excl. Cal): All / Overnight	<b>15% / 76%</b>	25% / 79%	9% / 65%
Average stay in Santa Monica - overnight visitors (nights)	<b>.61 / 2.9</b>	.73 / 2.6	.51 / 3.6
Average stay in Santa Monica - hotel guests (nights)	<b>2.6</b>	2.5	2.8
Average stay in Santa Monica – other paid lodging guests (nights)	<b>3.5</b>	3.0	6.0
Average travel group size (persons)	<b>3.4</b>	3.5	2.5
Average daily per-person spending in Santa Monica (all visitors)	<b>\$128</b>	\$148	\$164
Median annual household income	<b>\$84,300</b>	\$81,400	\$96,500

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

### 5. VISITOR ORIGIN – SANTA MONICA 2022 TOP U.S. & INTERNATIONAL FEEDER MARKETS

Top 10 U.S. Feeder States		International Feeder Markets	
State	Share of U.S.	Country/Region	Share of Int'l.
California	32.0%	Utd. Kingdom/Ireland	15.8%
Arizona	6.5%	Western Europe	15.7%
Texas	4.8%	Asia	10.3%
Nevada	4.2%	South America	10.2%
Washington	3.8%	Mexico/Central Am.	9.9%
New York	3.6%	Central/Eastern Europe	7.1%
Georgia	3.6%	Western Canada	6.5%
Illinois	3.2%	Scandinavia	5.5%
Tennessee	3.1%	Australia/ New Zealand	5.1%
Florida	2.8%	Eastern Canada	4.8%
<b>Top 10 states</b>	<b>67.5%</b>	Middle East	1.6%
		Africa	0.8%
		Asia Pacific	0.7%
		Other	6.1%

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

<sup>1</sup> A visitor is someone who resides *outside* of Los Angeles County, in Santa Monica for the day or overnight, for leisure, business, a meeting, special event or other temporary purpose except regular work or to attend school.

<sup>2</sup> Profile data based on 1,149 on-site interviews during four quarters of 2022 among Santa Monica visitors as defined above.

\* When quoting these data, attribution to: *Lauren Schlau Consulting, Inc., and CIC Research Inc. for Santa Monica Travel & Tourism* 05/2023