

2023 Santa Monica Tourism Economic & Fiscal Impacts and Visitor Profile Summary

Summary: Overall, an estimated 4.6 million visited Santa Monica in 2023 versus 5.3 million in 2022. While volume was off by 13%, average length of stay rose to 1.46 days from 1.40 last year, resulting in 6.8 million (7.5 million in 2022) total visitor days. Visitors generated \$938 million in visitor spending, off just 2.5% from \$961 million in 2022, helped by the 7% rise in daily per-capita spending to \$138 versus \$129 last year. Related visitor generated taxes rose by 4.6%, mainly due to a 6% rise in lodging tax to \$62.6 million versus \$59.2 million last year (note, lodging tax was raised by one percentage point in March). Conversely, visitor retail sales generated \$4.2 in sales tax, off by 8% from \$4.5 million last year. Visitor activity and spending supported 7,182 (8,049) local jobs, an 11% drop. Notably, while 2023 international volume nearly matched 2022 levels, at 1.117 (1.125 million), just -.7% lower, their higher \$174 per-capita spending propelled total international spending to \$366.6 million an 11% rise, while domestic spending dipped to \$572 million (\$631 million last year). Thus, Santa Monica's vital tourism industry faced headwinds in 2023 as did other California destinations, with continued softness in international and business demand, and in visitor spending.

1. OVERALL 2023 SANTA MONICA VISITOR ACTIVITY INDICATORS (2023 vs. 2022)

Indicator	2023		2022
	Number	% Change	
Total Number of Visitors	4,637,700	-12.8%	5,320,500
Average Length of Stay (days, all visitors)	1.46	3.5%	1.40
Total Visitor Days	6,787,600	-9.0%	7,457,100
Total Annual Visitor Spending	\$938,116,500	-2.5%	\$ 961,711,800
Per-capita Daily Visitor Spending	\$ 138.21	7.2%	\$ 128.97
Hotel Tax Revenue to City (non-local visitors) ¹	\$ 62,557,600	5.6%	\$ 59,232,000
Visitor Retail Sales Tax Revenue to City ¹	\$ 4,166,200	-7.9%	\$ 4,525,600
Equivalent tax per SM household from visitor spend	\$ 1,392	4.1%	\$1,337
Santa Monica Jobs Supported by Tourism	7,182	-10.8	8,049

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

2. ANNUAL 2023 VISITOR SPENDING IN SANTA MONICA IN TOTAL & BY CATEGORY (vs. 2022)

Indicator	Per-Capita Daily	2023		% Change	2022	
		Total Spending	Ratio	2023/2022	Total Spending	Ratio
Lodging	\$ 75.39	\$ 511,745,371	54.6%	3.9%	\$ 492,522,274	51.2%
Meals	\$ 27.20	\$ 184,640,683	19.7%	7.7%	\$ 171,473,394	17.8%
Shopping/gifts	\$ 15.34	\$ 104,100,334	11.1%	-20.2%	\$ 130,482,704	13.6%
Beverages	\$ 12.37	\$ 83,942,881	8.9%	-6.3%	\$ 89,617,067	9.3%
Local transportation/parking	\$ 3.87	\$ 26,292,967	2.8%	-41.6%	\$ 45,016,452	4.7%
Admissions fees	\$ 1.77	\$ 12,015,796	1.3%	2.1%	\$ 11,771,066	1.2%
Amenities: wellness/health/etc.	\$ 0.73	\$ 4,979,704	0.5%	198.4%	\$ 2,088,430	0.2%
Activities	\$ 0.73	\$ 4,959,657	0.5%	-20.2%	\$ 6,214,411	0.6%
Groceries/other items	\$ 0.80	\$ 5,439,150	0.6%	-54.7%	\$ 12,525,954	1.3%
Total	\$ 138.21	\$ 938,116,544	100.0%	-2.5%	\$ 961,711,753	100.0%

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

3. SANTA MONICA – 2023 VISITOR VOLUME & ECONOMIC IMPACT BY SEGMENT

Visitor Segment	Annual Visitors	Ratio	% Chg. Vis. (prior)	Avg. Stay (days)	Total Annual Visitor Spending	Ratio	% Chg. Spend. (prior)	Daily Avg. Spend per-person
Hotel/motel	802,158	17.3%	-7.9%	2.78	\$ 739,917,064	78.9%	5.7%	\$ 331.31
Private (unpaid) lodging	98,766	2.1%	13.0%	3.12	\$ 17,003,979	1.8%	-54.4%	\$ 55.10
Other paid lodging	145,012	3.1%	-17.7%	4.51	\$ 92,566,779	9.9%	15.5%	\$ 141.56
Day Visitors	3,591,795	77.4%	-14.2%	1.00	\$ 88,628,722	9.4%	-38.9%	\$ 24.68
International	1,117,200	24.1%	-.7%	1.88	\$ 366,569,431	39.1%	11.1%	\$ 174.38
U.S. Domestic	3,520,500	75.9%	-16.1%	1.33	\$ 571,547,097	60.9%	-9.5%	\$ 121.98

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

¹ 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 – 2023 SANTA MONICA VISITOR PROFILE (2023 & 2022) ^{1, 2}

Characteristic	2023	2022
International Visitor share (of total visitors)	24%	21%
U.S. Resident visitor share (of total visitors, excl. California)	53%	54%
California Resident visitor share (of total visitors)	23%	25%
First-Time Visitor / Repeat Visitor (past three years)	51% / 49%	49% / 51%
Avg. number past visits in past 3 years by repeat visitors (excl this trip)	2.6	2.8
Mainly visiting Santa Monica for pleasure/vacation	44%	51%
Santa Monica <i>main</i> destination of this trip	25%	26%
Arrived in Southern California by commercial air	31%	29%
Walking to get around in Santa Monica	40%	18%
Day Visitor / Overnight Visitors in Santa Monica	77% / 23%	79% / 21%
Staying in a Santa Monica hotel: All visitors / Overnight visitors	17% / 77%	16% / 73%
Staying in a Santa Monica hotel - International visitors: All / Overnight	21% / 81%	21% / 67%
Staying in Santa Monica hotel - Other U.S. (excl. Cal): All / Overnight	18% / 76%	15% / 76%
Average stay in Santa Monica - overnight visitors (nights)	.69 / 3.1	.61 / 2.9
Average stay in Santa Monica - hotel guests (nights)	2.8	2.6
Average stay in Santa Monica – other paid lodging guests (nights)	4.5	3.5
Average travel group size (persons)	3.4	3.4
Average daily per-person spending in Santa Monica (all visitors)	\$138	\$128
Median annual household income	\$89,900	\$84,300

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

5. VISITOR ORIGIN – SANTA MONICA 2023 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	30.8%	Europe: Western	17.0%
Arizona	7.8%	Western Canada	12.3%
Texas	7.3%	Utd. Kingdom/Ireland	12.1%
Colorado	4.6%	South America	10.4%
Nevada	3.3%	Europe: Central and Eastern	8.5%
Florida	3.3%	Mexico/Central America	8.4%
Washington	3.0%	Eastern Canada	6.8%
Ohio	2.4%	Australia/ New Zealand	5.7%
Illinois	2.4%	Asia Pacific (Indonesia, Philippines, other)	4.8%
New York	2.3%	Scandinavia	4.3%
Top 10 states	67.2%	Far East Asia	1.7%
		Africa	1.3%
		Middle East	1.1%
		South Asia/Indian/Other	5.6%

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

¹ A visitor is someone who resides *outside* of Los Angeles County, and is 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.

² Profile data based on 1,149 on-site interviews during four quarters of 2023 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* 04/2024