

# FISCAL YEAR REPORT

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# INTRODUCTION



# 2025

## DEAR SANTA MONICA DESTINATION PARTNER,

On behalf of the entire Board of Directors, Tourism Marketing District (TMD) committee members and Santa Monica Travel & Tourism (SMTT) staff, we are pleased to present our annual 24/25 Fiscal Report, covering July 1, 2024 through June 30, 2025.

This past year has not been without its challenges. Santa Monica, like many destinations, continues to navigate a complex and evolving landscape as we work toward full economic recovery. The lingering impacts of the pandemic, natural disasters, and a volatile geopolitical climate have created obstacles that test our industry's resilience.

Santa Monica has historically relied on a healthy mix of domestic and international visitation, with 50% of our pre-pandemic visitors coming from key international markets. These travelers contribute significantly to our economy through longer stays, greater use of public transportation, and higher spending. However, the rebound of international travel remains gradual. Visa processing delays, shifting global relations, and political tensions—such as Canada's recent call for a travel boycott of the United States—continue to hinder growth in this important segment.

Additionally, the Los Angeles wildfires, while sparing Santa Monica from any physical damage, contributed to a widespread media perception that our city was closed to visitors. This narrative affected traveler sentiment locally, nationally, and abroad. Tens of millions of travelers from key markets overseas witnessed media coverage of the Los Angeles wildfires, much of it misleading about the scale and geography of the burn areas. Though less than 2% of Los Angeles County was impacted, the misinformation required swift and strategic response. Our team worked tirelessly to correct the narrative and reaffirm that Santa Monica remains open and welcoming to all.

Across the board, economic uncertainty has impacted Santa Monica's hotels, restaurants, retail businesses, attractions and city revenues. The U.S. Travel Association has emphasized the need for nationwide improvements in travel infrastructure—particularly airport screening, customs staffing, and visa services—to fully unlock travel growth and restore stability to communities like ours.

Yet, despite these headwinds, we remain immensely optimistic about Santa Monica's future.

In the past year, we celebrated numerous milestones and exciting developments that reaffirm our city's global appeal. Two luxury hotels—the flagship Regent Santa Monica Beach and the Autograph Collection Sandbourne Santa Monica—opened their doors, adding to our world-class hospitality offerings. We hosted Cirque du Soleil's KOOZA, Frieze LA for the second year in a row, welcomed new businesses across our eight neighborhoods, and commemorated 115 years of the iconic Santa Monica Pier.

Looking ahead, our city stands on the threshold of an extraordinary chapter. Santa Monica will mark its 150th anniversary this year, and in 2026, Route 66 celebrates 100 years—offering once-in-a-lifetime opportunities to spotlight our vibrant history and culture. While we are looking at broader opportunities for festivals and events that drive overnight visitation and brand engagement.

The greater travel outlook is also promising. Domestic leisure travel spending is projected to grow 3.9% in 2025, reaching pre-pandemic levels, while international travel is expected to increase by 22%, particularly among luxury travelers. Major global events, including the 2026 FIFA World Cup and the 2028 Summer Olympic Games in Los Angeles, are expected to bring millions of travelers to our region—many of whom will stay, dine, shop, and explore right here in Santa Monica.

To ensure our community is ready, SMTT continues to focus on strategic investments, meaningful partnerships, and innovative destination management. Our Santa Monica Experience Management Plan (EMP), developed in collaboration with the City of Santa Monica, outlines a shared vision and nine key strategies to enhance both resident and visitor experience through 2032.

The resilience shown in response to recent challenges highlights the strength of our community and the importance of our work. We are deeply grateful for your ongoing dedication to the destination we all cherish.

With continued optimism and unity, we will navigate the future together—welcoming travelers from around the world and ensuring that the spirit of Santa Monica shines brighter than ever.

In gratitude,



**Misti Kerns, CMP CDME**

President/CEO

Santa Monica Travel & Tourism



# ABOUT





# WHO WE ARE

Santa Monica Travel & Tourism (SMTT) is a private nonprofit 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.



## BOARD OF DIRECTORS

- Younes Atallah – Chair
- Charlie Lopez-Quintana – Vice Chair
- Karen E. Ginsberg – Treasurer
- Lauralee Asch – Secretary
- Neil Carrey – Member
- Tim Defuria – Member
- Darlene Evans – Member
- Shahid Kayani – Member
- Jeff S. Klocke – Member
- Jan Williamson – Member
- Elaine Polachek – Member and interim City Manager
- Judy Kruger – Chamber Liaison

## TOURISM MARKETING DISTRICT COMMITTEE

- Younes Atallah – Chair
- Aileen Carreon – Vice Chair
- Cameron Haseli – Treasurer/Secretary
- Simon Fricker – Member
- Sonia Metz – Member
- Jessica Rincon – Member
- Karina Sedigh – Member
- Inessa Udovchenko – Member
- Juan Viramontes – Member



# STAFF

## Executive Leadership Team

**Misti Kerns** – President/Chief Executive Officer  
**Evan Edwards** – Chief Operating Officer  
**Rachel Lozano** – Chief People Officer  
**Isabella Cifuentes** – Administrative Assistant

## Travel Industry Sales

**Aleksandr Sigalus** – Director of Global Business Development  
**Julie Guffey** – Global Sales & Services Manager  
**Tatum McGovern** – Assistant Manager, Global Sales & Services

## Meetings & Incentives

**Ozzie Otero** – Director of Sales  
**Kylie Escobar** – Group Sales Coordinator

## Marketing

**Ashley Dowgwillo** – Vice President of Marketing  
**Sydney Silverman** – Community Marketing Manager  
**Cayla Turain** – Marketing Manager, Trade & International  
**Shannon Hagen** – Marketing Coordinator

## Communications

**Lauren Salisbury** – Vice President of Communications  
**Michelle Cassidy** – Communications Manager  
**Emily Ohara** – Public Relations Manager  
**Indigo Sargent** – Social Media Manager  
**Jamie Hogan** – Public Relations Coordinator

## Client Services

**Alyssa Dorn** – Client Services Manager  
**Alexis Faust** – Client Services Coordinator  
**Jenna Kirkeeng** – Client Services Coordinator  
**Ashlyn Martin** – Client Services Coordinator

## Accounting

**Jacqueline Saquic** – Assistant Manager, Accounting  
**Cassidy Lawless** – Accounting Coordinator

## Visitor Services

**Aaron Seals** – Senior Manager, Visitor Services  
**Luis Vazquez** – Visitor Services Coordinator  
**Michelle Dimas** – Travel Specialist  
**Nicholas Dorn** – Travel Specialist  
**Vinnie Edwards** – Travel Specialist  
**Cesar Hernandez** – Travel Specialist  
**Michelle Medrano** – Travel Specialist  
**Matthew Nielsen** – Travel Specialist  
**Yarely Trejo** – Travel Specialist  
**Harrison Ungert** – Travel Specialist  
**Juan Vazquez** – Travel Specialist

# 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.





# STRATEGIC DIRECTION





# STRATEGIC PLAN

## INTRODUCTION

SMTT operates from a cohesive strategic plan to promote our destination and boost economic development for our city. This promotion encourages visitor spending and helps sustain and create local jobs that spur economic growth and help improve the quality of life for Santa Monica residents. Our two-year rolling strategic plan aligns with the strategies in the Santa Monica Experience Management Plan (EMP), which provides a roadmap for destination success through 2032. Following global disruptions from the pandemic, we continue to see growth in travel and tourism to Santa Monica as well as economic recovery; however, we remain conscious of the need to continually respond to shifts in the travel industry and the community. While the needs, programs and markets may have been altered in response to emergent activity, our five strategic areas of focus remain:

- 1 Drive Balanced Demand for the Destination
- 2 Enhance the Brand and Steward the Destination Experience
- 3 Actively Champion the Value of Tourism
- 4 Strengthen Strategic Partnerships
- 5 Ensure Operational Excellence

## VALUES

**COLLABORATION | CREATIVITY | ENTHUSIASM | EXPERTISE | LEADERSHIP**

We cultivate a diverse, inspiring team culture that fosters creative and enthusiastic individuals who elevate the Santa Monica experience through collaboration and expert leadership.

## REPUTATION

What do we want to be known for as an organization?

We are: **STRATEGIC | BOLD | CREATIVE | EFFECTIVE | CARING | PROFESSIONAL | AUTHENTIC**

## DESTINATION POSITION

What unique and sustainable value does Santa Monica deliver?

We deliver: **ICONIC ATTRACTIONS | ARTS & CULTURE | WELLNESS CULTURE  
ACCESSIBILITY AND MOBILITY | WELCOMING TO ALL**

## VISION

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

## MISSION

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







IMPERATIVES

SUCCESS INDICATORS

INITIATIVES

<b>Drive balanced demand for the destination.</b>	<ul style="list-style-type: none"><li>• Increase year-over-year Transient Occupancy Tax (TOT).</li><li>• Maintain domestic travel levels from target markets.</li><li>• Increase international visitation to pre-pandemic (2019) levels.</li><li>• Grow average length-of-stay to pre-pandemic level by year end 2024.</li><li>• Maintain stable year-round occupancy range of 75% to 77% FY 2024 and 77% to 79% for FY 2025.</li></ul>	<ul style="list-style-type: none"><li>• Increase occupancy during identified need periods.</li><li>• Reestablish presence in Asia-Pacific markets to ensure optimal ROI for Santa Monica.</li><li>• Develop and implement next steps for MICE Advisory Board.</li><li>• Actively support efforts to reduce visa wait times.</li><li>• Further develop luxury destination offerings and experiences.</li></ul>
<b>Enhance the brand and steward the destination experience.</b>	<ul style="list-style-type: none"><li>• Ensure year-over-year increase in positive visitor sentiment.</li><li>• Maintain positive social sentiment across different facets: accommodations, dining+retail, wellness and cleanliness + safety.</li><li>• Increase web performance metrics to pre-pandemic levels: monthly site visits, page views per visit, average time on site.</li><li>• Increase social media followers by 15% on key social platforms.</li><li>• Complete brand platform and supporting materials (Y1).</li><li>• Grow Santa Monica-earned media placements year-over-year.</li></ul>	<ul style="list-style-type: none"><li>• Refresh the destination brand.</li><li>• Identify what has changed with the brand perception of Santa Monica post brand launch.</li><li>• Reintroduce the Visitor Guide and distribution annually.</li><li>• Pursue integrated marketing campaigns and experiential brand activations in designated target markets.</li><li>• Reach top tier lifestyle outlets through public relations efforts to increase ad value and circulation of media placements.</li><li>• Take action on findings of the Santa Monica Experience Management Plan.</li></ul>
<b>Actively champion the value of tourism.</b>	<ul style="list-style-type: none"><li>• Achieve positive tourism economic outcomes as indicated in the Tourism Economic Impact Report.</li><li>• Achieve consistently positive resident sentiment towards tourism.</li><li>• Achieve a minimum of \$25K (2024) and \$50K (2025) in charitable, donated or in-kind value through the Santa MoniCARES Foundation.</li><li>• Increase and maintain engagement level with other Santa Monica boards and organizations.</li></ul>	<ul style="list-style-type: none"><li>• Relaunch I Am Santa Monica program locally.</li><li>• Maintain an influential presence on Santa Monica local and industry boards and key initiatives aimed at advancing tourism.</li><li>• Strengthen and nurture positive relationships with Santa Monica City Council and City leadership.</li><li>• Increase fundraising capabilities and expand the Santa MoniCARES program to assist more community nonprofits.</li><li>• Raise awareness of the impact of tourism within our community, region, state and country with increased opportunities for staff and board participation.</li><li>• Develop a system to track metrics on community sentiment and engagement.</li><li>• Identify and employ new opportunities for board engagement and development.</li></ul>
<b>Strengthen strategic partnerships.</b>	<ul style="list-style-type: none"><li>• Generate a minimum of \$220K (2024) and \$275K (2025) in-kind or fair share value.</li><li>• Secure a minimum of \$50K in outside sponsorship dollars to offset program costs. (Y1 = \$25K/Y2 = \$35K)</li><li>• Participate in four (4) Experience Management Plan (EMP) strategic actions.</li></ul>	<ul style="list-style-type: none"><li>• Collaborate with and support the City of Santa Monica's Community Partnership Manager.</li><li>• Identify and secure corporate brand partnerships for SMTT.</li><li>• Serve as the Backbone Organization for the Santa Monica Experience Management Plan.</li><li>• Engage Santa Monica partners to increase fair share participation fees Year-over-Year.</li><li>• Develop a strategic plan for increasing in-kind contributions Year-over-Year.</li></ul>
<b>Ensure operational excellence.</b>	<ul style="list-style-type: none"><li>• Ensure accountability as measured by our audit reporting, financials and plan management.</li><li>• Achieve targeted annual employee engagement scores using the Gallup Q12.</li><li>• Increase SMTT staff participation in community events that align with our mission, vision and values.</li><li>• Evaluate and reconcile ROI metrics for all target markets.</li></ul>	<ul style="list-style-type: none"><li>• Achieve successful funding renewals.</li><li>• Analyze Tourism Improvement District program (TID) Pilot Program for future earnings.</li><li>• Achieve five years of audited financials with no more than three reportable conditions.</li><li>• Review and set target operating costs per employee.</li><li>• Achieve targeted staff retention level.</li><li>• Conduct a minimum of one annual team building experience, including monthly wellness activities.</li><li>• Solidify SMTT's resource needs to ensure consistent high-quality delivery of work.</li><li>• Develop and implement a recruiting strategy.</li><li>• Establish a crisis event telephone tree, both city and regional.</li><li>• Develop and implement an internal technology plan, including shared file protocols.</li></ul>



# ECONOMIC IMPACT





# TOURISM IN SANTA MONICA

Tourism is one of the largest industries in Santa Monica and it provides a positive economic impact for all those who live, work and play in our beachside city.



6,487

Tourism jobs that stay in Santa Monica and cannot be exported  
(9.7% decrease from 2023)

\$916.6 MIL

Total annual visitor spending  
(2.3% decrease from 2023)

\$62.7 MIL

Generated by Santa Monica hotels directly to the City of Santa Monica's general fund  
(.7% increase from 2023)



9%

Decrease in total number of visitors to Santa Monica from 2023.



\$1,441

Estimated equivalent tax in city services per Santa Monica household from sales and Transient Occupancy Tax (TOT) realized by the City from Santa Monica visitors.



\$4.2 MIL

Retail sales tax revenue generated from visitors into the City of Santa Monica's general fund.  
(1.5% increase from 2023)



67.1%

Increase in international travelers from 2023.

## ALL VISITORS

### Top International Feeder Markets

1. Western Europe **19.7%**
2. Central & Eastern Europe **19.5%**
3. United Kingdom/Ireland **13.2%**
4. Scandinavia **7.7%**
5. Australia/New Zealand **6%**

### Top Domestic Feeder Markets

1. California **27.5%**
2. Arizona **7.5%**
3. Texas **7.1%**
4. New York **5.6%**
5. Nevada **4.8%**

## HOTEL VISITORS

### Top International Feeder Markets

1. Western Europe **26.8%**
2. United Kingdom/Ireland **14%**
3. Central & Eastern Europe **10%**
4. Australia/New Zealand **8.9%**
5. Mexico/Central America **8.1%**

### Top Domestic Feeder Markets

1. California **19.6%**
2. Arizona **15.3%**
3. New York **8.2%**
4. Texas **7.7%**
5. Nevada **6.3%**



# EXPERIENCE MANAGEMENT PLAN





# THE SANTA MONICA EXPERIENCE MANAGEMENT PLAN

## PURPOSE

The Santa Monica Experience Management Plan (EMP) provides a 10-year (2022-2032) framework and shared roadmap of ideas and strategies to steward and elevate the Santa Monica experience for residents, the workforce and visitors. The EMP process 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 in partnership with the city of Santa Monica, approved and ready to launch in 2020, but was put on hold due to the pandemic. In early 2022, the plan was updated and rebuilt by working with many stakeholders across the Santa Monica community, just as we had done in the first version of the plan’s development.

The process of implementation 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 to maximize our collective impact and move toward a shared vision for the future together.

For the first years of the plan, we have focused 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 includes an SMTT facilitator to ensure open communications between all stakeholders in the EMP process.

## 2022-CURRENT

- 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.

## LOOKING TO THE FUTURE

- 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 United States.
- 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 both short- and long-term goals. While SMTT is spearheading this process, we will not control or own all the initiatives that will be pursued. This is a citywide process.

As we move forward, the plan’s flexibility will allow for implementation of strategies that have been outlined in the EMP while further building out the plan for future years.



## SUMMARY

### 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 CONTINUE TO SHAPE OUR PLAN:



STEWARDSHIP



SUSTAINABILITY



DEIA



# INTERNATIONAL REPRESENTATION

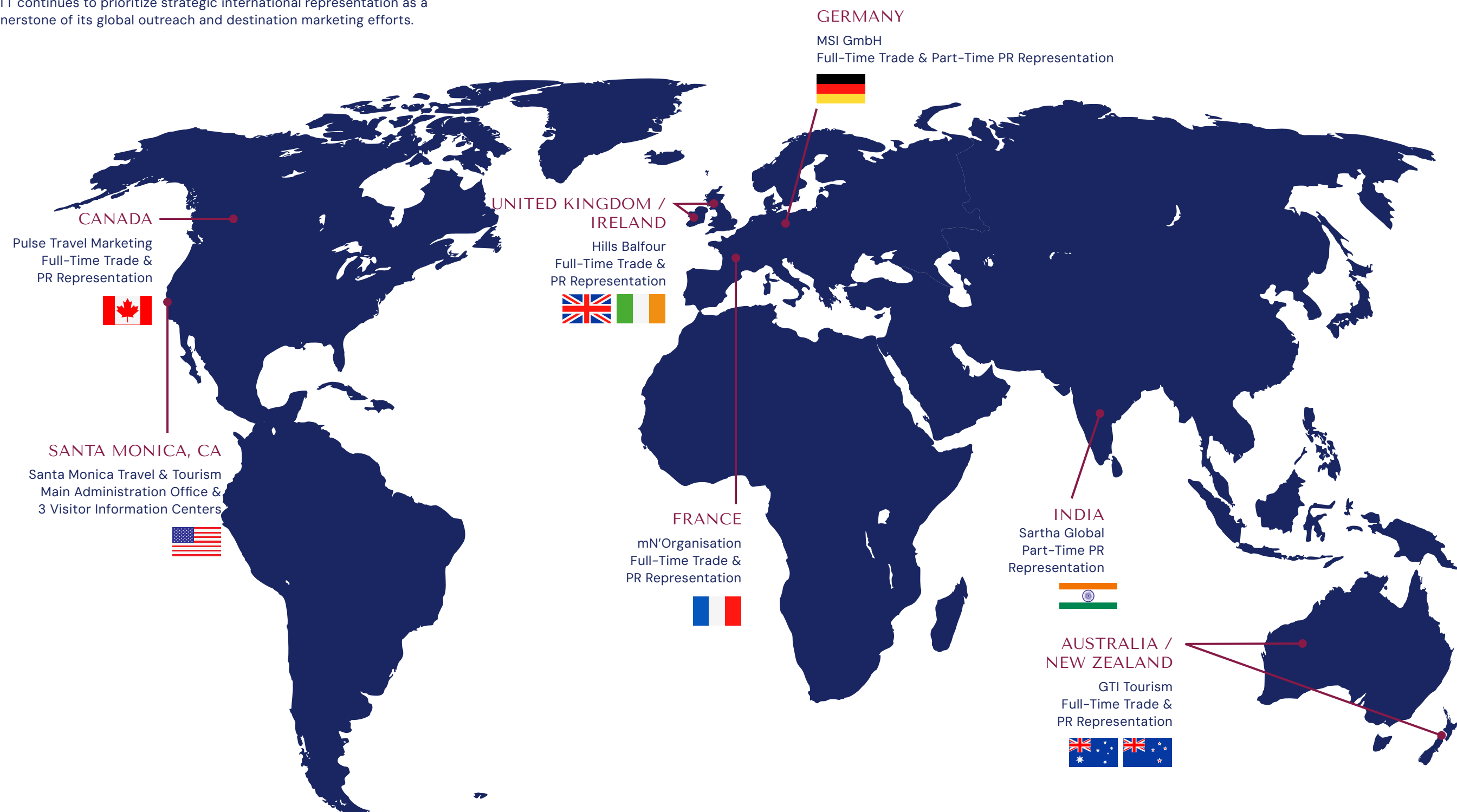




# SMTT AROUND THE GLOBE

SMTT continues to prioritize strategic international representation as a cornerstone of its global outreach and destination marketing efforts.

As an iconic coastal city with a dynamic blend of leisure, lifestyle, and culture, Santa Monica remains a highly desirable destination for international travelers seeking an authentic Southern California experience. Recognizing the critical role international visitation plays in driving economic vitality and supporting the city's hospitality sector, SMTT has implemented a targeted approach to maintaining and expanding its presence in key global markets. This includes trade and public relations representation in Australia/New Zealand, Canada, France, Germany and United Kingdom/Ireland as well as public relations representation in India. In addition to official representation, SMTT also embarked on exploratory activities in key emerging markets.





# UNITED KINGDOM & IRELAND

## IN-MARKET ACTIVITIES

- United Kingdom Sales Mission (Manchester, London, Brighton): Produced a high-impact multi-city mission engaging over 55 travel agents and product managers through nine curated trade events. The program focused on Santa Monica’s luxury, wellness and culinary positioning, while previewing upcoming initiatives including the Route 66 Centennial. The Mission also incentivized engagement through 10 exclusive prizes, including luxury hotel stays and airline vouchers, helping drive strong participation and brand affinity among top-selling agents.
- United Kingdom PR Mission (London): Pitched destination news and story ideas at seven events with one-on-one media meetings in London with leading national, travel and lifestyle publications including Tatler, Metro and The London Standard.
- Brand USA Travel Week: Held 39 strategic meetings with leading United Kingdom and Irish tour operators, reinforcing Santa Monica’s positioning in high-end leisure travel.
- Visit California Airline Co-op Trainings: Trained 70 travel consultants from Virgin Atlantic Holidays and British Airways Holidays, with a focus on premium packaging and family-friendly experiences.
- Tour Operator Trainings: Trained 50 agents at American Holidays, JetSet and Scott Dunn, deepening product knowledge and driving brochure inclusion.
- Webinar Series (Hablo): Trained 90 travel agents on Santa Monica’s appeal, with an average attendance rate of 85% and 93% satisfaction score post-session.
- Unite USA Product Manager Engagement: Met with 21 key product managers during Unite USA to support year-round contracting and shoulder season promotion.
- Virtuoso Connects: Trained 50 luxury agents, focused on curated experiences and high-spend client trends.
- Trade Newsletters: Sent four quarterly newsletters to a targeted list of 300 travel agents and product managers per dispatch. Average open rate: 40%; CTR: 4%.
- Media Coverage: UK media secured coverage with a total reach of 24,696,007 viewers. This included coverage in key United Kingdom publications such as Country & Town House, Woman and Home, Escapism and the Scottish Sun on Sunday.
- Press Releases and Pitches: Distributed 43 bespoke pitches and releases on Santa Monica story angles touching on themes such as the 115th anniversary of the Santa Monica Pier, Route 66 and the LA Olympics in 2028.

## CAMPAIGNS

- Scott Dunn x Visit California Co-op Campaign: Launched a targeted, multi-channel campaign to drive awareness and bookings for luxury family holidays to Santa Monica through one of the United Kingdom’s leading luxury tour operators.

### Expanding Our Reach:

- Two Dedicated United Kingdom Emails (Family + Non-Family Segments) reached 77,000 users.
- Dedicated Blog Post featuring Santa Monica and all participating DMOs resulted in 2,500 views.
- Instagram Story (per DMO) reached 1,000 views per story
- Instagram Carousel Post reached 2,000–5,000 views
- Homepage Feature on California Microsite totaled 33,000 views.
- Google Ads Performance Max Campaign (targeted to luxury family holiday segments) resulted in 250,000 impressions.
- Held an internal staff training of 10 sales, marketing and product team members on Santa Monica product

## VISITOR INFORMATION

- Demographic Profile: Adults aged 35–54, often traveling as couples or with children. Strong skew toward high-income earners in urban centers (London, Dublin, Manchester).
- Demographic Profile: Adults ages 35–54, often traveling as couples or with children. Strong skew toward high-income earners in urban centers (London, Dublin, Manchester).
- Booking Behavior: 27% book six months in advance; 23% three to six months.
- Accommodation Preferences: 56% prefer luxury hotels; 35% of United Kingdom outbound travelers stayed in five-star properties in 2024.
- Motivations: Culinary discovery, beach wellness, outdoor activities, boutique shopping and iconic experiences.
- Travel Planning Trends: 48% plan to use travel agents for long-haul holidays (highest among Gen Z and Millennials).





# UNITED KINGDOM & IRELAND

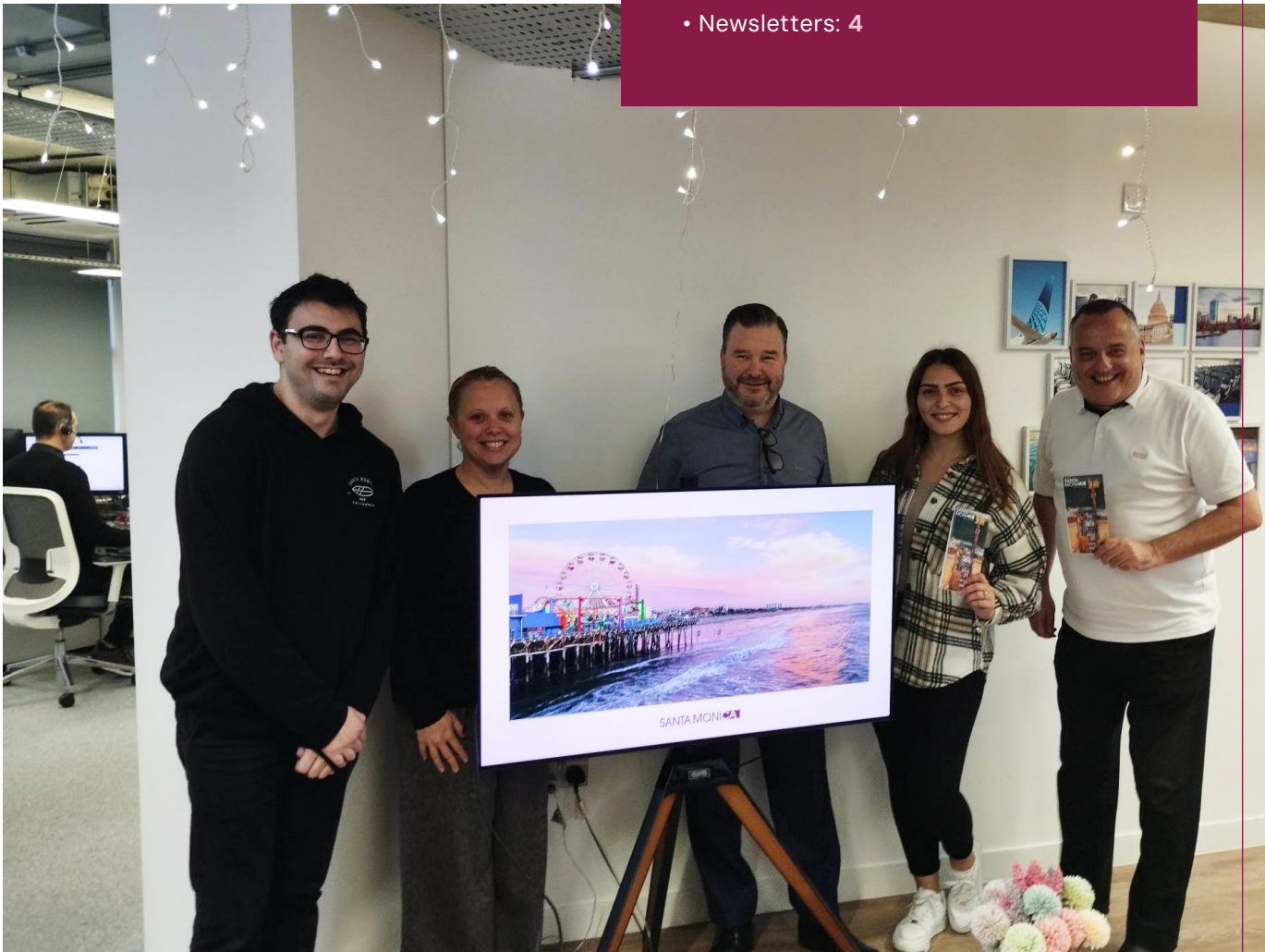
## BOOKING

- The average stay in Santa Monica is three to four nights.
- Travel planning and bookings are most active in April/May and September/October.
- 56% of the United Kingdom market prefers to stay in a luxury hotel.
- 35% of people who went on a holiday abroad in the past 12 months stayed in five-star accommodations, up 30% from the year before.
- More than a third, 34%, of visitors planning to visit long-haul locations is up from 28% last year.
- 48% of European travelers, with Gen Z travelers leading, plan to use travel agents for international holidays in the next two years.

## OUTLOOK AND TRENDS

- Luxury Travel Preferences on the Rise: 56% of United Kingdom travelers prefer to stay in luxury hotels when visiting California, with 35% staying in five-star accommodations – up 30% year-over-year.
- Advance Planning Behavior: United Kingdom travelers typically book United States holidays three–six months ahead. 27% plan trips at least six months out, reinforcing the importance of early marketing and long-lead campaigns.
- Agent Influence Still Strong: 48% of European travelers intend to use travel agents for long-haul bookings in the next two years, with Gen Z showing the highest intent, highlighting the value of continued trade training and engagement.
- Digital Discovery Drives Conversion: 41% of United Kingdom holidaymakers say they’ve been influenced by social media to try a food item or restaurant abroad, with culinary and wellness content key to capturing attention.
- Booking Trends Linked to Seasonality: Peak planning periods are April–May and September–October, making these key activation windows for campaign launches.

- Long-Haul Appetite Increasing: 34% of United Kingdom travelers are planning long-haul travel in 2025, up from 28% last year, signaling a rebound in transatlantic demand.
- Couples Travel is Rebounding: 44% of United Kingdom travelers went on holiday with a significant other in the past 12 months, up from 40%, supporting the continued focus on romantic getaways and adult-focused itineraries.



## TRADE & MEDIA ENGAGEMENTS

- In-Market Sales Calls: 167
- Trade Events: 6
- Agents/Operators Trained: 751
- Luxury Agent Training Events: 2
- Product Managers Engaged: 60
- Webinars: 3
- Newsletters: 4



# GERMANY

## IN-MARKET ACTIVITIES

- Exhibited at the Tourism Consumer Show in Munich in partnership with Visit USA Germany attended by 12,000 consumers.
- Attended Visit USA Germany Expert Day in Düsseldorf and trained 59 travel agents.
- Hosted a FAM for four luxury tour operators: TMC Reisen, ReiseFluesterer, Dreamtime Travel Switzerland and Best of Travel Group Switzerland.
- Participated in the United States specialist Argus Reisen Event and trained 145 travel agents.
- Participated at the Visit USA Switzerland event in Zurich and trained 150 travel agents.
- Conducted meetings with the leading Swiss tour operators Kuoni, Hotelplan, Knecht Reisen, Go2Travel and Swiss Airlines representatives.
- Conducted a webinar with Dertour and trained 99 travel agents.
- Hosted a webinar at the online "Destination Day" with FVW, the leading German travel trade magazine. The webinar highlighted Santa Monica and was followed by a virtual round-table discussion. 327 agents were trained virtually, and an additional 600 downloaded the content post event.
- Held a breakfast seminar at CANUSA office for 23 travel agents.
- Presented at a Tourism Consumer show in Friedrichshafen, Germany in partnership with America Unlimited, which was attended by 55,000 consumers.
- Participated at the Visit California Club event in Köln and trained 35 travel agents.
- Attended a meeting with product managers of two tour operations at CANUSA and CRD Touristik offices.



## CAMPAIGNS

- Launched a holistic SoCal triangle, a partnership with San Diego and Palm Springs promoting tri-destination itineraries, online campaign in partnership with Greater Palm Springs and San Diego with CANUSA.
  - Impressions: 203,854
  - B2B Newsletter: Sent to 23,000 travel agents, open rate: 31%, CTR: 0.95%
- Ran a SoCal triangle sales campaign with America Unlimited Austria, tour operator.
  - Inclusion in dedicated United States Brochure that was sent out to 5,200 clients.
  - Newsletter: Sent to 8,789 Clients, open Rate: 34%
- Launched SoCal triangle sales campaign with CRD Touristik, including content cards on Zeit online, Germany's main weekend newspaper with 602,047 sold copies per week, reaching 2.29 million readers.
  - Impressions: 250,113, Clicks: 1,689, CTR: 0.68%
  - Postcard mailing to 500 selected consumers to inspire their wanderlust.
- Launched SoCal triangle online campaign with Fairflight, tour operator, including Google AdWords, newsletter, social media and blog entry (still ongoing).
  - Sent four trade newsletters to over 750 recipients with an average open rate of 37% highlighting the destination and what's new.
  - Sent out quarterly press releases reaching 690 media contacts.

## VISITOR INFORMATION

- 1,994,786 Germans visited the United States in 2024, showing an increase of 8.5% compared to 2023, making the United States the most popular long-haul destination for Germans.
- 444,000 Germans visited California in 2024.
- Visitor spending of German visitors in California had a volume of 1,050,000 in 2024, which is a 108% recovery compared to 2019.
- California is one of the most popular destinations in the United States for Germans, next to New York and Florida.



# GERMANY

## BOOKING

- The majority of German visitors to the United States continue to book their travel through tour operators and travel agencies.
- Online booking continues to rise in popularity, and is slower to grow for long-haul travel.
- Expecting more than 72 million trips of five days and more in 2025. Of these trips, 10% are long-haul.
- Average trips booked to California are often two to three weeks or more.
- Germany is the largest tourism outbound market in Europe and was 2nd largest in the world in 2024.
- The main booking season for summer travel is November – April.
- The leading United States travel specialists, including CANUSA, America Unlimited or CRD Touristik still report stable booking numbers for California in 2025.

## OUTLOOK AND TRENDS

- United States politics and ongoing news topics such as tariffs and geopolitics are likely to influence the general booking outlook for the market. While bookings for 2025 appear stable, a forecast for 2026 remains difficult.
- High prices in California remain a challenge. Many Germans are willing to spend more on hotels, activities, rental cars and flights. Alternatively, flights to the United States are costing less, with the Euro gaining against the USD, making trips more affordable.
- Complete post-pandemic recovery of airlift volume to California.
- Early booking cycle is trending back to pre-pandemic levels with a good share of business being booked by February of the current year for upcoming summer travel.
- Holidays and traveling rank second place among Germans’ consumption priorities.

## TRADE & MEDIA ENGAGEMENTS

- In-Market Sales Calls: **94**
- Event/Workshops: **7**
- Newsletters: **5**
- Press Releases: **4**
- Trade Events: **2**
- FAMs: **1**
- FAM Participants: **4**
- Agents/Operators Trained: **700**
- Media Hosted: **2**
- Media Calls: **86**





# FRANCE

## IN-MARKET ACTIVITIES

- Attended International and French Travel Market (IFTM) 2024, conducting 24 travel trade show meetings.
- Hosted IFTM Trade Show reception in partnership with Visit Greater Palm Springs. The event was attended by 31 travel trade specialists and partners (tour operators & travel agencies, conciergeries, airlines, DMCs, DMOs) and 13 media (BTOB and BTOC).
- Conducted three on-site trainings for 24 travel agents at tour operator and travel agencies including Le Cercle des Voyages (Virtuoso), My Travel Line (Virtuoso) and Terres Lointaines.
- Trained 10 luxury travel agents at a luxury workshop with Renaissance.
- Trained 15 travel agents at a workshop in partnership with Air Canada.
- Trained 65 travel agents at Visit USA's series of destination workshops across key cities in France (Paris, Lille, Toulouse).
- Participated in two workshops organized by the Tour Operator "Visiteurs" in Rouen and Reims, training 67 agents.
- Hosted three webinars with Havas Voyages, United Airlines and Air Tahiti Nui, training 213 agents.
- Held a media tour and campaign during Paris Summer Games Olympics 2024 with Olympic Gold Medalist Kerri Walsh-Jennings.
- Organized three high-end client lunches at bespoke venues for eight high-profile Virtuoso and Serandipians buyers, strengthening key relationships in the French luxury travel market.

## CAMPAIGNS

- Marketing co-op with Havas Voyages.
- Three webinars with Santa Monica ambassadors.

### DEDICATED NEWSLETTER

- 32,843 sendings (premium target)
- Deliverability rate: 100%
- Open rate: 38%
- Clicks rate: 1%
- Reactivity rate: 2%

### GOOGLE ADS CAMPAIGN

- Impressions: 81,888
- Clicks: 7,302
- Click rate: 9%
- Leads (Specialist Requests): 52

### 387 FILES CONFIRMED

- 351 packages TO + 36 Travel Explorer
- €3.4M of turnover (€3.1M TO packages + €340K Travel Explorer)
- 1064 pax (928 TO + 136 Travel Explorer)

## VISITOR INFORMATION

- In 2024, the United States welcomed 1,706 French travelers, up 7.1% compared to 2023.
- The typical French traveler to California is likely aged 25–44, a high-income Millennial or Gen X and often from Paris. Many travel with children, making family-friendly offerings attractive.
- French travelers to California favor independent planning, using online searches, peer recommendations and travel websites as primary sources. Digital strategies should focus on SEO, content marketing and influencer collaborations. 76% of French visitors are repeat visitors to the United States.
- French visitors prioritize California's major cities, with Los Angeles at the top of their list.
- 42% of French travelers considering California prefer luxury hotels, making them a significant market segment. Other popular accommodation choices include non-luxury hotels and vacation rentals, indicating flexibility in high-end lodging options.
- Together, retail travel agencies and tour operators serve 35% of travelers but are less dominant than online options. Nearly half of travelers use hotel websites and OTAs as primary booking channels, reflecting a preference for digital reservations. Luxury travelers favor direct hotel bookings, emphasizing the need for premium direct services.
- French travelers plan their trips to California well in advance, with a majority booking three to six months before departure. Early marketing strategies and long-lead promotions are essential to capture this audience.



# FRANCE

## BOOKING

- High-income Millennial or Gen X visitors, often from Paris.
- Independent planning: online searches, peer recommendations, travel websites.
- 76% of French visitors are repeat visitors to the United States.
- Direct routes from Paris to LAX on Air France, Delta, Norse Atlantic, French Bee, Air Tahiti Nui and indirect flights from other cities with Air Canada, United Airlines, Lufthansa, British Airways.
- July and August are the most popular travel months for travel between France and the United States.

## OUTLOOK AND TRENDS

- From “revenge travel” in 2023 to a “wait-and-see” approach in 2024. Travelers are adopting a more cautious booking behavior in 2024, though a rebound is anticipated later in the year for summer 2025.
- French travelers to California tend to be budget-conscious and adventure-seeking, with a lower focus on luxury and all-inclusive packages. They prioritize shopping, sightseeing, nature and cultural experiences, with less interest in nightlife and winter sports.
- Direct routes from Paris with Air France, Delta, Norse Atlantic, French Bee and Air Tahiti Nui. Indirect from other main cities with Air Canada, United Airlines, Lufthansa and British Airways.
- Direct routes from Paris with Air France, Delta, Norse Atlantic, French Bee and Air Tahiti Nui. Indirect from main other cities with Air Canada, United Airlines, Lufthansa and British Airways.

## TRADE & MEDIA ENGAGEMENTS

- In-Market Sales Calls: **38**
- Industry Event/Workshops: **8**
- Trade Shows: **2**
- Press Visits: **1**
- FAMs: **1**
- Agents/Operators Trained: **300**
- Media Hosted: **4**





# CANADA

## IN-MARKET ACTIVITIES

- Hosted Sales and Media Mission with partners from Hotel Casa del Mar, Shutters on the Beach, Regent Santa Monica and Sandbourne Santa Monica. Events were attended by 45 Top Tier MICE, Luxury Travel Trade Professionals and media in Vancouver. Met with 69 travel agents and 41 media in Toronto. Met with 36 travel agents and meeting planners and 9 media in Montréal.
- Renewed The Travel Agent Next Door B2B partnership that will include a training webinar and marketing campaigns to reach 1,400 travel agents across Canada.
- Renewed the spoiledagent.com partnership that includes the dedicated Santa Monica landing page and a training webinar to reach more than 18,000 travel agents across Canada.
- Attended four travel trade shows across Canada, meeting with 535 travel agents.
- Attending four additional travel trade shows in 2025 with 300 agents.
- Attended two Virtuoso events in Halifax & Calgary engaging with 200 travel agents across Canada.
- Attended the Prestige Global Meeting Source MICE event and engaged in conversations with top selling meeting professionals which produced 25 leads for Santa Monica.
- Confirmed training and marketing contract with Trevello Canada – the only consortia in Canada that is a Virtuoso partner. This contract allows engagement with their 1,000 travel agents across Canada.
- Attended Prestige MICE networking event in June 2025 to meet with Prestige planners and their end user clients.
- Confirmed sponsorship at Virtuoso Forum in Québec City and Breakfast Sponsorship at Virtuoso On Tour Toronto. Over 350 agents in attendance for both.
- Showcased Santa Monica in the TRAVPRO Luxury Travel Expo with over 75 Canadian agents in attendance.

## VISITOR INFORMATION

- Majority of the Canadian travelers to Santa Monica are coming from Ontario, Québec, British Columbia and Alberta. Canadian visitors tend to have extended stays in California averaging 8.9 nights per visit with an average of three nights in Santa Monica. Primary reasons for travel include visiting friends, relatives, leisure vacation and business. There is a notable rise in solo travel among Canadians with 52% indicating plans to travel alone within the next year.

## CAMPAIGNS

- Launched a successful Expedia Canada Campaign:
  - Return on Ad Spend: 69.1:1
  - CTR: 15%
  - 4,096 airline tickets sold
  - 4,327 travelers booked
  - 274 Room nights – average ADR \$372. Highest ADR was \$694. 51% booked more than a month in advance
  - 29.9% average LOS 3-5 days (average is 1-2 days)
- Produced MICE awareness campaign with The Incentivist, including a dedicated landing page, a comprehensive newsletter and advertising campaign. The Big Box Ad on TheIncentivist.com yielded **546,134** impressions and ad promotion on the Incentivist Newsletter appeared in **45 editions with 659 clicks**.
- 3 dedicated newsletters disseminated through QuickPresse
  - Total Sent: 52,491
  - Average Open Rate: 12%
  - Average CTR: 1.6%





# CANADA

## OUTLOOK AND TRENDS

- Canada remains the largest international source of inbound visitors to the United States.
- In 2024, over 20.4 million Canadians returned home from an overnight transborder trip. Generating \$20.5 billion USD total spend.
- In 2024, 40% of Canadian travelers came from the province of Ontario, 24% from Quebec and 22% from Alberta/British Columbia.
- Last year, 75% of Canadians traveling to the United States came for vacation/holidays and 18% came to visit friends or relatives, with an average of two states visited per trip.
- In a May 2025 report, from Conference Board of Canada reported that a shift in destination choice was becoming apparent for Canadian travelers.
- Top trip activities for Canadians include dining and gastronomy, cultural and historical attractions, beaches, shopping and urban attractions.
- Air routes rose by 10.9% in 2024, surpassing pre-pandemic levels. However, Q1 2025 saw a large drop in transborder trips and an increase in activity to non-United States destinations due to current political sentiment.
- Six in ten travelers from Canada reside in Ontario and Québec, with the majority booking their vacations using travel agents and online travel agencies.
- According to the most recent Conference Board of Canada travel survey, United States air decreased by 14% with a drop in outbound travel intentions for all age groups due to shifting geo-political sentiment and high CAD exchange rate compared to the USD.
- Canadians chose their winter vacation destination based upon a personal connection, with spending time with friends and family as the top reason identified by 60% of domestic travelers and 33% of outbound travelers. Other top motivators for domestic travelers included a desire to stay close to home and opting to go somewhere they feel safe/comfortable visiting. Outbound travelers were most likely to report that their destination choice was influenced by favorable weather, the availability of special deals and price incentives and the type of vacation experience offered.

- Canadian tourism is resilient and based on past history, overnight trips to the United States are deemed to return to previous levels once political sentiment eases.
- There is a negative perception of the United States as an inviting destination. Canadians are not feeling as safe or welcome as they did prior to the new United States leadership.

## BOOKING

- In 2025, Canadian booking trends show a strong shift towards domestic travel, influenced by factors like rising travel costs, the geopolitical tensions, consumer sentiment and a weaker Canadian dollar. Air Canada reports a “low teens” percentage decline in bookings for United States bound travel in Q2 but if the past is any indicator, the Canadian market is extremely resilient.



## TRADE & MEDIA ENGAGEMENTS

- In-Market Sales Calls: **190**
- Workshops: **3**
- Webinars: **6**
- Trade Shows: **12**
- Agent/Operators Trained: **180**
- E-Newsletters: **4**
- Media Hosted: **9**





# AUSTRALIA & NEW ZEALAND

## IN-MARKET ACTIVITIES

- Organized and hosted a Sales and Media Mission to Brisbane, Melbourne and Sydney, for more than 130 media and travel trade representing more than 40 top travel agencies. Hosted four trade events and two media events at bespoke venues designed to emulate Santa Monica and trained with top partners including Flight Centre Travel Group, MTA, Luxury Escapes and Viva Holidays/Helloworld.
- Showcased Santa Monica to key segments in partnership with Brand USA and Visit USA activities including:
  - Attended Brand USA Travel Agent Expos in Auckland and Christchurch in New Zealand and trained 332 travel agents and media on the destination.
  - Brand USA B2B Day in Sydney: met with major consortia, tour operators, wholesalers, travel agents and airlines over the course of 20 targeted meetings.
  - Participated in three Visit USA Expos and trained a collective 700 travel agents and attended a range of VIP industry discussions and events.
- Attended Virtuoso Destination Days event in Sydney and trained 227 luxury-focused travel agents on Santa Monica and its elevated offerings.
- Leveraged a strong relationship with LA Tourism to secure two FAM opportunities for Santa Monica around the Flight Centre Global Gathering, allowing the promotion of the destination to the top agents within the Flight Centre Travel Group network.
- Promoted Santa Monica’s luxury offering at Luxperience and hosted 52 meetings with wholesalers, frontline agents, home-based agencies and major consortia.
- Represented Santa Monica at over five major travel industry events, with top tier partners, the destination’s visibility, the industry on the destination and opportunities for FY 25/26.
- Hosted a webinar with Helloworld group’s training team, presenting news and updates from Santa Monica to 22 agents.
- Secured, individual trade and media FAM requests over the course of the year, from frontline agents, industry teams and media outlets.
- Presented a number of FAM requests for FY 25/26, and hosted top trade and media from Envoyage, Travel Managers, Carnival Cruises, Traveler, Escape and Trave + Luxury.

## CAMPAIGNS

- Negotiated and secured hero co-operative marketing campaign buy-in with Visit California, seeing Santa Monica promoted within a state-wide campaign with premium seller, Qantas Holidays, delivering results including 17 bookings, across 28 customers, representing 37 room nights and a TTV of AUD\$24,842, approximately USD\$17,389.
- Represented Misti Kerns, President/CEO of SMTT at the Visit California CEO Mission in February and attended six key partner events and meetings with top tier partners. Hosted eight media meetings with premium outlets.
- Met face-to-face with important local market partners to discuss and secure cross-promotional opportunities.
- Delivered three market-tailored newsletters to a database of over 2,000 subscribers (travel agents, industry partners, airline representatives and more), following the themes of what’s new in Santa Monica, spring in Santa Monica and unique ways to enjoy Santa Monica Beach. Each designed to inspire recipients to visit or book their clients to Santa Monica, seeing results including an average open rate of 29.30% and an average click rate of 2.85%.

## VISITOR INFORMATION

- The United States was the number four travel destination for Australian travelers in 2024, with California being the most visited state. In 2024, just over 900,000 Australians and New Zealanders visited the US; this is expected to jump to 1.3 million in 2025. About a quarter of Australian and New Zealand travelers are likely to visit the United States within the next 12 months.
- Australian travelers to the United States are staying an average of 12.6 nights, visiting on average two-three cities per trip.
- Air capacity from Australia to the United States continues to grow, primarily driven by US airlines. Brisbane is Australia’s biggest growth hub to the United States, delivering 125% of pre-pandemic activity in January 2025.





# AUSTRALIA & NEW ZEALAND

## BOOKING

- 44% of Australian travelers to the United States are looking to travel with their spouse/significant other, 32% travel as a family with young or adult children and another 32% travel either solo or with friends. Only 3% of travelers are part of a tour/organized group.
- 50% of Australian travelers will use online travel booking and review websites to plan their travel; 25% will seek advice from travel agents.
- The majority of Australian and New Zealand travelers are booking their travel within 90 days of their next trip. 50% of travelers have a few places in mind when starting to research their travel – nearly a quarter have no specific destination in mind.
- January, July and October are the most popular travel months for travel between Australia and the United States.

## OUTLOOK AND TRENDS

- The Australian Dollar (AUD) remains relatively weak against the United States Dollar (USD), sitting at 0.64 in May 2025. The New Zealand Dollar (NZD) is sitting at 0.59.
- Airlines and travel sellers are reporting that sales are down, however, revenue and profitability are up. So, while people are traveling less, they are spending more on their trips. They are maximizing their experiences, seeking the most enjoyment for their spend.
- Experience remains top of mind. People are choosing their destinations based on the experiences they can have, seeking out rest and relaxation, sports and entertainment and bucket list activities. Packages that combine accommodation and in-destination experiences that are sellable and commissionable by agents will be key in 2025 and into 2026.
- Multigenerational travel also remains strong, meaning there's an appetite for accommodation and experiences that can welcome groups of different sizes, ages, needs and interests.



## TRADE & MEDIA ENGAGEMENTS

- In-Market Sales Calls: 110
- Trade Shows: 8
- Agent/Operators Trained: 1,460
- Newsletters: 4
- Media Hosted: 58
- Media Clips: 114
- Trade and Media Events Hosted: 8



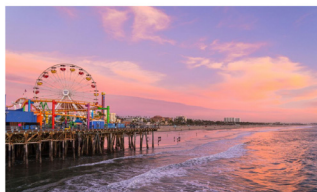
# INDIA

## PUBLIC RELATIONS

- Visit California has identified India as the top emerging market for inbound travel to our state with a rising middle class, increasing disposable incomes and a strong appetite for experiential travel. Indian tourists present a high-potential audience for Santa Monica's unique offerings – beaches, luxury shopping, wellness experiences and sustainability-focused tourism.
- After pausing on activities following the pandemic, Santa Monica re-engaged Sartha Global for part-time public relations representation to grow awareness in this important market. The team had a strong start, hosting five journalists from premier outlets, including **Business Today**, **Travel + Leisure India** and **Provoke Lifestyle Magazine**.
- According to Visit California's India Market Profile, the average length of stay for Indian travelers to California in 2024 was approximately 19.6 days.

**TRAVEL+  
LEISURE**  
INDIA

California Dreaming: Beaches, Hot Springs, And Beyond In The Sunshine State



Circulation: **293,000**

**businesstoday**

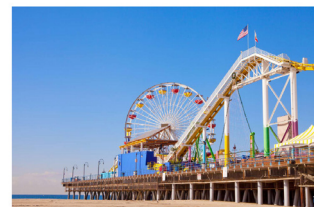
Explore the charm of Southern California beyond LA, Hollywood through these immersive experiences



Circulation: **11.7 Million**

**PROVOKE**  
LIFESTYLE

WHAT DREAMS ARE MADE OF  
HEAD TO SANTA MONICA FOR AN ENCHANTING ESCAPE INTO SUNSET SERENITY, WHERE BLISSFUL SHORES MEET TRANQUIL TREASURES



Circulation: **60,000**



# EMERGING MARKETS

As the travel landscapes continues to evolve, SMTT is currently exploring opportunities in emerging markets including the Asia Pacific Region, Brazil, India, Mexico, the Middle East (GCC) and more. SMTT's initiatives in these markets play a critical role in driving the recovery of international travel overall.

- Attended Virtuoso Connections Asia in Singapore to meet with 30 luxury travel agents.
- Attended ILTM Asia Pacific with Huntley Santa Monica Beach consisting of 3 full days of appointments with the region's most exclusive travel advisors from Australia, New Zealand and other Asia Pacific countries. There were 650 total buyers participating in highly curated meetings and SMTT completed 60 client meetings. SMTT and Huntley Santa Monica Beach hosted a client dinner for five Australian luxury travel advisors.
- Attended Virtuoso Continental Europe Forum in Monte Carlo as a sponsor of the general session, presenting on the destination's luxury hotel updates to an audience 49 agency owners and meeting with managing directors and owners in one-on-one appointments with Shutters on the Beach and Hotel Casa del Mar.
- Attended the Dnata Roadshow in Jeddah, Saudi Arabia, Kuwait and Dubai, UAE with networking events in each city for a total of 160 appointments.
- Attended Connections Conference in Doha, Qatar for networking events and one-on-one appointments with 89 luxury travel advisors from the Middle East and India.
- Attended The Great USA Road Trip by Brand USA with 4 stops in key European cities — Madrid, Milan, Zurich and Frankfurt — showcasing Santa Monica as a Route 66 destination.
- Attended ILTM Latin America, a luxury travel trade show with pre-scheduled meetings with suppliers from the best travel experiences from around the world.
- Attended Serandipians Essence of Panama for three days of prescheduled one-to-one meetings with luxury travel advisors from around the world.





# TRAVEL TRADE





# OVERVIEW

SMTT's Global Business Development Team has sustained its strategic focus on the travel trade segment including tour operators, wholesalers and luxury-focused travel advisors. We have partnerships with esteemed consortia including Virtuoso, Serandipians and Signature Travel Network. In addition to our participation in annual conferences, these partnerships have provided valuable opportunities such as eblasts, webinars and participation in networking events and initiatives.



## DOMESTIC

### DOMESTIC IN-MARKET ACTIVITIES

- Attended Global Travel Marketplace in Florida to meet with over 50 highly vetted North American travel advisors with \$1M+ in sales with Huntley Santa Monica Beach.
- Attended the annual Virtuoso Travel Week in Las Vegas and met with over 60 top luxury advisors from the United States, Mexico, Canada, Australia, France, the United Kingdom and Brazil via one-on-one meetings to highlight unique destination experiences and promote Santa Monica's world-class hotel collection. SMTT partnered with Shutters on the Beach and Hotel Casa del Mar on a pre-Virtuoso Travel Week networking opportunity for over 50 travel advisors.
- Attended Visit California's Connections Luxury Forum and met with 16 travel advisors, CEOs and directors from the United States, Canada, United Kingdom 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.
- Attended International Luxury Travel Market (ILTM) North America in partnership with Shutters on the Beach and Hotel Casa del Mar, engaging over 40 travel advisors from across the Americas.
- Trained 80+ leading United States and Canadian advisors at the Signature Travel Network Annual Conference, a member-owned consortium comprised of over 300 of the travel industry's leading retail agencies.

### TRADE FAMILIARIZATION TOURS (FAMS)

#### SEQUEL TRAVEL FAM

Hosted the Sequel Travel FAM attended by ten travel advisors from Raleigh, North Carolina to familiarize the group with Santa Monica and increase awareness of the destination, hotels, experiences and culture.

#### GLOBAL TRAVEL COLLECTION FAM

Partnered with Shutters on the Beach and Hotel Casa del Mar to host 5 Global Travel Collection luxury travel advisors showcasing Santa Monica activities.

#### TOUR CONNECTIONS FAM

Partnered with Shutters on the Beach and Hotel Casa del Mar on the Tour Connections FAM to host entertainment travel agents showcasing Santa Monica for tour productions.



### IPW

- U.S. Travel Association’s IPW provides a valuable in-person platform to conduct business and strengthen relationships around the world. As the leading inbound travel trade show, past IPWs have generated more than \$5.7 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America’s position as a foremost global travel destination and showcasing the best of what the United States has to offer.
- Participated in IPW 2025 in Chicago, with partners Fairmont Miramar Hotel & Bungalows, Pacific Park, Sandbourne Santa Monica and Huntley Santa Monica Beach to strengthen and build relationships with top international tour operators, receptive operators and wholesalers as we launch the City of Santa Monica’s 150th anniversary and Route 66 centennial initiatives and celebrations.
- In addition to official trade show appointments, SMTT hosted a VIP client event for over 175 top buyers and partners and a media cocktail hour with journalists from key feeder markets.



### CAMPAIGNS

- Partnered with Visit California and Hotelbeds, the world’s largest Online Travel Agency (OTA) and wholesaler, to launch a 6-month B2B campaign from September 2024 to March 2025 to spur room night production from key source markets: United States, Canada, Mexico, United Kingdom, France and Germany. 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 31 million page views. The campaign produced 6,416 room nights for a total of \$2.1 million in revenue for Santa Monica’s hotels.
- Deployed two destination-of-the-month campaigns with premium wholesaler Bonotel Exclusive Travel in February 2025 and April 2025 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 takeover, email banner ad, a brochure ad, and custom newsflashes. The campaign resulted in 434 room nights booked with an ADR of \$516.93, resulting in over \$200K of revenue. Santa Monica was ranked as a Top 5 Booked Destination during the campaign run dates and showed the most month-over-month percentage growth, in comparison to other top destinations.



# GROUP SALES





# OVERVIEW

Santa Monica Travel & Tourism’s Group Sales Team continues its commitment to positioning Santa Monica as a leading destination for meetings and events. By cultivating strong partnerships with industry organizations and associations and actively participating in key events, they effectively showcase our vibrant beach city to meeting, event and incentive planners both domestically and internationally.

## TRADE SHOWS

Showcasing at meeting, incentive, conference/ congress and exhibition/events (MICE) events and trade shows is a key component of SMTT’s strategy. Last year, the Group Sales Team attended 10 trade shows to engage meeting planners and place a spotlight on the exciting hotel, events space and destination updates in Santa Monica. Notable trade shows included SmartMeetings, Incentives, Business Travel, and Meetings (IBTM) Americas, International Meetings and Exhibitions Group (IMEX), ConferenceDirect Forum and Annual Partner Meeting (APM), HelmsBriscoe Annual Business Conference (ABC), C&IT forum and more.



## MICE SALES MISSIONS

In September 2024, SMTT hosted a sales mission in Vancouver to engage with approximately 40 top-tier event and meeting professionals. In partnership with our hotels, SMTT hosted a series of office visits, a dedicated breakfast/luncheon, one-on-one appointments and a networking event. SMTT and partners from Shutters on the Beach, Hotel Casa del Mar, Sandbourne Santa Monica and Regent Santa Monica Beach were able to spend quality time with planners from organizations such as ConferenceDirect, HelmsBriscoe and MCI. In addition to our hotel partners, SMTT partnered with Air Canada to help promote Santa Monica to the Vancouver market. We also partnered with ETC Hotels to conduct sales calls in Phoenix, where we had the opportunity to meet with HelmsBriscoe and Meetings Concierge.

## INDUSTRY RELATIONS AND PARTNERSHIPS

SMTT’s Group Sales Team partnered with industry associations and MICE-focused networking events for additional exposure to our hotels and the destination. Events included **SITE SoCal**, **MPI Southern California Chapter**, roadshows with Visit California and **ALHI** and **IMEX**. Additionally, SMTT sponsored **Society for Incentive Travel Excellence (SITE)** SoCal’s Annual Holiday Gala and hosted buyers to join SMTT in Carlsbad for this incentive experience and charity gala with Regent Santa Monica Beach, Fairmont Miramar Hotel & Bungalows and Huntley Santa Monica Beach. SMTT also partnered with hotels to secure new group business by offering customized site inspections, sponsored airport transfers for VIPs and experiences including beach yoga and The Getty Villa.



SMTT continued its partnerships with **American Express Global Meetings and Events** and **Tour Connections**. In addition to these key partnerships, the Group Sales team has introduced the destination to meeting planners via familiarization (FAM) trips, organized and hosted by SMTT. One of these FAMS included the **ConferenceDirect** leading sales team, Team Landers. The team partnered with Shutters on the Beach, Hotel Casa del Mar, Fairmont Miramar Hotel & Bungalows, Santa Monica Proper Hotel, Huntley Santa Monica Beach, Sandbourne Santa Monica and Regent Santa Monica Beach for accommodations, meals and site visits. Additional partnership opportunities include **Prestige Presidents Club** of 2025 this summer at Regent Santa Monica Beach and also a partnership with Shutters on the Beach and Hotel Casa del Mar for an **Associated Luxury Hotels International (ALHI)** showcase.





## CLIENT ADVISORY BOARD

For the second year, SMTT hosted a Client Advisory Board with meeting professionals from various organizations such as Nike, Ticketmaster, Milken Institute, Lionsgate, Dior, Simpson and Thatcher LLC, Innov8 Meetings, Perkins Coie, Lincoln International and Proton Therapy Partners. A focus group and FAM trip allowed SMTT to showcase the changes in Santa Monica since their last visit in 2022. The team partnered with Shutters on the Beach, Hotel Casa del Mar, Regent Santa Monica Beach, Oceana Santa Monica, LXR Hotels & Resorts and Santa Monica Proper Hotel to offer customized site inspections and hosted meals for the group of clients. The meeting planners got to experience personalized activities such as a bike tour with a visit to the Jonathan Beach Club and the Santa Monica Pier.

## CONFERENCEDIRECT AND HELMSBRISCOE

SMTT is excited to continue our annual partnerships with ConferenceDirect (CD) and HelmsBriscoe (HB) for the eighth consecutive year. CD is a leading provider of global, digital and in-person meeting solutions. As a Strategic Partner, SMTT participated in their annual CD Forum and APM trade shows in Orlando and Philadelphia to engage and meet with corporate meetings and events associates. HB is the largest meeting procurement and site selection organization and continues to be the top producing intermediary company for the destination. Both partnerships have seen year-over-year increases in production for Santa Monica hotel partners and SMTT. In addition to their highly anticipated annual conferences, associates from both organizations came to Santa Monica for team meetings, incentive experiences and site inspections through the year.

## BOOKINGS

Cvent is an online tool for the submission of RFP/event leads and receiving proposals from hotel partners and responses from Destination Marketing Organizations (DMO) like ours. SMTT's strategic marketing efforts and attendance at industry events has allowed SMTT to maintain a minimum of 22% or higher 'copyshare' and an increase in awarded room nights and new meeting planners sourcing the destination.

### HELMSBRISCOE

Booked Revenue: **\$1,425,085**  
Booked Room Nights: **3,540**

### CONFERENCEDIRECT

Booked Revenue: **\$402,086**  
Booked Room Nights: **1,044**





# LOCAL ACTIVITIES





# PROGRAMS



## 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 nonprofit 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 nonprofit organizations that are tackling homelessness, environmental protection, hunger, workforce development, at-risk youth and elderly assistance, cultural programming and more.

Volley-Ween, a Halloween-themed beach volleyball fundraising tournament hosted in October, raised **\$7,500**. The funds raised were donated in equal parts to the Santa Monica College Basic Needs Fund, Westside Food Bank and The People Concern. These Santa Monica nonprofit organizations address student food, housing, healthcare and childcare needs; food insecurity; and housing insecurity, respectively.

Also in October, Santa MoniCARES hosted its annual SOCKtober collection drive. Aimed at garnering support and sock donations for local distribution, our community came together and gathered a total of **1,523** pairs of new socks, the most requested item at local shelters.

During the months of November and December, Santa MoniCARES — in partnership with Affirmation Effect, Hyatt Centric Delfina Santa Monica, the Lois Lambert Gallery, Sandbourne Santa Monica, the Santa Monica Art Museum, Santa Monica Yoga and Viceroy Santa Monica — spearheaded a clothing and food drive to support our neighbors in need during the winter season. Clothing donations were accepted at SMTT Visitor Information Centers and participating partner locations. The drives resulted in **1,171** pieces of new and gently used business clothing and **183** nonperishable food items being donated to Chrysalis, The Salvation Army Santa Monica and Westside Food Bank.

In addition to planned charitable giving, Santa MoniCARES also stepped up when our community faced unexpected challenges. To read more about our wildfire recovery efforts, please see page 77.

To become more involved or learn more about Santa MoniCARES, please email [cares@santamonica.com](mailto:cares@santamonica.com)

## 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 is a two-hour interactive learning workshop and in person 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 over **3,000** are now armed with a database of facts, figures and “Did You Know” anecdotes about Santa Monica for customer interactions.



## VEO HELMET PARTNERSHIP

In an effort to promote safety, SMTT continues its partnership with Santa Monica based micro-mobility company Veo to distribute free helmets to riders across the city. The destination boasts an impressive 120 miles of bikeways, including 28 miles of protected green lanes, and this partnership encourages travelers to embrace active mobility safely. Because most visitors do not bring helmets with them, this partnership allows them to ride (or scoot) around town safely. Helmets are one-size-fits-most and riders must be 18 years old to rent e-bikes or scooters. Helmets can be picked up and dropped off at any of our three Visitor Information Centers.

- **Main Visitor Information Center**  
2427 Main Street
- **Pier Shop & Information Center**  
200 Santa Monica Pier
- **Visitor Information Kiosk**  
1400 Ocean Avenue

## TOURISM IMPROVEMENT DISTRICT PROGRAM (TID)

On March 7, 2022, SMTT began a piloted 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 five hotel properties from Pacific Terrace to Bay Street between Appian Way and Ocean Front Walk. SMTT employs a third-party vendor, Chrysalis, to conduct cleanup service seven days a week. Chrysalis is a nonprofit that helps individuals prepare for, find and keep employment.

Since the program’s inception, the Chrysalis teams have collected over **9,069** bags of trash and removed **2,253** pieces of graffiti marks, 4,280 stickers and 35 biohazardous items. 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, power washing and more.



# MARKETING & PUBLIC RELATIONS





# SANTAMONICA.COM STATISTICS

## SANTAMONICA.COM'S TOP 5 LANDING PAGES

- 1. Santa Monica Events
- 2. Homepage
- 3. Santa Monica Shopping
- 4. Santa Monica Restaurants
- 5. 3rd Street Promenade |  
Downtown Santa Monica

## TOP 5 INTERNATIONAL MARKETS VISITING SANTAMONICA.COM

- 1. Canada
- 2. United Kingdom
- 3. Australia
- 4. China
- 5. Mexico



54.9%  
Female



45.1%  
Male

VISITORS TO SANTAMONICA.COM  
(as of 06/02/25)



72,000  
Average Monthly Site Visits



2.8  
Page Views Per Visit



46 SECONDS  
Average Time On Site



25-34  
Predominant Ages





# DIGITAL MARKETING

## SANTAMONICA.COM

SMTT introduced a website redesign and brand refresh in summer 2024, streamlining navigation for visitors and locals alike while modernizing design and branded photography. The result was an award-winning website with updated brand colors, fonts and lifestyle photography reflective of a modern, cosmopolitan beachside town that’s both chic and approachable. We launched the new “Flow Against the Grain” campaign to engage visitors to the [santamonica.com](https://santamonica.com) homepage with dynamic, eye-catching assets and helpful scrollable content blocks. The campaign won a prestigious **gold Travel Weekly Magellan Award** for Destination Marketing Website, a **Bronze Hospitality Sales and Marketing Association International (HSMIA) Adrian Award** for Best Brand Campaign and an **eTourism eTSY Award** for Best Multichannel Marketing Campaign.

Our team worked continuously with our agency of record to optimize website search engine optimization (SEO) strategies for enhanced site visibility. During this website refresh, SMTT updated popular itineraries, business specials and event pages to be more dynamic, inviting visitors and locals to stay updated on the latest changes in our destination.

SMTT’s commitment to innovation goes beyond keeping up with new technology and modern trends — it’s about creating dynamic digital experiences that captivate visitors and keep them coming back. By embracing cutting-edge advancements, this refresh enhances the destination’s appeal, making every interaction more immersive and unforgettable.

## PARTNER PORTAL

If your business serves tourists and has a valid City of Santa Monica business license, you’re eligible for a **free listing** on [santamonica.com](https://santamonica.com) — a site visited by over 70,000 users every month!

With your designated business listing, you can showcase images, video and key details, including the business name, address, phone number, website, description, amenities, logo, photos, videos and social media links. This puts your business in front of visitors planning their stay in Santa Monica as well as locals seeking events, specials and more. Plus, businesses that optimize their listings through the Partner Portal not only improve their SEO placements, they also see up to 10x more referral traffic than those that don’t.

Don’t miss out — maximize your exposure today. Request access to the Partner Portal at [santamonica.com/partner-portal](https://santamonica.com/partner-portal).

For questions, please email [partnerportal@santamonica.com](mailto:partnerportal@santamonica.com).

## 360° EXPERIENCES

Since 2018, SMTT has teamed up with Threshold 360 to bring immersive 360° virtual tours to [santamonica.com](https://santamonica.com) business listings. These **free interactive videos** let visitors explore Santa Monica businesses firsthand, creating a dynamic online experience that also serves as a powerful sales tool. The impact speaks for itself — this partnership drives an impressive 13.48% click-through rate, boosting visibility for local businesses and inspiring more visits to the destination. SMTT is excited to continue this collaboration, helping even more businesses shine online.

## UPDATED REPORTING DASHBOARD

As part of SMTT’s strategy to elevate its data capabilities, we’ve integrated the Symphony Intelligence Platform into our operations, bringing powerful insights to the forefront of our decision-making. With access to inbound and outbound travel data from 300+ global cities, all 50 states and 190 countries, plus 30+ years of historical data, Symphony allows us to conduct in-depth market analyses in minutes. By combining this with SMTT’s existing dashboard, which holds over 20 years of historical data, we’re unlocking deeper market trends and fine-tuning our efforts to position Santa Monica as a top travel destination.

## MEDIA COVERAGE

SMTT’s Public Relations team works to secure press coverage on the destination through a variety of earned media strategies. These include pitching, attending trade shows and hosting media on FAM tours. Each quarter the team also distributes a press release on the latest news from the destination To submit ideas, please email [media@santamonica.com](mailto:media@santamonica.com).

## SOCIAL MEDIA



78K  
Facebook Fans



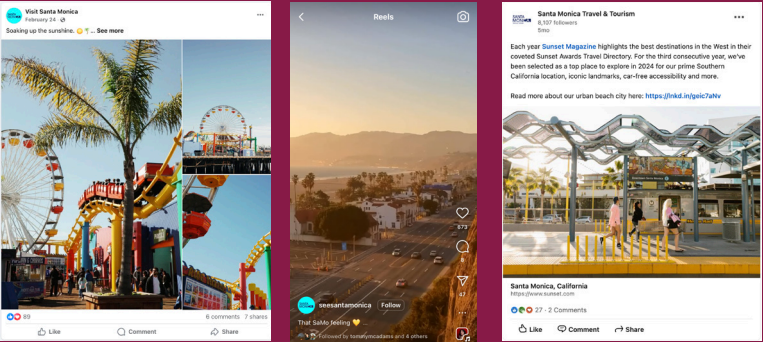
59.3K  
Instagram Followers



40.9K  
X Followers



8K  
LinkedIn Followers



## FAMILIARIZATION TOURS

SMTT is proud to partner with vetted Santa Monica tourism-serving businesses through familiarization tours (FAMs). A FAM is designed for attendees ranging from travel agents and sales partners to journalists and influencers to experience first-hand what Santa Monica has to offer. The in-destination experiences allow them to better promote and sell the city to their customers, publications’ readers, social media followers and more. SMTT organizes the FAM tour from start to finish and works with local businesses on complimentary or discounted experiences for attendees throughout their stay in the city. FAM tours offer participating businesses with opportunities for not only exposure and relationship building, but also to showcase updated product, sustainable practices, experiences and more For information or to become a participating business, please email [clientservices@santamonica.com](mailto:clientservices@santamonica.com).



# WILDFIRE RECOVERY EFFORTS

In response to the January 2025 wildfires in Los Angeles, SMTT swiftly mobilized to support affected communities and reassure visitors of the city's safety and resilience. While Santa Monica remained physically unscathed, the organization recognized the need to address the emotional and economic impacts of the disaster. In addition to meeting with Visit California and community stakeholders to develop a recovery plan, we implemented the following tactics:

**Communications:**

- Sent daily newsletters to community with essential updates.
- Activated social media to share real-time emergency updates and celebrate local businesses who were stepping up to offer assistance.
- Worked with Mayor Lana Negrete to film and disseminate economic recovery video messages.
- Pitched local media on economic recovery updates to secure positive press coverage celebrating businesses.

**Marketing:**

- Activated emergency landing page on [santamonica.com](https://santamonica.com) to share information.
- Collected offers from more than 50 local businesses for first responders and evacuees – shared these on [santamonica.com](https://santamonica.com) and across social media.
- Developed a messaging toolkit to provide local businesses with a communication strategy. This toolkit was distributed in multiple phases and included both copy and destination imagery to support the campaign.
- Produced “Santa Monica is open” video celebrating local businesses which received **474,000** views on YouTube.
- Participated in Visit California’s wildfire recovery ad campaign which included out-of-home, digital display and radio ads in key drive markets including San Diego, Sacramento, San Francisco, Las Vegas and Arizona.
- Additional audio ads on Pandora and iHeart Radio.



**Santa MoniCARES:**

During the wildfires in January 2025, our team rapidly shifted gears to work cohesively with government, nonprofit and other local and regional entities on Los Angeles wildfire relief efforts, including working with local restaurants to provide meal donations for first responders and the National Guard, delivering those meals, volunteering at fire relief events, collecting monetary and physical donations for those affected, connecting volunteers with organizations who needed help and creating hygiene kits for individuals, families and firefighters. Santa MoniCARES also partnered with Prost Beach Cities chapter to raise money for those affected by the Los Angeles wildfires. Prost Beach Cities ran a three month long silent auction to raise funds. In total, **\$78,431** was raised and distributed between Santa Monica College, Santa Monica Firefighters Relief Fund, Westside Coalition and The Change Reaction.

**Santa MoniCARES Wildfire Recovery Highlights:**

- Collected more than **3,000** meals for first responders and Santa Monica Police Department.
- Raised **\$16,382** in cash donations to support wildfire recovery efforts.







# MARKETING

FY 24/25: Establishing a Rebrand and Selecting our New Agency of Record (AOR).

On the heels of an award-winning brand refresh and website redesign, we’re further tailoring our branding across all assets of the organization to better suit our destination’s needs consistently. We’ll be approaching this in a data-driven way with analytics and research partners to meet visitors — as well as the community — where they are currently.

We’re excited to announce our new Agency of Record: 62ABOVE. After a thoughtful and thorough RFP vetting process, this creative branding agency comes to us with extensive destination marketing experience across Southern California and the United States. Their team is tasked with elevating our brand relaunch and taking it to the next level, reflecting the destination now and moving forward. In addition, 62ABOVE helped SMTT respond to the 2025 Los Angeles wildfires with a video showcasing small businesses in Santa Monica reminding viewers that “We’re Open” for use on our website, social media and digital advertising.

This year we will also be focused on bringing the Official Santa Monica Visitor Guide and Map in-house to better control our advertising efforts and how the brand is laid out to address the needs of our community and customers.

## PAID MEDIA CAMPAIGN

Paid media efforts in FY 24/25 focused on driving bookings, showcasing new luxury offerings and differentiating Santa Monica from other California beach destinations in top feeder markets through a strategic integrated media advertising campaign. In addition, we aimed to drive traffic to our website and increase partner referrals through dynamic ads with updated imagery and branding.

We maintain an evergreen campaign approach with the following goals:

- Increase year-over-year growth in ratio of weekday to weekend occupancy.
- Allocate budget strategically to drive more traffic during shoulder seasons.
- Generate increased economic impact by driving visitation and overnight bookings and increasing length of stay by targeting higher household income audiences.
- Differentiate from other California beach destinations and ensure Santa Monica is recognized as the premier luxury (and original) beach-city destination.

Our strategy was built on deep research into travel sentiment and media consumption habits, leading us to adopt a high-impact digital approach complemented by a mix of traditional and innovative regional tactics. Our focus is boosting brand awareness and driving traffic through a full-funnel marketing strategy that leveraged paid search engine marketing (SEM), Meta ads, paid social, programmatic display, video advertising, digital out-of-home (OOH) and print media.

By partnering with industry leaders like Condé Nast Traveler Multi-Channel, Connected TV, EDGE Media, Expedia, Google, Google Discovery, Sunset, TripAdvisor and Visit California, we maximized our reach and impact. Throughout the year, we also launched specialty campaigns — including recovery efforts during and after the Los Angeles wildfires, Extra Bedroom, Love Notes to Santa Monica, Spring Staycation and more — further amplifying the Santa Monica destination.





# VISIT SANTA MONICA



[Plan My Trip →](#)

## SANTA MONICA

### TARGET AUDIENCE/ TARGET GEOS

Based on audience research, conversion rates and website traffic, interested and intent-based audiences include Beachgoers, Urban Explorers, Health and Wellness travelers and Family Vacationers. The primary target markets were New York, Dallas, San Francisco/ Bay Area and Chicago, with secondary markets including Phoenix, Las Vegas, Tucson and Sacramento.

### METRICS & OUTCOMES FROM JULY 2024 - APRIL 2025

Throughout the campaign, key performance indicators (KPIs) were monitored to track campaign success:

- Paid Sessions: **172,102**
- Organic Sessions: **825,887**
- Partner Referrals: **113,594**

### VISITOR GUIDE AND MAP

SMTT is taking the 2025 Official Santa Monica Visitor Guide and Map to the next level, bringing production in-house to ensure an authentic, hyper-local, page-turning experience. This nearly 100-page curated guide will showcase the best places to stay, play, shop and dine across Santa Monica's walkable 8.3 square miles. The new issue will be available at the end of June 2025.

More than just a directory, the guide will highlight Santa Monica's leadership in sustainability, wellness and community, offering insider tips, hidden gems and must-visit experiences to help travelers make the most of their stay, with an eye on new luxury offerings we're eager to showcase.

Accompanying the guide, our detailed walking map will make navigating the city easy while spotlighting new hotels, attractions and businesses. As essential planning tools, these complimentary publications help visitors make informed decisions before and during their trip. SMTT ensures broad distribution — reaching international, domestic and regional markets, as well as local Santa Monica businesses — so travelers everywhere can discover what makes our city truly special.

Visitors can pick up a free printed copy from any of our three Visitor Information Centers, request print materials via mail by filling out a simple web form or download digital copies at [santamonica.com/publications](https://santamonica.com/publications). Bulk orders are available upon request.





# WAYS TO WORK WITH US

SMTT offers a variety of free and fair share partnership opportunities to raise awareness about your business and services, targeting both visitors planning their trip to Santa Monica and locals planning a staycation or night out. The more collaborations you opt-in for, the better equipped you will be to sustain and grow your business with us. To learn more about these programs and opportunities, visit [santamonica.com/partners/promote-your-business](https://santamonica.com/partners/promote-your-business).

- Advertise in the Official Santa Monica Visitor Guide and Map, which is distributed to local, regional, domestic and international markets.
- Participate in trade shows and sales missions.
- Host travel writers, travel agents and FAM groups.
- Network with local industry professionals at SMTT events.
- Receive qualified leads for group room nights, event space, group dining and offsite activities.
- Submit your events for inclusion on our city calendar, the most visited page on [santamonica.com](https://santamonica.com).\*\*
- Attend the free “I Am Santa Monica” Workshop to become an Official Santa Monica Ambassador.\*\*
- Nominate your employees or colleagues for The Thelma Parks Tourism Spirit and Jeff King Tourism Champion Awards.\*\*
- Advertise on [santamonica.com](https://santamonica.com) or in SMTT’s eNewsletters.
- Volunteer for a committee.\*\*
- Upload information to your free [santamonica.com](https://santamonica.com) listing page with your information, photos, videos and more via the Partner Portal.\*\*
- Submit seasonal and citywide specials to be promoted on [santamonica.com](https://santamonica.com) and other distribution channels.\*\*
- Stay up-to-date by subscribing to SMTT’s eNewsletters.\*\*
- Post, tag or email your special events and media coverage to [marketing@santamonica.com](mailto:marketing@santamonica.com) for additional promotional opportunities via our destination presence on Facebook, X, Instagram and LinkedIn.\*\*
- Become a vetted business for SMTT-led familiarization (FAM) tours to receive unique exposure and networking opportunities with industry professionals. Email [clientservices@santamonica.com](mailto:clientservices@santamonica.com) to express your interest.

(\*\* denotes a free service)







# PR CIRCULATION & PUBLICITY VALUE

At SMTT our Communications Team works year-round to secure press coverage that positions Santa Monica as the premier beach city and essential California destination for travelers. With this goal in mind, our team works with journalists locally, nationally and internationally to bring bespoke stories to life that highlight our core marketing pillars.

This past fiscal year, we continued engaging media from Australia/New Zealand, Canada, France, Germany, the United Kingdom and Ireland and the United States, with new efforts from the emerging market of India.

To secure high-quality coverage, our team regularly hosts leading journalists, editors and influencers on press trips to highlight what’s new and noteworthy in the destination. Through a combination of ongoing proactive pitching, **30** press trips and 6 leading events and missions, our team secured over **200** stories in more than **200** global publications this fiscal year reaching a record number of travelers in key markets.

GLOBAL CIRCULATION  
3,581,388,285

ESTIMATED AD EQUIVALENCY  
\$17,104,071

VIVA



Los Angeles Times



PROVOKE



The New Zealand Herald



Forbes

Forbes Travel Guide's Top 12 Destinations For 2025



The New Zealand Herald

LE MAG

TRAVEL+ LEISURE

This U.S. City Was Just Named the Best Beach Destination in North America

Its easy-breezy beachside glamour has been drawing travelers to Santa Monica for decades.







## TOP PRESS ACCOLADES 24/25

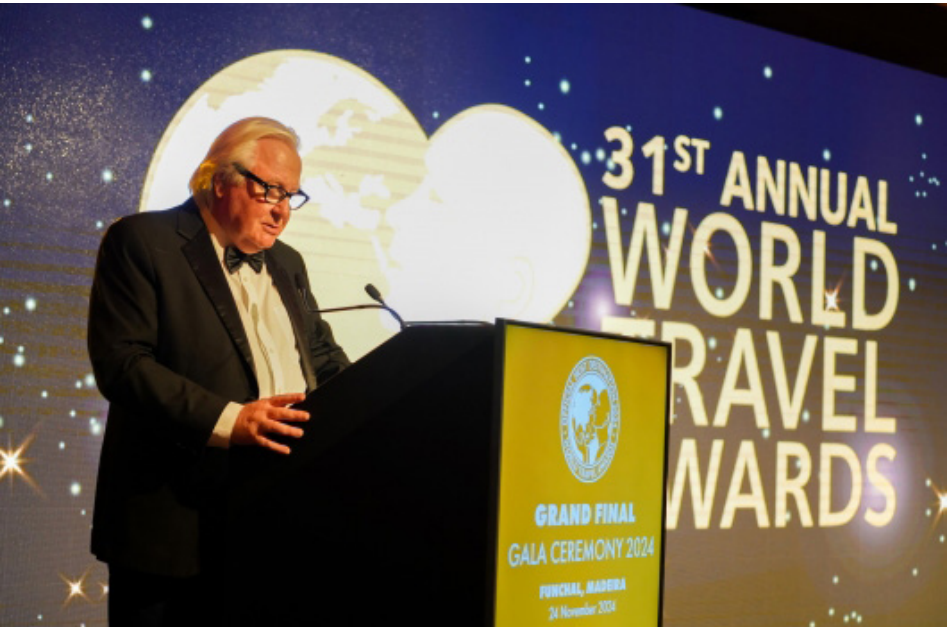
Our team is proud to have been featured in more than 200 pieces of coverage this year with 11 of these placements putting Santa Monica at the top of sought-after best-of lists. Santa Monica was notably named one of **Travel + Leisure’s 50 Best Places to Travel in 2025** in their “For Beach Vibes” category. Carefully selected by the Travel + Leisure team for pushing the envelope and delivering unparalleled travel experiences, Santa Monica was recognized by the travel authority for its host of new offerings including Sandbourne Santa Monica, Regent Santa Monica Beach, Snackville at Pacific Park and more. Celebration of Santa Monica continued with **Forbes** recognizing Santa Monica as a Top 12 Destination for 2025, as well as the United Kingdom’s **Sunday Times** naming Santa Monica amongst their Best Holiday Destinations for 2025. Six Santa Monica hotels and 18 restaurants were honored by **MICHELIN** in their world-famous dining guide and new Hotel Keys program. Our iconic Santa Monica State Beach with its broad sandy shores and stunning coastline was also named a top choice by **USA TODAY’s 10Best**, **Tripadvisor** and the **Los Angeles Times**.

- **Travel + Leisure** – The 50 Best Places to Travel in 2025  
Santa Monica, California
- **Travel + Leisure** – Readers’ 15 Favorite Hotels in Los Angeles of 2024  
Oceana Santa Monica, Viceroy Santa Monica, Shutters on the Beach, Fairmont Miramar Hotel & Bungalows and Santa Monica Proper Hotel
- **Travel + Leisure** – 100 Best New Hotels of 2024  
The Georgian Hotel
- **The MICHELIN Guide** – 2024 Dining Guide  
Bib Gourmand: Colapasta, Cobi’s  
Star: One Star Citrin, Two Star Mélisse
- **The MICHELIN Key** – 2024 Hotel Keys  
One Key: Hotel Casa del Mar, Fairmont Miramar Hotel & Bungalows, Santa Monica Proper Hotel, Shutters on the Beach, and The Georgian Hotel
- **Condé Nast Traveler** – 2024 Readers’ Choice Awards – Top 20 Hotels in Los Angeles  
Fairmont Miramar Hotel & Bungalows, Viceroy Santa Monica, Hotel Casa del Mar, Shutters on the Beach, Oceana Santa Monica
- **USA TODAY** – 10 Best Awards: Coastal Gems of California  
Santa Monica State Beach
- **Tripadvisor** – 2024 Travelers’ Choice Awards  
Santa Monica State Beach, Shore Hotel
- **Los Angeles Times** – The 50 Best Beaches in Southern California  
Santa Monica State Beach
- **Los Angeles Times** – 101 Best Restaurants in Los Angeles  
Cassia, Birdie G’s, Rustic Canyon, Mélisse, Pasjoli

## INDUSTRY AWARDS 24/25

Our beautiful beachside destination received recognition from numerous prestigious organizations this year. These formal awards remain a top strategic priority for SMTT, enhancing our brand reputation and providing travelers with the additional confidence that Santa Monica is the perfect destination for their next trip. We secured **9** accolades this fiscal year, including **North America’s Leading Beach Destination** and **North America’s Leading Tourist Board** from the renowned **World Travel Awards**, and a placement in the coveted **Sunset Travel Directory**. Santa Monica also took home its third consecutive **Trazee Award** for Favorite Beach Town, Southern California and second consecutive **WhereverFamily Award** for Best Family-Friendly Beach Town, West United States.

Our dedicated team was honored for our ongoing work to promote Santa Monica around the globe. Two of our team members were recognized with a 30 & Under Emerging Leader Award by the **CalTravel Awards**. Our refreshed website and eye-catching new branding earned a **Gold Travel Weekly Magellan Award** for Best Destination Marketing Website, a **Bronze HSMAT Adrian Award** for Best Brand Campaign and an **eTourism ETSY Award** for Best Multichannel Marketing Campaign.







# PARIS OLYMPICS BEACH VOLLEYBALL CAMPAIGN

Santa Monica is the birthplace of modern beach volleyball, one of the most iconic sports at the Summer Olympics. To capitalize on a global audience of sports enthusiasts, SMTT partnered with three-time Olympic Gold medalist Kerri Walsh Jennings at the 2024 Paris Olympic Games. Walsh Jennings was equipped with her passion for the destination from her lived experiences training in the city and visiting with her family and messaging by SMTT’s PR team. The team strategically targeted national and global news outlets that were already on the ground in Paris for the games, offering interviews with Walsh Jennings and a fun new angle on beach volleyball ahead of the sport’s final matches. Live from Paris, she starred in social media content and conducted interviews with numerous national news outlets about Santa Monica onsite at the Paris Olympics. Media coverage from these interviews resulted in 33 pieces of earned coverage and related syndications including editorial, social and broadcast, reaching an audience of over **706.4 million**. The coverage has an estimated ad value equivalency of **\$1,723,681.32** with notable editorial placements in USA Today, KTLA, FOX News, Extra and CNBC, as well as social posts also on Bleacher Report, FOX News, KTLA and FOX News Sports.

OLYMPICS

## Kerri Walsh Jennings on why Santa Monica, birthplace of beach volleyball, reigns supreme ahead of LA Olympics

Being the birthplace of modern beach volleyball, Walsh Jennings sees no better place for the world’s best  
By Scott Thompson · FOX News



## KELLY CLARKSON SHOW

Santa Monica recently gained national exposure on The Kelly Clarkson Show, thanks to a collaboration with travel expert Emily Kaufman, known as “The Travel Mom.” The Kelly Clarkson show is broadcast to an audience of 1.2 million viewers per episode. In a special segment, Kaufman surprised two lucky audience members with tropical vacation packages, spotlighting Santa Monica as a premier destination. This partnership was facilitated through a sponsorship with Fairmont Miramar Hotel & Bungalows and our ongoing relationship with Kaufman, who has a history of featuring Santa Monica in her travel segments. Her endorsement not only showcased the city’s attractions but also included a hotel giveaway, enhancing Santa Monica’s visibility and appeal to a broader audience. This collaboration underscores the effectiveness of strategic partnerships in promoting Santa Monica as a top-tier travel destination.



## PETER GREENBERG'S SANTA MONICA FEATURE

In March 2025, Peter Greenberg featured Santa Monica in a special episode of his “Eye on Travel” podcast, recorded at The Sandbourne Hotel. The episode delved into the city’s rich cultural history and its swift, compassionate response to the devastating fires that affected nearby communities like Altadena and the Pacific Palisades. Greenberg engaged in conversations with guests including celebrated chefs Susan Feniger and Raphael Lunetta, exploring how Santa Monica’s vibrant culinary scene and community spirit continue to shine. Their discussions highlighted the city’s resilience and the enduring influence of its local culture. This episode offers a unique perspective on Santa Monica, showcasing its blend of history, community, and hospitality. Greenberg will return to Santa Monica later this year to film an episode of “Hidden Gems,” a segment of his Eye on Travel TV show that airs on PBS.







## PR FAMILIARIZATION TOURS (FAMS)

SMTT's Communications Team hosted 25 media on press trips this past year, representing more than 30 outlets worldwide.

- Toronto Sun
- The Toronto Star
- The Times
- The Points Guy
- InStyle Australia
- New Zealand Herald
- The Australian
- CTV Vancouver
- Orange County Register
- Kateigaho Magazine Japan
- Canada.com
- Escape Australia
- Weekend Australian Magazine
- International Traveler Australia
- Provoke Lifestyle India
- Travel & Leisure India
- The Style List India
- Traveler Australia
- SKI Magazine
- Daily Express UK
- Les Voyageuses du Quebec
- Prestige Magazine France
- Country & Town House

## MEDIA MISSIONS AND EVENTS

### AUSTRALIA SALES & MEDIA MISSION

Traveled to Australia with hotel partners from Sandbourne Santa Monica, Fairmont Miramar Hotel & Bungalows, Hotel Casa del Mar and Shutters on the Beach for a robust series of media events, stopping in Brisbane, Melbourne and Sydney to forge new connections with journalists and share destination updates for future coverage opportunities.

### VISIT CALIFORNIA LOS ANGELES MEDIA RECEPTION

Promoted Santa Monica and strengthened our relationships with 86 local media including the Los Angeles Times, ABC 7, Variety and Locale to inspire future coverage opportunities for our destination.

### ILTM CANNES 2024

Connected with dozens of media at this flagship luxury travel trade show at special events hosted by Visit California and a spectacular activation at The Carlton Hotel to celebrate the opening of Regent Santa Monica Beach.

### TRAVMEDIA INTERNATIONAL MEDIA MARKETPLACE (IMM) 2025

Attended TravMedia's IMM in New York City, holding 21 one-on-one media appointments in Visit California's California Pavilion with journalists from top publications including USA Today, AFAR and CBS News for future coverage opportunities and to share the message that Santa Monica is open and eager to welcome travelers.

### VISIT CALIFORNIA NEW YORK MISSION

Met with editors from top United States Dotdash Meredith publications including Travel + Leisure, People, Brides, Real Simple, Parents and Food & Wine to share destination updates and discuss recovery story angles for Santa Monica.

### VISIT CALIFORNIA PAN-EUROPEAN MISSION

Traveled to Frankfurt, London and Paris for a series of events and building relationships with key luxury and travel journalists for future coverage opportunities encouraging visitors to choose Santa Monica.



# OTHER UPDATES





# SANTA MONICA VISITOR INFORMATION CENTERS

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.
- Itinerary suggestions.
- Transportation information.
- Free bike helmets.
- Information on attractions, tours, shopping, 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 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. Email: [info@santamonica.com](mailto:info@santamonica.com)



## VISITOR INFORMATION CENTER LOCATIONS

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

- **Main Visitor Information Center** 2427 Main Street
- **Pier Shop & Information Center** 200 Santa Monica Pier
- **Visitor Information Kiosk** 1400 Ocean Avenue

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

## ONLINE STORE

Since 2018, our online store has brought the spirit of Santa Monica to shoppers worldwide. As a digital extension of SMTT's brand and Visitor Information Centers, it offers a fun way to take a piece of the destination home from the convenience of the internet. From stylish apparel and tote bags to keychains, magnets and more, there's something for every Santa Monica fan to enjoy — no matter where they are! Shop the Santa Monica Online Store at [santamonica.com/store](https://santamonica.com/store).

### PERFORMANCE:

- Traffic: 3,935 online store sessions with an average order value of \$33.
- Top markets visiting the store: United States and United Kingdom.
- Top purchases: Route 66 Keychain, shirts, and sweatshirts.

## WEBSITE AI CHATBOT

Santa Monica Travel & Tourism recently launched the new AI travel genius feature on [santamonica.com](https://santamonica.com) using GuideGeek artificial intelligence technology from Matador Network. The AI tool is available 24 hours a day and can instantly plan an entire itinerary or answer specific questions about the best wellness experiences, beach activities, restaurants, neighborhood hot spots, hotels and more.



# 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.

CPM – Cost per mile. The amount an advertiser pays a website per one thousand visitors who see the advertisement.

CTA – Call to action.

CTR – Click-through rate. A measure of how often people click on an ad or link after seeing it, calculated by dividing the number of clicks by the number of impressions.

DEIA – Diversity, equity, inclusion and accessibility.

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, tour operators, airline employees and top travel buyers, designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel.

FIT – Flexible Independent Travel. A kind of travel where trip plans are highly customized to a traveler’s needs. Usually, a tour operator has arranged blocks of rooms at various destinations in advance for use by these international travelers, each of whom is traveling independently, usually by rental car or public transportation. A FIT trip would be one where an itinerary has been crafted specifically for a client or group of clients and is not marketed to others outside of those travelers.

KPI – Key performance indicator. A quantifiable measure of performance over time for a specific objective.

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 bookings for hotels, airlines, cars and other travel-related services to users.

PME – Professional Meetings and Events. To help with post-pandemic recovery, Visit California created a meetings- and conventions-focused B2B platform Meet What’s Possible and refers to its initiatives and plans in this area with the acronym PME.

RTO – A receptive tour operator is a local tour company that specializes in inbound tourism experiences and manages products and/or services for incoming visitors that are often booked via international tour operators.

STR – Often pronounced “star,” Smith Travel Research. A data aggregation source that provides DMOs with data from local hotels, ADR, occupancy rates and more.

TID – Tourism Improvement District 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 does 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.

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

YOY – Year-over-Year. Shows an increase or decrease in metrics compared with the same time period the previous year.

