

Los Angeles Economic Investors Conference

Feb. 26, 2014

Los Angeles
TOURISM & CONVENTION BOARD



Ernest Wooden Jr.
President & CEO
Los Angeles Tourism & Convention Board



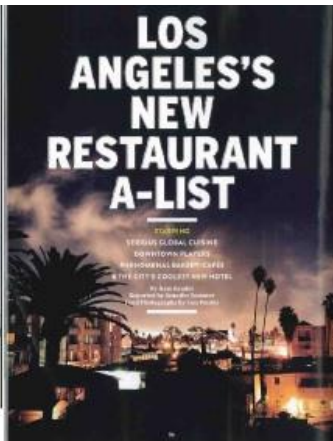
Los Angeles welcomed 42.2 million visitors in 2013

- 3rd Consecutive record tourism year
- 6.2 million international visitors



LA's Expanding Reputation as a Hot Global Destination

- **GQ Magazine:**
Downtown LA is America's coolest new downtown
- **Food & Wine Magazine:**
LA is America's best new food city



Alma: Best New Restaurant in America 2013

Meetings & Conventions

- **LA Tourism booked 29 events into Convention Center in 2014
Estimated 266,000 room nights**
- **162 conventions coming to Convention Center between now and 2029. Expected \$3.2 billion of total economic impact.**



Economic Impact of Tourism

- 433,000 jobs in L.A. County in 2013
- Largest new job creator: 18,000 in 2013
- 340 overnight visitors create one new job
- \$16.5 billion direct spending
- \$30.5 billion economic benefit



Impact of 50 million Visitors in 2020

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- Billions of dollars in additional direct spending
- Tens of thousands of additional jobs created
- \$200 million hotel room taxes to City of L.A.



How do we get to 50 million visitors by 2020?



Tom Bradley International Terminal at LAX

- Most A-380 gates in U.S.
- Faster passenger processing
- +60 high-end restaurants & shops



LAX Air Route Expansions

- Every new direct international route brings \$620 million / 3,100 local jobs
- 10 new international routes since 2011



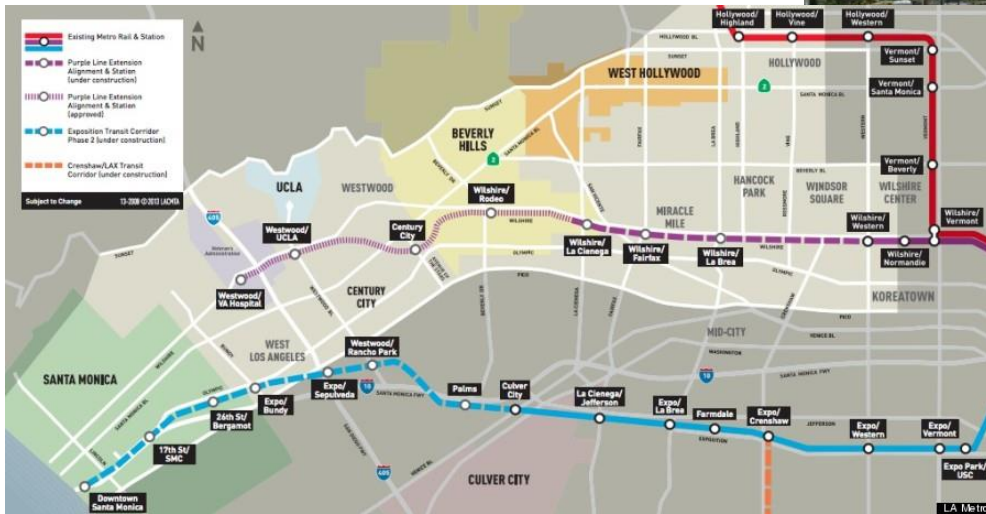
Expansion of LA Convention Center

- **Necessary to compete for large conventions**
- **Expand contiguous space & “futurize”**
- **Farmer’s Field Stadium & Plan B**



Public Transportation Improvements

- Expo Line Light Rail: Downtown – Culver City – Santa Monica
- Purple Line Subway: Downtown – Westwood
- Crenshaw Light Rail: Midcity – LAX Airport



Focus on China Market

- China visitation to LA grew by 21% in 2013
- LA's #1 overseas market
- Spending = \$450 million a year in LA
- LA is only city with officially sanctioned tourism offices in China



Thank you!

