

L.A.'s Future Brand Story

City Nation Place

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Los Angeles[™]

Los Angeles Tourism & Convention Board

L.A.'s Future Brand Story

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Tourism Master Plan

- A Unified Vision
- Purpose, Timing & Process
- Infrastructure for 2028

Organization Chart



CITY OF
Los Angeles
DEPARTMENT OF
CONVENTION & TOURISM DEVELOPMENT



Los Angeles
CONVENTION CENTER

Managed By 



Tourism: An Economic Driver



VISITORS TO L.A.
DIRECTLY SPENT



\$23.9 Billion

RESULTING IN



\$36.6 Billion

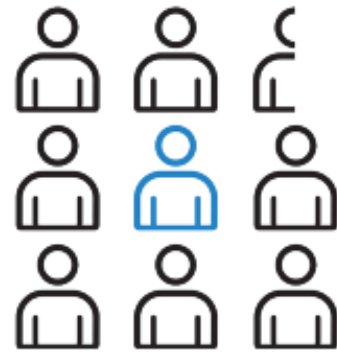
IN TOTAL ECONOMIC IMPACT

Tourism: A Job Creator



534,258

PEOPLE EMPLOYED IN
LEISURE & HOSPITALITY



1 in 8.5

PEOPLE
IN L.A. COUNTY



9,700

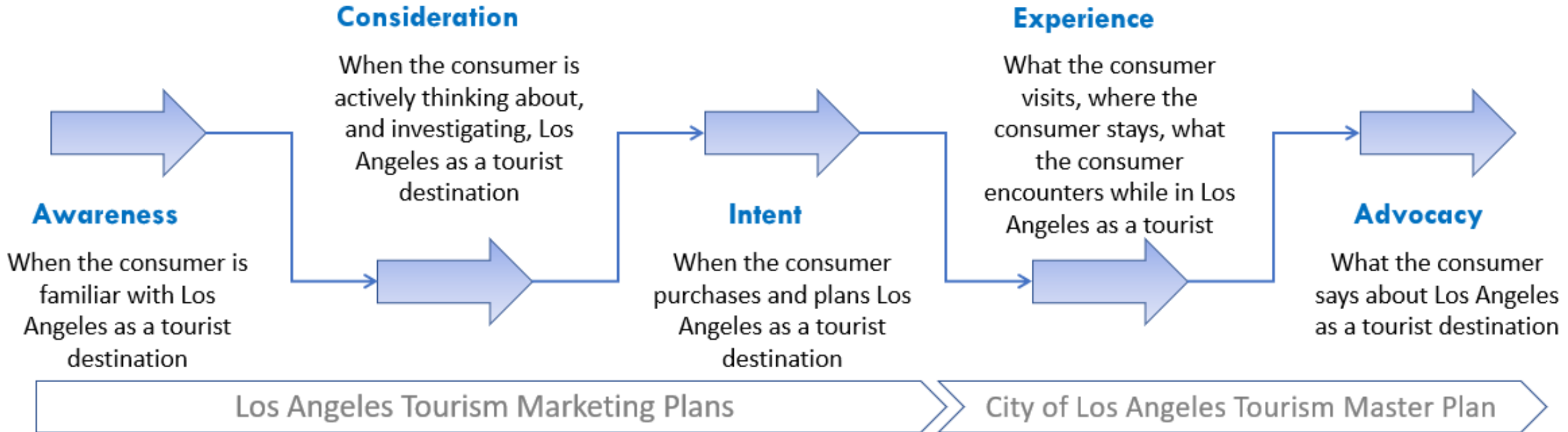
NEW JOBS ADDED

Sporting Events Training Museums
Culinary Benefits
Community
Livelihoods Concerts
Tourism Matters Cultural Art Exhibits
Tax Receipts Careers Performances Wellness
Jobs Family Experiences
TOT Revenues Investment
Diversity

Tourism Master Plan

- Collaboration between CTD leadership, Tourism Board, Resonance and HVS.
- Goal: develop a long-term strategic plan that will address the tourist experience needs, and identify current and upcoming challenges related to tourism growth in Los Angeles.
- Project will be executed in two phases:
 - Phase I: Situational Analysis, FY2019
 - Phase II: Development of the Master Plan, FY2020

Project Scope: Visitor Experience



THE GAMES ARE BACK
LA 2028



LA 2028



Metro – Purple Line Extension Opening 2026



Metro – 96th & Aviation (Airport Line) Opening 2023



LAX Airport – People Mover System Opening 2023





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