



SEE THE BIGGER PICTURE

VISIT

BURBANK

ACCOMPLISHMENTS FY 2016-2017

LOOKING AHEAD 2017-2018



WELCOME

Dear Tourism Partners,

On behalf of the Burbank Hospitality Association, I am pleased to share with you the Visit Burbank Annual Report detailing accomplishments for fiscal year 2016-2017, and to look ahead to fiscal year 2017-2018. Hotel occupancy stands at a near high of 84% YTD through October 2017, Average Daily Rates are at \$162, and RevPAR is at \$137 – beating out both Los Angeles and California hotel averages, and exceeding statewide RevPAR over the same period. These impressive numbers can be credited to the “See the Bigger Picture” marketing campaign launched and paid for by Visit Burbank, achieving 200 million impressions during the fiscal year, and branding the city as a major travel destination.

In addition, I am pleased to announce that the Association was able to branch out into unchartered territory by:

- Launching a social media influencer campaign featuring six social media stars, who posted and wrote about Burbank’s unique attributes. The campaign reached more than 1.2 million followers and generated 325,700 in social media engagement.
- Publishing a 14-page editorial feature in the February 2017 edition of the Southwest Airlines in-flight publication, which reached 18 million Southwest travelers.
- Deepening partnerships with Discover Los Angeles and Visit California reaching 6 million potential travelers through digital advertisements and sponsored e-newsletters.
- Generating a combined total of \$1.4 million in revenue and more than 7,150 room nights through the annual Universal Studios Hollywood Preferred Hotel Partnership Program.
- Attending international travel trade shows such as International Pow Wow and World Travel Market to build hotel ties with tour operators and wholesalers.

The Association also sponsored major events such as the Creative Talent Network eXpo, Burbank International Film Festival, Burbank Beer Festival, Burbank Winter Wine Walk, and Burbank Comedy Festival to enhance event exposure and attendance, and increase hotel bookings. The Association is also proud of maintaining effective relationships with the Downtown Burbank Partnership, Hollywood Burbank Airport, Warner Bros. Studio Tour Hollywood, Universal Studios Hollywood, Travel and Tourism Marketing Association, Discover Los Angeles, Visit California, and Brand USA.

I wanted to extend gratitude to everyone who helped make 2016-2017 such an important year for Visit Burbank, and look forward to working with each of you as we continue the upward momentum in 2018.

Sincerely,



Tony Garibian

Board Chair

Burbank Hospitality Association



CONTENTS

2 ABOUT | MISSION

4 GOALS

5 KEY BRANDING MESSAGES

YEAR IN REVIEW | GOAL: MARKETING

6 DIGITAL ADVERTISING

7 PARTNERSHIPS

8 INFLUENCERS

10 SOCIAL MEDIA

11 WEBSITE

13 PRINT

14 NEWSLETTERS

YEAR IN REVIEW | GOAL: SALES

16 TRADE SHOWS

18 UNIVERSAL STUDIOS HOLLYWOOD

19 SWEEPSTAKES

20 STRATEGIC EVENT PARTNERSHIPS

22 DESTINATION DEVELOPMENT

24 A BOOMING VISITOR MARKET

26 MARKET | LOS ANGELES | CALIFORNIA

27 MARKET | BURBANK

28 LOOKING AHEAD 2017-2018

30 NEW HOTELS

32 ADOPTED BUDGET

33 ACTUAL OPERATING BUDGET

34 BURBANK HOTELS

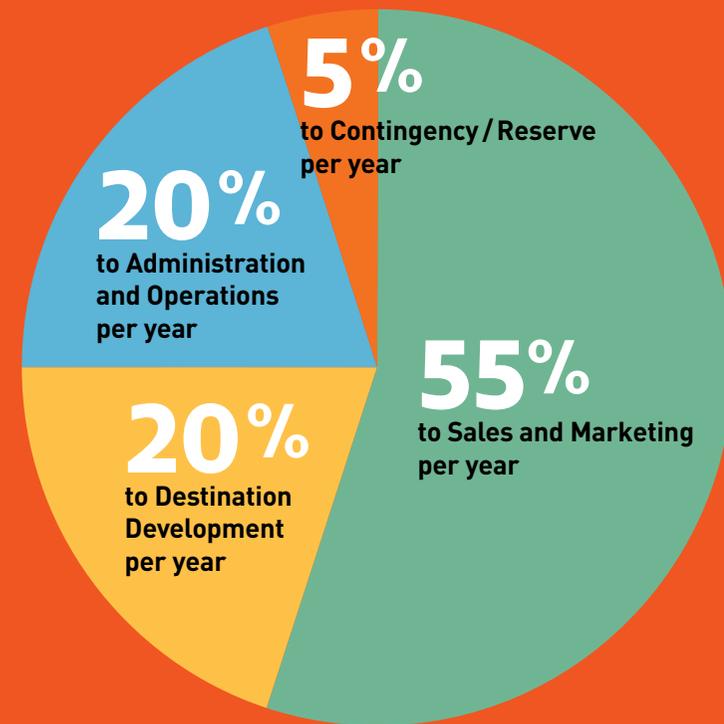
36 BOARD OF DIRECTORS AND STAFF

ABOUT

The Burbank Hospitality Association, the governing body of the Tourism Business Improvement District (TBID) and doing business as Visit Burbank, was formed in 2011 and is funded by a 1% assessment on overnight stays in Burbank hotels with more than 25 rooms.

Annual Budget

Visit Burbank operates with a \$1,081,876 annual budget allocated as follows:



MISSION

Visit Burbank's mission is to boost hotel occupancy by positioning Burbank as a domestic, national and international tourist destination.

VISIT BURBANK GOALS

SALES AND MARKETING



1 To promote Burbank as a leading tourism destination targeting the leisure and family travel markets via a robust digital advertising, influencer, and partnership campaign with strong trackability and return-on-investment (ROI).

2 To brand Burbank as a desirable meetings destination featuring a unique mix of quality conference hotels and non-traditional special event venues.



3 To boost the group travel market through collaboration with tour operators, wholesalers, and on-line travel agents.

DESTINATION DEVELOPMENT

Continue to develop Burbank as a visitor destination creating points of interest, interactive kiosks and mobile applications to engage tourists while in Burbank.



KEY BRANDING MESSAGES

- Burbank is where Hollywood happens, with more than 1,000 entertainment companies including media giants like the Walt Disney Company, Warner Bros., Nickelodeon, Cartoon Network, Blizzard Entertainment, and more.
- The city is home to the Hollywood Burbank Airport with 12 U.S. nonstop destinations and 90 flights per day.
- It's an ideal base camp for studio tours and TV show tapings such as The Big Bang Theory, The Ellen DeGeneres Show, Conan, and a constantly evolving mix of new productions.
- Visit Burbank's 18 hotels are easily accessible to many of Los Angeles' most legendary attractions, and are a safe, family friendly location for exploring such landmarks as Universal Studios Hollywood, the Hollywood Walk of Fame, Rose Bowl, Hollywood sign, the Hollywood Bowl, and much more.
- Burbank embodies the fun-loving, Southern California atmosphere sought by visitors: eclectic shops, original eateries, celebrity hotspots, and quintessential SoCal lifestyle.



YEAR IN REVIEW

GOAL: MARKETING | DIGITAL ADVERTISING

In order to achieve maximum trackability and ROI, Visit Burbank devoted **76%** of its marketing budget or **\$387,800** to digital advertising in FY 2016-2017.



Visit Burbank, CA & fly directly into Hollywood Burbank Airport

- Pay-per-click across Google platforms geo-targeted to key drive time and direct flight markets.



- Mobile phone partners such as Thinknear targeting users by location and interests.



Planning A Studio Tour? -

[Ad www.visitburbank.com](http://www.visitburbank.com)

Burbank Hotels are 2.8 miles away. Book your hotel room today!



- Pay-per-click across Google platforms geo-targeted to key drive time and direct flight markets.



- The Sojern network, targeting users who show intent or interest in travel.



200 million
Travel consumers reached

150,000
Click throughs to website



GOAL: MARKETING | PARTNERSHIPS

Visit Burbank partners with statewide and regional tourism agencies such as Visit California promoting the entire state, and Discover Los Angeles concentrating on the greater Los Angeles market. Both are formidable tourism powerhouses with large social media followings, high website visitation, and creative programs reaching out to both US and international travelers. With built-in audiences already inclined to travel to California and Los Angeles, partnering with such organizations adds extra clout to Visit Burbank's outreach efforts.



The campaign with Visit California focused on digital display ads and Visit Burbank sponsored newsletters during FY 2016-2017.

VISIT CALIFORNIA NEWSLETTERS

10 - Number of newsletters
514,648 - Total views
26,785 - Click throughs to website

VISIT CALIFORNIA DIGITAL AD CAMPAIGN

3.6 million - Impressions generated
1,600 - Click throughs to website

DISCOVER LOS ANGELES CAMPAIGN

1.28 million - Impressions from mobile phone takeover, resulting in
15,424 - click throughs
1.7 million - Impressions from digital ads on website, generating
1,183 - click throughs
27,600 - Likes generated by Facebook post



The campaign with Discover Los Angeles featured digital display advertising at numerous locations on their website, a dedicated email, and social media post.

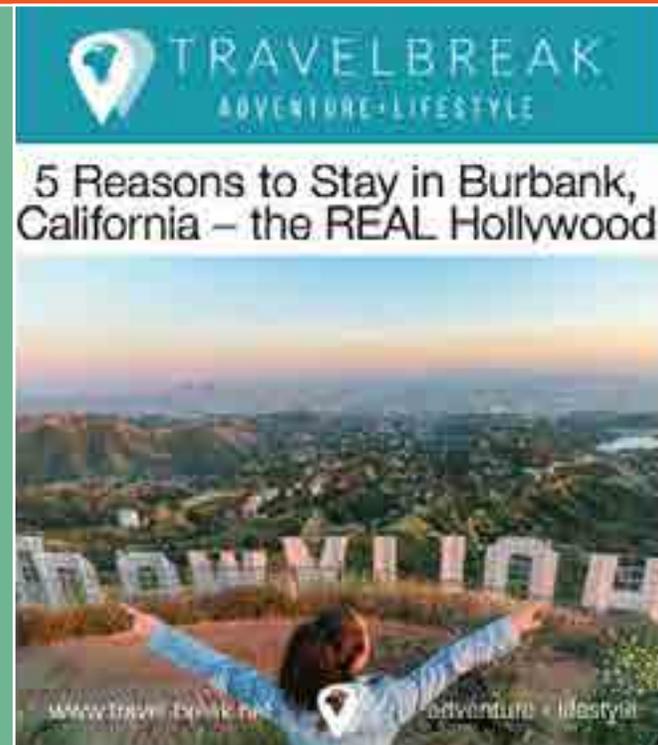
YEAR IN REVIEW

GOAL: MARKETING | INFLUENCERS

New in 2017, Visit Burbank's influencer campaign focused on trendsetters specializing in family travel, millennials, shopping /dining, film and TV.

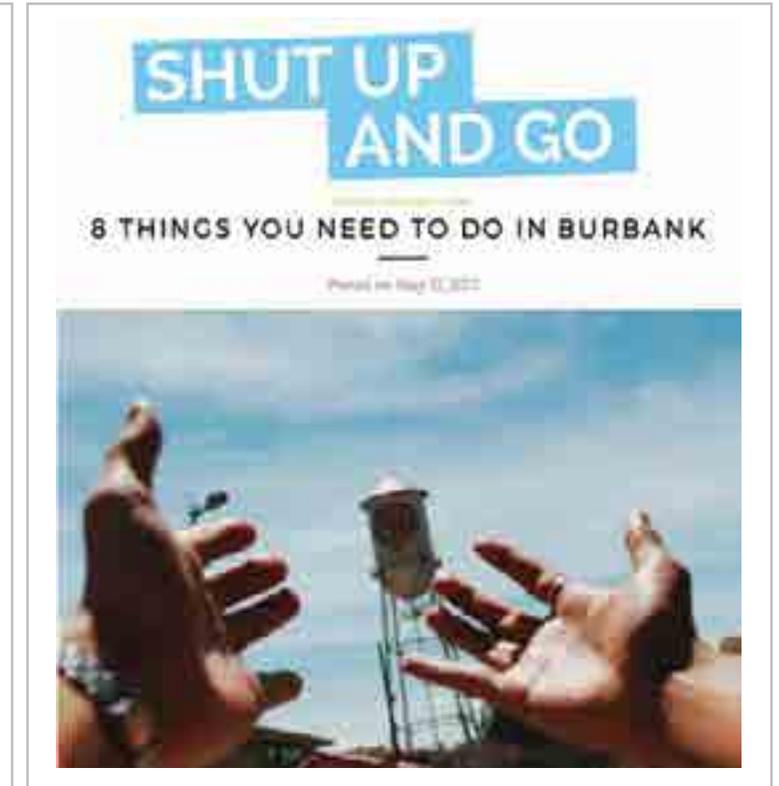
2 million
Influencer campaign reach

325,700
Post engagement



TOTAL INFLUENCER REACH

	Total Reach	Blog	Facebook	Twitter	Instagram	Snapchat
My Life's A Movie	320,883	45,513	64,470	-	206,000	4,900
Shut Up and Go	646,669	90,092	27,477	38,200	220,000	270,900
Ordinary Traveler	211,651	120,551	-	26,600	64,500	-
It's a Lovely Life!	458,099	256,499	-	113,600	88,000	-
Local Adventurer	269,575	242,200	4,686	22,689	-	-
TravelBreak	124,466	5,452	114,000	-	-	5,014
	2,031,343	760,307	210,633	201,089	578,500	280,814



The 2018 campaign is in the works, including numerous influencers recommended by Visit California and Discover Los Angeles.

YEAR IN REVIEW

GOAL: MARKETING | SOCIAL MEDIA



Visit Burbank



Receive a FREE \$50 gift card when you book your SoCal getaway through Visit Burbank. There's a hotel for you just minutes from LA's best attractions!



Book Today For a Free \$50 Gift Card

From boutique hotels to conference centers, there's a hotel in Burbank to fit your needs.

Book your stay today!

VISITBURBANK.COM/HOTELS

Book Now



Total Reach: 2.56 million
342% increase over FY 2015-2016.
Total followers: up 3% at 28,366
Engagement: up 35% at 11,350



Total Reach: 195,500
100% increase over FY 2015-2016.
Total followers: up 30% at 1,890
Engagement: up 130% at 1,650

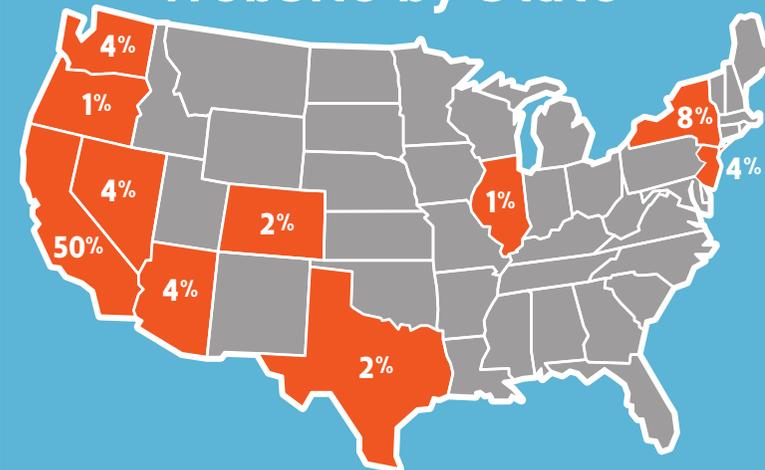


Total Reach: 23,790
From July 2017 to October 2017.
Total followers: up 308% at 1,429
Engagement: 2,436
From July 2017 to October 2017.

GOAL: MARKETING | WEBSITE

Through a combination of Search Engine Optimization, new blog articles, social media tie-ins, and monthly newsletters, the Visit Burbank website has witnessed substantial growth in unique visitors, up 72% in FY 2016-2017. The site now receives approximately 200,000 unique visits per year.

Top Ten Visitation to Website by State



1. California 50%*
2. New York 8%*
3. Washington 4%*
4. Arizona 4%*
5. Nevada 4%*
6. New Jersey 4%
7. Texas 2%*
8. Colorado 2%*
9. Illinois 1%
10. Oregon 1%*

* Nonstop to Burbank Source: Google Analytics

Top Ten Visitation to Website Internationally

1. United Kingdom 19%
2. Canada 17%
3. Australia 10%
4. Mexico 5%
5. India 5%
6. Germany 4%
7. France 3%
8. Brazil 3%
9. Japan 2%
10. Netherlands 2%



Source: Google Analytics

YEAR IN REVIEW

GOAL: MARKETING | WEBSITE



Universal Studios Hollywood & Warner Bros. Studio Tour Combo Deal

Better Together! Bundle & Save on Universal Studios Hollywood & Warner Bros. Studio Tour Tickets.



The website booking engine powered by aRes generated:

70 hotel bookings representing

157 room nights

[\$26,380]

and

267 attraction tickets

(Primarily for Universal Studios Hollywood and Warner Bros. Studio Tour Hollywood).

[\$19,635]

totaling

\$46,015

MARKETING | PRINT

Southwest: The Magazine Feature Story



A 14-page feature story titled "Your Adventure in Burbank" in the February 2017 edition of Southwest Airlines' inflight magazine reached more than 18 million Southwest travelers. The story showcased the best that Burbank has to offer - hotels, restaurants, shops, attractions, and special events.

Alongside the story, Visit Burbank negotiated value - added in the form of a sweepstakes package in Southwest Airlines' In a Nutshell email newsletter reaching 12.5 million opt-in subscribers, and digital banner ads in Southwest's e-newsletter reaching an additional 96,000 opt-in subscribers.

YEAR IN REVIEW

GOAL: MARKETING | NEWSLETTERS

Monthly newsletters sent to a database of **2,000+ opt-in subscribers** communicated updates about Burbank special events, new retail and restaurants, hotels, and promotions of interest to the travel market.

GET A FREE TICKET TO THE BURBANK BEER FESTIVAL WHEN YOU BOOK A HOTEL



FALL FUN IN DOWNTOWN BURBANK

Don't miss these exciting seasonal events! When you book a hotel on visitburbank.com, you'll receive two complimentary tickets to the event of your choice!



BURBANK BEER FESTIVAL
Saturday, October 21, 2017

Enjoy over 85 craft beers on tap, live music, and entertainment at your choice of session as well as a public street fair.

[BOOK NOW](#)



BURBANK WINTER WINE WALK
Saturday, October 21, 2017

Showcasing over 20 wine-tasting spots on San Fernando Blvd, plus snow fall, live music and holiday vendors.

[BOOK NOW](#)

HOLIDAY INN BURBANK-MEDIA CENTER

BOOK YOUR HOTEL & RECEIVE A \$50 GIFT CARD



A week of movie screenings and red carpets

THE 9TH ANNUAL BURBANK INTERNATIONAL FILM FESTIVAL

SEPTEMBER 6 - SEPTEMBER 10, 2017



Burbank International Film Festival 2016 Highlights

BOOK YOUR HOTEL & RECEIVE A \$50 GIFT CARD



BURBANK

Flappers Comedy Club presents the Burbank Comedy Festival, a week of celebrity headlining comedians, Hollywood industry panels, classes, family friendly shows, and some of the hottest up-and-coming talent from around the world. Now through August 18, 2017.

ENJOY SPECIAL HOTEL RATES IN DOWNTOWN BURBANK DURING THE FESTIVAL

Hyatt Garden Inn Burbank Downtown
Hawthorn Inn Los Angeles Burbank/Downtown
Sycamore Suites Los Angeles Burbank/Downtown

BOOK YOUR BURBANK HOTEL

HOTEL SPOTLIGHT



Residence Inn Los Angeles Burbank/Downtown

Stay in the heart of Downtown Burbank where you'll be walking distance from great shopping and dining. Plus, each room comes with its own kitchenette making travel feel a little more like home.

[BOOK NOW](#)

GET A FREE TICKET TO THE BURBANK BEER FESTIVAL WHEN YOU BOOK A HOTEL



BURBANK

FALL FUN IN DOWNTOWN BURBANK

Don't miss these exciting seasonal events! When you book a hotel on visitburbank.com, you'll receive two complimentary tickets to the event of your choice!



BURBANK BEER FESTIVAL
Saturday, October 21, 2017

Enjoy over 85 craft beers on tap, live music, and entertainment at your choice of session as well as a public street fair.

[BOOK NOW](#)



BURBANK WINTER WINE WALK
Saturday, October 21, 2017

Showcasing over 20 wine-tasting spots on San Fernando Blvd, plus snow fall, live music and holiday vendors.

[BOOK NOW](#)

HOLIDAY INN BURBANK-MEDIA CENTER



Situated in the heart of Downtown Burbank, the Holiday Inn is across the street from the upcoming fall events. As a Universal Preferred Hotel, you'll receive an extra hour of amusement when you buy your tickets to the park. The hotel also has its own People's Choice Restaurant and Crystal View Lounge.

Insider Tip - Catch the free shuttle to and from the Hollywood Burbank Airport.

[BOOK NOW](#)

YEAR IN REVIEW

GOAL: SALES | TRADE SHOWS

In effort to open new markets and boost leisure travel, Visit Burbank targeted tour operators and wholesalers at international trade shows including:



Met with more than 35 tour operators and on-line travel agents at International Pow Wow in Washington DC, June 3-7, 2017, resulting in expanded presence for travel Leaders Group, Mark Travel, Hotelplanner, Tourico, and Hotelbeds.



Visit Burbank also attended the World Travel Market (WTM) in London, November 6-8, 2017 resulting in 20+ meetings with European tour operators, airlines, and wholesalers interested in the Burbank market.

MEETINGS AND CONVENTIONS

Visit Burbank promotes the attraction of meetings and conventions via Cvent, the leading web-based platform for group business generation with 70,000 meeting planners.



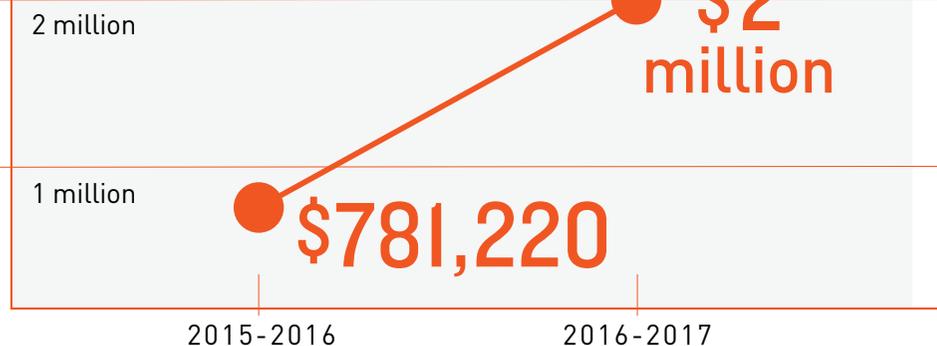
- In 2016-2017, Visit Burbank fielded 32 requests-for-proposals and communicated opportunities with hotel sales managers, a 40% increase over the prior period.
- Burbank hotels received 348 proposals directly through Cvent, for a 17% increase.
- To brand the destination, Visit Burbank has its own custom brand page on the Cvent site detailing the advantages of hosting a meeting in Burbank, along with a comprehensive listing of hotel and non-traditional meeting venues.
- A featured blog article on Burbank also helped to boost visibility to thousands of meeting planners in the Western US, resulting in increased awareness as a destination.



Increase in dollar value of meetings in Burbank

160%

AWARDED RFP VALUE



YEAR IN REVIEW

GOAL: SALES | UNIVERSAL STUDIOS HOLLYWOOD



Visit Burbank continues its relationship with Universal Studios Hollywood resulting in ten hotels participating in the Universal Studios Hollywood Preferred Hotel Partnership. The program uniquely delivers the following benefits to hotels:



- Early Park Admission for hotel guests.
- Placement and promotion of the hotel on www.universalstudioshollywood.com's hotel/vacation packages page.
- Inclusion in multi-million dollar annual Universal Studios Hollywood marketing campaign.
- Eight email blasts in 2017 reaching a combined total of 17.4 million Universal Studios Hollywood subscribers.
- Social campaigns reaching more than 320,000 Universal Studios Hollywood followers in 2017.

Source: Universal Studios Hollywood

The ten participating Burbank hotels received a combined **\$1.4 million** in revenue for overnight stays by theme park visitors representing **more than 7,150 room nights in 2017** (YTD through October 23).



Source: Universal Studios Hollywood

SWEEPSTAKES

The Metrolink Summer Campaign targeted regional commuters with a sweepstakes involving a weekend getaway to Burbank. The promotion was featured on the Metrolink website, email, and social media sites and on Visit Burbank platforms running from June 5 to September 1, 2017. The campaign garnered **8,000 entries** and generated **3 million impressions**.

GET ON TRACK FOR SUMMER FUN.
LIVE. LAUGH. RIDE!
METROLINK



BURBANK ITINERARY

DAY 1

- 1 ARRIVE AT DOWNTOWN BURBANK METROLINK STATION.**
With its cool Art Deco vibe, the beautiful green Metrolink station welcomes you to Burbank! Grab an Uber or Lyft or walk to the Springhill Suites by Marriott Burbank Downtown for your Saturday night stay.
The hotel is five blocks away – a 15-minute walk.
549 S San Fernando Blvd, Burbank, CA 91502
(818) 524-2730
marriott.com
- 2 RELAX AND CHECK OUT DOWNTOWN BURBANK.**
Packed with more than 400 shops and restaurants, the area is friendly and walkable. Spend your \$100 gift card at Aldo's Shoes in Burbank Town Center and put your purchase to the test! Enjoy dining al fresco at the many one-of-a-kind restaurants.
Burbank Town Center
201 E. Magnolia Blvd.
(818) 566-8356
burbanktowncenter.com

- 3 UBER TO WARNER BROS. STUDIO TOUR HOLLYWOOD.**
The best studio tour in Los Angeles. Go behind the scenes and see how movies & TV shows are made.
3400 W. Riverside Drive
(877) 492-8267
wbstudiotour.com
- 4 ENJOY AN EVENING OF COMEDY AT FLAPPERS COMEDY CLUB IN DOWNTOWN BURBANK.**
National headliners and up-and-coming comedy talent perform nightly.
102 E. Magnolia Blvd.
(818) 845-9721
flapperscomedy.com
- 5 HAVE A ROMANTIC DINNER AT GITANA RESTAURANT IN DOWNTOWN BURBANK.**
Highly rated Middle Eastern restaurant in the downtown area celebrated for its great food, full bar, and hookah!
260 E. Magnolia Blvd.
(818) 843-8339
gitanarestaurant.com

DAY 2

- 1 UBER OR LYFT TO "TONY'S DART'S AWAY" IN THE MAGNOLIA PARK DISTRICT FOR YOUR COMPLIMENTARY CRAFT BEER BRUNCH PACKAGE.**
"Tony's Dart's Away" features locally sourced California craft beer and an extensive menu made of healthy, local ingredients, including vegan. Afterward, check out the neighborhood's many one-of-a-kind boutiques and eateries, including Porto's Bakery, voted the #1 place to eat in the US by Yelp in 2016.
Tony's Dart's Away
1710 W. Magnolia Ave.
(818) 253-1710
tonysda.com

- 2 HEAD BACK TO DOWNTOWN BURBANK.**
Catch a film, or browse the many exciting shops and restaurants before catching your train back home at the Downtown Burbank Metrolink station.
- 3 CATCH METROLINK BACK HOME**

The package included:

- **SpringHill Suites by Marriott Burbank Downtown** (Saturday night stay)
- **Tony's Darts Away** (craft beer brunch package) \$25 gift card
- **Warner Bros. Studio Tour Hollywood** 2 complimentary tickets
- **Flappers Comedy Club** \$25 gift certificate
- **Gitana** dinner for two (up to \$60 value)
- **Aldo's** \$100 gift card
- **Metrolink ticket** 2 roundtrip tickets



GOAL: | STRATEGIC EVENT PARTNERSHIPS

Visit Burbank helped to grow sponsored events such as the Burbank Comedy Festival, Burbank International Film Festival, Burbank Beer Festival, and CTN eXpo to maximize overnight stays and enhance Burbank's reputation as a high-quality event destination. Events cumulatively attracted nearly 30,000 attendees in 2016-2017. Visit Burbank's hotel booking engine was promoted on partner websites.



BURBANK COMEDY FESTIVAL - AUGUST

The 3rd annual 2017 Burbank Comedy Festival featured national headliners, 200 comedians, and 100 special events over seven days, including special happy hour performances at the Hilton Garden Inn Burbank Downtown. Festival participants were encouraged to stay in Burbank with special hotel packages coordinated through Visit Burbank.

2017 ATTENDANCE: **2,500**

HOTEL ROOM IMPACT: **125** room nights generated, up **150%** from 2016



BURBANK INTERNATIONAL FILM FESTIVAL - SEPTEMBER

The 9th annual Burbank International Film Festival screened 180 films with 25 world premieres, and 65 Los Angeles premieres, a record breaker. Sixty countries were represented during the five-day event, along with artist tributes, panels, and festivities. Representative categories included independent full-length films, shorts, special event movies, comedy, drama, student filmmakers, sci-fi, animation, foreign language, and documentary films.

2017 ATTENDANCE: **5,000**



BURBANK BEER FESTIVAL - OCTOBER

The 3rd annual event featured 85 craft beers on-tap and four blocks of activity in Downtown Burbank. Visit Burbank's sponsorship included additional advertising promoting overnight stays, as well as hotel shuttle buses to and from the event site.

2017 ATTENDANCE: **3,000** ticketed attendees with an additional **10,000** at the free Street Festival.

HOTEL ROOM IMPACT: **65** hotel nights generated



CTN ANIMATION eXpo - NOVEMBER

The 8th annual Creative Talent Network Animation eXpo occurred over three days at the Los Angeles Marriott Burbank Airport Convention Center. The event featured more than 50 speaker sessions, 35 workshops, 100 live demonstrations, book signings, studio recruitment, portfolio reviews, and workshops. It also debuted the Artist Pavilion representing more than 500 animation artists, studios, film schools, and publishing houses. Visit Burbank supports the eXpo by sponsoring hotel shuttle buses and marketing efforts.

2016 ATTENDANCE: **8,500**

HOTEL ROOM IMPACT: **1,448** room nights generated

GOAL: | DESTINATION DEVELOPMENT

Visit Burbank is in the process of establishing a Destination Development Program intended to entice visitors to explore Burbank as a whole. The plan is to provide visitors with more opportunities to engage with attractions within Burbank, and to elevate their overall impression of the city.

Examples of investing in citywide Destination Development projects include:

- Visitor Center interactive kiosks
- Comprehensive way-finding signage system for visitor attractions
- Interactive art and cultural projects “selfie spots”
- Gateway enhancements and banners throughout all four commercial districts
- Live music venue enhancements



A BOOMING VISITOR MARKET

Marketed domestically and internationally, Burbank's hospitality industry has benefited from double digit growth, reaching record levels of occupancy, average daily rates (ADR), and revenue per available room (RevPAR).

GROWTH IN HOTEL OCCUPANCY (YTD thru October 2017)



2012	2013	2014	2015	2016	2017	Total Growth Since 2012
75%	78%	79%	81%	84%*	84%	+12%

GROWTH IN AVERAGE DAILY RATES (ADR) (YTD thru October 2017)



2012	2013	2014	2015	2016	2017	Total Growth Since 2012
\$118	\$123	\$134	\$148	\$170*	\$162	+37%

GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (YTD thru October 2017)

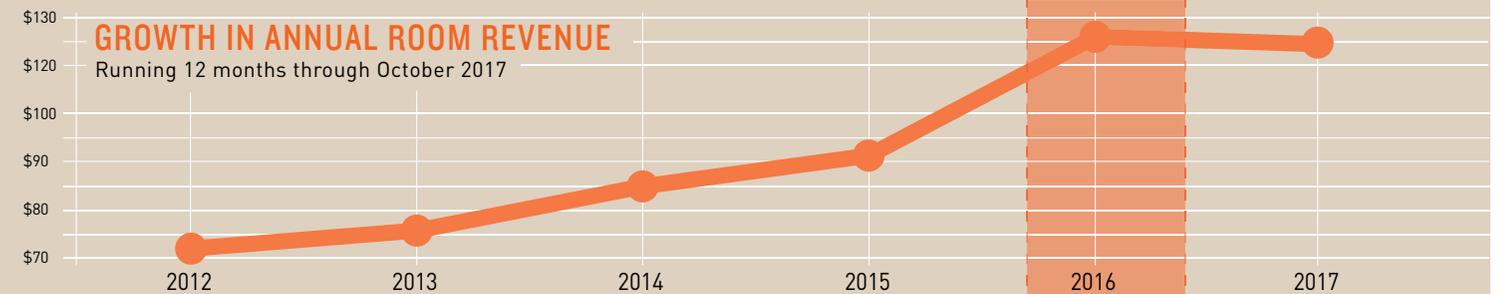
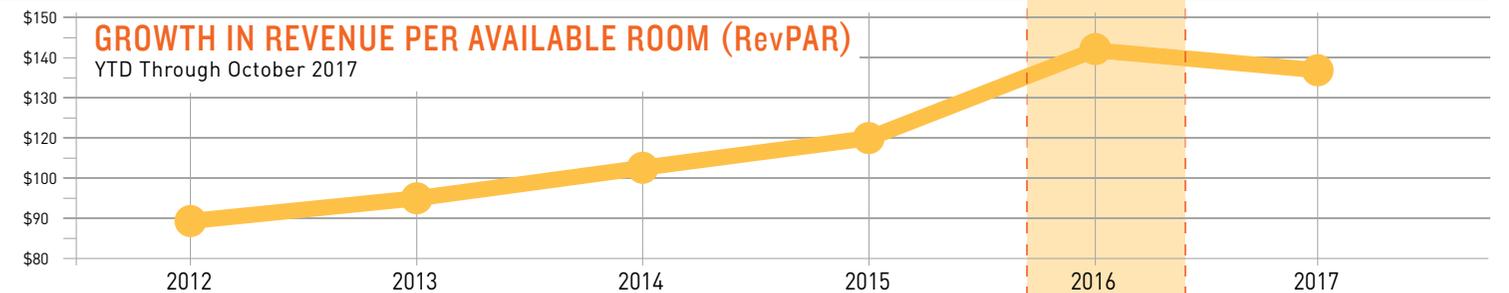
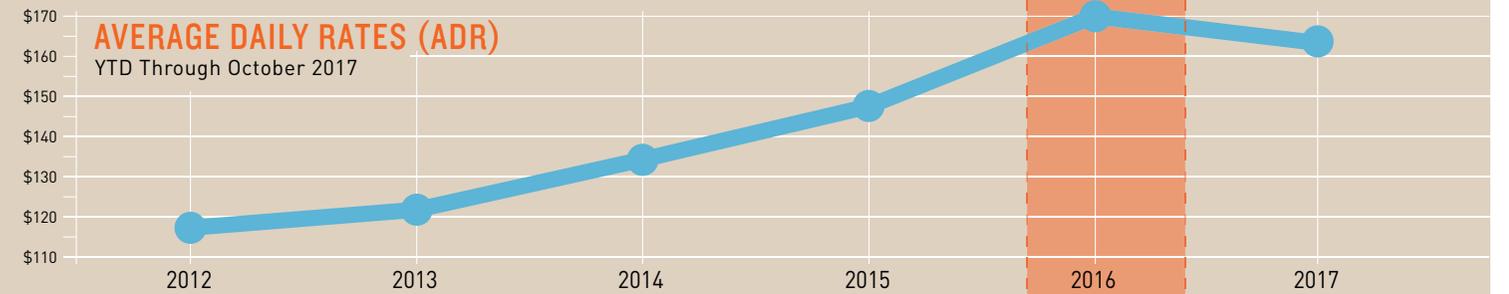
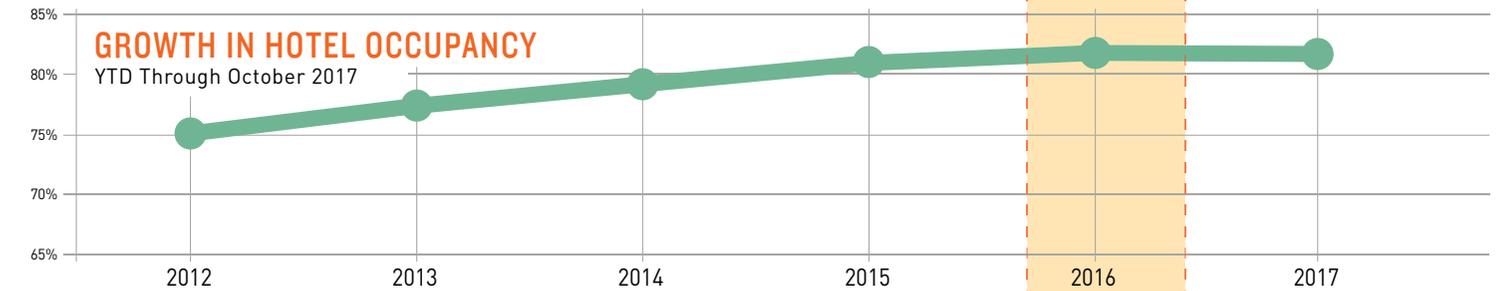


2012	2013	2014	2015	2016	2017	Total Growth Since 2012
\$89	\$95	\$105	\$120	\$142*	\$137	+54%

GROWTH IN ANNUAL ROOM REVENUE (Running 12 months through October 2017)



2012	2013	2014	2015	2016	2017	Total Growth Since 2012
\$72M	\$76M	\$85M	\$92M	\$127M*	\$124M	+72%



*PORTER RANCH IMPACTS The gas leak forcing thousands of residents to relocate from Porter Ranch in the northwest San Fernando Valley benefited Burbank hotels from approximately October 2015 to May 2016. However, the relocation was an abnormal event that skewed economic indicators by approximately 10% in the following year, when effects began to be felt. That explains the slight declines in 2017, but if looked at over 2015, the underlying upward trend is apparent.

*PORTER RANCH IMPACTS

MARKET | LOS ANGELES | CALIFORNIA

2016 was a record-breaking year for tourism in Los Angeles and in California.



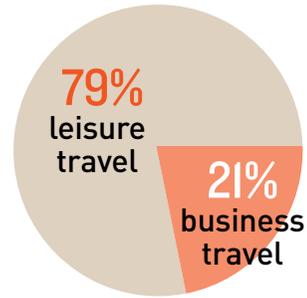
47.3 million Total Visitors To Los Angeles	268.4 million Total Visitors To California	40.3 million (77%) Domestic Visitors To Los Angeles	251.1 million (94%) Domestic Visitors To California	7 million (23%) International Visitors To Los Angeles	17.3 million (6%) International Visitors To California
--	--	---	---	---	--

\$21.9 billion in spending/Los Angeles | \$126.3 billion in spending/California

International visitors to Los Angeles account for **32%** of all overnight visitor spending. Statewide, it is **20%**.

Top Five International Markets Visiting Los Angeles

1. China	1,293,000
2. Australia	420,000
3. United Kingdom	357,000
4. Japan	345,000
5. South Korea	331,000

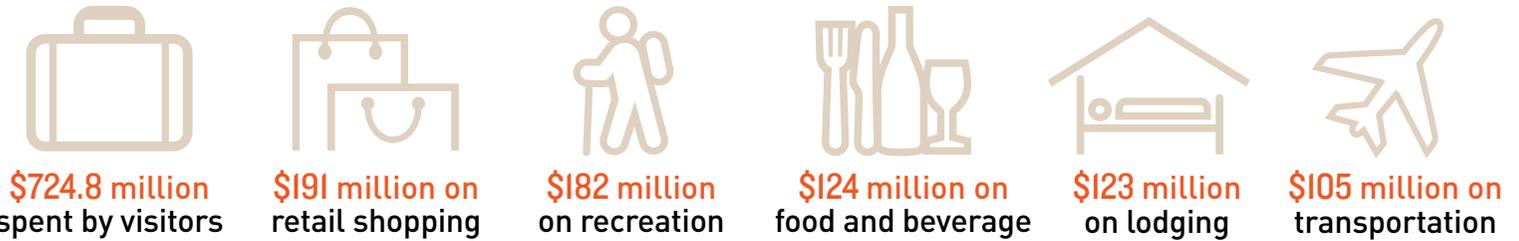


Primary Purpose of Visit to Los Angeles

MARKET | BURBANK

A study paid for by the Burbank Hospitality Association, doing business as Visit Burbank, measured the economic impact of tourism in 2015.

In 2015 3.1 million visitors came to Burbank



Tourism in Burbank generated \$31.6 million in local tax revenues

- **8,063 jobs** were sustained by visitors.
- An estimated **35% of tourism-supported jobs** are in recreation*, **23% in food and beverage**, and **10% each in retail and lodging**.
- International visitors account for **4.8%** of visitation to Burbank, but they stay longer and spend significantly more than domestic visitors. International visitors account for more than **17% of spending**.

* visitor spending within the arts, entertainment, and leisure activities

GOAL: | LOOKING AHEAD 2017-2018

Building upon its continued success and looking to the future, Visit Burbank is ready to attract an increasing number of overnight visitors. In addition to Destination Development described on page 22, Visit Burbank is initiating the following programming:

1. Allocating a larger budget to attend more national and international industry conventions and trade shows geared towards sales leads and generating group travel bookings. Visit Burbank is working towards increasing its visibility and expanding partnerships with tour groups and operators, wholesalers, airlines, and online travel agents to maximize hotel occupancy during off peak seasons. These new relationships have also led to citywide familiarization tours or FAM tours with journalists, bloggers, tour operators, and other travel-related industries.
2. Enhancing the existing Social Media Influencer Program by partnering with more domestic and international influencers that will help reach untapped traveler markets and encourage more travelers geared towards:
 - Family friendly attractions
 - Outdoors/adventure
 - Food enthusiasts
 - Millennial travelers
 - Solo-travelers
 - International adventure travelers and couples
3. Continuing opportunities to invest in various events through sponsorship funding, packages and group promotions, and increasing marketing/social media efforts. The intent is to partner with new or existing events or festivals with proven return on investment that have the potential to grow overnight stays. This venture helps accomplish Visit Burbank's overarching mission to generate more room nights for Burbank's hotels.
4. Evolving the Visit Burbank brand by reviewing proposals to initiate Phase III: Marketing and Design Efforts for updates to the website and advertising campaign. In order to remain competitive, the Visit Burbank brand must cater to the ever-changing tourism landscape by updating its brand identity and marketing materials. This new campaign is expected to launch in Spring 2018.



NEW HOTELS

Burbank anticipates the arrival of 5 new hotels accounting for approximately 1,000 additional rooms in the next 2-3 years. Of these, the AC Hotel in Downtown Burbank has been approved and will be opening in 2020.



AC HOTEL

APPROVED IN 2017. Groundbreaking is slated for 2018, with an anticipated opening in 2020.

550 N Third Street in Downtown Burbank

This 196-room, 6-story hotel across the street from the newly renovated Burbank Town Center will feature a 3,800 sq. ft. restaurant space, a street level public courtyard, and roof top observation deck. Inspired by classic European design, the AC Hotel is a new lifestyle concept for Burbank. Its arrival fills the need for more accommodations geared toward the millennial traveler working in media, entertainment, and hi-tech.



PREMIER ON FIRST MIXED-USE PROJECT PROPOSED

103 E Verdugo Avenue in Downtown Burbank
A proposed 230-room hotel in a mixed-use project with 154 residential units and 9,695 sq. ft. of retail/restaurant space.



AVION BURBANK PROPOSED

3001 N Hollywood Way in the Airport District
A proposed 150-room hotel in a mixed-use project with one million sq. ft. of industrial/warehouse space, 142,250 sq. ft. of creative office space, and 15,000 sq. ft. of retail.



IKEA SITE REDEVELOPMENT PROPOSED

San Fernando Boulevard in Downtown Burbank
A proposed 200-room hotel in a mixed-use project with 1,150 residential units and 47,420 sq. ft. of retail/restaurant space.



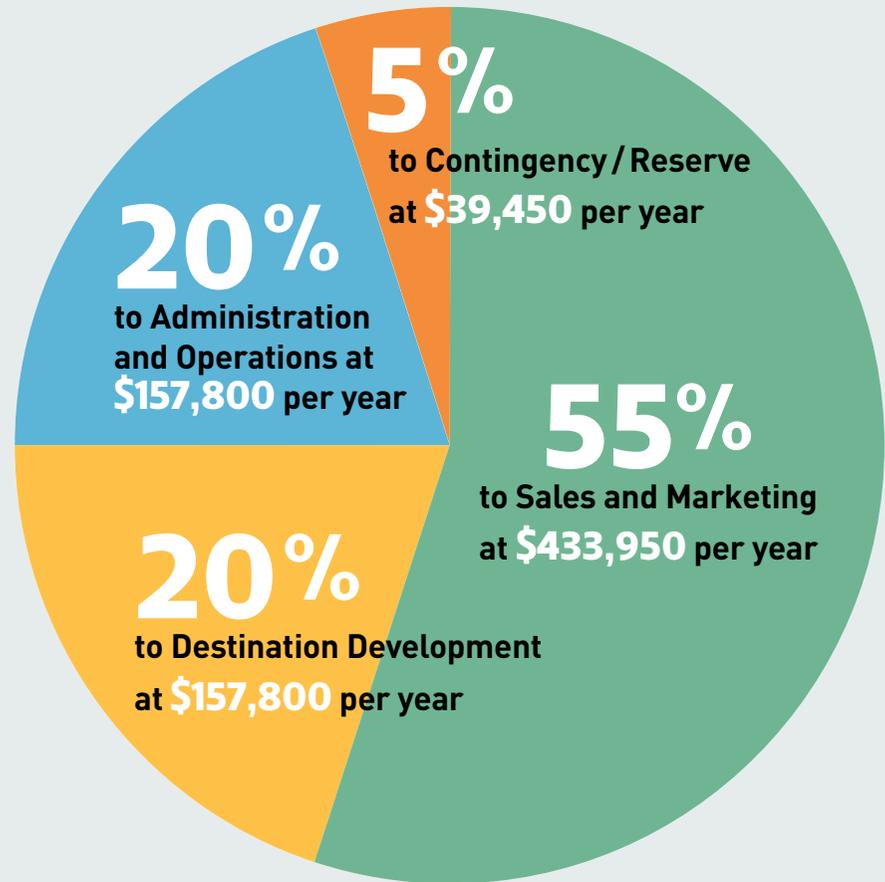
LATERRA MIXED-USE PROJECT PROPOSED

777 N Front Street in Downtown Burbank
A proposed 317-room hotel in a mixed-use project with 542 residential units and 700 sq. ft. of retail space.

MANAGEMENT DISTRICT PLAN ADOPTED BUDGET FY 2016-2017

\$789,000 FY 2016-2017 ANNUAL BUDGET

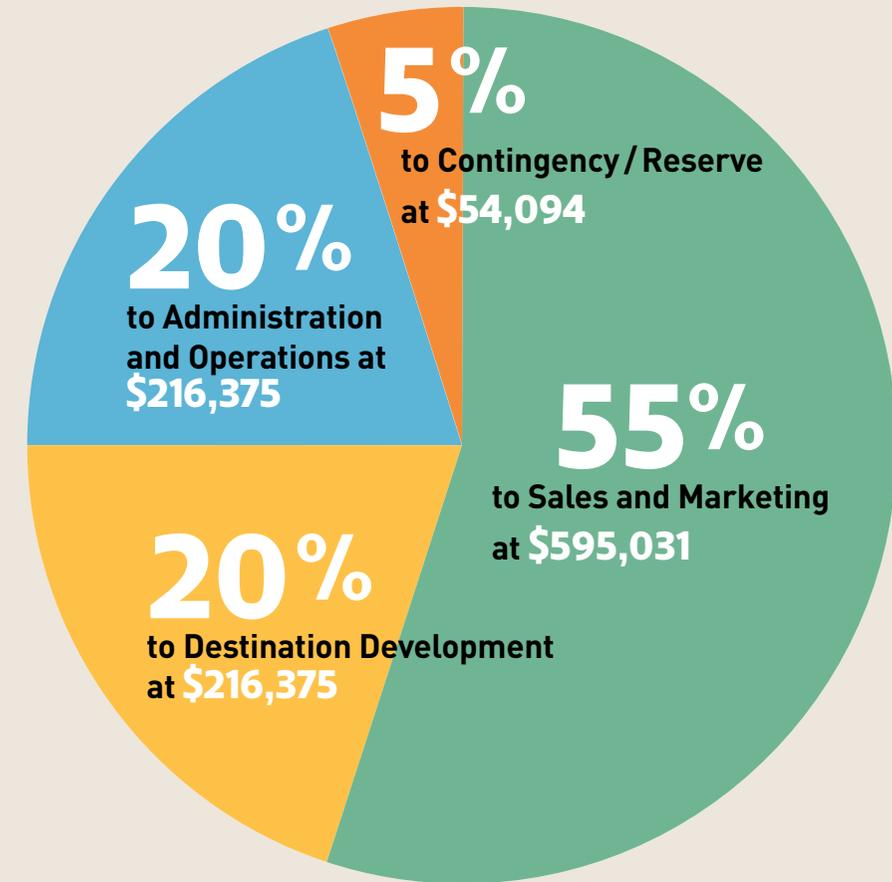
Sales and Marketing	55%
Destination Development	20%
Contingency / Reserve	5%
Administration and Operations	20%
• Staffing • Insurance • Other Administrative Expenses	



ACTUAL OPERATING BUDGET FY 2016-2017

\$1,081,876 FY 2016-2017 ASSESSMENTS RECEIVED

Sales and Marketing	55%
Destination Development	20%
Contingency / Reserve	5%
Administration and Operations	20%
• Staffing • Insurance • Other Administrative Expenses	

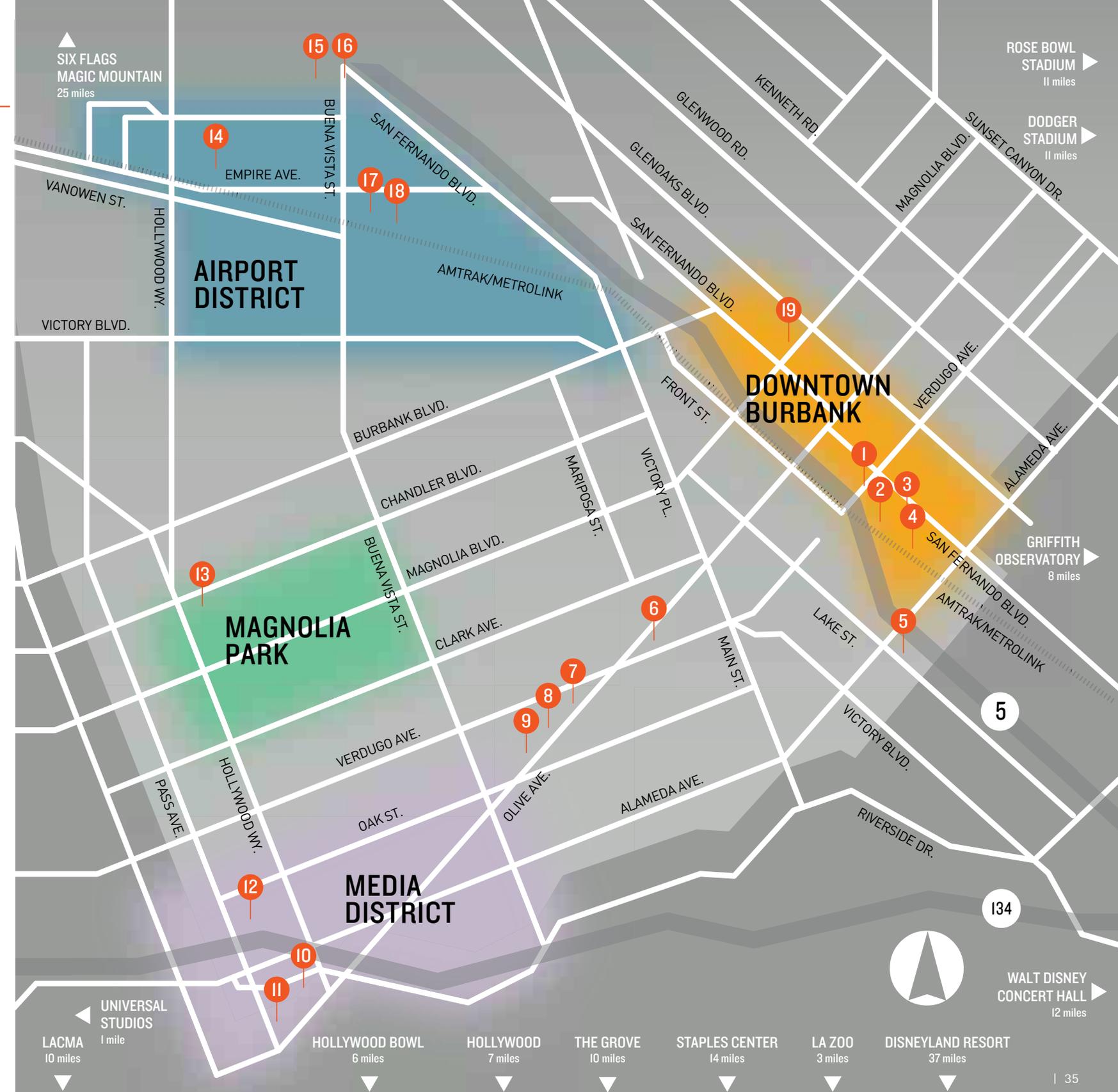


\$1,009,510 total carryover to FY 2017-2018



BURBANK HOTELS

- 1 Holiday Inn Burbank Media Center
- 2 Residence Inn Los Angeles Burbank/Downtown
- 3 Hilton Garden Inn Burbank Downtown
- 4 SpringHill Suites Los Angeles Burbank/Downtown
- 5 Burbank Inn & Suites
- 6 Portofino Inn Burbank
- 7 Safari Inn
- 8 Coast Anabelle Hotel
- 9 Burbank Extended Stay Inn
- 10 The Tangerine
- 11 Best Western Plus Media Center Inn & Suites
- 12 Hotel Amarano Burbank
- 13 Travelodge Burbank
- 14 Los Angeles Marriott Burbank Airport Hotel
- 15 Ramada Burbank Airport
- 16 Quality Inn Burbank Airport
- 17 Courtyard by Marriott Los Angeles/Burbank Airport
- 18 Extended Stay America Los Angeles Burbank Airport
- 19 AC Hotel - opening soon



BOARD OF DIRECTORS AND STAFF

EXECUTIVE COMMITTEE

Tony Garibian	Chair, General Manager, Coast Anabelle Hotel and Safari Inn
Richard Sandoval	Vice Chair, General Manager, Los Angeles Marriott Burbank Airport Hotel
Michael Swaney	Treasurer, General Manager, Residence Inn Los Angeles Burbank Downtown
James Fitzpatrick	Secretary, General Manager, Courtyard by Marriott Los Angeles/Burbank Airport

BOARD OF DIRECTORS

Lucy Burghdorf	Director, Public Affairs & Communications, Hollywood Burbank Airport
Tom Flavin	Chief Executive Officer, Burbank Chamber of Commerce
Danny Kahn	Executive Director, Warner Bros. Studio Tour Hollywood
Patrick Prescott	Community Development Director, City of Burbank, (Ex-Officio)
Alan Puana	Director of Sales, Universal Studios Hollywood
Steve Tarn	Regional Director of Operations, Hilton Garden Inn Burbank / Downtown
Sundeep G. Vaghashia	President, Pramukh Hospitality Services
Tom Whelan	General Manager, Hotel Amarano Burbank

STAFF

Simone McFarland	Assistant Community Development Director, City of Burbank Staff
Mary Hamzoian	Economic Development Manager, City of Burbank Staff
Susie Avetisyan	Economic Development Analyst, City of Burbank Staff
Barbara Miller	Administrative Staff
Teresa Mackey	Administrative Staff



PROUD PARTNERS



SEE THE BIGGER PICTURE

VISIT
BURBANK

Burbank Hospitality Association

200 W Magnolia Boulevard, Burbank, CA 91502

747.477.1462 | VisitBurbank.com

