



VISIT

# BURBANK

ACCOMPLISHMENTS FY 2017-2018

LOOKING AHEAD 2018-2019



# HOLLYWOOD

# 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 2017-2018, and to look ahead to fiscal year 2018-2019. Hotel occupancy stands at a near high of 82.5% YTD through June 2018, Average Daily Rates are at \$162, and RevPAR is at \$133. These impressive numbers can be attributed to the marketing campaign launched and paid for by Visit Burbank, achieving 142 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 expand out programs 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 2M followers and generated 325K in social media engagement.
- Partnering with Visit California and Brand USA for a one-of-a-kind custom global cooperative program designed to inspire international travelers to visit California and Burbank. The program showcased the beauty, diversity and accessibility of California, and generated 18M impressions.
- Deepening partnerships with Discover Los Angeles and Visit California generating nearly 16M impressions with potential travelers through digital advertisements and sponsored e-newsletters.
- Generating a combined total of \$1.48M in revenue and 7,860 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, and Burbank Comedy Festival to enhance event exposure and attendance, and increase hotel bookings.

The Association continues to maintain 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. A new partner, Burbank Water and Power, is currently working with us to roll out high-speed fiber optics internet service for hotel guests provided through ONE Burbank. This is being installed in participating hotels during 2018-2019.

I wanted to extend gratitude to everyone who helped make 2017-2018 such an important year for Visit Burbank, and look forward to working with each of you as we continue the upward momentum in 2018-2019.

Sincerely,



**Tony Garibian**  
Board Chair  
Burbank Hospitality Association



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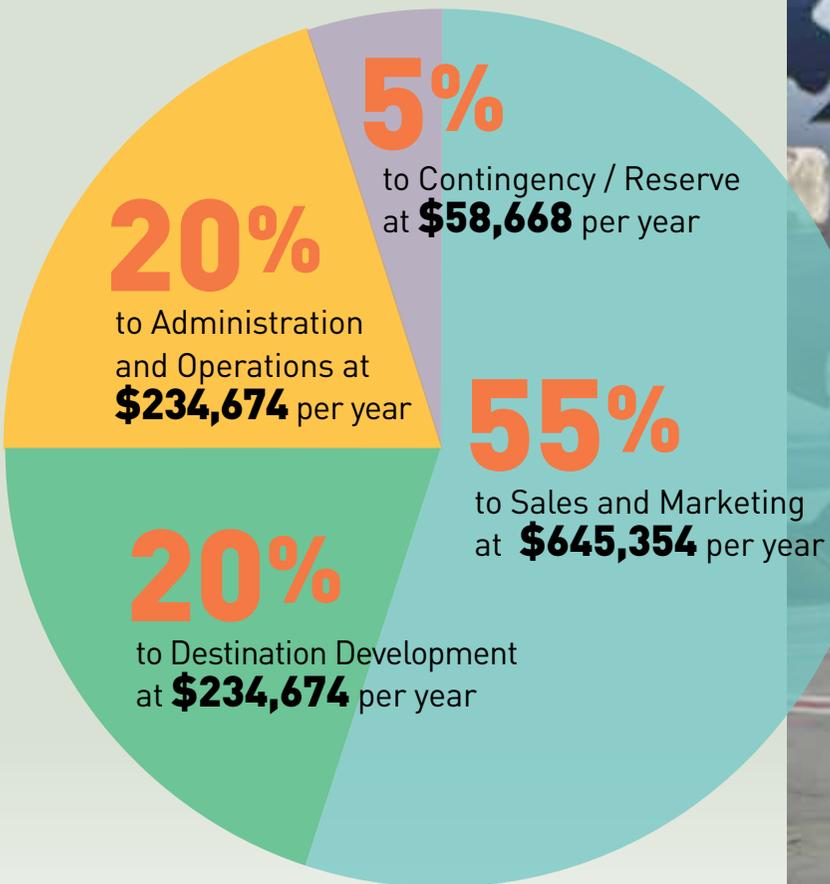
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## ABOUT

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 Operating Budget

Visit Burbank operates with a \$1,173,371 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

Visit Burbank boosts hotel occupancy and sales through the following initiatives:

### MARKETING & SALES

- 1 Promote Burbank as a leading tourism destination targeting the leisure and family travel markets via digital advertising, influencer, and partnership campaigns with strong return-on-investment (ROI).
- 2 Brand Burbank as a desirable conference and convention destination featuring a unique mix of quality conference hotels and non-traditional special event venues.
- 3 Increase sales through the group travel market working with tour operators, wholesalers, and on-line travel agents.
- 4 Leverage marketing efforts through partnerships with community stakeholders such as the Downtown Burbank Partnership, the Hollywood Burbank Airport, the Burbank Chamber of Commerce, Warner Bros. Studio Tours Hollywood, and Universal Studios Hollywood.

### DESTINATION DEVELOPMENT

Goals of Destination Development for 2018- 2019 include launching larger projects that entice visitors to explore Burbank as a whole. These investments for enhancing the visitor experience provide more opportunities for guests to come to Burbank and elevate their overall impression of the city. Project examples include:

- 1 Visitor Center interactive kiosks.
- 2 Comprehensive way-finding signage system for visitor attractions.
- 3 High-Speed Fiber Optics Internet Service amenities for hotel guests provided through ONE Burbank.
- 4 Airline Incentive Package offering marketing support to airlines during the new route's first year as a way to build customer awareness.



# BRAND MESSAGING



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. Because Burbank is home to these top studios, the city is abounding in iconic locations and scenes from your favorite movies and TV shows.



The city is home to the Hollywood Burbank Airport with 15 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 family-friendly hotels are easily accessible to many of Los Angeles' most legendary attractions such as Universal Studios Hollywood, the Hollywood Walk of Fame, Rose Bowl, the 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.



# DIGITAL ADVERTISING

Visit Burbank targets consumers with a propensity to travel in nonstop and drive markets using a strategic mix of digital platforms. The goal is brand awareness and encouraging hotel bookings.



**136M Impressions**  
**106K Website Visits**



**3.9M Impressions**  
**39K Website Visits**



**659K Impressions**  
**26K Website Visits**



**1.6M Impressions**  
**8K Website Visits**



# RESULT 142M Impressions

# 179K Website Visits

## PARTNERSHIPS / CO-OPs

Partnership with Brand USA and Visit California, the destination marketing organizations for the country and for the state, to promote Burbank on a domestic and international scale.

Road Trips 2-minute video **+** National Geographic custom content story

**+** BrandUSA 45-second video **+** Expedia campaign

**RESULT** 18M Impressions  
118K Website Visits

California

# Burbank

Sunrise over Burbank and downtown Los Angeles



## UNIVERSAL STUDIOS HOLLYWOOD

Visit Burbank partners with Universal Studios Hollywood to maximize hotel stays from park visitors.

2017  
**10**  
HOTELS

Calendar Year 2017

**\$1.48M** Room Revenue

**3,860** Total packages  
(rooms plus Universal tickets)

**7,860** Room Nights

2018  
**10**  
HOTELS

YTD through June

**\$780K** Room Revenue

**1,776** Total packages  
(rooms plus Universal tickets)

**3,772** Room Nights

Source: Universal Studios Hollywood

THE WIZARDING  
WORLD OF  
**Harry Potter**



# SOCIAL MEDIA

A vigorous social media campaign keeps Burbank hotels and attractions top-of-mind with potential travelers.

- + 1.08M Impressions  
6.8K Engagements  
29K Followers 
- + 260K Impressions  
7.9K Engagements  
1.8K Followers 
- + 51K Impressions  
10K Engagements  
2.1K Followers 

**RESULT** 1.39M Impressions  
24.7K Engagements  
32.9K Followers

All figures represent performance during the period 2017-2018

# INFLUENCERS

Influencers provide third party endorsement from trendsetters in family travel, millennial, shopping, dining, film and TV. The campaign goal is to reach untapped traveler markets and encourage visitation to Burbank.

**3** INFLUENCER VISITS

**RESULT** 1.13M Impressions  
118K Engagements

Four Additional Influencers Scheduled through 2018



# ON-LINE BOOKING ENGINE

Visit Burbank's website is the leading tourism portal for hotel bookings, travel information, neighborhoods, special events, famous film locations, and area attractions.

**RESULT** 311K Total Website Visits  
82% New Visitors  
\$40K Attraction Revenue  
\$20K Room Revenue



# NEWSLETTERS

Monthly newsletters communicate updates about Burbank special events, new retail and restaurants, hotels, and promotions of interest to the travel market.

**RESULT** 1,700+ Opt-in subscribers  
22% Open Rate  
7% Click Through Rate



# TRADE SHOWS

Visit Burbank builds group hotel business by participating in major travel conventions targeting domestic and international tour operators, wholesalers, and receptive operators.



# RESULT 90 Tour Operator Connections

Hollywood Burbank Airport

BURBANK  
MEDIA CAPITAL OF THE WORLD

# STRATEGIC EVENTS

Visit Burbank sponsors targeted special events demonstrating high potential for room growth and economic impact.

## 5 Signature Events

- + 4th Annual Burbank Comedy Festival
- + 9th Annual Burbank International Film Festival
- + 3rd Annual Burbank Beer Festival
- + 2nd Annual Burbank Winter Wine Walk
- + 9th Annual CTN Animation eXpo

# RESULT 40,100 Attendees Room Revenue \$257K

# TOTAL IMPACT

The results of programs for 2017-2018 are as follows:

- RESULT 163M Digital Impressions**
- 311K Website Visits**
- 32.9K Social Media Followers**
- 40.1K Sponsored Event Attendees**
- \$2.56M Room Revenue**



# TOURISM ECONOMICS L.A.

2017 was the seventh consecutive record-breaking year for tourism in Los Angeles.

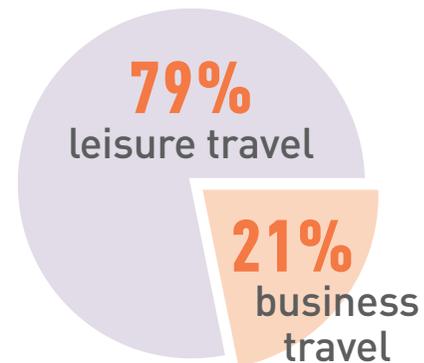


**48.5 MILLION**  
Total Visitors  
To Los Angeles



**41.2 MILLION**  
Domestic Visitors  
To Los Angeles

**7.3 MILLION**  
International Visitors  
To Los Angeles



Primary Purpose  
of Visit to  
Los Angeles in 2017

**\$33.6B TOURISM ECONOMIC IMPACT IN LA COUNTY**

# BURBANK'S TOURISM ECONOMY IN 2017



**\$829M**  
Spent by visitors



**\$206M**  
Spent on Retail



**\$208M**  
Spent on Recreation



**\$146M**  
Spent on Food & Beverage



**\$156M**  
Spent on Lodging



**\$115M**  
Spent on Transportation

- Tourism in Burbank generated **\$36.7M** in local tax revenues.
- **8,703** jobs were sustained by visitors.

**Burbank Attracted 3.4M Visitors in 2017**

Source: Tourism Economics

# THE YEAR AHEAD

## 2018 - 2019

*A better way to*  
**SEE L.A.**



**BURBANK**

# PHASE III MARKETING

In 2018-2019, Visit Burbank will launch Phase III of the sales and marketing campaign with new creative imagery and an updated website. The goals are to keep Burbank top-of-mind, create awareness, drive users to the website, and drive hotel bookings.

## KEY TARGET MARKETS WILL INCLUDE:

- Leisure Travelers with Propensity to Visit Southern California/Los Angeles.
- Drive Markets, such as the greater LA area, San Diego, Santa Barbara, and Orange County.
- Key Feeder Fly Markets (Denver, Las Vegas, New York, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Francisco, San Jose, Seattle, Boston, Houston, and Chicago).

The focus of the 2018-2019 messaging will be "A Better Way to See L.A." to position Burbank within the context of Los Angeles in close proximity to such major attractions as the Hollywood Sign, Walk of Fame, Rose Bowl, Universal Studios Hollywood, and the best of what LA has to offer. Marketing channels including digital, mobile, social, co-op advertising, paid search, and e-newsletters.

## 2018-2019 ADVERTISING ALLOCATIONS

Pay Per Click campaign across Google platforms	<b>\$24K</b>
Social Media Advertising and Management	<b>\$21.6K</b>
Partnership Programs with Discover Los Angeles and Visit California	<b>\$35K</b>
Geo-targeted digital campaigns	<b>\$50K</b>
Influencer campaign	<b>\$30K</b>
Website refresh	<b>\$45K</b>
New Campaign Development and Implementation	<b>\$118K</b>

**RESULT \$323K**

*A better way to*  
**DINE LA**



**VISIT**  
**BURBANK**

VISITBURBANK.COM | @VISITBURBANK   

# DESTINATION DEVELOPMENT

A major priority looking forward is to further advance Destination Development as a means to enhance visitor attraction through infrastructure and capital projects.

Foremost for 2018-2019 are two initiatives paving the way for future growth:



**HIGH SPEED FIBER OPTIC SERVICE** boosting amenities for Burbank hotels by offering state of the art internet access for guests. This program is currently being offered to all Burbank hotels utilizing the ONE Burbank High Speed Fiber Optic Network created for the entertainment industry with speeds up to 1 Gigabits per second (Gbps). The service, which is 99.9% reliable, dedicated, and symmetrical, will give Burbank hotels an advantage over competitive markets, especially for meetings attraction.



**THE AIRLINE INCENTIVE PACKAGE** offers marketing support to airlines during the new route's first year as a way to build customer awareness, such as the new Boston / Burbank nonstop route. The incentive package offers marketing support to airlines during the new route's first year as a way to build customer awareness.

# INFLUENCERS

Visit Burbank is working with the following domestic and international Influencers in 2018-2019 in order to reach untapped traveler markets and encourage visitation to Burbank.

Instagram



**cheatdayeats**  
CHEAT DAY EATS - 377K Followers  
Visit Date: June 2018



**thelagirl**  
THE LA GIRL - 116K Followers  
Visit Date: August 2018



**glographics**  
THE BLOG ABROAD - 54.6K Followers  
Visit Date: September 2018



**filmtourismus**  
FILMTOURISMUS - 138K Followers  
Visit Date: September 2018



**stephaniebetravel**  
STEPHANIE BE TRAVEL/TRAVELBREAK - 73.3K Followers  
Visit Date: November 2018

# INVESTMENTS IN TOURISM

New and proposed



**AC HOTEL** opening 2020  
196 Hotel Rooms



**AVION BURBANK**  
166 Hotel Rooms



**PREMIER ON FIRST MIXED-USE PROJECT**  
230 Hotel Rooms



**IKEA SITE REDEVELOPMENT**  
200 Hotel Rooms



**BURBANK COMMON**  
33,000 sq. ft.  
Conference Center



**LATERRA MIXED-USE PROJECT**  
317 Hotel Rooms

**RESULT** 6 Developments | 5 Hotels | 1 Conference Center | 1,109 Hotel Rooms | 33,000 sq. ft. Event Space

# CONSISTENT GROWTH 2012 - 2018

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 June 2018)



2012	2013	2014	2015	2016	2017	2018	Total Growth Since 2012
75%	78%	79%	81%	84%*	83%	82.5%	+10%

## GROWTH IN AVERAGE DAILY RATES (ADR) (YTD thru June 2018)



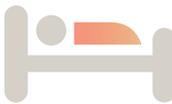
2012	2013	2014	2015	2016	2017	2018	Total Growth Since 2012
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	+37%

## GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (YTD thru June 2018)



2012	2013	2014	2015	2016	2017	2018	Total Growth Since 2012
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	+49%

## GROWTH IN ANNUAL ROOM REVENUE (Running 12 months through June 2018)

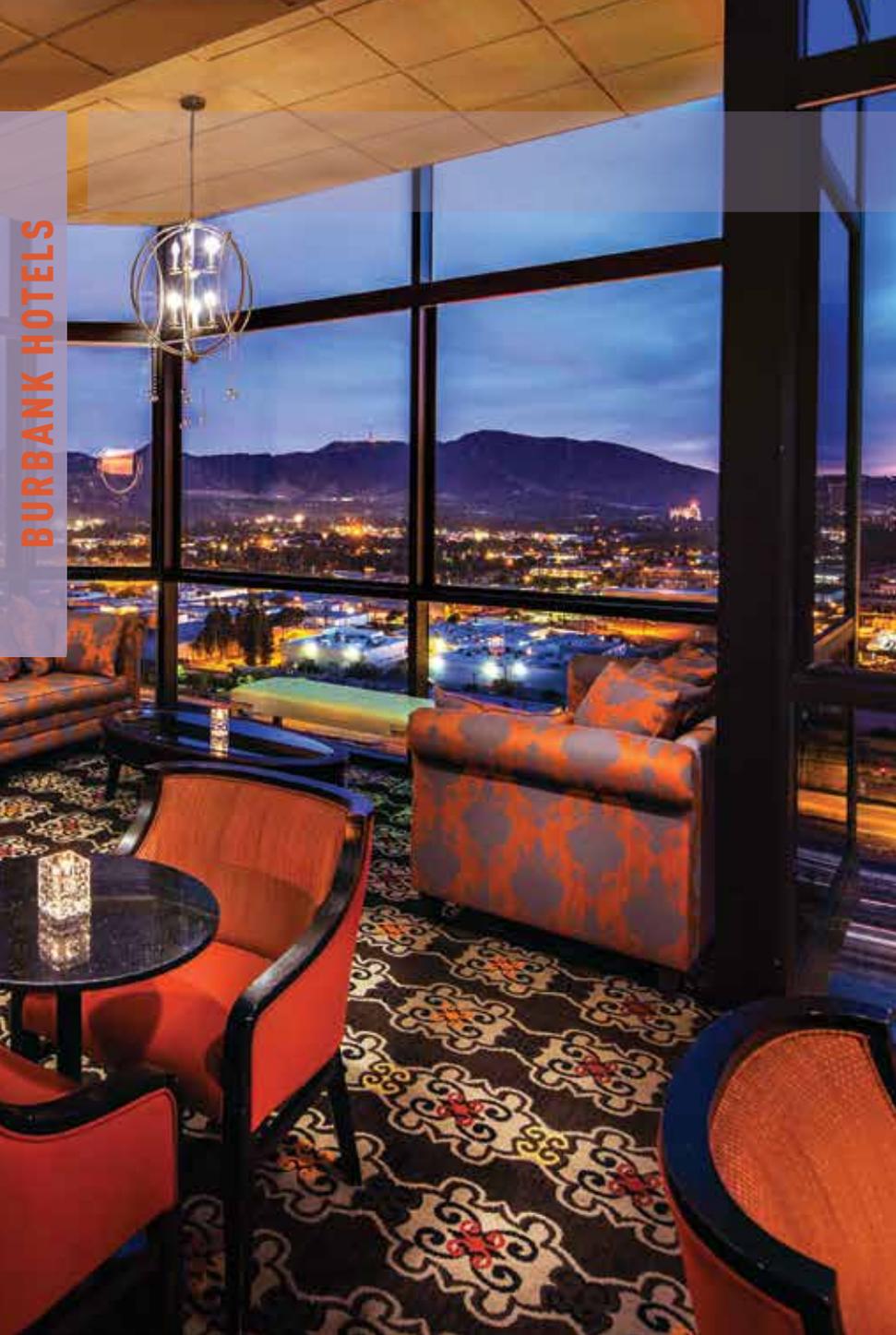


2012	2013	2014	2015	2016	2017	2018	Total Growth Since 2012
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	+75%

**\*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.

Source: Smith Travel Research calendar year data.





## 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 Amaranco 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



**18 Hotels | 2,569 Rooms**

# 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**

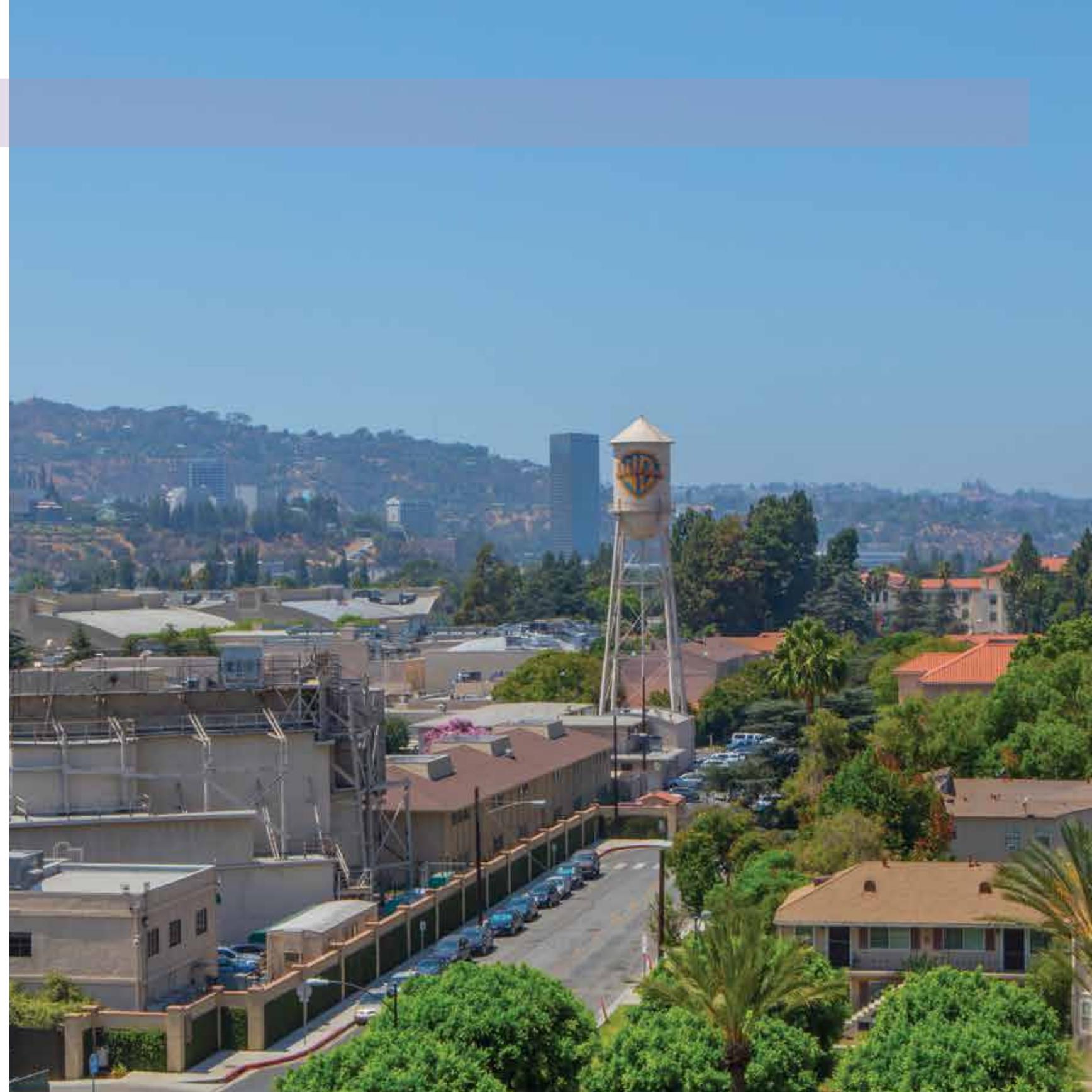
## BOARD OF DIRECTORS

- 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**  
Sundeep G. Vaghashia **President, Pramukh Hospitality Services**  
Tom Whelan **General Manager, Hotel Amarano Burbank**  
Julio Flores **General Manager, Hilton Garden Inn Burbank Downtown**

## 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





VISIT

# BURBANK

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