



VISIT
BURBANK

YEAR IN REVIEW 2018-2019
LOOKING AHEAD 2019-2020



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 2018-2019, with a look ahead to fiscal year 2019-2020.

Annual hotel occupancy stands at 82.5% through June 2019, Average Daily Rates were \$164, and Revenue per Available Room (RevPAR) was \$136. Numbers are supported by the digital media campaign launched and paid for by Visit Burbank, achieving 85M impressions during the fiscal year, and branding the city as a major travel destination.

Other contributors include tour operator group and FIT hotel contracts obtained by attending travel trade conventions; earned media coverage promoting Burbank; the Universal Studios Hollywood Partner Hotel Program; social media engagement; a robust Influencer campaign, and more.

Looking forward, the Association has initiated new programs designed to increase occupancy and enhance Burbank's attractiveness as a tourism destination. These include:

SUPERHERO SELFIE SPOTS: A partnership with Burbank-based DC Comics to establish a series of superhero statues at tourist hotspots throughout the city, reinforcing Burbank's status as Media Capital of the World and maximizing social media engagement.

MARKETING CO-OP WITH WARNER BROS. STUDIO TOUR HOLLYWOOD: A partnership with Warner Bros. Studio Tour Hollywood to market Burbank and create new hotel/attractions packages.

CHINA READY PROGRAM: A training project aimed at achieving China Ready Designation for hotels and attractions, appealing to the 1.2M annual Chinese visitors to Los Angeles to generate additional room nights.

Successful programs from prior years were improved and renewed. These include digital ad campaigns, social and influencer campaigns, strategic event partnerships, ONE Burbank high speed hotel internet access, newsletters, and the online booking engine.

The newly retooled website will continue as the leading digital interface with travelers for Burbank information, itineraries, and hotel and attractions bookings. The site is also now ready to accept advertisers, generating additional income for Visit Burbank.

Visit Burbank 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.

I want to extend our gratitude to everyone who helped make 2018-2019 such an important year for Visit Burbank, and am looking forward to working with each of you as we continue the upward momentum in 2019-2020.

Sincerely,



Tony Garibian

Board Chair
Burbank Hospitality Association



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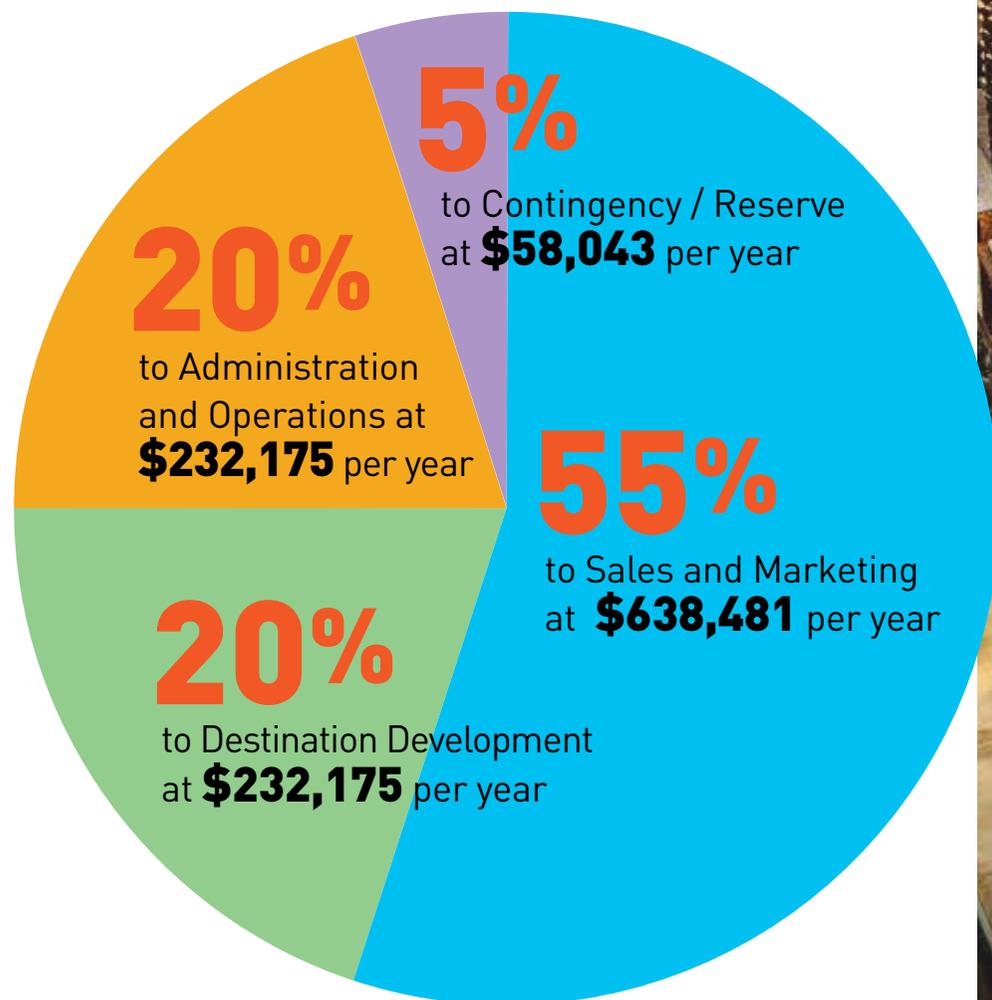
40 BOARD OF DIRECTORS AND STAFF

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 \$1,160,874 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

- 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.
- Brand Burbank as a desirable conference and convention destination featuring a unique mix of quality conference hotels and non-traditional special event venues.
- Increase sales through the group travel market working with tour operators, wholesalers, and online travel agents.
- 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

Destination Development invests in a variety of projects designed to elevate the traveler experience in Burbank and create a more defined sense of place. Projects include:

- In partnership with DC Comics, rolling out a series of monumental bronze statues of super heroes at tourism destinations across Burbank.
- High-Speed Fiber Optics Internet Service amenities for hotel guests provided through ONE Burbank.
- Airline Incentive Packages offering marketing support to promote new routes to build customer awareness of Burbank.
- Comprehensive way-finding signage and district identity programs to enhance visitor experience.



BRANDING MESSAGE

-  "A Better Way to See LA," Burbank is where Hollywood happens, abounding in iconic studios, locations, and scenes from favorite movies and TV.
-  The city is a must-see for studio tours and live TV tapings such as *The Ellen DeGeneres Show*, *Conan*, and a constantly evolving mix of new productions.
-  Burbank is home to the Hollywood Burbank Airport, the #1 airport in the US according to *Fodor's Travel 2019*, with nonstop domestic flights to 17 gateway cities.
-  Visit Burbank's 18 hotels are convenient to legendary attractions: Warner Bros. Studio Tour Hollywood, Universal Studios Hollywood, Dodger Stadium, the Hollywood sign, the Hollywood Walk of Fame, and much more.
-  Burbank embodies the fun-loving, Southern California atmosphere sought by visitors: eclectic shops, original eateries, celebrity hotspots, and the 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 creating brand awareness and encouraging hotel bookings.

73M Impressions
34K Website Visits



6.6M Impressions
29K Website Visits



1.1M Impressions
9K Website Visits



1.8M Impressions
5K Website Visits



2.8M Impressions
1K Website Visits



RESULT 85.3M Impressions

DIGITAL CAMPAIGN

With the goal of keeping Burbank top-of-mind, creating awareness, driving users to the website, and boosting hotel bookings, the 2018-2019 advertising message took the theme of **A Better Way to See LA**.

TARGET AUDIENCES

- **LEISURE TRAVELERS** with a propensity to visit Southern California/Los Angeles.
- **DRIVE MARKETS**, including the greater LA area, San Diego, Santa Barbara, and Orange County.
- **FEEDER MARKETS** with nonstop flights into Hollywood Burbank Airport.



SOCIAL MEDIA

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



1.4M Impressions
9K Engagements
30K Followers



399K Impressions
10.2K Engagements
2.4K Followers



397K Impressions
36K Engagements
4.3K Followers



RESULT **2.2M Impressions**
55.2K Engagements
36.7K Followers

All figures represent performance during the period FY2018-2019



INFLUENCERS

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

7 Influencers Totaling 1.2M Followers
RESULT 2.4M Impressions
607K Engagements

Instagram
@brightbazaar



313K Followers

Instagram
@glographics



74.2K Followers

Instagram
@golden_aimeee



21.8K Followers

Instagram
@TheLAGirl



129K Followers

Instagram
@patrickadougall



47K Followers

Instagram
@filmtourismus



570K Followers

Instagram
@stephaniebetravel



67K Followers

ONLINE 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 366K Total Website Visits
88K New Visitors

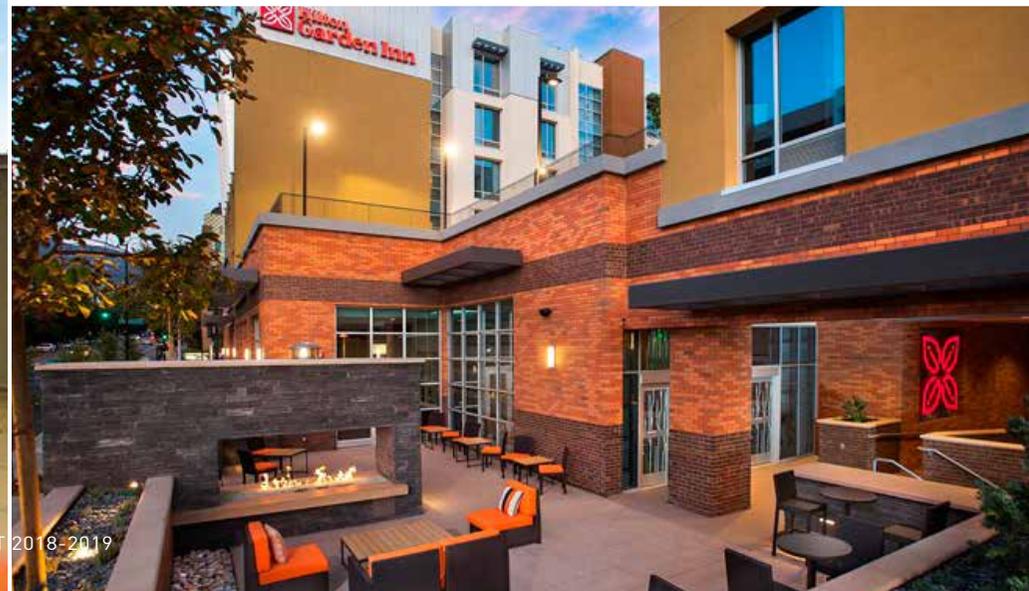
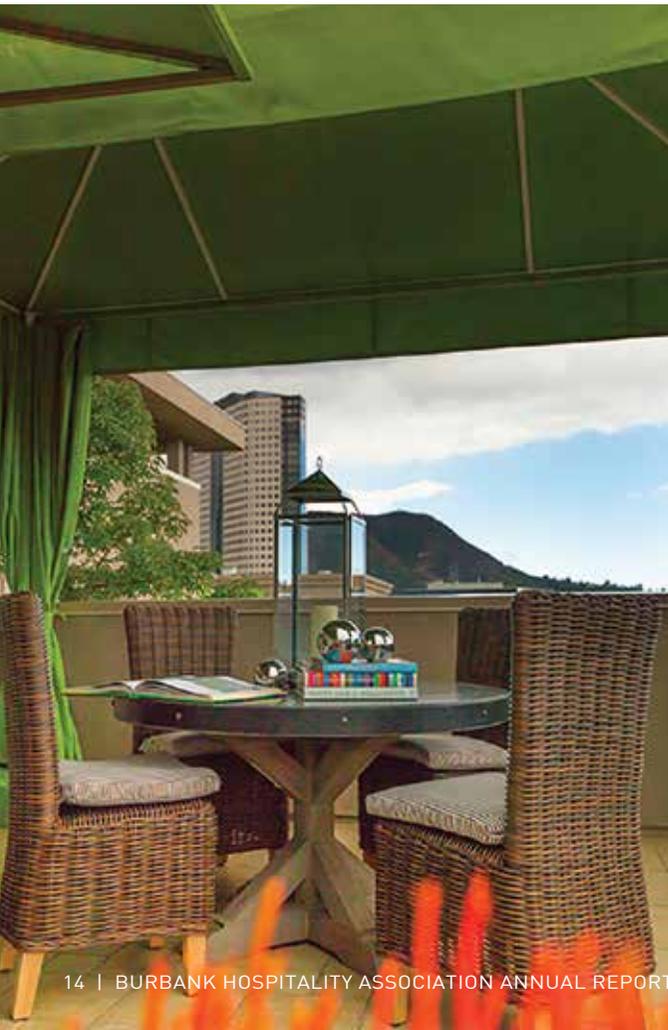
WEBSITE-GENERATED REVENUE

\$31K Room Bookings
28K Attraction Tickets

\$59K TOTAL REVENUE

ONLINE BOOKING ENGINE

ONLINE BOOKING ENGINE



NEWSLETTERS

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

RESULT 1.6K Opt-in Subscribers
17% Average Open Rate
1.6% Click Through Rate



HAPPY NEW YEAR FROM VISIT BURBANK

From restaurant openings to renovations and events around the city, discover new and exciting things to do in the New Year.

GRAB A BITE



Shake Shack

This New York-based company has been making its way to the West Coast with a new location now open in Downtown Burbank. Enjoy classic burgers and inventive shakes at this fast-casual spot. Be sure to ask for the L.A.-exclusive Roadside Double!



Chick-fil-A

Enjoy the original chicken sandwich and waffle fries at this fast-food establishment located across the street from Blizzard Arena Los Angeles.



Whether exploring new eateries, checking out world famous cars, taking a horseback ride to the Hollywood Sign, or strolling with dinosaurs, Burbank will be packed with memorable experiences this August.

UPCOMING EVENTS IN BURBANK

DOWNTOWN BURBANK CAR CLASSIC



UNIVERSAL STUDIOS HOLLYWOOD

Eleven Burbank hotels are represented as Partner hotels on www.universalstudioshollywood.com, ensuring that visitors see the proximity of Burbank to Universal Studios Hollywood.

FISCAL YEAR 2018-2019

RESULT **11** HOTELS **\$1.07M** Room Revenue
2.2K Total Packages (rooms plus Universal tickets)
5K Room Nights Booked

Source: Universal Studios Hollywood



STRATEGIC EVENTS

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

4 SIGNATURE EVENTS

Event	Visit Burbank Sponsorship
Burbank Comedy Festival/August	\$20K
Dragonfest/August	\$20K
CTN Animation eXpo/November	\$150K
MUSEXPO Creative Summit/March	\$30K
	\$220K

RESULT 17.5K Attendees
\$220K INVESTMENT = \$1.38M IN ROOM REVENUE



PRINT CAMPAIGN

Two Burbank feature stories appearing in Alaska Beyond and Delta Sky Magazine delivered in-depth coverage of Burbank attractions and neighborhoods. The airlines fly nonstop into Burbank from Atlanta, Portland, Salt Lake City, San Jose, and Seattle.

Alaska Beyond
Alaska Airlines Magazine

BURBANK'S MAGNOLIA PARK
Where old-school is cool
By Kimberley Lovato

It's a cool day in Burbank, California, and I'm out for a quiet stroll along Magnolia Boulevard, a thoroughfare lined with a diversity of shops, cafes and restaurants—and best known for retro boutiques, antiques, collectibles and assorted curiosities.

I duck inside Playclothes, a popular vintage emporium. Across 4,500 square feet of floor space are finds such as pointy-toe kitten-heel shoes, as well as A-line dresses, pencil skirts and petite leather gloves folded, hung and stacked on top of antique dressers, wicker fan chairs and other home-decor pieces (which are also for sale).

I run my hand over the stiff tulle of a daffodil yellow dress. The tag tells me it's from the 1950s. Was it worn to a prom, perhaps? My mind wanders to film and TV scenes in which leading ladies twirled and cooked in these types of feminine frocks. Were some of those shows filmed among Burbank's production studios, which were active even in the '50s?

My attention turns to a rack of clothes from the 1980s, and I begin to laugh. "How can 1980 be vintage?" I jokingly ask the store clerk.

She doesn't skip a beat. "Well, that was almost 40 years ago," she says.

Fair enough. While I don't feel vintage, it's true that some mainstays of my teenage wardrobe—leg warmers and neon threads, acid-wash jeans and jelly shoes—are, in fact, retro.

This morning is a memory sparker not only due to the fashion flashbacks, but also because I grew up in Burbank. I like to think that, like me, the city is aging gracefully, accessorized with just enough old-school to be cool. And Burbank is definitely earning a reputation today as one of Greater LA's hidden treasures. Despite being located "just over the hill" from more-famous

Hollywood, Burbank seems to suffer no FOMO. Instead, the city embraces its retro and offbeat character, especially here in the Magnolia Park district. Burbank could sport a swagger, as a city with one of the highest concentrations of studios and production facilities in the world. Instead, it lets its star-dusted neighbor bask in the limelight, even though Burbank is where a great deal of movie magic happens.

I didn't always appreciate this about my hometown. But as an adult, I feel lucky to have grown up in a place that still has an outdoor amphitheater, the Starlight Bowl, for summer concerts and fireworks, and in a place where the oldest Bob's Big Boy restaurant in America, turning 70 this year, is a go-to for grabbing a burger, just as it was when I was in high school.

Even back then, my high school friends and I would occasionally head to Magnolia Boulevard

to rummage for funky clothes at secondhand stores such as Junk for Joy costume and vintage shop, or to share a meal of lasagna from Monte Carlo Italian Deli & Pinocchio Restaurant. I'm happy to say that both establishments are still open for business.

Magnolia Park's mom-and-pop vintage vibe drew entrepreneur Ashley Erikson to the area in 2010. Soon after, she launched a blog featuring the idiosyncratic shops of Magnolia Boulevard. She founded the Magnolia Park Merchants Association in 2014 to shine a spotlight on the burgeoning neighborhood, defined at the time as the area between Hollywood Way and Buena Vista Street. Magnolia Park now includes businesses from Clybourn Avenue to Victory Boulevard, a stretch just over 2 miles long.

"There's a store for everyone," Erikson says. "If you like horror films, there's Dark Delicacies.

sky
DELTA

TIME OUT

BURBANK

You've got an extra day to check out the Media Capital of the World. Here's what you do. BY KIMBERLEY LOVATO

NEIGHBORING HOLLYWOOD HOGS the spotlight, but just over the hill from that famous white sign lies Burbank—a city of 108,000 where a lot of the movie magic happens. There are countless ways to get behind the scenes. Tours at major studios show off costumes, sets and cinema secrets from film and TV shows, while Burbank's retro shops and restaurants glitter with their own stardust—especially America's oldest Bob's Big Boy, which turns 70 this year.

Visit during the Downtown Burbank Arts Festival (May 18-19), when animators from studios such as Walt Disney Animation and Nickelodeon show off their original work, and you just might snag a souvenir from the real Tinseltown.

CLOCKWISE FROM TOP LEFT: A view of Burbank; A wrap; A lobster pie at Castaway; The Starlight Bowl amphitheater; Playclothes; America's oldest Bob's Big Boy.

LIGHTS, CAMERA... Get into the action at Warner Bros. Studios, where familiar façades and sets from favorite TV shows and films, such as Batman, The Big Bang Theory and Gilmore Girls, are part of the tour. Participants also can sip coffee at Central Perk Café, made famous on Friends, and step into the realm of Atlantis in the new Aquaman exhibit, which runs through the end of the year. Fans of Ellen DeGeneres can book on her website to see a live taping of her hit talk show.

SCENE STEALERS Browse through Magnolia Boulevard's offbeat shops, including Playclothes, whose claim to fame is that its vintage merchandise has starred on the silver screen. Two blocks away, it's a Wrap is where clothing and props from studio wardrobe departments land after the final scene. At the LA Connection Comedy Theater, you can take in a show or even throw yourself into an improv class.

SOUND BITES Sip a milkshake in the Beatles booth at historical landmark Bob's Big Boy, where the band filmed in 1965. The parking lot also is the setting for a classic car show every Friday night. For decades, movie stars have loved The Smoke House for steakhouse fare and do-not-miss garlic bread. It's also appeared in La La Land, Scandal and other film and TV hits.

UNDER THE STARS Summer time means alfresco concerts and Fourth of July fireworks at the Starlight Bowl amphitheater. Nearby, the newly renovated Castaway restaurant remains a Burbank classic—and an ideal spot for sunset views and cocktails on the terrace.

22 DELTA SKY / MAY 2019

RESULT 9M In-Flight Passengers Reached

TOTAL IMPACT

The results of programs for 2018-2019 are as follows:

MEDIA IMPRESSIONS

85.3M Paid Digital
14M Earned Media

STRATEGIC EVENTS

17K Attendance
\$1.38M Room Revenue

SOCIAL MEDIA

2.2M Impressions
55.2K Engagements
36.7K Followers

INFLUENCERS

2.4M Impressions
607K Engagements
1.2M Followers

WEBSITE

366K Annual Visits

WEBSITE-GENERATED REVENUE

\$59K Total Revenue



TRADE SHOWS

Visit Burbank builds group and Free Independent Traveler (FIT) business by participating in major travel conventions targeting domestic and international tour operators, wholesalers, and receptives. This in turn has led to an increase in Familiarization (FAM) tours, hotel site inspections, and new contracting.

TRAVEL TRADE CONVENTIONS Visit Burbank attended top international and domestic trade shows.

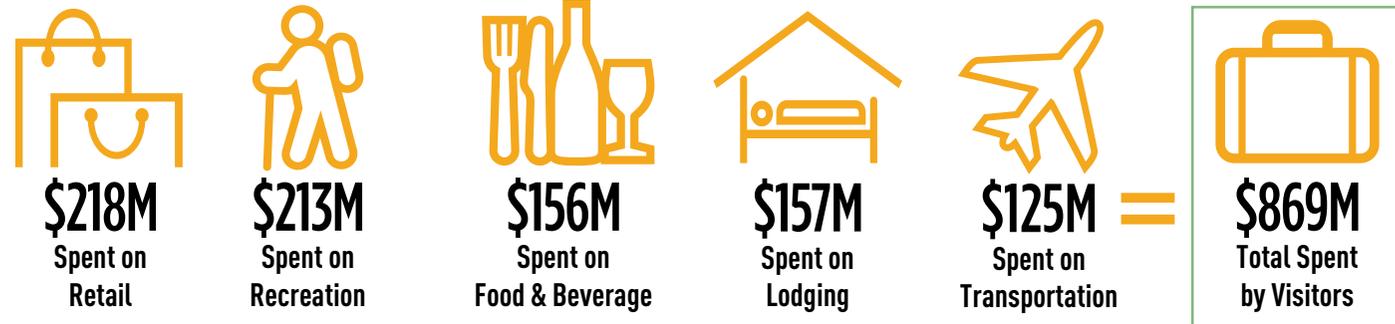


RESULT

- 120 Top Tour Operator Connections
- 5 Burbank Familiarization Tours totaling 125 travel trade professionals staying in 5 hotels
- 15+ Individual and Group Hotel Contracts



ECONOMIC IMPACT OF TOURISM IN BURBANK



- Tourism in Burbank generated more than **\$38M** in local tax revenues.
- **8,933** jobs were sustained by visitors.

Source: Tourism Economics

Burbank Attracted 3.48M Visitors in 2018



17 Nonstop Flights | More than 5.2M Passengers per year*

*Source: Hollywood Burbank Airport

ECONOMIC IMPACT OF TOURISM IN LOS ANGELES

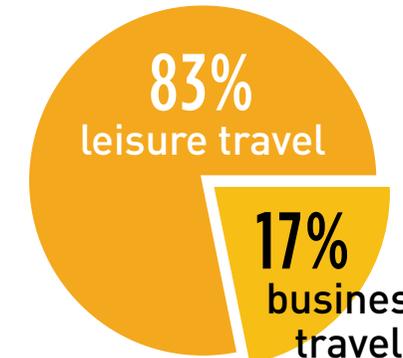
2018 was the eighth consecutive record-breaking year for tourism in Los Angeles.



50M
Total Visitors
To Los Angeles



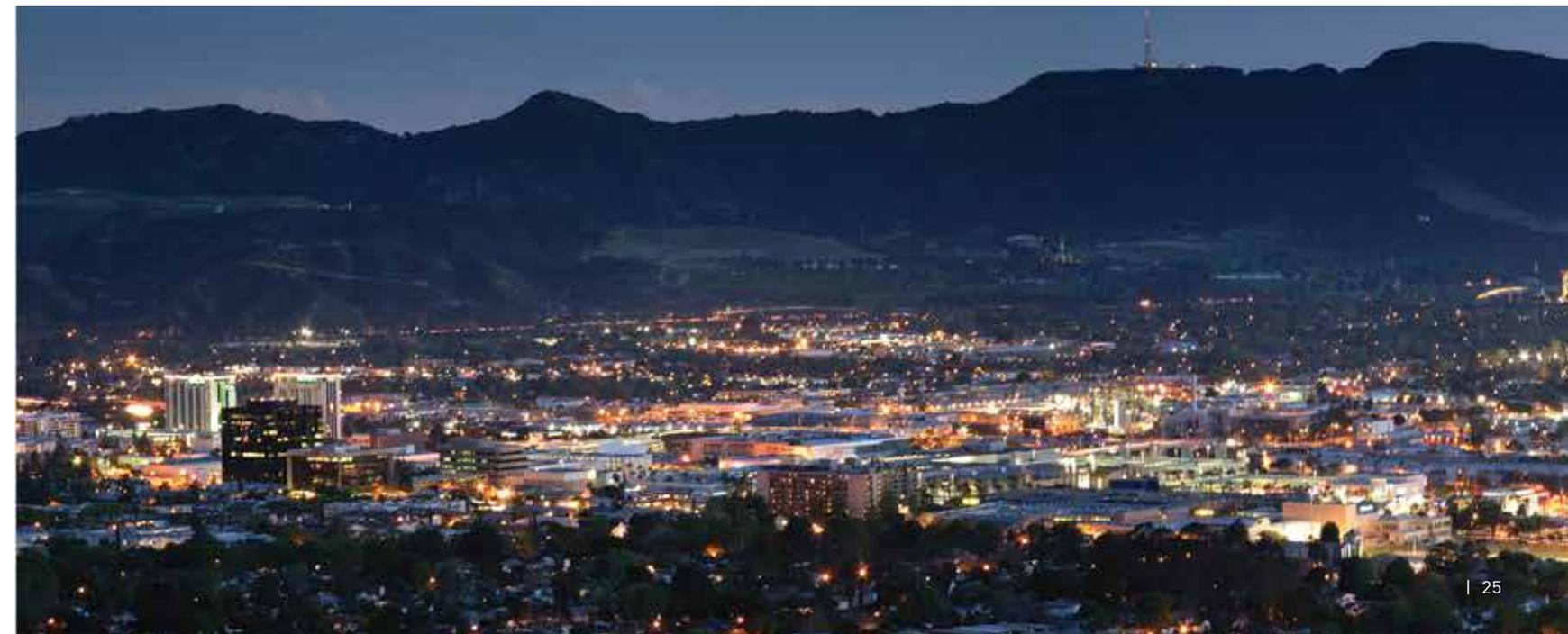
42.5M
Domestic Visitors
To Los Angeles



7.5 M
International Visitors
To Los Angeles

Primary Purpose of Visit
to Los Angeles in 2018

\$33.6B Tourism Economic Impact in LA County



LOOKING FORWARD

With the goal of promoting Burbank as a top travel destination, driving users to the website, and boosting hotel bookings, Visit Burbank will pursue the following projects in 2019-2020.

A Better Way to
SEE LA



MARKETING CO-OP WITH WARNER BROS. STUDIO TOUR HOLLYWOOD

Warner Bros. Studio Tour Hollywood and Visit Burbank will be combining forces to launch a first-ever **Gateway to Hollywood** advertising campaign in Fall 2019.



WARNER BROS.
STUDIO TOUR
HOLLYWOOD

GOALS

- Increase Hotel Bookings & Attraction Sales
- Unite the Media Power of Warner Bros. Studio Tour Hollywood and Visit Burbank to Create a Total Destination Experience
- Raise Visibility for Both Partners



2019-2020 INFLUENCER CAMPAIGN



@golden_aimeee 21.8K Followers



@jayzombie 217K Followers



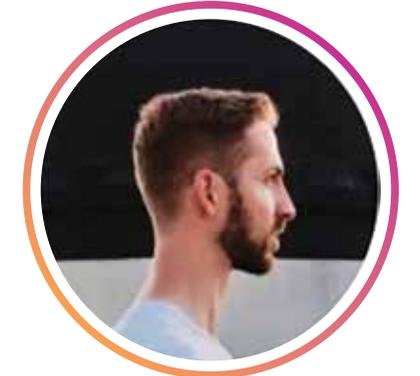
@travelmamas 42.8K Followers



@tipsdeviajero 30.8K Followers



@thegeeklyshow 765 Followers



@andrewkuttler 67.2K Followers



@eattravelrock 81.3K Followers

GOALS

- Engage with New Social Media Followers
- Tell the Burbank Story with Fresh Eyes
- Obtain New Followers and Website Visits
- Generate Hotel and Attractions Bookings

VISIT BURBANK WEBSITE RELAUNCH

To reflect the **A Better Way to See LA** Campaign, www.VisitBurbank.com now features new graphics, visitor itineraries, easier navigation, and native advertising.



Trackability through ADARA Impact

Visit Burbank is partnering with ADARA Impact to better understand marketing efforts moving forward.

ADARA Impact offers the tools to determine economic impact of Visit Burbank's website visits, search, social media, and advertising impressions.

ADARA will measure Total Visitors, Hotel Revenue, Length of Stay, Average Daily Rate, Purchase Cycle, Average number of travelers, and Origin Market insights.

GOALS

- Increase SEO and Accessibility
- Create Seamless User-Experience
- Integrate Hotel Booking Engine Function
- Generate Revenue with Advertising

SUPERHERO SELFIE SPOTS

In partnership with DC Comics, Visit Burbank is rolling out a series of monumental selfie spots in high-density areas, premiering with a larger-than-life bronze statue of Batman.

GOALS

- Reinforce Burbank's Status as Media Capital of the World
- Engage with Burbank's Thriving Entertainment Industry
- Maximize Social Media Engagement and Generate Exposure



ULTRA-HIGH SPEED INTERNET

Visit Burbank has partnered with ONE Burbank to provide high-speed fiber internet access for Burbank hotels. Eight hotels have already signed up.

GOALS

- Deliver industry leading internet experience to Burbank hotel guests
- Exceed web-browsing expectations for business and leisure travelers
- Demonstrate hi-tech leadership as Media Capital of the World



CHINA READY

With China representing the highest overseas visitation for California, and arrivals to Los Angeles at a 1.2M record in 2018, the market is promising for Burbank hotels and attractions.

GOALS

- Explore Opportunities for Burbank Hotels to Achieve China Ready Designation
- Potentially Receive a Growing Share of this High Spending Market



Source: Discover Los Angeles



LOOKING FORWARD | 2019 - 2020 | INVESTMENTS IN TOURISM



Approved
AVION BURBANK
150 Hotel Rooms
Opening 2021



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



Approved
WARNER BROS. TOUR CENTER
79,800 sq. ft. Studio Tour Center
Opening 2020



Proposed
777 FRONT STREET
307 Hotel Rooms



Approved
AC HOTEL
196 Hotel Rooms
Opening 2021



Proposed
**PREMIER ON FIRST
MIXED-USE PROJECT**
314 Hotel Rooms



Approved
**AIRPORT
REPLACEMENT TERMINAL**
Opening 2024



Proposed
ALOFT and RESIDENCE INN
420 Hotel Rooms – 219 Hotel Rooms
operated by Aloft and 201 Hotel
Rooms operated by Residence Inn

RESULT 8 Developments | 6 Hotels | 1 Conference Center | 1,387 Hotel Rooms | 33,000 sq. ft. Event Space

CONSISTENT GROWTH 2012-2019

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 (Running 12 months thru June 2019)



2012	2013	2014	2015	2016	2017	2018	2019	Total Growth Since 2012
75%	78%	79%	81%	84%*	83%	82.5%	82.5%	+10%

GROWTH IN AVERAGE DAILY RATES (ADR) (Running 12 months thru June 2019)



2012	2013	2014	2015	2016	2017	2018	2019	Total Growth Since 2012
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	\$164	+39%

GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (Running 12 months thru June 2019)



2012	2013	2014	2015	2016	2017	2018	2019	Total Growth Since 2012
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	\$136	+53%

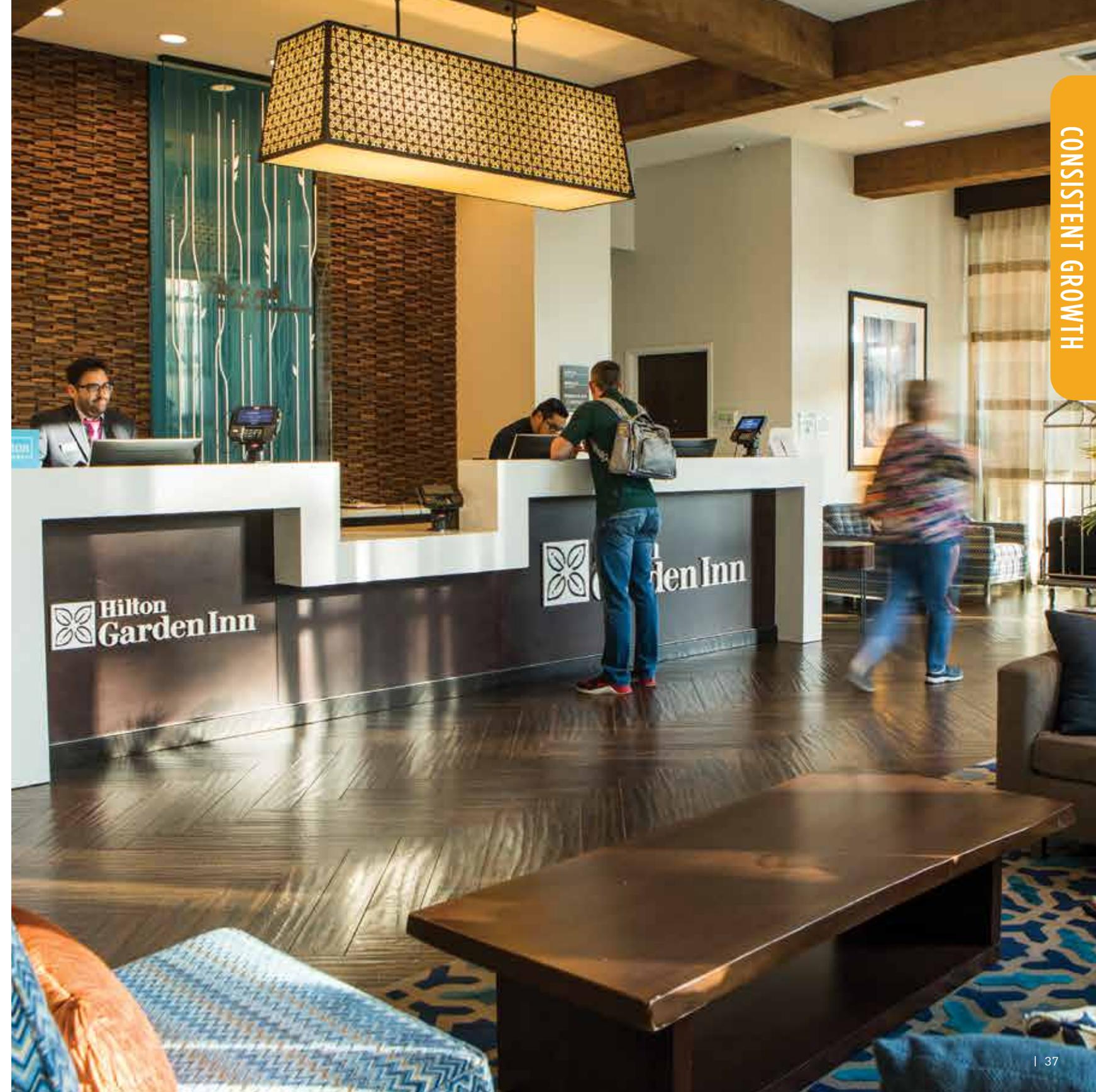
GROWTH IN ANNUAL ROOM REVENUE (Running 12 months thru June 2019)



2012	2013	2014	2015	2016	2017	2018	2019	Total Growth Since 2012
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	\$128M	+78%

***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



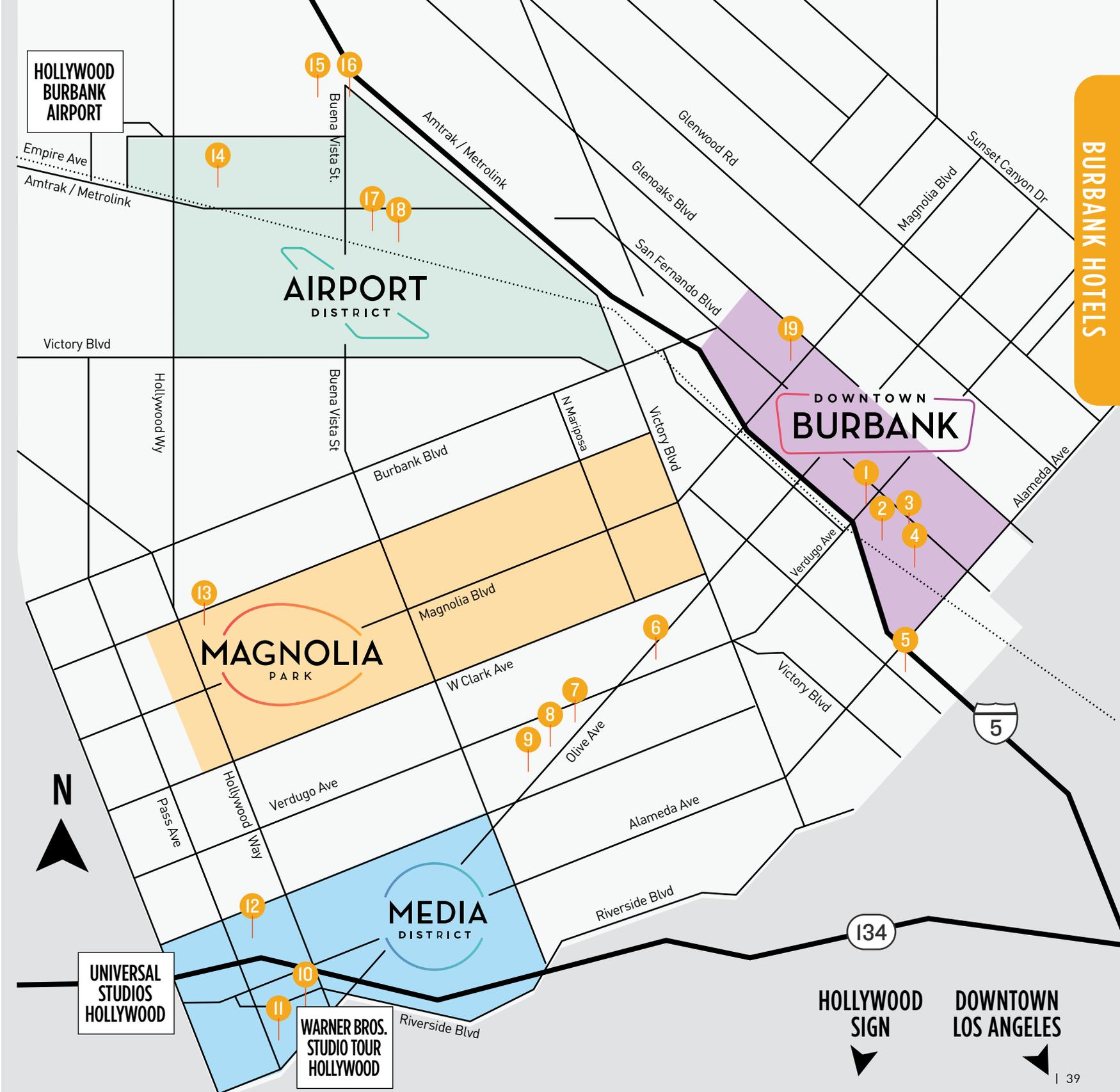
BURBANK HOTELS

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 2021 Olive
- 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

18 Hotels | 2,569 Rooms



BURBANK HOTELS

BOARD OF DIRECTORS AND STAFF

EXECUTIVE COMMITTEE

Tony Garibian **Chair, General Manager, Coast Anabelle Hotel and Safari Inn**
 Danny Kahn **Vice Chair, Warner Bros. Studio Tour Hollywood**
 Michael Swaney **Treasurer, Residence Inn by Marriott**
 Sundeep G. Vaghashia **Secretary, VBanks Inc.**

BOARD OF DIRECTORS

Lucy Burghdorf **Director, Public Affairs & Communications, Hollywood Burbank Airport**
 Tom Flavin **CEO, Burbank Chamber of Commerce**
 Julio Flores **General Manager, Hilton Garden Inn**
 Adrian Pastrana **General Manager, Quality Inn Burbank Airport**
 Alan Puana **Director of Sales, Universal Studios Hollywood**
 Alan Tate **General Manager, Burbank Airport Marriott**
 Tom Whelan **General Manager, Hotel Amarano**
 Richard Sandoval **Vice President (Non-voting Member), Spire Hospitality**
 Patrick Prescott **Community Development Director
 City of Burbank, (Ex-Officio Member)**

STAFF

Simone McFarland **Assistant Community Development Director, City of Burbank Staff**
 Mary Hamzoian **Economic Development Manager, City of Burbank Staff**
 Erika De Leon **Administrative Analyst II, City of Burbank Staff**

PROUD PARTNERS





VISIT
BURBANK
Burbank Hospitality Association
VisitBurbank.com

f t YouTube i

Orange Grove

