

VISIT

BURBANK

YEAR IN REVIEW 2023-2024

LOOKING AHEAD 2024-2025

WELCOME

Dear Tourism Partners,

Visit Burbank and the tourism industry in Burbank experienced another record-breaking year with hotels reaching \$189.23 for Average Daily Rates and \$135.8 million for Room Revenue. And, for the first time ever, passenger traffic at Hollywood Burbank Airport climbed above the 6-million mark. The 2023 passenger numbers exceeded the previous record set in 2019, with 2024 figures continuing the skyward trend.

We're also pleased to share topline data from the latest Tourism Economics analysis, The Burbank Visitor Economy 2023. The tourism market continues its upward movement attracting 3.1 million visitors spending \$829 million, supporting 7,790 Burbank jobs, and generating 31 million in local taxes.

Such numbers are supported by the marketing efforts of Visit Burbank, whose digital, social, and partnership campaigns accounted for 42.8 million impressions and 5.2 million in overnight stays.

Highlights for the year include:

- The attraction of the first ever traveling elephant art exhibit, Elephant Parade 2024, which generated 439K Impressions, 46.2K engagements, and 35 media articles reaching more than 16 million viewers.
- Welcoming our 19th hotel in 2024 with the arrival of the 150-room Cambria Hotel Burbank Airport.
- The ground-breaking of the Hollywood Burbank Airport Replacement Terminal slated to be completed in late 2026.

Looking ahead, we're pleased to announce four new hotel properties, including AC Hotel, Aloft, a new Residence Inn, and Home 2 Suites by Hilton. Opening over the next few years, these properties will contribute 1,007 new rooms and expand existing inventory by 37%. On November 14, 2024, Visit Burbank, along with DC and Warner Bros. Discovery, unveiled a new seven-and-a-half-foot tall, 600-pound statue of Green Lantern at Burbank Empire Center. Green Lantern joins statues of Batman and Wonder Woman as ideal selfie spots in the City, showcasing Burbank as a leading tourist destination and Media Capital of the World.

All of this is good news as Visit Burbank paves the way for the World Cup in 2026, and the Los Angeles Olympics in 2028.

On behalf of the Burbank Hospitality Association, we thank all of those who helped make 2023-2024 such a turning point for Visit Burbank and the community at large. We look forward to continued success and growth in 2025 and beyond.

Sincerely,



Tony Garibian, Board Chair
Burbank Hospitality Association



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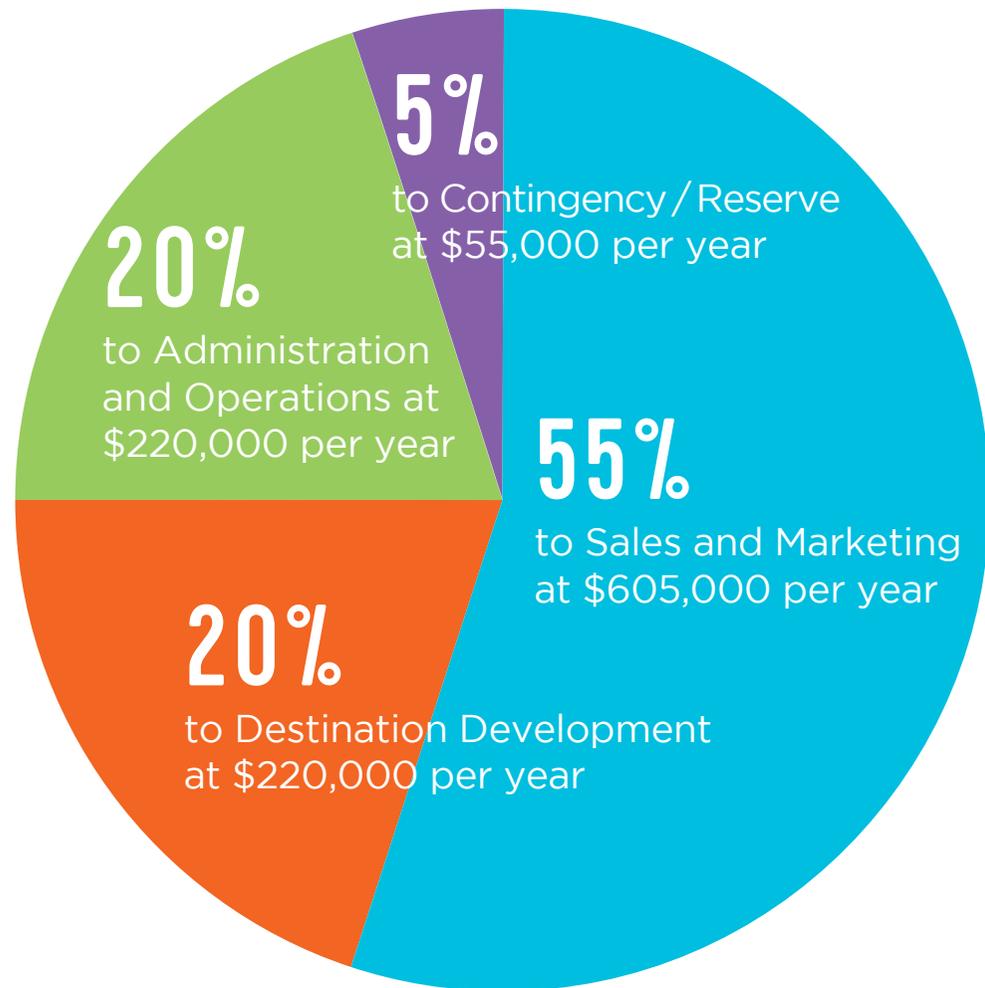
52 BOARD OF DIRECTORS AND STAFF

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. Burbank Economic Development manages the TBID by developing strategies and initiatives to enhance tourism attraction and spending in Burbank.

ANNUAL BUDGET

Visit Burbank operated with a \$1.4 million budget in Fiscal Year 2023-2024 which was allocated as follows:



MISSION

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



SALES & MARKETING GOAL

Promote Burbank as a top leisure and business destination and increase overnight stays.

This is achieved by:

- Geo-targeting travelers within a 300-mile radius, and nonstop flight markets into the Hollywood Burbank Airport.
- Branding Burbank as a desirable meeting and convention destination featuring a quality mix of conference hotels and non-traditional special event venues.
- Increasing overnight group stays by partnering with tour operators, online providers such as HotelPlanner, and special events.
- Increasing overnight leisure stays through the Universal Parks & Resorts Vacations Partner Hotel Program with participation of 12 Burbank hotels.
- Attracting Influencers, content creators, and media to showcase Burbank's accommodations, attractions, and amenities.
- Leveraging marketing efforts through partnerships with Visit California, Brand USA, Discover Los Angeles, Downtown Burbank Partnership, the Hollywood Burbank Airport, the Burbank Chamber of Commerce, DC Comics, Warner Bros. Studio Tour Hollywood, and Universal Studios Hollywood.



DESTINATION DEVELOPMENT GOAL

Invest in Projects designed to elevate the Burbank visitor experience and create a defined sense of place to enhance overnight stays.

This is achieved by:

- The creation of monumental superhero statues citywide in partnership with DC Comics.
- Providing High-Speed Fiber Optics Internet Service for hotel guests through a partnership with Burbank Water & Power's ONEBurbank.
- Promoting new airline nonstop service to increase awareness of Burbank as a destination.
- Attracting art exhibitions and placemaking efforts to enhance visitation to Burbank.



DIGITAL ADVERTISING

Digital advertising drives demand for hotel accommodations and attractions by focusing on domestic and regional markets, with an emphasis on road trips and nonstop flights into Hollywood Burbank Airport. Advertising channels include Google Display, Google Pay per Click, boosted posts on Facebook and Instagram, the Visit California Custom Co-Op focusing on Canada and Mexico and boosted social media posts on Facebook and Instagram.

Result

23.6M Impressions

1.5M Click Throughs

\$44.5K Hotel Bookings

(Source: Google | Facebook | Instagram | Datafy)



Indulge in the vibrant energy of Burbank with a stay at one of our 19 hotels, where comfort meets fun. From world-class attractions to incredible dining, it's The Perfect Way to See LA, one unforgettable experience at a time.



The Perfect Way to Stay in LA
Book your stay

[Learn more](#)



Entertainment is just a short drive away in Burbank.



visitburbank.com
Fun Is Closer Than You Think.

[Learn more](#)

VISIT CALIFORNIA / BRAND USA CO-OP CAMPAIGN

Visit Burbank partnered with Brand USA and Visit California on a multi-channel campaign targeting Mexican travelers through PriceTravel from March to June 2024. Target market was families, holiday travelers, and individual travelers. Brand USA increased the buy with a 3:1 budget match.

Result

9.7M Impressions **1K** Click Throughs

\$26K in Hotel Bookings (Source: Visit California/Brand USA)



¡Tarifas especiales!

Si viajas a Burbank, California, aprovecha para reservar en paquete, además obtén hasa 18 meses sin intereses, ¡Dale clic para reservar!

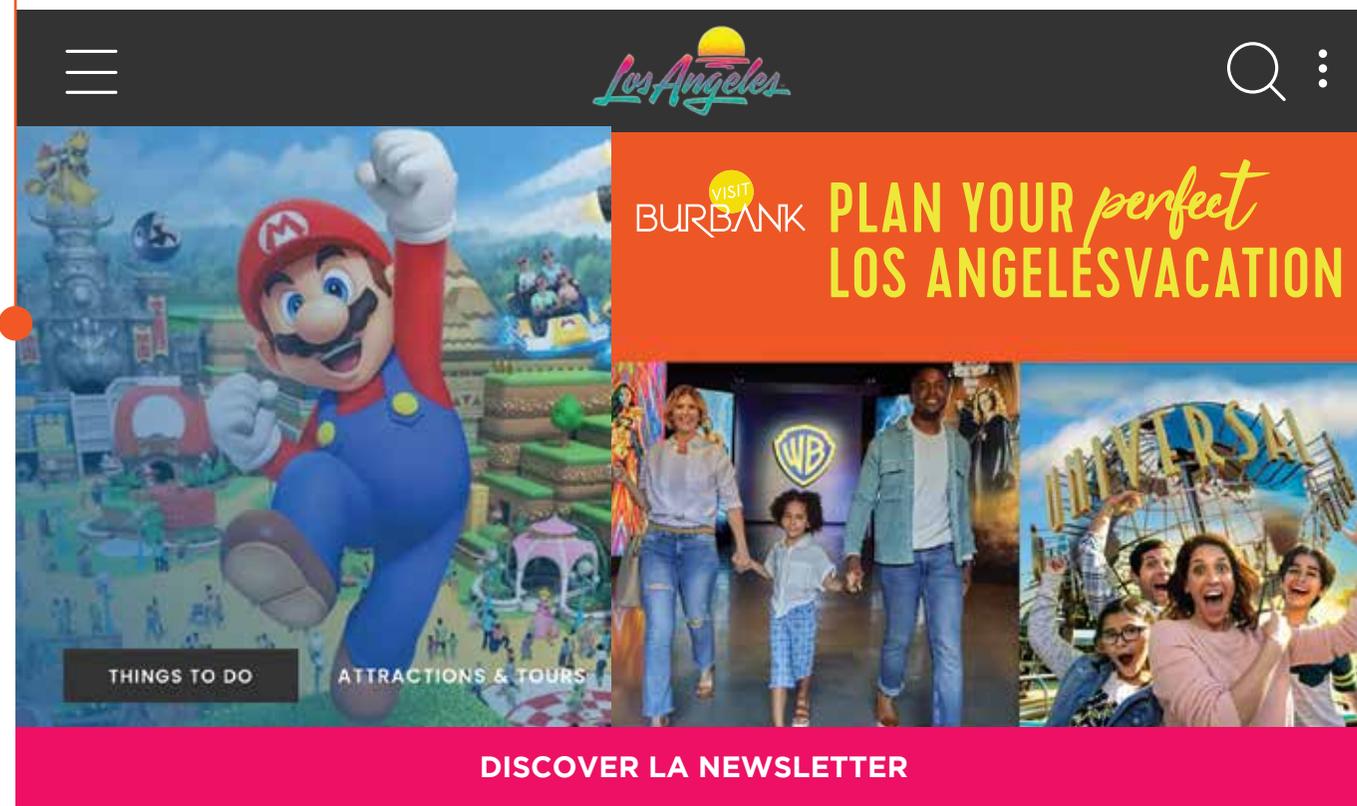
www.pricetravel.com

DISCOVER LOS ANGELES NEWSLETTER/WEBSITE CAMPAIGN

Reaching travelers considering the Los Angeles area, Visit Burbank coordinated a campaign with Discover Los Angeles of digital ads appearing on www.discoverlosangeles.com timed for early summer (April-June 2024).

Result

826K Impressions **1K** Click Throughs

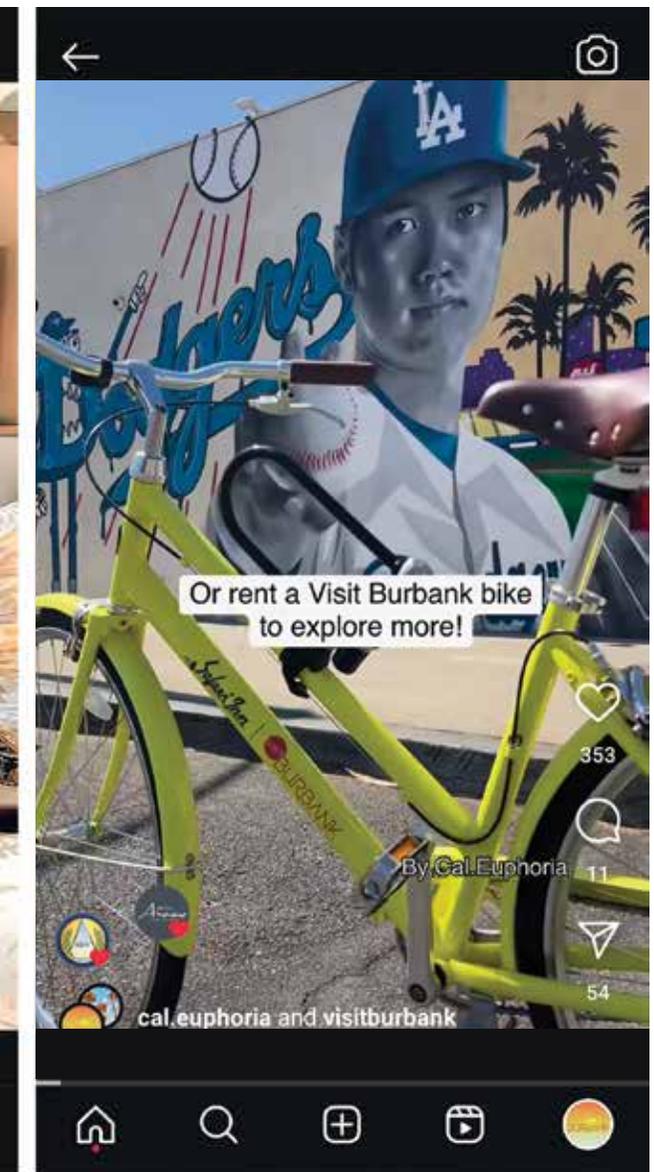


ORGANIC SOCIAL MEDIA

Social media channels engage travelers with posts and reels about Burbank hotels, neighborhood shopping, attractions, and fun things to do, targeting road trippers, nonstop feeder markets, and the Los Angeles region.

Result

	Facebook	4.58M Impressions
		83K Engagements
		31.7K Followers
	Instagram	1M Impressions
		41K Engagements
		12.2K Followers
	X	59.5K Impressions
		1.6K Engagements
		3.5K Followers
	TOTAL	5.7M Impressions
		126K Engagements
		46.7K Followers



MARKETING & SALES RESULTS FY 2022-2023

NEWSLETTERS

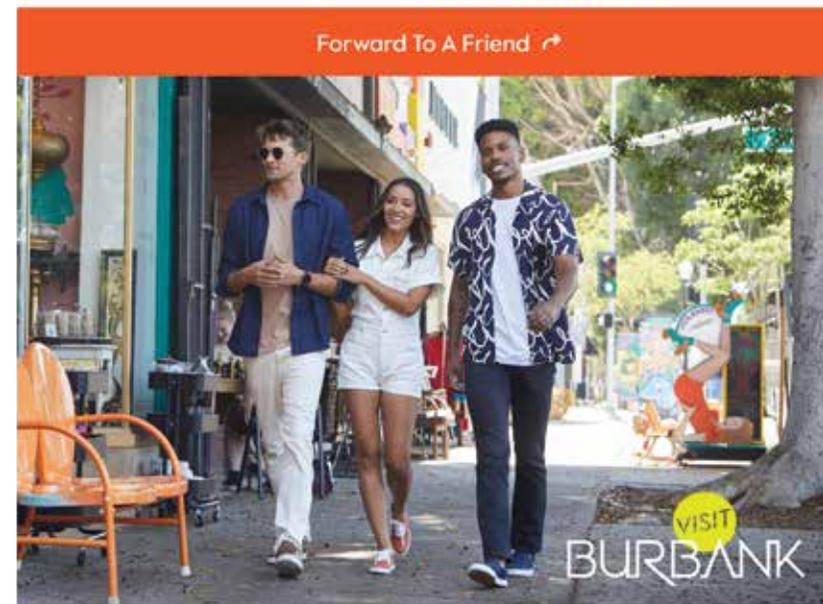
Monthly newsletters support the social media strategy with detailed stories about upcoming events, hotel accommodations, new shops and restaurants, and attractions updates.

Result

- 36% Open Rate
- 2.7% Click-Through Rate
- 2.3K Opt-in Subscribers

Visit Burbank August Newsletter

View this email in your browser



AUGUST IS PEAK SEASON FOR SUMMER FUN



Hello, June!

Burbank brings the sunshine and good times with festivities like the Downtown Burbank Arts Festival and the AME Institute to the return of Food Truck Fridays and the announcement of new nonstop routes!

PLAN YOUR BURBANK GETAWAY



Get Ready for the Ultimate Hollywood Experience

Create your own Universal Studios Hollywood Hotel & Ticket Package.

LEARN MORE



TARGETED CAMPAIGNS

Visit Burbank developed digital campaigns targeting select special events and attractions to promote Burbank room nights.

Summer 2023
Super Nintendo World at Universal Studios Hollywood

Fall 2023
Halloween Horror Nights at Universal Studios Hollywood

Winter 2023
Tournament of Roses Rose Parade
Rose Bowl Game

Spring 2024
MUSEXPO
United Nations of Music

Result

- 2M Impressions
- 33.3K Click-throughs



Stay in Burbank for Halloween Horror Nights at Universal Studios Hollywood - Southern California's scariest Halloween ever!



visitburbank.com
 Visit Burbank
 Visit Burbank & Ticket Packages

Book now

713 43 comments 107 shares

Like Comment Share

SOCIAL MEDIA SWEEPSTAKES

Visit Burbank launched ten social media sweepstakes in partnership with airlines, hotels, attractions, and restaurants generating high engagement and new followers. These include two Ultimate Burbank Sweepstakes, two Wonder Woman and Batman sweepstakes, and the entire Starlight Bowl summer concert series consisting of 13 ticket giveaways.

Instagram



Result

130K Impressions

1.8K New Followers

17K Engagements



STRATEGIC PARTNERSHIPS

Visit Burbank sponsored seven special events in 2023-2024 demonstrating potential for overnight hotel stays and citywide economic impact.

SEVEN SIGNATURE EVENTS:

Burbank Comedy Festival

August 12-19, 2023

Burbank International Film Festival

September 24, 2023

CTN animation eXpo

November 16-19, 2023

AfroAnimation Summit 4.0

April 10-12, 2024

CaISAE ELEVATE Annual Conference

April 28 - May 1, 2024

AME Institute Burbank

June 26-28, 2024

A & R Worldwide's MUSEXPO

United Nations of Music

March 17-20, 2024

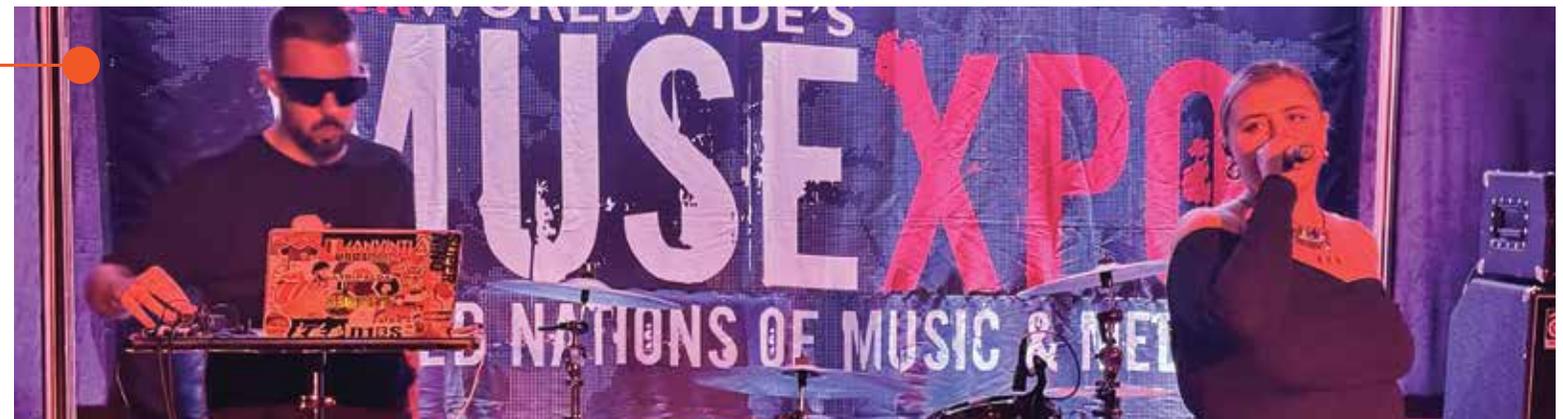
TOTAL INVESTMENT \$136.2K

Result

\$406.2K Room Revenue **3X** Return-on-Investment

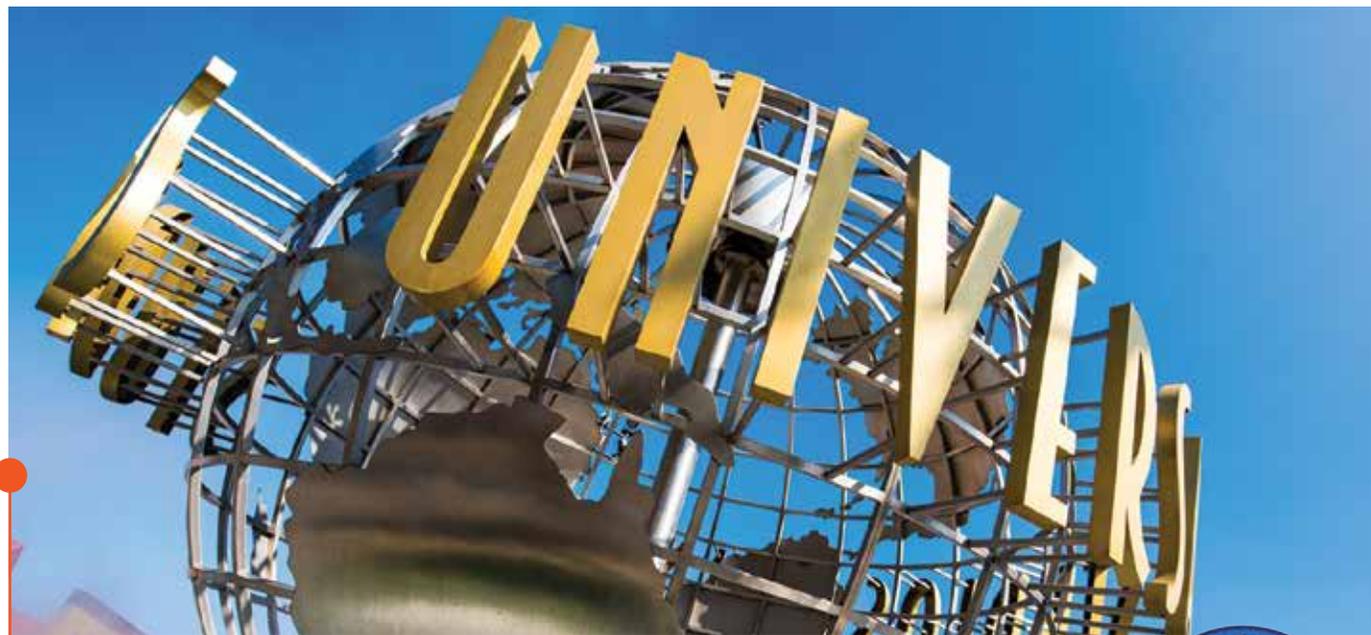
12K Attendance

(Source: Strategic Partner data)



UNIVERSAL STUDIOS HOLLYWOOD PARTNER HOTELS

To attract overnight stays with theme park attendees, Visit Burbank funded the participation of 12 Burbank hotels in the Universal Parks & Resorts Vacations Partner Hotels program. Partner Hotels gain added visibility by appearing on www.universalstudioshollywood.com, where hotel packages are purchased directly by park visitors.



Result

740K Impressions

\$1.8M Hotel Bookings

4.8 Click Throughs

+37% compared to FY 2022-2023

(Source: UPRV, FY 2023-2024 report)



HOTELPLANNER PREFERRED MEMBER PROGRAM

With the goal of developing group bookings, Visit Burbank funded the participation of 10 Burbank hotels as Preferred Members with Hotelplanner, the largest online group hotel reservation system in the world.

Result

\$2.82M in Group Business **+70%** compared to FY 2022-2023

(Source: Hotelplanner FY 2023-2024)



ONLINE BOOKING ENGINE

Visit Burbank's website is the chief tourism portal for hotel bookings and attractions tickets. This is supported by call-to-action links on digital advertising campaigns, social media posts, and the monthly newsletter.

Result

\$13.4K Room Nights

\$60.4K Attractions Tickets Sold*

*Attraction sales attributed from Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood

Top 5 Us Origin Markets:



- California
- Nevada
- Florida
- Ohio
- Texas

Top 5 International Markets:



- USA
- United Kingdom
- Canada
- New Zealand
- India

(Source: aRes Travel FY 2023-2024)

INFLUENCER COLLABORATIONS

Influencers tell the Burbank story in compelling ways to their followers thereby reaching new audiences with original content. Their stories and reels give followers direct insight into hotels, attractions, lifestyles, and newsworthy tips, reinforcing Burbank as a travel destination.

Result

8 Influencer Visits

1.73M Reel Views

2.2M Combined Followers

126K Engagements



@golden_aimee



@mary_quincy



@lifehacksla



@elisolanooo



@wearetravelgirls



@vanessarivers



@filmtourismus

TOTAL IMPACT

The results of programs for 2023-2024 are as follows:



42.8M IMPRESSIONS
DIGITAL CAMPAIGNS



1.8M
CLICK-THROUGHS/ENGAGEMENTS



\$5.2M
HOTEL | ATTRACTIONS BOOKINGS



TRAVEL TRADE

The travel trade industry is instrumental in attracting domestic and international visitors. By attending leading trade shows such as IPW, Visit Burbank helps hotels to secure long-term tour operator contracts increasing future room nights.

Additionally, developing Familiarization (FAM) Tours gives travel advisors, tour operators, and media representatives firsthand experience of Burbank attractions, accommodations, and activities so they can promote the Media Capital of the World to their clients.

Result

U.S. TRAVEL ASSOCIATION'S IPW 2024 | LOS ANGELES

Met and followed up with more than **80** domestic and international tour operators, receptive operators, airlines, journalists, and travel technology companies at IPW 2024, the largest US travel trade show attracting **5,700** tour operators and media from more than 70 countries. May 5-7.

Visit California Partnership

Central Coasting FAM: 22 international and domestic tour operators. May 8

Brand USA Partnership

Canada Mega FAM: 10 Air Canada travel agents. April 12-13



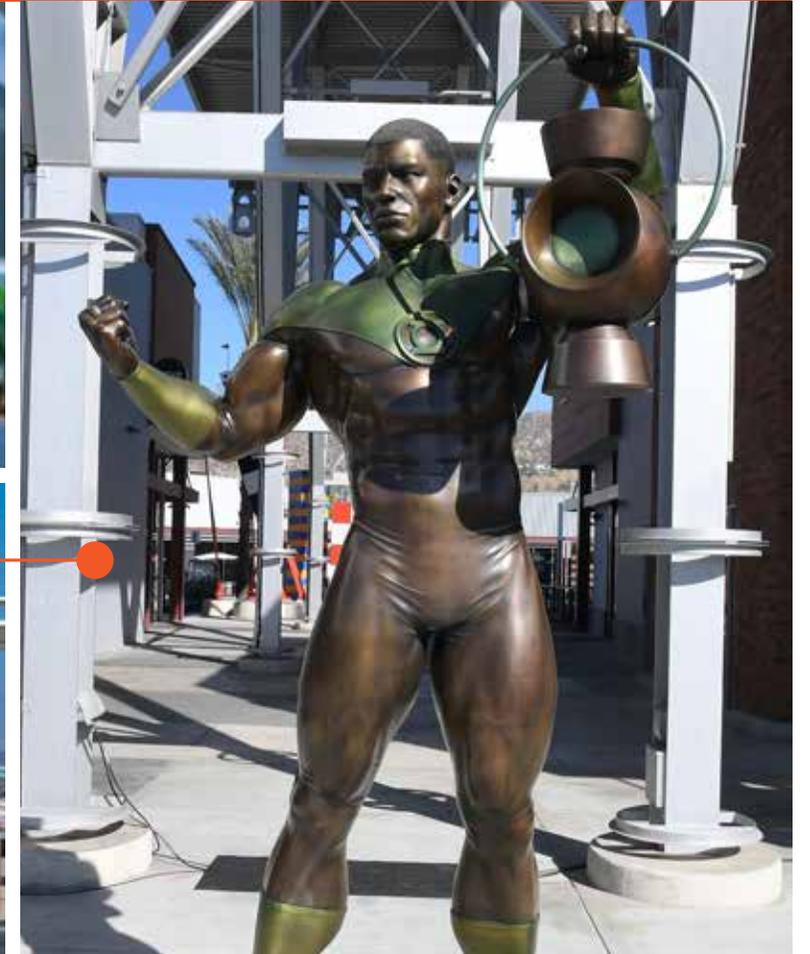
DESTINATION DEVELOPMENT

Destination Development focuses on investing in projects that elevate the traveler experience, such as easy access to ultra-high-speed internet, creating must-see icons such as the Batman and Wonder Woman statues, developing a visitor bicycle program, attracting globally recognized art exhibits, and working with airlines to market new nonstop flights into Hollywood Burbank Airport.

Result

16 Participating Hotels for ONEBurbank high-speed fiber internet service

- **Third** Monumental Bronze Statue, Green Lantern, planned for November 2024 unveiling at Burbank Empire Center
- Nonstop flights into Hollywood Burbank Airport increased from 17 in 2019 to **35** in 2024
- Visit Burbank Bicycle Program with **8** participating hotels.
- Elephant Parade 2024 with **25** hand painted and decorated elephant statues garnering **439K** impressions, **46.2K** engagements, and **24.7K** website visits.





Visit Burbank invested in the purchase of 51 branded bicycles to create an added amenity for guests traveling in Burbank. Eight Burbank hotels are currently enrolled in the program

Goal

- Take advantage of **30** miles of biking opportunities in the city, including bike paths, in-road bike lanes, and bike routes
- Offer experiential and unique option for visitors to discover Burbank

VISIT BURBANK HOTEL BICYCLE MAP



BICYCLE FACILITIES

- Separated Bicycle Path
- Protected Bicycle Path
- Bicycle Lane
- Bicycle Route
- M Metrolink Stations
- B Burbank Bike Stop
- Bicycle Rack
- 🚲 Bicycle Shops

Complimentary Bikes Available at Hotels

- 1 SpringHill Suites Los Angeles Burbank
- 2 Hotel Burbank
- 3 Coast Anabelle Hotel
- 4 Safari Inn
- 5 Travelodge by Wyndham Burbank-Glendale
- 6 Los Angeles Marriott Burbank Airport
- 7 Hotel Amarano
- 8 Portofino Inn Burbank



ELEPHANT PARADE BURBANK 2024

Visit Burbank funded and initiated Elephant Parade® Burbank 2024, the world's largest touring public elephant art exhibition, from July 1 to August 31, 2024. This citywide event, a first for the Los Angeles area, included 25 hand painted and decorated elephant statues at high-traffic Burbank landmarks, public spaces, local businesses, and hotels.



Result

439K Impressions	24.7K Website Visits
46.2K Engagements	16M Media Reach

ELEPHANT PARADE BURBANK 2024 (continued)

Each elephant was imaginatively transformed by celebrities and artists and no two were alike. The exhibition offered the perfect activity for a family day out, drew significant social media attention, generated foot traffic to hotels, shopping districts, and attractions, and raised awareness for important cause of elephant conservation. The Grand Arrival was held at IKEA Burbank, where visitors strolled and viewed all 25 hand-painted elephant statues before they made their way to their final destinations throughout Burbank.



LOOKING AHEAD FY 2024-2025

LOOKING AHEAD FY 2024-2025



LOOKING AHEAD FY 2024-2025

NEW INITIATIVES AND PRIORITIES

In addition to all the programs outlined for FY 2023-2024 in this annual report, Visit Burbank proposes the following new plans for FY 2024-2025.

1. BURBANK CHAMBER OF COMMERCE ANNUAL MARKETING SPONSORSHIP

In June 2024, the Visit Burbank Board of Directors approved an annual marketing sponsorship with the Burbank Chamber of Commerce to reach local businesses and travelers. The sponsorship will consist of social media coordination, newsletter collaborations, website cross promotions and event recognition.



Goal

- Promote Visit Burbank to local Burbank businesses and residents to generate local awareness of tourism marketing organization.
- Promote Burbank hotels and attractions to encourage usage of hotel meeting space and enhance hotel bookings.
- Enhance collaborations with the Burbank business community.

2. NEW BRANDING AND ADVERTISING AGENCY

Visit Burbank will be developing a new branding approach in 2025 with an RFP for a new advertising agency and social media manager. Refreshing our brand is critical to communicating the excitement of Burbank's world class attractions, hotels, and amenities in a highly competitive regional environment.



Goal

- Revitalize Visit Burbank communications with new creative, brand messaging, and calls to action.
- Capture the ever-changing experiences available to residents, the daily workforce, and travelers.
- Show Burbank at its best by featuring the city's most attractive attributes.

DESTINATION DEVELOPMENT

1. EXPANSION OF MONUMENTAL STATUE PROJECT

Launched in partnership with Burbank-based DC Comic, the collection of Monumental Statues began with the installation of the 7-foot-tall bronze Batman statue in Downtown Burbank, followed by the 2023 unveiling of Wonder Woman in front of Warner Bros. Studios Hollywood. The series now continues with the inauguration of the third statue, Green Lantern, at Burbank Empire Center.

Goal

- Reinforce Burbank as Media Capital of the World
- Boost Destination Development with unique DC-created superheroes throughout the city
- Inspire social media engagement



2. ADVERTISING CAMPAIGN AT HOLLYWOOD BURBANK AIRPORT

To reach passenger traffic at Hollywood Burbank Airport and build enthusiasm for Burbank attractions, accommodations, and entertainment districts, Visit Burbank is launching a marketing campaign visible to the 6 million inbound and outbound travelers at BUR.



Goal

- Showcase Burbank's shopping, dining, and lodging amenities
- Reach arrivals from 35 nonstop flight markets arriving at BUR
- Increase hotel occupancy

NEW INITIATIVES AND PRIORITIES

3. FIFA WORLD CUP 26 LOS ANGELES

Los Angeles will officially host eight matches for FIFA World Cup 26™, featuring the highly coveted U.S. Men's National Team (USMNT) opening match on June 12, 2026. The World Cup will generate an estimated \$ 594 million for Los Angeles communities while creating jobs across the region and boosting tourism.



Goal

- Participate with FIFA planning committee to secure hotel Fan Blocks for Burbank hotels.
- Develop citywide special events celebrating the arrival of the World Cup.
- Showcase Burbank's major attractions, 19 hotels, and convenient access to World Cup matches.

4. LA28

Los Angeles will host the world's most elite athletes in 2028 as the city welcomes Olympians competing on the biggest stage in sports. Visit Burbank will be capitalizing on LA28 to bring more visitors and maximize hotel stays during July 14 through August 15 event. Plans are underway to develop activations for fans and residents and to involve the entire community in the festivities.



Goal

- Participate in LA28 planning efforts to ensure that Burbank's world class sports facilities, major attractions, 19 hotels, and Hollywood Burbank Airport are included as sites for both LA28 athletes and attendees.
- Engage with the highest levels of city government and civic leadership in preparing the way for the Games.
- Showcase Burbank as Media Capital of the World to a global audience.

INVESTMENTS IN TOURISM

Four new hotels and a replacement terminal for Hollywood Burbank Airport are planned to open in the next two years:



ELEVATE BUR REPLACEMENT PASSENGER TERMINAL PROJECT

2627 N Hollywood Way

14-gate, 355,000-square-foot replacement terminal with up to 6,637 parking spaces.

NOTE: Hollywood Burbank Airport will be fully operational during construction, which should not affect travelers' plans. Once the new 14-gate passenger terminal is complete, the old terminal will be demolished within 12 months and the taxiways will be extended.

ESTIMATED COMPLETION 2026



LA TERRA SELECT

777 Front Street

Mixed-use project featuring 573 rental units, a 307-room 7-story hotel, and 1,067 square-feet of ground retail. The residential portion consists of an 8-story building with one level of underground parking.

ESTIMATED COMPLETION 2024-2025



APPROVED DEVELOPMENTS



AC HOTEL | 550 N Third Street

Six-story 196-room hotel with a 3,800 square foot ground-level restaurant and three levels of subterranean parking. Amenities to include a fitness center, lounge, pool, outdoor courtyard, and rooftop viewing deck.

OPENING DATE TBD



ALOFT AND RESIDENCE INN HOTELS

2500 N Hollywood Way

Seven-story dual-brand hotel that will consist of 420 rooms, 219 hotel rooms operated by Aloft, and 201 hotel rooms operated by Residence Inn including a restaurant, lounge, cafes, meeting rooms, fitness center, and rooftop deck.

CITY COUNCIL TO CONSIDER IN EARLY 2025



HOME 2 SUITES BY HILTON

129 E. Providencia Ave

Five-story, 43,896-square-foot hotel with 84 rooms.

ESTIMATED COMPLETION DATE: TBD



INVESTMENTS IN TOURISM

Two hotels now open in Burbank:



CAMBRIA HOTEL BURBANK AIRPORT

3501 N San Fernando Blvd

Six-story hotel in the Airport District featuring 150 guest rooms, RhuBAR | Kitchen & Cocktails, fitness center, and meeting rooms.



RESIDENCE INN BURBANK DOWNTOWN

321 Ikea Way

Extended stays mean more time at the amazing shops, restaurants and bars of Downtown Burbank — just footsteps away.



ECONOMIC IMPACT OF BURBANK TOURISM



\$174M
SPENT ON
RETAIL



\$206M
SPENT ON RECREATION
& ENTERTAINMENT



\$158M
SPENT ON
FOOD & BEVERAGE



\$160M
SPENT ON
LODGING

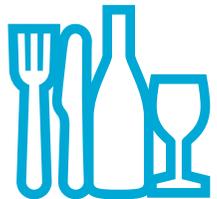


\$130M
SPENT ON
TRANSPORTATION

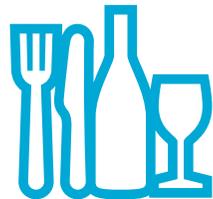
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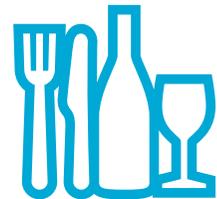
\$829M
TOTAL SPENT
BY VISITORS



3.1M
VISITORS
IN 2023



\$31M
TOURISM ATTRACTED
LOCAL TAX REVENUES



7.79K
JOBS SUSTAINED
BY VISITORS

Source: Tourism Economics, October 2024 Report



HOLLYWOOD BURBANK AIRPORT | 31 NONSTOP DESTINATIONS | 6M PASSENGERS



Source: Hollywood Burbank Airport

HOTEL OCCUPANCY

Burbank hotels continue their rebound and have now achieved all-time highs of \$189.23 on Average Daily Rates and \$135.8 million in Room Revenue during fiscal year 2023-2024. RevPAR at \$140.52 is only exceeded by 2016's \$142 rate, which was a result of the Porter Ranch Fires that year.

GROWTH IN HOTEL OCCUPANCY (As of June 30, 2024)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
75%	78%	79%	81%	84%*	83%	82.5%	82.5%	66.5%**	67.4%**	74%	73.6%	74.3%

GROWTH IN AVERAGE DAILY RATES (ADR) (As of June 30, 2024)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	\$164	\$157**	\$141**	\$177	\$186.58	\$189.23

GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (As of June 30, 2024)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	\$136	\$104**	\$95**	\$131	\$137.34	\$140.52

GROWTH IN ANNUAL ROOM REVENUE (As of June 30, 2024)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	\$128M	\$97M**	\$75.4M**	\$124.7M	\$131.3M	\$135.8M

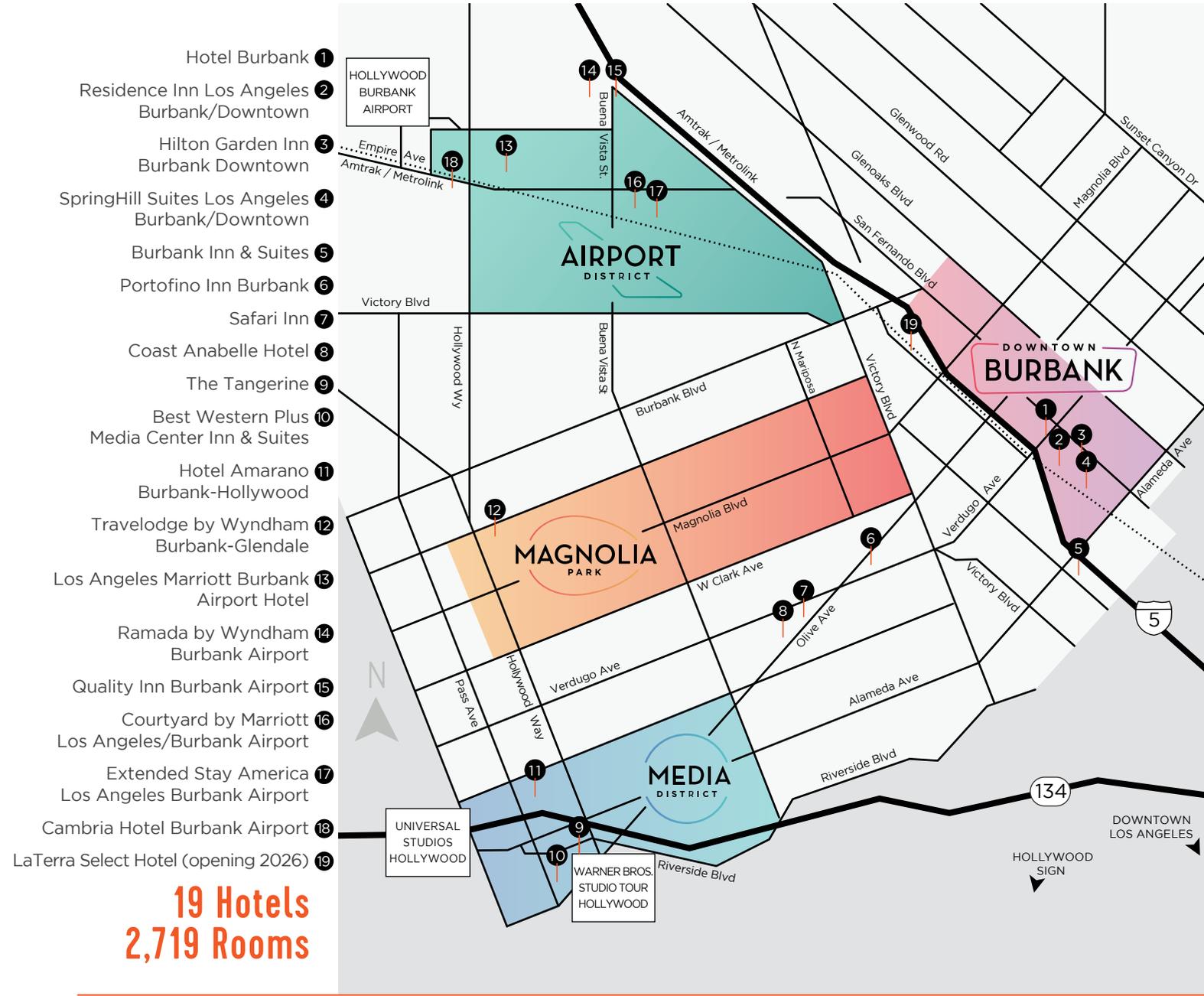
*Porter Ranch Impacts. The gas leak forcing thousands of residents to relocate from Porter Ranch in the northwest San Fernando Valley benefited Burbank hotels from approximately October 2015 to May 2016. However, the relocation was an abnormal event that skewed economic indicators by approximately 10% 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.

**Impacted by consequences of COVID Pandemic starting in March 2020, and continuing to June 15, 2021.

Source: Smith Travel Research



BURBANK HOTELS



CURRENT BOARD OF DIRECTORS AND STAFF

EXECUTIVE COMMITTEE

Tony Garibian, Board Chair | The Coast Anabelle Hotel & Safari Inn
Rosanna Harrison | Cambria Hotel Burbank Airport, Vice-Chair
Danny Kahn | Warner Bros. Studio Tours, Treasurer
Jamie Keyser | Burbank Chamber of Commerce, Secretary

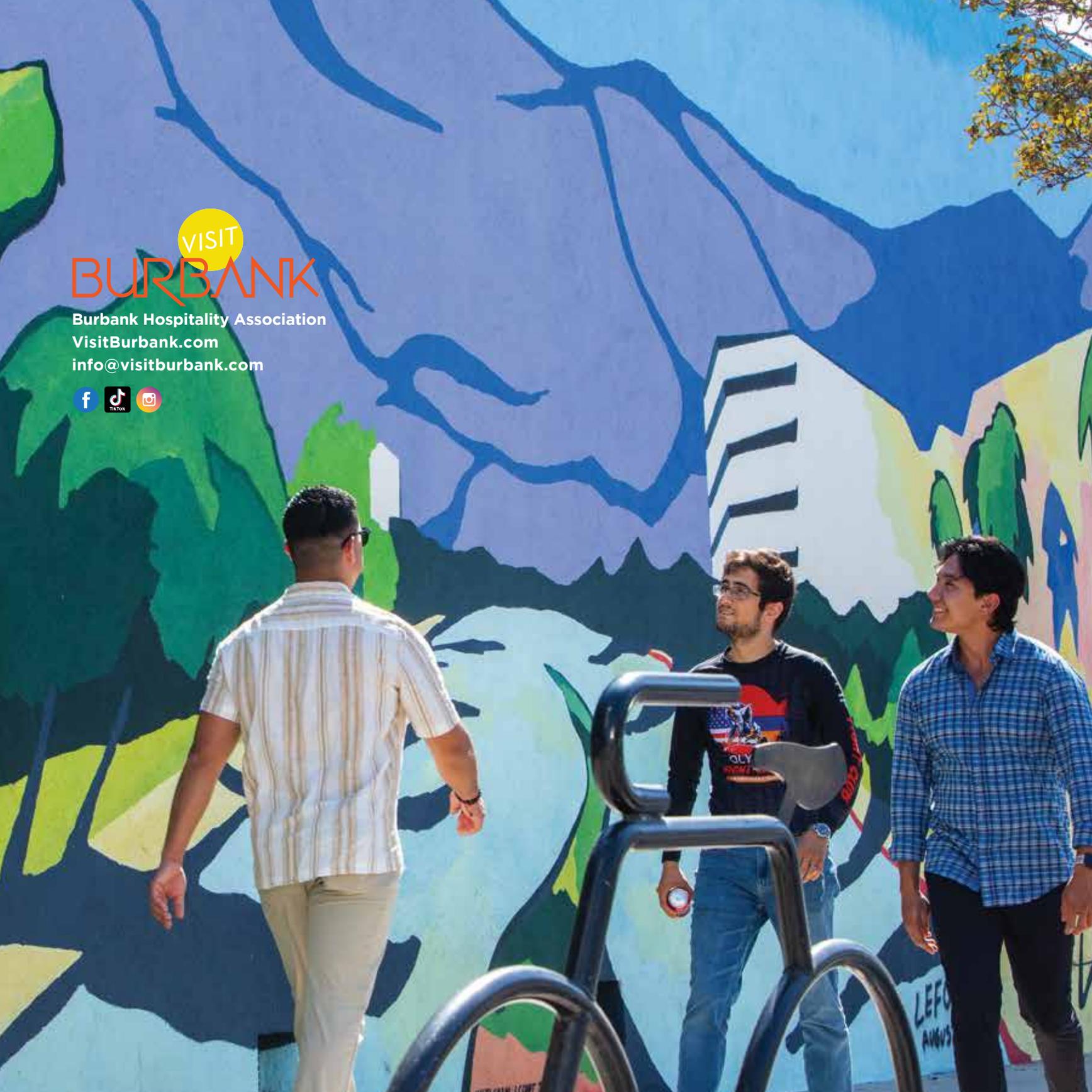
BOARD OF DIRECTORS

Fatima Achhal | SpringHill Suites by Marriott
Michael Hernandez | Hilton Garden Inn Burbank Los Angeles
Stacey Meyer | Residence Inn by Marriott Burbank Downtown
Patrick Prescott | Community Development Director (ex-officio)
Ali Schmidt | Universal Studios Hollywood
Nerissa Sugars | Hollywood Burbank Airport
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