

visitburbank.com

BURBANK HOSPITALITY
ASSOCIATION

annual report 2013



BurbankSM

the town behind the tinsel

Dear Tourism Partners,

2013 was a breakout year for Visit Burbank. It marks the turning point when the Town Behind the Tinsel stepped into the limelight and drew national attention to Burbank as a leisure and business travel destination.

Built on the promise of delivering a true behind-the-scenes movie experience, the campaign invited tourists to explore Burbank's celebrity filled TV tapings, studio tours, shopping districts and star-studded hotels. As the town where Hollywood rolls up its sleeves and gets down to the serious business of entertainment, it was natural to spotlight Burbank's leading role in the production of the biggest film and television hits of all time.



Photo by David Sprague

The tourism response was immediate and enthusiastic. Since the formation of Visit Burbank in 2011, occupancy rates have climbed from 73.7% to 77.3% in 2013 — an almost five point increase. Over the same period, average daily rates jumped 8% to \$123.37. And total room revenue leapt a whopping 15%. All good numbers demonstrating the rise of Burbank as a visitor destination, delivering bottom-line results that benefit the community with increased sales, jobs and civic pride.

All of this is the result of a carefully laid out communications strategy that hit the travel market in 2013, including the:

- Creation of a first-ever tourism website for the city
- Launch of a national ad campaign reaching 26 million people
- Production of a visitor's guide that is currently available throughout California
- Formation of partnerships with Travelzoo and others to boost hotel overnight stays

Details of these programs are elaborated on the following pages.

With such great momentum behind us, the plan is to consolidate strengths and broaden our reach in 2014. Strategies include boosting internet presence on travel sites, reaching out to key international markets such as China, and expanding awareness to include inflight and airport advertising.

On behalf of the Board, I thank everyone who helped Visit Burbank reap such incredible results in 2013, and look forward with pleasure to working with you in the coming year.

Sincerely,

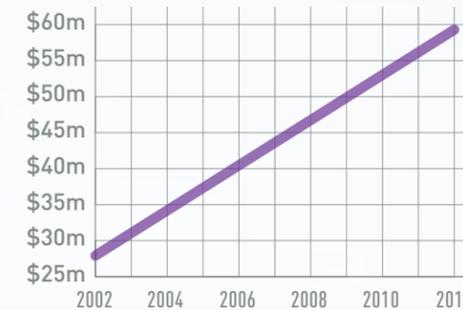
Tom Whelan

Chair

Burbank Hospitality Association

quick facts

Burbank Room Sales Have Doubled in Ten Years



Source: Dean Runyan Associates (2002-2012)

California's Top Five Foreign Visitor Markets:

Mexico	7,000,000
Canada	1,540,000
China	717,000
U.K.	675,000
Japan	590,000

Source: California Travel and Tourism Commission

- 2 About
- 4 Hotel Map
- 6 Generating Buzz In 2013
- 8 Print Campaign Launch
- 10 2013 Strategic Event Partnerships
- 12 Three Record - Breaking Years
- 13 Tourism Is On The Rise
- 14 Future Focus
- 15 On The Horizon
- 16 Total Budgeted Income
- 18 Balance Sheet
Income Statement
- 20 Board of Directors
And Staff



about

The Burbank Hospitality Association (BHA) is a nonprofit assessment district whose primary mission is to stimulate economic development through tourism. Ratified by a 91.4% vote in October 2011, the BHA completed the second year of a five-year term in 2013.

Funded by a 1% assessment on room nights at Burbank hotels with 25 or more rooms, the budget is projected at \$520,000 annually over five years.

Operating as Visit Burbank, the goal is to boost hotel occupancy while positioning Burbank as a national tourism destination.

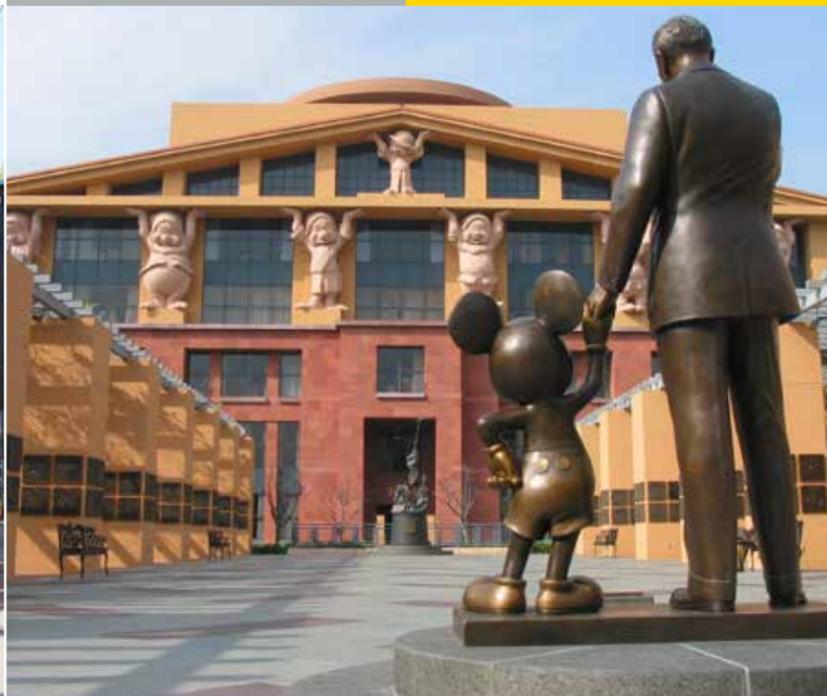
Domestic Visitor Expenditures In California Rose An Estimated 4.9% In 2013.

Source: Visit California



Time Magazine ranks the Warner Bros. Studio VIP Tour among the top 10 Things to Do in Los Angeles

Source: Time Magazine



BURBANK HOSPITALITY ASSOCIATION



- 1 Los Angeles Marriott Burbank Hotel
- 2 Holiday Inn Burbank Media Center
- 3 Courtyard by Marriott Los Angeles Burbank/Airport
- 4 Hotel Amarano Burbank
- 5 Residence Inn by Marriott
- 6 Ramada Inn Burbank Airport
- 7 Coast Anabelle Hotel
- 8 Safari Inn
- 9 Extended Stay America Burbank Airport
- 10 Best Western Plus Media Center Inn & Suites
- 11 Quality Inn Burbank
- 12 Burbank Inn & Suites
- 13 Travelodge Burbank
- 14 Portofino Inn Burbank
- 15 Tangerine Hotel

15 HOTELS
2,200 ROOMS
50,000 SQ.FT.
Convention Space

The Hottest Places
For A Day Or Extended Stay!

One Blockbuster City. Four Dynamic Districts. Star-studded Action All Around.

- 
 MAGIC MOUNTAIN
 25 MILES
 - 
 UNIVERSAL STUDIOS
 5 MILES
 - 
 HOLLYWOOD BOWL
 6 MILES
 - 
 HOLLYWOOD & HIGHLAND
 7 MILES
 - 
 GRIFFITH OBSERVATORY
 8 MILES
 - 
 DODGER STADIUM
 11 MILES
 - 
 STAPLES CENTER
 14 MILES
 - 
 WALT DISNEY CONCERT HALL
 12 MILES
 - 
 LOS ANGELES ZOO
 3 MILES
 - 
 AUTRY NAT'L CENTER
 4 MILES
 - 
 DISNEYLAND RESORT
 37 MILES
 - 
 ROSE BOWL STADIUM
 11 MILES
- ▶ All distances beyond Burbank measured from Downtown

generating buzz in 2013



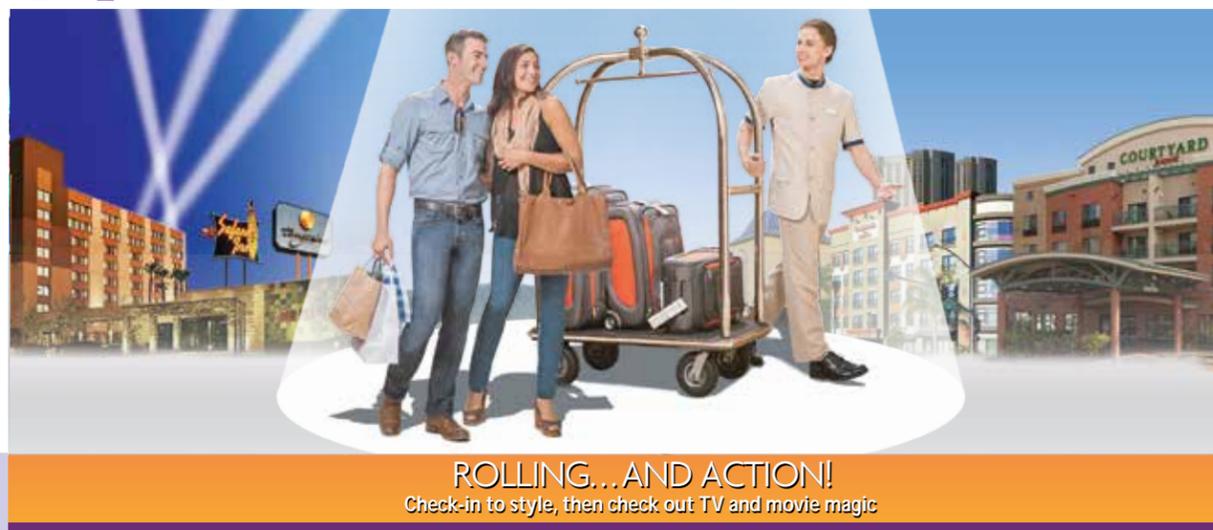
Visitor Destination Guide

- Foldout city guide featuring local points of interest, hotels and attractions
- Distributed at more than 1,000 tourism destinations, three California Welcome Centers and nine airports
- More than 13,050 handed out per month in off-season, and 26,100 at peak periods
- Available at major conventions and meetings such as the CTN eXpo attracting 6,000 attendees
- Annual readership exceeds 200,000 visitors

Concierge Map

- Convenient tear-off map highlighting major attractions and amenities
- Designed to be written on and used for self-guided walking and / or driving tours

The Visit Burbank campaign launched in Spring 2013, and simultaneously hit web, print and social media in a coordinated strategy.



visitburbank.com Tourism gateway site with “Book Your Trip” function powered by JackRabbit, the preferred hotel reservation system. Resulted in nearly **2,500 lodging referrals** in seven months.

- BOOK YOUR TRIP**
- » Downtown Burbank
 - » Warner Bros. Studio VIP Tour
 - » Visit Burbank

TRAVELZOO®

Burbank was highlighted as
“Featured Destination” in the U.S. Top 20 Travelzoo newsletter

running in July and August reaching
10+ million subscribers

Total clicks to Visit Burbank website:

3,475

Destination page views:

42,751

Resulted in

333 additional passengers booked

via Burbank Bob Hope Airport

and 124 room nights at Burbank hotels

Media coverage included ABC News and The Travel Guy with Bill Burke

TRAVELZOO®

The Deal Experts. Over 26 Million Subscribers Worldwide.

Like 1.5m | Get Mobile | My Account | About Us

Destination

Home | Travel Deals | Entertainment Deals | Local Deals | Super Search | About Travelzoo

Featured Destinations: Burbank, California

Love it? Share it! | Facebook | Twitter

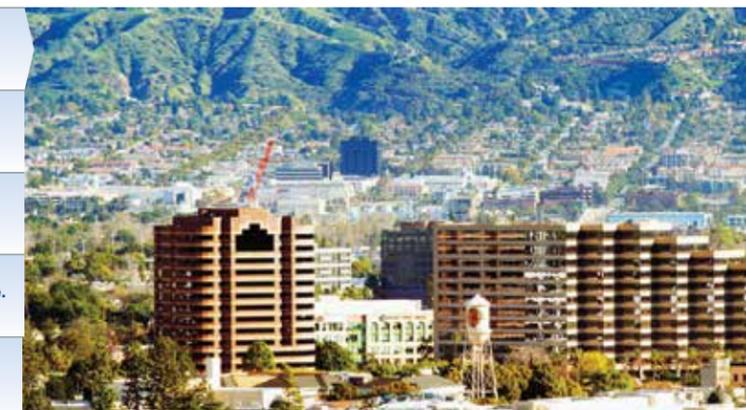
GATEWAY TO L.A.
Score Deals in Burbank.

STUDIO TOURS
Go behind the scenes.

AREA ATTRACTIONS
Explore other top draws.

SHOPPING
Browse boutiques & more.

NIGHTLIFE
See comedy & concerts.



Where Movies are Made

Called "one of Southern California's most appealing urban centers" by Sunset Magazine, Burbank is an ideal springboard to Tinseltown's top attractions. Hollywood and L.A.'s beaches, for instance, are within a 20-minute drive. Burbank hotels offer their steepest discounts on weekends, making it an especially attractive time to plan a visit.

print campaign launch

It's prime time!
Trendy tastes, chic creations and new-style dining

From stores to hotels, and especially restaurants, Burbank is a town known for its taste. Unique districts throughout Burbank serve up the stars' favorite spots — without the VIP guest lists.

Satisfy every taste around every corner amidst an expansive stretch of tasty restaurants and lively bars in the hip Downtown Burbank. Explore the legendary local spots in Magnolia Park. And check out the stars' power places in the Media District. The flavor all starts at VisitBurbank.com.

MOVIE STUDIOS & TOURS | LIVE TV SHOWS | HOTELS & DINING
UNIQUE ENTERTAINMENT DISTRICTS | ARTS & ACTIVITIES | BURBANK AIRPORT

Burbank
the town behind the tinsel

Quiet on the set
Spend your vacation on location with movie and TV action.

Hollywood action really comes to life in the town behind the tinsel — Burbank! It's just 15 minutes from LA, but worlds apart from that unpredictable setting.

In Burbank, go behind-the-scenes and right "on set" of major movie productions and top-rated TV shows with the Warner Bros. Studios Tour. Stay at hotels renowned for luxury, or legendary for their film history. And fly in direct like the stars to the ultra-convenient Burbank Bob Hope Airport. The action all starts at VisitBurbank.com.

MOVIE STUDIOS & TOURS | LIVE TV SHOWS | HOTELS & DINING
UNIQUE ENTERTAINMENT DISTRICTS | ARTS & ACTIVITIES | BURBANK AIRPORT

Burbank
the town behind the tinsel

Rolling... and action!
Check-in to style, then check out TV and movie magic

For scripting the perfect stay, Burbank is your stylish scene. The town behind the tinsel puts you in a lively place, including over 15 unique hotels that keep you in the heart of the action of shopping, dining, bars — and central to all of LA & Hollywood.

Discover boutique luxury at secret hotel hideaways of the stars. Stay in hip places that regularly appear in TV and films. Or get down to business at convention hotels neighboring Burbank Bob Hope Airport. The style all starts at VisitBurbank.com.

MOVIE STUDIOS & TOURS | LIVE TV SHOWS | HOTELS & DINING
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Burbank
the town behind the tinsel

That's a wrap! Roll credits!
Glam, retro, or hip — shop alongside the stars in Burbank

Star-studded shopping sprees come in all styles in the town behind the tinsel. From trendy outfits to famous thrifts, Burbank is the stars' secret spot for fashion.

Express your inner celeb with a wardrobe straight from the movies at Magnolia Park — nicknamed "Vintage Row" — with shops that span several decades and city blocks. Show your flair at fashion-forward boutiques and ultra-cool eateries in Downtown Burbank. Or recreate the looks of the best-dressed with chic collections at Burbank Town Center. The style all starts at VisitBurbank.com.

MOVIE STUDIOS & TOURS | LIVE TV SHOWS | HOTELS & DINING
UNIQUE ENTERTAINMENT DISTRICTS | ARTS & ACTIVITIES | BURBANK AIRPORT

Burbank
the town behind the tinsel



Publication	Circulation
Automobile Club of Southern California	
- Westways / Via	19.6 million
- Highroads	3.9 million
Sunset Magazine	
- Coastal Escapes Planner	665,000
- Discover the West	1.25 million
- SoCal Insider	315,000
Los Angeles Tourism & Convention Board	
- Los Angeles Visitor Guide	225,000
- Meeting + Travel Professionals Guide	25,000

ad campaign reached **26 million**

2013 strategic event partnerships

Creative Talent Network Animation eXpo

The 5th Annual eXpo boosted hotel occupancy at Burbank hotels while solidifying the city's reputation as Animation Capital of the World.



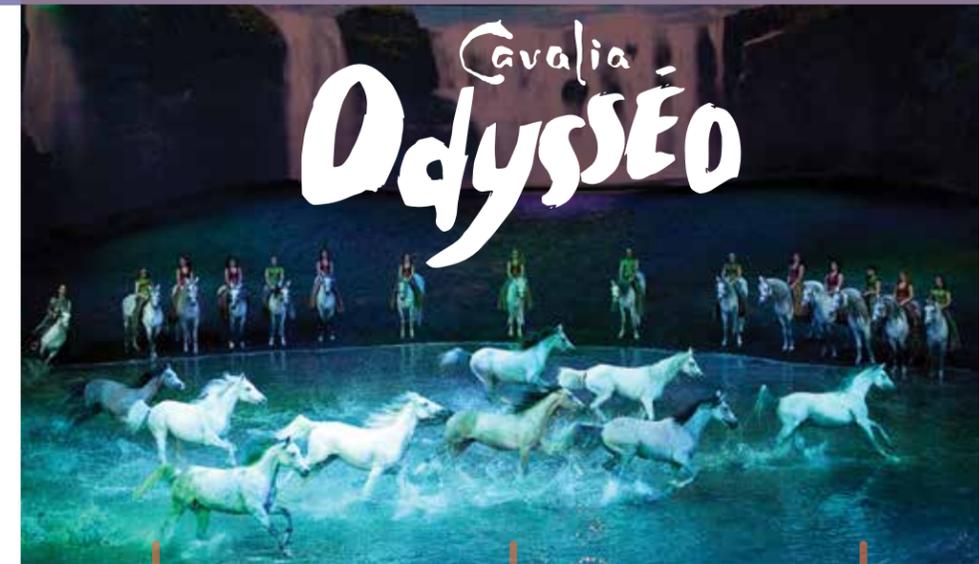
More than **1,100 room nights** were booked at Burbank hotels

The eXpo attracted a record-breaking **6,000 animators** from around the world and **400 exhibitors** on view

So many students and faculty from San Jose State attended that the Animation/Media department was forced to close!!

Burbank was proclaimed **"Animation Capital of the World"** on opening night at the Burbank Airport Marriott Hotel and Convention Center

CTN Animation block at the Downtown Burbank ARTS Festival attracted thousands of fans to meet and greet with top animators



1,430 room nights booked at Burbank hotels

270 local jobs created

11 million people reached via media coverage

A return engagement of the 2011 blockbuster, Cavalia's Odysseo once again dazzled the critics in 2013. Drawing audiences of nearly 100,000 during a 47-performance run, Odysseo was extended twice in order to meet ticket demand.

Turkey Trot



Photo credit: Joseph Bornilla

2,300 runners

more than **\$60,000** raised

Held on Thanksgiving Day, the early morning run on a double-loop course through Downtown Burbank supported a great cause, the Burbank YMCA's membership assistance program.

Business and leisure visitation to California will outpace that for the U.S. through 2016

Source: Visit California

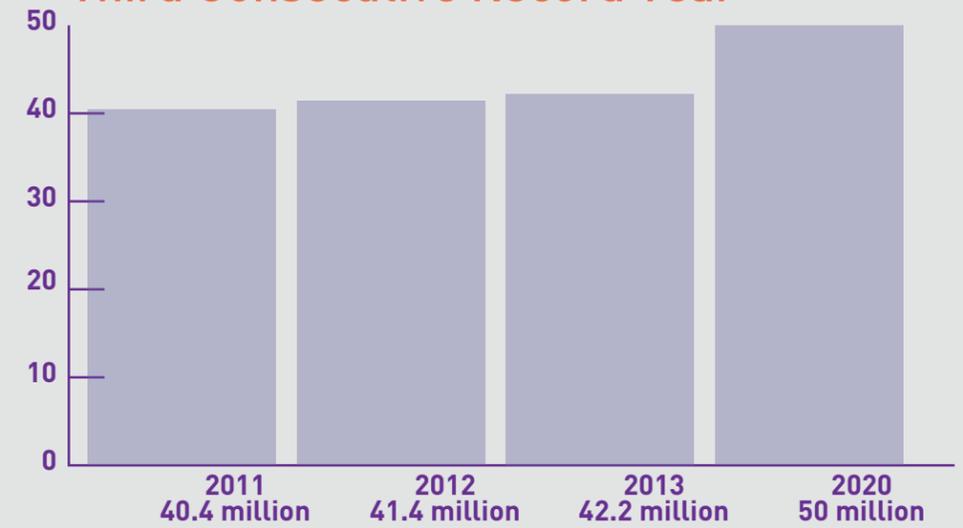
three record-breaking years



Source : Smith Travel Research, Inc.

tourism is on the rise

Region Experiences Third Consecutive Record Year



Source: Los Angeles Tourism & Convention Board

In 2013

Domestic overnight visitation achieved its highest historical level at 22.3 million

Source: Los Angeles Tourism & Convention Board

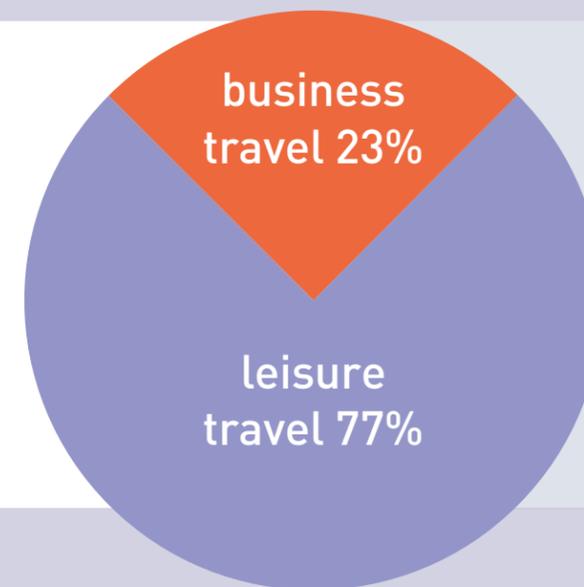
BURBANK
Ranks in
the **TOP 10** of
L.A. County
VISITOR
DESTINATIONS

as measured by TOT receipts

Source: Dean Runyan Associates

**Burbank Leads
L.A. County
Occupancy Rates
in 2013**

Source : Smith Travel Research, Inc.



- International visitation set a record with 6.2 million visitors in 2013, a 2.6% percent increase over 2012
- China is now L.A.'s No. 1 overseas market

Source: Los Angeles Tourism & Convention Board

Source: Los Angeles Tourism & Convention Board

future focus



左思右想……然后果断行动！

登记入住时尚之所，然后亲身体会电视和电影的魔力。

若您想完美入住的情景，伯班克 (Burbank) 为您提供时尚场景。浮华城好莱坞背后的小镇让您置身于充满活力的地方，这里有超过 15 家独特特色的酒店，让您驻足于购物、餐饮、酒吧等活动的核心地带——也是洛杉矶好莱坞整个地域的中心。

在明星栖居之地的神秘酒店观赏精美豪宅，置身在那些时常出现在电视和电影里的时尚场所。或在位于伯班克范奈斯机场的商务酒店着手处理商务。时尚风情源自 VisitBurbank.com 而始。



Going Global

Initiate marketing campaign on an international scale

- Outreach to the all-important Chinese market via the Los Angeles Tourism & Convention Board's first official China Travel Guide
- Increase visibility in in-flight magazines: Southwest Airlines Spirit and US Airways Magazine

Getting Social

Generate newsy content for the Town Behind the Tinsel

- Grow Facebook, Twitter, Pinterest and social media platforms
- Integrate social media and website to maximize sales



Boosting Visibility

Utilize travel sites and events to drive room sales

- Partner with #1 travel site TripAdvisor
- Develop tourist targeted signature event

Attending Conventions

Represent the Visit Burbank brand at travel shows

Travel Exchange - Los Angeles, February 16-20, 2014

Go West Summit - Seattle, February 24-27, 2014

U.S. Travel Association's International Pow Wow - Chicago, April 5-9, 2014

California Travel Summit - Los Angeles, June 23-25, 2014

Looking Ahead for California

- Total visits to **increase 2.6%**
 - Travel expenditures to **increase 5.9%**
 - International to **grow by 5%**
 - Leisure **up by 4.9%**
- Source: Visit California*

on the horizon

Two Properties will Increase TOT by an Estimated **20%**

Source: Hotel Developers

Hilton Garden Inn Hotel



- 210 rooms including 10 suites
 - Six stories with subterranean parking
 - Located at Verdugo Avenue and South San Fernando Boulevard
- BREAKING GROUND 2014

SpringHill Suites by Marriott



- 170 rooms
 - Five stories with subterranean parking
 - Located at South San Fernando Boulevard between Santa Anita and Providencia Avenues
- BREAKING GROUND 2014

aerotropolis

The Airport District is poised to takeoff as a premiere Southern California transportation and hi-tech hub delivering countless opportunities for the visitor market.

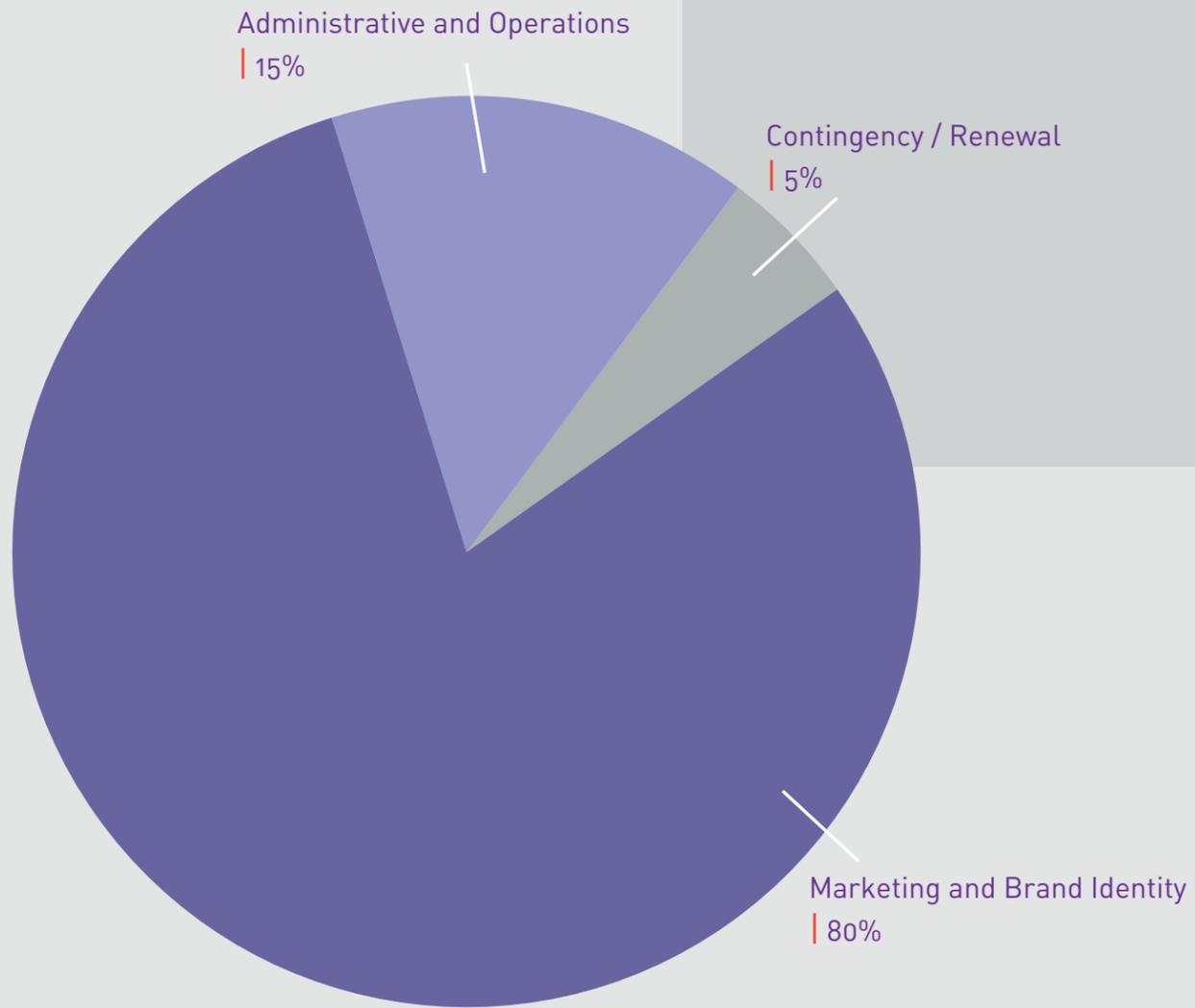
opportunity:

Demand for hotel room and meeting space will outgrow current supply.

total budgeted income: \$520,000

total actual income: \$690,000

2013 Annual Operating and Marketing Expenses



2013 Allocations

Marketing and Brand Identity | 80%

- Execution of media campaign
- Development of website and collateral materials
- Launch of social media campaign
- Targeted special event support

Administrative and Operations | 15%

- Staffing
- Insurance
- Other administration expenses

Contingency / Renewal | 5%



balance sheet ending 9/30/2013

statement of cash flows 10/2012 - 9/2013

OPERATING ACTIVITIES

Net Income	<u>428,959.27</u>
Net cash increase for period	428,959.27
Cash at beginning of period	457,999.43
Cash at end of period	<u>886,958.70</u>

Balance Sheet and Income Statement reviewed by Certified Public Accountant.

income statement 10/2012-9/2013

INCOME/EXPENSE

Income	
001 · Assessments-City Treasurer	684,826.94
002 · Interest	5,543.68
Total Income	<u>690,370.62</u>
Expense	
60900 · Business Expenses	7,435.00
60940 · Trademarking	6,600.00
Total 60900 · Business Expenses	<u>14,035.00</u>
62100 · Contract Services	
62110 · Accounting Fees	1,350.00
Total 62100 · Contract Services	<u>1,350.00</u>
62500 · Consultants	88,242.00
Total 62500 · Consultants	<u>88,242.00</u>
64000 · Marketing	
64020 · Advertising	5,670.00
64040 · Website Development	40,000.00
64060 · Social Media	6,970.00
64000 · Marketing - Other	2,282.32
Total 64000 · Marketing	<u>54,922.32</u>
65000 · Operations	
65020 · Postage, Mailing Service	191.99
65030 · Printing and Copying	954.84
Total 65000 · Operations	<u>1,146.83</u>
65060 · Salary Expenses	66,999.96
65100 · Other Types of Expenses	
65120 · Insurance - Liability, D and O	5,752.00
65130 · Sponsorships	15,000.00
65140 · Membership Dues	500.00
65150 · Website Maintenance	11,700.00
Total 65100 · Other Types of Expenses	<u>32,952.00</u>
68300 · Travel and Meetings	
68310 · Conference, Convention, Meeting	715.00
68320 · Travel	1,048.24
Total 68300 · Travel and Meetings	<u>1,763.24</u>
Total Expense	<u>261,411.35</u>
Net Income	<u>428,959.27</u>

2013 BURBANK HOSPITALITY ASSOCIATION

Board of Directors and Staff

Executive Committee

- | | |
|---|------------|
| Tom Whelan | Chair |
| General Manager, Hotel Amarano Burbank | |
| Tony Garibian | Vice-Chair |
| General Manager, Coast Anabelle Hotel and Safari Inn | |
| Michael Swaney | Treasurer |
| General Manager, Residence Inn by Marriott | |
| Rosa Gutierrez | Secretary |
| General Manager, Courtyard by Marriott
Los Angeles Burbank/Airport | |

Board

- Lucy Burghdorf, Manager, Public Relations & Government Affairs, Burbank Bob Hope Airport
 Amitesh Damudar, General Manager, Tangerine Hotel
 Joy Forbes, Community Development Director, City of Burbank
 Danny Kahn, Executive Director, Studio Tour Department, Warner Bros. Studio VIP Tour
 Richard Sandoval, General Manager, Los Angeles Marriott Burbank Hotel

City of Burbank Staff

- | | |
|----------------------|--|
| Mary Hamzoian | Economic Development Manager |
| Susie Avetisyan | Economic Development Analyst |
| Marissa Minor | Economic Development Analyst |
| Ruth Davidson-Guerra | Assistant Community Development Director |

Proud Partners



U.S. TRAVEL
ASSOCIATION



BurbankSM
the town behind the tinsel



BurbankSM

the town behind the tinsel
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 Burbank, CA 91502
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