

visit BURBANK



2014
BURBANK
HOSPITALITY
ASSOCIATION
annual report



welcome

Dear Tourism Partners,

Fiscal Year 2013-2014 was another record-breaker for the Burbank Hospitality Association. Hotels experienced volumes that have not been seen for at least seven years. Occupancy achieved 80%, while the Average Daily Rate (ADR) grew 7%, and Revenue Per Available Room (RevPAR) was up 10% from October 1, 2013 through September 30, 2014.

These increases reflect a robust travel market coupled with a dynamic marketing strategy that put Burbank on the map. Boosting visibility across a broad spectrum of media, Burbank's impact was felt in lifestyle, travel, and official tourism guides, on Internet giants such as TripAdvisor, and on social media, collectively reaching an audience exceeding 31 million. In addition, Visit Burbank was featured in a 20-page story in the June issue of US Airways Magazine.

The marketing foundations are laid, and the Town Behind the Tinsel has arrived on the world travel scene. 2015 will bring a deepening of Burbank's impact in new markets, including a targeted campaign reaching out to Chinese and Canadian travelers. Digital media will be a stronger marketing platform to promote the city, its hotels, and amenities. Return on investment measurement tools will play a central role in determining effectiveness.

These are exciting times. On behalf of the Board, I'd like to thank everyone who helped Visit Burbank soar to new heights in 2014, and look forward with pleasure to working with you in the coming year.

Sincerely,

Tom Whelan
Chair
Burbank Hospitality Association



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2014 BURBANK HOSPITALITY ASSOCIATION annual report



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 third year of a five-year term in Fiscal Year 2013-2014. 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.



The Burbank hospitality industry accounts for more than **\$85.5 million** in investment in renovations and construction since 2013.





15 hotels • 2,200 rooms
50,000 sq. ft. of convention space

participating hotels

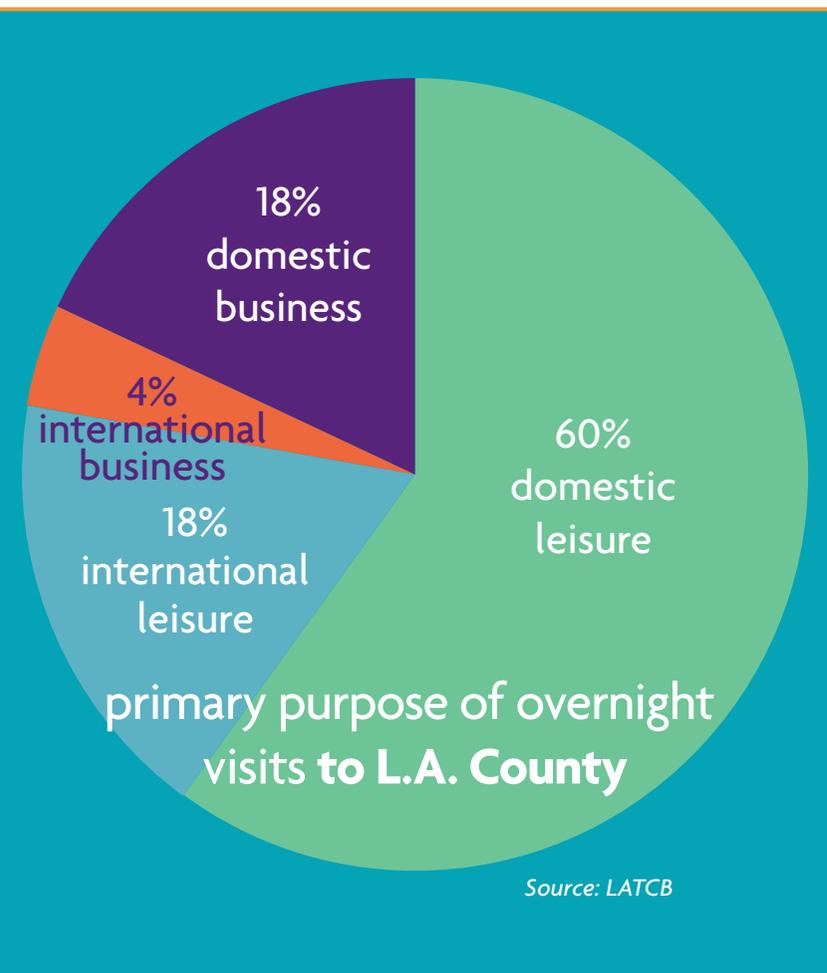
- Los Angeles Marriott Burbank Hotel 1
- Holiday Inn Burbank Media Center 2
- Courtyard by Marriott 3
- Los Angeles/Burbank Airport 4
- Hotel Amarano Burbank 5
- Residence Inn by Marriott 6
- Ramada Inn Burbank Airport 7
- Coast Anabelle Hotel 8
- Safari Inn 9
- Extended Stay America 10
- Burbank Airport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



NEW Springhill Suites by Marriott
will add 170 rooms in 2015

travel facts: Los Angeles County

- Los Angeles achieved a record high with **43.4 million overnight and day visitors in 2014, for an increase of 3.0%**. *Source: LATCB*
- Direct visitor spending totaled **\$18.4 billion, a record high**. *Source: LATCB*
- Of the **43.4 million visitors**, approximately **29.5 million stayed overnight**. *Source: LATCB*
- The leisure and hospitality industry averaged **446,400 jobs** in Los Angeles County. The industry **grew by 10,000 new jobs in 2014**, and represents **1 out of every 9 jobs within the county**. *Source: CA EDD*



international visitors to California

| | |
|-------------|--------------|
| Mexico | 7.9 million |
| Canada | 1.7 million |
| China | 1.16 million |
| UK | 718,000 |
| Japan | 577,000 |
| Australia | 544,000 |
| France | 461,000 |
| South Korea | 435,000 |
| Germany | 431,000 |
| India | 299,000 |

Source: Tourism Economics, projected for 2015



California had the **largest market share** of domestic travel among all 50 states in 2014.

travel facts: California

- Total visits to California are projected to **increase by 2.3%** in 2015, with domestic travel **up by 2.2%** and international **up by 3.9%**. *Source: Tourism Economics*
- 251.5 million people** visited California in 2014, **204.2 million** for leisure, and **47.3 million** for business. *Source: Tourism Economics*
- 16.3 million international visitors** traveled to California in 2014. *Source: Tourism Economics*
- Travel spending in California is expected to grow to **\$123.4 billion in 2015, up 5.4%**. *Source: Dean Runyan*
- Top states for in-bound leisure travel to California are **Arizona** (7.6 million), **Nevada** (5.6 million), **Oregon** (2.7 million) **Washington** (2.6 million), **Utah** (2.6 million) and **Colorado** (2 million).
- Leading opportunity markets are **Texas, New York, and Illinois**. *Source: Tourism Economics*

Burbank by the numbers

Trends are up as Burbank solidifies its lead as a branded destination.

Burbank occupancy
achieves 80%

(Fiscal Year 2013-2014)

revenue per available room (RevPAR)

up 10%

(Fiscal Year 2013-2014)

average daily rates (ADR)

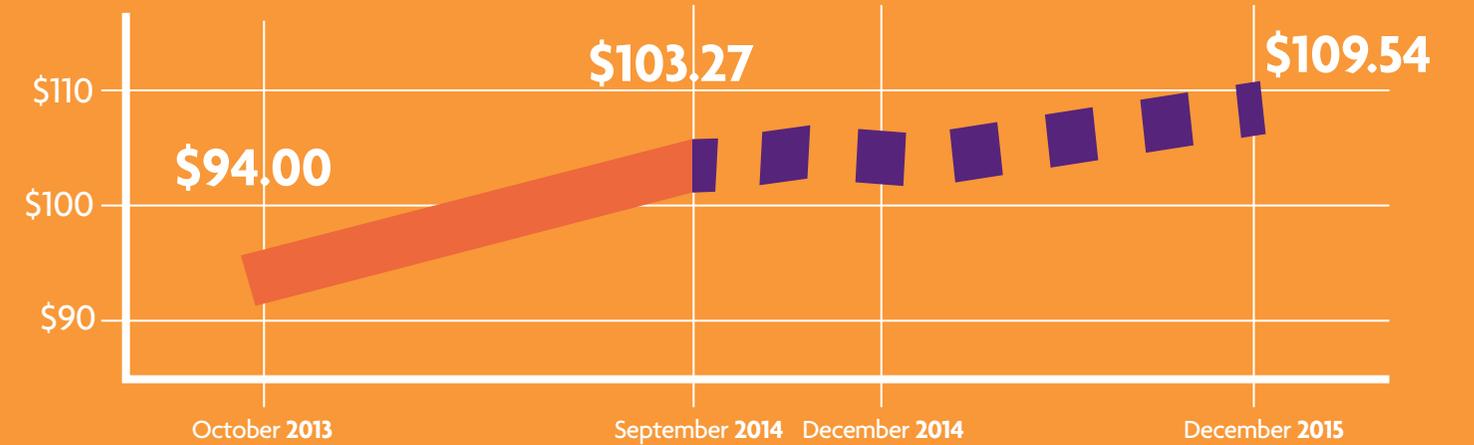
up 7%

(Fiscal Year 2013-2014)

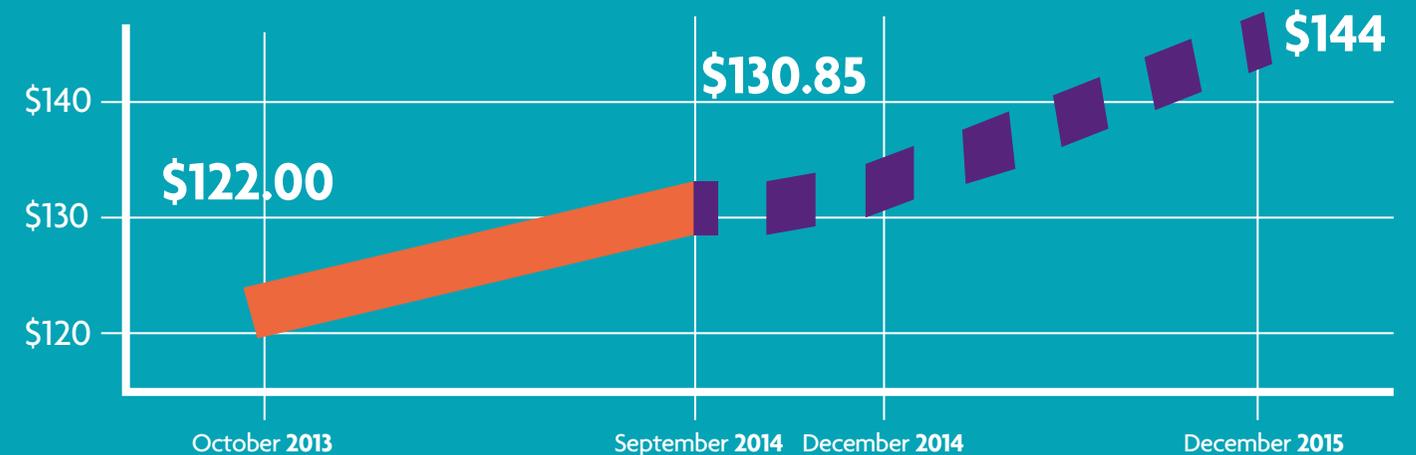


Formation of Burbank Hospitality Association in October 2011

Source: STR, Inc.



Source: STR, Inc.



Source: STR, Inc.

digital marketing social media

Social media grew extensively through September 30, 2014, reaching throughout the US and abroad.



VisitBurbank.com

top 10 country sources:

| | | | |
|-------------------|--------------|---------------|-----------|
| 1. USA |165,000 | 7. France | 205 |
| 2. Canada | 605 | 8. Mexico | 180 |
| 3. United Kingdom | ... 585 | 9. Algeria | 180 |
| 4. Brazil | 390 | 10. Japan | 150 |
| 5. Australia | 300 | Rest of World | ... 2,200 |
| 6. Germany | 205 | | |

Source: Facebook Analytics, 10-1-2013 through 9-30-2014

170,000 visitors in 2014

Facebook

Up from 162 “likes” in 2013, Visit Burbank’s Facebook page reaches more than 12,000 people per month

top 10 facebook markets reached:

1. Los Angeles, CA
2. Houston, TX
3. Burbank, CA
4. Chicago, IL
5. Atlanta, GA
6. New York, NY
7. Philadelphia, PA
8. Miami, FL
9. Las Vegas, NV
10. Dallas, TX

Current “likes” as of January 2015: 13,500



website booking engine



During Fiscal Year 2013-2014, the Jack Rabbit Booking Engine generated:
6,270 searches and 1,997 referrals

The booking engine, embedded in Visit Burbank, Downtown Burbank, Warner Bros. VIP Studio Tour, and Flappers Comedy Club websites, allows visitors to enter travel dates and search for Burbank accommodations. To make a reservation, they click the “Book Your Trip” button, which redirects them to the accommodation’s own website where they can enter their credit card and finalize their reservation.

Source: Jack Rabbit, 10-1-2013 through 9-30-2014

TripAdvisor



614,323 total impressions were generated by TripAdvisor banner ads through September 30. Impressions are on track for the targeted **900,000 impressions through February 10, 2015.**

Program includes banner ads that pop-up when travelers search for tourism in Beverly Hills, Burbank, Los Angeles, Pasadena, Santa Monica, and West Hollywood.

Source: TripAdvisor

lifestyle, travel, and official guides

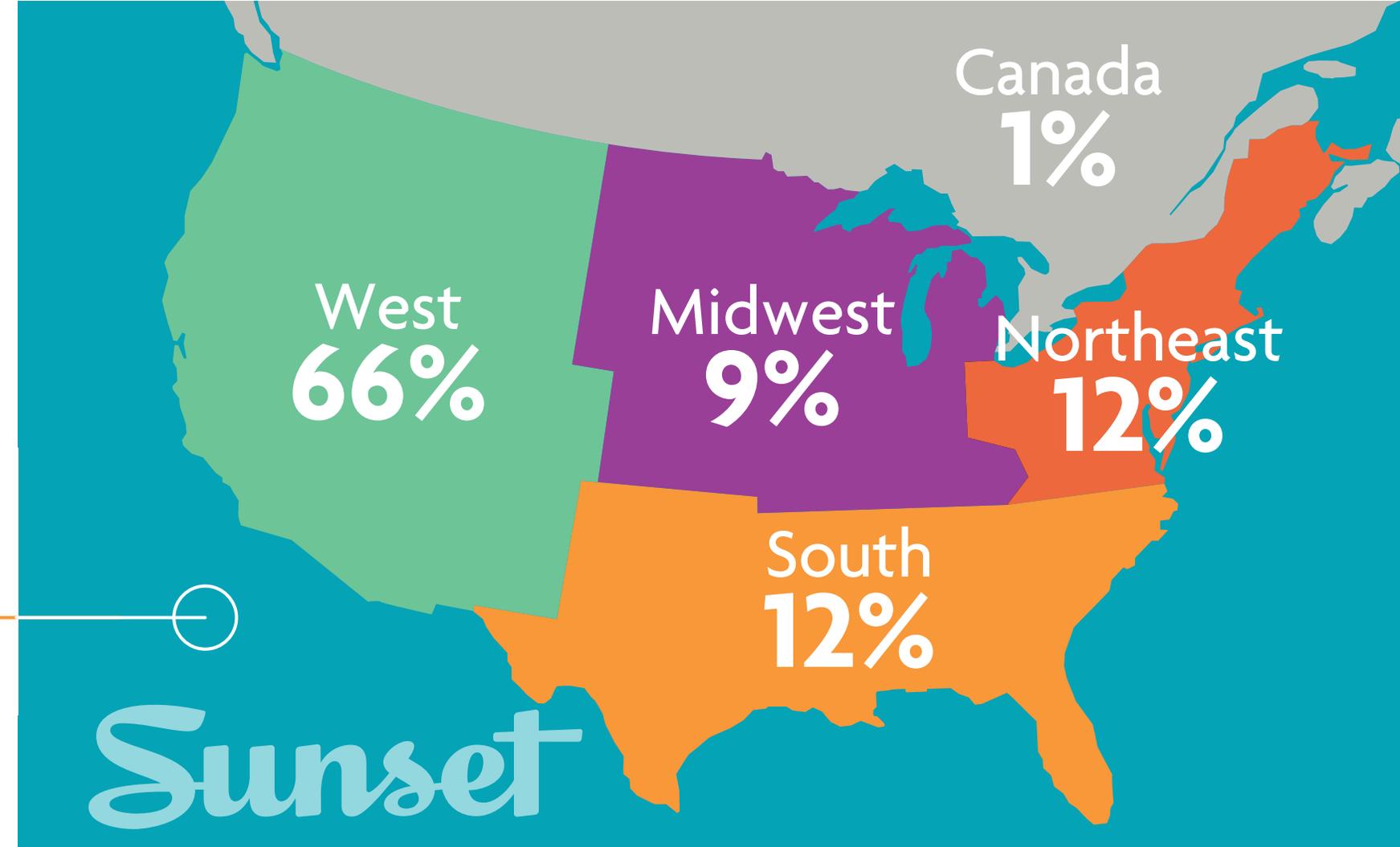
Print campaign reached an audience of **31.84 million** potential travelers to Burbank in Fiscal Year 2013-2014.



| Publication | Circulation | Frequency | Target |
|----------------------------------|--------------|-----------|--------------------------|
| US Airways Magazine | 3.2 million | 1x | Inflight |
| Southwest Airlines: The Magazine | 3.45 million | 1x | Inflight |
| Sunset Magazine | 3.35 million | 6x | CA, NV, WA |
| Westways (AAA) | 12.6 million | 3x | Southern CA |
| Via Magazine (AAA) | 5.2 million | 2x | Northern CA, NV, UT |
| Highroads Magazine (AAA) | 490,000 | 1x | AZ |
| California Road Trips | 2.7 million | Annual | Travelers to CA |
| California Visitors Guide | 500,000 | Annual | Travelers to CA |
| Los Angeles Visitors Guide | 225,000 | Annual | Travelers to Los Angeles |
| LA Meeting Travel Guide | 25,000 | Annual | Meeting Planners |
| China Travel Guide | 100,000 | Annual | China Travel Market |

TOTAL **31.84 million**

return on investment



Visit Burbank’s advertising investment with Sunset Magazine came with the added value of reader response cards. The program generated **1,674 responses in 2014**. Each inquiry was fulfilled with Visit Burbank city guides. The program drew response nationwide.

In the West, **California** accounted for the lion’s share at **682**, of which **288** came from Northern California.

US Airways Magazine feature story



VISIT BURBANK

The Media Capital of the World

BURBANK

By Josh Jenisch

Surrounded by Los Angeles, tucked in the foothills of the Verdugo Mountains, you'll find the star of *The Big Bang Theory*, *2 Broke Girls*, and *Casablanca*. She's looking better than ever these days, with a sunny disposition and all-American charm that have persuaded generations of filmmakers to commit her contours to celluloid.

PHOTO: JEFFREY MAYER/GETTY IMAGES; PHOTOS: JEFFREY MAYER/GETTY IMAGES; PHOTOS: JEFFREY MAYER/GETTY IMAGES

This is Burbank, whose broad thoroughfares and scenic landscapes have appeared in countless summer blockbusters. This is the beating heart of the entertainment industry, home to some of the world's biggest movie studios and the world's biggest stars. This is a city that manufactures magic as efficiently as other cities manufacture textiles.

This is where Hollywood comes to work. This is the media capital of the world.

An Industry Town

When most people think of Hollywood, they think of swaying palm trees, studio backlots, and unrealistically good-looking men and women.



Clockwise from left: The Ellen DeGeneres Show, Starlight Bowl, and Pinup Girl Boutique in Magnolia Park

Right idea, wrong city.

In spite of some wonderfully bold redevelopment initiatives, Hollywood today has very little to do with the entertainment industry. To find the real Hollywood — the place where movies get made — you must venture north a few exits on the 101 to Burbank, where palm trees do indeed sway in the breeze and beautiful people are disconcertingly numerous.

"Hollywood is home to one major studio: Paramount," says Jeff Worthe, whose company, Worthe Real Estate Group, controls about 70 percent of the creative office space in Burbank. "Burbank is

home to the largest concentration of movie studios in the world."

Warner Bros. Studios, where shows like *The Big Bang Theory*, *Two and a Half Men*, and *The Ellen DeGeneres Show* are filmed, has called Burbank home since 1929. The Walt Disney Company has been here since 1938. iHeartRadio Theater Los Angeles is here.



114 JUNE 2014 | usairwaysmag.com

usairwaysmag.com | JUNE 2014 115

Burbank received rave reviews in a 20-page feature in the June issue of US Airways Magazine. Reaching more than 3.2 million readers, the story included coverage of studio tours and television tapings, Burbank commercial districts, arts and culture, and hotels and amenities.

The article was so successfully received that it was used as the basis for the Visit Burbank Official Guidebook to be launched in 4th Quarter 2014, and distributed in all Burbank hotel rooms.

TOTAL
3.2 million

READERS

STAYING POWER

Whether you're in town for work or for play, Burbank's many lodging options are especially welcoming.

At the Hotel Amarano, an Oscar winner can walk through the door and nobody will ask for an autograph, promises Tom Whelan, general manager of the four-diamond property. And they do walk through — and often. Celebrities and savvy travelers alike opt to indulge in the Amarano's luxurious Italian linens, refreshing poolside cabanas, and delicious contemporary cuisine. "Travelers have many lodging options in the greater Los Angeles area," Whelan notes. "But for those seeking something extra special, our boutique-style accommodations are incomparable." If nostalgia is more your beat, try the retro-cool



Safari Inn, a 1950s motel that's graced both album covers and blockbusters. Hip and colorful, the Tangerine Hotel's muraled guest rooms have modern-chic design, while complimentary lattes and Porto's pastries sweeten the deal.

A number of familiar hoteliers have a home in the town behind the tinsel as well, many of which excel at exceptional events. Take for instance the Los Angeles Marriott Burbank Airport, where 46,000 square feet of event space is highlighted by a spacious convention center, 22 breakout rooms, and four VIP boardrooms.

Boasting sky-high city views, the Holiday Inn Burbank Media Center has more than 16,000 square feet for conventions, 20 meeting rooms, and a ballroom, while the Residence Inn Burbank Downtown has three high-tech meeting rooms and complimentary wine-and-food social hours.

Just steps away from the Burbank Empire Center, the Courtyard by Marriott Los Angeles Burbank Airport offers five boardrooms and restaurant media pods. And thanks to shuttles to Burbank Bob Hope Airport, the Ramada Inn Burbank Airport and Coast Anabelle Hotel mean business as well.

With top-notch places to meet and greet, Hollywood isn't the only one getting work done around town. From stylish boutique inns to convenient convention hotels, Burbank is quite accommodating.

Go to VisitBurbank.com to reserve your room.



Clockwise from above: Safari Inn, Courtyard by Marriott Los Angeles Burbank Airport, and the Hotel Amarano penthouse

Southwest Airlines: The Magazine

Southwest

Adventure in Burbank

Go Behind the Scenes

Home to Warner Bros., Disney, Nickelodeon, Cartoon Network, and countless other famous studios, Burbank is without a doubt America's entertainment capital. On a VIP tour of the Warner Bros. studio—the only one open to the public—sit on the couch in Central Perk, the coffee shop featured in *Friends*, and wander through the Picture Car Vault, a giant soundstage that houses eight high-tech vehicles used in the *Batman* movies. As you ride around the studio's 110-acre campus, you're likely to encounter film crews at work. The tour also includes a stop at a green screen, where you can pose in a scene from your favorite Warner Bros. film or TV show. Want to be part of the crowd during live-audience shows like *Conan* and *The Big Bang Theory*? Tickets are available, but book early! vipstudiotour.warnerbros.com



EASY RIDERS Warner Bros. Studio offers tours every day except Christmas.

Watch The Ellen DeGeneres Show

Daytime TV's most adored talk-show host tapes at Warner Bros. Studio. Here's how to get free tickets and what to expect when you go.

PLAN AHEAD Request tickets as far out as possible at ellentv.com/tickets. Tapings usually fill up months in advance.

EASY MINUTE ADVICE A limited number of standby tickets are available. Call 818.954.5999 before noon on the day of the show you're requesting tickets for.

WHAT TO WEAR It's often cold in the studio, so dress in layers.

SCORE A SOUTENIS Like to dance? Guests who show their moves during the crowd warm-up often earn free T-shirts. For tickets and more information, check out rtiwburbank.com.

"Warner Bros. is a working studio lot, so you never know who you might see. During a tour, you'll uncover what it takes to create some of the most memorable moments in film and television."

—DANNY KAHN, EXECUTIVE DIRECTOR, WARNER BROS. STUDIO TOUR DEPARTMENT

Sleep Here

Three hotels suited for TV and movie buffs



Safari Inn You might recognize this hotel from its appearances in films like *Apollo 13* and *Over the Top* and TV shows like *Sex and the City*. safari.com



Hotel Amarano Celebrities favor this luxe boutique hotel for its posh new suites and heated saltwater pool. hotelamarano.com



Tangerine Hotel A stone's throw from Warner Bros. Studio, each room at this modern hotel features a vibrant mural. tangerinehotel.com

Enter to Win!

A Two-Night Burbank Getaway



BURBANK GETAWAY PACKAGE INCLUDES:

- Round trip airfare for two on Southwest Airlines
- Two-night stay compliments of Hotel Amarano Burbank
- Two tickets to the Warner Bros. VIP Studio Tour
- Dinner for two at Luna Vine Wine Bar, featuring an artisanal menu paired with wines from around the world
- Massage and facial package from RA Organic Spa

Enter at southwest.com/magsweeps
(ONLY ONE ENTRY PER PERSON)



NO PURCHASE OR OBLIGATION NECESSARY to enter or win this sweepstakes. Void in Alaska, Hawaii, Florida, New York, Puerto Rico, Rhode Island, and where prohibited. Sweepstakes begins on October 1, 2014 and ends November 30, 2014. Total approximate value \$2,038. For Official Rules and to enter go to <http://www.southwest.com/magsweeps>. Must be legal U.S. resident and 21 years or older. Transportation to/from events is sole responsibility of winner.

facebook

Visit Burbank

November 16, 2014 ·

Win a fabulous two-night getaway package to #Burbank! Roundtrip airfare from Southwest Airlines, a stay at the Hotel Amarano Burbank, two tickets to the Warner Bros. VIP Studio Tour, and much more. Enter to win at <http://www.southwest.com/magsweeps>

October 6, 2014 ·

Enter to win a getaway to #Burbank! You and a guest will be treated to a two-night stay at Hotel Amarano Burbank. Then, go behind the scenes on a Warner Bros. VIP Studio Tour. During your stay, you'll be pampered at RA ORGANIC SPA. To top it off, indulge in dinner for two at Luna Vine Wine Bar. <http://www.southwest.com/magsweeps>

twitter

Southwest: The Mag @South...

Want to win a 2-night getaway to @VisitBurbankUSA? Enter: [southwest.com/flight/contest ...](http://southwest.com/flight/contest...) Includes 2 tix on @SouthwestAir and a stay @hotelamarano!

Southwest: The Mag @South...

Need a vacay? Enter to win a 2-night getaway to @VisitBurbankUSA! Includes 2 tix on @SouthwestAir

Instagram

southwestmagazine

October 2014

Want to win a 2-night getaway to the heart of where movies are made? Then enter to win our Burbank sweepstakes: southwest.com/magsweeps. Grand prize includes roundtrip airfare for 2 on @southwestair, a stay at the Hotel Amarano, 2 tix to the Warner Bros. VIP Studio Tour, dinner for two at Luna Vine Wine Bar, and a massage and facial package from RA Organic Spa!

Southwest Airlines sweepstakes

The Southwest Airlines sweepstakes generated the second highest number of entries on record at 57,703. It also resulted in the highest number of opt-in email addresses at 6,269.

The lucky sweepstakes winner received two roundtrip tickets to Burbank on Southwest Airlines, a stay at the Hotel Amarano Burbank, passes to the Warner Bros. VIP Studio Tour, dinner for two at Luna Vine Wine Bar, and a massage at RA Organic Spa. The total package was valued at more than \$2,000.



strategic event partnerships

Visit Burbank plays an active role in developing existing special events to take them to the next level. Events promoting Burbank leadership in film, animation, and entertainment took center stage in Fiscal Year 2013-2014.

Starlight Bowl June 28-August 9, 2014

- 2014 Summer Season attracted **17,000** people.
- Visit Burbank achieved visibility via on-site banners, website, social media, and advertising reaching **56,000** people.



Downtown Burbank Car Classic July 26, 2014

- Six city blocks, more than **200** classic and celebrity cars, and **12,000** attendees.
- Partners included: Petersen Automotive Museum, Warner Bros. VIP Studio Tour, Hollywood Hot Rods, **West Coast Customs** and more.
- **Jay Leno** received Lifetime Achievement Award.

Burbank Comedy Festival August 17-23, 2014

- Showcasing **200** comedians, with 10% coming from out-of-state.
- Included Visit Burbank booking engine on festival website, which generated more than **320** searches for hotel rooms.





strategic event partnerships continued



Burbank International Film Festival September 3-7, 2014

- Brought in **2,500 attendees**, 83% of which came from other cities and states, and 7% from foreign countries.
- Screened more than **90 films** by filmmakers from 26 countries around the world.

OktoBURfest October 18, 2014

- Reached maximum capacity of **600 craft beer enthusiasts**.
- Launched OktoBURfest Staycation program resulting in **11 overnight stays** at Burbank hotels.



Creative Talent Network eXpo November 21-23, 2014

- Generated more than **1,630 overnight stays** at Burbank hotels.
- Attracted a record-breaking **6,175 animators**, with 11% from outside the US.



Thanksgiving Day Turkey Trot November 27, 2014

- The Burbank Community YMCA's fifth annual Thanksgiving Day Turkey Trot set a fundraising record and attracted **more than 2,120 participants**.
- The event **raised over \$75,000** for the YMCA's membership assistance program.

up next

There's excitement in the air as Visit Burbank searches for a new advertising agency to refresh existing marketing campaign and develop untapped media markets. With the Town Behind the Tinsel firmly established as a unique travel destination, next steps call for deeper levels of engagement with the travel and leisure market, and developing methods to track results for marketing initiatives.

2015 and beyond international

- Educate Burbank hotels on the China travel market to be China ready.
- Translate Visit Burbank website, collateral materials, and ads into targeted languages.
- Target tourists from Canada, China, and Australia.
- Increase connection to digital consumers via banner ads, sweepstakes, destination profiles, and travel deals.
- Develop sponsored content with VisitCalifornia.com, DiscoverLosAngeles.com, and BrandUSA.com, via partner destination profiles, banner ads, e-newsletter blasts, and social media.



FAM (Familiarization) Tours

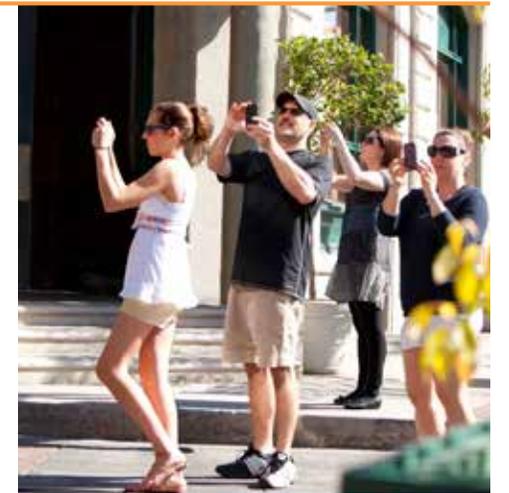
- Participate in FAM and Press Tours organized by Discover Los Angeles and Visit California.

lifestyle and travel media

- Develop additional in-flight media opportunities via airline magazines and videos.
- Participate in official visitor guides with Brand USA, Visit California and Discover Los Angeles.

meetings & conventions attraction

- Work with third party event planners such as HelmsBriscoe, Conference Direct, and Cvent to increase meeting presence.



increasing overnight stays via special events

- Partner with Downtown Burbank Car Classic, Burbank Comedy Festival, Burbank International Film Festival, OktoBURfest, Creative Talent Network EXpo, Thanksgiving Day Turkey Trot, and The Wizarding World of Harry Potter to boost overnight stays.

total budgeted income: **\$520,000**
total actual income: **\$733,210**

FY 2013-2014 allocations

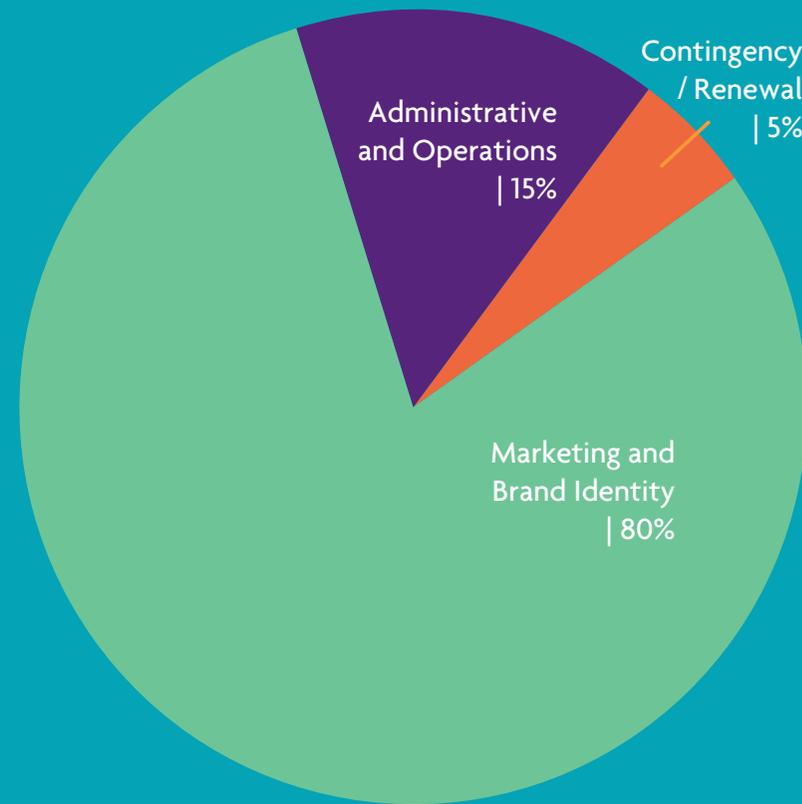
marketing and brand identity | 80%

- 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 9/30/2014

| assets | |
|-------------------------------|---------------------|
| current assets | |
| checking/savings | |
| checking | 28,314.80 |
| city treasurer | 985,735.65 |
| savings | 5.00 |
| salary holding | 50,249.97 |
| total assets | 1,064,305.42 |

| liabilities & equity | |
|---|---------------------|
| equity | |
| unrestricted net assets | 919,645.07 |
| net income | 144,660.35 |
| total equity | 1,064,305.42 |
| total liabilities & equity | 1,064,305.42 |

Financial statements were prepared without audit from the corporation's books and records.

income statement Fiscal Year 2013-2014

ordinary income/expense

| income | |
|-------------------------------|---------------------|
| assessments | 680,534.03 |
| assessment adjustments* | 45,208.53 |
| interest | 7,468.19 |
| total income | \$733,210.75 |
| gross profit | \$733,210.75 |
| expenses | |
| administrative and operations | 92,617.96 |
| marketing and brand identity | 463,246.07 |
| total expenses | 555,864.03 |
| net income | 177,346.72 |

statement of cash flow Fiscal Year 2013-2014

operating activities

| | |
|---|---------------------|
| net income | 177,346.72 |
| cash at beginning of period-October 1, 2013 | 886,958.70 |
| cash at end of period-September 30, 2014 | 1,064,305.42 |

* Accounting adjustment reflects assessments received in Fiscal Year 2014-2015 for 2013-2014.



a productive collaboration

Visit Burbank plays an important role in collaborating with the City of Burbank Economic Development team and Downtown Burbank Partnership to combine talent and resources in championing the City's assets. The three organizations represent more than \$2 million in funding per year, and share the same values in branding Burbank as a creative, appealing, and profitable place to visit and to do business.

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 of directors

| | |
|------------------|--|
| 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 |
| Chris Haven | General Manager, Holiday Inn Burbank Media Center |
| Danny Kahn | Executive Director, Warner Bros. Studio VIP Tour |
| Richard Sandoval | General Manager, Los Angeles Marriott Burbank Hotel |

city of Burbank staff

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

proud partners





Burbank

the town behind the tinsel



Burbank Hospitality Association
150 North Third Street
Burbank, CA 91502
818.238.5180
visitburbank.com

