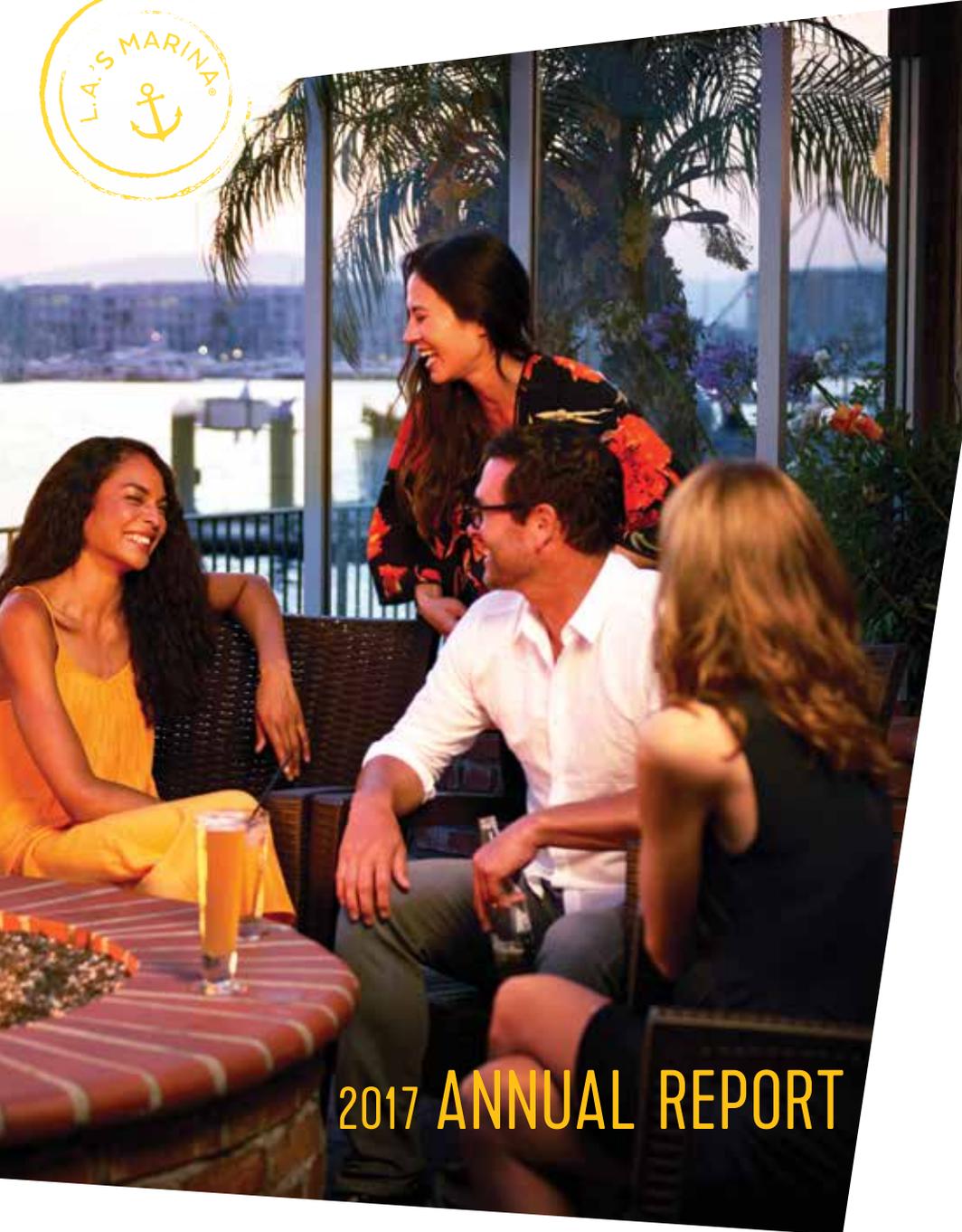


# MARINA DEL REY

convention and visitors bureau



## 2017 ANNUAL REPORT

# CEO'S MESSAGE

Dear Partners,

In 2017, the Marina del Rey Convention and Visitors Bureau (MdR CVB) began its three-year strategic plan. Developed with input from our staff and board of directors, the plan directs our attention on four main areas: *developing a strong and consistent brand for Marina del Rey, advocating for an outstanding visitor experience, promoting Marina del Rey as a premier meetings & leisure destination, and championing the value of tourism.*

Key accomplishments included administering a visitor/brand perception survey that will become a baseline for future surveys, and our collaboration with the L.A. County Department of Beaches and Harbors to design event collateral and advertisements that displayed a consistent brand for the Marina. Our sales efforts contributed to over \$2 million in hotel revenue, a 20% increase year over year. Additionally, shoulder season promotions were created to attract visitors to Marina del Rey during the slower tourism periods.

The County brought a new event to the Marina in June. *ARTsea—Marina del Rey's Party on the Beach* was a huge success and we were thrilled to assist with marketing support for the festival. Thousands of people enjoyed the live music, art, dance performances, food, and beer and wine garden.

We were excited to move into the renovated Visitors Center. Many of our hotels completed renovations to their restaurant and meeting areas, making the Marina a competitive option for travelers.

I appreciate the hard work and enthusiasm of my staff. I'm grateful for the commitment of our board of directors and our strong partnership with the Department of Beaches and Harbors. I look forward to working with each of you in 2018 to make the visitor experience a great one.

Congratulations to everybody on a successful year!

Sincerely,  
Janet Zaldua, *Chief Executive Officer*  
Marina del Rey Convention and Visitors Bureau



# MARINA DEL REY CONVENTION & VISITORS BUREAU



The Marina del Rey Convention and Visitors Bureau is a non-profit corporation formed in 2000 through the joint efforts of the Los Angeles County Department of Beaches and Harbors and the six Marina del Rey hotels located within the unincorporated area of Los Angeles County.

The MdR CVB serves as the official destination marketing organization for Marina del Rey. It was created for the purpose of inviting, attracting and welcoming tourists, business travelers, and visitors to the Marina as a destination of choice,

through advertising, promotion, and other services.

Funding for the MdR CVB comes from an assessment of hotel room revenues from Marina del Rey's six hotels and the Los Angeles County Department of Beaches & Harbors.

Transient Occupancy Tax (hotel tax) is 12% in Marina del Rey and is allocated to Los Angeles County's general fund. The Los Angeles County Department of Beaches and Harbors funds approximately 24% of the MdR CVB budget.

A separate 1.5% hotel self-assessment tax is collected from the Marina's hotels and distributed to the MdR CVB. Funding from the Marina del Rey's six hotels represents 76% of the MdR CVB budget.

The Marina del Rey Convention & Visitors Bureau is governed by a 14-member Board of Directors composed of business, community and government leaders.

## OUR MISSION

To stimulate economic development by marketing Marina del Rey for business and leisure travel.

## OUR VISION

Marina del Rey is Los Angeles' vibrant and unique waterfront playground and resort destination.

## OUR VALUE PROPOSITION

In order to maximize Marina del Rey's visitor economy, we provide:

- **Knowledge:** We are destination experts for leisure and business travelers.
- **Connectivity:** We are the only official go-to resource for promoting all of Marina del Rey.
- **Action:** We advocate for and work to ensure the long-term relevance of Marina del Rey as a destination.



# ECONOMIC IMPACT



**\$418.5 MILLION** (+4% YOY)

TOTAL ECONOMIC IMPACT OF TOURISM TO MARINA DEL REY

- \$321.9 Million (+4%YOY) Total Direct Visitor Spending
- \$93.4 Million (+4% YOY) Total Rooms Revenue



**2,991** (+6% YOY)

JOBS SUPPORTED BY TOURISM

# VISITORS



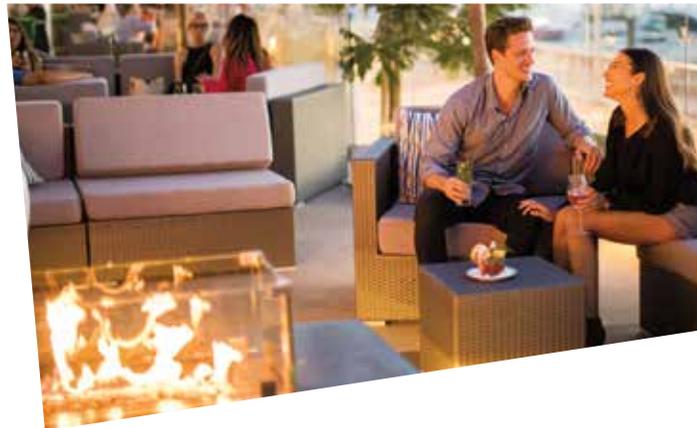
**448,000**

TOTAL OVERNIGHT VISITORS (HOTEL AND VISITING FRIENDS & FAMILY)

- 1.3 Million Total Visitor Days
- 345,389 (+2%YOY) Occupied Hotel Room Nights
- 291,300 Hotel Guests
- 156,900 Visiting Friends & Family

# TAX & GROUND RENT REVENUE PAID TO LOS ANGELES COUNTY

- \$11.3 Million (+4% YOY) Total Transient Occupancy Tax (TOT/Hotel Bed Tax)
- \$11.1 Million (+3% YOY) Total Ground Rent paid by hotels, restaurants, and charter yacht rental companies
- \$1.26 Million (+4% YOY) Total Measurable Tax Revenues paid from hotel tax and sales tax from meals, beverages, non-food retail sales



# PERFORMANCE & BUSINESS DEVELOPMENT

## HOTEL

The Ritz-Carlton, Marriott, Marina del Rey Hotel, Hilton Garden Inn, and Jamaica Bay Inn have completed extensive capital programs in order to compete with the full-service and luxury properties in the surrounding markets. In 2017, Jamaica Bay Inn debuted its fully refreshed Beachside Restaurant & Bar and added a 1,008 square-foot event space with a view of Marina Beach. The Ritz-Carlton updated its ballroom and the Marina-level event spaces; structure changes included installation of new ballroom doors to accommodate vehicles and larger AV equipment. All meeting and public spaces at the Marriott have been refreshed, including its unique penthouse ballroom that offers a panoramic coastline view.

2017 highlights:



**86%** (+2.4% YOY)

HOTEL OCCUPANCY



**\$271.65** (+2% YOY)

AVERAGE DAILY RATE

**\$232.25** (+4.4% YOY)

RevPAR

The Mdr CVB has a dedicated sales effort focused on attracting group business to the Marina's hotels and event venues through advertising, trade shows, industry networking, and memberships. Planners can receive up to \$2,000 in incentives from the Mdr CVB when they bring their group business to the Marina.

In 2017, the Mdr CVB assisted the Marina's hotels and event venues with:

- **235 (+.4% YOY) Total Leads for Group Business**
- **56 (+93% YOY) Definite Bookings**
- **5,675 (+23% YOY) Total Hotel Room Nights Booked**
- **\$1,314,291 (+7% YOY) Total Rooms Revenue**
- **\$704,395 (+58% YOY) Total Catering Revenue**
- **\$18,226 (+13% YOY) Total Meeting Planner Incentives Paid**



Hilton Garden Inn



Marina del Rey Hotel



Foghorn Harbor Inn



Marriott



Jamaica Bay Inn



The Ritz-Carlton

# MARINA DEL REY VISITORS PROFILE

In 2017 we commissioned a study to determine the profile of visitors in Marina del Rey, evaluate their overall perception of the destination, and solicit feedback on ways to improve the visitor experience. We surveyed 961 visitors during both peak and off-peak seasons. Here's what we learned:

## DEMOGRAPHICS

- 60.9% Female
- 33.4% Male
- 43 Mean age
- 37.1% Single
- 49.9% Married
- 62.9% College educated
- \$94,771 Mean household income
- 44.4% Caucasian
- 15.9% Latino/Hispanic
- 13.2% Asian/Pacific Islander
- 10.1% Black/African American
- .6% Native American, Aleut, Eskimo
- 4.4% Other

## COUNTRY OF RESIDENCE

- 84.6% United States
- 2.6% Australia
- 1.9% United Kingdom
- 1.8% Canada
- 1.2% Germany
- .7% China
- .7% Mexico
- .6% Japan
- .3% Italy
- 4.2% Other

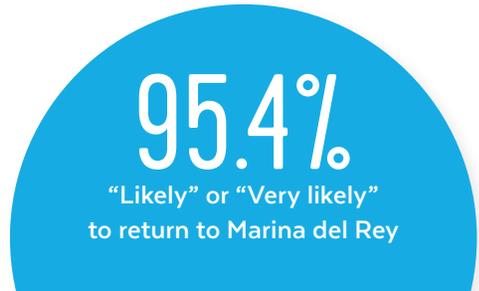
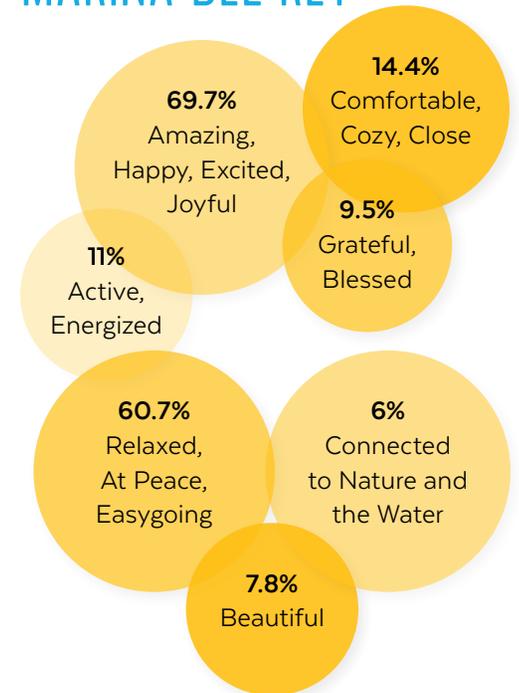
## IMPORTANT FACTORS IN DESTINATION SELECTION

-  **51.7%**  
SCENIC BEAUTY
-  **47.6%**  
OVERALL AMBIENCE & ATMOSPHERE
-  **47.5%**  
WEATHER
-  **37.5%**  
RESTAURANTS & DINING
-  **31.7%**  
OUTDOOR RECREATIONAL ACTIVITIES

## How Experience in Marina del Rey Could be Improved?

- 22.8% "Needs no improvement"
- 17.8% "Easier, cheaper and more parking"
- 11.3% More food options (food trucks, modern restaurants)

## EMOTIONS WHILE IN MARINA DEL REY





## INDUSTRY MEMBERSHIPS

Through active involvement in tourism and hospitality associations, the Mdr CVB stays well informed on the latest marketing and sales trends and establishes collaborative partnerships that strengthen our destination marketing efforts.

Memberships include:

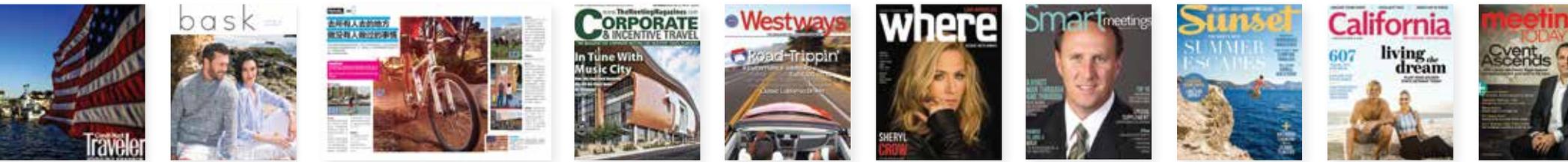
- American Society of Association Executives
- California Society of Association Executives
- California Travel Association
- Destination Marketing Association International
- Destination Marketing Association West
- HelmsBriscoe
- Hospitality Sales and Management Association International
- LAX Coastal Area Chamber of Commerce
- Los Angeles Business Travel Association
- Meeting Professionals International (Northern, Southern, and Orange County Chapters)
- Society for Incentive Travel Excellence
- Travel and Tourism Marketing Association
- United States Travel Association
- Venice Chamber of Commerce

## INDUSTRY TRADE SHOWS

Marina del Rey is promoted at various industry trade shows throughout the United States that target corporate meeting planners interested in booking event venues for high-end corporate business including associations and technology industries.

2017 trade shows included:

- Smart Meetings Southern California, Los Angeles
- Meeting Professionals International Southern CA (MPI SCC) West Convention, Newport Beach
- Meeting Professionals International Northern California (MPINCC) Annual Conference and Expo, San Francisco
- Smart Meetings Pacific Northwest, Seattle
- HelmsBriscoe Annual Business Conference, Chicago
- Connect Incentive, Maui
- Connect Corporate, New Orleans
- iMEX America, Las Vegas
- California Society of Association Executives (CalSae) Seasonal Spectacular, Sacramento

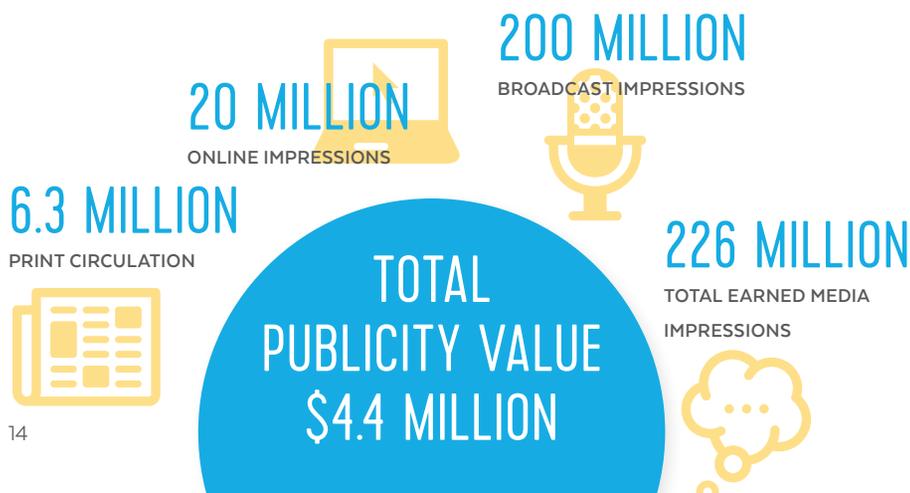


## EARNED MEDIA

We had another successful year working with targeted media outlets and travel writers, resulting in placements in 29 domestic and international publications, including:

- AAA Westways
- AAJ TAK (India)
- The Argonaut
- Bask Magazine
- Bucket List
- Conde Nast Traveler China
- Corporate & Incentive Travel
- Hudson & Emily
- Inspired Citizen
- KPCC
- KRON Bay Area News
- Life Element (China)
- Los Angeles Magazine
- Men's Health (China)
- NBC4
- Noblesse (China)
- Safari Online (Japan)
- Santa Monica Daily Press
- Santa Monica Mirror
- Small Market Meetings
- Telemundo LA
- TimeOut
- TravelingMom.com
- UrbanDaddy LA
- WestsideToday.com

Our publicity efforts resulted in the following media coverage:

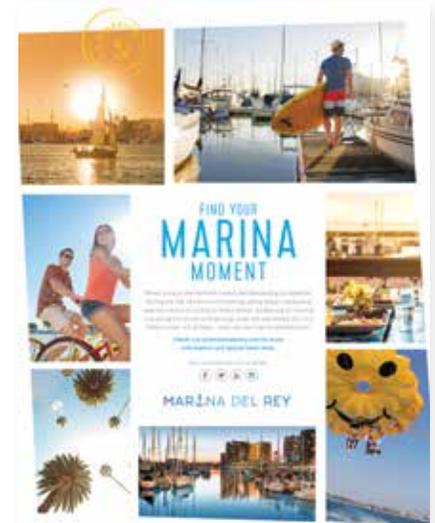


## ADVERTISING

Multiple strategies were used to promote Marina del Rey as a premier destination for leisure and business travel through the use of print, digital, cable, billboards, and radio advertising that targeted local, domestic, and international visitors.

Print and digital ads included:

- Corporate and Incentive Meetings
- Discoverlosangeles.com
- Expedia
- Facebook/Instagram
- LAX Coastal Chamber Directory
- Los Angeles Visitor's Guide
- Los Angeles Visitor's Map
- Meetings Today
- Orbitz
- Smart Meetings
- SmartMeetings.com
- Sunset
- The Argonaut
- Visit California Visitor's Guide
- Westways
- Where
- 101 Things to Do in Los Angeles

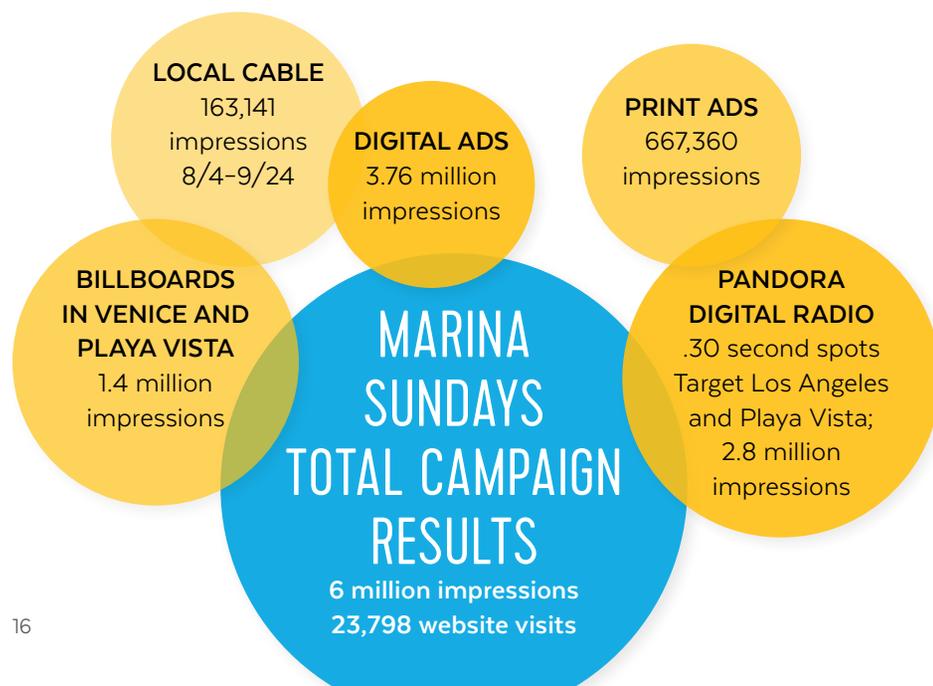




# SHOULDER SEASON PROMOTION

## MARINA SUNDAYS

The *Marina Sundays* promotion was created to attract local and regional visitors to the Marina in August and September, the start of the slower tourism season. Strategic advertisements were designed to highlight the promotion, brand Marina del Rey as a leisure destination, and drive traffic to visitmarinadelrey.com. The campaign promoted special deals and entertainment at a variety of local restaurants and attractions. Advertisements were placed on Pandora digital radio, cable, billboards, and local print publications. The promotion provided Marina del Rey with a significant amount of exposure and was successful in increasing website traffic.



## STAY IN MARINA DEL REY

Multiple strategies were implemented to promote Marina del Rey's hotels as a competitive option for travelers booking a hotel in the Los Angeles area. A billboard was placed near Los Angeles International Airport to promote Marina del Rey as a scenic waterfront alternative to airport hotels. **The 6-week campaign generated 1.5 million impressions.**

A digital ad campaign was launched in the fall to generate hotel bookings during the Marina's shoulder season. Ads were placed with Expedia and Orbitz booking sites. The campaign resulted in 3.7 million impressions and 1,333 ad clicks. **A total of 780 rooms were booked, resulting in \$253,189 in rooms revenue.**

## MERRY & BRIGHT MARINA DEL REY WINTER PROMOTION

The CVB collaborated with the Los Angeles County Department of Beaches and Harbors to market and enhance the Marina's winter holiday events. The CVB assisted with marketing and logistical support, provided holiday carolers and photo booths at various events, and produced professional photography and videos for future promotions. The month-long festivities helped to draw visitors during the Marina's slower tourism season.

# BILLBOARD & DIGITAL CAMPAIGN

# SOCIAL MEDIA

Social media is a vital component of our marketing strategy and provides us with quick access to our followers so that we can update them on activities, promotions, and happenings in the Marina.

2017 highlights:



**5,635** (+41% YOY)  
INSTAGRAM FOLLOWERS



**4,571** (+4% YOY)  
TWITTER FOLLOWERS



**55,478** (+2.2% YOY)  
FACEBOOK FANS

**2,591,035** (+179% YOY)  
IMPRESSIONS

**52,806** (+205% YOY)  
ENGAGEMENTS



**21,684** minutes  
of content viewed  
YOUTUBE



# VISITOR SERVICES

In 2017 the Visitors Center underwent a major renovation that added more space and interior and exterior upgrades to the building. Although the Visitors Center operated from a temporary trailer for the year, visitors continued to stop by to obtain brochures, maps, and recommendations on activities and attractions in and around the Marina. The Visitors Center is open 7 days a week.

2017 visitor statistics:

- Walk-ins: 11,716
- Phone inquiries: 9,108
- Locals: 6,517
- Out of State Travelers: 936

**3,492** International  
Travelers

## TOP FIVE COUNTRIES

- Canada
- Germany
- England
- Australia
- France

## TOP FIVE STATES

(Not including California)

- New York
- Texas
- Florida
- Arizona
- Massachusetts

# WEBSITE

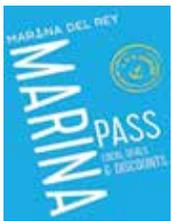
[visitmarinadelrey.com](http://visitmarinadelrey.com)

2017 highlights:

- Site visits: 447,430 (+30% YOY)
- Page views: 745,793 (+22% YOY)
- Mobile traffic: 61.7% (+12.8% YOY)

Outbound clicks to hotels:

- Cumulative: 6,640
- Hilton Garden Inn: 600
- Marina del Rey Hotel: 1,114
- Jamaica Bay Inn: 2,693
- The Ritz-Carlton: 1,450
- Foghorn: 355
- Marriott: 428



## PUBLICATIONS



A variety of informational collateral is produced each year by the MDR CVB to ensure that tourists are well informed about the Marina's activities, events, attractions, and services.

The materials are available at Marina del Rey's Visitors Center and are delivered upon request to local businesses throughout the Marina.



- Official Marina del Rey Destination Guide
- Marina del Rey Anchorage and Marina Guide
- Marvin Braude Coastal Bike Trail Map
- Marina del Rey Meetings and Events Guide
- Marina Restaurant Map and Guide
- Weddings and Celebrations in Marina del Rey
- Activities in the Marina
- Marina Charters
- The FREE Ride Shuttle
- Hotels in Marina del Rey
- Marina Discount Pass
- Los Angeles Regional Map

## DESTINATION DEVELOPMENT AND COMMUNITY RELATIONS

The MDR CVB is an active member of the community and places a high priority on community outreach and destination development efforts. Supporting our tourism, hospitality, and business partners within the community through active participation in meetings, committees, and sponsorship support continues to be an important part of our values.

Visitor-serving projects that the MDR CVB participates in include: Summer Beach Shuttle, Marina pedestrian access, transportation, Marina wayfinding signage program, Los Angeles County's Visioning Plan, and other infrastructure improvements. The MDR CVB remains active as an ex-officio board member for the LAX Coastal Chamber of Commerce and is represented on the California Travel Association Board of Directors.



## HOW TO WORK WITH MdR CVB

The MdR CVB offers a variety of opportunities for local businesses to promote themselves to visitors.

Some of these opportunities include:

- Hosting travel writers, travel agents, and meeting planners
- Advertising in Marina del Rey's Official Destination Guide (produced annually)
- Participating in the Marina Discount Pass
- Participating in trade shows and sales missions
- Distributing travel-related brochures at the Marina del Rey Visitors Center
- Attending quarterly Marina del Rey hospitality mixers
- Submitting content or promotional offers for our monthly e-newsletter and social media platforms

## 2017 BOARD OF DIRECTORS

**Tony Mira, President**  
The Ritz-Carlton, Marina del Rey

**Daniel Ginzburg, Vice President**  
FantaSea Yachts

**Misoon Kong, Treasurer**  
Marina del Rey Marriott

**Michael Anderson**  
Marina del Rey Hotel

**Carol Baker**  
Los Angeles County Department of Beaches and Harbors

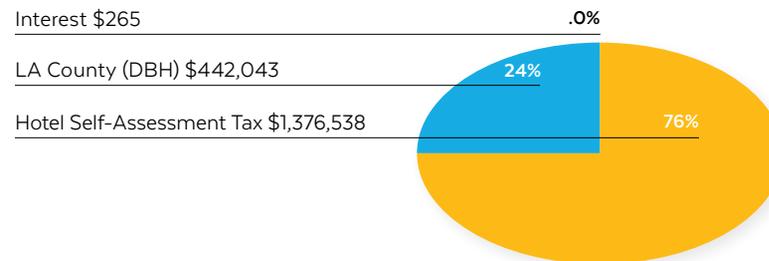
**Lissa Dye**  
Pacifica Hotels

**Kelly King**  
Villa del Mar Apartment Homes and Marina

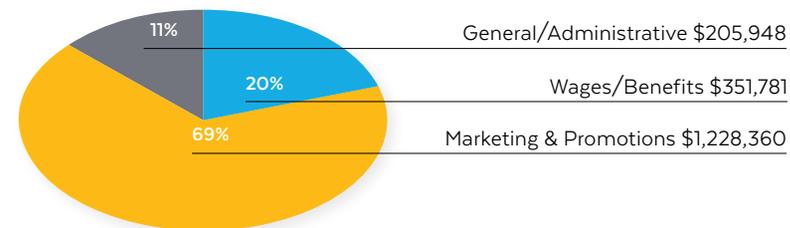
**David Lumian**  
Small Craft Harbor Commission

## 2017 FINANCIALS

### 2017 CVB REVENUE



### 2017 CVB EXPENDITURES



## MARINA DEL REY CONVENTION AND VISITORS BUREAU STAFF

**David Levine**  
Marina del Rey Lessees Association

**Kevin Lorton**  
Hornblower Cruises and Events

**Chuck McGuire**  
Foghorn Harbor Inn

**Remon Pagels**  
Jamaica Bay Inn

**Tony Palermo**  
Tony P's Dockside Grill

**Hector Ramos**  
Hilton Garden Inn

**Janet Zaldua**  
Chief Executive Officer

**Lawrence Stafford**  
Business Development Manager

**Kendra Strey**  
Communications Manager

**Barbara Littlejohn**  
Visitor and Client Services Specialist

**Mary Wheeler**  
Senior Administrative Assistant

**Olivia Klasila**  
Visitor Services Assistant

**Mary Jane Pinkos**  
Travel Counselor



# MARINA DEL REY

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310-306-9900 [visitmarinadelrey.com](http://visitmarinadelrey.com)