



## STAFF REPORT

**Meeting Date:** February 3, 2015  
**To:** Honorable Mayor & City Council  
**From:** Megan Roach, Marketing & Economic Sustainability Manager   
**Subject:** BHCVB Visitor Impact Study Key Findings  
**Attachments:** 1.) Beverly Hills Tourism Economic & Fiscal Impacts and Visitor Profile 2013-14 Final Report

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### INTRODUCTION

This report transmits the study methodology and key findings from a visitor impact study commissioned by the Beverly Hills Conference and Visitors Bureau.

### DISCUSSION

The Beverly Hills Conference and Visitors Bureau ("BHCVB") is contracted by the City to conduct a variety of tourism and marketing programs promoting Beverly Hills. The BHCVB's mission is to promote Beverly Hills worldwide as a stay/shop/dine destination, through marketing programs that build awareness and drive tourism revenue to the city.

The City's annual funding agreement with BHCVB includes a work program for a comprehensive visitor and tourism economic impact study. BHCVB commissioned Lauren Schlau Consulting for the study, a Los Angeles-based market research and consulting firm specializing in economic development and tourism impact studies. The firm also conducted previous Beverly Hills studies in 2004 and 2007 and the final report contains comparisons to the 2007 data when available. The current market study was conducted among Beverly Hills visitors to:

- Profile seasonal and annual visitor characteristics for Fiscal Year 2013-14
- Measure annual visitor volume and visitor spending
- Measure annual fiscal (tax) impacts to the City from visitor spending
- Measure local employment supported by visitor activity

The study methodology included interviews with 757 visitor groups at popular Beverly Hills visitor sites over three seasons: summer 2013, fall/winter 2013 and spring 2014 to address differences in visitor traffic during the seasons. The interviews took place throughout the city's business areas including Two Rodeo Drive, in front of the Luxe

Rodeo Drive Hotel, the corner of Santa Monica and Wilshire and in front of the Visitor Center on Santa Monica Blvd. The data results from the study are annual, representing Fiscal Year (July) 2013 – (June) 2014.

In October 2014, BHCVB representatives presented the study preliminary findings to the CVB/Marketing Council Liaison Committee (Mayor Bosse and Councilmember Mirisch). Attachment No. 1 to the staff report includes the final report. A snapshot of the key findings includes:

- Total annual visitor volume of 6 million; a 24% increase from 2007.
- \$47 million in tax revenue generated by visitors (\$35 million in Transient Occupancy Tax and \$12 million in Sales Tax); a 36% increase from 2007.
- 63% (vs. 42% in 2007) of visitors were international and 37% (vs. 58% in 2007) were domestic visitors.
- 94% (vs. 93% in 2007) of visitors came for the day.
- 5% (vs. 4% in 2007) of visitors stayed at city's hotels and represent 46% (vs. 38% in 2007) of the total visitor spend.
- Hotel guests spent an average of \$632 per day (vs. \$533 in 2007).
- Average-daily-spend for visitors is \$236 per person (vs. \$220 in 2007).
- Tour busses bring 24% of visitors who spend an average of \$137 per person.

#### **FISCAL IMPACT**

There is no fiscal impact associated with this report.

#### **RECOMMENDATION**

Staff recommends the City Council receive the information included in the visitor and tourism economic impact study provided by the Beverly Hills Conference and Visitors Bureau.

Cheryl Friedling  
Approved By

