Attachment 1

Lauren Schlau Consulting

Love Beverly Hills

Beverly Hills
Tourism Economic & Fiscal Impacts
and Visitor Profile
2013-14

October 2014

BACKGROUND & OBJECTIVES

- The Beverly Hills Conference & Visitors Bureau (BHCVB) markets Beverly Hills to non-local leisure and business visitors and supports the destination brand. BHCVB relies on current and comprehensive data about its visitors, applicable to marketing, programming & planning.

- A market study was conducted among Beverly Hills visitors in order to:
  - profile seasonal and annual **visitor characteristics** for 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

- As BHCVB conducted this research in 2004 and 2007, this study replicates these studies' design and execution. Comparisons are made to the 2007 study* to track trends and growth in the market over this now seven year period.

- Intercept interviewing was completed among 757 visitor groups at popular Beverly Hills visitor sites over three seasons/waves: Summer 2013; Fall/Winter 2013; Spring 2014.

- The data results are annual, representing fiscal year (July) 2013 – (June) 2014

- The study was conducted again by Lauren Schlau Consulting, a Los Angeles market research firm specializing in the travel/tourism industry.

*Throughout the report, numbers in ( ) next to the 2013-14 results are 2007 results where available.

DEFINITION OF A VISITOR

- This study defines a visitor as: someone over age 18 who resides outside of Los Angeles County, visiting Beverly Hills for the day or overnight, for pleasure, vacation, business, to attend a conference/meeting or special event, but not for regular school or employment.

- This report uses the terms "visitor" and "tourist" interchangeably.

- The word "hotel" encompasses paid transient lodging properties unless noted otherwise.

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Beverly Hills 2013-14 Tourism; Record Volume & Strong Growth Since 2007

Overall, Beverly Hills' 2013-14 visitor dynamics propelled the visitor market to record levels.

- **Total Annual Visitor Volume: 6.0** (versus 4.9 in 2007) **million** visitors, a 24% rise
- **Total Annual Visitor Days: 7.1** (versus 5.8) **million,** up 24% spurred by longer stays and more Hotel and Day visitors
- **Daily Average Per-person Spending: $236** (versus $220), up 7%
- **Total Annual Spending: $1.69** (versus $1.27) **billion,** strong 33% growth from higher Hotel guest volume and their higher per-capita spending.
- **Lodging & Sales Tax: $46.6** ($34.2) **million** to the City of Beverly Hills from direct visitor spending.
- **Jobs:** Visitors supported nearly **11,500** (10,700) Beverly Hills **jobs**, 20% of the city's workforce. [1]

Table 1 - Summary Beverly Hills Tourism Impacts 2013-14 & 2007

	2013-14	2007	% Chg. fr. 2007
Total visitor volume	**6,016,300**	4,867,200	23.6%
Average length of stay (days all visitors)	**1.19**	1.18	.9%
Total visitor days	**7,115,800**	5,761,700	23.5%
Average daily spending per-person	**$235.80**	$ 219.80	7.3%
Total annual direct visitor spending	**$ 1,687,278,000**	$1,266,620,000	33.2%
Total direct & indirect visitor spending	**$ 2,193,461,400**	$1,646,606,000	33.2%
Total visitor generated Transient Occupancy Tax	**$ 34,775,300**	$ 25,970,000	33.9%
Total visitor generated sales tax	**$ 11,826,300**	$ 8,230,000	43.7%
Visitor supported jobs	**11,473**	10,665	7.6%

Source: Lauren Schlau Consulting and CIC Research Inc.

[1] Workforce of 56,930 as of 2012 the most current data; SCAG Beverly Hills Profile

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EXECUTIVE SUMMARY – OVERALL PROFILE (1)

- This year's study showed a strong shift to International visitors, accounting for 63% (versus 42% in 2007) of visitor volume.

- 30% (versus 49%) were visitors from Other U.S. areas (excluding California) with 7% (versus 9%) from California.
    - This significant shift to International visitors away from Other U.S. and California residents impacted virtually all related behaviors and indicators.

- By lodging, guests in Beverly Hills hotels totaled 5% (versus 4%) of visitor volume. Day visitor share remained at 93%-94%, while only 1% (versus 2%) stayed in local private homes.

- Visitor group size grew to 2.7 (versus 1.7) persons; overall length of stay up-ticked to 1.19 (versus 1.18) days.

- This study tracked tour bus arrivals to Beverly Hills. Overall 24% arrived by a tour vehicle, of which 6% used long distance motor coach and 18% used local hop-on bus, the latter contributing to higher Total and Day visitor volume and to more diverse visitors in terms of age, income and life-stage/household composition.

- Visitors in 2013-14 were younger, less affluent and fewer are married; however group size was larger, as more traveled in groups and families fewer solo than in 2007.

* Following the 2013-14 result, the comparable 2007 result is shown in parenthesis as (versus result)

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Executive Summary – Overall Profile (2)

- Most, 80% (versus 68%) were first-time visitors in the past three years, consistent with more International visitors who reside farthest from the destination.
  - These past Beverly Hills visitors, made 3.1 (versus 3.5) trips here in the past three years, a period during the recession that likely dampened trip taking.
- Most – nearly 90% (versus 89%) of visitors - continue to be highly satisfied with Beverly Hills as a destination and nearly 87% (91%) would recommend others to visit Beverly Hills. This is significant as referrals/recommendations are a main source of visitor trip decision making.
- 67% (versus 77%) of visitors were in Beverly Hills mainly for leisure/vacation.
- Beverly Hills was the main destination for 6% (versus13%), another influence of Internationals who tend to visit multiple destinations rather than one dominant place.
- 48% used any Internet media, visitors' most-used trip planning resource, replacing friends/family.

EXECUTIVE SUMMARY – OVERALL PROFILE (3)

- Consistent with visitors' long-haul origin, most 74% (versus 80%) arrived into the Los Angeles region by commercial air, while 11% (versus 4%) rented a vehicle suggesting that more visitors arrived elsewhere then drove to the L.A. area. *
- 6% (versus 7%) of all Beverly Hills visitors stayed overnight in the city, thus 94% (versus 93%) were Day visitors in Beverly Hills.
  - Of those staying overnight in Beverly Hills, 98% (versus 70%) stayed in a hotel in the city.
  - Hotel guests stayed an average of 4.1 (versus 3.5) nights.
- Overall daily per-capita visitor spending in Beverly Hills averaged $236 (versus $220), up by nearly 7%.
  - Hotel guests spent far more than other segments, $632 (versus $588) daily per-capita in Beverly Hills.
- Respondents median age of 36 (versus 38)
- 47% (versus 53%) are married/partnered; 39% (both years) have children at home age 18 or younger.
- Annual average household income of $129,500 (versus $155,600)

* Specific airport used was asked in 2007 but not in 2013-14.

Hotel Guests Generated 46% of Record Total Visitor Spending

Viewing the results by visitor lodging [2] provides deeper insight, as discussed below and charted on the next slide and in Tables 2a and 2b.

- **Volume:** Of the current 6.0 (versus 4.9 in 2007) million total annual visitors:
  - 5.7 (versus 4.5) million were Day visitors, up 25%, with 94% (versus 93%) volume share
  - 299,400 (versus 233,100) stayed in Beverly Hills hotels, up 28% at 5.0% (versus 4.8%) of volume
  - 57,100 (versus 95,500) stayed in Home/Other Lodging, off 40%, at 1% (versus 2%) share
- **Visitor Days:** When factoring in each segments length of stay:
  - Day visitors, with a one day stay, accounted for 79% (versus 79%) of total visitor days
  - Hotel guests, who stayed 4.1 (versus 3.5) days, accounted for 1.2 million (versus 819,400) visitor days or17% (versus 14%) of total days, up 49% from 2007
  - Other Lodging guests, with 4.8 (versus 4.2) days' stay accounted for 276,000 (versus 403,700) visitor days, 4% (versus 7%) share of total days
- **Aggregated Total Spending:** Factoring in volume and per-capita spending:
  - Hotel guests spent a total of \$771 (versus \$482) million, a 60% surge, representing a 46% (versus 38%) share of total spending
  - Day visitors spent a total of \$843 (versus \$669) million, up 26%, but 50% (versus 53%) of the total
  - Other Lodging guests spent \$72 (versus \$116) million, off 38%, at 4% (versus 9%) of spending

[2] "Hotel" are guests in Beverly Hills paid lodging, "Other Lodging" are guests in private residences or non-paid Beverly Hills lodging; "Day" visitors are not overnight in Beverly Hills, though may stay overnight on this trip. For all segments "visitors" are non-LA County residents.

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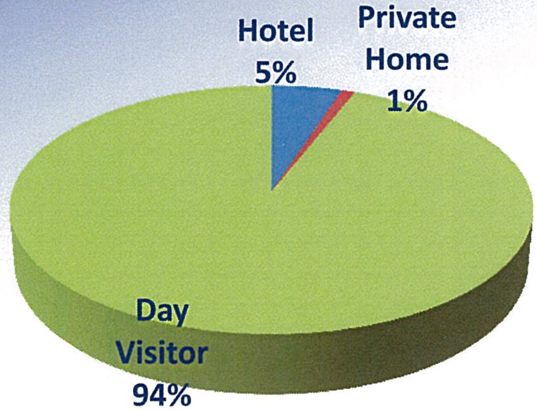
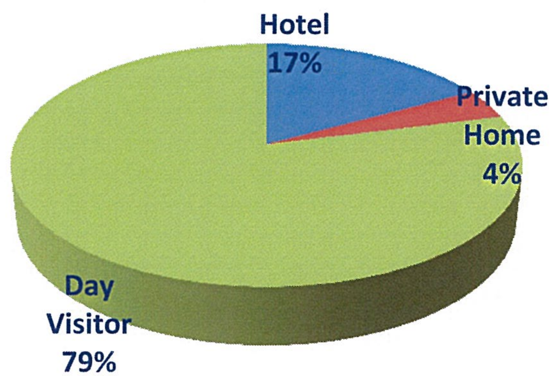
VOLUME & SPENDING SHARE BY LODGING TYPE

Exhibit I -Visitor Share Comparison

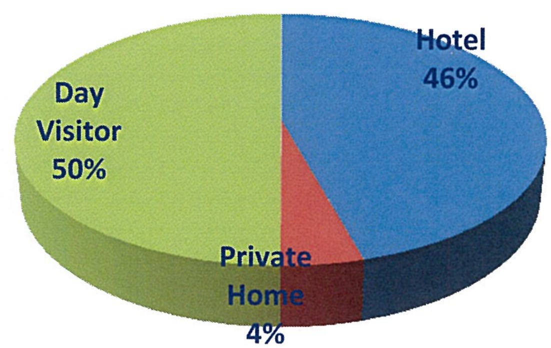
Visitor Volume



Visitor Days



Visitor Spending



Strong Growth Since 2007 for Most Indicators, Esp. Hotel

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Table 2a - Summary of Tourism Volume & Days* – 2013-14

Visitor Segment	Visitor Volume Number	Visitor Volume Ratio	% Chg. fr. 2007	Persons/ Group	Visitor Days* Number	Visitor Days* Ratio	% Chg. fr. 2007	Days in BH
Hotel	299,386	5.0%	28.4%	2.53	1,220,061	17.0%	48.9%	4.08
Private Home	57,095	0.9%	-40.2%	2.00	275,961	3.9%	-31.7%	4.83
Day Visitors	5,659,797	94.1%	24.7%	2.72	5,659,797	79.1%	24.7%	1.00
Total	**6,016,278**	**100.0%**	**23.6%**	**2.70**	**7,155,819**	**100.0%**	**24.2%**	**1.19**

Table 2b - Summary of Tourism Volume & Days* - 2007

Visitor Segment	Visitor Volume Number	Visitor Volume Ratio	Persons/ Group	Visitor Days* Number	Visitor Days* Ratio	Days in BH
Hotel	233,140	4.8%	1.72	819,403	14.2%	3.51
Private Home	95,542	2.0%	1.83	403,723	7.0%	4.23
Day Visitors	4,538,563	93.2%	1.74	4,538,563	78.8%	1.00
Total	**4,867,244**	**100.0%**	**1.74**	**5,761,689**	**100.0%**	**1.18**

* visitor days are calculated by multiplying visitor volume by length of stay. Thus two visitors staying three days = six visitor days.

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Retail Lion's Share of Total Visitor Spending

- Of the $1.69 (versus $1.27) billion visitors spent in Beverly Hills in 2013-14, $990 (versus $580) million was on retail items. Representing 59% (versus 46%) of visitor spending, retail spiked 71% since 2007, reflecting retail's growth and its importance to both the Beverly Hills visitor experience and to the local economy.
- Lodging spending totaled $283 (versus $211) million, a 33% rise, and represented 16.8% share of spending both years.
- The third highest spending was for meals/snacks out at $219 (versus $192) million, a 14% increase, accounting for 13% (versus 15%) of spending share.
- Less than $80 million was spent on any of the other categories showing the significance of the top three categories.

VISITOR SPENDING IN BEVERLY HILLS

Table 3a - Visitor Spending in Beverly Hills by Category – 2013-14

Spending Category	% Who spent in Category	Average Daily Per-Person*	Total Visitor Spending	% chg. fr. 2007	Ratio of Total
Shopping/gifts	54.4%	$ 138.28	$ 989,510,868	70.7%	58.6%
Lodging	5.3%	$ 39.57	$ 283,170,370	33.9%	16.8%
Meals	64.2%	$ 30.64	$ 219,226,951	14.4%	13.0%
Beverages	56.5%	$ 10.59	$ 75,774,913	10.2%	4.5%
Attractions/museum/theater/club	7.6%	$ 6.12	$ 43,827,613	-3.8%	2.6%
Local transport/parking	29.9%	$ 5.19	$ 37,158,084	-59.4%	2.2%
Amenities; health club, spa, etc.	1.8	$ 4.77	$ 34,160,281	-39.7%	2.0%
Groc./conv./incidentals/other	2.1%	$ 0.62	$ 4,449,104	-79.2%	0.3%
Total	**86.7%**	**$ 235.79**	**$ 1,687,278,183**	**33.2%**	**100.0%**

Table 3b - Visitor Spending in Beverly Hills by Category - 2007

Spending Category	% Who spent in Category	Average Daily Per-Person*	Total Visitor Spending	Category Ratio
Shopping/gifts	71.3%	$ 100.60	$ 579,610,000	45.8%
Lodging	14.4%	$ 36.70	$ 211,470,000	16.7%
Meals	84.0%	$ 33.26	$ 191,610,000	15.1%
Local transport/parking	19.6%	$ 15.90	$ 91,590,000	7.2%
Beverages	82.6%	$ 11.94	$ 68,790,000	5.4%
Health/spa/beauty	9.7%	$ 9.83	$ 56,630,000	4.5%
Attractions/museum/theater/club	63.9%	$ 7.90	$ 45,540,000	3.6%
Groc./conv./incidentals	15.7%	$ 3.71	$ 21,380,000	1.7%
Total	**99.1%**	**$ 219.83**	**$ 1,266,620,000**	**100.0%**

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Direct + Indirect Spending Breaks $2 Billion Level

- In addition to direct visitor spending, supplementary spending, known as indirect and induced impact, accrues to the local economy from goods and services purchased by the local tourism industry, and from local purchases made by tourism industry employees from their salary/earnings.
- Beverly Hills's indirect spending multiplier is **1.3** (as in the previous reports) based on economic modeling and analysis.
- Applying the 1.3 multiplier to the $1.69 (versus $1.27) billion of total annual direct visitor spending, yields an additional $506 (versus $380) million to the local economy, or a combined total direct and indirect spending impact of **$2.19** (versus $1.65) **billion** for 2013-14, now breaking the $2 billion mark.

Table 4 – Indirect & Induced Spending Impact

	2013-14	2007
Total Direct Visitor Spending	$ 1,687,278,183	$ 1,266,620,000
Multiplier	1.3	1.3
Additional Indirect + Induced Impact	$ 506,183,455	$ 379,986,000
Total Direct + Indirect + Induced Impact	**$ 2,193,461,638**	**$ 1,646,606,000**

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VISITORS GENERATED $46.6 MILLION SALES & LODGING TAXES TO CITY OF BEVERLY HILLS

Direct visitor spending generates lodging and sales taxes to the City of Beverly Hills on taxable purchases.

- Total *net* taxable visitor spending reached $1.41 (versus $1.0) billion, generating $46.6 (versus $34.2) million in taxes to the City of Beverly Hills, a 36% increase.

- Total visitor generated taxes pays the equivalent of $3,100 of City provided services for each of Beverly Hills' 14,900 resident households.

Table 5 – Visitor Generated Taxes[1]

Sales Category	2013-14			2007		
	Taxable Spending	Tax Revenue	Ratio	Taxable Spending	Tax Revenue	Ratio
Lodging [2]	$ 248,395,000	$ 34,775,300	74.6%	$ 185,500,000	$ 25,970,000	76.4%
Taxable Items	$1,182,600,000	$ 11,826,300	25.4%	$ 820,900,000	$ 8,209,000	23.6%
Total	**$1,430,995,000**	**$ 46,601,600**	**100.0%**	**$1,006,400,000**	**$ 34,179,000**	**100.0%**

[1] The City realizes all of the 14% "transient occupancy" (lodging) tax and one percentage point of 9.25% sales tax on retail items, meals and beverages out, and a portion of groceries and local transportation. Other visitor activity related taxes (e.g., property, utility, business) are not measured for this study.

[2] Lodging taxes shown here are lower than reported by the City due to our eliminating 5% of revenue attributed to Beverly Hills residents staying in local hotels.

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VISITORS SUPPORTED NEARLY 11,500 LOCAL JOBS

Visitor spending supports tourism employment. [1]

- Total visitor spending and activity directly supported 11,473 (versus 10,665) jobs in Beverly Hills, an 8% increase over 2007.

- The key job categories are retail with 4,355 or 38% of the jobs, hotels with 3,037 jobs, at 27%, and restaurants with 2,252 employees, or 20% of the total.

Table 6 – Visitor Supported Local Employment

Taxable Category	Direct Tourism Jobs	Share of Total Tourism Jobs
Retail/shopping/gifts	4,355	38.0%
Paid lodging/hotels	3,037	26.5%
Restaurants/meal outlets	2,252	19.6%
Beverage outlets	778	6.8%
Attractions/museum/theater/clubs	357	3.1%
Local transportation/parking	410	3.6%
Amenities/health/spa	263	2.3%
Groc./conv./incidentals/other	20	0.2%
Total	**11,473**	**100.0%**

[1] – full-time equivalent positions

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LODGING MARKET REACHED NEW DEMAND & RATE LEVELS

- The current Beverly Hills hotel inventory consists of 2,111 (versus 1,933) daily available rooms.

- Of the total, 1,688 (versus 1,462) rooms are in the Luxury tier, with 423 (versus 471) rooms in the Boutique/Tourist tier. *
  - The growth was entirely in the Luxury tier with the addition of the Montage (201 rooms) in 2008, and 88 rooms for the AKA as of March 2014 when it became a transient property.

- The overall market reached a 77.7% (versus 76.6%) annualized occupancy rate for 2013-14, with 603,074 (versus 552,472) occupied rooms, up 9%.
  - The Luxury tier occupancy rate rose to 77.4% (versus 77.2%)
  - The Boutique/Tourist tier occupancy was 78.9% (versus 77.5%)

- The overall market realized a $436 (versus $390) annualized average daily rate for 2013-14, a 12% uptick.
  - The Luxury tier occupancy rate rose to $489 (versus $451), a 12% increase.
  - The Boutique/Tourist tier rate reached $ 228 (versus $200), a 14% increase.

* A 32 room property deemed below standards was removed from the Boutique/Tourist tier in 2013-14.

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2013-14 Lodging Market Exceeds 2007 Demand & Rate Levels

Table 7a - Beverly Hills Hotel Market Supply and Demand – 2013-14

Factor	20013-14 Hotel Performance					
	Citywide	% chg.	Luxury	% chg	Boutique/ Tourist	% chg
Daily Available Rooms	2,111	9.2%	1,688	15.4%	423	-10.2
Annual Available Rooms	775,883	9.2%	621,488	15.4%	154,395	-10.2
Ratio of Annual Available Rooms	100.0%		80.1%		19.9%	
Occupied Rooms	603,074	9.2%	481,268	14.8%	121,806	-8.6%
Ratio of Annual Occupied Rooms	100.0%		79.8%		20.2%	
Avg. Occupancy Rate	77.7%	1.4 %	77.4%	.3%	78.9%	.8%
Avg. Daily Room Rate (ADR)	$436	11.8%	$489	8.4%	$228	14%

Note: a small non-qualified property was removed from Tourist tier in 2013-14 reducing available and occupied rooms in that tier.

Table 7b - Beverly Hills Hotel Market Supply and Demand – 2007

Factor	2007 Hotel Performance		
	Citywide	Luxury	Boutique/Tourist
Daily Available Rooms	1,933	1,462	471
Annual Available Rooms*	705,612	533,683	171,929
Ratio of Annual Available Rooms	100.0%	75.6%	24.4%
Occupied Rooms	552,472	419,174	133,298
Ratio of Annual Occupied Rooms	100.0%	75.9%	24.1%
Avg. Occupancy Rate	76.6%	77.2%	77.5%
Avg. Daily Room Rate (ADR)	$390.00	$451.00	$200.00

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Growing Size & Economic Importance of International Visitors

- Beverly Hills's 2013-14 International visitor volume nearly doubled to 3.8 (versus 2.1) million, accounting for much of the total volume increase.
- Conversely, U.S. domestic visitation at 2.2 (versus 2.8) million decreased by 20%.
- And with the higher volume and far stronger daily per-capita spending, International visitor spending reached $1.2 billion, nearly doubling from $598 million in 2007.
- U.S. spending contracted by 23% to $514 (versus $669) million due to lower volume and per-capita spending.

Table 8 – International and U.S. Visitors*

	2013-14			2007		
	International	Domestic	Total	International	Domestic	Total
Total Visitors to Beverly Hills	3,774,700	2,241,600	6,016,300	2,052,000	2,815,000	4,867,000
Share of BH Visitors	62.7%	37.3%	100%	42.2%	57.8%	100%
Total Visitor Days	4,528,000	2,627,800	7,155,800	2,501,000	3,261,000	5,762,000
Share of Total Visitor Days	63.3%	36.7%	100%	43.4%	56.6%	100%
Avg. Days in Beverly Hills	1.20	1.17	1.19	1.22	1.16	1.18
Total Spending In Bev. Hills	$1,173,000,000	$ 514,000,000	$1,687,000,000	$ 598,000,000	$ 669,000,000	$1,267,000,000
Share of Visitor spending	69.5%	30.5%	100%	47.2%	52.8%	100%
Per Capita Daily Spending	$ 259	$ 196	$236	$ 239	$ 205	220
Avg. Days in Beverly Hills	1.20	1.17	1.19	1.22	1.16	1.18
Party Size (persons)	2.67	2.75	2.70	n/a	n/a	n/a

*includes day and overnight visitors

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Overall Profile of Beverly Hills Visitors

Table 9 – Summary of 2013-14 and 2007 Visitors

Characteristic	2013-14	2007
% International Visitor	**63%**	42%
% U.S. Resident Visitor (excl. California)	**30%**	49%
% California Resident	**7%**	9%
% First-Time/Repeat Visitor	**80%/20%**	68%/32%
Mean # Trips to Bev. Hills in past 3 years (repeat visitors)	**3.1**	3.5
% Visiting Beverly Hills for pleasure (main purpose)	**67%**	77%
% Beverly Hills Main Destination	**6%**	13%
% Arrived into the Los Angeles region by commercial air	**74%**	80%
% Arrived in Beverly Hills by motor coach or local tour van	**24%**	n/a
% Day Visitors/% overnight	**94%/6%**	93%/7%
Avg. stay in Beverly Hills - all hotel guests (days)	**4.08**	3.51
Avg. stay in Beverly Hills - home visitors (days)	**4.83**	4.23
Average travel group size (persons)	**2.70**	1.70
% traveling with children under 18 years of age	**18%**	22%
% married/partnered	**47%**	53%
% with children under 18 years old at home	**39%**	39%
Median age (respondent)	**36.3**	38.6
Average annual household income (current year)	**$129,500**	$155,600

Section 3
Detailed Findings

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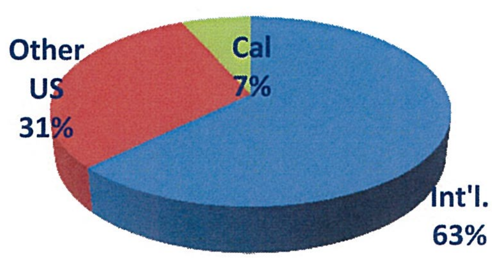
Large Shift to International Visitor Origin Since 2007

- Overall, two thirds or 63% (versus 42% in 2007) of Beverly Hills visitors reside in other countries, while 37% (versus 58%) are U.S. residents.
  - This is a notable reversal from the prior study, and mirrors the growth in International visitation nationally, statewide and in Los Angeles County since 2007.
- Separating Californians from Other U.S. states shows that only 7% (versus 9%) were in-state, with over 30% (versus 49%) from Other U.S. states.

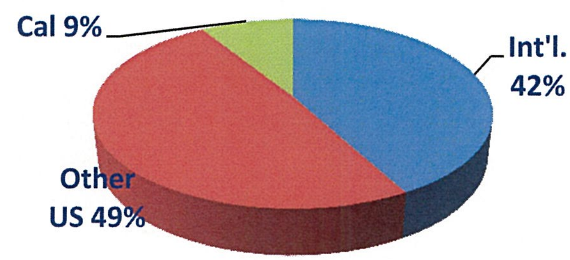
Table 10 – Overall Visitor Residence

	Total	Lodging			Total Tour
		Day	Hotel	Home/ Other	
Base:	**757**	**597**	**142**	**18**	**178**
International	62.7%	63.0%	63.5%	36.1%	77.5%
Other US	30.6%	30.4%	29.8%	55.6%	21.8%
California	6.7%	6.7%	6.7%	8.3%	0.7%

2013-14



2007



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U. S. & CALIFORNIA RESIDENCE DETAIL

- Of U.S. residents, 18% (versus 15%) were from California, the top state, with New York second at 13% (versus 6%), and Texas with 9% (versus 5%).
- The top ten states accounted for 72% (versus 53%) of U.S. visitation.

Table 11 – U.S. Residency

	Total	Lodging		Total Tour
		Day	Hotel	
Base: US resident	**284**	**214**	**57**	**33**
California	17.9%	18.0%	18.3%	3.1%
New York	14.2%	14.1%	13.7%	7.2%
Texas	9.0%	9.0%	11.5%	14.3%
New Jersey	6.5%	7.0%	0.0%	15.3%
Illinois	5.1%	5.0%	5.3%	10.8%
Florida	5.0%	5.0%	6.9%	0.0%
Massachusetts	4.4%	4.7%	1.5%	0.0%
Ohio	4.1%	4.2%	5.3%	15.2%
Pennsylvania	3.1%	3.3%	0.8%	1.8%
Connecticut	2.9%	2.8%	0.8%	9.9%
Top 10	**72.2%**	**73.1%**	**64.1%**	**77.6%**

- Of Californians, the top feeder regions were Orange County with 25%, Central Coast with 16%, and San Diego with 14%.

Table 12 – California Residency *

	Total
Base: CA resident	**55**
Orange County (s)	25.1%
Central Coast (c)	15.7%
San Diego (s)	13.5%
Oakland/ East Bay (n)	8.5%
Montry/Sta Cruz/Sn Jose/ Palo Alto (c)	7.2%
San Bernardino-Riverside (s)	5.8%
Sacramento area (n)	5.8%
Bakersfield/ Mojave (c)	5.4%
Northern California (n)	3.6%
San Francisco (n)	3.6%
San Joaquin Valley/ Stockton (c)	3.1%
Other areas	2.7%

*This question was not asked in 2007
s = southern; c = central; n = northern

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INTERNATIONAL VISITOR RESIDENCY

- Of non-U.S. residents, 43% (versus 38%) were from Europe, dropping to 14% (versus 6%) from Asia, and 10% (versus 6%) from Australia/New Zealand, and the other regions shown below.

- Top counties (more than 3%) were United Kingdom with 11% (versus 15%), Australia/New Zealand at 10% (versus 6%,), Germany at 9% (versus 4%), and Italy at 6% (versus 5%), with the other top countries shown below.

Table 13 – International Regions

	Total	Lodging		Total Tour
		Day	Hotel	
Base: Int'l. visitor	**473**	**383**	**85**	**145**
Europe	42.6%	43.0%	30.7%	44.7%
Asia	14.4%	14.9%	6.6%	15.5%
Australia/New Zealand	10.4%	10.1%	17.5%	13.3%
South America	6.7%	6.9%	2.6%	2.6%
Central America/Caribbean	5.0%	5.2%	2.6%	5.0%
Canada - Eastern	4.9%	5.2%	0.0%	7.6%
Middle East	4.9%	4.0%	21.9%	2.3%
Mexico	4.4%	4.2%	8.3%	1.6%
Canada - Western	4.2%	4.1%	4.8%	2.9%
All Other	2.6%	2.4%	4.8%	4.7%

Table 14 – Top International Countries

	Total	Lodging		Total Tour
		Day	Hotel	
Base: Int'l. visitor	**473**	**383**	**85**	**145**
Utd. Kingdom	10.8%	10.8%	9.2%	16.0%
Australia/New Zealand	10.4%	10.1%	17.5%	13.3%
Germany	8.5%	9.0%	0.9%	9.9%
Italy	6.2%	6.1%	7.0%	2.3%
Central America/Caribbean	5.0%	5.2%	2.6%	5.0%
Canada - Eastern	4.9%	5.2%	0.0%	7.6%
Mexico	4.4%	4.2%	8.3%	1.6%
Canada - Western	4.2%	4.1%	4.8%	2.9%
France	4.0%	4.1%	3.1%	4.0%
Other Asia	3.9%	4.1%	0.9%	2.2%

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8 IN 10 FIRST-TIME VISITORS

- Most, 80% (versus 68%), were first-time visitors to Beverly Hills, while 20% (versus 32%) have visited in the past three years, identified as "repeat" visitors.
  - These repeat visitors came to the city an average of 3.1 (versus 3.5) times in the past three years, or slightly more than once per year.
  - Not surprisingly, Californians, due to proximity, visited most, averaging 4.6 (versus 12.0) times in the past three years, well below their frequency in 2007.
- Not surprisingly most Internationals, 87% (versus 77%), were first timers visitors here.
  - Moreover, 92% of Tour and 81% (versus 78%) of Day Visitors were first-timers, suggesting that many Tour and Day visitors were International visitors.

Table 15 - First-Time vs. Repeat Visitation

First-time or Repeat Visitor	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/ Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
None (in past three years)	80.3%	21.6%	80.4%	87.3%	81.3%	68.2%	50.0%	91.6%
Yes (in past three years)	19.7%	78.4%	19.6%	12.7%	18.7%	31.8%	50.0%	8.4%
1 time	6.8%	19.5%	7.6%	4.7%	6.4%	12.8%	16.7%	4.0%
2-3 times	7.1%	28.2%	6.7%	4.8%	6.8%	11.7%	11.1%	1.6%
4-6 times	3.6%	10.4%	4.3%	2.5%	3.6%	2.8%	8.3%	2.7%
7-10 times	1.5%	11.7%	0.6%	0.6%	1.3%	2.8%	11.1%	0.0%
11+ times	0.7%	8.6%	0.5%	0.1%	0.7%	1.7%	2.8%	0.0%
Mean (Incl. None):	**0.60**	**3.58**	**0.49**	**0.30**	**0.55**	**0.97**	**2.22**	**0.22**
Mean (Excl. None):	**3.06**	**4.57**	**2.52**	**2.39**	**2.96**	**3.06**	**4.44**	**2.59**

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SIGHTSEEING/EXPLORING, VACATION & TO SHOP ARE TOP **MAIN** PURPOSES IN BH

- Visitors' *main* purpose in Beverly Hills was sightseeing/exploring by 44% (versus 41%), with 23% (versus 36%) on vacation/pleasure, and 10% (versus 2%) here to shop.

Table 16 – Visitors' Top* MAIN Purpose in Beverly Hills

	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Sightseeing/exploring this area	43.8%	37.3%	45.0%	45.0%	45.5%	13.4%	27.8%	56.8%
Vacation/pleasure/ to visit	23.2%	9.1%	15.4%	28.9%	22.4%	42.1%	5.6%	23.5%
To go shopping	10.2%	9.1%	9.3%	10.8%	10.2%	10.0%	11.1%	3.6%
To visit relatives/friends/personal visit	4.7%	12.1%	6.6%	2.6%	4.5%	3.3%	33.3%	1.6%
Star/celebrity sighting	3.4%	1.7%	3.9%	3.6%	3.4%	3.9%	0.0%	3.4%
Passing through to another place	3.1%	1.7%	5.8%	2.3%	3.0%	1.7%	19.4%	5.2%
Combining business or meeting and pleasure	2.3%	2.6%	4.7%	1.0%	2.2%	5.3%	0.0%	0.2%
To conduct business	2.0%	3.4%	2.4%	1.8%	1.5%	11.1%	2.8%	3.3%

* purposes mentioned by more than 2% each.

SIGHTSEEING/EXPLORING, VACATION & SHOPPING TOP ALL PURPOSES IN BH

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- When adding visitors' *main* and *other* purposes in Beverly Hills, sightseeing/exploring tops the list, by 79% (versus 74%), with 56% (versus 54%) on vacation/pleasure/visit, 43% (44%) came to shop, and 35% (44%) to eat in local restaurants.

Table 17 – Visitors' Top* ALL Purposes in Beverly Hills

	Total	Annual						
		Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Sightseeing/ exploring this area	79.2%	62.4%	78.5%	81.7%	80.5%	58.8%	61.1%	91.5%
Vacation/ pleasure/ to visit	56.1%	30.7%	50.2%	64.0%	56.0%	63.5%	30.6%	73.5%
To go shopping	42.7%	42.9%	37.7%	45.6%	42.1%	54.3%	41.7%	33.0%
To eat in restaurants	34.9%	37.2%	33.8%	34.6%	34.2%	45.4%	44.4%	30.1%
Star/celebrity sighting	14.7%	3.5%	12.3%	17.3%	14.7%	14.2%	16.7%	24.0%
View public art in parks and gardens	9.4%	9.5%	6.8%	11.2%	9.5%	9.2%	2.8%	9.8%
To visit historic or architectural sites	9.4%	7.8%	7.0%	11.3%	9.8%	3.6%	0.0%	13.6%
To visit relatives/friends/personal visit	9.3%	19.5%	9.8%	6.7%	8.8%	13.4%	33.3%	2.8%
Passing through to another place	7.8%	6.1%	10.6%	7.0%	7.8%	5.0%	25.0%	13.9%
Combining business or meeting and pleasure	5.6%	4.3%	9.4%	4.0%	5.3%	11.1%	11.1%	4.1%

* purposes mentioned by more than 5% each.

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REPUTATION/RECOMMENDATION MOST INFLUENTIAL ON VISITING FOR 84%

- For over 83% *reputation/recommended* most influenced their visit, especially International visitors.
- 65% cited weather, 64% the city's celebrity/media image, more so for Tour and International visitors, and 57% its central location.

Table 18a – *Percent* Rating Item Influence

Percent saying extremely or very influential	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Reputation/heard about it/ recommended	83.5%	66.2%	78.4%	87.4%	83.9%	75.2%	83.3%	87.5%
The area weather	65.1%	41.0%	63.6%	68.2%	64.8%	67.4%	80.6%	69.7%
Celebrity or media image	64.4%	36.3%	57.5%	69.9%	65.5%	47.6%	38.9%	73.5%
Central location in LA area	57.5%	47.6%	56.2%	59.1%	57.4%	60.4%	58.3%	62.0%

note: this question is new in 2013-14

REPUTATION/RECOMMENDATION MOST INFLUENTIAL ON VISITING

- On the basis of a mean score,* *reputation/recommendation* at 4.25 (out of 5) was by far rated most influential on visiting Beverly Hills.
- Weather was rated 3.77, celebrity/image was 3.73, and central location was 3.60.
- Compared to the total, all items were rated higher by International visitors and Tour users, with reputation/recommendation their top item as well.

Table 18b – *Mean* Rating Item Influence

Mean rating where 5=Most & 1=Least influential	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Reputation/heard about it/ recommended	4.25	3.52	4.08	4.40	4.27	3.97	4.06	4.45
The area weather	3.77	3.03	3.71	3.87	3.76	3.73	4.14	3.94
Celebrity or media image	3.73	2.76	3.54	3.90	3.76	3.24	3.03	4.05
Central location in LA area	3.60	3.29	3.54	3.67	3.60	3.64	3.61	3.79

* Scale: 5 = most to 1 = least influential for visiting Beverly Hills

this question is new in 2013-14

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8 IN 10 BH VISITORS GO TO RODEO DRIVE/2 RODEO

- Almost all, or 93% (versus 94%) of visitors visited at least one venue in Beverly Hills.
- An strong 86% (versus 92%) majority visited Rodeo Drive/Two Rodeo, while 40% (versus 38%) viewed Beverly Hills buildings/sights, and 21% both years toured stars' homes.
- Again, more International and Tour visitors went to these venues versus the Total.

Table 19 - Beverly Hills Venues Visiting

	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Rodeo Drive/2 Rodeo	86.4%	66.7%	84.5%	88.7%	86.7%	80.8%	86.1%	90.6%
Buildings or sights of Beverly Hills	40.2%	17.8%	39.4%	44.2%	40.8%	34.5%	13.9%	52.9%
Tour of stars' homes	21.0%	10.8%	20.4%	24.1%	21.0%	20.3%	25.0%	39.6%
Beverly Hills Visitor Center	13.7%	8.2%	7.7%	17.4%	13.8%	12.3%	8.3%	14.1%
Trolley Tour	11.6%	5.6%	15.5%	11.6%	11.2%	22.0%	0.0%	18.0%
Paley Center (Museum of Television & Radio)	4.7%	5.6%	5.3%	4.2%	4.6%	7.0%	2.8%	7.6%
Greystone Mansion	4.5%	5.6%	4.5%	4.4%	4.4%	7.5%	2.8%	3.6%
Virginia Robinson Gardens	2.9%	5.2%	3.7%	2.5%	2.6%	5.8%	8.3%	1.6%
Annenberg Center for the Performing Arts	2.7%	2.1%	7.1%	1.2%	2.5%	5.0%	11.1%	5.2%
Other area attractions/amusements	18.8%	19.0%	12.9%	19.3%	18.2%	28.7%	19.4%	19.8%
None of the above	7.0%	23.8%	6.7%	5.4%	6.8%	9.5%	8.3%	2.7%

INTERNET MAIN INFORMATION SOURCE FOR PLANNING THIS TRIP

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- When planning this trip, 94% (both years) of visitors used information sources.
- 48% mainly relied on (all) Internet sources (i.e., general travel, state city or hotel websites, and mobile) for Beverly Hills information.
- 38% (versus 23%) used a general travel website, and 30% (versus 36%) consulted a family member/friend when planning.
- Not surprisingly, more Californians 39% (versus 43%) used past experience, while 57% of Tour users and 52% of International visitors mainly relied on the Internet.

Table 20 – Top Trip Planning Sources

	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/ Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
ANY INTERNET SOURCE	48.4%	35.6%	47.5%	52.3%	48.8%	45.4%	22.2%	57.3%
General travel website like travelocity.com	37.6%	25.6%	37.5%	40.5%	38.0%	34.8%	13.9%	50.5%
Relative/friend/word of mouth	29.9%	28.1%	36.1%	24.7%	29.9%	22.6%	75.0%	16.3%
Own experience/been here before	10.8%	39.4%	10.8%	6.6%	10.4%	16.7%	22.2%	4.2%
Travel Agent	8.6%	0.4%	6.0%	10.8%	8.3%	15.6%	0.0%	10.3%
Tour Operator	8.4%	1.7%	5.1%	11.1%	8.8%	2.2%	0.0%	24.9%
Social media/blogs/mobile apps	6.3%	2.6%	9.9%	5.3%	6.2%	6.7%	8.3%	8.3%
None	6.4%	16.8%	8.5%	4.8%	6.2%	11.1%	2.8%	2.5%

Once in BH Visitors mainly used the Internet for Information

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- Once in the city, 77% (versus 83%) of visitors used a source for area information.
- 29% mainly relied on (any) Internet sources (including general travel, state, city or hotel websites, and mobile).
- Another 19% (versus 34%) consulted a family member/friend, and 18% (versus 8%) relied a general travel website.
- Again, more Californians 35% (versus 39%) mainly used past experience, while Other U.S. and International visitors most relied on Internet sources.

Table 21 – Top* Info Sources Once in BH

	Total	Annual						
		Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
ANY INTERNET SOURCE	28.7%	22.1%	23.7%	32.9%	28.7%	32.0%	19.4%	30.7%
Relative/friend/word of mouth	19.4%	11.7%	20.8%	16.5%	18.5%	31.5%	44.4%	6.3%
Travel website like travelocity.com	18.2%	18.6%	14.2%	20.9%	18.3%	19.2%	2.8%	26.0%
Tour Operator	11.7%	2.6%	10.5%	14.0%	12.3%	3.1%	0.0%	34.0%
Own experience/been here before	10.8%	35.0%	11.2%	6.9%	10.3%	17.0%	25.0%	4.2%
Retail or Auto Club guide books	6.0%	0.0%	3.3%	8.2%	6.0%	5.0%	11.1%	9.6%
Social media/blogs/mobile apps	5.3%	3.5%	7.7%	4.7%	5.2%	7.0%	8.3%	2.0%
Beverly Hills Visitor Center	4.5%	1.7%	1.9%	6.2%	4.5%	4.5%	0.0%	4.6%
None	22.6%	29.8%	27.3%	20.4%	22.7%	20.6%	19.4%	23.6%

*more than 4%

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Google the Main Electronic Media for Information

Those using any electronic media for planning or in the area specified the type.

- Most, nearly 74% used a Google search, another 32% used Trip Advisor/interactive sites, and 27% used a general travel website, each of these more so by International visitors.

Table 22 – Electronic/Internet Media Used for Information

	Total	Residence			Lodging		Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	
Base: Used web	**418**	**21**	**100**	**283**	**334**	**78**	**126**
Google search engine	73.9%	74.8%	72.5%	74.2%	74.2%	72.0%	73.9%
Trip Advisor/interactive travel website	32.4%	8.8%	25.8%	36.4%	32.5%	29.0%	35.6%
Travel website, e.g. expedia, travelocity	27.1%	8.5%	13.9%	33.5%	26.8%	29.0%	29.4%
Facebook	8.9%	12.1%	7.2%	9.6%	8.8%	8.8%	10.5%
Other search engine	6.2%	0.0%	6.4%	6.4%	6.2%	7.3%	6.6%
Any mobile app	4.3%	0.0%	6.2%	3.8%	4.1%	9.3%	1.2%
Love Beverly Hills.com	3.6%	0.0%	2.5%	4.3%	3.5%	3.1%	0.0%
Twitter	3.5%	11.0%	2.9%	3.3%	3.4%	2.1%	2.4%
Instagram	3.3%	13.2%	3.8%	2.6%	3.1%	8.3%	3.0%
Any blog	2.6%	0.0%	4.8%	2.1%	2.6%	3.1%	3.6%
Pinterest	1.1%	0.0%	2.7%	0.7%	1.1%	2.1%	2.4%
Other web-based source/none of these	10.6%	9.9%	15.4%	8.3%	10.4%	17.1%	13.9%

This question is new in 2013-14

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BH Third-Named Main Trip Destination

- Los Angeles area was the overall *main destination* on this trip for 48% (versus 66%) of visitors, followed by14% (versus 4%) who said California/other western states.
- This year 6% (versus 13%) named Beverly Hills.
  - This is likely due to the high share of long-haul International and U.S. visitors who tend to target larger or multiple destinations for their first U.S. trip.
- BH was the main destination for 47% (versus 64%) of Hotel guests.

Table 23 – Main Destination on this Trip

	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Los Angeles region	47.6%	62.1%	65.8%	38.1%	49.2%	22.8%	16.7%	46.8%
California and/or other Western States	13.9%	0.0%	1.2%	21.4%	14.5%	5.8%	0.0%	12.4%
All of California	9.6%	0.0%	5.9%	10.9%	9.7%	9.2%	0.0%	8.3%
USA (California plus other areas)	8.4%	0.0%	0.0%	13.3%	8.5%	7.8%	0.0%	14.8%
Southern California areas (non-LA, Santa Barbara to San Diego)	8.2%	4.3%	14.9%	6.2%	8.6%	1.1%	2.8%	12.3%
Beverly Hills	**6.3%**	**28.9%**	**7.4%**	**3.1%**	**3.5%**	**46.8%**	**69.4%**	**2.1%**
Other California (Central Coast, SFO, No. Cal, etc.)	3.6%	3.5%	2.6%	4.2%	3.6%	2.8%	11.1%	1.6%
All other areas (not listed above)	2.2%	0.0%	1.8%	2.7%	2.2%	1.7%	0.0%	1.4%
None/ No other	0.2%	1.2%	0.5%	0.0%	0.1%	1.9%	0.0%	0.3%

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MOST BEVERLY HILLS VISITORS ALSO WENT TO HOLLYWOOD & SANTA MONICA

Beverly Hills visitors also visiting the Los Angeles area specified where as follows. *

- The most visited other areas included Hollywood by 87% of visitors, Santa Monica by 75%, Venice by 53% and 50% went to Downtown Los Angeles.
- Far more International and Tour visitors went to these other places versus other segments and the Total.

Table 24 – Specific Los Angeles Areas Also Visiting

	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base: Visiting LA	**670**	**41**	**166**	**427**	**549**	**110**	**11**	**166**
Hollywood	87.1%	59.3%	81.4%	92.1%	87.8%	75.4%	66.7%	97.2%
Santa Monica	75.1%	45.0%	69.9%	80.7%	75.6%	69.1%	54.2%	85.8%
Venice	53.0%	18.6%	47.3%	58.7%	53.4%	48.4%	33.3%	67.7%
Downtown LA	50.0%	29.2%	52.8%	51.8%	51.1%	29.1%	29.2%	57.0%
West Hollywood	41.9%	22.5%	36.7%	46.5%	42.1%	37.5%	50.0%	46.6%
Anaheim/Disneyland/Orange County Area	19.6%	8.8%	18.4%	21.4%	19.2%	28.8%	12.5%	27.5%
Pasadena	12.7%	12.1%	7.9%	15.3%	13.0%	8.4%	0.0%	17.3%
Marina Del Rey	11.9%	7.7%	7.7%	13.4%	12.0%	8.8%	12.5%	10.6%
Inland Valleys	10.1%	7.7%	10.5%	10.2%	10.2%	9.8%	0.0%	17.0%
None of the above/Other LA area	4.0%	11.5%	4.4%	3.2%	3.9%	3.5%	12.5%	2.1%

* this question is new in 2013-14

Three-Quarters Arrived into the LA Region by Air

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- Most visitors, 74% (versus 80%) arrived into the Los Angeles region by commercial airplane.
- Another 11% (versus 4%) used a rental vehicle, suggesting that they arrived elsewhere by plane then drove to the region.
  - 84% on a tour, 82% (versus 84%) of Other U.S. 77% and (versus 89%) of International visitors arrived into the region via commercial airline.

Table 25 – Mode of Arrival into the Los Angeles Region

	Total	Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Commercial airline	73.8%	11.2%	81.6%	77.2%	73.4%	81.6%	66.7%	83.6%
Rental vehicle	10.8%	0.4%	5.3%	13.1%	11.0%	8.4%	11.1%	3.9%
Personal vehicle	9.2%	84.9%	8.3%	2.4%	9.2%	6.7%	22.2%	0.0%
Private Motor Coach/tour bus/van	3.6%	0.0%	2.3%	4.8%	3.8%	1.1%	0.0%	10.7%
Public bus	0.8%	0.0%	0.2%	1.1%	0.8%	0.0%	0.0%	0.4%
Train/Amtrak	0.7%	0.9%	0.5%	0.7%	0.7%	0.6%	0.0%	1.2%
Private/charter airplane	0.4%	0.0%	1.4%	0.0%	0.4%	0.3%	0.0%	0.0%
RV/motorhome	0.2%	0.0%	0.5%	0.2%	0.2%	0.0%	0.0%	0.0%
Other	0.5%	2.6%	0.0%	0.5%	0.5%	1.4%	0.0%	0.1%

Lauren Schlau Consulting

More Arrived into Beverly Hills by Rental Car

- The high share flying into the region likely relates to the 40% (versus 46%) of visitors who *arrived in Beverly Hills* by rental vehicle.
- Another 18% (versus 32%) who arrived by personal vehicle, while 18% used a local tour bus/van into Beverly Hills.

Table 26 – Arrival Mode into Beverly Hills

	Total	Annual						
		Residence			Lodging			Total Tour
		Cal	Other US	All Int'l.	Day	Hotel	Home/ Other	
Base:	**757**	**58**	**186**	**473**	**597**	**142**	**18**	**178**
Rental vehicle	40.1%	6.5%	45.9%	40.1%	40.0%	44.8%	27.8%	10.7%
Personal/borrowed vehicle	18.6%	84.5%	21.3%	10.6%	18.7%	10.0%	55.6%	0.8%
Local/hop-on, hop off tour bus/van	17.9%	1.7%	16.5%	21.2%	19.0%	1.1%	0.0%	62.5%
Taxi	6.4%	0.9%	4.6%	7.4%	5.6%	19.5%	13.9%	2.8%
Private Motor Coach/tour bus/van	5.7%	1.2%	2.1%	8.1%	5.8%	5.0%	0.0%	19.9%
Public bus	5.6%	0.9%	3.7%	6.9%	5.9%	0.0%	0.0%	2.4%
Hotel/airport shuttle or limousine	1.9%	0.0%	2.2%	1.9%	1.2%	13.6%	2.8%	1.0%
Walking	1.4%	2.6%	2.3%	1.0%	1.3%	3.6%	0.0%	0.0%
Private Limousine	1.0%	0.0%	0.1%	1.4%	0.9%	2.2%	0.0%	0.0%
Other	1.4%	1.7%	1.4%	1.5%	1.5%	0.0%	0.0%	0.0%