

# #SMSummit24

WiFi: SMTT

Password: Summit24

# WELCOME

## Santa Monica Travel & Tourism's 15<sup>th</sup> Annual Tourism Summit



FOLLOW US:  @seesantamonica  @visitsantamonica  @gosantamonica

# Misti Kerns

**President/CEO**  
Santa Monica Travel & Tourism



# 15<sup>th</sup> Annual Tourism Summit!

# A Huge Thank You



CASA DEL MAR®  
HOTEL BY THE SEA





The First MICHELIN Key Hotels

**Condé Nast**  
**Traveler**  
Announcing the Hot List Winners of  
**2024**

## Hotel Watchlist: Spring Openings Smart Travelers Should Know About

**TRAVEL+**  
**LEISURE**  
**THE 100 BEST NEW  
HOTELS OF THE YEAR**



SANTA MONICA  
**PROPER**  
HOTEL



THE GEORGIAN  
SANTA MONICA

**REGENT**  
SANTA MONICA  
BEACH



Shutters  
ON THE BEACH®



CASA DEL MAR  
HOTEL BY THE SEA

*Fairmont*  
MIRAMAR HOTEL & BUNGALOWS  
SANTA MONICA



SHORE HOTEL  
SANTA MONICA CA








**Skift.**

## U.S. to Spend \$50 Million to Cut Visa Wait Times and Passport Backlogs

 David Habtemariam, Skift  
March 27th, 2024 at 3:15 PM EDT



## THE TIMES OF INDIA

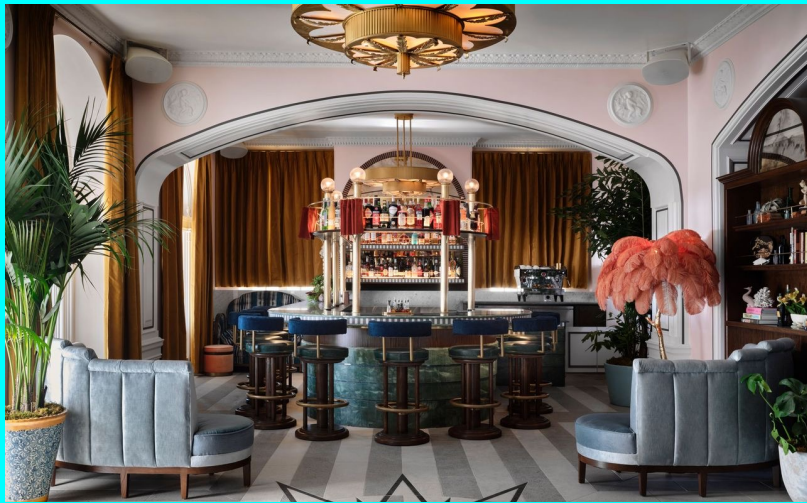
**'We are hearing that challenge loud and clear':  
US envoy Eric Garcetti amid pushback against  
Visa backlog**

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# How a Trump Re-Election Could Impact the Travel Industry

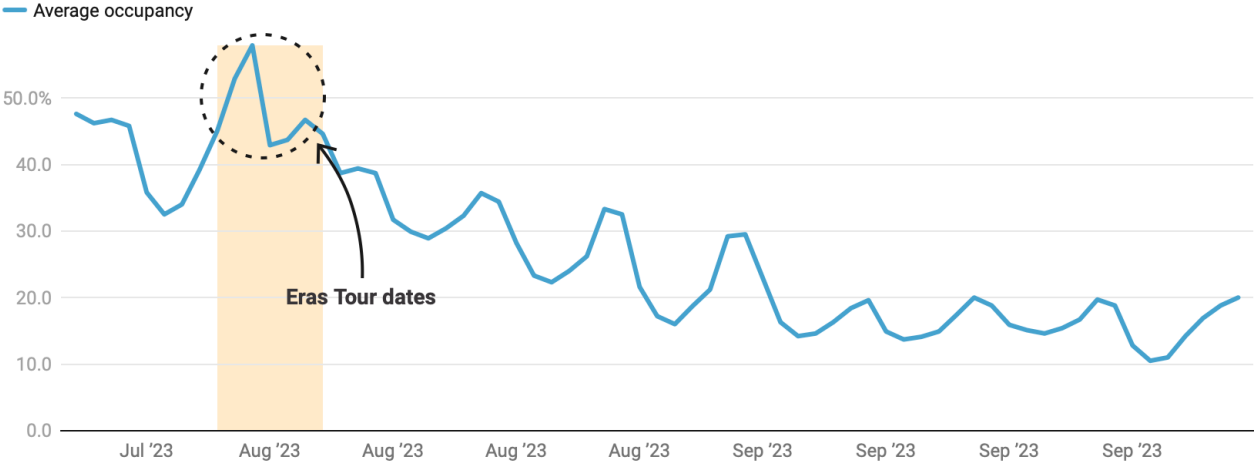
## Will the Upcoming Election Soften Travel Bookings?

Will 2024 Go Up, Down or Sideways for Hoteliers?



# Taylor Swift's Eras Tour brings \$320 million to Los Angeles, report says

### LA hotel bookings peaked during Taylor Swift's SoFi shows



# Coming Soon to Los Angeles...

- NBA All-Star 2026
  - *February 15, 2026; Intuit Dome*
- 2026 U.S. Women's Open Championship
  - *June 1 – 7, 2026; The Riviera Country Club*
- FIFA World Cup 26th
  - *June 12, 2026; SoFi Stadium*
- Super Bowl LXI
  - *February 2027; SoFi Stadium*
- 2028 Olympic & Paralympic Games
  - *July 14, 2028; Various Venues*

# Coming Soon to Santa Monica...

- Kid's Choice Awards
  - *July 2024; Barkar Hangar*
- The Return of Cirque du Soleil
  - *October 2024 – January 2025; Santa Monica Pier*
- Santa Monica Turns 150
  - *July 2025; Santa Monica Community Event*
- Centennial of Route 66
  - *2026; Santa Monica Community Event*



Please look  
under your  
plate!



# Neil Carrey

**Chairman**

Santa Monica Travel & Tourism  
Board of Directors





# Thelma Park Tourism Spirit Award



# Jeff King Tourism Champion Award

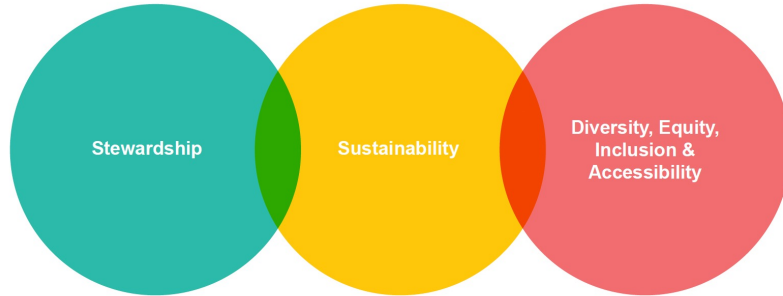
# Santa Monica

Experience Management Plan

A Framework for the Future  
2022-2032



There are three foundational principles upon which the EMP was created. These principles will provide ongoing guidance as we work together to implement the Plan during the years ahead.



Focusing on Santa Monica's quality of life, culture & heritage, and natural resources

Promoting decisions and action steps that support sustainable practices

Ensuring our decisions equitably support the full diversity of the Santa Monica community

### Who helped shape our Experience Management Plan?

The City of Santa Monica and SMTT engaged Coraggio Group, a travel and tourism strategic consultancy, to guide the creation of the Experience Management Plan in close collaboration with team members from SMTT, the City, local businesses, community and cultural organizations, residents and other key stakeholders. Over the course of nine meetings totaling nearly 40 hours of planning time, a combined contribution of more than 500 hours of individuals' time was committed.

### What did the process entail?

The two-phase process began in 2018 with a comprehensive discovery phase that identified the key opportunities and threats related to the Santa Monica Experience and the root causes behind them.



# Experience Management Plan Committees

## Governance

**Chair:** Albin Gielicz  
**Vice-Chair:** Neil Carrey  
**Facilitator:** Elaine Polachek

## Ensure Santa Monica is a Safe and Clean Place to Live and Visit

**Chair:** Andrew Thomas  
**Vice-Chair:** Becky Warren  
**Facilitator:** Misti Kerns & Elaine Polachek

## Support Livability for the Santa Monica Community

**Chair:** Tara Barauskas  
**Facilitator:** Evan Edwards

## Highlight and Leverage Cultural Happenings

**Chair:** Jan Williamson  
**Vice-Chair:** Darlene Evans  
**Facilitator:** Rachel Lozano

## Promote Diversity of Retail, Dining and Evening Experiences

**Chair:** Peter Trinh  
**Vice-Chair:** Stephanie Eglin  
**Facilitator:** Mandy Eck



# Experience Management Plan Key Initiatives

- Conducting Santa Monica Police Department de-escalation training sessions for local tourism serving businesses.
- Beginning westside working group to leverage the cultural opportunity of the Los Angeles 2028 Olympics.
- Starting preliminary educational outreach to Santa Monica businesses for the following events:
  - 2024 Return of Cirque du Soleil to Santa Monica
  - 2026 FIFA World Cup
  - 2026 Route 66 Centennial





SANTA  
MONICA

SANTA  
MONICA

TRAVEL & TOURISM

# Santa Monica Travel & Tourism Board of Directors



Neil Carrey

**Chair**  
Resident



Younes Atallah

**Vice Chair**  
Regent Santa Monica Beach



Charlie Lopez-Quintana

**Treasurer**  
ETC Hotels



Darlene Evans

**Secretary**  
Resident



Lauralee Asch

**Member**  
Resident



Kera Blades-Snell

**Member**  
Resident



Karen Ginsberg

**Member**  
Resident



Shahid Kayani

**Member**  
Hilton Santa Monica  
Hotel & Suites



Jeff Klocke

**Member**  
Pacific Park



Jan Williamson

**Member**  
18<sup>th</sup> Street Arts Center



David White

**City Liaison**  
City of Santa Monica



Judy Kruger

**Chamber Liaison**  
Santa Monica Chamber  
of Commerce

# Santa Monica Travel & Tourism TMD Committee



Younes Atallah

**Chairman**  
Regent Santa Monica Beach



Julien Labays

**Vice Chair**  
Fairmont Miramar Hotels & Bungalows



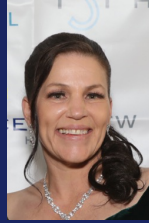
Aileen Carreon

**Treasurer/Secretary**  
ETC Hotels



Cameron Haseli

**Member**  
Ocean Park Inn



Cheri Perez

**Member**  
Santa Monica Hotel



Diego Ruiz de Porras

**Member**  
Hotel Oceana Santa Monica



Karina Sedigh

**Member**  
The Pierside Hotel



Jessica Rincon

**Member**  
Sandbourne Santa Monica



Juan Viramontes

**Member**  
Gateway Hotel Santa Monica

# Caroline Beteta

**President & CEO**  
Visit California





# Santa Monica Tourism Summit

Thursday May 2, 2024





# Caroline Beteta

President & CEO  
Visit California





# Tourism spending reaches new heights



# California's Ultimate Playground inspires travel globally



Collaboration is the foundation for a resilient and sustainable future



# Board Leadership



# Santa Monica board representation



# Santa Monica Tourism Representation



**Misti Kerns**

President & CEO, Santa Monica  
Travel & Tourism

- CEO Destination Council
- Marketing Advisory Committee
- Professional Meetings & Events Task force
- Route 66 Task force

USA

visit  
California

SANTA  
MONICA  
TRAVEL & TOURISM

INSPIRATION

PLANNING

TRANSACTION

ACCOMMODATIONS  
RENTAL CARS  
ATTRACTIONS  
RESTAURANTS & RETAIL  
TRANSPORTATION



# State of tourism



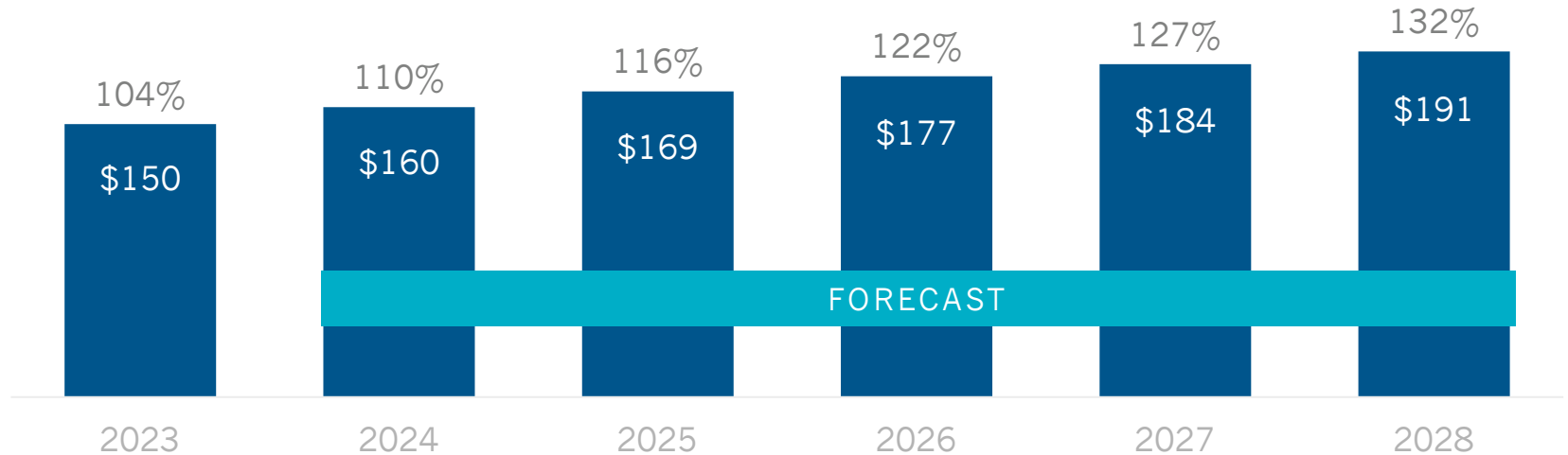


May 2024!

#CATourism

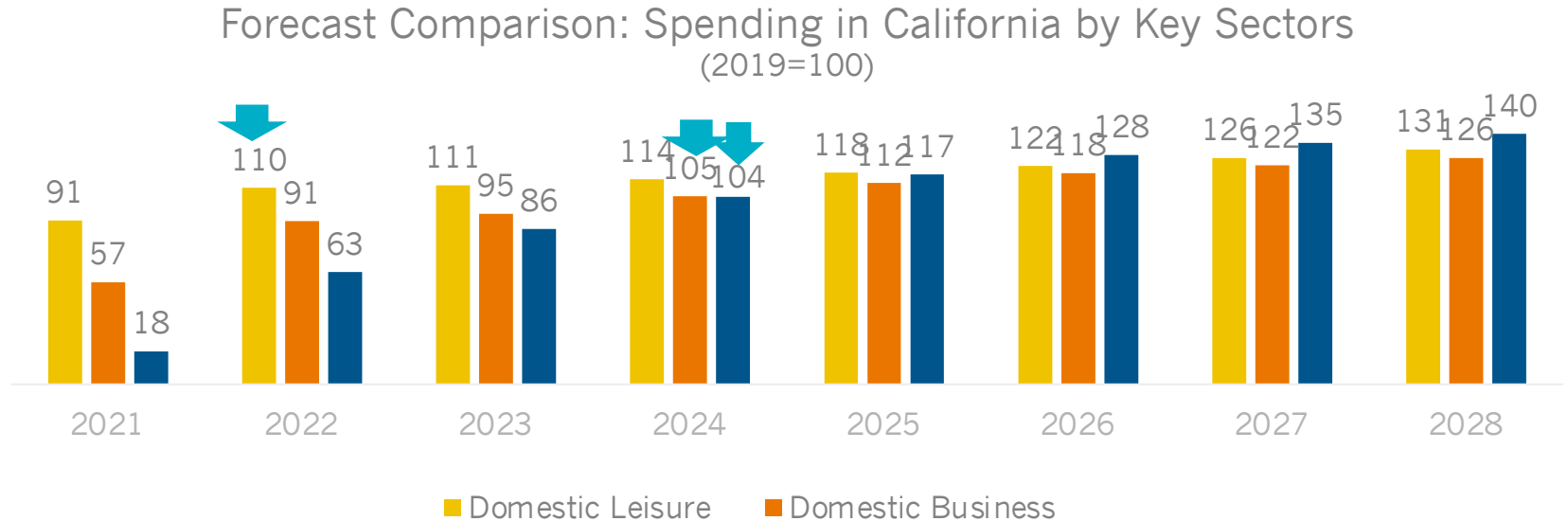
# California travel spending forecast

Total California Travel Spending (billions)  
and Percent Value Relative to 2019



Source: Tourism Economics (April 2024)

# Spend forecast by travel segment

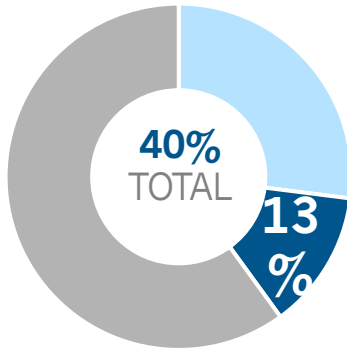


Source: Tourism Economics (February 2024)

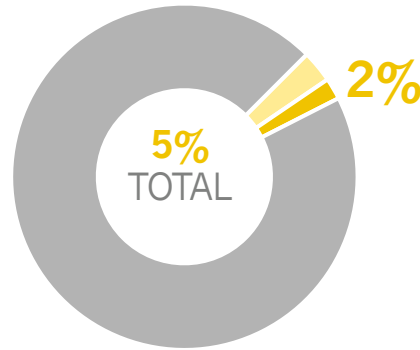
# Relative importance of Asia/China

Asia/China as Share of Overseas Arrivals (2019)

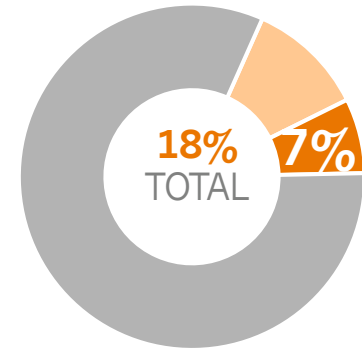
California



Florida



New York



Source: CIC Research, Inc, NTTO Survey of International Air Travelers (SIAT)



# Driving global demand for California

# California

**We celebrate  
diversity**

**All dreams are welcome  
here**

**Our vibe is fun &  
free-spirited**

**We encourage you  
to be you**

**The power of  
possibility lives  
here**

**We champion being  
open-minded**

visit  
**California**

**CA CULTURE + CA ABUNDANCE =**

PLAYFUL/OPEN-MINDED (EMOTIONAL BENEFIT)

VAST/DIVERSE OFFERING (RATIONAL BENEFIT)

**THE ULTIMATE PLAYGROUND**

(BRAND POSITION)

**California inspires travelers to pursue playfulness in their lives.**

*“A California vacation/holiday encourages me to express my individual form of play...”*





# FY23/24 Ultimate Playground framework

## BRAND CAMPAIGNS

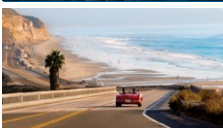
Global  
Leisure  
Travel



'Let's Play'



'Childhood Rules'



'Born to Be Wild'

## DYNAMIC FOUNDATIONAL CAMPAIGN



Leveraged Media Base – SEM –  
Programmatic Digital – Paid Content Distribution

Global  
Business  
Travel

## PROFESSIONAL MEETING & EVENTS CAMPAIGN



'The Birthplace'

# ‘Let’s Play’

- \$33 Million media buy
- Global Reach
  - U.S.
  - China
  - Mexico
  - U.K.





# ‘Childhood Rules’







**ROAD TRIP  
REPUBLIC**™





Santa Monica  
Barstow  
Needles  
San Bernardino



Pacific Park  
Solar Ferris Wheel  
Santa Monica, CA

Visit California  
@VisitCA

We're ready for a road trip, and nowhere is more iconic than U.S. Route 66. From @GoSantaMonica to the Mojave Desert, use our guide to plan a trip along the Mother Road in California.

Visit California

### 15 Top Santa Monica Restaurants

In the eight square miles of Santa Monica, you'll find unique culinary options for every type of taste and dining experience.



With its family-friendly attractions, superb shopping, and fabulous culinary scene, Santa Monica is one of California's quintessential beach towns. From fresh seafood spots to beloved bakeries, here are some of the best places to eat in Santa Monica.

### Best Santa Monica Restaurant for Lunch & Shopping: The Misfit Bar & Restaurant

Try this dish: Crispy chicken sandwich  
The Misfit is right on the corner of historic Santa Monica Boulevard and the Third made, so it's the perfect pit stop during any shopping excursion. It

200,000 pageviews  
21,000+ qualified leads  
50+ social media posts  
160+ media placements

Forbes

USA TODAY

Parents

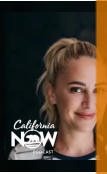


Who or what is your greatest California love? California has so many amazing places to explore, but I really fell in love with Leo Carrillo State Beach in Malibu. There are caves and tide pools to wander in and so much space to run around—it's perfect for kids (and those of us that are kids at heart). And as a professional chef, I have to mention California's farmers' markets. Everyone talks about the Santa Monica Farmers' Market, which is great, but I'm partial to the South Pasadena Farmers' Market across town. It's such a great community of people and they always have

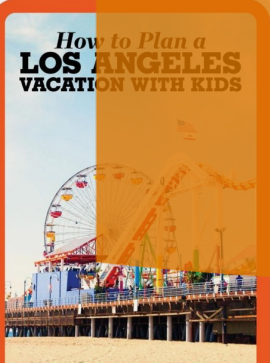


hotelbeds

KindTraveler  
Do More Than Travel



L.A. CHEF BROOKE WILLIAMSON



# Global Leveraged Media Co-Op

- 3 Million Impressions
- Fall & Winter flight
- Santa Monica Travel & Tourism Creative



# Promoting Santa Monica meeting space

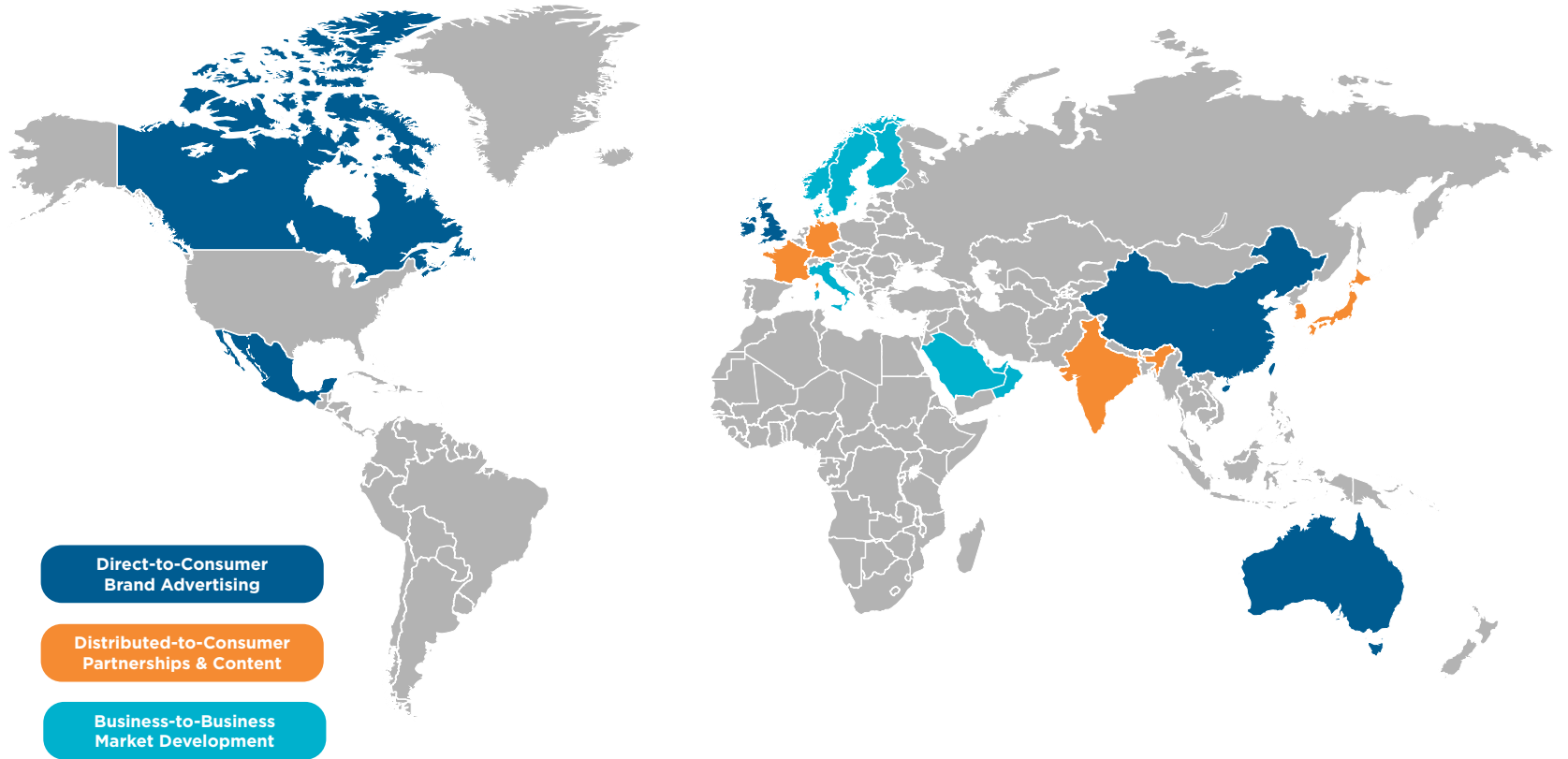
- Brand Advertising
- Trade Shows
- B2B Education & Engagement

IN THE BIRTHPLACE OF  
**BIG DREAMS**  
OUTDOOR EVENTS ALWAYS STEAL THE SCENE.



CASA DEL MAR, SANTA MONICA

# Priority international markets





## May 3-7, Los Angeles

- Record breaking attendance
- Spotlight on California industry
- Asia delegation return
- Route 66 integrations





# Resources

[industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)

# Stay in Touch



**Nani Escudero**

Los Angeles

Director of Client Relations

[nescudero@VisitCalifornia.com](mailto:nescudero@VisitCalifornia.com)



**Thank You!**



Hold for VCA  
slides

Thank you,  
Caroline!

# Jeff King Tourism Champion Award



# Congratulations, Caroline Beteta!

2024 Jeff King Tourism Champion Award Recipient

# Marketing Video #1 Plays Here

# Lauren Schlau

**President & Owner**  
Schlau Consulting



A wide-angle photograph of the Santa Monica coastline. In the foreground, the dark blue ocean has small waves. In the middle ground, a sandy beach is visible with a few people. The Santa Monica Pier extends into the water, featuring a Ferris wheel and roller coaster. In the background, there are buildings and hills under a clear sky.

**SANTA  
MONICA**   
TRAVEL & TOURISM

*Lauren Schlaw  
Consulting*

# Marketing Video #2 Plays Here



# Phil Brock

**Mayor**  
City of Santa Monica





City of  
**Santa  
Monica**



**Misti Kerns**

**President & CEO**  
Santa Monica Travel  
& Tourism



**Judy Kruger**

**President & CEO**  
Santa Monica Chamber  
of Commerce

# Thelma Parks Tourism Spirit Award



# Past Thelma Park Tourism Spirit Award Recipients

Modesta Melcore – *Fairmont Miramar Hotel & Bungalows*

Manju Raman – *Huntley Santa Monica Beach*

Barbara Moss – *Fairmont Miramar Hotel & Bungalows*

Fernando Ceron – *Loews Santa Monica Beach Hotel*

# Congratulations, Ramon Jimenez-Bravo!

Front Desk Supervisor; Shore Hotel

2024 Thelma Parks Tourism Spirit Award Recipient



# David White

**City Manager**  
City of Santa Monica





City of  
**Santa  
Monica**



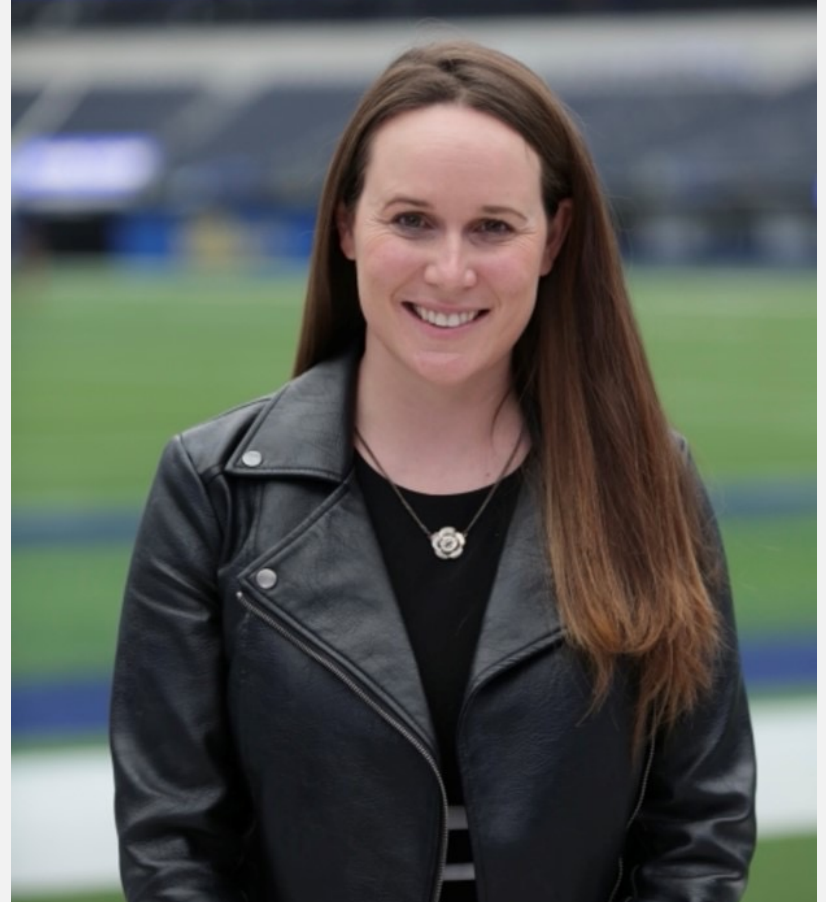


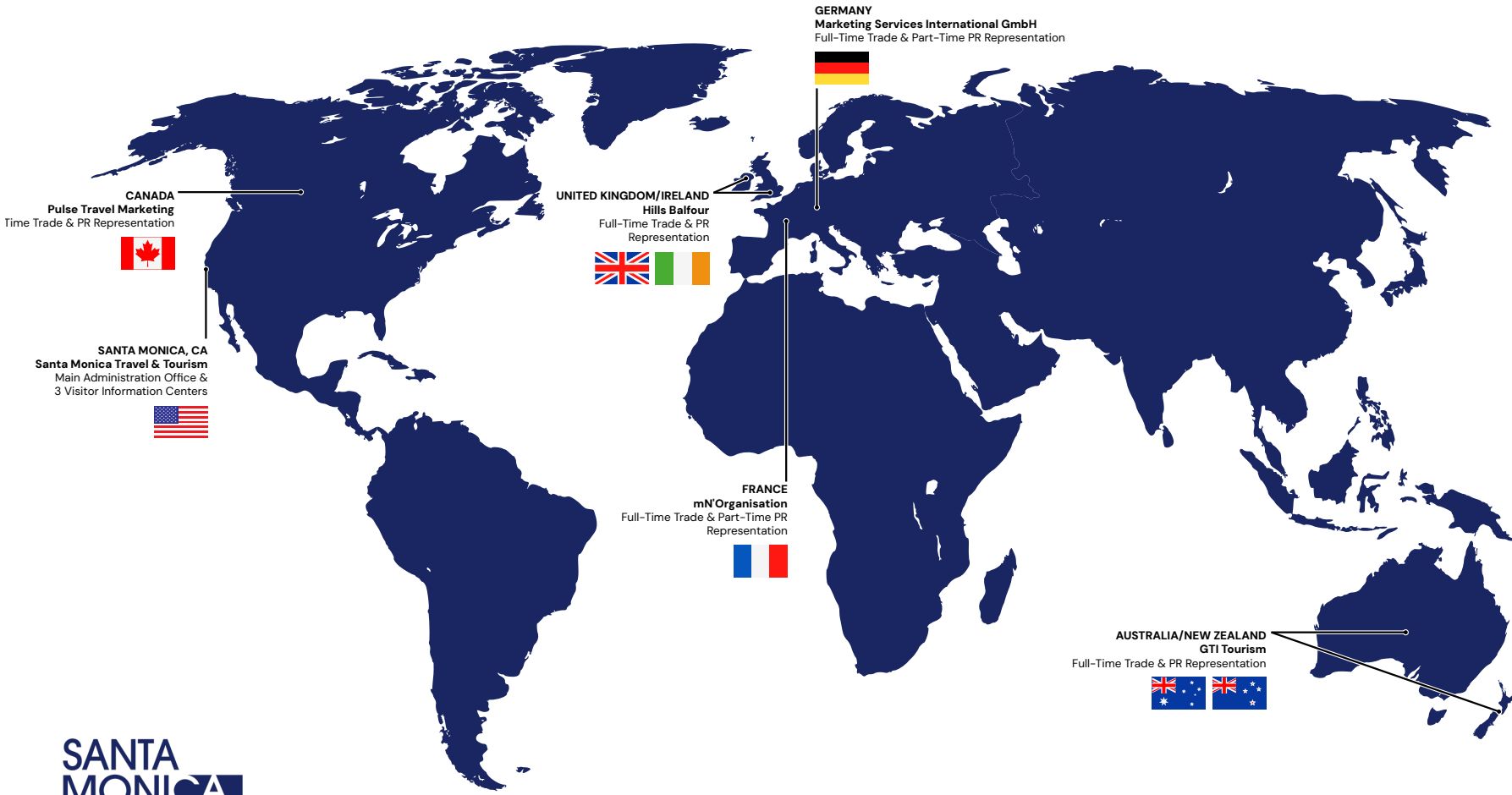
# Marketing Video #3 Plays here

# Lauren Salisbury

**Senior Director of  
Communications**

Santa Monica Travel & Tourism





**CANADA**  
Pulse Travel Marketing  
Time Trade & PR Representation



**SANTA MONICA, CA**  
Santa Monica Travel & Tourism  
Main Administration Office &  
3 Visitor Information Centers



**UNITED KINGDOM/IRELAND**  
Hills Balfour  
Full-Time Trade & PR  
Representation



**FRANCE**  
mN'Organisation  
Full-Time Trade & Part-Time PR  
Representation



**GERMANY**  
Marketing Services International GmbH  
Full-Time Trade & Part-Time PR Representation



**AUSTRALIA/NEW ZEALAND**  
GTI Tourism  
Full-Time Trade & PR Representation



# Santa Monica Travel & Tourism International Representatives



**Marine Cardoso**

**Account Manager**  
France



**Annika Klint**

**Marketing & National Trade Director**  
Canada



**Steffi Ahlers**

**Account Director**  
Germany



**Rhys Powell**

**Associate Director**  
United Kingdom/Ireland



**Kim Ryan**

**Account Director**  
Australia/New Zealand

# France

## Visitor Profile:

- Demographics: 25–55, traveling with family
- Interests: cultural experiences, outdoor activities, gastronomy and sustainability

## Flights:

- 33% from Paris with Air France, Delta, Norse Atlantic, Air Tahiti Nui | direct
- 67% from main other cities with Air Canada, United Airlines, Lufthansa, British Airways | non-direct

## Santa Monica Highlights:

- Walkability
- Safety
- Local gastronomy
- Accommodations
- Outdoor activities
- Laid back chic atmosphere

# United Kingdom/Ireland

## Visitor Profile:

- Demographics: Empty nesters, families with teens, late 50s
- Interests: dining, culture/history, beaches

## Flights:

- Abundance of daily non-stop flights from London and Ireland.

## Santa Monica Highlights:

- Wellness
- De-stress and recharge
- Connect with family

# Canada

## Visitor Profile:

- Demographics: 8 in 10 travelers from Canada reside in Ontario, Québec and British Columbia. Millennials surpassing baby boomers in numbers.

## Flights:

- Non-stop service available from Toronto, Vancouver, Edmonton, Calgary, Winnipeg, and Montréal.

## Santa Monica Highlights:

- Walkability
- Accessibility to free e-transportation services
- Variety and unique choices of accommodations

# Australia/New Zealand

## Visitor Profile:

- Australian travelers are high spenders
  - 5th highest spenders in the world
- Long stay with an average of 21 days, visiting 3 cities or more.

## Flights:

- 63 non-stop flights to California with Sydney as the primary hub.
- Auckland is the primary for New Zealand with 28 weekly non-stop flights.

## Santa Monica Highlights:

- The relaxed yet glamorous beachside lifestyle Australians feel so connected with
- Santa Monica Pier
- Proximity to Greater Los Angeles



# Germany

## Visitor Profile:

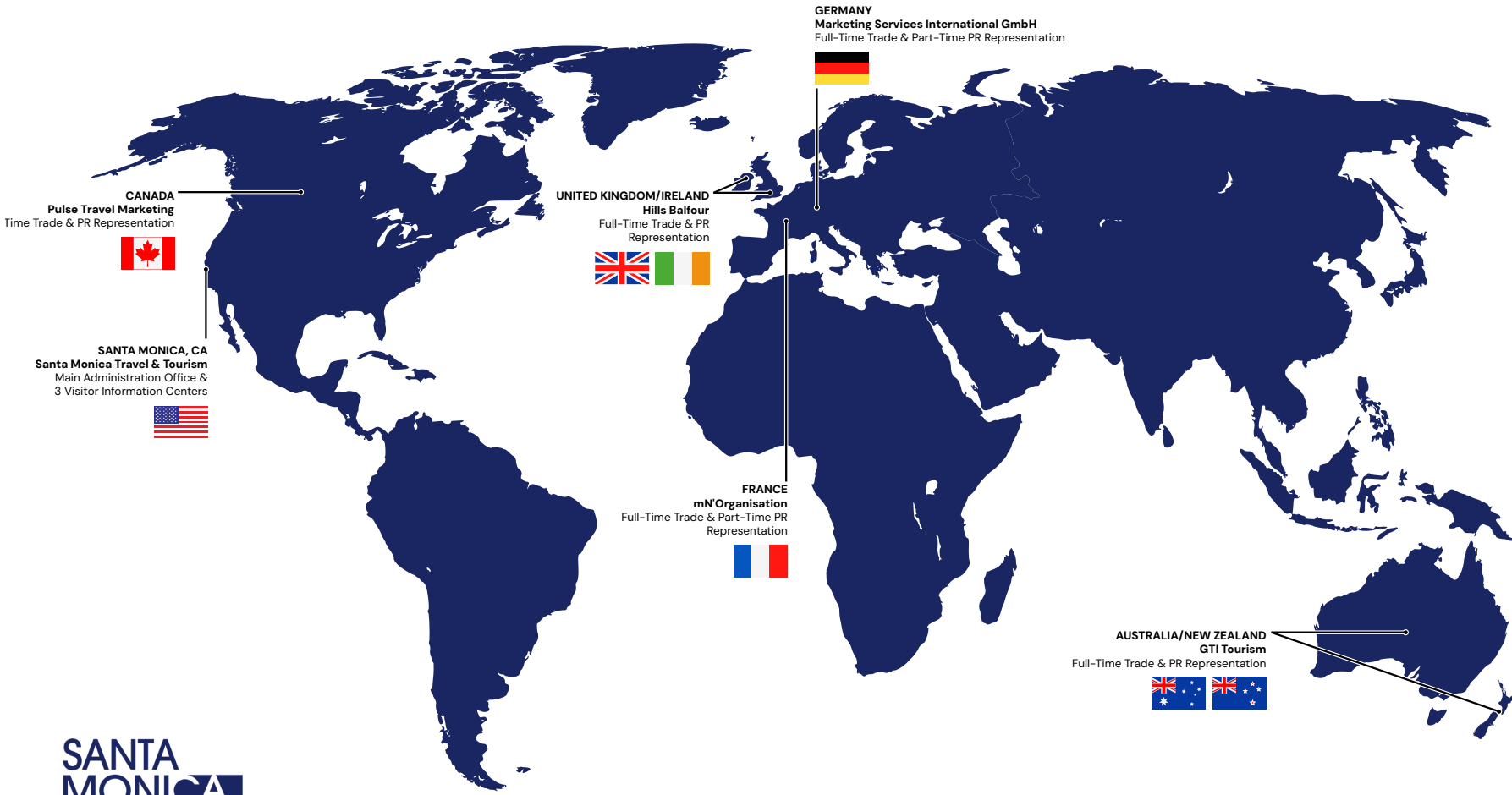
- Demographic: 25–40 and 40–60, high-income earners
- Interests: cities, outdoor, nature, beaches

## Flights:

- Frankfurt to LAX

## Santa Monica Highlights:

- Hotels close to the beach
- Shopping and restaurants
- Walkability
- Beach life



**CANADA**  
Pulse Travel Marketing  
Time Trade & PR Representation



**SANTA MONICA, CA**  
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**GERMANY**  
Marketing Services International GmbH  
Full-Time Trade & Part-Time PR Representation



**AUSTRALIA/NEW ZEALAND**  
GTI Tourism  
Full-Time Trade & PR Representation



# Marketing Video #4 Plays Here







# Santa Monica Travel & Tourism Team



Rachel Lozano



Misti Kerns



Evan Edwards



Alyssa Dorn



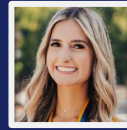
Alexis Faust



Aaron Seals



Aleksandr Sigalus



Cassidy Lawless



Cayla Turain



Emily Ohara



Indigo Sargent



Jodi Feigenbaum



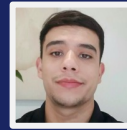
Jenna Kirkeeng



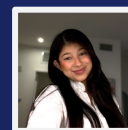
Jacky Saquic



Emily Sweeney



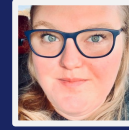
Juan Vazquez



Kylie Escobar



Kristin Farrel



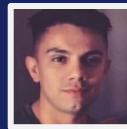
Kalei Kerns



Kim Mulder



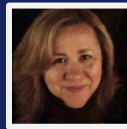
Lauren Salisbury



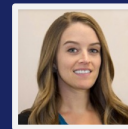
Luis Vazquez



Michelle Cassidy



Michelle Dimas



Mandy Eck



Matthew Nielsen



Ozzie Otero



Savannah Davison



Sue Skaggs



Tatum McGovern



Vinnie Edwards



Yarely Trejo

# THANK YOU

Please join us outside on  
the Colonnade Terrace

SANTA  
MONICA  
TRAVEL & TOURISM

FOLLOW US:  @seesantamonica  @visitsantamonica  @gosantamonica