

# MARINA DEL REY

convention and visitors bureau



## 2016 ANNUAL REPORT

# CEO'S MESSAGE

Dear Partners,

The Marina del Rey Convention and Visitors Bureau (MdR CVB) had an exciting year filled with many achievements that I'm excited to share in this 2016 Year in Review.

As a result of renewed contracts with our hotel partners and the Los Angeles County Department of Beaches and Harbors, funding for the MdR CVB increased by 39% from 2015 to 2016 allowing us to increase our marketing and promotions efforts.

Last year our organization reached its 15-year anniversary and we celebrated by giving the Marina's brand a makeover. We introduced a newly designed website, advertisements, collateral and tradeshow booth that showcased bright and colorful imagery with vibrant fonts and active photography designed to create a positive and energetic identity for Marina del Rey.

In May we welcomed ET-94 to the Marina for a 3-day stay before it embarked on its journey to the California Science Center. This once in a lifetime event attracted massive media attention garnering over 4 BILLION media impressions. Never in a million years could we pay for that kind of publicity. It was awesome!

We also worked with The FREE Ride to bring their eco-friendly shuttle cars to the Marina - a big win for tourists staying at the Marina's hotels!

At the end of the year, the MdR CVB completed a 3-year strategic plan with the assistance of our board of directors. The plan provides clarity for our initiatives over the next several years.

In October we were saddened to lose our long-time board member Greg Wenger. Thanks Greg for telling the Marina's history through your photos. We'll miss your humor and smile.

I'm grateful for the hard work and dedication of my staff and appreciate the commitment from our board of directors. I value our partnership with the Department of Beaches and Harbors. Our collaborative efforts to generate tourism for the area have contributed to the economic vitality of the Marina. Cheers to all of you for a successful year!

Sincerely,

Janet Zaldua, *Chief Executive Officer*

Marina del Rey Convention and Visitors Bureau



Marina Beach



The Ritz-Carlton



FantaSea Yachts

# MARINA DEL REY CONVENTION & VISITORS BUREAU

The Marina del Rey Convention and Visitors Bureau (MdR CVB) 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 6 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 26% of the MdR CVB budget. A

separate hotel self-assessment is collected from the Marina's hotels and distributed to the MdR CVB each month. In 2016 the hotel self-assessment was increased to 1.25%. In 2017 the hotel self-assessment increased to 1.5%. Funding from Marina del Rey's 6 hotels represents 74% 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.

## MISSION STATEMENT

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

## VISION STATEMENT

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

## VALUE PROPOSITION

In order to maximize Marina del Rey's visitor economy, the Marina del Rey Convention and Visitors Bureau provides:

- **Knowledge:** We are destination experts for leisure and business travelers.
- **Connectivity:** We are the only 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 STATISTICS

## TOURISM

Tourism and hospitality are major industries in Marina del Rey. The Convention and Visitors Bureau has conducted economic impact studies over the last several years to measure the economic value that tourism brings to our community. It is estimated that in 2016 there were approximately 433,000 visitors to Marina del Rey for a total of 1.4 million visitor days. Transient occupancy tax generated totaled \$10,574,788 for Los Angeles County reflecting \$89.6 million in total rooms revenues.

2016 tourism highlights:

- **\$431.3 million dollars in total economic impact to Marina del Rey (+13% YOY)**
- **\$331.8 million dollars in total direct visitor spending (+13% YOY)**
- **2,955 jobs supported by tourism in Marina del Rey (+11% YOY)**
- **433,000 overnight visitors stayed in Marina del Rey hotels (-4% YOY)**
- **13.7 million total rent paid to LA County by Marina hotels, restaurants, and charter yachts (+11% YOY)**



Marriott



The Ritz-Carlton

## HOTEL PERFORMANCE

Marina del Rey hotels had a strong performance in 2016. Upgrades and renovations continue to elevate the Marina's hotel properties, making them a competitive choice for leisure and group travel in Los Angeles and Southern California. At the start of the year. The Ritz-Carlton completed a total rooms renovation and the Marriott unveiled its newly remodeled Bayview Ballroom. Jamaica Bay Inn completed a lobby renovation and Hilton Garden Inn began a Property Improvement Plan.

2016 highlights:

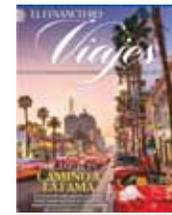
- **Hotel Occupancy: 83.8% (+5% YOY)**
- **Average Daily Rate: \$266.37 (+6% YOY)**
- **RevPAR: \$223.28 (+13% YOY)**



Marriott



Marina del Rey Hotel

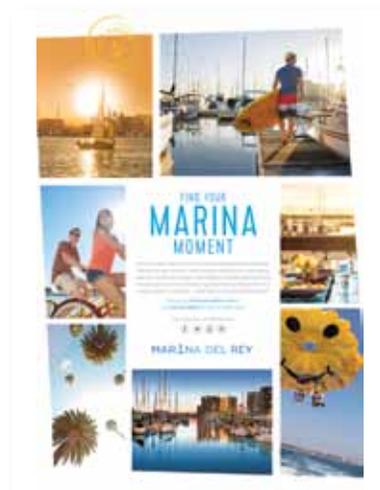
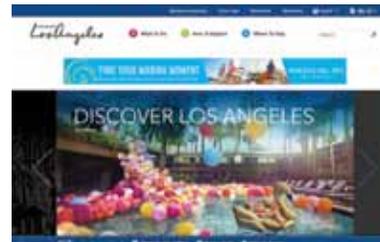


# ADVERTISING

A variety of tactics were used to promote Marina del Rey as a desirable destination for leisure and business travel. The Mdr CVB's marketing strategy included paid advertising, public relations, social media marketing, and digital advertising.

Print and digital advertisements were placed in a variety of publications and travel websites including:

- Discoverlosangeles.com
- Facebook
- LAX Coastal Chamber Directory
- Los Angeles Visitor's Guide
- Los Angeles Visitor's Map
- Smart Meetings
- Sunset
- The Argonaut
- Visit California International Visitor's Guide
- Visit California Road Trips
- SmartMeetings.com
- Westways
- Where
- 101 Things To Do in Los Angeles



# EARNED MEDIA

We had another successful year working with targeted media outlets, resulting in placements in 16 domestic and international publications, including:

- AAA Hawaii
- Boston Herald
- California Meetings + Events
- Chicago Tribune
- Ebony Magazine
- Examiner.com
- LAX Magazine
- Lexington-Herald
- Femina (China)
- Getaway Australia (Australia)
- Hello UK (United Kingdom)
- Late Late Show (Ireland)
- Viajes (Mexico)

The Mdr CVB regularly works with Visit California and the Los Angeles Tourism and Convention Board to co-host travel writers. In fall 2016, we hosted a group of writers from China for 2 days, which resulted in 2.9 million print media impressions that held a collective publicity value of \$831,000.

In 2016 we hosted a total of 5 group FAM (Familiarization) tours and 15 individual travel writers.

**Total Media Impressions: 24.6 million**  
**Total Publicity Value: \$1.4 million**

EARNED MEDIA AND PUBLICITY



# ET COMES HOME!



NASA's last remaining space shuttle fuel tank, ET-94, will be displayed in Marina del Rey from May 18-20 before making its way to the California Science Center.

After catching a glimpse of ET-94, join us for:

## Party in the Park

**Friday, May 20, 2016**  
**5:00 pm – 9:00 pm**  
**Burton Chace Park**  
 13650 Mindanao Way  
 Marina del Rey 90252

Featuring:  
 DJ (Live Music)  
 Food trucks  
 Space-themed carnival games  
 Space-themed activities  
 Science exhibits

Party will be available in lots #4, #5, and #7.  
 Beach Shuttle will be operating for transport.

On May 18, 2016, ET-94, the 15-story external space shuttle fuel tank arrived in Marina del Rey before heading to the California Science Center where it joined the space shuttle Endeavour. The public was invited to view the tank during its 3-day stay in the Marina. A free “Party in the Park” event was planned by the Department of Beaches and Harbors to celebrate the historic event and was attended by several thousand people. ET-94 is the last remaining NASA flight qualified external tank in the world. The Mdr CVB collaborated with the Department of Beaches and Harbors to promote the event and assisted with public relations efforts.

Marina del Rey received an incredible amount of international media attention with the arrival of ET-94.

## Total Media Impressions: 4,664,482,173 (BILLION!!)

- 2016 highlights:
- Broadcast: 5,256,521
  - Print/Web: 4,659,225,652
  - Ad Value: \$11,505,156
  - Publicity Value: \$34,515,481



The Mdr CVB engages our social media community with compelling content including images, video, questions, surveys, and more. Followers use the hashtags #marinadelrey and #ilovemdr.

2016 highlights:

- 54,364 Facebook Likes (.25% increase from 2015)
- 928,210 Facebook Impressions (33.6% increase from 2015)
- 17,294 Facebook Engagement (56.1% increase from 2015)
- 4,402 Twitter Followers (6.92% increase from 2015)
- 3,992 Instagram Followers (90% increase from 2015)
- 16,319 views to our YouTube channel (19.87% decrease from 2015)
- 12 E-newsletters sent in 2016 (36.25% average open rate)



# SOCIAL MEDIA



# WEBSITE

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

- 2016 highlights:
- Page Views: 611,355
  - Site Visits: 342,467
  - Mobile Traffic: 54.67%
  - Clicks to Mdr Hotels: 5,203
  - Hotel Revenue Booked Online: \$17,623



# MARINA DEL REY'S BRAND REFRESH

In 2016, the Marina del Rey Convention and Visitors Bureau refreshed its brand with new assets including new brand photography, redesigned website (visitmarinadelrey.com), new tradeshow booth, outdoor canopy, and a Marina del Rey branded Free Ride shuttle.



## VISITOR SERVICES

The Visitor's Center, located at the entrance of Burton Chace Park, is a valuable resource for visitors and locals. Open seven days a week, visitors can obtain brochures and tourist information as well as ask for recommendations for dining and activity options in the area.

2016 visitor statistics:

- **Walk-ins: 11,716**
- **Phone Inquiries: 9,108**
- **International Travelers: 1,785**
- **Requests for Information Packets: 1,047**

# MARINA DEL REY FREE RIDE

At the beginning of 2016, the MdR CVB began exploring The Free Ride shuttle service as a viable and eco-friendly transportation amenity that would benefit the Marina's visitors. We received approval from the Department of Beaches and Harbors in December 2016. The Free Ride was unveiled during the Marina del Rey Boat Parade and continues to operate 7 days a week from noon to 9 p.m. Visitors and locals

can wave down a shuttle or text their location for a free ride anywhere in the Marina or the Venice Pier and Abbott Kinney.

Current Free Ride Shuttle sponsors include:

- Marina del Rey Convention & Visitors Bureau
- Department of Beaches and Harbors
- Fisherman's Village
- Café del Rey
- Whiskey Reds

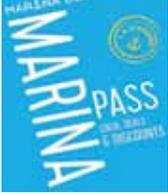
## ORIGIN OF VISITOR'S CENTER TOURISTS

Top five countries:

- **England • Australia • Canada • Germany • France**

Top five states (not including California):

- **Texas • Colorado • New York • Massachusetts • Illinois**



## PUBLICATIONS

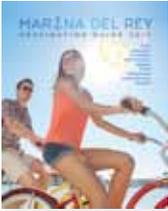
The MdR CVB produces a variety of collateral with useful information for visitors.

The MdR CVB partnered with *The Argonaut Newspaper* to publish Marina del Rey's Official Destination Guide. 50,000 copies were printed. The guides are distributed at local hotels and visitor attractions throughout Los Angeles and the South Bay area.

Each month the CVB produces a monthly e-newsletter to keep locals and visitors informed about what is happening in the Marina.

Additional collateral produced by the MdR CVB includes:

- Marina del Rey Anchorage and Marina Guide
- Coastal Bike Trail Map
- Meetings and Events Guide
- Marina Restaurant Map and Guide
- Weddings and Celebrations
- Activities in the Marina
- Marina Charters
- The Free Ride
- Discover a Coastal Point of View (Meetings)
- Marina Hotels
- Marina Discount Pass



# DESTINATION DEVELOPMENT AND COMMUNITY RELATIONS

The Marina del Rey Convention and Visitors Bureau 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.

The MdR CVB remains an active advocate for improvements in visitor-related services and facilities, and participates in meet-

## BUSINESS DEVELOPMENT

With recent renovations to Marina del Rey's hotels, the Marina is well positioned to compete with other destinations for group meetings business. The MdR CVB has a dedicated sales effort to assist with attracting group business to the Marina's hotels and event venues through advertising, trade shows, and industry memberships.

To assist our hotels with closing group business, the MdR CVB offers an incentive of up to \$2,000 to meeting planners based on the number of hotel rooms they book in Marina del Rey.



In 2016, the MdR CVB assisted the Marina's hotels and event venues with:

- 234 Total Leads for Group Business
- 29 Definite Bookings
- 4,597 Total Hotel Room Nights Booked
- \$1,226,519 Total Rooms Revenue
- \$445,665 Total Catering Revenue
- \$16,100 Total Meeting Planner Incentives Paid

ings, committees, and hearings on a myriad of issues important to tourism including: Summer Beach Shuttle, Oxford Basin, Marina pedestrian access, transportation, 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.



Oxford Basin grand opening ceremony.



Delivering Christmas gifts to Venice Community Housing Center.



## INDUSTRY TRADE SHOWS

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

2016 tradeshows included:

- Smart Meetings Northern California, San Jose
- Meeting Planners International Southern CA Chapter (MPISCC) Weekend Educational Summit – Hosted Buyer Program, Ventura
- Meeting Planners International Northern CA Chapter (MPINCC) Annual Conference and Expo, San Francisco
- North American Journey’s Regional Tour Operator Summit, Marina del Rey
- Connect California, Irvine
- HelmsBriscoe Annual Business Conference, Phoenix
- Connect Corporate Marketplace, Dallas
- IMEX, Las Vegas
- CalSAE Seasonal Spectacular, Sacramento



## THREE-YEAR STRATEGIC PLAN

At the end of 2016, the MdR CVB developed a three-year strategic plan for 2017–2019 with input from our board of directors, local tourism and hospitality businesses, and staff. The plan will focus on four primary areas. Each area of focus will be assigned yearly objectives and initiatives.

MdR CVB initiatives:

- **Develop a strong and consistent brand**
- **Advocate for an outstanding visitor experience**
- **Promote Marina del Rey as a premier meetings and leisure destination**
- **Champion the value to tourism**

## INDUSTRY MEMBERSHIPS

The MdR CVB remains active in industry associations in order to build partnerships with leaders in the travel and tourism industry and generate exposure for Marina del Rey. Staff attended several educational conferences including the Visit California Outlook Forum in San Francisco, Destination Marketing Association West Tech Summit in Anaheim and the Cal Travel Summit in Indian Wells.

In 2016 we celebrated our 15 year anniversary! The LAX Coastal Chamber of Commerce honored us with an award commemorating our milestone at their annual City of Angels Awards Gala.

Industry memberships include:

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



LAX Coastal Chamber annual awards gala.



Visit California representative Brian Tucker (far right) with MdR CVB staff at the Annual Santa Monica Travel & Tourism Summit.



## 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 tradeshow and sales missions
- Distributing travel related brochures at the Marina del Rey Visitor's Center
- Attending quarterly Marina del Rey Hospitality Mixers
- Submitting content or promotional offers for our monthly e-newsletter
- Submitting content or promotional offers for our social media platforms

## 2016 BOARD OF DIRECTORS

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

**Daniel Ginzburg**, *Vice President*  
FantaSea Yachts

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

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

**David Baker**  
Baker and Oring, LLP

**David Lumian**  
Small Craft Harbor Commission

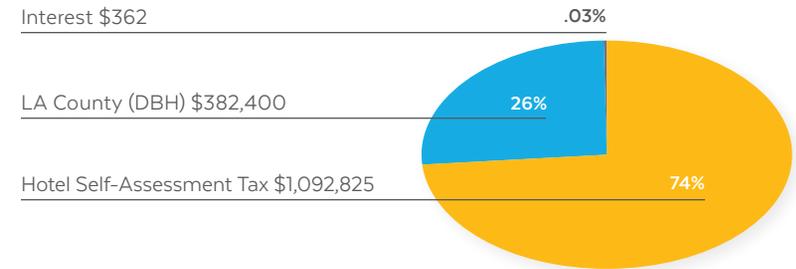
**David Levine**  
Marina del Rey Lessees Association

**Shawn Highland**  
Pacifica Hotel Company

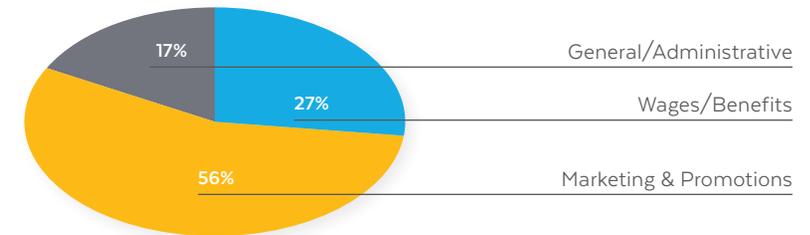
**Misoon Kong**  
Marina del Rey Marriott

## 2016 FINANCIALS

### 2016 CVB REVENUE



### 2016 CVB EXPENDITURES



## MARINA DEL REY CONVENTION AND VISITORS BUREAU STAFF

**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*

**Kevin Lorton**  
Hornblower Cruises and Events

**Chuck McGuire**  
Foghorn Harbor Inn

**Andrea Murray**  
Marina del Rey Hotel

**Remon Pagels**  
Jamaica Bay Inn

**Jacob Vanderwiel**  
Hilton Garden Inn



# MARINA DEL REY

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