

TOURISM MASTER PLAN

WHAT IS THE TOURISM MASTER PLAN?

Tourism is a powerful force in the growth and development of the Los Angeles economy, creating employment opportunities for residents and producing significant revenue for businesses and the City of Los Angeles.

The Tourism Master Plan (TMP) -- a first for the City of Los Angeles -- is a destination management plan that analyzes our city's tourism assets and looks at what infrastructure is required in order to handle the large increase in visitation expected in the upcoming years.

WHAT WILL THE TMP ACHIEVE?

The TMP seeks to balance two major objectives: **enhance the visitor experience in Los Angeles** and **increase the quality of life for Los Angeles residents**. It is a strategic vision that identifies a path for **sustainable growth** of tourism and ensures that tourism delivers **even stronger benefits to the community**.

This will especially be crucial to the recovery of the leisure and hospitality industry in Los Angeles, which has been significantly impacted during the pandemic.

HOW WERE THESE RECOMMENDATIONS DEVELOPED?

In the fall of 2018, the City of Los Angeles Department of Convention and Tourism Development (CTD) engaged Resonance Consultancy to develop a long-term strategic plan. The entire process involved an incredible amount of input and guidance from local leaders, industry stakeholders and the community.

The first phase focused on six research activities to develop key insights reflecting the current state of tourism, which were reviewed and critiqued by a TMP Steering Committee. The second phase looked to the future of tourism in Los Angeles and included qualitative research and visioning sessions with more than 75 stakeholders.



HOW WILL THE TMP BE IMPLEMENTED?

The TMP includes roles and responsibilities for each of the 22 recommendations with a suggested lead department. It also recommends the formation of the Los Angeles Tourism Cabinet to work with public, private and community stakeholders to implement, monitor and advance the Plan.

CTD will work with the Los Angeles Tourism Cabinet to strategize action steps for each recommendation.



WHAT ARE THE RECOMMENDATIONS?

To realize this vision for LA, the TMP provides 22 recommendations in 7 strategic areas of focus:

1. DESTINATION STEWARDSHIP

- 1.1 Create and Implement a Sustainable Tourism Program for Los Angeles
- 1.2 Engage and Monitor Resident Sentiment Towards Tourism
- 1.3 Prepare a Crisis Management Plan

2. DESTINATION DEVELOPMENT

- 2.1 Support the Expansion of the Los Angeles Convention Center
- 2.2 Support a New Hollywood Visitor Center and Scenic Aerial Tramway or Gondola to the Hollywood Sign
- 2.3 Support the Hollywood Walk of Fame Master Plan
- 2.4 Increase Neighborhood Tourism Development

3. DESTINATION PROGRAMMING

- 3.1 Develop and Position Los Angeles as a Leading Destination for Sports Tourism
- 3.2 Develop and Position Los Angeles as a Leading Center for Creative Tourism
- 3.3 Develop and Position Los Angeles as a Leading Culinary Destination
- 3.4 Develop and Manage a Citywide Festival and Events Strategy
- 3.5 Celebrate and Promote LA's Rich Cultural Diversity



4. VISITOR ACCOMMODATIONS

- 4.1 Increase Short-Term Rental Collaboration
- 4.2 Identify and Advocate for New Hotel Development Opportunities
- 4.3 Monitor and Improve Visitor Satisfaction with Current Hotel Accommodations

5. VISITOR MOBILITY

- 5.1 Reduce Usage of Cars by Visitors to the City
- 5.2 Support the Redevelopment of Los Angeles International Airport

6. VISITOR INFORMATION & COMMUNICATIONS

- 6.1 Research and Monitor Visitor Behavior
- 6.2 Communicate and Inform Visitors
- 6.3 Modernize and Improve Wayfinding

7. DESTINATION MANAGEMENT

- 7.1 Establish Los Angeles Tourism Cabinet and Chief Tourism Officer
- 7.2 Improve Regional Cooperation

FOR MORE INFORMATION

Click here to download the Tourism Master Plan
Click here to go to ctd.lacity.org

