



CITY TOURISM COMMISSION



Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; David Stone; Germonique Ulmer

Members of the public who wish to speak during the meeting must submit a "Request to Speak" form to the Board Secretary prior to the commencement of the public comments for each agenda item of interest. Comments by the public on matters not identified on the agenda, but within the subject matter jurisdiction of the Commission, will be heard only during the item designated as "Public Comment." Public speaking will be limited to one minute per speaker.

Regular Meeting
Wednesday, June 15, 2022
9:00 a.m.

Dial in number:
1-669-254-5252
Meeting ID: 160 661 2026

1. CALL TO ORDER / ROLL CALL

2. COMMENTS FROM THE PUBLIC

- a. General and Agenda Item Public Comments
To make a public comment, dial the number again, enter the meeting ID#, then press *9. Limit is one minute per speaker, per item.
- b. Neighborhood Council representatives on any Neighborhood Council Resolution or Community Impact Statement filed with the City Clerk which relate to any agenda item listed or being considered on this agenda for the City Tourism Commission.

3. APPROVE MINUTES

- a. Approval of the regular meeting minutes from April 20, 2022
- b. Approval of the special meeting minutes from May 20, 2022

4. REPORTS

- a. Executive Director Report
- b. ASM Update
- c. LATCB Update

5. ACTION ITEMS

- a. Findings to Continue Teleconference Meetings Pursuant to AB 361
Determination in accordance with AB 361 Section 3(e)(3) that, while the state of emergency due to the Covid-19 pandemic, as originally proclaimed by the Governor on March 4, 2020, remains active and/or state or local officials have imposed or recommended measures to promote social distancing, this legislative body has reconsidered the circumstances of the state of emergency and that the state of emergency continues to directly impact the ability of the members to meet safely in person and/or state or local officials continue to impose or recommend measures to promote social distancing.

Materials related to an item on this agenda submitted to the City Tourism Commission after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.



CITY TOURISM COMMISSION

Commissioners: Jon F. Vein, President; Otto Padron, Vice President;
Bricia Lopez; David Stone; Germonique Ulmer



6. ADJOURNMENT

NOTICE TO PAID REPRESENTATIVES

If you are compensated to monitor, attend, or speak at this meeting, City law may require you to register as a lobbyist and report your activity. See Los Angeles Municipal Code 48.01 et seq. More information is available at ethics.lacity.org/lobbying. For assistance, please contact the Ethics Commission at (213) 987-1960 or ethics.commission@lacity.org.

Materials related to an item on this agenda submitted to the City Tourism Commission after distribution of the agenda packet are available for public inspection in the Executive Office of the Los Angeles Convention Center, 1201 S. Figueroa Street, Los Angeles, CA 90015, during normal business hours.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities.

Item 3a

Approval of the

April 20, 2022 Regular Meeting Minutes



CITY TOURISM COMMISSION

Regular Meeting Minutes
April 20, 2022

The Board of City Tourism Commissioners (Board) convened a regular meeting on Wednesday, April 20, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Commissioner David Stone
Commissioner Germonique Ulmer

ABSENT:

Vice President Otto Padron
Commissioner Bricia Lopez

PRESENTERS:

Ellen Schwartz, ASM
Ben Zarhoud, ASM
Christina Oh, CTD
Darren Green, LATCB

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:01 a.m.

Item 2a. Public Comment – Reopened at 9:07

One member of the public invited the Commissioners and attendees to a public meeting scheduled on May 4 & 5 regarding the Mayor's proposed budget item, Housing and Community Development Consolidated Plan.

Item 2b. Neighborhood Council

None

Item 3a. Approval of the special meeting minutes from March 23, 2022

UNANIMOUSLY APPROVED

Item 4a. Executive Director Report

Ms. Tina Oh, Deputy Executive Director, provided an overview of her activities, which included: the first meeting of the Tourism Cabinet; press conference at the SoFi Stadium announcing that Los Angeles will be hosting the 2023 College Football Playoff National Championship on Jan. 9, 2023; and updated the Board about the upcoming Summit of the Americas which Los Angeles will host the week of June 6, 2022.

Item 4b. ASM Monthly Update

Ms. Schwartz reported four events, including one filming. Ms. Schwartz presented a video highlighting the Super Bowl Experience. Mr. Zarhoud presented the financial data for February, reporting an operating surplus of \$2.6M and \$7.9M in gross revenue, noting the Super Bowl Experience produced better than expected and the increased number of concerts and games on the campus. Mr. Zarhoud also reported \$1.6M in operating expenses, and that the February Exhibit Hall occupancy was 65%, which was a result of the Super Bowl Experience, as compared to last year which had very little activity.

Item 4c. LATCB Monthly Update

Mr. Darren Green reported that LATCB has processed 70 leads YTD and booked 174,490 room nights, with year-end goals of 176 leads and 225,000 projected room nights, noting that five 2022 events cancelled but were augmented by three new bookings for the same year and that additional future years events have or may cancelled due to the lack of expanding the Center. Mr. Green provided a summary of the results of the Cvent Meeting Industry Pulse Survey noting that while planners are optimistic and confidence in safe in-person meetings is up, rates, F&B costs, and staffing are still a concern. Mr. Green added that lead activity is up dramatically from last year and site inspections increased by 464% compared to the same time last year. Ms. Patti MacJennett provided an overview of the US Travel/Destination Capital Hill meeting which included four key areas where congressional support is needed, which includes inbound international travel and the challenging passport renewal process.

Item 5a: Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:41 a.m. without objection.

Item 3b

Approval of the

May 20, 2022 Special Meeting Minutes



CITY TOURISM COMMISSION

Special Meeting Minutes
May 20, 2022

The Board of City Tourism Commissioners (Board) convened a special meeting on Wednesday, May 20, 2022 at 9:00 a.m. via Zoom.

PRESENT:

President Jon F. Vein
Vice President Otto Padron
Commissioner David Stone

ABSENT:

Commissioner Bricia Lopez
Commissioner Germonique Ulmer

PRESENTERS:

Kimberly Miera, Deputy City Attorney

Item 1. Call to Order / Roll Call

President Vein called the meeting to order at 9:12 a.m.

Item 2a. Public Comment

None

Item 2b. Neighborhood Council

None

Item 3a. Findings to Continue Teleconference Meetings Pursuant to AB 361

Ms. Kimberly Miera informed the Board that the Brown Act included teleconference provisions and that Governor Newsom eased the requirements during the pandemic. Ms. Miera stated that AB 361 allows legislative bodies to consider circumstances that impact the ability of members to meet safely in person and that the item must be considered every 30 days.

THE BOARD UNANIMOUSLY APPROVED CONTINUING THE ABILITY TO HAVE VIRTUAL COMMISSION MEETINGS.

ADJOURNMENT

The meeting was adjourned at 9:14 a.m. without objection.

Item 4a

Executive Director's Report



Item 4b

ASM Update



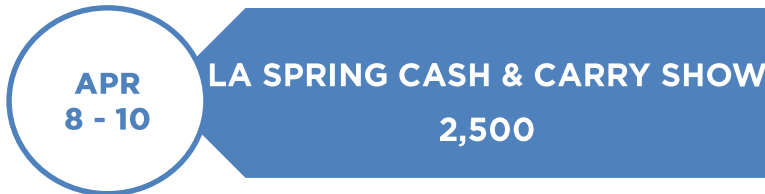
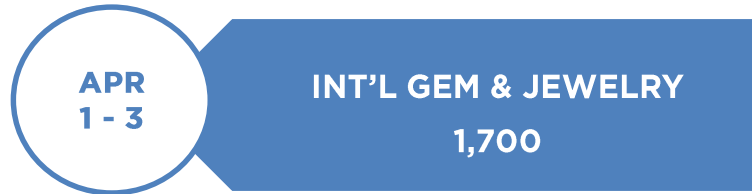
LOS ANGELES CONVENTION CENTER MONTHLY UPDATE FOR

APRIL 2022

ELLEN SCHWARTZ



LACC APRIL 2022 EVENTS



LACC APRIL 2022 EVENTS

JEWELS, GEMS & MORE



For two weekends in April, the LACC sparkled just a little extra as we hosted the **International Gem & Jewelry Show** followed by the **LA Cash & Carry Gift Show**. Both returning shows welcomed familiar faces back to the facility along with new attendees who enjoyed their shopping experience.

YU-GI-OH! REGIONALS



Yu-Gi-Oh! Duelists reunited for one of the first in-person Regional Qualifiers since the start of the pandemic at the LACC this month. Close to 1,000 duelists competed to earn invites to the World Championship competition along with exclusive prizes that were given away.

B2B MARKETING EXPO



The B2B Marketing Expo brought over 300 exhibitors and 100 exceptional seminars led by industry professionals & experts to the LACC.

Click the [post-show video](#) put together by 7SunMedia and shared by B2B Marketing Expo.



LACC EARTH DAY EVENT

Earth DAY RECAP



SPRING CLEANING FOR THE EARTH

April 18th -22nd, LACC employees and partners joined forces for another successful Earth Day activity. Team members gathered old paperwork and recyclables from their workspaces and filled multiple x-large cleaning bins. All materials were handled by our ABM partners to ensure they were recycled properly.



FAST FACT: DID YOU KNOW?

Each ton of recycled paper can save 17 trees, which can absorb a total of 250 pounds of carbon dioxide from the air each year.
-Florida Tech

LACC APRIL 2022 FILMING & PARKING

<u>DATES</u>	<u>NAME</u>	<u>LOCATION</u>	<u>AMOUNT</u>
Mar. 31 – Apr. 3	Biscuit Nissan Commercial	Bond Lot, Kentia Hall, Pico Dr.	\$37,100
Apr. 2 - 3	Lakers TV Trucks	West North Plaza, Petree Plaza	\$7,000
Apr. 20 – 24	Super Prime NBA Commercial	South Lobby, Kentia, Concourse	\$80,530

TOTAL: \$124,630

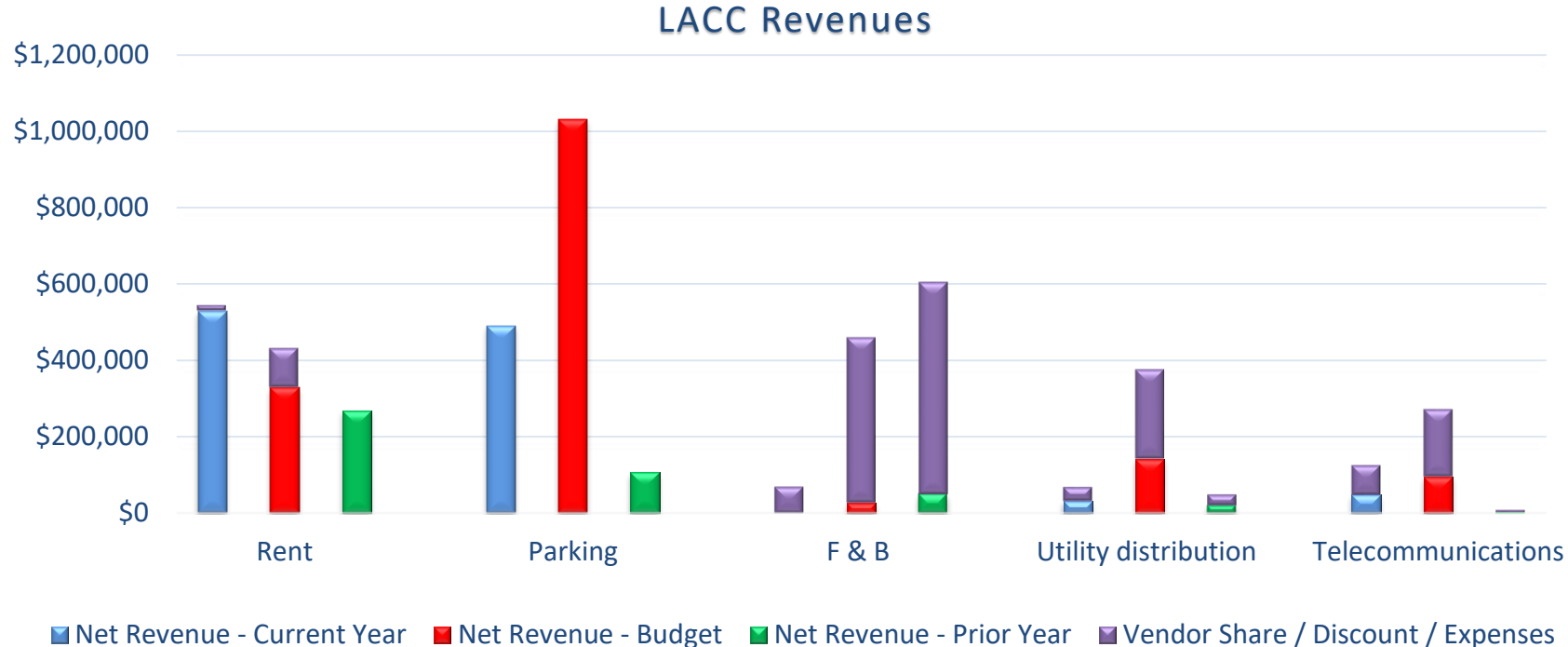
LACC APRIL 2022 FINANCIALS

OPERATING SURPLUS (LOSS):

- (\$0.2) million (before approved City Reimbursements, A & I and Capital Projects)
- \$0.1 million below budget
- \$0.1 million above prior year

REVENUES:

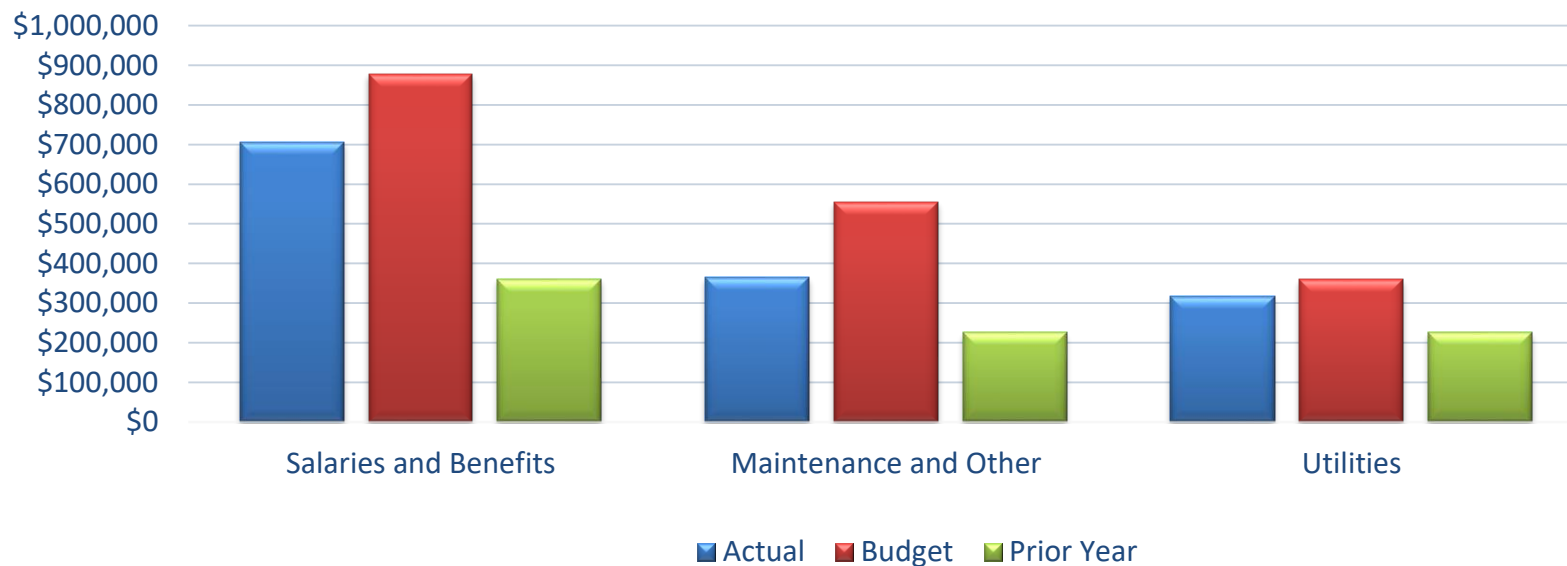
- \$1.5 million gross revenue (before discounts and service provider share)
- \$1.3 million net revenue
- \$0.5 million below budget and \$0.7 million above prior year



LACC APRIL 2022 FINANCIALS

OPERATING EXPENSES:

- \$1.5 million (before approved A & I, Capital Projects, and City reimbursement)
- \$0.4 million below budget and \$0.6 million above prior year



CITY REIMBURSEMENT - \$0.1 million

Capital and Alterations & Improvements

LACC APRIL 2022 OCCUPANCY

Exhibit Hall Occupancy

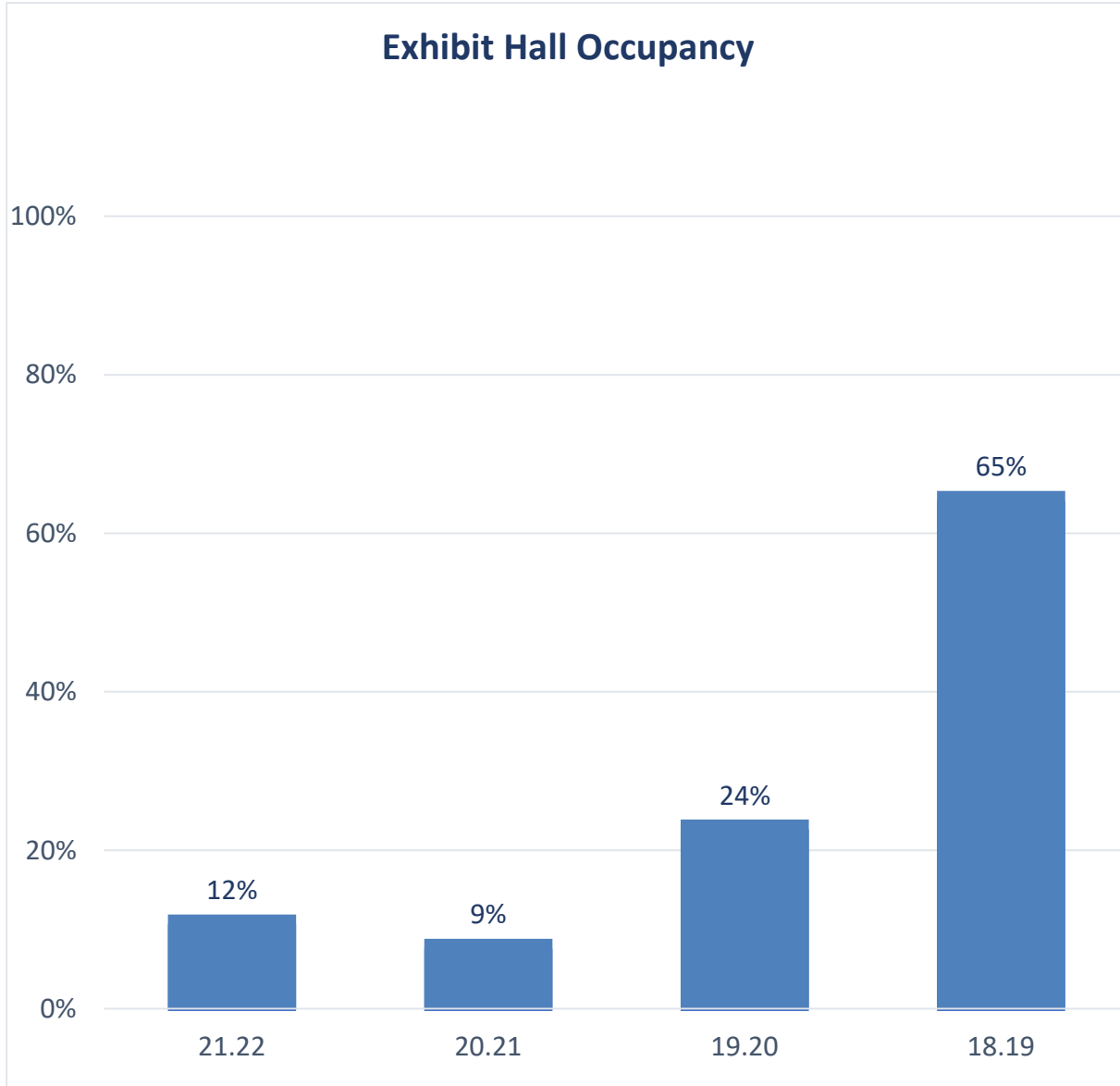
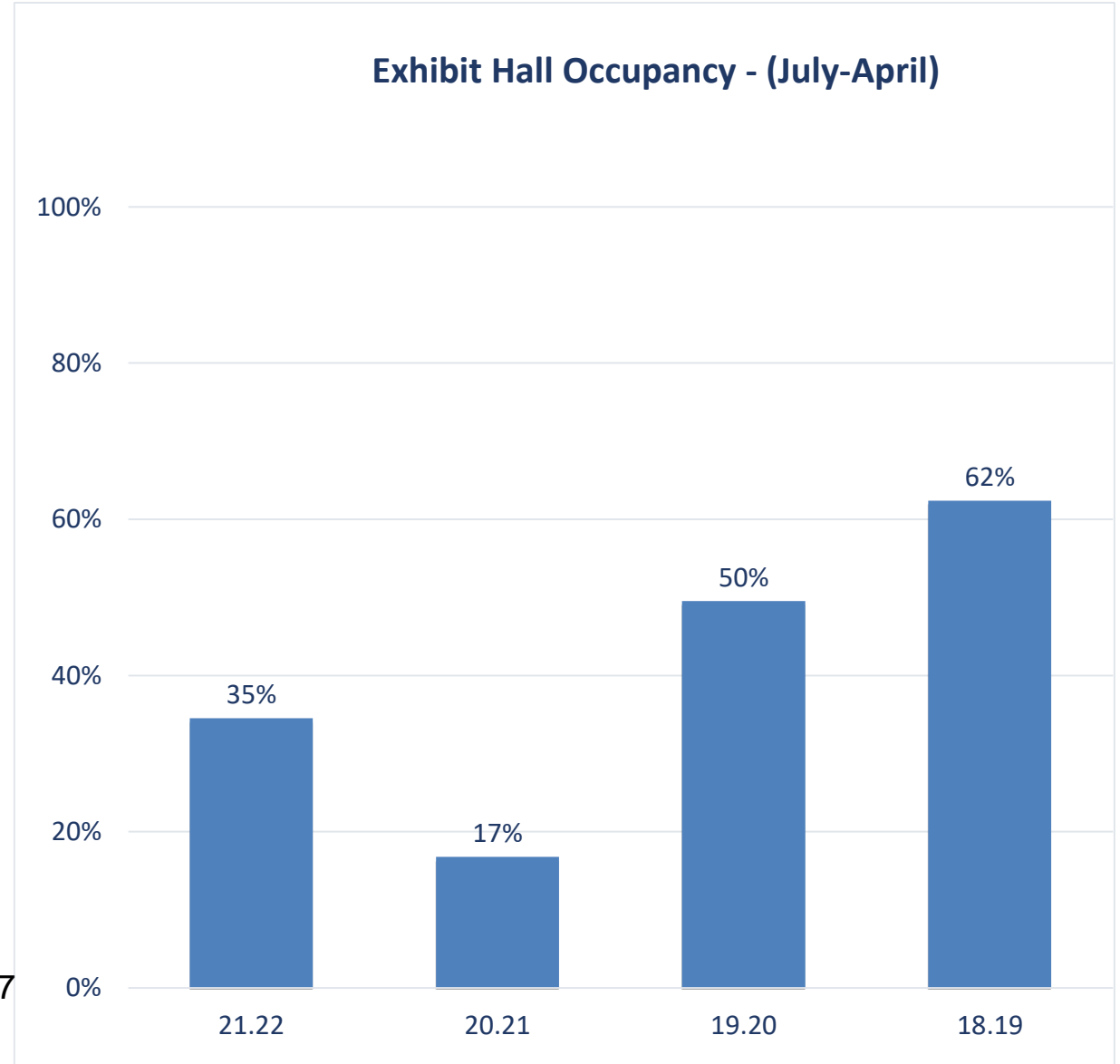


Exhibit Hall Occupancy - (July-April)



Item 4c

LATCB Update



CTD Board of Commissioners

June 15, 2022

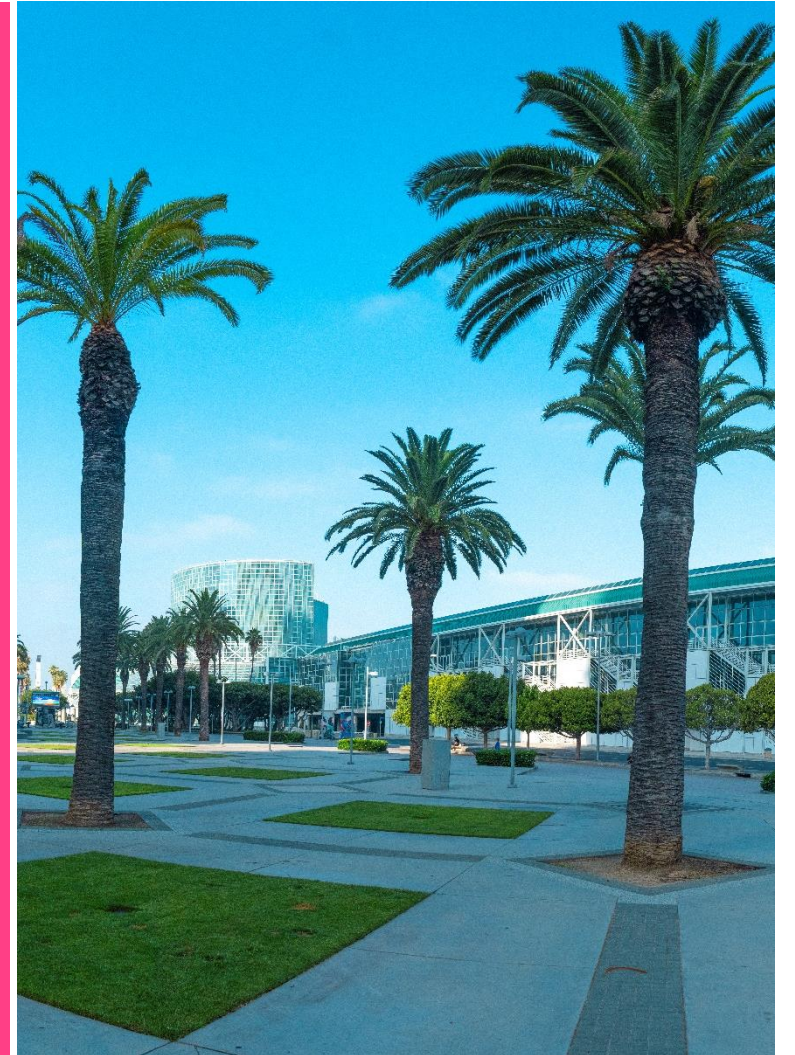


Los Angeles Tourism & Convention Board



SALES UPDATES

Darren K Green
Chief Sales Officer



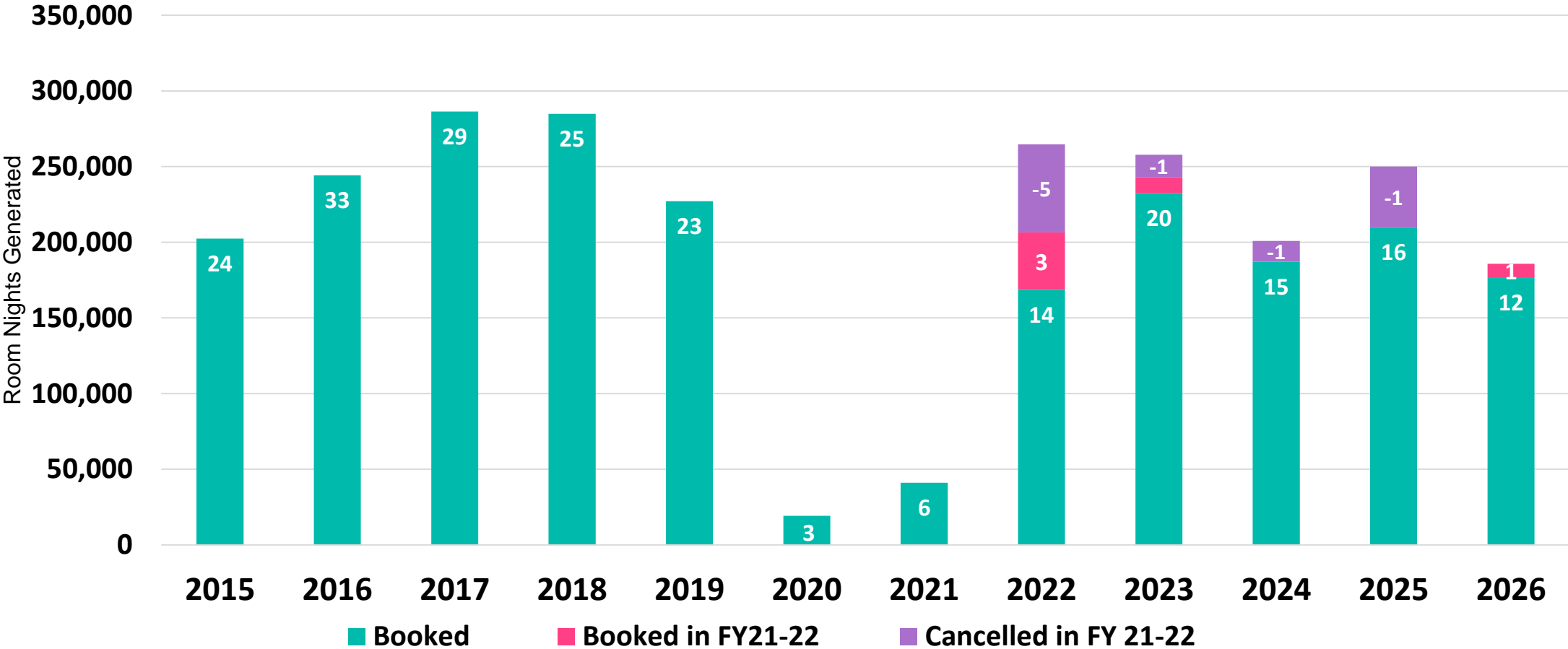
CITYWIDE CONVENTION SALES

YTD FY21/22 PRODUCTION RESULTS

Lead Production	Leads Actual
FY 21/22 Goal	176
FY 21/22 YTD	112
FY 20/21 STLY	77

Booked Room Nights Produced	RNs Actual
FY 21/22 Goal	225,000
FY 21/22 YTD	177,390
FY 20/21 STLY	313,571

CITYWIDE CONVENTION BOOKED ROOM NIGHTS 2015-2026 CALENDAR YEAR ARRIVAL DATE

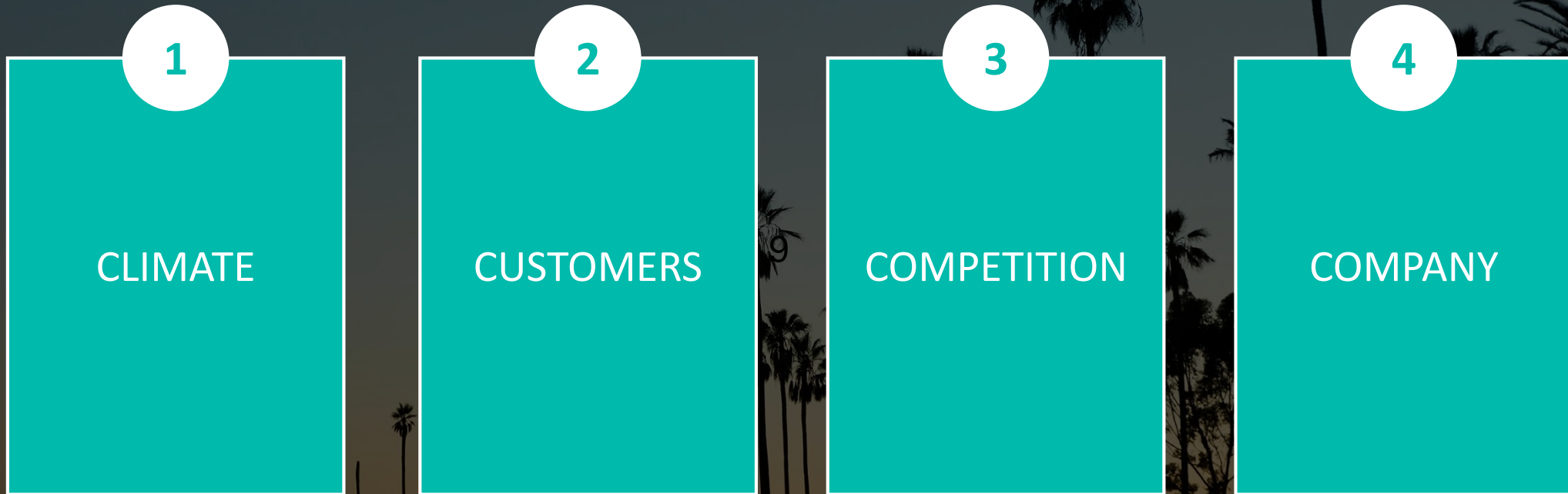


CITYWIDE CONVENTION PIPELINE

YEAR	RNs	Last Update Variance
2022	0	0
2023	53,800	-12,434
2024	187,203	13,979

YEAR	RNs	Last Update Variance
2025	194,603	23,845
2026	85,024	-26,104
2027	149,721	0

Foundation for Strategic Planning Process





CLIMATE – GROUP SALES

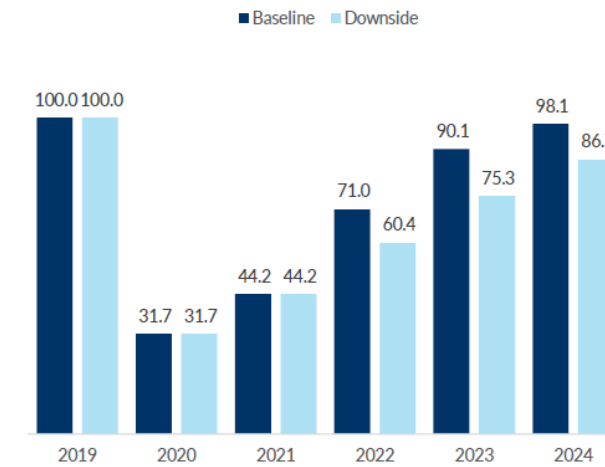
Overview of Citywide & Hotel Sales Group Business



Climate – Group Business

- Overall RFP volumes continue to improve
- Conversions up, cancellations down
- Corporate meetings has now increased to 69.6 percent of group business
- Legislation is becoming more important; several associations can't go to states with legislation that prohibits inclusion
- 2023 to 2025 corporate and event planning budget anticipated to increase

Group demand benchmark: US aggregate
Index (2019=100)



Source: 2Synergize FuturePace; Tourism Economics

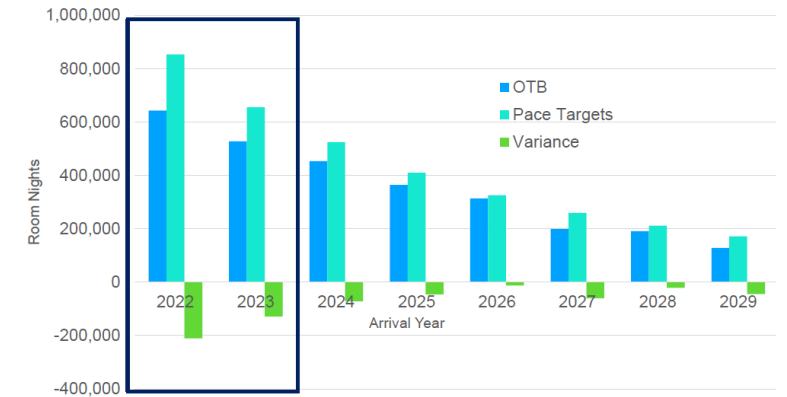
*Group market recovery scenarios vary.
Market dynamics differ by region*

Group-oriented hotels, northern markets, and global gateway cities reliant on inbound international travel are projected to lag in performance.

Tertiary markets continue to hold post-COVID share.

Segment: 500K+ GSF

FuturePace Averages to 2017-2019 YE Goal



Group room nights on the books compared to pace targets

Group forecasts for most major destinations has been revised downward since beginning of the year reflecting slower pace and cancellations.

Los Angeles Market-Group Recovery Trends & Observations

Los Angeles group recovery has been driven by a resurgence in smaller sized, corporate group business.

RFP's for groups are 40%-60% smaller in terms of room nights and attendees.



Top Segments

Top RFP Segments: -
Corporate 67% -
Association 8%
remainder Non-Profit,
Social/Leisure,
Education



Emerging Markets

Healthcare,
Pharmaceuticals, and
Biotech are the leading
group of meeting
planners sourcing Los
Angeles

– top planner states NJ,
CA, PA



3rd Party Planners

+80% of meeting
planners sending
RFPs are 3rd party
planners



Opportunities

Corporate segment is
leading RFP volume &
group recovery

– opportunity exists to
partner & book more
small corporate groups



New & Unique Venues

More clients requesting new
and unique venues, outdoor
and open air as opposed to
traditional meetings spaces

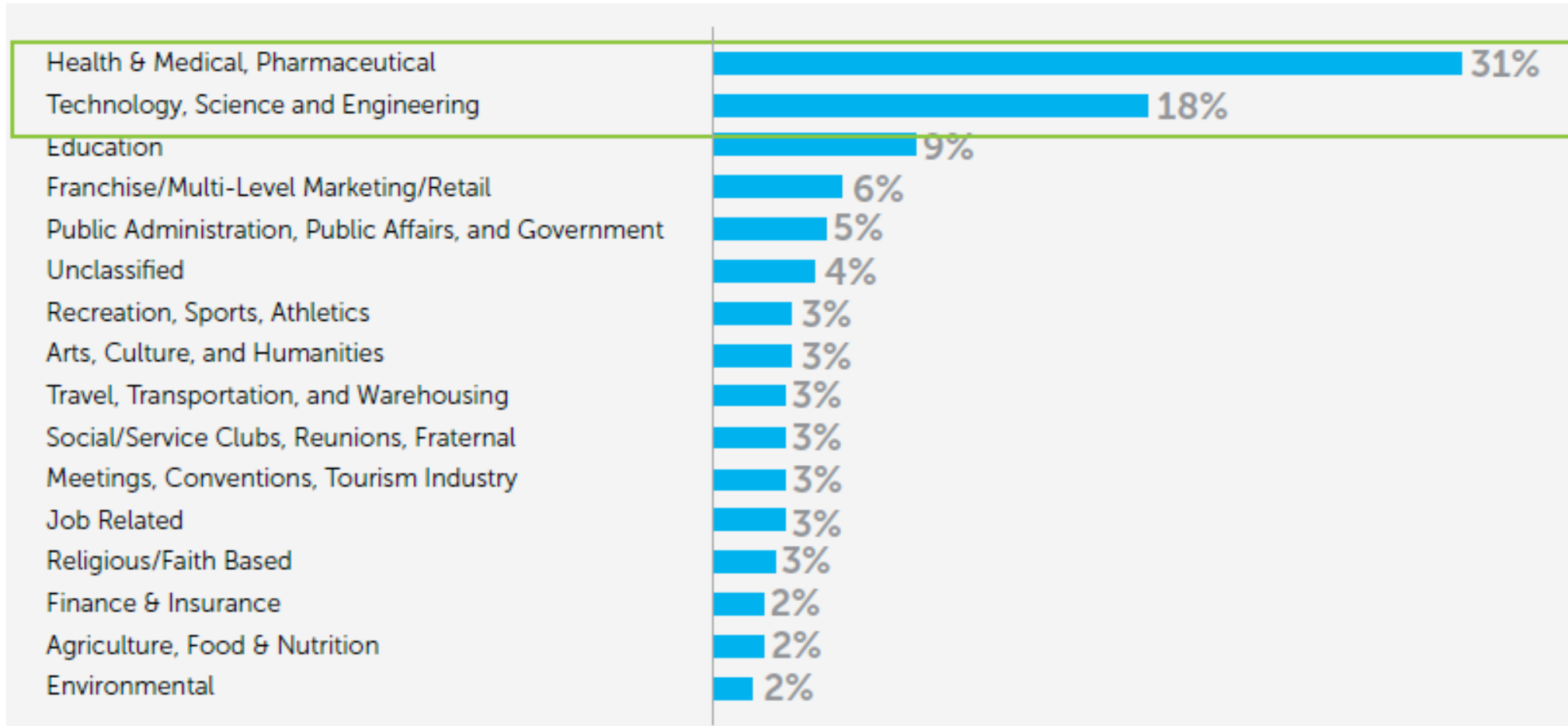


CUSTOMER – GROUP SALES

Overview of Citywide & Hotel Sales Customer and Positioning

Customer – Group Business

Key Industries – MINT+ Top 250 2022 Events



Customer – Group Business: CITYWIDE– Key Segments

Corporate



High-Tech/Electronics
Leading RFP volume

60%
of RFPs

Association

Health & Medical



Historically book larger
groups further out ...+5
years out

21
leads

Peak Rooms



Average peak rooms
for leads created are
rooms peak

2,650

Feeder Markets



Washington D.C./Virginia
California
Washington

Corporate:

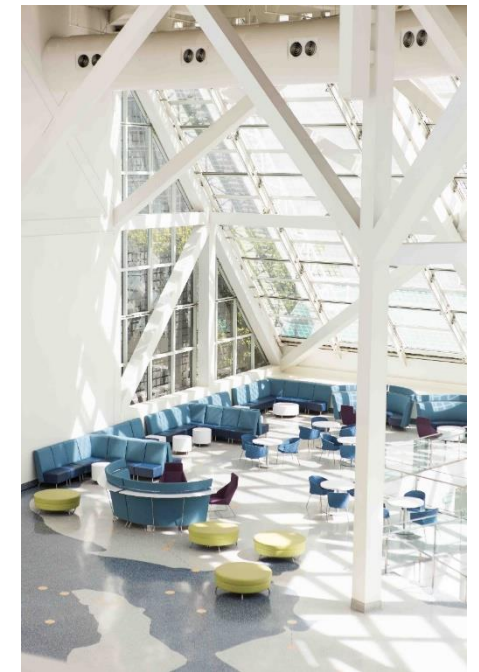
- Tech- Annual events similar to E3- GSMA, Adobe MAX
- Realty
- Finance

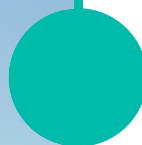
Association:

- Medical
- Bio-Tech
- Consumer Products/Manufacturing

Sports:

- College Football Championship 2023
- WrestleMania 2023
- FIFA World Cup 2026





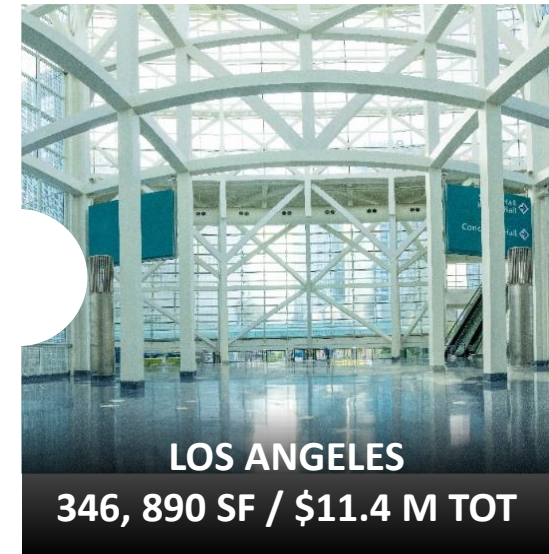
COMPETITION - GROUP SALES

Direct Group Competitive Set & L.A. Market Share

Competition – Group Business

- California Competition: San Diego, Anaheim, San Francisco. San Diego is the strongest California destination for group demand, followed by Los Angeles
- West Coast Competition: Las Vegas, Denver, Seattle, Portland
- Nationwide Competitors: Dallas/Fort Worth, Phoenix/Scottsdale, Miami, Orlando, Austin, Nashville, Chicago, Philadelphia, New York, Boston
- Secondary/Tier 2 Self-Contained Competitors: Long Beach, Palm Springs, Santa Barbara
- Many competitive destinations have recently completed or have approved convention center expansion plans

CALIFORNIA CONVENTION CENTERS *(CURRENT CAPACITY)*



MAJOR CITIES WITH RECENT CENTER EXPANSIONS

Recently Completed



SEATTLE, WA



NEW YORK, NY



SAN FRANCISCO, CA



SAN DIEGO, CA



TAMPA, FL



DALLAS, TX



SAMPLE OF POST-EXPANSION CITYWIDE POTENTIAL



Over 200,000 total room nights
Over \$8 million TOT



RANK	CITIES	2022	VARIANCE TO 2019
1	Orlando	9.7%	▼
2	Chicago	9.3%	▲
3	San Diego	7.2%	▲
4	Las Vegas	6.8%	▲
5	Atlanta	5.9%	▲
6T	Denver	5.5%	▲
6T	New Orleans	5.5%	▼
6T	Washington	5.5%	▲
9	Philadelphia	5.1%	▲
10	San Antonio	4.7%	▲
11	Houston	3.8%	▼
12	Anaheim	3.0%	▼
13T	Boston	2.5%	▲
13T	Dallas	2.5%	▼
15T	San Francisco	2.1%	▼
15T	Nashville	2.1%	▼
17T	Minneapolis	1.7%	▲
17T	Seattle	1.7%	▲
17T	St. Louis	1.7%	▲
20T	Indianapolis	1.3%	▼
20T	Phoenix	1.3%	▲

In 2022, Orlando will host the largest number of the Top 250 conventions, followed by Chicago, San Diego, and Las Vegas.

- In 2022 89% of the Top 250 conventions will meet in just 20 destinations (rotating)
- Los Angeles is tied for 22 ranking with Austin, Baltimore, Charlotte, Kansas City



COMPANY – GROUP SALES

Convention Sales, Self-Contained Sales, Client Services

Company – Group Business

Strategic Approach

Our approach takes into consideration economic industry recovery trends taking place.

- Industries recovering in the **short/mid-terms**, are considered in targeting of vertical segments and deployment of our Sales Directors.
- We also look at **long-term** need periods and aligning the sales efforts.

Tactical Execution of Variables:

- Peak rooms
- Segments
- Sources (intermediary, management company, etc.)
- Lead times
- Feeder markets
- Arrival months & patterns

The analysis of these factors are used to identify a “target profile” for groups and events. It’s also used as a means of account/event “scoring”.

S&P 500 Index	% Change	Bar
S&P 500 Index	+4.99%	<div style="width: 4.99%;"></div>
Communication Services XLC	+10.68%	<div style="width: 10.68%;"></div>
Consumer Discretionary XLY	+3.73%	<div style="width: 3.73%;"></div>
Consumer Staples XLP	-1.93%	<div style="width: -1.93%;"></div>
Energy XLE	+41.35%	<div style="width: 41.35%;"></div>
Financials XLF	+17.94%	<div style="width: 17.94%;"></div>
Health Care XLV	+1.02%	<div style="width: 1.02%;"></div>
Industrials XLI	+9.28%	<div style="width: 9.28%;"></div>
Materials XLB	+8.70%	<div style="width: 8.70%;"></div>
Real Estate XLRE	+6.76%	<div style="width: 6.76%;"></div>
Technology XLK	+1.07%	<div style="width: 1.07%;"></div>
Utilities XLU	-0.46%	<div style="width: -0.46%;"></div>

Components For S&P 500 Index. % Change: +4.99%

Company Name	Sector	Last	Change	% Change
ViacomCBS, Inc.	XLC	37.26	+57.68	+154.80%
Discovery, Inc.	XLC	30.09	+41.01	+136.29%
Discovery, Inc.	XLC	26.19	+33.51	+127.95%
Marathon Oil Corp.	XLE	6.67	+5.53	+82.91%
Occidental Petroleum Corp.	XLE	17.31	+13.32	+76.95%
DIAMONDBACK ENERGY SERVICES INC	XLE	48.40	+33.61	+69.44%
Macy's, Inc.	n.a	11.25	+7.48	+66.49%
L Brands Inc.	XLY	37.19	+23.62	+63.51%
HOLLYFRONTIER CORP	XLE	25.85	+15.19	+58.76%
Devon Energy Corp.	XLE	15.81	+8.44	+53.38%
Gap Inc.	XLY	20.19	+10.62	+52.60%
Ford Motor Co.	XLY	8.79	+4.58	+52.10%
EOG Resources, Inc.	XLE	49.87	+25.13	+50.39%
Exxon Mobil Corp.	XLE	41.22	+20.75	+50.34%
APA Corp.	XLE	14.19	+7.04	+49.61%
Kohl's Corporation	n.a	40.69	+19.77	+48.59%

Short Term

- IYFY – Lead Time
- Verticals & Trending
- Regional & Local
- Sectors
- DB Clean & Update
- Pent up Demand
- Year of 2 halves
- Open Demographics

Mid-Term

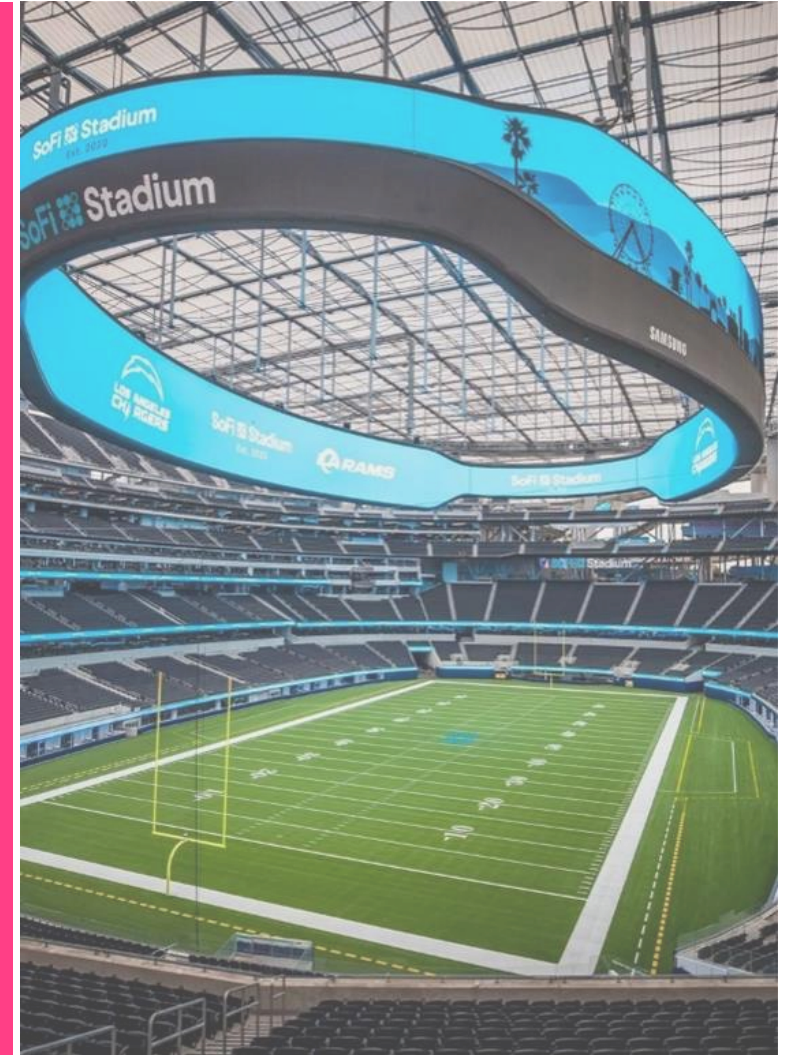
- Verticals & Trending
- Lead Time
- Product/Regroups
- Sectors
- DB Clean & Update
- Incentives
- Regional & National
- Con't Pent Up Demand

Long-Term

- Verticals & Trending
- Lead Time
- Top Sectors Growth
- National & Intl.
- DB Clean & Update
- Stability Verticals
- DB Segmentation
- Gap Time Frames



Super Bowl Impact



SUPER BOWL BY THE NUMBERS

 **225**

Women, Minority, LGBTQIA+, & Veteran-owned companies

in Los Angeles participated in the Business Connect program

 **70+**

ChampionLA Donors

supported our mission to create positive economic and community impact through major events

 **3**

3 Year Partnership

to run the Mobile Play Unit, Park on the Move which will provide access to play to underreached neighborhoods

 **250+**

Special Events

and Parties were produced throughout LA County

 **542**

Welcome Team Volunteers

worked **2,225** total Volunteer Hours

 **2,016**

Paid NFL Teammates

worked **16,001** Hours

 **5,750**

Trees and Native Greenery

planted throughout LA County

 **22K**

Units of Sports Equipment

donated through Super Kids Super Sharing program

 **69K+**

Room Nights

contracted in LA region hotels by the NFL

 **100K+**

Visitors

to the LA Convention Center over five days of the Super Bowl Experience

 **\$800K**

in Grant Awards

distributed to **56** deserving LA nonprofits through the SBLVI Legacy Program

 **3.27M**

Metro Rides

logged over SBLVI week up 602% from the same week last year

 **208M+**

Viewers

watched SBLVI — the most watched show in 5 years

 **\$477.5M**

in Total Economic Impact

and 4,700 new annual jobs (projected by Micronomics)

 **1.8B**

Social Media Impressions

across league social platforms throughout the week (an all-time NFL record)

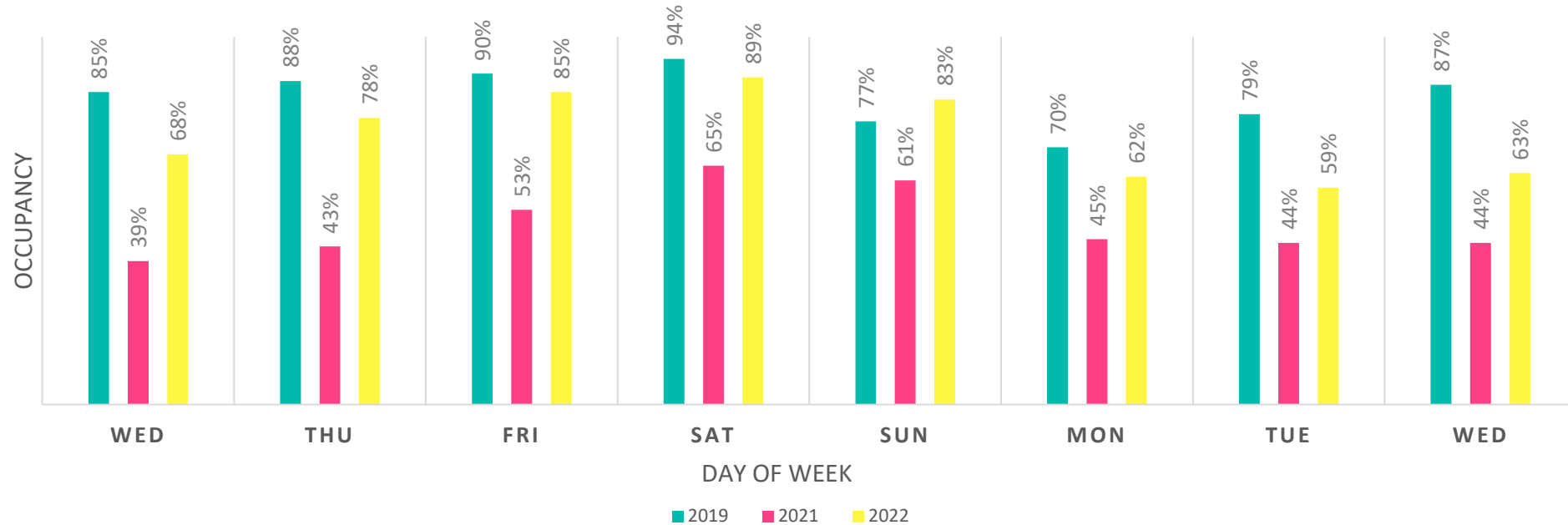
 **5,289**

Credentialed Media

covered the game that was televised live in more than 180 countries and 25 languages.

LOS ANGELES CITY TOT - HOTEL OCCUPANCY

WEEK OF FEBRUARY 9-16, 2022
SUPER BOWL LVI

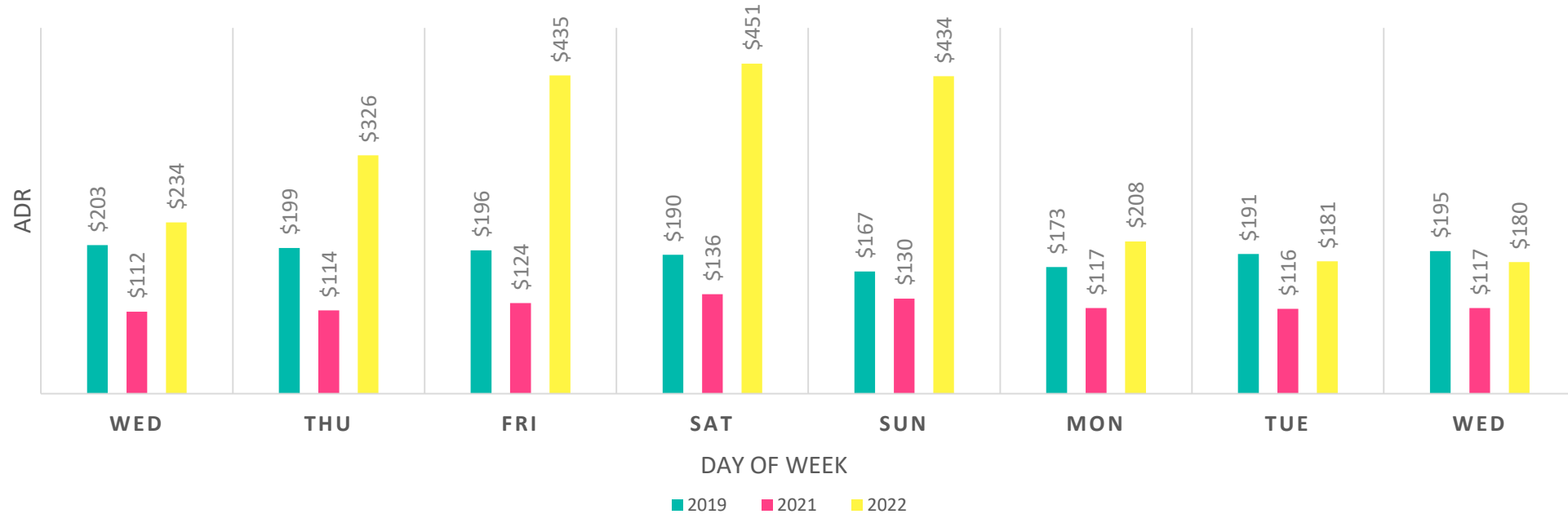


OCC	WED Feb 09	THU Feb 10	FRI Feb 11	SAT Feb 12	SUN Feb 13	MON Feb 14	TUE Feb 15	WED Feb 16
YOY% vs 2021	73%	81%	61%	36%	37%	39%	33%	45%
YOY% vs 2019	-20%	-11%	-6%	-6%	8%	-11%	-26%	-27%



LOS ANGELES CITY TOT - HOTEL ADR

WEEK OF FEBRUARY 9-16, 2022
SUPER BOWL LV

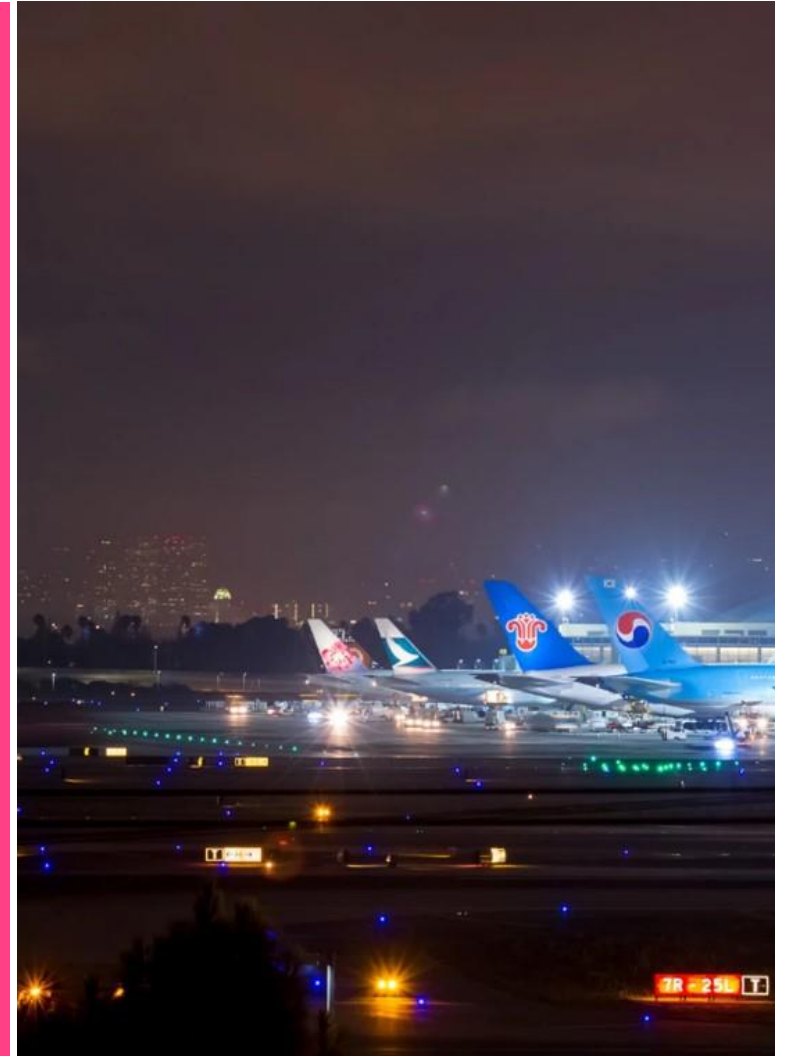


ADR	WED Feb 09	THU Feb 10	FRI Feb 11	SAT Feb 12	SUN Feb 13	MON Feb 14	TUE Feb 15	WED Feb 16
YOY% vs 2021	108%	185%	250%	233%	233%	78%	55%	54%
YOY% vs 2019	15.7%	63.8%	121.4%	137.3%	159%	20.3%	-5.5%	-7.8%





International Visitation Strategy



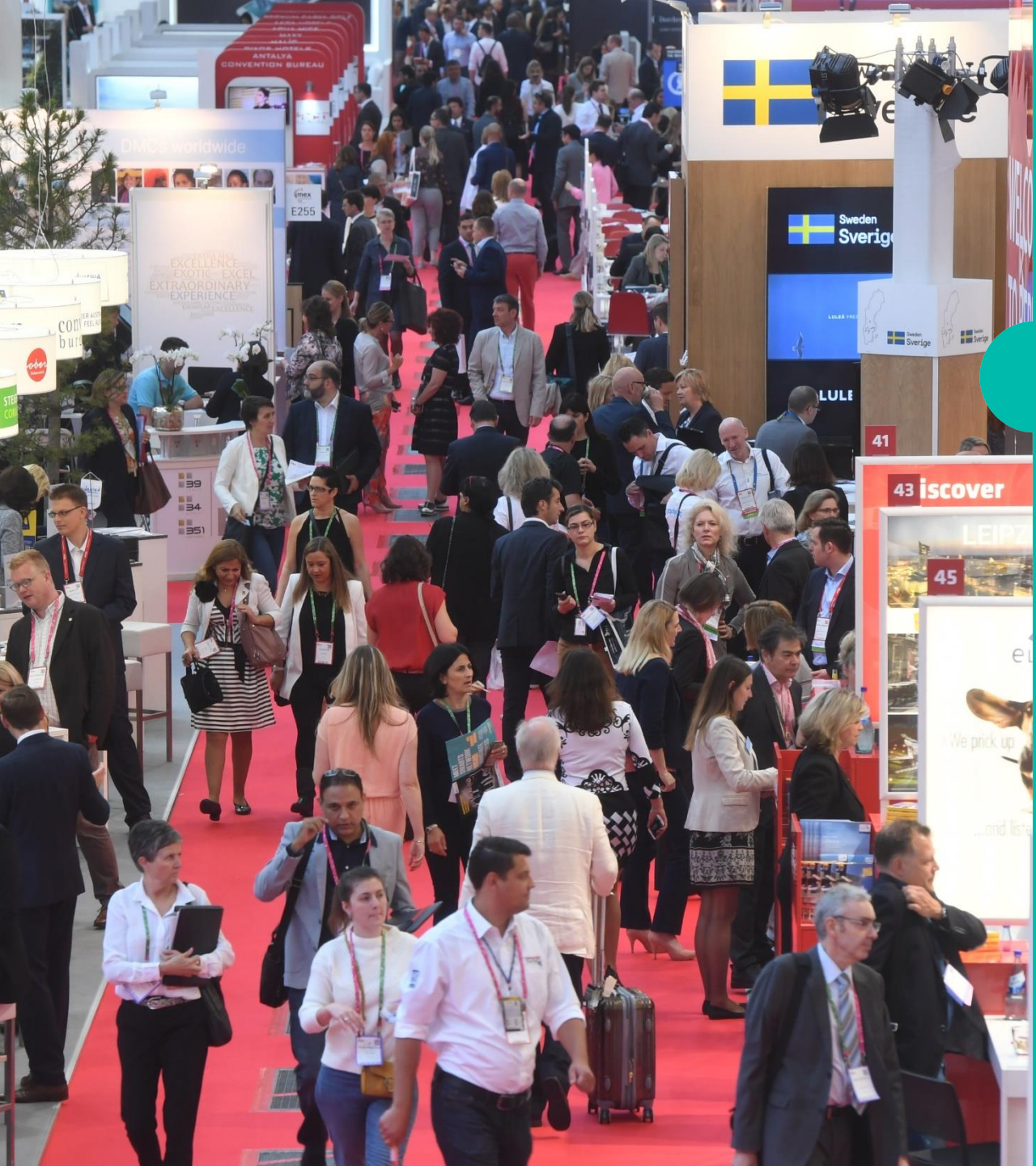
Welcome to **ijmex** Hall 8

Show Floor



INTERNATIONAL MARKET UPDATE - IMEX

- **IMEX Frankfurt: International MICE Tradeshow May 30th – June 2nd:**
- IMEX takes place at Messe Frankfurt is **one of the world's largest** MICE (Meetings, Incentives, Conferences, Events/Exhibitions) shows in the heart of Europe.
- **For 2022:**
 - Approx. 2,800 buyers and 2,500 exhibitors.
 - Although attendance was down to 2019, total participation was greater than that of IMEX America 2021.
- **160 countries were present**, and all are open for MICE and group travel.



INTERNATIONAL MARKET UPDATE - IMEX

- International Planner surveys indicate:
 - **Seminars and Corporate Events** – will return in 6 months
 - **Incentive Programs** – will return in 12 months
 - **Large Meetings and Conferences** – will return in 24 months
- General buyer sentiment is that **“US pre-travel COVID testing is the most significant travel deterrent in the near term”** ...
- Long-haul destinations (over 5 hours) will be the slowest to return.
- **Sustainability, DEI and “de-Carbonization”** (via efficient transportation options) are critical buying needs.



INTERNATIONAL MARKET UPDATE - APAC

- Some **Asia-Pacific (APAC)** countries that had fully closed to foreign travel — **including Australia and New Zealand** — have now reopened to outbound U.S. travel, although they may continue to impose testing, vaccination or quarantine requirements.
- If travelers have a passport for **Australia, New Zealand, Singapore, South Korea, and Taiwan**, they can easily enter the US by having a **US Electronic System for Travel Authorization (ESTA)**. The US ESTA is the only document the American government asks for.



INTERNATIONAL MARKET UPDATE - APAC

- This **Visa Waiver Program (VWP)** enables nationals of these same countries to travel to the United States for tourism or business (visitor visa purposes) for stays of 90 days or less *without* obtaining a visa.
- Emerging markets like **Laos, Thailand, Vietnam, Indonesia, Malaysia, Myanmar and Cambodia** are once again open to American travel, although vaccine or testing requirements are in force in most cases.
- **China** is not expected to loosen travel restrictions until late 2022.
- Of course, all travel is predicated upon air route availability and airline recovery.

Congratulations to Adam Burke, President and CEO of Los Angeles Tourism & Convention Board on winning the Destinations International Global Ambassador Award at IMEX Frankfurt



THANK YOU



Los Angeles Tourism & Convention Board

Item 5a

Findings to Continue Teleconference Meetings

Pursuant to AB361

