



Downtown Los Angeles: Travel, Tourism, Facts & Figures

Compiled and Presented By

LA INC.
The Convention and Visitors Bureau

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Introduction

Enjoying a renaissance spurred by multi-billion dollar commercial and residential developments over the last decade, downtown Los Angeles has grown from its former role as day-home for commuters and conventioners to become a multi-faceted professional sports and entertainment center, after-hours social hub, must-see tourism destination, cultural hot spot, and home to more and more permanent residents. Here are some numbers that help to describe this dynamic urban area.

Downtown Residents: 2000 Population by Zip Code

<u>Region</u>	<u>Zip Code</u>	<u>Population</u>	<u>No. of Households</u>	<u>Median Age</u>
Chinatown/Bunker Hill	90012	30,577	7,840	35.0
Central/Toy District	90013	9,727	3,796	43.0
Jewelry District	90014	3,518	2,431	51.4
South Park	90015	15,134	4,888	27.8
Financial District/City West	90017	20,689	6,470	43.0
Southeast/Warehouse	90021	3,003	1313	38.7
Financial District/Library	90071	6	0	45.0
Total		82,654	26,738	

Race and Ethnicity

White/Caucasian	25.8%
Black	14.6%
Asian	20.5%
<u>Other/Mixed</u>	<u>39.1%</u>
Total	100.0%
 Hispanic	 48.2%

Source: U.S. Dept. of Commerce, Bureau of Census, 2000; LAEDC; LADOT

Central City Population and Housing

("Central City" defined by LA City Planning Department)

	<u>2003 Estimate</u>
Population in households	18,688
<u>Population in group quarters</u>	<u>7,457</u>
Total population	26,154
 Single-family units	 383
Multi-family units	12,880
<u>"Other" housing units</u>	<u>8</u>
Total housing units	13,272

Source: City of Los Angeles, Dept. of City Planning

Residential Housing Units as of August 2005

	<u>Market-rate</u>	<u>Affordable*</u>	<u>Total</u>
Existing	7,629	9,221	16,850
Under Construction	4,473	323	4,796
Permitted	887	40	927
Under Plan Check	1,507	168	1,675
Under Consideration	9,807	37	9,844
Total of Above	24,303	9,789	34,092

* Units are labeled as affordable if their prices are based on criteria- usually a percentage of residents' household income- mandated for a property to be eligible for certain tax breaks

Source: Downtown Center Business Improvement District; LAEDC

Employment Data and Average Annual Wages

(Includes businesses in Echo Park to the Northwest and around the USC campus to the South)

Category*	<u>2003 Employment</u>	<u>% of Total</u>	<u>Avg. Annual Wage</u>
Government	252,193	59%	\$51,126
Professional, Scientific & Tech. Services	26,178	6%	\$88,749
Manufacturing- Nondurable	22,713	5%	\$24,254
Finance & Insurance	20,904	5%	\$109,482
Wholesale Trade	20,593	5%	\$36,698
Accommodation & Food Service	13,244	3%	\$17,271
Health Care & Social Assistance	9,590	2%	\$41,185
Mngmt. Of Companies and Enterprises	8,970	2%	\$77,194
Admin & Support & Waste Mgmt & Remediation	7,186	2%	\$30,549
<u>Other</u>	<u>45,658</u>	<u>11%</u>	<u>NA</u>
Total	427,229	100.0%	\$52,332

*NAICS Classifications

Source: California Employment Development Dept., LMI Division; LAEDC.

Top Corporations Headquartered in Downtown

	<u>Revenue (\$ millions)</u>
Capital Group Companies, Inc.	2,900.00
Reliance Steel & Aluminum Co.	1,745.0
AECOM Technology Corp	1,682.0
Swinerton Builders	1,369.2
CB Richard Ellis	1,200.0
Gibson Dunn & Crutcher LLP	590.2
O'Melveny & Meyers LLP	565.0
Guess Inc.	544.1
Paul Hastings Janofsky and Walker LLP	487.5
Hathaway Dinwiddie Construction	457.4
Cathay Bancorp Inc.	316.0
Ben Myerson Candy Co.	210.0
Apex Mortgage Capital Inc.	164.0
ColorGraphics Inc.	120.2
E*Capital Group	113.0

Source: Los Angeles Business Journal, 2004 Book of Lists

Office and Industrial Vacancy Rates, LA County and Central Los Angeles

	<u>Office</u>		<u>Industrial</u>	
	Central LA	LA County	Central LA	LA County
02Q1	17.3%	15.9%	3.2%	4.2%
02Q2	18.5	16.5	3.0	3.9
02Q3	19.6	16.5	2.7	4.7
02Q4	20.6	16.7	2.5	4.5
03Q1	19.4	16.1	2.3	4.6
03Q2	20.6	16.2	2.4	4.3
03Q3	19.9	15.8	1.8	4.1
03Q4	19.6	16.2	1.9	4.0
04Q1	19.8	16.1	1.9	3.5
04Q2	20.0	15.7	1.6	3.1
04Q3	19.4	15.0	1.6	2.5
04Q4	19.1	14.8	1.2	2.4
05Q1	17.8	14.0	1.1	2.2
05Q2	15.9	12.9	1.0	2.1

Source: Grubb & Ellis Research Services

Activities of Downtown Users

Primary and Other Activities of People Downtown

Primary Activity	Total	Office Worker	Resident **	Visitor	Weekend shoppers	Cultural/ Arts
Regular work in a downtown office	26.1%	93.2%+	20.2%	13.6%-	0.0%	0.0%
Attending an arts/performance event	15.9%	0.0%	1.0%-	23.7%+	0.0%	76.4%+
Other regular work downtown	8.0%	6.1%	4.0%-	3.0%-	0.0%	0.0%
Retail shopping	7.5%	0.0%	15.2%+	2.0%-	55.0%+	0.0%
Sightseeing/walking around	6.2%	0.0%	12.1%+	6.1%	0.0%	0.0%
Discount/wholesale shopping	5.5%	0.0%	0.0%	10.1%+	45.0%+	0.0%
Attending a museum	4.2%	0.0%	3.0%	5.1%	0.0%	20.1%+
Business meeting/sales call	4.1%	0.0%	3.0%	10.1%+	0.0%	0.0%
Other (Includes some categories from below)	22.6%	.8%	44.5%	26.2%	0.0%	3.5%
Base: All Respondents	1,245	279	99	198	120	259
Other Activities						
Eating out/dining	57.5%	53.1%	N/A	64.9%+	64.5%	65.4%+
Sightseeing/walking around	9.0%	3.7%-	N/A	18.0%+	6.5%	9.2%
Retail shopping	8.3%	11.8%+	N/A	8.8%	1.1%-	3.3%-
Visiting friends/family	4.2%	1.2%-	N/A	6.2%	9.7%+	4.6%
Attending a museum	3.6%	0.8%-	N/A	4.6%	3.2%	2.1%
Attending an arts/performance event	3.0%	0.4%-	N/A	6.7%+	2.2%	4.6%
Discount/wholesale shopping	3.0%	2.0%	N/A	4.1%	6.5%	0.4%-
Other	7.8%	21.9%	N/A	16.4%	16.1%	6.3%
Nothing else	24.2%	31.4%	N/A	16.0%	21.5%	20.4%
Base: All Respondents	1025	245	0	194	93	240

** Residents were asked only primary activity that day.

Data Tested to 0.05 significance. +/- Indicates significantly higher/lower value of the comparison to the 'Total' in all tables hereinafter.

Source: "Downtown Users Research- Executive Summary" for the Los Angeles Downtown Center B.I.D, by Lauren Schlau Consulting, July, 2003

*For this study, a resident is someone who both self-defined that they live in the downtown core and stated they live in one of five downtown zip codes; cultural arts patrons are those who indicated they are attending any type of arts venue, cultural activity, a museum, or an architectural/historic tour, and; a visitor is someone who resides outside of Los Angeles County and may be downtown for leisure, business or to attend a meeting/convention, whether for the day or overnight.

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Hotels

Convention Center Properties*

Total Properties	15
Total Rooms	6,326
Total Sq. Ft. of Meeting Space	479,572

* Hotels with room blocks designated for future trade shows and conventions

Source: LA INC. Sales Department, LA INC. Lodging Database

PKF Consulting Historical Market Performance of the Competitive Supply, Downtown Los Angeles*

<u>Year</u>	<u>Annual Supply</u>	<u>% Chg</u>	<u>Occupied Rooms</u>	<u>% Chg</u>	<u>Market Occupancy</u>	<u>Average Daily Rate</u>	<u>% Chg</u>	<u>RevPAR</u>	<u>% Chg</u>
1997	1,804,195	--	1,199,712	--	66.5%	\$96.18	--	\$63.95	--
1998	1,806,020	0.1	1,248,569	4.1	69.1	105.60	9.8	73.01	14.2
1999	1,806,020	0.0	1,246,782	-0.1	69.0	113.51	7.5	78.36	7.3
2000	1,806,020	0.0	1,254,623	0.6	69.5	123.91	9.2	86.08	9.9
2001	1,806,020	0.0	1,009,476	-19.5	55.9	126.52	2.1	70.72	-17.8
2002	1,854,930	2.7	912,997	-9.6	49.2	127.69	0.9	62.85	-11.1
2003	1,886,685	1.7	962,398	5.4	51.0	117.83	-7.7	60.11	-6.4
2004	1,886,685	0.0	1,137,860	18.2	60.3	120.92	2.6	72.93	21.3
Jan-Jun 05					66.7	128.56		85.75	

* As of 2005 data sampled from 9 properties: Hilton Checkers Los Angeles, Hyatt Regency Los Angeles, Los Angeles Marriott Downtown, Millennium Biltmore, New Otani Hotel and Garden, Omni Los Angeles, The Standard Downtown LA, Westin Bonaventure Hotel and Suites, Wilshire Grand Los Angeles

Source: PKF Consulting

Downtown Sites/Attractions

	<u>Estimated 2004 Attendance</u>
Cathedral of Our Lady of Angels	1.0 million
Los Angeles Convention Center	1.8 million
Music Center of LA County	1.3 million
Museum of Contemporary Art	250,000
Olvera Street	2.2 million
Staples Center	3.5 million

Sources: Individual sites and attractions

Characteristics of Domestic Visitors to Downtown (7/03-8/04)

Trip and Traveler Characteristics	Total LA	Downtown
Number of Respondents	1481	122
Primary Purpose of Trip		
Visiting Friends & Relatives	57%	60%
Vacation	42	49
Special Event/Festival	31	46
Other Leisure-Related Purpose	22	34
Personal (Wedding, Funeral, etc.)	9	12
Convention/Group Meeting/Trade Show	11	15
Other Business-Related Purpose	14	16
Combined Business/Pleasure	10	14
Means of Travel		
Private Vehicle	56%	45%
Air	38	52
Nights Spent in Los Angeles		
Nights in LA	3.1	4.7
Nights in LA Hotels	3.6	5.2
Nights in LA Private Homes	4.6	4.4
Average Travel Party Size	2.37	2.35
Advanced Trip Planning		
Same Day	2%	1%
2-6 Days	11	8
1-3 Weeks	25	22
1-3 Months	40	46
4-6 Months	11	11
6 Months or Longer	12	12
Sources of Information Used to Plan Trip (Multiple Responses- Top 10 Listed)		
Own Experience	67	74
Travel Internet Site (Hotels.com, etc)	24	40
AAA	14	22
Hotel Website	12	20
CA Travel Guide	11	20
Destination/Area Website	11	15
Travel Book	8	19
Travel Agent	8	12
Hotel Guide	6	11
Newspaper	5	8

Trip and Traveler Characteristics	Total LA	Downtown
Visitor Spending		
Rental Car	\$198	\$228
Gasoline	50	56
Lodging	467	657
Food/Beverage - Eating Out	183	277
Food/Beverage - Eating In (Groceries)	78	80
Admission/Entertainment	170	174
Shopping/Gifts/Souvenirs	152	248
Parking/Tolls	27	39
Amenities (Spa, grooming, health club, etc)	141	157
Average Spending Per Travel Party	\$1,325	\$1,916
Difference from Composite	NA	35.4%
State of Residence		
California	54%	38%
New York	2	7
Texas	3	6
Illinois	2	5
Arizona	5	4
Household Income		
Under \$22,500	9%	6%
\$22,500 - 39,999	16	18
\$40,000-59,999	17	12
\$60,000-89,999	22	22
\$90,000 or More	36	43
Age of Household Head		
	51.9 years	50.1 years
Life Stage		
Roommate	3%	4%
Young Singles	4	9
Middle Singles	12	11
Older Singles	9	7
Young Couple	7	9
Working Older Couple	17	18
Retired Older Couple	13	12
Young Parent	10	7
Middle Parent	6	6
Older Parent	22	17

Trip and Traveler Characteristics	Total	
	LA	Downtown
General Activities Experienced While Visiting LA (Multiple Responses- Top 10 Listed)		
Retail Shopping	48%	90%
Visiting Friends & Relatives	44	60
Beaches	28	51
Theme/Amusement Park	29	49
Live Performance/Concert	15	44
Museum	16	40
Discount/Wholesale Shopping	17	31
Cultural Event	10	26
Professional Sports Event	8	20
Mountains	8	18
Specific Sites Experienced (Multiple Responses- Top 25)		
Rodeo Drive	8%	64%
Hollywood Walk of Fame	8	43
Sunset Strip	6	35
Disneyland/CA Adventure	25	31
Downtown Disney	22	31
Hollywood & Highland	6	31
Grauman's Chinese Theatre	6	30
3rd Street Promenade	8	29
Santa Monica Pier	7	28
The Getty Museum	7	27
Venice Beach/Boardwalk	7	26
Original Farmers Market	6	22
Universal Studios Hollywood	6	21
Kodak Theatre	4	20
Universal Studios CityWalk	5	19
Queen Mary	5	15
Beverly Center	2	15
Old Pasadena	6	14
Cathedral of Our Lady of Angels	2	14
LA County Museum of Art	3	12
The Grove	3	12
Six Flags Magic Mountain	3	11
Knott's	6	10
Glendale Galleria	2	10
LA Zoo	2	7

Source: Survey by NFO Plog Research Under Contract with LA INC and the Downtown Center B.I.D.