



2024-2025 Annual Report

Long Beach Tourism Business Improvement Area

SUBMITTED BY VISIT LONG BEACH
November 1, 2024

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DISTRICT OVERVIEW

District Background: Visit Long Beach Overview

Visit Long Beach is a 501 (c)(6) nonprofit organization with the mission of contributing to the economic development of the city by selling, marketing and promoting Long Beach as a destination for conventions, meetings, trade shows and leisure travel.

The Long Beach Area Convention & Visitors Council, Inc. was incorporated on August 2, 1982 as a tax-exempt nonprofit organization. The organization commenced operations on October 1, 1982, and was thereafter contracted with by the City to provide tourism and meetings marketing services. In March 21, 1995, the Council changed its name to the Long Beach Convention & Visitors Bureau (LBCVB).

In 2023, leaders in the Long Beach business community and executive leadership of LBCVB determined that in order to remain competitive in its efforts to book conventions and meetings within the City of Long Beach, it would be best to model those operations after competitor cities such as Los Angeles, San Diego and San Francisco. In each of these cities, as in others, a private nonprofit dedicated to convention sales and marketing is contracted with the organization managing the tourism business improvement district. This allows sales negotiations to remain confidential in a highly competitive field.

In November 2023, the Long Beach City Council unanimously approved a two-year contract with a new nonprofit entity, Meet Long Beach, to provide sales services formerly provided by the LBCVB. The City Council also unanimously approved a one-year contract with LBCVB, dba Visit Long Beach, the nonprofit 501 (c)(6) organization overseeing the Tourism Business Improvement Area.

To accomplish its mission, Visit Long Beach provides an array of sophisticated and targeted services to uplift the city as a destination, including content marketing, advertising, event services, client services and media relations. Additionally, the organization runs a small business membership program that provides education, marketing training, promotions across VisitLB’s channels, and connections to convention attendees. Visit Long Beach’s board approved a contract with Meet Long Beach in December of 2023 to provide in-market sales and marketing services aimed at capturing conventions and meetings sales in key markets throughout the country.

Economic Impact

The tourism industry is one of the largest generators of revenue for the City: in 2023, overnight visitors to Long Beach generated more than \$1.9 billion in economic impact – a \$100 million increase from the pre-pandemic peak, according to a study by Kleinhenz Economics commissioned by VisitLB in 2024. This impact is generated by direct spending on transportation, accommodations, dining, shopping, attractions and city taxes.

The total economic impact of visitors coming to Long Beach for tourism, conventions and meetings extends well beyond the hospitality and tourism sector itself, benefiting local businesses and workers across many industries. Per the economic impact analysis, the largest share of visitor spending goes toward accommodations and food service, while many other industries are supported as well.

Summary - Economic Impact of Visitor Spending in Long Beach			
	Employment	Income	Output
Direct	11,008	510,333,609	1,160,389,055
Indirect and Induced	3,569	274,590,825	812,151,516
Total	14,577	784,924,434	1,972,540,571

Transient occupancy tax revenue in the City of Long Beach totaled \$38.2 million in fiscal year 2023, according to an analysis of city data.

The Long Beach Convention & Entertainment Center is one of the largest draws for visitors to the city, attracting between 1 million to 1.5 million people for conventions, meetings, and events each year. These visitors fill hotel rooms, dine at local restaurants, visit attractions, use key transit services, and enjoy local entertainment.

As of 2023, activity generated by tourism and conventions generates 14,600 jobs and approximately \$785 million in labor income in Long Beach. Jobs are still hovering below pre-the pandemic peak of 18,600, however, labor income has increased by about \$97 million, reflecting increasing pay scales for workers.

A significant point of note regarding the hospitality and tourism industry in Long Beach is that it is growing more rapidly than in L.A. County as a whole. Long Beach's hotel revenue increased by more than 9% last year, while in L.A. County, it only increased 4.8%. Similar trends are found in local sales and use taxes and air travel.

MeetLB attributes this significant headwind to its efforts to retain 30% of business that would have otherwise been lost during the pandemic, moving it to future years.

Comparisons 2022-2023 Calendar Year Percentage Change			
	Hotel Revenue	Local Sales and Use Taxes	Air Travel
Los Angeles County	+4.8%	-2.8%	+13.8%
Long Beach	+9.2%	+6.8%	+15.2%

Accolades

Visit California Poppy Award: Best Influencer Campaign

A panel of destination and marketing industry judges selected Visit Long Beach as the winner of **one of 9 prestigious Poppy Awards** from Visit California: **Best Influencer Campaign**. Long Beach submitted its unique influencer partnership with local food blogger Brian Addison, who runs an engaged Facebook group with about 70,000 followers and operates the blog Longbeachize. VisitLB was finalist alongside competitors Beverly Hills, Carmel, Visit San Luis Obispo, and Visit Oxnard. Held every other year, the Poppy Awards honor the best in tourism marketing in the State of California. In 2022, VisitLB took home the Poppy Award for Best Content Marketing; the organization is swiftly making a name for itself as a leader in social media in the destination space.



VisitLB VP of Communications & Marketing, Samantha Mehlinger, accepts the Poppy Award for Best Influencer Campaign

Sunset Travel Awards

As part of its efforts to market Long Beach as a destination for leisure travel, the organization periodically submits entries into travel publication competitions and award sections. This year, VisitLB's submissions for the Aquarium of the Pacific and the Queen Mary to *Sunset Magazine's* annual Travel Awards resulted in wins and recognition in their respective categories: Best Adventures & Explorations and Best Historic Hotels in the West. **The Aquarium was named as just one of top 8 awardees, which the Queen Mary was one of five.**

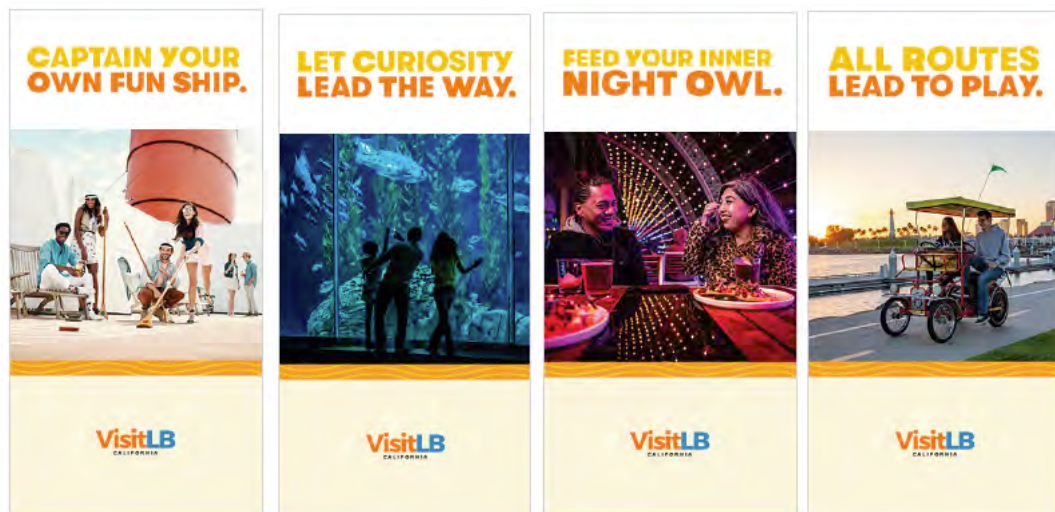
LONG BEACH TOURISM IMPROVEMENT AREA PROGRAM

Program Area 1: Marketing & Communications

Visit California Partnership

Visit Long Beach leverages its strong relationship with Visit California to take advantage of its robust marketing programs – due to the size and buying power of the organization, Visit California has access to bulk advertising buys and steeply discounted creative services. Each summer, Visit California offers a co-op campaign in which it supplies creative and provides a 25% cash match for participants' investment. Long Beach is one of the largest destination partners in these campaigns, with its ads generating over 43.4 million impressions across thousands of websites and a variety of streaming platforms in Summer 2024.

In 2024, Visit California debuted a new theme for its summer campaign, “The Ultimate Playground.” Below are examples of fresh creative featuring major Long Beach attractions. Visit Long Beach plans to participate in the summer 2025 campaign due to prior success..



As a major partner with Visit California, Long Beach benefits from additional media and public relations opportunities, including spots in television commercials, press trips and receptions, influencer visits, Visit California website content, and inclusion in the annual visitors' guide published by the organization. The *California Visitor's Guide* is free, with a 500,000 circulation available at California Welcome Centers, regional tourism offices, and online at VisitCalifornia.com/travel-guides. Upon its annual release, it is also packaged with various publications such as *Travel + Leisure*, *Food & Wine*, and *Real Simple*.



VisitLB recently negotiated a steeply discounted full page advertisement in the 2025 Visit California Visitors Guide, a buy that also includes a year-long banner ad campaign on Visit California's website.

Leisure Travel & Meetings Marketing

VisitLB invests in advertising and content agreements with key outlets to reach both the leisure and meetings travel demographics. For convention/meeting industry advertising, VisitLB is increasingly focused on digital platforms, including through third-party meeting planner sites such as CVENT, Conference Direct, Convene Magazine, PCMA, USAE, and Northstar Media. In addition to its Visit California campaign, VisitLB also places advertisements with local media to reach the staycation market. Additional targeted leisure placements are also budgeted to reach national and regional travel markets both digitally and in print.



A two-page spread in Convene magazine, one of the top-read publications for meeting planners, advertised the Long Beach Airport.

In-House Media Group

By bringing creative talent in-house, **Visit Long Beach (VisitLB)** has been able to adapt to a rapidly changing environment in the marketing sphere. Where traditional advertising was once the tried and true way to reach intended audiences, in 2024, the most assured way to reach the masses is by leveraging the power of content marketing across the web, popular social media applications, and streaming platforms. These methodologies not only hold the key to reach more people rapidly, but also to do so with measurable rather than anecdotal results. For this reason, **VisitLB** has strong team made up of five content creators, media relations specialists, and digital marketing experts, overseen by the Vice President of Communications & Marketing.

Destination Website

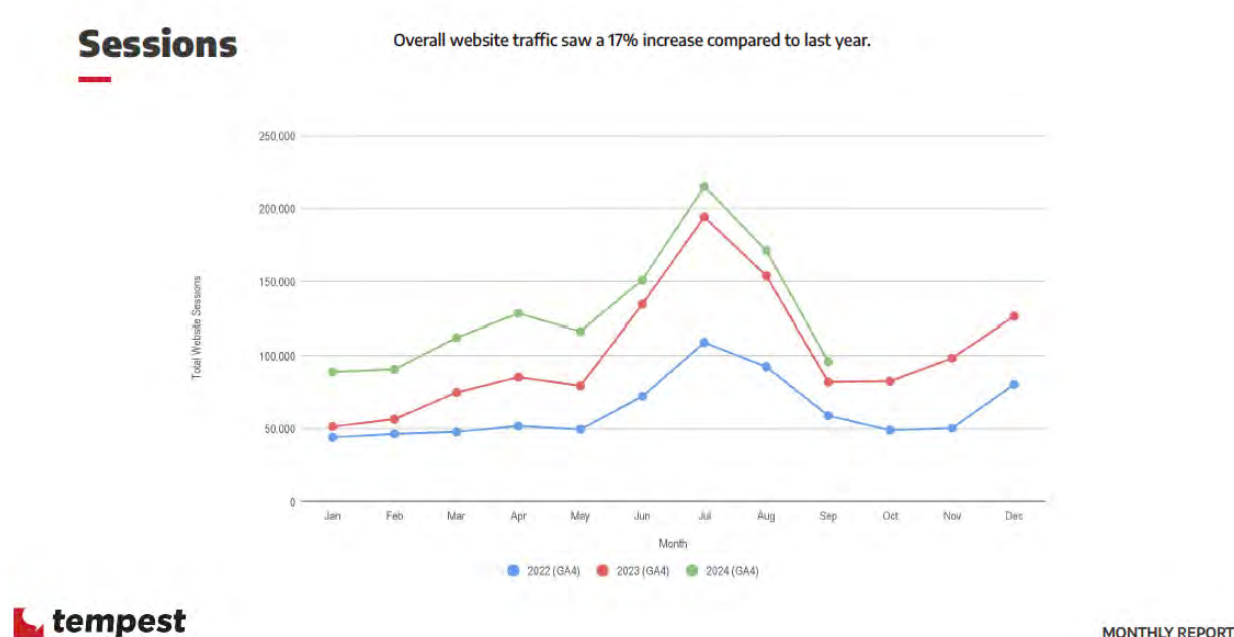
All of these efforts coalesce to grow www.visitlongbeach.com, the online destination for anyone looking to travel to or find things to do in Long Beach, California. Visit Long Beach's in-house writers continue to increase production of original content in the form of listicles for the website, with 163 published in FY 2023-24. **Overall traffic is at an all-time high, reaching more than 1.1 million sessions for the calendar year by September 2024 – a 27% year-over-year increase.**

The majority of traffic to www.visitlongbeach.com is organic – through September 2024, **68% of all website traffic was organic**, meaning driven through search engines like Google. This is no accident. VisitLB's in-house media team creates a high volume of new content for the website each week as part of a search engine optimization (SEO) growth strategy.

Designed to appeal to Google’s algorithm for website rankings, which prioritizes expertise experience, authority, and trustworthiness.



VisitLB is listed by Google as the top destination for many things to do in Long Beach – from hidden bars to the El Dorado Nature Center, Fourth of July fireworks and so much more. Its domain ranking is so high that VisitLB’s web developer, Tempest (the go-to provider for destination websites in the U.S.), estimates **the value of the website to be \$5 million.**



Social Media Content Marketing

Social media is a major focus of VisitLB’s content marketing efforts, with an emphasis on original videos produced by VisitLB’s two in-house videographers. Instagram Reels (videos) reach the broadest social media user demographic, and is the top platform for influencer advertising – thus, VisitLB designs much of its social media content for Instagram first, and applies it across other channels including Facebook, X, TikTok, and LinkedIn.

In Fiscal Year 2023-24, the @VisitLB Instagram account experienced a **24.4% growth in followers** and a **25.8% increase in organic (unpaid) engagements**. The account set a new record, achieving **4.3 million impressions** (a 6.6% increase from the prior year). On Instagram, VisitLB’s **engagement rate per impression is 6.6%**, well exceeding the tourism industry average of 3.8% (as estimated by HootSuite).

While Instagram is the key social media marketing platform for VisitLB due to its broad demographic reach, other social media accounts are also leveraged on a daily basis. VisitLB is increasingly dedicating resources towards TikTok, which is growing in popularity among demographics with income to spare on travel. In FY 24-25, **VisitLB’s TikTok account experienced a 70% increase in followers**, and content posted to TikTok was viewed 844,000 times. **Engagements increased by 12.5%**, to a total of 53,917 likes, profile views, comments and shares.

Traffic and engagements for VisitLB's X (formerly Twitter) profile improved in the past fiscal year, with a **2.5% increase in followers, a 20.5% increase in impressions, a 23% increase in engagements, and a 7.9% increase in link clicks.**

VisitLB's Facebook profile gained 2.3% followers, and VisitLB increased its number of posts by 45%. The Facebook page experienced a 13% decrease in impressions (however, **the number of impressions was a massive 8.7 million**), and an 80% decrease in engagements. It is important to note that this is reflective of broader trends. Data intelligence platform Similarweb found that traffic to content publishers from Facebook fell by 50% from May of 2023 to May of 2024. Video-based platforms like Instagram and TikTok, which are more popular with Millennials and Gen Z, are quickly overtaking Facebook in popularity. To address this issue, VisitLB is retooling its content marketing strategy for Facebook to align with its new feed algorithm.

In addition to the budgeted work of in-house staff, VisitLB invests in influencer partnerships as part of its content marketing strategy. In FY 23-24, VisitLB partnered with 13 influencers with a collective following of **5.3 million users**. Video content through these partnerships was played **6.3 million times**. This year, VisitLB won "**Best Influencer Campaign**" at **Visit California's Poppy Awards**, which are held every other year and honor the best tourism marketing in the state. There are just 9 award categories.

VisitLB continues to develop new influencer relationships by participating in industry trade shows like IMM and through its partnership with Visit California, which hosts multiple media receptions throughout the year attended by top influencers and travel journalists. In FY 24-25, VisitLB plans to work with up to 15 influencers to highlight the city's food scene, attractions, hotels, entertainment, beaches, nightlife, shopping, and more.



VisitLB's in-house media team is pictured with Brian Addison of Longbeachize. VisitLB's influencer partnership with Brian won the Visit California Poppy Award for Best Influencer Campaign.

Media Relations

Media relations is a major component of VisitLB's efforts. The organization now boasts three on-staff individuals well-versed in media relations, and as a result was able to grow earned media coverage to **\$4.4 million in value and a potential audience of 265 million** in FY 23-24, representing broadcast, online, and print outlets. In the current era, large FAM trips for media are out-of-style, and VisitLB instead is focusing on bringing in higher tier individual journalists, who the team connects with at the annual IMM conference for travel journalists in New York City.

These efforts drive broader awareness of the destination, inspire overnight and day travel to Long Beach, and position Visit Long Beach as the expert on the destination. For the upcoming fiscal year, these concerted efforts will continue to grow our web and digital presence as the number one online destination about all things Long Beach.

In FY 2023-24, earned broadcast media coverage included many things to do in Long Beach: the Annual Tree Lighting, the Fourth of July fireworks, Summer Fun in Long Beach with KTLA, the announcement of a new Hard Rock Hotel, the Juneteenth Festival, the Long Beach Walls mural festival, Gabriel Iglesias aka Fluffy earning the key to the city, and more.

VisitLB also focuses heavily on digital and written media. In the past year, coverage of the destination has appeared in USA Today, The Points Guy, The Travel, PureWow, LAist, the Los Angeles Business Journal, the Los Angeles Times, Eater Los Angeles, Travel Weekly, Westways, the Press-Telegram, Long Beach Post, and other outlets.



A June story on the KTLA morning show arranged by VisitLB ran across four news hours and highlighted Gondola Getaway and Anchors Away Duffy Boat Rentals.



ABC 7 covered the Hard Rock Hotel announcement party, using footage provided by VisitLB.

Program Area 2: Community & Special Projects

Visit Long Beach invests a portion of its marketing budget toward special projects that both benefit the community and help uplift the overall image of the destination.

Annual Community Christmas Tree Lighting Event

Each year, VisitLB produces the City's free Annual Holiday Tree Lighting event, which has grown in attendance from 400 people to 6,000. This annual event draws residents and visitors from throughout the Southland. It has quickly become one of the must-see holiday displays in the region, with the Terrace Theater Plaza attracting around 184,000 pedestrians from late November through early January. It is also one of the largest draws for positive media coverage for the City of Long Beach, with VisitLB earning viewership of nearly 500,000 across NBC, ABC, FOX, and KCAL/CBS with an estimated media value of about \$295,000. Meet Long Beach invited convention clients out for a FAM trip for the event, resulting in resulted in 9,800 definite hotel room nights, with an additional 15,000 tentative room nights.



Families enjoy the free Christmas tree lighting event

Long Beach Walls

Visit Long Beach has supported Long Beach Walls (formerly known as POW WOW Long Beach) since its inception 10 years ago. The free to attend international mural festival both beautifies city streets and brings positive publicity for the destination each year. VisitLB coordinates the event's media kick-off and provides sponsorship funding.



Muralists gathered at the Long Beach Walls kick-off event, which also serves as a media reception

Thunder Thursday

VisitLB is the title sponsor of Thunder Thursday, a free event preceding the Acura Grand Prix of Long Beach. The event, which takes place at The Pike Outlets, allows residents an opportunity to experience the country's most well-known street race up close.



Residents attended the free Thunder Thursday event and enjoyed stunt shows, vehicle displays, music and more

Long Beach Pride

Each year, VisitLB sponsors the kickoff party for Long Beach Pride, an annual festival celebrating the LGBTQ+ community in Long Beach.



Attendees and award winners of Long Beach Pride at the free kick-off event

Program Area 3: Membership

VisitLB Membership Program

Visit Long Beach operates a voluntary membership program offering tiered rates to appeal to small and large businesses and nonprofits in the Greater Long Beach area. Thanks to the growth of VisitLB's online and digital platforms, as well as its reach via the media, VisitLB has been able to grow its membership program and provide added value to members. Tiered levels offer everything from listings on the organization's top-ranked destination website, inclusion in content marketing on the web and social media, dedicated video promotions, access to convention client calendars, a "Show Your Badge" discount program to attract convention attendees, membership mixers, and assistance with press releases. As of September 2024, VisitLB has 416 members.

Level Up LB

Due to VisitLB's expertise in advertising and content marketing, the Long Beach Economic Development Department reached out in mid-2024 to partner on a program spearheaded by the Mayor's office: Level Up LB. To benefit small businesses participating in the program, VisitLB provided all participants with a one-year membership that included marketing and public relations services, as well as a dedicated promotional video to be shared to VisitLB's highly visible Instagram account (which reaches more than 4 million accounts per year).

As part of the program, VisitLB taught a workshop, "Fundamentals of Content Marketing for Small Businesses," with overwhelmingly positive feedback. The two-hour workshop walked business owners through the process of developing content to better position their websites, as well as how to create social media content that has the highest potential to improve their visibility.

Program Area 4: Client Services

Visit Long Beach retains five dedicated client services professionals whose task it is to market the City of Long Beach to conventions, meetings and events professionals who have contracted to hold their events at the Long Beach Convention & Entertainment Center, or in some cases, in-house at area hotels.

To retain clientele whose economic impact is collectively worth about \$1.9 billion to the city each year, the client services team hosts site visits to acquaint them with the city's main attractions and other areas of interest, such as its foodie scene, waterfront, small business corridors, and more. They also ensure clients are familiarized with the venues their events will utilize at the Long Beach Convention & Entertainment Center, connecting them with onsite staff to ensure their business needs are met.

Program Area 5: Meetings Marketing

In 2023, the convention sales team at the former Long Beach Convention & Visitors Bureau was incorporated into a separate nonprofit entity, Meet Long Beach, which is governed by its own board of directors made up of local business people and industry stakeholders. The City of Long Beach now contracts directly with Meet Long Beach to provide sales and marketing services soliciting conventions, events and meetings for the City.

Subsequently, the board of directors for Visit Long Beach voted in December 2023 to contract with MeetLB for in-market promotional services; with 11 national sales directors positioned in key meetings markets throughout the United States, as well as 2 business development specialists and 3 sales coordinators, the organization is well-equipped to promote Long Beach as a meetings destination in cities across the country. Led by the Senior Vice President of Sales and Vice President of Sales, this team of meetings professionals uses a high touch approach to client relations as they seek to book business at the Long Beach Convention & Entertainment Center and local hotels.

This relationship is similar to those employed by entities in San Diego, San Francisco, and Los Angeles, both positioning Long Beach more competitively against those markets and creating a modern structure moving forward.

MeetLB achieved a 4% increase in booked room nights for the first 10 months of the fiscal year, compared to the same period in 2022-2023. For the first year ever, Long Beach outpaced San Diego in both average daily rate (ADR) and

revenue per available room (RevPAR) for much of the year, and we continue to outperform many of our competitors due to the efforts of our national sales team. Smith Travel Research data from January through July 2024 is listed below.

Pace

2024: +17%
2025: +6%
2026: -19%
2027: +24%

Pace in 2025 and 2027 is up due to an increase in the number of booked events, particularly citywide conventions, in those years. In 2026, pace is down due to a rotation of state associations to other markets, however, tentative room nights are ahead of pace by 11%.

To prospect and secure conventions for Long Beach, MeetLB will host 32 micro-events, salon-style experiences for small gatherings of meeting planners that are designed to drive business by forging relationships. Upcoming micro-events for the new fiscal year include the Virginia Gold Cup, a Jo Malone in-store event, and others. Clients enjoy the intimacy of these small curated experiences. Last year, these events generated 244,000 hotel room night opportunities and 75,000 definite room nights.

In FY 24-25, **MeetLB** will host 8 to 10 FAM events, with its premiere event around the 50th Anniversary of the Acura Grand Prix of Long Beach. This FAM experience continues to be the “Golden Ticket” event, uncovering 52,000 tentative total room nights in FY 23-24. Other FAM experiences include entertainment events such as the CaliVibes and Coastal Country Jam music festivals.



The MeetLB sales team hosted a candle-making class for meeting planners in Atlanta



MeetLB sales directors hosted meeting planners at the DC Metro Area Gold Cup

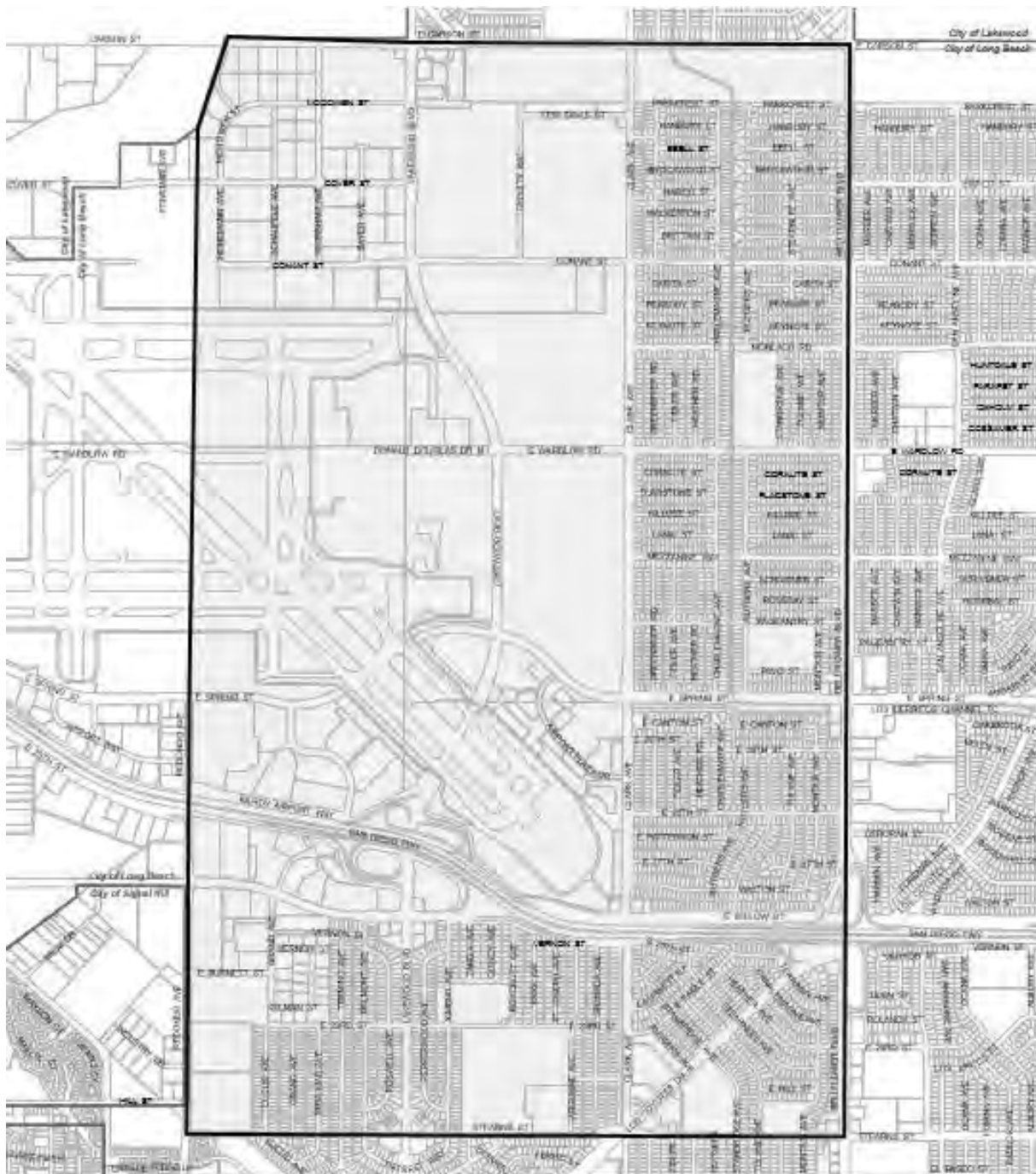
DISTRICT BOUNDARY



City of Long Beach
Long Beach Tourism - Downtown
Parking & Business Improvement Areas (PBIA)
 As of March 2016



City of Long Beach Department of Technology & Innovation 008 902_District_Tourism_Downtown.mxd 000716



City of Long Beach

Long Beach Tourism - Airport Business Improvement Area (BIA)

As of March 2016

City of Long Beach Department of Technology & Innovation GIS, BIA, Planning, Tourism, Logistics, 2016



DISTRICT ADVISORY BOARD

Imran Ahmed, Marriott Long Beach Airport
John Thompson, Westin Long Beach
Silvano Merlo, Courtyard by Marriott Downtown
Greg Guthrie, Hotel Maya
Lisa Arias, Hyatt Long Beach
Angel Garcia, Hyatt Centric
Rob Adams, Hilton Long Beach
Steven Hum, Holiday Inn Long Beach Airport
Steve Caloca, Queen Mary
Rahul Vir, Marriott Downtown
Mark Steenge, Fairmont Breakers Hotel
Dennis Patel, Travelodge Convention Center
Hitu Patel, Inn at 50
Kishen Heera, Best Western Plus Convention Center
Chen Lau, Silver Sands
Bill Rouse, Long Beach Yellow Cab
Larry Jackson, Long Beach Memorial
Terry Antonelli, L'Opera
Greg Bombard, Catalina Express
Jim Michaelian, Grand Prix Association of Long Beach
Laverne Duncan, Forgotten Images
Nicky Claire, George's Greek
Ron Nelson, Long Beach Museum of Art
Marcelle Epley, Long Beach Community Foundation
John Thomas, Art Deco Dimensions
Gregory Sanders, The Rock Christian Fellowship
Dan Salas, Harbor Breeze
Scott Hamilton, Doma Properties
Julia Huang, Intertrend

District Executive Personnel

Steve Goodling – President & CEO
Samantha Mehlinger – VP Communications & Marketing
Courtney Russell – VP Client Services & Strategic Relationships
Cindy Robbins – Controller

ASSESSMENT

Methodology

2022 – 2023 The Long Beach Tourism assessment shall be levied on all hotel businesses, existing and future, with greater than thirty (30) rooms, within the area based upon three percent (3%) of the gross short term room rental revenue. The assessment will be collected monthly, based on three percent (3%) of the gross short term room rental revenues for the previous month. New hotel businesses within the boundaries will not be exempt from the levy assessment pursuant to Section 36531 (of the California Streets and Highways Code).

Proposed Changes

There are no proposed changes to the method and basis of levying the assessment.

CPI Adjustments

A Consumer Price Index Adjustment is not being requested at this time.

Visit Long Beach

Budget 2024/2025

	2024/2025 Budget	2023/2024 Estimate *	Variance from prior
Revenue			
Memberships	250,000	252,206	(2,206)
PBIA	7,564,276	6,928,629	635,647
Interest Income	0	12,014	(12,014)
Total Revenues	7,814,276	7,192,849	621,427
Expenses			
Personnel	1,347,600	1,268,468	79,132
Press Tours	30,000	5,489	24,511
Trade Shows	8,000	22,752	(14,752)
Marketing & Advertising	2,083,186	1,212,344	870,842
Gifts	50,000	34,217	15,783
Special Projects	500,000	469,842	30,158
Travel & Entertainment Out of Town	32,000	29,974	2,026
Travel & Entertainment In Town	287,000	297,100	(10,100)
Support Marketing	46,000	68,968	(22,968)
Administrative Expenses	933,690	861,261	72,429
Meet Long Beach Services	2,496,800	2,323,238	173,562
Total Expenses	7,814,276	6,593,653	1,220,623
Net Change to Assets / Surplus	0	599,196	-599,196

* Figure is an estimate until outside audit is completed.