

VISIT

# BURBANK

YEAR IN REVIEW 2019-2020  
LOOKING AHEAD 2020-2021



# WELCOME

Dear Tourism Partners,

Visit Burbank's 2019-2020 results have been marked by the impact of the COVID-19 pandemic, which started in March and continued to the end of the fiscal year, June 30, 2020. However, we were off to a good start with record-breaking results. This gives us hope for a quick turnaround once travel sentiment improves, airlines stabilize, studio production normalizes, and theme parks reopen.

Before the Pandemic began, hotel occupancy during the running 12 months through February 29, 2020 was at 83.1%, beating all previous years. Average Daily Rates and RevPAR were also either at record or near record highs of \$164 and \$137 respectively.

During the course of 2019, Visit Burbank hosted seven FAM tours for a total of 140 travel agents, tour operators, and journalists, while the influencer program generated 21.7 million impressions and 57,500 engagements. Considering that all of this occurred during an 8-month period, Visit Burbank was on-track for a highly successful year - unfortunately cutting off in March with LA County's Shelter-in-Place policy and the temporary closure of Warner Bros. Studio Tour Hollywood, Universal Studios Hollywood, and reduction in air travel.

Since that time, we've shifted gears, retooled, and altered priorities to be adaptable and flexible, reflecting a quickly evolving situation. With international travel on the far horizon, and US travel heavily reduced, we followed suit with our partners, Visit California and Discover Los Angeles, to focus on daytrippers and the local market in an effort to keep room nights at an acceptable level. This focus widened to include road trip itineraries concentrating on drivetime markets, and using primarily website, social, and newsletter communications, Google pay-per-click, adwords and DV 360 geo-targeted within a 300-mile radius. These in turn have demonstrated good results, keeping Burbank top-of-mind for when travel resumes.

All programs are ready to continue as soon as the trigger date to open is announced. Visit Burbank will be in good standing to pick up the momentum where we left off, building back hotel room nights and showing the world that Burbank is the Better Way to See LA.

I want to extend our gratitude to everyone for their resiliency during these extraordinary times, and am looking forward to working with each of you as we relaunch with renewed energy for 2020-2021.

Sincerely,

Danny Kahn, Board Chair

Burbank Hospitality Association

The logo features the word "VISIT" in white inside a yellow circle, positioned above the word "BURBANK" in a large, orange, stylized font. Below "BURBANK" is the word "CONTENTS" in a white, sans-serif font.

## VISIT BURBANK CONTENTS

2 ABOUT

4 VISIT BURBANK GOALS

6 BRANDING MESSAGE

8 PRE-COVID 19 | JULY 1, 2019-MARCH 1, 2020

10 DIGITAL ADVERTISING

11 DIGITAL CAMPAIGN

12 SOCIAL MEDIA

13 INFLUENCERS

14 MEDIA/TRAVEL TRADE FAM VISITS

15 UNIVERSAL STUDIOS HOLLYWOOD

16 HOTELPLANNER PREFERRED MEMBER PROGRAM

18 STRATEGIC EVENTS

20 NEWSLETTERS

21 ONEBURBANK ULTRA-HIGH SPEED INTERNET

22 TOTAL IMPACT

24 COVID-19 RESPONSE

25 WEBSITE ENHANCEMENTS

26 SOCIAL MEDIA

27 NEWSLETTERS

28 LOOKING AHEAD | 2020-2021

29 COORDINATED ACTION

30 MARKETING RECOVERY PROGRAM

32 INFLUENCER CAMPAIGN

33 SUPERHERO SELFIE SPOTS

34 INVESTMENTS IN TOURISM

36 HOTEL OCCUPANCY

38 BURBANK HOTELS

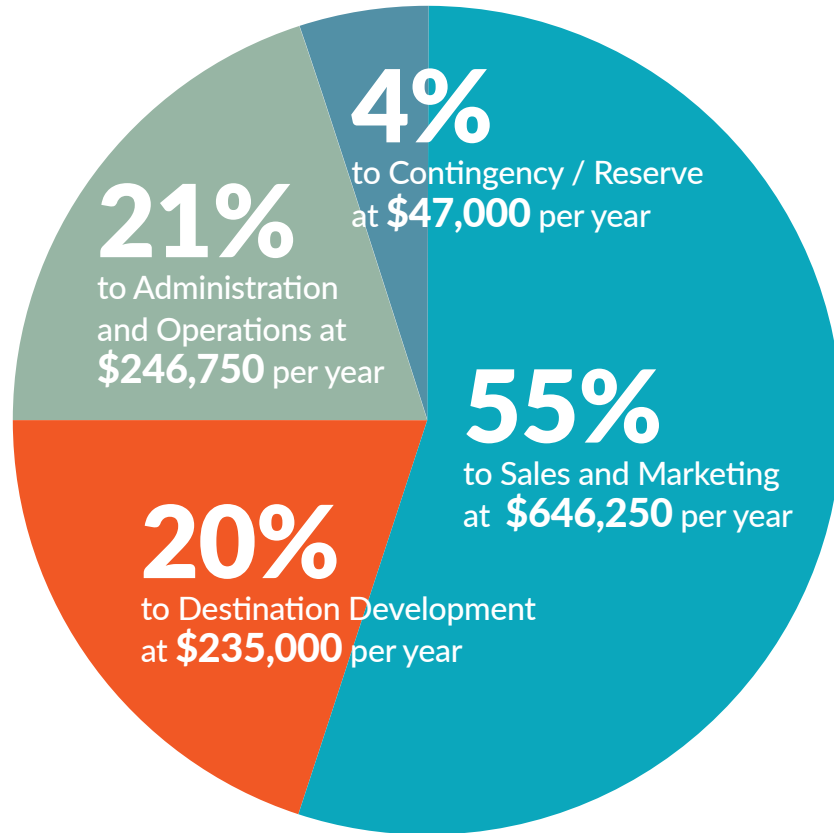
40 BOARD OF DIRECTORS AND STAFF

# ABOUT

The Burbank Hospitality Association, the governing body of the Tourism Business Improvement District (TBID) and doing business as Visit Burbank, was formed in 2011 and is funded by a 1% assessment on overnight stays in Burbank hotels with more than 25 rooms.

## ANNUAL BUDGET

Visit Burbank operates typically with a \$1.175M annual budget allocated as follows:



\*Assessments have been heavily impacted by the COVID-19 pandemic and are 50% less than previous budget years.

# MISSION

Visit Burbank's mission is to boost hotel occupancy by positioning Burbank as a domestic, national, and international tourist destination.



# MARKETING & SALES GOALS

Marketing and sales promote Burbank as a leading tourism destination targeting the leisure and family travel markets via digital advertising, influencers, and partnership campaigns with strong return-on-investment by:

- Branding Burbank as a desirable conference and convention destination featuring a unique mix of quality conference hotels and non-traditional special event venues.
- Increasing overnight stays via group sales by working with HotelPlanner, tour operators, and online travel agents.
- Leveraging marketing efforts through partnerships with community stakeholders such as the Downtown Burbank Partnership, the Hollywood Burbank Airport, the Burbank Chamber of Commerce, DC Entertainment, Warner Bros. Studio Tours Hollywood, and Universal Studios Hollywood.








# DESTINATION DEVELOPMENT GOALS

Destination Development invests in a variety of projects designed to elevate the traveler experience in Burbank and create a more defined sense of place. Projects include:

- In partnership with DC Comics, rolling out a series of monumental bronze statues of super heroes at tourism destinations across Burbank.
- High-Speed Fiber Optics Internet Service amenities for hotel guests provided through Burbank Water & Power's ONEBurbank.
- Airline Incentive Packages offering marketing support to promote new routes to build customer awareness of Burbank.
- Comprehensive way-finding signage and district identity programs to enhance visitor experience.



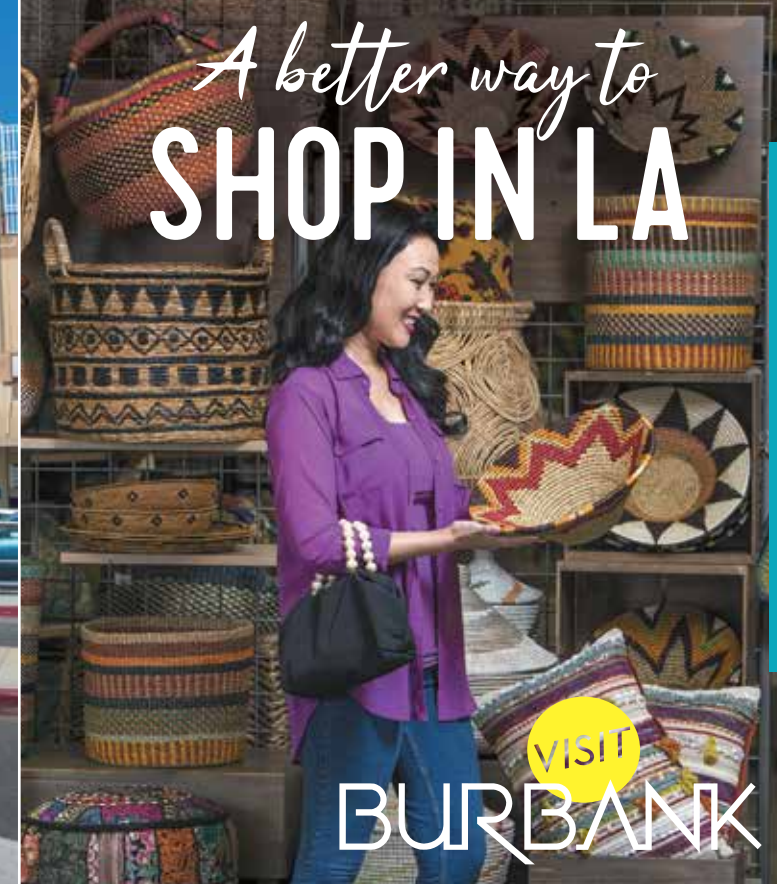
# BRANDING MESSAGE

-  Burbank is where Hollywood happens, "A Better Way to See LA", abounding in iconic studios, locations, and scenes from favorite movies and TV.
-  The city is a must-see for studio tours and live TV tapings such as The Ellen DeGeneres Show, Conan, and a constantly evolving mix of new productions.
-  Burbank is home to the Hollywood Burbank Airport, the #1 airport in the US according to Fodor's Travel 2019, with nonstop domestic flights to 17 gateway cities.
-  Visit Burbank's 18 hotels are convenient to legendary attractions: Warner Bros. Studio Tour Hollywood, Universal Studios Hollywood, Dodger Stadium, the Hollywood sign, the Hollywood Walk of Fame, and much more.
-  Burbank embodies the fun-loving, Southern California spirit sought by visitors: eclectic shops, original eateries, celebrity hotspots, and the quintessential SoCal lifestyle.



*A better way to*  
**PLAY IN LA**

**VISIT**  
**BURBANK**



*A better way to*  
**SHOP IN LA**

**VISIT**  
**BURBANK**

BRANDING MESSAGE

BRANDING MESSAGE

*A better way to*  
**SEE LA**



**VISIT**  
**BURBANK**

**YOU DESERVE A STAYCATION**  
*Rediscover Burbank*



**VISIT**  
**BURBANK**

## COVID-19: AN EXCEPTIONAL YEAR IMPACTED BY A WORLDWIDE PANDEMIC

With the emergence of the COVID-19 Pandemic in 1st Quarter 2020, Visit Burbank transformed the 2020-2021 marketing campaign to meet the rapidly evolving impacts on travel sentiment.

To better comprehend marketing and advertising campaign results, the 2019-2020 Annual Report is divided between pre-COVID and COVID impacted initiatives.

## PRE-COVID RESULTS: FROM JULY 1, 2019 THROUGH MARCH 1, 2020

During this period, all campaigns, from digital advertising, to social media, influencers, travel trade outreach, partnerships and special events were on-target for maximum Return on Investment and exposure.



## DIGITAL ADVERTISING

Visit Burbank targeted consumers with a propensity to travel, in nonstop feeder and drive-time markets using a strategic mix of digital platforms. The Pre-COVID goal was to create brand awareness and encourage hotel bookings.

**12.7M Impressions**  
**40.5K Website Visits**



**363K Impressions**  
**6K Website Visits**



**1.1M Impressions**  
**1.5K Website Visits**



**RESULT**  
**14M Impressions**  
**48K Website Visits**

*All data from July 1, 2019 through March 1, 2020*



## DIGITAL CAMPAIGN

Visit Burbank's Pre-COVID media strategy was building awareness, driving website visitation, and pushing conversions to overnight hotel stays.

- The branded campaign message “A Better Way to See LA” solidified Burbank as the perfect place to stay when visiting LA by promoting the city's attractions and adjacency to Hollywood
- Partnerships with Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood aligned Burbank hotels with theme park marketing initiatives, giving unprecedented visibility and booking opportunities

### TARGET AUDIENCES

- LEISURE TRAVELERS** with a propensity to visit Southern California/ Los Angeles
- DRIVE-TIME MARKETS**, including the greater LA/Orange County area, Santa Barbara, San Francisco, Sacramento, Palm Springs, San Diego
- NONSTOP FEEDER MARKETS** with nonstop flights into Hollywood Burbank Airport: Denver, Las Vegas, New York, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Francisco, San Jose, Seattle, Boston, Chicago, Houston, Dallas, Atlanta, Nashville

## SOCIAL MEDIA

Pre-COVID, a vigorous social media campaign kept Burbank hotels and attractions top-of-mind with potential travelers.



**560K Impressions**  
**21K Engagements**  
**31.4K Followers**



**437K Impressions**  
**25K Engagements**  
**5.2K Followers**



**318K Impressions**  
**9K Engagements**  
**2.9K Followers**

### RESULT

**1.3M Impressions**  
**55K Engagements**  
**39.5K Followers**

## INFLUENCERS

Influencers provide third-party endorsement from trendsetters in family travel, lifestyle, millennial, dining, film, and TV. The campaign goal was to reach untapped traveler markets and encourage visitation to Burbank.



**6 Influencers**  
**With a total of**  
**2.3M Followers**

**RESULT**  
**21.7M Impressions**  
**57.5K Engagements**



@TheLAGirl  
134K Followers



@eattravelrock  
83.9K Followers



@golden\_aimeee  
19.2K Followers



@travelmamas  
41.6K Followers



@tipsdeviajero  
30.8K Followers



**The GeekLy Show**  
 #TheGeeklyRetreat  
2M Followers

**NOTE:** Additional influencers planned from March 2020 to June 2020 included @loveandloathingla, @justy\_olive, @creativelyclo and @kimgenevieve. All were postponed due to Covid-19 and are being rescheduled.



## MEDIA/TRAVEL TRADE & FAM VISITS

Visit Burbank partnered with Visit California and Discover Los Angeles to invite travel trade professionals and journalists for immersive experiences and to learn firsthand about attractions, hotels and all that Burbank has to offer. During the course of 2019, Visit Burbank hosted seven FAM tours for a total of 140 travel agents, tour operators, and journalists.

*“All the agents came back to France full of love for Burbank, and they will definitely make adjustments when designing their trips to the West Coast. Agents talked itinerary the whole drive to Palm Springs and reflected on how their two days in Burbank changed their vision and the way to propose the destination.”*

– Audrey Labarthe  
Business Development Manager  
EURAM

### RESULT

- 3** International journalists from the UK and Brazil with a market reach of **1.17M**
- 2** FAM Tours from the UK and France totaling **22 travel agents and tour operators**
- 3** Travel trade site inspections including ***Undercover Tourist, Sunhotels, and Topdeck Travel***

**NOTE:** The Virgin Atlantic FAM planned for March 2020 and featuring 10 UK tour operators was postponed due to Covid-19 and is being rescheduled.

## UNIVERSAL STUDIOS HOLLYWOOD

With the goal of increasing hotel bookings, Visit Burbank funded the participation of 11 Burbank hotels as Partner Hotels on [www.universalstudioshollywood.com](http://www.universalstudioshollywood.com). As a result, Visit Burbank is included in Universal Park's and Resorts' consumer media plan, increasing Burbank marketing exposure through special promotions and advertisements.



**RESULT**  
**11 Hotels**

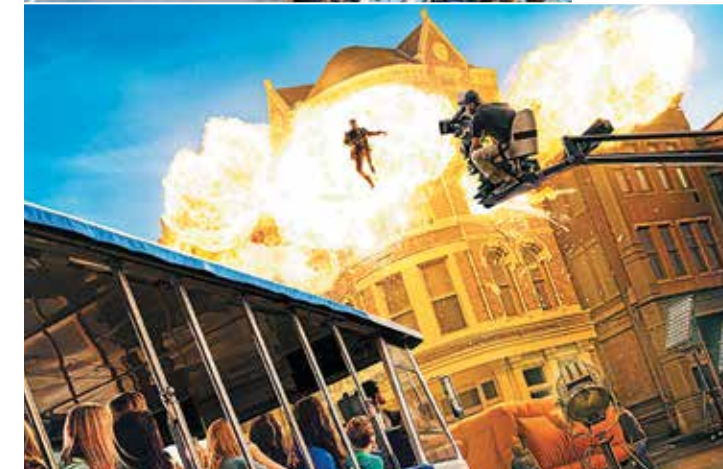


**\$398K Room Revenue**

**718 Total Packages**

**1,770 Room Nights Booked**

Source: Universal Parks & Resorts Vacations



**NOTE:** Because Universal Studios Hollywood closed on March 1 due to Stay-At-Home restrictions, there is no further data to report through end of the Fiscal Year.

## HOTELPLANNER PREFERRED MEMBER PROGRAM

With the goal of developing group bookings, Visit Burbank funded the participation of 12 Burbank hotels as Preferred Members with HotelPlanner, the largest online group hotel reservation system in the world. Preferred Member benefits conferred priority placement on group proposals, commission reduced to 7%, and an enhanced listing with “Best Seller” logo to drive bookings.

### RESULT

**18.5K** New group leads generated

**\$445K** In new hotel group business

**48%** Increase over prior period\*



**\*NOTE:** Actual FY dates in this instance begin September 1, 2019, when the Hotelplanner contract was activated, and ran through March 1, 2020 representing a five-month period. Annualized, these numbers would be much higher.



The lobby at the newly renovated Hotel Amaran Burbank-Hollywood

## STRATEGIC EVENTS

Visit Burbank sponsored targeted special events demonstrating high potential for room growth and economic impact.

### 2019 SIGNATURE EVENTS

Event	Visit Burbank Sponsorship
Dragon Fest (Aug 2019)	\$20K
CTN Animation eXpo (Nov 2019)	\$150K
DTN Winter Wine Walk (Dec 2019)	\$7.5K
<b>TOTAL</b>	<b>\$177.5K</b>

### RESULT

Visit Burbank's **\$177.5K** investment in three signature events with over **28K** attendees generated **8.7K** room nights and **\$1.46M\*** in room revenue.

*\*Based on Average Daily Rate of \$167.17 through March 2020.*



Downtown Burbank Winter Wine Walk 2019

# NEWSLETTERS

Monthly newsletters communicated updates about Burbank, special events, new retail and restaurants, hotels, and promotions of interest to the travel market.

**RESULT**  
**1.8K** Opt-in Subscribers  
**13.2%** Average Open Rate  
**1%** Click Through Rate



**A BETTER WAY TO SUPPORT YOUR COMMUNITY**

California has issued a safer-at-home order to combat the COVID-19 pandemic. However, there are still many ways you can support your local community. Be supportive of local restaurants by ordering ahead. Be local by online shopping at neighborhood shops. Be active



**A BETTER WAY TO TAKE YOUR NEXT ROAD TRIP**

Ready to get away? Take a road trip to Southern California with a stop in Burbank—Media Capital of the World—and find yourself in the heart of LA action. Experience all that SoCal has to offer—from TV and movie studios to outdoor adventures, and arts and culture. Just minutes from Hollywood, Universal Studios and SoCal's many attractions, you'll discover eclectic eateries open for dine-in, a cool shopping scene and a range of accommodations. It's all here — in Burbank, CA.

**WHAT TO DO WHEN YOU GET HERE**



# ONEBURBANK ULTRA-HIGH SPEED INTERNET

Visit Burbank funds the participation of eight hotels to take advantage of Burbank Water & Power's ONEBurbank high-speed fiber internet service which enhances the internet access/experience for hotel guests.

**RESULT**  
**8** Participating Hotels  
**Enhanced hotel guest experience**  
**Demonstrated Hi-tech Leadership as Media Capital of the World**

ONEBurbank Currents | June, 2020

## ONEBurbank Partners With Visit Burbank Enhancing the Tourist Experience with Ultra-High Speed Internet



Optical Network Enterprise: Business networking at the speed of light

Visit Burbank is the official destination marketing organization of the City of Burbank. Its mission: to boost hotel occupancy by positioning Burbank as a desirable tourist destination.

Eighteen hotels make up the notfor-profit hospitality association which targets leisure and family travelers through digital advertising, social media campaigns, strategic event partnerships, influencers, trade shows, and a dedicated website at

ONEBurbank is a suite of BWP fiber optic services offered to Burbank businesses looking for exceptionally fast and reliable bandwidth. Visit **ONEBurbank** at **ONEBurbank.com**

In such a dynamic market, Burbank hotels must be competitive and exceed the expectations of guests visiting the "Media Capital of the World." For that reason, Visit Burbank opted for ONEBurbank's ultra-high speed internet service as the preferred internet provider for Burbank hotels.

"ONEBurbank is one of the most

Chairman and owner of the Coast Anabelle and Safari Inn on Olive Avenue, added, "We are very pleased with the service and reliability of ONEBurbank, and so are our guests.

In addition to Burbank's unique attractions and neighborhoods, visitors are excited to learn that we offer superior surfing technology beyond anything they've experienced. All of this helps to brand Burbank

# TOTAL IMPACT



**DIGITAL ADVERTISING**  
14M Impressions



**STRATEGIC EVENTS**  
28K Attendees  
\$1.46M Room Revenue



**SOCIAL MEDIA**  
1.3M Impressions  
55K Engagements  
39.5K Followers

Instagram

**INFLUENCERS**  
21.7M Impressions  
57.5K Engagements  
2.3M Followers



**WEBSITE**  
BURBANK 303K Annual Visits



**WEBSITE-GENERATED REVENUE**  
\$30K Total Revenue



**HOTELPLANNER PREFERRED MEMBER PROGRAM**  
18.5K Group Leads  
\$445K Hotel Group Sales



**UNIVERSAL STUDIOS HOLLYWOOD**  
1,770 Rooms Booked  
\$398K Room Revenue

# WHERE Memories ARE MADE AS OFTEN AS Movies

TOTAL IMPACT

From legendary landmarks and movie studios, to our amazing variety of stores, restaurants and hotels, every moment in Burbank is simply unforgettable.



**BURBANK**

VisitBurbank.com



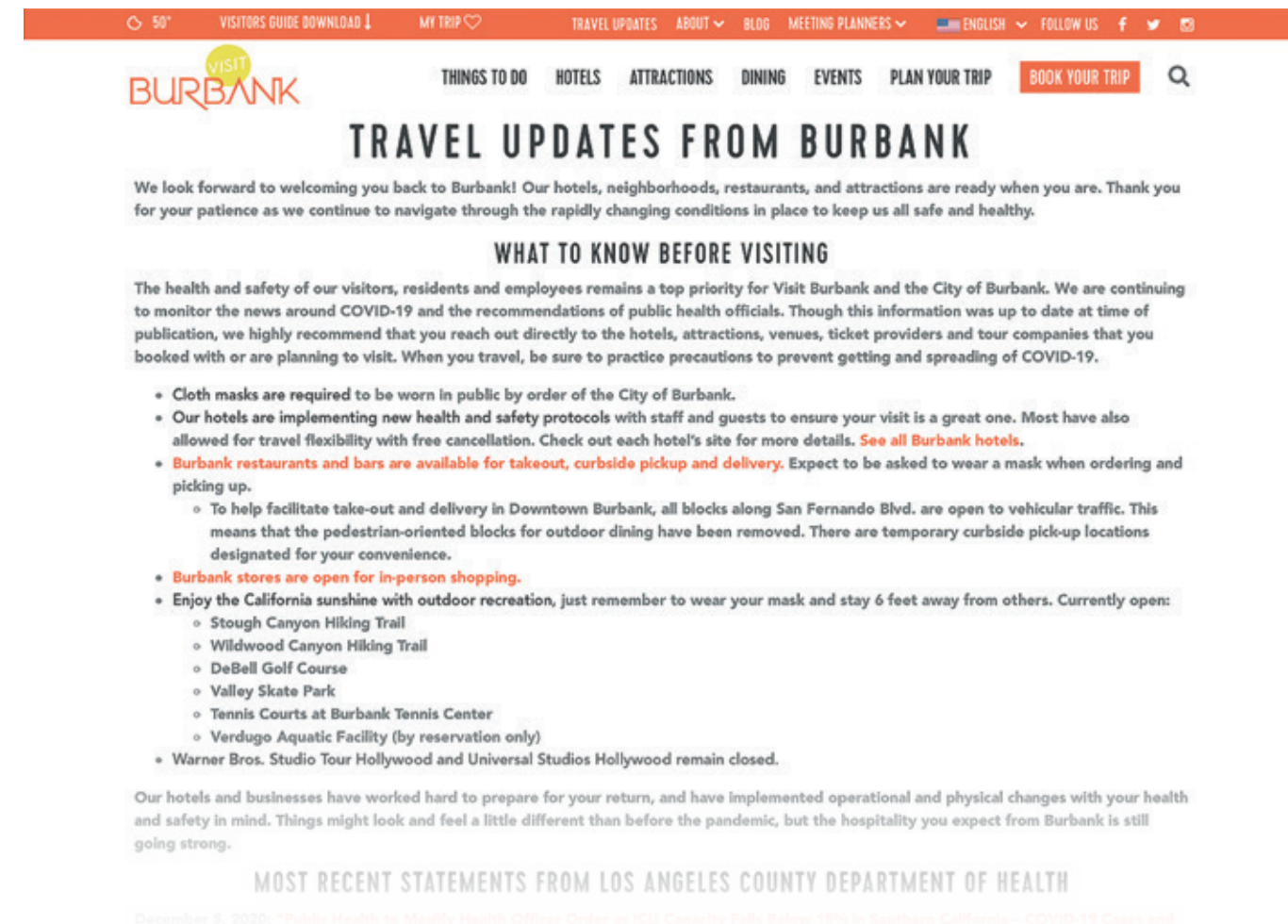
## COVID-19 RESPONSE

In response to the COVID-19 pandemic and LA County's Shelter in-Place policy, Visit Burbank paused paid digital advertising from March 1 to June 30, 2020. Instead, social media and newsletter campaigns were enhanced to boost Burbank's visibility. Stories focused on the latest city policies, hygiene measures, hotel updates, takeout/delivery services, and new businesses.



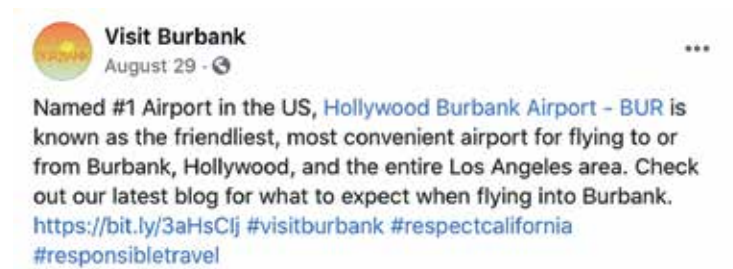
## WEBSITE ENHANCEMENTS

- To inform travelers of Burbank health and safety precautions, a dedicated COVID-19 page was added to the website
- Blog stories with up-to-the-minute information kept travelers informed
- Hotel safety precautions and upgrades were kept current
- Itineraries were updated to reflect current conditions, including the new Road Trip itinerary



## SOCIAL MEDIA

- Showcased Burbank hotels for future stays with Staycations and Road Trips
- Promoted cleanliness, extra precautionary measures, and social distancing
- Utilized aspirational photography featuring iconic Burbank/California imagery
- Highlighted restaurants offering takeout, local stores with online shopping, and outdoor/mural walks
- Collaborated with the City of Burbank's #BurbankTogetherAtHome campaign



## NEWSLETTERS

- Editorial focus shifted to Staycation and Road Trip opportunities, new retail and restaurant openings, outdoors activities, and encouragement to travel responsibly

### COVID-19 RESPONSE RESULTS

**5.6K** Website Visits Driven by Up-to-the-Minute Blog Articles and Popups

**22%** Click Through Rate on 6 Real-time Newsletters

**359K** Social Media Impressions

**17.4K** Engagements on Social Media

Visit Burbank September Newsletter



#### A Great City Deserves Its Own Super Hero

Stay tuned for an exciting addition to Burbank's appeal as Media Capital of the World! Be sure to follow us @visitburbank to be among the first to know...

FOLLOW US



#### ENJOY AL FRESCO DINING IN DOWNTOWN BURBANK

Check out the new pedestrian-oriented blocks on San Fernando Boulevard for al fresco takeout dining, with restaurants expanding dining areas fronting their businesses. It's the perfect way to enjoy a meal and socialize responsibly!

Universal CityWalk has also expanded their outdoor dining options. Check out our neighbor for great food options and check back in for Universal Studios Hollywood reopening!



LEARN MORE

## LOOKING AHEAD

The COVID-19 Pandemic has dramatically altered the tourism marketplace. In a rapidly evolving landscape, Visit Burbank has refocused the 2020-2021 marketing plan to reflect what is already showing to be a jagged recovery.

### THREE PHASES:

By aligning with the dominant recovery strategies established by *Visit California* and *Discover Los Angeles*, Visit Burbank's 2020-2021 Marketing Recovery Plan will roll out in three phases synchronized to changing conditions.

### RETURN ON INVESTMENT:

In anticipation of positive consumer travel sentiment, Visit Burbank will be maximizing all viable marketing opportunities showing high return-on-investment potential.

### GOAL:

Promote Burbank as a top travel destination, driving users to the website, and boosting hotel bookings.

## COORDINATED ACTION

The Burbank Economic Recovery Plan, adopted by Burbank City Council on May 19, 2020, provides a framework for short term and long-term responses to three cycles of disaster - mitigation, response, recovery - in order to help local businesses and residents, reinvigorate tourism, economic development and City financial stability.

**Visit Burbank supported the Burbank Economic Recovery Plan to revive the city's broader economy through coordinated action by:**

- Communicating State and LA County orders via social media, Visit Burbank website, and monthly newsletters
- Promoting Burbank businesses to residents and visitors as a way to encourage Stay at Home orders by focusing on deliveries and curbside pickups
- Encouraging responsible travel by staycations, fun things to do, commercial districts, the Hollywood Burbank Airport, and outdoors activities
- Providing daily social content for #BurbankTogetheratHome, including social media posts for #BeSupportive, #BeInformed, #BeLocal, #BeSmart, #BeKind, #BeActive campaigns



## 2020-2021 MARKETING RECOVERY CAMPAIGN

The recovery marketing campaign will expand its geographical reach in alignment with Visit California and Discover Los Angeles plans. Timelines will remain fluid based on evolving consumer travel sentiment. The campaign is divided into 3-phases.

### PHASE 1

#### Staycation and Local Focus

To drive local interest and encourage rediscovering Burbank as a travel destination, the Phase 1 digital ad campaign maintained a tight geo-targeting focus within the five county area.

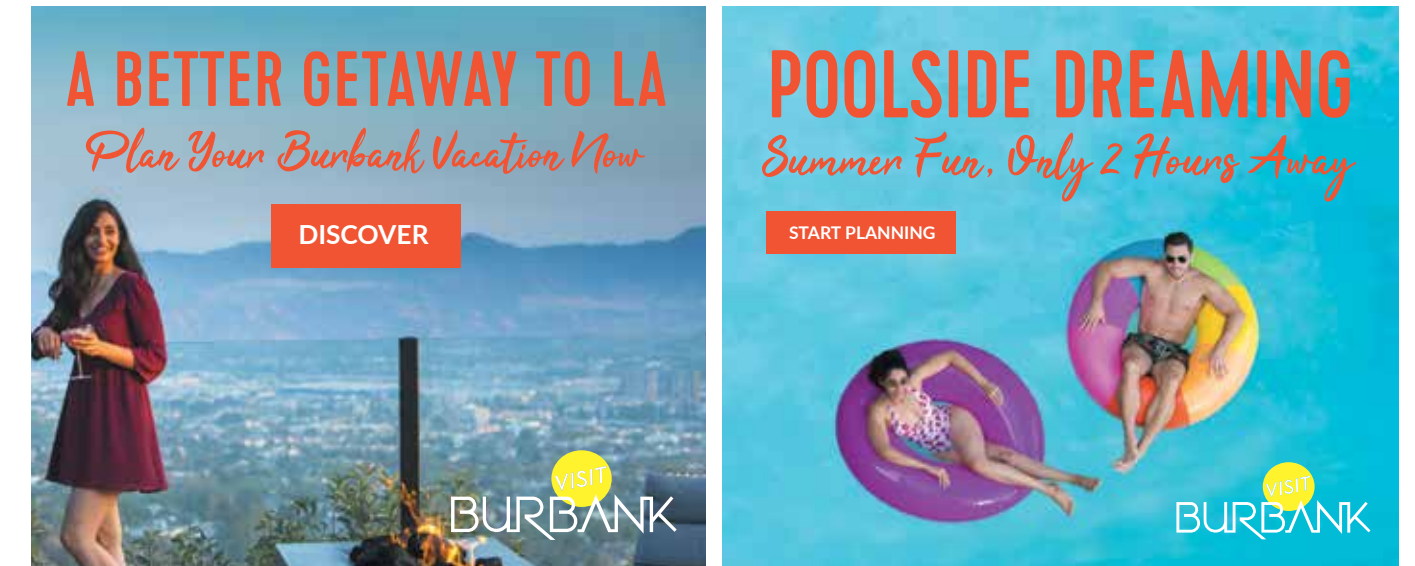


#### Timing

During LA County Stay at Home orders

### PHASE 2

Once the Stay-at-Home order was relaxed in June, Phase 2 of the recovery campaign followed with an expanded geo-target of 300-mile radius. Ads focused on Road Trip ideas for drive-time and nonstop flight markets.



#### Timing

LA County Stay at Home orders relaxed

### PHASE 3

Resume national advertising strategy once Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood reopen, and air traffic builds at Hollywood Burbank Airport.

#### Timing

Reopening of theme parks

# INFLUENCER CAMPAIGN

## PROPOSED INFLUENCERS 2021



**@loveandloathingla**  
43.7K Followers



**@kimgenevieve**  
94.7K Followers



**@jayzombie**  
209K Followers



**@eatsleepwear**  
184K Followers



**@asenseofhuber**  
465K Followers

## GOALS

- Engage with New Social Media Followers
- Tell the Burbank Story with Fresh Eyes
- Obtain New Followers and Website Visits
- Generate Hotel and Attractions Bookings

# SUPERHERO SELFIE SPOTS

Visit Burbank will be inaugurating a series of superhero bronze statues in partnership with Burbank-based *DC Entertainment*, creators of DC Universe: Batman, Superman, Wonder Woman, The Flash, and many more. The first monumental statue of Batman was unveiled on the AMC Walkway in Downtown Burbank in November 2020.

## GOALS

- Reinforce Burbank's Status as Media Capital of the World
- Engage with Burbank's Thriving Entertainment Industry
- Maximize Social Media Engagement and Generate Exposure

## BATMAN UNVEILING SOCIAL MEDIA RESULTS

**5.4M** Impressions  
**511.5K** Engagements  
**1,335** New Followers



# INVESTMENTS IN TOURISM



Approved

## AVION BURBANK

150 Hotel Rooms  
Opening 2021



Approved

## AIRPORT REPLACEMENT TERMINAL

355,000 sq. ft. Replacement Terminal,  
14 gates  
Opening 2024



Approved

## WARNER BROS. TOUR CENTER

79,800 square foot Studio Tour Center  
Opening 2021



Approved

## LATERRA SELECT BURBANK

307 Hotel Rooms  
Opening 2023-2025



Approved

## WARNER BROS. SECOND CENTURY PROJECT

800,000 square feet of office space  
Frank Gehry Design  
Opening 2023



Proposed

## ALOFT and RESIDENCE INN HOTELS

219-room Aloft Hotel and  
201-room Residence Inn  
Burbank City Council consideration 2021

# HOTEL OCCUPANCY

Through the beginning of the pandemic in March 2020, Burbank was on target for another record year of growth. As with the entire tourism industry, numbers were impacted by travel bans, Shelter-in-Place orders, reduced air travel, and consumer sentiment. Growth is projected to resume in stages through 2022, supported by **Visit Burbank's 3-Phase Marketing Recovery Plan** (pg. 20).

## GROWTH IN HOTEL OCCUPANCY (Running 12 months thru June 2020)



2012	2013	2014	2015	2016	2017	2018	2019	2020	Total Growth Since 2012
75%	78%	79%	81%	84%*	83%	82.5%	82.5%	66.5%**	-8.5%

## GROWTH IN AVERAGE DAILY RATES (ADR) (Running 12 months thru June 2020)



2012	2013	2014	2015	2016	2017	2018	2019	2020	Total Growth Since 2012
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	\$164	\$157**	+33%

## GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (Running 12 months thru June 2020)



2012	2013	2014	2015	2016	2017	2018	2019	2020	Total Growth Since 2012
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	\$136	\$104**	+17%

## GROWTH IN ANNUAL ROOM REVENUE (Running 12 months thru June 2020)



2012	2013	2014	2015	2016	2017	2018	2019	2020	Total Growth Since 2012
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	\$128M	\$97M**	+35%

**\*Porter Ranch Impacts.** The gas leak forcing thousands of residents to relocate from Porter Ranch in the northwest San Fernando Valley benefited Burbank hotels from approximately October 2015 to May 2016. However, the relocation was an abnormal event that skewed economic indicators by approximately 10% in the following year, when effects began to be felt. That explains the slight declines in 2017, but if looked at over 2015, the underlying upward trend is apparent.

**\*\*Impacted by consequences of COVID Pandemic starting in March 2020.**

Source: Smith Travel Research

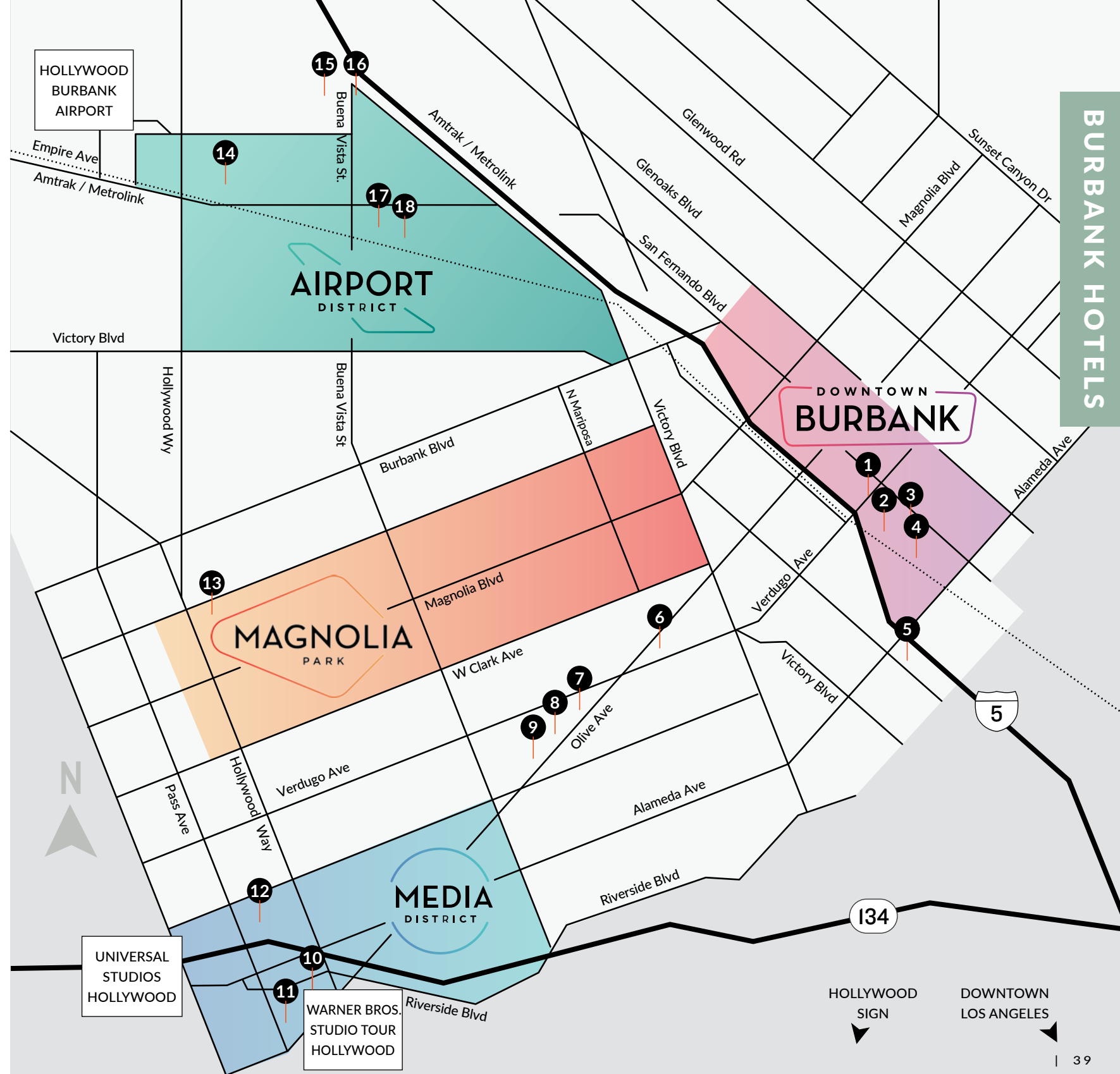


# BURBANK HOTELS



- Holiday Inn Burbank Media Center ①
- Residence Inn Los Angeles Burbank/Downtown ②
- Hilton Garden Inn Burbank Downtown ③
- SpringHill Suites Los Angeles Burbank/Downtown ④
- Burbank Inn & Suites ⑤
- Portofino Inn Burbank ⑥
- Safari Inn ⑦
- Coast Anabelle Hotel ⑧
- 2021 Olive ⑨
- The Tangerine ⑩
- Best Western Plus Media Center Inn & Suites ⑪
- Hotel Amarano ⑫
- Travelodge Burbank ⑬
- Los Angeles Marriott Burbank Airport Hotel ⑭
- Ramada by Wyndham Burbank Airport ⑮
- Quality Inn Burbank Airport ⑯
- Courtyard by Marriott Los Angeles/Burbank Airport ⑰
- Extended Stay America Los Angeles Burbank Airport ⑱

**18 Hotels**  
**2,569 Rooms**



# BOARD OF DIRECTORS AND STAFF

## EXECUTIVE COMMITTEE

- Danny Kahn** Chair/Executive Director, Warner Bros. Studio Tour Hollywood  
**Alan Tate** Vice Chair/General Manager, Los Angeles Marriott Burbank Airport Hotel  
**Sundeep Vaghashia** Treasurer/Chief Operating Officer, VBanks, Inc.  
**Eric Ducat** Secretary/General Manager, Residence Inn Burbank Downtown

## BOARD OF DIRECTORS

- Lucy Burghdorf** Director, Public Affairs & Communications, Hollywood Burbank Airport  
**Richard Engelhard** General Manager, Hilton Garden Inn Burbank Downtown  
**Tom Flavin** Chief Executive Officer, Burbank Chamber of Commerce  
**Tony Garibian** General Manager, Coast Anabelle Hotel and Safari Inn  
**Adrian Pastrana** General Manager, Quality Inn Burbank Airport  
**Ali Schmidt** Director of Sales, Universal Studios Hollywood  
**Tom Whelan** General Manager, Hotel Amarano Burbank-Hollywood  
**Patrick Prescott** Community Development Director, City of Burbank (Ex-Officio Member)  
**Richard Sandoval** Vice President, Spire Hospitality (Non-voting Member)  
**Jeff Simons** General Manager, Ramada by Wyndham Burbank Airport (Non-voting Member)

## STAFF

- Simone McFarland** Assistant Community Development Director-Business & Economic Development  
**Mary Hamzoian** Economic Development Manager  
**Erika De Leon** Economic Development Analyst  
**Marissa Minor** Economic Development Analyst

## PROUD PARTNERS





VISIT  
**BURBANK**  
BURBANK HOSPITALITY ASSOCIATION  
VISITBURBANK.COM    