

VISIT
BURBANK

YEAR IN REVIEW 2021-2022

LOOKING AHEAD 2022-2023



WELCOME

Dear Tourism Partners,

The Burbank travel industry has rebounded sooner than anticipated and is on the right path to achieving 2019 figures.

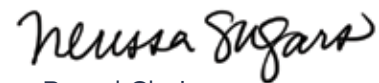
The continued recovery is further enhanced by future investments in hospitality infrastructure. These include Elevate BUR, Hollywood Burbank Airport terminal replacement project providing the same convenience and easy access passengers enjoy now while elevating the travel experience. The target opening for the replacement terminal is 2026.

Four new hotels are on the horizon representing 877 new rooms and increasing citywide inventory by 34%. Add to this the new Warner Bros. Tour Center, Super Nintendo World at Universal Studios Hollywood opening in 2023, the conversion of Holiday Inn Burbank Media Center to independent boutique property Hotel Burbank, and makeovers planned for Residence Inn Burbank Downtown and Courtyard by Marriott Los Angeles/Burbank Airport, and the picture is clear: the Burbank travel market is poised for growth.

Looking ahead, growth will be steered by multiple digital campaigns continuing with the theme of *A Better Way to See LA*. Advertisements will target: drive markets within a 300-mile radius; nonstop flights coming into the Hollywood Burbank Airport; the bleisure market; and major sporting events with the goal of achieving 29 million impressions. Digital marketing efforts will be supported by a robust social media presence, influencer collaborations, the Universal Studios Hollywood Partner Hotel Program, the Hotelplanner Preferred Member Program, relationships with the travel trade, and more.

I'm excited to announce our Board of Directors has appointed four new members from Burbank's hospitality industry to help guide us to new levels of excellence. I'd also like to express my gratitude to everyone who helped make 2021-2022 such an important year for Visit Burbank and am looking forward to working with each of you as we continue the upward momentum in 2023 and beyond.

Nerissa Sugars



Board Chair
Burbank Hospitality Association



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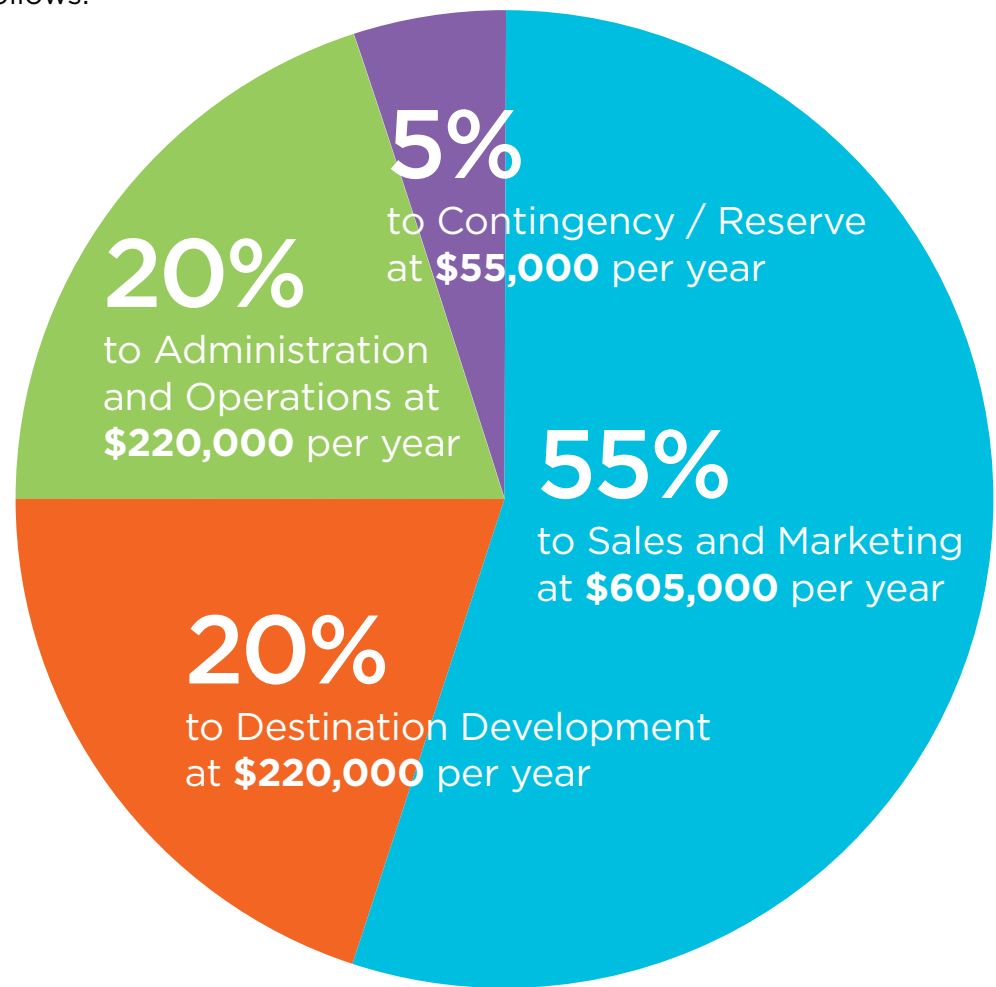


ABOUT

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. Burbank Economic Development manages the TBID by developing strategies and initiatives to enhance tourism attraction and spending in Burbank.

ANNUAL BUDGET

Visit Burbank operated with a \$1,100,000 budget in Fiscal Year 2021-2022 which was allocated as follows:



MISSION

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



SALES & MARKETING GOAL

Promote Burbank as a top leisure and business destination to increase overnight stays. This is achieved by:

- Geo-targeting travelers within a 300-mile radius, and nonstop flight markets into the Hollywood Burbank Airport
- Branding Burbank as a desirable meeting and convention destination featuring a quality mix of conference hotels and non-traditional special event venues
- Increasing overnight group stays by partnering with tour operators, online providers such as Hotelplanner, and special events
- Collaborating with Influencers and media to showcase Burbank's accommodations, attractions, and amenities
- Leveraging marketing efforts through partnerships with Downtown Burbank Partnership, the Hollywood Burbank Airport, the Burbank Chamber of Commerce, DC Comics, Warner Bros. Studio Tour Hollywood, and Universal Studios Hollywood



DESTINATION DEVELOPMENT GOAL

Invest in Projects designed to elevate the Burbank visitor experience and create a more defined sense of place to enhance overnight stays. This is achieved by:

- The creation of monumental superhero statues citywide in partnership with DC Comics
- Providing High-Speed Fiber Optics Internet Service for hotel guests through a partnership with Burbank Water & Power's ONEBurbank
- Promoting new airline nonstop service to increase awareness of Burbank as a destination



MARKETING & SALES RESULTS FY 2021-2022

DIGITAL ADVERTISING

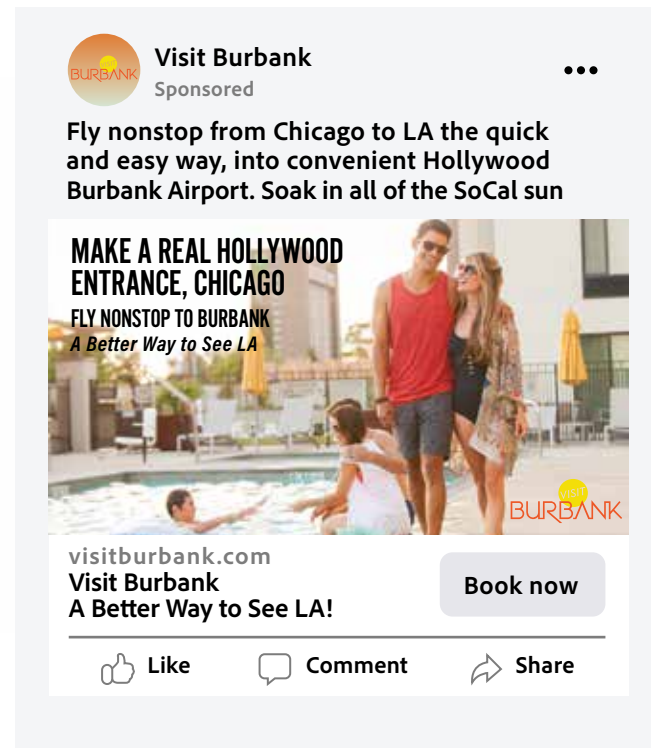
Visit Burbank's digital advertising campaign drives demand for hotel accommodations and attractions by focusing primarily on domestic and regional markets, with an emphasis on road trips and nonstop flights into the Hollywood Burbank Airport. Advertising channels include Google Display, Google Pay per Click, the Visit California Custom Co-Op focusing on Canada, and boosted social media posts on Facebook and Instagram.

RESULT

2.6M Impressions

Up 125% compared to 2020-2021

(Source: Google | Facebook | Instagram Visit California Custom Co-Op report)



VISIT CALIFORNIA CO-OP CAMPAIGN

Visit Burbank partnered with Brand USA and Visit California on a multichannel campaign targeting Canadian travelers in 2nd Quarter 2022.

RESULT

4.1M Impressions

\$158.7K in Hotel Bookings representing **725** nights

\$80K in Airline Tickets representing **385** flights



Find your perfect California vacation in Burbank.



SOCIAL MEDIA

Social media channels engage travelers with posts about Burbank hotels, shopping neighborhoods, attractions, and fun things to do targeting road trippers, nonstop feeder markets, and the Los Angeles region. Posts are supplemented with short video content to boost engagement.

RESULT

Facebook



4.7M Impressions
51.4K Engagements
30.8K Followers

Instagram



1.8M Impressions
30.7K Engagements
8K Followers

Twitter



199K Impressions
7.4K Engagements
3.4K Followers

TOTAL

6.69M Impressions
89.5K Engagements
42.2K Followers

Instagram

Search

Log In

Sign Up



visitburbank • Follow

visitburbank Take your Valentine's Day to the next level with a date at @unistudios.

41w

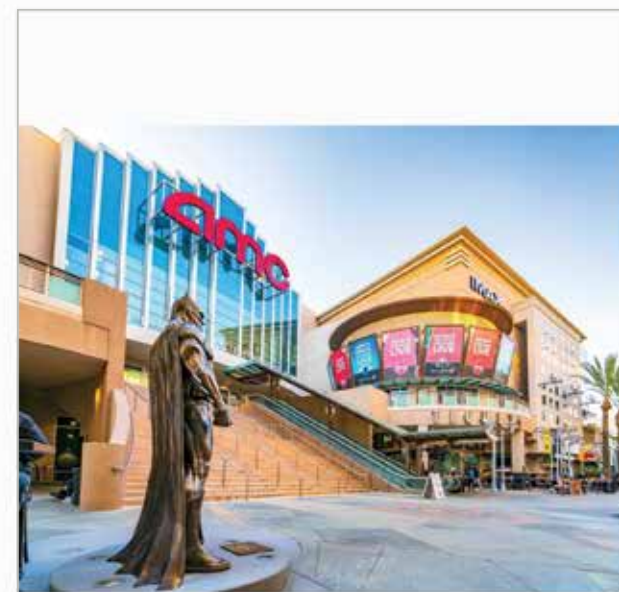
visitburbank #VisitBurbank #Burbank #unistudios #universalstudios #valentinesdate #valentines #couple #burbankstudios #hollywood

41w 1 like Reply



33 likes

FEBRUARY 1



visitburbank • Follow

visitburbank Beat the heat today and purchase your tickets at @amctheaters in @downtownburbank and catch a glimpse of the Burbank Batman statue on your way in!

18w

visitburbank #visitburbank #burbank #burbankca #visitca #discoverla #la #BurbankBatman #batman #movietheater #beattheheat #heatwave #cooloff #downtownburbank



45 likes

JULY 12

NEWSLETTERS

Monthly newsletters support the social media strategy with detailed stories about upcoming events, hotel accommodations, new shops and restaurants, and attractions updates.

RESULT

- 25.5%** Open Rate
- 2.37%** Click-Through Rate
- 2K** Opt-in Subscribers



BURBANK IS A PLAYGROUND FOR SUMMERTIME FUN!

Kick off your summer in Burbank with outdoor excitement including hiking trails lacing the hills, poolside afternoons, concerts at the famed Starlight Bowl and patio dining with a warm summer breeze.



Enjoy a Concert Under the Stars
July 4 - August 13, 2022

TARGETED CAMPAIGNS

With major sporting events on the return and in preparation for the Los Angeles 2028 Summer Olympics, Visit Burbank developed campaigns targeting sports fans visiting the region to secure room nights for the big games.



Super Bowl LVI Social Media & Digital Campaigns

February 13

39K Impressions | **1K** Click-throughs to the website



MLB All-Star Game Social Media & Digital Campaign

July 19

511K Impressions | **3.1K** Click-throughs to the website

In addition, Visit Burbank established marketing partnerships with the following:

Starlight Bowl Social Media Campaign

12 Weekly Social Media Ticket Giveaways
Summer 2022

32K Impressions
1.3K Engagements

Social Media Batman Statue Sweepstakes

in partnership with DC Comics

24.1K Impressions
3.6K Engagements

Influencer-led Metrolink Social Media Adventure Train Scavenger Hunt

May 14 - Social Media Campaign

950K media impressions
4.16M Impressions
12.1K Engagements

RESULT

- 4.7M** Impressions
- 4.1K** Click-throughs to the website
- 17K** Engagements

MARKETING & SALES RESULTS FY 2021-2022

UNIVERSAL STUDIOS HOLLYWOOD PARTNER HOTELS

To attract overnight stays with theme park attendees, Visit Burbank funded the participation of nine Burbank hotels in the Universal Parks & Resorts Vacations Partner Hotels program. As a result, Partner Hotels are included on www.universalstudioshollywood.com, where hotel packages can be purchased directly by park visitors.



RESULT

\$1.2M Hotel Bookings

Up 660% compared to 2021

(Source: UPRV, August YTD report)



HOTELPLANNER PREFERRED MEMBER PROGRAM

With the goal of developing group bookings, Visit Burbank funded the participation of 10 Burbank hotels as Preferred Members with HotelPlanner, the largest online group hotel reservation system in the world.

RESULT

\$4.2M Group Business

Up 250% compared to 2021

(Source: Hotelplanner)



ONLINE BOOKING ENGINE

Visit Burbank's website is the chief tourism portal for hotel bookings and major attractions. This is sustained by call-to-action links on digital advertising campaigns, social media posts, and the monthly newsletter.

2022 RESULT

Hotel room nights: **121**

Hotel room night value: **\$26,029.90**

Attractions tickets sold: **417**

Attractions value: **\$36,330***

*Attraction sales attributed from Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood

Top 5 US Origin Markets:



- California
- Arizona
- Nevada
- Utah
- Illinois

Top 5 International Markets:



- United Kingdom
- Mexico
- Canada
- Germany
- France

(Source: aRes Travel)

INFLUENCER COLLABORATIONS

Influencers tell the Burbank story in compelling ways to their followers reaching new audiences by creating original content. Their stories and reels give followers direct insight into hotels, attractions, lifestyles, and newsworthy tips reinforcing Burbank as a travel destination.

RESULT



6 Influencer Visits

290K Combined Followers

3.6M Impressions Generated



429 likes

lifehacksla It's a week away but we wanted to share now so you don't miss out on one of our favorite seasonal events, the Burbank Winter Wine Walk.

The Winter Wine Walk takes over downtown Burbank on 11/12 with a Holiday Street Fair of live music, DJ's, dancing, food, vendors, entertainment, snowfall, 40+ Wine tasting locations & more!

Link to grab tickets in the bio.

#winewalk #winterwinewalk #visitburbank #downtownburbank

TRAVEL TRADE

The travel trade industry is instrumental in attracting domestic and international visitors. By attending established trade shows such as IPW, Visit Burbank helps hotels to secure long-term tour operator contracts to increase future room nights.

RESULT

60 Tour Operator Contacts Established

30 Hotel Site Visits Initiated



DESTINATION DEVELOPMENTS

Destination Development focuses on investing in projects that elevate the traveler experience, such as easy access to ultra-high-speed internet, creating must-see icons such as the Batman and Wonder Woman statues, and working with airlines to market new nonstop flights into the Hollywood Burbank Airport.

RESULT

- **11** Participating Hotels for ONEBurbank high-speed fiber internet service
- Addition of **Wonder Woman** monumental superhero statue in 1st Quarter 2023
- Nonstop flights into Burbank increased from 17 in 2019 to **28 in 2022**



LOOKING AHEAD FY 2022-2023 MARKETING & SALES

Visit Burbank is launching a new digital campaign with updated photography and branching out to new markets such as bleisure, the extension of business meetings into personal vacations. Target markets remain road trippers, nonstop feeder markets into the Hollywood Burbank Airport, and the greater Los Angeles region.

GOAL
29M Projected Impressions

SOCIAL MEDIA ADVERTISING

Primary channels are paid ads on Instagram and Facebook geo-targeted to nonstop feeder markets into BUR

Visit Burbank
Sponsored · 🌐

Fly nonstop from New York to LA the quick and easy way, into convenient Hollywood Burbank Airport. Soak in all of the SoCal sun while enjoying Burbank's amazing restaurants, hotels, studio tours, and more!

STAY WHERE MOVIES GET MADE
FLY NONSTOP NEW YORK TO BURBANK
A Better Way to See LA

visitburbank.com
Visit Burbank!
A better way to see LA!

[Learn more](#)

Visit Burbank
Sponsored · 🌐

Fly nonstop from San Francisco to LA the quick and easy way, into convenient Hollywood Burbank Airport. Soak in all of the SoCal sun while enjoying Burbank's amazing restaurants, hotels, studio tours, and more!

STAY WHERE MOVIES GET MADE
FLY NONSTOP SAN FRANCISCO TO BURBANK
A Better Way to See LA

visitburbank.com
Visit Burbank!
A better way to see LA!

[Learn more](#)

BLEISURE MARKET ADVERTISING

A digital campaign encouraging the corporate meetings sector to extend their stay by converting business trips into leisure getaways.



ROAD TRIP AND DRIVE TIME MARKET ADVERTISING

Campaign to increase regional visitation within a 300-mile radius.

Visit Burbank
Sponsored · 🌐

Head to Burbank for the best SoCal has to offer: studio tours, top restaurants and hotels, and so much more.

HOLLYWOOD FUN IS JUST A SHORT DRIVE AWAY

visitburbank.com
Visit Burbank!
A better way to see LA!

[Learn more](#)

Visit Burbank
Sponsored · 🌐

Head to Burbank for the best SoCal has to offer: studio tours, top restaurants and hotels, and so much more.

TAKE A ROAD TRIP TO SUNNY CALIFORNIA
Visit Burbank. A Better Way to See LA.

visitburbank.com
Visit Burbank!
A better way to see LA!

[Learn more](#)

INFLUENCER PROGRAM

Visit Burbank will continue to build relationships with key influencers to promote travel and inspire audiences with niche and authentic content highlighting local businesses, neighborhoods, hotels, attractions, the culinary scene, family-friendly activities, and iconic landmarks. The primary focus will be on short-form videos favored by Instagram Reel and Tiktok users.

GOAL



6 Influencer Visits

290K Combined Followers

3.6M Impressions Generated



thesocialgal_
77.5K followers



traveling_jen
7.3K followers



lifehacksla
150K followers



diariesofatravelista
142k followers



adorkable_adventures
13K followers



socalfunfamily
17.1K followers



DESTINATION DEVELOPMENT

A second in the series of monumental bronze statues sponsored by Visit Burbank is set to be unveiled in March 2023 in front of the Warner Bros. Tour Center in Burbank's Media District. The Wonder Woman statue will join Batman, inaugurated in November 2020 in Downtown Burbank as part of the Selfie-Spot series in partnership between Visit Burbank and Burbank-based DC Comics.

GOAL

- Social Media Awareness of Burbank as a Visitor Destination
- Integrate "Media Capital of the World" into the Heart of Burbank's Tourism Districts



ONEBurbank

Visit Burbank will continue to fund the participation of 11 hotels in Burbank Water & Power's ONEBurbank high-speed fiber internet service, enhancing the internet access/experience for hotel guests.

GOAL

- Offer the Highest Quality High-Speed Internet Service to Hotel Guests
- Demonstrate Hi-tech Leadership as Media Capital of the World



STRATEGIC PARTNERSHIPS

Visit Burbank is sponsoring three targeted special events in 2022-2023 demonstrating potential for overnight hotel stays and contributing to citywide economic activity.

GOAL

- Generate **>1K** additional room nights
- Attract **>7K** attendees

CTN Animation eXpo

Nov 17-20, 2022 | Los Angeles Marriott Burbank Airport Hotel

An artist-to-artist conference geared to inspire, empower, and connect animators from around the world.



MUSEXPO and California Entertainment Week

March 19-22, 2023 | Castaway

One of the world's leading music business and conferences showcasing all facets of pop culture. Attracts leaders, thinkers, and influencers from across the globe that are shaping the future of the music industry.



Burbank International Film Festival

**September 21-24, 2023
AMC Burbank 16**

Burbank's premier film festival complete with screenings, afterparties, receptions, and networking opportunities at numerous venues across the city.

INVESTMENTS IN TOURISM



AIRPORT REPLACEMENT TERMINAL (Elevate BUR)

2627 N Hollywood Way
Airport District
14-gate, 355,000 sq. ft. replacement terminal with up to 6,637 parking spaces. 2026 OPENING



CAMBRIA HOTEL

2801 N Hollywood Way (part of Avion Project)
Six-story 150-room hotel on an 80,183 sq. ft. lot with ground level bar, fitness center, and meeting rooms. 2023 OPENING



ALOFT AND RESIDENCE INN HOTELS

2500 N Hollywood Way
Seven-story property consisting of a 219-room Aloft and 201-room Residence Inn on a 250,925 sq. ft. lot with onsite restaurants, meeting rooms, and roof top amenities.
TO BE CONSIDERED BY CITY COUNCIL IN 2023



LATERRA SELECT BURBANK

777 Front Street
Seven-acre mixed-use residential/hotel/commercial project on an 832,123 sq. ft. lot with 573 rental units, a 307-room hotel, and retail space 2023 -2025 OPENING

BURBANK'S TOURISM ECONOMY 2021

Burbank Economic Development initiated a tourism impact report to gauge the economic impact of tourism in 2021. While 2021 was a hybrid year with travel still reemerging from the pandemic and its consequences, the report nevertheless provides valuable insights and establishes a new baseline for measurement of future growth. The study demonstrates the importance of the Burbank travel market relative to other economic sectors.



\$107M
Spent on
Lodging



\$97M
Spent on
Transportation



\$158M
Spent on
Retail



\$149M
Spent on
Recreation
and Entertainment



\$130M
Spent on Food
and Beverage

(2022 Source: Tourism Economics)



\$641M
TOTAL SPENT
BY VISITORS



6.5K
JOBS SUSTAINED
BY VISITORS



\$31M
DIRECT IMPACT
FROM LOCAL TAXES



HOTEL OCCUPANCY

The travel industry made an encouraging comeback in 2021-2022. Burbank hotels rebounded faster than expected with occupancy jumping from 63.8% in 2021 to 74% in October 2022. Average daily rates and RevPAR made significant advances, up 29% and 49% respectively.

GROWTH IN HOTEL OCCUPANCY (As of October 2022)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
75%	78%	79%	81%	84%*	83%	82.5%	82.5%	66.5%**	67.4%**	74%

GROWTH IN AVERAGE DAILY RATES (ADR) (As of October 2022)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	\$164	\$157**	\$141**	\$177

GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (As of October 2022)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	\$136	\$104**	\$95**	\$131

GROWTH IN ANNUAL ROOM REVENUE (As of October 2022)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	\$128M	\$97M**	\$75.4M**	\$124.7M

***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, and continuing to June 15, 2021.**

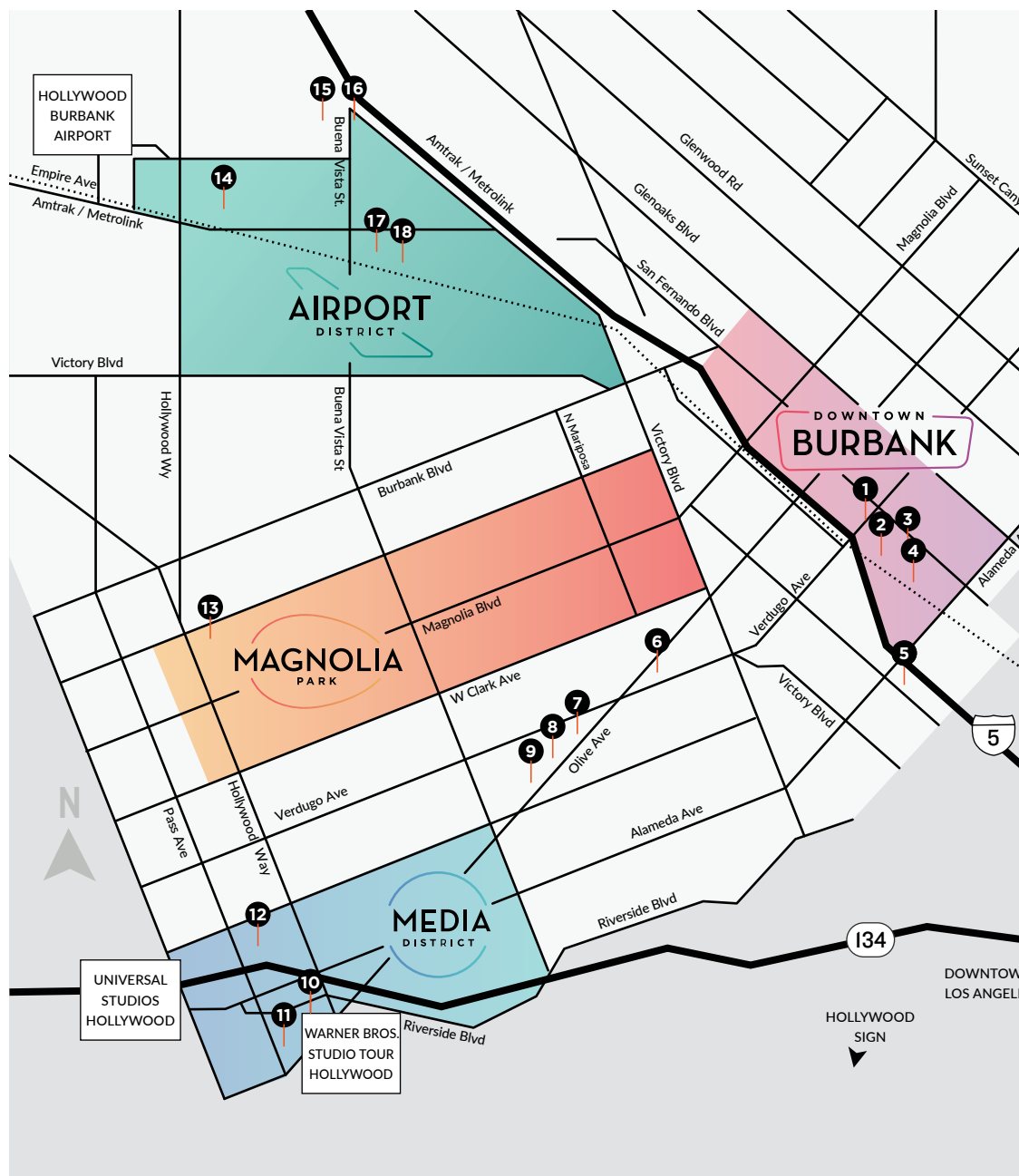
Source: Smith Travel Research



BURBANK HOTELS

- Hotel Burbank 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 Burbank-Hollywood 12
- Travelodge by Wyndham Burbank-Glendale 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

Nerissa Sugars | Hollywood Burbank Airport, Chair

Peter Kolla | Hotel Amarano Burbank-Hollywood | Vice Chair

Jamie Keyser | Burbank Chamber of Commerce | Secretary

BOARD OF DIRECTORS

Fatima Achhal | SpringHill Suites Burbank Downtown

Danny Kahn | Warner Bros. Studio Tour Hollywood

Stacey Meyer | Residence Inn Burbank Downtown

Adrian Pastrana | Quality Inn Burbank Airport

Edgar Rivera | Hilton Garden Inn Burbank Downtown

Ali Schmidt | Universal Studios Hollywood

Alan Tate | Los Angeles Marriott Burbank Airport

Patrick Prescott | Community Development Director (ex-officio)

STAFF

Simone McFarland | Assistant Community Development Director-Business & Economic Development

Mary Hamzoian | Economic Development Manager | Executive Director

Megan Wilke | Economic Development Analyst





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Burbank Hospitality Association

VisitBurbank.com

info@visitburbank.com

