



*Visit* **BURBANK**

YEAR IN REVIEW 2024-2025  
LOOKING AHEAD 2025-2026



# WELCOME

## DEAR TOURISM PARTNERS,

FY 2024-2025 was a record-breaking year for Visit Burbank. We achieved all-time highs with ADR at \$189.56, RevPAR at \$144.71, and total revenue reaching \$140.4 million - clear proof that Burbank's tourism momentum is stronger than ever.

It was also a year of bold moves and major announcements. In May, we welcomed Verdin Marketing as our new advertising agency, now hard at work on a full rebrand set to launch in December 2025 - perfectly timed to build visibility ahead of FIFA World Cup 2026 and the LA28 Summer Olympics. Meanwhile, construction is underway on Hollywood Burbank Airport's spectacular 355,000-square-foot "Icon" terminal, opening in October 2026, which will transform the travel experience with modern architecture, streamlined amenities, and Hollywood-inspired design.

Hollywood Burbank Airport continues its upward trajectory, welcoming a record-breaking 6.5 million passengers in 2024. New nonstop routes and two brand-new airlines are on the horizon: Alaska Airlines will premier nonstops to Honolulu starting in May 2026. Newcomer Allegiant begins service in February 2026, and Breeze Airways will launch in March 2026 bringing the total of major US carriers serving Burbank to ten.

2025 also marks the launch of Visit Burbank's renewal initiative for a new 10-year term beginning July 1, 2026. Renewal will ensure stable, continued funding for tourism marketing, destination development, and related programs, enabling continued growth citywide. With competition for visitor dollars increasing across California and the world, renewal guarantees Burbank's ability to market effectively, enhance the visitor experience, and sustain strong hotel occupancy and revenue.

We celebrated our pop-culture heritage in true Burbank fashion by unveiling the Green Lantern statue in partnership with DC Comics at Burbank Empire Center in November 2024. Green Lantern now joins our iconic Batman and Wonder Woman installations - reinforcing that "Super Heroes Are Made Here." More superstar installations are coming soon.

On behalf of the Burbank Hospitality Association, thank you to everyone who made 2024-2025 a landmark year. Together, we've built incredible momentum - and we're just getting started.

Sincerely,



Tony Garibian, Board Chair  
Burbank Hospitality Association

Visit **BURBANK**



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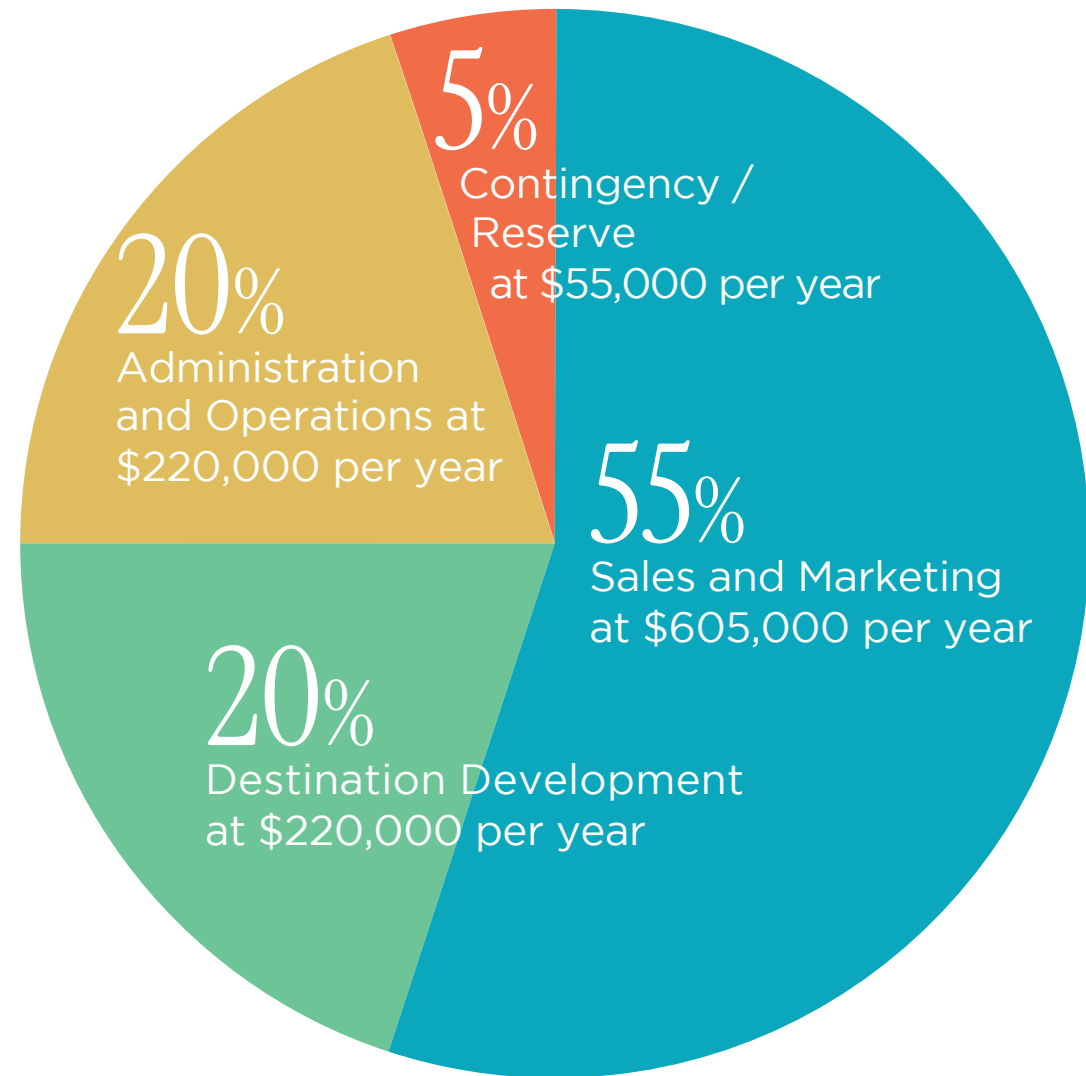
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**ABOUT** The Burbank Hospitality Association, the governing body of the Tourism Business Improvement District (TBID) and doing business as Visit Burbank, was formed in 2011 and is funded by a 1% assessment on overnight stays in Burbank hotels with 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 \$1.4 million budget in Fiscal Year 2024-2025 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.

MISSION



ABOUT | BUDGET

# GOALS

## Promote Burbank as a top leisure and business destination and 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.
- Increasing overnight leisure stays through the Universal Parks & Resorts Vacations Partner Hotel Program with participation of 11 Burbank hotels.
- Attracting Influencers, content creators, and media to showcase Burbank's accommodations, attractions, and amenities.
- Leveraging marketing efforts through partnerships with Visit California, Brand USA, Discover Los Angeles, Downtown Burbank Partnership, the Hollywood Burbank Airport, the Burbank Chamber of Commerce, DC Comics, Warner Bros. Studio Tour Hollywood, and Universal Studios Hollywood.



## Invest in projects designed to elevate the Burbank visitor experience and create a 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.
- Initiating the complementary hotel bicycle program as a guest amenity.
- Attracting art exhibitions and placemaking efforts to enhance visitation to Burbank.

# RESULTS

MARKETING & SALES 2024 - 2025

## DIGITAL ADVERTISING

Digital advertising drives demand for hotel accommodations and attractions by focusing on domestic and regional markets, with an emphasis on road trips and nonstop flights into Hollywood Burbank Airport. Advertising channels include Google Display, Google Pay per Click, ads on Meta's Facebook and Instagram, and boosted social media posts.

RESULTS  
18.6M  
Impressions

398K  
Click Throughs

\$57K  
Hotel Bookings



## ORGANIC SOCIAL MEDIA

Social media channels engage travelers with posts and reels about Burbank hotels, neighborhood shopping, attractions, and fun things to do, targeting road trippers, nonstop feeder markets, and the Los Angeles region.

RESULTS  
6.7M  
Impressions

281K  
Engagements

49.4K  
Followers



ORGANIC SOCIAL MEDIA

DIGITAL ADVERTISING

# RESULTS

MARKETING & SALES 2024 - 2025

## NEWSLETTERS

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



**'Tis the Season  
for Holiday  
Adventures in Burbank**



**We're all in for July!**

It's time for some Summertime excitement!  
From a not-to-be-missed 4th of July celebration to  
Food Truck Fridays and Elephant Parade Burbank  
2024, July is gearing up to be full of surprises.

**Forward to a Friend** →

**RESULTS**  
**35.25%**  
Open Rate

**2.65%**  
Click-Through Rate

**2.5K**  
Opt-In Subscribers



**Burbank's Spooky Season has Arrived!**



We are ready to welcome Fall with open arms - and a calendar full of fright!  
This scary season is bringing citywide celebrations, annual Halloween happenings, and endless  
reasons to get out and enjoy the Fall feels taking over Burbank.

# RESULTS

MARKETING & SALES 2024 - 2025

## STRATEGIC PARTNERSHIPS

Visit Burbank sponsored six special events demonstrating potential for overnight hotel stays and citywide economic impact.



**BURBANK COMEDY FESTIVAL**  
August 10-17, 2024



**CTN ANIMATION eXpo**  
November 21-24, 2024



**MUSEXPO 2025**  
March 16-19, 2025



**AFROANIMATION SUMMIT 5.0**  
April 3-5, 2025



**BURBANK INTERNATIONAL FILM FESTIVAL**  
September 25-29, 2024



**AME INSTITUTE BURBANK**  
June 23-26, 2025



**RESULTS**  
**\$315K**  
Room Revenue

**10.3K**  
Attendance

**83%**  
Return on Investment\*

\*for every \$1 invested, \$1.83 was generated

STRATEGIC PARTNERSHIPS

# RESULTS

MARKETING & SALES 2024 - 2025

## SHOWCASING BURBANK AT HOLLYWOOD BURBANK AIRPORT

Visit Burbank is now front and center with 6.5 million annual travelers at Hollywood Burbank Airport. Two eye-catching dioramas - one in Concourse A and one in Concourse B - spotlight Burbank's must-see Super Hero statues, inspiring passengers to explore the city's unique attractions. Even greater visibility is on the way with dynamic video walls launching in late 2025, offering powerful opportunities to engage future visitors.



# RESULTS

MARKETING & SALES 2024 - 2025

## UNIVERSAL STUDIOS HOLLYWOOD PARTNER HOTELS

To attract overnight stays with theme park attendees, Visit Burbank funded the participation of 11 Burbank hotels in the Universal Parks & Resorts Vacations Partner Hotels program. Partner Hotels gain added visibility by appearing on [universalstudioshollywood.com](http://universalstudioshollywood.com), where hotel packages are purchased directly by park visitors.



RESULTS

\$1.2M

Burbank Hotel Bookings

771K

Total Impressions

7.5K

Click throughs

UNIVERSAL STUDIOS HOLLYWOOD

CREATE YOUR OWN VACATION PACKAGE

STARTING FROM **\$125\*** PER PERSON PER NIGHT

Vacation packages are sold by Universal Parks & Resorts Vacations, CST: 2137135-50.  
\*Based on a Family of 4. Limited Availability. Restrictions apply.



# RESULTS

MARKETING & SALES 2024 - 2025

## HOTELPLANNER PREFERRED MEMBER PROGRAM

With the goal of developing group bookings, Visit Burbank funded the participation of 18 Burbank hotels as Preferred Members with Hotelplanner, the largest online group hotel reservation system in the world.



## ONLINE BOOKING ENGINE

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



\*Primarily Universal Studios Hollywood and Warner Bros. Studio Tour Hollywood



HOTELPLANNER PREFERRED MEMBER PROGRAM

# RESULTS

MARKETING & SALES 2024 - 2025

## INFLUENCER COLLABORATIONS

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



**@cal.euphoria**  
418K FOLLOWERS



**@diana\_malbert food**  
21.2K FOLLOWERS



**@lifehacksla**  
212K FOLLOWERS



**@jill\_et\_sa\_tribu**  
193K FOLLOWERS



INFLUENCERS

# RESULTS

MARKETING & SALES 2024 - 2025

## FAMILIARIZATION TOURS (FAMs)

FAMs are curated experiences designed to showcase Burbank's vibrant hospitality and attractions to travel advisors, tour operators, and industry professionals. Visit Burbank's FAM trips focused on strengthening partnerships with luxury and theme-park travel sectors, highlighting our world-class hotels, attractions, and local gems.

### FAM TOUR RESULTS

- Universal Parks & Resorts Vacations FAMs and Popup Events reaching hundreds of top-selling travel advisors, including CityWalk on September 12, 2024; Guest Contact Center Pop-Up in Orlando on January 12, 2025; and a Theme-Park Travel Agent FAM that featured receptions at Los Angeles Marriott Burbank Airport, Cambria Hotel Burbank Airport, Coast Burbank Hotel, and Safari Inn, along with visits to Warner Bros. Studio Tour Hollywood.
- Exciting West Familiarization Tour with 10 luxury Belgian tour operators, October 25-27, 2024 staying at Hotel Amarano Burbank- Hollywood, visiting Warner Bros. Studio Tour Hollywood, Bob's Big Boy, Coffee Commissary, Urban Press Winery, and Downtown Burbank.
- Flight Centre Global Gathering: Hosted two top producers from EnVoyage, Flight Centre's luxury division, at Hotel Amarano with exclusive Warner Bros. Studio Tour Hollywood experiences, July 10-11, 2025.
- Nuitee (bedbank and distribution channel) and Bonotel Exclusive Travel: Developed site tours to facilitate hotel and attraction contracting.



# RESULTS

MARKETING & SALES 2024 - 2025

## TRAVEL TRADE

The 56th Annual IPW solidified Visit Burbank's position as a key player in the global tourism industry. Held in Chicago June 16-18, 2025, IPW is the premier international marketplace for inbound U.S. travel, attracting 6,000 attendees from 70 countries, providing an unparalleled platform to showcase Burbank's unique offerings.

Visit Burbank leveraged this opportunity to forge strategic partnerships and secure high-value leads, positioning the city for sustained tourism growth. The on-site team secured critical connections with high-potential tour operators, with follow-up efforts underway to drive bookings and partnerships.

### TRAVEL TRADE RESULTS

Met and followed up with more than 80 domestic and international tour operators, receptive operators, airlines, journalists, and travel technology companies.

As we prepare for the 57th IPW in Fort Lauderdale, May 17-21, 2026, Visit Burbank remains committed to capitalizing on these opportunities. Ongoing engagement with strategic partners will ensure Burbank continues to thrive as a premier destination.



TRAVEL TRADE

# TOTAL IMPACT

MARKETING & SALES 2024 - 2025

THE RESULT OF PROGRAMS FOR 2024 - 2025 ARE AS FOLLOWS:

## RESULTS

25.3M

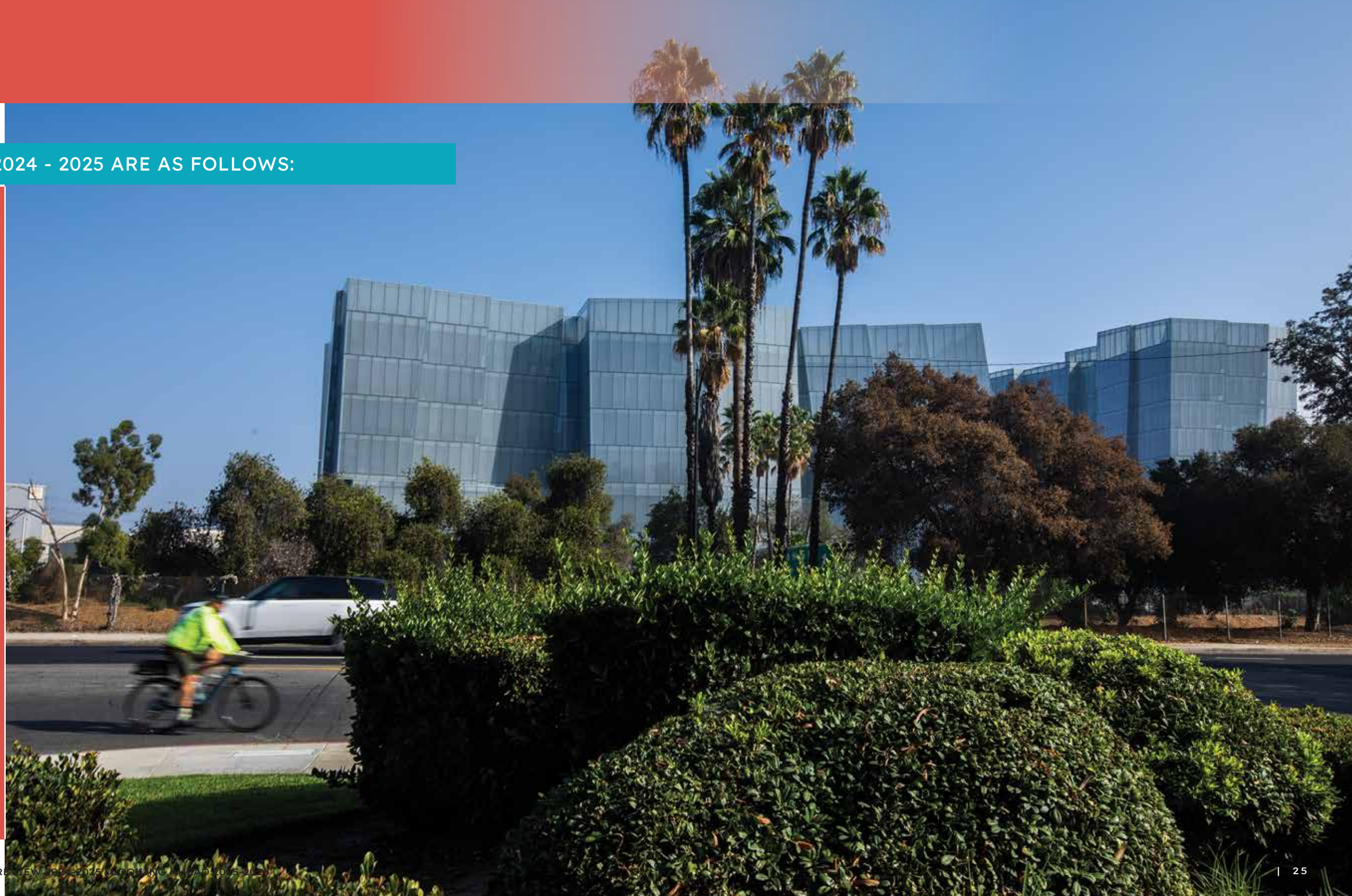
Impressions  
Digital & Social  
Campaigns

926K

Click-Throughs  
& Engagements

\$5.4M

Hotel Attractions  
Bookings



TOTAL IMPACT

# RESULTS

## DESTINATION DEVELOPMENT 2024 - 2025

Destination Development focuses on investing in projects that elevate the traveler experience, such as monumental signs, easy access to ultra-high-speed internet, the DC Comics partnership celebrating Super Heros, developing a visitor bicycle program, attracting globally recognized art exhibits, and working with airlines to market new nonstop flights into Hollywood Burbank Airport.

### DESTINATION DEVELOPMENT RESULTS

- 16 Participating Hotels for ONEBurbank high-speed fiber internet service.
- Third Epic Bronze Statue, Green Lantern, unveiled at Burbank Empire Center in November 2024; more legendary icons on the way.
- Nonstop flight support into Hollywood Burbank Airport.
- Visit Burbank Bicycle Program with 8 participating hotels.



# LOOKING AHEAD

LOOKING AHEAD



# LOOKING AHEAD

## VISIT BURBANK TBID RENEWAL: 2026-2036

Visit Burbank has been a key driver of hotel performance and visitor growth since 2011. Renewed once in 2016, the TBID is now embarking on a new 10-year term beginning July 1, 2026.

### WHY RENEWAL MATTERS

The TBID ensures a dedicated, hotel and attractions-controlled funding stream for tourism growth. Renewal guarantees Burbank's ability to market effectively, enhance the destination experience, and sustain strong hotel occupancy and revenue.

### FUNDING AND ASSESSMENT



**\$2.275M**

**ANNUAL BUDGET**



**1.75%**

**ASSESSMENT  
PERCENTAGE OF  
SHORT-TERM  
ROOM REVENUE**



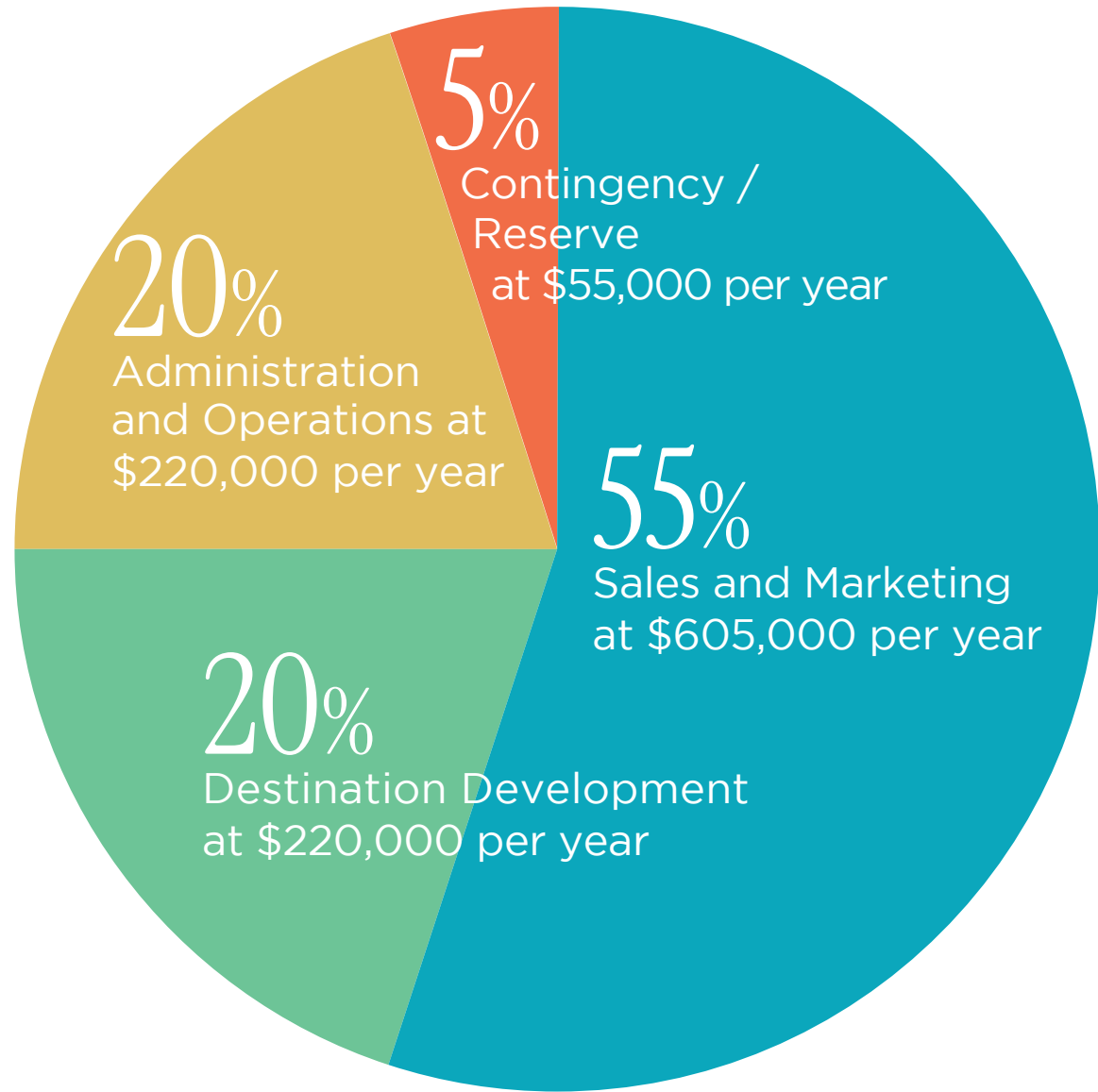
TBID RENEWAL: 2026-2036

# LOOKING AHEAD

TBID RENEWAL *continued*

## INVESTMENT PRIORITIES

**\$2.275M TOTAL BUDGET**



TBID RENEWAL: 2026 - 2036



# LOOKING AHEAD

## TBID RENEWAL *continued*

### 10 YEAR ACCOMPLISHMENTS

- Launching VisitBurbank.com, introducing a hotel booking engine, and running digital and social media campaigns.
- Showcasing Visit Burbank at international travel trade shows.
- Creating the Universal Studios Partner Hotel Program.
- Developing the Superhero Statue Program.
- Launching the Visit Burbank Bicycle Program.
- Introducing the Visit Burbank online gift shop.
- Attracting and retaining major conferences.
- Securing the globally recognized Elephant Parade Burbank 2024.
- Driving sustained hotel revenue growth.



TBID RENEWAL: 2026 - 2036

# LOOKING AHEAD

## TBID RENEWAL *continued*

### GROWTH SINCE 2015



169%

MARKETING INVESTMENT INCREASE TO **\$1.4M**



53%

GROWTH IN PASSENGERS AT HOLLYWOOD BURBANK AIRPORT TO **6M** (PROJECTED 2025)



52%

GROWTH IN HOTEL ROOM REVENUE TO **\$140.5M**



28%

INCREASE IN AVERAGE DAILY RATES (ADR) TO **\$190**



21%

BOOST IN REVENUE PER AVAILABLE ROOM (REVPAR) TO **\$145**



24%

HOTEL ROOM INVENTORY TO **2,719** CITYWIDE



# LOOKING AHEAD

## MARKETING & SALES

### VISIT BURBANK REBRAND

Visit Burbank has selected Verdin Marketing to lead a complete rebrand launching in December 2025 capturing the city's growing energy and global appeal.

#### THE REBRAND COMES AT A PIVOTAL MOMENT:

- Four new hotels are set to increase room inventory by nearly 40% in the next few years
- Hollywood Burbank Airport is preparing to open its new 14-gate terminal in October 2026
- FIFA World Cup 2026 and the LA28 Summer Olympics present an unparalleled opportunity for global exposure
- The city's dining, retail, and entertainment scene continues to expand.

As part of the rebranding, Verdin is tasked with creating the campaign and tagline that tells the destination's story and sets Burbank up for successful growth.

**Success metric: Drive Burbank visitation to increase occupancy.**

Research shows that Burbank visitors seek iconic, unforgettable experiences without the big city hassle or high cost. And while the competition is often seen to be glamorous, it can also feel inaccessible and overwhelming for many travelers. Burbank's niche is where industry creativity meets elevated experiences.



#### TARGETING FAMILIES, STUDIO & FILM BUFFS, AND BUSINESS AND GROUP TRAVELERS, VERDIN WILL ROLL OUT:

- New logo
- Rebranded digital ads
- Airport Advertising Digital Ads
- New advertising platforms
- Website reskin
- Newsletter design
- Travel trade booth
- Branded merchandise

**Stay tuned for the December launch!**

# LOOKING AHEAD

## DESTINATION DEVELOPMENT

Visit Burbank is preparing to renew its 10-year Tourism-Based Business Improvement District (TBID) term through 2036. This renewal will continue leveraging funds for targeted sales, marketing, and destination development initiatives, building on a decade of achievements that have boosted visitor spending to \$843 million, supported nearly 8,000 jobs, and elevated Burbank's profile as the Media Capital of the World.

### DESTINATION DEVELOPMENT GOALS

- Maintain stable, long-term funding to increase room night sales, hotel occupancy, and visitor spending.
- Promote Burbank as a premier tourist, meeting, and event destination.
- Collaborate with the City of Burbank on projects such as wayfinding signage, cultural art installations, gateway enhancements, and infrastructure improvements.
- Provide specific, targeted benefits directly to assessed lodging businesses, including lead generation, familiarization tours, and promotional materials.
- Respond to market conditions and support ongoing innovation in tourism promotion.
- Two new bronze DC Super Hero statues in development. Summer art exhibit also in the planning.



# DESTINATION DEVELOPMENT

## MONUMENT & WAYFINDING SIGNAGE PROGRAM

The Monument & Wayfinding Program will consist of distinctive signage at major entryways into Burbank, delineating the city from surrounding communities while showcasing its identity as the Media Capital of the World. Signs will serve as welcoming beacons, enhancing visitor experience, creating Instagram moments, and positioning Burbank as a premier overnight destination for families, groups, and solo travelers.

### MONUMENT & WAYFINDING SIGNAGE PROGRAM GOALS

- Unify Burbank's identity through creative signage that reflects its local character, cultural richness, and role as a world-class creative capital.
- Generate free social media marketing by encouraging visitors to share images of the signs, amplifying tourism awareness.
- Tell Burbank's story to foster a sense of community among residents, workers, and newcomers, while highlighting unique neighborhoods and landmarks.
- Provide wayfinding to help visitors, locals, and new arrivals navigate the city more effectively.
- Differentiate Burbank from neighboring cities to increase overnight stays, visitor spending, and local revenues.



# LOOKING AHEAD

## INVESTMENTS IN TOURISM

Four new hotels and a replacement terminal for Hollywood Burbank Airport are planned to open in the next two years:



### HOLLYWOOD BURBANK AIRPORT REPLACEMENT TERMINAL

2627 N Hollywood Way

14-gate, 355,000-square-foot replacement terminal with up to 6,637 parking spaces.

NOTE: Hollywood Burbank Airport will be fully operational during construction, which should not affect travelers' plans. Once the new 14-gate passenger terminal is complete, the old terminal will be demolished within 12 months and the taxiways will be extended.

**ESTIMATED COMPLETION 2026**



INVESTMENTS IN TOURISM



### LA TERRA SELECT

777 Front Street

Mixed-use project featuring 573 rental units, a 307-room Seven-story hotel, and 1,067 square-foot of ground retail. The residential portion consists of an 8-story building with one level of underground parking.

**ESTIMATED COMPLETION 2025-2026**



## APPROVED DEVELOPMENTS



### AC HOTEL

550 N Third Street

Six-story 196-room hotel with a 3,800 square foot ground-level restaurant and three levels of subterranean parking. Amenities to include a fitness center, lounge, pool, outdoor courtyard, and rooftop viewing deck.

**OPENING DATE TBD**



### ALOFT AND RESIDENCE INN HOTELS

2500 N Hollywood Way

Seven-story dual-brand hotel that will consist of 420 rooms, 219 hotel rooms operated by Aloft, and 201 hotel rooms operated by Residence Inn including a restaurant, lounge, cafes, meeting rooms, fitness center, and rooftop deck.

**CITY COUNCIL TO CONSIDER IN EARLY 2026**



### HOME 2 SUITES BY HILTON

129 E. Providencia Ave

Five-story, 43,896-square-foot hotel with 84 rooms.

**ESTIMATED COMPLETION DATE: TBD**



# ECONOMIC IMPACT OF TOURISM IN BURBANK

# HOLLYWOOD BURBANK AIRPORT



**\$175M**

SPENT ON RETAIL



**\$212M**

SPENT ON RECREATION & ENTERTAINMENT



**\$164M**

SPENT ON FOOD & BEVERAGE



**\$161M**

SPENT ON LODGING



**\$133M**

SPENT ON TRANSPORTATION



**\$843M**

TOTAL SPENT BY VISITORS



**3.2M**

VISITORS IN 2024



**\$31.2M**

TOURISM ATTRACTED LOCAL TAX REVENUES



**7.88K**

JOBS SUSTAINED BY VISITORS

Source: Tourism Economics, October 2025 Report



**HOLLYWOOD BURBANK AIRPORT | 30+ NONSTOP DESTINATIONS | 6.5M PASSENGERS**



Source: Hollywood Burbank Airport

# HOTEL OCCUPANCY

Burbank hotels are performing at historic levels, with ADR reaching \$189.56, RevPAR at \$144.71, and total revenue climbing to \$140.4 million during FY 2024-2025 - a testament to the city's sustained tourism momentum.

## GROWTH IN HOTEL OCCUPANCY (As of June 30, 2025)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
75%	78%	79%	81%	84%*	83%	82.5%	82.5%	66.5%**	67.4%**	74%	73.6%	74.3%	76.3%

## GROWTH IN AVERAGE DAILY RATES (ADR) (As of June 30, 2025)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	\$164	\$157**	\$141**	\$177	\$187	\$189	\$190

## GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (As of June 30, 2025)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	\$136	\$104**	\$95**	\$131	\$137	\$141	\$145

## GROWTH IN ANNUAL ROOM REVENUE (As of June 30, 2025)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	\$128M	\$97M**	\$75.4M**	\$124.7M	\$131.3M	\$135.8M	\$140.4M

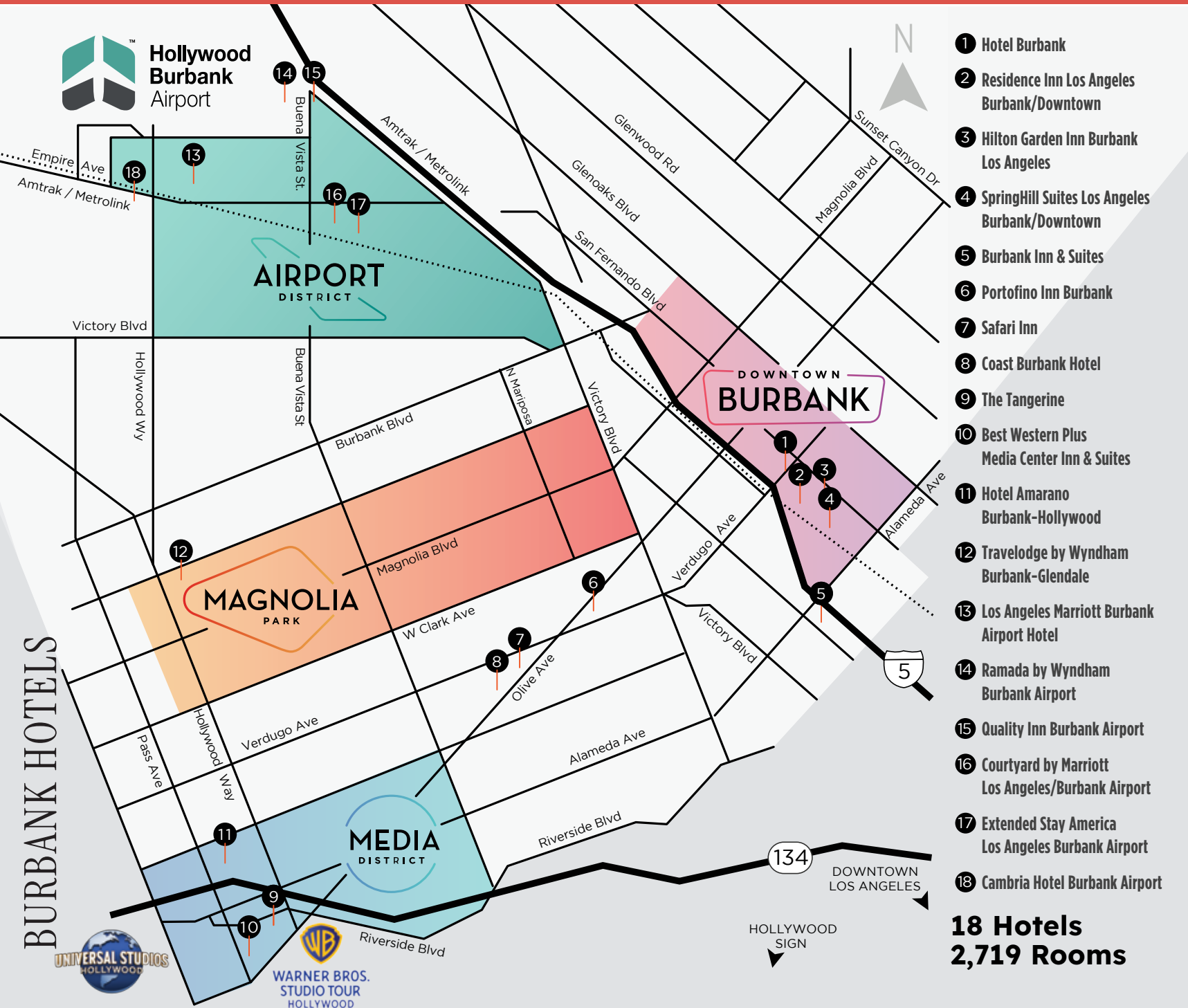
\*Porter Ranch Impacts. The gas leak forcing thousands of residents to relocate from Porter Ranch in the northwest San Fernando Valley benefited Burbank hotels from approximately October 2015 to May 2016. However, the relocation was an abnormal event that skewed economic indicators by approximately 10% 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



# CURRENT BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

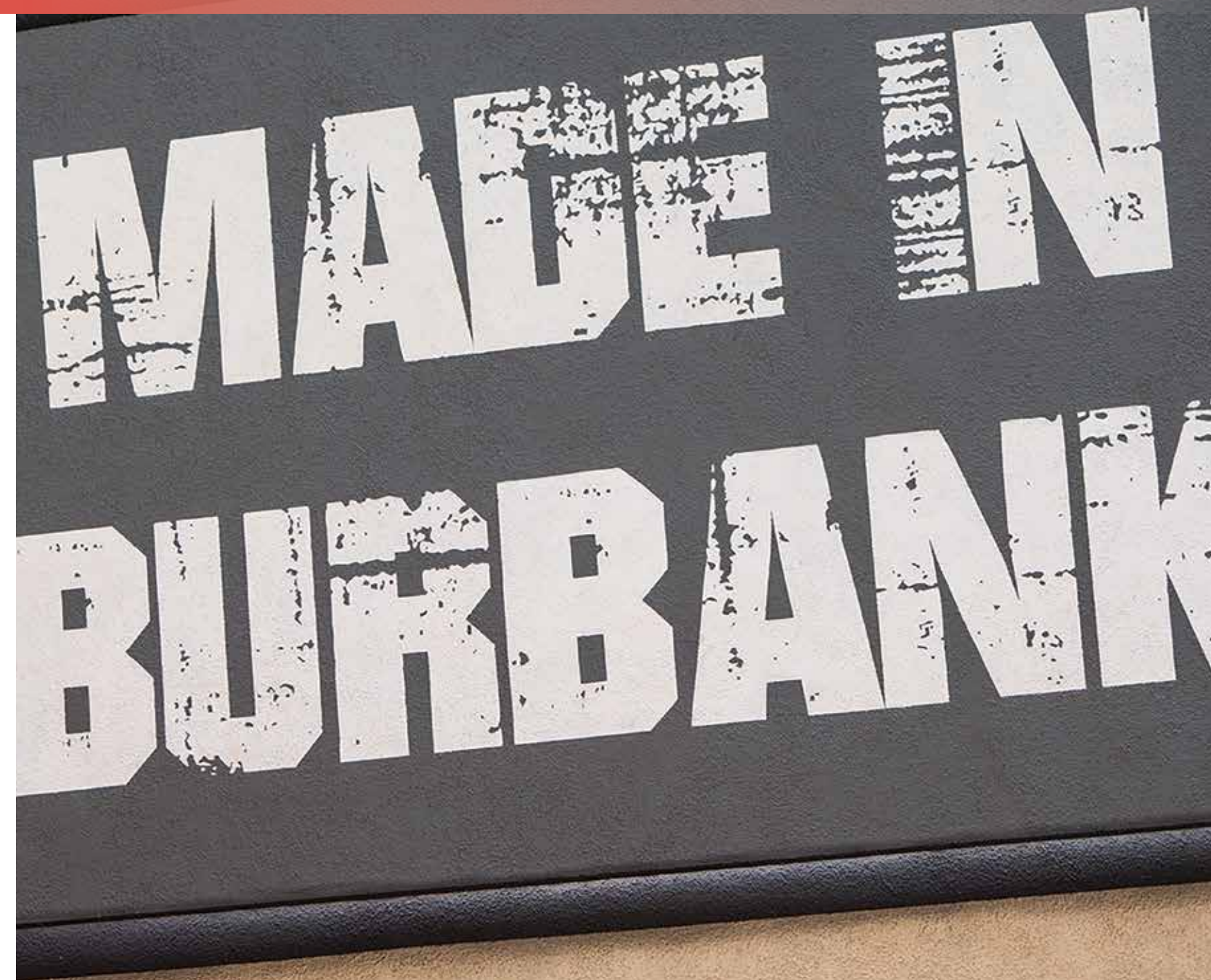
Tony Garibian | Coast Burbank Hotel and Safari Inn, Chair  
Michael Hernandez | Hilton Garden Inn Burbank Los Angeles, Vice Chair  
Danny Kahn | Warner Bros. Studio Tour Hollywood, Treasurer  
Jamie Keyser | Burbank Chamber of Commerce, Secretary

## BOARD OF DIRECTORS

Alan Tate | Los Angeles Marriott Burbank Airport  
Ali Schmidt | Universal Studios Hollywood  
Fatima Achhal | SpringHill Suites Los Angeles Burbank Downtown  
Nerissa Sugars | Hollywood Burbank Airport  
David Lurie | Hotel Amarano Burbank-Hollywood  
Kristen Perry | Cambria Hotel Burbank Airport  
Shannon Labbe | Residence Inn Los Angeles Burbank/Downtown  
Patrick Prescott, Community Development Director (ex-officio)

## STAFF

Simone McFarland | Assistant Community Development Director-Business & Economic Development  
Mary Hamzoian | Economic Development Manager | Executive Director  
Odette Zakarian | Economic Development Analyst  
Robin Faulk | Sales and Marketing



BOARD OF DIRECTORS AND STAFF



Visit **BURBANK**

Burbank Hospitality Association

[VisitBurbank.com](http://VisitBurbank.com)

[info@visitburbank.com](mailto:info@visitburbank.com)

