

Downtown Los Angeles: Travel, Tourism, Facts & Figures

Compiled and Presented By

LA INC.
The Los Angeles Convention and Visitors
Bureau

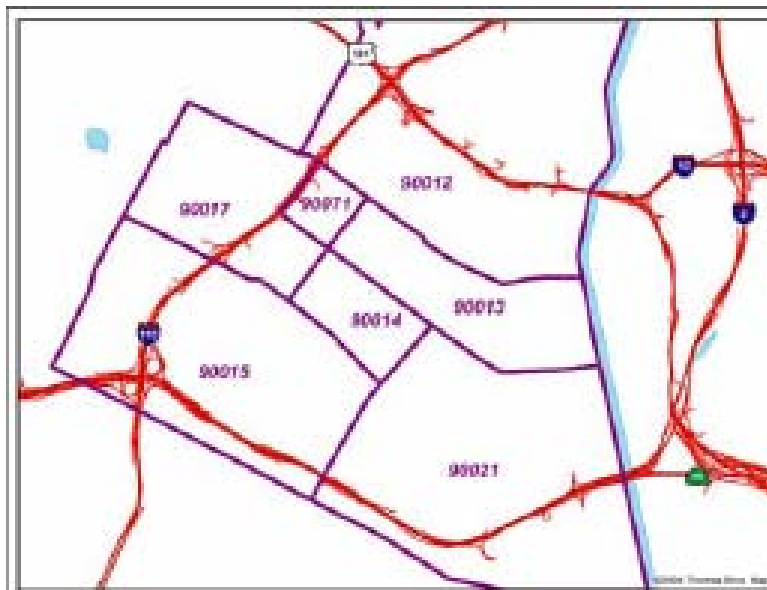
Updated March, 2008

Introduction

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

Defining Downtown

Downtown Los Angeles is generally defined by three freeways and one river. To the north is the 101 Freeway, to the west is the 110 Freeway, to the south is the 10 Freeway, and to the east is the Los Angeles River. This map shows the zip codes that fall within this geography:



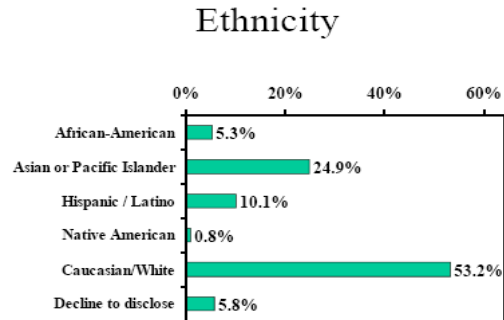
The following zip codes have areas outside of Downtown's boundaries, but they include complete data from the 2000 Census

Downtown Residents: 2000 Population by Zip Code

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

Population estimates for Downtown Los Angeles as defined above were made in a 2007 report commissioned by the Downtown Business Improvement District and are summarized here:

DTLA Residential Population	
pre-ARO*	18,700
2004	23,894
2006	28,878
2009 (projected)	40,000
<i>*Adaptive Reuse Ordinance (1999)</i>	



Source: DBID Demographic Survey 2006

The chart below documents the considerable growth in the housing market Downtown since December 31, 1998

Downtown Los Angeles Housing Units					
4th Quarter 2007					
	Affordable Units	Market Rate Rental Units	Market Rate Condo Units	Market Rate Total Units	Grand Total
EXISTING HOUSING					
Existing as of Dec. 31, 1998	8,445	2,352	829	3,181	11,626
Constructed since Adaptive Reuse Ordinance (ARO)*	1,312	5,388	4,048	9,436	10,748
Existing Subtotal	9,757	7,740	4,877	12,617	22,374
UNDER DEVELOPMENT					
Under Construction	829	2,801	4,794	7,395	8,224
Permitted	21	0	1,265	1,265	1,286
Development Subtotal	850	2,801	6,059	8,660	9,510
PIPELINE					
Under Plan Check	100	760	4,928	5,688	5,788
Under Consideration 2 years	459	300	4,778	5,078	5,537
Under Consideration 3+ years	150	449	1,920	2,369	2,519
Pipeline Subtotal	709	1,509	11,626	13,135	13,844
Existing and Under Development Grand Total	11,316	11,850	22,562	34,412	45,728

*June 1999 to Present
Boundaries: North = 101 Fwy, South = 10 Fwy, East = Los Angeles River, West = Lucas Street

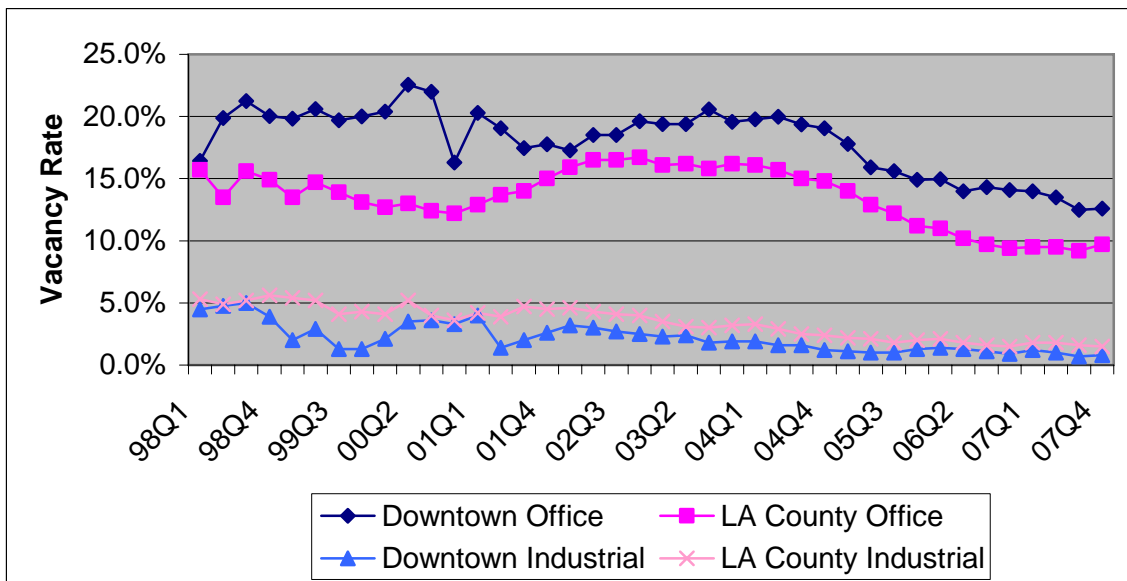
Source: Downtown Business Improvement District

Downtown Los Angeles County Employment Data and Average Annual Wages

NAICS Sector	No. of Estab.	No. of Employees	Payroll (\$mil)	Annual Wage (\$)
Agriculture, Forestry, Fishing & Hunting	14	205	5.7	27,748
Mining	3	98	10.0	102,109
Utilities	7	1,197	114.2	95,399
Construction	91	900	55.5	61,695
Manufacturing--Durable	293	3,038	101.9	33,553
Manufacturing--Nondurable	1,390	20,372	550.6	27,026
Wholesale Trade	2,972	21,559	842.7	39,090
Retail Trade	1,539	13,692	399.0	29,144
Transportation & Warehousing	114	4,223	172.1	40,768
Information	163	5,069	337.9	66,661
Finance & Insurance	535	21,301	3,010.2	141,319
Real Estate & Rental & Leasing	400	3,888	342.5	88,077
Professional, Scientific, & Technical Services	1,366	27,242	2,567.2	94,236
Management Of Companies And Enterprises	58	8,403	713.3	84,888
Admin & Support & Waste Mgmt & Remediation	366	8,974	294.2	32,788
Educational Services	63	2,237	102.9	45,997
Health Care & Social Assistance	470	9,964	438.9	44,051
Arts, Entertainment, & Recreation	86	4,450	295.7	66,436
Accommodation & Food Services	614	13,587	259.9	19,128
Other Services	709	6,942	221.9	31,959
Government	293	241,485	13,186.4	54,605
Non-Classified	18	46	1.0	22,629
Total	11,559	418,870	24,023.8	57,354

Source: DBID Demographic Survey 2006

Office and Industrial Vacancy Rates in LA County and Downtown Los Angeles, 1998-2007



Source: Grubb & Ellis

Largest Public Companies Downtown

Name	Zip Code	2006 Revenues	Employees
Reliance Steel & Aluminum Co.	90071	\$5,742,608,000	8600
AECOM Technology Corp.	90071	\$3,421,492,000	30000
Guess Inc.	90021	\$1,631,424,000	8800
Maguire Properties Inc.	90071	\$438,160,000	170
Cathay General Bancorp	90012	\$298,747,000	1051
Southwest Water Co.	90017	\$224,182,000	1500
Breitbart Energy Partners LP	90071	\$129,874,000	NA
Thomas Properties Group Inc.	90071	\$65,665,000	127
Preferred Bank Los Angeles	90017	\$59,906,000	131
Daily Journal Corp.	90012	\$32,369,000	268
Meruelo Maddux Properties Inc.	90021	\$23,457,900	91
American Business Bank	90014	\$18,893,000	52

Fastest Growing Downtown Private Sector Companies

Company	Zip Code	2006 Companywide revenues	2005 Companywide revenues
TelePacific Communications	90071	\$402,400,000	\$170,000,000
American Apparel	90021	\$284,300,000	\$192,175,039
Environ International Corp.	90017	\$133,569,000	\$70,000,000
Oversee.net	90071	\$124,574,000	\$77,222,000
Giroux Glass Inc.	90015	\$36,461,423	\$18,400,000
Cordoba Corp.	90012	\$9,800,000	\$6,100,000

Largest Minority-Owned Businesses Downtown

Name	Zip Code	2006 Revenues	Majority Ownership
Cordoba Corp.	90012	\$9,800,000	Hispanic
Oversee.net	90071	\$124,574,000	Chinese American
Uniserve Facilities Services Corp.	90071	\$8,000,000	Asian-American
Art Lewin & Co./Executive Clothiers	90071	\$3,800,000	Chilean

Largest Women-Owned Businesses Downtown

Name	Zip Code	2006 revenues	Percentage Women-Owned
Giroux Glass Inc.	90015	\$36,461,423	100
Construction Controls Group Inc.	90017	\$7,562,000	95
Castells Advertising	90017	\$6,900,000	NA
Consensus Planning Group Inc.	90017	\$3,000,000	67
Nathan Kimmel Co.	90021	\$4,700,000	100
Geltman Industries	90021	\$3,033,339	70

Source: Los Angeles Business Journal Book of Lists, 2008

Downtown Hotels

Downtown Hotels	Rooms	In-House Meeting Space (sq ft.)	Miles to LACC
MILLENIUM BILTMORE HOTEL	683	68,349	1.1
WILSHIRE GRAND HOTEL	900	67,186	0.3
HILTON CHECKERS HOTEL	188	2,080	1.1
KYOTO GRAND HOTEL	434	12,315	2.0
WESTIN BONAVENTURE HOTEL	1,354	193,565	1.0
LOS ANGELES MARRIOTT DOWNTOWN	469	36,270	1.1
OMNI HOTEL L.A.	439	27,346	1.5
STANDARD HOTEL DOWNTOWN - LA	207	700	0.9
SHERATON DOWNTOWN LA -fmlly HYATT	485	44,706	0.8
RADISSON HOTEL MIDTOWN-LA	240	15,000	1.5
HISTORIC MAYFAIR HOTEL LOS	295	2256	0.2
HOLIDAY INN CITY CENTER	195	6,280	0.2
MIYAKO INN	174	1560	2.2
KAWADA HOTEL	116	950	1.6
OXFORD PALACE HOTEL	77	6000	3.0
RADISSON WILSHIRE PLAZA	385	12,000	1.5
O HOTEL	68		0.2
Total	6,709		

Source: PKF Consulting, LA INC. The Los Angeles Convention and Visitors Bureau

PKF Consulting: Downtown I Year End Lodging Indicators

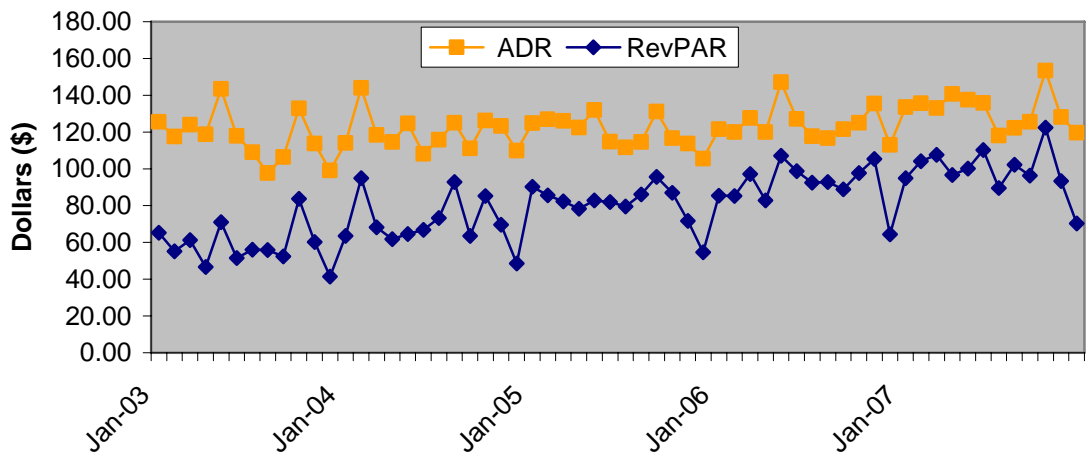
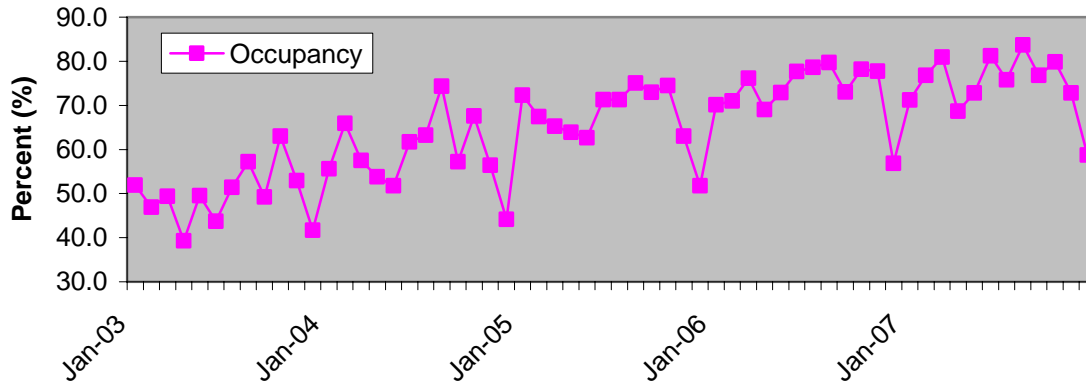
<u>Year</u>	<u>Avg. Daily Supply</u>	<u>Occupancy</u>	<u>ADR</u>
2000	4,948	69.5%	\$123.46
2001*	5,082	55.9%	\$126.39
2002	5,169	50.1%	\$127.70
2003	5,169	50.8%	\$117.00
2004	5,169	59.1%	\$120.72
2005	5,169	67.7%	\$120.28
2006	5,169	73.5%	\$124.78
2007**	5,186	74.6%	\$132.93
2008(f)	5,237	74.6%	\$139.58

* Standard Hotel opened in 2001

** Orchid Hotel opened in September 2007

Data is for PKF Consulting's *Downtown I* category: Hilton Checkers Los Angeles; Sheraton Downtown; Los Angeles Marriott Downtown; Millennium Biltmore; Kyoto Grand; Omni Los Angeles; The Standard Downtown LA; Westin Bonaventure Hotel and Suites; Wilshire Grand Los Angeles; Orchid Hotel

Downtown Lodging by Month 2003-2007



Source: PKF Consulting, Downtown I category (see definition on previous page)

Downtown Sites/Attractions

Estimated 2007 Attendance

The Music Center combined	1.2 million
Walt Disney Concert Hall	389,000
Cathedral of Our Lady of Angels	2.0 million
Los Angeles Convention Center	1.9 million
Museum of Contemporary Art	318,000
Staples Center	3.0- 3.5 million

Sources: individual institutions

**Characteristics of Domestic Visitors to Downtown
Vs. to LA County, July 2006-June 2007**

Trip and Traveler Characteristics	Total LA	Downtown LA
	07/06-06/07	07/06-06/07
Number of Respondents	1678	79
Purpose of Trip (Multiple Responses)		
Visiting Friends & Relatives	49.9%	35.4%
Vacation	28.7%	19%
Other Business-Related Purpose	13.8%	24.1%
Special Event/Festival	13.6%	17.7%
Other Leisure-Related Purpose	12.6%	5.1%
Convention/Group Meeting/Trade Show	8.0%	24.1%
Personal (Wedding, Funeral, etc.)	7.9%	12.7%
Combined Business/Pleasure	6.8%	10.1%
Trip Was a Weekend Getaway	31.9%	62%
State of Residence		
California	55.7%	34%
Arizona	5.2%	3.8%
Texas	3.9%	4.7%
Illinois	3.0%	4.7%
Nevada	2.7%	1.9%
New York	2.6%	5.7%
Washington	2.3%	3.8%
Colorado	1.7%	0%
Florida	1.7%	7.5%
Mode of Travel to LA		
Own Auto	55.7%	36.7%
Air	34.7%	53.2%
Rental Car	10.4%	8.9%
Other	2.9%	3.8%
Train	1.4%	1.3%
Motorcoach Bus	1.0%	2.5%
Cruise Ship	.8%	1.3%

Trip and Traveler Characteristics	Total LA 07/06-06/07	Downtown LA 07/06-06/07
Activities Experienced While Visiting LA		
(Multiple Responses)		
Visiting Friends & Relatives	45.9%	27.8%
Theme/Amusement Park	28.1%	24.1%
Beaches	28.1%	27.8%
Discount/Wholesale Shopping	28.0%	19%
Retail Shopping	13.1%	15.2%
Museum	8.6%	5.1%
Live Performance/Concert	7.4%	11.4%
National or State Park	6.2%	3.8%
Cultural Event	5.1%	7.6%
Visiting Colleges or Universities	4.2%	11.4%
Festival	4.1%	6.3%
Professional Sports Event	3.4%	7.6%
College Sports Event	2.2%	6.3%
Golf	2.0%	3.8%
Specific Sites Experienced (Multiple Responses)		
Disneyland/CA Adventure	21.5%	13.9%
Hollywood Walk of Fame	8.4%	12.7%
Universal Studios Hollywood	7.6%	15.2%
Rodeo Drive	7.2%	8.9%
Santa Monica Pier	6.6%	10.1%
Universal Studios CityWalk	6.4%	11.4%
Chinatown	4.6%	19%
Grauman's Chinese Theatre	4.4%	6.3%
The Getty Museum	3.1%	2.5%
Staples Center	2.6%	6.3%
Fashion/Jewelry District	2.4%	3.8%
Olvera Street	2.2%	0%
LA Convention Center	1.9%	10.1%
LA Zoo	1.8%	6.3%
Walt Disney Concert Hall	1.1%	2.5%
Museum of Contemporary Art	.8%	3.8%
Average Travel Party Size	2.99	2.63
Average Spending Per Travel Party	\$665	\$827

Source: TNS TravelsAmerica Domestic Visitor Resurvey