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Downtown Center Business Improvement District Introduces *Discover Downtown* Tourism Initiative

Downtown Center BID Offers Three New Travel Packages To Stimulate Tourism In Downtown Los Angeles

Los Angeles, Calif. (Nov. 19, 2001) – The Los Angeles Downtown Center Business Improvement District (DCBID) today announced the launch of a new tourism program, *Discover Downtown*, in an effort to support and stimulate area tourism. Through the *Discover Downtown* initiative, three separate travel packages will be offered through the end of the year to showcase Downtown Los Angeles as an attractive and affordable travel destination for Southern Californians, and to further drive business for area hotels, restaurants, and cultural and entertainment destinations.

The DCBID, in cooperation with premier Downtown hotels, including the Omni Los Angeles Hotel, Wyndham Checkers Hotel, Kawada Hotel, Millennium Biltmore, Hyatt Regency Los Angeles, Wilshire Grand Hotel, Marriott Downtown, and Westin Bonaventure Hotel & Suites, is spearheading *Discover Downtown* to promote weekend hotel, restaurant, and ticket packages centered on a variety of interests, including shopping, sports, arts, culture and architecture.

The launch of *Discover Downtown* marks the beginning of a marketing campaign to encourage tourists and California residents to spend the weekend in Downtown Los Angeles. According to figures released by PKF Consulting, hotel occupancy rates in Downtown Los Angeles are down 50 percent from a year ago as a result of the downturn in the economy and recent world events. Hotel operators are eager to fill their properties, and, as a result, they are currently offering numerous unique opportunities for local travelers looking to take advantage of great rates on accommodations and special sightseeing packages.

“*Discover Downtown* is part of an overall effort to let travelers know that Downtown is open for business,” said Carol Schatz, president and CEO of the DCBID. “While recent events hurt the tourism industry, the Downtown Center Business Improvement District is committed to supporting and encouraging travel to Downtown Los Angeles. The Downtown community has so much to offer as a weekend getaway, no matter what your interests are, and we feel that the *Discover Downtown* campaign packages the city in a new, appealing, and affordable way.”

"Downtown isn't just for the work week anymore," said Los Angeles City Controller and new downtown resident Laura Chick. "The exciting museums, outdoor concerts and festivals, bustling shopping districts and fabulous restaurants make downtown a great weekend destination, whether you live in Los Angeles or are visiting. Discover Downtown - you won't be disappointed!"

DCBID Launches New Tourism Program
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Each value-added package offers a variety of options in terms of accommodations and discount shopping coupons. The Arts & Cultural package includes tickets to the Museum of Contemporary Art and Neon Art Museum, a choice of walking tours from the L.A. Conservancy, and Opera or Theater tickets. The Sports package comprises Staples Center sports event tickets, health club day passes, and Pershing Square Ice Skating passes. The Family package (based on a four-person cost estimate) is composed of tickets to the California Science Center and the IMAX Theater, Pershing Square Ice Skating passes, and tours of the Downtown Central Library.

In addition to the myriad of activities offered through *Discover Downtown*, visitors may also attend the DCBID sponsored weekly activities in Pershing Square, through the end of the year. The DCBID's holiday events will feature a kids' festival, four snow days with Disney, and a Fox Sports event with the Los Angeles Lakers.

The DCBID event schedule is as follows:

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| ?? Saturday, Dec. 1 | Snow Festival at Pershing Square |
| ?? Saturday, Dec. 8 | Snow Day with Disney at Pershing Square |
| ?? Saturday, Dec. 15 | Fox Sports Event at Pershing Square and
Snow Day at Pershing Square |
| ?? Saturday, Dec. 22 | Snow Day with Disney at Pershing Square |

All packages will include discounted hotel room rates and discount coupons for shopping and restaurants.

Weekend packages start as low as \$170 for two people for two nights, and \$236 for a family of four for two nights (tax not included.) More details on the *Discover Downtown* Sports, Arts & Culture, and Family packages are available by calling 1-877-9-CALL.LA, a toll-free information and reservation line. Information can be found at the DCBID web site, www.downtownla.com.

About The Downtown Center Business Improvement District

The DCBID is a coalition of property owners united in their commitment to enhance the quality of life in Downtown Los Angeles. The organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. Nearly 250 property owners provide funds to the district via a special voluntary tax assessment.

The DCBID funds "The Purple Patrol," a crew of 60 individuals that maintain the beautification of the streets, sidewalks, and buildings, keeping Downtown one of the safest areas in the city. The "Purple People" assists visitors, employees, and Angelenos with directions, special events, and general information about Downtown.

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