

# 2017 TOURISM IN MARINA DEL REY



## ECONOMIC IMPACT



**\$418.5 MILLION**  
TOTAL ECONOMIC IMPACT

**\$321.9 MILLION** DIRECT VISITOR SPENDING

**\$93.4 MILLION** HOTEL ROOMS REVENUE

**448,000** OVERNIGHT VISITORS IN HOTELS OR STAYED WITH LOCALS



**1.3 MILLION** VISITOR DAYS



**2,991**

**JOBS ARE SUPPORTED BY TOURISM**

**291,300** HOTEL GUESTS

**345,389** HOTEL ROOM NIGHTS

## REVENUE TAX AND GROUND RENT PAID TO L.A. COUNTY

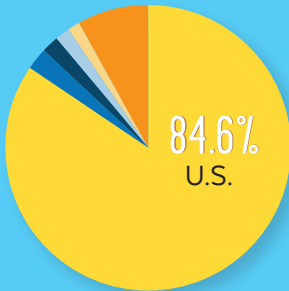
**\$11.3 million** transient occupancy tax (hotel tax)

**\$11.1 million** ground rent paid by hotels, restaurants, yacht charters

**\$1.26 million** tax revenues from hotel food/beverage and retail sales

## VISITOR PROFILE

### WHERE THEY COME FROM



2.6% AUSTRALIA  
1.9% UNITED KINGDOM  
1.8% CANADA  
1.2% GERMANY  
7.9% MISC.

**95.4%**



**SAY THEY ARE "LIKELY" OR "VERY LIKELY" TO RETURN TO MARINA DEL REY**

## WHY THEY LOVE MDR

FACTORS IN DESTINATION SELECTION



51.7% SCENIC BEAUTY  
47.6% OVERALL AMBIANCE  
47.5% WEATHER  
37.5% DINING  
31.7% OUTDOOR RECREATION

### DEMOGRAPHICS

**60.9% > 33.4%**  
FEMALE VS. MALE



44.3% CAUCASIAN  
15.9% LATINO  
13.2% ASIAN, PACIFIC ISLANDER  
11.5% NO ANSWER  
10.1% BLACK, AFRICAN AMERICAN  
5% OTHER

**MARINA DEL REY.**

convention and visitors bureau