

# MOTION

Los Angeles has been breaking and setting tourism records in the City since 2011. In 2015, Los Angeles crossed the 45 million visitors mark, with the LA Tourism & Convention Board recording a 2.8% increase from the prior year. 2016 tourism numbers jumped above 47 million, a 4% increase, on track for the Board's goal of reaching 50 million annual visitors by 2020.

The impact of tourism in Los Angeles is substantial. Tourism, according to the Board, created 25,300 new jobs in 2015 and generated tax revenue from Transient Occupancy Tax alone of \$223 million in 2015.

However, the impacts of tourism are not all positive, nor are the negative impacts proportionally shared amongst communities. The 4<sup>th</sup> District contains some of the largest tourist attractions in the City of Los Angeles, including LACMA, Universal Studios, the Hollywood Sign, Runyon Canyon, the Griffith Observatory, and tour routes that fuel an unregulated open-top tour bus industry. There are also many other heavily trafficked tourist attractions in the City in other Council Districts. Citywide, not enough is being done to preserve communities negatively affected by our increasing tourism numbers.

This situation is unfair to residents in Los Angeles who are adversely affected by tourism and current one-off efforts to alleviate impacts is no longer sufficient. A more concerted strategy to ensure the benefits of tourism are shared and negatively impacted communities are accounted for is required, lest Los Angeles follow other world cities that have seen tourism backlashes. Examples of which include the "quiet zones" in Denmark, tourism caps in Santorini, beach umbrella bans on some Thai islands, hotel development bans in the Seychelles, and similar city center construction bans in Barcelona and Amsterdam.

Further, tourists in Los Angeles need better information on where to go, what to see, and how to see it. Los Angeles does not have enough dedicated tourism centers. According to the LA Tourism & Convention Board's website, the only two visitor centers in the entire City, are on the second floor at Hollywood & Highland and in Union Station.

I THEREFORE MOVE that the LA Tourism & Convention Board, with assistance from the CAO and CLA, be instructed to report within 45 days on a strategy to alleviate the negative effects of tourism in affected Los Angeles neighborhoods and better educate tourists, through a public information campaign, on how to navigate Los Angeles' tourist attractions.

I FURTHER MOVE that the LA Tourism & Convention Board, with assistance from the CAO and CLA, be instructed to include in the report a feasibility assessment of establishing staffed visitor centers at tourism hot spots in Los Angeles.

I FURTHER MOVE that the LA Tourism & Convention Board, with assistance from the CAO and CLA, be instructed to include in the report opportunities to redirect revenue earned from tourism and raise additional revenue from tourism related sources to assist with funding tourist-assistance efforts, traffic mitigation, and tourist education campaigns.

PRESENTED BY:

  
DAVID E. RYU

Councilmember, 4th District

SECONDED BY:

