

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

DATE: July 17, 2026

TO: Trade, Travel and Tourism Committee
Los Angeles City Council

FROM: Doane Liu, Executive Director
Los Angeles City Tourism Department

**SUBJECT: REPORT ON CULTURAL TOURISM RESOURCES, COUNCIL FILE NO.
26-0600-S56**

During the 2026 Budget hearings, the Budget & Finance Committee asked the City Tourism Department (CTD) to report on the creation of targeted resources to elevate underserved neighborhoods as cultural destinations and how this work is culturally competent in representing the diversity of the City to our global audience.

CTD and its contractor, the Los Angeles Tourism & Convention Board (LA Tourism) are pleased to share the report "Tourism Benefits Every Angeleno," which is linked [here](#) and attached to this memo. This document details the work LA Tourism does to authentically represent the people, cultures, and experiences that define Los Angeles to a global audience. LA Tourism is committed to fostering a more inclusive and equitable visitor economy through storytelling in order to strengthen and celebrate the unique communities citywide.

This report provides examples of various campaigns and marketing efforts that achieve these goals. This includes interviews with select Angelenos who tell their stories in their own neighborhoods, editorial and heritage guides, paid media efforts, small business programs and career development initiatives.



Celebrating the Diversity of People and Place
that Defines Los Angeles

Tourism Benefits Every Angeleno



ABOUT LOS ANGELES TOURISM

TOURISM BENEFITS EVERY ANGELENO

The visitor economy strengthens our local economy and helps fund the services our communities rely on. LA Tourism is committed to authentically representing the people, cultures, neighborhoods and experiences that make our destination unique. Through our storytelling, partnerships, programs, and sales and marketing efforts, we celebrate the communities that shape Los Angeles – while fostering a more inclusive and equitable visitor economy.

\$117.8M visitor spend per day, reaching neighborhoods citywide
\$1,000 saved per LA household through the taxes visitors pay

OUR MISSION

The mission of the Los Angeles Tourism & Convention Board is to improve the quality of life for all Angelenos through the economic and community benefits of tourism. Representing more than 530,000 Angelenos and over 1,000 local businesses – including hundreds of small and diverse-owned businesses – LA Tourism is a non-profit responsible for promoting the City of Angels as one of the world's premier travel destinations.

Through its global brand marketing and sales efforts, LA Tourism inspires visitors to immerse themselves in the kinds of unscripted moments and meaningful experiences that can only happen in LA.

TOURISM, BY THE NUMBERS

\$3.4B

STATE & LOCAL TAXES
GENERATED BY VISITORS

49.5M

ANNUAL VISITORS TO
LOS ANGELES IN 2025

530,000+

ANGELENO LIVELIHOODS
SUPPORTED BY TOURISM

\$305M

CONTRIBUTED TO THE CITY'S
GENERAL FUND LAST FISCAL YEAR

\$1,000

TAX SAVINGS PER LA HOUSEHOLD

\$117.8M

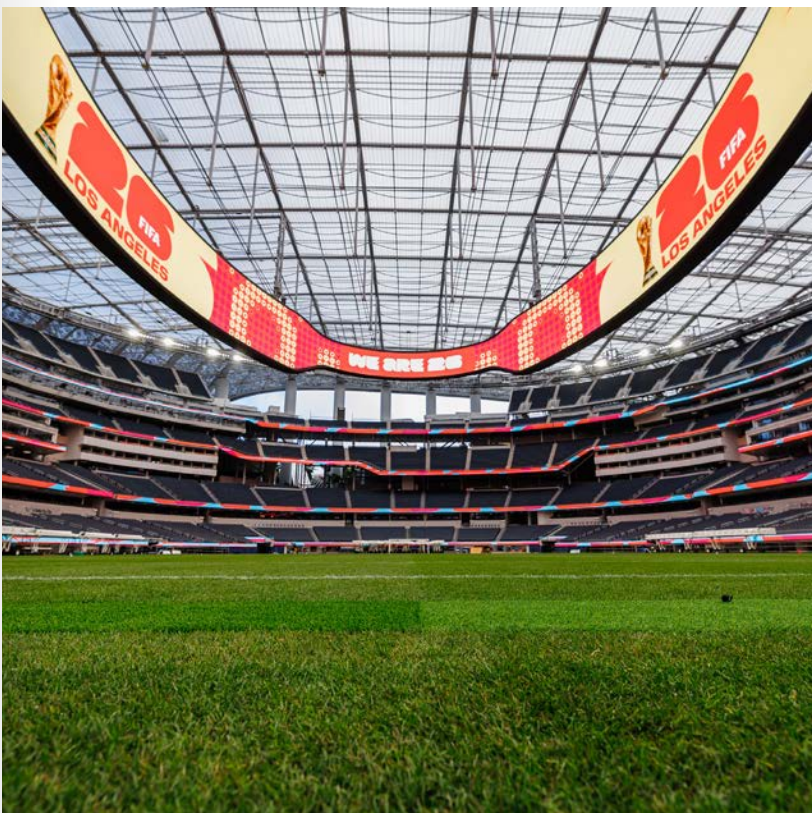
SPENT BY VISITORS PER DAY

Source: Tourism Economics, Economic Impact of Visitors to Los Angeles, May 2026.

WHY CONTINUED INVESTMENT MATTERS

Los Angeles remains **one of the world's most recognized destinations**, but visitation and visitor spending stayed relatively flat in 2025 amid global competition and a slower international recovery.

Strategic tourism marketing and destination investment are essential to restore international visitation, grow visitor spending, and protect critical tax revenue.



A historic pipeline of global events through 2028 – **FIFA World Cup 2026™**, **Super Bowl LXI**, and the **2028 Olympic & Paralympic Games** – is a once-in-a-generation opportunity to accelerate economic impact for Los Angeles.

Visitor dollars support small businesses, neighborhood economies and local jobs across the city.

AN ENGINE FOR THE WHOLE CITY

Meetings and conventions support jobs, local businesses, restaurants, transportation providers and production partners throughout the city.

Tourism is not just visitation. It is a critical economic engine that funds essential city services, supports local jobs and businesses, and strengthens LA's long-term competitiveness on the global stage.

MEETINGS & CONVENTIONS
DRIVE ECONOMIC IMPACT

260,000+

ATTENDEES ACROSS 19 CITYWIDE
CONVENTIONS IN 2025

209,000+

ROOM NIGHTS GENERATED BY
CITYWIDE CONVENTIONS IN 2025

AN ADDITIONAL 470+ MEETINGS AND
EVENTS HOSTED ACROSS LA'S HOTEL
COMMUNITY GENERATED

254,000+

ROOM NIGHTS



Magic Johnson, keynote speaker for the American Society of Association Executives (ASAE); a group LA Tourism secured of more than 5,000 of the most influential meeting planners.

LA TOURISM'S GLOBAL EXPOSURE IN 2025

Los Angeles is uniquely positioned among U.S. destinations: **LA Tourism is the only U.S. Destination Marketing Organization (DMO) to maintain its own full-time offices in key overseas markets – Australia, China, India and the U.K. –** complemented by representation in France, Germany, Japan, Korea and Mexico.



2.7B

IMPRESSIONS

450M

VIDEO VIEWS

150M

PEOPLE REACHED

8.1M

WEBSITE USERS

6M

SOCIAL FOLLOWERS

2,000

FEATURE STORIES

**CELEBRATING
THE DIVERSITY
THAT DEFINES
LOS ANGELES**

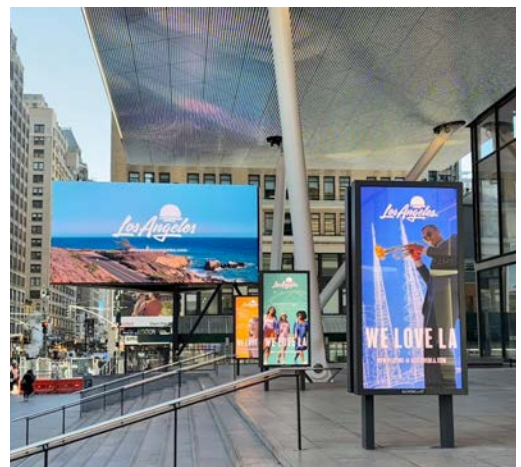
"WE LOVE LA" ON A GLOBAL SCALE

Recipient of the 2026 Visit California Poppy Award for Best Brand Advertising Campaign, the **We Love LA** campaign celebrates the people and places that make Los Angeles unlike anywhere else.

Featured in the campaign: Accomplished South LA trumpeter Kenneth Brown II at the Watts Towers; Mister Cartoon putting a spotlight on LA's lowrider culture; Robert Vargas's Shohei Ohtani mural; acclaimed dancer Lil Buck at Walt Disney Concert Hall; Raúl Ortega's Mariscos Jalisco; and LA legend Magic Johnson.

[Click Here](#)

Lineage: Now Playing began this approach with Blake Leeper and Ozzie Juarez before We Love LA scaled it globally.



Los Angeles is one of the most diverse destinations in the world, defined by the people, cultures, communities and experiences that make the region so unique.

LA Tourism is dedicated to authentically showcasing this diversity across all aspects of our work – ensuring the stories we tell and the experiences we promote reflect the full breadth of Los Angeles.



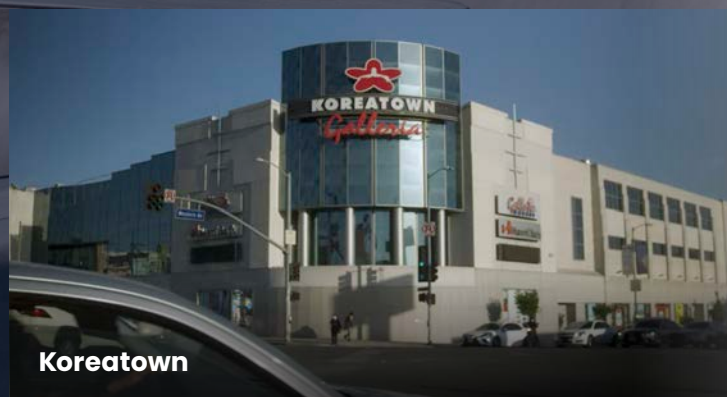
Historic Black Cultural District



Chinatown



East LA



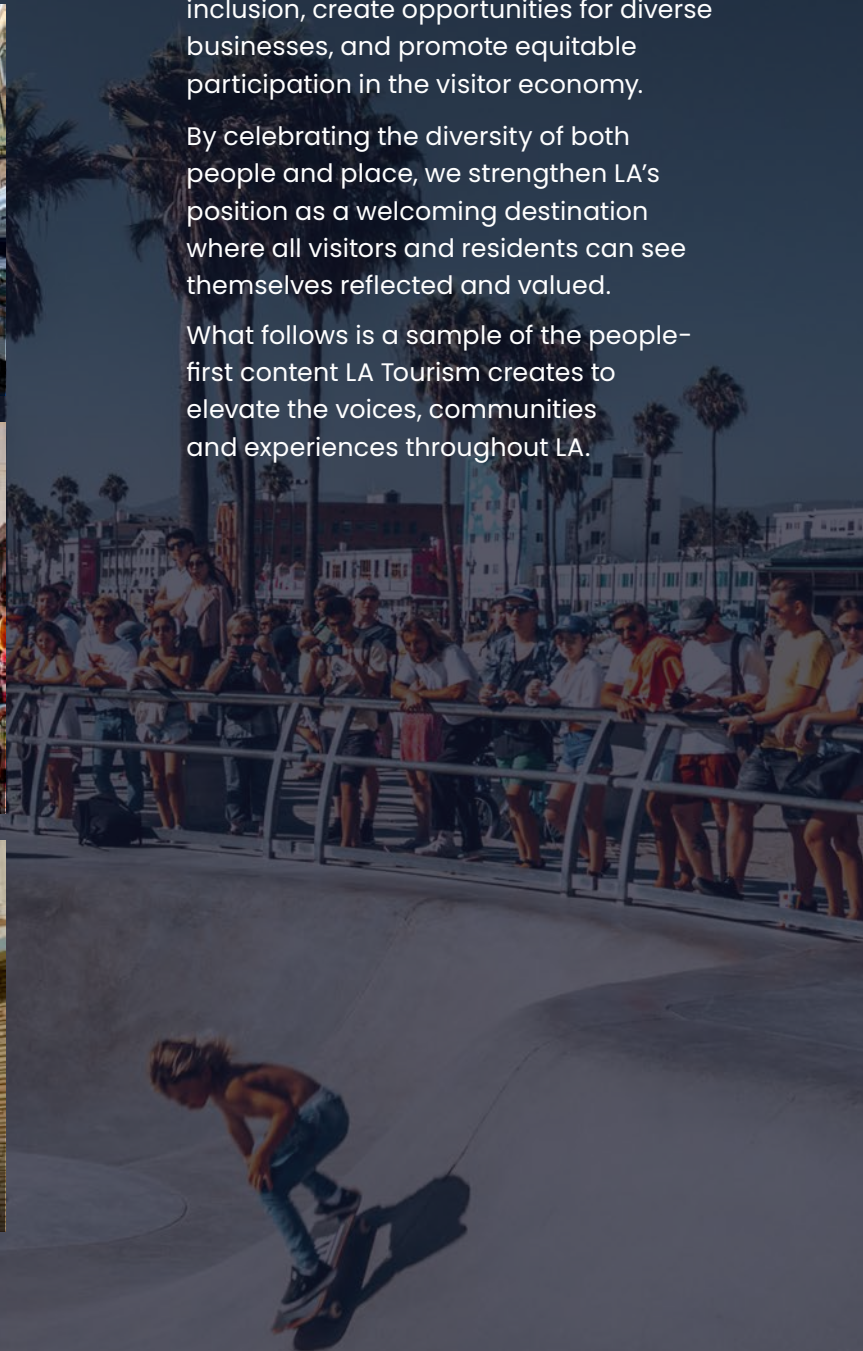
Koreatown

PEOPLE AND PLACE

We elevate the voices, perspectives and contributions of the communities that shape our destination. And our commitment extends beyond representation: we actively foster inclusion, create opportunities for diverse businesses, and promote equitable participation in the visitor economy.

By celebrating the diversity of both people and place, we strengthen LA's position as a welcoming destination where all visitors and residents can see themselves reflected and valued.

What follows is a sample of the people-first content LA Tourism creates to elevate the voices, communities and experiences throughout LA.



THESE LOVELY STREETS

Through our ongoing video series, LA Tourism turns the camera over to the Angelenos who give the city its character – artists, chefs, makers and neighborhood leaders telling their own stories, in their own neighborhoods.

Across more than a dozen short films, These Lovely Streets maps the creativity and community visitors can experience firsthand.



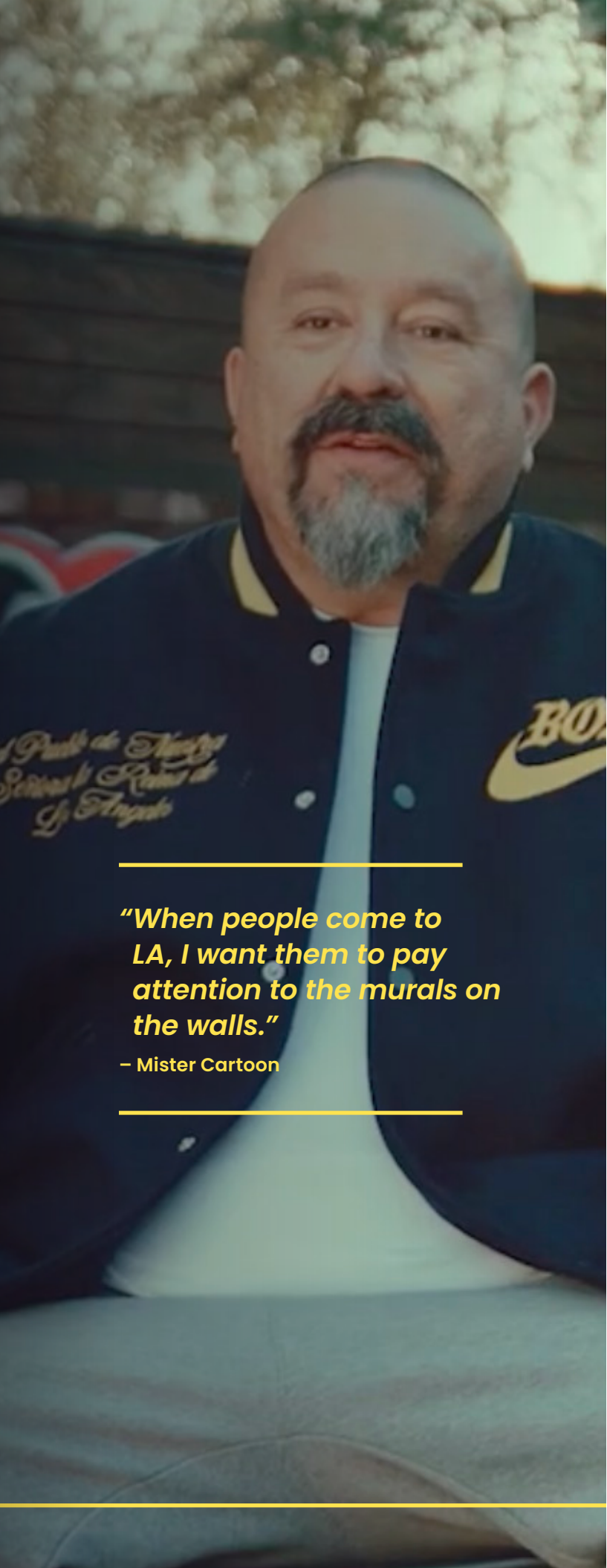
MISTER CARTOON

An LA native and globally influential tattoo artist, **Mister Cartoon** has shaped lowrider culture, hip-hop, fine art and fashion – collaborating with brands from Nike to Louis Vuitton and tattooing icons like Kobe Bryant and Dr. Dre.

From his murals and barbershop to his artwork at LAX and his role anchoring the We Love LA campaign, his homegrown Chicano artistry carries Los Angeles to the world.

[Click Here](#)





"When people come to LA, I want them to pay attention to the murals on the walls."

– Mister Cartoon



SHANNON LEE

Born into Hollywood royalty as the daughter of martial-arts legend Bruce Lee, **Shannon Lee** carries forward her father's philosophy and creative spirit from LA's historic Chinatown.

Her story links generations of Asian American experience in Los Angeles and honors a cultural legacy that helped shape the city's global identity.

[Click Here](#)

"I love Chinatown for a number of reasons ... It's such a different part of the city. It's unique to the city and it's part of my family's heritage."

– Shannon Lee



HUGH AUGUSTINE

Hugh Augustine is a South LA musician, chef and neighborhood activist who springs into action whenever he sees a need in his community.

Finding inspiration on a hike through Baldwin Hills, he embodies the creativity and civic devotion that animate Black Los Angeles.

[Click Here](#)

"I've always wanted to be a representative for my community."

– Hugh Augustine



MERCEDES DORAME

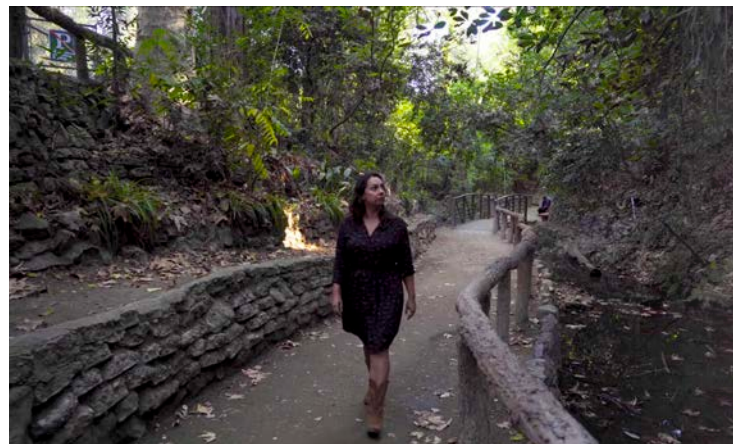
Artist **Mercedes Dorame** draws on her Tongva heritage to explore what it means to be an Indigenous person in contemporary Los Angeles, working through ancestral wisdom toward a more sustainable future.

She invites visitors to LA's original landscapes – including the Tongva village site at Griffith Park's Ferndell – grounding the city's story in the peoples who have always called it home.

[Click Here](#)

“My work really engages what it means to be an Indigenous person in contemporary Los Angeles.”

– Mercedes Dorame



OLYMPIA AUSET

LA native **Olympia Auset** founded SUPRMARKT in 2016 to bring 100% organic produce to the food deserts of underserved communities.

Connecting with an intergenerational ecosystem of people who care in Leimert Park and beyond, she shows how food access becomes community empowerment.

[Click Here](#)



SPENCER PAYSINGER

A Super Bowl champion turned writer, producer and co-owner of Hilltop Coffee + Kitchen, **Spencer Paysinger** reinvests his success in the South LA neighborhoods that raised him.

His path from the NFL to entrepreneurship reflects the ambition and rootedness of Black Los Angeles.

[Click Here](#)



MORE VOICES, THESE LOVELY STREETS

OZZIE JUAREZ

An **artist** honors and revitalizes cultural histories through painting and sculpture inspired by public art.

[Click Here](#)



MAURICE HARRIS

A **florist** and **artist** who brings beauty, creativity and joy to the community through inclusivity, pride and love.

[Click Here](#)



LOU CORREA

A **French baker** whose Toluca Lake shop became a beloved gathering place.

[Click Here](#)



PATRICK MARTINEZ

LA-native **artist** building layered work that mirrors the city's complexity.

[Click Here](#)



KOHSHIN FINLEY

Portraiture reflecting on how Los Angeles — its neighborhoods, people, and energy— inspire his work, emphasizing themes of community, identity, and everyday life."

[Click Here](#)

CAIN CARIAS

A next-generation **artist** and **puppeteer** mentored by Bob Baker, carrying neighborhood traditions into new creative forms.

[Click Here](#)



LA PRÓXIMA GENERACIÓN

Hosted by Bricia Lopez, **La Próxima Generación** spotlights the next generation of LA's Latino chefs and restaurateurs – families carrying culinary legacies forward and making them part of the everyday Los Angeles table.



BRICIA LOPEZ

Co-owner of the James Beard Award-winning Oaxacan restaurant Guelaguetza in Koreatown, **Bricia Lopez** hosts the series and champions the chefs following in their families' footsteps.

[Click Here](#)





GILBERTO CETINA

Chichen Itza & Holbox, Mercado la Paloma;
Yucatecan family legacy.

[Click Here](#)



SARITA'S PUPUSERIA

Paul Serrano Jr. & Sara Clark; Salvadoran
pupusas at Grand Central Market since 1998.

[Click Here](#)



ESTEVAN ORIOLO & AMANDA LOPEZ

photographer behind the iconic "LA Hands" and
the next generation.

[Click Here](#)



AMÉRICA TROPICAL

Siqueiros's landmark Olvera Street mural,
restored to life.

[Click Here](#)



CHEECH MARIN

Comedy icon turned champion of
Chicano art.

[Click Here](#)

A WELCOMING DESTINATION FOR ALL

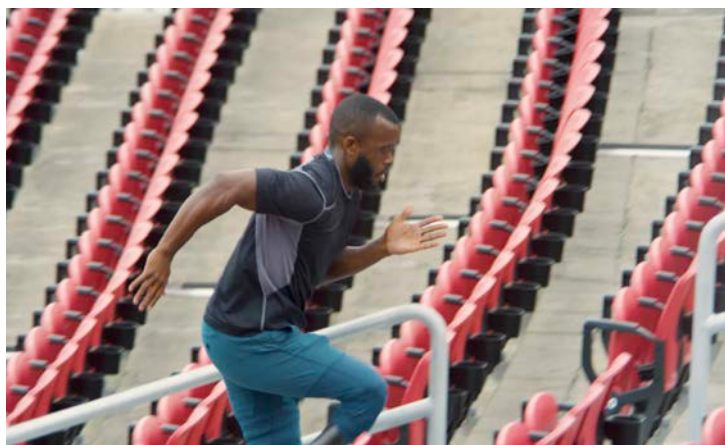
As we look to the future, LA Tourism remains dedicated to advancing initiatives that embrace and elevate the unique character of our communities – ensuring Los Angeles continues to be recognized as a destination where diversity is not only acknowledged but celebrated as one of our greatest strengths.

With a historic slate of global events on the horizon, we invite the City and our partners to help us share every Angeleno's Los Angeles with the world.

BLAKE LEEPER

A world-class Paralympic medalist, **Blake Leeper** has been featured in LA Tourism advertising campaigns, editorial, and was also a keynote speaker at the organization's 2025 Market Outlook Forum.

[Click Here](#)



ACROSS EVERY NEIGHBORHOOD

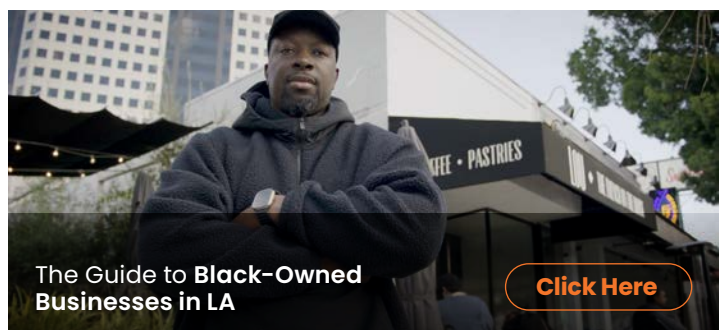
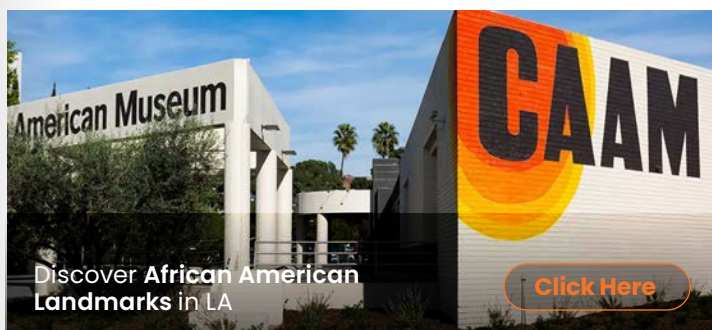
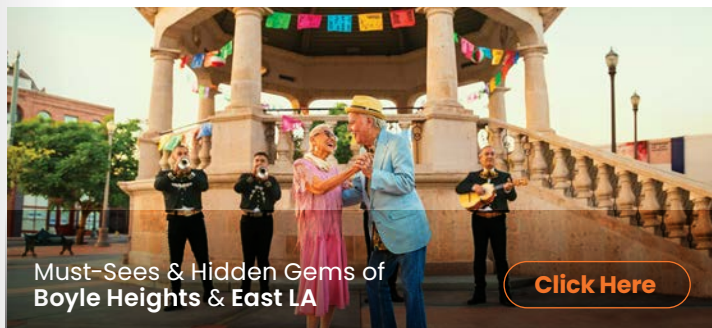
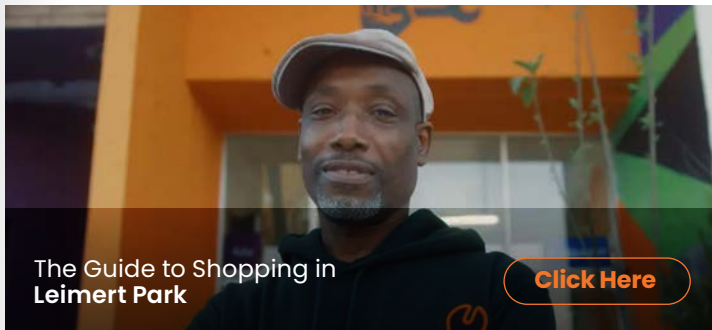


***"When I want to know what's
going on the community, I look
at the walls."***

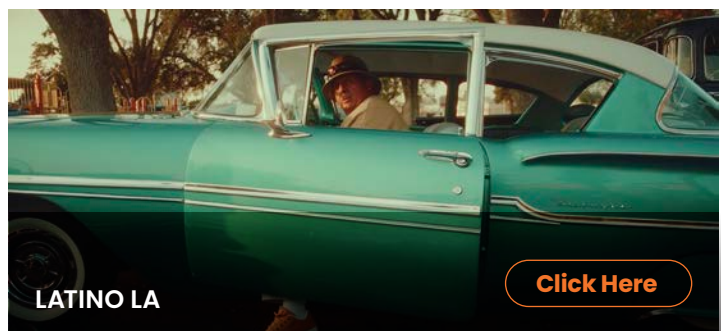
— Los Angeles City Council President
Marqueece Harris-Dawson



WEBSITE ARTICLES: LA TOURISM EDITORIAL GUIDES

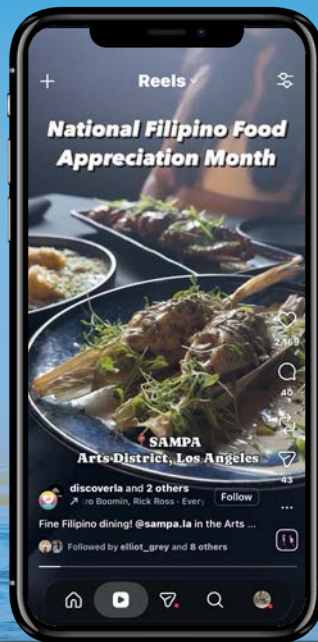


HERITAGE GUIDES



TELLING LA'S STORY EVERYWHERE

With more than 6 million followers across Instagram, TikTok, YouTube, Facebook, Weibo and WeChat, LA Tourism celebrates the city's cultures every day – and earns global coverage that reflects LA's diversity back to the world.



EARNED MEDIA & COLLABORATIONS

LA Tourism's Global Communications efforts span ten domestic and international markets, achieving year-round media engagement through regular pitching, hosted press trips and participation in key global media and travel events.

These efforts generated 2,000 feature stories, reaching audiences across North America, Europe, Asia-Pacific, and Latin America.

Media coverage focused on LA's role as a global sports and cultural destination, and included stories about major sporting moments, LA's entertainment legacy, culinary scene and our neighborhoods.

TIME

TIME:
World's Greatest Places
2025

Condé Nast
Traveler

Conde Nast Traveler:
Best Things to Do in LA

AFAR

Afar:
Guide to Koreatown

thrillist

Thrillist:
Destination Crenshaw,
South LA

Parade

Parade:
Koreatown travel guide

The
Telly
Awards

Silver Telly winner:
South LA Revealed

Rolling Stone

Rolling Stone x Alex Isley:
Alex Isley's LA

EMPOWERING SMALL BUSINESSES THROUGH TOURISM



SMALL BUSINESS PROGRAMS AND CAREER DEVELOPMENT



ONE YEAR OF COMPLIMENTARY MEMBERSHIP (up to 20 businesses selected each year)

Selected Members are small, diverse-owned businesses and are supported by a dedicated account manager, tailored programming, unique opportunities and increased industry exposure. Many participants convert to paid Membership the following year, growing their businesses within LA's visitor economy.

Some of the opportunities extended to these businesses have included participating in the American Society of Association Executives (ASAE) Marketplace, World Cup Fan Fest and Media Center, as well as U.S. Travel's premiere travel trade show (IPW). This year's program is made possible by AEG and Business in Travel.



LA CAREER ACADEMY

In partnership with the City Tourism Department, the LA Career Academy facilitates connections for high school students from underserved socioeconomic backgrounds to enriching experiences at the LA Convention Center (LACC). This program aims to provide them with insights into various career paths and opportunities, while also offering the chance to hear from industry leaders who have faced similar obstacles and triumphs.



DINE LA RESTAURANT WEEK

Dine LA Restaurant Week, LA Tourism's **signature bi-annual event**, is a vital economic lifeline for our restaurant community. It increases restaurant sales and visibility, supports local jobs, and **enhances LA's reputation as a top dining destination**.

"Dine LA has allowed us to extend our mission to even more people - creating unforgettable dining experiences that touch hearts and change lives."

- Homegirl Cafe



CORPORATE SOCIAL RESPONSIBILITY

Meetings are about more than gathering with colleagues. They're also about **engagement – with each other as well as with the local community**. More and more, that means incorporating Corporate Social Responsibility (CSR) into the meeting agenda. LA Tourism acts as the link between meeting planners who want to make a meaningful impact and a diverse group of organizations that are **addressing the most pressing issues of our community**.

APPENDIX

These Lovely Streets



Mister Cartoon

[Click Here](#)



Shannon Lee

[Click Here](#)



Hugh Augustine

[Click Here](#)



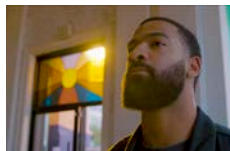
Mercedes Dorame

[Click Here](#)



Olympia Auset

[Click Here](#)



Spencer Paysinger

[Click Here](#)



Ozzie Juarez

[Click Here](#)



Maurice Harris

[Click Here](#)



Lou Correa

[Click Here](#)



Patrick Martinez

[Click Here](#)



Kohshin Finley

[Click Here](#)



Cain Carias

[Click Here](#)

La Próxima Generación



Bricia Lopez / Guelagueta (host)

[Click Here](#)



Blake Leeper / Paralympic medalist

[Click Here](#)



Gilberto Cetina / Chichen Itza

[Click Here](#)



Sarita's Pupuseria

[Click Here](#)



Estevan Oriol x Amanda Lopez

[Click Here](#)



América Tropical
(Olvera Street mural)

[Click Here](#)



Cheech Marin

[Click Here](#)

LA Tourism Editorial Guides



Modern History Makers — Nipsey Hussle

[Click Here](#)



The Guide to Shopping in Leimert Park

[Click Here](#)



Chinatown: The Story of an LA Icon

[Click Here](#)



Must-Sees & Hidden Gems of Boyle Heights & East LA

[Click Here](#)



Discover African American Landmarks in LA

[Click Here](#)



The Guide to Black-Owned Businesses in LA

[Click Here](#)



The Guide to California's First Black Cultural District

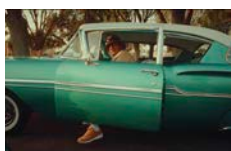
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Heritage Guides



Black LA

[Click Here](#)



Latino LA

[Click Here](#)



AAPI

[Click Here](#)



LGBTQ+

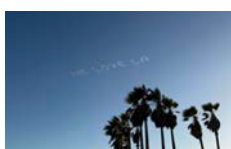
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Paid Media “We Love LA”



Commercial (Visit California Poppy Award winner)

[Click Here](#)



We Love LA Campaign Highlights

[Click Here](#)



Small-business programs

[Click Here](#)



LA Career Academy

[Click Here](#)

Small Business & Workforce

Celebrating the Diversity of People and Place
that Defines Los Angeles

