



ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 33

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Subject: Tourism Master Plan

Introduction

Tourism is a powerful force in the growth and development of the Los Angeles economy, showcasing our City to the world, creating employment opportunities for residents and growth opportunities for local businesses. Los Angeles' tourism and hospitality sector will help lead our City as we emerge from the significant economic impacts of the COVID-19 pandemic.

Prior to the pandemic, the tourism and hospitality industry experienced 11 consecutive years of growth. My goal of attracting 50 million annual visitors by 2020 was accomplished two years early. However, due to the pandemic, overall visitation dropped from 50.7 million in 2019 to 26.9 million in 2020 and approximately 40.0 million in 2021. International visitation has dropped significantly, from 7.4 million in 2019 to under 2.0 million per year in both 2020 and in 2021. To advance a robust, equitable and sustainable economic recovery, the City must focus on the recovery and safety of this important economic sector.

In 2021, I announced steps to boost economic recovery in the tourism and hospitality sector. These steps included \$5 million to support a national marketing campaign and continued advocacy at the Federal level for increased funding for tourism along with guidelines for international visitation.

To ensure Los Angeles is prepared for long term growth in the number of visitors to the City, the City Tourism Department (CTD) completed a comprehensive Tourism Master Plan, a destination management plan aimed to enhance the visitor experience while also improving the quality of life for Angelenos. The successful implementation of the recommendations detailed in the Tourism Master Plan requires effective collaboration and communication across multiple City Departments and stakeholder groups.

Directives

To support the Tourism Master Plan and its mandate to ensure sustainable growth in the Tourism and Hospitality sector in the City of Los Angeles, I hereby direct as follows:

I hereby create the **City of Los Angeles Tourism Cabinet**, an interdepartmental forum to discuss, develop, and implement recommendations provided in the Tourism Master Plan. The Executive Director of the City Tourism Department will be designated as the Chief Tourism Officer, and Chair of the Tourism Cabinet. The Chief Tourism Officer will be responsible for tourism strategy and the implementation of future updates to the Tourism Master Plan. The Tourism Cabinet will be composed of General Managers or Department Heads from City Departments, including, but not limited to:

- Department of Transportation
- Department of Cultural Affairs
- Los Angeles Police Department
- Department of Recreation & Parks
- Department of City Planning
- Department of Public Works
 - Bureau of Engineering
 - Bureau of Street Services
 - Bureau of Street Lighting
 - Bureau of Sanitation
- Department of Building and Safety
- Fire Department
- Economic & Workforce Development Department
- Department of Neighborhood Empowerment
- Los Angeles World Airports
- Harbor Department
- Department of Cannabis Regulation
- Information Technology Agency
- Emergency Management Department
- Los Angeles Zoo
- El Pueblo de Los Ángeles
- Department on Disability
- Department of Aging

The Tourism Cabinet's responsibilities include:

1. Review the Tourism Master Plan recommendations, priorities and progress to date, develop implementation plans and identify resources and funding needed for implementation on an annual basis.
2. Monitor and review progress and performance against the Tourism Master Plan and adjust the implementation plans accordingly.
3. Work with public, private and community stakeholders to implement, monitor and move forward the Tourism Master Plan.

4. Collaborate with the Executive Director of the City Tourism Department to discuss the tactical implementation of the Tourism Master Plan recommendations.
5. Proactively consider City Departments' initiatives, strategic plans, projects and proposals, and examine respective opportunities for and impacts on tourism and the visitor experience.

Executed this 9th day of March, 2022.

A handwritten signature in black ink, appearing to read "E. Garcetti", with a horizontal line extending to the right from the end of the signature.

ERIC GARCETTI
Mayor