

Economic Impacts of Beverly Hills Tourism in 2007

Beverly Hills attracted nearly 5 million visitors in 2007, with visitor spending at more than \$1.25 billion in the City. Most visitors came for the day only, but Beverly Hills also attracted over 233,000 overnight hotel guests with a significant average daily spend of \$588 per person. Just over 40% of total visitation came from international visitors, while not quite 60% came from U.S. residents. Shopping was the primary focus of visitor spending while significant hotel revenues were derived from the overnight business traveler. Overall, 89% of visitors were extremely or very satisfied with Beverly Hills as a destination.



Total Number of Visitors ¹	4.87 million
Total Annual Visitor Spending	\$1.25+ billion
Hotel Tax Revenue to City ²	\$26.0 million
Visitor Sales Tax Revenue ³	\$ 8.2 million
Beverly Hills Jobs Supported by Tourism	10,665

Economic Impact of Beverly Hills Visitors By Segment

Measure	Hotel Visitors	Private Residence Visitors	Day Visitors	International Visitors	U.S. Domestic Visitors
Total Annual Visitors	233,140	95,542	4,538,563	2,044,224	2,822,976
Percent of All Visitors	5%	2%	93%	42%	58%
Spending per person/per day	\$588.00	\$287.00	\$147.00	\$239.00	\$205.00
Total Annual Spending	\$481,800,000	\$115,730,000	\$669,090,000	\$598,000,000	\$669,000,000
Percent of Total Spending	38%	9%	53%	47%	53%
% Walking to get around BH	46%	41%	65%	64%	59%
% Shopping in BH	31%	54%	55%	46%	40%

Top Feeder Markets

Domestic	Total*	International	Total*
1. California	15.3%	1. United Kingdom	14.5%
2. New York	6.3%	2. Japan	9.8%
3. Texas	4.7%	3. Middle East	8.5%
4. Florida	4.4%	4. Mexico	8.3%
5. New Jersey	4.2%	5. France	7.1%



* Percentages reflect both day and overnight visitors.

1 - A visitor is defined as someone who resides outside of Los Angeles County, visiting Beverly Hills for the day or overnight, for leisure, business, a meeting or special event, but not for regular work or to attend school.
 2 - Based on estimated visitor spending, not taxes reported by the City of Beverly Hills.
 3 - Sales tax based on estimated visitor spending, not taxes reported by the State and City of Beverly Hills.

