

2018 MEMBER SURVEY HIGHLIGHTS

DISCOVER *Los Angeles*[™]

We work on behalf of more than 1,100 businesses from the area's hospitality and tourism community to promote Los Angeles as one of the world's preferred travel destinations. Our objective is to engage and showcase Member businesses throughout L.A., as well as deliver marketing opportunities and direct access to key partner contacts.

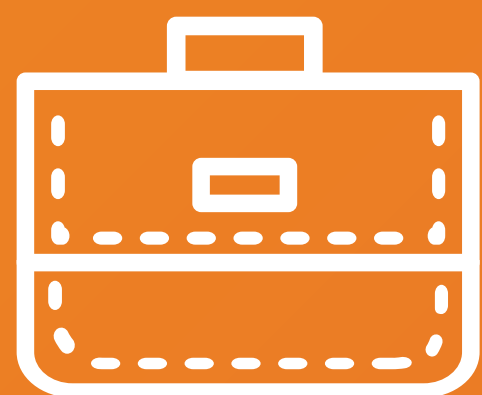
SURVEY FINDINGS

MEMBER SATISFACTION

- OVERALL MEMBER SATISFACTION GREW TO A RECORD **4.1 OUT OF 5**
- **40%** OF MEMBERS SAY THEIR EXPERIENCE IS "MUCH BETTER/BETTER" THAN LAST YEAR
- THE NUMBER OF "**VERY SATISFIED**" MEMBERS HAS MORE THAN DOUBLED IN THE LAST 5 YEARS



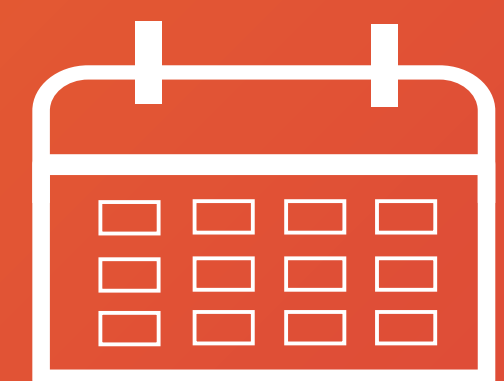
MOST VALUABLE MEMBERSHIP BENEFITS



- TOURISM INSIGHTS
- CONVENTION & EVENTS CALENDAR
- NETWORKING EVENTS / EDUCATIONAL SEMINARS
- MEMBER PRESENTATIONS & STAFF SITE VISITS

MEMBER EVENTS

- **75%** SAID THE MEMBER NETWORKING EVENTS AND EDUCATIONAL SEMINARS ARE VERY IMPORTANT OR IMPORTANT
- MEMBERS ACKNOWLEDGE THE MORE ENGAGED THEY BECOME, THE GREATER THE PERCEIVED PRICE/VALUE EQUATION AND SATISFACTION



LOYALTY



- **NINE OUT OF TEN** MEMBERS ARE "VERY LIKELY/LIKELY" TO RENEW MEMBERSHIP
- **95%** OF MEMBERS WOULD RECOMMEND L.A. TOURISM MEMBERSHIP TO OTHERS