



Redondo Beach Tourism Annual Report
September 2023 - August 2024

Year End Financials: FY 2023-2024

Category	%	Collections	Carryover	Delayed Remittance	Total
Sales & Marketing	87%	\$527,674	\$278,307	\$153,233	\$959,214
Administration & Operations	10%	\$60,652	\$139,140	\$17,613	\$217,406
Contingency / Reserve	3%	\$18,196	\$69,589	\$5,284	\$93,069
Totals	100%	\$606,522	\$487,036	\$176,130	\$1,269,689

FY 23/24 Actual

The cost of providing improvements and activities for FY23/24 is consistent with the Management District Plan. The total budget for FY23/24 was \$606,522 in collections, \$487,036 in carry over from the previous year, and \$176,130 in delayed remittance of FY22/23 RBTMD assessment funds. The total budget for 2023-2024 was **\$1,269,689**. The categorical breakdown is above. All budget category allocations are within the authorized fifteen percent (15%) adjustment of the total budget from the prior year.

Executive Overview

Redondo Beach Tourism's FY 2023-2024 Accomplishments Reflected a Continuation of the Board's Primary Objectives:

- High Level Placemaking & Brand Identity Marketing to Support Awareness Around Redondo Beach Hotels
 - 50,000+ Booking Engine Searches for Redondo Beach Hotels
- Strategic Outreach through Integrated Digital Platforms, Targeted FAM Trips, Web Engagement & Select Sponsorship Opportunities
 - 383,000+ Users & 420,000+ Sessions on RedondoBeachTourism.com
- FY 2024-2025 Efforts Also Included:
 - New Photo & Video Assets to Support the Creative Ad Campaign
 - Three New Tactical and Targeted Ad Campaigns
 - Increased Geographic Scope to Select Western "FLIGHT" Markets and Continued Focus on Two-Hour Drive
 - Improved Performance Marketing Metrics

FY 2023-2024 Media Expenses

Google AdWords/Search: \$87,000

DOOH: \$63,000 (4 Markets)

Event/Partnership: \$40,000 (\$20K
Carry Over)

Facebook, Instagram, TikTok: \$68,000

CTV/Programmatic Ads: \$60,000

Expedia: \$66,000

Display Ads: \$24,000

Social Influencer: \$24,000

YouTube: \$18,000

Booking Engine Activity & ROI

TOTAL BOOKING ENGINE PREVIEWS: 50,409

Specific Hotel Page Visits

- Shade: 12,845
- Redondo Beach Hotel: 7,519
- Portofino: 6,666
- Sonesta: 4,712
- Hilton Garden: 4,143
- Residence Inn: 3,333
- Homewood Suites: 2,661
- Best Western Galleria: 2,454
- Best Western Plus: 1,950



Creative Art Direction & Marketing Campaigns

EVOLVED IDENTITY

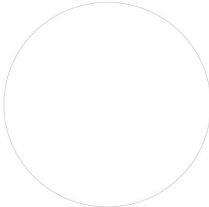
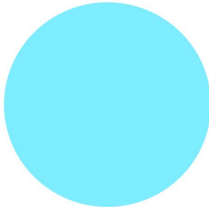
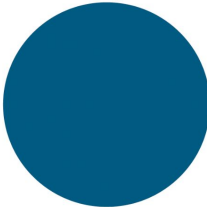
DiscoverRedondoBeach.com



MAIN LOGO: COLOR UPDATE ON DARK BLUE BACKGROUND

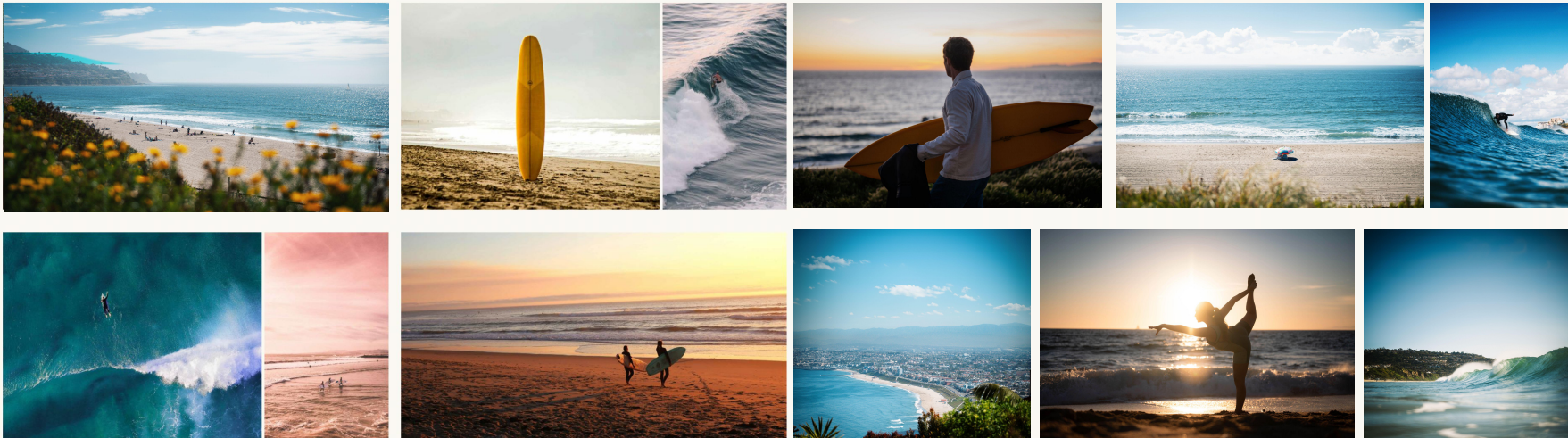


SECONDARY LOGO: USED WHEN TOURISM ISN'T NEEDED



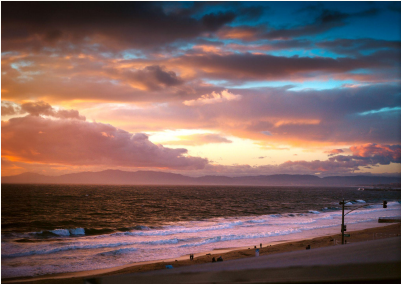
NEW CREATIVE ASSETS

Over 8 Days of Photo & Video Shoots. All imagery and video content owned with unlimited usage by the City of Redondo Beach.

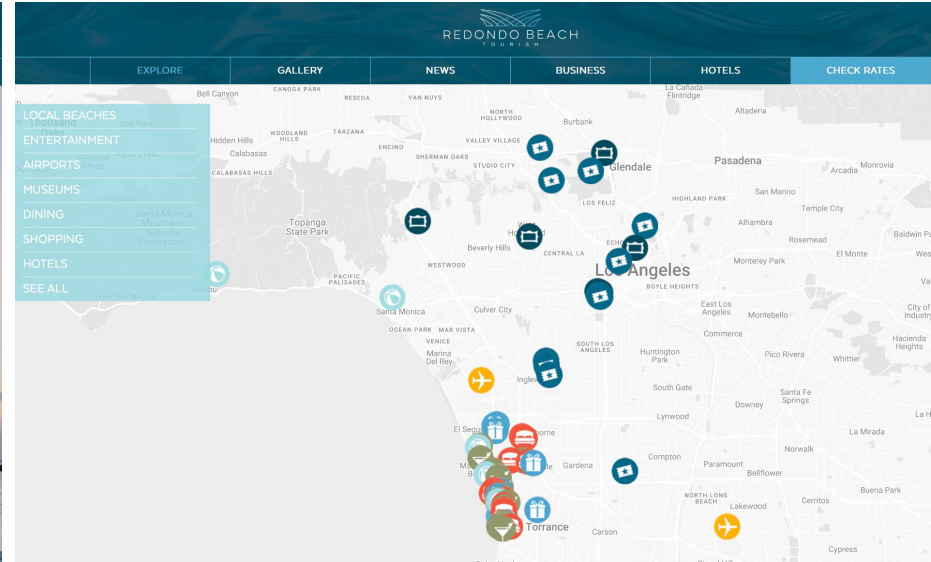
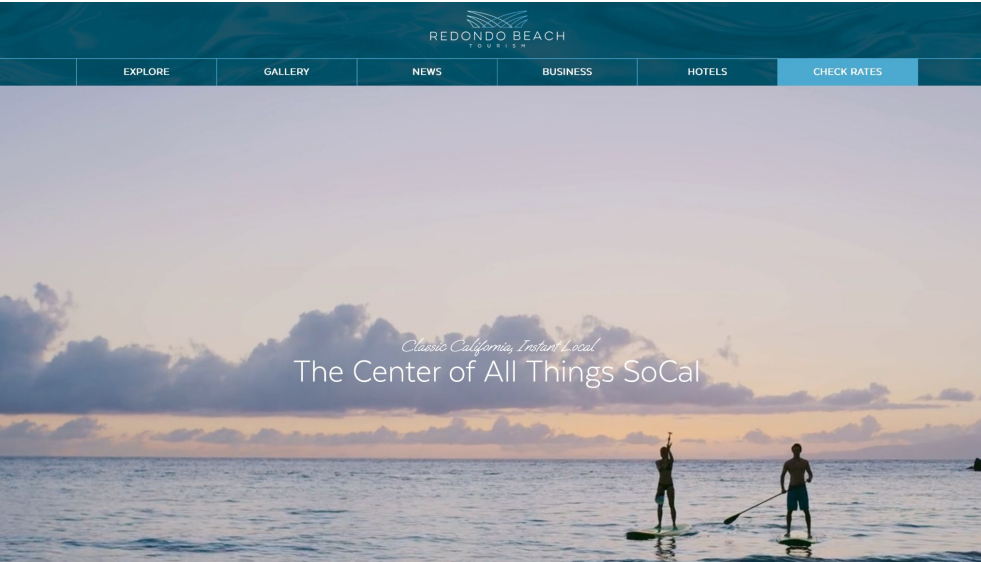


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WEBSITE RE-SKIN & CONTENT CREATION



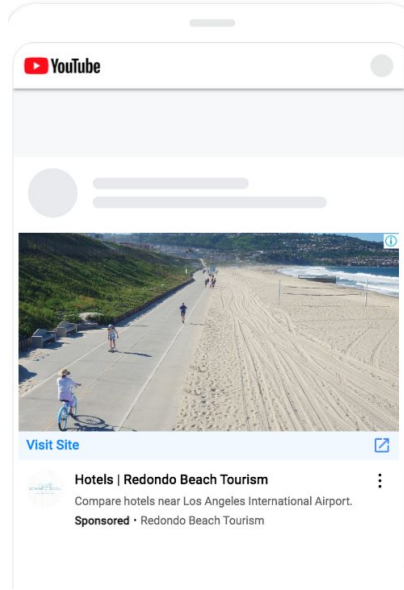
Paid Search, Pmax, Demand Gen & GDN

Sponsored

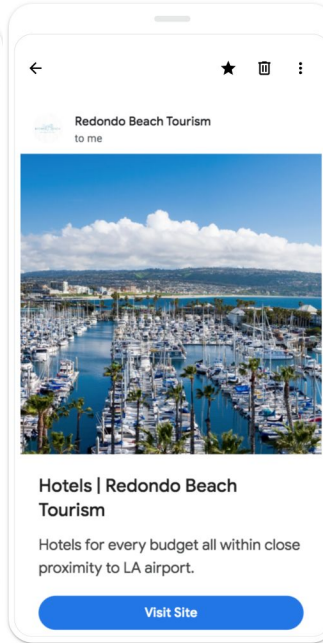
www.redondobeachtourism.com/

Beach Hotels 15 Minutes to LAX - Redondo at the Heart of LA

Hotels for every budget all within close proximity to LA airport. Beachfront Hotels to Cozy Inns - 15 Convenient Options in Redondo Beach. Fast WIFI.



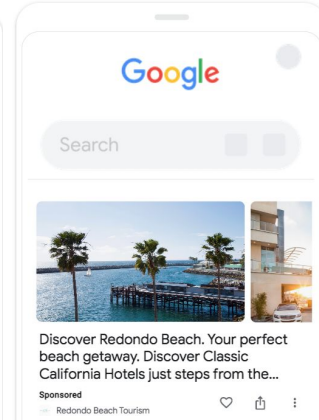
Hotels | Redondo Beach Tourism
Compare hotels near Los Angeles International Airport.
Sponsored · Redondo Beach Tourism



Hotels | Redondo Beach Tourism

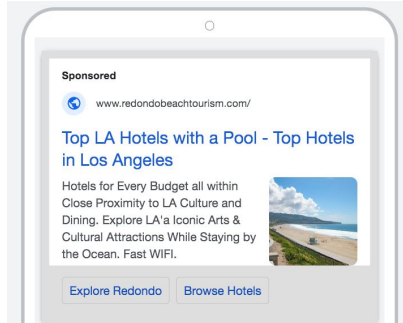
Hotels for every budget all within close proximity to LA airport.

Visit Site



Discover Redondo Beach. Your perfect beach getaway. Discover Classic California Hotels just steps from the...

Sponsored
Redondo Beach Tourism



Sponsored

www.redondobeachtourism.com/

Top LA Hotels with a Pool - Top Hotels in Los Angeles

Hotels for Every Budget all within Close Proximity to LA Culture and Dining. Explore LA's iconic Arts & Cultural Attractions While Staying by the Ocean. Fast WIFI.

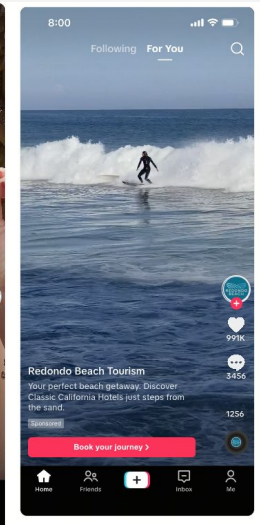
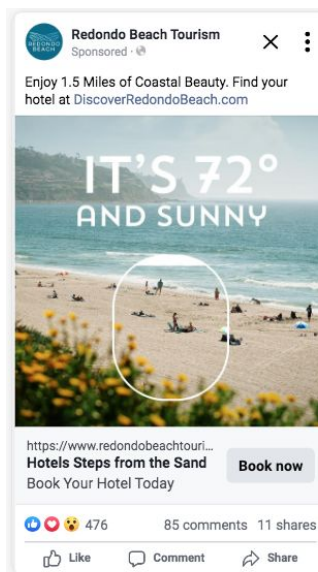
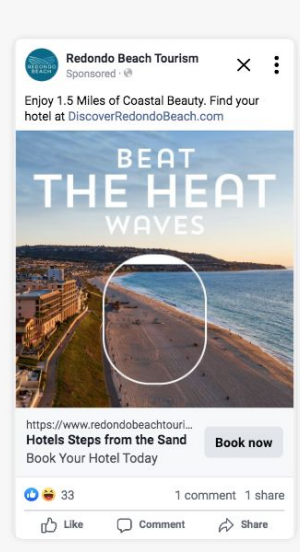
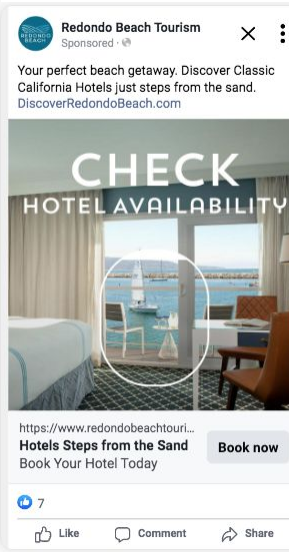
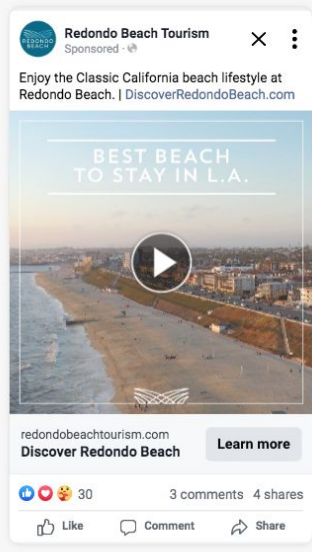


Explore Redondo Browse Hotels

Total Impressions: 5,437,414
Total Clicks: 206,527



Paid Social, TikTok, DOOH Ads*



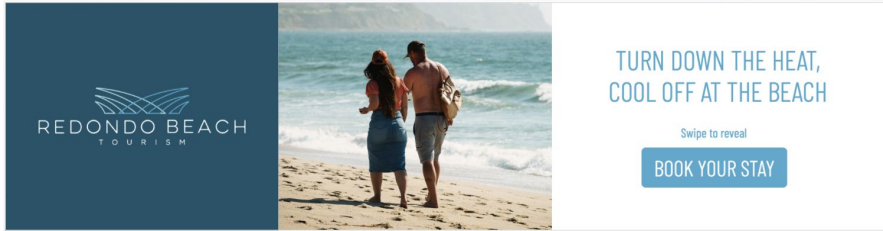
*Digital Out of Home: Billboards, malls, airport screens, etc.
Total Impressions: 3,258,066
Mobile Retargeting: 1,129,707

Interactive Display Ads (Launched 8/2024)

Before:



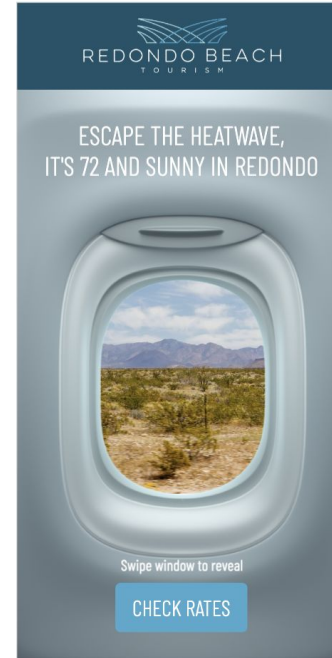
After:



Total Impressions: 337,104

Total Clicks: 665

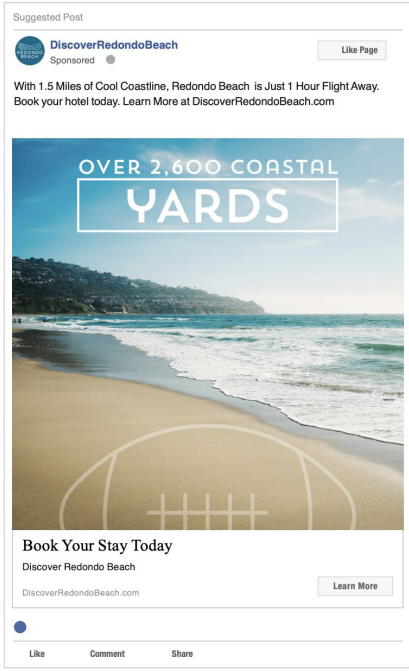
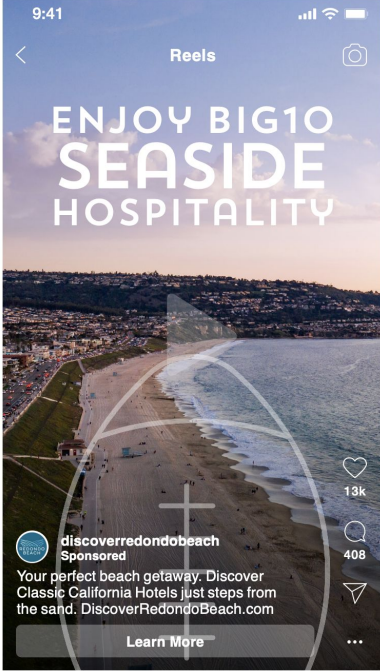
Before:



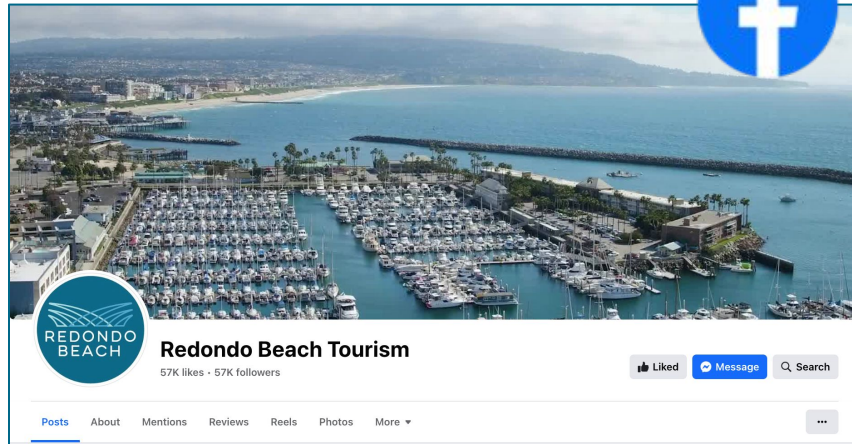
After:



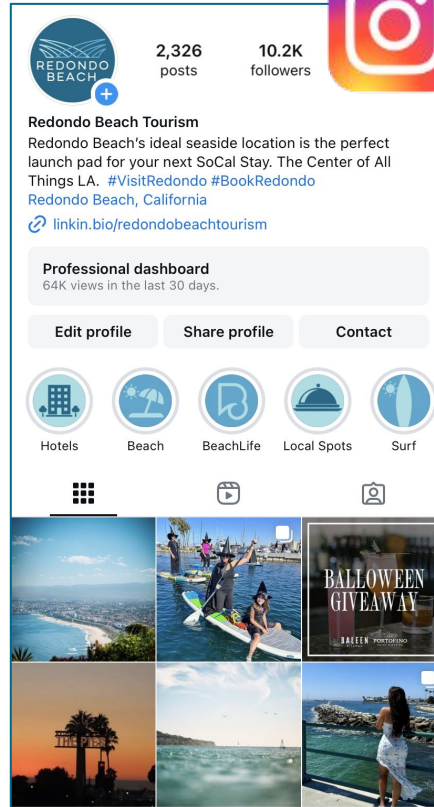
Preview of Upcoming Social Campaign



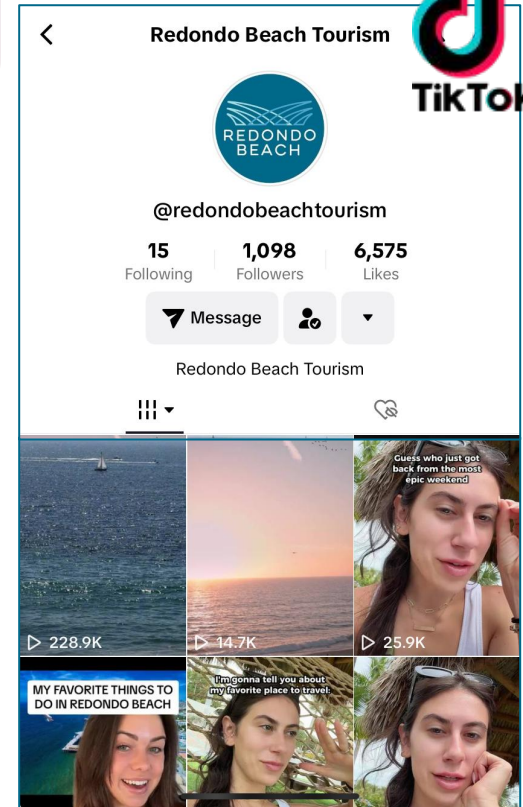
Organic Social Media



A screenshot of the Facebook profile for Redondo Beach Tourism. The profile picture is a large aerial view of a marina filled with boats. The cover photo is a scenic view of the beach and ocean. The profile name is "Redondo Beach Tourism" with 57K likes and 57K followers. The navigation bar includes "Posts", "About", "Mentions", "Reviews", "Reels", "Photos", and "More".



A screenshot of the Instagram profile for Redondo Beach Tourism. The profile picture is the Redondo Beach logo. The bio states: "Redondo Beach's ideal seaside location is the perfect launch pad for your next SoCal Stay. The Center of All Things LA. #VisitRedondo #BookRedondo Redondo Beach, California" with a link to linkin.bio/redondobeachtourism. The professional dashboard shows 64K views in the last 30 days. The navigation bar includes "Hotels", "Beach", "BeachLife", "Local Spots", and "Surf". The main content area shows a grid of images including a beach view, people on a surfboard, a "HALLOWEEN GIVEAWAY" poster, and a woman on a boat.



A screenshot of the TikTok profile for Redondo Beach Tourism. The profile picture is the Redondo Beach logo. The bio is "@redondobeachtourism". The statistics show 15 following, 1,098 followers, and 6,575 likes. The navigation bar includes "Message", a profile icon, and a dropdown menu. The main content area shows a grid of videos, including a sunset, a woman's face, and a video titled "MY FAVORITE THINGS TO DO IN REDONDO BEACH".

Top Performing Organic Posts

Facebook's Top Performers:

Redondo Beach Tourism
Published by Later
October 20, 2023


When families take 'fast food' to a whole new level! This Halloween, join the fun at Riviera Village's Trick or Treat event on S Catalina Ave, between S Elena & Ave, from 3-6 PM on October 31st. 🍬 Get your costumes ready, and don't miss out on the fun! 🎃
📍: @rivieravillage



Reach 📊 319,599
Interactions 📈 6,624

Redondo Beach Tourism
Published by Later
May 4

Dancing the day away at BeachLife! Festival weekend has finally commenced!



Boost this post to reach up to 1431 more people if you spend \$42. [Boost](#)

👍❤️😮 845 69 💬 84 ↗

Reach 📊 90,931
Interactions 📈 995

Redondo Beach Tourism
Published by Later
February 25

We're hitting the beach today, and Bill and Bob approve. After serving in the army, twin brothers Bill and Bob Meistrell headed back to California where they worked as lifeguards and founded the first practical wetsuit and the Body Glove Brand. To commemorate the beloved South Bay brothers, their statue now stands out in front of the SeaSide Lagoon by the harbor in Redondo Beach.



Boost this post to reach up to 2121 more people if you spend \$21. [Boost](#)

👍❤️ 789 45 💬 65 ↗

Reach 📊 54,795
Interactions 📈 899

Instagram's Top Performer:

Instagram

redondobeachtourism
Redondo Beach, California



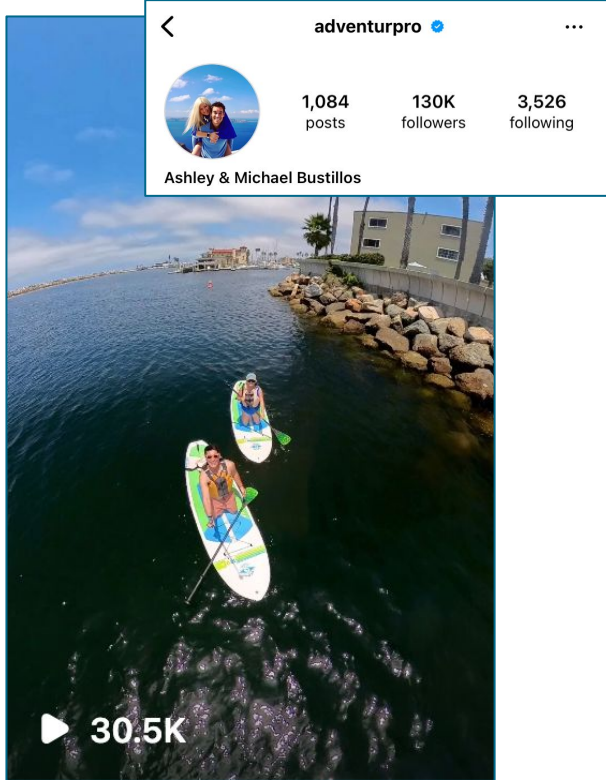
📍❤️💬📌

redondobeachtourism Not all roads lead to the beach, but the best ones do! Meet you there!

📍: @jayrosefoto

Reach 📊 6,458
Interactions 📈 332

Social Media Influencers

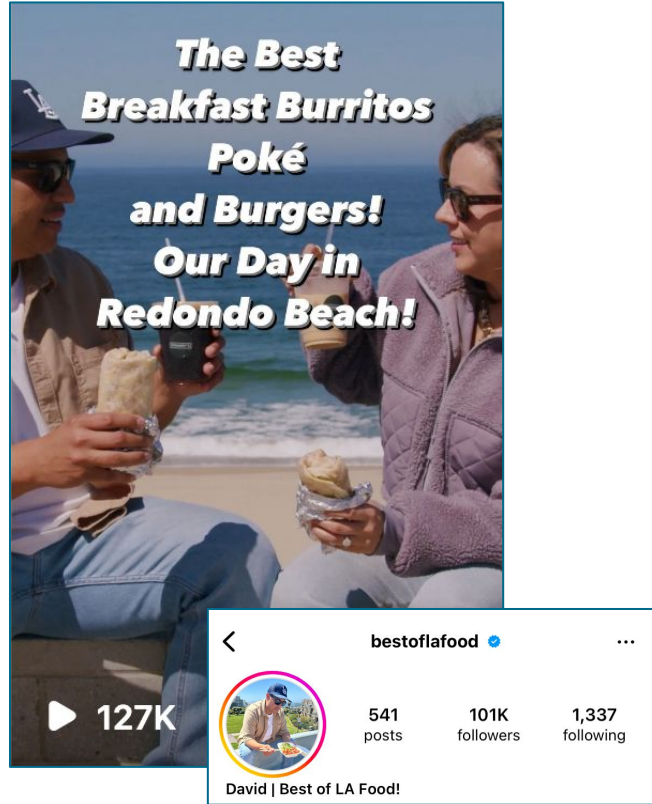


adventurpro

Ashley & Michael Bustillos

1,084 posts 130K followers 3,526 following

30.5K



The Best Breakfast Burritos Poké and Burgers! Our Day in Redondo Beach!

bestoflafood

David | Best of LA Food!

541 posts 101K followers 1,337 following

127K



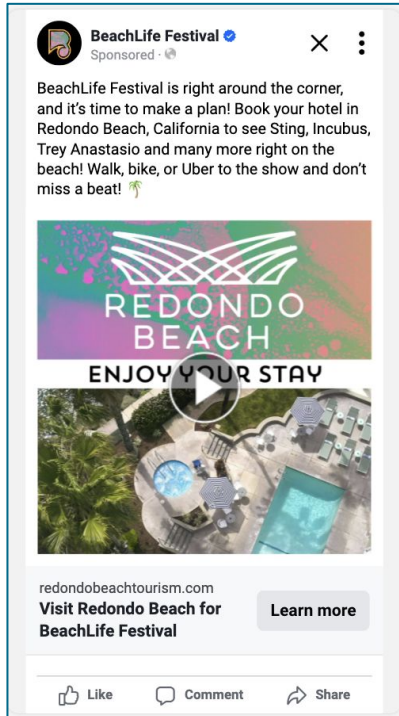
newdarlings

Christina Martinez | Desert Living

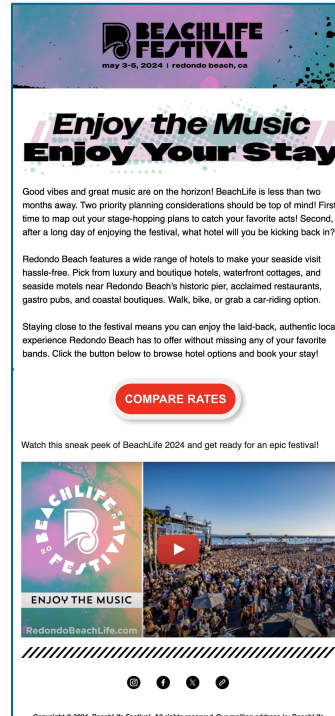
2,845 posts 473K followers 1,654 following

46.8K

BeachLife Partnerships



A screenshot of a Facebook post from BeachLife Festival. The post text reads: "BeachLife Festival is right around the corner, and it's time to make a plan! Book your hotel in Redondo Beach, California to see Sting, Incubus, Trey Anastasio and many more right on the beach! Walk, bike, or Uber to the show and don't miss a beat!" Below the text is a video player showing a pool area with a play button overlay. The video title is "REDONDO BEACH ENJOY YOUR STAY". At the bottom of the post, there is a link to "redondobeachtourism.com" and a "Learn more" button. The post also shows "Like", "Comment", and "Share" options.



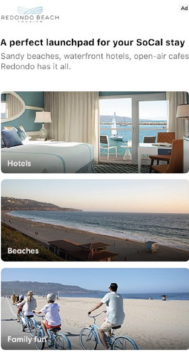
A promotional graphic for BeachLife Festival. At the top, it says "BEACHLIFE FESTIVAL" with the dates "may 3-6, 2024 | redondo beach, ca". Below this is the headline "Enjoy the Music Enjoy Your Stay". The text continues: "Good vibes and great music are on the horizon! BeachLife is less than two months away. Two priority planning considerations should be top of mind! First, time to map out your stage-hopping plans to catch your favorite act! Second, after a long day of enjoying the festival, what hotel will you be kicking back in? Redondo Beach features a wide range of hotels to make your seaside visit hassle-free. Pick from luxury and boutique hotels, waterfront cottages, and seaside motels near Redondo Beach's historic pier, acclaimed restaurants, gastro pubs, and coastal boutiques. Walk, bike, or grab a car-riding option. Staying close to the festival means you can enjoy the laid-back, authentic local experience Redondo Beach has to offer without missing any of your favorite bands. Click the button below to browse hotel options and book your stay!" A red button labeled "COMPARE RATES" is prominently displayed. Below the button, it says "Watch this sneak peek of BeachLife 2024 and get ready for an epic festival!" followed by a video player showing a large crowd at a festival. The video title is "ENJOY THE MUSIC" and the URL "RedondoBeachLife.com" is visible. At the bottom, there are social media icons for Instagram, Facebook, Twitter, and YouTube.

The 3 month promotional campaign included 3 newsletters reaching over 69 subscribers per blast, :15 second onsite video loop at BeachLife festival, organic posts and multiple links on Beachlife website to RBT hotel booking page.

Expedia Partnerships

Expedia Ads:

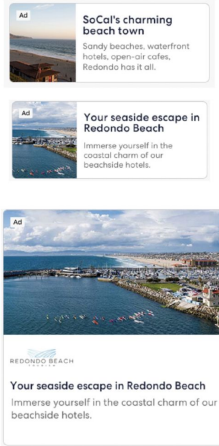
Destination Experience Gallery:



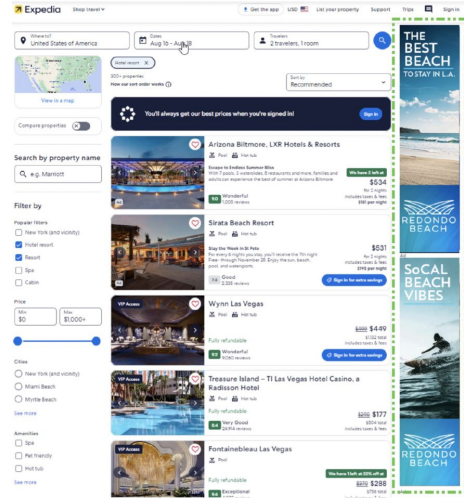
Banner Ads (GF):



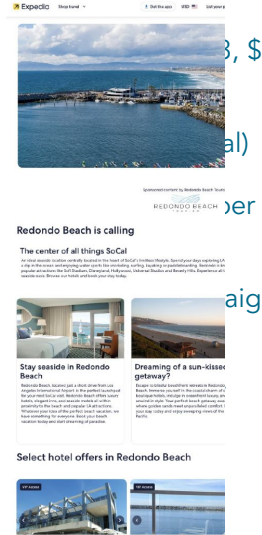
Native Ads:



Ad example



Landing Page



Projected Financial: FY 2024-2025

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Totals	100%	\$725,000	\$509,738	\$150,959	\$1,385,697

FY 24-25 Projections:

The cost of providing improvements and activities for FY24/25 is consistent with the Management District Plan. The anticipated total budget for FY24/25 is \$725,000 in anticipated collections, \$509,738 in estimated carry over from the previous year, and \$150,959 in estimated delayed remittance of FY23/24 RBTMD assessment funds. The projected total budget for 2024-2025 is \$1,385,697. The categorical breakdown is above. All budget category allocations are within the authorized fifteen percent (15%) adjustment of the total budget from the prior year.

Next Steps and FY 2024-2025 Planning & Objectives

Market Outreach

- Targeted strategies to “steal” traffic and visitors from immediate competitive markets: DTLA, Marina del Rey / Santa Monica, LAX Corridor, Long Beach
- A continued growth of into secondary markets to expand opportunities for transient and group bookings: Phoenix, Las Vegas, San Diego, Santa Barbara

STRATEGIC

- An increased focus on dynamic AI oriented ad platforms such as Google’s Demand Gen and Performance Max will Increase in Budget Allocation
- Minimum Four Social Media FAM Trips for Key Markets and Demographics will be Coordinated and Executed

CREATIVE POSITIONING

- Creative positioning will retain a focus on Redondo Beach offering LA’s premiere coastal hotel offerings for all budgets and family demographics
- Tactical campaigns around Extreme Weather, Popular Regional Events, Group Bookings will all be deployed