

Redondo Beach Tourism Marketing District Annual Report

September 2024 – August 2025

Year End Financials: FY 2024–2025

Category	%	Collections	Carryover	Delayed Remittance	Total
Sales & Marketing	87%	\$442,415	\$443,471	\$131,691	\$1,017,577
Administration & Operations	10%	\$50,852	\$50,973	\$15,137	\$116,962
Contingency / Reserve	3%	\$15,255	\$15,292	\$4,541	\$35,088
Totals	100%	\$508,522	\$509,736	\$151,369	\$1,169,627

FY 24/25 Actual

The cost of providing improvements and activities for FY24/25 is consistent with the Management District Plan. The total budget for FY24/25 was \$508,522 in collections, \$509,737 in carry over from the previous year, and \$151,369 in delayed remittance of FY23/24 RBTMD assessment funds. The total budget for 2024–2025 was **\$1,169,627**. The categorical breakdown is below. 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 2024-2025 Accomplishments Reflected a Continuation of the Board's Primary Objectives:

- High Level Placemaking & Brand Identity Marketing to Support Awareness Around Redondo Beach Hotels
 - 60,000+ Booking Engine Searches for Redondo Beach Hotels. **Over 25% increase versus FY23/24**
- Strategic Outreach through Integrated Digital Platforms, Targeted FAM Trips, Web Engagement & Select Sponsorship Opportunities
 - 418,986 Users & 462,431 Sessions on RedondoBeachTourism.com (**Both +10% YoY**)
- FY 2024-2025 Efforts Also Included:
 - New Photo & Video Assets: Family Shoot + Friends Shoot
 - 9 New Tactical and Targeted Ad Campaigns
 - Continue Geographic Focus on Select Western "FLIGHT" Markets and Two-Hour Drive Markets
 - Improved Performance Marketing Metrics

FY 2024–2025 Media Expenses

Google AdWords/Search: \$111,565

DOOH: \$56,750 (4 Markets)

Expedia: \$93,500

Facebook, Instagram, TikTok: \$160,300

CTV/Programmatic Ads: \$72,635

Booking.com: \$15,000

Display Ads (GDN): \$11,445

Social Influencer: \$30,000

PMAX: \$61,625

Booking Engine Activity & ROI

TOTAL BOOKING ENGINE PREVIEWS

64,396 (+27.7% vs FY24)

- Total Add to Carts: 2,842
- Total Orders/Bookings: 47
- Total Room Nights: 110
- Total Revenue: \$43,427.26

Specific Hotel Page Visits

- Shade: 18,018 (+40.2%)
- Redondo Beach Hotel: 8,351 (+10.6%)
- Portofino: 7,404 (+11.1%)
- Sonesta: 5,786 (+22.8%)
- Hilton Garden: 4,987 (+20.3%)
- Residence Inn: 4,089 (+22.7%)
- Homewood Suites: 3,382 (+27.1%)
- Best Western Galleria: 3,285 (+33.9%)
- Ramada Limited Inn: 2,873 (+26.5%)
- Best Western Plus: 1,627 (-16.6%)

Marketing Campaigns

Strategic Shift in Messaging

In August, we evolved our positioning strategy from one that was solely location-driven to one that is also action-oriented, designed to better inspire and convert travelers to heads-in-beds.

Whereas “Center of All Things LA” does a great job of presenting Redondo Beach as a destination in close proximity to everything – it lacks the primary call-to-action we want travelers to do – Stay overnight in Redondo Beach.

Shifting to a message of “Stay Redondo Beach, Play All of LA” provides both place and purpose. We want travelers to go beyond discovering Redondo Beach – we want them to book hotel stays in Redondo Beach.

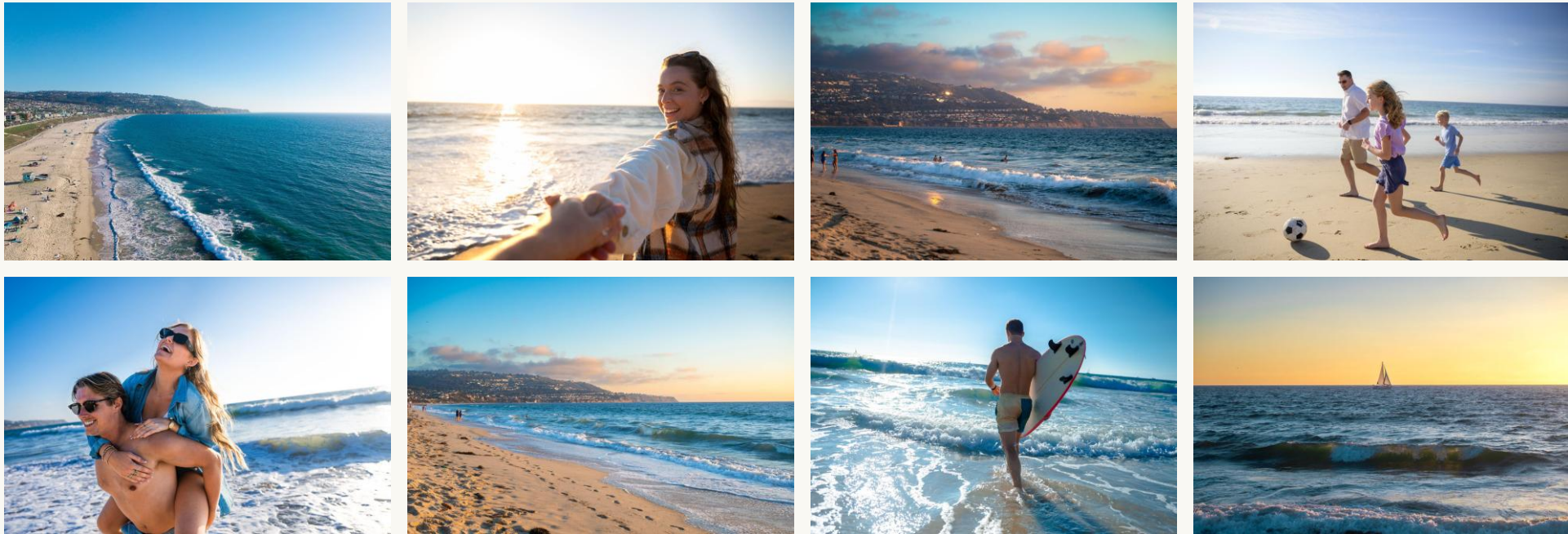
This shift allows us to maintain the strength of our geographic identity while directly encouraging behavior that drives increased visitation and overnight stays.



New Creative Assets

Over 8 Days of Photo & Video Shoots.

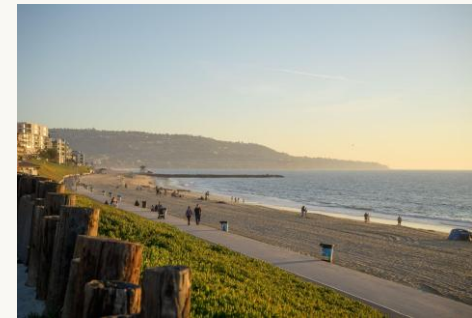
All imagery and video content owned with unlimited usage by the City of Redondo Beach.



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Over 8 Days of Photo & Video Shoots.

All imagery and video content owned with unlimited usage by the City of Redondo Beach.




Website Reskin and Content Creation

05/30/2025
THE ULTIMATE REDONDO BEACH VACATION GUIDE: WHERE TO STAY, EAT, PLAY & WHEN TO GO

Best Places to Stay Near Los Angeles: Why Redondo Beach Should Be Your Next Getaway

If you're planning a trip to Los...

[READ MORE](#)



05/22/2025
FROM FARM TO SHORE: THE REDONDO BEACH FARMERS MARKET


Thursdays are for the Redondo Beach Farmers Market...

[READ MORE](#)

05/07/2025
CELEBRATE MOM SEASIDE IN REDONDO BEACH THIS MOTHERS DAY

Mother's Day is the perfect time to show your appreciation for everything your mom does! What better way to celebrate than with quality family time, delicious food, and stunning waterfront views...

[READ MORE](#)



REDONDO BEACH TOURISM

EXPLORE GALLERY NEWS BUSINESS HOTELS CHECK RATES

ENTERTAINMENT

AIRPORTS

MUSEUMS

DINING

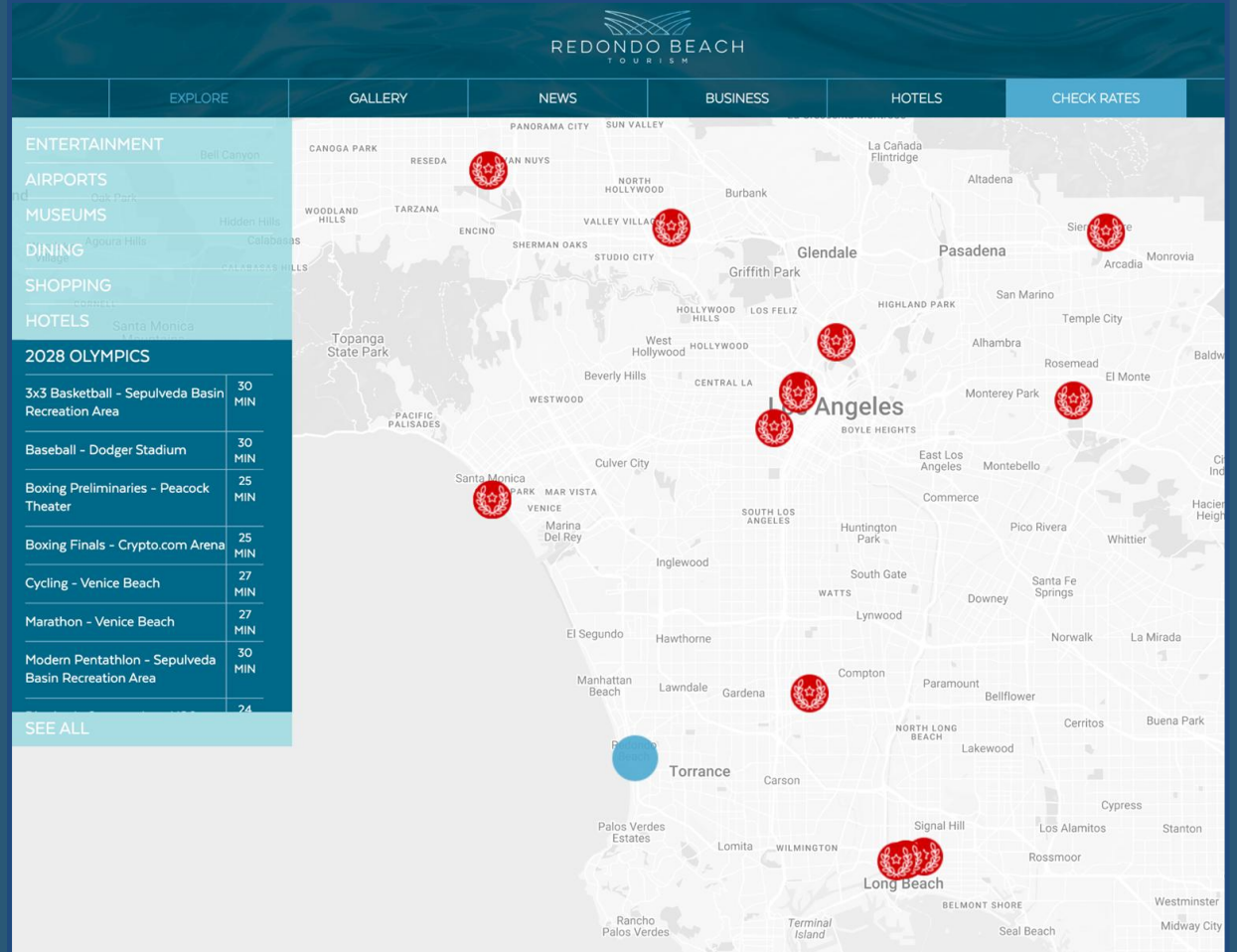
SHOPPING

HOTELS

2028 OLYMPICS


3x3 Basketball - Sepulveda Basin Recreation Area	30 MIN
Baseball - Dodger Stadium	30 MIN
Boxing Preliminaries - Peacock Theater	25 MIN
Boxing Finals - Crypto.com Arena	25 MIN
Cycling - Venice Beach	27 MIN
Marathon - Venice Beach	27 MIN
Modern Pentathlon - Sepulveda Basin Recreation Area	30 MIN
	24

[SEE ALL](#)




Paid Search, Pmax, Demand Gen & GDN

Sponsored


 www.redondobeachtourism.com/

Los Angeles Airport Hotels - Beach Hotels 15 Minutes to LAX

Discover comfortable accommodations only 15 minutes from LAX. Hotels for every budget all within close proximity to LA airport. Sandy Beaches. Great Rates.. Surf ...




Sponsored


 Redondo Beach Tourism
www.redondobeachtourism.com/

LA Hotels by the Beach - Redondo Beach | Top LA Hotels

Redondo Beach offers top-rated seaside hotels with easy access to LA. Discover the best hotels in Los Angeles and book your stay. Surf & Sand. Bike Rentals. Sandy Beaches...




[Browse Hotels](#) [Explore Redondo](#)


 **Redondo Beach Hotels-Book Now**


Whether you're traveling for business or pleasure, Redondo Beach has the perfect hotel.

Ad Redondo Beach Tourism [Learn more](#)


 **Best Places to Stay in LA**


Redondo Beach offers top-rated seaside hotels with easy access to LA.

 [>](#)

 **Center of It All in LA**


Redondo Beach offers fun under the sun for everyone - check hotel rates today

 [>](#)

 **Book Hotels by the Beach**

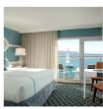
Discover coastal hotels in Redondo Beach, just minutes from LAX and LA's top attractions.

Ad Redondo Beach Tourism [Learn more](#)

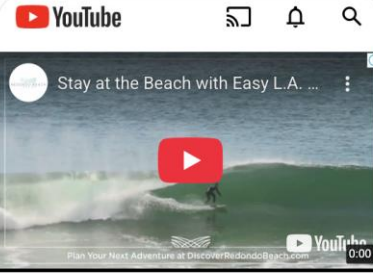
 **Book Your Redondo Beach Stay**

Top hotels in Redondo Beach with easy access to Downtown LA | Book Today

[Close](#) [Learn more](#)

 **Discover Redondo Beach Hotels with Ocean Views and a Prime Location near LAX.**

Ad Redondo Beach Tourism

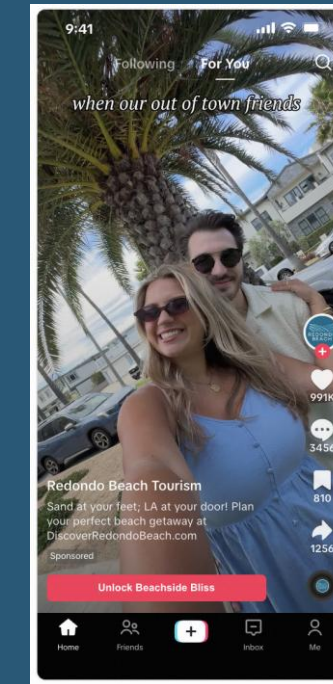
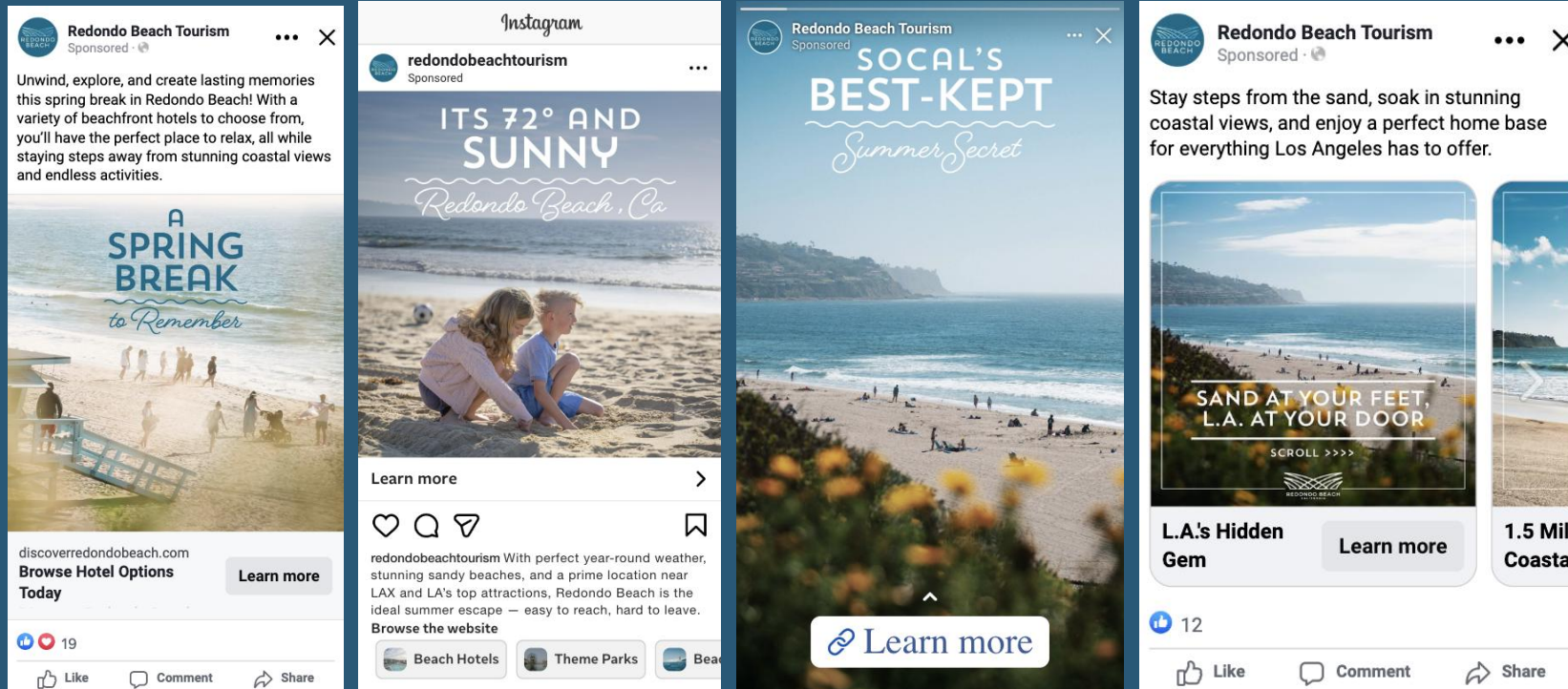
 **Stay at the Beach with Easy L.A. ...**

Redondo Beach: Affordable LA Hotels by the Sea with Easy Airport Access

Discover the best hotels in Los Angeles and book ...

Total Impressions: 5,842,343
Total Clicks: 387,856

Paid Social, TikTok, DOOH Ads*



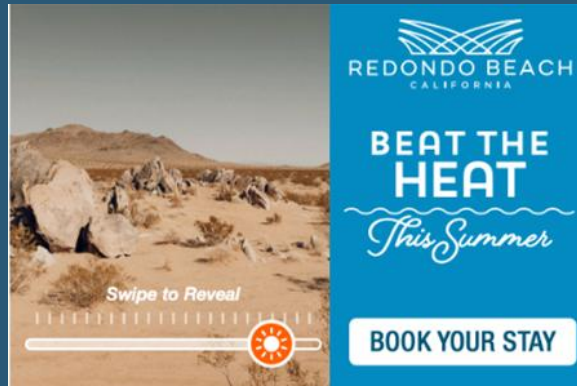
*Digital Out of Home: Billboards, malls, airport screens, etc.
Total Impressions: 3,092,798
Mobile Retargeting Impressions: 1,117,464

Interactive Display Ads

Total Impressions: 5,849,293

Total Clicks: 10,276

Before:



After:



Before:







After:




Before:


After:

Expedia Partnerships

 Shop travel  USD  Support Trips 




Sponsored content by Redondo Beach Tourism



Redondo Beach is calling


The center of all things SoCal

An ideal seaside location centrally located in the heart of SoCal's limitless lifestyle. Spend your days exploring LA's trendy neighborhoods or soaking up the sun on the beach, taking a dip in the ocean and enjoying water sports like snorkeling, surfing, kayaking or paddleboarding. Redondo is known for its wide-open beaches, surf town vibe and proximity to popular attractions like Sofi Stadium, Disneyland, Hollywood, Universal Studios and Beverly Hills. Experience all that LA has to offer, but escape the hustle and bustle for a laid-back, seaside oasis. Browse our hotels and book your stay today.




Stay seaside in Redondo Beach

Redondo Beach, located just a short drive from Los Angeles International Airport, is the perfect launchpad for your next SoCal visit. Redondo Beach offers luxury hotels, elegant inns, and seaside motels all within proximity to the beach and popular LA attractions. Whatever your idea of the perfect beach vacation, we have something for everyone. Book your beach vacation today and start dreaming of paradise.



Dreaming of a sun-kissed getaway?


Escape to blissful beachfront retreats in Redondo Beach. Immerse yourself in the coastal charm of our boutique hotels, indulge in oceanfront luxury, and unwind in style. Your perfect beach getaway awaits – where golden sands meet unparalleled comfort. Book your stay today and enjoy sweeping views of the Pacific.



There's something for everyone in Redondo

Dive into the sun-soaked world of family adventures waiting for you in Redondo Beach. From building sandcastles to chasing waves, you'll be creating unforgettable memories. Discover hidden gems, kid-approved activities, and relaxation spots, making your beach vacation a perfect blend of excitement and serenity. Book your hotel in Redondo to explore the sun, surf, and smiles that come with your family beach getaway.

Select hotel offers in Redondo Beach




8.6 Excellent (1,011 reviews)

Sonesta Redondo Beach & Marina
Redondo Beach

\$258 nightly
\$583 total

✓ Total includes taxes and fees




9.0 Wonderful (1,015 reviews)

Shade Hotel Redondo Beach
Redondo Beach

\$434 nightly
\$982 total

✓ Total includes taxes and fees

Member Price available



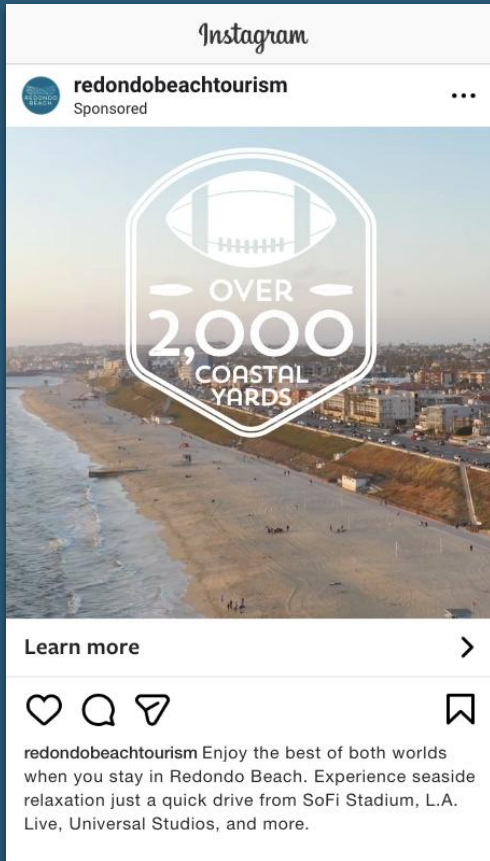
7.8 Good (1,013 reviews)

Homewood Suites by Hilton Los Angeles Redondo Beach
Redondo Beach

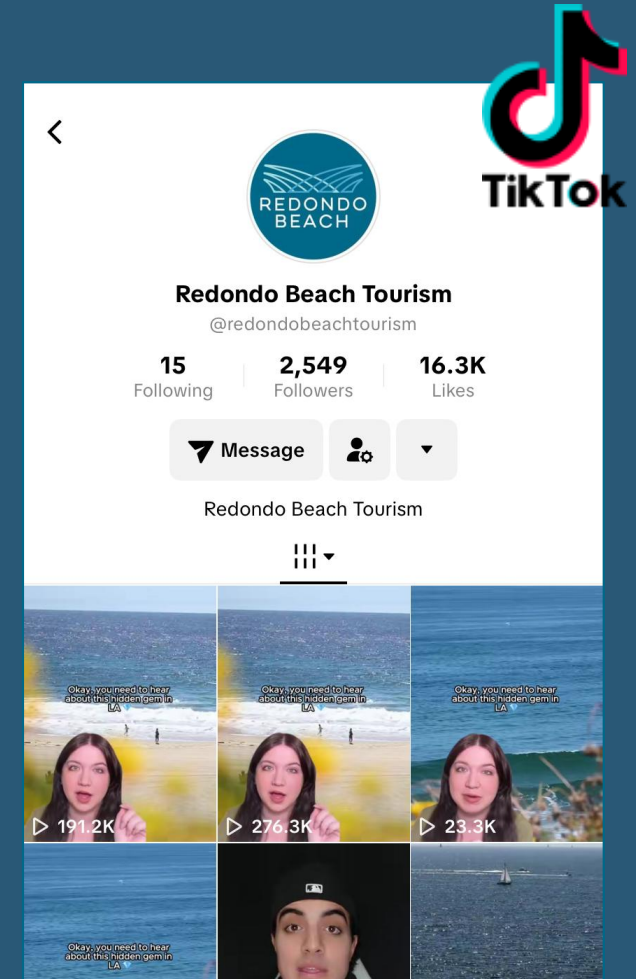
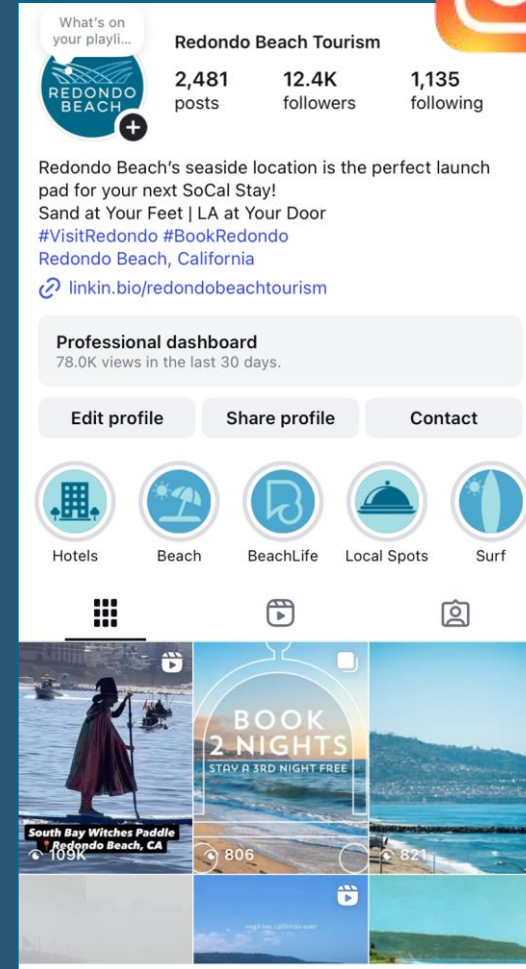
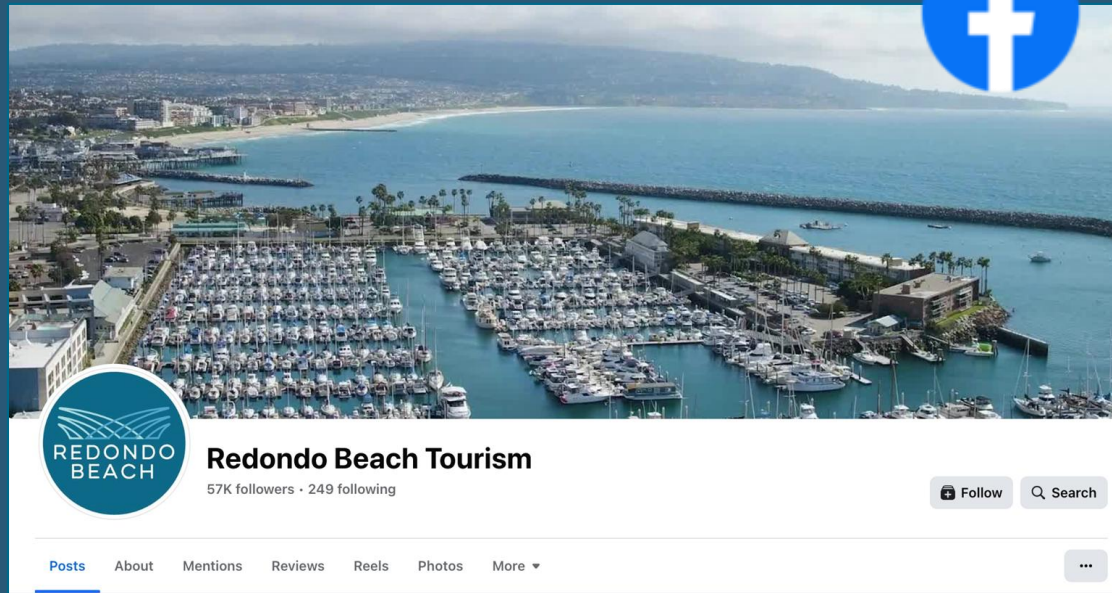
\$175 nightly
\$397 total

✓ Total includes taxes and fees

Current Active Social Campaigns



Organic Social Media

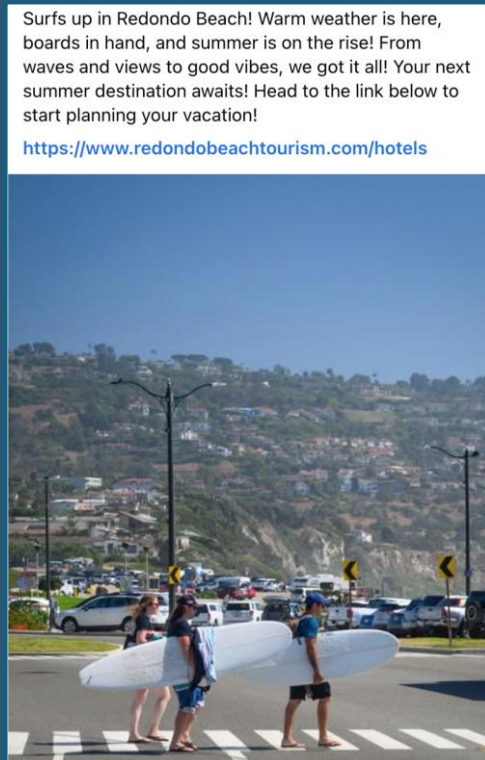


Top Performing Organic Posts

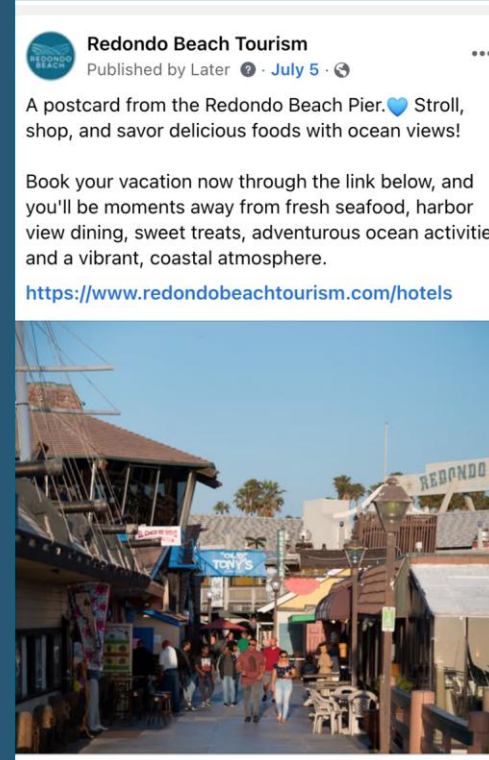
Facebook's Top Performers:



Reach: 42,899
Interactions: 1,912

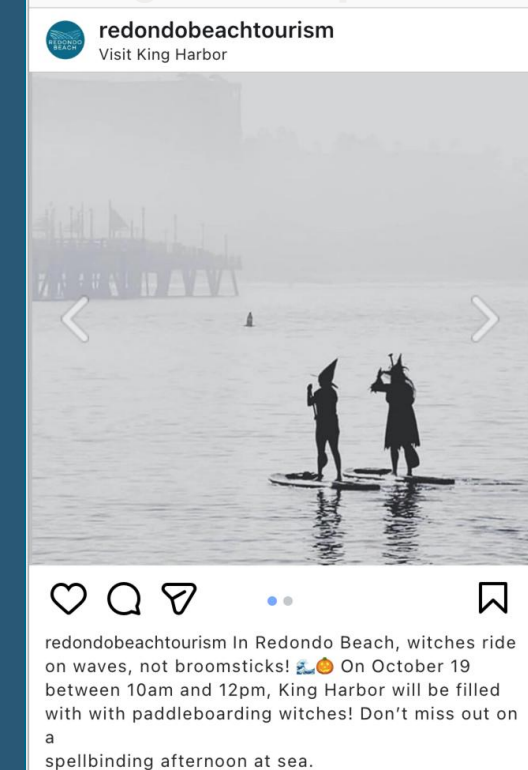


Reach: 56,231
Interactions: 1,178



Reach: 54,795
Interactions: 899

Instagram's Top Performer:



Reach: 5,257
Interactions: 564


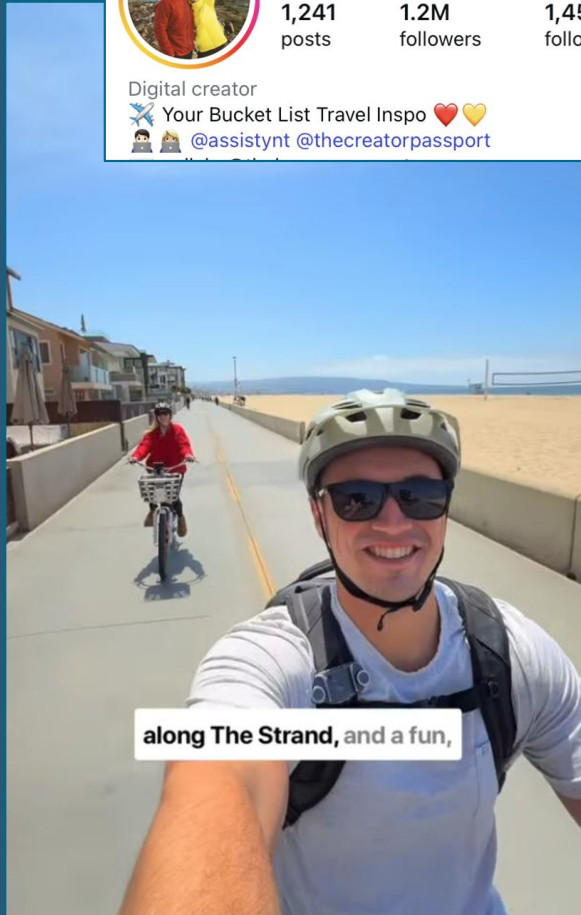
Social Media Influencers



GISELLE LANGLEY & STEPHEN JIROCH | Adventure Travel

1,241 posts 1.2M followers 1,451 following


Digital creator
✈️ Your Bucket List Travel Inspo ❤️❤️
👤 @assistynt @thecreatorpassport



Krystal Nielson Bowles

1,687 posts 565K followers 809 following

Toddler mom + 🍌 on the way! 🥰
wellness • self care • mom life
📍 San Diego, CA
💖 hello@coachkrystal.com... more



Alex Parra

468 posts 606K followers 1,087 following


Motivational speaker
☀️ Here's to living ☀️
Defy the odds | Disability Advocate
Stage 2 / Stage 4 🦋 Cancer Survivor & Amputee 🦿



BeachLife Partnership

The 4-month promotional campaign (Jan-Apr '25) included 3 newsletters each with over 25K opens per blast, :15 second onsite video loop at festival, organic posts and multiple links on BeachLife website to RBT hotel booking page.

~~~~~ **ROCK YOUR STAY** ~~~~~




ENJOY THE BEACH

The festival is just two months away and with **hotels filling up fast**, now is the time to plan your stage-hopping schedule and secure your ideal place to stay in Redondo Beach. Choose from nearby boutique hotels, cozy cottages and seaside motels for a vibrant local experience close to the action. Book now at [DiscoverRedondoBeach.com](https://DiscoverRedondoBeach.com)!

**COMPARE RATES**

**ENJOY THE MUSIC**



**RedondoBeachLife.com**

# Projected Financials: FY 2025–2026

| Category                    | %           | Collections      | Carryover        | Delayed Remittance | Total              |
|-----------------------------|-------------|------------------|------------------|--------------------|--------------------|
| Sales & Marketing           | 87%         | \$630,750        | \$231,505        | \$155,859          | \$1,018,114        |
| Administration & Operations | 10%         | \$72,500         | \$185,164        | \$17,914           | \$275,578          |
| Contingency / Reserve       | 3%          | \$21,750         | \$93,069         | \$5,374            | \$120,193          |
| <b>Totals</b>               | <b>100%</b> | <b>\$725,000</b> | <b>\$509,738</b> | <b>\$179,147</b>   | <b>\$1,413,885</b> |

## FY 25/26 Projections

The cost of providing improvements and activities for FY25/26 is consistent with the Management District Plan. The anticipated total budget for FY25/26 is \$725,000 in anticipated collections, \$509,738 in estimated carry over from the previous year, and \$179,147 in estimated delayed remittance of FY24/25 RBTMD assessment funds. The projected total budget for 2025–2026 is **\$1,413,885**. The categorical breakdown is below. All budget category allocations are within the authorized fifteen percent (15%) adjustment of the total budget from the prior year.

# Next Steps and FY 2025–2026 Planning & Objectives

# Next Steps and FY 2025–2026

## Market Outreach

- Targeted strategies to drive occupancy to Redondo Beach, while also pulling away from immediate competitive markets: DTLA, Marina del Rey / Santa Monica, LAX Corridor, Long Beach
- A continued growth into secondary markets to expand opportunities for transient and group bookings: Phoenix, Las Vegas, San Diego, Santa Barbara



# Next Steps and FY 2025–2026

## Communication & Media Strategy

- Focus on increasing Redondo Beach within AI Visibility:
  - Optimization of web (consistent messaging, blog entries, FAQ, etc)
  - Up to four national Press Releases & outreach: Sports (World Cup/Super Bowl '27/Olympics), Family Vacations, Weekend Getaways & Unbeatable Weather
  - Expand Redondo Beach presence on Reddit, Quora, Google Reviews & other social media platforms
- An increased focus on dynamic AI oriented ad platforms such as Google's Performance Max will Increase in Budget Allocation
- Minimum Three Social Media Influencer Trips for Key Markets and Demographics will be Coordinated and Executed

# Next Steps and FY 2025–2026

## Creative Positioning

- Creative positioning with a focus on Redondo Beach “Stay Redondo Beach, Play All of LA” highlighting Redondo Beach is the best place to stay overnight when visiting LA – offering LA’s premiere coastal hotel offerings for all budgets and family demographics
- Tactical campaigns around Extreme Weather, Popular Regional Events (ex World Cup), and Business Travel will all be deployed



# REDONDO BEACH

## T O U R I S M