

Who's in Downtown Santa Monica?

A local hangout with international reach, our guests are sophisticated, affluent and looking for unique experiences.

STAYERS

(LIVE WITHIN 15 MIN. DRIVE)



283,333

2019 POPULATION



\$97,087

2019 MEDIAN INCOME



40.5

2019 MEDIAN AGE

ALL-DAYERS

(DOWNTOWN WORKFORCE)



29,107

2019 WORKFORCE POPULATION



26%

OF WORKERS PART OF "SILICON BEACH"*

\$131,409

MEDIAN INCOME

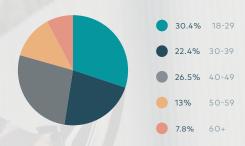
*Professional, Scientific, Technical

PLAYERS (ANNUAL VISITORS FROM OUTSIDE L.A.)



8,700,000

VISITOR AGE DISTRIBUTION



HOTEL STATS (2019)



\$330.62

ADR



84.7%

OCCUPANCY

^{*}Sources: City of SM, ESRI, STR, US Census Bureau, SMTT