



THIRD STREET PROMENADE

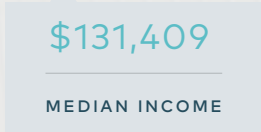
## Who's in Downtown Santa Monica?

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

### STAYERS (LIVE WITHIN 15 MIN. DRIVE)



### ALL-DAYERS (DOWNTOWN WORKFORCE)

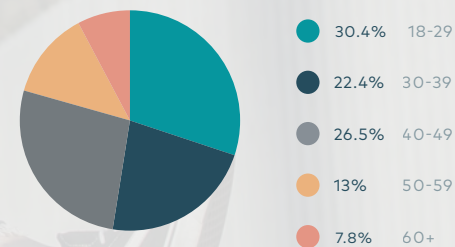


\*Professional, Scientific, Technical and Information Services

### PLAYERS (ANNUAL VISITORS FROM OUTSIDE L.A.)



### VISITOR AGE DISTRIBUTION



### HOTEL STATS (2019)



\*Sources: City of SM, ESRI, STR, US Census Bureau, SMTT