

## **25.000 nya jobb inom turism – Sorry inte i Sverige!**

Gigantiskt evenemangsstråk skapas i centrala Los Angeles. L.A. Live - Nytt jättelikt nöjes- och kongress/-mässdistrikt lyfter downtown L.A. och ger massiva turistiska effekter. Volymevenemang är framtidsnischen. Projektet skapar 25,000 permanenta jobb.

### **Innehåll**

L.A. Live a 9.5 on the economic scale including a 7,100-seat live-performance theater, a 2,200-seat club, a 14-screen cineplex and broadcast facilities for ESPN. There also are plans for restaurants and other venues, including a bowling alley and a Grammy museum. The project also includes a Convention Center headquarters hotel that will be a catalyst for future downtown development. The 54-story, \$4.5 billion project -- funded with nearly \$300 million in city investments -- will become a mainstay of a new downtown Los Angeles, officials promised, bringing about a long-sought renaissance merging sports, entertainment, tourism and business.

### **Effekter**

Major shows will flock to Downtown Los Angeles as a result. Redan har Billboard beslutat att lägga sina award shows permanent i Nokia Theatre Content (volymevenemang inom underhållning och affärsmöten) is our number one future industry. The content and events are going to create billions in impact. The new headquarters hotel a crucial tool in helping to lure future convention business. Redan i år bedöms man att boka 40 conventions, dubbelt mot 2006.

### **Konkurrenskraft att ta marknadsandelar**

AEG President Tim Leiweke: The hotel is the biggest project in this company -- we own Staples Center (mässanläggningen) - and plans are to make it the center of awards shows from across the nation.

"We are not talking about taking shows from the Shrine Auditorium or any other facility in Los Angeles," Leiweke said. "We're talking about going after New York and Miami and Las Vegas. This is the entertainment capital of the world, and there is no reason for a movie premiere to be in any other city."

Leiweke said the organization already has signed a deal to serve as host for multiple award shows put on by Billboard Magazine, including Latin and country and western music.

"If you think these don't mean anything, the Grammy Awards bring in \$50 million to \$100 million (350-700 mkr) for the one or two weeks they are here," Leiweke said.

## **One Ritzy Groundbreaking; AEG Formally Starts Work on \$900 Million Convention Center Hotel Complex**

LA Downtown News; 6/4/2007

After more than a decade of plans and hopes, the now-\$900 million Convention Center headquarters hotel broke ground Friday morning with a flurry of confetti and fanfare that included an appearance by Gov. Arnold Schwarzenegger and dozens of city officials. Even Phil Anschutz, the Anschutz Entertainment Group head who is rarely seen in public, attended.

City and state officials, along with numerous business leaders, attended the June 1 groundbreaking of the Convention Center hotel. To mark the Ritz-Carlton element, a chandelier was lowered over the spot where shovels went into the dirt. The first shovels of dirt signaled the start of a three-year build-out of the 54-story, 1,001-room hotel, which will rise dramatically in the center of the \$2.5 billion L.A. Live entertainment district already underway.

Envisioned as the linchpin of a flashy new district being developed by AEG, the striking glass-clad complex will house an 878-room JW Marriott and a 123-room Ritz-Carlton topped with 224 luxury condominiums (known as The Residences at the Ritz-Carlton Los Angeles).

The ceremony followed a two-hour economic summit focusing on the growth of Downtown and the thriving South Park district, where cranes are erecting thousands of housing units as well as a neighboring 6,000-student campus for the Fashion Institute of Design and Merchandising. Carol Schatz, president and chief executive of the Central City Association, said 8,200 housing units have been completed since 1999, with another 8,000 under construction and thousands more being planned.

On the Staples Center terrace, construction noise from **the 7,100-seat Nokia Theatre set to open in October** punctuated the morning's comments.

For tourism leaders, the hotel's groundbreaking is seen as **a crucial tool in helping to lure future convention business. Los Angeles has often lost out to cities such as San Diego and San Francisco, which house headquarter hotels capable of accommodating large groups and conventions in a central location.**

**"What we have today is the missing link in selling conventions,"** said Mark Lieberman, president and chief executive of LA Inc., the city's convention and visitors bureau. "It will complement our inventory of hotels we have in Downtown and in the city."

The Marriott's rooms will comprise the bulk of an L-shaped structure that will anchor the base of the tower housing the Ritz, and will include the largest ballroom in the city at 3,000 seats. The JW Marriott will service the lower floors while the Ritz-Carlton (Marriott owns the Ritz) will start on the 27th floor.

Already news of the hotel has resulted in a rising tide of bookings. Lieberman said **by the end of the year LA Inc. will have booked 40 conventions, twice as many as last year.**

As part of the 27-acre L.A. Live project, convention goers and visitors will ultimately also be able to access **a 14-screen Regal cinemas, a Lucky Strike Lanes, the Conga Room, a Grammy museum and more than a dozen restaurants.** AEG officials announced that several restaurants have signed leases, including Flemings Prime Steakhouse, The Farm of

Beverly Hills, Il Pastaio, Katsuya, Yard House, Rosa Mexicano, a Wolfgang Puck catering operation, New Zealand Natural Ice Cream and a Starbucks.

As the first phase inches closer to its fall opening, Leiweke noted that **the Nokia Theater** will help the city lure some big events, such as All-Star games. Already Billboard has committed to a permanent move to the project for its award shows, he said.

**"Content is our number one future industry,"** Leiweke said. **"The content and events are going to create billions in impact."**

Jack Kyser, chief economist of the Los Angeles Economic Development Corporation, predicted **major shows will flock to Downtown Los Angeles as a result of L.A. Live.**

"This is **a 9.5 on the economic scale,**" he said. "This really puts us back in the game. We're going to have all the cachet of glamour."

### ***Absolute Advantage***

konsulter inom turism - världens största näring

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