



TRAVEL, TOURISM AND SPORTS COUNCIL

CHAMBER CONTACT:

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The Los Angeles Area Chamber of Commerce believes in **“A Thriving Region for All”** and a **“Balanced Approach”** to decision-making and that **“Business is a Force for Good.”**

We design and advance opportunities and solutions for a thriving regional economy that is balanced, inclusive, and globally competitive.

TRAVEL, TOURISM AND SPORTS COUNCIL

The Los Angeles Area Chamber of Commerce Travel, Tourism, and Sports Council addresses all issues related to the travel, tourism, and sports sectors. It brings together all influential stakeholders to collaborate on initiatives that support the tourism industry in Los Angeles. The Council’s mission is to advance Los Angeles’ role as a powerful and dynamic region integral to the global economy. To do this, the Council will champion both foreign and domestic investment for innovation, trade and infrastructure that enables regional businesses to succeed in the global economy. The Council will also foster international connections that support economic growth in the region and ensure that actions, programs and convenings have a global perspective.

Council Climate:

The Los Angeles Area Chamber of Commerce will work to ensure a vibrant tourism industry sector to attract more visitors to Los Angeles, extend their duration of stay, encourage repeat visits, and promote Los Angeles as a premier travel destination while simultaneously increasing the quality of life for Angelenos.

The Chamber will foster collaboration and partnerships among various stakeholders in the tourism industry, including government agencies, local communities, tourism businesses, and industry associations. Our mission is to encourage regular dialogue and joint decision-making processes to address challenges, identify opportunities, and collectively work toward the growth and sustainability of tourism in Los Angeles.

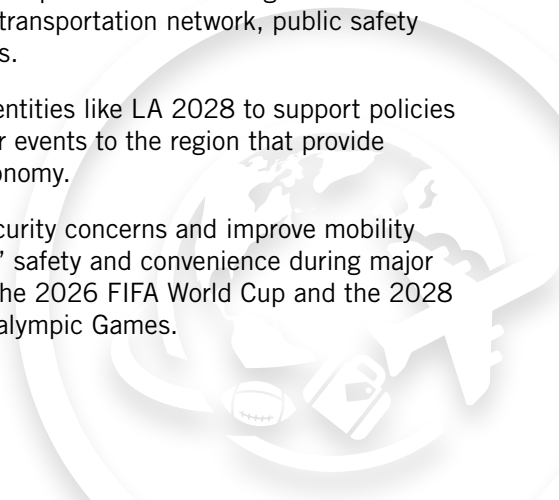
Sustainability in Travel, Tourism & Sports

- The council will advocate for policies and practices that prioritize sustainable tourism development in Los Angeles. This includes promoting responsible tourism practices, conserving natural resources, protecting cultural heritage sites, and minimizing the negative impacts of tourism on the environment. Additionally, we will hold relevant

agencies accountable for policy implementation in the industry, such as the City of Los Angeles Tourism Master Plan.

Attracting Major Events to Los Angeles

- Advocate that Los Angeles receives the appropriate funding from state and federal officials to build the necessary infrastructure to support the major events in Los Angeles, such as the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games. Hosting major global events has impacts on our existing infrastructure including on the transportation network, public safety and local services.
- Coordinate with entities like LA 2028 to support policies that attract major events to the region that provide vitality to our economy.
- Address cybersecurity concerns and improve mobility to ensure visitors’ safety and convenience during major events, such as the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games.





- Support the visitor experience in Los Angeles through policies that focus on quality services, customer satisfaction, and safety. This can involve streamlining visa procedures, enhancing visitor information services, ensuring the availability of reliable transportation options, and promoting the highest standards of safety and security for tourists.
- Oppose any policies, that if implemented, would harm the travel, tourism and sports industries and jobs.
- Advocate for economic analysis on measures that impact the travel, tourism and sports industries to exemplify the impacts to businesses, especially small businesses that support the tourism supply chain.
- Advocate for the protection of dollars that support the travel, tourism and sports industry.

Economic Impact of Travel, Tourism & Sports Industries

The travel, tourism and sport industries have a significant economic impact on the region and create a large number of jobs that contribute to local and state budgets.

TRAVEL, TOURISM AND SPORTS COUNCIL LEADERSHIP



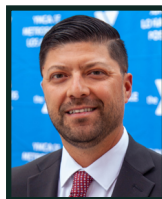
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