

## City of Los Angeles City Tourism Department



**Population:**  
3,878,704 (No. 2)

**Govt Employees:**  
50,000

**Address:**  
1201 South Figueroa  
Street  
Los Angeles, CA 90015

**Phone:**  
(213) 765-4601

**Email:**  
[tourism@lacity.org](mailto:tourism@lacity.org)

**Capabilities Statement:**  
[Link](#)

**Cage Code:**  
644Y5

**UEI Number:**  
CRZ1A1JTLQB6

**DUNS#**  
12-474-2474



### Site:

<https://tourism.lacity.gov>

### Mission:

Our department's main goals include:  
Expanding and modernizing the Convention Center to increase offerings and improve our competitive position  
Promoting hotel development, with the goal of having 8,000 hotel rooms within walking distance of the Convention Center  
Sustainably increasing the number of visitors to Los Angeles – We reached our goal of 50 million visitors in 2018 and are now working to recover and again welcome 50 million visitors by 2024  
Supporting the restoration of transient occupancy tax (TOT) as the leisure and hospitality sector recovers from the pandemic crisis, targeting a goal of \$300 million in TOT revenue toward the City's General Fund during 2024

### Contacts and Stakeholders Information:

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### Actsoft Workforce Manager for Gov:

- DHS signed the Authority to Operate (ATO) on Sept 12, 2024
- FPS completed their internal ATO in June 2025
- WFM for Gov passed three (3) Third Party Assessor Organizations (3PAO) Audits, the Initial Audit and two Annual Audits
- WFM for Gov is GovRAMP Authorized