

FY 2023-2024



IRVINE HOTEL IMPROVEMENT DISTRICT
Fiscal Year 2023 -2024 Annual Report

January 27, 2026

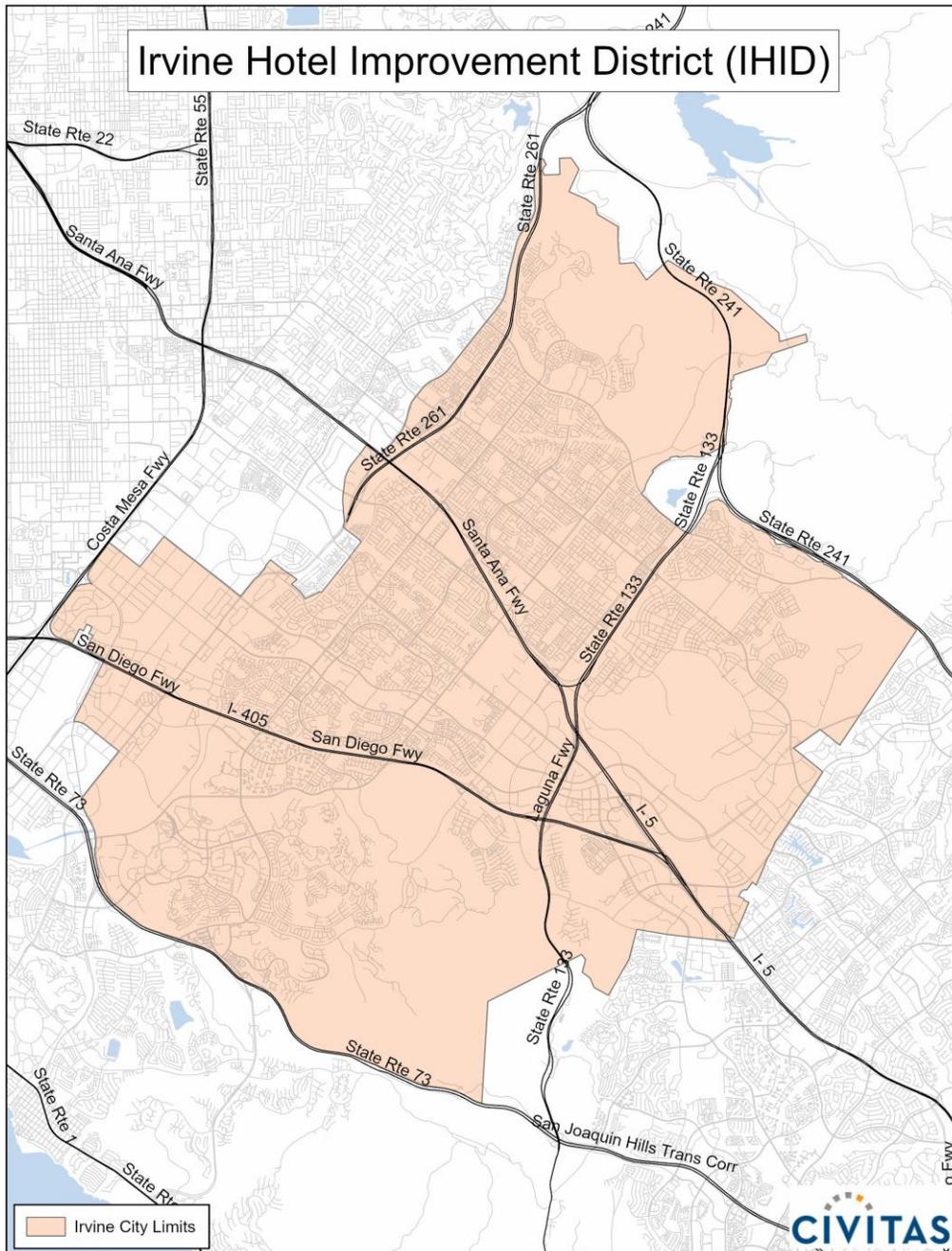
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Boundaries

There are no proposed changes to the boundaries.

The Irvine Hotel Improvement District (IHID) includes all hotels located within the City of Irvine (City). A map of the boundary is shown below.



Accomplishments

In Fiscal Year 2023-2024, the City of Irvine's Hotel Improvement District (HID), through Destination Irvine, advanced a comprehensive tourism marketing and communications program designed to attract overnight visitors, support local hotels, and strengthen Irvine's position as a premier Southern California destination. Efforts focused on building media visibility, showcasing Irvine's unique amenities, and laying the groundwork for expanded group and sports business in FY 2024-25.

Elevating Irvine's Visibility

- Launched an enhanced public relations program to proactively tell Irvine's story to travel, lifestyle, family, and meetings media.
- Promoted Irvine's attractions and experiences, including the Great Park, Irvine Spectrum Center, Tanaka Farms, open space preserves, and family-friendly venues.
- Lightly refreshed *DestinationIrvine.com*.
- Produced four destination videos: Leisure, Sports, Meetings, and Blended Travel
- Secured regional and national media coverage highlighting Irvine as:
 - A family-friendly base for Orange County travel.
 - A vibrant destination for holiday experiences and seasonal events.
 - A convenient, well-connected hub for leisure and short breaks.

Visit California Partnerships

- Submitted monthly story ideas to Visit California, aligning Irvine with statewide themes such as:
 - Outdoor adventure and open space.
 - Culinary exploration and emerging neighborhoods.
 - Family travel, holidays, and cultural celebrations.
- May 2024, Destination Irvine was a California Plaza Partner at U.S. Travel's IPW Tradeshow in Los Angeles. IPW is a tradeshow that brings in thousands of travel trade professionals from around the globe.

Media and Influencer Relations

- Developed targeted media lists and began building relationships with key travel and lifestyle journalists.
- Created a structured framework for influencer partnerships, vetting creators focused on outdoor recreation, family travel, lifestyle, and culinary experiences.
- Hosted an event in Hollywood for 30 key Los Angeles — based media (traditional and social media influencers).

Familiarization (FAM) Experiences

- Hosted immersive familiarization visits for two media professionals, including one Korean journalist. FAM itineraries included highlighting hotels, restaurants, shopping, and the Great Park.
- Initiated planning for FY 2024-25 FAM trips targeting sports rights holders and meeting planners, designed to convert interest into future room nights and event bookings.

Support for Trade & Industry Outreach

- Prepared Irvine storylines and assets for major tourism trade and media platforms.
- Aligned messaging with Irvine's long-term vision, emphasizing quality of life, economic vitality, and Irvine's role as a welcoming, innovative community.
- Hosted events for hotel partners at unique Irvine venues such as:
 - Great Park Championship Soccer Stadium
 - Wild Rivers Water Park
 - Segerstrom Shelby Event Center

Improvements and Activities

The HID Committee shall identify programs designed to promote tourism within the City, and attract, recruit, and retain businesses within the City. Destination Irvine's mission is to partner with the tourism and hospitality industry to brand and promote Irvine as a preferred overnight destination in Southern California for groups, sports events, leisure visitors, and business travelers. Its goals are designed to enhance the economy of the City of Irvine through sustained growth in tourism spending, resulting in increased economic impact. Key objectives include:

- **Promoting Irvine as a premier destination:** Highlighting the City's unique offerings, including diverse dining, shopping, golf, and outdoor recreation.
- **Assisting with event planning:** Providing support for conferences, seminars, trade shows, and other events, including housing, transportation, and registration services.
- **Coordinating with local stakeholders:** Collaborating with hotels, venues, and other tourism-related businesses that support conferences and events.
- **Providing resources for travel planners:** Offering suggested itineraries and accommodations to facilitate group tours.
- **Leading tourism industry initiatives:** Coordinating marketing activities and providing a unified image for the City's tourism efforts.

City's Administrative Fee

Each year, the HID Committee shall include in its disbursement to the City a portion of the HID Directed Funding to pay for the City's cost and expenses incurred in an amount not to exceed eighteen percent (18%) of the Full Funding, which amount shall be paid from the HID Directed Funding.

Cost

FY 2024-25 Projections

The cost of providing improvements and activities for FY 2024-25 is consistent with City Council Resolution No. 02-152 and No. 23-27. The anticipated total budget for FY 2024-25 is \$3,583,391, which includes anticipated collections and \$53,559 carried over from the previous year's unspent encumbered contract.

FY 2024 - 25 Projected Budget	
REVENUES	
Destination Irvine Program (1.5%)	\$3,583,391
City of Irvine Cultural Programs (0.5%)	\$1,194,464
Total IHID Assessments (2%)	\$4,777,855
EXPENDITURES	
Destination Irvine Program (1.5%)	\$3,659,600
City of Irvine Cultural Programs (0.5%)	\$1,194,464
Fund Balance (Reserves)	\$0
Total Expenditures*	\$4,854,064

*includes budget carryovers and fund balance (reserves)

FY 2023-2024 Actuals

The adopted FY 2023-24 budget was \$3,326,496 in anticipated collections. Collections were more than anticipated, totaling \$3,406,455 for the Destination Irvine Program and \$4,546,146 in total HID collection. Actual expenses are shown below.

FY 2023 - 24 Actuals	
REVENUES	
Destination Irvine Program (1.5%)	\$3,406,455
City of Irvine Cultural Programs (0.5%)	\$1,139,691
One-time transfer from the Irvine Chamber of Commerce	\$600,000
Other revenues (interest, reimbursed fees)	\$48,414
Total HID Revenues (2%)	\$5,194,559
EXPENDITURES	
Destination Irvine Program (1.5%)	\$2,817,054
City of Irvine Cultural Programs (0.5%)	\$1,139,691
Reserve (for the City's economic development)	\$1,237,814
Total Expenditures*	\$5,194,559

*includes budget carryovers and fund balance (reserves)

End of Fiscal Year 2023-2024 Statistics

- **Hotel Occupancy:** 66.9%
- **Average Daily Rate (ADR):** \$188.66
- **Group Room Nights Booked:** 43,120 (\$14.5M in Economic Impact)
- **Group Leads Generated:** 395

Assessment

There is no change to the method or basis for levying the assessment.

Assessment

The annual assessment rate is two percent (2%) of room rental revenue. The HID assessment revenue shall be distributed as follows:

1. HID Directed Funding – one and one-half percent (1.5%): to fund programs to attract and recruit business and tourism to Irvine.
2. City Directed Funding – one half of one percent (0.5%): to fund City cultural programs.

Rent means the consideration charged for the occupancy of space in a hotel valued in money, whether to be received in money, goods, labor, or otherwise. The rent will be determined based upon the consideration charged, inclusive of receipts, cash, credits, property, and services of any kind or nature, without any deduction therefrom whatsoever. Rooms provided at a reduced rent or on a free ("complimentary") basis to employees shall be taxed based upon the amount the employee is charged for the room.

Expenditure of the HID Directed Funding shall be made pursuant to the direction of the HID Committee. The City shall identify and expend the City Directed Funding on City of Irvine cultural programs. The assessment will be collected by all Irvine hotels and remitted to the City at the same time and in the same manner as the City's Transient Occupancy Tax.

Surplus

The amount of surplus to be carried over from previous years is approximately \$1,237,814, which is deposited in its fund balance and earmarked for the City's economic development efforts.