



# WHAT'S NEW TRAVEL TRADE SALES GUIDE

Los Angeles is a premier global destination, known for its iconic entertainment industry, cultural diversity, and world-class experiences. With 75 miles of coastline, 300+ days of sunshine, award-winning museums, and a dynamic culinary scene, LA continues to evolve. Major upcoming events, including the 2026 FIFA World Cup, 2027 Super Bowl LVI, and the LA28 Olympic & Paralympic Games, make LA more exciting than ever.

## GETTING HERE & TRANSPORTATION

The largest airport in California, Los Angeles International Airport (LAX), offers global connectivity and is the gateway to the West Coast. In 2024, LAX welcomed nearly 77 million passengers, offering an average of 541 daily nonstop flights to 120 U.S. cities and 1,079 weekly nonstop flights to 82 international destinations across 72 commercial airlines.

### **A multi-billion-dollar modernization plan for LAX includes:**

- LAX Metro Connector (Now Open): Free shuttle connecting terminals and the LAX/Metro Transit Center Station.
- SkyLink (2026): An electric train linking terminals, Metro, and rental car facilities.

### **LA's expanding Metro & transportation upgrades feature:**

- Hollywood Boulevard Revamp (2026): Enhancing walkability, bike lanes, and public transit.
- Metro D Line Subway Expansion (2026-2027): Seven new stations connecting Downtown to the Westside.





Olivia Hotel

### Newly Opened & Reimagined Hotels

- Kins Hotel: New boutique property in Koreatown blending contemporary design with a relaxed, residential feel.
- Whisky Hotel, Hollywood: Boutique hotel with a rebellious spirit and a cinematic nod to 1960s Hollywood.
- Luxe Sunset Boulevard Hotel: A seven-acre hillside oasis at the intersection of Brentwood and Bel-Air, recently completed a renovation of all of its 160 rooms and suites.
- Cameo Beverly Hills: Undergoing a full redesign to debut as an LXR Hotels & Resorts property, blending classic Beverly Hills glamour with modern luxury.
- Olivia Hotel, Westwood: Boutique experience with garden courtyards.
- Regent Santa Monica Beach: Ultra-luxury oceanfront property.
- Hilton Garden Inn LAX: Formerly La Quinta, this newly renovated property features 280 rooms with refreshed interiors with new furnishings, a revitalized pool deck and redesigned restaurant.
- Sonesta Los Angeles Airport LAX: Newly refreshed with premium amenities.



### Arts & Culture

- Meow Wolf, Culver City (2026): Immersive art and storytelling collide in this highly anticipated interactive experience.
- Museum of Ice Cream, West Adams (2026): New 23,000 sq. ft. flagship with 15 immersive exhibits, including a giant slide and sprinkle pool.
- Dataland, Downtown LA (2026): The world's first Museum of AI Arts is presented by Refik Anadol Studio.
- Destination Crenshaw (2026): A cultural corridor celebrating Black history, arts, and community.
- West Harbor, San Pedro (Grand Opening 2026): Vibrant waterfront destination for dining, shopping, and entertainment.

### Where to Stay: LA's Hotel Scene

LA boasts close to 1,400 hotels with more than 115,000 guest rooms and suites. An additional 2,000 rooms from 18 hotel projects are under construction to open by 2027.

### Coming Soon: Anticipated Hotel Openings

- Hotel Lucile, Silver Lake (2026): Trendy boutique hotel with artistic design.
- Jordan San Gabriel (2026): Located in the Valley, the property has been redeveloped and rebranded under Hilton's Curio Collection.
- Mama Shelter Downtown LA (2026): Trendy 149-room hotel featuring a rooftop pool and penthouse suites.
- Pan Am Hotel, Commerce (2026): Hilton's Tapestry Collection property opening at Citadel Outlets, blending mid-century design style with a premier shopping destination.
- Kali Hotel and Rooftop, Hollywood Park (2027): An Autograph Collection landmark lifestyle hotel adjacent to SoFi Stadium.
- Aman Beverly Hills (2027): A high-end urban retreat in a prime location.
- Venice Place (2027): A fusion of Venice's laid-back vibe and modern luxury.

### What's New & Coming Soon

Los Angeles continues to be an ever-evolving and vibrant city with new openings and cultural and immersive experiences.

- Lucas Museum of Narrative Art (2026): A groundbreaking space dedicated to visual storytelling.
- LACMA Expansion (2026): New building adding the David Geffen Galleries at the Los Angeles County Museum of Art.

### Family-Friendly & Immersive Attractions

- Fast & Furious: Hollywood Drift coaster (2026): High-speed thrills at Universal Studios Hollywood.

### Culinary Highlights & Food Experiences

- New Michelin Recognitions (2025): For the first time, LA now has two 3-starred restaurants.
- Dine LA Restaurant Week (Winter and Summer 2026): Showcasing LA's top restaurants.





## MAJOR EVENTS & SPORTS

Los Angeles will host key world-class sporting events through the next few years.

- FIFA World Cup (2026): Hosting eight matches at SoFi Stadium.
- NBA All-Star Game (2026): Intuit Dome welcomes top basketball talent.
- Super Bowl LVI (2027): Football's biggest event returns to LA.
- LA28 Olympic & Paralympic Games (2028): The world's top athletes compete in LA.



## SHOPPING: RETAIL & FASHION DISTRICTS

Los Angeles' list of must-stop shopping ranges from upscale boutiques to outlet deals and farmers markets.

- Beverly Center: Home to designer brands like Gucci, Prada, and Balenciaga.
- Citadel Outlets: More than 130 global brands and restaurants.
- The Grove & The Original Farmers Market: A blend of shopping, dining, and entertainment.
- Manhattan Village: High-end retailers and popular dining spots in Manhattan Beach.
- Ovation Hollywood (Formerly Hollywood & Highland): A shopping hub near the Hollywood Walk of Fame.
- Westfield Century City: A premium shopping destination featuring Eataly LA and Michelin-starred eateries.

## SPECIALTY TOURS & UNIQUE EXPERIENCES

Specialty tours - ranging from studios to stadiums and outdoors to culinary - provide an in-depth look at what makes the city so fascinating.

### Iconic Studio & Film Tours

- Sony Pictures Studio Tour: Walk through the sets of iconic Hollywood films.
- Universal Studios Hollywood Studio Tour: Explore legendary backlots and real film sets.
- Warner Bros. Studio Tour Hollywood: Behind-the-scenes access to TV and film production.

### Outdoor & Adventure Tours

- Bikes & Hikes LA: Explore the city via scenic bike routes and walking tours, including getting up close to the Hollywood Sign.
- Sunset Ranch Hollywood: Horseback riding with a view of the Hollywood Sign.





### Food & Cultural Tours

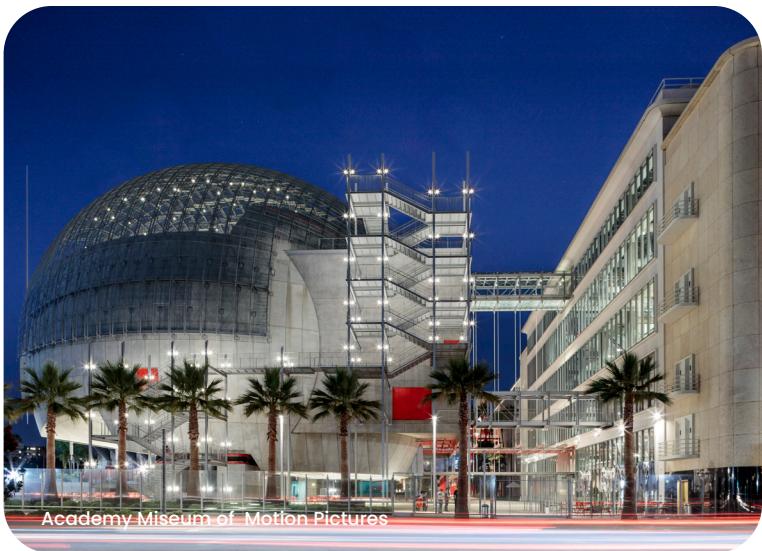
- Six Taste Food Tours: Discover Japanese-American heritage, historic sites, and authentic cuisine on the Little Tokyo tour. Several other neighborhood food tours are also available.
- Melting Pot Food Tours: Guided tastings across LA's most vibrant food neighborhoods.

### Sports Tours

- Dodger Stadium: See the trophy gallery, warning track, Vin Scully Press Box, and more at the home of the Los Angeles Dodgers.
- Intuit Dome: Tour the new home of the Los Angeles Clippers and see the premium clubs, locker rooms, and the player tunnel.
- SoFi Stadium: Explore the home of the Los Angeles Rams and Los Angeles Chargers and gain access to premium suites, locker rooms, and the player tunnel.

## MUSEUMS & CULTURAL INSTITUTIONS

Los Angeles boasts more than 475 art galleries and museums, offering a glimpse into ancient, contemporary, and modern art, and the history of film, music, science, and more.



Academy Museum of Motion Pictures

### World-Renowned Museums

- Academy Museum of Motion Pictures: A must-visit for film lovers.
- The Broad: Featuring works by Jeff Koons, Yayoi Kusama, and Jean-Michel Basquiat.
- Getty Center: Art collection and garden with city views.
- GRAMMY Museum: The stories behind music's greatest artists and their impact.
- Griffith Observatory: Located in Griffith Park, the observatory has a planetarium and is a good spot to see the Hollywood sign.
- LACMA: Los Angeles County Museum of Art is the largest art museum in the western U.S.
- Petersen Automotive Museum: Automobile history from early automobiles to cars of the future.

### Science & History Museums

- California Science Center: Home to the Endeavour Space Shuttle.
- Natural History Museum of Los Angeles: Showcasing fossils, gems, and the new NHM Commons.

## ESSENTIAL RESOURCES FOR TRAVEL TRADE PROFESSIONALS

### Travel Trade Toolkit

Downloadable resources and sample itineraries.

### Contact:

[traveltrade@latourism.org](mailto:traveltrade@latourism.org) for inquiries.

For more Los Angeles travel trade resources, scan the QR code.

