



## Western Conference – Destination Los Angeles

**Now that Los Angeles is our new home, discover it beyond the deals you make at the convention center and freeway traffic. Reserve your hotel, come early, and explore...**

- Recently named “America’s next great city” by GQ magazine, Downtown L.A. has undergone a remarkable revitalization in recent years. Today, Downtown L.A. is one of the hottest places to live, eat, drink and visit.
- The urban heart of L.A.’s global metropolis, Downtown’s renaissance has created a walkable, vibrant hub of arts and culture with scores of new and refreshed hotels, critically acclaimed restaurants, countless shops and thriving nightlife.
- In the last 15 years, there has been more than \$20 billion dollars invested in Downtown across all sectors.
- One of the world’s most dynamic and diverse destinations, Los Angeles is comprised of more than 30 distinct neighborhoods – each constantly evolving and offering new visitor experiences.
- Our climate has often been described “perfect” and with good reason – we have nearly 300 days of warm sunshine.
- We are the entertainment capital of the world with myriad attractions and activities: from movie studios, the Sunset Strip, Venice Beach to world-famous theme parks, breweries, exciting nightlife and beyond.
- Considered the cultural hub of the Pacific Rim, Los Angeles boasts more museums and cultural institutions than any other major U.S. city.
- L.A.’s dining scene is one of the hottest on the planet right now with restaurants that are making waves in the culinary world.
- A very different L.A. has recently emerged: you can still embrace the history of the Silver Screen and soak up the Hollywood icons, but also lose yourself in an abundance of hidden gem/hip neighborhoods such as Los Feliz, Silver Lake, Echo Park, Venice and more.
- Hiking is one of L.A.’s favorite pastimes – hundreds of hiking trails all over the city yield prized views and offer a great workout, from Griffith Park and Runyon Canyon to Malibu and Pacific Palisades.
- As one of the most culturally diverse cities in the world, the benefits are reflected in our global food renaissance with authentic fare ranging from Korean BBQ, Mexican tacos, and Japanese ramen, just to name a few.
- An embodiment of this can be found at Grand Central Market – a historic food emporium that brings together the multicultural cuisines and flavors of L.A.
- Another wildly popular Angeleno activity is watching movies outdoors under the stars in unique locations including café gardens, famous cemeteries, rooftops and more.