

NEWS from the Travel & Tourism Marketing Association

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Local Industry Veteran, LACMA to Receive Top Tourism Awards

LOS ANGELES, Aug. 7, 2015---The Los Angeles County Museum of Art (LACMA) and Misti Kerns, president & CEO of Santa Monica Travel & Tourism (formerly Santa Monica Convention & Visitors Bureau) have been selected to receive top honors from the Travel & Tourism Marketing Association of Southern California (TTMA) at its upcoming annual TTMA awards ceremony.

The awards ceremony and luncheon will be held this year on Thursday, October 22 at the Le Meridien Delfina Santa Monica from 11:30a.m. -2 p.m. Two hundred travel-industry professionals are expected at the event, which is open to the public.

This year’s honorees were selected unanimously by the TTMA Board of Directors from a pool of nominees submitted by the organization’s members.

Kerns, who has served in leadership roles for Santa Monica Travel & Tourism for the past 13 years, will receive TTMA’s Anastasia K. Mann Leadership Award for her outstanding stewardship of Santa Monica’s efforts to attract meetings, conventions and tourism business, and her various roles within regional and state-wide tourism organizations. LACMA will receive the TTMA Landmark Award for its remarkable contributions in attracting tourists to the Los Angeles region for the past 50 years as the leading art museum in the western United States.

Tourism is one of the Los Angeles region’s largest industries. More than 44 million tourists visit Los Angeles each year, spending $18 billion in the local economy and supporting nearly 500,000 local jobs. In Santa Monica alone, tourists injected an additional $1.72 billion into the local economy in 2014, supporting 13,700 non-exportable jobs and generating an additional $45.5 million directly into the city’s general fund.

Founded in 1971, TTMA is the premier Southern California organization devoted to providing continuing education and a forum for the exchange of ideas and information among professionals from diverse tourism industry sectors. Its member include tourism marketing leaders representing Attractions & Museums   
Publications & Advertising   
Public Relations   
Consulting Services   
Lodging & Hospitality   
Transportation & Airports   
Destination Management   
Sales & Marketing   
Tour Operators   
Education   
Tourism Research   
Travel AgenciesAttractions & Museums   
Publications & Advertising   
Public Relations   
Consulting Services   
Lodging & Hospitality   
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Transportation & Airports   
Destination Management   
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Tour Operators   
Education   
Tourism Research   
Travel Agenciescultural institutions and tourist attractions, media outlets, public relations and consulting services, lodging and hospitality providers, transportation, destination management organizations, tour operators, travel agencies and other businesses that rely on tourism and the jobs it creates.

For more information on TTMA and its 2015 TTMA Awards Ceremony and Luncheon, visit ttma.org.

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About the 2015 TTMA Awards honorees:

Misti Kerns

Misti Kerns is a 30-year tourism and hospitality industry veteran, a Certified Meeting Professional (CMP) and a Destination Management Executive (CDME). Kerns joined Santa Monica Travel and Tourism in 1997. Under her leadership, Santa Monica has solidified its reputation as an award-winning destination that recognizes the importance of sustainability and community relations. Kerns has been instrumental in the development of Santa Monica’s Green Business Certification Program and founded the ‘I AM Santa Monica’ program, which has certified 2,200 local employees and community members as official Santa Monica ambassadors to date.

Kerns completed her term as Chair of the California Travel Industry Association in 2014 and currently serves on the Convention Liaisons Council and United States Travel Association National Destination Council. She is an active member of the Santa Monica Human Relations Council, Santa Monica Pier Corporation Board of Directors and the Santa Monica Chamber of Commerce. Kerns has been a resident of Santa Monica for over 20 years, and resides in the city by the sea with her husband and daughter.

**LACMA**

Since its founding in 1965, LACMA has been devoted to collecting works of art that span both history and geography and that reflect Los Angeles's uniquely diverse population. Today LACMA is the largest art museum in the western United States, with a collection that includes over 120,000 objects dating from antiquity to the present, encompassing the geographic world and nearly the entire history of art.

Among the museum’s strengths are its holdings of Asian art, Latin American art, ranging from pre-Columbian masterpieces to works by leading modern and contemporary artists; and Islamic art, of which LACMA hosts one of the most significant collections in the world. A museum of international stature as well as a vital part of Southern California, LACMA shares its vast collections through exhibitions, public programs, and research facilities that attract over a million visitors annually, in addition to serving millions through digital initiatives, such as online collections, scholarly catalogues, and interactive engagement at lacma.org.

Recently, LACMA’s Transformation project revitalized the western half of the campus with a collection of buildings designed by Renzo Piano Building Workshop. These include the Broad Contemporary Art Museum, a three-story 60,000 square foot space for the exhibition of postwar art that opened in 2008. In fall of 2010, the Lynda and Stewart Resnick Exhibition Pavilion opened to the public, providing the largest purpose-built, naturally lit, open-plan museum space in the world, with a rotating selection of major exhibitions. Ray's restaurant and Stark Bar opened in 2011, invigorating the central BP Pavilion near Chris Burden's iconic Urban Light. The LACMA campus continues to evolve in order to present an encyclopedic collection of art, special exhibitions, and music, film and educational programs.

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