



Visit West Hollywood Unveils Strategic New Logo, Name Change to West Hollywood Travel + Tourism Board

WEST HOLLYWOOD, CA (May 18, 2018) – Visit West Hollywood is pleased to unveil its new logo and name change at US Travel Association’s IPW 2018 in Denver, Colorado. The new logo includes the city’s full name, West Hollywood, which better supports the organization’s mission of positioning West Hollywood, California as a first-choice destination for visitors traveling to the Los Angeles area.

“We are proud to present our new logo and accompanying name change to West Hollywood Travel + Tourism Board at this year’s IPW,” says Tom Kiely, President & CEO. “As our organization worked to promote the destination in key international markets, it became clear that the local nickname of “WeHo” represented in our former logo was misunderstood and unrecognizable to those outside of our area.”

West Hollywood Travel + Tourism Board worked with Destination Analysts on an ‘Organizational Naming and Perception Study’ to collect consumer insights in key domestic and international markets, measuring awareness and perception of “WeHo” and “West Hollywood” as it aligns with corporate naming and potential visitor preferences. Findings confirmed that only 22% of participants had heard of WeHo, while that figure was more than triple for West Hollywood, and 81% of participants had positive feelings about the word “Hollywood.”

West Hollywood Travel + Tourism Board utilized this research and onboarded respected industry partner MMGY Global for a logo redesign, whose expertise and guidance in a new visual identity reflect best industry standards and trends.

“The logo gives a nod to West Hollywood’s close ties with the globally-known Hollywood industry and the creatives that call our city home. Visitors can have a true ‘Hollywood’ experience in West Hollywood with our world-class hotels, dining, entertainment, shopping and more, and we wanted our logo to reflect that,” says Jeff Morris, CMO of West Hollywood Travel + Tourism Board.

The new logo and name change comes alongside a new Official Visitors Guide and will be followed by a global advertising campaign in select markets.

Tourism continues to be one of West Hollywood, California's most important industries. New hotel product in 2017/2018 increased the city's inventory by almost 20%, including the Jeremy West Hollywood and La Peer Hotel, with future projects on the horizon. West Hollywood is looking forward to much-anticipated luxury properties coming online in the next couple of years.

West Hollywood Travel + Tourism Board's new Official Visitors Guide 2018/2019 is available at this link: https://issuu.com/lamcs/docs/weho_2018.

Get a sense of West Hollywood, California with our new destination highlight reel available at this link: <https://youtu.be/gRFnu4h00yk>

To learn more about West Hollywood, please visit <https://www.visitwesthollywood.com/>.

About West Hollywood Travel + Tourism Board

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile/4.9 square kilometer city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 17 hotels and comprised of three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook & Twitter (@westhollywood) and Instagram (@visitweho). www.visitwesthollywood.com

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