

# Cultural Daily

Independent Voices, New Perspectives

## The Creative Economy is an Engine

Cultural Daily · Wednesday, November 9th, 2011

The fifth annual Otis Report on the Creative Economy of the Los Angeles Region quantifies what Cultural Weekly readers already know – and gives us good sound-bites for cocktail party and funder conversations.

- The creative economy produces in excess of \$200 billion in total sales and receipts, and is one of the largest employment-generators with over 640,000 direct and indirect jobs.
- The creative economy is even more powerful has a high multiplier effect on other aspects of LA's regional economy.
- Art, design and entertainment in Los Angeles enhance tourism. 20% of tourists to the region are cultural tourists, and are responsible for 30% of tourism revenues because they visit longer and spend more.

[Download the Creative Economy report here.](#)

This entry was posted on Wednesday, November 9th, 2011 at 10:02 pm and is filed under [Discourse](#). You can follow any responses to this entry through the [Comments \(RSS\)](#) feed. You can leave a response, or [trackback](#) from your own site.