

Cultural Daily

Independent Voices, New Perspectives

The Creative Economy is an Engine

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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.](#)

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