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**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **Visitors in DLBA Return to Near Pre-Pandemic Levels During Recent Shopping Season**

*Visitors at the Waterfront for New Year's Eve Increased*

**(LONG BEACH, CA – January 14, 2022)** The Downtown Long Beach Alliance (DLBA) today reported that the number of visitors in Downtown during the latest holiday shopping season approached pre-pandemic levels.

There were approximately 1.33 million visitors to Downtown from Shop Small Saturday on November 27 (the first Saturday following Thanksgiving) through January 1, 2022. That compares to about 1.39 million visitors in 2019 during the same period, according to Placer.ai, DLBA's data provider that measures the number of visitors in an area.

“At the end of 2021, several indicators continued to underscore the resiliency of Downtown Long Beach,” said Austin Metoyer, DLBA Economic Development and Policy Manager. “While the impact of the pandemic remains a significant challenge and not all businesses are experiencing an increase in sales, DLBA remains focused on supporting our local Downtown community through this unparalleled period with a range of economic, recovery, marketing and business support initiatives.”

Most recently, DLBA collaborated with nearly 100 storefront businesses on end of the year campaigns that featured a local holiday shop and dine guide, New Year's Eve dine guide and fireworks at midnight on the Waterfront. For New Year's Eve, there were 98,000 visitors at the Waterfront area which surpassed the pre-pandemic level of 93,600 in 2019 during the same period.

According to DLBA's upcoming Q4 2021 Snapshot Report on the residential market, there were 5.58 million total unique visitors to Downtown Long Beach in 2021 which is approximately 50 percent greater than 2020 and only 11 percent lower than 2019's pre-pandemic count of 6.22 million. In another measure of total visits to Downtown, the trend was up over the course of the year, decreasing slightly in Q3 2021 due to concerns over the Delta variant. By December 2021, weekly visits equaled that of December 2019, supporting the steady, incremental return to pre-pandemic levels. The quarterly report is expected to be published January 19.

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**About DLBA:** DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit [www.downtownlongbeach.org](http://www.downtownlongbeach.org), or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.