

Hollywood & Highland

HOLLYWOOD
BLVD

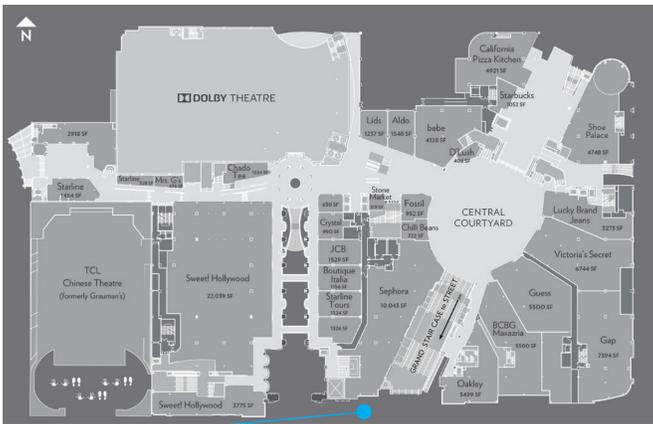


Hollywood & Highland Information

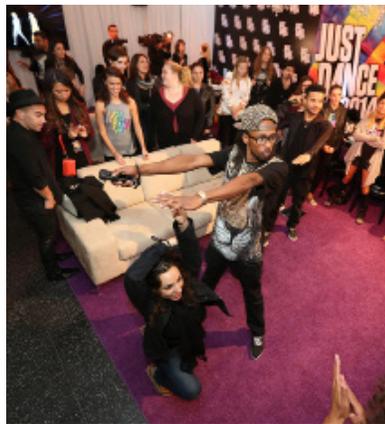
Featuring iconic architecture and imaginative design Hollywood & Highland features retail outlets, dining and entertainment options, a variety of special event locations and the world famous Dolby Theatre (home to the Academy Awards® and numerous productions). One of LA's most popular tourist destinations, Hollywood & Highland attracts nearly 25 million visitors each year and greets 177,000 vehicles traveling along Hollywood Blvd. and Highland Ave. daily. Average pedestrian traffic ranges from 60,000–75,000 daily during off-peak months, and 80,000–95,000 daily during awards season, summer and holiday months. Located adjacent to the Loews Hollywood Hotel, Hollywood & Highland hosts over 500 major events and conventions per year and anchored atop the MTA Red Line subway. Nearby attractions include the Hollywood Walk of Fame, the Hollywood Bowl, TCL Chinese Theatre and many others.

Hollywood Blvd sidewalk / Walk of Fame Information

The Hollywood Blvd. sidewalk located in front of the Hollywood & Highland Grand Staircase welcomes over 80,000 pedestrians daily to America's Entertainment Capital. The sidewalk boasts the historic Hollywood Walk of Fame and serves as an entrance to the world-famous Dolby Theatre as well as Hollywood & Highland shopping, dining, and entertainment options awaiting inside. The mix of local, domestic, and international visitors to this 'must see' Hollywood landmark makes it the perfect location for product sampling, street team marketing and promotional displays. The Hollywood Blvd. curb lane also provides an excellent location for mobile marketing vehicles with smaller build-outs onto the sidewalk area.



The Hollywood Blvd Walk of Fame runs east to west on the south side of Hollywood & Highland, just steps away from the Dolby Theatre.



Just Dance Promotion on Hollywood Blvd.



Ocean Spray Bogs Across America Tour



Dolby Silent Disco



Oscar Mayer 'Sing the Jingle, Be a Star' Contest



Marshall's Fabulous Found Fashion Tour