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## Metro Rail Ticket Sales Peak with Hollywood & Highland Opening

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PHOTO: LUIS INZUNZA

(Nov. 16, 2001) The opening of the new Hollywood & Highland entertainment complex, last weekend, sparked an impressive rise in ticket sales at the Segment 3 Metro Red Line stations.

Ticket sales at the Hollywood & Highland station jumped 160 percent on Friday, Nov. 9, rose again to 196 percent above normal on Saturday and were up 175 percent above normal on Sunday. On Monday and Tuesday, ticket sales still were about double the usual amount.

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"We knew there would be an increase, but this surpasses our expectations," said Jim de la Loza, executive officer, Countywide Planning. "We can look for similar results from joint developments at other rail stations."

Countywide Planning currently is evaluating joint developments proposals for the Wilshire/Vermont and Hollywood/Vine Metro Rail stations. "We'll take a recommendation to the Board in early 2002," he said.

The new entertainment venues at Hollywood & Highland apparently drew visitors who boarded at the North Hollywood and Universal City stations. Weekend ticket sales were up by 50 percent or more. Even sales at Union station and at 7th and Metro increased 10 to 15 percent.

Total ticket sales on the Metro Red Line were up between 19 and 29 percent for Hollywood & Highland's opening weekend.

On an average Friday, vending machines at Hollywood & Highland were selling 900 Metro Rail tickets. On Friday, Nov. 9, the machines recorded some 2,300 sales – approximately 160 percent more than normal.

Ticket sales at the station for Saturday, Nov. 10, rose to more than 2,600 – a 196 percent increase. Sales dropped slightly to about 2,100 on Sunday, but still were 175 percent of normal.

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