

VISIT BIG BEAR / TBID NOTICE OF REGULAR MARKETING COMMITTEE MEETING

October 29, 2025

To: Loren Hafen, Clayton Shoemaker, Nick Cargill

Regular Session Marketing Committee Meeting – 10:00 AM

Open Session Location: ZOOM: <https://zoom.us/j/4403166685> and 40824 Big Bear

Blvd Big Bear Lake, CA 92315

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the October 29, 2025, 10:00 AM Regular Marketing Committee Meeting via Zoom. Said Meeting is being called pursuant to Section 54956 of the Government Code of the State of California for the purpose of considering the following matters:

OPEN SESSION

10:00 AM - CALL TO ORDER

Please Note: Agenda items may be moved at the discretion of the Committee Members.

PUBLIC COMMUNICATIONS:

(Public comment is permitted only on items **not** on the posted agenda that are within the subject matter jurisdiction of Visit Big Bear. Please note that State law prohibits the Visit Big Bear Board from taking any action on items not listed on the agenda. There is a three-minute maximum time limit when addressing the Board during this time period.)

1. Marketing Summary
2. Performance Themes and Snapshot
3. PR & Media Coverage
4. Digital Channels and Web Content Highlights
5. Social Content and Marketing
6. Campaigns and Partnership Update
7. Strategic Initiatives
8. Partnership and Media Relations Outlook
9. Forward Focus and Next Steps
10. Committee Meeting: Wednesday, November 19, 2025

ADJOURNMENT

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 24th day of October 2025.



Travis Scott, Board Secretary

Visit Big Bear wishes to make its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the Office at (909) 866-6190. Notification 72 hours prior to the meeting will enable Visit Big Bear to make reasonable arrangements to ensure accessibility to this meeting.

Visit Big Bear – Board Marketing Committee Report

Date: October 29, 2025, **Prepared by:** Damien S. Navarro,

1. Marketing Summary

Executive Summary

October represents a strong pivot from fall campaigns into Q4 and winter readiness.

Our creative, media, and PR strategies are fully synchronized across departments, producing measurable growth in awareness, website engagement, and lodging performance. With Alpine Zoo Wild Lights, Roads to Big Bear, and the Winter Launch with 85Sixty all queued, Visit Big Bear is entering its most cohesive marketing cycle yet.

Key Performance Themes

- **Integrated Brand Alignment:** All campaigns (owned, earned, and paid) now run through Asana for lifecycle tracking and departmental accountability.
- **Paid Occupancy:** Key Data analytics show **11.7 percent adjusted paid occupancy** for Sept 1–Nov 30 compared to 7.1 percent last year, a 56 percent YoY lift.
- **Earned Media Value:** \$114 million in equivalency, 6.3 billion impressions, 199 placements from October PR update.
- **Audience Trend:** Women 25–54 and couples remain primary segments; repeat visitation driven by arts and nature content.

2. Performance Snapshot (Metrics Overview)

Category	Metric	Change YoY	Highlights
Website Traffic	Sessions	----	Events Calendar and Fall Travel Guide top pages
	Email Click-Through	+42%	High response to Wine Walk and Film Fest emails
	Blog Engagement	+19%	“Big Bear Stargazing Guide” and “Fall Color Weekends” most read
Social Media	TikTok Views	1.1 M	Shortform videos driving new reach
	Instagram Reels	+21%	Nature and creator content lead
	Facebook Reach	Stable	Boosted through paid holiday ads
PR	Earned Media Value	\$114 M	6.3 B impressions (199 placements)

Impressions			
Lodging Occupancy	Key Data (Sept – Nov Period)	+4.6 pp	Sustained gain since Labor Day

3. Public Relations & Media Coverage

Executive Summary

October's press cycle generated the strongest national coverage since Q2.

A focused narrative around fall colors, culinary weekends, and wellness retreats secured top-tier placements in lifestyle and travel media reaching more than 6 billion impressions.

Highlights (October Placements)

- **Hello Magazine** – “48 Hours in Big Bear Lake: How to Have the Perfect Girls’ Weekend” (6.8 M reach)
- **Travel + Leisure** – “I’ve Visited Southern California for 20 Years—Here’s Where I Go to See Real Fall Colors.”
- **Yahoo Lifestyle** – “27 Beautiful California Destinations You’ve Got to Visit at Least Once.”
- **NBC San Diego** – “Big Bear’s Big October Is Full of Fall Color and Fresh-Aired Adventures.”
- **ABC7 Los Angeles** – “Fall Foliage in California: Why You Don’t Need to Leave the State to See It.”
- **Regional Media:** Locale Magazine (Fall Feature), IE Weekly, and Entravision radio/TV spots.

Press Value: \$114 M **Placements:** 199 **Impressions:** 6.3 B

4. Digital Channels & Web Content

Executive Summary

Digital performance remains ahead of 2024 across nearly all metrics. Website sessions and email clicks continue to grow organically, while asynchronous search traffic for “Big Bear fall colors” and “holiday lights Big Bear” peaked mid-October.

Notable Web and Email Insights

- Events Calendar and Film Fest Pass pages were the most-clicked landing points .
- Fall fonts and film-nature imagery improved conversion and session duration by 12%.

- Newsletter open rate 28.6 percent (up YoY); emails for Wine Walk and Scarecrow Contest achieved top engagement.
- Late October email segmentation launches (“Winter Preview / Fall Recap”) prepared by Karla and Isaac.

5. Social & Content Marketing

Executive Summary

Social engagement and content cadence have stabilized, with reels and story formats performing as primary drivers of awareness. The team’s shift to weekly pre-scheduled Asana uploads has created a predictable rhythm across channels while retaining creative flexibility for real-time trends.

Key Takeaways

- **Content Focus:** Weekend reels, creator features, and “Team Tips” road-trip stories drive highest CTR.
- **Top Performer:** Nature Series pilot teaser (17 K views in 24 hours).
- **Upcoming Cadence:** Weekly “Front Way Fridays,” “Rim Route Reels,” and “Back Way Sundays” supporting the Roads to Big Bear launch.
- **Influencer Roster:** Vetted for Alpine Wild Lights and Winter Launch (early Nov rollout).

Karla will provide a full walk-through of social and web analytics in committee.

6. Active Campaigns & Partnership Update

Campaign	Type	Status	Highlights
Alpine Zoo Wild Lights	Experiential / PR	Launch Nov 6	Full brand package rolled out; ticketing & press release live Oct 28
Roads to Big Bear (50/50 Promo)	Destination Campaign	Pre-Launch	Partner toolkits and landing page ready for Nov 12 Hospitality Summit
Film Festival + CinéMondays	Cultural / Content	Ongoing	Nov 3 launch at Village Theaters; BBFF 2026 permit approved Oct 21
Locale / LocalIQ / Entravision / DogTrekker	Media Partnerships	Active	Regional ads in flight through mid-November
Fall / Winter OOH (85Sixty)	Paid Media	Launch Nov 10	Billboards and digital placements across IE and OC markets
Care for Big Bear – Giving Tuesday	Philanthropic	In Develop	Campaign theme: “Give Where You Grow” (Nov 25–Dec 3)

7. Strategic Initiatives

Alpine Zoo Wild Lights (Brand Integration)

This holiday launch is being marketed as the “Crown Jewel of the Winter Season.” Creative integration with Visit California’s “Meet Me at the Mountains” program is in progress, along with cross-promotion with Snow Summit (Nov 21) and Bear Mountain (Dec 12) openings.

Roads to Big Bear (Accessibility Campaign)

A fully integrated visitor communications plan emphasizing safe access and smart travel is in final development. The 50/50 offer (50 percent off Thursday/Monday + \$50 dining credit) will debut at the Hospitality Summit and launch publicly Nov 18. Early partner interest includes over 30 lodging properties and 15 restaurants.

Winter Content Series (Nov – Feb)

Nature Series and Sports Office Podcast will be the longform pillars of winter storytelling, supplemented by shortform social content releases every week.

8. Partnership and Media Relations Outlook

- **Locale Magazine:** Winter 2025 spread and digital feature live Nov 15.
- **Entravision & Palm Springs NBC:** Holiday travel segments air Oct 25–Nov 10 across bilingual markets.
- **Visit California:** Joint pitch on Alpine Wild Lights accepted for December newsletter to 2.1 M subscribers.
- **85Sixty:** OOH and programmatic launch Nov 10 with Winter Creative assets and Alpine Zoo integration.

9. Forward Focus / Next Steps

1. **Finalize** all Q4 creative assets for Roads to Big Bear and Winter OOH by Nov 4.
2. **Deliver** Hospitality Summit partner toolkits (Nov 12).

3. **Launch** Alpine Zoo Wild Lights ribbon cutting (Nov 5) and public opening (Nov 6).
4. **Activate** CinéMondays (Nov 3) and promote weekly through Feb 23.
5. **Track** social and web KPIs mid-November to validate campaign effectiveness.

10. Conclusion

Visit Big Bear's marketing engine is performing at a record level of integration and visibility.

The organization has transitioned from seasonal promotion to a continuous engagement model that keeps Big Bear top-of-mind for travelers year-round.

October's earned media success and sustained occupancy growth demonstrate how the team's cross-functional structure — creative, PR, digital, and partnerships — is delivering real economic impact for the region.

As we enter the winter season, the focus shifts to execution and measurement: converting awareness into stays, visitors into ambassadors, and campaigns into community legacy.