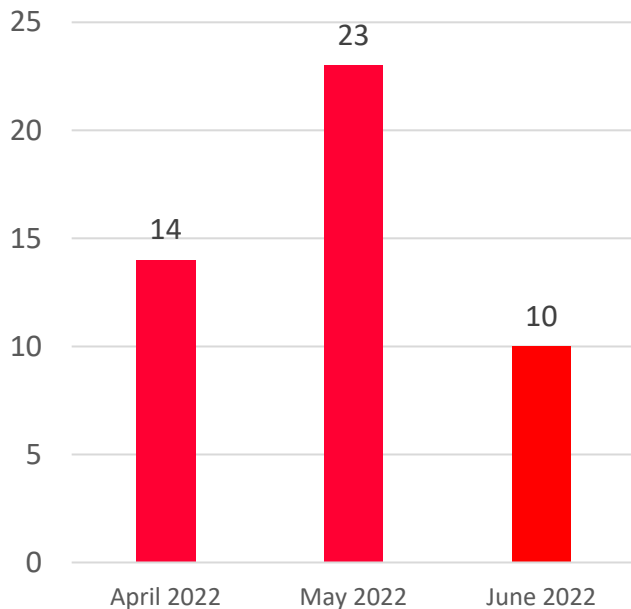


APRIL DIRECTORS REPORT CONVENTION CENTER

EVENT NUMBERS



Monsterpalooza

UPCOMING EVENTS - HIGHLIGHTS

May

- PUSD Graduations
- Air Sensors International Conference
- Fire & Climate Conference

June

- MonsterPalooza
- The 240th Meeting of the American Astronomical Society
- Daytime Emmy Awards

CLIENT SATISFACTION SURVEYS

California Association for Nurse

Practitioners: "Thank you [Gianna] for all your hard work last week and for hosting us. It was a pleasure working with you and our conference received many positive accolades related to the facility." **Erin Meyer, Events & Education Director**

3.93/4.0

**Overall Event
Average Score**

APRIL DIRECTORS REPORT SALES UPDATE

CVB

Definite Bookings (5): 2,453 room nights: (highlights below)

- AGT Season 17 Live Show, 1,861 room nights, Aug-September 2022
- Day Time Emmy Awards, 227 room nights, June 2022

YTD Definite Bookings (56): 14,507 room nights – 36% to Goal (40,000)

New Leads (29): 16,980 room nights: (highlights below)

- SHW SIDE Forum, 1,458 room nights, Jan 2023
- Eaton Aerospace, 1,008 room nights, Feb 2023
- Housing Transformation Summit, 686 room nights, May 2023
- Cognitive Development Society, 825 room nights, March 2024
- UNAVCO 2023, 1,250 room nights, April 2023
- USA Gym Region 1 Championship, 590 room nights, March 2024



CONVENTION CENTER

Definite Bookings (9):

- Southern California Islamic Center, April 2022
- NBC Universal, April 2022
- U.S. District Court – Jury Empanelments, June 2022
- International Gem & Jewelry Show, July 2022
- Art Center College of Design Graduate Art Show, August 12-22, 2022
- Institute of Heating and Air Conditioning Industries Tradeshow, November 2022
- Motown Barber Society, November 2022



CIVIC AUDITORIUM

Definite Bookings (9):

- Joy Entertainment – Lo Ta Yu in Concert June 4, 2022
- Iconic Concert Regina Vasquez July 17, 2022
- America's Got Talent Auditions March 24 thru April 26, 2022

New Leads (X):

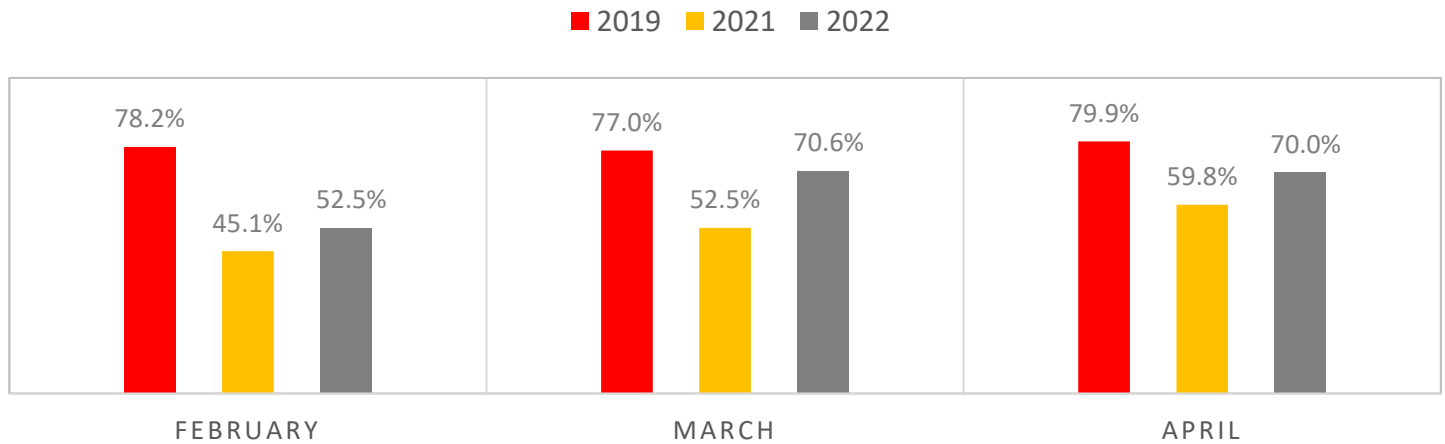
- The Illusionist – Magic of the Holidays / Dec. 22, 2022
- Beautiful, the Carol King Story / December 8 & 9, 2022
- Cream of the Crop Productions / Comedy show / January 14, 2023
- Gujaratis of N. Am. / Mughal-e-Azam: The Musical / May 2023



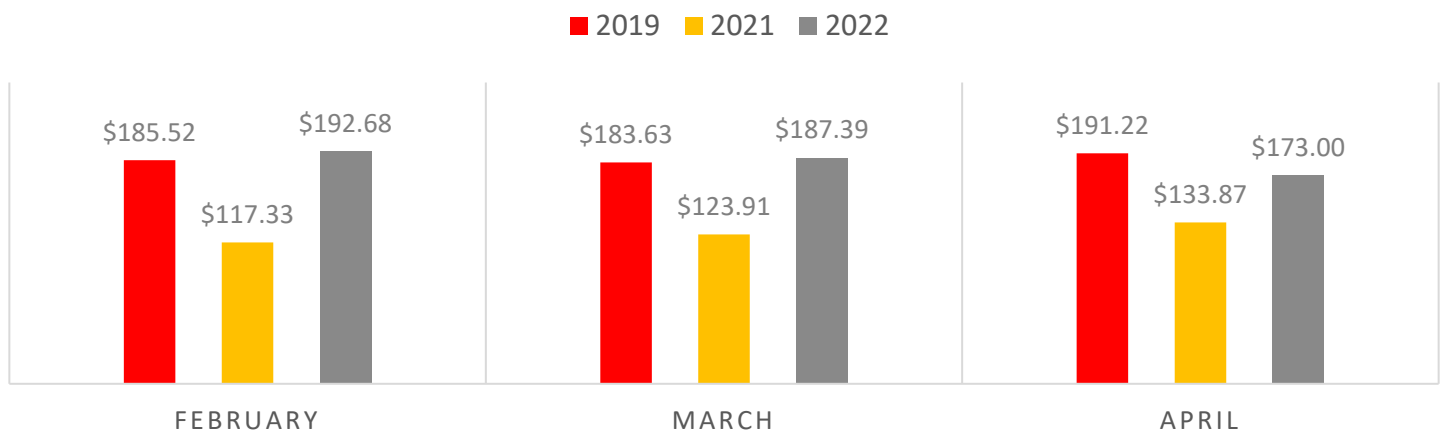
APRIL DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY



HOTEL ADR (AVERAGE DAILY RATE)



Source: STR

DIRECTORS REPORT

VISIT PASADENA UPDATE

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2026



DIRECTORS REPORT

SALES UPDATE

DESTINATION SHOWCASE

Visit Pasadena had a presence at the 2022 Destination Showcase PCMA in Maryland to reconnect with meeting planners at a one-day tradeshow. National Sales Manager, Taylor Fry, had 16 one on one appointments. Taylor also attended the Destinations International Convention Sales and Services Summit.



PRESTIGE CONFERENCE

Visit Pasadena hosted a booth at the Prestige Conference at the Langham Huntington Pasadena. A dozen DMOs participated in the event and Visit Pasadena had an interactive booth to engage meeting planners.



WEST COAST DMO ALLIANCE PARTNERSHIP

Visit Pasadena also participated in a sales mission to Arizona with the West Coast DMO Alliance. The team hosted a lunch for 14 HelmsBriscoe planners as well as 6 Conference Direct associates.



DIRECTORS REPORT MARKETING & COMMUNICATIONS UPDATE

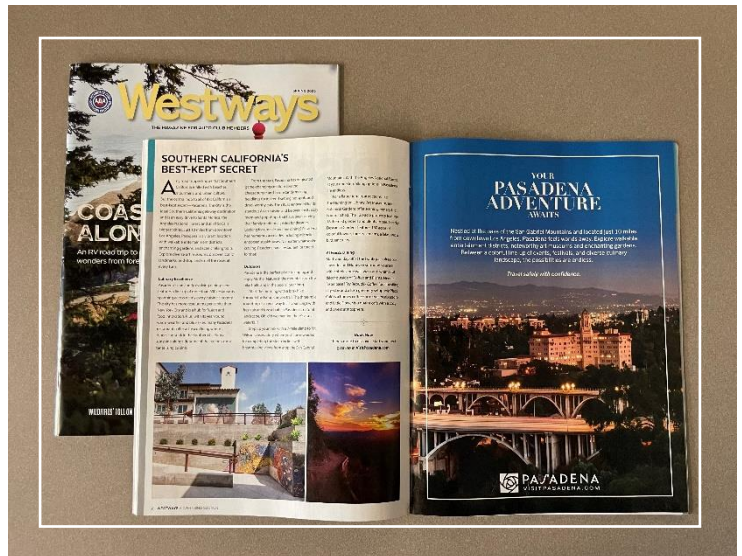
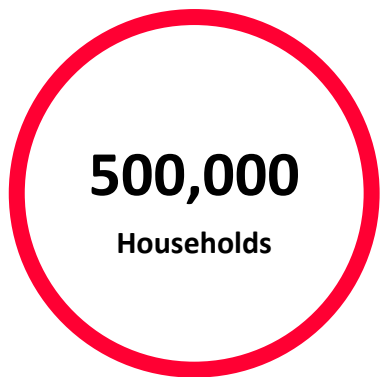
SAN GABRIEL VALLEY ECONOMIC FORECAST

Mike Ross and Christine Susa attended the San Gabriel Valley Economic Forecast in March. Christine Susa presented the CVB's latest achievements and tourism trends to the audience and joined a panel on hospitality trends with LA Tourism, Visit Anaheim and CBRE.



AAA WESTWAYS ADVERTISEMENT

Visit Pasadena advertised in the popular AAA Westways magazines in Spring 2022. Delivered to 500,000 households targeted to active and affluent travelers and consumers.



DIGITAL STATS

	YTD
Website Pageviews	1,095,061
Website Unique Visitors	565,516

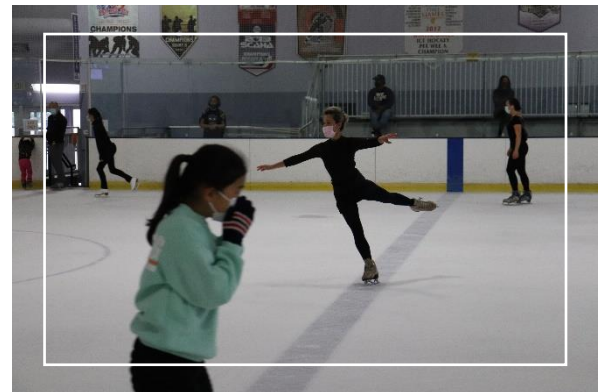
	YTD
Social Media Followers	70,724
Social Media Impressions	1,951,841

DIRECTORS REPORT

ICE SKATING CENTER UPDATE

ICE SKATING CENTER HIGHLIGHTS

- Our skating school group classes have continued to grow at a record-breaking pace.
- Early spring semester had 1,090 skaters – setting an all-time record high for our skating school group class program.
- In March, the Hollywood Curling Club hosted a special “Intro to Curling” session after the Winter Olympics with over 90 participants.
- Our 36th Annual ISI rink competition was held in April with 320 participating skaters and 60 coaches representing 15 local SoCal rinks.
- For the 4th time, our three Pasadena sessions of the 2021 Little Kings program were the first to “sell-out” from 12 different rinks. The Kings have started a waitlist for next year’s program. This annual program brought in over 85 new beginner hockey skaters ages 5-9 years.
- We are still riding the “Olympic wave” as public skating sessions and private rentals remain busy – especially during spring breaks and school holidays.



1,090

**Early Spring
Skating School
Skaters**