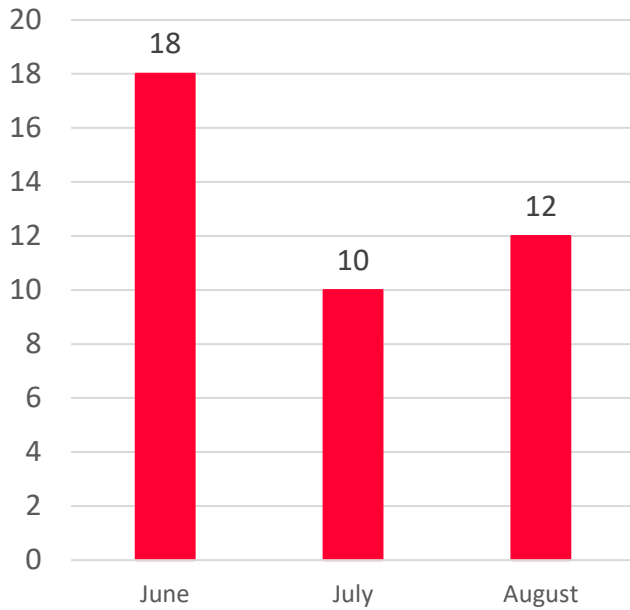


JUNE DIRECTORS REPORT CONVENTION CENTER

EVENT NUMBERS



Number of Events for FY 22	Attendance for FY 22
150	185,000



State Bar



HYROX

UPCOMING EVENTS - HIGHLIGHTS

July

- America's Got Talent 17 LIVE (12 live shows)
- State Bar of California General Bar Exam
- International Gem and Jewelry Show

August

- Christmas Con
- Art Center College of Design
- Power Morphicon

CLIENT SATISFACTION SURVEYS

3.9/4.0

Overall Event
Average Score

DIRECTORS REPORT SALES UPDATE

CVB

Definite Bookings (5): 2624 room nights: (highlights below)

- CA State Assn of Counties, 1,913 room nights, November 2024
 - Goldenvoice Palomino Festival Staff, 230 room nights, July 2022
- YTD Definite Bookings (61): 18,571 room nights – 46% to Goal (40,000)**

New Leads (25): 14,339 room nights: (highlights below)

- Christian Camp and Conference Assn, 1818 room nights, Dec 2024
- Air Sensors Intl Conference, 530 room nights, May 2024
- Intl Carbon Dioxide Conference, 2200 room nights, Aug 2023
- Credit Suisse Biotech Conference, 935 room nights, March 2024
- Vacation Rental Management Assn, 2699 room nights, Sept 2024
- IEEE Space Computing Conference, 525 room nights, July 2023



CONVENTION CENTER

Definite Bookings (10): (highlights below)

- National Event Management, March 2023
- Imperial Dade, May 2023
- Intl Brotherhood of Electrical Workers, May 2022
- Taste TV, September 2022
- JDRF, September 2022
- State Bar of California, July 2022



CIVIC AUDITORIUM

Definite Bookings (2):

- Gadget Films, May 2022
- Marathon Productions America's Got Talent, July 2022

New Leads:

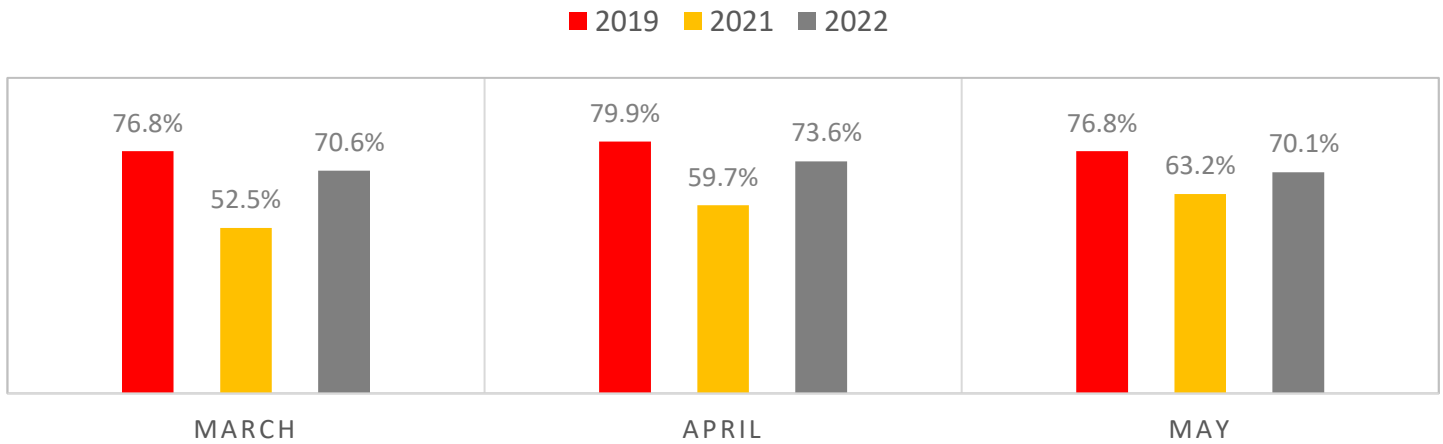
- TED Conference, June 2023
- US World Karate Tournament, Sept 2022
- Living World, July 2022
- Pasadena Playhouse, June 2023



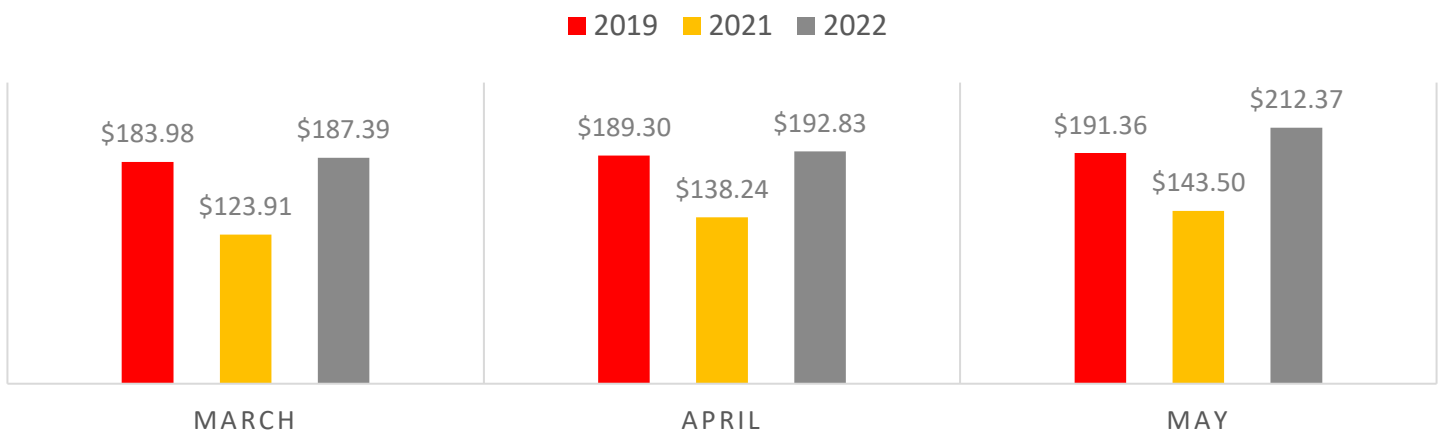
DIRECTORS REPORT

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

CVB UPDATE

TOURISM ADVOCACY DAY

Kristin McGrath and Christine Susa met with Senator Anthony Portantino and district staff, and Assemblymember Chris Holden's field representative, Ann Marie Hickambottom. We shared the state of tourism locally and requested their support for the travel and tourism industry.



WOMEN IN BUSINESS

Kristin McGrath spoke at Pasadena Magazine's annual Women in Business luncheon. She provided a dynamic and inspirational talk about her career and advice for women professionals.



CalSAE ELEVATE CONFERENCE

Karalee Adams attended the CalSAE Elevate Conference for three days of networking, learning and face-to-face connections. She also attended CalSAE's Capital Region LevelUp event.



DIRECTORS REPORT

SALES UPDATE

NORTHSTAR MEETINGS DESTINATION WEST

Sales Manager Debbie Vail attended the Northstar Meetings Destination West Conference in Denver Colorado. The event featured an itinerary of prearranged one-on-one meetings, as well as education and networking.



PCMA EDUCON

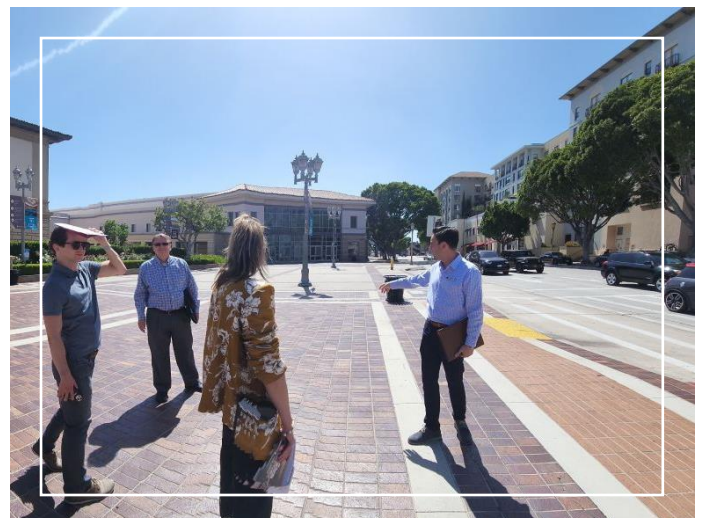
National Sales Manager Taylor Fry connected with meeting professionals at EduCon 2022 in New Orleans. The event offered networking opportunities and education sessions.



SITE INSPECTION VISITS

The Sales Team hosted seven site visits this quarter for clients to get to know our convention center and hotels.

- Cognitive Development Society Biennial
- American Choral Directors Assoc. Conference
- Intl. Geoscience and Remote Sensing Symposium
- Laird Norton Company Annual Meeting
- Christian Camp National Conference
- ChristmasCon
- Pilates Method Alliance

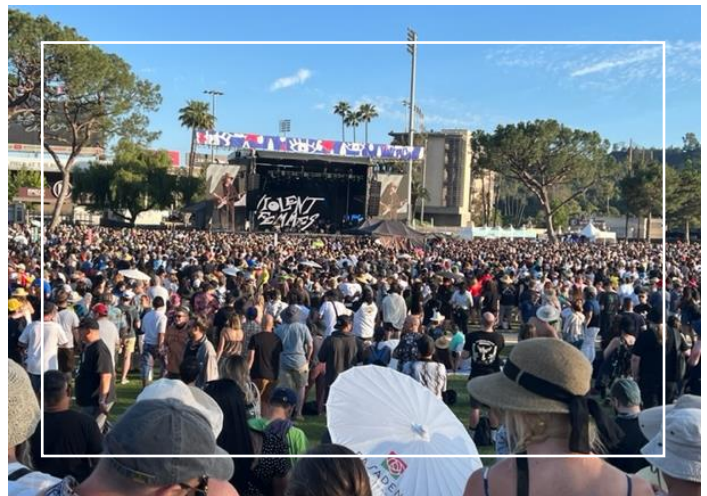


DIRECTORS REPORT

MARKETING & COMMUNICATIONS UPDATE

CRUEL WORLD FESTIVAL JUST LIKE HEAVEN

Visit Pasadena developed a brand activation booth to welcome attendees to Pasadena for Rose Bowl's Cruel World and Just Like Heaven festivals. Experiential marketing opportunities like this allow us to generate awareness, interact with our audience, and offer creative shareable experiences.



BIG SOUP

The Pasadena Convention Center, along with exclusive food and beverage provider Sodexo Live!, prepared 1,500 servings of soup for local shelters and service providers. Led by Pasadena Convention Center's Executive Chef Diego Feliciano, this Big Soup Servathon event is part of the Sodexo Stop Hunger Foundation and its ongoing mission to stamp out hunger and address food insecurity.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

ADVERTISING CAMPAIGN

Visit Pasadena launched the “Sunshine and Roses” campaign to reframe perspectives and traveler sentiment, moving away from COVID and safety regulations, and transitioning to a more fun, upbeat tone to highlight Pasadena and rebuild the community. The campaign positions Pasadena as a sunny, bright, and welcoming location with lots of food, outdoor activities, and Instagram-worthy spots to explore.

Display, Online Video, Native, Social

- Targeted audiences based on previous visitation, behavior, and competitor destinations.
- Reach precise audiences with an integrated programmatic advertising strategy



366,000
Impressions



DIRECTORS REPORT MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Visit Pasadena is continuing to evolve its social media tactics, utilizing more reels (video) to reach and engage more audiences:

- Let's take a stroll: 115k reach, 1,800 likes, 179 shares
- 10 Black-owned businesses to support: 19k reach, 856 likes, 345 shares
- Father's Day Part I: 18k reach, 577 likes, 72 shares
- Father's Day Part 2: 8k reach, 335 likes, 28 shares

160,000
Reach



DIGITAL STATS MAY

	YTD	Change from FY21	Change from FY20
Website Pageviews	1,417,400	128%	4%
Website Users	702,730	117%	13%

	YTD	Change from FY21	Change from FY20
Social Media Followers	71,128	8%	15%
Social Media Impressions	2,247,170	NA	NA

DIRECTORS REPORT

ICE SKATING CENTER UPDATE

ICE SKATING CENTER HIGHLIGHTS

- Our skating school group classes have continued to grow at a record-breaking pace.
- Spring semester has already crossed 1,000 skaters again – making the first time ever in back-to-back semesters.
- 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.

1,000

Spring Skating
School Skaters

