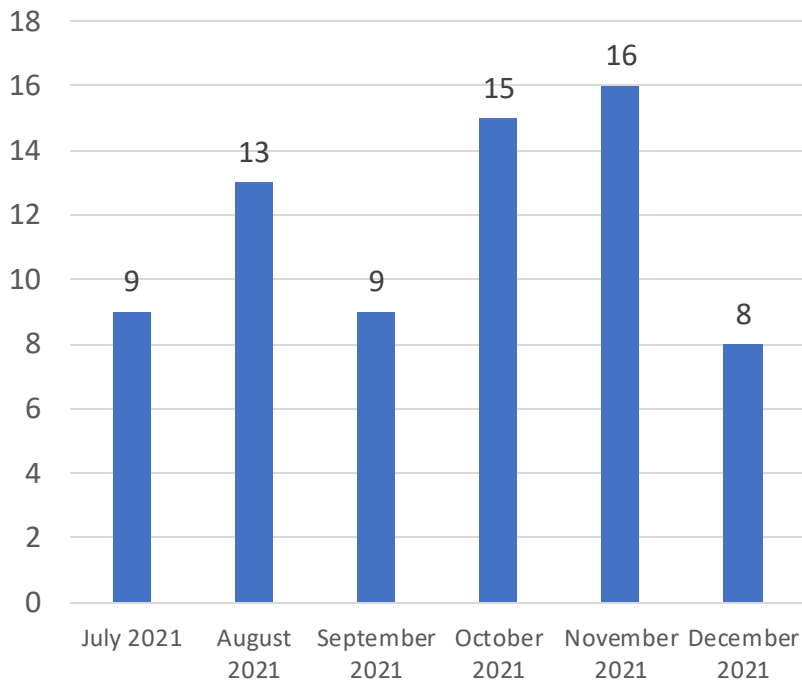




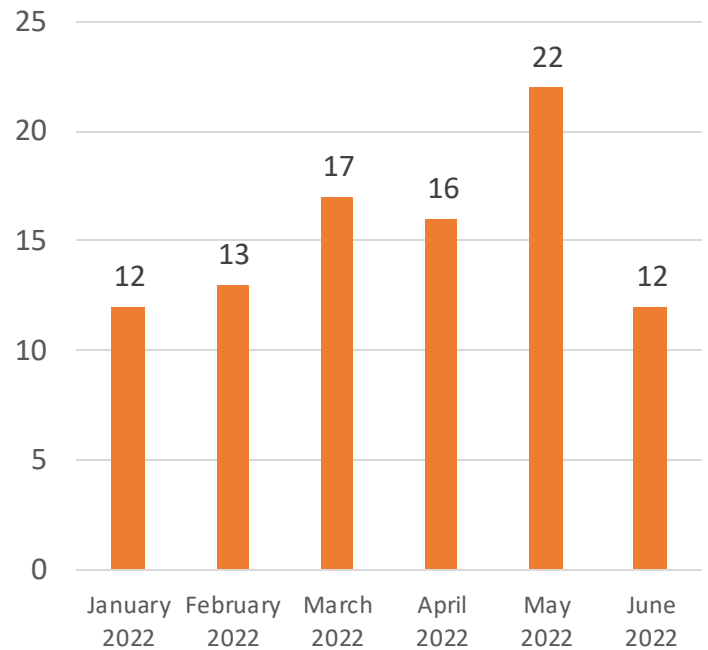
2021 Number of Events



Number of Events: 70

Attendance: 61,000

2022 Number of Events



Number of Events: 92

Attendance: 161,000

UPCOMING EVENTS

December

- Association of California Water Agencies (ACWA)
- Anime Pasadena
- Season's Screaming

Attendance: 850

Attendance: 8,000

Attendance: 7,000

January

- IMATS
- Barbershop Harmony Society – Midwinter Convention
- Justin Lo from Hong Kong

Attendance: 2,800

Attendance: 1,400

Attendance: 2,500

February

- CA Association of Public Procurement Officials Conference
- Groom Expo West 2022

Attendance: 900

Attendance: 4,700

PCOC BOARD OF DIRECTORS NOVEMBER DIRECTORS REPORT HIGHLIGHTS



CVB

Definite Bookings (17): 6,617 room nights

- Multiple short term convention center events
- CA Hospital Disaster Planning Conf., 550 room nights. Sept. 2022
- CA Education of Young Children Conv, 875 room nights, April 2022
- LightBox Expo, 2,740 room nights, October 2022
- Academic Senate for CA Curriculum Inst., 880 room nights, July 2024

New Leads (42): 21,435 room nights (citywide highlights below)

- Kareo Users Conference, 2,414 room nights, October 2022
- Wildfire Resilient Conference, 866 room nights, January 2023
- Confidential Group, 865 room nights, June 2023
- CA Assn of Public Procurement Officials, 1,150 room nights, January 2025
- Cognitive Development Society, 825 room nights, April 2024
- Trader Joe's Annual Meeting, 1,905 room nights, August 2025



CONVENTION CENTER

We are expecting a robust 3rd and 4th quarter (January-June).

(16) conventions/conferences booked representing over 25,000 rooms nights.

Highlights include:

- CA Speech Language & Hearing Association Annual Conference
- Leading Age CA Annual Conference
- International Association of Wildland Fire: Fire & Climate Conference
- Health Care Systems Research Network Annual Conference
- American Astronomical Society Summer Meeting

We anticipate hosting another 100 plus events though the second half of the fiscal year consisting of various meetings, banquets, sports competitions, consumer shows, and car clinics.



CIVIC AUDITORIUM

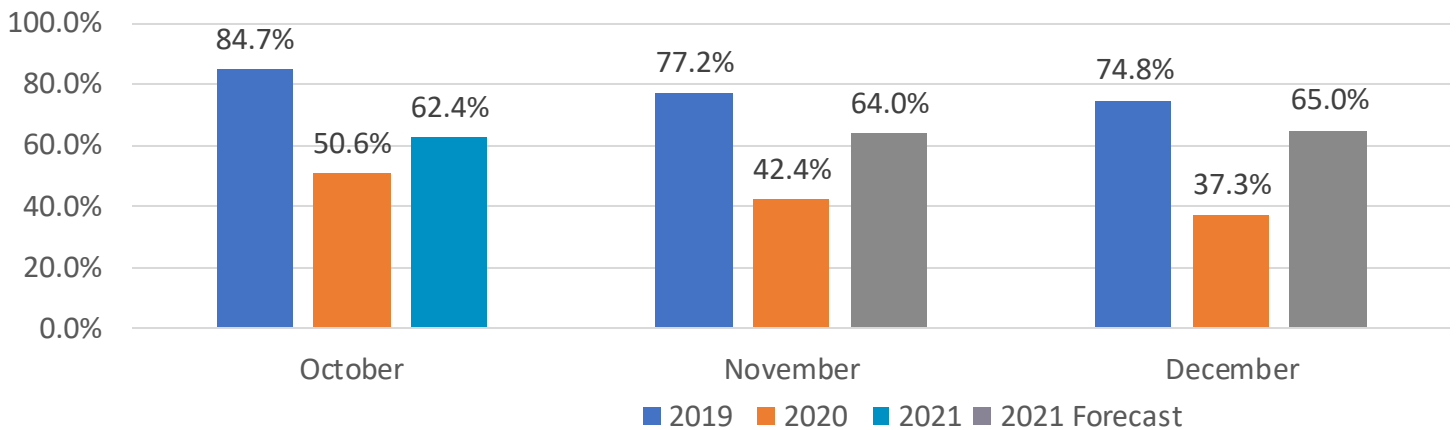
2022 will start off strong for the Civic Auditorium with the following events:

- Concert by Justin Lo from Hong Kong, January 16, 2022
- RiverDance (5 Shows), January 18-20, 2022
- America's Got Talent Season 19 (6 weeks on hold)
- Celtic Women on Tour, May 6, 2022
- Daytime Emmy Awards, June 2022
- (3) US Naturalization Ceremonies, January, April and May 2022
- (15+) Graduation ceremonies

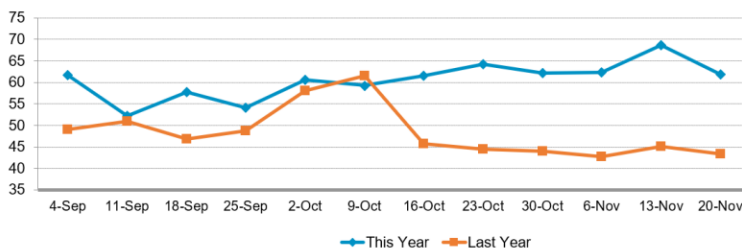




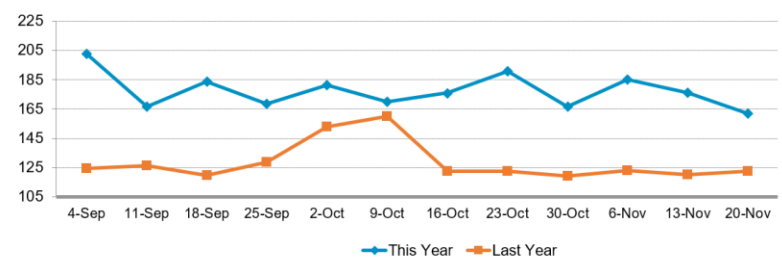
Hotel Occupancy



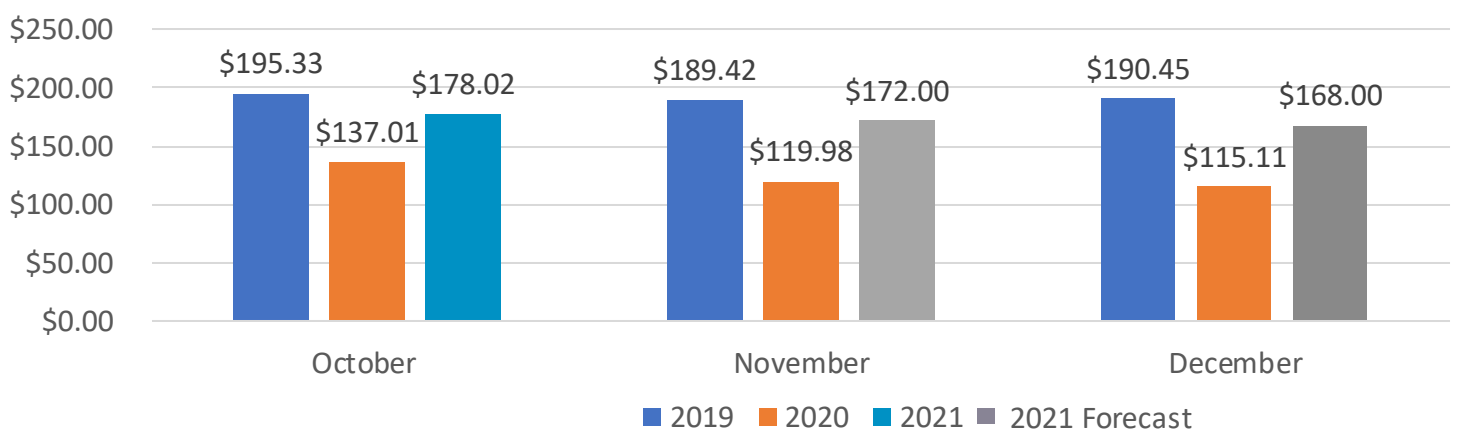
Weekly Occ (%) - Sep 04, 2021 to Nov 20, 2021



Weekly ADR - Sep 04, 2021 to Nov 20, 2021



Hotel ADR (Average Daily Rate)



- **Domestic leisure spending** continues to drive recovery and has already nearly recovered. The latest forecast predicts domestic leisure to surpass 2019 levels in 2022.
- **Domestic business travel spending** is still lagging behind leisure travel spending and not expected to fully recover until 2024. Although transient travel is projected to reach 81% of 2019 levels in 2022, group travel will take longer to recover and is projected to reach just 70% of 2019 levels in 2022.

DIRECTORS REPORT VISIT PASADENA UPDATE

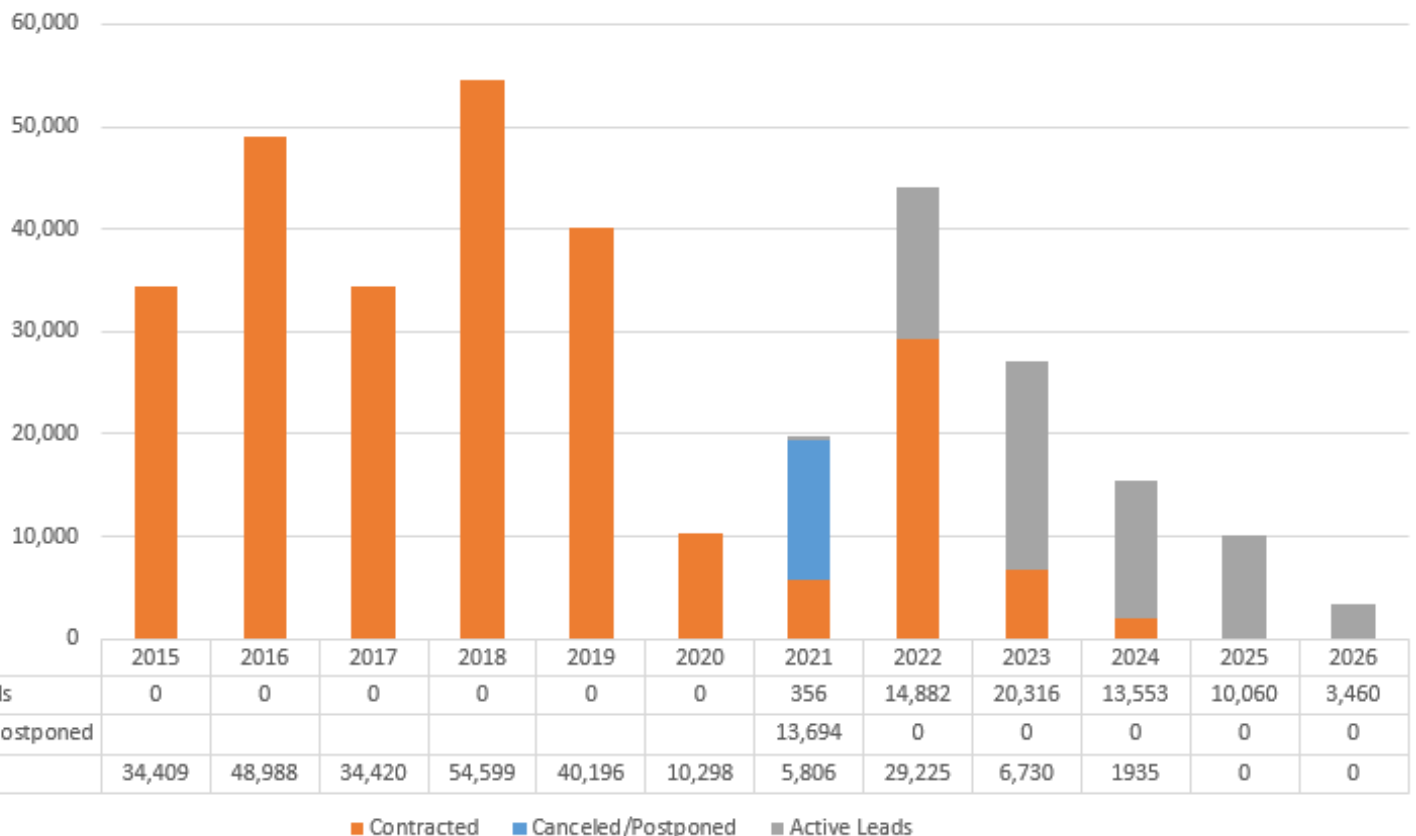


- During the FY 2022 budget cycle which took place in March of 2021 the Pasadena Center Operating Company and City finance staff predicted that hotel occupancy would grow from a low of 49% for FY 2021 to 67% and rate would grow from \$126 in FY 2021 to \$155. For the time period of July - October (4 months into FY 2022) occupancy averaged 64% and rate came in stronger than anticipated at \$176. We are confident we will meet or exceed our forecasted budget for TOT and TBID in FY 2022.
- Strong weekend demand has shown that leisure travel is still fueling the recovery. Weekday demand is lagging but is beginning to show signs that group meeting business and business travel is slowly returning.
- According to Amanda Hite, president of STR, CoStar's hospitality analytics firm, U.S. hotel occupancy rebounded strongly in 2021, with July contributing most of the growth with steady gains in the other months. Average daily rate followed a similar pattern. "2022 is going to be a very positive year," she said. "I've said multiple times, with today's reopening of international travel, we have every piece of the demand segment now that we need to put the pieces of the puzzle back together for a full recovery."

Pasadena Performance by Day

Occupancy	Mo	Tu	We	Th	Fr	Sa	Su
2021	51.1	53.1	53.2	60.3	79.9	88.1	52.3
2020	38.8	39.4	41.3	43.5	50.7	55.5	40.2
2019	82.6	88.1	90.0	89.7	92.1	94.7	64.0

Contracted Room Nights & Active Leads 2015-2026





Turkey Prep for Union Station Thanksgiving Dinner in the Park

Pasadena Convention Center, Centerplate staff and volunteers, prepared 250 turkeys at the Pasadena Convention Center for the Union Station Homeless Services Thanksgiving Dinner in the Park. The annual program supports over 4,500 individuals in need thanks to the help of volunteers and generous partners.



Tyron's Turkey Tutorial

PCOC Board Chair, Tyron Hampton and Executive Chef, Diego Feliciano have the perfect recipe for a Caribbean Lemon Garlic Turkey that is sure to make your mouth water.

[Link to video](#)

[Link to full recipe](#)





From Pasadena With Love Holiday Shop Local Campaign

The Pasadena Center Operating Company was pleased to collaborate with City of Pasadena Economic Development to launch the “From Pasadena, with Love” holiday shop local campaign from November 27-December 24 to promote the hundreds of small and independent businesses. The campaign theme shows local love for Pasadena and expresses gratitude for the public’s ongoing support of the local business community.

The holiday shopping campaign features 26 welcome stations at small businesses across Pasadena. When the public visits these welcome stations, they get a chance to win Pasadena-branded swag and experiences including tickets to the Rose Parade, music festival passes, museum admissions, gift certificates and merchandise. Details can be found at <http://visitpasadena.com/shoplocal>.

We are thrilled to be a part of helping our business community during this time.



Digital Stats

	YTD
Website Pageviews	429,390
Website Unique Visitors	221,731

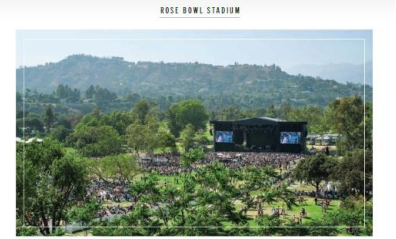
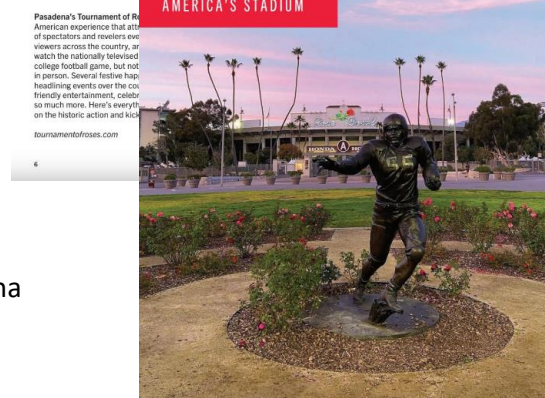
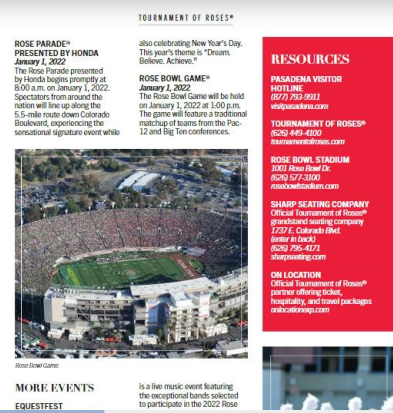
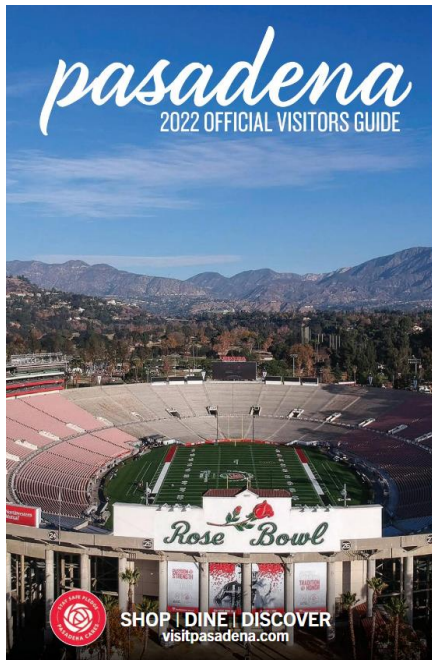
	YTD
Social Media Followers	67,596
Social Media Impressions	870,394

DIRECTORS REPORT MARKETING AND COMMUNICATIONS



Pasadena Visitors Guide

The Pasadena Official Visitors Guide is the definitive information source for leisure and business visitors to Pasadena and Southern California. Published annually by the Pasadena Conference & Visitors Bureau, the Pasadena Official Visitors Guide reaches people as they plan their trips and once they arrive.



- 100,000 copies and digital edition
- Distributed in 20+ hotels in Pasadena and Los Angeles
- 4 airports
- California Welcome and Visitor Centers (Oceanside, Pismo Beach, Barstow, San Francisco, Oxnard, Santa Monica and Venice Beach)
- Distributed at the Pasadena Convention Center, to meeting planners and to convention attendees
- Distributed in more than 100 locations in Pasadena and the San Gabriel Valley
- 20,000 copies per issue delivered to Los Angeles magazine subscribers
- 10,000 copies per issue delivered to Pasadena magazine subscribers
- Destination Analysts recent study showed a \$48 : 1 Return on Investment for DMO produced Visitor Guides.





Tourism Stimulus Plan Update

Visit Pasadena has swiftly launched its tourism recovery advertising campaign to attract visitors and drive business to local hotels, restaurants, retail and cultural institutions just in time for the busy summer travel season.



Leverage leading travel-data programmatic solution with 80+ data partnerships and an opportunity to target active travel planners and drive conversions.

32,046

Searches and bookings

2,860

Total booking events



Deliver placements within valuable hotel and vacation planning content across Expedia owned sites utilizing display and native and targeted to users actively searching for Southern California travel across Expedia, Orbitz, Travelocity and the Expedia network

1,200,000

impressions

2,200

Room nights booked



Reach audiences within the Tripadvisor platform and their extended partner network with display, native and video. Targeted to California users actively searching for travel across TripAdvisor properties

30,000

impressions



Leverage Visit California's resources and reach to target active California travelers with dedicated e-newsletters, digital media partnerships, Visitors Guide and more

172,127

subscribers

45,914

opens (26.3% OR)



Leverage Discover Los Angeles's popular dineLA platform to drive visitors to Pasadena restaurants and build awareness for Pasadena's offerings.

52,000

subscribers

14,924

opens (28.7% OR)



MARKETING PLAN SCHEDULE

Campaign	Winter 2021-22	Spring 2022	Summer 2022
Leisure			
Meetings			

Campaign	Winter 2021-22	Spring 2022	Summer 2022
Sojern		15,000	15,000
Expedia		7,500	7,500
Tripadvisor		7,500	7,500
Facebook	2,500	2,500	2,500
Visit CA Visitor Guide	26,500		
Los Angeles Visitor Guide	10,000		
AAA Westways		21,000	
CVENT	5,000	5,000	5,000
Smart Meetings	12,500	12,500	12,500
California Meetings	4,000	4,000	4,000
LA Meeting Planner	3,500		



Ice Rink Highlights October/November

- New DASH software includes: website links, online program registrations, point of sale system, pro shop inventory, skating school group classes, adult in-house league, private rentals, and all accounting functions.
- We finished the fall skating school group class semester with 702 participants – which is nearly back to our pre-pandemic level.
- Adult In-House League hoickey games winter season begins in December.
- Public session skaters and private rental requests continue to increase. Great sign for the upcoming busy holiday season.



Public Skating Session



Figure Skating Club Competition Photos