



PASADENA  
CENTER OPERATING COMPANY

# DIRECTORS REPORT

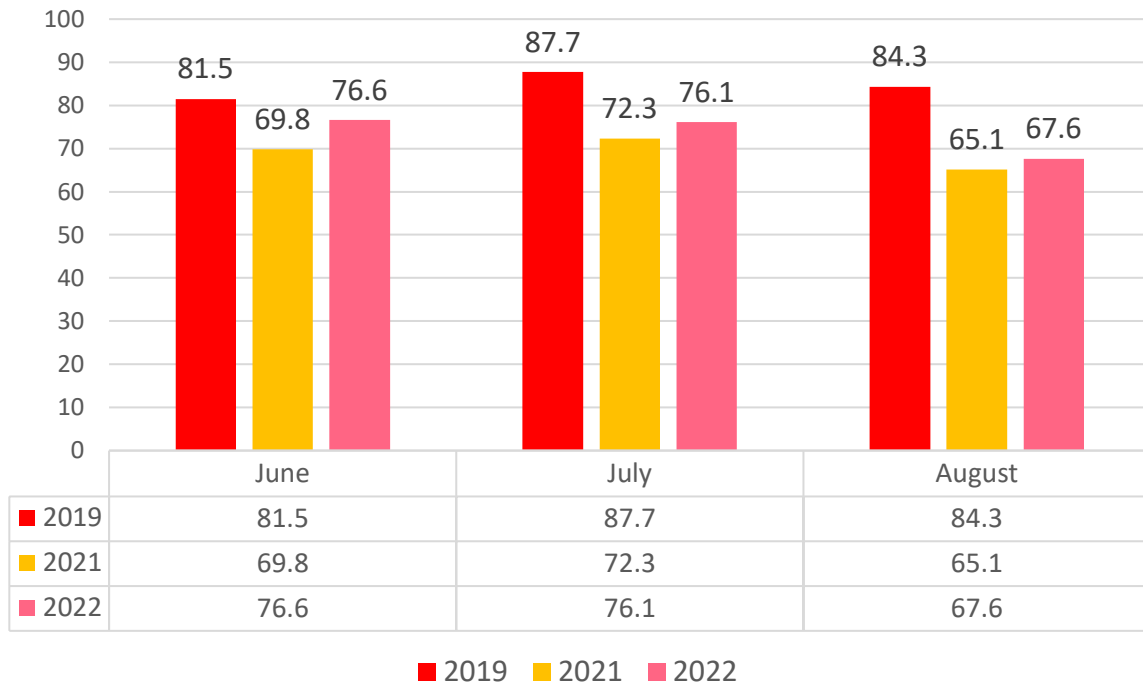
September 2022



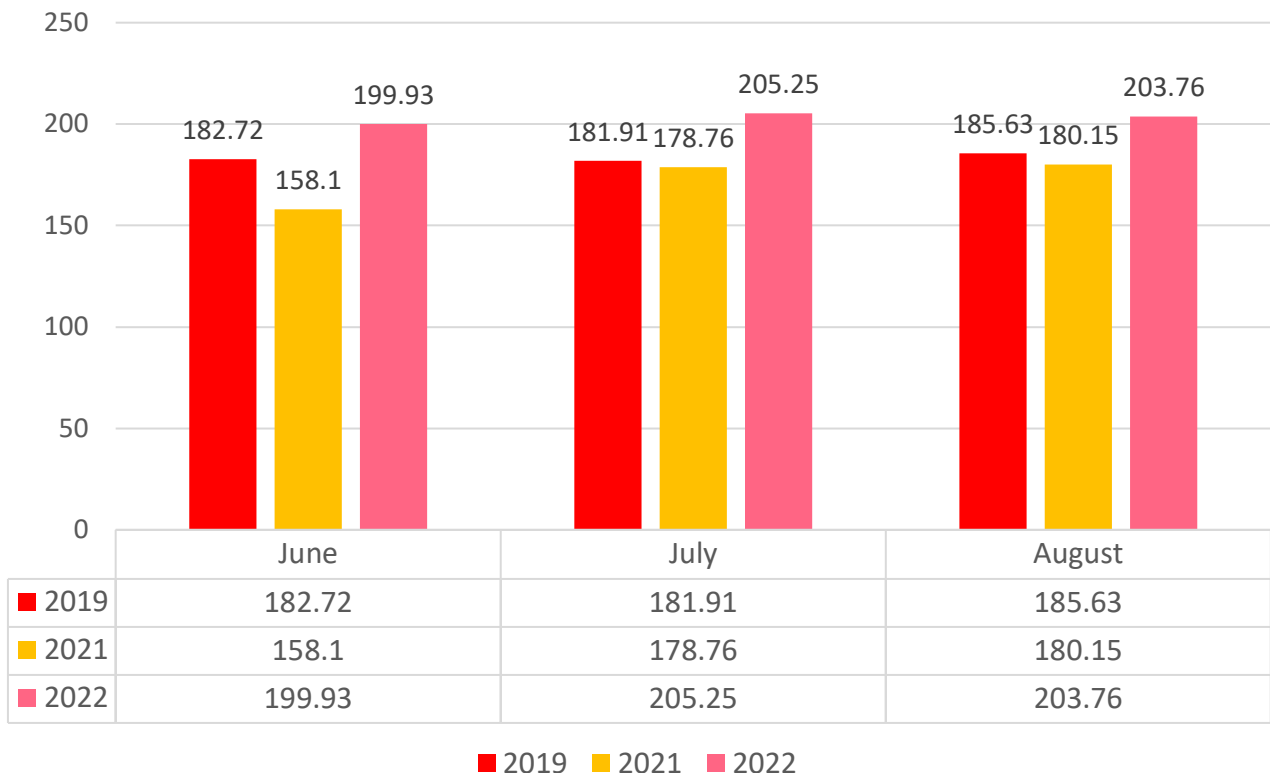
# SEPTEMBER DIRECTORS REPORT

## VISIT PASADENA UPDATE

### HOTEL OCCUPANCY



### HOTEL ADR (AVERAGE DAILY RATE)



Source: STR



# DIRECTORS REPORT SALES UPDATE

## CVB

### July & August Bookings:

**7 bookings; 2544 total room nights**

**3 of the 7 bookings are repeat clients**

**6.3% to FY23 goal of 40,000 total room nights**

### Highlights:

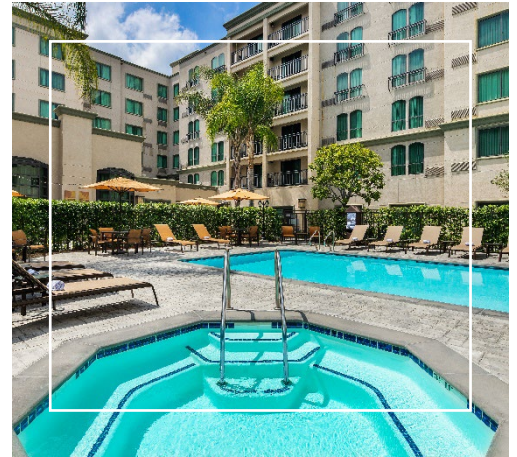
- 55th California Intl Antiquarian Book Fair, 500 room nights, Feb 2023
- Institute of Heating and Air Conditioning 2022 Tradeshow, 160 room nights, Nov 2022

### July & August New Leads:

**48 new leads; 20,385 total room nights**

### Highlights:

- American Association of Physics Teachers Summer Meeting, July 2026
- Universities Space Research Assn, January 2023



## CONVENTION CENTER

### Definite Bookings (2):

- City of Pasadena Fire Safety Officer Course, Sept 2022
- My Gym Enterprises, July 2023

### New Lead Highlights:

- 7th Sense Research, Jan 2023
- US Coffee Championship Qualifiers, Jan 2023
- Deaf Nation Expo, May 2023



## CIVIC AUDITORIUM

### Definite Bookings (1):

- Intl Brotherhood of Electrical Workers, Oct 2022

### New Lead Highlights:

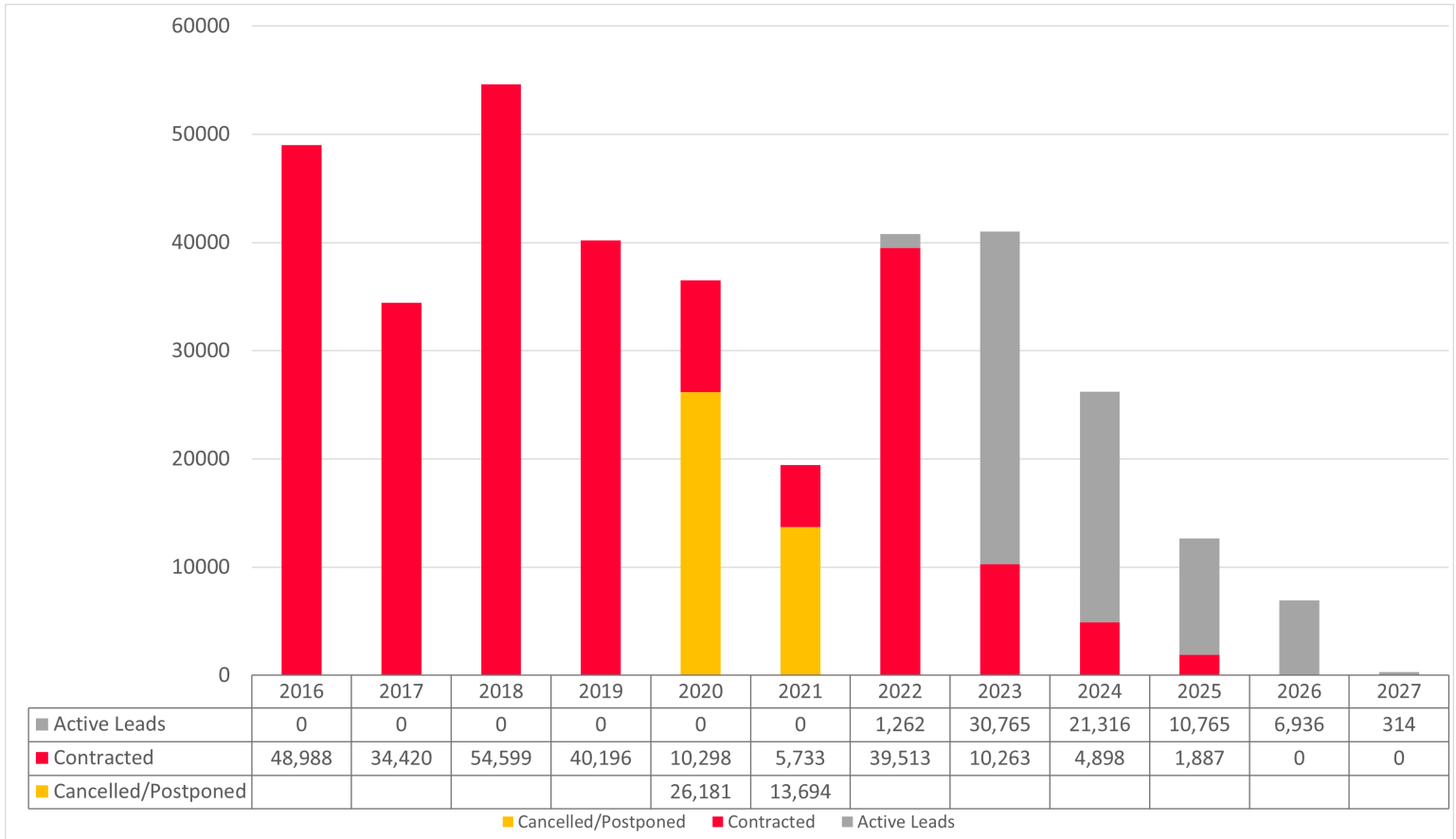
- North-West College Graduation, April 2023 and Oct 2023
- BET Network Image Awards, February 2023
- Lay Zhang Live, November 2022
- For The Record Live, December 2022



# DIRECTORS REPORT

## SALES UPDATE

### CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027



#### Notes:

- The number of room nights represented in active leads (30,765) for 2023 as of September 1, 2022, far outpaces the number of room nights represented in active leads (18,406) for 2022 as of September 1, 2021.
- Short term bookings are a national and local trend. As of September 1, 2021, there were 23,565 definite room nights on the books for 2022. As of September 1, 2022, that number increased to 39,513 total definite room nights; a gain of close to 16,000 rooms.
- Given the trend and volume of short-term bookings, and concerns about 2023 pace, we initiated a special Cvent advertising campaign for the months of August, September, and October. Planners researching and sourcing Orange County hotels will be served a Visit Pasadena ad.

# DIRECTORS REPORT

## SALES UPDATE

### ASAE ANNUAL MEETING & EXPOSITION

Kristin McGrath and Taylor Fry, along with representation from the Hilton Pasadena, attended the 2022 Annual meeting of the American Society of Association Executives August 20-23. Over 2600 association executives were in attendance making it the highest number of association professionals in attendance since the 2018 meeting in Chicago.



### CONNECT MARKETPLACE

Connect Marketplace is the premier hosted-buyer event that brings together well qualified planners, suppliers and experts in corporate, association, specialty, and citywide meetings and events for preset appointments, keynote general sessions, roundtables and networking. Debbie Vail conducted appointments with Corporate planners while Taylor Fry represented Pasadena with a set of Association appointments.



### DESTINATION CALIFORNIA

August 28-30, Karalee Adams attended Northstar Meetings Group Destination California hosted-buyer event for elite meetings and incentive professionals looking to book business in California. She conducted 20 appointments over the two and a half day show.





# DIRECTORS REPORT

## SALES UPDATE

### UPCOMING CLIENT FACING EVENTS

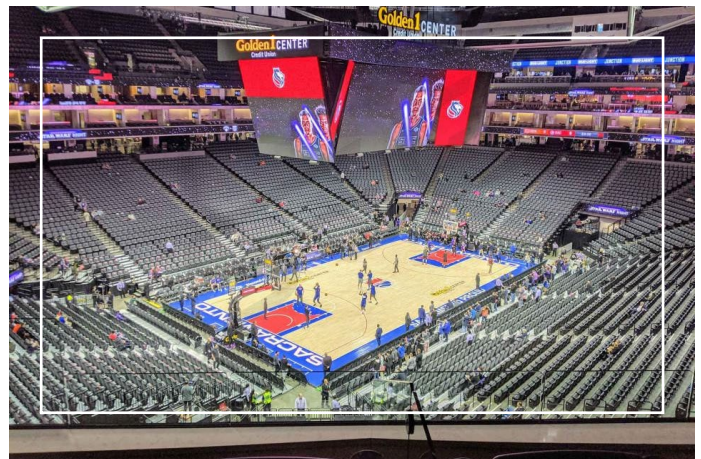
Visit Pasadena will be attending the following industry tradeshows in October and November:

- IMEX America: Oct 11-13
- IEEE Convene: Oct 26-28
- Smart Meetings California: Nov 6-8
- Connect West: Nov 9-10



The sales team will also be inviting clients to join us at the following upcoming sporting events. Our hotel partners are encouraged to join us as well.

- UCLA versus Washington: Sept 30
- UCLA versus Stanford: Oct 29
- Sacramento King v San Antonio Spurs: Nov 17



### SITE INSPECTION VISITS

Year to date the CVB sales team has hosted five (5) site visits.

- University Corp for Atmospheric Research
- Kaiser Permanente
- American Association of Physics Teachers
- Jeunesse
- Techno Security & Digital Forensics





# DIRECTORS REPORT

## MARKETING & COMMUNICATIONS UPDATE



### PALOMINO FESTIVAL, HEAD IN THE CLOUDS, AND THIS AIN'T NO PICNIC

Visit Pasadena participated in three music festivals at Rose Bowl Stadium – Palomino Festival, Head in the Clouds, and This Ain't No Picnic.

The brand activation booth featured a rose-themed photo op wall, seating area, and information table where guests could take pictures, relax, and find important travel information about Pasadena.

To engage with the community and visitors, those who visited were given the opportunity to answer trivia questions to win Pasadena-themed prizes and purchase additional souvenirs.



# 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



### TRIPADVISOR

**Impressions:** 135,595

**Clicks:** 551

**CTR:** 0.41%

### DATAFY

**Impressions:** 1,859,472

Expected: 1,794,643

~4% Additional Impressions

Delivered

**Clicks:** 2,131

Expected: 1,875

~14% Additional Clicks

Delivered





# 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:

- Ice Cream Spots
  - 30k views
  - 924 likes
- Kids Activities for Summer
  - 21.7k views
  - 909 likes
- Boba Spots
  - 17.3k views
  - 532 likes
- City Hall Trivia
  - 11.9k views
  - 536 likes



### DIGITAL STATS JULY - AUGUST

	July-August	YTD
Website Pageviews	279,620	279,620
Website Users	146,999	146,999

	July-August	YTD
Social Media Followers	72,514	72,514
Social Media Impressions	360,971	360,971

# DIRECTORS REPORT CONVENTION CENTER

## EVENT NUMBERS

	Number of Events	Attendance
August	15	21,203
September	18	17,880
October	17 (as of current date)	25,100 (forecast)

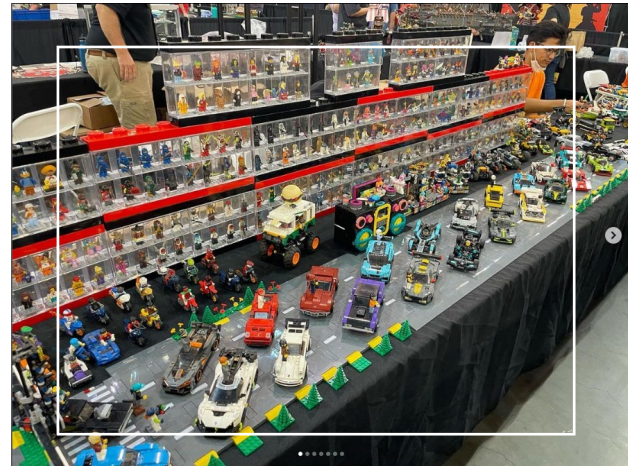
## HIGHLIGHTED EVENTS

- Power Morphicon
- America's Got Talent – LIVES
- Art Center College of Design
- Brick Fest Live!
- 2022 Disaster Planning for California Hospitals
- Golden State Tattoo Expo
- LA Chocolate Salon
- California State University Counselors Conference

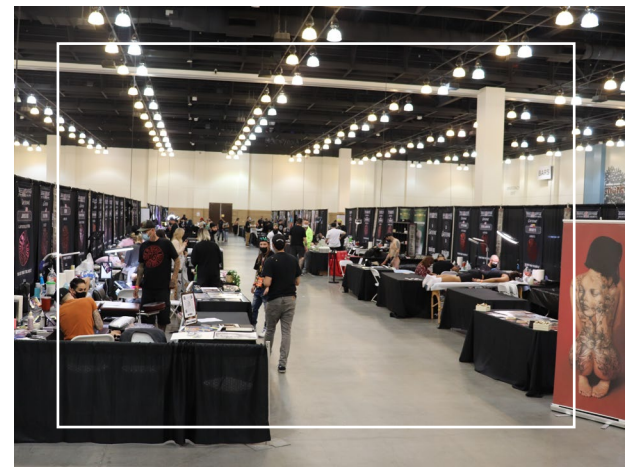
## CLIENT SATISFACTION & ACCOLADES

Last Saturday, August 27, I had 1 of the BEST EXPERIENCES of enjoying the 2022 Pokémon Go Fest AND the 2022 Power Morphicon in Pasadena.... this is a weekend that I will NEVER forget. My Thanks & Gratitude to the Security, the Janitorial, the Café, & to ALL who helped make the 2022 Power Morphicon a HUGE SUCCESS, & for ALSO working so hard & diligently during this event.” - Mark DeGuzman, Power Morphicon attendee

“Thank you and to everyone at Pasadena Convention Center for always providing excellent service and creating an easy experience for us to administer our exam. We look forward to working with you again as well.” Jasmine Anderson, Management Analyst at LA County Fire Department



*Brick Fest Live!*



*Golden State Tattoo Expo*



*LA Chocolate Salon*



# DIRECTORS REPORT

## ICE SKATING CENTER UPDATE

### ICE SKATING CENTER HIGHLIGHTS

- The 43<sup>rd</sup> Annual Pasadena Figure Skating Club (PFSC) open competition was held September 15-18 with over 450 skaters plus parents, coaches, and judges from SoCal and other states
- This year's event in Pasadena was part of the U.S. Figure Skating National Qualifying Series competitions held across the U.S.
- Largest-ever summer skating school group class registrations with 952 skaters. Previous summer session record was 681 skaters in 2014.
- AT&T holiday photo shoot at PISC
- KTLA live shots to promote how to beat the heat and have fun at PISC.
- Media Coverage on NBC4, KTLA News, Pasadena Star News totaling \$86k in publicity value with 659k potential reach



**952**

**Summer Skating  
School Skaters**

