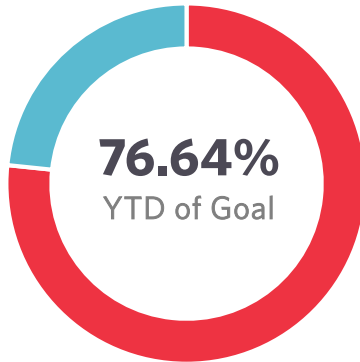


# CVB SALES

## Room Night Goal



35,258 YTD Room Nights Generated  
46,000 Room Night Goal

## Definite Bookings

- Southern California Kindergarten Conference
  - February 2020
  - 460 Room Nights
- Western Museums Association Annual Meeting
  - October 2021
  - 750 Room Nights
- CA Assn. of Public Procurement Officials 2022 State Conference
  - January 2022
  - 1,825 Room Nights
- Eastward Voyage of Jianzhen Opera
  - June 2019
  - 843 Room Nights
- History Con 2020
  - March 2019
  - 1,633 Room Nights
- 2020 Stitches SoCal
  - November 2020
  - 901 Room Nights
- CA Assn for Nurse Practitioners 2021 Annual Meeting
  - March 2021
  - 755 Room Nights
- American Astronomical Society 2022 Summer Meeting
  - June 2022
  - 1,433 Room Nights



## Room & Booking Metrics

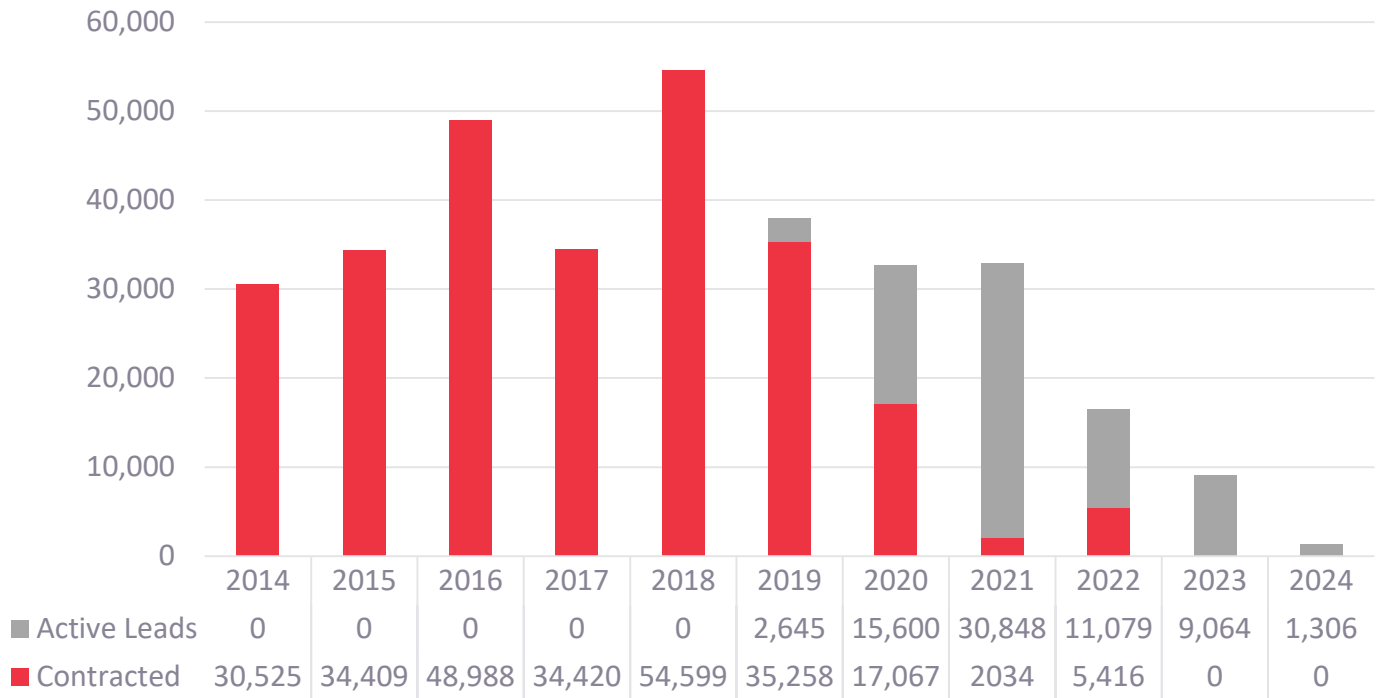
	As of May 2018	As of May 2019
Definite Bookings	22	27
Definite Room Nights	7,247	10,909
YTD Room Nights	29,153	35,258
Room Night Goals	45,100	46,000
% of Goal	64.47%	76.64%

## Generated Leads in March & April

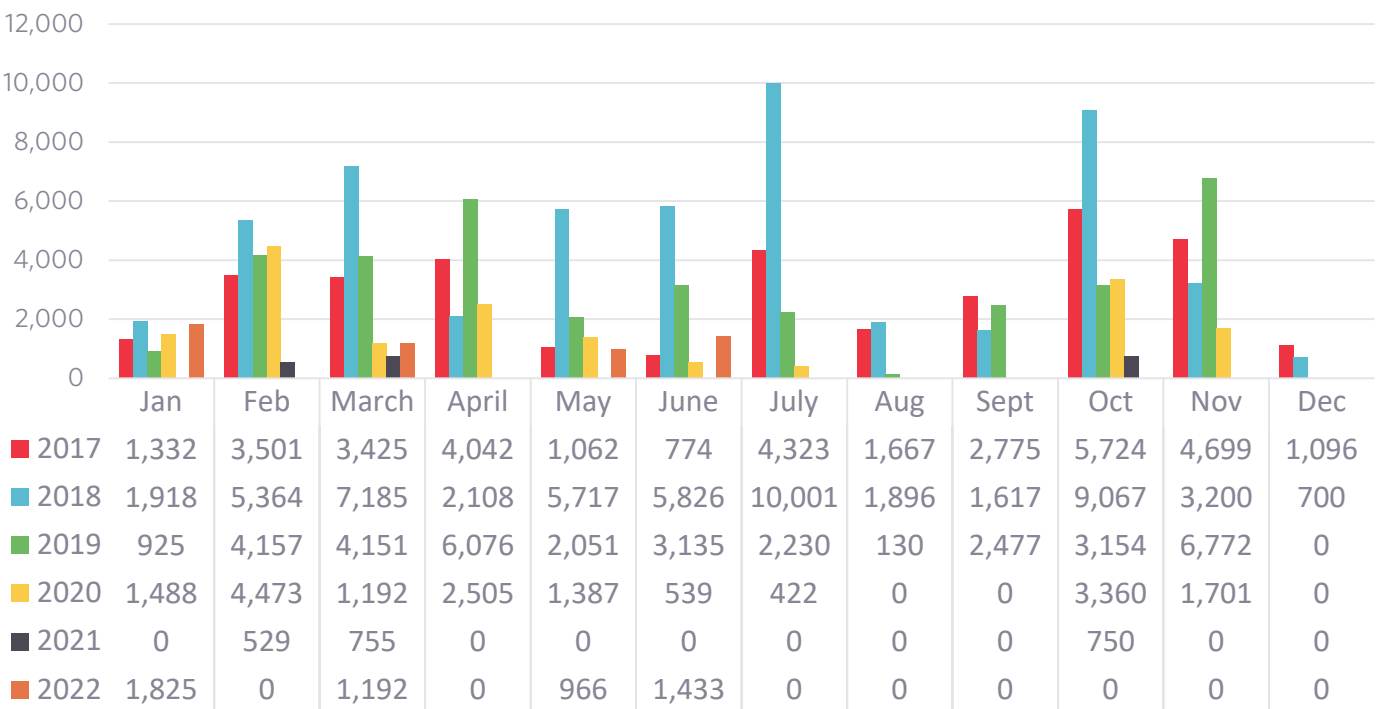
	2019	2020	2021	2022	2023	2024
Leads	30	40	11	4	2	0
Room Nights	2,589	3,557	1,505	3,258	0	0

# CVB SALES

*Contracted Room Nights & Active Leads 2014 to 2024*



*Contracted Room Nights 2017 to 2022 by Month*



# CVB SALES

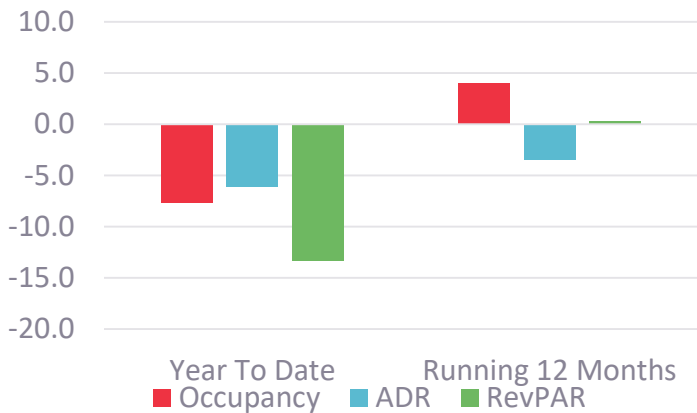
## Hotel Trends

	March 2018	March 2019
Occupancy	81.5	76.5
ADR	\$189.53	\$178.15
RevPAR	\$154.49	\$136.20
Revenue	\$11,129,914	\$10,610,010

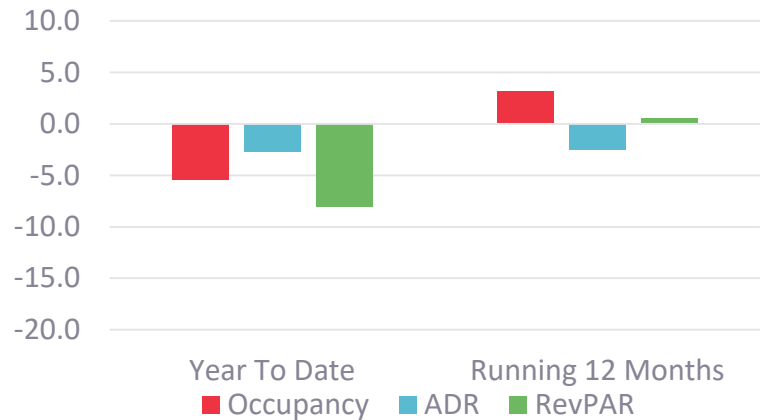
	April 2018	April 2019
Occupancy	79.6	79.9
ADR	\$182.45	\$189.32
RevPAR	\$145.21	\$151.20
Revenue	\$10,123,767	\$11,398,704

## Overall Percent Change

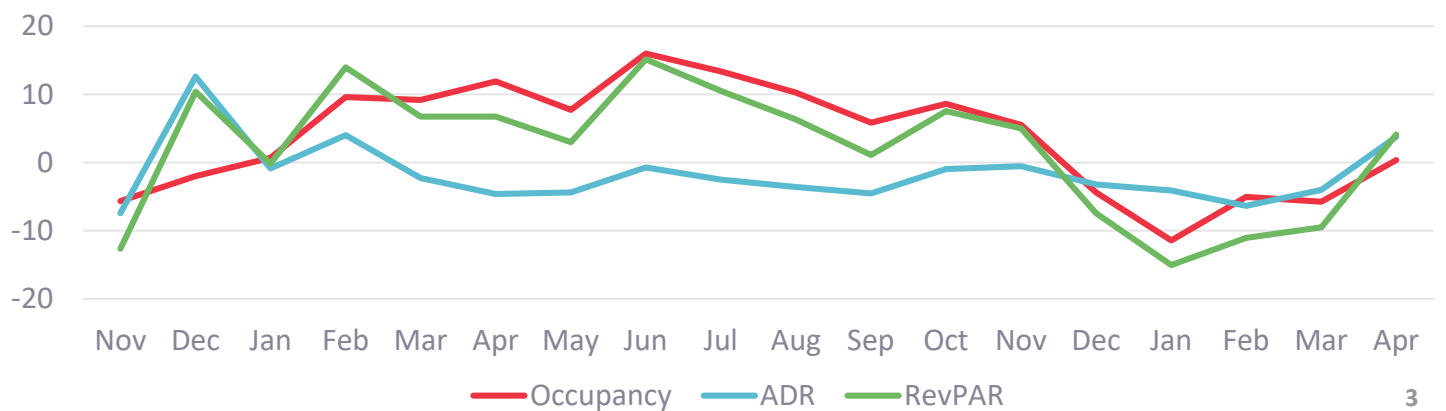
### March 2019



### April 2019



## Monthly Percent Change



# MEETINGS SALES & MARKETING

## *Sales Activities*



### Events

#### **10 Years of Excellence**

The Pasadena Convention Center celebrated a major milestone as a leader in exemplary service and performance to the city of Pasadena since the expansion in 2009. Over the years, our state-of-the-art facility has impressively hosted 4,700 events and 3.7 million attendees across a variety of conferences, meetings, and events.



#### **Amgen Tour of California**

The city of Pasadena hosted the Amgen finish line at the Rose Bowl Stadium. The last leg of a 773-mile course. This event attracts top cyclists from around the world and brings international awareness to our historic city. Pasadena has hosted this sporting event for the sixth year in a row.

### Trade Shows

- MPI Global Meetings Industry Day – Rose Bowl Stadium
- MPISSN – Sacramento, CA
- CEO Summit - Asheville, NC
- Joint Press Trip with Discover LA
- Connect California – Oakland, CA
- CalSAE ELEVATE Annual Conference – Palm Springs, CA



### Site Visits

- CATO
- Lightbox
- HelmsBriscoe
- Western Institute of Nursing



# CONVENTION CENTER

## Noteworthy Events – March & April

- CA Speech & Language
- TecHomeX WEST
- 11<sup>th</sup> US National Combustion Meeting
- MaryKay
- 2019 AIGA Design Conference
- MonsterPalooza
- Christian Ministries
- Western Psychological Association
- Solution Tree



Association of Stern Event Professionals: Collins College of Hospitality Management at Cal Poly Pomona

## Upcoming Events

- Space Tech Expo 2019
- Yoli Transform U
- Yu-gi-oh! Regional Qualifier
- The Data Science Expo
- The Advanced Medicine Conference
- 45<sup>th</sup> Annual Los Angeles City County Conference on Gifted Education



2019 AIGA Design Conference

## Center Sales

**92**

Events  
Added

**67**

Contracts  
Written

**27**

Definite  
Bookings

## Revenue Goal



\$2,489,930 YTD Revenue  
\$2,494,000 Revenue Goal

## Revenue Goal

	As of May 2018	As of May 2019
Annual Revenue Goal	\$2,347,000	\$2,494,000
YTD Revenue	\$2,419,690	\$2,489,930
% of Goal	103.1%	99.85%
Contracts Issued Revenue	\$27,030	\$22,970

# CIVIC AUDITORIUM (GOLD ROOM & HALL C)

## Noteworthy Events – March & April

- America's Got Talent Season 14
- AIGA Design Conference
- An Evening with Eckhart Tolle and Marianne Williamson
- Lindy Groove Dance Event
- Art Center College of Design Spring Graduation
- 46<sup>th</sup> Annual Day time Emmy Awards



America's Got Talent Season 14

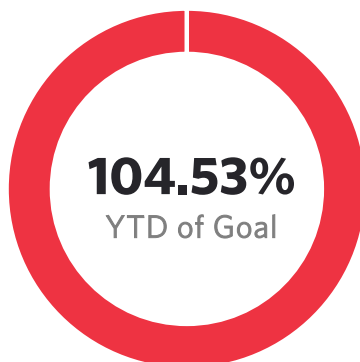
## Upcoming Events

- Grace & Frankie Productions
- Pacific Oaks College Graduation
- Johnny Mathis "Voice of Romance Tour"
- Stray Kids Fanmeet
- Learning4Life Graduation
- Western University of Health Sciences - Graduation



Hosts of "The Talk" at the 46<sup>th</sup> Annual Day time Emmy Awards

## Revenue Goal



\$1,305,625 YTD Revenue  
\$1,249,000 Revenue Goal

## Revenue Goal

	As of May 2018	As of May 2019
Annual Revenue Goal	\$1,018,000	\$1,249,000
YTD Revenue	\$1,375,075	\$1,305,625
% of Goal	135.08%	104.53%
Contracts Issued Revenue	\$12,725	\$10,100



# TOURISM MARKETING

## *Marketing Activities*



### **Amgen Tour of California**

*6m viewership*

On May 18, Pasadena served as the overall finish for the Amgen Tour of California for the men's and women's races. The race was covered by NBC with a two hour live broadcast.



### **Big Bang Theory Series Finale Viewing Party**

*Partnership with Warner Brothers, City, Caltech and JPL*

The Pasadena CVB welcomed nearly 2,000 fans to the Big Bang Theory Series Finale Viewing Party on Thursday, May 16. The event included a panel with Caltech and JPL scientists and engineers tying the event to our scientific institutions. CBS and KTLA covered the event.



### **10 Years of Excellence**

*Anniversary Reception for the Pasadena Convention Center*

The Pasadena Center Operating Company celebrated the 10 year anniversary of the Pasadena Convention Center, in addition to National Travel and Tourism Week on Thursday, May 9, 2019 from 5 pm - 7:30 pm. Special guests included Don Welsh, President & CEO of Destinations International; and Pasadena Mayor Terry Tornek.

# COMMUNICATIONS

## Marketing Activities



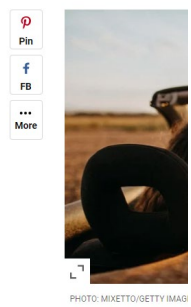
### Discover LA Tourism Event

On April 3, Pasadena partnered with Discover Los Angeles, Visit West Hollywood and Santa Monica Travel and Tourism on a media activation in New York City. Over 40 top media journalists and influencers attended the event. The Pasadena experience included gifted vintage sunglasses and garden experience.

### The Best Weekend Road Trips to Take This Summer

BY PATRICIA DOHERTY | MAY 04, 2019

#### San Diego to Pasadena, California



### Best Weekend Road Trips to Take This Summer

3,168,640 unique monthly visitors

Pasadena was included on Travel + Leisure as a result of our work with T+L Contributor Patricia Doherty. The road trip from San Diego to Pasadena is the leading route in her story, which highlights Arroyo Seco Parkway and other activities.

Link: <https://www.travelandleisure.com/trip-ideas/road-trips/best-summer-weekend-road-trips>

Goal



27 earned media placements YTD  
30 earned media

**17**

Media  
Hosted

**27**

Earned Media  
Placements

### Media Visits

Adam Robb, Freelancer - Architectural Digest  
Tony Perrottet, Freelancer - Wall Street Journal  
Taylor Tippet - Influencer (Amgen Tour of California)  
Lola Augustine - Good Times  
Neil Davies - The Week: Portfolio (UK)  
Travel + Leisure - Pat Doherty



# TOURISM MARKETING

## External Relations Meetings

- DMA West Tech Summit
- Tournament of Roses
- Langham Marketing & Communications
- Singpoli/Hotel Constance Pasadena
- Rose Bowl Stadium – Rose Pedal
- TTMA
- Cicle
- Bike Week
- Masters of Taste
- Destinations International



## Pasadena Visitors Guide

*Summer/Fall 50,000 copies*

The CVB continues to inspire travel with the bi-annual Summer and Winter Official Visitors Guide. 100,000 copies were distributed to Pasadena Magazine subscribers, airports, visitor centers, local hotels, and meeting delegates.

## Website and Social

Unique Visitors	391,867	396k	99%
Page Views	739,484	900k	82%
Social Media Fans	58,420	55k	106%
Social Media Impressions	7.3m	5m	146%
Social Media Engagement	116.6k	120k	97%

## Visitors Center

### March & April

Phone Calls	2,018
Walk-Ins	476
Visitor Guide Requests	180

## Website Booking Engine

March & April	2017	2018	YTD
Room Nights	16	16	286
Average Stay	4.7	5.3	44.21
Room Revenue	3,070,34	2,635,90	56,540.78
Attraction Tickets	140	122	1,217
Ticket Revenue	1,930	1,743	7,164.20

# PRESS CLIPPINGS

Ad Value	\$1,108,295.17
Impressions	1,458,824,372

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Pasadena Now	Armory Center to Feature "Four Roses" at Monthly Whiskey Tasting	Armory Center/Whiskey Tasting	53645	\$43.18
8 Publications	Bungalow Heaven Home Tours	Bungalow Heaven/Home Tour	278429	\$124,651.67
3 Publications	March & April 2019 Eventd	Calender of Events	26211	\$6.03
Pasadena Now	Caltech Researchers Design Technique to Levitate Objects Using Only Light	Caltech/Light Levitation	53645	\$43.18
2 Publications	New Assessment of Earthquake Hazard	Caltech/Methods on Predicting Earthquakes	107290	\$86.36
2 Publications	More Support for Planet Nine	Caltech/Planet 9 Hypothesis	107290	\$86.36
Pasadena Now	Caltech's 'Space Challenge' Brings Brightest Young Minds Together to Plan the Mission to Saturn's Most Habitable Moon	Caltech/The Space Challenge	53645	\$43.18
2 Publications	"Aziz Ansari: Road to Nowhere" Tour Comes to the Pasadena Civic Auditorium	Civic Auditorium/Aziz Ansari: Road to Nowhere' Tour	57574	\$44.08
231 Publications	Daytime Emmy Awards	Civic Auditorium/Daytime Emmy Awards	418031611	\$320,679.89
158 Publications	Stray Kids	Civic Auditorium/Stray Kids	601781277	\$138,409.65
6 Publications	The Pasadena Convention Center Celebrates a Milestone	Convention Center/10 Years of Excellence	177370	\$93.68
53 Publications	CatCon, The Biggest Cat-Centric Pop Culture Event In The World Returns	Convention Center/Cat Con	41595012	\$16,780.84
ActiveRain	Data Science Expo	Convention Center/Data Science Expo	2032289	\$467.43
14 Publications	Monsterpalooza	Convention Center/Monsterpalooza	11789476	\$8,917.74
59 Publications	Space Tech Expo	Convention Center/Space Tech	81990011	\$44,050.85
3 Publications	The World of Conversation	Convention Center/The World of Conversation	82574	\$314.08

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Pasadena Star-News Online	6 places to celebrate St. Patrick's Day in the San Gabriel Valley	Culinary/ Saint Patricks Day	187665	\$86.33
Los Angeles Times	Aburi Sushi	Culinary/Aburi Sushi	417936	\$20,527.96
We Like L.A.	Der Wolf	Culinary/Der Wolf	658151	\$151.37
2 Publications	.Dog Haus	Culinary/Dog Haus	487193	\$142.90
Pasadena Weekly - Online	El Portal restaurant owner celebrates 25th anniversary	Culinary/El Portal	10344	\$2.38
7 Publications	Granville to open its fifth restaurant in Pasadena	Culinary/Granville	1314265	\$16,356.49
LAist	Happy Hour In Pasadena	Culinary/Happy Hour	1541597	\$1,240.99
Pasadena Weekly - Online	Hot Wings Caf	Culinary/Hot Wings Café	10344	\$2.38
17 Publications	Kitchen United	Culinary/Kitchen United	2039178	\$46,585.96
3 Publications	Kuno Sushi	Culinary/Kuno Sushi	254883	\$5,003.21
Pasadena Weekly - Online	Live Music 04.04.19 - Pasadena Weekly	Culinary/Live Music	10344	\$2.38
San Gabriel Valley Tribune	Lucky Baldwins	Culinary/Lucky Baldwins	56513	\$15,080.40
Arcadia Weekly - Online	Meat District Co. Unveils New Brunch Menu	Culinary/Meat District Co.	7155	\$1.65
KABC-TV Online	New Restaurants to open in Pasadena	Culinary/New Restaurants	5346379	\$4,303.84
5 Publications	Pasadena Restaurant Week	Culinary/Restaurant Week	579653	\$237.26
Pasadena Now	Sushi Roku Offers a New Take on Taco Tuesday	Culinary/Sushi Roku	53645	\$43.18
2 Publications	Great Maple's Autism Awareness Donuts	Culinary/The Great Maple	3250	\$0.74
Viva LA Foodies	The Raymond 1886	Culinary/The Raymond 1886	7041	\$1.62
3 Publications	Pasadena's Langham Huntington Has a New Chef	Culinary/The Terrace	1944783	\$1,500.81
Her Campus	Urth Caffé	Culinary/Urth Café	1502719	\$345.63
4 Publications	Pasadena Restaurant	Culinary/Various Restaurants	21606354	\$4,808.64



# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
2 publications	Doors open Sunday for 2019 Showcase House for the Arts, hosted by Descanso Gardens	Descanso Gardens/Pasadena Showcase House of Design	5003	\$1.15
2 Publications	Artist Tang Qingnian Named 2019 Cheng Family Foundation Artist-in-Residence	Huntington/Tang Qingnian	107290	\$86.36
Pasadena Now	From the Ring to the Stage Brendan Schaub Performs at the Ice House	Ice House/Brendan Schaub	53645	\$43.18
Pasadena Now	Pasadena International Film Festival Opens with 'Band Geeks,' a Musical Journey to the Rose Parade	International Film Festival/Band Geeks	53645	\$43.18
2 Publications	Online Tickets to 'Explore JPL' Available Soon	JPL/Explore JPL	107290	\$86.36
Pasadena Now	NASA's Mars 2020 Rover Is Put to the Test	JPL/Mars 2020 Rover	53645	\$43.18
3 Publications	Kidspace Children's Museum	Kidspace/Celebrates 40 Years	160935	\$129.54
2 Publications	Artnight at The Norton Simon	Norton Simon/ArtNight	283648	\$4,305.77
2 Publications	Matisse	Norton Simon/Matisse	95368	\$21.93
4 Publications	Portrait of a Lady in White	Norton Simon/Portrait of a Lady in White	71926521	\$82,715.06
2 Publications	Rembrandt Portraits	Norton Simon/Rembrandt Portraits	115106	\$26.48
2 publications	A Day of Art & Play in Old Pasadena	Old Pasadena/BoldPas	60386	\$44.73
5 Publications	The Jackalope Indie Artisan Fair in Town This Weekend, Offering a World of Handcraftedness	Old Pasadena/Jackalope Indie Artisan Fair	942872	\$309.38
10 Publications	7 ideas to celebrate St. Patrick's Day while avoiding crowded bars	Old Pasadena/One Colorado/Saint Patrick's Day	8718278	\$6,083.15
Discover Los Angeles	Trivia Tuesdays at One Colorado	Old Pasadena/Trivia Tuesdays	1717865	\$395.11
Pasadena Star-News Online	Yes, there's a rare book shop in that Old Pasadena storefront	Old Pasadena/Whitmore Rare Books	187665	\$86.33
2 Publications	Courtyard Concert with Nina Storey at One Colorado	One Colorado/Nina Storey Performance	1728209	\$397.49
5 Publications	Pasadena Tour	Pasadena Heritage/Pasadena Tour	24411798	\$33,182.05
6 Publications	Pasadena International Film Festival Great Gatsby-Themed Gala to be Held Tonight at Pasadena Speakeasy	Pasadena International Film Festival/Great Gatsby-Themed Gala	2240793	\$1,221.52
Pasadena Independent - Online	Free Storytelling Event at Pasadena Museum of History	Pasadena Museum of History/Free Story Telling Event	3929	\$0.90
Pasadena Now	Giddy Up: Children Take the Reins – New Touchable Exhibit Opens	Pasadena Museum of History/Giddy Up:Children Take the Rein	53645	\$43.18

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Pasadena Now	Pasadena Playhouse Announces the Los Angeles Premiere of Good Boys by Riverdale Creator Roberto Aguirre-Sacasa	Pasadena Playhouse/The Good Boys	53645	\$43.18
Pasadena Now	Nia Vardalos in Tiny Beautiful Things at Pasadena Playhouse	Playhouse District/Tiny Beautiful Things	53645	\$43.18
9 Publications	'Apollo 11' heads to the Rose Bowl for an immersive 360-degree adventure this summer	Rose Bowl/Apollo 11	8060127	\$5,931.78
6 Publications	Amgen Tour	Rose Bowl/Amgen Tour	2422404	\$3,859.44
2 Publications	Animals of the Arroyo Seco Exhibit	Rose Bowl/Animals of the Arroyo Seco	11319	\$571.15
10 Publications	BTS Tour	Rose Bowl/BTS	45410124	\$24,357.29
Hopped LA	Eat Drink Vegan 2019: The Vegan Beer & Food Fest	Rose Bowl/Eat Drink Vegan 2019	8643	\$1.99
6 Publications	Over 80K Eggs Up for Grabs During Pasadena's Free Spring Celebration	Rose Bowl/Egg Bowl	4118879	\$2,164.04
3 Publications	Final Fridays Food Truck Festival	Rose Bowl/Final Fridays	113921	\$87.89
8 Publications	Masters of Taste LA to Foodie-up the Rose Bowl	Rose Bowl/Masters of Taste	77046505	\$18,937.41
2 Publications	Storrier Stearns Presents Delights of Japan with Dance, Delicacies	Storrier Stearns Japanese Garden/A Taste of Japan	107290	\$86.36
Pasadena Now	Orny Adams at The Ice House	The Ice House/Orny Adams	53645	\$43.18
Pasadena Weekly - Online	Rock groundbreakers The Tubes Bring it to The Rose	The Rose/The Tubes	10344	\$2.38
19 Publications	Tourism in Pasadena	Tourism	1383538	\$63,743.65
8 Publications	Tournament of Roses	Tournament of Roses	251320	\$150.30
12 Publications	Weekend Events Include Art, Film, Music and Food	Various Events	857148	\$77,007.95
12 Publications	Savor Art, for Free, at ArtNight Pasadena	Various Locations/ArtNight	9517309	10,839.78
2 Publications	Fun Things To Do in Los Angeles With Kids This Weekend	Various Museums	48942	11.26
		<b>Total:</b>	<b>1,458,824,372</b>	<b>\$1,108,295.17</b>
				13

# ICE SKATING CENTER

## Highlights



- PISC had a total of 112 new beginning youth hockey skaters age 5-9 enrolled in 3 group classes for this year's 6-week **'Lil Kings program**.
- The PISC sessions were the first to sell-out for the 3<sup>rd</sup> year in a row. Of all 13 participating rinks in this year's 'Lil Kings program, PISC skaters received full hockey equipment from the L.A. Kings.

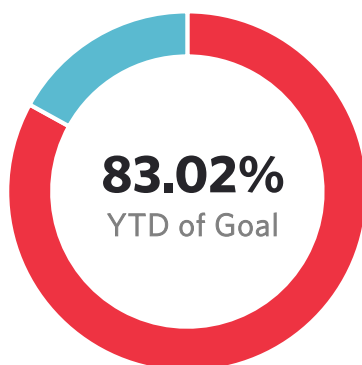
- PISC's **35<sup>th</sup> Annual Pasadena ISI Open Competition** was held April 27-28. We welcomed 329 skaters and 65 coaches from 13 Southern California ice rinks competing in over 520 event entries.

### Top 3 Overall Team Champions

1 <sup>st</sup> Place	Pasadena Ice Skating Center	685 points
2 <sup>nd</sup> Place	Ice-Plex Escondido	235 points
3 <sup>rd</sup> Place	Ice Station Valencia	178 points

- For the first time on March 9-10, we hosted the **2019 City of Angels Collegiate Championships** organized by the UCLA Figure Skating Club. There were nearly 200 skaters and coaches from collegiate skating clubs all over the western U.S.
- On April 21, we hosted a USC Figure Skating Club exhibition. This is the 5<sup>th</sup> year that the USC Figure Skating Club has practiced at PISC, but the first time they performed an end-of-the-year show.
- The Hollywood Curling Club has begun their spring league season.
- The spring Adult In-House season has 30 teams in 4 divisions playing 5 nights a week.

## Revenue Goal



\$2,313,000 YTD Revenue  
\$2,786,000 Revenue Goal

## Revenue Goal

	As of May 2018	As of May 2019
Annual Revenue Goal	\$2,733,000	\$2,786,000
YTD Revenue	\$2,391,000	\$2,313,000
% of Goal	87.49%	83.02%