



PASADENA
CONVENTION & VISITORS BUREAU

Newsletter
November - December 2018

From the Executive Director

Greetings,

With the close of FY18, the Pasadena Convention & Visitors Bureau saw tremendous success in promoting the city as a destination for locals to enjoy, but also those traveling for leisure and business to experience. With over 322 events booked at our facilities, the PCVB hosted a variety of conventions, meetings, corporate events and TV shows that aided in the city's economic vitality. Over those twelve months, we welcomed 420,000 attendees and booked over 40,000 room nights for future years. Stats such as these reflect the continuous efforts made by our teams, including Sales who attended over 30 events promoting Pasadena.

We are also excited that Lythgoe Family Panto is once again returning to the Pasadena Civic Auditorium with its newest production, *The Wonderful Winter of Oz*, starring Kermit the Frog, Mackenzie Ziegler, Marissa Jaret Winokur amongst others. The historical venue holds its own magic which has played an integral role in entertaining visitors for over three generations.

These are just a few of the things our team have been working on. We look forward to what the holiday season brings and wish you all a successful and joyous 2019!

We thank you for your support!

Jeanne O'Grady Goldschmidt



Upcoming Convention Center & Civic Auditorium Events

- STITCHES SoCal (November 1-4)
- DeYunShe USA Tour (November 3)
- North-West College and Glendale Career College Commencement (November 4)
- Energy Storage North America (November 6-8)
- Education Management Systems Graduation (November 5)
- Pasadena Heritage's Craftsman Weekend (November 10-11)
- Firefighter Cancer Support Network Gala (November 10)
- Institute of Heating and Air Conditioning Industries, Inc. (November 14)
- Yu-Gi-Oh! Championship (November 17-18)
- Los Angeles County Women's Leadership Conference (November 29)
- CA Science Education Conference (November 30-December 2)
- Edlen Electrical: The Power People (December 3-5)
- Play & Language: The Roots of Literacy (December 6)
- The Wonderful Winter of Oz (December 15-30)
- Sharpe Hierarchy Meeting (December 12)
- Live on Green (December 28-31)



Featured Story

AMERICA'S GOT TALENT RETURNS

The popular variety competition series “America’s Got Talent” returned to the Pasadena Civic Auditorium with its new spin-off, “America’s Got Talent: The Champions.” After three consecutive years as home to the original series’ auditions, the historic venue continues to shine brightly upon Pasadena as an entertainment destination for Hollywood shows and guests alike. The new show will feature the most incredible and memorable acts from previous seasons ready to wow America all over again. Top performers from seasons past will compete for a chance to win the first-ever “Got Talent Champion” title. The show will also include favorites from other global “Got Talent” franchises, spanning 184 countries.

7 LIVE TAPINGS

PROMOTING THE DESTINATION

Your CVB at Work

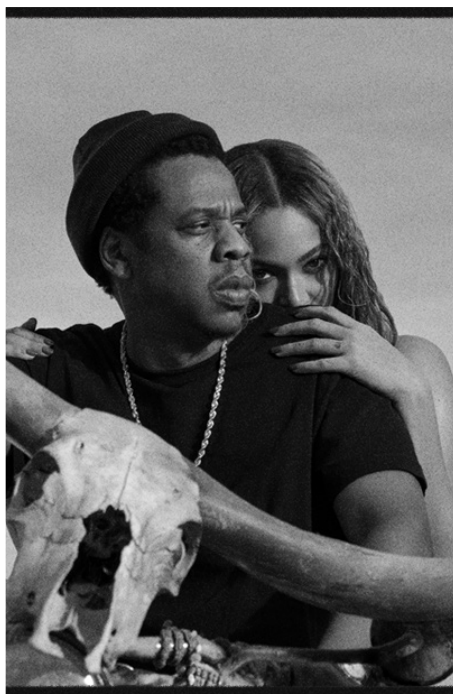
The PCVB sales team attended tradeshow and events across the U.S. to develop relationships with meeting planners and generate leads.

- ASAE, August 18-21, Chicago
- Connect Marketplace, August 25-25, Salt Lake City
- Destinations International Visitor Services Summit, September 23-25, Monterey
- eTourism Summit, October 9-12, San Francisco
- Connect Medical | Tech, October 14-15, Las Vegas
- IMEX America, October 16-18, Las Vegas



MEDIA FAM OTR TOUR

In September, the Communication team hosted top-tier journalists from national publications such as Architectural Digest, Sunset, Coast and Delta Airline's in-flight magazine Delta Sky. The journalists and their guests were treated to a weekend filled with various activities highlighting Pasadena's art, culture, growing dining landscape and the OTR II concert at the Rose Bowl Stadium.



DELTA SKY MAGAZINE

Paid Media Coverage

The Marketing Team sponsored a profile in Delta Sky Magazine to showcase the City of Pasadena's thriving hotels, tourist attractions, entertainment, districts and businesses. The special section will be featured in the November 2018 issue and will help attract visitors and talent to Pasadena. The profile will fly on board Delta Air Lines' 15,000 daily worldwide flights and delivers our story to more than 6.3 million monthly readers.





To read more about some of the media events, visit [Travel Industry Today](#) and [Travel Press](#).

VISIT CALIFORNIA SAN FRANCISCO MEDIA RECEPTION - OCTOBER 9

PR Efforts

On October 9, Williams also participated in Visit California's San Francisco Media Reception in which 75 of the region's top journalists, bloggers and influencers attended. With other California DMO's in tow, Williams met with attendees to discuss Pasadena's rich history and more.

"The Los Angeles suburb feels worlds away from uppity Hollywood and features great hikes, gorgeous gardens and a yummy brunch scene."
Deanne Revel, Travel Channel

IN THE NEWS

Media Placements

Most recently, the Communications team worked with a variety of national journalists who profiled the city in publications such as Budget Travel, LA Times, Los Angeles Magazine, Washington Post, Travel Channel, MomsLA and more.

"With world-class arts institutions, an array of delicious places to eat and drink, and a splash of Hollywood-adjacent glamour, [Pasadena is] an ideal urban escape for Angelenos—and everyone else, too." Maya Stanton, Budget Travel

VISIT CALIFORNIA CANADA MEDIA MISSION

PR Efforts

From September 30 to October 5, Visit Pasadena's Communication Manager, Crystal Williams participated in Visit California's Canada Media Mission where she met with over 100 journalists about why Pasadena is a must see destination. The meetings took place in Toronto, Montréal, Calgary and Vancouver, resulting in several promising editorial stories.

Featured Story

ANNUAL REPORT RECAP

41,144 ROOM NIGHTS BOOKED

45 SITE VISITS
[33% YOY GROWTH]

77.3% OCCUPANCY

\$146.52 REVENUE PER AVAILABLE ROOM

\$189.61 AVERAGE DAILY RATE



20 MEDIA HOSTED
[23% YOY GROWTH]

779,200 PAGEVIEWS ON VISITPASADENA.COM

49,000 SOCIAL MEDIA FOLLOWERS



420,000 ATTENDEES VISITED THE PASADENA CONVENTION CENTER AND CIVIC AUDITORIUM

322 EVENTS AT PCOC FACILITIES

4 MAJOR BROADCASTED EVENTS



NAACP Image Awards, America's Got Talent, Daytime Emmy Awards, and A Prairie Home Companion

My Pasadena *An Insider's Perspective*



As a fifth generation Pasadenian, my family has been around for a while. Currently serving my third year as Councilmember for the First District, Pasadena has been my home since birth and is where my wife and I are raising our daughter, Peyton. Pasadena is a unique destination that has a big city feel, with a small town vibe. The connection amongst the members of the Pasadena community is special and it is something you aren't likely to find in any of our surrounding cities. When I'm not in the office, I enjoy working out along the Arroyo Seco because it's perfect for fitness enthusiasts like myself. You can swim, run, hike, play frisbee golf, and find your target with archery. I also love hidden gems like Sidewalk Café on North Los Robles and for a special treat, the brisket from Rodney's Ribs (truck) is a must.

Councilmember, Tyrone Hampton

LYTHGOE FAMILY PANTO IN THE CIVIC AUDITORIUM

Reviving the Arts and Theatre

With the fall season upon us, the Lythgoe Family Panto will once again return to the Pasadena Civic Auditorium with its newest production, *The Wonderful Winter of Oz*, December 15-30. This is the second year in a row Lythgoe Family Panto will showcase a family-friendly musical at the historic venue. This year's production will include Mackenzie Ziegler as Dorothy, Kermit the Frog as the Wizard, and Marissa Jaret Winkour as Glinda.

For more information about the Pasadena Civic Auditorium and to purchase tickets to *The Wonderful Winter of Oz*, visit thepasadenacivic.com



60 YEARS OF SPACE EXPLORATION CAMPAIGN

The Pasadena CVB continues to promote Pasadena as a premier scientific meetings destination leveraging the rich history of space exploration in Pasadena. The CVB commissioned art by space mission designer, Thomas Rhomer of Chop Shop Studio. The piece celebrates 60 years of exploration in Pasadena and features Explorer I, Cassini, Voyager, and Mars Curiosity Rover space missions.



Pasadena Convention and Visitors Bureau

Jeanne O'Grady Goldschmidt, *Executive Director*
Christine Susa, *Director of Marketing & Communications*
Crystal Williams, *Communications Manager*
Jessica Yeh, *Marketing Specialist*

Pasadena Center Operating Company

Michael Ross, *Chief Executive Officer*

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Paul Little, *Pasadena Chamber of Commerce*
Louisa Nelson, *Attorney at Law*
Blair Salisbury, *El Cholo*
Carl Sprayberry, *The Westin Pasadena*

Our Mission

To promote Pasadena as a meeting and travel destination in an effort to maximize economic impact through the development of meetings, conventions, entertainment events and tourism by providing professionally managed facilities and first-class service.

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