



PASADENA
CONVENTION & VISITORS BUREAU

Newsletter
October - November 2019

From the Executive Director

Greetings,

With the fall season in full swing, Pasadena will soon start to transform into a season full of festive décor and cheers for Halloween and Thanksgiving. We are excited for all the events taking place this Fall, especially those at the convention center and civic auditorium.

After a successful 2018 Tourism Business Improvement District (TBID) renewal, we've completed a full year under the new agreement which will be reflected in our FY2019 Annual Report. The report highlights the efforts by the Pasadena Convention & Visitors Bureau to promote Pasadena as a premier destination for meetings and travel.

We also recently, and successfully, hosted the first annual LightBox Expo at the convention center where over 7,500 people attended the three-day event featuring 250 of the best artists in animation, illustration, live action and gaming industries for the ultimate celebration of art. We are excited to announce that LightBox Expo will once again return to the convention center September 11-13, 2020.

As always, we appreciate your continued support.

Jeanne Goldschmidt



Upcoming Convention Center & Civic Auditorium Events

Los Angeles Building Expo (Oct. 2)
 Women's Health Annual Visit (Oct. 4)
 Disco International, Inc. LA Career Fair (Oct. 5)
 Pop Katoons (Oct. 5-6)
 Southern California Design Show (Oct. 9-10)
 Crystall Ball Dinner Gala (Oct. 12)
 Somar Girls Wrestling Tournament (Oct. 13)
 Wescom Credit Union (Oct. 14)
 Pasadena Unified School District College Fair (Oct. 15)
 Green CA Schools & Colleges Summit (Oct. 16-17)
 Occupational Therapy Assn. of CA (Oct. 17-20)
 State Bar of CA First Year Exam (Oct 21-22)
 City of Pasadena Preventing Workplace Harassment Training (Oct. 23, Nov. 13)
 CA Library Assn. Conference (Oct. 24-27)
 Medi-Cal Provider Seminar (Oct. 29-30)
 Contemporary Crafts Market (Nov. 1-3)
 Craftsman Weekend Furnishings and Decorative Arts Sale (Nov. 2-3)
 NAESA Assn. of International Educators (Nov. 5-8)
 Tablescape Design Competition (Nov. 9)
 Toon Con (Nov. 10)
 STITCHES (Nov. 14-17)
 Institute of Heating and Air Conditioning Industries (Nov. 20)
 LA County Women's Leadership Conference (Nov. 21)
 Yu-Gi-Oh! Championship (Nov. 23-24)



Featured Story

MEDIA FAM CANADA/USA

In August, the Communications team welcomed journalists from Canada and Southern California to experience a mid-week trip to Pasadena, showcasing the city's laidback vibes, delicious fare and beautiful arts and culture. The press trip started with a walking tour of the city focusing on Old Pasadena, the Civic Center and Playhouse districts architecture and history. To cool down, they were treated to a property tour of The Langham Huntington, Pasadena followed by afternoon tea at the historic hotel. During their free time, journalists explored the Norton Simon, The Huntington Library, Art Collections and Botanical Gardens, Fenyes Mansion and the Pasadena Tournament of Roses headquarters. Aside from partaking in many of Pasadena's well-known restaurants, the group enjoyed attending the Rolling Stones concert before departing for home.

WOMEN'S WORLD CUP SOCCER MATCH CLIENT EVENT

CVB Sales

The Pasadena CVB Sales and Marketing & Communications team entertained a handful of clients at the Women's World Cup Champions Victory Tour that kicked off at the Rose Bowl Stadium on August 3rd. The two-hour match against the Republic of Ireland was a great chance to celebrate the U.S. Women's National Team's momentous 2019 FIFA Women's World Cup win, surrounded by 30,000 cheering fans.



CONVENTIONS AND TRADESHOWS

Sales efforts

The Pasadena CVB Sales and Marketing teams attended the following conventions and events to promote Pasadena.

- Destinations International Annual Convention, St. Louis, MO
- CalTravel Summit, Downtown LA
- ASAE Annual Meeting & Expo, Columbus, OH
- Connect Expo, Louisville, KY
- IMEX Expo, Las Vegas, NV

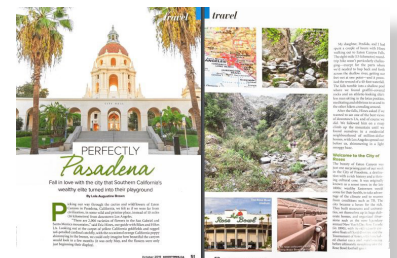


EARNED MEDIA COVERAGE

Media placements

In the August 2019 issue of Smart Meetings magazine, Pasadena was featured in "Find Your Southern California Groove." A six-page story about music venues that double as event space. We are thrilled Pasadena took up 2 ½ pages of this wonderful piece, which includes many of our welcoming partners such as the Rose Bowl Stadium, Boston Court Performance Arts Center, Hotel Constance Pasadena, The Langham Huntington, Pasadena and Hyatt Place Pasadena.

In the same light, Prevue magazine's "California Flavors" focused on culinary offerings for MICE groups who seek the best experiences and restaurants during meetings and conferences. The CVB's Jeanne Goldschmidt championed Pasadena's growing culinary scene, and the 10-year anniversary of the convention center.





VISIT CALIFORNIA MEDIA MISSION IN UK/ IRELAND

Marketing efforts

Visit Pasadena joined a delegation of 30 U.S. destinations for a five-day mission to England, Scotland and Ireland to develop important media relationships with influential in-market travel writers and influencers. The PR track featured media workshops, meetings and networking opportunities with 120 international travel media.

TOURISM PARTNER MEETING

Success and innovations

The Marketing and Communications team hosted a citywide tourism partner meeting to share travel trends, market insights and its accomplishments to develop awareness of Pasadena. The PCVB gave an overview of its marketing plan and strategy to grow tourism to Pasadena.

EARNED MEDIA COVERAGE

Media placements

- Smart Meetings
- Delta Sky
- Prevue
- Facilities & Destinations
- USA Today 10Best (Restaurants and Attractions)



PAID MEDIA

Media placements

Four advertisements were placed over the summer to keep Pasadena top of mind.

- AAA Westways
- Visit the USA Travel Guide
- Amtrak National
- Los Angeles Magazine

Featured Story

LOS ANGELES TOURISM OUTLOOK FORUM

The PCVB attended the Los Angeles Outlook Forum which shared the latest industry trends, hotel and tourism market insights. In the travel industry, top trends include a focus on wellness, unique culinary experiences, shopping tourism, micro-trips, and local experiences at meetings. Top travel personas to target include millennial families, generation z, and active seniors.

Market Insights:

- The US economy is forecasted to grow 2.4% in 2019. Market figures are forecasting a slow down or recession in 2020.
- Overnight visitation in Los Angeles is estimated to increase +1.8% in 2019, and reach 33.4 million, including 25.9 million domestic overnight visitors and 7.5 million international visitors.
 - Domestic overnight visitation is estimated to grow +2.2% in 2019 and +1.9% in 2020.
 - International visitation is estimated to grow +0.6% in 2019 and +2.7% in 2020.
- In Los Angeles, new hotel supply continues to grow with 107 new properties in the pipeline (2019-2022) with over 16k total rooms. Homesharing also continues to grow representing 18.7% of total room demand (17% YOY growth).

My Pasadena

An Insider's Perspective

As the National Sales Manager for the Pasadena Convention & Visitors Bureau, my role is to promote Pasadena as a leading destination for conventions and meetings to a select clientele of national associations and corporations. Ultimately, I am responsible for identifying, developing, and successfully booking these events in the Pasadena Convention Center and Civic Auditorium, as well as driving hotel room-night production to our city's hotels. Most of my work is relationship-driven, and since many of my clients put a premium on personalization, my value lies in my ability to successfully serve as a local advocate, impartial resource and trusted consultant.



Since I was born and raised in Pasadena, I can easily say that my favorite thing about Pasadena is that it's home. As the oldest city in LA County, except for the city of Los Angeles, Pasadena has not only embraced its history, but sees the value in preserving it. For example, most people are surprised to learn that 10 percent of the city is historically designated (on the National Register of Historic Places), comprised of 16 historical districts and over 1,000 buildings across a modest 23 square miles. I believe this architectural legacy and historic integrity is not only a cornerstone of what makes Pasadena a cultural focus in Southern California, but also a major distinguishing characteristic in comparison to its neighbors in the region.

While it's true that Pasadena's cultural side is reflected in its landmark theaters, the smallest entertainment venue is the one that always leaves the biggest impression for me. The famous Ice House Comedy Club has been sharing laughs as one of the country's very first comedy clubs since the 1960's. The club has earned its legendary reputation in comedy, not only because every legendary comedian has performed live sets here over the years, but because it continues to be a popular stop on the stand-up circuit for headliners. The Blu Bar at the Hotel Constance Pasadena is also a favorite hang-out of mine. The small, but inviting, lobby lounge is a perfect place to relax with a craft cocktail and live jazz, which is offered nightly. And while I'd love to keep it to myself, the best hidden gem in Pasadena is The Cellar. The speakeasy-like entrance sets the tone... you can find it on Colorado Blvd. near the Vans and Lush stores in Old Pasadena. It's like setting foot in a private wine library, where the intimate atmosphere, sophisticated wine list, impressive charcuterie selection, and the friendly and knowledgeable staff make for a special experience.

Taylor Fry
National Sales Manager, Pasadena Convention and Visitors Bureau

SHOWS/MOVIES THAT HAVE FILMED IN PASADENA

Known for its historical landmarks and Tournament of Roses parade, Pasadena is also home to many of Hollywood's award-winning films and TV show locations. By taking a closer look, fans will recognize the Gamble House where Doc. Brown worked on his creations in the Back to the Future films; the historical Castle Green (My Fair Lady); and the Langham Huntington, Pasadena where Saving Mr. Banks featuring Tom Hanks was filmed. Music icon Whitney Houston filmed her famous song, "I Will Always Love You" as seen in The Bodyguard at the Raymond Theater. For those with a keen sense of humor, Pawnee's very own "Parks and Recreation" took place at Pasadena's City Hall, along with Keanu Reeves' A Walk in the Clouds, Eddie Murphy's Beverly Hills Cop and several other fan-favorite films. The hit comedy series, "The Big Bang Theory" fictionally called Pasadena home for 12 years as well. Lastly, the award-winning TV series "Mad Men" found its home for Don and Betty Draper in Pasadena.



Pasadena Convention and Visitors Bureau

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

Pasadena Center Operating Company

Michael Ross, *Chief Executive Officer*

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Louisa Nelson, *Attorney at Law*
Blair Salisbury, *El Cholo*

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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