

# PASADENA CONVENTION & VISITORS BUREAU

## TOURISM STIMULUS PLAN



### TOURISM OVERVIEW AND OUTLOOK

The travel industry is a critical economic engine in Pasadena. Each year, over 3.5 million visitors arrive in Pasadena generating \$700 million visitor spending and injecting over \$120 million in state and local tax revenues. The tourism industry supports over 6,000 local jobs and is the eighth largest employer in the Pasadena (Tourism Economics).

The COVID-19 pandemic brought the tourism industry to a standstill with catastrophic declines in 2020 & 2021 compared to 2019. No sector within our industry has been unaffected and travel and tourism in every community across the country has suffered.



The industry is not expected to fully recover until 2024. Analysts forecast travel demand to return to pre-pandemic levels in late 2023, and for revenue per available room to reach full recovery in 2024 (Tourism Economics).

“The next stage of the U.S. travel recovery has commenced,” said Adam Sacks, president of Tourism Economics. “An effective vaccine rollout and generous fiscal stimulus will drive the fastest single-year economic expansion in nearly 40 years. Leisure-travel demand is gathering strength, with substantial recovery in sight for many markets.”

Leisure travel is expected to rebound first in 2021, starting in Q2 and building through the course of the year. As vaccinations across the country continue to progress, cases decline, and restrictions loosen locally, leisure travel optimism is powering forward. Nearly 70% of Americans now say they are ready to travel, 62% say they will take a leisure trip this summer saying they feel safe traveling outside of their community. Travel bookings and reservations are increasing, as is daydreaming and trip planning (Destination Analysts).

### RECOVERY REQUIRES SUPPORT

Tourism is essential to the economy, providing an indispensable source of job creation. It is a resilient industry that can support our nation, state, and local economies. Tourism has shown to be one of the fastest industries to recover in the aftermath of a crisis and its reactivation will help restore jobs and businesses. Visit Pasadena is preparing plans for programs to drive visitor spending and get Pasadena back to work quickly.

**At the state level, we have seen \$95M committed to Visit California and the City of Los Angeles has committed \$5M to LA Tourism in marketing stimulus dollars.**

**If provided with marketing stimulus dollars, Visit Pasadena could immediately invest in a robust tourism recovery campaign. This would allow us to bring back full-time positions earlier than budgeted, as well as market and advertise Pasadena as being open and ready to welcome back tourism to our vibrant destination. This effort would deliver much-needed revenue to our hotels, restaurants, attractions and retail.**



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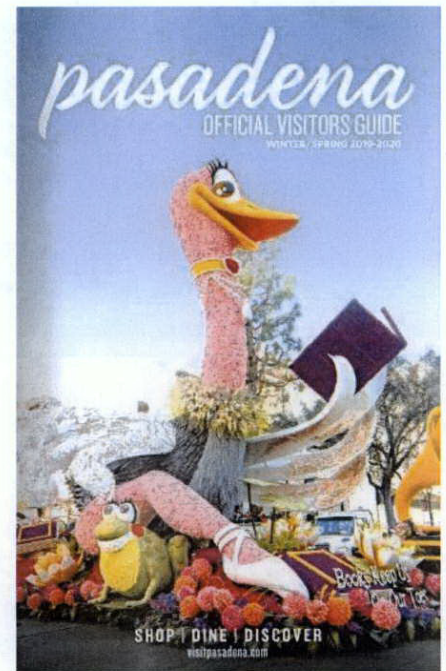
### TOURISM STIMULUS PLAN

Visit Pasadena has developed a Tourism Recovery Plan (Marketing Plan) with a strategic leisure and group marketing campaign focused on drive market and short-haul domestic travelers to support destination recovery, increase hotel business, and bring much needed visitors to museums, restaurants and retail.

With an additional investment from the City of Pasadena, below are a few opportunities Visit Pasadena would be able to optimize quickly and get Pasadena back into the market and stimulate the economy in time for Summer and Fall travel seasons.

#### Pasadena Official Visitors Guide

The Pasadena Official Visitors Guide is a high-quality publication. This year the guide will prominently feature the Rose Bowl on its cover and will showcase our Pasadena restaurants who have been severely impacted during the pandemic. Visitors can explore all the Pasadena has to offer including local events, attractions, districts, restaurants and retail. The guide is polybagged with Los Angeles Magazine and Pasadena Magazine and is distributed in local regional airports, welcome centers, hotels throughout Los Angeles, and to meeting attendees.



#### Expedia Media Campaign

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



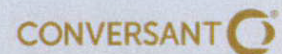
#### Tripadvisor Media Campaign

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



#### Sojern Media Campaign

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



#### Epsilon Conversant Media Campaign

Reach high-value visitors across their devices utilizing advanced AI. Conversant measures the impact of marketing dollars within the destination.



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## Visit California

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



## Discover Los Angeles

Leverage any Los Angeles Tourism & Convention Board co-op opportunities if available. They recently launched a LA ♥ Advertising Co-op with other Los Angeles destinations to drive bookings for hotels. They also launched a "Comeback" recovery advertising campaign.



## Streetlight Banner Campaign

Develop a local streetlight banner campaign that brightens and activates the city's main thoroughfares showcasing the city's dynamic shopping and dining experiences for visitors and locals.



## dineLA

Utilize the popular dineL.A. program to support local restaurants with a dedicated e-mail blast to 52k subscribers.



## Buxton Media Campaign

Using Buxton's Predictive Marketing Model, identify which customers to target and place marketing messages in front of these customers.



## Digital Outdoor Billboards

Bulletin and digital billboards in a few strategic locations along highways and primary arteries in Los Angeles and surrounding drive markets.

Location possibilities: Coachella/Palm Springs, Ventura, Santa Clarita, San Diego, 210 Pasadena



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STAFFING (6 months funding)	Cost
Add back (3) Full-time positions earlier than budgeted: Sales and Marketing Coordinator, Destination Services Manager and CVB Sales Manager	125,000
<b>STAFFING TOTAL</b>	<b>125,000</b>

MARKETING OPPORTUNITIES	Cost
<b>Digital Advertising</b>	
Tripadvisor	10,000
Expedia	30,000
Sojern multi-channel direct to active travelers	15,000
Epsilon-Conversant (conversions and economic impact)	50,000
Buxton targeted to potential and returning visitors display and video	35,000
Visit California advertisement (e-mail newsletter)	8,500
Visit California Website	6,500
Discover Los Angeles Co-Op	15,000
dine L.A. advertisement (e-mail newsletter)	5,000
<b>Print Advertising</b>	
Pasadena Official Visitors Guide	50,000
Visit California Visitors Guide Print Ad	25,000
AAA Westways Co-Op Ad	20,000
Los Angeles Magazine, Shop Small Dine Local Ad (TBD)	15,000
Los Angeles Visitors Guide Print Ad	10,000
<b>Outdoor Advertising</b>	
Outdoor Digital Billboards	40,000
Local Streetlight Banners Campaign	15,000
<b>MARKETING OPPORTUNITIES TOTAL</b>	<b>350,000</b>

<b>STIMULUS RECOVERY PLAN TOTAL</b>	<b>\$475,000</b>
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