PASADENA CENTER OPERATING COMPANY
FY26 ANNUAL REPORT



PASADENA
CENTER OPERATING COMPANY



LETTER FROM THE CHAIR



Dear Colleagues and Friends,

Pasadena thrives because of its people, ideas, and experiences. The Pasadena Center Operating Company is proud to help unite the community through events, performances, recreation, and tourism. While each of our four entities has a distinct role, together they make Pasadena a vibrant place to live, work, and visit.

Our impact extends beyond our facilities. Visitors support local hotels, restaurants, and shops, while our venues and programs offer residents opportunities to connect, learn, and enjoy Pasadena. PCOC helps create experiences that attract people to Pasadena and encourage them to return.

I appreciate the staff, leadership, and board members, and community partners whose dedication makes our work possible. PCOC relies on collaboration and shared commitment to our city's well-being. Their efforts deserve recognition.

Looking ahead, I am optimistic about what we can achieve together. Pasadena offers much, and PCOC plays a key role in building on these strengths. Thank you for your continued support and for contributing to Pasadena's future.

With love and gratitude,

Board Chair
Pasadena Center Operating Company

LETTER FROM THE CEO



Dear PCOC Partners and Supporters,

I value the diverse work our team undertakes at the Pasadena Center Operating Company. On any given day, we may prepare for a major convention, host a television production, assist visitors planning their trips, or open the ice rink for public skating. While each operation has unique demands, all reflect our commitment to serving the community and our guests.

This year, the Pasadena Convention Center hosted 185 events and welcomed 335,000 attendees, ranging from scientific and professional conventions to consumer events such as American Astonomical Society, Seismological Society of America, and LightBox. This variety demonstrates Pasadena's appeal as a destination for diverse groups.

The Civic Auditorium experienced a busy year, hosting America's Got Talent live shows and finale, as well as the Daytime Emmy Awards and NAACP Image Awards. The Distinguished Speaker Series, The Nutcracker, concerts, and school graduations also brought audiences to our venue. The Civic's versatility continues its longstanding tradition in Pasadena.

The Pasadena Ice Skating Center welcomed over 50,000 skaters this year. Through public sessions, classes, private events, and hockey leagues for all ages, the rink continues to grow in participation, memberships, and rentals, underscoring its significance in the community.

Visit Pasadena continued to promote the city and attract visitors. Highlights included securing the 2026 Hemmings Great Race finish line at City Hall, expanding international marketing ahead of major sporting events, and earning recognition for destination marketing. These efforts support local hotels and businesses that rely on tourism.

Our staff and leadership team work diligently to ensure every event and visitor experience runs smoothly. I appreciate their professionalism and dedication, often behind the scenes. I am also grateful to our Board and partners for their ongoing support.

In the coming fiscal year, we will focus on maintaining our facilities, supporting our teams, delivering positive experiences, and making sound decisions for the organization's future. I am confident our team will meet new challenges and opportunities successfully.

Thank you for being part of the Pasadena Center Operating Company and for your continued support.

Sincerely,

Michael Ross
Chief Executive Officer, Pasadena Center Operating Company



FY26 BOARD

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Tyron Hampton
Chair

Kim Burbank
Vice Chair

Phil Hosp
Secretary

Pat Amsbry
Treasurer

AT LARGE

Joan Aarestad
At Large

Scott Boone
At Large

Richard Bussiere
The Langham Huntington, Pasadena

Joseph Co
Hyatt Place Pasadena

David Eads
Tournament of Roses

Charles Fusco
Hilton Pasadena

Marlon Gonzalez
Hotel Dena

Katie Green
Courtyard by Marriott Los Angeles Pasadena/Old Town

David Klug
City of Pasadena

Eleanor Lee
At Large

Jeff Michael
At Large

PCOC EXECUTIVE STAFF

Michael Ross
Chief Executive Officer

Kristin McGrath
Executive Director, Visit Pasadena

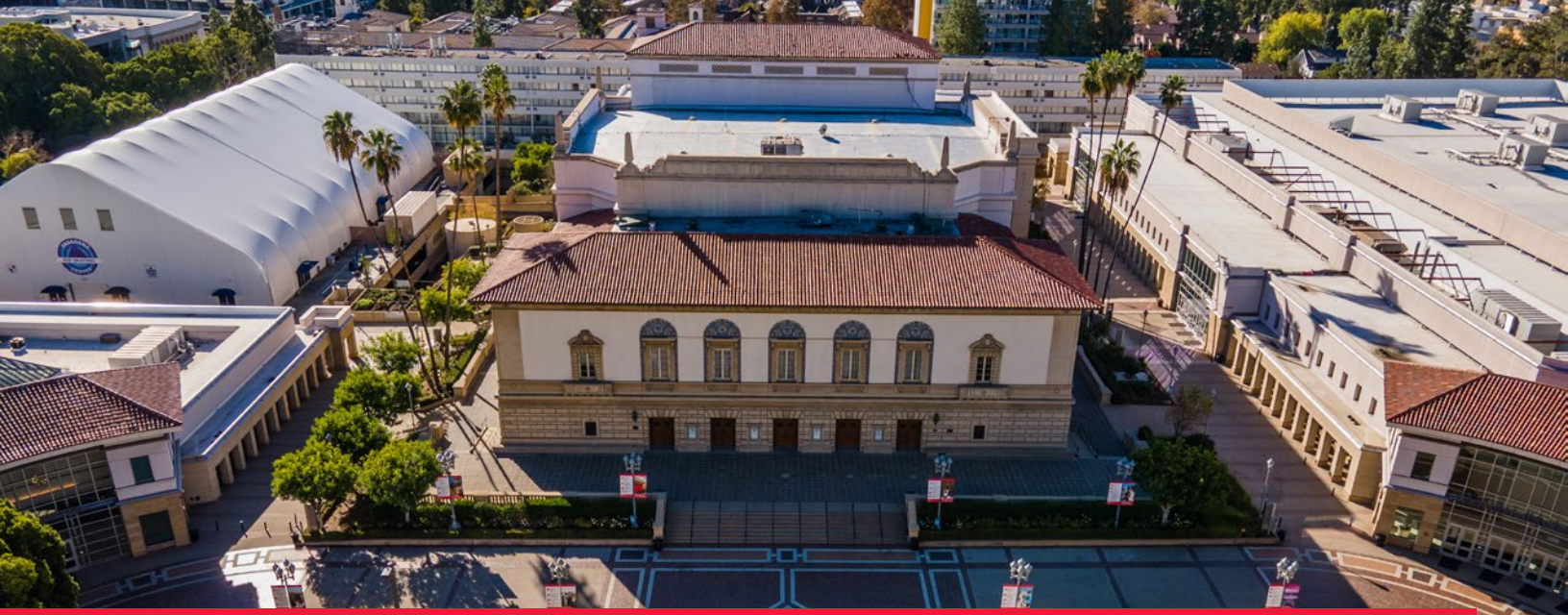
Naz Sabripour
Executive Director, Pasadena Convention Center

Christine Susa
Director of Marketing & Communications

Margie Christ
Director of Human Resources

Eric Happe
Director of Finance





PCOC FY26 ACCOMPLISHMENTS

PASADENA CONVENTION CENTER

185 events
335,000 attendees

3.93/4.00
client customer satisfaction score

CIVIC AUDITORIUM

184 event use days
57 events and productions

ICE SKATING CENTER

54,391 public session skaters
4,300 skating school registrations

VISIT PASADENA

44,359
room nights booked

104,000 social media followers
2.4M website pageviews
41 earned media coverage



CONVENTION CENTER

EVENTS

From industry leaders and scientific organizations to educators, entrepreneurs, creators, and passionate fan communities, the Pasadena Convention Center welcomed an extraordinary range of people and ideas this year.

The state-of-the-art Pasadena Convention Center hosted 185 events and welcomed 335K attendees, bringing conventions, trade shows, consumer events, association meetings, corporate programs, and special events to the heart of Pasadena.

The year demonstrated the Convention Center's versatility and broad appeal. Leading organizations in science, education, technology, professional development, and business selected Pasadena for their meetings, while signature consumer events including CatCon, Monsterpalooza, Anime Pasadena, LightBox Expo, and the Golden State Tattoo Expo drew enthusiastic audiences from throughout Southern California and beyond.

185
events

335K
attendees



SCIENCE, TECHNOLOGY & PROFESSIONAL

- American Astronomical Society (AAS)
- American Society for Metals (ASM) International
- California Stormwater Association
- Seismological Society of America
- Southern California Linux Expo (SCALE)
- U.S. National Committee on Theoretical and Applied Mechanics (USNCTAM)

FILM, TV, ENTERTAINMENT

- America's Got Talent
- LightBox Expo 2025
- Society of Motion Picture and Television Engineers (SMPTE) Media Technology Summit

EDUCATION, COMMUNITY & ASSOCIATIONS

- ALS Network
- American Youth Soccer Organization (AYSO)
- California Association for the Education of Young Children (CAAEYC)
- California School Nutrition
- California State Bar
- DeafNation Expo
- KIPP Schools
- Mathematics in PLC (Professional Learning Community)
- Western Association for College Admission Counseling (WACAC)

CONSUMER & CULTURAL EVENTS

- Anime Pasadena
- Barbershop Harmony Society Convention
- CatCon
- DesignerCon
- Golden State Tattoo Expo
- Groom Expo West (2 shows)
- Monsterpalooza







CUSTOMER SERVICE

The Pasadena Convention Center's team of event professionals and service providers consistently delivered exceptional service to clients, achieving a customer satisfaction score of 3.93 out of 4.00. These outstanding survey results serve as concrete evidence of PCOC's unwavering dedication to excellence.

3.93/4.00
client satisfaction rating

CIVIC AUDITORIUM

For more than nine decades, the historic Pasadena Civic Auditorium has been a celebrated part of Southern California's arts and entertainment landscape. Today, the Civic continues to build on that legacy as a sought-after venue for television productions, award shows, concerts, comedy, community events, and graduation ceremonies.

This year brought an exceptional lineup of productions and performances to the Civic. America's Got Talent returned for the Season 20 Live Shows and Finale, followed by Season 21 auditions. The Civic also welcomed the 52nd Daytime Emmy Awards and the 57th NAACP Image Awards, which utilized the broader Pasadena Civic Auditorium and Convention Center campus.

The Distinguished Speaker Series continued its successful run, regularly drawing audiences of more than 2,000. The Nutcracker returned for two nearly sold-out performances, further establishing the Civic as a regular stop on the production's tour schedule.

The Civic also served as a community gathering place. A Concert for Altadena brought together artists including Stephen Stills, Brandon Flowers, Everclear, and Ozomatli in support of Altadena following the Eaton Fire. The venue continued its longstanding role as a premier location for commencement ceremonies serving Pasadena Unified School District, Los Angeles Unified School District, and area colleges.

184
event use days

57
events and productions









COURTESY OF NATAS; VISIT PASADENA; NAACP; BETHANN GREENBERG



A YEAR ON THE CIVIC STAGE

Notable events and productions included:

- America's Got Talent Season 20 Live Shows and Finale
- America's Got Talent Season 21 Auditions
- 52nd Daytime Emmy Awards
- 57th NAACP Image Awards
- Distinguished Speaker Series
- The Nutcracker
- My Favorite Murder
- Wendy World Tour
- Tom Segura: Come Together Tour
- The Mars Volta
- A Concert for Altadena
- An Evening with Gabor Maté: The Myth of Normal
- Naturalization Ceremonies
- Pasadena Unified School District Graduations

INVESTING IN PASADENA'S LANDMARKS

The Pasadena Center Operating Company (PCOC) continued investing in its facilities to preserve Pasadena's historic landmarks, enhance the guest experience, and attract premier events.



FACILITY IMPROVEMENTS

PCOC completed Phase 3 of the Pasadena Civic Auditorium Restoration Project, including waterproofing improvements to the East Terrace and Plaza and replacement of four exterior stairways and handrails.

The Civic Auditorium also received a City of Pasadena Historic Preservation Award for the restoration of its historic façade and plaza, recognizing PCOC's commitment to preserving this treasured landmark.

COMMITMENT TO SUSTAINABILITY

75.77
tons of waste diverted from landfills

ENERGY-EFFICIENT IMPROVEMENTS

The Conference Center received upgraded lighting controls through a modern Lutron system, improving operational efficiency and functionality.



SHOWCASING PASADENA TO INDUSTRY PEERS

The Pasadena Convention Center welcomed the International Association of Venue Managers (IAVM) Region 7 Conference and Oak View Group Hospitality Impact Summit.

These gatherings brought venue and hospitality professionals to Pasadena for education, networking, and collaboration while showcasing the Convention Center's facilities, exceptional service, and operational excellence.

COMMUNITY IMPACT

From supporting wildfire recovery to celebrating global sporting events, PCOC brought the community together through memorable experiences that extended its impact beyond the walls of its venues.





EVENT IMPACT: CONCERT FOR ALTADENA

The Concert for Altadena demonstrated the power of live events to make a lasting difference. Proceeds from the sold-out benefit concert at the Rose Bowl Stadium supported a $500,000 grant from the Altadena Builds Back Foundation to The Change Reaction, providing remediation and repair assistance to families impacted by the Eaton Fire.

The concert united audiences, artists, and community partners in support of Altadena's recovery.

$500,000
grant supporting Eaton Fire survivors



FIFA WORLD CUP WATCH PARTIES

PCOC brought the excitement of the FIFA World Cup to the heart of Pasadena with community watch parties at the Pasadena Civic Plaza.

Drawing more than 5,000 attendees, the events transformed the plaza into a vibrant gathering place where fans celebrated the world's biggest sporting event while connecting with their community.

5,000+
Watch Party Attendees



LEADERSHIP & COMMUNITY SERVICE

POLICE AND CITIZENS AWARD

The Pasadena Convention Center was honored by the Pasadena Police Department at its 5th Annual Police and Citizens Awards Ceremony in recognition of its service to the community during the Eaton Fire.

For several weeks following the fire, the Convention Center served as an emergency shelter and support site for residents displaced from their homes. Working in close partnership with the Pasadena Police Department, City of Pasadena, and numerous community organizations, the facility provided a safe and welcoming environment where residents could access shelter, essential resources, information, and support services.

The recognition reflects PCOC's commitment to serving Pasadena not only as a gathering place for events and visitors, but also as a vital community resource during times of need.

UNION STATION HOMELESS SERVICES THANKSGIVING IN THE PARK

PCOC continued its longstanding commitment to supporting the Pasadena community through partnerships, volunteerism, and service.

The Pasadena Convention Center, in partnership with exclusive food and beverage provider Oak View Group Hospitality, hosted its 13th annual turkey carving in support of Union Station Homeless Services' Thanksgiving meal program.

Staff and volunteers prepared 250 turkeys, which were distributed as reheatable meals for local families and served during a community Thanksgiving feast at Union Station's Adult Center in Pasadena. The annual tradition reflects PCOC's commitment to giving back and helping address food insecurity in the community it serves.



DEVELOPING THE NEXT GENERATION OF HOSPITALITY PROFESSIONALS

PCOC continued to invest in the future of the hospitality and events industry by providing students with opportunities to learn firsthand about careers in tourism, venue management, and event operations.

HIGH SCHOOL SUMMER INTERNSHIP

Supporting local youth development, the Pasadena Convention Center welcomed a Pasadena Unified School District student for a summer internship in partnership with the Light Bringer Project.

The internship provided hands-on exposure to the events and hospitality industry, giving the student an opportunity to learn about venue operations, event management, and the teamwork required to successfully operate a major public assembly facility.

COLLINS COLLEGE OF HOSPITALITY MANAGEMENT

The Pasadena Convention Center and Visit Pasadena welcomed students and faculty from the Collins College of Hospitality Management at Cal Poly Pomona on March 18 for a behind-the-scenes look at Pasadena's hospitality and tourism industry.

Students toured the Convention Center and learned about venue operations, destination marketing, and the wide range of career opportunities available within the hospitality industry. The visit provided an opportunity for PCOC professionals to share their expertise and help inspire the next generation of hospitality leaders.

PASADENA ICE SKATING CENTER

The Pasadena Ice Skating Center consistently delivered impressive results across all sessions, and surpassed expectations with increased participation in rink sessions, memberships, and private rentals. The rink drew more than 50,000 skaters last year for public sessions. The "Coolest Place in Pasadena" maximizes its facility usage with daily public sessions, year-round group classes for figure skating and hockey, private lessons, birthday parties, youth and adult hockey leagues, private rentals, and a plethora of other activities.

- 817 private rentals
- 1,400 room rentals
- 15,839 figure skating rink session registrations
- 3,055 hockey rink session registrations
- 54,391 public session admission
- 31,030 skate rentals
- 228 memberships sold



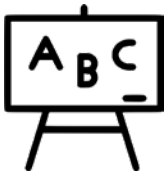
54,391
public session skaters

HOCKEY ADULT LEAGUE

- 28 teams across 3 seasons
- 324 spring players
- 315 summer players
- 335 fall players

SKATING SCHOOL GROUP CLASSES

- 4,300 total skaters across five skating school semesters
- 901 spring skaters
- 684 summer skaters
- 836 fall skaters
- 920 winter skaters
- 981 early spring skaters



4,300
skating school registrations

SPECIAL EVENTS

- 46th Pasadena Open Championships
- 40th Annual ISI Pasadena Open Competition
- Pasadena Figure Skating Club Junior Board Spring Show
- 2nd Annual Rebuild Dena Stronger community fundraiser supporting wildfire recovery efforts in Altadena and Pasadena
- Little Kings Learn-to-Play program in partnership with the L.A. Kings
- Little Kings Academy summer program




Los Angeles
KINGS
72





VISIT PASADENA

FY26 OVERVIEW

In FY26, Visit Pasadena focused on expanding the destination's reach, developing new visitation opportunities, and leveraging major events and milestones to raise Pasadena's profile.

Science and innovation remained a key priority. Visit Pasadena continued promoting Pasadena as a hub for science, innovation, and life sciences, while highlighting the destination's unique mix of research, academia, arts and culture, and natural beauty. The "brains and beauty" positioning helped bring these distinct assets together in the destination's storytelling.

Route 66 provided a major national opportunity. As the historic highway celebrated its centennial, Visit Pasadena secured Pasadena City Hall (Centennial Square) as the finish line for the 2026 Hemmings Great Race, bringing the nationally recognized event and its participants to the city.

International marketing expanded. Visit Pasadena increased efforts in international markets to capitalize on global attention around the 2026 FIFA World Cup in Los Angeles and build awareness ahead of the 2028 Olympic and Paralympic Games.

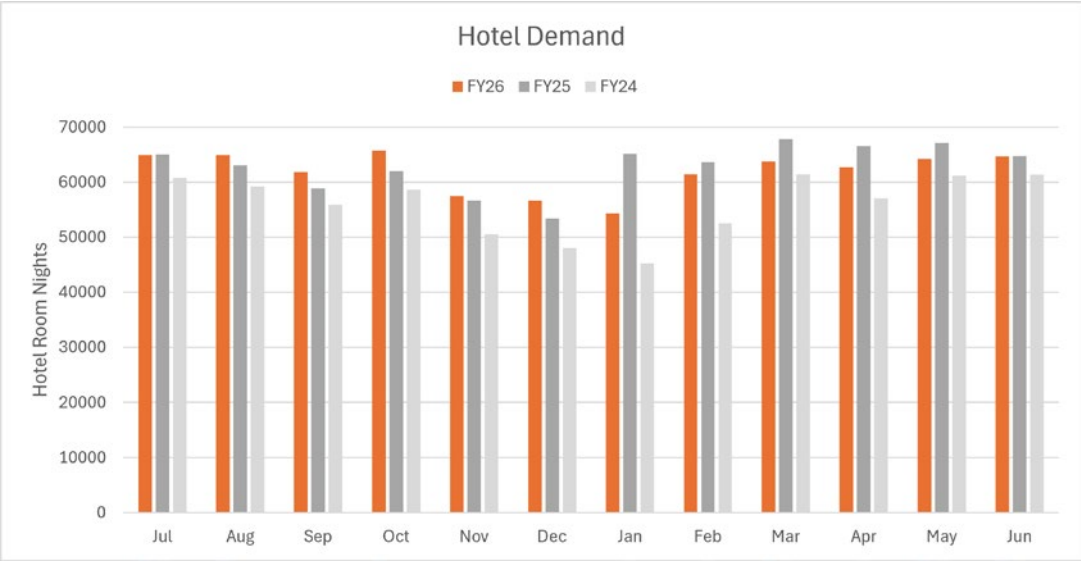
The organization's work also earned industry recognition. Visit Pasadena received a Poppy Award for Best Recovery Campaign for its response to the 2025 Eaton Fire in partnership with Pastilla Creative Agency. The organization also received two Silver HSMAI Awards: Website Design for its official destination website, developed with Tempest, and Experiential Marketing for its "Big Ten Campaign," created with Madden Media. The campaign brought Pasadena to Big Ten audiences in Iowa through in-person activations promoting travel to Pasadena for the Iowa vs. UCLA game at Rose Bowl Stadium.

HOTEL TRENDS

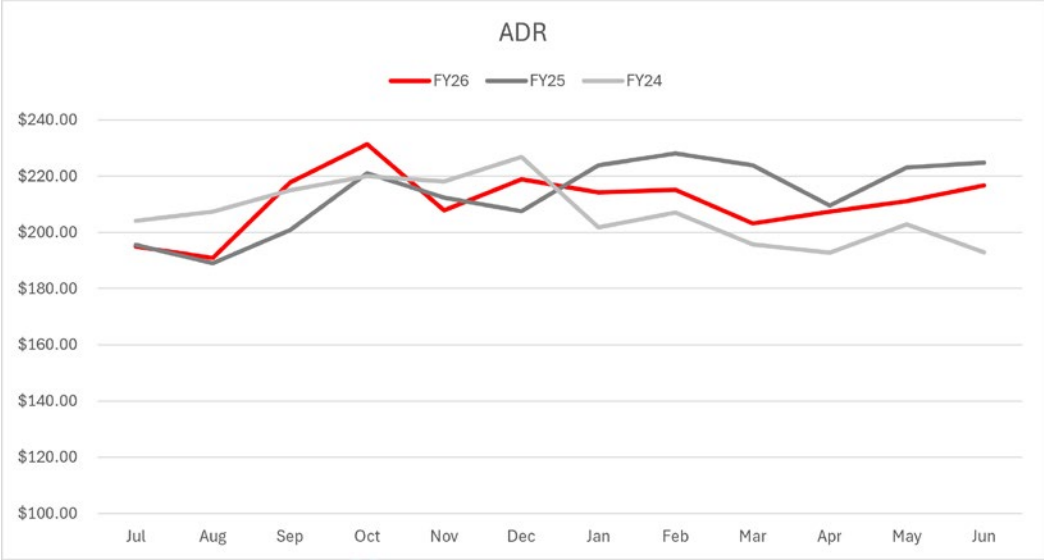
FY26 hotel performance remained resilient as Pasadena absorbed a 5.6% increase in room supply, driven by the AC Hotel's first full fiscal year of operation. While occupancy declined 6.7%, hotel demand decreased only 1.5%, indicating that demand remained relatively stable as the market absorbed additional inventory. Rate performance remained stable with ADR down 1.4%, while hotel revenue softened 2.9% to $156.5 million. Given the increase in available rooms, the limited decline in demand demonstrates the market's continued ability to attract overnight visitors and effectively absorb new lodging capacity.

Year-over-year comparisons were also influenced by elevated hotel demand in Q3 FY25 associated with displacement from the Eaton Fire. Despite this unusual comparison period and increased room supply, FY26 demand remained above FY24 levels, reflecting continued strength in Pasadena's overnight visitor market.

	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)	Revenue
FY25	78.9%	$213.59	$168.62	$161.1M
FY26	73.6%	$210.70	$155.16	$156.4M
Δ	**-6.7%▼**	**-1.4% ▼**	**-8.0% ▼**	**-2.9% ▼**



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY26	64,890	64,907	61,876	65,707	57,506	56,670	54,297	61,437	63,759	62,684	64,205	64,690
FY25	65,051	63,097	58,838	62,030	56,660	53,395	65,159	63,658	67,803	66,579	67,151	64,774
FY24	60,782	59,200	55,880	58,650	50,503	48,095	45,290	52,548	61,402	57,092	61,194	61,333



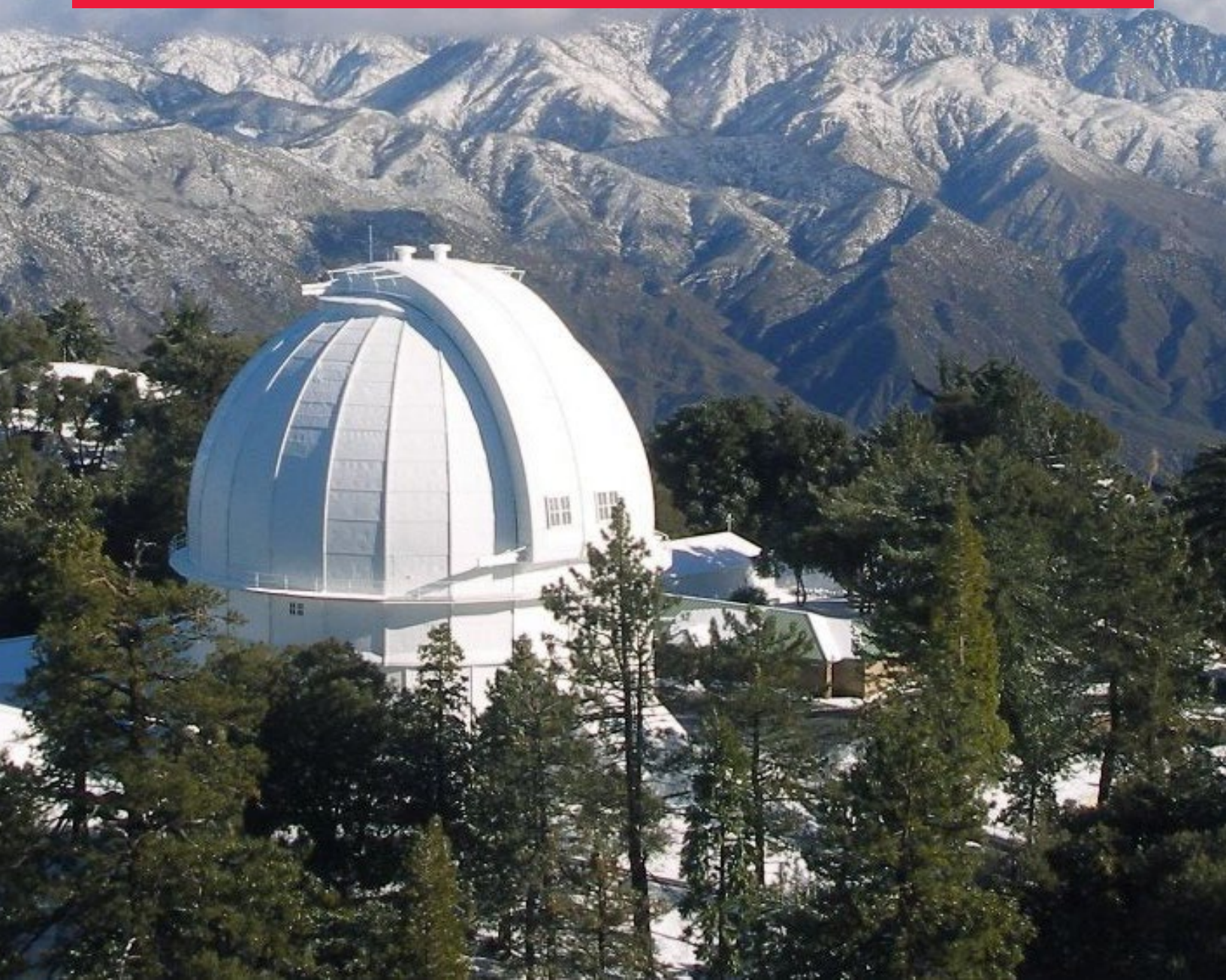
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY26	$194.95	$190.86	$217.87	$231.35	$207.81	$218.94	$214.23	$215.19	$203.23	$207.44	$211.20	$216.74
FY25	$195.57	$189.10	$200.84	$221.11	$212.33	$207.61	$223.81	$228.12	$223.88	$209.61	$223.15	$224.81
FY24	$204.13	$207.37	$215.00	$219.97	$218.06	$226.79	$201.75	$207.06	$195.66	$192.72	$202.95	$192.89

WHERE INNOVATION MEETS

Pasadena has long been a place where big ideas take shape. Home to world-renowned institutions including Caltech and NASA's Jet Propulsion Laboratory, the city has built a global reputation for discovery, research and innovation.

Today, that legacy is helping fuel a growing ecosystem in life sciences, deep tech and other innovation-driven industries. The City of Pasadena's Economic Development Strategy identifies championing life sciences and cultivating a deep tech ecosystem as a key priority for the city's economic future.

Visit Pasadena supports that vision by bringing the world's professional and scientific communities to Pasadena. Through strategic sales efforts, Visit Pasadena targets conferences and organizations that complement Pasadena's existing strengths. These gatherings do more than generate hotel stays and visitor spending. They bring researchers, industry leaders, innovators, and decision-makers into the community, creating opportunities for connections with Pasadena's institutions and businesses, and showcase the city as a destination for ideas and innovation.



BRINGING THE INNOVATION ECONOMY TO PASADENA

In 2026, Visit Pasadena successfully welcomed industry conferences representing fields ranging from astronomy, climate, seismology, and engineering, to software development, design, and media technology.

- California Stormwater Quality Association 2025 Annual Conference (September)
- 2025 SMPTE Media Technology Summit (October)
- UCDA Design Conference 2025 (November)
- ASM International's The International Symposium for Testing and Failure Analysis Conference (November)
- Business Acumen for Emerging Leaders Session 1 (February)
- SCaLE 23x: The 23rd Annual Southern California Linux Expo (March)
- 2026 Climate Registry (March)
- Seismological Society of America Annual Conference (April)
- 2026 American Astronomical Society Summer Meeting (June)

In addition, Visit Pasadena successfully booked the following science and design groups for future dates.

- 2028 SMPTE Media Technology Summit (November 2028)
- 2029 Government Microcircuit Applications and Critical Technology (GOMACTech) (March 2029)
- AAS Division for Planetary Sciences Meeting (September 2028)
- ISLH Annual Conference (May 2027)
- IDSA International Design Conference (August 2026)
- Cordilleran Section Meeting 2027 (April 2027)
- 2026 Society for NeuroEconomics Annual Conference (October 2026)
- International Electric Propulsion Conference (September 2027)
- IEEE IECON (October 2028)
- IEEE International Conf on Space Mission Challenges for Information Tech/ Space Computing Conference (August 2026)
- IEEE Photovoltaic Specialists Conference (PVSC) (June 2027)
- 2027 California Science Education Conference (October 2027)

INNOVATION IS IN OUR DNA

By attracting the people and organizations advancing these fields, Visit Pasadena helps connect the visitor economy with Pasadena's broader economic development priorities and strengthens the city's position as a destination where innovation happens.



STRATEGIC ALIGNMENT

Supporting the City's priority to champion life sciences and deep tech.



BUSINESS ATTRACTION

Introducing scientists, innovators and industry decision-makers to Pasadena's institutions, amenities and business community.



VISITOR ECONOMY

Turning Pasadena's intellectual capital into a competitive advantage for attracting meetings, room nights and visitor spending.



ROUTE 66 CENTENNIAL

For 100 years, Route 66 has captured the spirit of the American road trip. In Pasadena, the legendary highway follows historic Colorado Boulevard through the heart of the city, connecting Pasadena's architecture, culture, dining and neighborhoods to one of America's most iconic travel experiences. Visit Pasadena leveraged the 2026 Route 66 Centennial as a major destination-marketing opportunity, positioning Pasadena as a must-visit stop on the Mother Road.

CONNECTING TOURISM WITH CITY PRIORITIES

DESTINATION BRANDING

Reinforced Pasadena's position as a destination for culture, history and entertainment by connecting the city's iconic Colorado Boulevard with the national Route 66 story.

PUBLIC RELATIONS

Used the Centennial and Great Race as timely hooks to secure high-profile travel coverage and introduce Pasadena to audiences across the country.

VISITOR ECONOMY

Created new reasons to visit Pasadena, encouraging Route 66 travelers and event attendees to explore local attractions, restaurants, hotels and businesses.

COMMUNITY + PLACEMAKING

Extended the celebration throughout Pasadena with partnerships, commemorative banners, Route 66 artwork and a coordinated calendar of community programming.



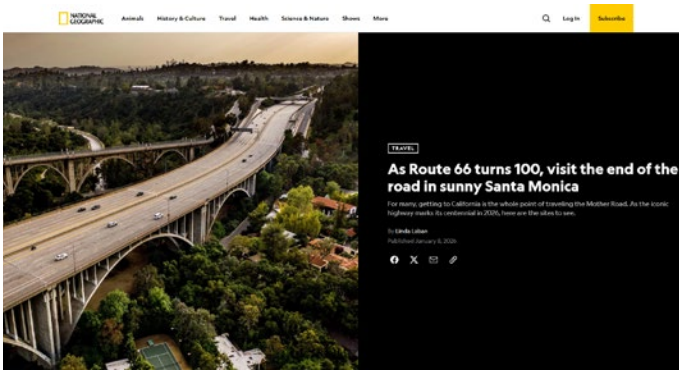
HEMMINGS GREAT RACE GRAND FINALE

At the heart of the campaign was the **2026 Hemmings Great Race**, an internationally recognized vintage automobile rally celebrating historic Route 66.

Visit Pasadena successfully secured Pasadena as the race's grand finale destination and **partnered with the City of Pasadena** to host and stage the spectacular finish at Pasadena City Hall on June 28. The event brought classic cars, competitors, and Route 66 enthusiasts into the heart of the city, generating excitement and providing a high-profile opportunity to showcase Pasadena's connection to the Mother Road.

AMPLIFYING PASADENA'S ROUTE 66 STORY

Pasadena's Route 66 story reached national and international audiences in prominent publications such as National Geographic Traveler and Lonely Planet through its media relations efforts.



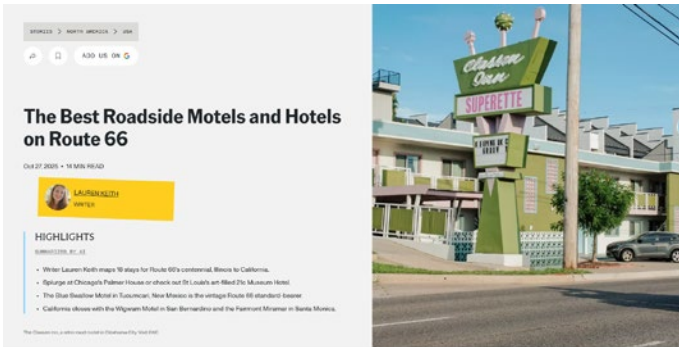
NATIONAL GEOGRAPHIC TRAVELER
AS ROUTE 66 TURNS 100, VISIT THE END OF THE ROAD IN SUNNY SANTA MONICA

6.5M
UVM



L.A. PARENT
A VINTAGE WEEKEND

150K
circulation



LONELY PLANET
THE BEST ROADSIDE MOTELS AND HOTELS ON ROUTE 66

3.0M
UVM

ROUTE 66 CONTENT & PARTNERSHIPS

Visit Pasadena leveraged national media partnerships, travel programming, and original content to elevate the city's connection to Route 66 and inspire travelers to explore Pasadena.



PARTNERSHIP HIGHLIGHTS



SAMANTHA BROWN'S PLACES TO LOVE
3M reach



PETER GREENBERG HIDDEN PBS SHOW: ROUTE 66
100M reach (Debuts Fall 2026)



ATLAS OBSCURA MOTHER ROAD HUB AND SOCIAL VIDEOS
1M impressions



VISIT CALIFORNIA ROAD TRIPS GUIDE AND ROUTE 66 PASSPORT
1M circulation



MOTHER ROAD ROUTE 66 PASSPORT, CENTENNIAL PASSPORT, AND APP
45K reach

INTERNATIONAL MARKETING

Visit Pasadena expanded its international marketing efforts in FY26, capitalizing on global interest surrounding the FIFA World Cup, the Los Angeles Dodgers' growing popularity in Japan, and anticipation of the LA28 Olympic and Paralympic Games. Through international sales missions, media partnerships, and familiarization tours, Visit Pasadena strengthened relationships with key travel markets and positioned Pasadena as a compelling destination for international visitors to Southern California.

MEDIA FAMILIARIZATION TOURS

- Japan: Four journalists in partnership with Discover Los Angeles
- Mexico: Journalist Mariana Mijares, coinciding with the Mexico vs. Australia match
- United Kingdom: Journalist Demi Perera following IPW



TRAVEL TRADE PARTNERSHIPS

- China: 10 travel agents with Asiana Airlines and Discover Los Angeles
- Nordic Markets: Four tour operators with Scandinavian Airlines and Visit California
- Belgium: Exciting West luxury tour operator
- South Korea: HelmsBriscoe representative with Visit California

INTERNATIONAL SHOWS AND EVENTS



CLUB CALIFORNIA JAPAN — OSAKA, TOKYO
November 2025-January 2026



BRAND USA KOREA & JAPAN SALES MISSION — SEOUL, TOKYO, OSAKA
September 2025



IGLTA GLOBAL CONVENTION — PALM SPRINGS
October 2025



VISIT CALIFORNIA MEXICO MEDIA RETREAT — MÉRIDA
February 2026



BRAND USA MEXICO SALES MISSION — MEXICO
April 2026



U.S. TRAVEL IPW — FORT LAUDERDALE
May 2026



44,359
room nights

PROFESSIONAL MEETINGS & EVENT SALES

Visit Pasadena's sales team capitalized on targeted sales and marketing efforts to increase the number of meetings, conventions and tradeshows coming to Pasadena. Our sales deployment remained focused on key market segments, including California state and national associations, scientific meetings, technical conferences, and Pasadena's strong local corporate market. The sales team successfully booked 91 total groups and 44,359 room nights.

GROUPS BOOKED IN FY26

- Power Morphicon 2026, August 2026, 1135 total rooms
- Industrial Designers Society of America, August 2026, 380 total rooms
- Geological Society of America, April 2027, 364 total rooms
- Solution Tree US Literacy Summit, June 2027, 625 total rooms
- National Organization of Minority Architects, October 2027, 1980 total rooms
- American Astronomical Society, September 2028, 801 total rooms
- California Association for the Education of Young Children, April 2028, 940 total rooms
- Society of Motion Picture and Television Engineers, November 2028, 870 total rooms
- California Association for Behavior Analysis, March 2029, 1466 total rooms
- Government Microcircuit Applications and Critical Tech, March 2029, 1266 total rooms
- Public Agency Risk Management Association, February 2030, 3304 total rooms

91
total groups

CITYWIDE MEETINGS HOSTED

Visit Pasadena welcomed eight citywide conventions, each delivering significant economic impact to the city and local hospitality partners.



1,450 total rooms

California Stormwater Quality Association

(September 2025)

3,127 total rooms

LightBox Expo

(October 2025)

1,440 total rooms

California School Nutrition Association

(November 2025)

1,378 total rooms

Solution Tree

(November 2025)

1,748 total rooms

Barber Shop Harmony Society

(January 2026)

1,119 total rooms

OVG Hospitality

(February 2026)

1,560 total rooms

American Youth Soccer Organization

(March 2026)

1,560 total rooms

Seismological Society of America

(April 2026)

CLIENT-FACING SALES AND INDUSTRY ENGAGEMENT

The sales team participated in **23 client-facing and industry events,** enhancing visibility among key decision-makers in our target markets and building future business pipelines, including expanded Pasadena hospitality presence at the IMEX America tradeshow. Visit Pasadena expanded its presence at IMEX America with strong hospitality partner involvement and a custom-designed booth. Participating partners in the 10x20 booth included: Hilton Pasadena, Hyatt Place, Hotel Dena, Westin Pasadena, Pasadena Hotel & Pool, AC Hotel Pasadena, and the Rose Bowl.

- American Society of Association Executives
- Connect Marketplace
- Destination California
- Associations West Seasonal Spectacular
- Small and Boutique Meetings
- IPW 2026
- IAEE Expo Expo!
- IMEX America
- Associations West Elevate
- HelmsBriscoe Annual Business Conference
- IPEC Convening Leaders
- MPI Sacramento Chapter Crab Feed







23
client-facing & industry events

SITE INSPECTIONS

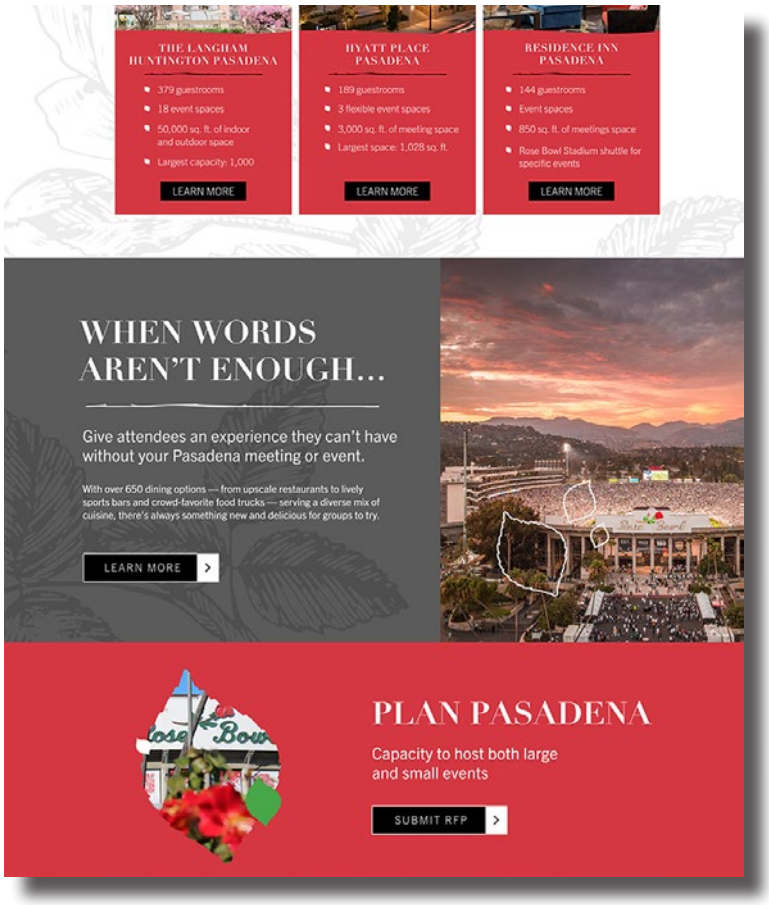
In-person site inspections are the optimal way for meeting planners to experience the destination and its meeting facilities. The sales team conducted **27 in-person site visits**, providing inspections for clients.

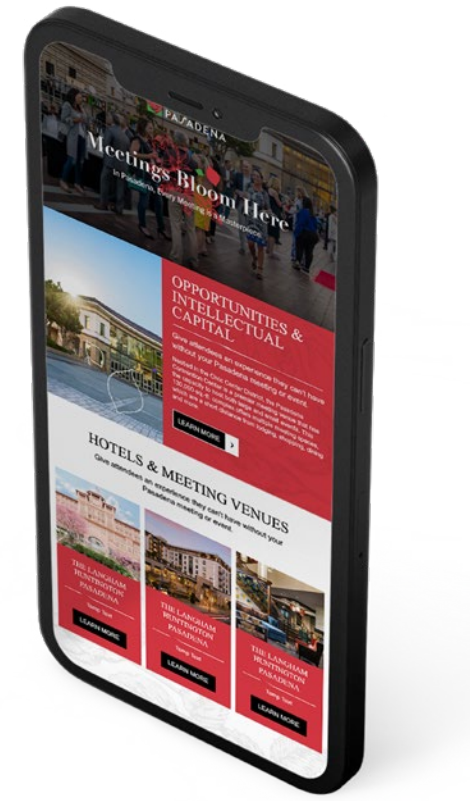
27
site inspections

MEETINGS MARKETING CAMPAIGN

Visit Pasadena implemented personalized marketing strategies tailored to meeting planners and reinforcing the sales team's efforts to attract professional meeting and event business. The "**Meetings Bloom Here**" campaign utilized an always-on digital strategy aimed to increase awareness of Pasadena premier meetings destination, emphasizing the city's intellectual capital and unique attendee experiences. The campaign featured targeted email outreach, digital media placements, and strategic print advertising in select industry publications including California Meetings + Events and Smart Meetings.







CVENT

Visit Pasadena continued its presence on CVENT, the preeminent website database for meeting planners during their site selection and RFP process with a Diamond Plus Advertising Package that targets meeting planners searching for locations within Los Angeles and Orange County.

VISIT PASADENA COMMUNICATIONS

Pasadena's media efforts continued to deliver successful results by consistently generating mentions and media placements. Through broadcast, digital, and print outlets, Pasadena businesses and attractions received global coverage, reaching millions of potential visitors.

HOSTED MEDIA

Individual media visits were secured to promote Pasadena with the goal of earning valuable editorial coverage. The communications team hosted over a dozen media/journalists.

- Christian Dose, 360° Nordamerika
- Demi Perera, freelance
- Jordan Simon, Men's Journal
- Lauren Keith, AAA The Extra Mile, Lonely Planet
- Linda Laban, NatGeo Travel
- Marcedes Lewis, former NFL player and influencer
- Mariana Mijares, Esquire Latin America
- Marie Barbieri, New Zealand Herald, The Wanderer
- Pallavi Mehra, freelance
- Patricia Doherty, freelance and Travel +Leisure contributer
- Seungjun Yang, Youtuber (Youngalnam)

11
hosted media





MEDIA TRADESHOWS AND EVENTS

Domestic media receptions and international media trade shows are key industry opportunities that Visit Pasadena utilized to engage with editors, producers, freelance journalists, and digital influencers in target media markets.

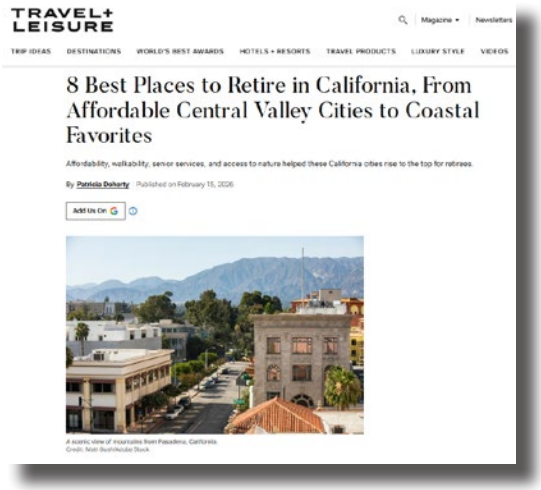
- The International LGBTQ+ Travel Association Global Convention (IGLTA), Palm Springs
- US Travel IPW International Travel Marketplace, Fort Lauderdale
- TravMedia International Media Marketplace, New York
- Brand USA Mexico Trade and Media Mission
- Society of American Travel Writers, Detroit
- Visit California, Japan Club California Events in Tokyo, Osaka, and online.
- Visit California Mexico Media Mission
- Visit California Washington DC Media Event
- Visit California San Francisco Media Event



EARNED MEDIA COVERAGE

Visit Pasadena earned media coverage articles in **41 publications** promoting Pasadena as a premier meetings and leisure destination including: AARP, The Atlantic, Esquire Latin America, National Geographic Traveler, Lonely Planet, Sunset Magazine, SFGATE, Seattle Magazine, and Travel + Leisure.

41
earned media coverage


TRAVEL+ LEISURE

8 Best Places to Retire in California, From Affordable Central Valley Cities to Coastal Favorites

TRAVEL + LEISURE
8 Best Places to Retire in California, From Affordable Central Valley Cities to Coastal Favorites

11.3M
UVM


Sunset

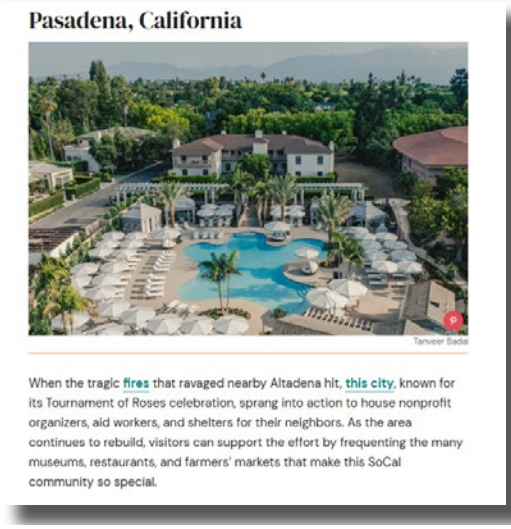
TRAVEL

These Vibrant Cities Show Why the West Is the Best

These cities thrum with the energy and creativity that make us love the West's urban landscapes.

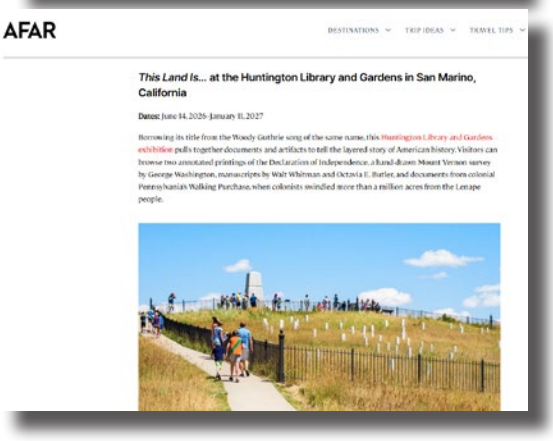
SUNSET
THESE VIBRANT CITIES SHOW WHY THE WEST IS THE BEST

230K
UVM


Pasadena, California

When the tragic fires that ravaged nearby Altadena hit, this city, known for its Tournament of Roses celebration, sprang into action to house nonprofit organizers, aid workers, and shelters for their neighbors. As the area continues to rebuild, visitors can support the effort by frequenting the many museums, restaurants, and farmers' markets that make this SoCal community so special.

NAMED ONE OF SUNSET MAGAZINE'S "BEST PLACES TO GO: SUPERLATIVE CITIES."


AFAR

This Land Is... at the Huntington Library and Gardens in San Marino, California

Dates: June 14, 2026–January 11, 2027

AFAR
LOWRIDERS, RODEOS, AND COWBOY POETRY: AMERICA 250 CELEBRATIONS IN THE WEST

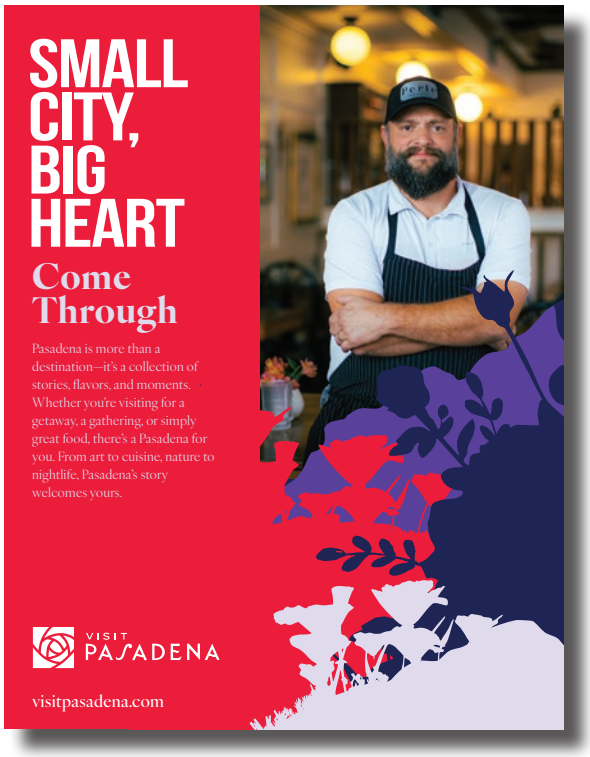
599K
UVM

VISIT PASADENA MARKETING



A CITY BEST SHARED

To support Pasadena's tourism recovery, Visit Pasadena launched a strategic paid media campaign designed to rebuild destination awareness, reinforce positive perceptions of Pasadena and inspire visitation. The "Pasadena, A City Best Shared" campaign reached prospective travelers across key drive and fly markets through a mix of digital, native, online video and travel platforms.



8.5M+
paid media impressions

72,000
engaged website visits via Google Ads

$110K
attributed hotel revenue via Expedia

MEASURABLE IMPACT

+11.6 pts
awareness attributed from Pasadena hub with TripAdvisor

+6.4 pts
favorability attributed from Pasadena hub with TripAdvisor

2,740
observed visits via AdGenuity campaign

Tripadvisor/Lucid measured brand lift; Tourism Economics attribution identified observed visits, with an average of approximately 91 days between ad exposure and arrival.

UCLA FOOTBALL & BIG TEN

TURNING GAME DAY INTO A PASADENA EXPERIENCE

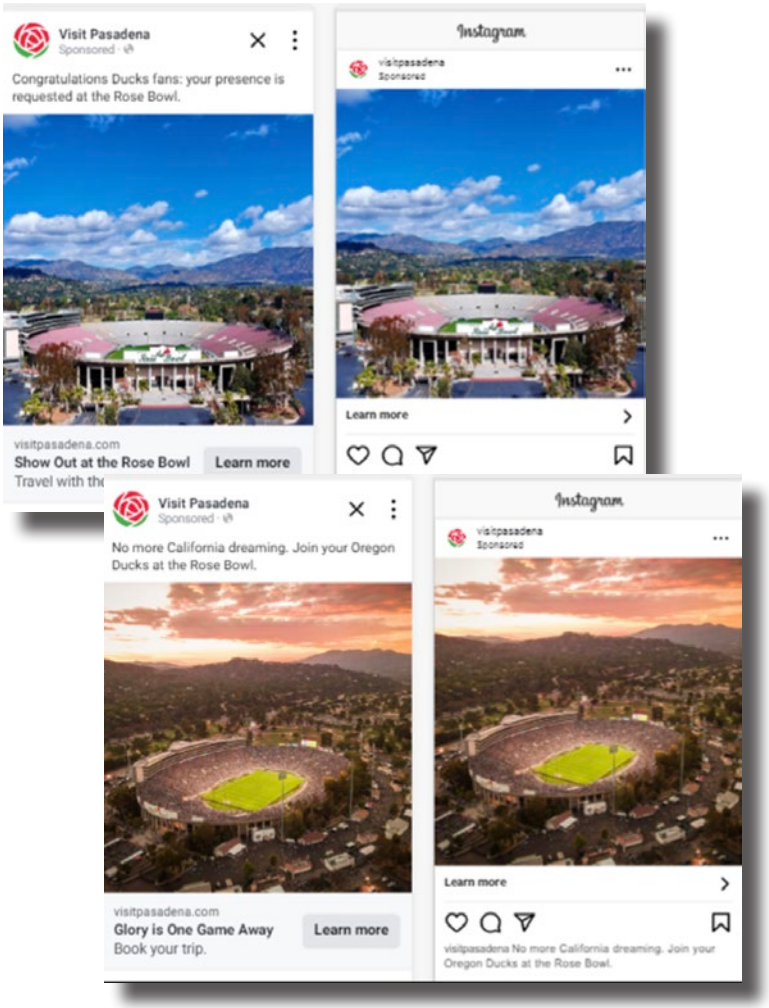
In UCLA's second Big Ten season, Visit Pasadena targeted fans and alumni in visiting-team markets, positioning Pasadena as a home base for football weekends and a destination to explore beyond the Rose Bowl Stadium.

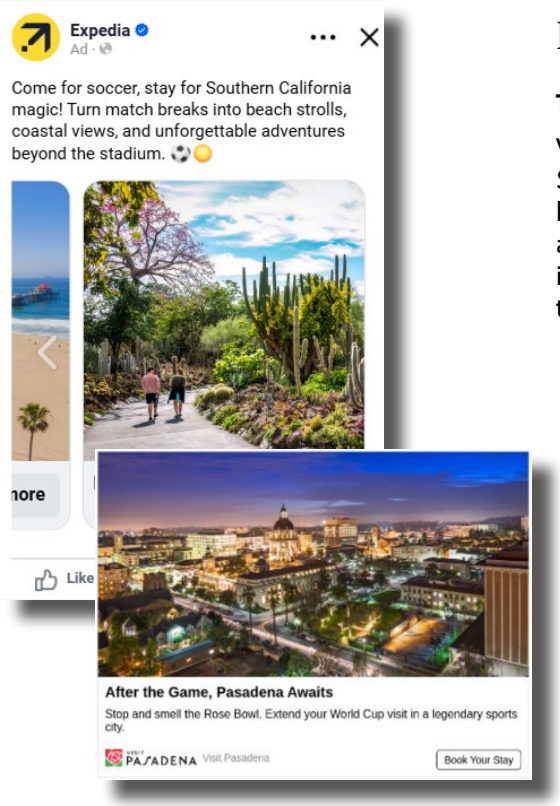
1.37M+
impressions

47K
clicks

3.03%
Meta CTR

54.6%
SEM engagement rate





FIFA WORLD CUP

TURNING GLOBAL SPORTS INTEREST INTO OVERNIGHT VISITATION

Visit Pasadena used the 2026 FIFA World Cup to introduce Southern California-bound soccer travelers to Pasadena. ADARA built awareness; the Expedia co-op focused on hotel bookings and measurable visitor spending. Expedia also generated 15.3M impressions and 21,012 clicks. Campaign learnings will inform sports-traveler targeting and partnerships ahead of LA28.

ADARA AWARENESS

5.26M
impressions

6,314
clicks

EXPEDIA CONVERSION

17,327
room nights

$4.4M
hotel revenue

PASADENA VISITOR HOTLINE

The marketing and communications team operated the annual Pasadena Visitor Hotline with a team of dedicated volunteers. VisitPasadena.com received 414k views of Tournament of Roses-related pages.



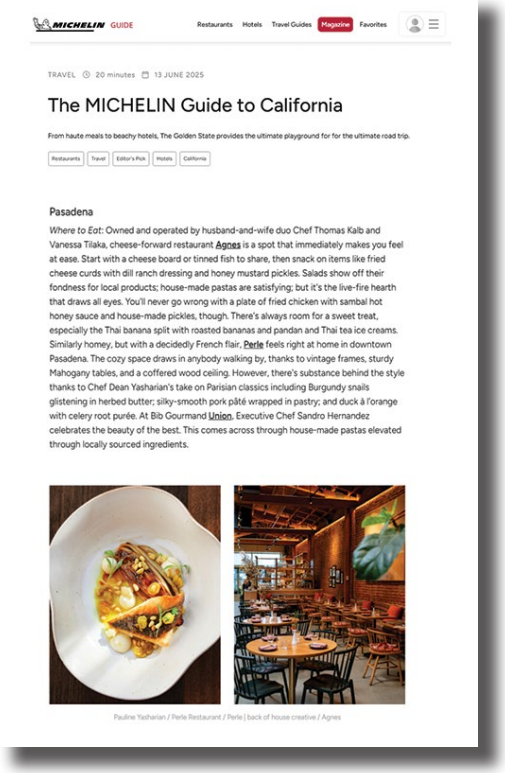
414K

pageviews of Tournament of Roses content



MICHELIN GUIDE TO CALIFORNIA

Visit Pasadena participated in the Visit California and Michelin partnership to promote Pasadena's culinary scene. As a result, Pasadena's Michelin-recognized restaurants were featured in the "**Michelin Guide to California**" blog. The feature is being promoted through a paid media campaign across Facebook and Instagram.


MICHELIN GUIDE Restaurants Hotels Travel Guides Magazine Favorites

TRAVEL 20 minutes 13 JUNE 2025

The MICHELIN Guide to California

From haute meals to beachy hotels, The Golden State provides the ultimate playground for for the ultimate road trip.

Restaurants Travel Editor's Pick Hotels California

Pasadena

Where to Eat: Owned and operated by husband-and-wife duo Chef Thomas Kalb and Vanessa Tilaka, cheese-forward restaurant Agnes is a spot that immediately makes you feel at ease. Start with a cheese board or tinned fish to share, then snack on items like fried cheese curds with dill ranch dressing and honey mustard pickles. Salads show off their fondness for local products; house-made pastas are satisfying; but it's the live-fire hearth that draws all eyes. You'll never go wrong with a plate of fried chicken with sambal hot honey sauce and house-made pickles, though. There's always room for a sweet treat, especially the Thai banana split with roasted bananas and pandan and Thai tea ice creams. Similarly homey, but with a decidedly French flair, Perle feels right at home in downtown Pasadena. The cozy space draws in anybody walking by, thanks to vintage frames, sturdy Mahogany tables, and a coffered wood ceiling. However, there's substance behind the style thanks to Chef Dean Yasharian's take on Parisian classics including Burgundy snails glistening in herbed butter; silky-smooth pork pâté wrapped in pastry; and duck à l'orange with celery root purée. At Bib Gourmand Union, Executive Chef Sandro Hernandez celebrates the beauty of the best. This comes across through house-made pastas elevated through locally sourced ingredients.

Pauline Yasharian / Perle Restaurant / Perle | back of house creative / Agnes

ROSE BOWL BRAND ACTIVATIONS

To complement the music festivals hosted at Brookside at The Rose Bowl, Visit Pasadena held a brand activation at Just Like Heaven and Head in the Clouds providing visitor resources to concert attendees.

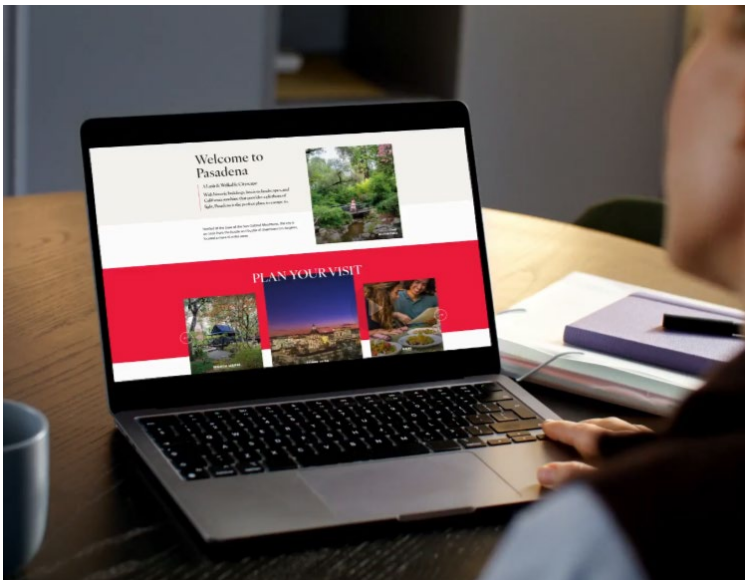
The activation included sticker and tote bag giveaways, a new inflatable headphone mister that doubled as a photo op, and a matching information booth.

OFFICIAL PASADENA VISITOR INSPIRATION GUIDE

Visit Pasadena published a redesigned Pasadena Inspiration Guide distributed throughout California at hotels, welcome centers, and local airports, and Las Vegas and Arizona markets. The Inspiration Guide approach inspires travel to Pasadena and provides dynamic storytelling about the destination and the people and places that make it special.



40k
inspiration guides



WEBSITE

Visit Pasadena redesigned its website and the Pasadena Convention Center and Pasadena Civic Auditorium microsites to enhance navigation, search functionality, and the visitor experience. The redesign introduced AI-powered visitor assistance and earned a Silver HSMAI Adrian Award for Website Excellence.

In FY26, the Visit Pasadena website attracted 1.2 million users and generated 2.4 million pageviews. Its strong organic search presence delivered 54.5 million Google Search impressions and 748,000 clicks, connecting travelers with Pasadena's attractions, events, businesses, and visitor experiences.

54.5M
Google Search Impressions

748K
Google Search Clicks

1.2M
Website Users
(+1.0%▲)

2.4M
pageviews
(-5.8%▼)

SOCIAL MEDIA

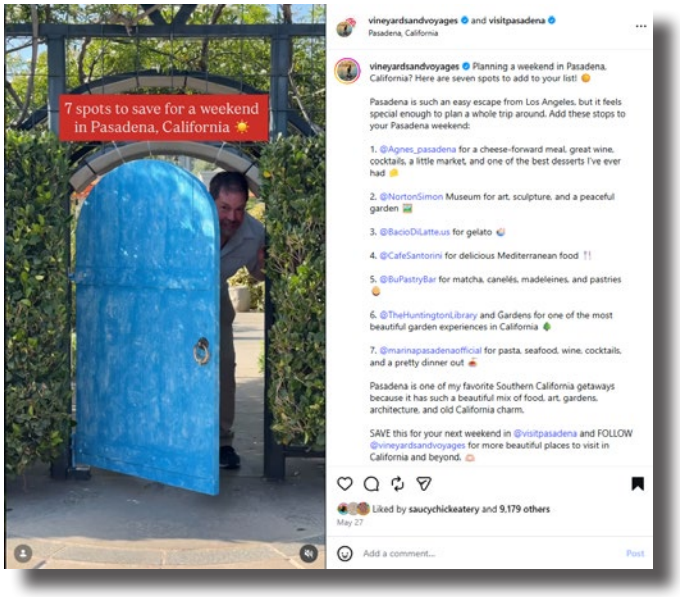
Visit Pasadena continues to adapt to the ever-changing social media algorithms. This year, the team implemented comment automation to increase engagement rates, target specific groups, and increase website traffic in lieu of new cookie policies that caused a significant drop in trackability of website visitors. Expanded social media strategy with increased emphasis on Reels and short-form video content.

104K
followers
(+16.2%▲)

14.8M
impressions
(+8.7%▲)

466K
engagements
(+13.8%▲)

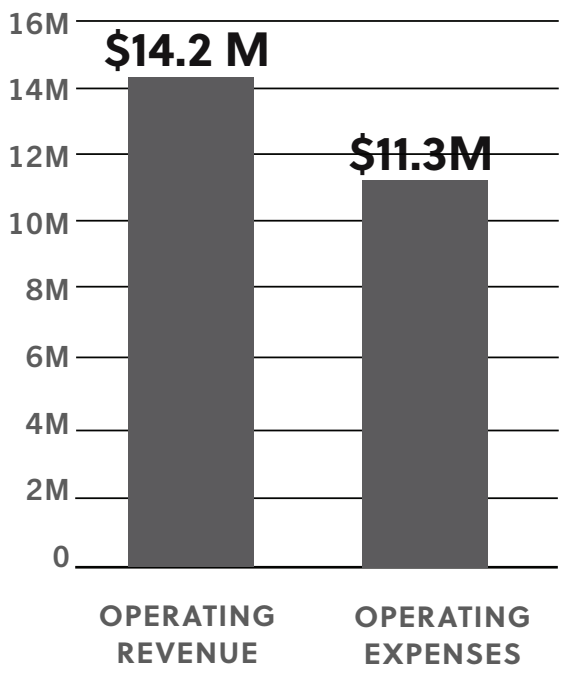
3.1%
engagement rate
(+4.6%▲)



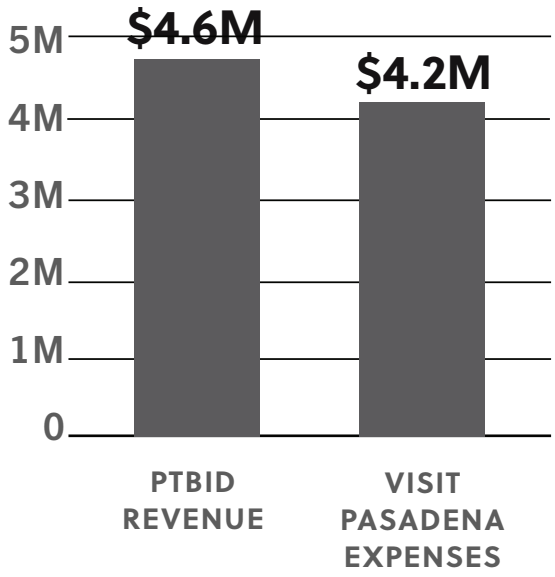


FY26 FINANCIALS

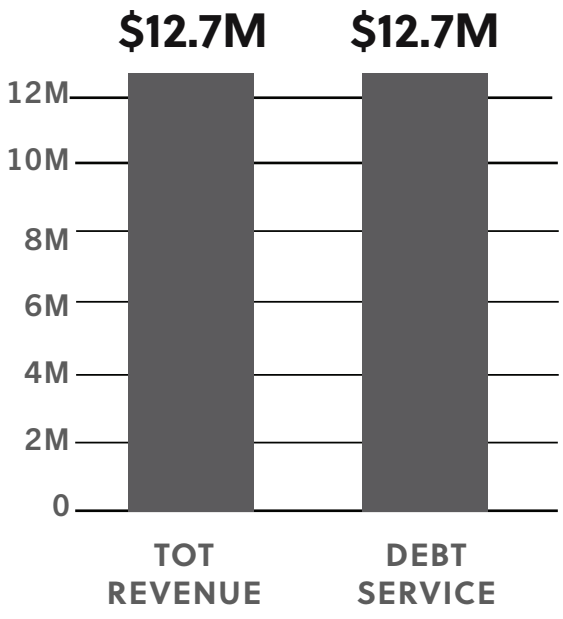
PASADENA CONVENTION CENTER, CIVIC AUDITORIUM & ICE SKATING CENTER OPERATING REVENUE & EXPENSES



PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT (PTBID) REVENUE & EXPENSES



TRANSIENT OCCUPANCY TAX (TOT) REVENUE & DEBT SERVICE





PASADENA CENTER OPERATING COMPANY MISSION

The mission of the Pasadena Center Operating Company (PCOC) is 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.

PASADENA

CENTER OPERATING COMPANY