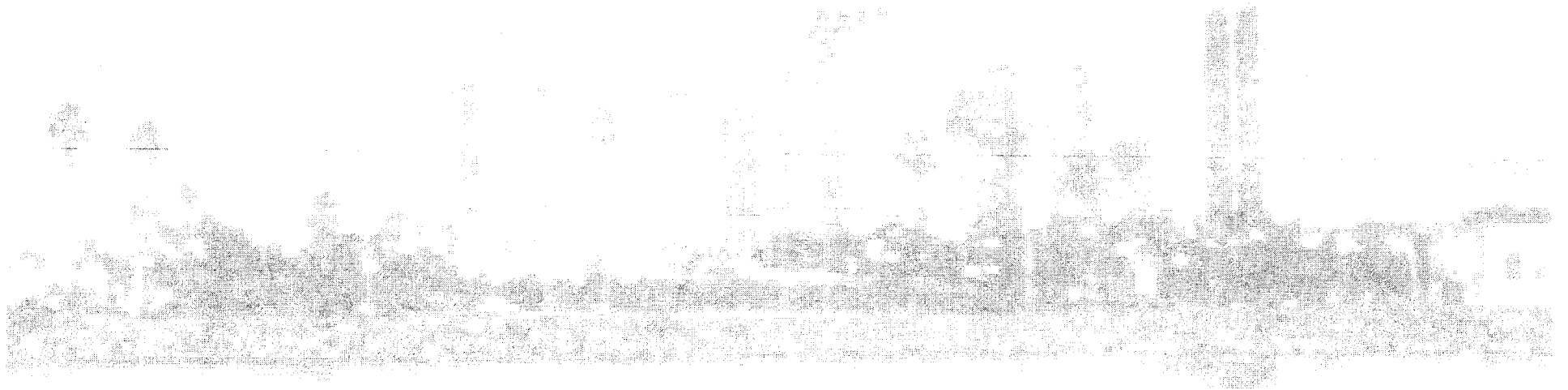


Long Beach Area Convention & Visitors Bureau

OVERVIEW

2003-2004

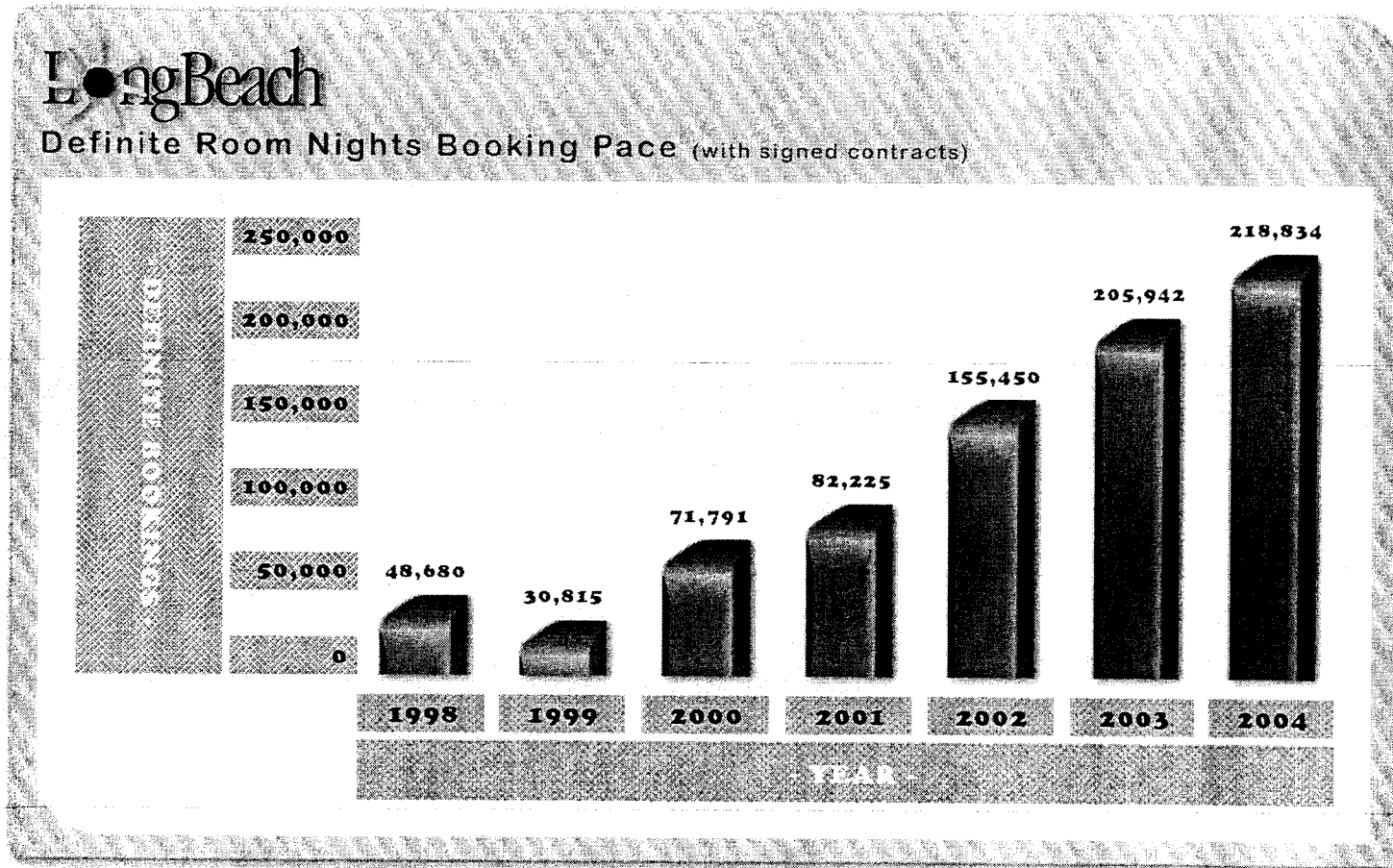


DEFINITE ROOM NIGHTS BOOKED

218,834 Room Nights



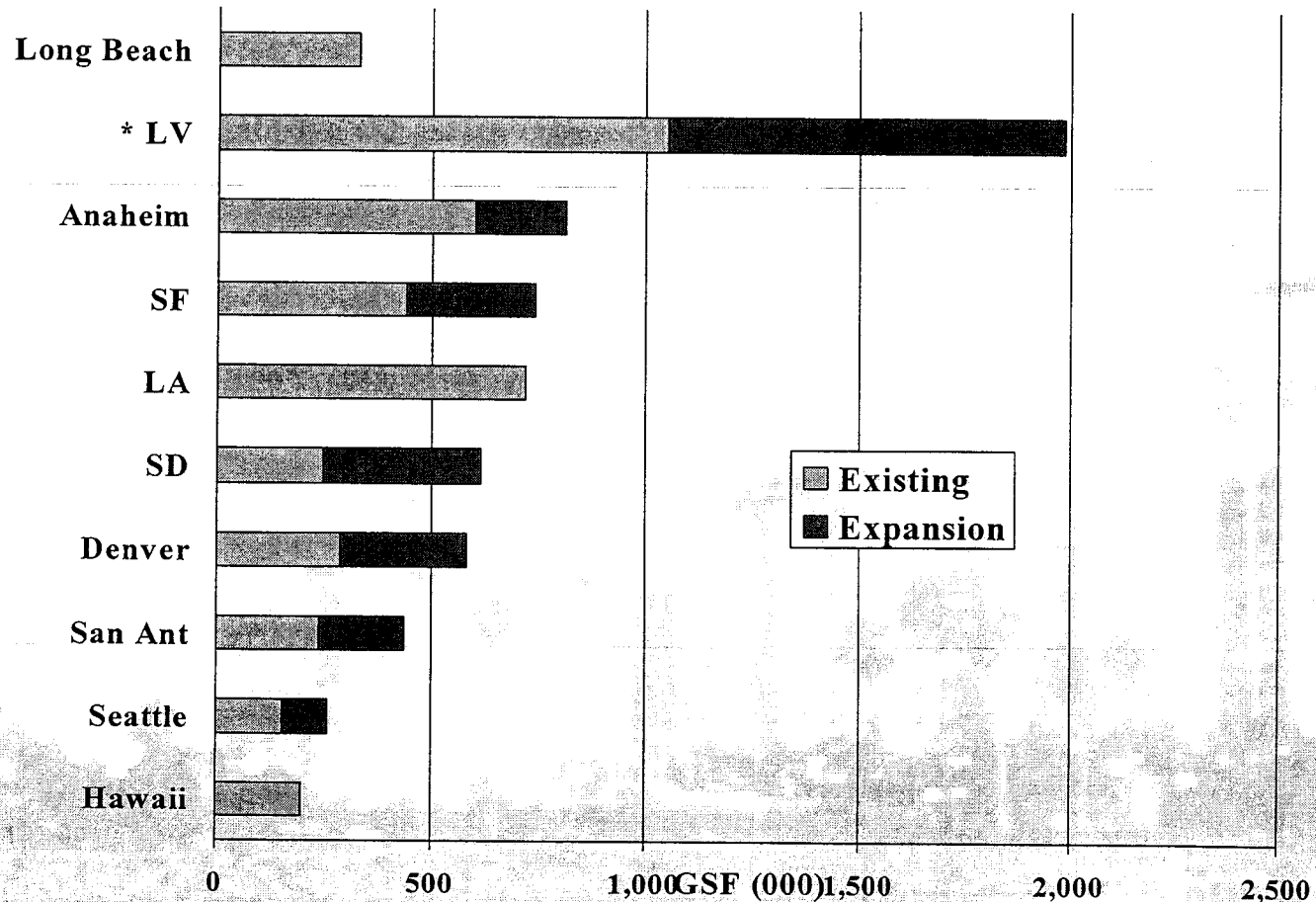
CONVENTION SALES



With Signed Contracts

WEST COAST EXHIBIT SPACE GROWTH

= 61% 2000-2004



GENERATING MARKETS

- 7.5% NORTH WEST/NORTHERN CALIFORNIA
- 16% WASHINGTON D.C.
- 10% MIDWEST
- 10% NEW YORK CITY
- 10% SOUTH EAST/TEXAS
- 34% SOUTHERN CALIFORNIA/PHOENIX

LOCAL HELP

-LEAGUE OF CALIFORNIA CITIES

-NATIONAL LEAGUE OF CITIES

-CALIFORNIA BLACK CHAMBER OF COMMERCE

-INTERNATIONAL ASSOCIATION OF PORT
AUTHORITIES 04

LOCAL HELP

NOTABLE GROUPS- FURTHER LOCAL SUPPORT

-PETROLEUM GEOLOGIST/DAN CLARK

- APRIL 07

- \$5,037,500

-FRATERNAL ORDER OF POLICE/STEVE JAMES

- AUGUST 09

- \$3,100,000

SALES INITIATIVES

- 2 Sales Missions

(Sacramento and Washington D.C.)

- 6 Familiarization Trips:

Helms Brisco, Grand Prix, Washington D.C. & East Coast as well as Three Fams with Clients from Throughout the US During the Aquatic Festival

- 22 Trade Shows

FAMILIARIZATION TRIPS

- Olympic Swim Trials
- Men's FINA Water Polo Final
- Women's FINA Water Polo Final

Total In Kind Services: \$74,906.20

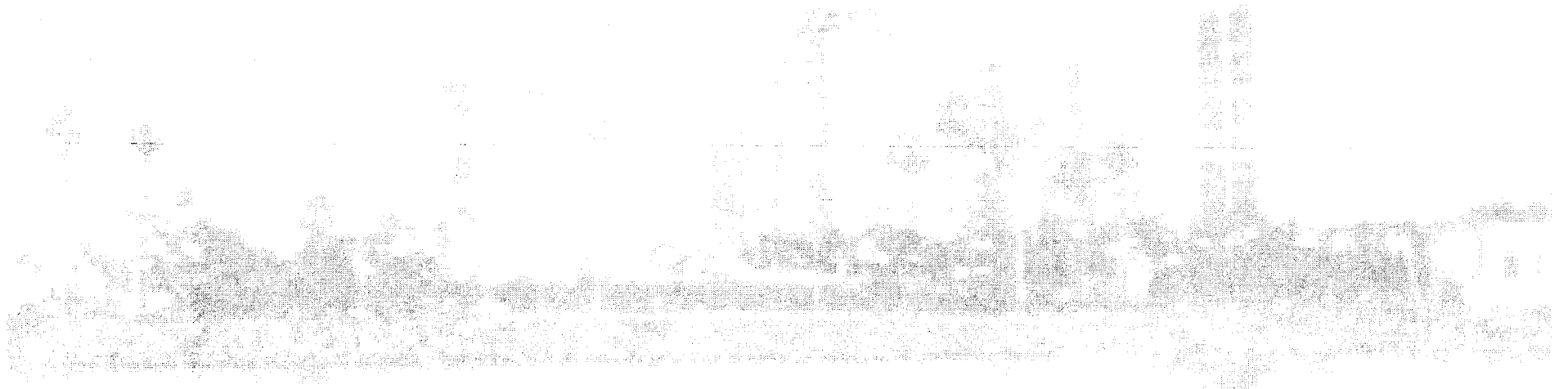
**Total Room Night Potential:
38,000**

Economic Impact: \$10.5 million

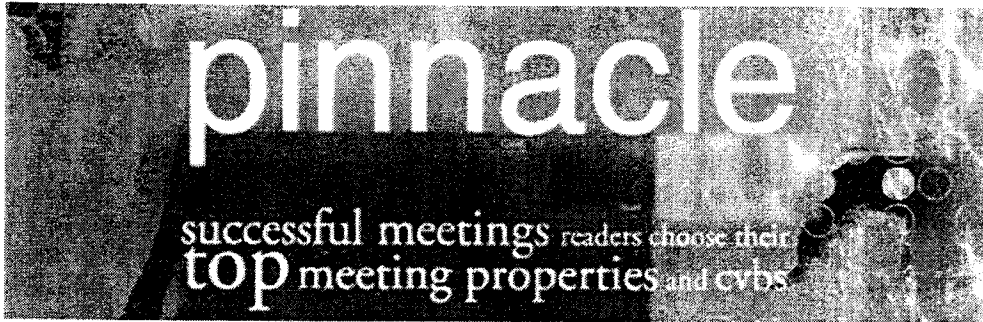
L.B. POLICE OFFICERS ASSOCIATION

L.B. POLICE OFFICERS ASSOCIATION

“I am continuously amazed at the level of service and the depth of assistance that comes from your organization.”-Steven James, President



CUSTOMER SERVICE



Successful Meetings Magazine

Pinnacle Award

Long Beach's first win in the 14 years of award

CUSTOMER SERVICE

MeetingNews

Meeting News Magazine

Planner's Choice Award

Long Beach's second consecutive win
in 15 years announced last Friday

CUSTOMER SERVICE



Meetings & Conventions

Gold Service Award

- 8th consecutive year
- 70,000 subscribers with unaided recall
- Outstanding customer service and satisfaction

CUSTOMER SERVICE RATINGS

Automated Internet Based Surveys
are Sent to All Convention Clients

• **88%** Responded Excellent or Above Average for 'Quality of your Convention Sales Representative'

• **84%** Responded Excellent or Above Average for 'Quality of your Convention Services Representative'

2004 FRONT LINE STARS EVENTS

Long Beach Concierge
Association

Game Works

George's Greek Deli

Sky Room

The Coast

Aquarium of the Pacific

Belmont Shore

Shoreline Village

Museum of Latin American Art

Long Beach Ice Dogs



CUSTOMER SERVICE 12 Month Summary

2,500 Restaurant
Reservations

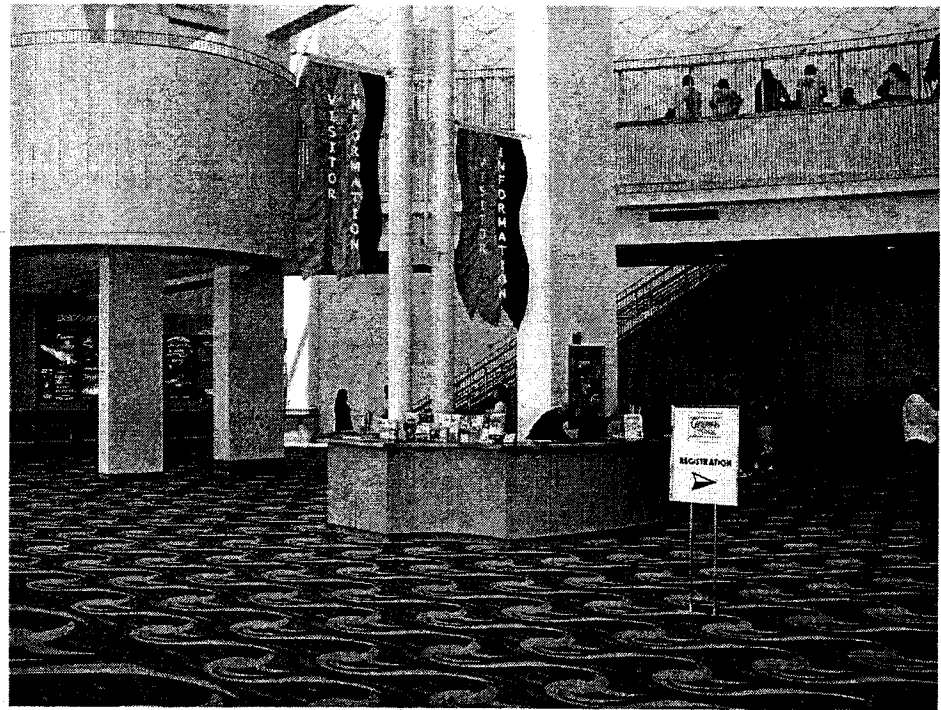
3,200 Restaurant Inquiries

32,700 Center Questions

20,774 Attraction Inquiries
(Queen Mary, Aquarium of the Pacific,
Catalina Island, etc.)

37,000 Visitor Center Inquiries

10,000 Aquatic Festival Booth
Inquiries



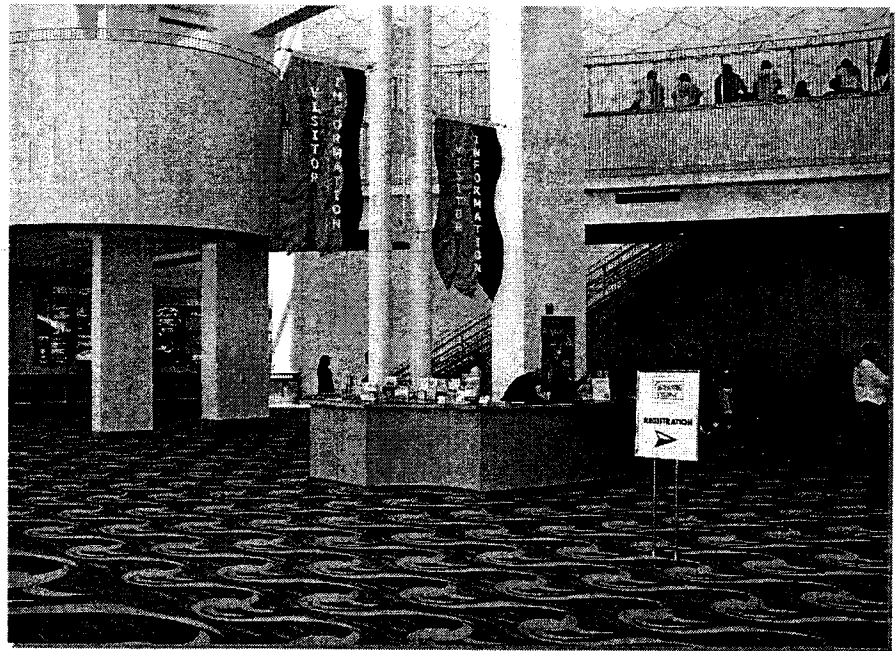
Concierge Desk

CONVENTION STAFF SURVEY RESULTS

**Q: “WOULD YOU
UTILIZE OUR
STAFFING AGAIN?”**

**100% RESPONDED
“YES”**

“Again, your people did a wonderful job. It’s a pleasure to see your staff and happy to have those people helping us.” –
Western Pool & Spa Show
2004



SHOWCASE OPPORTUNITIES



A K C

SHOWCASE OPPORTUNITIES

Affordable Meetings West

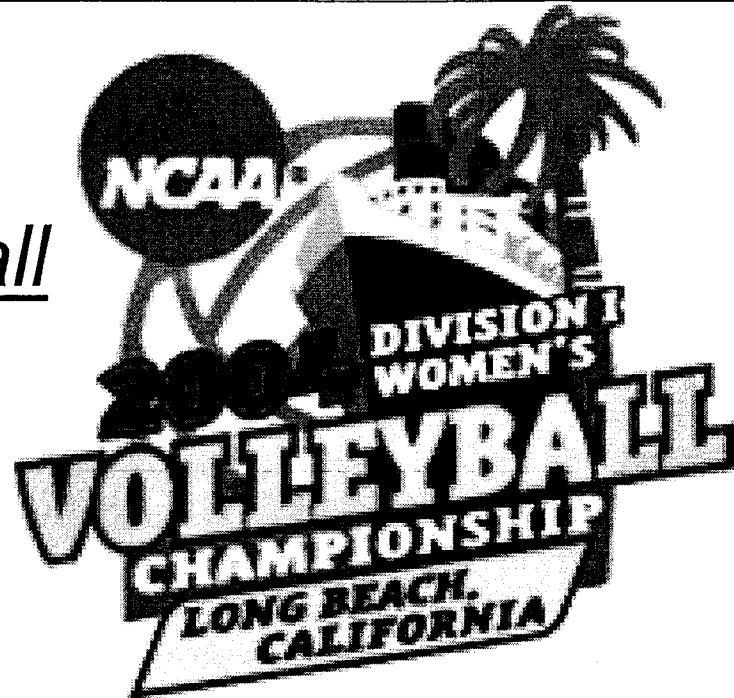
- Decided to make Long Beach their Southern California location
- 2004's event brought over 700 meeting planners to Long Beach

SHOWCASE OPPORTUNITIES

NCAA Women's Volleyball

Tape delayed nation wide
coverage on ESPN and live
coverage for final elite

competition for women's volleyball in the U.S



MISS USA PAGEANT



- 1 1/2 Minutes of Air Time
- **\$750,000 Ad Value**

LIFE IN THE WEST HOME TRAVEL FOOD GARDEN

Sunset

Great ideas for every budget

Outdoor Kitchens

Grilled chicken picnic

Tour our low-cost modern house

Cool plants for pots

AUGUST 2004

SUNSET MAGAZINE

Circulation: 1,448,005

Sunset Magazine

August 2004

Circulation 1,448,005

TRAVEL | SOUTHERN CALIFORNIA DAY TRIP

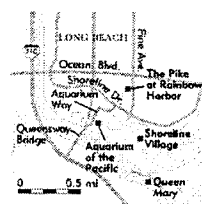
By the sea

Stroll Long Beach's new waterfront and meet some strange fish

BY MATTHEW JAFFE
PHOTOGRAPHS BY DAVID ZAITZ

The South Pacific frogfish is one bizarre (and hungry) creature: When a potential victim approaches, the frogfish opens a mouth that resembles a malevolent subway tunnel and heartily chows down. It's among the unusual stars of *Weird, Wild & Wonderful*, a summer program at Long Beach's Aquarium of the Pacific (9-6 daily; \$19, \$11 ages 3-11; 100 Aquarium Way; www.aquariumofpacific.org or 562/590-3100).

The aquarium is a great start to a day on the Long Beach waterfront, recently expanded to include the Pike at Rainbow Harbor (Pine Ave. at Shoreline Dr.), a long-awaited retail and entertainment center. It was



On the waterfront

To reach the Long Beach waterfront from I-710, follow signs for the aquarium. Contact the Long Beach Area Convention & Visitors Bureau (www.visitlongbeach.com or 800/452-7829). Combined admissions to the Queen Mary and the aquarium are available (\$34). Take the AquaBus (\$1; www.lbrtransit.com or 562/591-2301) between attractions.

wise predictable restaurant lineup.

The waterfront also features restored dune habitat and an attractive harborside walkway that connects to Shoreline Village, the best of the ersatz fishing towns that sprang up along the coast in the 1960s. Shoreline's restaurants include the always-lively Yard House (\$\$; 401 Shoreline Village Dr.; 562/628-

named for the amusement zone that operated here until 1968, a wild and wonderful place with sideshows, carnival games, and rides.

The new Pike is less colorful but has its original touches. There's an antique carousel, and the bridge to the waterfront evokes the legendary Cyclone Racer roller coaster. With an interior and façade crafted in Ireland, the Auld Dubliner Irish Pub (\$\$; 71 S. Pine Ave.; 562/437-8300) is an appealing alternative to the Pike's other-



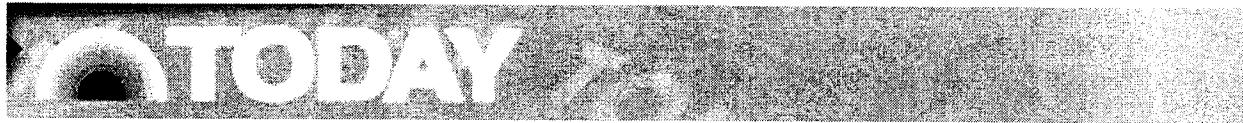
0435), with its huge beer selection, and Parkers' Lighthouse (\$\$\$; 433 Shoreline Village; 562/432-6500), for seafood and harbor views that include the Queen Mary (from \$23; 1126 Queens Hwy.; www.queenmary.com or 562/435-3511).

A new day-long passport for "Haunted Encounters: The Queen Mary's Mysteries Revealed" (\$28) gives you ample opportunity to visit locations on the ship where paranormal events occur. And getting further into the spirit, the ship's magnificent art deco Observation Bar offers "ghostly incantations," a special drink menu.

Not everyone believes in ghosts. But after seeing a frogfish in action, you may find that your range of what's plausible has expanded a bit. ■

On a roll: A coaster-inspired pedestrian bridge leads to the Pike at Rainbow Harbor, while the Queen Mary's Observation Bar lets you drink in deco splendor.

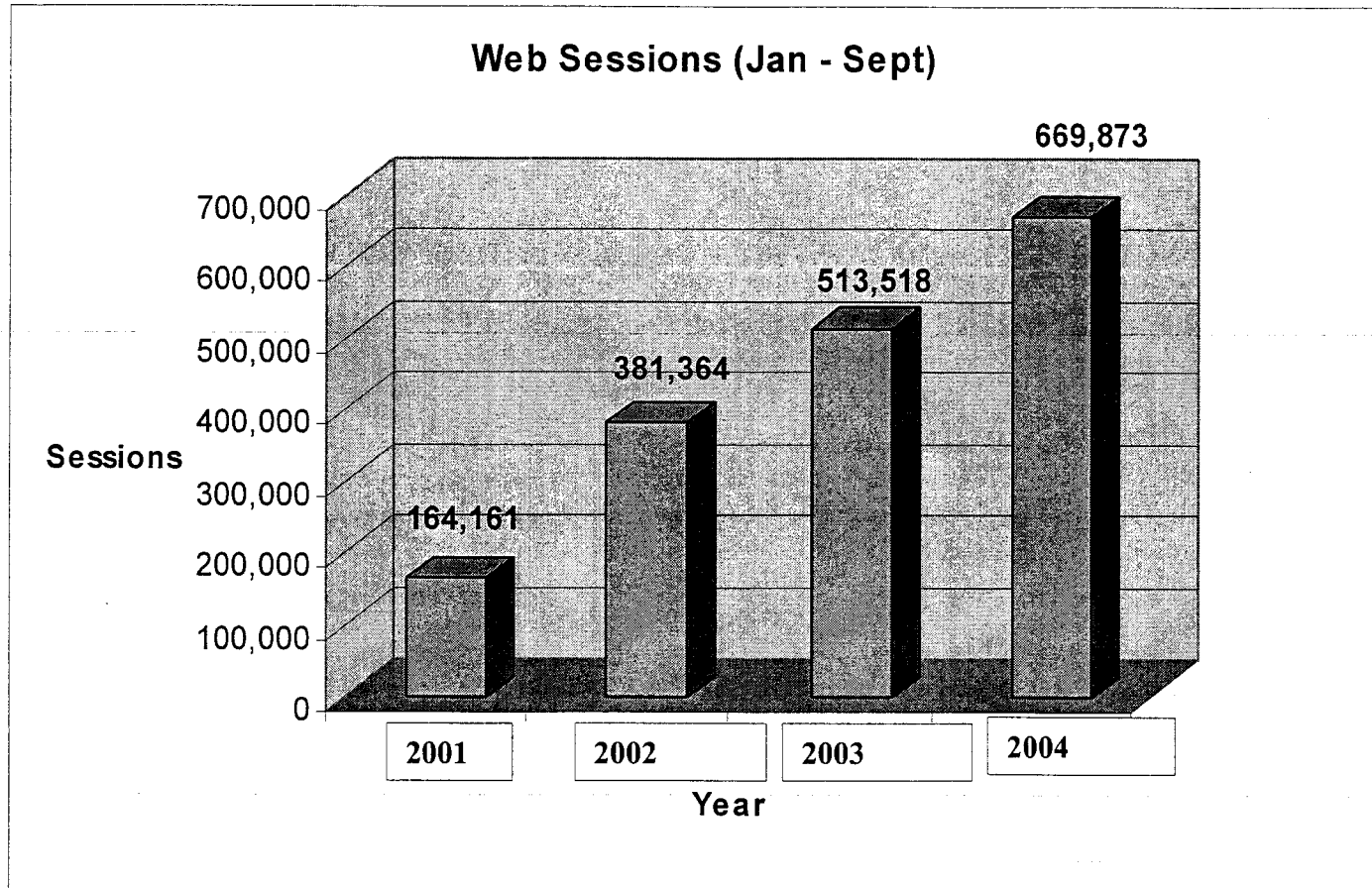
LOOKING AHEAD



THE TODAY SHOW –
“THREE-DAY GETAWAYS” with Peter Greenb
Highlighted downtown Long Beach,
Rainbow Harbor and Alamitos Bay



AWARD WINNING WEB SITE



Award Winning Web Site

Total Active Hyperlinks 52

Conference Hyperlinks 18

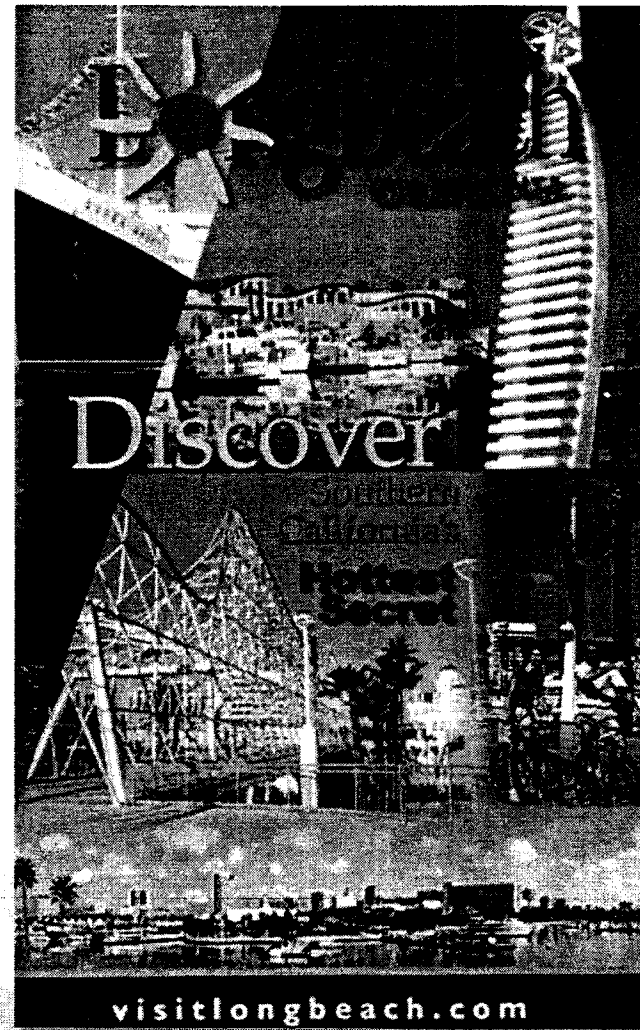
ANNUAL PUBLICATIONS

- VISITOR'S GUIDE

CIRCULATION: 300,000

- PLANNER'S GUIDE

CIRCULATION: 10,000



2004-2005

LOOKING AHEAD

18 Tradeshows

3 Familiarization Trips

2 Sales Missions

(Sacramento and Washington D. C.)

LOOKING AHEAD

12 Carnival Cruise Lines Travel Agent
Orientation Weekends

Honeymoon & Romantic Getaways Trade
Show

LOOKING AHEAD

Apostolic Assembly 10,000-12,000 delegates

IMB Retail Solutions 750 delegates

International Association of Jazz Educators
6,000 delegates

IBM Retail Solutions 750 delegates

National Youth Leadership Council 3,200
delegates

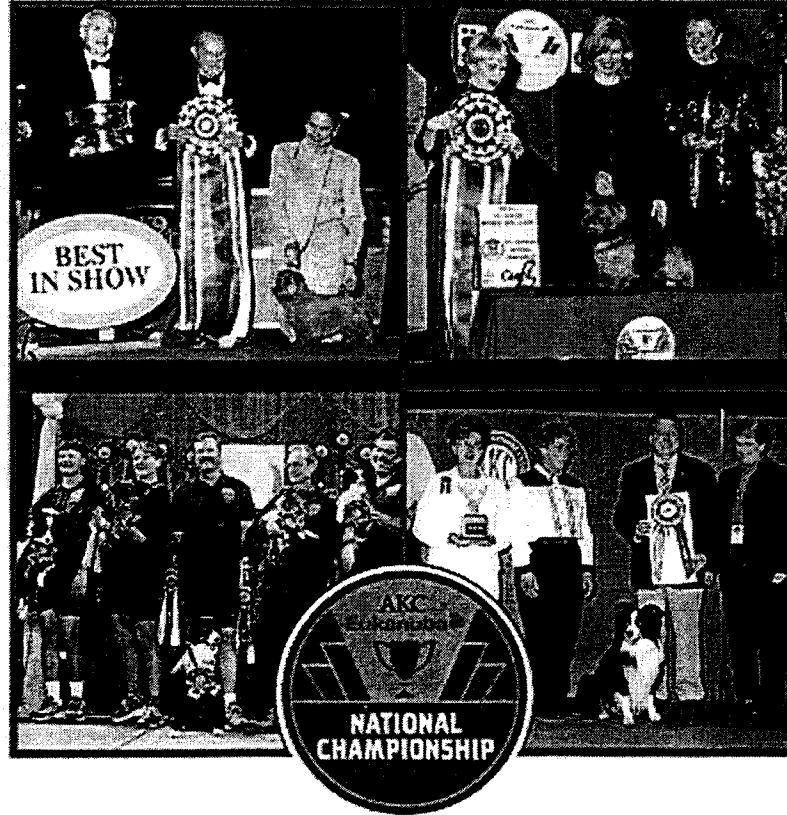
LOOKING AHEAD

2006 MARCH

FIFTEEN DOLLARS




THE DOG NEWS ANNUAL MAGAZINE



LOOKING AHEAD

Meetings and Convention Magazine 4
Color Insert

Direct Mail Piece to 45,000 Meeting
Planners



LOOKING AHEAD

Los Angeles Media Reception &
Marketplace—Walt Disney Concert Hall
December 2004

New York Area Media Reception &
Marketplace—Westin Essex House, NY
February 2005

LOOKING AHEAD

San Francisco/Bay Area Media
Reception & Marketplace
June 2005

In-Bound Press Trip to Long Beach for
key travel writers
May 2005

LOOKING AHEAD

Internet Web Site Enhancements
Including Animated Web Site
'Spokesperson'

Overall Direct Impact of Overnight Visitors in the Long Beach Economy

- 7,500 direct jobs
- \$155 million payroll
- \$261 million direct expenditures
- \$15.7 million in local tax receipts

-DATA COLLECTED IN 2000 - JOSEPH MAGADINO, CHAIRMAN CSULB DEPARTMENT OF ECONOMICS-

VISITOR Bed Tax Dollars
Generated
for 2003-2004

Approximately \$14 Million

VISITOR Bed Tax Dollars Generated for 2003-2004

**For every dollar the city invests in
conventions and tourism marketing, the
city receives \$3.48 in additional visitor
bed tax dollars.**

A 275% return on investment.

AQUATIC FESTIVAL



AQUATIC FESTIVAL

- Total media dollar amount value:
Over **\$117,000,000**

- Estimated viewership:
38,319,400



AQUATIC FESTIVAL

MEDIA HIGHLIGHTS

- 6 Hours of NBC Television Coverage
 - Friday July 9, 2004
 - Sunday July 11, 2004
 - Saturday July 10, 2004
- 4 Hours “Live from Long Beach”
- NBC Olympic Updates each night from Long Beach with Bob Costas

AQUATIC FESTIVAL

Major Publications:

- Wall Street Journal– **Circulation: 1,820,525**

Major article on how Long Beach may change future of sporting events by use of temporary facilities

- Westways Magazine– **Circulation: 3,026,960**

“Worth the Drive” section

- Sports Illustrated– **Circulation: 3,150,000**

2 page spread on June 21

4 page spread on July 26

AQUATIC FESTIVAL

Local Long Beach Media Coverage:

- Press Telegram— Unprecedented multi-page coverage every day of Festival
- Gazette Newspapers— Multi-page spreads in every issue during Festival
- Long Beach Business Journal- Multiple articles
- Charter Communications and Hometown TV—Several interviews with key Festival executives and extensive coverage of Festival events

The New York Times

August 8, 2004

"The U.S. Olympic Swim Trials...were contested in a glorious setting, a temporary pool in Long Beach, constructed just a couple of hundred yards from the Pacific Ocean and ringed each night by close to 10,000 screaming fans sitting in bleachers that rose high above the water."

- Michael Sokolove

Special Thank You

-Toyota

-Press Telegram

-Speedo

-International City Bank

-Charter Communications

-Port of Long Beach

-DLBA

-Boeing

-City Light & Power

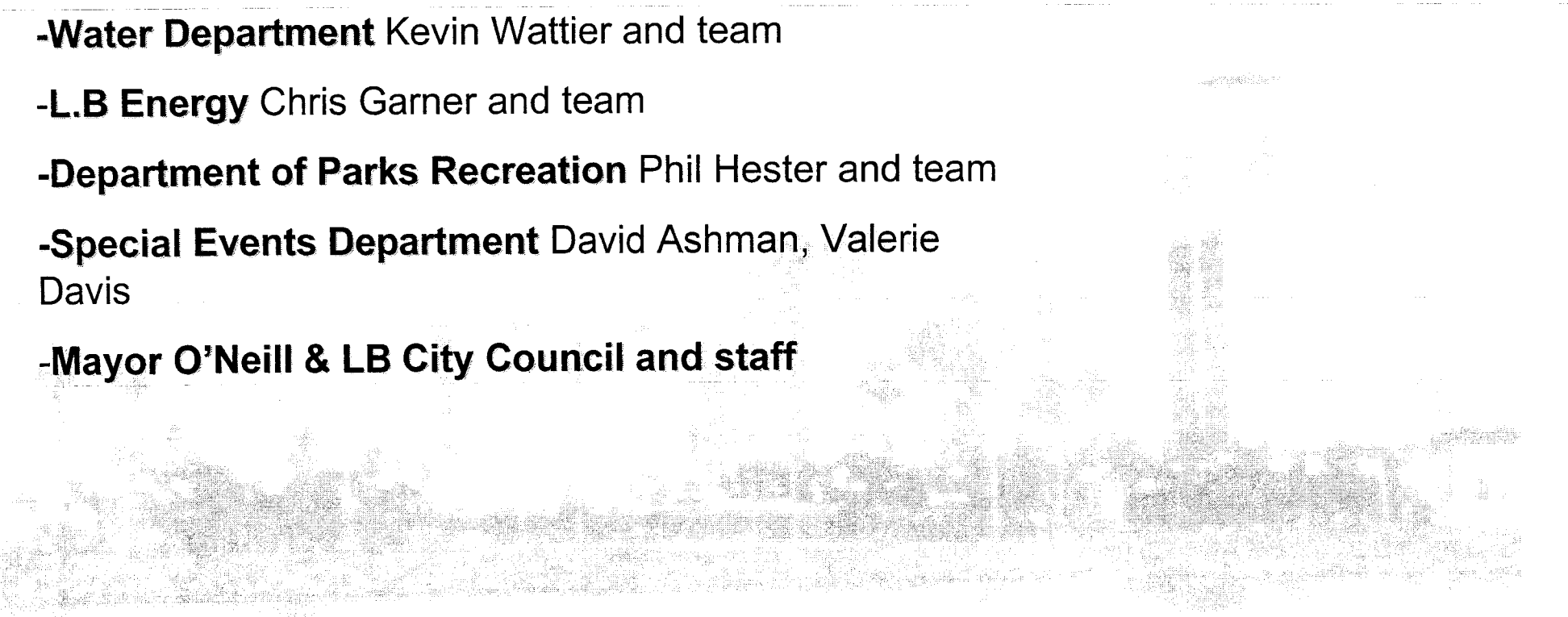
-Southern Calif. Edison

-SMG

-LB Transit

-Strategic Marketing, Inc.

Special Thank You

- City Manager's Office** Jerry Miller, Reggie Harrison
 - L.B Fire Department** Chief Ellis and team
 - L.B Police Department** Chief Batts and team
 - Planning and Building** Fady Martin and team
 - Health Department** Ron Arias and team
 - Water Department** Kevin Wattier and team
 - L.B Energy** Chris Garner and team
 - Department of Parks Recreation** Phil Hester and team
 - Special Events Department** David Ashman, Valerie Davis
 - Mayor O'Neill & LB City Council and staff**
- 

Special Thank You

-Gazette Newspaper

-Long Beach Business Journal

-Jay Flood and Associates

-DWR Construction

-Grand Prix Association of Long Beach, Jim Michaelian, Dwight Tanaka and team

-Rich Foster

-Kurt Krumpholz

-Beth White and Team

-CVB Board of Directors

-CVB Staff