



Best West

in the

Long Beach CVB Wins the Stella Award from the Readers of *Successful Meetings and M&C*

LONG
BEACH
CA

Analysis provided by



\$1.8 Billion

economic impact of visitor spending

Second Largest Job Sector

at 13% (15,000+ jobs) after healthcare at 19%

The background of the slide features a light blue sky with faint, stylized palm trees. The bottom portion of the image transitions into a sandy beach texture.

Over 18,000
Employed

(Pre-pandemic)

\$30.6 Million

in transient occupancy tax alone

Just under **10%**
of highest TOT in history



LONG
BEACH
CVB

Samantha Mehlinger
VP of Communications

LONG BEACH CONVENTION & VISITORS BUREAU



visit California

Co-op

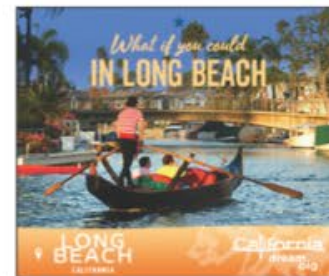


\$1.2 Million
Value

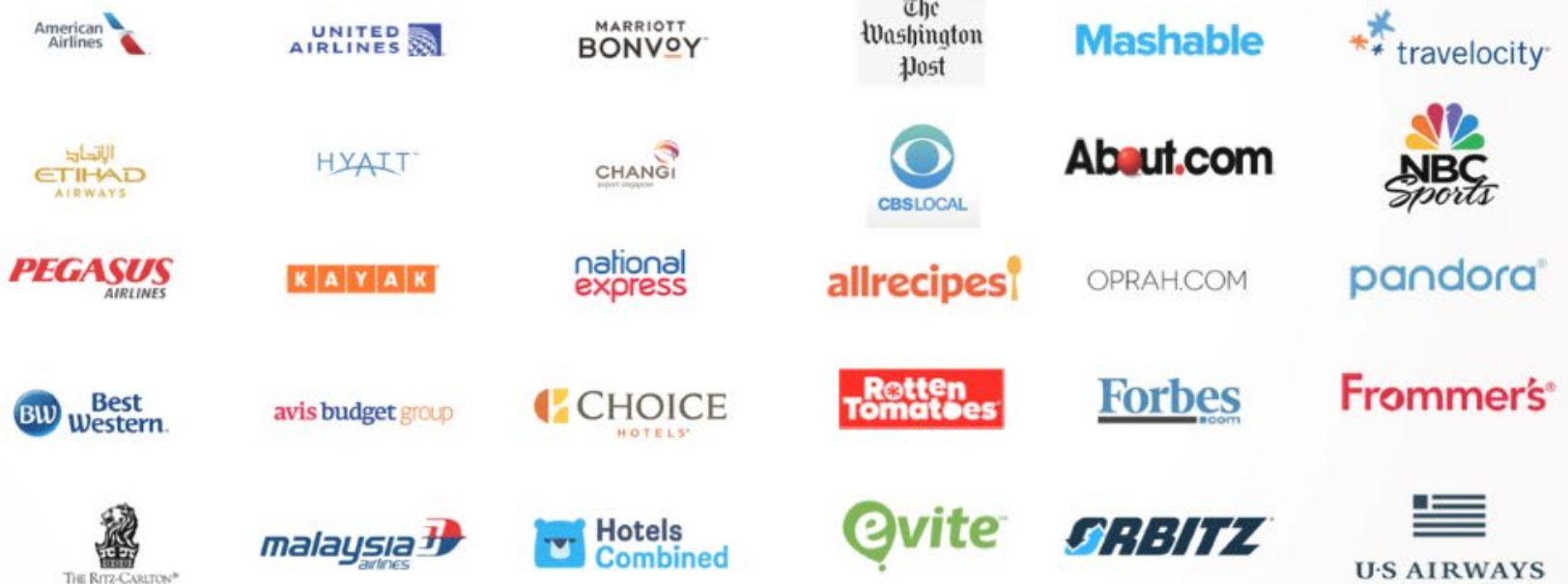
Doubled Investment

dollar for dollar match | platform partners | added propositions

Over **80 Million**
Impressions



campaign ran across multiple platforms





VISITCALIFORNIA: POPPY AWARD WINNER

**Best Content Marketing
In California**

The Visit California Poppy Awards honor the best and brightest of California tourism promotion. The awards are bestowed in even-numbered years and serve as the finale to Outlook Forum.



Listicles



222

Listicles

87

Businesses

56%

Diverse, LGBTQ+,
Women-owned



Fair Trade Shops in Long Beach

The slogan “Be the change. Buy the change” is popular with Fair Trade certified retailers, which themselves have become increasingly popular with mindful consumers. So what kind of change does Fair Trade...



Whiskey Bars in Long Beach

Whiskey is the thinking person’s spirit. Other liquors, clear ones mostly, are great companions at a party, but whiskey is best enjoyed quietly; alone with one’s thoughts or in the company of...



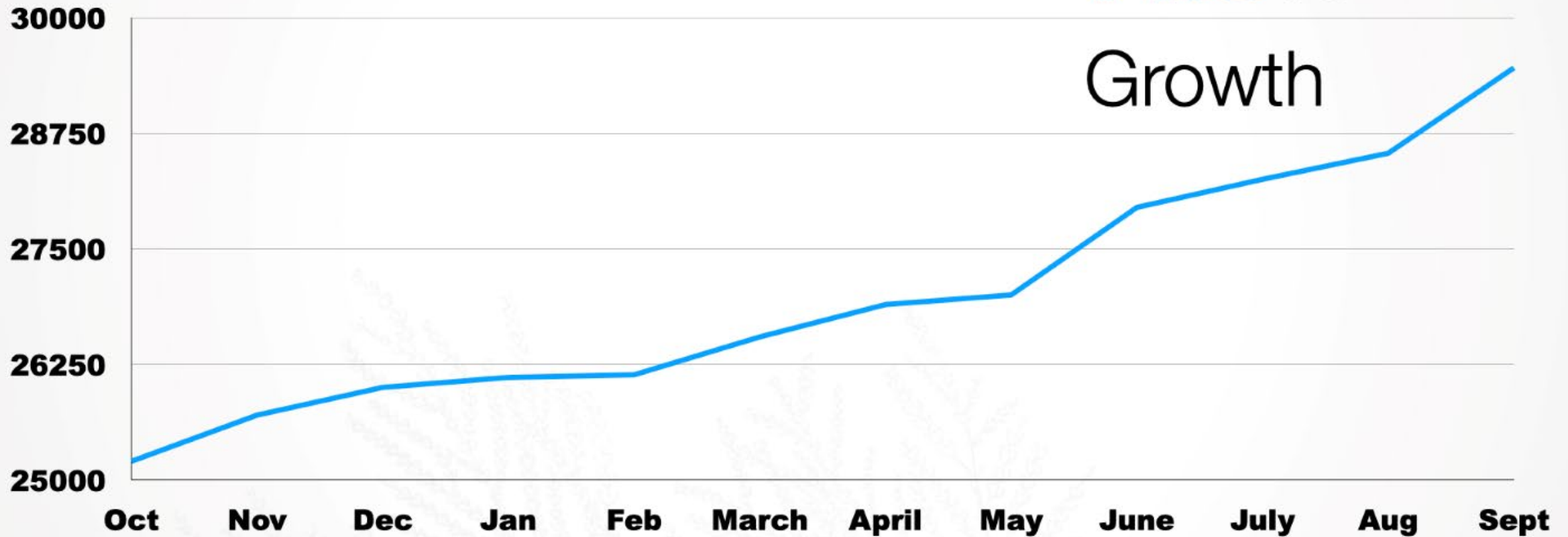
Aquatic Adventure: Mix & Match Your Long Beach Vacation

In a world that’s 71% H₂O, searching for your next waterfront getaway can easily turn into an unending scroll fest. Allow us to save you the time. Where else can you feed...

Instagram Followers

14.5%

Growth



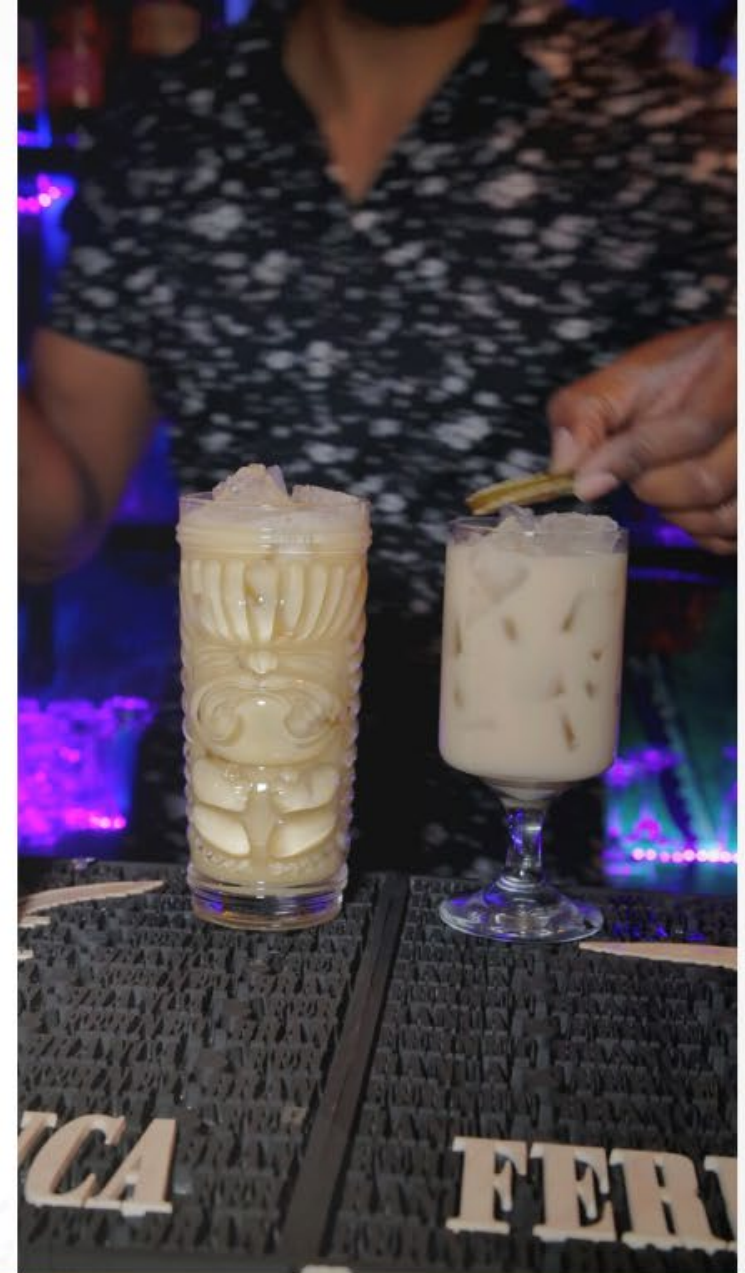
Instagram Reels

106%

Increase in
accounts reached

122%

Increase in non-
followers reached



Top Earned Media

Fodor'sTravel



DAILY BEAST

thrillist

PCMA
convene

LOS ANGELES
BUSINESS JOURNAL

Condé Nast
Traveler

Network News



Long Beach Walls	Fourth of July	Gondola Getaway (40th Anniversary)
\$106,514	\$277,739	\$88,770
FOX 11 ABC 7	CBS 2 NBC 4 KCAL 9	KTLA 5 FOX 11
492,510	725,791	333,673



Network News

\$473,023

Combined media value

Long Beach Walls | Fourth of July | Gondola Getaway (40th) Anniversary

Network News

Over
1.5 Million

Audience reached

Long Beach Walls | Fourth of July | Gondola Getaway (40th) Anniversary

Network News

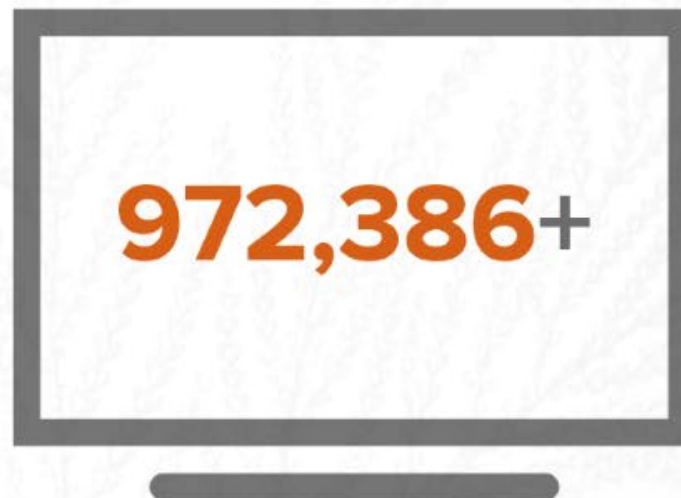
Coverage across multiple networks



Long Beach Walls | Fourth of July | Gondola Getaway (40th) Anniversary

KTLA Coverage

Summer 2021 - Summer 2022



Coming in 2023

10 Minute

Episode

150 Million

Households

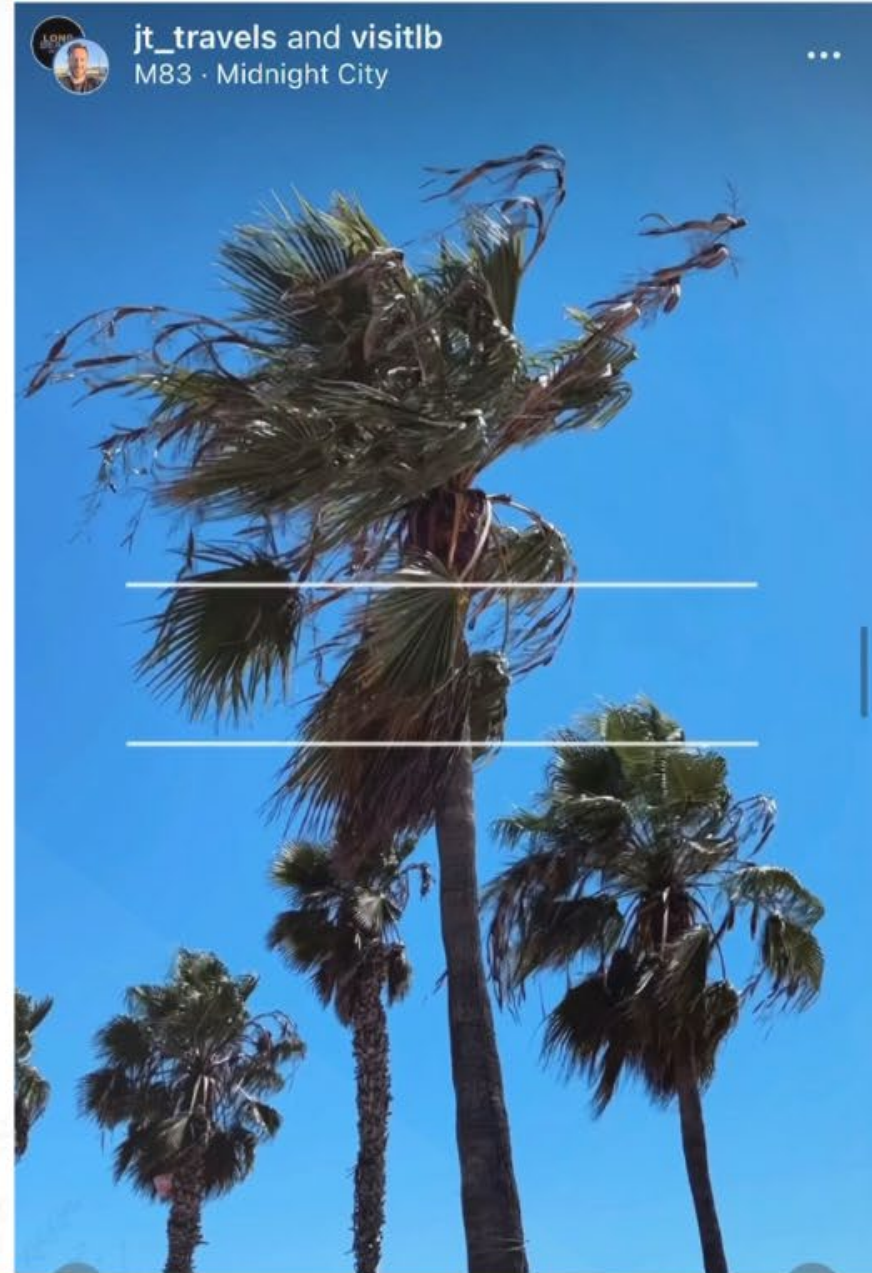
Repeat

Airings



Bally
SPORTS

Discovery



Influencer Partnerships



2.2M+



2.1M+



253K+



YouTube

39.4K+





LONG
BEACH
CVB

Paula Zepeda

LBCVB | Community Relations Manager

LONG BEACH CONVENTION & VISITORS BUREAU







Completed 100+ Videos

Restaurants | Hotels | Convention Center | Attractions

TIPS & BEST PRACTICES



- 1. Know client and context
- Budget
- Capacity
- Service Providers
- Position of Services



2. Research

- Mapping service delivery model
- Mapping community
- Mapping service providers
- Mapping service users
- Mapping service providers
- Mapping service providers
- Mapping service providers
- Mapping service providers



3. Implementation

- Mapping service delivery model
- Mapping community
- Mapping service providers
- Mapping service users
- Mapping service providers
- Mapping service providers
- Mapping service providers
- Mapping service providers



LONG
BEACH
CVB

Kenya Bannister / **Joseph** Jenci

Sales Department

65%
Increase in bookings
over same time last year



↑ 180%

Lead volume increase
year over year



Washington DC

Long Beach CVB Sales Mission





Chicago

Long Beach CVB Sales Mission





Bay Area

Long Beach CVB Sales Mission

ES.com NOW LEASING





33

Industry trade shows
attended this year

Calendar year

2023

 **8-10%**

Increase in hotel revenue

Calendar year

2024

 **23%**

Increase in group bookings

Calendar year

2025

 **134%**

Increase in group bookings



Acra Grand Prix of Long Beach

Long Beach CVB Sales Mission



Bronner Bros

Bronner Brothers Hair Show

BLACK
WOMEN
ARE
POPPIN

Competition



Gaylord Hotels

Chula Vista Bay Front - San Diego CA

Comparison

Gaylord Pacific

Long Beach

Total meeting rooms	73	45
Largest exhibit space (sq ft)	140,000	224,000
Total space	477,000	400,000
Stories	22	-
Doubles	1,100	-
Kings	411	-
Suites	89	-
Total rooms	1,600	1,600

Repositioned

Industry recognized



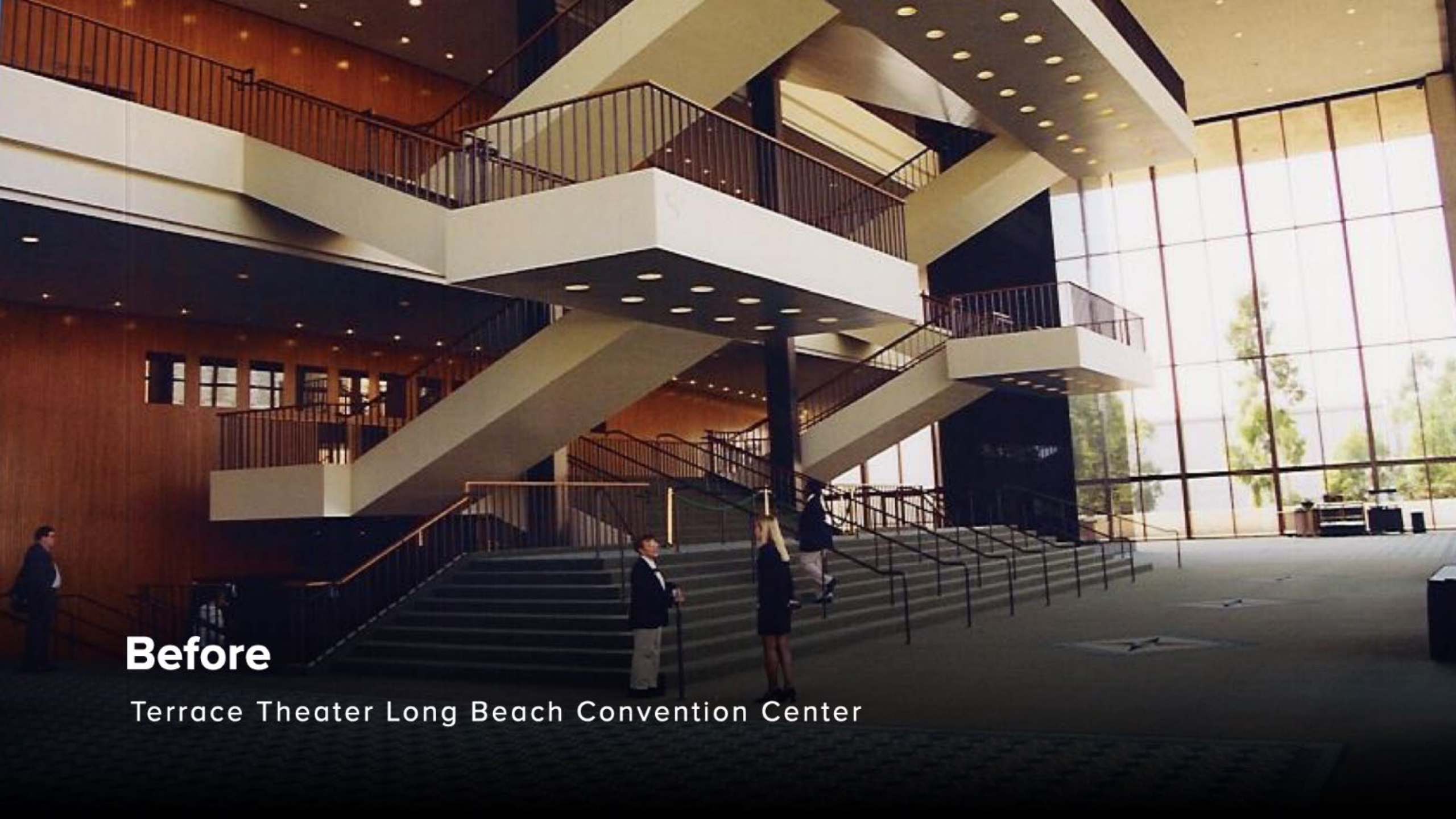
Before

Promenade Lobby Long Beach Convention Center

A wide-angle photograph of a modern, multi-level lobby. The foreground features a dark leather sofa and several large, tiered chandeliers with warm, yellow light. The floor is covered in a patterned carpet. In the background, a long hallway leads to a large, arched atrium with a high, vaulted ceiling and a blue and purple color scheme. Palm trees and other plants are scattered throughout the space.

After

Promenade Lobby Long Beach Convention Center



Before

Terrace Theater Long Beach Convention Center

The image shows a large, modern interior space, likely a convention center or theater. A prominent feature is a multi-level staircase with white railings and a large, illuminated, abstract sculpture made of many thin, vertical rods, resembling a chandelier or a large lamp. The space is lit with warm, golden light, and there are several large windows or glass walls on the right side. The ceiling is high and features a complex lighting rig with many spotlights. The overall atmosphere is one of modern architecture and artistic design.

After

Terrace Theater Long Beach Convention Center



Before

Terrace Theater Plaza Long Beach Convention Center



After

Terrace Theater Plaza Long Beach Convention Center



New

Rainbow Bridge Long Beach Convention Center



After

Rainbow Bridge Long Beach Convention Center



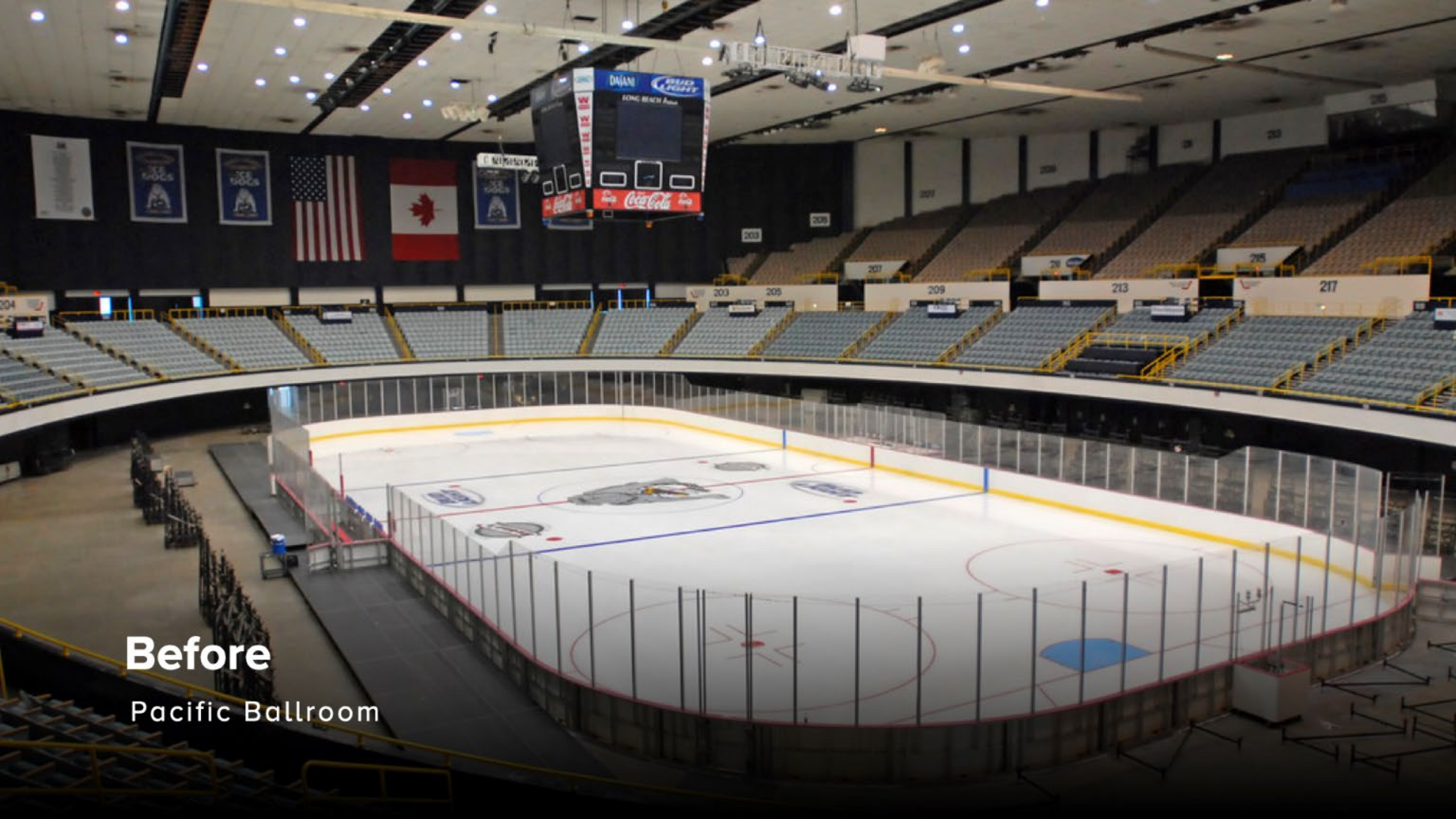
BEACH CONVENTION & ENTERTAINMENT CENTER
Seaside Meeting Rooms

Before
The Cove

LONG BEACH PERFORMING ARTS

After
The Cove

THE COVE



Before

Pacific Ballroom



After

Pacific Ballroom

THE PACIFIC BALLROOM

A large white number '9' is centered, with the word 'YEARS' in a smaller white serif font directly below it. The number and text are framed by a golden laurel wreath. Radiating from the center are numerous thin golden lines, some ending in small yellow stars. At the bottom of the graphic, a horizontal row of five golden stars is visible. The entire graphic is overlaid on a dark, atmospheric photograph of a large indoor event space filled with people and decorated with many large, teal-colored balloons.

9
YEARS
ANNIVERSARY

THE PACIFIC BALLROOM

The Pacific Ballroom

\$400 Million+

In EEI since it was launched in 2013



4,129
Full-time jobs created



\$162.8 Million

In associated earnings



\$ 65.1 Million

Generated in tax revenues

INTRODUCING **our**
Newest

Turnkey Space

VIDEO



Before

Pacific Gallery & Patio



After

Pacific Gallery & Patio











BOGART
&
CO

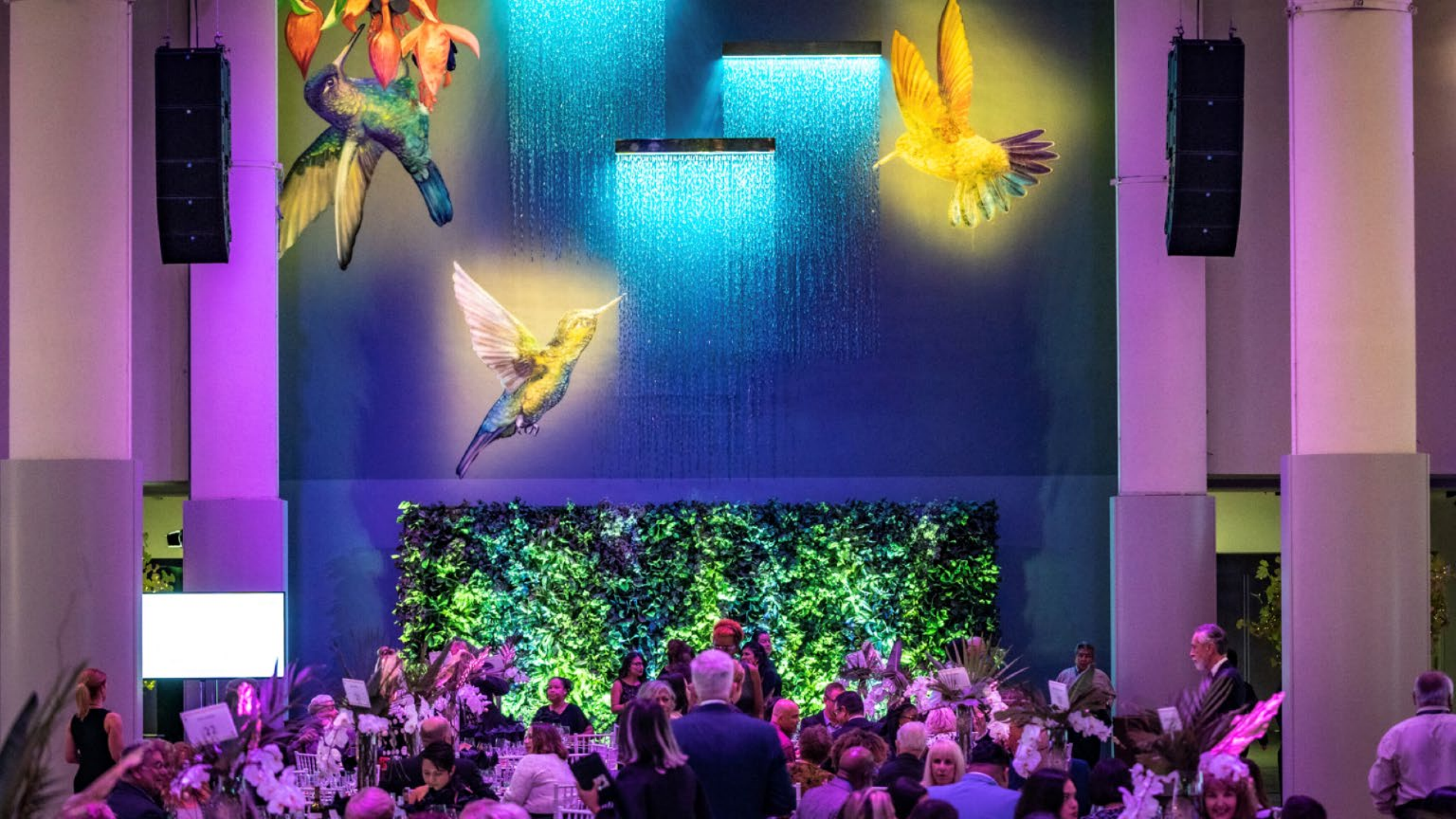


















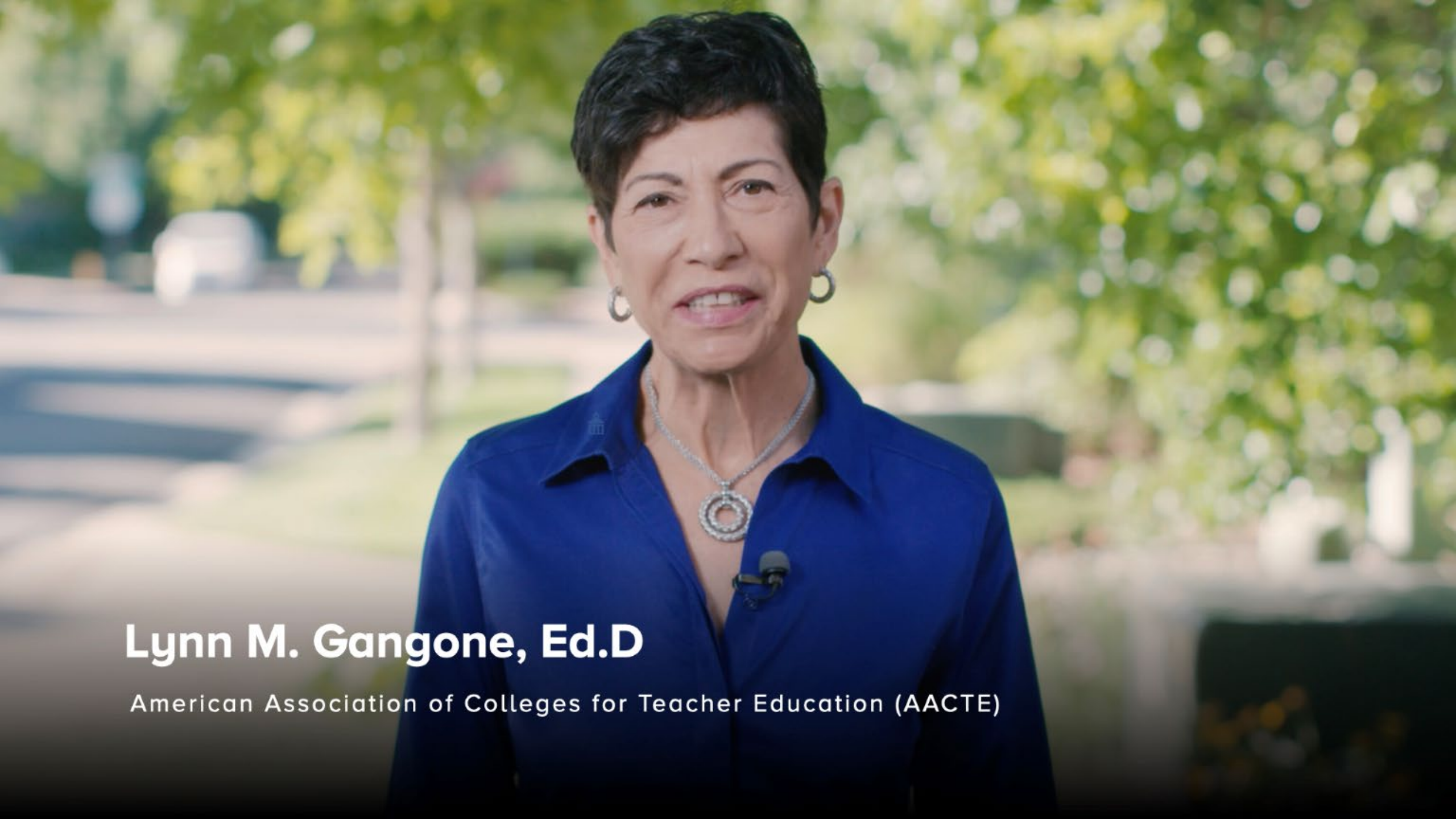




A portrait of Erika Respress, a Black woman with long, dark, wavy hair, wearing a black button-down shirt, large gold hoop earrings, a gold chain necklace, and a gold watch. She is sitting at a dark table with her hands clasped, looking directly at the camera. The background is a blurred cityscape with greenery and tall buildings, seen through a large window. A small potted plant is visible on the left side of the frame.

Erika Respress

Bronner Brothers, Inc.



Lynn M. Gangone, Ed.D

American Association of Colleges for Teacher Education (AACTE)

HONORING EXCELLENCE IN THE MEETINGS INDUSTRY

THE Stella Awards

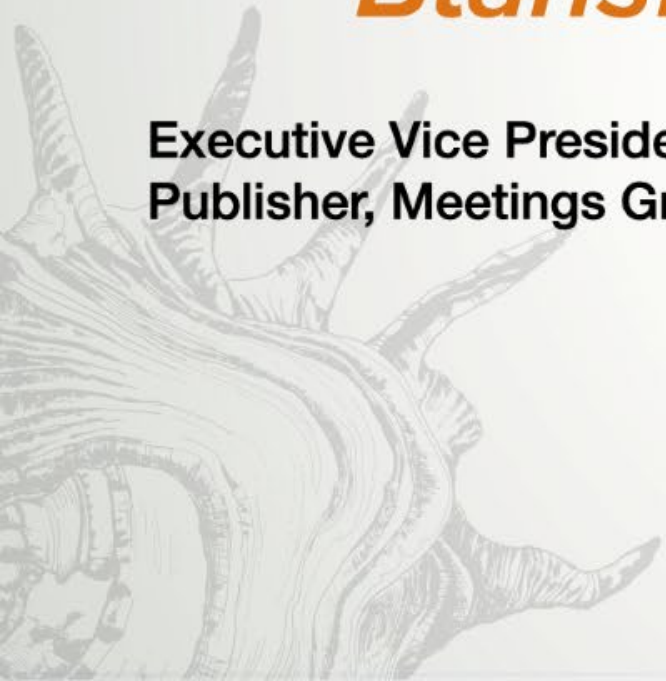




NORTHSTAR
MEETINGS GROUP

David
Blansfield

Executive Vice President/Group
Publisher, Meetings Group





7

**CONSECUTIVE
WINS**

**STELLA AWARD
WINNER**

**LBCVB
BEST
WEST**
IN THE

FROM READERS OF M&C AND SUCCESSFUL MEETINGS MAGAZINES
HONORING EXCELLENCE IN THE MEETINGS INDUSTRY



6

**CONSECUTIVE
WINS**

**STELLA AWARD
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