

TOURISM MARKETING PROGRAM

SAN BERNARDINO COUNTY EDA

FY 2018-2019

#LOVESBCOUNTY



TARGET MARKETING MESSAGING



DRIVE MARKET

You don't have to go far to get away from it all in San Bernardino County, where mountain towns and desert enclaves invigorate your sense of adventure, inspire your creative spirit and invite you to live in the moment.



FLY MARKET

With nonstop air service to Southern California's Ontario International Airport, it's easy to get away from it all in San Bernardino County, where mountain towns and desert enclaves invigorate your sense of adventure, inspire your creative spirit and invite you to live in the moment.

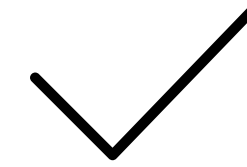


GLOBAL MARKET

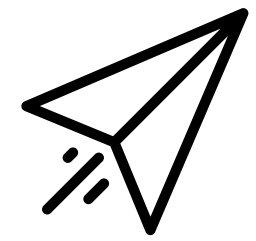
Just one hour from global entry-points like Los Angeles, San Bernardino County is a vast outdoor playground where mountain towns and desert enclaves invigorate your sense of adventure, inspire your creative spirit and invite you to live in the moment.



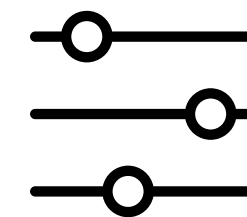
MARKETING STRATEGIES



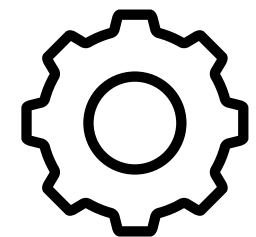
OWNED
MEDIA



EARNED
MEDIA



PAID MEDIA



TRADE SHOWS



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EARNED MEDIA

PUBLIC RELATIONS

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14.9M

P U B L I C R E L A T I O N S H I T S

EARNED
MEDIA

Magazine	Unique Monthly Views
San Diego Family Magazine	225,000
7x7 Magazine	172,560
San Diego Family Magazine Print	225,000
San Diego Family Magazine Online	165,000
Sunset Magazine Print	1,260,000
Sunset Magazine Online	323,000
Supernatural Travel	5,000
Westways Magazine	4,250,000
Epic Trails TV	128,900
Men’s Journal	8,000,000
Pure Wow	114,600



TOURISM MARKETING PROGRAM

PLANES OF FAME
AIR MUSEUM

SOCIAL MEDIA

FY 2018-2019

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SAN BERNARDINO
COUNTY

MUSEUM HOURS
Sunday - Friday Saturdays
10:00 am - 5:00 pm 9:00 am - 5:00 pm
Closed Thanksgiving & Christmas

L O V E S B C O U N T Y

SOCIAL MEDIA



576 points of engagement = 16 original posts per month x 3 platforms x 12 months

L O V E S B C O U N T Y

5.5M

S O C I A L M E D I A H I T S

OWNED
MEDIA



Social Media	Annual Impressions
Facebook 14,600 Followers	5,333,000
Instagram 1,400 Followers	92,000
Twitter 1,600 Followers	81,000

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WEBSITE

FY 2018-2019

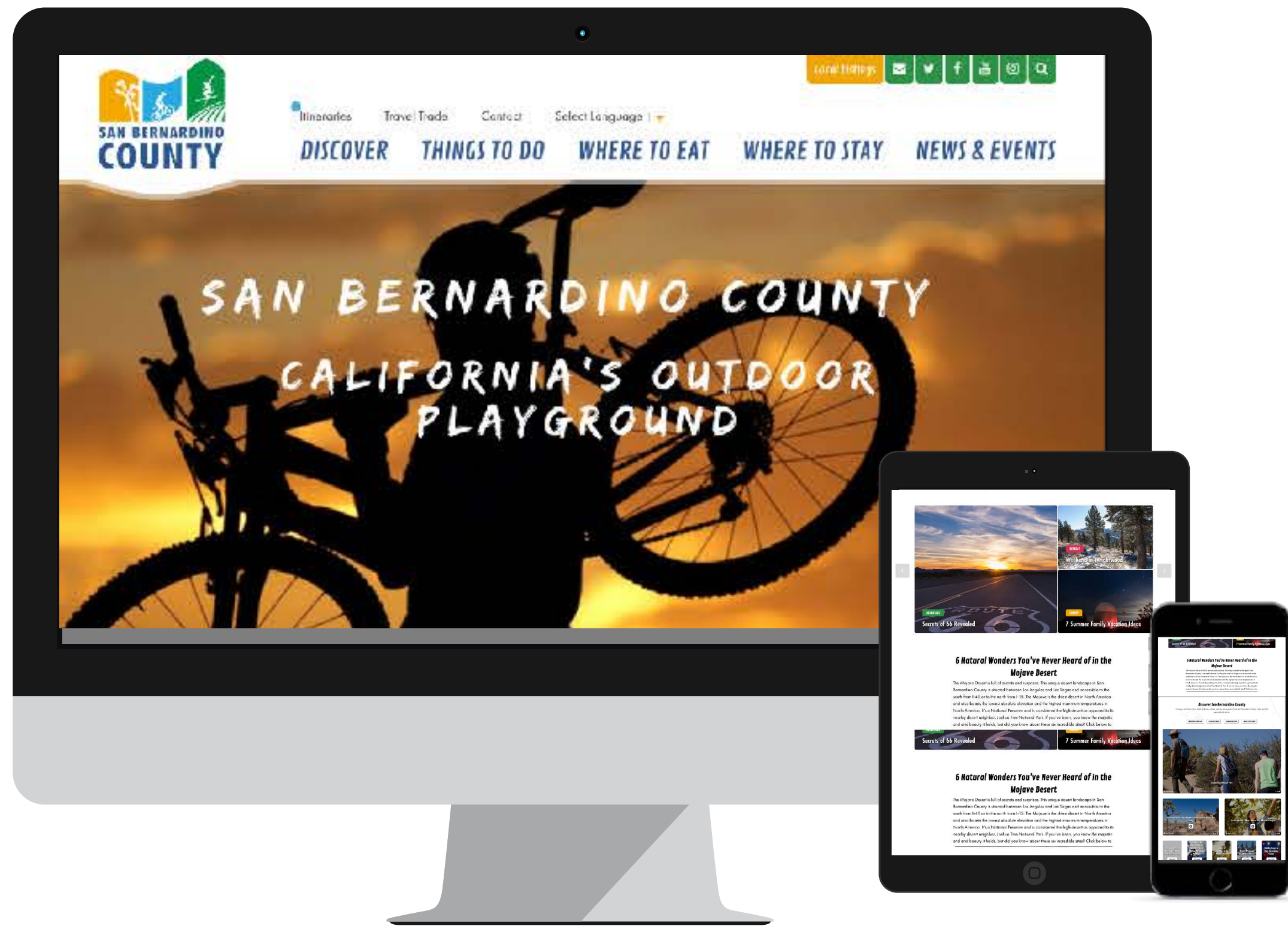
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WEBSITE REFRESH

SBC was excited to launch its newly redesigned website, which was focused on marketing our unincorporated destinations on their behalf, with highlights of major destination regions.

This more contemporary design was inspired by Visit California. It features large visuals and features blogs and activities more prominently.



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PAID MEDIA

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L O V E S B C O U N T Y

11M

P A I D M E D I A

SPRING CAMPAIGN IMPRESSIONS



7.2M Impressions



1.8M Impressions



500K Impressions



1.5M Impressions

TOURISM MARKETING PROGRAM

PARTNERSHIPS

FY 2018-2019

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WE LIKE LA INFLUENCER



Christina and Brian Champlin are the co-founders of We Like L.A., an events, culture, and travel blog that reaches over a quarter of a million monthly readers. Through their adventures, Christina and Brian help their audience find fun things to do and places to eat in the greater Los Angeles area and surrounding Southern California region.

250K Facebook | 68K Email Subscribers | 35K Instagram | 1M Monthly Impressions



VISIT CA THIRD THURSDAY

“For March's Third Thursday, Visit California welcomed the team from San Bernardino County. This massive county located in Southern California can be considered California's outdoor playground, known for the countless adventures available to its visitors. With an area of over 20,000 square miles, San Bernardino is the largest county in the country. It spans the mountains and deserts, from east of Los Angeles to the Nevada and Arizona borders. World-famous destinations and national parks are located in the county including Joshua Tree National Park, Death Valley, Route 66 and Big Bear Lake.”

250,000 Readership Circulation

L O V E S B C O U N T Y

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TRADE SHOWS

FY 2018-2019

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LA TRAVEL AND ADVENTURE

16,000 SoCal Attendees at event, three on-site promotions, destination giveaway, brochures, captured 100+ email addresses, Engaged 200+ consumers and media outlets



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IPW ANAHEIM

U.S. Travel Association's IPW 2019 will be held Saturday, June 1, through Wednesday, June 5, at the Anaheim Convention Center in Anaheim, California.



L O V E S B C O U N T Y

31.4M

2018-2019

PAID + OWNED + EARNED
IMPRESSIONS

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FILM ECONOMIC IMPACT

FY 2018-2019

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385
Projects



211
Permits



735
Production Days



\$11.1M
Economic Impact

Welcome
The Village
Big Bear Lake

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HOTEL PIPELINE

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L O V E S B C O U N T Y

2,600

T H R E E Y E A R H O T E L P I P E L I N E

NEW ROOMS ACROSS 28 HOTELS

Brand	Expected Opening	# of Rooms	Market
The UFO Hotel	July 2019	31	Baker
Element Ontario	October 2019	131	Ontario
Woodspring Suites Redlands San Bernardino	October 2019	122	Redlands
Hampton Inn & Suites Ontario Rancho Cucamonga	December 2019	100	Rancho Cucamonga
Home2 Suites by Hilton Rancho Cucamonga Ontario	March 2020	107	Rancho Cucamonga
Home2 Suites by Hilton Barstow	March 2020	106	Barstow
Home2Suites by Hilton	May 2020	88	Redlands
Cambria Hotel & Suites Ontario	May 2020	124	Ontario
Holiday Inn Express & Suites Colton	June 2020	100	Colton
Fairfield Inn & Suites Chino	July 2020	111	Chino
Springhill Suites Riverside Redlands	July 2020	96	Redlands
Motel 6 San Bernardino	August 2020	80	San Bernardino
Residence Inn Riverside Redlands	August 2020	104	Redlands
Avid Victorville	October 2020	95	Hesperia
Holiday Inn Chino Hills	October 2020	120	Chino Hills
Residence Inn Victorville Hesperia	November 2020	100	Hesperia
Staybridge Suites San Bernardino	December 2020	105	San Bernardino
Super 8 Fontana	March 2021	70	Fontana
TownePlace Suites San Bernardino Fontana	April 2021	115	Fontana
Hampton Inn by Hilton Needles	April 2021	80	Needles
Candlewood Suites Loma Linda	June 2021	90	Redlands
Homewood Suites by Hilton Ontario South	July 2021	111	Ontario
Staybridge Suites Ontario	October 2021	114	Rancho Cucamonga
La Quinta Inn & Suites Yucaipa	December 2021	80	Yucaipa
Tru by Hilton Hesperia	Not Announced	98	Hesperia

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BIG DATA

FY 2018-2019

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YOU CAN WRITE HERE

TRAVEL IMPACT



\$4.9 B
Visitor Spending 2017



55,000
SBC Employees 2017



5.1 %
Increase in Travel
Spending 2017



5.1 M
2018 Ontario Airport
Passengers (+13% from 2017)



2.9 M
Joshua Tree National
Park Visitors 2018



70.4 %
2018 Occupancy Rate
(+1.2% from 2017)



\$95.65
2018 Average Daily Room
Rate (+4.7% from 2017)

*Visit California authored by Dean Runyan Associates 2017

Occupancy Rate (OCC%) is the ratio of rented or used space to the total amount of available space.
Average Daily Room Rate (ADR) indicates the average realized room rental per day.
Revenue per available room (RevPAR) is calculated by multiplying a hotel's average daily room rate (ADR) by its occupancy rate.



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INDUSTRY NEWS

FY 2018-2019

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Leading Industry Stats Healthcare

14.3% of Employment in SBC

59% Growth adding nearly 38K jobs.

Top Employers



Leading Industry Stats

Manufacturing

2100+ Manufacturers in SBC

9% of Employment in SBC

22.5% Growth x3 the Pace of the State

Top Employers



Leading Industry Stats

Logistics

5,000+ Logistics Companies in SBC

27% Growth of Employment Since 2010

9% of Employment in SBC

Top Employers



NORDSTROM

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THANK YOU

Questions?

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