



Tourism Bureau Meeting Agenda
February 2, 2021, 12:30 p.m.
via Zoom (lunch by Wolf Creek)

WELCOME

TOURISM OFFICE UPDATES

- Tourism Website/Social Media/e-Newsletter
 - **Website:** VisitSantaClarita.com
 - **Facebook:** Facebook.com/VisitSantaClarita – 31,432
(Feb. 2020 = 31,370; 2019 = 30,118; 2018 = 28,591)
 - **Twitter:** @SeeSantaClarita – 4,513 followers
(Feb. 2020 = 4,599; 2019 = 4,340; 2018 = 3,955)
 - **Instagram:** visitsantaclarita – 4,760 followers
(Feb. 2020 = 3,677; 2019 = 2,440; 2018 = 1,829)
 - **Newsletter:** bi-monthly – 10,509 recipients
(Feb. 2020 = 8,699; 2019 = 3,232)

- Visitor Guide – reprint
- Tourism Bureau Membership Dues
- Miscellaneous Updates
- 2021 Special Events

MEMBER/GUEST UPDATES

NEXT MEETING

Date: Tuesday, March 2 @ noon