



Tourism Bureau Meeting Agenda
February 1, 2022, 12:00 p.m.
Salt Creek Grille

WELCOME

TOURISM OFFICE UPDATES

- Tourism Website/Social Media/e-Newsletter
 - New to the Tourism team – Amanda Casillas
 - Upcoming events (Superbowl, Valentine’s Day, other?)
 - **Website:** VisitSantaClarita.com
 - **Instagram:** visitsantaclarita – 6,098 followers
(Feb. 2021 4,760; 2020 = 3,677; 2019 = 2,440; 2018 = 1,829)
 - **Facebook:** Facebook.com/VisitSantaClarita – 32,013
(Feb. 2021 31,432; 2020 = 31,370; 2019 = 30,118; 2018 = 28,591)
 - **Twitter:** @SeeSantaClarita – 4,527 followers
(Feb. 2021 4,513; 2020 = 4,599; 2019 = 4,340; 2018 = 3,955)
 - **Newsletter:** bi-monthly – 10,478 recipients
(Feb. 2021 10,509; 2020 = 8,699; 2019 = 3,232)
- Visitor Guide
- Tourism Bureau Membership Dues
- 2022 Special Events

MEMBER/GUEST UPDATES

NEXT MEETING

Date: Tuesday, March 1 @ noon

Location: To be confirmed