



Tourism Bureau Notes
May 14, 2024, 12:00 p.m.
Embassy Suites

ATTENDEES

Jo Ann Hilario (Best Western & Holiday Inn Express); Debbie Duggar (Six Flags Magic Mountain); Ryan Garcia-Agcaoili and Lianne Riban (Homewood Suites); Nani Escudero (Visit California); Lisa Sojka, Billy Dye, Michelle Shrewsbury, Bernadette Galaviz (Embassy Suites); TJ Odum, Alicia Alcantar, Kira Wang (Hilton Garden Inn); Tom Dolinsky (Hampton Inn by Hilton); Samantha Schmitz and AD (Lucky Luke Brewing Company); Amanda Billimore (The Paseo Club); Heather O'Brien and Bunny Feranda (MB2 Entertainment); Jessi Lederer, Ethan Lal (Courtyard by Marriott); Luis Mendez (Regal Edwards Canyon Country); Sergio D'Agustini (Reyes Winery); Marie Scherb (Rancho Camulos Museum); Astrid Suhun and Angelica Cooper (Hyatt Regency Valencia); Cali Nocella – Arts & Events; Nicholas Echeverri – Transit; Rachel Geraci – Building & Safety; Aly Sinlao – Business Development; Stephanie Villafuerte, Dori Carrillo, Marilyn Sourgoose, Evan Thomason – Tourism (City of Santa Clarita).

WELCOME

Billy Dye, General Manager of Embassy Suites, welcomed everyone to the hotel. With catering and events frequently taking place in the city, this season has been busy for Embassy Suites.

TOURISM OFFICE UPDATES

- **New faces**
 - Job shadowing Marilyn: Rachel Geraci from Building & Safety and Alessandra Sinlao from Economic Development
 - AD, Sales Manager from Lucky Luke
 - TJ, Director of Sales, from Hilton Garden Inn
 - Tom Dolinsky, General Manager from Hampton Inn
- **IPW Recap** – Evan, Marilyn, another member of the Economic Development staff and sales staff from two of our TMD hotels attended IPW in Los Angeles. Our booth was positioned next to Six Flags'.
 - IPW is the largest inbound travel trade show put on by US Travel who works to attract the world to the U.S.
 - There were 5,700 attendees at IPW which included over 2,000 international buyers and over 600 media representatives from 70 countries
 - Tourism team had 100+ scheduled meetings over 3 days which included Evan spending a whole day in the Media Marketplace, having 1:1 meetings with international journalists and two sets of meetings on the tradeshow floor in our booth with buyers
 - Some of the buzz words for this year that the travel buyers seemed interested about Santa Clarita were that we're a **safe** City and also **hub and spoke** - basically staying in Santa Clarita hotels and using us as a hub for their SoCal travels.
 - Explore Santa Clarita for a couple of days (SFMM|HH, MB2, OTN, Vasquez/hiking, Castaic/watersports
 - Day trips (Ventura beaches/Santa Barbara, Universal Studios/Disneyland, Hollywood/Los Angeles)
 - Emphasized Santa Clarita being a value compared to being in Los Angeles – we're easily accessible off the 5 Freeway, with wide open spaces and it's safe.
 - From businesses to hotels, every Tourism Bureau member contributes to the appeal of Santa Clarita so thank you!

- Thank you to Lucky Luke and Six Flags Magic Mountain for partnering with us during the event
- **International media**
 - Visit Santa Clarita hosted international media who came to attend IPW.
 - Thank you to all of our members and partners who assisted
 - Daan & Karl – from Amsterdam
 - Stayed at Homewood Suites and Hotel Lexen
 - Explored Old Town Newhall, Six Flags Magic Mountain, and hiked several trails
 - Visited Lucky Luke, MB2, and Brewery Draconum
 - Collab on social media content with Visit Santa Clarita
 - Vernon Chang – from Canada (following from China, Hong Kong, Taiwan, Japan and Korea, plus Asian Canadians and Asian Americans)
 - Stayed at Best Western
 - Visited MB2, Lucky Luke, and Gilchrist Farm
- **Business Development Update**
 - May 21: Town Center Specific Plan (Public hearing for Planning Commission)
 - May 16: VIA Workforce Development Conference at Hyatt
 - June 6: 15th Annual State of the County at Hyatt
 - June 27: 2024 Business Expo hosted by Chamber of Commerce at Hyatt
 - July 19: VIA Luncheon at University Center (Centennial Town Center update)
- **2024 Special Events**
 - [Boots in the Park](#) had a successful event last Friday with Sam Hunt, Jake Owen and Friends.
 - [Celebrate](#): South Korea at Canyon Country Community Center was on May 10
 - [SENSES Block Party](#): Alice in Wonderland was on May 16
 - [Tequila and Taco Music Festival](#) on May 18-19 at Central Park with Baby Bash performing on Saturday and Sean Kingston on Sunday
 - [Disclosurefest](#) at Castaic Lake from June 21 – 23

MEMBER/GUEST UPDATES

Staff update: Kayla's baby boy named Zion was born last month and Stephanie's last meeting

Jo Ann Hilario (Best Western & Holiday Inn Express): Currently hiring for Director of Sales for SpringHill/Residence Inn.

Debbie Dugger (Six Flags Magic Mountain): Attended IPW with Six Flags' Communications Manager who met with international writers, tour operators and an influx of international travelers, Hurricane Harbor is opening on Memorial Day weekend, Six Flags Magic Mountain park is now open every day for the summer, fireworks show happening from 7/4-7/6, Superheroes vs Villains event every Saturday and Sunday

Nicolas Echeverri (City of Santa Clarita Transit): There will be meeting pop-ups around the city to provide the opportunity for residents to share any improvements that City transit can implement (adding routes, schedules, etc.) so please check website when updated with more information, Dodger Day coming up and buses will be provided, trolley coming back in end of May with new routes, times and destinations

Ryan Garcia-Agcaoili and Lianne Riban (Homewood Suites): Still in construction and hoping to finish by end of summer, hotel is on upcoming trolley schedule, working with College of the Canyons for internships beginning in August

Nani Escudero (Visit California): IPW was a success, please feel free to submit content to get more exposure on Visit CA [website](#).

Kira Wang, TJ Odum, Alicia Alcantar (Hilton Garden Inn): TJ is new to the hotel, previously worked in Burbank and at private hotels as well

Samantha Schmitz and AD (Lucky Luke Brewing Company): AD is the Sales Manager of Lucky Luke, brewery has live music every weekend + weekly trivia night and comedy nights. Upcoming ticketed beer tasting event happening next month with tiki party – more information to come!

Calista Nocella (Arts and Events): Had a busy month with Cowboy Festival, Free to Be Me, Celebrate, and upcoming SENSES Block Party and Hit the Trail event

Amanda Billimore (The Paseo Club): Private club but open for the public on Wednesdays for live music and certain Friday events, space is available for rent, and club is a sponsor for upcoming Eat.Drink.Local festival at Central Park.

Heather O'Brien and Bunny Feranda (MB2 Entertainment): Throwing theme parties in yard, Luau on June 15, fiesta Fridays now happening, upcoming movie nights on projector, check website for June's upcoming events

Jessica Lederer and Ethan Lai (Courtyard by Marriott): Hoping to bring new general manager to Courtyard soon

Luis Mendez (Regal Canyon Country): Summer movie express is now happening where tickets for shows before noon on Saturdays and Sundays are \$7 – can also be for Tuesdays if you miss it!

Sergio D'Agustini (Reyes Winery): Successful bottling of over 30,000+ bottles of wine

Marie Scherb (Rancho Camulos): The museum is open for tours on Sundays 1–4 p.m. or private tours by appointment, Blue Plate is performing live music on June 2 and all are welcome!

Astrid Suhun and Angelica Cooper (Hyatt Regency): Getting ready to open grill (Airstream) for the season

NEXT MEETING

Date: Tuesday, June 4, 2024

Location: TBD

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