

Resiliency is Made in Big Bear

VISIT BIG BEAR / CHAMBER OF COMMERCE Q1 '26 HOSPITALITY SUMMIT

Date/Time: Wed, March 4, 2026 from 3 PM – 5 PM (Zoom)

Presented by: Visit Big Bear & Big Bear Chamber of Commerce

Evening Social: Tonight 6 PM • Fire Rock



WELCOME

Where We Stand & Where We're Headed

- Lodging & Visitor Demand Trends with Mike Lindsey
- Visitor Sentiment with Melissa Litchfield, Placer AI
- A look at Spring with Matt McCabe
- Event Season Preview with Stephanie Castillo
- The PR Approach with Dani Hannah, The Abbie Agency
- Come to the Dark Side with Sara Schacht
- Chamber Update with Evan Engle, Big Bear Chamber of Commerce
- Panel Discussion moderated by Travis Scott & Evan Engle
- Sky Island Sanctuary with Matt McCabe



Lodging & Visitor Demand Trends

MARKET SNAPSHOT FOR WINTER 2025 / 2026

With Mike Lindsey, Director of Engagement



Big Bear's Visitor Sentiments

With Melissa Litchfield, Placer AI



A Look at Spring's Marketing

With Matt McCabe, Creative Director



Spring Creative Insights



Landscape, activity images outperformed lifestyle

Upper funnel statics featuring scenic landscapes and activities, like boating, on average outperformed less scenic imagery in CTR and spend volume.



Big Bear-specific activities outperformed generic activities

Among scenic activity images, boating (more uniquely Big Bear-related) outperformed biking.



Full bleed images outperformed block template images

Statics using the legacy textured blue block template underperformed compared to statics without the block template (e.g. full bleed).



Lake-oriented images outperform for lodging performance

When promoting lodging, lake imagery and lakeside lodging imagery outperformed against counterparts in driving conversions and CPA efficiency.

Awareness (Brand lift + seasonal desire)

Inspire travel intent by positioning Big Bear as the place where spring's shift becomes personal.

Where renewal turns into momentum.

Positioning / Core idea

Big Bear in spring is where stillness begins to soften and anticipation starts to build. The light stretches, the water moves, and the mountain begins to wake. You can feel that something is about to begin.

Spring here isn't just a season. It's the moment before momentum. The spark before action. The feeling that it's time.

By leaning into that anticipatory energy, we invite visitors to step into the shift, to be here not after it happens, but as it begins.

And then what happens next is made in Big Bear.

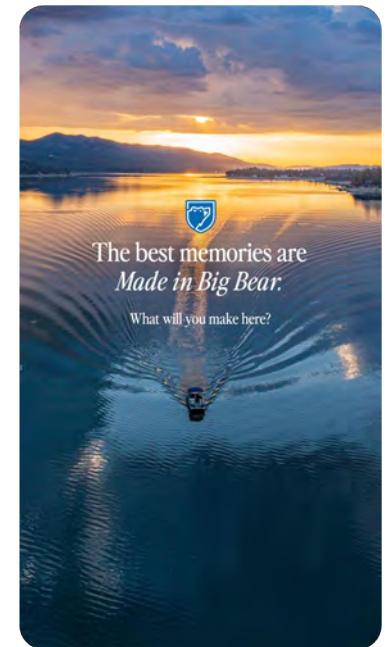
Core Message

Spring in Big Bear is the turning point. As the mountains release winter and the lake begins to move again, the season creates space for something new. It's the moment before motion. When you feel ready for what's next.



Spring '26

AWARENESS



Spring '26

Events



Big Bear Moto
April 24, 2026

BIG BEAR LAKE
Register at bigbear.com

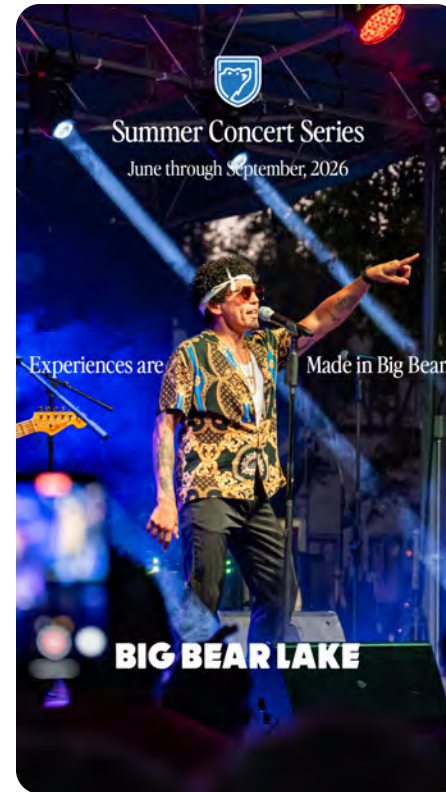
The poster features a dirt bike rider in full gear, including a helmet and goggles, riding on a dirt track. The background is a blurred image of another rider. The Big Bear Lake logo is at the bottom.



Fishin' For \$50K
May 29-31, 2026

BIG BEAR LAKE
Register at bigbear.com

The poster shows a young boy in an orange hoodie and a blue cap fishing on a sandy shore next to a lake. Other people are visible in the background. A circular logo with '\$50K' is positioned above the boy. The Big Bear Lake logo is at the bottom.



Summer Concert Series
June through September, 2026

Experiences are Made in Big Bear.

BIG BEAR LAKE

The poster depicts a male performer on a stage, wearing a patterned shirt and sunglasses, pointing towards the audience. The stage is lit with blue and purple lights. The Big Bear Lake logo is at the top center.



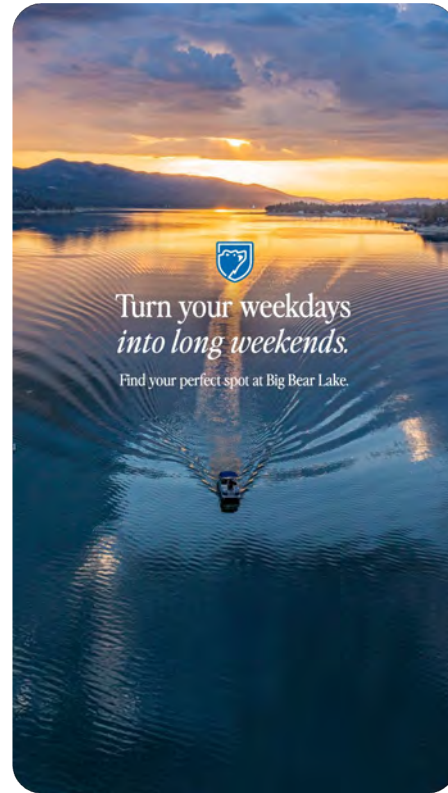
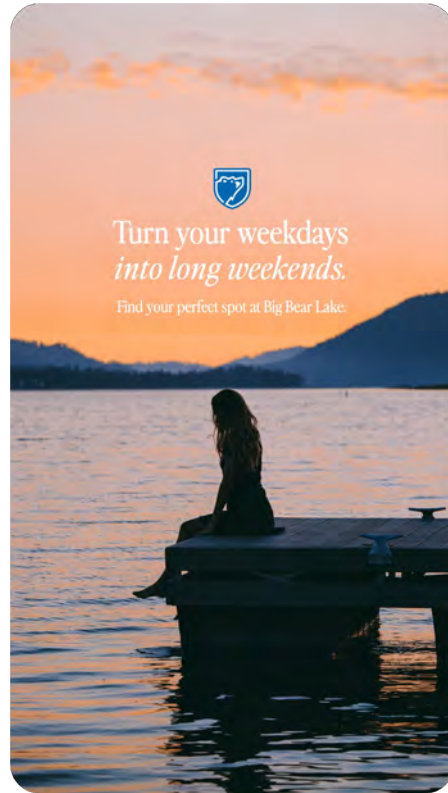
Puptopia
July 25, 2026

BIG BEAR LAKE
Register at bigbear.com

The poster shows a man in a red shirt and a grey cap holding a black and white dog that is jumping to catch a yellow frisbee. The background shows a grassy field with other people and a tent. The Big Bear Lake logo is at the bottom.

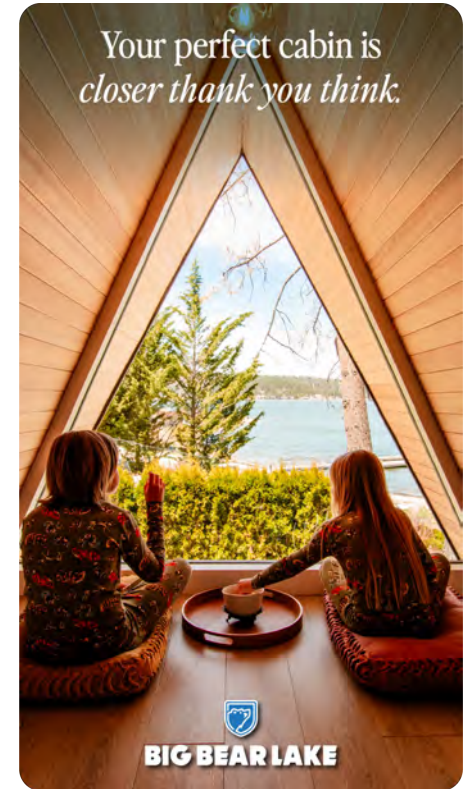
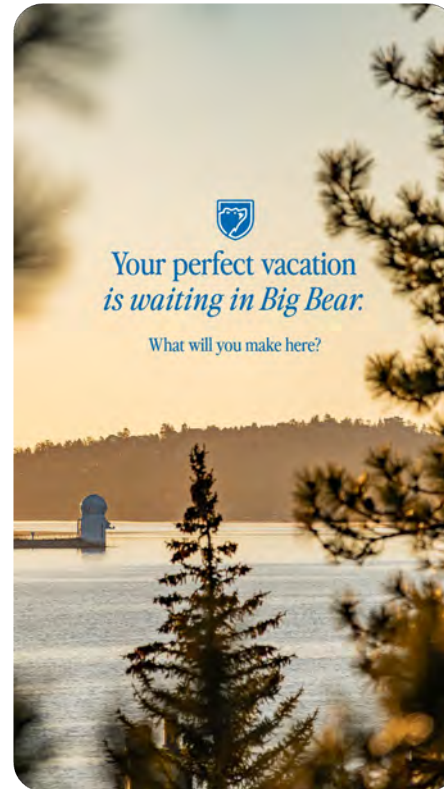
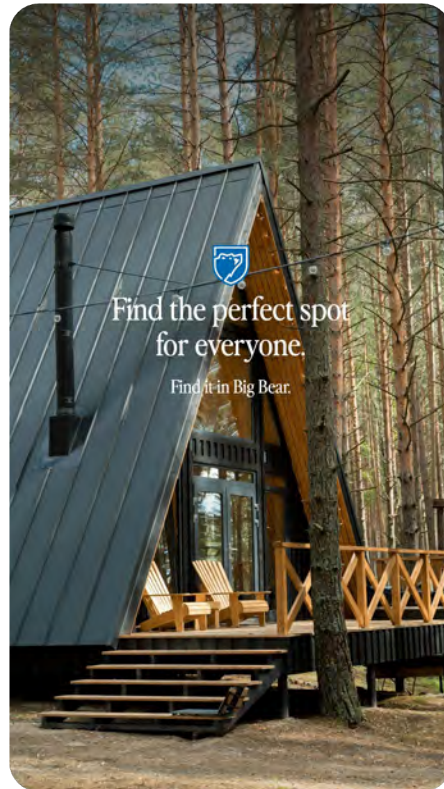
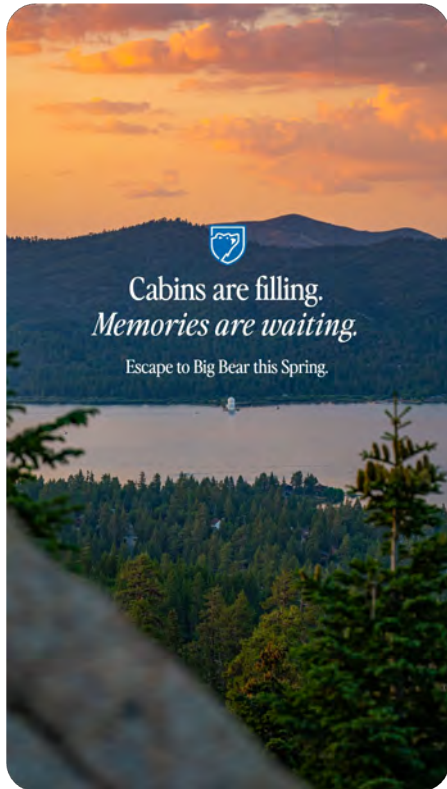
Spring '26

MIDWEEK



Spring '26

LODGING



2026 Events Preview

With Stephanie Castillo, Events Administrator



The PR Approach

With Dani Hannah, The Abbi Agency



Come to the Dark Side

With Sara Schacht, Director of Care For Big Bear





NEWS

and

UPDATES

**BIG BEAR
CHAMBER**

of **COMMERCE**

GOVERNMENT **ADVOCACY**

- Roads to Big Bear Campaign in coordination with VBB, BBMR, and City of Big Bear Lake
- GA-RTAC growth and increased regional collaboration (local chambers, gov reps, CHP, Caltrans, BVES, BBMR, VBB)
- Business advocacy & support letters

MEMBER ENGAGEMENT

- Monthly Chamber After Hours Mixers
 - 4th Tuesday (5-7PM) - March 24th at The Lodge
- Power Breakfasts
 - 1st Tuesday (8-10AM)
- Grand Openings & Ribbon Cutting for new businesses

ECONOMIC DEVELOPMENT

- Level Up Academy Webinar Series
 - 2nd Tuesday (11AM-12:30PM)
- Elevate Summit
 - Annual - April 20th, 2026
- Small business resources for new and existing businesses

EVENTS

COMING UP

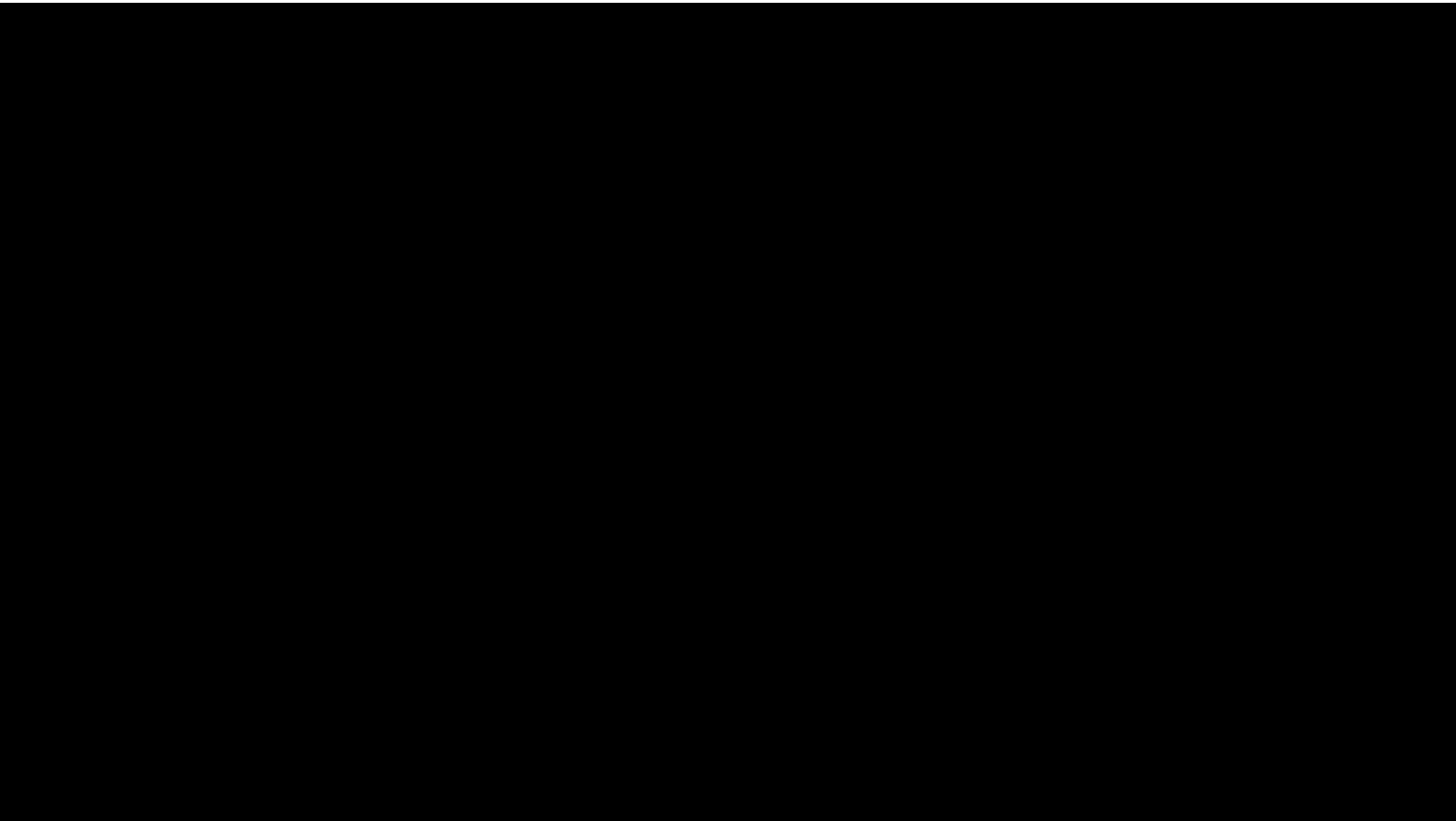
- Community Shred Event (MRCAOR Partnership)
 - May 2, 2026
- Restaurant Week (VBB Partnership)
 - April 5-12, 2026

Tea with Travis & Evan

A moderated discussion with:

- Alexis Schuler - Owner - Action Zip Line
- Frank Caruso - Owner - Sessions & Burgundy Resorts
- Matt Smith - Event Producer - Elevated SoCol
- Tasha Ross - Owner - Clean Sheets Vacation Rentals





Thank You For Attending

Hospitality Social Tonight



6 PM at **Fire Rock**

Complimentary appetizers + first round hosted by Visit Big Bear.

Network, celebrate, and toast to the start of spring.

