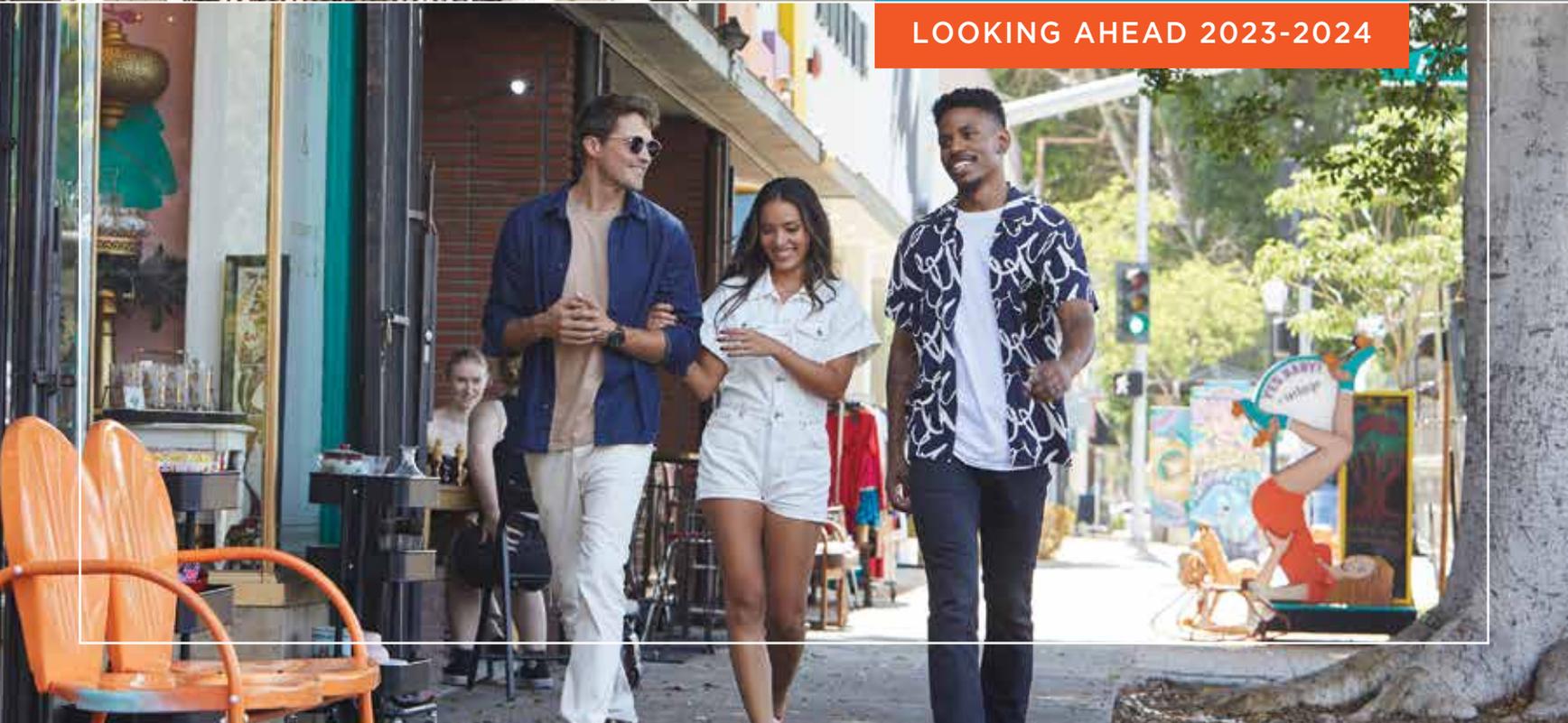




VISIT  
**BURBANK**

YEAR IN REVIEW 2022-2023

LOOKING AHEAD 2023-2024



# WELCOME

Dear Tourism Partners,

Fiscal year 2022-2023 was exceptionally good for the Burbank hospitality industry, with numbers meeting or exceeding expectations and demonstrating that the Burbank visitor market had become a resilient economic force.

Numbers tell the story:

- Average Daily Rates (ADR) at Burbank hotels increased by 7% from \$173 in FY 2021-2022 to reach an all-time high of \$186 in FY 2022-2023.
- The all-important measure of profitability, Revenue per Available Room (RevPAR), increased by 12% from \$122 in FY 2021-2022 to \$137 in FY 2022-2023.
- Growth in Annual Room Revenue increased by 13% from \$116M in FY 2021-2022 to reach an all-time high of \$131.3M in FY 2022-2023.
- Hollywood Burbank Airport saw a 10% increase in passengers from 5.43M in FY 2021-2022 to 5.97M in 2022-2023 with new nonstop routes including Colorado Springs, CO, Brownsville, TX, Bozeman, MT, and Salem, OR on Avelo, San Francisco, CA on Alaska Airlines, and five new Southwest routes premiering in 2024.
- Both Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood are set to meet or exceed 2019 attendance numbers.

Such numbers are supported by the marketing efforts of Visit Burbank, whose digital, social, and partnership campaigns account for \$2.9M in revenue from overnight stays generating 31M impressions and 538.8 engagements/click-throughs. Five new hotels are on the horizon representing 1,073 new rooms and increasing citywide inventory by 42%. These properties include Cambria, La Terra Development, AC, Aloft and Residence Inn.

The visitor market will also see growth with the Hollywood Burbank Airport Replacement Terminal Project. The new facility will provide the same convenience and easy access passengers enjoy now while elevating the travel experience. The target opening for the replacement terminal is 2026.

On behalf of the Burbank Hospitality Association, I would like to express my gratitude to everyone who helped make 2022-2023 such a banner year for Visit Burbank. We look forward to continued success and growth in 2024 and beyond.



Nerissa Sugars

Board Chair

Burbank Hospitality Association



# CONTENTS

2 ABOUT / ANNUAL BUDGET

3 MISSION

4 GOALS

**MARKETING & SALES RESULTS FY 2022-2023**

6 DIGITAL ADVERTISING

7 CO-OP CAMPAIGN

8 ORGANIC SOCIAL MEDIA

10 NEWSLETTERS

11 DIGITAL SWEEPSTAKES

12 STRATEGIC PARTNERSHIPS

14 UNIVERSAL STUDIOS HOLLYWOOD PARTNER HOTELS

15 HOTELPLANNER MEMBER PROGRAM

16 ONLINE BOOKING ENGINE

17 INFLUENCER COLLABORATIONS

18 TOTAL IMPACT

20 DESTINATION DEVELOPMENT

**LOOKING AHEAD FY 2023-2024**

24 MARKETING & SALES

25 SOCIAL MEDIA | SWEEPSTAKES AND GIVEAWAYS

26 STRATEGIC PARTNERSHIPS

28 CONTENT CREATION | INFLUENCER PROGRAM

29 CO-OP MULTICHANNEL CAMPAIGN

30 DESTINATION DEVELOPMENT

31 ONEBURBANK

32 INVESTMENTS IN TOURISM

34 BURBANK TOURISM ECONOMY

36 HOTEL OCCUPANCY

38 BURBANK HOTELS

40 BOARD OF DIRECTORS AND STAFF

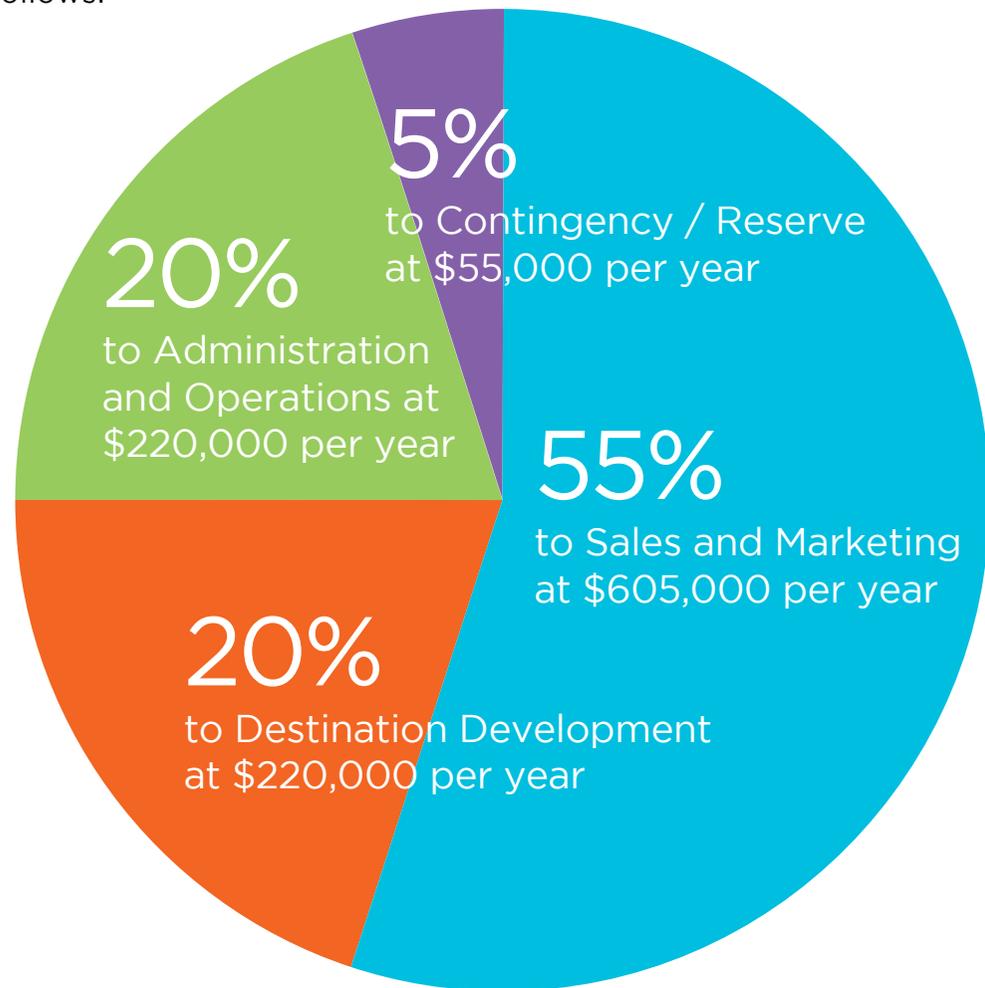


# ABOUT

The Burbank Hospitality Association, the governing body of the Tourism Business Improvement District (TBID) and doing business as Visit Burbank, was formed in 2011 and is funded by a 1% assessment on overnight stays in Burbank hotels with more than 25 rooms. Burbank Economic Development manages the TBID by developing strategies and initiatives to enhance tourism attractions and spending in Burbank.

# ANNUAL BUDGET

Visit Burbank operated with a \$1,100,000 budget in Fiscal Year 2022-2023 which was allocated as follows:



**MISSION**

Visit Burbank's mission is to boost hotel occupancy by positioning Burbank as a regional, national, and international tourist destination.

## SALES & MARKETING GOAL

Promote Burbank as a top leisure and business destination and increase overnight stays.

This is achieved by:

- Geo-targeting travelers within a 300-mile radius, and nonstop flight markets into the Hollywood Burbank Airport
- Branding Burbank as a desirable meeting and convention destination featuring a quality mix of conference hotels and non-traditional special event venues
- Increasing overnight group stays by partnering with tour operators, online providers such as HotelPlanner, and special events
- Packaging theme park tickets with hotel stays through the Universal Parks & Resorts Vacations (UPRV) Partner Hotels program
- Collaborating with Influencers, content creators, and media to showcase Burbank's accommodations, attractions, and amenities
- Leveraging marketing efforts through partnerships with Downtown Burbank Partnership, the Hollywood Burbank Airport, the Burbank Chamber of Commerce, DC Comics, Warner Bros. Studio Tour Hollywood, and Universal Studios Hollywood



## DESTINATION DEVELOPMENT GOAL

Invest in Projects designed to elevate the Burbank visitor experience and create a defined sense of place to enhance overnight stays.

This is achieved by:

- The creation of monumental superhero statues citywide in partnership with DC Comics
- Providing High-Speed Fiber Optics Internet Service for hotel guests through a partnership with Burbank Water & Power's ONEBurbank
- Promoting new airline nonstop service to increase awareness of Burbank as a destination



# DIGITAL ADVERTISING

Digital advertising drives demand for hotel accommodations and attractions by focusing on domestic and regional markets, with an emphasis on road trips and nonstop flights into Hollywood Burbank Airport. Advertising channels include Google Display, Google Pay per Click, boosted posts on Facebook and Instagram, the Visit California Custom Co-Op focusing on Canada and Mexico and boosted social media posts on Facebook and Instagram.

## RESULT

**21.6M** Impressions  
**332K** Click Throughs  
**\$24.4K** Hotel Bookings  
*Up 170% Compared to FY 2021-2022*  
**\$48.3K** Attraction Tickets

(Source: Google | Facebook | Instagram | Datafy)



# VISIT CALIFORNIA / BRAND USA CO-OP CAMPAIGN

Visit Burbank partnered with Brand USA and Visit California on a multi-channel campaign targeting Canadian travelers from March 27 to July 2, 2023. Brand USA increased the buy with a 3:1 budget match.

## RESULT

**655K** Impressions  
**1.2K** Click Throughs  
**\$45.3K** in Hotel Bookings

(Source: Visit California/Brand USA)



# ORGANIC SOCIAL MEDIA

Social media channels engage travelers with posts and reels about Burbank hotels, neighborhood shopping, attractions, and fun things to do targeting road trippers, nonstop feeder markets, and the Los Angeles region.

## RESULT

### Facebook



**4.7M** Impressions  
**113K** Engagements  
**31K** Followers

### Instagram



**1.3M** Impressions  
**48.5K** Engagements  
**10.5K** Followers

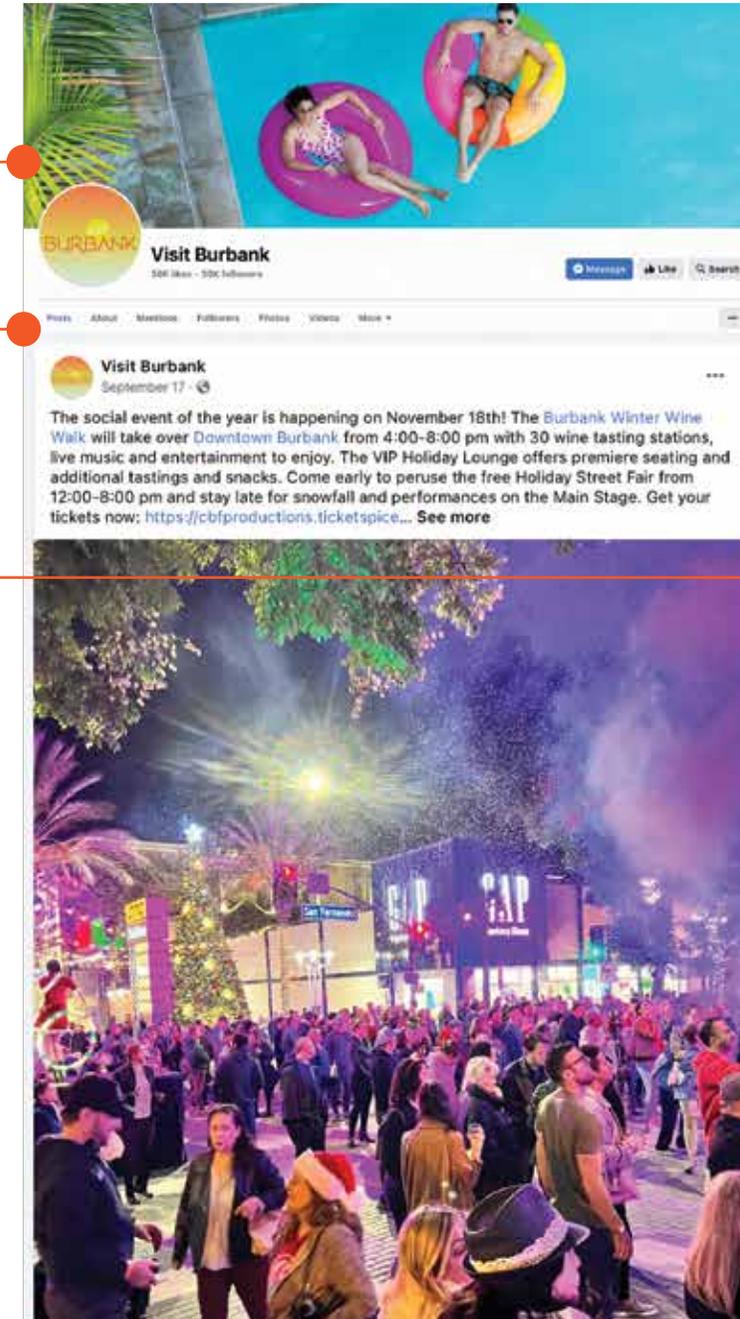
### X (formerly Twitter)



**95.6K** Impressions  
**3.7K** Engagements  
**3.5K** Followers

### TOTAL

**6.1M** Impressions  
**165K** Engagements  
**45K** Followers



# NEWSLETTERS

Monthly newsletters support the social media strategy with detailed stories about upcoming events, hotel accommodations, new shops and restaurants, and attractions updates.

## RESULT

**32%** Open Rate  
**11%** Click-Through Rate  
**2K** Opt-in Subscribers

# TARGETED CAMPAIGNS

Visit Burbank developed digital campaigns targeting sports fans attending regional playoffs and partnered with select special events to promote Burbank room nights.

- November 2022 **Burbank Winter Wine Walk**
- December 2022 **Jackalope Indie Artisan Fair**
- January 2023 **Rose Bowl**
- June 2023 **US Open Golf Championship**
- July 2023 **MLB All-Star Game**

## RESULT

**1.47M** Impressions  
**16.8K** Click-throughs



### A NEW MONTH, A WHOLE LOT OF HAPPENINGS

Stay (happily) busy in Burbank this month with idyllic weather setting the stage for endless May merriment. From live outdoor concerts at the Starlight Bowl, Mother's Day celebrations, live TV tapings, and endless outdoor activities, Burbank celebrates Spring.



**Get Ready for the Ultimate Hollywood Experience**  
 Universal Studios Hollywood Hotel + Ticket packages starting from \$109 per person, per night. (Restrictions apply. Based on a family of 4).  
[LEARN MORE](#)

# DIGITAL SWEEPSTAKES

Visit Burbank launched five social media sweepstakes in partnership with Avelo and Spirit Airlines, hotels, attractions and restaurants generating high engagement and new followers. These include two Ultimate Burbank Sweepstakes, two Wonder Woman and Batman sweepstakes, and the entire Starlight Bowl summer concert series consisting of 13 ticket giveaways.

visitburbank  
 Fri 12/2/2022 9:37 am PST

We're giving The Ultimate Burbank Giveaway this season with a VIP RoseParade Package! Enter for your chance to win a trip for two and experience the best of Southern California. Prizes includ...

Total Engagements	3,875
Likes	1,702
Comments	2,198
Saves	75

visitburbank  
 Fri 3/21/2023 9:12 am PDT

Burbank's Best, All Wrapped Up into One Perfect Getaway! It's here! The Ultimate Burbank Giveaway! Enter for your chance to win a trip for two and experience the best of Southern California...

Total Engagements	2,567
Likes	928
Comments	1,603
Saves	36

visitburbank  
 Fri 7/7/2023 10:38 am PDT

**GIVEAWAY ALERT** We're giving away special-edition Wonder Woman comics to five lucky winners! Want to win? Here's how to enter. 1. Comment #BurbankWonderWoman on this post 2. Follo...

Total Engagements	2,420
Likes	504
Comments	1,898
Saves	18

## RESULT

**237.4K** Impressions  
**23.8K** Engagements  
**2.5K** New Followers

# STRATEGIC PARTNERSHIPS

Visit Burbank sponsored four special events in 2022-2023 demonstrating potential for overnight hotel stays and citywide economic impact.

## FOUR SIGNATURE EVENTS:

### CTN ANIMATION EXPO

November 2022

Visit Burbank Sponsorship \$30K



### AFROANIMATION SUMMIT 3.0

April 26-27, 2023

Visit Burbank Sponsorship \$10K



### AME INSTITUTE BURBANK

June 20-22, 2023

Visit Burbank Sponsorship \$10K



### A & R WORLDWIDE'S MUSEXPO UNITED NATIONS OF MUSIC

March 19-22, 2023

Visit Burbank Sponsorship \$20K

**TOTAL VISIT BURBANK  
STRATEGIC SPONSORSHIPS  
\$70K**

## RESULT

**1.47M** Room Revenue

**4.4K** Attendance

**383%** Return-on-Investment

(Source: Strategic Partner data)

# UNIVERSAL STUDIOS HOLLYWOOD PARTNER HOTELS

To attract overnight stays with theme park attendees, Visit Burbank funded the participation of eleven Burbank hotels in the Universal Parks & Resorts Vacations Partner Hotels program. Partner Hotels gain added visibility by appearing on [www.universalstudioshollywood.com](http://www.universalstudioshollywood.com), where hotel packages are purchased directly by park visitors.

## RESULT

**940,998** Impressions

**4,812** Room Nights

**\$1.2M** Hotel Bookings

**Up 170%** compared to FY 2021-2022

(Source: UPRV, FY 2022-2023 report)



# HOTELPLANNER PREFERRED MEMBER PROGRAM

With the goal of developing group bookings, Visit Burbank funded the participation of 10 Burbank hotels as Preferred Members with HotelPlanner, the largest online group hotel reservation system in the world.

## RESULT

**\$1.7M** in Group Business

**Up 100%** compared to FY 2021-2022

(Source: Hotelplanner FY 2022-2023)



# ONLINE BOOKING ENGINE

Visit Burbank's website is the chief tourism portal for hotel bookings and attractions tickets. This is supported by call-to-action links on digital advertising campaigns, social media posts, and the monthly newsletter.

## RESULT

**\$14.2K** Room Night Total

**\$43.5K** Attractions Tickets Sold\*

\*Attraction sales attributed from Warner Bros. Studio Tour Hollywood and Universal Studios Hollywood

### Top 5 Us Origin Markets:



- California
- Arizona
- Illinois
- Utah
- Texas

### Top 5 International Markets:



- Mexico
- Canada
- United Kingdom
- Czech Republic
- Denmark

(Source: aRes Travel FY 2022-2023)

# INFLUENCER COLLABORATIONS

Influencers tell the Burbank story in compelling ways to their followers thereby reaching new audiences with original content. Their stories and reels give followers direct insight into hotels, attractions, lifestyles, and newsworthy tips reinforcing Burbank as a travel destination.

## RESULT



**6** Influencer Visits

**383K** Combined Followers



thesocialgal\_  
144K followers



traveling\_jen  
7.9K followers



lifehacksla  
183K followers



itslaurenkat  
15.9K followers



adorkable\_adventures  
13K followers



socalfunfamily  
19.6K followers

## TOTAL IMPACT

The results of programs for 2022-2023 are as follows:



**31M**

**DIGITAL CAMPAIGNS**



**538.8K**

**CLICK-THROUGHS/ENGAGEMENTS**



**\$2.9M**

**HOTEL BOOKINGS**

## DESTINATION DEVELOPMENT

Destination Development focuses on investing in projects that elevate the traveler experience, such as easy access to ultra-high speed internet, creating must-see icons such as the Batman and Wonder Woman statues and working with airlines to market new nonstop flights into Hollywood Burbank Airport.

### RESULT

- **15** Participating Hotels for ONEBurbank high-speed fiber internet service
- Unveiling of Wonder Woman monumental DC superhero statue in front of the Warner Bros. Tour Center; third statue in the works.
- Nonstop flights into Hollywood Burbank Airport increased from 17 in 2019 to **30** in 2023



### TRAVEL TRADE

The travel trade industry is instrumental in attracting domestic and international visitors. By attending leading trade shows such as IPW, Visit Burbank helps hotels to secure long-term tour operator contracts increasing future room nights.

### RESULT



- **45** Tour Operator Contacts Established at IPW
- Ongoing Site Visits to Burbank Properties

# LOOKING AHEAD FY 2023-2024

LOOKING AHEAD FY 2023-2024

LOOKING AHEAD FY 2023-2024

LOOKING AHEAD FY 2023-2024

# MARKETING & SALES

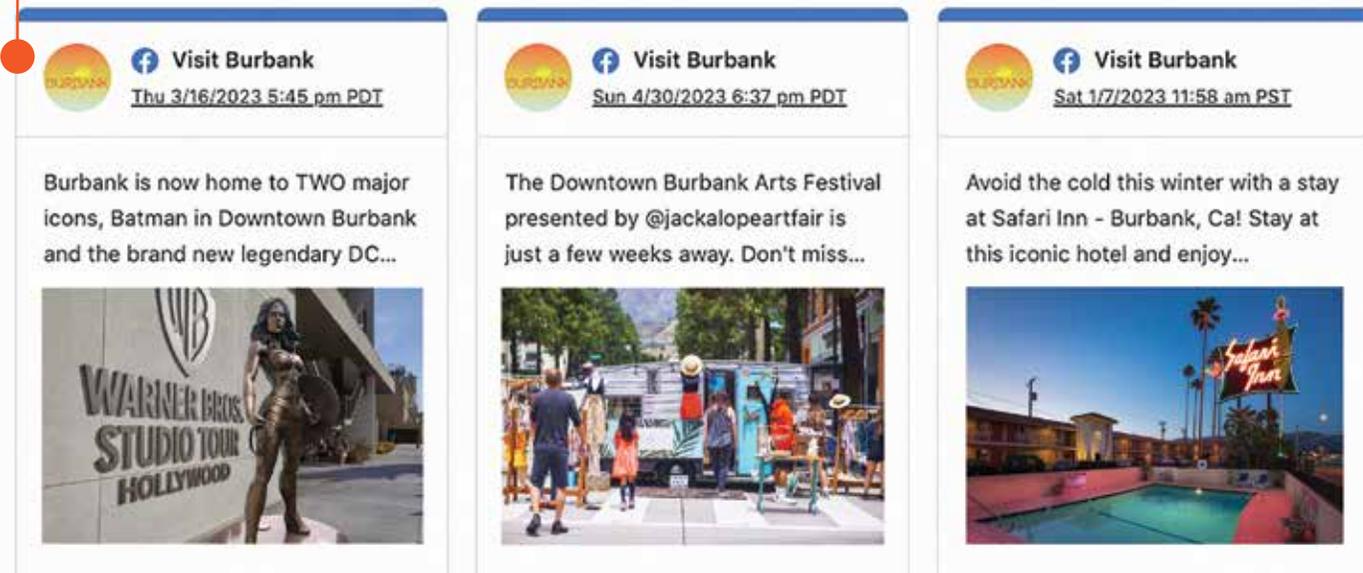
The Perfect Way to See LA advertising campaign will continue targeting road trips within a 300-mile radius and nonstop feeder markers into Hollywood Burbank Airport. This will be accomplished with Google Responsive Display and Pay Per Click advertising, boosted social reels and posts, sweepstakes, giveaways, organic social media, strategic event partnerships, content creators, and Co-Op campaigns.

## GOOGLE: ROAD TRIP AND NONSTOP FEEDER MARKET ADVERTISING

Campaign to increase regional visitation within a 300-mile radius and targeting nonstop flight markets into Hollywood Burbank Airport.

### GOAL

**15M** Target Market Impressions



# SOCIAL MEDIA

Primary channels are paid ads on Instagram and Facebook geo-targeted to nonstop feeder markets into Hollywood Burbank Airport.

### GOAL

- 4 Targeted Regional Sports Events
- 2 General Awareness Campaigns
- Continue Building Momentum for FIFA World Cup 2026 and Olympics 2028

## SWEEPSTAKES AND GIVEAWAYS

Sweepstakes package the best of Burbank as prizes, generating high social media engagement, new followers, and reinforcement of Burbank as Media Capital of the World.

### GOAL

- 4 Ultimate Burbank Sweepstakes
- 4 Wonder Woman and Batman Special Edition Comic Book Giveaways
- 4 Strategic Event Partnership Giveaways
- 2K** New Social Media and Newsletter Followers

LOOKING AHEAD FY 2023-2024

# STRATEGIC EVENT PARTNERSHIPS

Special events allocated for sponsorship in 2023-2024 include six that have demonstrated high return-on-investment for overnight stays and citywide economic impact.

## GOAL

**8K** Attendees

**\$300K** Additional hotel room revenue

**BURBANK COMEDY FESTIVAL**  
August 12-19, 2023



**BURBANK INTERNATIONAL FILM FESTIVAL**  
September 21-24, 2023

**CTN ANIMATION EXPO**  
November 16-19, 2023



**A & R WORLDWIDE'S MUSEXPO UNITED NATIONS OF MUSIC**  
March 17-20, 2024

**AFROANIMATION SUMMIT 3.0**  
April 23-25, 2024



**AME INSTITUTE BURBANK**  
June 2024

## CONTENT CREATION / INFLUENCERS

Promoting travel to Burbank and inspiring audiences with authentic and specialty reels and posts generated by content creators and highlighting local businesses, neighborhoods, hotels, attractions, the culinary scene, family-friendly activities, and iconic landmarks.

### GOAL

**6** Content Creators

**4M** Impressions Generated



## CO-OP MULTICHANNEL CAMPAIGN

Visit Burbank is partnering with Brand USA and online travel agent PriceTravel on a multi-channel marketing package in spring 2024 to increase exposure in the Mexican market.



TAKE A ROAD TRIP  
TO SUNNY CALIFORNIA

*Visit Burbank. A Better Way to See LA*

PLAN YOUR TRIP



Find your perfect California  
vacation in Burbank.



### GOAL

**90** Mexican Travel Advisors Reached

**8.6M** Impressions

## DESTINATION DEVELOPMENT

Visit Burbank unveiled Wonder Woman, the second in the series of monumental bronze statues in March 2023, joining Batman, inaugurated in November 2020.

### GOAL

- Proceed with Third Monumental Statue, Green Lantern
- Boost Burbank as a Visitor Destination
- Integrate *Media Capital of the World* into the Heart of Burbank's Tourism Districts



## ONEBurbank

Visit Burbank will continue to fund the participation of 15 hotels in Burbank Water & Power's ONEBurbank high-speed fiber internet service, enhancing the internet access/experience for hotel guests.



### GOAL

- Offer the Highest Quality High-Speed Internet Service to Hotel Guests
- Demonstrate Hi-tech Leadership as *Media Capital of the World*

LOOKING AHEAD FY 2023-2024

# INVESTMENTS IN TOURISM

## APPROVED DEVELOPMENTS



**CAMBRIA HOTEL** | 2801 N Hollywood Way  
Six-story hotel with 150 guest rooms, a ground level bar, fitness center, and meeting rooms located in the Avion project. **ESTIMATED COMPLETION IN DECEMBER 2023**



**AIRPORT REPLACEMENT TERMINAL** | 2627 N Hollywood Way  
14-gate, 355,000-square-foot replacement terminal with up to 6,637 parking spaces at the site of the current Hollywood Burbank Airport. Existing terminal to be demolished within 12 months of completion. **ESTIMATED COMPLETION 2026**



## APPROVED DEVELOPMENTS



**AC HOTEL** | 550 N Third Street  
Six-story 196-room hotel with a 3,800 square foot ground-level restaurant and three levels of subterranean parking. Amenities to include a fitness center, lounge, pool, outdoor courtyard, and rooftop viewing deck. **OPENING DATE TBD**



**LA TERRA SELECT**  
777 Front Street (Zero Site)  
Mixed-use project featuring 573 rental units, a 307-room 7-story hotel, and 1,067 square-feet of ground retail. The residential portion consists of an 8-story building with one level of underground parking. **ESTIMATED COMPLETION 2024-2025**



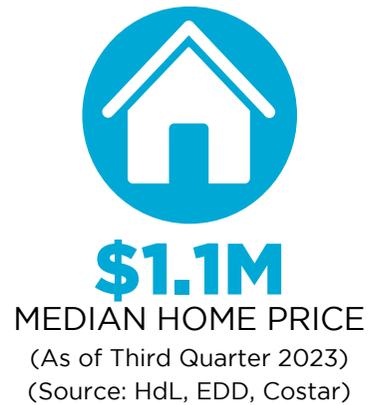
**ALOFT AND RESIDENCE INN HOTELS**  
2500 N Hollywood Way  
Seven-story dual-brand hotel that will consist of 420 rooms, 219 hotel rooms operated by Aloft, and 201 hotel rooms operated by Residence Inn including a restaurant, lounge, cafes, meeting rooms, fitness center, and rooftop deck. **CITY COUNCIL TO CONSIDER IN EARLY 2024**



# BURBANK ECONOMIC INDICATORS

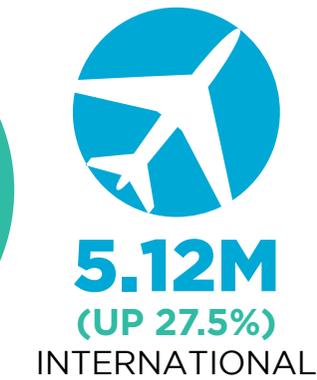


(Sources: The Nielsen Company, EMSI, Tourism Economics 2022-2023)



# LOS ANGELES COUNTY VISITOR INSIGHTS

For Fiscal Year July 1, 2022 to June 30, 2023.



- TOP MARKETS
- 1.58M Mexico**
  - 700K Canada**
  - 280K UK**
  - 250K France**
  - 250K China**

**TOTAL VISITOR SPENDING = \$24.21B (up 23%)**

(Source: Tourism Economics August 2023)

# HOTEL OCCUPANCY

The travel industry made an encouraging comeback in 2021-2022. Burbank hotels rebounded faster than expected with occupancy jumping from 63.8% in 2021 to 74% in October 2022. Average daily rates and RevPAR made significant advances, up 29% and 49% respectively.

## GROWTH IN HOTEL OCCUPANCY (As of June 30, 2023)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
75%	78%	79%	81%	84%*	83%	82.5%	82.5%	66.5%**	67.4%**	74%	73.6%

## GROWTH IN AVERAGE DAILY RATES (ADR) (As of June 30, 2023)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
\$118	\$123	\$134	\$148	\$170*	\$161	\$162	\$164	\$157**	\$141**	\$177	\$186.58

## GROWTH IN REVENUE PER AVAILABLE ROOM (RevPAR) (As of June 30, 2023)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
\$89	\$95	\$105	\$120	\$142*	\$133	\$133	\$136	\$104**	\$95**	\$131	\$137.34

## GROWTH IN ANNUAL ROOM REVENUE (As of June 30, 2023)



2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
\$72M	\$76M	\$85M	\$92M	\$127M*	\$126M	\$127M	\$128M	\$97M**	\$75.4M**	\$124.7M	\$131.3M

\*Porter Ranch Impacts. The gas leak forcing thousands of residents to relocate from Porter Ranch in the northwest San Fernando Valley benefited Burbank hotels from approximately October 2015 to May 2016. However, the relocation was an abnormal event that skewed economic indicators by approximately 10% in the following year, when effects began to be felt. That explains the slight declines in 2017, but if looked at over 2015, the underlying upward trend is apparent.

\*\*Impacted by consequences of COVID Pandemic starting in March 2020, and continuing to June 15, 2021.

Source: Smith Travel Research



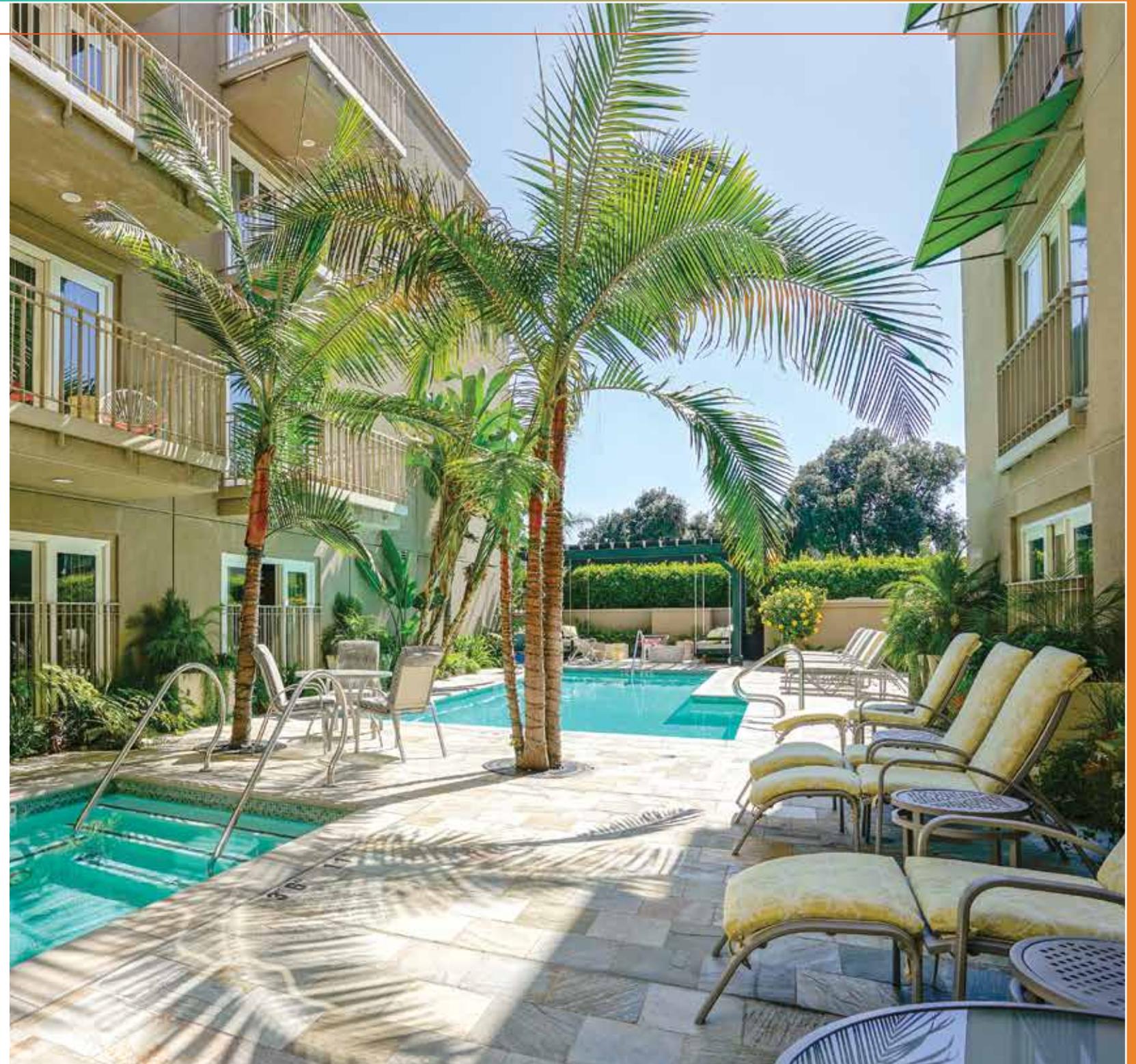
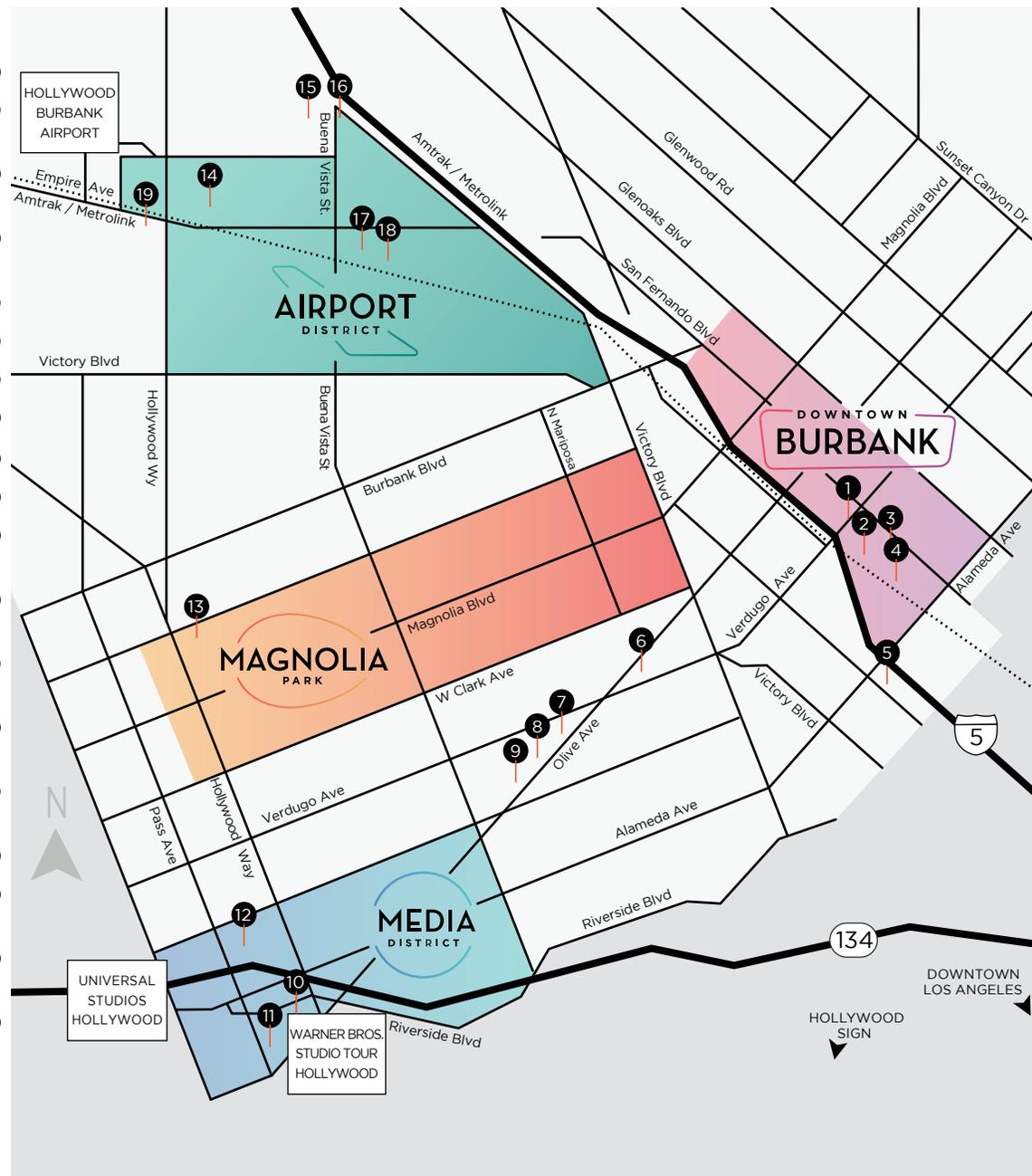
HOTEL OCCUPANCY

HOTEL OCCUPANCY

# BURBANK HOTELS

- Hotel Burbank 1
- Residence Inn Los Angeles Burbank/Downtown 2
- Hilton Garden Inn Burbank Downtown 3
- SpringHill Suites Los Angeles Burbank/Downtown 4
- Burbank Inn & Suites 5
- Portofino Inn Burbank 6
- Safari Inn 7
- Coast Anabelle Hotel 8
- 2021 Olive 9
- The Tangerine 10
- Best Western Plus Media Center Inn & Suites 11
- Hotel Amarano Burbank-Hollywood 12
- Travelodge by Wyndham Burbank-Glendale 13
- Los Angeles Marriott Burbank Airport Hotel 14
- Ramada by Wyndham Burbank Airport 15
- Quality Inn Burbank Airport 16
- Courtyard by Marriott Los Angeles/Burbank Airport 17
- Extended Stay America Los Angeles Burbank Airport 18
- Cambria Hotel Burbank (opening December 2023) 19

**19 Hotels**  
**2,719 Rooms**



# CURRENT BOARD OF DIRECTORS AND STAFF

## EXECUTIVE COMMITTEE

- Nerissa Sugars | Hollywood Burbank Airport, Chair
- Peter Kolla | Hotel Amarano Burbank-Hollywood | Vice Chair
- Jamie Keyser | Burbank Chamber of Commerce | Secretary
- Danny Kahn | Warner Bros. Studio Tour Hollywood | Treasurer

## BOARD OF DIRECTORS

- Fatima Achhal | SpringHill Suites Burbank Downtown
- Stacey Meyer | Residence Inn Burbank Downtown
- Edgar Rivera | Hilton Garden Inn Burbank Downtown
- Ali Schmidt | Universal Studios Hollywood
- Alan Tate | Los Angeles Marriott Burbank Airport
- Aly Bubbins | Hotel Burbank
- Tony Garibian | Coast Anabelle and Safari Inn
- Patrick Prescott | Community Development Director (ex-officio)

## STAFF

- Simone McFarland | Assistant Community Development Director-Business & Economic Development
- Mary Hamzoian | Economic Development Manager | Executive Director
- Odette Zakarian | Economic Development Analyst





**VISIT**  
**BURBANK**

Burbank Hospitality Association

[VisitBurbank.com](http://VisitBurbank.com)

[info@visitburbank.com](mailto:info@visitburbank.com)

