

ABOUT THE EVENT

City of El Segundo welcomed and hosted Yelp Elite members for an evening to taste and experience downtown El Segundo.

Goal: To build awareness and interest of the city as a destination to attract visitors to "Start Here."



WHO ARE THE YELP ELITE?







Elite Yelp community is an influential diverse group of passionate writers, photographers, and adventurers.

Elite- worthiness is based on a number of things, including well-written reviews, high quality photos and a detailed personal profile.

PARTNERS

















GROUP LEADERS

















RESULTS & METRICS

1M+

Local Yelp Emails
Sent to Subscribers



SOCIAL MEDIA







Event Recap Reel





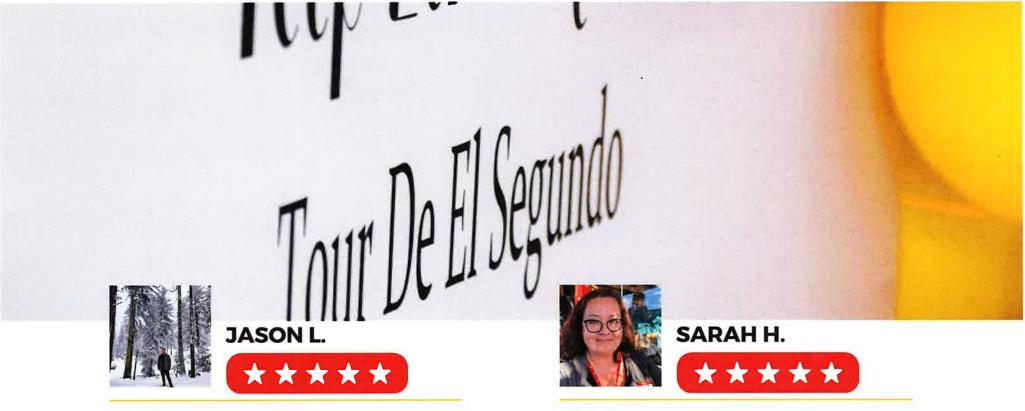
69 REVIEWS

MEDIA COVERAGE





KNBC-TV CA Live





I never really looked closely or even realized that this city had a downtown area with a pretty good selection of restaurants and bars (especially for its size). After today I've definitely had my mind changed and I'm going to have to come back...because they were all great!



I drive by El Segundo every day and I never had any idea about everything that El Segundo has!...I am so grateful to have had this opportunity to try so many different and amazing flavors, as well as experience, the rich history in our first stop at the Old Town Music Hall.

