

Catalina Island 2017 Marketing Conference



a unique blend of strategy + creativity

Hello



Bob Nenninger

Partner & Creative Director

Mollie McDonough

Account Director

Hello

MIX is an award-winning design & branding agency with strengths in travel & food service industries.

- Our clients include **AAA Travel, Irvine Company, House of Blues** and more.
- We have been partnering with the Catalina Island Chamber of Commerce since 2005
- We produce the **Visitors Guide** and the **Pocket Map**
- Here today to talk about the Visitors Guide

The Catalina Island Visitors Guide

Serves **two primary purposes**:

1. As a **Destination Sales Piece** when you dream & plan your vacation
2. As an **On-Island Visitors Resource** when you are traveling to and on the Island

Effectiveness of Official Visitors Guides

According to two studies*

- OVG's **increased the number of attractions and events people consumed** during their trips
- OVG's helped cause visitors to **increase their length of stay by an average of 1.9 days**
- 45% of OVG readers **spent over 45 minutes reading it**, compared to an average of 3-5 minutes on a DMO website.

*Temple University Laboratory for Tourism and eCommerce, 2014

*Destination Marketing Organization-West and conducted by Destination Analysts, 2014

Cost

Total cost of the Visitors Guide is **self-funded**

- Paid by the advertising revenue
- Cost breakdown:
 - Advertising revenue: \$175,000
 - Design & Production: - 56,500
 - Photography: - 3,500
 - Printing & Shipping: - 51,000
 - Total additional revenue: = \$64,000
 - Additional funds are used for distribution, mailing, storage & other Chamber programs

Distribution

75,000 printed

- **42,000** — mailed from Visitor Center & Fulfillment house
- **12,000** — CA Welcome Centers
- **8,000** — Trade shows & Direct Mail to over 250 AAA offices
- **8,000** — Corporate coverage in LA, OC, Inland Empire & San Diego
- **3,800** — Local Distribution
- **1,000** — Promotions & Events
- **200** — Media Visitors

Online Digital VG

- Available online with **turn-book capability**
- **Direct links** to the advertisers websites
- Historically **over 80,000 page views**

VG Effectiveness

- Increase in **brand perception**
- **#1 fulfillment piece** & principal source of information
- **Yearly increase in Island visits** & overnight stays
- Feeds local & regional pride of the Island

Key Messaging

Our goal with the VG is to communicate the **unique selling propositions** for the Island.

- This is an **island vacation** which makes it very different than the competing destinations
- Catalina Island has attractions that are **unlike anyplace else**

Our Approach to the VG

Elevate the Catalina Island Brand

1. Create a **Coffee Table Book** that will be kept
 - Use visual storytelling to connect emotionally
 - Feature breathtaking photography
 - Clean modern design
 - Premium printing with a tactile, quality feel
2. Educate about the **evolution of the Island offerings**

2018 Catalina Island Visitors Guide

CATALINA ISLAND

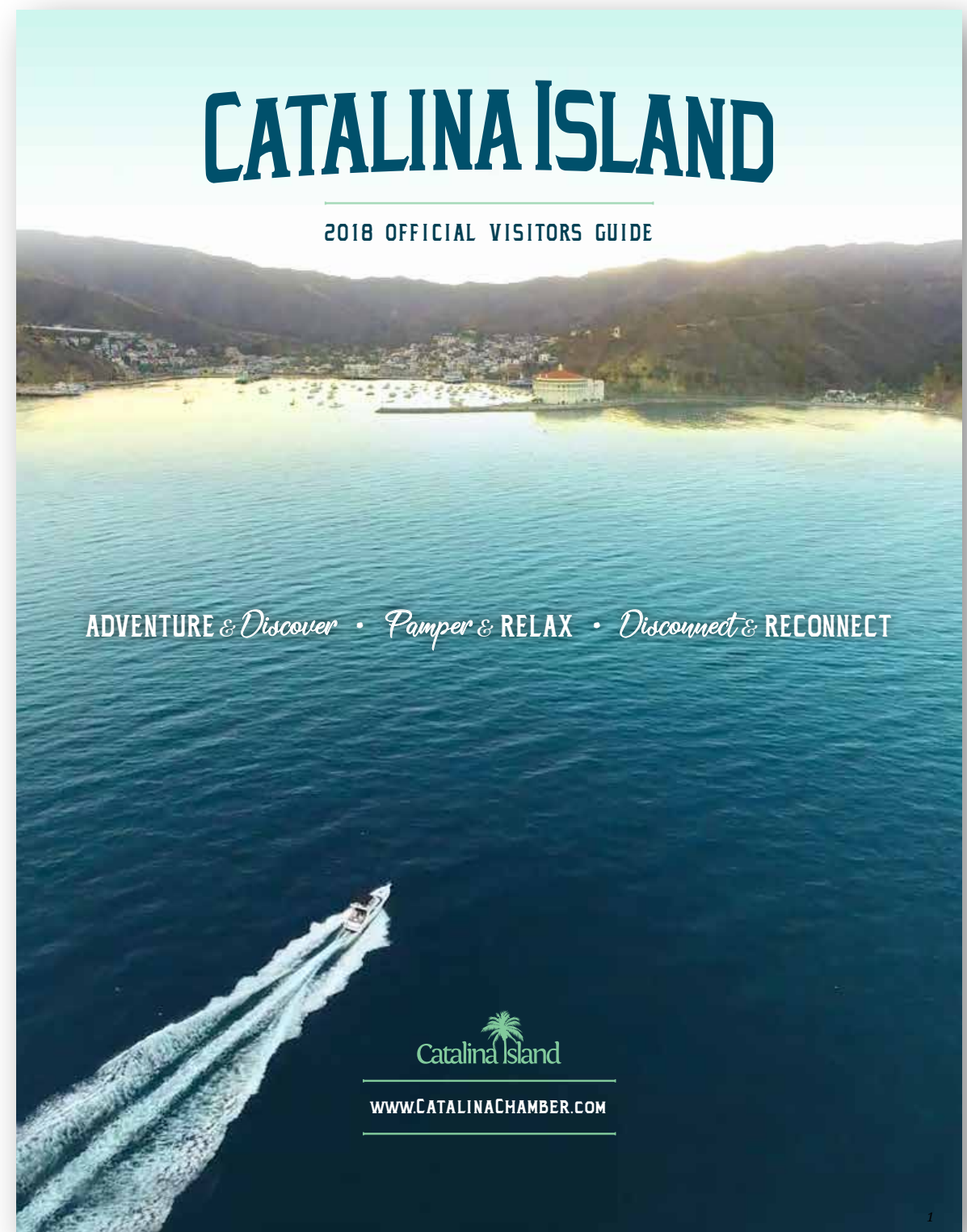
2018 OFFICIAL VISITORS GUIDE

ADVENTURE & *Discover* • Pamper & RELAX • *Disconnect* & RECONNECT



WWW.CATALINACHAMBER.COM

- Impactful Cover Photo
- Brings to life the **dramatic reveal** of Avalon when arriving
- Shows how **unique** a vacation on Catalina is compared to the other destinations
- **Clean design** lets the custom photography be the focal point
- **Bolder masthead** for increased legibility
- Typeface ties to Catalina's history
- **Call-to-action** copy shows range of experiences possible.



CATALINA ISLAND

THANK YOU for your interest in Catalina Island

Visitors to this Island paradise discover a place with unrivaled ambiance and a truly unique vacation experience. A little bit of the old world, a hefty dose of early California and a dash of authentic small town friendliness make up the main ingredients that draw nearly a million visitors a year to Catalina. For generations, families have been returning to enjoy clear air, unspoiled preserves, wildlife and pristine

water. Romantic escapes have been the beginning of many happy returns and beautiful Island weddings. From the tiny village of Two Harbors to bustling Avalon and the hidden coves along the Island's shores, Catalina offers a place that is truly a world apart from mainland California. We invite you to read these pages for inspiration, then head to the Island for your own "Relaxing Island Time".

Anni Marshall

Anni Marshall
Mayor
City of Avalon



Jim Luttjohann

Jim Luttjohann
President & CEO
Catalina Island Chamber of Commerce
& Visitors Bureau

www.CATALINACHAMBER.COM

YOUR ISLAND

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[YouTube Catalina Island Chamber of Commerce & Visitor Bureau](https://www.youtube.com/CatalinaIslandChamberofCommerce)

BOARD & STAFF INFO

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Board Chair 2017-18:
DAVID HOWELL, Island Navigation

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CATALINA ISLAND

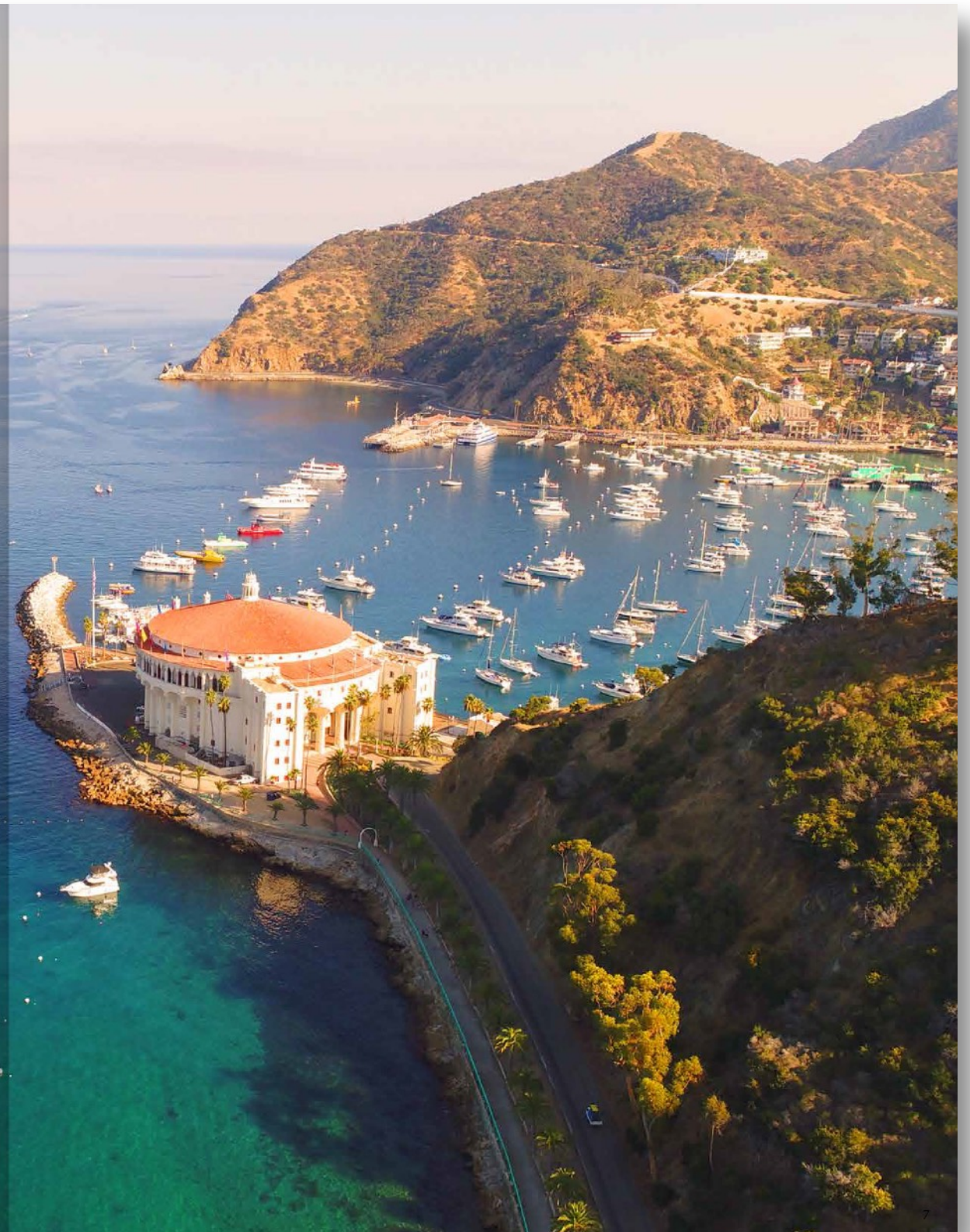
Your **MAGICAL HIDEAWAY** *Across The Sea*

Only 26 miles from the Mainland is a magical world easily mistaken for the sparkling Mediterranean or Aegean. It is Santa Catalina Island where verdant cliffs plunge into emerald waters... village streets wind past shops in hues of green, gold and blue....

a place of vintage charm and sophisticated panache.

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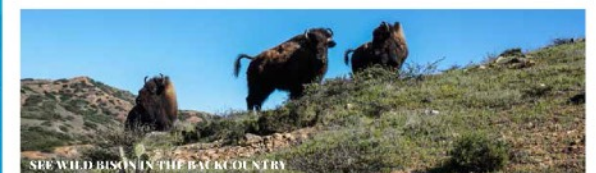




BACKPACK ALONG THE TRANS-CATALINA TRAIL

CATALINA ISLAND ADVENTURE *Across the Sea*

On Catalina Island, float weightlessly above the sparkling Pacific one minute and splash into its otherworldly depths the next. The Island is an amazing ecosystem of natural wonders just waiting to be explored. Scuba through fantastic kelp forests, get a bird's-eye view tethered to a parasail and tour the awe-inspiring Island interior in an open-air Hummer. Whether you're trying your hand at stand-up paddle boarding, ziplining through the canyons or hiking the Trans-Catalina Trail, Catalina offers a variety of adventure for everyone. #CATALINAISLAND



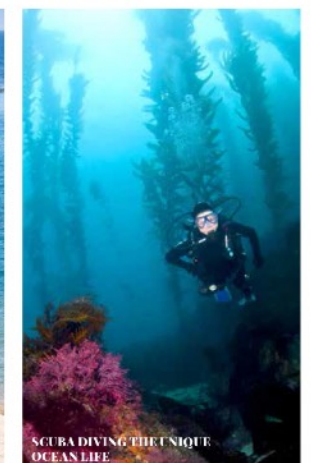
SEE WILD BISON IN THE BACK COUNTRY



TAKE A SCENIC TOUR OF THE INTERIOR



PADDLEBOARD THE COASTLINE



SCUBA DIVING THE UNIQUE OCEAN LIFE

Thank you!
Questions or
Comments?