

CATALINATM ISLAND



2021 ANNUAL REPORT

July 1, 2020 to June 30, 2021

WELCOME

Despite a second fiscal year of COVID-19 impact, we achieved amazing feats in Financial Management, Tourism Promotions, Visitor & Member Services and Film Liaison Services. In addition, we have taken on the island's long-standing connectivity issues working with Verizon, AT&T and Catalina Broadband. Below are some highlights and in the following pages, you will find more detailed information.

Financially, income for the FY was \$1,021,740, exceeding budget by just over \$38,000 without accounting for an SBA loan of \$99,000. Our expenses totaled \$1,062,099, down considerably from a pre-pandemic typical year's expense of over \$1,700,000. Expenses exceeded a very conservatively adopted budget by \$94,516 as funds were reallocated to Tourism Promotion for reopening the island. This was approved by the Board of Directors upon receipt of the above mentioned SBA loan.

While filming activity was greatly decreased due to COVID-19, we hosted crews when we could and frankly, took advantage of empty venues and fewer people on the streets resulting in features on the Discovery Network, the Food Network, and in multiple syndicated travel shows. This year's permits totaled 12 and brought much needed room nights in island accommodations.

Tourism marketing efforts were heavily focused on Public Relations and Content Development this year. Targeted messaging played a critical role as we reopened and this paid off handsomely with many first-time island visitors. Not only did the creative marketing win consumer attention, but some pretty prestigious industry awards. Total impressions from PR efforts were over 30 billion and included publications such as Travel & Leisure and the Los Angeles Times. Digital campaigns reached over 10 million consumers on social media. Our relationship with Visit California continues to reap rewards through media hosting, digital campaigns and social media.

Visitor counts have been significant, totalling over 646,613, with the largest increases in May and June. Totals have fallen short of record-setting given that cruise ships, which normally account for about 25% of our guests, remained out of service the entirety of the year. Hotel occupancies have exceeded our competitive set eight months of the year.

Visitor and Member Services this year delivered nearly a dozen new memberships and innovative payment options kept long-time members on board including many who even pre-paid dues! Our website traffic has been up monthly, even exceeding pre-pandemic traffic, but still closed out the year down about 11%. Social media saw a significant boost this year due to the beachside dining being offered with many individual posts getting upwards of 20,000 views.

In response to the pandemic, a COVID-19 microsite was developed and frequently updated with business and consumer resources including the hugely important "What's Open?" on Catalina. We also partnered with the City of Avalon, Catalina Island Medical Center, and mainland partners to promote awareness of mask mandates, distancing rules, and funding opportunities as well as provide free personal protective equipment to over 100 businesses/nonprofits.

Already the new fiscal year is shining brightly with notification of full forgiveness of our SBA loan repayment, receipt of grant funds and media placements that support ongoing demand for travel to the island, well into the fall.

We could not have done these great things without the engagement and support of our members, board, local and national government representatives and the contractors on whom we depend daily. Most of all, our amazing staff have soldiered on heroically through these unprecedented ups and downs. Read through the following pages and I promise you'll LOVE what you see!



YEAR IN REVIEW

BRAND LAUNCH

Catalina Island Chamber of Commerce & Visitors Bureau, due for an organizational brand refresh, was renamed and rebranded as Love Catalina. Tone, mood, and design inspiration were drawn from the destination's iconic sea, sun, and boating culture.

COVID CLOSURE RESPONSE

Due to the impact of COVID-19, our focus pivoted to a recovery video, titled "No Man Is an Island." Produced in just days, and utilizing partner footage, this scenic and emotional video showcases our beautiful destination, while reminding us that we need each other to survive and thrive.



NATJA AWARD

This year, North American Travel Journalists Association (NATJA) awarded Love Catalina a Gold in the 29th Annual North American Travel Journalists Awards Competition in the Destination Video category for "No Man is an Island." This competition honors the best of the best in travel journalism, photography and destination marketing.



"DREAM AWAY" PROMOS

All paid media was paused, and we went to work with nearly 20 member partners to create an organic social media campaign specifically designed for Love Catalina and members to share throughout various social media channels.

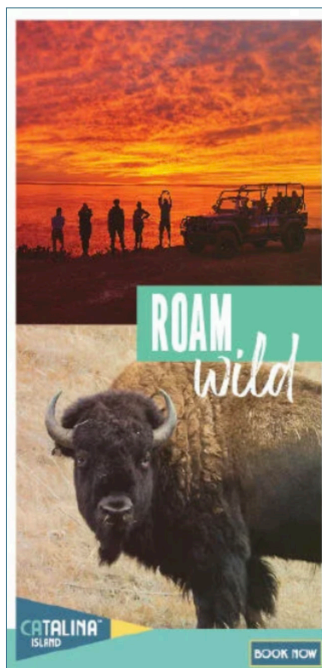


"3RD NIGHT FREE" PROMO

In the fall of 2020, the Love Catalina team worked with local accommodations to craft a mid-week offer to entice visitors. We targeted travel enthusiasts with multiple creative assets, each highlighting different experiences on the island. The dedicated

landing page tracked all incoming and outbound traffic. And with the help of paid social media on Facebook and Instagram, we generated over 1.7 million impressions, reached over 700,000 people, with 10,461 landing page visits and 11,459 clicks to partners' booking engine.

"ROAM WILD" CAMPAIGN



Inviting visitors to "Roam Wild," the creative direction of this paid social media campaign showcases the epic spirit of island life and how this beautiful tapestry is brought to life via residents and visitors to Catalina.

PR CAMPAIGN

The aggressive PR push to date, includes hosted media from FOX 5, Fodor's Travel, PureWow Coronado Magazine, ICONIC LIFE Magazine, The Travel Mom, and more. And with coverage in Travel + Leisure, ROAM Magazine, Los Angeles Times, FOX 5, TimeOut, San Diego Union Tribune and Orange County Register, our exposure continues to be exceptional.

CONSUMER E-BLASTS

Our consumer e-blasts are sent on average twice per month to a database of 130,000 consumers interested in receiving special offers and information on Catalina Island. This year we sent 18 e-blasts, with an average open rate of 16% and an average click through rate of 10%.



"LOVE CATALINA" CAMPAIGN (SEPTEMBER 2020 - JUNE 2021)

In 2020, the "Love Catalina" campaign launched with advertising on Facebook and Instagram, highlighting a mid-week special that drove bookings and revenue for the destination.

In 2021, reopening messaging dominated on Facebook, Instagram, and Google retargeting banners, reminding users who hadn't explored date availability to come back and envision a stay on Catalina Island.

Leading into summer, we launched an added awareness campaign with fun mobile rich media units, animating two of the Island's curiosities: golf carts and bison. Additionally, a radio giveaway package for two was promoted on KLOS-FM, a local station in LA with tremendous response. Since the September 30th, 2020 launch, we've generated over 10 million impressions, 11,725 clicks, 17,819 tracked user booking events, and over 6,000 entries for the sponsored giveaway.

VISITOR & MEMBER SERVICES

We have added 11 new members since July 1, 2020.

The Cove Bar & Grill, Mrs. T's Chinese Kitchen & Bakery, Catalina's Courtyard Suites, Stay in Catalina, Golden Bay Surfwear, Catalina Cantina, Lokket WiFi, Catalina Landscape Art by Ernesto Rodriguez, Catalina Falconry, Fishin' Funatics, Catalina Custom Charters.

VISITOR CENTER STATS, PERIODS OF CLOSURES

During FY 20-21, we saw 12,262 visitors in the Visitor Center, and answered 6,853 phone calls.

March 20, 2020 - June 19, 2020 (closed completely)

September 2020 - December 2020 (closed Mondays & Tuesdays)

January 2021 - February 11, 2021 (closed completely)

March 2021 - April 2021 (closed Mondays & Tuesdays)

May 2021 (open daily)

PRINT / DIGITAL GUIDES

We mailed out 4,452 printed Visitor Guides during FY 20-21, and the digital Visitor Guide was downloaded from our website 3,526 times.

BOOK DIRECT ENHANCEMENTS

We recently integrated ADR and availability directly on lodging members' listings on LoveCatalina.com. This has resulted in an increase of direct referrals to lodging members' websites and booking engines. For FY 20-21, 310,571 lodging searches were conducted, resulting in 167,395 referrals to lodging properties.

PANDEMIC RESPONSE

- Love Letter
- Love Catalina Public Health Microsite: <https://www.lovecatalina.com/covid-19/> 467,946 pageviews, 12% of all site traffic (3/16/20-6/30/2021)
 - What's Open
 - Activities, Retail, Hotel & Services
 - Open Restaurants
 - Catalina Express Schedule
 - Business Closures
 - CIMC Updates
 - LA County Public Health Advisory
 - Resources for Business Members
 - Re-Opening Resources
 - Face Coverings & PPE
 - Avalon Community Food Pantry

MEMBER COMMUNICATIONS

278 campaigns sent with open rate of 17% vs industry average of 10%.
Over 400,000 emails opened!

LEADERSHIP MEETINGS

Over 50 meetings held between City, Conservancy, Catalina Island Company and Tourism Authority.

FREE PPE GIVEAWAY

On Saturday, January 30, 2021 - 100 island businesses, nonprofits and sole proprietors took advantage of a FREE 30 day supply of PPE giveaway with the help of PPE Unite, Avalon Freight Services and Avalon Rotary Club. Jim Luttjohann made contact with PPE Unite and the County of Los Angeles to bring the program to the island. Among the businesses taking advantage were some of the island's most remote youth camps, hoteliers and restaurateurs.

EXECUTIVE COMMITTEE MEMBER NAMES + LIST OF BOARD MEMBERS

Love Catalina, Catalina Island Tourism Authority is governed by a 19-member Board of Directors. The Board meets monthly (typically no meeting in August or December), usually on the third Thursday of the month, from 1:00 pm to 3:00 pm, location TBD.

2020-21 OFFICERS (Executive Committee)

Officer terms are from July 1, 2020 through June 30, 2021

Chair: Nicole Hohenstein, Holiday Inn Resort Catalina Island

Chair-Elect: Tim Kielpinski, Catalina Island Conservancy

Past Chair: Michael Ponce, Seacrest Inn/Catalina Art Association

Chief Financial Officer: Bryce Noll, Leo's Catalina Drugstore

Marketing Chair: Dave Stevenson, Catalina Island Company

DIRECTORS

Amanda Bombard, Catalina Express

Bart Glass, Hamilton Cove Vacation Rentals & Real Estate

Ben Villalobos, IEX Helicopters

Bob Kennedy, Catalina Divers Supply

Denise Radde, City of Avalon

Gail Fornasiere, Catalina Island Museum

Levent Alkibay, Catalina Beverage Company

Jason Paret, Catalina Island Medical Center

Mesa Bradley, Ciao-Baci

Steve Hoefs, Three Palms Avalon Arcade

Tim Foley, US Bank

Thomas Salinas, Catalina Island Vacation Rentals

Roberto Perico, Two Harbors Enterprises

Yoli Say, Hotel Metropole & Marketplace