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# Profile of Catalina Island Visitors Wave 3 – Fall 2016



December 2016

# VISITOR RESEARCH SUPPORTS MARKETING & DESTINATION GOALS

- The Catalina Island Chamber of Commerce & Visitor Bureau (CICCVB) is a not-for-profit entity marketing Catalina Island to non-local leisure and business visitors to build the destination brand and support local economic development goals.
- To support its destination marketing and management efforts, CICCVB is conducting research to obtain a comprehensive and current visitor profile and economic impact data that includes:
  - seasonal and annual **visitor profiles**
  - annual of **visitor volume** and **visitor spending** measures
  - annual **fiscal (tax) impacts**
  - visitor-supported local **employment**
- This report presents the **Fall 2016** (i.e. October - December) visitor profile, the third and final of three seasonal profile reports on Catalina Island visitor groups (not individuals).
- Lauren Schlau Consulting, a tourism industry market research specialist, is conducting the visitor study.

# Executive Summary

## EXECUTIVE SUMMARY — I

### Overall 2016 Fall Visitor – Summary Profile

Catalina Island Fall visitors were mostly non-LA County Southern Californian couples in their early 40's without children. Despite their proximity, 70% have never visited the island before or in the last 3 years. Most came for leisure/vacation, as likely for the day or overnight; if overnight, they stayed in a hotel for about two nights. They spent \$250 average per day on Catalina Island. About 60% were Caucasian, married, with a \$87,000 median household income.

### Residence

- 70% of Catalina Island Fall visitor groups reside in Southern California, of which 43% were from non-LA Southern California areas and 27% from LA County.
- The rest of California accounted for 11%, with other U.S. states at 15%, and 4% of International origin.

### New vs. Repeat, Main Destination

- Only 30% of visitor groups had visited ever or in the past 3 years, somewhat surprising given the island's proximity to its main feeder markets.
  - Fall visitors who have been to the island, made an average of 3.6 trips here in the past three years .
- 75% named Catalina Island as their *main* trip destination.

## EXECUTIVE SUMMARY – 2

### **Information**

- When planning the trip 99% used a resource, mainly the internet for Catalina Island information. Once here, visitors used the Catalina Island Map.

### **Transportation Modes**

- 64% originating from beyond Southern California flew into the region (prior to arriving on Catalina Island).
- Nearly 9 out of 10 groups took a Catalina Island ferry to reach the island.

### **Purposes, Activities, Areas Visited**

- About two-thirds of visitor groups came to Catalina Island for a leisure vacation or visit.
- A wedding, birthday, or other celebration was a secondary motivation for nearly 1/5 of visitors.
- 77% ate in local restaurants, 55% shopped, 47% explored and 32% went to the beach
- Avalon, specifically the retail district and harbor area is by far the most-visited area of the island.

### **Future Visitation Intent**

- Two-thirds of Fall visitors report somewhat or highly likely intent to revisit in the next 12 months.
  - Given fairly low repeat visit levels, visitors may be more well-intentioned than their actual future re-visit behavior.

## EXECUTIVE SUMMARY – 3

### Overnight Stays

- 52% stayed overnight on Catalina Island while 48% were Day-only visitors.
- 8 of 10 overnightrters stayed in a Catalina Island hotel/motel/B&B inn, for nearly 2 nights average.
  - Overnight visitors reserved their lodging about 3.5 weeks in advance.
- Day-only visitor groups spent an average of 6 hours on the island.

### Spending

- Nearly everyone spent money on Catalina Island while here.
- Overall average daily spending was \$250 per group and \$105 per individual.
  - Hotel guests outspent Day visitors \$375 versus \$151, respectively.
- More spent for lodging and meals out, then on shopping/gifts and tours/activities.

## EXECUTIVE SUMMARY – 4

### Visitor Demographics

- 52% of Fall visitors traveled as a couple, with only 23% as a family group.
- Groups averaged 2.6 persons.
- Less than 20% of travel groups included children under age 18; however 32% reported having children at home.
- The ethnic mix was relatively diverse, split at 60% Caucasians and 40% other ethnicities, principally Hispanic, as well as African-Americans and Asian-Americans.
- Adult visitors averaged 43 years of age.
- Reported median annual household income was \$86,900; surprisingly visitors over age 60 reported lower income than those under age 40.

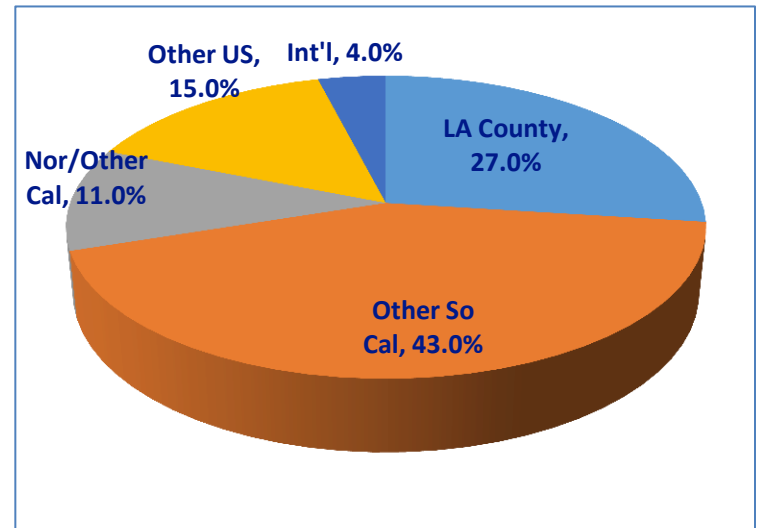
# Detailed Findings



## 4 OF 5 FALL VISITOR GROUPS FROM CALIFORNIA

- An 81% majority of Fall Catalina Island visitor groups were from California, of which 27% were from Los Angeles County, 43% from other Southern California areas, and 11% from the rest of the state.
  - Another 15% were from Other States (excl. California), and 4% International.
- A higher share, 89% of Fall Hotel guests were Californians versus 74% of Day visitors, while the share of Californians decreases as age increases.

**Exhibit I – Fall 2016 Share Detail by Origin**



**Table I – Visitor Share by Overall Residence**

	Fall 2016	Overnight or Day		Age		
		Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
California	81.0%	89.4%	74.2%	85.1%	80.5%	71.4%
Other US	15.0%	7.1%	22.7%	11.5%	15.6%	22.9%
International	4.0%	3.5%	3.1%	3.4%	3.9%	5.7%

# CALIFORNIA TOP U.S. FEEDER; ONE-THIRD FROM LA COUNTY

- California accounted for 86% of U.S. resident visitors, with Utah a distant second at 2% and six states shown below at 1% each.
- The top 8 states accounted for 94% of U.S. resident visitors.
- The highest California feeders were Central Los Angeles and Orange County, each at 22%
  - Including the 11% from LA Valleys, LA County accounted for 34% of Californians.
- 16% were from San Bernardino/Riverside and 15% from San Diego.
- 11% were from the rest of the state

**Table 2 – Top Feeder States**  
(1%+)

	Fall	Overnight or Day		Age		
		Hotel	Day Only	<39	40-59	60+
<b>Base: US resident</b>	<b>192</b>	<b>82</b>	<b>94</b>	<b>84</b>	<b>74</b>	<b>33</b>
California	84.4%	92.7%	76.6%	88.1%	83.8%	75.8%
Utah	2.1%	1.2%	3.2%	2.4%	1.4%	3.0%
Arizona	1.6%	0.0%	3.2%	1.2%	1.4%	3.0%
New York	1.0%	0.0%	2.1%	2.4%	0.0%	0.0%
Texas	1.0%	0.0%	2.1%	1.2%	1.4%	0.0%
Minnesota	1.0%	1.2%	1.1%	1.2%	0.0%	3.0%
Washington	1.0%	0.0%	1.1%	0.0%	2.7%	0.0%
Florida	1.0%	0.0%	2.1%	0.0%	2.7%	0.0%
North Carolina	1.0%	0.0%	2.1%	1.2%	1.4%	0.0%
<b>Top 8 States</b>	<b>94.1%</b>	<b>95.1%</b>	<b>93.6%</b>	<b>97.7%</b>	<b>94.8%</b>	<b>84.8%</b>

**Table 3 – California Feeder Areas**

	Fall	Overnight or Day		Age		
		Hotel	Day Only	<39	40-59	60+
<b>Base: CA resident</b>	<b>162</b>	<b>76</b>	<b>72</b>	<b>74</b>	<b>62</b>	<b>25</b>
Central LA	21.6%	14.5%	27.8%	20.3%	22.6%	20.0%
Orange County	21.6%	25.0%	16.7%	23.0%	17.7%	28.0%
San Bernardino-Riverside	16.0%	18.4%	16.7%	18.9%	16.1%	8.0%
LA Valley Areas	11.1%	6.6%	16.7%	8.1%	14.5%	12.0%
San Diego	15.4%	19.7%	8.3%	13.5%	12.9%	28.0%
Central Coast	4.3%	9.2%	0.0%	6.8%	3.2%	0.0%
Bakersfield/ Mojave	1.2%	1.3%	1.4%	0.0%	3.2%	0.0%
Oakland/East Bay	3.7%	1.3%	5.6%	4.1%	4.8%	0.0%
Sacramento Area	1.9%	2.6%	1.4%	1.4%	1.6%	4.0%
Montry/Sta Cruz/Sn Jose/ Palo Alto	0.6%	0.0%	1.4%	0.0%	1.6%	0.0%
San Joaquin Valley/Stockton	0.6%	0.0%	1.4%	1.4%	0.0%	0.0%
San Francisco	0.6%	0.0%	1.4%	1.4%	0.0%	0.0%
Northern California	1.2%	1.3%	1.4%	1.4%	1.6%	0.0%

# HIGH FIRST-TIME VISITATION, EVEN FROM LOCAL AREAS; REPEAT SKEWED OLDER

- Given the high share of Southern Californians, somewhat surprisingly 70% overall were visiting Catalina Island for the first time (in past three years), whereas 30% were repeat visitors.
  - Even among LA County and other Southern California residents, only 33% per region had visited before.
  - However by age, 46% of visitors 60+ had visited before compared to 24% of those under age 39.
- All Fall visitors averaged 1.1 visits to Catalina Island in the past three years.
- Repeat visitors averaged 3.6 trips to Catalina Island in three years – just over once a year.

**Table 4 – Visited Catalina Island (in past 3 years)**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
First visit (in 3 years)	70.0%	66.7%	67.0%	76.7%	70.6%	75.3%	75.9%	70.1%	54.3%
Visited (in past 3 years)	30.0%	33.3%	33.0%	23.3%	29.4%	24.7%	24.1%	29.9%	45.7%
<b>Base: Visited in past 3 years</b>	<b>60</b>	<b>19</b>	<b>30</b>	<b>7</b>	<b>25</b>	<b>24</b>	<b>21</b>	<b>23</b>	<b>16</b>
1 time	36.7%	36.8%	36.7%	57.1%	36.0%	50.0%	42.9%	34.8%	31.3%
2-3 times	33.3%	26.3%	36.7%	28.6%	40.0%	29.2%	47.6%	26.1%	25.0%
4-6 times	13.3%	21.1%	6.7%	14.3%	16.0%	12.5%	9.5%	21.7%	6.3%
7-10 times	5.0%	10.5%	0.0%	0.0%	4.0%	0.0%	0.0%	8.7%	6.3%
11+ times	11.7%	5.3%	20.0%	0.0%	4.0%	8.3%	0.0%	8.7%	31.3%
<b>Mean (all visitors)</b>	<b>1.10</b>	<b>1.23</b>	<b>1.30</b>	<b>0.40</b>	<b>0.75</b>	<b>0.57</b>	<b>0.45</b>	<b>1.03</b>	<b>3.34</b>
<b>Mean (past visitors only)</b>	<b>3.65</b>	<b>3.68</b>	<b>3.93</b>	<b>1.71</b>	<b>2.56</b>	<b>2.29</b>	<b>1.86</b>	<b>3.43</b>	<b>7.31</b>

# INTERNET IS PRIMARY PLANNING SOURCE FOR CATALINA ISLAND INFORMATION

Sources that Fall visitors used for Catalina Island information when planning this trip are discussed below and shown on the next slide.

- Overall, 99% used at least one information source for planning this Catalina Island trip.
- 55% used an internet source, of which:
  - 41% used a general travel website
  - 8% used a ferry's website(s)
  - 8% used a website or app from the Catalina Island Visitor Bureau
- 24% relied on referrals from family or friends, while 17% who had visited before relied on their own experience when planning their trip.
- Far more, 65% of Hotel guests used internet sources versus 50% of Day visitors, and as may be expected use of internet was highest, 59% among those under age 39, versus 40% of those over age 55.

# INTERNET IS PRIMARY INFORMATION PLANNING SOURCE

**Table 5 – Planning Sources for Catalina Island Information**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
ANY INTERNET SOURCE	55.0%	59.6%	58.2%	53.3%	64.7%	49.5%	58.6%	58.4%	40.0%
General travel website/search like Travelocity, etc.	40.5%	43.9%	38.5%	50.0%	49.4%	37.1%	37.9%	48.1%	31.4%
Family member/friend	23.5%	24.6%	18.7%	33.3%	17.6%	27.8%	21.8%	19.5%	37.1%
Own experience/been here before	16.5%	12.3%	20.9%	13.3%	18.8%	8.2%	14.9%	14.3%	25.7%
Catalina Express/Flyer website	7.5%	15.8%	5.5%	3.3%	3.5%	9.3%	11.5%	3.9%	5.7%
Catalina Island Visitor Bureau web, mobile or app	7.5%	3.5%	13.2%	0.0%	12.9%	3.1%	10.3%	6.5%	2.9%
Interactive website like Yelp or Trip Advisor	1.5%	0.0%	3.3%	0.0%	2.4%	1.0%	2.3%	1.3%	0.0%
Hotel	1.5%	0.0%	2.2%	3.3%	2.4%	1.0%	0.0%	2.6%	2.9%
Catalina Island Visitor Bureau Visitor Guide	2.0%	0.0%	4.4%	0.0%	2.4%	2.1%	2.3%	2.6%	0.0%
Catalina Express Magazine	1.0%	0.0%	1.1%	3.3%	1.2%	1.0%	1.1%	0.0%	2.9%
Auto Club or retail guide books	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Visit California web site	1.5%	0.0%	3.3%	0.0%	2.4%	1.0%	0.0%	2.6%	2.9%
Visit California Visitor Guide	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Travel Agent	1.5%	0.0%	0.0%	10.0%	0.0%	2.1%	0.0%	1.3%	5.7%
Newspaper or magazine	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Travel service company info or promotion	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tour Operator	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	18.0%	17.5%	16.5%	13.3%	14.1%	22.7%	18.4%	20.8%	8.6%
None	1.0%	0.0%	1.1%	0.0%	1.2%	1.0%	0.0%	2.6%	0.0%

# ON ISLAND, ONE-THIRD USED CATALINA MAP FOR AREA INFORMATION

Sources used for Catalina Island information once here are discussed and shown below.

- Overall 99% of Fall visitors sought information on Catalina Island once there.
- Interestingly, the Catalina Map was the source most used, by 32%, whereas 23% used their past/personal experience. Internet sources accounted for just 19% of in-destination sources.
- Older adults (60+) were especially likely to use their own experience, by 40%, versus 15% of younger visitors and 25% of those age 40-59.

**Table 6 – Sources for Catalina Island Information on Island (>1.5%)**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Catalina island Map	32.0%	26.3%	30.8%	53.3%	30.6%	35.1%	33.3%	29.9%	34.3%
Own experience/been here before	23.0%	28.1%	23.1%	10.0%	25.9%	14.4%	14.9%	24.7%	40.0%
ANY INTERNET SOURCE	18.5%	10.5%	26.4%	13.3%	24.7%	14.4%	25.3%	15.6%	8.6%
Hotel/concierge/hotel rack brochures	13.5%	12.3%	15.4%	10.0%	20.0%	8.2%	10.3%	15.6%	17.1%
General Travel search, website, or app	16.0%	8.8%	22.0%	13.3%	22.4%	12.4%	21.8%	13.0%	8.6%
Catalina Island visitor center	6.0%	5.3%	7.7%	3.3%	7.1%	6.2%	10.3%	1.3%	5.7%
Family member/friend	7.5%	8.8%	6.6%	3.3%	7.1%	5.2%	6.9%	6.5%	11.4%
Local friends/family	4.0%	0.0%	6.6%	6.7%	5.9%	2.1%	3.4%	2.6%	8.6%
Catalina Express Magazine	5.0%	10.5%	2.2%	6.7%	4.7%	6.2%	2.3%	6.5%	8.6%
Catalina Island Visitor Bureau Visitor Guide	1.5%	0.0%	2.2%	3.3%	2.4%	0.0%	0.0%	2.6%	2.9%
Catalina Island Visitor Bureau web/mobile/app	3.0%	1.8%	5.5%	0.0%	4.7%	2.1%	2.3%	2.6%	5.7%
None	1.0%	0.0%	1.1%	0.0%	1.2%	1.0%	0.0%	2.6%	0.0%

# GOOGLE MOST-USED INTERNET RESOURCE, THEN INTERACTIVE/RATING WEBSITES

- Among those using the internet for planning and/or once on the island, 58% used Google search, 23% used an interactive website and 18% used a ferry website, especially high, 35%, among Los Angeles County resident visitors.
- Another 13% used the Catalina Island Visitor Bureau website/app.

**Table 7 – Internet Sources Used**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: Used internet</b>	<b>117</b>	<b>34</b>	<b>58</b>	<b>16</b>	<b>59</b>	<b>51</b>	<b>53</b>	<b>48</b>	<b>16</b>
Google search engine	58.1%	55.9%	50.0%	87.5%	62.7%	52.9%	50.9%	66.7%	56.3%
Catalina Express/Flyer website	17.9%	35.3%	12.1%	12.5%	8.5%	25.5%	22.6%	12.5%	18.8%
Trip Advisor, Yelp/interactive rating travel site	23.1%	20.6%	31.0%	6.3%	28.8%	19.6%	30.2%	18.8%	12.5%
Catalina Island Visitor Bureau web/mobile/app	12.8%	8.8%	17.2%	0.0%	16.9%	7.8%	15.1%	10.4%	12.5%
Travel website, e.g. expedia, travelocity	6.0%	2.9%	8.6%	6.3%	8.5%	3.9%	3.8%	8.3%	6.3%
Other internet or app based resource	7.7%	5.9%	6.9%	6.3%	5.1%	11.8%	5.7%	6.3%	18.8%
Other search engine	0.9%	2.9%	0.0%	0.0%	0.0%	2.0%	0.0%	2.1%	0.0%
Facebook	1.7%	0.0%	3.4%	0.0%	3.4%	0.0%	1.9%	2.1%	0.0%
Any Mobile site or app	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Visit California.com web site	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%



## CI MAIN DESTINATION FOR ¾ OF VISITOR GROUPS, ESPECIALLY SO CAL RESIDENTS

- Catalina Island was the main destination of 75% of Fall visitor groups on this trip.
  - It was the main destination for most regional visitors – 89% for LA County and 95% for other Southern California residents.
- By contrast, Catalina Island was named as the main locale by only 17% of Other U.S visitors, while 33% of them named Los Angeles, supporting the notion that those from farther away tend to visit multiple places on their trip.
- As well, 93% of Hotel guests versus 57% of Day visitors named Catalina Island as their main destination.

**Table 8 – Main Trip Destination**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Catalina Island	75.0%	89.5%	94.5%	16.7%	92.9%	56.7%	72.4%	76.6%	77.1%
Los Angeles area	8.5%	0.0%	1.1%	43.3%	2.4%	13.4%	8.0%	6.5%	14.3%
Southern California areas (non LA, Santa Barbara to San Diego)	5.0%	0.0%	1.1%	16.7%	3.5%	7.2%	3.4%	6.5%	5.7%
Mexico	9.5%	10.5%	3.3%	13.3%	0.0%	19.6%	12.6%	10.4%	0.0%
California and/or other Western States	0.5%	0.0%	0.0%	3.3%	0.0%	1.0%	1.1%	0.0%	0.0%
Other California (SFO, No. Cal, etc.)	0.5%	0.0%	0.0%	0.0%	0.0%	1.0%	1.1%	0.0%	0.0%
All California	0.5%	0.0%	0.0%	3.3%	0.0%	1.0%	0.0%	0.0%	2.9%
All other areas	0.5%	0.0%	0.0%	3.3%	1.2%	0.0%	1.1%	0.0%	0.0%



# ESSENTIALLY ALL NAMED CATALINA ISLAND AS A TRIP DESTINATION

While it makes sense that nearly 100% named Catalina Island as a destination, the data below indicates other areas they also visited on this trip.

- Overall 14% each also visited Los Angeles and 10% went to other Southern California areas or Mexico. (likely cruise ship passengers).
- A sharper but not surprising contrast is seen for Other U. S. visitors, with 60% visiting Los Angeles, 30% visiting other So Cal areas and 13% visiting Mexico.

**Table 9 – All Destinations on Trip**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Catalina Island	99.5%	100.0%	100.0%	96.7%	100.0%	99.0%	100.0%	98.7%	100.0%
Los Angeles area	14.0%	0.0%	2.2%	60.0%	5.9%	20.6%	12.6%	13.0%	20.0%
Southern California areas (non LA, Santa Barbara to San Diego)	9.5%	0.0%	3.3%	30.0%	5.9%	12.4%	8.0%	11.7%	8.6%
Mexico	9.5%	10.5%	3.3%	13.3%	0.0%	19.6%	12.6%	10.4%	0.0%
Other California (SFO, No. Cal, etc.)	1.5%	0.0%	0.0%	3.3%	1.2%	2.1%	2.3%	0.0%	2.9%
California and/or other Western States	1.0%	0.0%	0.0%	6.7%	0.0%	2.1%	2.3%	0.0%	0.0%
USA (California plus other areas)	0.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	2.9%
All California	0.5%	0.0%	0.0%	3.3%	0.0%	1.0%	0.0%	0.0%	2.9%
All other areas	1.0%	0.0%	0.0%	3.3%	1.2%	1.0%	1.1%	0.0%	2.9%

## MOST NON-SOCAL VISITORS FLEW INTO THE SOCAL REGION

- 64% of non-local visitor groups arrived in the Southern California region by commercial air, while 36% drove.
- Expectedly, this varies by origin with 79% of Other U.S. visitors arriving by air and just 21% driving to the region.
- As well, the share of those arriving by air is much higher, 80% for those age 60+ versus 50% of those under age 39 suggesting differences on origin distance.

**Table 10 – Transportation into Southern California Region**

	Fall	Residence	Overnight or Day		Age		
		Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: (non-Southern California resident)</b>	<b>55</b>	<b>29</b>	<b>16</b>	<b>35</b>	<b>24</b>	<b>21</b>	<b>10</b>
Commercial airline	63.6%	79.3%	56.3%	62.9%	50.0%	71.4%	80.0%
Personal vehicle	36.4%	20.7%	43.8%	37.1%	50.0%	28.6%	20.0%
Rental vehicle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cruise ship	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Public/Greyhound bus	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tour coach	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
RV/motorhome	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Private/charter airplane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

# NEARLY 9 OF 10 FALL VISITORS REACHED CATALINA ISLAND BY FERRY

- To reach Catalina Island, the vast majority, 88% took a Catalina Island ferry.
- Another 10% arrived on a cruise ship tender and few used any other mode.

**Table 11 – Transportation to Arrive on Catalina Island**

	Wave	Fall							
	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Catalina Express or Catalina Flyer ferry	88.0%	86.0%	93.4%	86.7%	100.0%	77.3%	86.2%	87.0%	97.1%
Cruise ship (tender)	9.5%	10.5%	3.3%	13.3%	0.0%	19.6%	12.6%	10.4%	0.0%
Private plane/seaplane	1.5%	3.5%	1.1%	0.0%	0.0%	3.1%	1.1%	1.3%	0.0%
Private/charter yacht or boat	1.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.3%	2.9%

# LEISURE/VACATION MAIN REASON FOR VISITING CATALINA ISLAND

- Nearly two-thirds, or 65%, of Fall visitor groups primarily visited Catalina Island for leisure/vacation, while another 17%, came for a specific celebration.
- Somewhat more, 23% of LA County residents came for a celebration, yet 60% of them were visiting for pleasure.

**Table 12 – Main Reason for Visiting Catalina Island**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Vacation/pleasure/to visit	64.5%	59.6%	61.5%	70.0%	61.2%	68.0%	66.7%	67.5%	54.3%
Celebration: wedding anniversary/birthday	16.5%	22.8%	20.9%	3.3%	23.5%	12.4%	20.7%	10.4%	20.0%
Sightseeing/explore the area	5.5%	1.8%	4.4%	13.3%	2.4%	8.2%	5.7%	6.5%	2.9%
Outdoor or water recreation	4.0%	3.5%	2.2%	6.7%	1.2%	6.2%	2.3%	3.9%	8.6%
Special event	2.5%	3.5%	3.3%	0.0%	3.5%	1.0%	3.4%	1.3%	2.9%
Conduct business	2.0%	3.5%	1.1%	3.3%	2.4%	1.0%	0.0%	5.2%	0.0%
Visit relatives/friends/personal or social visit	1.5%	0.0%	2.2%	3.3%	2.4%	0.0%	0.0%	0.0%	8.6%
Combining business or meeting and pleasure	1.0%	1.8%	1.1%	0.0%	1.2%	1.0%	0.0%	2.6%	0.0%
Entertainment/live music/concert	0.5%	1.8%	0.0%	0.0%	1.2%	0.0%	1.1%	0.0%	0.0%
Other	2.0%	1.8%	3.3%	0.0%	1.2%	2.1%	0.0%	2.6%	2.9%

# LEISURE VACATION TOPS LIST OF ALL REASONS TO VISIT CATALINA ISLAND

Respondents gave both their main and other reasons for visiting Catalina Island. Discussed and shown below are their combined (main + other) reasons.

- Overall 81% indicated their main reason was their only reason for visiting the island.
- All reasons for visitation are consistent with the main reasons: 72% for leisure and 20% for a celebration.

**Table 13 – All Reasons/Purposes for Catalina Island Visit**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Vacation/pleasure/to visit	71.5%	68.4%	69.2%	73.3%	70.6%	71.1%	72.4%	74.0%	65.7%
Celebration: wedding anniversary/birthday	19.5%	24.6%	25.3%	6.7%	27.1%	15.5%	23.0%	14.3%	22.9%
Sightseeing/explore the area	13.0%	8.8%	12.1%	20.0%	10.6%	13.4%	14.9%	13.0%	8.6%
Outdoor or water recreation	6.5%	3.5%	6.6%	10.0%	3.5%	8.2%	4.6%	7.8%	8.6%
Special event	2.5%	3.5%	3.3%	0.0%	3.5%	1.0%	3.4%	1.3%	2.9%
Visit relatives/friends/personal or social visit	3.0%	3.5%	2.2%	6.7%	2.4%	1.0%	1.1%	2.6%	8.6%
Conduct business	2.5%	3.5%	2.2%	3.3%	2.4%	2.1%	0.0%	6.5%	0.0%
Combining business or meeting and pleasure	2.0%	3.5%	2.2%	0.0%	2.4%	2.1%	0.0%	5.2%	0.0%
Entertainment/live music/concert	1.0%	1.8%	1.1%	0.0%	2.4%	0.0%	2.3%	0.0%	0.0%
Other	3.5%	1.8%	4.4%	3.3%	1.2%	5.2%	1.1%	3.9%	5.7%

# MOST VISITORS ATE IN RESTAURANTS

Fall visitor groups reported their activities on Catalina Island discussed below and shown on the next slide.

- Nearly 99% of visitor groups did some activity on Catalina Island while here.
- The vast majority, 77%, ate in local restaurants.
  - Notably, younger adults under age 39 were less likely to eat in restaurants, with 69% doing so versus more than 80% of those age 40+.
- Next-most popular was shopping by 55%, followed by 47% sightseeing/exploring, 32% going to the beach and 30% renting/touring on golf carts.
- Generally Hotel guests did more activities than Day visitors, and more older visitor tended to engage in activities than younger except for beach-going.
- As well, fewer LA County visitors did activities than those from outside the area, except that far more, 39% of LA visitors rented golf carts versus 28% of other Southern Californians and 23% of Other U S visitors.
  - This suggests regional visitors may have a different perception of what Catalina has to offer than those from farther away who may be less familiar and visit less often.

# MOST VISITORS ATE IN RESTAURANTS

**Table 14 – Catalina Island Activities**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Eat in restaurants	77.0%	73.7%	81.3%	70.0%	84.7%	74.2%	69.0%	80.5%	88.6%
Shopping	54.5%	52.6%	58.2%	56.7%	61.2%	49.5%	52.9%	54.5%	60.0%
Sightsee/explore the area	46.5%	42.1%	46.2%	66.7%	54.1%	40.2%	48.3%	39.0%	60.0%
Go to the beach	31.5%	31.6%	33.0%	26.7%	41.2%	23.7%	40.2%	29.9%	14.3%
Golf Cart rental or tour	29.0%	38.6%	27.5%	23.3%	32.9%	28.9%	31.0%	27.3%	28.6%
Just visit/socialize	24.0%	29.8%	23.1%	20.0%	27.1%	22.7%	34.5%	13.0%	22.9%
Water activities - swim, snorkel, kayak, etc.	10.5%	7.0%	14.3%	10.0%	16.5%	5.2%	13.8%	10.4%	2.9%
Hiking	18.5%	15.8%	22.0%	16.7%	21.2%	12.4%	19.5%	13.0%	28.6%
Visit art museum/gallery	13.5%	7.0%	15.4%	16.7%	20.0%	7.2%	4.6%	16.9%	28.6%
Walking tour	14.5%	15.8%	15.4%	13.3%	16.5%	13.4%	11.5%	18.2%	14.3%
See historic or architectural sites	13.0%	7.0%	16.5%	20.0%	16.5%	9.3%	9.2%	13.0%	22.9%
Zip-lining	6.0%	5.3%	7.7%	6.7%	7.1%	6.2%	9.2%	5.2%	0.0%
Hummer/Jeep tour	10.0%	8.8%	13.2%	3.3%	17.6%	5.2%	8.0%	14.3%	5.7%
Biking/bike tour	6.0%	1.8%	8.8%	3.3%	3.5%	5.2%	10.3%	1.3%	5.7%
Parasailing	3.0%	0.0%	4.4%	3.3%	3.5%	3.1%	4.6%	2.6%	0.0%
Camping	2.0%	0.0%	2.2%	3.3%	0.0%	0.0%	3.4%	1.3%	0.0%
Golfing	3.0%	3.5%	2.2%	6.7%	4.7%	1.0%	1.1%	3.9%	5.7%
Fishing	1.5%	1.8%	1.1%	3.3%	2.4%	1.0%	2.3%	1.3%	0.0%
Attend a special event/concert	2.0%	0.0%	3.3%	0.0%	1.2%	1.0%	3.4%	0.0%	2.9%
Segway tours	0.5%	0.0%	1.1%	0.0%	1.2%	0.0%	0.0%	1.3%	0.0%
Helicoptering/touring	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other area activities/amusements	25.0%	17.5%	26.4%	33.3%	27.1%	25.8%	20.7%	27.3%	31.4%
None of the above	1.5%	0.0%	2.2%	3.3%	1.2%	2.1%	2.3%	1.3%	0.0%

# AVALON RETAIL AREA & HARBOR TOP AREAS VISITED

- All visitors went to a venue on Catalina Island.
- Nearly 84% visited Avalon retail/village and 74% went to the Harbor area, while 47% went to the Catalina Island Pier and 39% to Descanso Beach.
- These were the top-4 areas visited by far and by every segment.

**Table 15 – Catalina Island Venues/Areas Visited**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Avalon - retail district	83.5%	86.0%	80.2%	90.0%	83.5%	83.5%	80.5%	84.4%	91.4%
Avalon - harbor area	74.0%	71.9%	72.5%	83.3%	74.1%	70.1%	73.6%	72.7%	80.0%
Catalina Pier/Visitor Center	46.5%	43.9%	50.5%	36.7%	56.5%	41.2%	44.8%	48.1%	48.6%
Descanso Beach	38.5%	42.1%	41.8%	26.7%	54.1%	26.8%	36.8%	45.5%	28.6%
Catalina Island Museum	18.5%	14.0%	22.0%	13.3%	30.6%	8.2%	10.3%	22.1%	31.4%
Wrigley Gardens	20.5%	15.8%	22.0%	26.7%	30.6%	13.4%	18.4%	20.8%	25.7%
Island Interior/Conservancy areas	23.5%	22.8%	24.2%	20.0%	28.2%	19.6%	21.8%	23.4%	28.6%
Wrigley Institute	5.5%	3.5%	6.6%	6.7%	3.5%	5.2%	4.6%	6.5%	5.7%
Two Harbors	3.5%	1.8%	5.5%	3.3%	2.4%	2.1%	2.3%	5.2%	2.9%
Catalina Sea Camp/other camps	1.0%	0.0%	0.0%	3.3%	0.0%	0.0%	1.1%	1.3%	0.0%
Parsons Landing area/State Park	1.5%	0.0%	2.2%	3.3%	1.2%	0.0%	1.1%	1.3%	2.9%
Long Point area	2.5%	3.5%	2.2%	3.3%	2.4%	2.1%	2.3%	3.9%	0.0%
Other	10.0%	10.5%	12.1%	6.7%	7.1%	14.4%	5.7%	14.3%	8.6%
None of the above	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



# INTENTION TO REVISIT IS STRONG FOR FALL VISITORS FROM THE REGION

- Nearly two-thirds, or 65% of Fall visitors indicated they are highly or somewhat likely to return to the island in the next year.
  - The overall mean rating is 3.7 (out of 5), in the “somewhat likely” range
- Perhaps expectedly, L A County and Southern California visitors indicated higher likelihood to revisit, at 72% and 75% respectively, than those from outside the state at just 33%.
  - This may be due to proximity and thus opportunity to revisit rather than differences in their experience but further research could better illuminate this.

**Table 16 – Likelihood/Intention to Return to Catalina Island**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
5. Highly likely	39.5%	49.1%	42.9%	26.7%	36.5%	36.1%	36.8%	41.6%	40.0%
4. Somewhat likely	25.5%	22.8%	31.9%	6.7%	34.1%	21.6%	26.4%	24.7%	25.7%
<b>Highly + Somewhat Likely</b>	<b>65.0%</b>	<b>71.9%</b>	<b>74.7%</b>	<b>33.3%</b>	<b>70.6%</b>	<b>57.7%</b>	<b>63.2%</b>	<b>66.2%</b>	<b>65.7%</b>
3. Neutral/unsure	11.5%	14.0%	7.7%	16.7%	8.2%	15.5%	17.2%	7.8%	5.7%
2. Somewhat unlikely	8.5%	12.3%	5.5%	10.0%	9.4%	8.2%	8.0%	9.1%	8.6%
1. Highly/very unlikely	15.0%	1.8%	12.1%	40.0%	11.8%	18.6%	11.5%	16.9%	20.0%
<b>Mean rating (5=Highly likely --&gt; 1=Highly unlikely):</b>	<b>3.7</b>	<b>4.1</b>	<b>3.9</b>	<b>2.7</b>	<b>3.7</b>	<b>3.5</b>	<b>3.7</b>	<b>3.6</b>	<b>3.6</b>

# Overnight Lodging

# 52% STAYED OVERNIGHT ON CATALINA ISLAND THIS FALL

- Overall, 71% of Catalina Island Fall visitor groups stayed overnight somewhere on their trip, thus just 29% were on day-only trips (anywhere).
- On this trip, 52% stayed overnight on Catalina Island; 14% stayed in the Los Angeles area and 19% stayed in other destinations (in addition to or except for Catalina Island)..
  - Thus, just less than half, 48% of Catalina Island Fall groups were Day-only visitors.
- Interestingly, while more Other U.S. visitors stayed overnight in other locations, fewer, 27% stayed on Catalina Island versus 42% of L A County and 67% of other So Cal residents.
  - Also more older visitors, 57% ages 60+ stayed overnight versus 48% - 53% of younger visitors.

**Table 17 – Overnight Visitation on Trip**

Percent staying overnight	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Total Overnight	71.0%	52.6%	71.4%	90.0%	100.0%	40.2%	73.6%	67.5%	74.3%
<b>On Catalina Island</b>	<b>51.5%</b>	<b>42.1%</b>	<b>67.0%</b>	<b>26.7%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>52.9%</b>	<b>48.1%</b>	<b>57.1%</b>
In Los Angeles area (other than Catalina)	14.0%	1.8%	1.1%	63.3%	5.9%	18.6%	13.8%	14.3%	14.3%
In all other locations/destinations	18.5%	12.3%	5.5%	43.3%	8.2%	28.9%	20.7%	19.5%	11.4%

# OVERNIGHT VISITORS STAYED ABOUT 2 NIGHTS ON CATALINA ISLAND

- For all destinations on this trip:
  - All Catalina Island visitors spent an average of 2.2 nights away from home.
  - Overnight Catalina Island visitors spent an average of 3.1 total nights away from home.
- On Catalina Island:
  - All Catalina Island visitors spent an average of 0.95 nights on this trip on the island.
  - Overnight Catalina Island visitors spent an average of 1.8 nights here.
- Among Catalina Island overnight visitors, LA County residents stayed 1.7 nights average, versus 1.9 nights for Southern Californians, and length increased with visitor age.

**Table 18 – Average Nights Stayed in Locations on Trip<sup>1</sup>**

Average nights per respondent	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: all CI visitors</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Total (avg.) Nights	2.21	1.18	1.36	6.73	2.06	2.44	1.99	2.27	2.60
<b>On Catalina Island</b>	<b>0.95</b>	<b>0.70</b>	<b>1.24</b>	<b>0.73</b>	<b>1.76</b>	<b>0.00</b>	<b>0.79</b>	<b>1.01</b>	<b>1.23</b>
In Los Angeles area (other than Catalina)	0.75	0.02	0.01	3.57	0.13	1.35	0.48	0.44	1.69
In all other locations/destinations	0.81	0.44	0.16	2.17	0.72	1.34	1.17	0.83	0.57
<b>Minimum Base: overnight CI visitors</b>	<b>28</b>	<b>24</b>	<b>61</b>	<b>13</b>	<b>85</b>	<b>18</b>	<b>12</b>	<b>11</b>	<b>20</b>
Total (avg.) Nights	3.11	2.23	1.91	7.48	2.06	6.08	2.70	3.37	3.50
<b>On Catalina Island</b>	<b>1.83</b>	<b>1.67</b>	<b>1.85</b>	*	<b>1.76</b>	*	<b>1.50</b>	<b>2.11</b>	<b>2.15</b>
In Los Angeles area (other than Catalina)	5.32	*	*	5.63	*	7.28	3.50	3.09	*
In all other locations/destinations	4.35	*	*	5.00	*	4.64	5.67	4.27	*

<sup>1</sup> a \* indicates too small a respondent base to report results

# 8 IN 10 CATALINA ISLAND OVERNIGHT VISITORS STAYED IN A HOTEL/MOTEL

- 43% of *all* Fall visitors stayed in a Catalina Island hotel/motel, while 9% stayed in other lodging and 49% were Day-only visitors.
- Of *overnight* guests, 83% stayed in a Catalina Island hotel/motel, with far fewer, less than 5% in each other type of lodging.

**Table 19 – Catalina Island Lodging**

	Fall	Residence			Age		
		LA Co.	So Cal	Other US	<39	40-59	60+
<b>Base: all visitors</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>87</b>	<b>77</b>	<b>35</b>
Day Visitor	48.5%	57.9%	33.0%	73.3%	47.1%	51.9%	42.9%
Hotel/Motel	42.5%	33.3%	58.2%	20.0%	43.7%	41.6%	42.9%
Private/Other	9.0%	8.8%	8.8%	6.7%	9.2%	6.5%	14.3%
<b>Base: Overnight on SCI</b>	<b>103</b>	<b>24</b>	<b>61</b>	<b>8</b>	<b>46</b>	<b>37</b>	<b>20</b>
Hotel or motel	82.5%	79.2%	86.9%	75.0%	82.6%	86.5%	75.0%
Camping	3.9%	0.0%	3.3%	12.5%	6.5%	2.7%	0.0%
Private paid vacation rental like airbnb, VRBO	4.9%	0.0%	4.9%	12.5%	4.3%	5.4%	5.0%
Private unpaid home/condo/apartment of friends, family	4.9%	12.5%	1.6%	0.0%	4.3%	2.7%	10.0%
On-board private boat	2.9%	4.2%	3.3%	0.0%	0.0%	2.7%	10.0%
Bed & Breakfast Inn	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	1.0%	4.2%	0.0%	0.0%	2.2%	0.0%	0.0%

## PAID LODGING RESERVED 3.5 WEEKS IN ADVANCE OF TRIP

- 85% of Fall paid lodging guests made an advance reservation; those who did reserved an average of 3.5 weeks in advance.
- The farther from Catalina Island the longer the advance reservation period, from 2.8 weeks for L A County visitors to 3.8 weeks for So. Californians.

**Table 20 – Advance Reservation Period**

	Fall	Residence		Overnight	Age		
		LA Co.	So Cal	Hotel	<39	40-59	60+
<b>Base: Overnight in SCI hotel</b>	<b>94</b>	<b>19</b>	<b>58</b>	<b>85</b>	<b>43</b>	<b>35</b>	<b>16</b>
0 (Did not plan ahead/decided or reserved here)	14.9%	10.5%	19.0%	14.1%	16.3%	14.3%	12.5%
1 week	13.8%	26.3%	5.2%	14.1%	16.3%	17.1%	0.0%
2 weeks	8.5%	10.5%	6.9%	8.2%	7.0%	11.4%	6.3%
3-4 weeks	24.5%	15.8%	29.3%	24.7%	23.3%	20.0%	37.5%
5-8 weeks	20.2%	26.3%	19.0%	21.2%	20.9%	17.1%	25.0%
9-12 weeks	9.6%	5.3%	12.1%	9.4%	14.0%	8.6%	0.0%
More than 12 weeks	8.5%	5.3%	8.6%	8.2%	2.3%	11.4%	18.8%
<b>Median (weeks):</b>	<b>3.54</b>	<b>2.83</b>	<b>3.79</b>	<b>3.60</b>	<b>3.40</b>	<b>3.21</b>	<b>4.17</b>

# NEARLY 7 IN 10 RESERVED THEIR PAID LODGING ONLINE

- 69% of Catalina Island paid lodging guests made their reservation by internet, with 37% using the lodging website and 32% using a general travel website.
- This reservation pattern varied little by residence, but more so by age, as surprisingly more younger visitors used the Hotel 800 number while fewer reserved via internet than middle or upper age groups.

**Table 21 – Method of Reserving Paid Lodging**

Method of Booking	Fall	Residence		Overnight	Age		
		LA Co.	So Cal	Hotel	<39	40-59	60+
<b>Base: Overnight in SCI hotel</b>	<b>94</b>	<b>19</b>	<b>58</b>	<b>85</b>	<b>43</b>	<b>35</b>	<b>16</b>
On a travel website like hotels.com, Travelocity etc.	31.9%	31.6%	37.9%	35.3%	27.9%	40.0%	25.0%
On the lodging's website	37.2%	31.6%	31.0%	36.5%	34.9%	34.3%	50.0%
By call to the lodging or lodging's "800" reservation number	18.1%	21.1%	19.0%	20.0%	20.9%	17.1%	12.5%
My company booked it	2.1%	5.3%	1.7%	2.4%	4.7%	0.0%	0.0%
Through a travel agent	1.1%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%
Through other vacation rental agency	2.1%	5.3%	1.7%	1.2%	2.3%	2.9%	0.0%
Through my/our tour arranger or operator	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Through vacation shared housing agency like airbnb	1.1%	0.0%	1.7%	0.0%	2.3%	0.0%	0.0%
Other	6.4%	5.3%	6.9%	4.7%	7.0%	2.9%	12.5%

# MOST TRAVELING INDEPENDENTLY

- This Fall, only 14% were on a package or guided tour; thus, the vast majority of visitors were traveling independently.
  - Of note 18% of Los Angeles County visitors were on a tour for some part of their trip as were 25% of Day-only visitors.

**Table 22 – On a Tour**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
No	86.5%	82.5%	92.3%	86.7%	97.6%	75.3%	83.9%	84.4%	97.1%
Yes	13.5%	17.5%	7.7%	13.3%	2.4%	24.7%	16.1%	15.6%	2.9%



# DAY VISITORS (ACROSS SEGMENTS) AVERAGED 6.4 HOURS ON CATALINA

**Table 23 – Hours on Catalina Island (Day Visitors)**

	Fall	Residence			Age		
		LA Co.	So Cal	Other US	<39	40-59	60+
<b>Valid Base: Day visitor to SCI</b>	<b>97</b>	<b>33</b>	<b>30</b>	<b>22</b>	<b>41</b>	<b>40</b>	<b>15</b>
2 hours or less	3.1%	6.1%	3.3%	0.0%	4.9%	0.0%	0.0%
3-4 hours	16.5%	18.2%	6.7%	18.2%	29.3%	7.5%	6.7%
5-6 hours	34.0%	15.2%	43.3%	45.5%	24.4%	40.0%	46.7%
7-8 hours	30.9%	42.4%	26.7%	27.3%	26.8%	37.5%	26.7%
9-12 hours	15.5%	18.2%	20.0%	9.1%	14.6%	15.0%	20.0%
13+ hours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>Mean (hours):</b>	<b>6.41</b>	<b>6.70</b>	<b>6.97</b>	<b>5.95</b>	<b>6.07</b>	<b>6.78</b>	<b>6.60</b>

# Spending

# STRONG DAILY SPENDING, \$250 PER-GROUP, \$105 PER-CAPITA

## Spending Incidence

- Overall almost 99% of Fall visitor groups spent money on Catalina Island, an incidence rate consistent across segments.
- Nearly all, or 91% of visitor groups spent on meals/snacks and 69% spent on beverages. Another 56% spent on shopping/gifts, 45% spent for paid lodging and 36% spent on transportation, the top categories.

## Group Daily Spending Amount\*

- All Fall visitor groups spent an average total of \$250 per-day on Catalina Island.
- The highest categories were lodging at \$76 average per-day, snacks/meals at \$61, shopping/gifts at \$31, and tours/activities at \$27.
  - Reported nightly lodging rate averaged \$165 per group.
- Hotel groups spent more than twice as much as Day visitor groups: \$374 versus \$152 per day, the higher amount mainly for lodging and meals as well as other items.

## Per-Capita Daily Spending\*

- On an average daily *per-capita* basis each Fall visitor spent \$105.

\* Group and per-capita spending is allocated across all groups/visitors whether or not they spent in that category.

# SPENDING INCIDENCE BY CATEGORY (PERCENT OF GROUPS SPENDING IN A CATEGORY)

**Table 24 – Spending Incidence**

Percent spending in category	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
<b>Total</b>	<b>98.5%</b>	<b>98.2%</b>	<b>98.9%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>96.9%</b>	<b>97.7%</b>	<b>98.7%</b>	<b>100.0%</b>
Meals out/snacks	90.5%	86.0%	94.5%	90.0%	97.6%	85.6%	86.2%	92.2%	97.1%
Drinks/beverages	68.5%	66.7%	67.0%	66.7%	76.5%	66.0%	71.3%	68.8%	62.9%
Shopping/gifts/souvenirs/specialty items	55.5%	54.4%	54.9%	63.3%	56.5%	57.7%	52.9%	59.7%	54.3%
Lodging	45.0%	31.6%	60.4%	26.7%	96.5%	0.0%	46.0%	44.2%	45.7%
Fees for activities, tours, passes equipment, etc.	30.0%	22.8%	31.9%	30.0%	36.5%	26.8%	36.8%	23.4%	28.6%
Transportation (ferry fares, cart rental, etc.)	36.0%	38.6%	37.4%	36.7%	36.5%	37.1%	43.7%	29.9%	31.4%
Groceries/personal items/other	18.0%	19.3%	20.9%	10.0%	23.5%	9.3%	20.7%	18.2%	11.4%
Museum/theater admission/ nightclub covers	7.0%	3.5%	7.7%	13.3%	9.4%	4.1%	3.4%	10.4%	8.6%
Amenities like spa, grooming or health club	3.0%	5.3%	1.1%	6.7%	3.5%	3.1%	3.4%	2.6%	2.9%
Fine arts/home decor	2.0%	1.8%	1.1%	3.3%	1.2%	3.1%	1.1%	3.9%	0.0%

# AVERAGE DAILY GROUP SPENDING

**Table 25 – Average Daily Group Spending by Category**

Mean spending per respondent	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
<b>Total (\$)</b>	<b>249.81</b>	<b>217.24</b>	<b>274.30</b>	<b>229.43</b>	<b>374.15</b>	<b>151.76</b>	<b>264.37</b>	<b>253.57</b>	<b>207.97</b>
Lodging	76.45	50.11	105.45	45.21	161.08	0.00	78.60	75.60	80.68
Meals out/snacks	60.87	56.93	60.10	63.00	73.88	52.90	61.55	65.83	45.31
Shopping/Gifts/Souvenirs/specialty items	31.15	30.18	33.96	41.17	41.22	30.42	27.71	39.90	34.51
Fees for activities, tours, passes equipment, etc.	27.16	24.91	26.55	29.73	30.69	26.36	38.75	21.70	17.06
Drinks/beverages	16.79	17.86	15.87	14.93	21.54	14.14	19.95	18.39	8.86
Transportation (ferry fares, cart rental, etc.)	18.73	21.95	17.32	30.60	17.55	22.34	25.16	16.77	10.89
Amenities like spa, grooming or health club	4.90	9.65	0.66	12.33	8.35	2.78	5.98	5.32	1.43
Groceries/personal items/other	3.94	3.95	4.80	2.83	5.92	1.38	3.52	4.23	7.09
Museum/theater admission/ nightclub covers	1.60	2.11	1.69	2.33	1.69	1.03	1.66	2.34	1.29
Fine arts/home decor	1.05	1.40	0.44	1.67	0.94	1.34	0.46	2.21	0.00

Note: spending allocated to all visitor groups whether or not they spent in that category.

\* Lodging spending is not daily rate but average lodging spending allocated across all groups, including Day visitors.

# AVERAGE DAILY PER-CAPITA SPENDING

**Table 26 - Per-Capita Daily Spending**

Mean spending per individual visitor	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
<b>Total (\$)</b>	<b>104.91</b>	<b>77.98</b>	<b>124.39</b>	<b>90.58</b>	<b>159.47</b>	<b>66.10</b>	<b>118.05</b>	<b>92.21</b>	<b>110.21</b>
Lodging	35.11	22.49	48.17	19.95	72.65	0.00	34.13	31.71	42.78
Meals out/snacks	24.94	21.41	27.05	27.71	31.71	21.69	26.06	24.83	24.47
Shopping/Gifts/Souvenirs/specialty items	13.95	12.86	15.60	18.32	17.75	14.75	13.27	16.01	18.23
Fees for activities, tours, passes equipment, etc.	11.57	8.33	11.95	13.12	12.41	11.42	16.99	7.45	9.02
Drinks/beverages	7.46	6.38	7.95	6.00	8.58	6.55	8.62	7.05	4.85
Transportation (ferry fares, cart rental, etc.)	8.03	9.52	7.53	12.03	7.07	9.84	11.38	6.04	5.80
Groceries/personal items/other	1.63	1.46	2.20	1.25	2.37	0.57	1.56	1.69	3.76
Amenities like spa, grooming or health club	2.06	3.46	0.30	5.44	3.36	1.16	2.65	1.92	0.76
Museum/theater admission/ nightclub covers	0.65	0.75	0.76	1.03	0.68	0.43	0.73	0.85	0.68
Fine arts/home decor	0.44	0.50	0.20	0.74	0.38	0.56	0.20	0.80	0.00

Note: spending allocated to all visitors (per-capita) whether or not they spent in that category.

\*Lodging spending is not average daily rate but average of lodging spending allocated across all individual visitors, including Day Visitors.

# Trip Characteristics & Visitor Demographics

## MAINLY COUPLES; FEW SOLO TRAVELERS

- Fall travel groups were mainly couples, at 52%, while families with children comprised 23%, and 9% each were traveling alone or in a mixed group.
  - A shift to couples from families is typical for Fall compared to Summer where more are traveling as families.
- More, 60% of Hotel guests versus 46% of Day visitors were couples.

**Table 27 – Travel Group Composition**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
A couple	52.0%	36.8%	58.2%	63.3%	60.0%	46.4%	51.7%	53.2%	51.4%
A family group - parents and children	23.0%	26.3%	22.0%	23.3%	20.0%	25.8%	27.6%	20.8%	17.1%
A group of friends or co-workers	8.5%	14.0%	5.5%	3.3%	5.9%	11.3%	10.3%	6.5%	8.6%
Alone	8.5%	12.3%	6.6%	6.7%	5.9%	9.3%	5.7%	7.8%	17.1%
Extended family - multi generation	1.5%	1.8%	1.1%	3.3%	1.2%	2.1%	0.0%	2.6%	2.9%
A mixed group of family and friends	3.5%	3.5%	3.3%	0.0%	5.9%	1.0%	3.4%	3.9%	2.9%
Other	3.0%	5.3%	3.3%	0.0%	1.2%	4.1%	1.1%	5.2%	0.0%



# ONE IN FIVE GROUPS INCLUDED CHILDREN

- Groups averaged 2.62 persons this Fall,
- Not quite one-fifth or 18% of groups contained someone under age 18.
  - This share was higher among LA County visitors at 25%, Day only visitors at 21% and middle-age adults also 21%.

**Table 28 – Group Size & Visitors (groups) Traveling with Children**

Mean number per respondent (Excl. None)	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Minimum Base:</b>	<b>36</b>	<b>14</b>	<b>14</b>	<b>4</b>	<b>13</b>	<b>20</b>	<b>16</b>	<b>16</b>	<b>4</b>
<b>Total group</b>	<b>2.62</b>	<b>2.84</b>	<b>2.38</b>	<b>2.43</b>	<b>2.31</b>	<b>2.94</b>	<b>2.49</b>	<b>2.96</b>	<b>2.43</b>
Under the age of 18	1.69	1.43	1.93	2.00	1.62	1.85	1.44	2.06	1.50
18 or over	2.22	2.33	2.01	2.27	1.99	2.58	2.33	2.26	2.20
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Adult only travel group	82.0%	75.4%	84.6%	86.7%	84.7%	79.4%	81.6%	79.2%	88.6%
Traveling with children under 18	18.0%	24.6%	15.4%	13.3%	15.3%	20.6%	18.4%	20.8%	11.4%

# 61% MARRIED/PARTNERED; 30% SINGLE 32% HAVE CHILDREN (UNDER AGE 18) AT HOME

**Table 29 – Household Composition**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Married/partnered without children under age 18 at home	34.5%	24.6%	34.1%	50.0%	38.8%	29.9%	20.7%	35.1%	68.6%
Single adult without children under age 18 at home	24.0%	26.3%	27.5%	13.3%	15.3%	27.8%	35.6%	10.4%	25.7%
Married/partnered with children under age 18 at home	26.5%	29.8%	26.4%	26.7%	27.1%	29.9%	24.1%	39.0%	5.7%
Household with adult children over age 18 at home	8.0%	10.5%	5.5%	3.3%	9.4%	7.2%	9.2%	9.1%	0.0%
Single adult with children under age 18 at home	4.0%	3.5%	4.4%	3.3%	4.7%	3.1%	5.7%	3.9%	0.0%
Group of unrelated adults	1.5%	3.5%	1.1%	0.0%	2.4%	1.0%	2.3%	1.3%	0.0%
Own or extended family with children under age 18 at home	1.0%	1.8%	1.1%	0.0%	2.4%	0.0%	2.3%	0.0%	0.0%
Other	0.5%	0.0%	0.0%	3.3%	0.0%	1.0%	0.0%	1.3%	0.0%

## 3.5% OVERALL IDENTIFIED AS LGBT

**Table 30 – Sexual Orientation**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Heterosexual	94.5%	89.5%	95.6%	100.0%	95.3%	93.8%	90.8%	97.4%	97.1%
Gay male	1.0%	1.8%	1.1%	0.0%	0.0%	2.1%	2.3%	0.0%	0.0%
Lesbian	1.5%	1.8%	2.2%	0.0%	2.4%	0.0%	2.3%	1.3%	0.0%
Other	3.0%	7.0%	1.1%	0.0%	2.4%	4.1%	4.6%	1.3%	2.9%

# 60% OF CATALINA ISLAND U.S. VISITORS IDENTIFY AS CAUCASIAN

This question was asked of U.S. resident visitors only.

- 40% of all Fall U.S. visitors were other cultural groups including 21% Hispanic/ Latino, 10% African-American, and 7% Asian-American.
- The under-39 age group was the most diverse with 46% Caucasian, and 28% Hispanic/ Latino, 11% Asian-American and 10% African-American.

**Table 3 I – Ethnicity**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: US resident</b>	<b>192</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>82</b>	<b>94</b>	<b>84</b>	<b>74</b>	<b>33</b>
Caucasian (non-Hispanic)	59.9%	45.6%	64.8%	80.0%	67.1%	50.0%	46.4%	64.9%	81.8%
Hispanic/Latino	20.8%	35.1%	15.4%	10.0%	13.4%	27.7%	28.6%	17.6%	9.1%
Asian-American	6.8%	8.8%	5.5%	0.0%	6.1%	8.5%	10.7%	5.4%	0.0%
African-American	9.9%	10.5%	11.0%	6.7%	11.0%	9.6%	9.5%	10.8%	9.1%
Pacific Islander	1.0%	0.0%	1.1%	0.0%	0.0%	2.1%	2.4%	0.0%	0.0%
Native American	0.5%	0.0%	0.0%	0.0%	0.0%	1.1%	1.2%	0.0%	0.0%
Other group	1.6%	1.8%	1.1%	0.0%	1.2%	2.1%	2.4%	1.4%	0.0%
Prefer not to disclose	1.0%	0.0%	1.1%	3.3%	1.2%	1.1%	2.4%	0.0%	0.0%

# ADULT FALL VISITORS AVERAGE AGE 43

## 44% UNDER AGE 39, 39% AGE 50+

**Table 32 – Respondent Age**

Age per Respondents	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: stated age</b>	<b>199</b>	<b>56</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>96</b>	<b>87</b>	<b>77</b>	<b>35</b>
18-29	19.1%	23.2%	17.6%	20.0%	17.6%	22.9%	43.7%	0.0%	0.0%
30-39	24.6%	21.4%	28.6%	13.3%	27.1%	19.8%	56.3%	0.0%	0.0%
40-49	17.1%	23.2%	17.6%	13.3%	17.6%	17.7%	0.0%	44.2%	0.0%
50-59	21.6%	19.6%	17.6%	26.7%	20.0%	24.0%	0.0%	55.8%	0.0%
60-69	12.6%	7.1%	15.4%	16.7%	14.1%	10.4%	0.0%	0.0%	71.4%
70+	5.0%	5.4%	3.3%	10.0%	3.5%	5.2%	0.0%	0.0%	28.6%
<b>Median:</b>	<b>43.18</b>	<b>41.81</b>	<b>41.69</b>	<b>50.75</b>	<b>42.50</b>	<b>43.62</b>	<b>30.62</b>	<b>50.55</b>	<b>66.50</b>

# FALL VISITORS REPORT \$86,900 ANNUAL MEDIAN HOUSEHOLD INCOME

- There are notable differences between segments.
  - Highest median household income ranged from \$116,100 for 40-59 years old, and \$100,00 for Hotel guests, to \$67,900 for adults age 60+, surprisingly the lowest of all segments
- About 44% of the Total fall groups report median annual income of \$100,000+

**Table 33 – Median Annual Household Income**

Annual household income	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: stated income</b>	<b>171</b>	<b>49</b>	<b>81</b>	<b>26</b>	<b>72</b>	<b>85</b>	<b>77</b>	<b>69</b>	<b>24</b>
Under \$30,000	15.2%	20.4%	13.6%	11.5%	9.7%	18.8%	24.7%	4.3%	16.7%
\$30,000 - \$49,999	10.5%	14.3%	9.9%	11.5%	6.9%	14.1%	9.1%	11.6%	12.5%
\$50,000 - \$74,999	18.7%	14.3%	21.0%	19.2%	20.8%	18.8%	20.8%	13.0%	29.2%
\$75,000 - \$99,999	11.7%	12.2%	8.6%	15.4%	12.5%	11.8%	11.7%	14.5%	4.2%
\$100,000 - \$199,999	34.5%	32.7%	37.0%	26.9%	38.9%	31.8%	29.9%	40.6%	29.2%
\$200,000 - \$500,000	8.2%	6.1%	7.4%	15.4%	11.1%	4.7%	2.6%	15.9%	4.2%
Over \$500,000	1.2%	0.0%	2.5%	0.0%	0.0%	0.0%	1.3%	0.0%	4.2%
<b>Median (\$)</b>	<b>86,875</b>	<b>77,083</b>	<b>91,071</b>	<b>87,500</b>	<b>100,000</b>	<b>72,656</b>	<b>69,531</b>	<b>116,071</b>	<b>67,857</b>

# RESPONDENT GENDER SKEWED 67% FEMALE

**Table 34 – Gender**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base: respondent</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Female	66.5%	63.2%	69.2%	66.7%	69.4%	64.9%	67.8%	63.6%	71.4%
Male	33.5%	36.8%	30.8%	33.3%	30.6%	35.1%	32.2%	36.4%	28.6%

Note: this is the respondent gender only and may not reflect composition for all visitors.

# CATALINA EXPERIENCED AS RELAXING, FUN, GOOD/GREAT & BEAUTIFUL

**Table 35 – Words Describing Catalina Island Experience  
(1% or more)**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Relaxing	24.5%	31.6%	25.3%	10.0%	28.2%	19.6%	28.7%	27.3%	8.6%
Fun	7.0%	5.3%	11.0%	0.0%	8.2%	5.2%	9.2%	5.2%	5.7%
Good/ Great	6.5%	7.0%	6.6%	6.7%	9.4%	5.2%	4.6%	5.2%	14.3%
Beautiful	6.5%	7.0%	3.3%	10.0%	3.5%	7.2%	9.2%	3.9%	5.7%
Awesome	4.5%	1.8%	7.7%	3.3%	4.7%	4.1%	6.9%	2.6%	2.9%
Excellent	6.5%	3.5%	7.7%	0.0%	12.9%	1.0%	3.4%	10.4%	5.7%
Amazing	3.5%	0.0%	5.5%	3.3%	3.5%	4.1%	3.4%	5.2%	0.0%
Fantastic	3.0%	1.8%	2.2%	10.0%	2.4%	4.1%	1.1%	2.6%	8.6%
Nice	2.0%	1.8%	2.2%	0.0%	1.2%	3.1%	1.1%	2.6%	2.9%
Pleasant	4.5%	5.3%	4.4%	0.0%	3.5%	4.1%	0.0%	6.5%	8.6%
Peaceful	3.0%	3.5%	1.1%	10.0%	4.7%	2.1%	3.4%	3.9%	0.0%
Enjoyable	2.5%	3.5%	0.0%	10.0%	0.0%	5.2%	2.3%	1.3%	5.7%
Wonderful	1.5%	1.8%	2.2%	0.0%	0.0%	3.1%	0.0%	3.9%	0.0%
Lovely	2.0%	1.8%	2.2%	0.0%	1.2%	2.1%	1.1%	0.0%	8.6%
Expensive	2.5%	3.5%	3.3%	0.0%	1.2%	4.1%	4.6%	1.3%	0.0%
Charming	1.0%	0.0%	1.1%	3.3%	0.0%	2.1%	1.1%	1.3%	0.0%



# **Appendix**

**Research Methods**

**Interview Locations**

**Reading the Report Tables & Charts**

## METHODS FOR THE MULTI-PHASE STUDY

- The research method for this overall study is as follows:
  - 600 total face-to-face interviews, conducted in 3 seasonal waves of 200 each over a one year period, among *visitors* out and about at various Catalina Island locations/venues.
  - Analysis of Catalina Island hotel/inn market measured by annual and seasonal supply, demand, occupancy rate, average room rate and room sales revenue, and analysis of other lodging demand.
- A Catalina Island “Visitor” is defined as: Anyone residing outside Catalina Island visiting Catalina Island for any temporary purpose(s) other than for regular work or to attend school.

# VARIED INTERVIEW LOCATIONS TO CAPTURE A REPRESENTATIVE SAMPLE

- The 200 on-site intercepts were conducted at highly frequented visitor locations, mainly Cabrillo Mole, Avalon Harbor and Avalon Crescent, as well as others as shown below.

**Table 36 -- Fall Interview Locations**

	Fall	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
<b>Base:</b>	<b>200</b>	<b>57</b>	<b>91</b>	<b>30</b>	<b>85</b>	<b>97</b>	<b>87</b>	<b>77</b>	<b>35</b>
Cabrillo Mole (Catalina Express/Flyer landing)	26.5%	24.6%	24.2%	33.3%	22.4%	33.0%	20.7%	23.4%	48.6%
Avalon Harbor/ Beaches	27.0%	24.6%	31.9%	23.3%	31.8%	22.7%	37.9%	20.8%	14.3%
Avalon - Crescent	20.0%	22.8%	16.5%	20.0%	16.5%	20.6%	20.7%	23.4%	11.4%
Avalon Pier/Dinghy Dock	8.0%	10.5%	7.7%	10.0%	8.2%	7.2%	5.7%	10.4%	8.6%
Tour Plaza	7.0%	1.8%	11.0%	3.3%	11.8%	3.1%	6.9%	7.8%	5.7%
Airport	5.0%	7.0%	4.4%	6.7%	2.4%	6.2%	3.4%	6.5%	2.9%
Descanso Beach	2.5%	3.5%	2.2%	0.0%	2.4%	3.1%	2.3%	2.6%	2.9%
Island Express Helipad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other location	4.0%	5.3%	2.2%	3.3%	4.7%	4.1%	2.3%	5.2%	5.7%

# READING THE REPORT TABLES & CHARTS

- Each table in the report is headed with these columns:

## Sample Table/Headings

	Fall 2016	Residence			Overnight or Day		Age		
		LA Co.	So Cal	Other US	Hotel	Day Only	<39	40-59	60+
Base:	200	57	91	30	85	97	87	77	35

- **Season:** Total for the season shown
  - **Residence:** visitor residence/origin – either Los Angeles County, Southern California (excluding LA County), or Other US states (excluding California). Central/Northern California and International origin were excluded from the analysis due to insufficient sample size.
  - **Overnight or Day:** where and whether visitors lodged overnight – either lodging in a Catalina Island hotel or motel, or visiting Catalina Island for the day only. Non-hotel lodging was excluded due to insufficient sample size.
  - **Age:** respondents under 39, 40 – 59 and 60+ age when interviewed
- The bold numbers immediately below the column header are the “base” (i.e., number of ) for each group.
  - Statistical differences between these groups are indicated by purple or light blue shading of a cell, indicating a result higher (purple) or lower (light blue) compared to the Wave Total.
  - The Total sample for this season has an error factor of +/- 6.9% at the 95% confidence level.