



68th Annual Meeting & Installation of Officers/Directors

July 20, 2017



Agenda

- I. Introductions
- II. The Year in Review
- III. The Year Ahead
- IV. Awards
- V. Installation of Officers & Directors
- VI. Adjourn



68th Annual Meeting



Introductions & Welcome

Mayor & Council

Staff

Contractors

Board Members

Past Chairs


Catalina Island
Chamber of Commerce & Visitors Bureau

68th Annual
Meeting

Game Time!

Translate the International Code Flags
to win a prize!



Answer...


Catalina Island
Chamber of Commerce & Visitors Bureau

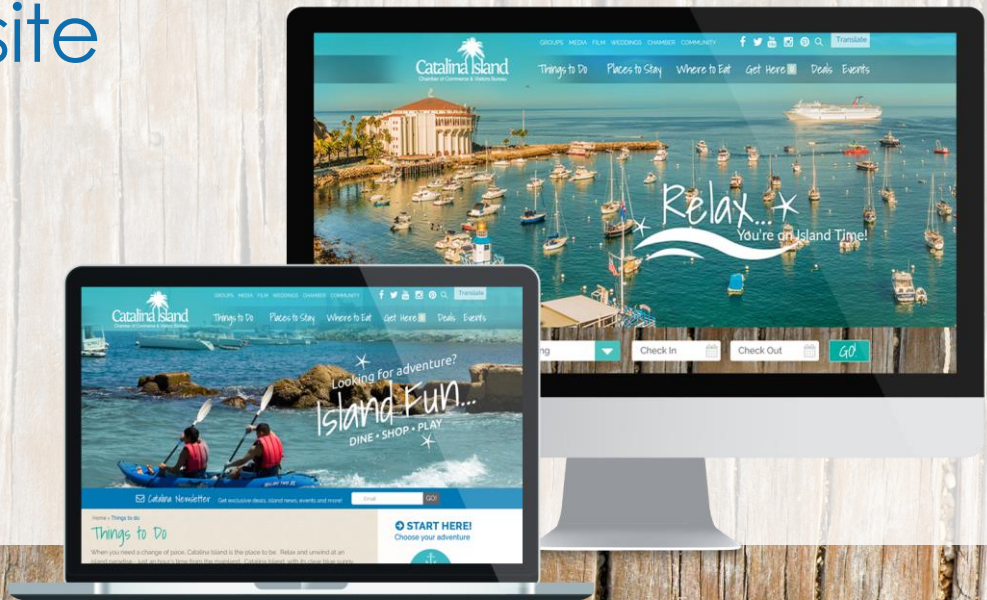
68th Annual
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The Year in Review



Website



Website

Award Winning

American Advertising
Federation Central Coast
Gold Award for Consumer
Website Design



Website

- 1,509,756 Web Visits
- 9 Blog Posts
- Mobile Access up by 7%



Visitor Profile Study

Visitors primarily come from other locations in California



80%
are California
residents



18%
are from other
US locations

2%
are international
visitors

Visitor Profile Study

Visitors to Catalina Island tend to...



visit primarily for
pleasure/vacation

67%



visit the island as their
primary destination

66%



arrive using the
express ferry

66%

Visitor Profile Study

Just over 3 in 10 are overnight visitors



Among overnight visitors, the average time spent on the island is **2.3 nights**.

Average visitor spending on the island is **\$127**



Most popular lodging options are:

Hotel – 24%
Vacation Rental – 4%
Camping – 1%



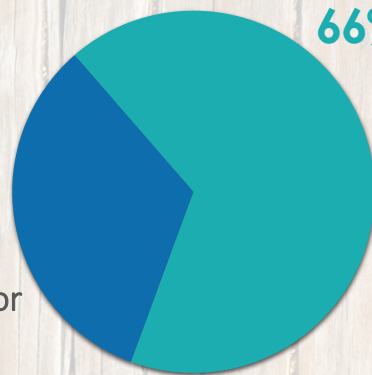
Overnight visitors spend, on average **\$163 per day**

Visitor Profile Study

Two-thirds are **first-time visitors**; repeat visitors have taken, on average, 5.5 trips in the past 3 years.

Repeat Visitor
33%

First Time
66%



Economic Impacts

Taxable Direct Visitor Spending

\$115.6 million

Economic Impacts

\$7.1 million

in taxes and fees to City of Avalon

Economic Impacts

Transient Occupancy Tax of

\$5.8 million

Economic Impacts

= \$4,997

per household in taxes and fees

Sales & Marketing

Strategic Plan

Target Couples, Families, Millennials, Outdoor Enthusiasts, Groups, Arts & Cultural Travelers



Sales & Marketing

Social Media



Sales & Marketing

Social Media



- Catalina Chamber Facebook followers has grown by **6.9%** over July 2016 to **39,007**.
- Catalina Island Facebook followers are up **14.3%** over July 2016 to **50,455**.
- **73%** of Facebook Fans are **females ages 35-44 (31%)** and **females ages 45-54 (29%)**

Sales & Marketing

Social Media



- Current Instagram follower count is 1,936, nearly **DOUBLED** from July 2016
- Younger demographics migrate towards more visually oriented platforms, such as Instagram
- Currently embarking on a project to better utilize Instagram

Sales & Marketing

Social Media



- Destination page on **TripAdvisor** allows controlled content
- From that page, people can access the website, on-line Visitor's Guide, events and special promotions such as Catalina Hot Deals, photos and video, as well as consumer generated reviews of hotels, restaurants and attractions

Sales & Marketing

Social Media



- A total of **18** consumer email blasts were sent out from July 2016 to July 2017.
- The database is targeted opt-in names interested in receiving Catalina information
- Opt-in database **UP 4.5%**, from 124,043 to **129,709**
- Email avg. **open rate** is **12.4%**
- Email avg. **click thru rate** of **7.3%**

Sales & Marketing

Group Sales & Marketing

July 1, 2016
through
June 30, 2017



RFP's
203



Estimated Room Nights
5,880

Sales & Marketing

Attended 5 Travel & Concierge Shows



Events

Taste of Avalon attendance  **16%**



Triathlon Participants  **14%**



Shop Catalina  **5%**



Visitor Services

- Increased Staff by 2
- Text Alerts
- App Subscriptions Up
- Google Trekker Images/Mapping Live



Film

- Issued 19 permits
- Hosted 7 locations scouts



Success Measures

Transient Occupancy Taxes Flat (April)

\$5,049,794

Success Measures

Occupancy Still Under
70% Annually

Success Measures

Admissions Taxes (April) Increased
4% at \$847,573

Success Measures

Cruise Ship Wharfage (April) Decreased

3.7% at \$459,562

Success Measures

Sales Tax (April) Increased

22% at \$951,082

Success Measures

Cruise Passengers Up FY

4.7% at 278,513

Success Measures

Cross Channel Carriers Up

1.5% at 702,566



The Year Ahead

Staff Goals

Board Orientation

Membership Drive

Mobile Visitor Center

Visitor Guide Ad Sales

Banner Ad Sales

Capacity/Needs Study

Committees

Membership, Nominating,

Marketing, Groups, & Events



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Answer...



68th Annual Meeting



The Year Ahead

RFP for Booking Engine

Auditors

Events

- Visit California Board Meeting
- Food & Wine Week
- Holiday Celebrations/Lighting
- New Year's Eve
- National Bison Day
- Fixers – China Ready, Customer Service, ABC



68th Annual Meeting

Harvey Cowell, Business of the Year Award



Past Award Winner, JazzTrax

Nominees

1. Avalon Freight Services
2. Avalon Diving History Museum
3. Catalina Island Medical Center
4. Catalina Island Museum
5. Catalina Beverage Company
6. Hotel Metropole
7. Overlook Hall
8. Xceptional Music Company



68th Annual Meeting

Officers & Directors

Outgoing Directors & Officers

Bill Paige, Tony Budrovich, Gregg Miller, John-Eric Hernandez

Incoming & Returning Directors

Ivan Leyva, Tim Kielpinski, Michael Ponce, Yoli Montano, Julie Bovay*, Thomas Salinas*, Buddy Wilson*

Slate of Officers

Julie Bovay—Chair, Buddy Wilson—Past Chair, Dave Howell—CFO, Gail Fornasiere—Chair Elect, Dave Stevenson—Marketing Committee Chair

Installations

Outgoing Directors & Officers

Incoming/Returning Directors

Slate of Officers



68th Annual Meeting

