

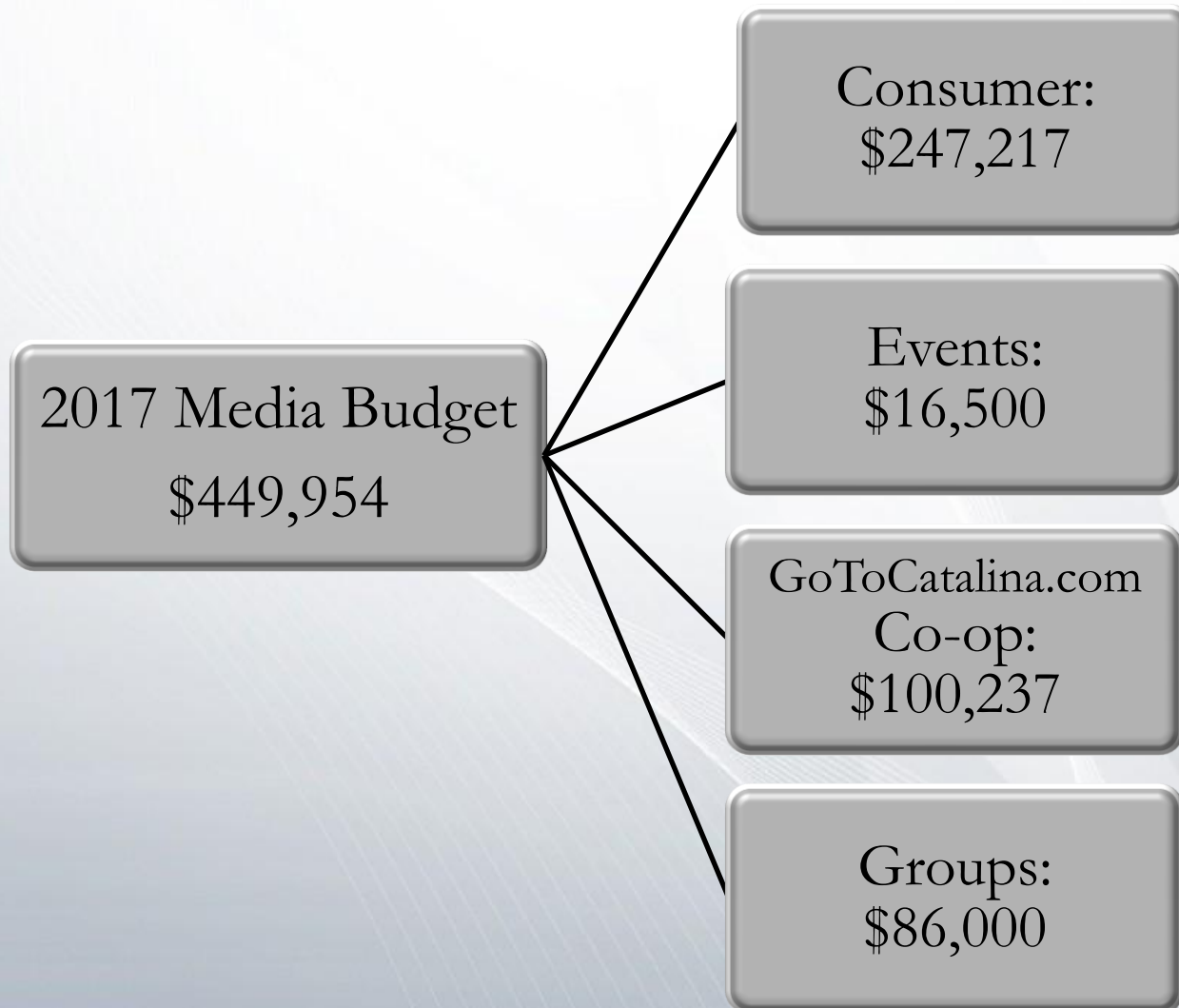
2017 Catalina Island Chamber of Commerce & Visitors Bureau Marketing Conference

Presented by
Lisa Baggio & Susanna Bunker



- ✓ Consumer Media Campaign
- ✓ Catalina Island CVB Events
- ✓ GoToCatalina.com Co-op
- ✓ Group/Meetings Co-op

2017 Media Campaign



Spend: \$247,217 (17% Magazine / 83% Digital)

Value: \$349,000

Impressions: 19,840,085

We generated **\$101,783** or **41%** in additional media value against spend.

Seasonal Budget Allocation

January – February	10%
March – June	45%
July – Mid August	11%
Mid August – October	22%
November – December	12%

Part I: Consumer Media Campaign

Magazines

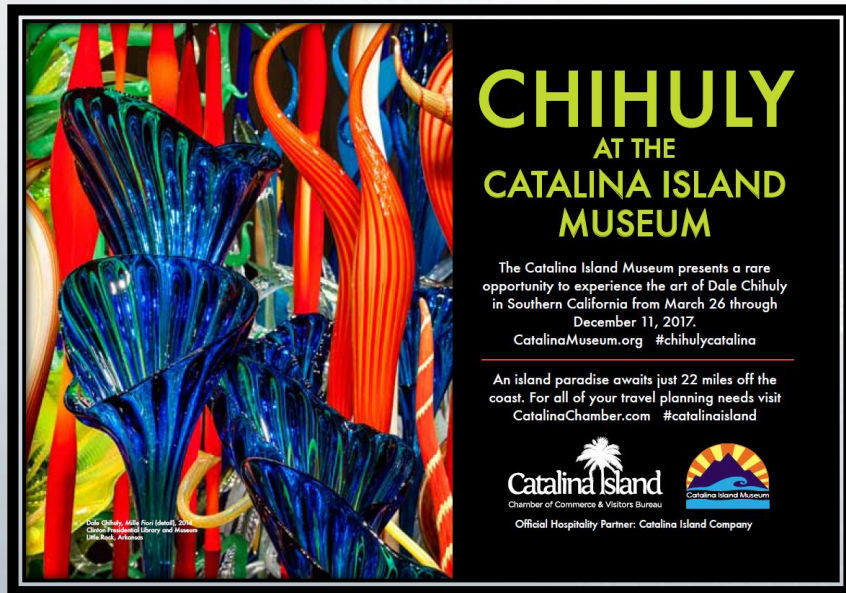
17% of Budget

Impressions: 1.4M

Total Leads: 2,294

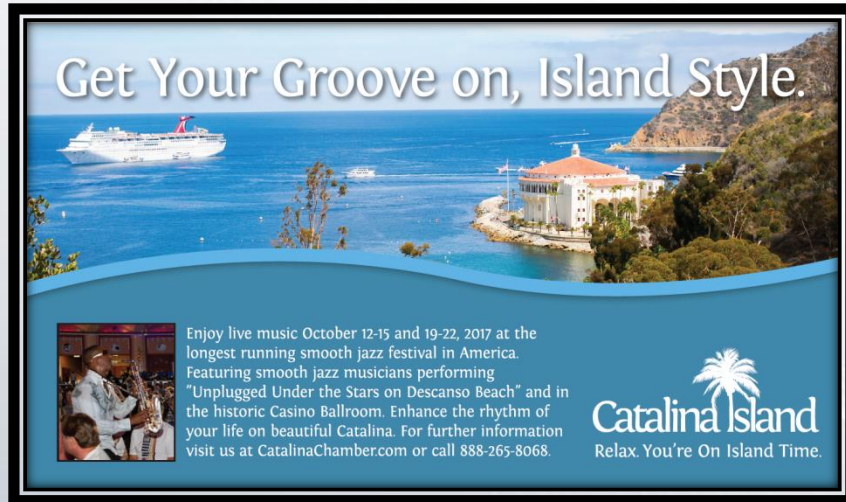
Southwest Magazine

Long Beach Lesbian & Gay Pride
Festival Program




Part I: Consumer Media Campaign


Smooth Jazz News



Get Your Groove on, Island Style.

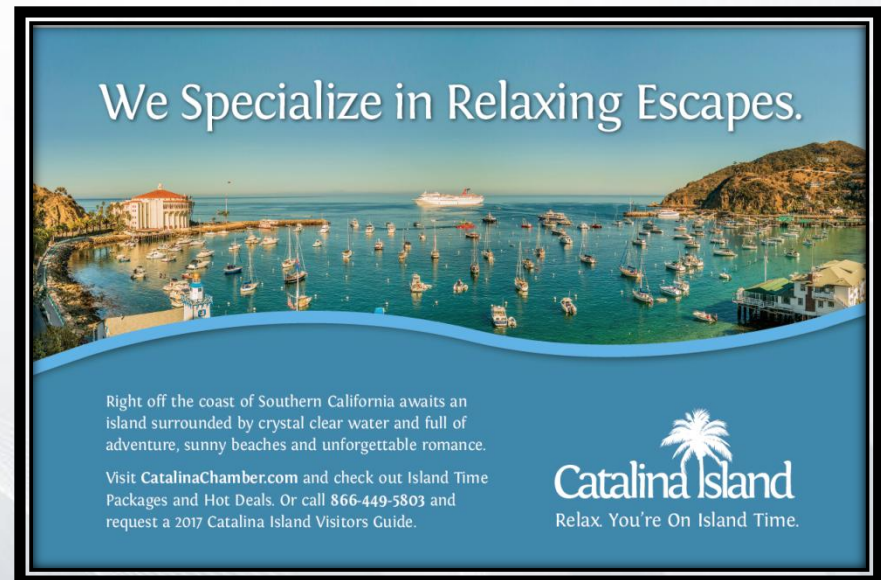


Enjoy live music October 12-15 and 19-22, 2017 at the longest running smooth jazz festival in America. Featuring smooth jazz musicians performing "Unplugged Under the Stars on Descanso Beach" and in the historic Casino Ballroom. Enhance the rhythm of your life on beautiful Catalina. For further information visit us at CatalinaChamber.com or call 888-265-8068.




Catalina Island
Relax. You're On Island Time.

Sunset So Cal Insider & Sunset Weekend Escapes



We Specialize in Relaxing Escapes.



Right off the coast of Southern California awaits an island surrounded by crystal clear water and full of adventure, sunny beaches and unforgettable romance.

Visit CatalinaChamber.com and check out Island Time Packages and Hot Deals. Or call 866-449-5803 and request a 2017 Catalina Island Visitors Guide.

Catalina Island
Relax. You're On Island Time.

Part I: Consumer Media Campaign

National Geographic Traveler

SPECIAL ADVERTISING SECTION

HOT SPOT TRAVEL

Best of the West

Catalina Island, CA Just 23 miles off the southern coast – an easy, scenic boat or helicopter ride – discover the magic of Catalina Island. Here you'll find on- and off-water activities to keep you exhilarated and entertained. Or simply relax on the beach and swim in the crystal clear waters. Shop in colorful boutiques and dine in seaside restaurants. Catalina's unique blend of scenic beauty, world-class events and never-ending adventures awaits.

Redding, CA Cookie-cutter family vacations may take the guesswork out of travelling with kids, but they leave out the stuff of lasting memories. Take the crew somewhere original, where they can get dirty, be wide-eyed, and experience things no one in their classes can compete with. A soaring sundial, bubbling mud, volcanoes, waterfalls, and caves are all on the itinerary when you make Redding your family vacation destination.


Catalina Island
Chamber of Commerce & Visitors Bureau
866.440.5807
CatalinaChamber.com


Visit REDDING
CALIFORNIA
800.874.7562
VisitRedding.com


Catalina Island, CA


Lake Shasta Caverns - Redding, CA

ENJOY
OUR GOOD NATURE

Relax in our million
acres of natural beauty.

1.800.576.6662
SonomaCounty.com

SONOMA WINE COUNTRY


SONOMA
COUNTY
CALIFORNIA

Part I: Consumer Media Campaign

Digital

Impressions: 14.6M

Clicks: 128,960

Conversions: 538

CATALINA ISLAND CVB DIGITAL CAMPAIGN RESULTS JANUARY-AUGUST

Type of Buy	Impressions	Clicks	Avg. CPC	CTR	Cost	% of Clicks
Paid Search	2.2 million	60,657	\$1.20	2.73%	\$72,999	47%
Paid Social (2,403 page likes)	905,679	9,296	\$.76	1.03%	\$7,080	7%
Annual Destination Sites	423,789	3,574	\$4.38	.84%	\$15,684	3%
Video (166,801 completed views)	559,612	8,157	\$.96	1.46%	\$7,863	6%
Network/Site Buys	10.3 million	36,340	\$.74	.35%	\$26,822	28%
Emails	144,765	10,936	\$0.55	7.55%	\$6,000	9%
Total	14.6 million	128,960	\$1.06	.88%	\$136,448	100%

Consumer Emails

E-target Media

3/9- Island of Romance lodging packages

5/2- An Island So Close Yet a World Away/ Catalina
Island offers

Results:

Database: 685,714 (342,857 per email)

Emails Opened: 144,765



Average Open Rate: 21%

Clicks: 10,936

Average CPC: \$0.55

Average Click Rate: 7.55%

Part I: Consumer Media Campaign




An Island So Close, Yet a World Away



Just 22 miles off the southern California coast - an easy, scenic boat or helicopter ride - discover the magic of Catalina Island. Here you'll find on-and off-water activities to keep you exhilarated and entertained. Or simply relax on the beach and swim in the crystal clear waters. Shop in colorful boutiques and dine in seaside restaurants. With lodging options ranging from small bed and breakfast inns and cozy ocean view cottages to full-service hotels, an overnight stay beckons you. Catalina's unique blend of scenic beauty, world-class events and never-ending adventures awaits.

Visit CatalinaChamber.com today.

[CLICK HERE FOR CATALINA ISLAND OFFERS](#)




Relax. You're On Island Time.



The Island of Romance

Catalina is the perfect romantic getaway. The island's main town of Avalon offers a unique and romantic setting with a distinctive Mediterranean charm. Catalina is the only island destination in California that offers a large selection of accommodations including everything from beachfront hotels to cozy bed and breakfast inns, well-appointed condominiums and charming cottages. Restaurants abound and provide beautiful and romantic settings with ocean views and many with al fresco dining. An after dinner stroll along the moonlit shore is the perfect appetizer to an extraordinary dinner. And whether it's on land or water there are a variety of activities to keep every couple entertained. From sea kayaking for two to a movie in the plush, and historic Avalon Theatre or a couples massage in a variety of spas, this island is made for those in love.

[CLICK HERE FOR CATALINA ISLAND ROMANCE OFFERS](#)



Relax. You're On Island Time.

Weather Trigger

Sites: Google and Facebook

Campaign Dates: July 19-August 10
August 24-30

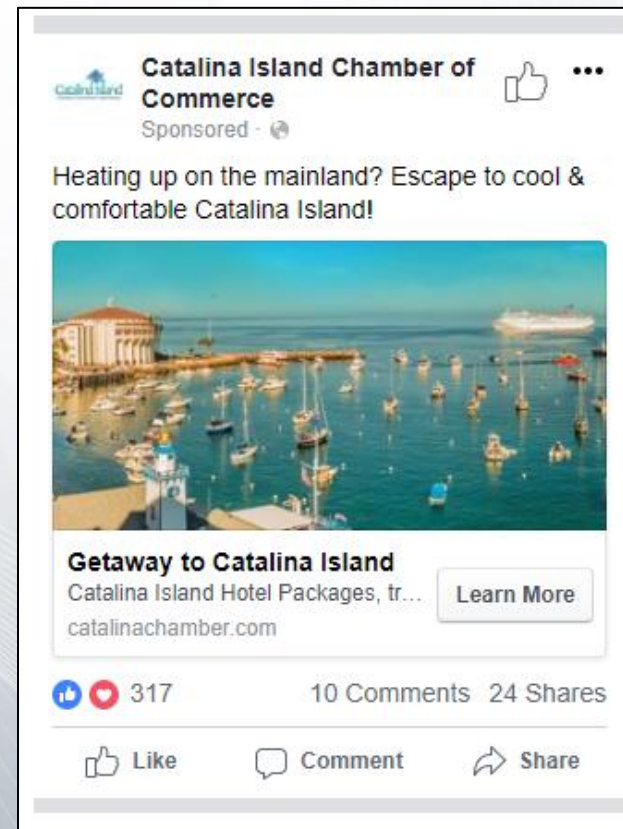
Spend: \$1,168

Impressions: 84,161

Clicks: 1,199

Click Rate: 1.42%

CPC: \$0.97



Romance/Hot Deals

Sites: Google, Yahoo/MSN, Instagram and Facebook

Campaign Dates: January-August

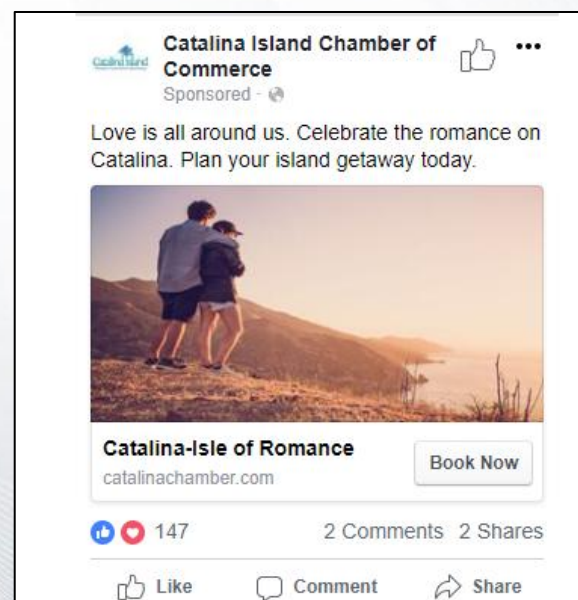
Spend: \$15,191

Impressions: 880,462

Clicks: 12,404

Click Rate: 1.41%

CPC: \$1.22



Note:

We promoted Hot Deals via paid search from 1/1-8/31.
Facebook and Instagram ran 2/4-2/28.

Part I: Consumer Media Campaign

Kidalina

Campaign Dates: April 4-August 20

Spend: \$15,785
Impressions: 2,955,690
Clicks: 9,287
Click Rate: 0.31%
CPC: \$1.70

Sites: TripAdvisor, Google Site
Retargeting, Sandiego.com &
Facebook



Part I: Consumer Media Campaign

Fall Lodging Push

Campaign Dates: August 21- Mid October

Sites: TripAdvisor and Google
Site Retargeting

These placements promoted the
'Sunny and Warm without the Summer
Crowds' message.



Fall/Winter Events

Events Promoted: Catalina Trail Venture Weekend
 Catalina Island Triathlon
 Catalina Festival of Art
 Catalina Film Festival
 Catalina Women's Forum Wine Festival
 JazzTrax
 New Year's Eve

Campaign Dates: September-December 2017

Sites: Google, Yahoo/MSN/BING, TripAdvisor
 and Facebook

Catalina Island Concert Series

April 7– September 16
LA Weekly/OC Weekly
Media Sponsorship

Results

Total Impressions: 499,417
Total Click-Throughs: 2,948
Contest Entries: 1,259

Contest Partners: Catalina Flyer,
Hermosa Hotel, Taste of Catalina and
Catalina Coffee & Cookie Company



Part II: Events

Digital Banners

April 10 – September 16



Impressions: 200,791
Clicks 1,073

OC Weekly
200,194
494



Promotional Newsletters

April 13

Delivered: 100,016

Opens: 9,960

Open Rate: 10.0%

Clicks: 111

April 20

Delivered: 101,667

Opens: 9,781

Open Rate: 9.6%

Clicks: 43

June 8

Delivered: 101,134

Opens: 9,850

Open Rate: 9.5%

Clicks: 50

August 10

Delivered: 103,175

Opens: 9,925

Open Rate: 9.6%

Clicks: 22

August 31

Delivered: 103,508

Opens: 6,961

Open Rate: 6.7%

Clicks: 28



Part II: Events

Print Insertions

- 1/4 page ads ran in 6 issues
- Full page ad ran in the 6/2 Summer Concert Guide



Part III: GoToCatalina.com



Created in 2005

Partners: Catalina Island CVB
CICO
Catalina Express

Investment: \$100k each
Total: \$300k

Strategies

- ✓ Combine dollars to create exponential impact
- ✓ Build awareness/brand of Catalina Island
- ✓ Drive targeted and qualified visitors to GoToCatalina.com who then click out to partner sites
- ✓ Primarily drive overnight visits

Target: Adults 25-54
HHI \$125K+
Propensity to Travel

Primary: Southern California
San Francisco DMA (digital only) **NEW**

Secondary: Destination Market

Campaign Focus: March – May (secondary Sept-Oct)

2017 Media Mix: Digital (77%)
Cable TV (23%)

Los Angeles Area Cable Television

Flight Dates: March 20 - May 21 (7 weeks)

Networks: Bravo, E!, Food Network, HGTV

Geo targeted to select zip codes with the highest propensity to visit Catalina Island.

Impressions: 18.3 million

64% of spots ran in primetime

Digital

Paid Search, Travel Spike, Matador Network, Stack Adapt (native and video), You Tube, NBCLosAngeles.com and Emails

Time Period: January-August 2017

Total Impressions: 7 million

Total Clicks: 262,860

CPC: \$0.67

Total Video Views: 332,303 (\$0.03 cpv)

Paid Search

% of Clicks

Catalina Terms:	87%
General Travel Terms Geo Targeted to So California:	10%
General Travel Terms Geo Targeted to SF DMA	3%

Top Performing General Travel Terms:

Southern CA

Weekend Getaway
Island Vacation
Romantic Vacation

SF DMA

Vacation Getaway
Vacation Package
Romantic Getaway

GoToCatalina.com
INCREIBLE ISLAND EXPERIENCE | Island Visitor Info | Island Packages | Boat Transportation

Just Your Local ISLAND PARADISE

SPRING IS THE TIME FOR CATALINA ISLAND

About an hour off the coast of Southern California, you'll find an island full of excitement. Enjoy diving, hiking, biking, kayaking, celebrating, dining, zip lining, spa-ing, and concert going.

[EXPLORE](#)



UPGRADE YOUR BOAT RIDE IN COMMODORE LOUNGE
Enjoy First-Class treatment at sea with seat upgrades aboard the Catalina Express. Providing priority check-in & boarding, reclining leather-trimmed seats and a complimentary snack & drink.

[UPGRADE](#)



CHIHULY
at the Catalina Island Museum
Don't miss this opportunity to experience Dale Chihuly's major Southern California museum exhibition. Book your exclusive exhibition getaway now.

[EXPERIENCE CHIHULY](#)



MOTHER'S DAY AT ISLAND SPA CATALINA
Grab mom for a getaway to Island Spa Catalina, the island's only experiential spa. Packages include accommodation, boat transportation, spa and dining credit.

[TREAT MOM THIS MOTHER'S DAY](#)



KIDALINA
WELCOME TO KIDALINA ISLAND
Tons of kid-friendly island activities, attractions and lodging options let kids rule the next family getaway to Catalina Island. Parents are welcome to come along for the fun.

[FAMILY FRIENDLY](#)

GoToCatalina.com
Island Visitor Info 866-662-7642
Island Packages 877-778-6407
Boat Transportation 800-410-9159

GoToCatalina.com

Email

Drop Dates:

4/4, 4/27, 5/9 &
5/24

Database:

1,160,000

Emails Opened:

209,144

Average Open Rate:

18%

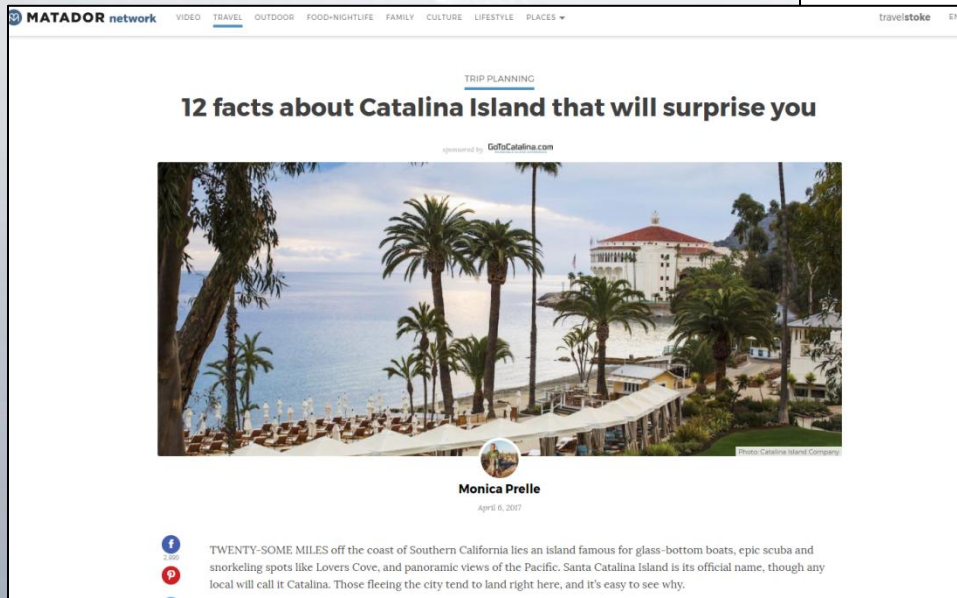
Clicks:

20,253

Clicks out to CatalinaChamber.com: 3,752

Matador Network

Impressions: 199,513
Article Page Views: 24,188
Time Spent on Article: 122,956 minutes
Social Engagements: 12,875
Clicks: 466
Clicks out to CatalinaChamber.com: 60



Video Buys

Sites: YouTube.com, Stack Adapt & NBCLosAngeles.com

Impressions:	555,506
Completed Video Views:	332,303
View Rate:	60%
Cost per Completed View:	\$0.03
Clicks:	5,515



Results

Catalina Island CVB Investment:	\$100,000
Value:	\$342,365

Estimated Annual 2017 GoToCatalina.com Web Visits: 361,570
(up 15% from 2016)

Visitor Profile Based on Survey Content

Never Been to Catalina:	76%
Haven't been in 11+ years:	11%
Female:	70%
Adults 25-54:	64%
HHI \$100k+:	30%
Live outside So California:	78%
Interested in Overnight:	49%
Would you like information:	51%
How far out would you plan your trip to Catalina Island - 1 month+:	85%
Do you have plans/reservations-NO:	88%

Catalina Island Chamber of Commerce & Visitors Bureau Benefits

- Visits to CatalinaChamber.com from GoToCatalina.com (Jan-August): 85,300 (up 15.5% from 2016)
- Cost Per Visit: \$0.96 (improved from 2016)
- Time on Site: 3.42 (Site Average: 3:08)
- Average Pages Viewed: 8.6 (Site Average: 6.0)
- Ranked Referring site to CatalinaChamber.com: 2nd after Google
- Download Mobile App: 125
- Group RFP Leads: 13
- Visitor Planner Request: Printed: 688 Online: 793
- Phone calls: 531
- Opt In Contest Leads: 4,807 (through June)

Part IV: Groups / Meetings Co-op

Budget: \$86,000
Catalina Island CVB: \$50,000
Partners: \$36,000

Co-op for 2017
12 Members Participated
Each Investing \$750-\$6,250

Campaign Dates: January - December, 2017

Total Impressions: 3.4 million
Total Value: \$93,120
Leads thru August: 210

Media Mix:
Digital: 79%
Print: 9%
Miscellaneous: 12%

Campaign Results January – August 2017

Digital campaign

Impressions: 2 million

Clicks: 12,956

Digital Campaign Conversions:

Partner Profiles: 361

Clicks out to Partner Sites: 65

RFP Leads: 59

Pageviews January-August

	<u>2017</u>	<u>2016</u>	<u>% Change</u>
January - August	34,764	25,518	36%

Note: campaign didn't start until May in 2016.

Source

Paid Digital:	71%
Organic Search:	19%
Direct:	4%
Gotocatalina.com	2%
Other	4%

Geographic:

LA DMA:	55.4%
San Diego DMA:	5.8%
San Francisco DMA:	3.6%
Other California:	4.9%
Out of State:	24.5% (Top States: TX, WA, FL, NV, NY)
International:	5.8%

User Actions:

Partner Profile Views:	692
Clicks Out to Partner Websites:	562

RFP Leads:

Unique page views:	294
Completed forms:	210

Print 9% of Budget Impressions: 28K

Southern California Business Journal – Meetings & Events Guide

LOS ANGELES BUSINESS JOURNAL – CUSTOM CONTENT

FEBRUARY 13, 2017

MEETINGS & EVENTS

Catalina Island – Los Angeles County's Own Island for Meetings and Events

MEETING & EVENT LOCATION SPOTLIGHT

Chicago Cubs even held their spring training camp in Avalon.

Now, the picturesque and idyllic harbor town of Avalon welcomes a variety of meetings and events throughout the year. Whether it's a corporate board meeting, a company team building event, a wine retreat or a sales incentive location, Catalina Island has become L.A.'s group destination.

Anchored at the picturesque island provides an immediate feeling of tranquility and perspective. A completely walkable village (there are no cars), but golf carts are available for daytime sightseeing. Groups can easily meander to one of 25 unique lodging properties on foot from the boat or climb a trail from the helipad. Island lodging properties range from quaint bed and breakfasts to full-service resorts, with the majority of properties independently owned and operated. A number of vacation rental properties represent hotel offerings and provide possibilities for group retreats and board meetings. Combined, Catalina Island offers approximately 1,000 guest rooms.

Group and meeting facilities on the island include the historic Catalina Casino, the most visible landmark in Avalon Bay when approached from the mainland. Catalina Casino gets its name from Italian and means "gathering place." Despite the English connotation of the name, there is no gambling at the facility. This historic art deco, Mediterranean styled building features a theater and historic floral hallways overlooking the ocean with spectacular bay and mainland views.

Another unique group venue is the newly opened Catalina Island Museum. This space encapsulates the history of the island and offers groups a variety of indoor and outdoor venues, including granite courtyards, open air plaza and an amphitheater. Groups can also gather in a variety of ocean view suites for meetings and retreats or choose from more traditional meeting room facilities.

An abundance of on- and off-island activities are available. Island scenic tours, four-wheel adventure tours, sightseeing, golf and paddling around Avalon on a lake are enjoyable land activities. Diving, snorkel, glass bottom boat trips, wind-up paddle boating, kayaking, snorkeling, scuba diving and swimming are excellent ways to enjoy the sparkling crystal clear ocean. If relaxation and rejuvenation are in your after a day's meeting, a variety of spa and treatments are available as an antidote. And yes, on the sandy beach is a must for every group.

Most of the island's retail shops, restaurants and bars are nestled in the quiet mile of Avalon. And many fine Concierge services, which is the main walkway and a pedestrian-only lane leads to the heart of the island and harbor. Group dining venues are abundant and include group event restaurants, on-the-beach deck

dining and waterfront establishments with spectacular views. Casual group venues offer a variety of fresh and locally caught seafood, ethnic, vegetarian and gluten-free options.

Heading to Catalina is easier than expected. Daily and regularly scheduled boats and helicopters provide island visitors a wide array of options to easily get to the island. A scenic and relaxing helicopter flight made getting to the island easy and enjoyable part of the meeting

and event experience.

Catalina Express offers a fleet of high-speed boats with multiple daily departures from San Pedro, Long Beach and Dana Point. Sit back and review the day's agenda or take in the view from the outside deck during the breezing (on-average) boat ride. Group rates and boat charters are available.

EDX (Island Express) Helicopters offers departures from four mainland heliports: Long Beach, San Pedro (Friday through Sunday only), Santa Ana (John Wayne Airport) and Burbank (Bob Hope Airport). Group charters are available for six to 20 passengers. An experience is out of this world, getting to the island on a helicopter is a unique option.

For information and pricing for your next meeting or event on Catalina Island, visit CatalinaChamber.com/groups.



California's only island resort lies just 22 miles from the southern coast. Catalina Island offers a rare and ideal combination of natural beauty, caring attention, a dazzling array of activities and special locations to assemble your group.

Collaboration happens when you take the square room out of the equation. Sparks of creativity fly when you gather in a place fostering togetherness and team camaraderie. The fresh, clean air, bright, clear skies and starry nights make Catalina Island a place where ideas come together, naturally. Catalina Island, the perfect place for inspiration.

Visit CatalinaChamber.com/Groups to learn how easy it is to book your next group gathering on an island.

Catalina Island
Chamber of Commerce & Visitors Bureau

Digital

- ✓ Emails
- ✓ Paid Search
- ✓ UniqueVenues.com
- ✓ MultiView
- ✓ PlanYourMeetings.com

Part IV: Groups / Meetings Co-op



Catalina Island
Chamber of Commerce & Visitors Bureau

**An Island of Inspiration.
So Close.**

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Visit CatalinaChamber.com/Groups or call us directly at 310-510-1520 to learn how easy it is to book your next group gathering on an island.

[CLICK HERE FOR CATALINA ISLAND GROUP OFFERS](#)



CATALINA EXPRESS

Now is your chance to experience Catalina Express – where all island adventures begin! Enter to WIN two round-trip tickets to Southern California's island paradise!

[LEARN MORE](#)

OR CALL TO BOOK: 562-485-3200 X4



CATALINA
ISLAND COMPANY

Destination: Holiday Party
From classic ambiance at the Catalina Casino, to ocean-view elegance at Catherine's Terrace, Catalina Island's beautiful venues will help turn your holiday party into a unique destination event.

[LEARN MORE](#)

OR CALL 310.510.7430


Emails

Drop Dates: 2/28, 3/28, 4/26, 5/23,
6/20, 8/21, 9/19, 10/17

Results for Jan-August 2017

Database: 414,162
Emails Opened: 45,428
Average Open Rate: 11%
Clicks: 4,543
Clicks to Partners: 997

Unique Venues January – June, 2017 Listing



you belong here

[Search for Venues](#) [Find Venues for Me](#) [List Your Venue](#)


Catalina Island Chamber Of Commerce & Visitors Bureau





[/ California / Catalina Island Chamber of Commerce & Visitors Bureau](#)

Catalina Island Chamber of Commerce & Visitors Bureau

CATALINA ISLAND CHAMBER OF COMMERCE & VISITORS BUREAU
P.O. BOX 217
AVALON, CALIFORNIA 90704

[REQUEST INFO](#)





MultiView

Banners January – August, 2017



Let's Start Meeting
Like This



Thank you

