



2024 Annual Marketing Conference

Agenda

Thursday, October 17, 2024

11:00 a.m to 3:30 p.m.

Topside by NDMK — Catalina Island Conservancy Trailhead

11:00 a.m. - 11:30 a.m. **Conference check-in**

11:30 a.m. - 11:40 a.m. **Welcome**

Love Catalina Island Tourism Authority's **President & CEO, Jim Lutjohann** and Love Catalina **Board Chair Dave Stevenson, Senior Vice President Sales & Marketing**, Catalina Island Company

11:40 a.m. - 12:00 p.m. **Kind Traveler**

Kind Traveler offers visitors an opportunity to Care For Catalina while simultaneously giving back to the Island. **Jessica Blotter, CEO/ Founder/Editor-in-Chief** of Kind Traveler will discuss the program, its results and exciting new additions.

12:00 p.m. **Lunch Break (Deli Lunch Buffet)**

12:30 p.m. - 1:10 p.m. **Inspiring Travel to California's Ultimate Playground**

California's tourism industry is reaching new heights by surpassing previous visitor spending records and welcoming international travelers back, reinforcing its position as the nation's top destination. Join Visit California's **Ryan Becker, Vice President of Communications** for an update on the current state of tourism as the industry normalizes to pre-pandemic benchmarks, and discover how the debut of California's new positioning as "The Ultimate Playground" is driving demand for tourism businesses across the state.

1:10 p.m. - 1:50 p.m. **What is the California Travel Association and what do they do?**

CalTravel **President and CEO Barb Newton** will inform us as to how this top trade organization manages to protect and enhance the interests of the California tourism industry through advocacy, collaboration and education.

1:50 p.m. - 2:30 p.m. **Garner key insights and forecasts for visitation to Los Angeles**

Learn why this year is pivotal for the City of Angels as it prepares to host the FIFA World Cup in 2026, the Super Bowl in 2027 and the Summer Olympics and Paralympics in 2028. **Adam Burke, President and CEO** of Los Angeles Tourism & Convention Board will discuss how Catalina Island might capitalize on this influx of sports travel visitors. We will also discover how Los Angeles is using its marketing expertise to drive demand for visitation.

2:30 p.m.

Break

2:40 p.m. - 3:30 p.m.

2024-2025 Love Catalina Island Marketing & Communications

Learn how the Love Catalina Island staff and 62ABOVE used social building blocks, personalization, and aggregated tactics and timing to build paid media campaigns to generate overnight guests to the island during specific need periods.

Have a look at Love Catalina's upcoming seasonal campaigns for 2024/2025 as the team at 62ABOVE shows us what's in store to drive island visitation through various messaging in highly targeted and traceable marketing tactics.

We will present a review of the non-paid communication and public relations plan. These efforts provided Love Catalina Island members with a wide variety of ways to participate in media hosting throughout the year, giving visibility and media coverage for members and Catalina Island as a destination.

62ABOVE Presenters:

Greg Carson, President

Cassie Stark, Account Supervisor

Nate Leach, Media Supervisor

Alex Herron, Director of Public Relations & Social Media

3:30 p.m.

Conference Adjourned