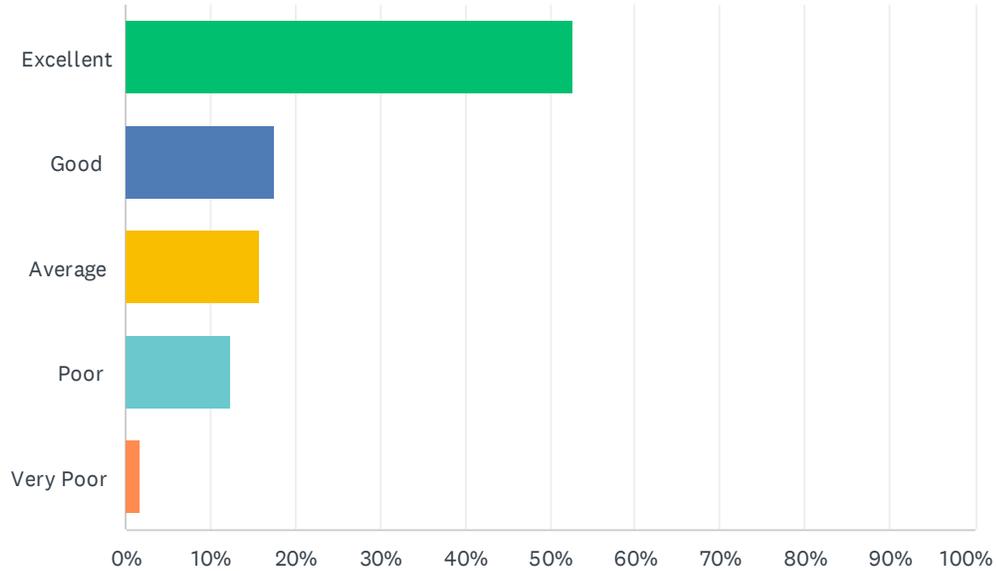


## Q1 How would you rate the overall quality of services provided by Love Catalina Island Tourism Authority?

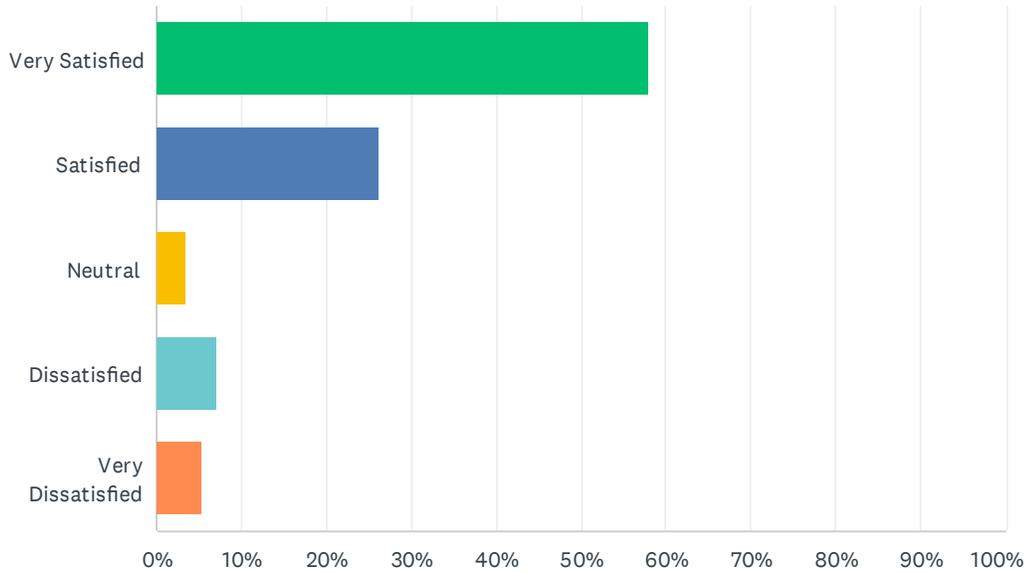
Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	52.63%	30
Good	17.54%	10
Average	15.79%	9
Poor	12.28%	7
Very Poor	1.75%	1
<b>TOTAL</b>		<b>57</b>

## Q2 How satisfied are you with the communication from our team?

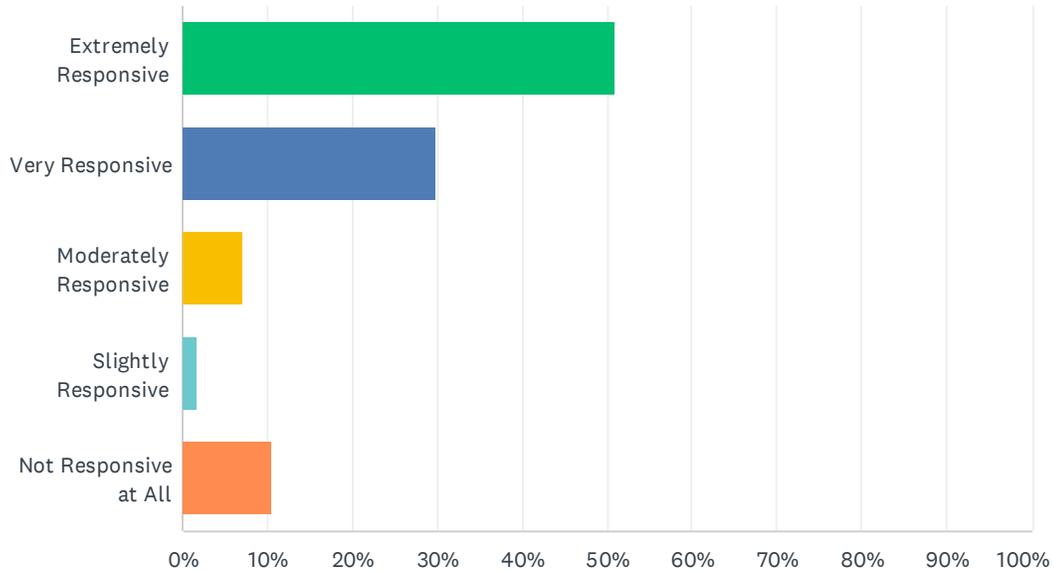
Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	57.89%	33
Satisfied	26.32%	15
Neutral	3.51%	2
Dissatisfied	7.02%	4
Very Dissatisfied	5.26%	3
<b>TOTAL</b>		<b>57</b>

### Q3 How responsive have we been to your issues or concerns?

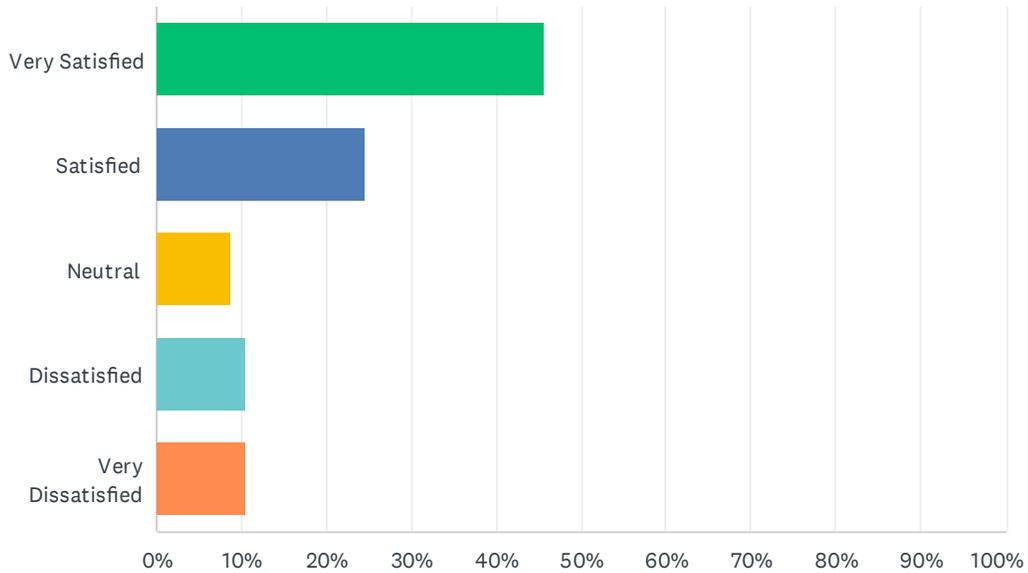
Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Extremely Responsive	50.88%	29
Very Responsive	29.82%	17
Moderately Responsive	7.02%	4
Slightly Responsive	1.75%	1
Not Responsive at All	10.53%	6
<b>TOTAL</b>		<b>57</b>

## Q4 Overall, how satisfied are you with your membership in our organization?

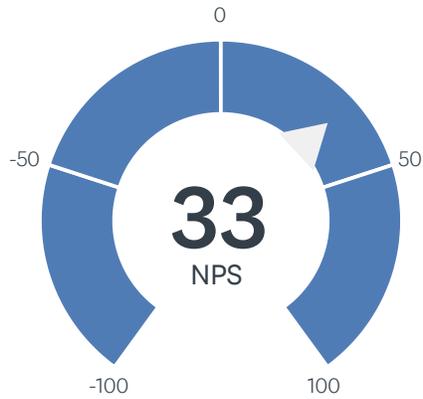
Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	45.61%	26
Satisfied	24.56%	14
Neutral	8.77%	5
Dissatisfied	10.53%	6
Very Dissatisfied	10.53%	6
<b>TOTAL</b>		<b>57</b>

## Q5 How likely is it that you would recommend Love Catalina Island membership to another place of business?

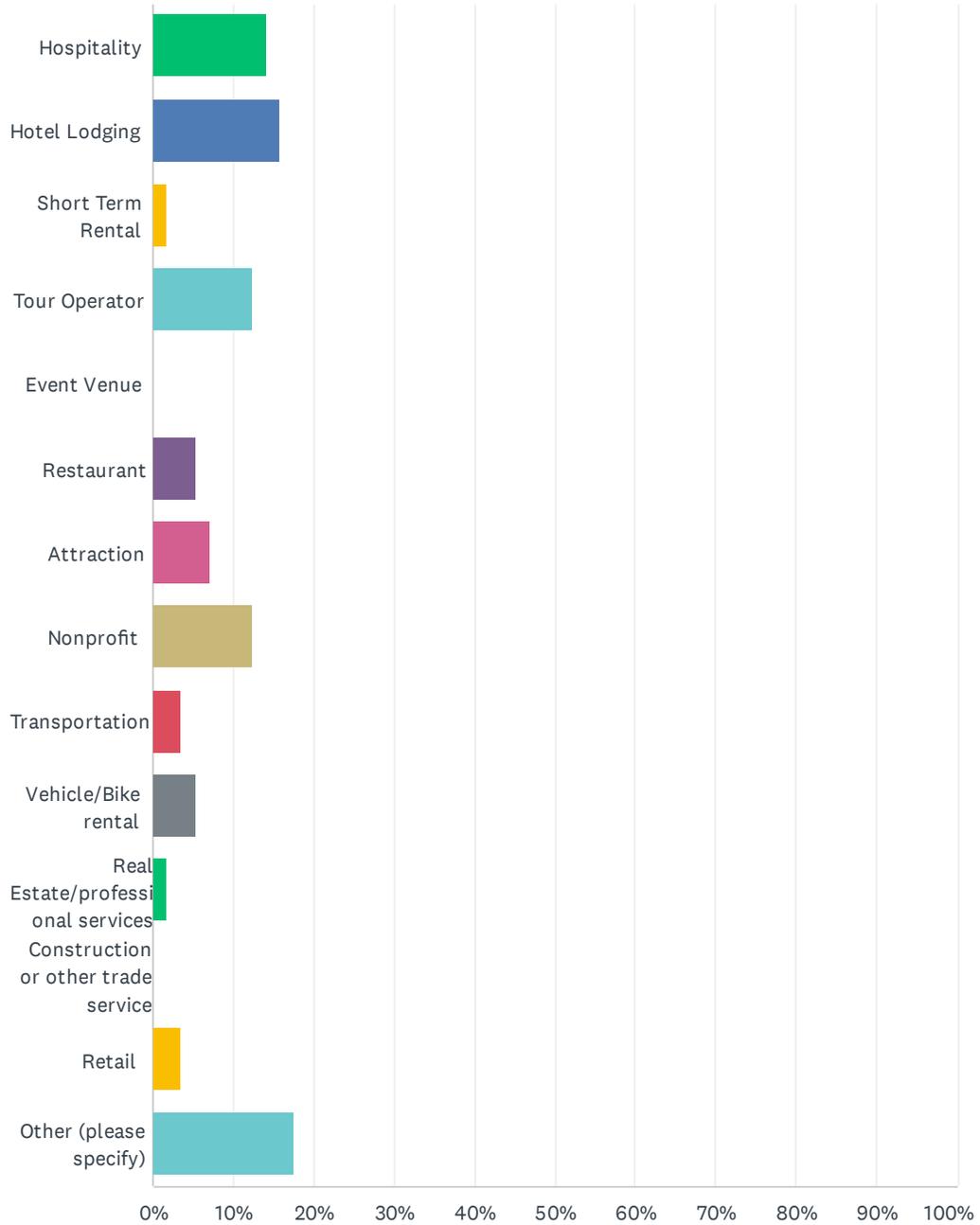
Answered: 57 Skipped: 0



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
29.82% 17	7.02% 4	63.16% 36	33

## Q6 What is/are the primary business sector(s) of your member business(es)?

Answered: 57 Skipped: 0

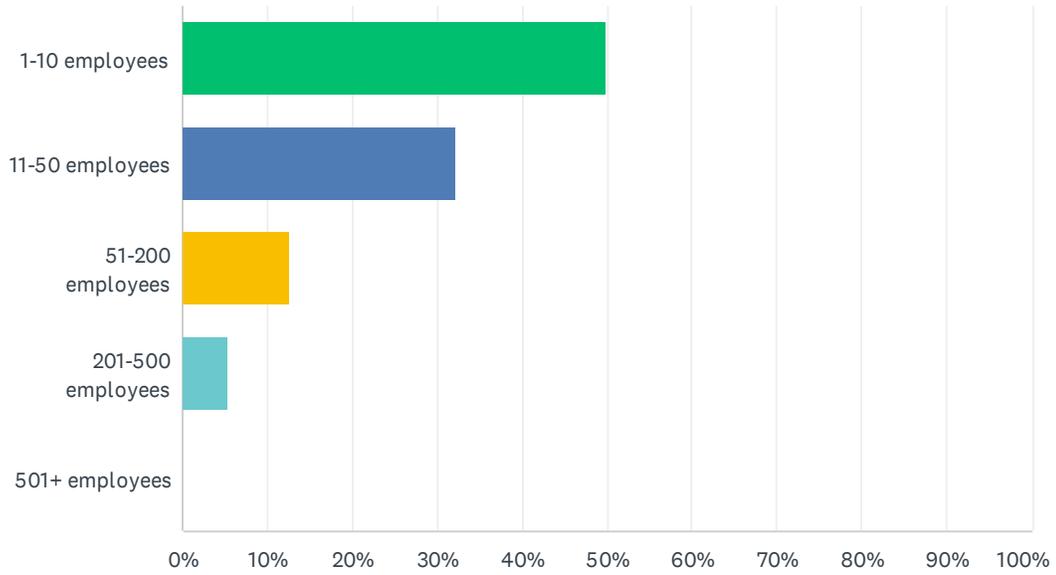


Year-end Member Feedback Survey - Love Catalina Island

ANSWER CHOICES	RESPONSES	
Hospitality	14.04%	8
Hotel Lodging	15.79%	9
Short Term Rental	1.75%	1
Tour Operator	12.28%	7
Event Venue	0.00%	0
Restaurant	5.26%	3
Attraction	7.02%	4
Nonprofit	12.28%	7
Transportation	3.51%	2
Vehicle/Bike rental	5.26%	3
Real Estate/professional services	1.75%	1
Construction or other trade service	0.00%	0
Retail	3.51%	2
Other (please specify)	17.54%	10
<b>TOTAL</b>		<b>57</b>

## Q7 What is the size of your business?

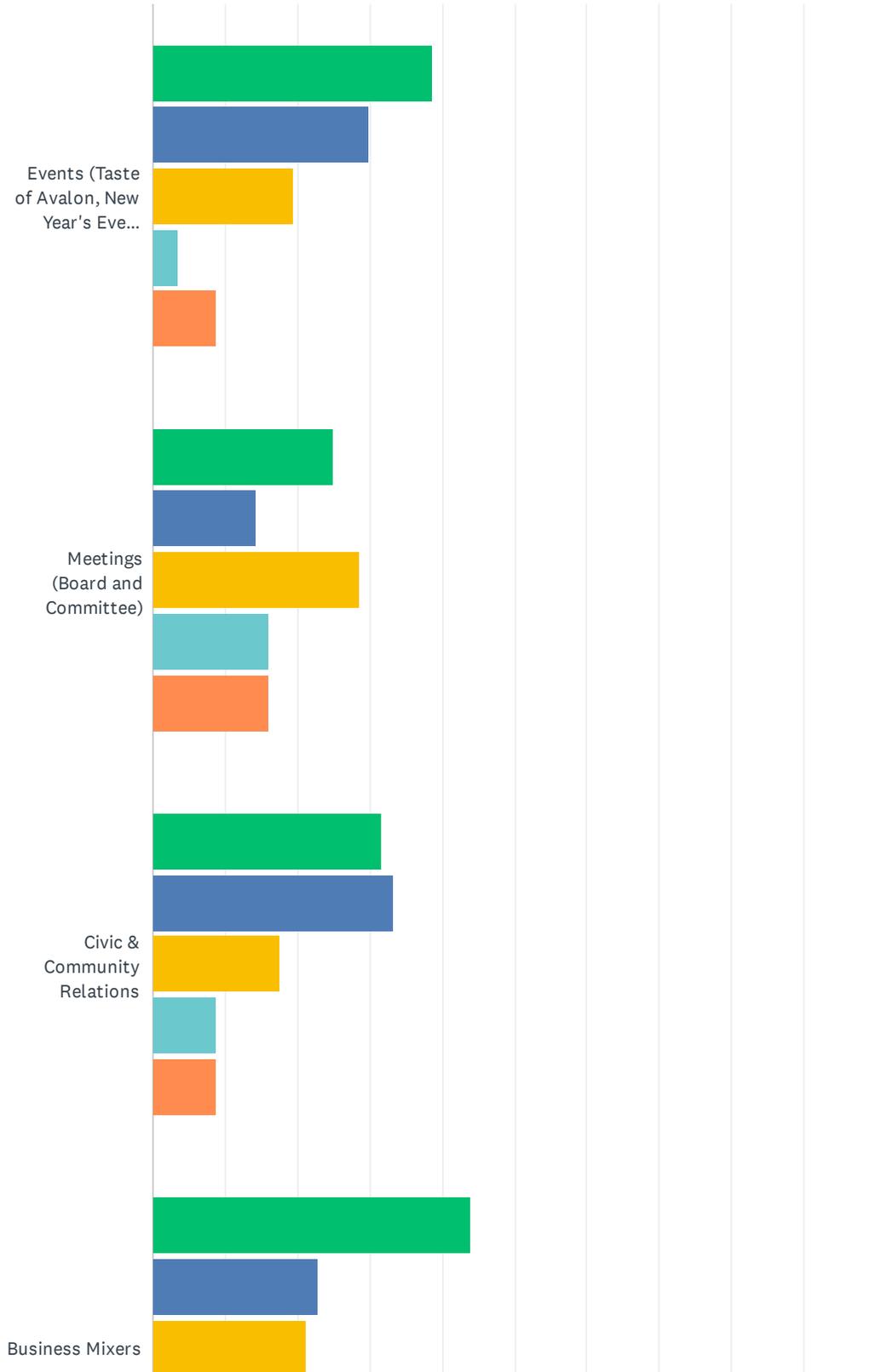
Answered: 56 Skipped: 1



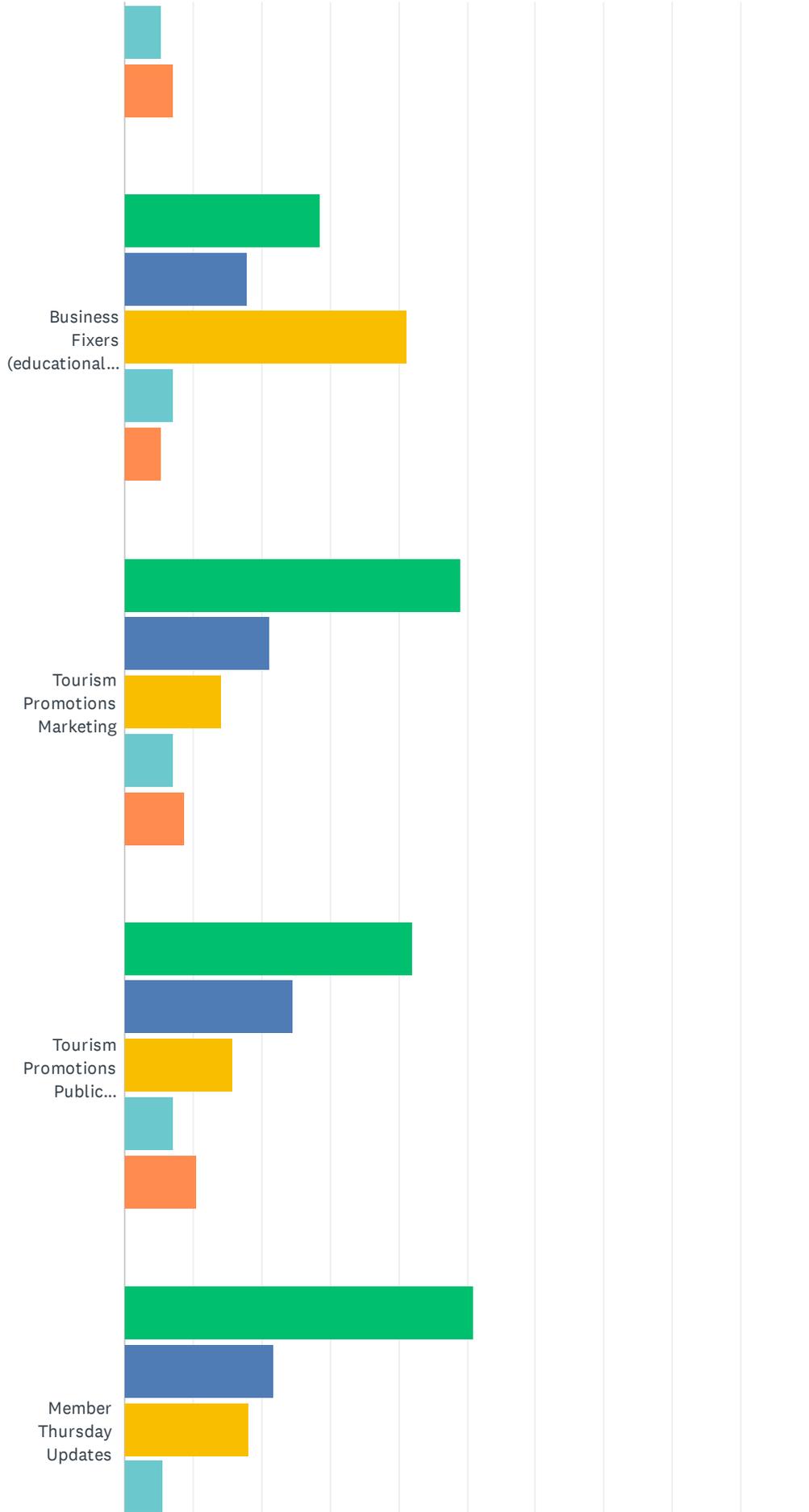
ANSWER CHOICES	RESPONSES	
1-10 employees	50.00%	28
11-50 employees	32.14%	18
51-200 employees	12.50%	7
201-500 employees	5.36%	3
501+ employees	0.00%	0
<b>TOTAL</b>		<b>56</b>

## Q8 Please rate your satisfaction with each of the following aspects of our services:

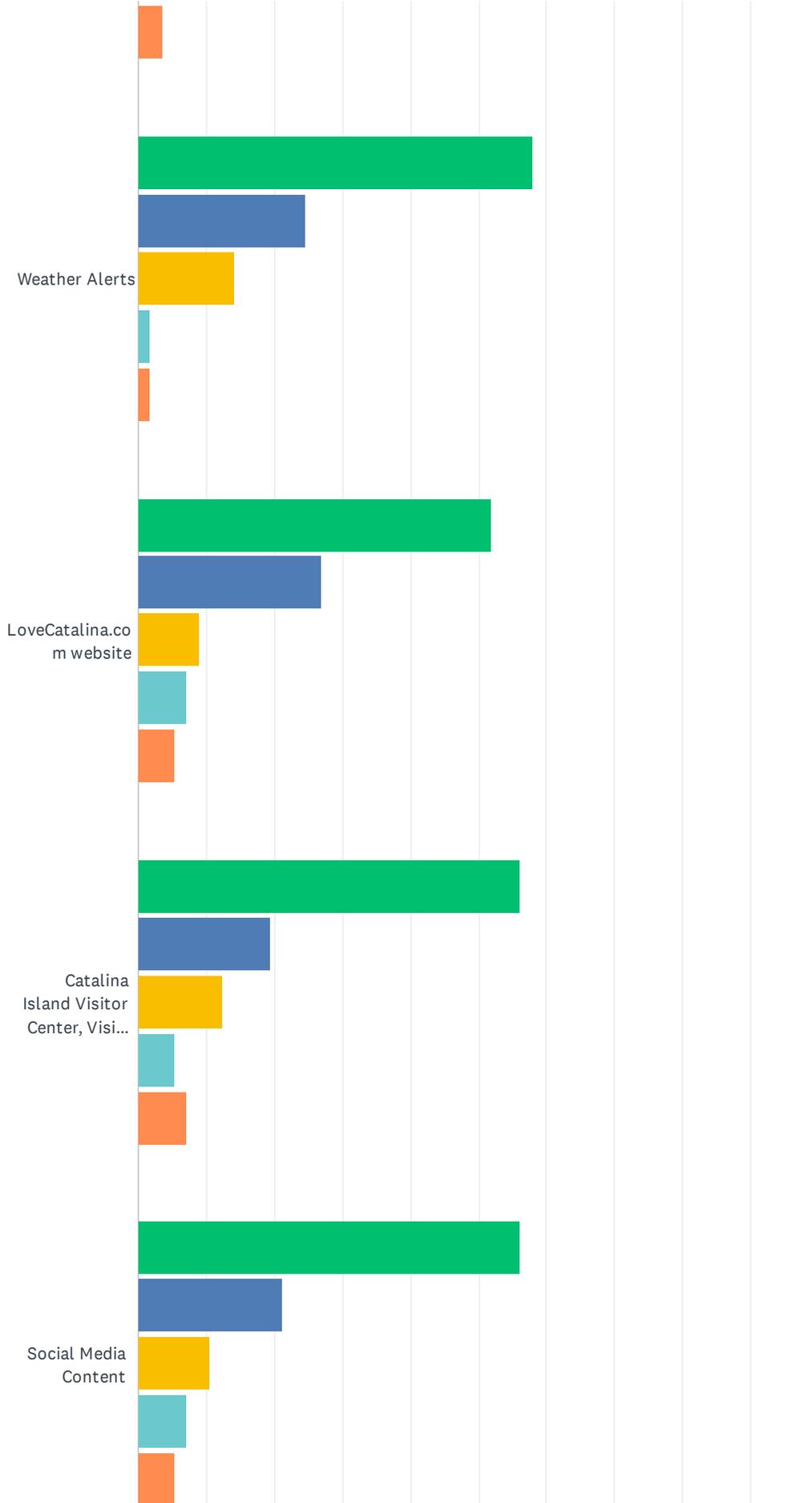
Answered: 57 Skipped: 0



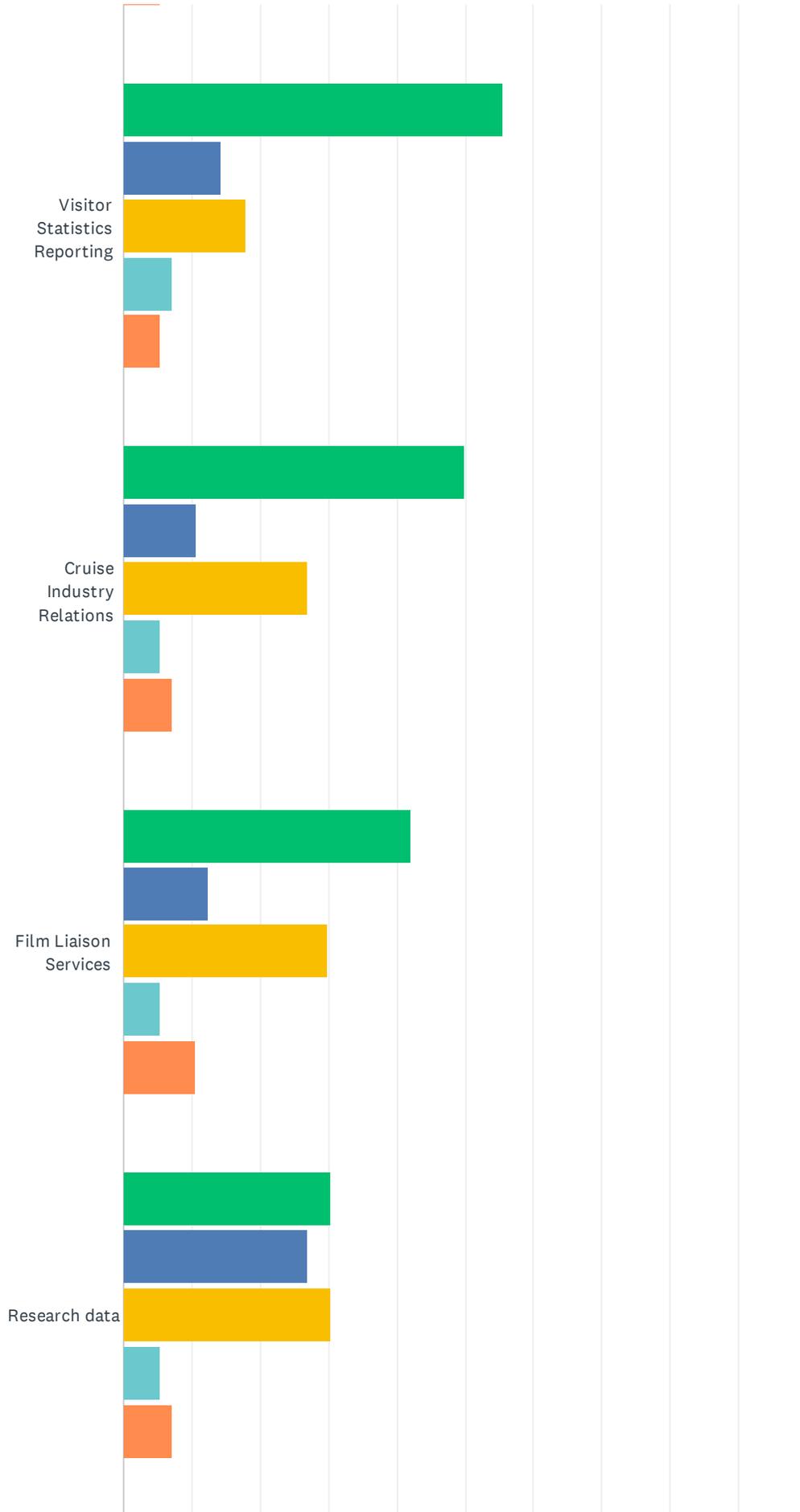
# Year-end Member Feedback Survey - Love Catalina Island



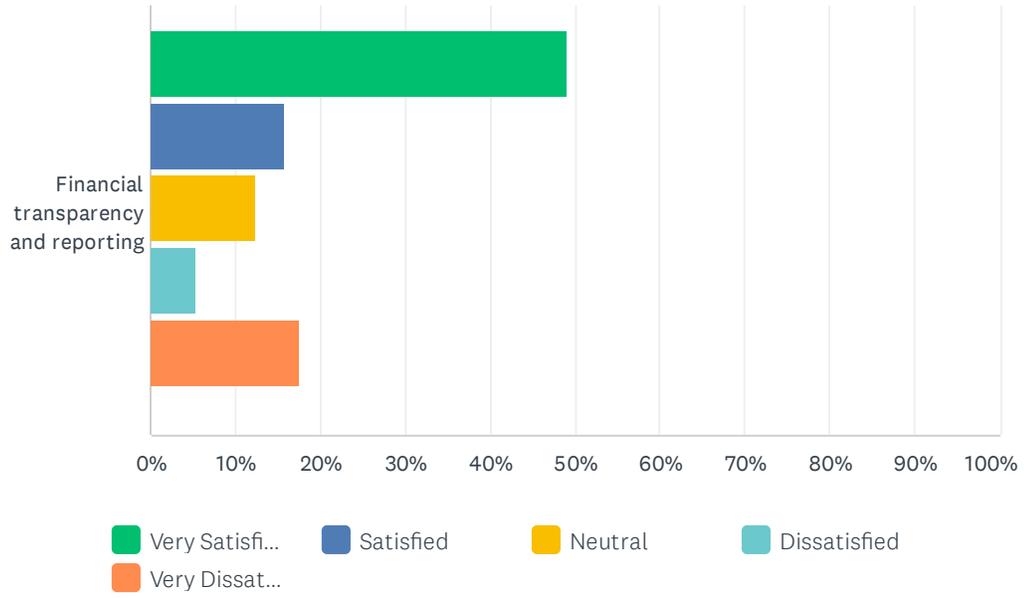
# Year-end Member Feedback Survey - Love Catalina Island



# Year-end Member Feedback Survey - Love Catalina Island



# Year-end Member Feedback Survey - Love Catalina Island



Year-end Member Feedback Survey - Love Catalina Island

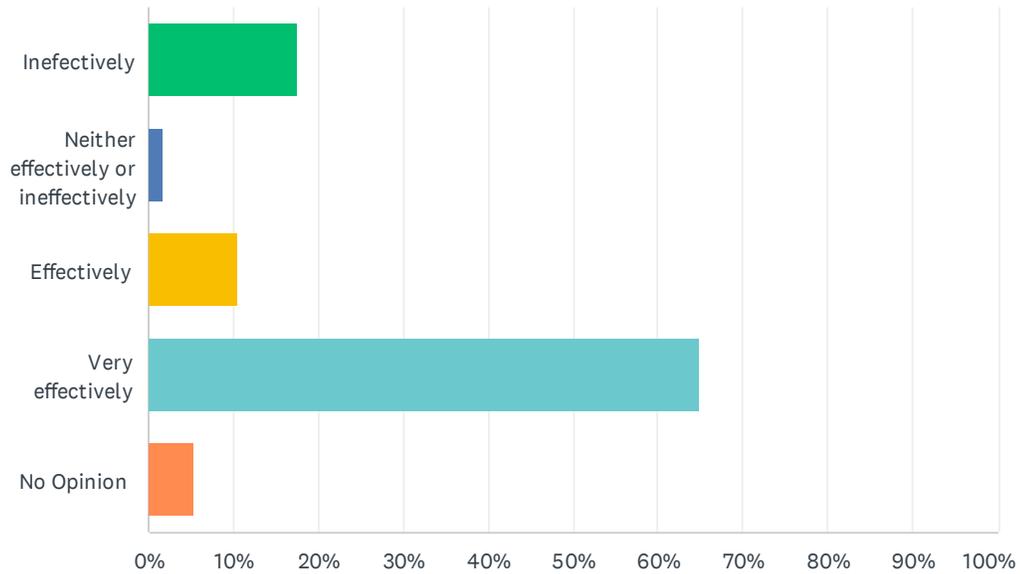
	VERY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	VERY DISSATISFIED	TOTAL
Events (Taste of Avalon, New Year's Eve Gala, Concert Series, etc.)	38.60% 22	29.82% 17	19.30% 11	3.51% 2	8.77% 5	57
Meetings (Board and Committee)	25.00% 14	14.29% 8	28.57% 16	16.07% 9	16.07% 9	56
Civic & Community Relations	31.58% 18	33.33% 19	17.54% 10	8.77% 5	8.77% 5	57
Business Mixers	43.86% 25	22.81% 13	21.05% 12	5.26% 3	7.02% 4	57
Business Fixers (educational events)	28.57% 16	17.86% 10	41.07% 23	7.14% 4	5.36% 3	56
Tourism Promotions Marketing	49.12% 28	21.05% 12	14.04% 8	7.02% 4	8.77% 5	57
Tourism Promotions Public Relations	42.11% 24	24.56% 14	15.79% 9	7.02% 4	10.53% 6	57
Member Thursday Updates	50.91% 28	21.82% 12	18.18% 10	5.45% 3	3.64% 2	55
Weather Alerts	57.89% 33	24.56% 14	14.04% 8	1.75% 1	1.75% 1	57
LoveCatalina.com website	51.79% 29	26.79% 15	8.93% 5	7.14% 4	5.36% 3	56
Catalina Island Visitor Center, Visitor & Member Services	56.14% 32	19.30% 11	12.28% 7	5.26% 3	7.02% 4	57
Social Media Content	56.14% 32	21.05% 12	10.53% 6	7.02% 4	5.26% 3	57
Visitor Statistics Reporting	55.36% 31	14.29% 8	17.86% 10	7.14% 4	5.36% 3	56
Cruise Industry Relations	50.00% 28	10.71% 6	26.79% 15	5.36% 3	7.14% 4	56
Film Liaison Services	42.11% 24	12.28% 7	29.82% 17	5.26% 3	10.53% 6	57
Research data	30.36% 17	26.79% 15	30.36% 17	5.36% 3	7.14% 4	56
Financial transparency and reporting	49.12% 28	15.79% 9	12.28% 7	5.26% 3	17.54% 10	57

## Q9 Do you have any additional comments or suggestions for improving our services?

Answered: 24 Skipped: 33

### Q10 Jim Luttjohann is Love Catalina's President & CEO. How well do you think he has executed his work as President the recently completed fiscal year?

Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Ineffectively	17.54%	10
Neither effectively or ineffectively	1.75%	1
Effectively	10.53%	6
Very effectively	64.91%	37
No Opinion	5.26%	3
<b>TOTAL</b>		<b>57</b>

# Q11 Overall how would you rate the staff of Love Catalina Island's performance over the past fiscal year?

Answered: 55 Skipped: 2

4.3★  
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	7.27% 4	5.45% 3	7.27% 4	10.91% 6	69.09% 38	55	4.29

## Q12 Overall how satisfied were you with the Board of Directors over the past fiscal year?

Answered: 51 Skipped: 6

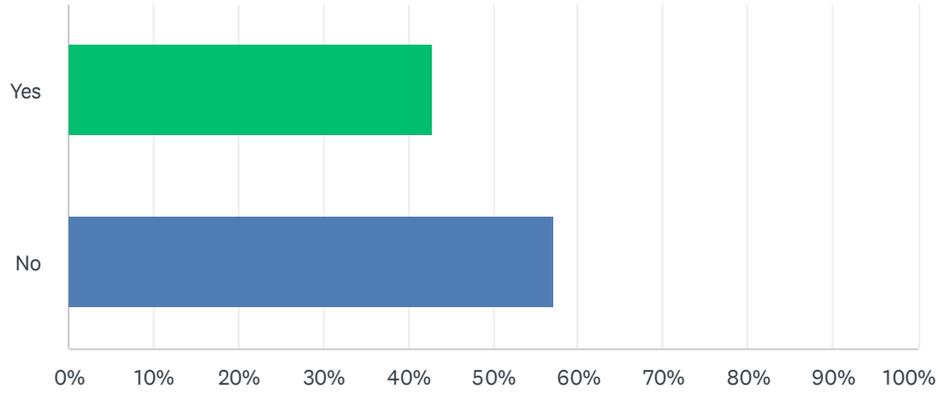
**3.3**   
average rating



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	23.53% 12	5.88% 3	19.61% 10	17.65% 9	33.33% 17	51	3.31

### Q13 Are you a current or past member of the Love Catalina Island's Board of Directors

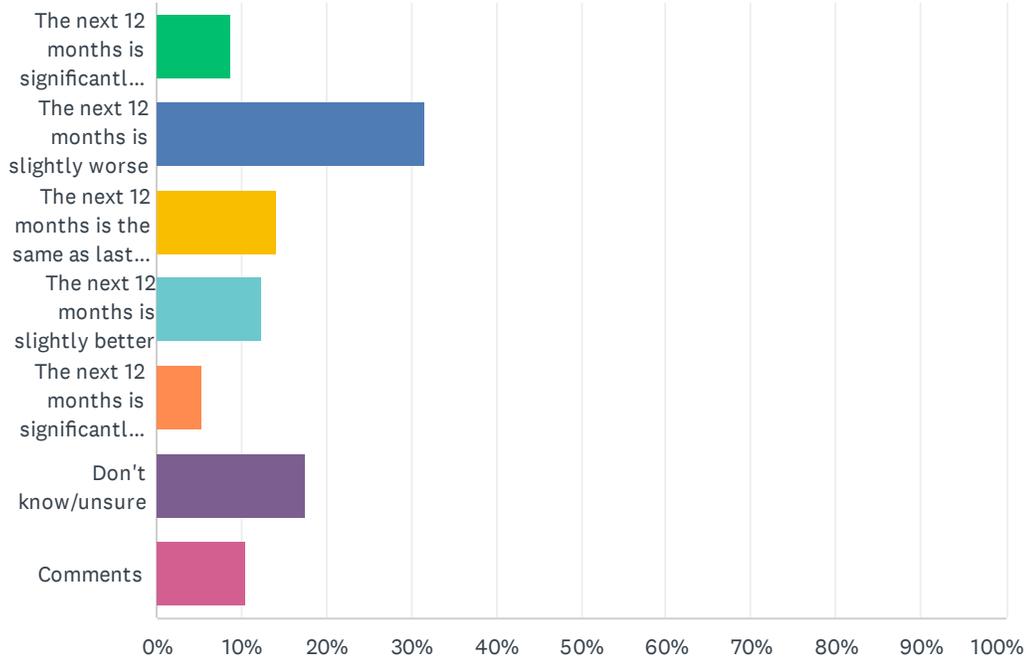
Answered: 56 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	42.86%	24
No	57.14%	32
TOTAL		56

## Q14 How would you describe the economic outlook for your organization(s) over the next 12 months versus the last 12 months?

Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
The next 12 months is significantly worse	8.77%	5
The next 12 months is slightly worse	31.58%	18
The next 12 months is the same as last year	14.04%	8
The next 12 months is slightly better	12.28%	7
The next 12 months is significantly better	5.26%	3
Don't know/unsure	17.54%	10
Comments	10.53%	6
<b>TOTAL</b>		<b>57</b>

Q15 Thank you for providing your feedback. Survey results will be used to improve operations and member satisfaction in the future. If there is anything else you'd like to let the Board or Staff know, please share below. If you have not done so recently, please take a look at your businesses' content on our website and use the member portal to make updates.

Answered: 8 Skipped: 49