

# *Helping* GROW OUR ISLAND'S ECONOMY



**LOVE** CATALINA  
ISLAND™

Tourism Authority

**2021-22 ANNUAL REPORT**



# OUR MISSION

To attract visitors and advocate for commerce on Catalina Island.

# OUR VISION

Avalon and Catalina Island make up a community where tourism promotion and economic vitality are supported by residents, local business, and civic leaders to:

- Ensure economic growth
- Encourage conservation
- Be stewards of character
- Prepare for crisis or change
- Establish/maintain finances
- Be flexible and adaptive



Dear

Members & Community Leaders:

It is my pleasure to present to you the Annual Report of Love Catalina Island Tourism Authority for 2021/22. I hope you will take a few minutes to peruse the information in this document, as it represents the fine work conducted by the many members and staff of Love Catalina. As I look back on the year leading Catalina Island Tourism Authority’s Board of Directors, I am proud of what we accomplished, especially in light of the shifting sands residual to the impacts of COVID-19. What began as a cautious effort to get back to “normal,” became a year of trying to keep up with huge visitation and skyrocketing inflation. We weathered this with a limited budget, an uncertainty regarding Tourism Business Improvement District (TBID) formation and while continuing to work with reduced staff. Among my proudest accomplishments are:

- **Marketing campaigns that feature people of diverse ages and cultures enjoying the island**
- **Resumption of the Catalina Concert Series on Wrigley Stage**
- **Hosting the first large scale PRIDE event**
- **Welcoming media, influencers and film crews who depicted Catalina as a great place to visit**
- **Celebrating the inaugural visit of Disney Cruises to the Port of Avalon**
- **Hosting a Board Retreat, Marketing Conference and New Year’s Eve Gala all with COVID-19 protocols**
- **Having supportive contractors willing to work with us in challenging times**
- **Filling vacant board seats with community leaders who will help to shape the future**

Thank you for the opportunity to serve this important role on behalf of the hundreds of member businesses and thousands of residents who depend on a thriving tourism economy in order to continue to live on and enjoy Catalina Island. And thank you to all of my fellow board members for giving so much time and talent. I look forward to the year ahead with great expectations.

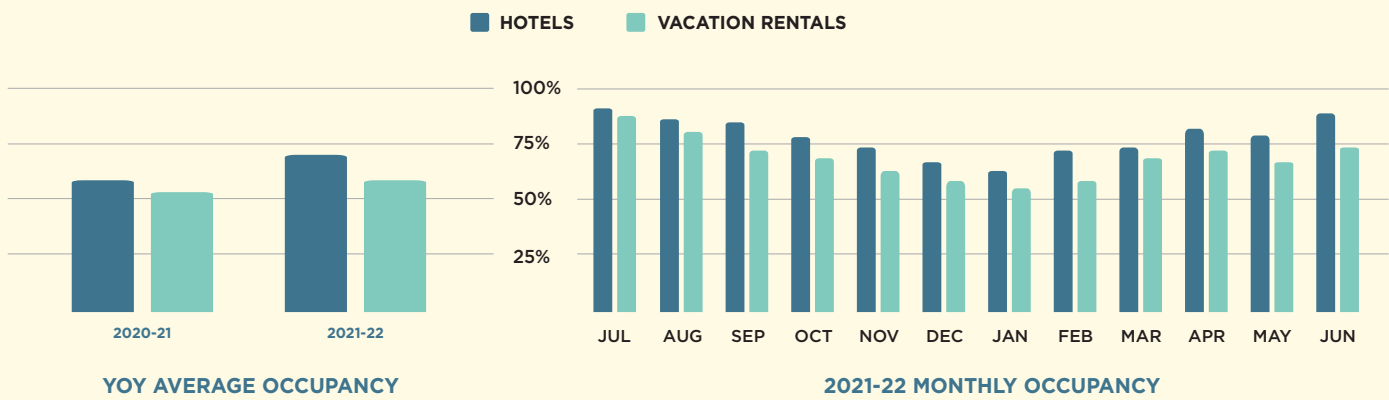
Sincerely,

*Tim Kielpinski*

Tim Kielpinski, 2021-22 Board Chair

## LOVE CATALINA TOURISM SNAPSHOT

Year-over-year (YOY) hotel occupancy increased 22.71% and vacation rental occupancy grew by 14.77%.







*“Jim and his crew are ALWAYS ready to help! On the pier, social media, meetings. Even on the boats or the street, I thank him for all the hard work in promoting C.I.” — Survey\**



# MEMBER BENEFITS

## Membership is the heart and soul of Love Catalina

Love Catalina Island Tourism Authority partners with over 220 members to ensure a strong economic future. The organization’s primary focus is the promotion of tourism with an emphasis on attracting overnight visitors during the off-season and mid-week. By becoming a member, Catalina Island businesses and organizations receive numerous benefits and marketing tools to help grow their businesses.

- Business listing(s) on LoveCatalina.com with links to business member’s website and social media
- Member Portal access to LoveCatalina.com for business’s special offers, coupons and packages
- Business listing in the official Catalina Island Visitors Guide with distribution throughout California
- Member business amplification on Love Catalina’s social media channels
- Member business rack card distribution at Love Catalina Island’s Visitor Center
- Opportunity to display materials in mainland boat terminals through an exclusive program
- Subscription to the weekly Thursday Update member newsletter
- Discounted advertising on LoveCatalina.com, in Love Catalina Island’s Visitors Guide & local map and in Love Notes (bi-monthly consumer e-newsletter)
- Member business referrals at Love Catalina Island Visitor Center on the Green Pleasure Pier
- 365 – 24/7 inquiry response on Love Catalina Island’s social media channels
- Member business inclusion in Love Catalina gift certificate program with preferred redemption rates
- Peak period lodging availability reporting and guest referrals
- Regularly scheduled networking events
- Frequently scheduled educational workshops and webinars
- Participation in hosted media, content creators and film crew visits
- Member’s marketing use of Love Catalina’s photo and video library
- Access to visitor and member research and statistics
- Free reservations for accommodation members on LoveCatalina.com’s Book>Direct booking engine

# Member Satisfaction

Satisfaction with Love Catalina Island stakeholders is extraordinarily high with an average rating over 4.0 out of 5.0.

|   |      |
|---|------|
| Visitor Statistics Reporting from Love Catalina | 4.53 |
| Quality of Digital/ Advertising/Promotions      | 4.51 |
| Staff Leadership                                | 4.46 |
| COVID-19 response                               | 4.46 |
| Responsiveness of Love Catalina staff           | 4.43 |
| Quality of PR/Media Relations                   | 4.43 |
| Visitor Services at the Visitor Center          | 4.42 |
| Communication from Love Catalina                | 4.31 |
| Quality of Catalina Island Visitors Guide       | 4.31 |
| Annual Marketing Conference                     | 4.30 |
| Overall membership                              | 4.22 |
| Overall benefits                                | 4.20 |
| Value for dues                                  | 4.17 |
| Board and Committee Meetings                    | 4.16 |
| Board Leadership                                | 4.12 |
| Annual Membership Meeting                       | 4.10 |
| Industry Leadership                             | 4.09 |
| Care for Catalina efforts/stewardship           | 4.00 |

\* Source: SMARInsights “Stakeholder Community Survey” June 2022

# MEMBER EVENTS

- Annual Meeting and Board of Directors Installation Dinner
- Annual Marketing Conference
- Community Shred Events
- Customer Service, Alcohol Beverage, ServSafe Food Handler training
- LoveCatalina.com member portal training
- Social media best practices webinars
- Business Mixers monthly
- AudioEye Seminar/ADA Compliance

# ADVOCACY

- Connectivity Group working to improve internet and cellular services via convenings with local stakeholders, service providers, funding agencies and local businesses.
- Engagement with California Air Resources Board (CARB) on issues impacting ferry services, California Public Utilities Commission (CPUC) on water issues and various state, local and federal agencies regarding impacts of the DDT dumpsite.





## LOVE CATALINA LEADERSHIP & STAFF

The Love Catalina Island Tourism Authority is governed by a 19-member Board of Directors who meet monthly.

### 2021-22 OFFICERS

- **Chair:** Tim Kielpinski, Catalina Island Conservancy
- **Chair-Elect:** Bryce Noll, Leo's Catalina Drugstore
- **Past Chair:** Nicole Hohenstein, Catalina Canyon Inn
- **Chief Financial Officer:** Ben Villalobos, IEX Helicopters
- **Marketing Chair:** Dave Stevenson, Catalina Island Company

### 2021-22 BOARD OF DIRECTORS

- **Levent Alkibay**, Catalina Beverage Company
- **Amanda Bombard**, Catalina Express
- **Mesa Bradley**, Ciao-Baci
- **Janet Flathers**, Catalina Tours
- **Tim Foley**, US Bank
- **Gail Fornasiere**, Catalina Museum for Art & History
- **Bart Glass**, Hamilton Cove Vacation Rentals & Real Estate
- **Sharon Gorelczenko**, Catalina Coastal Tours
- **Steve Hoefs**, Three Palms Avalon Arcade
- **David Maistros**, City of Avalon
- **Jason Paret**, Catalina Island Medical Center
- **Roberto Perico**, Two Harbors Enterprises
- **Michael Ponce**, Catalina Art Association
- **Daniel Teng**, Zane Grey Pueblo Hotel

### STAFF

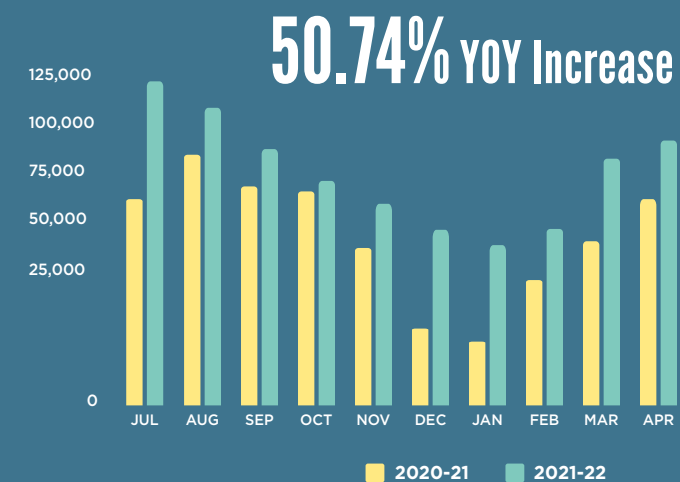
- **Jim Luttjohann**, President & CEO/Film Liaison
- **Cathy Miller**, Vice President Marketing & Sales
- **Michelle Warner**, Destination Marketing Manager
- **Janet DeMyer**, Events Manager
- **Victoria Johnson**, Administrative Manager
- **Carmen Espinoza**, Visitor & Member Services Manager
- **Beth Smith**, Visitor Services Specialist

### AUDITED FINANCIALS

Auditors will begin examining our books in August with results to be reported to the City of Avalon and to our membership in the fall. Pre-audit revenues exceeded budget due to increased Transient Occupancy Tax revenue to the City as well as successful earned revenue programs. Expenses were adjusted via board actions to allocate those funds. Additional true-up funds will be adjusted in the audit process and allocated in the fiscal year budget 2022-23.

## BY THE NUMBERS

### VISITOR COUNTS BY MONTH



### VISITOR REVENUES

For the 12-months ending April 2022, Visitor Driven Revenues (Transient Occupancy Tax, Admissions Tax, Harbor Use Fees, Sales Tax, Wharfage and Mooring Fees) were up by 74.1%. Transient Occupancy Tax for hotels was up 86.7% and for Short-term rentals up 100.4%.

### IN 12 MONTHS, HOTEL OCCUPANCY EXCEEDED THE COMPETITION

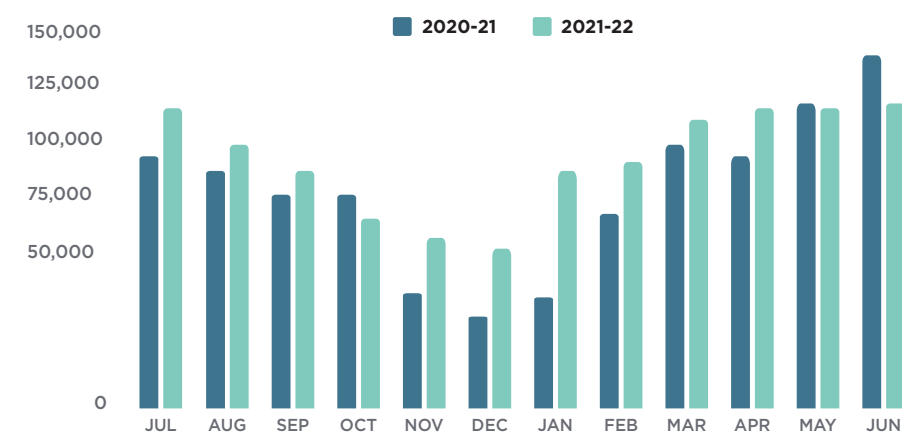
- **San Francisco** - 10 times
- **Monterey** - 9 times
- **Anaheim/Huntington Beach & Newport Beach** - 8 times
- **Palm Springs & San Diego** - 6 times
- **Santa Barbara** - 3 times

### SHORT-TERM RENTAL OCCUPANCY

- **Huntington Beach & Palm Springs** - 2 times
- **All other destinations in the competitive set** exceeded Catalina short-term rental occupancy levels

Occupancy based on Smith Travel, AirDNA and City of Avalon reporting

### MONTHLY WEBSITE TRAFFIC



### SOCIAL MEDIA AUDIENCES

|  | 2020-21 | 2021-22 | YOY INCREASE |
|--|---------|---------|--------------|
|  | 4,126   | 4,540   | 10.03%       |
|  | 28,177  | 34,955  | 24.05%       |
|  | 113,773 | 121,769 | 7.03%        |
|  | 158     | 4,202   | 2,559.49%    |
|  | 148     | 267     | 80.40%       |

### WEBSITE TRAFFIC | +15.35%

YOY Website Traffic experienced a healthy increase this fiscal year thanks to a combination of ads and organic search.

### BOOK>DIRECT REFERRALS | +6.79%

YOY Book>Direct Accommodation Referrals increased—resulting in \$2,822,409 of booking revenue.

### VISITOR CENTER WALK-INS | +118.87%

YOY Visitor Center Walk-Ins show a dramatic, triple-digit increase as travel opened up.





*“Everything I see from Love Catalina promotes the island in a thoughtful and enticing way.” — Survey*

Custom NBC “California Live” segment with host Jessica Vilchis ran in April 2022.

# INTEGRATED BRAND CAMPAIGNS

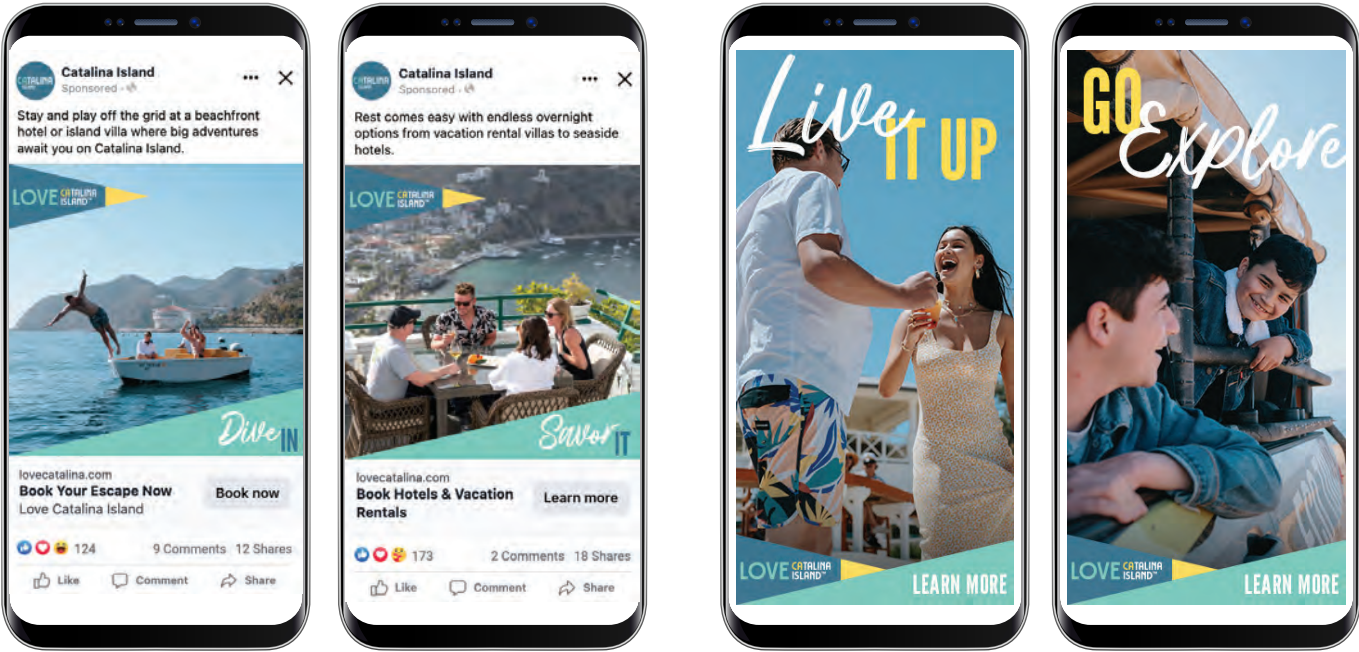
More than **36 million impressions** were delivered through a healthy mix of traditional and digital advertising targeting primarily affluent Southern California residents. In addition, seasonal campaigns focus on boosting shoulder and off-season overnight stays to grow year-round revenue.

## TV ADVERTISING



The Love Catalina spring brand campaign targeted the core markets of LA, Orange County and San Diego with a 5-week NBC TV schedule with placements during the morning news and Today Show—delivering **6.4 million impressions** to loyal NBC viewers.

## DIGITAL ADVERTISING



Digital advertising includes a wide range of branded ads that target the right people at the right time to drive engagement and increase overnight stays and return visitors.

### DISPLAY & VIDEO ADS

**IMPRESSIONS:** 18,709,926  
**CLICKS:** 26,183  
**AVG. CTR:** 0.14% (AVG. 0.10)  
**CONVERSIONS:** 4,247  
**VIDEO VIEWS:** 4,252,014

### SOCIAL & VIDEO ADS

**IMPRESSIONS:** 12,129,034  
**CLICKS:** 120,253  
**AVG. CTR:** 0.99% (AVG. 0.90)  
**CONVERSIONS:** 13,000  
**ENGAGEMENTS:** 2,160,252  
**VIDEO VIEWS:** 2,073,760



## BILLBOARD ADVERTISING

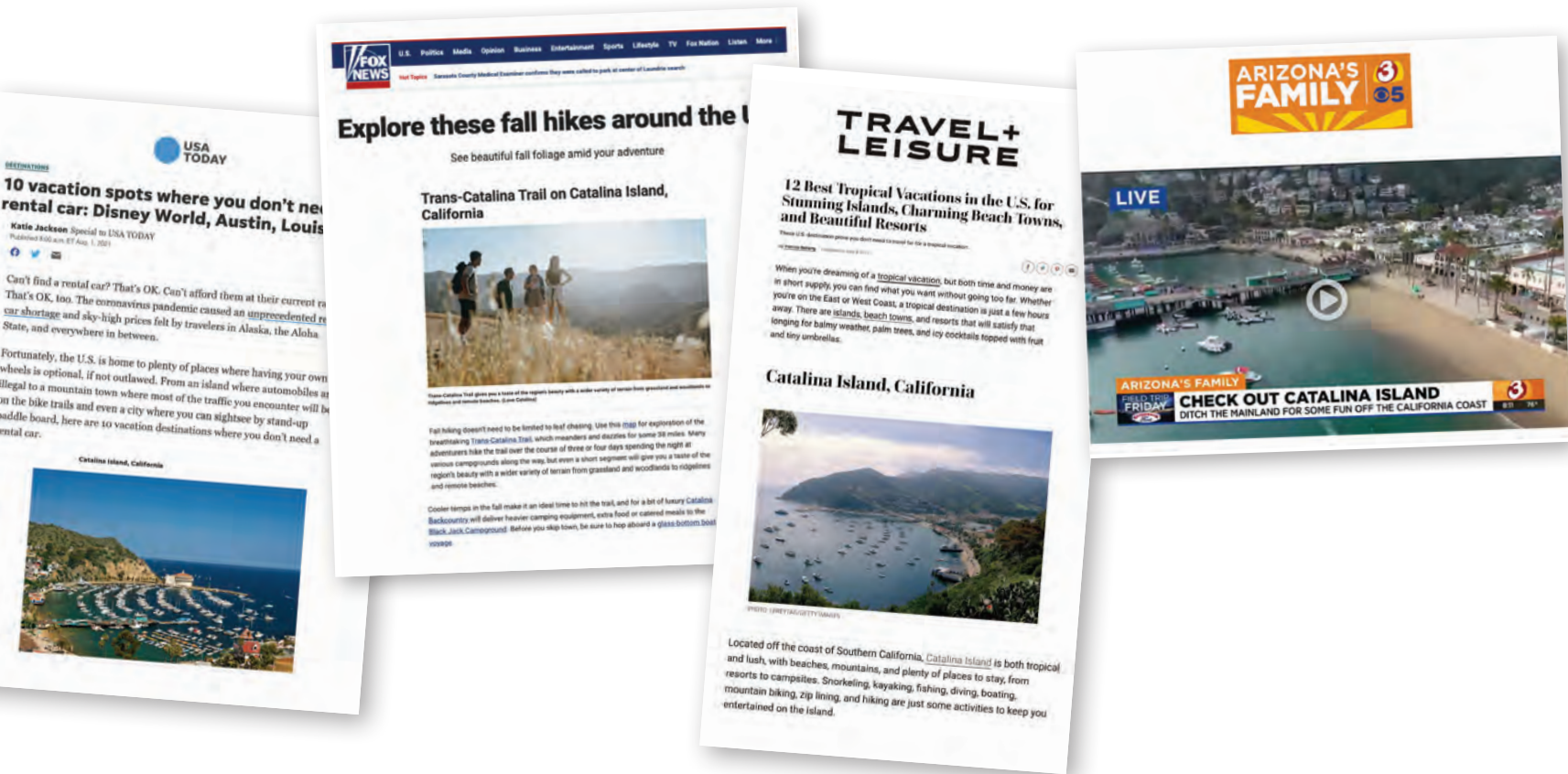
Six billboard ads ran in strategic locations throughout the LA area on primary freeways and boulevards to make a big brand impact with over **5.8 million impressions**.





## PUBLIC RELATIONS & FILM PRODUCTIONS

Love Catalina Island Tourism Authority continues to position Catalina Island as a premier destination for leisure travelers, highlighting the island as a safe getaway with incredible experiences for visitors of all ages. Media relations focuses on key drive markets including Los Angeles, Orange County, San Diego and Arizona, in addition to broader national outreach to top travel publications throughout the year. Love Catalina also promotes high-quality film productions including commercials, TV shows and movies.



## FILM PRODUCTION SCORECARD

- 17 film permits processed for over 30 days of filming
- 25 Film Scouts hosted for future productions including Discovery, Arts & Entertainment, ABC and several independent productions
- **Fashion shoots** included Kohls, Speedo and Nation LTD
- **Promotions** for Royal Caribbean, Catalina Island Medical Center, Xceptional Music and Catalina Island Conservancy
- **Advertising** for Capitol One and Shootout Society
- **Interviews and Documentaries**
- **Movies** including Love Lemon
- **TV/Streaming episodes** including NBC Live and Snowfall
- **Hosted** a FLICS Board Meeting



## PR COVERAGE HIGHLIGHTS

Coverage Highlights include multi-page print features in Fodor's CA Travel Guide, San Diego Magazine, Arizona Health & Living, and Gilbert City Lifestyle; online features in Travel + Leisure, USA TODAY, Fox News, The Points Guy and the Los Angeles Times, and broadcast mentions in Good Morning Arizona and KTLA.

## PR SUCCESSES

- **323 Total Mentions:** 323 stories for a combined reach of 10.5 billion impressions
- **14 Total Media Visits:** Hosted media from San Diego Magazine, Good Morning Arizona, Arizona Health & Living Magazine, PaperCity Magazine, and more.
- **70+ Total Pitch Angles:** National and regional media including seasonal "What's New" releases, "Romantic Destinations to Celebrate Valentine's Day," "Best Small Towns in America," "Best Fishing Destinations," "Unique Filming Locations," "A Year in Review" and more.





Photo: Martina Highower



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