

Promoting

ECONOMIC GROWTH FOR OUR ISLAND

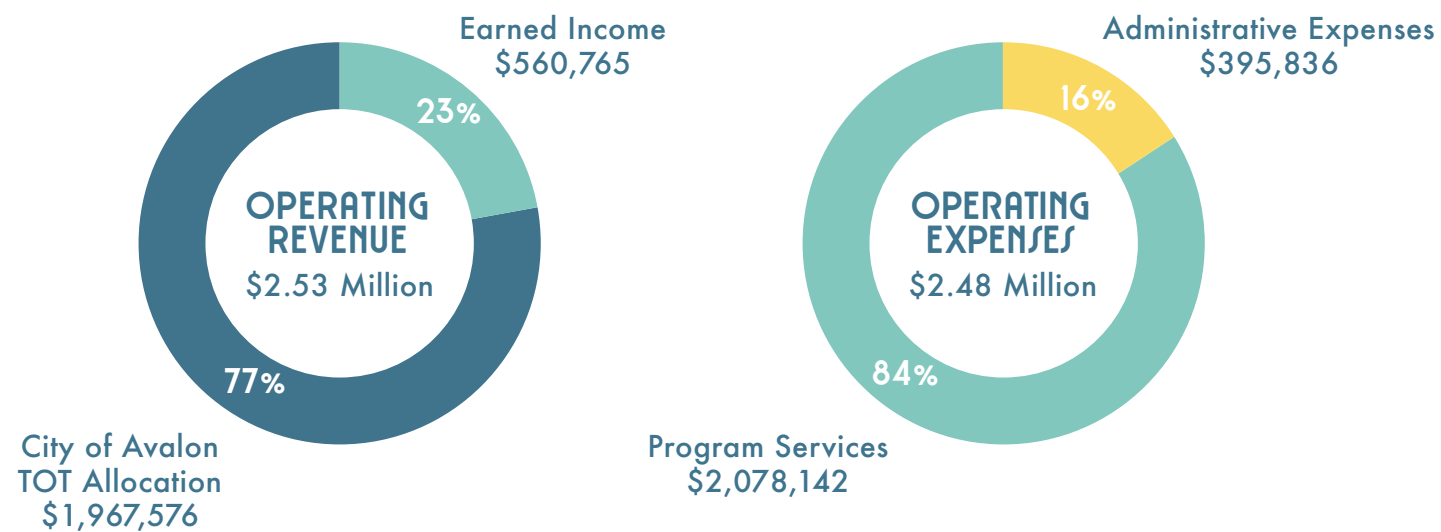
LOVE CATALINA
ISLAND™

Tourism Authority

2022-23 ANNUAL REPORT



LOVE CATALINA ISLAND TOURISM AUTHORITY ANNUAL BUDGET



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 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 2023-24.

Dear Members & Community Leaders:

On the following pages please find the Annual Report for Love Catalina Island's fiscal year 2022/23. Please take the time to read and appreciate the successes and challenges called out in what has been an unprecedented year in many ways.

We started the year off with continued high demand for travel as part of the post-COVID-19 surge that began in 2021. We saw record setting Transient Occupancy Tax collection from July through October despite some of those months having lower than typical occupancy. Winter arrived with the double-edged sword of heavy rains that filled our reservoir and forestalled drought mitigations, but that also put a damper on visitation. We saw a historic number of ferry cancellations and helicopter flights grounded coupled with ferries out of service for upgrades to meet new State mandates. Our business community has struggled for staffing, and continues to do so. Spring brought a plethora of gray days, further inhibiting visitation well into May. Cruise passenger counts grew, setting new highs in August and December 2022 and February 2023, all months in which visitors are very much needed! As we headed into summer, visitor sentiments included reduced travel plans with sticker shock being cited as the main reason.

We enjoyed setting two significant precedents in having our first ever joint meeting between the Avalon City Council and our Board of Directors and had our City Manager join in attendance of Seatrade Global, the largest Cruise Industry event in the world. We rounded out the year with incredible media relations including attendance of NATJA's annual conference; participation in CalTravel's legislative day; Board training with Charney & Associates; launch of Kind Traveler for Catalina lodging and nonprofits; a new website and, for the first time in many years, a fully staffed operation.

None of this could have been taken on without the strong team of staff, contractors, board members and civic leaders that we enjoy. The Catalina Island business community, as always, was both served and served us very well.

Thank you for the privilege of being this year's Board Chair.

Bryce Noll

Bryce Noll

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 businesses, 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

MARKETING CAMPAIGNS (JULY 2022 - JUNE 2023)

Through a well-balanced approach of ConnectedTV, Social, and Digital advertising, over 55 million impressions were generated, primarily targeting affluent residents of Southern California. In addition, strategic seasonal campaigns aimed to bolster shoulder and off-season overnight stays, resulting in continuous revenue growth throughout the year.



SEPTEMBER - OCTOBER 2022: FALL CAMPAIGN

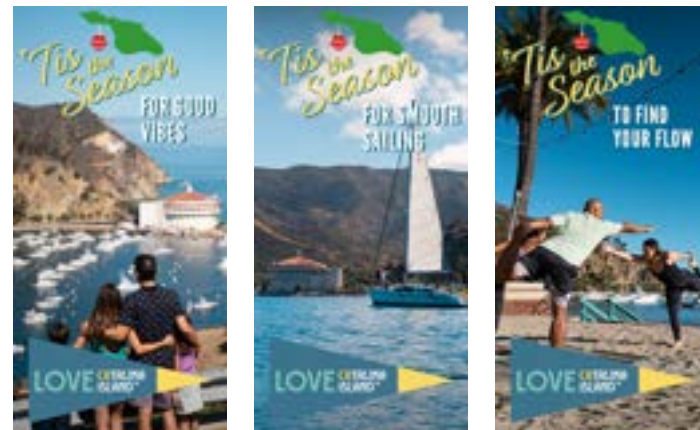
Our campaign, “Second Summer,” positioned Catalina as a place where summer keeps going well into fall.

Impressions: 10,570,434 Video Views: 964,595
 Clicks: 53,589 View Rate: 43.64%
 Avg CTR: 0.56%

NOVEMBER - DECEMBER 2022: HOLIDAY CAMPAIGN

The “Tis the Season for Catalina” campaign highlighted all the ways Catalina is the perfect new holiday tradition.

Impressions: 7,785,539 Video Views: 64,509
 Clicks: 38,129 View Rate: 33.84%
 Avg CTR: 0.49%



JANUARY 2023: TRAVELZOO EBLAST

The TravelZoo email campaign reached 335K+ individuals, delivering Catalina messaging directly to their inboxes. It achieved a remarkable 2% click-to-email rate, surpassing TravelZoo’s benchmark by over 2 times. Deployment day saw a substantial traffic surge to LoveCatalina.com, doubling the daily average user volume.



KTLA (HOLIDAY) & SHOP CATALINA

The Love Catalina holiday “Shop Catalina” campaign showcased a 2-week KTLA TV schedule, strategically timed during morning and evening news. It garnered over 1.3+ million impressions, and provided us a special on-island live remote where Wendy Burch promoted the kickoff to Shop Catalina.

JANUARY - FEBRUARY 2023: WINTER CAMPAIGN

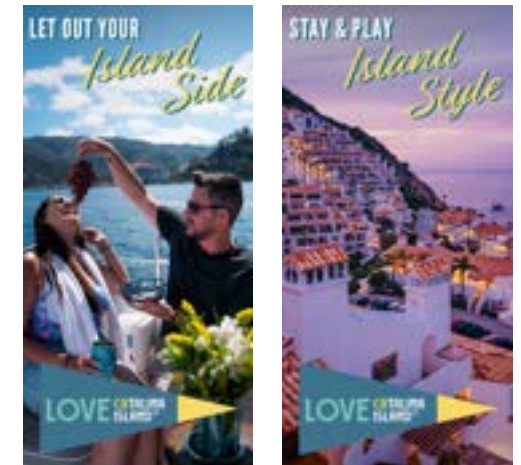
Looking for a new adventure? The “Winter Wanderland” campaign showed some of the surprising and unexpected experiences on the island.

Impressions: 12,651,392 Video Views: 766,796
 Clicks: 44,784 View Rate: 35.66%
 Avg CTR: 0.38%



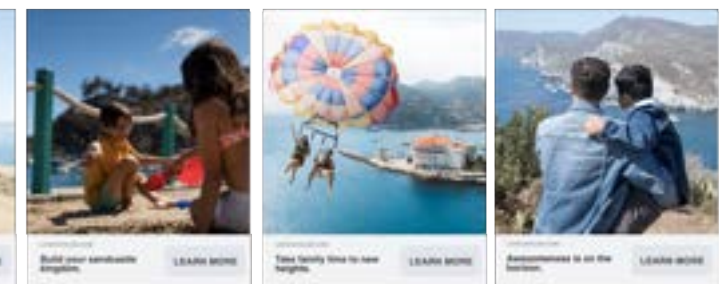
JANUARY - APRIL 2023: CONVERSANT-EPSILON

The Love Catalina Island Net Economic Impact (NEI) campaign targeted high-yielding travelers to ultimately visit and spend in destination. A \$64K media spend delivered over 5.5+ million impressions and 1.2+ million video views, resulting in 713 visits and \$211K in direct visitor spend on the island. *Initial Snapshot



MARCH - JUNE 2023: SPRING/SUMMER CAMPAIGN

We targeted two audiences with two different campaigns as the weather began to warm up: “Welcome to Kidalina” spoke to families, while “Let Out Your Island Side” talked to adults with no kids.



Impressions: 15,556,852
 Clicks: 59,923
 Avg CTR: 0.38%
 Video Views: 756,496
 View Rate: 38.49%

YEAR ROUND: TRIPADVISOR

Love Catalina maintained a strong presence on TripAdvisor, a platform where eager travelers search for their next escape. With over 2.6+ million impressions, this campaign effectively engaged potential visitors.

GOTOCATALINA CAMPAIGN

We participated in a robust search engine marketing co-op campaign with Catalina Island Company and Catalina Express, achieving 178K website clicks at GoToCatalina.com and an exceptional 14.23% CTR.

2023 saw the launch of the new site design for LoveCatalina.com

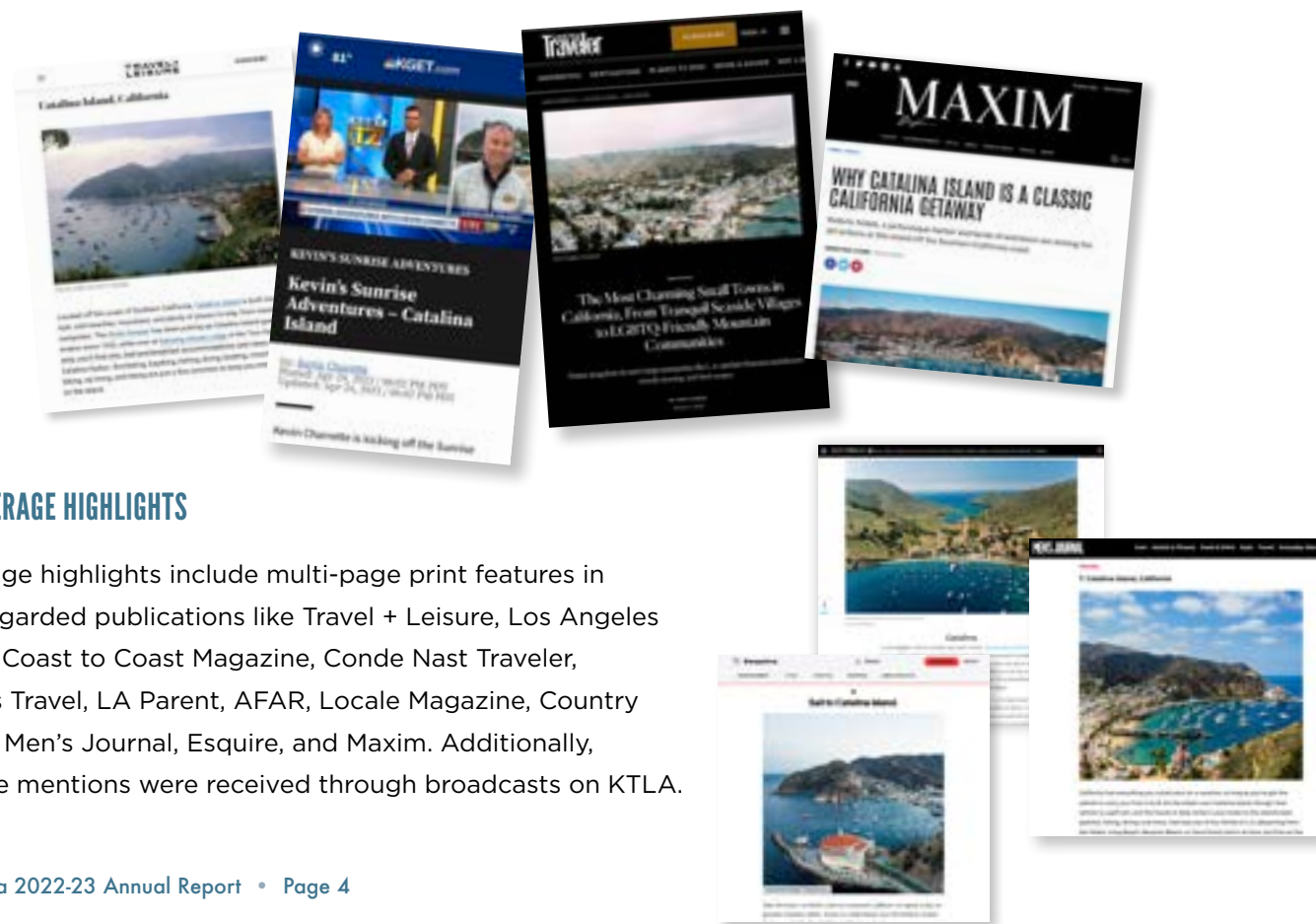


NEW WEBSITE LAUNCH

A new website was launched with a new design and functionalities including a Digital Asset Management tool for cataloguing photography and video for use by media and members, a new FAQ widget to answer commonly asked questions speedily, Quickview to readily view a member listing and Map Publisher that allows us to identify specific points or participants for events like Restaurant Week.

PUBLIC RELATIONS

Love Catalina Island Tourism Authority continually promotes Catalina Island as a top-tier destination for leisure travelers, emphasizing its safety and offering remarkable experiences for visitors of all ages. Media relations target key drive markets such as Los Angeles, Orange County, San Diego, and Arizona, along with national outreach to prominent travel publications throughout the year. Love Catalina also supports high-quality film productions, including commercials, TV shows, and movies.



PR COVERAGE HIGHLIGHTS

Coverage highlights include multi-page print features in well-regarded publications like Travel + Leisure, Los Angeles Times, Coast to Coast Magazine, Conde Nast Traveler, Fodors Travel, LA Parent, AFAR, Locale Magazine, Country Living, Men's Journal, Esquire, and Maxim. Additionally, notable mentions were received through broadcasts on KTLA.

PR SUCCESSES

372 Total Mentions: 372 stories for a combined audience of over **20 billion impressions.**

13 Total Hosted Visits: Hosted influencers such as @SimplyCyn (277K followers), @PlacesWeSwim (50.1K followers), and @ZizoTravel (5M followers), and media including Coast to Coast Magazine, Conde Nast Traveler, Fodors Travel, KGET-TV 17, Shondaland, Territory Supply, Travel Awaits x 2, Tribune Content Agency, Valley Scene Magazine.

20+ Total Pitch Angles: National and regional targeted pitch angles included seasonal "What's New" press releases, the annual PRIDE event details, holiday happenings, unexpected winter travel destinations, and general travel and island-focused stories.

NOTABLE INDUSTRY EVENT ATTENDANCE



North American Travel Journalists Association Annual Conference

May 16-20, 2023, Vice President of Marketing & Sales Cathy Miller attended the NATJA annual conference where she met with 20 travel writers one-on-one during the event's Media Marketplace. As a result of participating, Love Catalina will host five members of the travel media throughout the year.



CALIFORNIA TRAVEL ASSOCIATION
Tourism's United Voice

On May 17, 2023, President & CEO Jim Lüttjohann traveled to Sacramento as part of CalTravel's Tourism Advocacy Day. Lüttjohann was one of 95 DMO/Arts and Entertainment companies who visited with representatives including Assemblymember Muratsuchi (AD66), Senator Ben Allen (SD24), Assemblymember Chavez Zbur (AD 51), Josh Lowenthal (AD 60) and Lena Gonzalez (SD 33). Catalina issues discussed included: Support for undersea fiber project, electric vehicle charging infrastructure programs, and funding of tier 4 compliant boat/engine to meet with CARB requirements. In addition, he reiterated our ongoing need to be put on the map (literally and figuratively) to then be considered in State programs and State allocation of Federal programs.



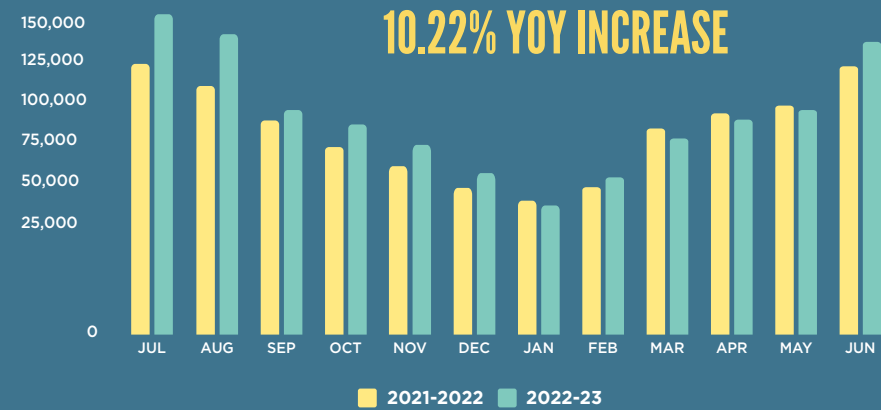
March 27-30, 2023, City Manager David Maistros, Board Member Conrado Vega and President & CEO Jim Lüttjohann attended with Cruise the West. Appointments with Carnival, Holland America, Disney, Lindblad Expeditions, Royal Caribbean Group and The World Residences at Sea. Visitor experience, community impacts and future calls were discussed. Lüttjohann is working with Disney Cruises for Disney Institute Training on Catalina in fall of 2023.



October 11-14 2022, former Mayor Pro Tem, Cinde MacGugan-Cassidy joined with President & CEO Jim Lüttjohann in attendance. All lines calling on the port of Avalon were met with and key topics included: Resolution of concerns re: Hospital Ballot Initiative fees; new City Manager; RFP @ White's Landing; New businesses and shore excursions were shared.

BY THE NUMBERS

VISITOR COUNTS BY MONTH

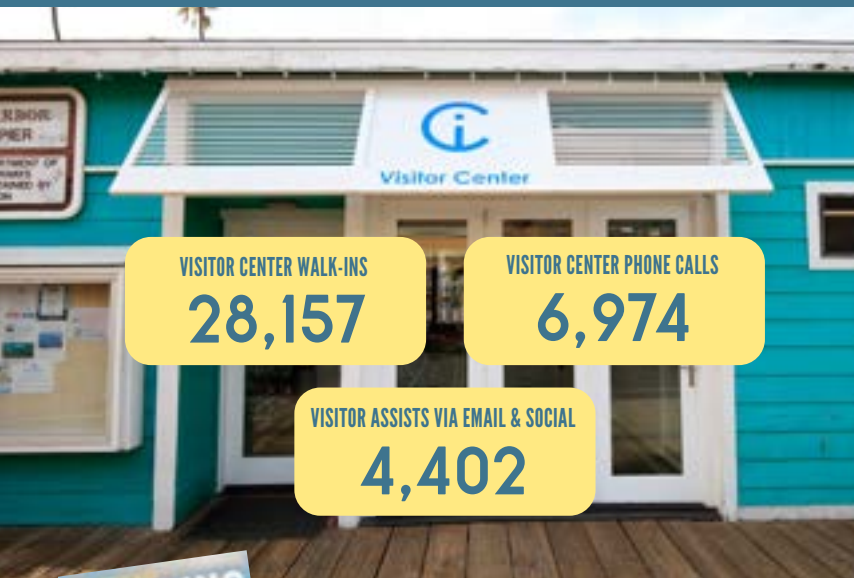


2022 - 2023 WEBSITE ANALYTICS



A Lively Calendar Produces Positive Economic Impact

Love Catalina Island works with event organizers to provide a robust special events calendar that makes Avalon and Catalina Island a better place to live and visit. Love Catalina produces **10 visitor-attracting events** throughout the year. While emphasis is placed on hosting events producing a positive economic impact to the island, Love Catalina Island also works closely with the City of Avalon and a number of agencies and associations to ensure island events run smoothly and are promoted effectively. We assist numerous event organizers and promote over **60 event days**.



VISITOR CENTER WALK-INS
28,157

VISITOR CENTER PHONE CALLS
6,974

VISITOR ASSISTS VIA EMAIL & SOCIAL
4,402



2022-2023 VISITORS GUIDE & MAP

- **64,567** visitors guides distributed
- **3,528** digital guides downloaded from LoveCatalina.com
- **175,000** maps distributed

EMAILS TO MEMBERS

- **156** Weather Updates sent, average open rate 50% (vs. 42 weather related emails sent during FY 21-22) 271% increase YOY
- **52** Thursday Updates sent weekly, average open rate 49% (vs. industry average 35%)

CONSUMER EBLASTS

- **16** consumer eblasts sent, average open rate 35.57% (on par with industry average)

BOOK > DIRECT STATISTICS

BOOKING REVENUE
\$1,622,987

SEARCHES

AVG LENGTH OF STAY
2.1 DAYS

AVG DAYS IN ADVANCE
37 DAYS

AVG DAILY RATE
\$341

REFERRALS

AVG LENGTH OF STAY
2.7 DAYS

AVG DAYS IN ADVANCE
59.1 DAYS

AVG DAILY RATE
\$253

SPECIAL EVENT HIGHLIGHTS 2022-23

July 4th 2022 - Love Catalina solicited \$23,148 in sponsorships and donations which helped to fund the day's events and activities including the golf cart parade, live performances by local bands, the USC Marching Band, and the fireworks display over Avalon Bay.

August 20, 2022 - The Highwayman Show Concert on Wrigley Stage.

September 3, 2022 - ABBA Tribute Concert on Wrigley Stage.

October 29, 2022 - Triathlon/Duathlon/5K: 230 people registered.

December 3-10, 2022 - Shop Catalina: 31 businesses participated offering specials and raffle prizes.

December 31, 2022 - The 49th Annual New Year's Eve Celebration sales opened online in mid-September. The event sold out with 674 guests in attendance. 21 volunteers assisted with decorations and seating.

June 1, 2023 - Taste Around Avalon: 22 restaurants, 615 participating "tasters", 245 ballots returned to vote for the "Best Taste" in each of 4 categories.

June 2-8, 2023 - Restaurant Week: Nine restaurants participated with prix-fixe menus and specials for the week.

June 24, 2023 - Pride Celebration, sponsored by US Bank. Activities included: pride walk, live broadcast on KISL, DJ's/ live music headlined by Pulp Vixen & after-parties. 350+ attendees, 21 booth sponsors.

MEMBER SERVICE EVENTS

SUMMER

Annual Meeting and Board Installation Dinner

FALL

Annual Marketing Conference

WINTER

Responsible Beverage Service Training
Servsafe Full Protection Managers Course
Community Job Fair
Board Retreat Workshop

SPRING

Care For Catalina's Shred Day
Care For Catalina's White's Landing Beach Clean Up
Sexual Harassment Prevention Classes
Carnival Cruise Lines Shorex Training

YEAR ROUND

Monthly Member Networking Mixers

MEMBER SERVICE RESULTS

- 575** | Guests attended 9 member mixers over the past 12 months
- 54** | Guests attended the Annual Meeting & Installation Dinner
- 54** | Members attended the Annual Marketing Conference
- 75** | Members attended 5 Educational Workshops & Fixers over the past 12 months
- 7.5%** | Love Catalina Island membership YOY increase

SOCIAL MEDIA AUDIENCES

	2021-22	2022-23	YOY INCREASE
	4,540	4,653	2.49%
	121,769	126,415	3.82%
	34,955	42,046	20.29%
	4,202	4,837	15.11%
	267	361	35.21%



The Care for Catalina programs were developed in 2019 to encourage dedication to conservation and sustainability efforts on Catalina Island to limit human impacts, protect the environment, and to foster learning more about Catalina's approach to sustainability and commitment to future generations. Together with community and statewide partners, Love Catalina Island Tourism Authority is fostering a new standard and better environment for all.

President & CEO Lüttjohann has a seat on the Catalina Island MPA Collaborative and materials promoting awareness and importance of the MPAs are displayed and distributed at the Catalina Island Visitor Center and in boater/yacht club outreach.

Recent efforts included the launch of the **Kind Traveler Program** through which travelers visiting the island can play an important role in the conservation of Catalina Island. To do so Love Catalina has partnered with Visit California and Kind Traveler.



Travelers who book a hotel stay directly via the Kind Traveler website will be prompted to donate to the Catalina Island Conservancy or Catalina's Marine Animal Rescue Program. Avalon Hotel and Zane Grey Pueblo Hotel, are leading the way among lodgers.

Other sustainability work this year included Community Clean-Ups, Recycling and Invasive Plant Removal. Learn more about the programs at careforcatalina.com

RECYCLING/SHRED DAY

April 26 • 18 participants
189 boxes removed from the island for shredding and recycling

WHITE'S LANDING BEACH CLEAN UP

April 13 • 15 participants
17,247 invasive Sea Rocket plants removed



LOVE CATALINA LEADERSHIP & STAFF

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

2022-23 OFFICERS

- **Chair: Bryce Noll**, Leo's Catalina Drugstore
- **Chair-Elect: Amanda Bombard**, Catalina Express
- **Past Chair: Tim Kielpinski**, Catalina Island Conservancy
- **Treasurer: Ben Villalobos**, IEX Helicopters
- **Marketing Chair: Gail Fornasiere**, Catalina Museum for Art & History

2022-23 BOARD OF DIRECTORS

- **Andrew Allen**, Two Harbors Enterprises
- **Bart Glass**, Hamilton Cove Vacation Rentals & Real Estate
- **Cinde MacGugan-Cassidy**, Chet's Hardware, *partial term*
- **Conrado Vega**, Catalina Island Golf Carts
- **Daniel Teng**, Zane Grey Pueblo Hotel
- **Dave Stevenson**, Catalina Island Company
- **David Maistros**, City of Avalon
- **Janet Flathers**, Catalina Tours
- **Jason Paret**, Catalina Island Medical Center
- **Megan Wright**, Cafe Metropole
- **Mesa Bradley**, Ciao-Baci & Browns Bikes
- **Michael Ponce**, Catalina Art Association
- **Nicole Hohenstein**, Catalina Island Inn & Catalina Canyon Inn
- **Sharon Gorelczenko**, Catalina Coastal Tours, *partial term*
- **Tim Foley**, US Bank

STAFF

- **Jim Lüttjohann**
President & CEO/Film Liaison
- **Cathy Miller**
Vice President - Marketing & Sales
- **Michelle Warner**
Destination Marketing Manager
- **Janet DeMyer**
Events Manager
- **Victoria Johnson**
Administrative Manager
- **Carmen Chavez**
Visitor & Member Services Manager
- **Beth Smith**
Visitor Services Specialist
- **Veronica Padilla**
Visitor Services Specialist
- **Kimberly Carrillo**
Visitor Services Specialist

