

PROMOTING

ECONOMIC GROWTH FOR OUR ISLAND



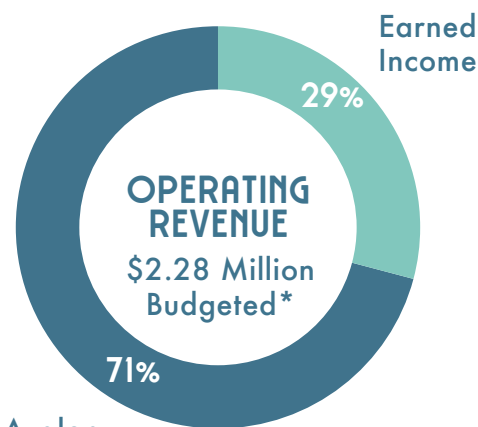
LOVE CATALINA
ISLAND™

Tourism Authority

2023-24 ANNUAL REPORT

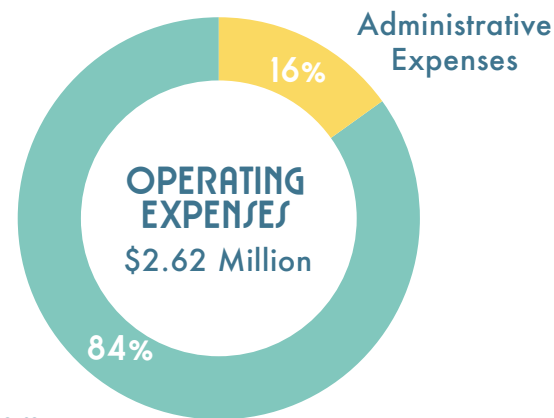


LOVE CATALINA ISLAND TOURISM AUTHORITY ANNUAL BUDGET



City of Avalon
TOT Allocation

* 2.88 million with carryover from prior year and additional true up funds anticipated.



Program
Services

AUDITED FINANCIALS

Auditors will begin examining our books in August with results to be reported to the City of Avalon and our members in the fall. Pre audited financials indicate a shortage against budget due to moving City TOT true-up funds allocation to a prior fiscal year. Additional true-up funds for the current fiscal year are anticipated which will impact total revenue.

DEAR

Members & Community Leaders:

On the following pages, please find the Annual Report for Love Catalina Island's fiscal year 2023/24. Please take the time to read and appreciate the success and challenges called out in what has been a year of significant ups and downs.

Weather along with the subsidence of the post COVID travel surge has led us to resetting at a more normal pace. Visitor counts were up by 5.21% year over year while both hotel occupancy and short-term rental occupancy was down 1.42% and 5.77% respectively.

Systemic organizational changes and board development continued with Charney Associates in several full days of board governance workshops resulting in new bylaws and a new mission statement. Staff administered RFPs for providers of services including the Catalina Island Concert Series, Pride and for the Catalina Island Visitors Guide/Visitor Map production.

The launch of a new digital asset management system was also completed with new content being added for media and member use on an ongoing basis. This system offers a wide-range of digital assets to showcase Catalina Island as a premier destination for all. Staff and contractors also conducted two photo and video shoots further adding to the future digital assets.

A successful 50th Annual New Year's Eve Gala and other Love Catalina events all saw growth over prior years.

None of this could have been accomplished without a hard-working staff, top-notch contractors, the supportive City of Avalon and our many engaged members.

A summary of the year would not be complete without acknowledging the departure of long-time board members Gail Fornasiere, Tim Foley, Tim Kielpinski, Daniel Teng and as of June 30, 2024, Nicole Hohenstein and Bryce Noll. We look forward to continuing to collaborate with these valued members as we call on their expertise and knowledge of Catalina Island.

Thank you all for the honor of letting me serve as this year's Board Chair.

Amanda Bombard

OUR MISSION

Businesses, Residents and Visitors Benefit from Catalina Island's Vitality as a Year-Round Tourism Destination.

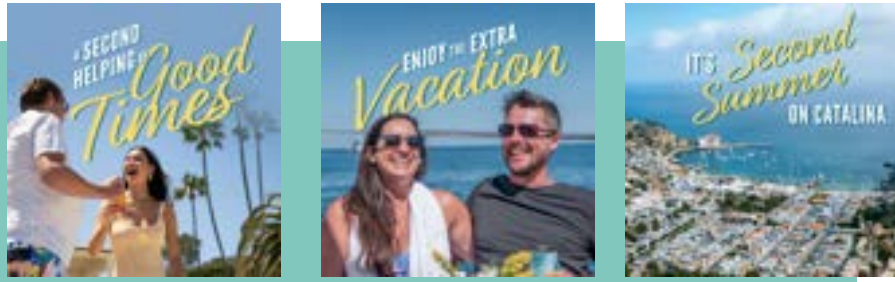
OUR VISION

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 of precious resources
- Prepare for crisis or change
- Be stewards for Catalina's unique character
- Establish/maintain ample finances
- Be flexible and adaptive

MARKETING CAMPAIGNS

Using strategic seasonal campaigns and a variety of media channels including ConnectedTV, Paid and Un-paid Social, and Digital advertising, over **36 million impressions** were generated this year. We primarily targeted affluent residents of Southern California, bolstering shoulder and off-season overnight stays.



AUGUST - OCTOBER 2023: FALL CAMPAIGN

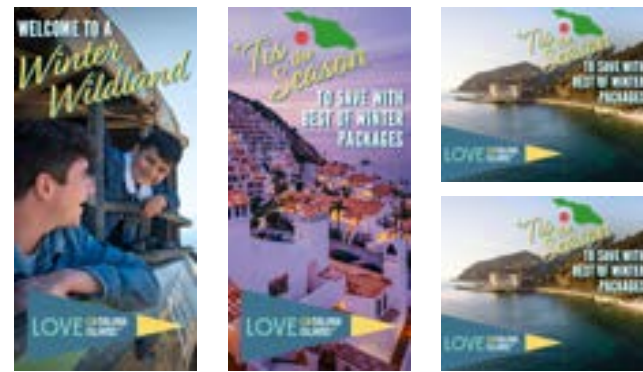
Our campaign, "Second Summer," positioned Catalina as a place where summer keeps going well into fall.

Impressions: 5,929,263
 Clicks: 35,238
 Avg CTR: 0.59%

NOVEMBER - DECEMBER 2023: HOLIDAY CAMPAIGNS

The "Best of Winter" and "'Tis the Season for Catalina" campaigns highlighted all the ways Catalina is the perfect new holiday tradition along with some fantastic Boat and Hotel packages.

Impressions: 4,042,349 Video Views: 438,100
 Clicks: 48,746 View Rate: 50.58%
 Avg CTR: 1.21%

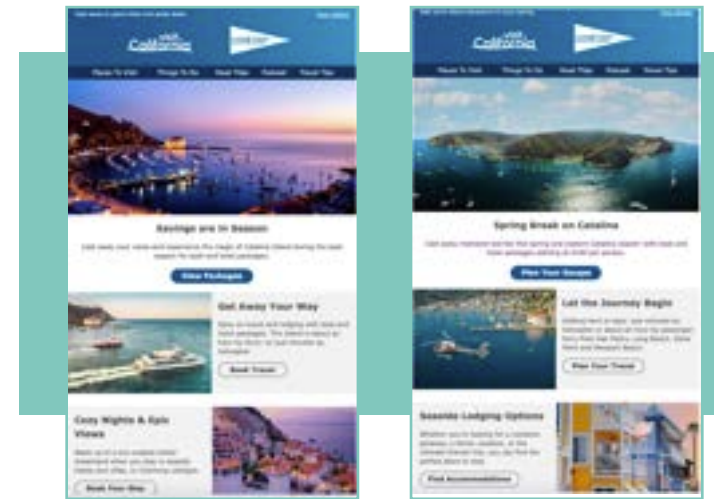


Visit California Emails

National distribution to 225,000+ email addresses (top 5 markets: CA, WA, TX, NY, VA)

- 7/19/23
- 11/14/23
- 1/16/24
- 3/22/24
- 5/7/24

Emails Delivered: 1,176,858
 Emails Opened: 632,272
 Open Rate: 53.73%



TravelZoo Emails

Greater Los Angeles area

- 9/19/23
- 4/25/24

Emails Delivered: 699,140
 Clicks: 8,337
 Clicks per email: 1.19%*

* Benchmark: 0.75%



CAST AWAY

JANUARY - JUNE 2024: SPRING-SUMMER CAMPAIGN

In January 2024 we launched "Cast Away", a refreshed and revitalized campaign to show consumers the vibrancy of the island in a new way. This launch exceeded our expectations and led to some incredible metrics!

Impressions: 26,475,009 Video Impressions: 7,046,483
 Clicks: 210,417 CTV/OLV Completions: 3,492,414
 Avg CTR: 0.79% Social Video Views: 1,488, 818
 80% YOY increase Social View Rate: 47.59%
 27% YOY increase



YEAR ROUND: TRIPADVISOR

Love Catalina maintained a strong presence on TripAdvisor, a platform where eager travelers search for their next escape, in a co-op campaign with Catalina Island Company and Catalina Express. This campaign effectively engaged potential visitors serving **1,827,835 impressions**, with **5,320 clicks** and a **CTR of 0.29%**.

GOTOCATALINA CAMPAIGN

We participated in a robust search engine marketing co-op campaign with Catalina Island Company and Catalina Express, achieving **248,539 website clicks** at GoToCatalina.com and an exceptional **26.17% CTR** from July 1, 2023 - June 9, 2024.

PUBLIC RELATIONS

Love Catalina Island Tourism Authority promotes Catalina Island as a premier year-round destination for leisure travelers, emphasizing the need to include overnight stays to experience everything it has to offer visitors of all ages.



COVERAGE HIGHLIGHTS

Over the last 12 months, coverage has appeared in nationally respected publications such as AFAR, Fodor’s Travel, AARP, and ELLE Décor, as well as countless regional and local outlets like the LA Times, San Diego Union-Tribune, and OC Register. Additionally, international newspapers such as France’s Le Figaro have featured stories about Catalina Island.



PR SUCCESSES

476 Total Mentions

476 stories for a combined audience of over **2.1 billion impressions**.

Total Hosted Visits: 12

We hosted influencers like @thenationalparktravelers (678K followers) and @barekiwi (63K followers), along with national and international journalists from outlets such as TimeOut USA, OC Register, 1859 Magazine, Hallo!USA, and Le Figaro, among many others.

55 Total Pitch Angles

Pitches have been drafted and shared with national and international media, highlighting exciting updates and news on the island. These include Earth Day 2024, Pride 2024, Care for Catalina, Leap Year promotions, Valentine’s Day activities, National Cruise Month, Islands for a Quick Getaway, Taste Around Avalon, and the 50th Annual New Year’s Eve Gala at the Casino.



DAM Update

The Digital Asset Management system is available on LoveCatalina.com and stores images and video content available to registered users including members, media and marketing partners.



Image Library

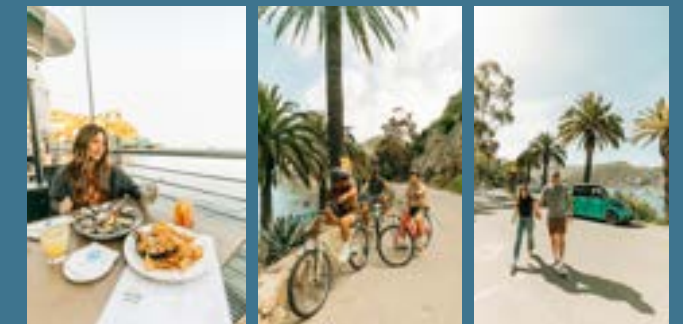
62ABOVE Photoshoot

Expanding our photo and video asset library, in collaboration with 62ABOVE, we recently hosted a content shoot on Catalina with a broad range of talent, meeting the goal of including more diversity. This, in return, broadened the age range and family status we are now able to display through the content we produce, allowing us to show off all the fun to be had on the island no matter who you are or where you stay.



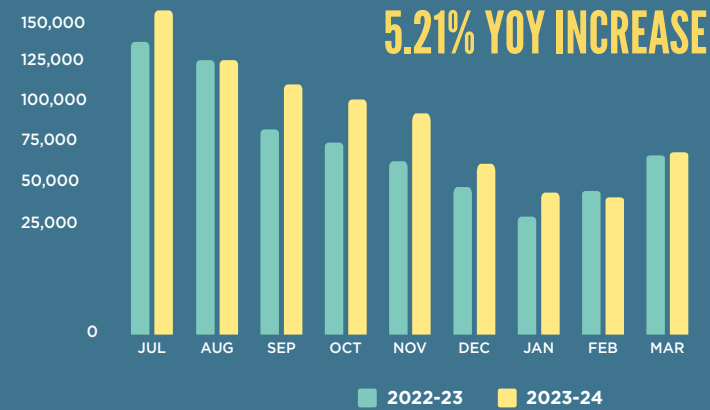
SimplySmith Photoshoot

SimplySmith Photography visited the island in March 2024 to capture a variety of images for Love Catalina. 300+ new images are now available for download and use by our members, media and marketing partners from our online digital asset management (DAM) system.



BY THE NUMBERS

VISITOR COUNTS BY MONTH



2023-2024 WEBSITE ANALYTICS AS OF JUNE 2024



SPECIAL EVENT HIGHLIGHTS 2023-24

July 4th, 2023 - Love Catalina solicited \$23,100 in sponsorships and donations which helped to fund the day's events and activities including the golf cart parade, live performances by the USC Marching Band, live music at Wrigley Stage, and the fireworks display over Avalon Bay.

July 15, 2023 - Venice (with special guests members of the Pine Mountain Logs) Concert on Wrigley Stage.

August 19, 2023 - Mick Adams & the Stones Concert on Wrigley Stage, canceled due to threat of Tropical Storm Hilary, unable to reschedule band due to scheduling conflicts.

September 2, 2023 - ABBA Tribute Concert on Wrigley Stage.

October 28, 2023 - Triathlon/Duathlon/5K 2023: Final year of event, approximately 230 participants.

December 2, 2023 - Shop Catalina & Community Tree-Lighting, 31 businesses participated offering special discounts and raffle prizes.

December 31, 2023 - 50th Anniversary New Year's Eve Celebration, online reservations opened on June 2, 2023. The event sold out on December 2 with a total of 671 paid guests (649 attended). 32 volunteers assisted with event set-up/decorations and seating at the event.

May 30, 2024 - Taste Around Avalon: 19 restaurants, 741 participating "tasters", 312 ballots returned to vote for the "Best Taste" in each of 4 categories (Food, Cocktail, Drink without Alcohol, Dessert). First place winners awarded \$100 each and bragging rights for the next year.

May 31-June 6, 2024 - Avalon Restaurant Week: Seven restaurants participated with prix-fixe menus and specials for the week.

June 24, 2023 - Pride Celebration, sponsored by US Bank. Activities included: pride walk, various vendor booths along Crescent Avenue, DJ's & live music on Wrigley Stage throughout the day and evening headlined by Pulp Vixen and after-party at the Chi Chi Club.

MEMBER SERVICE EVENTS

ONLINE TRAINING

- Responsible Beverage Server Training
- Sexual Harassment Prevention Training

FALL

Annual Marketing Conference, held at Topside by NDMK. 57 attendees participated.

SPRING

Community Shred Day, 10 business & residents participated, 79 boxes removed from the island for secure and confidential shredding.

SUMMER

ServSafe Full Protection Managers Course Held on-island, US Bank Founders Room. 10 attendees participated in the course.

MONTHLY MIXER HOSTS & ATTENDANCE

July 20 - 74th Annual Meeting & Installation of Officers & Directors plus Annual Awards, Held at Flx Biergarten, 73 attendees

September 14 - Hosted by Catalina Art Association, 76 attendees

October 19 - Hosted by City of Avalon Fire Department, 43 attendees

November 16 - Hosted by Catalina Art Association, 57 attendees

January 18 - Hosted by Avalon Destinations, Catalina Captured Memories, Weddings by the Sea and Shanda Photographic, 43 attendees

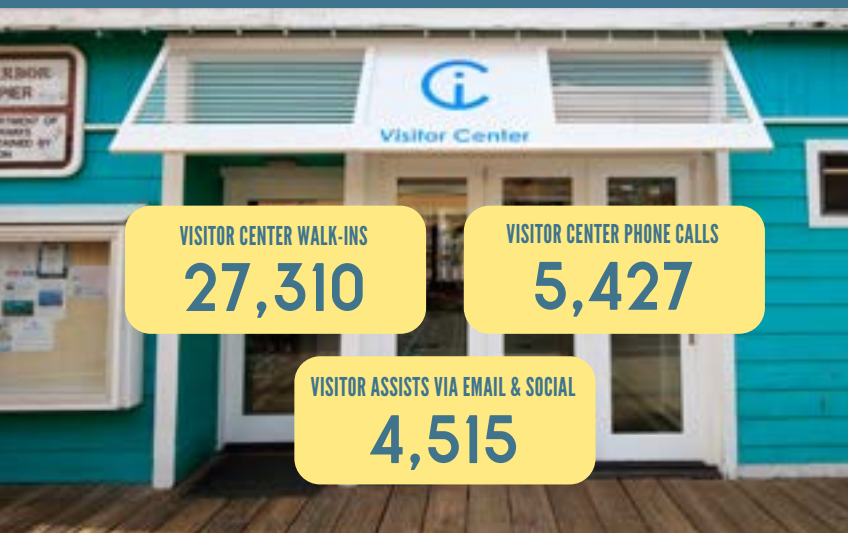
February 29 - Hosted by Akuario presents IMMERSED: Ocean Wonders, 58 attendees

March 21 - Hosted by Catalina Divers Supply, 47 attendees

April 18 - Hosted by The Avalon Hotel and Avalon Audio/Video & Smart Home, 62 attendees

May 16 - Hosted by Hotel Metropole & Metropole Market Place, 48 attendees

June 20 - Hosted by Catalina Coastal Tours & Fishing, Catalina Jet Ski Rentals and Catalina Xtreme Parasail, 80 attendees



VISITOR CENTER WALK-INS
27,310

VISITOR CENTER PHONE CALLS
5,427

VISITOR ASSISTS VIA EMAIL & SOCIAL
4,515

BOOK > DIRECT STATISTICS

Book > Direct keeps users on the DMO website while they research lodging options and connects them directly to the property for booking.

PROPERTY REFERRALS TO BOOKING ENGINES

AVG LENGTH OF STAY
2.7 DAYS

AVG DAYS IN ADVANCE
57.6 DAYS

AVG DAILY RATE
\$235

GOOGLE BUSINESS STATISTICS

Google Business highlights essential information for people who are searching for Catalina Island.

FY 23-24

CALLS
822

PROFILE VIEWS
21,892

SEARCHES
3,834

SOCIAL MEDIA AUDIENCES

	2022-23	2023-24	YOY INCREASE
Instagram	N/A	7,943	NEW!
Instagram	42,046	57,778	37%
LinkedIn	361	458	27%
TikTok	4,837	5,830	20%
Facebook	126,415	133,057	5%
X	4,653	4,654	0%

2023-2024 VISITORS GUIDE & MAP

- 62,570 visitors guides distributed
- 5,233 digital guides downloaded from LoveCatalina.com
- 175,000 maps distributed

417 EMAILS TO MEMBERS

- 206 general member communications (meetings, mixers, events)
- 159 'weather related' alerts
- 52 Thursday Update weekly member enewsletters

CONSUMER EBLASTS

- 22 consumer eblasts sent, average open rate 35%
- Consumer database grew to 134,000

NEW MEMBERS

17 new members joined Love Catalina in FY 2023-24.

Notable Industry Event Attendance

Throughout the year we were able to attend some productive industry and trade events which took our team far and wide to gain updates on the current state of our industry, promote unique networking opportunities, and gain new strategies to implement into our own brand.

- September 19-21, 2023 - **CalTravel Summit**, Monterey, CA
- November 7-10, 2023 - **Florida Caribbean Cruise Association (FCCA) Cruise Conference & Trade Show**, Mazatlan, Mexico
- February 3-4, 2024 - **Los Angeles Travel & Adventure Show**
- February 17-18, 2024 - **Phoenix Travel & Adventure Show**
- March 11-13, 2024 - **Visit California Outlook Forum**, Palm Springs, CA
- March 16-17, 2024 - **Bay Area Travel & Adventure Show**
- April 7-10, 2024 - **Seatrade Cruise Global**, Miami, FL.
- April 11, 2024 - **Visit California's San Francisco Media Marketplace**
- May 3-7, 2024 - **IPW**, Los Angeles, CA
- May 14-15, 2024 - **CalTravel Tourism Advocacy Day**, Sacramento, CA
- May 14-17, 2024 - **Annual North American Travel Journalists Association (NATJA) Conference & Marketplace**

On island visits throughout the year with political leaders:

- Senator Lena Gonzales
- County Supervisor Janice Hahn
- Assemblymember Josh Lowenthal
- Congressman Robert Garcia



LOVE CATALINA LEADERSHIP & STAFF

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

2023-24 OFFICERS

- **Chair: Amanda Bombard**, Catalina Express
- **Chair-Elect: Dave Stevenson**, Catalina Island Company
- **Past Chair: Bryce Noll**, Leo's Catalina Drugstore
- **Treasurer: Ben Villalobos**, Maverick Helicopters
- **Marketing Chair: Gail Fornasiere**, Catalina Museum for Art & History

2023-24 BOARD OF DIRECTORS

- **Andrew Allen**, Two Harbors Enterprises
- **Bart Glass**, Hamilton Cove Vacation Rentals & Real Estate
- **Cinde MacGugan-Cassidy**, Cassidy Family of Businesses
- **David Maistros**, City of Avalon
- **Elaina Garcia**, Catalina Island Mermaids
- **Janet Flathers**, Catalina Tours
- **Jason Paret**, Catalina Island Medical Center
- **John Alkibay**, Catalina Beverage Company
- **Megan Wright**, Cafe Metropole
- **Mesa Bradley**, Ciao-Baci & Browns Bikes
- **Nicole Hohenstein**, Catalina Island Inn & Catalina Canyon Inn
- **Shelia Bergman**, Catalina Museum for Art & History
- **Tim Foley**, US Bank
- **Whitney Latorre**, Catalina Island Conservancy

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
- **Dejah Burroughs**
Visitor Services Specialist



Care for Catalina was developed in 2019 to encourage conservation and sustainability efforts on Catalina Island, to limit human impacts, and to protect the environment, while fostering a commitment to future generations.

Some of the most notable "care" efforts this year included:

- Avalon Harbor Underwater Cleanup, February 24, 2024, co-hosted by Catalina Divers Supply and Avalon Rotary. 1,376.27 pounds of trash was removed by 282 volunteer divers.
- Community Shred Day, April 23, 2024. During this year's event we collected 79 boxes from 10 local businesses to be securely shredded by Corodata. Special thanks to Avalon Freight Services for their support during the event.
- Kayak Coastal Cleanup, May 18, 2024. The event was a collaboration between Bleu World, Wet Spot Rentals and Love Catalina. 17 participants including locals and island visitors kayaked down the coast to clean two beaches that are only accessible by sea. 326 pounds of debris was removed.
- Catalina Community Cleanups, held monthly. A collective effort to #CareforCatalina was led by Bleu World - they removed a total of 1,193.83 pounds of debris from the beaches, hills, and streets of our island community with the help of 160 volunteers during FY 2023-24.



The Kind Traveler Program through which visitors to the island can play an important role in the conservation of Catalina Island is ongoing. Travelers who book a hotel stay support either the Catalina Island Conservancy or Catalina's Marine Animal Rescue Program when staying at the Avalon Hotel or the Zane Grey Pueblo Hotel, respectively.

Learn more about the programs at [careforcatalina.com](https://www.careforcatalina.com).



Love Catalina Island Tourism Authority | P.O. Box 217, Avalon, CA 90704