

VISITOR & MEMBER SERVICES

NEW MEMBERS



5 new members joined:
Catalina Island Brew House, Cruise Newport Beach, MarketSharePR, Scuba by Design, Shanda Photographic

MEMBER E-BLASTS

E-blasts are regularly sent to the Board, City Council and general membership including but not limited to: Thursday Update weekly e-newsletter, weather alerts, public relations reports, visitor statistics, meeting agendas, employment interest forms, mixers, fixers and upcoming events/programs.

Member eblasts sent: **177**

Average open rate: **37%**

Average click rate: **3%**

PROGRAMS & EVENTS

Business Mixers & "Fixers"

- January 19 Mixer - CIMC Fitness Center
- February 16 Mixer - Catalina Island Co. Golf Gardens
- March 15 - ServSafe Managers Certification Course
- March 16 Mixer - Catalina Island Golf Cart/Lloyd's/Eric's
- March 27 - Community Job Fair
- Ongoing dates - Responsible Beverage Service Training

Representation at Trade Shows & Conferences

- March 27-30, Seatrade Global Cruise Conference in Ft. Lauderdale, Florida
- February 18-19, LA Travel & Adventure Show at the Los Angeles Convention Center

BOOK > DIRECT PERFORMANCE

The Book > Direct search widget on lovecatalina.com enables visitors to book commission free accommodations.

- Estimated booking revenue:
 - \$379,500 - up 4.44% over Q1 '22
- Estimated booking amount:
 - \$695 - up 13.33% over Q1 '22
- Conversion rate:
 - Up 31.87% over Q1 '22

EMAIL MARKETING

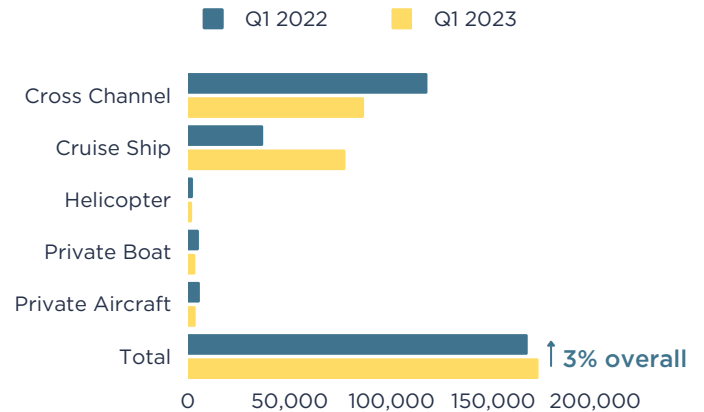
E-blasts are sent 1-2 times/month to our database of 128K prospective and returning visitors interested in receiving special offers and information about Catalina Island.

Consumer eblasts sent: **3**

Average open rate: **35%** (on par with industry average)

Average click rate: **3%**

VISITOR COUNTS



Visitor counts were adversely impacted by numerous weather-related conditions (wind, rain and colder than normal temperatures).

100+ boats were cancelled in Q1 '23.

Q1 BY THE NUMBERS

- ↑ **4,947**: Visitors Guides mailed
- ↓ **789**: Visitors Guides downloaded
- ↑ **4,665**: Visitor Center Walk-Ins



MEMBER, MARKETING & NETWORKING PROJECTS

- Launched a newly redesigned lovecatalina.com website with enhanced member features, including a new (DAM) digital asset management system and listing "quickview" functionality
- Began distribution of the 2023 Visitors Guide; including a mailing to 260 AAA offices and 1.6K LA/OC/SD hotels
- Opened sales for the 2023-24 Map & Directory
- Attended the Visit California Outlook Conference
- Attended the DMA West Marketing & Tech Summit
- Implemented a "Ski to Sea" online promotion and enter to win contest

CARE FOR CATALINA

- Began working on a program partnership with **Kind Traveler.**



Kind Traveler empowers travelers to make a positive impact through giving back to the communities they visit through a network of 150+ nonprofits.

- Supported the Avalon Harbor Underwater Cleanup through marketing and public relations efforts.

PAID MEDIA PERFORMANCE HIGHLIGHTS

Paid Ads ran on Connected TV, Epsilon, programmatic digital, and on social media.

Winter campaign dates: January 1, 2023 through February 28, 2023

Spring campaign dates: March 1, 2023 through May 30, 2023

Prospecting Ads: target NEW audiences to visit your site
Retargeting Ads: target audiences who have previously visited your site, while they visit other sites

WINTER CAMPAIGN: DISPLAY MEDIA

Top Prospecting Ad:

- Ad Size: 728x90
- Imps Served: 1,219,706
- Clicks: 1,947
- CTR: 0.16%
 - Industry Average: 0.10%



Top Retargeting Ad:

- Ad Size: 300x600
- Imps Served: 40,591
- Clicks: 86
- CTR: 0.21%
 - Industry Average: 0.10%

SPRING CAMPAIGN: DISPLAY MEDIA

Top Prospecting (Island Side) Ad:

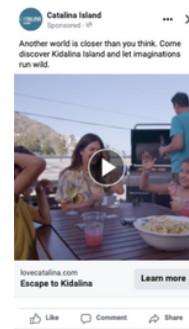
- Ad Size: 728x90
- Imps Served: 325,187
- Clicks: 477
- CTR: 0.15%
 - Industry Average: 0.10%



SPRING CAMPAIGN: SOCIAL MEDIA

Top Social Video Ad:

- Kidalina Video
- Imps Served: 826,571
- Video Plays: 330,570
- View Rate: 40.96%
 - Industry Average: 22%



Top Prospecting (Kidalina) Ad:

- Ad Size: 728x90
- Imps Served: 324,861
- Clicks: 477
- CTR: 0.15%
 - Industry Average: 0.10%



Top Social Carousel Ad:

- Island Side Carousel
- Imps Served: 605,312
- Clicks: 10,299
- CTR: 1.70%
 - Industry Average: 0.90%

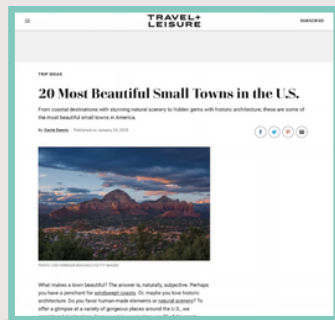
Top Retargeting (Stay & Play) Ad:

- Ad Size: 728x90
- Imps Served: 198,304
- Clicks: 378
- CTR: 0.19%
 - Industry Average: 0.10%



PUBLIC RELATIONS RECAP

Press coverage highlights include travel features in Travel + Leisure, Esquire, CBS News (KCAL-TV), Travel Awaits, San Diego Magazine, LOCALE Magazine, and more.



88
88 pieces of articles, stories, and mentions

4.3M
Combined reach of 4.3 million impressions

3.9B
Audience view of more than 3.9 billion

MEDIA RELEASES DISTRIBUTED

The PR team regularly shares media releases with local, regional and national media contacts. We also include members' releases on our website: lovecatalina.com/media/press-releases.

- What's New on Catalina in 2023 - January 13, 2023
- Port of Avalon Welcomes Disney Cruise Line - March 8, 2023
- Escape the Winter: Ski to Sea Adventure - March 21, 2023
- What's New for Spring 2023 - April 6, 2023

SOCIAL MEDIA AUDIENCE GROWTH (over Q1 '22)

4,651 followers Up 4.67%
 40,583 followers Up 19.35%
 123,763 followers Up 3.83%

4,597 followers Up 26.67%
 341 followers Up 26.98%

