

LOVE CATALINA  
ISLAND™

# Marketing Committee

FEBRUARY 16, 2023

# MARKETING STRATEGY

# PRIMARY OBJECTIVES

- Increase brand awareness as a one-of-a-kind, year-round destination
- Drive overnight stays with a focus on midweek and off-season
- Increase longer stays & in-market spend
- Expand owned audiences & return-visitor base
- Support & amplify partners
- Track industry trends & growth opportunities

## SOUTHERN CALIFORNIA

- Los Angeles
- Orange County
- San Diego

# TARGET MARKETS

## PRIMARY MARKETS

- Los Angeles
- San Diego
- Orange County

## GOOGLE ANALYTICS

	1,065,937 % of Total: 100.00% (1,065,937)
1. Los Angeles	273,736 (24.00%)
2. San Diego	54,858 (4.81%)
3. (not set) *	29,224 (2.56%)
4. Long Beach	16,977 (1.49%)
5. Las Vegas	15,028 (1.32%)
6. San Jose	15,018 (1.32%)
7. Phoenix	14,752 (1.29%)
8. San Francisco	14,323 (1.26%)
9. New York	13,093 (1.15%)
10. Avalon	12,824 (1.12%)

Jan 1, 2022 - Dec 31, 2022

20.00%	LOS ANGELES
4.81%	SAN DIEGO
1.49%	LONG BEACH
1.32%	LAS VEGAS
1.32%	SAN JOSE
1.29%	PHOENIX
1.26%	SAN FRANCISCO
1.15%	NEW YORK

\* The keyword (not set) simply identifies traffic that doesn't arrive via a particular keyword and hence may not come via any search at all.



# PAID MARKETING

# FY23 MEDIA PLAN

	PEAK SEASON		FALL CAMPAIGN		HOLIDAY CAMPAIGN		WINTER CAMPAIGN		SPRING CAMPAIGN			PRIDE
	July	August	September	October	November	December	January	February	March	April	May	June
<b>PAID SOCIAL</b>												
Facebook + Instagram												
NYE Promotion												
<b>CONNECTED TV</b>												
Conversant Epsilon												
Fifty												
<b>PROGRAMMATIC DISPLAY</b>												
Fifty												
<b>EMAIL and DISPLAY</b>												
TravelZoo - Newsflash												
TripAdvisor												
<b>GoTo Catalina Search</b>												
Google Ads												

= Direct Response/Conversion
  = Awareness
  = Full Funnel Capabilities
  = Engagement

# HOLIDAY CAMPAIGN



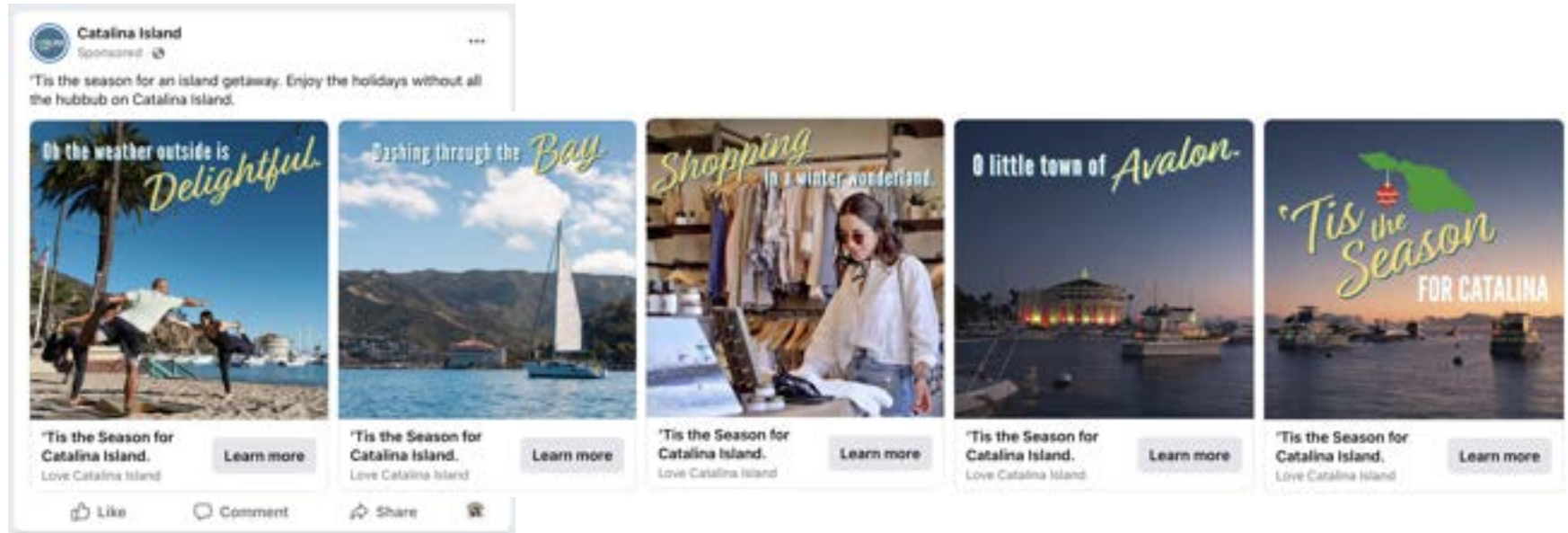
## Holiday :15 TV Commercial




## Holiday :30 TV Commercial




# Holiday Social Carousel




# Holiday Social Carousel



**Catalina Island**  
Sponsored · 


Put some nautical miles between you and the hustle and bustle of mainland with a holiday getaway to Catalina Island.



Oh the weather outside is *Delightful.*

'Tis the Season for Catalina Island.  
Love Catalina Island


[Learn more](#)



Bashing through the *Bay*

'Tis the Season for Catalina Island.  
Love Catalina Island


[Learn more](#)



*Shopping*  
In a winter wonderland.

'Tis the Season for Catalina Island.  
Love Catalina Island

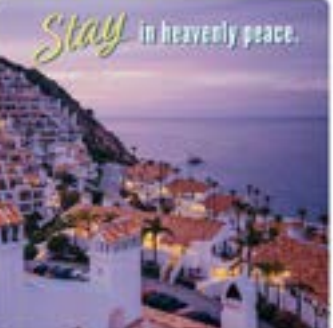
[Learn more](#)



*Laughing*  
all the way.

'Tis the Season for Catalina Island.  
Love Catalina Island



[Learn more](#)






*Stay* in heavenly peace.

'Tis the Season for Catalina Island.  
Love Catalina Island

[Learn more](#)

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 Comment  Share 

# Holiday Social Video





# Holiday Display Ads



# Shop & NYE Social Ads



# HOLIDAY AD PERFORMANCE

# Display Ad | Prospecting

November 1 - December 23, 2022

Creative	Impressions	Clicks	CTR	Total Conversions
FIFTY - Cross Device - Love Catalina FY23 - Prospecting - 160x600 - Banner	163,263	90	0.06%	52
FIFTY - Cross Device - Love Catalina FY23 - Prospecting - 300x250 - Banner	253,096	143	0.06%	64
FIFTY - Cross Device - Love Catalina FY23 - Prospecting - 300x600 - Banner	35,201	51	0.14%	33
FIFTY - Cross Device - Love Catalina FY23 - Prospecting - 320x50 - Banner	2,703,650	2,705	0.10%	777
FIFTY - Cross Device - Love Catalina FY23 - Prospecting - 728x90 - Banner	795,247	1,244	0.16%	188
<b>TOTAL</b>	<b>3,950,457</b>	<b>4,233</b>	<b>0.11%</b>	<b>1,114</b>

728x90

Industry Average  
CTR: 0.10%



# Display Ad | Retargeting

November 1 - December 23, 2022

Creative	Impressions	Clicks	CTR	Total Conversions
FIFTY - Cross Device - Love Catalina FY23 - Retargeting - 160x600 - Banner	63,317	49	0.08%	43
FIFTY - Cross Device - Love Catalina FY23 - Retargeting - 300x250 - Banner	194,562	123	0.06%	77
FIFTY - Cross Device - Love Catalina FY23 - Retargeting - 300x600 - Banner	33,288	46	0.14%	40
FIFTY - Cross Device - Love Catalina FY23 - Retargeting - 320x50 - Banner	664,318	815	0.12%	347
FIFTY - Cross Device - Love Catalina FY23 - Retargeting - 728x90 - Banner	325,098	471	0.14%	214
<b>TOTAL</b>	<b>1,280,583</b>	<b>1,504</b>	<b>0.12%</b>	<b>721</b>

728x90



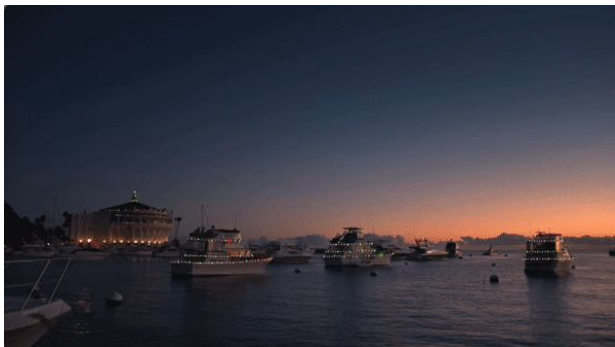
320x50



Industry Average  
CTR: 0.10%



# CTV Videos | Prospecting



November 1 - December 23, 2022

Creative	Impressions
FIFTY - CTV - Prospecting - FY23 Tourism - 15 Spot - 1x1 - Tracker	26,423
FIFTY - CTV - Prospecting - FY23 Tourism - 30 Spot - 1x1 - Tracker	38,086
<b>TOTAL</b>	<b>64,509</b>

# FB/IG Videos | Prospecting



November 1 - December 23, 2022

Creative	Impressions	Clicks	CTR	Video Plays	View Rate	AV Post Engagements
Love Catalina - FY23 - PRO - 'Tis The Season - 15sec	270,787	1,797	0.66%	92,020	33.98%	93,513
Love Catalina - FY23 - PRO - 'Tis The Season - 30sec	625,040	4,886	0.78%	209,161	33.46%	213,064
Love Catalina - FY23 - PRO - Holiday Boat Special - 30sec	182,989	1,127	0.62%	63,860	34.90%	64,787
<b>TOTAL</b>	<b>1,078,816</b>	<b>7,810</b>	<b>0.72%</b>	<b>365,041</b>	<b>33.84%</b>	<b>371,364</b>

Industry Average  
View Rate: 22.00%

Catalina View  
Rate: 33.84%

# Facebook & Instagram | Prospecting



November 1 - December 23, 2022

Creative	Impressions	Clicks	CTR	AV Post Engagements
Love Catalina - FY23 - PRO - 'Tis The Season - Carousel Ad1	469,790	4,204	0.89%	3,865
Love Catalina - FY23 - PRO - 'Tis The Season - Carousel Ad2	50,005	607	1.21%	526
Love Catalina - FY23 - PRO - 'Tis The Season - Shop Catalina Ad3	11,170	416	3.72%	337
Love Catalina - FY23 - PRO - 'Tis The Season - New Years Eve Ad4	294,078	9,289	3.16%	6,234
<b>TOTAL</b>	<b>825,043</b>	<b>14,516</b>	<b>1.76%</b>	<b>10,962</b>

Industry Average  
CTR: 0.90%

# Facebook & Instagram | Retargeting



November 1 - December 23, 2022

Creative	Impressions	Clicks	CTR	AV Post Engagements
Love Catalina - FY23 - RTG - 'Tis The Season - Carousel Ad1	345,973	4,008	1.16%	3,135
Love Catalina - FY23 - RTG - 'Tis The Season - Carousel Ad2	49,508	576	1.16%	484
Love Catalina - FY23 - RTG - 'Tis The Season - Shop Catalina Ad3	98,603	2,511	2.55%	1,882
Love Catalina - FY23 - RTG - 'Tis The Season - New Years Eve Ad4	92,047	2,971	3.23%	1,971
<b>TOTAL</b>	<b>586,131</b>	<b>10,066</b>	<b>1.72%</b>	<b>7,472</b>

Industry Average  
CTR: 0.90%

# WINTER CAMPAIGN



## Winter TV & Video



# Winter Social Ads - Carousel

**Catalina Island**  
Sponsored · 🌐

Add some unexpected to your winter and come stay on Catalina Island—a totally unique kind of winter wonderland.



*Winter Dreamland*

Stay and Play on Catalina  
Love Catalina Island

Book now



*Winter Wildland*

Stay and Play on Catalina  
Love Catalina Island

Book now



*Winter Cruiseland*

Stay and Play on Catalina  
Love Catalina Island

Book now



*Winter Adventureland*

Stay and Play on Catalina  
Love Catalina Island

Book now



*Winter Feastland*

Stay and Play on Catalina  
Love Catalina Island

Book now

👍❤️🔖 131      5 comments · 7 shares

👍 Like    💬 Comment    ➦ Share    🌐

# Winter Display Ads - Prospecting

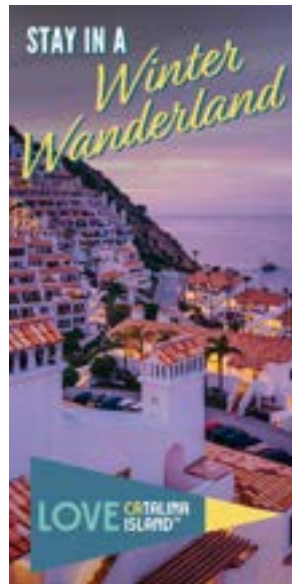




# Winter Display Ads - Prospecting



# Winter Display Ads - Retargeting





# WINTER AD PERFORMANCE

# Display Ad | Prospecting

December 23, 2022 - February 5, 2023

Placement	Impressions	Clicks	CTR	Conversions
FIFTY - Cross-Device - Love Catalina FY23 - Prospecting - 160x600 - Banner	106,547	78	0.07%	58
FIFTY - Cross-Device - Love Catalina FY23 - Prospecting - 320x50 - Banner	2,008,458	2,021	0.10%	704
FIFTY - Cross-Device - Love Catalina FY23 - Prospecting - 300x250 - Banner	336,937	312	0.09%	147
FIFTY - Cross-Device - Love Catalina FY23 - Prospecting - 300x600 - Banner	47,133	42	0.09%	27
FIFTY - Cross-Device - Love Catalina FY23 - Prospecting - 728x90 - Banner	782,191	1,322	0.17%	249
<b>TOTAL</b>	<b>3,281,266</b>	<b>3,775</b>	<b>0.12%</b>	<b>1,185</b>

320x50



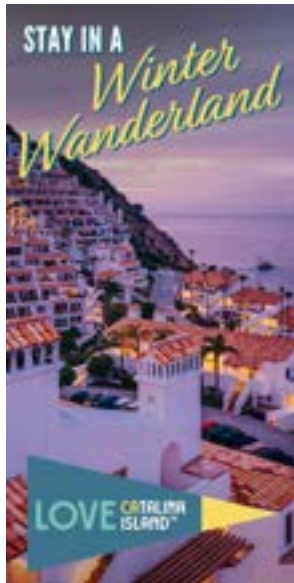
728x90



Industry Average  
CTR: 0.10%

# Display Ad | Retargeting

December 23, 2022 - February 5, 2023



300x600

728x90



Placement	Impressions	Clicks	CTR	Conversions
FIFTY - Cross-Device - Love Catalina FY23 - Retargeting - 300x250 - Banner	128,842	165	0.13%	115
FIFTY - Cross-Device - Love Catalina FY23 - Retargeting - 320x50 - Banner	669,147	828	0.12%	425
FIFTY - Cross-Device - Love Catalina FY23 - Retargeting - 160x600 - Banner	45,836	59	0.13%	47
FIFTY - Cross-Device - Love Catalina FY23 - Retargeting - 728x90 - Banner	214,932	359	0.17%	181
FIFTY - Cross-Device - Love Catalina FY23 - Retargeting - 300x600 - Banner	22,421	54	0.24%	40
<b>TOTAL</b>	<b>1,081,178</b>	<b>1,465</b>	<b>0.14%</b>	<b>808</b>

Industry Average  
CTR: 0.10%

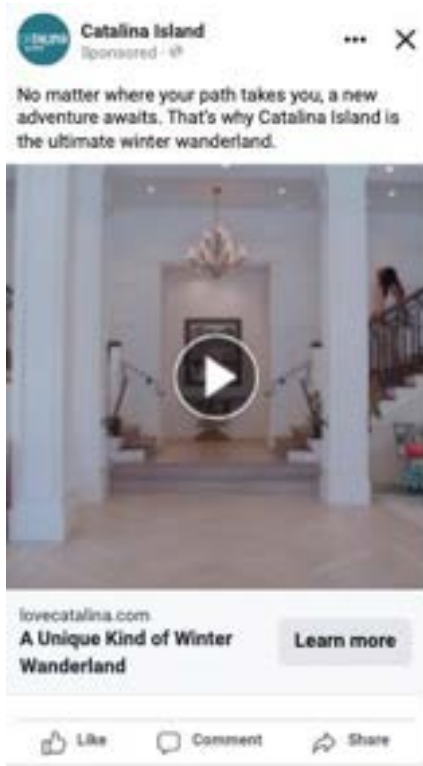
# CTV Videos | Prospecting



December 23, 2022 - February 5, 2023

Placement	Impressions
FIFTY - CTV - Love Catalina FY23 - Prospecting - 30sec - Video	493,393
<b>TOTAL</b>	<b>493,393</b>

# FB/IG Videos | Prospecting



December 23, 2022 - February 5, 2023

Placement	Impressions	Clicks	CTR	Video Plays	View Rate	AV Post Engagements
Facebook - Love Catalina FY23 - Prospecting - 30sec - Video	1,079,941	4,724	0.44%	386,725	35.81%	390,477
<b>TOTAL</b>	<b>1,079,941</b>	<b>4,724</b>	<b>0.44%</b>	<b>386,725</b>	<b>35.81%</b>	<b>390,477</b>

Industry Average  
View Rate: 22.00%

Love Catalina  
View Rate: 35.81%



# Facebook & Instagram | Prospecting

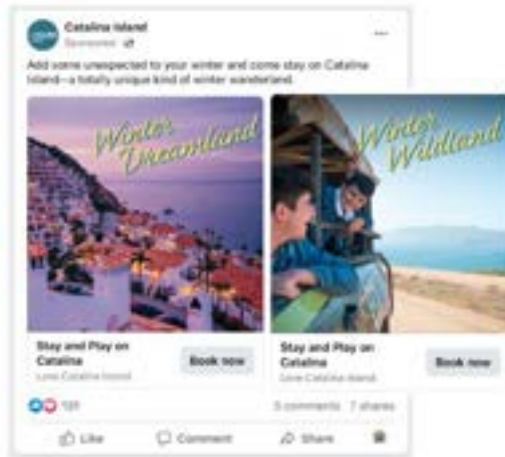
December 23, 2022 - February 5, 2023



Placement	Impressions	Clicks	CTR	AV Post Engagements
Facebook - Love Catalina FY23 - Prospecting	1,241,991	12,077	0.97%	10,207
<b>TOTAL</b>	<b>1,241,991</b>	<b>12,077</b>	<b>0.97%</b>	<b>10,207</b>

Industry Average  
CTR: 0.90%

# Facebook & Instagram | Retargeting



December 23, 2022 - February 5, 2023

Placement	Impressions	Clicks	CTR	AV Post Engagements
Facebook - Love Catalina FY23 - Retargeting	702,354	7,910	1.13%	7,008
<b>TOTAL</b>	<b>702,354</b>	<b>7,910</b>	<b>1.13%</b>	<b>7,008</b>

Industry Average  
CTR: 0.90%

# TRAVELZOO EBLAST

**TRAVELZOO****Catalina Island boat and stay packages, save up to 35%***By Camille Guzman*

**Why you should go:** Catalina Island, the southern-most Channel Island, is home to pristine beaches, noteworthy wildlife (bison, as one curious example) and a charming downtown. While on the island, visitors can book a variety of unique activities including bison tours, semi-submersible submarine excursions and an aerial adventure course (think rope ladders, log bridges, zip lines amidst the treetops of a eucalyptus grove).

**What's the big deal?** With this sale, a collection of over a dozen hotels on Catalina Island is offering discounted midweek stay packages that include roundtrip ferry tickets. A few options include the top-rated Avalon Hotel, the renovated Hotel Abwater or Mt Ada — also known as the former Wrigley mansion — overlooking Avalon Bay. Stay through March 17 and ride the Catalina Express ferry from Long Beach, San Pedro or Dana Point to the island Sunday-Thursday, returning Monday-Friday.

[View Deals](#)

# TRAVELZOO TRAFFIC

Jan 16, 2022 - Mar 8, 2022 ▼

Emails Sent: 335,728

Clicks: 6,758

Clicks / Emails: 2.01%

(TravelZoo benchmark: .75%)

Please note that TravelZoo used to report on open rates, however, iOS privacy updates have rendered that metric unreliable and because of that have shifted to Clicks/ Emails instead.

<input type="checkbox"/>	1. google / organic	27,107 (42.26%)
<input type="checkbox"/>	2. (direct) / (none) *	8,199 (12.78%)
<input type="checkbox"/>	3. Travelzoo / eBlast	6,563 (10.23%)
<input type="checkbox"/>	4. Facebook / PaidSocial	6,444 (10.05%)
<input type="checkbox"/>	5. Catalina Chamber Booking Widget / referral	4,658 (7.26%)
<input type="checkbox"/>	6. CoOpB / website	2,195 (3.42%)
<input type="checkbox"/>	7. Conversant / Display	2,002 (3.12%)
<input type="checkbox"/>	8. Fifty / Display	1,483 (2.31%)
<input type="checkbox"/>	9. bing / organic	1,019 (1.59%)
<input type="checkbox"/>	10. yahoo / organic	641 (1.00%)

\* (direct) / (none) means Google Analytics doesn't have any referral information for these users. This may include users who directly type the URL into their browser having seen it in an ad, PR or other.

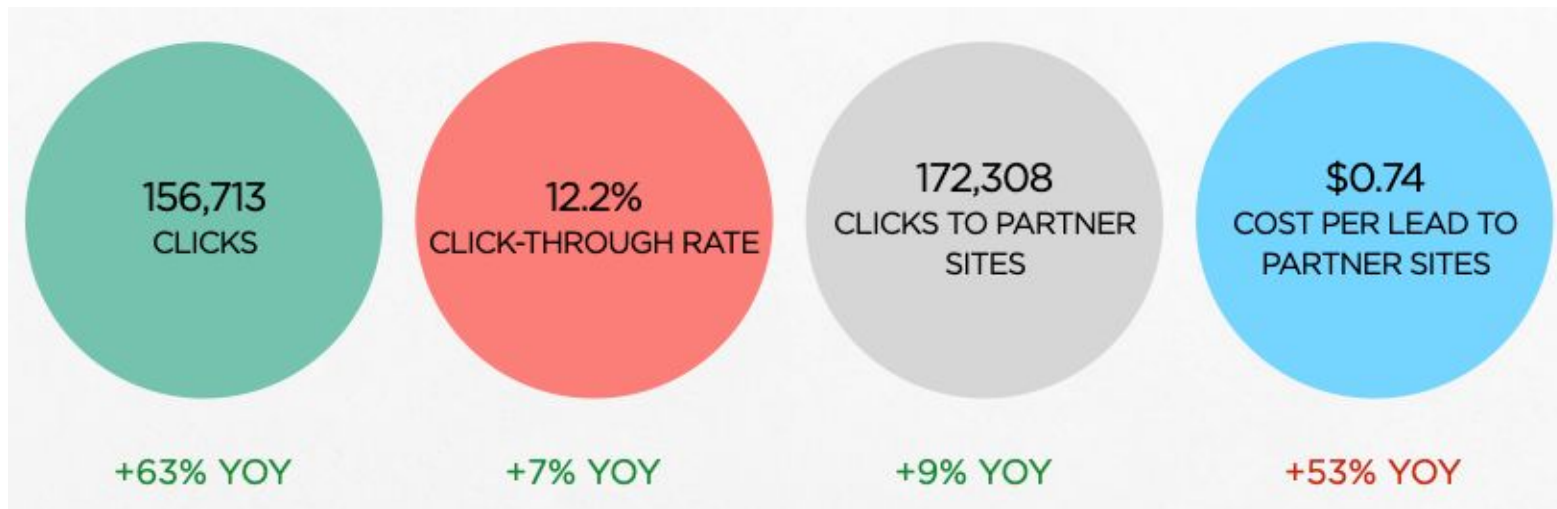
# Digital Media Key

- **IMPR - Impressions:** Impressions measure the number of times a piece of content — be it a Social post, an ad, etc — is consumed.
- **Clicks:** Clicks are a marketing metric that counts the number of times users have clicked on a digital advertisement to reach an online property.
- **CTR - Click Through Rate:** CTR is the number of clicks that your ad receives divided by the number of times your ad is shown:  $\text{clicks} \div \text{impressions} = \text{CTR}$ .
- **CPC - Cost Per Click:** CPC is also called pay per click (PPC). CPC is used to determine costs of showing users ads on media platforms.
- **AV Post Engagements:** Added Value Post Engagements are Comments, Likes and Shares on social ads.
- **Video View:** A video view is when users watches at least three seconds of a clip.
- **View Rate:** A ratio showing the number of paid views of a video ad to the number of impressions.
- **New User:** A “new user” is a visitor who, according to Google's tracking, has never been to your site before and is initiating their first session on your site.
- **User:** A “user” is a visitor who has initiated a session on your website: the moment a person lands on any page of your site, they are identified as either a new or returning user.
- **Session:** A “session” is a group of user interactions with your website that take place within a given time frame.



# GoTo Catalina Co-Op

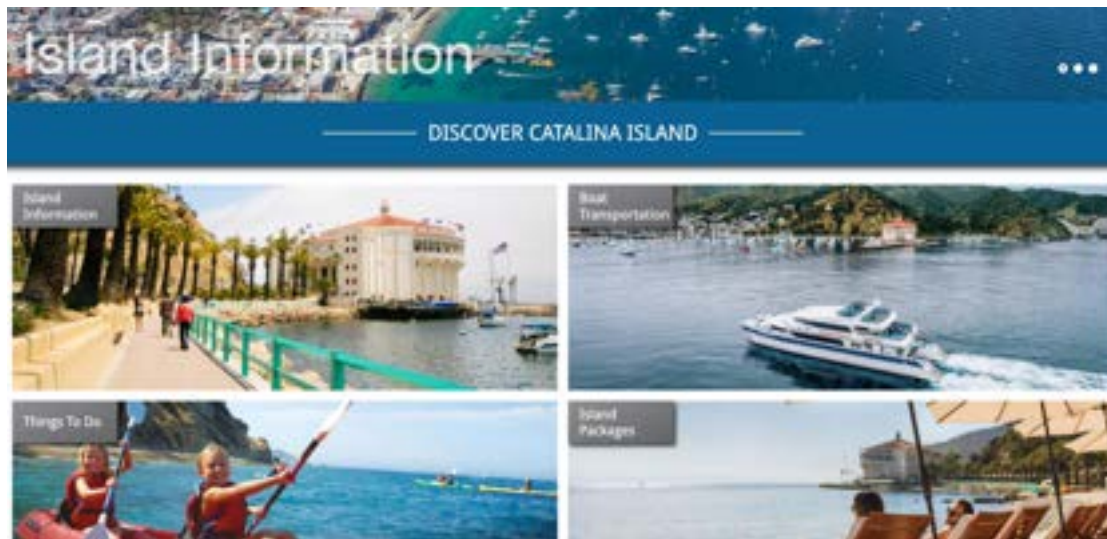
# 2022 KPI Highlights



- Partners include: Catalina Express, Catalina Island Company, Love Catalina
- Co-Op maximizes the benefits of high-intent brand search traffic, avoiding competition amongst partners, to drive low cost referral traffic to each partner's website.
- Brand search campaign runs on Google and is flighted for the entire year (except July)
- 2022 performance was strong with year over year growth across most metrics

# 2023 Recommendations

- Continue with brand search strategy at similar budget levels, applying seasonal weighting.
- Test new ad copy variations to increase click-through rate and drive more site traffic
- Introduce new ad type: Responsive Search Ads to increase search impression share
- Utilize image extensions to increase ad listing space and highlight partner visuals
- Research emerging artificial intelligence technology to uncover potential opportunities



# NEW SPRING CREATIVE



# NEW SPRING CREATIVE



Let Out Your Island Side  
Prospecting Display Ads



# NEW SPRING CREATIVE



Stay & Play Island Style  
Retargeting Display Ads

# NEW SPRING CREATIVE

Shake off your winter side and let out your island side on Catalina—anyway you like.

## Prospecting Paid Social Ads



LOVECATALINA.COM

Let out your carefree side.

LEARN MORE



LOVECATALINA.COM

Let out your wild side.

LEARN MORE



LOVECATALINA.COM

Let out your adventurous side.

LEARN MORE



LOVECATALINA.COM

Let out your explorer side.

LEARN MORE

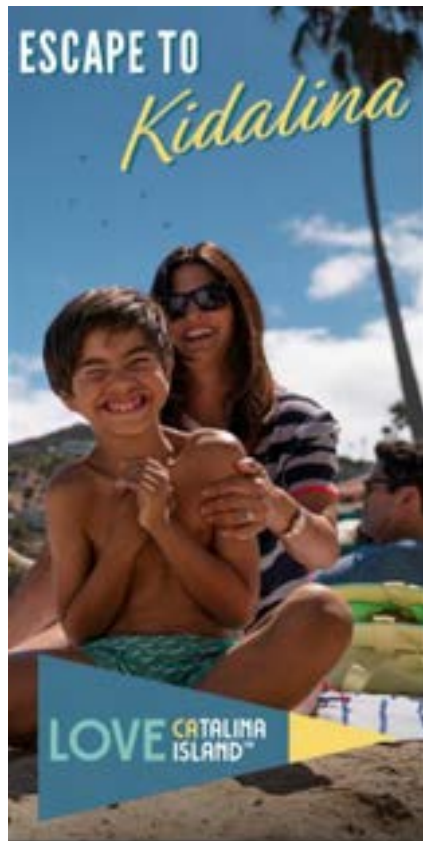


LOVECATALINA.COM

Let out your playful side.

LEARN MORE

# NEW SPRING CREATIVE



Escape to Kidalina  
Prospecting Display Ads



# NEW SPRING CREATIVE

## Prospecting Paid Social Ads

Welcome to an island-sized playground. Plan your getaway to Kidalina Island, Kidifornia and let the fun begin.



LOVECATALINA.COM

For adventurers of all sizes.

LEARN MORE



LOVECATALINA.COM

Explore wild new lands.

LEARN MORE



LOVECATALINA.COM

Build your sandcastle kingdom.

LEARN MORE



LOVECATALINA.COM

Take family time to new heights.

LEARN MORE



LOVECATALINA.COM

Awsomeness is on the horizon.

LEARN MORE

# PUBLIC RELATIONS



# PUBLIC RELATIONS

## Highlights from November 2022 to January 2023:

- Catalina Island was mentioned in 151 stories for a combined reach of more than 13.9 Million
- Targeted pitch angles to 60+ media, including:
  - “Holiday Happenings”
  - “Escape to Catalina Island”
  - “Romantic Destinations to Celebrate Valentine’s Day”
- Managed media visits with more than 5 media, including writers with Tribune Content Agency (Marlise Kast), Territory Supply (Freelancer, Elisa Parhad), Fodor’s Travel (Jill Weinlein) among others
- Press coverage highlights the month of November, December and January included general travel features in Country Living, Los Angeles Times, AFAR, Travel + Leisure and many more top publications

# COVERAGE HIGHLIGHTS

## CountryLiving

### 40 of the Sunniest Towns in America to Escape the Winter Blues

A bright break from the bleakest months is just a quick trip away.

BY CATHARINE PROCTOR AND JILL BLISSMAN UPDATED MAY 16, 2023

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Avalon, CA



The only incorporated city on Catalina Island, [Avalon](#) lives up to its fabled name with pristine beaches, stunning vistas, and European-influenced architecture that creates a truly enchanting setting. Surrounded by crystal blue waters, the spot's ideal for leisurely brunches and sailboat excursions in Avalon Bay.

## AFAR

TRAVEL INSPIRATION | READER'S CHOICE

BY CATHARINE PROCTOR AND JILL BLISSMAN

### The 10 Best Beaches in Southern California

From Santa Barbara to San Diego, we've narrowed down hundreds of miles to 10 magnificent beaches for your next sunny getaway.

#### Catalina Island

- Closest city: Los Angeles

Catalina Island, off the shore of Los Angeles, is accessible only by boat and a perfect destination for [weekend getaways](#). An hour-long ferry ride from San Pedro (around \$84 round-trip) will get you to Two Harbors, one of the Catalina's two cities, along with Avalon. From there, explore the beaches by renting a kayak (available from Two Harbor Dive & Recreation Center, Wet Spot Rentals, and others) and paddling out for the day. Or go all out and boat in with weekend supplies, including camping basics, which you can rent from Two Harbor Visitor Services. If you decide to camp, a ranger will check you in on site. As summer approaches, it's a good idea to book your reservation ahead through [Two Harbors Visitor Services](#).

Other options for [beach camping in California](#) include Scorpion Ranch in Channel Islands National Park and Kirk Creek Campground further north in Big Sur.

## Los Angeles Times

TRAVEL & RECREATION

### 14 L.A. experiences that are great gifts for people who 'don't want anything'

This one isn't for the faint of heart (or the motion sick) but it's an unforgettable trip for your more adventurous loved ones. With guides at the front and back of the group, you'll jet ski the 30 or so miles from Long Beach to Catalina Island, spend a few hours in Two Harbors, and jet ski back. The guides make the trip feel incredibly safe and, at its best, riding the jet skis feels like flying. You'll also pass various ocean life, depending on the season, which can include seals, pods of dolphins and even whales. Sharing a jet ski also takes the cost of this gift down significantly, but each ski does have a weight limit of 400 pounds.

\$399 (weekdays) at [JetSkiCatalina](#)

# PUBLIC RELATIONS

## MEDIA VISITS (completed and upcoming)

- **Heide Brandes Nov. 6-8** (Freelance: TravelAwaits)
- **Marlise Kast Nov. 11-13** (Freelance: Tribune Content Agency)
- **Elisa Parhad Dec. 18-20** (Freelance: BBC, INSIDER, Los Angeles Times, Travel + Leisure, Coastal Living, AAA Explorer, Territory Supply)
- **Jill Weinlein Jan. 23-24** (Fodors Travel)

### *Recent Visit:*

- **Wendy Lee Feb. 9-10** (Freelance: TravelAwaits)



@jillsfoodtravels

## Looking Ahead

- “What’s New for Spring” seasonal press release - March
- Spring travel segments with LA stations (KTLA, Fox 11, etc.) - March/April
- Memorial Day getaways and packages - May
- “What’s New for Summer” press release - June
- Pride Month - June
- Supplemental seasonal summer pitch angle examples:
  - “Best Towns to Celebrate 4th of July”
  - “Family-Friendly Summer Getaways”
  - “Unforgettable Camping Trips for Summer”
- Plan “Trek and Retreat” FAM targeting top outdoor adventure media/influencers (i.e. Outside Magazine, Sunset, etc.) - Fall
- Continue monitoring for NATJA, Visit California and HARO submission opportunities - ongoing

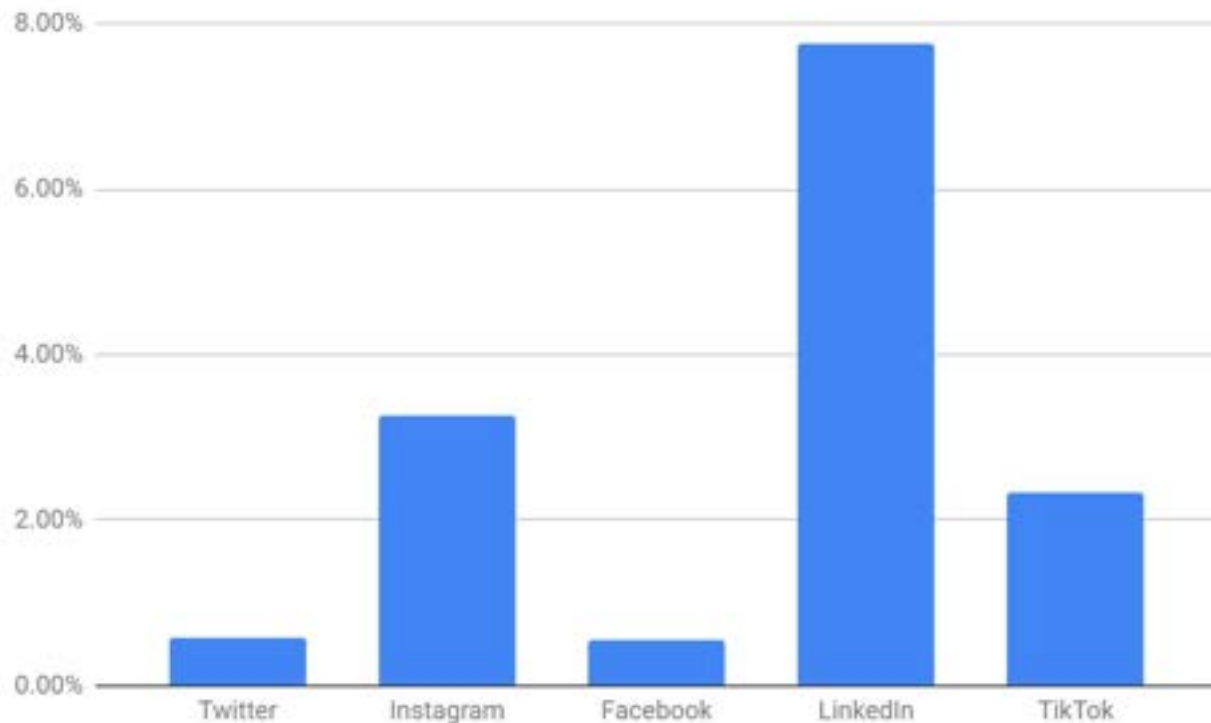


# WEBSITE & SOCIAL MEDIA



# SOCIAL MEDIA

- We have a strong and active social media presence across a variety of platforms.
- In the last quarter, our social media following has **increased** 1-8%. LinkedIn had the most growth, followed by Instagram, then TikTok.



# WEBSITE

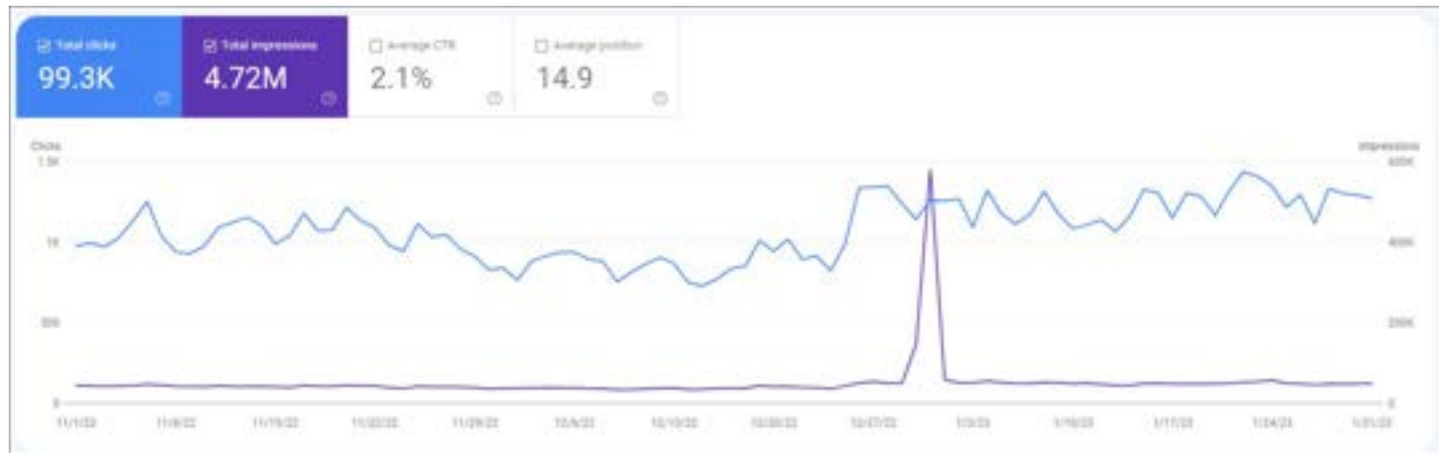
- Reaching **new users** through organic, paid social and direct traffic with high engagement.

First user default channel group ▾ +		+ New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
		244,346	165,216	54.35%	0.67	1m 04s	1,744,641
		100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1	Organic Search	135,682	110,992	64.47%	0.80	1m 16s	1,023,988
2	Paid Social	38,051	12,980	31.25%	0.34	0m 18s	167,239
3	Direct	31,402	21,173	46.39%	0.66	1m 14s	267,753
4	Unassigned	18,670	13,003	54.06%	0.69	1m 24s	154,914
5	Display	10,443	1,413	11.37%	0.14	0m 04s	42,167
6	Referral	6,316	5,354	61.71%	0.84	1m 38s	66,341
7	Organic Social	3,460	2,052	47.89%	0.57	0m 43s	20,799
8	Organic Video	187	25	12.76%	0.13	0m 00s	719
9	Email	106	52	41.6%	0.49	0m 51s	649

Stats from Google Analytics 4. \*Engagement/events include video starts, scroll, clicks (internal & external), downloads

# WEBSITE

- Organic Impressions of LoveCatalina.com on Google results and clicks to the website have increased over the last quarter.



\*Data from Google Console. Average position in search results across all keywords.  
Spike on Dec. 31 in impressions may be due to PR surrounding NYE event.

# Google Business Listing

**Catalina Island Visitor Center**

4.7 ★★★★★ 234 Google reviews

Tourist information center in Avalon, California

You manage this Business Profile

Address: 1 Green Pleasure Pier, Avalon, CA 90704

Hours: Open - Closes 5PM

Phone: (310) 510-1520

Questions & answers

Send to your phone

Reviews from the web

5/5 Facebook 1 note

Reviews

"Very fun and exciting place to bring your family"

"Beautiful place with tons of shops and restaurants"



Strong presence in Google Search with high interaction, visits to website and calls to Visitor Center.  
Hours, images, events, updates added frequently.

\*decline due to seasonality



# COLLATERAL & TRADE SHOWS



# VISITORS GUIDE

- #1 fulfillment piece and source of information for visitors planning a trip to the island
- Designed to sell Catalina Island to prospective visitors as a premier, year-round vacation destination
- Magazine style, featuring 80 pages, with business listings, 4 color ads, maps and new photography
- Sales begin in August each year
- Each member business receives a FREE business listing. Fee-based advertising and/or additional listings also available



# VISITOR GUIDE DISTRIBUTION

**50K printed in January 2023, for distribution throughout the year**

- Mailed in response to advertising leads, phone, mail, online & email inquiries
- Distributed in racks at 9 California Welcome Centers, Santa Monica Visitor Centers, Catalina Express & Catalina Flyer terminals, and 3 Southern CA Airports: Burbank, John Wayne & San Diego
- Mailed to 260+ AAA offices in CA, NV, AZ, NM, UT, ID, WA & OR
- Distributed at Travel Trade & Cruise Industry Trade Shows
- Available in racks at the Visitor Information Center on the Green Pleasure Pier
- Online edition available at [LoveCatalina.com](https://LoveCatalina.com) with direct links to businesses from display ads and listings

# DESTINATION MAP & DIRECTORY

- The Catalina Island Map & Directory is the most popular local marketing piece for Catalina Island
- Double sided, 7 panel folded brochure, with ads, listings, Avalon map and Island map
- Advertising supported; all member businesses offered the opportunity to purchase directory listings and/or display ads ( $\frac{1}{8}$  and  $\frac{1}{4}$  page ad spaces)
- Map sales are currently underway, ad/listing deadline is March 3, payment and artwork due March 10



# PRINTING & DISTRIBUTION

**175,000 copies printed annually in April and distributed for a year**

- In display racks at the mainland transportation terminals (Certified Folder)
- Mainland terminal windows + on-board the majority of the passenger ferries
- To visitors and cruise ship passengers at Visitor Information Center on the Green Pleasure Pier
- Through member businesses and island hotels
- At travel and cruise industry trade shows
- Included in media kits and welcome packets for groups visiting the island
- To 260+ AAA travel offices in CA, NV, AZ, NM, UT, ID, WA & OR
- Also available to view/print from [LoveCatalina.com](http://LoveCatalina.com)

# LURE BROCHURE

- 4" x 9" four color, double sided rack card, complements the Visitors Guide
- Perennial usage, last printed in 2022
- Highlights unique to Catalina traits, activities
- Drives consumers to LoveCatalina.com for more information, view/order the Guide, access upcoming special events with QR Code
- Because it is less expensive to produce than our Visitors Guide, we distribute these on the mainland through Certified Folder (LA & OC)





# TRAVEL & TRADE SHOWS

- Love Catalina Island member businesses have the opportunity to “buy-in” and attend individual shows of interest, along with Love Catalina
- Participation fees vary per day, per show. Fees do not include travel expenses, giveaways for in-booth drawing
- Opportunity is open to all members based on space available
- Catalina Island Visitors Guide & Maps are distributed at shows
- Members that attend shows are able to distribute their own materials and receive show attendee contact lists

# TRAVEL & TRADE SHOWS

## 2023 Schedule

- **Los Angeles Travel & Adventure Show**, February 18-19, 2023
- **Bay Area Travel Show**, 2023 postponed to 2024
- **Seatrade Global**, March 26-30, 2023
- **Florida Caribbean Cruise Association (FCCA)**, Fall 2023

THANK YOU