

LOVE CATALINA
ISLAND™

Marketing Committee

MARCH 17, 2022

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

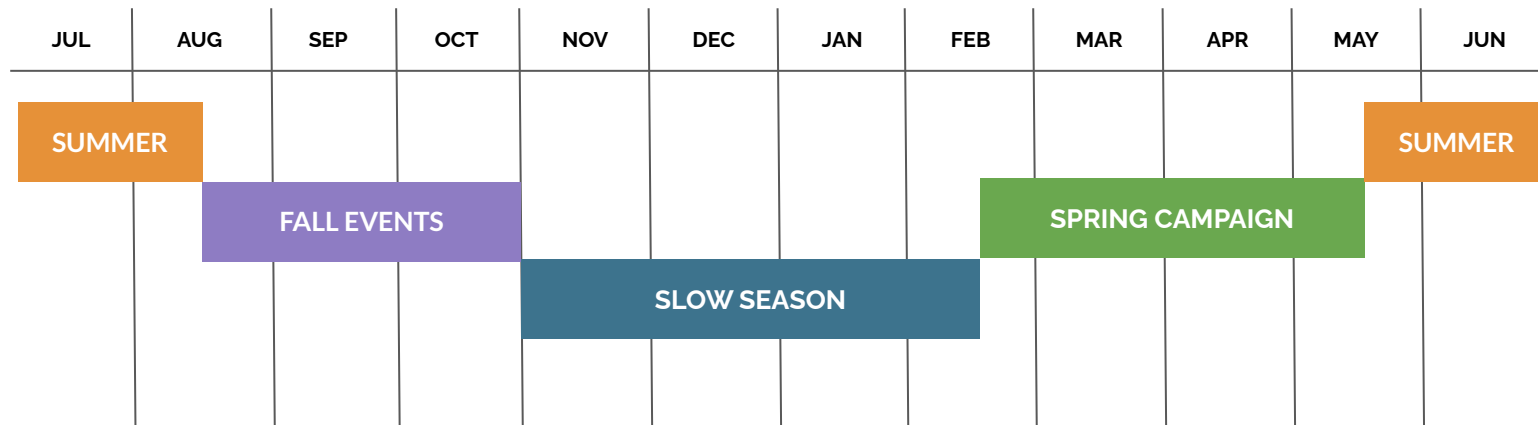
	1,009,459 % of Total: 100.00% (1,009,459)
1. Los Angeles	216,746 (20.24%)
2. San Diego	51,495 (4.81%)
3. (not set) *	19,929 (1.86%)
4. Irvine	18,344 (1.71%)
5. San Francisco	18,261 (1.70%)
6. Avalon	18,250 (1.70%)
7. Long Beach	17,988 (1.68%)
8. Las Vegas	17,520 (1.64%)
9. Phoenix	12,447 (1.16%)
10. Riverside	11,926 (1.11%)

Jan 1, 2021 - Dec 31, 2021 ▼

20.24% LOS ANGELES
4.81% SAN DIEGO
1.71% IRVINE
1.70% SAN FRANCISCO
1.68% LONG BEACH
1.64% LAS VEGAS
1.16% PHOENIX
1.11% RIVERSIDE

* 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.

MARKETING SEASONALITY



PAID MARKETING

FY22 MEDIA PLAN

	July	August	September	October	November	December	January	February	March	April	May	June
PAID SOCIAL												
Facebook + Instagram												
NYE Promotion												
CONNECTED TV												
Fifty												
PROGRAMMATIC DISPLAY												
Fifty												
EMAIL and DISPLAY												
TravelZoo - Newsflash												
TravelZoo - Cost per Click												
OOH												
Clear Channel Outdoor												
GoTo Catalina Search												
Google Ads												

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

2022 WEBSITE TRAFFIC

2022 vs 2021

Users

49.11%

201,958 vs 135,445



New Users

50.28%

201,122 vs 133,831



Sessions

45.44%

253,277 vs 174,141



Jan 1, 2022 - Mar 8, 2022

Compare to: Jan 1, 2021 - Mar 8, 2021

2022 WEBSITE TRAFFIC

2022 vs 2019

Users

16.07%

201,958 vs 173,996



New Users

17.93%

201,131 vs 170,558



Sessions

10.06%

253,289 vs 230,131



Jan 1, 2022 - Mar 8, 2022

Compare to: Jan 1, 2019 - Mar 8, 2019

2022 WEBSITE TRAFFIC SOURCES

1.	google / organic	110,805 (51.93%)
2.	(direct) / (none) *	27,370 (12.83%)
3.	Travelzoo / Email	16,356 (7.67%)
4.	Catalina Chamber Booking Widget / referral	16,239 (7.61%)
5.	Facebook / PaidSocial	10,044 (4.71%)
6.	Fifty / Display	6,467 (3.03%)
7.	CoOpB / website	5,852 (2.74%)
8.	bing / organic	3,654 (1.71%)
9.	Instagram / PaidSocial	2,642 (1.24%)
10.	lovecatalina.bookdirect.net / referral	1,534 (0.72%)

Jan 1, 2022 - Mar 8, 2022 ▼

19.5%
PAID DIGITAL

* (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.

TRAVELZOO TRAFFIC

Jan 16, 2022 - Mar 8, 2022 ▼

Emails Sent: 349,723

Open Rate: 11%

Typically see 8%-15% open rates

Clicks: 12,942

20% CTR, which is 2x-3x our average

* (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.

1.	google / organic	90,497 (50.87%)
2.	(direct) / (none) *	21,850 (12.28%)
3.	Travelzoo / Email	16,356 (9.19%)
4.	Catalina Chamber Booking Widget / referral	14,005 (7.87%)
5.	Facebook / PaidSocial	8,580 (4.82%)
6.	Fifty / Display	5,066 (2.85%)
7.	CoOpB / website	4,662 (2.62%)
8.	bing / organic	3,007 (1.69%)
9.	Instagram / PaidSocial	2,533 (1.42%)
10.	lovecatalina.bookdirect.net / referral	1,307 (0.73%)

Display Ad | Prospecting

January 1 - March 8, 2022

Creative	Impressions	Clicks	CTR	Total Conversions
FIFTY - Cross Device - Love Catalina FY22 - Prospecting - 160x600 - Banner	229,877	213	0.09%	88
FIFTY - Cross Device - Love Catalina FY22 - Prospecting - 300x250 - Banner	312,038	297	0.10%	107
FIFTY - Cross Device - Love Catalina FY22 - Prospecting - 300x600 - Banner	83,823	160	0.19%	61
FIFTY - Cross Device - Love Catalina FY22 - Prospecting - 320x50 - Banner	2,548,548	3,193	0.13%	928
FIFTY - Cross Device - Love Catalina FY22 - Prospecting - 728x90 - Banner	1,282,924	2,680	0.21%	415
	4,457,210	6,543	0.15%	1,599

Industry Average
CTR: 0.10%



320x50



728x90

Display Ad | Retargeting



300x250

January 1 - March 8, 2022

Creative	Impressions	Clicks	CTR	Total Conversions
FIFTY - Cross Device - Love Catalina FY22 - Retargeting - 160x600 - Banner	48,141	96	0.20%	32
FIFTY - Cross Device - Love Catalina FY22 - Retargeting - 300x250 - Banner	320,374	472	0.15%	122
FIFTY - Cross Device - Love Catalina FY22 - Retargeting - 300x600 - Banner	34,163	111	0.32%	10
FIFTY - Cross Device - Love Catalina FY22 - Retargeting - 320x50 - Banner	907,908	1,583	0.17%	48
FIFTY - Cross Device - Love Catalina FY22 - Retargeting - 728x90 - Banner	294,818	632	0.21%	65
	1,605,404	2,894	0.18%	277



320x50

Industry Average
CTR: 0.10%


CTV :30 Sec Video | Prospecting



January 1 - March 8, 2022


Creative	Impressions
FIFTY - CTV - Prospecting - FY22 Tourism - 30 sec BOLD - 1x1 - Tracker	1,394,867
	1,394,867

Facebook & Instagram | Prospecting


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... ✕

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Roll With It
 Catalina Island hotel packages, ...

LEARN MORE




 881

84 Comments
 61 Shares


 Like
  Comment
  Share

January 1 - March 8, 2022

Creative	Impressions	Clicks	CTR	AV Post Engagement	Spend	CPC
FB - Roll-Bikers - Link Ad	485,459	13,126	2.70%	5,752	\$ 6,792.97	\$ 0.52
FB - Stay-Bikers - Link Ad	51,467	1,185	2.30%	520	\$ 514.53	\$ 0.43
FB - Wander On-Hikers - Link Ad - Get off the Grid	165,725	1,170	0.71%	770	\$ 1,067.75	\$ 0.91
FB - Wander On-Hikers - Link Ad - Take a Hike	295,206	2,176	0.74%	1,295	\$ 2,134.06	\$ 0.98
FB - Wander Wild-Hikers - Link Ad - Get off the Grid	329,415	3,935	1.19%	1,871	\$ 3,009.59	\$ 0.76
FB - Wander Wild-Hikers - Link Ad - Take a Hike	421,755	3,857	0.91%	1,924	\$ 3,144.56	\$ 0.82
IG - Roll-Bikers - Link Ad	294,551	1,626	0.55%	2,238	\$ 4,073.72	\$ 2.51
IG - Stay-Bikers - Link Ad	27,970	147	0.53%	269	\$ 395.66	\$ 2.69
IG - Wander On-Hikers - Link Ad	2,687	5	0.19%	37	\$ 28.76	\$ 5.75
IG - Wander Wild-Hikers - Link Ad	38,460	150	0.39%	339	\$ 408.13	\$ 2.72
Grand Total	2,112,695	27,377	1.30%	15,015	\$21,569.73	\$ 18.09


Industry Average
CTR: 0.90%

Facebook & Instagram | Retargeting


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... ✕

A real getaway involves all your senses. Come find the flavor of Catalina Island—just bring your appetite.



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Roam Wild
 By sea or air, getting to Catalina i... [BOOK NOW](#)

👍❤️👉 31 3 Comments 4 Shares

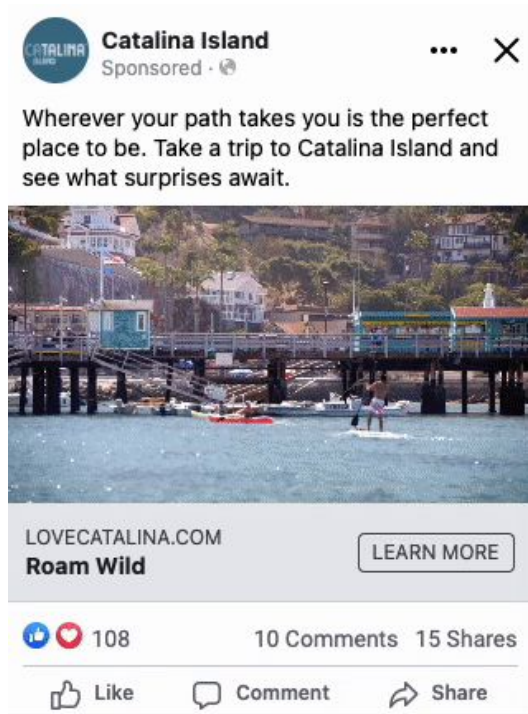
👍 Like 💬 Comment ➦ Share

January 1 - March 8, 2022

Creative	Impressions	Clicks	CTR	AV Post Engagement	Spend	CPC
FB - Savor-Michelle - Link Ad	51,693	851	1.65%	526	\$ 1,146	\$ 1.35
FB - Taste-Michelle - Link Ad	112,683	2,107	1.87%	1,177	\$ 2,505	\$ 1.19
IG - Savor-Michelle - Link Ad	31,766	112	0.35%	88	\$ 792	\$ 7.07
IG - Taste-Michelle - Link Ad	65,189	273	0.42%	243	\$ 1,527	\$ 5.59
Grand Total	261,331	3,343	1.28%	2,034	\$ 5,970.19	\$ 15.20

Industry Average
CTR: 0.90%

FB/IG :30 Sec Video | Prospecting



January 1 - March 8, 2022

Creative	Impressions	Clicks	CTR	Video Plays	AV Post Engagement	Spend	CPC
FB - Bold - 30sec Video	338,192	2,029	1.75%	111,502	112,751	\$ 2,278	\$ 1.12
FB - Script - 30sec Video	921,877	5,607	1.74%	321,940	325,370	\$ 5,918	\$ 1.06
IG - Bold - 30sec Video	355,446	632	0.53%	124,548	125,569	\$ 1,606	\$ 2.54
IG - Script - 30sec Video	1,203,404	2,277	0.57%	430,515	433,697	\$ 5,286	\$ 2.32
Grand Total	2,818,919	10,545	0.37%	988,505	997,387	\$15,087.53	\$ 7.04

Industry Average
View Rate: 22.00%

FB - Script Video
Rate: 35.07%

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.

NEW SPRING CREATIVE

NEW SPRING-SUMMER CREATIVE

Prospecting Display Ads



NEW SPRING-SUMMER CREATIVE




Retargeting Display Ads

NEW SPRING-SUMMER CREATIVE

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Get Off Beaten
Love Cat

Like Comment Share

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Some of the best memories aren't planned. Wander through Avalon on Catalina Island and see what good vibes await.



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Book Hotels & Vacation Rentals


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129 1 Comment 6 Shares

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Prospecting
Paid Social Ads

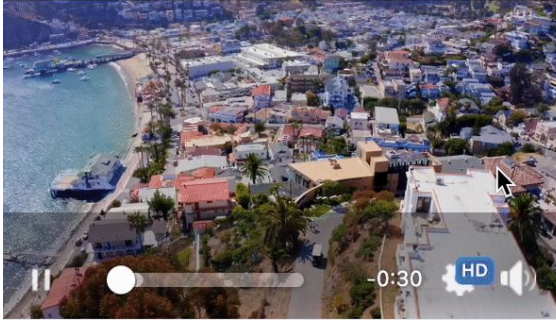
NEW SPRING-SUMMER CREATIVE



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Prospecting
Paid Social
Video Ads

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Retargeting
Paid Social Ads

NEW SPRING BILLBOARDS



NEW SPRING BILLBOARDS



PUBLIC RELATIONS

Public Relations highlights from January 2022 to present:

- Catalina Island was mentioned in **59 stories** for a combined **reach of more than 4.7 billion**
- Planned and secured **23 media appointments for the IMM event in New York**
 - Met and secured interest with writers/contributors at CNN Travel, AFAR, National Geographic and more
- Worked with Visit CA to host Global Influencer Advisory Board retreat from January 18-20
 - Group of 7 influencers from domestic and international markets
 - Access to library of photos from Visit CA photographer
- **Targeted pitch angles to 60+ media**, including “Romantic Destinations to Celebrate Valentine’s Day”, “Best Small Towns in America”, “Best Fishing Destinations”, “Unique Filming Locations” and more
- Managed **upcoming media visits with more than 8 media**, including writers with Travel + Leisure, USA TODAY, Good Morning Arizona, and Ciao Bambino



Getting There

Like the gift shop T-shirt says, a visit to laid-back Catalina island is "time well wasted." The island's primary, part, Avalon, is quaint even when buzzing with visitors. Off the main drag, you'll never take far from a fresh catch or island-inspired cocktail. While Catalina may be part of Los Angeles County, there's hardly a hint of La La Land glitz. Instead, you'll find that the stylishly casual island town, which has also served as the location for over 900 films, exudes its very own kind of movie-line magic.

by Mary Stenhouse

Getting There

Catalina Island's two mainland gateway points are in Orange and Los Angeles counties, and San Francisco can make the trip from Sausalito.

The first, **The Catalina Express**, offers two trips a day from the harbor at Long Beach to Avalon. Get to the island early to catch its secure Charters, which offer parking lots. Arrive even earlier and grab a lighter meal at the nearby restaurant.

Or take the **Moss Landing**, which makes weekend sailing trips from San Francisco. Catch the Monday morning ship in Avalon Bay; the ferry delivers you back to the mainland where your city's airport is located.

NOTE: Pack your walking shoes! Few cars or taxis exist in Catalina (and you don't need them). Golf carts can be rented and hotels are within easy walking distance.



What Goes Into a Microwedding

*Katharine
McPhee
Embracing Motherhood and
Defending Positive Body Image*



**A nearby island getaway with
so much to offer**



You may have heard of Catalina Island and thought "Maybe, someday." What you may not realize is that an engaging island adventure is only a half-day away. There are so many things to do and discover on historic Catalina Island, whether you're traveling by yourself, as a couple or with a family, you will have the trip of a lifetime and want to return.

Any getaway to Catalina Island begins with a trip to Long Beach, San Pedro or Dana Point to catch a ride on Catalina Express. Our chosen port was Long Beach and Catalina Express was a dream. In less than a six-hour drive, we parked at the convenient parking structure at Long Beach and boarded a luxurious boat, bound for Catalina Island. Aboard, we chose the upgraded indoor Commodore Lounge with snack and beverage service included, sat back and enjoyed the 55-minute smooth-as-glass jaunt to our destination. The crew was stellar, friendly and informative. It's no wonder Catalina Express has continually garnered rave reviews for value, promptness and hospitality since its inception in 1981.

One huge bonus on Catalina Island is that you won't need a rental car. Nearly everything you do can be accessed in the port city of Avalon by walking or biking. Feeling like getting out to see more of island? You can always rent a golf cart.



At the green pier, you will find no shortage of fun things to do, and many events start at or depart from this area. If you haven't visited the island before, take the Avalon-area bus tour that will provide you with a wealth of information about the history of Avalon, a glimpse of its neighborhoods and the homes of the Wright family that still own the Catalina Island company. If feeling a bit more adventurous, sign up for an island Jeep Eco Tour which will take you far back into the hills to see buffalo, deer, the occasional fox and beautiful landscape that most people don't get to see because it is not accessible to the general public. Along the way, you will learn about island conservancy efforts and how most of Catalina Island is indeed preserved and cannot be further developed.

The New York Times

FRUGAL TRAVELER

Has the Pandemic Undermined Off-Season Deals?

In many places, high-occupancy rates are inflating prices for budget-minded travelers who count on off-peak periods to find the best bargains. Here's what to do and where to look.

Off the coast of Southern California, [Catalina Island](#) hotels are bundling rooms with passage on the [Catalina Express](#) ferry plus other perks through March 25. The [Bellanca Hotel](#) throws in taxi transfers and a bottle of wine from \$299 a night, and the [Hotel Catalina](#) includes morning coffee and dining discounts from \$83.50 a person.

**Facilitated in partnership with Catalina Express*

THE
POINTS
GUY

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Ad

NEWS CARDS POINTS & MILES REVIEWS TRAVEL TOOLS COVID-19



GUIDES

From Coronado to Alcatraz: Your guide to California's coastal islands

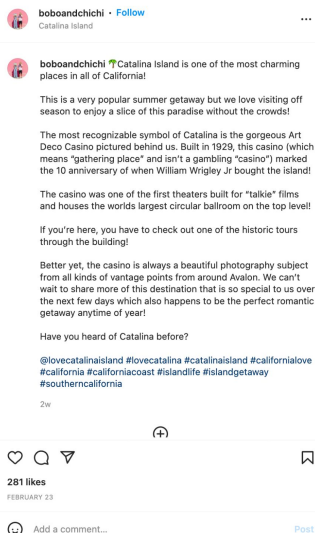
Not many visitors think of [California](#) as an island destination, but there are actually more than 500 islands within the state. There are plenty of islands, islets and patches of land in rivers and deltas, but some of the most interesting destinations are located off the coast in the Pacific Ocean — stretching from the rocky shores of Del Norte County all the way to the southernmost tip of San Diego.

California islands have something for just about everyone. Aiming for a [beachy getaway](#) complete with sandcastles and lounge chairs? Head to the southern coast. Are deep-sea fishing and rugged terrain more your draw? There are plenty of places to scramble over rocks and dodge the spray of waves in California's northern climes.



While not all 500+ of California's islands are open for visitors — many are uninhabited or located within protected marine sanctuaries and coastal preserves — there are still plenty of islands in the Golden State open to visitors. Let's explore some of the more interesting options for planning an off-the-coast adventure.

COVERAGE HIGHLIGHTS



Bobo and Chichi (27.2K Followers)



EmilyJaneJohnson (95.4K Followers)



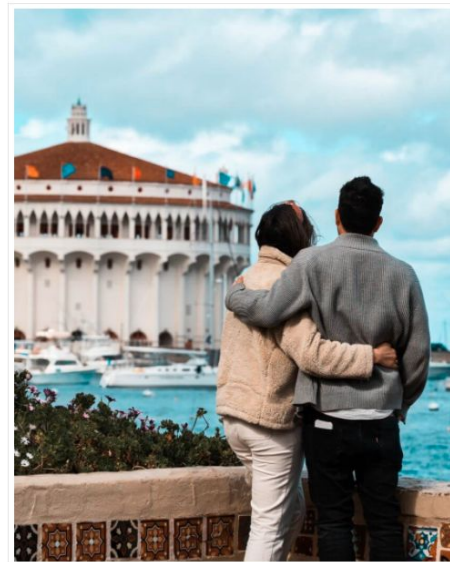
JacobTheFu (53K Followers)

PUBLIC RELATIONS

MEDIA VISITS (completed and upcoming)

- Scott and Megan (Bobo & Chichi blog): February 22-24
- Mikkel and Dan (Sometimes Home blog): March 23 - 25
- Nick Kontis (Freelance: USA TODAY, Forbes Travel, etc.): March/April
- Alyssa Pinsker (GoNomad): March/April
- Kim Orlando (Traveling Mom): March/April
- Ali Dugaw (Good Morning Arizona): April/May
- Mariela Smith (Epic7 Travel): April/May
- Ashley Bustillos (AdventurePro): May/June
- Tanvi Chheda (Freelance: T+L, Ciao Bambino, etc.): August

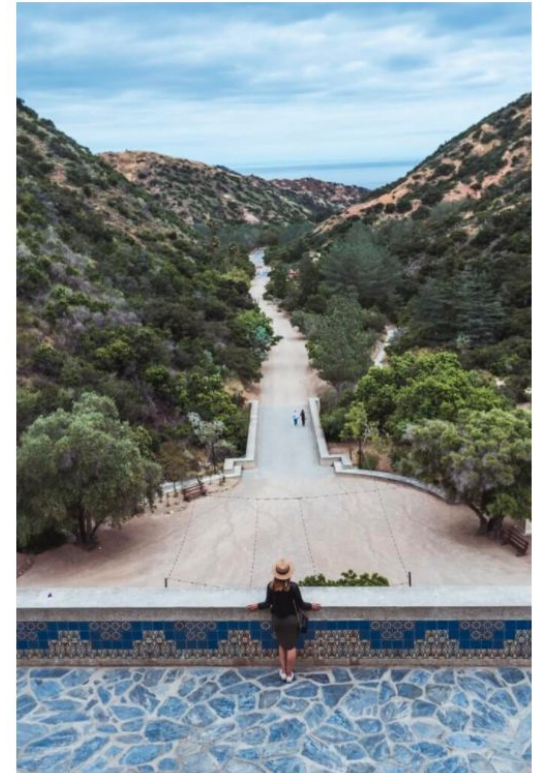
PERFECT CATALINA ISLAND WEEKEND TRIP ITINERARY



Looking for the perfect Southern California paradise? How about taking a Catalina Island weekend trip where you can enjoy an idyllic island escape just miles off the Southern California coastline ... [Read More](#)

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 angles; 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 Visit California and HARO submission opportunities - ongoing

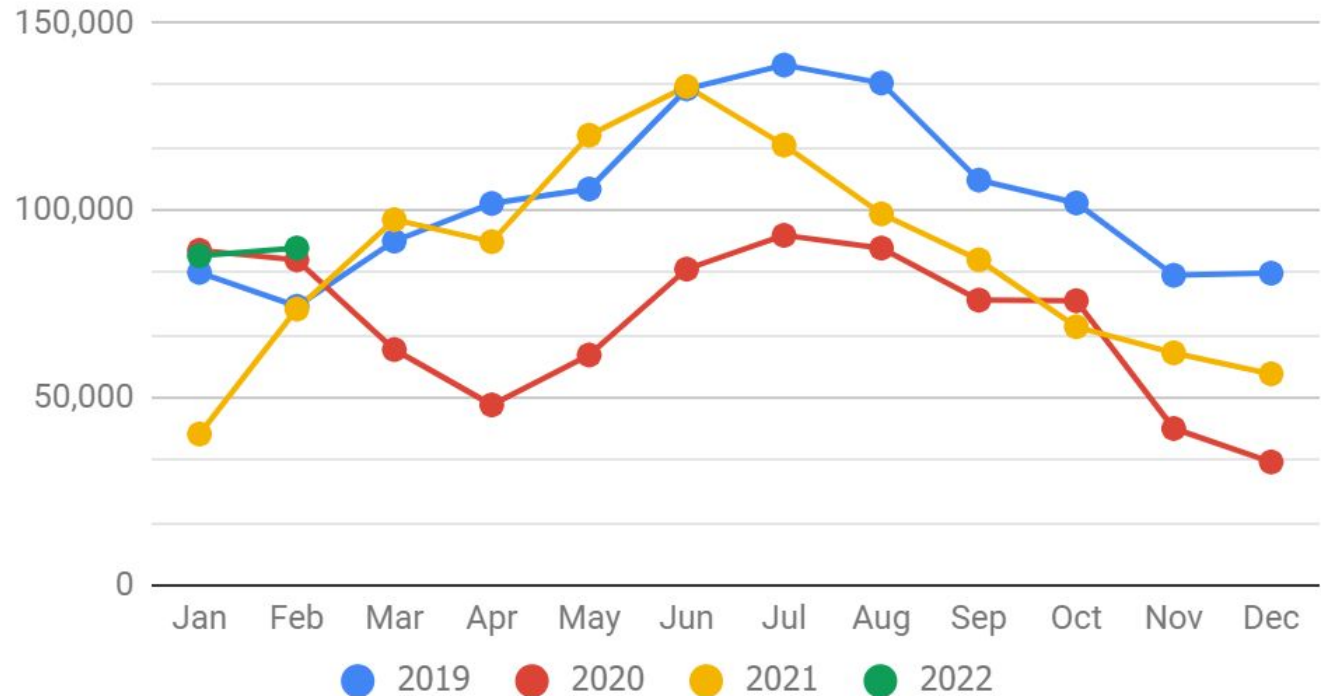


WEBSITE & SOCIAL MEDIA

WEBSITE

Website Visitors

- February 2022 ahead of past 3 years
- January 2022 just about in line with 2020
- Organic traffic has picked up with the addition of paid media



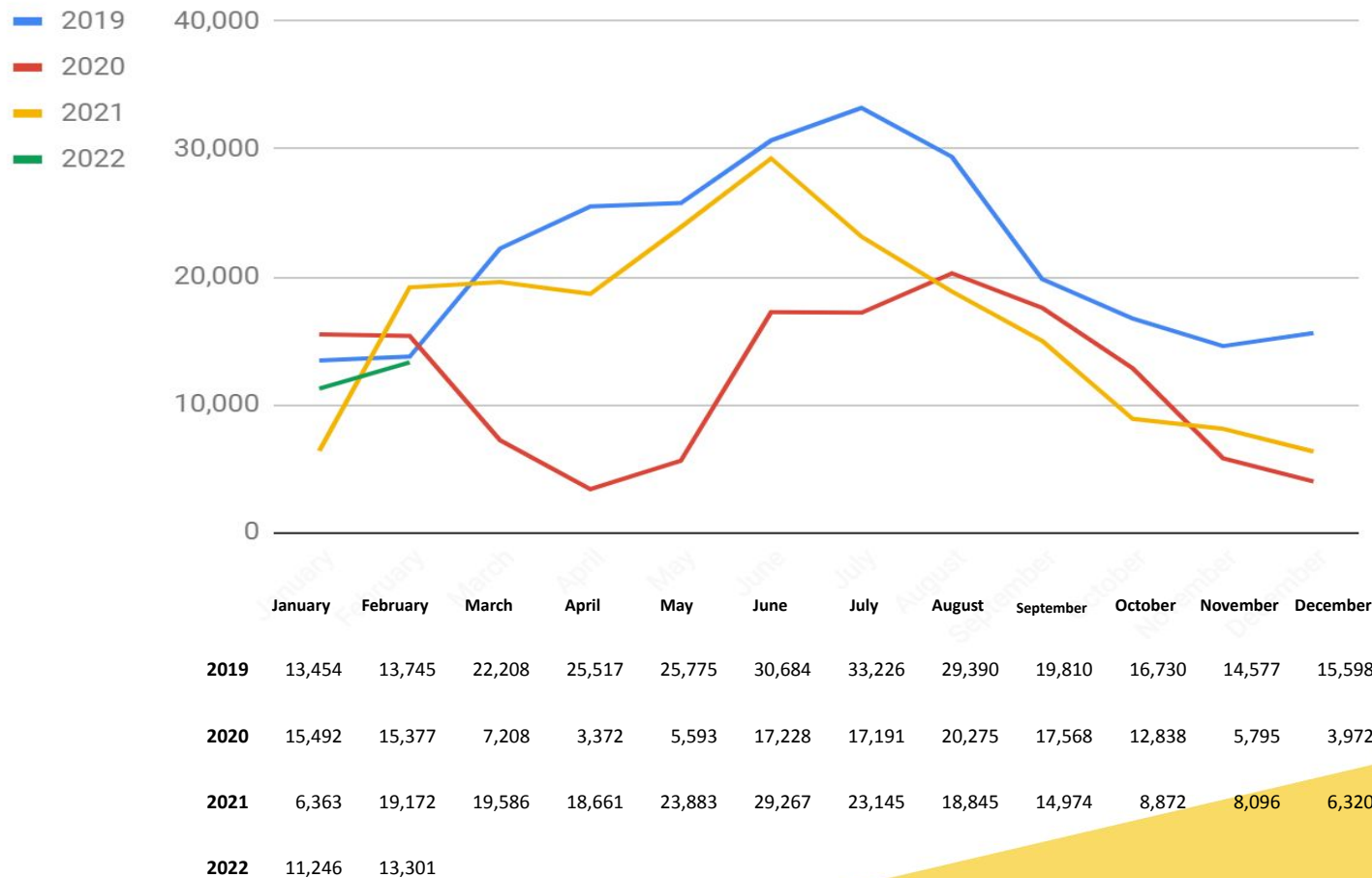
WEBSITE

Top Visited Pages - YTD 2022

Homepage	10.67%
Things To Do	8.88%
Booking Engine	4.80%
Winter Wander	4.33%
School Break Calendar	2.24%
Get Here	2.10%
Bikes and Golf Carts	1.77%
Specials & Packages	1.77%
Places to Stay	1.66%
Things to Do by Land	1.46%
COVID 19 Microsite	1.25%
Kidalina	1.18%
Family Fun	1.12%
Visitors Guide	0.93%

WEBSITE

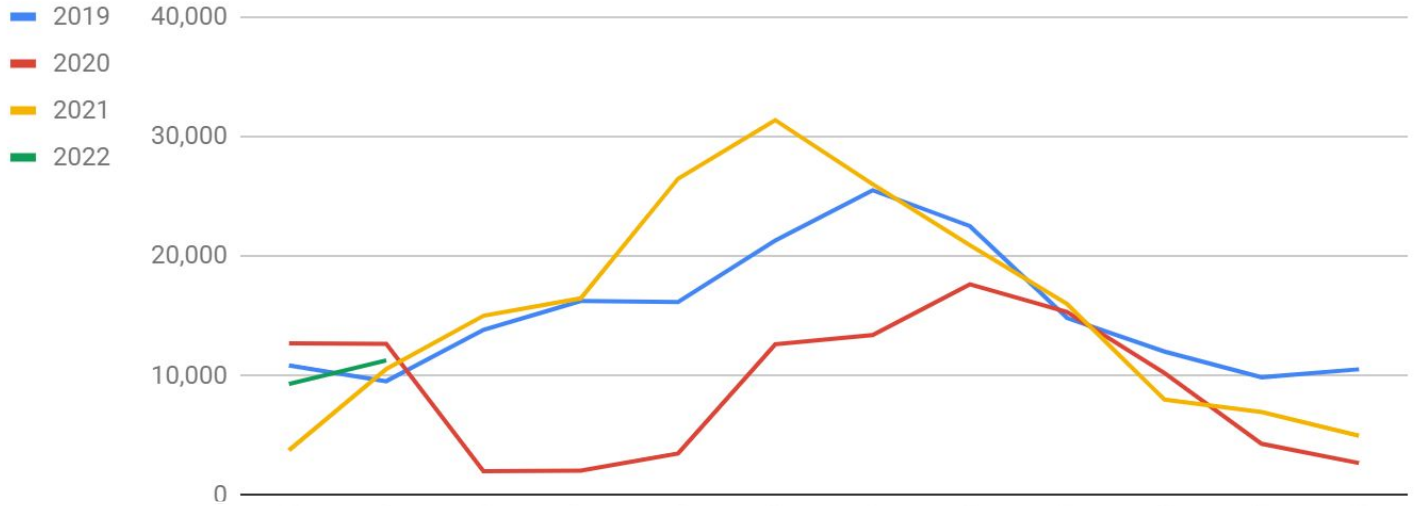
Booking Engine Visits Searches



WEBSITE

Booking Engine Visits

Referrals



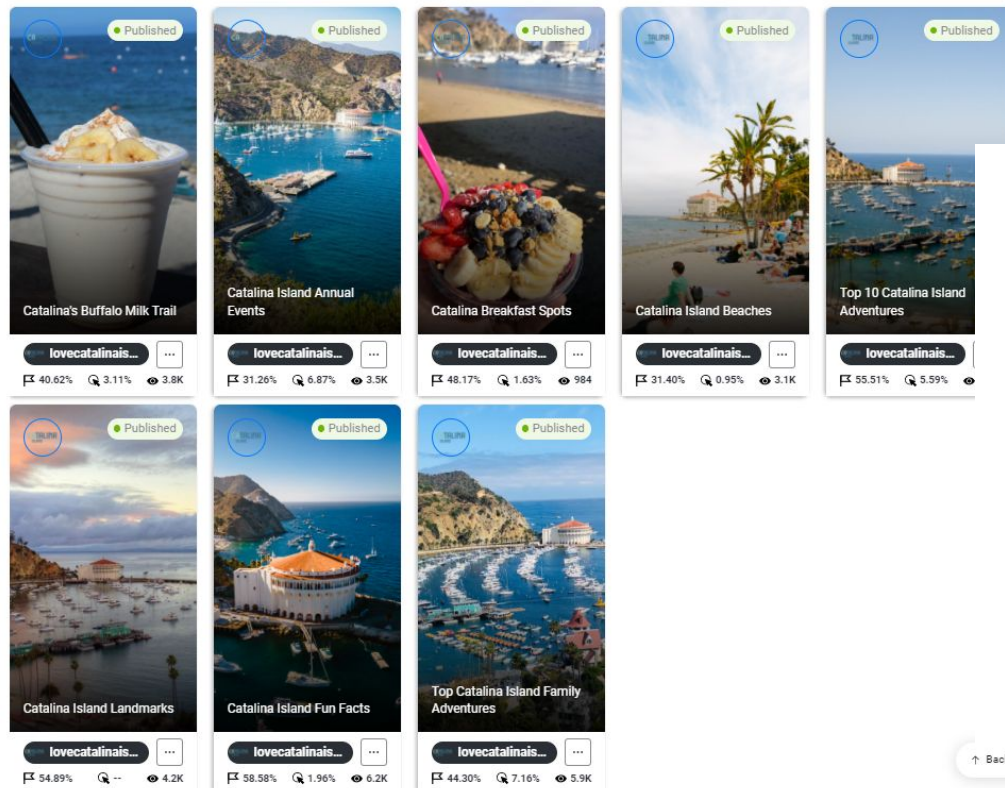
	January	February	March	April	May	June	July	August	September	October	November	December
2019	10,876	9,555	13,849	16,261	16,176	21,322	25,502	22,516	14,832	12,035	9,889	10,555
2020	12,714	12,674	2,036	2,096	3,525	12,648	13,410	17,648	15,344	10,235	4,330	2,721
2021	3,791	10,579	15,027	16,477	26,464	31,368	26,015	20,927	16,003	8,028	6,978	5,004
2022	9,328	11,297										

SOCIAL MEDIA

Managing content on the following platforms

- **Facebook** - 118,700 Followers
- **Facebook Group (Love Catalina)** - 1,500 members
- **Instagram** - 32,200 Followers
- **Twitter** - 4,418 Followers
- **TikTok** - 732 Followers
- **Pinterest** - 281 Followers
- **LinkedIn** - 240 Followers
- **TripAdvisor** - 72 Followers
- **Google Business** - 15,314 searches (33% direct/66% discovery)

VISIT CA - STORY NETWORK

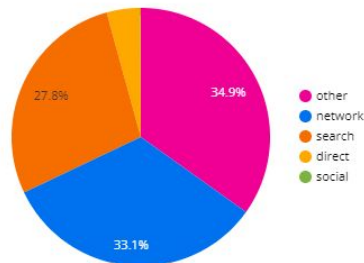


VCA Travel Stories: Story Performance Report

Jan 1, 2021 - Mar 9, 2022

View Source

Reach by Source



Overall Engagement



Gallery Impressions

261,789

Story Interactions

27,553

Story Views

38,346

CTA Clicks

1,532

Avg. Completion Rate

50%

Interaction Rate

71.9%

↑ Back to top

GUIDE, MAP & 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, ads, maps and new photography.
- Sales begin in August each year.
- Each member business receives a FREE business listing. Display advertising and/or additional listings also available.
- 75K printed annually in January.
- Produced a digital only version in 2021 due to Covid.

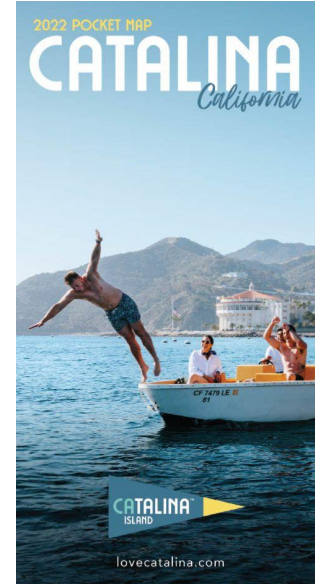


VISITOR GUIDE DISTRIBUTION

- 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 So. CA Airports: Burbank, John Wayne & San Diego (*through Certified Folder*)
- Mailed to 260+ AAA offices in CA, NV, AZ, 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 with direct links to businesses from display ads and listings

DESTINATION MAP

- The Catalina Island Map & Directory is the most popular local marketing piece for Catalina Island.
- Advertising supported; all member businesses offered the opportunity to purchase directory listings and/or display ads (*two available sizes*).
- Double sided, 7 panel folded brochure, with ads, listings, Avalon map and Island map.
- 175,000 copies printed annually in April and distributed for a year.
- We have not produced a map since 2019-20 due to Covid.

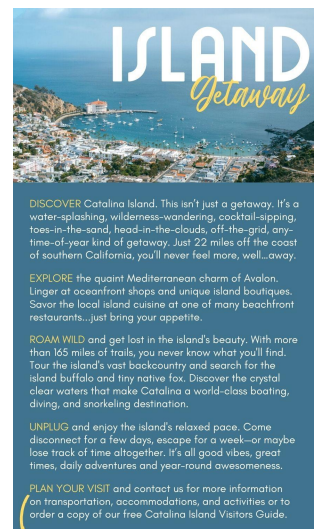


DESTINATION MAP DISTRIBUTION

- 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, UT, ID, WA & OR
- Also available to view/print from LoveCatalina.com

LURE BROCHURE

- 4" x 9" four color, double sided rack card, complements the Visitors Guide
- Perennial usage
- 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)



Love Catalina Island Tourism Authority
310-510-1520 lovecatalina.com

View & order the Catalina Island Visitors Guide online
lovecatalina.com/vg

 **SCAN ME**
Scan the QR Code with your smart phone
to view upcoming special events on the island!

TRAVEL & TRADE SHOWS

- Love Catalina Island member businesses have the opportunity to “buy-in” and attend individual shows of interest, along with Love Catalina Island.
- 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

2021-22 SCHEDULE

- **Bay Area Travel Show**, Santa Clara, CA, October 23-24, 2021
 - Show attended by staff & Catalina Express
- **Fred Hall Fishing & Travel Show**, Long Beach, March 2-6, 2022
 - Show cancelled due to Covid restrictions/protocols
- **LA Travel Show**, Los Angeles, CA, March 12-13, 2022
 - Show attended by staff & Catalina Express
- **Seatrade Global**, Miami, FL, April 25-28, 2022 (conference & trade show)
 - Show attended by our rep Dave Creigh, Cruise the West booth & reception
- **Florida Caribbean Cruise Association (FCCA)**, San Juan, PR, June 1-3, 2022
 - Attendee list under development; conference & appt. meetings

2022 EVENTS

2022 EVENTS THROUGH LABOR DAY

BUSINESS MIXERS

Business Mixers are open to all members and we encourage you to attend to mix and mingle with local businesses. The cost to attend is \$10 for members, \$15.00 for non members and guests and \$20 at the door. Registration required.

- **March 17** - Eric's on the Pier
- **April 21** - Hermosa Hotel/Cork & Brew
- **May 19** - The M
- **June 16** - Catalina Museum for Art & History
- **July 21** - Annual Meeting & Installation Dinner

2022 EVENTS THROUGH LABOR DAY

FIXERS

Fixers are learning events for Love Catalina members. Prices, dates and times vary. Fixers are announced in the weekly Thursday Updates and registration is also available there.

- Social Media Presentation via the Extranet - March/April Date TBD
- Customer Service Presentation - March/April Date TBD

CATALINA CONCERT SERIES

- **June 25:** Venice
- **August 20:** The Highwayman Show
- **Sept 3:** Xceptional Tribute to ABBA

2022 EVENTS THROUGH LABOR DAY

OTHER EVENTS

- **March** - Love Catalina Board/Staff Volunteer Beach Clean Up (Date Pending)
- **April** - Community Shred Event - April 27 (Date Pending)
- **May 4** - Lodging Open House
- **June 2** - Taste Around of Avalon
- **June 3-9** - Avalon Restaurant Week
- **June 18** - Pride March and Music Event on Wrigley Stage

THANK YOU