



2025 Annual Marketing Conference

Agenda

Thursday, November 13, 2025 | 11:00 a.m to 3:30 p.m.

Catherine's Terrace — Descanso Beach Club

11:00 a.m. - 11:30 a.m. Conference check-in

11:30 a.m. - 11:40 a.m. Welcome

Love Catalina Island Tourism Authority's **President & CEO, Jim Luttfjohann** and **Board Chair Cinde Cassidy, Owner/Operator**, Cassidy & Co. Business Ventures

11:40 a.m. - 1:00 p.m. **2025-2026 Marketing & Communications**

Learn how the Love Catalina Island staff and 62ABOVE used social building blocks, persona curation, and aggregated tactics and timing to build paid media campaigns. These campaigns are designed to attract overnight guests to the island during specific need periods.

We will also preview upcoming seasonal campaigns for 2025-2026, showcasing how we plan to drive island visitation through targeted and traceable marketing strategies. Additionally, we will review our non-paid communication and public relations plan, which offers various opportunities for Love Catalina Island members to participate in media hosting, increasing visibility for members and Catalina Island as a destination.

62ABOVE Presenters:

Greg Carson, President

Cassie Stark, Account Supervisor

Yifei Ye, Paid Media Strategist

Alex Herron, Director of Public Relations & Social Media

1:00 p.m. **Lunch Break** (Lunch Buffet)

1:30 p.m. - 2:30 p.m. **Demystify the Unknown: What AI Means for Destination Discovery**

As AI reshapes the web, search, and how travelers discover destinations, this masterclass by **Intentful's Marina Petrova, CEO** and **Wanda Kalbach, EVP Operations and Delivery** will equip us with actionable strategies and tools. Learn how to adapt and ensure your brand & website remain visible and relevant in a rapidly changing landscape.

Marina and Wanda will also demonstrate the new AI Assistant Agent on LoveCatalina.com, which answers questions in real time using natural language, and share insights into the “As Seen By AI” Agent built using the new AI discoverability report. Finally, we will explore how the new generative ad responses allow visitors to ask questions inside ads, highlighting lodging, attractions, events and dining options.

2:30 p.m. - 2:40 p.m. **Break**

2:40 p.m. - 3:30 p.m. **Island CEO Panel Discussion**

Gain insights from our partners on the current economic and business landscape, along with business and project updates and future outlooks.

Panelists:

Greg Bombard, Co-Founder and President/CEO, Catalina Express & Avalon Freight Services

Whitney Latorre, President and CEO, Catalina Island Conservancy

David Maistros, Avalon City Manager

Geoffrey Rusack, Chief Executive Officer, Catalina Island Company

Moderator: Jim Luttjohann, President/CEO, Love Catalina Island Tourism Authority

3:30 p.m. **Conference Adjourned** (Board Meeting to follow)