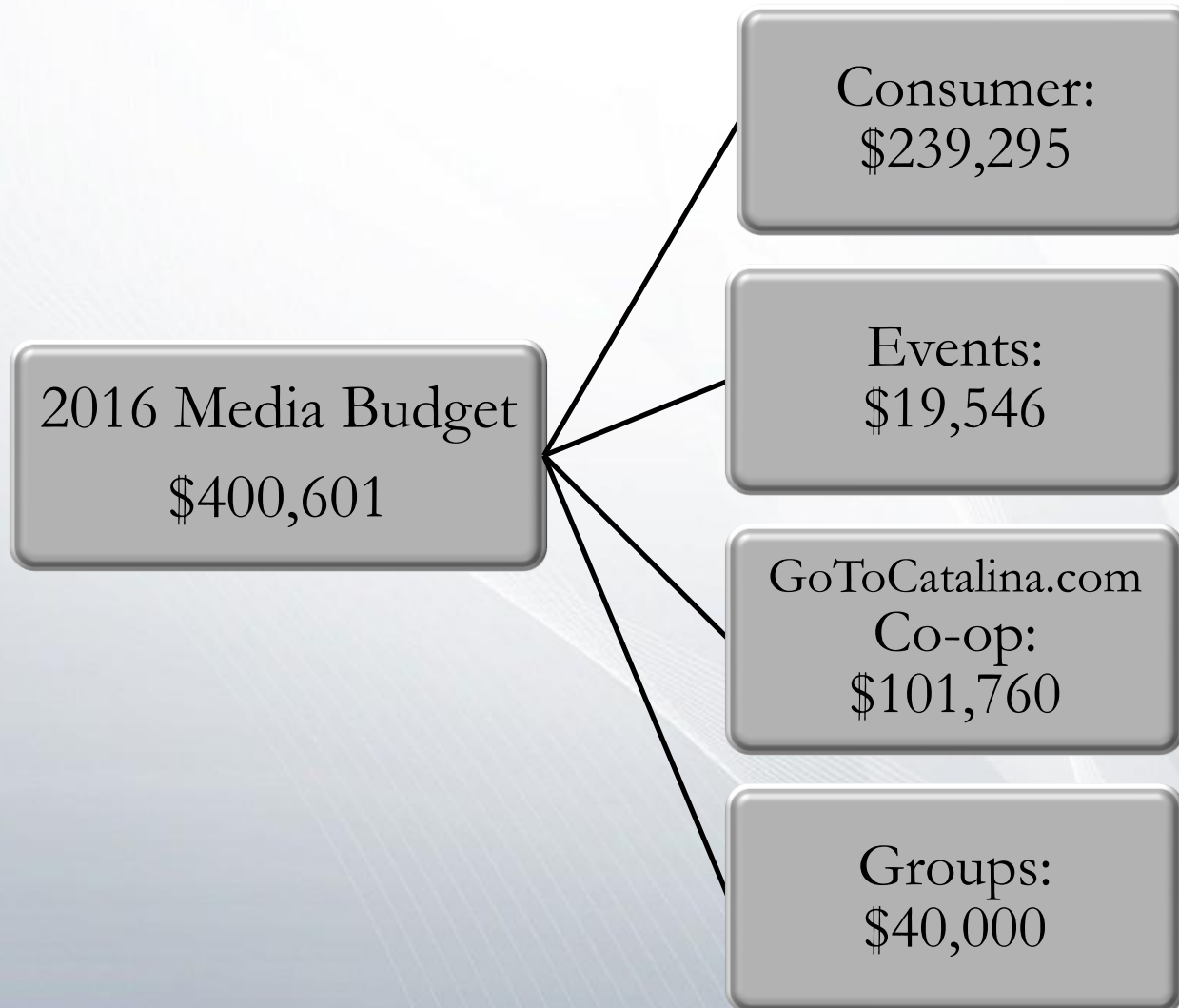


2016 Catalina Chamber Marketing Conference

Presented by
Lisa Baggio & Susanna Bunker



- ✓ Consumer Media Campaign
- ✓ Catalina Chamber Events
- ✓ GoToCatalina.com Co-op
- ✓ Group/Meetings Co-op



Spend: \$239,295

Value: \$343,444

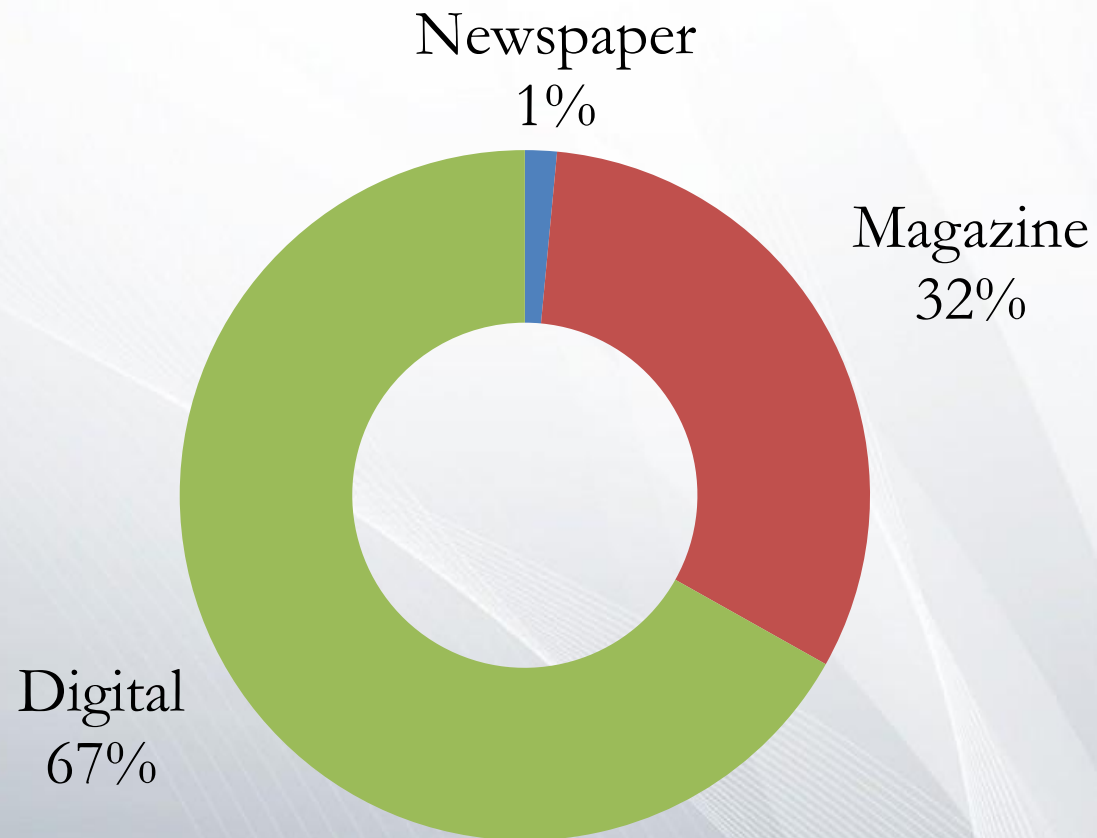
Impressions: 33.4 million

We generated **\$104,149** or **44%** in additional media value against spend

Seasonal Budget Allocation

January – February	13%
March – June	49%
July – mid August	15%
Mid August – October	17%
November – December	6%

Media Mix



Part I: Consumer Media Campaign

Newspapers

1% of Budget

Impressions: 602K

Total leads: 31

Orange County Register (3/13)

San Diego Union Tribune (4/3)

Eat • Play • Getaway Catalina Island

For checking gun magazine and Chicago Cubs...
Catalina Island has long been a favorite getaway...
Catalina Island Events...
Your own island paradise awaits you at Catalina...
We Specialize in Relaxing Escapes...
HOT DEALS...
Picture Yourself Here...
UNLIMITED TOURS & ACTIVITIES...
Catalina Island...
HOTEL CATALINA & COURTYARD GARDEN SUITES...
CatalinaExpress.com

CATALINA ISLAND
Relax...you're on Island Time.
To Advertise, call Myrland Yang at 619-293-1438

Your own island paradise awaits you at Catalina

This spring, leave the mad rush behind and escape to Catalina Island. The scenery is picture-perfect, the activities are fun and thrilling, and island breezes and sunny skies are exactly what you need.

It's easy to get to
Departures to the Island

are daily from Dana Point on Catalina Express or from Newport Beach on the Catalina Flyer. There are daily departures also out of Long Beach and San Pedro. It'll take about an hour to an hour and-a-half to get to the island. If you want to get to Catalina quicker, consider

taking the Island Express helicopter and you'll be on the island in 14 minutes. **Catalina's charm** Catalina's small city of Avalon exudes Mediterranean charm as it stretches along the water's edge. Cars are limited and everyone gets around by

foot, bicycle, organized tour, golf cart or segway. In Avalon, side streets off the main waterfront promenade lead past beach bungalows, businesses, shops, hotels and inns, and gardens and plazas. There's something for everyone: camping, the four-star country inn, cozy

beachfront hotels and bed-and-breakfasts. Catalina's mostly untouched interior is packed with natural beauty, native plants and hundreds of bird species and animal life. Eagles fly overhead and wild Buffalo still roam as they please.

Lot of things to do There are an astonishing range of activities. Water adventures and parasailing are perennial favorites. For those who don't want to get wet, the glass-bottom boats and semi-submersible tours are great alternatives to view the bright orange Garibaldi fish and the ma-

rine life that thrives in the underside kelp forests. Shopping, dining, biking, hiking into the interior and renting a golf cart to tour the city are popular land activities. The Zip Line Eco Tour zips from the mountain nearly 4,000 feet long with a total drop of nearly 600 feet. For more information about Catalina Island accommodations, attractions, activities and events, or to receive a free copy of the new 2016 Catalina Island Visitor's Guide, contact the Catalina Island Chamber of Commerce & Visitors Bureau at (888) 265-8034 or visit catalinachamber.com.

We Specialize in Relaxing Escapes
HOT DEALS
GREAT MONEY SAVING SPECIALS & PACKAGES
Just an hour off the coast awaits the island of thrilling adventure, world-class events, unexpected fun, and unforgettable romance. Catalina Island is the perfect relaxation destination. When you're on Island Time, you're always having the time of your life.
Catalina Island
Relax...You're On Island Time
888-265-8034 • CatalinaChamber.com

Escape to CATALINA ISLAND
There's more to see and do than ever before on Catalina
Indulge in luxury at Island Spa Catalina, the first experiential spa featuring a soaking pool, ocean view treatment rooms, a rooftop relaxation deck, spa cafe and eucalyptus steam room. Then delight in beachside cocktails, served in a private cabana or luxurious chase lounge, and dine at Innesco at Descanso Beach Club.
New American cuisine at Avalon Grille, scrumptious sweets at Ben's Bakery, or grab-and-go essentials at Descanso Fresh await. And to truly excite your senses, there are more than 25 land and sea adventures including the five-line Zip Line Eco Tour that pushes 40 mph; the adventurous Ocean Runner boat tour

with
Accommodations • Boat transportation
\$100 dining credit for Avalon Grille
\$150 spa credit for Island Spa Catalina per adult
Rates from \$159 per person per night
Go to VisitCatalinaIsland.com or 877.778.8597
to book the Catalina Escape Package now.
SANTA CATALINA ISLAND COMPANY

Part I: Consumer Media Campaign

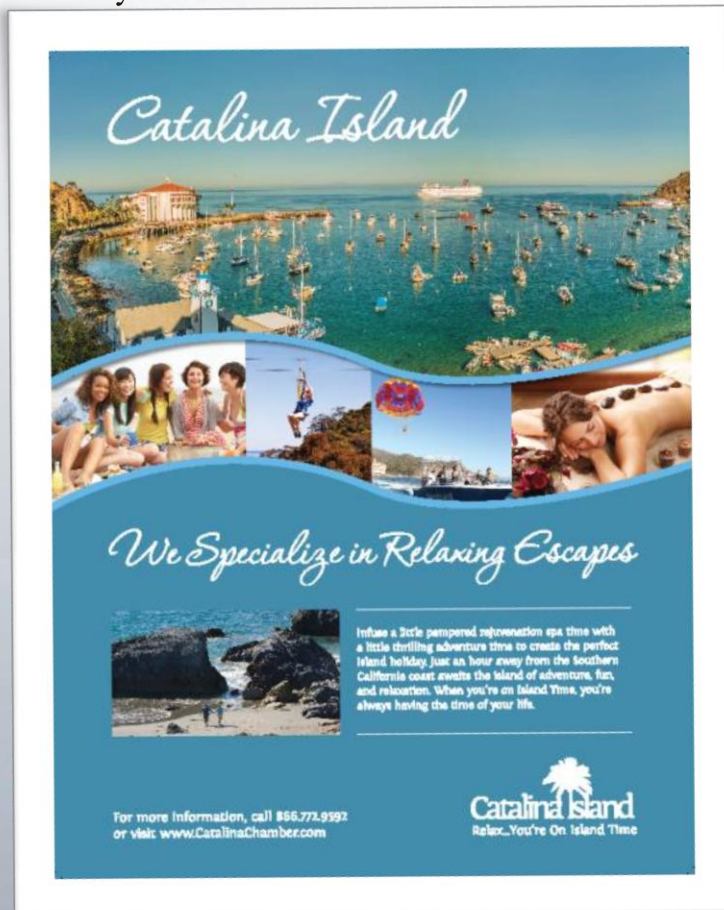
Magazines

32% of Budget

Impressions: 14.6M

Total Leads: 5,638

Gentry Destination



Long Beach Pride Guide

Part I: Consumer Media Campaign

Smooth Jazz News

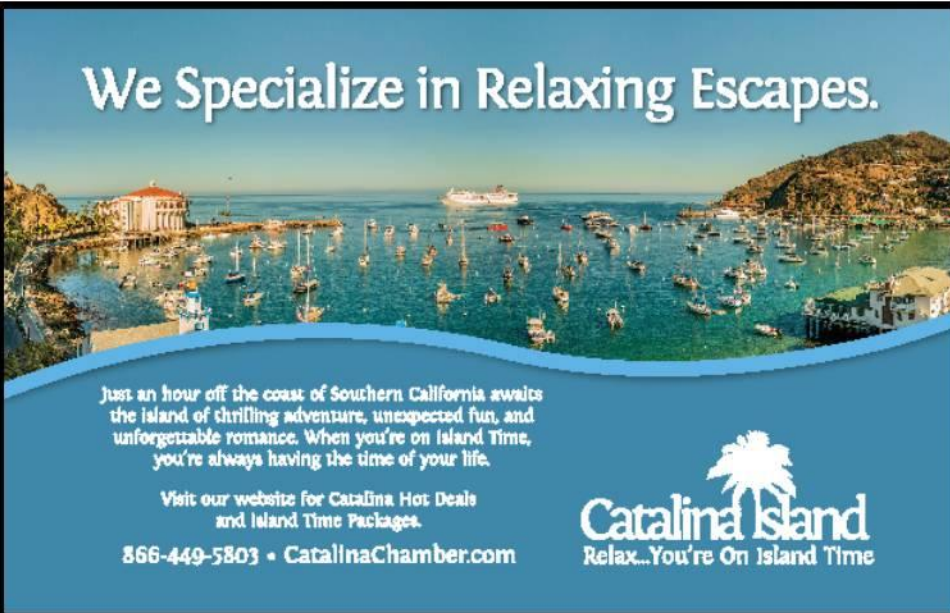


Get Your Groove On...Island Style.

Enjoy live music at the longest running smooth jazz festival in America. Featuring smooth jazz stars performing "Unplugged at Descanso Beach Club" and in the historic Casino Ballroom. Enhance the rhythm of your life on beautiful Catalina. When you're on Island Time, you'll always have the time of your life.


Catalina Island
Relax...You're On Island Time

CatalinaChamber.com




We Specialize in Relaxing Escapes.

Just an hour off the coast of Southern California awaits the island of thrilling adventure, unexpected fun, and unforgettable romance. When you're on Island Time, you're always having the time of your life.

Visit our website for Catalina Hot Deals and Island Time Packages.

866-449-5803 • CatalinaChamber.com


Catalina Island
Relax...You're On Island Time

Sunset So Cal Insider

Part I: Consumer Media Campaign

National Geographic Traveler

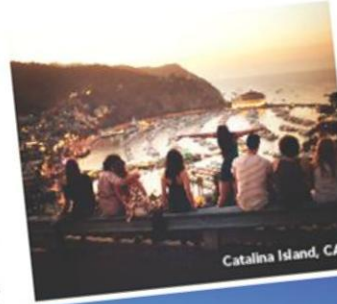
SPECIAL ADVERTISING SECTION **HOT SPOT TRAVEL** Best of the West

Catalina Island, CA – Discover the magical island of Catalina, an hour off the S. California coast. If you are looking to chill with friends, enjoy an exhilarating outdoor experience or a relaxing romantic getaway, Catalina is the perfect destination. From zip line tours to undersea adventures, waterfront restaurants to colorful oceanside shops, Catalina's unique blend of scenic beauty, world-class events and never-ending adventures awaits.

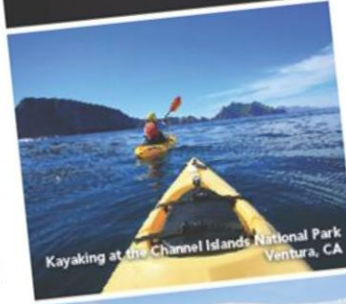
Ventura, CA Home to Channel Islands National Park, Ventura is an hour north of Los Angeles along the Pacific Coast Highway. Explore this amazing region known as North America's Galapagos by jumping aboard one of Island Packers' boats departing out of Ventura Harbor Village. Once on the islands, kayak through sea caves and tunnels, hike uncrowded trails, and camp among friendly island foxes in naturally scenic surroundings – a true bucket-list experience.

Oceanside, CA – An inviting coastal community with the perfect blend of sea and land adventure for all ages. Soak up the warm sun along 3 miles of beautiful sandy beaches; kayak, shop or dine within Oceanside's quaint Harbor Village; and explore the lively local craft beer & dining scene. The hardest part of your trip will be deciding what to do next. Request your FREE Visitor Guide today!

Sonoma County, CA Discover your #SonomaPassion today. Just 30 miles north of San Francisco's Golden Gate Bridge, Sonoma County is a land of agricultural bounty and world-class wines. More than 425 wineries, organic farms, acclaimed farm-to-table restaurants, and a thriving arts community give way to ancient redwood forests, oak-covered mountains, secluded ocean coves, and dozens of nature parks. Sonoma County beckons the adventurous and the curious who seek a genuine Wine Country experience.



Catalina Island, CA



Kayaking at the Channel Islands National Park
Ventura, CA



Oceanside, CA - Southern California



Sonoma County, CA



866.449.5807
CatalinaChamber.com



805.648.2075
VisitVenturaCA.com



800.350.7873
VisitOceanside.org



800.576.4442
SonomaCounty.com

Part I: Consumer Media Campaign

Digital

67% of Budget

Impressions: 18.1M

Total Leads: 469

CATALINA CHAMBER DIGITAL CAMPAIGN RESULTS JANUARY-SEPTEMBER

Type of Buy	Impressions	Clicks	Avg. CPC	CTR	Cost	% of Clicks
Paid Search	3.1 Million	69,978	\$1.14	2.25%	\$79,989	37.50%
Paid Social (6,397 page likes)	2 Million	21,070	\$0.40	1.04%	\$8,324	11.30%
Annual Destination Sites	494,425	6,200	\$2.80	1.25%	\$17,337	3.30%
Network/Site Buys	10.4 Million	52,277	\$1.06	0.50%	\$55,282	28.10%
Emails	296,685	36,837	\$0.30	12.42%	\$11,219	19.80%
Total	16.4 Million	186,362	\$0.92	1.14%	\$172,151	100.00%

Chamber Emails

Email Drop Dates:

DigDev

2/2- Island of Romance lodging packages

3/8- Endless Fun... Island Style, Spring events and hot deals

8/9- Fall Lodging Push, & August events

8/23- Fall Lodging Push, August events

9/27- Fall Lodging Push, October events

National Geo Traveler

2/10- Hot Deals

9/7- Fall Lodging Push, September events

NBCLosAngeles.com

3/8- Enter to Win a Spring Getaway to Catalina Island

LA Weekly

9/12- Fall Lodging Push, September events

Part I: Consumer Media Campaign



Catalina Island
Relax...You're On Island Time.

**Sunny And Warm,
With So Much To Do.**

Fall is the perfect time for relaxing and enjoying the soft, sandy beaches of Catalina Island. Take in the extraordinary views and treat yourself to a spa treatment. Stroll around town and take in the unique items among the many local shops. Follow this with a signature island beverage and tasteful meal in one of many seaside eateries. And to rejuvenate, take in an island adventure in the back country or on water. Lodging options abound. From full-service hotels, vacation rental condominiums and private homes to quaint bed and breakfast inns, you will find just the right pillow for ultimate relaxation. Visit CatalinaChamber.com to learn of the affordable and flexible island vacation packages.

October Events

A complete calendar of events is available at CatalinaChamber.com/Events

September 28 - October 2 Catalina Film Festival
An annual celebration of film featuring more than 90 films, nightly events and entertainment. From Charlie Chaplin to Marilyn Monroe, celebrities and filmmakers have flocked to Catalina for inspiration. Clear blue water and coastal breezes provide the perfect backdrop for unparalleled premieres, yacht and mansion parties, and industry networking. Films are screened at multiple venues around the island, including the iconic, art deco, 1,200-seat Avalon Theatre the world's first sound theatre.

September 29 - October 2 Buccaneer Days in Two Harbors
Aargh, mateys! Come celebrate our 27th Annual Buccaneers Weekend. Don your best pirate attire and set sail for Two Harbors for a weekend of treasure hunts, costume contests, great food, live music, and a lot of fun.

October 13 - 16 30th Annual Catalina Island JazzTrax Festival
The longest running Smooth Jazz festival in America. In the historic 1929 Casino Ballroom, 20+ different stars of Smooth Jazz two consecutive October weekends for Smooth Jazz lovers all over the world. Thursday night Unplugged at Descanso Beach Club and Friday, Saturday and Sunday in the Casino Ballroom.

October 15 Avalon Charity Home Tour
Join us for the second annual custom home tour benefiting the Catalina Island Foundation. Step into Avalons most iconic properties, learn about their history and distinctive architectural styles, enjoy beautiful island home designs and stunning views of Catalina!


October 31 Annual Halloween Parade
Don your favorite costume and join island school kids and residents alike for the Annual Halloween Parade down Crescent Avenue starting at 4pm.

[CLICK HERE FOR CATALINA ISLAND OFFERS](#)

For more information, call 310.510.1520 or visit www.CatalinaChamber.com
Relax...You're On Island Time.

January-September Email Results:

Database:	2,745,407
Emails Opened:	296,685
Average Open Rate:	10.8%
Clicks:	36,837
Average CPC:	\$0.30
Average Click Rate:	12.42%



Catalina Island

*Enter to Win a
Spring Getaway to Catalina Island!*

This 2 day/1 night package during the month of April, 2016 includes:

- Round-trip boat transportation for two aboard Catalina Express from San Pedro, Long Beach, or Dana Point
- Lodging for two in a Superior room (with fireplace OR jacuzzi) at the Hotel Metropole
- Tickets for 2 on the Avalon Tasting & Cultural Walking Tour, courtesy of Taste of Catalina Food Tours
- Tickets for 2 on the Ocean Runner Dolphin Tour, courtesy of the Santa Catalina Island Company
- \$20 Gift Card to the Catalina Coffee & Cookie Co.
- \$100 Gift Certificate to Jewels of Interest or Two's Company of Avalon

For more information, call 310.510.1520 or visit www.CatalinaChamber.com

Catalina Island
Relax...You're On Island Time

Weather Trigger

Sites: Google and Facebook

Campaign Dates: February 4-16

Spend: \$618

Impressions: 95,795

Clicks: 759

Click Rate: .79%

CPC: \$0.81

 **Catalina Island Chamber of Commerce** Like Page
Sponsored · 

Zip line tours, excursions, seaside dining & shops- Catalina's beauty and adventures await



Picture Perfect Catalina

WWW.CATALINACHAMBER.COM Learn More

Romance/Hot Deals

Sites: Google, Yahoo/MSN, Instagram and Facebook

Campaign Dates: January-September

Spend: \$9,305

Impressions: 503,834

Clicks: 9,681

Click Rate: 1.92%

CPC: \$0.96

Note:

We promoted Hot Deals via paid search from 1/1-9/30.
Facebook and Instagram ran 1/13-2/29.

Leap Day Packages

Sites: Google, Yahoo/MSN and Facebook

Campaign Dates: February 8-29

Spend: \$357

Impressions: 51,000

Clicks: 978

Click Rate: 1.92%

CPC: \$0.37



Part I: Consumer Media Campaign

Fall Lodging Push

Campaign Dates: August 9- September 30

Spend: \$8,525

Impressions: 635,974

Clicks: 23,501

Click Rate: 3.69%

CPC: \$0.36

Sites: Google, Yahoo/MSN,
Tripadvisor Banners, Google
Site Retargeting, Sandiego.com,
Facebook, DigDev 8/9,
8/23 & 9/27 Emails,
LAWeekly 9/12 email and
National Geo Traveler 9/7 email

All of these placements promoted the
'Sunny and Warm without the Summer Crowds'
message.



Fall Events

Events Promoted: Catalina Trail Venture Weekend Catalina Island Triathlon
Ukulele Festival Catalina Festival of Art
Catalina Film Festival JazzTrax
Catalina Women's Forum Wine Festival

Campaign Dates: August 18- September 30

Spend: \$3,909
Impressions: 1,157,519
Clicks: 9,604
Click Rate: 0.83%
CPC: \$.41

Sites: Google, Yahoo/MSN/BING,
TripAdvisor and Facebook



Catalina Island Concert Series

April 15 – September 9

LA Weekly/OC Weekly Media Sponsorship

Results

Total Impressions: 616,550

Total Click-Throughs: 1,055

Contest Entries: 2,340



Part II: Events

Digital Banners

April 15 – September 9



Impressions: 143,785
Clicks 732

OC Weekly
84,586
282



Promotional Newsletters

May 5

Delivered: 71,772

Opens: 7,316

Open Rate: 10.2%

Clicks: 8

June 16

Delivered: 72,238

Opens: 6,442

Open Rate: 8.9%

Clicks: 12

September 1

Delivered: 73,427

Opens: 6,863

Open Rate: 9.3%

Clicks: 7

June 9

Delivered: 72,407

Opens: 6,853

Open Rate: 9.5%

Clicks: 6

August 25

Delivered: 72,070

Opens: 6,614

Open Rate: 9.1%

Clicks: 8

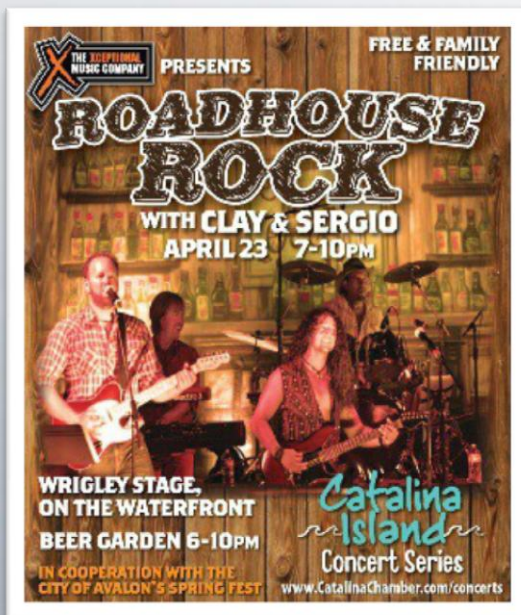


Part II: Events

Print Insertions

Run Dates / Size

- 1/4 page ads ran in the 6 issues
- Full page ad ran in the 6/3 Summer Concert Guide





Created in 2005

Partners: Catalina Chamber
SCIRS
Catalina Express

Investment: \$100k each
Total: \$300k

Strategies

- ✓ Combine dollars to create exponential impact
- ✓ Build awareness/brand of Catalina Island
- ✓ Drive targeted and qualified visitors to GoToCatalina.com who then click out to partner sites
- ✓ Primarily drive overnight visits

Target: Adults 25-54
HHI \$125K+
Propensity to Travel

Primary: Southern California

Secondary: Destination Market

Campaign Focus: March - June

2016 Media Mix: Digital (65%)
Cable TV (35%)

Los Angeles Area Cable Television

Flight Dates: March 14 - May 8 (6 weeks)

Networks: A&E, HGTV, Bravo, TBS

Geo targeted to select zip codes with the highest propensity to visit Catalina Island.

Impressions: 21.5 million

61% of spots ran in primetime

Digital

Paid Search, Travel Spike, Mobile Fuse, Underdog Media, You Tube, Sunset.com/Coastalliving.com and Emails

Total Impressions: 9.5 million

Total Clicks: 257,528

CPC: \$0.69

Total Video Views: 96,111 (\$0.09 cpv)

Paid Search

% of Clicks

Catalina Terms: 82%

General Travel Terms Geo Targeted to So California: 18%

Top Performing General Travel Terms:

Island Vacation

Weekend Vacation

Romantic Vacation

Family Vacation

Vacation Getaway

Vacation Package

These six search terms delivered 77% of the general travel term clicks.

Catalina Island

INCREIBLE ISLAND EXPERIENCE

Visitor / Island Info | Island Packages | Boat Transportation

Just Your Local ISLAND PARADISE

FALL IS THE TIME FOR CATALINA ISLAND

About an hour off the coast of Southern California, you'll find an island full of excitement. Besides diving, hiking, biking, kayaking, golfing, celebrating, dining, zip lining, spa-ing, and concert going - there's something for everyone.

[EXPLORE >>](#)



UPGRADE YOUR BOAT RIDE TO COMMODORE LOUNGE

priority check-in, reclining leather-trimmed seats and a complimentary snack & drink.

[Upgrade >>](#)



UNLIMITED FUN ON CATALINA ISLAND

With more than two dozen

can do, accommodations, round-trip transportation and dining credit!

[Book Now >>](#)



DANCE IN THE NEW YEAR December 31

Dance the night away at this

include a gourmet outlet dinner, dancing to live music, party favors and a champagne split to toast the New Year.

[Reserve Now >>](#)



RELAX ON CATALINA ISLAND

Fall is the ideal time to relax on Catalina Island. Enjoy soft sandy beaches and take in extraordinary views as you stroll around town, browsing unique local shops, dining on fresh-caught local seafood, and taking in one of the season's best events.

[View Calendar >>](#)



CATALINA WINE MIXER September 23-25, 2016

Inspired by the Catalina Wine Mixer scenes from Will Ferrell's comedy classic *Step Brothers*, the real-life version features entertainment from KONGOS and The Dan Band, in addition to D.J.s, a *Step Brothers* screening, costume party, and more.

[More Info >>](#)

Go To Catalina
Visitor / Island Info 866.602.7642
Island Packages 877.778.8407
Boat Transportation 800.410.9139

GoToCatalina.com

Email

Drop Dates:

3/15, 4/27, 6/14 &
9/13

Database:

1,112,142

Emails Opened:

214,007

Average Open Rate:

19.2%

Clicks:

17,608

Clicks out to CatalinaChamber.com: 4,507

Results

Chamber Investment:	\$101,000
Value:	\$327,000

Estimated 2016 GoToCatalina.com Web Visits: 315,000

Visitor Profile Based on Survey Content

Never Been to Catalina:	73%
Haven't been in 11+ years:	11.4%
Female:	69.2%
Adults 25-54:	57.4%
HHI \$100k+:	26.9%
Live outside So California:	75.7%
Interested in Overnight:	47.4%
Would you like information:	48.7%
How far out would you plan your trip to Catalina Island - 1 month+:	80.5%
Do you have plans/reservations-NO:	84.3%

Catalina Island Chamber Benefits

- Visits to CatalinaChamber.com from GoToCatalina.com (Jan-Sept): 81,117
- Cost Per Visit: \$1.12
- Time on Site: 3.29 (Site Average: 2:59)
- Average Pages Viewed: 7 (Site Average: 5.7)
- Ranked Referring site to CatalinaChamber.com: 2nd after Google
- Visitor Planner Request: 729
- Phone calls: 587
- Opt In Contest Leads: 5,547

2017 Direction

Budget: \$300,000

Media Mix:

Cable and/or Podcast and Digital

Growth Market:

San Francisco Bay Area Digital Campaign

Part IV: Groups / Meetings Co-op

Budget: \$73,000
Chamber: \$40,000
Partners: \$33,000

Newly Developed Co-op for 2016
13 Members Participated
Each Investing \$500-\$5,000

Campaign Dates: May - December, 2016

Total Impressions: 2.7 million
Total Value: \$104,440
Leads thru September: 64

Media Mix:
Digital: 89%
Print: 11%

Part IV: Groups / Meetings Co-op

Print 11% of Budget
Impressions: 124K

Plan Your
Meetings

Smart
Meetings
(p.78)



An Island So Close, Yet a World Away

California's only island resort lies just 22 miles from the southern coast. Catalina Island offers a rare and ideal combination of natural beauty, caring attention, a dazzling array of activities and special locations to assemble your group.

Collaboration happens when you take the square room out of the equation. Sparks of creativity fly when you gather in a place fostering togetherness and team camaraderie. The fresh, clean air, bright, clear skies and starry nights make Catalina Island a place where ideas come together, naturally. Catalina Island, the perfect place for inspiration.

Visit CatalinaChamber.com/Groups to learn how easy it is to book your next group gathering on an island.



Unique Venues

Meeting Paradise

Visit CatalinaChamber.com
or call 310-510-1520 to
book your next event.



Sunny and Warm and Still So Much To Do.

Just 22 miles from southern California's mainland, Catalina Island is exactly what you need to host a successful and unique meeting and group gathering. This island offers a rare and ideal combination of natural beauty, caring attention, and a variety of special locations to assemble your group.

You may know us for summer weekend escapes, but autumn is an ideal time for group gatherings. We've been renovating and upgrading our properties and beach-front locations to provide your organization the pleasure of experiencing Catalina Island in a brand new way. Collaboration happens when you take the square room out of the equation. Sparks of creativity fly when you gather in a place fostering togetherness and team camaraderie. Catalina Island is a place where ideas come together, naturally. The fresh, clean air, bright, clear skies and starry nights combined with a dazzling array of group activities make this the perfect place for inspiration.

Visit CatalinaChamber.com/Groups
or call us directly at 310-510-1520.



Part IV: Groups / Meetings Co-op

Smart Meetings Integrated Buy Print

Emails and E-Newsletter Sponsorships
Branded Native Content on Site

Smart Meetings From Catalina Chamber of Commerce & Visitors Bureau - Catalina Island offers the perfect venue for your small or medium business group, just an hour from Los Angeles - <http://hubs.ly/H04MYtM0>



Like (2) · Comment (1) · Share · 20 days ago

Alfredo Lara and Sarita Ramgulam

Sarita Ramgulam One of my favorites!
20 days ago

SmartMeetings
@SmartMeetings

From @catalinachamber - Hold your next group event on beautiful Catalina Island. Just an hour from LA - hubs.ly/H04MYtP0 #Eventprofs



Smart Meetings

October 17 at 4:30pm · 🌐

From Catalina Chamber of Commerce & Visitors Bureau - Catalina Island offers the perfect venue for your small or medium business group, just an hour from Los Angeles - <http://hubs.ly/H04MYtN0>



Digital

- ✓ Emails
- ✓ Paid Search
- ✓ Paid Social Media
- ✓ UniqueVenues.com
- ✓ MultiView
- ✓ SmartMeetings.com
- ✓ PlanYourMeetings.com

Part IV: Groups / Meetings Co-op



Catalina Island
Relax. You're On Island Time.

**Meetings in Paradise.
Closer Than Expected.**

Just 22 miles from southern California's mainland, Catalina Island is exactly what you need to host a successful and unique meeting and group gathering. This island offers a rare and ideal combination of natural beauty, calming attention, and a variety of special locations to assemble your group.

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Visit CatalinaChamber.com/Groups or call us directly at 310-810-1820. Catalina Island Chamber & Visitor's Bureau is here to help match your group's needs with the ideal island location.

[CLICK HERE FOR CATALINA ISLAND GROUP OFFERS](#)

Catalina Express
• The largest fleet and fastest service to Catalina
• Year-round boat transportation, departures from Long Beach, San Pedro & Dana Point
[LEARN MORE](#)

Catalina Canyon
The only full service resort on Catalina Island, boasting multiple meeting spaces, a full service restaurant, pool, and day spa.
[LEARN MORE](#)

HOTEL METROPOLE
Consider our luxury Catalina Island hotel for your next corporate retreat. We offer competitive group rates, an event venue, and full service catering.
[LEARN MORE](#)

SANTA CATALINA ISLAND COMPANY
Bored with your boardroom? Break away to Decanter Beach Club, where you'll find Avalon's best beachside venues and spaces for groups of 15 to 3,000.
[LEARN MORE](#)

Catalina Island Vacation Rentals (CIVR)
Catalina Island Vacation Rentals (CIVR) makes group accommodations planning a breeze. With 20 properties and a professional staff, CIVR offers a unique alternative for group gatherings.
[LEARN MORE](#)

Emails

Drop Dates:	6/28, 8/4, 8/30 & 9/21
Database:	198,355
Emails Opened:	45,748
Average Open Rate:	23%
Clicks:	3,513
Clicks to Partners:	1,107

Plan Your Meetings Newsletter



Campaign Results May – September

Digital campaign

Impressions: 2 million

Clicks to CatalinaChamber.com/groups: 8,428

Website Actions

Clicks to Partner Profiles: 274

Clicks out to Partner Sites: 1,211

CatalinaChamber.com/Groups

% website growth 2016 vs 2015

Pre Campaign January-April (346 additional visits YOY)	5.1%
---	------

Campaign May-September (22,000 additional visits YOY)	201%
--	------

Source of visits to section

Digital campaign:	58%
Direct traffic:	10.5%
Organic search:	22%

Unique Venues Listing

unique venues
you belong here

[Search for Venues](#) [Find Venues for Me](#) [List Your Venue](#)






Catalina Island Chamber Of Commerce & Visitors Bureau

[/ California / Catalina Island Chamber of Commerce & Visitors Bureau](#)

Catalina Island Chamber of Commerce & Visitors Bureau

CATALINA ISLAND CHAMBER OF COMMERCE & VISITORS BUREAU
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