

Catalina Island 2016 Marketing Conference



a unique blend of strategy + creativity

Hello



Bob Nenninger

Partner & Creative Director

Mollie McDonough

Account Director

Hello

MIX is an award-winning design & branding agency with strengths in travel & food service industries.

- Our clients include **AAA Travel, Baja Fresh & Coca Cola**
- We have been partnering with the Catalina Island Chamber of Commerce since 2005
- We produce the **Visitors Guide** and the **Pocket Map**
- Here today to talk about the role of the VG & to unveil next years Guide

The Catalina Island Visitors Guide

Serves **two primary purposes**:

1. As a **Destination Sales Piece** when you dream & plan your vacation
2. As an **On-Island Visitors Resource** when you are traveling to and on the Island

Effectiveness of Official Visitors Guides

According to two recent studies*

- OVG's **increased the number of attractions and events people consumed** during their trips
- OVG's helped cause visitors to **increase their length of stay by an average of 1.9 days**
- 45% of OVG readers **spent over 45 minutes reading it**, compared to an average of 3-5 minutes on a DMO website.

*Temple University Laboratory for Tourism and eCommerce, 2014

*Destination Marketing Organization-West and conducted by Destination Analysts, 2014

Cost

Total cost of the Visitors Guide is **self-funded**

- Paid by the advertising revenue
- Cost breakdown:
 - Advertising revenue: \$175,000
 - Design & Production: - 56,500
 - Photography: - 3,500
 - Printing & Shipping: - 51,000
 - Total additional revenue: = \$64,000
 - Additional funds are used for distribution, mailing, storage & other Chamber programs

Distribution

75,000 printed

- **42,000** — mailed from Visitor Center & Fulfillment house
- **12,000** — CA Welcome Centers
- **8,000** — Trade shows & Direct Mail to over 250 AAA offices
- **8,000** — Corporate coverage in LA, OC, Inland Empire & San Diego
- **3,800** — Local Distribution
- **1,000** — Promotions & Events
- **200** — Media Visitors

Online Digital VG

- Available online with **turn-book capability**
- **Direct links** to the advertisers websites
- Historically **over 80,000 page views**
- In 2015 **over 9,000 VG's ordered online**

VG Effectiveness

- #1 fulfillment piece & principal source of information
- Yearly increase in Island visits & overnight stays
- Increase in brand perception
- Feeds local & regional pride of the Island

Key Messaging

Our goal with the VG is to communicate the **unique selling propositions** for the Island.

- This is an **island vacation** which makes it very different than the competing destinations
- Catalina Island has attractions that are **unlike anyplace else**

Our Approach to the VG

Elevate the Catalina Island Brand

1. Create a **Coffee Table Book** that will be kept
 - Use visual storytelling to connect emotionally
 - Feature breathtaking photography
 - Clean modern design
 - Premium printing with a tactile, quality feel
2. Educate about the **evolution of the Island offerings**

Our Approach to the VG

3. Showcase the **Icons of the Island**

- The Casino
- The Green Pleasure Pier
- The Harbor
- The Underwater Ecosystem
- The Island Backcountry/Nature Preserve
- The History

2017 Catalina Island Visitors Guide



Catalina Island

2017 Official Visitors Guide

CatalinaChamber.com

Relax, You're On Island Time.



- Impactful Cover Photo
- “I want to be there”
- Focus on the Casino — Catalina’s Eiffel Tower
- Design consistency to build brand equity
- Design approach meant to stay out of the way and let the photography be the focal point





California's Only Island Destination

The architectural grandeur of the Catalina Casino greets you upon entering Avalon Harbor. Here, cares and stress melt away as quickly as ice cream under the summer sun. In less than two hours by ferry, you can leave the hustle and bustle of the mainland behind for splashing in emerald waters, scooting around town in a golf cart, flying high on a zip line, or sipping a sunset cocktail. Unwind. Explore. Revive. There's nothing quite like it. **#CATALINAISLAND**

NEW CATALINA MUSEUM

DISCOVER THE BACKCOUNTRY

EXPLORE QUIANT AVALON

SHOP CRESCENT AVENUE

STROLL THE GREEN PLEASURE PIER

PADDLE THROUGH AVALON BAY

ENJOY DESCANSO BEACH

SEE THE WORLD-FAMOUS CATALINA CASINO



DEEP-SEA FISHING OFF OF CATALINA ISLAND'S SHORES



CATALINA'S ZIPLINE ECO-TOUR



HIKING THE TRANS-CATALINA TRAIL



SCUBA DIVING THE UNIQUE WATERS OF CATALINA ISLAND



PADDLEBOARDING THE CRYSTAL BLUE WATERS OFF OF DESCANSO BEACH



Adventure Comes Naturally

At Catalina Island, float weightless above the sparkling Pacific one minute and splash into its otherworldly depths the next. The island is an amazing ecosystem of natural wonders just waiting to be explored. Scuba through fantastic kelp forests, get a bird's eye view tethered to a parasail or tour the awe-inspiring interior in an open-air Hummer. Whether you're trying your hand at stand-up paddle boarding, ziplining through the canyons or hiking the Trans-Catalina Trail, Catalina offers a variety of adventure for everyone. #CATALINAADVENTURE



Catalina Island

A Rendezvous With Romance

Replace normal, everyday life with a few days of remarkable—candlelit dinners along the waterfront, couple massages, concerts under the stars, movie night at the casino, moonlit strolls along the beach. All waiting for you right here in paradise. Intimate B&Bs, charming hotels and bungalow vacation rentals indulge every desire. Whether you choose the bustling energy of Avalon or the quiet of Two Harbors, you'll find your personal memory in the making.

#CATALINAROMANCE



THE BEAUTIFUL NEW CATALINA ISLAND MUSEUM!

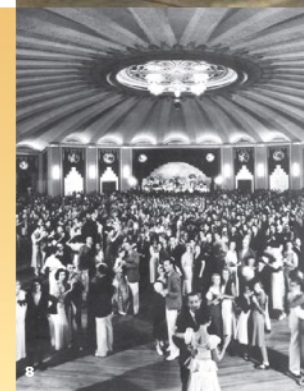
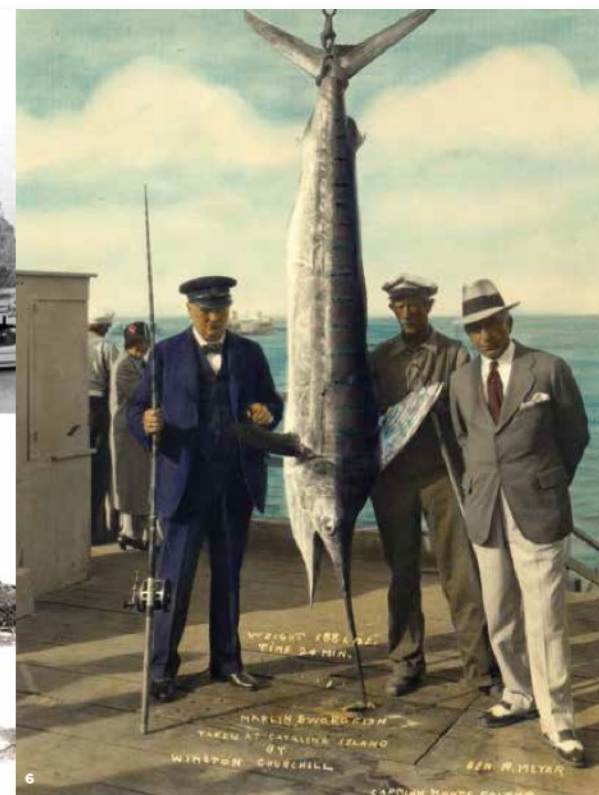
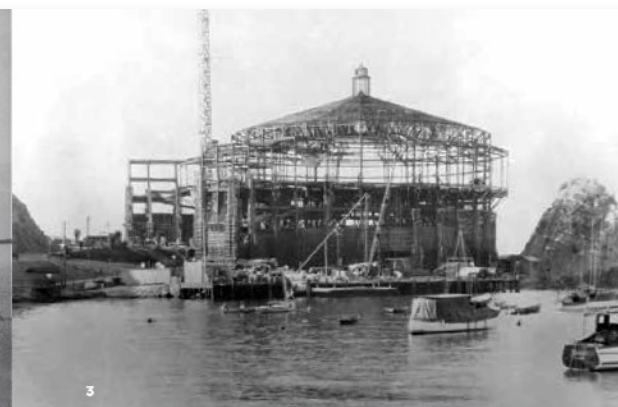


Catalina Island

A Colorful History

Discovered by an explorer, named after a saint and developed by two enterprising brothers and a gum magnate – Santa Catalina Island was destined to become a memorable destination and the playground of the stars during the golden age of Hollywood. Its rich heritage of ambition and adventure can be experienced at the new Catalina Island Museum. Here you can amble through 18,000 square feet of space indulging in gardens, exhibitions, films, and a panoramic rooftop view of the island. #CATALINAHISTORY

ALL IMAGES ARE COURTESY OF THE PERMANENT COLLECTION OF THE CATALINA ISLAND MUSEUM



1 1894-1919 The Banning brothers purchased Catalina Island and formed the Santa Catalina Island Company in 1894. The Banning brothers developed several attractions in Avalon and built the roads in the interior of the Island. After a devastating fire destroyed half of Avalon in 1915, the Banning brothers tried to recover their investment but ultimately sold the Island to William Wrigley in 1919. **2 1943** Before she was Marilyn Monroe, Norma Jeane lived on Catalina and walked the beaches of Avalon. **3 1928** Construction of the Catalina Casino began. The building was designed with a ballroom over a movie theater in the Moorish Alhambra style with Art Deco fixtures. **4 1919** William Wrigley, Jr., chewing gum magnate, purchased a controlling interest in the Santa Catalina Island Company and became the Island's new owner. He quickly began to invest much of his personal wealth to develop Avalon into one of the most unique Island resorts in the country. **5 1939** During the Golden Age of Hollywood Catalina Island was the place to be seen. Humphrey Bogart and other big stars of the silver screen came here for fun and sun. **6 1898** The Avalon Tuna Club was founded. The oldest fishing club in the United States attracted the likes of Zane Grey, Cecil B. DeMille, John Wayne and Winston Churchill. **7 1921-1951** William Wrigley, Jr., owned the Chicago Cubs and brought them over to Catalina Island for spring training for 30 seasons. **8 1940's** The Catalina Casino hosted some of the biggest names of the jazz and big band era. **9 1972** To preserve Catalina Island, the nonprofit Catalina Island Conservancy was formed and acquired the title to 88% of Catalina Island in order to protect and restore the land and its many natural and varied inhabitants. **10 1924** Fourteen bison were brought to the Island for the production of "The Vanishing American," the film version of Zane Grey's classic novel.

Recommendations for the Future

- Update and invest in quality advertising
- Use professional photography in your ads
- Track click-throughs with Google Analytics on your website

Thank you!
Questions or
Comments?