

VISITOR & MEMBER SERVICES

NEW MEMBERS

6 new members joined: 
Akuario, Avalon Anglers, Captured Memories, Catalina Food Tours (re-join), Catalina Xtreme Parasail, Love Hamilton Cove

MEMBER E-BLASTS

E-blasts are regularly sent to the Board, City Council and general membership including but not limited to: Thursday Update weekly e-newsletter, weather alerts, public relations reports, visitor statistics, meeting agendas, employment interest forms, mixers, fixers and upcoming events/programs.

Member eblasts sent: **78**

Average open rate: **54%**

Average click rate: **5.5%** > above industry average

PROGRAMS & EVENTS

Business Mixers, Fixers & Events

- July 4 - Judged & awarded Catalina Island gift certificates to business decorating contest winners
- July 20 Annual Meeting & Awards - Flx Biergarten
- September 14 Mixer - Catalina Art Assn/Cafe Metropole
- Online Fixers - lovecatalina.com/members/resources

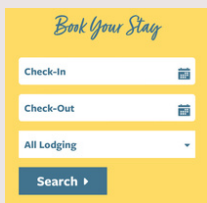
Free Family-Friendly Concert Series on Wrigley Stage

- July 15 - Venice w/ special guests members of the Pine Mountain Logs
- August 19 - Mick Adams & the Stones, cancelled due to threat of tropical storm Hilary, unable to reschedule band
- September 2 - Tribute to ABBA

BOOK>DIRECT PERFORMANCE

Search widget enables visitors to book commission free accommodations.

- Estimated booking revenue:
 - **\$591,958 - up 60% over Q3 '22**
- Estimated bookings:
 - **856 - up 57% over Q3 '22**
- Estimated booking amount:
 - **\$691 - up 1.82% over Q3 '22**
- Conversion rate:
 - **2.57 increase - up 79.7% over Q3 '22**



Book Your Stay

Check-In

Check-Out

All Lodging

Search >

Search widget on
lovecatalina.com

CONSUMER EMAIL MARKETING

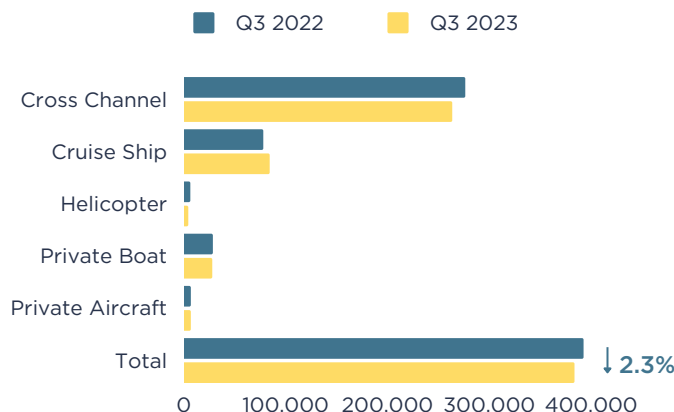
E-blasts are sent 1-2 times/month to our database of 128K prospective and returning visitors interested in receiving special offers and information about Catalina Island.

Consumer eblasts sent: **5 (1-July, 2-Aug, 2-Sept)**

Average open rate: **35%**

Average click rate: **1%** > on par w/ industry average

VISITOR COUNTS



Q3 visitor counts were adversely impacted by Tropical Storm Hilary prediction + colder than normal temps.
20 Hilary related emails to members between Aug. 16-Aug. 22

Q3 BY THE NUMBERS

Visitor Center walk-ins: **9,191 ↓ 2.4%**

Visitors Guides mailed: **2,283 ↑**

Visitors Guides downloaded: **1,322 ↑**

Visitors Guides distributed: **8,955 (avg.)**
(through Certified Folder + Visitor Center)



MEMBER BUSINESS, MARKETING & NETWORKING PROJECTS

- Digital Asset Management online system launched
- 4th of July Celebration sponsorships solicited
- 2022-23 Annual Report + Video distributed
- 2023-24 Membership dues renewals mailed
- 2023 New Year's Eve Gala reservations opened July
- 2024 Visitors Guide sales opened, 186K **↑ 8.3% over 2023**
- Began compiling 2024 Special Events calendar
- Began discussion with Placer.ai, visitor insight platform
- Continued work with Island Connectivity group
- Represented Catalina at the 2023 CalTravel Summit
- Conducted a member Travel Insurance Survey
- Attended SBA roundtable w/ Congressman Garcia

CARE FOR CATALINA



- Launched updated CFC logo
- Launched Kind Traveler Every Stay Gives Back program
- 4 Community Clean-Ups held, removing over 315 pounds of trash with 56 total volunteers
- Island partner outreach for updates on sustainability at various places of business
- Entry in process for Visit California Poppy Awards on Destination Stewardship & Sustainable Travel

PAID MEDIA PERFORMANCE HIGHLIGHTS

- Q3 media was centered on social (Meta-Facebook & Instagram, programmatic display (Fifty, Premion) and targeted emails (Visit California & TravelZoo).
- Q3 media launched 8/7 and continued through the end of the quarter.
- Q3 media messaging was ‘Second Summer’. It ran as a non-promotional message until 8/20, then a promotional message (Buy 2, Get the 3rd Free) through the remainder of Q3 (and into Q4 thru 10/31).

Prospecting Ads: target NEW audiences to visit your site
Retargeting Ads: target audiences who have previously visited your site, while they visit other sites

Top Prospecting Ad: Second Summer 728x90 (no promotion)

- Launched: 8/7-8/20
- Impressions: 193,408
- Clicks: 281
- CTR: 0.15% (Ind Avg: 0.10%)



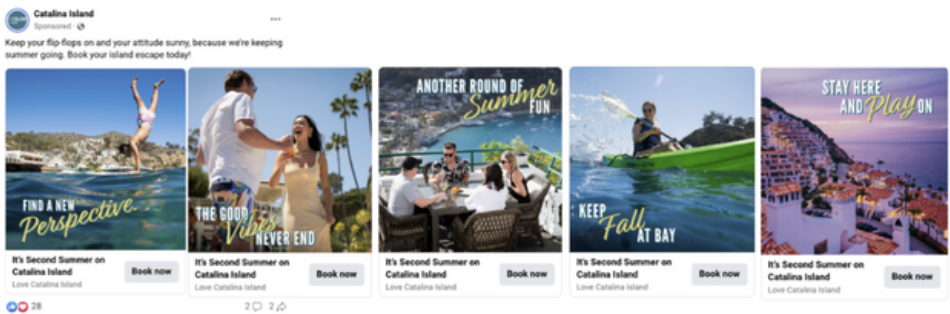
Top Retargeting Ad: Second Summer 728x90 (with B2G3 promotion)

- Launched: 8/21-end Q3 (until 10/31)
- Impressions: 135,196
- Clicks: 253
- CTR: 0.19% (Ind Avg: 0.10%)



Top Social Carousel Ad: Second Summer

- Launched: 8/7-end Q3
 - B2G3 promo messaging added 8/21
- Impressions: 224,509
- Clicks: 4,062
- CTR: 1.81% (Ind Avg: 0.90%)



Q3 TARGETED EMAILS

- Three emails ran in Q3: 2 Visit California, 1 TravelZoo

TravelZoo Email

- Dedicated email-September 17
- Sent: 351,772; clicks 4,103; clicks per email 1.17% (open report not available due to iOS privacy issues)

Visit California Emails

- Sponsored newsletter, July 13: delivered 242,131
 - 53% open rate; 173 clicks on Catalina banner
- Dedicated email, July 19: delivered 242,344
 - 56% open rate; 3,482 clicks to Catalina links



PUBLIC RELATIONS RECAP

Press coverage highlights include features in OC Register, San Diego Union-Tribune, Visit California, World Atlas, AFAR and more.



82 pieces of articles, stories, and mentions

516M Combined reach of impressions

2.7M Audience view

AWARD

2023 w3 Silver Award (website category)

Academy of Interactive and Visual Arts

MEDIA RELEASES

The PR team regularly shares media pitches and press releases with local, regional and national media contacts. We also include members' releases on our website online: lovecatalina.com/media/press-releases.

- Best Places to Travel in 2023: July 25, 2023
- Annual Meeting & Awards: July 26, 2023
- Luxury Travel Destinations: Aug. 15, 2023
- Second Summer Lodging Special: Aug. 18, 2023
- Care For Catalina/World Tourism Day: Sept. 26, 2023
- What's New for Fall 2023: Sept. 29, 2023

SOCIAL MEDIA AUDIENCE GROWTH (over Q3 '22)

4,650 followers Up .17%	47,992 followers Up 31%	128,671 followers Up 5.4%
5,107 followers Up 15.8%	369 followers Up 28%	4,274 followers Up 100% (new)

