



## Catalina Island Celebrates National Travel and Tourism Week with Happenings & Events in May

**AVALON, CALIF. (April 26, 2023)** Each year the U.S. Travel Association celebrates [National Travel and Tourism Week](#) (NTTW) to spotlight travel and demonstrate how tourism is important to the American economy. May 7-13, 2023, marks the 40<sup>th</sup> anniversary of NTTW, and [Love Catalina Island](#) supports islanders with key events in preparing Catalina Island businesses for summer travel.

According to US Travel, Tourism serves as a catalyst for a productive U.S. economy and helps power the success of other industries. The U.S. travel industry generated a \$2.6 trillion economic output in 2022 and supported 15 million jobs, fueling communities, small businesses, and working families across the country.

Below are some of the local happenings, events, and activities to attend:

- **May 1: Fixer with Carnival Cruises, Shore Excursion Training: Two Training Sessions at 9 am or 1 pm:** Meet with representatives of Carnival Cruises to learn about packaging your tours, activities, and special offers to cruise visitors. Carnival makes the most visits to Catalina Island of any cruise line that calls on the port of Avalon. Sister brands to Carnival include Princess Cruises and Holland America, which also frequently visit Catalina.
  - Location: The Trailhead Catalina Island Conservancy, 708 Crescent in Avalon
  - RSVP at <https://www.lovecatalina.com/members/benefits/member-mixers-events/event-registration/>

Trainers are:

### **Luis Terife**

Luis is the VP of Shore Excursions and other Onboard Revenue categories for Carnival Cruise Line. He has spent almost a decade there working in strategy for the whole corporation, guest insights, and analytics, digital marketing. Before his cruise experience, he spent seven years with McKinsey, focusing on Marketing and Sales in multiple industries.



### **Priscilla Molina**

Priscilla is currently overseeing the product development and operations for Shore Excursions. Priscilla has over 15 years of experience in the travel and service industry, with a relevant emphasis on product development. Priscilla has spent the past eight years creating and negotiating excursions in the Caribbean and Europe for Carnival and Carnival Corporation.



- **May 2: Carnival Cruises Site Visits:** Carnival representatives will make their own appointments to visit Shorex providers in Avalon.

- **May 2: Expedia & Lodging Partners Meeting:** This event will provide Expedia updates, go over market data, touch on important sections in partner central that will be useful in the summer, and answer any questions partners may have.
  - Location: The Trailhead Catalina Island Conservancy, 708 Crescent in Avalon
  - RSVP to Expedia via Splash: <https://expediacatalinaworkshop.splashthat.com/>
- **May 4: Coffee & Donuts with the Love Catalina team:** An event aimed at bringing together travel industry professionals. Join us for a fun networking event on May 4 from 8 - 9 a.m. to stay informed and reconnect with peers.
  - Location: Catalina Island Visitor Center, 1 Green Pleasure Pier, Avalon, CA 90704
  - No RSVP is required.
- **May 10: Lodging Open House:** See what's new and what future guests or current visitors are experiencing when staying in Catalina lodging facilities. Stay relevant to be informed and provide the best recommendations to upcoming travelers. The event will be held from 5:30 – 8:45 pm.
  - Location: Kickoff at 5:30 pm at the Visitor Center on the Green Pleasure Pier.
  - Janet DeMyer [janet@lovecatalina.com](mailto:janet@lovecatalina.com) or 310.510.7635
- **May 11: Love Catalina Island Board of Directors Meeting:** Start at 1 pm at the Founder's Room, US Bank, Avalon, CA.
- **May 11: Mixer Networking Event:** Enjoy good conversation and beverages at the newly renovated Catalina Canyon Inn. Casually network and connect from 6 – 8 pm.
  - Location: Catalina Canyon Inn, 888 Country Club Drive
  - Registration: <https://www.lovecatalina.com/members/benefits/member-mixers-events/event-registration/?action=registrationForm&eventid=1053&sessionuuiid=>
- **May 16: CalTravel Tourism Advocacy Day:** Jim Luttjohann from Love Catalina Island will be joining industry colleagues in Sacramento for Tourism Advocacy Day and the CalTravel Summer Board Meeting.

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#### About Love Catalina Island Tourism Authority:

With 230 members, the non-profit organization Love Catalina Island Tourism Authority is the champion of the island's business community. The organization fosters a successful economy through the promotion of the island as an attractive destination for travel with a focus on sustainability. For more information, please visit [www.LoveCatalina.com](http://www.LoveCatalina.com) and join the conversation on Facebook ([www.facebook.com/lovecatalinaisland](https://www.facebook.com/lovecatalinaisland)), Instagram (@lovecatalinaisland), and Twitter (@lovecatalina\_).

#### About Catalina Island:

A picture-perfect island paradise just 22 miles off the coast of Southern California, Catalina is a beautiful, dynamic, eclectic destination with a rich history, wide open spaces, and fresh ocean breezes. Catalina offers 25 lodging properties and 300 vacation rentals, including bed and breakfast inns, seaside condominiums, charming bungalows, and hotels. The Island boasts 33 palate-pleasing restaurants, lively seaside bars, and an abundance of on- and off-water activities and amenities. Also, home to eight marine sanctuaries and the Catalina Island Conservancy (with 48,000 acres of pristine protected wilderness), these island treasures offer endless year-round outdoor recreation possibilities. Catalina Island is the perfect getaway all visitors will love. For more information, please visit [www.LoveCatalina.com](http://www.LoveCatalina.com).

#### CONTACT:

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