



FOR IMMEDIATE RELEASE

2024 A Big Year for First Time Cruise Ship Visits

Tourism Authority and City of Avalon Welcome Inaugural Visits to the Port of Avalon

The 2024 series of cruise ship visits, will look different than any year prior, due to big changes in various cruise line itineraries and ships porting on the west coast. In 2024, Avalon will welcome an unprecedented five inaugural visits, one of which, The Seaborn Sojourn, has already taken place. In addition, Celebrity Cruises, Carnival Cruise Line and Royal Caribbean International will all have first time visits of ships in their fleets. Below are the 2024 inaugural visits.

- Seaborn Sojourn, January 12, 2024
- Celebrity Summit, May 5, 2024
- Carnival Firenze, May 13, 2024
- Royal Caribbean Brilliance of the Seas, September 27, 2024
- Royal Caribbean Radiance of the Seas, October 4, 2024

In addition, the port of Avalon will see the return of two Holland America Line ships that have not visited for some time.

- Holland America Eurodam, last here in 2018, returns April 28, 2024
- Holland America Zaandam, last here in 2010, returns April 21, 2024

“Cruise ship visitors are important to the local economy, especially in winter and spring when other travel to the island tends to be at a much-reduced rate,” said Jim Luttjohann, Love Catalina’s President and CEO. He went on to say, “In most years cruise ship visitors make up about 25% of total visitor volume for Catalina.” According to data presented by Cruise Lines International Association or CLIA at the Seatrade Cruise Conference last year, up to 40% of cruise ship travelers who make their first visit to a destination, plan to return to a port for a longer visit. “That means every cruise ship visitor we welcome to the port of Avalon, is getting a taste of why they should come back and stay in our hotels, take longer excursions and enjoy our relaxed pace on the island,” said Luttjohann.

Catrina Awalt, a long-time operator of Twos Company, a fine gift and jewelry shop in Avalon said “The diversity of this year’s ship line-up is wonderful news for retailers. We have some of the top lines calling on us, bringing a higher end clientele to our shores.” Awalt continued, “Having Royal Caribbean resume calling on us and recently the

addition of Disney Cruises has really made a difference in our local economy.” “Cruise passengers generate revenue for the City of Avalon through the payment of port fees too,” said Luttjohann. “Wharfage is a fee charged for every passenger and the fees help cover the operating costs of the Avalon Harbor Department. When voters approved Measure H in 2020, additional fees for hospital construction were added to fares for passenger ferries and Cruise Ships arriving in Avalon Harbor, making the economic benefits of such visitors even more vitally important to the future wellbeing of our community,” said Luttjohann.

Despite these inaugural visits, in 2024, 104 ship visits are currently anticipated, which is down from 2023’s total of 116. The schedule of ship visits is available at <https://www.lovecatalina.com/community-information/cruise-ship-schedule/> and information to assist cruise visitors may be found at cruisetocatalina.com.

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 and join the conversation on Facebook (www.facebook.com/lovecatalinaisland), Instagram (@lovecatalinaisland), and X (@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 over 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.