

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

January 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in January for the City of Redding and collected from Redding lodging properties was \$361,481.28, which is a 30.9 percent decrease from January of 2019. This is with the expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing January of 2020 to January of 2018, TOT had an increase of 15.4 percent, which is respectable over a two-year time period. Overall, this is a fiscal-year-to-date TOT decrease of 7.05 percent.

Marketing and Advertising:

1. The Visit Redding website had 21,595 users for the month of January. A total of 79.93 percent of January's website visitors came from outside the Redding area. The average session duration increased from 1 minute, 40 seconds to 2 minutes, 20 seconds – a 40.3 percent increase compared to January 2019.
2. TripAdvisor.com continues to positively influence consumer's opinions on where to travel. For January, the Redding CVB's ads received 132,395 impressions and 292 direct clicks to VisitRedding.com for a click-through-rate (CTR) of 0.22 percent, which is double the industry standard. In addition, 507 people navigated to the Visit Redding site after seeing a trip advisor ad, but choosing to visit the site without clicking on the ad.
3. The Redding CVB presented the Redding area to potential visitors at the San Diego Travel and Adventure Show (*see photos*). The show had 15,437 attendees, and the Redding booth distributed more than 1,200 brochures on the Redding area, and received 170 new subscribers to the Visit Redding e-newsletter. Redding also sponsored the official Travel and Adventure Show photo booth where 619 people walked away with a total of 367 photos that helped them visualize what it would be like to visit one of the Redding area attractions.



Public Relations:

1. Media outreach continued in January with the Redding CVB:

- Assisting in two earned media articles, reaching 1,996,659 unique monthly visitors (UMV). The most notable article is the Redding CVB earning a ‘Top 10’ distinction as a destination to visit in the world in 2020 from ShermansTravel.

Publication	Article	Link	Reach (UMV)
ShermansTravel	ShermansTravel’s Top Destinations in 2020	https://bit.ly/37VGMU4	1,988,349
Bright Lights of America	Things to do in Redding, California	https://bit.ly/2UINgaU	8,310
Total			1.99 million

2. The Redding CVB promoted the “Escape to Redding” winter video in January on Facebook and Instagram. The video highlighted winter activities such as skiing, snowboarding, snowshoeing, sledding, snowmobiling, tubing and cross-country skiing at nearby attractions of Lassen Volcanic National Park and the Mt. Shasta Ski Park. The video collected 61,979 impressions in January with 16,967 engagements and 4,251 ThruPlays, which is when the video is viewed for a minimum of 15 seconds. Video: <https://bit.ly/36Q297L>



3. Two new blogs were posted to the Visit Redding website to create ideas for potential travelers on why they should choose Redding as a vacation destination. The blog ‘An Empty Nester’s Guide to a Great Weekend in Redding’ featured options for what the 55-and-up demographic can do in Redding, major events, must-experience activities and outdoor adventure opportunities. The other blog was a guide to fly-fishing in Redding, highlighting guide services, gear and shopping and a several restaurants to enjoy while on a fishing trip. When it comes to winter activities, fishing is a popular activity to promote. The Visit Redding blogs collectively had 5,689 page views in January, a 10.5 percent increase in page views compared to December 2019.

- A Fly-Fishing Guide to Redding, CA: <https://bit.ly/36TnZaK>
- An Empty Nester Guide to a Great Weekend in Redding: <https://bit.ly/399ic2h>

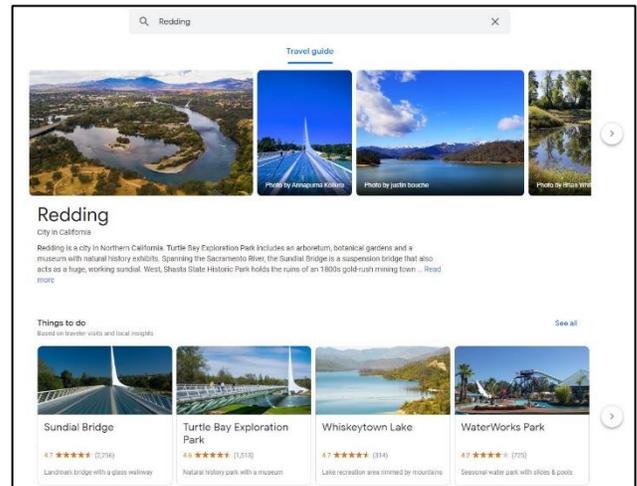
4. A paid content campaign with Active NorCal continues to deliver positive results to dedicated outdoor enthusiasts from Los Angeles to the Oregon border. The campaign features display ads, a website takeover where Visit Redding content blankets the Active NorCal website and e-blasts, and sponsored articles and videos highlighting activities, attractions and food in Redding. The display ads received 2.47 million impressions across December and January and 5,328 clicks to the Visit Redding website. The links to the content are:

- How you can snowshoe an active volcano for FREE in Lassen Volcanic National Park: <https://bit.ly/2GWRu0t>
- The 20 Reasons Why Redding is the Gateway to California’s Breathtaking Wilderness: <https://bit.ly/31tanlh>

- A Tour of the Four Breweries of Redding, California: <https://bit.ly/36WrBbY>
- The 7 Hidden Outdoor Gems Near Redding, California: <https://bit.ly/31rv6px>
- The Ultimate Foodie Tour of Redding, California: <https://bit.ly/38YJXua>

5. The Redding CVB’s paid search engine marketing (SEM) campaign served ads on Google to attract potential travelers to the Visit Redding website and give them more reasons to book a trip to the area. The ads were seen 103,489 times and had 7,095 clicks in January for a 6.86 percent CTR. It was the most monthly clicks in the campaign during this fiscal year. The most engaged keyword was ‘things to do in redding ca’ with 897 clicks and a 22.92 percent CTR.

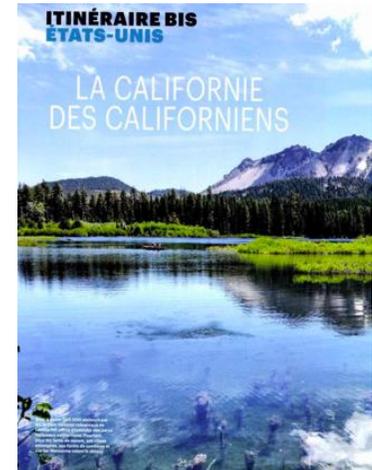
6. Redding’s Google listing page was improved this fiscal year. A total of 32 listings within Redding were optimized with updated imagery and an improved Redding’s Travel Guide (*see right*) on Google. The Redding CVB published an additional 317 images on Google to bring more colorful and accurate photos about Redding to the top of the search results and push down the photos that could negatively depict the city. The images Redding published have been viewed 318,381 times in the current fiscal year.



- Redding’s Google Travel Guide: <https://bit.ly/3b6AtyU>
- Google Search Redding, CA imagery: <https://bit.ly/2SbrS5o>

International:

1. The Redding CVB partnered with Shasta-Cascade Wonderland Association and Visit California to present Northern California in the National Geographic Traveler – French Edition. The first seven pages out of the 17-page insert covered Shasta Lake, Shasta Dam, Lake Shasta Caverns, Burney Falls, Lassen Volcanic National Park, and Lake Almanor. The story followed a group of 35 to 55-year-old adults who now return to Shasta Lake every year because their parents first brought them as children and they now come back with their children and friends. The article has them playing cards, visiting local spots like Basshole Brews, and talking about this area being not as crowded as the other popular spots in California. The group talks about how easy and nice the drive is between places and then the last half of the editorial transitions to describing the North Coast.



Conferences/Meetings/Conventions/Trade Shows Attended:

1. San Diego Travel and Adventure Show: Jan. 18-19; San Diego, CA; Julie Fink & T.J. Holmes.
2. Sundance Film Festival: Jan. 24-27; Park City, UT; Sabrina Jurisich.
3. Local meetings: The Redding CVB team also regularly attends the Downtown Collaborative (Julie), Redding Cultural District (Sabrina) and the Bigfoot Mountain Bike Challenge (T.J.) meetings.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

Generating new group business for sports, local festivals, and/or film activity:

1. The Sports Commissioner continued follow-up with the following organizations: Powerboat Nationals, NorCal High School Mountain Bike Race, International Slow Pitch Softball, Shasta Mud Run, Kool April Nites, and Kayak Bass Fishing. Winter sports and activities will be featured in the next SportsStars Magazine, which will be distributed in the Bay Area.
2. The Film Commissioner received 13 inquiries for locations, crew, permits, and incentives and hosted four productions for 11 film days. Five new vendors were added to the Film Shasta website. Film Shasta was also featured in Enjoy Magazine. Read the article here: <https://bit.ly/3b4qBpz>



*As an affiliation with California Film Commission and Film Liaisons in California Statewide (FLICS), and as a standard of good Film Office procedure, we are commonly obligated to conform to privacy laws and to keep filming information provided by filmmakers, producers, and location managers private. The relationship of trust built with filming organizations encourages an open dialogue which allows us to be more capable of offering services to them, enticing them to bring their projects to us.

Groups, Conventions, Sports and Festivals:

Generating new group business for venue locations:

1. In January, the Industry Relations Coordinator Sheila Dougherty helped Simpson University plan for 150 families to visit Redding and possibly attend Simpson University in February and March with anticipated one room night per family and possibly two nights for a total of 300 room nights for both groups.
2. The “doubles paddle battle” put on by Redding Pickleball 4 All is expecting 150 players to come to Redding May 16-17 to play at Shasta College. The Redding CVB supported this group with give-a-ways to help welcome the players.
3. Comfort Suites requested assistance from the Redding CVB to welcome pastors and their wives for a symposium. The RCVB helps any group show how special Redding hospitality is like, hoping small groups will help invite larger groups at a later date.
4. Oxford Suites requested the help of the RCVB to make a traveling basketball team feel welcomed by the Redding community. Bags with goodies were given to the players.

5. “Travel Tips” cards and downtown walking maps have been well-received by all the lodging properties and their guests. Both travel tools were distributed to many properties in January.

Groups, Conventions, Sports and Festivals:

In Proposal:

There is one contract pending to bring future conferences/groups/events to Redding.

Upcoming:

1. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
2. Sundial Film Festival: March 7, 2020; Cascade Theatre.
3. NorCal High School Mountain Bike Race: March 7-8, 2020; Bureau of Land Management.
4. Kool April Nites: April 18-26, 2020; Various locations throughout Redding.
5. Annual Rotary District Conference: May 2020 – approximately 400 attendees.*
6. Shasta Mud Run: May 9, 2020; Historic Hawes Farm.
7. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
8. International Slow Pitch Softball (ISPS): NorCal Championship July 18-19, 2020 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
9. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
10. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipating room nights.
11. California Association of Clerk and Election Officials: July 11-17, 2021; 170 estimated room nights.

Recent:

1. Pew Charitable Trust: Jan. 8, 2020; Red Lion, 50 Room Nights (RN).

** Denotes a joint effort of Redding Convention and Visitors Bureau and lodging facilities with client communication.*