

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

January 2020

Tracking Transient Occupancy Tax (TOT)

Tentative TOT revenue reported in January for the City of Redding and collected from Redding lodging properties was \$286,038.74. This is a 20.9 percent decrease from January of 2020 and a 10.2 percent decrease fiscal year-to-date. Other rural destinations are down 30 percent or more and the urban areas are down 70 percent or more. Redding TOT/tourism/occupancy is not as bad as it could be considering the circumstances. Redding occupancy is doing better than Bend, Ore., according to STR data.

Marketing and Advertising:

1. New art was placed on both of the Redding CVB's I-5 billboards. The southbound board in Mountain Gate was refreshed with an image of Redding's vibrant downtown area (*see right*), whereas the northbound board in Willows keeps Redding in the minds of travelers promoting "physical distance" activities with Redding's upcoming waterfall season. Larger cities are preparing to ramp up their advertising which is going to create more competition for Redding to be noticed.
2. The CVB annual Tripadvisor campaign runs display advertising on both desktop and mobile, targeting people who are ready to travel and are in the research phase of what fits their interest criteria. For January, the Tripadvisor campaign received 506 clicks and 441,592 impressions. Of those users directly reached by the campaign, we tracked 188 people who saw the ads and then independently visited VisitRedding.com. Additionally, the CVB sponsors the Redding destination page on Tripadvisor.com. The destination sponsorship allows the CVB to add custom content to the page, including photos, video, and custom itineraries, all prominently displayed for interested travelers. The sponsored page received 420 impressions.
3. The Visit Redding website had 80,692 pageviews for the month of January – a 8.38 percent increase over January of 2020. A total of 89.07 percent of January's website visitors came from outside of Redding. The number of users increased from 21,595 in January 2020 to 27,508 in January 2021 – a 27.38 percent increase.



Public Relations:

1. The Redding CVB distributed a local newsletter to community leaders with recent tourism data and trends. Highlights in the newsletter included promotion of Visit California's free and virtual

Outlook Forum and how it is relevant to all tourism businesses, latest travel sentiment for consumers in the U.S., and promotion of DASH – Redding’s free Downtown Area Shuttle Service. Earned media articles were also included. The newsletter had 162 opens with a 32.3 percent open rate, 22 clicks for a 13.6 percent CTR. View the newsletter here: <http://conta.cc/3qViaUy>.

- Four earned media articles were published, totaling 7.47 million unique monthly visitors (UMV). Redding gained a national accolade in the process, coming in as a “Top 37 Best Hidden Vacation Spots in the U.S.” as written by Redding hosted travel writer Chris Christensen.

Publication	Article	Link	Reach (UMV)
Active NorCal	21 Jaw-Dropping Outdoor Destinations to Visit in Northern California in 2021	http://bit.ly/38K9M3N	212,790
The Diary of a Nomad	37 Best Hidden Vacation Spots in the U.S.	http://bit.ly/3qIkv4V	27,270
Only In Your State	Redding’s ‘Waterfall Loop’ is a Glorious Spring Adventure in Northern California	http://bit.ly/2L4qh1O	3,613,830
Only In Your State	12 Unforgettable Northern California Day Trips, One for Each Mont of the Year	http://bit.ly/36qMf6t	3,613,830
Total			7.47 million

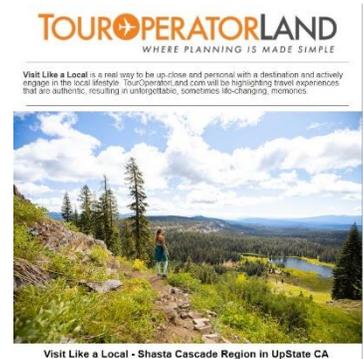
- Four winter videos were promoted on a paid YouTube campaign during January. The videos featured all winter recreation, snowboarding, splitboarding, and snowshoeing. The videos were viewed 30,159 times for a cost per view at \$0.03. The most popular video in the campaign was splitboarding while the snowshoe video had the highest completion rate. View the videos below:

- Winter Recreation – Redding, CA – <https://bit.ly/3aenZpj>
- Snowboarding – Redding, CA – <https://bit.ly/2M80CWE>
- Splitboarding – Redding, CA – <https://bit.ly/3cmotMJ>
- Snowshoeing – Redding, CA – <https://bit.ly/3ajiHJh>



International:

- Redding was promoted to domestic and international trade organizations in an email newsletter campaign with TourOperatorland themed *Visit Like a Local*. The newsletter linked to itineraries featuring Redding and was emailed Jan. 15 to more than 8,900 tour operators, travel trade, receptive operators, and group planners. Link to newsletter: <https://bit.ly/2MirROb>. The two itineraries listed can be seen if you register your email to get a login. The link to all itineraries will take you to the Shasta-Cascade website which is designed to show the region with Redding as the hub city.



Conferences/Meetings/Conventions/Trade Shows Attended:

1. Shasta Economic Resiliency Meeting, Virtual, Jan. 6; Laurie Baker.
2. Hotelbeds, Get Away Destinations with Visit California, Virtual, Jan. 14; Sheila Dougherty.
3. NATPE (National Association of Television Program Executives), Virtual, Jan. 19-29; Sabrina Jurisich.
4. Comprehensive Economic Development Strategy for Shasta, Siskiyou, Modoc & Trinity, Jan 19; Laurie Baker.
5. Shasta Economic Resiliency Meeting, Virtual Jan. 20; Laurie Baker.
6. Downtown Collaborative, Virtual, Jan. 20; Julie Finck.
7. FLICS (Film Liaisons in California Statewide) board meeting, Virtual, Jan. 21; Sabrina Jurisich.
8. Bigfoot Mountain Bike Challenge, Virtual, Jan. 21; T.J. Holmes.
9. Visit California Rural Committee Meeting, Virtual, Jan. 28; Laurie Baker.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

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

1. The film commissioner aided 32 different productions on location requests, local cast and crew referrals, lodging assistance, and local incentive information. We processed two permits, hosted two scouts, and one production. An email highlighting upcoming production needs for cast and vehicles was distributed to 677 local contacts, which had 318 opens (46.2 percent open rate). Film Shasta was also featured in Premier Travel Media's new Destination Film Guide magazine, which can be seen here: <https://bit.ly/3oFfB7i>.
2. The Redding CVB is now featured on two new sports platforms; Playeasy and SCOUT. Playeasy works with Sports Events and Tourism Association's (Sports ETA) established network of destinations, industry partners, facilities, and rights holders. SCOUT takes the connection point a little further rating local facilities and destinations and expanding event offerings to those that fit better in the smaller to mid markets. The sports commissioner reviewed 36 potential event leads and forwarded 15 to the California Soccer Park and Big League Dreams for further consideration. This month, SportStars ads highlighted trails and winter activities.



*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.

Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. Visit Redding released its updated version of ‘Explore Redding’ for group tour operators and others wanting to explore Redding’s group tour location. This new version includes an agritourism section, features locations outside of Redding, but are of key interest to tour operators. Redding can draw more tour buses by showcasing activities such as Arapaho Rose Alpaca Farm, Nor Cal Trails, and 29 Rows lavender farm. This four-page downloadable brochure lists other places of interest for groups – national and state parks, arts and entertainment, and a section we are calling ‘uniquely ours,’ which includes locations such as Lake Shasta Caverns, Camden House, and the Sundial Bridge. This updated groups brochure represents the diversity of the Redding areas, from historic sites of gold panning to art galleries. Please see the link to this brochure here: <https://bit.ly/3oGNAMT>.
2. The Redding CVB updated a 187+ Restaurant Guide to help Redding lodging property guests find clarity to which local restaurants are offering what services amongst the unique COVID restriction guidelines.
3. The Redding CVB continued to supply Visitors Guides, Trail and Waterfalls brochures, and downtown maps to all businesses during these times. Any organization can contact sheila@visitredding.com for brochures or maps.



Groups, Conventions, Sports and Festivals:

In Proposal:

1. There are six contracts pending to bring future conference/group/events to Redding.

Upcoming:

1. Sundial Film Festival: March 6, 2021, Virtual for 2021.
2. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
3. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
4. California Association of Clerk and Election Officials: Tentatively, July 11-17, 2021; 170 estimated room nights.

Recent:

1. Fishing League Worldwide (FLW) tournament: Jan. 28-30, 2021 at Shasta Lake. Expecting 300 anglers – estimated 400 room nights. – *canceled due to coronavirus.*

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