

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

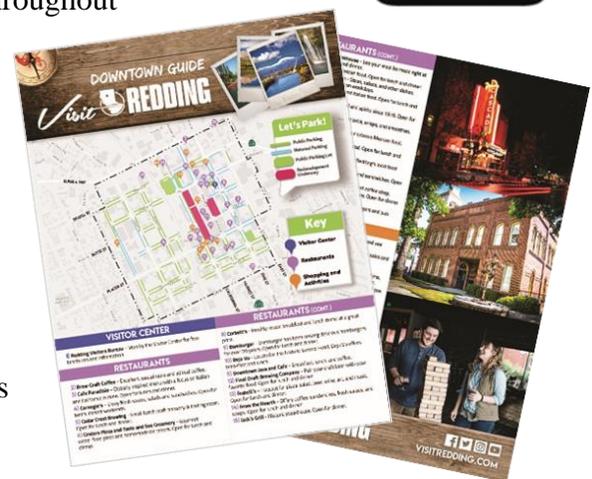
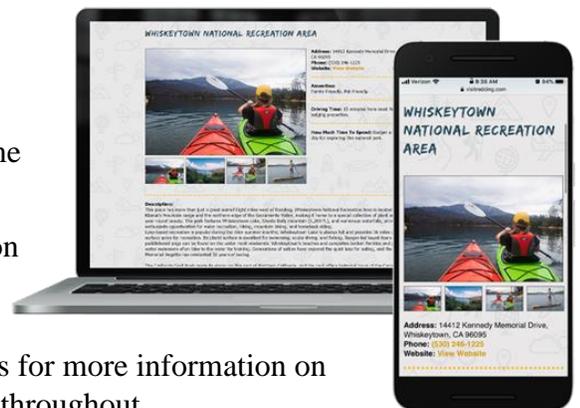
October 2019

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in October for the City of Redding and collected from Redding lodging properties was \$510,075.77, which is a 10.7 percent decrease over October of 2018. This is an expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing October of 2019 to October of 2017, TOT had an increase of 7.4 percent, which is respectable over a two-year time period. Overall, this is a fiscal-year-to-date TOT decrease of 0.06 percent.

Marketing and Advertising:

1. VisitRedding.com had 24,236 users for the month of October. This is a 30.3 percent increase in visitors from October of 2018. A total of 80.4 percent of October's website visitors came from outside the Redding area.
2. The detail pages on the Visit Redding website were redesigned to better organize and showcase information, with a focus on improved display and decreased scroll time on mobile devices.
3. The Redding CVB ran an ad in the Hot Spot Travel section of the October/November edition of National Geographic Traveler. The ad had a circulation of 100,000 issues and has received 188 requests from readers for more information on the Redding Area to date, with more expected to come in throughout November.
4. A new Downtown Redding Guide flyer was made, showing visitors downtown attractions and restaurants as well as parking locations. The brochure was created based on repeated requests from guests at the Visitor Center asking for an informational map showing them available options for activities and restaurants nearby.
5. The Redding CVB partners with the Redding Municipal Airport to play video at the Airport showing travelers things



to do in Redding. In October, the video was revamped with entirely new footage, providing an updated look at the best of what Redding has to offer.

6. A new billboard was created for the Redding CVB's southbound Interstate-5 southbound billboard in Mountain Gate, welcoming visitors to Redding and telling them how to get to the new visitor center.
7. Redding commercials ran on Comcast in the Bay Area both on traditional and digital streaming television. A total of 846 traditional commercials were aired. The digital commercials were viewed 67,746 times, with 88.1 percent of viewers choosing to watch the entire commercial.
8. The Redding CVB continues to run ads on TripAdvisor.com promoting travel in the Redding area. For the month of October, the Redding CVB's ads received 119,493 impressions and 246 clicks to VisitRedding.com, for a click through rate (CTR) of 0.21 percent – double that of Trip Advisor's recommended benchmark. In addition, 219 people navigated to the Visit Redding site after seeing the ads independently of clicking on them.
9. To reach active outdoor enthusiasts from the Oregon border to Los Angeles, the Redding CVB continued to develop a partnership with Active NorCal, Northern California's outdoor digital newsmagazine. The campaign features display advertising, earned media articles, videos, e-blasts and website takeovers. In October, Redding's display ads were seen 617,777 times and clicked on 1,429 times for a 0.23 percent CTR. The video below received 16,689 views and the two articles combined reached 11,911 people.
 - Video: The Hike to Bumpass Hell in Lassen Volcanic National Park – <https://bit.ly/34nQkFi>
 - Article: 9 Fishing Spots that Prove Redding is California's Fishing Mecca – <https://bit.ly/2qgJlil>
 - Article: Take a Walk Through History in this Ghost Town Just Outside Redding – <https://bit.ly/339Ykt1>



Public Relations:

1. Media outreach continued in September with the Redding CVB:
 - Hosting travel writers Michele Hermann (Forbes) and Fred Hamber (Huckleberry/7x7) and influencer [@TravelingNewlyweds](#) for a visit. All three media members had their trips focused around outdoor recreation and visited sites such as the Sundial Bridge, Lake Shasta Caverns, hiking trails, Lassen Volcanic National Park, Burney Falls, waterfalls, Redding Cultural District, Shasta State Historic Park, Turtle Bay Exploration Park and Whiskeytown National Recreation Area.

- Traveling Newlyweds posted 24 Instagram Stories while in destination and their story is saved as a permanent highlight on their Instagram page. The Instagram Stories collected 173,000 impressions to their 86,800 followers. (see right)
- Re-booking freelance travel writer Brittany Anas for a visit in November.



2. The Visit Redding blog had two new posts in October to highlight activities and inspire vacation ideas when consumers travel to Redding. Both articles are designed to be “evergreen” content, which means the content is relevant for year-round marketing and for the future. The blogs included a good mix of history of Lassen Volcanic National Park, hiking, and libation options. The links to the articles are below:

- 5 Stellar Trail to Ale Pairings In and Around Redding, CA - <https://bit.ly/2BYlqXM>
- Exploring the Wonders of Lassen Volcanic National Park - <https://bit.ly/2NnsRwW>

3. Laurie appeared on Jefferson Public Radio on The Jefferson Exchange as a guest to talk about the smokeless summers and tourism trends and topics for Redding. Listen to the radio segment here: <https://bit.ly/2r109KZ>

4. A local newsletter was distributed in October with the latest information and updates from the Redding CVB. The monthly newsletter featured Redding’s partnership with Visit California and Shasta Cascade in a post-Carr Fire recovery campaign, highlighting the Redding CVB’s local event support such as Kool April Nites and the Garden of Lights, and the important role the Redding CVB plays in bringing visitors to supply the city of Redding with taxes. The newsletter was sent to 325 people with a 43.5 percent open rate and an 11.3 percent click rate.

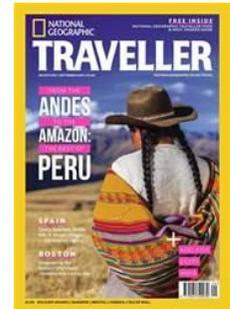
5. As a goal to supply content on VisitRedding.com for waterfalls, one of our most popular attractions for millennial travelers, the Redding CVB added new videos on six waterfalls to give people options for exploring the area. The waterfalls and links are below:

- Kings Creek Falls: <https://youtu.be/11fobl527BM>
- Sweetbriar Falls: <https://youtu.be/ILIK4eTym2Q>
- Mill Creek Falls: <https://youtu.be/OyMMFbQa1iA>
- Burstarse Falls: <https://youtu.be/OxcgZdxeJ9E>
- Faery Falls: <https://youtu.be/1Tzm0JpOfns>
- Battle Creek Falls: https://youtu.be/Tw_M_erwmUY



International:

1. A full-page ad dedicated to Redding Road Trips was placed in National Geographic Traveler – UK Edition to capitalize on Visit California’s Road Trips campaign for 2019-2020. This National Geographic campaign reached 217,000 social media followers, 300,000 unique website page viewers, and 58,000 print subscribers.
2. Freelance Writer Ulrike Wirtz from Germany was hosted to write about Redding in two publications – a travel guide to California called “DuMont Reisewelt,” and America Journal. The travel guide has a shelf life of several years whereas America Journal is a monthly publication. Between the two, Redding had a reach of 42,000 travelers in Germany, Austria, and Switzerland. International travel has been the source of California travel growth for more than 10 years with a spend that is four times the amount of a domestic traveler trip.



Conferences/Meetings/Conventions/Trade Shows Attended:

1. AICP Next Awards (Association of International Commercial Producers): Oct. 7, 2019; San Francisco, CA; Sabrina Jurisich
2. Visit California Rural Committee Meeting: Oct. 28, 2019; Sacramento, CA; Laurie Baker

Shasta County Film Commission Sports Commission & Local Event Coordinator:

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

1. In October the Film Commissioner was invited by Redding Mayor Julie Winter to speak at the City Club event which focused on the role of arts and culture and the positive economic impact that follows. The event can be viewed here: <https://bit.ly/36jdnTr>
2. Additional tasks included in October for filming included:
 - a. Hosting a scout and two film crews.
 - b. Assisting six productions with permit, location, casting, crew referrals, and pre-scouting support
 - c. Adding 11 local filmmaker interviews to our digital library.
3. The Sports Commissioner continued efforts on the following events: Dragon Boat Races, NorCal Mountain Bike Races, and International Slow Pitch Softball.



*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:

Upcoming:

1. NorCal High School Mountain Bike Race: April 2020; Bureau of Land Management.
2. Dragon Boat Races: May 2020; Whiskeytown National Recreation Area.
3. Annual Rotary District Conference: May 2020 – approximately 400 attendees.*
4. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
5. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
6. International Slow Pitch Softball (ISPS): NorCal Championship May 2020 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
7. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
8. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 120 attendees.

Recent:

1. Indigenous Peoples' Day: Oct. 12, 2019: Cascade Theatre.
2. 32nd annual Lemurian Classic: Oct. 12-13, 2019: Swasey Recreation Area.
3. Redding Roots Revival Festival: Oct. 18-19, 2019; Downtown Redding.
4. WorkAbility: Oct. 24-25, 2019; Holiday Inn, 90 attendees.

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