

COMMUNITY SERVICES ADVISORY COMMISSION REPORT


Redding Convention & Visitors Bureau (RCVB)

November 2019

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in November for the City of Redding and collected from Redding lodging properties was \$572,203.06, which is a 4 percent increase over November of 2018. This is with the expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing November of 2019 to November of 2017, TOT had an increase of 27 percent, which is respectable over a two-year time period. Overall, this is a fiscal-year-to-date TOT increase of 0.69 percent.

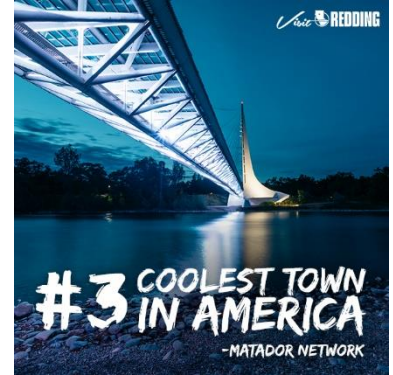
Marketing and Advertising:

1. The Visit Redding website had 28,139 users for the month of November. This is a 42.1 percent increase in visitors from November of 2018. A total of 84.2 percent of November's website visitors came from outside the Redding area.
2. A total of 478 traditional commercials about visiting Redding as a vacation destination aired on Comcast in the Bay Area.
3. The Redding CVB continues to run ads on TripAdvisor.com promoting travel to the area. In November, the Redding CVB's ads received 121,806 impressions and 194 clicks to VisitRedding.com for a click-through-rate (CTR) of 0.16 percent – double that of TripAdvisor's recommended benchmark. In addition, 312 people navigated to the Visit Redding site after seeing the ads independently of clicking on them.
4. The Visit Redding website underwent several fixes in order to improve search engine optimization (SEO) practices in accordance with a analyzed audit of VisitRedding.com provided by the Redding City Identity Project. Typos and broken links were fixed and removed site-wide in order to improve the sites status in search rankings. Jukka Jumisko, the WSI Digital Marketing Consultant hired to provide the audit and give instruction at an in-person workshop provided by Shasta Economic Development Center (EDC) and attended by the Redding CVB, said the "Visit Redding site really is a well-maintained and high-quality site. It has over 50K visitors per month from all over the world."

Public Relations:

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

- Hosting travel writer Brittany Anas of Forbes and partnering with Visit California to bring social media influencer Carrie Rad (@carrierad) to Redding. Anas’ trip was focused on outdoor recreation and waterfalls but also mixed in food options such as breweries and The Park – Redding’s Food Truck Hub. Rad’s trip was part of a road trip in Shasta Cascade and also featured Burney Falls, the Sundial Bridge, biking on the Sacramento River National Recreation Trail and the Mosaic Restaurant.
- Assisting in three earned media articles, reaching 7.3 million unique monthly visitors. The Men’s Journal article was derived from an in-person media visit with the Redding CVB in New York City. The New York Amsterdam News article was an additional article from Sheryl Nance Nash, whom the Redding CVB hosted in 2018. Redding was named No. 3 in the Top 25 Coolest Towns in America: 2019 by popular travel site Matador Network. The Redding CVB put together a custom itinerary for Matador Network travel writer Matt Meltzer in May 2019 and he left impressed, earning national recognition for Redding.



Publication	Article	Link	Reach (UMV)
Men’s Journal	Off the Beaten Path: 27 Epic Views Every Hiker Should See	https://bit.ly/2DjUSRw	3,466,849
New York Amsterdam News	Redding: one of Cali’s best kept secrets	https://bit.ly/2R3vTdn	30,708
Matador Network	The 25 Coolest Towns in America: 2019	https://bit.ly/35SMqF1	3,825,684
Total			7.3 million

2. Two new blog posts were published on the Visit Redding blog designed to inspire travel to Redding and give ideas for when visitors are in destination. The articles feature Shasta Lake activities and a seasonal post with fall adventures. Links are below:

- 10 Redding Adventures to Enjoy in the Fall: <https://bit.ly/35Hu7Tb>
- An Insider’s Guide to Year-Round Activities On and Around Shasta Lake: <https://bit.ly/37LCeQf>

3. A local newsletter was distributed as a letter from CEO Laurie Baker addressing the Redding CVB team’s involvement in the Redding City Identity Project and the vital role the office plays in the community with partnerships with the Shasta EDC and the Redding Chamber of Commerce. The newsletter was sent to 320 people with a 49.4 percent opener rate and an 8.2 percent click rate.
4. To promote the fall foliage in Redding, the Redding CVB produced a ‘Fall Colors in Redding’ video to share on social media. The 30-second video is also cut down into 10 and 15-second clips to be used for other digital marketing purposes. Link to the video: <https://bit.ly/2XTYp2v>
5. The Redding CVB’s paid search engine marketing campaign (SEM) recorded its best month for clicks and CTR. The campaign ads were seen 78,166 times, totaling 6,479 clicks for an 8.29 percent CTR. The top keyword was “things to do in Redding, CA”, which generated 939 clicks and the “leisure event calendar” category was the top-performing campaign with 1,828 clicks and a 14.2 percent CTR.
6. The Redding CVB reaches outdoor enthusiasts from Los Angeles to the Oregon border through a marketing campaign with Active NorCal, which is a Northern California’s outdoor digital newsmagazine. The display advertising segment of the campaign drove 2,067 clicks to the Visit Redding website in November while the two articles and video reached more than 38,000 people on Facebook. Links to the content is below:



- Article: Falling for Redding: Your Ultimate Guide to Autumn Activities in Shasta County: <https://bit.ly/35VhUu3>
- Article: 11 National and State Parks to Explore Near Redding, CA <https://bit.ly/2OGvdZM>
- Video: Turtle Bay Exploration Park <https://bit.ly/2RdMRWw>

International:

1. The Redding CVB and Shasta-Cascade Wonderland Association’s (SCWA) Chinese e-marketing continues to grow in China. The SCWA’s WeChat followers have increased 26 percent since March, growing to 8,363 followers. The SCWA’s Chinese webpage visits are up 21 percent to 83,662 pageviews. Below are links for the SCWA’s Chinese destination page which features attractions in and around Redding and a WeChat post with a map showing the proximity of Redding to the Lake Shasta Caverns.

- Chinese destination page: <https://bit.ly/2QXuZz1>
- WeChat post: <https://bit.ly/34rzK7z>

在这个偏远的地方，这个景点为什么可以成为美国国家自然地标

携程行 2019-05-22 12:12:17

原创： 沙斯塔雷丁旅游局 探访加州沙斯塔雷丁 2019-05-16



- The Redding CVB partnered with SCWA and Visit California’s Australia bureau to host a travel trade familiarization trip to Redding in November. The participants consisting of eight travel agents and one representative from Visit California-Australia and one media member were selected by Visit California for their social media following, customer database and experience to showcase Redding as the hub of the Shasta Cascade region to their followers. Laurie Baker escorted the group while in Redding, taking them to Turtle Bay, the Sundial Bridge, Lake Shasta Caverns and a local country music performance where the Australian group all left with their desired authentic cowboy hats.

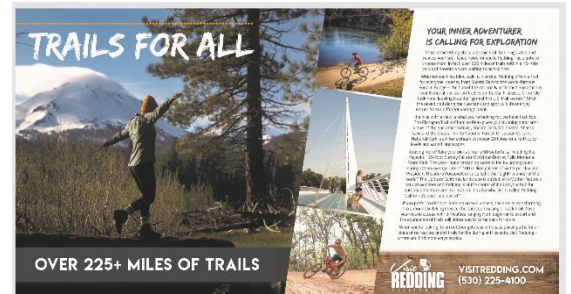
Conferences/Meetings/Conventions/Trade Shows Attended:

- Adobe MAX: Nov. 4-6; Los Angeles, CA; Julie Finck.
- California Film Commission Board Meeting, Nov. 8; Los Angeles, CA; Sabrina Jurisich.
- American Film Market, Nov. 6-12; Santa Monica, CA; Sabrina Jurisich.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

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

- The Film Commissioner met with hundreds of filmmakers at the American Film Market with multiple productions expressing interest in coming up for a site visit for upcoming projects. The Film Office received 11 inquiries for locations and permits and hosted four productions for a total of seven film days in November.
- The Sports Commissioner continued follow up with the following organizations American Junior Golf Association, Powerboat Nationals, NorCal High School Mountain Bike Race, International Slow Pitch Softball, USA Cycling, AA Catfish, and Kayak Bass Fishing. Redding’s trail system will be featured in the next SportsStars Magazine, which runs in the Sunday San Francisco Chronicle, with a circulation of 65,000 throughout the East Bay Area, Sacramento-San Joaquin region to the Oregon and Reno, NV, borders.



*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:

- NorCal High School Mountain Bike Race: April 2020; Bureau of Land Management.
- Dragon Boat Races: May 2020; Whiskeytown National Recreation Area – *Update: Cancelled due to capacity restrictions*

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.

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