

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

February 2019

### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in February for the City of Redding and collected from Redding lodging properties was \$433,717.52, which is a 55.9 percent increase over February of 2018. Overall, this is a fiscal year-to-date TOT increase of 32.4 percent.

### Turtle Bay Numbers

*Turtle Bay Visitor Desk – year-to-year comparison for Visitor Statistics:*

	February – 2018		February – 2019
Directions	6		32
RV Info	3		2
Hotel Info	11		2
Marina/Camping	13		2
Food	30		23
Shopping	15		7
Activities/Maps	194		149
Total Visitor Requests	272		217

### Marketing and Advertising:

1. The Los Angeles Travel and Adventure Show is the largest travel show in the nation and attracts more than 30,000 attendees a year looking for information on travel destinations. Redding was represented at the show and distributed more than 700 visitor guides and 600 trails maps across the two-day show and received more than 400 sign-ups for the Visit Redding e-newsletter.
2. In preparation for spring and summer, Redding bought a full-page space in the spring “Discover” section of AAA’s Via Magazine promoting water recreation in the Redding area. Via Magazine is sent to AAA members with a dedicated interest in travel. The “Discover” section is specifically targeted to the Greater Bay Area and Sacramento areas, with a circulation of 500,000. This specific region is perfect for reaching Redding’s core drive market, and Via Magazine allows us to reach an audience with a known urge to travel.



3. The Redding CVB rotates ads to cover various recreation interests as well as various age groups. Because family travel is such a large pillar of interest for tourism, the Redding CVB ran an ad in the Hot Spot Travel section of National Geographic Traveler talking about the opportunities for family travel in Redding, mentioning Turtle Bay Exploration Park and Lake Shasta Caverns. National Geographic Traveler has a circulation of 120,000 copies and is sent out to a subscription base of readers with a dedicated interest in travel.
4. The Fire Recovery Campaign that Visit California helped support launched at the end of February and numbers will be reported in July after the campaign wraps up in June. Visit California offered an additional \$75,000 to whatever funds were already allocated to a Fire Recovery Campaign to invite visitors back after the extensive media coverage that made people believe Redding and Trinity and Siskiyou Counties are not open for business. The dollar amount was part of the larger \$400,000-plus campaign Visit California launched on behalf of all destinations impacted by wildfires in the summer of 2018.

**Public Relations:**

1. The Redding CVB met with some of the top media editors, freelancers and contributors in the travel and tourism industry with deskside meetings in New York. Eight meetings were held with hopes of generating earned media content and personally vetting travel writers to visit and write about the region. Personal deskside meetings were held with contributors to these publications: Travel+Leisure, The National (Amtrak), Thrillist, Brit + Co., The American West, Forbes, Architect Digest, MOMTRENDS, Simplemost and the Epoch Times. Follow-up is continuing and the Redding CVB booked Alex Robinson of Thrillist for a June 4-9 trip.
2. Through media outreach, the Redding CVB’s efforts in providing information about the area generated three earned media articles in February (see the table below), collectively reaching 41.4 million people. The articles included what to do in the region, mentioning top attractions such as the Sundial Bridge, Burney Falls, Mt. Shasta, Heart Lake, several waterfalls, Shasta State Historic Park, Whiskeytown National Recreation Area, Shasta Lake, Mt. Shasta Ski Park, dining, breweries and wineries, and places to stay.

California: Shasta Cascade (Redding)



The waterfalls at Shasta Cascade in Northern California are so amazing there is an official waterfall week. Comprised of 50 waterfalls and dozens of lakes and rivers set against a backdrop of mountains and forest in Shasta, it is truly a paradise for lovers of the outdoors. Don't miss hiking to nearby Heart Lake, a secluded heart-shaped lake that includes beautiful views of Mount Shasta.

Publication	Article	Reach
The Active Times	<a href="#">The Best Date Spot in Every State</a>	600 K
PureWow	<a href="#">The Shasta Cascade Region Is the Low-Key Cali Vacation You've Been Dreaming Of</a>	3.8 M
USA Today	<a href="#">About Lake Shasta</a>	36.9 M
<b>TOTAL</b>		<b>41.4 M UMV</b>

3. Three new videos were added to the Redding CVB social media channels. One video was in partnership with Visit California for its new “Spoiled in California” commercial which featured Mt. Shasta and Lake Siskiyou. Visit California has also promoted the video and our region by cross-posting and tagging the Visit Redding social accounts with photos of the Sundial Bridge and Mt. Shasta Ski Park. The other two videos highlighted the mountain biking trails in Redding and beauty at the Sundial Bridge with outdoor activities in the sunshine and indoor activities at Turtle Bay Exploration Park. These are part of a post-fire recovery social plan to show what the area currently looks like so travelers know what to expect when they visit.



- Visit California – Spoiled in California: <https://bit.ly/2Eo0pXh>
- Mountain biking on the Enticer jump trail in Redding, CA: <https://bit.ly/2EFthvr>
- Be Inspired – Beauty by the Sundial Bridge in Redding, CA: <https://bit.ly/2Ubi5vL>

### **International:**

1. International travelers contribute economic impact during the weekday and off-season time frames when Redding needs it most. They stay longer and spend more than the shorter domestic weekend trip visitors. Conferences are a great source for keeping abreast of market trends. Laurie Baker and Lisa May attended Visit California’s Outlook Forum Feb. 10-13 meeting to discuss 2019/2020 co-op marketing and familiarization trip opportunities. In addition to meeting with international representatives, marketing trends from leading experts were shared on the ever-changing expectations of millennials and Gen-Z travelers.
2. Besides learning and planning for tourism trends, other events are necessary to meet with potential tour companies to earn placement for Redding in their travel books. Lisa May represented Redding at the Go West Summit in Boise, ID, Feb. 26-27, meeting with international tour operators, receptive operators, and media in 26 face-to-face appointments and selling Redding as the hub city of the Shasta Cascade region in UpState CA.

### **Conferences/Meetings/Conventions/Trade Shows Attended:**

1. New York Deskside Meetings, Feb. 4-7, New York, NY; T.J. Holmes
2. Visit California Outlook Forum, Feb. 10-13, Rancho Palos Verdes, CA; Laurie Baker & Lisa May
3. Los Angeles Travel & Adventure Show, Feb. 16-17, Los Angeles, CA; Julie Finck
4. Go West Summit, Feb. 26-27, Boise, ID; Lisa May
5. Film Liaisons in California Statewide (FLICS) board meeting, Feb. 28, Vallejo, CA; Sabrina Jurisich

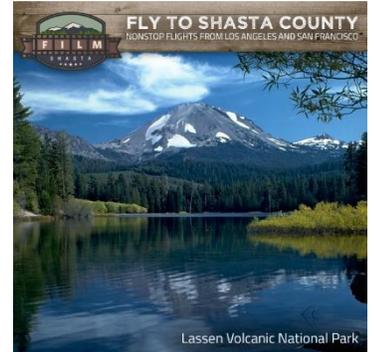
## **Shasta County Film Commission Sports Commission & Local Event Coordinator:**

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

1. Film Shasta hosted one crew which filmed its second commercial shoot in our area this year for two days with eight crew members and 16 room nights. Local hires were part of these projects. In addition, we had one feature film scouting our area and the Film Shasta Office responded to nine location and permit requests for upcoming projects. The film commissioner attended a private screening for an upcoming theatrical release that was filmed by local filmmaker and had many local crew and cast on the project. A Facebook campaign was launched targeting filmmakers highlighting the new Redding flight to LAX and two new vendors. A new regional permit was also added to FilmShasta.com. The following projects which had Film Shasta support were released this month:

- CNN Worldwide story on Dignity Health: <https://greatbig.is/2UcYVWs>
- Bright Ones Trailer – theatrical release of 4/22/19: <https://bit.ly/2TkfnHr>
- Visit Redding video: <https://bit.ly/2HaEISU>

2. The Redding CVB hosted a site visit for the upcoming Quick 6 Football Tournament and continued follow up occurred with: BassMaster, Shasta Mud Run, Wild West, Powerboat Nationals, U.S. Masters Swimming, Fundracer, USA Diving, USA swimming, TYR Pro Swim Series, GWN Dragonboats, and International Slow Pitch Softball Tournament. The Redding CVB submitted an ad for SportsStars Magazine featuring the Shasta Mud Run, which in partnership with the San Francisco Chronicle's Sunday paper reaches the Bay Area, Central Valley and Sacramento markets – through to the Reno, NV, and Oregon borders. A new partnership was announced with SF Gate Sports that will expand reach to their 35 million monthly readers. The Redding CVB also submitted a two-page spread in Sports Destination Magazine highlighting our top facilities with a circulation of 18,000 in print and 9,700 UVM online.



\*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. The Redding CVB continues to place content through group industry trade publications as part of the Fire Recovery campaign. A one-page article was placed in the January/February 2019 edition of Bus Tours Magazine reaching 20,000 event planners in print and even more online. The article featured hub and spoke tours with the Lake Shasta Caverns, Lassen Volcanic National Park, Sundial Bridge, Shasta Dam, Shasta State Historic Park, Weaverville Joss House and Lucero Olive Oil. Read the article here: <http://bustoursmagazine.com/redding-california/>.



2. The Redding CVB assisted in sponsoring a Meeting Professionals International (MPI) Northern California Chapter Annual Conference & Expo (ACE) by providing brochures, giveaways and the UpState CA backdrop for the tradeshow booth. Redding was represented by the Holiday Inn, Sheraton Redding and the Red Lion in San Francisco on Feb. 26. Due to the volume of marketing work being performed at the Redding CVB, the Industry Relations portion of the job will become more of a support position as in the case of this project to make time for other necessary work that needs to be accomplished by the Redding CVB office.



## **Groups, Conventions, Sports and Festivals:**

### **In Proposal:**

Six contracts for future group business are currently in the works. The combination of the six contracts will bring business to the California Soccer Park, Big League Dreams Sports Complex, golf clubs, Shasta Lake and local meeting spaces for total estimated room nights of 2,145 room nights for 2020. One event planned for 2019 has been delayed to 2020 and there are no projections for room nights on this event yet.

1. American Junior Golf Association: Riverview Golf & Country Club was being considered for its Junior Golf Tournament in 2019. *Selected Windsor/Sonoma County this year.*
2. Jr. Prep Sports CA: This lead was generated through one of our marketing partners. A proposal has been submitted in partnership with the California Soccer Park for a regional tournament in spring of 2019.

Upcoming:

1. Quick 6: This lead was generated through one of our marketing partners. In partnership with the California Soccer Park, a regional tournament is scheduled for March 24, 2019.
2. BASS Nationals Fishing Tournament: May 7-11, 2019; Shasta Lake anticipating 300 room nights.
3. Shasta Mud Run: May 11, 2019; expected attendance of 2,000 people.
4. Sports Leisure Vacations: June 3-5, 2019; Sheraton Hotel at the Sundial Bridge.
5. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball. Tentative dates for this tournament are scheduled for July 23-28, 2019 – potential of 1,900 room nights.
6. International Slow Pitch Softball (ISPS): A proposal was accepted for Big League Dreams to host the NorCal Championship Sept. 13-15, 2019. This three-day event will yield approximately 600 room nights and has the potential to become an annual event.
7. Annual Rotary District Conference: May 2020 – approximately 400 attendees. \*
8. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
9. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn – expected attendance of 500 people and 1,000 total room nights.
10. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people, but we do not have projected rooms nights yet.

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