

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

February 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in February for the City of Redding and collected from Redding lodging properties was \$369,479.48 which is a 15.4 percent decrease over February of 2019 and an overall fiscal year-to-date TOT decrease of 7.52 percent. This is well within an expected market adjustment due to the inflated occupancy from the Carr Fire. Comparing February of 2020 to February of 2018, TOT increased 32.8 percent which is a 16.4 percent average per year increase for that time period.

Marketing and Advertising:

1. The Visit Redding website had 27,703 users for the month of February – an 11.27 percent increase over February of 2019. A total of 83.34 percent of February’s website visitors came from outside the Redding area. The average session duration increased from 1 minute 41 seconds in February 2019 to 2 minutes 14 seconds in February 2020 – a 32.53 percent increase.

The Redding CVB also sent more than 3,500 clicks to local partner sites during February – a breakdown can be seen in the table on the right.

2. The Redding CVB presented the Redding area to potential visitors at the Los Angeles Travel and Adventure Show. The show had 32,117 attendees and the Redding booth distributed more than 1,900 brochures on the Redding area, and received 299 new subscribers to the Visit Redding e-newsletter.
3. TripAdvisor.com continues to positively influence consumer’s opinions on where to travel. For February, the Redding CVB’s ads received 124,060 impressions and 310 direct clicks to VisitRedding.com for a click-through-rate (CTR) of 0.25 percent, which is more than double the industry standard. In addition, 493 people navigated to the Visit Redding site after seeing a trip advisor ad, choosing to visit the site without clicking on the ad.

Partner	Outbound Clicks
Local Restaurants	1426
Turtle Bay	334
Local Lodging Properties	298
Shasta Caverns	295
Cascade Theatre	178
Axiom Repertory Theatre	155
Lassen	144
Burney Falls	135
Redding Recreation	75
Hops and Shops	71
Redding Civic Auditorium	60
Castle Crags	58
Whiskeytown	57
Shasta Dam	53
Riverfront Playhouse	50
California Street Labs	34
Redding Flight	32
Kool April Nites	25
Redding Rodeo	21
Shasta County Arts Council	20

- The Redding CVB had a full-page ad in the 2020 Travel Guide to California. The travel guide is sold in over 15,000 retail locations in the U.S., Canada and several other countries around the world, with a circulation of 90,000 copies. It's also sold as an e-magazine on digital newsstands such as Zinio.com and the iTunes Store.

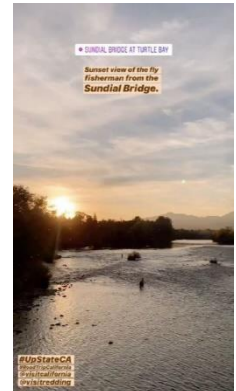


Public Relations:

- Media outreach continued in February with the Redding CVB:
 - Assisting in four earned media articles, reaching 9.89 million unique monthly visitors (UMV). Redding was awarded a top designation in both the Men’s Journal and Thrillist articles, which stemmed from in-person meetings with editors for the outlets. See the table below for articles and links.

Publication	Article	Link	Reach (UMV)
Men’s Journal	10 Presidents' Day Weekend Ideas for Adventurers	https://bit.ly/37VGMU4	3,466,849
Thrillist	15 Places to Take the Solo Trip of a Lifetime	https://bit.ly/2UINgaU	4,358,065
ShermansTravel	16 Amazing Hotels Under \$100 Per Night	https://bit.ly/2wj7d8n	1,988,349
Budget Travel	10 wild and tasty Northern American food trails	https://bit.ly/3an8fyU	78,063
Total			9.89 million

- Wrapping up an influencer campaign in partnership with Shasta-Cascade Wonderland Association and Visit California. The Redding CVB hosted influencer couple Carrie Rad (@carrierad) and Alex The Vagabond (@alexthevagabond) in Redding in November as part of the California Road Trip influencer campaign. Carrie delivered one YouTube video, an Instagram story and an Instagram post about her trip while Alex posted an IGTV video and Instagram as well. Their trips highlighted the Sundial Bridge, Sacramento River, pedego biking on the Sacramento River Trail, Burney Falls, Mt. Shasta and Stewart Mineral Springs. In all, their Instagram posts received 905,093 impressions with 28,664 engagements. Their videos had more than 15,000 views combined. View the videos below:
 - CarrieRad: <https://bit.ly/2Tq3s8I>
 - AlexTheVagabond: <https://bit.ly/3csHvP0>



- A newsletter was distributed to local businesses and people in the community to showcase the Redding CVB’s role in acquiring earned media and being awarded top honors, distinctions and accolades from top travel publications. The newsletter also requested input from community stakeholders to help with a future marketing campaign by asking locals to list the top five attractions in Redding and on the outskirts that a visitor must experience. The newsletter was distributed to 345 people, generating a 43.7 percent open rate and a 27.3 percent CTR – the best CTR this fiscal year for the local newsletter.

3. Three new blogs were posted to the Visit Redding website to highlight attractions and inspire trip ideas. The blogs featured options for caves, hiking for all ages and family-friendly activities at Turtle Bay Exploration Park. All of the blogs from the fiscal year are being promoted on Facebook and the top performing blog in February was 8 Natural Wonders to Explore Around Redding, which received 1,115 clicks from social media for a 3.97 percent CTR. Overall, the Visit Redding blog received 13,678 page views in February, representing 13.5 percent of the website's overall traffic. View the blogs below:

- Going Underground in Redding: An Insider's Guide: <https://bit.ly/2TeOCTS>
- 7 Accessible Hikes in Redding, CA That Can Be Enjoyed By All Levels: <https://bit.ly/38k6all>
- 9 Reasons Your Kids Will Love the Turtle Bay Exploration Park & Museum: <https://bit.ly/32JwwMN>

4. The Redding CVB promoted videos on Facebook and Instagram in February. A campaign to promote winter activity by the Sundial Bridge highlighted Turtle Bay, the Sacramento River National Recreation Trail, fishing, the Sundial Bridge. The promotion reached 10,968 people and the video was watched at least 50 percent completion 8,096 times. View the video: <https://bit.ly/2TjJ7Dw>. An Instagram story was also used to promote Hops & Shops and the Redding Visitors Bureau as one of the locations for the event. The Instagram story had six clips that received 4,158 impressions.



International:

1. Laurie Baker and Lisa May attended Visit California's Outlook Forum in February. The Forum provided an opportunity for Laurie and Lisa to meet with Visit California international representatives from around the world to plan future marketing initiatives in Canada, Germany, and the United Kingdom (UK). As a result of the meetings, the Redding CVB and Shasta-Cascade Wonderland Association (SCWA) will be partnering with Visit California to host two media groups in May 2020, one from Germany and one from Canada. The RCVB and SCWA will be working with the Visit California office in the UK on travel trade training programs in three cities beginning February 2020 in Southampton, England.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Los Angeles Travel and Adventure Show: Feb. 15-16; Los Angeles, CA; Julie Finck
2. Larger local events/meetings:
 - a. Hops & Shops: Feb. 22, Redding, CA; staff.
 - b. Cultural Vision Meeting: Feb. 27, Redding, CA; Laurie Baker.
 - c. The Redding CVB team regularly attends the Downtown Collaborative, Redding Cultural District and Bigfoot Mountain Bike Challenge.
3. California Outlook Forum: Feb. 8-12, San Diego, CA; Laurie Baker

Shasta County Film Commission Sports Commission & Local Event Coordinator:

Generating new business for sport facilities, local festivals, and/or film activity:

1. The Film Commissioner's activity in February included:

- Hosting a semi-annual local Filmmaker Meet & Greet with over 80 guests in attendance. The sold-out event included two panels to help educate local filming businesses. An award was presented to USFS Ranger Joe Stubbendick. The event pulled in film makers from several neighboring counties.
- Having several people in once place helped save time by conducting interviews at the event to add to Film Shasta's Facebook Filmmaker Friday series.
- Adding 92 contacts to Film Shasta's e-newsletter list and 11 FilmShasta.com vendors, also due to the Meet & Greet.
- Assisting in 16 productions with locations, permits, local crew, cast, and vehicle referrals, local incentive information, and hosted one student production for eight days.



*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.

2. The Sports Commission:

- Follow-up continued with International Slow Pitch Softball, NorCal High School Mountain Bike Race, Kool April Nites, and Shasta Mud Run, which will be featured in the next SportsStars Magazine edition. The magazine is distributed in the Bay Area. *(see right)*
- New street banners were designed and printed for the NorCal High School Mountain Bike Race and Kool April Nites.



3. Local Events:

- The Redding CVB sponsored and hosted a location for Viva Downtown's Hops & Shops, a downtown walkable event, where local breweries and businesses partner to showcase downtown Redding to more than 300 ticket holders.
- The RCVB celebrated the one-year anniversary of operating downtown in conjunction with Hops & Shops by having cupcakes and hors d'oeuvres available for guests to enjoy.



Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. The Industry Relations Coordinator worked with five organizations planning for state, regional meetings and individual conferences in the Redding area. These events needed information for both non-hotel venues and hotel venues, assistance for local group tours, restaurant banquet facilities, and wrap-up parties. Of the five inquiries, three organizations booked their meetings in the Redding area, for an estimated 320 combined attendees to bring increased business to local restaurants and attractions.
2. The Redding CVB ran an advertorial campaign inside the Bus Tours Suppliers Directory for Bus Tours Magazine, a leading 'go-to' digital and print publication within the Bus Tour travel world. The 1,000-word advertorial featured Redding highlights, bus-friendly tours, ample hotel bus parking and bus-friendly restaurants. Photos of Shasta Caverns, the Sundial Bridge, the old Shasta Courthouse, and Shasta Dam were also included.
3. The Bay Magic Tours' CEO was contacted and invited on a familiarization tour (FAM) to assess the viability for future group tours to the area.

Groups, Conventions, Sports and Festivals:

Upcoming:

1. Sundial Film Festival: March 7, 2020; Cascade Theatre.
2. NorCal High School Mountain Bike Race: March 7-8, 2020; on Bureau of Land Management land.
3. California State Association of Counties Spring Regional Meeting: April 7-9, 2020; 100 estimated room nights at Sheraton.
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 at 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. California Department of Health Care Services – Whole Person Care Program, Regional Meeting: May 2020; 30 estimated room nights. *
9. California Association of Clerk and Election Officials: July 11-17, 2021; 170 estimated room nights.
10. 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.
11. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.

12. 'Before You Quit Your Job' conference by Keenya Kelly, an Entrepreneur, Branding Expert & Speaker: September 24-26, 2020 at Red Lion; 150 estimated room nights.
13. National Caves Association Annual Conference: Sept. 28 - Oct 2, 2020; 380 anticipating room nights.

Recent:

1. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, 773 room nights.

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