COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

February 2021

Tracking Transient Occupancy Tax (TOT)

Tentative TOT revenue reported in February for the City of Redding and collected from Redding lodging properties was $318,055.29. This is a 13.9 percent decrease from February of 2020 and a 9.1 percent decrease fiscal year-to-date.

Marketing and Advertising:

1. The annual Tripadvisor campaign for February received 346 clicks and 326,011 impressions. Of those users directly reached by the campaign, we tracked 224 people who saw the ads and later independently visited VisitRedding.com. Additionally, the CVB sponsors the Redding destination page on Tripadvisor.com. The destination sponsorship page received 485 impressions in February.

2. The Visit Redding website had 79,587 pageviews for the month of February. A total of 87.26 percent of February’s website visitors came from outside of Redding.

3. The Marketing Coordinator spent much of February designing and laying out the RTMG’s 70+ page response to the City of Redding’s Request for Qualifications on tourism marketing services.

Public Relations:

1. The Redding Tourism Team secured two segments and set up interviews with three local sources for CBS Radio host Gregory Jarrett discussing how Redding is a destination where travelers seeking outdoor activities can recreate responsibly and safely by following local and state health guidelines. The initial segment aired on Bloomberg Radio 960AM in San Francisco and ran several times worldwide over the Jan. 30 weekend on “Bloomberg Best.” A second segment aired repeatedly on CBS Radio’s global platforms and on all CBS radio stations. The two segments have a combined reach of 54 million listeners.
2. A paid social media campaign featuring a collection of 10 videos, five blog articles, and four photos on winter recreation was promoted on Facebook, Twitter, and Instagram. The results from the targeted campaign are below:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Primary Key Performance Indicators (KPIs)</th>
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<tbody>
<tr>
<td>Awareness</td>
<td>Impressions: 146,289</td>
</tr>
<tr>
<td>Interest</td>
<td>Video Views: 55,205 / Engagements: 3,386</td>
</tr>
<tr>
<td>Action</td>
<td>Link Clicks: 696</td>
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</tbody>
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The top performing posts for each content type are below:


View all winter recreation videos from the campaign: [http://bit.ly/3q4EXw7](http://bit.ly/3q4EXw7)

3. A local newsletter was distributed to business and community leaders explaining the positive national exposure Redding is receiving from the media relations efforts of the Redding CVB Team. The newsletter listed some of the recent national recognitions from the past year, most notably articles published in Forbes, ShermansTravel, Martha Stewart Magazine, Reader’s Digest, Orbitz, and Thrillist. The newsletter also announced National Geographic is publishing an article on Redding in March, a Shasta County economic development virtual townhall meeting, and encouraging readers to vote in Travel + Leisure’s World’s Best Awards 2021. The newsletter had 219 opens with a 37 percent open rate, 37 clicks for a 17.3 percent click-through-rate. View the newsletter: [https://conta.cc/3aWeLj7](https://conta.cc/3aWeLj7).

**International:**

1. Lisa May with Shasta-Cascade Wonderland Association attended the following virtual Brand USA events on behalf of the Redding CVB: Focus on Canada, Focus on Mexico, and Focus on Germany. The events provided in-depth research on travel sentiment for outbound travel to the USA in the fall/winter of 2021 and beyond from the respective countries. Research results show there is pent-up demand for travel when borders open for international travel. Top concerns when considering a destination are high hygiene standards for lodging properties and attractions, social distancing, and minimal cancellation fees within a short time of scheduled arrival. Hesitation in booking future travel is due to concern of a possible 14-day quarantine period in destination or upon returning home. Tour operators advise that inspirational marketing to keep destinations top-of-mind right now are key to gaining market share when travel is allowed across borders.

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

1. Location Manager’s Guild International, Virtual, Feb. 4; Sabrina Jurisich.
2. Sports ETA – Streaming and Monetizing Games, Virtual; Feb. 9; Sabrina Jurisich.

4. Association of Film Commissioners Member Meeting, Virtual, Feb. 17; Sabrina Jurisich.

5. Visit California Winter Board Meeting & Advisory Committee, Virtual, Feb. 17; Laurie Baker.

6. Visit California Outlook Forum, Virtual, Feb. 18-19; Redding CVB Team.

7. Sports ETA – Women’s Summit, Virtual, Feb. 19; Sabrina Jurisich.

8. MIP – Why hybrid events are essential to your 2021 Strategic Plan, Feb. 24; Sheila Dougherty.

**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 responded to 25 production inquiries for locations, permits, cast/crew, and lodging requests including seven student films. Five productions were hosted for a total of nine shoot days. Film Shasta’s Facebook following continue to grow and has now surpassed 13,000 likes. In addition, 1,687 industry contacts were added to the Film Shasta e-newsletter list. The February Film Shasta e-newsletter gave a brief 2020 report, shared industry news and opportunities, and highlighted some local talent. The newsletter was sent to 897 contacts and had a 38 percent open rate (339) and a 4 percent (14) click-through rate. To read the full newsletter, click here: https://conta.cc/3jjTHpm.

2. The winter ad in SportsStars Magazine and an ad in SportsEvents Magazine highlighted the new fields at the California Soccer Park and a half-page advertorial. The ad can be seen here: http://bit.ly/3dZSNxK.

3. In January, the Redding CVB added facilities and locations to two new sports networking platforms (Playeasy and SCOUT). This month, the CVB responded to seven potential event matches including one via Playeasy that connected a tournament director with the California Soccer Park after verifying mutual interest. The 3v3 tournament is based out of the San Francisco/Bay Area and is looking for a long-term partnership for their youth event, anticipating a first-year attendance of 800 participants and spectators.

4. The Huddle Up Group developed SCOUT as a new match-making tool where both destinations and rights holders can find partners to host events together. The tool uses data within the Sports Tourism Index, which launched in 2018. SCOUT was designed to offer an alternative to the current way the sports industry does business. Destinations are able to search the largest database in the industry to bring potential events, while also allowing event owners to search for host communities. The tool can be used 365 days a year and new events are added daily. Additionally, SCOUT has expanded capabilities for the types of events we have access to including smaller events that bring economic impact but may be more easily hosted with the facilities our region
currently offers. Based on the information submitted and current facility offerings, Redding’s current rankings are listed below:

**Key rankings include:**
- #72 out of all destinations (currently approx. 150 destinations in SCOUT)
- #11 in the West region
- #27 in under 500K markets

**Ranking Facilities:**
- Big League Dreams – Redding (Platinum – top 10%)
- Shasta Speedway (Gold – top 20%)
- Redding Civic Auditorium (Silver – top 30%)
- California Soccer Park (Silver – top 30%)

*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. Redding CVB advertised in Group Tours Magazine in February to correspond to an article published by the magazine on Shasta Caverns National Natural Landmark. Group Tours Magazine is distributed to 15,200 travel planners, consisting of tour operators, group leaders, group travel agents and bank clubs. The advertisement was designed to draw attention to the group theme ‘Experience and Explore’ Redding offerings; National and State Parks, Architectural Must-See’s; Agritourism Delights and our Vibrant Arts and Culture scene, in addition to, our water activities.

2. Group Tours Media reached out to the Redding CVB to address tourism and the safety environment surrounding tourism in the area and protocols established within of our hotels, restaurants, and attractions. The panelists represented a cross representation of both rural and urban areas, in addition to, motorcoach operators. Discussions included safety protocols, rebooking senior and student groups and the futuristic vision for the industry.

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

**In Proposal:**

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

**Upcoming:**

1. Sundial Film Festival: March 6, 2021, Virtual for 2021.

3. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.


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