# Table of Contents

**Introduction**  3  

**2017-18 Marketing Expenditures**  5  

**Overall Campaign Accomplishments**  6  

**Major Campaigns**  6  

- **Print**  6  
- **Billboards**  6  
- **Consumer Shows**  7  
- **Digital Marketing**  8  
- **International Marketing**  10  
- **Film Commission**  12  
- **VisitRedding.com**  14  
- **Brochure Distribution**  15  
- **Public Relations**  16  
- **Groups**  16  
- **Not-So-Traditional Radio and TV**  20  
- **Social Media**  21  
- **Group Sponsorships**  22
TOURISM STRATEGY

THE PURPOSE OF THE REDDING CVB IS TO INCREASE TAX REVENUE FOR THE CITY OF REDDING THROUGH TRANSIENT OCCUPANCY TAX.

INTRODUCTION

On behalf of the Shasta-Cascade Wonderland Association (SCWA) and the Redding CVB, we are pleased to present the 2017–18 Annual Report. This outlines many of the projects implemented to promote the city of Redding which facilitated an 8.3 percent increase in Transient Occupancy Tax (TOT) over the previous fiscal year. Below is a glimpse into the structure and activities of the Redding CVB in fiscal year 2017–18. The marketing activities were broken out into the following percentages when combining TOT with Tourism Marketing Business Improvement District (TMBID) funding:

34.07% FOR AWARENESS
33.27% FOR CONSIDERATION
7.64% FOR PLANNING
7.73% FOR COMMUNITY SUPPORT
17.29% FOR OVERHEAD
ABOUT THE REDDING CONVENTION & VISITORS BUREAU

The Redding CVB was once a city department responsible for the Redding Civic Auditorium and for marketing Redding. In 2010 the Redding CVB became one of the first public-private partnerships in Redding with the sole responsibility of marketing Redding without managing the Civic Auditorium. The idea of the new partnership was to minimize the city’s expenses while still fulfilling the purpose of increasing TOT for the city of Redding. By encouraging visitors to stay in lodging properties, out of town guests paid more than $10.5 million in local travel-generated tax revenue of which $5.12 million was in TOT, all for the benefit of local citizens. These numbers were reported by the city of Redding to Dean Runyan Associates for the calendar year 2017.

Since the inception of the private-public partnership, TOT increased 41.72 percent from fiscal year 2010-11 through 2017-18, which is a $1.5 million increase. The agreement between SCWA, the organization with oversight of the Redding CVB, stipulates a formula to calculate a fixed amount the Redding CVB is allowed for marketing. In that agreement the city of Redding requires no less than 25 percent of TOT funds allocated to the Redding CVB be used on marketing and public relations and no less than 5 percent be used for international marketing.

✓ For fiscal year 2017-18, the Redding CVB was able to minimize overhead expenses by maintaining five office positions locally rather than outsourcing the jobs. The actual percentage breakdown of TOT was 53.7 percent allocated to marketing, public relations, and international as opposed to the required 25 percent. One of the largest cost savings was to have all web development done in-house, which brought the planning percentage of a Destination Marketing Organization (DMO) down to a very low level. VisitRedding.com gets updated daily and is going through slight design updates on a monthly basis. That level of web activity would be very costly under any other business model.

✓ The agreement between SCWA and the city of Redding allows the marketing budget to increase each year only if TOT increases. The marketing increase is 25 percent of the annual TOT increase as reported from April through March of each fiscal year. The following chart compares the return-on-investment (ROI) of the increase in marketing funds from 2010-11 through 2017-18.

<table>
<thead>
<tr>
<th>Year</th>
<th>TOT Budget</th>
<th>Marketing Increase</th>
<th>ROI %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010/11</td>
<td>$3,615,705</td>
<td>$1,059,580</td>
<td>390%</td>
</tr>
<tr>
<td>2011/12</td>
<td>$4,250,000</td>
<td>$674,813</td>
<td></td>
</tr>
<tr>
<td>2012/13</td>
<td>$4,625,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013/14</td>
<td>$5,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014/15</td>
<td>$5,375,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015/16</td>
<td>$5,124,071</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2016/17</td>
<td>$5,124,071</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2017/18</td>
<td>$5,124,071</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The ROI chart depicts TOT only and the budget below depicts a marketing plan that includes both TOT and TMBID funding. Because Redding needed more funding to compete with other destinations, the Redding lodging properties chose to assess themselves as a way to help increase marketing funds. TMBID marketing is regulated by state law which requires a Board of Directors comprised of those who pay into the marketing fund. Therefore, the Redding CVB is essentially being regulated by a city contract, California state law and the SCWA, which has a Board of Directors who bring expertise from eight counties that encompass UpStateCA.

### 2017-18 Marketing Expenditures

<table>
<thead>
<tr>
<th>BUDGET ITEM</th>
<th>Funding Source</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Budgeted TOT</td>
<td>Budgeted TMBID</td>
<td>Year-end TOT</td>
<td>Year-end TMBID</td>
</tr>
<tr>
<td>RCVB 2017/2018 Fiscal Budget</td>
<td>$1,059,580</td>
<td>$980,100</td>
<td>$1,059,569.16</td>
<td>$1,020,572.68</td>
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<tr>
<td>Starting Balance</td>
<td>$201,767</td>
<td>$313,422</td>
<td>$201,767.00</td>
<td>$313,422.00</td>
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<tr>
<td>Balance Forward (Rev + Starting Bal)</td>
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<td>$1,293,522</td>
<td>$1,261,336.16</td>
<td>$1,333,994.68</td>
</tr>
<tr>
<td>Marketing/Advertising/PR (25%)</td>
<td>$264,895</td>
<td>$52,979</td>
<td>$19,400</td>
<td>$0</td>
</tr>
<tr>
<td>International Marketing (5%)</td>
<td>$19,400</td>
<td>$0</td>
<td>$12,636.42</td>
<td>$0</td>
</tr>
<tr>
<td>Domestic Marketing</td>
<td>$26,650.00</td>
<td>$11,500</td>
<td>$14,950.00</td>
<td>$7,578.8</td>
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<tr>
<td>Print Advertising</td>
<td>$47,400.00</td>
<td>$236,711</td>
<td>$147,254.37</td>
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<tr>
<td>Billboard/Outside Signage</td>
<td>$47,400.00</td>
<td>$236,711</td>
<td>$147,254.37</td>
<td>$27,500</td>
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<tr>
<td>Consumer Shows</td>
<td>$8,500</td>
<td>$11,500</td>
<td>$7,578.8</td>
<td>$11,837.19</td>
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<tr>
<td>Digital Marketing</td>
<td>$29,722.53</td>
<td>$69,400</td>
<td>$18,198.90</td>
<td>$6,820.70</td>
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<td>International (5% $52,979)</td>
<td>$66,000</td>
<td>$69,400</td>
<td>$56,803.59</td>
<td>$43,360.00</td>
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<tr>
<td>Film Commission</td>
<td>$25,000</td>
<td>$85,000</td>
<td>$18,198.90</td>
<td>$73,079.89</td>
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<td>Web Development</td>
<td>$63,045.34</td>
<td>$110,229.12</td>
<td>$10,000.00</td>
<td>$73,079.89</td>
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<tr>
<td>Production</td>
<td>$10,000</td>
<td>$11,500</td>
<td>$7,578.8</td>
<td>$11,837.19</td>
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<tr>
<td>Brochures</td>
<td>$53,000</td>
<td>$10,000</td>
<td>$24,657.10</td>
<td>$0</td>
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<tr>
<td>Public Relations</td>
<td>$90,500</td>
<td>$85,000</td>
<td>$78,859.43</td>
<td>$10,000.00</td>
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<tr>
<td>Groups</td>
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<td>$85,000</td>
<td>$78,859.43</td>
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<td>Radio and TV</td>
<td>$247,400</td>
<td>$203,020.52</td>
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<td>Social Media</td>
<td>$600</td>
<td>$91,000</td>
<td>$582.00</td>
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<td>New Group Opportunities</td>
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<td>$20,861.00</td>
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<td>Local Event Support</td>
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<td>$53,475.00</td>
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<td>$53,475.00</td>
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<tr>
<td>Shipping/Reports/Giveaways</td>
<td>$49,653.81</td>
<td>$49,653.81</td>
<td>$9,849.26</td>
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<tr>
<td>Marketing/Advertising/PR (25%)</td>
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<td>$535,803</td>
<td>$0</td>
<td>$203,020.52</td>
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<tr>
<td>Operating &amp; Materials</td>
<td>$226,551.43</td>
<td>$16,083.59</td>
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<td>$10,000.00</td>
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<td>Membership Dues</td>
<td>$15,013</td>
<td>$10,000.00</td>
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<td>Conference Registrations</td>
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<td>$4,304</td>
<td>$0</td>
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<tr>
<td>Personnel</td>
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<td>$10,000.00</td>
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<td>Contingency</td>
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<td>$10,205.72</td>
<td>$0</td>
<td>$10,205.72</td>
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<tr>
<td>Subtotal</td>
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<td>$1,303,521.50</td>
<td>$1,103,483.46</td>
<td>$1,012,528.58</td>
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<tr>
<td>Carry Over</td>
<td>$157,852.66</td>
<td>$321,466.10</td>
<td>$0</td>
<td>$321,466.10</td>
</tr>
</tbody>
</table>
OVERALL CAMPAIGN ACCOMPLISHMENTS

✓ 295M – Total Marketing Exposure
✓ $0.007 – Cost per view/impression
✓ 808,906 – Average daily exposure

MAJOR CAMPAIGNS

PRINT
✓ Total Domestic Print Exposure of 14.3M copies
✓ $0.008 cost per view
✓ $17.26 cost per qualified lead

PRINT…
continues to be an important marketing piece for tourism in all destinations, including Redding. Domestic publications such as Via Magazine, Sunset Magazine, and National Geographic Traveler have high-quality engaging articles about travel. These publications were carefully chosen to target a demographic interested in coming to Redding. Other publications such as Cycle California! Magazine, Adventure Outdoors, AAA’s Northern California Tour Book, San Francisco Chronicle, USA Today National Parks, Gentry Destinations, and Innovation & Tech Today were chosen to target Redding’s niche markets. Print is used in the tourism industry to create awareness before a traveler starts to consider different options. The top three print campaigns encouraged 7,012 qualified leads to actively contact the office and request more information.

Due to long-term relationships with major publications, Redding received extremely high recognition in story placements. Redding was on the cover of the Fall 2017 issue in Via Magazine, was also featured for a major story in Sunset Magazine, and on the inside front cover of USA Today National Parks.

BILLBOARDS
✓ Total exposure of 41.5M views
✓ Cost per view of $0.0019 cost per exposure

BILLBOARDS…
are part of a complete marketing plan for destinations that need to create interest through exposure. Redding was promoted on four billboards in 2017-18. The two newest boards are:
✓ The digital board at Granzella’s that displayed video
✓ The Sacramento International Airport wall display situated between the escalators to the gates and the baggage claim in terminal A. These two displays were added to the Interstate 5 billboards located in Mountain Gate and in Willows. The billboards are used to not only capture the attention of the multitude of people traveling on I-5 but they are also used to support the Redding Civic Auditorium and Turtle Bay Exploration Park.

TOP THREE CONSUMER SHOWS
✓ Total exposure of 73,568 attendees
✓ Total of 4,940 branded products and collateral given to leads
✓ Cost of $3.93 per qualified lead
✓ Total of 1,283 new people registered for the newsletter

CONSUMER SHOWS…

create face-to-face interaction to inform people that Redding is more than a stop along the I-5 corridor. Redding was featured above all other destinations at the San Diego Travel & Adventure Show by being the official photo booth sponsor where potential visitors were given the opportunity to visualize themselves in iconic locations from the area. At the Los Angeles and Bay Area Travel & Adventure Shows, potential visitors entered to win a trip to Redding that included an inflatable stand-up paddle board because Redding is known as a paddling destination and was designated the “Unofficial Capital of Kayaking,” according to San Francisco Chronicle. Paddling performs well in every marketing campaign.

A list of smaller shows where brochures were distributed included: Galt Winter Bird Festival, Morro Bay Winter Bird Festival, Snow Goose Festival in Chico, California Duck Days in Davis, San Francisco Bay Flyway Festival at Mare Island, Fort Bragg Whale Festival, Little River Whale Festival, Mendocino Whale Festival, San Diego Bird Festival, Spring Nature Festival, Godwit Days in Arcata, Spring Nature Festival in Weldon, Owens
Lake Bird Festival, Point Reyes Bird & Nature Festival, Rush Ranch Open House in Suisun City, Wildflower & Nature Festival in Oroville, Endangered Species Faire in Chico, Walk on the Wildside in Elk Grove, Mono Basin Bird Chautauqua in Lee Vining, San Francisco Bay Osprey Days at Mare Island, Grebe Festival in Chester, Lassen Dark Sky Festival, Kern River Valley Turkey Vulture Festival in Weldon, Monterey Bay Birding Festival, Oroville Salmon Festival, Fall Fish Festival South Lake Tahoe, Raptor Tour at Lynch Canyon, Return of the Salmon Festival in Anderson, California Swan Festival in Marysville, Central Valley Birding Symposium in Stockton, Sandhill Crane Festival in Lodi, Imagine Dragon Concert/ Shoreline, Serramonte College Fair, Raiders Home Game vs Chargers, NBA Opening Night, Raiders home game vs. Chiefs game, Bayview Festival, Hurricane Relief Event/San Leandro, 49ers home game vs. Cowboys, Enrique Iglesias & Pit Bull Concert

**DIGITAL MARKETING**

- 4.64M Impressions
- 379,255 clicks to the website
- $0.52 per qualified lead

**DIGITAL MARKETING…**

as a strategy continues to change every year and is more complicated than just placing ads. Redding’s engaging story was blasted to the leisure market in travel e-newsletters, advertising banners, and advertorials on sites offering a prominent influence with affluent travelers who like outdoor recreation. The major sites were SF Gate, Sunset Magazine, Weekend Sherpa, and Hot Spot Travel, as well as geo-fencing mobile campaigns which were tracked by tabulating clicks to VisitRedding.com.

1. SF Gate is well respected and has 793,400 users daily from the Bay Area alone, and globally reaches 30.2 million users per month.

2. Weekend Sherpa e-newsletter reaches a highly targeted group of outdoor enthusiasts in the Los Angeles and San Francisco areas. Survey’s prove that 87 percent of Weekend Sherpa’s readers go out and do the activities Weekend Sherpa writes about. The five Redding sponsored stories were high-quality advertorial written by the Weekend Sherpa team, so they look and feel like native Weekend Sherpa content. Any information that looks like it is from an authority rather than an advertisement receives a higher trust factor from readers. Below are the articles:

3. Sunset Magazine presented an opportunity to reach the affluent traveler in different age brackets. Digital ads were placed on the website and several Sunset e-newsletters were sponsored by the Redding CVB, putting the Redding messaging in front of more than 1 million travel-minded Sunset.com visitors.
4. Hot Spot Travel e-newsletter is distributed to 250,000 subscribers who have specifically opted to receive travel themed content. The e-newsletter campaigns receive an average of 4,270 clicks over to the Redding website, 99 percent of which were new users.

5. The Redding/Shasta Cascade page on DogTrekker.com brings exposure to Redding and sent 14.8 percent of those clicks directly to stakeholder’s websites with an on-site average of 2 minutes per page, totaling a combined 122,000 page views and impressions.

6. CaliforniaFallColor.com received 38 posts about the Shasta-Cascade region with an aggregate audience of 76,000 viewers for a reader/user cost of $0.03. The demographic of CaliforniaFallColor.com is 26 percent aged 55-64 with money to travel, 21 percent aged 25-34 with free time to travel, 20 percent ages 65+ who are retired, 17 percent ages 45-54 who are parents, 13 percent are considered young families ages 35 – 44, and 3 percent are millennials (18-24).

7. TripAdvisor was used to share information about Redding to people who were actively searching travel options. Our campaign generated1.68 million impressions for 10,067 visits to VisitRedding.com at a price of $3.41 per visit along with ads that received 3,128 banner clicks. Besides initiating these direct clicks to VisitRedding.com, TripAdvisor delivered an additional 6,939 view-throughs from viewers who were exposed to the Redding banners and chose to visit the website by directly using the VisitRedding.com URL. This year TripAdvisor users generated $844,000 in hotel revenue for Redding with an ADR of $114.

8. iHeart Radio banner ads were placed on its website to coincide with the radio spots that advertised local Redding events and the Visit Redding events calendar.

9. Mobile geo-tracking campaigns ran in the Bay Area. Two “tap to play” campaigns were tested, one promoted the trails system and one promoted paddling. The paddling campaigns performed the best. This is helpful for the future as the Redding CVB plans post-Carr fire campaigns.
INTERNATIONAL MARKETING

- Tourism Spend using a VISA card is $1.6M
- Top countries using VISA were Canada, China & United Kingdom
- 16.2M total impressions
- 57,346 clicks/leads to Redding/Shasta-Cascade websites

INTERNATIONAL MARKETING…

is tracked through VISA card transactions. The reports use data from cards issued by foreign banks used in the Redding area for business conducted face-to-face and they exclude purchase history that indicates it came from a long-term resident.

Travel trade develops and/or sells packaged itineraries to travelers. Based on research recently published by the Adventure Travel Trade Association (ATTA), North American tour operators on average:
  - Offer seven-day trips at a price of $470 per day
  - Have one guide for every eight guests
  - Sell more than half of bookings online
  - Have an average client age who is 47 years old
  - Report that custom itineraries are the hottest trend in 2017

Below is a breakdown of international tourism efforts:

1. Travel Writers – the travel writer for Safari was hosted by the Redding CVB, resulting in McArthur-Burney Falls Memorial State Park and Lassen Volcanic National Park being featured in the September issue. Safari is the leading fashion and lifestyle magazine in Japan for men in their 30-40s and it has a circulation of 300,000. The media value was $54,000.

2. Inflight media – the international marketing plan began the new year with video placed on Virgin America flights, United Airlines flights and a feature story in the Adventure Travel section of United Hemisphere that ran June – August 2017. The United campaign promoted Redding as a must-visit destination to 11.5 million travelers. Below is a link to where the video can be viewed which ran August – September. The United campaign is one example of a multi-medium strategy the Redding CVB uses when promoting Redding because it incorporates print, video, social media and digital promotion both domestically and internationally. Video: https://youtu.be/Yhz1guChA24

3. FAMs/Travel Writers – the Redding CVB hosted a familiarization (FAM) trip with media members from Mexico. The group went to Lassen Volcanic National Park and produced a five-page editorial along with social media posts, reaching 1,954,400 people across all platforms with a media value exceeding $20,000 and an editorial value of $50,694.
4. Sales Missions and Conferences – the Redding CVB was represented in the United Kingdom, Germany, France, Mexico, and Australia, as well as the Receptive Tour Operators in Florida, International Pow Wow, and the Go West Summit, which created more than 200 meetings with the travel trade that includes tour operators, receptive wholesalers and media. The focus of each appointment was to promote Redding as the hub city of the Shasta Cascade region, sharing the iconic attractions that are a draw for international travelers. In each appointment the tour operators, receptive operators and media representatives were given a media kit and personal invitation to visit Redding on a FAM trip to experience first-hand the natural wonders available in UpStateCA.

5. AMERICA Journal – the magazine is distributed in Germany, Austria, and Switzerland for 36,500 readers who are frequent travelers with 90 percent visiting North America once a year and 21 percent twice or more per year with 67.2 percent of the readers annual household income being more than $182,000. Readers tend to be independent travelers with 75 percent planning their own trips with the main source being AMERICA Journal. This investment generated 181 leads from readers requesting more information about Redding and Shasta Cascade.

6. The WeChat/Weibo/GoGood.com – this e-marketing campaign in China is directed to our destination page in Mandarin Chinese and to our domestic websites for information on Redding and the surrounding attractions. The campaign includes business-to-business marketing with destination information being sent to approximately 2,000 tour operators and 1,000 communities in China via posts on WeChat and Weibo, the two largest social media sites in China. WeChat reached 234,000 people with the posts and produced 49,730 visits to our destination page GoGood.com/Redding Shasta Cascade. The cost per click was $0.17.

7. The Epoch Times – a print and digital campaign was created to reach Chinese travelers in both the Bay Area and in China. The campaign drew 430,000 impressions and exceeded expectations by generating more than three times the purchased number of impressions for a 0.17 percent click-through-rate (CTR). The Chinese population rarely gives out personal information and more than 50 gave information to have visitor guides mailed to them.


9. Travel Guide to California – this comprehensive guide is sold year-round, and the ad and advertorial on consecutive pages gives Redding a significant presence in this popular publication, which is a go-to for California travelers. It is sold in more than 19,000 locations in the U.S. and Canada.

10. California Visitors Guide – the 2018 full-page ad showcased the great things to do in the Shasta Cascade region, with Redding as the hub city and is distributed internationally for 500,000 people by Visit California. This ad had a cost per qualified lead of $14.67.

11. California Road Trips – the 2018 edition of Visit California’s California Road Trips magazine is distributed to readers through places such as California Welcome Centers, Visitors Centers, and inside select copies of Travel + Leisure magazine. This ad reached 1 million people and had a cost per qualified lead of $17.76.
FILM COMMISSION

- 81 Film inquiry responses
- Which turned into 26 film productions with 155 prep/shoot days
- For an estimated direct spend of $432,340
- For an ROI of 1,729%

FILM COMMISSION...

Of the 26 film productions in Shasta County, 15 were inbound projects. The project categories were:

1. 12 commercials
2. 3 TV
3. 4 Documentary
4. 1 Web Series
5. 4 Indie/Low budget movie
6. 2 Other

The more recognizable productions that have been released are as follows:

<table>
<thead>
<tr>
<th>Film Production</th>
<th>Link to Final Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA Dream Eater</td>
<td><a href="https://www.youtube.com/watch?v=VqSZNvye8Ow">https://www.youtube.com/watch?v=VqSZNvye8Ow</a></td>
</tr>
<tr>
<td>The Back Pages</td>
<td><a href="https://www.youtube.com/channel/UCXkYRpBPSHGUG3ZSpvL4k_IA">https://www.youtube.com/channel/UCXkYRpBPSHGUG3ZSpvL4k_IA</a></td>
</tr>
<tr>
<td>Top Gear</td>
<td><a href="https://www.bbc.co.uk/programmes/b09ydxzg">https://www.bbc.co.uk/programmes/b09ydxzg</a></td>
</tr>
</tbody>
</table>

To get productions into Shasta County, the following was created for exposure:

1. A Film Permit Incentive program was designed to encourage medium size productions to choose Shasta County for a film location. An Indie film was shot in Shasta County due to the permit incentive. The guidelines to qualify for the incentive are that the production must bring a minimum of 50 room nights and they must report the funds they spend while on the shoot. In return they receive a $10 per room night rebate and 1 percent rebate on their direct spend while on the shoot.

2. A commercial was secured for Film Shasta through the CA Locations Tour which will be released in the fall of 2018. The tour is visiting seven CA locations to highlight unique, lesser known, film-friendly destinations. Film Shasta will receive two commercials, a story, inclusion in tour trailer and “The Tour” digital look book as well as distribution on the California Film Commission YouTube and Vimeo channels.
3. A total of 632 photo locations in Shasta County were added to Cinema Scout, the industry leader for searching film-friendly locations. This resource is used by production companies when they are scouting for potential film locations. Film Shasta now has a total of 827 photos on that site.

4. Shasta County was represented at several conferences in branded booths to disseminate information and was included in ads in programs during the conferences and in pre-event marketing. The county was represented at the American Film Market in Santa Monica, which alone added 426 international production contacts and 260 domestic contacts to the database and was a top sponsor at Produced by Conference that is attended by 1,400 industry leaders.

5. Film Shasta website updates include:
   a. Online location gallery updated with 2,500 photos featuring 350 locations classified by 27 film categories similar to the industry leader Cinema Scout.
   b. Permit information was expanded to include all permitting agencies in the county.
   c. Online listing section was expanded to include more local film resources for producers to access while in the area.
   d. Addition of the Film Shasta Instagram feed.

6. A new sizzle reel was produced with a movie trailer look and feel. The sizzle reel displayed the regional diversity in locations and type of productions hosted in Shasta County. It was released on social media and is displayed on the Shasta County portion of the Film Liaisons in California Statewide (FLICS) website.

7. The president of FLICS, Cassandra Hesseltine, came to Redding as the keynote speaker for the Local Meet and Greet Filmmaker event. Film industry attendance was 150 people who gained information about how they can partner with Film Shasta for future filming opportunities.

8. Film Shasta had a major presence in the California and International editions of Locations Guide Publication with a circulation of 25,000 at major film events such as Cannes Film Festival, Toronto International Film Festival, the American Film Market, and others.

9. Branded collateral such as presentation folders and sports bags were given to film crews filled with regional film information. Feedback on the branded information and gifts was that Redding is offering a personalized service not given in other areas and it looks like the extra attention is enticing film crews to return for future productions.

10. A social campaign to reach the film industry and expand the Film Shasta audience was implemented to strengthen knowledge of the area, share possible filming locations and disclose casting calls through photos, videos, articles and links. Film Shasta campaigns featured the new sizzle reel for brand awareness, carousel ads that included film locations, behind the scenes images of productions and film incentives, as well as photo submission contests and event registration. Below are the results of the Film Shasta social media initiatives:
   a. Awareness (Impressions): 508,428 (+318%)
   b. Interest (Engagements): 4,601 (+98%)
   c. Action (Link Clicks): 972 (+1,030%)
   d. Followers gained: 2,702 (+313%)
   e. Facebook posts and boosts increased the Film Shasta followers from 298 to 2933
WEB DEVELOPMENT

- 344,772 visitors which is a 15.95% increase over the previous year
- 336,306 new visitors for an increase of 18.43% over the previous year
- 1.2M pageviews which is an increase of 12.89% over the previous year

VISITREDDING.COM...

website stats are:

1. Sessions: 442,663 (+22%)
2. Organic traffic: 168,541 (+17%)
3. Organic Search: more than 11 million search impressions and more than 213,000 search clicks
5. Paid Search Campaign
   - Impressions: 1,124,562
   - Clicks: 45,552
   - CTR: 4.05%

Web Development: With more than 1 million pageviews per year, the Redding CVB places a high importance on updating and improving VisitRedding.com to continually improve the experience of the user. Because all of the social media and advertising efforts ultimately lead people to VisitRedding.com, a new tracking system was implemented involving the creation of custom URL’s for specific ads. The new system gives the Redding CVB team detailed statistics for specific ads. For example, the October e-newsletter with Hot Spot Travel brought in 6,832 website sessions between Oct. 18-26 and 93.38 percent of the traffic from the email consisted of new users. The new tracking method provides much more detailed and involved data compared to the old method of comparing vendor provided CTRs to overall website traffic. We still compare web traffic to overall campaigns. For example, website analytics show that the site received 5.94 percent more Sacramento users than in the previous year, which coincides with new marketing campaigns with Comcast targeting the Sacramento area.

The website update began with a complete analysis of the website, identifying which pages received the most traffic along with the cost per click (CPC) of the Search Engine Marketing managed for the search terms. To streamline the site, low traffic pages were removed or combined with other pages. Restructuring the search functionality on VisitRedding.com was one of the most beneficial changes to help make the site more user-friendly. Frequent updating and maintenance occurs annually throughout the year, which includes adding events to the events calendar, creating limited campaigns on the home page along with inserting new listings and new pages. For 2017-18, the following enhancements were included:

1. New interactive maps were used for both trails and kayak launches. The maps allow the user to zoom in and out and click on locations for more information. The Redding CVB can customize that information to best show off the area and link back to the VisitRedding site.
2. Event calendar listings – 380 local events were highlighted on VisitRedding.com and received more than 126,972 pageviews, which is a 40 percent increase over the number of events highlighted the previous year.

3. Limited Campaigns – the following were featured on the Visit Redding homepage: Mythic Creatures at Turtle Bay, Sundial Splash, Taste of Redding Sweepstakes, Nitty Gritty Dirt Band (Cascade) Sweepstake, Hotel Packages, The Wailers (Cascade) Sweepstake, Wildcard Oktoberfest Sweepstake, Joan Osborne (Cascade) Sweepstake, Gin Blossoms (Cascade) Sweepstake, Winterfest, Mayors Mountain Bike Challenge, Shasta Mud Run, Never Forgotten Games, and Turtle Bay Animal Show.

4. New header images – were designed to make the site look more updated, offering easier usability and better showcase the area.

5. Trails page revamp – increased the number of trails with detailed information from 15 to 61 trails listings. The digital version of the trails map brochure was replaced with a new interactive trailheads map. This feature launched May 10 and it received 3,669 views to June 30, which shows the popularity of this update.

6. Redding Cultural District Page – this was created and will continue to be expanded as the district assets progress.

7. Search bar functionality – the prior search bar ran through Google, and featured Google-sponsored links as well as Visit Redding site content. The new search bar runs solely through the Visit Redding site, allowing a search menu that is not only more cohesive design-wise but only produces current search results from VisitRedding.com. The largest benefit to this modification was an improved bounce rate and avoidance of user confusion.

8. General site updates – newly designed buttons, fonts, and more, along with a multitude of Search Engine Optimization (SEO) updates helped produce 507 site leads, 1,133 rental referrals to properties, and organic search results to increase by 16.66 percent.

**BROCHURES**

- 41,300 Visitor Guides distributed through certified folder, consumer shows, and mailings
- 39,950 Trails Maps distributed locally, through certified folder, consumer shows, and mailings

**BROCHURE DISTRIBUTION...**

offers visitors a tangible item showcasing the great attractions of the Redding area. Through Certified Folder, the Redding Visitors Guide and Trails Map brochures were distributed to brochure racks in Redding, Mount Shasta, the Redwood Empire, Sacramento, Auburn, Yreka, and Oregon cities such as Medford, Roseburg, Bend, Redmond, and Klamath Falls. In addition, brochures were dispersed directly to consumers at the San Diego, Los Angeles, and Bay Area Travel & Adventure Shows as well as dog-friendly shows, cycling events, and bird-watching festivals. These shows allow the Redding CVB staff to directly interact with potential
travelers, and make sure that the brochures are distributed to engaged visitors with a genuine interest in what Redding has to offer.

Working with the city of Redding, Bureau of Land Management (BLM), McConnell Foundation, and local trails experts, the Redding CVB completely overhauled the Trails Map brochure. The map was updated to include Redding’s newest trails, and a waterfalls section in response to consistent feedback from multiple sources, including social media and face-to-face interactions at the Redding Visitor Center and trade shows.

PUBLIC RELATIONS

✓ Total Reach of earned media: 191.3M Unique Monthly Visitors (UMV)
✓ Ad Value Equivalency $230,187
✓ 63 Articles
✓ ROI of 259% percent

PUBLIC RELATIONS…

was a vital asset to the promotion of Redding for leisure travel during 2017-18. Public Relations provides a way to amplify key messaging and ultimately increase the visibility of a destination and the resulted media coverage inspires visitors to travel to Redding. A constant stream of focused messaging was disseminated to both national and regional media outlets through newsworthy press releases, personalized story pitches, and deskside meetings with editors. Like the other Redding CVB departments, valuable outcomes can be credited to in-person meetings where team members sell Redding and influence decision-makers.

The Redding CVB hosted 13 travel writers of whom 11 chose to write about Redding following an in-person meeting from a representative of the Redding CVB. Publications to visit Redding included the Huffington Post, ShermansTravel.com, Budget Travel, Visit California, TravelPulse, Via Magazine, San Francisco Chronicle, What a Trip, Post Cards to Seattle, Northwest Military Magazine, International Fly-Fishing Magazine, Fun & Fit, and No Back Home. The travel writers wrote about wine and dining in the area, weekend escapes to Redding, discovering the natural wonders in Shasta Cascade, exploring the nearby national and state parks and waterfalls, lodging properties, and outdoor recreation activities such as kayaking, fishing and mountain biking.

A total of 63 articles were published across 30 outlets. Most notable outlets included the New York Times, Travel Channel, Los Angeles Times, USA Today, Travel + Leisure, Thrillist, PureWow, San Francisco Chronicle, Bicycling Magazine, Sunset Magazine and an online and TV broadcast from Emily Kaufman of the Travel Mom in markets: Los Angeles, Portland, Denver, Chicago and Phoenix.

GROUPS - SPORTS

✓ Exposure to 2.7M people with print & digital
✓ Additional 2.8M impressions with average cost of $0.02
✓ 72 Appointments resulting in 55 leads
SPORTS COMMISSIONER...

is a position that attracts sporting events to our region in cooperation with our local indoor and outdoor facilities. Growth in sports tourism continues to outpace all other segments of the travel industry. In 2016 visitor spending associated with sports events was $10.74 billion. To tap into this market the following campaigns were implemented in the 2017-2018 fiscal year:

1. Sports Destination Management is written exclusively for sports event managers and tournament directors in the sports tourism market with more than 18,000 sports event organizers. The combination of print, digital, video and email campaigns for Redding produced the following:
   - 68,401 circulation/impressions
   - 26,412 page views per month from 9,343 unique users, with more than 20 hours of video view time, and average time on page of 2 minutes and 21 seconds.

2. SportsStars Magazine is distributed to more than 65,000 people in the Bay Area, which is Redding’s prime drive market. The digital network monthly reach for Redding’s campaigns exceeds 140,000. The banner ad campaign averaged 113,867 monthly impressions.

3. SportsEvents Magazine is published to help amateur sports planners improve the success of their events. Redding was promoted in newsletters, in video, on the website, and in the magazine. Based on all the activity around promoting Redding as a sports destination, Redding was named among the Top 50 Youth & Amateur Sports Destinations and was the top California destination following the SportsEvents Readers’ Choice Awards. Redding was nominated alongside other top destinations in California and the country and received the most votes in the state. The accolade was shared on SportsEvents Magazine’s social media and website and was featured in its January edition. Additionally, SportsEvents Media Group hosted a Facebook contest for the “Top Outdoor Adventure Sports Spots” in the country. After review of hundreds of entries, only 25 were nominated. More than 2,300 votes were tabulated and Redding was listed as No. 6 in the U.S. This honor was recognized and shared with sports events planners from across the country.

4. Industry tradeshows were attended to meet with sports directors, introduce regional options, and discuss terms. Once negotiations get to the final stages, representatives from the sports organizations are invited to Redding for a site tour. A relationship with the International Slow Pitch Softball (ISPS) began at the National Association Sports Commissions in March of 2017. The ISPS representatives were impressed with Redding’s attractions and the sports facilities following their site visit in October 2017, which allowed the Redding CVB to pass the scheduling of the 2019 tournament over to Big League Dreams. Site Tours and FAMS are a crucial part of inviting sports organizations to Redding.

5. Connect Sports Marketplace, an education conference and appointment-only trade show, is the premier industry event for the most active sports organizers and tourism professionals for three days of general sessions, panels, roundtables, workshops, boot camps, pre-set appointments and networking. The Redding Sports Commissioner attended the event, which connects sports event owners with Destination Marketing Organizations (DMOs), provides educational segments, and offers multiple networking opportunities. Redding was included in the sports facilities guide (link below) and
had 33 appointments out of which 28 resulted in follow-up conversations about future events to be held in Redding.

- [https://www.qgdigitalpublishing.com/publication/?i=501995#%22issue_id%22:501995,%22page%22:44]

**GROUPS – MEETINGS AND BUS TOURS**

- Reach of 922,206 people with print & digital
- 196 one-on-one appointments with qualified leads
- 15 Proposals submitted with 7 signed contracts
- 1,584 total room nights + direct spend of $232,139 for an ROI of 259%

**MEETINGS AND BUS TOURS...**

is a benefit to all Redding lodging properties because they fill hotels and force leisure guests to spread out to other properties. This process is called compression. The annual campaign messaging of “what’s on the outside counts too” was designed to entice meeting planners to choose Redding as a play on the growing trend of creating different experiences for meeting attendees and emphasizing there is more to a meeting than sitting in a conference room. By experiencing UpStateCA, this meeting or bus tour will be more memorable than any other. Photos and content consisted mainly of outdoor recreation with an emphasis on national and state designations to show all there is to do in proximity to Redding.

To reach and appeal to potential meeting planners and bus tour operators marketing included social media, print ads and editorials, digital ads, video, itineraries, e-blasts, newsletters, and directories.

The following major publications and industry events were sourced with the goal of increasing exposure, generating leads, receiving request for proposals (RFPs) and booking contracts:

1. National Tour Association: Courier Magazine, Annual Student Trip Planner and the NTA Travel Exchange to meet one-on-one with tour bus operators.
2. Group Tour Media: Group Tour & Student Group Tour Magazines.
3. American Bus Association: Annual Motorcoach Marketer and ABA MarketPlace to meet one-on-one with bus operators.
5. Premiere Travel Media: Annual Student Travel Planning Guide
6. Student Youth Travel Association: Teach & Travel Magazine, Groups Today Magazine and SYTA Annual Conference with one-on-one appointments.
7. Plan Your Meetings: Plan Your Meeting Magazine, and PYM Live conferences with one-on-one appointments.
8. Smart Meetings: Facebook Live Interview that had 1,400 views, Smart Meetings Magazine, digital newsletter and West National Conference with one-on-one appointments.
9. HelmsBriscoe which is a hotel and event planner RFP management system in which Redding was listed and promoted.


Attraction mentions & photos featured in all the above campaigns:

1. Lava Beds National Monument
2. Turtle Bay Exploration Park & Museum
3. Rare Air Trampoline Park
4. Jet Boat Tours
5. Shasta State Historic Park
6. Waterworks Park
7. Mt. Shasta Ski Park
8. Sundial Bridge
9. Shasta Dam
10. Sacramento River National Recreation Trail
11. Whiskeytown National Recreation Area
12. Castle Craggs State Park
13. McArthur-Burney Falls Memorial State Park
14. Lassen Volcanic National Park
15. Lake Shasta Caverns National Natural Landmark
16. Lake Shasta Dinner Cruises
17. Redding Municipal Airport
18. Lava Beds National Monument
RADIO & TV
✓ 2,559 radio spots – CPM of $2.81
✓ 602 television spots
✓ 624,076 premium on-demand digital views
✓ Reach of 14.2M listeners/viewers

VIDEO PRODUCTION
✓ 18 videos were produced
✓ Average cost of $1,721 per commercial/video produced
✓ Videos were used for digital, TV, and YouTube marketing purposes

NOT-SO-TRADITIONAL RADIO AND TV...

is trackable and very effective when combined with traditional scheduling. Both TV and radio were used to promote events and general outdoor recreation predominantly in Sacramento and the Bay Area. Redding was promoted during the Super Bowl and this was the fourth year Redding commercials ran during San Francisco Giants and Oakland A’s games.

1. Radio Fall Campaign – Bay Area radio stations – KISQ, KIOI, KOSF, KYLD, and KMEL – each with nearly 1 million or more weekly listeners were used to promote Redding’s trails with 1,673 ads for a total of 8,035,410 million listener impressions. These ads were run with an iHeart digital campaign to expand upon the coverage and allow for tracking of results and interest.

2. Radio Spring Campaign – the Never Forgotten Games, a CrossFit competition event to honor fallen North State law enforcement officers, was promoted in Sacramento on all five iHeart Radio stations with a total of 360 radio spots for a total of 2,290,000 listener impressions. A digital component was added as well, which is reported in the digital section of this report.

3. Radio Summer Campaign – Redding’s summer commercials promoted water recreation on all five of iHeart’s stations, each of which are ranked in the top 10 for adults ages 25-54 in the San Francisco market. The campaign ran a total of 526 radio spots reaching 2,964,200 listeners, along with digital banners on the iHeart Radio website, receiving 1,261 clicks to the Visit Redding website.

4. Comcast Sacramento – traditional television (207 spots) and digital on-demand commercials ran throughout the year on Comcast promoting a variety of activities including the annual Mayors Mountain Bike Challenge. Premium on-demand commercials proved to be of interest with over 80 percent of viewers choosing to view the entire commercial instead of skipping through to the main video with 1,374 clicks to VisitRedding.com. The total reach is 311,279 for these 207 spots in Sacramento and Oregon.

5. Comcast Oregon – a spring break commercial ran in the Oregon college towns of Eugene and Corvallis, encouraging young adults to come down to Redding for spring break to enjoy the lakes and sun. The commercials ran both on traditional TV and on-demand. The on-demand commercials
worked particularly well, with an average 95.59 percent of the video being viewed with 78 clicks to VisitRedding.com.

6. Super Bowl – the Redding CVB ran two commercials about the Mayor’s Mountain Bike Challenge (MMBC) over seven regional spots during Super Bowl LII. One MMBC commercial ran during pregame and during the game while the other video ran only during pregame. It reached 193,000 households with televisions tuned into the game.

SOCIAL MEDIA – FACEBOOK, INSTAGRAM, TWITTER & YOUTUBE
✓ Total impressions: 4.8M, CPI: $0.02
✓ Video views: 524,939; Engagement: 93,782
✓ Total followers: 39,089; Social Posts: 772

SOCIAL MEDIA...
Is a utilized to share inspiring stories, news, motivational content and to drive traffic to VisitRedding.com. The social media campaigns on Facebook, Twitter, Instagram and YouTube increased Redding’s visibility and exposure compared to the previous fiscal year’s social media activity. The following practices helped grow the awareness of Redding through social media:

1. Boosts and pushes were used to highlight events, ticket giveaways, blogs, videos and posts that were getting the most engagement.

2. A Visit Redding blog was created in 2017-18 to allow the Redding CVB to motivate potential visitors while informing the public about upcoming events, activities, and various attractions. The blogs lent themselves well to cross-platform promotions for social media and the website. A total of 21 blogs were published that included topics such as kayaking Whiskeytown Lake, mountain biking, Redding’s famous waterfall loop, and fishing. Some of the blogs that highlighted local businesses included breweries and restaurants such as the Mosaic, Wildcard’s Tied House, and Armando’s Gallery House to help support the Redding Cultural District. The blogs included several photos which provided visually stunning content. Link to the Visit Redding blog: https://www.visitredding.com/articles

3. Adding videos to the Visit Redding YouTube account was instrumental in showcasing the area as more people are relying on video content for inspiration in all industries, including tourism. A total of 18 videos were uploaded with a variety of activities such as fishing, outdoor adventure, mountain biking, annual festivals and events, and the Redding sports facilities. Below are the YouTube analytics compared to the previous fiscal year:
   ○ YouTube:
     ▪ Views: 286,315 (+1,237%)
     ▪ Minutes watched: 211,638 (+209%)
     ▪ Engagements: 535 (+84%)

4. Posting User Generated Content (UGC) proved to be a beneficial way to collect photos and videos to expand the variety of posts on the social media channels and the website. UGC content provides a more organic way of promoting the Visit Redding brand by retaining rights to photos from visitors
and local citizens alike instead of staged marketing photos or commercial videos. It creates a sense of authenticity that resonates with the younger consumer better than an advertisement.

5. Below are the social media analytics from the Visit Redding Facebook, Twitter and Instagram compared to the previous fiscal year:
   - Awareness (Impressions): 4,247,980 (+109%)
   - Engagements: 93,782 (+317%)
   - Social Referrals to VisitRedding.com: 17,659 (+317%)
   - Followers gained: 4,348 (+12.5%)
   - Video views: 238,624 (+298%)

Top Content: Video Views + Awareness

A 90-second video with the campaign title of “72 Hours in Redding” highlighted some of Redding’s main attractions to be seen in a weekend, targeting millennials and active families. The campaign included six videos and five photos being distributed to the targeted audience on Facebook and Instagram. The videos were 15-second video cuts produced for kayaking Whiskeytown Lake, scenic biking the Sacramento River National Recreation Trail, savoring flavor at Final Draft Brewing Company, exploring waterfalls, and a time-lapse of the sunset behind the Sundial Bridge. The campaign touched on multiple destination selling points with the kayaking content outperforming all others (a common theme with all mediums). Yet, the biking video had the longest audience retention rate with an average of 92 percent. This campaign had impressive reach within our key drive markets, totaling 700,000 impressions and 300,000 10-second video views. The links to the videos for the campaign are below:
   - 72 Hours in Redding: https://youtu.be/UF5BspiCnyl
   - Kayaking Whiskeytown Lake: https://youtu.be/oZ9D92xQpmE
   - Scenic biking the Sacramento River Trail: https://youtu.be/VJlbTLjblCl
   - Final Draft Brewing Company: https://youtu.be/lhsME64r3HA
   - Exploring waterfalls: https://youtu.be/2kFb23F7ejo
   - Sunset time-lapse: https://youtu.be/fjV9HMv1RcM
GROUP SPONSORSHIPS
✓ $163,704.12 was donated for local event support
✓ 8 major events

GROUP SPONSORSHIPS...
such as the following helped to support our community, bring large tournaments, or create an abundance of contacts to be used for future business:

1. The Wild West Bass Trail Tournament will return to Redding in 2019. Thanks to a new partnership with Bridge Bay, the cost for Redding CVB decreased by 50 percent and room nights should remain at 398 with an economic impact of $335,313. This tournament has an added benefit of live streaming the weigh-in and Redding is included in all tournament schedules, marketing collateral, their website, and a full video from the event prior on the Wild West Bass Trail TV show. Included in this video is an interview with an Redding CVB staff member and highlights of local attractions: https://www.wildwestbasstrail.com/2018/01/10/episode-1-pro-am-lake-shasta/

2. Film Shasta sponsored the 10th annual Sundial Film Festival in March of 2018, the Firereel Film Festival in October 2018, and the premier event for the Back Pages web series that filmed exclusively in Shasta County.

3. Support was given to the Shasta Mud Run and the CASA Run for their marketing efforts.

4. Kool April Nites had 1,886 cars registered with 48 percent coming from more than an hour away. A total of 3,555 tickets were sold with a majority of them being sold the day of the show.

5. California Soccer Park (previously named the Redding Soccer Park) was given general support along with funds to attend the NorCal Soccer Expo. The California Soccer Park team attended and will be following up on leads.

6. Big League Dreams received support for the comfort of athletes at both inbound and local tournaments by replacing refrigerated drinking fountains, dugout mister repairs/replacement, tree planting for shade, and two baseball mounds.

7. Funds were invested in branded products given as gifts to travel writers, meeting attendees, for local events, and at consumer tradeshows.

8. Support was given to the Cascade Theatre for their mural project in conjunction with a grant given to promote the Redding Cultural District.

THIS CONCLUDES THE 2017-18 REDDING CVB’S ANNUAL REPORT. THIS REPORT CAPTURES MOST, BUT NOT ALL, OF THE WORK PERFORMED BY THE REDDING CVB TEAM OF FIVE. WE THANK THE REDDING COMMUNITY FOR ALLOWING US TO SERVE AS YOUR TOT-BUILDING TEAM.