

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

April 2020

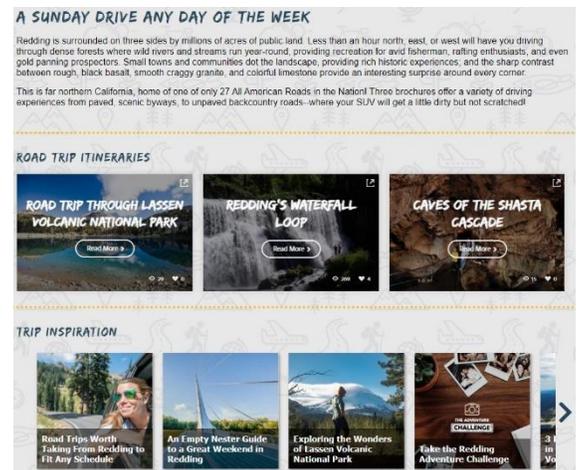
### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in April for the City of Redding and collected from Redding lodging properties was \$249,120.85, which is a 56.7 percent decrease from April of 2019 and a fiscal year-to-date decrease of 14.4 percent. This month's TOT reflects an overall 16.0 percent increase year-to-date compared to April 2018, which was a more typical year than 2019 with an inflated occupancy from the Carr Fire and 2020 with the drastic decrease in occupancy from the global pandemic disrupting individual, community and societal norms.

**NOTE:** The Coronavirus pandemic interrupted the Redding CVB's planned marketing campaigns for April, which were halted until further notice. The team continues to work from home offices on campaigns meant as a precursor to what will be the recovery campaigns. Pandemic-related projects meant to support the community are being reported to the CEO on a daily basis.

### Marketing and Advertising:

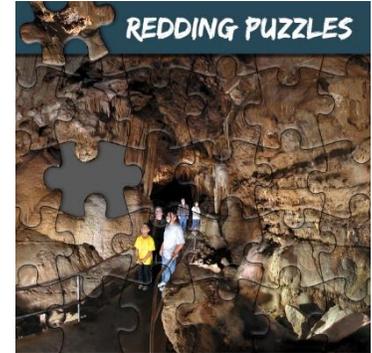
1. A new road trips section was added to VisitRedding.com in accordance with industry projections predicting a heightened interest in road trips once the shelter-in-place is lifted. The section highlights many scenic drives, along with recommended itineraries and inspirational articles. Visit the page at [www.VisitRedding.com/road-trips](http://www.VisitRedding.com/road-trips).
2. New itineraries were added to the website highlighting Lassen Volcanic National Park and caving opportunities. The itineraries are designed to catch the viewers' attention with dynamic photos and video of the area.
  - Lassen Volcanic National Park – <https://adobe.ly/2ylfzNQ>
  - Caves of Shasta Cascade – <https://adobe.ly/3d5CQ5J>
3. The Visit Redding website had 14,522 users in April. While overall traffic is down from last year due to less advertising during the coronavirus, traffic from Redding's outlying communities – such as Anderson, Red Bluff, and Shasta Lake – is up by 385.67 percent compared to last year. This might be an indicator that the move to a more local focus is showing value during this time.



The website is updated daily to provide current information on attraction closures, special restaurant policies, and event cancelations during to the Coronavirus pandemic.

### **Public Relations:**

1. The Redding CVB created 18 virtual experiences by putting together digital puzzles of Redding-area attractions and activities. Three puzzles of different difficulty levels were created in each of the following six categories: active outdoors, arts and culture, brewery and wineries, historic sites, national and state parks and waterfalls. It was featured as a limited campaign on VisitRedding.com and posted to social media. The campaign ran for the final three days in April and the puzzles were played more than 100 times. View the puzzles here: [www.visitredding.com/puzzles](http://www.visitredding.com/puzzles)



2. The Redding CVB created seven commercials for two different campaigns. The messaging in the first campaign was “Plan Now, Travel Later” to promote utilization of the San Francisco flight through the Redding Municipal Airport. The videos featured a Redding-based audience and a Bay Area-based audience. The second campaign was to support Redding’s PBS station KIXE during the Coronavirus, promoting healthy and safe activities locals can enjoy while practicing social distancing. The Redding CVB partnered with the Shasta Cascade Wonderland Association (SCWA) for the commercials.

“Plan Now, Travel Later” airport campaign

- Redding to San Francisco 30 sec – <https://bit.ly/3cY2zww>
- Redding to San Francisco 15 sec – <https://bit.ly/3aSfhv2>
- San Francisco to Redding 30 sec – <https://bit.ly/2W8hXQ4>
- San Francisco to Redding 15 sec – <https://bit.ly/3bNCFLE>

KIXE – Explore Your Own Backyard

- 30 seconds – <https://bit.ly/2Ysbpyi>
- 15 seconds – <https://bit.ly/2KLgYjl>
- 15 seconds – <https://bit.ly/2zD30xJ>

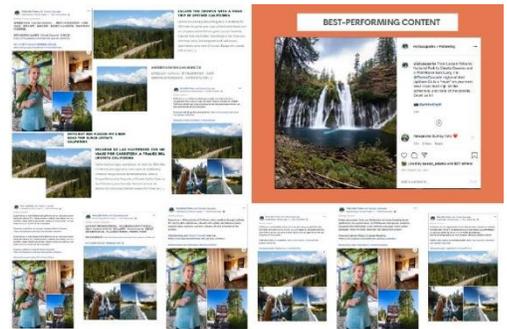
3. A monthly newsletter was distributed to business leaders and influential people in the community showing how the Redding CVB is working to help during the Coronavirus pandemic. The newsletter featured a letter from CEO Laurie Baker, tips on travel, how businesses could keep their brand alive, and the Redding CVB requesting virtual tours of establishments and attractions while showcasing our 360-degree Famously Redding video series of the Redding Cultural District. The newsletter was distributed to 382 people, generating a 33.5 percent open rate and a 7.1 percent click-through-rate. The local newsletters can also be found on our website: <https://bit.ly/2KPSPrX>

- The Redding CVB's paid search campaign was adjusted with new language due to the Coronavirus pandemic. With leisure travel on hold, the campaign shifted to a "Plan Now, Travel Later" focus to stay top of mind for people planning a trip when the pandemic eases. Ad groups were created around outdoor activities, dining and scenic drives and the campaign received 869 clicks for a 5.92 percent CTR. Converted visitors from the campaign averaged 4.40 pages per session on VisitRedding.com. The increase in page sessions shows the adjusted plan for the Coronavirus is targeting the correct audience and with the appropriate content for this challenging time.



**International:**

- An international digital/social marketing campaign with Hermann Global – Visit USA Parks did very well with Facebook followers more so than the Instagram followers. That could be due to the content being of more interest to an older demographic. The content gathering and campaign story creation was conducted July – September 2019 with social media posts and retargeting ads with video were pushed out October 2019 – February 2020 in Mexico, China, United Kingdom (UK), Canada, Germany, and Scandinavia. The campaign final results were tabulated in April and exceeded expectations with an engagement rate of 285.3 percent, above the industry average of 5-8 percent. Cost per click equaled \$0.32, well below the travel and hospitality industry average of \$0.63. The length of the video views and interest in outdoor recreation from these countries is what contributed to the larger than average engagement.



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

- None, due to Coronavirus pandemic.

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

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

- Sports activity in April:
  - The United Soccer League (USL) is considering Redding as a destination for an event in their efforts to double the size of their professional footprint between now and the 2026 World Cup (hosted by the United States). They have targeted Redding for a 2022 launch, and we are in communication with the event owner to help develop the local planning committee. They mentioned their consideration for Redding was based on factors the organization is focused on including "looking for markets on the rise," "markets that have created their own identity and have done a good job at displaying them locally and regionally," "because Redding is supportive of local products, services, and businesses, as well as regional events," "the pulse and identity is easily recognizable, created and

maintained by the people within it," all of this on top of all the other "things to do and attractions."

- Film activity in April:
  - Hosted two local filmmaker virtual events.
  - Responding to inquiries regarding local incentives, locations, crew, and permits from 10 productions including several feature length films anticipating filming in Shasta County before the end of 2020.
  - Updating the Film Shasta website, including adding verified productions on the "About Us" page in the "Film Credits" portion where they are now listed by type of production (commercial, feature, music video, etc.) and a featured video is highlighted in each section.

#### **Shasta County Projects released in April:**

- ServiceMaster Commercial – <https://bit.ly/2SIAGXp> – produced by SperoPictures and was so well received that the corporate office is using it for their national campaigns.
- Shasta Regional Medical Center – <https://bit.ly/2KLSqXs> – was produced by SperoPictures and will be utilized locally.
- Your Love is Strong – Movie Promotional Trailer – Here is the first public release regarding this project. <https://bit.ly/2YjZAdC> – Film Shasta worked with both the director and producer for local referrals and locations.
- House Hunters episode #18513 aired 4/29 on HGTV. Film Shasta provided location, monitoring, and permit assistance in July and August of 2019.



\*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.

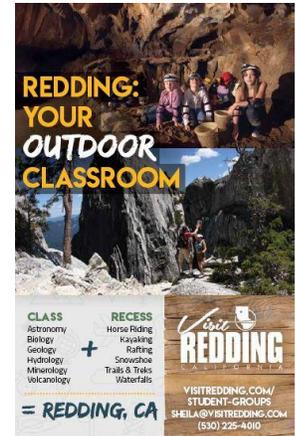
#### **Industry Relations & Group Coordinator:**

##### Generating new group business for meetings and conventions:

1. The Redding CVB placed a digital leaderboard advertisement (*see below*) in five issues of the CalSAE weekly e-newsletter, reaching more than 7,100 association professionals. The ad received 8,420 impressions. Although many meetings have been postponed until the end of the year and 2021, company meeting planning is moving ahead. This is very targeted and reaches those who make the decisions as to where they will meet in the future.



2. A new slogan for groups was created and promoted in National Tour Association (NTA) Courier Magazine. The Redding CVB continues to focus on student youth travel and the revamped slogan “Redding The Outdoor Classroom” appeals to the multiple educational experiences available throughout the area from Shasta Historic Park to Lassen’s thermal wonders. The ad appeared in the April-May issue of Courier Magazine’s “student issue,” which has a print circulation of 20,000 and distributed to NTA members, travel planners, teachers, school administrators, music leaders and coaches. It was also on the digital edition of the magazine on ntacourier.com.



3. The groups section of VisitRedding.com is being updated to coincide with recent data gathered from leads generated within the bus tours industry. We are listening to our audience. Several bus tour operators have been contacted with the expressed intent of presenting Redding as a bus-friendly tour location. Many operators indicate a strong 2021 booking landscape.
4. To support local businesses during the Coronavirus pandemic, the Redding CVB continues to update a robust restaurant list with hours and services available for distribution to lodging guests. It includes information about delivery, curbside pick-up, and take-out options, and menus are also available for hotel and guests. The goal is for restaurants to get more business and lodging guests will feel well-served by their hosts.

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

#### Upcoming:

1. California Department of Health Care Services – Whole Person Care Program, Regional Meeting: June 1, 2020; Sheraton Hotel at the Sundial Bridge – estimated 30 room nights.\*
2. 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. – *pending due to Coronavirus*
3. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: Tentatively June 7-12, 2020; Holiday Inn – estimated 500 room nights.
4. Movies in the Park; June – August 2020; due to COVID-19 it was decided to hold off on this sponsorship until more information is available about office funding and the ability for crowds to gather. It is expected that businesses will be open, but large gatherings may still be prohibited in June/July/August.
5. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms.
6. ‘Before You Quit Your Job’ conference by Keenya Kelly, an Entrepreneur, Branding Expert & Speaker: Sept. 24-26, 2020 at Red Lion; 150 estimated room nights.\*

7. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipating room nights.
8. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
9. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
10. California Association of Clerk and Election Officials: July 11-17, 2021; 170 estimated room nights.

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