

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

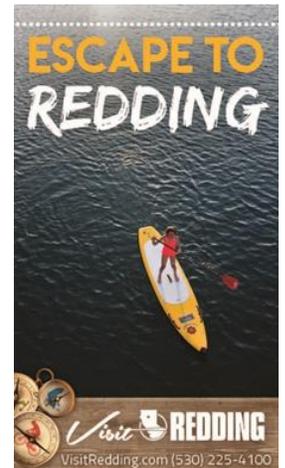
June 2019

### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in June for the City of Redding and collected from Redding lodging properties was \$598,738.67, which is a 23.8 percent increase over June of 2018. Overall, this ended the 2018-2019 fiscal with a 33.4 percent year-end TOT increase.

### Marketing and Advertising:

1. Sunset Magazine is a high-profile, well respected, affluent, publication for keeping the idea of visiting Redding in front of travelers with expendable income. The Redding CVB ran an ad in the May/June issue promoting Redding's fantastic water recreation to a circulation of 1.1 million subscribers. This ad received 56 direct requests for more information about Redding in addition to giving Redding exposure amongst other possible vacation destinations. More requests are expected to come in the next couple of months.
2. Weekend Sherpa consistently writes advertorial with a fun, exciting tone to their audience of dedicated outdoor adventurers. The Redding CVB put a sponsored story with Weekend Sherpa in June promoting Redding's fantastic waterfalls. The story had 16,643 views on the Weekend Sherpa website, with an average of 1 minute, 57 seconds spent on the page. From there, 396 users clicked over to the Visit Redding website, who viewed an average of 2.12 pages on the site and stayed on VisitRedding.com for an average of 1:20. Additionally, 48 users clicked over to United.com to learn more about the flights to Redding from Los Angeles and San Francisco. The link to the waterfall advertorial: <https://bit.ly/2Nq1pSy>.
3. The Redding CVB ran a half-page advertorial in the summer edition of AAA's Via Magazine promoting Redding's multi-generational summer activities. The ad ran in Via's discover section, a special insert put in select issues of Via going 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 targeting an audience with a known urge to travel. The ad received 282 requests from readers to have more information on the Redding area mailed to them.



## **Public Relations:**

1. In support of the Redding Cultural District, the Redding CVB constructed a “Famously Redding” 360-degree video campaign. The series included 11 interactive videos which grouped arts, cultural and historical locations within the Cultural District for which Redding should be famous. The featured attractions included the Sundial Bridge, Turtle Bay Exploration Park, McConnell Arboretum and Botanical Gardens, the Diestelhorst Bridge, Cascade Theatre, Old City Hall and the Shasta County Arts Council, Caldwell Park, along with downtown breweries, coffee shops, dining and shopping. The videos were filmed in summer 2018 and the campaign was postponed due to the wildfires. The campaign kicked off with a press release to regional media outlets, followed by one video per day being published on Visit Redding’s social media channels of Facebook, YouTube and Vimeo. It concluded with a blog on the Visit Redding website presenting the 360-degree video tours in one place, as well as updating the Redding Cultural District page on VisitRedding.com with the videos. A paid and targeted social campaign helped promote all of the videos, generating 246,404 impressions, 9,099 engagements and 115,391 video views. The most popular video was Turtle Bay with 13,760 video views. You can watch the videos at the links below:



- Sundial Bridge – <https://bit.ly/2Zx4SzJ>
  - Dining – <https://bit.ly/2L0L6Zn>
  - Turtle Bay– <https://bit.ly/2FhKvyU>
  - Shopping – <https://bit.ly/2Xpt4Xq>
  - Old City Hall / Arts – <https://bit.ly/2RoiVot>
  - Distelhorst Bridge – <https://bit.ly/2ZC1IQD>
  - Botanical Gardens – <https://bit.ly/2x7mkyA>
  - Caldwell Park – <https://bit.ly/2WSjNmi>
  - Breweries – <https://bit.ly/2IpDUo6>
  - Coffee Shops – <https://bit.ly/2Xmui5W>
  - Cascade Theatre – <https://bit.ly/2IrzmO1>
  - Blog – <https://bit.ly/2WTrr4J>
2. Media outreach continued in June with the Redding CVB:
    - Assisting in seven earned media articles reaching 52.95 million unique monthly visitors (UMV). Five of the articles were from the San Francisco Chronicle’s Sunday travel section published on June 9.
    - Hosting travel writer Alex Robinson of Thrillist and outdoor adventure influencer Ryan Robinson (117,000 followers on Instagram @handsomerobinson) as a part of a partnership with Visit California.
    - Booking three other travel writers in June for future media visits.
    - Distributing Redding’s summer consumer newsletter, which was delivered to 12,399 people with 1,286 opens for an open rate of 11.8 percent. It featured waterfalls, the Freedom Festival, promotion of the daily flights to Redding from Los Angeles and San Francisco, Redding Beer Week and summer concerts.
    - Earned media articles for June are in the table on Page 3:

<b>Publication</b>	<b>Title</b>	<b>Link</b>	<b>Reach (UMV)</b>
SF Chronicle (print & online)	Planning a trip to California's far north this summer? Read this first	<a href="https://bit.ly/2LsdO5E">https://bit.ly/2LsdO5E</a>	8.56 M
SF Chronicle (print & online)	Renting a houseboat on Shasta Lake? Read this first.	<a href="https://bit.ly/2Wm74wR">https://bit.ly/2Wm74wR</a>	8.56 M
SF Chronicle (print & online)	Everything you need to know to climb Mount Shasta ahead of a sensational summer season	<a href="https://bit.ly/2WzD7Jh">https://bit.ly/2WzD7Jh</a>	8.56 M
SF Chronicle (print & online)	Send yourself to meat, kayak or farm camp this summer	<a href="https://bit.ly/2Wmyenw">https://bit.ly/2Wmyenw</a>	8.56 M
SF Chronicle (print & online)	Paragliding, caving, 'jetovating': 5 wild activities around Mount Shasta	<a href="https://bit.ly/2WTfIV">https://bit.ly/2WTfIV</a>	8.56 M
Cheapism	30 Beautiful Destinations for Taking Photos Around the World	<a href="https://bit.ly/2x1VB1s">https://bit.ly/2x1VB1s</a>	99,977
MSN Lifestyle	30 Beautiful Destinations for Taking Photos Around the World	<a href="https://bit.ly/2Xe2lsR">https://bit.ly/2Xe2lsR</a>	10.0 M
<b>Total</b>			<b>52.95 M</b>

3. The Redding CVB ran a social media campaign on Facebook and Instagram built around the Mayor's Mountain Bike Challenge, things to do in Redding and waterfalls to explore. In the month of May, the three carousel campaigns generated 215,319 impressions with 7,573 clicks for a 3.52 click-through-rate, which is almost quadruple the Google's average CTR for a social campaign in the travel and hospitality industry. The YouTube campaign promoted videos featuring the Sundial Bridge and mountain biking for the MMBC, and two different videos which highlighted outdoor adventure in Redding. The video ads were displayed 52,088 times, generating 18,920 views with 29.92 percent of the viewers watching the full video.

### **International:**

1. The Redding CVB and Shasta-Cascade Wonderland Association attended International Pow Wow (IPW) meeting with 45 international tour operators, receptive operators, media, and Visit California international office representatives from around the world. In each 20-minute meeting, Laurie Baker and Lisa May shared information on lodging and attractions in and around Redding with a goal of getting tour operators/receptive operators to add Redding as a new destination for their clients to visit. The goal of the media appointments was to answer questions journalists had about Redding and the Shasta Cascade region and to encourage them to visit, write editorial, and post about Redding and Shasta Cascade to their social media channels. The meetings with the international Visit California representatives included discussion on results from partnership campaigns in the 2018/19 fiscal year and international marketing co-op plans for 2019/20.
2. After IPW, 27 tour operators and receptive operators were hosted around the Redding area on a post familiarization tour June 6-9. This was a rare opportunity to solidify the conversations from IPW that is not available when the show is held in a different state. The 3-day trip included sightseeing in Chico, Mount Shasta, Redding, Burney Falls, and Lassen Volcanic National Park.

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

1. International Pow Wow (IPW): June 3-5, 2019; Anaheim, CA; Laurie Baker

2. Local meetings: The Redding CVB team also regularly attends the Downtown Collaborative (Julie), and Cultural District (Sabrina) meetings.

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

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

1. The Film Shasta Facebook page surpassed the 5,000 “Likes” threshold in June and is steadily gaining followers.
2. The semi-annual meet-and-greet sponsored by Film Shasta once again sold out and many upcoming projects in the works were discussed. A production company, which filmed 90 percent of a soon-to-be-released feature film in Shasta County, shared a first-look exclusive trailer to those in the audience and discussed their positive experience of filming in Shasta County and working with the Film Commissioner.
3. The film office responded and assisted nine productions in June with permit, location, and pre-scouting support. Five productions were hosted for a total of 13 days of filming in the following locations: Lassen, Shasta Dam, Chappie-Shasta OHV, Castle Crags State Park, Whiskeytown National Recreation Area, Burney, Shasta State Historic Park, Lake Shasta Caverns, and more.
4. Due to ongoing follow-up from previously attended National Association of Sports Commissioners Symposium (NASC), GWN Dragon Boat has contracted to come in 2020 and the American Junior Golf Association is once again considering Redding for one of their 2020 events. The Redding CVB is working with local organizations on details and logistics to determine viability of these events for Redding.



*On Location – Manzanita Lake*

\*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.

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

#### **In Proposal:**

There are four contracts pending to bring future conferences/groups/events to Redding.

#### **Upcoming:**

1. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball: Tentative dates July 23-28, 2019 – potential of 1,900 room nights.
2. Never Forgotten Games: Sept. 7, 2019: Shasta District Fairgrounds.

3. International Slow Pitch Softball (ISPS): NorCal Championship Sept. 13-15, 2019 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
4. Redding Roots Festival: Oct 18-19, 2019; Downtown Redding.
5. Annual Rotary District Conference: May 2020 – approximately 400 attendees.\*
6. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
7. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
8. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
9. National Caves Association Annual Conference: 2020; estimated room nights unknown.

Recent:

1. Sports Leisure Vacations: June 3-5, 2019; Sheraton Hotel at the Sundial Bridge.
2. Whiskeytown Quick Draw: June 14-16; California Soccer Park. One team of 15 traveled from the Bay Area, the Redding CVB provided welcome bags and hotel referrals.
3. Shasta Mud Run: May 11, 2019; This event had a total of 1,731 participants; of that number, 21 participants were from out of state, 140 traveled 2 hours or more, and 77 registrants were from Chico/Paradise area. In addition, \$47,000 was raised for Youth Options.
4. Mayor's Mountain Bike Challenge (April 1 to May 31): A total of 237 passports were turned in, a 36 percent increase from 2018. It included 158 males and 79 females ages 3 to 77. A total of 17 passports were turned in by people who were visiting from more than an hour from Redding.
5. CA Breeze Tournament: June 14-15, 2019; Big League Dreams, estimated 100 room nights, waiting on final report.
6. Kool April Nites: April 20-28, 2019: anticipating 700 out of area registered cars/guests, waiting on final report.



*Shasta Mud Run 2019*

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