

Redding Convention & Visitors Bureau (RCVB) Report

August 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in August for the City of Redding and collected from Redding lodging properties was \$646,007.21. This is a 4.6 percent decrease from August 2019 and a 14 percent decrease fiscal year-to-date. All of California projected a 50 percent decrease in business this summer with a full recovery to be seen closer to 2024. Redding's quicker than average recovery can be contributed to people looking for places to visit that are open and safe. The Redding CVB team is changing tactics weekly based upon the current COVID-19 information to make sure Redding is found in all the places people look for information and sharing accurate information for safe travel.

Marketing and Advertising:

1. The Redding CVB ran a mobile video campaign in the Sacramento area throughout the month of August promoting Redding's pledge of safety. The campaign received 149,487 impressions with 86.8 percent of viewers watching the video to completion showing the content was engaging. The age demographic of viewers was split evenly between the age groups 25-34, 35-44, 45-54, and 55-64 skewed mostly male at 62.5 percent for this "Our Water Your Way" campaign. You can watch the video here: <https://bit.ly/3hPsGsj>.
2. Redding's outdoor recreation was promoted in its second month of a five month campaign with the slogan on a new platform for Redding – Hulu. Redding's ads received 248,790 views, with 98.9 percent of the ads being viewed in full.
3. Redding was featured on the Destination California show on Fox 40 in Sacramento on Saturday, July 25 at 8 p.m. and again on Sunday, July 26 at 6 p.m. Sacramento is one of the geo-targeted areas for COVID-19 marketing as outlined in the marketing plan.

Public Relations:

1. Media was openly invited back to explore and write about Redding in August but with COVID restrictions in place. Media outreach for the month included:
 - Hosting two travel media members, Emily Kaufman (The Travel Mom) and Benjamin Epstein of Performances Magazine and SoCalPulse.com. The Travel Mom used the content created from her trip to promote Redding in a key drive market on ABC10 Sacramento. The Redding CVB also packaged a vacation giveaway for her to promote on her social media channels. A person had to comment to enter the giveaway, which totaled 15



posts on Facebook and Instagram, including four videos. The promotion reached more than 47,000 people and totaled 8,000 video views and 8,335 engagements (likes and comments). The winner is from North Carolina.

- Six earned media articles were released in print, online and aired on TV in August, totaling 24.3 million unique monthly visitors (UMV). All published articles were a result of the Redding CVB hosting a travel writer or an in-person meeting with the travel writer. Earned media can have long lead times, which was the case for the Game & Fish Magazine article that published from a September 2017 press trip. See the articles in the table below.

Publication	Article	Link	Reach (UMV)
Reader's Digest	15 Visually Stunning Pedestrian Walkways Across the U.S.	https://bit.ly/2EZBtcr	10,044,604
MSN	15 Visually Stunning Pedestrian Walkways Across the U.S.	https://bit.ly/3lDK4Tc	10,031,198
ABC10 Sacramento	The Travel Mom gives tips on what to know before you go	https://bit.ly/2QGgXQW	1,278,466
Martha Stewart Living Magazine	Out & About: Scenic Routes (Sundial Bridge)	Print (Sept. Issue)	2,062,321
Huckleberry Journal	Trails and Ales: Redding, California	https://bit.ly/3blEeky	524,220
Game & Fish Magazine	Shasta Cascade Combination	Print (Sept. issue)	334,271
Total			24.3 million

2. To integrate with the Hulu campaign in Sacramento, a social media campaign called “Our Water, Your Way” was featured in August to showcase the abundance of water recreation opportunities available for visitors on a trip to Redding. A combination of 19 videos, photos and Visit Redding blogs were promoted on Facebook, Twitter and Instagram highlighting kayaking, standup paddleboarding, wakeboarding, wakesurfing, and boating for families and millennials. The campaign included messaging of safe travel during the pandemic and asking visitors to #LeaveNoTrace when they are out exploring the outdoors. The campaign resulted in 122,401 impressions, 31,684 engagements, 38,684 video views and 208 hours, 39 minutes of videos watched. Below are links to some of the videos.



- Shasta Lake Family Day: <https://bit.ly/2EM8JEs>
- Wakeboarding in Redding: <https://bit.ly/2QL00ew>
- Water Activities in Redding: <https://bit.ly/2QKpZwf>

3. A local newsletter serving as an educational tool to inform the community of the Redding CVB’s activity and accomplishments was disseminated to local business leaders and influential Redding

residents in August. The newsletter consisted of a letter from CEO Laurie Baker that showed the team is doing our part to keep Redding thriving. It also featured our water recreation campaign, highlighted Redding tourism affiliates for their Tripadvisor Travelers' Choice Awards and earned media articles about Redding. The newsletter was opened 137 times out of the 389 deliveries (35.2 percent open rate) and featured a 17.5 percent click-through rate (CTR). View the local newsletter here: <https://conta.cc/31NMSoS>.

Virtual Conferences/Meetings/Conventions/Trade Shows Attended:

1. Sonoma International Film Festival, July 30-Aug. 2; Sabrina Jurisich.
2. SportsBiz,Xchange, Aug. 3-21; Sabrina Jurisich.
3. New Filmmakers Los Angeles, Aug. 21; Sabrina Jurisich.
4. Go West Summit, Aug. 31-Sept. 4; Lisa May.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

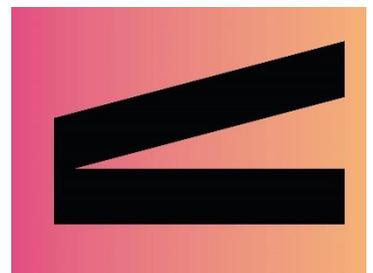
Generating new group business for sports, local festivals, and/or film activity:

1. SportsBiz Xchange, a virtual nine-day event, provided an opportunity to meet with various event



Chappie-Shasta OHV area and water sports ran in the Bay Area.

2. August kicked off with the Virtual Sonoma International Film Festival. The event reported more than 100 films screened with nearly 4,000 hours of content viewed. Film Shasta was a Star Sponsor of the event, included on all event promotions and was an official sponsor of the Saturday programming. The Film Commissioner also responded to seven new production requests for locations, permits, local cast and crew referrals in August. We hosted three productions, two commercials and one indie film for a total of 28 filming days. The Film Commissioner was invited to participate in the New Filmmakers Los Angeles monthly film festival panel featuring five film commissions in California. Other participants included FilmLA, San Diego, FilmSF, and Long Beach. The panel, moderated by California Film Commission Deputy Director Eve Honthamer, had 225 registered independent filmmakers. The Film Shasta Facebook page now has more than



10,000 followers and the recent campaign has over 330 shares with a reach of 51,000. Two e-newsletters were distributed to local and out of area filmmakers. The local campaign had a 29 percent open rate with a 13 percent CTR while the out of area campaign had a 41 percent open rate with a 12 percent CTR.

The following projects were released this month.

Filmed	Project Title	Project Genre	Link
2019	Subaru Forester Re-Foresting Project	Commercial	https://bit.ly/2YYsTSx
2019	Visit Redding: Our Water, Your Way!	Commercial/Social	https://bit.ly/3hPsGsj
2019	Visit Redding: Shasta Lake Family Day	Commercial/Social	https://bit.ly/2EM8JEs
2019	Visit Redding: Wakeboarding in Redding	Commercial/Social	https://bit.ly/2QLQ0ew
2019	Visit Redding: Paddling in Redding	Commercial/Social	https://bit.ly/3hQLw2g
2019	Visit Redding: Kayaking in Redding	Commercial/Social	https://bit.ly/3biY67T
2019	Visit Redding: Water Activities in Redding, CA	Commercial/Social	https://bit.ly/2QKpZwf
2019	Visit Redding: Shredding the Wake	Commercial/Social	https://bit.ly/2Gh6klv
2019	Visit Redding: Lake Day with the Family	Commercial/Social	https://bit.ly/32K1Nj6
2019	Visit Redding: Wakesurfing at Bridge Bay	Commercial/Social	https://bit.ly/3gQ5N6T
2019	Visit Redding: Paddling in Redding, CA	Commercial/Social	https://bit.ly/2YWaVjL
2019	Visit Redding: Sunset wakeboarding	Commercial/Social	https://bit.ly/3jwiQMc

*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:

1. In support of our local hotels and our welcomed Redding tourists, the Redding CVB designed, ordered, and distributed Visit Redding branded facial masks as our contribution to the compliance standards and amplification of the Gold Star Program’s collaboration between the Redding Chamber of Commerce and the Shasta County Department of Health and Human Services (*ShastaReady.org*).
2. Redding tourists and visitors awe at the richness of our rural landscape. Research began and the groups section of the website will promote agritourism authentic experiences for business retreats, school tours, and remote student learning pods. The research shows we can add pumpkin patches, corn mazes, u-pick gardens, coupled with alpaca’s farming, lavender fields, honey markets and tours, animal sanctuaries, world class fishing, and beef ranching tours. The identification of 14 new locations throughout Shasta County and surrounding areas will augment our database and be included in future itineraries.



3. In support of our local restaurants and businesses during the safe reopening phases of the pandemic, the Redding CVB continues to update the website with current services offered in detail by each tourism business such as indoor dining, hours, curbside pickup, take-out, no contact delivery and patio dining availability within the restaurant and attractions sections of our Visit Redding website. In addition, the Redding CVB is supporting our local lodging properties by providing a comprehensive handout for guest distribution, listing these restaurant services throughout the Redding area.

Groups, Conventions, Sports and Festivals:

In Proposal:

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

Upcoming:

1. FLW fishing tournament: Jan. 28-30, 2021 at Shasta Lake. This event estimates an economic impact of more than \$1.2 million with four practice days and three tournament days associated with the tournament; expecting 300 anglers – estimated 400 room nights.
2. International Slow Pitch Softball (ISPS): NorCal Championship at Big League Dreams; *rescheduling to 2021 due to coronavirus* – approximately 600 room nights with the potential to become an annual event.
3. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms. – *going virtual for 2020 due to coronavirus.*
4. ‘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.* – *canceled due to coronavirus, rescheduling date pending.*
5. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipated room nights. – *going virtual for 2020 due to coronavirus, but they are expecting to come in 2021.*
6. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
7. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
8. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
9. California Association of Clerk and Election Officials: Tentatively, July 11-17, 2021; 170 estimated room nights.

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