

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

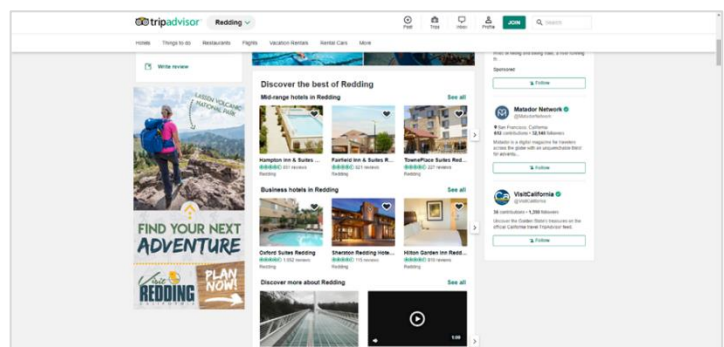
August 2019

### Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in August for the City of Redding and collected from Redding lodging properties was \$677,444.28, which is a 12.6 percent increase over August of 2018. Overall, this is a fiscal-year-to-date TOT increase of 12.48 percent.

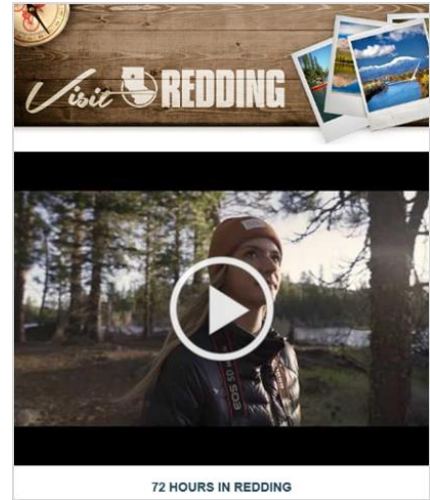
### Marketing and Advertising:

1. VisitRedding.com had 27,167 unique users for the month of August. This is a 50.71 percent increase in visitors from August of 2018, which shows that last year people were not looking at the site for vacation ideas, but advertising is bringing their attention back to Redding for future travel plans. Supporting this theory is that 84.68 percent of this month's website visitors came from outside the Redding area.
2. The new Los Angeles flight campaign started in March with a press release, social media posts, and commercials were run locally on broadcast TV in a footprint that covered eight counties, changing the schedule monthly to hit different channels and different shows. Then mobile expandable ads were placed in Southern California around Los Angeles International Airport (LAX) telling people to book non-stop flights to Redding; they were served video based upon their history of interest and their geographic area for both Android and Apple operating systems. The ads gave the choice to be directed to United.com or to several places on the Visit Redding website that took them to a landing page, or directly to waterfalls, water recreation, or national & state parks. The top views from the digital ads were male, aged 35 to 44 and 55 to 64. The flights were promoted on the radio in Southern California, at the Travel & Adventure Shows in San Diego and Los Angeles and in an Expedia campaign.
3. The Redding CVB's sponsored content is now posted front and center on the Redding TripAdvisor page (see right) for visitors to see, as well as having advertising throughout the rest of TripAdvisor.com specifically targeted to outdoor enthusiasts.
4. Redding Visitor Guides and Trails Maps are placed in brochure racks throughout California, Oregon, and Washington. In the month of August, 18,000 brochures were



shipped out to brochure racks in Medford, San Francisco, Sacramento, Bend and the Redwood Empire.

5. The VisitRedding.com Sundial Bridge webcam reached the end of its lifespan and needed replacing. The new model is live now and offers a much clearer picture.
6. A video header was added to the waterfalls page of VisitRedding.com replacing the still shots used last year. See the video header here: <https://www.visitredding.com/waterfalls>
7. The Redding CVB received remnant pricing on an ad in the July/Aug edition of Via Magazine (Oregon) due to our longstanding relationship with the magazine. Via OR has a circulation of 460,000 and the ad has received 38 requests for more info on Redding to date.
8. Redding commercials ran on Comcast in the Bay Area both on traditional and digital steaming television. A total of 1,094 traditional commercials were aired. The digital commercials were viewed 40,025 times, with 90.01 percent of viewers choosing to watch the entire commercial.
9. The Visit Redding consumer newsletter was redesigned (see right) with additional functionality. The new format allows for the direct embedding of videos and other content such as VisitRedding.com blog posts.



**Public Relations:**

1. Media outreach continued in August with the Redding CVB:
  - Assisting in four earned media articles, reaching 7.67 million unique monthly visitors (UMV). The articles can be viewed in the table below.

Publication	Article	Link	Reach (UMV)
Reader’s Digest	15 Most Overrated Tourist Attractions in the United States	<a href="https://bit.ly/2yHSiCj">https://bit.ly/2yHSiCj</a>	3,514,052
Visit California Now	John Ryan Robinson on a Northern California Road Trip	<a href="https://bit.ly/2PqfrV2">https://bit.ly/2PqfrV2</a>	200,000
CraftBeer.com	Summer Brews in Redding, California	<a href="https://bit.ly/2UiMUj1">https://bit.ly/2UiMUj1</a>	135,737
Matador Network	9 picture perfect spots in California the masses haven’t discovered yet	<a href="https://bit.ly/2ZJz3TX">https://bit.ly/2ZJz3TX</a>	3,825,684
<b>Total</b>			<b>7.67 million</b>

- Hosting Instagram influencer Breeze Turner (@breezeturner) of Reno, Nevada, for a media trip to target millennials from drive market regions. Turner logged 30 Instagram stories in destination and posted three times on Instagram for an overall reach of 210,400. Her trip was focused on outdoor travel and pet-friendly travel, experiencing Potem Falls, Whiskeytown Lake, Castle Lake, and the Sundial Bridge among other restaurants and

coffee shops. We also received the rights to 18 photos to use for marketing purposes from her trip.

- Booking two more media visits for fall trips. One media visit is with Brittany Anas, a contributor to Simplemost and Forbes. The other is an Instagram influencer Alli and Bobby Talley known as the Traveling Newlyweds.

2. The Redding CVB finished a “72 Hours in Redding” social media campaign that featured photos and videos of attractions in the Redding area to create fun, adventurous and inspiring trip ideas for potential travelers. The attractions highlighted were hiking at Burney Falls and Lassen Volcanic National Park, kayaking Whiskeytown Lake, touring the Lake Shasta Caverns and enjoying food and libation at The Park – Redding’s Food Truck Hub. The campaign reached 267,786 people in the Sacramento, Bay Area, Los Angeles, Fresno, Reno, Medford and Eugene markets. The videos were viewed to completion 281,392 times. We had more than 20 percent increase in total video views compared to last year’s campaign. The top-performing campaign was the Lake Shasta Caverns video. You can watch the main video here:



- 72 Hours in Redding: <https://bit.ly/2zB2wVz>

3. The Visit Redding blog page had two new posts in August create inspiration for traveling in a fun and informative way. The articles posted are below:

- 10 Kid-Friendly Outdoor Adventures in Redding, CA – <https://bit.ly/326Z9Sy>
- Your Guide to the Best Kayaking in Redding, CA – <https://bit.ly/32eAz2m>

4. A fall consumer newsletter was delivered to 10,923 people, generating a 16.3 percent open rate and a 7.1 percent click-through-rate. The most-clicked link was the video for the “72 Hours in Redding” campaign.


5. The Redding CVB paid search campaign wrapped up its first month of the new fiscal year, serving 50,821 impressions and totaling 3,203 clicks for a CTR of 6.3 percent. The keyword “things to do in Redding” was the top clicks with 682.

6. Visit Redding produced four directional videos on how to get to the new Redding Visitors Bureau and information desk. Each video was from a different direction coming into Redding and the videos were posted to our social media sites of Facebook, YouTube, Vimeo and TripAdvisor.



- Traveling east to west: <https://bit.ly/2LgOOwA>
- Traveling west to east: <https://bit.ly/2ZBtb37>
- Traveling south to north: <https://bit.ly/2LgSPB5>
- Traveling north to south: <https://bit.ly/2ZxFlKx>

## **International:**


1. In partnership with Shasta-Cascade Wonderland Association, a new platform was added to gain access to tour operators: Tour Operator Land. The site is now complete and site activity is already showing Tour Operators accessing the site for photos, videos, itineraries and general region information. We are optimistic concerning the exposure Redding will receive from this \$3,500 investment to get information to Tour Operators.
2. **Visit California, 50 Amazing Road Trip** – The Bookazine (cross between a book and a magazine) was the main publication Visit California gave to international tour operators, receptive operators and media at IPW and will distribute at travel and trade events globally. The ad can be seen to the right.
3. Kidifornia Influencer Ginger Parrish was hosted in Redding to influence future her traveling followers. Ginger has 222,000 Instagram followers. You can follow her on Instagram at [www.instagram.com/parrish](http://www.instagram.com/parrish) or on her website at [www.theparrishplace.com](http://www.theparrishplace.com).
  - Here is a blog post from Ginger’s family trip visiting Redding: <https://bit.ly/2Psy00R>

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

1. No travel occurred in August.

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

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

1. The Film Commissioner completed the following tasks in August:
  - Hosted four film crews for a total of 10 film days.
  - Responded and assisted 17 productions with permit, location, casting, crew referrals, and pre-scouting support.
  - Added six new vendors to FilmShasta.com.
  - Assisted in the launch of a new social media series “Made in Shasta Monday,” which highlights projects filmed in Shasta County, “Where’s that Wednesday,” featuring locations that are film friendly, and “Filmmaker Friday,” which is a video series introducing our local crew and talent. This series is currently scheduled through January of 2020.
2. The following local events are being supported by the Redding CVB in one fashion or another: Dragon Boat Races, 32nd Annual Lemurian Classic, Indigenous People’s Day, Never Forgotten Games, and International Slow Pitch Softball which has postponed due to low registration until spring of 2020.

3. The Weather Channel – Storm Series released an episode in August that was filmed in Redding. Watch the trailer here: <https://bit.ly/2ZpQL3z>

\*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 two contracts pending to bring future conferences/groups/events to Redding.

#### **Upcoming:**

1. Never Forgotten Games: Sept. 7, 2019: Shasta District Fairgrounds.
2. Indigenous Peoples' Day: Oct. 12, 2019: Cascade Theatre.
3. 32nd annual Lemurian Classic: Oct. 12-13, 2019: Swasey Recreation Area.
4. Redding Roots Revival Festival: Oct. 18-19, 2019; Downtown Redding.
5. WorkAbility: Oct. 24-25, 2019; Holiday Inn.
6. Dragon Boat Races: May 2020; Whiskeytown National Recreation Area.
7. Annual Rotary District Conference: May 2020 – approximately 400 attendees.\*
8. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
9. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, approximately 1,000 room nights.
10. International Slow Pitch Softball (ISPS): NorCal Championship Spring 2020 at Big League Dreams, approximately 600 room nights with the potential to become an annual event.
11. Shasta County Mini Maker Faire: Fall 2020; expected attendance 2,000 people.
12. National Caves Association Annual Conference: 2020; estimated room nights is unknown.

#### **Recent:**

1. Kool April Nites – The 2019 event had 1,763 cars registered (87 percent from out of town – up from 48 percent in 2018). KAN sold 4,300 day-of-show tickets and 590 pre-sale tickets and estimate at least 15,000 people were in attendance on Saturday at the Redding Civic Auditorium. They were able to donate \$43,250 to 22 different local organizations.

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