

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

September 2020

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in September for the City of Redding and collected from Redding lodging properties was \$610,389.60. This is a 4.4 percent decrease from September of 2019 and a 10.8 percent decrease fiscal year-to-date.

Marketing and Advertising:

1. Due to the Redding CVB's longstanding relationship with Via Magazine, the CVB was given the opportunity to have a free ad on the inside front cover of the September/October edition of Via Oregon. The ad promoted water recreation and Redding's pledge for safe, responsible travel. Via Oregon is distributed to more than 486,000 dedicated travelers throughout Oregon and Idaho, and the ad has received 29 requests from readers asking for more information on the Redding area so far.
2. The Hulu campaign continued throughout the month of September with the following ad analytics:
 - a. 165,052 views
 - b. 98.84 percent viewed in full.
3. On-demand streaming video ads ran in the Bay Area promoting "Planning your vacation in Redding." This campaign reached all the smaller streaming apps such as Amazon Fire Stick, Roku and more with the following analytics:
 - a. 226,803 views
 - b. 98.3 percent viewed in full.
4. The Visit Redding website had 103,691 pageviews for the month of September – a 16.17 percent increase over September of 2019. A total of 89.58 percent of September's website visitors came from outside of Redding. The number of users increased from 26,196 in September 2019 to 34,483 in September 2020 – a 31.63 percent increase.



Public Relations:

1. RCVB b-roll is being shared and helping local stakeholders. B-roll footage was supplied to Visit California, Turtle Bay Exploration Park and the City of Redding to use for promotional videos and commercials at the links below. The Turtle Bay TV videos were shared on the RCVB's YouTube channel to bring more exposure to the area and attraction. The Visit California

commercial prioritized the message of readiness and safety for prospective travelers. Redding was featured alongside Universal Studios Hollywood, San Diego Tourism Authority, and Disneyland in the commercial, showing wakeboarding on Shasta Lake from the RCVB’s August water recreation social media campaign.

- Visit California “Never Normal” – <https://bit.ly/3n0UIUA>
- Redding Recreation: Redding Parks video – <https://bit.ly/2DXYCvN>
- Turtle Bay TV: Australia – <https://wi.st/3hwzIkJ>
- Turtle Bay TV: Movement – <https://wi.st/32tw8n5>
- Turtle Bay TV: Forestry – <https://wi.st/2DZzvZz>
- Turtle Bay TV: Water – <https://wi.st/2RwdHYx>

2. The Redding CVB participated in a U.S. Travel Association “Let’s Go There” social media campaign, which aimed to inspire Americans to make travel plans when the time is right and how to travel during a pandemic. The Redding CVB’s participation included posting “Let’s Go There” on its social media graphics with Lassen Volcanic National Park and Middle McCloud Falls.



3. Five earned media articles were released in print and online in September, totaling 6.05 million unique monthly visitors (UMV). See the articles in the table below.

Publication	Article	Link	Reach (UMV)
Game & Fish Magazine	Bucket List: Shasta Cascade Combination	Print (Sept. issue)	334,271
Game & Fish Magazine	Shasta Cascade a Prime Destination for Fall Trout and Steelhead	https://bit.ly/2SkfHnI	415,727
VinePair	Monks Are Making (and Inspiring) Your Whisky, Wine, Coffee, and Beer	https://bit.ly/2GNSFTv	1,634,927
Sing Tao Daily	Redding: A Simple and Comfortable City	https://bit.ly/32uEYky	314,514
Orbitz	Take a Hike Among These 12 Amazing Bridges	https://bit.ly/3iAPOLr	2,932,304
Cheapism	Under-the-Radar National Parks to Visit in the Fall	https://bit.ly/3i4bRsP	830,384
Total			6.93 million

4. September’s marketing message included a social media campaign on Facebook and Instagram crafted to promote one-day and weekend itineraries through carousel ads and video. The ads featured water sports, extreme sports, caves, national and state parks, Redding Cultural District, Sundial Bridge area attractions, and Redding’s waterfall loop. Overall, the ads were seen 92,637 times, generated 2,804 clicks, 10,380 engagements, 4,515 video views and a click-through-rate of 3.03 percent. You can view the water sports itinerary video here: <https://bit.ly/3i7JgmF>.



5. The September local newsletter centered around hope and support in the community from the Redding CVB team during severe fire and pandemic exhaustion. The rest of the newsletter

featured how VisitRedding.com directed outbound links to local business and attraction websites, Redding being showcased in Visit California's "never normal" commercial, a link to the RCVB's 2019-20 annual report, and earned media articles from September. The newsletter was opened 122 times for an open rate of 24.2 percent and a 9.8 percent CTR. View the newsletter here: <https://conta.cc/3ilPizS>.

International:

1. During the virtual Go West Summit, 33 one-on-one appointments were conducted with tour operator and receptive operators in the travel trade as well as media contacts who are planning itineraries and editorial to new destinations for 2021-22. Tour operators have travel agents and consumers contacting them for information about where to travel and Redding's area attractions are being added to travel offerings due to those appointments.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. Go West Summit – Virtual, Aug. 31-Sept. 4; Lisa May.
2. FLICS Board Meeting, via Zoom, Sept. 17; Sabrina Jurisich.
3. Redding City Identity Project SEO Meeting, virtual, Sept. 17; Julie Finck, T.J. Holmes.
4. Redding Chamber of Commerce State of the City Virtual Luncheon, Sept. 22; entire Redding CVB team.
5. National Tourism Association, virtual, Sept. 21; Sheila Dougherty.
6. Visit California Leadership Meeting; virtual; Sept. 22; Laurie Baker.
7. Nor Cal Location Manager Panel; via Zoom; Sept. 23; Sabrina Jurisich.
8. The Grill Conference; virtual; Sept. 22-24; Sabrina Jurisich.

Shasta County Film Commission Sports Commission & Local Event Coordinator:

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

1. The film office responded to and worked with 16 production companies on locations, permits, lodging referrals, crew & cast referrals, and incentives. Inquiries included feature films, commercials, television, and documentary projects.
2. Film Shasta hosted one scout and an indie film wrapped up production in September for a total of 12 filming days.
3. The film commissioner hosted a three-day familiarization (FAM) tour with four industry professionals including three award-winning location managers and a still photographer.
4. Film Shasta also partnered with Wolf Rock Pictures and Speropictures to host a private pre-screening event for a national documentary called "The Trump I Know," which utilized predominately local crew for production and post-production.

5. After years of working with Fishing League Worldwide (FLW), the world’s largest tournament fishing organization announced its return to Shasta Lake as one of the upcoming Toyota Series west coast locations and noted the Redding CVB as the official sponsor. View the announcement here: <https://bit.ly/2S6e0tt>.



6. The September SportsStars Magazine ad encourages visitors to explore Redding’s trails and waterfalls.

- a. SportsStars is yielding approximately 7 million ad impressions per week statewide.
- b. The Redding SportsStars digital banner ad campaign has received nearly 4,000 click throughs.

*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. To support our local community, Visit Redding teamed up with Bethel Schools to welcome 150 students arriving the Supernatural Ministry (BSSM) program. Eager to see our international visitors embrace Redding’s outdoor amenities, Bethel’s student welcome committee were provided Upstate California visitors guides, Trails and Waterfalls, Redding Visitors brochures and our popular 2020 Adventure Challenges.
2. The pulse of today’s travel industry is felt through virtual webinar attendance.
 - a. This month’s webinars allowed for Redding CVB collaboration with world renowned Hotelbeds.com through a focused California campaign.
 - b. Group Tours Media hosted a paneled discussion to reconnection tours operators with DMO’s encouraging open communication for tour operators within the new groups and tourism market. The Redding CVB participated in the dialog.
3. Our CalSAE six-month weekly newsletter banner advertisement directed at 7,100 government, business and meeting professionals was completed in September.
 - a. This campaign yielded a more than 38,650 impressions with a CTR of 0.036 percent.



Groups, Conventions, Sports and Festivals:

In Proposal:

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

Upcoming:

1. Fishing League Worldwide (FLW) 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. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: April 2021; Holiday Inn – estimated 500 room nights.
3. Kool April Nites, April 17-25, 2021; city-wide event projecting over 3,000 room nights.
4. Shasta Mud Run, May 8, 2021; Red Lion as the host hotel projecting 100+ room nights.
5. California Association of Clerk and Election Officials: Tentatively, July 11-17, 2021; 170 estimated room nights.

Recent:

1. Federal Timber Purchasers Committee: Sept. 7-11, 2020; Holiday Inn – estimated 150 rooms lost due to COVID – *went virtual for 2020 due to coronavirus.*
2. National Caves Association Annual Conference: Sept. 28-Oct 2, 2020; 380 anticipated room nights lost due to COVID – *went virtual for 2020 due to coronavirus.*