

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

March 2018

### Tracking TOT

Lodging property revenue reported in March was \$3,269,066.60, which is the actual lodging business revenue for February, generating \$326,906.66 for the City of Redding. This is a 7.6 percent increase over March of 2017, for a fiscal year-to-date increase of 7.4 percent.

### Turtle Bay Numbers

*Turtle Bay Visitor Desk – year-to-year comparison for Visitor Statistics:*

	March – 2017		March – 2018
Directions	51		20
RV Info	1		7
Hotel Info	3		7
Marina/Camping	6		10
Food	8		25
Shopping	0		14
Activities/Maps	127		240
Total Visitor Requests	196		323

### Marketing and Advertising:

1. The RCVB chose to do a March e-blast with Hot Spot Travel promoting Redding’s waterfalls for the spring season. The e-blast was opened 33,228 times, prompting 5,118 users to the Visit Redding website, 99.8 percent of which were new visitors. Web traffic from the e-blast consisted of 24.98 percent of all visitors to the Visit Redding site from March 13-26.



2. Redding had a March advertisement in the Northern California and Pacific Northwest zones of Sunset Magazine (see chart to the right.) The ad had a total circulation of 532,000, which resulted in 248 direct leads of people contacting the office for more information on the Redding area.



*Sunset NorCal and Pacific Northwest Zones*

3. Redding continues to promote the Mayors Mountain Bike Challenge. The alternating two commercials are

running in the Sacramento Area through Comcast, both on traditional television and On-Demand. The On-Demand version is showing great results, totaling 137,051 impressions with 82.11 percent of those people choosing to view the entire commercial. The commercials are also being promoted with a Facebook campaign that has resulted in 6,076 impressions and a total of 3,872 engagements for a cost per engagement of \$0.01.

### **Public Relations:**

1. To promote Redding’s outdoor recreation and family activities to potential visitors, the RCVB started a targeted campaign in February across multiple platforms: social media (Facebook and Instagram), YouTube, and Google Search and AdWords. All of these channels have a high success rate for creating inspiration behind planning vacations. The social media campaign featured four carousel ads focused on things to do, state and national parks, waterfalls, and outdoor recreation. The ‘things to do’ ad (see photo to the right) resonated most with women ages 35-44 with 70 percent of the campaign’s link clicks coming from that demographic, which is likely due to the ad containing family-related activities. After the first month of completion, the social campaign totaled 280,556 impressions and 10,656 clicks, resulting in a 3.8 percent click-through-rate (CTR), well-above the average travel and hospitality average CTR of 0.9 percent. The YouTube ad performance, which showcased various videos on our YouTube channel, had 34,585 views with a 49.1 percent view rate – nearly double the national average video view rate of 29.6 percent. The Google AdWords portion delivered 9,034 impressions with 434 clicks, resulting in a 4.8 percent CTR, more than double the travel and hospitality industry average of 2.18 percent.
2. One way of using our own voice to promote Redding as a destination through a more organic medium is through our blog. The RCVB started a campaign with a local influencer and photographer to populate our blog through first-person experiences with adventures, restaurants, breweries and wineries to show people what Redding has to offer. The blogs that were published in March were on the new [Mosaic Restaurant](#) and a [guided fly fishing trip](#) on the Lower Sacramento River. The fishing trip also included a social media takeover that featured three posts in three days leading up to the published blog post to build an audience. The three posts on Facebook, Twitter and Instagram generated 10,208 impressions and 622 engagements.
3. In March, the RCVB attended the Destination Marketing Association of the West Tech Summit in Spokane, Wash. The educational seminars and workshops were valuable tools in learning about Google Posts and Google Business, where artificial intelligence is going in the travel and tourism industry, digging deeper into metrics and analytics, creating compelling and effective social



campaigns, integrating influencers into marketing campaigns and how to capitalize on resources and outreach. The information learned paired with contacts made from attending the conference will help the RCVB team with future projects and campaigns.

### **International:**

1. The RCVB partnered with the North Coast Tourism Council represented by Richard Strom at Visit California's Mexico Sales Mission in Mexico City, Monterrey, and Guadalajara. Mexico is one of the top international markets for visitation to California with approximately 8 million annual visitors in 2017, collectively spending \$612 million. In Fiscal Year 2017-18, Visit California is investing \$3.34 million in marketing in Mexico. The Mexican travelers have a strong desire for experiential and niche travel and Redding is a perfect fit offering outdoor adventure and the "authentic California" experience. The Mexico Sales Mission provided an opportunity to meet with travel trade and tour operators in all three cities. Next steps will be working with Visit California to bring a familiarization trip to Redding so key tour operators and the travel trade are able to experience Redding first-hand.

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

1. Meeting Professional International Plan Your Meeting Live; San Francisco, Calif.; March 14-15, Jennifer Fontana;
2. Film Liaisons In California Statewide (FLICS) Meeting; San Francisco, Calif.; March 15-16, Sabrina Jurisich;
3. California Society of Association Executives Elevate Conference; Monterey, Calif.; March 19-22, Jennifer Fontana;
4. Destination Marketing Association of the West Tech Summit, Spokane, Wash.; March 21-23, T.J. Holmes.

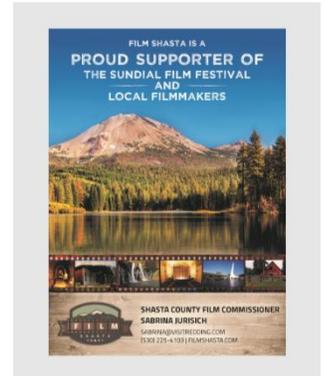
### **Shasta County Film Commission Sports Commission & Local Event Coordinator:**

1. An episode of British Broadcasting Corporation's (BBC) Top Gear episode, which filmed in July of 2017, was released on March 4 airing on BBC America on digital and satellite channels. Trailers for the episode we were featured in and can be seen at [Episode Trailer](#) (more than 124,000 views between Facebook and YouTube) and [Season Trailer](#) (more than 690,000 views). The series has a combined following of more than 28 million across Facebook, Twitter and YouTube. Multiple scouting trips and a diverse number of locations were required to pull off this production request, and although the production ended up shooting in Trinity County, the majority of resources (support crew, trailer rentals, catering, etc.) were sourced from Shasta County. Top Gear ended up spending more than \$200,000 with equal spending between Shasta



and Trinity County, resulting in a regional economic impact of \$600,000 (Shasta County reported \$300,000 for this single production in 2017).

Film Shasta was a sponsor for the 10th annual Sundial Film Festival, which showcases local filmmakers, and presented the Best of Show award for Sadie Cibula’s short titled “Lilah’s Flowers.” In addition, Film Shasta was featured in Joe Giambrone’s short titled “Redding Filmmaking Community” that was filmed during the meet and greet put on in partnership with SperoPictures and Shasta County Arts Council in October.



The Film Shasta office responded to 10 production requests for location and permit assistance, and hosted three productions with 16 shoot days. Film Shasta’s ongoing Facebook campaign, targeting industry leaders and filmmakers, continues to grow its following to more than 1,000 fans. The Film Shasta website added 23 vendors and 106 locations in March.

2. Sports Planning Guide came to Redding for a full day site visit, gathering information and photos to showcase our destination to sports planners. A few locations from the visit were shared on the Sports Planning Guide social media feed. The RCVB’s banner ad in Sports Destination Management’s e-newsletter reaches more than 9,500 tournament directors and sports event planners. The RCVB followed-up on six sports event leads and continues to work with event owners and local venues to solidify these opportunities. For more details, see the proposal section below.



3. The RCVB promoted the 4MPH Challenge on behalf of the Shasta Trail Runs. In addition to advertising, we provided swag bags with area information for participants. It was Shasta Trail Runs’ first event of the year and under the new leadership had more than 75 percent participation from out-of-area runners. For details on other local collaborative events see below.

\*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.

### **Local Collaborative Events:**

1. Kool April Nites: April 21-29, 2018; Redding Civic Auditorium;
2. Never Forgotten Games: May 5, 2018; Shasta High School;
3. Shasta Mud Run: May 18, 2018; Ross Ranch;
4. Firereel Film Festival: October 2018; Cascade Theatre;

5. Shasta Trail Runs: Multiple Events 2018-19; Whiskeytown National Recreation Area;
6. CASA Superhero Run: Nov. 4, 2018; Redding Civic Auditorium.

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

1. Efforts to increase group business during the month of March consisted of attending two conferences. During Meeting Professional International's Plan Your Meetings event held in San Francisco, 22 one-on-one appointments with meeting planners were conducted and 18 of those were interested in receiving more information about holding a conference or meeting in Redding. Eight of those contacts have already received follow-up information. At the California Society of Association Executives Elevate Conference, which had more than 200 association event planners in attendance, the RCVB chose to sponsor one of the events and by doing so was able to increase exposure and presence during the conference. Ten new leads were acquired from the event and educational sessions during the conference included how to market to association meeting planners, and how to assist them during the planning process. The RCVB will continue to follow-up with leads from both events to maximize the potential for more conferences and meetings to be held in Redding.
2. The RCVB secured an overnight tour bus stay with Making Memories Tour Bus Company for August 2018 for a full bus of 52 people. The plan is to secure more tours from this company after they have their first overnight experience in Redding. This booking is a direct result of the RCVB's one-on-one appointments with a tour operator from the National Tour Associate Travel Exchange in March and December 2017. After the RCVB assisted in itinerary planning and provided information about Lake Shasta Dinner Cruises, the tour also chose to book the entire boat as part of the entire Redding itinerary.

In addition, contacts were made with four new tour operators from leads gained through digital and print ads placed in Group Tour Media. Follow-up will continue with these leads and existing contacts with the goal of adding Redding to their bus tour itineraries.

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

#### In proposal:

1. Joy Holiday Tour Bus – multiple trips from May to October 2018.
2. California Nevada Hawaii State Association Emblem Club (CNHSAEC) – Annual Convention: April 2020, for an estimated 550 room nights.
3. National Tour Association – Third Quarter Board of Directors Meeting: August 2018, for 43 total room nights.
4. California Continuation Education Association Conference: April 2019, for an estimated 650 room nights.

5. Annual Rotary District Conference: May 2020, for approximately 400 attendees.\*
6. Amateur Sports Alliance of North America: Big League Dreams and the California Soccer Park are being considered for this event, which anticipates between 500 and 750 room nights.
7. BASS Nationals Fishing Tournament: 2019; Shasta Lake is being considered for a return event with an anticipated 300 room nights.
8. Fishing League Worldwide (FLW): Shasta Lake is being considered for the 2018 or 2019 annual tournament. This three-day event has an average of 356 anglers. Following the tournament, FLW is looking to host a single-day high school fishing event to introduce the next generation to fishing. FLW was last in Redding in 2016 and the event rotates between various locations in California.
9. Fishers of Men: Legacy Series Championships fishing tournament in 2018 or 2019. There is also the possibility of its 2019 Team Series National Championship at Shasta Lake depending on if the RCVB can find a local coordinator. These are multi-day events that average between 147 and 460 room nights.
10. Fundraiser Events: Great Inflatable Race in 2018/2019. The event organizer is preparing to submit an application for use of Enterprise Park.
11. International Slow Pitch Softball (ISPS): Big League Dreams is being considered for the NorCal and State Championship site for 2018. This three-day event would yield approximately 600 room nights and has the potential to become an annual event.
12. National Youth Sports Association: Foothill High School is in discussion with the event organizer to determine viable dates for Summer Champion Tour Series. This event would bring in 50 to 100 teams for each of the three tournaments, estimating 450 room nights.
13. The Nationals: Shasta County is being considered for the Reserve Officers' Training Corps (ROTC) military drill raider and fitness challenge competition, which could bring 2,500 to 5,000 room nights. (Bakersfield was selected as Redding was not central enough for participants.)
14. Tough Mudder: Nash Ranch is being considered for this event, which has the potential to bring 1,500 to 2,500 room nights.
15. USA Cycling: Mt. Shasta Ski Park is being considered for a 2019 event, anticipating at least 5,000 room nights.

Upcoming:

1. California State Association of Counties Training Institute for Excellence in County Government: January through October 2018 (one day trainings every month for 50 attendees); Best Western Plus Hilltop/CR Gibbs – estimated 100 total room nights.

2. CalWORKS Association Training Institute: April 17-19, 2018; Holiday Inn & Red Lion – estimated 760 room nights.
3. California Narcotic Officers' Association (CNOA) Bass Tournament: April 21-22, 2018; Shasta Lake.\*
4. Making Memories Tours: Aug.21, 2018; Red Lion – 27 room nights
5. Lions Council of Governors Annual Conference: Aug. 1-3, 2018; Red Lion – estimated 160 room nights.\*
6. Good Times Travel Tour Company: September 2018, Hampton Inn & Suites – 64 room nights.
7. National Softball Association: Nov. 3, 2018; Big League Dreams was selected to host a tournament series with an anticipated room-night total of 1,500 to 2,500.
8. USA Softball 2019 National Championships for girls 14-and-under; possibly adding 10-and-under, and other divisions for softball. Tentative dates for this tournament are scheduled for July 23-27, 2019, with a potential of 1,900 room nights.
9. The Western Section of the Wildlife Society Annual Meeting: Feb. 3-7, 2020; Red Lion & Holiday Inn, with an expected attendance of 500 people, and the possibility of more than 1,000 total room nights.

Recent:

1. CalPERS Benefit Education Event: March. 21-25, 2018; Red Lion Hotel – 170 room nights.\*

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