

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

June 2018

Tracking TOT

Lodging property revenue reported in June was \$5,538,400.00, which is the actual lodging business revenue for May, generating \$553,840.00 for the City of Redding. This is a 20.7 percent increase over June of 2017, for a fiscal year-to-date increase of 8.3 percent.

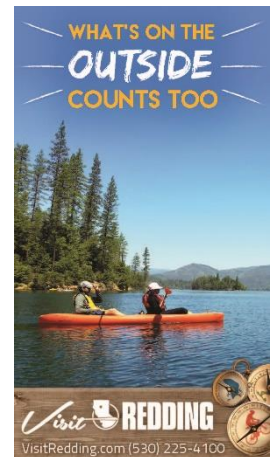
Turtle Bay Numbers

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

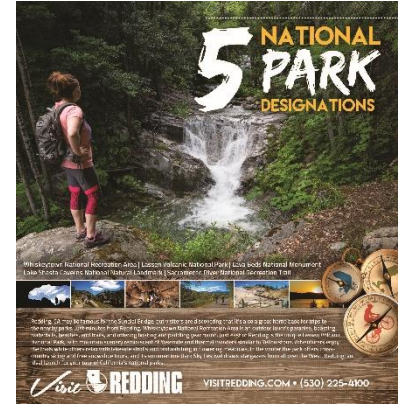
	June – 2017		June – 2018
Directions	80		32
RV Info	10		20
Hotel Info	5		10
Marina/Camping	25		24
Food	15		46
Shopping	14		31
Activities/Maps	372		372
Total Visitor Requests	521		535

Marketing and Advertising:

1. To showcase the extensive water recreation opportunities in Redding, the RCVB chose to run an ad in the June issue of Sunset Magazine highlighting Whiskeytown National Recreation Area. The ad was delivered in Sunset's Northern California and Pacific Northwest zones to its 486,000 circulation, and it received 114 leads from interested readers requesting more information on the Redding area.
2. The RCVB decided to have a half-page ad in the summer edition of AAA's Via Magazine showcasing Lassen Volcanic National Park. Via Magazine has a circulation of 2,844,877 subscribers and goes out to a readership of dedicated AAA members with an interest in travel. To date, the issue has brought in 74 direct leads from readers who inquired more information about the Redding area.



- Redding had a full-page ad on the inside front cover of the USA Today Your Guide to our National Parks Special Edition. The ad highlighted the five different National Parks Service locations in the Redding area. The nationwide publication distributes 100,000 copies initially, and additional 100,000 printings to be distributed throughout the year as the publication sells out. The publication is also sent digitally by the WorldWildlife Fund to 1.4 million members, the National Wildlife Federation to 4 million members, and by Orbitz to over 5 million of their members.



Public Relations:

- From public relations efforts, the RCVB generated 15 earned media articles in June (see the table below), collectively reaching 55.6 million people. The articles highlighted Redding and the attractions in the area. The Budget Travel articles were a result of a January deskside meeting with Maya Stanton, who visited Redding in May. Karilyn Owen of No Back Home visited in May after meeting with the RCVB at the Visit California Los Angeles Media Reception in April. The San Francisco Chronicle/SF Gate articles were part of a special print travel insert, which was also posted online after providing information and several story ideas to travel editor Greg Thomas.

Publication	Article	Reach
Budget Travel	Hotel We Love: Thunderbird Lodge, Redding, CA	1.5 M
Budget Travel	Hotel We Love: Sheraton Redding Hotel at the Sundial Bridge	1.5 M
SF Chronicle	Way-up-there California rebrands itself “UpStateCA”	1.9 M
SF Chronicle	Redding is California’s secret mountain biking mecca	1.9 M
SF Chronicle	California’s olive oil craze: rooted in the far north counties	1.9 M
SF & Houston Chron.	A mountain lover’s guide to the Shasta-Cascade region	17.7 M
SF Gate	The best remote cabins in Northern California	4.7 M
SF Gate	Booze app uncorks Shasta breweries, wineries	4.7 M
SF Gate	One Day, One Place: Etna, California	4.7 M
SF Gate	Mount Shasta designated as Pacific Crest Trails first ‘Trail Town’	4.7 M
No Back Home	Top Northern California Attractions in Redding & UpState	319 K
No Back Home	Exploring Lassen Volcanic National Park (with kids)	319 K
No Back Home	Social Posts (12 posts)	289 K
Travel Channel	10 Destinations That May Be Able to Cure What Ails You (#7)	9.4 M
Postcards To Seattle	The Ultimate West Coast Road Trip Itinerary	17 K
Cheapism	22 of the Smallest Towns in America Worth Visiting (#5)	118 K
TOTAL		55.6 M UMV

- Three new articles were posted to the Visit Redding blog. These articles include several visual assets and information about experiences visitors can have in Redding. The blog [7 Reasons Why Redding, California Needs to be on Your Travel Radar](#) is the first in a series from a blog campaign designed to increase awareness of Redding with informational and inspirational articles and listicles. The blog [Kayaking Whiskeytown Lake in Redding Needs to be on Your Summer](#)

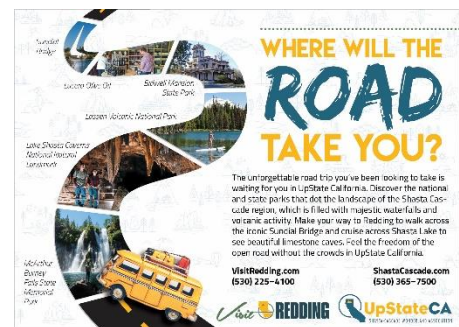
[Bucket List](#) was a first-person narrative of a kayaking trip and [Turtle Bay Exploration Park – A Wonder for All Ages](#) describes the available opportunities for multi-generational travel, appealing to the pillar audience of families. A paid social campaign was built for the kayaking and ‘7 Reasons’ blog feature with links, carousel ads with multiple images and a slideshow, reaching 21,772 people, drawing 752 link clicks, 2,471 engagements for a cost per engagement of \$0.05.

3. The RCVB’s social media accounts are reporting a significant increase in brand awareness due to multiple targeted campaigns. One campaign using photos, carousel ads and a slideshow focused on things to do, national and state parks, and choosing a Redding experience. A [“72 Hours in Redding”](#) social campaign launched, using long video, short video, and photos to highlight attractions to do in 72 hours. The most notable increases in June’s analytics were impressions (which drives awareness), engagements per post, and social referrals to the Visit Redding website (people taking action to learn more about the subject). See the table below for the year-over-year comparison for June. Social media accounts include Facebook, Twitter, and Instagram.

Social Media analytics	June 2016-17	June 2017-18	+/- YOY %
Total Followers/Likes	34,741 (+350)	39,089 (+539)	54%
Impressions	225,505	704,192	212%
Engagements	9,114	7,831	-14.1%
Engagements/Post	85.9	174.0	102.6%
Social Referrals to VisitRedding.com	331	4,511	1,262%
VisitRedding.com – Pageviews	116,418	151,517	30.2%
VisitRedding.com – Sessions	41,894	73,921	76.5%
VisitRedding.com – Users	33,699	64,263	90.7%

International:

1. For domestic and international distribution, California Road Trips 2018-19 is now available with 1 million copies in circulation and 600,000 inserted into select copies of the July issue of Travel + Leisure magazine. In partnership with Shasta-Cascade Wonderland Association (SCWA), the RCVB has a half page ad with a fun graphic outlining a road trip through the region with Redding as the hub city. The ad was created to accompany a California road trip in the publication that highlights Ghost Towns where Shasta State Historic Park and Old Shasta are referred to as “the queen city of California’s northern mining district.” A digital edition is available on Visit California’s site for travelers to plan their road trips through California.



Conferences/Meetings/Conventions/Trade Shows Attended:

1. Produced By Conference, June 9-10; Los Angeles, Calif.; Sabrina Jurisich
2. Public Relations Society of America Annual Conference; June 2-6; New Orleans, Louis.; T.J. Holmes

Shasta County Film Commission Sports Commission & Local Event Coordinator:

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

1. Film Shasta was a sponsor and the Film Commissioner attended the Produced By Conference that had over 1,400 producers in attendance. A meeting was held in Redding with a producer following the conference as a direct lead for an upcoming project to be shot primarily in Redding. The office responded to three new production requests and added five new vendors to Film Shasta’s website. This month we hosted three productions with a two-day tech scout and nine shoot days, equating to 176 room nights and an estimated economic impact of \$147,250. The Film Commissioner presented the annual report to the Shasta County Board of Supervisors reflecting the activity of 2017.



BOS presentation

2. Through continued follow-up and cultivation of new partnerships, the Wild West Bass Trail Tournament has committed to returning in 2019. A new contact was made through our advertising partner SportsStars Magazine with the NorCal High School Cycling League and they are considering Whiskeytown National Recreation Area for a three-day mountain bike event. Another lead was generated from our advertising partner Sports Destination Management for a Dragon Boat Racing event. Follow-up from the National Association of Sports Commissioners Symposium continues with contact to International Slow Pitch Softball, Spartan Race and the U.S. Flag & Touch Football League. We are working with local organizations on details and logistics to determine viability of these events for Redding.



June edition Sports Stars Magazine

3. The RCVB provided 150 welcome bags for the Niner Empire NorCal BBQ held on June 22-23, 2018. The BBQ was held in Enterprise Park and the two-day event generated 172 room nights. The campaign began for the Shasta County Mini Maker Faire which had 2,800 attendees in 2016 and is expected to generate more than 300 room nights.



*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. Shasta County Mini Maker Faire: Sept. 15, 2018, Shasta District Fairgrounds;
2. Manhattan Short Film Festival: Sept. 28, 2018; Cascade Theatre;
3. Redd Sun Festival; Sept. 29-30, 2018; Redding Civic Auditorium;

4. Firereel Film Festival: October 2018; Cascade Theatre;
5. Shasta Trail Runs: Oct. 13, 2018; Sacramento River Trail Race;
6. CASA Superhero Run: Nov. 4, 2018, Redding Civic Auditorium;
7. Shasta Trail Runs: Nov. 10, Two Peaks; Whiskeytown National Recreation Area;
8. Classic Film Series; Spring 2019, Cascade Theatre;
9. Shasta Mud Run; May 11, 2019, Ross Ranch.

Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. The RCVB followed up with eight meeting planners who had previously shown interest in coming to Redding for a site visit. Two of those meeting planners discussed scheduling trips to Redding in Fall 2018. Ongoing communication will help in securing dates for a visit.
2. To attract group tours to Redding, the RCVB chose to run an ad in the May edition of [Group Tour Magazine](#), highlighting water recreation and Whiskeytown National Recreation Area. The magazine has a print circulation of 15,200 and the ad has generated more than 800 individual views in the magazine’s online version. An online banner ad complemented the print ad and received 3,705 views. As a result, seven new tour bus companies directly requested more information about Redding. As a result of follow-up calls in June, two tour companies showed an increased interest in planning future trips to Redding. Information was distributed to the companies and continued follow-up is planned to bring these tour buses to Redding.

3. During the months of June and July, National Tour Association (NTA) focuses on promoting National and State Parks. Considering this, the RCVB chose to market Redding in NTA’s print and digital media. A full-page ad was ran in the June/July print publication of NTA’s [Courier Magazine](#), which has a print circulation of over 10,000 and digital reach of over 20,000 which includes email, website, and social media. The RCVB also worked with editors of the Courier to ensure Redding’s surrounding parks were highlighted, which led to Lassen National Park and Whiskeytown National Recreation Area receiving recognition in a half-page editorial piece, carrying an ad value of \$2,800. For digital, the RCVB created an e-blast that NTA delivered to 2,574 tour operators. It was opened 455 times and collected 17 clicks. In addition, an online digital banner ran which received 1,441 impressions and 24 clicks.



Redding-area parks boast volcanoes, waterfalls

National park enthusiasts who head to California have a remarkably endless array of adventures awaiting them. They can be dazzled by mountainous peaks and sequoias at the Big Trees' national park, experience the clean-worldly desert expanse of South Valley and Joshua Tree, and stand beneath monolithic rock formations, such as Half Dome and El Capitan, at Yosemite.

Adding to that diversity are two of the spots situated in the north-central part of the state near Redding: Lassen Volcanic National Park and Whiskeytown National Recreation Area.

"The best part about coming to Redding is you can travel an hour in any direction and be surrounded by awe-inspiring natural beauty, including lakes, mountains, waterfalls and volcanoes," says Jennifer Fontana, industry relations and

group coordinator for the Redding CVB.

Lassen, which is an hour west of the city, remains one of North America's most active hydrothermal areas. The park's volcanic last blow is long in time, and near-constant conduction through the next decade. Things have settled down considerably in the ensuing years, but visitors can still see and smell a number of active spots - Bumpass Hill, the Sulphur Works, Sulfur Springs Lake and Soda Butte.

For all of the park's bubbling and gurgling, it also is home to powerful waterfalls, lush Red Fir and cedar-needle forests, pristine high alpine lakes, ever-growing snowfields and even a section of painted dunes near Cinder Cone. Groups can see these features up close as part of driving tours, ranger-led programs and hiking excursions. For more active travelers,

Juniper Lake is a top spot for canoeing and kayak rentals are available at Shasta State Lake.

When it comes to air- or water-based experiences, the Redding region's most attractive is Whiskeytown National Recreation Area. Crystal-clear Whiskeytown Lake is a great destination for boating, sailing, water skiing, water tubing, canoeing and fishing. The more than 70 miles of shoreline also include large beach areas that are perfect for swimming.

Repeat the lake, tourists can stick with the water theme by taking to Ironsdy Creek Falls, Hidden Creek Falls, Crystal Creek Falls and Whiskeytown Falls. In honor of the high falls, the park has hosted Whiskeytown Week the past few years to commemorate National Park Week. Visitors receive a stamp for their water-fall passports after they've visited each site, and those completing all four during the week-long event earn a special prize.

In addition to seeing Lassen and Whiskeytown, visitors to state parks around Redding can stand out a nature-based itinerary. Fontana says groups can check in to a house on California gold rush history at Shasta State Historic Park and check out the Ballantrae views at Lake Shasta State National Natural Landmark. Another local favorite she recommends is McArthur-Burney Falls State Memorial Park and its namesake falls that were dubbed the Eighth Wonder of the World by U.S. President Theodore Roosevelt.

Contact Fontana at jfonta@redding.com or go to visitredding.com to learn more.



Groups, Conventions, Sports and Festivals:

In Proposal:

1. California Trails Conference: 2020 & 2021, for 445 room nights.
2. United Post Master and Managers Convention: April 2019, for an estimated 200 room nights. (Redding lost convention to Sonoma due to travel restrictions of airport)
3. Annual Rotary District Conference: May 2020, for approximately 400 attendees.*
4. 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.
5. BASS Nationals Fishing Tournament: 2019, Shasta Lake is being considered for a return event with an anticipated 300 room nights.
6. 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.
7. 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.
8. Fundracer Events: Great Inflatable Race in 2018-2019. The event organizer is preparing to submit an application for use of Enterprise Park.
9. 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.
10. NorCal High School Cycling League: Mountain Biking Race in 2019. Event organizer is considering Whiskeytown for this event.
11. Tough Mudder: Nash Ranch is being considered for this event, which has the potential to bring 1,500 to 2,500 room nights.
12. 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. Joy Holiday Tour Bus – multiple trips from May to October 2018 – No reported room nights yet

3. Making Memories Tours: Aug. 21, 2018; Red Lion – 27 room nights.
4. Lions Council of Governors Annual Conference: Aug. 1-3, 2018; Red Lion – estimated 160 room nights.*
5. Good Times Travel Tour Company: September 2018; Hampton Inn & Suites – 64 room nights.
6. National Softball Association: Nov. 3, 2018; Big League Dreams – anticipating 1,500 room nights.
7. Wild West Bass Tournament: Jan. 11-13 & Feb. 2-3, 2019; Shasta Lake – anticipating 300 room nights.
8. USA Softball 2019 National Championships for girls U14; U16 & U18 B divisions for softball. Tentative dates for this tournament are scheduled for July 23-28, 2019, with a potential of 1,900 room nights.
9. California Nevada Hawaii State Association Emblem Club (CNHSAEC) Annual Convention: May 1-4, 2020; Holiday Inn – estimated 500 room nights.
10. The Western Section of the Wildlife Society Annual Meeting: February 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. 49er Originals; June 23, 2018, Enterprise Park; 172 room nights.
2. Lions International Club Convention: District 4C2; Red Lion Hotel, 128 room nights.*

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