

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

October 2018

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in October for the City of Redding and collected from Redding lodging properties was \$570,932.79, which is a 20.2 percent increase over October of 2017. Overall, this is a fiscal year-to-date TOT increase of 17.5 percent.

Turtle Bay Numbers

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

	October – 2017		October – 2018
Directions	25		22
RV Info	4		6
Hotel Info	5		10
Marina/Camping	9		14
Food	38		25
Shopping	23		15
Activities/Maps	288		355
Total Visitor Requests	392		447

Marketing and Advertising:

1. Sunset Magazine’s Northern California and Pacific Northwest editions target a solid drive market for Redding and have a circulation of 486,000. The ad for the October issue showcased fall fishing. The ad deadline did not allow time to ascertain which trails to promote after the Carr Fire, so fishing was chosen due to it being a prime fall activity. To date, the ad has generated 153 reader requests for more information about Redding.
2. Redding ran both digital and regular TV spots in the San Jose, south Bay Area peninsula, mid-peninsula, Contra Costa, Santa Rosa, and Napa zones through Comcast. The campaign was initially intended to run during the summer but was paused when the Carr Fire broke out and was resumed for fall. The initial campaign focused on outdoor recreation; however, the spot was replaced after the fire to focus on downtown Redding and its food, beer, wine, and events. Despite the interruption, the campaign performed well, with more than 859 hours of Redding’s video being viewed. The digital portion of the campaign had 120,824 impressions, and 84.45 percent of those impressions watched Redding’s video in full.



3. New art was placed on the Redding CVB's southbound I-5 billboard in Mountain Gate (*see right*). The new art features the Sundial Bridge, welcoming travelers to the Redding area, and encouraging them to visit Redding's downtown.



Public Relations:

1. Two travel writers visited in October. Freelancers Colleen Stinchcombe writes for Brit + Co. (6.7 million Unique Monthly Visitors) and Kesy Chauvin, who writes for Conde Naste Traveler, Passport, Shermans Travel, Fodor's and CNN, both traveled to Redding to experience the region for outdoor recreation. The trip from Kesy derived from a deskside meeting with the Redding CVB in New York in January. Travel writer Sheryl Nance-Nash of Orbitz visited in July and published her article [Here's why Redding is California's best-kept secret](#), which has a reach of 24.3 million UMV. It highlighted these attractions and businesses:



- Hotels: Oxford Suites & Sheraton
- Lassen Volcanic National Park
- Lake Shasta Caverns
- Burney Falls
- Whiskeytown & Shasta Lake
- Waterfalls (McCloud, Hedge Creek)
- Breweries, wine bars, live music
- Moseley Family Cellars
- Woody's Brewing Company
- Restaurants: Mosaic, Moonstone Bistro
- Turtle Bay, Shasta Rock Club, Rare Air, Waterworks Park, Schreder Planetarium, Shasta Rock Club

2. The Redding CVB attended the Visit California San Francisco Media Reception in October, where we were able to pitch Redding and Shasta Cascade to 74 media members from a key drive market. A total of 13 journalists have been followed-up with so far with five planning to visit. Some of the publications include Lonely Planet Magazine, National Geographic Traveler, Men's Journal, Smart Meetings, AFAR Magazine, Travel+Leisure, and the San Francisco Chronicle.
3. Three new articles were posted to the Visit Redding blog (www.visitredding.com/articles). These articles include multiple photos and descriptions about experiences visitors can have in Redding and why Redding needs to be a vacation destination. The articles [Why Redding California Is The Family Getaway You Didn't Know You Needed](#) and [The Ultimate Guide To Lake & Water Life In Redding](#) were pushed out on social media and the two promotions generated 19,352 impressions, 564 page clicks, and an average Click-Through-Rate (CTR) of 2.92 percent. The Family Getaway post drove an average Cost-Per-Click of \$0.21 with an average CTR of 3.58 percent, which is above the travel/hospitality industry average is \$0.27 CPC and 2.52 percent CTR. The other post was [Final Draft Brewing Company: More Than Just Tasty Beer](#).

International:

1. In partnership with Visit California and Shasta-Cascade Wonderland Association, the Redding CVB hosted a familiarization (FAM) trip for nine travel trade sales agents from the United Kingdom (UK) including a representative from Visit California's London office. The trip was part of Visit California's Super FAM which gives top selling agents an opportunity to experience various regions of California. The goal of the trip was for the travel trade in the UK to become familiar with Redding so they can in turn sell the destination to their clients and share information with their peers. The agents stayed in Redding and were able to visit Lake Shasta Caverns, the Sundial Bridge and experience houseboating on Shasta Lake. To help with successful follow-up from this FAM trip, the London-based agency Black Diamond will be working with the nine companies represented on the trip to increase tourism to Redding from the UK.

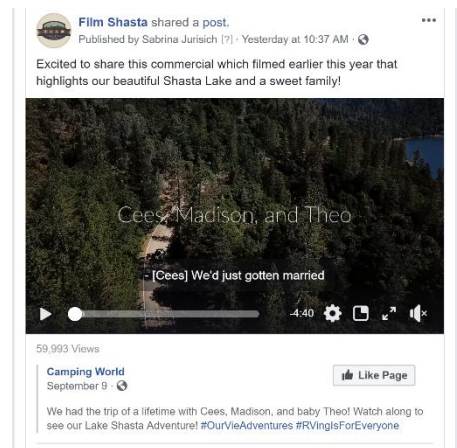
Conferences/Meetings/Conventions/Trade Shows Attended:

1. Visit California San Francisco Media Reception, Oct. 9; San Francisco, CA; T.J. Holmes
2. AICP (Association of Independent Commercial Producers) Next Awards, Oct. 9; San Francisco, CA; Sabrina Jurisich
3. India Film Forum, Oct. 22; Culver City, CA; Laurie Baker & Sabrina Jurisich
4. North American Journey's RTO Conference, Oct. 24-25; Orlando, FL; Lisa May

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 responded to three new production requests and added two new vendors to Film Shasta's website. This month we hosted a production for a total of two days and six room nights that hired seven local crew members. A production released this month called "Cees, Madison, and Theo" from Camping World, which filmed in May, was released via Facebook and YouTube. There have been over 62,000 views of the video which can be viewed here: <https://www.youtube.com/watch?v=9CnK17Y9Cb4>
2. SportsEvents Magazine will feature Redding in the annual sports planner edition highlighting the diverse variety of facilities and experiences offered in Redding. BassMaster and International Slow Pitch Softball finalized contracts securing Redding as tournament locations for 2019. Additional follow-up continued with the American Junior Golf Association, Aloha LaCrosse, Fundracer, Flag Football World Championship Tour, Quick 6 Football, and Powerboat Nationals.



*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. CASA Superhero Run: Nov. 4, 2018, Redding Civic Auditorium;
2. Shasta Trail Runs: Nov. 10, 2018, Two Peaks; Clikapudi;
3. Redding Marathon: Jan. 20, 2019, Shasta Dam;
4. Classic Film Series: Spring 2019, Cascade Theatre;
5. Shasta Trail Runs: March 23, 2019, 4 MPH Challenge; McCloud Falls;
6. Never Forgotten Games: May 2019, TBD;
7. Shasta Mud Run: May 11, 2019, Ross Ranch.

Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. The Redding CVB contacted five new meeting planners and tour operators and collaborated with hotels for two site visits from meeting planners who are considering Redding for upcoming conferences. In addition, 10 existing group leads were contacted to continue progress toward future contracts.
2. The Bus Tours Magazine October issue featured Redding in a half-page ad, which prompted one tour operator from Texas to call and compliment our ad and ask for more information about the area. They are considering a site visit to see what Redding has to offer its tour groups.
3. As a result of multiple one-on-one meetings and continued follow-up, Good Times Travel tour group came for three days and two nights in October. The Redding CVB helped coordinate a group dinner at View 202, boxed lunches provided by From the Hearth Café, a guided tour of the Sundial Bridge and a local step-on guide accompanied them to Lassen Volcanic National Park and McArthur-Burney Falls Memorial State Park. The group stayed at Hampton Inn and had a total of 56 room nights. Below is a quote from the President of Good Times Travel and pictures of the group.



“Our time in Redding was awesome. The group loved the step-on guide, the hotel and View 202. And it was great to have someone talk about the bridge. Appreciate all your help in making that happen. We’re so fortunate to have some CVBs that still “get it.” Thank you for taking the extra step.”



Groups, Conventions, Sports and Festivals:

In Proposal:

1. California Association of Resource Conservation District: November 2019, 400 room nights.
2. California Trails Conference: 2020, for an estimated 445 room nights.
3. 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.
4. American Junior Golf Association: Riverview Golf & Country Club is being considered for its Junior Golf Tournament in 2019.
5. Fishing League Worldwide (FLW): Shasta Lake is being considered for the 2020 annual tournament. This three-day event has an average of 356 anglers. FLW was last in Redding in 2016 and the event rotates between various locations.
6. Fishers of Men: Legacy Series Championships fishing tournament in 2019. There is also the possibility of its 2019 Team Series National Championship at Shasta Lake depending on if the Redding CVB can find a local coordinator. These are multi-day events that average between 147 and 460 room nights.
7. Fundraiser Events: Great Inflatable Race. The event organizer is submitting an application for use of Enterprise Park in spring of 2019.
8. Jr. Prep Sports CA: This lead generated through one of our marketing partners, a proposal has been submitted in partnership with California Soccer Park for a regional tournament in spring of 2019.
9. NorCal High School Cycling League**: Mountain Biking Race in 2019. Event organizer is now considering Mt. Shasta Ski Park in lieu of Whiskeytown National Recreation Area for this event.

10. Quick 6: This lead was generated through one of our marketing partners. A proposal has been submitted in partnership with California Soccer Park for a regional tournament in March of 2019.
11. National Flag Football: This lead was generated through National Association of Sports Commissions (NASC). A proposal has been submitted in partnership with California Soccer Park for a 2019 event.
12. Women's Flat Track Derby Association: This lead was generated through our affiliation with NASC. Redding was not selected for September 2019 event at Big League Dreams.
13. Tough Mudder: Nash Ranch is being considered for this event, which has the potential to bring 1,500 to 2,500 room nights.
14. USA Cycling: Mt. Shasta Ski Park is being considered for a 2019 event, anticipating at least 5,000 room nights.

Upcoming:

1. California Institute for Behavioral Health Solutions Meeting: Nov. 6, 2018 – 10 room nights.
2. National Softball Association: Nov. 3, 2018; Big League Dreams – anticipating 1,500 room nights.
3. Wild West Bass Tournament: Jan. 11-13, 2019 & Feb. 2-3, 2019; Shasta Lake – anticipating 300 room nights.
4. BASS Nationals Fishing Tournament: May 4-11, 2019; Shasta Lake anticipating 300 room nights.
5. Sports Leisure Vacations: June 3-5, 2019; Sheraton at the Sundial Bridge.
6. 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.
7. International Slow Pitch Softball (ISPS): Proposal was accepted for Big League Dreams to host the NorCal Championship September 14-15, 2019 anticipating approximately 600 room nights with potential to become an annual event.
8. Annual Rotary District Conference: May 2020, for approximately 400 attendees.*
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: 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. Joy Holiday Tour Bus: multiple trips from May to October 2018 – no overnight visits.

2. Good Times Travel Tour Company: Sept. 30- Oct. 2, 2018; Hampton Inn & Suites – 56 room nights.
3. Shasta County Mini Maker Faire**: Sept. 15, 2017; Shasta District Fairgrounds. The event had 2,030 attendees with more than 300 makers and featured 85 exhibits, interactive presentations, and/or workshops, more than half were new. A regional VEX Robotics competition was a highlight of the event, the first in the greater north state. A total of 9 percent of attendees came from an hour or more away from Redding including Sacramento, San Francisco, Oregon, Georgia, and Utah.

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

***These events may be impacted by the Carr Fire*