

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (Redding CVB)

November 2018

Tracking Transient Occupancy Tax (TOT)

TOT revenue reported in November for the City of Redding and collected from Redding lodging properties was \$550,266.61, which is a 22.1 percent increase over November of 2017. Overall, this is a fiscal year-to-date TOT increase of 18.3 percent.

Turtle Bay Numbers

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

	November – 2017		November – 2018
Directions	198		32
RV Info	0		3
Hotel Info	10		2
Marina/Camping	23		5
Food	28		38
Shopping	19		29
Activities/Maps	181		214
Total Visitor Requests	459		323

Marketing and Advertising:

1. Throughout November, the Redding CVB distributed more than 78,000 Redding Visitor Guide and Trails Map brochures to Certified display racks at the Auburn, San Francisco, and Santa Rosa California Welcome Centers, all the Oregon Welcome Centers, as well as in the cities of Sacramento, Mount Shasta, Redwood Empire, and Oregon cities of Medford, Roseburg, Bend, and Klamath Falls.
2. The Redding CVB chose to do a November e-blast with Hot Spot Travel promoting Redding's upcoming flights to the Los Angeles area. The e-blast brought 89 users to the Visit Redding website since the e-blast launch on Nov. 26.
3. New user generated photo galleries were implemented on the Visit Redding site as part of an ongoing plan to update the site and bring in more integrative elements. The galleries have received 11,000 interactions since their implementation on multiple site pages at the start of the fiscal year.



Public Relations:

1. As a result of hosting freelance travel writer Colleen Stinchcombe in October, the Redding CVB had one article posted on three online publications about an area attraction for a total reach of 21.6 million Unique Monthly Visitors (UMV). The article “16 Destinations You Should Visit Before They Become Tourist Traps” mentioned Lassen Volcanic National Park on the third slide saying it is “like a miniature Yellowstone that receives only a fraction of the visitors.” It was published on [SheKnows](#) (11.5M UMV), [Yahoo!](#) (10M UMV) and [WSTale.com](#) (37k UMV). Stinchcombe was going to visit in August but postponed to October due to the wildfires.

2. Four new articles were published to the Visit Redding blog (www.visitredding.com/articles) to inspire travel ideas to the area. The Redding CVB worked with Trip 101 on one of the blog articles while the other three were part of a campaign with targeting distribution on social media for each post. Below is the list of the blog articles:

- [6 Can't Miss Outdoor Experiences That You Can Only Have in Redding, CA](#)
- [10 Extreme Adventures to Try On Your Next Trip to Redding, CA](#)
- [Exploring the Undiscovered Gems of UpState CA With Redding As Your Home Base](#)
- [Top 7 Attractions You Want To Cross Off Your Bucket List in Redding, CA](#)

The first three articles above were part of the blog campaign and generated 76,263 impressions, 2,368 page clicks with a Click-Through-Rate (CTR) of 3.11 percent on Facebook, which is above the benchmark 2.52 percent CTR.

3. The Redding CVB re-launched its YouTube pre-roll advertising campaign in October once all of the wildfires were completely extinguished. Over the past two months, the campaign has generated 52,359 video views, 25,645 minutes watched for a cost per view of \$0.05 and viewers watched 97 percent of the videos.

International:

1. In partnership with Shasta Cascade Wonderland Association, the Redding CVB had a booth at the Vancouver Travel Expo attended by travel trade and approximately 6,200 travel focused consumers in October. The expo resulted in 256 leads and face-to-face conversations with people interested in traveling to Redding. To enhance exposure, the Redding CVB placed full-page ads and editorial in three issues of Talk Travel magazine creating additional Canadian



consumer touchpoints. Travel Talk magazine has a digital reach of 110,000 for the travel trade, which is a term used for those selling trips all along the sales channel. Hardcopies of the magazine were distributed as an insert in the Globe and Mail newspaper in British Columbia (Redding's No. 1 international market) reaching 180,000 readers. The magazine was also available in Plaza Premium airport business class lounges across Canada that service 170,000 passengers each month.

Conferences/Meetings/Conventions/Trade Shows Attended:

1. California Film Commission Board Meeting, Nov. 2; Los Angeles; Sabrina Jurisich;
2. American Film Market, Nov. 3-6; Santa Monica; Sabrina Jurisich;
3. National Tour Association Travel Exchange, Nov. 4-8; Milwaukee, WI.; Jennifer Fontana;
4. California Society of Association Executives Holiday Luncheon, Nov. 30; San Francisco, Jennifer Fontana.

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 met with hundreds of filmmakers at the American Film Market with multiple productions expressing interest in coming up for a site visit for upcoming projects. One of those leads has already visited with their director and producer and is looking at shooting a full-length feature film in Shasta County in spring of 2019. Another site visit is scheduled for December for another production looking at shooting in spring of 2019. Permits were secured for two projects that filmed this month for a total of three shoot days, 25 crew members, and 36 room nights. Footage was secured and permit process has begun for an upcoming documentary project.
2. Two events accepted our proposal and are now making plans for their 2019 event schedule. The first is International Slow Pitch Softball, which we initially met with at NASC in 2017 and hosted a site visit for in October 2017. The second is Quick 6 Football, which was a lead generated



through our media partner SportsStars Magazine in July 2018. Winter activities will be featured in the next SportsStars Magazine, which runs in the Sunday Chronicle, with a circulation of 65,000 throughout the East Bay Area, Sacramento-San Joaquin region to the Oregon and Reno, NV, borders. In addition, we have a full-flight of online banner ads linked to our website.

*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. Redding Marathon: Jan. 20, 2019; Shasta Dam;
2. Classic Film Series; Spring 2019, Cascade Theatre;
3. Shasta Trail Runs: March 23, 2019; 4 MPH Challenge; McCloud Falls;
4. Never Forgotten Games: May 2019, TBD;
5. Shasta Mud Run: May 11, 2019, Ross Ranch.

Industry Relations & Group Coordinator:

Generating new group business for meetings and conventions:

1. The Redding CVB recently partnered with Holiday Inn & Red Lion to host executives from the California Trails Conference to be considered as a location for their annual conference in 2020 and with the Sheraton to host the California Association Resource Conservation District for its annual conference in 2019. Proposals have been submitted and second site visits have been scheduled for both conferences. Each conference has the potential to bring in more than 400 room nights. The Redding CVB will continue to partner with both properties to help bring both conferences to Redding.
2. During November, the Redding CVB attended the National Tour Association Annual Travel Exchange with more than 1,000 people in attendance. Sponsoring one of the conference events provided an opportunity to have five minutes of microphone time in front of 400 people to address the concerns of the recent wildfires and talk about why tour operators should come visit Redding. Visit Redding branded sunglasses were provided to each attendee of the sponsored event to promote Redding as the sunniest city in California and the guest speaker had everyone put them on as he talked about how bright Redding's future is (photo below). During the conference, 25 one-on-one appointments were conducted, and all operators were interested in Redding with eight were interested in coming for a site visit. Follow-up will continue to bring these operators tours to Redding.



Groups, Conventions, Sports and Festivals:

In Proposal:

1. California Association of Resource Conservation District: November 2019, 400 room nights.
2. Annual Rotary District Conference: May 2020, for approximately 400 attendees.*
3. California Trails Conference: 2020, for an estimated 445 room nights.
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. American Junior Golf Association: Riverview Golf & Country Club is being considered for its Junior Golf Tournament in 2019.
6. 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.
7. 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.
8. Fundracer Events: Great Inflatable Race. The event organizer is submitting an application for use of Enterprise Park in spring of 2019.
9. 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.
10. 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.
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 this event.*
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. Wild West Bass Tournament: Jan. 11-13, 2019 & Feb. 2-3, 2019; Shasta Lake – anticipating 300 room nights.
2. 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.
3. BASS Nationals Fishing Tournament: May 4-11, 2019; Shasta Lake anticipating 300 room nights.
4. Sports Leisure Vacations: June 3-5, 2019; Sheraton Hotel at the Sundial Bridge.
5. 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.
6. International Slow Pitch Softball (ISPS): A proposal was accepted for Big League Dreams to host the NorCal Championship in September 2019. This three-day event will yield approximately 600 room nights and has the potential to become an annual event.
7. Annual Rotary District Conference: May 2020, for 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, with an expected attendance of 500 people, and the possibility of more than 1,000 total room nights.
10. National Softball Association: Nov. 3, 2018; Big League Dreams – anticipating 1,500 room nights. *Cancelled due to the Carr Fire.*

Recent:

11. California Institute for Behavioral Health Solutions Meeting: Nov. 6, 2018; Hilton Garden Inn – 5 room nights.
12. Joy Holiday Tour Bus: multiple trips from May to October 2018 – No reported room nights yet.

* 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