

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

January 2018

Tracking TOT

Lodging property revenue reported in January was \$3,131,854.50, which is the actual lodging business revenue for December, generating \$313,185.45 for the City of Redding. This is a 5.0 percent increase over January of 2017, for an 8.5 percent TOT increase fiscal year-to-date.

Turtle Bay Numbers

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

	January – 2017		January – 2018
Directions	134		44
RV Info	8		1
Hotel Info	9		4
Marina/Camping	8		0
Food	27		6
Shopping	29		0
Activities/Maps	231		106
Total Visitor Requests	446		161

Marketing and Advertising:

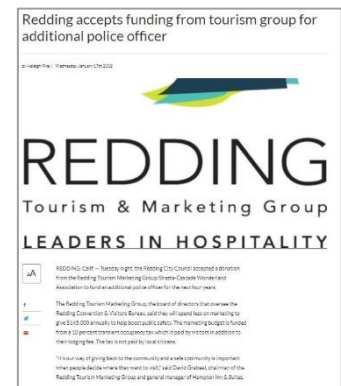
1. Redding sponsored the official photo booth for the San Diego Travel and Adventure Show. Throughout the show, more than 700 people came to the booth to have their picture taken in front of backdrops of landmarks and attractions (right) in the Redding area. The team engaged with potential visitors and distributed more than 2,000 brochures of area information based upon the interest of each traveler. The team also added 258 new subscriptions to the Visit Redding e-newsletter, which is a record for the San Diego market.
2. Redding chose to have a half-page ad in the January edition of Cycle California! Magazine promoting the second annual Mayor's Mountain Bike Challenge. Cycle California! distributes 32,000 print and 60,000 digital copies each month, reaching an audience of avid bikers throughout California and Southern Oregon – the target demographic to appreciate all that our Challenge has to offer.



- During the shoulder season, long-term projects received significant attention such as updating the Redding Trails Map. Working with the City of Redding, Bureau of Land Management (BLM), McConnell Foundation, and local trails experts, the map now includes Redding’s newest trails. Additionally, a waterfalls section was added to the map in response to consistent feedback from multiple sources, including social media and face-to-face interactions at the Redding Visitor Center and tradeshows.

Public Relations:

- The RCVB pitched Redding’s vast outdoor recreation opportunities to nine magazine editors and freelancers during personal deskside meetings in New York City – the country’s top media market. The most notable publications included Travel + Leisure, Travel Weekly, Fodor’s Travel, Budget Travel, Thrillist, and Sherman’s Travel. The meetings were valuable for engaging with the media, describing story ideas, how Redding can be publicized in their articles, interest them in visiting Redding on a press trip, and how the RCVB can work with them on meeting deadline demands.
- The RCVB conducted media outreach that included distribution of three press releases to publicize the RCVB’s work and increase awareness of the destination through story pitches. The press release about the Redding City Council accepting the Redding Tourism Marketing Group’s donation to fund a police officer was [picked up by KRCR](#), the local ABC affiliate. Another press release on the economic impact in Redding from the Wild West Bass Trail Superclean Pro/Am bass tournament was published by [KNVN](#), the local NBC affiliate, [KRCR](#), and the [Red Bluff Daily News](#). A press release promoting the Redding’s presence during commercial spots in the Super Bowl highlighted the Mayor’s Mountain Bike Challenge was picked up by the [Redding Record Searchlight](#), a member of the USA Today Network.
- In an effort to engage and influence targeted markets to visit Redding, the RCVB’s social media accounts (Facebook, Twitter, Instagram, and YouTube) continue to be a vital marketing tool. The accounts are far outperforming the analytics through January in fiscal year 2016/17 (see table below) with 23 less posts. For YouTube, the watch time in minutes already surpassed the total watch time from all of fiscal year 2016/17 (68,352).



*Through January	2016/17	2017/18	% Increase YTD
<i>Impressions</i>	840,408	1.78 million	112%
<i>Impressions/Post</i>	1,482	3,279	121%
<i>Engagements</i>	39,770	57,348	44%
<i>Engagements/Post</i>	70.1	105.4	50%
<i>YouTube-Views</i>	10,259	126,949	1,137%
<i>YouTube-Min. Watched</i>	34,703	99,731	187%

International:

1. Redding was promoted as the hub of the Shasta Cascade region to 31 international tour operators and Receptive Operators at Go West, the largest international tradeshow in the west. The goal of attending this trade show is to get Redding published in travel guides internationally so travel agents have Redding as a destination choice for future travel vacations.
2. As a result of the Austrian Familiarization (FAM) tour in September 2017, Redding and Lassen Volcanic Park were published in a 4-page article in the Austrian newspaper 'Kurier'. The print circulation was 130,000; reaching 299,000 people; with an ad value of 99,970 Euro or \$124,000 USD; with an online circulation of 221,500; and an ad value of 33,100 Euro, or \$41,000 USD.
3. The RCVB and Shasta-Cascade Wonderland Association's (SCWA) partnership in a Chinese e-marketing campaign continues to show growth with our WeChat followers in China and increased visits to our Chinese webpage. This is a one-year campaign from June 2017 to May 2018. Our Chinese video was uploaded to our Chinese webpage, WeChat, Weibo, and YouKu. Results through December 2017 are: 2,592 WeChat followers, 15,674 webpage visits with 80 percent of viewers from China, 8 percent from the U.S., 7 percent from Canada, and 5 percent from other countries. The campaign increased Web traffic by 50 percent from October to the end of December, with 94 percent of the traffic coming from keyword searches, which means the campaign is reaching people who do not know about the area in order to conduct a direct search, but they are reaching us by looking for the types of attractions that the Redding area has to offer.



Conferences/Meetings/Conventions/Trade Shows Attended:

1. Go West Summit – Salt Lake City, Utah: Jan. 16-18; Lisa May;
2. Travel & Adventure Show – San Diego, Calif: Jan. 12-15; T.J. Holmes & Julie Finck;
3. Media Appointments – New York City, N.Y.; Jan. 29 – Feb. 1; T.J. Holmes.

Local Collaborative Events:

1. Kool April Nites: April 21-29, 2018; Redding Civic Auditorium;
2. Shasta Mud Run: May 18, 2018; Ross Ranch;
3. Firereel Film Festival: September 2018; Cascade Theatre;
4. Shasta Trail Runs: Multiple Events 2018-19; Whiskeytown;
5. CASA Superhero Run: Nov. 4, 2018; Redding Civic Auditorium;

Shasta County Film Commission Sports Commission & Local Event Coordinator:

1. The Film Shasta office responded to six production requests including information on locations, permits, and local casting resources. We hosted three productions with nine shoot days,

generating an estimated \$35,000 in economic impact. A Facebook campaign targeting filmmakers was launched, which increased the Film Shasta followers by 24 percent with a reach of more than 22,000 during the month of January. Film Shasta added 72 new locations and four new vendors. In addition, 49 listings and 300 locations were added to Cinema Scout, which is the top search tool for location managers in California. The same listings are on LocationsHub, which is used by location managers around the world.

2. The sports division of the RCVB partnered with the California Soccer Park (previously named the Redding Soccer Park) and was represented at the NorCal Soccer Expo on Jan. 27. This event had more than 1,000 attendees and included decision-makers that are looking for new fields to expand current tournaments. The California Soccer Park team attended and will be following up on leads.
3. The RCVB followed-up on 48 sports leads from other sources and continues to work with event owners and local venues to solidify these opportunities. For more details, see the proposal section below.
4. After a meeting with Shasta Trails Run's new owner, a partnership is being formed to help increase participation and scope of its events with direct efforts for out-of-area participants. New events will be added that will showcase the variety of trails that appeal to all levels of runners in the Redding area.

*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. Continued follow-up with tour operator contacts made from the National Tour Association Travel Exchange resulted in two companies now planning trips with overnight stays in Redding. The RCVB's first meeting with Making Memories Tour Company was in March of 2017 and it is now planning its first overnight trip for August of 2018 with more than 50 room nights, and a longer trip for summer of 2019 is in the planning stages. The first meeting with Joy Holiday Tour Company was in 2014 and its first trip to Redding was in summer 2017. Joy Holiday Tour Company is now planning multiple trips in 2018 from May through October. Additional follow-up in January included emails and phone calls to 20 tour operators and six meeting planners.
2. The RCVB is a long-standing member with American Bus Association and was featured as a Member Spotlight for their 2018 Motorcoach Marketer (right); a group tour travel guide used throughout the year to plan tours and explore



Endless Group Adventure in California's Last Frontier History and Outdoor Recreation Abound in Redding

Located in the heart of Northern California, the picturesque city of Redding offers a variety of group travel opportunities. The city is the largest in the state and is the largest in the region. It is a beautiful city with a rich history and a vibrant culture. The city is a great place to visit for anyone looking for a unique experience. The city is a great place to visit for anyone looking for a unique experience. The city is a great place to visit for anyone looking for a unique experience.

new destinations. This annual planning tool is distributed to all members in addition to being provided to attendees at industry conferences throughout the year. The spotlight is a full page with editorial and photos and is only offered to one city in each state.

Groups, Conventions, Sports and Festivals:

In Proposal:

1. Joy Holiday Tour Bus – multiple trips from May to October 2018, estimated 150 room nights.
2. California Nevada Hawaii State Association Emblem Club (CNHSAEC) – Annual Convention: April 2020, for an estimated 550 room nights.
3. California County Superintendents Services Association – Quarterly General Membership Meeting: October 2019, for an estimated 167 room nights.
4. Mills Entertainment – Weekend Destination Wellness Event: June 2018, for an estimated 530 room nights.
5. National Tour Association Third Quarter Board of Directors Meeting: August 2018, for 43 total room nights.
6. Visit California Outlook Forum: February 2019, for a possibility of 1,800 room nights. (Redding was not chosen).
7. California Continuation Education Association Conference: April of 2019, for an estimated 650 room nights.
8. 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.
9. BASS Nationals Fishing Tournament: 2019; Shasta Lake is being considered for a return event with anticipated 300 room nights.
10. 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.
11. 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.
12. Fundracer Events: Great Inflatable Race in 2018/2019. The event organizer is preparing to submit an application for use of Enterprise Park.
13. International Senior Softball Association: Big League Dreams is being considered for an upcoming tournament series, which anticipates 2,500 to 5,000 room nights.

14. 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.
15. National Youth Sports Association: Foothill High School is in discussion with the event organizer to determine viable dates for Spring Champion Tour Series. This event would bring in 50 to 100 teams for each of three tournaments, estimating 450 room nights.
16. 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.
17. State Basketball Championship: Shasta County is being considered for the largest qualifier-based middle school tournament in the West, which anticipates in excess of 5,000 room nights.
18. Super Retriever Series: Shasta County is being considered for the Retriever Trials and Super Dock Dogs events. Anticipated rooms nights are between 100 and 500.
19. Tough Mudder: Nash Ranch is being considered for this event, which has the potential to bring 1,500 to 2,500 room nights.
20. USA Cycling: Mt. Shasta Ski Park is being considered for a 2019 event, anticipating at least 5,000 room nights.
21. USA Ultimate: The California Soccer Park is being considered for a 2018 or 2019 tournament. Anticipated room nights are between 750 and 1,000.

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. Wild West Bass Trail Team Tournament: Feb. 17, 2018; Holiday Inn – estimated 100 room nights.
3. CalPERS Benefit Education Event: Feb. 8-10, 2018; Red Lion Hotel – 170 room nights*.
4. International Association of Avian Trainers and Educators Conference, Feb. 21-24, 2018; Turtle Bay Exploration Park*.
5. CalWORKS Association Training Institute: April 17-19, 2018; Holiday Inn & Red Lion – estimated 760 room nights.
6. California Narcotic Officers' Association (CNOA) Bass Tournament: April 21-22, 2018; Shasta Lake*.
7. Good Times Travel Tour Company: September 2018, Hampton Inn & Suites – 64 room nights.
8. 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.

9. 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.
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. Wild West Bass Tournament: Jan. 25-28, 2018: 298 total room nights and a reported economic impact of \$335,313.

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