

# COMMUNITY SERVICES ADVISORY COMMISSION REPORT

## Redding Convention & Visitors Bureau (RCVB)

April 2018

### Tracking TOT

Lodging property revenue reported in April was \$4,047,308.30, which is the actual lodging business revenue for March, generating \$404,730.83 for the City of Redding. This is a 5.8 percent increase over April of 2017, for a fiscal year-to-date increase of 7.2 percent.

### Turtle Bay Numbers

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

	April – 2017		April – 2018
Directions	92		37
RV Info	0		9
Hotel Info	2		9
Marina/Camping	9		8
Food	21		28
Shopping	6		16
Activities/Maps	249		334
Total Visitor Requests	379		441

### Marketing and Advertising:

1. The Redding Convention and Visitors Bureau (RCVB) promoted Redding’s waterfalls for the spring season in an April targeted e-blast with Hot Spot Travel, which specializes in exclusive newsletters to potential travelers. The e-blast was opened 62,915 times, prompting 3,353 users to the Visit Redding website, generating a 5.3 percent click through rate, all of which were new visitors. Web traffic from the e-blast consisted of 25.1 percent of all visitors to the Visit Redding site from April 4-10.

**SPECIAL ADVERTISING SECTION**  
**HOT SPOT TRAVEL**  
Best of the West

**Leavenworth, WA** Take the great outdoors up a notch! Experience this Bavarian village nestled in the magnificent Cascades, a four-season mecca with virtually unlimited outdoor recreation. Hike, bike, climb, golf, kayak, raft, or paddleboard just minutes away. Combine outdoor adventure with award-winning Bavarian delights like festivals, architecture, music, theater, food and local wine to relish your unforgettable escape to Leavenworth. Willkommen!

**Redding, CA** If you want to go for a nice walk (or run or ride), Redding has a trail for you...several dozen in fact! Redding is the proud home of 225 miles of trails within a 15-mile radius of town, making it "the gem of the U.S. Trail System" (see thanks, San Francisco Chronicle). Take your pick: Set out from the popular Sundial Bridge - hub of the Sacramento River National Recreation Trail - or pack some dirt on your mountain bike tires in Whiskeytown National Recreation area.

**LEAVENWORTH**  
UNIVERSITY  
The Mountain Gateway  
509.548.5807  
Leavenworth.org

**Visit REDDING**  
CALIFORNIA  
800.874.7542  
VisitRedding.com

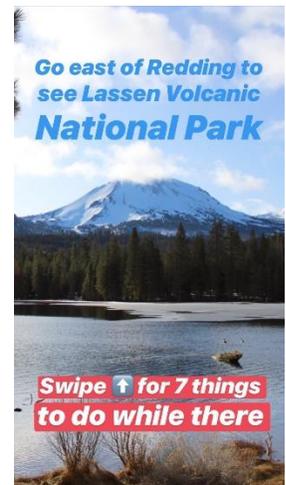
Leavenworth, WA

Redding, CA

2. The RCVB chose to highlight Redding’s extensive trail system in the April/May edition of National Geographic Traveler Magazine, targeting and inspiring an audience searching for its next vacation. The magazine has a circulation of 225,000 and reaches 24 western states. The ad brought in 337 leads requesting more information about the Redding area.
3. Redding decided to run the sponsored story [The Most Waterfall Time of the Year](#) in the March Weekend Sherpa e-newsletter and on the Weekend Sherpa website, in addition to two Visit Redding ads. This is a targeted audience in Los Angeles and the Bay Area looking for outdoor recreation. The story was read 27,756 times.

**Public Relations:**

1. The RCVB hosted travel writers Jené Shaw of Visit California and Katie Hammel of ShermansTravel Magazine in Redding. Shaw, who was a result of a contact made from the San Diego Travel & Adventure Show in January, posted 18 Instagram stories with Visit California’s account (336,000 followers) on her trip featuring a combination of videos and photos highlighting activities and icons in the Redding-area (see right). The posts reached a total of 156,690 people, totaling 180,360 impressions, which is on par with what Visit California typically sees with Instagram stories, said Jeff Tang, the Visit California social media manager. Hammel was on assignment as a result of a January’s personal deskside meeting in New York with Laura Motta, the director of publishing for ShermansTravel.



Articles were posted from the RCVB’s efforts of hosting travel writers from earlier in the fiscal year. Garrick Ramirez’s article was published in Via Magazine’s Summer 2018 edition to highlight activities for a weekend in Redding, which included Lake Shasta Caverns, the Sundial Bridge, Shasta State Historic Park, Turtle Bay Exploration Park, and Wilda’s Grill. As a result from a summer visit by Marguerite Cleveland of NorthwestMilitary.com, the article [Northern California – The Ultimate Summer Vacation](#) appeared online and in its printed Summer 2018 Guide for inspired travelers and military families in the Pacific Northwest. The RCVB also partnered with the Sheraton Redding Hotel to host Nancy Brown of What A Trip – a Bay Area-readership blog focused on active adventure for baby boomers – for a fly fishing trip during her hosted stay in Redding by the Sheraton.

2. In an effort to promote Redding through a controlled voice, the RCVB published two blog posts in April. The RCVB chose to partner with Expedia.com to publish [6 Amazing Waterfalls Just Outside of Redding](#), keeping the ‘variety in proximity’ message alive by staying at a hotel in Redding and venturing to eye-popping waterfalls surrounding the city. Due to the high volume in traffic for waterfalls on Visit Redding’s social channels, the RCVB chose to run a targeted

campaign for the blog on Facebook and Instagram. The campaign reached 15,240 people, generating 20,638 impressions and 999 engagements for a cost per engagement of \$0.07. The other blog, [Craft Beer & Food Truck Friday's at Wildcard Brewing Co.'s Tied House](#), is part of a blog series for restaurants, wineries and breweries to market the California Cultural District with Redding original establishments.

3. The RCVB partnered with the Redding Peace Officers' Association to promote a new annual event called the Never Forgotten Games, a fitness competition event designed to honor five fallen North State law enforcement officers and their families with proceeds going to benefit local youth and community charities. The RCVB team assisted in securing team registrations, marketing with logo and image creation (pictured right) along with public service announcements on local radio stations, radio advertisements in the Sacramento area, targeted social media campaigns in the Bay Area, Sacramento and Redding; public relations through press releases to set up event coverage; and pre-event promotion through radio interviews on Carl Bott from Free Fire Radio (KCNR 1460-AM) and Billy and Patrick Morning Show on KNCQ-FM (Q97). The RCVB also secured a videographer and drone pilot to shoot footage for the event to help for promotion for next year.



### **International:**

1. To save money and still meet with top executives of international tour operator and media organizations, the RCVB office attended the 2018 California Cup Event in Napa. There were approximately 100 attendees from Korea, Japan, China, Australia, Canada, Mexico, Scandinavia, Germany, Switzerland, United Kingdom, and the U.S. The outcome of the meetings were as follows:
  - Germany – Marketing Services International (MSi), the marketing company for Visit California in Germany, said it will put a person in Germany doing appointments for us in addition to what Visit California does, but we need to contract directly with them. This idea will be evaluated for the 2018-2019 fiscal year budget.
  - United Kingdom – Black Diamond, the marketing company for Visit California in the UK, said it can push out the UpState California idea and thinks it will work well. We informed them that we are looking at their competition for a project due to a limited budget, so they will look at what they can put together for us in our price range. In addition, a travel writer and broadcaster for the UK is looking for new U.S. material and said he is willing to do some public relations work for us and blog, posting stories about Redding. Also, North American Travel Service said it will look at selling trips to Redding based upon the itineraries we will be creating for them.

- Scandinavia – Visit California’s in-country representative has been working with us to sell us as Authentic America. This trip helped to solidify a plan which will be finalized at IPW in May.
- Switzerland – The Destination Management Company (DMC) in Switzerland has offices in Florida and they are willing to add content to its website as well as our itineraries.
- China – Due to the RCVB’s work with WeChat in China, Shanghai Spring International Travel, the largest private travel service with more than 4,000 employees, has agreed to come to Redding to create itineraries they can sell.
- Canada – All of the organizations from Canada were media and they all agreed to look at content we can send to them for distribution in both print and digital. Most of them will expect the RCVB to buy an ad to get the editorial content, so we will evaluate the offer, coverage, and readership of each to find the best fit.
- Mexico – The media from Mexico at this event are bringing very high-end business to the U.S. so we will have to work with different companies to grow our business from Mexico.
- Yosemite – The regional general manager of Tenaya Lodge said he has seen more advertising about Redding in the last couple of years than he has ever seen. He said we are doing a good job of getting our name into the tourism market.
- Lux Bus out of San Jose wants to start doing business north of San Francisco, so we will begin working on how we can partner to get more bus business into Redding.

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

1. Meeting Professionals International Global Meetings Industry Day Tradeshow; April 12; Sacramento, Calif.; Jennifer Fontana;
2. Visit California Los Angeles Media Reception; April 24; Los Angeles, Calif.; T.J. Holmes;
3. National Association of Sports Commissions (NASC) Symposium; April 23-26; Minneapolis, Minn.; Sabrina Jurisich;
4. California Cup; April 22-26; Napa, Calif.; Laurie Baker.

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

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

1. The Film Shasta office responded to 11 production requests for location, crew, and permit assistance, and hosted four productions (pictured right) with 15 shoot days. Film Shasta’s April Facebook campaign focused on highlighting our local film incentive, which reached 56,591 people, collected 785 engagements while the Film Shasta Facebook audience grew by 46.9 percent (503 fans) from March.



2. The Shasta County Sports Commissioner attended the National Association of Sports Commissions Symposium. This annual sports industry event connects event owners with destinations and offers educational components keeping attendees up to date. Out of 37 scheduled appointments, two are already in the process to bring events to Redding in the 2018-19 fiscal year. Another 29 events have strong potential and will require further review to determine if they fit for Redding. Keeping up with last year's trend, a majority of leads are from softball associations and fishing tournaments.
3. The RCVB promoted the Whiskeytown Waterfall Challenge on behalf of Shasta Trail Runs with a targeted social media campaign, reaching 10,014 people in the Bay Area, Sacramento and Redding areas. In addition to advertising, the RCVB provided welcome bags with area information and Visit Redding gifts for participants. The Whiskeytown Waterfall Challenge had 65 percent participation from out-of-area runners and Shasta Trail Runs continues to see increased participation from each of its events. See below for details on other local collaborative events.

\*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 12, 2018; Ross Ranch;
4. 49er Originals: June 23, 2018; Enterprise Park;
5. Firereel Film Festival: October 2018; Cascade Theatre;
6. Shasta Trail Runs: Multiple Events 2018-19; Whiskeytown National Recreation Area;
7. CASA Superhero Run: Nov. 4, 2018; Redding Civic Auditorium.

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

#### **Generating new group business for meetings and conventions:**

1. The RVCB decided to attend the Meetings Professional International Global Meetings Industry Day Tradeshow to showcase Redding to potential meeting planners. During the tradeshow, about 25 meeting planners stopped by the booth to learn more about holding a meeting in Redding, 16 of which agreed to a site visit to tour a minimum of two hotels in Redding with meeting space. Follow-up will be conducted to confirm interest and schedule dates for future site visits with the goal of increasing potential for Redding to be considered as a location for their client's meetings.

In addition, an educational session was attended to learn about the latest information and practices to help hotels with waste reduction for both large and small meetings and conferences.

2. During the month of April, the California Work Opportunity and Responsibility to Kids (CalWORKS) Annual Training Institute Conference was held at the Holiday Inn and Red Lion Hotels, which had approximately 307 attendees and brought in 719 room nights. Initial contact with CalWORKS was made in August of 2017 when a request for proposal (RFP) was sent out to Redding and 12 other counties in Northern California. After months of follow-up, collaboration with both hotels and multiple site visits, the contract was signed in November 2017 to hold the conference in Redding. The RCVB assisted with photos for marketing materials, supplying Visit Redding branded bags that were used for the duration of the conference. Each attendee received a Mt. Shasta Chocolate Bar where all of the profits go back into the restoration and conservation of local trails. Attendees visited many attractions (pictured right) and restaurants during their stay including the Lake Shasta Caverns, Turtle Bay Exploration Park, Sundial Bridge, Mosley Family Cellars, CR Gibbs, Cicada Cantina, and Market Street Steakhouse. Video and photos were taken at the conference and the RCVB is working to obtain release to use the video for promotion of conferences in Redding. Follow-up survey questions were sent out to all attendees to acquire more feedback about their experience in Redding.



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

#### **In proposal:**

1. United Post Master and Managers Convention: April 2019, for an estimated 200 room nights.
2. National Tour Association – Third Quarter Board of Directors Meeting: August 2018, for 43 total room nights.
3. California Continuation Education Association Conference: April 2019, for an estimated 650 room nights. (Redding was not chosen due to proximity to a large airport.)
4. Annual Rotary District Conference: May 2020, for approximately 400 attendees.\*
5. 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.

6. BASS Nationals Fishing Tournament: 2019; Shasta Lake is being considered for a return event with an anticipated 300 room nights.
7. 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.
8. 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.
9. Fundracer Events: Great Inflatable Race in 2018/2019. The event organizer is preparing to submit an application for use of Enterprise Park.
10. 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.
11. 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.
12. 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.)
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 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.
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 was selected to host a tournament series with an anticipated room-night total of 1,500 to 2,500.
7. 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.
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.

Recent:

1. California Narcotic Officers' Association (CNOA) Bass Tournament: April 21-22, 2018; Shasta Lake.\*
2. CalWORKS Association Annual Training Institute Conference: April 17-19, 2018; Holiday Inn & Red Lion – 719 room nights.

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