

COMMUNITY SERVICES ADVISORY COMMISSION REPORT

Redding Convention & Visitors Bureau (RCVB)

Quarter 2 – Fiscal Year 2020-21

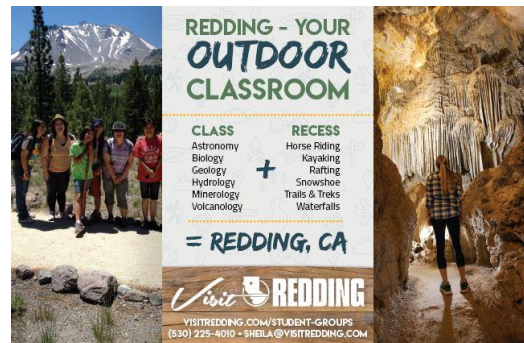
Overview:

Monthly reports are stored on the Visit Redding website which are just a small sample of what is accomplished out of the Redding CVB office on a monthly basis. This quarterly report is a smaller overview of all three months along with a dashboard to show program analytics. For detailed monthly reports from the RCVB, go to: <https://www.visitredding.com/TMBIDDocs>.

October 2020:

Film Shasta was a sponsor for the virtual Location Managers Guild International (LMGI) Awards Show, giving coverage in two e-newsletters, a press release from Broadway World, and additional coverage from Deadline, Variety, and The Hollywood Reporter which are key industry trade publications. The virtual show has had nearly 3,000 views.

In preparation for when schools are back for in-person learning, “Redding – the Outdoor Classroom,” was advertised in Group Tours Magazine along with an advertorial. Group Tours Student Edition has a print distribution of 31,200 combining educators, tour operators, homeschoolers, group leaders, and group travel agents.



The Redding Visitors Guide was updated with two new pages featuring a map of the Redding area and a list of Redding area lodging properties. The new pages were created in response to visitor feedback asking for maps and hotel information at both tradeshows and the visitors center.



November 2020:

Film Shasta along with Long Beach, FilmLA, and Placer Lake Tahoe participated on a panel discussing the state of on location filming in California. Promo reel can be found here: <https://youtu.be/cgvnVpP394s>.

Redding joins Huntington Beach, CA, Fort Myers, FL, and several other cities offering up a historical tour of local landmarks, predominately around downtown Redding that can be easily accessed by cyclists. The tours on the national Pedego App can be accessed by smartphone:

- Google Play: <https://play.google.com/store/apps/details?id=com.toursphere.pedego>
- App Store: <https://apps.apple.com/us/app/pedego-ebike-tours/id1488377636>

A social media carousel campaign ran on Facebook and Instagram that featured the following ad groups: Redding Garden of Lights, things to do, national and state parks, and caves in the region. The campaign promoted Redding to people outside of the area and totaled 10,777 clicks in November.



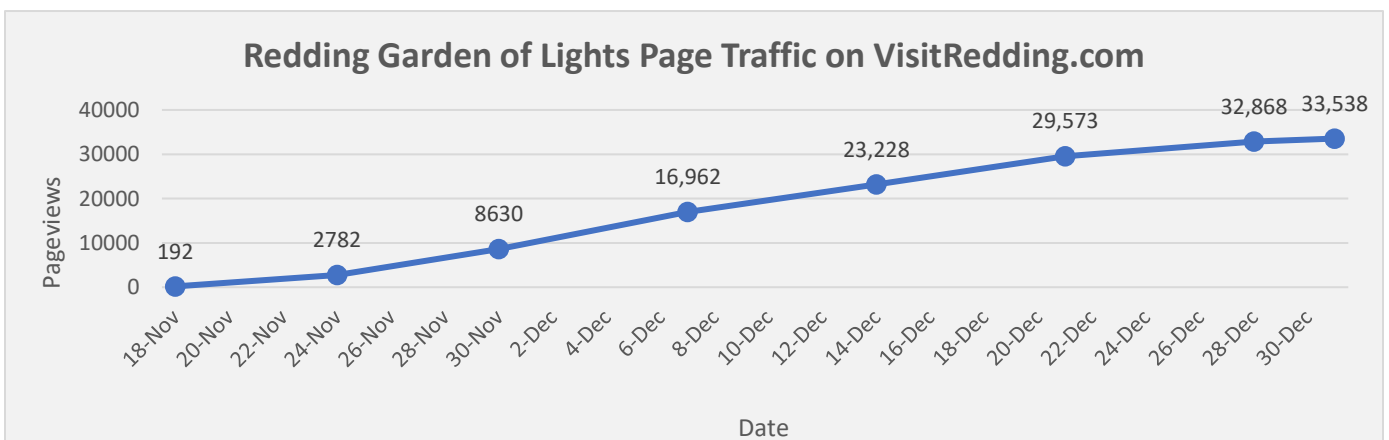
Itineraries by Locals campaign, one of the Redding City Identity Project’s “20 Ideas by 2020,” features eight itineraries that were put together by our team after dozens of interviews with locals to share their insights, secrets, and must-do activities to share their ideal "one day." A toolkit was created consisting of branding assets, social graphics, sample social media copy, and print versions of the itineraries to help other organizations share these itineraries. Download the toolkit here: <https://bit.ly/2VsTS6o>. To date the itineraries have been viewed more than 2,800 times.

December 2020:

Film Shasta connected with filmmakers from 46 countries at FOCUS which is typically held in London but was offered virtually in 2020. During the event, 149 connections were made and over 40 one-on-one meetings occurred with filmmakers actively working on projects.



The Redding Garden of Lights campaign was integrated across all marketing channels – streaming and mobile video, digital banner ads, social media, SEM, and promotion on VisitRedding.com. The Redding Garden of Lights landing page on the Visit Redding website received 33,538 pageviews and there were 9,007 clicks from VisitRedding.com to the official Redding Garden of Lights website – a 26.87 percent click-through rate (CTR). A total of 87.56 percent of the VisitRedding.com Redding Garden of Lights landing page views were from outside the Redding area. In SEM, the Redding Garden of Lights ad group had 10,318 clicks in December and had a 29.79 percent CTR. The videos promoting the attraction were viewed more than 80,000 times across Facebook, Instagram, and YouTube in a paid social campaign.



The Redding CVB participated in two virtual tradeshow booths in quarter two – *Travel Week Europe Virtual Live* with Brand USA and *Western States Expo* with Visit California. These shows combined destination education, networking, one-on-one appointments and brochure, map and itinerary downloads.

Redding partnered with North Tahoe, South Tahoe, and Visit California to present these destinations to 97 Hotelbeds.com travel agents in a webinar promoting Redding’s exceptional winter adventures with the goal to bring more tourism to Redding during the slower months of the year. Bedsonline.com Redding lodging establishments were featured as places to stay while enjoying Redding’s winter months. This was a big win for Redding because until recently we couldn’t get the HotelBeds to add Redding to their large online network. Redding now has a destination section on their site along with a list of Redding and surrounding area properties willing to pay to be on the site. All the Redding CVB can control is the landing page describing the destination. View the landing pages below:

- <https://promo.bedsonline.com/en/us/redding/promotional/deals/>
- <https://promo.bedsonline.com/en/visitcalifornia/promotional/campaign/deals/>

Examples of quarterly campaign images:



SportsStars Magazine Ad



Tripadvisor Banner Ad



Garden of Lights Digital Ad



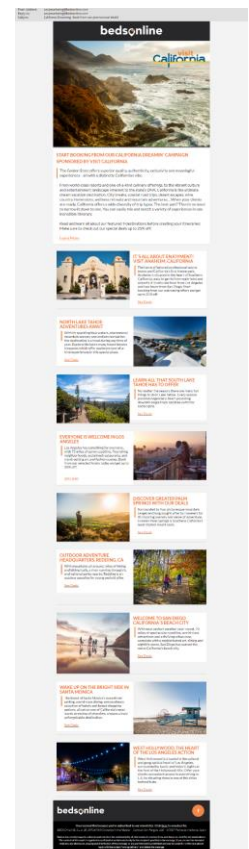
Sports Destination Management e-blast



SportsEvents Facebook Post



Hulu Ad



Hotel Beds Newsletter

Marketing Dashboard for Q2 of 2020-21:

Campaign	Description	Links/Location	Reach/Outcome
Digital banner ads	Promoting Garden of Lights + Trip Advisor Ads		1,013,594 impressions, 2,083 clicks
Hulu	Hulu commercials in Bay Area targeted to travelers		178,396 impressions
World of Locations Magazine	Burney Falls featured on page 70, Film Shasta ad on page 101	https://bit.ly/3jVUgFD	35,000 UMV
SportsStars Magazine ads in Bay Area	“Garden of Lights” “Ride & Glide”	https://bit.ly/3aWaCMk https://bit.ly/2L591ZR https://bit.ly/3mYNOy8 https://bit.ly/3rGglvT	Print distribution of 65,000; engaging over 42,150 social followers
SportsEvents Magazine	California Soccer Park	https://bit.ly/3n2Tbw0	Page 24 & 56
Visit Redding Blogs	Most read blog in Q2 was “The 11 Best Hikes in Northern CA”	Five new blogs posted <i>Links on Page 6 table</i>	32,447 total Q2 pageviews
Visit Redding SEM campaign	“Redding Garden of Lights” was the top campaign category	Google/search to drive VisitRedding.com traffic	22,878 Total Clicks 9.38% Total CTR
Active NorCal leisure campaign	6 articles, 3 videos published in Q2	1,111,210 ad impressions 2,099 clicks, 0.19% CTR	36,166 video views
Travel Writers	Hosted two travel writers in Q2	Four published articles	70,990 UMV
Film Production Inquiries/Requests	6 local inquiries	12 inbound inquiries	18 total inquiries
Film Permits Submitted	Reflects public land locations only	9 inbound, 2 local	11 total permits
Productions Filmed	2 local, 42 shoot days	6 inbound, 18 shoot days	8 total, 60 days
Visit Redding Website	93,318 users, 85% outside Redding	+33% New Users than Q2 2019-20	282,378 pageviews
Visit Redding Social	1,837,432 impressions	71,050 engagements	49,572 followers
Visit Redding Video	179,275 video views	87,841 minutes watched	
Film Shasta Website	1,226 sessions	2,402 pageviews	1,026 users
Film Shasta Social	68,464 impressions	10,023 engagements	12,730 followers
Hotel Occupancy	YTD September 2020 vs 2019	Bend, OR -26.9%	Redding -24.5%
Arrivalist	Tracking sample of Visit Redding site users who then showed up in Redding		334 Arrivals

Published/Earned Media Articles about Redding during Q2 of 2020-21:

Publication	Article	Link	Reach (UMV)
Sotheby's Reside Magazine	Starry-Eyed Destination	https://bit.ly/2HsXvWe	593,560
Sotheby's Reside Magazine	Starry-Eyed Destination	Print	100,000
Active NorCal	5 Underground Adventures in Northern California's Shasta Cascade	http://bit.ly/2LnFoTz	212,790
SoCal Pulse	Getaway: Chasing Waterfalls in UpState CA	https://bit.ly/2TCSPQK	30,000
Active NorCal	Fall Color Road Trips in Northern California's Shasta Cascade	http://bit.ly/3ofO8tL	212,790
Family Travel Forum	Next Stop: The Mountain Town of Redding	https://bit.ly/3fqFpkF	22,515
Family Travel Forum	Top Holiday Light Celebrations Across America	https://bit.ly/33cXTjP	22,515
Taking the Kids	Holiday Lights are everywhere - annual family guide to the best & brightest	https://bit.ly/36Uf5eQ	1,900
Active NorCal	Redding Garden of Lights Brings a 'One Million Light Experience to Northern CA'	http://bit.ly/3pOrER0	212,790
California Travel	Things to Do in Redding, CA and nearby	https://bit.ly/35VD7H3	24,060
Active NorCal	Winter Bucket List for Outdoor Adventurers in Redding, California	http://bit.ly/2LfcEwl	212,790
Record Searchlight	The Buzz: Redding lights up for the holidays Nov. 27	http://bit.ly/37SyZbU	174,465
Lonely Planet	6 Most Underrated Views and Vistas in America	https://bit.ly/3nwiRCB	3,626,779
Active NorCal	6 World-Famous Fishing Destinations in Northern California's Shasta Cascade	http://bit.ly/2X74wke	212,790
Only In Your State	Lake Shasta Caverns was Just Named One of The Most Underrated Views in the U.S.	https://bit.ly/3mgvYpJ	3,613,830
Active NorCal	6 Magical Hikes Near Redding, California	http://bit.ly/38ZqE5D	212,790
Visit California Now	Where To See Holiday Lights in California	https://bit.ly/2Knv5i0	572,744
Active NorCal	Adventurers Discover Rare Views of a Snowy Cinder Cone in Lassen Volcanic National Park	http://bit.ly/2WViOnW	212,790
		Total Reach (UMV)	10.27 million

Blogs published in Q2 of 2020-21:

Five blogs were posted to the Visit Redding website during Q2 to create travel inspiration when it is safe and acceptable for people to travel. View all blogs at www.visitredding.com/articles.

Blog Title	Link
Best Waterfall Hikes in Redding, CA During the Shoulder Season	http://bit.ly/392yprs
6 Places to Catch a Stunning Sunset in Redding, CA	http://bit.ly/3hFS3xz
How To Have a Perfect Girls Weekend in Redding, California	http://bit.ly/3pRTsng
The Joys of Snowshoeing the Lassen Volcanoes	http://bit.ly/2KKubN6
An Insider's Guide to Mt. Shasta Ski Park	http://bit.ly/3htSxGF

Newsletters:

Newsletters were distributed to three different audiences in Q2: leisure travel, local newsletters, and film. Results are below:

Audience	Project Title	Link	Outcome (Open Rate)
Travel	Fall Consumer newsletter	https://conta.cc/2H2c7w6	2,152 opens (20%)
Travel	Winter Consumer newsletter	https://conta.cc/3r83CBW	1,693 opens (16%)
Local	October newsletter	https://conta.cc/320IF0R	158 opens (38%)
Local	November newsletter	https://conta.cc/2HyfNG5	189 opens (36%)
Local	December newsletter	https://conta.cc/3hpJMxq	150 opens (30%)
Film	October Local newsletter	https://conta.cc/3jypMc5	193 opens (34%)
Film	Cast and Crew call	https://conta.cc/2ItdgNC	208 opens (36%)
Film	FOCUS Follow Up	https://conta.cc/34zJDm4	74 opens (51%)
Film	Holiday email	https://conta.cc/3olp9VB	576 opens (27%)

Film productions:

Film Shasta supported the following film projects, which have not been previously reported.

Filmed	Project Title	Project Genre	Link
2015	The Punished (previously titled The Altruist)	Indie Film, <i>released 8/6/18</i>	https://amzn.to/3hreQgo
2019	Strange World, Season 1, Episode 3	TV, <i>aired 8/26/2019</i>	https://imdb.to/2WTHNbg
2019	Crystal Geyser	Commercial, <i>aired 7/7/19</i>	https://bit.ly/34ROT15
2019	With Love, Wyatt	Short, <i>released 12/4/20</i>	https://bit.ly/38ODYtn
2019	Empyrean Trailer	Short, <i>released 02/19/20</i>	https://bit.ly/3n2kN4D
2019	McHale Signs	Commercial, <i>released 12/30/19</i>	https://bit.ly/38Lp0V6
2019	California 101, Shasta Cascade Road Trip	Commercial, <i>released 1/ 8/20</i>	https://bit.ly/34XHxwf
2020	Prudential	Commercial, <i>released 12/3/20</i>	https://bit.ly/3mZocB5
2020	The Adventure Challenge	Commercial, <i>released 7/21/2020</i>	https://bit.ly/3aWLuW2