



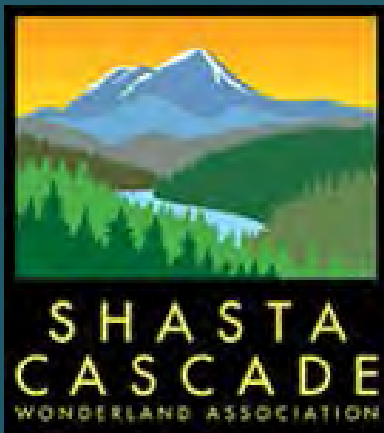
Introduction to the
Tourism
Community



Brand USA was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and to communicate U.S. entry/exit policies and procedures to worldwide travelers.



Visit California is a nonprofit organization with a mission to develop and maintain marketing programs — in partnership with the state's travel industry — that keep California top-of-mind as a premier travel destination.



The Shasta Cascade Wonderland Association, a non-profit destination marketing organization, is dedicated to promoting economic development through recreation and tourism in the region's eight counties: Butte, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity.

RCVB:

Redding Convention & Visitors Bureau



CVVB 101

RCVB = DMO x TOT + TMBID(RTMG) ~ COR(CSAC) + SCWA

Got all that??

The **Redding Convention & Visitors Bureau** is a Destination Marketing Organization, funded by the Transient Occupancy Tax and a Business Improvement District assessment of Redding lodging properties, known as the Redding Tourism Marketing Group. RCVB is overseen by the City of Redding's Community Services Advisory Committee and the Shasta Cascade Wonderland Association.

TOT & TMBID 101

TOT = Transient Occupancy Tax

Paid upon each night's stay in a Redding hotel, B&B, & RV Park
(Not Camping, not VRBO, not Houseboating)

IN REDDING: 10%

TMBID – Tourism Marketing Business
Improvement District

A 2% tax assessment of Redding lodging properties, separate
from City of Redding taxes

History

- Once upon a time: department of the City of Redding, focused on Conventions & Meetings
- Shifted focus to Tourism Marketing, used 'hub & spoke' message to emphasize regional attractions
- City privatized the CVB to the Shasta Cascade Wonderland Association
- Funding % was reduced, so Redding hoteliers chipped in marketing \$\$ via TMBID

In other words

We entice people to come to Redding, stay in hotels, and spend \$\$\$ in the community.

Visit
REDDING
CALIFORNIA



How?



VisitRedding.com • Event calendar, articles, dining guide, business listings, travel tools, and more



Print Marketing & Brochures • Magazine ads, trails guides, maps, and more



Digital Marketing & Social Media • Banner ads, newsletters, photo contests, and more

How?



TV/Radio • Ads in Bay Area, Reno, Oregon, and more



Trade Shows • LA Travel & Adventure Show, Gilroy Garlic Festival, and more



Media & PR • Bloggers, Family sites, Travel Writers, Radio Hosts, Journalists

★ *gem* ★
· OF THE ·
U.S. TRAILS SYSTEM
- San Francisco Chronicle

UNOFFICIAL CAPITAL OF
Kayaking
- TIME

9 STATE
PARK
designations

5 NATIONAL
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designations

TOP 10
Fishing Town
in North America
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city
IN CALIFORNIA
-NOAA



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TICKET
NO. 0123791230

TICKET
NO. 0123791231

**EVENT
CALENDAR**



TRAILS



FISHING

Redding For An Adventure

With mountains all around, miles of hiking and biking trails, a river running through it, and national parks nearby, Redding is an outdoor paradise for young and old alike. Cradled by Mount Shasta and Mount Lassen, Redding has 300+ sunny days per year. It's a great place

Travel Tools

-  [Travel Planner](#)
-  [Visitor Center](#)
-  [Maps](#)
-  [Newsletter](#)
-  [Transportation](#)
-  [FAQ's](#)



If you want to go somewhere convenient where you already have the menu memorized, we have a steady supply of those eateries. If you'd rather be surprised and challenged, Redding has plenty of options for that taste, too! Whether you need a quick bite before you hit the trails or a long meal on a scenic patio, Redding's 300+ restaurants, bars, and cafés will have something to... [More Information](#)

(530) 246-2926



Casa Ramos Mexican Restaurant

Casa Ramos serves up the best in delicious and authentic Mexican cuisine. Many dishes are from the Ramos family collection. The menu is varied to suit everyone's taste. In addition to the traditional fare, we have heart-healthy dishes, vegetarian dishes, and a fun children's menu. You'll find wonderful food, warm hospitality, and a festive atmosphere at every Casa Ramos location. [More Information](#)

925 Hilltop Drive
Redding, CA 96001
(530) 243-2493
[View Website](#)



Castle Lounge

Dining in Redding is delicious! There are options for every budget and style. If you want to go somewhere convenient where you already have the menu memorized, we have a steady supply of those eateries. If you'd rather be surprised and challenged, Redding has plenty of options for that taste, too! Whether you need a quick bite before you hit the trails or a long meal on a scenic patio, Redding's 300+ restaurants, bars, and cafés will have something to... [More Information](#)

1647 Hartnell Ave
Redding, CA 96002
(530) 222-2485



Cattlemens Restaurant

Cattlemens Restaurant has been in business for over 40 years serving Great Steaks and Good ol' fashioned Western Hospitality. Cattlemens has been awarded "Best Restaurant in Redding." We are open 7 nights a week, and have private rooms available day or night, for your meeting or special event. All our meat is Harris ranch Beef and it is aged and hand cut on the premises.

2184 Hilltop Drive
Redding, CA
(530) 221-6295
[View Website](#)

Brochures

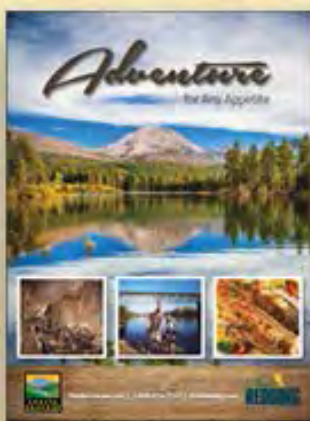
127% INCREASE
in distribution





Print

**High Country News • VIA • Sunset
Food & Travel • Cycle California
Shasta Cascade Visitors Guide
National Geographic Traveler
USA Today: Hunt & Fish • & more!**



5 NATIONAL
PARK
designations

★ *gem* ★
OF THE
U.S. TRAILS SYSTEM
- San Francisco Chronicle

UNOFFICIAL CAPITAL OF
Kayaking
- TIME

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CALIFORNIA



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MILES
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Digital

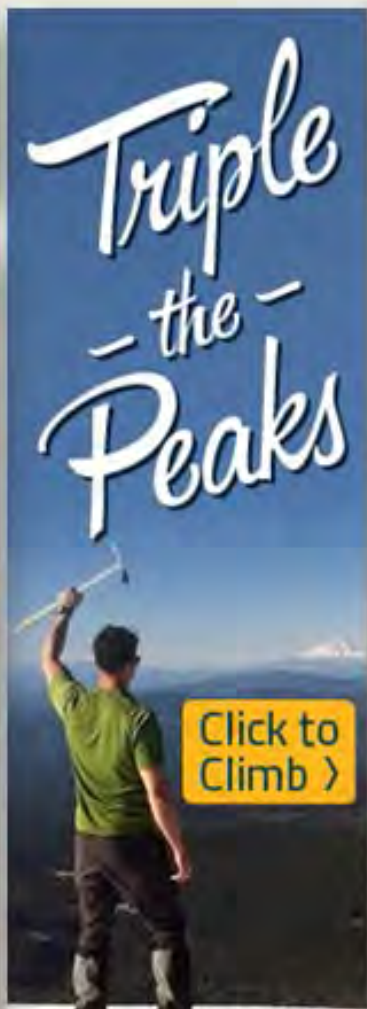
High Country News • VIA
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A News Café • Dog Trekker
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Natl. Geographic Hot Spot



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...or night!

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ADVENTURE

9 STATE
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city
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Television





Public Relations

The minute the kids spotted the creek, they jumped out of the car. I sat and watched them frolic and play just like I did as a child.

There is something about children playing in nature that is one of the most beautiful things to witness.

Lassen National Park is the most beautiful place on Earth.

Summer wouldn't be complete without a swim under a waterfall!

Thanks, Comfort Inn!



OC Mom Blog
ORANGE COUNTY MOM BLOG FEATURING THE BEST OF ORANGE COUNTY

Social Media

**INSTAGRAM
=
COMMUNITY
INVOLVEMENT**





Page

Messages

Notifications

Insights

Publishing Tools



Visit Redding
Non-Profit Organization

Create Call to Action

Share



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75% response rate, 2-days response time
Respond faster to turn on the badge

25K likes +33 this week

21,579 post reach this week

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See posts from other Pages

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"Your trust..." is performing better than 85% of your recent posts.

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ABOUT

Redding, California

Status Photo / Video Offer, Event +

Write something...

Visit Redding
Published by Gen Rcvb [?] · Just now ·

If you don't have plans for President's Day Weekend, yet, allow us to make a suggestion.





TWEETS 3,228 FOLLOWING 2,184 FOLLOWERS 2,850 LIKES 332 LISTS 1

Msit Redding Retweeted



World National Parks @WorldNatParks · Feb 7
Lassen Volcanic National Park



Retweet 8 Like 10 More options



Visit Redding @MsitReddingCA · Feb 8

@laney_bailey The @MtShastaSkiPark has tubing hills, and nearby Bunny Flats or Snowman's Hill are good sledding options.

Retweet 1 Like 1 More options [View conversation](#)



Visit Redding @MsitReddingCA · Feb 8

We always say the only thing #Redding is missing is an ocean, but that doesn't stop us from #surfing! [activenorcal.net/surfing-the-sa...](#)
#SUP #SUPsurf

Retweet 3 Like 2 More options [View summary](#)



Visit Redding @MsitReddingCA · Feb 8

A long #swim, the beauty of #NorthernCalifornia... and #finishline glory. [bit.ly/1GjD8rb](#) #triathlon



There's more to Tourism than Tourists!

Bus Tours, Filming, Meetings, Tournaments

Weddings, Retreats, Fairs, Camps, Festivals

Races, Reunions, Stewardship, Training, Media



GOAL



GROUPS

The Other “Tourists”

- Sales-driven
- Connecting with meeting planners, professional organizations, tour operators, leagues
- Attending Trade Shows
- Partnering with facilities, ie Civic Auditorium, Redding Soccer Park, Convention Hotels
- Meetings brochure

*All the fun of a traditional Redding getaway...
with a productive twist!*

Visit  **REDDING**
C A L I F O R N I A