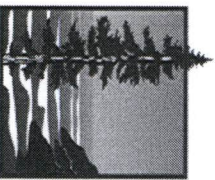


Humboldt County  
Convention & Visitors Bureau

# Destination Marketing Annual Report January 20, 2015

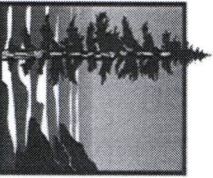


*California's*  
**REDWOOD**  
COAST



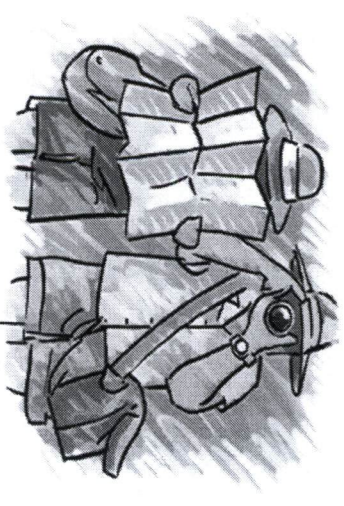
# What Does the CVB Do?

- The Humboldt County Convention & Visitors Bureau is the official destination marketing agency for the County of Humboldt, City of Eureka and over 300 tourism & hospitality businesses.
- We help to manage the Humboldt Lodging Alliance under an administrative agreement, but we are NOT the HLA! Apart from a 5% admin. fee, we receive no funding from the HLA for marketing or any of our programs.

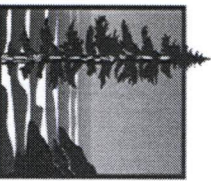


California's  
REDWOOD  
COAST

# So, What Do We Do? *Destination Marketing!*



- Advertising in print and digital media
- Website (redwoods.info) and social media channels
- Publicity outreach—"earned media"
- Publications and distribution
- Direct to consumer—travel shows, etc.
- Direct sales—group, meetings, weddings, niche and international markets
- Hospitality and familiarization trips
- Tourism industry leadership and development
- Regional and state partnerships



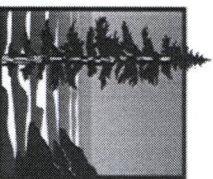
*California's*  
**REDWOOD  
COAST**

**Humboldt County Convention & Visitors Bureau**

# Transient Occupancy Tax

## Humboldt County Bed Tax Collections for FYE June 30, 2014

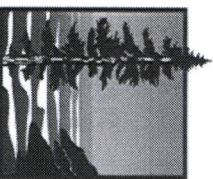
	12 months FYE 6/30/14	12 months FYE 6/30/13	\$ Increase	% Increase
Arcata	1,238,272	1,038,210	200,062	19.3
Eureka	2,125,460	1,986,203	139,257	7
Ferndale	171,668	112,230	59,438	53
Fortuna	507,449	443,451	63,998	14.4
Rio Dell	11,594	10,928	666	6.1
Trinidad	132,919	117,193	15,726	13.4
County Uninc.	<u>1,423,286</u>	<u>1,317,002</u>	<u>106,284</u>	<u>8</u>
	5,610,647	5,025,217	585,430	11.6



# Transient Occupancy Tax

## Bed Tax Collections for **First Quarter**, Fiscal Year 2014-2015

	3 months	3 months		
	<u>Jul-Sept 2014</u>	<u>Jul-Sept 2013</u>	<u>\$ Increase</u>	<u>% Increase</u>
Arcata	460,859	446,337	14,522	3.2
Eureka	857,821	732,217	125,604	17
Ferndale	42,349	27,864	14,485	52
Fortuna	203,737	194,729	9,008	4.6
Trinidad	68,394	63,824	4,570	7.2
County Uninc.	<u>576,734</u>	<u>534,322</u>	<u>42,412</u>	<u>7.9</u>
	2,214,648	1,999,293	215,355	10.8



# Tourism Industry Growth

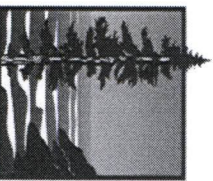
## Humboldt County Travel Impact 2012

**Visitor Spending:**      **\$339,000,000**

**+\$7,700,000      +2.3%**

**Employment:**      **4,640 jobs**

Source: Dean Runyon Associates



REDWOOD  
COAST  
*California*

Humboldt County Convention & Visitors Bureau

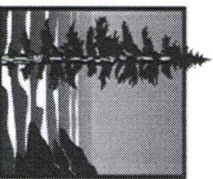


# What Did HCCVB Do?

## Advertising Reach

- Print advertising audience 37,200,000
- Online advertising audience 18,600,000

**Total impressions: 55,800,000**



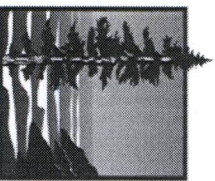
REDWOOD  
COAST

Humboldt County Convention & Visitors Bureau

# What Did HCCVB Do?

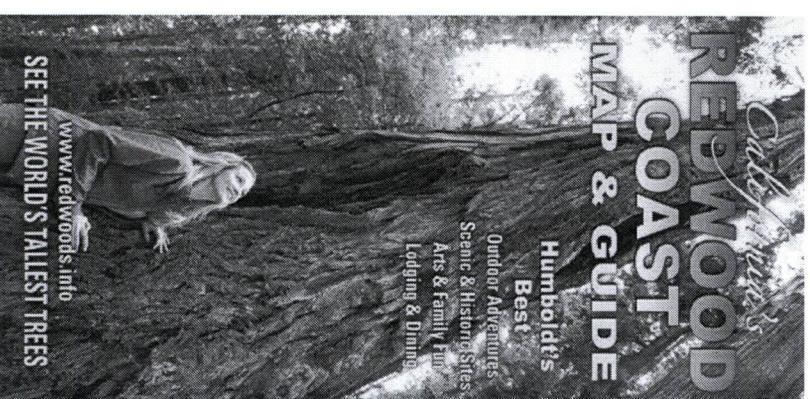
## Redwood Coast Travel Guide

- 250,000 nationwide distribution
- 13,000+ digital downloads
- Visitor information racks
- Trade & consumer travel shows
- Response piece mailed to inquirers
- California Welcome Centers
- S.F. Visitor Information Center
- Regional Visitor Centers
- Regional AAA Offices



*California's*  
**REDWOOD**  
**COAST**

Humboldt County Convention & Visitors Bureau

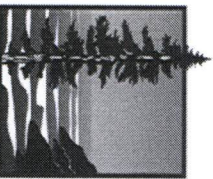


# What Did HCCVB Do?

## Consumer and Industry Shows

- Bay Area Travel Show
- Sonoma H&G Show
- International Pow Wow
- Sunset Celebration
- California State Fair

Gold Medal



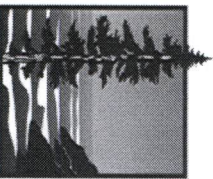
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**COAST**

Humboldt County Convention & Visitors Bureau

# What Did HCCVB Do?

## International Marketing

- North Coast Tourism Council Partnership
- VisitCalifornia and San Francisco CVB
- Receptive Tour Operators—Fam Trips
- International Pow Wow in Chicago
- Focus markets: Canada, UK, Germany, Asia
- Becoming “China-Ready”



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Humboldt County Convention & Visitors Bureau



# HCCVB Marketing Footprint

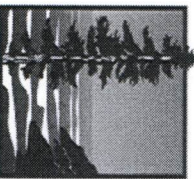
## All Marketing Channels



• Advertising impressions:	55,800,000
• Direct visitor interactions:	42,000
• Publications:	263,000
• Earned Media:	53,300,000
• Social Media	3,900,000
• Website visitors:	1,900,000

**Total: 115,205,000**

**Impressions and Interactions**



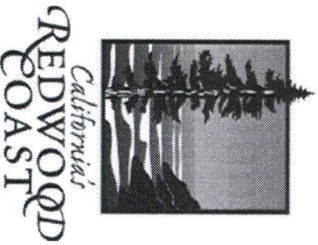
REDWOOD  
COAST  
California

Humboldt County Convention & Visitors Bureau



# Hospitality Committee

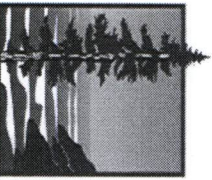
- Started meeting in November, 2014
- Committee includes tourism & hospitality businesses and chamber of commerce representatives
- Focus is on taking steps to help Humboldt become a world-class destination
- The CVB and HLA market *outside* our borders—but what happens once the visitor *arrives* in Humboldt?
- Held a planning Think Tank on January 15 at the Zoo, with 30 business, chamber and local government attendees.



# Airline Revenue Guarantee



- In response to requests from County and City elected officials and the Fly Humboldt Coalition, HCCVB agreed to coordinate \$500,000 in funds over two years.
- Of this amount, \$250,000 is coming out of the bureau's operating budget and contingency reserves. For FY 2014-2015, the budget impact is -\$25,000 (plus \$100,000 contingency reserves = \$125,000 for year one).
- Program impact: Elimination of consumer shows and of staff education/networking travel. Reduction of advertising spend.
- Next year the program impact will be MUCH WORSE.



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**COAST**

# Selling the Redwood Coast



2014  
Media,  
Marketing  
& Web  
Highlights



Humboldt County Convention & Visitors Bureau

# Print Marketing

## Sunset Specials

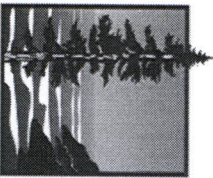
- Two full-page ads
- 80% off regular rates
- 5,000 reader leads

## Other Exclusive Deals

- Major discounts with
- Via, Nat'l Geo Traveler

## Total Market Reach

- 37M impressions



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Humboldt County Convention & Visitors Bureau

### SUPERSIZE YOUR AD

**MAKE IT EVENTFUL**

**ALERT! GEESE FLY! MAR 1-2**

Just west of Eureka, a flock of geese is migrating across the Humboldt Bay area. The geese are flying over the city and are visible from the city. The geese are flying over the city and are visible from the city.

**ROCKY BOTTOMS W/ A RAIN MAR 3**

Experience the beauty of the Humboldt Bay area. The geese are flying over the city and are visible from the city.

### HOT SPOT TRAVEL

Best of the West

Sonoma County less than 30 hours north of San Francisco. Enjoy the beauty of the Humboldt Bay area. The geese are flying over the city and are visible from the city.

### Come for the trees

See the world's tallest trees & California's wildest coast

Many places have trees. Many have beaches. Only one has the best and biggest of both. **Humboldt County, California's Redwood Coast.** After taking in the world's tallest trees of Redwood National Park and the Avenue of the Giants, walk on the coast at unspoiled beaches in the continental United States. The legendary Lost Coast.

**Hot Spot** For free travel guides, toll maps and lodging specials. Call 800-346-3462 or visit [www.humboldtcounty.org](http://www.humboldtcounty.org)

### Stay for the water

Free to Call

California's Redwood Coast

San Mateo County, CA

Your ad generated more inquiries than any advertiser.  
- Hot Spot Travel/National Geographic Traveler

# Web Marketing

## e-Newsletters

- Travel partner email blasts reach 1.5M people
- CVB emails double or more industry click/open rates

## Seasonal & Holiday Promos

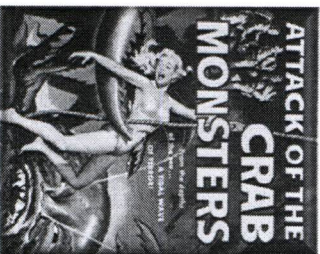
- Lodging & other specials on CVB site
- Specialized links on Google Ads & CVB site

## Google AdWords

- 19M impressions -- 156K -- 43 cents CPC
- More than 25 percent visit lodging pages

## Event Promotion

- Trinidad to Clam Beach Run
- Humboldt Restaurant Week
- Eureka Crab Crawl Festival



Your Facebook ad was the no. 1 source of traffic to our site.  
- Humboldt Restaurant Week

Humboldt County Convention & Visitors Bureau

Google redwoods visit

Redwood National Park - See the world's tallest trees  
www.redwoods.info (707) 443-5097  
Humboldt travel guide & maps

Redwood National Park  
Lodging Specials

Avenue of the Giants  
Seasonal Events

Plan HOT SPOT TRAVEL April 2014  
Best of the West

Cool California Getaways: Beaches, Rivers and Redwoods

Central Coast  
Redwood National Park  
Most Popular

Avila Beach, CA  
Redding, CA  
Redwood Coast

HUMBOLDT COUNTY CALIFORNIA'S REDWOOD COAST

Elk-celent Time of Year to Visit RNP

Fire & Light, Beer & Oysters

Find Your Own Redwood Retreat

Redwood National Park become oysters.

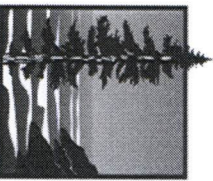
Whether a home on the beach or a cabin under the trees, the perfect home away from home awaits. Book now and take advantage of summer savings.

See hours north of San Francisco  
Humboldt County lists half the world's woods, including tallest known trees  
Redwood National Park, five stories higher in the Statue of Liberty and the single post stand of the old with granite along Avenue of the Giants. The Lost Coast at Bigfoot Trail offer the adventures

Lodging specials inside too  
OUT MORE

# Social Media

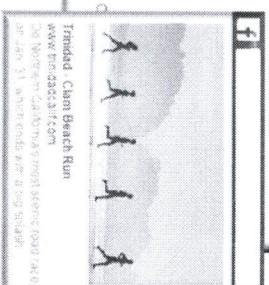
YouTube: 1.9M views  
 Issuu: 81,000 views  
 Flickr: 90,000 views  
 Twitter: 700 Followers  
 Facebook: 17,000 likes



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 COAST

You guys are doing a terrific job of helping promote the new exhibit. We truly appreciate the exposure.  
 - Sequoia Park Zoo

Humboldt County Convention & Visitors Bureau



# www.Redwoods.info

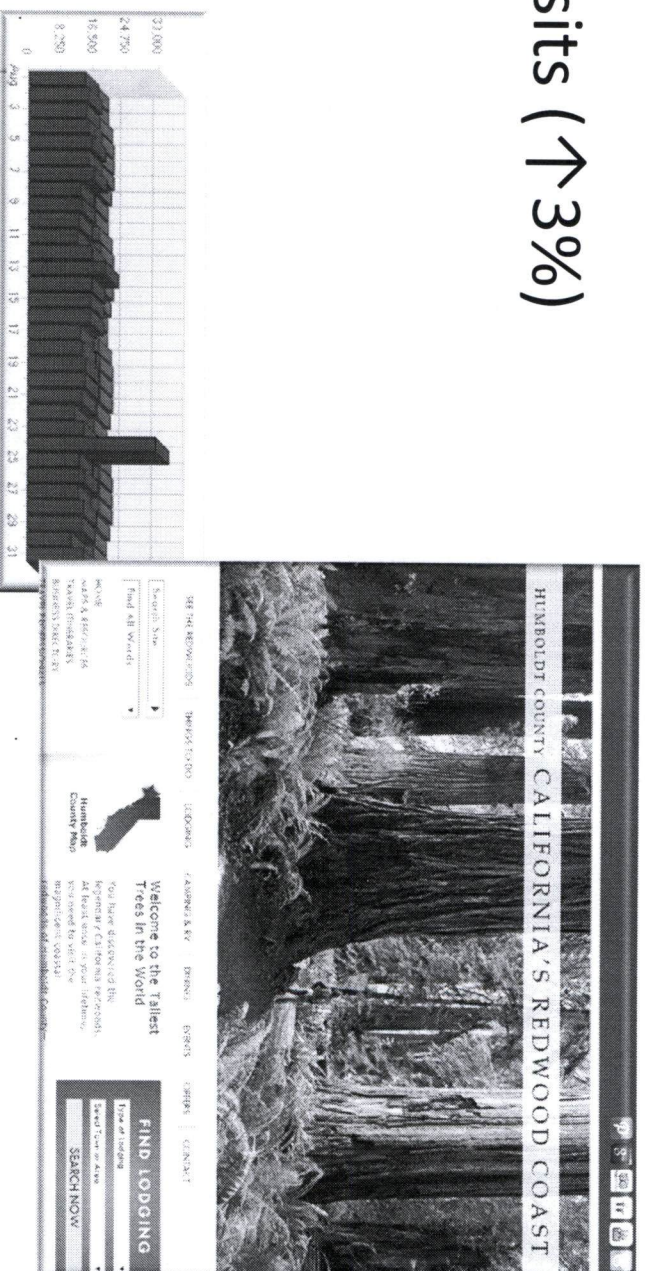
1,910,000 visits (↑3%)

TOP DEVICES

50% desktop

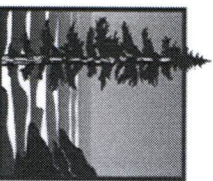
34% mobile

16% tablet



Sunset bump, late August

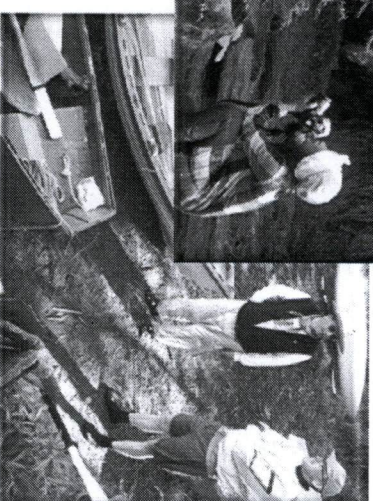
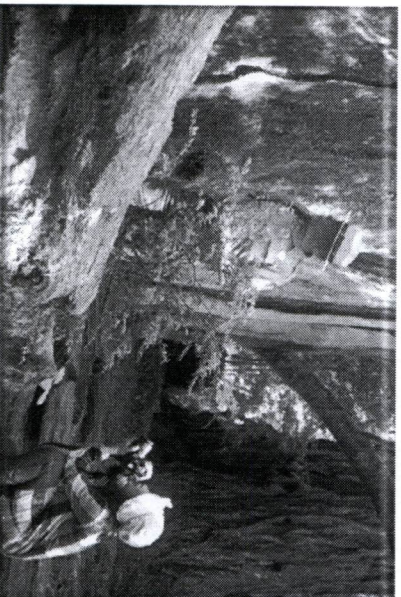
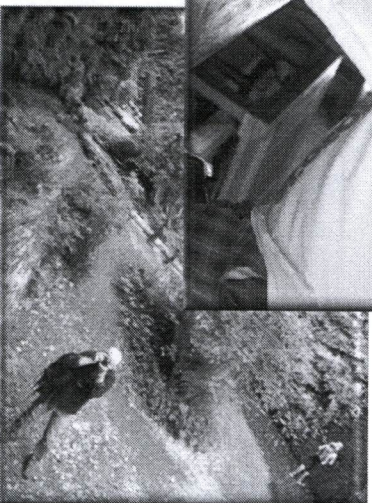
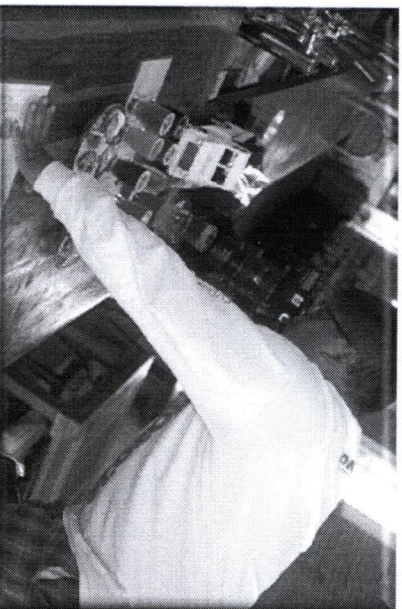
The bureau website has been an invaluable source of referrals.  
- Redwood Coast Vacation Rentals



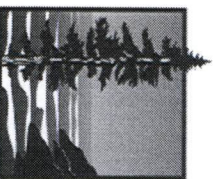
REDWOOD  
COAST  
California

Humboldt County Convention & Visitors Bureau

# Earned Media: Helping writers get it right



- Fact checking, images, content
- Lodging & meal assistance
- Personal tours & itineraries



**REDWOOD  
COAST**  
*California*

**Humboldt County Convention & Visitors Bureau**

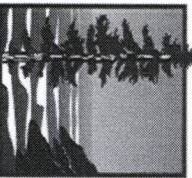
Thanks for helping get the story off the ground.  
It was a full-run production.  
- Sunset Magazine

# Earned Media Highlights

- Weekend Explorer
  - Eureka show PBS syndication
  - Approx. value: \$1.5M
- Backpacker Magazine
  - 2 full pages
  - Approx. value: \$100K
- Via Magazine
  - 2 full pages
  - Approx. value: \$100K

- Parents Magazine
  - 2 pages
  - Approx. value: \$200K

Humboldt County Convention & Visitors Bureau

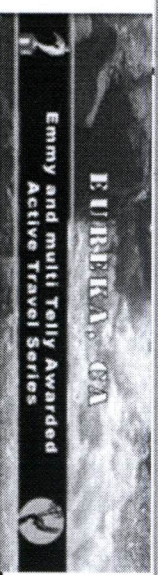


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Please keep your wonderful tips coming. We love covering Humboldt and the redwoods!

- NBCBayArea.com

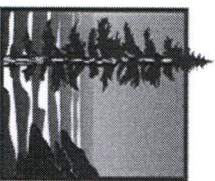


# SUNSET COVER STORY

- 8 full pages
- 11 page digital bonus
- Full-page ad
- Approx. value: \$1.3M

"I'm a nature-loving type, but believe me when I say that never in my life, not while hiking in the Andes or dangling from Yosemite cliffs, have I spontaneously wept in response to a view."

- Adventure writer Dan Duane



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Humboldt County Convention & Visitors Bureau



WILBERT COAST

Fresh Pacific shell sport options are served locally or come on out with along with local dishes, wine, and beer, at the Humboldt Bay Farmers Center, at French.

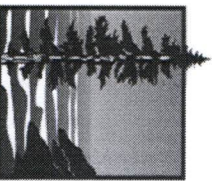
# EARNED MEDIA BIG PICTURE



- 48 confirmed media placements
- State, nat'l & int'l outlets
- 52M impressions

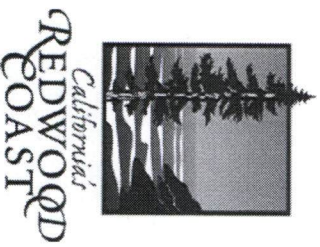
**TOTAL EARNED MEDIA  
VALUE: \$3.5M**

I believe all of these stories are helping us have a good year.  
- Inn of the Lost Coast



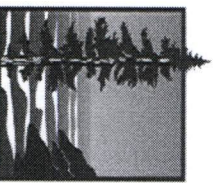
# Sales Highlights

- Fam Tours
- New Tours
- Travel Trade Shows
- New Meetings & Conferences
- Weddings
- What's Next



# Familiarization Tours

- Visit California Japan/Delta Airlines Japan
- Evergreen Escapes
- Visit California Sponsored Receptive Tour Operator
- Hotelplan Suisse
- California Welcome Center
- Audley Travel



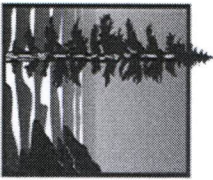
California's  
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COAST





# New Tours

of whom have developed multiple tours, and have had increased bookings from several already established tour operators.



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COAST

## Humboldt County Convention & Visitors Bureau

# SAN FRANCISCO

サンフランシスコ

アメリカ人が住みたい街、温暖な気候とおいしいシーフードが魅力

## サンフランシスコ

サンフランシスコは、サンパシフィック海峽にあり、カリフォルニア州の北西部に位置しています。人口は約80万人、面積は約469平方キロメートルです。

## サンフランシスコ

サンフランシスコは、サンパシフィック海峽にあり、カリフォルニア州の北西部に位置しています。人口は約80万人、面積は約469平方キロメートルです。

## オアシオナルツアー(日本語ガイド付)

サンフランシスコの魅力を最大限に引き出す、日本語ガイド付きのオアシオナルツアー。サンフランシスコの歴史、文化、観光名所を詳しく紹介します。料金：大人3,000円、小人1,500円。予約：前日17時迄。電話：044-123-4567。

## サンフランシスコ

サンフランシスコは、サンパシフィック海峽にあり、カリフォルニア州の北西部に位置しています。人口は約80万人、面積は約469平方キロメートルです。

# カリフォルニア

カリフォルニア

美味しいカリフォルニアをRellil  
ラグジュアリーにReset  
カリフォルニアの空気をRelax  
音楽・映画・スポーツでRefresh  
国立公園・大自然・プロダクトでRefresh

## カリフォルニアMAP

## San Francisco City Pass

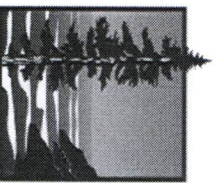
サンフランシスコの魅力を最大限に引き出す、日本語ガイド付きのSan Francisco City Pass。サンフランシスコの歴史、文化、観光名所を詳しく紹介します。料金：大人1,000円、小人500円。予約：前日17時迄。電話：044-123-4567。

## サンフランシスコ

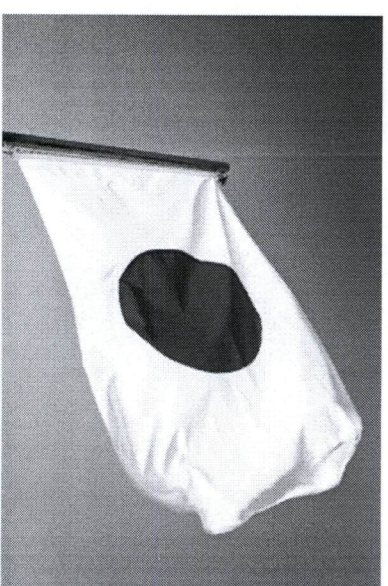
サンフランシスコは、サンパシフィック海峽にあり、カリフォルニア州の北西部に位置しています。人口は約80万人、面積は約469平方キロメートルです。

# New Tours from Japan

- In June 2013 There were only 8,000 words in Google in Japan related to Redwood National Park and now there are 80,000.
- Our Visit California Japan contact gave presentations on Redwood National Park to more than 300 Japanese tour operators in 2014.
- In November, 2014 a key Japanese national TV station featured RNP in their program "The World Heritage." As a result for the month of November RNP ranked # 4 on the Visit California Japan website.



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# 〜レッドウッド、グレートレイク、オレゴンビーチ、ワルトノア滝〜 カリフォルニア・オレゴン四大絶景紀行

8日間  
7泊8日 HURB

● As a result of the Visit

California Japan/Delta

Airlines Japan FAM 4

of the 5 tour

operators who

participated have

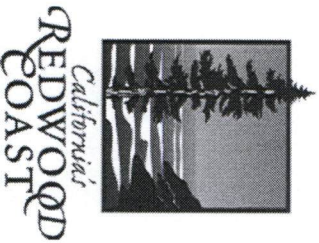
developed tours that

include Humboldt

County with

overnight stays in

Eureka.



Humboldt County Convention & Visitors Bureau

早期120,900円+キャンセル費(差中)  
早期120: -10,000円  
早割 90: -5,000円  
早割 60: -3,000円  
※料金は宿泊者の要約表をご覧ください。

出発日 旅行代金  
6月13日(土) 差出 498,000円  
お一人様(現地代金) 79,000円

お一人様(現地代金) +480,000円  
お一人様(現地代金) +480,000円

旅行代金は差出日より前日までに  
お振込みください。お振込み後、お振込み  
の領収書をお送りいたします。

旅行代金は差出日より前日までに  
お振込みください。お振込み後、お振込み  
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- Additionally, two more Japanese Tour Operators have developed tours in Humboldt County with overnights in Eureka.



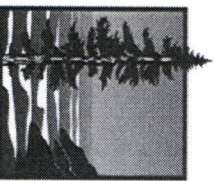
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# New Tours from the UK

- Audley Travel, a high-end tour operator, is just starting to send fly-drive travelers to Humboldt County. In 2014 they booked 38 room nights in Humboldt County and so far for 2015 they have 25 confirmed room nights.

- Western & Oriental, a high-end, fly-drive tour operator, has developed the “Gems of Northern California” tour, which has 5 overnights in Humboldt County.

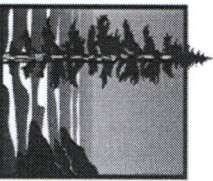


California's  
**REDWOOD  
COAST**



# Travel Trade Shows

- U.S. Travel Association's IPW
- Met with 39 tour operators from all over the U.S. as well as Japan, China, Korea, Brazil, France, Switzerland, Sweden, Belgium and the U.K.
- IPW directly resulted in the Visit California Japan FAM, which has led to so many new Japanese tours.

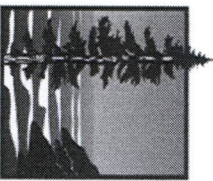


*California's*  
**REDWOOD**  
**COAST**

# New Meetings & Conferences

- The Western Field Ornithologists Annual Conference will be held in Eureka in September 2016. This five day conference will result in 575 room nights.

- The MG Owners Club of Northern California will be have a club road trip to Humboldt County overnighiting two nights in Eureka.



California's  
**REDWOOD**  
COAST

Humboldt County Convention & Visitors Bureau

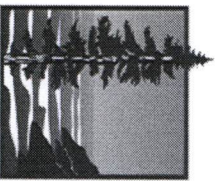


*MG Owners Club of Northern California*



# Weddings

- [www.Redwoods.info/Weddings](http://www.Redwoods.info/Weddings)
- Bridal Guide Wedding Show in Redding
- Local wedding venues have seen wedding parties of 50-100 people from Colorado, Florida and Hawaii.
- Local wedding vendors have helped couples from Florida, Arizona and Utah and Kansas get married in Humboldt.
- In 2014 100, or 1/6<sup>th</sup> of Humboldt County issued marriage licenses were for couples from outside of the county.

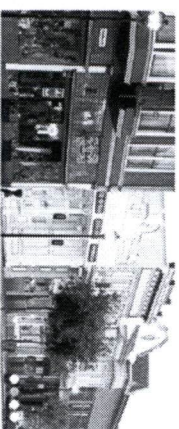


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- Tour promotion Campaign with *My America Holiday*.
- Getting “China Ready”
- IPW 2015
- More Japanese tours
- Car and motorcycle club road trips
- Increased contracting with receptive tour operators.

[illegible]

## HUMBOLDT COUNTY

Be prepared to spend a much time looking up at the old on Humboldt County's roads. That's because you'll find the largest number of giant redwood redwood trees on the planet in this part of northern California, including some of the largest trees in the world. Although the trees are scattered throughout the area, along a spectacular coastline, charming Victorian towns and mild-blooming wildlife, the scenery makes for an unforgettable visit.

Wandering among 150 or so giant redwood in the cool air of the forest is a must for Humboldt County residents. There's a cluster of parks like Redwood National Park and Humboldt Redwoods State Park where you can follow the trees through the forest, stopping off at a water beach to cool off along the way. And if walking isn't your thing, you can drive the stunningly named Siskiyou Highway of the Giants along the tree-lined, twisting sight through a living redwood forest.

Find more

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**MY AMERICA HOLIDAY**

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- ✔ Choose from over 150 decorations in America, we've got it covered!
- ✔ Stock single, flat and multi-colors! Inquiries come with our service having options.
- ✔ Dedicated team of USA experts on hand to assist with any queries or help you plan your dream holiday.

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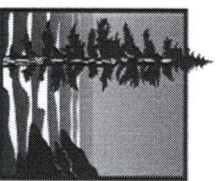
There's the chance to get in close and personal with all manner of folks on Hampshire County holdings. The owners are often well-known, successful and intriguing individuals. Just again, always, genuine actions and complete integrity have been rewarded. This owner's black belt, over 20 years old and even teaching 5th.

*Donna Meyer*

It doesn't have to be all about the deer. One of our Hampshire County towns, there are some great places you can visit. Check out the Old House Museum in Enfield or the Woodstock Train Museum to find out about the great Northern Atlantic Railway. Visit Hampshire Highways Park for local military and pioneer history.

Figure 1

and poorer history



California's  
REDWOOD  
COAST

# Humboldt County Convention & Visitors Bureau

*Thank You!*

