

Tourism - An Economic Driver in California's Shasta Cascade Region



Growing Agritourism
Workshop
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Presented by
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Wonderland Association



Mission of the Shasta Cascade Wonderland Association



Promoting Economic Development
Through Recreation & Tourism in
the eight county region known as
the *Shasta Cascade* - Butte,
Lassen, Plumas, Modoc, Shasta,
Siskiyou, Tehama & Trinity
Counties.



History of Tourism Marketing in Northern California

- SCWA Started in 1927 by Northstate Businessmen
- Transitioned into Tourism Marketing Organization after WWII
- Strong Media Focus began in the early 1950's
- Visitor Center Function since 1957
- Partnership programs emphasized in 1990's
- SCWA develops co-op programs with the Forest Service and BLM
- New California Welcome Center in 1997



The Shasta Cascade Wonderland Association
Has 84 Years of Marketing Our Region as
“California’s Great Outdoors”



Cover of the 1948 Shasta Cascade brochure



Now, Fast Forward a Few Decades: What We're Going To Talk About:

- The Importance of Partnerships, and How to Make Them Work
- The Economics – Results means **Jobs**
- A bit about our market
- The Process Of Making Them Come
- Some of our Successful Partnerships
- Some Important Trends For Rural Tourism Marketing



One of Our First Great Partnerships



The Shasta Cascade Building at the
1939 World's Fair in San Francisco

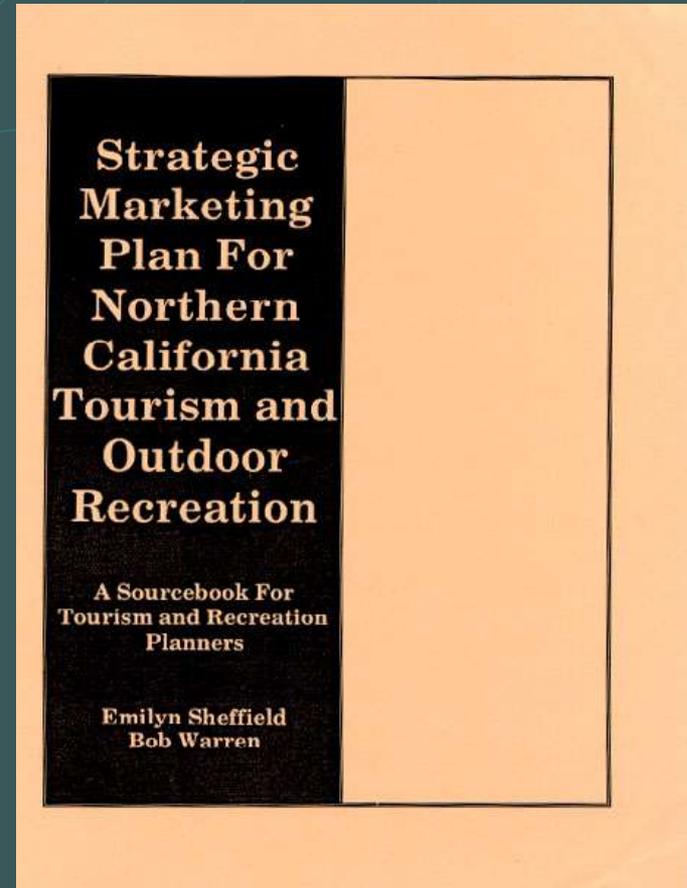


Partnerships work well when the partners share a **common cause**. (In tourism marketing, that means a **common consumer base**.)



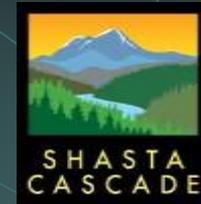
In Rural Tourism Marketing, You Need to Show Your Potential Partner What Lies Ahead in Your Developing Relationship, and How You Share Common Goals.

Have a
Plan



Four Goals for Northern California Tourism Marketing, from the Strategic Marketing Plan, in which Federal Land Management Agencies Saw a Shared Value.

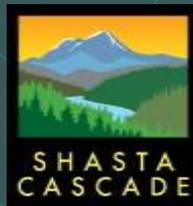
1. Increase the visibility of the attractions and recreation opportunities.
2. Inform visitors about the adequacy of support services.
3. Improve the quality of the tourism product.
4. Expand and/or improve the availability of selected attractions and services.



So what does a rural DMO do?

(destination marketing organization)

- Understand new demand and new challenges
- Fitting our product into that demand
- Niche marketing – **AgriTourism Fits Here!**
- Co-op Opportunities – develop partners
- Developing a meaningful brand, and getting our message to a targeted market by:
 - ❑ Information delivered with advertising and public relations effort
 - ❑ Internet
 - ❑ Trade shows



Travel Impacts by County in the Shasta Cascade Region

	Travel Spending (\$Million)	Employment (jobs)	Local Tax Receipts (\$Million)
Butte County	268.6	3,720	4.1
Lassen County	64.9	1,590	1.0
Modoc County	23.7	290	0.3
Plumas County	107.4	1,520	1.4
Shasta County	375.0	4,670	6.4
Siskiyou County	176.00	2,580	3.2
Tehama County	120.7	1,490	1.6
Trinity County	50.5	970	0.4
TOTAL	1.18 billion	16,830	18.4

Tourism Jobs can't be outsourced, exported or moved to different industrial park in another state! As an example, in Shasta County, one in every 20 jobs is tourism related. Other SCWA counties have even a higher ratio! (Siskiyou, one in 9)



The Top Activities: Translates to \$\$ for us

- 55% Visiting Friends & Relatives
- 38% Beach or Lake Activities
- 27% Visiting Small Towns or Rural Areas
- 20% National & State Parks
- 20% Historic Sites
- 16% Camping, Hiking or Climbing



How do we fit AgriTourism in with this mix?

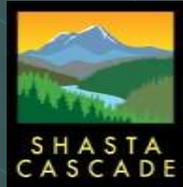


So, to better understand tourism marketing strategies that have worked for us, let's look down the road at the role of the Shasta Cascade:

Those Tasks We Can & Should Do Best

1. Annual Visitors Guide
2. California Welcome Center Operation
3. Potential Visitor Interaction - Response, Trade Shows, Internet
4. Media Relations
5. International Marketing
6. Other Goals*

*Advocacy, Niche & Cooperative Marketing, Special Projects, Etc.



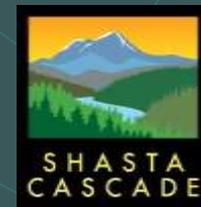
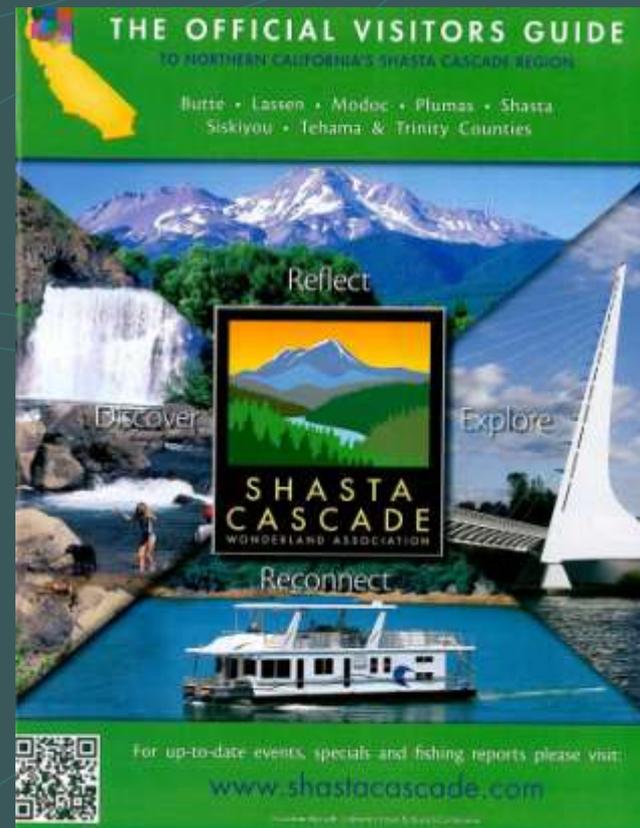
Or, How Do We, Get Them To Come



1. SCWA “Official” Regional Visitors Guide

Started out as a partnership with the Forest Service

- Highlights Shasta Cascade Counties
- 19th Year In Production
- Annual Printing of 50,000
- Used As Primary Response Brochure For All Inquiries
- Distributed at SCWA California Welcome Center, & Other Ca. Welcome Centers
- Distributed at Chambers and Agencies Throughout the Region
- Distributed at Consumer Lifestyle Events
- Distributed at AAA Offices In California, Oregon, Washington & Idaho



2. California Welcome Center - Mission



- Provide Travel Information To Travelers In The Region
- Educate Travelers About Attractions In The Region
- Effect Travel Plans, Extend Their Stay
- Effect Future Travel Plans
- One Stop Shopping - Public/Private Sectors



**\$1.3 million facility,
Developed with
Many partners. SCWA
Share, only \$88,000!!**



3. Visitor Interaction Response/Trade Shows/Internet/Co-op Advertising

There are four areas of contact with potential visitors by the Shasta Cascade Wonderland Association. These are:

1. Visitor contacts with mail out packets
2. Consumer Lifestyle Events
3. The Internet
4. Co-op Advertising

This year we are expecting to mail out about over 11,000 packets, which include the regional visitors guide and various other pieces of collateral material.

This delivers for our partners, because they receive exposure through all these contacts with our potential visitor.



Domestic & International Tradeshows

- ITB, Berlin
- Amgen Tour of California
- TIA's International PowWow, San Francisco
- Sunset Celebration Weekend, Menlo Park
- Gilroy Garlic Festival
- Half Moon Bay Pumpkin Festival
- European Sales Missions, Germany & Great Britain
- BCAA-Canada – brochure distribution
- World Travel Mart, London – brochure distribution



**All of our tradeshow efforts
are partnerships!**



Our Internet Website & Email Response

www.shastacascade.com

Northern California Travel & Tourism Information Network
The Official Travel Guide to the Shasta Cascade Region

SEARCH

SHASTA CASCAD
WORLDWIDE ASSOCIATION

SELECT A SERVICE: RANGE TO, DOLLS & PUBLIC SITES, EVENTS, LOGGING, DINING, SHOPPING & RETAIL, DATA, CULTURE & HERITAGE

What's New
Podcasts & Blogs
FAQ
Fishing Report
Current Weather
Specials & Packages
Build Your Library
Download e-Booklets
Partner Links
Send an e-Postcard
Business Services

From glitzy towns and world-class resorts to scenic drives and backcountry roads, the Shasta Cascade provides something for everyone to see, enjoy and enjoy. Your vacation in our region can provide great recreation, adventure and relaxation - the perfect escape from the busyness of city life. Come and enjoy the uncrowded, unspoiled, wide open spaces and leave behind some of the hassles and concerns of urban life.

Click here to get our FREE 64 page Visitor's Guide

DOWNLOAD VISITOR'S GUIDE
MAKE RESERVATIONS ONLINE
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www: Shasta Cascade Area
check in: 3/20/2007 | check out: 3/20/2007 | room: 1 | rate: 1 | search

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The California State Park
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The Fly Shop
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Local Safety Board
PSCouncil Foundation
Horse & Riding
No Service
Riding School
Shasta College
Shasta Bear Museum
Web River Center

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- email responses 200-300 per week
- Linked to California State website – almost 20,000 user sessions monthly

NXTbook Technology on our website has extended online visitors guide visits to an average of 14 minutes!

New last year – Social Media Sites



4. Media Relations



Familiarization trip to the Northern California's Wild Horse Sanctuary for 15 International tour operators & press

- Work With Travel Writers to Produce Articles
- Printed and Electronic Press Kits
- Photo CD's & Digital Images
- Custom Familiarization Tours throughout the year
- Provide 52 Electronic Fishing Reports throughout the State
- Only regional member of the Society of American Travel Writers (SATW)



5. International Marketing Program



- 40 International Visitors Spend Enough to Create One Rural Job
- Primary Markets for the Region have been - Germany, Canada and Great Britain
- Expanded German Program with triple digit growth first year!
- Recently launched expanded Australian Marketing Effort to include In Country Representation



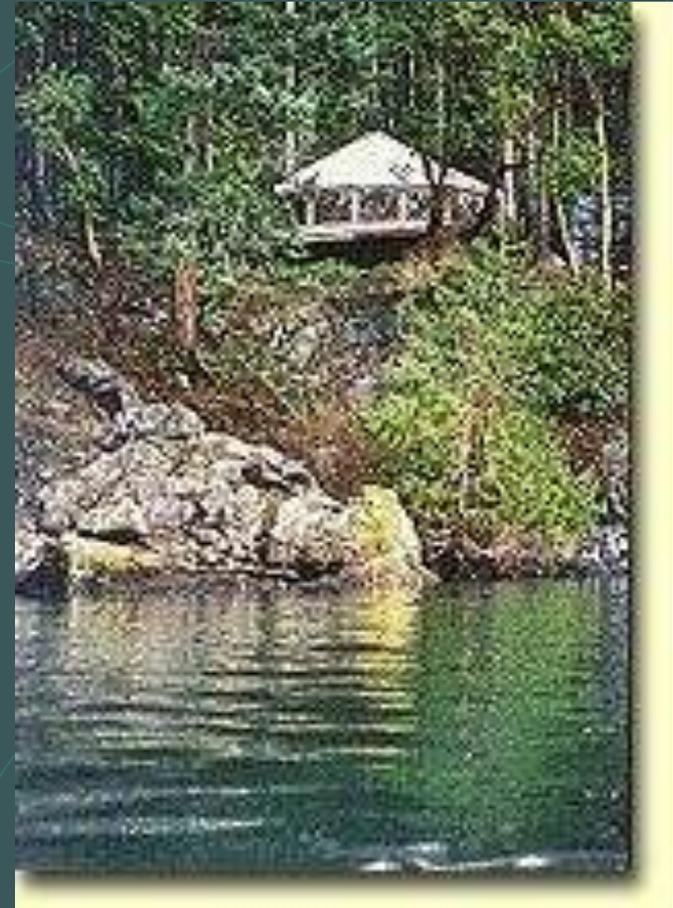
And finally, develop products in cooperation with agencies that meet the goals of the plan (remember **THE PLAN** way back in the beginning of this presentation), and serve their mission.

All of these Shasta Cascade brochures were developed in cooperation and with financial support from the Bureau of Land Management or the Forest Service



Five trends to capitalize on in Rural California.

- RV usage will continue to be an important component to rural travel
- Driving/family vacations become popular again
- Shorter trips, closer to home with a compressed planning cycle
- Interest in alternative “camping” options (tent cabins, yurts, fire lookouts, etc.)
- With increased population, more niche activity interest (birding, SUV back country trips, water recreation, soft adventure, historic exploration, **AGRI TOURISM**, etc.)



What New and Exciting Project are We Working on Right Now?

2011 California's Great Outdoors Tour

Goal – Awareness campaign of California's rural destinations and attractions to Californians.

How – Vinyl wrapped Airstream promoting California's iconic rural attractions. Trailer to be used as a "focal point" of a tour to some of California's best events, to include: Amgen Tour of California, Sunset Celebration Weekend, Gilroy Garlic Festival, etc.

Success measure – Airstream used 31 venue days in 2010, at events with 1.6 million attendees, and distribution of over 150,000 partner brochures.

Financial partners Cal. Assn. of RV Parks & Campgrounds, Redding CVB, Shasta Cascade W.A., US Forest Service, Bureau of Land Mgmt., Fed. Hwy. Admin. and many others.



From Idea To Results





How Our Members & Partners can be an integral part of our Marketing Efforts

1. Be a member of the Association
- 2. Advertise in the annual visitors guide and/or on website
- 3. Provide cooperative assistance for fam tours
4. Participate in co-op marketing opportunities
- 5. Submit photos & video for special projects
- 6. Submit itineraries/suggestions
- 7. Keep us informed of “What’s New”
- 8. Add events and specials to our website
- 9. Keep California Welcome Center up-to date with marketing materials/update end caps

The Only two things I expect you to remember from this presentation:

1.) To develop lasting partnerships, find partners with a **COMMON CAUSE**.

2.) Visitors will come to our region, the Shasta Cascade, if there is a enough “stuff” to attract them. This is called **CRITICAL MASS**. Depending on far the visitor is coming from, will affect how much “stuff” they want to experience. Here is where we may need to partner.

Thank You!

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