

INDIAN WELLS

City Tourism Marketing
Wrap-Up for 2013 - 2014
Recommend Strategy for 2014 - 2015

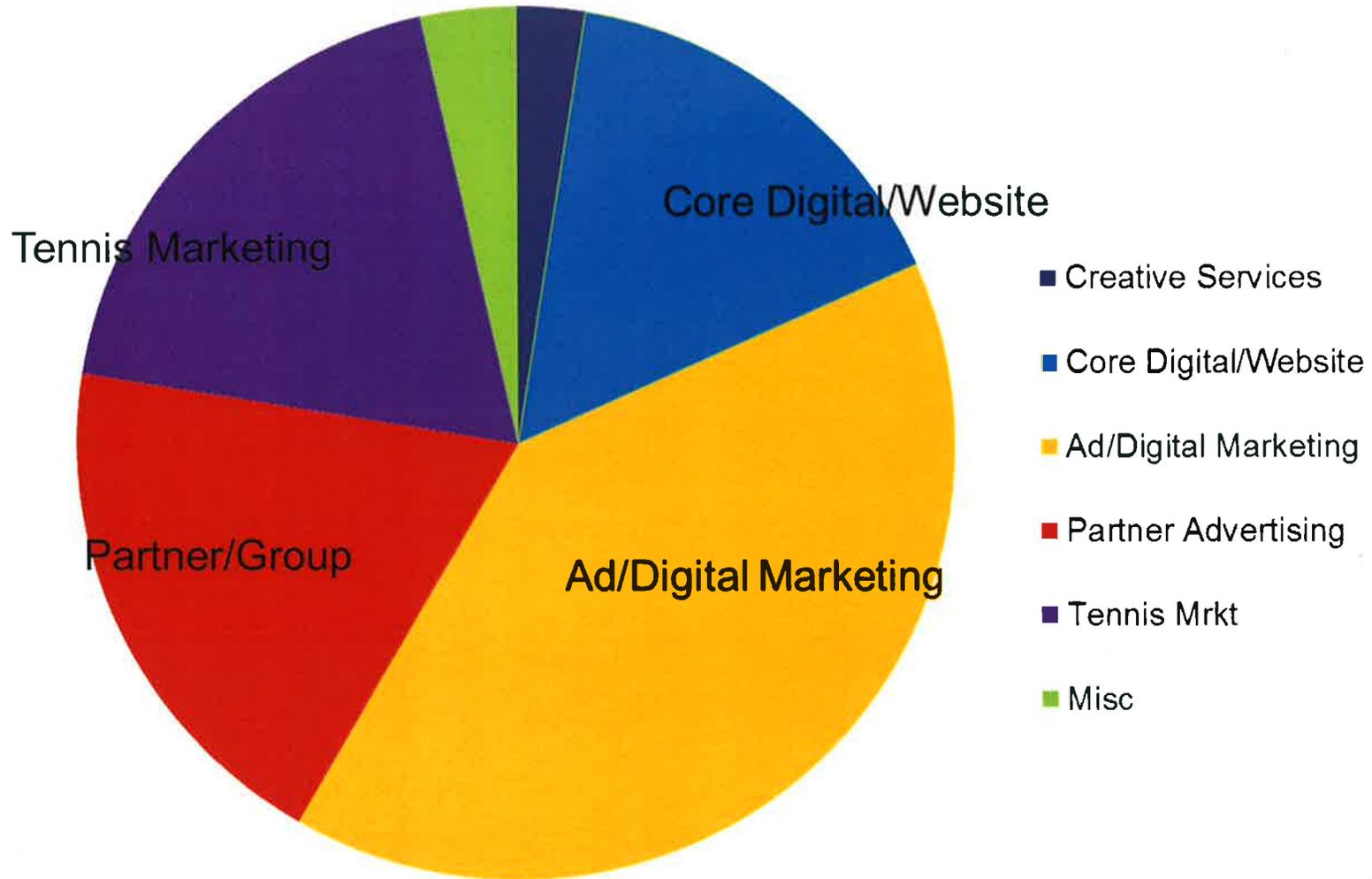


What are the Goals of the Indian Wells Tourism Program



- Indian Wells Brand/Brand Awareness
- Generate Visitor-Related Economic Impact for City
- Leverage assets (resort brands, IWGR, history, events)
- Align with entire valley including CVB – strengthen relationships with key stakeholders
- Create Tourism Demand for our product
- Contribute to the Continued Growth of TOT
- Evaluate programs & results

2013/14 BREAKOUT SPEND - \$396,524





Core Digital/Website

July 1, 2013 – April 30, 2014

(Two months left of reporting – May & June, 2014)

IndianWells.com website (\$65,228)

127,836 unique visitors

Mobile

47,582 visitors to our mobile site

(200% increase)

Social Media

Facebook: 3,790 Fans; 45-54 make 20% of followers skewed 51% female.

Twitter: 3,345 followers and following 2,938

YouTube: 8,171 views of 41 different video posts

IW.com Database

24,632 subscribers to our email database for 15% increase from last fiscal year (1 eblast per quart with hotel specials)

Toll Free Calls for Hotel Leads

2,241 Phone calls generated



Ad/Digital Marketing

July 1, 2013 – April 30, 2014

Travelzoo (\$10,000)

Received a special bonus besides 10,000 clicks as deals sent to 1,000,000 Facebook and Twitter followers.

Madden Media (\$10,000)

Starting June, 2014

Zuberance Advocacy Marketing (\$20,000)

Starting June, 2014

Miscellaneous Advertising

CVB Annual Guide (\$3,500)

Marketing Promotional Material (\$14,500)

Restaurant Week (\$2,500)

Alaska Airlines (\$4,300)

Time Warner TV Buy (\$5,900)

Outlet Guide (\$2,500)

Misc. (Hospitality awards, Toll free numbers, sweepstake prizes, etc.): (\$24,760)



Partner Marketing/Tennis Marketing

July 1, 2013 – April 30, 2014

Partner/Group (\$76,600)

San Francisco Giants Game (\$12,000)

AAA Site Visit (\$3,600)

Partner Forum Sponsorship (\$2,500)

Boodles Sponsorship (CVB) (\$5,000)

Ensemble pre-payment (\$15,000)

Meeting Planner Campaign (w/webinar, sweepstakes, etc.) (\$16,000)

Desert Lexus Jazz Festival Sponsorship (\$20,000)

Event sponsorship (FICA) - \$2,500

Tennis Marketing (\$56,740)

BNP National Broadcast Commercial (\$12,500)

Tennis Channel Sponsorship (\$24,990)

BNP Paribas Booth (\$19,250)

(includes Twitter Mirror & massages)



Overall results

Unique website traffic declined – mobile website increase 200%

PPC increased 16.20% from last fiscal year with projection of 25% increase by fiscal year end

Top referring site is the sweepstakes pages promoting unlimited golf and meeting planner pages (referred 22% of fiscal traffic)

Indianwellsgolfresort.com is 2nd referring site

Unlimited Golf campaign July-Aug. increased overall websites visits by 50%, increased unique visitors by 61%

Meetings to Memories campaign increased Jan. website visits by 63% with 40,000 entries into the sweepstakes and generated 823 meeting planner video views.

Overall results



- Updated new meeting planner video requested by resorts
http://www.youtube.com/watch?v=Q3dnYxDgDXY&feature=share&list=UUyZ-N0oB_aeRcGgJVqVGf4g&index=1
- Created new Meeting Planner brochure
 - FAM trip to the BNP Paribas Open
- Sales Mission to San Francisco (one planned for Seattle in August)
- Assisted resorts in securing Site So-Cal for December, 2014
- Created “Indian Wells” experience booth at the BNP Paribas Open (including Twitter Mirror)
 - Entered in to sponsorship with Tennis Channel



#IndianWells (social media)

During the 2014 BNP Paribas Open, Indian Wells saw an incredible amount of mentions on social media, specifically on Twitter. From the world's greatest tennis stars, celebrities, journalists, fans and more, the City received overwhelming exposure. There is no question that the value derived from this awareness is significant, and with the continual growth of social platforms the potential for future exposure is immense.



Roger Federer used Indian Wells throughout the tournament, accumulating thousands of retweets and tens of millions of total impressions.



Roger Federer @rogerfederer Mar 4

Great to be back. Love it here. pic.twitter.com/hkBDleb7jZ

Reply Retweet Favorite

Flag media



Roger Federer
@rogerfederer

Following

Checking out the new stadium 2 here at [#indianwells](#)
[#givethebuilderabonusforbuildingsoquickly](#)
pic.twitter.com/Sz4OcnTUoP

Reply Retweeted Favored More



RETWEETS 1,091 FAVORITES 1,884



10:01 PM - 4 Mar 2014

[Flag media](#)



Roger Federer
@rogerfederer

Following

Thanks for coming out and supporting [#tennis](#) [#indianwells](#)
pic.twitter.com/RfCW4dkQBD

Reply Retweeted Favored More



[CONNECT](#) [FAVORITES](#)



Roger Federer
@rogerfederer

Following

Love the [@ATPWorldTour](#). Wonderful couple of weeks here in [#indianwells](#) thanks for everything [#fans](#) [#meloveyoulongtime](#)

Reply Retweeted Favored More

RETWEETS 2,071 FAVORITES 3,366



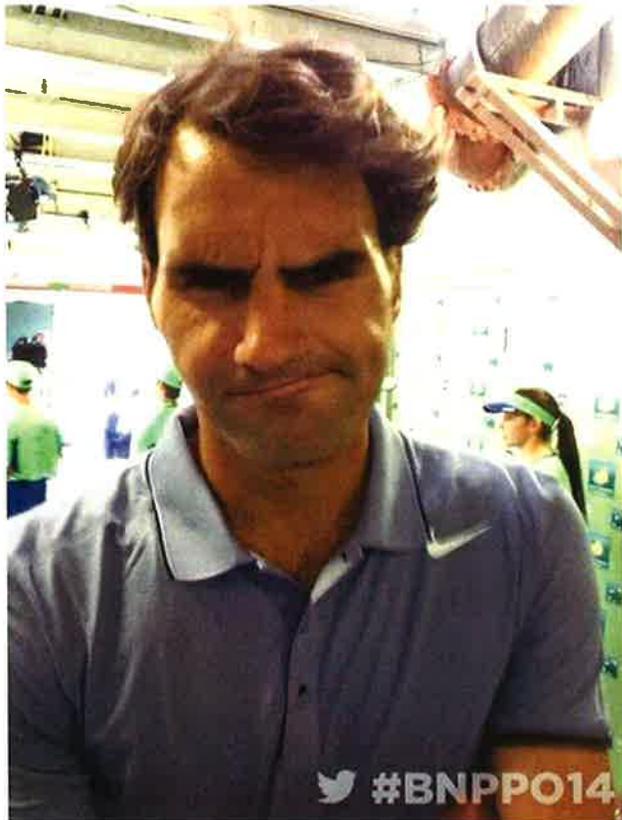
9:01 PM - 16 Mar 2014

#TwitterMirror



.@rogerfederer flashes his bring-on-the-finals face after his win at the #BNPPO14 today #IndianWells #TwitterMirror pic.twitter.com/nYVCrjnAjr

Reply Delete Favorite More



RETWEETS 858 FAVORITES 921



Sent from the @BNPParibasOpen account, this tweet to the left produced the most engagement, and over four million potential impressions. Twitter Mirror secured invaluable activity during the tournament, showing a lighter side to athletes and an appeal to fans walking the

Media Blog

All Twitter Blog

BNP Paribas Open serves up Twitter Mirror photos, Vine videos

Wednesday, March 19, 2014 | By Lauren Fraser (@lfraser), Sports Partnerships [17:16 UTC]

Tweet

During the last two weeks, the world's best tennis players were in Indian Wells, Calif. for the BNP Paribas Open (@BNPPARIBASOPEN), the biggest tennis tournament in the States after the US Open. With behind-the-scenes photos and Vine videos coming from @BNPPARIBASOPEN and selfies and messages from the athletes, Twitter gave fans an all-access pass to the tournament.



FROM THE TWO WEEKS

#TwitterMirror



BNP Paribas Open @BNPPARIBASOPEN

16 Mar

A "cool" John #McEnroe hangs out in the tunnel in #IndianWells at the #BNPPO14 pic.twitter.com/lVsVqzKIPE



Expand



BNP Paribas Open @BNPPARIBASOPEN

16 Mar

@DjokerNole kisses the Serbian flag on the #TwitterMirror after winning his third #BNPPO14 title in #IndianWells pic.twitter.com/Bvq3Ek4VKa



8 RETWEETS 142 FAVORITES



BNP Paribas Open @BNPPARIBASOPEN

Follow

.@flavia_pennetta celebrates her #BNPPO14 singles title on the #TwitterMirror in #IndianWells

3:58 PM - 16 Mar 2014

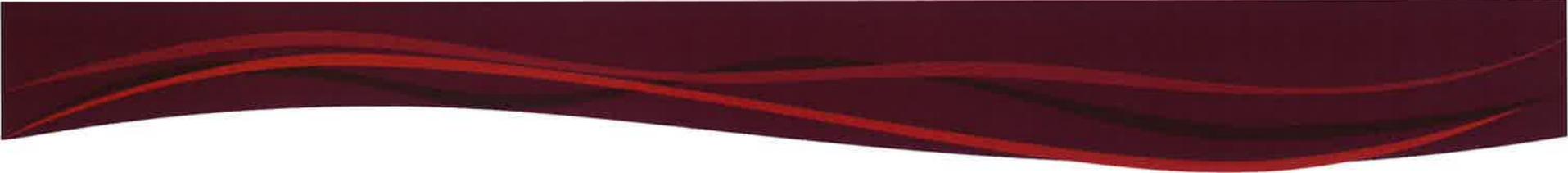
132 RETWEETS 171 FAVORITES





- Celebrities and athletes carry enormous weight and drive measurable and substantial results surrounding the BNP Paribas Open.
 - Continue to invest in social activation (i.e. Twitter Mirror) with the tournament to drive results and increase reach and awareness.
 - Engage a social media monitoring service to effectively measure the reach and exposure the City is receiving.
- Additional opportunities exist on social platforms for engaging local residents and regional visitors while also generating exposure nationally and internationally.
 - Develop a robust social media content strategy for the high season, incorporating creative ideas (i.e. more photo/video – generates 2x engagement on social) and leveraging assets in the City (i.e. events, attractions, properties, etc.).





INDIAN WELLS

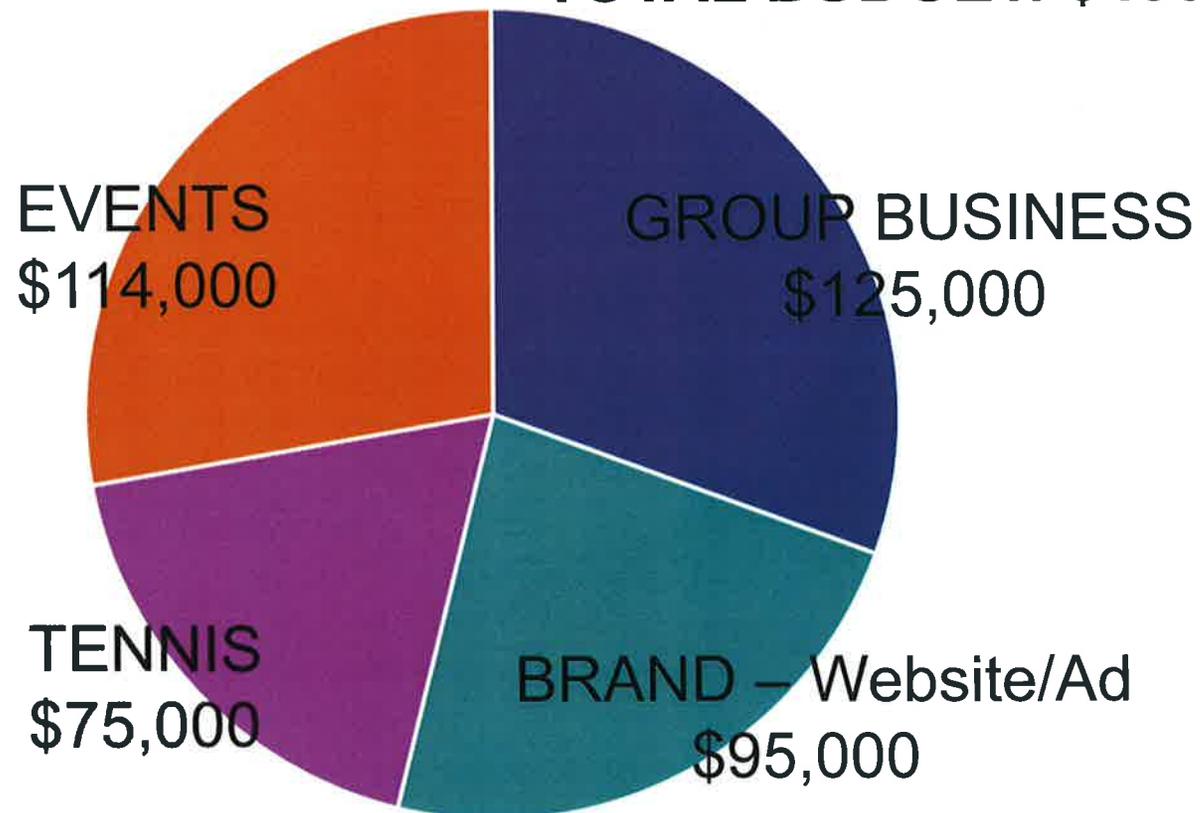
Recommended Strategy for 2014-15





Tourism 2014-15

TOTAL BUDGET: \$408,420



■ Group Business ■ Brand ■ Tennis ■ Events



Brand & Experience - Existing & New Ideas for Discussion 2014/15

GROUP BUSINESS

- Ensemble Travel Group travel agent trade show (October, 2014) - \$35K (FAM)
- Site- So-Cal (December, 2014) - \$50K (FAM)
- Group Webinar Sponsorship – generates leads
- Sales Missions: Seattle (other destinations TBD)
- FAM: BNP Paribas Open, PS Film Fest, Coachella, other

EVENTS

- Winter Wonderland - \$50K – Thanksgiving thru Christmas holiday
- Create new EVENTS that bring in new leisure guests

BRAND – Website/AD

- Summer 30 Day sweepstakes – Leisure market
- Facebook custom page
- Yelp integration