

Indian Wells Quarterly Strategy Assessment

**Q1 2014 Online Channel Strategy,
Status Assessment and Action Plan**



Q1 2014

WEBSITE HEALTH

Website Traffic

Q1 2013, Q4 2013, Q1 2014

	Q1 2013	Q1 2014	Year over Year
Page Views	185,787	248,646	+33.83%
Visits	67,611	86,248	+27.57%
Unique Visitors	60,457	57,562	-4.79%
Leads Initiated	215	98	-54.42%
Leads Completed	5	4	-20%

	Q4 2013	Q1 2014	Quarter over Quarter
Page Views	135,908	248,646	+82.95%
Visits	41,677	86,248	+106.94%
Unique Visitors	27,907	57,562	+106.26%
Leads Initiated	211	98	-53.55%
Leads Completed	1	4	+300%

Traffic to the Indian Wells website continues to increase.

There has been a steady increase in both year over year and quarter over quarter traffic to the Indian Wells website. The Meeting Planner Sweepstakes which launched in Q4 2013 and finished in Q1 2014 helped increase the amount of unique visitors to the website. Historically there haven't been many leads completed through the Indian Wells website, however the amount of leads initiated did decrease both year over year and quarter over quarter.

Top Referring Domains

Q1 2013, Q1 2014

Q1 2013

Referring Domains	Unique Visitors	
1. Typed/Bookmarked	39,066	41.9%
2. bnpparibasopen.com	27,502	29.5%
3. google.com	11,990	12.9%
4. bnpparibasopensweeps.com	5,513	5.9%
5. yahoo.com	4,874	5.2%
6. indianwells golfresort.com	3,480	3.7%
7. wtatennis.com	2,905	3.1%
8. bing.com	2,178	2.3%
9. google.co.uk	1,265	1.4%
10. wikipedia.org	1,240	1.3%
11. google.ca	1,217	1.3%
12. sweepstakestoday.com	989	1.1%
13. ourinstantwin.com	949	1.0%
14. facebook.com	900	1.0%
15. google.es	898	1.0%
16. doubleclick.net	738	0.8%
17. live.com	681	0.7%
18. mywebsearch.com	665	0.7%
19. sweepsadvantage.com	611	0.7%
20. cityofindianwells.org	519	0.6%

Q1 2014

Referring Domains	Unique Visitors	
1. Typed/Bookmarked	22,449	38.7%
2. google.com	9,378	16.2%
3. indianwells golfresort.com	3,592	6.2%
4. bing.com	2,208	3.8%
5. online-sweepstakes.com	1,808	3.1%
6. sweepsadvantage.com	1,570	2.7%
7. yahoo.com	1,331	2.3%
8. google.ca	1,285	2.2%
9. ourinstantwin.com	1,160	2.0%
10. bnpparibasopen.com	1,123	1.9%
11. google.co.uk	931	1.6%
12. sweepsheet.com	733	1.3%
13. cityofindianwells.org	691	1.2%
14. google.ro	539	0.9%
15. tennischannel.com	534	0.9%
16. wow.com	464	0.8%
17. google.it	319	0.5%
18. wikipedia.org	312	0.5%
19. sweepstakesplus.com	309	0.5%
20. aol.com	301	0.5%

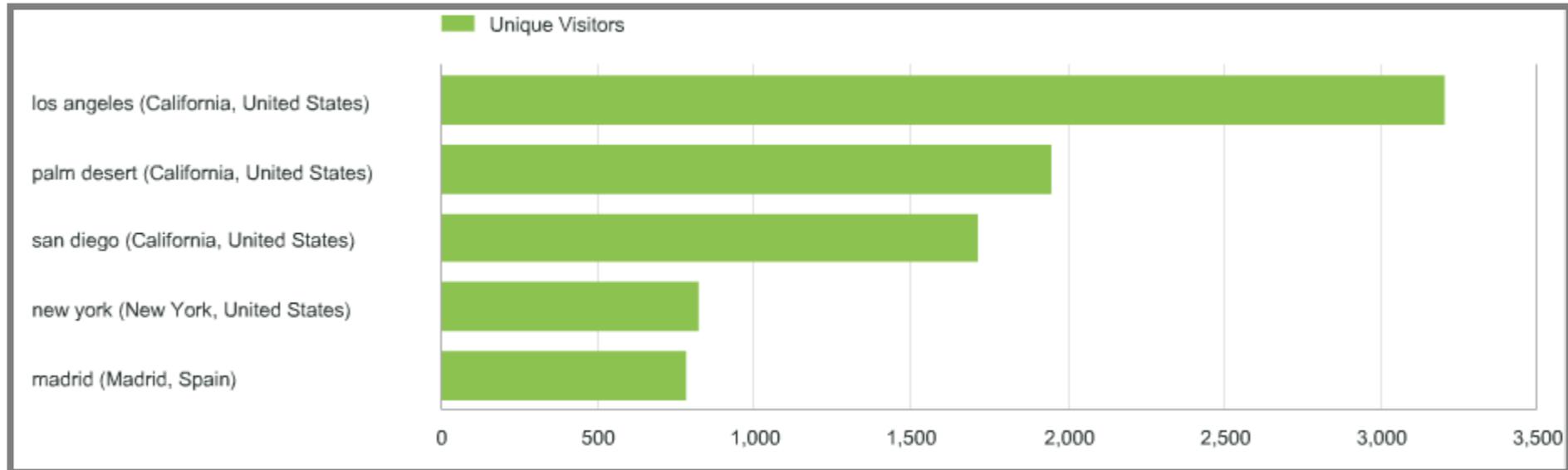
Most referring domains to the Indian Wells website remain consistent YOY.

In Q1 2013, four out of the top 20 referring domains were sports-related, and three were generic sweepstakes-related (as the BNPPPO Sweeps ran during this timeframe). In Q1 2014, five out of the top 20 referring domains were generic sweepstakes-related, and only three were from tennis/golf sites. Search engines in different parts of the world, cityofindianwells.org, the BNP Paribas Open website, and wikipedia.org remain consistent referring domains from both quarters.

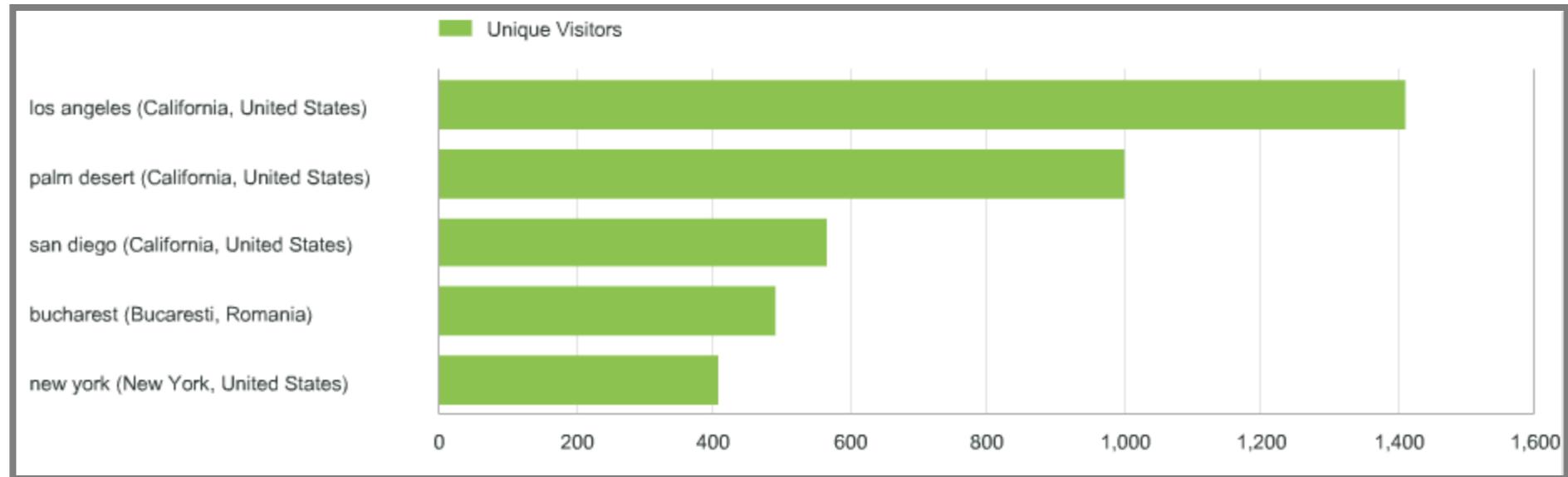
Top Cities

Q1 2013, Q1 2014

Q1 2013



Q1 2014



The majority of the top cities for Indian Wells website users are located in California.

Four out of the top five cities remained the same in both Q1 2013 & 2014: Los Angeles, Palm Desert, San Diego, and New York. A majority of the users on the Indian Wells website are consistently from cities located within California. In Q1 2013, users from Madrid, Spain viewed the Indian Wells website often, mostly landing on the homepage and going to the Location page. In Q1 2014, users from Bucharesti, Romania viewed the Indian Wells website often, looking mostly at the tennis-related pages on the website.

Top Pages

Q1 2013, Q1 2014

Q1 2013

Page	Visits ▼ (?)	Unique Visitors (?)
1. Indian Wells / Home	50,710 75.0%	47,029 77.8%
2. Indian Wells / Location	7,499 11.1%	7,266 12.0%
3. Indian Wells / Tennis	6,649 9.8%	6,276 10.4%
4. Indian Wells / Visual Gallery	4,692 6.9%	4,460 7.4%
5. Indian Wells / Our Resorts	4,654 6.9%	4,452 7.4%
6. Indian Wells / Special Offers	4,213 6.2%	3,887 6.4%
7. Indian Wells / Tennis / BNP Paribas Open	4,113 6.1%	3,535 5.8%
8. Indian Wells / Renewal Rediscovered	3,499 5.2%	3,148 5.2%
9. Indian Wells / Golf	2,926 4.3%	2,728 4.5%
10. Indian Wells / Experience Indian Wells	2,590 3.8%	2,523 4.2%

Q1 2014

Page	Visits ▼ (?)	Unique Visitors (?)
1. Indian Wells / Home	35,516 41.2%	32,322 56.2%
2. Indian Wells Sweepstakes / Login	26,711 31.0%	7,422 12.9%
3. Indian Wells Sweepstakes / Try Again	24,597 28.5%	7,189 12.5%
4. Indian Wells Sweepstakes / Home	20,819 24.1%	7,376 12.8%
5. Indian Wells Sweepstakes / Quiz	11,154 12.9%	4,958 8.6%
6. Indian Wells / Special Offers	6,070 7.0%	5,619 9.8%
7. Indian Wells / Tennis / BNP Paribas Open	4,937 5.7%	4,336 7.5%
8. Indian Wells / Location	3,860 4.5%	3,722 6.5%
9. Indian Wells / Our Resorts	3,625 4.2%	3,478 6.0%
10. Indian Wells / Tennis	3,472 4.0%	3,254 5.7%

In Q1 2014, the Meeting Planner Sweepstakes accounted for the majority of website traffic.

Six of the top ten pages in both Q1 2013 & 2014 were the same in terms of overall visits (Homepage, Location, Tennis, Our Resorts, Special Offers, Tennis – BNP Paribas Open). In Q1 2014, the additional top pages included visits to the Meeting Planner Sweepstakes pages.

Top Keywords

Q1 2013, Q1 2014

Q1 2013

Search Keywords - All		Unique Visitors
1. None		69,374 74.4%
2. Keyword Unavailable		7,224 7.7%
3. indian wells		6,836 7.3%
4. indian wells ca		788 0.8%
5. indian wells resort		756 0.8%
6. indian wells california		632 0.7%
7. where is indian wells		618 0.7%
8. agua serena spa		592 0.6%
9. indian wells tennis		542 0.6%
10. indian wells, ca		246 0.3%

Q1 2014

Search Keywords - All		Unique Visitors
1. None		39,633 68.3%
2. Keyword Unavailable		11,830 20.4%
3. indian wells		1,838 3.2%
4. indian wells tennis		603 1.0%
5. indian wells ca		369 0.6%
6. indian wells resort		333 0.6%
7. indian wells california		286 0.5%
8. indian wells tennis 2014		172 0.3%
9. indian wells golf resort		143 0.2%
10. indian wells tennis tournament		108 0.2%

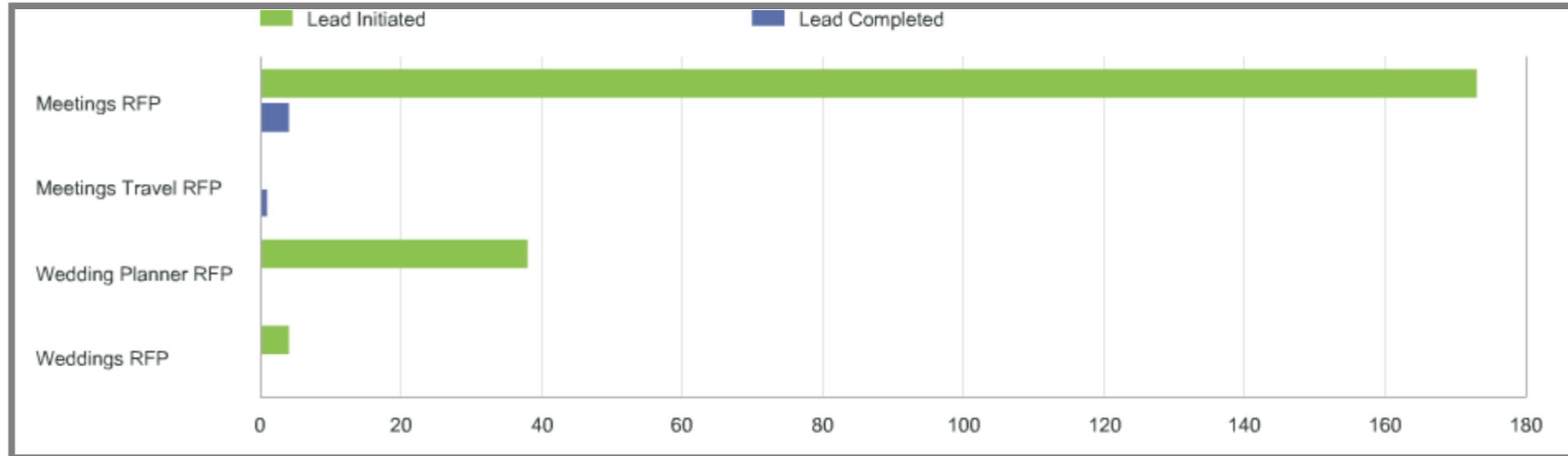
Most top keywords in Q1 2014 were tennis or location related.

Please note: Google stopped allowing the tracking for natural search keywords in September 2013, which shows why there is an increase in the 'Keyword Unavailable' term in Q1 2014. In Q1 2013, 'agua serena spa' was the only non-Indian Wells branded top keyword term. In Q1 2014, there were more tennis-related keywords than in Q1 2013.

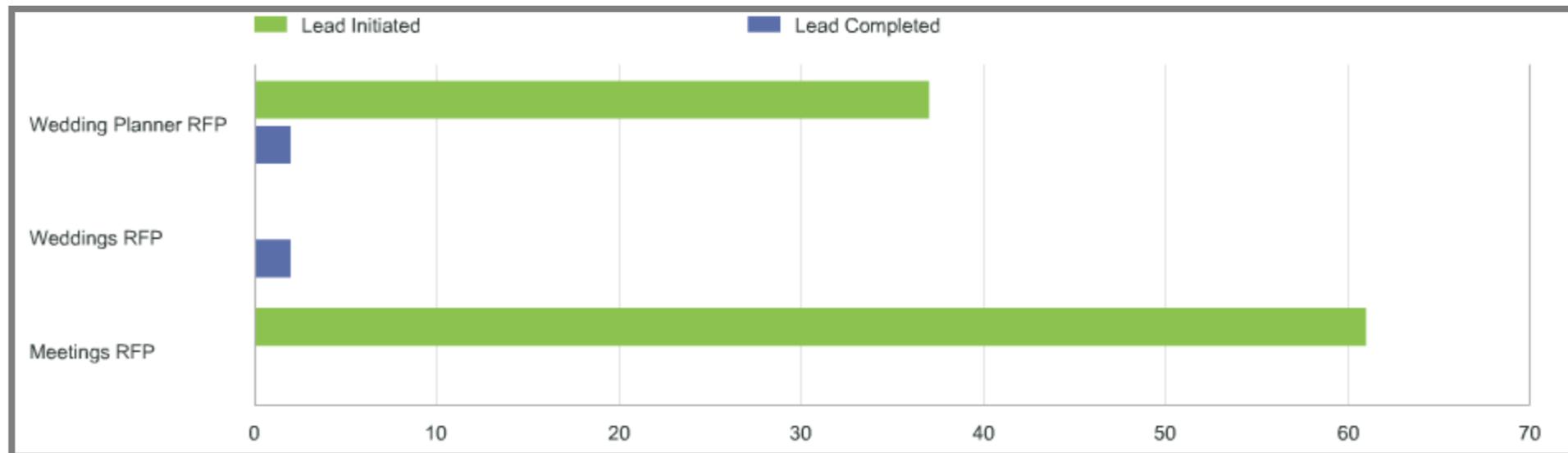
RFPs

Q1 2013, Q1 2014

Q1 2013



Q1 2014



The interest in RFP forms on the Indian Wells website has decreased YOY.

Historically there haven't been many leads completed through the Indian Wells website, however the amount of leads initiated did decrease year over year. There was only one more lead completed in Q1 2013 than in Q1 2014.

ONGOING MARKETING INITIATIVES

EMAIL MARKETING

Email Marketing

Q1 2013, Q4 2013, Q1 2014



	Q1 2013	Q1 2014	Year over Year
Emails Sent	2	1	-50%
Average Clicks	999	454	-54.55%
Average Click-Through Rate	34.67%	27.12%	-21.78%
Average Open Rate	13.82%	22.27%	+61.14%

	Q4 2013	Q1 2014	Quarter over Quarter
Emails Sent	4	1	-75%
Average Clicks	552.75	454	-17.87%
Average Click-Through Rate	18.41%	27.12%	+47.31%
Average Open Rate	10.76%	22.27%	+106.97%

Indian Wells saw a decrease in average clicks from email marketing, with less emails sent.

In Q1 2014, Indian Wells only sent one eBlast, though there were three budgeted for the quarter. The eBlast was the final reminder to encourage meeting planners to sign up for the Meeting Planner Sweepstakes, and it had the highest average open rate in terms of year over year and quarter over quarter stats. The Renewal Rediscovered eBlasts in Q1 2013 had the highest average clicks and CTRs.

Email Marketing

Q1 2013

Having trouble viewing this email? Try accessing it via your web browser.

twitter YouTube



INDIAN WELLS
CALIFORNIA

With a new year comes new beginnings. We've revamped our website to provide you with the best experience possible. Take a look around to see what you can discover at Indian Wells.



Relax & Renew in 2013



To help ring in 2013 we are giving away a free two-night stay, a round of golf and a spa treatment for two. Relax among the sweeping mountain views and towering palm trees – you'll have great company. To start your journey, enter below.

[Enter Now](#)

[Visit Our New Website](#)

INDIANWELLS.COM RESERVATIONS SPECIAL OFFERS GROUPS & MEETINGS BLOG

Having trouble viewing this email? Try accessing it via your web browser.

twitter facebook YouTube



INDIAN WELLS
CALIFORNIA

Embark on the road to renewal this year at Indian Wells. Explore our new website and discover countless ways to relax and rejuvenate in 2013, from DIY spa tips to a beautiful desktop wallpaper to inspire your outlook.



Renewal Rediscovered



Be sure to enter to win a two-night stay, round of golf, and spa treatment for two by February 28th! Leave your worries behind and start savoring all that Indian Wells has to offer.

[Enter Now](#)

[Visit Our New Website](#)

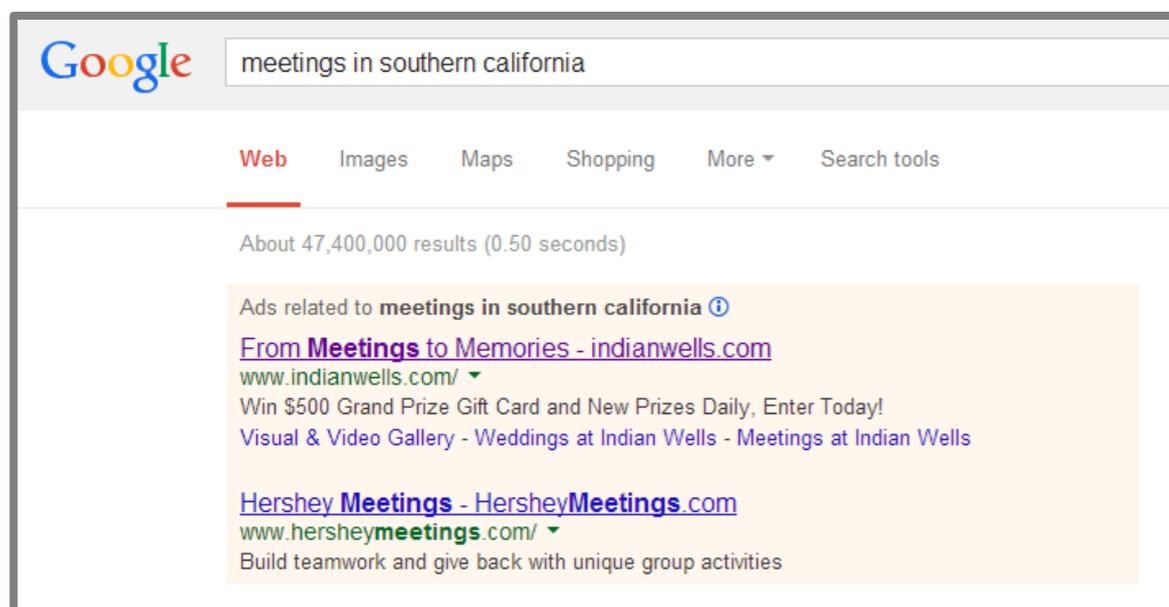
INDIANWELLS.COM RESERVATIONS SPECIAL OFFERS GROUPS & MEETINGS BLOG

Renewal Rediscovered eBlasts had the highest average clicks and CTRs.

SEARCH ENGINE MARKETING

Search Engine Marketing

Q1 2013, Q4 2013, Q1 2014



	Q1 2013	Q1 2014	Year over Year
Impressions	105,706	165,022	56%
Clicks	3,494	4,445	27%
CTR	3.31%	2.69%	-19%
Spend	\$4,191.98	\$3,861.99	-8%
Bookings Initiated	273	482	77%
Leads Initiated	27	12	-56%
Leads Completed	25	0	-100%

	Q4 2013	Q1 2014	Q1 over Q4
Impressions	137,698	165,022	20%
Clicks	3,198	4,445	39%
CTR	2.32%	2.69%	16%
Spend	\$3,504.48	\$3,861.99	10%
Bookings Initiated	314	482	54%
Leads Initiated	12	12	0%
Leads Completed	0	0	0%

Impressions and clicks increased year over year and quarter to quarter.

Due to a change in budget and bidding year over year, CTR decreased YOY. However, bookings initiated increased by 77%. Automatic bidding was implemented to maximize impressions, and the goal of this bidding is to receive more clicks/\$ spent. In Q1 2013, campaigns were broken out by device, whereas now campaigns bid on all devices.

Search Engine Marketing

Q1 2014 Google Campaign Performance

Google Campaigns	Impressions	Clicks	CTR	CPC	Cost	Bookings Initiated	Booking Initiated/Click
EH: Area Attractions	8,911	407	4.57%	\$1.84	\$749.34	94	23.10%
EH: Destination: Focus Indian Wells	16,905	1,034	6.12%	\$1.28	\$1,325.12	41	3.97%
EH: Destination: Indian Wells	939	12	1.28%	\$1.70	\$20.45	5	41.67%
EH: Destination: Top Hotel & Resort	26,762	704	2.63%	\$1.82	\$1,281.83	245	34.80%
EH: Destination: Top Indian Wells	108,446	2,258	2.08%	\$0.19	\$431.10	66	2.92%
EH: Meetings: Indian Wells	40	2	5.00%	\$1.21	\$2.41	-	0.00%
EH: Meetings: Southern California	3,019	28	0.93%	\$1.85	\$51.74	13	46.43%

Search Engine Marketing

Q1 2014 Bing Campaign Performance

Bing Campaigns	Impressions	Clicks	CTR	CPC	Cost	Bookings Initiated	Booking Initiated/Click
Destination: Focus Hotel & Resort	14	1	7.14%	\$0.66	\$0.66	-	0.00%
Destination: Indian Wells	88	10	11.36%	\$2.18	\$21.80	13	130.00%
Destination: Top Hotel & Resort	3,476	354	10.18%	\$2.09	\$741.28	69	19.49%
Mobile: Destination	539	53	9.83%	\$0.41	\$21.79	3	5.66%
Tablet: Destination	373	16	4.29%	\$0.67	\$10.71	2	12.50%

Search Engine Marketing

Q1 2014 Top Keywords

Keyword	Match Type	Impressions	Clicks	CTR	CPC	Cost	Booking Initiated
Indian Wells Resort	Phrase	7,258	488	6.72%	\$1.93	\$944.00	157
Golf Resort Indian Wells	Phrase	968	85	8.78%	\$1.92	\$163.00	54
Indian Wells Resort	Exact	3,823	237	6.20%	\$1.56	\$370.00	53
Hotel Indian Wells California	Phrase	730	93	12.74%	\$2.04	\$190.00	50
Indian Wells Golf Resort	Phrase	8,438	354	4.20%	\$1.62	\$572.00	42
Indian Wells	Phrase	57,750	922	1.60%	\$0.15	\$137.00	33
Indian Wells Tennis	Phrase	12,861	911	7.08%	\$1.24	\$1,129.00	30
Indian Wells CA	Exact	14,478	410	2.83%	\$0.23	\$93.00	22
Resort Indian Wells CA	Phrase	310	31	10.00%	\$1.81	\$56.00	11
Indian Wells	Exact	11,542	473	4.10%	\$0.20	\$94.00	10

SEARCH ENGINE OPTIMIZATION

Search Engine Optimization

Q1 2014

Top 5 Keywords

By Search Volume

Avg. SERP Position

1	Indian Wells	7.2
2	Indian Wells Resort	6.3
3	Indian Wells Resort Hotel	3.7
4	Indian Wells tennis garden	9.5
5	Indian Wells CA	6.2

Search Engine Optimization

Q1 2014

Top 5 Keywords

- 1 Indian Wells
- 2 Indian Wells Resort
- 3 Indian Wells Resort Hotel
- 4 Indian Wells tennis garden
- 5 Indian Wells CA

SERP Competitors

- www.bnpparibasopen.com
- en.wikipedia.org/wiki/Indian_Wells,_California
- www.cityofindianwells.org

- www.indianwellsresort.com
- www.indianwells.hyatt.com/
- Marriott Renaissance Esmerelda
- www.indianwellsgolfresort.com
- www.tripadvisor.com

- www.indianwellsresort.com
- www.tripadvisor.com
- Marriott Renaissance Esmerelda

- www.iwtg.net
- www.bnpparibasopen.com
- en.wikipedia.org/wiki/Indian_Wells_Masters

- www.cityofindianwells.org
- en.wikipedia.org/wiki/Indian_Wells,_California
- www.bnpparibasopen.com/

Search Engine Optimization

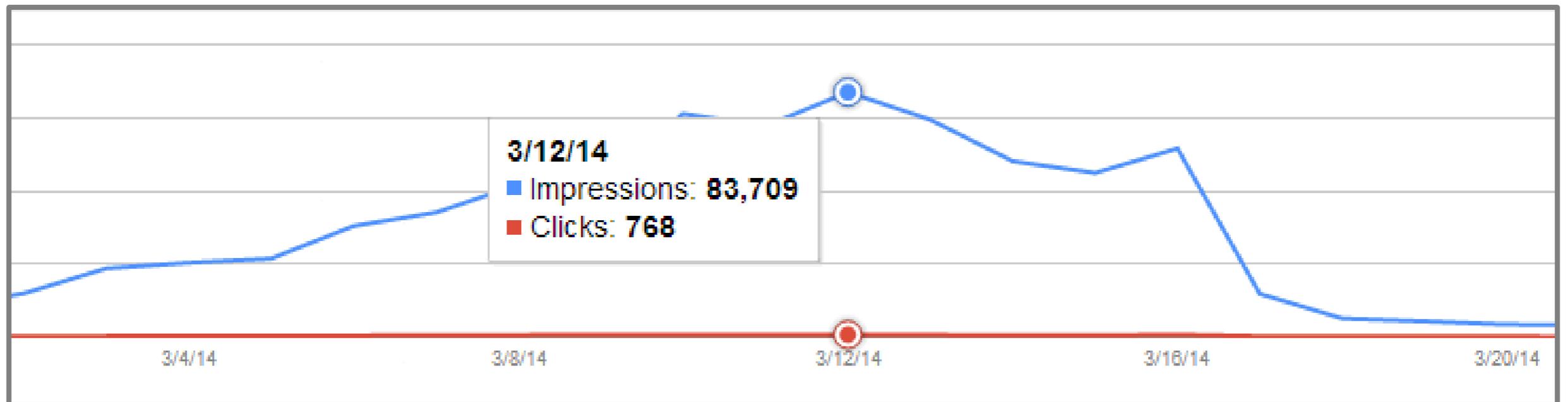
Q1 2014

Top 10 Pages

Page	Impressions	Clicks v	CTR	Avg. position
http://www.indianwells.com/	498,512	4,665	1%	8.1
http://www.indianwells.com/tennis/paribas	40,400	936	2%	10
http://www.indianwells.com/tennis/garden	28,731	330	1%	11
http://www.indianwells.com/location	7,387	244	3%	8.3
http://www.indianwells.com/experience	781	230	29%	3.5
http://www.indianwells.com/experience/shopping	729	125	17%	9.3
http://www.indianwells.com/experience/casinos	2,217	123	6%	16
http://www.indianwells.com/golf/catering	1,616	107	7%	5.9
http://www.indianwells.com/ourresorts/indianwells	10,420	105	1%	7
http://www.indianwells.com/experience/outdoors	937	68	7%	7.6

Additional Insights

Q1 2014



Impressions increased during the BNP Paribas Open.

Impressions rose from around 3,000 to a high of 83,709 on 3/12/14.

SOCIAL MEDIA

Facebook

Q1 2014



	Q1 2014	Year over Year
Total Fans	3,789	+27.2%
New Fans	88	-80.9%
Total Posts	31	-65.2%
Average Monthly Page Reach	2675	-83.8%
Average Monthly Engaged Users	248	-82.2%

Indian Wells saw a decrease in reach and engagement with less posts.

While the Facebook fan base increased, the average monthly page reach and engaged users fell year over year due to a decrease in post frequency.

Facebook Fan Insights

Q1 2014

51%

Of fans are female.

There is not much variance between the top age groups(25-34, 35-44, 45-54, 55-64) .

48%

Of fans are male.

The male demographic skews younger than the female demographic (18-24, 25-34).

66%

Of fans live in the United States.

Top countries also include Argentina, Mexico, Canada, and Italy.

16%

Of fans live in local feeder markets.

Top cities include Palm Desert, La Quinta, Los Angeles, Palm Springs, Indian Wells, Seattle, and San Diego.

Most Engaging Facebook Posts

Q1 2014

1

Indian Wells California shared BNP Paribas Open's photo.
January 24

Enter to Win

Enter the 'New Year, New Look' sweepstakes for a chance to win a grand prize package including 2014 BNP Paribas Open tickets and other great tennis prizes. Learn more about the newly upgraded and expanded Indian Wells Tennis Garden, and sha... See More



Like · Comment · Share

625 People Reached		
16 Likes, Comments & Shares		
FROM YOUR PAGE AND POSTS		
15 Likes	1 Comments	0 Shares
FROM LIKES, COMMENTS & SHARES		
0 Likes	0 Comments	0 Shares
TOTAL		
15 Likes	1 Comments	0 Shares
56 Post Clicks		
4 Photo Views	5 Link Clicks	47 Other Clicks

2

Indian Wells California shared a link.
January 30

73 degrees and sunny in Indian Wells. Book your getaway today. www.indianwells.com



City of Indian Wells | Indian Wells Resort Hotels | Visit Indian Wells
indianwells.com

The City of Indian Wells is home to four hotels with world-class spas, champion...

Like · Comment · Share

102 People Reached		
11 Likes, Comments & Shares		
FROM YOUR PAGE AND POSTS		
1 Likes	0 Comments	1 Shares
FROM LIKES, COMMENTS & SHARES		
8 Likes	0 Comments	1 Shares
TOTAL		
9 Likes	0 Comments	2 Shares
0 Post Clicks		
0 Photo Views	0 Link Clicks	0 Other Clicks

3

Indian Wells California shared BNP Paribas Open's photo.
February 10

We'd like to introduce you to our #BNPPO14 tournament mascot! Please assist us in naming and post your ideas by Wednesday, February 12th. — at Indian Wells Tennis Garden.



Like · Comment · Share

285 People Reached		
8 Likes, Comments & Shares		
FROM YOUR PAGE AND POSTS		
6 Likes	2 Comments	0 Shares
FROM LIKES, COMMENTS & SHARES		
0 Likes	0 Comments	0 Shares
TOTAL		
6 Likes	2 Comments	0 Shares
12 Post Clicks		
2 Photo Views	0 Link Clicks	10 Other Clicks

Facebook Custom Tab

Q1 2014

The screenshot shows the top of the Facebook Custom Tab for Indian Wells California. It features the logo, a sign-up form, and a promotional banner for a sweepstakes. Below the banner is a video player showing a meeting space with a piano and musicians. A text box to the right of the video describes the venue's amenities. At the bottom, there is a list of features and a navigation menu.

INDIAN WELLS CALIFORNIA

Sign up to stay connected and hear about exclusive promotions, the latest news, sweepstakes, and more:

Enter your email [SIGN UP](#)

Enter to win a \$500 Amazon gift card and daily prizes!
Sweepstakes ends January 17, 2014.

[Submit a Meetings RFP](#)

From Meetings to Memories...
Discover how Indian Wells transforms a meeting into a legendary success.

Featuring four world-class Southern California resorts with more than 270,000 square feet of flexible meeting space, Indian Wells provides a stunning setting for a variety of meetings, conferences, and events such as family reunions, weddings, and corporate retreats.

Become a fan, [submit an RFP](#), and start experiencing this unparalleled meetings oasis where business meets pleasure and inspiration can be found around every corner.

Book a meeting at Indian Wells and take advantage of:

- 1,438 standard, deluxe, and private villa accommodations
- 40 outdoor meeting venues
- 36 holes of championship golf
- 53 tennis courts
- 11 refreshing pools
- 3 serene spas
- close proximity to Palm Springs

[HOME](#) [RESORTS](#) [MEETINGS](#) [SPA](#) [DINING](#) [BLOG](#) [CONTACT US](#)

PAGE VIEWS
336

1st
MOST VIEWED TAB

Twitter

Q1 2014

The screenshot shows the Twitter profile for Indian Wells (@indian_wells). The profile header includes the name 'Indian Wells' and the handle '@indian_wells'. The bio reads: 'Experience Indian Wells, California, a desert oasis home to four luxury Southern California resort hotels, world-class golf, tennis, spas, dining, and more. Indian Wells, California - indianwells.com'. The statistics are: 897 Tweets, 2,938 Following, and 3,323 Followers. The 'Who to follow' section lists Delta Faucet (@deltafaucet), PGA Golf News (@Golf_News), and CV Weekly (@CVWeekly1). The main content area shows three tweets, all of which are retweets or replies to other users, none of which link back to the Indian Wells website.

	To Date
Total Followers	3,323
Total Following	2,938
Total Tweets	897
Average Tweets Per Week	5
Total Retweets	156
Total Replies	114
Member of Lists	95

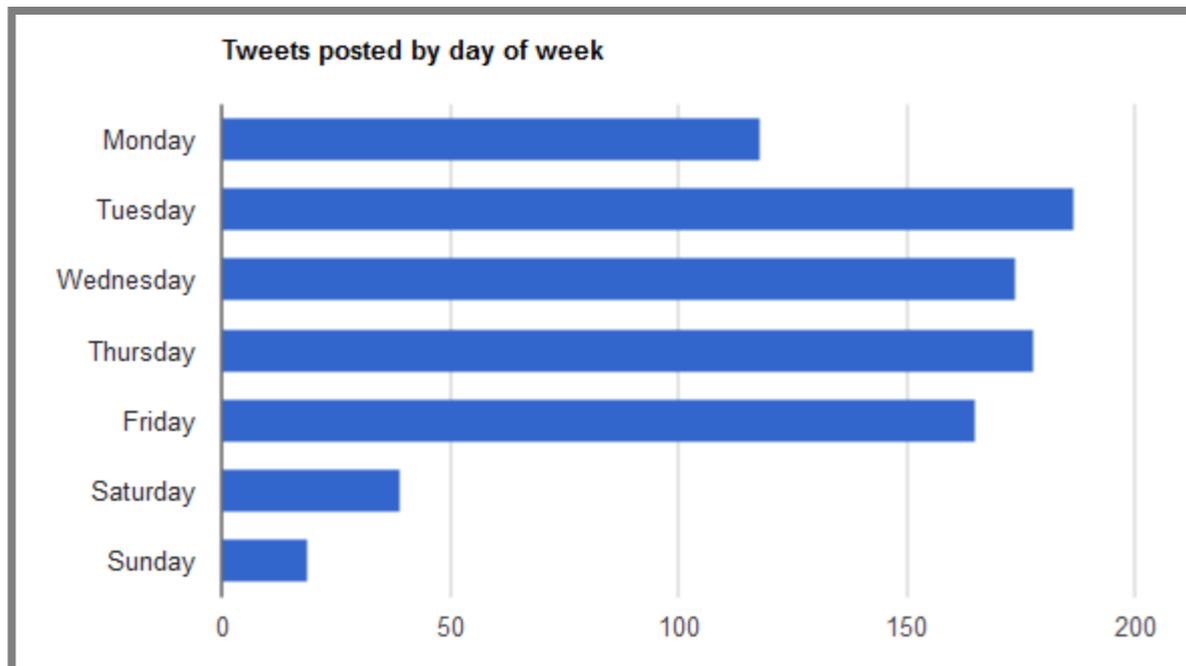
Indian Wells maintains an active Twitter presence.

While the destination retweets and replies to users periodically, it does not tweet a large amount of unique content linking back to the website. This is important as it encourages users to follow and engage with the Twitter handle.

Twitter

Q1 2014

facebook enjoying grand tennis resorts youtube mobile getaway winner paribas bnp roger palm
enter **golf** indianwells uploaded holiday scavenger garden california weekend hyatt esmeralda
wells renaissance blog dining video vacation specials fan trivia summer miramonte
indian channel restaurant packages sweepstakes spa congrats **resort** weather
desert



USER MENTIONS
226

103
TWEETS RETWEETED

75
TWEETS FAVORITED

Most Retweeted

 **Indian Wells** @indian_wells March 11, 2014, 11:36 pm via iOS  17  21
Ball kids being goofy for the #TwitterMirror in #IndianWells at the #BNPPO14 #LiNaFishFace
<http://t.co/uze7pF0RBm>

 **Indian Wells** @indian_wells March 14, 2014, 4:14 pm via iOS  4  5
#BNPPO14 tournament photographers @bjveiss22 and @michaelcummo in the #TwitterMirror
#IndianWells <http://t.co/LWribNgFdx>

 **Indian Wells** @indian_wells March 7, 2014, 6:00 pm via iOS  4  3
#BNPPO14 @an nebalocat @aggieuy @therealjunpogi @merseydeez Vamos Rafa! <http://t.co/lttnj9txdf>

Most Favorited

 **Indian Wells** @indian_wells March 11, 2014, 11:36 pm via iOS  17  21
Ball kids being goofy for the #TwitterMirror in #IndianWells at the #BNPPO14 #LiNaFishFace
<http://t.co/uze7pF0RBm>

 **Indian Wells** @indian_wells March 12, 2014, 5:42 pm via iOS  3  10
.@peytonpedone with her mom and Britten enjoying a break from "work" at the #BNPPO14 <http://t.co/C85Bi9Cv4c>

 **Indian Wells** @indian_wells March 6, 2014, 6:58 pm via Twitter for iPad  1  9
#BNPPO14 @ozzierapp <http://t.co/XgXi95Vqd>

MEETING PLANNER CAMPAIGN WRAP-UP

CAMPAIGN FLIGHT PLAN

		Indian Wells Groups & Meetings Campaign 12/18/2013- 1/17/2014								
Campaign Initiative	Platform	Dec-13					Jan-14			
		2	9	16	23	30	6	13	20	27
Core Online Marketing										
Promo eBlast				12/18		12/30		1/15		
SEM + GDN Campaign				12/18 - 1/17						
Website Marketing										
Interactive Meeting Planner Sweepstakes				12/18 - 1/17						
Website Promo Slide				12/18 - 1/17						
Online Travel Consumer Deal Alert				12/19						
Social Media										
Facebook Custom Tab - Premium				12/18 - 1/17						
Total Spend:										
Online Media										
MeetingsFocus Webinar Sponsorship				12/19						
Adara Media Display				12/18 - 1/17						
Adara / Facebook Exchange				12/18 - 1/17						
Banner Creative (Flash, 3 sizes)				12/18 - 1/17						
SMART Meetings Email Sponsorship					12/20					

Campaign Goal

Build awareness surrounding Indian Wells' meeting capabilities

Increase website traffic

CAMPAIGN RESULTS - YOY

WEBSITE VISITS

+63.3%

+33.6%

UNIQUE WEBSITE VISITORS

+66.8%

PAGE VIEWS

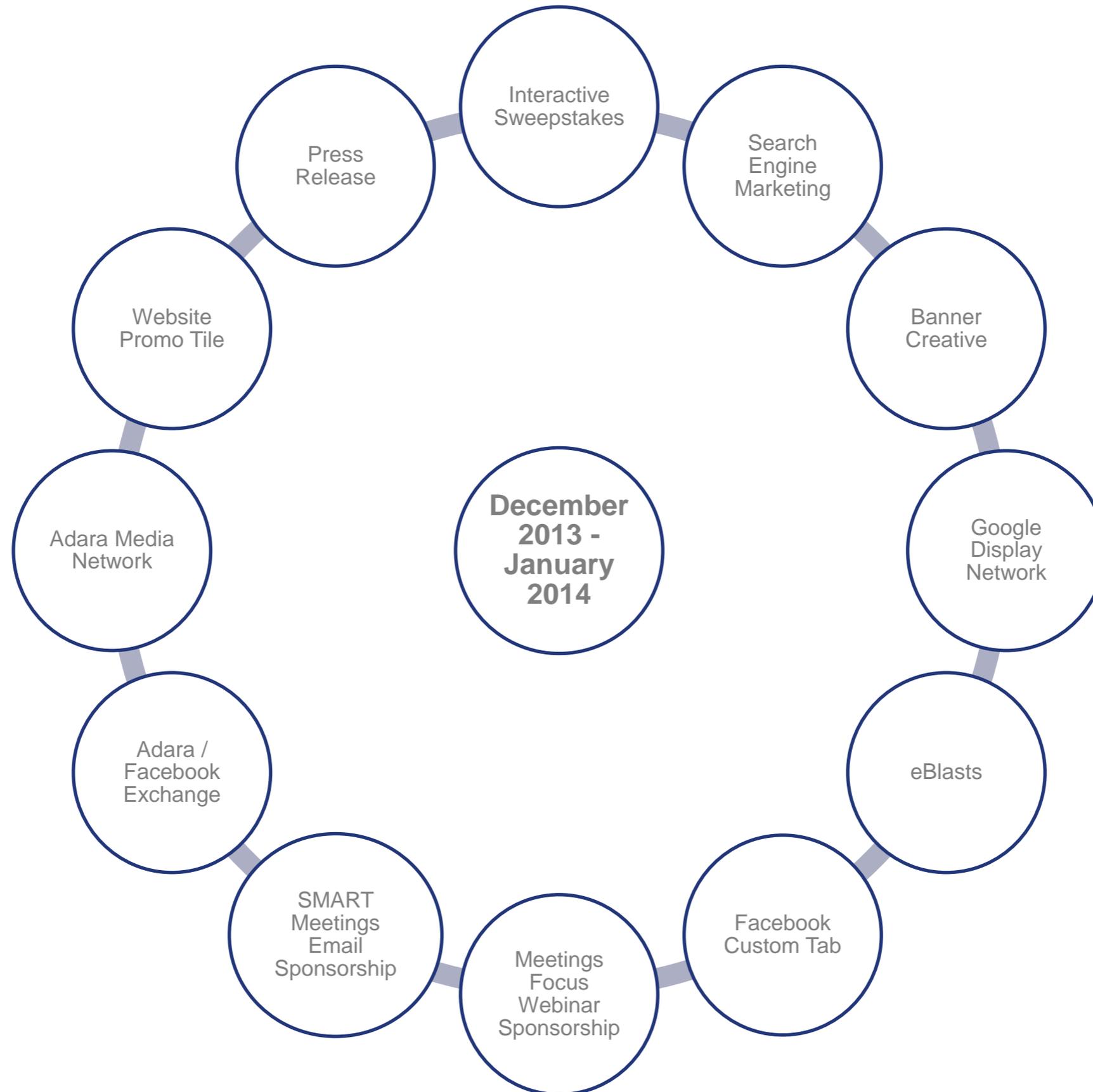
CAMPAIGN THEME

From Meetings to Memories

With over 270,000 square feet of versatile meeting and event space, the four world-class resorts at Indian Wells provide unlimited possibilities for memorable events—from corporate retreats to gala affairs. Discover this unique desert sanctuary and transform your meetings to memories that last a lifetime.



The Multi-channel Campaign



Interactive Sweepstakes

Duration: December 18, 2013 – January 17, 2014 12:00 PM PST

Prominent logo display to encourage brand recognition & awareness



[Overview](#) [Sign Up](#) [Rules](#) [Login](#)

DAYS HOURS MINUTES
18 05 35

Countdown Functionality

Catchy tagline utilized throughout all campaign initiatives for consistency

From Meetings to Memories
Enter to Win Our \$500 Grand Prize Gift Card

Grand Prize and daily prizes to encourage meeting planner participation

Full-screen high resolution photos utilized throughout the mini-site

Play and Sign Up

Login to Enter Daily

Send to a Friend

FOLLOW US ON:



Social Share Icons

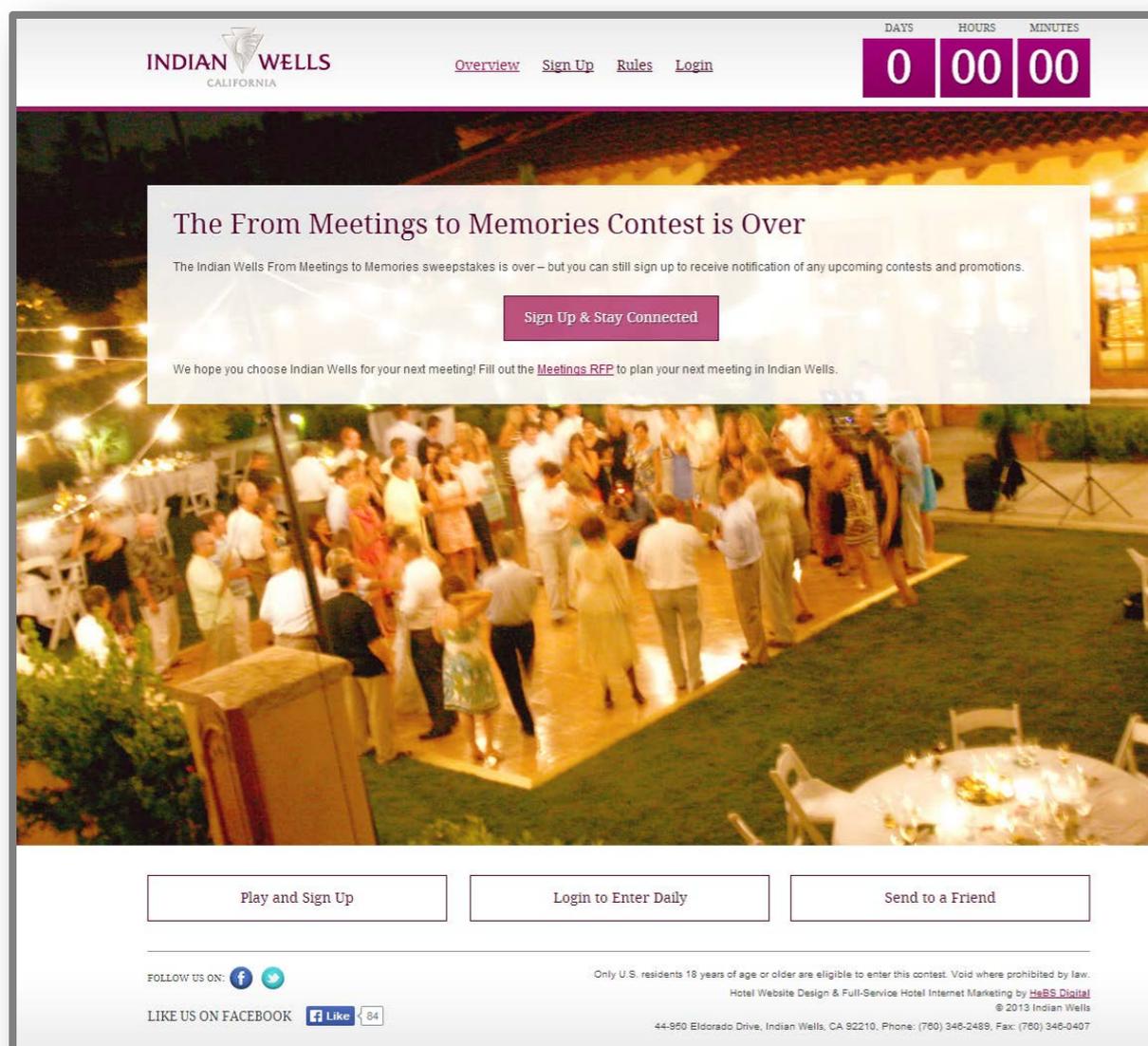
Only U.S. residents 18 years of age or older are eligible to enter this sweepstakes. Void where prohibited by law.
Hotel Website Design & Full-Service Digital Marketing by HeBS Digital
© 2013 Indian Wells

Send to a Friend Functionality

Expandable, engaging copy to encourage users to participate

Interactive Sweepstakes

The Meeting Planner Sweepstakes had 40,862 total entries.



TOTAL NUMBER OF USERS: **4,533**

TOTAL NUMBER OF ENTRIES: **40,862**

18,347
UNIQUE VISITORS TO THE SWEEPS
(70.9% of all website traffic)

165,285 (83.6%)
PAGE VIEWS

Interactive Sweepstakes

Majority of respondents answered quiz questions correctly.

QUIZ STATS

Q. How many square feet of flexible meeting space does Indian Wells feature at its four full-service resorts? *Hint: Read the Interactive Brochure.*

A. More than 270,000 square feet
(chosen **89.4%** of the time)

Q. View our Meeting Planner Video – how many rooms does Indian Wells have, combined, at its four resorts?

A. 1,438
(chosen **87.4%** of the time)

Q. What makes Indian Wells the perfect destination for one-of-a-kind meetings? Check our Meetings page for more information.

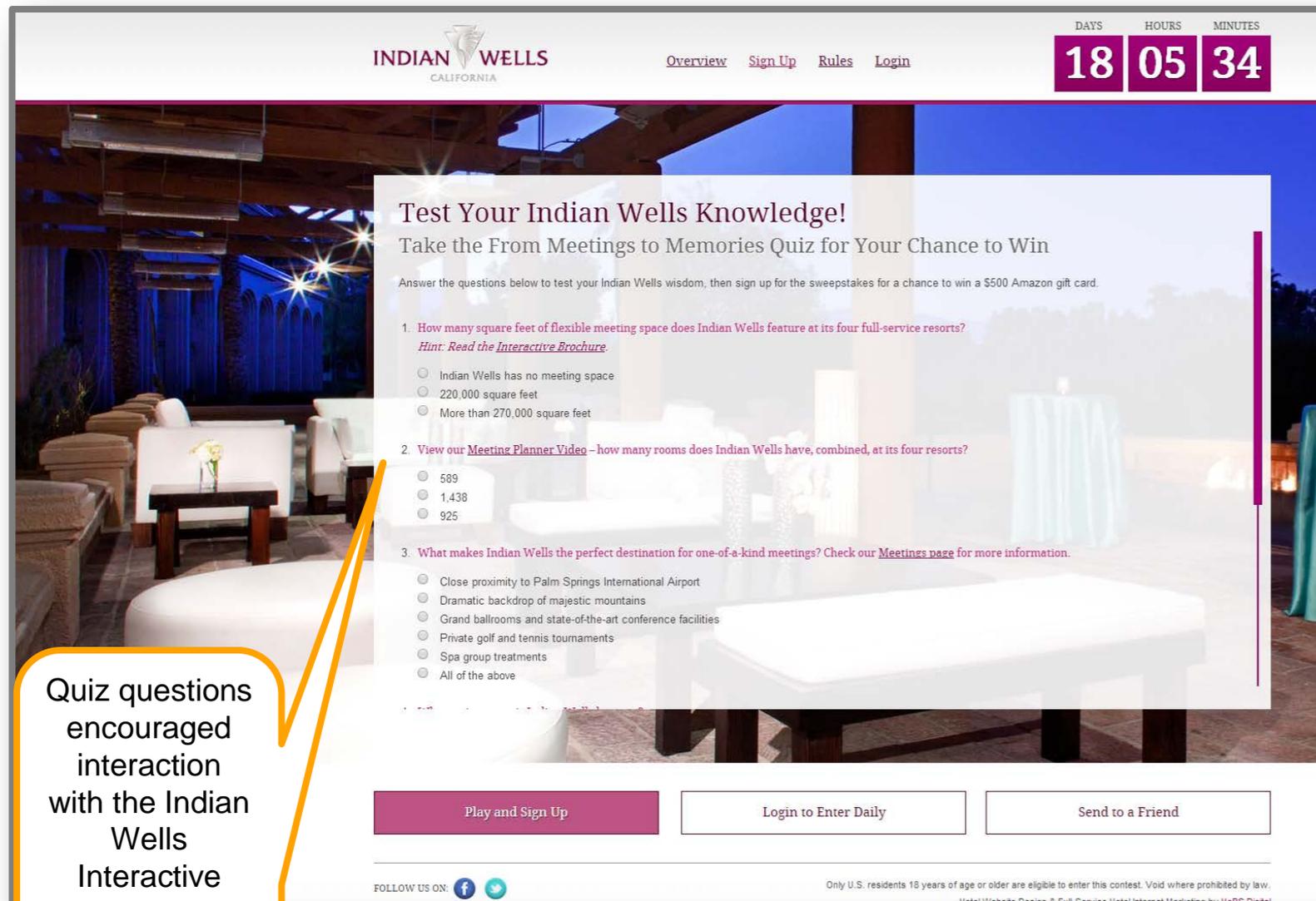
A. All of the above (Close proximity to Palm Springs International Airport, Dramatic backdrop of majestic mountains, Grand ballrooms and state-of-the-art conference facilities, Private golf and tennis tournaments, Spa group treatments)
(chosen **94.7%** of the time)

Q. What major event is Indian Wells home to? *Hint: watch our Meeting Planner Video.*

A. BNP Paribas Open
(chosen **65.3%** of the time)

Q. On which days of the week does the Indian Wells Golf Resort provide PGA staff-taught golf clinics? Visit our Facebook page for the answer.

A. Tuesday, Wednesday and Friday
(chosen **83.1%** of the time)



Quiz questions encouraged interaction with the Indian Wells Interactive Brochure, Meeting Planner Video, Meetings page on the website, and Facebook page

Announcement EBlast

The Sweepstakes launch announcement eBlast had an open rate of 8.81%.



[INDIANWELLS.COM](#)

[RESERVATIONS](#)

[SPECIAL OFFERS](#)

[GROUPS & MEETINGS](#)

[BLOG](#)

PAGE VIEWS
2,837

457
TOTAL UNIQUE VISITORS

1,810
DISTINCT OPENS

Sweepstakes URL was the most clicked link- 357 distinct clicks

First Reminder EBlast

The first Sweepstakes reminder eBlast had an open rate of **11.77%**.



Social media icons had 23 clicks

PAGE VIEWS
2,966

553
TOTAL UNIQUE VISITORS

2,408
DISTINCT OPENS

[INDIANWELLS.COM](#) [RESERVATIONS](#) [SPECIAL OFFERS](#) [GROUPS & MEETINGS](#)

44-950 Eldorado Drive, Indian Wells, CA 92210 T: (760) 346-2489

Sweepstakes URL had 487 distinct clicks, and 717 overall clicks

Second Reminder EBlast

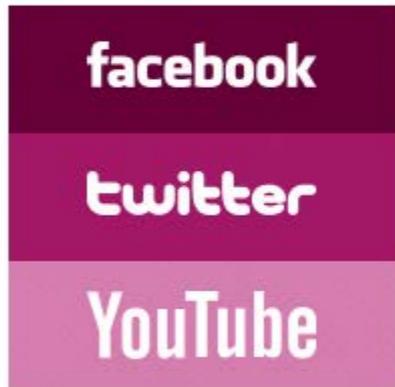
The Last Day Sweepstakes Reminder eblast had an open rate of 22.18%.



Enter Meeting Sweeps by Friday, Jan 17

Sense of urgency to enter the sweepstakes ASAP

PAGE VIEWS
1,514



348
TOTAL UNIQUE VISITORS



Time is running out!
Enter to win a \$500 Amazon gift card.



1,307
DISTINCT OPENS

Sweepstakes URL had 350 distinct clicks, and 427 overall clicks

INDIANWELLS.COM

[RESERVATIONS](#)

[SPECIAL OFFERS](#)

[GROUPS & MEETINGS](#)

44-950 Eldorado Drive, Indian Wells, CA 92210 T: (760) 346-2489

Campaign Insights

Top Pages – December 2013 – January 2014

Page	Unique Visitors ▼ (?)	Page Views (?)	Visits (?)
1. Indian Wells Sweepstakes / Home	12,708 39.1%	37,554 16.7%	34,624 49.4%
2. Indian Wells Sweepstakes / Try Again	10,719 33.0%	38,555 17.2%	38,133 54.4%
3. Indian Wells Sweepstakes / Login	10,438 32.1%	42,753 19.0%	38,905 55.5%
4. Indian Wells Sweepstakes / Quiz	10,303 31.7%	25,702 11.4%	21,050 30.0%
5. Indian Wells / Home	8,149 25.1%	12,835 5.7%	9,097 13.0%
6. Indian Wells Sweepstakes / Form	5,239 16.1%	9,778 4.4%	7,306 10.4%
7. Indian Wells / Special Offers	3,019 9.3%	4,427 2.0%	3,271 4.7%
8. Indian Wells Sweepstakes / Answers	2,189 6.7%	2,567 1.1%	2,474 3.5%
9. Indian Wells Sweepstakes / Expert	2,141 6.6%	3,026 1.3%	2,956 4.2%
10. Indian Wells / Special Offers / Golf Specials	1,597 4.9%	3,187 1.4%	1,770 2.5%

The Sweepstakes pages accounted for 56.8% of all unique visitors and 74.7% of all page views on the website during the campaign flight.

Page	Unique Visitors ▼ (?)	Page Views (?)	Visits (?)
1. Indian Wells / Meetings / Interactive Brochure	959 57.7%	1,206 31.4%	991 55.5%
2. Indian Wells / Meetings / Meeting Planner Video	779 46.9%	1,130 29.4%	803 45.0%
3. Indian Wells / Meetings	438 26.4%	773 20.1%	474 26.6%
4. Indian Wells / Meetings / Meetings at Hyatt Regency Indian Wells	116 7.0%	152 4.0%	118 6.6%
5. Indian Wells / Meetings / Meetings at Indian Wells Resort Hotel	104 6.3%	139 3.6%	107 6.0%
6. Indian Wells / Meetings / Meetings RFP	63 3.8%	131 3.4%	100 5.6%

The Meetings section of the website generated 1,662 unique visitors and 3,839 page views during the campaign flight.

The Meeting Planner Campaign drove significant traffic to the Interactive Sweepstakes and Meetings section of the website.

In the same time period last year, the Meetings section of the website only generated 552 unique visitors and 849 page views.

Campaign Insights

Top Cities – December 2013 – January 2014

Cities	Unique Visitors	Visits	Page Views
1. los angeles (California, United States)	728 2.2%	1,062 1.5%	3,214 1.4%
2. palm desert (California, United States)	510 1.6%	574 0.8%	1,578 0.7%
3. san diego (California, United States)	333 1.0%	428 0.6%	1,442 0.6%
4. houston (Texas, United States)	274 0.8%	497 0.7%	1,683 0.7%
5. mountain view (California, United States)	261 0.8%	280 0.4%	233 0.1%
6. phoenix (Arizona, United States)	255 0.8%	566 0.8%	1,802 0.8%
7. denver (Colorado, United States)	242 0.7%	397 0.6%	1,431 0.6%
8. seattle (Washington, United States)	234 0.7%	492 0.7%	1,548 0.7%
9. chicago (Illinois, United States)	228 0.7%	401 0.6%	1,323 0.6%
10. new york (New York, United States)	227 0.7%	440 0.6%	1,634 0.7%
11. san francisco (California, United States)	211 0.6%	307 0.4%	889 0.4%
12. la quinta (California, United States)	203 0.6%	230 0.3%	644 0.3%
13. portland (Oregon, United States)	181 0.6%	399 0.6%	1,320 0.6%
14. minneapolis (Minnesota, United States)	165 0.5%	358 0.5%	1,139 0.5%

6 out of the top 14 cities were located in California. The rest of the cities reached during the campaign flight were scattered throughout different areas of the United States.

The Meeting Planner Campaign successfully targeted meeting planners in the top 3 designated feeder markets, as well as across the United States.

In the same time period last year, 9/14 cities were located in California, and each city had significantly less total unique visitors.

Campaign Insights

Email Addresses in the Indian Wells Database



The Meeting Planner Campaign successfully increased the amount of email subscribers.
The Meeting Planner Campaign also helped increase the amount of meeting planners on the email database.

Campaign Insights

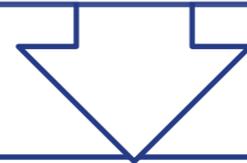
Key Website Traffic Performance Indicators

1

Increase website visits in December 2013 – January 2014

RESULT

Increased by 60.32% from December 2012 – January 2013

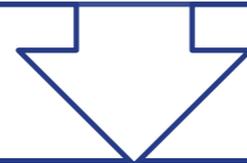


2

Increase unique website visitors in December 2013 – January 2014

RESULT

Increased by 33.56% from December 2012 – January 2013



3

Increase page views in December 2013 – January 2014

RESULT

Increased by 66.82% from December 2012 – January 2013

2014

GOALS + OBJECTIVES

Business Objectives for Q2 2014

1

Main business objective in Q2 is to generate more awareness of Indian Wells as the perfect summer destination.

2

Secondary business objective is to continue to maintain a presence among meeting planners, and maintain the momentum generated from the campaign.

3

Third business objective is to generate highly qualified traffic from users across the United States and around the world.

Digital Marketing Goals

Website Marketing Goals for 2014.



2014

RECOMMENDATIONS

Key Recommendations for 2014

- 1 Meeting Planner & GDN Recommendations
- 2 Email Marketing Recommendations
- 3 SEO Recommendations
- 4 SEM Recommendations
- 5 Website Enhancements
- 6 Social Media Recommendations

Create a Meeting Planner Special Package

Create Landing Page

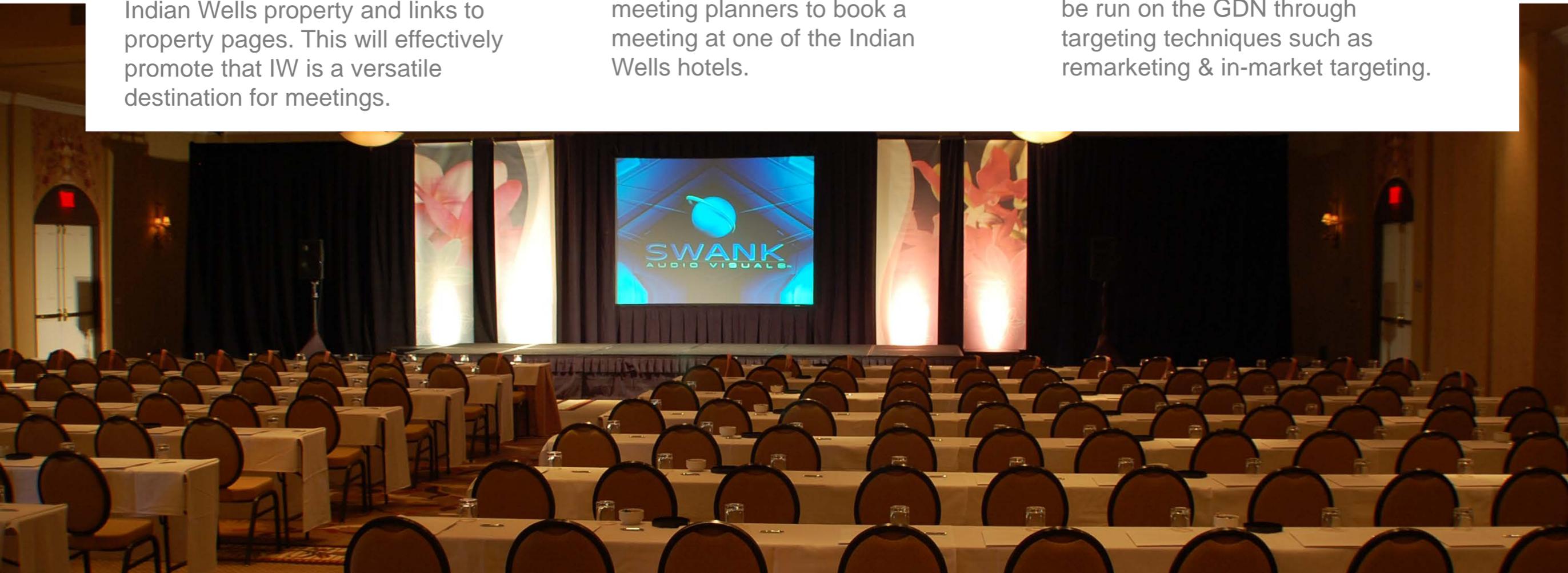
Create a dedicated landing page that highlights the benefits of each Indian Wells property and links to property pages. This will effectively promote that IW is a versatile destination for meetings.

Create Incentive

Create a meeting planner special package that incentivizes meeting planners to book a meeting at one of the Indian Wells hotels.

Create Flash Banners

Create flash banners that have a general meetings focus. These can be run on the GDN through targeting techniques such as remarketing & in-market targeting.



Why will GDN be beneficial for Indian Wells?

Maintain momentum of Meeting Planner Campaign.

- More than 3/4 of sweepstakes entrants answered quiz questions correctly – we don't want them to forget the reasons why Indian Wells is the perfect meetings destination.

Website traffic has significantly increased YOY – we want to stay top-of-mind for all the new users who have been interacting with the website.

- This is especially important now that the BNP Paribas Open has ended.

Reach over 92% of unique internet users.

1

General Meetings
Display Campaign

2

General Leisure Travel
Display Campaign

Utilize Email Marketing as a Key tool in the Summer Campaign

Follow-Up eBlasts perform better.

There were three eblasts sent during the Meeting Planner Campaign, and the open rate increased significantly with each send.

Consider sending multiple reminder eBlasts during campaigns to drive awareness and website traffic.

1

Introduce Facebook Interactive Application to entire IW email database.

2

Mid-way through campaign, send a general Summer special email with a reminder to enter the contest.

3

Send a final follow-up/reminder eBlast a few days before the end of the campaign.

4

Email all participants of the contest, thanking them for joining and encouraging to visit Indian Wells this Summer.

SEO Recommendations

1 Indian Wells

Currently ranking #6 for Indian Wells. Optimizing additional pages for this keyword could help rank higher by 1-3 positions.

2 Striking Distance Keywords

Currently, there are 4 keywords in BrightEdge that are within Striking Distance. We can perform additional research using Google webmaster tools to identify additional SD keywords and focus on improving their rankings.

3 Indian Wells Tennis Keywords

Indian Wells tennis keywords are on the rise in terms of search volume. Expanding copy on existing pages will help capture additional organic search traffic.

4 Link Audit

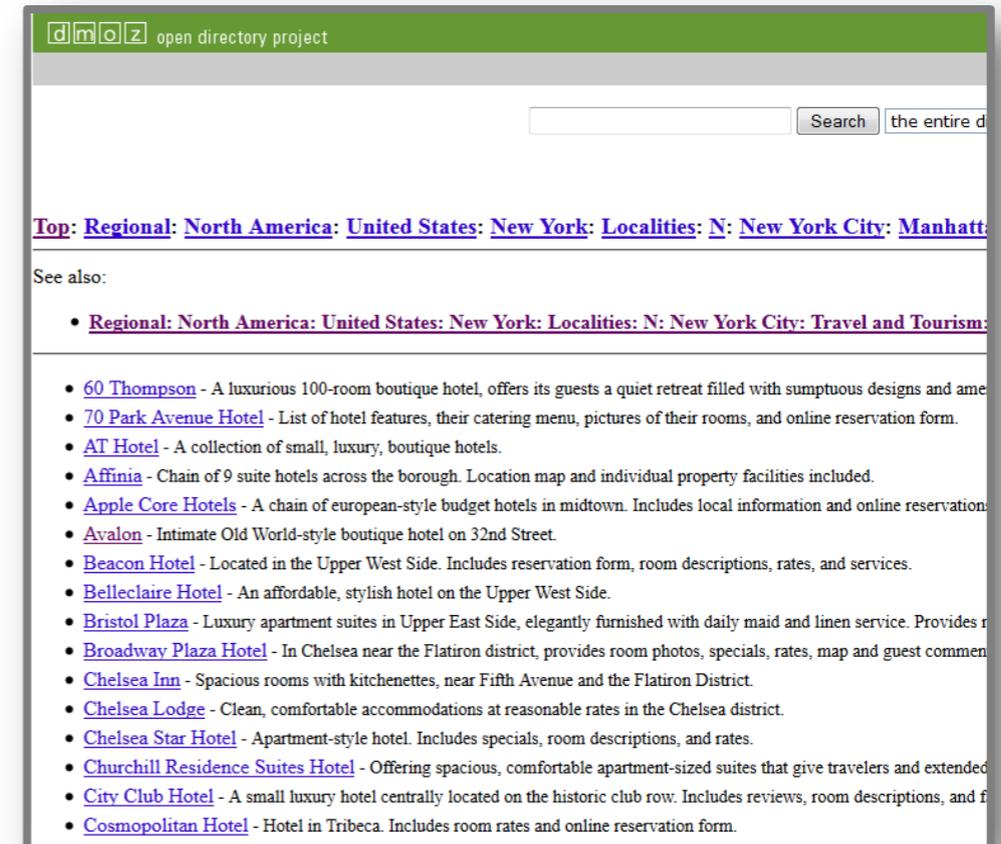
Examine inbound links for unnatural links while also identifying new opportunities through competitive analysis.

Link Audit / Blog Outreach

Increase page rank, avoid algorithm penalties, and remove potentially harmful links.

Off-page factors such as the quality of inbound links to the website are nearly as important as on-page optimizations.

Audit your existing links for an understanding of your existing link profile, then let HeBS Digital devise a strategy to acquire high-quality relevant links.



1

Audit existing links

Disavow in compliance with Google Hummingbird updates.

2

Devise action plan for main data providers and reputable directories

Feed information to local listing profiles.

3

Reach out to local bloggers, colleges, CVBs, etc.

Long-term plan to acquire more relevant links and coordinate editorial content, since top keywords are location and experience related.

SEM Recommendations

1 GDN Luxury Interest Category

Target luxury travelers in order to generate more awareness for the Summer season.

2 GDN Events Interest Category

Target event planners with banners highlighting key elements to meetings and events to generate more leads.

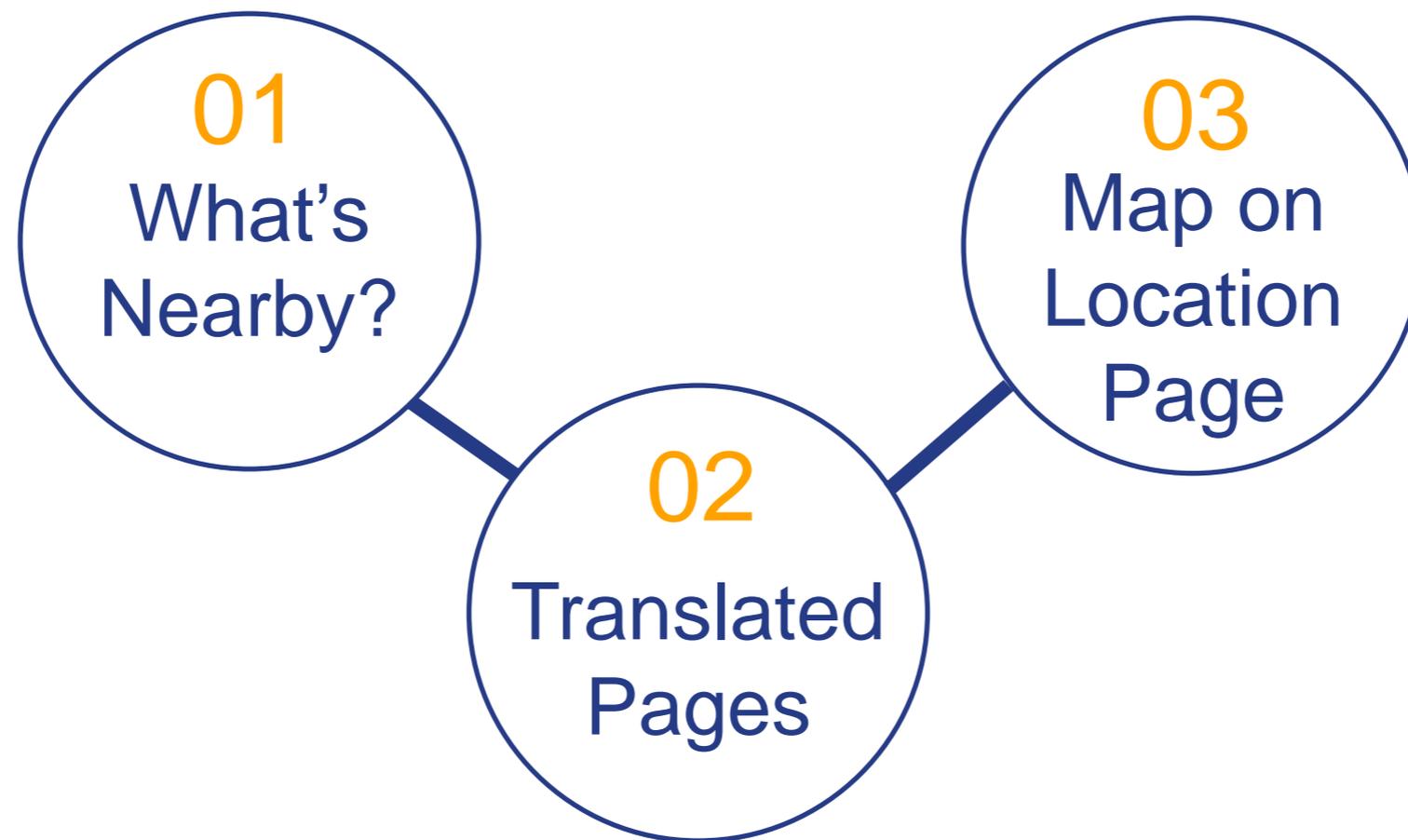
3 International Search Campaign

Run international SEM campaigns targeted at English speaking countries. Create translated pages and target non-English speaking countries.

4 Meetings Campaigns

Expand meetings campaigns with additional keywords and focused ad copy on specific offerings.

Website Enhancements



What's Nearby?

Highlight local attractions, dining, shopping, and more with driving directions.

Place Name	Address	Phone	Dist
Urth Caffé	8565 Melrose Avenue	(310) 659-0628	
Coffee Bean & Tea Leaf	300 S. La Cienega Blvd.	(310) 659-1890	
Ed's Coffee Shop	460 N. Robertson Blvd.	(310) 659-8625	
Mel's Drive-In	8585 Sunset Blvd	(310) 854 - 7201	
Test Destination	135 N. Grand Avenue Los Angeles, CA	555-5555	

Location, Location, Location

The Location page on the website had the fourth highest amount of clicks of all pages in Q1 2014, and consistently remains among the Top 10 most consistently viewed pages.

Experience

Out of the top 10 most clicked pages on the website in Q1 2014, the Experience pages accounted for 40% of clicks.

Place Name	Address	Phone	Distance
Urth Caffé	8565 Melrose Avenue	(310) 659-0628	0.2
Coffee Bean & Tea Leaf	300 S. La Cienega Blvd.	(310) 659-1890	0.64
Ed's Coffee Shop	460 N. Robertson Blvd.	(310) 659-8625	0.89
Mel's Drive-In	8585 Sunset Blvd	(310) 854 - 7201	1
Test Destination	135 N. Grand Avenue Los Angeles, CA	555-5555	0.4

Translated Pages

Target international travelers with key pages translated to the top languages.

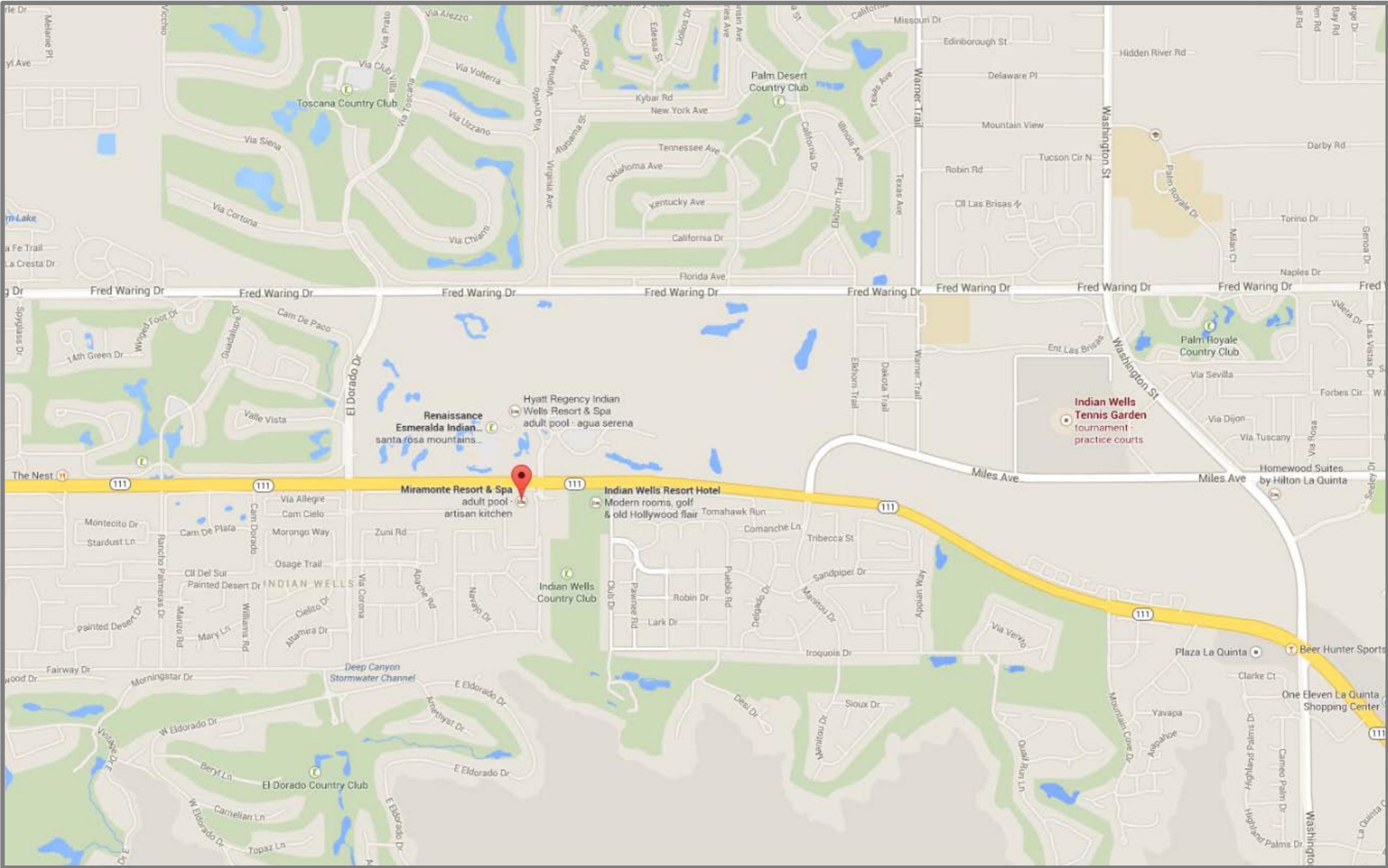
Website traffic from international locations is increasing. In both Q1 2013 & 2014, one out of the top five cities was located in an international destination.

Indian Wells' Facebook fan base spans several countries (e.g. Argentina, Mexico, Canada) and languages (e.g. Spanish, French, Italian, Portuguese).

Location is becoming a more widely-viewed page on the Indian Wells website.



Add a Google Map to the Location Page



Social Media Recommendations

1

Tag Facebook Fan Pages

By tagging relevant Facebook Fan Pages in posts, Indian Wells can increase its reach and drive viral awareness.

2

Facebook Cover Photo

Create a branded Facebook Cover Photo to better highlight the destination's key selling points, promote campaigns, and encourage "likes."

3

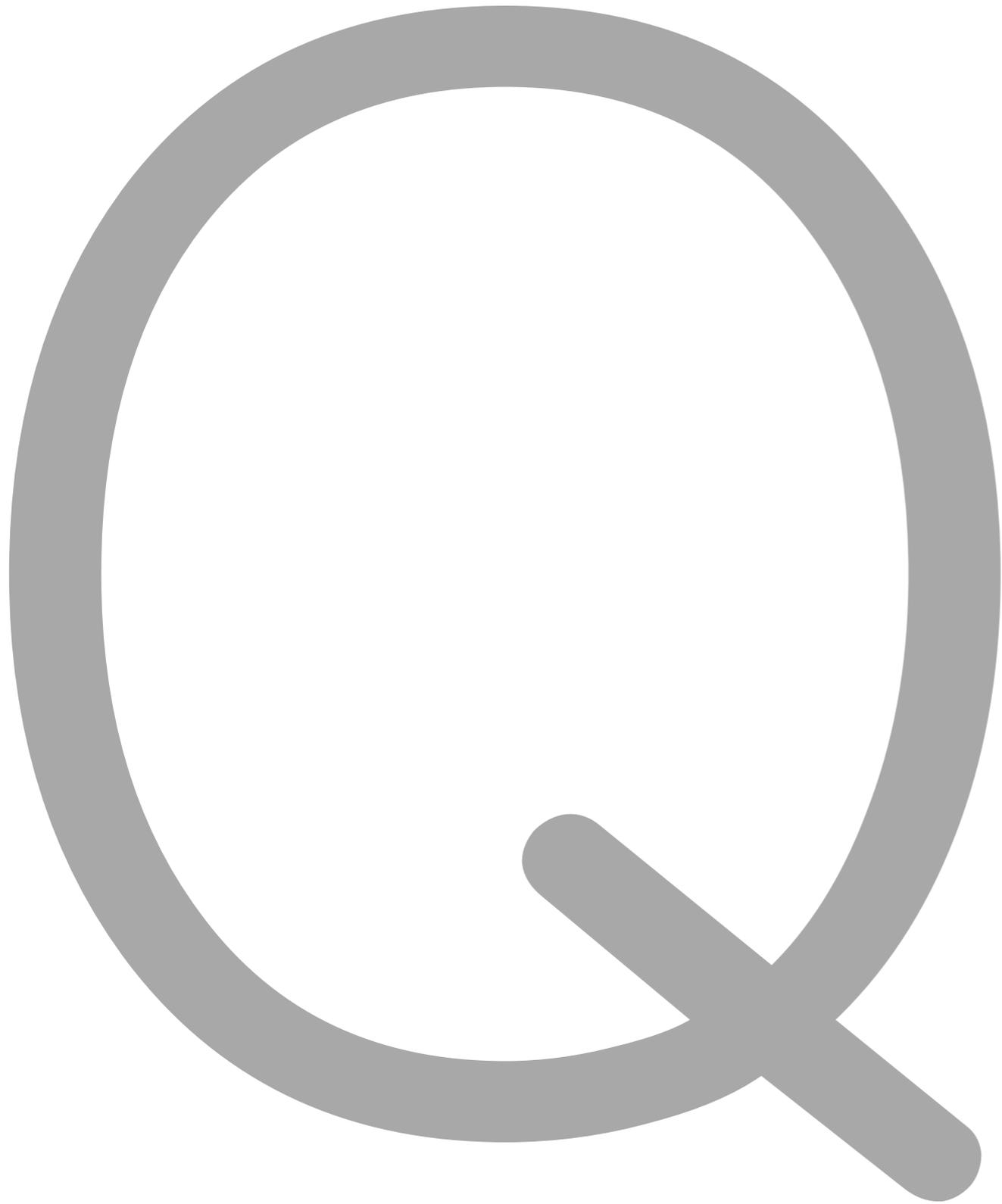
Social Media Advertising

Utilize Facebook Promoted Posts, Facebook CPC, Promoted Tweets, and LinkedIn Sponsored Updates to expand awareness among target audiences.

4

Twitter Custom Header Image

Optimize the Twitter Profile for the new layout with a Custom Header Image featuring rich imagery and a branded marketing message.



uestions?

APPENDIX

MEETING PLANNER CAMPAIGN WRAP-UP

CAMPAIGN WRAP UP

- **BACKGROUND**

- **CAMPAIGN GOAL**

- **TARGET CUSTOMER SEGMENT**

- **CAMPAIGN INITIATIVE RESULTS**

- **KEY TAKEAWAYS**

CAMPAIGN FLIGHT PLAN

		Indian Wells Groups & Meetings Campaign 12/18/2013- 1/17/2014								
Campaign Initiative	Platform	Dec-13					Jan-14			
		2	9	16	23	30	6	13	20	27
Core Online Marketing										
Promo eBlast				12/18		12/30		1/15		
SEM + GDN Campaign				12/18 - 1/17						
Website Marketing										
Interactive Meeting Planner Sweepstakes				12/18 - 1/17						
Website Promo Slide				12/18 - 1/17						
Online Travel Consumer Deal Alert				12/19						
Social Media										
Facebook Custom Tab - Premium				12/18 - 1/17						
Total Spend:										
Online Media										
MeetingsFocus Webinar Sponsorship				12/19						
Adara Media Display				12/18 - 1/17						
Adara / Facebook Exchange				12/18 - 1/17						
Banner Creative (Flash, 3 sizes)				12/18 - 1/17						
SMART Meetings Email Sponsorship					12/20					

Campaign Background

DETAILS

Generate buzz surrounding meetings at Indian Wells and promote the Site and See Giveaway.

DURATION

December 2013 – January 2014

TARGET SEGMENT

Primary: Meeting planners residing in California feeder markets such as Los Angeles, San Diego, and Palm Desert
Secondary: Meeting planners residing throughout the US, in markets such as New York City (East Coast), Chicago (Midwest), and Tampa (Southeastern US)



Campaign Goals

Increasing awareness, website visits, and meetings and groups RFPs.

This campaign is designed to increase website visits and increase groups and meetings RFPs at Indian Wells. The campaign will also generate buzz through the Site and See Giveaway.

1

Increase Meeting and Group RFPs

The main goal of this campaign is to increase Meetings and Groups RFPs at Indian Wells. The Giveaway will encourage meeting planners to submit an RFP to be entered to win complimentary accommodations, airfare, and other prizes.

2

Increase Website Visits

The campaign will drive awareness of groups and meetings at Indian Wells by increasing website visits to IndianWells.com, specifically to the “Meetings” page.

3

Generate buzz surrounding meetings and the revised meeting planner video

The campaign will generate buzz surrounding groups and meetings at Indian Wells. The revised meeting planner video will gain traction.

Target Customer Segment

Indian Wells will target meeting planners looking to host meetings.

Age

35-60, Generation X and Baby Boomers.

This age group ranges from 35-60 and is considered the Generation X and Baby Boomer age demographic.

Lifestyle

Meeting planners.

This consumer plans meetings for small and medium sized businesses.

Location

California drive-in markets and meeting planners across the US.

Most of the meeting planners come from drive-in markets such as Los Angeles, San Diego, and Palm Desert. We should also try to target meeting planners across the US.

Campaign Goal

Build awareness surrounding Indian Wells' meeting capabilities

Increase website traffic

CAMPAIGN RESULTS - YOY

WEBSITE VISITS

+63.3%

+33.6%

UNIQUE WEBSITE VISITORS

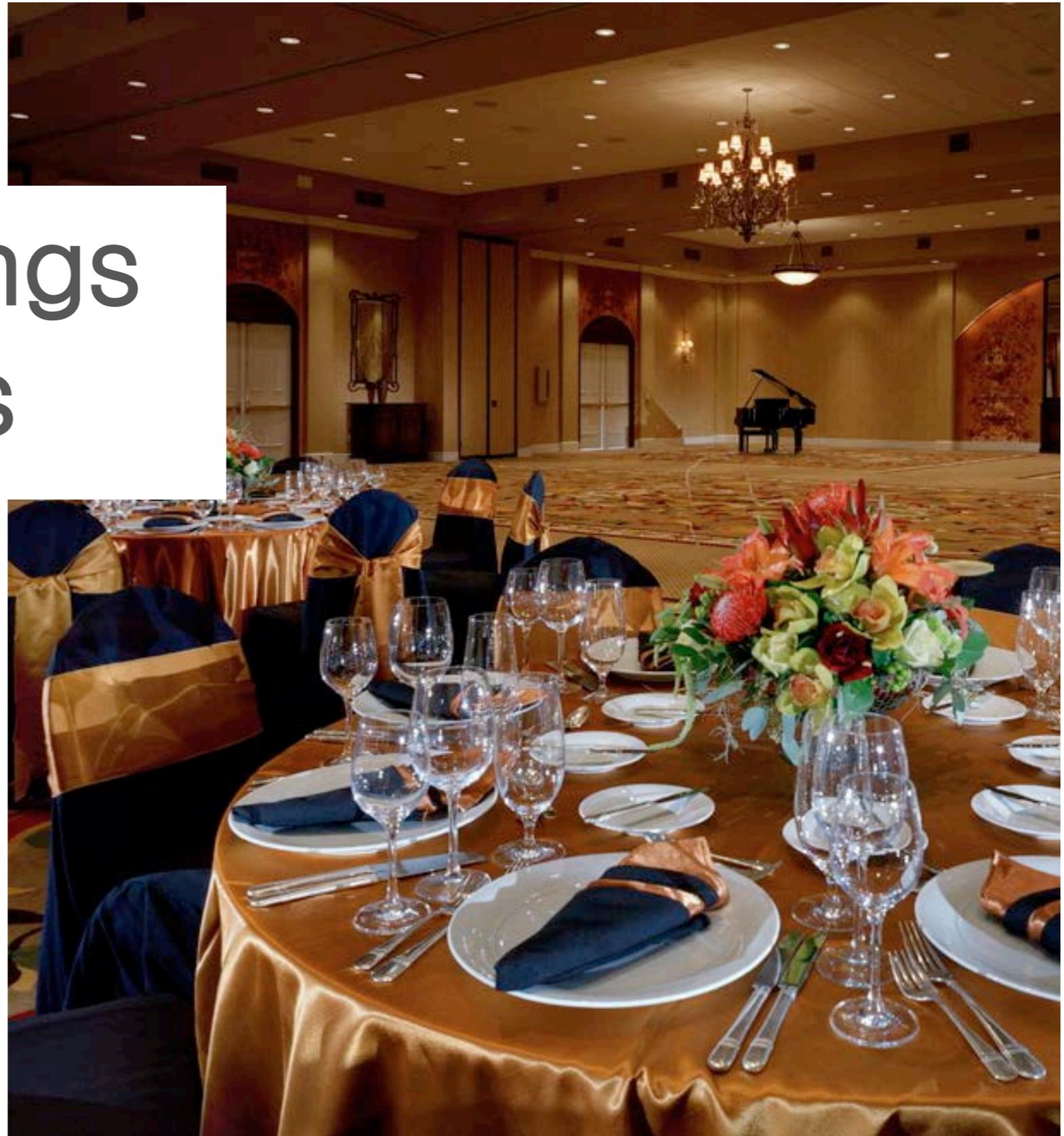
+66.8%

PAGE VIEWS

CAMPAIGN THEME

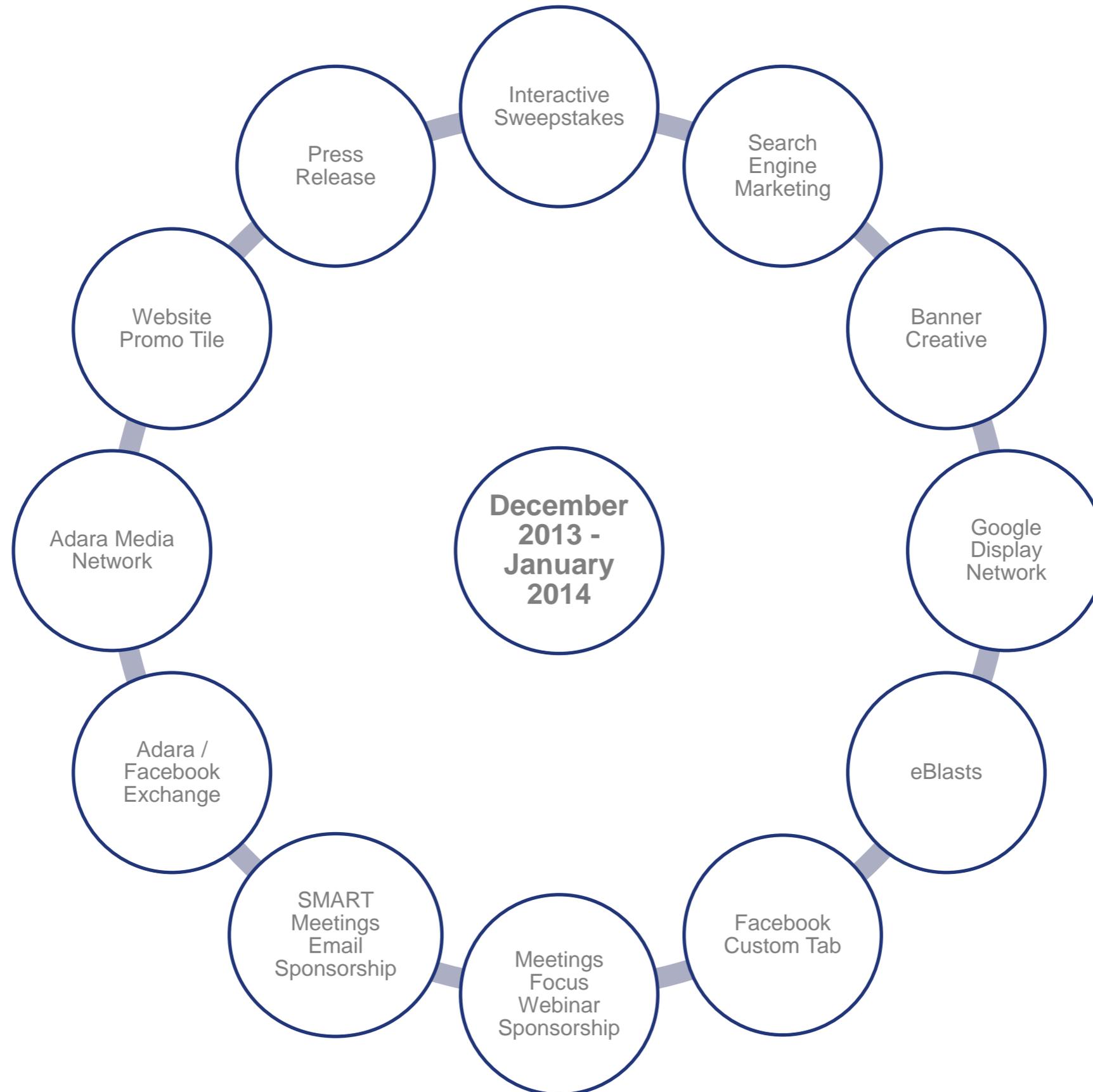
From Meetings to Memories

With over 270,000 square feet of versatile meeting and event space, the four world-class resorts at Indian Wells provide unlimited possibilities for memorable events—from corporate retreats to gala affairs. Discover this unique desert sanctuary and transform your meetings to memories that last a lifetime.



CAMPAIGN INITIATIVES

The Multi-channel Campaign



Interactive Sweepstakes

Duration: December 18, 2013 – January 17, 2014 12:00 PM PST

Prominent logo display to encourage brand recognition & awareness



[Overview](#) [Sign Up](#) [Rules](#) [Login](#)

DAYS HOURS MINUTES
18 05 35

Countdown Functionality

Catchy tagline utilized throughout all campaign initiatives for consistency

From Meetings to Memories
Enter to Win Our \$500 Grand Prize Gift Card

Grand Prize and daily prizes to encourage meeting planner participation

Full-screen high resolution photos utilized throughout the mini-site

Play and Sign Up

Login to Enter Daily

Send to a Friend

FOLLOW US ON:



Social Share Icons

Only U.S. residents 18 years of age or older are eligible to enter this sweepstakes. Void where prohibited by law.
Hotel Website Design & Full-Service Digital Marketing by HeBS Digital
© 2013 Indian Wells

Send to a Friend Functionality

Expandable, engaging copy to encourage users to participate

Interactive Sweepstakes

The Meeting Planner Sweepstakes had 40,862 total entries.



TOTAL NUMBER OF USERS: **4,533**

TOTAL NUMBER OF ENTRIES: **40,862**

18,347
UNIQUE VISITORS TO THE SWEEPS
(70.9% of all website traffic)

165,285 (83.6%)
PAGE VIEWS

Interactive Sweepstakes

Majority of respondents answered quiz questions correctly.

QUIZ STATS

Q. How many square feet of flexible meeting space does Indian Wells feature at its four full-service resorts? *Hint: Read the Interactive Brochure.*

A. More than 270,000 square feet
(chosen **89.4%** of the time)

Q. View our Meeting Planner Video – how many rooms does Indian Wells have, combined, at its four resorts?

A. 1,438
(chosen **87.4%** of the time)

Q. What makes Indian Wells the perfect destination for one-of-a-kind meetings? Check our Meetings page for more information.

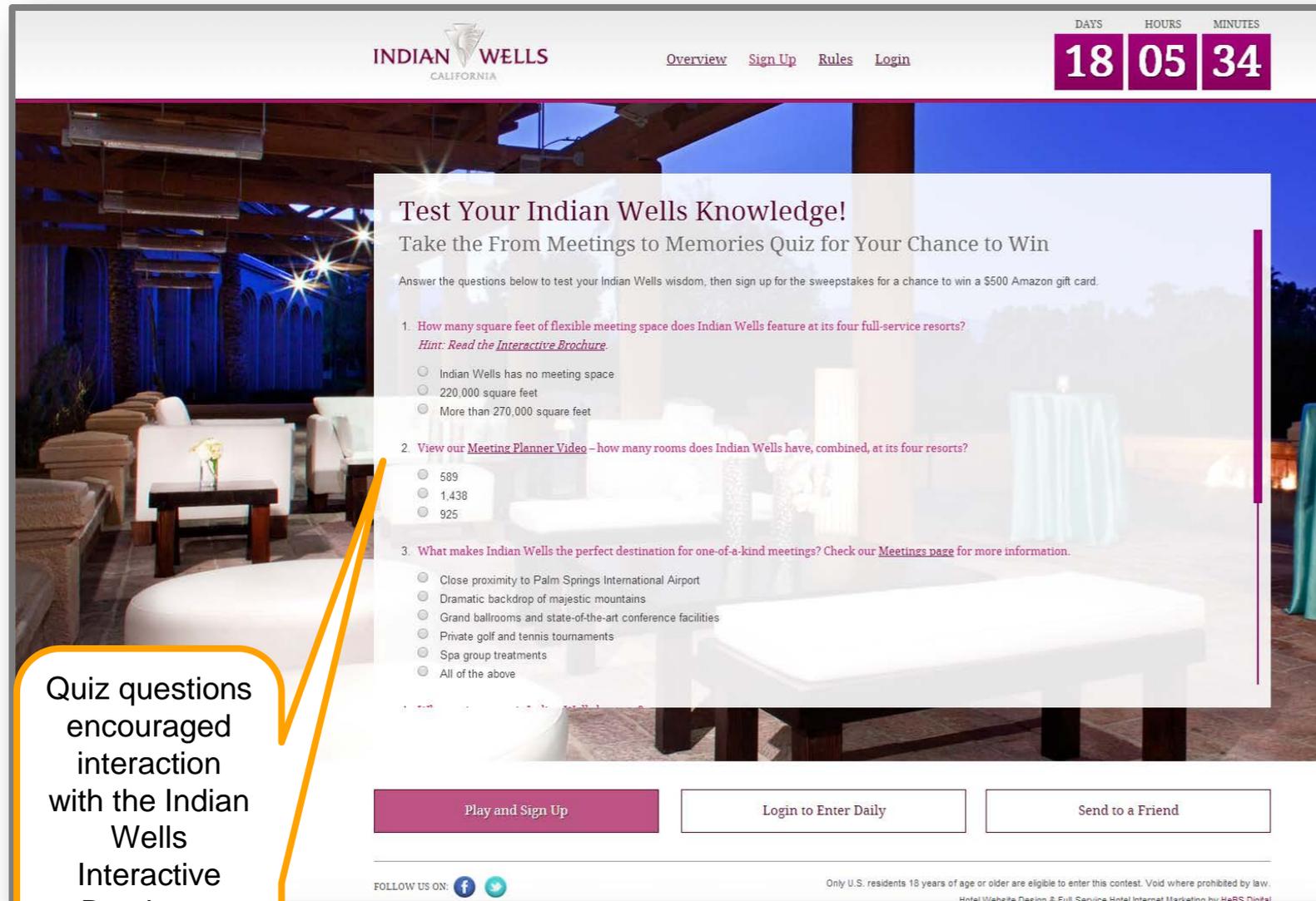
A. All of the above (Close proximity to Palm Springs International Airport, Dramatic backdrop of majestic mountains, Grand ballrooms and state-of-the-art conference facilities, Private golf and tennis tournaments, Spa group treatments)
(chosen **94.7%** of the time)

Q. What major event is Indian Wells home to? *Hint: watch our Meeting Planner Video.*

A. BNP Paribas Open
(chosen **65.3%** of the time)

Q. On which days of the week does the Indian Wells Golf Resort provide PGA staff-taught golf clinics? Visit our Facebook page for the answer.

A. Tuesday, Wednesday and Friday
(chosen **83.1%** of the time)



Quiz questions encouraged interaction with the Indian Wells Interactive Brochure, Meeting Planner Video, Meetings page on the website, and Facebook page

Interactive Sweepstakes

Sweepstakes was successful in virality.

INDIAN WELLS CALIFORNIA

Overview Sign Up Rules Login

DAYS HOURS MINUTES
18 05 31

Share Our Contest With Your Friends!

*Your Name:

*Your E-mail:

*Friend's Name:

*Friend's E-mail:

[Add a Friend](#)

Send

Play and Sign Up Login to Enter Daily Send to a Friend

FOLLOW US ON:

LIKE US ON FACEBOOK 48

Only U.S. residents 18 years of age or older are eligible to enter this contest. Void where prohibited by law.
Hotel Website Design & Full-Service Hotel Internet Marketing by [HeBS Digital](#)
© 2013 Indian Wells
44-950 Eldorado Drive, Indian Wells, CA 92210, Phone: (760) 346-2489, Fax: (760) 346-0407

133
**TOTAL E-MAILS
SENT TO A FRIEND**

INDIAN WELLS CALIFORNIA

Overview Sign Up Rules Login

DAYS HOURS MINUTES
18 05 31

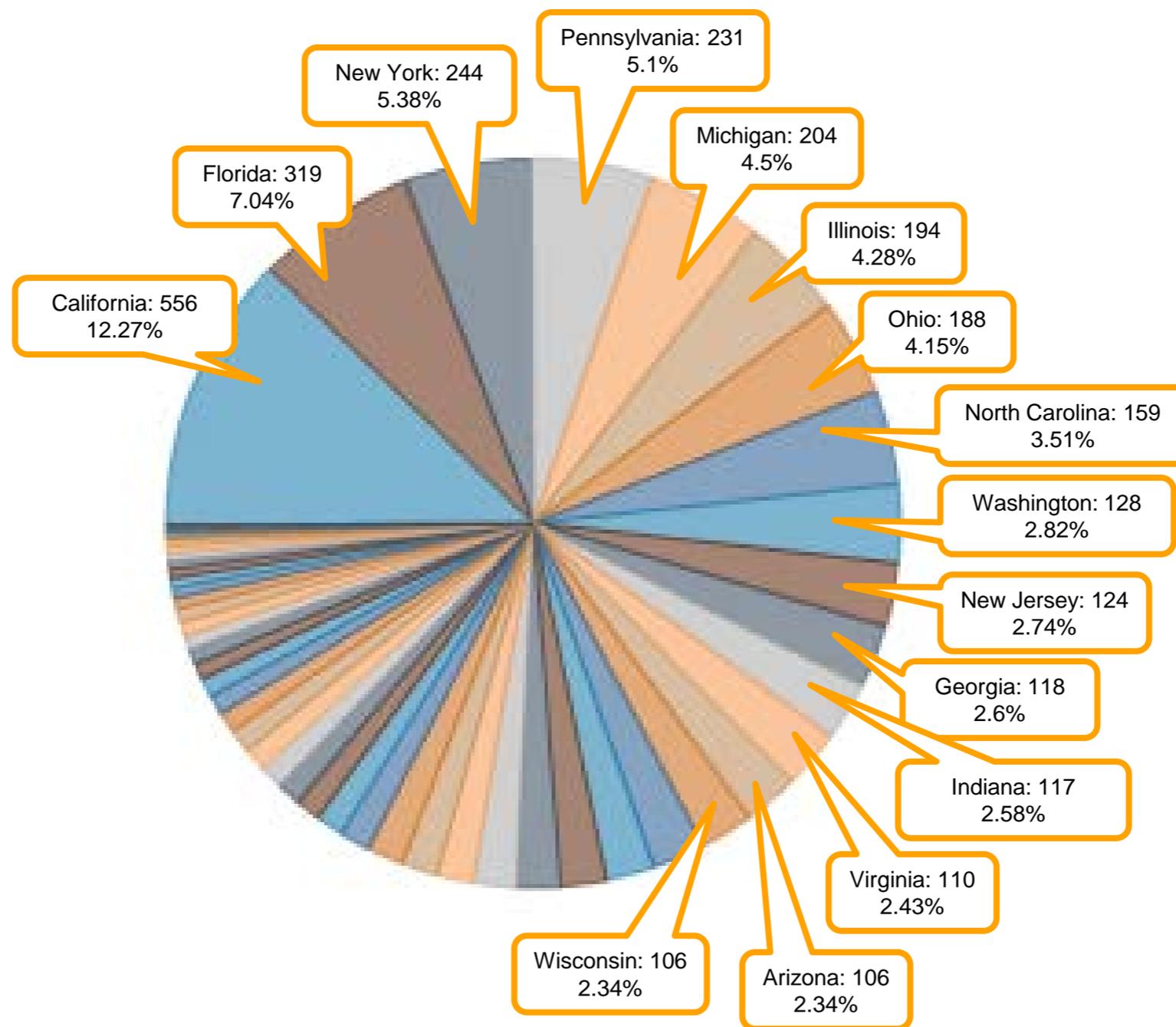
Log In to Win
Win Big in Indian Wells!

Email

[Don't have an account yet? Register here.](#)

Interactive Sweepstakes

United States – Registrations



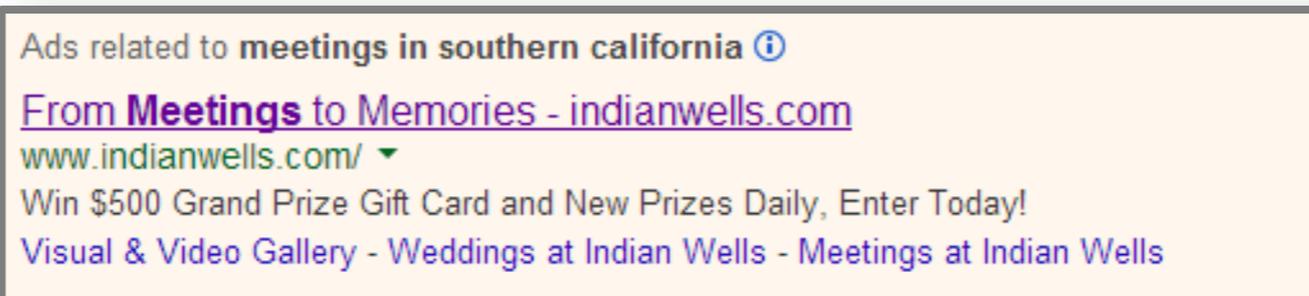
SEM + GDN

The Search Engine Marketing and Google Display Network campaign generated 426 clicks to the website.



500 impressions,
3 clicks,
.60% CTR

Text Ads



Display Ads



180,470 impressions,
423 clicks,
.23% CTR

Flash Banner Creative

3 sizes:
300 x 250,
728 x 90,
160 x 600



Helped increase
brand
awareness



Highlighted benefits of
holding meetings at
Indian Wells through
engaging text and rich
imagery



Emphasized
urgency to
enter the
sweepstakes



INDIAN WELLS
CALIFORNIA

Enter to Win and
Transform Meetings into
Lifelong Memories.

Enter Now

Directed target
audience to the
Sweepstakes

Announcement EBlast

The Sweepstakes launch announcement eBlast had an open rate of 8.81%.



PAGE VIEWS
2,837

457
TOTAL UNIQUE VISITORS

1,810
DISTINCT OPENS

[INDIANWELLS.COM](#)

[RESERVATIONS](#)

[SPECIAL OFFERS](#)

[GROUPS & MEETINGS](#)

[BLOG](#)

Sweepstakes URL was the most clicked link- 357 distinct clicks

First Reminder EBlast

The first Sweepstakes reminder eBlast had an open rate of **11.77%**.

Social media icons had 23 clicks



[INDIANWELLS.COM](#) [RESERVATIONS](#) [SPECIAL OFFERS](#) [GROUPS & MEETINGS](#)

44-950 Eldorado Drive, Indian Wells, CA 92210 T: (760) 346-2489

PAGE VIEWS
2,966

553
TOTAL UNIQUE VISITORS

2,408
DISTINCT OPENS

Sweepstakes URL had 487 distinct clicks, and 717 overall clicks

Second Reminder EBlast

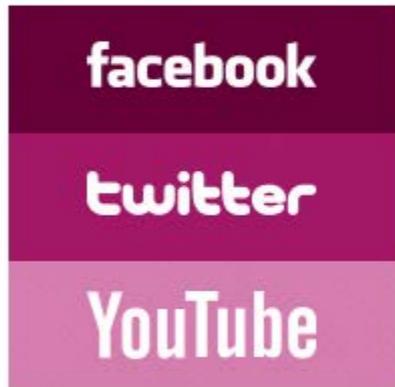
The Last Day Sweepstakes Reminder eblast had an open rate of 22.18%.



Enter Meeting Sweeps by Friday, Jan 17

Sense of urgency to enter the sweepstakes ASAP

PAGE VIEWS
1,514



348
TOTAL UNIQUE VISITORS



Time is running out!
Enter to win a \$500 Amazon gift card.

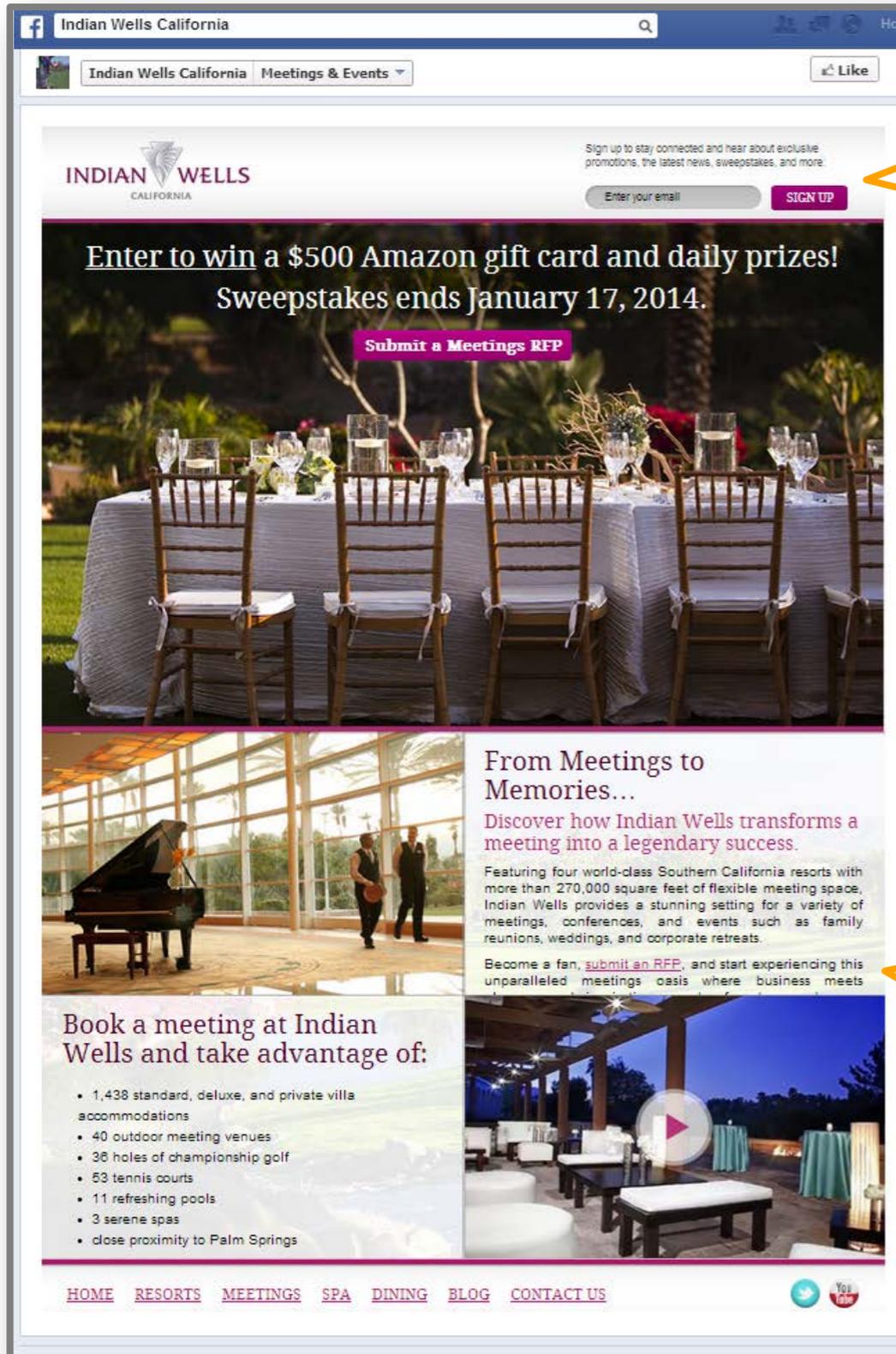


1,307
DISTINCT OPENS

Sweepstakes URL had 350 distinct clicks, and 427 overall clicks

Facebook Custom Tab

The Facebook Custom Tab generated 56 unique visitors to the website.



Email Sign-Up Form

83 new Facebook Fans

Facebook Fan Page Likes Before Campaign: **3,687**
Facebook Fan Page Likes After Campaign: **3,770**

237
TOTAL TAB VIEWS

Engaging copy encourages RFP submissions

846
WEBSITE PAGE VIEWS

Meetingsfocus Webinar Sponsorship

The Sponsorship led to **15** total unique visitors to the website.

MEETING-SPECIFIC
EMAIL ADDRESSES
ADDED TO THE INDIAN
WELLS EMAIL DATABASE
FROM ALL AROUND THE
US
856

127
PAGE VIEWS

Destinations/Facilities News Events Topics Magazines Webinars Video

@ Email Print Share

 **2014 Meetings Focus Trends**
Wednesday, December 18, 2013
1:00 PM EST
[Register Now](#)

Join us for a sneak peek into the results of our industry-leading survey of meeting planners. Discover how your fellow planners expect to see 2014 shape up.

Are room rates and other prices going up? Can you expect attendance to increase or decrease? What individual markets may be a good buy next year, and which ones expect to be short on supply?

Get both a recap of 2013 stats and a forecast for next year from hospitality industry analyst Bobby Bowers, with Smith Travel Research, as well as a sneak preview of our as-yet-unpublished poll results. This free one-hour webinar will put you on the path to success for 2014.

By participating in this webinar, you will be able to:

meetingsfocus WEBINARS

Slides Webinar Summary Speaker Bio Upcoming Webinars On Demand Webinars

 **TYLER DAVIDSON**
CHIEF CONTENT DIRECTOR
MEETINGS FOCUS
tyler.davidson@meetingsfocus.com

2014 Meetings Focus Trends
Wednesday, December 18, 2013

Presented by
Bobby Bowers
Senior Vice President
Smith Travel Research, Inc.

Moderated by
Tyler Davidson
Chief Content Director
Meetings Focus

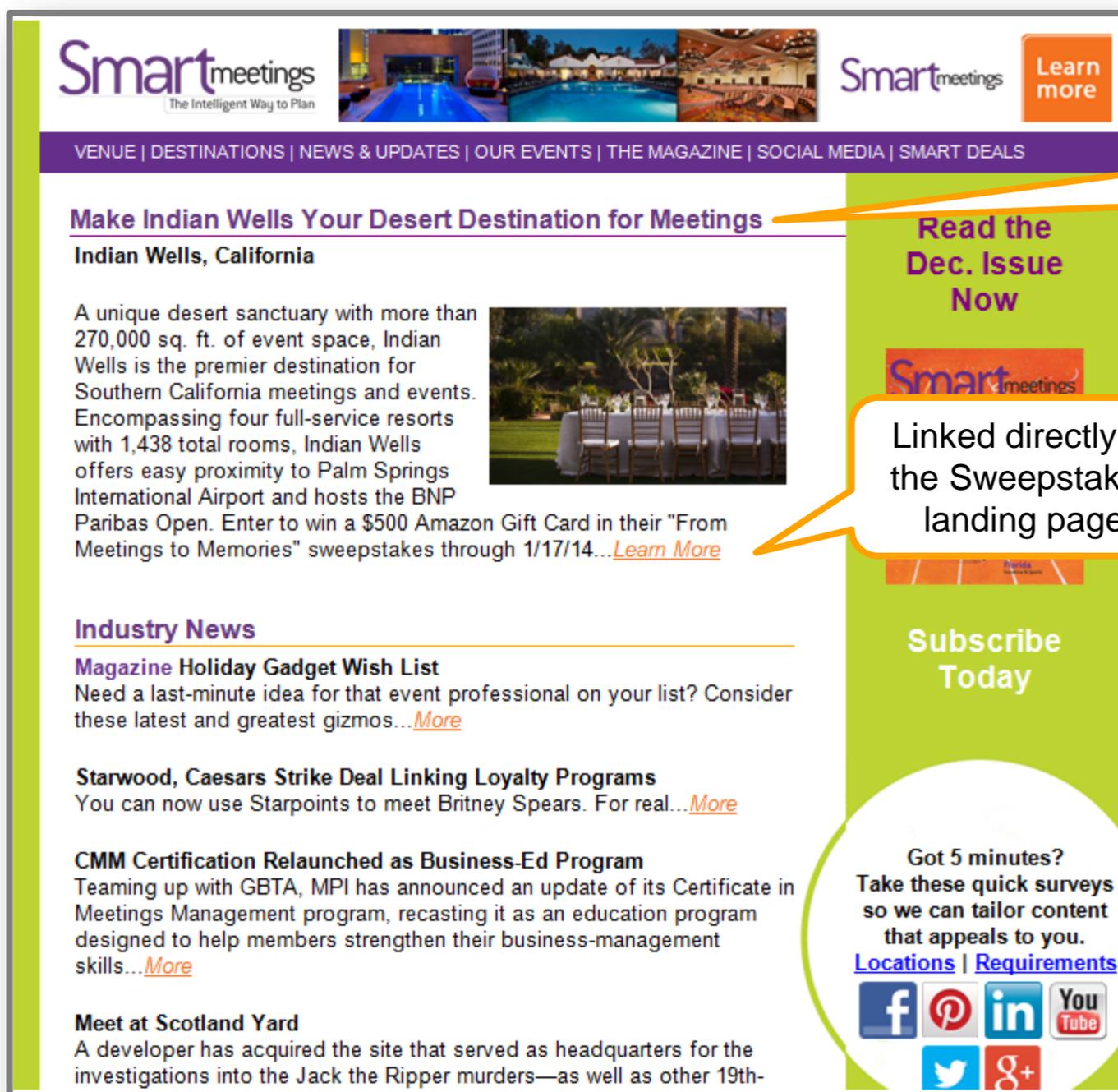
 

thanks to our sponsors INDIAN WELLS CALIFORNIA

Clickable Indian Wells Featured Sponsor logo leading to the Meetings RFP Page

Smart Meetings Email Sponsorship

The SMART Meetings email had an open rate of 8.9% and generated 25 unique visitors to the website.



Featured vendor sponsorship- the first section once the emailer is opened

Linked directly to the Sweepstakes landing page

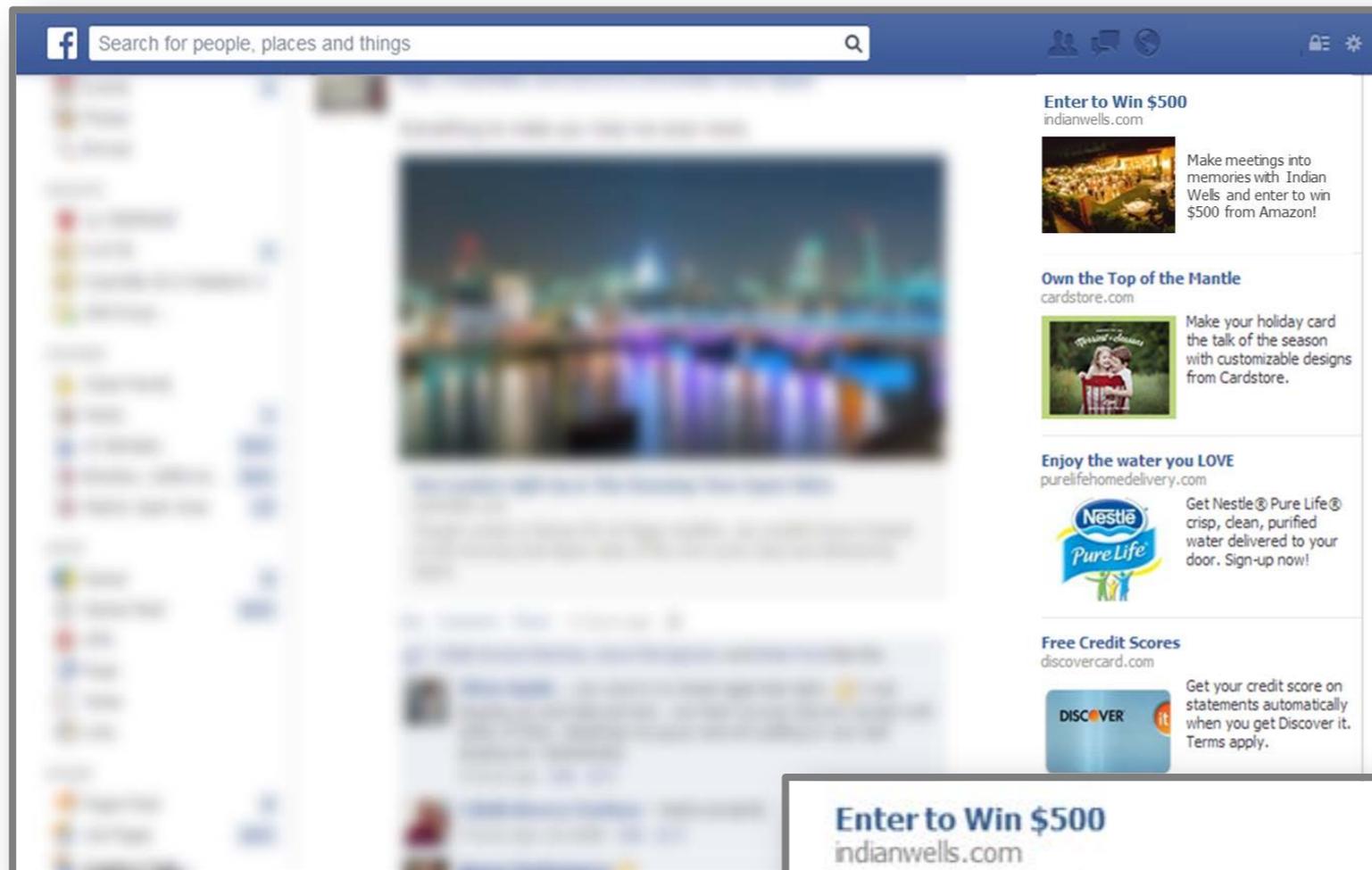
EMAILS SENT & OPENED
58,909 & 5,257

264
TOTAL ONLINE VIEWS

25
CLICKS

Adara/Facebook Exchange

The Adara/Facebook Exchange campaign led **172** unique visitors to the Indian Wells Website



IMPRESSIONS
149,672

34
CLICKS

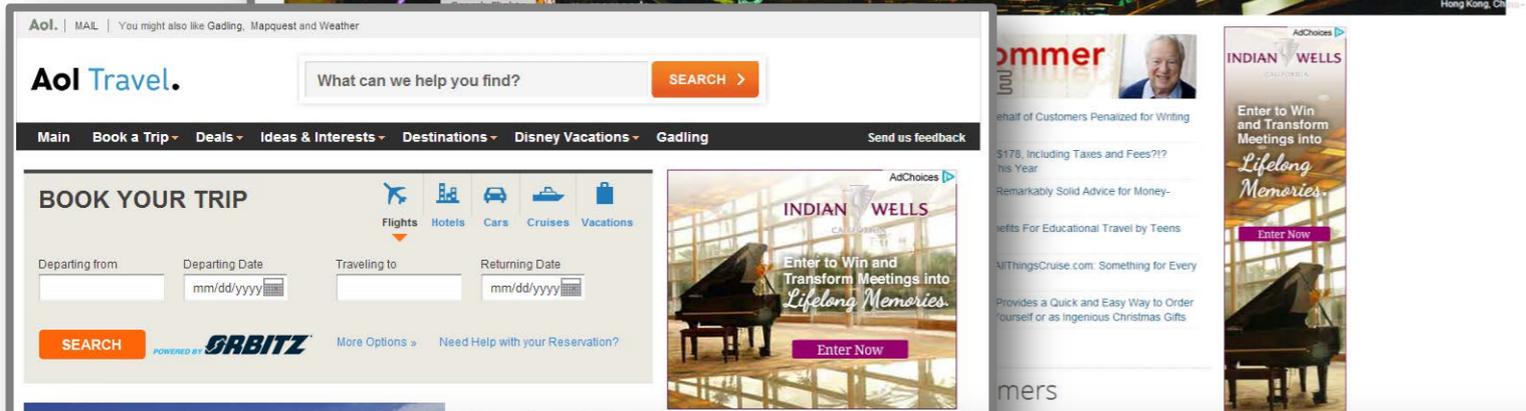
239
PAGE VIEWS

Adara Media Network

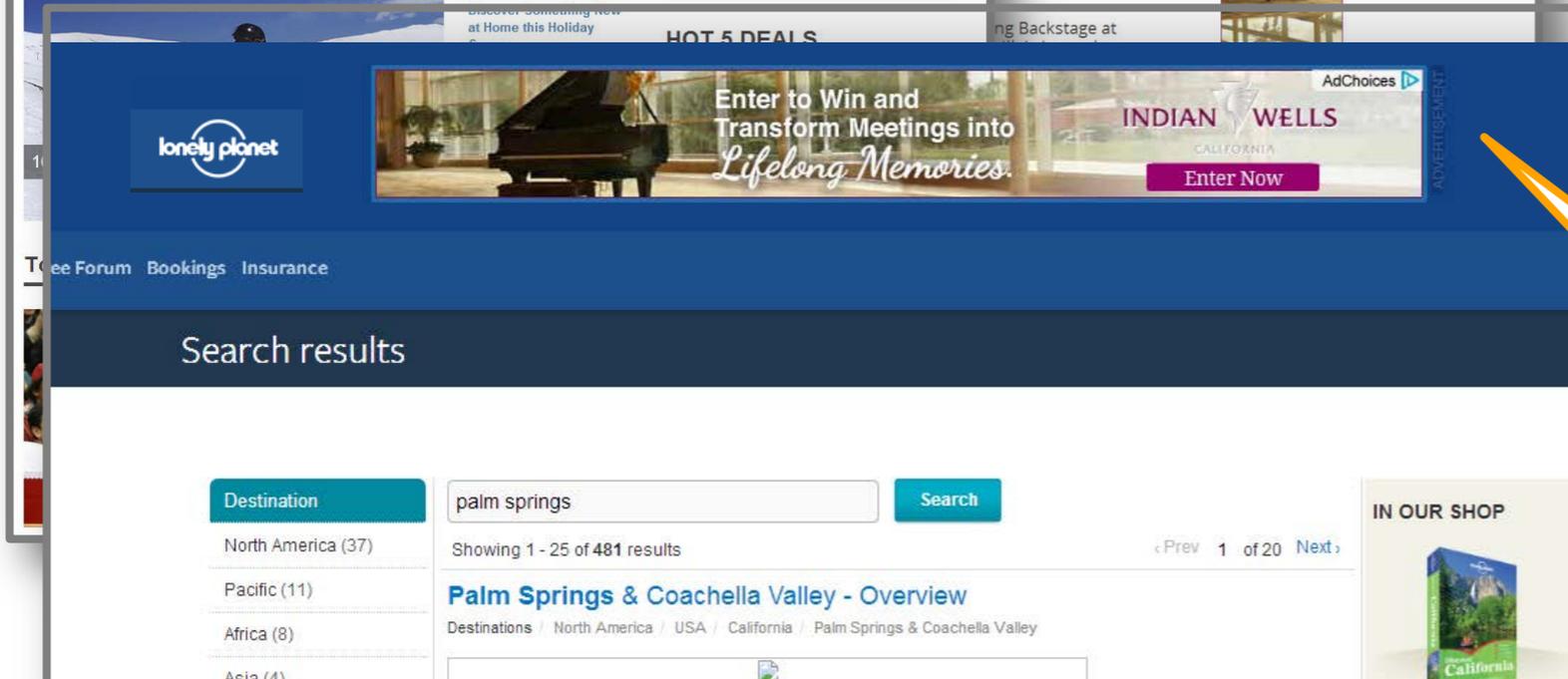
The Adara display campaign generated 236,541 impressions.



IMPRESSIONS
236,541



266
CLICKS



0.11%
CTR

Southern
California In-
Market and
Retargeting

Website Promo Slide

Distinct messaging to call out to meeting planners

Linked directly to the Sweepstakes landing page

Rich imagery and bright colors to attract attention directly from the homepage

The screenshot shows the Indian Wells website homepage. At the top, the navigation menu includes: Home, About Indian Wells, Our Resorts, Experience Indian Wells, Weddings, Meetings, Tennis, Spa, Visual Gallery, Location, Reservations, Special Offers, Connected, Blog, and Contact Us. The main banner features a background image of a dining table with white linens and glassware. The text on the banner reads: "Meeting Planners Win Big in INDIAN WELLS" with "INDIAN WELLS" in pink. Below this is a pink button that says "Enter Today!". At the bottom of the banner, there are four featured sections: "Hotels" (Indulge in Luxury Accommodations and Amenities), "Indian Wells Meetings" (Enjoy a Breathtaking Meeting at Indian Wells), "Spa Specials" (Discover Total Relaxation with our Spa Specials), and "Experience INDIAN WELLS Right Now" (with links for view photos and interactive map). Each section has a small image and a "Read more" link.

PAGE VIEWS
2,425

231
TOTAL UNIQUE VISITORS

Press Release

The Press Release was read 619 times.

5,939 media deliveries

55,963 headline impressions

The screenshot shows a PRWeb press release page. The header includes the PRWeb logo, navigation links (HOME, NEWS CENTER, BLOG), and a 'Create Free Account' button. The main content area features the title 'The Indian Wells "From Meetings to Memories" Sweepstakes Offers a \$500 Grand Prize' and a sub-headline. Below the text is a photo of an outdoor dining table. A quote from Nancy Samuelson is highlighted. The page also includes social media sharing buttons and a contact information box for Nancy Samuelson.

PAGE VIEWS
208

34
TOTAL UNIQUE VISITORS

65
WEBSITE VISITS

Press Release

[Return](#)

December 2013

Indian Wells Launches Meetings Sweepstakes

INDIAN WELLS, Calif

The Ci

square

a \$500

cards.

Runni

partici

grand

In add

encom

golf co

VIRTUAL-STRATEGY MAGAZINE Subscribe to our newsletter!
your leading source for virtualization news

Featured Company solarwinds
Featured Company tegile

THE CARD THAT'S YOUR TICKET TO AN ANNIVERSARY FREE NIGHT STAY.

Marriott REWARDS
4917 1234 5678 9112
J.W. MERRITT JR. VISA SIGNATURE

LEARN MORE »

HOME NEWS ARTICLES MEDIA VIRTUAL-THREAD DIRECTORY RESEARCH IT JOBS STORE ABOUT VSM

FindTheBest: VM Management | Cloud Computing | System Administration Software | Server Virtualization Platforms | Network Administration

Topics

- Virtualization
- Application
- Cloud
- Security
- Storage
- VDI
- Server
- Network

Nasdaq	4,058.13		
	-11.93	-0.29%	
S&P 500	1,809.60		
	-1.05	-0.06%	
Gold	1,189.90		
	-30.40	-2.49%	
Oil	98.63		
	+1.03	+1.06%	
10Y Yield	2.93		
	-0.00	0.00%	

Enter Symbol

The Indian Wells "From Meetings to Memories" Sweeps Offers a \$500 Grand

PRWeb

Thursday, December 19th 2013



"From Meetings to Memories" [sweepstakes](#), which runs December 18, 2013 through January 17, 2014, quizzes entrants on meetings at the Southern California desert destination, and offers a \$500 grand prize in addition to daily prizes.

Indian Wells, CA (PRWEB) December 19, 2013

The City of Indian Wells, home to four full-service resorts and more than 270,000 square feet of meeting space, has launched the "From Meetings to Memories" sweepstakes, with a \$500 Amazon gift card grand prize. The sweepstakes also offers daily prizes of \$25 iTunes gift cards.

Running December 18, 2013 to January 17, 2014, the [meeting planner](#) sweepstakes quizzes participants on meeting and event information, bringing them closer to winning the \$500 grand prize or one of the daily prizes.

15. IndianWells - From Meetings to Memories Sweepstakes **New**

Grand prize is one \$500 Amazon.com gift card. Each daily prize (30) is a \$25 iTunes gift card.

Restrictions : 18+ US | **Limit** : 1 Per Person / Email per day | **Added** : 12-19-13 |

Expires : 01-17-2014 | **Hits** : 200 | [Rules](#)

[Add to My Sweepstakes](#) | [Report Problem](#) | [Refer](#) | [Post](#) | [0 Comment\(s\)](#) |

[Remind Me](#) | [Tweet](#) | [Dig](#)

SweepsCheck

Entry Date:

HOLLYWOOD INDUSTRY
A DIGITAL MEDIA NET COMMUNITY

BRIGHTEDGE mobileshare Mobile Traffic has Are you prepared

COMPANY NEWS: PAGE (1) OF 1 - 12/19/13 [EMAIL ARTICLE](#)

The Indian Wells From Meetings to Mem Offers a \$500 Grand Prize

(December 19, 2013)

Indian Wells, CA (PRWEB) December 19, 2013

The City of Indian Wells, home to four full-service resorts and more t space, has launched the From Meetings to Memories sweepstakes, prize. The sweepstakes also offers daily prizes of \$25 iTunes gift ca

HOME
FREE! Subscribe to Timeline
The Blog Zone Start Your Blog!
Start A Wiki!
DMO microPortals TUTORIAL FINDER REVIEW SEEKER
Career Center
SEARCH FORUM
VIEW POSTS FORUM LIST

Ez Golf Courses

Home Store TigerWoods Phil Mickelson Geoff

Translator

© PutterWheel Is ASI Shark Tank Finalist for Best New Product of the Year

Dec 22 2013 The Indian Wells "From Meetings to Memories" Sweeps Prize

Posted by [stevebelinda](#) in [Golf News](#)

THE RESULTS

Campaign Insights

Campaign Flight

Site Sections	Unique Visitors [?]	Page Views [?]	Visits [?]
1. 2013 Sweepstakes	18,425 56.7%	165,996 73.9%	54,008 77.0%
2. Special Offers	3,656 11.3%	12,206 5.4%	4,051 5.8%
3. Home	6,736 20.7%	10,243 4.6%	7,550 10.8%
4. Mobile	1,990 6.1%	6,720 3.0%	2,223 3.2%
5. Our Resorts	2,313 7.1%	6,191 2.8%	2,479 3.5%
6. Meetings	1,467 4.5%	3,373 1.5%	1,581 2.3%
7. Experience Indian Wells	1,510 4.6%	2,789 1.2%	1,613 2.3%

The 2013 Sweepstakes successfully increased traffic to the Indian Wells website during the campaign flight.

The Meeting Planner Campaign increased overall traffic to the website, including to the Meetings site section.

Campaign Insights

Top Pages – December 2013 – January 2014

Page	Unique Visitors ▼ (?)	Page Views (?)	Visits (?)
1. Indian Wells Sweepstakes / Home	12,708 39.1%	37,554 16.7%	34,624 49.4%
2. Indian Wells Sweepstakes / Try Again	10,719 33.0%	38,555 17.2%	38,133 54.4%
3. Indian Wells Sweepstakes / Login	10,438 32.1%	42,753 19.0%	38,905 55.5%
4. Indian Wells Sweepstakes / Quiz	10,303 31.7%	25,702 11.4%	21,050 30.0%
5. Indian Wells / Home	8,149 25.1%	12,835 5.7%	9,097 13.0%
6. Indian Wells Sweepstakes / Form	5,239 16.1%	9,778 4.4%	7,306 10.4%
7. Indian Wells / Special Offers	3,019 9.3%	4,427 2.0%	3,271 4.7%
8. Indian Wells Sweepstakes / Answers	2,189 6.7%	2,567 1.1%	2,474 3.5%
9. Indian Wells Sweepstakes / Expert	2,141 6.6%	3,026 1.3%	2,956 4.2%
10. Indian Wells / Special Offers / Golf Specials	1,597 4.9%	3,187 1.4%	1,770 2.5%

The Sweepstakes pages accounted for 56.8% of all unique visitors and 74.7% of all page views on the website during the campaign flight.

Page	Unique Visitors ▼ (?)	Page Views (?)	Visits (?)
1. Indian Wells / Meetings / Interactive Brochure	959 57.7%	1,206 31.4%	991 55.5%
2. Indian Wells / Meetings / Meeting Planner Video	779 46.9%	1,130 29.4%	803 45.0%
3. Indian Wells / Meetings	438 26.4%	773 20.1%	474 26.6%
4. Indian Wells / Meetings / Meetings at Hyatt Regency Indian Wells Resort & Spa	116 7.0%	152 4.0%	118 6.6%
5. Indian Wells / Meetings / Meetings at Indian Wells Resort Hotel	104 6.3%	139 3.6%	107 6.0%
6. Indian Wells / Meetings / Meetings RFP	63 3.8%	131 3.4%	100 5.6%

The Meetings section of the website generated 1,662 unique visitors and 3,839 page views during the campaign flight.

The Meeting Planner Campaign drove significant traffic to the Interactive Sweepstakes and Meetings section of the website.

In the same time period last year, the Meetings section of the website only generated 552 unique visitors and 849 page views.

Campaign Insights

Top Cities – December 2013 – January 2014

Cities	Unique Visitors	Visits	Page Views
1. los angeles (California, United States)	728 2.2%	1,062 1.5%	3,214 1.4%
2. palm desert (California, United States)	510 1.6%	574 0.8%	1,578 0.7%
3. san diego (California, United States)	333 1.0%	428 0.6%	1,442 0.6%
4. houston (Texas, United States)	274 0.8%	497 0.7%	1,683 0.7%
5. mountain view (California, United States)	261 0.8%	280 0.4%	233 0.1%
6. phoenix (Arizona, United States)	255 0.8%	566 0.8%	1,802 0.8%
7. denver (Colorado, United States)	242 0.7%	397 0.6%	1,431 0.6%
8. seattle (Washington, United States)	234 0.7%	492 0.7%	1,548 0.7%
9. chicago (Illinois, United States)	228 0.7%	401 0.6%	1,323 0.6%
10. new york (New York, United States)	227 0.7%	440 0.6%	1,634 0.7%
11. san francisco (California, United States)	211 0.6%	307 0.4%	889 0.4%
12. la quinta (California, United States)	203 0.6%	230 0.3%	644 0.3%
13. portland (Oregon, United States)	181 0.6%	399 0.6%	1,320 0.6%
14. minneapolis (Minnesota, United States)	165 0.5%	358 0.5%	1,139 0.5%

6 out of the top 14 cities were located in California. The rest of the cities reached during the campaign flight were scattered throughout different areas of the United States.

The Meeting Planner Campaign successfully targeted meeting planners in the top 3 designated feeder markets, as well as across the United States.

In the same time period last year, 9/14 cities were located in California, and each city had significantly less total unique visitors.

Campaign Insights

RFP Lead Types – December 2013 – January 2014

For the duration of the campaign, there were 130 leads initiated on the Meetings RFP form.

December 2013 – January 2014

Lead Type	Lead Initiated	Page Views	Unique Visitors
1. Meetings RFP	130 83.9%	498 0.2%	63 0.2%
2. Wedding Planner RFP	25 16.1%	91 0.0%	22 0.1%

October 2013 – November 2013

Lead Type	Lead Initiated	Page Views	Unique Visitors
1. Meetings RFP	72 74.2%	194 0.4%	42 0.3%
2. Wedding Planner RFP	25 25.8%	113 0.2%	20 0.2%

August 2013 – September 2013

Lead Type	Lead Initiated	Page Views	Unique Visitors
1. Meetings RFP	87 82.9%	359 0.8%	69 0.5%
2. Wedding Planner RFP	18 17.1%	89 0.2%	12 0.1%

The Meeting Planner Campaign successfully generated interest in the Meetings RFP Forms.

Over similar 2-month periods throughout 2013, there were less leads initiated and page views on the Meetings RFP Form.

Campaign Insights

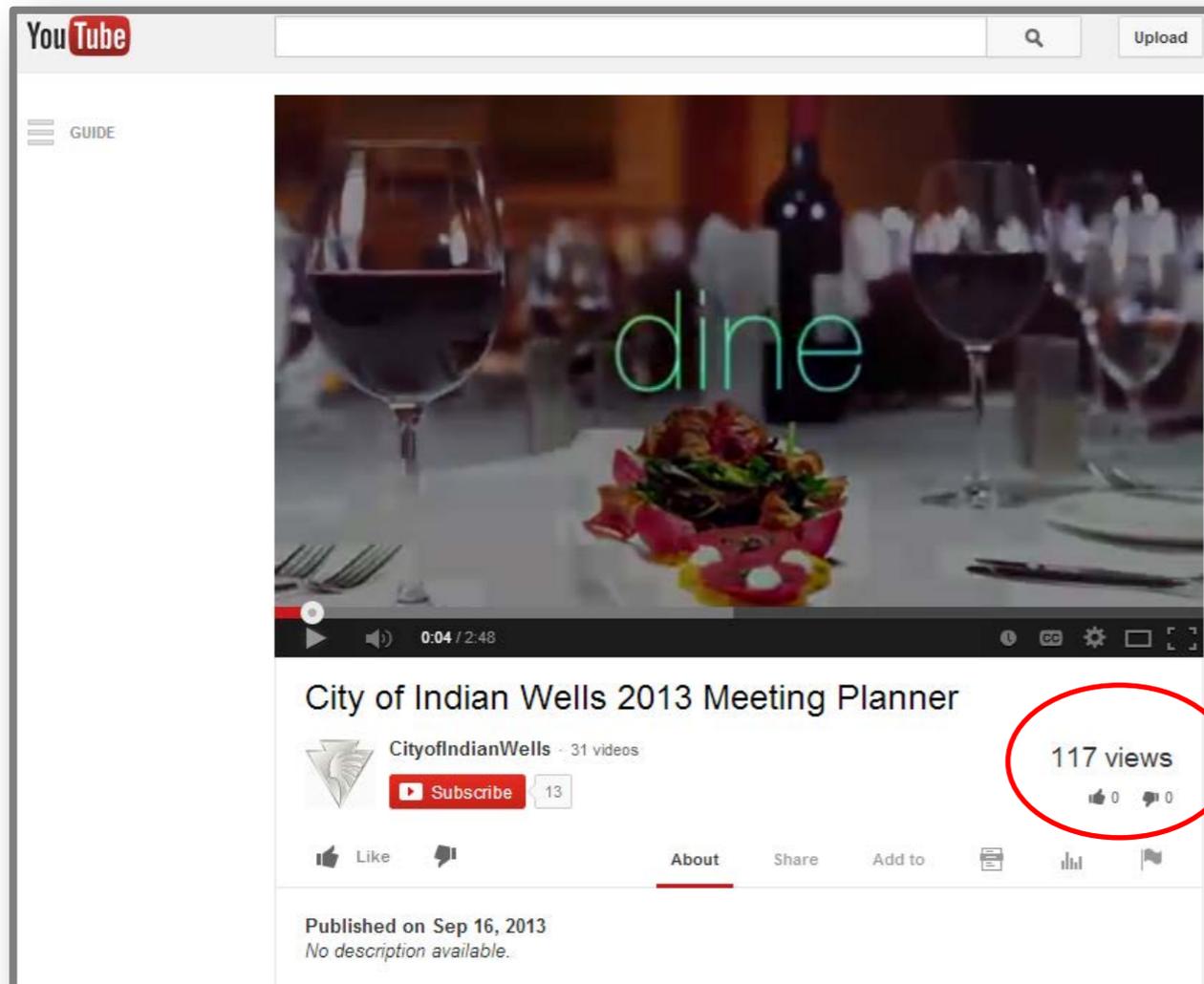
Meeting Planner Video Views

823

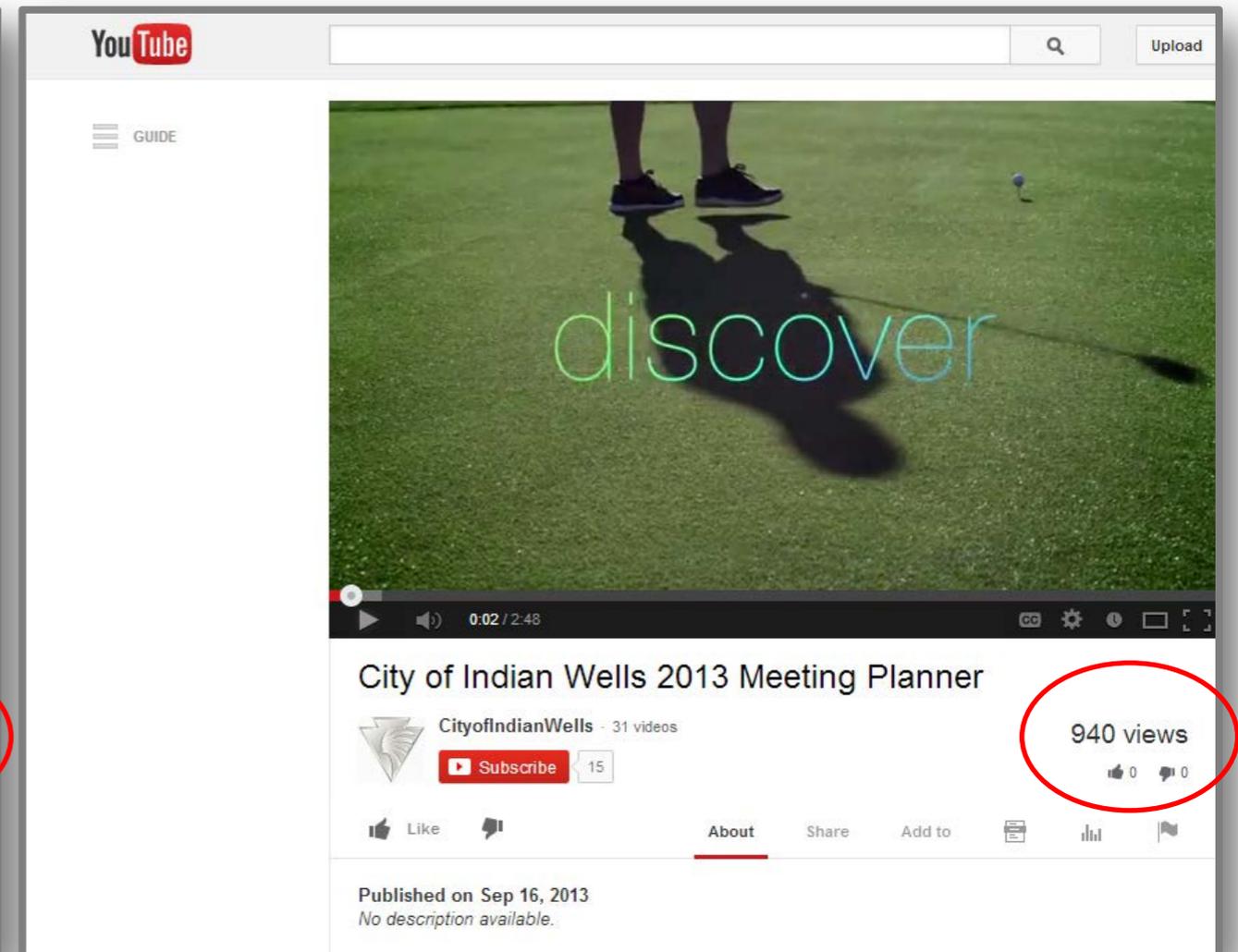
INCREASE IN MEETING PLANNER VIDEO VIEWS

12.18.2013

1.31.2014



The screenshot shows a YouTube video player for the video 'City of Indian Wells 2013 Meeting Planner'. The video thumbnail features a dining table with wine glasses and a plate of food, with the word 'dine' overlaid in green. The video player interface includes a progress bar at 0:04 / 2:48. Below the video, the title 'City of Indian Wells 2013 Meeting Planner' is displayed, along with the channel name 'CityofIndianWells' and 31 videos. The view count '117 views' is circled in red. Other elements include a 'Subscribe' button with 13 subscribers, a 'Like' button, and a 'Published on Sep 16, 2013' date.



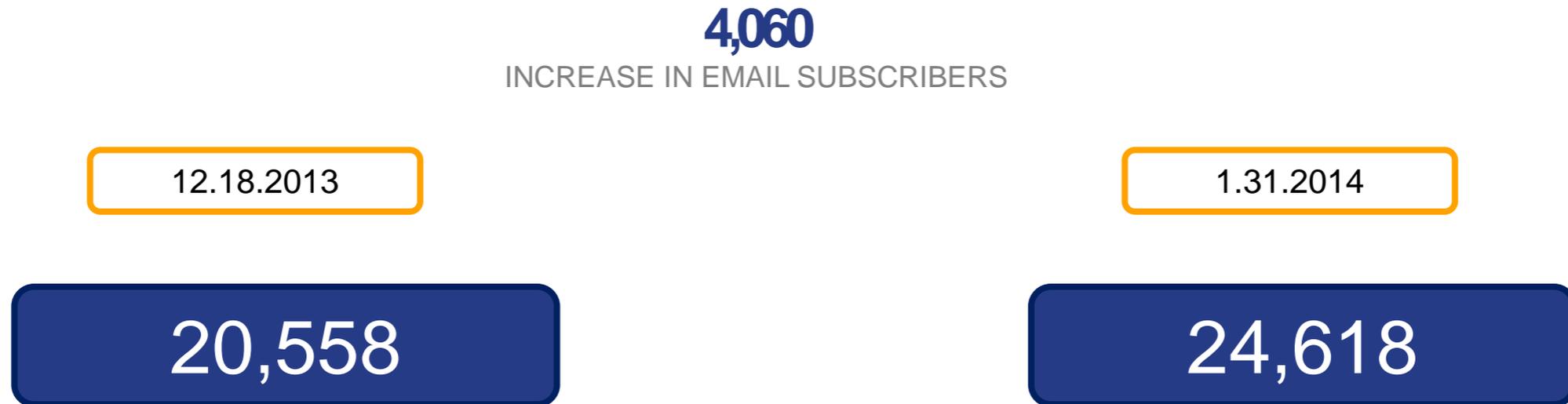
The screenshot shows the same YouTube video player for 'City of Indian Wells 2013 Meeting Planner'. The video thumbnail features a golf course with a person's shadow and the word 'discover' overlaid in green. The video player interface includes a progress bar at 0:02 / 2:48. Below the video, the title 'City of Indian Wells 2013 Meeting Planner' is displayed, along with the channel name 'CityofIndianWells' and 31 videos. The view count '940 views' is circled in red. Other elements include a 'Subscribe' button with 15 subscribers, a 'Like' button, and a 'Published on Sep 16, 2013' date.

The Meeting Planner Campaign successfully increased views to the Meeting Planner Video on YouTube.

Before the campaign launched, there were only 117 views to the City of Indian Wells 2013 Meeting Planner Video. After the campaign ended, there were 940 total views to the video.

Campaign Insights

Email Addresses in the Indian Wells Database



The Meeting Planner Campaign successfully increased the amount of email subscribers.
The Meeting Planner Campaign also helped increase the amount of meeting planners on the email database.

Campaign Insights

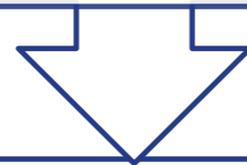
Key Website Traffic Performance Indicators

1

Increase website visits in December 2013 – January 2014

RESULT

Increased by 60.32% from December 2012 – January 2013

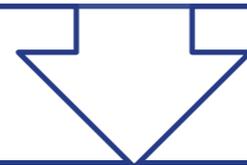


2

Increase unique website visitors in December 2013 – January 2014

RESULT

Increased by 33.56% from December 2012 – January 2013



3

Increase page views in December 2013 – January 2014

RESULT

Increased by 66.82% from December 2012 – January 2013