



# Co-Op Marketing & Tourism



2012/2013 Marketing Recap

# What are the Goals of the Indian Wells Co-Op marketing program



- **Develop and maintain marketing programs to promote:**
  - Indian Wells Brand/Brand Awareness
  - Generate Leads (leisure & group) to our resort partners
  - 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

# Strategic Principles/Key Objectives



- Capitalize on our brand & brand of Palm Springs
- Focus on feeder markets and large local events
- Promote golf, tennis, spa & resorts to the Luxury customer as a go-to destination
- Align and market with local events to increase demand and influence compression
- Use all available consumer channel for our message & special promotions
  - Emails, social media, blogging, leading-edge technology, keywords, tags, mobile, inbound marketing
- Destination website should address important key customer segment
  - Leisure Traveler, Groups, Meeting Planners, Lifestyle Activity Seekers



## Consumer Channels

- Consumer Website – [indianwells.com](http://indianwells.com)
- Mobile Website
- PPC, Email, Social Media, Promotions, Geo-Targeting, Look-alike marketing
- Signature Events (Tennis, Coachella, Art Festival)
- Special Promotions/Special Offers (holidays, golf promotions, etc.)
- Local Attractions/Residents use of facility
- Group/Travel Trade
- Media Relations



# The Luxury Segment

There are three main categories of luxury consumers:

## Luxury as functional

This segment is composed of consumers who **buy luxury products for their superior functionality and quality**. They usually involve themselves in a longer decision making process in order to **make rational and logical decisions**, rather than emotional or impulsive ones.

## Luxury as reward

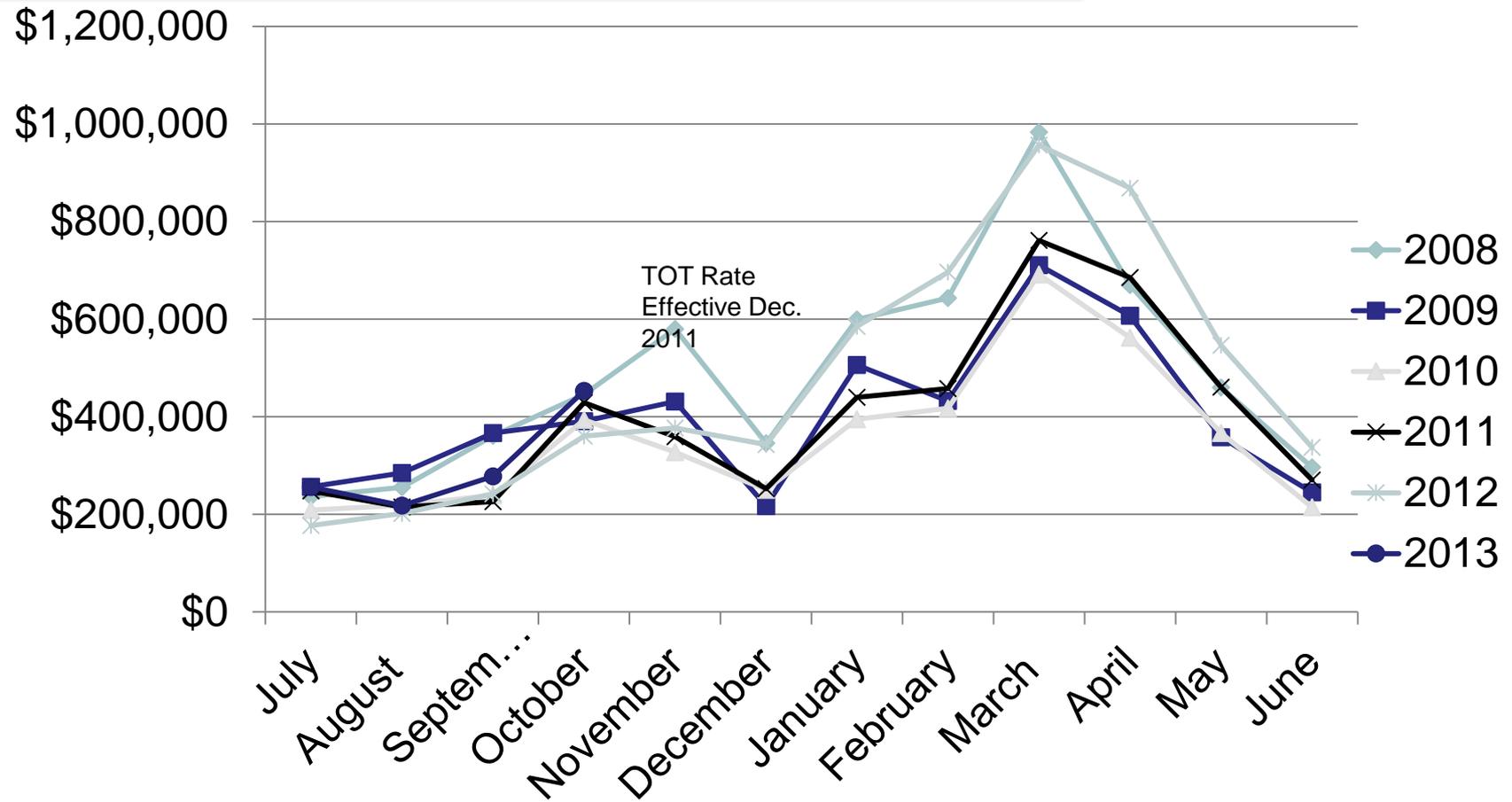
This segment purchases luxury goods in order to **showcase their achievements**. They are motivated by their desire to be successful and demonstrate this to others. They usually **purchase 'smart' luxury that demonstrates importance** while not leaving them open to criticism.

## Luxury as indulgence

This group's purpose for luxury goods is to **self-indulge**. They are willing to pay a premium for goods that express their individuality. They enjoy luxury for the way it makes them feel, therefore have a **more emotional approach** to purchases.



# TOT Collection





# Advertising Results 2012-2013

July 1, 2012 – June 30, 2013

- Unique website traffic increased 8.31% and PPC increased 60.27% from last fiscal year
- Top referring site to indianwells.com is bnpparbiasopen.com (refers 25% of fiscal traffic.)
- Indianwellsgolfresort.com is 5<sup>th</sup> referring site
- Renewal Rediscovered campaign increased Feb. websites visits by 23%, increased unique visitors by 18% and 954 email opt-ins.
- Unlimited Golf campaign increase June website visits by 11.4% and Google SEM grew 187% direct correlation to campaign and 9.2% open rate on eblast (Campaign ran May-Aug – see separate PowerPoint for detailed results).



# Advertising Budget Breakout and Results

## July 1, 2012 – June 30, 2013

### **IndianWells.com website (\$59,692):**

222,716 visitors visited the site (8.31% increase) with 614,027 page views

### **Leads generated to partners website:**

32,736 (click thru's from indianwells.com to resorts websites)

### **Social Media:**

Facebook: 3,682 Fans; with a weekly average reach of 50,000 45-54 make 30% of followers skewed 59% female.

Twitter: 3,051 followers and following 2,919

YouTube: 5,397 views of 34 different video posts

### **IW.com Database:**

21,321 subscribers to our email database for 14% increase from last fiscal year (1 eblast per quart with hotel specials)

### **Mobile:**

14,809 hits to our mobile site

### **Toll Free Calls for Hotel Leads:**

2,537 Phone calls generated.

### **CVA Air Service Campaign Feb.-May (\$25,000):**

19,000 consumer leads were generated which if email present were added to our database.

Campaign increased traffic to PSP by 2.1% and destination featured four months of YOY occupancy load factor increases.



# Advertising Results & ROI

## July 1, 2012 – June 30, 2013

### **PSL 90 Days of Summer (\$6,400):**

Total recipients reached 98,500 with 8,222 total clicks with 412 direct to iw.com.

### **Buys through CVB (\$25,200):**

Visitors Guide: delivered 422 leads to date.

Travel Leisure/Madden Media: generated 1,675.

CVB Website: 1,277 direct leads. Facebook share generated 142 fans.

CVB Guide

### **Weather.com & Tripadvisor.com (\$17,500):**

Generated 2,652,129 impressions in one month with 6,243 clicks.

### **Quantcast Buy (\$20,000):**

Generated 8,554,265 impressions and 5,433 clicks.

### **Miscellaneous Advertising (details coming)**

Empire Polo Ad (\$1,000)

BNP National Broadcast Commercial (\$45,500)

Hello Paradise (\$10,000)

Marketing Promotional Material (\$6,700)

Restaurant Week (\$2,500)

New Generation Sales (\$6,000)

Seattle Met (\$1,750)

Meeting Planner Video (\$24,500)

Hotel Google video buys (\$10,500)

Misc. (Hospitality awards, Toll free numbers, sweepstake prizes, etc.): (\$3,500)



## 2013/14 Highlights

- New Meeting Planner Video
- New Meeting Planner brochure
- Successful summer campaign for Unlimited Golf
- 32,736 Leads generated to resort websites
- Hotel Google video done for each resort
- National TV Campaigns for Tourism through BNP Paribas broadcast

# 2013/14 BUDGET - \$396,524

