



INDIAN WELLS

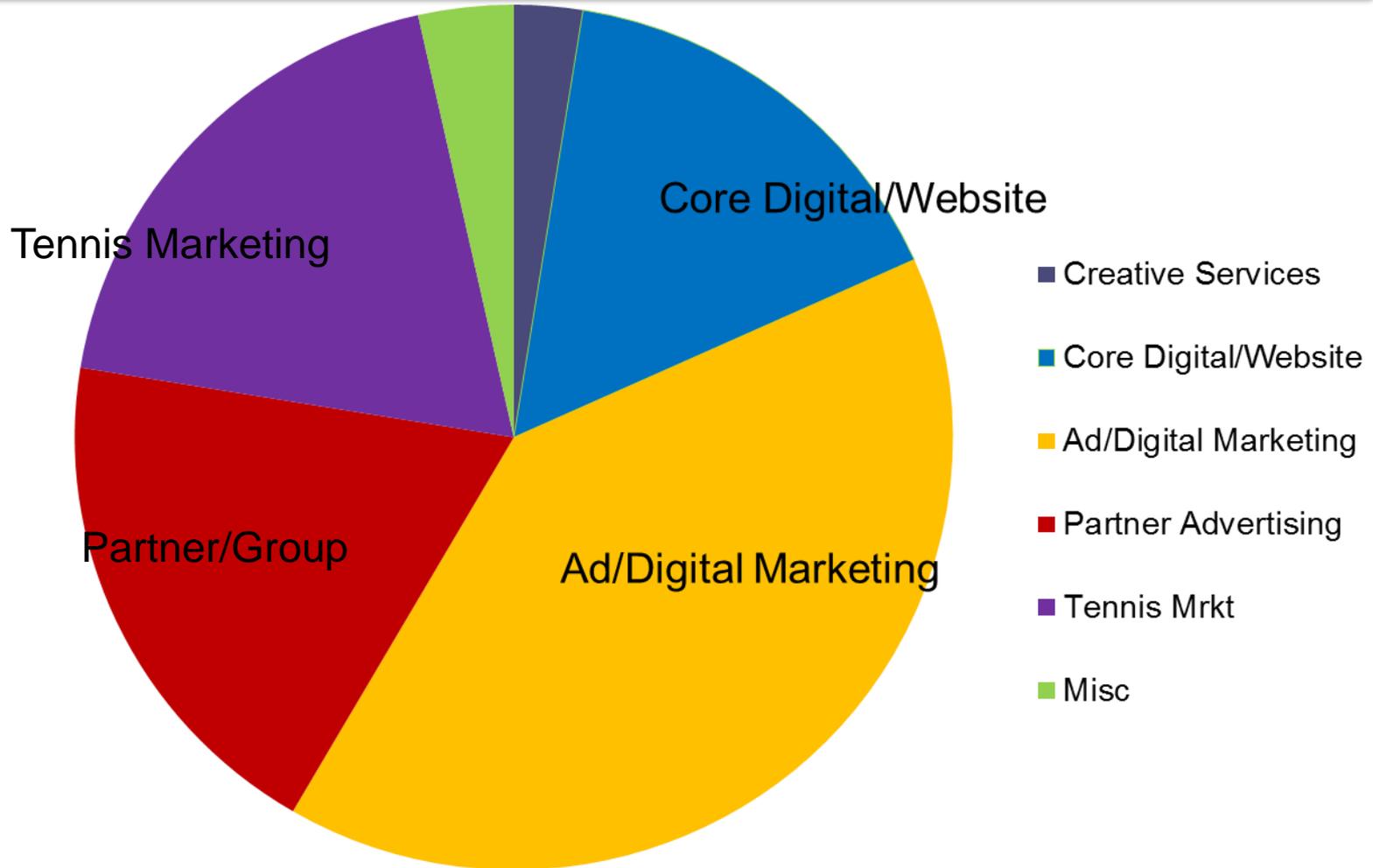
City Tourism Marketing
Wrap-Up for 2014 - 2015
Recommend Strategy for 2015 - 2016

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

2014/15 BREAKOUT SPEND - \$408,420





Core Digital/Website

July 1, 2014 – June 30, 2015

IndianWells.com website (\$64,700)

113,396 unique visitors

Mobile

Accounts for more than half of our visits to website
(25% increase YOY 40% of unique visits came to us by mobile or tablet device)

Social Media

Facebook: 10,731 Fans; 45-54 make 17% of followers skewed 63% female.

Twitter: 4,007 followers and following 2,977

YouTube: over 10,000 views of 48 different video posts

Hotel Leads

40,474 leads generated from website



Ad/Digital Marketing

July 1, 2014 – June 30, 2015

Partner Marketing (\$132,250)

Buxton, Tennis FAM, Jazz Fest, and Tennis Booth

Group Planning (\$137,840)

Site SoCal, Ensemble, Seattle Sales Mission

Miscellaneous Advertising

CVB Annual Guide (\$3,500)

CVB US Airways (\$3,700)

Virgin Airline In-Flight (\$6,500)

Smart Meeting (\$4,000)

Restaurant Week (\$2,500)

Alaska Airlines (\$4,250)

Time Warner TV Buy (\$5,900)

Outlet Guide (\$2,500)

TravelZoo (\$15,000)

DCTV (\$5,500)

Promotional Materials Powerbanks (\$12,600)

Misc. (Hospitality awards, Mental Marketing, Restaurant Week, etc.): (\$25,460)



Partner Marketing/Tennis Marketing

July 1, 2014 – June 30, 2015

Partner/Group (\$202,840)

Seattle Sales Mission (\$13,540)

Tennis FAM (\$15,000)

Site SoCal (\$90,000)

Ensemble (\$34,300)

Buxton (\$30,000)

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

Tennis Marketing (\$57,250)

BNP National Broadcast Commercial and Sponsorships (\$50,000)

BNP Paribas Booth (\$17,250)

(includes Twitter Mirror, massages, promotional items)



Overall results

CTR increased 6% based upon keyword overhaul even with very little funding going towards search engine marketing

Site dominates competitors with 50% share of voice on the web

Indianwellsgolfresort.com is top referring domain

Unique website traffic declined – mobile/tablet increased

Indianwells.com Search Engine Results Page (SERP) has over 10 keywords ranking on the first page, easily outranks competitors, who barely have ten keywords ranking overall.

Travelzoo buy in July 2014 was highest traffic month seen besides the months of March. Travelzoo was #1 referring domain in July 2014 and attributed to over 3,000 leads to hotels.



Overall results

- Secured research company Buxton to help with very targeted consumer marketing campaigns
- Continued to help with engagement on social media platforms and blogs by reposting hotel information
 - FAM trip to the BNP Paribas Open
 - Sales Mission to Seattle
 - Assisted resorts in securing Ensemble and M & C
- Created/designed a new “Indian Wells” experience booth at the BNP Paribas Open (including Twitter Mirror)



#IndianWells (social media)

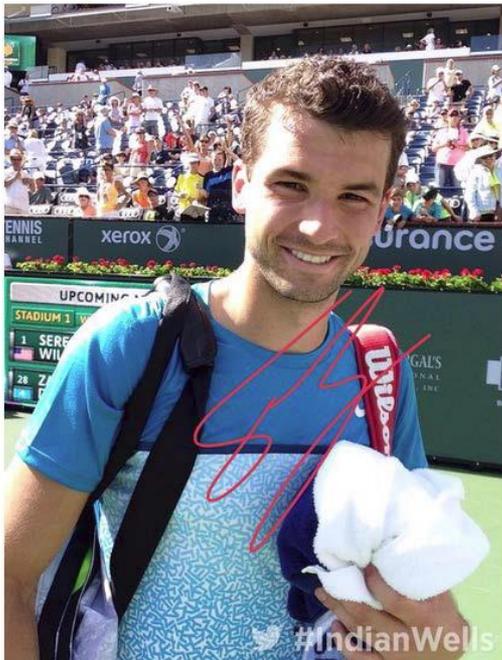
Indian Wells saw an incredible amount of mentions on social media, specifically on Twitter, during the 2015 BNP Paribas Open. The world's greatest tennis players, celebrities, prominent members of the media, fans and more used the keyword "Indian Wells" during their posts for the entire event, creating an incredible amount of exposure for the city. The value derived from the mentions is paramount, and the potential for future growth is very apparent.



WHAT THE STARS ARE SAYING

 **BNP Paribas Open** 
@BNPPARIBASOPEN

So many reasons to smile 😊--
@GrigorDimitrov #IndianWells #BNPPO15



victoria azarenka 
@vika7



Following

Thank u Indian wells for making the tournament so amazing and growing and improving every year! #BNPParibas #BNPPO15

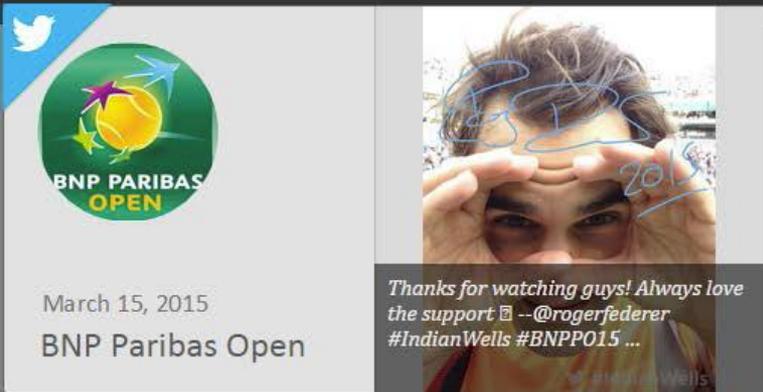
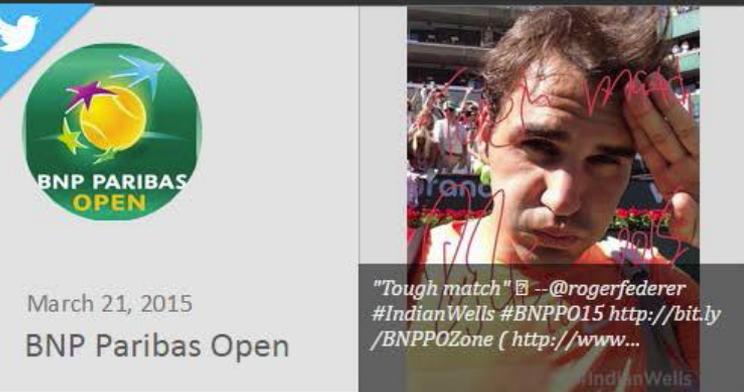


RETWEETS: 87
FAVORITES: 301





Twitter Mirror posts drove an engagement rate of eight percent during the tournament, double the rate of traditional tweets. Each Twitter Mirror post, which incorporated the #IndianWells was seen around the world and generated millions of impressions. Each individual tweet or post was exponentially more impactful than our average tweet. While our average Tweet generated impression rates in the thousands, our Twitter Mirror posts garnered millions of impressions. The posts below featuring Roger Federer were our most successful tweets of the tournament, both incorporating the Indian Wells hashtag and watermark.

 <p>March 15, 2015 BNP Paribas Open</p> <p><i>Thanks for watching guys! Always love the support 🙏 --@rogerfederer #IndianWells #BNPPO15 ...</i></p> <p>1,373 Retweets 9.9M Potential Impressions <i>Contributing to 1.2% of overall potential impressions</i></p>	 <p>March 21, 2015 BNP Paribas Open</p> <p><i>"Tough match" 🙏 --@rogerfederer #IndianWells #BNPPO15 http://bit.ly/BNPPOZone (http://www...</i></p> <p>539 Retweets 1.3M Potential Impressions <i>Contributing to 0.2% of overall potential impressions</i></p>
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TWITTER



March 18, 2015
BNP Paribas Open



*Nothing better than my
#NoleFam --@DjokerNole
#IndianWells...*

364
Retweets

4.4M
Potential
Impressions



March 14, 2015
BNP Paribas Open



*Feeling this good to win
today: 🏆 --
@mariasharapova
#BNPPO...*

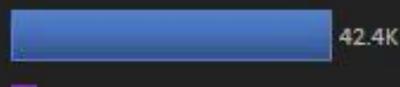
360
Retweets

740k
Potential
Impressions

TOTAL TWEETS

85k

Tweets With Keyword



6,046

Average Daily Volume

3,165

28.12%

Average Daily Change

39.0K

Indian Wells saw an astounding amount of mentions on social media during the 2015 BNP Paribas Open. #IndianWells was mentioned over 85,000 times over the two-week event, accounting for more than 6,000 mentions per day. In addition, the overall potential impressions tripled to 799 million and total potential reach more than doubled to 144 million.

INSTAGRAM



More than 3,500 unique people posted on Instagram using the hashtag #IndianWells, producing more than 10,000 posts using the keyword. With the combined number of followers of each Instagram user to use the keyword, the number of times the hashtag could have been seen is over 28 million.



3,574
Unique People

10k
Hashtag Volume
Total number of photos & videos that included the hashtag(s) being tracked

8.4M
Potential Reach
The number of unique people that were potentially reached

28.1M
Potential Impressions
Potential number of times that the photos and videos posted could have been seen.

1.2M
Instagram Engagement



- Unprecedented exposure was seen from all over the world through social media during the 2015 BNP Paribas Open.
- As the BNP Paribas Open continues to progress in size and scale, the opportunity to gain more traction for the City of Indian Wells becomes even more advantageous.
- Social media metrics tripled compared to those of 2014 - a direct reflection of not only the tournament but also the City of Indian Wells as a premier destination.





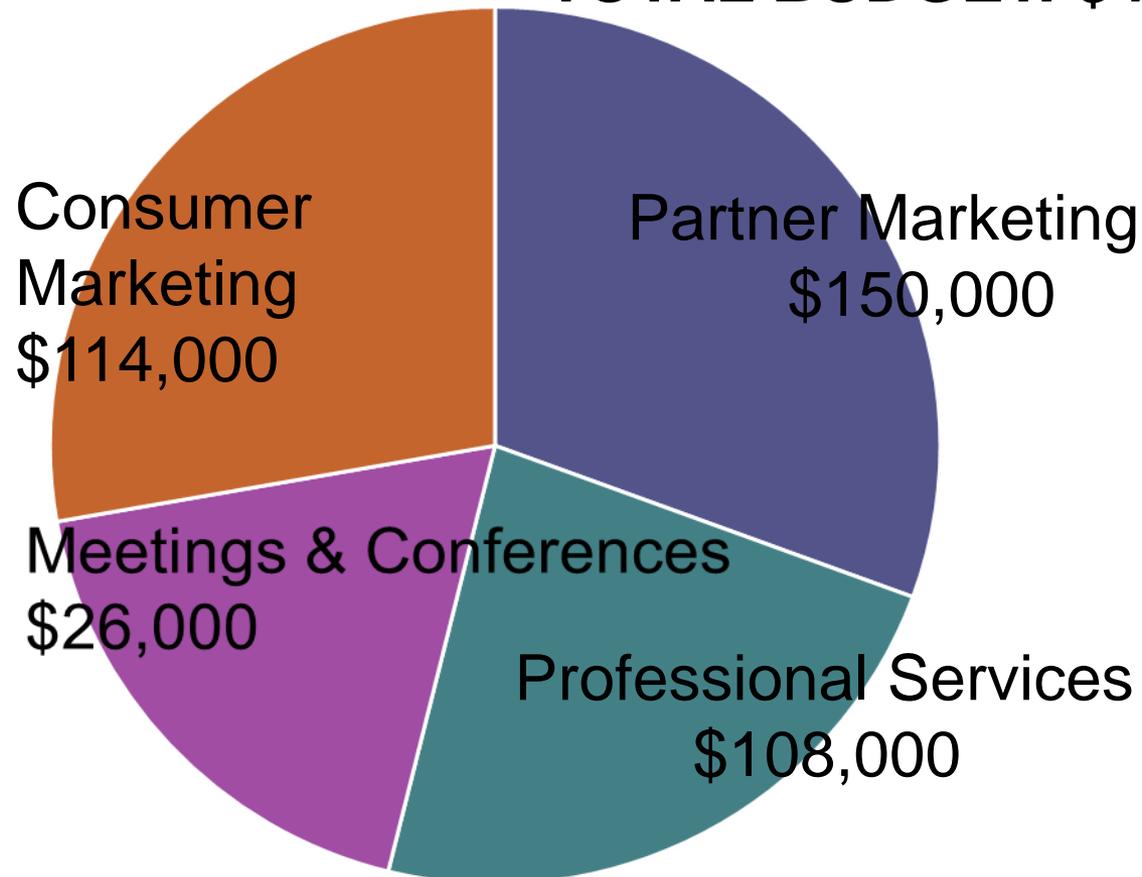
INDIAN WELLS

Recommended Strategy for 2015-16



Tourism 2015-16

TOTAL BUDGET: \$404,444





Consumer & Partner Marketing- 2015/16

GROUP BUSINESS

- M & C Group - \$100K (FAM)
- Sales Missions: (destinations TBD) \$35K
- FAM: BNP Paribas Open \$15K

EVENTS

- Create new EVENTS that bring in new leisure guests

BRAND – Website/AD

- Indianwells.com website migration
- Social Media/Blog