INDIAN WELLS
CALIFORNIA

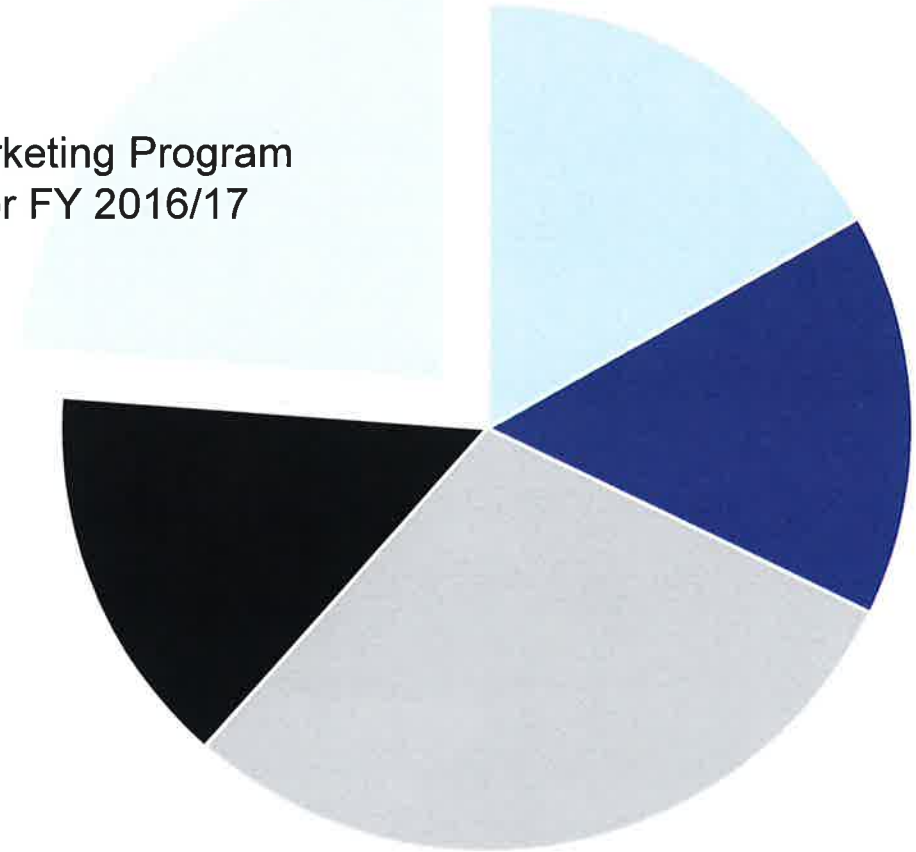
Partner Marketing

2015/2016 Wrap-Up Report

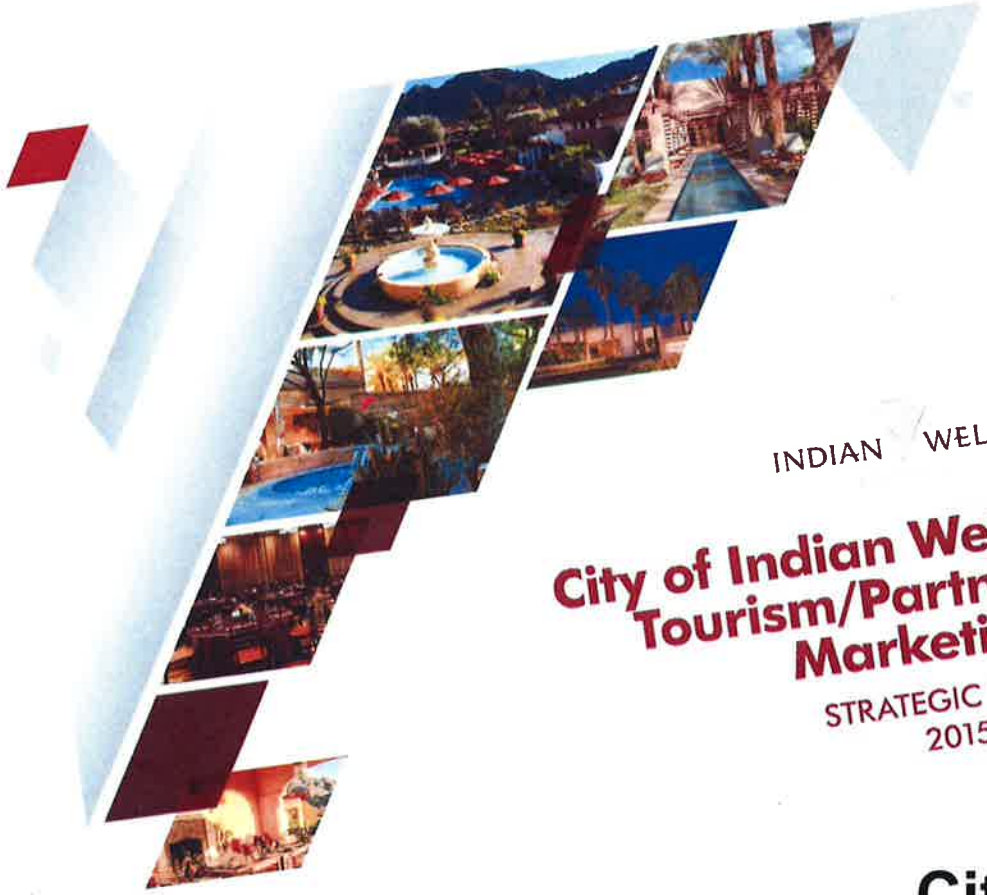
2016/2017 Goals & Strategies

Marketing & Community Relations Department

Partner Marketing Program
$412,444 for FY 2016/17



Marketing Program
Community Information
Resident Amenity Program
Community Assistance Program
Partner Marketing Program



INDIAN WELLS

City of Indian Wells Tourism/Partner Marketing

STRATEGIC PLAN
2015-2017

City Council Approved Strategic Marketing Plan December 17, 2015

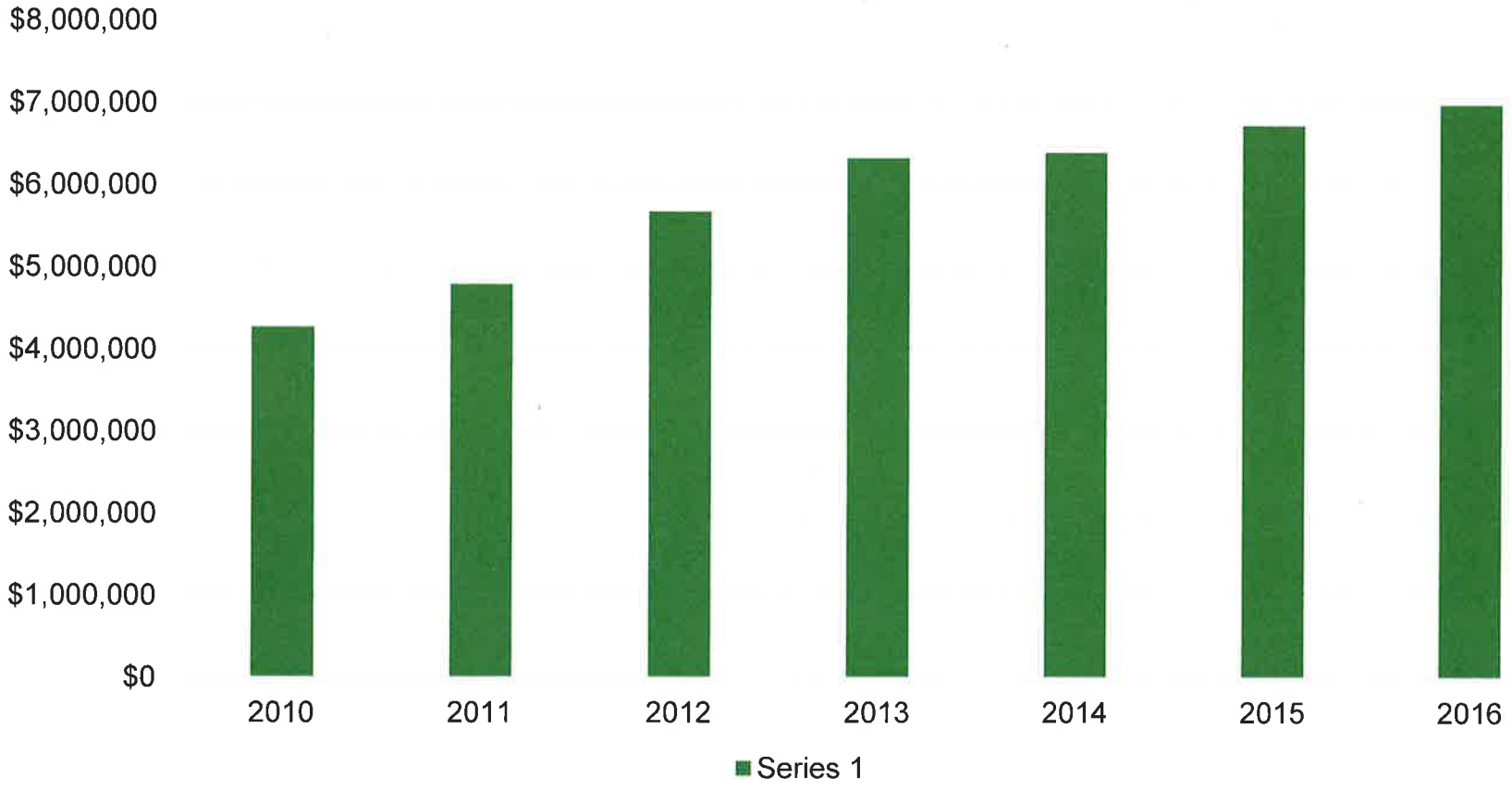
INVESTMENT IN TOURISM
OUR MAIN ECONOMIC DRIVER

The City's goals are to strategically support our partners and to influence growth in TOT.

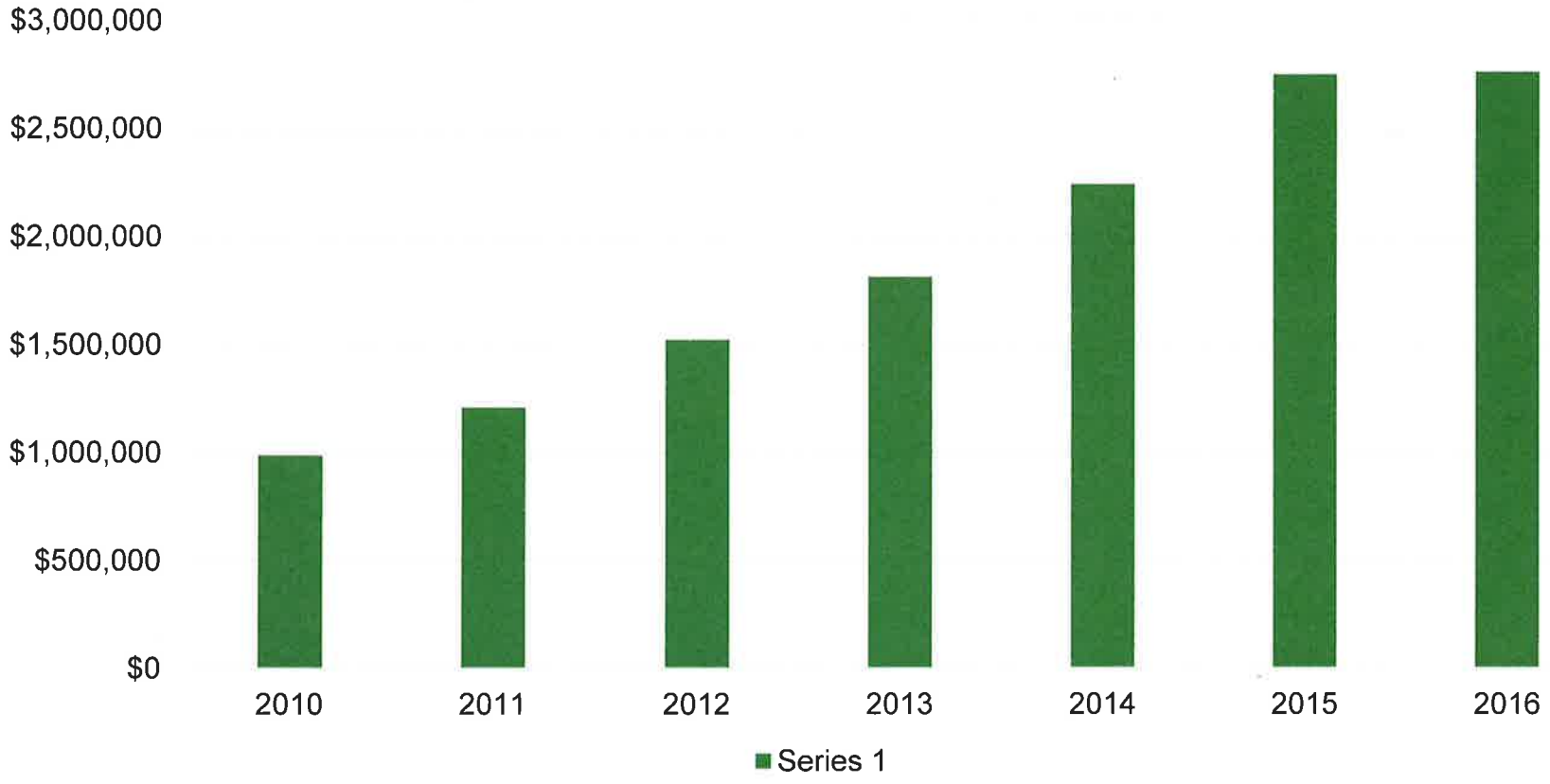
GOALS:

- Provide marketing platform to promote the Indian Wells Brand
- Create tourism/group demand for our product
- Build brand awareness
- Strategically leverage assets
- Build support with tourism partners for a common vision of the destination

TOT has steadily increased



Admissions Tax has steadily increased



MARKETING STRATEGIES & INITIATIVES

A multi-platform, integrated marketing strategy will guide the initiatives for fiscal years 2015-2017. Using an integrated approach, all marketing initiatives will carry a consistent brand image and messaging on all channels of communication (print, web and social media), as they all work together to promote to our target audiences using shared overall goals and objectives.

Strategy ONE:

"Sell" Group/Meeting/Convention Planners to book at the Indian Wells resorts by annually investing in group incentive initiatives for meeting planners to experience Indian Wells.

Initiative:

- **Familiarization (FAM) trip to Indian Wells:** Northstar Meeting (group incentive) (November, 2015) – 60 high-end meeting planners attend conference held in Indian Wells. Follow these leads through the system, with a goal of educating group planners on Indian Wells. Follow leads to determine long-term return on investment.
- **Sales mission site visits to educate planners on Indian Wells.** Host meeting planners in Indian Wells or cities like San Francisco, Seattle, Chicago and New York who are looking to bring Group business to Indian Wells. Follow leads to determine long-term return on investment.
- **Tennis familiarization (FAM) trip to Indian Wells:** Host meeting planners annually at the BNP Paribas Open to enjoy a luxurious two-days in City suite and experience the greatest tennis tournament in the world and all that Indian Wells has to offer.
- **City signing incentives** (host receptions, Mayor Attendance, transportation) to compete with other resorts and other destinations bidding on the group.

Strategy ONE – "Sell Group/Convention Planners to book at the IW Resorts by annually investing in **group incentive** initiatives for meeting planners to experience Indian Wells.

Group Incentive "FAM" Trips/Sales Missions

- Northstar Meeting Planner Event
  - 80+ qualified meetings planners and partnered with hotels & CVB)
- BNP Paribas Tennis Tournament "FAM"
- City signing incentive
- Sales Missions (San Francisco)
- Cal Travel Annual Conference

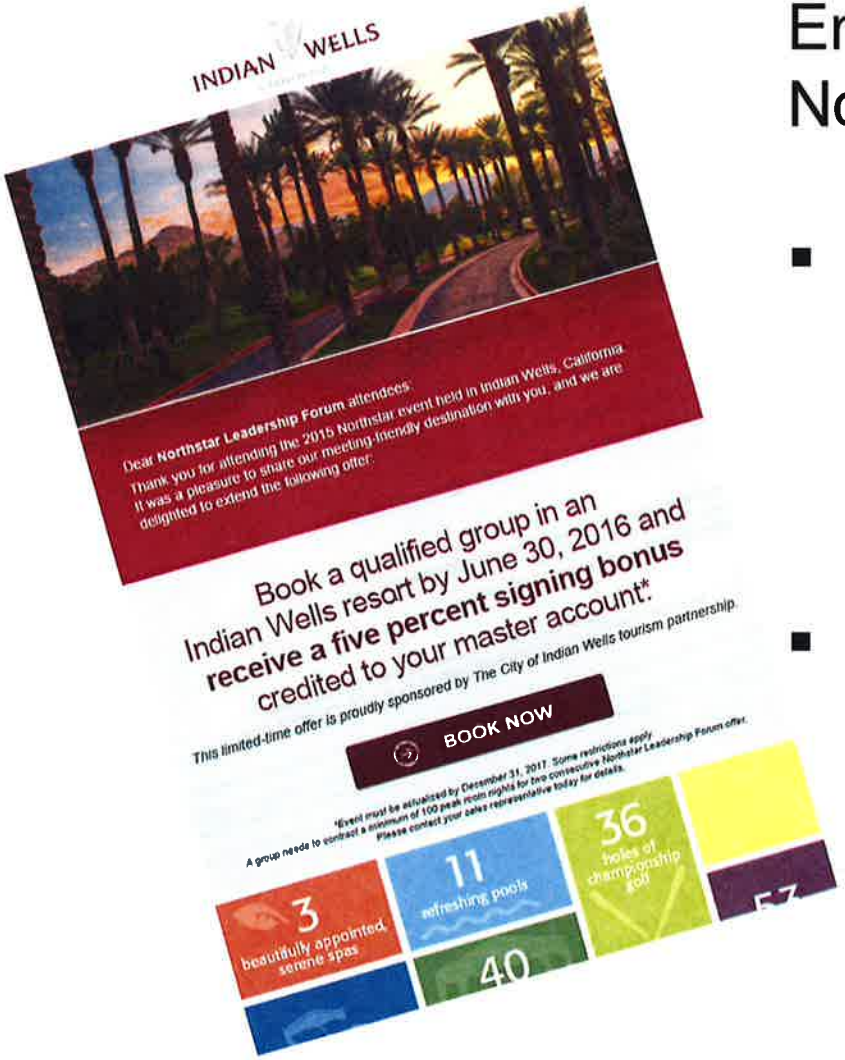
"It's little wonder that, year after year people return to Indian Wells. Come to Indian Wells to experience one of the most memorable meeting and conference destinations in Southern California."
Smart Meetings, 2015

City's Investment in Tourism

"FAM" & SALES EVENTS	Room Nights	Total Room/ Revenue	Expected TOT/ Revenue	Cost of Event	Total ROI
SITE-SOCAL FAM - December, 2014	20,209	$ 3,944,575	$ 443,765	$100,000	$ 343,765
San Francisco Sales Mission	615	$ 120,000	$ 13,500	$4,917	$ 8,583
BNP Tennis FAM - March, 2015	2,923	$ 418,912	$ 47,128	$15,000	$ 32,128
Northstar Meetings-November, 2015	746	$ 126,313	$ 14,210	$120,000	$ (105,790)
BNP Tennis FAM - March, 2016	915	$ 180,286	$ 20,282	$18,000	$ 2,282
City Incentives	2,976	$ 666,000	$ 74,215	$11,140	$ 63,075
	27,769	**$ 5,537,047**	**$ 613,100**	**$269,057**	**$ 344,043**

Revenue to IWGR with group business	**$242,636**

Resort indicating that they expect business from these to close from 2018-2022 as that is how far corporate/meeting group book.



Email Campaign to Northstar/Site So Cal

- Grew Meeting Planner database by 1,051 names (total: 6,243)
- Total Tourism Database: 145,753

MARKETING STRATEGIES & INITIATIVES

Strategy TWO:

Create and execute marketing strategies year-round with Resorts, Indian Wells Golf Resort, and Indian Wells Tennis Garden/BNP Paribas Open and create consumer marketing efforts to focus on a variety of general awareness and niche marketing campaigns.

Initiative:

- **Provide compelling offers/outbound marketing campaigns for shoulder/summer season.**
- **Use tourism database and paid media** (opportunities annually TBD) to promote shoulder and summer season specials focusing on golf and family. Most travelers looking for a destination will start their vacation search online and use multiple devices in the process.
- **Use City website** to direct and promote visitors to partners' websites and continue to showcase Indian Wells online.
- **Partner with Greater Palm Springs Conventions and Visitors Bureau on media buying offers.** TV Co-op Package: 400 TV spots in drive market (Los Angeles, San Diego, Phoenix, Las Vegas) to promote shoulder season (March-June), includes production of commercial.
- **Partner with Greater Palm Springs CVB and Tennis Channel to promote BNP Paribas Open.** Working to encourage Greater Palm Springs CVB to promote tennis. The City initiated a co-op media partnership for the 2016 tournament.

"Customers will be 85% digital by 2020"

(source: Kapost)

Strategy TWO – Create and execute marketing strategies year-round with Resorts, IWGR & IWTG and create consumer marketing efforts to focus on a variety of general awareness and niche marketing campaigns

- TV Co-Op Package with CVB
  - Over 7000 30-second/60-second advertorial Spots in feeder market (LA/OC)

- Tennis Channel Sponsorship

  30 30-second TV Spots during Tournament

  Live Interview with Mayor

  I Love Indian Wells vignettes

  Partnered with CVB

City of Indian Wells & Greater Palm Springs

Summer Campaign totals

	Time Warner Cable		KTLA			
Month:	**Number of :30's**	**Impressions**	**Number of :30's**	**Impressions**	**Number of :60's**	**Impressions**
May	324 spots per market 1,620 total spots	74,272,000	126 total spots	43,848,000	35 total spots	10,962,000
June	323 spots per market 1,615 total spots	73,846,000	127 total spots	44,896,000	36 total spots	11,224,000
July	659 spots per market 3,295 total spots	149,243,000	127 total spots	46,532,000	37 total spots	11,633,000
Totals:	**6,530 total spots**	**297,361,000**	**380 total spots**	**135,276,000**	**108 total spots**	**33,819,000**

Grand Total	# of spots	Impressions
Overall total	7,018 total spots	466,456,000

HARRY

KARIDIS PRODUCTIONS

Client:	Indian Wells
Agency:	Greater Palm Springs CVB
Title:	"Winter Co-Op 2016"
TV Code:	GPSCVB_IndianWells_Winter2016
Length:	:30
Date:	February 4, 2016
Notes:	Pending Notes
Version:	13C - Hyatt Update

Karidis Productions
26841 Hot Springs Place; Agoura Hills, CA 91301
805-312-3033
www.harrykaridis.com

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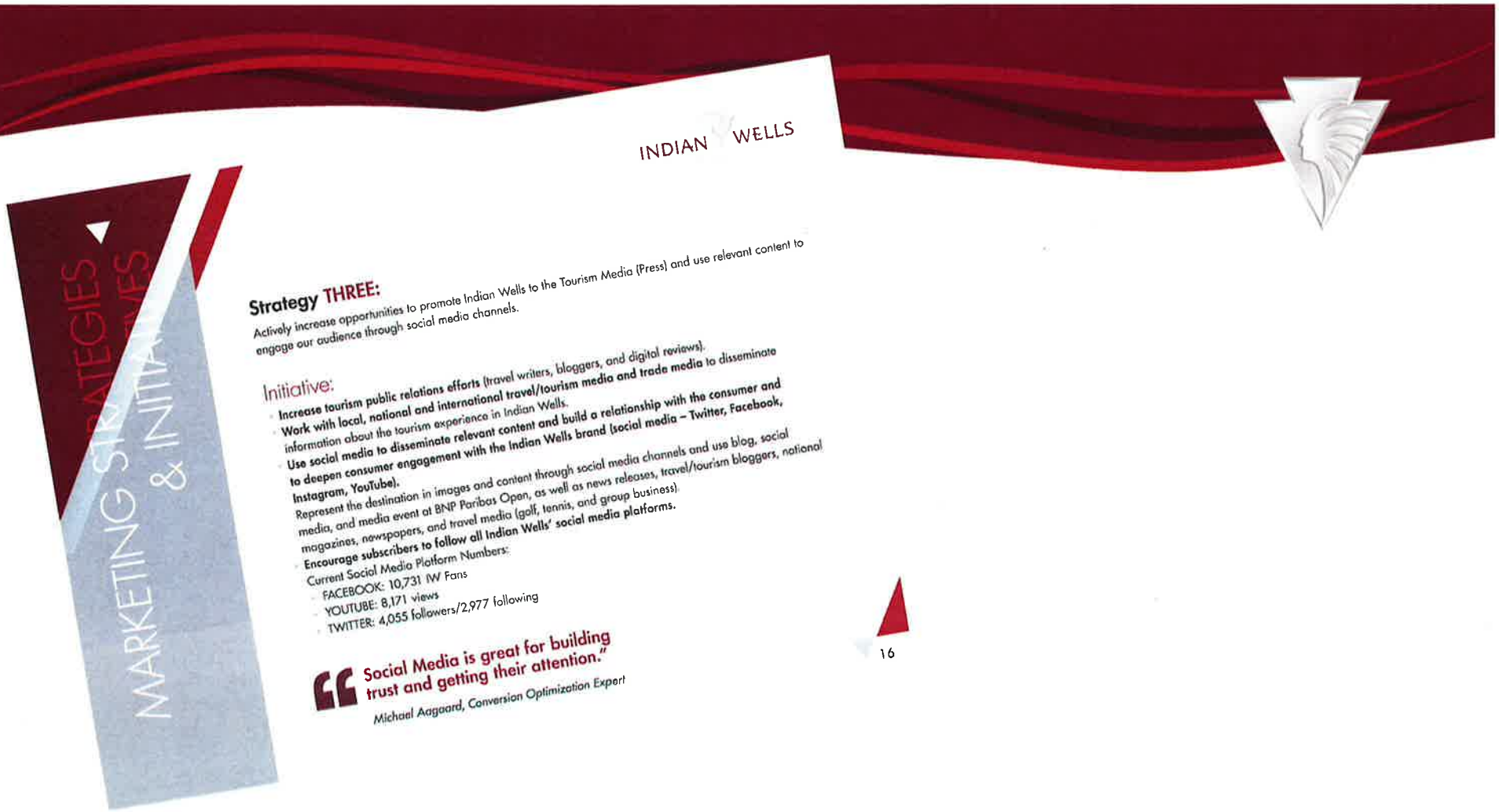

INDIAN WELLS

MARKETING STRATEGIES & INITIATIVES

Strategy THREE:

Actively increase opportunities to promote Indian Wells to the Tourism Media (Press) and use relevant content to engage our audience through social media channels.

Initiative:

- **Increase tourism public relations efforts** (travel writers, bloggers, and digital reviews).
- **Work with local, national and international travel/tourism media and trade media** to disseminate information about the tourism experience in Indian Wells.
- **Use social media to disseminate relevant content and build a relationship with the consumer and to deepen consumer engagement with the Indian Wells brand (social media – Twitter, Facebook, Instagram, YouTube).**
  Represent the destination in images and content through social media channels and use blog, social media, and media event at BNP Paribas Open, as well as news releases, travel/tourism bloggers, national magazines, newspapers, and travel media (golf, tennis, and group business).
- **Encourage subscribers to follow all Indian Wells' social media platforms.**
  Current Social Media Platform Numbers:
  - FACEBOOK: 10,731 IW Fans
  - YOUTUBE: 8,171 views
  - TWITTER: 4,055 followers/2,977 following

"Social Media is great for building trust and getting their attention."

Michael Aagaard, Conversion Optimization Expert

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Strategy THREE – Actively increase opportunities to promote Indian Wells to the Tourism Media (Press) and use relevant content to engage our audience through social media channels

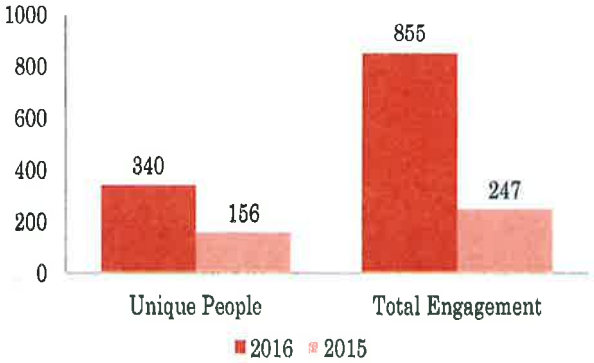
Increased Total Engagement by 350%

CITY OF INDIAN WELLS
SOCIAL MEDIA REPORT

December 2015 – May 2016

- **Drive Engagement**
- **Highlighted Events**
- **Delivered Social Media Campaigns**

TWITTER



The number of unique people to engage with our account increased by almost **220 percent from 2015.**

Total Engagement, the combined number of Replies, Retweets, Mentions and Likes, increased by almost **350 percent from 2015.**

**The next slide provides an in-depth breakdown of Total Engagement.*

#IndianWells

72,956

The Indian Wells hashtag was used by more than 25,000 unique Twitter users for a combined 72,956 times.

45.4 Million

The combined number of followers of the top 10 Twitter users who tweeted #IndianWells, including Rafael Nadal, Martina Hingis and BBC Sport, was 45.4 Million.

174 Million

Just how far does a tweet from Rafael Nadal travel? Combined with other high-powered accounts, #IndianWells had an estimated reach of 174 Million people.

1.4 Billion

Solid execution and worldwide recognition attributed to an astounding 1.4 Billion Potential Impressions.

Facebook Analysis

Indian Wells California Like Page

Published by Stephen Villatoro [?] · March 4 at 5:42pm

Join us on Sunday, March 6, for Evening Out presented by the City of Indian Wells!

Nobu, Chop House and Piero's PizzaVino, restaurants located in Stadium 2 at the Indian Wells Tennis Garden, will feature special Prix Fixe menus and are open to the general public. Also enjoy complimentary valet parking and live music by The Trebles!

Click the photo below for more details:

Evening Out Presented by the City of Indian Wells

BNPPARIBASOPEN.COM

10,846 People Reached

240 Reactions, Comments & Shares

220 Like	**201** On Post	**19** On Shares
2 Love	**2** On Post	**0** On Shares
5 Comments	**4** On Post	**1** On Shares
13 Shares	**13** On Post	**0** On Shares

292 Post Clicks

0 Photo Views	**198** Link Clicks	**94** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Facebook Analysis

Indian Wells California

Like Page

Published by Stephen Villatoro [?] · March 12 at 4:38pm

Rafa Nadal hits the links only a few times a year, and one of those is #IndianWells! See Nadal on the fairways of the Indian Wells Golf Resort!

58,808 people reached

View Results

58,808 People Reached

26,395 Video Views

118 Likes, Comments & Shares

86 Likes	**64** On Post	**22** On Shares
13 Comments	**5** On Post	**8** On Shares
19 Shares	**19** On Post	**0** On Shares

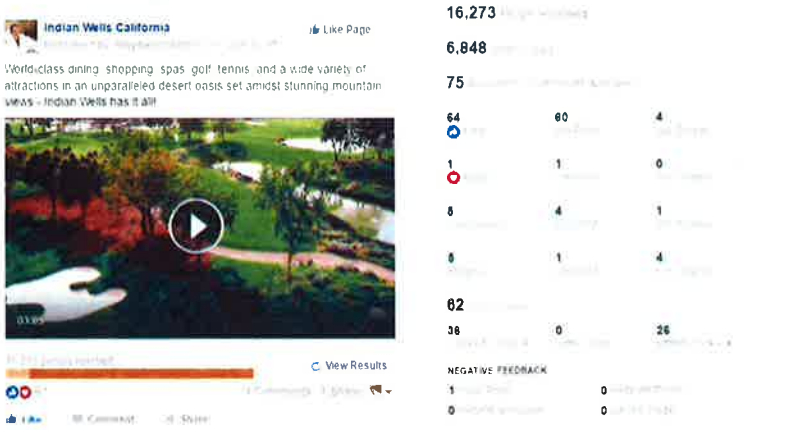
199 Post Clicks

52 Clicks to Play	**1** Link Clicks	**146** Other Clicks

NEGATIVE FEEDBACK

12 Hide Post	**0** Hide All Posts
0 Report as Spam	**0** Unlike Page

FACEBOOK



With several great events happening in-and-around the City of Indian Wells, including Desert Lexus Jazz, and Sunday Polo at Empire Polo Club, MVT PR looked to capitalize with several engaging social posts and blogs to amplify the message to our audience.

Blogs:

Desert Lexus Jazz
Rhythm, Wine, & Brews
La Quinta Arts Festival
Modernism Week
Valentines Day
Palm Springs Film Fest

MARKETING STRATEGIES & INITIATIVES

Strategy FOUR:

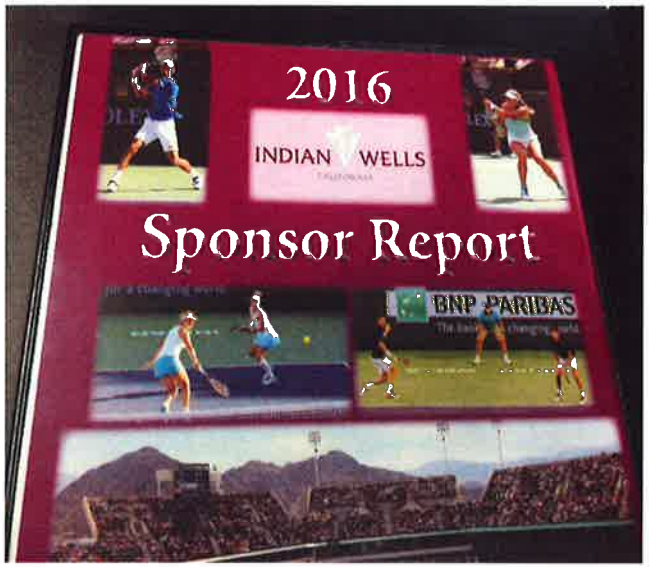
Promote and support events and sponsorships that help build brand awareness.

Initiative:

- **Increase tourism public relations efforts in relation to City sponsored events and local events** (travel writers, bloggers, and digital reviews). Events continue to be a strong catalyst for generating visitor interest in the destination.
- **Continue to capitalize on City sponsored events** (Sponsorship budget). Use existing events to promote the brand and continue efforts in researching and obtaining a revenue generating tourism event.

Strategy FOUR – Promote and support events and sponsorships that help build brand awareness.

2016 Tournament at a Glance



- Attendance: 438,058
- Broadcast Audience: 87 million
- Media Impressions: 13 billion
- Social Media Impressions: 515 Million
- (450 M Twitter)
- Mobile App: 176,362 users
- Radio Coverage: BNP radio presented by BBC: 52,500 hours
- 2014 Economic Impact Report $373 Million

Indian Wells was the perfect spot for California Travel Association's 34th annual Summit! The resort setting was gorgeous, weather was perfect, and food, drink, and events were over-the-top great.

Our **400+ travel and tourism leaders** are a jaded and critical crowd, but Indian Wells got rave reviews across the board.

We will definitely be back!
Barb Newton - CEO

24 Teams
$60K revenue
50 room nights

Palm Desert 4th of July

- 8,000 festival-goers
- Admission Tax + Sales Tax
- Brand Awareness/Public Relations
- Largest festival to-date
- 250 IW Resident Tickets

DESERT LEXUS JAZZ
INDIAN WELLS TENNIS GARDEN
PRESENTED BY CITY OF INDIAN WELLS

IW Resident Pre-Sale
Hotel Packages Available
Marketing – Email/Social Media/Print

MARKETING STRATEGIES & INITIATIVES

Strategy FIVE:

Work to align all partners and tourism influencers to promote brand and marketing opportunities.

Initiative:

- **Coordinate IW Resorts and BNP Paribas Open together to "brand" the resorts during the tournament.** This year all resorts (paid by BNP Paribas) will have elevator wraps, key cards, and tear drop banners at shuttle stops promoting the tournament. All resort front-of-house staff (bell-man, valet) will be wearing (paid by FILA) tennis wear to promote the tournament.
- **BNP Paribas Resort booth and Indian Wells Golf putting green.** The City annually hosts a "branded" booth at the BNP Paribas Open tournament for the two week run of the tournament, and a well branded Indian Wells Golf Resort putting green where we hand out gifts emblazoned with Indian Wells signature logos, and deliver a mini-massage treatment to engage visitors in the Indian Wells experience.

Strategy FIVE – Work to align all partners and tourism influencers to promote brand and marketing opportunities

Currently Working with Resorts:

- BNP Paribas Open
- IW Lane
- 50th Birthday of IW
- Holiday Lighting
- Wayfinding signs

BNP PARIBAS OPEN
Experience Indian Wells

BNP PARIBAS OPEN
Experience Indian Wells

INDIAN WELLS
GOLF RESORT
CAN YOU PUTT LIKE A PRO?

2016/2017 Goals & Strategies

- Strategy One – Group Incentive
  - Goal: Drive more group business to impact TOT
    - FAM during BNP Paribas Open
    - Smart Meetings (Meeting Media) FAM
    - Sales Missions/Joint Venture with CVB
    - Research Networking Events
    - Look at possible Loyalty Programs

- Strategy Two – Marketing Strategies
  - Goal: Continue impactful marketing strategies
    - Grow email database
    - Use database to promote individual properties
    - Partner/Co-Op with CVB on marketing efforts
    - Identify other successful marketing avenues for resorts
      - Tripadvisor, Expedia, CVENT, Travelzoo

2016/2017 Goals & Strategies

- Strategy Three – Engage Press Media & Social Media
  - Goal: Enhance and Engage audience using relevant content
    - Continue to build consistent voice on social media/blogs
    - Establish Instagram Account
    - Highlight Events in-and-around City
    - Increase total Engagement
    - Grow Visual Assets
    - Continue Press FAM
    - Continue to build media relationships
    - Generate more Tourism Press

- Strategy Four – Promote sponsorships
  - Goal: Build awareness and growth in sponsored events
    - Expand growth of sponsored events (branding & marketing)
    - Explore new Tourism event
    - Celebrate 50th anniversary at sponsored events

2016/2017 Goals & Strategies

- Strategy Five – Align Partners and Tourism influences
  - Goal: Promote Brand and Marketing opportunities with sponsorships
    - Continue to deliver on IWTG sponsorship using marketing avenues
    - Support and Market Taste of Tennis @ Hyatt
    - Continue to promote tennis during tournament and at resort properties
    - IW Lane
    - Holiday Lighting

Thank you to our Strategic Partners