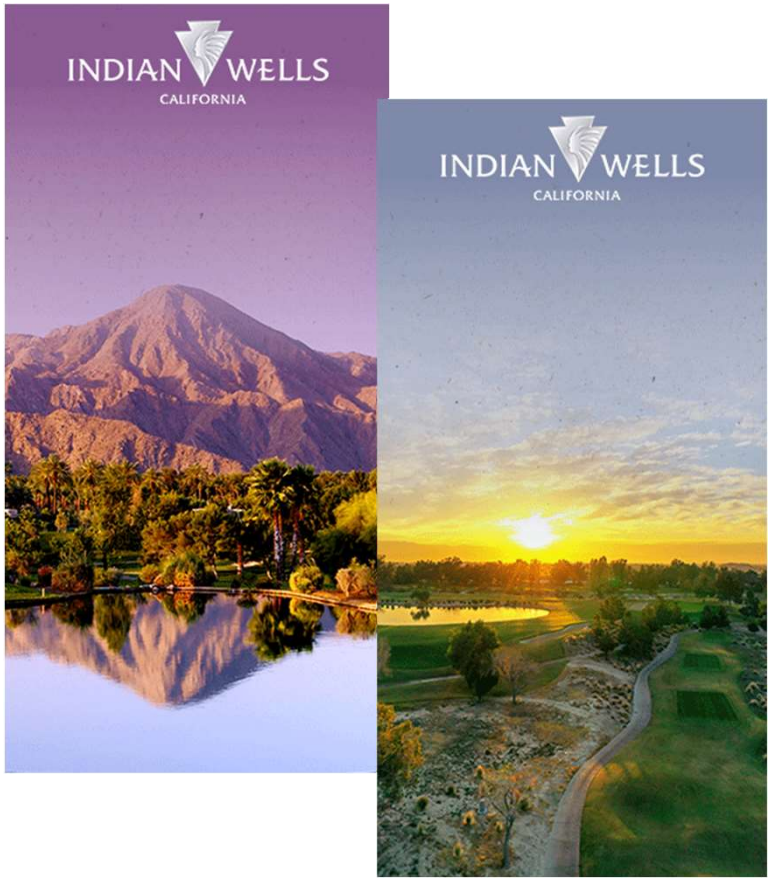


TOURISM

- UPDATE -

2022 Marketing Strategy & Results



- **Focus & Digital tactics – year-round:**
  - Golf, weddings, tennis and the resorts
    - Digital, Locale, Sunset, Wedding Wire and The Knot
- **Summer 2022:**
  - Locale sweepstakes resulted in **1,730 email entries**
- **October – December 2022:**
  - Winterfest promotion
- **Meetings Advertising**
  - Meetings Today
  - SMART Meetings
  - CVENT
- **FAMS/EVENTS**
  - BNP
  - Site Visit Workshop
  - SMART Meetings FAM

16,422,000+ impressions





Social Media

- Focus:
  - Building and engaging audiences across **Facebook**, **Instagram** and **LinkedIn.**
- Strategies:
  - Instagram Reels
  - Drive website traffic
  - Increase engagements
  - Share key pillars of the resorts, golf, weddings and tennis

1.89M+ social media impressions

73K+ engagements

WINTERFEST



DIGITAL & NATIVE

1,853,702 impressions
1850 clicks
.10% AVG CTR



Lace Up Your Skates–The First-Ever Indian Wells Winterfest Is Here!

LOCALE

130,138 impressions
2,281 clicks



SOCIAL MEDIA

35,000+ reach
2,500 engagements

VISIT GREATER PALM SPRINGS – WINTERFEST

Custom Landing Page

- 2:06 average session duration
- 19,000 sessions
- Google organic made up 21% of traffic
- Facebook made up nearly 40% of traffic

Inclusion in two blogs on Visit Greater Palm Springs' website

- 20,000+ total blog pageviews

Visit Greater Palm Springs' Social Media

- 17.8k Instagram Reel views
- 7.1k impressions on Instagram
- 17.7l reach on Facebook

Billboard

- Markets: Los Angeles, San Diego
- 5,417,000 impressions



2023 – Looking Ahead

- **Headwinds**: Slowing economy: effect on group/leisure markets?
- **Positives**:
  - Group lead volume ahead of pace
  - BNP Paribas Open and other regional events back and growing
  - Renovations/Rebranding at Indian Wells Resort Hotels
  - Increased Air Service (2022 highest on record)
  - Opportunity to enhance Winterfest:
    - Room nights packages
    - Enhanced experience
    - Increase marketing lead time and focus on regional and drive market



2023 – Marketing

- **Destination Marketing**
  - Continue focus on resorts, golf, weddings, tennis
- **Group**
  - Group leads from Cvent
  - Retargeting Video
  - Wedding Leads from the Knot and Wedding Wire
  - Meeting Planner FAM tours
  - Group Incentive Program
- **Leisure**
  - Digital Media
  - Social Media
  - Earned Media
  - Newsletters
  - International
  - Tour/Travel



City Council Policy Discussion & Direction

- Evaluate and revise the City Marketing and Tourism Plan with Visit GPS' assistance.
  - Evaluate where tourism funds are invested to promote Indian Wells as a tourism destination and to incorporate opportunities to highlight the Indian Wells Golf Resort.
  - A review of other marketing opportunities provided by Visit GPS or other organizations will also be considered.
  - Incorporate sustainability efforts into marketing materials, which has proven to be an important factor for conference planners when making decisions about where to host their meetings.
  - The plan will be presented to the Marketing Committee followed by a presentation to the full Council. A review of the City's Incentive Program is also timely.

- Promote Indian Wells events throughout the year, such as Winterfest, BNP Paribas Open, Ironman, and Pickleball.

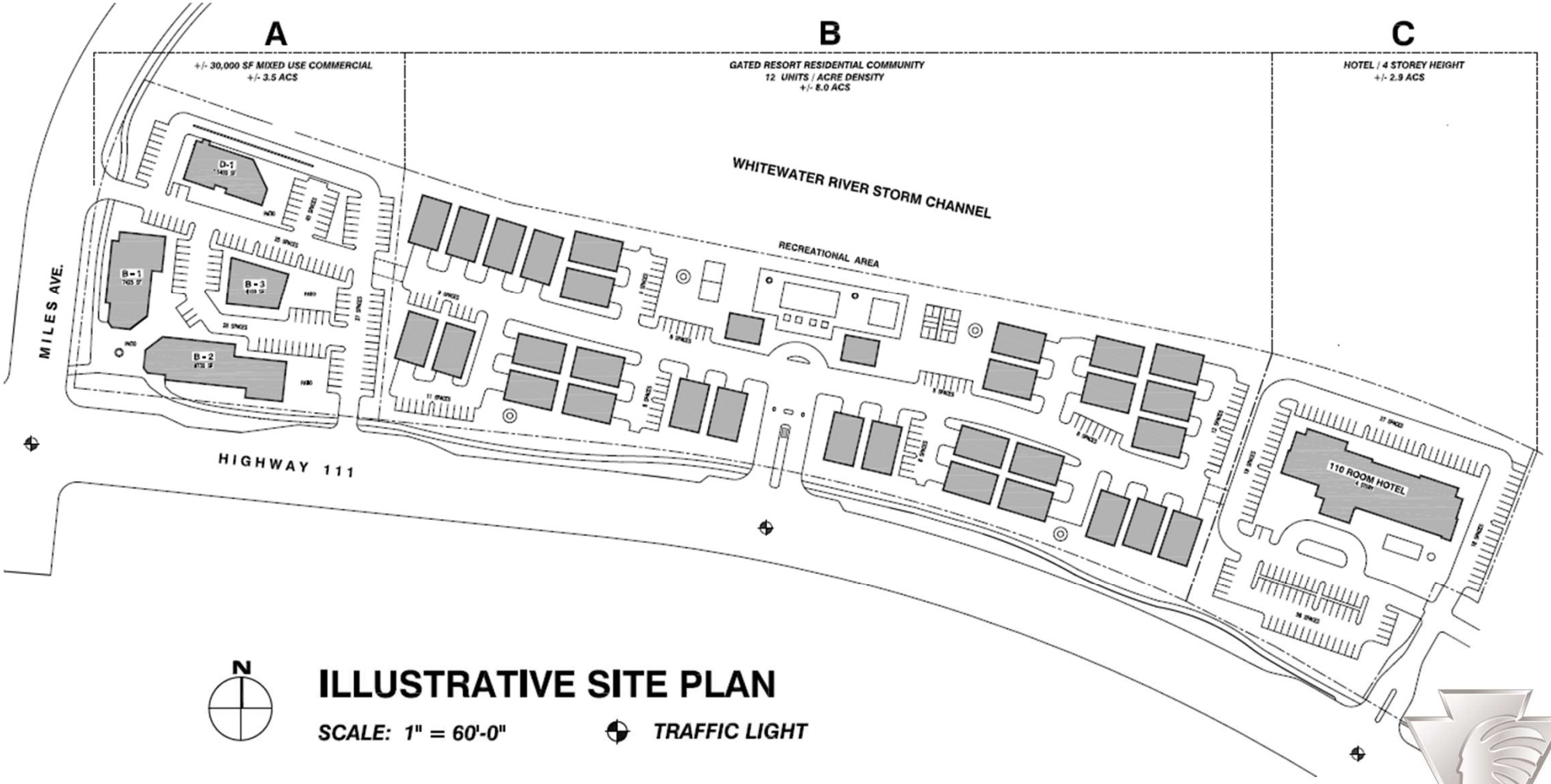
- Evaluate the partnership with Acrisure Arena and suggest revisions to the media plan to maximize the City as the official city partner of the arena.

- City Council to provide any further discussion and direction on Tourism related initiatives for 2023.


DEVELOPMENT
- ENCOURAGE & EXPAND EFFORTS -

New Development

- Sprouts - Fall 2023
- Tommy Bahamas Miramonte Resort & Spa
- Hyatt Regency Indian Wells Resort & Spa
- The Province
- Desert Horizons Country Club
- Eldorado Country Club
- Genton Development
- Brixton Development



ILLUSTRATIVE SITE PLAN

SCALE: 1" = 60'-0"

TRAFFIC LIGHT

Business Assistance & Relationship Building

- **Celebrating Local Businesses**
  - Collaborating with Greater Coachella Valley Chamber to host Grand Openings, Ribbon Cuttings and more to draw attention to local businesses
  - Regularly engaging in business walks to better understand our businesses needs and work as a liaison with property ownership/ management
- **Increased Access to Business Resources**
  - Utilizing business walks to inform the business community about resources available to them
  - Showcasing GCV Educates, Chamber 101 and other training/ engagement opportunities to increase access to resources and each other
- **Answering the Question: "Why Indian Wells?"**
  - Ongoing promotion of Indian Wells as a business and developer friendly community using marketing materials including but not limited to a Relocation Packet and the development of various infographics











City Council Policy Discussion and Direction

- Support the implementation of a streamlined online plan check and permit process
- Continue efforts for the development of the Genton and Brixton sites, including channel improvements, and present Council with development agreements for consideration in 2023
- Discuss whether to bring back a report explaining the value of memberships with the various regional economic development organizations in early 2023 and before adoption of the Fiscal Year 2023-2025 budget
- Conduct additional meetings with Riverside County to determine feasibility of an EIFD
- City Council to provide any further discussion and direction on Economic Development related initiatives for 2023