

ATTACHMENT #1

INDIAN  WELLS
CALIFORNIA



**Tourism and Marketing Program
October 2024**

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Executive Summary

In March 2019, the City of Indian Wells entered into an agreement with Visit Greater Palm Springs (Visit GPS) as the City of Indian Wells tourism and marketing partner. Visit GPS provides a variety of services related to the strategic marketing needs of the City of Indian Wells, from research, brand building, media planning and buying, development of creative content and communications, that promote Indian Wells as the premier tourist destination of the Coachella Valley.

Over the years, the City of Indian Wells and Visit GPS have significantly improved the City's ability to leverage funding, engage stakeholders, market the city in print, websites, and social media. Today, the partnership has never been stronger. New Indian Wells tourism website was developed. Branding materials for all marketing collateral have been developed and well received by the tourism industry. The city, Visit GPS, and resort partners continue to collaborate on site inspection experiences. With the growing partnership we have enhanced our video, paid TV ads and strategic targeted marketing campaigns that have highlighted the abundance of experiences and attractions in the city of Indian Wells. Key markets of impact to the city but not limited to are Los Angeles, San Diego, San Francisco, Arizona, Seattle, Portland and Texas region.

Indian Wells Tourism and Marketing Program

The Tourism and Marketing Program strategically supports the hotel partners, golf resort, tennis garden, and local businesses to influence the growth of transient oriented tax and sales tax revenues by providing a strong brand platform, creating tourism demand for our community, building brand awareness and strategically leveraging Indian Wells as a premier tourist destination. The city works closely with the resort partners to develop and execute brand and marketing strategies to influence both group and leisure markets, collaborate with the Visit GPS, the Indian Wells Golf Resort, and the Indian Wells Tennis Garden. The Tourism and marketing program is managed by the City Manager's Department with guidance from the Marketing Committee which consists of General Managers and Directors of Sales of from Indian Wells resorts, city staff, and two ex-official City Council members.



Tourism is the primary driver of the City's revenues, representing 70% of the City's General Fund revenues including transient occupancy tax, admissions tax, and sales tax categories. City services, especially public safety, benefit from the tourism

industry to preserve the quality of life that residents' and business owners enjoy in Indian Wells.

This is accomplished by Visit GPS that markets us as part of the overall destination and the Indian Wells Director of Tourism strategically aligns our cities marketing goals with the stakeholders of each hotel and leverages the resources at Visit GPS. This role is critical to the grow of a new audience the city wants to attract to grow our city's revenues.

This role helps manage the fiscal budget while creating campaigns that highlight our brand pillar that will resonate with our meeting planners and leisure guests to drive tourism.

In addition, the Tourism Director will recommend which groups the city should incentivize that will impact the golf resort and tourism for the city. With the growth of the city and the economic development being a major part of future cities taxation opportunities, it's important to grow the local economy with the positioning of tourism to help fund the city's financial goals.

Total Group & Leisure Marketing Budget

CIW 2024 FY Budget Recommendations				
Category	Vendor	Budget	Total Budget	Percent
LEISURE				
Social	Paid Instagram/FB	\$20,000	\$43,000	33.2%
	Influencer	\$3,000		
	Management - Leisure	\$20,000		
Content	Nativo - Leisure	\$19,000	\$19,000	14.7%
	Golf Digest			
Programmatic	Adtheorent	\$25,000	\$55,000	42.5%
	Scoota	\$20,000		
	Retargeting	\$10,000		
	Audio			
TV	VGPS Co-Op	\$12,500	\$12,500	9.7%
TOTAL LEISURE			\$129,500	51.6%
MEETINGS				
Group Publishers	Northstar	\$15,000	\$80,000	66.0%
	Smart Meetings	\$10,000		
	Meetings Today	\$15,000		
	CVENT	\$40,000		
Content	Nativo	\$5,000	\$5,000	4.1%
Programmatic	Scoota	\$18,000	\$18,000	14.8%
Social	Management - Group	\$13,500	\$18,300	15.1%
	LinkedIn	\$4,800		
TOTAL GROUP			\$121,300	48.4%
TOTAL		\$250,800	\$250,800	100.00%

[Visit Greater Palm Springs](#)

Visit Greater Palm Springs is the official tourism marketing agency for the Coachella Valley, which comprises the nine cities of Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio, and Coachella, as well as unincorporated areas of Riverside County. Founded in May 1989 by a Joint Powers Authority, Visit GPS was created as a public-private partnership to help grow the region's tourism economy and now serves more than 3,000 business partners, providing sales, marketing, and PR targeted to potential leisure travelers and event, meeting, and convention group markets.

[Visit Greater Palm Springs Economic Impact Report](#)

Visit Greater Palm Springs (VGPS) is pleased to announce the results of its 2023 Economic Impact of Tourism Study, revealing the impact of tourism to the regional economy. The study highlights a total economic impact of \$9.0 billion, cementing Greater Palm Springs' status as a premier travel destination. The report highlights how the direct visitor spending of \$7.4 billion generated a total economic impact of \$9.0 billion, sustaining nearly 51,000 jobs and contributing \$851 million in tax revenues. This growth translates to significant savings for local households, reducing the tax burden by approximately \$5,000 per household.

Key Findings:

- Total Economic Impact: \$9.0 billion
- Visitor Spending: \$7.4 billion (a 4.5% increase over 2022)
- Visitor Numbers: 14.4 million visitors (about 300,000 increase over 2022)
- 50,936 jobs supported
- Tax Revenue: \$851 million in state and local taxes

[Priority Areas of Focus](#)

Visit GPS has evolved over the years beyond sales and marketing to include workforce and economic development, as the future success of the tourism industry in the Coachella Valley depends on many factors: the availability of a trained workforce, affordable housing for the workforce, new and enhanced visitor experiences and attractions, enhancements to sustainability, and continued improvements to transportation access.

With the direction of its Board of Directors and JPA Committee, Visit GPS has established the following priorities areas of focus for the destination:

Grow the Tourism Economy

- Leisure Marketing – Domestic & International
- Attract New Meetings, Conventions & Events
- Develop Demand for Need Periods, Leisure & Group
- Develop Research / Measure Impact & Effectiveness
- Vacation Rentals
- Educate Community & Homeowners
- Develop Best Practices

Regional Collaboration

- Grow Air Service & Support New Transportation Options
- Diversity, Equity and Inclusion (DEI), Sustainability, Accessibility, Cultural Heritage
- Workforce Development
- Diversify Regional Economy
- Advocacy - Capital Advocacy selected

Funding for these destination priorities comes from various sources, with the largest being the Greater Palm Springs Tourism Business Improvement District (GPSTBID). The GPSTBID is a direct assessment on lodging:

- Vacation Rentals: 1% assessment of gross short-term rental revenue on stays of 27 days or less.
- Hotels with 50 rooms or more: 3% assessment of gross short-term room rental revenue on stays of 27 days or less.

Indian Wells Director of Tourism

In 2019, the City of Indian Wells contracted with Visit GPS to provide the Indian Wells Director of Tourism. This position is an employee of Visit GPS, located at the Visit GPS' office is Rancho Mirage, but dedicated to promoting Indian Wells as a tourist destination. This position was created with the purpose to assure the marketing strategies of the City of Indian Wells would complement Visit GPS tourism efforts. The consensus for this new position was that it would allow the City of Indian Wells to better leverage the tourism industry connections and resources of Visit GPS and improve the quality, theme and efficiencies of marketing efforts for Indian Wells.

The Director of Tourism is the liaison between the City of Indian Wells and Visit GPS, how has access and support from other Visit GPS departments, including in-house graphic design, video production, and Visit GPS's media buying power. Indian Wells was the first city in the Coachella Valley to create such a partnership with Visit GPS. This position



The Director of Tourism, with the support of Visit GPS provides the City of Indian Wells with the following contractually required services.

1. Strategic Planning

- Provide strategic brand insight and direction that pertain to marketing effort to build awareness and grow brand recognition.
- Develop meeting planner research to better understand barriers, perceptions and needs to determine brand marketing communications effectiveness, opportunities, and needs.
- Study and analyze the markets and audiences for the business, as well as the key competitors' strategies, programs, and spending.
- Create holistic strategic plan recommendations reflective of the key metrics, research against the target audience, and creative direction.
- Pro-actively identify and assess new opportunities and developments in media consumption and viewpoints that may impact Indian Wells in the short and long term.
- Evaluate and make any recommendations regarding the overarching campaign, and provide updated or new campaign that will support:
 - Meetings platform
 - Transient
 - Consumer, intermediary and development target audiences
 - Extension to regional and local market (handled at regional/local level)

2. Account Management Services

- Manage overall relationship with City of Indian Wells, Indian Wells Properties and Visit GPS.
- Act as primary contact for Indian Well's team. Work with internal teams to provide guidance and support for all questions and requests.
- Manage all billing and invoicing issues, including providing monthly billing book and accrual reports. Provide reporting on projects and initiatives based on mutually agreeable criteria and measurements.
- Develop creative briefs, upon receipt of input document from IW, for each project that describe the strategy, specific goals and message of each project. Review and approve creative deliverables prior to sending to IW for final approval.
- Monitoring of annual trends and ongoing analysis of consumer attitudes and behavior.
- Plan account meetings, reviews, requirements sessions, and briefings as needed.

- o Develop and manage campaign media including Co-op media, planning and buying.
- o Research and modeling. Analyze key competitors including strategy, media spend and creativity.
- o Develop and manage project timelines and launch schedules for online marketing campaign.
- o Utilize established media and brand campaign to attract groups and events to the city of IW as well as the IW Resort Collection
- o Establish and maintain rebate program for the City of Indian Wells resort Collection.

Market Data

This summer, Indian Wells saw a dip in key metrics compared to last year, influenced by the increase in consumer travel to other international destinations and warmer-than-usual temperatures in Greater Palm Springs. Occupancy rates for June-August were 48.1%, down from 51.9% last year, with ADR at \$206.49 compared to \$211.40, and RevPAR at \$85.54 compared to \$99.31.

Greater Palm Springs also experienced this with occupancy rates for June-August at 49.8%, down from 52.3% last year, with ADR at \$151.28 compared to \$157.31, and RevPAR at \$75.51 compared to \$82.93. Comparisons to pre-pandemic levels are strong, with ADR up by 21% and RevPAR by 16%.

Year-to-date occupancy through August for Indian Wells is 54.9% which is down from 60.4% to last year, with ADR at \$297.62 compared to \$296.41, and RevPar at \$163.44 compared to \$179.16.

For Greater Palm Springs, year-to-date occupancy through August is 60.8% which is down from 63.6% to last year, with ADR at \$226.70 compared to \$229.00, and RevPar at \$137.92 compared to \$145.55.

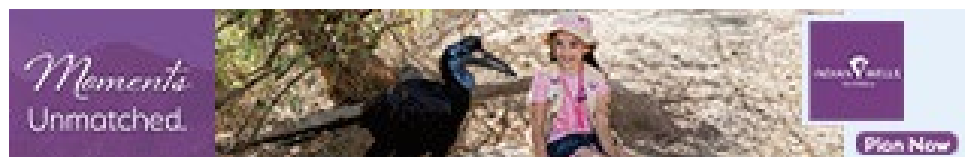
Indian Wells			Greater Palm Springs		
Occupancy 54.9% ▼ -9.1%	ADR \$297.62 ▲ 0.4%	RevPAR \$163.44 ▼ -8.8%	Occupancy 60.8% ▼ -4.3%	ADR \$226.70 ▼ -1.0%	RevPAR \$137.92 ▼ -5.2%
Supply 366.0K ▲ 0.0%	Demand 201.0K ▼ -9.1%	Revenue \$59.8M ▼ -8.8%	Supply 4.2M ▲ 0.9%	Demand 2.5M ▼ -3.4%	Revenue \$573.8M ▼ -4.4%

Above represents YTD numbers through August for Indian Wells and Greater Palm Springs

Marketing Strategies:



- Leisure marketing efforts will continue to focus on drive in market travelers by highlighting activities of golf and tennis. Both are gaining in popularity as travelers continue to seek outdoor activities, and both are strengths for Indian Wells.
- Golf and weddings continue to be a target market given the strong demand. Indian Wells is well positioned to capture a large share of the market given the variety of world class golf and wedding venues it offers. These are examples of our leisure demand that we use to promote weddings and leisure travel to the destination,

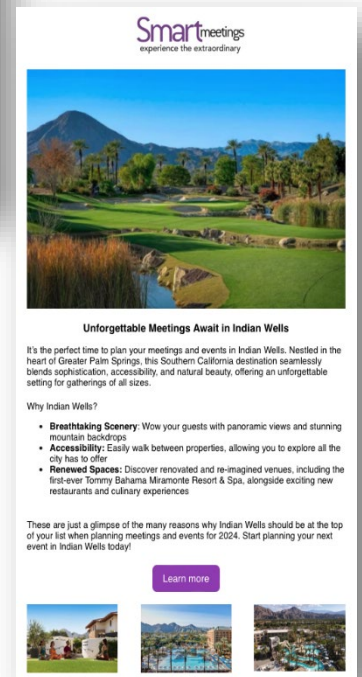
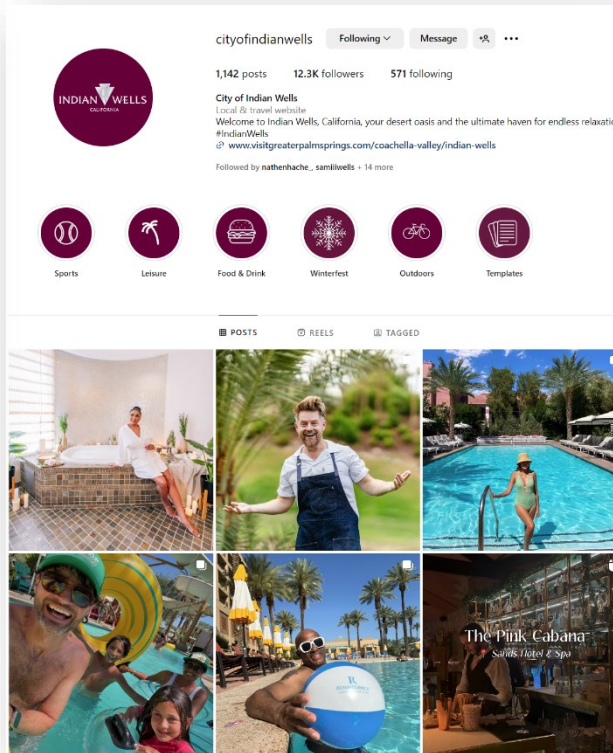




- o Group - As planners seek locations for future meetings, staying engaged and generating interest in Indian Wells is important. Indian Wells is well positioned for group business because of the partnership and coordination between resort partners.

- o When responding to RFP's that will impact on our city, we highlight all the venues and attractions in our destination. We focus primarily on Indian Wells offerings and while promoting the accessibility to our family and leisure favorite attractions. Our pillars are part of marketing campaigns that we rotate based on the seasonality of our destination.

- o Social media, and brand campaigns is what we use to highlight our signature Indian Wells Golf Resort. As a premier off-site venue for our local resorts, it's elevated night experience with Shot's in the night and new Kestrel Kitchen will be positioned as the must-see experience for groups coming to Greater Palm Springs. We partner with Troon on Social Media post and share the content on our social media platforms and coordinate various site inspection opportunities that may impact the city and our local resorts.



- Creating new collection brochure for planners to educate them of all the experiences the golf resort provides
- We are currently promoting our destination with the Seattle Kraken with our new leisure campaign that launched in October.
 - JNS helps to market the venue and create blogs and campaigns
 - CVENT NorthStar, Smart Meetings and other publications we market to show all our attractions and venues in the market.

Marketing Objectives:

1. Increase awareness and visitation by promoting Indian Wells as a versatile destination for leisure and business.
2. Attend various industry events and tradeshow that will award the opportunity to present and showcase the destination to help drive exposure and partnerships.
3. Highlighting our unique pillars for a better local experience that's central to the entire Coachella Valley. (e.g., golf, spa, dining, hiking and onsite amenities of our resorts. Promoting our new culinary experiences and the beautiful backdrops of the mountain range and lush greens that make Indian Wells an oasis of beauty.
4. Visit GPS collaborate with various influencers throughout the year to help promote the destination to a unique audience of leisure travelers from around the world.
5. Promote our destination to specific corporate entities that are looking for high end venues and warm weather destinations to help grow our ADR and increase occupancy year-round.
 - Market to new planners with new business focus opportunities.
 - Promote campus opportunities and realign our response approach with each hotel. (united front response).
 - Host industry client events that will give our city exposure with planners from outside markets and drive in markets. Tailored to high end planners that are vetted.
6. Partner and introduce industry professionals to our local resorts and business to drive future business opportunities. Represent the city and present any incentive offers. Market the venue on various platforms (e.g., LinkedIn, Facebook, and Instagram.)

Other Marketing and Tourism Initiatives

- Sustainability
- Foodie Destination
- Food and Stay packages
- Food Festival
- Create other events to draw people to Indian Wells
- Living Desert
- B-Leisure Strategy
- Certified Autism Center
- Health and Wellness

Targeted Marketing Examples

The Indian Wells VGPS Summer TV Co-op has been a great way to promote summer visitation to Indian Wells. This commercial began airing in June and continued through September 15th on KTLA in Los Angeles, as well as on cable and connected TV platforms in key markets such as Los Angeles, San Diego, San Francisco, Portland, and Seattle. The co-op generated over **521 million impressions and 8,433 spots**.

This custom-crafted video commercial, designed to showcase the unique experiences in Indian Wells, significantly increases our visibility across these major markets. The co-op program offers substantial exposure at a greatly reduced cost, making it a strategic investment for Indian Wells.

You can view the Indian Wells spot [HERE](#).

Due to our participation in this program, there were also inclusions in the VGPS social media campaign and hero video highlighting all the IW partners that were included in the co-ops. This campaign generated nearly **2.3 million impressions and 14.7k engagements** across social media in addition to over **3k new followers**.

As you can see from below data, the targeting of Seattle, Portland and San Francisco has been a successful strategy for the City of Indian Wells marketing efforts. Greater Palm Springs has experienced the largest increase in visitors from these areas.

Data | Local News | Travel

Seattle-area residents' vacations have changed; here's how

May 27, 2024 at 6:00 am | Updated May 27, 2024 at 6:00 am



A couple walks along the shore of Ruby Beach. (Joel Hawksley / The Seattle Times, 2011)



Website SEO

We continue to actively promote Indian Wells summer offerings to enhance exposure and visitor engagement. We've driven substantial website traffic to the Indian Wells tourism landing page.

Overall website sessions for the Indian Wells landing page have seen improvements increasing by **74% YOY** (+25,403 sessions), with paid social being the largest contributor to the traffic. Partner referrals have seen significant growth in August at 2,506 which is up **480% YOY**.

For Indian Wells, leveraging SEO (Search Engine Optimization) strategies can significantly improve the visibility of the destination for potential tourists, event planners, and meeting organizers. Here's the top keyword searches when people are looking at our destination:

Top queries	Impressions
#1 Indian wells	63668
#2 Indian wells golf resort	14144
#3 Indian wells California	13952
#4 Indian wells ca	6590

#6 Indian wells hotels	2304
#7 Indian wells palm springs	1701
#8 what to do in Indian wells	300
#9 Indian wells things to do what to do in Indian wells	205

We are committed to continually refining our campaigns and enhancing our landing page to boost traffic and engage more deeply with our audience across city pages and social media platforms.

Site Inspections

For Indian Wells, site inspections are a key tool to showcase the destination's premium venues, resorts, and amenities to potential event planners, meeting organizers, and visitors. Whether you're attracting leisure tourists or major event planners, here's how site inspections are outlined for Indian Wells:



1. Tailored Experiences for Clients

- Luxury Resorts: Highlight accommodations like the Grand Hyatt Regency Indian Wells Resort & Villas or the Renaissance Esmeralda Resort & Spa, emphasizing amenities such as world-class pools, spas, and golf courses.
- Meeting Spaces & Event Venues: Showcase the capacity and flexibility of spaces like the Indian Wells Golf Resort Pavilion or the indoor/outdoor event options available at the Grand Hyatt.
- Outdoor Recreation & Scenic Spots: Lead site visits through key areas such as the Indian Wells Tennis Garden, home to the BNP Paribas Open, and surrounding hiking trails or parks.

2. Culinary Delights

- Include tastings at top dining spots, such as Kestrel Kitchen by Richard Blais, and sample signature dishes at Tia Carmen or Carmocha Tequila Bar.

3. Activities & Local Highlights

- Organize a mini-tour that includes local attractions, cultural spots, and must-see experiences in Indian Wells.
- Potential clients could also be shown nearby shopping districts or partner restaurants like The Nest and Vickie's of Santa Fe.

4. Interactive Planning Sessions

- After the tour, hold planning sessions at a central meeting hub where planners can envision their events. This could involve reviewing potential layouts, vendor offerings, and customizable packages for meetings, weddings, or other large-scale gatherings.

This type of site inspection will demonstrate why Indian Wells is an ideal destination for events, leisure travel, or corporate gatherings.

VGPS - INDIAN WELLS	YTD SEPTEMBER	2023
Total Sites	60	56
Bookings	47	48
Room Nights Booked	37,292	28,535

Group Sales

Indian Wells specific leads remain strong with **763** total leads received through YTD September. Bookings are also impressive with **58 YTD**. These bookings represent **49,700 room nights**.

The below summary shows group leads, bookings, contracted room nights, estimated economic impact, jobs supported and bed tax for bookings through September 2024 and comparison to full calendar year 2023. As you can see, there are less room nights but higher economic impact due to the shift in strategy for hotels to be more selective with group business.

VGPS - INDIAN WELLS	YTD SEPTEMBER	2023
Total Leads	763	1,082
Bookings	58	101
Room Nights Booked	49,760	68,579
Economic Impact	\$39.1M	\$35.5M
Jobs Supported	14,724	12,725
Bed Tax	\$1.4M	1.4M

City Incentive Program

Our city incentive is a program that provides incentives for groups considering our resorts and our golf resort credits to assist in closing more group and convention business. We offer a \$5.00 rebate per actualized room night.

- Total Revenue is how this incentive is calculated. \$5.00 rebate for every room night.

- Total revenue x 12.25% is how the TOT is calculated. Example \$10,000 revenue = \$1,225.00 TOT back to the city.

Social media

Social media marketing is ever evolving platform that Visit GPS champions for our city engagement. Since our initial partnership, our goals and strategies to better leverage these platforms are evolving and have helped us reach a new vast audience for our city.

YTD Results and Percent Toward Goals

- - Facebook Impressions: 20,044,523 (1002%)
- - Facebook Engagement: 404,400 (337%)
- - Instagram Impressions: 1,599,842 (159%)
- - Instagram Engagement: 98,909 (215%)
- - LinkedIn Impressions: 394,997 (87%)
- - LinkedIn Clicks: 7,490 (136.18%)

2024 SOCIAL MEDIA GOALS AND YTD RESULTS						
2024 Indian Wells Social Media Goals						
Month	Facebook Impressions	Facebook Engagement	Instagram Impressions	Instagram Engagement	LinkedIn Impressions	LinkedIn Clicks
2022 Results	November 2022	12,984	166,871	631	57,910	158
2023 Goals	1,600,000	62,000	750,000	20,000	225,000	2,500
2023 Results	3,859,142	128,716	1,103,033	47,894	452,874	5,948
2024 Goals	2,000,000	120,000	1,000,000	46,000	450,000	5,500
January	131,960	5,961	105,194	3,422	31,596	791
February	169,528	7,611	141,601	3,682	59,897	439
March	14,109,474	313,627	130,664	3,664	76,524	647
April	719,744	52,941	88,799	2,292	25,675	757
May	2,097,317	3,242	142,674	16,587	42,741	680
June	1,122,622	4,856	144,464	7,727	43,334	758
July	926,332	4,930	360,907	4,070	36,728	1141
August	687,381	9,853	321,984	23,556	44,294	1,083
September						
October						
November						
December						
2024 Totals	19,964,358	403,021	1,436,287	65,000	360,789	6,296
Percentage Towards Goal	998.22%	335.85%	143.63%	141.30%	80.18%	114.47%

APPENDIX



City of Indian Wells
8,224 followers

cityofindianwells
@sandshotelspa is a great place for anyone wanting to make memories in Greater Palm Springs, but especially if you want to make memories with a hint of...

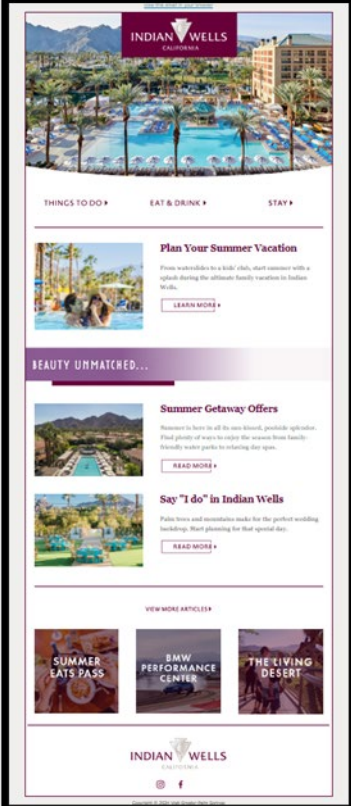
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[Learn More](#)



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From waterfalls to a kids' club, start summer with a splash during the ultimate family vacation in Indian Wells. [LEARN MORE](#)

BEAUTY UNMATCHED...


Summer Getaway Offers
Resort is here in all its sun-kissed, golden splendor. First priority of ours is enjoy the views from family-friendly water parks to relaxing day spas. [READ MORE](#)

Say "I do" in Indian Wells
Palm trees and mountains make for the perfect wedding backdrop. Start planning for that special day. [READ MORE](#)

VIEW MORE ARTICLES

SUMMER EATS PASS • BMW PERFORMANCE CENTER • THE LIVING DESERT

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City of Indian Wells
12.2k followers

cityofindianwells It may be spring, but we've already got summertime on our minds! 🌞🍹 Tag your travel bestie below to start planning your summer getaway at the Renaissance...

Sparkling Pools
Delicious Bites
Relaxing Spas
Poolside Sips

102 8

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by: Indian Wells
Posted: August 7, 2024

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