

HOTELIERS ASSOCIATION OF DESERT HOT SPRINGS

C a l i f o r n i a ' s S p a C i t y

Hoteliers Quarterly Report
January - March 2014

We are continuing our ongoing marketing efforts. Our website, VisitDesertHotSprings.com, continues to be our primary means of marketing. We had over **20,432** unique visits in the second first fiscal quarter, almost identical to last year. Our largest source of referral continues to be PalmSprings.com with **4350** visits, down slightly from last year. People continue to find us by "organically," up from **7391** last year to **11,110** this year, an increase of **52%**. We believe that this growth is a result of the continued presence of our website, the billboards on I-10, and other continuing marketing efforts. Because of budgeting we have reduced our expenditures to "Google Adwords" but it still brought **666** quality visitors to our site. Please see attached Google Analytics report for more details.

We have reprinted the billboards on the I-10, east and west facing near Cabazon and renewed the contract for an additional year. We believe it is a major contributing factor to the great traffic we get on our website.

We will be discontinuing our presence at the California Welcome Center in Yucca Valley which draws thousands of visitors each year due to lack of funds. However they have graciously allowed our large backlit sign to remain until they have another party interested in that location.

Our maps continue to be distributed in our Visitors Centers and the Palm Springs Convention and Visitors Bureau (CVB).

We are still hoping funds become available to spend another \$10K to broadcast our commercial. LA is an important drive market our presence needs to continue.

And finally, our entire membership has renewed its participation in the Hoteliers Association for this calendar year, indicating their support and confidence in the value of our group.

Thank you for your continued support of tourism in DHS.
Respectfully submitted,

Bruce Abney, President
Hoteliers Association of Desert Hot Springs
El Morocco Inn and Spa 760.288.2527

Judy Bowman, Treasurer
Living Waters Spa 760.329.9988

Jan 1, 2014 - Mar 31, 2014	342 (1.67%)	87.13%	298 (1.82%)	42.40%	3.17	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2013 - Mar 31, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
7. deserthotsprings.com / referral									
Jan 1, 2014 - Mar 31, 2014	321 (1.57%)	72.90%	234 (1.43%)	29.91%	3.45	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2013 - Mar 31, 2013	140 (0.67%)	69.29%	97 (0.59%)	25.71%	3.62	00:05:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	129.29%	5.21%	141.24%	16.30%	-4.69%	-24.09%	0.00%	0.00%	0.00%
8. sandsrvresort.com / referral									
Jan 1, 2014 - Mar 31, 2014	109 (0.53%)	98.17%	107 (0.65%)	80.73%	1.54	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2013 - Mar 31, 2013	109 (0.53%)	94.50%	103 (0.62%)	80.73%	1.53	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	0.00%	3.88%	3.88%	0.00%	0.60%	41.27%	0.00%	0.00%	0.00%
9. yahoo / organic									
Jan 1, 2014 - Mar 31, 2014	84 (0.41%)	85.71%	72 (0.44%)	58.33%	3.37	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2013 - Mar 31, 2013	742 (3.68%)	78.98%	586 (3.65%)	39.76%	3.64	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-88.68%	8.53%	-87.71%	46.72%	-7.48%	-45.12%	0.00%	0.00%	0.00%
10. aol / organic									
Jan 1, 2014 - Mar 31, 2014	75 (0.37%)	80.00%	60 (0.37%)	36.00%	3.57	00:04:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2013 - Mar 31, 2013	93 (0.45%)	75.27%	70 (0.42%)	47.31%	2.85	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-19.35%	6.29%	-14.29%	23.91%	25.40%	95.00%	0.00%	0.00%	0.00%

Rows 1 - 10 of 204