DESERT HOT SPRINGS

California's Spa City

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

All Traffic

Jan 1, 2014 - Mar 31, 2014 Compare to: Jan 1, 2013 - Mar 31, 2013



Explorer

Summary

Jan 1, 2014 - Mar 31, 2014: Sessions Jan 1, 2013 - Mar 31, 2013:

400



Acquisition Rehavior Conversions Source / Medium % New Goal Goat New Users Avg. Session Pages / Goal Value Completions Sessions Conversion Duration Session Rate 0.73% ♥ 6.36% * 1.51% * 0.80% * 5.26% * 0.00% 9.81% * 0.00% 0.00% 20,432 vs 20,746 80.23% vs 16,393 vs 47.07% vs 3.04 vs 3.21 00:03:09 vá 0.00% vs \$0.00 vs \$0.00 0 vs 0 79,60% 16,513 44.25% 00;03:30 0.00% 1. google / organic Jan 1, 2014 - Mar 31, 2014 11,110 (54.38%) 79.98% 8,886 (54.21%) 50.81% 2.87 00:02:55 0.00% 0 (0.00%) \$0.00 (0.00%) Jan 1, 2013 - Mar 31, 2013 7,301 (36.19%) 78.55% 5,735 (34.73%) 47.47% 3.13 00:03:19 0.00% 0 (0.00%) \$0,00 (0.00%) % Change 52.17% 1.82% 54.94% 7.03% -8.48% -12.02% 0.00% 0.00% 0.00% 2. palmsprings.com / referral Jan 1, 2014 - Mar \$1, 2014 4,350 (21.29%) 79.43% 3,455 (21.08%) 36.41% 3.61 00:03:57 0.00% 0 (0.00%) \$0,00 (0.00%) Jan 1, 2013 - Mar 31, 2013 4,761 (22.95%) 78.43% 3,734 (22,61%) 37.03% 3.45 00:03:46 0.00% 0 (0.00%) \$0.00 (0.00%) % Change -8.63% 1.27% -7.47% -1.66% 4.77% 5.00% 0.00% 0.00% 0.00% 3. (direct) / (none) Jan 1, 2014 - Mer 31, 2014 1,804 (8.83%) 78.71% 1,420 (8.66%) 59.37% 2.40 00:02:37 0.00% 0 (0.00%) \$0.00 (0.00%) Jan 1, 2013 - Mar 31, 2013 3,364 (16.22%) 80.29% 2,701 (16.36%) 55.50% 2.47 00:02:53 0.00% 0(0.00%)\$0.00 (0.00%) % Change -46,37% 9,00% -1.95% 47.43% 6.97% -2.97% -9.11% 0.00% 0.00% 4. cityofdhs.org / roferral Jan 1, 2014 - Mar 31, 2014 963 (4.71%) 84.94% 32.29% 818 (4.99%) 3.67 09:03:34 0.00% 0 (0.00%) \$0,00 (0,00%) Jan 1, 2013 - Mar 31, 2013 839 (4.04%) 84.39% 708 (4.29%) 26.22% 4.20 00:04:36 0.00% Ó (0.00%) \$0.00 (0.00%) % Change 14.78% 0.66% 15.54% 23.16% -12,70% -22,29% 0.00% 0.00% 0.00% 5. google / cpc Jan 1, 2014 - Mar 31, 2014 666 (3.26%) 80.03% 533 (3.25%) 42.34% 3.03 00:02:46 0.00% 0 (0,00%) \$0,00 (0.00%) Jan 1, 2013 - Mar 31, 2013 1,749 (8.43%) 83.13% 1,454 (6.81%) 41.51% 3.46 00:03:28 0.00% 0 (0.00%) \$0.00 (0.00%) % Change -61.92% -3.73% -63.34% 2,01% -12.38% -20.15% 0.00% 0.00% 0.00%

visitgreaterpalmsprings.com

/ referral

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	Jan 1, 2019 - Wai 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%	D (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 - Mer 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 (0.52%)	80.73%	1.53	00:00:60	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	D.Q D%	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%	6D (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%

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