

HOTELIERS ASSOCIATION OF DESERT HOT SPRINGS

California's Spa City

Hoteliers Quarterly Report
April - June 2014

Let us begin by again expressing our gratitude in the acknowledgment of the effectiveness of our marketing with your continuing to fund the billboard and PalmSprings.com. Our success can be attributed to these efforts as well as other marketing at which we work so diligently.

Our website, VisitDesertHotSprings.com, now paid for by us, continues to be our primary magnet to draw visitors. We had over **15,772** unique visits in the fourth fiscal quarter, almost identical to last year. Our largest source of referral continues to be PalmSprings.com with **3188** visits, down slightly from last year. **8824** people found us organically. 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. Google Adwords brought **931** quality visitors to our site. Please see attached Google Analytics report for more details.

We continued the billboards on the I-10, east and west facing near Cabazon. We believe it is a major contributing factor to the great traffic we get on our website.

We have discontinued our presence at the California Welcome Center in Yucca Valley which draws thousands of visitors each year. 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.

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

Apr 1, 2014 - Jun 30, 2014
Compare to: Apr 1, 2013 - Jun 30, 2013

○ All Sessions
+0.00%

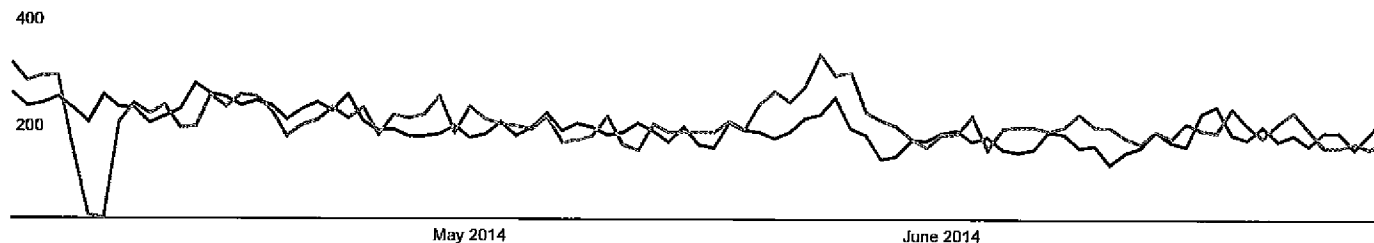
+ Add Segment

Explorer

Summary

Apr 1, 2014 - Jun 30, 2014: ● Sessions

Apr 1, 2013 - Jun 30, 2013: ○ Sessions



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4.70% ↓ 15,772 vs 16,550	1.22% ↑ 80.90% vs 79.93%	3.54% ↓ 12,760 vs 13,228	3.22% ↓ 50.12% vs 48.56%	1.08% ↓ 2.90 vs 2.93	7.81% ↓ 00:02:45 vs 00:02:59	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. google / organic									
Apr 1, 2014 - Jun 30, 2014	8,600 (54.53%)	80.80%	6,949 (54.46%)	54.29%	2.68	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2013 - Jun 30, 2013	5,909 (35.70%)	80.74%	4,771 (36.07%)	50.57%	2.87	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	45.54%	0.08%	45.65%	7.36%	-6.61%	-7.93%	0.00%	0.00%	0.00%
2. palmsprings.com / referral									
Apr 1, 2014 - Jun 30, 2014	3,188 (20.21%)	81.46%	2,597 (20.35%)	36.61%	3.40	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2013 - Jun 30, 2013	3,432 (20.74%)	77.80%	2,670 (20.18%)	39.36%	3.32	00:03:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-7.11%	4.71%	-2.73%	-7.01%	2.48%	-4.91%	0.00%	0.00%	0.00%
3. (direct) / (none)									
Apr 1, 2014 - Jun 30, 2014	1,532 (9.71%)	79.18%	1,213 (9.51%)	62.66%	2.32	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2013 - Jun 30, 2013	3,202 (19.35%)	78.08%	2,500 (18.90%)	61.99%	2.29	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-52.15%	1.41%	-51.48%	1.08%	1.10%	-11.57%	0.00%	0.00%	0.00%
4. google / cpc									
Apr 1, 2014 - Jun 30, 2014	931 (5.90%)	80.88%	753 (5.90%)	47.37%	3.26	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2013 - Jun 30, 2013	1,406 (8.50%)	84.28%	1,185 (8.96%)	45.52%	2.92	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-33.78%	-4.04%	-36.46%	4.06%	11.89%	5.02%	0.00%	0.00%	0.00%
5. cityofdhs.org / referral									
Apr 1, 2014 - Jun 30, 2014	602 (3.82%)	85.05%	512 (4.01%)	34.55%	3.89	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2013 - Jun 30, 2013	517 (3.12%)	82.01%	424 (3.21%)	33.66%	3.81	00:03:50	0.00%	0 (0.00%)	\$0.00 (0.00%)

7.	deserthotsprings.com / referral	Apr 1, 2013 - Jun 30, 2013	290 (1.75%)	89.66%	260 (1.97%)	38.62%	3.37	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change		-20.34%	-1.50%	-21.54%	21.06%	-8.64%	-28.59%	0.00%	0.00%	0.00%
		Apr 1, 2014 - Jun 30, 2014	150 (0.95%)	69.33%	104 (0.82%)	40.00%	3.76	00:04:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Apr 1, 2013 - Jun 30, 2013	37 (0.22%)	70.27%	26 (0.20%)	24.32%	3.46	00:05:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change		305.41%	-1.33%	300.00%	64.44%	8.69%	-29.39%	0.00%	0.00%	0.00%
8.	aol / organic	Apr 1, 2014 - Jun 30, 2014	68 (0.43%)	67.65%	46 (0.36%)	39.71%	2.97	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Apr 1, 2013 - Jun 30, 2013	79 (0.48%)	75.95%	60 (0.45%)	36.71%	3.46	00:04:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change		-13.92%	-10.93%	-23.33%	8.16%	-14.04%	-34.71%	0.00%	0.00%	0.00%
9.	yahoo / organic	Apr 1, 2014 - Jun 30, 2014	66 (0.42%)	68.18%	45 (0.35%)	59.09%	1.97	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Apr 1, 2013 - Jun 30, 2013	620 (3.75%)	78.87%	489 (3.70%)	43.71%	3.16	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change		-89.35%	-13.55%	-90.80%	35.19%	-37.63%	-53.30%	0.00%	0.00%	0.00%
10.	bing / organic	Apr 1, 2014 - Jun 30, 2014	42 (0.27%)	71.43%	30 (0.24%)	66.67%	3.81	00:04:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
		Apr 1, 2013 - Jun 30, 2013	442 (2.67%)	78.28%	346 (2.62%)	41.63%	3.58	00:04:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change		-90.50%	-8.75%	-91.33%	60.14%	6.50%	10.25%	0.00%	0.00%	0.00%

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