



**March 2023**  
**TBID Meeting Monthly Report**

# Executive Summary

**“Book Now” Revenue Model:** Year-to-date bookings continue to exceed pre-pandemic levels but have dropped below pandemic-era heights. YTD “Book Now’s” are up 138% over 2019/20, but down 48.5% from the pandemic peak in 2021/22.

## Website Updates:

- Ongoing updates to plugins and backups
- SEO audit with Victor Lopez ongoing, LDA resolved https:// security issues. Victor to modify Yoast settings to resolve page count along with XML sitemap generation and reduction.
- Profile updates are ongoing – Trixie Motel, Drift, and Mahala are under development; new owners for all new hotels are being identified for contact;

**Video Tours:** Casa Cody completed and published. Adara scheduling in May. Reaching out to others to schedule.

**Las Vegas Alliance:** After discussion, Kimber and Kim recommend focusing on the LGBTQ market to start as it is well defined, easily targeted, and budget friendly. Kim spoke with Mark Hunter at Bent Inn in Las Vegas and they are interested in a marketing partnership.

**Neighborhood Drag Queen Video Tours:** Kent Taylor and Kim have been identifying and evaluating possible candidates for this project which will get fully underway in the next fiscal. Kim spoke with Rosemary Galore; she and her husband are interested.

**Newsletters: Boutiquely Palm Springs Consumer** newsletter has 3,018 subscribers (+250 in last 30 days) and an open rate of 53% with a click through rate of 5.9%. The unsubscribe remains very low at 0.4%; a confirmation subscription process is underway for emails harvested through ReAct 2 using our new Google Workspace email accounts.

## Palm Springs Preferred Small Hotels

### Social Media:

- Facebook followers are up 57% over last January; Instagram followers are up 13.3%; Youtube views are down 17% over month prior

**Big Blend Radio:** March 2023: B-Leisure Hotels that Cater to Business Travelers / Conferences / Retreats is now live, Scheduling is underway for future shows.

- April 2023 Nature & Outdoor Adventures – Stay in Palm Springs and go hike the parks, tram, etc.
- May 2023: Public Art
- June 2023: Palm Springs as a Gay / LGBTQ friendly destination

**Paid Media:** Locale finishing story "Where and what to drink like your favorite celebrity icon at our fav PS Boutique Hotels". Photo shoots were conducted at Villa Royale and Los Arboles. Working on a Summer Splash giveaway campaign.

**Stash Hotel Rewards:** Frank Drew reports that he is still working to onboard hotels; we will eventually add a Stash Icon to member hotel profiles. ResNexus certification is expected to be complete in the next couple of weeks, which will allow several hotels to on board.

**Local Expert Google Map Project:** The project is underway and expected to be concluded in April. Nadine is taking a couple of extra photos at hotels that do not have adequate photo libraries. PPSH will own the rights to the photos.



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## Tactical Summary for Summer Splash 2023

# Summer Splash 2023 Campaign

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- Runs June 1 through September 15
- Promotions will start in early May
- Special [offers form created for partner participants](#); Deadline April 10. 2 emails sent to hoteliers; 5 hotels responded:
  - ALCAZAR PALM SPRINGS
  - The Hacienda at Warm Sands
  - A PLACE IN THE SUN HOTEL
  - Old Ranch Inn
  - Triangle Inn Palm Springs
- Ad developed
- Dedicated landing page on the PSPSH site linking to the Bandwango site on VisitPalmSprings.com



Palm Springs  
**Summer  
Splash!**  
2023

**Jump into Hot Summer Deals!**

And cool off with poolside savings.

Celebrate Summer in Palm Springs with sun, fun, special events, and great deals. From exceptional restaurants, bars, retailers, and entertainment options to fantastic boutique hotels, Palm Springs' line-up of special offers will last all Summer long. Scan the code to discover more or visit [AuthenticPalmSprings.com](http://AuthenticPalmSprings.com).



**Palm Springs**  
**Small Hotels**  
The authentic. Stay independent.

The advertisement features a photograph of five people (three women and two men) in swimwear standing at a poolside bar with drinks. The background shows a pool and palm trees under a clear sky. The text is centered and uses a mix of bold, sans-serif and cursive fonts. A QR code is located in the bottom left, and the Palm Springs Small Hotels logo is in the bottom right.

Print Ad — Condé Nast Traveler Remnants (June issue)



# Jump into Hot Summer Deals!

And cool off with poolside savings.



Click For Deals 



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Celebrate Summer in Palm Springs with sun, fun, special events, and great deals.

From exceptional restaurants, bars, retailers, and entertainment options to fantastic boutique hotels, Palm Springs' line-up of special offers will last all Summer long.

Click For Deals 



# Jump into Hot Summer Deals!

And cool off with poolside savings.



Click For Deals 



# Jump into Hot Summer Deals!



Click For Deals 

## Web Banners & Dedicated Email Ads

# Hotel Update

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## On Market:

- The Rendezvous is on the market for \$3.10 million; 11 rooms
- Descanso Springs (Chaps Inn) for sale at \$2.395 million with 12 rooms
- Tuscany Manor for sale at \$6.95 million with 25 rooms
- Andalusian Court back on the market for 4.5 million; 7 rooms
- The Viklund portfolio with La Serena Villas (18 villas), The Del Marcos (17 rooms), and The Three Fifty (10 rooms) is still for sale at \$32.4 million.

## Off the market?

- Desert Sun Resort with 33 rooms (asking \$6.995 million)
- Desert Paradise (asking \$3.5 million)
- Noa Noa (Pura Vida) (8 rooms) on Grenfall road appears to be off the market (was \$3.85 Million).
- The Cheetah Hotel (12 rooms)– (asking \$2.5 million).

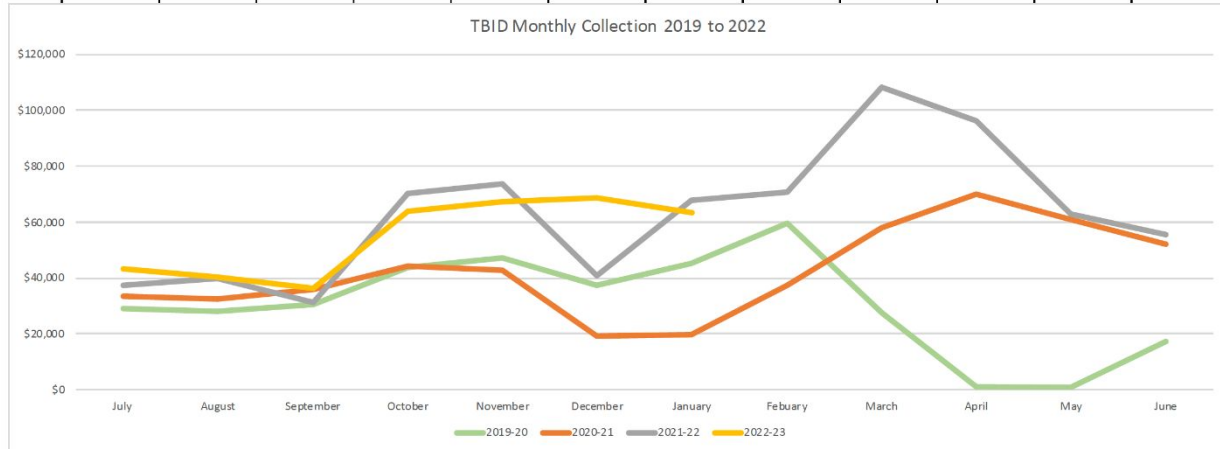


# TOT Collection

	July	August	September	October	November	December	January	February	March	April	May	June
2019-20	\$28,844	\$27,904	\$30,385	\$43,782	\$47,115	\$37,391	\$39,625	\$52,544	\$74,977	\$67,622	\$49,697	\$33,093
2020-21	\$33,380	\$32,453	\$35,880	\$44,260	\$42,586	\$19,168	\$45,391	\$59,612	\$27,629	\$864	\$777	\$17,197
2021-22	\$37,320	\$39,811	\$31,215	\$70,177	\$73,739	\$40,639	\$19,561	\$37,463	\$58,238	\$70,033	\$60,701	\$52,040
2022-23	\$43,317	\$40,387	\$36,298	\$63,708	\$67,184	\$68,703	\$67,819	\$70,893	\$108,339	\$96,474	\$62,927	\$55,557
2023-24							\$63,490					

FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
\$366,890	\$505,763	\$754,910	\$383,087

COVID-19 Pandemic Begins



January 2023 was **Down 6%** over Jan. 2022.

But, January 2023 was **Up 60%** over Jan. 2019  
**Up 40%** over Jan. 2020.

21-'22 vs. '19-20	29%	43%	3%	60%	57%	9%	49%	19%	292%	11072%	7994%	223%
21-'22 vs. '20-21	12%	23%	-13%	59%	73%	112%	247%	89%	86%	38%	4%	7%
22-'23 vs. '21-22	16%	1%	16%	-9%	-9%	69%	-6%					

# Performance Data

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# Traffic Overview - FY To Date

FY To Date	2022-2023	2021-2022	2020-2021	2019-2020
Users	69,875	69,610	64,573	32,224
New Users	68,531	68,229	62,401	31,164
Sessions	78,631	78,732	73,863	34,493
Sessions per User	1.13	1.13	1.13	0.92
PageViews	137,307	138,942	140,031	61,358
Pages/Session	1.75	2.06	2.06	1.61
Avg. Session Duration	1:05	2:07	1:21	1:09
Bounce Rate	74.41%	66.22%	66.22%	67.43%

For the second month in a row, this year's traffic numbers are out-performing all previous years on record.

However, a greater percentage of that traffic is being driven by paid channels - leading to a decline in engagement with the site.

In other words, because last year's visitors were more engaged and seeking us out rather than clicking on an ad, they were spending more time looking at more pages that what we are seeing this year.

# Traffic Overview - Monthly

Monthly Comparison	Feb-23	Feb-22	Feb-21	Feb-20
Users	7,741	8,639	10,200	6,241
New Users	7,619	8,421	9,905	5,812
Sessions	8,774	9,739	11,528	7,067
Sessions per User	1.13	1.13	1.13	1.13
PageViews	14,563	22,290	29,544	15,160
Pages/Session	1.66	2.29	2.56	2.15
Avg. Session Duration	1:01	0:01	0:02	0:01
Bounce Rate	79.03%	61.18%	57.10%	59.26%

February is showing a drop in traffic as compared to previous years. We are still above pre/early pandemic levels.

Engagement with the site continues to be down as compared to February in previous years. So much more of the traffic we are driving is coming from paid ads in 2023.

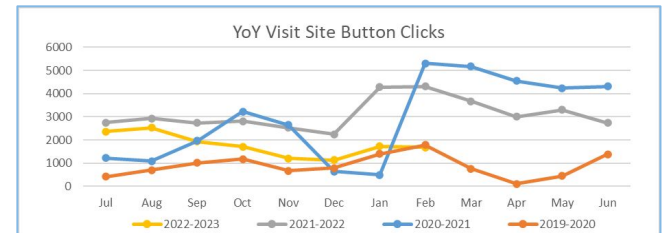
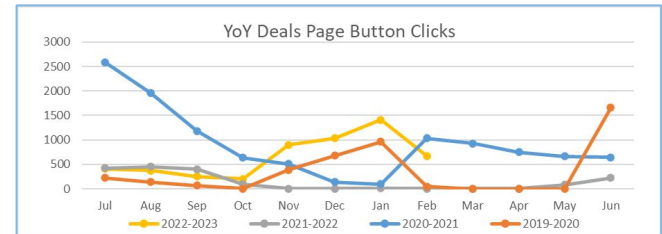
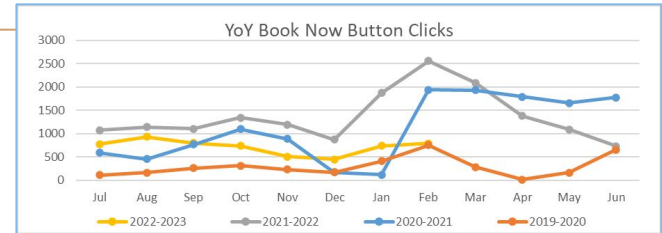
# Conversion Performance - FY to Date

FY To Date	2022-2023	2021-2022	2020-2021	2019-2020
<b>Totals</b>	11008	12535	14179	4933
<b>Book Now</b>	5745	11158	6041	2420
<b>Deals Page</b>	5263	1377	8138	2513
<b>Visit Site</b>	14311	24614	16600	7980

We are still seeing that overall, button click conversions are down this Fiscal over previous years.

There are some positive takeaways...

- All our numbers are up over pre-Covid levels.
- We are seeing the Deals Page button clicks making some significant strides this year over last year.



# Conversion Performance - Monthly

FY To Date	Feb-23	Feb-22	Feb-21	Feb-20
Totals	3143	6876	8280	2589
Book Now	793	2557	1942	752
Deals Page	671	1	1035	48
Visit Site	1679	4318	5303	1789

We are seeing that our overall conversion numbers are down from last February. Outside influences, like the cost of travel in today's economy may be playing a role in our numbers for 2023.

The good news is that as our comparison is nearing the beginning of Covid restrictions, we are still generating higher numbers for Book Now and Deals Page button clicks.

We are continuing to optimize paid search and paid social to maximize performance.

# Estimated Revenue - February 2023

<b>Feb 1 to Feb 28 key analytics:</b>	<b>Prior Year Same Time Period*</b>
Total Book Now button actions: 793	Total Book Now button actions: 2,557
Total Deals Page button actions: 671	Total Deals Page button actions: 1
Total Visit Site button actions: 1,679	Total Visit Site button actions: 4,319
Estimated Potential Revenue: \$315,218	Estimated Potential Revenue: \$1,016,407
<b>Fiscal Year to Feb 28 key analytics:</b>	<b>Prior Year Same Time Period*</b>
Total Book Now button actions: 5,745	Total Book Now button actions: 11,158
Total Deals Page button actions: 5,263	Total Deals Page button actions: 1,377
Total Visit Site button actions: 14,311	Total Visit Site button actions: 24,614
Estimated Potential Revenue: \$2,283,938	Estimated Potential Revenue: \$4,435,305
<b>Since Launch mid-July, 2017 key analytics:</b>	
Total Book Now button actions: 42,630	
Total Deals Page button actions: 24,255	
Total Visit Site button actions: 116,588	
Estimated Potential Revenue: \$16,945,425	

# Conversions by Channel - FY To Date

FY To Date	2022-2023	2021-2022	YoY Δ
Email	47	229	-79%
Book Now	13	80	-84%
Visit Site	34	149	-77%
Paid Search	5359	5451	-2%
Book Now	3487	2078	68%
Visit Site	1872	3373	-45%
Other (JNS/Madden)	793	1284	-38%
Book Now	241	452	-47%
Visit Site	552	832	-34%
Organic Search	2359	5293	-55%
Book Now	876	1910	-54%
Visit Site	1483	3383	-56%
Social	2600	2971	-12%
Book Now	1151	1281	-10%
Visit Site	1449	1690	-14%
Direct	1093	933	17%
Book Now	488	323	51%
Visit Site	605	610	-1%
Referral	676	602	12%
Book Now	228	175	30%
Visit Site	448	427	5%
Display	37	31	19%
Book Now	26	16	63%
Visit Site	11	15	-27%

The majority of the button click conversions we lost this FY as compared to last year are coming from the JNS/Madden and Organic Search channels. Some of this may be driven by media spend changes.

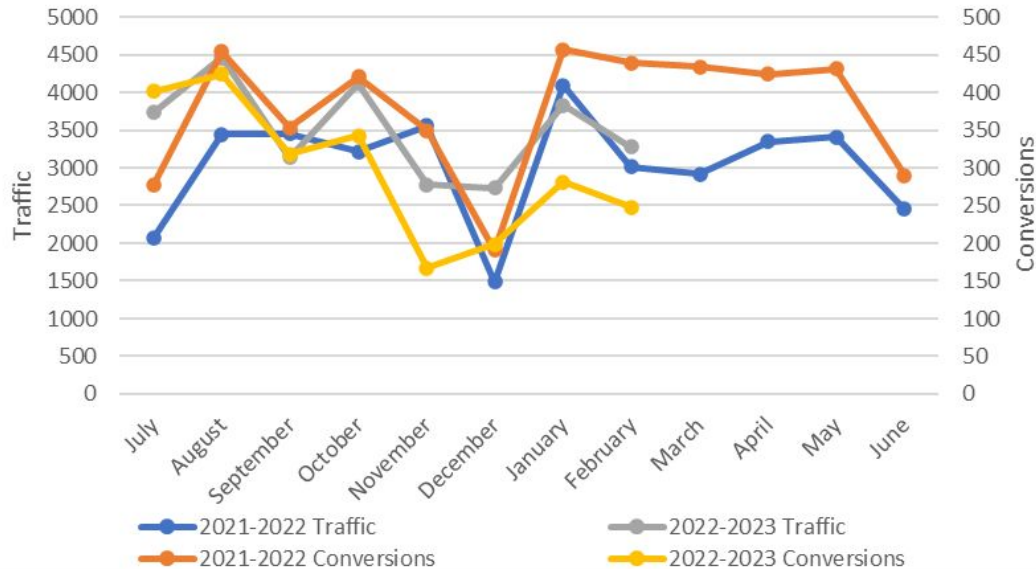
Paid Search is helping make up the difference in the lost Book Now/Deals Page button clicks this Fiscal Year. Referral and Direct Traffic are showing some increases.

Social media is also showing some down turns in button click conversions. Some of this can be attributed to our renewed push to drive social followers.



# Paid Social

Facebook Traffic & Conversions

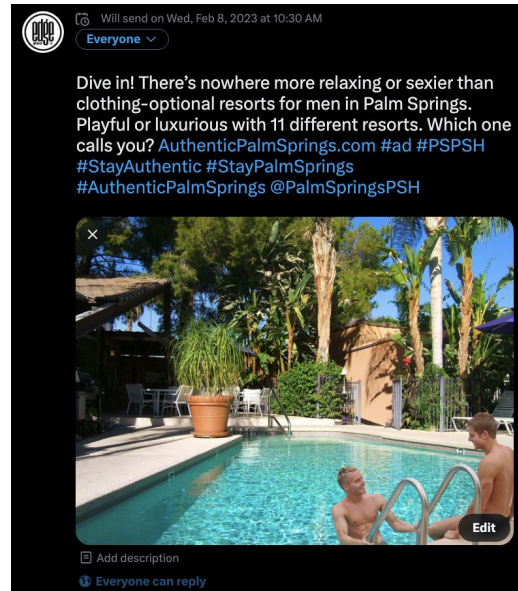
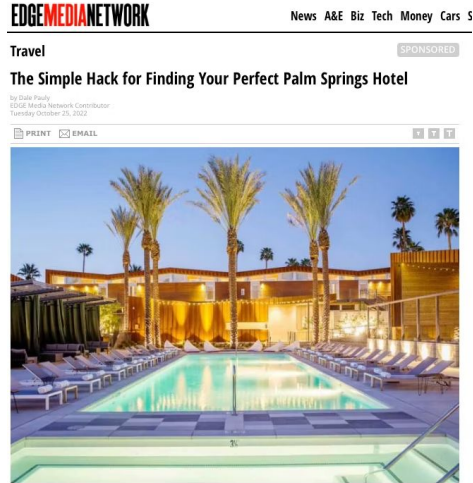


In February, Facebook traffic and conversion numbers decreased, but we are still well above December's numbers.

This year, we are devoting a percentage of our budget toward fan generation. That automatically reduces our traffic and resulting conversions. This accounts for the drop in traffic and conversions this year compared to last year.

# Paid Media

## Update from JNS/Next on February 2023



# Newsletter/Blog Update

New Subscribers: **250** (last 30 days)

Total Subscribers: **3,018**



## February Analytics

Performance

Compare to: [Previous month](#) ▾

Emails sent	Open rate	Click rate	Unsubscribe rate	<a href="#">Edit</a>
<b>2,781</b>	<b>53%</b>	<b>5.9%</b>	<b>0.51%</b>	
↑ Up 4.2% (2.7K)	↓ Down 4.7% (55%)	↓ Down 27% (8.1%)	↓ Down 21% (0.64%)	

## March 3rd emailing preview

2,864 Recipients

[View](#)

Audience: Boutiquely Palm Springs

Delivered: Fri, Mar 3, 2023 6:00 pm

Subject: Recent Stories from Palm Springs Preferred Small Hotels

[View email](#) · [Download](#) · [Print](#) · [Share](#)

<b>1,511</b> Opened	<b>189</b> Clicked	<b>27</b> Bounced	<b>7</b> Unsubscribed
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## February Stories

[March Madness, Palm Springs Style](#)

[The Palm Springs Cultural Center Is The Community Heartbeat of Diversity](#)

[Palm Springs Restaurant Owners Tell Their Stories](#)

[Palm Springs Welcomes New Boutique Hotels To Diverse Collection Of Properties](#)

# Media Relations

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# Media Relations

- **IFWTWA:** IFWTWA is interested in a post conference junket for October, 2023The conference is taking place on a cruise, which ends in LA. We will put together a fam for 6-8 writers and pick them up at their berth,
- Gay fam coordination underwayfor May 2023
- Cahir O'Doherty, Irish Central, [Story here](#)
  - 8,500 views on Cahir's Twitter feed alone, it also shows up on Google under LGBT Palm Springs news.

The screenshot shows the Irish Central website interface. At the top, the logo 'IrishCentral.' is displayed in green and black. To the right of the logo are social media icons for Facebook, Twitter, Instagram, and Pinterest, along with a 'NEWSLETTERS' link. Below the logo is a navigation menu with links for 'NEWS', 'ROOTS', 'CULTURE', 'TRAVEL', 'SHOP', and a search icon. The main content area features a news article with the title 'Falling for The Joshua Tree, how a visit to Palm Springs changed my life'. Below the title is a quote: '"Dream beneath the desert sky," sang U2 in The Joshua Tree - and I think the LGBT community of Palm Springs took their advice.' The author is identified as 'Cahir O'Doherty @randomirish' with a date of 'Mar 03, 2023'. The article image shows a Joshua tree in a desert landscape under a bright sun. To the right of the article is a 'MOST READ' section with six items, each with a number and a brief description of the article.

**IrishCentral.** NEWSLETTERS f t i p

NEWS ROOTS CULTURE TRAVEL SHOP Q

### Falling for The Joshua Tree, how a visit to Palm Springs changed my life

"Dream beneath the desert sky," sang U2 in The Joshua Tree - and I think the LGBT community of Palm Springs took their advice.

Cahir O'Doherty @randomirish Mar 03, 2023

**MOST READ**

- 1 How you can experience luxury travel in Ireland with five siblings in New
- 2 Irish American woman discovers five siblings in New
- 3 Name of Irish man missing for 75 years engraved on family
- 4 The Dubliner pub in Washington, DC sues The Dubliner
- 5 It's vital Irish America remembers the Irish Famine
- 6 Ireland With Michael - LIVE is coming to Philadelphia this

# Hotel Coverage February

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[In the Palm of His Hand](#)

Santa Barbara  
Magazine

[10 Getaways Close to San Diego for Spring Travel](#)

San Diego  
Magazine

[The Steakhouse Is the Most Iconic Way to Do Palm Springs—Here's Where to Go](#)

Sunset

[Romantic hotels: the best in the world](#)

MSN.com

[The Twin Palms Resort: Bringing Luxury and Style to Palm Springs](#)

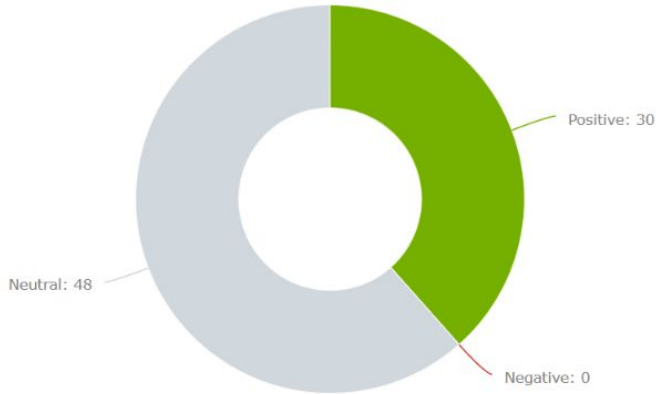
Vacationer  
Magazine

# Social Media

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Sentiment, Facebook, Instagram, Pinterest, You Tube, and Twitter.

# Sentiment: February 2023



Twitter	Feb-23	Feb-22	Delta
Followers	150	105	43%
Tweets/ Retweets	10	12	-17%



# Social Engagement Pinterest

February 2023 (MoM%)

Impressions: **23,110** (up 16%)

Total audience: **10,260** (up 10%)

Engagements: **977** (up 25%)

Engaged audience: **435** (up 13%)



## Palm Springs Preferred Small Hotels ✓

@palmspringpreferredsmallhotels

palmspringpreferredsmallhotels.com · From quirky to charming, mid-century modern to clothing optional, Palm Springs Preferred Small Hotels has the perfect stay...[more](#)

164 followers · 29 following

29.5k monthly views

Share

Edit Profile

# Social Engagement - Facebook

## New likes and follows

Facebook Page new likes ⓘ

1,345 ↓ .17%



Facebook	Feb-23	Feb-22	Delta
Followers	22,724	14,485	57%
Posts	14	11	27%

# Social Engagement - Facebook

Image	Text	Profile	Engagement	Post Type	Date	Time	Accounts Center
	Get all the space you need at BelleVue Oasis: bit.L...	Palm Springs Preferred Small Hotels	1.5K				
	Get all the space you need at BelleVue Oasis. #vi	palmsspringspreferredsmallhotel					
	Private and peaceful, the Little Paradise Hotel liv	Palm Springs Preferred Small Hotels					
	Private and peaceful, the Little Paradise Hotel liv	palmsspringspreferredsmallhotel					
	"If you're looking for a one-stop cultural shop fo	Palm Springs Preferred Small Hotels					
	Get cozy at the Coyote Inn, where you can curl u	palmsspringspreferredsmallhotel					
	Introducing Villa 4 at The Andalusian Court. ✨	palmsspringspreferredsmallhotel					
	Introducing Villa 4 at The Andalusian Court. ✨	Palm Springs Preferred Small Hotels					
	It's Modernism Week in Palm Springs, and the sp...	Palm Springs Preferred Small Hotels	1.7K	Boost post	Post	Thu Feb 9, 10:56am	791 Accounts Center at
	It's Modernism Week in Palm Sprir	palmsspringspreferredsmallhotel					
	You really can get away from it all	Palm Springs Preferred Small Hotels					
	If it's fun you're looking for, you'll	Palm Springs Preferred Small Hotels					
	It doesn't get more mid-century modern fabulou...	palmsspringspreferredsmallhotel		Boost post	Post	Wed Feb 8, 3:47pm	1.2K Accounts Center at
	It doesn't get more mid-century modern fabulou...	Palm Springs Preferred Small Hotels		Boost post	Post	Wed Feb 8, 3:44pm	1.7K Accounts Center at
	Santiago Resort Palm Springs has it all — gorgeo...	Palm Springs Preferred Small Hotels		Boost post	Post	Mon Feb 6, 5:29pm	6.2K Accounts Center at
	The Santiago Resort has it all — gorgeous rooms...	palmsspringspreferredsmallhotel		Boost post	Post	Mon Feb 6, 5:19pm	1.7K Accounts Center at
	Why hello there! You never know what you migh...	Palm Springs Preferred Small Hotels		Boost post	Post	Thu Feb 2, 4:25pm	1K Accounts Center at
	Why hello there! #visitpalmssprings #palmssprings...	palmsspringspreferredsmallhotel		Boost post	Post	Thu Feb 2, 4:14pm	1.2K Accounts Center at
	Hotel El Cid accommodates only o	palmsspringspreferredsmallhotel					
	February is here, and it's time to start filling your ...	Palm Springs Preferred Small Hotels		Boost post	Post	Wed Feb 1, 4:59pm	479 Accounts Center at

# Instagram

The screenshot shows the Instagram profile for 'palmsspringspreferredsmallhotel'. The profile picture is a circular logo with a palm tree and the text 'Palm Springs Preferred Small Hotels' and 'Authentic. Stay Independent.'. The bio reads: 'PalmSpringsStay There are 70+ boutique hotels in Palm Springs—explore them all. From mid-century to Mediterranean, solo travelers to groups, we have your stay. 🌴🌞🏡 www.palmsspringspreferredsmallhotels.com'. Below the bio are six circular icons for 'Twin Palms', 'Aloha Hotel', 'Descanso Res...', 'The Inn at PS', 'Santiago Res...', and 'New'. The post grid shows three images: a poolside lounge area, a pool with lounge chairs, and a woman standing next to a yellow wire fence.

palmsspringspreferredsmallhotel [Edit profile](#) [Ad tools](#)

852 posts 7,542 followers 188 following

**PalmSpringsStay**  
There are 70+ boutique hotels in Palm Springs—explore them all. From mid-century to Mediterranean, solo travelers to groups, we have your stay. 🌴🌞🏡  
[www.palmsspringspreferredsmallhotels.com](http://www.palmsspringspreferredsmallhotels.com)

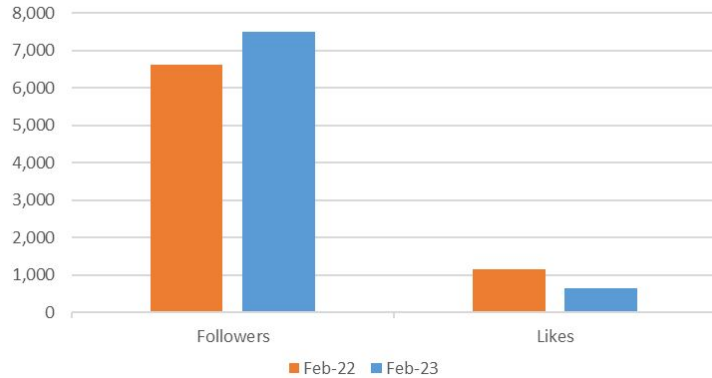
Twin Palms Aloha Hotel Descanso Res... The Inn at PS Santiago Res... New

POSTS SAVED TAGGED

# Social Engagement - Instagram

Net Gain This Month: **17**

Instagram YoY Compariosn



Instagram	Feb-23	Feb-22	Delta
Followers	7,488	6,609	13.30%
Likes	646	1,158	-44.21%
Engagement	19	24	-20.83%
Posts	11	12	-8.33%

# YouTube (Feb)

