



2019 ISHA AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2019 through September 30, 2019.**

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Association Staff Size 9

Associations Annual Budget (not including AH&LA dues): Over \$500,000 Under \$500,000

Entry Category: Education and Workforce Development Events and Fundraising

Government Affairs Member Programs Public Relations Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 4, 2019

California Hotel & Lodging Association (CHLA) Website Redesign

- 1. Goals & Objectives of Program** – The goal of the CHLA website redesign was to update the overall look & feel of the website, increase usability and improve functionality. One of the key objectives was to improve our membership login process and tie our website to our Salesforce database with a single sign on to improve the user experience and make it easier for member to find all the resources needed with one set of login credentials. We also wanted to improve how the site performed on mobile devices. Another goal for the website redesign was to improve the overall searchability of the website, to help members and prospect find what they are looking for easier. This included searching for events, searching through past award winners and association resources, as well as searching our member's only area for resources available to members.
- 2. Target Audience** – Our primary target audience was CHLA membership, including properties, vendors and partners. Our secondary target audience was prospective members.
- 3. Results of Program** – Since January 2019, we have seen an 85% increase in new website users, a decreased bounce rate, and an overall increase in website traffic. Both direct traffic and organic traffic have increased over 2018 numbers. The bounce rate has decreased nearly 25%, showing us that users are finding what they need from our site and not leaving immediately. The average time on a page for visitors has increased nearly 40%. On a technical side, we've seen an increased site speed and improved server response time. Users on mobile devices have more than doubled, showing us that the new design is responsive and user friendly on any device. We can also see that key pages, including the events calendar and our member's only area, are receiving significantly more visitors, showing that members are finding it easier to login and use the website.
- 4. Evaluation Measures** – Google Analytics has helped us analyze the effectiveness of the new design and overall usability of the site.
- 5. How was the program presented to the Target audience?** The website was announced to the membership when it launched in December 2018. We continued to communicate with membership about the new website, improved login process and overall functionality through our newsletter and other member communications. We have completed two live website tour webinars for members and have posted a recording of our staff navigating the website and highlighting important features.
- 6. Additional information** – See attached website screenshots & Google Analytics reports.



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"As a hotelier, maintaining profitability and controlling expenses is always at the forefront of my mind. One area in which I do not have to worry is credit card processing with Chase Merchant Services. Chase takes the guess work out of credit card processing and allows me to focus on other aspects of my business." - Bijal Patel, VP, Coast Redwood Hospitality

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Nominate Your Stars!

NOMINATE!



EVENT

Required Anti-Harassment Training - CHLA Member Discount

LEARN MORE

RESOURCE

Expanded Sexual Harassment Training Requirements Delayed To 2021

LEARN MORE



RESOURCE

Active Shooter Preparedness

LEARN MORE



MEMBER BENEFIT

Health Care Discounts &



Human Trafficking



Event Search

All Categories

All Years

Keyword



Upcoming Events

The California Hotel & Lodging Association produces and participates in many types of events for the benefit of our members and the industry. From speaking at local industry meetings to statewide conferences, CHLA seeks to educate and inform the lodging industry on the latest issues and opportunities.

We're always adding educational events to keep the industry updated, so please be sure to keep checking back!

9 Results



INDUSTRY EVENT **OCT 14**

Sacramento Hospitality Classic Golf Tournament



INDUSTRY EVENT **OCT 15**

2019 Hotel Association Los Angeles Golf Classic



SEMINAR **OCT 17**

Active Shooter Awareness - Are you Prepared?



MEMBER WEBINAR **OCT 29**

Hottest Hotel & Lodging Craft Coffee Trends



AWARDS **NOV 07**

The 2019 Scholarship Awards Reception



BOARD MEETING **NOV 21**

CHLA Board of Directors Meeting



AWARDS **NOV 22**

Annual Meeting and Stars of the Industry Luncheon



CONFERENCE **JAN 25**

Innkeeping as a Profession Workshop



MEMBERS ONLY

LOG OUT



MEMBERSHIP EVENTS & EDUCATION ADVOCACY RESOURCES ABOUT NEWS ROOM HOME

Search Member Resources



Welcome to the CHLA Member's Area

In this section, you'll find resources and publications exclusively for CHLA Members. CHLA's Legal & Operational Hotline is 800-678-2462 or you can send an email request. Remember - CHLA has it, knows where to find it, or can get it for you - just ask us!

Featured Benefits



PHARMACY DISCOUNT CARD

AUTHORIZATION NUMBER: 05147
 ID#: 95347
 QR: 33ACRL
 PC: CLAIMS

UP TO 75% OFF YOUR PRESCRIPTIONS

This card is not insurance nor is it affiliated with the government.

Free Pharmacy Discount Cards



Dell Savings and Tech Solutions

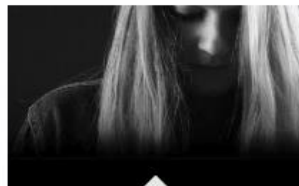


EVERFI

MEMBER BENEFIT

ONLINE COMPLIANCE TRAINING

Online Compliance Training



Human Trafficking



ADA Lawsuit Assistance



Request Your MIPP



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Search Member Benefits

Keyword



Member Benefits

For more than 125 years, CHLA has been the leading representative and advocate for the California lodging industry. From small independent hotels to large brands, CHLA prides itself on being a strong partner to our members so they can, in turn, better serve their guests and communities. CHLA is proud to help our members succeed and flourish by strengthening the entire industry and making a positive difference for members.

As part of our commitment to helping your businesses succeed, members of CHLA receive special savings for a variety of hospitality industry products and services – from legal assistance to health care discounts to. We continually strive to increase our benefit package through new programs and partnerships. Expand any of the items listed below for more information on how to take advantage of these benefits.

Free In-Building Cellular Networks For Qualifying Properties



Active Shooter Preparedness



Active shooter incidents are often unpredictable and evolve quickly. In the midst of the chaos, anyone can play an integral role in mitigating the impacts of an active shooter incident. CHLA has compiled tools and resources to help you prepare for and respond to an active shooter incident.

LEARN MORE



ADA Lawsuit Assistance



Exclusive Health Care Discounts & Solutions



Channels

All Users
+0.00% Users

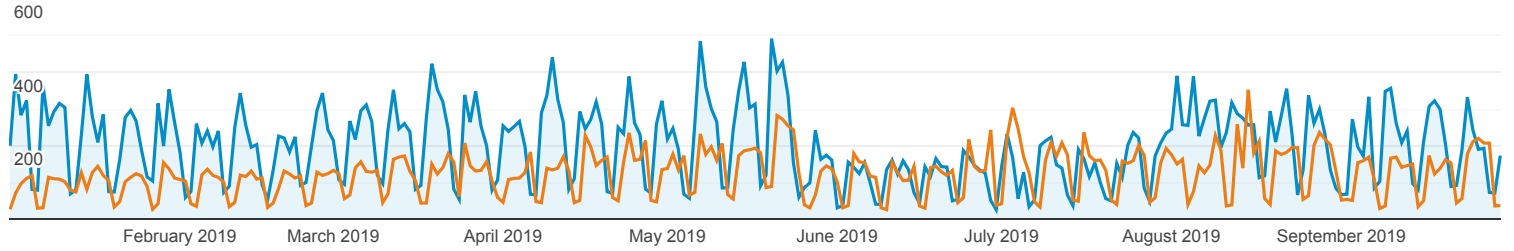
Jan 1, 2019 - Sep 30, 2019
Compare to: Jan 1, 2018 - Sep 30, 2018

Explorer

Summary

Jan 1, 2019 - Sep 30, 2019: ● Users

Jan 1, 2018 - Sep 30, 2018: ● Users



Default Channel Grouping	Users	New Users	Sessions	Bounce Rate
	87.57% ▲ 49,198 vs 26,229	85.76% ▲ 48,189 vs 25,942	58.09% ▲ 60,450 vs 38,238	24.47% ▲ 69.40% vs 55.75%
1. Direct				
Jan 1, 2019 - Sep 30, 2019	27,913 (54.62%)	27,506 (57.08%)	30,943 (51.19%)	72.55%
Jan 1, 2018 - Sep 30, 2018	10,503 (38.65%)	10,406 (40.11%)	14,732 (38.53%)	63.43%
% Change	165.76%	164.33%	110.04%	14.38%
2. Organic Search				
Jan 1, 2019 - Sep 30, 2019	16,354 (32.00%)	14,889 (30.90%)	18,290 (30.26%)	73.07%
Jan 1, 2018 - Sep 30, 2018	13,732 (50.54%)	12,953 (49.93%)	18,916 (49.47%)	50.69%
% Change	19.09%	14.95%	-3.31%	44.14%
3. Referral				
Jan 1, 2019 - Sep 30, 2019	6,484 (12.69%)	5,463 (11.34%)	10,781 (17.83%)	54.10%
Jan 1, 2018 - Sep 30, 2018	2,368 (8.71%)	2,112 (8.14%)	3,689 (9.65%)	51.40%
% Change	173.82%	158.66%	192.25%	5.25%
4. Social				
Jan 1, 2019 - Sep 30, 2019	294 (0.58%)	278 (0.58%)	329 (0.54%)	78.42%
Jan 1, 2018 - Sep 30, 2018	244 (0.90%)	225 (0.87%)	329 (0.86%)	69.00%
% Change	20.49%	23.56%	0.00%	13.66%
5. Email				
Jan 1, 2019 - Sep 30, 2019	38 (0.07%)	33 (0.07%)	86 (0.14%)	50.00%
Jan 1, 2018 - Sep 30, 2018	316 (1.16%)	236 (0.91%)	562 (1.47%)	45.02%
% Change	-87.97%	-86.02%	-84.70%	11.07%
6. (Other)				

Jan 1, 2019 - Sep 30, 2019	21 (0.04%)	20 (0.04%)	21 (0.03%)	23.81%
Jan 1, 2018 - Sep 30, 2018	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%
% Change	∞%	∞%	∞%	∞%
7. Display				
Jan 1, 2019 - Sep 30, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%
Jan 1, 2018 - Sep 30, 2018	10 (0.04%)	10 (0.04%)	10 (0.03%)	100.00%
% Change	-100.00%	-100.00%	-100.00%	-100.00%

Rows 1 - 7 of 7