

BOARD AND JPA MEETING

Friday, February 2, 2024



THE RITZ-CARLTON

RANCHO MIRAGE

CALL TO ORDER

ROLL CALL

"I pledge allegiance to the flag
of the United States of America,
and to the Republic for which it stands,
one nation under God indivisible,
with liberty and justice for all."



Welcome!

to our new JPA members



Mark Carnevale
Mayor



Cathedral City

Greg Sanders
Mayor



INDIAN WELLS
CALIFORNIA

CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

APPROVAL OF MINUTES

- JPA - VGPS Board of Directors Joint Meeting Minutes
– December 8, 2023

CONSENT CALENDAR

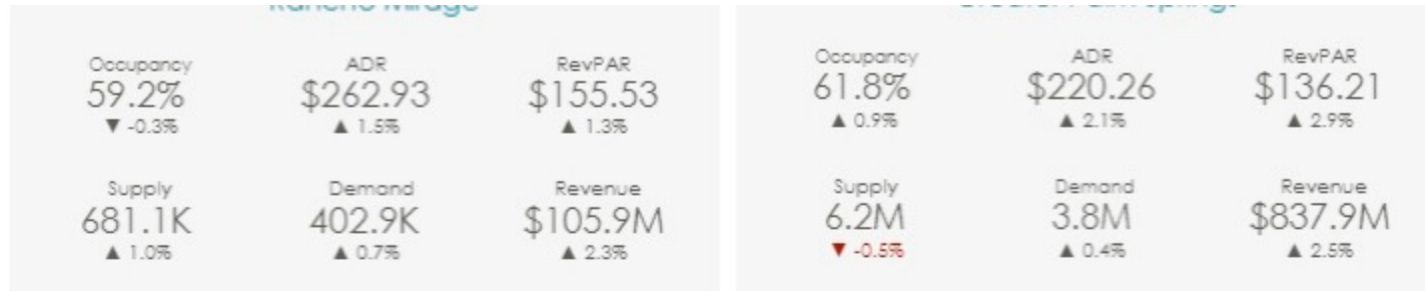
(JPA ONLY VOTES)

- Warrants and Demands Dated November 2023
- Warrants and Demands Dated December 2023
- Procurement Policy – Revised December 2023

CEO / PRESIDENT'S REPORT

CITY TOURISM DATA

CITY DASHBOARDS – NOW LIVE!



Greater Palm Springs Hotel Performance by Booking Segment

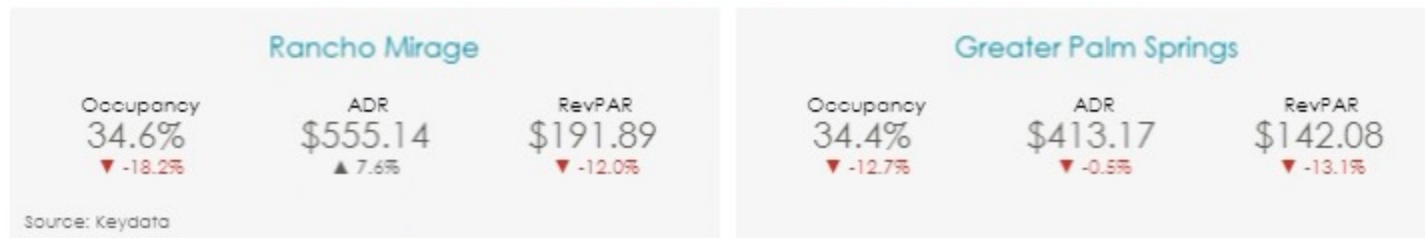
	Occupancy	ADR	RevPAR	Demand	Revenue
Transient	40.1% ▲ 2.6%	\$228.70 ▼ -1.4%	\$91.70 ▲ 1.1%	2.5M ▲ 2.1%	\$564.1M ▲ 0.6%
Group	20.8% ▼ -2.3%	\$208.53 ▲ 9.0%	\$43.41 ▲ 6.5%	1.3M ▼ -2.8%	\$267.0M ▲ 6.0%
Contract	0.9% ▲ 2.1%	\$118.74 ▲ 29.6%	\$1.10 ▲ 32.3%	57.0K ▲ 1.7%	\$6.8M ▲ 31.7%
Total	61.8% ▲ 0.9%	\$220.26 ▲ 2.1%	\$136.21 ▲ 2.9%	3.8M ▲ 0.4%	\$837.9M ▲ 2.5%

Notes: ADR = Average Daily Rate; RevPAR = Revenue per Available Room

Source: STR, LLC

REPUBLICATION OR OTHER RE-USE OF STR'S DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Short Term Vacation Rental Performance



MARKETING

2023 MARKETING OVERVIEW

25B+ total impressions generated



622M

out-of-home
impressions



145.9M

digital
advertising
impressions



1.9M

television
spots



13.5M

convention
sales
impressions

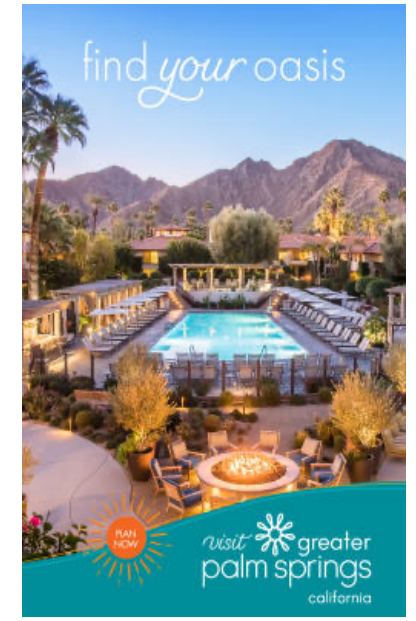
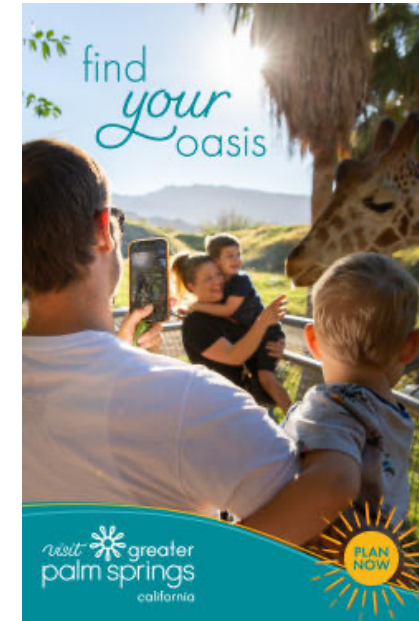


24.5B

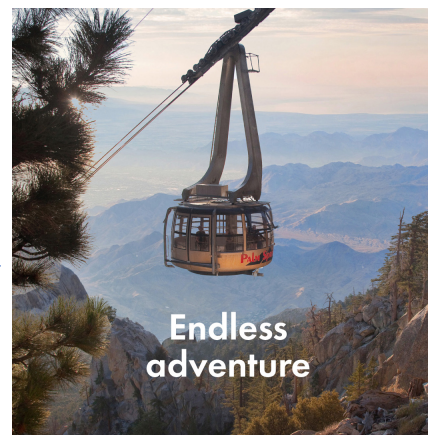
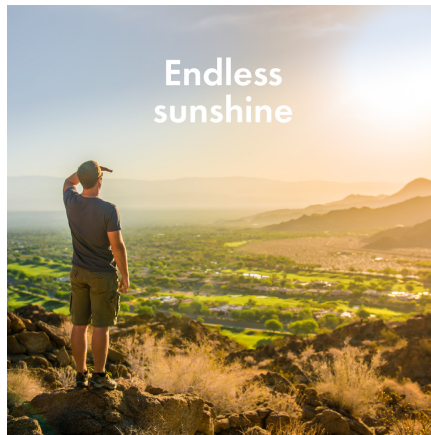
television
impressions

INTERNATIONAL CAMPAIGN: UK/IRELAND

48.5M
impressions



276K
clicks



2023 DIGITAL MARKETING



3,329,649 M

website sessions



52.9 M

social media
impressions



9.1 M

video views



45.31%

consumer newsletter
open rate

2023 MARKETING CO-OP PROGRAMS



7.2B+

total
impressions
generated



19 total partners (digital, billboard, tv)



16M digital advertising impressions



116K television spots



7.2B television impressions

SUMMER 2024 CO-OP PARTNERS

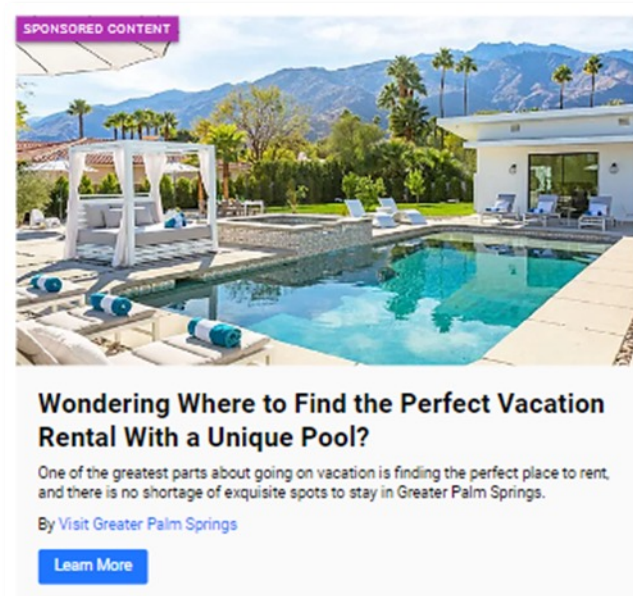
THE WESTIN
RANCHO MIRAGE
GOLF RESORT & SPA



rancho las palmas
palm springs



VACATION RENTAL ADVERTISING



- **STVR** integrated into destination-wide campaigns.
- **Dedicated programs** include dedicated digital, social, and native advertising including VGPS international campaign.
- **Upcoming campaigns for 2024** are in discussions with VBRO, Sunset Magazine, AdTheorent, Clicktivated, Undertone, and more.



"IN PURSUIT OF WELLNESS" DOCUMENTARY SERIES



LAUNCHED Feb. 5

BBC-promoted 6-month
campaign **through July**

5-minute film highlights
**Native American culture in
our destination**, focusing on
the Agua Caliente Band of
Cahuilla Indians

**VGPS will further promote
the series** with inclusions on
our website, YouTube
channel, social media, and
newsletters



**GLOBAL WELLNESS
INSTITUTE™**
EMPOWERING WELLNESS WORLDWIDE

visit  greater
palm springs

CONTENT CREATORS

Crowdriff Content Creators

- Launched in December 2023
- 50 content shoots with 5 – 7 short-form videos per shoot
- Local content creators

Influencer Campaign

- First campaign to launch February 2024
- Influencer strategy with LA-based agency, Sonic Gods to include collaboration with diverse content creators to reach a new audience while supporting marketing campaigns.

Let's explore Cabot Yerxa's historic Pueblo style home built in 1941.



ART & SOL: SERIES 2



DINEGPS SERIES

NEW dineGPS VIDEO CAMPAIGN APRIL-MAY 2024

New campaign planned for production in **Q1 2024**.

Updated video content will highlight culinary themes and experiences in Greater Palm Springs, with distribution across digital and social channels.



SPRING GETAWAY CAMPAIGN

SPRING GETAWAY CAMPAIGN MARCH-MAY

- Spring campaign will promote Getaway Offers **landing page**.
- **Getaway Offers** page features hotel and vacation rental offers, value adds, and promotions.
- **Submit offers** via the Partner Extranet to be included!



NEW BRAND CAMPAIGN: SMARI TESTING

Partnered with **SMARI Insights** to test three new concepts for Visit GPS's updated brand campaign, planned for a Fall 2024 launch.

Research was conducted to:

- Assess which concept has the most potential to differentiate the destination and generate visitation
- Analyze feedback and provide insights

1,419 surveys were conducted among travelers **ages 25+**, with a HHI of **at least \$75K**, who are leisure travelers and travel decision makers for their household.

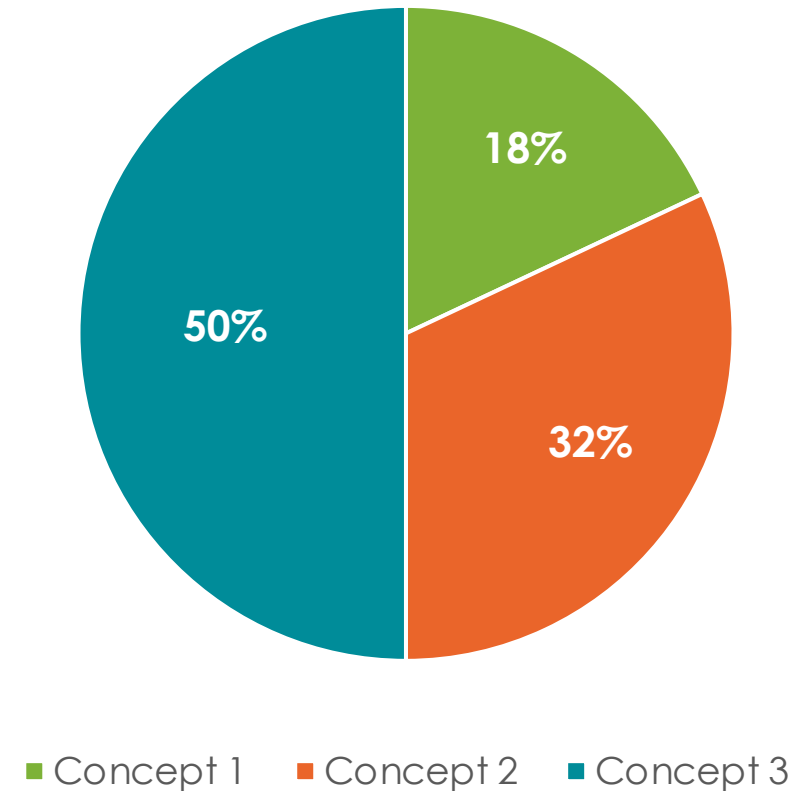
Markets: Los Angeles, San Diego, Portland, San Francisco, Seattle, Atlanta, Chicago, Dallas, Denver, Minneapolis, New York, Phoenix/Scottsdale, Toronto, and Vancouver

NEW BRAND CAMPAIGN: INSIGHTS

"It's different in a good way from the other travel ads I have seen."

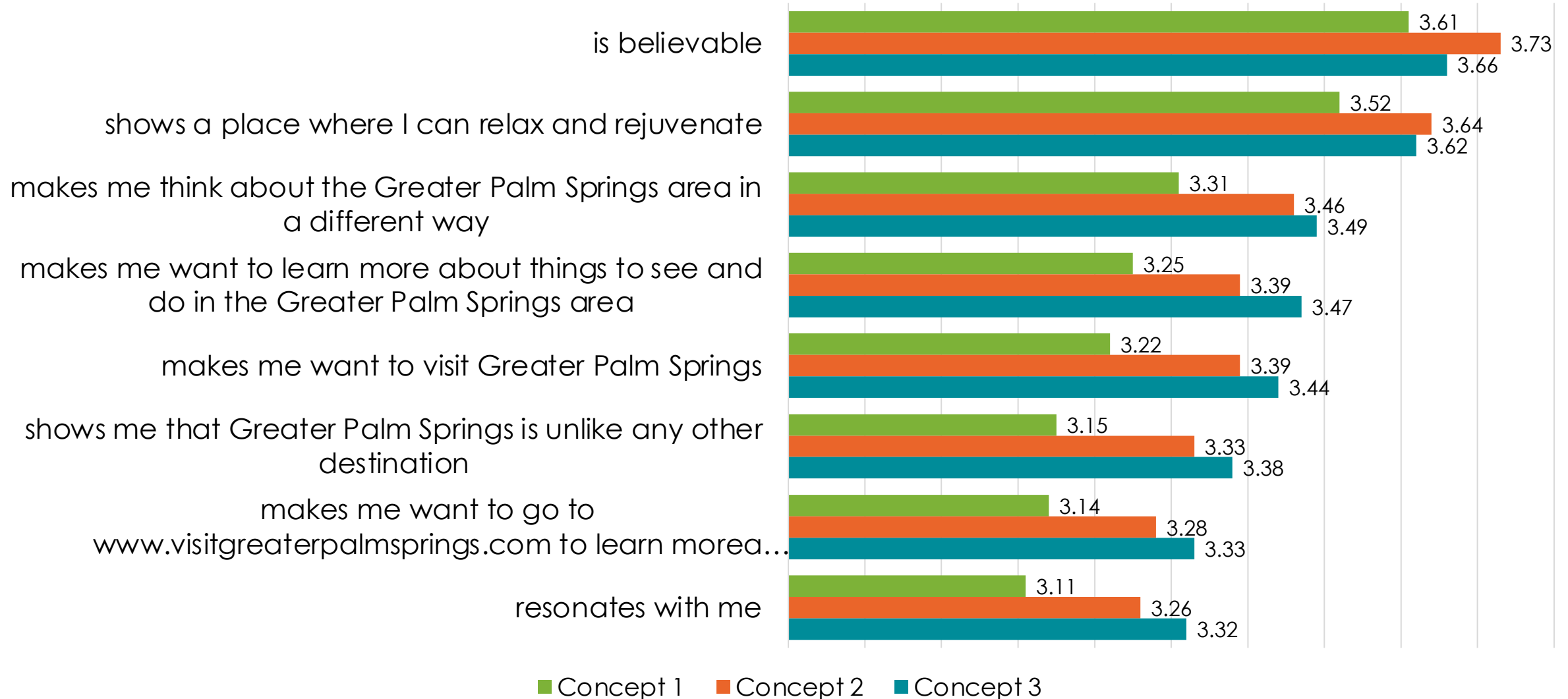
It makes me feel like the possibilities are endless for me if I vacation in Palm Springs."

Concept ranking for making people most interested in visiting Greater Palm Springs



NEW BRAND CAMPAIGN: INSIGHTS

Agreement that this concept...



NEW BRAND CAMPAIGN: INSIGHTS

The “**Escape Your Ordinary**” **concept** was the strongest - consumers appreciated the variety of activities and references to the scenic beauty of Greater Palm Springs.

VGPS recommends this concept due to its high results in ad testing, taking into account comments that would increase the campaign's success:

- Show the destination in **imagery**
- Use **color**
- Communicate **fun**
- Allow the consumer to see themselves in the ad by utilizing **diverse talent**
- Show a **variety of activities and activity levels** (from outdoor adventure to lounging poolside) – but in a less “extraordinary” way than in the ad concepts

PR/COMMUNICATIONS

US

The faded A-list favourite that's now an arty party West Coast hub

Palm Springs' stylish stays and glam poolside cocktail opportunities now include the Shag House, a modernist home revamped by one of California's most beloved artists



The Shag House in Palm Springs

ANDREW CABRAL

46 Travel

Culture and cocktails: a perfect Palm Springs party pad

Revamped by one of the Californian city's beloved artists, this modernist home is an ideal base for exploring, says **Claire Irvin**

Everyone has a story in Palm Springs. And not just the hundreds of household names who lived here — including Frank Sinatra, Ava Gardner, Greta Garbo and Clark Gable — whose fame once defined the town itself, but the more recent arrivals too.

A new opening from the contemporary artist Josh Aaga, a painter, illustrator and designer also known as Shag (see what he did there?), has provided an ingeniously stylish canvas on which to create your own Palm Springs story. Welcome to the Shag House, a revamped mid-century modern “Alexandre” pool home sleeping eight, that’s been given what you might call a Shag-over, and is now available to rent.

Built in the signature low-slung style of the Alexander Construction Company in 1958 — one story high, white walls, tall palms — the revamp leaves it resembling the hip pads from Shag’s artworks, which depict the town’s decadent post-war parties. “It doesn’t look like anything else in Palm Springs,” the artist says, “but still evokes Palm Springs.”

Understanding that unique Palm Springs vibe requires winding back to the city’s origins. The hideaway resort, in a valley at the foot of the Santa Rosa mountains in California, has the climate and location to make it the perfect escape for L.A. movie stars. Set at the furthest distance they were allowed to travel from the big city under the “two-hour rule,” which required them to remain close to set while working, it also offered unprecedented privacy. As Frank Capra, who wrote and directed film classics including *It’s a Wonderful Life* while living here, said: “It was the kind of place everyone was looking for; a wonderful green oasis in the middle of the desert, and absolutely private.”

In 1929 Walter H. Morgan opened La Quinta Hotel, the city’s original holiday resort. A proliferation of on-trend modernist homes were also built, with seclusion a priority, hidden as they were behind high fences and hedges and with windows looking out onto courtyards, rather than the street.

The busy combination of fame, wealth and secrecy led to a bohemian lifestyle of glamorous parties and clandestine affairs, and the city became a muse for creatives from the photographer Slim Aarons to the animator Joseph Barbera, who made *The Flintstones* (Palm Springs is said to have inspired Bedrock), and, more recently, Agfa.

But on the heels of the stars came the tourists, keen to follow in the footsteps (and golf shoes) of their heroes. You can still do so all over town, especially at La Quinta, now a resort, a 45-acre, luxury 40-acre resort. As well as all swimming pools and five golf courses, its charming casita, which belonged to Garbo, and more recently, those belonging to Keri and Kourtney Kardashian, and Cindy Crawford and Rande Gerber.

Elsewhere in Palm Springs you can visit “Frank’s table” at Melvyn’s Restaurant & Lounge, Sinatra’s regular dinner joint and the location for the rehearsal dinner before his wedding to Barbara (main from 121.inglesideestate.com). And you can misbehave margarita to Marilyn over Mexican

Food at Clandestino (small dishes from £5; clandestinepalmsprings.com) by the huge Fenner Marilyn statue, capturing that famous sit-in moment, installed in 2021. (Diners see it front-on, while visitors to the Palm Springs Art Museum see it from the back, much to the museum’s displeasure.) Showbiz is folk, and by the late 1980s, when Shag first visited Palm Springs from his home in Long Beach, 100 miles away on the coast, he was “terribly disappointed” by its golf-and-retiree focus. Nevertheless, he tells me when we meet for a laid-back brunch (coffee, no cocktails) close to his El Paseo gallery, he could see potential, and allowed himself “a little weird thinking” that there might be more to it.

More than three decades on, Shag has become well known for applying his distinctive style and very humour to sunny depictions of “arty” expatriates of the mid-century modernist culture. These paintings are synonymous with the city and, along with the Modernism Week Design Festival held each February, have been influential in selling its charms to a new generation of visitors. Shag’s art, which he calls “glamorous, casual, and a colourful lifestyle under a clear sunny sky.”

A gallery of his works, the Shag Store, opened in 2010 in the chic shopping district of El Paseo, while his work has been exhibited in Italy, France, Japan, Australia and South America. True fans will want to stay at the Shag House,



The Shag House pool

The Shag House

Palm Springs

Need to know

Claire Irvin was a guest of Visit Greater Palm Springs (visitgreaterpalm.com). The Shag House, which has one night’s self-catering for eight from £785 (theshaghouse.com) and Virgin Atlantic, which has Heathrow to Los Angeles return from £487 (virginatlantic.com).

remote-controlled everything. In California, however, everything really happens outside, from watching the desert sun rise over the curved bar to afternoon cocktails in the whirlpool. Even in the chill winter evenings you can take your martinis poolside in the glow of the space-age fire pit.

As in Shag’s artwork, one is only ever a few moments from a cocktail, whether pre-lunch, during lunch, after lunch, during actual cocktail hour, or just throughout the evening. So after a margarita from Shag’s well-stocked bar my friend Debbie and I head out.

Bar Cecil is our first port of call. Even the bartenders in this cool, contemporary homage to the rebellious artist Cecil Beaton’s high style get fully bodied, and if you make cocktails into the extensive martini menu, you’ll appreciate the usual (reverse ahead, cocktails from £13, barrelled.com). Four nights seemed an embarrassment of time to explore one small city, but after an animated chat with Bar Cecil’s owners we realise we’d need weeks just to get around all the bars and restaurants. So it’s lucky that even just lag is no match for Bar Cecil’s measures, and the adjoining cabana, where I’m sleeping, delivers a knockout eight-hour sleep on my first night. No style or substance here: super-comfy super-lazy cocktail mural (of course) and swinging bucket-chair I wake early and after a morning swim watching an orange sun appear over the yard wall, and with dinner booked at La Serena Village pop rooftop restaurant Anzac, I’m ready to explore.

For a fundamental sense of place, where better to start than the desert where it all began? A guided overview leap-tour is a deep (and dusty) dive through its geological metamorphosis, as we explore the labyrinth of cuts and canyons of the San Andreas fault zone along a trail under Californian palms (bar from £125, red-jag.com). We spy speckled rattlesnakes, coyote footprints and the palm oasis that inspired the Caballera tribe to settle here, and which gave the town its name (not to mention the millions of gallons of water needed to keep its 124 courses green).

We walk through a recreated Caballera

Indian village and a slot canyon formed by the forces of plate tectonics, water, wind, and time, hiking up to the heights from which we survey the valley below.

It’s a short drive to the Palm Springs Aerial Tramway, a spectacular rotating two-and-a-half-mile cablecar ride up the craggy cliffs of China Canyon to the Mountain Station, where you can hike for days along pine-scented trails (from £24, palmtramway.com). Not even the observation deck at 2,966m escapes the town’s devotion to cocktail clock, drinking glasses among the rocks is a septuagenarian couple accessorising their magnificent views with a martini and an old-fashioned.

From this vantage point the “discreet to the street” styling of Palm Springs’ architecture makes it look as if the buildings are trying to flatten themselves along the valley floor to shrink out of view. Apart from the odd “pooled” olive tree or expanse of “grasscrete”, there’s little indication of the extravagance behind.

This is revealed later thanks to the Modernism Tour guide and author Michael Stern, who provides access to some of the town’s most salubrious addresses (from £47, modernismtourpalm.com). His absorbing tours are taken in your own vehicle, driving in convoys with Stern’s commentary playing on Bluetooth. The

exact itinerary changes according to availability, but on any given day you might set foot in mid-century homes built by William Cody, William Holden or Albert Frey. One house (and garden) that demands a tour in its own right is Sunnylands, known as the “Camp David of the West”, the former home of Walter Annenberg, the US ambassador to the UK from 1969 to 2014. A mid-century build with Mayan influences, it showcases original William Haines interiors, with low-slung furniture perfect for the “long-legged posing” of the era.

From the rooms filled with framed portraits of former guests, including heads of state and British royalty (there’s a whole wall devoted to Christmas cards from the Queen Mother) to the guest rooms used by the Reagans and the Clintons, its walls still pulsate with the parties it hosted. Metaphorical logbooks catalogue past menus (served in apogee on New Year’s Eve 1985) beef Wellington for the prime minister of Japan in 1990) and the china used.

Queen Elizabeth II commented to Annenberg that she also owned some of Royal Copenhagen’s famed Flora Danica tableware: “It’s just you have more of it,” she disappointed. (Dinner for 14, \$149, outdoor tours from £100, sunnylands.com).

I also get a sneak preview of an exciting new opening, the Agua Caliente Cultural Museum. Owned and operated by the Caballera tribe, who were the first people to live in the Palm Springs area, it passionately tells their story and that of the Agua Caliente (hot springs). Next door is the Spa at See-be day spa, built on the ancient hot mineral spring (spa.seebe.com).

There’s time for one final cocktail, so we head for the intimate speakeasy-style Del Rey bar at the grande dame 1947 hotel Villa Royale, recently transformed into a hip, adults only retreat. Its low lit, eclectic style provides the perfect foil for the sun-soaked Shag House. Two sides of a city I’ve come to love in just four nights.

As Shag says: “Palm Springs has become an unlikely place of solace and an unlikely place to live in just four nights. As Shag says: ‘Palm Springs has become an unlikely place of solace and an unlikely place to live in just four nights. As Shag says: ‘Palm Springs has become an unlikely place of solace and an unlikely place to live in just four nights.’”

28 rooms. It’s the place to be on a curtained daybed by the pool, sip a spicy melon margarita on the rooftop deck, or peruse dresses by local designers in the boutique. Borrow bikes to cycle to the local cafe, or peruse masterpieces or chill on your villa private patio, some with an outdoor bath and fire pit. Details Room-only doubles from £195 (casadelavilla.com).

Pleur Noire Hotel
Graphic flower murals by the artist Louise Jones are the decorative calling card of this chic little abode where 21 lounges, casitas and suites are pepped up with rattan furniture and macramé hangings. The plant life gets spicier in the garden, with colourful cacti peeping around the black exterior, plus a champagne and rose bar. Details Room-only doubles from £119 (pleurnoirehotel.com).

The Tropicale
The artist Shag’s top picks include this vibrant restaurant serving dishes inspired by various global cuisines — from pizza and miso-glazed salmon to southern fried chicken (main from £22, tropicale.com).

Sherman’s Deli & Bakery
Featuring corned beef and pastrami sandwiches in the desert might seem incongruous, but this kosher New York-style deli is a classic spot. If you don’t fancy the chopped liver, try the apple pie or cakes, several layers high (sandwiches from £12, shermansdeli.com).

Eighteenth Restaurant
In a big white block of a building with white interiors and a garden with mountain views, this lounge in the design district does it-day fest for design fans. Details Room-only doubles from £121 (eighteenth.com).

Modernism Week
Design Festival
Tours of fabulous houses and gardens and night parties are part of the fun of this legendary 11-day fest for design fans. It’s a great time to be in the city with a lot of live events, including guided architectural bike rides and exhibitions, as well as an outdoor concert. This year’s festival runs from February 15-25 (modernismweek.com).

More places to stay and things to do in Palm Springs

La Quinta Resort & Club
The original Palm Springs resort, La Quinta dates from 1926 and offers a smart mix of modern amenities, family-sized suites and studios, blended with pools, patios and lawns in a striking setting backed by mountains. Rooms feature fireplaces, dining nooks, hot tubs and private terrace terraces, with guests served by 41 pools, seven restaurants, a spa and four golf courses. If you really fall in love with the place there’s property to buy. Details Room-only doubles from £225 (laquintaresort.com).

The Ingleside Inn
At this classy hideaway, Old Hollywood charm mixes with contemporary style touches; rose pink walls and wood-paneled rooms are a welcome throw in the 30 rooms and villas, sculpted parrots by the pool. The hotel restaurant is Melvyn’s, a favourite of Frank Sinatra, and guests can use the spa and gym of the sister Anzac Hotel nearby. Details Room-only doubles from £125 (inglesideestate.com).

Villa Royale
The interiors and terraces pack a punch at this selective hideaway. Deep indigo walls, red chairs, flowers and glowing Moroccan lights make the Del Rey bar spot unbelievably atmospheric; the lobby features a wild green palm-patterned wallpaper; the 38 rooms and villas are kept Mad Men vibes by sleek wood paneling and framed photography. There’s a lush pool area with a tiled covered veranda — all excitingly hip, though the mid-century modern remains. Details Room-only doubles from £152 (villaroyale.com).

Saguaro Palm Springs
Fun and colourful, this funky hotel has a classic retro feel, with several floors of rooms with rainbow-coloured balconies set around a central pool area with soaring palms. A youthful social scene means it hosts “happening” from two Tuesdays and weekend yoga to a bar brunch. Details Room-only doubles from £62 (thesaguaro.com).

La Serena Villas
Wiggling white pulls lead through lush gardens to this downtown villa, a chic white hacienda-style boutique escape built in 1933, now with

SALE

Scan the QR code, visit your local shop or call 0203 797 0415 to book your dream holiday. Sale now on.

*Sale ends 28th February 2024.

TRAVELBAG OUT THERE MADE EASY

JAMES BEARD DINNER

Greater Palm Springs James Beard Dinner

Saturday, January 27, 2024

Platform by JBF

at Pier 57's Market Hall | New York, NY

Chef Roster

Chef Angelo Sosa

Hyatt Regency Indian Wells Resort & Spa

Iquae nus doluptatus es doluptatur ad est, sequi alic tempore stionemquas cum solore inulparum cus, ut que este nusdae pra nonsed mos nonet voles dit quis sandae veria quidem si ant ped mos dolupta volor sime eius aut que lati doluptas nost optibus adis dolo quos et lit occusda mendastrum facieni enderiae mi, te deliquia consequatur sum haria pero dollecus quissum



Chantal Thornton

The Parker Palm Springs

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Executive Chef Jeremy Loomis

Trio Restaurant

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Executive Chef Juan Morales

Trio Restaurant

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Chef Michael Hung

The Parker Palm Springs

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PLATFORM

THE JAMES BEARD FOUNDATION



A PREVIEW OF PALM DESERT FOOD&WINE PLATFORM



MEDIA ENGAGEMENT



ALASKA JFK-PSP FAM



PS FILM FEST FAM



ARMCHAIR EXPLOER



LIVE WITH KELLY & MARK



TRAVMEDIA IMM NYC



VISIT CA EVENT

27

Media in
Market

+89

Articles
Published

+60

Media
Connects

2024 PR/TRADE REPRESENTATION



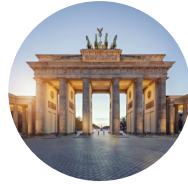
UNITED STATES
Full-Time Rep
MMGY NJF PR



UNITED KINGDOM
Full-Time Rep
Finn Partners



FRANCE
Full-Time Rep
MN'O
Organisation



GERMANY
Full-Time Rep
Msi



AUSTRALIA
Full-Time Rep
Gate 7 – Visit CA



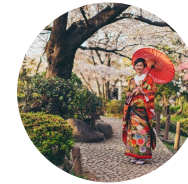
CHINA
Ad-Hoc Projects
Aviareps – Visit CA



INDIA
Ad-Hoc Projects
Sartha Marketing –
Visit CA



SOUTH KOREA
Ad-Hoc Projects
Aviareps – Visit CA



JAPAN
Ad-Hoc Projects
Connect Worldwide –
Visit CA



SCANDINAVIA
Ad-Hoc Projects
Atlantic Link –
Visit CA

CONVENTION SALES

PALM SPRINGS INTERNATIONAL FILM FESTIVAL FAM



Thank you to **Omni Rancho Las Palmas** for your partnership in hosting our guests!

PCMA CONVENING LEADERS RECAP

January 7-10, 2024
San Diego, CA

- Record attendance of more than **5,000 attendance**
- VGPS had an **activation area** at the show, showcasing our Wellness, Arts & Culture pillars along with virtual reality of Outdoor Adventure experiences.
- **Live art activation** – local partners Superbloom and Tyson Knight
- Ruffled luggage piece which helped to raise \$3,600 for the PCMA Foundation



PARTNERSHIP

AUTISM CERTIFICATION

CERTIFIED OR IN PROGRESS

Attractions, Events & Family Entertainment

- The Living Desert Zoo and Gardens
- Children's Discovery Museum of the Desert
- Rancho Mirage Library and Observatory
- Variety Children's Charity of the Desert
- Boys & Girls Club of Palm Springs
- Pickering Events – Riverside County Fair

Cities

- City of Palm Desert

Conventions & Venues

- Palm Springs Convention Center

Hotels

- JW Marriott Desert Springs Resort & Spa
- Drift Hotel Palm Springs

Restaurants

- Farm Palm Springs
- Tac/Quila
- The Front Porch
- Clandestino



AUTISM CERTIFICATION



GANAS TRIP TO THE LIVING DESERT



Coachella Valley based organization whose mission is to improve the quality of life of the Hispanic and Latino Special Needs Community and their families by empowering each member of the family unit through quality therapies, individual programs, and providing spaces to have fun.

NEW PARTNESHIP MODEL

Eliminating Palm, Santa Rosa, and Roadrunner partnership levels

More businesses will now have these benefits at NO COST:

- Meet & See invites
- In The Loop
- Website Listings
- Brochure Distribution
- Website and Co-op Advertising Opportunities

Hotels, San Jacinto (Corporate), and Oasis Levels remain the same



Sign up at **MyGreaterPS.com**

Coachella Valley Hospitality Training Program

TEAM GPS ONLINE TRAINING!

OTHER 2024 COURSES INCLUDE:

Diversity, Equity, & Inclusion

DEI 101 • Identity & Bias

Employability Skills (Online)

Adaptability • Self-Awareness • Digital Fluency • Communication • Collaboration • Resilience • Social Diversity Awareness • Entrepreneurial Mindset • Analysis & Solution Mindset • Empathy

Culinary (In-Person)

Culinary Knife Skills • Sanitation Certification • Banquet Server

Frontline Start (Online & Job Shadow)

Front Desk Representative • Guestroom Attendant • Kitchen Cook • Maintenance • Restaurant Server

Emerging Leaders

Employee Engagement • Leadership Essentials • Authentic Leadership Emotional Intelligence Values & Ethics Challenges of Leadership



Prepare for a rewarding
career in hospitality



Partnership and Community Education

760.776.7420

codepace@collegeofthedesert.edu

www.collegeofthedesert.edu/pace

72840 Hwy 111, Suite C-101, Palm Desert, CA 92260

goTEAMgps.com

NEW LOCAL STVR CAMPAIGN

DRAFT ADS / BILINGUAL

TOURISM THAT DRIVES OUR LOCAL ECONOMY

”

Meeting visitors who return to support our establishment is very rewarding. We owe much of our success to the short-term vacation rentals that strengthen the Valley's hospitality industry.



ONE Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

— Coachella Valley Small Business Owner

Learn More ...

FUNDING FOR ESSENTIAL SERVICES

”

Short-term vacation rental revenue helps support my salary and classroom, allowing me to create an enriching and nurturing environment to educate our local students.



ONE Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

— Coachella Valley Teacher

Learn More ...

PROTECTING OUR COMMUNITY

”

My salary is upheld by short-term vacation rental tax revenues. Maintaining public safety and preventing crime in our neighborhoods is my number one priority.




ONE Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

— Coachella Valley Police Officer

Learn More ...

ONE
Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

HOSTING ESSENTIALS



Hosting Resources
For Five-Star Stays in Greater Palm Springs

Whether you're hosting short-term rentals for the first time or you've been doing so for a while, get the best and latest hosting resources to ensure a great experience for guests, our communities, and yourself!

LOCAL NEED-TO-KNOWS

<p>PALM SPRINGS</p> <p>VIEW RULES</p> <p>GOOD NEIGHBOR GUIDE</p> <p>LOCAL STR ALLIANCE</p>	<p>LA QUINTA</p> <p>VIEW RULES</p> <p>GOOD NEIGHBOR GUIDE</p> <p>LOCAL STR ALLIANCE</p>
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Seasonal Readiness &
Best Practices



Local Travel Trends &
Guest Data



Regulatory Must-Knows
& Issue Prevention



COACHELLA VALLEY
FREE STR
HOST WEBINAR

Booking Tips, Season
Readiness, & More

FEB. 14 • NOON PT

Five-Star Season
HOSTING ESSENTIALS

greaterpalmsprings.rentresponsibly.org

PARTNER UPDATE WEBINAR

February 12, 10am



VGPS updates from group & convention sales, marketing, social media, communications, travel trade, air service development, and more.

- Travel trends and priorities for 2024
- Marketing
- Promotional opportunities

REGIONAL COLLABORATION



REGIONAL COLLABORATION

✓ JPA City Grant

Reallocated for **economic diversity development recruitment** efforts

- Revise JPA: include Coachella, economic development language
- Develop branding & strategic plan
- Launch website

✓ Advocacy and Community Engagement

- Engage a lobby firm to actively advocate at the state & regional levels



REGIONAL COLLABORATION

✓ **Air Service Development**

- Extended seasons for key hub routes
 - Begin in Sep & Oct (vs. Nov & Dec)
 - Run later into June
- Grow year-round service to major hub airports
- Pursue new seasonal nonstop markets (DC, Detroit, Spokane, Charlotte, Philadelphia)
- Assess fly markets in key domestic destinations (Pacific NW & DC) for potential events/activations
- Prepare for international service
 - Mexico and Europe
 - Secondary Canadian markets
 - Support master plan for FIS / Customs & Border Patrol



REGIONAL COLLABORATION

✓ Workforce Development

- Careers in Hospitality campaign
- OneFuture Coachella Valley partnership
- Youth organizations and school districts
- Young Hospitality Champions Network
- Micro-internship program
- Research study on Coachella Valley hospitality workforce

✓ DEI & Cultural Tourism

- Native American culture page
- Wheel the World – promote accessibility of partners
- Certified Autism Destination

✓ Sustainability

- Green Destinations Top 100 award (second year)
- Kind Traveler continued partnership
- Leave No Trace
- Joining Global Sustainable Tourism Council (GSTC)
- Sustainable Travel Documentary Series

VGPS 2024

Quantitative Goals

CONVENTION SALES RESULTS & GOALS

- **Local Directors of Sales & Marketing** are reporting a softer start to the year on lead volume, with a noticeable lack of short-term corporate demand that traditionally helps to fill in Q1 gaps.
- VGPS has seen a decline in lead volume by **-9% from July – December** compared to 2022, (728 vs 794) and compared to the first half of the year where we were **16% ahead of 2022**.
- Current vacant Southeast/Sports market position could impact 2024 team production in the first 6 months of the year. This market's production has a 3-year average of **31,220 room nights booked**.
- **Election** year historically impacts confidence in booking meetings.

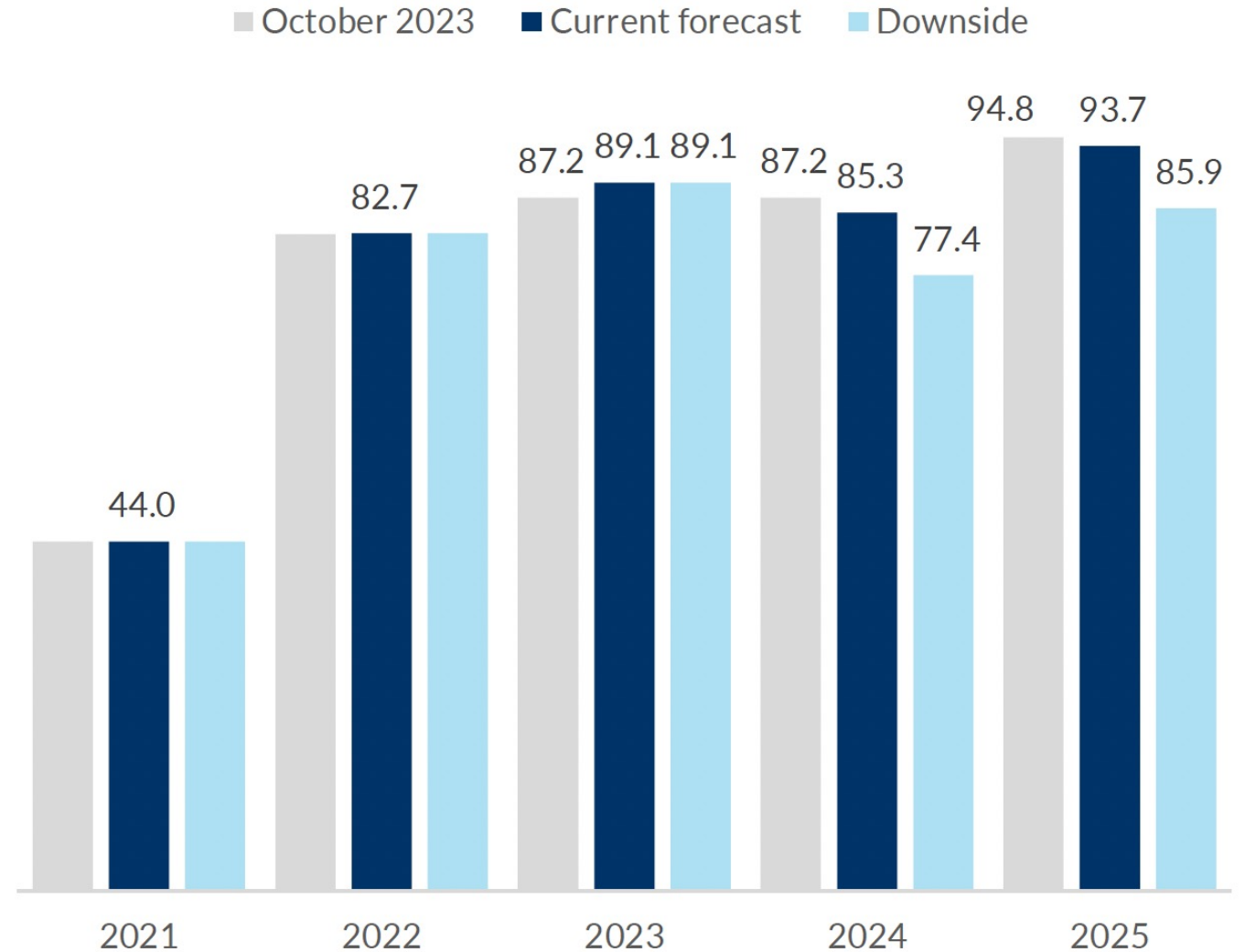
National Group Forecast October 2023

Most recent forecast is weaker than the last forecast for 2024 and future years.

Downside assumes a combination of factors such as lower attendance levels, weaker economy, and greater hesitancy to plan group events.

Group demand benchmark: US aggregate

Index (2019=100)



Source: 2Synergize FuturePace; Tourism Economics

CONVENTION SALES RESULTS & GOALS

CBRE has forecasted a drop of **-0.5%** in **total occupancy for 2024** in the Coachella Valley compared to 2023.

ADR is predicted to stabilize with a **0.8% increase forecasted for 2024.**

Annual Performance - Five Year History and Forecast

Year	Occ	Δ Occ	ADR	Δ ADR	RevPAR	Δ RevPAR
2018	64.4%	-0.7%	\$158.37	3.5%	\$101.99	2.8%
2019	64.9%	0.7%	\$166.44	5.1%	\$107.96	5.9%
2020	36.7%	-43.5%	\$150.41	-9.6%	\$55.17	-48.9%
2021	55.8%	52.1%	\$168.15	11.8%	\$93.83	70.1%
2022	64.5%	15.6%	\$208.49	24.0%	\$134.46	43.3%
2023F	65.8%	2.1%	\$209.23	0.4%	\$137.77	2.5%
2024F	65.5%	-0.5%	\$210.90	0.8%	\$138.15	0.3%
2025F	65.5%	0.0%	\$214.91	1.9%	\$140.71	1.9%
2026F	65.4%	-0.1%	\$218.67	1.8%	\$143.05	1.7%
2027F	65.4%	-0.1%	\$222.99	2.0%	\$145.77	1.9%

Source: CBRE Hotels Research, Kalibri Labs, Q3 2023

CONVENTION SALES RESULTS & GOALS

Year	OTB	Pace Targets	Variance	Variance %	LTB	<u>Tentatives</u>
2024	200,305	162,516	37,789	23%	0	139,725
2025	116,148	102,065	14,084	14%	80,987	142,894
2026	39,175	65,762	-26,587	-40%	157,960	100,722
2027	18,840	41,458	-22,618	-55%	178,295	51,830
2028	6,228	22,752	-16,524	-73%	190,907	22,326
2029	683	11,158	-10,475	-94%	196,452	4,271
2030	2114	6,189	-4,075	-66%	195,021	4,787

as of 1/4/24

- Future Long-Term Pace indicates we are **ahead of targets for 2024 and 2025**.
- Room nights on the books are also ahead of **STLY** and **ST19** for **2024** and **2025**.

CONVENTION SALES RESULTS & GOALS

	2019 GOAL	2019 ACTUAL	2022 GOAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL	2023 ACTUAL	2024 GOAL	2024 STRETCH GOAL
Room Nights	222,500	217,337	155,000	182,105	185,500	206,500	225,052	207,000	225,000
Groups Booked	375	350	260	332	N/A	N/A	424	N/A	Tracking
Lead Distribution	1,148	1,155	1,150	1,564	1,450	1,550	1,620	1,650	1,730
New Bookings	-	151	-	212	220	230	288	290	305
New Lead Distribution	668	648	600	843	825	875	863	870	885

2024 WEBSITE GOALS

New Measurement with Google Analytics 4 (GA4)

	2022 ACTUAL	2022 GA4 ACTUAL	2023 GA4 GOAL	2023 GA4 ACTUAL	2024 GA4 GOAL
Users	2,548,954	2,324,142	2,347,383	2,504,188	2,604,355
Sessions	3,381,663	2,933,794	2,963,132	3,201,586	3,329,649
Highly Engaged Sessions	1,138,289	1,138,289	1,149,672	1,379,646	1,408,698
Qualified Sessions	252,917	252,917	255,446	651,638	667,531

We are monitoring AI Search Generative Experience (SGE) and the impact it may have on website traffic.

SOCIAL MEDIA GOALS

@VISITGREATERPS	2022 GOAL	2022 ACTUAL	2023 GOAL	2023 ACTUAL	2024 GOAL
Impressions	29,000,000	41,213,494	42,000,000	52,920,177	53,000,000
Video Views	5,600,000	7,418,095	7,600,000	9,132,898	9,250,000
Website Clicks	154,000	196,876	199,000	220,263	221,500

In 2023, we shifted goals to combine channels to look at total metrics together vs. looking at by @visitgreaterps and @dinegps separately. This is due to how much crossover there is between channels as well as the fact that we only have one channel for TikTok, YouTube, and Pinterest.

Approximately 2 million impressions were attributed to viral social media posts.



MEDIA GOALS RESULT & GOALS

Earned Media	2021 ACTUAL	2022 GOAL	2022 ACTUAL	2023 GOAL	2023 ACTUAL	2024 GOAL
PR Quality Score	6,433	6,500	6,711	6,800	6,822	6,900
Media Outreach/Assists	1,278	2,000	2,256	2,500	2,521	2,550
Media Value	\$25,397,129	N/A	\$58,223,095	N/A	\$59,571,615	Tracking
CS Earned Media						
Earned Media Placements	35	60	62	70	71	75

PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.

VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- Approve Resolution BOD 2024-001 Air Service Reserve
- Approve 2024 Goals and Objectives

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- Approve Resolution JPA 2024-001 Air Service Reserve
- Approve 2024 Goals and Objectives

JPA EXECUTIVE COMMITTEE &
BOARD OF DIRECTORS
UPDATES

Coming to our
destination!

March 11–13



Westin Rancho Mirage Resort & Spa

700 attendees



HAPPY BIRTHDAY !!!



GARY GARDNER
DECEMBER 11



MICHAEL MURRAY
DECEMBER 18



STEVE DOWNS
JANUARY 8



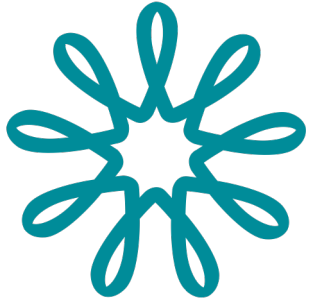
WAYMOND FERMON
DECEMBER 20



CELESTE BRACKLEY
JANUARY 9



TOM SCARAMELLINO
DECEMBER 30



2024 MEETING LOCATIONS

VENUES NEEDED FOR UPCOMING MEETINGS

- Friday, March 29
- Friday, June 14
- Friday, October 4 (PSCC confirmed)
- Friday, December 6



NEXT BOARD MEETING

Friday, March 29, 2024

Location:
TBD