

BOARD AND JPA MEETING

Friday, December 8, 2023

HOTEL PASEO

Wifi Network: [Hotel Paseo Conference](#) | No password needed

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."



CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)

PUBLIC COMMENT

APPROVAL OF MINUTES

- JPA - VGPS Board of Directors Joint Meeting Minutes – September 29, 2023

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated September 2023
- Warrants and Demands Dated October 2023

VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- Renewals 2024–2026 (3-year term)
 - Kate Anderson
 - Jerry Keller
- Approve Mark Girton for Board of Directors seat

RIVERSIDE COUNTY ECONOMIC DEVELOPMENT BRANDING UPDATE

Presented by Will Ketchum, President



PLACE BRANDING + MARKETING

CEO / PRESIDENT'S REPORT

VGPS PRIORITIES UPDATES

PRIORITY AREAS OF FOCUS



- Regional Collaboration
- Air Service/Transportation
- DEI, Sustainability, Accessibility, Cultural Heritage
- Workforce Development
- Vacation Rentals
- International Visitation
- Meetings, Conventions & Sporting Events



REGIONAL COLLABORATION



- **JPA Grant** over past 2 years to support visitor experience
 - Rancho Mirage: To-go green rebate/event support
 - Cathedral City: Hot Air Balloon
 - Palm Desert: Restroom at Bump & Grind trailhead / 2024 Wayfinding
 - Indio: Indio Signage/Hiking Trail Wayfinding
 - Indian Wells: Winterfest
 - Palm Springs: Airport Shade
 - Desert Hot Springs: Health & Wellness Festival
 - La Quinta: Hiking trail improvements including parking
- **Relocate City Grant for 2024**; allocate the \$640K for economic development recruitment
- **Attract/retain events**: NCAA, Ironman, Lacrosse, exploring a new event for Fall 24-29
- Priority on **enhancing summer visitor experience**
 - Shade trees and structures
- **Wayfinding**
 - Completed hiking trail maps
- **Amend the JPA agreement** and recommend including the City of Coachella and include economic development in our role
- Support standalone **Cal State Campus in Palm Desert**
- Support **COD culinary and hospitality** training facility and program

CITY DASHBOARDS

Visit Greater Palm Springs City Report

Rancho Mirage | Jan - Aug 2023



City: As of: Report Type: Compare to:

Hotel Performance

Rancho Mirage

Occupancy 60.8% ▲ 1.8%	ADR \$267.30 ▼ -1.4%	RevPAR \$162.51 ▲ 0.3%
Supply 453.4K ▲ 1.2%	Demand 275.7K ▲ 3.0%	Revenue \$73.7M ▲ 1.5%

Greater Palm Springs

Occupancy 63.3% ▲ 2.1%	ADR \$227.11 ▲ 1.3%	RevPAR \$143.85 ▲ 3.4%
Supply 4.1M ▼ -0.6%	Demand 2.6M ▲ 1.6%	Revenue \$586.4M ▲ 2.8%

Greater Palm Springs Hotel Performance by Booking Segment

	Occupancy		ADR		RevPAR		Demand		Revenue	
Transient	41.7%	▲ 2.8%	\$236.30	▼ -2.1%	\$98.46	▲ 0.6%	1.7M	▲ 2.2%	\$401.4M	▲ 0.0%
Group	20.7%	▲ 1.0%	\$213.59	▲ 8.8%	\$44.31	▲ 9.9%	845.6K	▲ 0.4%	\$180.6M	▲ 9.3%
Contract	0.9%	▼ -0.4%	\$116.92	▲ 23.4%	\$1.08	▲ 22.9%	37.8K	▼ -1.0%	\$4.4M	▲ 22.2%

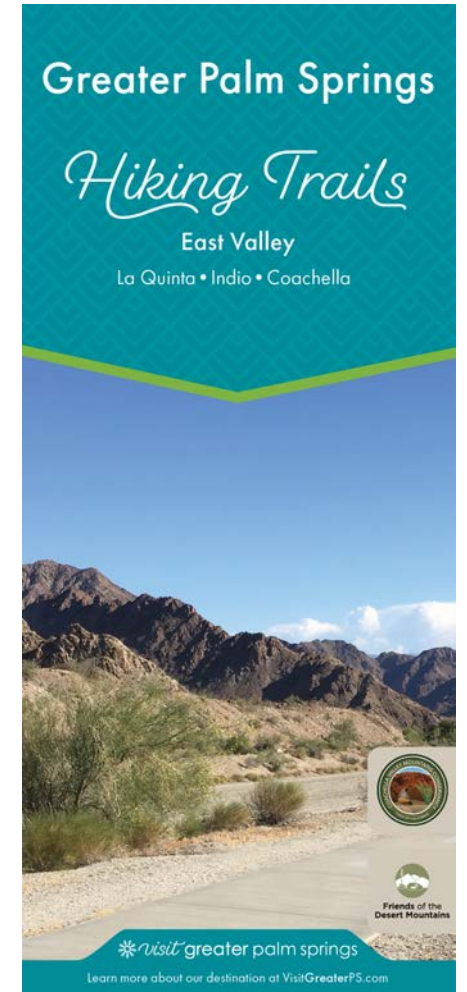
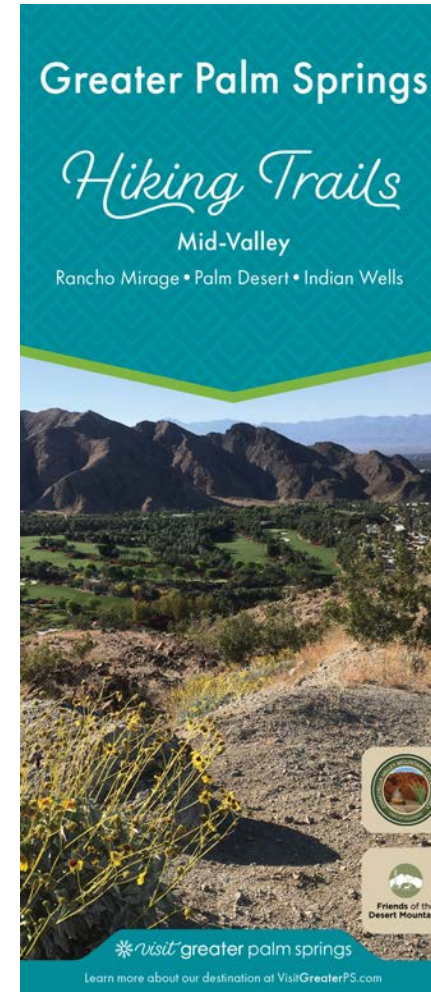
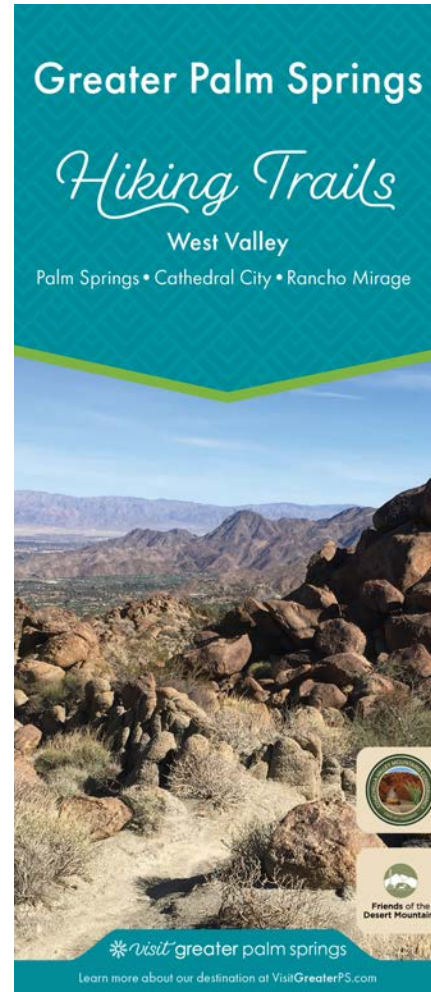


COD CAMPUS UPDATE

GPS HIKING MAPS



Friends of the
Desert Mountains



Transportation

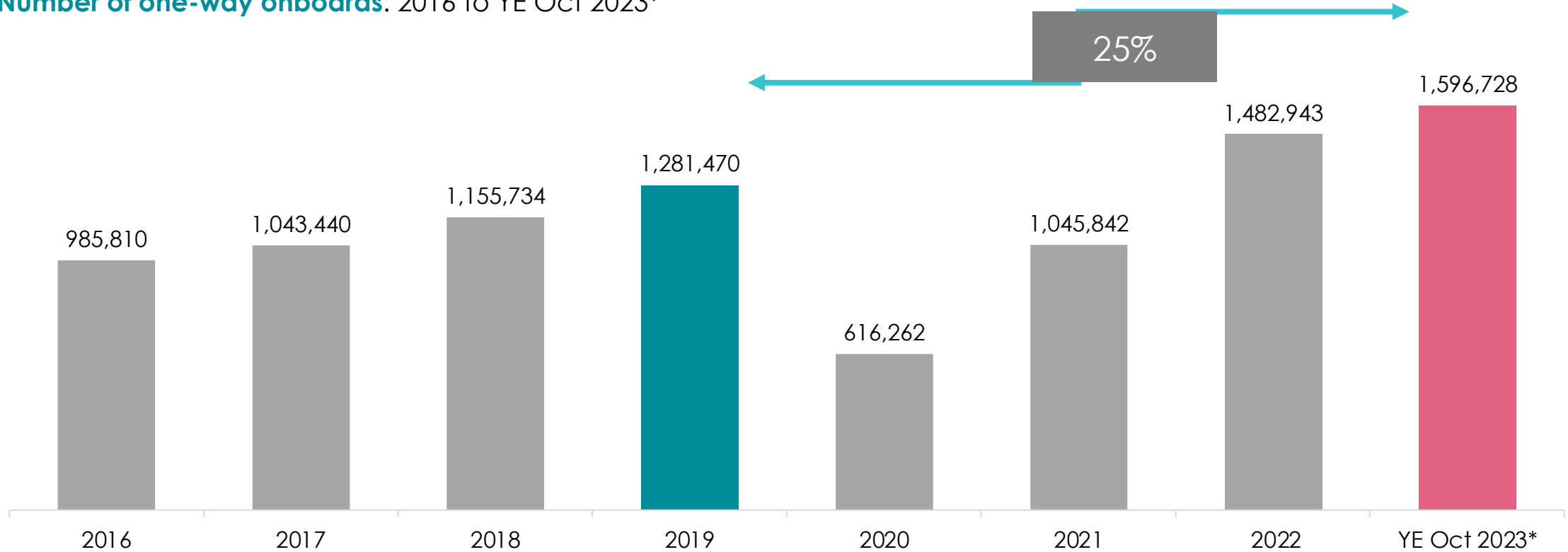


- **Grow/extend seasonal routes**
 - New NY Alaska flight – 12/14
 - United Chicago flight extended to June
 - American Chicago extended to June
 - United added another flight Denver in March
 - **New route discussion** PSP – Washington D.C. Dulles for Fall 24 – Winter 25
 - 2023 forecasted to be another record year at 30% more seats than 2019
- **Advocate for more service via airline industry conferences and** visits to airline headquarters (Ailevon Pacific)
 - Attended (5) airline industry conferences with network planners
 - Airline headquarter visit to United (12/5)
- **Daily passenger rail service – Second phase of Environmental Impact Study**
 - **Goal is to begin partial study in 2024 (Caltrans, CalSTA and UP)**
- **FIS case study completed / PSP Master Plan underway.**
- **Expand marketing support to secondary markets**

ONBOARDS ARE UP BY 25% FROM YE 2019 TO YE OCT 2023 AND PROJECTED TO BE ANOTHER RECORD YEAR

PSP ONBOARD TRENDS

Number of one-way onboards: 2016 to YE Oct 2023*



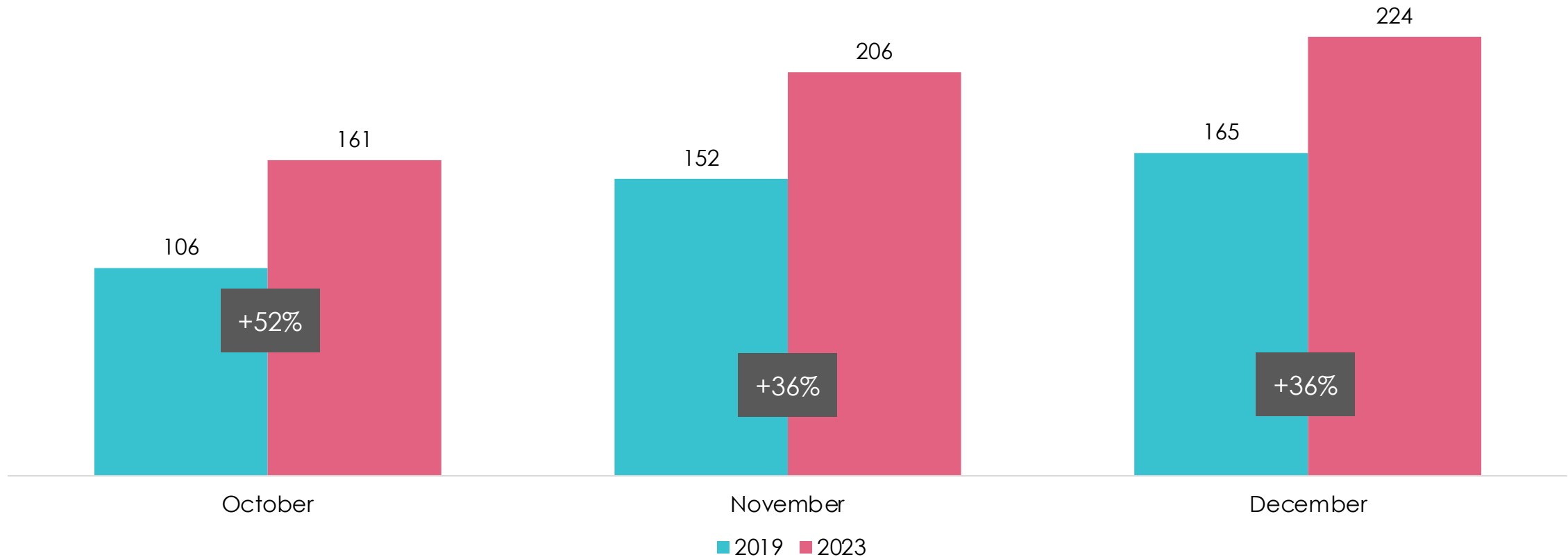
Note *: August-October 2023 derived from PSP enplanement report to encompass international airlines

Source: Cirium T-100 & schedule data via Diio MI. PSP enplanement report. Ailevon Pacific Aviation Consulting analysis

PSP SEAT PROJECTIONS IN 4Q 2023 ARE UP +40% VERSUS 2019 AND ...

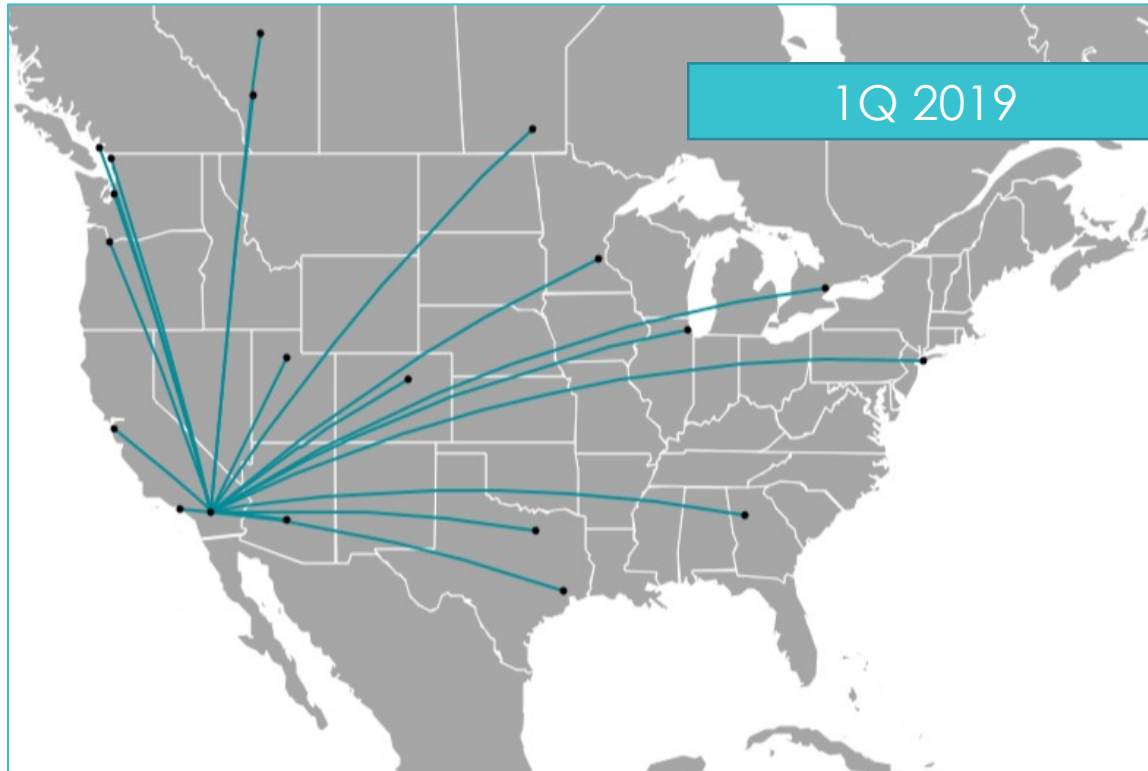
PSP MONTHLY SEAT CAPACITY, 2019 VERSUS 2023¹

Monthly seats in thousands, **October to December 2023 versus 2019**

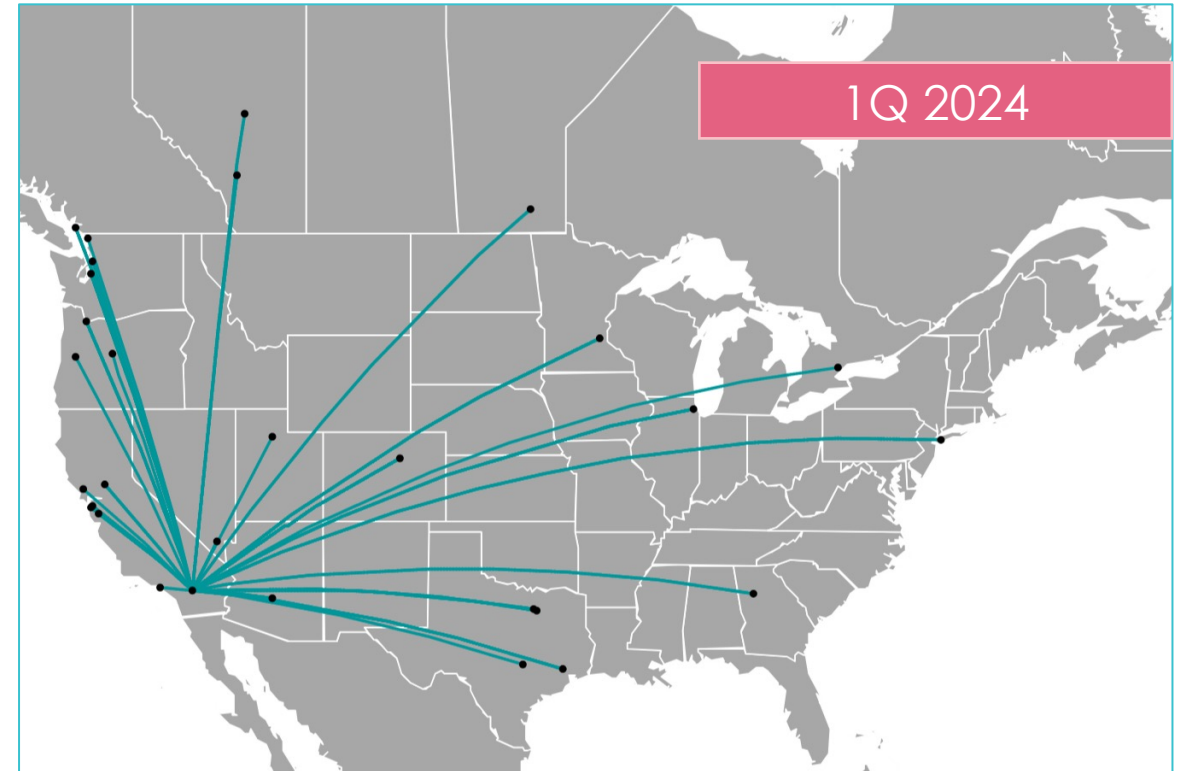


Note 1: November 2023 to December 2023 capacity subject to change based on airlines schedule updates -- Week of November 13, 2023
Source: Schedule data via Diiio Mi by Cirium; (Week of November 13, 2023). Ailevon Pacific Aviation Consulting analysis

PSP, A ROUTE MAP WE ARE PROUD OF!



21 routes. ~57 daily flights. ~7,300 daily seats.
11 airlines.



36 routes. ~62 daily flights. ~8,400 daily seats.
12 airlines.¹

Note 1: 1Q 2024 schedules subject to change | Routes refers to each nonstop airport vs. each nonstop city

DEI, CULTURAL TOURISM, SUSTAINABILITY & ACCESSIBILITY



- Continue to build out content for **sustainability, accessibility, and cultural tourism**
 - Launched Native American Culture landing page
 - Launched Community & Culture landing page
 - Collaborations with diverse content creators
- Recognized as Green Destinations **Top 100 Sustainability Stories**
- Documentary video with Zinc Media/Sustainable Travel International in 2024 on **conservation and preservation** efforts
- **IGLTA** sponsorship and engagement through 2025 Global Convention and marketing programs
- In process of finalizing phase 3 of our **Travel Unity partnership** which will include stakeholder engagement.
- Continue to support Spanish-speaking tourism related entrepreneurs through partnership with **Caravanseraí**
- Create a **DEI Community Advisory Committee** to understand needs, seek feedback and provide updates on DEI relevant topics
- Partner with **Wheel of the World to** survey/assess the **accessibility** of our tourism partners

WORKFORCE



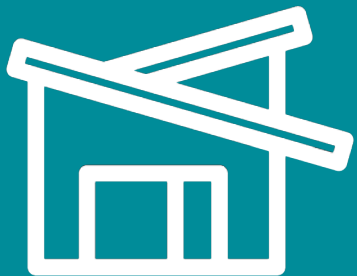
- Established **HR Steering Committee** to gain feedback and provide employers tools for training and connections resources available
- Awarded \$36,500 in **scholarships** for local students interested in hospitality careers
- Create **local high school event** for juniors/seniors to expose and educate about opportunities within hospitality and tourism careers
- Raised approximately **\$150,000** for Tourism Foundation
- Work with the local college hospitality programs to **invite students to attend our industry events – Visit CA Outlook Forum**
- Creating youth **Hospitality Ambassador Program** in 2024
- **Active role** in attending and speaking engagements for hospitality and workforce related events
- Conducted **focus groups** to refine and improve our hospitality careers marketing campaign
 - In process of creating new video and ad formats
- Develop **micro-internship program** in summer 2024 to introduce high school and college students to careers in hospitality with One Future Coachella Valley

TEAM GPS



- Launch the **TEAM GPS Champions Mobile Pass** in July 2023
 - Focus on growing engagement in 2024
- Developed **two new social media channels (@TeamGreaterPS)** to raise engagement and awareness, support local events, and spotlight hospitality and tourism workforce priorities
 - Focus on increasing followers and engagement in 2024
- Expanded training and certifications available through partnership with **COD's PaCE program** and self-paced **TeamGPS Ambassador Program** and DEI training in 2024
- Provided **76** scholarships for hospitality employees to complete **Emerging Leaders Certificate** training for COD

VACATION RENTALS



EDUCATION/RESEARCH

- Promote the **benefits of vacation rental tourism locally**
 - Hired CV Strategies to conduct research and build brand/campaign
 - Launch local media plan in 2024 with new campaign
- Provide **resources and best practices** to vacation rental operators and cities
 - Webinars with Rent Responsibly
 - Developed resource landing page
- Commission an **updated economic impact study** of vacation rental tourism for 2022 and 2023
- Advocate for **balanced vacation rental policies** through engagement with local officials and vacation rental operators/hosts
- Partner with the major platforms to communicate with **vacation rental operators**

VACATION RENTALS



MARKETING/PRODUCTION

- Continue to **integrate STVRs** into destination-wide marketing campaigns
 - Included in destination campaigns including TV, digital, social media, content, etc.
- Continue STVR **advertising programs**
 - Dedicated programs such as VRBO year-round and custom summer campaign generating (\$17.5M in future bookings for destination)
- Continue to engage the **STVR Advisory Group** to further enhance, develop, and uncover new marketing opportunities
- Conduct research in 2024 on sentiment towards vacation rentals and shifts in **consumer behavior** on accommodation preferences
- Build **asset library** with more vacation rental videos and images
 - Continuing to build assets in 2024

CONVENTION SALES



- Continue focus on **mid-week, summer, and new groups**
 - Oasis Incentive to drive summer group business
 - 2023 summer business OTB up 4% to pace target and 17% to 2019
 - 2024 summer business OTB up 36% to pace target and 26% to 2019
- Added emphasis towards **MICE business**
 - Hosted FAM from London 13 planners in Oct
 - Attended ITB Asia with 1-1 appointments MICE/leisure
 - Will host another FAM in fall 2024
- **Evaluate and evolve the current meetings campaign** and develop new photography and video assets
 - New campaign launch in Oct. 2023 incorporated throughout media plan – The Oasis is Real
- **Evolve strategic partnerships** with meeting industry organizations
 - 2023 partnerships include: American Express, ASAE, CalSAE, ConferenceDirect, Helms Briscoe, HPN, Maritz, PCMA, and Prestige

INTERNATIONAL MARKETING

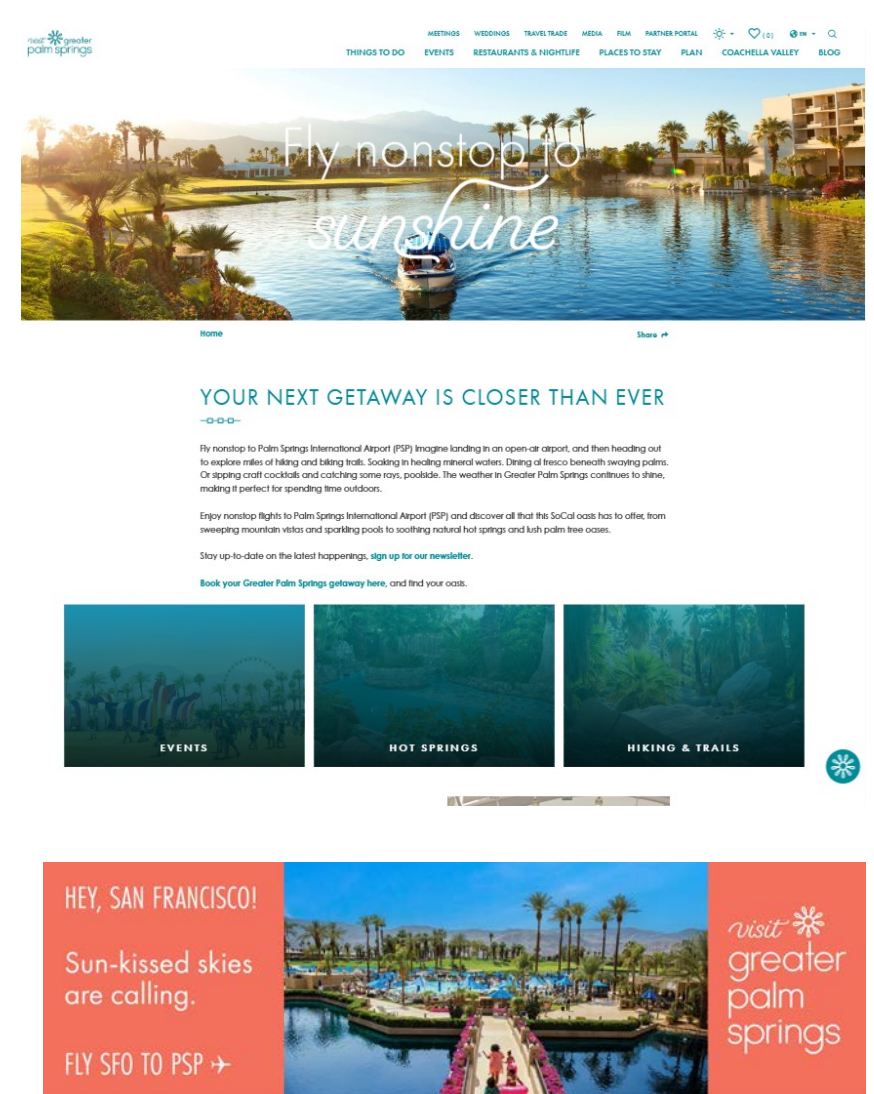


- Completed RFP process to hire new **UK/Ireland agency** for PR, Marketing and Travel Trade
 - Finn Partners
- Develop and execute a consumer media plan **targeting key markets in the UK and Ireland**
 - Soft launch in April 2023, full launch in June 2023
 - Will continue to optimize campaign in 2024
- Activation in UK/Ireland “**Greater Palm Springs Road Trip**”
- Align efforts with **Brand USA’s and Visit California** marketing offerings to maximize our reach and budget
 - 2024 programs include media in UK, Mexico, Germany, France, Australia and Canada
- Optimize brand partnership with luxury luggage maker **Globe-Trotter**
 - Exploring new Globe-Trotter pieces and potential French activation

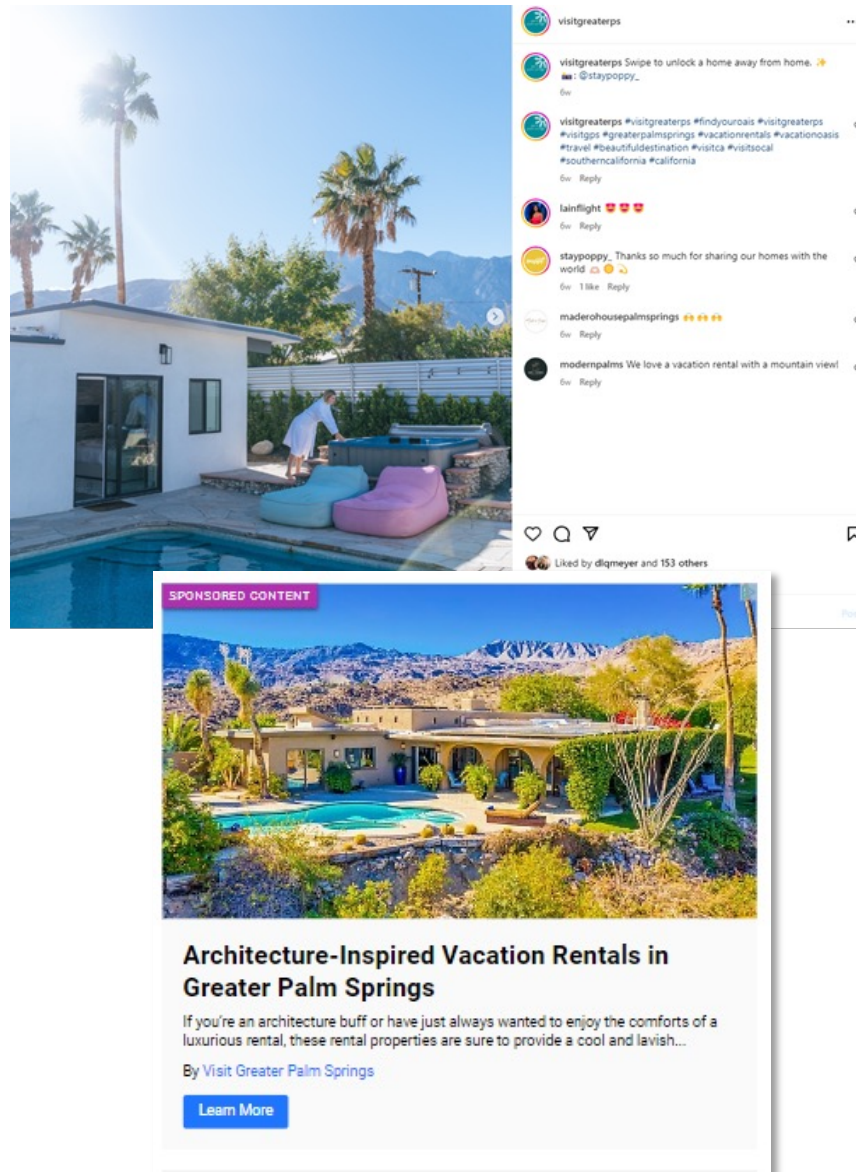
MARKETING

FLY MARKET SUPPORT

- Addition of one-stop markets across television and select digital marketing (**Kansas City, St. Louis, Omaha, Washington DC, and Indianapolis**).
- **Time to Fly** campaign includes social and digital ads with “Find Flights” CTA linking to dynamic website content.
- Fly messaging added to **billboard** and **television** creative for the fall season aligning with specific nonstop flight schedules.



VACATION RENTAL ADVERTISING



- **Vacation rental-specific** media includes dedicated digital, social, and native advertising throughout the year, including VGPS international campaign.
- **Upcoming campaigns for 2024** are in discussions with Sunset Magazine, AdTheorent, Clicktivated, Undertone, and more.



NCAA SPONSORSHIP

ACRISURE CLASSIC SPONSORSHIP

- **Arena Signage**
 - 40-foot scoring table
 - LED ring surrounding full arena
 - On-court logo
- **Video Content**
 - Welcome video from Scott
 - :30 broadcast commercial (value \$37,500)
 - Destination b-roll played throughout the game
 - In-game logo feature
- **Record-setting viewership** on FOX Broadcast



Acrisure Classic sees highest college basketball TV rating in 15 years

The Thanksgiving Day game between Arizona and Michigan State was the most-watched regular season college basketball game since 2008

[READ MORE](#)

RECORD-SETTING THANKSGIVING FOR COLLEGE HOOPS ON FOX



5,183,000 VIEWERS

MICHIGAN STATE VS. ARIZONA (MBB)

- ✓ Most-watched college basketball game ever on FOX
- ✓ Most-watched regular season college basketball game on any network since 2008

1,118,000 VIEWERS

TENNESSEE VS. INDIANA (WBB)

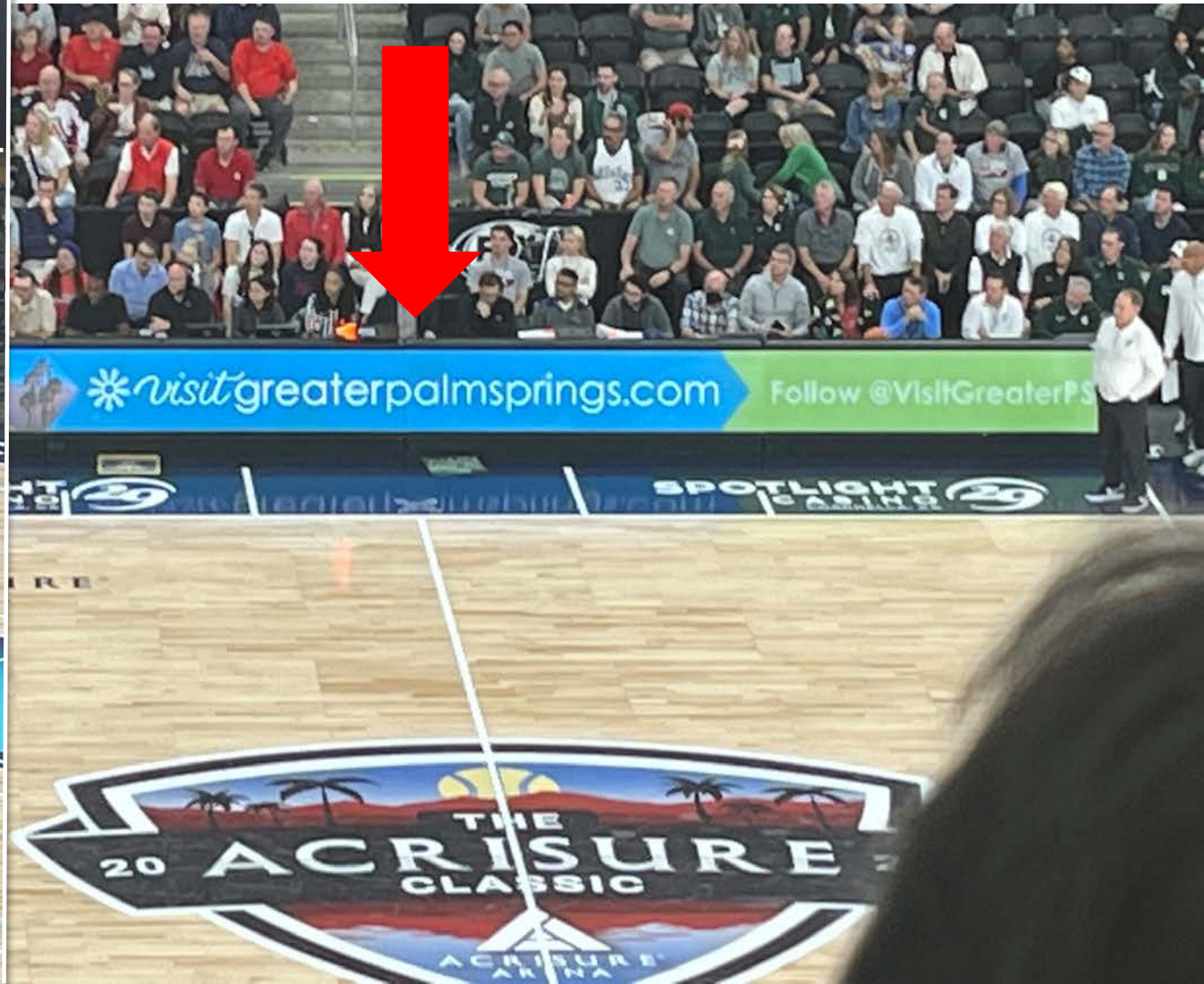
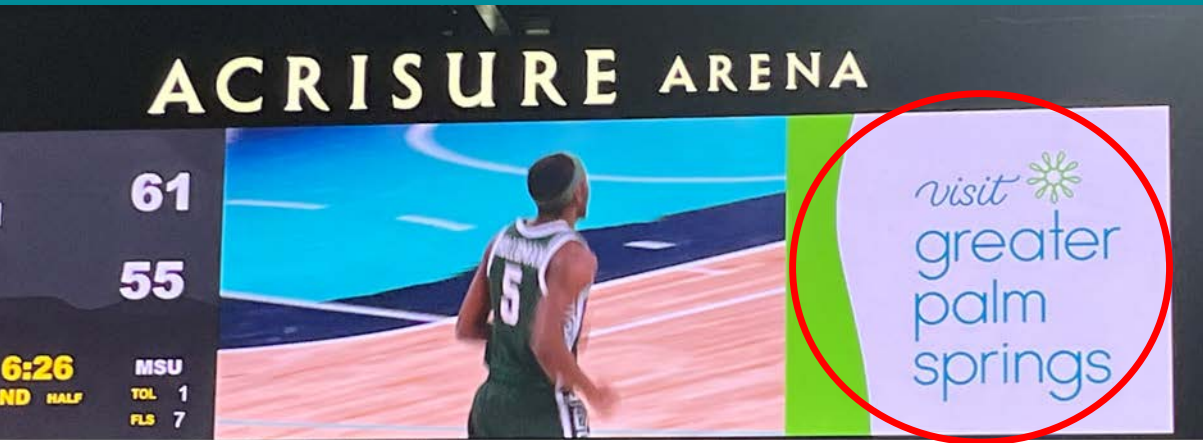
- ✓ Most-watched women's college basketball game ever on FOX
- ✓ Most-watched women's college basketball game on any network this season

Source: Nielsen Media Research

[FOXSPORTS.COM/PRESSPASS](https://www.foxsports.com/presspass)



NCAA SPONSORSHIP

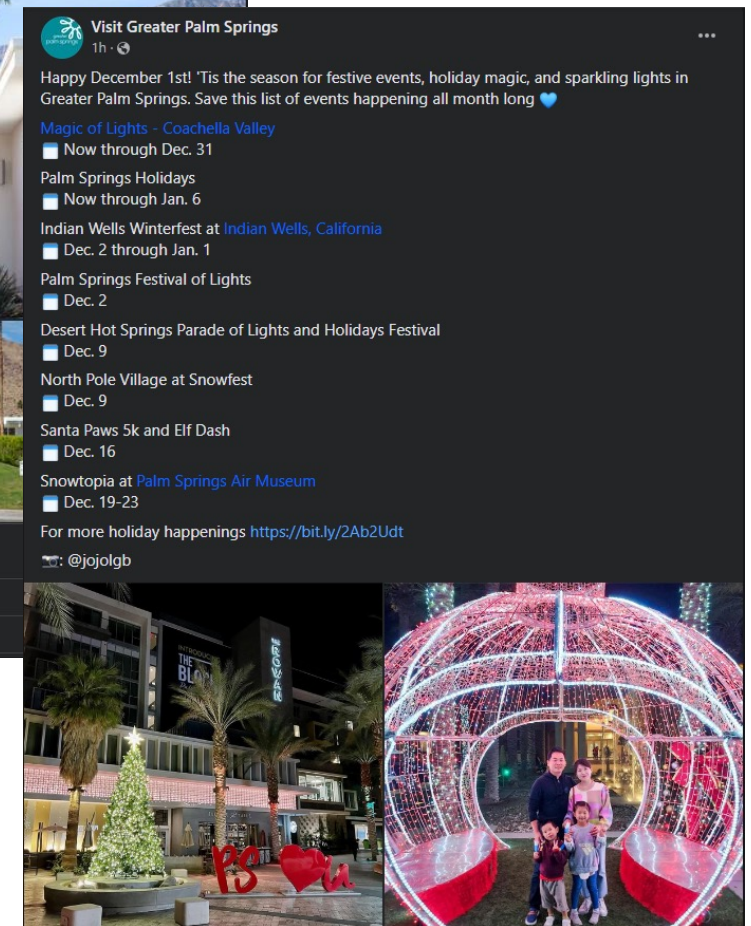
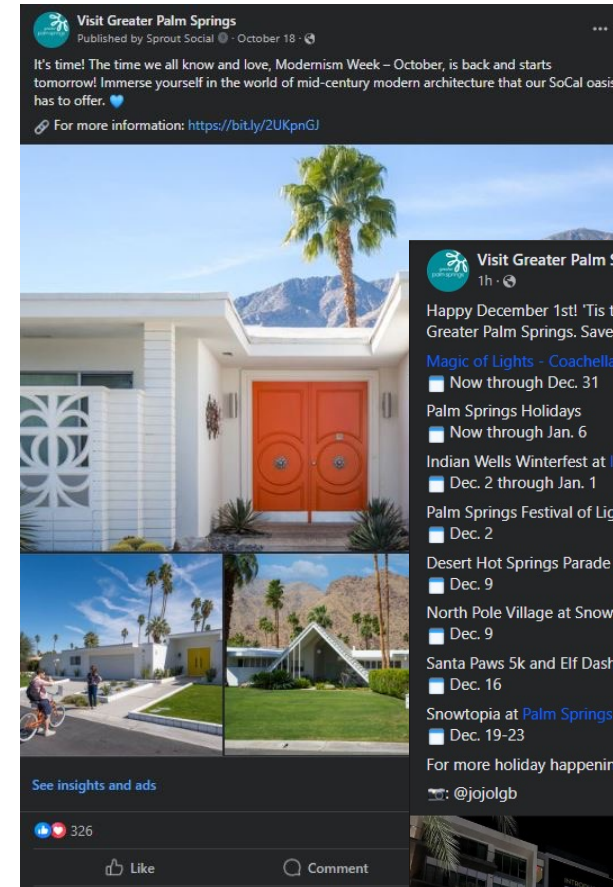


2023/2024 MARKETING EVENT SUPPORT

- Signature **event marketing support** includes digital billboard marketing in Los Angeles and San Diego, event round-ups on VGPS blog and consumer newsletter, and social media support
- Seasonal event coverage includes Modernism Week, Palm Springs Holidays, Indian Wells Winterfest, the Palm Springs International Film Festival, Cathedral City Hot Air Balloon Festival, BNP Paribas Open, and more
- **Modernism Week – October** was the highest-performing post on VGPS's Facebook channel with 14K organic impressions



2023/2024 SOCIAL MEDIA EVENT SUPPORT



ART & SOL SERIES



- Production of season 2 of our award-winning **Art & Sol** video series featuring local Greater Palm Springs artists took place in November
- This season includes:
 - Superbloom
 - DJ Tina Turntables
 - Giselle Woo & the Night Owls
 - Kristen Dolan - Exec. Director CA Desert Art Council
 - Muralist John Cuevas
 - Artist Carlos Ramirez
 - Fiber artist Adriana Lopez
- Campaign will deploy in Q1 2024



Art & Sol Season 1 is a winner of 2023 Addy and Adrian Awards and was a finalist for 2023 ESTO and City Nation Place Awards!

YOUR GUIDE TO... SEASON 2

89K+
VIDEO VIEWS

TOPICS INCLUDE:

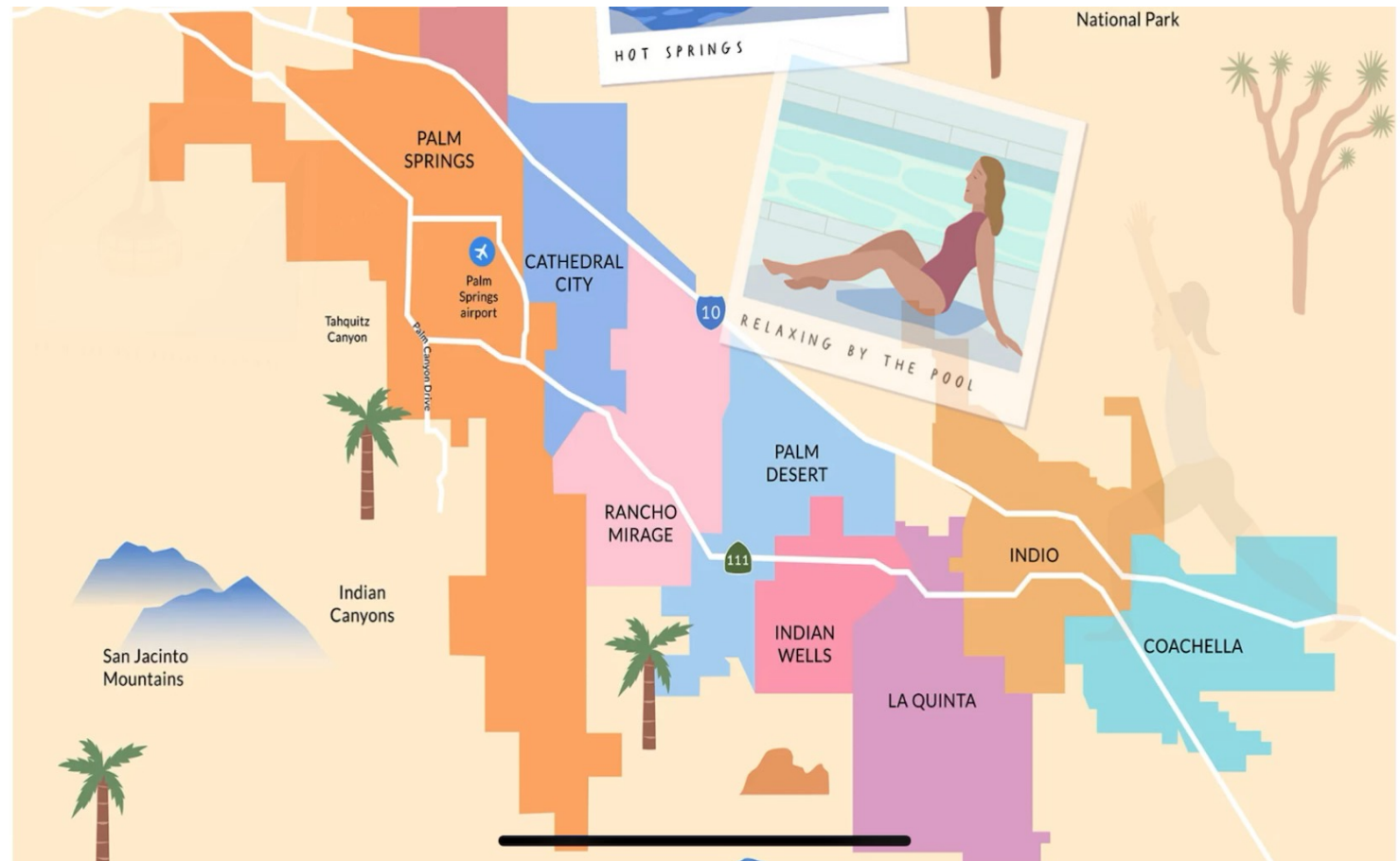
Hidden Gems
Hot Springs
Midcentury Modern
Chill Pools



TRAVELZOO DESTINATION SHOWCASE



- Travelzoo **Destination Showcase** program includes an interactive landing page promoted across Travelzoo's website and email database.
- The page includes a custom map, photo galleries, and themed content around wellness, outdoor adventure, dining, and arts & culture pillars.



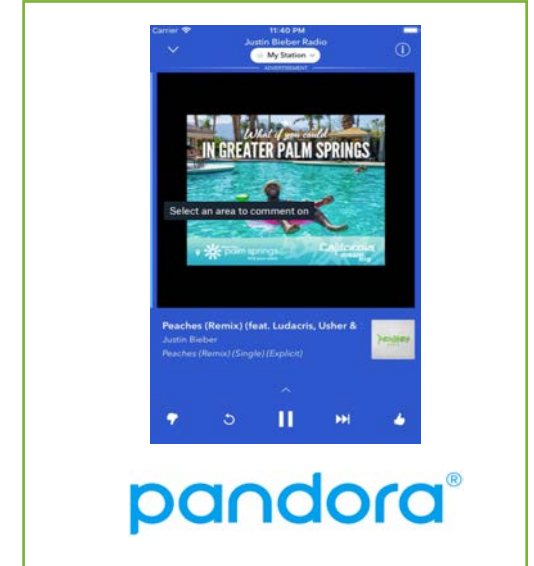
TRAVELZOO DESTINATION SHOWCASE

TRAVELZOO®

- Live broadcast event took place on November 30 at **Tommy Bahama Miramonte Resort & Spa** in Indian Wells with host Gabe Saglie, featuring wellness-themed activities and locations throughout Greater Palm Springs.
- The broadcast segment was shown across 20+ news outlets in markets across the country including **KTLA**, **KMAX Sacramento**, **Fox 13 Seattle**, **The Rhode Show**, and **Fox59 Indianapolis**.



2023/2024 CO-OP OPPORTUNITIES



TV / BILLBOARD

Television
(Seasonal)

Billboards
(Year-Round / Seasonal
Based on Markets)

DIGITAL / AUDIO

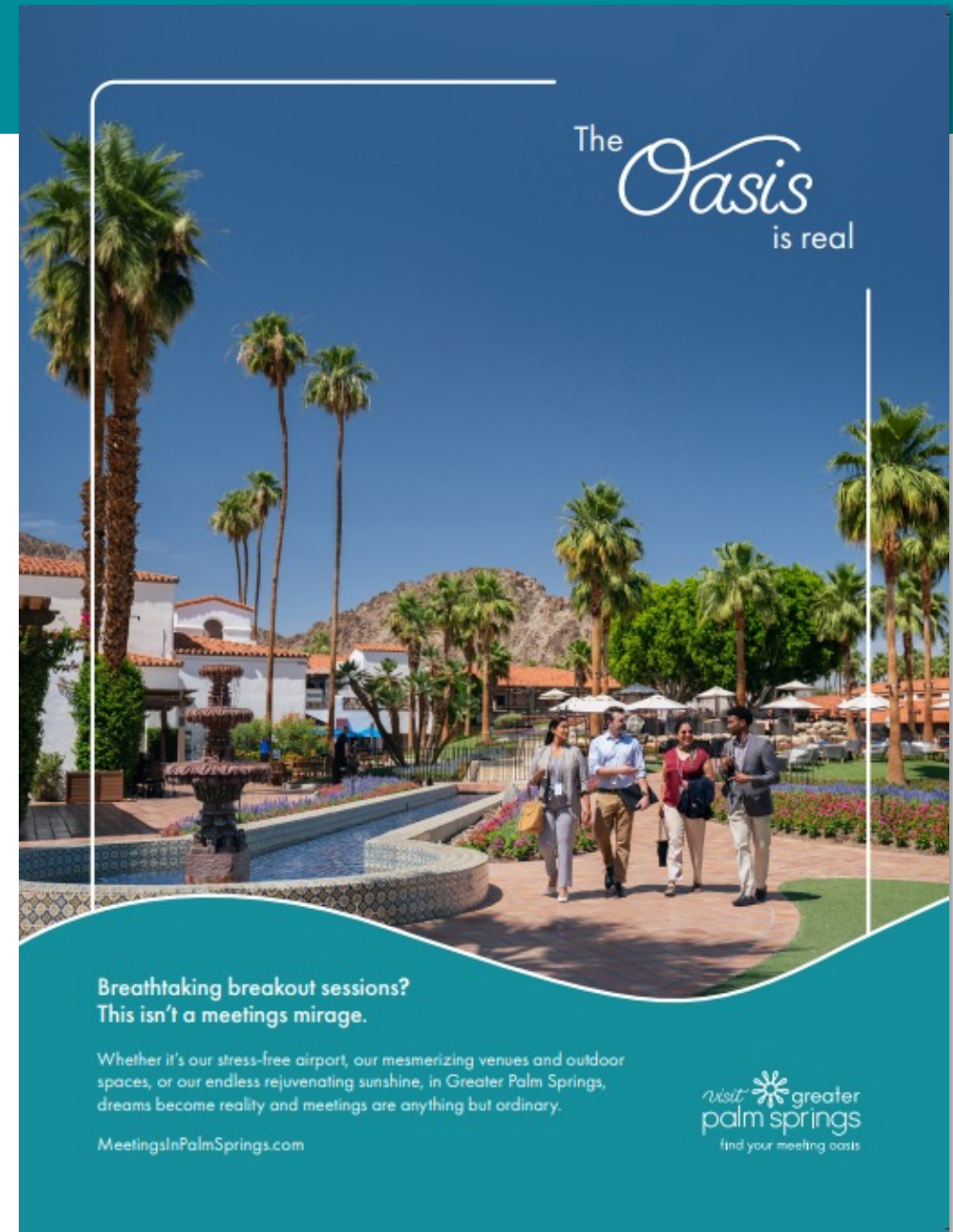
Centro – Digital Advertising
(Year-Round)

Pandora – Audio
(Summer)

**Subsidized
pricing ends
June 30, 2024**

THE OASIS IS REAL

- **“The Oasis is Real”** – a new campaign created in collaboration with Greenhaus launched in October
- **Video / photography production** took place May 2023 at several Greater Palm Springs locations
- Includes updated video, photo, and digital assets



CULTURAL TOURISM




Congratulations!

to the ACBCI tribe for the **opening** of the
Cultural Plaza and **Museum** on November 3

AGUA CALIENTE CULTURAL PLAZA OPENING



AGUA CALIENTE CULTURAL PLAZA OPENING SUPPORT




visit greater palm springs
find your oasis

THINGS TO DO ▶ EAT & DRINK ▶ PLACES TO STAY ▶

Your ideal vacation begins in Greater Palm Springs, where your options for fun are unlimited and the sun shines all year round. Discover why you should plan a vacation this winter season. 🌴☀️


5 REASONS TO VISIT



['Tis the Season: Holiday Dining & Festivities](#)

Holiday dining, tree lightings, and photo opportunities with Santa — don't miss out on these festivities sure to get you in the merry spirit.

[VIEW HOLIDAY EVENTS ▶](#)



[Step Inside the Agua Caliente Cultural Museum](#)

Explore the history of the Agua Caliente Band of Cahuilla Indians and be amazed at what you will find at the Agua Caliente Cultural Museum.

[FIND OUT MORE ▶](#)



◀ Back

IMMERSE YOURSELF IN NATIVE AMERICAN CULTURE IN GREATER PALM SPRINGS

— 000 —

November 03, 2023
4 min read

With the opening of the Agua Caliente Cultural Plaza, visitors to Greater Palm Springs now have a unique opportunity to delve into the rich history of the Agua Caliente Band of Cahuilla Indians, who have resided in the region since time immemorial. A beautiful 5.8-acre complex situated in downtown Palm Springs, the Cultural Plaza is

Results:

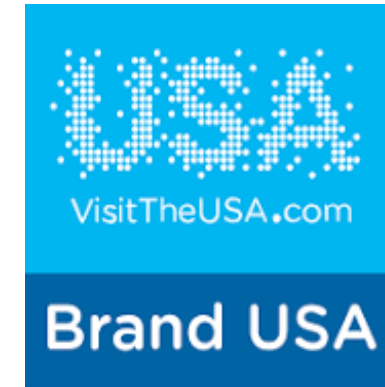
- **4K+ video views**
- **1,067 blog pageviews**
- Featured in the Consumer Newsletter to over **36,421 email contacts**


BBC – IN PURSUIT OF WELLNESS SERIES


- Documentary video highlights Native American culture in our destination, focusing on the **Agua Caliente Band of Cahuilla Indians**.
- **5-minute film** as part of the series, plus short form videos and native content.
- **BBC.com** and Global Wellness Institute network will feature via social media, public relations, newsletter inclusions; BBC platform has **43M video views and 1.8B pageviews**.



PODCASTS COLLABORATIONS





 **Brand USA** • Following
Hospitality

 **#BrandUSATalksTravel** E147: How Destinations Can Maximize Relationships with Native American Tribes

Celebrate **#NativeAmericanHeritageMonth** by learning how you can take your destination to the next level. In this episode, you'll hear about how to grow mutual respect, understanding, and tourism from **Colleen Pace**, Chief Sales & Marketing Officer at **Visit Greater Palm Springs**, and **Kate Anderson**, Director of P.R. for the Agua Caliente **Cahuilla Band of Indians**.

The rich tapestry of culture, traditions, and stories that our Native American communities offer is nothing short of extraordinary and continues to attract travelers from around the world. At Brand USA, we remain committed to promoting the unique cultural assets of the USA on the global stage.

Listen now  <http://ms.spr.ly/6043iK0bd!> **#BrandUSA** **#podcast** **#NativeAmericanHeritageMonth**

 **How Destinations Can Maximize Relationships with Native American Tribes**
thebrandusa.com

PR/COMMUNICATIONS

ALASKA AIRLINES: JFK-PSP ACTIVATION

Inaugural flight to PSP on Thursday, December 14

Hosting NYC-based media, travel trade & meeting planners

Palm Springs-New York JFK

Our guests in Southern California are eager for more nonstops to the East Coast, and we're ready to take them there. This seasonal flight connects the Big Apple with sunny deserts. Our convenient morning departure from New York allows flyers to arrive in Palm Springs refreshed and ready to get out and soak in the sun. Alaska has more flights to Palm Springs than any other airline.



- **Reception and dinner** at TWA Hotel at JFK on 12/13
- Guests invited to stay overnight at the TWA Hotel
- GPS FAM trip 12/14 – 12/17; departing on first flight out
- On PSP side, celebration scheduled to welcome the first flight from JFK

MEDIA MISSIONS

Visit California
Chicago Media
Mission (Oct)



Visit California
Mexico Media
Retreat (Nov)



December
Alaska
Airlines
JFK-PSP

January
IMM NYC
Visit CA
NYC

January
James
Beard
Dinner

February
Visit CA
Dallas

MEDIA COVERAGE



Head of Travel,
The Times and the
Sunday Times



Women'sHealth

Why Palm Springs is the destination you need to visit in 2024

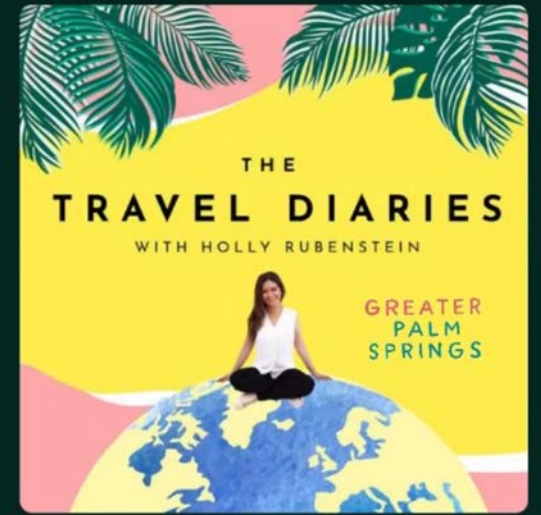
Sip cocktails at Frank Sinatra's estate, tour iconic midcentury homes and recharge in the desert

BY JESS BANTLEMAN PUBLISHED: 27 NOVEMBER 2023



JESS BANTLEMAN

Palm Springs might be synonymous with the booming music festival of Coachella, but what if I told you it's also home to the largest selection of preserved midcentury architecture in the world. And not just any midcentury architecture, but some of the most iconic.



Greater Palm Springs
Perfection - Bonus
Episode

The Travel Diaries

MEET THE MENTORS



◀ Back

WHERE THERE IS LIFE, THERE IS ART: A CONVERSATION WITH LOCAL FASHION DESIGNER, ANEKA BROWN



November 20, 2023 / By Meera Sahey
3 min read

When one steps into [Aneka Brown Designs](#)' boutique within the spa of [Hotel Paseo](#), situated in Palm Desert, visitors will be captivated by an ambiance exuding California AfroChic. This expression not only celebrates individual identity but also mirrors the desert's profound influence on how intersectional communities have crossed over into one another through the medium of art.



Author

Meera Sahey

Meera is a Punjabi-American journalist and content creator originally from Louisville, Kentucky. She graduated in 2023 from Barnard College of Columbia University majoring in Political Science and American Government, focusing on political polarization in the South. Currently based in New York City, she enjoys travel, film, and learning new languages. Meera was selected as a mentee for the inaugural Visit Greater Palm Springs Meet the Mentors program.



◀ Back

GREATER PALM SPRINGS: GLITZ AND GLAMOUR PERSONIFIED



November 20, 2023 / By Adrienne Hutto
3 min read

Nestled between dual-climate mountains, Greater Palm Springs is a veritable time capsule of elegance and glamor. A paradise where vintage stores, stunning architecture, and Michelin-recognized restaurants seamlessly coexist. A place where houses once graced with Hollywood legends like Leonardo DiCaprio and Elizabeth Taylor, and visited by the likes of Elvis and Priscilla Presley, sit side-by-side. Even hotels in this enchanting oasis have a storied history of a revolving door of celebrities passing through over the decades, reminiscent of the golden era of Sinatra and Gable. For those seeking a bit of glitz and glam for their next getaway, Greater Palm Springs is the place to be.



Author

Adrienne Hutto

Adrienne Hutto is a senior communication major at Manhattan College in Riverdale, New York with a concentration in journalism and a French minor. Adrienne was born and raised in Charleston, South Carolina. She holds several positions in her on-campus publications, from newspaper to magazines. She is currently an Art Intern at Concourse House, *Home for Women and Their Children*. When she is not writing she enjoys cooking, hosting dinner parties and spending time roller skating in Van Cortlandt Park. Adrienne was selected as a mentee for the inaugural Visit Greater Palm Springs Meet the Mentors program.



◀ Back

A GUIDE TO SUSTAINABLE FOOD & BEVERAGE IN GREATER PALM SPRINGS



December 04, 2023
7 min read

Greater Palm Springs continues to push the boundaries of eco-conscious living. Known for its beautiful landscapes and boastful agricultural community, several small businesses have considered what it means to be sustainable, serving both visitors and the local community. Their focus on healthy food and beverage choices that are both sustainable and locally sourced takes the guesswork out of planning a viable and responsible trip to Greater Palm Springs. Tourists looking to support local businesses and enjoy fresh flavors can easily incorporate eco-conscious eating and drinking into their trip itinerary without giving up life's pleasures.



Author

Anisa Alvarez

Born in Chula Vista, CA and raised in Greater Palm Springs, Anisa Alvarez completed her undergraduate studies in English Literature at California State San Bernardino. She currently dedicates herself to her postgraduate studies at Northern Arizona University to Rhetoric, Writing, and Digital Media Studies. Her academic pursuits center around an eco-critical exploration of the Coachella Valley. Anisa has worked in several literary journals including *Badlands Literary Review* and *Concrete Desert Review* as an artist, poetry editor, fiction editor, and website designer. Beyond academia, she indulges in hobbies like reading, writing, searching for new music, practicing yoga, and seeking out great food at local restaurants. Anisa was selected as a mentee for the inaugural Visit Greater Palm Springs Meet the Mentor program.

INTERNATIONAL FAMS



Location Scouts FAM



UK Media FAM

32

Media in
Market



Australian Media
FAM



Photo FAM

Breathtaking Western Regions

SPRING BREAK HOT SPOT



Greater Palm Springs, CA

LEARN MORE

The perfect time to visit Greater Palm Springs conveniently lines up with kids' spring breaks. The region comprised of nine desert locales typically receives very little, if any, rain during March and April, and high temps reach the 80s. It's home to stunning, pool-filled resorts, cultural attractions, outdoor adventures and, of course, fantastic shopping. One must-do with kids of all ages:

Take the Palm Springs Aerial Tramway up 8,000 feet to Mt. Jacinto State Park, which has stunning views and a kid-friendly Long Valley Discovery Trail hike.



Best City Getaways

Greater Palm Springs



Visit Greater Palm Springs

There's hardly ever been a bad time to visit the desert cities, but this year countless new hotels and wellness offerings have made the region particularly appealing. Of particular interest is the opportunity to engage with and learn about the region's Indigenous traditions at the *Spa at Séc-he* and the soon-to-open Agua Caliente Cultural Museum.

VOGUE

EARTH TO US

How One of the
Smallest Tribal
Nations in the U.S. Is
Redefining
Sustainable Living

BY KARTHIKA GUPTA
September 28, 2023



+80
Articles
Published

CONVENTION SALES

CONVENTION SALES PRODUCTION - 2023

	LEADS	NEW LEADS	NEW BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	1,546	825	247	192,737
ANNUAL GOAL	1,450	825	220	185,500
% OF GOAL	107%	100%	112%	104%

Numbers represent bookings though Visit Greater Palm Springs as of 12/06/23

FUTURE PACE 2023 - 2025

Year	OTB	Pace Targets	Variance	Variance %	Tentatives
2023	242,207	206,611	35,596	17%	4,870
2024	175,711	159,687	16,024	10%	179,341
2025	99,454	99,870	-416	-1%	139,734

Numbers represent bookings though Visit Greater Palm Springs as of 11/30/23

MARRIOTT CORPORATE PARTNERSHIP CONFERENCE



2023 IMEX AMERICA – OCT 15-19



9 Partners

- Agua Caliente Casinos
- Indian Wells Golf Resort
- JW Marriott Desert Springs Resort & Spa
- La Quinta Resort & Club - Curio Collection by Hilton
- Palm Springs Convention Center
- Renaissance Esmeralda Resort & Spa
- The Westin Rancho Mirage Golf Resort & Spa
- Renaissance Palm Springs Hotel
- Thompson Hotels

2023 IMEX - VR EXPERIENCE

Greater Palm Springs *Virtual* Lounge

Scan here to watch again later:



JOSHUA TREE NATIONAL PARK



PALM SPRINGS AERIAL TRAMWAY



INDIAN CANYONS



TAQUITZ CANYON



PALM SPRINGS INTERNATIONAL AIRPORT

DESERT HOT SPRINGS



INDIAN CANYONS



2023 IMEX RECAP



New Leads
13,509 Room Nights

90 Client Appointments
266 Client Booth Scans

50 clients attended
VGPS events
throughout the week

NOVEMBER & DECEMBER TRAVEL

PCMA Exhale

Nov. 12-15

Financial & Insurance Conference Professionals

Nov. 12-15

Association Forum Holiday Showcase

Nov. 29-30

AMEX INTERaction Tradeshow

Dec. 3-6

NCBMP Annual Conference

Dec. 6-9

CalSAE Seasonal Spectacular

Dec. 11-14

Site SoCal – Holiday Event & Charity Gala

Dec. 13-15

Conference Direct CEO Summit

Dec. 13-15

NE CVB Reps | Site – Holiday Event & Charity Gala

Dec. 13-15

PALM SPRINGS INTERNATIONAL FILM FESTIVAL FAM



January 3-6, 2024

- **Thank you in advance to Omni Rancho Las Palms for hosting us!**
- **25 clients** plus guests to attend, including meeting planners, media, and airline partners
- In addition to attending the gala, the group will be **conducting site visits** and experiencing activities throughout the destination.
- We will be transporting some of the planners directly to the **PCMA – Convening Leaders conference** in San Diego.

PCMA CONVENING LEADERS

January 7-10, 2024
San Diego, CA

- ☐ **7 VGPS representatives to** attended the conference
- ☐ **Tradeshow activations** to include:
 - Arts & Culture: Live art activation
 - Outdoor Adventure: Virtual Reality experience
 - Health & Wellness: Massage chair station
- ☐ **PCMA Foundation fundraising** package
 - ☐ Globe-Trotter Luggage
 - ☐ Thompson Palm Springs 2-night stay certificate
 - ☐ Airline credit



2023 CONVENTION SALES ACCOLADES

Smart^{meetings}

2023

PLATINUM CHOICE
AWARD WINNER



PARTNERSHIP

CHAMPIONS OF HOSPITALITY AWARDS GALA



Thank you to the Renaissance Esmeralda
Resort & Spa for hosting us!

October 30, 2023

- More than **650 attendees**
- **Raised more than \$90,000** through sponsorships, silent auction, and donations; thank you!
- **Awarded \$24,000 in scholarships** to four college students from across the Coachella Valley
- **Congratulations** to all of this year's winners!

CHAMPIONS OF HOSPITALITY RECAP VIDEO



GREATER PALM SPRINGS PRIDE PARADE 2023



Parade theme:
**Drag Now.
Drag
Forever!**

VGPS Entry
Theme:
**An Oasis
for All**

50+
participants
VGPS staff;
partner
organizations

TOP 100 GREEN DESTINATIONS



Green Destinations is a global organization supporting sustainable destinations, their businesses and communities.

- The **Top 100 Stories** is an annual competition that collects and celebrates initiatives from destinations globally, inspiring responsible tourism leadership.
- In 2023, VGPS was one of the **100 destinations awarded** in the sustainability competition.

VACATION RENTAL SURVEY

RESIDENT SENTIMENT: VACATION RENTALS

What issues should be a top priority for elected leadership?

(choose 3 from the following)

1) Fixing homelessness	49%
2) Protecting community from crime & drugs	38%
3) Creating more workforce housing	37%
4) Reducing the cost of living	31%
12) Regulating, reducing or stopping short-term rentals	7%

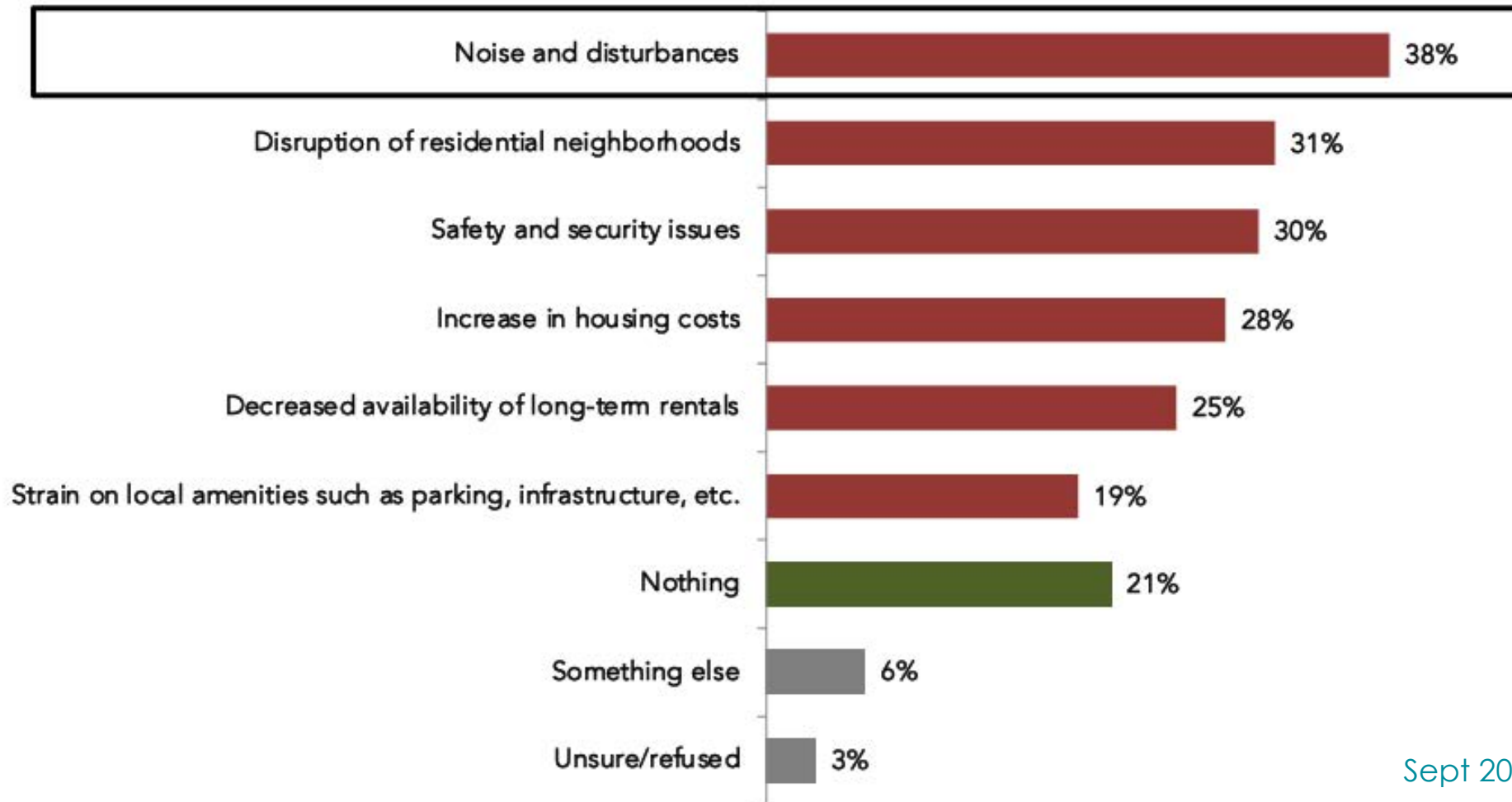
Nearly three-quarters of voters **72%** feel favorably about short-term rentals in their city

Increases to 85% if short-term rentals helped address their top priority

RESIDENT SENTIMENT: VACATION RENTALS

Top Concerns About Vacation Rentals

(choose from the following)

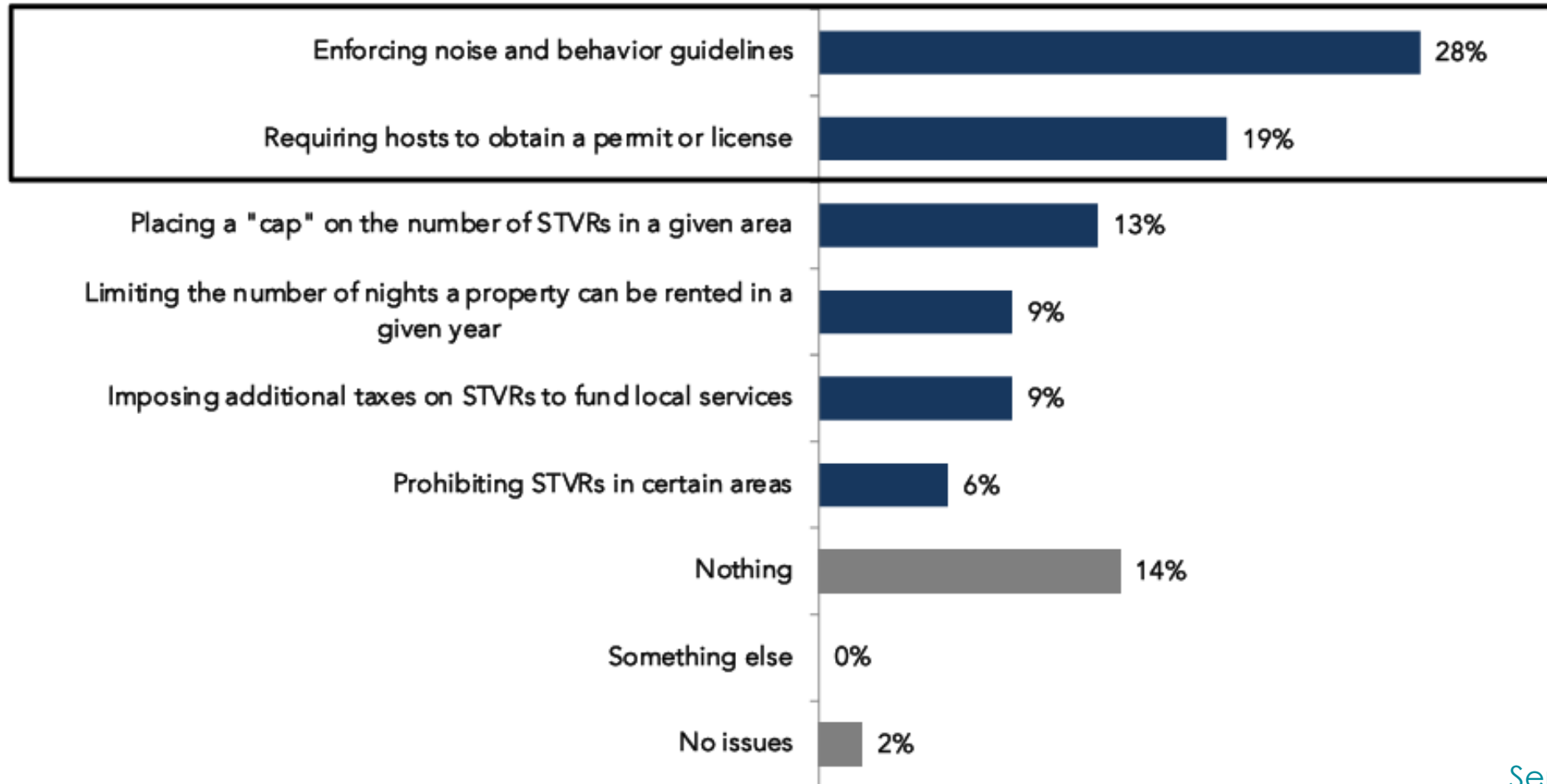


Sept 20 - 27 2023

RESIDENT SENTIMENT: VACATION RENTALS

Which Regulations Should Apply to STVRs in Your City?

(choose from the following)



Sept 20 - 27 2023

BIRTHDAYS

HAPPY BIRTHDAY !!!



GARY GARDNER

December 11



TOM SCARAMELLINO

December 30



BRUCE WHITMAN

December 15



STEVE DOWNS

January 8



MICHAEL MURRAY

December 18



KEVIN BARNES

January 9



WAYMOND FERMON

December 20



CELESTE BRACKLEY

January 9

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

2024 MEETING LOCATIONS

Next Meeting
Friday, February 2



THE RITZ-CARLTON

RANCHO MIRAGE

Looking for Venues

Friday, March 29

Friday, June 14

Friday, October 4

Friday, December 6

Happy Holidays

from,
Visit Greater
Palm Springs



Hot Mineral Springs



Cabot's Pueblo Museum



Acrisure Arena



Palm Springs
Aerial Tramway



Forever Marilyn

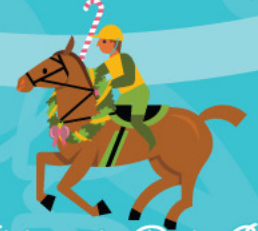
Palm Springs International Airport



Sunnylands Center & Gardens



Indian Wells Tennis Garden



Eldorado Polo Club



Indian Canyons



Agua Caliente Cultural Plaza



Cathedral City
Hot Air Balloon Festival



El Paseo
Shopping District



The Living Desert
Zoo & Gardens



Coachella Walls



Old Town La Quinta