

THE RIGHT AMOUNT OF
Chillspiration

2020 DIGITAL MARKETING PARTNER OPPORTUNITIES

CAMPAIGN DATES: JANUARY 2020-DECEMBER 2020



The Greater Palm Springs CVB will continue to provide digital campaigns communicating Hotel and Partner offers intended to grow business during key periods throughout the year. Contact the vendors below to participate in any or all of the campaigns that best fit your business.

target markets

YEAR ROUND

Los Angeles, San Diego, Phoenix, Las Vegas,
San Francisco

SEASONAL

Portland, Seattle, Chicago, New York, Dallas, Denver,
Minneapolis, Atlanta, Boston, and select Canadian
markets.

reasons to participate



Extend reach of your deals



Attract new
visitors



Impact summer
and fall business

digital media

HOTEL & ATTRACTION OPPORTUNITIES

Expedia
Travelzoo
Tripadvisor
Spafinder

estimated campaign impressions:

35 MILLION+

WEBSITE ADVERTISING (DTN)

visitgreaterpalmsprings.com

social media

@visitgreaterps



i contact

Dana Fury
760.969.1345
dfury@gpscvb.com

Colleen Pace
760.969.1347
cpace@gpscvb.com



OVERVIEW

As a Greater Palm Springs business partner you have the opportunity to show our visitors your chilliest deal at chillpass.com. The "Chill Pass" is supported by a mix of traditional, digital, social, promotions and earned media.

TIMELINE

Your offer can have any timeline you choose. We recommend having offers for each campaign season.

Winter: Jan-Apr | Summer: May-Aug | Fall: Sept-Dec

COST

No fee.

TO PARTICIPATE

- Determine your offer
- Submit your CHILL Deal by visiting mygpscvb.com

QUESTIONS

Davis Meyer: 760.969.1360 | dmeyer@gpscvb.com



WHO SHOULD PARTICIPATE

CVB Partner Hotels

OVERVIEW

Destination landing page on Expedia promoting Expedia partner deals as well as adventure, wellness and arts/culture destination pillars. Over 18 million ad impressions served across nine months on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz).

TIMELINE

Year-round.

COST

No fee. Standard Expedia commissionable bookings apply.

TO PARTICIPATE

- Determine your offer (we are requesting a Midweek offer)
- Booking dates 1/1/20-12/31/20
- You may update your offer throughout the year as needed

QUESTIONS /SUBMIT YOUR OFFER

Luna House: 480-347-4797 | lhouse@expediagroup.com



WHO SHOULD PARTICIPATE

CVB Partner Hotels & Attractions

OVERVIEW

Destination landing page on TripAdvisor promotion TripAdvisor partner deals, as well as adventure, wellness and arts & culture. Over 4.5 million ad impressions will be served.

TIMELINE

Year-round.

COST

No fee.

TO PARTICIPATE

- Determine your Chill Deal
- Submit your Chill Deal online through the Partner Extranet
- Booking dates: 1/1/20-12/31/20
- You may update your offer throughout the year as needed
- A portion of the banner ads will direct users to the CVB's deals website, chillpass.com.



WHO SHOULD PARTICIPATE

CVB Partner Hotels & Attractions

OVERVIEW

Destination landing page on Travelzoo promoting Partner deals as well as adventure, wellness and arts/culture destination pillars. Over 13 Million ad impressions will be served.

TIMELINE

Year-round.

COST

No fee.

TO PARTICIPATE

- Determine your offer (we are requesting a Midweek offer)
- Booking dates: 1/1/20-12/31/20
- You may update your offer with TravelZoo throughout the year as needed
- A portion of the banner ads will direct users to the CVB's deals website, chillpass.com.

QUESTIONS/SUBMIT YOUR OFFER

Randi Redmon 310-295-6579 | rredmon@Travelzoo.com

 **contact**

Dana Fury
760.969.1345
dfury@gpscvb.com

Colleen Pace
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SPAFINDER

WHO SHOULD PARTICIPATE

CVB Partner Spas

OVERVIEW

Digital advertising campaign and destination landing page on Spafinder.com promoting partner health & wellness deals. Over 1.1 million ad impressions will be served.

TIMELINE

9/1/20-11/30/20

COST

- No upfront cost. Includes three month listing for all non-partnered properties with option to join network after campaign with exclusive rate of \$3,500 net with annual agreement.
- There is no cost to submit an offer on the CVB's website; digital ads will direct to chillpass.com.
- It is NOT necessary to become a Spafinder Partner.

TO PARTICIPATE

- Determine your Chill Deal
- Submit your Chill Deal online through the Partner Extranet
- Booking dates: 1/1/20-12/31/20
- You may update your offer throughout the year as needed
- A portion of the banner ads will direct users to the CVB's deals website, chillpass.com.

QUESTIONS OR TO BECOME A SPAFINDER PARTNER

Jackie Kendall | 212.924.6800 | jacki.kendall@spafinder.com



WHO SHOULD PARTICIPATE

CVB Partner Hotels & Attractions, Restaurants, Shops and Transportation Companies

OVERVIEW

Put the power of visitgreaterpalmsprings.com to work for you with additional exposure that will drive more referrals to your business. You can choose from a variety of paid, digital content placements that will put your company in front of more than 2.7 million annual website visitors who use this resource to find places to stay, things to do, where to dine and more when they're in Greater Palm Springs.

TIMELINE

Year-round.

COST

Varies by placement, campaign and agreement term.

TO PARTICIPATE

Contact your Destination Travel Network Sr. Account Executive:
Gail Stewart 520-395-3962 ext. 261
gsteward@destinationtravelnetwork.com

contact

Dana Fury

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