



visit  **greater
palm springs**

OUR MISSION

We **promote our unique and diverse destination to the world** while advancing regional collaboration to improve the quality of life for our residents and partners.

PRIORITY AREAS OF FOCUS

Grow Tourism Economy

- Leisure Marketing – Domestic & International
- Attract New Meetings, Conventions & Events
 - Develop Demand for Need Periods, Leisure & Group
- Develop Research / Measure Impact & Effectiveness
- Vacation Rentals
 - Educate Community & Homeowners
 - Develop Best Practices

Regional Collaboration

- Grow Air Service & Support New Transportation Options
- DEI, Sustainability, Accessibility, Cultural Heritage
- Workforce Development / TEAM GPS
- Diversify Regional Economy **(New)**
- Advocacy - Capital Advocacy selected **(New)**