

## 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

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

