

The December Board Report is a summary of performance activity through November 2018. It also looks ahead to future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

OUR MISSION

To promote and market Greater Palm Springs as a premier visitor and convention/meeting destination for the purpose of positively affecting the area's economy.

President's Summary

It is hard to believe 2018 is almost behind us. It has been a very exciting year for the CVB, as we have completed our organizational restructuring and have our entire team in place. As we embark on 2019, all programs and initiatives will be evaluated and changed or eliminated. Our goal is to sharpen our strategies and maximize our resources.

The board presentation from staff will begin to give you a small glimpse into some of the new initiatives for the future. We continue to grow the number of partners working with us on marketing co-ops, which not only amplifies the voice of the destination but also allows those stakeholders to grow and access media that has been historically out of reach. The first year of our Health & Wellness season (September – December) started off with a very successful Wellspring event at the Palm Springs Convention Center and ended with the Ironman competition. We feel these events will continue to grow our brand and be a catalyst to attract more events and visitor experiences.

Air service development will continue to be a top priority with emphasis on starting more hub routes in September 2019 and extending service into June 2020. Ailevon Pacific will continue to be our air service development consultant and assist us with growing the number of flights, seats and equipment type. United's new service from Newark begins in January, and JetBlue's new service from Boston begins in February. We want to encourage all of you and your team to utilize PSP as much as possible! Educating both the consumer and groups about the new air service is a priority, and marketing support has launched in all of our nonstop cities.

Our Sales and Marketing Plan for 2019 will roll out in late January as a website. Our goal is to reduce staff time and printing costs associated with many of our plans and reports and automate as much as possible from our existing database. We will do the same with the board report in the near future!

Sincerely,



Scott White, President/CEO

Table of Contents

	Page #
Smith Travel Research (September and October 2018)	3-4
Convention Sales	5-10
TAP Report	11-14
Destination Services.....	15
Partnership Services.....	16-18
Tourism Ambassador Program	18
Travel Industry Sales	19-22
Marketing and Communications	23-41
Advertising	23-26
Website	27-30
Social Media Channels	31-33
Communications Highlights.....	34-37
Film Oasis	38-39
Destination Development.....	40-41
Aviation Report	42-46

Greater Palm Springs

Local Industry STR Data for September 2018

September 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Sep 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	Sep 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	53.8	1.8	2.2	4.0	6.5	4.2	62.5	-0.3	5.5	5.2	8.0	2.3	136	15053
Palm Springs	54.5	2.2	1.6	3.8	6.9	5.3	63.0	0.4	6.7	7.2	10.3	3.4	63	5184
Cathedral City/ Desert Hot Springs	49.7	13.5	-2.4	10.7	10.7	13.5	58.9	6.4	4.8	11.5	14.9	9.6	6	764
Rancho Mirage	57.6	-4.9	4.9	-0.2	-0.1	-4.8	65.4	-4.8	6.5	1.4	1.4	-4.8	7	1843
Palm Desert	57.9	-3.8	4.7	0.7	7.3	2.5	65.4	-2.9	5.2	2.2	10.2	4.8	15	2448
Indian Wells/ La Quinta	51.1	9.5	1.5	11.1	13.1	11.5	60.6	3.4	3.2	6.7	8.2	4.9	10	2614
Indio	48.3	3.7	-1.2	2.5	2.6	3.8	59.8	0.8	4.3	5.1	5.1	0.8	17	1308
Hotel Class														
Upper Resort	53.1	-1.3	4.0	2.6	2.6	-1.3	60.9	-1.1	5.7	4.5	4.5	-1.1	12	4850
Resort	57.3	4.5	-0.6	3.9	3.8	4.4	65.4	1.4	5.1	6.5	6.5	1.4	14	2845
Branded Select Service	53.4	4.5	1.5	6.0	6.1	4.5	63.8	0.2	5.2	5.4	6.0	0.8	43	4418

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

Greater Palm Springs information includes the various properties within the Coachella Valley

Greater Palm Springs

Local Industry STR Data for October 2018

October 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Oct 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	Oct 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	56.9	2.6	1.1	3.7	6.4	5.3	61.9	0.0	5.1	5.1	7.9	2.6	137	15094
Palm Springs	58.2	0.5	0.1	0.6	4.5	4.3	62.5	0.4	6.2	6.6	9.8	3.4	64	5222
Cathedral City/ Desert Hot Springs	49.9	6.3	3.1	9.6	9.6	6.3	58.0	6.4	4.7	11.4	14.5	9.3	6	764
Rancho Mirage	59.5	6.0	4.0	10.3	10.3	6.1	64.8	-3.9	6.2	2.1	2.1	-3.8	7	1843
Palm Desert	60.4	-0.5	2.3	1.7	8.4	6.0	64.8	-2.7	5.0	2.1	10.1	4.9	15	2448
Indian Wells/ La Quinta	54.3	2.8	2.4	5.2	7.1	4.6	59.9	3.3	3.1	6.5	8.1	4.8	10	2614
Indio	53.3	10.5	-3.7	6.5	6.6	10.6	59.1	1.6	3.5	5.2	5.3	1.6	17	1308
Hotel Class														
Upper Resort	55.5	0.7	3.8	4.5	4.5	0.7	60.4	-0.9	5.5	4.5	4.5	-0.9	12	4850
Resort	57.5	-1.2	-1.7	-2.9	-2.9	-1.3	64.6	1.1	4.5	5.6	5.6	1.1	14	2845
Branded Select Service	59.0	7.9	2.7	10.8	10.8	7.9	63.3	0.9	4.9	5.8	6.4	1.4	43	4418

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

Greater Palm Springs information includes the various properties within the Coachella Valley

Convention Sales & Services December 2018

Highlights

The convention sales team has been closing out final year bookings to reach its 2018 goals. Staff has generated 1,041 leads, up 11.5% as of the same time last year. The team is also up 7% on new leads and have produced 676 new leads for our hotel Partners since the start of 2018. We are also 23% up YOY on booked room nights, which is crucial to meet our aggressive room night goal.

IMEX America

Since we met in October, we attended the largest domestic group meetings show, IMEX America, Las Vegas. This year, we stood out at the show with our new booth – a midcentury modern “home” – which we shared with 10 partners. A record number of participants took part in this year’s event. The booth was a big hit, and we have more great ideas for next year’s show.

Key stats:

- 13,000 participants
- 6,000 attendees
- 3,300+ hosted buyers
- 200 CVB/Partner booth visits
- 72 set appointments
- 4 group presentations

The CVB's new convention booth debuted at the IMEX America show in Las Vegas in October.



MICE Meeting Planners Visit

Following IMEX, we hosted 10 Chinese (MICE) meeting planners co-sponsored by Brand USA. They visited the LA area first, and we hosted them for two days. The reaction to our destination was very positive: They were astonished at the product options we had for large groups and noted frequently on the beauty of the area as having the feel of an oasis. Many expressed interest in bringing meetings to our destination.



A group of Chinese meeting planners visited Greater Palm Springs in October.

Highlights

2018 Meetings Image & Awareness Study

Erin Francis-Cummings, President and CEO of Destination Analysts, presented the findings of our 2018 meeting planner image and awareness study to the DOSM's late October. From this study we are working on new strategic messaging and images that best sell the "Modern Meeting Oasis" message.

We are continuing to work with our 8 strategic intermediary partners to enhance and strengthen our brand identifying Greater Palm Springs as an exceptional destination to conduct meetings, events and conferences for our need periods.

Social Media: Meetings

In October, the CVB launched monthly planned content to expand brand awareness of Greater Palm Springs as a meetings destination, highlighting many exceptional assets and amenities. During this time, the meetings section of the CVB garnered **286,000 impressions** and **500+ clicks**.

This strategic, targeted messaging on Facebook, Instagram and LinkedIn designed to appeal to the meetings industry included ease of access to the destination, destination appeal, showcasing venues and experiences, and facts relevant to meetings planners and decision-makers to encourage them to consider and select Greater Palm Springs as a meetings destination.

Convention Planit

Our newest partner is Convention Planit, with a reach of 30,000 new planners and a lead generating website and marketing platform. We have invested marketing dollars that will include 25 of our meeting property partners at no cost to them. Plans are to have this launched at the first of the year.



New Joint Venture

We are doing a new joint venture with our friends at Discover the Palm Beaches Florida, sharing the common theme of the "Palms." In alignment with the CVB's health and wellness pillar, we have created client events focused around the health and wellness offerings prevalent in each destination. We will also co-host events in Chicago at Holiday Showcase and PCMA Annual Conference. Our goal is to have planners think about alternating meetings east coast, west coast at the "Palms." Eventually, we want to create a high-end site experience FAM for luxury planners.



Site Experience Program

Finally, our new Site Experience program is in full swing. The planners are thrilled with the new way we are conducting our site visits, and this is reflected in the attendees' survey results. We still have room to learn and grow, and our partners are seeing the importance of being fully prepared for each site. As we strengthen this program, it will pay dividends for future bookings to Greater Palm Springs.

**If you have any questions about Convention Sales,
please contact Mark Crabb, FCDME, Chief Sales Officer.**
mcrabb@gpscvb.com; 760-969-1304

**Convention Sales
Production
November 2018**

Convention Sales Production

TEAM	Nov-18	Nov-17	Variance	YTD 2018	YTD 2017	Variance	YTD Goal	Goal %
Leads	100	62	61%	1,041	934	11%	950	10%
Definite Room Nights	16,201	5,647	187%	191,420	155,064	23%	191,239	0%
Bookings	26	14	86%	301	280	8%	331	-9%

EIC	Nov-18	Nov-17	Variance	YTD 2018	YTD 2017	Variance
Business Sales	\$ 11,178,802	\$ 3,325,175	236%	\$ 121,814,989	\$ 100,773,518	20.9%
Jobs Supported	3,674	1,439	155%	45,919	32,361	42%
Local Taxes	\$ 549,213	\$ 184,946	197%	\$ 6,204,325	\$ 5,181,131	20%
Personal Income	\$ 4,028,882	\$ 1,159,755	247%	\$ 43,256,864	\$ 35,391,439	22%
Bed Taxes	\$ 406,638	\$ 139,457	192%	\$ 4,616,716	\$ 3,531,769	31%

LEGACY	Nov-18	YTD 2018
Definite Room Nights	0	24,206
Bookings	0	13

EIC	Nov-18	YTD 2018
Business Sales	\$ -	\$ 17,912,045
Jobs Supported	-	5,715
Local Taxes	\$ -	\$ 786,400
Personal Income	\$ -	\$ 6,110,679
Bed Taxes	\$ -	\$ 550,174

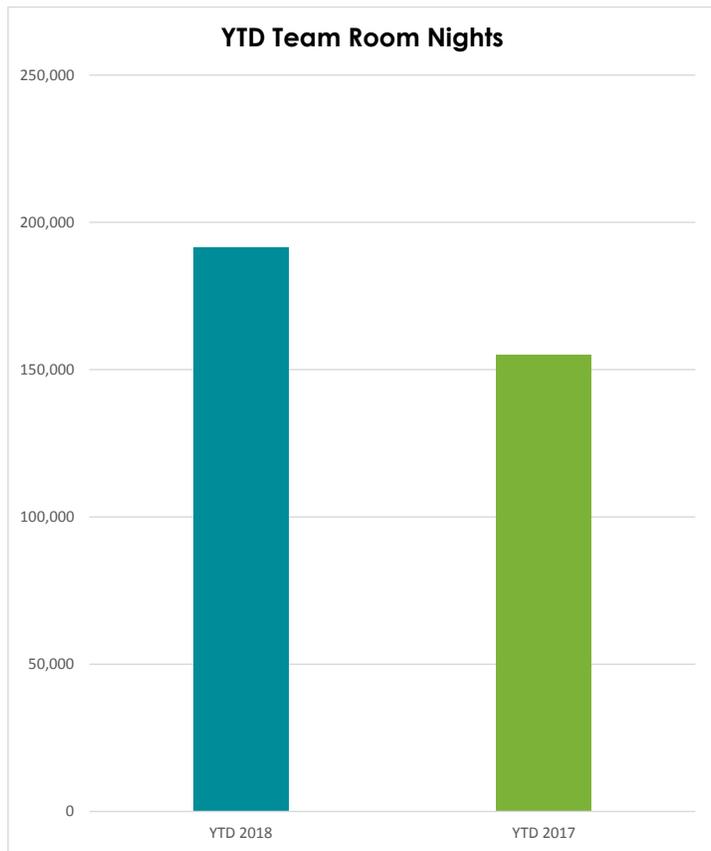
TOTAL	Nov-18	YTD 2018
Definite Room Nights	16,201	215,626
Bookings	26	314

EIC	Nov-18	YTD 2018
Business Sales	\$ 11,178,802	\$ 139,727,034
Jobs Supported	3,674	51,634
Local Taxes	\$ 549,213	\$ 6,990,725
Personal Income	\$ 4,028,882	\$ 49,367,542
Bed Taxes	\$ 406,638	\$ 5,166,890

Meetings Actualized (Includes Legacy)

	Nov-18	YTD 2018
Definite Room Nights	23,033	115,580
Bookings	30	191

EIC	Nov-18	YTD 2018
Business Sales	\$ 19,743,355	\$ 93,866,687
Jobs Supported	6,050	29,662
Local Taxes	\$ 1,021,851	\$ 5,187,035
Personal Income	\$ 6,881,571	\$ 32,865,984
Bed Taxes	\$ 552,834	\$ 2,933,278



Event Impact Calculator Key (EIC)

- *Business Sales* - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- *Jobs Supported* - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- *Local Taxes* - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other local taxes.
- *Personal Income* - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- *Bed Taxes* - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).

Convention Sales
 Booking Production Analysis
 November 2018

By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2018	1	4%	28	0%	14	0%	91	19,972
2019	15	58%	8,697	54%	2,463	35%	121	68,158
2020	6	23%	3,018	19%	2,210	31%	48	41,642
2021	2	8%	2,387	15%	870	12%	19	24,963
2022	1	4%	302	2%	800	11%	15	26,767
2023	0	0%	0	0%	0	0%	3	3,231
2024	1	4%	1,769	11%	700	10%	3	3,019
2025	0	0%	0	0%	0	0%	0	0
2026	0	0%	0	0%	0	0%	1	3,668
Total	26	100%	16,201	100%	7,057	100%	301	191,420

By Peak Room Nights (Team only)

Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
1-99	14	54%	1,408	9%	2,022	29%	140	16,628
100 - 200	4	15%	2,250	14%	1,035	15%	67	32,009
201-499	4	15%	3,279	20%	1,450	21%	65	68,758
500-999	4	15%	9,264	57%	2,550	36%	28	67,164
1000-1499	0	0%	0	0%	0	0%	1	6,861
1500+	0	0%	0	0%	0	0%	0	0
Total	26	100%	16,201	100%	7,057	100%	301	191,420

By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities, Food/Food Products	1	4%	1,171	7%	250	4%	14	15,372
Athletic/Sports	2	8%	53	0%	81	1%	11	5,103
Automotive	0	0%	0	0%	0	0%	1	1,704
Computer/Software	2	8%	194	1%	57	1%	7	3,942
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	1	1,830
Educational	0	0%	0	0%	0	0%	15	6,588
Entertainment	0	0%	0	0%	0	0%	2	2,726
Environmental	0	0%	0	0%	0	0%	3	5,260
Ethnic	0	0%	0	0%	0	0%	2	226
Film Crews	0	0%	0	0%	0	0%	1	58
Financial	2	8%	899	6%	344	5%	16	11,678
Franchise	0	0%	0	0%	0	0%	7	6,005
Government, Public Admin	1	4%	530	3%	135	2%	23	17,040
Health & Medical	2	8%	1,690	10%	750	11%	35	21,081
High Tech/Electric/Comp	3	12%	6,848	42%	2,150	30%	14	18,276
Hobby & Vocational	0	0%	0	0%	0	0%	3	2,267
Insurance	1	4%	92	1%	45	1%	8	2,102
Insurance Association	0	0%	0	0%	0	0%	1	495
Labor Union	1	4%	68	0%	20	0%	3	721
LGBT	0	0%	0	0%	0	0%	2	103
Manufacturing/Distribution	4	15%	2,778	17%	530	8%	26	12,046
Meetings, Convention, Tourism Industry Events	0	0%	0	0%	0	0%	4	799
Military Reunions	0	0%	0	0%	0	0%	1	439
Pharmaceuticals	0	0%	0	0%	0	0%	4	651
Real Estate	0	0%	0	0%	0	0%	4	8,354
Religious	1	4%	231	1%	400	6%	21	7,920
Scientific/Technical	2	8%	529	3%	1,600	23%	13	8,271
Social	0	0%	0	0%	0	0%	1	555
SPORTING EVENTS	1	4%	418	3%	450	6%	10	7,959
Third Party Planner	0	0%	0	0%	0	0%	3	771
Trade/Commercial/Bus	3	12%	700	4%	245	3%	40	18,855
Transportation	0	0%	0	0%	0	0%	5	2,223
Total	26	100%	16,201	100%	7,057	100%	301	191,420

Convention Sales
 Booking Production Analysis (Cont.)
 November 2018

By Key States/Countries (Team only)

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
California	11	42%	6,254	39%	2,523	36%	144	78,054
Colorado	0	0%	0	0%	0	0%	3	2,408
Connecticut	0	0%	0	0%	0	0%	1	1,342
District of Columbia	0	0%	0	0%	0	0%	12	14,440
Florida	0	0%	0	0%	0	0%	8	4,634
Georgia	0	0%	0	0%	0	0%	3	1,552
Idaho	0	0%	0	0%	0	0%	1	592
Illinois	0	0%	0	0%	0	0%	21	12,352
Indiana	1	4%	275	2%	100	1%	2	886
Kansas	0	0%	0	0%	0	0%	2	2,983
Kentucky	0	0%	0	0%	0	0%	2	3,245
Maryland	2	8%	529	3%	1,600	23%	14	10,825
Massachusetts	0	0%	0	0%	0	0%	2	3,890
Michigan	0	0%	0	0%	0	0%	1	1,524
Minnesota	2	8%	2,444	15%	414	6%	4	2,647
Missouri	0	0%	0	0%	0	0%	3	2,847
Nebraska	0	0%	0	0%	0	0%	1	256
Nevada	0	0%	0	0%	0	0%	1	3,115
New Hampshire	0	0%	0	0%	0	0%	1	186
New Jersey	0	0%	0	0%	0	0%	4	3,145
New Mexico	0	0%	0	0%	0	0%	1	530
New York	2	8%	919	6%	350	5%	11	7,798
North Carolina	1	4%	1,171	7%	250	4%	6	3,724
Ohio	0	0%	0	0%	0	0%	5	2,083
Oklahoma	0	0%	0	0%	0	0%	1	36
Oregon	1	4%	62	0%	45	1%	6	1,099
Pennsylvania	0	0%	0	0%	0	0%	4	2,328
South Carolina	0	0%	0	0%	0	0%	2	383
Tennessee	2	8%	3,538	22%	1,400	20%	5	7,600
Texas	0	0%	0	0%	0	0%	6	2,421
Utah	0	0%	0	0%	0	0%	3	1,338
Virginia	1	4%	810	5%	300	4%	2	1,073
Washington	1	4%	68	0%	20	0%	2	308
Wisconsin	1	4%	92	1%	45	1%	5	6,434
[Not Set/Not USA]	1	4%	39	0%	10	0%	12	3,342
Total	26	100%	16,201	100%	7,057	100%	301	191,420

PSCC Bookings (Includes Legacy)

Market Segment	November			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	4	5,989	2,905
Athletic/Recreation	0	0	0	2	3,443	17,500
Computer/Software	0	0	0	1	5,716	3,975
Educational	0	0	0	1	285	800
Environmental	0	0	0	1	2,424	1,200
Government	0	0	0	3	6,233	2,150
Health & Medical	0	0	0	1	3,005	1,200
Hobby & Vocational	0	0	0	1	1,480	500
Religious	0	0	0	1	355	80
Social	0	0	0	1	975	610
Transportation	0	0	0	1	887	500
Total	0	0	0	17	30,792	31,420

Convention Sales

Lost Business

November 2018

Top Ten Lost Lead Destinations (Ranked by YTD)

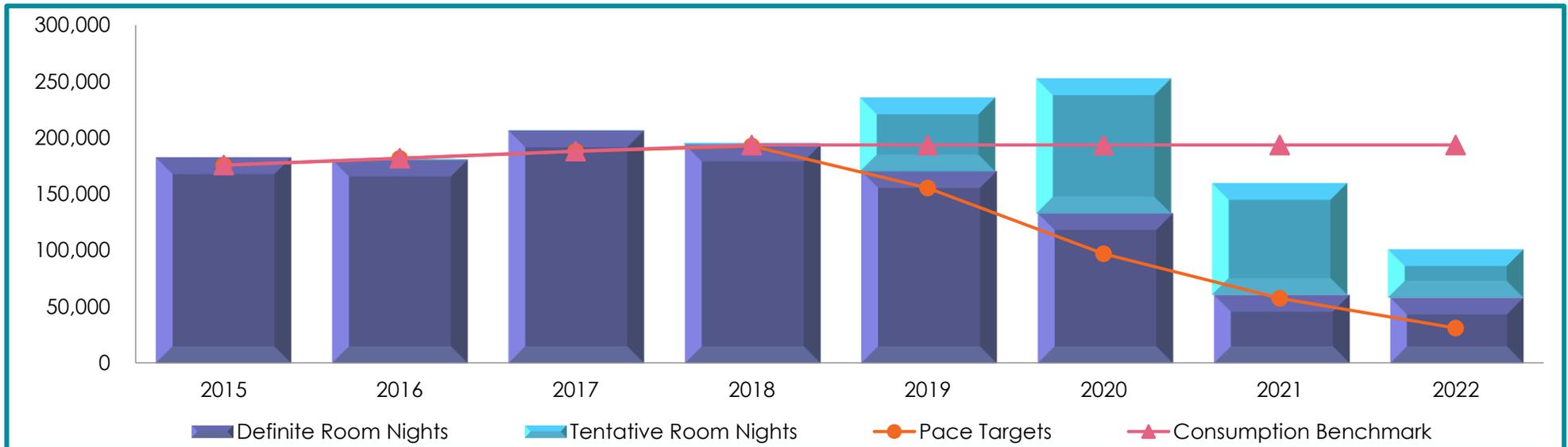
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	3	1069	68	45,230
2	Las Vegas	1	1,975	22	23,808
3	Sacramento	1	6,500	4	16,619
4	Phoenix	1	1,551	11	15,444
5	Scottsdale	0	0	20	15,029
6	Anaheim	0	0	8	13,634
7	New Orleans	0	0	9	12,838
8	Orlando	1	170	8	11,195
9	Dallas	1	130	10	10,664
10	Tucson	0	0	11	9,957

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	4	7,200	50	46,361
California	23	17,619	194	134,248
Colorado	0	0	7	10,841
Florida	4	4,397	31	25,772
Georgia	1	555	6	4,050
Hawaii	1	390	4	2,394
Idaho	0	0	1	572
Illinois	1	725	4	5,744
Louisiana	0	0	9	12,838
Maryland	0	0	1	3,827
Massachusetts	1	650	2	3,090
Minnesota	0	0	1	1,135
Montana	1	288	1	288
N/A	6	3,284	122	53,151
Nebraska	0	0	1	490
Nevada	5	6,360	31	39,198
New Mexico	2	1,730	7	3,842
New York	0	0	7	9,480
North Carolina	0	0	3	1,635
Oklahoma	0	0	1	743
Oregon	2	3,535	6	8,311
Out of Country	2	1,310	28	15,679
Pennsylvania	0	0	1	1,033
South Carolina	0	0	2	117
South Dakota	0	0	1	135
Tennessee	0	0	3	2,702
Texas	6	10,539	35	35,895
Unknown	33	30,399	218	258,902
Utah	0	0	2	638
Washington	0	0	1	2,565
Wisconsin	0	0	1	2,625
Wyoming	0	0	1	508
Total	92	88,981	782	688,809

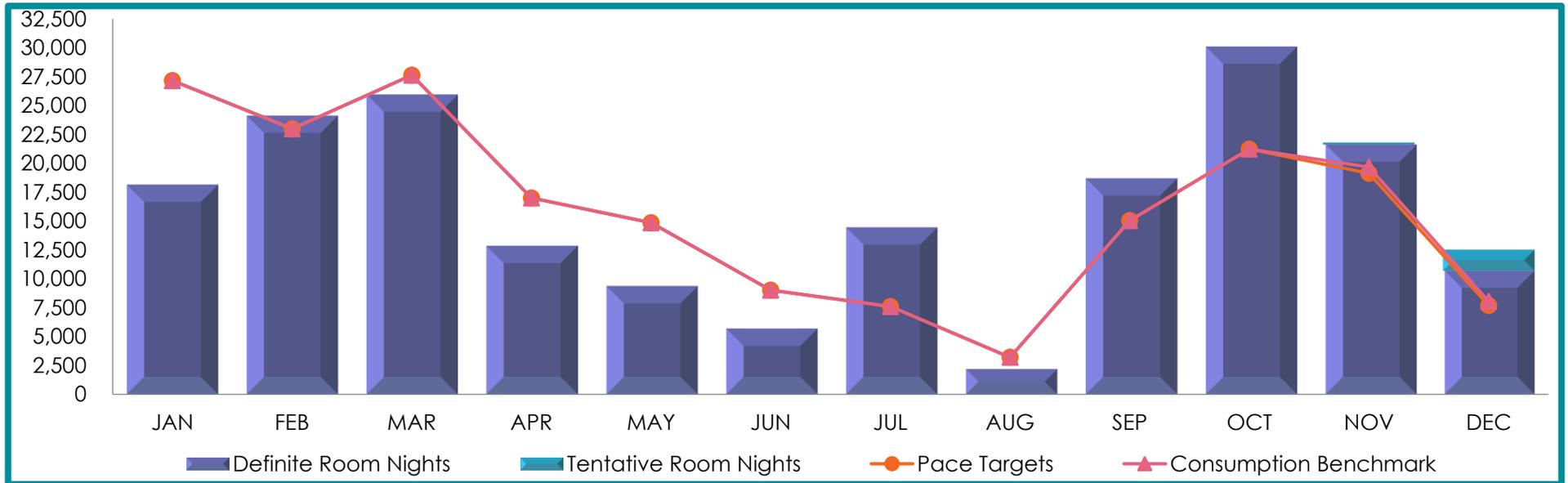
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Room Nights	182,294	180,156	206,054	193,387	170,156	132,829	60,612	57,926	1,183,414
Pace Targets	175,547	181,619	187,869	192,569	155,295	96,933	57,330	30,906	1,078,068
Variance	6,747	(1,463)	18,185	818	14,861	35,896	3,282	27,020	105,346
Consumption Benchmark	175,662	181,769	188,072	193,477	193,477	193,477	193,477	193,477	1,512,888
Pace Percentage	104%	99%	110%	100%	110%	137%	106%	187%	110%
Total Demand Room Nights	647,415	722,310	812,760	866,738	674,510	397,859	178,371	117,308	4,417,271
Lost Room Nights	465,121	542,154	606,706	673,351	504,354	265,030	117,759	59,382	3,233,857
Conversion Percentage	28%	25%	25%	22%	25%	33%	34%	49%	27%
Tentative Room Nights	0	1,000	50	2,011	65,514	119,626	99,242	43,244	330,687

Greater Palm Springs Events									
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Events	264	294	311	303	191	99	36	27	1,525
Pace Targets	277	288	291	297	175	79	37	17	1,461
Variance	(13)	6	20	6	16	20	(1)	10	64
Consumption Benchmark	278	289	292	302	302	302	302	302	2,369
Pace Percentage	95%	102%	107%	102%	109%	125%	97%	159%	104%
Total Demand Events	801	909	991	1042	628	268	99	53	4,791
Lost Events	537	615	680	739	437	169	63	26	3,266
Conversion Percentage	33%	32%	31%	29%	30%	37%	36%	51%	32%
Tentative Events	0	1	2	8	145	130	69	26	381



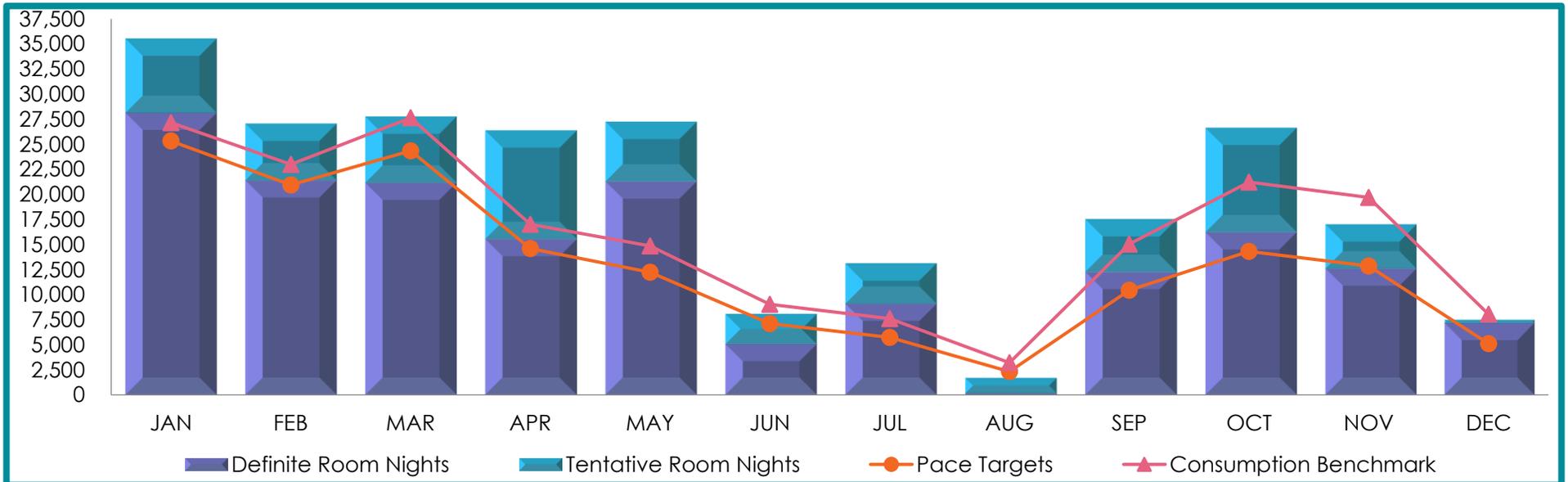
Greater Palm Springs 2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	18,110	24,063	25,901	12,813	9,344	5,674	14,412	2,167	18,647	30,034	21,564	10,658	193,387
Pace Targets	27,145	22,991	27,631	17,004	14,858	9,033	7,612	3,204	15,039	21,220	19,147	7,685	192,569
Variance	(9,035)	1,072	(1,730)	(4,191)	(5,514)	(3,359)	6,800	(1,037)	3,608	8,814	2,417	2,973	818
Consumption Benchmark	27,145	22,991	27,631	17,004	14,858	9,033	7,612	3,204	15,039	21,220	19,681	8,059	193,477
Pace Percentage	67%	105%	94%	75%	63%	63%	189%	68%	124%	142%	113%	139%	100%
Total Demand Room Nights	113,659	115,750	98,897	73,053	48,936	48,703	55,745	18,615	84,776	89,930	88,434	30,240	866,738
Lost Room Nights	95,549	91,687	72,996	60,240	39,592	43,029	41,333	16,448	66,129	59,896	66,870	19,582	673,351
Conversion Percentage	16%	21%	26%	18%	19%	12%	26%	12%	22%	33%	24%	35%	22%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	180	1,831	2,011

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	33	47	34	20	17	16	17	6	29	45	27	12	303
Pace Targets	42	41	32	25	24	17	13	9	24	37	23	10	297
Variance	(9)	6	2	(5)	(7)	(1)	4	(3)	5	8	4	2	6
Consumption Benchmark	42	41	32	25	24	17	13	9	24	37	26	12	302
Pace Percentage	79%	115%	106%	80%	71%	94%	131%	67%	121%	122%	117%	120%	102%
Total Demand Events	124	169	120	105	73	65	58	31	90	102	74	31	1,042
Lost Events	91	122	86	85	56	49	41	25	61	57	47	19	739
Conversion Percentage	27%	28%	28%	19%	23%	25%	29%	19%	32%	44%	36%	39%	29%
Tentative Events	0	0	0	0	0	0	0	0	0	0	2	6	8



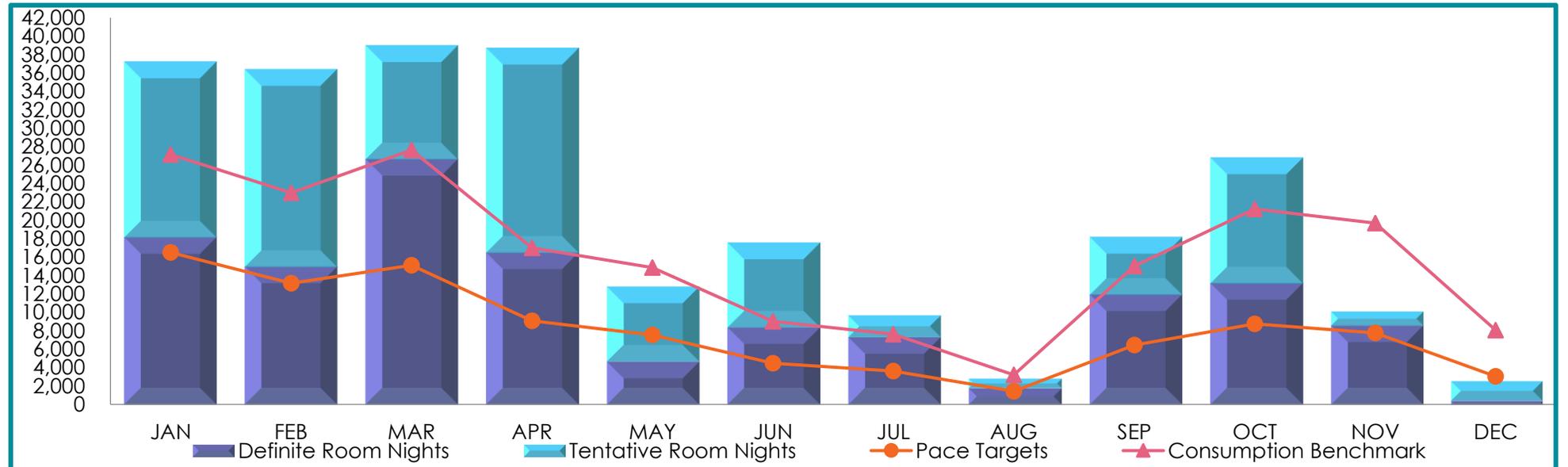
Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	28,084	21,381	21,157	15,565	21,272	5,072	9,105	200	12,274	16,238	12,618	7,190	170,156
Pace Targets	25,317	20,933	24,349	14,591	12,239	7,118	5,744	2,322	10,430	14,306	12,846	5,100	155,295
Variance	2,767	448	(3,192)	974	9,033	(2,046)	3,361	(2,122)	1,844	1,932	(228)	2,090	14,861
Consumption Benchmark	27,145	22,991	27,631	17,004	14,858	9,033	7,612	3,204	15,039	21,220	19,681	8,059	193,477
Pace Percentage	111%	102%	87%	107%	174%	71%	159%	9%	118%	114%	98%	141%	110%
Total Demand Room Nights	85,852	108,694	71,913	77,023	58,945	25,294	47,386	6,737	53,956	57,330	70,044	11,336	674,510
Lost Room Nights	57,768	87,313	50,756	61,458	37,673	20,222	38,281	6,537	41,682	41,092	57,426	4,146	504,354
Conversion Percentage	33%	20%	29%	20%	36%	20%	19%	3%	23%	28%	18%	63%	25%
Tentative Room Nights	7,417	5,659	6,583	10,809	5,960	3,045	4,060	1,539	5,291	10,397	4,416	338	65,514

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	34	29	25	20	25	9	9	1	11	13	9	6	191
Pace Targets	33	30	22	16	15	9	7	4	10	15	10	4	175
Variance	1	(1)	3	4	10	0	2	(3)	1	(2)	(1)	2	16
Consumption Benchmark	42	41	32	25	24	17	13	9	24	37	26	12	302
Pace Percentage	103%	97%	114%	125%	167%	100%	129%	25%	110%	87%	90%	150%	109%
Total Demand Events	101	119	71	68	56	33	37	6	43	51	32	11	628
Lost Events	67	90	46	48	31	24	28	5	32	38	23	5	437
Conversion Percentage	34%	24%	35%	29%	45%	27%	24%	17%	26%	25%	28%	55%	30%
Tentative Events	24	22	21	12	11	5	7	4	17	12	8	2	145



Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	18,185	15,000	26,626	16,524	4,689	8,417	7,348	1,792	11,997	13,227	8,624	400	132,829
Pace Targets	16,502	13,171	15,109	9,072	7,541	4,468	3,624	1,430	6,451	8,755	7,770	3,040	96,933
Variance	1,683	1,829	11,517	7,452	(2,852)	3,949	3,724	362	5,546	4,472	854	(2,640)	35,896
Consumption Benchmark	27,145	22,991	27,631	17,004	14,858	9,033	7,612	3,204	15,039	21,220	19,681	8,059	193,477
Pace Percentage	110%	114%	176%	182%	62%	188%	203%	125%	186%	151%	111%	13%	137%
Total Demand Room Nights	55,357	57,274	52,503	38,816	22,005	21,980	17,789	7,452	26,594	68,095	27,659	2,335	397,859
Lost Room Nights	37,172	42,274	25,877	22,292	17,316	13,563	10,441	5,660	14,597	54,868	19,035	1,935	265,030
Conversion Percentage	33%	26%	51%	43%	21%	38%	41%	24%	45%	19%	31%	17%	33%
Tentative Room Nights	19,068	21,419	12,383	22,196	8,227	9,277	2,405	1,030	6,292	13,638	1,551	2,140	119,626

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	18	12	13	11	5	5	3	2	9	14	6	1	99
Pace Targets	15	13	10	7	6	4	3	2	5	7	5	2	79
Variance	3	(1)	3	4	(1)	1	0	0	4	7	1	(1)	20
Consumption Benchmark	42	41	32	25	24	17	13	9	24	37	26	12	302
Pace Percentage	120%	92%	130%	157%	83%	125%	100%	100%	180%	200%	120%	50%	125%
Total Demand Events	43	44	37	26	18	14	10	5	21	36	12	2	268
Lost Events	25	32	24	15	13	9	7	3	12	22	6	1	169
Conversion Percentage	42%	27%	35%	42%	28%	36%	30%	40%	43%	39%	50%	50%	37%
Tentative Events	23	17	19	20	13	9	4	2	8	10	4	1	130



Destination Services December 2018

Highlights

Summary (September-November)

The Destination Services team planned and organized 19 programs encompassing 37 events and activities including 1 FAM, 3 trade shows, 4 conference sponsorships, 27 client events and 2 CVB events.

- Fulfilled 35 Convention Sales client requests resulting in 396 CVB Partner referrals.
- Assisted a total of 35 Convention Sales clients with their service requests/fulfillments.
- Organized 39 site visits representing 35,904 room nights and 17,239 attendees.

September - November

Destination Services hired a Destination Services Manager, Kahlia Gainey. Kahlia comes to us from Agua Caliente Resort Spa Casino, where she was a Senior Event Manager for 5 years. Kahlia will be assisting with event planning for the company.

Large events that were executed by the department include:

- Association of LGBTQ Journalists National Convention, September 6
- Destinations International Membership Summit Sponsorship, September 21-24
- Brand Week Conference Sponsorship, September 23-25
- IMEX America, October 16-18
- American Film Market Trade Show, October 31 – November 7
- LGBT Pride Parade, November 4
- Strategic Site Selection FAM, November 7-10

December – February

The Department projects the following program management:

- Total of 16 programs encompassing 22 events.
- December-February sites currently have 5 pending.
- Most site visits schedule 2-3 weeks in advance.

Note: Most site visits and FAMs book relatively short term, so the above numbers will increase in the coming months.



Destination Services assisted with this wine dinner for meeting planners in PA on 11/08/18.



**If you have any questions about Destination Services, contact
Jill Philbrook, Director of Destination Services.**

jphilbrook@gpscvb.com

Partnership December 2018

Highlights

Partnership Highlights

The Partnership department played an integral role promoting awareness among local health and wellness businesses to support the CVB's **Live Your Wellest** campaign. The team presented program details and opportunities at the Palm Springs Mainstreet Meeting, Rancho Mirage Business Breakfast, Palm Desert Business Breakfast and other industry meetings and events. The CVB team collected **92 "Wellest" offers** and added **88 new health-and-wellness listings** to our website.

Partnership is delighted to welcome eight new Partners:

- Babe's Bar-B-Que & Brewery
- The Body Deli
- Eventscape International
- Fairfield Inn & Suites Palm Desert
- Fairway Vacation Rentals
- GR8 ESTATES Luxury Vacation Rentals
- Harvest Kitchen
- SoCalGas

During this time period, the CVB also processed: **3 Partnership upgrades, 39 Partnership renewals** and **529 Partner referrals**.

The CVB Partnership team also hosted the following events:

9/18	CVB & Rancho Mirage Chamber Joint Mixer - Acqua California Bistro	Rancho Mirage	131 attended
9/25	ADA Compliance Bootcamp at ARRIVE	Palm Springs	32 attended
9/27	CVB Meet & See - The Spa at Westin Mission Hills Golf Resort & Spa	Rancho Mirage	96 attended
10/25	CVB & GPSWA Joint Mixer - Old Polo Estate	Coachella	159 attended
11/6	CVB Meet & See - Indian Wells Golf Resort "Shots in the Night"	Indian Wells	116 attended



Attendees enjoy a joint mixer at the Old Polo Estate.

The Partnership team attended the following community events:

Cathedral City

- Flip the Switch Unveiling of Mary Pickford Theatre Advance Energy System
- DBA Mixer / The Roost Lounge
- DBA Mixer / Runway Restaurant

Coachella

- Coachella State of the City and Business Awards / Spotlight 29 Casino

Indian Wells

- Greater Palm Springs Wedding Association Mixer / Renaissance Indian Wells Resort & Spa
- United Way - Heroes United Lunch / Hyatt Regency Indian Wells Resort & Spa
- "Shots in the Night" pre-opening party / Indian Wells Golf Resort
- FIND Food Bank Giving Society Breakfast

Indio

- GCVCC - Indio State of the City Luncheon / Fantasy Springs Resort Casino
- GCVCC "Taste of Indio" / Jackalope Ranch
- Desert Adventures Hospitality Open House at Metate Ranch

La Quinta

- GCVCC - La Quinta State of the City Luncheon/ Embassy Suites La Quinta

Palm Desert

- Quarterly Legislative Luncheon / Classic Club Golf course
- Palm Desert Area Chamber Young Professionals Networking Mixer / Embassy Suites Palm Desert
- Palm Desert Area Chamber Mixer / Kaiser Grille Palm Desert
- Wedding Warriors Mixer / AC3 Restaurant & Bar
- Peace Officer & Public Safety Luncheon / JW Marriott Desert Springs Resort & Spa
- PDACC Mixer / Luna Grill
- PDACC Annual Golf Cart Parade / El Paseo
- Living Desert ribbon cutting for the park entrance / The Living Desert
- GPSWA Mixer / Libation Room
- Living Desert Gala Kick-off Event / Cambria on Cook
- Palm Springs Chamber Mixer / Palm Springs Aerial Tramway
- Palm Springs State of the City Luncheon / Palm Springs Convention Center
- Show Me Palm Springs / Palm Springs Convention Center
- PSL and CVB Visitor Guide wrap-up party / Eight4Nine Restaurant & Bar
- PS Bureau of Tourism's Best of the Best Golden Palm Awards / PS Convention Center
- SBEMP Business Awards / Colony 29
- Season Opening Party with Lulu's Catering & Events / Palm Springs Air Museum
- Palm Springs Chamber Business Expo & Taste of Palm Springs / Colony 29
- PSHA Luncheon / Hilton Palm Springs
- PS Chamber Ribbon Cuttings / Peepa's Palm Springs & Big Wheel Tours
- Palm Springs Chamber Mixer / Monkey Tree Hotel
- Trio's 9th Anniversary Celebration
- Cabbie Appreciation Lunch with PSL / Ground Transportation Center at PSP
- Wedding Warriors Mixer / Colony Palms Hotel

Partnership December 2018

Highlights

- CVEP Economic Summit / Palm Springs Convention Center
- Palm Springs Chamber ribbon cutting / ruda 120
- Friends of the Desert Mountains Evening under the Desert Stars / Smoke Tree Ranch
- PSHA Luncheon / Riviera Palm Springs
- Celebrity Tours Open House event
- Palm Springs Chamber Athena Awards / Renaissance Palm Springs

Rancho Mirage

- All Valley Mayor and Tribal Leader Luncheon / Agua Caliente Casino Resort Spa
- PDACC Business Breakfast / Pirch
- Babe's BBQ arrival of Ol' Don statue / Babe's Bar-B-Que & Brewhouse
- Palm Springs Life's Concierge of the Year Event / Acqua California Bistro
- PSWIFT Awards luncheon / Agua Caliente Casino Resort Spa
- Babe's Bar-B-Que Brewmaster Dinner
- Rancho Mirage Chamber Mixer / Land Rover Dealership
- The Ritz-Carlton Rancho Mirage Tree Lighting event

Sky Valley

- The Well - A Venue Launch Party

Thousand Palms

- Bright Event Rentals open house

Riverside County

- State of Riverside County Breakfast / Pechanga Casino

**For more information about Partnership,
contact Davis Meyer, Partnership Manager.**
dmeyer@gpscvc.com; 760-969-1360

Tourism Ambassador Program

The Greater Palm Springs Certified Tourism Ambassador (CTA) Program continues to ramp up. CTA curriculum is in the final stages of editing. The initial field testing, facilitator training and program launch will take place in the first quarter of 2019. Our program goal is to train 500 CTAs in our first year.

CTA DESTINATIONS

Destinations Committed to the Visitor Experience.
Over 17,000 CTAs & Growing!



**For more information about the CVB CTA program,
contact Donna Sturgeon, CTA Manager.**
dsturgeon@gpscvc.com; 760-969-1344

Travel Industry Sales

Market Activity

December 2018

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	594	9323	7,500	124%
New Business Development	1	48	40	120%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	3	15	22	Organized in-market campaign, event or experience enabling the Greater Palm Springs CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	5	38	28	Coordinated marketing and/or social media campaigns with the travel trade, including OTAs promoting the destination.
Trade Shows Sales Missions	3	39	50	Attended events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	2	46		Organized and hosted FAMS, sites and client meetings in the destination.
Webinars, Trainings & Workshops	4	53		Conducted presentations at call centers, live webinars or hosted workshops that included multiple sessions of trainings and PowerPoint.
Total	17	191	100	

November	TIS Activities & Programs	Market	Description/Results from Sales Activity
October 28- November 1, 2018	Air Canada FAM	Canada	To create further awareness, the Greater Palm Springs CVB, Palm Springs Bureau of Tourism, Visit California and Air Canada collaborated on a familiarization trip for five travel advisors and one Air Canada representative. <u>Partner participation</u> included Sands Hotel & Spa, Shields Date Garden, The Living Desert Zoo & Gardens, Hyatt Regency Indian Wells Resort & Spa, Cardiff Transportation, Big Blue Air, Avalon Hotel and Bungalows, Escape Room Palm Springs, DoubleTree by Hilton Golf Resort, PS Underground, and The Ritz-Carlton, Rancho Mirage.

Travel Industry Sales

Market Activity

December 2018

November 2-3, 2018	Voyageurs du Monde Site Visit	France	The CVB hosted Luis Recinos from Voyageurs du Monde, an upscale tour operator based in France. The destination visit was designed to increase online product for GPS. <u>Partner participation</u> : Sands Hotel & Spa.
November 4-7, 2018	World Travel Market – London	United Kingdom	The CVB attended World Travel Market (WTM) in London, a business-to-business forum with more than 50,000 industry professionals from 150 countries in attendance. The CVB joined Visit California's booth and conducted 15 pre-scheduled appointments with product managers from the United Kingdom. Client reach: 25.
November 8-9, 2018	VC Germany Sales Mission	Germany	To maximize efficiency and ROI while in Europe for WTM, the CVB also attended Visit California's Germany Sales Days. This opportunity provided valuable one-on-one trade appointments and the platform to host product development training for key selling travel agents and certified California STARS. Client reach: 111.
November 9, 2018	Club California – Hangzhou	China	Club California China (similar to Club California Japan) is an interactive educational forum designed to motivate Chinese tour operators to develop California tour product that includes featured destinations at this event. Presentations showcased Greater Palm Springs, and the CVB will work directly with the eight tour operators for inclusion in their itineraries.
November 12-16, 2018	CVB New York Sales Mission	USA	Greater Palm Springs CVB conducted sales calls, product trainings and client events throughout New York. This mission included agency visits during the day and three client evening events. Events were held at Taste Buds Kitchen, Avra Estiatorio and a reception at Hyatt Centric Times Square. <u>Partner participation</u> : Hyatt Regency Indian Wells, La Quinta Resort & Club, and Sands Hotel & Spa. Client reach: 144.

Travel Industry Sales

Market Activity

December 2018

November 15, 2018	Club California – Osaka	Japan	Club California is an interactive educational forum designed to engage and motivate Japanese tour operators to develop California tour product in new ways and educate front-line travel agents on California. This second event was held in Osaka and included an afternoon seminar/learning. A total of 80 product managers attended.
November 15, 2018	Thomas Cook Training	United Kingdom	The CVB's United Kingdom office conducted destination training at Thomas Cook's UK head office in Peterborough. The training experience took place in a trade fair format, with small groups of Thomas Cook staff moving around the individual destination stands to ask questions and engage in specific training sessions centered on Greater Palm Springs. Client reach: 35.
November 30, 2018	Black Diamond Training and Sales Calls-United Kingdom	United Kingdom	The CVB's United Kingdom office hosted meetings and trainings with 73 managers from Flight Centre, Abercrombie & Kent, American Holidays, British Airways Holidays, USAirtours and Wexas Travel. The UK office also attended two Thanksgiving events for Virgin Holidays and Brand USA. Discussions included updates on the destination and marketing.
November, 2018	TravelEdge – Marketing	Consortia	The company published a dedicated feature in its December newsletter focusing on new product, upcoming signature events, health and wellness, outdoor adventure, and Travel Professional Appreciation Month (each October).
November, 2018	Visit USA France – Marketing	France	The CVB will have a one-page dedicated ad in the 2019 Visit USA France official Tourism Guide to the USA. In January 2019, 15,000 brochures will be published and distributed to the trade during IFTM Top Resa, workshops and training days in travel agencies, as well as to consumers and travel fairs.
November, 2018	British Airways Holidays – Marketing	UK	In Q1 2019, British Airways Holidays will promote Greater Palm Springs with concurrent promotions utilizing the <i>Daily Telegraph</i> . Itineraries featuring Greater Palm Springs will also be included in the <i>Daily Telegraph</i> 's online hub promoting travel across California.

Travel Industry Sales

Market Activity

December 2018

<p>November, 2018</p>	<p>Signature Travel Network – Marketing</p>	<p>Consortia</p>	<p>There will be a dedicated feature in December newsletter focusing on new product, upcoming signature events, health & wellness, outdoor adventure and Travel Professional Appreciation Month (each October).</p>
<p>November, 2018</p>	<p>Virtuoso – Marketing</p>	<p>Consortia</p>	<p>There will be a dedicated one-page ad in Winter edition of <i>Virtuoso Life</i>.</p>
<p>November, 2018</p>	<p>Explorer Frenreisen GmbH – New Business Development</p>	<p>Germany</p>	<p>As a result of the FAM hosted in Greater Palm Springs this past April, Explorer Fernreisen has added the Ace Hotel to their current portfolio to promote in the German speaking markets. The Ace Hotel hosted the group for breakfast and hotel tour during their visit.</p>



Visit CA Booth Featuring LQ Resort
Top Resa Travel Trade Show
Paris, France, September 2018



Travel Industry Sales Mission to New York
November 2018

For more information, contact:
Gary Orfield, Director of Travel Industry Sales
gorfield@gpscvb.com

Highlights

The CVB's national marketing efforts launched this season, targeting PSP feeder markets including Seattle, Portland, Chicago, Minneapolis, New York, Denver, Dallas, Atlanta, Boston and Canada (Vancouver, Calgary, Edmonton, Toronto and Winnipeg). The year round "getaway" markets are also targeted and include Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco. The fall national campaign includes print, billboard, digital and television.

The CVB's Fall Television co-op launched in September and features BMW Performance Center, Desert Classic, City of La Quinta, Hotel Paseo and Palm Springs Bureau of Tourism.

For the months of September through November, the CVB's destination marketing efforts have garnered over **7.49 billion television impressions, 689,176 television spots, 2.9 million digital impressions** and **125,231,731 out-of-home impressions**.

Fall TV Co-Op

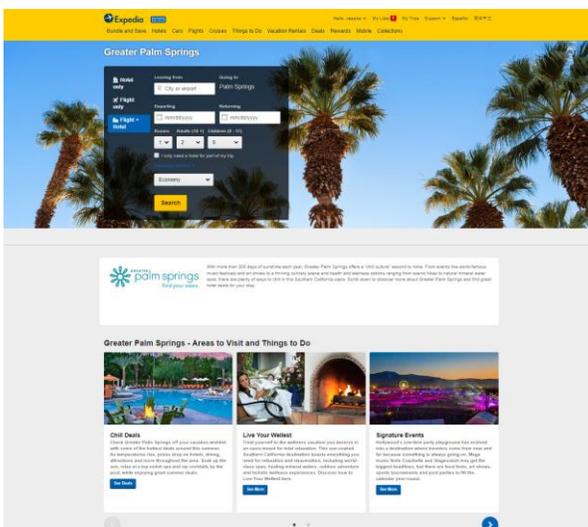
The Fall TV co-op launched in September and continues through December. Co-op partners include BMW Performance Center, Desert Classic, City of La Quinta, Hotel Paseo and Palm Springs Bureau of Tourism. The campaign included custom Partner commercials that air on KTLA in Los Angeles and Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco. As added value, Partners also receive exposure on WGN in Chicago.

Through November, participating partners have received a combined 1.1 impressions on cable television in San Diego, Los Angeles, Las Vegas, Phoenix and San Francisco. In addition, 1.18 billion impressions were generated on KTLA. As added value, 391 million impressions were received by Partners on WGN in Chicago. This accounts for a total of 2.69 billion impressions delivered and 32,870 Partner spots aired for the period.

Fall Digital

The CVB's Fall digital efforts include Locale, SpaFinder, Travelzoo, TripAdvisor and Expedia. Digital media during this time-period generated **2.9 million impressions**.

A digital campaign with **Expedia, Inc.** promoted the Greater Palm Springs destination landing page featuring Partner hotel deals. For the months of September through November, this campaign has delivered **2.1 million impressions** on Expedia partner websites, such as Expedia, Orbitz, Travelocity, Cheap Tickets, and Hotels.com.



An Expedia Destination Landing Page.

Marketing & Communications December 2018

Advertising Highlights

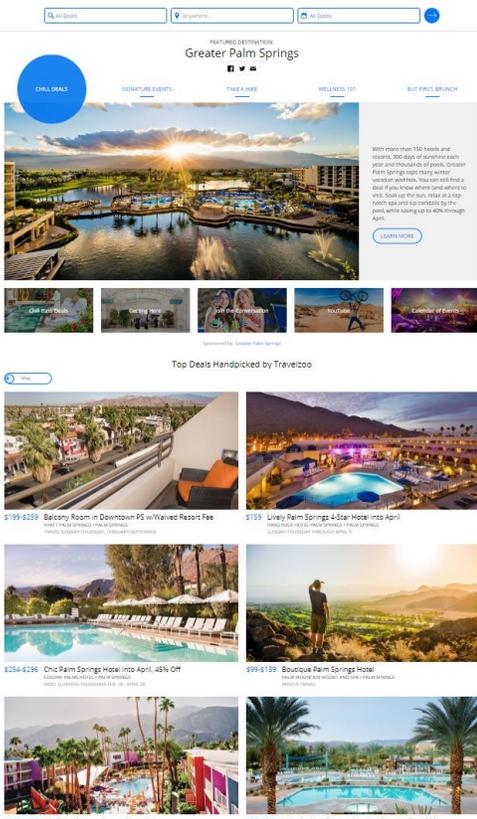
Advertising on **TripAdvisor.com** generated **1,293,906 impressions** for the months of September through November. Mobile Banner Ads on TripAdvisor contributed to 381,314 impressions. Native Video produced 24,073 plays on TripAdvisor with a .21% click through rate.



Far left: TripAdvisor Native Video.

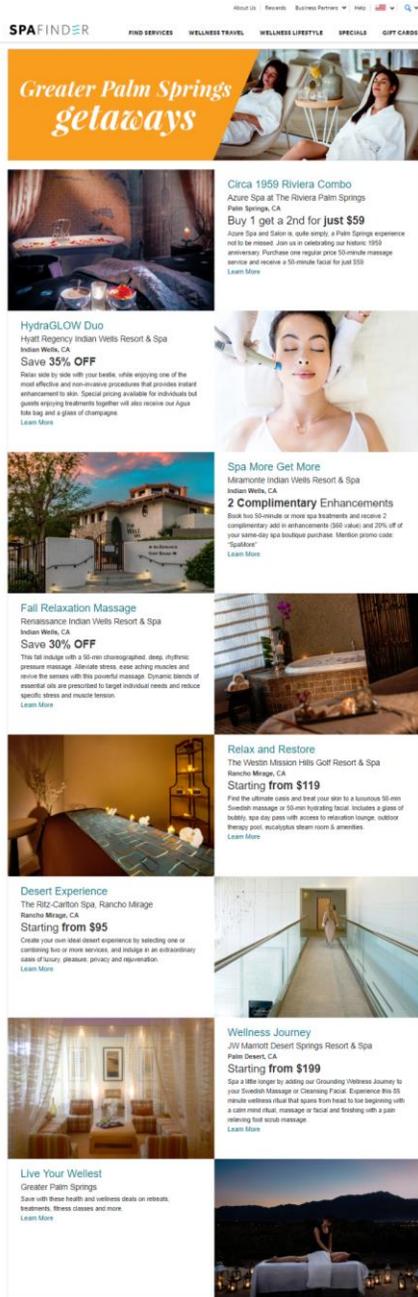
Left: An example of a TripAdvisor mobile banner.

For the months of September through November, advertising with **Travelzoo** generated **22,642,489 impressions**. The GPS destination landing page featured 10 Partner offers including JW Marriott, Westin Mission Hills, Miramonte, Renaissance Esmeralda, Saguaro, Doubletree by Hilton, Social Cycle, Colony Palms Palm Springs, Hotel Paseo and Desert Adventures. For this period, the campaign has generated 14,278 clicks to the GPS website and 18,372 clicks to GPS Partner deals pages.



A Travelzoo Destination Landing Page.

In September the CVB launched a campaign with **SpaFinder** in conjunction with the Wellest campaign. Advertising included Geo-targeted banner advertising, 'Book Now' links on all Partner pages, a custom landing page featuring all partners, custom content, email blasts and social posts. Advertising with SpaFinder generated **1,448,000 impressions** during the campaign period, September through November. The destination landing page featured eight Partner offers including Azure Spa at The Riviera Palm Springs, Hyatt Regency Indian Wells Resort & Spa, Miramonte Indian Wells Resort & Spa, Renaissance Indian Wells Resort & Spa, Westin Mission Hills Resort & Spa, The Ritz Carlton Spa, Rancho Mirage and JW Marriott Desert Springs Resort & Spa.



A SpaFinder Destination Landing Page.

Meetings Campaign

During the fall season, the CVB also targeted meeting professionals with the objective of motivating group business in Greater Palm Springs. Tactics include reaching third-party planning agencies, industry associations and networks, and targeting national meetings publications and digital. Specific media includes CVENT, CalSAE, MPI, Meetings Today, Smart Meetings, Successful Meetings, Meetings & Conventions and Incentive. For the months of September through November, the destination delivered 978,397 impressions to meeting professionals.

Orange County, CA Meeting Planning Overview
Welcome to the Cvent meeting and event planning guide to Orange County, a guide for meeting professionals. Less than two hours away from Los Angeles and San Diego, Orange County has plenty to offer when it comes to conventions and events. With world-famous attractions, the largest convention center on the West Coast, spectacular weather, and an unparalleled reputation as a family-friendly locale, Orange County is home to distinct regions and vibrant neighborhoods.

Left: A CVENT Competitive Ad. Below, left to right: An October IMEX Supplement; a November advertorial in Successful Meetings; and an October print ad in Meetings & Conventions. Bottom: Digital advertising in Meetings Today.

Greater Palm Springs
Your Modern Meeting Oasis
With more than 300 days of sunshine, 100-plus golf courses and 100+ miles of coastline, Greater Palm Springs (GPS) presents a healthy backdrop for meetings and events. Within one distinctive resort area, planners have access to 14,000-plus rooms in luxury resorts, trendy hotels and extensive business centers—making the area an ideal place to host your next meeting.

Greater Palm Springs
With nine cities in one beautiful oasis, Greater Palm Springs is rich in visitor experiences and inspirational meetings.
P Lanning a meeting or conference in Greater Palm Springs just became more than one. Thanks to increased air flight options with existing non-stop service and larger periods of service, your meeting attendees have more options. To meet the ever-increasing demands of the business traveler, Greater Palm Springs (GPS) offers 11 million flying options per year from 21 destinations. Adding to the ease of getting here, there are also over 100 cities worldwide that connect to GPS. Plus, GPS' strategic placement as one of the nation's Palm Springs International Airport was named one of the "Top 10 Most Stress-Free Airports in America" by Smart Traveler.

Live your wellness. Even on workdays.
The world's healthiest and most vibrant program creates our vibrant and beautiful place, but we're not just about the sun and sand. We're about the people who live here. And we're about the people who visit here. We're about the people who are simply finding a possible haven or recharge in the light and sun. Meet with us, relax with us, and live your wellness.

Meeting Today website screenshot showing navigation tabs (People, Places, News, Events, Topics, Magazines, Blog, Webinars, Videos, Podcast, Books) and a featured article titled 'Outdoor Meeting Oasis' with a 'Learn More' button.

For more information, please contact: Colleen Pace, Chief Marketing Officer. cpace@gpscvb.com; 760-969-1347

Marketing & Communications December 2018

Website Highlights

CVB Website at VisitGreaterPalmSprings.com



WELCOME TO GREATER PALM SPRINGS, CA

With nine cities in one beautiful oasis, Greater Palm Springs is rich in visitor experiences, from outdoor adventure, shopping, and art to world-class events like Coachella Valley Music & Arts Festival and Modernism Week. Whether you spend a sun-soaked afternoon by the pool, play a round of golf or soak in healing mineral water, this Southern California destination knows how to chill.

BOOK YOUR TRIP

HOTELS		AIR			ACTIVITIES	
Location	Check In	Check Out	Rooms	Adults	Kids	
Greater Palm Springs	09/10/2018	09/11/2018	1	1	0	SEARCH

The CVB has recently teamed up with **aRes Travel** to offer **online booking on the CVB website for accommodations, air travel and activities**. This takes the user experience to an entirely new level of convenience, as CVB website visitors are now able to book their next visit while browsing the site for vacation inspiration. For the months of September through November, the CVB has generated **\$8,132.37 in revenue** for a total of **57 room nights** for our hotel partners.

The CVB's website is in Phase 1 of 3 of the certification process of enhancing optimal accessibility and usability for all users. AudioEye certifies that the Greater Palm Springs Convention & Visitors Bureau website is being enhanced and optimized to conform with the informative guidance provided by WCAG 2.0 Level AA Success Criteria.



Organic Traffic

Organic website traffic continues to grow year over year compared to 2017.

KPI	YoY Change
Users	94%
Sessions	97%
Pages/session	-22%
Bounce Rate	-29%



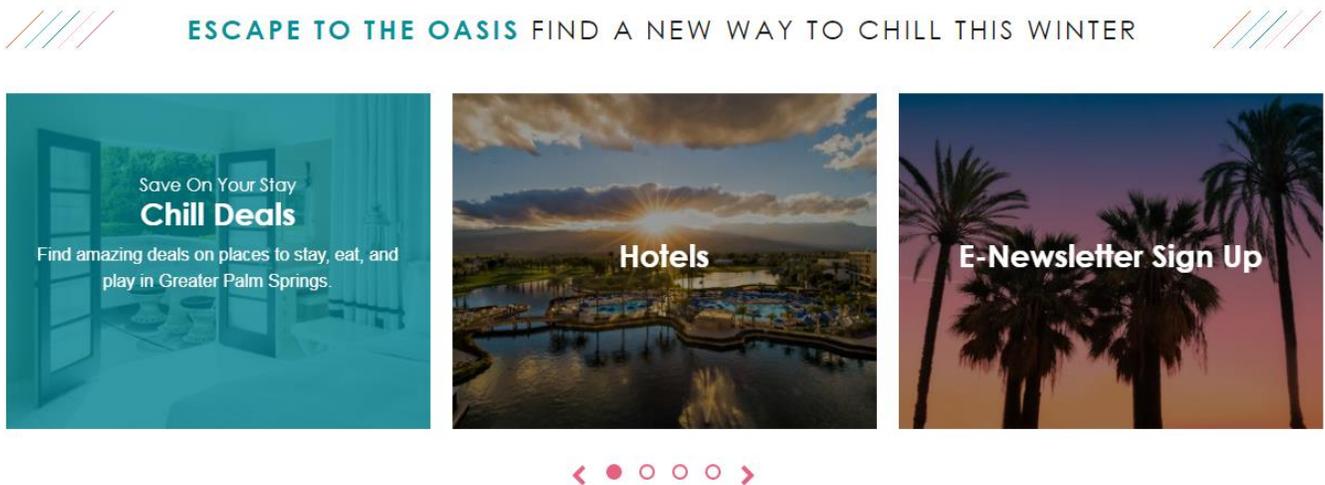
The CVB has been able to track its influence on visitor spending through **Adara, a premier travel data co-op** that offers people-based insights for travel companies. By placing pixels, the CVB can see if CVB digital ad viewers and CVB website visitors booked accommodation and/or airfare to the destination within a 60-day window.

With the first month of pixels implemented in September on TravelZoo, TripAdvisor, Google and Bing ads, and on the CVB website, the first 60-day window closed November 30. An analysis of the first month's results reveal that the digital media impact of September influenced 1,500+ booked hotel rooms, as well as 670+ booked flights to Greater Palm Springs totaling approximately \$850,000+ of hotel revenue generated.

For the month of September, the CVB's website impact influenced 500+ booked hotel rooms and 380+ booked flights, totaling approximately \$320,000+ of hotel revenue generated.

The CVB will continue to utilize Adara to see which communications platforms achieve the highest impact and the largest influence.

Nonstop Air Service Campaign



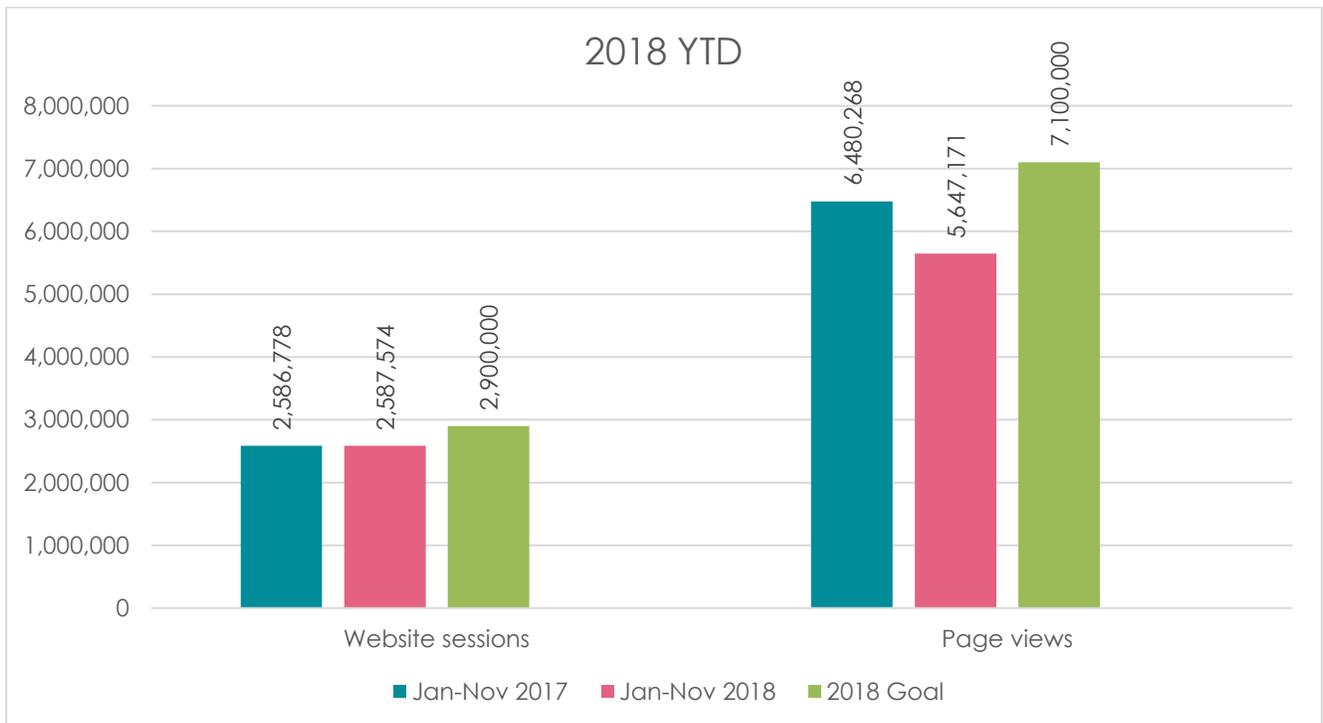
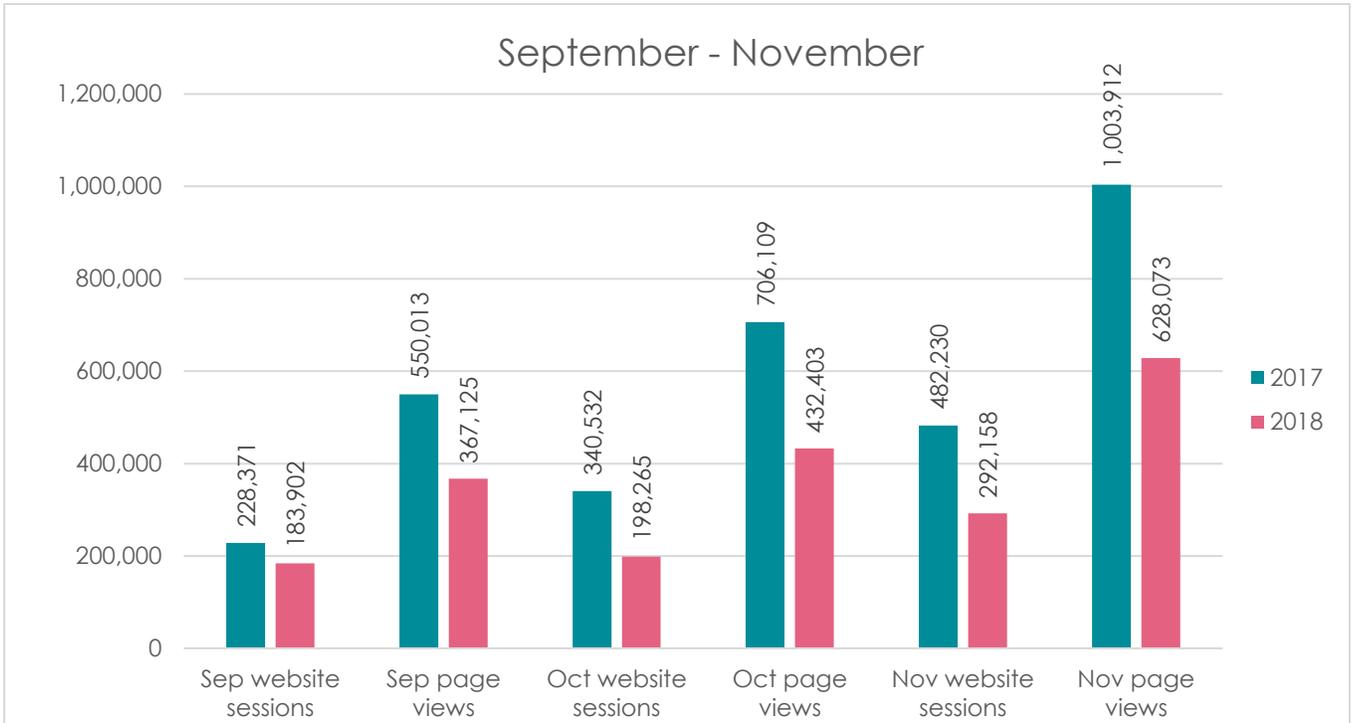
The CVB is currently running a nonstop air service campaign targeting 20 destinations across the country, from New York to Seattle, promoting nonstop flights to Greater Palm Springs. Based on visitors' geolocations, they will receive personalized, dynamic messaging on the website. Visitors will also be able to book their nonstop air travel through aRes or direct links to airline websites.

From September through November, the landing page had **4,346 page views**, with the majority of traffic ramping up in November. The **average time on site for this page is 3:10**.

Marketing & Communications
December 2018

Website Highlights

Total Traffic



Website Sessions:
YOY: 0% over 2017

Page Views:
YOY: -13% over 2017

Website Highlights

On the Horizon

The CVB is working on **a new reporting microsite**. We will be launching it in conjunction with the **Sales & Marketing Plan** in January 2019. The site will include easy navigation to search for reporting between departments.

A new **Greater Palm Springs Tourism Ambassador** website will be launching in the first quarter of 2019. The overall objective of the Tourism Ambassador program is to educate the community on the destination, and this site will hold a wealth of beneficial information for everyone who lives in our Oasis and interacts with visitors on a daily basis.



The CVB is also in the process of designing a landing page for the new **Tourism Foundation**. The page will include scholarship application criteria, Oasis Award winners, scholarship winners, a donations page and more.

How to Get Involved

Partner Extranet: Be sure to keep your profile **up to date** on the CVB website by logging in to the partner extranet at www.mygpscvb.com. This includes updating listing data and business description, images and special offers for **chillpass.com**.

Chill Pass: Add your tourism related offers through the [partner extranet](#). When you log in, if you have marketing access, click on the Collateral tab on the left of the screen, then click Special Offers to view, add and edit your Chill Pass offers. Your offers will be reviewed before posting live on www.chillpass.com.

Calendar of Events: We love to keep readers informed of the latest events taking place in Greater Palm Springs! If you have a tourism or hospitality related event that you would like promoted on the CVB online calendar, please submit your event to www.visitgreaterpalmsprings.com/events/submit. Once your offer has been submitted, it will be reviewed by the CVB prior to publishing on the site.

If you need assistance or have forgotten your password to the extranet, please contact **Winona McCullum** at 760.969.1333 or wmccullum@gpscvc.com.

Digital Library: We continue to add new images and request approval of existing images for our Greater Palm Springs destination photo/video gallery. The site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at www.barberstock.com/greaterpalmsprings.

For more information about the CVB Website, contact:
Winona McCullum, Website Manager.
wmccullum@gpscvc.com; 760-969-1333

Marketing & Communications December 2018

Social Media Highlights

Main Channels



	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement	Subscribers	Video Views
Current Metric YTD	89,719	2,227,507	33,243	4,282	209,748	4,178	13,504	804	5,441,515
2018 Goal	90,000	1,050,000	31,000 <i>likes, comments, and shares</i>	7,317	43,000 <i>likes and comments</i>	12,000	2,800	100	6,050,000
Total Followers to Date	349,719	2,227,507	33,243	18,965	209,748	40,178	13,504	2670	5,441,515
% Towards 2018 Goal	99.69%	212%	127%	59%	488%	35%	482%	804%	90%
Total Impressions YTD	7,080,617			1,915,392		5,905,506		5,726,973	

facebook.

From September to November, there were nearly **300,000 minutes of video** viewed on the CVB Facebook page. The CVB released three **Wander List** videos, launched the second series of **Chill Chaser** with a total of three videos published during this time period, and rolled out the new series, **CraftGPS**, with a video of PaulBar. Posted in November, the Wander List video “*Desert Canvas: Outdoor Art in Greater Palm Springs*” was the top performing video. The Facebook promotions of these videos increased awareness as well as clicks to our website.

In October, the CVB team designed and distributed a Canvas ad to promote the Wellest content pillar of Greater Palm Springs. Canvas (Instant experience) is designed to be a more in-depth engagement for users than traditional posts and provides awareness and website traffic opportunities. Canvas also offers an opportunity to retarget the engaged audience with click ads, which began in November and will run through December. This Canvas ad attracted **more than one million impressions, 960 link clicks, 3,649 engagements** and **an average engaged time of 12 seconds** (higher than most videos).

This fall, we focused on promoting the **Live Your Wellest** campaign, as well as special events happening in Greater Palm Springs. Some of the featured events included **Modernism Week Fall Preview, Cathedral City Hot Air Balloon Festival, Wellspring, holiday happenings** and more.

Looking ahead, the CVB will be creating specific strategic campaigns on social media around each of the pillars to focus on an underlying theme in each quarter. We will continue to try new immersive content formats to support these and split test to determine the highest performing content.



Instagram

In the past months, the CVB Instagram channel has focused on raising awareness of the CVB page and reaching a new audience with targeted content. The highest engaged post continues to be centered around user-generated content, giving followers an authentic look at all they can experience in our destination.

Instagram Stories continues to be a top-performing platform in the social space. In October and November, the CVB team designed a number of Instagram story ads to promote nonstop flights to Greater Palm Springs. These Instagram story ads were created specifically for each region that was targeted, and targeting specifically geofenced the content into those cities. We composed the Instagram stories to attract both awareness and website traffic. The CVB distributed these ads in 10 cities and launched in concert with flight launch dates. In total, Instagram stories achieved **747,022 impressions** and **1,210 clicks** to the CVB website.

To promote the nonstop JetBlue flight and reach new audiences on Instagram, the CVB launched its first sweepstakes with influencers. After coordinating with Dawn McCoy Media and Sparkloft, the CVB team connected with nine influencers who shared their experiences in the destination and encouraged their followers to enter to win. As of December 4, there have been over **1,500 comments** on the entry post as well as **900 new followers**. The sweepstakes post itself has achieved **87,909 impressions** and **24,105 engagements**.

Looking forward, we will continue to run geo-targeted airline ads to support the increase in air service in our market along with seeking additional opportunities for more Instagram Story interactions.

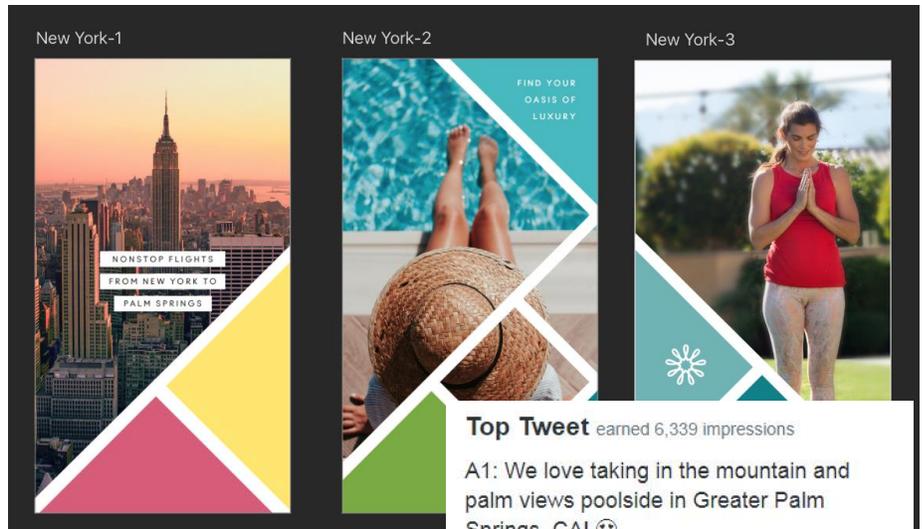
We want to see and share your photos as well! Use **#FindYourOasis** for a chance to be featured.



Twitter is primarily used to share real-time content and engage with travelers. The CVB has mainly used this platform to promote weekly round ups of Greater Palm Springs happenings, as well as feature events in destination.

In October, the CVB participated in the **Visit California #CaliforniaDreaming Twitter Chat**, garnering over 30,000 impressions in a one-hour time period. During this chat, the CVB shared repurposed videos from our four series and website content.

Looking forward, the CVB will continue to participate in more one-on-one interaction opportunities and proactively engage in audience experiences and Twitter Chats.



Top Tweet earned 6,339 impressions

A1: We love taking in the mountain and palm views poolside in Greater Palm Springs, CA! 😊

[#VisitCalifornia](#) [#CaliforniaDreaming](#)

[#OneTravelChat](#)

pic.twitter.com/69SG7nsc4g



Marketing & Communications December 2018

Social Media Highlights



The CVB had a robust gain of video views from September to October with the premieres of the new season of of CVB video series. We published nine videos during this time period, including Wander List, Chill Chaser, dineGPS and CraftGPS series. In accordance with YouTube best practices, the CVB has been customizing thumbnails with the goal of increasing new viewers to the channel. The CVB will continue to regularly upload content to keep subscribers engaged and interested in receiving new content. Looking forward, we will continue to push these series while extending the longevity of previous content by distributing it to new audiences.

	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement
Current Metric YTD	1,564	142863	4678	346	33,040	111	292
2018 Goal	811	75,000	1,500	100	6,200	500	200
Total Followers to Date	7253	142,863	4,678	846	33,040	2861	292
% Towards 2018 Goal	192.8%	190.5%	311.9%	346.0%	532.9%	22.2%	146.0%
Total Impressions YTD	798,580			352,425		241,964	

dineGPS Channels

The CVB continues to raise awareness of the Greater Palm Springs culinary scene with dineGPS videos and content, and keep our dineGPS social platforms active year-round. Coming up, the CVB is working to maintain a consistent posting cadence and engage our audience with the latest video series, CraftGPS, featuring cocktails in Greater Palm Springs.

Social Media – China

The CVB has contracted with Mailman to develop engaging, useful digital channels for Chinese travelers. We will establish presence on Sina Weibo, as well as verify and optimize the CVB's current official WeChat account. The target audience has been defined as experienced ambassadors that pursue high-quality travel experiences, especially family-oriented luxury retreats, as well as trendsetters seeking enriched local experiences by exploring off-beat destinations. The CVB will create and implement integrated media strategies including owned media, influencers and paid media.



Are you hosting any unique activities or special events at your property that would make for a compelling social media opportunity? We'd love to hear about them.



**For questions or to share your social media events,
contact Krystal Kusmieruk.
social@palmspringsoasis.com; 760-969-1337**

Marketing & Communications September, October, November 2018

Communications Highlights

The Greater Palm Springs Communications team interacted with more than 600 journalists this fall: a total of 214 visiting journalists in market September through November and more than 400 journalists out of market.

In September, the CVB team sponsored the opening reception for the **National Lesbian and Gay Journalists Association (NLGJA) 2018 Annual Conference**. This conference brought together more than 150 journalists with a common goal to foster fair and accurate coverage of LGBTQ issues and offered multiple networking and breakout sessions. The Communications team also kicked off its "**Wellest Season**" with **two media events in San Francisco and Los Angeles**, where more than 60 top-tier journalists attended, along with multiple CVB Partners including the Palm Spring Bureau of Tourism, Palm Springs Aerial Tramway and City of Palm Desert.

In October, the CVB Communications team attended the weeklong **Visit California Canada Media Mission**, which provided an excellent opportunity to engage with 118 journalists, bloggers and other content creators in Toronto, Montreal, Calgary and Vancouver. The team also attended **IMEX in Las Vegas**, meeting one-on-one with top-tier meetings publications.

The CVB team represented Greater Palm Springs at **World Travel Market (WTM), London** this past November. Once again, this annual exhibition offered a valuable opportunity to meet with key UK-based journalists. Following WTM, the team traveled to **Germany** as part of **Visit California's German Media Mission** and met one-on-one with media in Frankfurt.

Featured Content



Greater Palm Springs welcomed Australia magazine GRAZIA to feature Greater Palm Springs as part of a special September issue, which will be on stands for six months. Partners mentioned in this coverage include **Palm Springs Mod Squad; Sands Hotel & Spa; Ritz-Carlton, Rancho Mirage; and Parker Palm Springs.**

Date: September, 2018

Circulation: 3.7 Million | Ad Value: \$1,092,420

As a result of Robert Hull's visit to the destination, "*10 of the Best Things to Do in Palm Springs, California*" was featured on *The Guardian's* website.

Partners featured include: **Palm Springs Aerial Tramway, Melvyn's at the Ingleside Inn, Kimpton Rowan Palm Springs, Counter Reformation, Big Wheel Tours, El Paseo Shopping District, Wilma and Frieda, Palm Springs Art Museum, Sunnylands, Rancho Mirage Observatory,** and all nine cities.

Date: October 18, 2018

Circulation: 5.2 Million | Ad Value: \$139,997



The CVB stays in the forefront of social media and digital developments to attract travelers to our destination. We research, share ideas and interact daily on our social channels to inspire visiting print and online media, digital influencers and FAM groups to post social media content. In addition to the CVB's social media tags, we ask that CVB Partner social media handles and hashtags be utilized during the destination visit.

#VisitGPS #dineGPS #findyouroasis



@zannavandijk | San Andreas Fault | 3,559 likes
"Thank you nature, for humbling me.."
@visitgreaterps @redjeeptours



@erikconover | Joshua Tree National Park | 6,359 likes
"... out here in the desert just outside of Joshua Tree, giving me some much needed peace of mind."
@VisitGreaterPS #FindYourOasis



@horsingaroundla | Miramonte | 115 likes
Finally made it to this amazing palm tree oasis!
@VisitGreaterPS #findyouroasis



@citystylemag | Greater Palm Springs | 863 likes
"We were thrilled to be on the inaugural flight from YYC to Palm Springs aboard Air Canada's airbus A320" @VisitGreaterPS

**Marketing & Communications
September, October, November 2018**

Communications Highlights

2018 Media Value

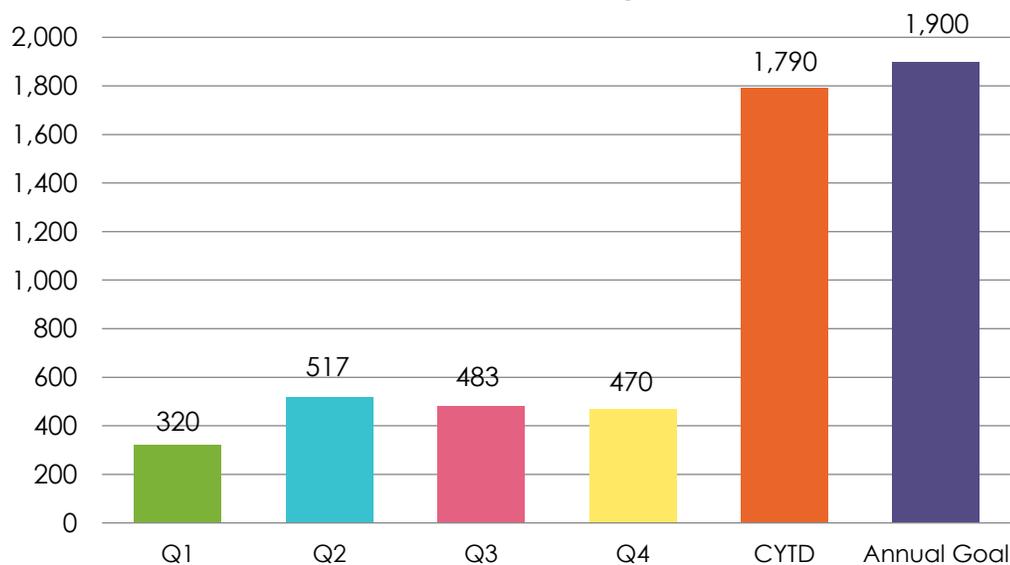
November 2017 CYTD

Physical Country	Value
AUSTRALIA	\$1,403,324.70
NEW ZEALAND	\$46,367.00
UNITED STATES	\$2,038,716.14
MEXICO	\$9,652.41
CANADA	\$127,058.00
UNITED KINGDOM	\$1,982,203.00
IRELAND	\$406.00
SCOTLAND	
CHINA	\$9,114,000.00
JAPAN	\$25,000.00
INDIA	\$5,989,790.78
SOUTH KOREA	\$0.00
GERMANY	\$789,402.00
ITALY	\$85,925.00
FRANCE	\$12,836,500.00
OTHER	\$500.00
	\$34,448,845.03

November 2018 CYTD

Physical Country	Value
AUSTRALIA	\$5,620,498.77
UNITED STATES	\$2,847,354.26
MEXICO	\$236,504.00
CANADA	\$70,117.00
UNITED KINGDOM	\$22,995,000.66
SCOTLAND/IRELAND	\$355,447.00
CHINA	\$2,891,000.00
JAPAN	\$163,000.00
INDIA	\$2,408,461.20
GERMANY	\$819,225.00
FRANCE	\$2,361,932.00
SWEDEN	\$0.00
SPAIN	\$28,324.00
ITALY	\$1,500.00
	\$40,798,363.89

Media Outreach/Assists



On the Horizon

The CVB Communications team will kick off the Winter season by co-sponsoring the **James Beard House Dinner** in **New York City, NY**. This event will feature five Greater Palm Springs chefs showcasing their talents at this premiere culinary venue.

The CVB team will ring in 2019 with the **Palm Springs International Film Festival**. The team will be partnering with our Convention Sales Department and TIS departments to host a Gala Destination Experience with journalists in market.

International Media Marketplace (IMM) will also take place in January in **New York City, NY**, this annual event provides an important opportunity to connect national media and New York based media. The team will be part of the first ever California Pavilion at IMM. In addition, the CVB will participate in Editors Panel at Meredith Publications and the SATW Editors Council Reception.

The CVB will host several group and individual FAM's including **Flair Air Influencer FAM** and **United Airlines Inaugural Flight FAM**. These FAMs will help promote the new direct flights from Edmonton, Canada to PSP via Flair Air and Newark to PSP via United. Each of these FAMs will bring influencers and journalists in market to experience a full destination immersion touching on the **Arts + Culture, Outdoor Adventure, and Health & Wellness pillars**.



UK Influencer Zanna Van Dijk
Bump and Grind Trail
November 2018



Visit California Canada Mission
JP Zapata, Media Relations Manager
October 2018

For more information, please contact:
Greater Palm Springs CVB Communications Team
media@gpscvb.com

Location Scout FAM

In October, we partnered with the Riverside County Film Commission on a location scout FAM of Zone 2 (Palm Desert, Indian Wells, La Quinta, Indio and Coachella). We had seven top location scouts come into town and discover what the Zone 2 side of the valley has to offer in terms of locations. All were blown away by the variety of looks available in our Film Oasis!



Location scouts enjoy outings to Zone 2 on an October FAM trip.

Visit California India Producer Film Forum

On October 22, Film Oasis attended Visit California's India Producer Film Forum held at Sony Pictures in Los Angeles. As a follow-up to their successful India mission, which our CEO Scott attended, VCA brought seven of the top Indian film producers to discuss how best to move some of their productions to the State.

Through the course of the day we had the chance to have one on one conversations with each and share the amazing locations Greater Palm Springs has to offer in addition to our incentive program.



Attendees of Visit California's India Producer Film Forum gather for a photo during an event at Sony Pictures in Los Angeles.

American Film Market (AFM)

From October 31 – November 7, we exhibited for the second time at American Film Market's (AFM) Location Expo. This year we joined forces with the Riverside County Film Commission for a joint booth.

AFM is the world's largest motion picture business event. Over 7,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, conferences and networking. Participants come from more than 80 countries and include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world's press and all those who provide services to the motion picture industry.

Our film incentive was a hot topic, resulting in many stops at our booth. We were the only non-country exhibitor with an incentive program and have already received four location scouts in the area since the show.



The CVB's Film Oasis shared a booth with the Riverside County Film Commission at the American Film Market's Location Expo in Santa Monica.

For more information about Film Oasis, please contact Michelle Rodriguez.
mrodriguez@gpscvb.com

dineGPS

Restaurant Week

The dineGPS Restaurant Advisory Committee met on September 26 to examine the results of and exchange feedback on 2018 Restaurant Week, held this past June. The primary discussions centered on what, if any, changes to implement for the 2019 Restaurant Week.



Key topics discussed included giving restaurants the ability to offer two-course in addition to three-course menus, each at a set price; the 10-day versus 17-day Restaurant Week period; dates for 2019; social Geofencing (mobile marketing technology designed to target only people via mobile devices within a defined area;) and charity give-back to the FIND Food Bank.

A survey was distributed via e-mail to those on the dineGPS list querying what new or added features diners might like incorporated into next year's Restaurant Week.

Restaurant Bootcamp

dineGPS hosted a second Restaurant Bootcamp on October 10 at the Westin Mission Hills Golf Resort & Spa. Bootcamp topics ranged from Emerging Concepts in Restaurant & Food Trends and Greater Palm Springs Diners Decoded to Benefits of Social Media for a Restaurant Brand. Presenters included Sysco Riverside, OpenTable and Kulture Konnect, a marketing design studio based in Norco, CA, that has an extensive portfolio in restaurant industry print and digital design.

HEALTH & WELLNESS

Wellspring

The Wanderlust's 2018 Wellspring event in Palm Springs enjoyed an impressive debut! This event brought in 4,907 attendees over a three-day period. Wellspring featured over 100 speakers, panel discussions and breakout sessions, as well as an expo hall with more than 80 unique exhibitors and activations. Many highly knowledgeable instructors in the field of health and wellness taught an array of yoga and meditation classes.

Event Metrics:

- 6M+ reach
- 3.8M+ impressions
- 340K+ video views
- 57K+ engagement



In conjunction with this event, Greater Palm Springs CVB partnered with Wanderlust to create a unique experience and online co-op known as the **10-day Yoga & Fitness Wellest Challenge**. This dynamic partnership generated **2.5M+ in reach, 2M+ impressions, 170K+ video views** and **44K+ engagement**, making it a great success.

Wanderlust has confirmed it will return to Greater Palm Springs next year for **Wellspring** from **October 4-6, 2019**.

Outdoor Adventure

Hiking Trail Signage

The Hiking Trail Signage project showcases the priceless value of community partnerships. The CVB, Friends of the Desert Mountains, Coachella Valley Association of Governments (CVAG), Santa Rosa and San Jacinto Mountains National Monument, and Bureau of Land Management (including the Indian Canyons) continue their collaboration, which to date has resulted in 59 authorized trails. The City of La Quinta was the first to approve their portion. Friends of the Desert Mountains have had volunteers place on-trail wayfinding signage on the trails in La Quinta, Palm Springs and Palm Desert. CVAG is working with those three cities to place street signs pointing to their trails. The CVB is actively communicating with other cities on their approvals and plans to promote Outdoor Adventure with a more dedicated push in Spring of 2019.



HOW TO GET INVOLVED

dineGPS

We are continuing to support the restaurant community year-round via the dineGPS social channels and through the dineGPS website. If you are a restaurant proprietor and would like to promote a special offer, please submit your offer here, and we will publicize it via our Dining Chill Deals offers.

https://dinegps.formstack.com/forms/dinegps_chill_deals

Outdoor Adventure

We are seeking content, articles, photos and videos to share with visitors as we promote Outdoor Adventure. Please share your content with Joanne Ohanesian at: johanesian@gpscvc.com.

Health, Wellness & Spa

Please be sure to update your listing on the CVB website with your Health & Wellness offers and events by logging in to the Partner extranet at www.mygpscvc.com. If you need more information or have ideas to share, please email Winona McCullum at wmccullum@gpscvc.com.

Digital Library

We are continuing to add new images and requesting approval of existing images for our Greater Palm Springs destination photo/video gallery. The new site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at www.barberstock.com/greaterpalmsprings. We are seeking images for culinary, outdoor adventure, health & wellness, and sustainability.

For more information about Destination Development,
contact Bob Thibault, Chief Development Officer:
bthibault@gpscvc.com; (760) 969-1339

PSP Schedule Analysis- December 2018

December 2018

December 2017

Number of Flights

1,441

Number of Seats

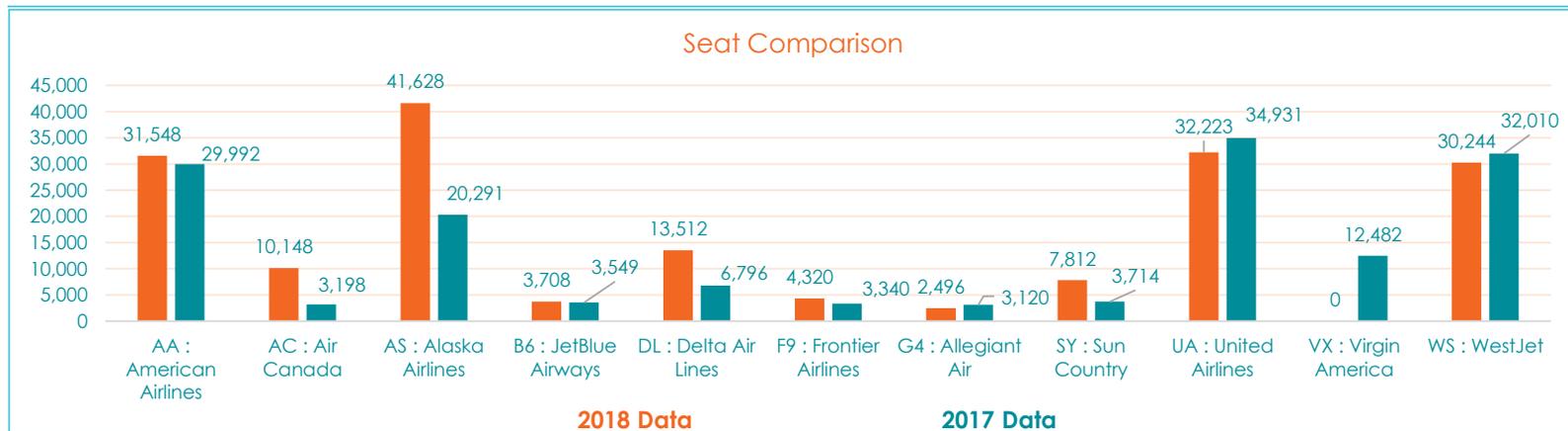
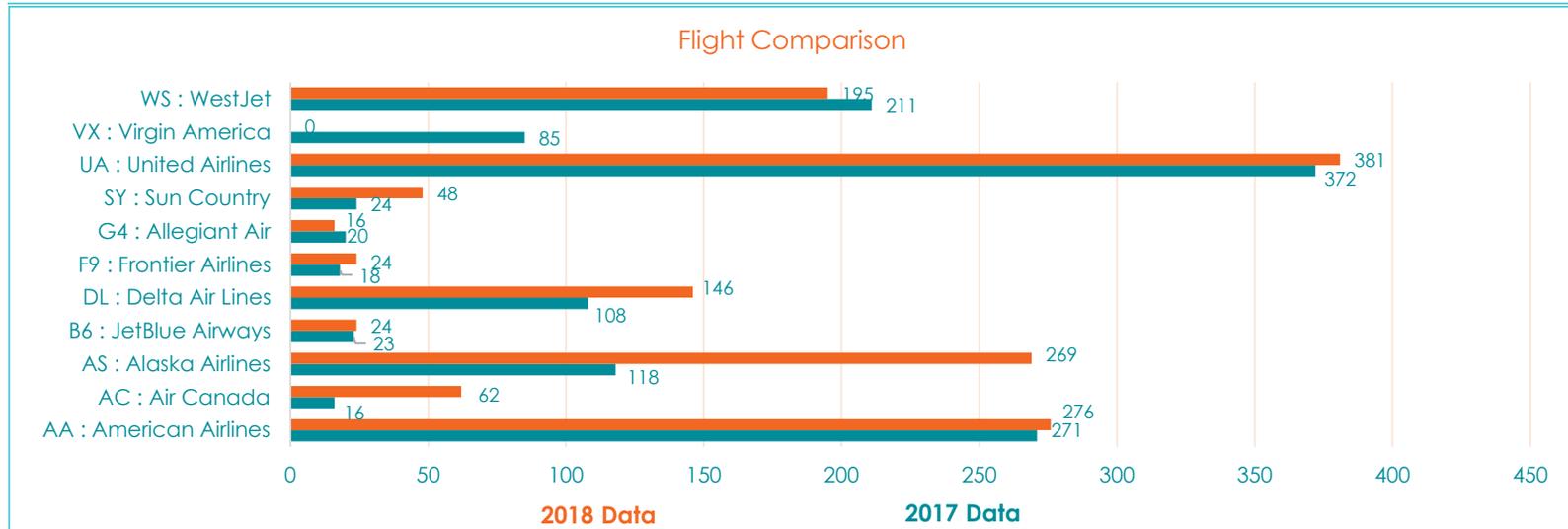
177,639

Number of Flights

1,266

Number of Seats

153,423



Data represents inbound and outbound flights for PSP

Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Departures & Average Seats per Departure

Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Dec-18	Jan-19	Feb-19	Mar-19	Dec-18	Jan-19	Feb-19	Mar-19
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	73	93	84	93	160	160	165	169
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	60	62	56	62	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	143	176	166	186	72	73	73	72
AC : Air Canada	YVR : Vancouver, BC, CA	27	26	28	31	169	169	169	146
AC : Air Canada	YYC : Calgary, AB, CA	25	24	28	31	169	169	169	146
AC : Air Canada	YYZ : Toronto, ON, CA	10	17	16	18	136	136	136	136
AS : Alaska Airlines	JFK : New York-JFK, NY, US	15	5	0	0	172	178	0	0
AS : Alaska Airlines	PDX : Portland, OR, US	62	62	61	72	145	158	164	156
AS : Alaska Airlines	SEA : Seattle, WA, US	108	123	150	186	162	162	163	165
AS : Alaska Airlines	SFO : San Francisco, CA, US	84	93	84	133	150	145	148	90
B6 : JetBlue Airways	BOS : Boston, MA, US	0	0	9	18	0	0	150	150
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	24	31	28	31	155	152	177	200
DL : Delta Air Lines	ATL : Atlanta, GA, US	11	5	4	5	160	160	160	160
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	10	31	28	31	170	157	157	179
DL : Delta Air Lines	SEA : Seattle, WA, US	32	32	28	31	130	129	132	159
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	93	91	80	123	63	58	58	56
F9 : Frontier Airlines	DEN : Denver, CO, US	18	17	16	18	180	180	180	180
F9 : Frontier Airlines	ORD : Chicago-O'Hare, IL, US	6	8	8	9	180	180	180	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	16	15	19	29	156	156	156	156
SY : Sun Country	DFW : Dallas/Fort Worth, TX, US	0	0	7	9	0	0	183	183
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	30	27	30	33	160	170	175	176
SY : Sun Country	PDX : Portland, OR, US	9	9	8	9	168	180	183	183
SY : Sun Country	SFO : San Francisco, CA, US	9	8	8	9	168	179	183	183
UA : United Airlines	DEN : Denver, CO, US	91	115	127	155	91	109	119	117
UA : United Airlines	EWR : Newark, NJ, US	13	31	28	31	153	131	126	140
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	62	87	84	93	74	91	93	93
UA : United Airlines	LAX : Los Angeles, CA, US	31	31	28	35	62	50	61	71
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	46	62	56	61	96	100	116	134
UA : United Airlines	SFO : San Francisco, CA, US	138	155	140	176	79	77	82	90
WS : WestJet	YEG : Edmonton, AB, CA	29	31	28	31	156	162	168	165
WS : WestJet	YVR : Vancouver, BC, CA	67	66	60	67	172	172	173	174
WS : WestJet	YWG : Winnipeg, MB, CA	9	9	8	9	138	161	154	156
WS : WestJet	YYC : Calgary, AB, CA	90	94	84	93	144	144	145	146
Totals		1,441	1,636	1,589	1,918	4,350	4,406	4,660	4,672

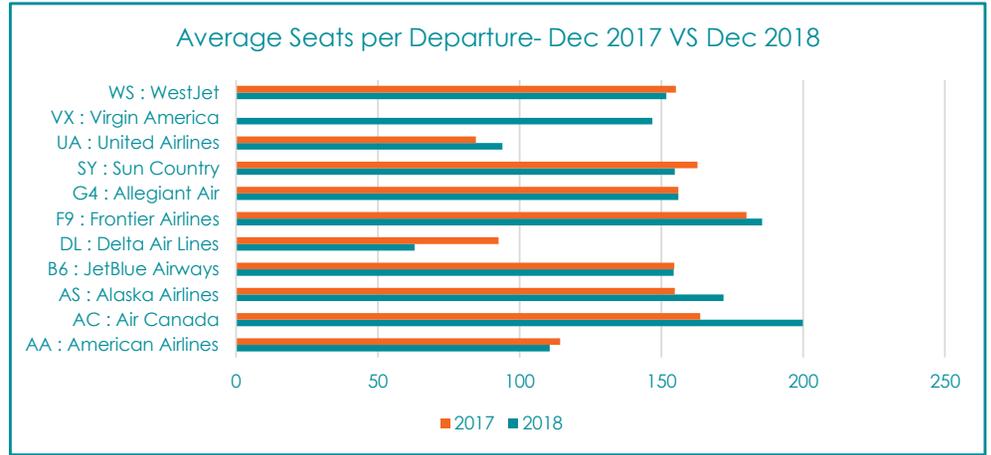
Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19
AA : American Airlines	8.9	11.0	10.9	11.0	9.3	9.3
AC : Air Canada	2.0	2.2	2.6	2.6	2.3	0.0
AS : Alaska Airlines	8.7	9.4	10.5	12.6	12.6	11.3
B6 : JetBlue Airways	0.8	1.0	1.3	1.6	1.6	0.5
DL : Delta Air Lines	4.7	5.3	5.0	6.1	5.9	2.9
F9 : Frontier Airlines	0.8	0.8	0.9	0.9	0.9	0.4
G4 : Allegiant Air	0.5	0.5	0.7	0.9	0.7	0.5
SY : Sun Country	1.5	1.5	1.9	1.9	1.2	0.5
UA : United Airlines	12.3	16.0	16.5	17.8	16.2	9.0
WS : WestJet	6.3	6.7	6.4	6.5	6.2	1.8

Average Daily Seats by Market Airline						
Market Airline	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19
AA : American Airlines	1,018	1,256	1,248	1,259	1,059	1,049
AC : Air Canada	327	359	416	371	334	0
AS : Alaska Airlines	1,343	1,469	1,677	1,740	1,606	1,382
B6 : JetBlue Airways	120	157	226	287	285	77
DL : Delta Air Lines	436	501	478	588	536	173
F9 : Frontier Airlines	139	150	154	157	161	63
G4 : Allegiant Air	81	78	106	146	104	75
SY : Sun Country	252	255	338	347	212	83
UA : United Airlines	1,039	1,472	1,648	1,856	1,585	878
WS : WestJet	976	1,047	1,020	1,026	984	291

Average Seats per Departure by Market Airline						
Market Airline	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19
AA : American Airlines	114.3	113.8	114.2	114.5	113.4	113.3
AC : Air Canada	163.7	160.6	161.7	143.8	145.4	0.0
AS : Alaska Airlines	154.8	155.7	159.1	138.0	127.5	122.1
B6 : JetBlue Airways	154.5	151.7	170.8	181.6	181.9	150.0
DL : Delta Air Lines	92.5	94.5	95.6	96.0	90.3	58.9
F9 : Frontier Airlines	180.0	180.0	180.0	180.0	178.9	150.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	162.8	173.8	178.7	179.2	181.4	183.0
UA : United Airlines	84.6	91.8	99.6	104.4	98.1	97.6
WS : WestJet	155.1	157.0	158.7	159.0	158.7	163.8



Source: Diio Mi Express (Note: All new air service has not been loaded)

December 2018 Arrivals by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Passenger	133	21,280
AA : American Airlines	CRJ-700	100	7,000
AA : American Airlines	CRJ-900	43	3,268
AC : Air Canada	A319	10	1,360
AC : Air Canada	B737-Max 8 Passenger	52	8,788
AS : Alaska Airlines	A319	14	1,666
AS : Alaska Airlines	A320	97	14,345
AS : Alaska Airlines	A320 Sharklets	8	1,192
AS : Alaska Airlines	B737-700 Passenger	1	124
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	31	4,929
AS : Alaska Airlines	B737-900 Passenger	2	356
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	100	17,800
AS : Alaska Airlines	E-175	16	1,216
B6 : JetBlue Airways	A320	12	1,800
B6 : JetBlue Airways	A321	12	1,908
DL : Delta Air Lines	A319	2	264
DL : Delta Air Lines	B717-200	19	2,090
DL : Delta Air Lines	B737-800 Passenger	24	3,840
DL : Delta Air Lines	B737-900 Passenger	8	1,440
DL : Delta Air Lines	CRJ	35	1,750
DL : Delta Air Lines	CRJ-700	40	2,760
DL : Delta Air Lines	CRJ-900	18	1,368
F9 : Frontier Airlines	A320	24	4,320
G4 : Allegiant Air	A319	16	2,496
SY : Sun Country	B737-700 Passenger	6	756
SY : Sun Country	B737-800 Passenger	42	7,056
UA : United Airlines	A319	64	8,192
UA : United Airlines	A320	12	1,800
UA : United Airlines	B737-800 Passenger	1	166
UA : United Airlines	B737-900 Passenger	17	3,043
UA : United Airlines	CRJ	93	4,650
UA : United Airlines	CRJ-700	62	4,340
UA : United Airlines	E-175 Enhanced Winglets	132	10,032
WS : WestJet	B737-600	6	678
WS : WestJet	B737-700 Winglets Pax/BBJ1	83	11,122
WS : WestJet	B737-800 Winglets Pax/BBJ2	95	16,530
WS : WestJet	B737-Max 8 Passenger	11	1,914

1,441

177,639

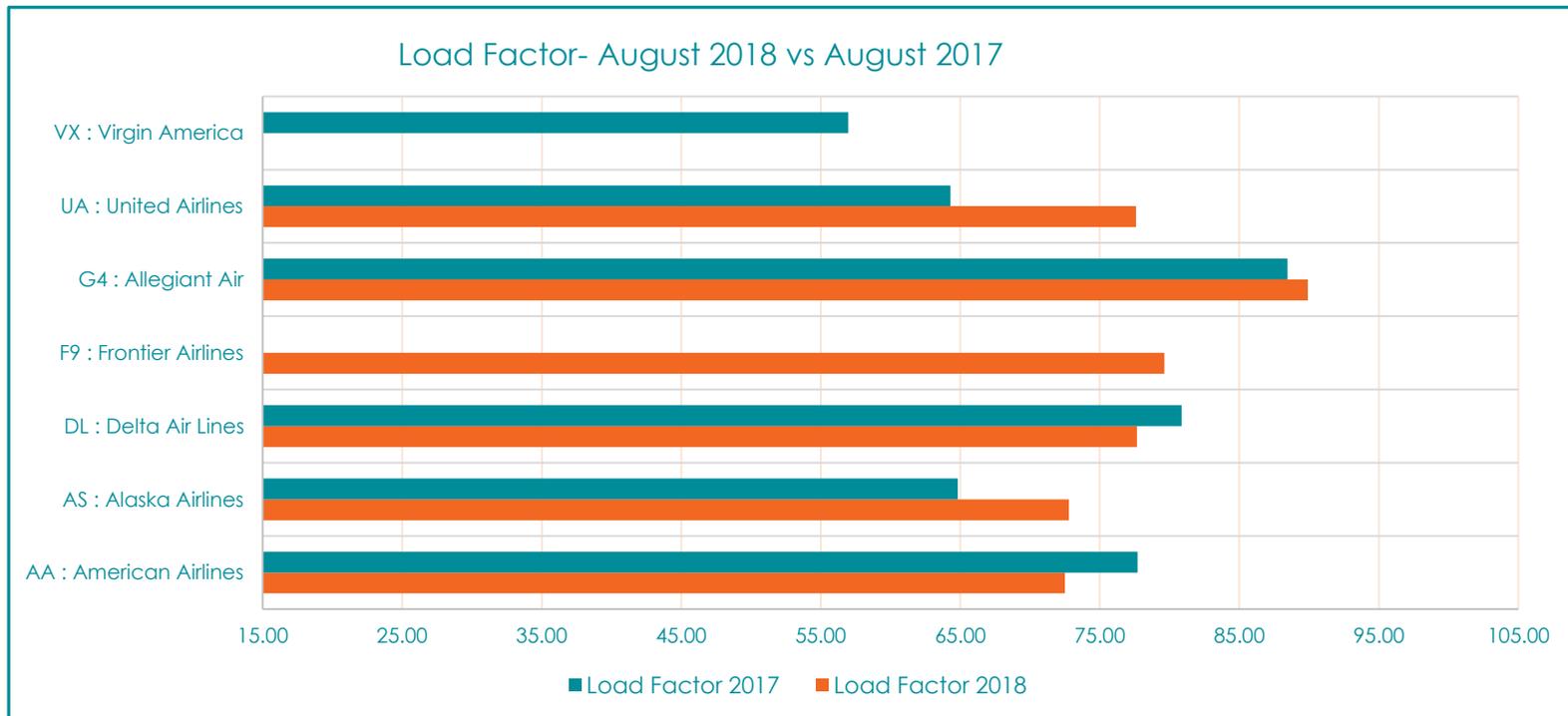
Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
4.4	709
3.3	233
1.4	109
0.3	45
1.7	293
0.5	56
3.2	478
0.3	40
0.0	4
1.0	164
0.1	12
3.3	593
0.5	41
0.4	60
0.4	64
0.1	9
0.6	70
0.8	128
0.3	48
1.2	58
1.3	92
0.6	46
0.8	144
0.5	83
0.2	25
1.4	235
2.1	273
0.4	60
0.0	6
0.6	101
3.1	155
2.1	145
4.4	334
0.2	23
2.8	371
3.2	551
0.4	64

Source: Diio Mi Express (Note: All new air service has not been loaded)

August 2018- Load Factor Report

Average Daily Departures Each Way by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2018	Load Factor 2017	Departures	Average Departures Per Day
AA : American Airlines	17,593	12,815	72.50	77.70	191.5	6.2
AS : Alaska Airlines	10,218	6,824	72.79	64.82	70	2.3
DL : Delta Air Lines	3,822	2,968	77.67	80.86	63.5	2.0
F9 : Frontier Airlines	690	550	79.64	0.00	3	0.1
G4 : Allegiant Air	1,404	1,263	89.92	88.46	9	0.3
UA : United Airlines	18,238	13,698	77.61	64.29	235	7.6
VX : Virgin America	0	0	0.00	56.97	0	0.0



Source: Diio Mi Express