

The September Board Report is a summary of performance activity through September 2017. It also looks forward 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

Summer is in the rearview mirror and we are already planning for 2018. Despite the record heat this year, it appears we were able to keep our demand on par with last year. Marketing generated over 7.8 billion impressions in June – August and aired over 276k television commercials. Thank you to our eleven Partners for supporting our Summer Chill Campaign.

Please join me in welcoming Andy Cloutier as our new Human Resources Director. Andy joins us from the city of Santa Clarita. We are excited to have Andy on our team!

Rick Blackburn has resigned from the CVB and will be moving to Las Vegas and joining the Caesars team. We have retained Searchwide to find a replacement. Rick has had a very positive impact and we thank him for his hard work and dedication. Overall sales performance is up 15% over last year with 129,635 room nights booked YTD. The intermediary sales promotion with Helms Briscoe, Conference Direct, HPN Global and Experient has generated 58 leads worth over 23k room nights.

We are excited to announce Sharon Goodspeed as our new National Sales Manager who will start on October 9th. Ironically, Sharon is joining us from Caesars. Sharon will work remotely from the Philadelphia area and handle the Northeast market. Lynne Bowis has been promoted to Associate Director of Sales and will manage the Southeast market for us. Lynne is based in Charleston, South Carolina.

Travel Industry Sales has several new initiatives beginning this fall; U-Tour co-op campaign in China with Visit California, Air New Zealand destination campaign in the UK will feature GPS, Huntington Beach and Los Angeles. The campaign will have outdoor advertising around London and Expedia is the travel booking partner. Any hotels that are on Expedia will benefit from this initiative.

The Destination Development Plan initiatives continue to grow. Please review the updates on page 36. We recently held an advisory meeting with local leaders on the topic of health and wellness. We will begin developing business strategies around this pillar and engage more people and research. Air service remains a high priority and we have had conference calls with American, United, Delta and JetBlue. Chris Warren (InterVISTAS) and myself will be going to Chicago on September 25th to meet with United.

We hope you enjoy the report and look forward to working with you!

Sincerely,



Scott White
President & CEO

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Greater Palm Springs

Local Industry STR Data for July 2017

July 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from July 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	July 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	53.5	-3.3	0.3	-2.9	-0.8	-1.2	66.7	2.9	3.3	6.3	8.1	4.7	134	14743
Palm Springs	54.6	-1.6	-0.4	-2.0	-1.9	-1.5	66.8	3.0	4.9	8.0	9.0	3.9	63	5073
Cathedral City/ Desert Hot Springs	50.0	-1.0	-2.6	-3.6	30.0	33.4	59.1	5.6	2.0	7.6	39.6	36.9	6	764
Rancho Mirage	61.9	-2.0	2.9	0.8	0.8	-2.0	71.9	4.1	3.1	7.3	7.3	4.1	7	1842
Palm Desert	58.2	-7.3	-1.6	-8.7	-4.2	-2.7	71.4	1.4	4.1	5.6	7.1	2.8	14	2296
Indian Wells/ La Quinta	45.9	-4.8	3.6	-1.4	-1.4	-4.8	63.2	0.4	3.1	3.5	3.5	0.4	9	2568
Indio	47.2	-2.4	-1.1	-3.4	-3.4	-2.4	63.6	7.0	3.1	10.3	10.3	7.0	17	1307
Hotel Class														
Upper Resort	52.4	-3.7	2.8	-1.0	-1.0	-3.7	65.5	1.2	3.8	5.1	5.1	1.2	12	4850
Resort	55.9	-2.8	-1.0	-3.8	-3.7	-2.7	67.9	3.4	3.6	7.2	7.2	3.5	14	2846
Branded Select Service	53.4	-4.7	-2.0	-6.6	-2.1	-0.2	67.8	2.8	3.2	6.2	10.4	7.0	43	4414

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 August 2017

August 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Aug 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Aug 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	46.8	-0.8	2.5	1.7	3.9	1.4	64.2	2.6	3.3	6.0	7.8	4.4	134	14743
Palm Springs	49.5	3.6	2.3	6.0	6.1	3.7	64.6	3.1	4.7	8.0	8.8	3.9	63	5073
Cathedral City/ Desert Hot Springs	42.3	0.2	-3.0	-2.8	31.0	35.0	56.9	4.9	1.7	6.7	39.0	36.7	6	764
Rancho Mirage	54.3	3.2	5.2	8.5	8.5	3.2	69.7	4.0	3.3	7.4	7.4	4.0	7	1842
Palm Desert	46.5	-13.6	0.9	-12.8	-8.5	-9.3	68.3	-0.1	4.2	4.1	6.1	1.8	14	2296
Indian Wells/ La Quinta	38.4	-7.6	5.8	-2.2	-2.2	-7.6	60.0	-0.3	3.5	3.2	3.2	-0.3	9	2568
Indio	44.8	11.3	0.4	11.7	11.7	11.3	61.2	7.4	2.8	10.4	10.4	7.4	17	1307
Hotel Class														
Upper Resort	42.6	-8.0	7.8	-0.8	-0.8	-8.0	62.5	0.4	4.4	4.8	4.8	0.4	12	4850
Resort	50.1	5.3	3.5	9.0	9.2	5.4	65.7	3.6	3.6	7.3	7.4	3.7	14	2846
Branded Select Service	48.6	0.4	-0.2	0.2	5.0	5.2	65.3	2.6	3.1	5.7	10.1	6.8	43	4414

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(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

September 2017

Convention Sales

As the Convention Sales team prepares to close out the year strong, I thought I would give you an update on the Intermediary Promotion we have been running since May, and concludes December 1. We implemented the group promotion to stimulate additional short term leads for the hotels. The promotion is exclusively for our largest group intermediary Partners: HelmsBriscoe, ConferenceDirect, HPN Global and the Experient Sales Network.

Through August, the promotion has generated 58 qualified leads with 23,276 room nights versus last year at the same time, we generated 44 leads with 13,863 room nights from groups with equal parameters to this year's promotion. That's an increase of **32% more leads and 68% more room nights** which could turn definite for our hotels short term!

Read on to learn more about our recent activity, as well as key travel opportunities for Partners.

Highlights from July, August and September

- **Experient e-4** - CVB staff attended the annual program in Las Vegas where they networked with industry professionals and met one-on-one with meeting planners interested in our destination.
- **ASAE Annual Meeting & Exposition** - The CVB and destination Partners attended the conference in Toronto, which attracted over 2,000 association executives. The convention and expo offered an interactive business-oriented environment where attendees were exposed to new and creative ways of doing business.
- **Connect Association and Corporate Marketplace(s)** - CVB representatives met with clients, many of which had current meeting opportunities for Greater Palm Springs. The reverse trade show had a 1 to 5 supplier to planner ratio, as well as a 72 percent mutual request success rate.
- **Kellen Managers Summit** - Kellen offers extensive management of, and planning for, meetings, events and tradeshow worldwide. The CVB networked with, and met face-to-face with Kellen meeting professionals to discuss potential opportunities for our destination.
- **MPI Thought Leaders' Summit** - The CVB was a Premier Partner of this MPI event where we sponsored and hosted two meeting professionals.
- **ASAE Five-Star Weekend** - Exclusively created and designed for association CEOs, providing them the opportunity to network, learn and discuss critical issues facing associations today with their peers. The CVB hosted three CEOs throughout the event.

Upcoming Travel Opportunities with the CVB team

- October 10-12 - **IMEX America** – Contact Tammy Bucklin
- November 14-16 - **San Francisco Sales Calls** – Contact Anne Marie Mourhess
- December 13-15 - **CalSAE Seasonal Spectacular-California Society of Association Executives** – Contact Anne Marie Mourhess
- December 14 - **Association Forum of Chicagoland Holiday Showcase** – Contact Mary Ryan

Convention Sales & Services

September 2017

For a full run-down of our upcoming travel calendar, see below:

October 2017

October 10-12, 2017. IMEX America- CVB staff and destination Partners will be in Las Vegas to participate in IMEX America. The conference and tradeshow is one of the leading domestic and international incentive conferences in the hospitality industry. Buyers from over 45 Countries will be present at the annual program. Anticipated attendance includes 2,400+ Hosted Buyers and 2,300+ Exhibitors.

October 24-27, 2017. Midwest Sales Calls- Chicagoland- CVB staff will travel to Chicago to conduct presentations, events and sales calls with meeting professionals in this key Midwest City.

November 2017

November 1-3, 2017. LGBT Tourism & Hospitality Conference- CVB sales staff will travel to San Francisco to attend the LGBT Tourism & Hospitality Conference.

November 14-16, 2017. San Francisco Sales Calls- CVB staff and Partners will travel to the Bay Area for meetings, presentations and events with meeting professionals interested in Greater Palm Springs for conferences and events.

November 28- December 1, 2017. American Express Meetings & Events- INTERaction- The CVB and destination Partners will attend the annual Interaction event. This exceptional one on one experience allows staff to interact with meeting professionals from the American Express Group Travel department.

November 29- December 1, 2017. HPN Annual Meeting- The program which brings together HPN executive staff, hospitality Partners and clients offers a unique format offering client/partner "synergy" to help organize successful events for companies large and small.

December 2017

December 1, 2017. Society of Incentive Travel Executives Southern California, Holiday Event- This event will attract approximately 300 meeting planners from throughout Southern California. This all-star event has grown to be "THE" event of the holiday season where the entire Southern California hospitality world comes together and toasts the season while raising money for worthy charities.

December 4-6, 2017. Connect Southwest - Meeting executives who place business in the Southwest are the spotlight for this annual conference sponsored by Collinson Publishing. CVB representatives will meet with customers who can offer meeting and conference opportunities for Greater Palm Springs.

December 13-15, 2017. CalSAE Seasonal Spectacular-California Society of Association Executives Destination Partners and CVB staff will attend the annual CalSAE event in Sacramento. The association's premier one-day program will draw over 1000 attendees and meeting executives from throughout the greater Sacramento area. Seasonal Spectacular includes EXCHANGE - The CalSAE Appointment Show and morning educational sessions followed by the West Coast's largest association industry tradeshow.

December 14-15, 2017. Association Forum of Chicagoland Holiday Showcase- Holiday Showcase® is widely considered the industry's best and most highly attended one-day exhibition for Chicago's multi-billion-dollar meetings and events market. With more than 1,400 meeting planners and association decision-makers in attendance, Holiday Showcase is the must-attend conference and exposition for key leaders across all areas of association and meetings management.

For questions, submissions or comments,
please contact Rob Osterberg, Director of Convention Sales
rosterberg@palmsspringsoasis.com

**Convention Sales
Production
August 2017**

Convention Sales Production

TEAM	Aug-17	Aug-16	Variance	YTD 2017	YTD 2016	Variance	YTD Goal	Goal %
Leads	84	75	12%	691	669	3%	661	5%
Definite Room Nights	13,479	8,342	62%	129,635	112,447	15%	112,639	15%
Bookings	34	20	70%	223	184	21%	183	22%

EIC	Business Sales	\$ 7,899,354	\$ 7,676,107	3%	\$ 87,169,259	\$ 98,606,600	-11.6%
	Jobs Supported	2,690	2,394	12%	26,984	25,941	4%
	Local Taxes	\$ 390,494	\$ 376,012	4%	\$ 4,402,085	\$ 5,295,930	-17%
	Personal Income	\$ 2,831,057	\$ 2,693,102	5%	\$ 30,702,910	\$ 34,659,505	-11%
	Bed Taxes	\$ 288,420	\$ 147,871	95%	\$ 2,943,012	\$ 2,492,816	18%

LEGACY	Aug-17	YTD 2017
Definite Room Nights	8,966	15,783
Bookings	2	8

EIC	Business Sales	\$ 5,557,770	\$ 12,553,938
	Jobs Supported	2,268	4,861
	Local Taxes	\$ 293,183	\$ 547,963
	Personal Income	\$ 1,928,067	\$ 4,329,813
	Bed Taxes	\$ 218,230	\$ 363,413

TOTAL	Aug-17	YTD 2017
Definite Room Nights	22,445	145,418
Bookings	36	231

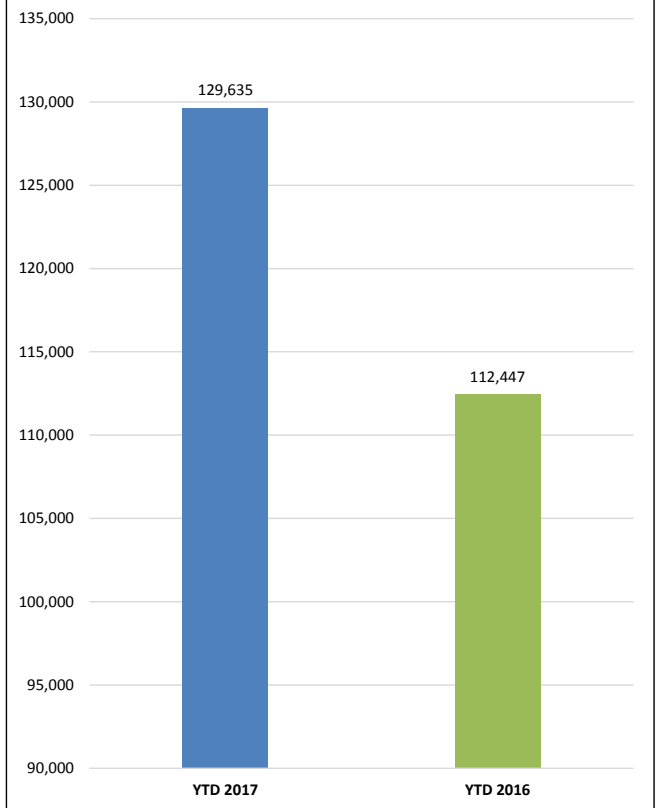
EIC	Business Sales	\$ 13,457,123	\$ 99,723,197
	Jobs Supported	4,958	\$ 31,845
	Local Taxes	\$ 683,677	\$ 4,950,048
	Personal Income	\$ 4,759,124	\$ 35,032,723
	Bed Taxes	\$ 506,650	\$ 3,306,425

Meetings Actualized (Includes Legacy)

	Aug-17	YTD 2017
Definite Room Nights	6,149	131,140
Bookings	12	211

EIC	Business Sales	\$ 3,724,280	\$ 122,768,455
	Jobs Supported	1,354	36,137
	Local Taxes	\$ 145,249	\$ 6,847,737
	Personal Income	\$ 1,319,186	\$ 43,072,381
	Bed Taxes	\$ 98,736	\$ 3,402,517

YTD Team Room Nights



*We had a cancellation in June, worth 2,067 RN's

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
August 2017

By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	11	32%	919	7%	463	8%	92	27,340
2018	16	47%	6,131	45%	2,747	49%	78	46,589
2019	4	12%	3,488	26%	780	14%	24	19,764
2020	3	9%	2,941	22%	1,625	29%	18	20,629
2021	0	0%	0	0%	0	0%	6	9,465
2022	0	0%	0	0%	0	0%	4	4,668
2023	0	0%	0	0%	0	0%	1	1,180
Total	34	100%	13,479	100%	5,615	100%	223	129,635

By Peak Room Nights (Team only)

Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Under - 99	22	65%	2,902	22%	2,205	39%	108	13,272
100 - 200	8	24%	5,317	39%	1,450	26%	51	21,649
201-499	4	12%	5,260	39%	1,960	35%	50	55,965
500-999	0	0%	0	0%	0	0%	13	31,304
1000-1499	0	0%	0	0%	0	0%	1	7,445
1500-4999	0	0%	0	0%	0	0%	0	0
Total	34	100%	13,479	100%	5,615	100%	223	129,635

By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities	2	6%	807	6%	225	4%	8	8,118
Athletic & Sports/Recreation	0	0%	0	0%	0	0%	2	2,515
Automotive	4	12%	423	3%	205	4%	17	1,880
Computer/Software	0	0%	0	0%	0	0%	6	8,682
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	2	395
Educational	8	24%	4,487	33%	1,680	30%	20	11,637
Entertainment	1	3%	63	0%	15	0%	6	2,171
Environmental	0	0%	0	0%	0	0%	3	550
Financial	2	6%	2,889	21%	860	15%	13	7,371
Franchise/Marketing	1	3%	146	1%	55	1%	2	1,128
Fraternal	0	0%	0	0%	0	0%	2	3,069
Government, Public Admin and Affairs	0	0%	0	0%	0	0%	13	9,363
Health & Medical	3	9%	500	4%	224	4%	28	11,325
High Tech/Electric/Comp	1	3%	32	0%	20	0%	9	11,840
Hobby & Vocational	0	0%	0	0%	0	0%	3	571
Incentive	0	0%	0	0%	0	0%	1	337
Insurance	0	0%	0	0%	0	0%	3	2,830
Labor Union	0	0%	0	0%	0	0%	1	325
LGBT	1	3%	496	4%	400	7%	2	596
Manufacturing/Distribution	4	12%	1,910	14%	949	17%	10	5,110
Tourism Industry Events	1	3%	50	0%	30	1%	5	1,168
Military	1	3%	40	0%	42	1%	1	40
Military Reunions	0	0%	0	0%	0	0%	1	171
Pharmaceuticals	0	0%	0	0%	0	0%	2	1,071
Real Estate	0	0%	0	0%	0	0%	2	1,800
Religious	1	3%	500	4%	400	7%	15	8,750
Scientific, Engineering,	1	3%	919	7%	400	7%	7	3,847
Social	0	0%	0	0%	0	0%	4	894
Sporting Events	0	0%	0	0%	0	0%	6	3,539
Third Party Planner	0	0%	0	0%	0	0%	4	974
Trade, Commercial or Business	3	9%	217	2%	110	2%	22	13,994
Transportation	0	0%	0	0%	0	0%	3	3,574
Total	34	100%	13,479	100%	5,615	100%	223	129,635

Convention Sales
Booking Production Analysis (Cont.)
August 2017

By Key States/Countries (Team only)

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
AB (Canada)	0	0%	0	0%	0	0%	1	758
CA	9	26%	4,396	33%	809	14%	108	56816
CO	0	0%	0	0%	0	0%	2	5570
CT	0	0%	0	0%	0	0%	1	540
DC	3	9%	1,812	13%	795	14%	15	12609
FL	1	3%	306	2%	75	1%	6	1465
GA	0	0%	0	0%	0	0%	6	5108
IL	2	6%	1,002	7%	425	8%	6	2451
IN	0	0%	0	0%	0	0%	2	1403
KS	0	0%	0	0%	0	0%	4	624
LA	1	3%	40	0%	42	1%	1	40
MA	2	6%	415	3%	950	17%	4	7911
MB (Canada)	0	0%	0	0%	0	0%	1	110
MD	2	6%	330	2%	215	4%	6	6114
MI	0	0%	0	0%	0	0%	1	60
MN	0	0%	0	0%	0	0%	3	1457
NC	1	3%	500	4%	400	7%	3	1015
NJ	5	15%	791	6%	339	6%	11	2923
NL	0	0%	0	0%	0	0%	1	1304
NV	0	0%	0	0%	0	0%	3	2629
NY	3	9%	2,169	16%	650	12%	8	5741
OH	0	0%	0	0%	0	0%	3	2823
ON (Canada)	1	3%	95	1%	70	1%	5	336
PA	0	0%	0	0%	0	0%	4	1655
SC	1	3%	60	0%	100	2%	1	60
SD	1	3%	72	1%	30	1%	1	72
TN	0	0%	0	0%	0	0%	1	250
TX	0	0%	0	0%	0	0%	2	304
UT	0	0%	0	0%	0	0%	1	171
VA	2	6%	1,491	11%	715	13%	11	7266
WI	0	0%	0	0%	0	0%	1	50
Total	34	100%	13,479	100%	5,615	100%	223	129,635

PSCC Bookings (Includes Legacy)

Market Segment	August			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	0	0	0
Association National	0	0	0	0	0	0
Athletic/Recreation	0	0	0	0	0	0
Automotive	0	0	0	0	0	0
Educational	2	8,966	3,000	6	12,881	10,000
Environmental	0	0	0	0	0	0
Government	0	0	0	0	0	0
Health & Medical	0	0	0	0	0	0
Pharmaceuticals	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
SMEF	0	0	0	0	0	0
Social	0	0	0	0	0	0
Sporting Events	0	0	0	2	2,902	11,200
Third Party Planner	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
Travel Agent/Third Party	0	0	0	0	0	0
Total	2	8,966	3,000	8	15,783	21,200

Convention Sales

Lost Business

August 2017

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	2	528	28	25,827
2	Orlando	2	2,170	8	15,553
3	Phoenix	1	1,385	10	12,593
7	Anaheim	1	1,246	5	7,237
10	Oakland	1	5,439	2	7,149
8	St. Louis	0	0	2	6,646
4	Long Beach	0	0	5	6,289
9	Scottsdale	3	1,922	11	6,181
5	Los Angeles	1	69	7	6,138
6	Miami	0	0	6	6,052

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	7	3,767	31	23,109.00
California	12	11,035	118	87,330.00
Colorado	1	1,782	6	5,190.00
Florida	5	3,574	31	35,228.00
Georgia	0	0	3	3,025.00
Hawaii	2	2,427	7	8,151.00
Illinois	0	0	1	525.00
Kansas	0	0	1	1,550.00
Kentucky	0	0	1	1,675.00
Louisiana	0	0	2	242.00
Minnesota	0	0	1	1,005.00
Missouri	0	0	2	6,646.00
N/A	7	3,379	117	61,866.00
Nevada	0	0	14	6,644.00
New Mexico	1	191	4	3,181.00
New York	1	1,000	2	2,005.00
Oregon	0	0	2	1,022.00
Out of Country	0	0	13	12,417.00
Tennessee	0	0	1	380.00
Texas	1	1,255	9	13,494.00
Unknown	29	21,248	163	177,774.00
Utah	0	0	2	910.00
Washington	0	0	3	5,689.00
Total	66	49,658	534	459,058

Convention Sales & Services

Destination and Partnership Services

September 2017

Destination and Partnership Services

About Destination Services

Destination Services is responsible for the planning and execution of events, sales missions, sites, FAMs, tradeshows, etc. in support of CVB sales and partnership activities. This department consolidates and streamlines activities that have been handled across multiple departments into one. In doing so, the CVB will be able to better service clients and Partners and assist CVB sales teams in their efforts to bring new and repeat business to the destination.

DESTINATION SERVICES:

Summer Summary (June, July, August)

The Destination Services team planned and organized 15 programs encompassing 30 events and activities including two CVB events, two trade shows, four reverse trade shows and 22 client events.

- Fulfilled 19 Convention Sales client requests resulting in 53 CVB Partner referrals
- Assisted a total of 31 Convention Sales clients with their service requests/fulfillments
- Organized 22 site visits representing 28,251 room nights and 10,347 attendees

June – September Highlights

- IPW Trade Show, June 3-7
- Canada Sales Mission, July 24-28
- CAM Concert Client Event, August 31

September – December

- The Department projects the following program management:
 - Total of 32 programs encompassing 61 events.
 - September site visits currently total 2 with total room nights greater than 4,234.
 - October through December 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.



Meet & See: June 29, 2017
Acqua California Bistro, Rancho Mirage

Convention Sales & Services Destination and Partnership Services September 2017

PARTNERSHIP SERVICES:

Summer Summary

The summer was spent initiating programs that were developed earlier in the year as well as working on digital and printed materials to communicate these enhancements. There was, and continues to be, a pro-active approach in obtaining new, and keeping current partners as well as collection of Chill Pass offers for the destination.

June - August Highlights

- We welcomed 10 new partners and renewed 41 partners
- A total of 408 partner referrals were processed
- Partnership hosted and/or participated in the following events:

June 13, 2017	PS Chamber Board Installation Lunch
June 15, 2017	PSHA Luncheon
June 20, 2017	PD Chamber Annual Awards Dinner
June 23, 2017	Orion Awards (CC Chamber)
June 29, 2017	CVB Meet & See: Acqua California Bistro
June 27, 2017	GCVCC Awards & Installation Dinner
July 27, 2017	PSHA Luncheon
July 27, 2017	Coachella State of the City
July 27, 2017	CVB Meet & See: Laser Oasis
August 8, 2017	GCVCC All Valley Legislative Lunch

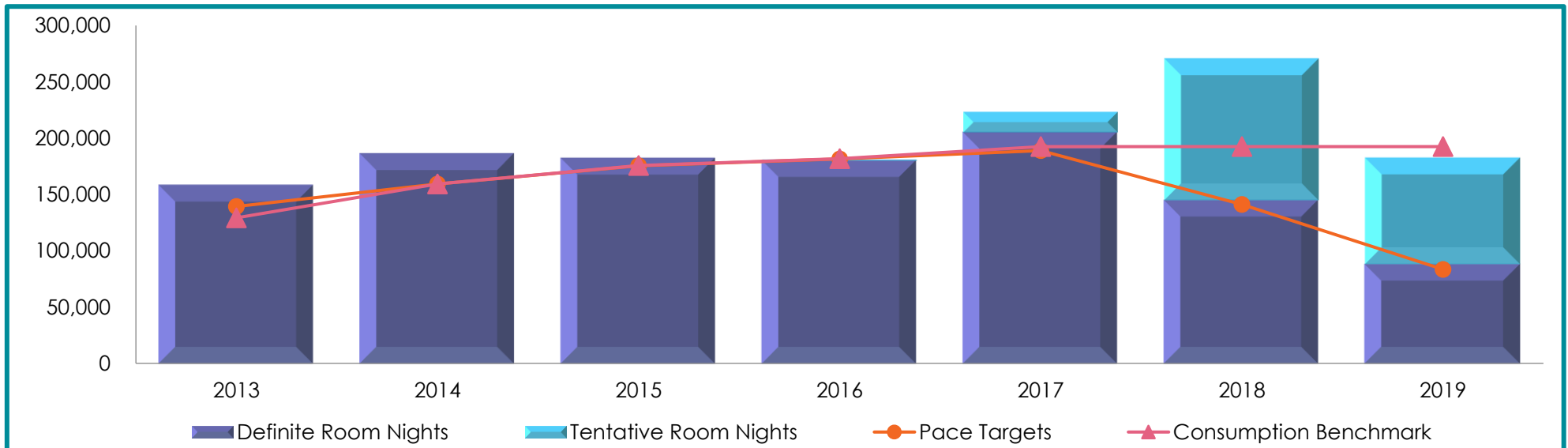


Meet & See: July 27, 2017
Laser Oasis, La Quinta

**For questions, submissions or comments,
please contact Jill Philbrook, Director of Destination and Partnership Services**
jphilbrook@gpscvcv.com

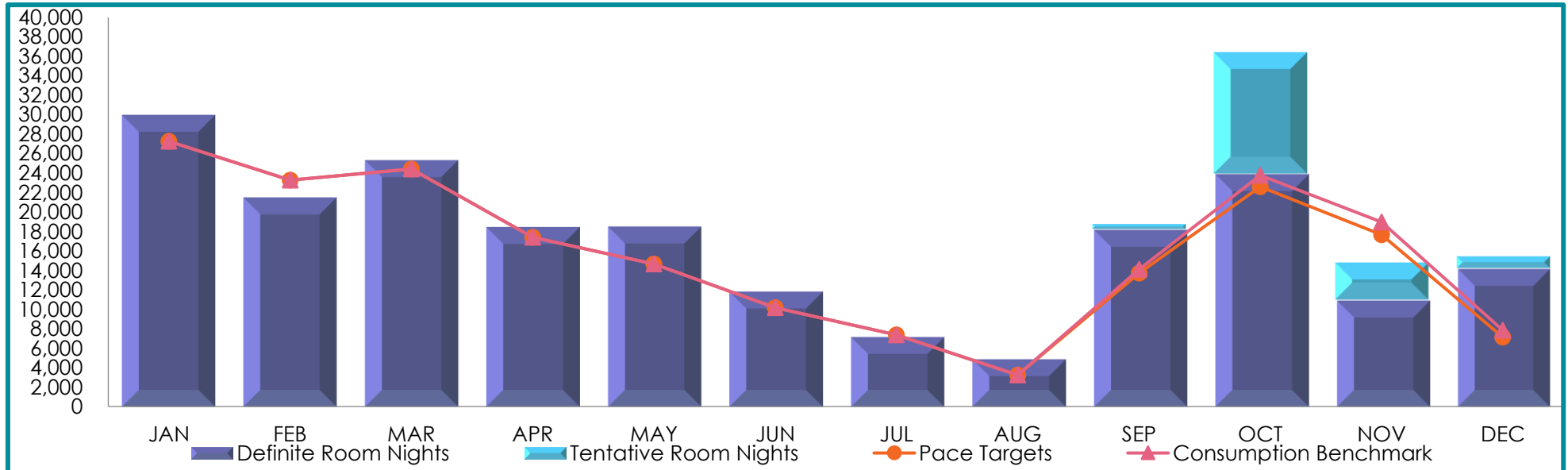
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Room Nights	158,499	186,207	182,294	180,156	205,174	145,104	88,538	65,413	1,211,385
Pace Targets	139,228	159,343	175,547	181,619	188,899	141,067	83,502	47,900	1,117,105
Variance	19,271	26,864	6,747	(1,463)	16,275	4,037	5,036	17,513	94,280
Consumption Benchmark	129,228	159,343	175,662	181,769	192,460	192,460	192,460	192,460	1,415,842
Pace Percentage	114%	117%	104%	99%	109%	103%	106%	137%	108%
Total Demand Room Nights	698,660	650,118	647,415	722,310	783,361	588,998	309,192	168,709	4,568,763
Lost Room Nights	540,161	463,911	465,121	542,154	578,187	443,894	220,654	103,296	3,357,378
Conversion Percentage	23%	29%	28%	25%	26%	25%	29%	39%	27%
Tentative Room Nights	0	0	0	1,000	18,008	125,372	94,610	61,358	300,348

Greater Palm Springs Events									
Definite Events	270	300	264	294	306	151	62	40	1,687
Pace Targets	239	266	277	288	275	147	64	32	1,588
Variance	21	34	(13)	6	31	4	(2)	8	89
Consumption Benchmark	239	266	278	289	293	293	293	293	2,244
Pace Percentage	113%	113%	95%	102%	111%	103%	97%	125%	106%
Total Demand Events	822	793	801	909	930	506	191	87	5,039
Lost Events	552	493	537	615	624	355	129	47	3,352
Conversion Percentage	33%	30%	33%	32%	33%	30%	32%	46%	33%
Tentative Events	0	0	0	1	40	198	82	43	364



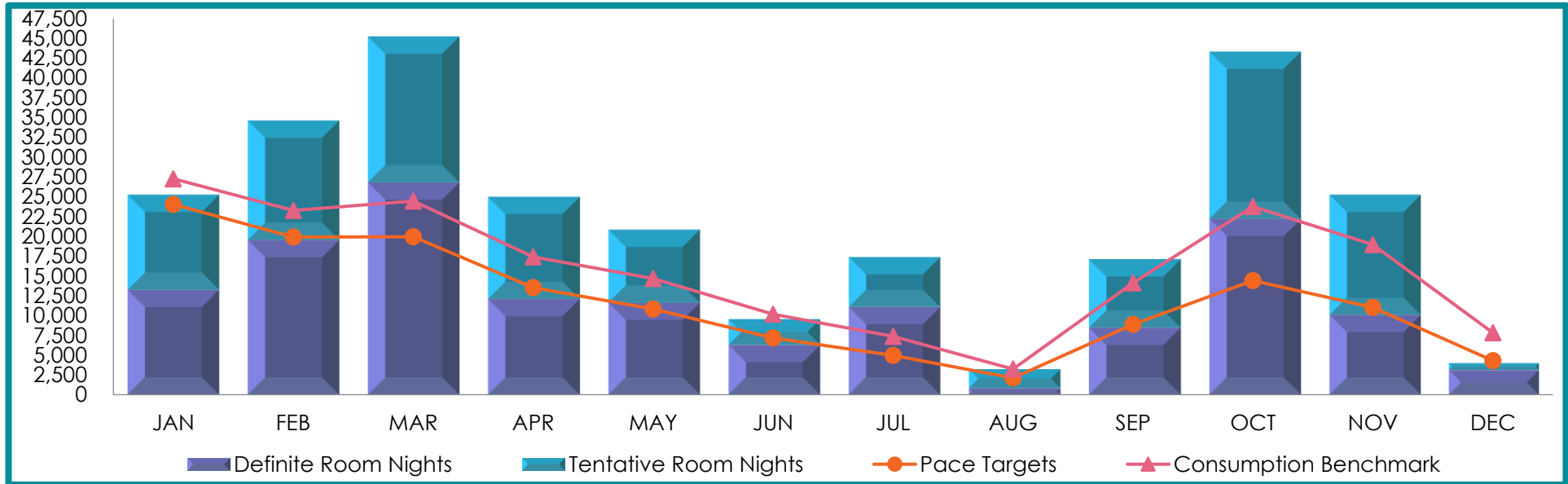
Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,971	21,511	25,346	18,493	18,534	11,893	7,217	4,908	18,214	23,897	10,980	14,210	205,174
Pace Targets	27,259	23,276	24,430	17,396	14,660	10,168	7,375	3,236	13,725	22,595	17,659	7,120	188,899
Variance	2,712	(1,765)	916	1,097	3,874	1,725	(158)	1,672	4,489	1,302	(6,679)	7,090	16,275
Consumption Benchmark	27,259	23,276	24,430	17,396	14,660	10,168	7,375	3,236	14,111	23,760	18,961	7,828	192,460
Pace Percentage	110%	92%	104%	106%	126%	117%	98%	152%	133%	106%	62%	200%	109%
Total Demand Room Nights	116,695	106,160	63,631	70,477	49,656	59,661	52,513	29,536	81,534	80,863	50,995	21,640	783,361
Lost Room Nights	86,724	84,649	38,285	51,984	31,122	47,768	45,296	24,628	63,320	56,966	40,015	7,430	578,187
Conversion Percentage	26%	20%	40%	26%	37%	20%	14%	17%	22%	30%	22%	66%	26%
Tentative Room Nights	0	0	0	0	0	0	0	0	510	12,475	3,816	1,207	18,008

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	49	41	26	26	22	21	17	13	20	38	23	10	306
Pace Targets	41	41	30	23	23	16	12	9	20	31	21	8	275
Variance	8	0	(4)	3	(1)	5	5	4	0	7	2	2	31
Consumption Benchmark	41	41	30	23	23	16	12	9	23	37	27	11	293
Pace Percentage	120%	100%	87%	113%	96%	131%	142%	144%	100%	123%	110%	125%	111%
Total Demand Events	155	128	94	84	69	62	54	36	69	104	54	21	930
Lost Events	106	87	68	58	47	41	37	23	49	66	31	11	624
Conversion Percentage	32%	32%	28%	31%	32%	34%	31%	36%	29%	37%	43%	48%	33%
Tentative Events	0	0	0	0	0	0	0	0	1	20	15	4	40



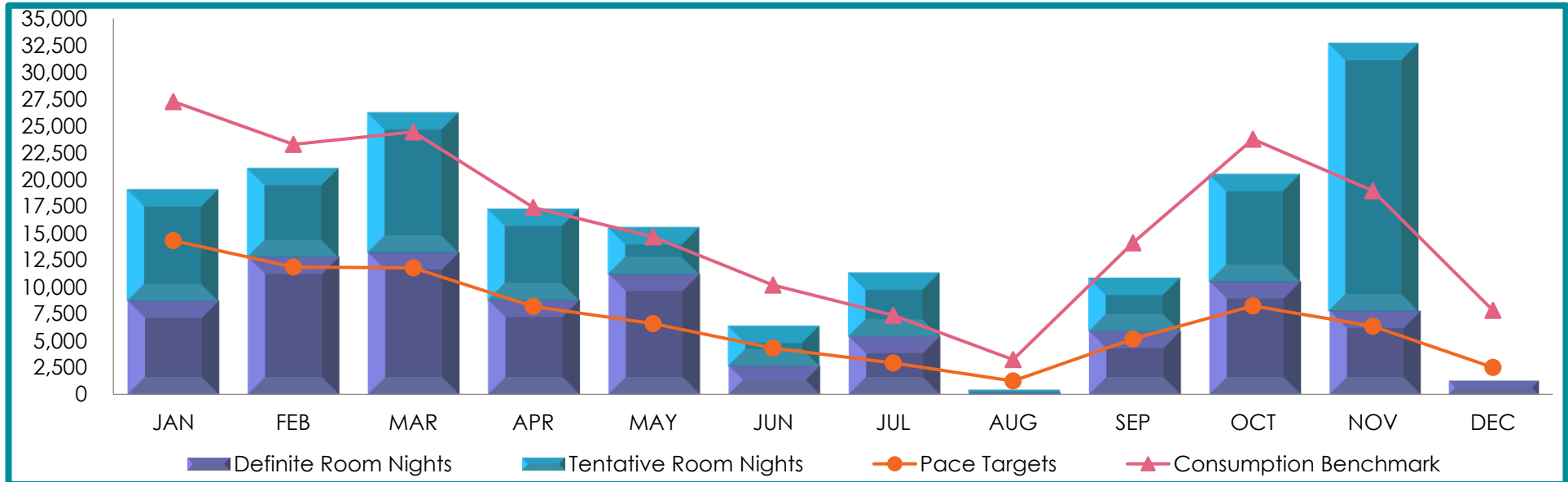
Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	13,224	19,496	26,797	12,064	11,616	6,263	11,034	800	8,461	22,162	10,057	3,130	145,104
Pace Targets	24,034	19,896	19,938	13,533	10,816	7,168	4,966	2,113	8,869	14,402	11,030	4,302	141,067
Variance	(10,810)	(400)	6,859	(1,469)	800	(905)	6,068	(1,313)	(408)	7,760	(973)	(1,172)	4,037
Consumption Benchmark	27,259	23,276	24,430	17,396	14,660	10,168	7,375	3,236	14,111	23,760	18,961	7,828	192,460
Pace Percentage	55%	98%	134%	89%	107%	87%	222%	38%	95%	154%	91%	73%	103%
Total Demand Room Nights	95,881	88,217	74,792	55,583	33,003	41,202	32,526	10,649	44,343	57,383	47,919	7,500	588,998
Lost Room Nights	82,657	68,721	47,995	43,519	21,387	34,939	21,492	9,849	35,882	35,221	37,862	4,370	443,894
Conversion Percentage	14%	22%	36%	22%	35%	15%	34%	8%	19%	39%	21%	42%	25%
Tentative Room Nights	12,018	15,084	18,375	12,893	9,202	3,276	6,328	2,428	8,639	21,118	15,181	830	125,372

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	21	31	23	10	8	5	8	2	11	20	10	2	151
Pace Targets	28	26	18	13	12	7	5	4	9	13	9	3	147
Variance	(7)	5	5	(3)	(4)	(2)	3	(2)	2	7	1	(1)	4
Consumption Benchmark	41	41	30	23	23	16	12	9	23	37	27	11	293
Pace Percentage	75%	119%	128%	77%	67%	71%	160%	50%	122%	154%	111%	67%	103%
Total Demand Events	88	96	66	56	30	32	23	11	33	40	27	4	506
Lost Events	67	65	43	46	22	27	15	9	22	20	17	2	355
Conversion Percentage	24%	32%	35%	18%	27%	16%	35%	18%	33%	50%	37%	50%	30%
Tentative Events	26	39	23	21	14	9	8	6	16	20	14	2	198



Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	8,724	12,790	13,214	8,796	11,212	2,690	5,424	200	5,921	10,527	7,765	1,275	88,538
Pace Targets	14,320	11,860	11,788	8,189	6,593	4,305	2,931	1,247	5,163	8,241	6,348	2,517	83,502
Variance	(5,596)	930	1,426	607	4,619	(1,615)	2,493	(1,047)	758	2,286	1,417	(1,242)	5,036
Consumption Benchmark	27,259	23,276	24,430	17,396	14,660	10,168	7,375	3,236	14,111	23,760	18,961	7,828	192,460
Pace Percentage	61%	108%	112%	107%	170%	62%	185%	16%	115%	128%	122%	51%	106%
Total Demand Room Nights	25,597	55,877	33,830	30,038	31,504	10,214	24,105	2,500	31,166	27,828	32,412	4,121	309,192
Lost Room Nights	16,873	43,087	20,616	21,242	20,292	7,524	18,681	2,300	25,245	17,301	24,647	2,846	220,654
Conversion Percentage	34%	23%	39%	29%	36%	26%	23%	8%	19%	38%	24%	31%	29%
Tentative Room Nights	10,404	8,303	13,052	8,502	4,392	3,758	5,959	310	4,979	10,018	24,933	0	94,610

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	8	7	7	7	7	3	3	1	4	6	7	2	62
Pace Targets	12	11	8	5	5	3	2	2	4	6	4	2	64
Variance	(4)	(4)	(1)	2	2	0	1	(1)	0	0	3	0	(2)
Consumption Benchmark	41	41	30	23	23	16	12	9	23	37	27	11	293
Pace Percentage	67%	64%	88%	140%	140%	100%	150%	50%	100%	100%	175%	100%	97%
Total Demand Events	20	33	19	25	18	7	12	3	16	18	16	4	191
Lost Events	12	26	12	18	11	4	9	2	12	12	9	2	129
Conversion Percentage	40%	21%	37%	28%	39%	43%	25%	33%	25%	33%	44%	50%	32%
Tentative Events	7	14	14	9	7	4	9	1	5	6	6	0	82



Travel Industry Sales
Market Activity
August 2017

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	398	4519	5,400	83%
New Business Development	2	15	14	107%
Increase Travel Trade Webpage Traffic	+ 34%	+ 9.96%	10%	

Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	2	12	9	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	1	21	20	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	2	35	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	0	24		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	3	26		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	8	118	100	

Travel Industry Sales

Market Activity

August 2017

Date	TIS Activities & Programs	Market	Description/Results from Sales Activity
8/4/17	Destination Training; Ocean Holidays – United Kingdom	U.K.	The CVB's office in London visit the head office of Ocean Holidays in Romford to train 31 of their staff on Greater Palm Springs. During the training, the presentation was filmed so that they could then pass on to their homeworkers and staff members currently on holiday.
8/12/2017 – 8/18/2017	Virtuoso Travel Week - Las Vegas	International	The CVB participated in the 29th Virtuoso Travel Week. Virtuoso welcomed more than 10,000 attendees, 5,693 travel agents from 103 countries to the Bellagio in Las Vegas. The CVB completed 240 appointments and a client event for TravelEdge, which was their roll out of rebranding formerly Worldview Travel. The Bellagio Art Gallery event hosted 100 guests, including President Jeff Willner of TravelEdge and Kensington Tours. The CVB had a 5 -minute discovery session and updates about Greater Palm Springs. Client reach 340.
8/16/17	Destination Training: Vacations to America – United Kingdom	U.K.	The CVB's office in London conducted destination training to four USA Specialists at Vacations to America and discussed product updates and enhancements with the company's Product Managers.
8/21/17	Destination Training: Abercrombie & Kent – United Kingdom	U.K.	The CVB's office in London traveled Abercrombie & Kent's main office in Cheltenham and trained six of their new starters on Greater Palm Springs including a member of their Chairman's Club who looks after some of their most important / high spending clients
8/28/2017 – 8/31/2017	CVB SoCal Sales Mission – San Diego & Los Angeles	USA	The CVB hosted 11 sales calls and two client events in San Diego and Los Angeles. JRDN was an evening social with a GPS presentation and reception. In Santa Monica, Chef Carolina with Cozymeal, provided a-hands on culinary experience where GPS partners and clients participated together on vegan dishes. Client reach 149.

Travel Industry Sales

Marketing Campaigns

August 2017

Marketing Campaigns			
Australia			
Company	Campaign Name	Timing	Results
Travel Daily	Trade newsletter	Mar-Apr 2017	
Karry On	Trade newsletter	Mar-Apr 2017	
Travel Counsellors	Full page ad – brochure	May-Jun 2017	- Print: 12,000 copies - Digital: 28,000 w/ 362,000 page impressions
Helloworld	Two-page (one destination focused & one hotel profiles) in 3 brochures (Helloworld, Qantas Holidays & GO Holidays)	Fall 2017-18	
Canada			
Company	Campaign Name	Timing	Results
WestJet	Summer Marketing Campaign, Brochure enhancement	Summer 2017	
China			
Company	Campaign Name	Timing	Results
U-Tour	Online paid & owned media channels, off-line retail and wholesale agencies, new product, new itineraries	Fiscal Year 2017-18	
Germany, Switzerland, Austria			
Company	Campaign Name	Timing	Results
Canusa	48-Hour Campaign / Micro-Site	Mid-March 2017	Short-Term Results (2-days): - 25% increase in new clients - 2.5% increase in bookings - Total site visits: 2,858
Fairflight	Southern California Triangle	Fall 2017	
Canusa	Newsletter / Micro-Site	April 2018	
Dertour	Brochure / Offer	Oct 2017	
America Unlimited	Micro-Site / Social / Out of Home (OOH) activations	Fall 2017 – 2018	
Global			
Company	Campaign Name	Timing	Results
Bonotel	Destination of the Month	Jan 2018	
GTA	One-page in brochure	Sep 2017-Nov 2018	

Travel Industry Sales
Marketing Campaigns
August 2017

United Kingdom			
Company	Campaign Name	Timing	Results
Gold Medal	Consumer & trade magazines, banners, in-store posters, call-center incentives, social media	Q1 2017	- Total Reach: 110,000 consumers - GPS room nights down 8% compared to room nights to California down 28%.
Eden Luxury Travel	Destination Guide	June 2017	
Wexus	Spotlight / Brochure / Trade Press / Articles	Aug 2017-Jan 2018	
Air New Zealand	Destination Campaign with Los Angeles, Huntington Beach and Greater Palm Springs. Out of Home (OOH) campaign. Expedia is the trade partner	Sept-Oct 2017	
Travelbiz	Main directory for Ireland trade / Destination profile	Sep 2017-Nov 2018	
United States			
Company	Campaign Name	Timing	Results
Pleasant Holidays	Offers / Spotlight / Webinar	Summer-Fall 2017	
Tee Times USA / Golfpac	Brochures / E-Blasts / Banners	Fall 2017-18	
GolfThere / Fairways Golf	Brochure / E-Blasts / Consumer Shows	2018	

For more information about Travel Industry Sales, contact:
 Gary Orfield, Director of Travel Industry Sales
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Marketing & Communications

June - August 2017

Advertising Highlights

In addition to the destination's Summer Chill program, which launched in May, the CVB also launched a digital campaign that included online travel agent websites (OTAs), private travel deals websites, and special interest newsletters in July.

The destination's summer efforts targeted Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco. Summer campaign media included a Television Co-op (KTLA and Cable) along with Digital, Print and Out-of-Home media.

The CVB also continued its partnership with CBS, implementing a celebrity influencer campaign using custom videos featuring celebrities who have a strong social media following, in order to leverage the destination's reach.

For the months of June through August, the CVB's destination marketing efforts have garnered over **7.8 billion television impressions, 276,892 television spots, 79,750,603 digital impressions** and **64,287,812 out-of-home impressions**.

SUMMER CHILL CAMPAIGN

In an effort to increase visitation during the destination's low and shoulder-season months, the CVB launched the **Summer Chill Campaign**. The campaign, which launched in May, targeted Los Angeles, Orange County, San Diego, Las Vegas, Phoenix, and San Francisco. The Summer Chill campaign includes a Partner Television co-op, providing exposure on KTLA and cable networks in each market. Eleven Partners joined the 2017 co-op, including BMW Performance Driving School, City of Indian Wells, City of Palm Desert/JW Marriott, City of Palm Desert/ El Paseo, Palm Springs Bureau of Tourism, DoubleTree by Hilton, Hyatt Regency Indian Wells, La Quinta Resort, Miramonte Resort, Westin Mission Hills and Restaurant Week.

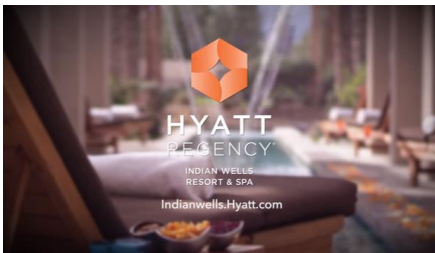
A multi-prong strategy of digital, print, and out-of-home media augments Summer Chill promotions. Digital Media includes **TripAdvisor.com**, Social Media and a search campaign. Greater Palm Springs also has a Destination Page on **Travelzoo.com**, which features Partner deals from JW Marriott Desert Springs Resort & Spa, The Westin Mission Hills Golf Resort & Spa, Renaissance Indian Wells Resort & Spa, La Quinta Resort & Club, Hyatt Regency Indian Wells Resort, Marquis Villas Resort, Hyatt Palm Springs, The Inn at Deep Canyon, Two Bunch Palms Resort & Spa, Palm Canyon Resort, Rock Spa at Hard Rock Hotel Palm Springs, POSH Palm Springs Inn, Embarc Palm Desert, The Living Desert Zoo and Gardens, Casa Cody, Courtyard Palm Springs and Renaissance Palm Springs Hotel.



Marketing & Communications June - August 2017

Advertising Highlights

Television Examples: Click to View



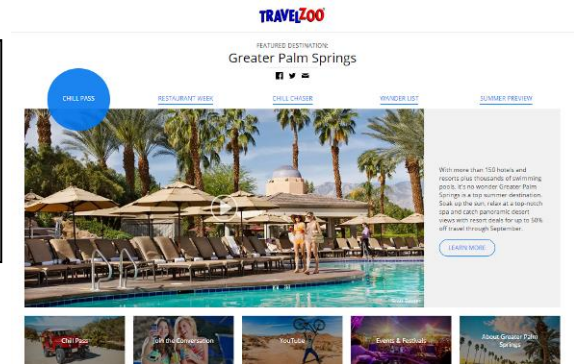
Marketing & Communications June - August 2017

Advertising Highlights

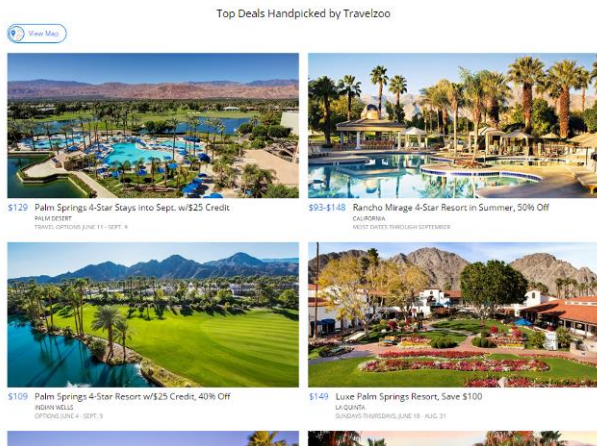
Billboard Creative Example: New Summer Chill



Travelzoo Example: Greater Palm Springs Destination Page launched May 1, promoting Partner deals. Travelzoo has generated 62,607,312 impressions and has contributed to the longest average time-on-site (2:02) and pages viewed per session (2.55), when comparing all summer media.



TripAdvisor Example: Advertising on TripAdvisor.com generated 581,082 impressions for the months of June through August.



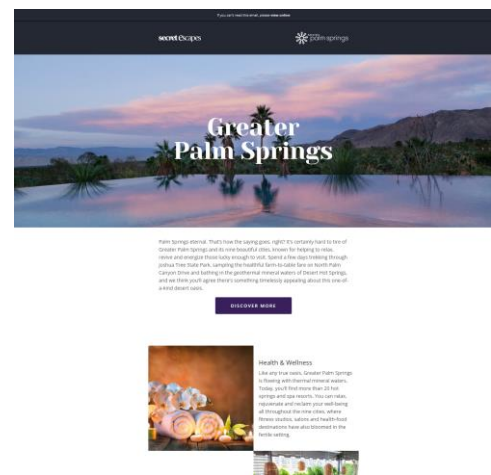
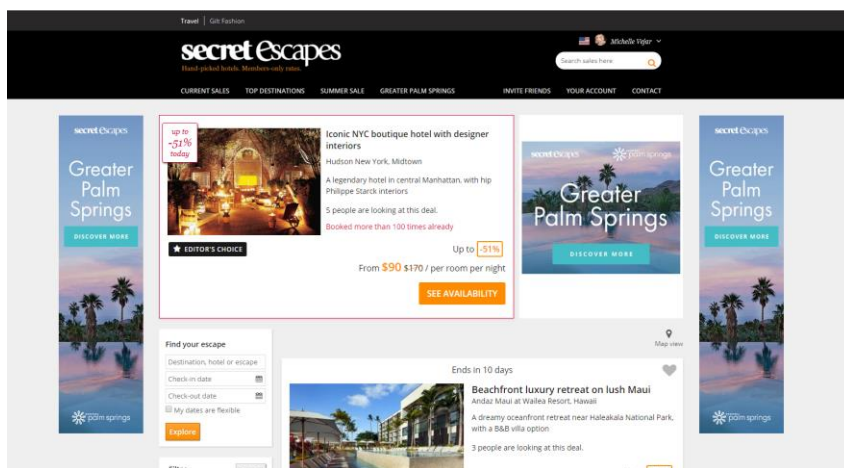
Marketing & Communications June - August 2017

Advertising Highlights

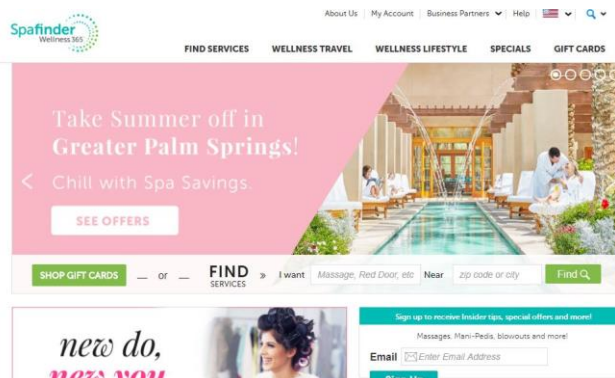
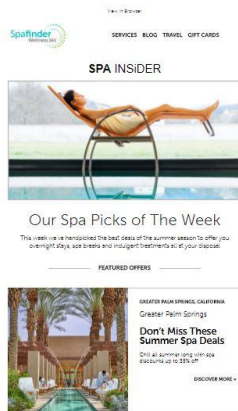
NEW SUMMER & FALL DIGITAL CAMPAIGN

In July, the CVB introduced a new digital advertising campaign in order to communicate hotel and Partner deals during the summer and fall-season months. The campaign included opportunities for Partners to gain extra exposure at no additional cost. This campaign included Secret Escapes, Gilt, Jetsetter, SpaFinder, Expedia, Travelzoo, Locale, Thrillist, LAist, SFist and Chicagoist.

Secret Escapes is a private hotel flash sale website, which features 3-star and above properties. This campaign included a destination landing page with additional exposure to Gilt and Jetsetter subscribers. The campaign, which took place during the month of August, generated 323,968 impressions and contributed to the sales of 128 room nights.



Greater Pam Springs had a destination landing page on SpaFinder.com promoting Partner health and wellness offers. SpaFinder e-mail and newsletters directed to SpaFinder Partner deals and digital ads directed to the CVB's ChillPass.com. For the months of July and August, this campaign has generated 1,049,122 impressions.

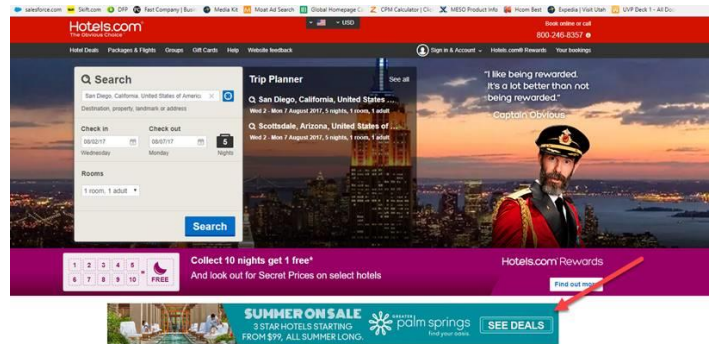
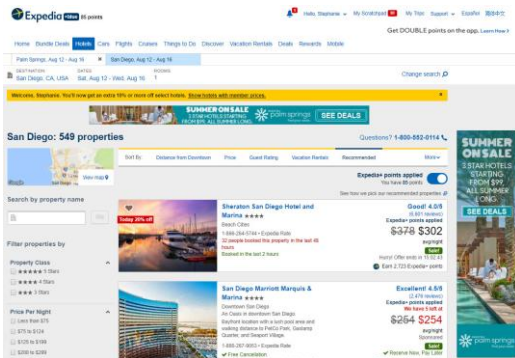


Marketing & Communications

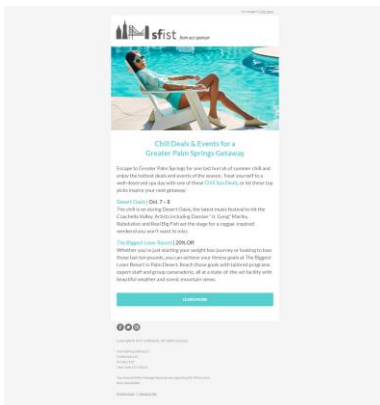
June - August 2017

Advertising Highlights

A destination landing page on Expedia is promoting Expedia partner deals and content through November. For the months of July and August, the destination received 5,479,905 ad impressions on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz). The month of July was flat for Expedia bookings. For the month of August, there was positive YOY room night growth in both Standalone (+8%) and Package (+32%) reservations.



The digital advertising campaign also included Travel and News/Entertainment websites in target markets promoting content and deals in Greater Palm Springs. These websites included Locale, Thrillist, LAist, SFist and Chicagoist. For the months of June through August, LAist, SFist and Chicagoist generated 181,289 impressions via targeted e-mail sends in August. LAist provided the lowest bounce rate, when comparing all summer campaign media at 40% as well as the most pages viewed per session at 2.36. Thrillist generated 788,962 impressions through a banner advertising campaign in August. Locale generated 1,182,411 impressions.



Marketing & Communications June - August 2017

Advertising Highlights

CBS CELEBRITY INFLUENCER CAMPAIGN (NATIONAL MARKETS)

The CVB has partnered with CBS to produce custom videos using celebrities who have a strong social media following. The 12-month program features three celebrity social influencers selected based on their ability to attract new visitors to our destination. Each video series showcases the best places to eat, events to attend and things to do while in Greater Palm Springs. The videos are designed to drive engagement and build brand awareness through avenues such as Facebook, Twitter, YouTube and CBS Digital Networks. This campaign also includes an online advertising campaign targeting CBS's local and extended networks in order to further promote the destination and build awareness.

The first celebrity video series, which launched November 2016, featured the popular **Fitz and the Tantrums** band members Michael "Fitz" Fitzpatrick and Noelle Scaggs, as well as Fitz's wife and **Gossip Girl** star **Kaylee Defer**. The videos portray the life of touring musicians and their personal affinity for Greater Palm Springs—their oasis for reconnecting, relaxing and enjoying special time.

On March 30, the second celebrity series launched featuring Grammy-nominated, **American country music artist, Cam**. This celebrity series launched in coordination with Stagecoach Country Music Festival, as Cam was a Mane Stage performer.

As of August 31, the entire campaign has generated **16,235,005 online advertising impressions and 8,383,995 video views**. Banner advertising displayed on CBS's network on websites, such as www.cbslocal.com, www.radio.com and www.cbssportsradio.com, as well as CBS's extended network, which were seen on websites such as www.expedia.com and www.budgettravel.com. **Facebook reach is 748,863 and Twitter reach is 357,236 on social media pages** for stations such as KROQ in LA and KYYX in San Diego.

[Click to View Fitz and the Tantrums Celebrity Series](#)

This series includes front man Michael "Fitz" Fitzpatrick, bandmate Noelle Scaggs and wife/gossip girl star Kaylee Defer.

[Click to View CAM Celebrity Series](#)

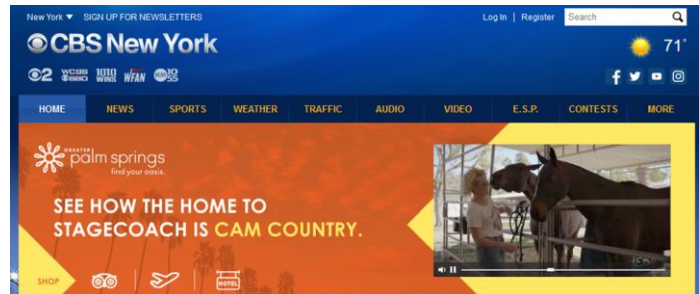
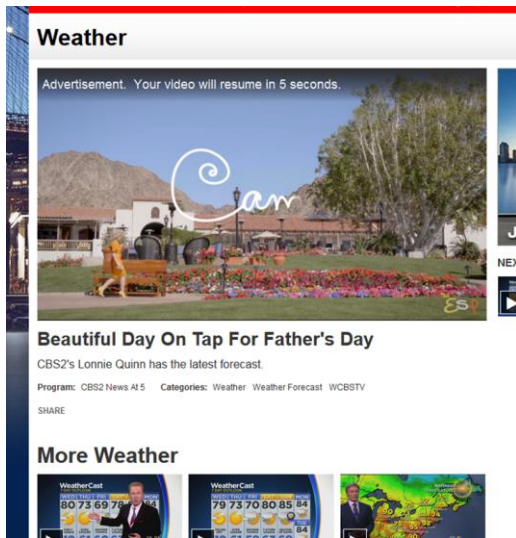
Grammy-nominated, American country music artist, Cam.



Marketing & Communications June - August 2017

Advertising Highlights

CBS Examples: 300 x 250 Pre-roll video provided the highest impressions and video views. Billboard ad with Video provided the most clicks to the GPS website.



Social Media Examples: During the month of June, CBS The Bull - Houston provided the highest Facebook Reach and Video Views. In July, KROQ in LA attributed to the highest Facebook reach. In August, CBS LA social media posts provided the highest Facebook reach, Twitter reach and video views.



Marketing & Communications June - August 2017

Advertising Highlights

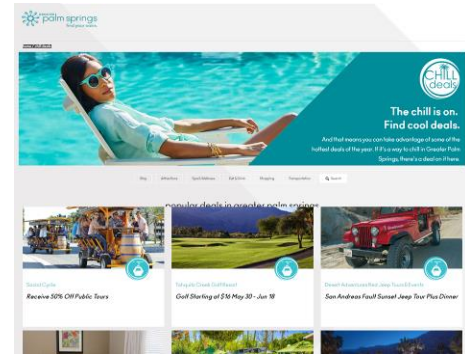
COMING SOON

- **Submit a [Chill Pass](#) offer.** The Chill Pass will continue to be promoted in each of our campaigns, so please make sure your Chill Pass deal is loaded and updated for the coming season!

Contact Greater Palm Springs CVB for more information.

(Winona McCullum • 760-969-13333

wmccullum@palmsspringsoasis.com)



There are many ways that Partners can participate in the CVB's upcoming advertising programs.

Contact Bob Thibault for more information
vice president of marketing

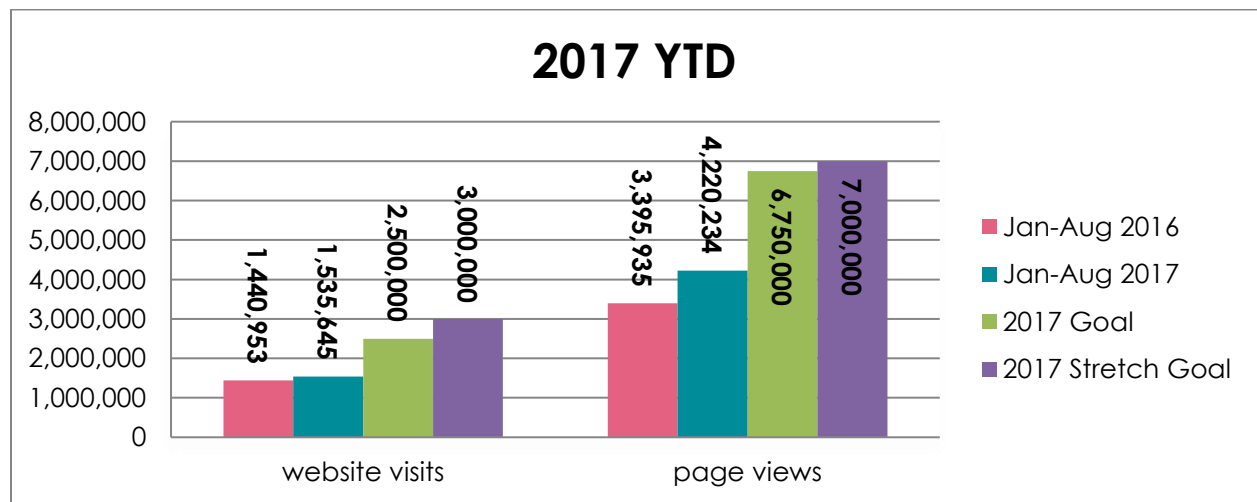
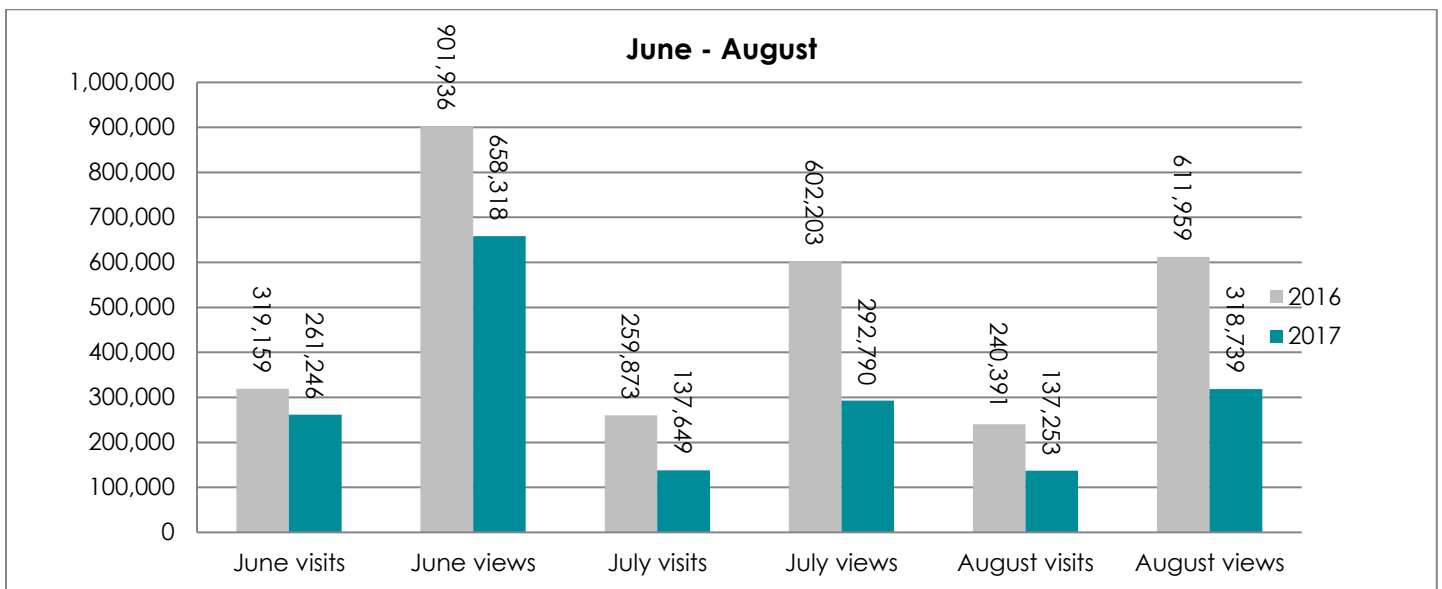
t: 760.969.1339 • bthibault@palmsspringsoasis.com

Marketing & Communications September 2017

Website Highlights

Website:

As we strive every day to improve the look and functionality of the site, we added a new sliding header to call out events, videos and articles that we are featuring. We now have a newsletter sign-up button at the top of the page so that readers will see it straight away, encouraging them to opt in for the wide array of content we post about Greater Palm Springs. During the summer months, we concentrated on growing quality traffic resulting in fewer visits. However, we are up **YOY by 7%**. We focused more on growing our organic reach which had an **increase of 139%** from last year. People spent **4% more time** on site than last year with a **20% decrease** in bounce rate. We also increased **new visitors by 8%**.



website visits:

61% to goal

page views:

63% to goal

Website Highlights

Film Oasis: This has become a valuable asset for production companies looking to shoot on location in Greater Palm Springs with the addition of an image gallery and descriptive content. With more information on the landing page, people have increased their **time on site by 94%**.

Chill Pass: During the summer months, Chill Pass received nearly **63,000 visitors** viewing over **208,000 pages** and they are spending more than **3 minutes** per session searching for offers. Hotel offers still rank number one as top searched with spa and dining right behind.

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: If you have a tourism or hospitality related event that you would like promoted on the CVB online calendar, please submit your event at www.visitgreaterpalmsprings.com/events/submit. Once your offer has been submitted, it will be reviewed by the CVB prior to publishing on the site.



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 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.

If you need assistance or have forgotten your password to the extranet, please contact **Winona McCullum**, Digital Database Manager
760.969.1333 or wmccullum@palmspringsoasis.com

Marketing & Communications September 2017

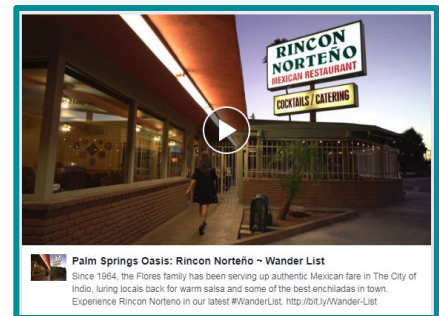
Social Media Highlights

Social Media

	Page Likes	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
facebook.	232,012	200,000	225,000	116.0%	103.1%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	31,997	25,000	27,500	128.0%	116.4%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
 Instagram	13,455	15,000	18,000	89.7%	74.8%
	Video Views	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
You Tube	3,272,031	2,000,000	2,250,000	163.6%	145.4%

Highlight

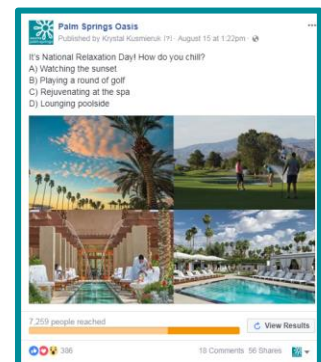
- In the month of June, the CVB shared Wander List video, Rincon Norteño, on Facebook. This video about the landmark Mexican restaurant in Indio resulted in record numbers with over 55,000 video views, 28,000 minutes watched and over 4,000 reactions on the post.



facebook.

The CVB's Facebook fan base continues to grow beyond our goal and has increased to over 230,000 fans. We're simultaneously working and on track to keep our engagement rate growing. Below are two Facebook posts asking consumers questions on how they relax and what they like to do in Greater Palm Springs.

Along with our everyday postings, we continue to distribute video content. The CVB received over 130,000 minutes viewed and over 422,000 **video** views in the 16 videos posted from June to August. We are analyzing the performance and will adjust the format of these videos for specific social channels based on how viewers are consuming the content.



Follow us on Facebook and contact Krystal Kusmieruk, social@palmspringsoasis.com, with events or activities at your property that would be a Facebook feature opportunity.



We devised a content strategy for summer that involved the [CVB Instagram](#) account pushing out images related to specific content designed for social media sharing. For example, for the CVB's article ["10 Must Have Pool Party Accessories"](#) we captured alluring photos for the article specific to our Instagram format and pushed the article out through the link in our profile. The CVB is also consistently on the lookout for local influencers with whom we can engage on Instagram. The Westin Mission Hills photo below is reposted from [@nobread](#), an account with over **135,000 followers**.



We have also recently started to work with **Stackla**. This is a social content marketing platform that curates user-generated content from multiple social channels. With this, we can increase the frequency with which we are reaching out to visitors to share their personal experiences in our Oasis and, thus, tell a more authentic story on our Instagram. You'll begin to see user-generated content aggregated by Stackla on our website later in September.

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

Marketing & Communications September 2017

Social Media Highlights



The CVB [Twitter](#) account continues to grow in followers and engagement in Twitter users. This summer, we have exceeded our 2017 stretch goal and have nearly 32,000 followers.

Twitter chats are included in our monthly strategies to increase engagement and participate in conversations related to travel or chill in Greater Palm Springs. The @dineGPS and @thegpsoasis Twitter handles participated in the #FoodTravelChat with a [Summer Chillin'](#) topic right in line with our message. This chat alone garnered over 8,500 impressions, over 100 likes, 9 replies and over 25 retweets between both channels. Take a look at the [conversation](#).

The CVB continues to push out clips of Wander List and Chill Chaser videos on Twitter. And, this summer we visited some of our Partners and caught photos related to specific national days as well as holidays. Pictured below is our image for the Fourth of July, which drove followers back to our website for information on where to go for Independence Day festivities.



The CVB is focusing efforts on engagement through participation in Twitter chats and through trending hashtags. **Join the conversation** and follow us on Twitter [@thegpsoasis](#).



The CVB's YouTube channel has increased to over 1,300 subscribers this summer. June through August, **Chill Chaser videos** featuring personality Amy Yerrington resulted in over **915,936 views** and over **1.5 million minutes watched**. The Wander List series featuring host Anndee Laskoe resulted in **over 631,455 views** and **over 1 million minutes watched**. Both series assist in increasing subscribers by regularly uploading original and fresh weekly content to the playlists, as well as providing the CVB with a highly creative video "vault" of the destination.

Since June, 11 videos have been produced and shared on our YouTube channel. With this variety produced, we continue to analyze performance and adjust to the content consumers are watching. Watch now:



If you have imagery or fun facts you would like to contribute to the Greater Palm Springs CVB's social channels, please send them to Krystal Kusmieruk, Social Media Manager at social@palmspringsoasis.com.

Media Highlights

The CVB Communications team was very active and productive during the months of June, July, and August! We hosted **12 individuals/group familiarization visits**, totaling **51 content creators** throughout all three months. Beyond traditional print media, we continue to see growth in digital influencer inquiries and visits.

The **Visit California Tourism Marketing Committee meeting** took place June 19-20, 2017. Held at Visit California offices in Sacramento, the CVB represented the Desert Region at the meeting. The CVB has been awarded the Tourism Marketing Grant for fiscal year 2017-2018. The CVB will receive a matching grant of \$60,000 to continue ongoing efforts to promote the California Desert Region both in PR and Travel Trade. The Desert Region website will be undergoing updates during the next fiscal year.

The **U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) Conference** was held in Minneapolis, Minnesota, August 26-29, 2017. This conference serves as the premier annual learning and knowledge-sharing forum for destination marketing professionals. Communications Director Joyce Kiehl, Social Media Manager Krystal Kusmieruk, and Digital Content Manager Marissa Willman attended and represented the Greater Palm Springs CVB at the conference and during the awards dinner. Greater Palm Springs, 2017 Summer Chill Campaign, was nominated for the Destiny: Short-Term Marketing Campaign award. Although we didn't win this year, we were delighted to be in the running.

Featured Content



Greater Palm Springs was featured on **Culture Trip's** website in the July 2017 article **"12 Reasons You Need to Visit Palm Springs."** The piece highlights all that our destination has to offer including architecture, food, activities and culture. The article featured many different Partners including **Two Bunch Palms, Modernism Week, Ace Hotel & Swim Club, Had Rock Hotel Palm Springs, The Living Desert, Desert Hot Springs Spa Hot, Palm Springs Aerial Tramway, Mr. Lyons, Bootlegger Tiki, Palm Springs Art Museum**, and more. With offices in London, NYC and Tel Aviv, The Culture Trip attracts nearly nine million monthly readers.

July 22, 2017 | Circ: 7,500,000 | Earned Value: \$202,500

The Sunday Times - Australia

hails our destination as a mecca for design and architecture. The article lays out options at every price range for visitors to experience Desert Modernism which include The Saguaro Palm Springs, ARRIVE, and The Parker.

July 30, 2017 | Circ: 173,511 | Earned Value: \$5,635



Marketing & Communications June - August 2017

Social Chatter about Greater Palm Springs

How do we work to attract people to our destination? We research, we brainstorm ideas and we interact on our social channels, regularly encouraging visiting print and online media, digital influencers and FAM groups to post social media content and tag our Partners and the CVB. In addition to the CVB's social media tags, we share CVB Partner social media handles and hashtags with media guests. Below is a selection of posts from our targeted foodie influencers that visited in May leading up to Greater Palm Springs Restaurant Week.

#VisitGPS #CADeserts #dineGPS #findyouroasis



@voyagerboheme | Parker Palm Springs | 652 likes
#explorecalifornia #palmdesert #desert #visitgps



@paradiselostnfound | Ace Hotel & Swim Club | 151 likes
Check out my review of the cool and quirky
@acehotelpalmsprings, a boutique hotel located at the
foot of the San Jacinto Mountains in Palm Springs #visitGPS
#AceHotel #PalmSprings



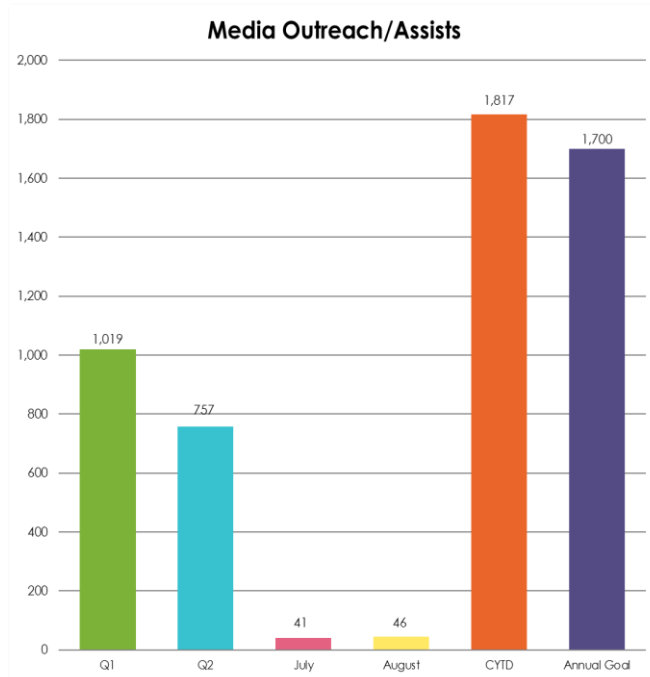
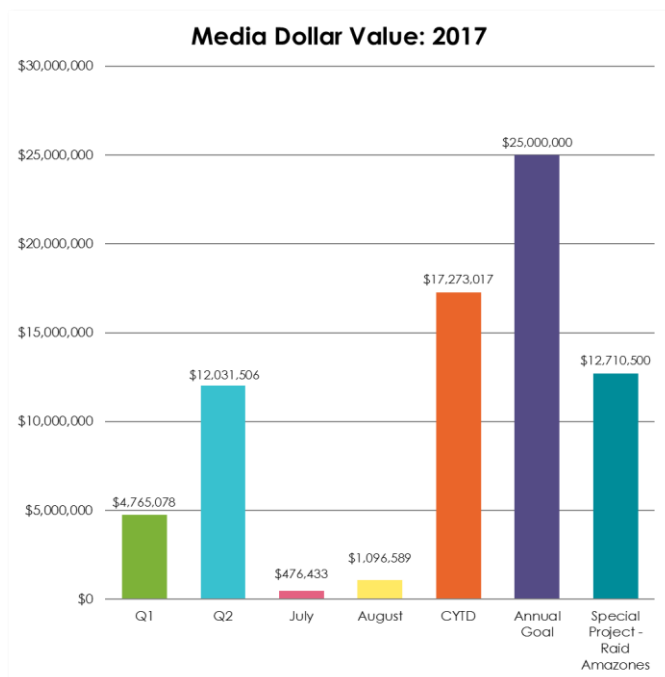
@activitymonster | Palm Springs, California | 4,583 likes
How can you not want to play golf, when the course looks
like this? I miss Palm Springs and hope to be there again real
soon. And now that I started playing golf again, it is a must
👉 @rancholaspalmas #visitgps #palmsprings
#palmspringslife



@travelkindly | Two Bunch Palms | 108 likes
Beyond grateful to explore @twobunchpalms, a Kind Hotel in
Desert Hot Springs, that exemplifies the best of wellness,
sustainability, and community impact. It's 100 percent
carbon neutral with its own solar farm in its backyard, pours
mineral-rich hot spring waters into its countless pools, and
hosts a variety of complimentary classes throughout the day
to inspire creativity, soul searching, and wellness.
#PalmSprings #PalmSpringsStyle #TwoBunchPalms #VisitGPS
#DesertHotSprings

Marketing & Communications June - August 2017

2017 Media Value



Distribution of Articles:

China – 42%

Japan & India – 33%

Europe – 5%

Australia/NZ – 5%

UK/Ireland – 5%

Canada – 1%

On the Horizon

The CVB will be hosting two upcoming media dinners in California in September. The first will be held in Los Angeles on **September 13th** and the second on **September 20th** in San Francisco. We expect approximately 45 attendees per dinner, comprising media and Partners. These dinners present a fantastic opportunity to network one on one with media and share the latest news about hospitality and tourism in our destination.

The **Society of American Travel Writers, 2017 Convention** will be held in Portland, Oregon **October 29-November 2**. This convention brings together writers, photographers, editors, broadcast/video/film producers, bloggers, website owners, public relations experts and hospitality industry representatives from all over the United States and Canada. This four-day conference presents multiple opportunities for education, networking, workshops, and social events. Joyce Kiehl, Director of Communications will be attending this event.

In October, the **2017 Visit California Canada Media Mission** will be take place in Toronto, Calgary and Vancouver. This year, a new virtual reality element has been added to the media appointments in Toronto. In Calgary, there will be a new media pitching session, "The Pitch," where each destination partner will verbally pitch one topic to a panel of local media judges. The winning pitch contestant will be awarded as "Top Pitcher." The trip will include one-on-one appointments to reach top tier Canadian media and influencers (TV, print, online and radio).

Visit California Los Angeles Media Reception will be held October 1-2. This event is held to connect California destinations and tourism businesses with leading media outlets based in Los Angeles. This reception presents an exceptional opportunity to garner top-tier coverage for our destination.

Destination Development Highlights

Health, Wellness & Spa:

As CVB embarks upon the Health & Wellness tourism initiative, we established an advisory committee to provide guidance and direction on next steps. Vicki is also working with The Global Wellness Institute finding and distilling research on wellness tourism and case studies of successful wellness destinations. The CVB has also created a special interest section of the website to help Health & Wellness enthusiasts find articles, videos, images, and Partner listings. Moreover, we're in the midst of a spa promotion with Expedia, TravelZoo, Secret Escapes, SpaFinder, Thrillist, LAist, SFist, and Chicago-ist. This great promotion, which will run through November 2017, positions our terrific spa properties front and center for visitors seeking wellness vacation and/or services.



Outdoor Adventure:



Friends of Desert Mountains has provided the initial list of 50 trails that have been authorized as trails that we can promote. This is an exciting first step in our effort to authorize all trails so that there is one comprehensive list that the CVB, Friends of Desert Mountains, Bureau of Land Management and CVAG can utilize. Now that we have the location of these first 50 trails, we'll be able to work with CVAG to determine city and street signage needs. We'll also update this information on apps such as Easy2Hike or TrailFinder to ensure that people can easily find our trails. Destination Development plans future promotions to enlighten adventure travelers on the wide array of outdoor adventure experiences in Greater Palm Springs and the surrounding California Desert Region.

Air Service:

Air service development continues to be a top priority of the Destination Development Plan. 2017/18 is a transition year for many airlines as they bring on new equipment, so expansion into regional markets will be challenging. Scott and Vicki are working with the consultant from InterVISTAS to continue to provide enticing destination information and statistics to airline representatives in preparation for opportunities that may open up in the fall of 2018 leading into 2019.



Sustainability:

The Greater Palm Springs CVB supports the 2017 United Nations International Year of Sustainable Tourism for Development initiative. We're leveraging our social media strategies and reach by communicating to meeting and event planners around the globe to keep GPS "top of mind" as they consider destinations for their events. Positive Impact, the organization coordinating efforts for the United Nations, will be promoting the research study and webinar conducted by academics to offer recommendations for event and meeting planners for sustainable tourism. They will reach 90,000 event and meeting planners through various associations, conferences, and e-mail campaigns from September through December 2017. This is a major coup for the CVB—with Vicki Higgins representing us on the webinar—as we will be the only destination involved in this online forum with the academics providing input on the importance of planners and DMOs working together to create a positive impact in the community.



Arts & Culture:



The CVB is strategizing with the California Desert Arts Council to support the many art initiatives in our communities. We are providing marketing support for the curated Fall Preview Event for Modernism Week. CVB promotional efforts included website content, press release, PR efforts and social media. Arts & Culture initiatives over the summer months included generating more content promoting Arts & Cultural initiatives.

HOW TO GET INVOLVED

Please contact Vicki, vhiggins@gpscvcvb.com, for the following:

Outdoor Adventure:

We are seeking content, articles, photos and videos to share with visitors as we promote Outdoor Adventure. Please share your content with me vhiggins@gpscvcvb.com.

Health, Wellness & Spa:

Please be sure to update your listing on the CVB website with your Health & Wellness offers by logging in to the partner extranet at www.mygpscvb.com. If you need more information or have ideas to share, please e-mail Vicki.

Sustainability:

If you are involved in any type of sustainable practices, we want to know! This can include energy conservation, water conservation, food waste recycling, and more. Please log in to the partner extranet at www.mygpscvb.com.

Restaurant Chill Deals:

We are continuing to support the restaurant community via the DineGPS social channels and through Chill Pass. If you have a restaurant that would like to either continue the Restaurant Week offer or provide a special offer, please submit your offer here and we will promote it via our Chill Pass offers:

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

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

Vicki Higgins

VP of Destination Development

vhiggins@gpscvcvb.com

(760) 969-1347

PSP Schedule Analysis- September 2017

September 2017

September 2016

Number of Flights

1,167

Number of Seats

120,066

Number of Flights

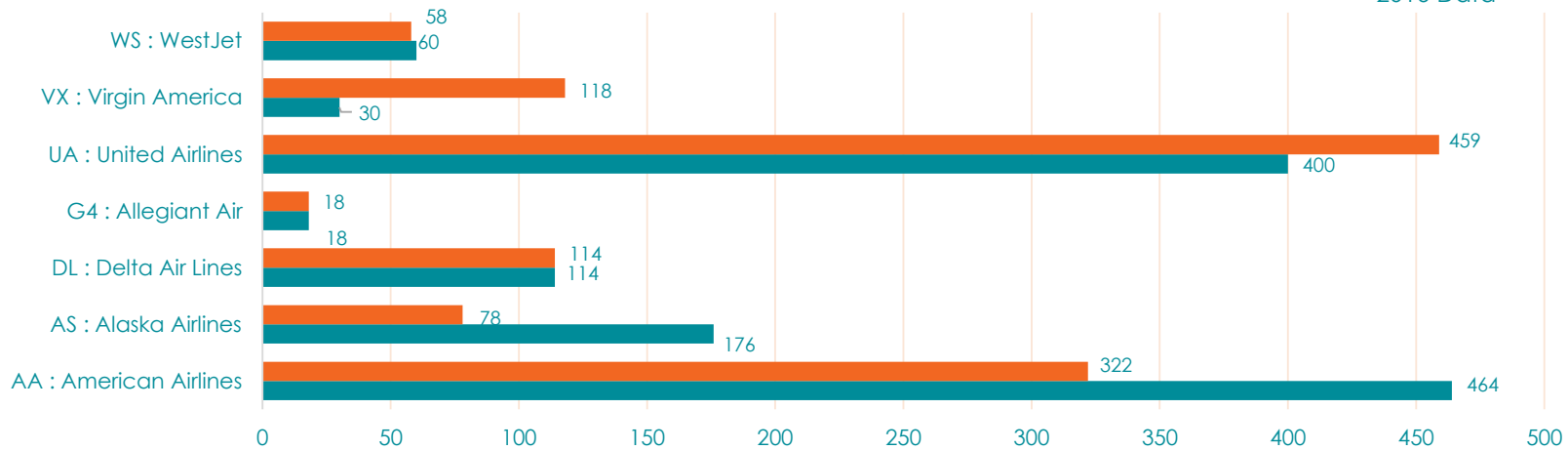
1,262

Number of Seats

104,102

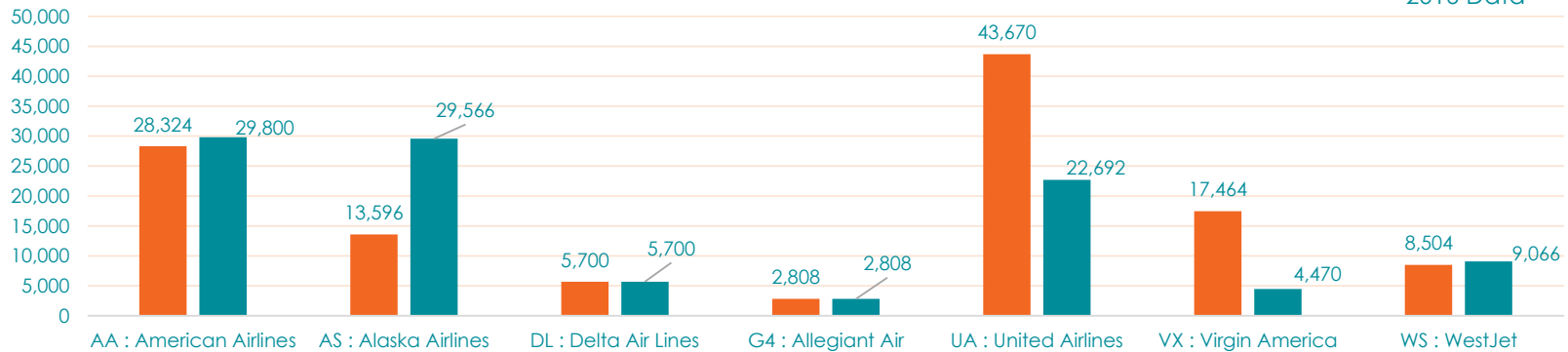
Flight Comparison

2017 Data
2016 Data



Seat Comparison

2017 Data
2016 Data



*Data represents inbound and outbound flights for PSP

PSP Departures & Average Seats per Departure

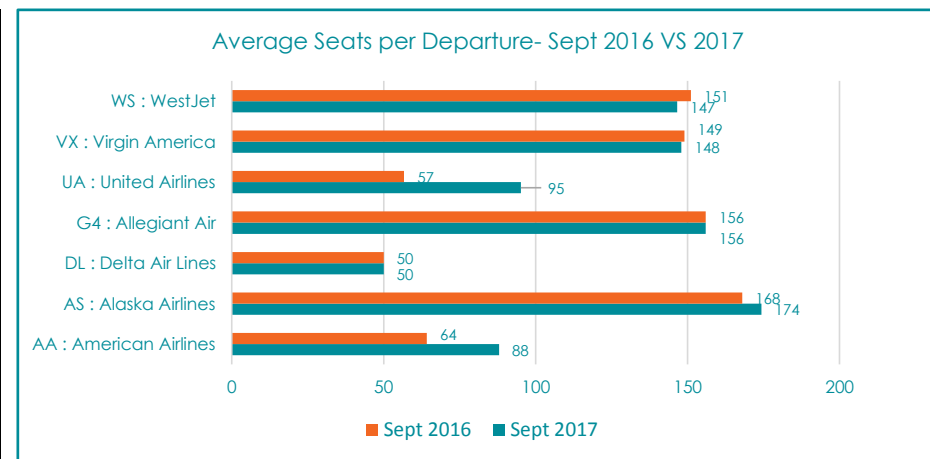
		Monthly Departures				Average Seats per Departure			
Market Airline	Origin	Sep-17	Oct-17	Nov-17	Dec-17	Sep-17	Oct-17	Nov-17	Dec-17
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	30	57	59	45	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	0	27	25	44	0	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	131	152	152	172	71	71	72	71
AC : Air Canada	YVR : Vancouver, BC, CA	0	0	3	7	0	0	282	282
AC : Air Canada	YYZ : Toronto, ON, CA	0	0	0	9	0	0	0	136
AS : Alaska Airlines	PDX : Portland, OR, US	5	40	34	38	163	176	176	177
AS : Alaska Airlines	SEA : Seattle, WA, US	34	40	80	79	176	173	174	169
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	0	0	14	23	0	0	150	150
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	0	0	0	11	0	0	0	132
DL : Delta Air Lines	SEA : Seattle, WA, US	0	0	0	22	0	0	0	76
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	57	62	74	81	50	50	50	50
F9 : Frontier Airlines	DEN : Denver, CO, US	0	0	12	18	0	0	180	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	9	18	16	20	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	0	16	21	24	0	128	138	152
UA : United Airlines	DEN : Denver, CO, US	85	93	90	90	87	100	124	113
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	0	6	61	61	0	71	75	71
UA : United Airlines	LAX : Los Angeles, CA, US	30	31	30	31	50	50	51	50
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	0	3	30	31	0	135	132	83
UA : United Airlines	SFO : San Francisco, CA, US	114	150	147	154	113	111	109	98
VX : Virgin America	JFK : New York-JFK, NY, US	0	0	3	5	0	0	148	148
VX : Virgin America	SFO : San Francisco, CA, US	59	62	86	80	148	148	148	148
WS : WestJet	YEG : Edmonton, AB, CA	0	3	30	29	0	168	163	161
WS : WestJet	YVR : Vancouver, BC, CA	9	31	64	67	148	159	165	164
WS : WestJet	YWG : Winnipeg, MB, CA	0	1	12	14	0	168	140	136
WS : WestJet	YYC : Calgary, AB, CA	20	48	85	87	146	152	149	151
WS : WestJet	YYZ : Toronto, ON, CA	0	0	12	12	0	0	127	120
Totals		583	840	1,140	1,254	1,469	2,337	3,229	3,493

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
AA : American Airlines	10.7	15.2	15.7	16.9	16.5	16.0
AC : Air Canada	0.0	0.0	0.2	1.0	1.5	1.8
AS : Alaska Airlines	2.6	5.2	7.6	7.6	6.4	10.1
B6 : JetBlue Airways	0.0	0.0	0.9	1.5	2.0	2.0
DL : Delta Air Lines	3.8	4.0	4.9	7.4	9.8	10.6
F9 : Frontier Airlines	0.0	0.0	0.8	1.2	1.2	1.1
G4 : Allegiant Air	0.6	1.2	1.1	1.3	0.9	0.5
SY : Sun Country	0.0	1.0	1.4	1.5	1.7	2.0
UA : United Airlines	15.3	18.3	23.9	23.7	24.0	24.0
VX : Virgin America	3.9	4.0	5.9	5.5	6.5	6.6
WS : WestJet	1.9	5.4	13.5	13.5	12.6	13.6

Average Daily Seats Each Way (DSEW) by Market Airline						
Market Airline	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
AA : American Airlines	944	1,566	1,622	1,723	1,533	1,452
AC : Air Canada	0	0	56	206	249	337
AS : Alaska Airlines	453	900	1,325	1,299	1,117	1,725
B6 : JetBlue Airways	0	0	140	223	300	300
DL : Delta Air Lines	190	200	247	463	807	887
F9 : Frontier Airlines	0	0	144	209	209	206
G4 : Allegiant Air	94	181	166	201	141	78
SY : Sun Country	0	132	193	235	271	321
UA : United Airlines	1,456	1,831	2,485	2,174	1,884	1,884
VX : Virgin America	582	592	876	810	942	956
WS : WestJet	283	838	2,089	2,075	1,978	2,107

Average Seats per Departure by Market Airline						
Market Airline	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
AA : American Airlines	88.0	102.8	103.1	101.7	93.2	90.8
AC : Air Canada	0.0	0.0	282.0	199.9	167.7	188.6
AS : Alaska Airlines	174.3	174.4	174.3	171.3	174.0	170.6
B6 : JetBlue Airways	0.0	0.0	150.0	150.0	150.0	150.0
DL : Delta Air Lines	50.0	50.0	50.0	62.9	82.3	83.3
F9 : Frontier Airlines	0.0	0.0	180.0	180.0	180.0	180.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	0.0	128.3	138.0	151.5	155.3	160.7
UA : United Airlines	95.1	100.1	104.1	91.8	78.5	78.5
VX : Virgin America	148.0	148.0	147.7	147.7	144.6	145.5
WS : WestJet	146.6	155.5	154.3	153.9	156.4	154.4



September 2017 Departures by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Winglets Pax/BBJ2	60	9,600
AA : American Airlines	CRJ-200	404	20,200
AS : Alaska Airlines	B737-400	4	576
AS : Alaska Airlines	B737-700 Passenger	30	3,720
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	24	3,912
AS : Alaska Airlines	B737-900 Passenger	48	8,688
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	70	12,670
DL : Delta Air Lines	CRJ	114	5,700
G4 : Allegiant Air	A319	18	2,808
UA : United Airlines	CRJ-200	278	13,900
UA : United Airlines	CRJ-700	80	5,600
UA : United Airlines	E-175 Enhanced Winglets	42	3,192
VX : Virgin America	A320	30	4,470
WS : WestJet	B737-600	6	678
WS : WestJet	B737-700 Winglets Pax/BBJ1	18	2,340
WS : WestJet	B737-800 Winglets Pax/BBJ2	36	6,048

Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
2.0	320
13.5	673
0.1	19
1.0	124
0.8	130
1.6	290
2.3	422
3.8	190
0.6	94
9.3	463
2.7	187
1.4	106
1.0	149
0.2	23
0.6	78
1.2	202

May 2017 - Load Factor Report

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2017	Load Factor 2016	Departures	Average Departures Per Day
AA : American Airlines	26,170	21,260	85.43	84.55	252	8.1
AS : Alaska Airlines	29,942	22,098	77.27	77.36	180	5.8
DL : Delta Air Lines	3,050	2,578	84.52	82.05	61	2.0
G4 : Allegiant Air	1,404	1,321	94.05	83.42	9	0.3
SY : Sun Country	762	608	79.79	N/A	6	0.2
UA : United Airlines	18,574	15,122	80.60	83.87	227	7.3
VX : Virgin America	2,530	1,889	74.64	64.22	17	0.5

