



BOARD REPORT

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

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.

JANUARY 2019

President's Summary

Welcome to 2019! As you know, the CVB grew in 2018, and all of our new team members are in place and ready to expand our tourism economy and develop new programs in the coming year. The goal of the Destination Development Plan is to reach 16.8 million visitors by 2026. In addition, the plan is designed to minimize the impact of a future recession and take our destination beyond the term "seasonal." Our goal is to make Greater Palm Springs a year-round destination. To accomplish this, we need additional air service to key hubs throughout the summer months. We have renewed our contract with Ailevon Pacific to assist us with this important objective. PSP continues to show double-digit passenger growth, and this trend will help us pitch our destination to the airlines in 2019.

The Certified Travel Ambassador program launches in February, and our goal is to train over 500 tourism professionals this year. We look forward to working with you on this important program for our industry. The Cal State San Bernardino, Palm Desert Campus is hosting a fundraiser for the hospitality program on February 16 at the JW Marriott Desert Springs Resort & Spa. Please support this important event and buy tickets or a table, and provide a donation. You can go to <https://pdc.csusb.edu/ticket-sales> to purchase your tickets.

In alignment with our sustainability pillar, we are reducing the amount of printing we do in 2019. All of our reports — Sales and Marketing Plan, Annual Report, Board Reports and research reports — will be distributed via our website. We will share our Sales and Marketing Plan first. Based on your feedback, we will fine-tune and then move forward with all of our reports in the same format.

Congratulations to the Sales Department, booking 242,084 room nights to a goal of 216,500. Another of our goals is to find new business for the destination, and out of the 1,094 leads distributed, 712 (65%) were new. In 2019 we are expanding our convention sales reach by increasing our marketing efforts with new trade advertising, a group social media presence, a new sales video series, and new client events and experiences here in the destination. We also partnered with Palm Beach Florida at PCMA on a joint client event centered around health and wellness.

More good news: For the month of December, the CVB's advertising efforts yielded over 3.9 billion television impressions, 259,562 television spots, 2,302,709 digital impressions and 32,571,991 out-of-home impressions. The Fall/Winter Co-Op created a combined 1.9 billion impressions on cable television in our Getaway markets.

The CVB's social media reach also continues to increase. We ended the year with 60,000+ engagements, 8.5 million impressions and 350,000+ followers on Facebook; 329,015 engagements, 2 million+ impressions and nearly 20,000 followers on Instagram; 4,000 engagements and over 41,500 followers on Twitter; and more than 6 million video views in 2018 on YouTube, completing the year with over 2,800 subscribers.

Thank you for all of your support. We look forward to working with all of you on achieving our goals in 2019!

Sincerely,



Scott White, President/CEO

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Greater Palm Springs

Local Industry STR Data for November 2018

Greater Palm Springs	November 2018						Calendar-Year-to-Date								
	Occ %		Percent Change from Nov 2017				Occ %		Percent Change from CYTD 2017				Census # of Hotels	Census # of Rooms	
	Nov 2018	Nov 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	65.5	65.5	5.4	4.4	10.0	11.8	7.1	62.1	0.4	5.1	5.5	8.2	3.0	138	15186
Palm Springs	65.2	65.2	10.8	6.2	17.7	18.5	11.6	62.7	1.3	6.3	7.7	10.7	4.1	64	5222
Cathedral City/ Desert Hot Springs	68.9	68.9	17.9	6.8	25.9	25.9	17.9	56.2	6.6	5.2	12.1	14.5	8.9	7	845
Rancho Mirage	64.2	64.2	-6.6	4.7	-2.2	-2.1	-6.5	64.7	-4.1	6.1	1.7	1.7	-4.1	7	1843
Palm Desert	68.3	68.3	-0.5	0.4	-0.1	6.4	6.0	65.2	-2.5	4.5	1.9	9.7	5.0	15	2448
Indian Wells/ La Quinta	66.3	66.3	6.1	6.0	12.5	15.0	8.5	60.5	3.6	3.3	7.0	8.7	5.2	10	2625
Indio	63.2	63.2	5.9	4.4	10.6	10.7	6.0	59.5	2.0	3.6	5.7	5.7	2.1	17	1308
Hotel Class															
Upper Resort	62.7	62.7	-0.4	4.3	3.9	3.9	-0.4	60.6	-0.9	5.4	4.5	4.5	-0.9	12	4850
Resort	67.2	67.2	4.9	4.9	10.0	10.4	5.2	64.8	1.4	4.5	6.0	6.0	1.5	14	2845
Branded Select Service	68.1	68.1	6.6	4.2	11.1	11.1	6.7	63.7	1.4	4.8	6.3	6.8	1.9	43	4418

Source: Smith Travel Research, Inc. Reproduction 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

Highlights

The Convention Sales team finished 2018 strongly, attaining all its goals and has increased number of leads, new leads and room bookings.

Generating 1,094 leads, the sales team is up 10% as of the same time last year. In addition, the team is up 3% on new leads, producing 712 new leads for our hotel Partners since the start of 2018. Booked room nights are up 12% over goal and have surpassed our stretch goal. Our destination sales managers hosted 101 qualifying site experiences in 2018 with a definite conversion ratio of 72%.

Marketing and Social Media

We are working closely with the Marketing and Brand teams on new advertising opportunities and social media exposure. The launch of our social media meetings awareness program via Instagram, Facebook and LinkedIn produced 1,012,698 impressions and 2,231 click-throughs since October. Our findings are showing that the Midwest has the strongest impressions, and we will be working to get an increased reach to the East Coast.

Meetings Video Series

Shooting is underway of a new video series promoting the unique meeting spaces and venues in Greater Palm Springs, utilizing the research generated during our 2018 Meeting Image & Awareness Study. The 2-minute videos will highlight the ease of getting through our airport, the Palm Springs Convention Center's downtown corridor experiences, unique offsite venues, citywide meetings for both up valley and down valley, ways groups can give back, and more. The videos will be shared through our social network channels, industry partner websites, newsletters and e-blasts.



Film Festival

We hosted 10 meeting planners and 4 tour and travel guests for the 30th Annual Palm Springs International Film Festival. Our guests were treated to first-class accommodations, spa treatments, sites and meal functions with our Partners JW Marriott and Westin Mission Hills Golf Resort & Spa. They raved about our destination and what a fabulous event we put on for them. Thanks to Director of Destination Services Jill Philbrook and the whole Destination Services team for running this one-of-a kind client appreciation event.



Site Experience

We will be expanding upon the success of our 2018 client events by concentrating on more customer engagement opportunities in 2019. Our goal is to increase the amount of potential booking clients visiting our meeting oasis in 2019. To do this, we propose a shift in our regional client events, hosting more here than in the sales managers' markets. We have seen that once the planners have an opportunity to see the destination directly, they are more likely to book business here. This goes hand-in-hand with our site experience program.

Convention Sales & Services

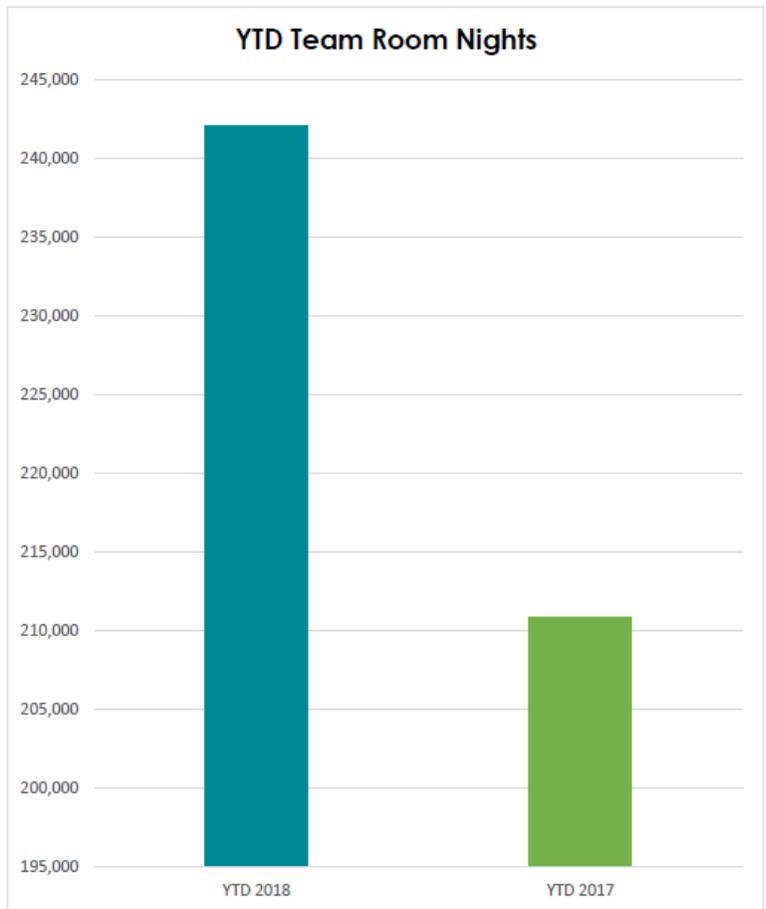
Booking Production Analysis | December 2018

TEAM	Dec-18	Dec-17	Variance	YTD 2018	YTD 2017	Variance	YTD Goal	Goal %
Leads	54	57	-5%	1,094	991	10%	1,040	5%
Definite Room Nights	55,234	55,665	-1%	242,084	210,909	15%	216,500	12%
Bookings	71	52	37%	369	333	11%	365	1%
EIC								
Business Sales	\$ 37,121,769	\$ 37,946,547	-2%	\$ 155,471,554	\$ 138,844,764	12.0%		
Jobs Supported	13,366	12,327	8%	58,052	44,745	30%		
Local Taxes	\$ 1,883,335	\$ 1,932,014	-3%	\$ 7,922,020	\$ 7,118,434	11%		
Personal Income	\$ 13,165,667	\$ 13,384,763	-2%	\$ 55,224,895	\$ 48,820,034	13%		
Bed Taxes	\$ 1,402,000	\$ 1,442,343	-3%	\$ 5,900,464	\$ 4,977,883	19%		

LEGACY	Dec-18	YTD 2018
Definite Room Nights	3,943	28,149
Bookings	3	16
EIC		
Business Sales	\$ 3,713,609	\$ 21,625,654
Jobs Supported	785	6,500
Local Taxes	\$ 179,976	\$ 966,376
Personal Income	\$ 1,297,442	\$ 7,408,121
Bed Taxes	\$ 133,130	\$ 683,304

TOTAL	Dec-18	YTD 2018
Definite Room Nights	59,177	270,233
Bookings	74	385
EIC		
Business Sales	\$ 40,835,379	\$ 177,097,208
Jobs Supported	14,151	64,552
Local Taxes	\$ 2,063,311	\$ 8,888,397
Personal Income	\$ 14,463,109	\$ 62,633,016
Bed Taxes	\$ 1,535,130	\$ 6,583,768

Meetings Actualized (Includes Legacy)		
	Dec-18	YTD 2018
Definite Room Nights	10,738	193,889
Bookings	13	304
BC		
Business Sales	\$ 5,727,278	\$ 149,338,609
Jobs Supported	2,037	47,736
Local Taxes	\$ 232,424	\$ 8,100,909
Personal Income	\$ 2,002,015	\$ 52,361,184
Bed Taxes	\$ 160,524	\$ 4,658,610



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).

By Year (Team only)								
Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2018	0	0%	0	0%	0	0%	89	16,786
2019	26	37%	8,693	16%	13,068	35%	146	75,857
2020	25	35%	15,526	28%	9,979	27%	74	57,613
2021	14	20%	19,242	35%	9,268	25%	32	43,370
2022	3	4%	4,426	8%	2,550	7%	18	31,193
2023	2	3%	5,926	11%	2,050	5%	5	9,157
2024	1	1%	1,421	3%	600	2%	4	4,440
2025	0	0%	0	0%	0	0%	0	0
2026	0	0%	0	0%	0	0%	1	3,668
Total	71	100%	55,234	100%	37,515	100%	369	242,084

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	30	42%	3,850	7%	3,017	8%	169	20,409
100 - 200	14	20%	7,648	14%	6,860	18%	81	39,657
201-499	19	27%	20,855	38%	14,670	39%	84	89,613
500-999	7	10%	16,958	31%	9,968	27%	33	79,621
1000-1499	1	1%	5,923	11%	3,000	8%	2	12,784
1500+	0	0%	0	0%	0	0%	0	0
Total	71	100%	55,234	100%	37,515	100%	369	242,084

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	3	4%	1,138	2%	815	2%	17	16,510
Athletic/Sports	1	1%	302	1%	150	0%	12	5,405
Automotive	0	0%	0	0%	0	0%	1	1,704
Computer/Software	3	4%	524	1%	174	0%	9	2,430
Cultural, Fine Arts, Libraries	1	1%	63	0%	20	0%	2	1,893
Educational	6	8%	8294	15%	8882	24%	21	14,882
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	3	4%	4454	8%	1530	4%	19	16,132
Franchise	1	1%	600	1%	350	1%	8	6,605
Fraternal	1	1%	39	0%	12	0%	1	39
Government, Public Admin	3	4%	3128	6%	1365	4%	26	20,168
Health & Medical	12	17%	3,530	6%	1845	5%	47	24,611
High Tech/Electric/Comp	1	1%	69	0%	30	0%	14	18,276
Hobby & Vocational	2	3%	229	0%	150	0%	5	2,496
Insurance	0	0%	0	0%	0	0%	8	2,102
Insurance Association	0	0%	0	0%	0	0%	1	495
Labor Union	0	0%	0	0%	0	0%	3	721
LGBT	0	0%	0	0%	0	0%	2	103
Manufacturing/Distribution	5	7%	6,257	11%	2030	5%	32	18,453
Meetings, Convention	0	0%	0	0%	0	0%	4	799
Military Reunions	0	0%	0	0%	0	0%	1	439
Pharmaceuticals	1	1%	28	0%	14	0%	5	679
Real Estate	1	1%	1805	3%	600	2%	5	10,159
Religious	6	8%	5190	9%	4900	13%	27	13,110
Scientific/Technical	5	7%	5403	10%	2,150	6%	18	13,674
Social	4	6%	1295	2%	1945	5%	5	1850
SPORTING EVENTS	1	1%	2201	4%	5000	13%	10	7,045
Third Party Planner	0	0%	0	0%	0	0%	2	621
Trade/Commercial/Bus	10	14%	9364	17%	5133	14%	50	28,869
Transportation	1	1%	1321	2%	420	1%	6	3,544
Total	71	100%	55,234	100%	37,515	100%	369	242,084

By Key States/Countries (Team only)								
State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
California	26	37%	11,016	20%	10,893	29%	169	87,034
Colorado	3	4%	1,953	4%	495	1%	6	4,361
Connecticut	0	0%	0	0%	0	0%	1	1,342
District of Columbia	6	8%	9,305	17%	3,340	9%	18	23,745
Florida	2	3%	243	0%	905	2%	10	4,877
Georgia	1	1%	773	1%	150	0%	4	2,325
Idaho	0	0%	0	0%	0	0%	1	592
Illinois	2	3%	1,331	2%	275	1%	23	13,683
Indiana	3	4%	679	1%	612	2%	5	1,565
Kansas	0	0%	0	0%	0	0%	2	2,983
Kentucky	0	0%	0	0%	0	0%	2	3,245
Maryland	3	4%	3,094	6%	1,077	3%	17	13,919
Massachusetts	0	0%	0	0%	0	0%	2	3,890
Michigan	0	0%	0	0%	2,585	7%	1	1,524
Minnesota	4	6%	2,689	5%	500	1%	8	5,336
Missouri	1	1%	1,060	2%	0	0%	4	3,907
Nebraska	0	0%	0	0%	0	0%	1	256
Nevada	1	1%	2,201	4%	5,000	13%	1	2,201
New Hampshire	0	0%	0	0%	0	0%	1	186
New Jersey	1	1%	1,041	2%	550	1%	5	4,186
New Mexico	0	0%	0	0%	0	0%	1	530
New York	1	1%	2,822	5%	918	2%	12	11,270
North Carolina	0	0%	0	0%	0	0%	6	3,724
Ohio	1	1%	665	1%	500	1%	6	2,748
Oklahoma	0	0%	0	0%	0	0%	1	36
Oregon	0	0%	0	0%	0	0%	6	1099
Pennsylvania	0	0%	0	0%	0	0%	4	2328
South Carolina	0	0%	0	0%	0	0%	2	383
Tennessee	1	1%	302	1%	150	0%	6	7,902
Texas	1	1%	63	0%	20	0%	6	2,415
Utah	0	0%	0	0%	0	0%	3	1338
Virginia	7	10%	11,163	20%	7,595	20%	9	12,236
Washington	1	1%	176	0%	60	0%	3	484
Wisconsin	0	0%	0	0%	0	0%	5	6,434
[Not Set/Not USA]	6	8%	4,658	8%	1,890	5%	18	8,000
Total	71	100%	55,234	100%	37,515	100%	369	242,084

PSCC Bookings (Includes Legacy)						
Market Segment	December			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	3	4,418	18,110
Computer/Software	0	0	0	1	5,716	3,975
Educational	1	5,923	3,000	3	10,239	5,000
Environmental	0	0	0	1	2,424	1,200
Government	0	0	0	2	2,202	950
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	0	0	0
Transportation	0	0	0	1	887	500
Total	1	5,923	3,000	18	36,715	34,420

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	0	0	71	49,631
2	Las Vegas	1	1,874	22	23,808
3	Sacramento	0	0	5	18,149
4	Phoenix	1	1,000	12	16,444
5	Scottsdale	0	0	20	15,029
6	Anaheim	0	0	8	13,634
7	New Orleans	0	0	9	12,838
8	Orlando	0	0	8	11,195
9	Tucson	0	0	12	10,770
10	Dallas	0	0	10	10,664

All Lost Leads by State/Country				
Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	1	1,000	51	47,361
California	3	5,172	197	139,420
Colorado	0	0	7	10,841
Florida	1	1,453	32	27,225
Georgia	0	0	6	4,050
Hawaii	0	0	4	2,394
Idaho	0	0	1	572
Illinois	0	0	4	5,744
Louisiana	0	0	9	12,838
Maryland	0	0	1	3,827
Massachusetts	0	0	2	3,090
Minnesota	0	0	1	1,135
Montana	0	0	1	288
N/A	15	5,192	137	58,343
Nebraska	0	0	1	490
Nevada	2	3,006	33	42,204
New Mexico	0	0	7	3,842
New York	0	0	7	9,480
North Carolina	0	0	3	1,635
Oklahoma	0	0	1	743
Oregon	0	0	6	8,311
Out of Country	0	0	28	15,679
Pennsylvania	0	0	1	1,033
South Carolina	0	0	2	117
South Dakota	0	0	1	135
Tennessee	1	770	4	3,472
Texas	1	1,601	36	37,496
Unknown	12	13,566	228	270,847
Utah	0	0	2	638
Washington	1	1,530	2	4,095
Wisconsin	0	0	1	2,625
Wyoming	0	0	1	508
Total	37	33,290	817	720,478

If you have any questions about Convention Sales, please contact:
 Mark Crabb, FCDME, Chief Sales Officer
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THE TAP REPORT

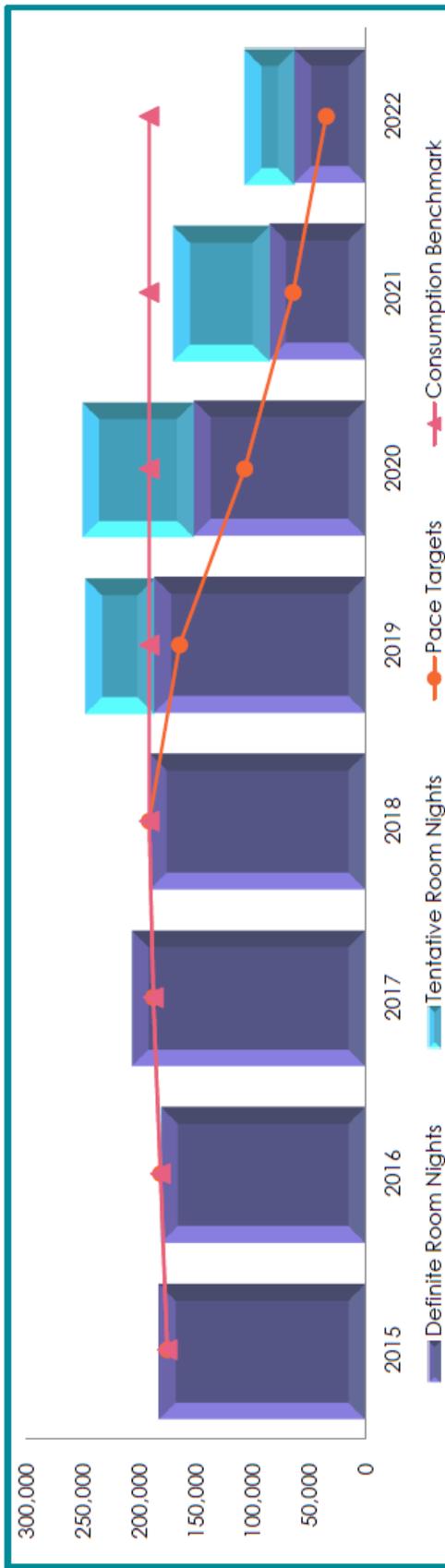
**Greater Palm Springs
8 Year Pace Report**

Period Ending December 31, 2018

	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Room Nights	182,294	180,156	206,054	190,016	186,160	151,373	84,734	62,654	1,243,441
Pace Targets	175,547	181,619	187,869	191,568	164,582	106,980	64,032	34,768	1,106,965
Variance	6,747	(1,463)	18,185	(1,552)	21,578	44,393	20,702	27,886	136,476
Consumption Benchmark	175,662	181,769	188,072	191,568	191,568	191,568	191,568	191,568	1,503,343
Pace Percentage	104%	99%	110%	99%	113%	141%	132%	180%	112%
Total Demand Room Nights	647,415	722,310	812,760	868,779	726,188	453,061	218,653	131,499	4,580,865
Lost Room Nights	465,121	542,154	606,706	678,763	540,028	301,688	134,119	68,845	3,337,424
Conversion Percentage	28%	25%	25%	22%	26%	33%	39%	48%	27%
Tentative Room Nights	0	1,000	50	0	61,455	98,644	85,292	44,224	290,665

Greater Palm Springs Events

Definite Events	301	231	130	54	31	99	36	27	909
Pace Targets	302	207	95	47	22	79	37	17	806
Variance	(1)	24	35	7	9	20	(1)	10	103
Consumption Benchmark	302	302	302	302	302	302	302	302	2,416
Pace Percentage	100%	112%	137%	115%	141%	125%	97%	159%	113%
Total Demand Events	1,051	721	333	129	63	268	99	53	2,717
Lost Events	750	490	203	75	32	169	63	26	1,808
Conversion Percentage	29%	32%	39%	42%	49%	37%	36%	51%	33%
Tentative Events	0	122	111	60	29	130	69	26	547



THE TAP REPORT

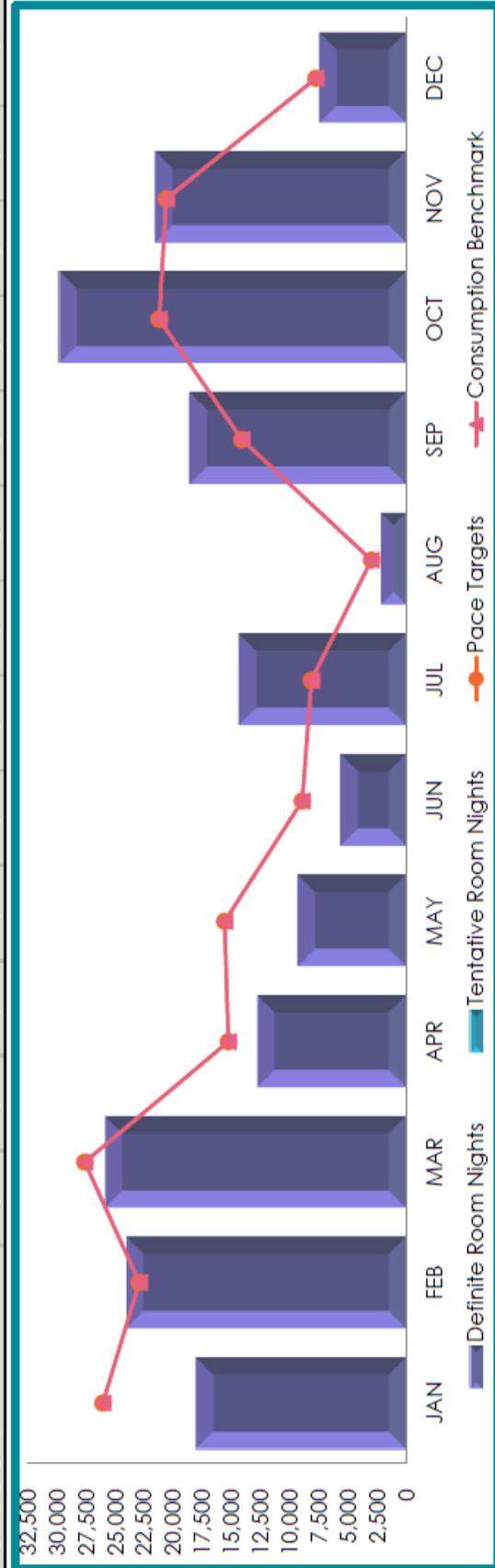
**Greater Palm Springs
 2018 Pace Report**

Period Ending December 31, 2018

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	29,819	21,592	7,474	190,016
Pace Targets	26,100	22,974	27,646	15,296	15,612	8,947	8,171	3,011	14,136	21,244	20,654	7,777	191,568
Variance	(7,990)	1,089	(1,745)	(2,483)	(6,268)	(3,273)	6,241	(844)	4,511	8,575	938	(303)	(1,552)
Consumption Benchmark	26,100	22,974	27,646	15,296	15,612	8,947	8,171	3,011	14,136	21,244	20,654	7,777	191,568
Pace Percentage	69%	105%	94%	84%	60%	63%	176%	72%	132%	140%	105%	96%	99%
Total Demand Room Nights	113,659	115,750	98,897	73,053	48,936	48,703	55,745	18,615	84,776	89,960	88,614	32,071	868,779
Lost Room Nights	95,549	91,687	72,996	60,240	39,592	43,029	41,333	16,448	66,129	60,141	67,022	24,597	678,763
Conversion Percentage	16%	21%	26%	18%	19%	12%	26%	12%	22%	33%	24%	23%	22%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	0	0	0

Greater Palm Springs 2018 Events

Definite Events	33	47	34	20	17	16	17	6	29	44	28	10	301
Pace Targets	42	42	34	24	25	17	14	8	23	37	26	10	302
Variance	(9)	5	0	(4)	(8)	(1)	3	(2)	6	7	2	0	(1)
Consumption Benchmark	42	42	34	24	25	17	14	8	23	37	26	10	302
Pace Percentage	79%	112%	100%	83%	68%	94%	121%	75%	126%	119%	108%	100%	100%
Total Demand Events	124	169	120	105	73	65	58	31	90	103	76	37	1,051
Lost Events	91	122	86	85	56	49	41	25	61	59	48	27	750
Conversion Percentage	27%	28%	28%	19%	23%	25%	29%	19%	32%	43%	37%	27%	29%
Tentative Events	0	0	0	0	0	0	0	0	0	0	0	0	0



THE TAP REPORT

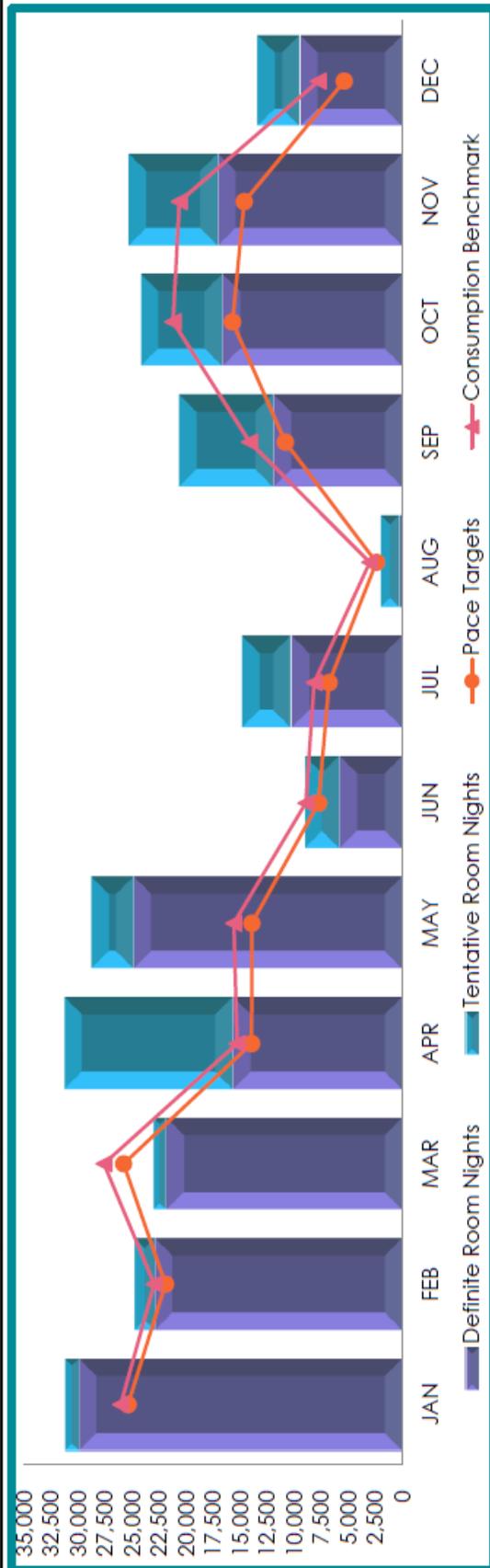
**Greater Palm Springs
 2019 Pace Report**

Period Ending December 31, 2018

Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,843	22,829	21,794	15,634	24,813	5,792	10,249	200	11,908	16,611	17,028	9,459	186,160
Pace Targets	25,412	21,934	25,825	13,960	13,932	7,757	6,794	2,399	10,843	15,722	14,640	5,364	164,582
Variance	4,431	895	(4,031)	1,674	10,881	(1,965)	3,455	(2,199)	1,065	889	2,388	4,095	21,578
Consumption Benchmark	26,100	22,974	27,646	15,296	15,612	8,947	8,171	3,011	14,136	21,244	20,654	7,777	191,568
Pace Percentage	117%	104%	84%	112%	178%	75%	151%	8%	110%	106%	116%	176%	113%
Total Demand Room Nights	91,825	115,670	80,875	79,396	67,085	28,127	49,800	6,737	52,697	63,779	76,592	13,605	726,188
Lost Room Nights	61,982	92,841	59,081	63,762	42,272	22,335	39,551	6,537	40,789	47,168	59,564	4,146	540,028
Conversion Percentage	32%	20%	27%	20%	37%	21%	21%	3%	23%	26%	22%	70%	26%
Tentative Room Nights	1,305	1,876	1,159	15,572	3,902	3,145	4,510	1,721	8,675	7,514	8,206	3,870	61,455

Greater Palm Springs 2019 Events

Definite Events	41	37	31	21	27	11	11	1	14	16	13	8	231
Pace Targets	38	35	27	18	18	11	9	5	12	18	12	4	207
Variance	3	2	4	3	9	0	2	(4)	2	(2)	1	4	24
Consumption Benchmark	42	42	34	24	25	17	14	8	23	37	26	10	302
Pace Percentage	108%	106%	115%	117%	150%	100%	122%	20%	117%	89%	108%	200%	112%
Total Demand Events	118	134	89	76	62	37	40	6	48	58	40	13	721
Lost Events	77	97	58	55	35	26	29	5	34	42	27	5	490
Conversion Percentage	35%	28%	35%	28%	44%	30%	28%	17%	29%	28%	32%	62%	32%
Tentative Events	9	12	8	11	13	7	10	6	20	14	8	4	122



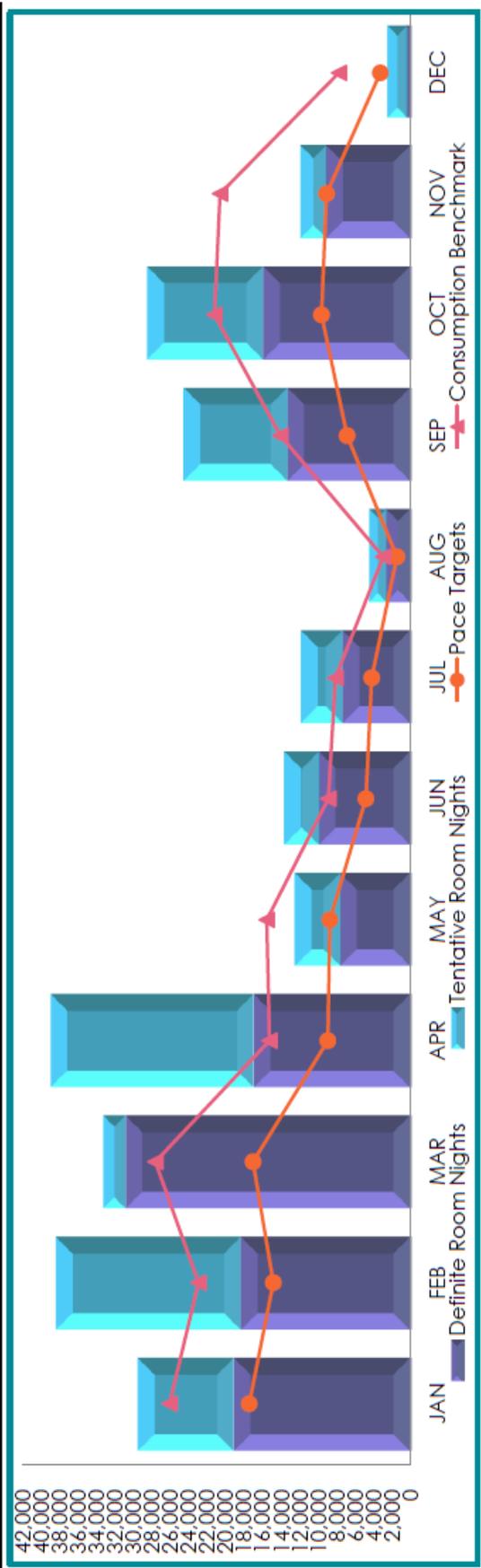
THE TAP REPORT

**Greater Palm Springs
 2020 Pace Report**

Period Ending December 31, 2018

Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,083	18,347	30,782	16,936	7,600	9,895	7,348	2,634	13,297	15,940	9,111	400	151,373
Pace Targets	17,490	14,895	17,094	9,003	8,772	4,893	4,252	1,525	6,900	9,691	9,142	3,323	106,980
Variance	1,593	3,452	13,688	7,933	(1,172)	5,002	3,096	1,109	6,397	6,249	(311)	(2,923)	44,393
Consumption Benchmark	26,100	22,974	27,646	15,296	15,612	8,947	8,171	3,011	14,136	21,244	20,654	7,777	191,568
Pace Percentage	109%	123%	180%	188%	87%	202%	173%	173%	193%	164%	100%	12%	141%
Total Demand Room Nights	66,147	69,013	64,365	43,430	26,983	27,461	17,789	8,294	28,104	70,808	28,332	2,335	453,061
Lost Room Nights	47,064	50,666	33,583	26,494	19,383	17,566	10,441	5,660	14,807	54,868	19,221	1,935	301,688
Conversion Percentage	29%	27%	48%	39%	28%	36%	41%	32%	47%	23%	32%	17%	33%
Tentative Room Nights	10,395	19,971	2,421	21,952	4,922	3,789	4,555	1,920	11,229	12,528	2,822	2,140	98,644

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	23	17	18	13	9	7	3	3	10	19	7	1	130
Pace Targets	17	16	12	8	8	5	4	2	6	9	6	2	95
Variance	6	1	6	5	1	2	(1)	1	4	10	1	(1)	35
Consumption Benchmark	42	42	34	24	25	17	14	8	23	37	26	10	302
Pace Percentage	135%	106%	150%	162%	112%	140%	75%	150%	167%	211%	117%	50%	137%
Total Demand Events	56	57	49	31	25	19	10	6	23	41	14	2	333
Lost Events	33	40	31	18	16	12	7	3	13	22	7	1	203
Conversion Percentage	41%	30%	37%	42%	36%	37%	30%	50%	43%	46%	50%	50%	39%
Tentative Events	18	19	8	19	9	4	5	3	11	9	5	1	111



Destination Services

Highlights

The Destination Services team planned and organized 16 programs encompassing 30 events and activities including 1 FAM, 6 trade shows, 2 conference sponsorship, 17 client events and 4 CVB events.

- Fulfilled 30 Convention Sales client requests resulting in 356 CVB Partner referrals
- Assisted a total of 34 Convention Sales clients with their service requests/fulfillments
- Organized 33 site visits representing 29,577 room nights and 14,089 attendees

October – December Highlights

Large events that were executed by the department include:

- | | |
|--|--------------------------------|
| • Destinations International Membership Summit Sponsorship | September 21 – 24 |
| • 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 |
| • SITE SoCal | December 11 |
| • CalSAE Seasonal Spectacular | December 11 – 14 |
| • CVB Holiday Party | December 14 |

January - March

Destination Services projects the following program management:

- Total of 13 programs encompassing 16 events
- January through March 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.

If you have any questions about Destination Services, please contact:
Jill Philbrook, Director of Destination Services
jphilbrook@gpscvb.com | 760.969.1341

Travel Industry Sales

Market Activity

Travel Industry Sales Goals

	Monthly	YTD	Team Goal	% of Goal
Client Reach	535	10,429	7,400	140%
New Business Development	1	49	40	122%

Travel Industry Sales Activities & Programs

	Monthly	YTD	Team Goal	Description
In-Market Activations	0	22	22	Organized in-market campaign, event or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns Co-Ops	0	34	28	Coordinated marketing and / or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
Trade Shows Sales Missions	3	42	100	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	5	51		Organized and hosted FAMS, sites and client meetings in the destination.
Webinars, Trainings & Workshops	10	63		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	18	156	100	

Month	TIS Activities & Programs	Market	Description/Results from Sales Activity
December 1-3, 2018	Canada Luxury FAM	Canada	The CVB worked with The Pilgrim Group and DCI on a FAM to bring 7 luxury travel agents to GPS for awareness of outdoor adventure in our destination. Partner participation: Cardiff Limousine & Transportation; Colony Palms Hotel; FARM; Palm Springs Bureau of Tourism; Desert Adventures Red Jeep Tour & Events; Celebrity Tours; Tommy Bahama Restaurant, Bar & Store; The Living Desert Zoo and Gardens; Eight4Nine Restaurant & Lounge; Mr. Lyons Steakhouse; and BMW Performance Center West at the Thermal Club.
December 1-3, 2018	Holiday Architects Client Visit	United Kingdom	The CVB hosted Kim Bailey from Holiday Architects for a site visit to experience Greater Palm Springs. Partner participation: Palm Mountain Resort, Joshua Tree National Park, Palm Springs Mod Squad, Wilma & Frieda, Palm Springs Aerial Tramway, Desert Hills Premium Outlets.
December 3-6, 2018	China Golf FAM	China	The CVB worked directly with our office in China in hosting 14 key China-based clients focusing on golf specific travel to Greater Palm Springs. These clients are company owners and product managers from China-based golf tour operators as well as traditional tour operators with golf divisions. Partner participation: Saguaro Palm Springs, Desert Hills Premium Outlets, Hotel Paseo, La Quinta Resort & Club, Spa Resort Casino, Two Bunch Palms, Sunnylands Center & Gardens, Indian Wells Golf Resort, and Westin Mission Hills Golf Resort & Spa.
December 5, 2018	CVB AAA Arizona Sales Calls	United States	The CVB traveled to Arizona to conduct AAA sales calls and training with branch managers and top travel agents to promote GPS. Office visits included those in Phoenix, Chandler, Scottsdale and Mesa. Client reach: 36.
December 6, 2018	American Airlines Vacations Call Center Training	United States	Greater Palm Springs Convention & Visitors Bureau traveled to Tempe Arizona to conduct call center training at America Airlines Vacations. Client reach: 85.
December 6-8, 2018	UK Luxury FAM	United Kingdom	The CVB worked with our UK representative on a FAM that brought 7 travel agents to GPS for awareness of outdoor adventure in our destination. Partner participation: Hyatt Regency Indian Wells Resort & Spa, The Willows Historic Palm Springs Inn, Renaissance Indian Wells Resort & Spa, Palm Springs Aerial Tramway, Ace Hotel & Swim Club, Desert Adventures Red Jeep Tours & Events, Hotel Paseo, AC3 Restaurant, and Sands Hotel & Spa.
December 7-9, 2018	Diversity Tourism GmbH Client Visit	Germany	The CVB hosted Thomas Bömkes from Diversity Tourism to enhance GPS presence and product offerings within the company's portfolio. Partner participation: Westin Mission Hills Golf Resort & Spa, Trio Restaurant and Palm Springs Bureau of Tourism.

December 11, 2018	PATA San Diego	United States	The CVB participated in the Annual Holiday Party for PATA, APTA, ASTA and NACTA San Diego Chapters. The event was held for travel industry professionals celebrating the holiday season. Client Reach: 6
December 12-16, 2018	TravelEdge Chairman's Circle	Mexico	The CVB attended the Travel Edge Chairman's Circle in Los Cabos, met with owners, trained 23 top performers and hosted a tradeshow highlighting Greater Palm Springs and new product in the oasis. Matthew Upchurch, Virtuoso's president, attended the event.
December 12 & 14, 2018	Club California: Chengdu & Chongqing	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. Greater Palm Springs was showcased in presentations and will work directly with the 10 tour operators to be included in their itineraries.
December 17-19, 2018	Brand USA China: Wenzhou & Hangzhou	China	The CVB's office in China participated in Brand USA China trainings in Wenzhou and Hangzhou, training 120 travel professionals.
December 31, 2018	AVIAREPS Training & Sales Call: Shanghai, China	China	The CVB's office in Shanghai trained a total of 80 agents from Xiyue Holidays.
December 31, 2018	MSi Training & Meetings: Germany	Germany	The CVB's office in Germany had meetings with 8 managers from key accounts: America Unlimited, CAN USA, Faszination Fernweh, CRD, FTI, and DER Touristik. Discussions included updates on the destination and marketing.
December 31, 2018	Gate7 Trainings & Meetings: Melbourne	Australia	The CVB's office in Australia had meetings and trainings with 42 travel associates and their managers. Companies included Flight Centre, Excite Holidays, Travel Associates, Air New Zealand, Viva Holidays and KarryOn. Discussions included updates on Greater Palm Springs and marketing.
December 31, 2018	Black Diamond Training and Sales Calls	United Kingdom	The CVB office in the United Kingdom had meetings and trainings with 68 managers from AC Group, Cassidy Travel, Flight Centre, Tour America and Travelbag. The UK office also attended two events for Flight Centre and Kuoni. Discussions included updates on Greater Palm Springs and marketing.
December 31, 2018	MNO Training and Sales Calls	France	The CVB's office in France had meetings with 18 managers from various companies including Perfect Stay Production, Comptoir des Voyages and Les Entreprises du Voyage. Discussions included updates on Greater Palm Springs and marketing.

If you have any questions about Travel Industry Sales, please contact:
 Gary Orfield, Director of Travel Industry Sales
gorfield@gpscvb.com | 760.969.1335

Partnership

Highlights

The CVB added 47 new Partners in 2018 and renewed 367 accounts.

Investing Partners continue to have access to valuable Partnership benefits including:

- **Enhanced listings on visitgreaterpalmsprings.com**, as well as online account access to respond to leads and update listings, contact info, events and special offers anytime through MyGPSCVB.com
- **Advertising, marketing, public relations and promotions:** opportunities to participate in destination promotions that are designed to potentially attract visitors from around the world to Greater Palm Springs and your business; processed 2278 referrals to partner businesses; 2% increase over previous year
- **Exclusive invites to dynamic Partnership events** to help align your business with the tourism community and other local businesses
- **CVB Visitor Center:** the onsite Visitors Center aims to enhance the visitors experience by promoting CVB Partners through brochure distribution and online access
- **Listings** in *Palm Springs Life*'s monthly GUIDE magazine

Partner Events

The CVB hosted its annual Peace, Love, Chill Holiday Party in December with over 350 guests. This capped off a year of Partnership event programming that saw increases in Partner attendance and engagement.

Attendance at Partner Events and community engagement increased in 2018:

- The CVB hosted 15 Partnership events, throughout Greater Palm Springs, with 2,543 partners attending **11% increase over 2017**
- Attended 144 community events across Greater Palm Springs **16% increase over 2017**



Above Left: Attendees of the CVB Peace, Love, Chill Holiday Party pose for a snapshot as they arrive.
Above Right: A cookie raffle benefited FIND Food Bank.

Chill Deals

Partner participation in Chill Deals was up over 25% from 2017, and 77% of Partner offers received at least 150 coupon hits or more. The most-viewed offers of 2018 included:

Partner	Chill Deal Offer	Hits
Cantala at Riviera Palm Springs	3-Course Supper Special \$19.59	2,407
The Saguaro Hotel & Pool	\$20 Off Room & Dining, plus 20% off Tesloop from L.A.	1,837
JW Marriott Desert Springs Resort & Spa	\$50 Per Night Resort Credit	1,779
Riviera Palm Springs	Enjoy Free Nights & More	1,669
Riviera Palm Springs	Celebrate 1959 with Rates from \$59 & More	1,662

Offers that used specific dollar amounts (e.g., "\$20 off," "rates starting at \$119," etc.) continued to attract more hits from visitors than percentage off or other types of deals.

Community Events

In December the Partnership attended the following community events:

Rancho Mirage

- Wedding Warriors Mixer / Pastry Swan
- GPSWA & NACE Joint Holiday Mixer / The Ritz-Carlton, Rancho Mirage
- Rancho Mirage Chamber Holiday Mixer / Pirch

Palm Springs

- Desert Business Association Holiday Party / Wilma & Frieda's
- PSHA Clubs Fore Kids Golf Tournament / Escena Golf Club

Palm Desert

- PDACC Business Breakfast / Desert Willow Golf Resort
- PDACC Holiday Mixer / One El Paseo Plaza
- Cardiff Limousine & Transportation's Holiday Luncheon

Indian Wells

- Indian Wells Chamber Holiday Mixer / Toscana Country Club

Surrounding Communities

- GCVCC/Thousand Palms Chambers Joint Holiday Mixer / Bright Event Rentals

If you have any questions about Partnership, please contact:
 Davis Meyer, Partnership Manager
dmeyer@gpscvb.com | 760.969.1360

Certified Tourism Ambassador® (CTA) Program

Launching | February 2019

The Greater Palm Springs Tourism Ambassador program will officially launch in February 2019. The program is multifaceted, serving to increase tourism by inspiring front-line employees and volunteers to turn every visitor encounter into a positive experience. The program helps teach front-line employees and volunteers that when visitors have a positive experience, they are more likely to return in the future and share their positive experience with others. The program demonstrates the vital importance of tourism and its direct impact on Greater Palm Springs when visitor expectations are exceeded.

The final step in the curriculum development process, the Field Test, is scheduled for January 29. The Field Test is an opportunity to present the course material to key stakeholders, receive feedback and then make final edits to the in-class facilitator presentation as well as the textbook that all attendees will receive before the CVB rolls out the program to the public.

The program has a goal to accredit 500 Greater Palm Springs Tourism Ambassadors in its first year. Trainings will take place at various partner sites throughout the region and engage groups around a deep understanding of the history and highlights of our destination in half-day interactive training sessions.

The brand campaign for this exciting new program is built around the pride of setting this destination apart by offering the highest standard of visitor service as indicated by the IAmGreaterPS.com URL associated with the overall theme and mission of the program.

A brochure, website and other collateral materials will available beginning in February 2019.



If you have any questions about the CVB CTA Program, please contact:
Donna Sturgeon, CTA Manager
dsturgeon@gpscvb.com | 760.969.1344

Marketing & Communications

Advertising

Highlights

The CVB finished out the year in the destination's Getaway/Drive, National and Canadian markets. The year-round Getaway/Drive markets included Los Angeles/Orange County, San Diego, Las Vegas, Phoenix and San Francisco. National target markets encompassed Seattle, Portland, Chicago, Minneapolis, New York, Denver, Dallas, Boston and Atlanta. The national campaign utilized print, billboard, digital and television. Canadian markets included nonstop PSP markets Vancouver, Calgary, Edmonton, Toronto and Winnipeg.

The CVB's Fall/Winter Television Co-op concluded in December and featured the **City of La Quinta, Palm Springs Bureau of Tourism, BMW Performance Center West, Hotel Paseo, Palm Springs Preferred Hotels** and **The Desert Classic**. Fall Airline co-ops included **Air Canada, American Airlines, Delta, Flair Air, JetBlue** and **WestJet Airlines**.

For the month of December, the CVB's Destination Marketing efforts have garnered over **3.9 billion television impressions; 259,562 television spots; 2,302, 709 digital impressions; and 32,571,991 out-of-home impressions.**

Fall/Winter TV Co-Op

The Fall/Winter KTLA/Cable TV co-op took place September through December and featured the City of La Quinta, Palm Springs Bureau of Tourism, BMW Performance Center West, Hotel Paseo, Palm Springs Preferred Hotels and Desert Classic. The campaign included custom Partner commercials that aired on **KTLA and Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco**. As added value, Partners also received exposure on **WGN-TV in Chicago**.

Participating Partners received a combined 1.9 billion impressions on cable television in San Diego, Los Angeles, Las Vegas, Phoenix and San Francisco. In addition, 2.1 billion impressions were generated on KTLA. As added value, 793 million impressions were received by Partners on WGN-TV in Chicago. **A total of 64,743 Partner spots aired** for the campaign period.



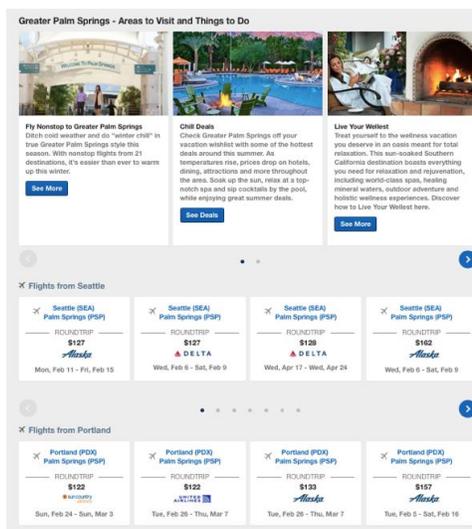
Marketing & Communications

Digital Marketing

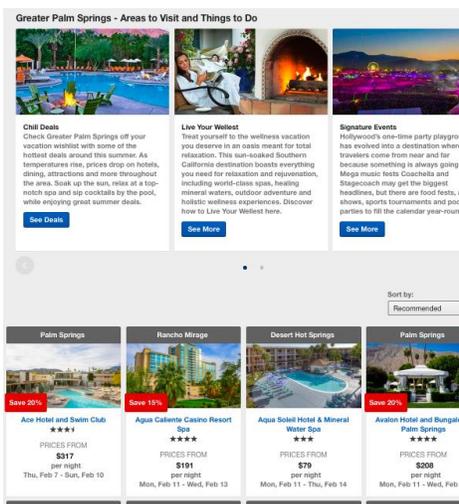
Fall Digital

Based on the success of the Fall 2017 digital programs, the CVB continued campaigns with Expedia, TripAdvisor, Travelzoo and SpaFinder in Fall 2018. These campaigns incorporated strong calls to action along with direct booking options for travelers.

A fall destination landing page on **Expedia** promoted Partner deals from September through December, **servicing 8.3 million ad impressions across four months** on Expedia products (Expedia, Hotels, Hotwire, Travelocity and Orbitz). This campaign generated a lift in room nights of +6.4% (air tickets +13.3%) in October, +5.1% (air tickets +9.8%) in November and +1.3% (air tickets +22.9%) in December. In addition, a new Greater Palm Springs landing page launched promoting airline deals from feeder markets. As a result, airline purchases to Palm Springs booked on Expedia were up 22.9% YOY for the month of December.



Expedia Hotels destination landing page



Expedia Greater Palm Springs destination landing page

Expedia Flights destination landing page

Digital Marketing

Fall Digital

Advertising on **TripAdvisor** generated **1.7 million impressions** for the fall season, September through December.



Far left: An example of a TripAdvisor mobile banner.

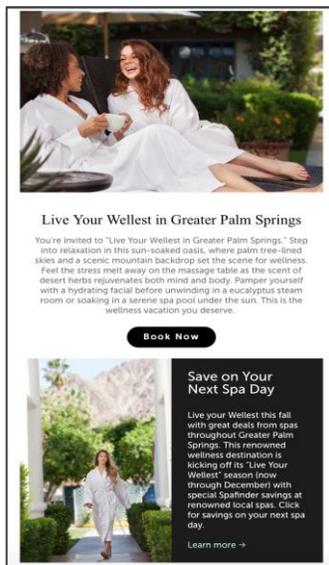
Left: TripAdvisor Native Video.

Advertising with **Travelzoo** generated **22.6 million 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.

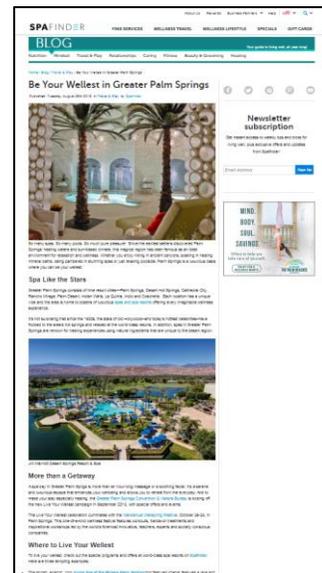
SpaFinder.com featured a Greater Palm Springs destination landing page promoting Partner health and wellness offers. Partners included Westin Missions Hills Golf Resort & Spa; Renaissance Indian Wells Resort & Spa; The Ritz Carlton, Rancho Mirage; Riviera Palm Springs; Hyatt Regency Indian Wells Resort & Spa; and Miramonte Indian Wells Resort & Spa. SpaFinder email/e-newsletters directed to SpaFinder Partner deals, and digital ads directed to the CVB's ChillPass.com. As a result of this campaign, SpaFinder reported a **199.21% lift** in Greater Palm Springs spa listing views.



SpaFinder destination landing Page



SpaFinder dedicated e-blast



SpaFinder sponsored content

If you have any questions about Digital Marketing, please contact:
 Marissa Willman, Director of Digital Marketing
mwillman@gpscvb.com | 760.969.1348

Marketing

Fall Airline Campaign

Fall Airline co-ops included **Air Canada, American Airlines, Delta, Flair Air, JetBlue** and **WestJet Airlines**. Airline co-ops included digital, print, out of home, social media and TV tactics.



Clockwise from top left: an Air Canada banner ad; a WestJet print ad; an American Airlines banner ad; a Jet Blue billboard; and a WestJet Instagram ad.

If you have any questions about Marketing, please contact:
Dana Fury, Marketing Manager
dfury@apscvb.com | 760.969.1345

Website

Website Air Service Campaign

The CVB is currently running an air service campaign to reach and influence travelers in 20 nonstop destinations, including New York, Boston and Chicago. The campaign landing page uses dynamic content to deliver personalized website experiences based on the visitor's location. The header image, content and featured airline partners are all dynamically served based on the user's location, offering a more personalized and relevant experience for website visitors.

From October through December, the landing page has received **15,048 pageviews** with an average time on page of **3:16 minutes**. The page is performing well, with a **2.25% conversion rate** to partner airline pages and a **1.41% conversion rate** to the CVB booking engine. This campaign will continue to run through April to promote seasonal air service.



Most Viewed Pages

The following five pages were the most viewed in December:

Page URL	Pageviews
/play/things-to-do/	42,452
/chill-deals/	34,931
/events/	25,169
/blog/post/30-free-things-to-do-in-greater-palm-springs/	19,740
/play/things-to-do/spas-beauty-wellness/	17,083

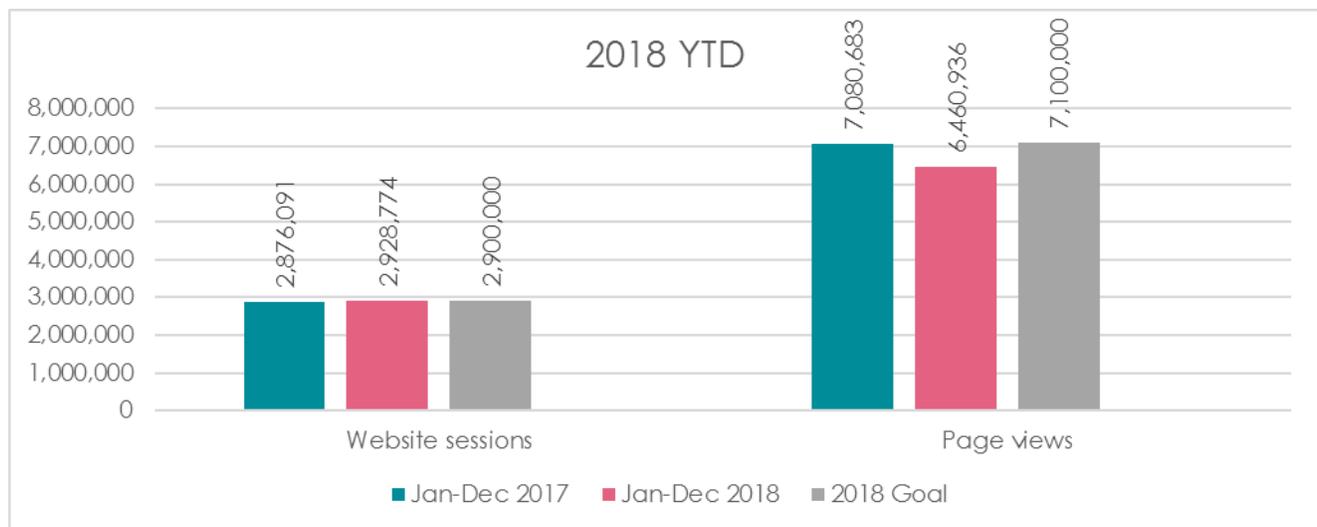
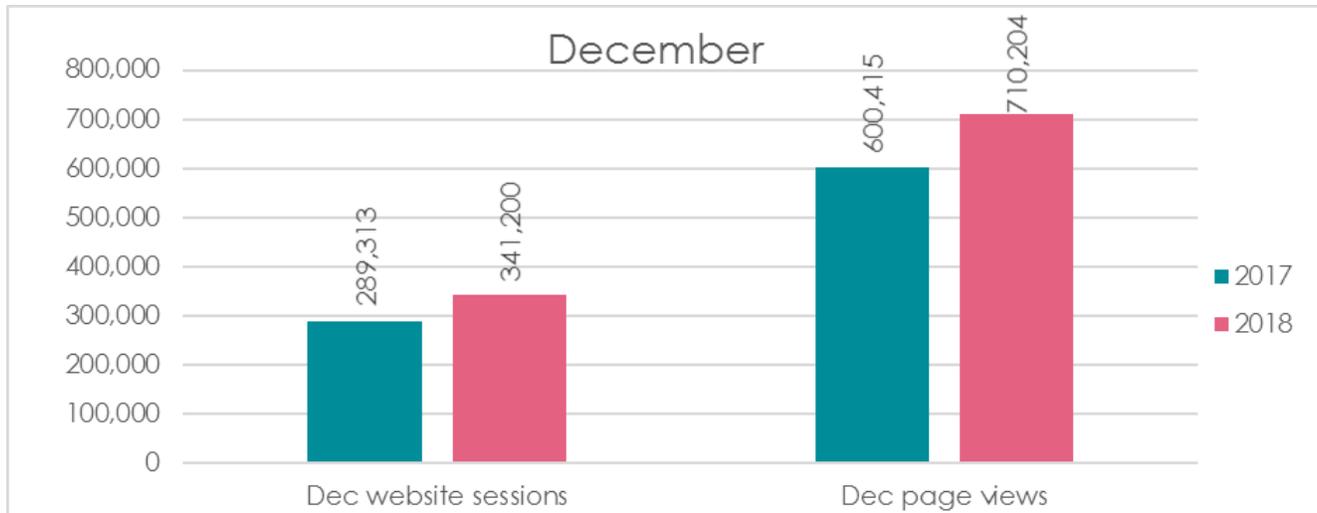
Organic Traffic

Organic website traffic experienced growth in both quantity and quality in 2018. This is attributed to a number of factors, including the site migration to the Simpleview Content Management System and increased focus on SEO content creation. Organic traffic nearly doubled in 2018. The lower bounce rate and increase in sessions per user (3.2%) also indicate that this traffic is more engaged with CVB content.

KPI	YoY Change
Users	91%
Sessions	97%
Pageviews	52%
Bounce Rate	-35%

Website

Total Traffic



Website Sessions | YOY: 2% over 2017

Page Views | YOY: -9% over 2017

In 2018, the CVB migrated web development and hosting to Simpleview, a digital marketing vendor that specializes in tourism marketing. User experience and engagement were high priorities during and after this transition, leading to small but impactful website changes that improved the navigability and overall experience. Due to this improvement, website visitors were more easily able to find information, leading to an overall loss of page views. However, this is a positive result as fewer pageviews indicates an improved user experience.

Also contributing to the lowered pageviews is the increased focus on SEO. As CVB webpages continue to grow in search rankings, visitors are more easily able to land on a page specific to their search directly from Google or Bing, rather than land on the homepage and visit multiple pages to find information. This also improves our user experience and is a reflection of site improvements.

Website

On the Horizon

The CVB is working on a new reporting microsite that will launch with the Sales & Marketing Plan in early 2019. This microsite will become a hub for reports, research and agendas, allowing board members, Partners and other stakeholders to easily access the CVB's corporate communications online.

Additional new landing pages to launch in early 2019 include a Greater Palm Springs Tourism Ambassador page and a Tourism Foundation page.

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 have forgotten your password to the extranet, please visit the [partner log-in page](#) and click on forgot password.

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.



If you have any questions about the CVB Website, please contact:
Winona McCullum, Digital Database Manager
wmccullum@gpscvb.com | 760.969.1333

Social Media

Social Media Main Channels

									
	Fans	Video Views	Engagement	Fans	Engagement	Fans	Engagement	Subscribers	Video Views
2018 Goal	350,000	1,050,000	31,000	22,000	43,000	48,000	2,800	1,800	6,050,000
2018 Achieved	350,564	2,666,487	61,785	19,899	329,015	41,533	17,390	2,802	6,468,451
Total Impressions YTD	8,647,991			2,322,208		6,934,964		13,139,165	

facebook.

The CVB ended 2018 with more than 60,000 engagements, 8.5 million impressions and over 350,000 followers. In December, we published a new Wander List spot on Palm Oases that garnered over 400,000 video views. On the dineGPS Facebook, both AC3 Restaurant + Bar and Bootlegger Tiki were featured in our craftGPS series totaling nearly 100,000 video views.

The CVB also distributed holiday creative during December, retargeting viewers who had previously engaged with the Welles and Airline campaigns in target markets. This retargeting allows us to reach a more engaged user with the goal of driving to our interactive holiday landing page on the CVB website. The December Facebook media garnered a total of 12,000 clicks and over 470,000 impressions with 3,000 engagements.

Looking ahead to 2019, the CVB will continue to serve content to retargeted users. The two main streams being website visitors who interacted with the website in the past 30 days or those who had previously engaged with Greater Palm Springs content. Video content will continue to publish on a regular schedule with Wander List and Chill Chaser series on @VisitGreaterPS channels and the craftGPS and dineGPS series publishing on @dineGPS.



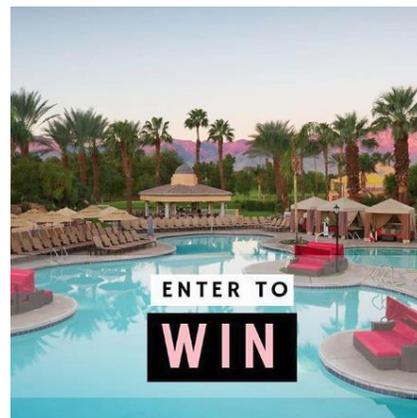
Instagram

The CVB completed 2018 with more than 329,015 engagements, over 2 million impressions and nearly 20,000 followers. While this is the CVB's smallest platform, its users continue to be highly engaged with Instagram posts as well as Instagram Stories. Paid Instagram Stories provided a huge opportunity, along with many organic ones. A key highlight were the nonstop flight promotions that ran October through December, which had specific creative for each city.

November and December metrics saw a large increase due to the JetBlue influencer post. This campaign to promote the nonstop JetBlue flight completed with a reach of over 50,000, 135,000 impressions and nearly 100,000 engagements on the CVB channel as well as the influencers' channels. This sweepstakes tapped an audience who has not been to Greater Palm Springs before and who would like to have a quick getaway.

Looking forward, the CVB will prioritize images of unique, unexpected Greater Palm Springs experiences. We will also look to work with micro and nano influencers, who come off as friends making recommendation and leading their followers to trust them more. As vertical media in Instagram Stories continue to dominate social and ads, we will continue to curate content with audience-focused creative

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



Twitter

The CVB completed 2018 with nearly 4,000 engagements on Twitter and has over 41,500 followers.

In 2018, Twitter went through a platform purge, removing outdated, inactive or fake accounts across the platform. The @VisitGreaterPS account lost 6k+ fans. The CVB made efforts to regain followers through Twitter Chats and awareness campaigns. In Fall, the decision was made with the input of our social media agency, Sparkloft, to focus on organic interactions on Twitter, including content tailored to current and future meetings attendees, turning this channel into both a meetings and leisure platform.

Looking forward, the CVB will continue to participate in more one-on-one interaction opportunities and proactively engage in audience experiences as well as Twitter Chats. Visuals obtained through user-generated content will also be included in the majority of tweets when possible.



YouTube

The CVB's YouTube channel garnered more than 6 million video views in 2018 and completed with year with over 2,800 subscribers. In December alone, there were over 900,000 video views. We have added the new craftGPS video series to the homepage of the channel as two new videos, AC3 Restaurant + Bar and Bootlegger Tiki were published as well as Wander List: Palm Oases.

Looking forward, we will continue to publish regularly scheduled content to keep subscribers engaged and increase our search within the YouTube platform. We will continue to optimize our channel with keywords and thumbnails.



Social Media Main Channels

The CVB dineGPS channels continue to shed light on the growing culinary scene in Greater Palm Springs. In 2018, we surpassed all engagement and fan goals. In December, the CVB implemented a more consistent posting schedule, leading to higher engagement rates. The craftGPS series is published on this channel as well and shared to @VisitGreaterPS with the goal of cross-promoting to an audience already familiar with Greater Palm Springs. Looking forward, the CVB is working to introduce sweepstakes into the platforms to reach a new audience and add in vertical content for stories on Facebook and Instagram.



	Facebook			Instagram		Twitter	
	Fans	Video Views	Engagement	Fans	Engagement	Fans	Engagement
2018 Goal	6,500	75,000	1,500	600	6,200	3,250	200
2018 Achieved	8,111	142,863	9,979	1,051	20,458	3,002	295

If you have any questions about CVB Social Media, please contact:
 Krystal Kusmieruk, Social Media Manager
kkusmieruk@gpscvb.com | 760.969.1337

Communications

The Greater Palm Springs Communications team assisted a total of 150 journalists both in and out of market during the month of December.

The CVB Communications team began the month by co-hosting the Greater Palm Springs Chefs Dinner at the James Beard House Dinner in New York City. This event featured five Greater Palm Springs chefs who showcased their talents at this premiere culinary venue.

The CVB also hosted two group FAMs to promote the new direct flights from Edmonton, Canada, to PSP via Flair Air and Newark, New Jersey, to PSP via United. The Flair Air Influencer FAM and United Airlines Inaugural Flight FAM allowed both influencers and journalists a full destination immersion touching on the Arts & Culture, Outdoor Adventure, and Health & Wellness pillars.

Featured Content



Greater Palm Springs hosted Sarah Elbert, Editor-in-Chief of Delta's Sky magazine. In the feature "There Is More Than One Way to Discover a Destination," Elbert shares the different ways to experience the oasis through the lens of our brand pillars. Partners mentioned in this coverage include AC3 Restaurant + Bar, BMW Performance Center West, Kimpton Rowan Palm Springs, La Quinta Resort & Spa, Palm Springs Aerial Tramway, Palm Springs Art Museum, Sands Hotel & Spa, Sunnylands Center & Gardens, State Fare Bar & Kitchen, Tallgrass Hiking & Tours, and more.

Date: December, 2018

Circulation: 600,362 | Ad Value: \$152,220

As a result of writer Kathy A. McDonald's visit to the destination, our thriving culinary scene was featured in *Variety* and syndicated among many other publications. The feature gave Palm Springs International Film Festival attendees a detailed guide on where to eat, drink and stay. Partners mentioned included Babe's Bar-B-Que & Brewhouse, Wilma & Frieda Palm Springs, Juniper Table, El Jefe, Hotel Paseo, Palm Springs Art Museum and Desert X.

Date: December, 14, 2018

Circulation: 34,967,751 | Ad Value: \$9,802

The CVB stays on top of the latest 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



@markjinksphoto | Joshua Tree National Park | 5,007 likes
"This area has quickly become one of my favourites and I can't wait to return!" @visitgreaterps



@withrobink | San Andreas Fault | 5,530 likes
"Sticks + Stones may break my bones but works will never hurt me" @VisitGreaterPS



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



@hejdoll | Miramonte | 2,117 likes
"This week has been a whirlwind...currently craving this peaceful pool @miramonte..."

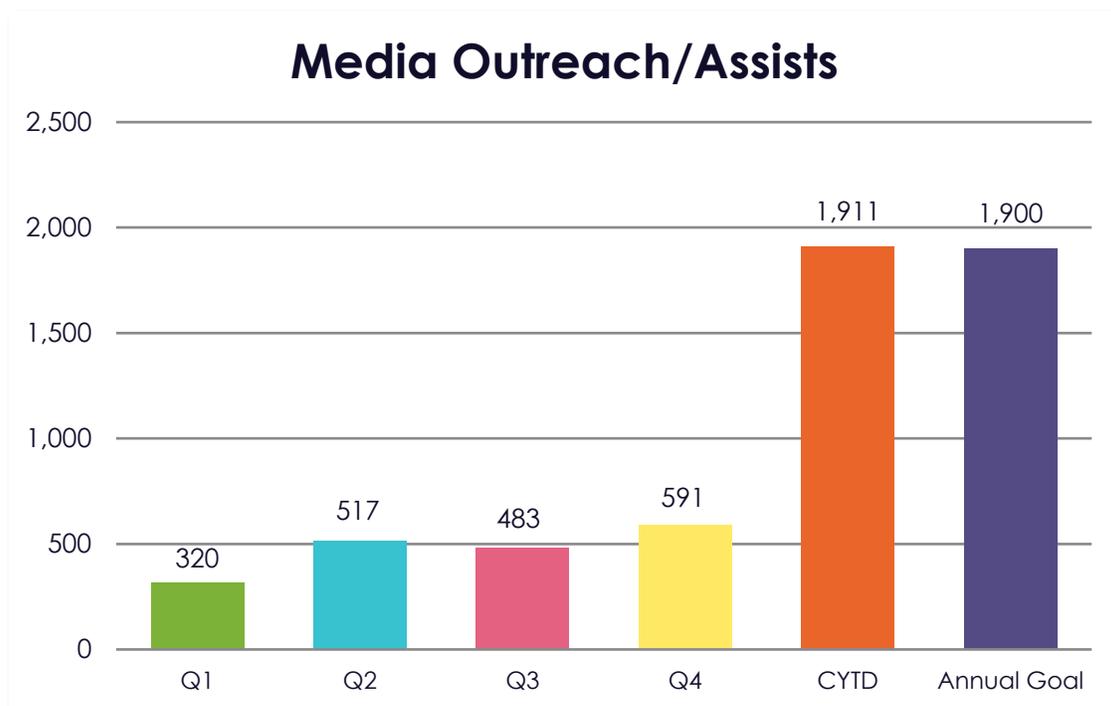
2018 Media Value

December 2018 CYTD	
Physical Country	Value
AUSTRALIA	\$5,661,068.66
UNITED STATES	\$3,264,566.26
MEXICO	\$236,504.00
CANADA	\$70,117.00
UNITED KINGDOM	\$22,999,940.66
SCOTLAND/IRELAND	\$355,447.00
CHINA	\$4,667,000.00
JAPAN	\$169,000.00
INDIA	\$2,408,815.20
GERMANY	\$985,330.00
FRANCE	\$2,361,932.00
SWEDEN	\$0.00
SPAIN	\$28,324.00
ITALY	\$1,500.00
	\$43,209,544.78

December 2017 CYTD	
Physical Country	Value
AUSTRALIA	\$4,580,103.70
NEW ZEALAND	\$46,367.00
UNITED STATES	\$2,667,283.20
MEXICO	\$9,652.41
CANADA	\$127,079.37
UNITED KINGDOM	\$5,447,559.66
IRELAND	\$406.00
SCOTLAND	
CHINA	\$10,523,000.00
JAPAN	\$43,000.00
INDIA	\$5,989,790.78
SOUTH KOREA	\$0.00
GERMANY	\$1,216,008.00
ITALY	\$85,925.00
FRANCE	\$12,836,500.00
OTHER	\$500.00
	\$43,573,175.12

*2018 includes special project
 Miss France totaling \$2.3 million

*2017 includes special project
 Raid Amazon totaling \$12.7 million



On the Horizon

The Communications team will kick off 2019 with New York City Media Mission, including International Media Marketplace (IMM), Visit California Media Luncheon at New York Times Travel Show, Meredith Publications Editors Panel, SATW Editors' Council Reception and additional media appointments including the Today show and CNN Travel. IMM is the industry's leading event for media to connect with travel and tourism boards, and this annual event will bring both national media and New York-based media face-to-face with representatives from Greater Palm Springs.

In February, the team will attend Visit California Outlook Forum. This annual conference brings together attendees from across the state for updates on California's primary and secondary markets. In the two-day forum, industry suppliers are updated with Visit California strategic marketing and international efforts, setting up the team for a successful 2019.

Also, in February, the CVB will host a Gold Pass FAM in partnership with the Los Angeles Tourism & Convention Board and Visit San Bernardino County focusing on our Arts & Culture pillar and experiencing the 2019 Desert X media event. The CVB will also host a dinner in partnership with Desert X.

In March, Greater Palm Springs will travel to Mexico City for Visit California Mexico Media Days. This two-day event includes educational opportunities, interactive experiences and one-on-one sessions with top-tier media and influencers both National and regional from Guadalajara and Monterrey.

If you have any questions about Communications and Media/PR, please contact:
Greater Palm Springs Communications Team
media@gpscvb.com

Film Oasis

Palm Springs International Film Festival

In December we worked to secure top location scouts for attendance to the Palm Springs International Film Festival Gala. By bringing location scouts into the destination for the Film Festival, we expose the destination in a film-friendly and film-forward light. Through our outreach we were able to secure future opportunities for scouts with those not able to attend.

Production Opportunity Vetting

We have been approached recently by several productions interested in filming in the area and are vetting the opportunities to ensure they are productions that would bring definite ROI to the area. Although the ask of most was beyond the ROI they delivered, it did open the discussion to future opportunities with these companies for alternate projects that align closer with our goals.

Film Incentives Rewarded

In December we awarded two qualifying productions an incentive as part of our Production Incentive Program:



Nowheresville

An independent full-length action feature shot in GPS



HGTV's *Desert Flippers* TV show

If you have any questions about Film Oasis, please contact:
Michelle Rodriguez | mrodriguez@gpscvb.com

Destination Development

Research

2018 Getaway Markets SMARI ROI Report

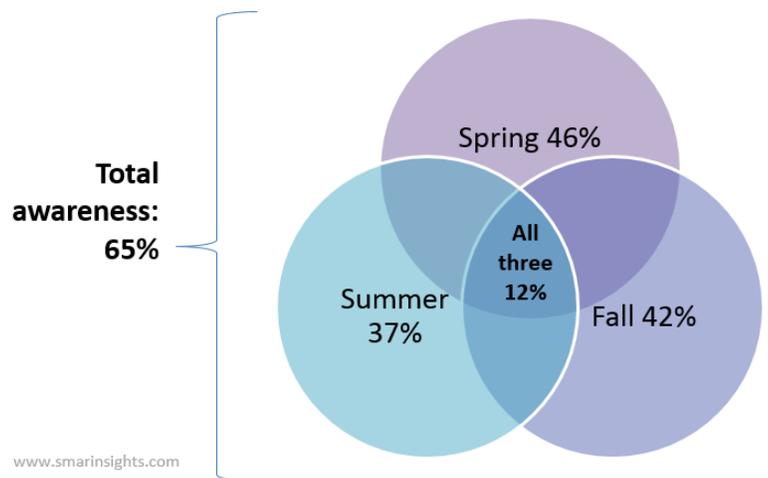
Each season (January-April, May-August and September-December) SMARI conducts an ROI for our CVB advertising campaigns in the Getaway markets (LA/Orange County, San Diego, San Francisco, Las Vegas and Phoenix). More than 500 surveys are sent in each market to give us a total sample size of over 1,550+ for the year and a confidence level of 95%.

Key Results

- The 2018 campaign brought in more than \$200 million in visitor spending to the Greater Palm Springs community.
- Recall reached its highest level to date at 65%. This is well above the predicted awareness level. However, predicted awareness is relatively low due to the average-range ratings of the creative. Stronger creative would generate an even higher reach.
- Los Angeles continues to produce the most trips to Greater Palm Springs. The ads influence the highest travel increment from San Francisco.
- In addition to spurring 2018 visits, the ads also motivate likelihood to visit in the coming year.

Measure	GPSCVB 2018 Getaway Markets Campaign Performance	Benchmark
Awareness	65%	Predicted*: 45%
Cost-per-aware-household	\$0.26	\$0.46
Economic Impact	\$207M	\$195M for CVB

- 65% of traveling households were reached by this campaign
- 12% of travelers recall elements of each of the seasonal executions
- Overlapping exposures to CVB messaging and multiple media is important, because we know that multiple exposures increase impact of the advertising.



However, in this case the wider reach of the campaign is a result in part of lower overlap – so instead of reaching consumers multiple times, the ads reached more people fewer times.

- The ads positively impact consumer views of GPS on all attributes, with the strongest impacts on the area being a “dream destination” and “exciting.” Among unaware consumers in the Getaway markets, “dream destination” is the lowest rated attribute, so there is room for improvement.
- It is notable that even characteristics that receive high agreement among the unaware – such as being a good destination for adults and couples – are still positively impacted by advertising.
- All three of the pillar statements (in green below) are supported by the advertising.

Please rate how well each statement describes the Greater Palm Springs area	Unaware	Aware	Difference
Is a place I dream about visiting	2.6	3.2	0.6
Is exciting	3.2	3.7	0.6
Is a good place to visit for those with children	2.8	3.4	0.5
Is a place I would enjoy returning to often	3.1	3.7	0.5
Is a good value for the money	3.1	3.6	0.5
Is a fun place to visit	3.4	3.9	0.5
Has a wide variety of things to see and do	3.3	3.8	0.5
Has a lively entertainment and nightlife scene	3.3	3.7	0.4
Is a great place for outdoor recreation	3.4	3.9	0.4
Has a desirable climate	3.3	3.6	0.3
Offers a variety of arts and cultural activities	3.4	3.7	0.3
Has a variety of dining and restaurants	3.7	4.0	0.3
Has unique shopping opportunities	3.5	3.8	0.3
Is a welcoming and friendly place	3.6	3.9	0.3
Is a good destination for adults and couples	3.9	4.1	0.3
Has a quiet, relaxed atmosphere	3.7	3.9	0.3
Is a great place to go for a spa getaway	3.7	4.0	0.2
Is a great place for a health and wellness trip	3.6	3.8	0.2

- The ads boosted likelihood to visit Greater Palm Springs.
- In particular, nearly three times as many ad-aware consumers say they are very likely to visit in the coming year compared to unaware.
- This indicates that in addition to generating travel that has already happened, the ads are introducing GPS to travelers' consideration sets for future travelers.
- The table shown here shows the ROI calculation, applying awareness and incremental travel to the appropriate household population figures.
- In total, the CVB's 2018 Getaway markets advertising generated 207,000 leisure trips to Greater Palm Springs that would not have occurred without the advertising.
- Applying the visitor spending figure to that trip volume shows that the advertising generated more than \$207 million in economic impact.
- The SMARInsights benchmark for CVB advertising campaigns is \$195 million in economic impact, and the GPSCVB's 2018 campaign outperforms that mark.
- With advertising spending of nearly \$1.6 million, the campaign generated a return of \$130. For every dollar spent on the advertising in these markets, leisure visitors spent \$130 dollars in the community.

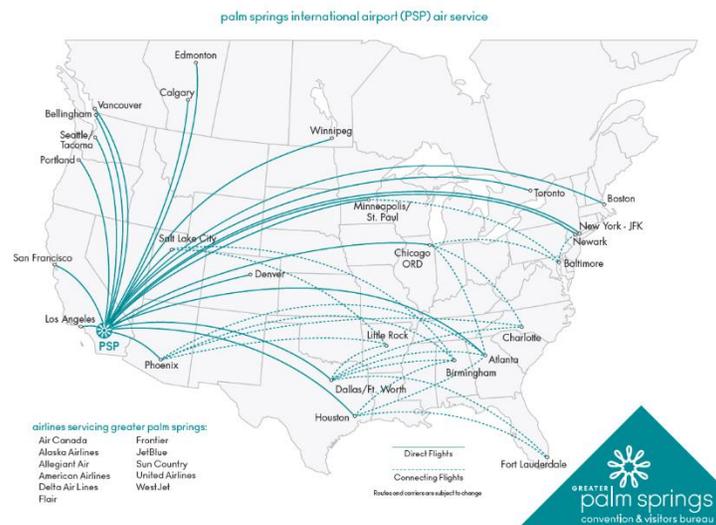
2018 ROI Calculation	Getaway Markets
Total Households	9.6 M
Awareness	65%
Aware Households	6.2 M
Incremental Travel	3%
Incremental Trips	207,859
Visitor Spending	\$999
Economic Impact	\$207,738,764
Media Expenditures	\$1,598,686
ROI	\$130

Air Service

New Air Service Routes

Key accomplishment for 2018 were the addition of these new Air Service routes:

	Calgary (YYC) October 28, 2018 to April 29, 2019
	Edmonton (YEG) Starting December 18, 2018
	Newark (EWR) December 19, 2018 to April 28, 2019 (Daily)
	Atlanta (ATL) December 20, 2018 to January 2, 2019 (Daily) January 5, 2019 to March 30, 2019 (Weekly)
	Portland (PDX) November 1, 2018 to April 7, 2019 Thursdays & Sundays
	San Francisco (SFO) November 19, 2018 to April 8, 2019 Mondays and Fridays
	Boston (BOS) Starting February 14 – April 29 Mondays, Thursdays, Fridays and Sundays
	Chicago O'Hare (ORD) Starting December 14, 2018 to April 29, 2019 Mondays & Fridays



Air Service

Extended Air Service Routes

These are flights that extended their season to Greater Palm Springs:

	Denver (DEN) – Weekly Additions: Jan-Feb Houston (IAH) - Weekly Additions Chicago (ORD) – Weekly Additions January – March 2019
	Salt Lake City (SLC) – Weekly Additions Sep, Oct, Dec 2018 vs. 2017 & Jan, Feb, Apr 2019 vs. 2018
	Portland (PDX) - Weekly Additions November – May Seattle (SEA) - Monthly Additions October - May
	Chicago (ORD) Starting in October 2018 Adding a second daily flight
	Vancouver (YVR) Service starting on October 28, 2018 - daily Last year November 12, 2017 - weekly
	Seattle (SEA) Service Starting November 4, 2018 to April 30, 2019 Last year December 21, 2017 to April 22, 2018
	New York (JFK) Starting October 10, 2018 to May 27, 2019 Last year November 16, 2017 to May 1, 2018 Equipment upgauge from Feb 14 to Apr 20, 2019 150 to 200 seats per departure

Building strong relationships with Airline Network Planners is key to our success in 2019. Stronger relationships create access to growing service in collaboration with airlines and accomplishing the goals of the Destination Development Plan. The goals are:

- Extend season of current services into the shoulder or summer seasons
- Increase the number of markets with multiple airline options
- Bring new airlines/service to PSP
- Secure new regional and national markets

Plans for 2019 include attending key air service development events and tradeshow, visiting airline headquarters for in-depth network planning meetings, and — new for 2019 — using key industry publications/newsletters to reach network planners at targeted airlines.

PSP 2018 Year-End Numbers

The 2018 PSP statistics show an almost 11% increase in traffic for the year with a record 2,327,018 passengers (see the Annual Airline Activity chart, below). There are also charts that highlight Monthly Passenger Activity and Best Month Comparison.

Palm Springs International Airport

ANNUAL AIRLINE ACTIVITY 2018										
AIRLINES	2018 Enplaned	2017 Enplaned	Enplaned % Change	2018 Deplaned	2017 Deplaned	Deplaned % Change	2018 Total	2017 Total	Total % Change	(E & D) Market Share
Air Canada	26,697	17,993	48.4%	27,111	17,637	53.7%	53,808	35,630	51.0%	2.3%
Alaska	232,178	206,739	12.3%	225,030	198,833	13.2%	457,208	405,572	12.7%	19.6%
Allegiant Air	21,701	21,841	-0.6%	22,406	22,176	1.0%	44,107	44,017	0.2%	1.9%
American	152,201	140,841	8.1%	149,889	132,600	13.0%	302,090	273,441	10.5%	13.0%
Compass Air (Delta)	3,797	1,247	204.5%	3,878	1,340	189.4%	7,675	2,587	196.7%	0.3%
Delta	30,427	18,678	62.9%	31,322	18,645	68.0%	61,749	37,323	65.4%	2.7%
Frontier Air	19,749	3,957	399.1%	20,265	3,931	415.5%	40,014	7,888	407.3%	1.7%
Jet Blue	21,671	20,200	7.3%	22,626	20,485	10.5%	44,297	40,685	8.9%	1.9%
Mesa (AA)	33,923	25,233	34.4%	34,631	24,715	40.1%	68,554	49,948	37.3%	2.9%
MN Airlines (Sun Country)	25,206	19,171	31.5%	26,634	19,262	38.3%	51,840	38,433	34.9%	2.2%
SkyWest (Delta Connection)	47,455	44,930	5.6%	47,923	45,712	4.8%	95,378	90,642	5.2%	4.1%
SkyWest (United Express)	125,922	113,477	11.0%	123,603	114,030	8.4%	249,525	227,507	9.7%	10.7%
SkyWest (AA)	63,889	79,748	-19.9%	64,440	79,658	-19.1%	128,329	159,406	-19.5%	5.5%
United	129,487	120,631	7.3%	133,267	120,324	10.8%	262,754	240,955	9.0%	11.3%
Vigin America	38,203	50,699	-24.6%	37,392	54,386	-31.2%	75,595	105,085	-28.1%	3.2%
WestJet	191,378	169,021	13.2%	191,382	171,013	11.9%	382,760	340,034	12.6%	16.4%
Charters/Inc Flair Air	423	360	17.5%	912	559	63.1%	1,335	919	45.3%	0.1%
TOTAL	1,164,307	1,054,766	10.4%	1,162,711	1,045,306	11.2%	2,327,018	2,100,072	10.8%	100.0%

MONTHLY PASSENGER ACTIVITY REPORT - 2018									
	Enplaned			Deplaned			Total Passengers		
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
January	117,179	109,149	7.4%	119,597	111,691	7.1%	236,776	220,840	7.2%
February	132,238	123,926	6.7%	140,257	130,231	7.7%	272,495	254,157	7.2%
March	170,949	157,808	8.3%	170,463	157,062	8.5%	341,412	314,870	8.4%
April	144,608	131,143	10.3%	123,030	113,877	8.0%	267,638	245,020	9.2%
May	88,714	77,075	15.1%	79,905	68,095	17.3%	168,619	145,170	16.2%
June	48,620	44,845	8.4%	45,404	43,133	5.3%	94,024	87,978	6.9%
July	45,758	38,007	20.4%	43,822	36,529	20.0%	89,580	74,536	20.2%
August	41,838	37,865	10.5%	43,710	38,887	12.4%	85,548	76,752	11.5%
September	50,586	45,254	11.8%	52,301	49,072	6.6%	102,887	94,326	9.1%
October	79,568	75,698	5.1%	87,891	80,872	8.7%	167,459	156,570	7.0%
November	122,254	109,740	11.4%	123,587	106,806	15.7%	245,841	216,546	13.5%
December	121,995	104,256	17.0%	132,744	109,051	21.7%	254,739	213,307	19.4%
Year to Date	1,164,307	1,054,766	10.4%	1,162,711	1,045,306	11.2%	2,327,018	2,100,072	10.8%

Best Month Comparison												
ENPLANEMENTS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Vs Best Mo	
Jan	74,224	76,974	79,478	90,102	94,207	98,277	103,394	101,034	109,149	117,179		7.4%
Feb	80,662	82,913	81,903	100,850	99,449	108,843	118,122	125,244	123,926	132,238		6.7%
Mar	102,209	107,835	103,886	124,056	131,149	141,818	148,128	151,460	157,808	170,949		8.3%
Apr	89,716	90,222	94,228	107,883	110,708	121,402	120,831	122,083	131,143	144,608		10.3%
May	55,080	60,959	57,753	67,458	67,199	79,328	74,278	75,765	77,075	88,714		11.8%
Jun	36,833	36,933	33,774	39,428	39,291	43,235	37,533	41,533	44,845	48,620		8.4%
Jul	33,058	32,500	29,731	34,295	34,586	37,300	32,867	37,234	38,007	45,758		20.4%
Aug	32,765	32,040	28,913	33,245	33,658	36,727	34,809	38,463	37,865	41,838		8.8%
Sep	37,489	36,614	35,024	36,387	39,793	43,455	38,724	43,369	45,254	50,586		11.8%
Oct	51,500	52,796	55,127	60,450	59,208	65,310	63,108	71,168	75,698	79,568		5.1%
Nov	73,092	72,235	78,862	84,835	81,903	91,230	87,827	101,464	109,740	122,254		11.4%
Dec	67,982	67,636	79,353	87,106	86,323	90,318	85,004	93,154	104,256	121,995		17.0%
TOTAL	734,610	749,657	758,032	866,095	877,474	957,243	944,625	1,001,971	1,054,766	1,164,307		10.4%
% Chg.	-5.10%	2.05%	1.12%	14.26%	1.31%	9.09%	-1.32%	6.07%	5.27%	10.39%		
TOTAL PASSENGERS	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Vs Best Mo	
Jan	152,240	155,635	159,312	181,238	190,045	199,582	208,788	206,612	220,840	236,776		7.2%
Feb	165,315	170,659	168,277	207,535	204,521	223,523	240,769	254,685	254,157	272,495		7.2%
Mar	203,083	216,859	206,906	247,235	263,057	281,759	294,614	301,638	314,870	341,412		8.4%
Apr	167,204	168,144	176,769	200,640	205,023	228,002	227,396	228,157	245,020	267,638		9.2%
May	103,991	115,061	108,268	129,098	128,701	151,138	141,046	142,865	145,170	168,619		11.6%
Jun	70,932	70,293	65,003	76,193	75,423	83,192	72,241	80,155	87,978	94,024		6.9%
Jul	64,796	64,474	58,586	67,450	68,058	74,368	65,419	74,015	74,536	89,580		20.2%
Aug	65,943	64,873	58,086	67,719	68,394	74,259	70,184	77,222	76,752	85,548		10.8%
Sep	77,632	75,925	72,260	74,430	81,463	88,808	79,851	89,953	94,326	102,887		9.1%
Oct	109,984	109,896	114,425	125,604	124,154	138,012	133,413	147,577	156,570	167,459		7.0%
Nov	144,968	144,697	158,410	173,385	165,184	182,951	176,917	202,089	216,546	245,841		13.5%
Dec	139,663	138,651	164,848	176,595	178,157	188,808	178,019	193,238	213,307	254,739		19.4%
TOTAL	1,465,751	1,495,167	1,511,150	1,727,122	1,752,180	1,914,402	1,888,657	1,998,206	2,100,072	2,327,018		10.8%
% Chg.	-5.00%	2.01%	1.07%	14.29%	1.45%	9.26%	-1.34%	5.80%	5.10%	10.81%		

dineGPS

The dineGPS Committee met on January 15 to review and approve plans for 2019 Restaurant Week.

Committee includes 17 Restaurateurs and 11 Partner Sponsors. Changes for this year are a 10-day event vs. a 17-day event in 2018 and dinner menus that will be a minimum of three items vs. a minimum of three courses as required in 2018. Restaurant dinner menus are a choice of three of the following items: appetizer, salad, soup, entrée, dessert, cocktail, wine, beer and drink.



GREATER
 palm springs
RESTAURANT
WEEK
 MAY 31ST -
 JUNE 09TH
 DINEGPS.COM

2019 Restaurant Week

Friday, May 31 - Sunday, June 9

2-Item lunch menus at \$15, \$20 and \$25

3-Item dinner menus at \$29, \$39 and \$49

Registration information will be sent to restaurants the week of January 21.

Below are key dates for this year's event:

January 1 to January 31	Early VIP registration
February 1 to March 1	Regular restaurant registration
March 1	Deadline to be included in Dining Guide & Map
March 18	Post list of participating restaurants on the website
April 1	Restaurant Week menus due
May 29 to May 30	Restaurant Week kick-off event



IT'S ALL ABOUT THE MENU

TIPS FOR A SUCCESSFUL GREATER PALM SPRINGS RESTAURANT WEEK EVENT



Menu needs to be robust and of **good value.**



Improve word-of-mouth by showcasing your best dishes.



Be creative and descriptive of menu items.



Use Instagram, Facebook and Twitter to promote your menu.

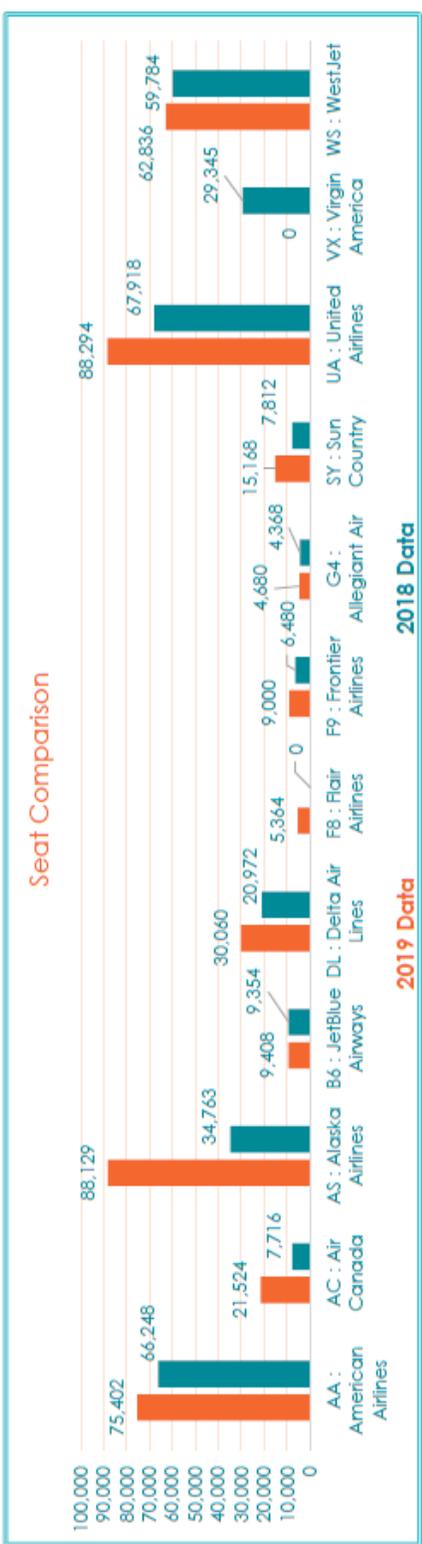
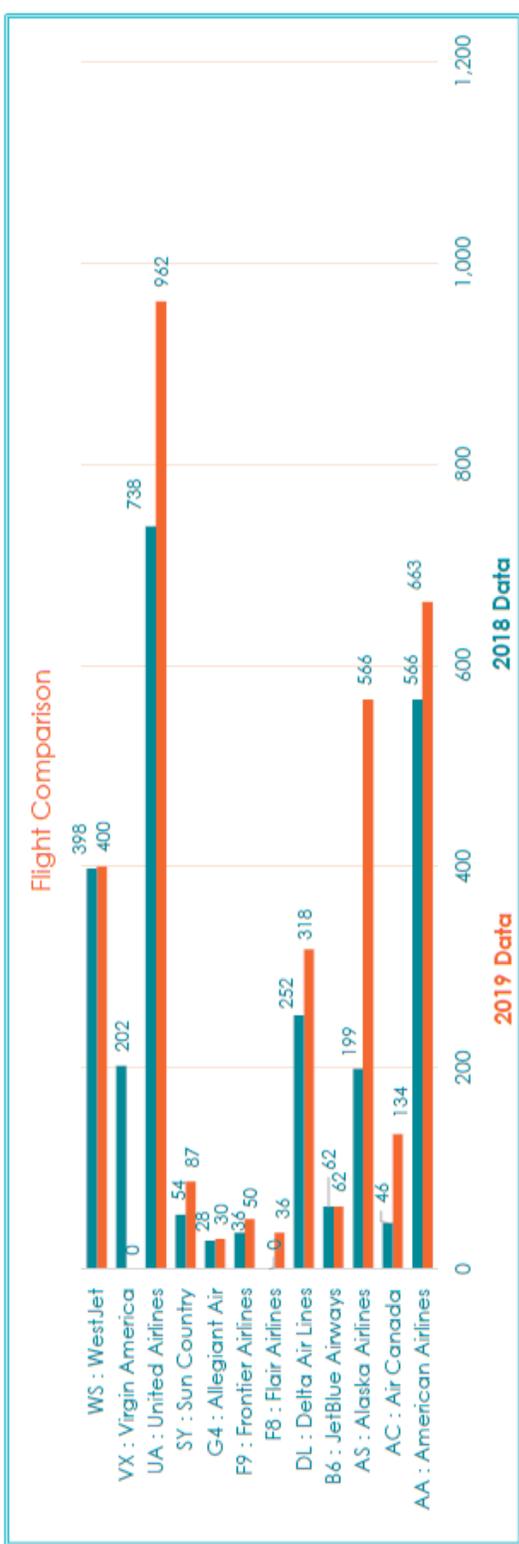
If you have any questions about Destination Development, please contact:
 Bob Thibault, Chief Development Officer
bthibault@gpscvb.com | 760.969.1339

PSP Schedule Analysis- January 2019

January 2019

January 2018

Number of Flights 3,308	Number of Seats 409,865	Number of Flights 2,581	Number of Seats 314,760
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Data represents inbound and outbound flights for PSP
 Source: Dijo Mi Express (Note: All new air service has not been loaded)

PSP Departures & Average Seats per Departure

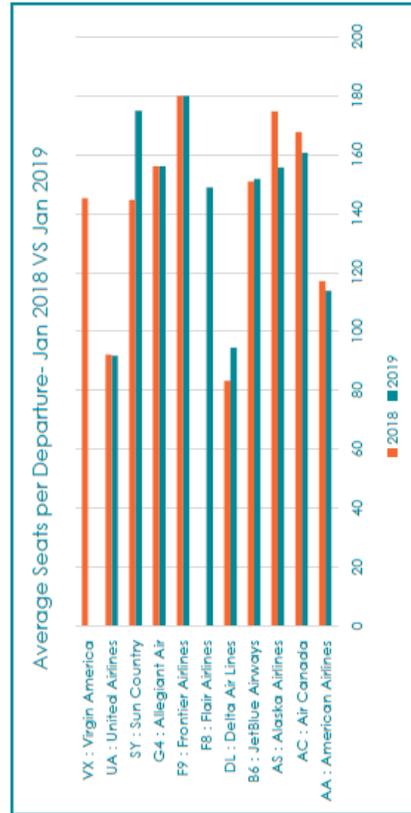
Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Jan-19	Feb-19	Mar-19	Apr-19	Jan-19	Feb-19	Mar-19	Apr-19
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	93	84	93	65	160	165	169	162
AA : American Airlines	LAX : Los Angeles, CA, US	0	0	0	4	0	0	0	70
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	62	56	62	58	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	176	166	186	209	73	73	72	75
AC : Air Canada	YVR : Vancouver, BC, CA	26	28	31	26	169	169	169	169
AC : Air Canada	YYC : Calgary, AB, CA	24	28	31	26	169	169	169	169
AC : Air Canada	YYZ : Toronto, ON, CA	17	16	18	17	136	136	136	144
AS : Alaska Airlines	JFK : New York-JFK, NY, US	5	0	0	0	174	0	0	0
AS : Alaska Airlines	PDX : Portland, OR, US	62	61	72	68	158	165	156	149
AS : Alaska Airlines	SEA : Seattle, WA, US	123	150	187	156	162	163	166	166
AS : Alaska Airlines	SFO : San Francisco, CA, US	93	84	133	146	145	147	89	76
B6 : JetBlue Airways	BOS : Boston, MA, US	0	9	18	17	0	151	161	151
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	31	28	31	30	152	177	200	200
DL : Delta Air Lines	ATL : Atlanta, GA, US	5	4	5	0	160	160	160	0
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	31	28	31	30	157	157	179	180
DL : Delta Air Lines	SEA : Seattle, WA, US	32	28	31	30	129	132	159	133
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	91	80	123	118	58	58	57	63
F8 : Flair Airlines	YEG : Edmonton, AB, CA	18	16	18	17	149	149	149	149
F9 : Frontier Airlines	DEN : Denver, CO, US	17	16	14	14	180	180	180	178
F9 : Frontier Airlines	ORD : Chicago-O'Hare, IL, US	8	8	9	9	180	180	180	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	15	19	29	20	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	26	30	33	22	172	175	176	180
SY : Sun Country	PDX : Portland, OR, US	9	8	9	2	180	183	183	183
SY : Sun Country	SFO : San Francisco, CA, US	8	8	9	3	179	183	183	183
UA : United Airlines	DEN : Denver, CO, US	115	127	155	138	109	119	117	114
UA : United Airlines	EWB : Newark, NJ, US	31	28	31	20	131	126	140	147
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	87	84	93	76	91	93	93	73
UA : United Airlines	LAX : Los Angeles, CA, US	31	28	35	30	50	61	71	76
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	62	56	61	28	100	116	134	165
UA : United Airlines	SFO : San Francisco, CA, US	155	140	176	178	77	82	89	88
WS : WestJet	YEG : Edmonton, AB, CA	31	28	31	27	162	170	165	164
WS : WestJet	YVR : Vancouver, BC, CA	66	60	69	61	172	173	173	174
WS : WestJet	YWG : Winnipeg, MB, CA	9	9	9	7	161	174	156	151
WS : WestJet	YYC : Calgary, AB, CA	94	87	97	89	144	154	146	147
WS : WestJet	YYZ : Toronto, ON, CA	0	0	0	2	0	0	0	174
Totals		1,653	1,602	1,930	1,743	4,553	4,657	4,694	4,749

Source: Diiro 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							Average Daily Seats by Market Airline						
Market Airline	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Market Airline	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
AA : American Airlines	10.7	10.9	11.0	11.2	9.4	7.4	AA : American Airlines	1,215	1,248	1,259	1,193	1,058	747
AC : Air Canada	2.2	2.6	2.6	2.3	0.0	0.0	AC : Air Canada	347	416	417	374	0	0
AS : Alaska Airlines	9.1	10.5	12.6	12.3	10.7	5.7	AS : Alaska Airlines	1,421	1,676	1,743	1,569	1,282	560
B6 : JetBlue Airways	1.0	1.3	1.6	1.6	0.5	0.0	B6 : JetBlue Airways	152	226	293	286	77	0
DL : Delta Air Lines	5.1	5.0	6.1	5.9	2.0	2.0	DL : Delta Air Lines	485	478	591	561	126	126
F8 : Flair Airlines	0.6	0.6	0.6	0.6	0.5	0.6	F8 : Flair Airlines	87	85	87	84	82	89
F9 : Frontier Airlines	0.8	0.9	0.7	0.8	0.4	0.0	F9 : Frontier Airlines	145	154	134	137	63	0
G4 : Allegiant Air	0.5	0.7	0.9	0.7	0.5	0.3	G4 : Allegiant Air	75	106	146	104	75	42
SY : Sun Country	1.4	1.6	1.6	0.9	0.5	0.0	SY : Sun Country	243	293	294	163	83	0
UA : United Airlines	15.5	16.5	17.8	15.7	9.0	8.2	UA : United Airlines	1,424	1,648	1,854	1,563	868	528
WS : WestJet	6.5	6.6	6.6	6.2	1.8	1.0	WS : WestJet	1,013	1,075	1,054	984	291	163

Average Seats per Departure by Market Airline						
Market Airline	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
AA : American Airlines	113.8	114.2	114.5	106.5	112.7	101.0
AC : Air Canada	160.6	161.7	161.6	162.7	0.0	0.0
AS : Alaska Airlines	155.7	159.1	137.9	127.2	119.4	98.3
B6 : JetBlue Airways	151.7	171.1	185.6	182.4	150.0	0.0
DL : Delta Air Lines	94.5	95.6	96.5	94.5	63.0	63.0
F8 : Flair Airlines	149.0	149.0	149.0	149.0	149.0	149.0
F9 : Frontier Airlines	180.0	180.0	180.0	178.7	150.0	0.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	174.9	178.0	178.5	180.9	183.0	0.0
UA : United Airlines	91.8	99.6	104.3	99.7	96.4	64.7
WS : WestJet	157.0	163.6	158.7	158.7	163.8	163.3



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

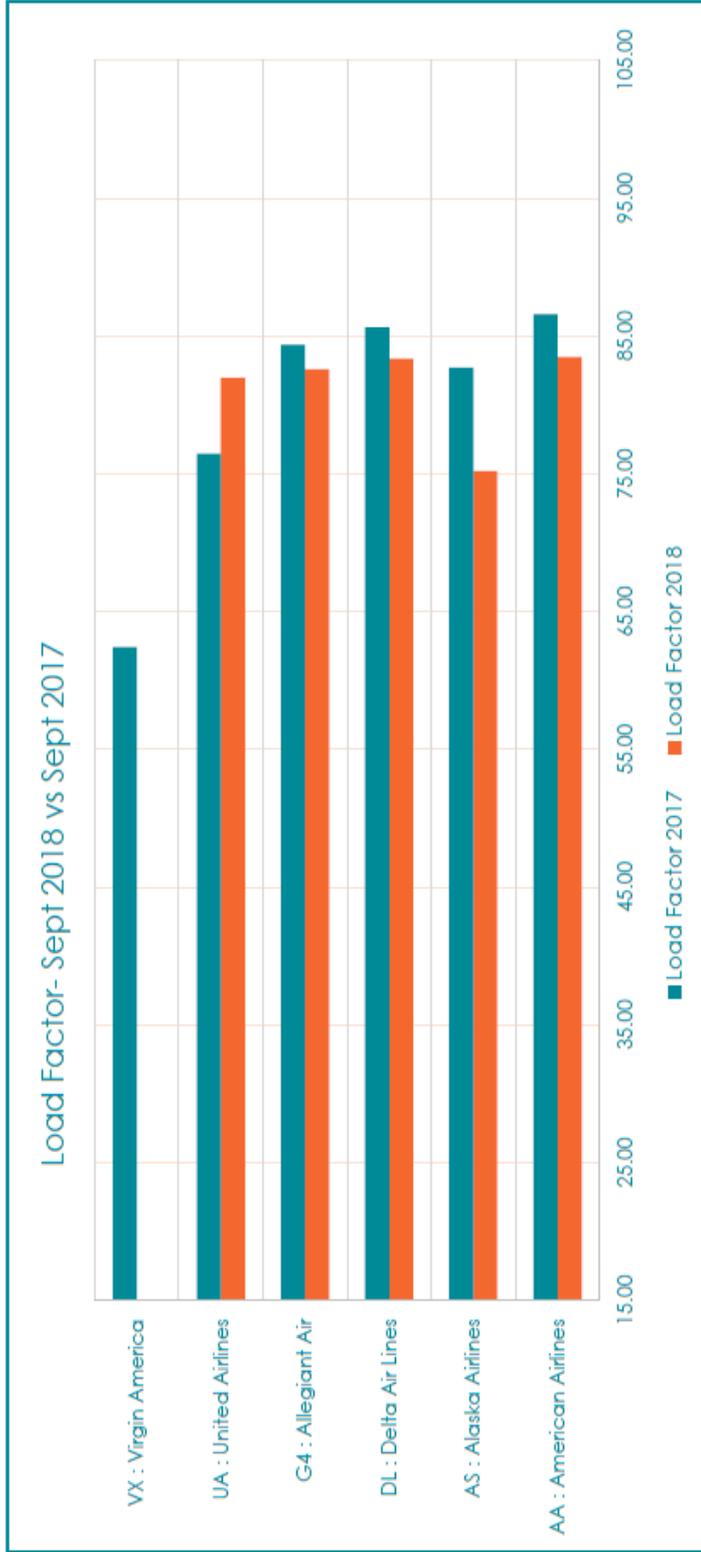
January 2019 Arrivals by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats	Average Daily Flight Opportunities	Average Daily Seat Opportunities
AA : American Airlines	B737-800 Passenger	155	24,800	5.2	827
AA : American Airlines	CRJ-700	85	5,950	2.8	198
AA : American Airlines	CRJ-900	91	6,916	3.0	231
AC : Air Canada	A319	17	2,312	0.6	77
AC : Air Canada	B737-Max 8 Passenger	50	8,450	1.7	282
AS : Alaska Airlines	A319	21	2,499	0.7	83
AS : Alaska Airlines	A320	132	19,548	4.4	652
AS : Alaska Airlines	A320 Sharklets	14	2,086	0.5	70
AS : Alaska Airlines	A321 Sharklets	1	185	0.0	6
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	12	1,908	0.4	64
AS : Alaska Airlines	B737-900 Passenger	9	1,602	0.3	53
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	89	15,842	3.0	528
AS : Alaska Airlines	E-175	5	380	0.2	13
B6 : JetBlue Airways	A320	25	3,750	0.8	125
B6 : JetBlue Airways	A321	6	954	0.2	32
DL : Delta Air Lines	A319	29	3,828	1.0	128
DL : Delta Air Lines	A320	27	4,239	0.9	141
DL : Delta Air Lines	B717-200	5	550	0.2	18
DL : Delta Air Lines	B737-800 Passenger	5	800	0.2	27
DL : Delta Air Lines	B737-900 Passenger	2	360	0.1	12
DL : Delta Air Lines	CRJ	54	2,700	1.8	90
DL : Delta Air Lines	CRJ-700	37	2,553	1.2	85
F8 : Rair Airlines	B737-400	18	2,682	0.6	89
F9 : Frontier Airlines	A320	25	4,500	0.8	150
G4 : Allegiant Air	A319	15	2,340	0.5	78
SY : Sun Country	B737-700 Passenger	4	504	0.1	17
SY : Sun Country	B737-800 Passenger	39	7,017	1.3	234
UA : United Airlines	A319	58	7,424	1.9	247
UA : United Airlines	A320	11	1,650	0.4	55
UA : United Airlines	B737-700 Passenger	53	6,678	1.8	223
UA : United Airlines	B737-800 Passenger	49	8,134	1.6	271
UA : United Airlines	CRJ	118	5,900	3.9	197
UA : United Airlines	CRJ-700	37	2,590	1.2	86
UA : United Airlines	E-175 Enhanced Winglets	155	11,780	5.2	393
WS : WestJet	B737-600	2	226	0.1	8
WS : WestJet	B737-700 Winglets Pax/BBJ1	82	10,988	2.7	366
WS : WestJet	B737-800 Winglets Pax/BBJ2	106	18,444	3.5	615
WS : WestJet	B737-Max 8 Passenger	10	1,740	0.3	58

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

Sept 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	13,933	11,543	83.48	86.60	158.5	5.3
AS : Alaska Airlines	14,187	9,901	75.20	82.71	92	3.1
DL : Delta Air Lines	4,855	4,047	83.35	85.65	85.5	2.9
G4 : Allegiant Air	1,404	1,160	82.59	84.37	9	0.3
UA : United Airlines	22,616	18,157	81.98	76.47	260	8.7
VX : Virgin America	0	0	0	62.43	0	0



Source: Dijo Mi Express