



BOARD AND JPA MEETING

Friday, January 24, 2020
The Ritz-Carlton, Rancho Mirage



Mirage, Doug Aitken, Palm
Springs, Desert X 2017



DESERT X 2021
FEBRUARY 6 – APRIL 11
COACHELLA VALLEY, CA

DESERT X 2019

REPORT

Desert X artists and
press opening dinner
with the support of
the **CVB** in
collaboration with
Vanity Fair.



“At the Desert X Kickoff, Coachella Valley Becomes an Art World Hot Spot Once Again.”

— Peter Bohler, **Vanity Fair**

600,000
site visits
Valley wide

John Gerrard / Western Flag
(Spindletop, Texas) 2014, Palm Springs



AUDIENCE & PARTICIPATION

In 2019:
400,000 visits in ten weeks

+38,000 visits to our hubs
Palm Springs 24,000 / Palm Desert 10,000 / Indio
4,500

+ 1000 VIP visitors during opening weekend

2,150 people took a bus tour

+41,000 Desert X App downloads

+13,000 Podcast listeners



SOCIAL MEDIA

In 2019:

+ 56,900 Instagram followers 150% increase since the end of 2017

+ 75,000 hashtags mentioning Desert X

+ 10,000 Facebook followers 15 % from Los Angeles

74% in the 25–54 age range, twice as many women as men in that category.



Traffic

Tue, Jan 1 – Mon, May 27, 2019

DESERTX.ORG

Unique Visitors

408k

+ 692.5% yr/yr

Visits

261k

+ 486.4% yr/yr

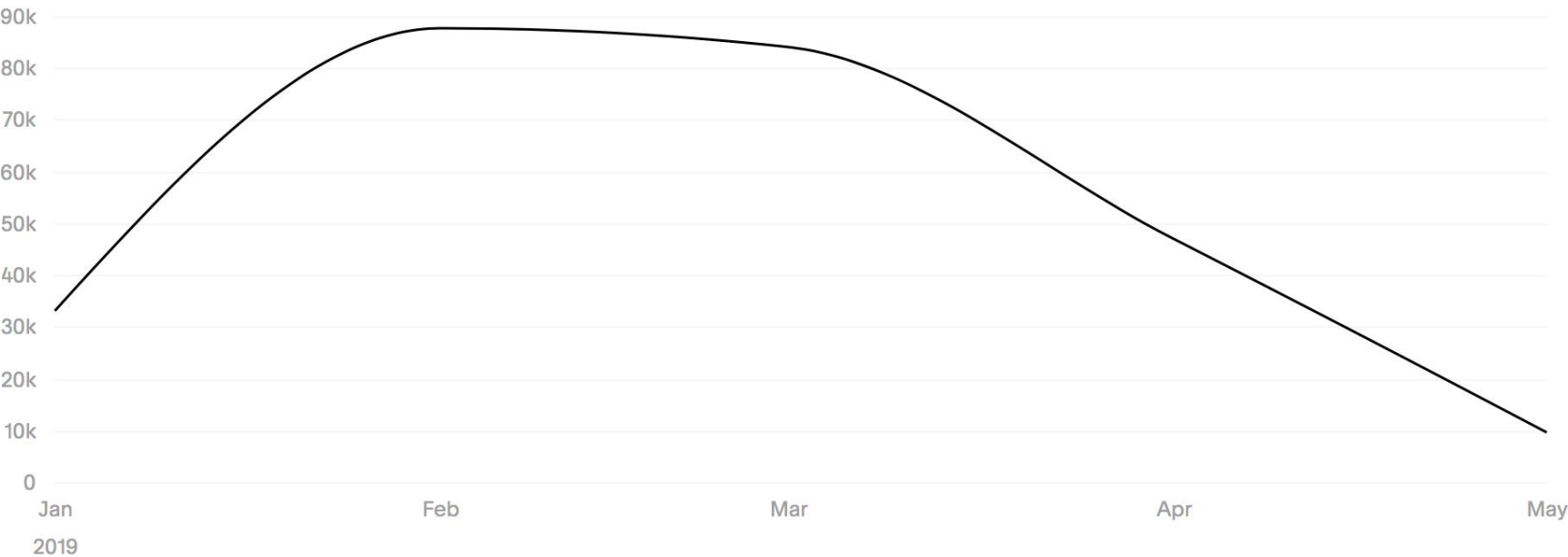
Pageviews

1.27m

+ 1,326.6% yr/yr

Visits

Monthly



Desertx.org/plan-your-visit

+ 223,000 pageviews in
2019



DESERT 

STAY

BOOK A ROOM WITH OUR [PARTNER HOTELS](#)

EDITORIAL COVERAGE 2019

More than 400 print, broadcast, and online stories ran with a combined impression of 1.23B.

Media outlets in the US, Europe, South America, Australia and Asia.

MAJOR MEDIA INCLUDE:

VANITY FAIR, WALL STREET JOURNAL, NEW YORK TIMES, LOS ANGELES TIMES, PALM SPRINGS LIFE, ARTNEWS, FORBES, ARTNET NEWS, DESERT SUN, ART FORUM, FINANCIAL TIMES, ARCHITECTURE DIGEST, LA WEEKLY



Desert X 2019 Survey

1102 total responses

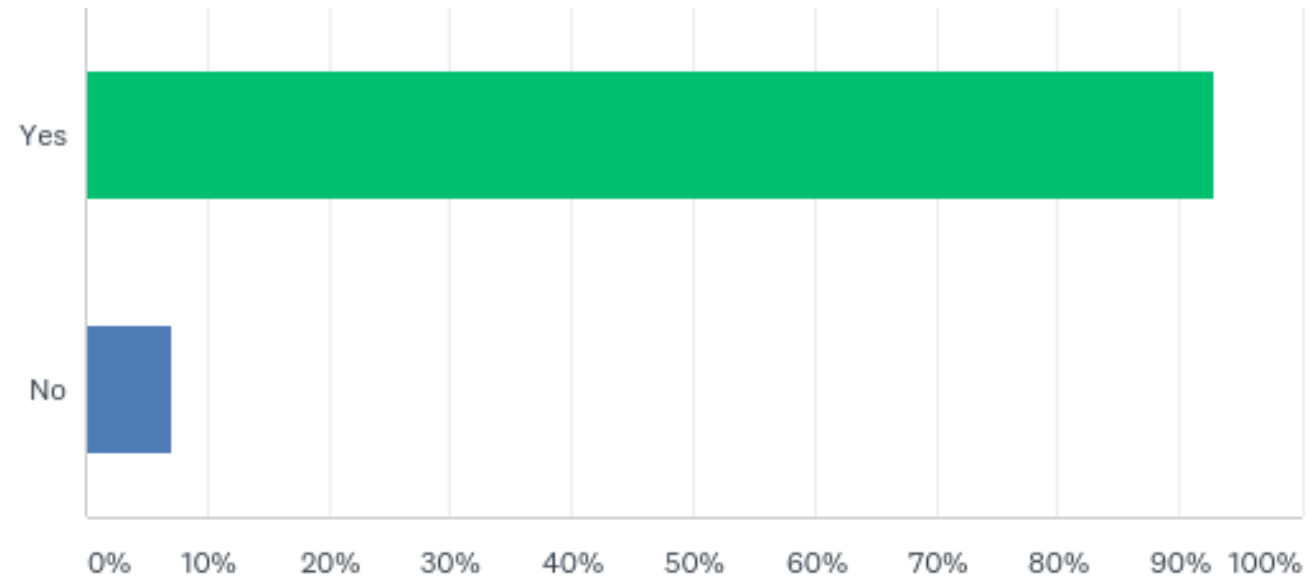
45% visited the Coachella Valley
specifically to see Desert X

66% stayed overnight

70% dined out during their visit



Will you visit Desert X again?



The left side of the image features two large, solid black geometric shapes. The upper shape is a long, narrow parallelogram slanted upwards from left to right. Below it is a smaller, more complex polygon, also slanted, with a pointed top and a flat bottom edge.

DESERT X ALULA 2020

JANUARY 31 – MARCH 7, 2020



Qasr al-Farid at UNESCO World Heritage Site Hegra



Elephant Rock, AlUla



AlUla Landscape

Desert X AlUla 2020

Curated by: Aya Alireza, Raneem Farsi and
Neville Wakefield.

14 international artists from
Saudi Arabia, Middle East, Europe and the
United States.



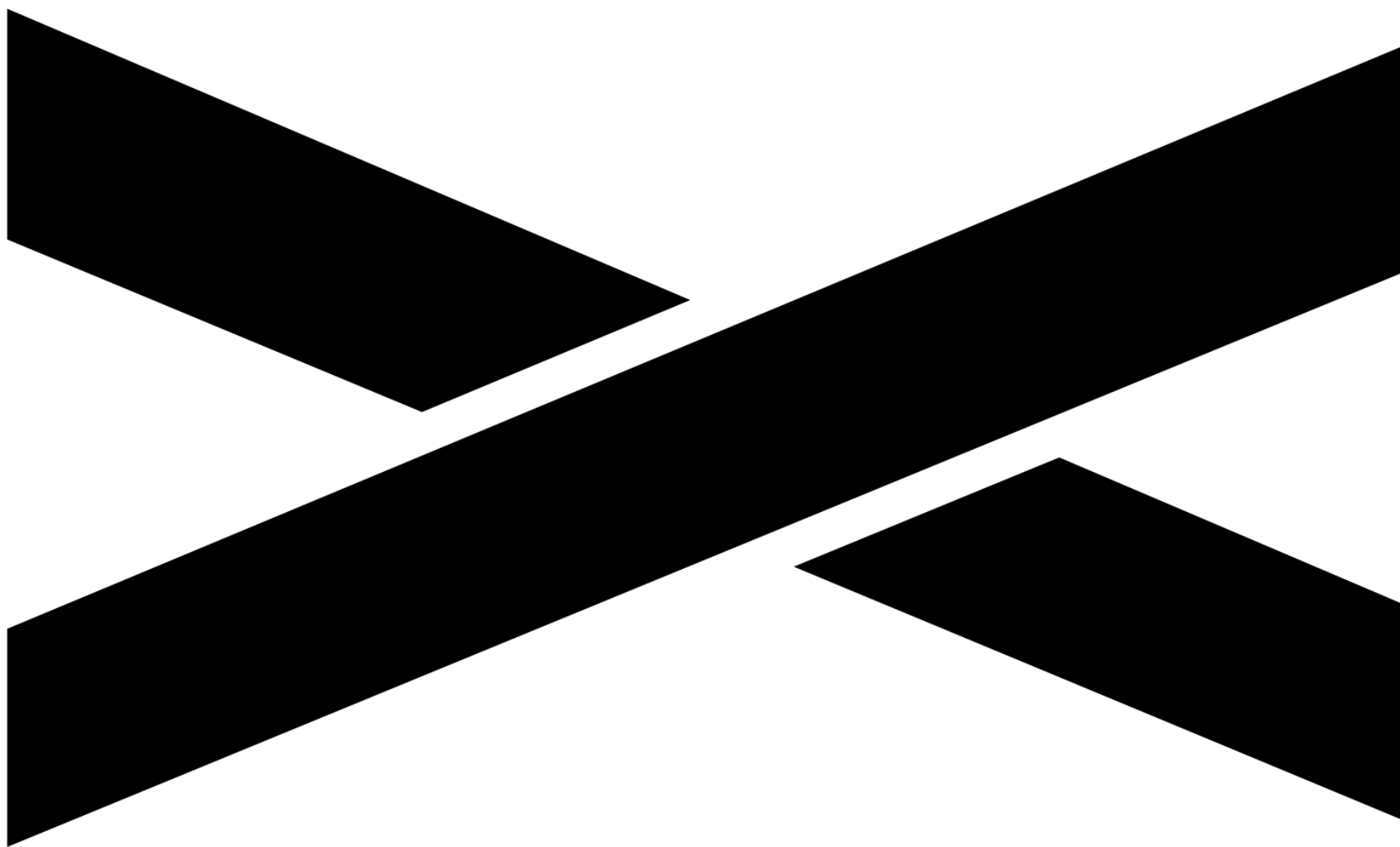


SAVE THE DATE

DESERT X 2021

FEB. 6–APR.11

COACHELLA VALLEY, CA



DESERT INTERNATIONAL HORSE PARK

2019-2020 SEASON



A BIG EQUESTRIAN EVENT JUST GOT BIGGER.

THE BEST IS GETTING EVEN BETTER

03



In August, a group of four committed equestrian families joined together to purchase the winter circuit and facility in Thermal, California. With a significant investment plan, the facility and competition will emerge as an even stronger national destination over the next several years.

DESERT INTERNATIONAL - A LEADING WINTER CIRCUIT

04

6

ACTIVE
MONTHS

10

WEEKS
OF SCHEDULED
COMPETITION

20,000

HORSES
ON-SITE

3.5 MIL

PRIZE MONEY
OFFERED

- DIHP is one of the largest equestrian facilities in North America, with nearly **1.3 million square feet** of competition and schooling space.
- California's Desert Circuit is an **established equestrian destination** with participation on par with or exceeding east coast circuits.
- With extensive permanent and tented stabling on property, **nearly 100% of the horses stay on grounds** for multiple weeks.
- DIHP hosts an extensive list of **distinguished West Coast equestrian events** in all disciplines, including local and national medal classes, and a robust FEI schedule.

DIHP OFFERS LEADING DEMOGRAPHICS


05

 **38%**
NET INCOME
OVER \$500,000

 **80%**
MAKE OR DIRECTLY
INFLUENCE PURCHASING
DECISIONS AT WORK

86%

ARE MORE LIKELY TO
BUY PRODUCTS FROM
COMPANIES SPONSORING EVENTS

 **85%**
FEMALE

 **63%**
TRAVEL ON AIRLINES
MORE THAN 16X PER YEAR

14 NUMBER OF
EQUESTRIAN
EVENTS PARTICIPATED
IN EVERY YEAR



OUR DESERT HOME

06

With nearly 1.3 million square feet of competition and riding space, the Desert International Horse Park is one of the largest equestrian facilities in North America. Offering 10 weeks of world-class competition, eight during the Desert Circuit from January – March and two during the Sunshine Series in November, the facility is a destination location for thousands of equestrians, their horses, family and friends for several months annually. Competitors from all over the world travel to Thermal, CA to not only compete but to enjoy everything the desert has to offer.



IN THE HEART OF SOUTHERN CALIFORNIA

07

We invite you to see why the West Coast is the Best Coast.

- In a recent economic impact study, Desert International Horse Park was directly responsible for over a \$100 million economic impact to the Coachella Valley during their 8-week Winter Circuit.
- The competition draws from all locations west of the Mississippi, Canada and Mexico with an obvious deep participation from California with significantly above “norm” demographics, even for the equestrian industry.
- The West Coast is home to many of the leading Hunter and Jumper riders, including Jenny Karazissis, John French, Nick Haness, Richard Spooner, Ashlee Bond, Will Simpson, Karl Cook, and Eric Navet.









THANK YOU



DESERT INTERNATIONAL HORSE PARK
STEVE@DESERTHORSE PARK.COM
442-200-4919



CVB UPDATES

CONVENTION SALES

CONVENTION SALES - 2019 PRODUCTION

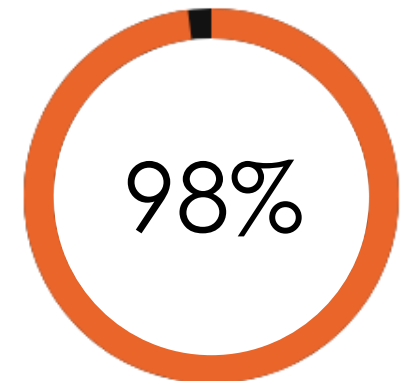
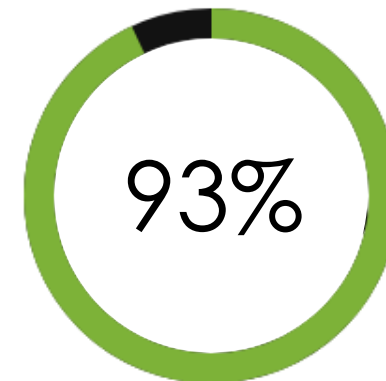
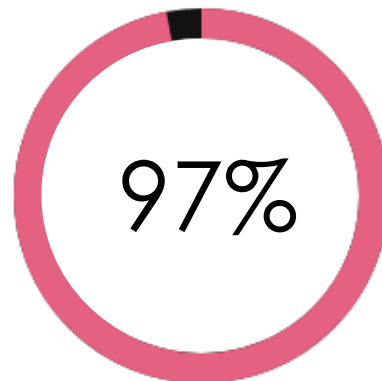
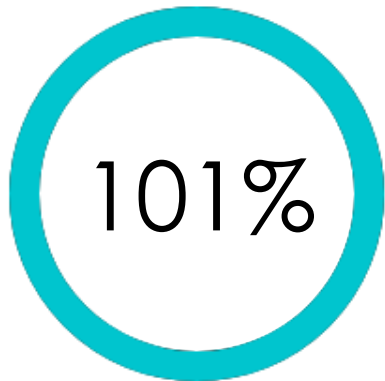
LEADS

NEW LEADS

BOOKINGS

ROOM NIGHTS

2019 GOALS	1,148	668	375	222,500
YEAR END	1,155	648	350	217,337



CONVENTION SALES - 2019 HIGHLIGHTS

19

Joint Share
Events

10

Shows
Attended

5

Client
Events

IMEX TRADE SHOW



BNP PARIBAS OPEN CLIENT EXPERIENCE



PALM SPRINGS INTERNATIONAL FILM FESTIVAL CLIENT EXPERIENCE



CONVENTION SALES - 2020 TEAM GOALS

LEADS

NEW LEADS

BOOKINGS

ROOM NIGHTS

2020
GOALS

1,180

650

350

222,500

STRETCH
GOAL

1,200

670

360

229,000

DESTINATION MARKETING

2019 CONSUMER MARKETING OVERVIEW



511M

out-of-home
impressions



198M

digital advertising
impressions



2.5M

television
spots



34M

print
impressions



42B

television
impressions

43B

total impressions
generated



6%

from
2018

2020 MEDIA PLAN



pandora®

iHeartPODCAST
NETWORK

NATIVO

LOCALE

AARP®

EDGE
MEDIA
NETWORK

The
Weather
Channel

PALM SPRINGS LIFE

Alaska
AIRLINES

WESTJET



tripadvisor®

TRAVELZOO®

Expedia®

ADARA

2020 NEW PROGRAMS - CONNECTED TV



30% of TV buy

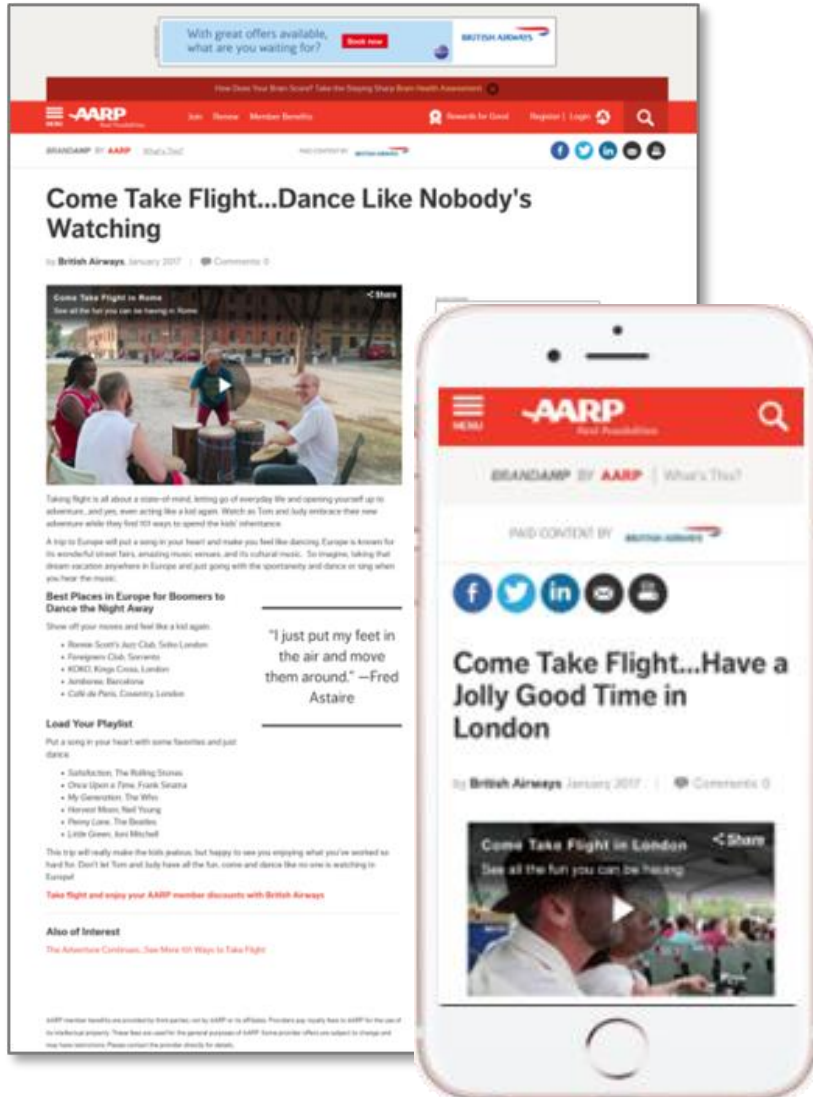
73% millennials & Gen Xers
using streaming services

75% of households are expected
to be connected TV users in 2020

Served on streaming devices:

- smart TVs
- gaming consoles
- Amazon Fire
- Google Chromecast
- Roku

2020 NEW PROGRAMS - AARP



150K Impressions

Replaces **Westways & Via (AAA)** magazines in California with a more robust national content program that reaches travelers of a similar demographic.

AARP program includes:

- custom content pieces
- digital banner ads
- social media promotion

2020 NEW PROGRAMS - ADARA



Forbes

THE
HUFFINGTON
POST

Men'sHealth

The New York Times

Los Angeles Times



11M+ Impressions

Targets visitors of **VisitGreaterPalmsprings.com**
and **Adara's wide network of partner sites**
with GPS destination brand messaging.

Bookings are tracked with ad pixels.

2020 NEW PROGRAMS - iHEART MEDIA PODCASTS

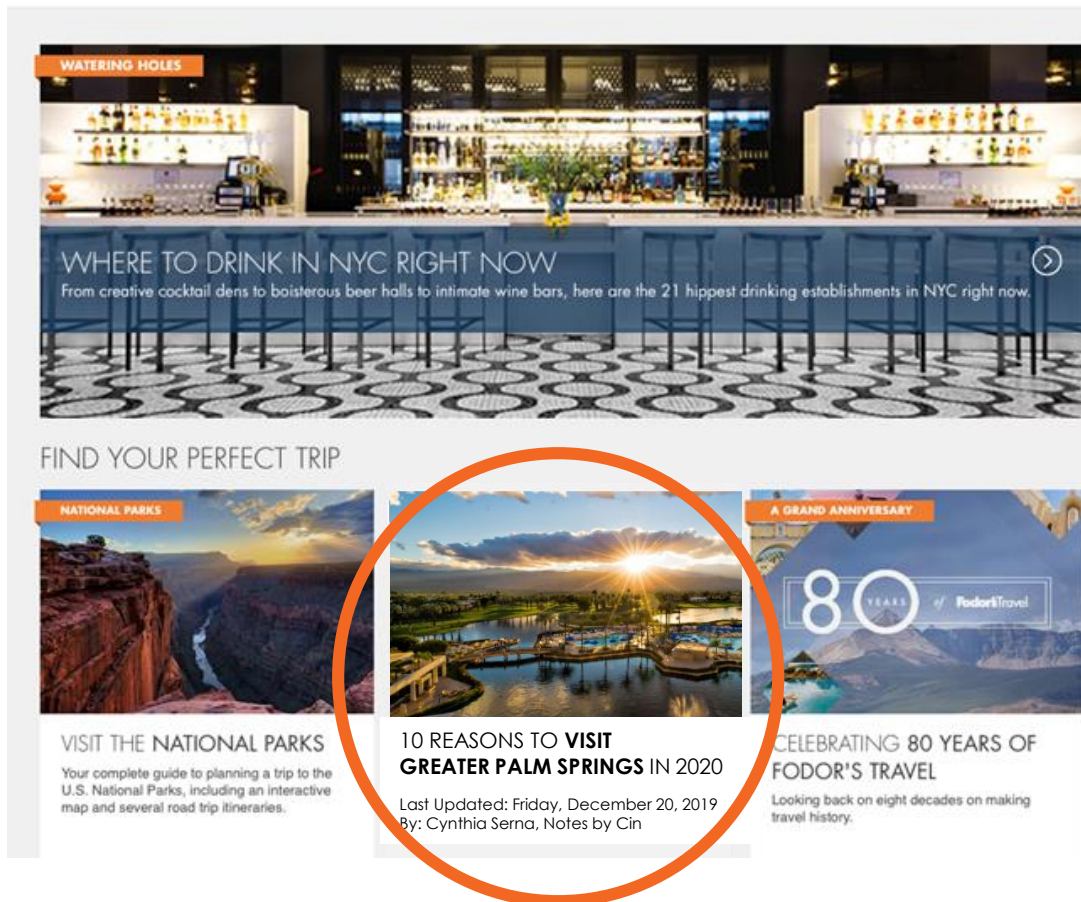


1M Impressions

Podcast advertising with iHeart Podcast Network.

Campaign targets listener with **audio advertisements** and/or **custom host mentions** in order to promote and build awareness of Greater Palm Springs brand.

2020 NEW PROGRAMS - NATIVO



4M+ Impressions

Nativo's digital content program includes **native articles** across partner sites and custom **display ads**.

Greater Palm Springs blog articles are positioned as organic content native to each site.

2020 CO-OP PROGRAMS

2020 CO-OP OVERVIEW

TV / BILLBOARD

Find Your Oasis

Year-Round, Cable + Connected TV

Summer Chill

May-Aug, Cable + KTLA + Connected TV

Fall Chill

Sept-Dec, Cable + KTLA + Connected TV

Digital Outdoor Billboards

Year-Round, L.A. & San Diego; Other Markets Vary



2020 NEW CO-OPS



SOCIAL MEDIA

Social Media Co-Op (May-July 2020)

Instagram story, Facebook post, Pinterest post linking to Partner deal



LOCALE

DIGITAL / AUDIO

Adara (Year-Round 2020)
Locale (Year-Round 2020)
Pandora (May-August 2020)



ADARA



pandora®

EXPEDIA

International Co-Op

Targeting UK, Canada, S. Korea, India, Mexico, & Japan

Campaign period
February-December 2020



Expedia

2020 CO-OP MARKETING FUNNEL



AWARENESS

INTEREST

pandora®

CONSIDERATION

INTENT



EVALUATION

PURCHASE

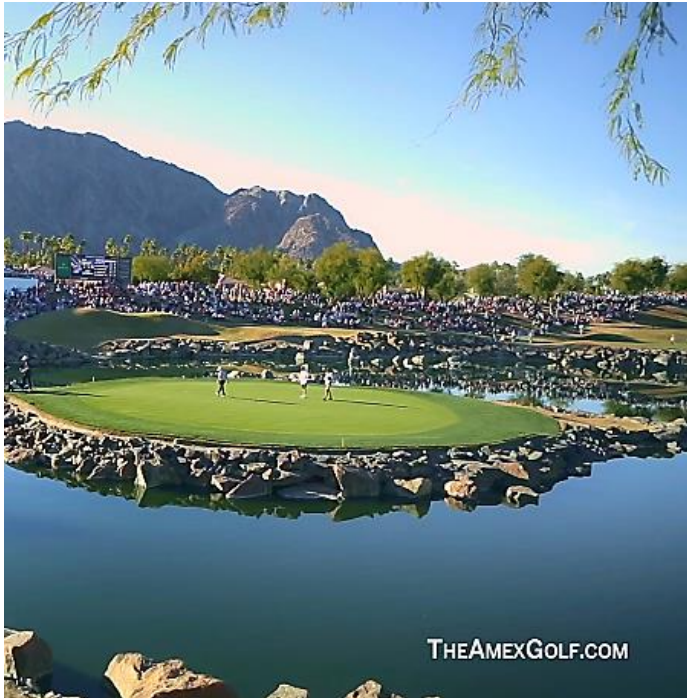
ADARA

Expedia®

LOCALE



WINTER CO-OP PARTNERS



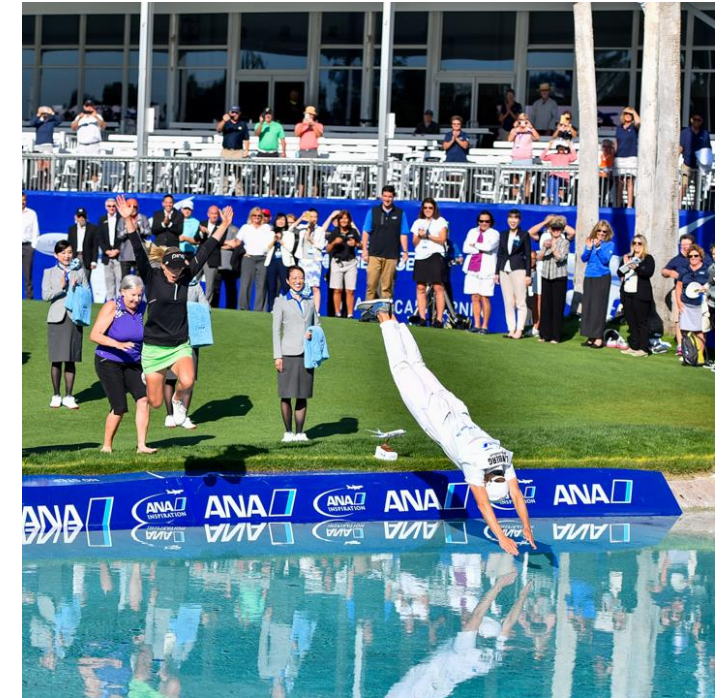
The American Express

January



BNP Paribas Open

March



ANA Inspiration

April

CONVENTION SALES MARKETING

CONVENTION SALES MARKETING - 2019 HIGHLIGHTS

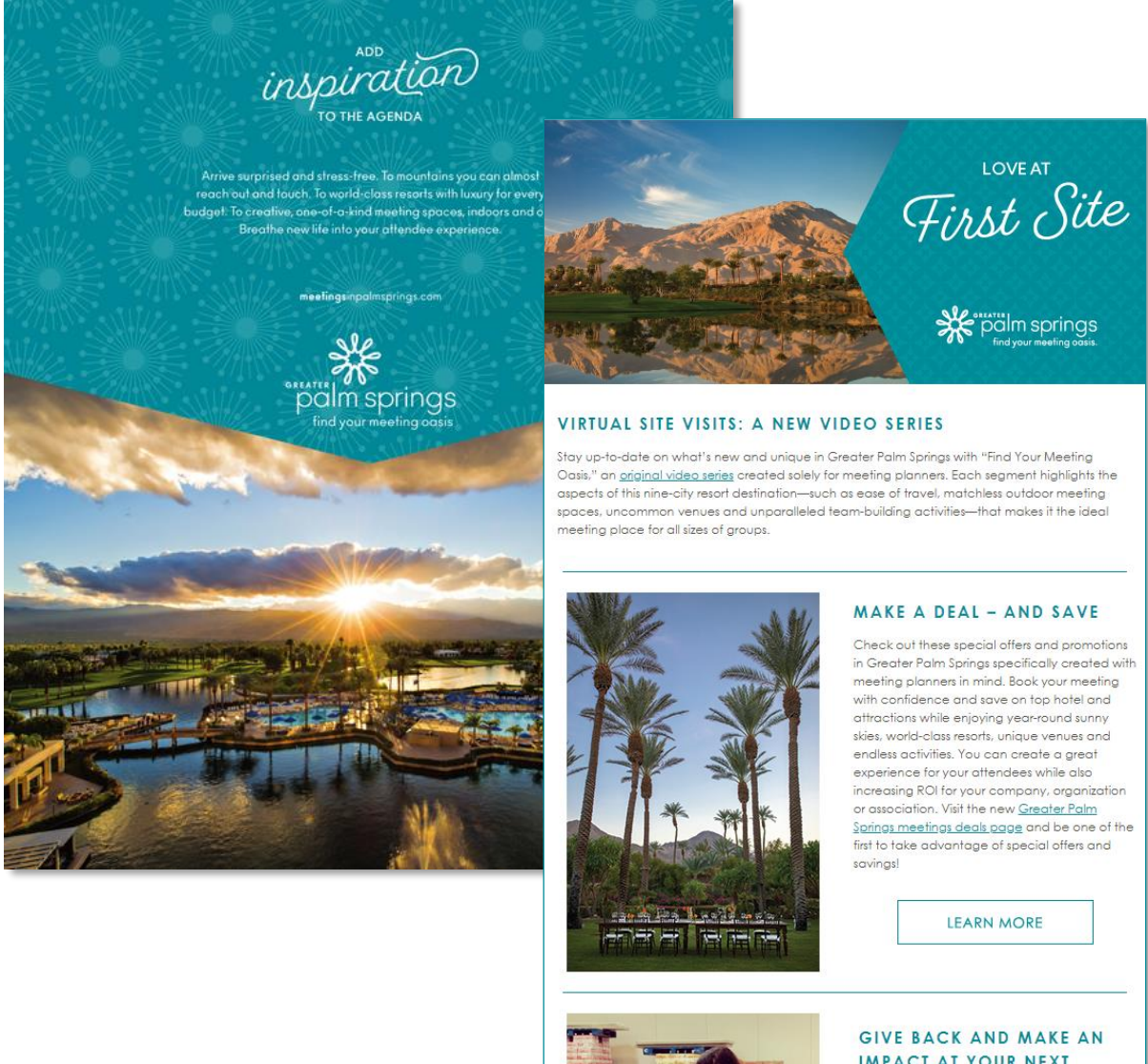
3.6M Impressions  **23%** from 2018

Content activation program with Connect

10 e-newsletters to subscribers of top publications like Smart Meetings

Qualified traffic to CVB website from ConventionPlanIt and CalSAE

“Find Your Meeting Oasis” video series



ADD
inspiration
TO THE AGENDA

Arrive surprised and stress-free. To mountains you can almost reach out and touch. To world-class resorts with luxury for every budget. To creative, one-of-a-kind meeting spaces, indoors and out. Breathe new life into your attendee experience.

meetingsinpalmssprings.com

GREATER palm springs
find your meeting oasis

LOVE AT
First Site

GREATER palm springs
find your meeting oasis

VIRTUAL SITE VISITS: A NEW VIDEO SERIES

Stay up-to-date on what's new and unique in Greater Palm Springs with "Find Your Meeting Oasis," an [original video series](#) created solely for meeting planners. Each segment highlights the aspects of this nine-city resort destination—such as ease of travel, matchless outdoor meeting spaces, uncommon venues and unparalleled team-building activities—that makes it the ideal meeting place for all sizes of groups.

MAKE A DEAL - AND SAVE

Check out these special offers and promotions in Greater Palm Springs specifically created with meeting planners in mind. Book your meeting with confidence and save on top hotel and attractions while enjoying year-round sunny skies, world-class resorts, unique venues and endless activities. You can create a great experience for your attendees while also increasing ROI for your company, organization or association. Visit the new [Greater Palm Springs meetings deals page](#) and be one of the first to take advantage of special offers and savings!

[LEARN MORE](#)

GIVE BACK AND MAKE AN IMPACT AT YOUR NEXT

2020 CONVENTION SALES MEDIA PLAN

california
meetings + events

meetings
PEOPLE + PLACES
TODAY®

5.3M+ Impressions

↑ 47% from 2019

Connect



cvent

 **NORTHSTAR**
MEETINGS GROUP

Smartmeetings

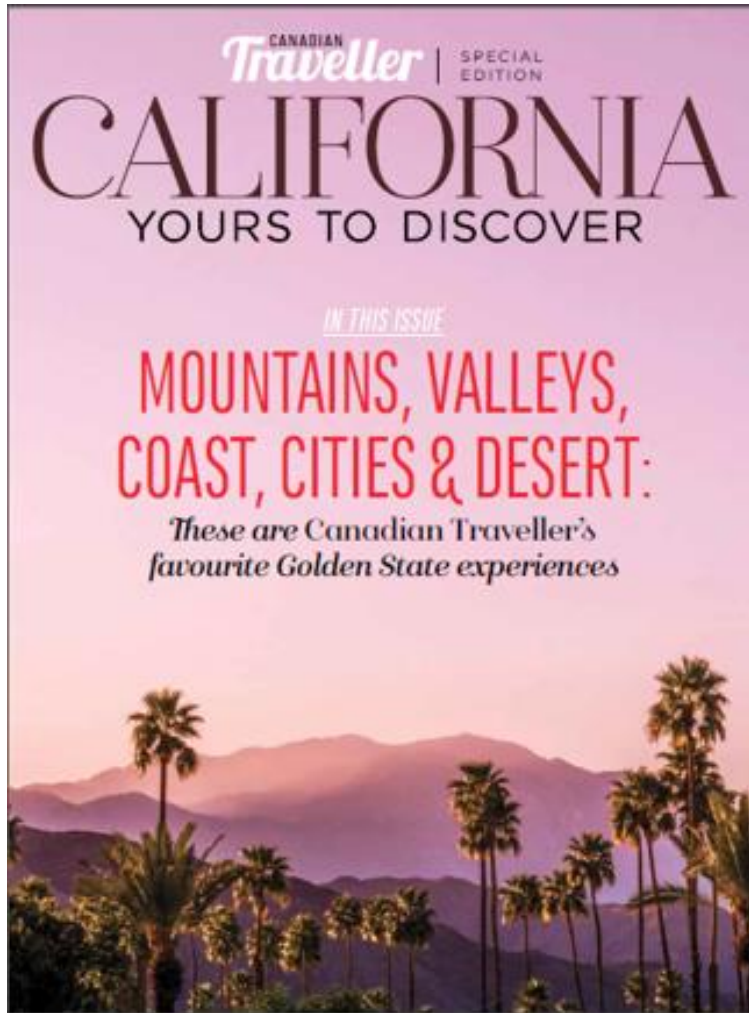
 ConferenceDirect
MeetingMentor
IndustryInsights for the Meetings Community

 **pcma** Professional Convention
Management Association

THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CVBS
AND HOTELS **USAE**

COMMUNICATIONS & MEDIA

2019 RECAP



PR QUALITY SCORE

Goal	3,650
Actual	4,443

121% of Goal

MEDIA ASSISTS

Goal	2,000
Actual	1,786

82% of Goal

ATL (ATLANTA) ACTIVATION



Location

Lenox Square Mall
Buckhead Atlanta

Activation Dates:

December 11-January 5

Engagement

3,850

Impressions

37,400



2020 SPRING ACTIVATIONS



CALIFORNIA DREAMING

An insider's look at the state's beauty, culture and diversity.



Dreamers have always been drawn to California, with its awe-inspiring landscapes that set the backdrop for the creative, fun-loving, anything-is-possible vibe that made the state famous.

California's free spirit and sense of limitless possibility sets it apart from other places — it captivates would-be travelers from around the world who see the state's iconic landscapes and urban centers in movies, television and music. With 840 miles of coastline, wine country and deserts, mountains and vibrant cities, there's truly something for everyone in California.

Intrepid explorers make their way to California, choosing the freedom of travel on their own terms, discovering historic landmarks and monuments, and hidden gems and hot spots along the way. The California Road Trip Republic is a state and state of mind, destination and life-changing journey. So join in, crank some tunes and plan your own awe-inspiring escape, because buckled in is where we are most free.



GREATER PALM SPRINGS

This Southern California getaway offers a unique blend of escape, inspiration and relaxation, whether it's soaking in the healing hot springs, discovering the thrill of a canyon hike, shopping for vintage treasures or simply becoming one with the chill lifestyle and basking in the sun.



WINE VALLEY

The astonishingly beautiful valley and hillsides are home to more than 400 wineries, 150 restaurants and 130 lodging accommodations. Wander through beautiful vineyards or a Main Street gallery, and enjoy a full body massage or a full-bodied red. In the spring, crackling outdoor firepits and cozy moments under the stars replace the bustle of summer.

NEWPORT BEACH

The embodiment of the Southern California coastal lifestyle, you can find your moment to slow down in Newport Beach. With an outdoor culture centered around the water, soak in a variety of relaxing or active experiences tailored to suit any taste. Then explore each of the city's 10 distinct neighborhoods that boast their own unique charm, history and local flavor.



WEST HOLLYWOOD

California's most walkable city with 19 hotels, world-class dining experiences, legendary entertainment, premier shopping, and sparkling rooftop pools and lounges. From the iconic Sunset Strip to the fashion-savvy Design District to the energy of Santa Monica Boulevard, this is the heartbeat of L.A.

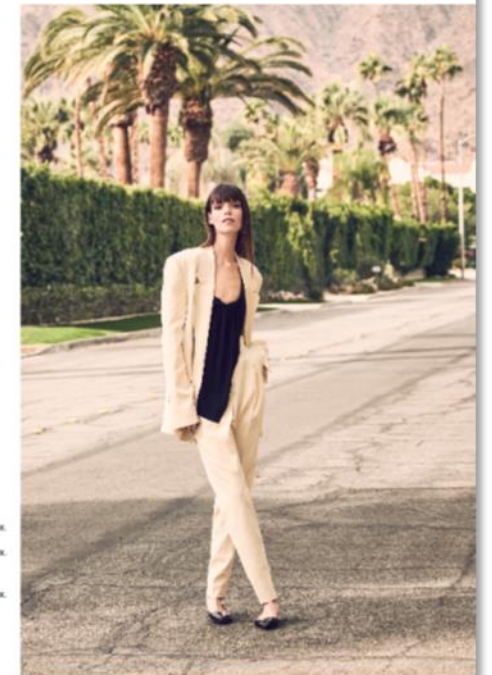


Saks Fifth Avenue



FENDI
Chunky stripe
cardigan
\$1,790
Organza shirt
\$1,790
Alpaca turtleneck
\$1,790
Wool shorts
\$1,790

PROENZA
ROUSSEAU
Blazer
\$1,790
Chopped-front
pants with
top stitch
\$1,790



2020 SPRING ACTIVATION – SAKS FIFTH AVENUE

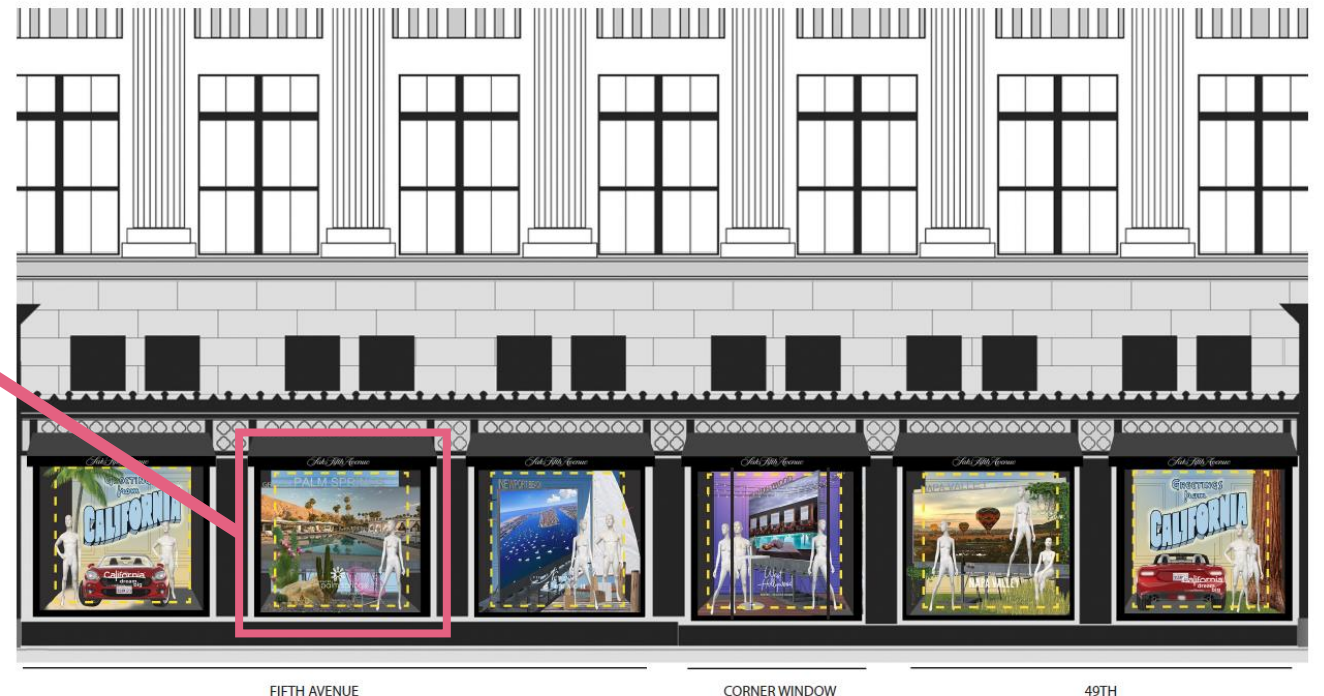


Saks Fifth Avenue Flagship Store New York City

February 26, 2020

In-Store Consumer Activation: 2-6 pm.

Media Event: 6-8 p.m.



COMMUNICATIONS - 2020 GOALS

PR QUALITY
SCORE
4,100

MEDIA
ASSISTS
2,000



FILM OASIS

FILM OASIS

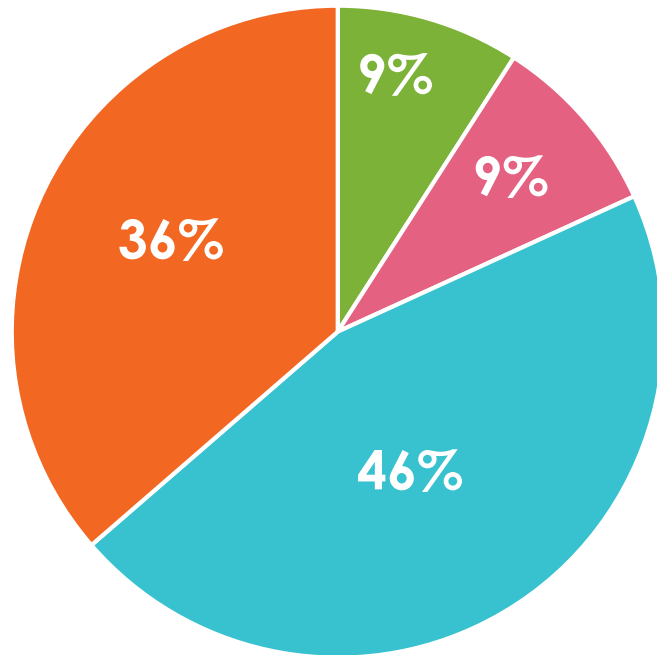


American Film Market's (AFM) Location Expo

- Santa Monica, CA
November 6-November 13
- Joint booth with Riverside County Film Commission
- Over 7K industry professionals from more than 70 countries

FILM OASIS PRODUCTION REPORT

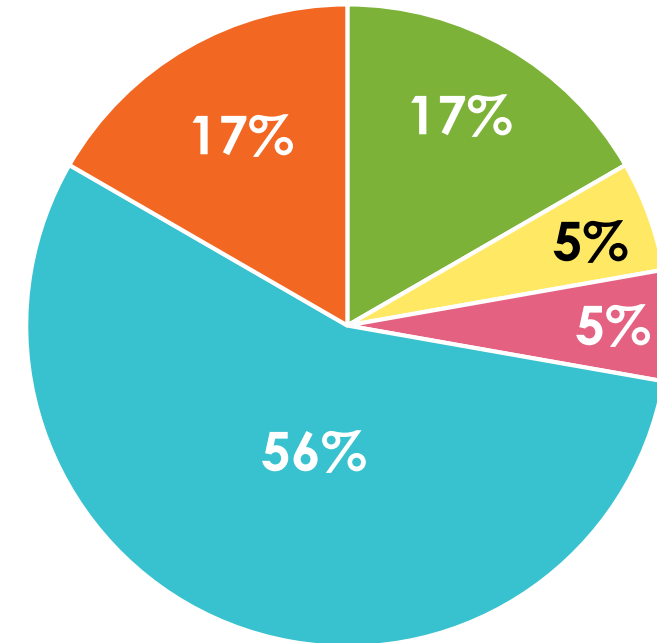
OCTOBER 2019



■ 1 - Features ■ 1 - Commercials ■ 5 - Stills ■ 4 - Other

Resulting in 1,700 Room Nights

NOVEMBER 2019



■ 3 - Features ■ 1 - Television ■ 1 - Commercials
■ 10 - Stills ■ 3 - Other

Resulting in 3,580 Room Nights

WEBSITE

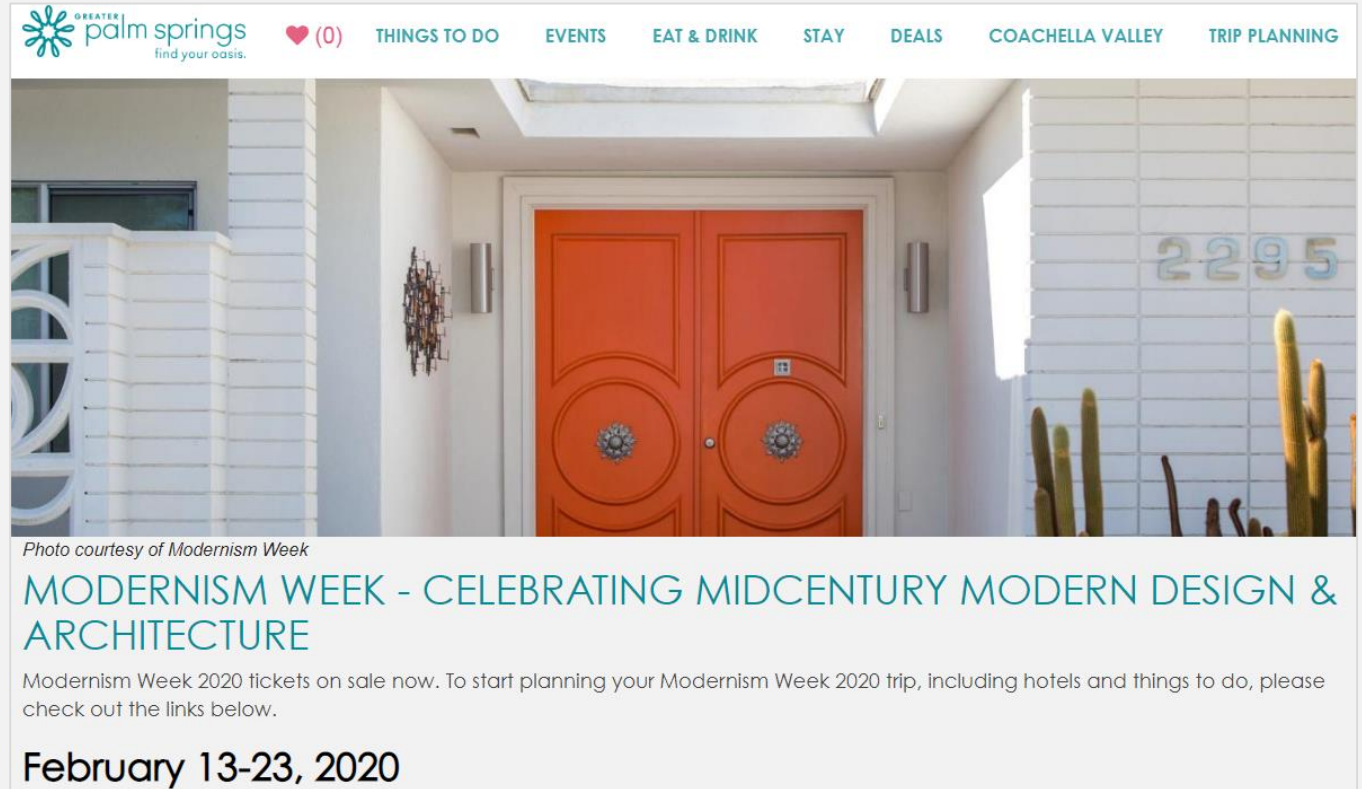
2019 WEBSITE OVERVIEW

Built out **Signature Event landing pages**, which increased website sessions from organic search from **4,660 in 2018 to 55,349 in 2019**

↑ 1,087%

- Palm Springs International Film Festival
- The American Express
- Desert X
- Modernism Week
- BNP Paribas Open
- LPGA ANA Inspiration
- Club Skirts Dinah Shore Weekend
- White Party Palm Springs
- Coachella Valley Music & Arts Festival
- Stagecoach Country Music Festival
- Joshua Tree Music Festival
- Splash House
- Greater Palm Springs LGBT Pride

simpleview 



The screenshot shows the Greater Palm Springs website header with the logo and navigation links: THINGS TO DO, EVENTS, EAT & DRINK, STAY, DEALS, COACHELLA VALLEY, and TRIP PLANNING. The main image is a photograph of a bright orange double door with a white frame, set against a white stucco wall. To the right of the door is a small cactus. The address number 2295 is visible on the wall to the right. Below the image, the text reads: 'Photo courtesy of Modernism Week', 'MODERNISM WEEK - CELEBRATING MIDCENTURY MODERN DESIGN & ARCHITECTURE', 'Modernism Week 2020 tickets on sale now. To start planning your Modernism Week 2020 trip, including hotels and things to do, please check out the links below.', and 'February 13-23, 2020'.

Photo courtesy of Modernism Week

MODERNISM WEEK - CELEBRATING MIDCENTURY MODERN DESIGN & ARCHITECTURE

Modernism Week 2020 tickets on sale now. To start planning your Modernism Week 2020 trip, including hotels and things to do, please check out the links below.

February 13-23, 2020

2019 WEBSITE OVERVIEW

Time to Fly (air service) landing page resulted in **10.9%** conversion rate to booking engine and airline websites.

We sent **1,256** referrals to our booking engine and **3,354** referrals to airline partners with this page.

The screenshot displays the Simpleview website for Greater Palm Springs. The header includes the Simpleview logo, navigation links (Meetings, Travel Trade, Media, Film, Weddings, Blog), a search bar, a heart icon with (0), an E-NEWS SIGN UP button, and links for Select Language, Map, and a sun icon. Below the header is the Greater Palm Springs logo and a row of category links: THINGS TO DO, EVENTS, EAT & DRINK, STAY, DEALS, COACHELLA VALLEY, and TRIP PLANNING. The main content area features a large image of a resort pool with palm trees. To the right of the image is a booking section with 'DEPART TO' (P S P) and 'ARRIVE' (F U N) dropdowns, and a 'PALM SPRINGS FLY DEALS' button. Below the image is a 'BOOK YOUR TRIP' section with a sub-header 'Book Online or Call 800-431-7819 for Assistance'. The booking form has tabs for HOTELS, AIR, and ACTIVITIES. The AIR tab is active, showing fields for Location (Greater Palm Springs), Check In (01/21/2020), Check Out (01/22/2020), Rooms (1), Adults (1), and Kids (0), with a red 'SEARCH' button.

YOUR GETAWAY TO GREATER PALM SPRINGS IS CLOSER THAN EVER!

Your next Greater Palm Springs vacation has never been closer. This fall and winter, there are more nonstop flights than ever before to this sun-soaked oasis—so why not book a trip to Greater Palm Springs? Experience *signature events* like the Palm Springs International Film Festival, Modernism Week or Coachella. Learn to *Live Your Wildest* with hot springs, yoga classes, meditation and more. Or explore the outdoors with hiking trails, bicycle rentals, and Jeep tours. It's all closer than ever before, thanks to *nonstop flights* from 22 destinations.

Read on to discover everything you need to find your oasis in Greater Palm Springs—then book your dream Greater Palm Springs vacation [here](#).

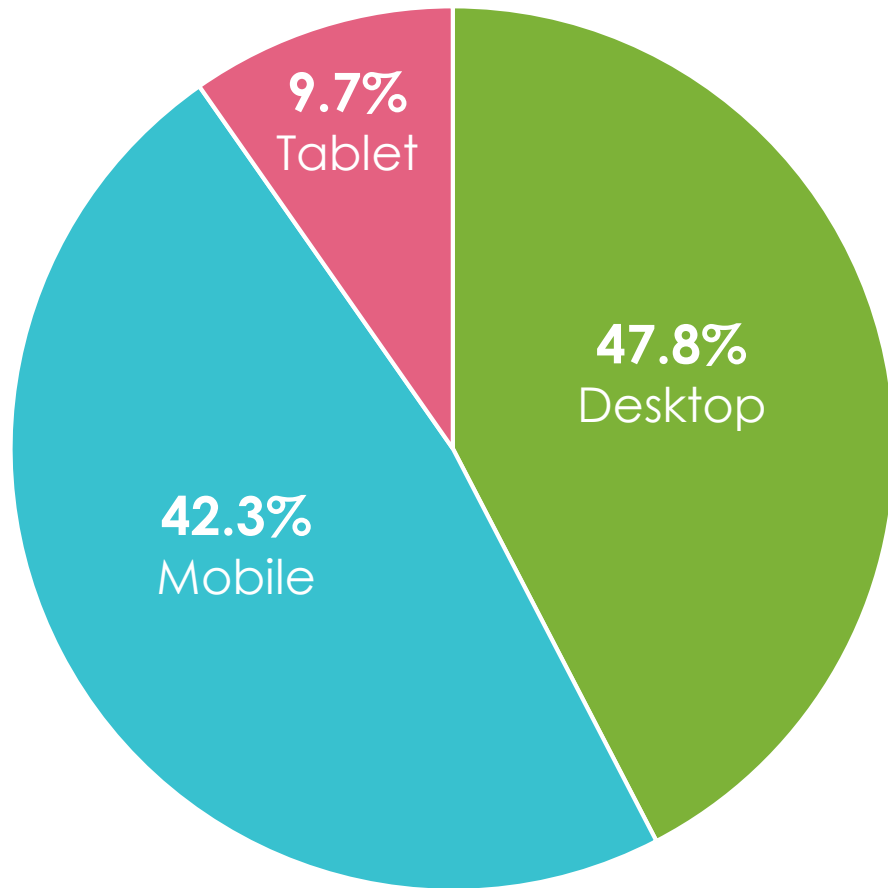


WEBSITE – 2019 OVERVIEW

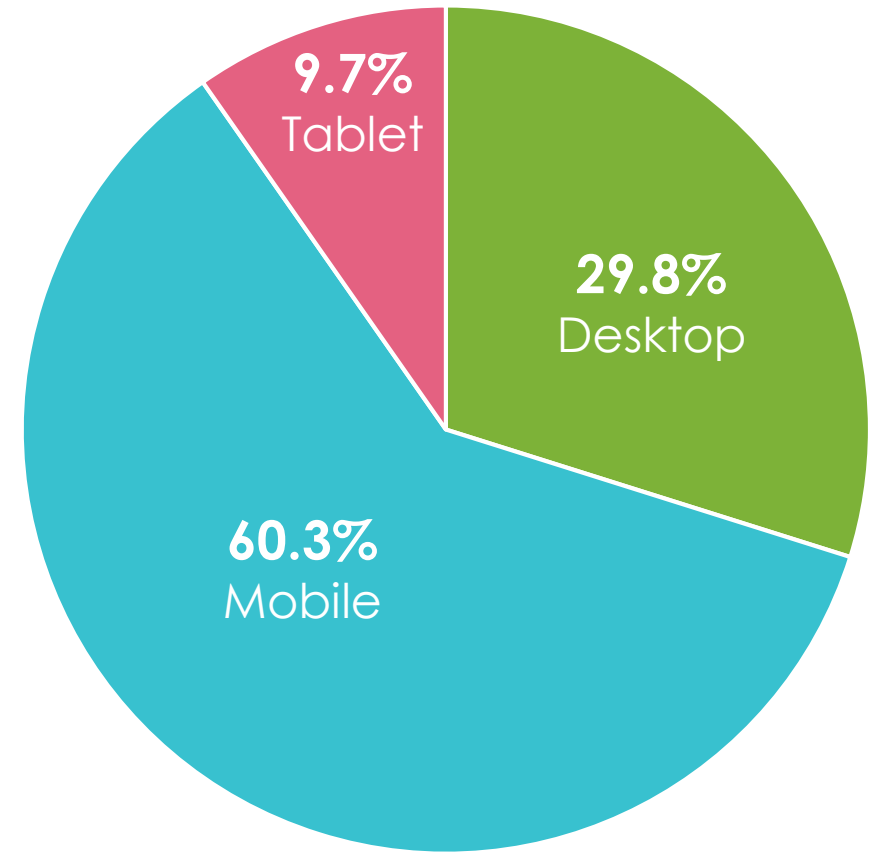
	2019 Goal	2019 Actual	Industry Average
Sessions	2,700,000	3,253,951	N/A
Pageviews	6,000,000	6,408,937	N/A
Session Duration	2:30	2:25	1:50
Pages/Session	2.22	1.97	2.00
Bounce Rate	29%	42%	54%
Engaged Users	33%	35%	N/A
Highly Engaged Users	6%	6%	N/A

WEBSITE – 2019 OVERVIEW

2018



2019



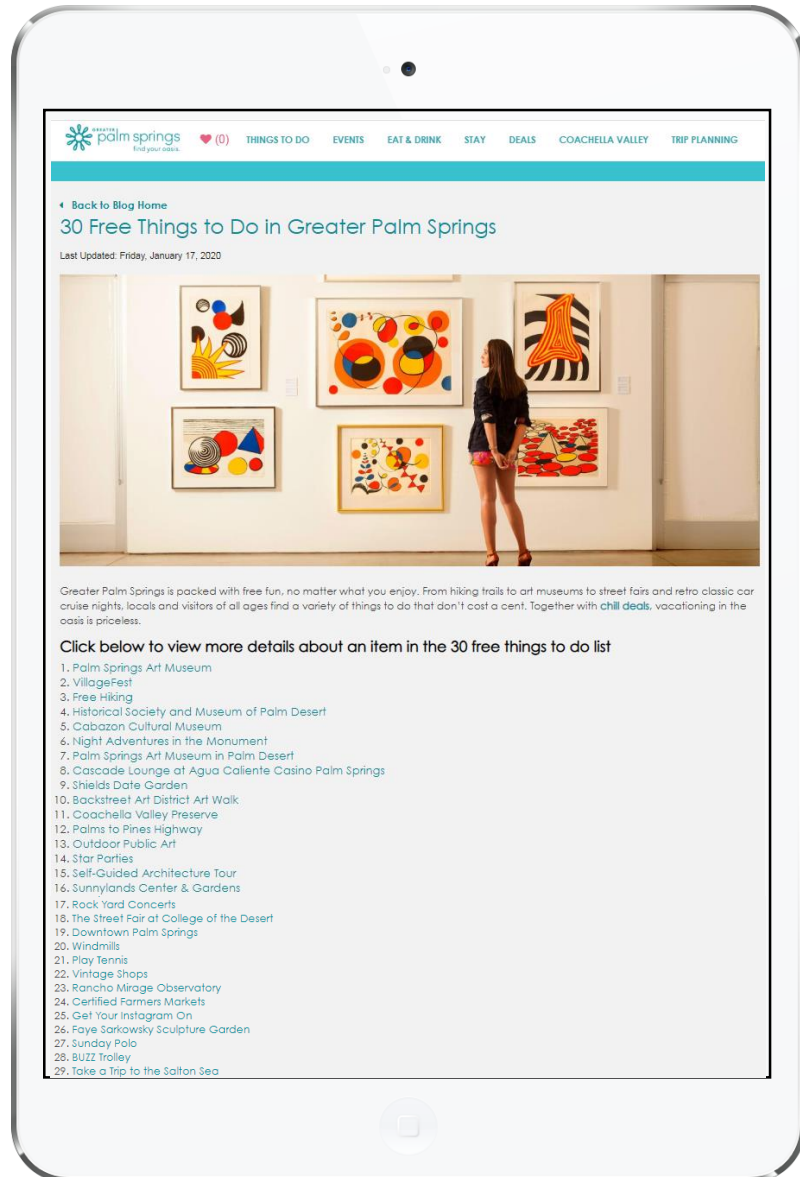
WEBSITE – 2020 GOALS

	Desktop	Mobile	Tablet	Total
Sessions	936,381 ↑ up 5%*	2,141,212 ↑ up 10%*	354,575 ↑ up 5%*	3,432,167
Bounce Rate	43%	53%	47%	49.65%
Bounce Rate Industry Average	45.32%	56.8%	56.01%	54%
Engaged Visitor Rate	48%	33%	42%	38%
Converted Session Rate	12%	5%	7.5%	7.2%

*Over 2019

- KPIs will be measured by device type to adjust to evolving digital landscape
- New KPIs for 2020 include engaged visitor rate and converted session rate

BLOG CONTENT – 2019 RECAP & 2020 STRATEGY



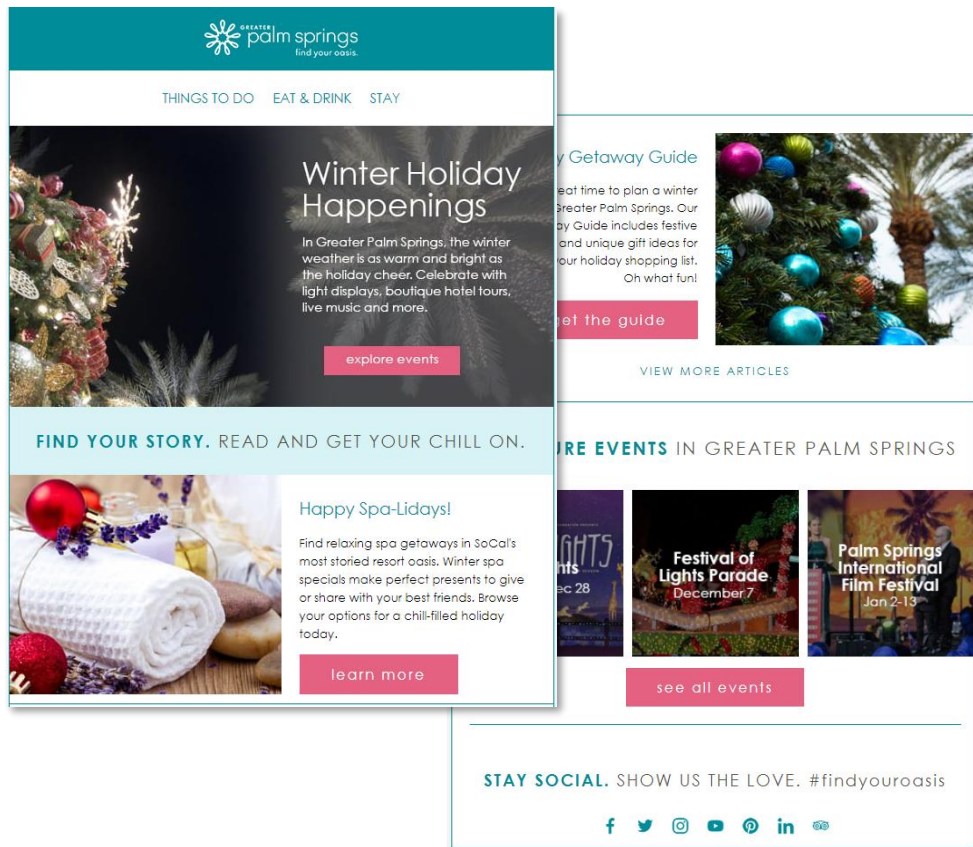
Metric	2019 Results	YoY
Pageviews	1,396,852	43%
Avg. Time on Page	3:17	25.5%

Top 5 Blog Posts in 2019

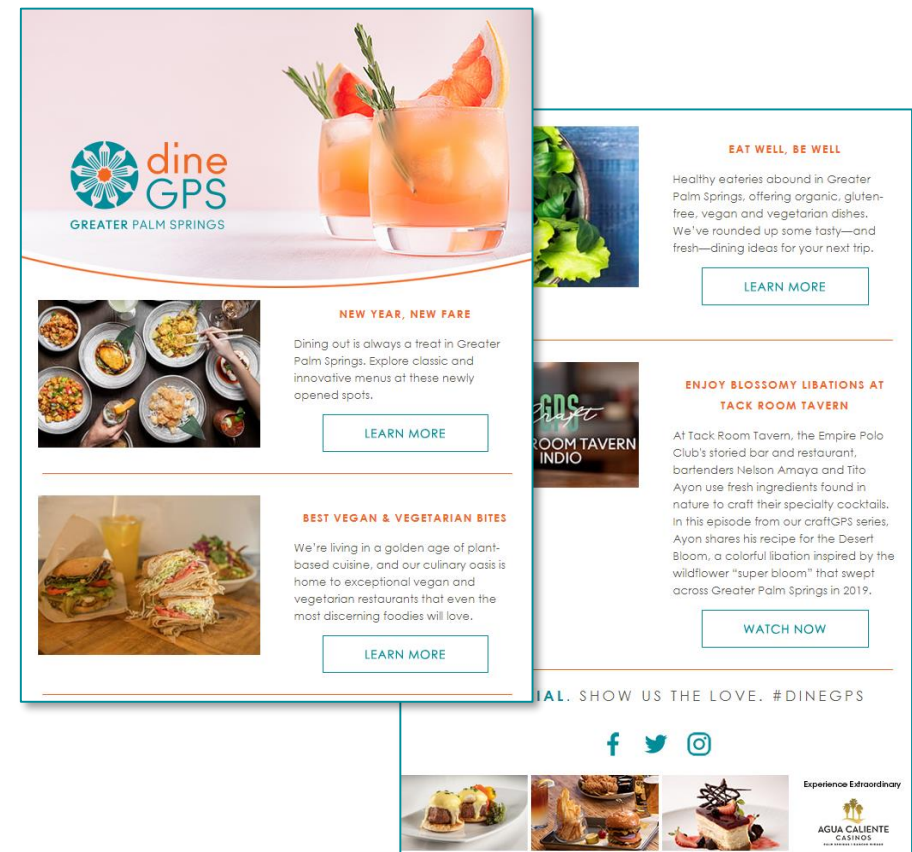
1. 30 Free Things to Do in Greater Palm Springs
2. Hot Water Guide to Desert Hot Springs
3. 9 Scenic and Simple Hikes in Greater Palm Springs
4. Plan the Ultimate Greater Palm Springs Bachelorette Party
5. Top 12 Date Ideas in Greater Palm Springs

EMAIL MARKETING

2019 Transitioned email marketing to Simpleview to better leverage automation tools

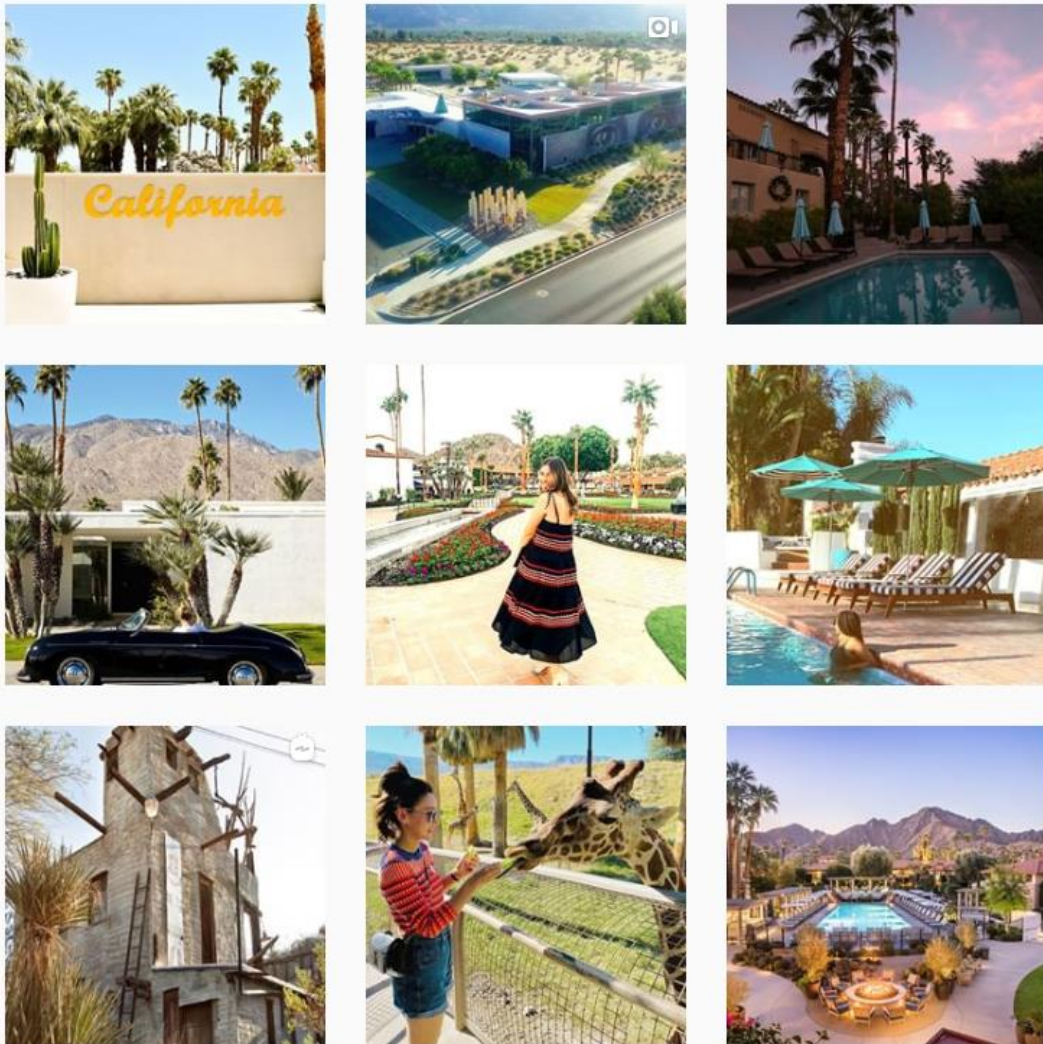


2020 Continue to use automation to increase engagement as well as created personas and personalized emails based on interests



SOCIAL MEDIA

SOCIAL MEDIA GOALS



@VisitGreaterPS



	Impressions	Views	Website Clicks	YouTube Views
2019 Goal	20.5M	2.8M	102K	6.5M
2019 Actual	26.86M	3.89M	107K	3.99M
2020 Goal	27.1M	4.05M	110.3K	3.25M

We will individually track these goals for Facebook, Instagram and Pinterest then combine the data to meet our overall bucketed goal numbers.

SOCIAL MEDIA GOALS

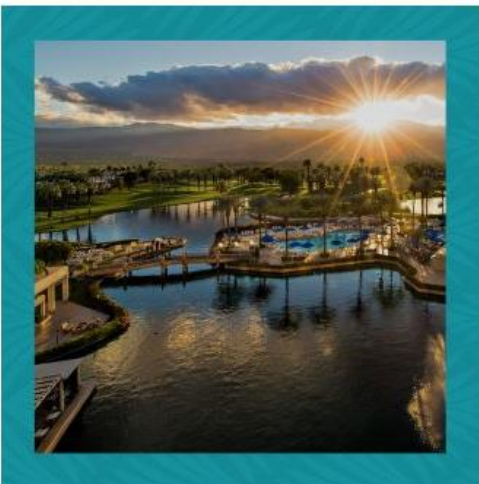
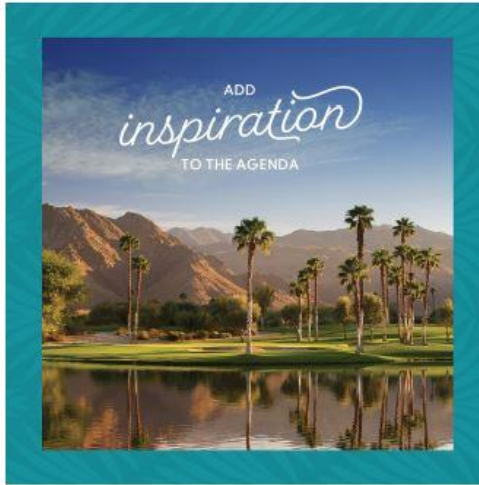
@dineGPS



	Impressions	Views	Website Clicks
2019 Goal	850K	211K	20K
2019 Actual	4.4M	480K	20.7K
2020 Goal	4.5M	485K	21.5K



CONVENTION SALES - SOCIAL MEDIA GOALS



@findyourmeetingoasis



	Impressions	Reach	Views	Website Clicks
2019 Goal	3.07M	1.25M	333K	12.5K
2019 Actual	7.3M	3.14M	435K	26K
2020 Goal	7.56M	3.25M	445K	28K

TRAVEL INDUSTRY SALES

2019 RECAP



ACTIVATIONS

Goal	15
Actual	15

100% of Goal

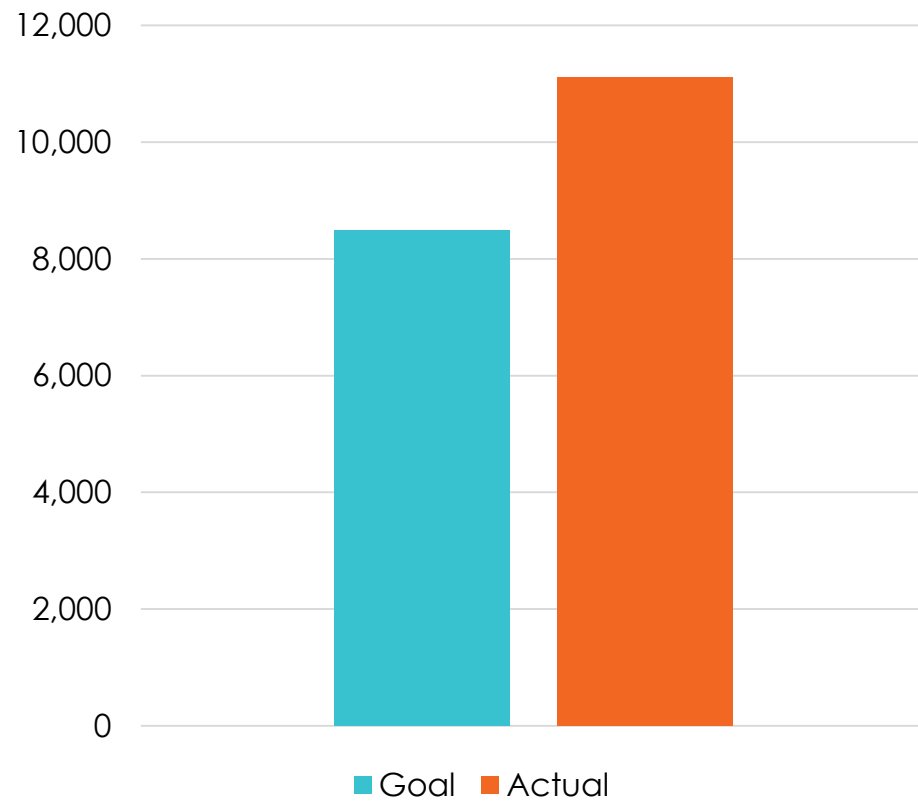
MARKETING CAMPAIGNS

Goal	38
Actual	41

107% of Goal

2019 ACHIEVEMENTS

Client Reach / One-on-One Meetings



2019 FUN FACTS



11,110

Client
Meetings



35

Countries
Reached



62

Tradeshows
and Missions

205

Clients hosted
in GPS

2020 NEW STRATEGY

The Travel Industry
Sales department is now
Tourism Development

AREAS OF FOCUS



Air & Rail Service

Business Attraction

Events & Sponsorship

**Online Travel Agencies
& Digital Booking Channels**

Sustainability

Tourism Foundation

Travel Trade

DESTINATION DEVELOPMENT

AIRPORT ROUNDTABLE - January 15-17, 2020



HYATT REGENCY INDIAN WELLS RESORT & SPA

- 8 airline route planners
- 25+ airport marketing/air service representatives
- 8 presentations on airline industry updates
- Participants will share their latest projects, ideas, and challenges



GPSNEXT

January 2020 Update of Destination Development Plan Includes 2019 DestinationNEXT Study Findings



GPSNEXT EXECUTIVE SUMMARY

The Greater Palm Springs Convention & Visitors Bureau originally released a Destination Development Plan in 2016 that identified core strategies to grow tourism over the following 10 years, with the goal of increasing the total number of visitors from 12.9 million in 2015 to 16.8 million in 2026. In 2019, the CVB conducted further research that revealed additional key components for the destination.

While Greater Palm Springs was identified in the study as being an established destination with strong community engagement, it was noted that in order to maintain this strong position, the strategies outlined here were identified as critical for ongoing success.

IMPROVE MOBILITY AND ACCESS TO TRANSPORTATION: AIR, RAIL, CAR, TRAIL, BICYCLE, AND FOOT
DEVELOPING STRATEGIC ACCESSIBILITY

- Expand service year-round on service to target new cities, increasing flight frequency and introducing lower-cost carriers.
- Explore the establishment of immigration and customs facilities at PFS, as well as new flight routes like Europe, Mexico and Asia.
- Decrease road congestion from the olive market through infrastructure enhancements, such as the recent widening of a section of Highway 60 through the Backbone.
- Work with the Riverside County Transportation Commission to develop 2019 rail service between Greater Palm Springs and Los Angeles (a long-term objective).
- Improve walkability, bikeability and public transportation (especially for transfer points), and extend mobility and ADA accessibility for those with disabilities.

PROMOTE REGIONAL COLLABORATION

The implementation of one overarching marketing program and messaging strategy to increase recognition and enhance awareness of Greater Palm Springs requires the comprehensive efforts of the destination as a whole and across city jurisdiction. Collaborative efforts for Greater Palm Springs include dedicating and unifying the unique messaging of each Partner with Greater Palm Springs' branding of one oasis and through the destination about collaboration.

FOCUS ON FOUR KEY DESTINATION PILLARS

- BROADEN AND IMPROVE VISITOR EXPERIENCE**
ENSURE THAT THE DESTINATION CONTINUES TO PROVIDE UNIQUE, INCLUSIVE AND INNOVATIVE VISITS.
- IMPROVE WORKFORCE DEVELOPMENT**
CONTINUOUS EDUCATION PLAYS A VITAL ROLE IN THE LOCAL ECONOMY.

Developing Building and Create New Attractions, Events and Venues: Leverage the brand momentum by improving existing lands, attractions and events, initiate new developments and experiences to engage and attract a broader demographic of visitors.

Improve Value Experiences and Welcoming: Utilize the destination and improve entry conditions with signage and digital banners throughout all new cities that share main attractions and significant events. Create destination awareness along the I-10 corridor, developing tourism "entrances" to Greater Palm Springs from the east and west.

Expand Reach of Greater Palm Springs Tourism Ambassadors: The Certified Tourist Ambassador (CTA) program provides resources and training to further reach local residents and community volunteers with the ability and knowledge needed to deliver a higher quality of customer service to visitors and help turn every guest interaction into a positive experience.

To help create additional relationship opportunities in the hospitality sector, the CVB developed the Greater Palm Springs Tourism Foundation.

The CVB will expand its CTA program continuum to include continuing education on leadership and service skills.

RAISE DEMAND FOR OFF-SEASON AND MIDWEEK

Work closely with destination partners and implement coordinated marketing efforts to grow off-season tourism visitation in the strategic gateway markets of L.A., San Diego, Phoenix, Las Vegas and San Francisco. Increase meeting planner awareness of midweek and summer savings and conversions through direct sales efforts.

FOCUS ON SUSTAINABILITY

In alignment with the Initiative of the California, the CVB will work with local governments, community nonprofits and the business community to **embed sustainable tourism practices**. Currently, the CVB is working with its partners to complete a comprehensive and ongoing set of sustainable practices that can be marketed.

Salute Sea: Continue to bring public awareness to the need to preserve the Salton Sea and maintain ongoing coordination of public agencies, including the Salton Sea Authority, the Salton Sea Action Committee, Riverside and Imperial counties, and others. Support Salton Sea restoration, continue to coordinate with public agencies and promote events that drive visitor recreation possibilities.

GROW INTERNATIONAL VISITATION

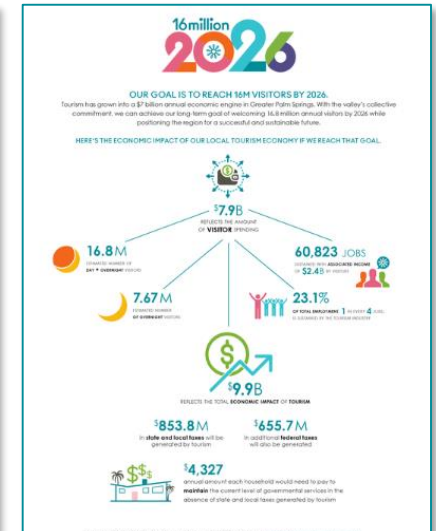
Continue to work with travel agents and tour operators to introduce travel destinations such as the U.S., Australia, France, Germany and China and engage global customers through trade missions and AAs. In addition, work toward the establishment of immigration and customs facilities at PFS for international charter flights.

MAINTAIN COMMUNITY SUPPORT

Keep residents informed of local economic benefits to the region and the efforts being made toward continued growth, and remain focused on improving the local workforce through education.

INCREASE BROADBAND

Improve communication and internet infrastructure development with respect to Wi-Fi for visitors and residents. This will also help attract creative and high-tech industries.



CTA & PARTNERSHIP



DEVELOPING TOURISM AMBASSADORS:

Many voices, one destination.

Education plays a vital role in the local economy, and enhanced educational opportunities will provide a well-informed workforce for the hospitality industry and create a positive visitor experience that will be shared again and again. The internationally recognized Certified Tourism Ambassador™ (CTA) program provides resources and training that equip participants with additional skills and knowledge for a future career of best-in-class guest service.

For more information about our half-day class and certification benefits, visit IAmGreaterPS.com.

I AM
greaterps



CTA & WORKFORCE DEVELOPMENT FOR 2020

- Continue outreach for CTA-specific Partner deals
- Graduate 450 new CTAs
- Hold monthly CTA opportunities and experiences
- Host a Job Fair
- Partnering with The Ritz-Carlton Leadership Center to provide additional courses.

CONGRATULATIONS TO OUR NEWEST CTAs!



TOURISM
AMBASSADOR
GREATER PALM SPRINGS

UPCOMING PARTNER EVENTS



Ware Estate

FEBRUARY 25

Palm Springs



AsiaSF

April 23

Palm Springs



gpsNEXT

March 5

Location TBD



**BMW Performance
Center West**

March 18

Thermal Club



OASIS AWARDS

June 10, 2020

LOCATION TBD

Submit nominations now at

GPSOasisAwards.com

VIDEO SERIES

2019

Craft

Morgan's in the desert

Pink Cabana

The Edge Steakhouse

Lavender Bistro

Truss & Twine

Pívat Cigar Lounge

Tack Room Tavern

El Jefe

Seymour's

Vicky's of Santa Fe

Acqua California Bistro



2019

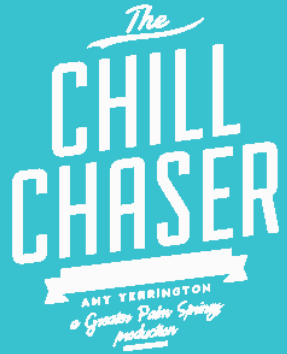


Solano's
Wally's Desert Turtle
Peaks Restaurant
Kitchen 86 + Bar
The Café at Shields

UP NEXT

King's Highway
Daniel's Table
"T&T" Time & Temperature Innovation Kitchen
PS Underground
Shabu Shabu Zen
La Spiga Ristorante Italiano





2019

Discover Pickleball
Stargaze at the Rancho Mirage Observatory
An Inside Look at Desert Modernism
Play Golf Under the Stars
Plan the Perfect Pet-Friendly Getaway
Explore the Art of El Paseo

JUST POSTED

Unleash Your Inner Child at the
Children's Discovery Museum

UP NEXT

Cabana Culture



2019

WANDER *List*

Explore the Palm Oases
Vintage Shopping
Unique Vacation Rentals
Historic Boutique Hotels
Desert Harvest
Coachella Valley History Museum
Bouldering
Series Trailer Compilation Sizzle

JUST POSTED

Sunnylands Center & Gardens

UP NEXT

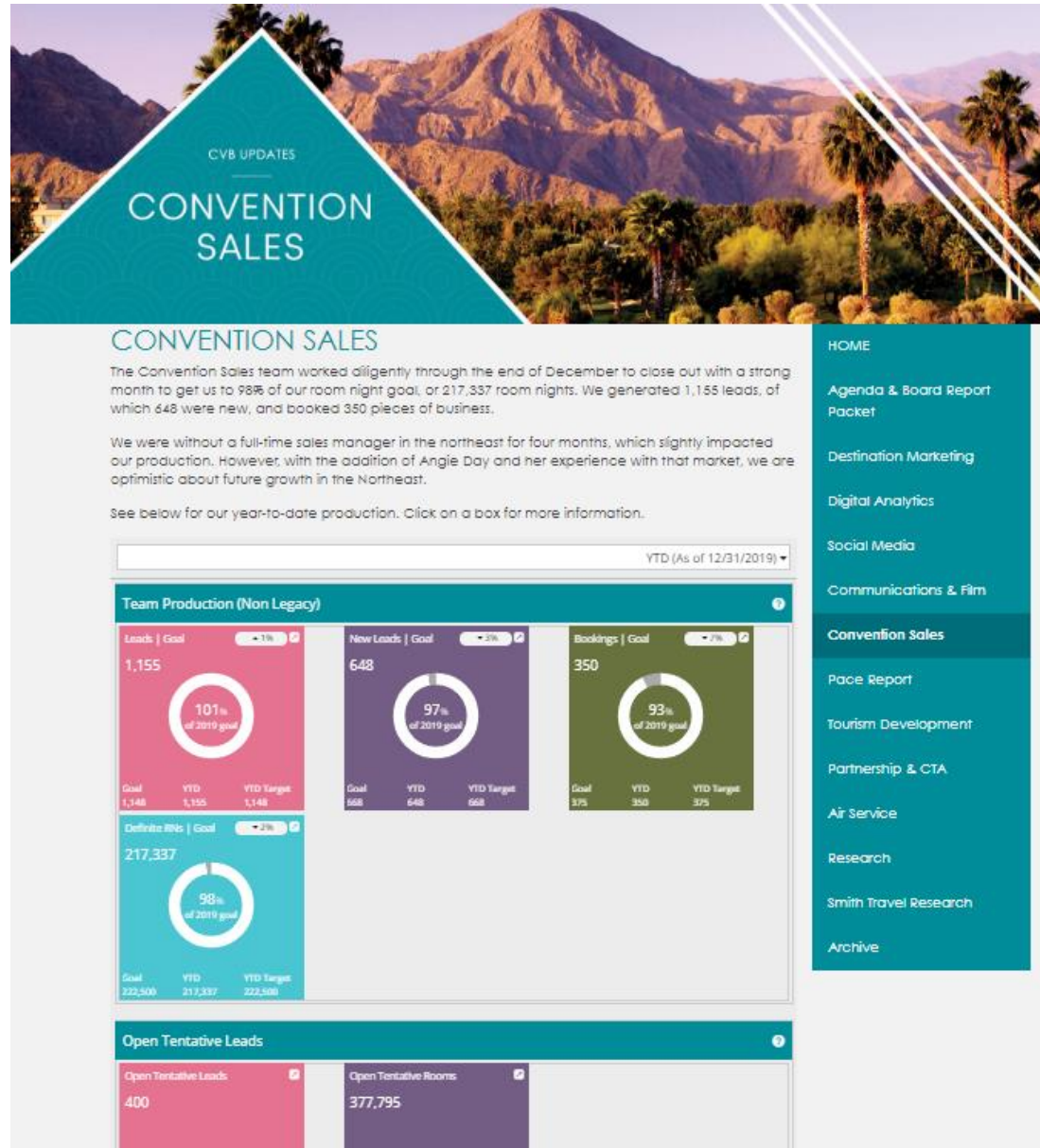
Hiking

Desert Region Anza-Borrego



BOARD MICROSITE & DASHBOARDS

BOARD MICROSITE & DASHBOARDS



Visit GreaterPalmSprings.com/cvb-updates

Productivity reports now live in a dashboard format in a Board microsite.

CVB's year-to-date stats can be accessed at any time.

FINANCE & ADMINISTRATION

BOARD OF DIRECTORS UPDATE



NEXT MEETING

Friday, March 27, 2020

Location TBD