



GREATER PALM SPRINGS TOURISM OVERVIEWS AND INSIGHTS

SCOTT WHITE PRESIDENT/CEO

DOWNLOAD TODAY



A screenshot of an iTunes search result. At the top left is a red back arrow and the word "Search" in red. Below this is a square album cover for "Find Your Own Oasis" by Echoer, featuring a sunset over palm trees. To the right of the cover, the text reads "Find Your Own Oasis - Single" in black, "Echoer" in red, and "Pop • 2018" in black. Below the cover, there is a checkmark icon followed by the word "DOWNLOADED" in grey, and a red circle with three white dots to its right. A horizontal line separates this from a list of tracks. The first track is "1 Find Your Own Oasis". Below the track list, it says "1 Song, 4 minutes" and "© 2018 Greater Palm Springs Music - Coachella Recor..." in a smaller grey font.

All proceeds go to Tourism Foundation



GREATER PALM SPRINGS TOURISM OVERVIEWS AND INSIGHTS

SCOTT WHITE PRESIDENT/CEO



**DESTINATION
DEVELOPMENT**

BOB THIBAUT - CHIEF DEVELOPMENT OFFICER



RECOMMENDATIONS

Transportation

Health & wellness

Outdoor adventure

Arts & culture

Education

Sustainability

Regional collaboration

Transportation



Rail

Regional
Transportation

Air Service
Development

Live your
we//est 



Fall
Campaign

KEY EVENTS



WELLSPRING





**Outdoor
Adventure**

Arts & Culture



Events Marketing

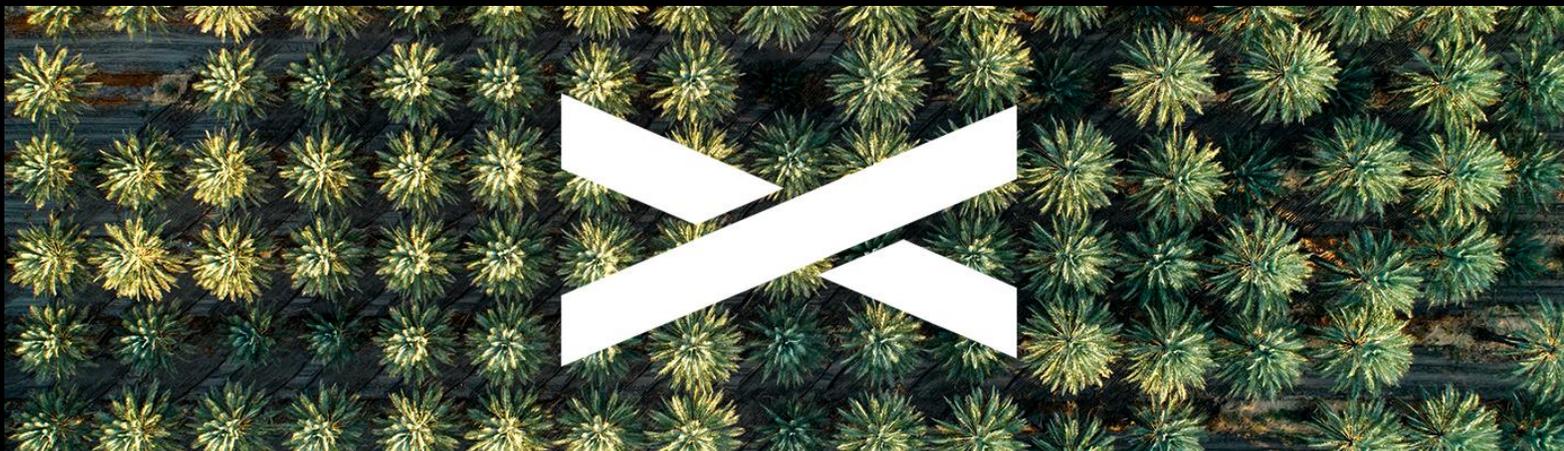




modernism week®

FEBRUARY 14 - 24

GREATER
palm springs



BNP Paribas Open

MARCH 4 - 17

INDIAN WELLS TENNIS GARDEN



GREATER
palm springs



Research



ECONOMIC
IMPACT OF
CANADIAN VISITORS
TO GREATER PALM SPRINGS
2017

RESEARCH

CBRE HOTELS
The World's Leading Hotel Experts

2019 SOUTHERN CALIFORNIA
LODGING FORECAST

COACHELLA VALLEY | COASTAL RESORT | INLAND EMPIRE | LOS ANGELES
ORANGE COUNTY | SAN DIEGO | SAN LUIS OBISPO | SANTA BARBARA | VENTURA

\$500

CBRE Hotels Advisory is a national firm of advisors, industry specialists, and appraisers who provide a full range of services to the hospitality and tourism industry.

CBRE

2018
CONSUMER
IMAGE AWARENESS
STUDY

GREATER palm springs
find your oasis.

2018

PEACE
LOVE
EAT

RECAP REPORT

GREATER palm springs
RESTAURANT WEEK

SPR RESORT CASINO
SUNSHINE PALM SPRINGS

powered by Sysco

TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

REVITALIZED
SALTON SEA

ANALYSIS OF POTENTIAL ECONOMIC
BENEFITS

DECEMBER 2017

GREATER palm springs
convention & visitors bureau

Education



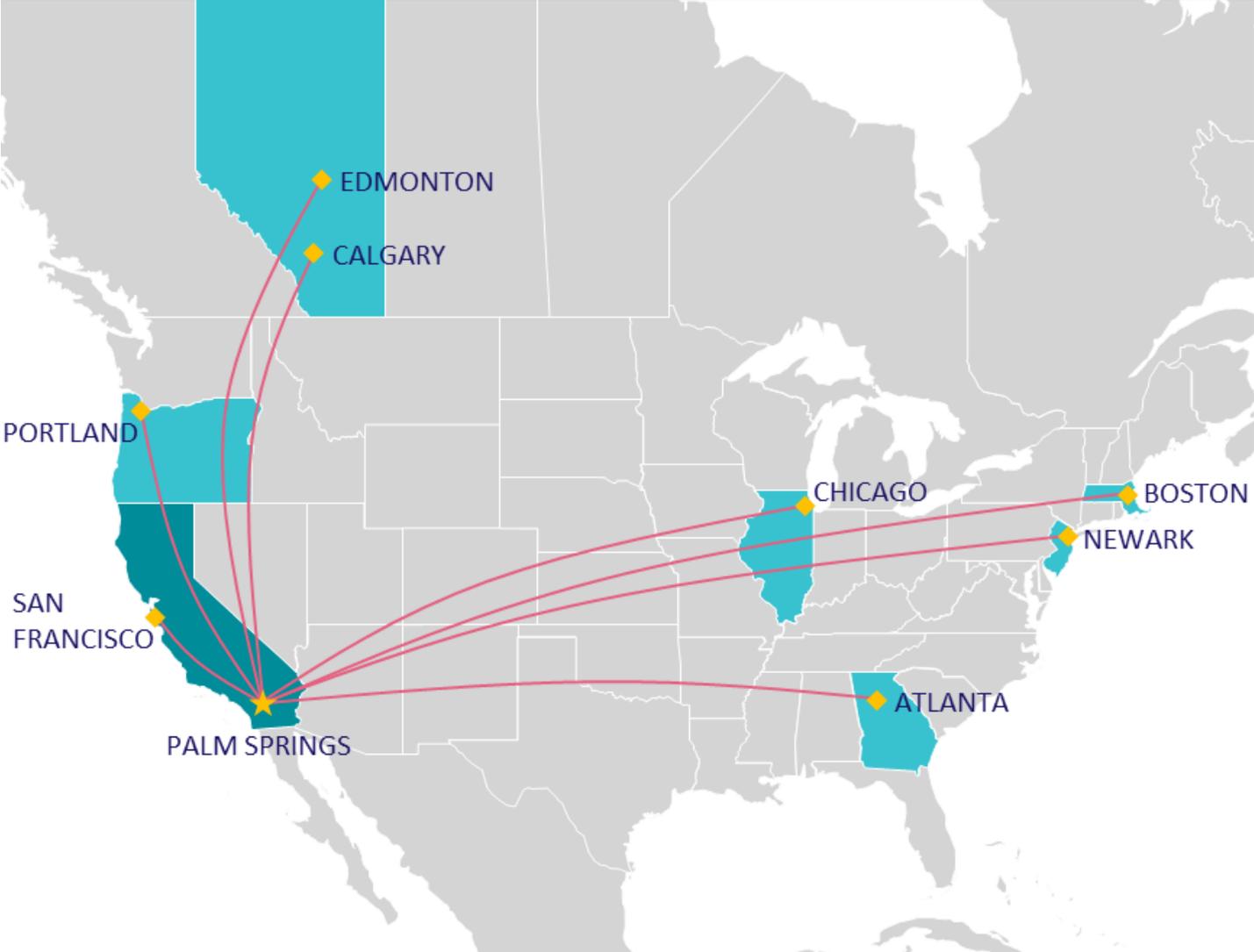


**AIRLINE
UPDATES**

OLIVER LAMB - AILEVON PACIFIC AVIATION CONSULTING

AIR SERVICE DEVELOPMENT - SUCCESS IN 2018

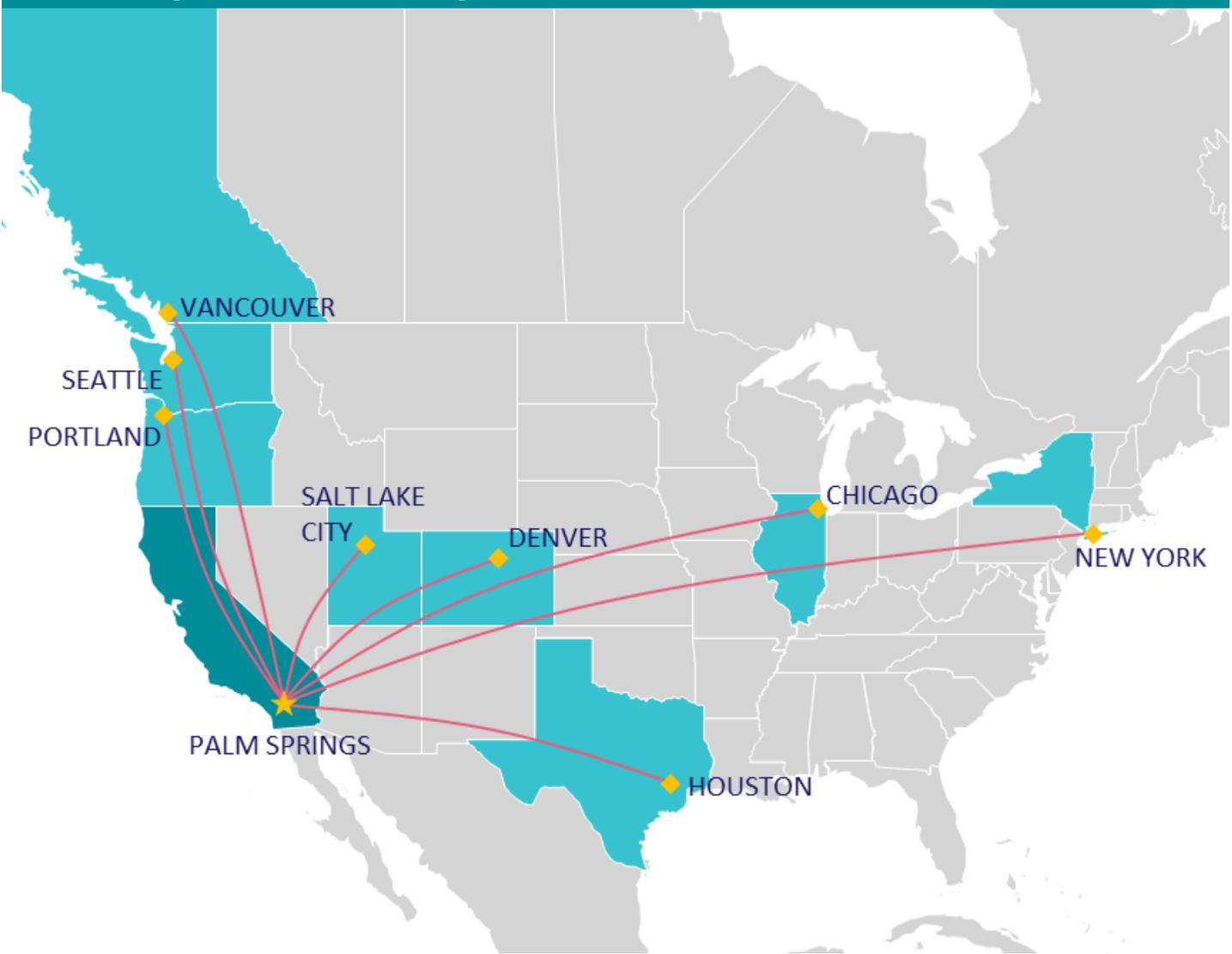
New airlines and new markets



	Calgary
	Edmonton
	Newark
	Atlanta
	Portland San Francisco
	Boston
	Chicago O'Hare

AIR SERVICE DEVELOPMENT - SUCCESS IN 2018

More flights and a longer season



Increased frequencies



Denver
Houston
Chicago



Salt Lake City



Portland
Seattle



Chicago

Extended season



Vancouver



Seattle

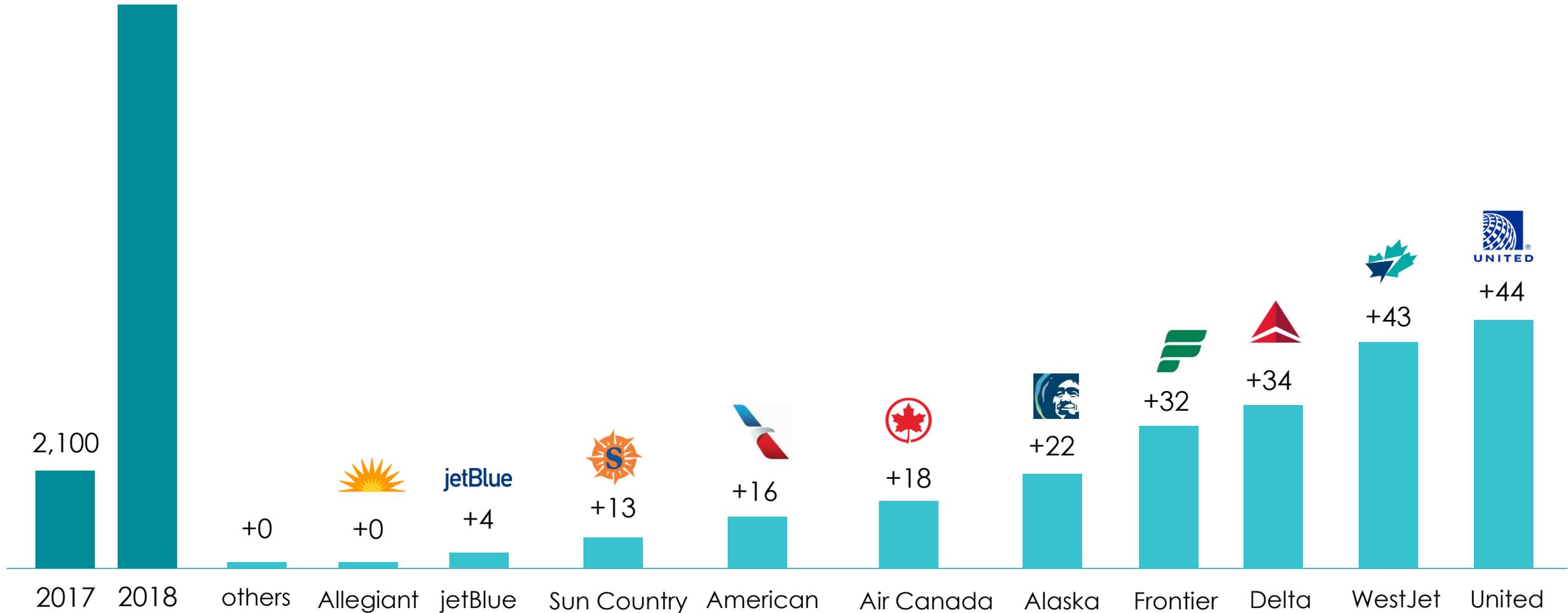


New York

2018 AIRLINE PASSENGER GROWTH AT PSP

Total Growth

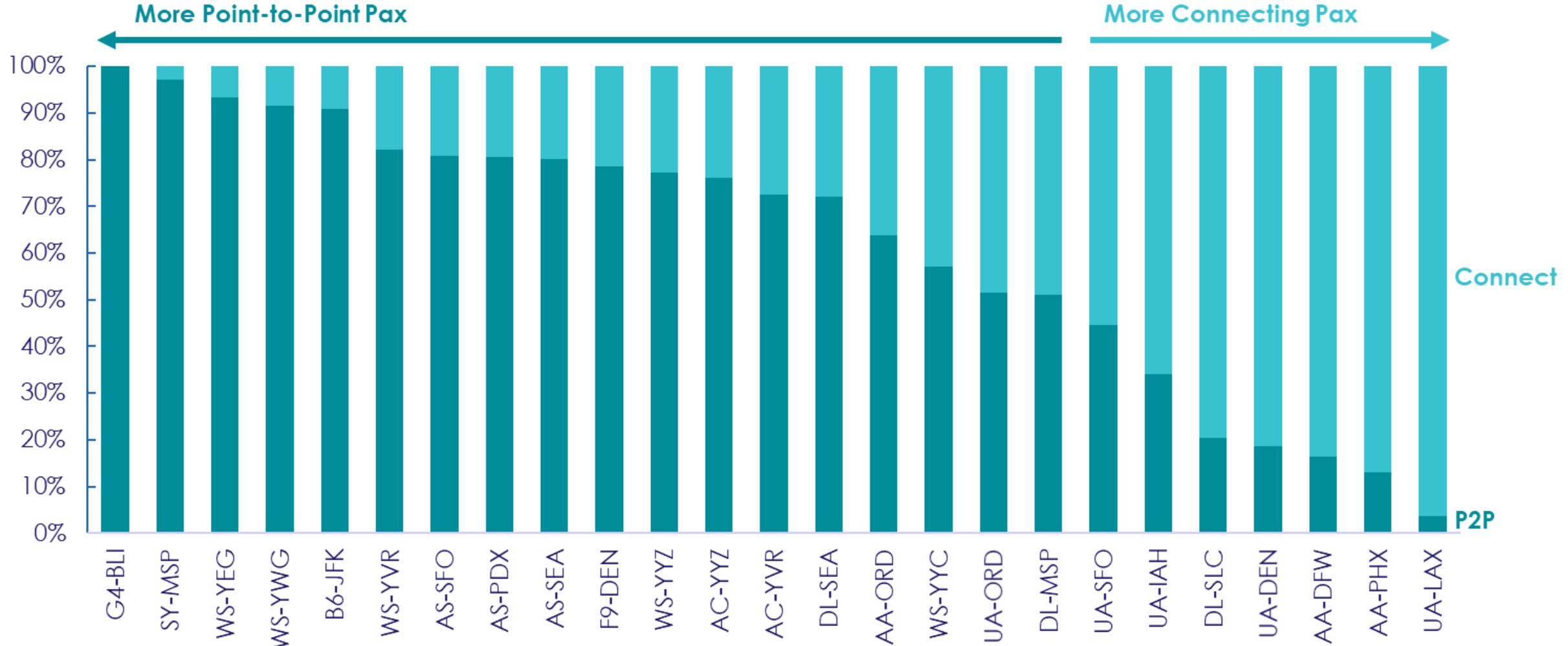
+227 2,327



WHO'S ONBOARD OUR FLIGHTS? - OVERALL

ONBOARD PASSENGER MIX FOR PALM SPRINGS' FLIGHTS, YE NOVEMBER 2018

Percent of total onboard passengers



Source: IATA; Ailevon Pacific Aviation Consulting analysis

WHO'S ONBOARD OUR FLIGHTS? – A SNAPSHOT



Phoenix-PSP

Rank	Market	Share of Connecting Pax
1	Philadelphia	5.1%
2	Chicago O'Hare	4.1%
3	New York JFK	4.0%
4	Boston	3.6%
5	Austin	3.1%
6	Charlotte	3.1%
7	Washington Reagan	2.9%
8	Dallas Ft. Worth	2.9%
9	Kansas City	2.5%
10	Newark	2.4%



San Francisco-PSP

Rank	Market	Share of Connecting Pax
1	Portland (OR)	11.6%
2	Seattle	10.1%
3	Eugene	4.0%
4	Vancouver	4.0%
5	Sacramento	4.0%
6	Boston	3.4%
7	Boise	3.3%
8	Newark	2.8%
9	Honolulu	2.5%
10	Washington Dulles	2.5%

INTERNATIONAL ACCESS TO PSP

Rank	Market	Leading Airline	Leading Gateway
1	Mexico	American Airlines  68%	49% on American via Phoenix
2	United Kingdom	American Airlines  30%	15% on American via Phoenix
3	Japan	UNITED  83%	69% on United via San Francisco
4	Germany	 Lufthansa 37%	16% on LH via San Francisco
5	Italy	American Airlines  40%	31% on American via Dallas
6	France	American Airlines  24%	18% on American via Dallas
7	Spain	American Airlines  42%	29% on American via Dallas
8	Netherlands	 DELTA 30%	22% on Delta via Salt Lake City
9	Australia	UNITED  42%	38% on United via San Francisco
10	Switzerland	UNITED  43%	25% on United via San Francisco

PSP

AIR SERVICE DEVELOPMENT

2019 OBJECTIVES

EXISTING MARKETS

Extend season of current services into shoulder & summer season.

Increase number of markets with multiple airline options.

Bring Southwest to Palm Springs.

NEW MARKETS

Secure new regional markets (e.g. San Jose, Las Vegas, Sacramento).

Expand East Coast network to key group markets (e.g. DC & Philadelphia).

Work Opportunistically in international, long-haul markets by leveraging pre-clearance.

DEVELOPING EXCEPTIONAL AIRLINE RELATIONSHIPS



1. Attend key air service development events

e.g., Airline Roundtable; Routes Americas; Jumpstart

2. Visit airline headquarters visits for in-depth network planning meetings

e.g., Alaska, American, Delta, Southwest & United

3. Employ new Network Planning Communications Strategy

We will target key industry publications read by network planners at our target airlines

NETWORK PLANNER MARKETING



Serving over 13 million visitors

When it comes to midcentury-modern architecture, wellness escapes, outdoor adventure and year-round events, visitors love our destination. By launching new PSP flight routes, you will be closer to our visitors hearts, too.



visitgreaterps.com

NETWORK PLANNER MARKETING

Cochella Valley Music and Arts Festival



Rocking 200,000 more fly-in visitors

in 2018, our nine-city destination has a lot to cheer about all year-round.
Which should make planning a new flight route music to your ears.



visitgreaterps.com



RESEARCH

Consumer
Image &
Awareness Study

BOB THIBAUT - CHIEF DEVELOPMENT OFFICER

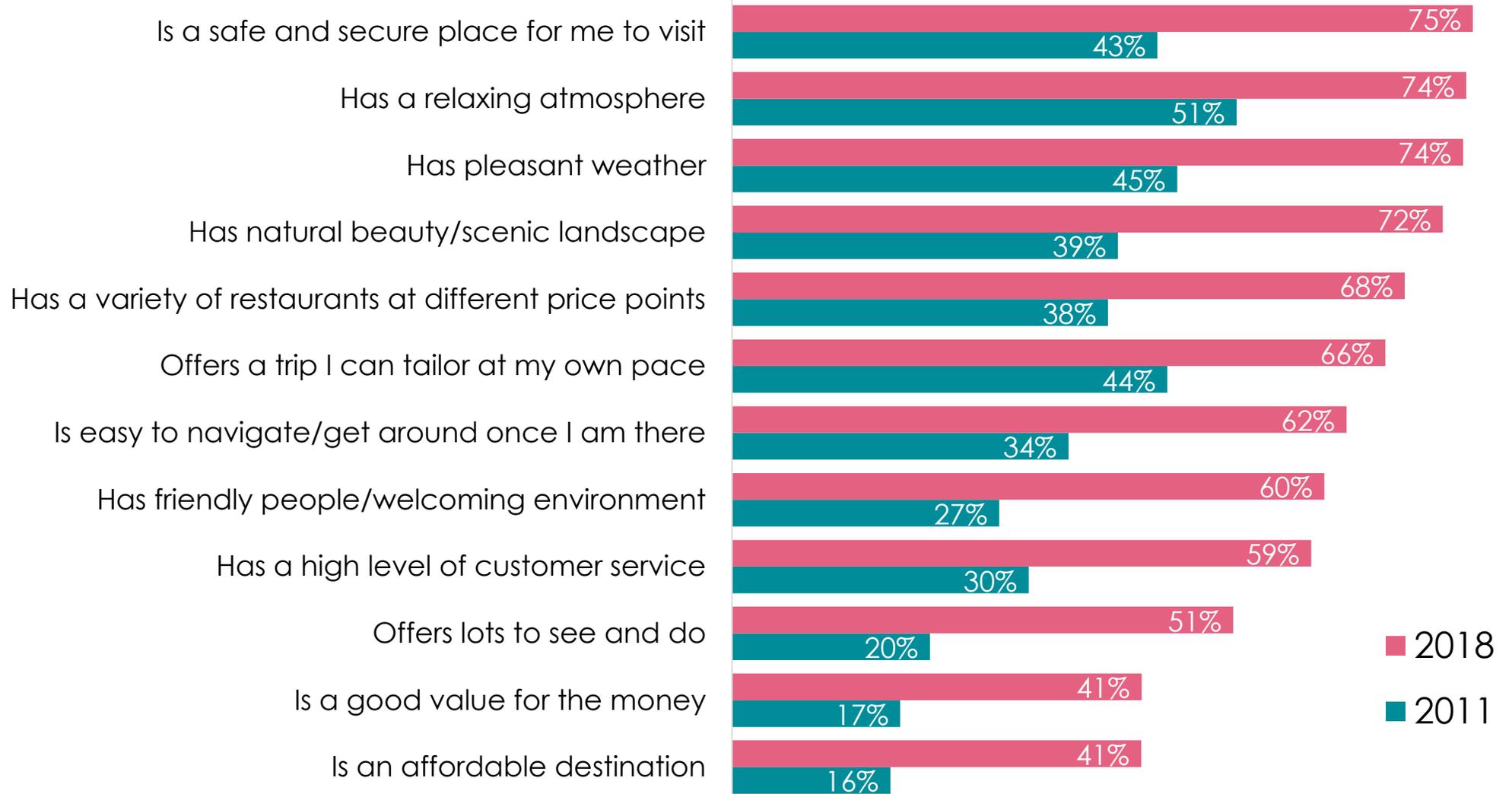
METHODOLOGY

Vacation Markets	
	Surveys
Seattle/Portland	399
Chicago	416
New York	436
Minneapolis	401
Dallas	207
Houston*	207
Denver	401
Atlanta*	402
Boston*	405
Washington, DC*	408
Getaway Markets	
LA/Orange County	417
San Diego	407
San Francisco	401
Las Vegas*	343
Phoenix*	404
Canadian Markets	
Vancouver	402
Calgary	403
Edmonton*	402
Toronto*	403
Winnipeg*	374

- 25- to 75-years-old
- Takes 2+ leisure trips per year using paid accommodations
- Travel decision-makers for their household
- High-income households
- Gender break-out (*57% female, 43% male*)
- Presence of kids in the household (*38% with children*)

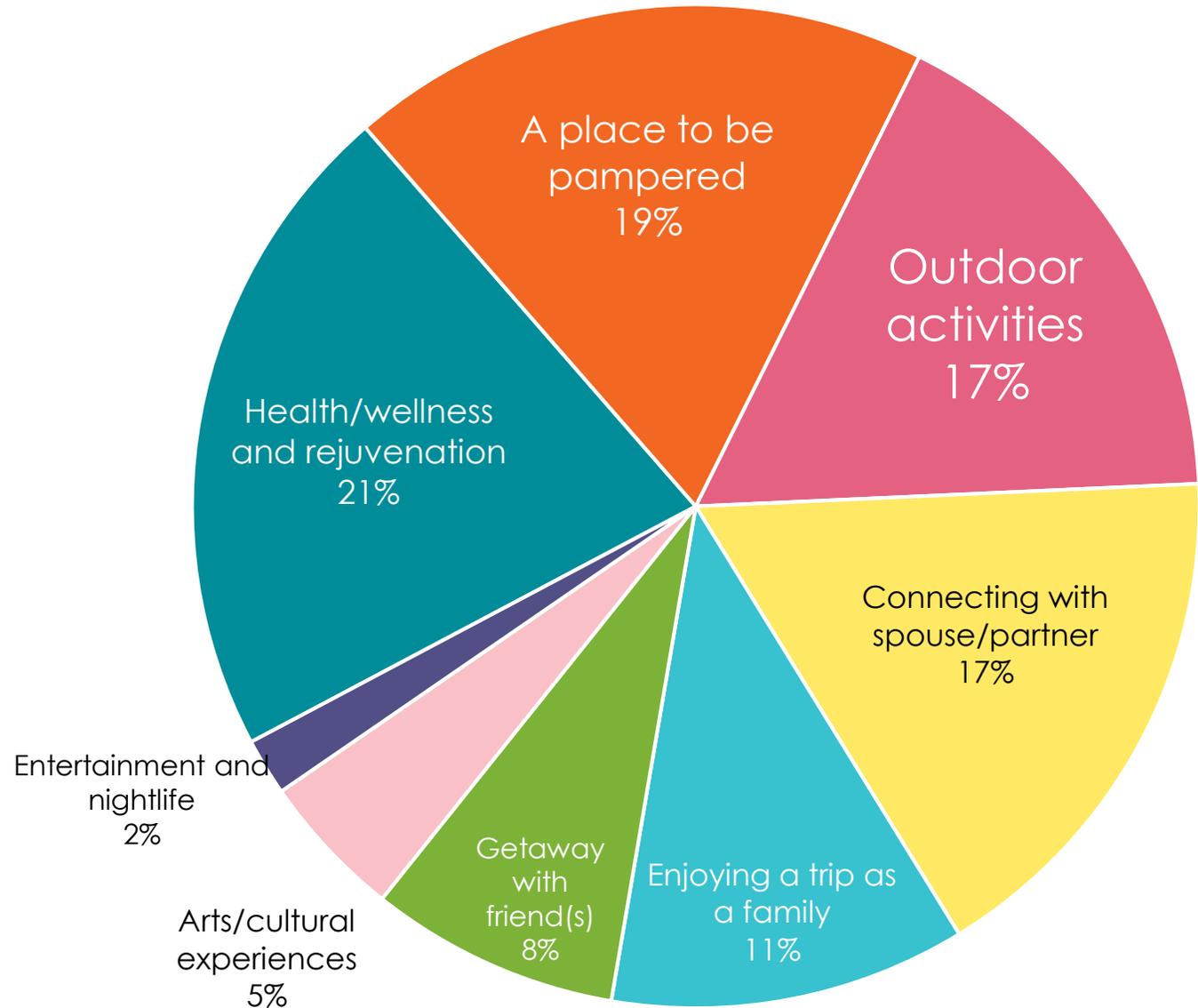
GPS PERFORMS BETTER NOW THAN IN INITIAL IMAGE RESEARCH.

How much do you agree that Greater Palm Springs...?



1=Strongly disagree;
5=strongly agree
Shown are top 2 box responses (4 and 5)

**“GPS
would be the
best place to
have an
experience
of...?”**



HOW GPS IS SEEN

Which of the following words/phrases best describes ...?	Greater Palm Springs	Monterey County, CA	Santa Barbara, CA	Phoenix/Scottsdale/Tucson, AZ	Napa Valley, CA
Oasis	108	94	98	99	100
Gay friendly	106	99	100	91	104
Health/wellness-focused	104	97	103	99	96
Slow-paced lifestyle	103	99	101	98	101
Great weather/sunshine	102	93	106	97	101
Glamorous/elegant	102	101	104	88	105
Pretentious	102	101	101	88	108
Upscale	102	101	104	88	105
Escape/retreat	101	101	102	95	101
Rejuvenating /transforming	101	99	101	98	101
Laid-back	101	99	103	98	98
Safe	101	101	103	94	101
Comfortable	100	101	103	96	100
Clean/well-kept	100	101	102	94	102
Expensive	99	104	106	86	106
Serene	99	102	103	94	102
Family friendly	97	105	107	105	85
Beautiful	95	105	105	93	102

Travelers in the target markets fall into the segments as shown.

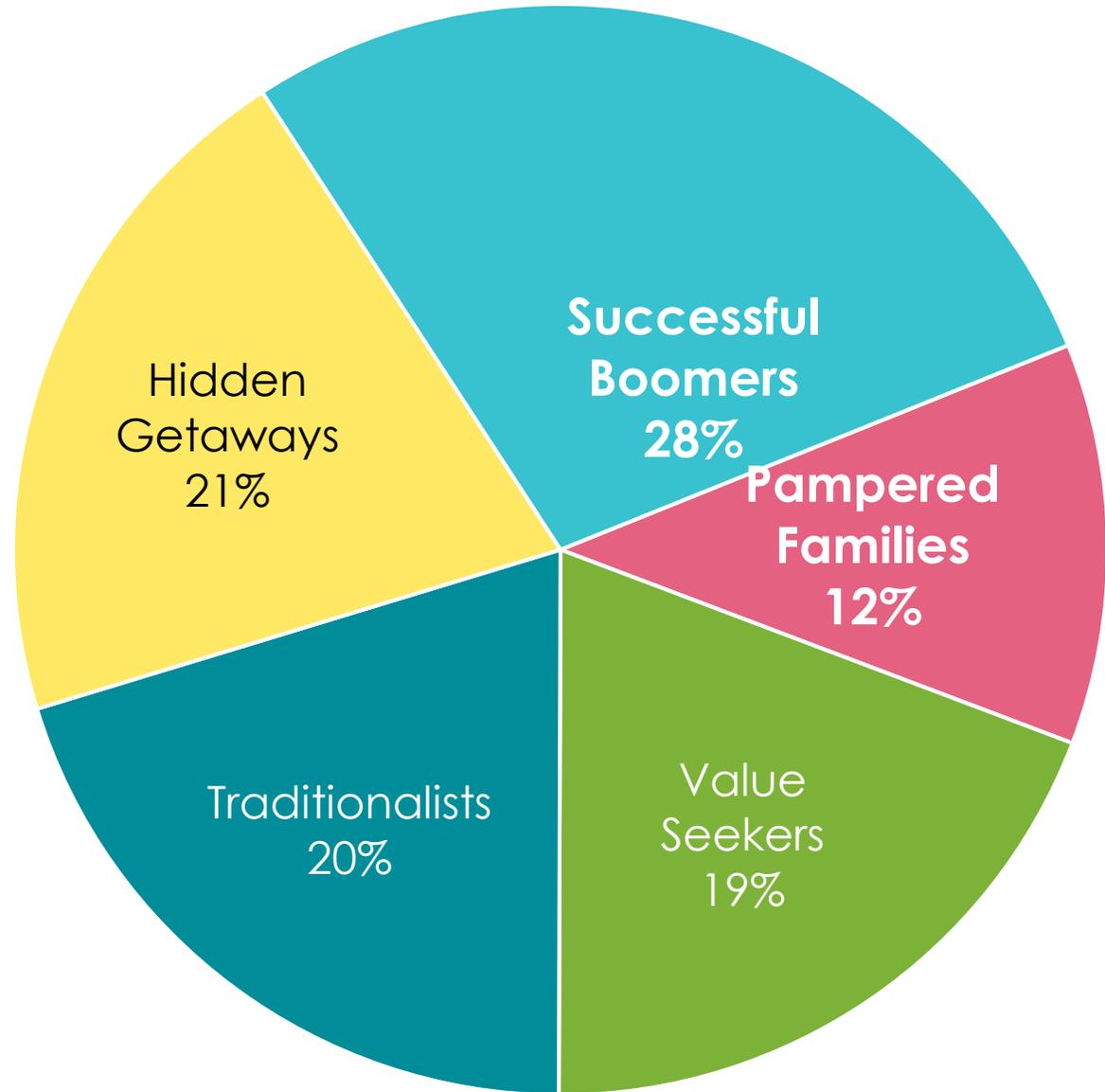
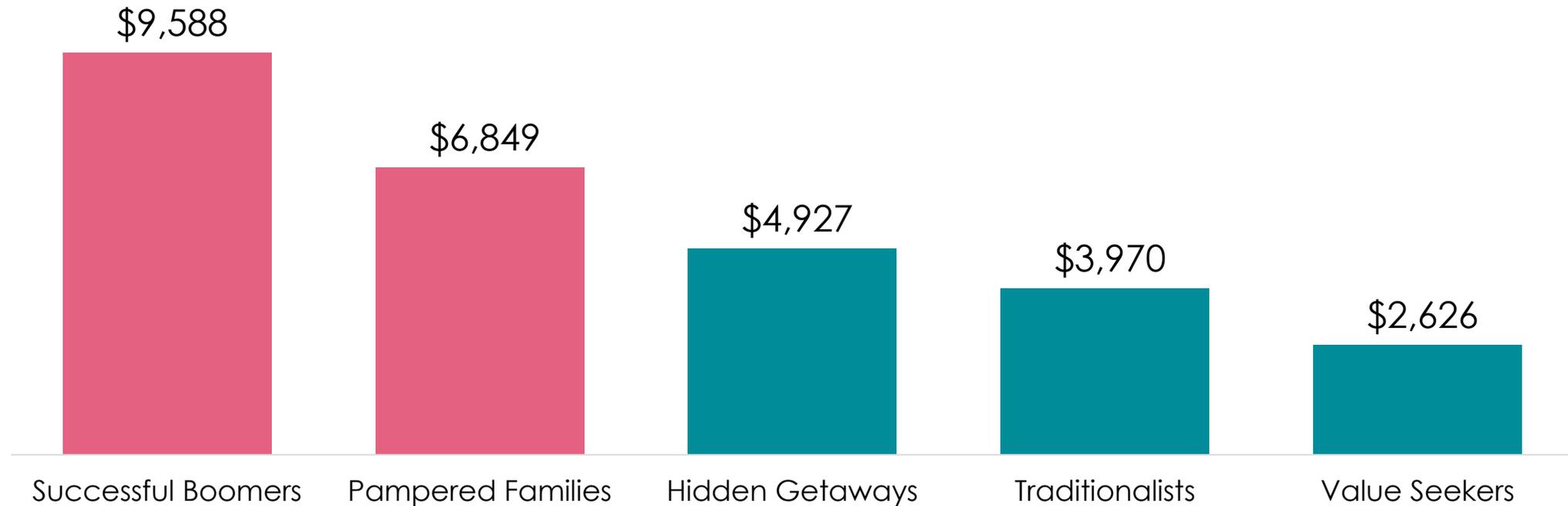


IMAGE ATTRIBUTES

Index on average rating of GPS	Pampered Families	Successful Boomers	Hidden Getaways	Value Seekers	Traditionalists
Is an affordable destination	117	99	94	95	95
Family friendly	115	95	96	97	96
Offers lots to see and do	113	97	97	99	94
Rejuvenating/transforming	112	98	97	97	95
Is easy to navigate/get around	110	102	97	96	95
Is a great place for outdoor recreation	110	99	98	97	96
Serene	110	99	98	97	95
Beautiful	110	98	99	98	96
Is a great place for a health and wellness trip	109	101	98	98	95
Oasis	109	99	99	98	95
Has a relaxing atmosphere	108	100	99	97	96
Has natural beauty/scenic landscape	108	100	99	97	96
Is a safe and secure place for me to visit	107	101	99	96	97
Has pleasant weather	107	100	100	97	96
Upscale	106	101	99	99	96
Gay friendly	106	101	99	98	96
Great weather/sunshine	105	100	100	98	97

INVESTORS IN LEISURE TRAVEL

Average Annual Vacation Spending



Messaging to Pampered Families

These images drive interest in a visit



These images fit with their view of GPS



SUCCESSFUL BOOMERS

Best place to have an experience of...	GPS	Phoenix/ Scottsdale/ Tucson	Santa Barbara	Napa Valley	Monterey
Health/wellness and rejuvenation	19%	20%	2%	8%	4%
A place to be pampered	14%*	11%	3%	9%	2%
Outdoor activities	6%	19%	2%	8%	6%
Getaway with friend(s)	6%	5%	1%	8%	3%
Connecting with spouse/partner	5%	3%	3%	14%	6%
Enjoying a trip as a family	5%*	5%	1%	3%	2%

* GPS is first among competitive set

PAMPERED FAMILIES

Best place to have an experience of...	GPS	Phoenix/ Scottsdale / Tucson	Monterey	Santa Barbara	Napa Valley
Health/wellness and rejuvenation	20%*	12%	4%	4%	8%
A place to be pampered	11%*	7%	3%	3%	6%
Getaway with friend(s)	9%*	4%	2%	1%	6%
Outdoor activities	8%	10%	4%	2%	6%
Connecting with spouse/partner	7%	5%	6%	4%	13%
Enjoying a trip as a family	7%*	2%	3%	2%	2%



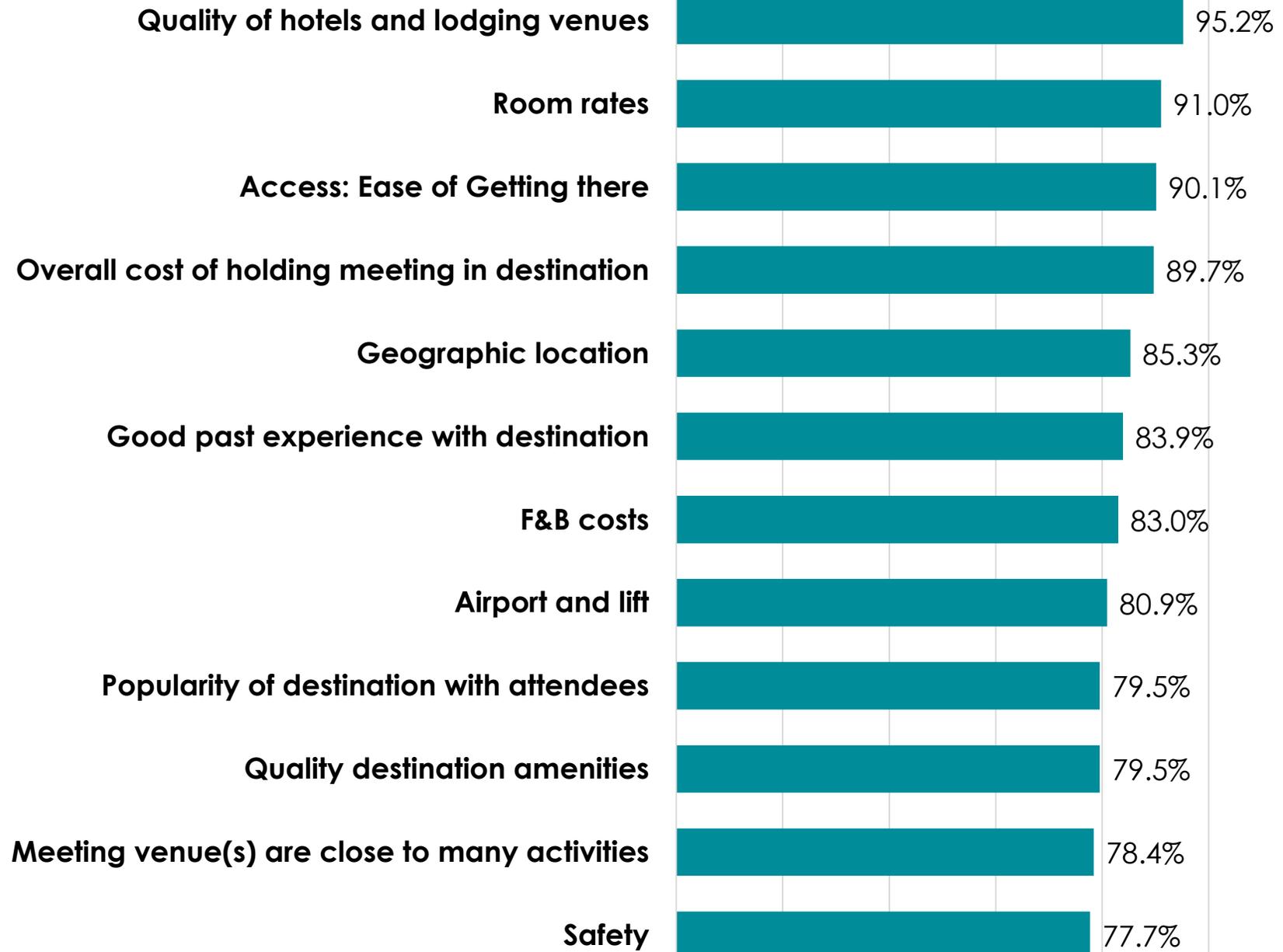
RESEARCH

Meetings
Image &
Awareness Study

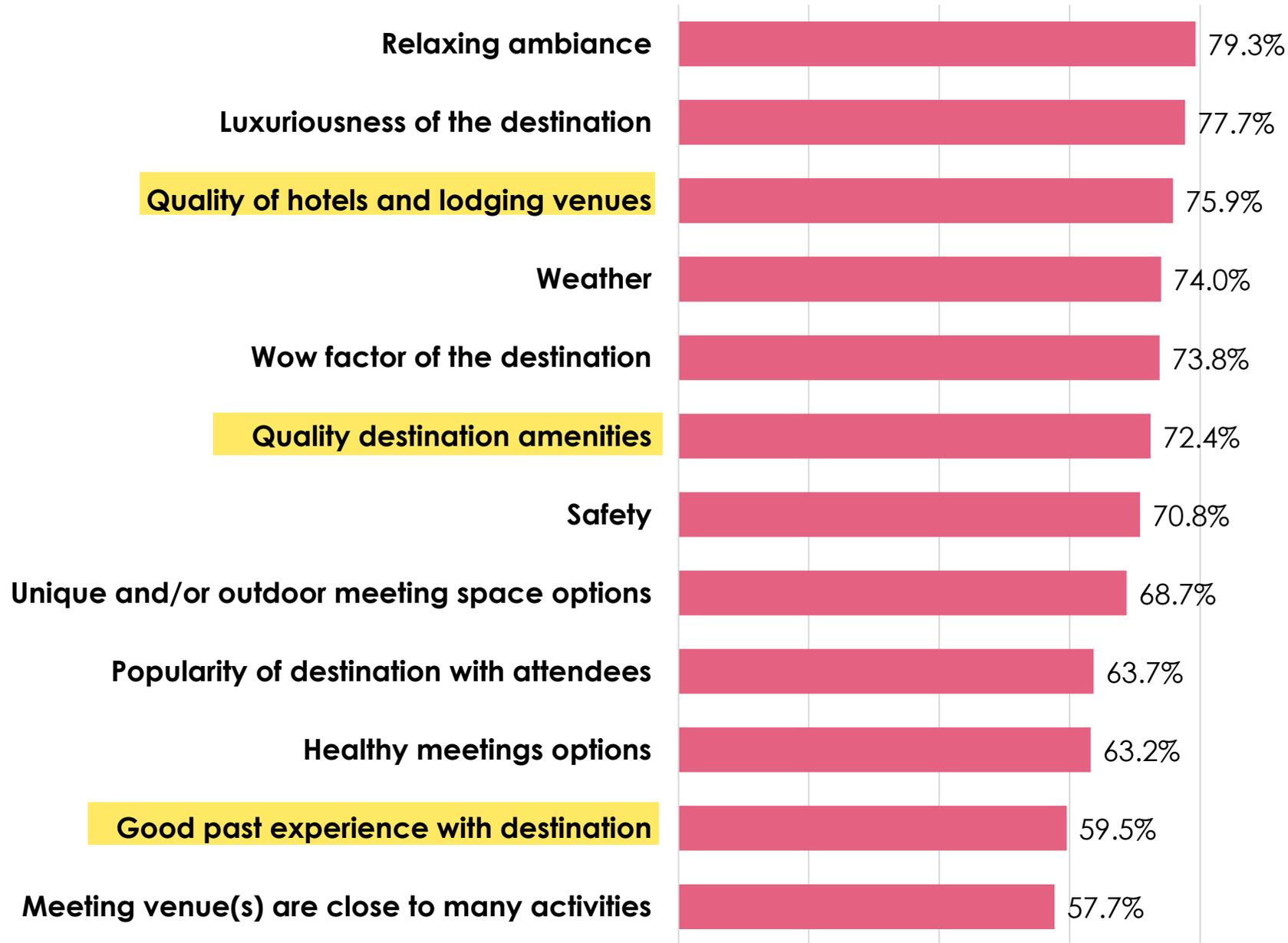
MARK CRABB

CHIEF SALES OFFICER

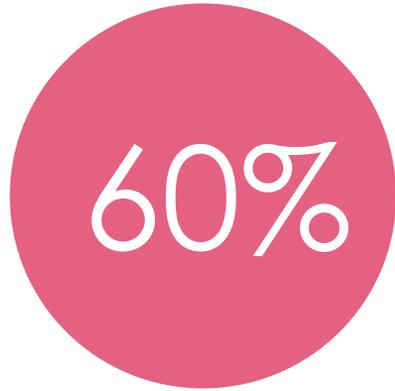
Attributes Important to Meetings Planners



Key Attributes for GPS

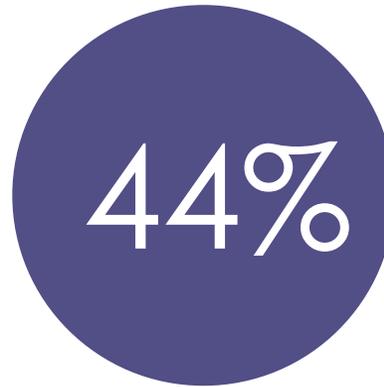


HIGHLIGHTS FROM THE SURVEY



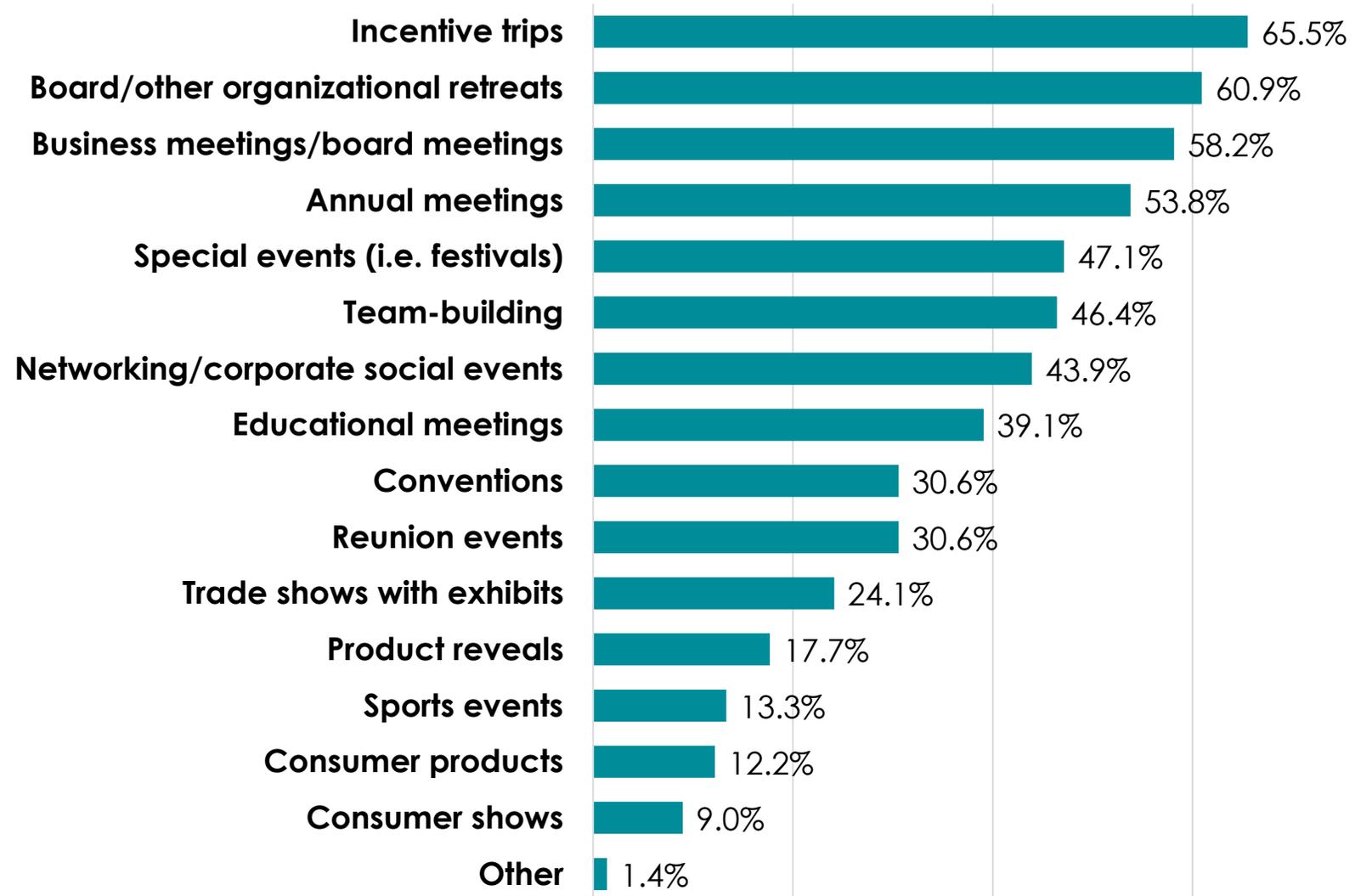
of meeting planners find the destination very appealing or appealing

AND define Greater Palm Springs as a successful destination to meet



of meeting planners are likely to book in the next 5 years

IDEAL MEETING TYPES FOR GREATER PALM SPRINGS



3

Challenges

1

geographic location

2

airport / lift & cost

3

overall cost of holding a meeting in the destination



**NEW
GROUP
INITIATIVES**

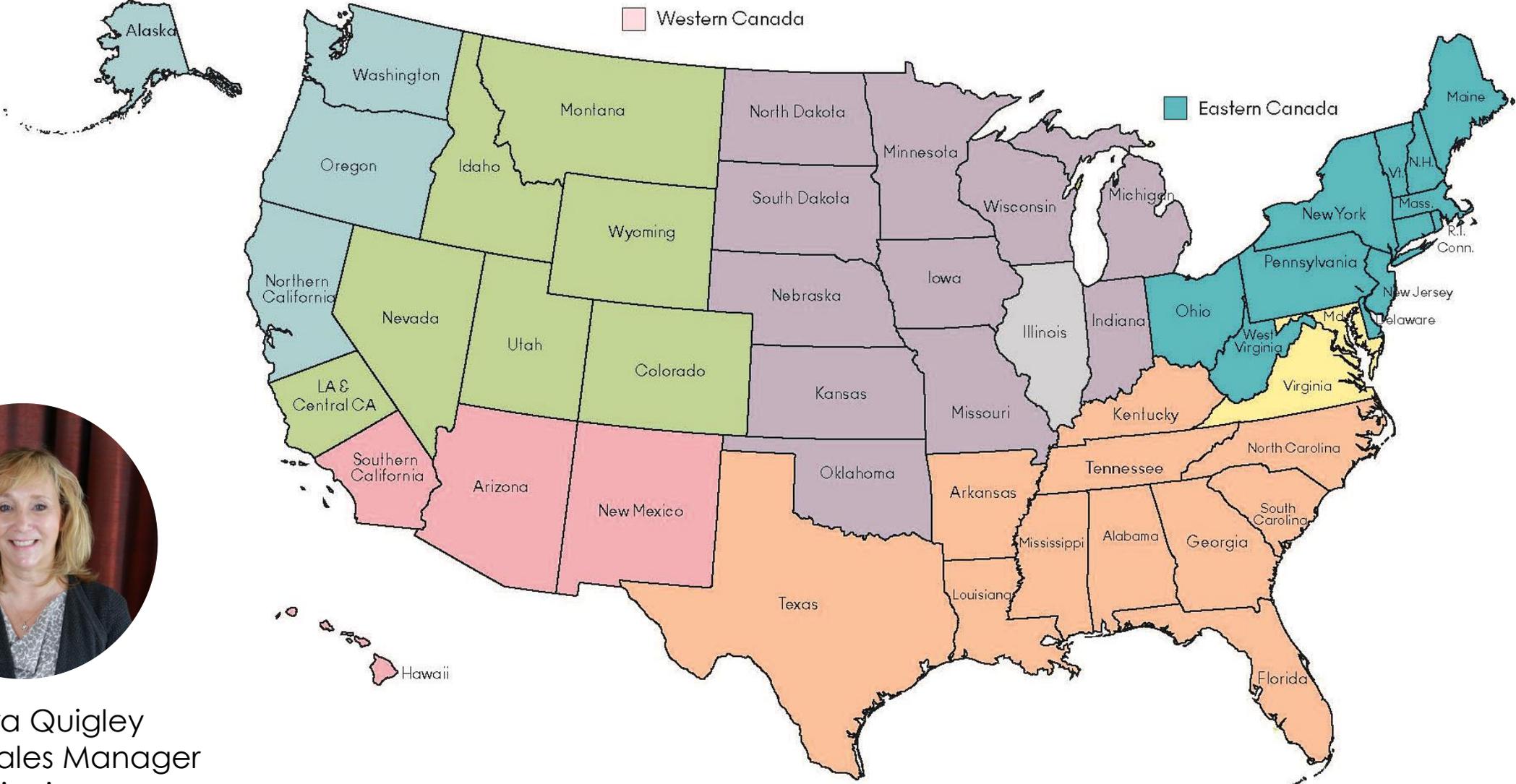
MARK CRABB
JEFF MIRAGLIA

CHIEF SALES OFFICER
CHIEF CREATIVE OFFICER

CONVENTION SALES: NEW CHICAGO SALES MANAGER



Barbara Quigley
National Sales Manager
Illinois



CONVENTION SALES: CONVENTION PLANIT

The logo for Convention Planit features the word "convention" in blue with a stylized orange and white circle for the letter 'o'. Below it, "planit.com" is written in orange. To the right of the text is a large, black, curved graphic element resembling a stylized 'P' or a speech bubble tail.

convention
planit.com

30,000

opt-in database

Primary Industries

- Business financial
- Health & wellness
- Medical/pharmaceutical
- Technology

IMEX AMERICA: LAS VEGAS



GREATER
palm springs
modern meeting oasis.



GREATER
palm springs
modern meeting oasis.

NEW CONVENTION SALES MEETINGS AWARENESS CAMPAIGN



OCTOBER - DECEMBER

1M

impressions

2,231

clicks



NEW CONVENTION SALES MEETINGS AWARENESS CAMPAIGN

2018

Budgeted
\$275,000

2019

Budgeted
\$500,000



Largest meeting planner organization



Top third-party lead generator, producing the most CVB leads



500k + meeting professionals



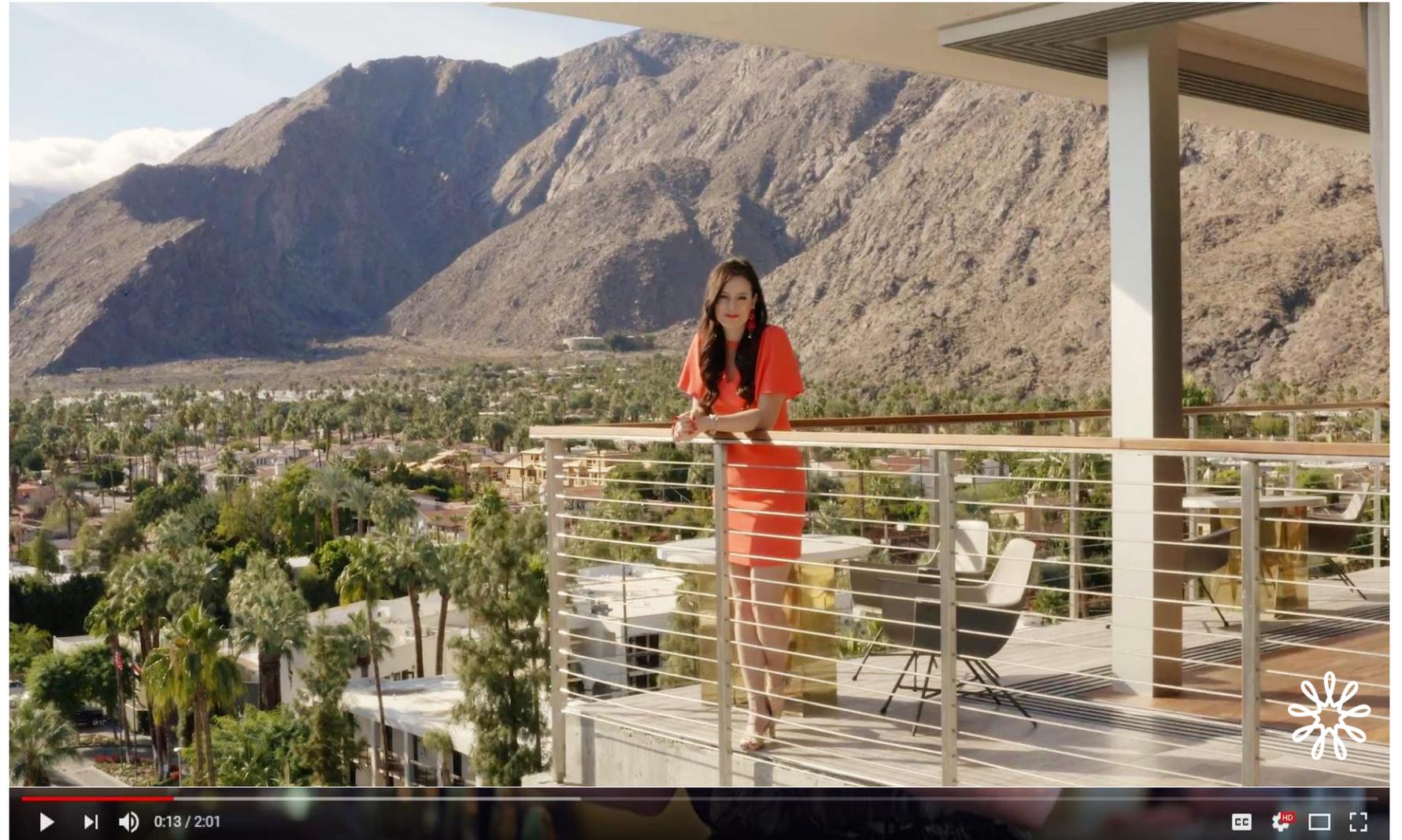
New initiative for 2019
1.6M impressions

NEW MEETINGS AWARENESS CAMPAIGN

VIDEO CONTENT SERIES

HIGHLIGHTING

Unique Spaces
Group Activities
Airport & Service





**CERTIFIED
TOURISM
AMBASSADOR
PROGRAM**

DONNA STURGEON

CTA PROGRAM MANAGER

INDUSTRY-RECOGNIZED CERTIFICATION

Over **17,000** CTAs



GPS TOURISM AMBASSADOR PROGRAM



TOURISM
AMBASSADOR
GREATER PALM SPRINGS

the
goal

The power of a united tourism community

- Competitive advantage
- Repeat and new visitors
- Increased spending
- Growth of industry – 16M visitors by 2026

why
join

Become an Ambassador

- Gain confidence in serving visitors
- Increased access to current resources
- Deeper discovery of GPS
- Career advancement/compensation

GREATER PALM SPRINGS TOURISM AMBASSADOR PROGRAM (CTA)



YOU are **YOU**
the center of **tourism**

how to engage

Host or sponsor a class

Enroll yourself and your team

Offer discounts and incentives to CTAs

Promote the CTA credential for all employees



enroll online @
iamgreaterps.com



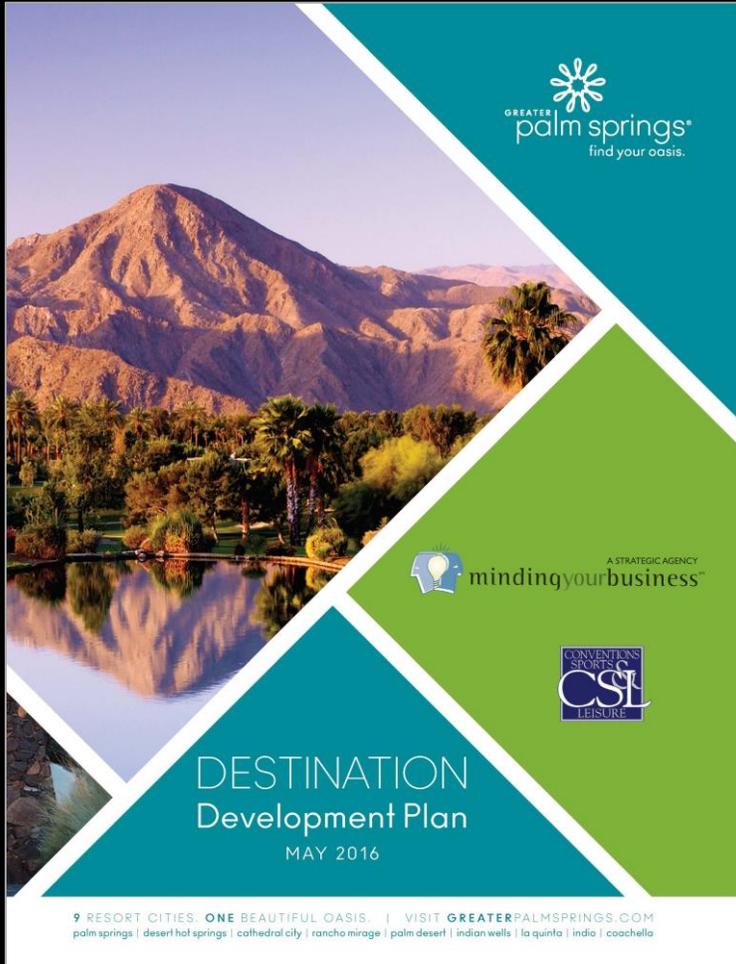
**TRAVEL
INDUSTRY
SALES**

GARY ORFIELD

DIRECTOR OF TRAVEL INDUSTRY SALES



TIS Focus



strengthen

USA
Canada
Mexico

grow

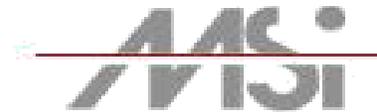
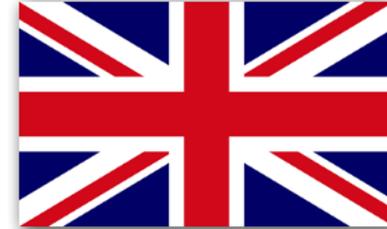
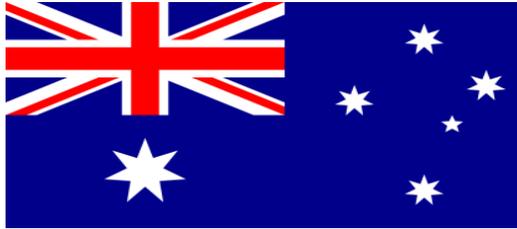
Australia
China
France
UK
Germany

build

India
South Korea
Japan
Italy
Scandinavia

- 1 midweek business
- 2 off-season business
- 3 international business

INTERNATIONAL REPRESENTATION



These offices also to represent Visit California, which provides synergy in promoting Greater Palm Springs.



UK & IRELAND MARKET TRENDS

FORECASTED OUTLOOK

\$1.097B

2018 Visitor Spending

16.1%

2017 California Market Share (visits)

746k

2018 California Visits

716k

2019 Visits +2.1% vs 2018

812k

2022 Visits +8.9% vs. 2018

\$1.265B

2022 Spending

CAPACITY INTO CALIFORNIA

5 Gateways

139 Weekly non-stop flights

41,909 Seats



UK Landscape



The non-Brits guide to Brexit
(because it affects you too)

TRADE LANDSCAPE

- A challenging **summer**
 - World Cup
 - Heatwave
- Buoyant **September / October**
- Strong **January** – cheaper than ever to travel
- Anticipation of second wave - **April**



Los Angeles Sale ends 31 January 2019

Class	Price (per person return)	Book now
Economy	from £329	Book now
Premium Economy	from £759	Book now
Business Premier	from £2,351	Book now

The graphic features a background of palm trees against a sunset sky. Three black circles contain the pricing information for Economy, Premium Economy, and Business Premier classes.



MEDIA LANDSCAPE

Skift. News Research Conferences Newsletters Advertising

Digital

Condé Nast Traveler Will Combine U.S. and UK Editorial Teams



Students drafted in to plug NHS gaps

Exclusive Safety concerns as undergraduates volunteer on short-staffed wards and A&E

BBC NEWS

ADWEEK NEWS EVENTS WEBINARS CONNECT ADWEEK JOBS

SOCIAL PRO DAILY

How Influencers Are Turning the Business of Travel on Its Head

Opinion: Over 40 percent of millennials consider 'Instagrammability' when selecting their next destination

THE UK TRAVELER





Booking Trends

1

Planning timeframe between 3-6 months, nearly four in five people (81%) booked a holiday online (not necessarily long-haul travel)

2

Approximately 32% of visitors book with traditional operators, with the remainder booking through OTAs and direct with airlines.

3

Over 90 tour operators package California in the U.K., catering for all tastes, niches and budgets.



AUSTRALIA MARKET TRENDS

MARKET OUTLOOK

614k

2018 VISITS TO CALIFORNIA +2% YOY

47%

TOTAL OUTBOND TRAVEL TO THE USA

\$936M

IN SPEND +5% YOY

8.5

AVERAGE NIGHTS

66%

REPEAT RATE

NO. 1.

USA remains the top long hall market out of AU
(>10% of total outbound travel)

GOOD NEWS,
GREATER
PALM
SPRINGS
IS TRENDING!



ACTIVITY HIGHLIGHT

GRAZIE MAGAZINE SEP 2018

INVESTMENT
\$3.8k

RESULTS

Ad Value: \$291k
PR Value: \$873k
Reach: 8M

WHY IT WORKED

Luxe magazine
Passion pillar: Fashion
All imagery "iconic" Greater Palm Springs
Coverage extended beyond mag to include social + bonus coverage in Icon Magazine



TRAVEL TRADE MARKETING SPOTLIGHT

Qantas Holidays Race Around



Delivered: 88% increase YOY in room nights (222 vs 25)

Activity continues as FOC.



Excite Holiday agents VIP event



28 agents + sales and marketing teams from Excite

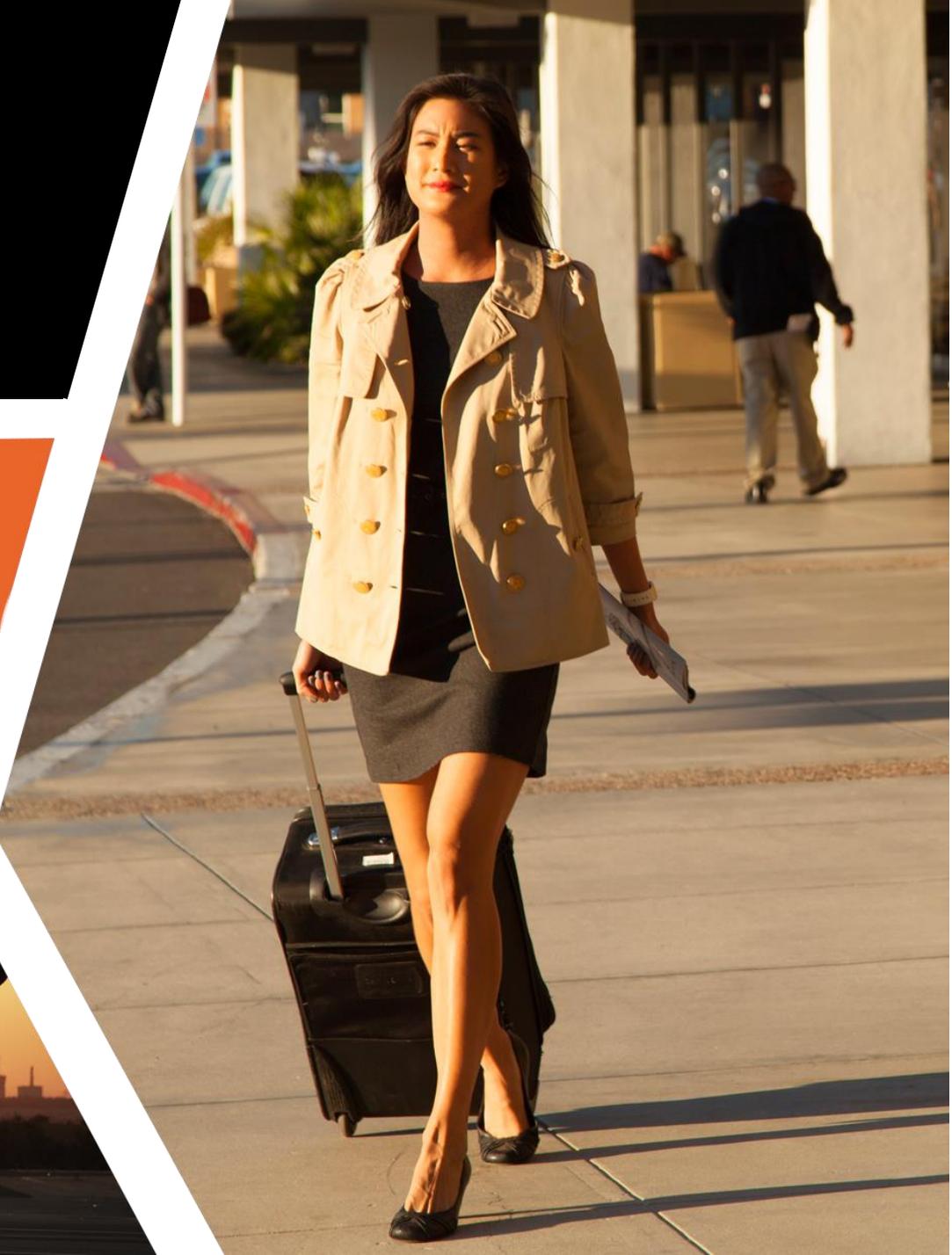
Travel Associates All Staff Conference



Representing GPS, the only destination to present to 200 agents and head office

85% of attendees rated the presentation (Allie) "brilliant"

WHERE TO FROM HERE?



OUR CHALLENGES ARE OUR OPPORTUNITY

1

Awareness of its Location

Consumer and trade awareness around the ease of travel to Greater Palm Springs, particularly when travelling between Las Vegas and Los Angeles.

2

Awareness of What's on Offer

Depth of knowledge about the range of experiences available beyond the Coachella Valley Music and Arts Festival.

OUR OBJECTIVE

TERRITORY YOU CAN OWN IN OUR MARKET

“Show Australians why Greater Palm Springs is a must-see luxury California lifestyle destination, and how easy it is to access when travelling between Los Angeles and Las Vegas”



THE PLAN TO MAKE THIS HAPPEN

Bring 3 road trips to life from Los Angeles through Greater Palm Springs then onto Las Vegas, across our 3 priority lifestyle pillars.

The road trips will focus on local insights across these pillars: where to stay, what to see, and what to do.



HEALTH &
WELLNESS

OUTDOOR
ADVENTURE

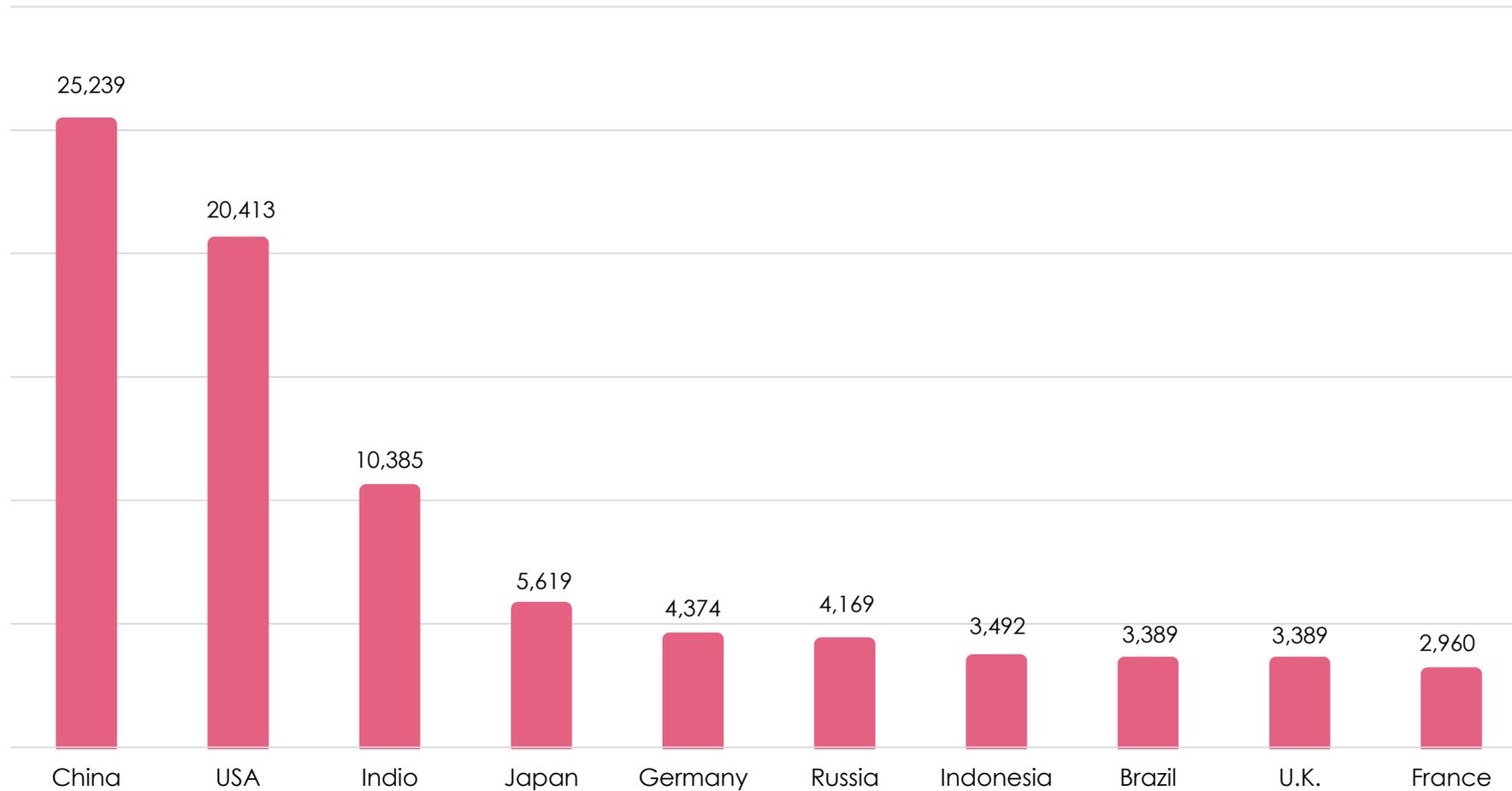
ARTS &
CULTURE



CHINA MARKET TRENDS

CHINA ECONOMIC UPDATE

GPD based on purchasing power parity (PPP). Valuation of the world's top 10 economies, in billions of U.S. dollars.



CHINA ECONOMIC UPDATE

Soaring Middle Class

50 million in 2010

300 million in 2015

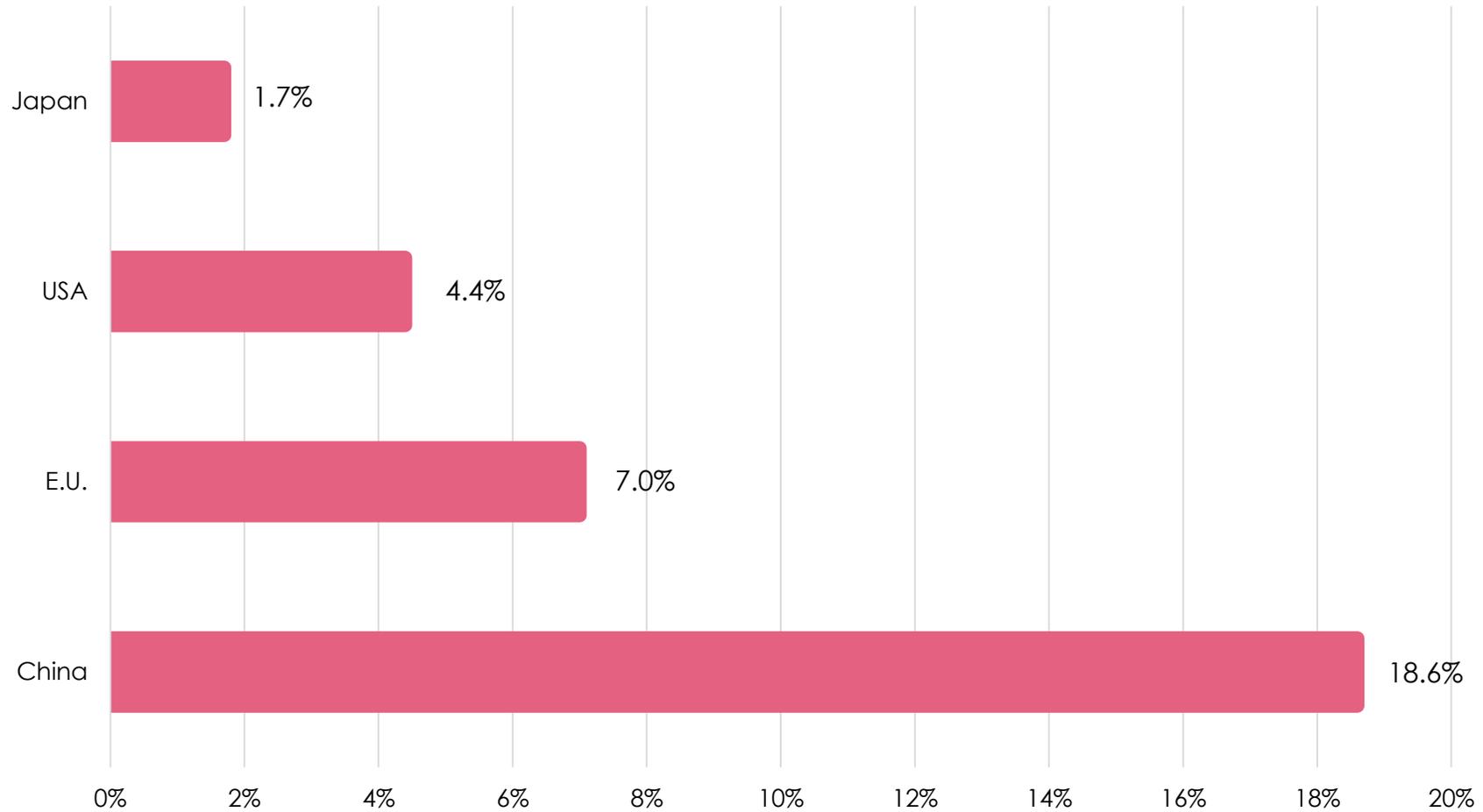
600 million in 2020
(1/2 of China's population)

Rapid Urbanization

54% urban population and
rising rapidly 80% in
developed countries

CHINA ECONOMIC UPDATE

China's population versus other major economies, as a percentage of the world's population



CHINA ECONOMIC UPDATE



Market Size

- 1.38 billion, showing rapid urbanization



Economy

- 25% greater than the USA's PPP (Purchasing Power Parity)



Disposable Incomes

- Grew 7.8% in 2016
- 24% expected increase between 2017 and 2020
- 30% of population will be
- upper middle & high-income by 2030

CHINA ECONOMIC FORECAST



1/3
Global
Economic
Growth

2nd
Largest
Economy
(behind USA)

1st
Largest
Economy
based on PPP

1st
Largest
Economy
based on PPP

2019 Projection

- 6.3% growth, due to trade
- slowest in 28 years, but still more than double the global average and 2.5 times the 2.5% growth of the U.S.

OUTBOUND TRAVEL DATA

From China

(January – June 2018)

- 71.31 million trips
(up 15% from 2017)
- 164.16 million passport applications
(up 21% from 2017)
- 160 million estimated person-trips in 2018
(COTTRI)

To the USA

- 2017 - 3.1M
- May 2018 - 1.2M (decreased by 1.4% YOY)
- 2021 - 6.3M projected (No. 1 overseas source market)

To California

- 2017 California Market Share (visits) - 47.6%
- 2018 P California Visits - 1.601M
- 2018 P Visitor Spending - \$3.4B
- 2019 F Visits – 1.7M (+6.2% vs. 2018)
- 2022 F Visits - 2.1M (+31.9% vs. 2018)
- 2022 F Spending - \$5.207B

P = preliminary; F = forecasted

2019 CHINA TRAVEL TO CALIFORNIA



Market Size

- Will equal total arrivals from the UK, Japan and India
- #1 overseas market

Spend

- 5 times more than Mexican visitors,
- 50% more than Canadian visitors
- More than the UK, Australia, Japan, and the next 3 overseas markets combined

Annual Growth

- Next 2 years – will surpass Canadian arrivals
- Next 3 years - 11%, 12% and 13% per year, spending \$5 billion (more than our next 5 overseas markets combined)
- Next 5 years – fastest growing inbound market

OUTBOUND TRAVEL TRENDS

Younger Travelers

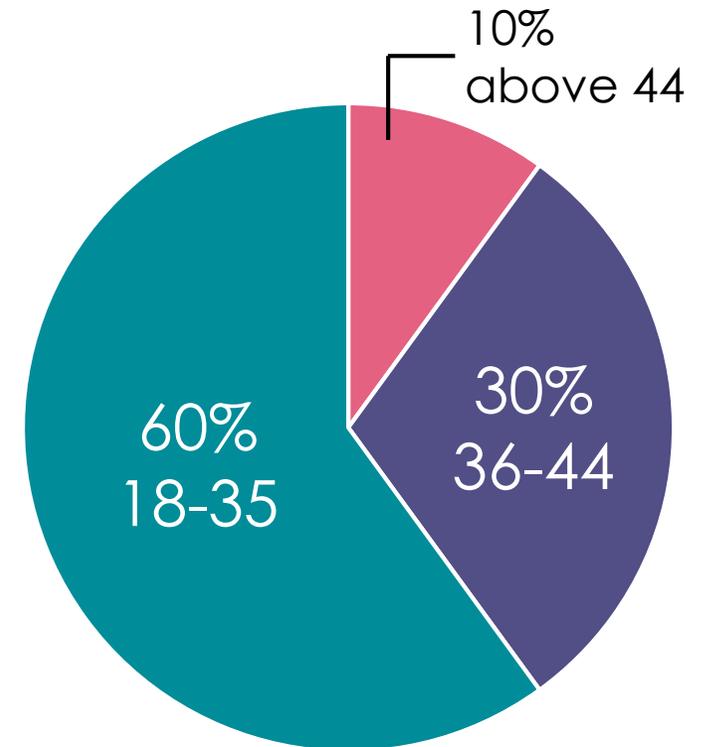
- 400 million millennials ages 18-35 are the biggest outbound tourists

Online Bookings

- 20% growth in online travel purchases in 2017
- Over \$800 billion in tourism products bought online in China 2017

Booming FIT and Customized Travel

- 10-20% growth per year
- 40% in certain states
- 40% of customized travel by Chinese tourists in 2017 was overseas
- 100% increase in first-tier markets in 2017
- 50% increase in second-tier markets



AIRLIFT TO CALIFORNIA

9

Airlines fly from

11

Chinese cities to
San Francisco, San Jose
and Los Angeles

153

Flights per week

26.9M

Seats annually

Airline	Depart	Via	Arrive	Weekly Frequency	Capacity per Flight	Annual Capacity	Capacity Share	Market Share Rank
China Eastern Airlines MU	Chengdu	Nanjing	Los Angeles	3	242	37,752		
	Shanghai		Los Angeles	10	281	24,840,400		
			San Francisco	7	242	88,088		
	Kunming	Qingdao	San Francisco	3	230	35,880		
						25,002,120.0	92.70%	4
China Southern Airlines CZ	Guangzhou		San Francisco	4	210	43,680		
			Los Angeles	7	489	177,996		
			Los Angeles	4	342	71,136		
		Wuhan	San Francisco	3	305	47,580		
	Shenyang		Los Angeles	3	246	38,376		
						378,768	1.40%	3
Air China CA	Beijing		Los Angeles	11	332	189,904		
			San Francisco	7	340	123,760		
			San Francisco	4	308	64,064		
	Shenzhen	Beijing	Los Angeles	7	281	102,284		
	Shenzhen		Los Angeles	3	281	43,836		
						523,848.0	1.94%	1
United Airlines UA	Shanghai		Los Angeles	7	250	91,000		
			San Francisco	7	362	131,768		
			San Francisco	7	219	79,716		
	Beijing		San Francisco	7	374	136,136		
	Chengdu		San Francisco	3	219	34,164		
						472,784.0	1.75%	2
Delta Airlines DL	Shanghai		Los Angeles	7	238	86,632		
						86,632.0	0.32%	7
Hainan Airlines HU	Beijing		San Jose	5	259	67,340		
	Changsha		Los Angeles	2	213	22,152		
	Chongqing		Los Angeles	3	212	33,072		
	Chengdu		Los Angeles	3	212	33,072		
	Xi'an		Los Angeles	2	212	22,048		
						177,684.0	0.66%	5
American Airlines AA	Shanghai		Los Angeles	7	281	102,284		
	Beijing		Los Angeles	7	281	102,284		
						204,568.0	0.76%	6
Sichuan Airlines	Chengdu	Ji'nan	Los Angeles	3	243	37,908		
	Chengdu	Hangzhou	Los Angeles	3	243	37,908		
						75,816.0	0.28%	8
Xiamen Airline MF	Xiamen		Los Angeles	4	237	49,296		
						49,296.0	0.18%	9
Total				153		26,971,516.0	100.00%	

3

Issues to Watch

1

Airlift to California still growing in 2018, but at a slower pace



2

Trade war between China and the U.S.



3

Visas



3

Major Opportunities

1

Secondary Cities



2

Family & FIT



3

California-only Product





**TRIP
ADVISOR**

SHERI MCLAUGHLIN

DESTINATION MARKETING MANAGER



Greater Palm Springs

Update & 2018 Campaign Overview





Agenda

TripAdvisor Overview

What's New for 2019

Greater Palm Springs Traffic and Trends

2018 Campaign Performance

Arrivals Data



TripAdvisor Overview





We're the World's Largest Travel Community



**456
MILLION**
UNIQUE MONTHLY USERS



**661
MILLION**
REVIEWS & OPINIONS



**310+ NEW
CONTRIBUTIONS**
POSTED EVERY MINUTE



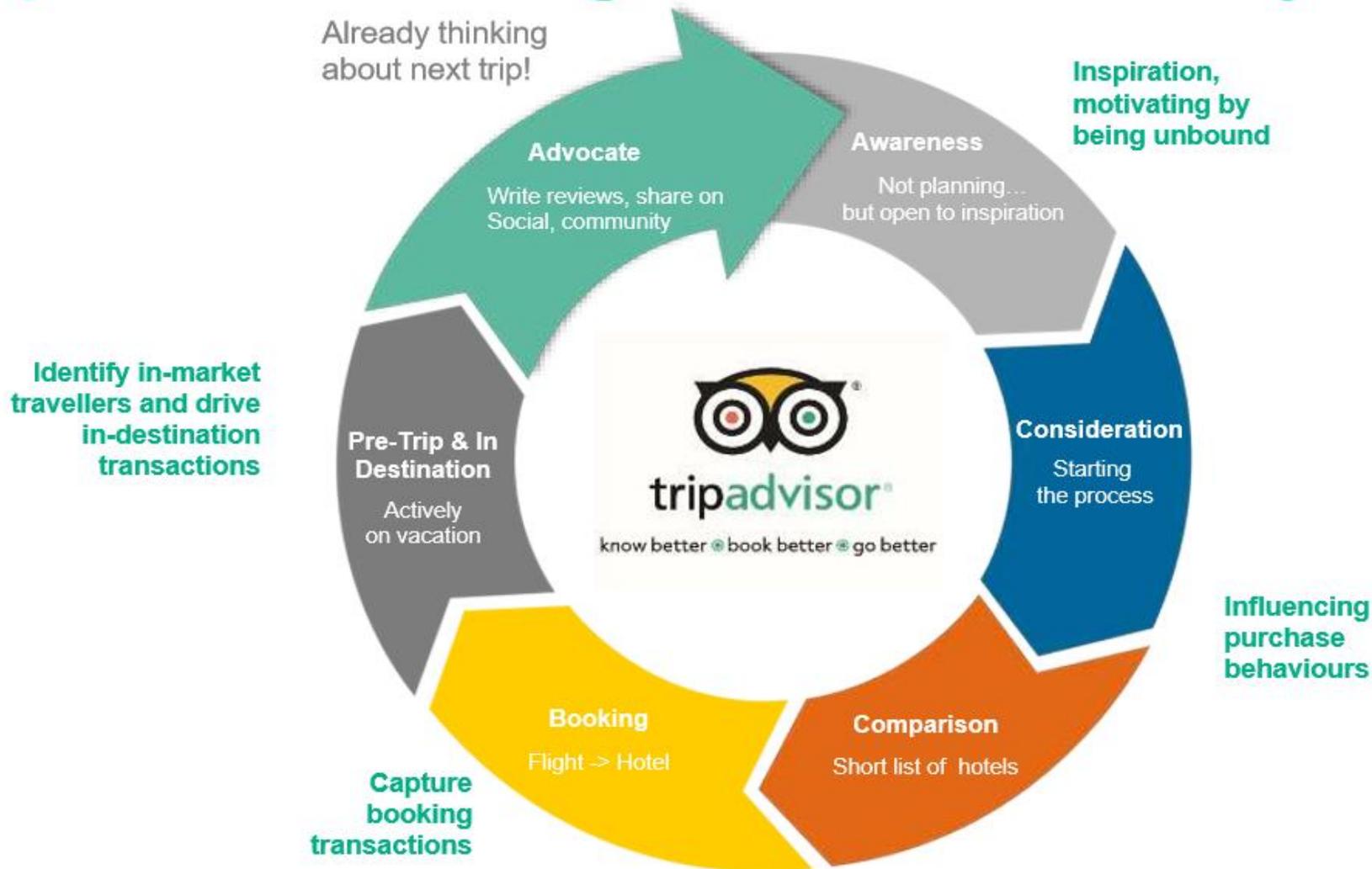
**455+
MILLION**
APP DOWNLOADS



**49 MARKETS
28 LANGUAGES**
ACROSS THE GLOBE

TripAdvisor's Unique Position in Traveler Lifecycle

Exposure throughout full travel journey

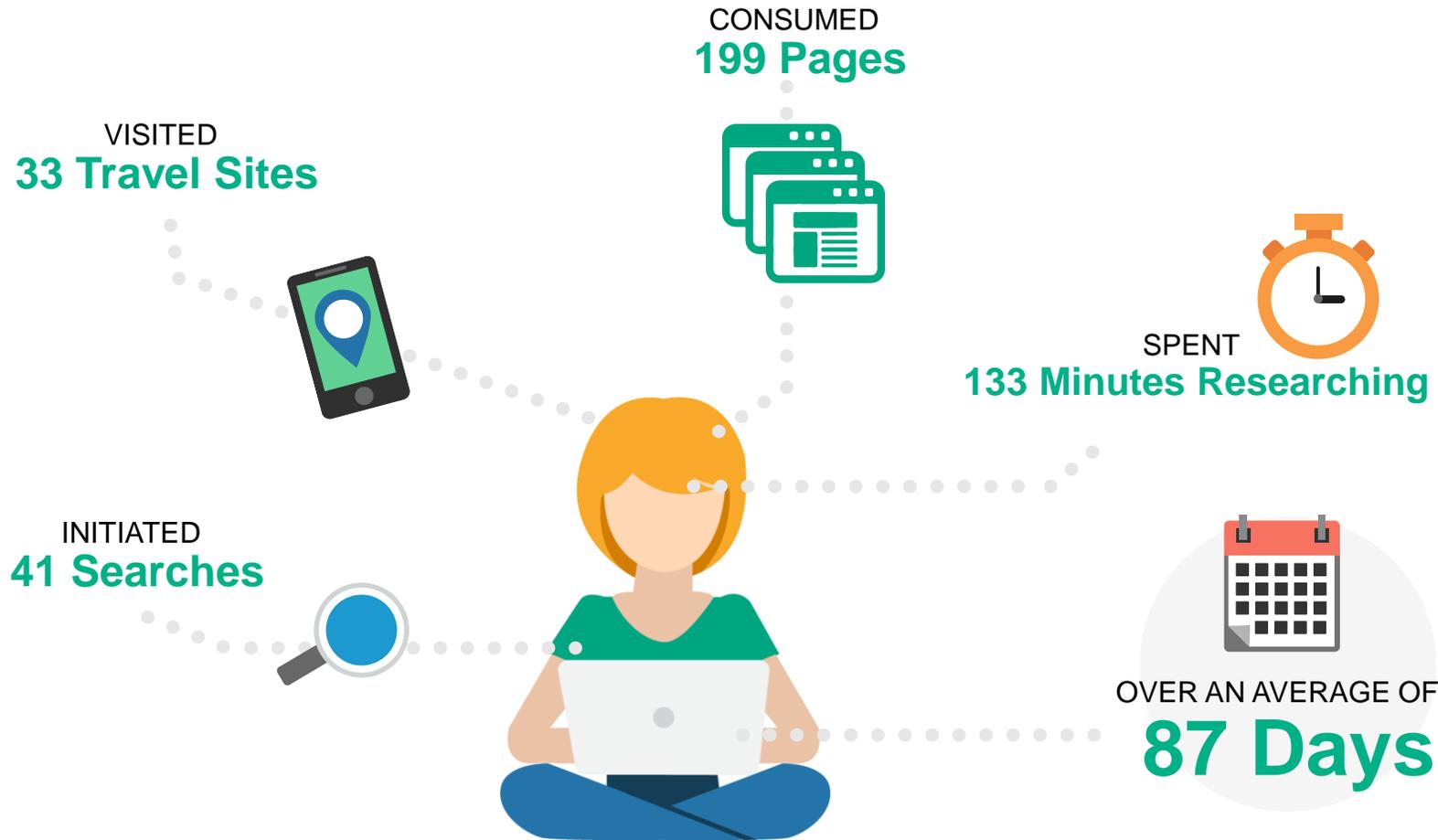


- 76% research multiple destinations per trip planning cycle
- 75% have a general region determined and are using TripAdvisor to compare destinations to fit the type of travel they want



The Travel Shopping Experience

Creates unique advertising opportunities



52%

of all time spent shopping for travel happens on TripAdvisor. **More time is spent on TripAdvisor than all other travel sites combined.**

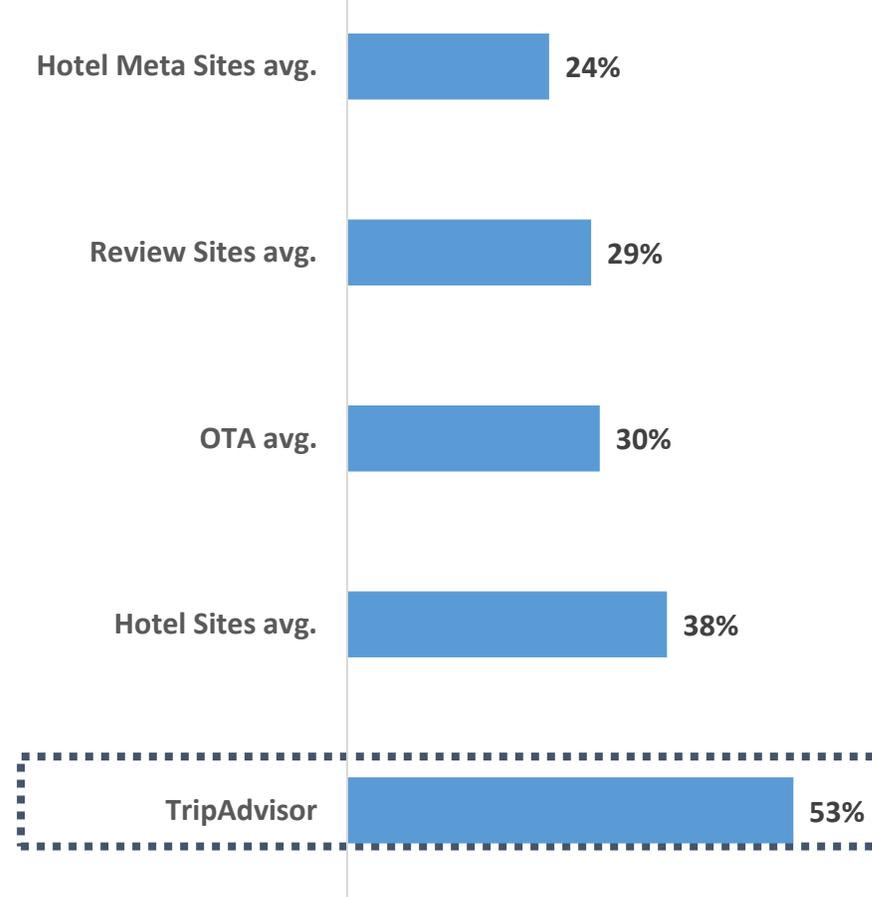
71%

of all users who started their decision process and **subsequently booked travel online visited TripAdvisor.**

TripAdvisor Most Cited Key Resource

“The reviews on TripAdvisor were very helpful. TripAdvisor is probably my go-to source of information about destinations.”

Key Resources Used: Defining the Destination



Base: Total (709); key resources; multi-select

Source: Hall and Partners: Uncovering the Customer Journey (Quantitative Online Survey, 2016)



One in every two TripAdvisor users have been inspired to visit a new destination by TripAdvisor

49%

Of travelers say TripAdvisor has inspired them to visit a destination they had not previously thought of

Q1. Below are a series of statements that people have made about their choices when booking a trip. To what extent do you agree, or disagree, with these statements?

74% of hotel purchasers
visit TripAdvisor



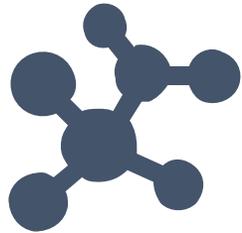


TripAdvisor's Unique Ad Environment



Industry Leading Viewability

TripAdvisor leads across all categories of publishers



33%

Viewability across exchanges and ad networks



56%

of impressions across the web are never seen
Average publisher viewability is 50.2%

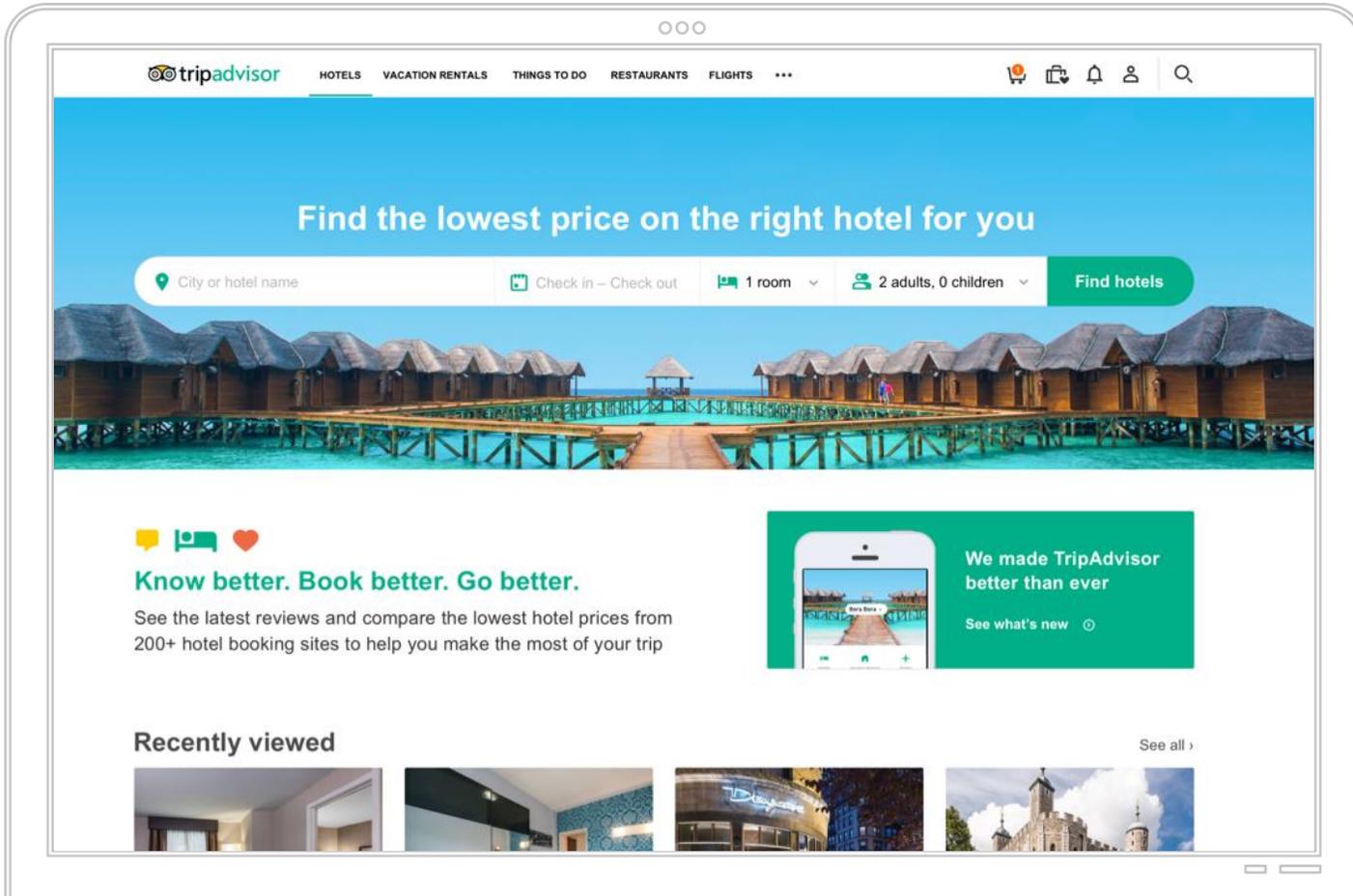


72% Viewability

TripAdvisor Viewability is 44% greater than the average publisher

TripAdvisor Premium Ad Quality

Unavailable on exchanges; exclusively available through TripAdvisor



- 100% of non-human traffic filtered
- Brand-safe environment
- 1.5 Clutter-free ad impressions per page
- Alongside highly engaging content
- Delayed ad call
- Industry leading viewability



New TripAdvisor Consumer Experience





We must evolve to meet the needs of our users.

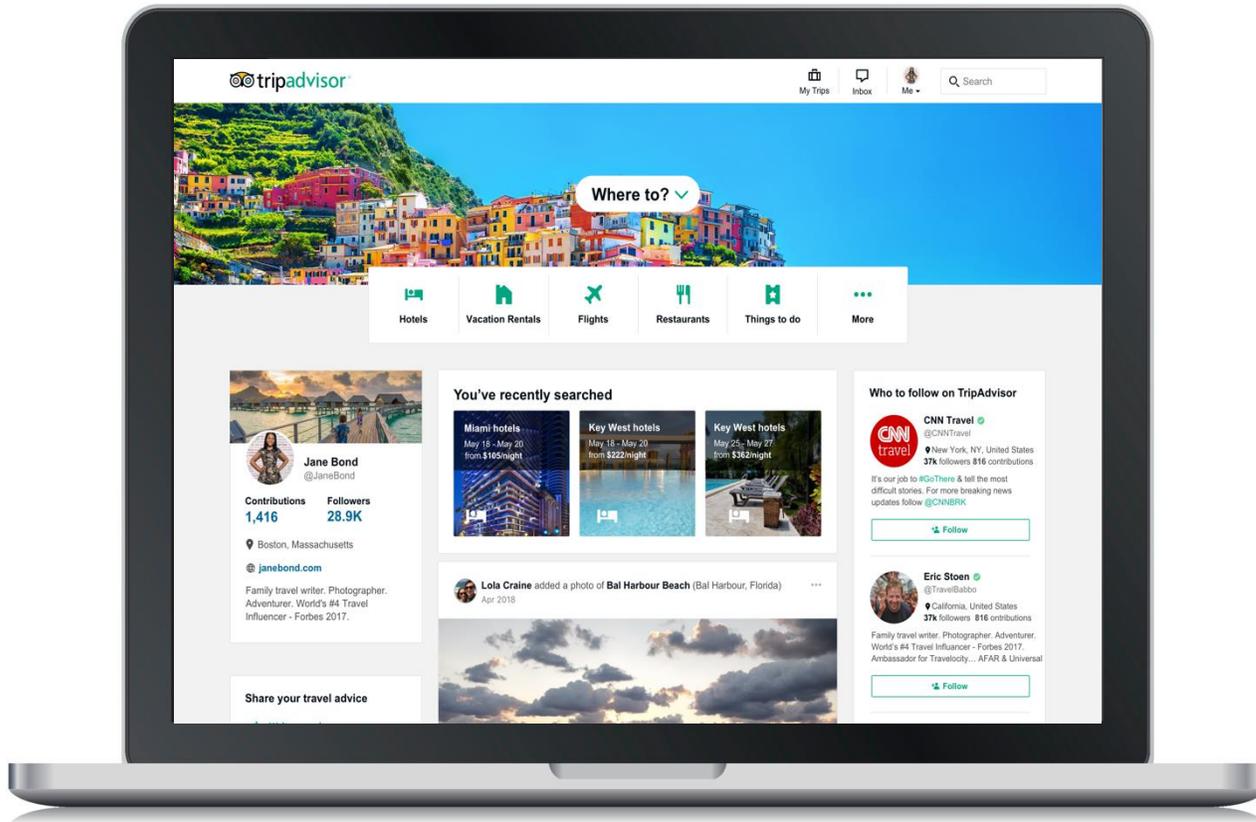
From:

- Anonymous advice...
- Writing reviews...
- Reviewing individual places...
- Searching and digging...
- Researching and planning...
- One size fits all...

To:

- Personal connections & recommendations
- Expressing myself with photos & videos
- Sharing my collective travel story
- Assistance in finding just what I want
- Exploration and discovery
- Personalized experience

The World's Largest Travel Site is Becoming the World's Most Personalized & Connected Travel Community



- **New homepage:** Combines industry-leading review content with relevant, useful advice from each member's handpicked community
- **Travel feed:** Machine learning personalizes each traveler's feed based on the friends, experts and influencers they follow
- **Enhanced consumer experience:** Designed to power the travel community so each member can connect, share and find exactly what they need to make the right choices for them

Where to? 



Why Travelers LOVE It

“I like how it has travel stories and I can connect with my followers with things I was doing!... This will be awesome!”

“If I was going to other sites and was going back and forth on a hotel, this might sway my decision.”

“It’s pulling everything that you would do on a vacation and putting it in a central place, I think it’s spot on!”

What contributors are saying

What the new experience means for you



- For Businesses - TripAdvisor listing page continues to be where travelers learn about your organization and view your photos and reviews
- Management Center remains your hub to manage your listing page
- **ACTION:** As a traveler, poke around and get to know the new experience



- Follow me on @socialsheri

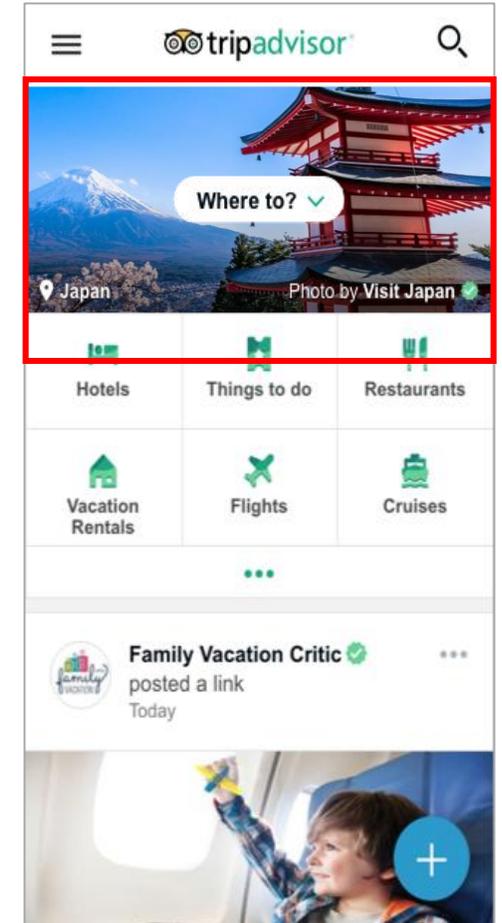
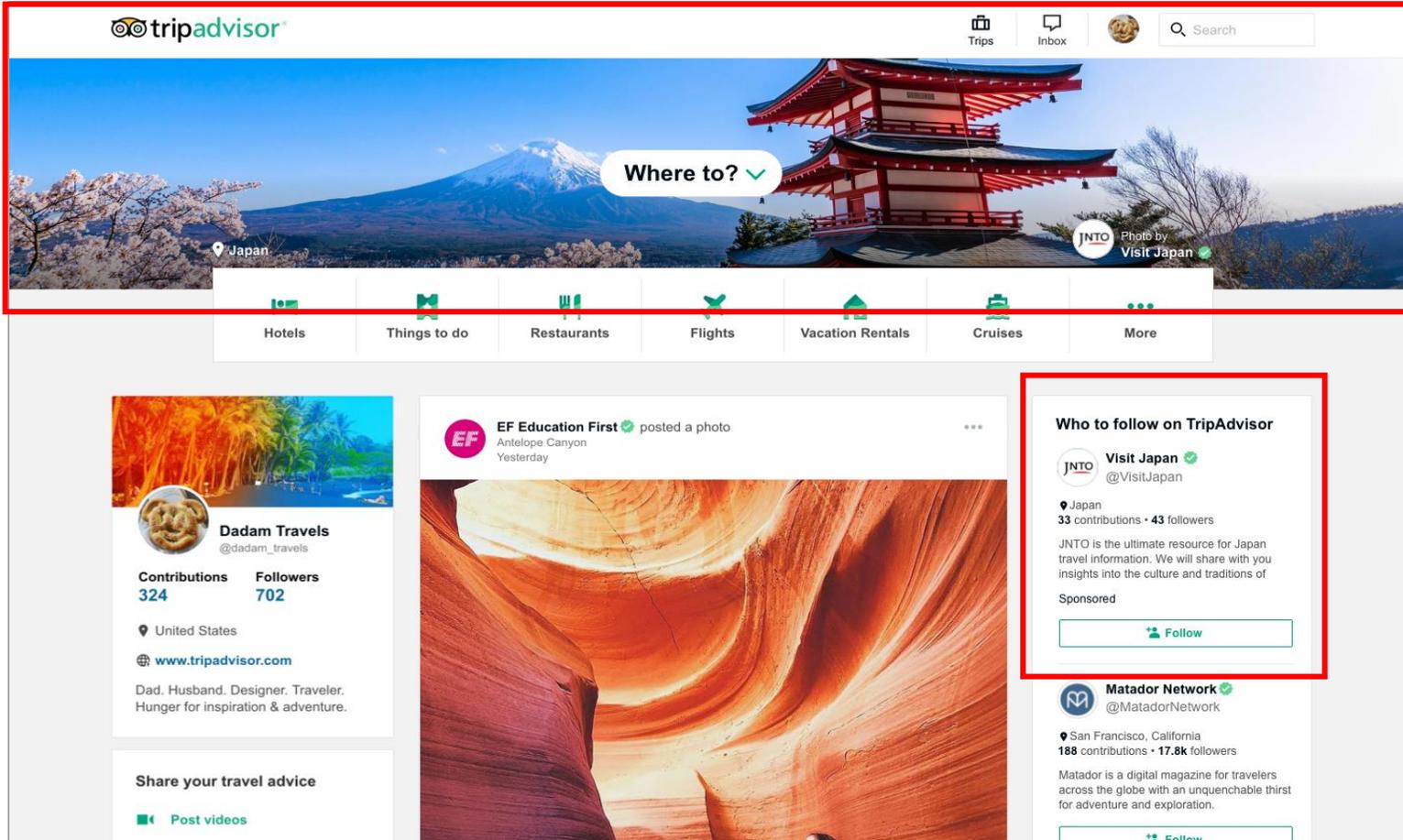


2019 New Products



New Homepage Hero

desktop + mobile



New Native Video

desktop + mobile

This desktop view shows a travel deal for the River Street Inn. At the top, there is a video player with a 'View Deal' button. To the right, text indicates 'View all 9 deals from \$125' and a 'Savings alert! 23% below average rates'. Below this is a large video player for a 'Travel Alberta' advertisement. The video shows a snowy mountain landscape with the text 'Beautiful hike for the whole family' and a 'Learn More' button. To the right of the video is the 'Travel Alberta' logo and the text 'Are you ready to do Alberta? Seriously, you're going to love it.' At the bottom, there is a listing for 'River Street Inn' on Expedia.com with a 4.5-star rating and 1,701 reviews.

This mobile view shows a travel deal for the River Street Inn. At the top, the price is '\$199' from Booking.com, with a 'View Deal' button. Below this, text states 'We compared the lowest prices from 13 websites'. The main content is a video player for a 'Travel Alberta' advertisement. The video shows a snowy mountain landscape with the text 'Hike Alberta' and 'Winter is the perfect time to explore this wonderland'. Below the video is the 'Travel Alberta' logo and the text 'Are you ready to do Alberta? Seriously, you're going to love it.' At the bottom, there is a listing for 'River Street Inn' on Expedia.com with a 4.5-star rating and 1,701 reviews.



Greater Palm Springs – Market Insights



Destination Insights

Leveraging Data from the World's Largest Travel Site

- With **456 million monthly users**, TripAdvisor offers access to global traveler insights
- **Destination Insights** provide clear view of how travelers view, consume, and behave when evaluating destination selection
- **Reviews** play vital role in destination's reputation and **661 million** reviews and opinions on TripAdvisor illuminate their impact





Greater Palm Springs Traffic

Monthly Unique Sessions and Page Views (last 12 months)

*Destination Content Includes: Overview, Restaurants, Attractions, Hotels, Forums, Flights, Travel Guides, Photos

Desktop Unique Sessions

3.8MM

Desktop Page Views

10MM

Mobile Unique Sessions

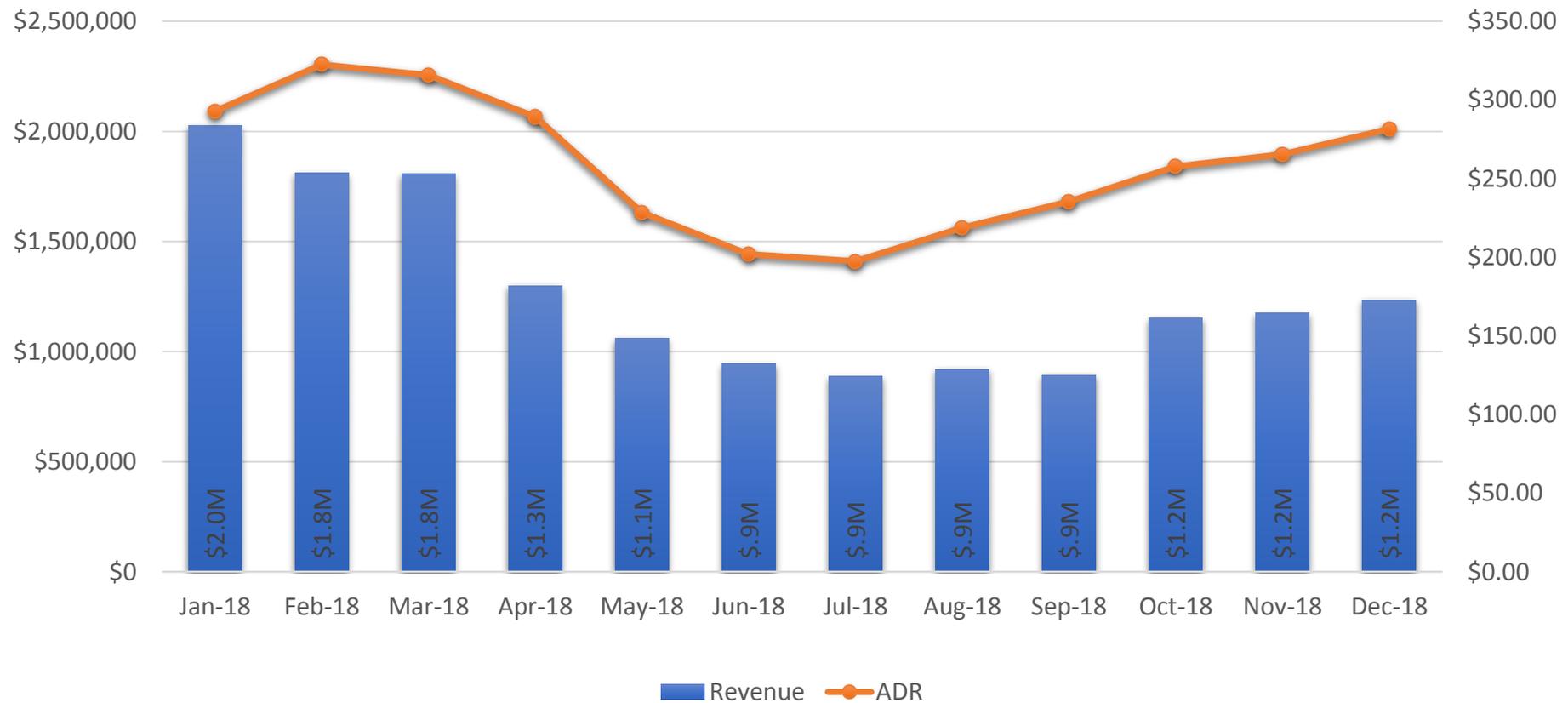
3.7MM

Mobile Page Views

12.1MM

Economic Impact

In 2018 TripAdvisor users generated over **\$15.2 million** in hotels revenue for **Greater Palm Springs** with an average ADR of \$259

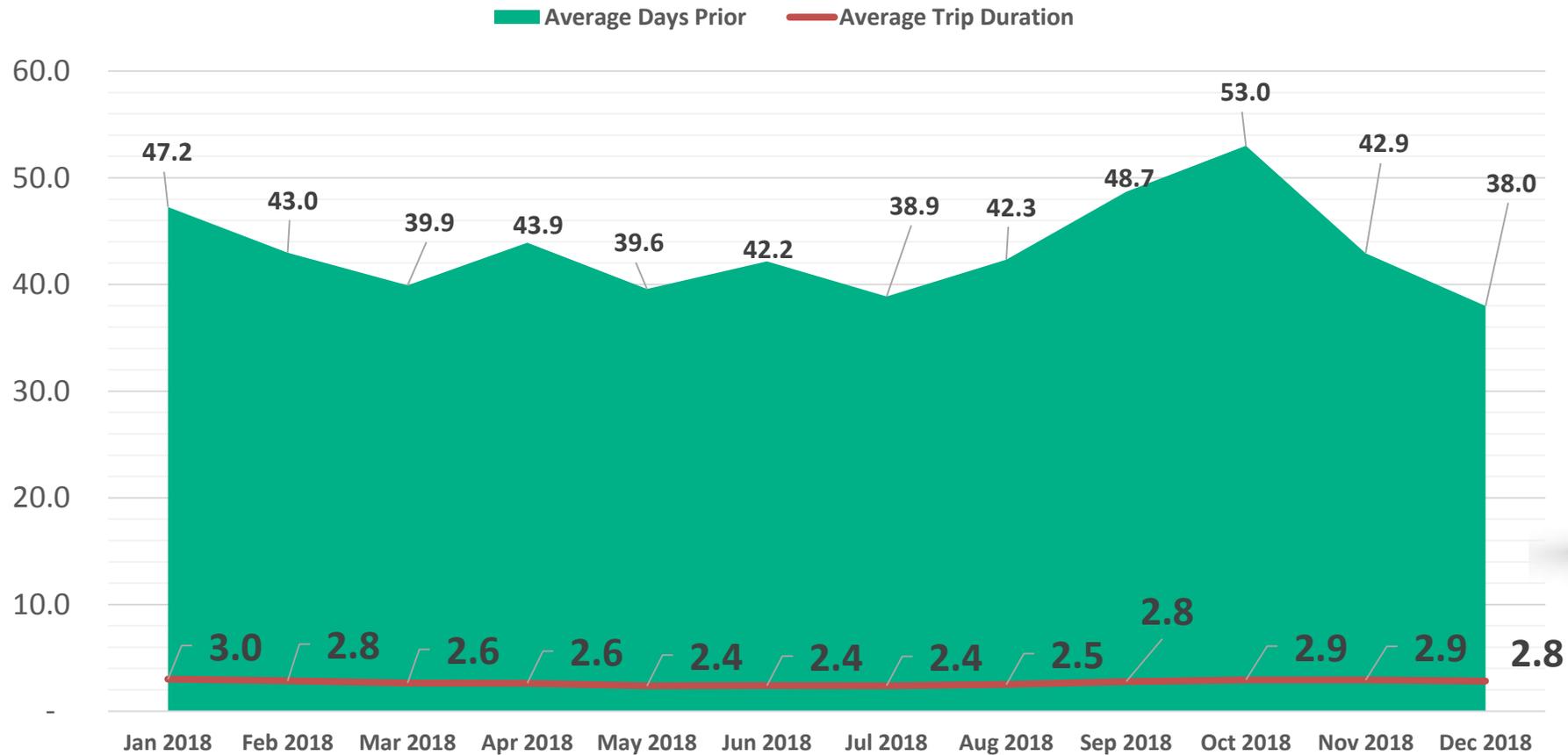


Source: TripAdvisor Internal Stats. Most recent data available.

Greater Palm Springs Trip Planning Cycle

Average trip planning is **43.3** Days with a **2.6** night length of Stay

Trip planning and duration for users viewing GREATER PALM SPRINGS on TripAdvisor

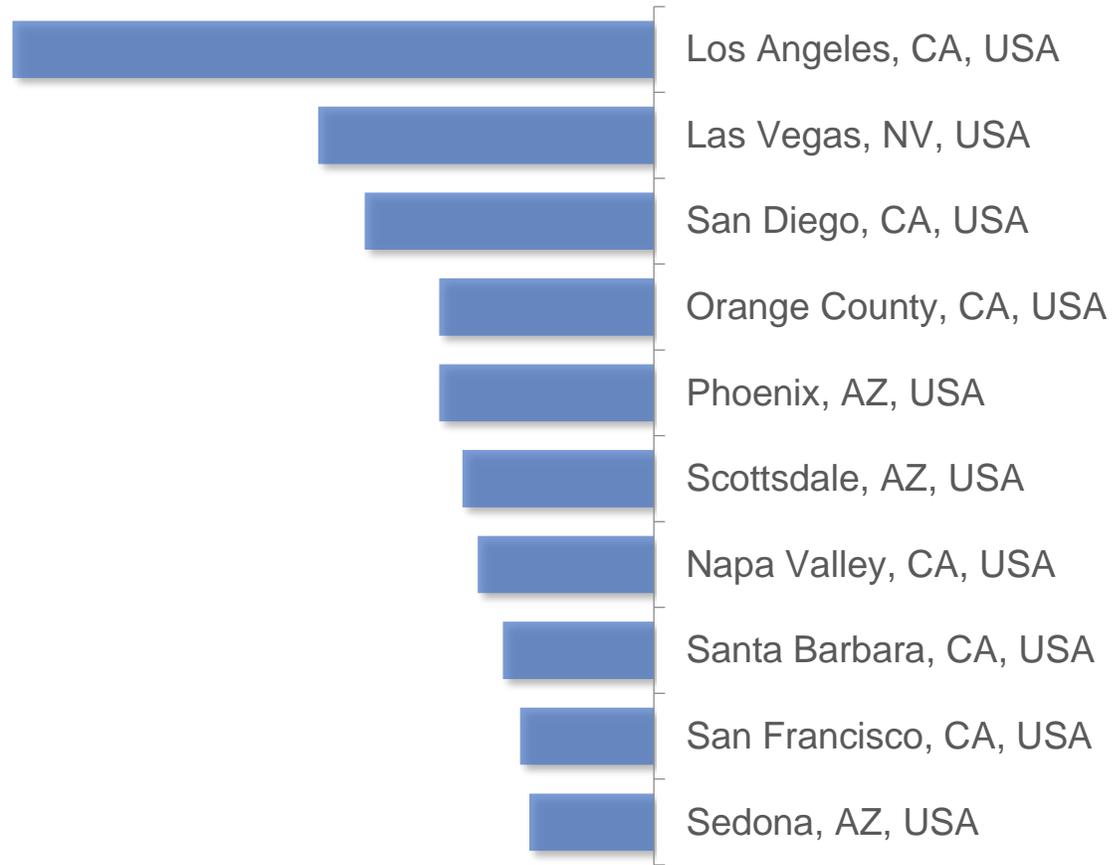


Source: TripAdvisor Internal Stats.



Other Destinations Viewed

Cross-Visitation for Greater Palm Springs (domestic)





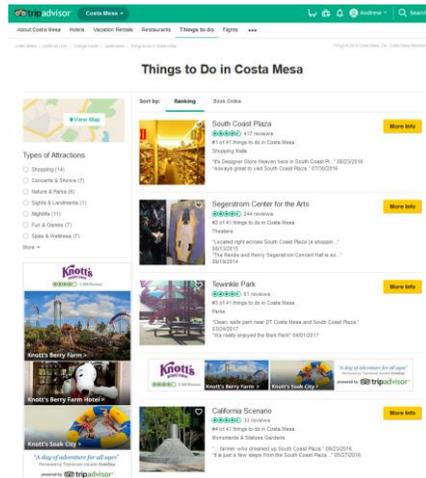
Greater Palm Springs – TripAdvisor Program



DMO Media Targeting Guide

Your Destination

Reach users while they are actively considering travel to your destination and influence.



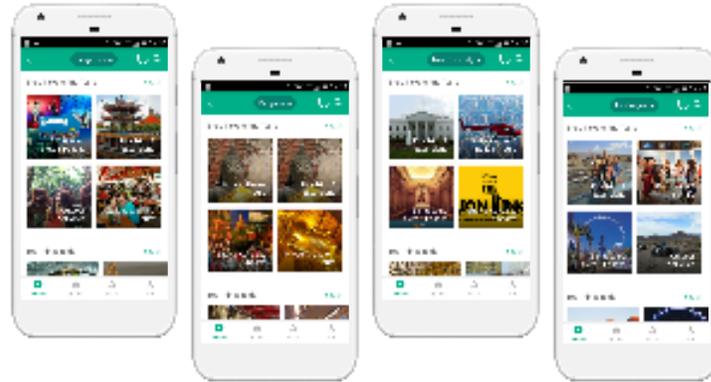
IP Targeting

TripAdvisor identifies top feeder & fastest growing markets.



Your Competitors

Reach potential travelers while they are considering competitors and influence.



TripAdvisor reaches 62% of all online travel bookers

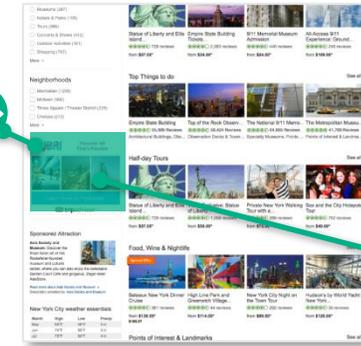


72% of airline bookers visit TripAdvisor before their airline purchase



Destination Retargeting

Expand your share-of-voice of potential travelers who viewed your destination or your competitors by targeting users across the TripAdvisor Media Network and across the web.



MEI compares users exposed to your ads to users not exposed and determines the total impact of Display advertising on your destination on TripAdvisor.



Traveler Segments

TripAdvisor leverages thousands of behavioral signals to build traveler segments. Maximize performance by tailoring creative messaging to traveler segments.



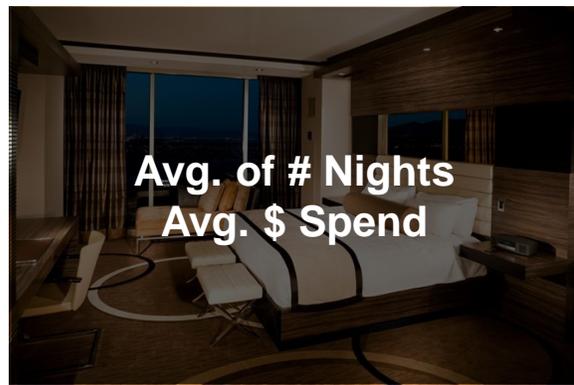
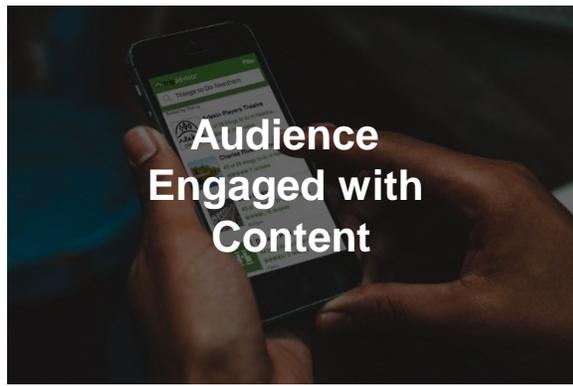


Media Effectiveness Insights*

- How we measure impact on your destination from your campaigns



Investment



ROI



* Minimum Spend: 200,000 Impressions/Month

MEI

Greater Palm Springs – 2018 Campaign



+24%

Lift in Unique Users viewing
GPS Content



\$303

Average ADR



+11%

Lift in Revenue per user

\$5:\$1 Campaign ROI

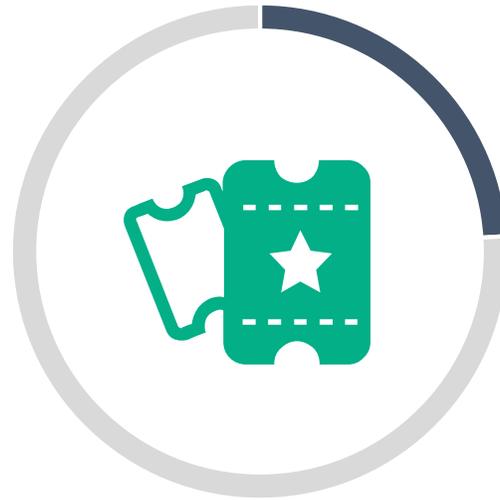
MEI

Greater Palm Springs – 2018 Campaign



16%

Lift in Pageviews per visit of
DMO hotels



22%

Lift in Pageviews per visit of
DMO Attractions



40%

Lift in Pageviews per visit of
DMO Restaurants



Arrivals



Impressions

1,439,460

3,383,142

Arrivals

1,535

5,079

APM

1.07

1.50

Days to Arrival

27.8

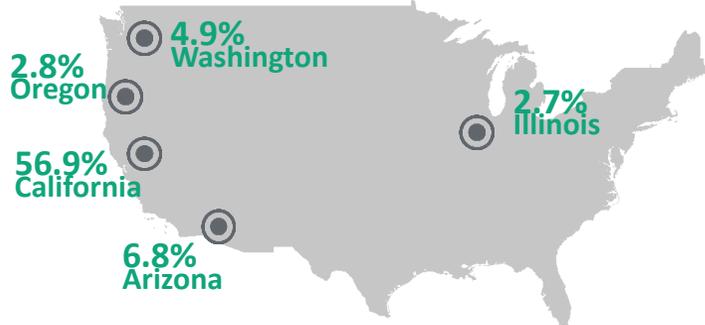
28.5

Distance to Arrival (Miles)

1,050

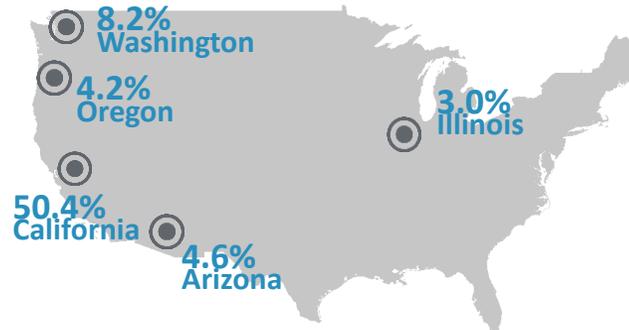
655

Arrivals from States (%)



DMA	Arrivals
Los Angeles, CA	36.4%
San Diego, CA	8.2%
San Francisco/Oakland/San Jose, CA	7.1%
Phoenix, AZ	6.2%
Seattle/Tacoma, WA	4.0%

Arrivals from States (%)

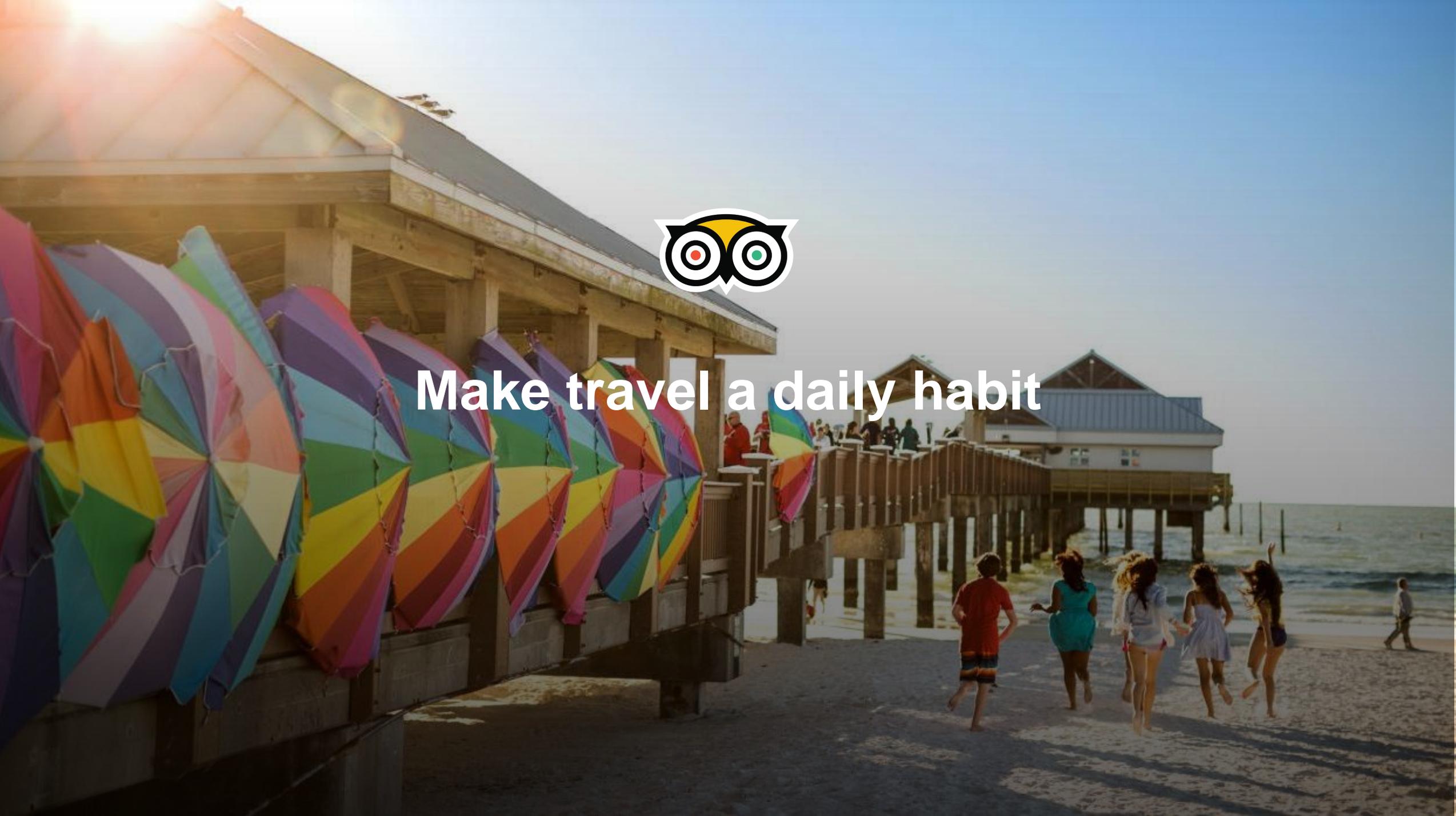


DMA	Arrivals
Los Angeles, CA	30.0%
San Francisco/Oakland/San Jose, CA	9.1%
Seattle/Tacoma, WA	7.1%
San Diego, CA	6.6%
Phoenix, AZ	3.8%

Campaign Name	Impressions	Arrivals	APM	Avg. Time to Arrival (Days)	Avg. Distance (Miles)
Greater Palm Springs Content FY18	43.5%	74.3%	1.82	26.1	629
Sedona San Diego Phoenix Scottsdale Los Angeles FY18	38.8%	9.8%	0.27	32.2	461
Greater Palm Springs Premium Destination Partnership FY18	6.2%	9.4%	1.63	29.2	866
ROS FY18	6.6%	5.8%	0.94	35.6	927



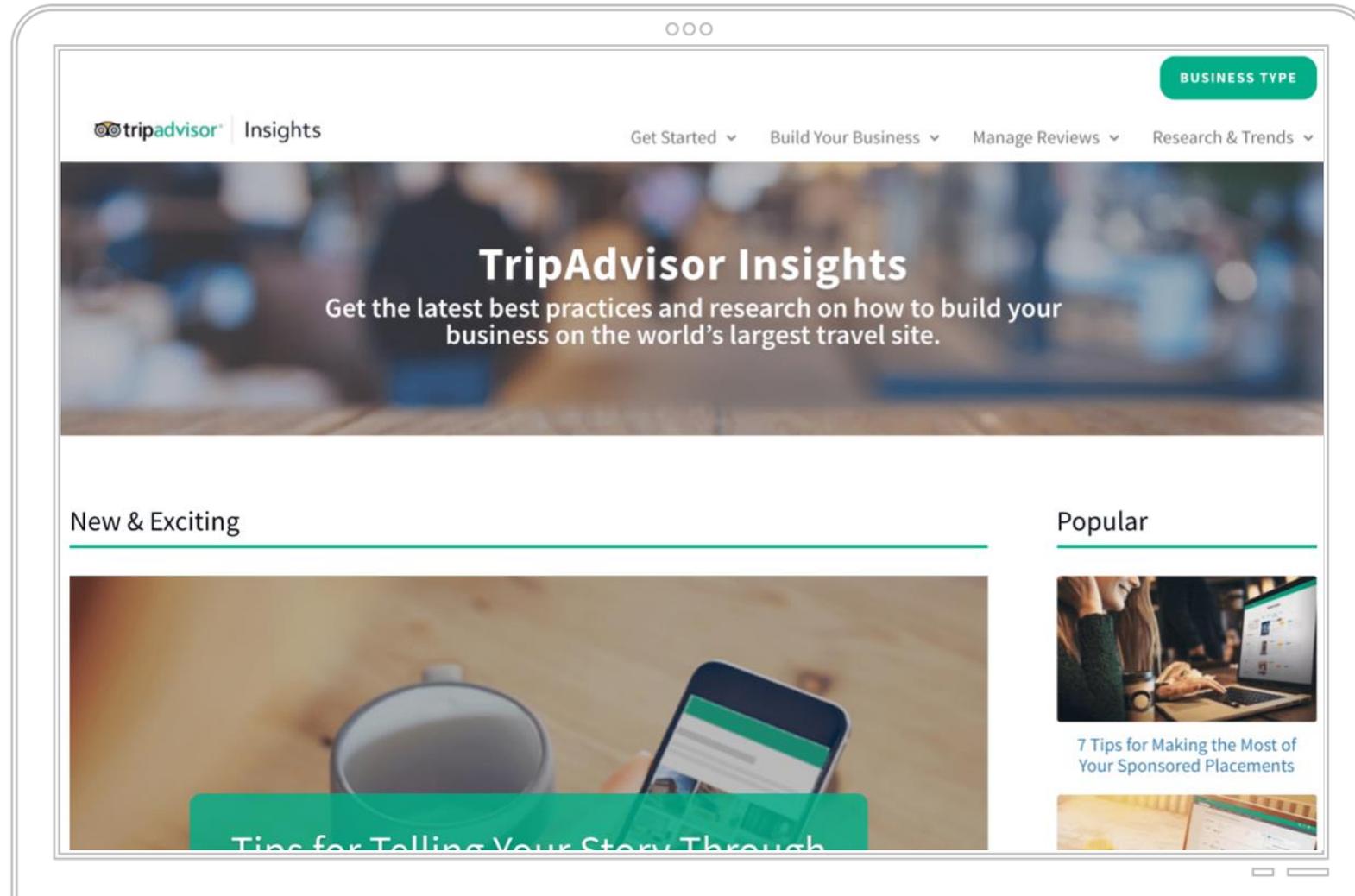
Make travel a daily habit





know better ● book better ● go better

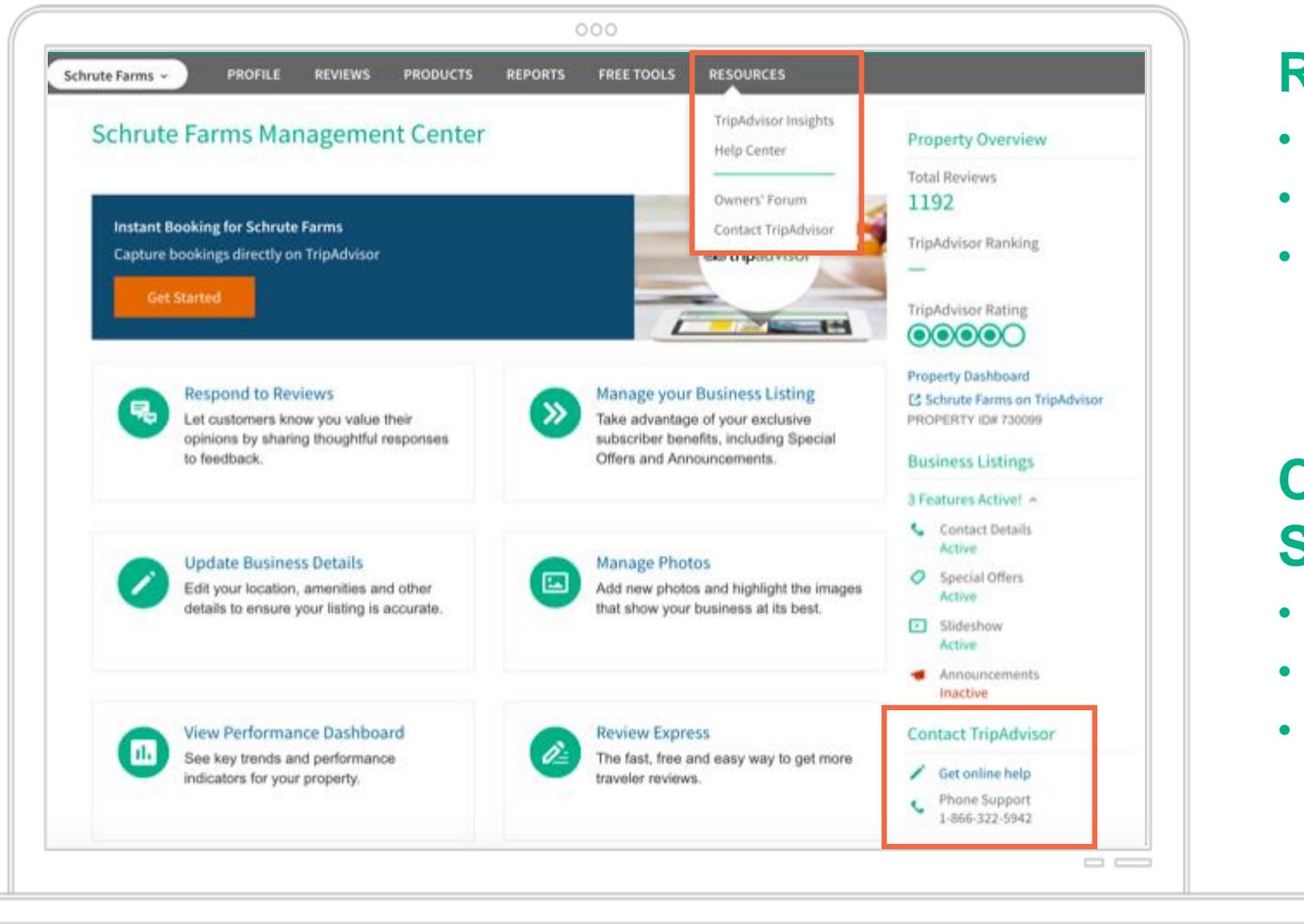
Visit TripAdvisor Insights for TripAdvisor Tools and Best Practices



 [TripAdvisor.com/Insights](https://www.tripadvisor.com/insights)

 [@TripAdvisorB2B](https://twitter.com/TripAdvisorB2B)

Customer Service and Support



Resources:

- Help Center
- Owners Forum
- TripAdvisor Insights

Contacting Customer Support:

- Log into the Management Center
- Submit a ticket
- Record the ticket number



TRAVELZOO

JENNIFER SOTELO

BUSINESS DEVELOPMENT MANAGER

A photograph of a resort poolside area. In the foreground, a swimming pool with blue tiles and a depth marker of '4' and '13' is visible. The pool deck is lined with numerous lounge chairs, many of which are shaded by large, tan-colored patio umbrellas. Two women in bikinis and wide-brimmed hats are walking along the pool's edge. In the background, there are several tall palm trees and a building with a domed roof. The sky is clear and blue.

TRAVELZOO[®]

**GREATER PALM SPRINGS 2018 RECAP
AND MARKET INSIGHTS**

FEBRUARY 7, 2019

TRAVEL INDUSTRY EXPERT MEMBERS TRUST



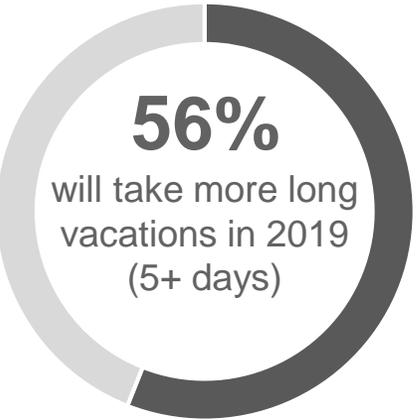
Celebrating over 20 years!
Invented digital custom travel content business

Known for unique, high-touch partner content development
Unmatched travel inventory knowledge
Irresistible actionable content

Member-first strategy works
14 million members in the U.S.
28 million members worldwide

93% of members recommend Travelzoo partners
2 out of 3 undecided on next vacation destination

Billions of dollars in travel and experiences sold



OUR ACTIVE AFFLUENT U.S. AUDIENCE IS READY TO BOOK



Affluent consumers

47% HHI of \$100,000+

92% college educated

67% female / **33%** male

69% age 25-64

Active travelers

85% own a valid passport

71% took 3+ trips last year

51% will travel domestically any month of the year

Strong spenders

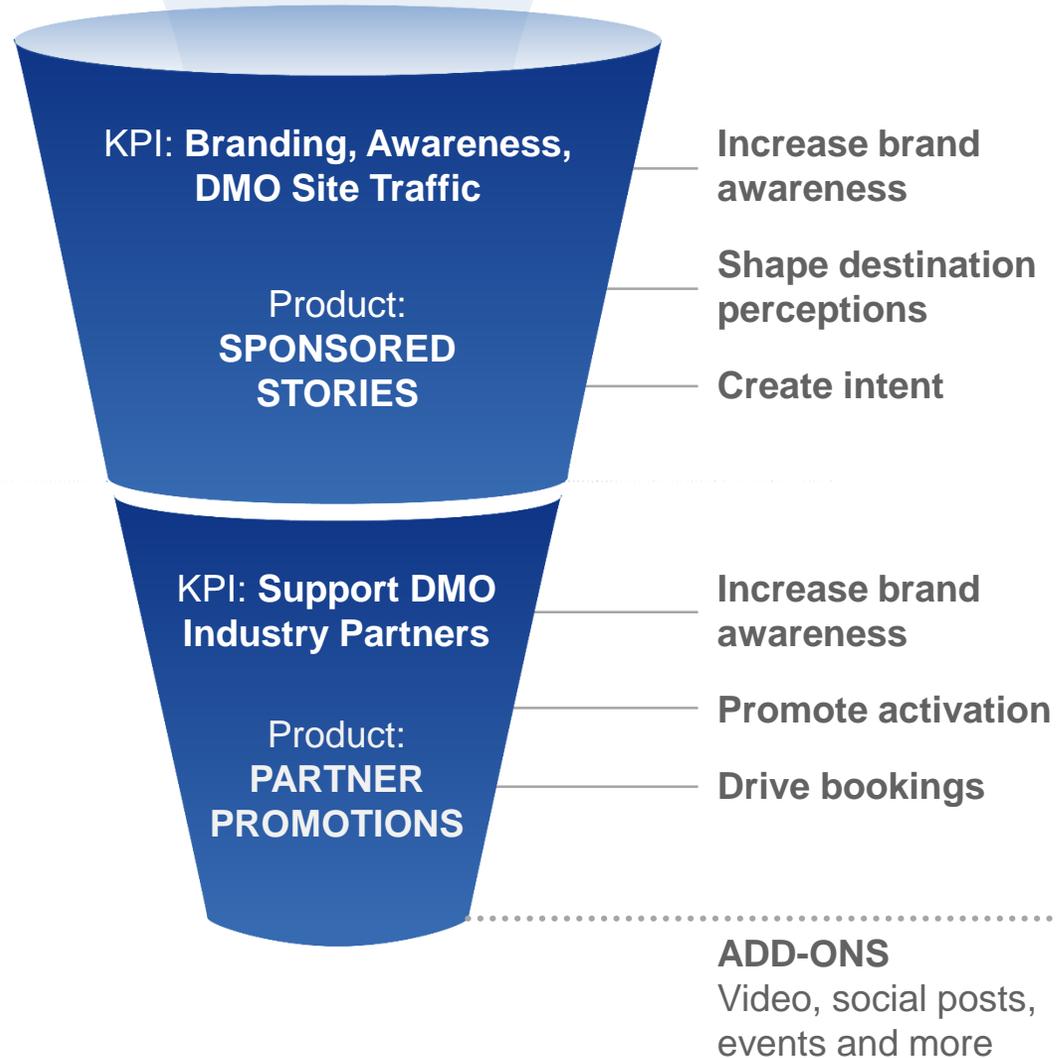
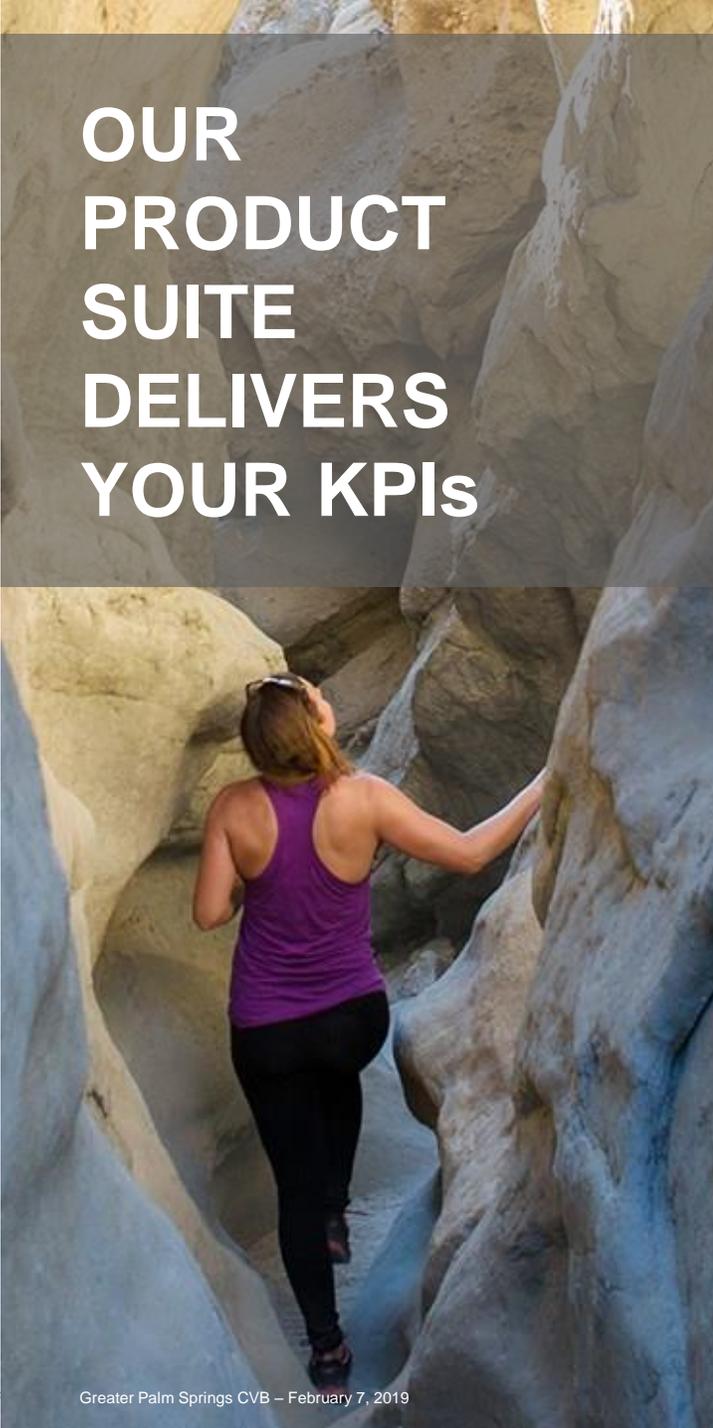
67% plan to spend \$3,000+ per person on travel in 2019

68% will spend the same or more on travel this year

Open minded

2 out of 3 do not have a destination in mind
when coming to Travelzoo

OUR PRODUCT SUITE DELIVERS YOUR KPIs





GREATER PALM SPRINGS 2018 CAMPAIGN OVERVIEW



PARTNER PROMOTIONS CAMPAIGN FLIGHTS:

Campaign 1:

February 2 – May 1, 2018

Campaign 2:

May 2 – August 31, 2018

Campaign 3:

September 1 – November 30, 2018

SPONSORED STORIES:

Campaign:

September 1 – October 31, 2018

Campaign overview

Capture existing spring/summer travel demand in drive markets by highlighting available high season savings.

Spring:

Drive awareness and bookings for Greater Palm Springs from cold-weather locales.

Summer:

Drive awareness and bookings from drive markets.

Deliver efficient online mix to an engaged audience.

Fall:

Drive awareness about the area's wellness initiatives and showcase fall travel and local deals through Partner Promotions.

PARTNER PROMOTIONS SUPPORT YOUR LOCAL TRAVEL SUPPLIERS

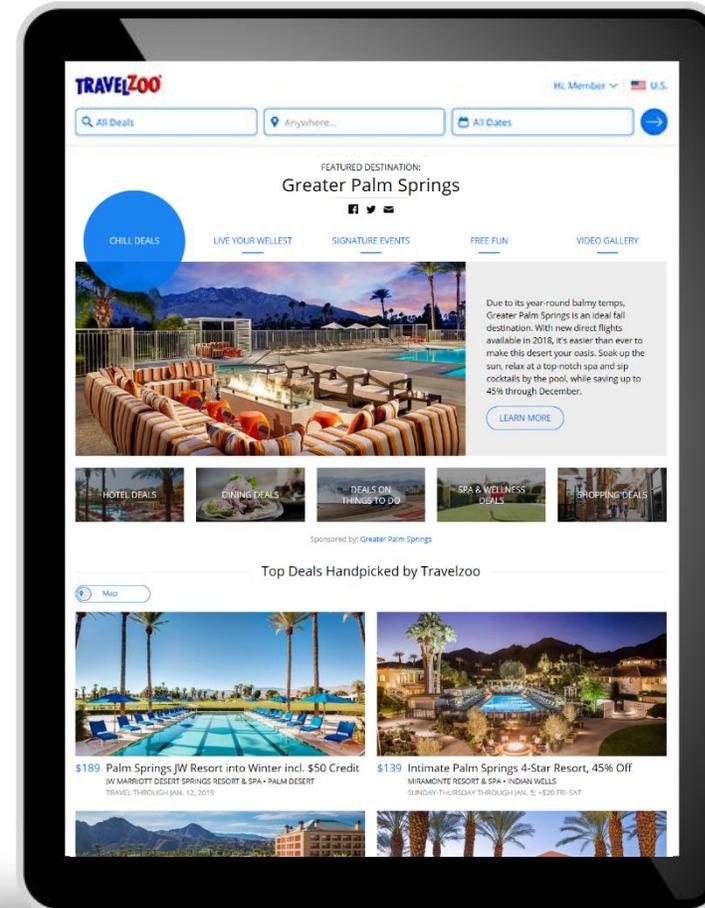
Tactical format promotes destination and partner offers to drive bookings

Destination content

What to do, see; Where to eat and more
Embed up to five supplied,
Travelzoo-approved, 30-second videos

Partner content

Greater Palm Springs partner offers



GREATER PALM SPRINGS PARTNER PROMOTION CAMPAIGN PERFORMANCE

CAMPAIGN FLIGHT: FEBRUARY 2 – NOVEMBER 30, 2018

Media Placements	Email, fixed placement, CPC and social media	
Results	Total exposure/impressions:	96,642,063
	Total clicks to Greater Palm Springs content:	180,705
Bookings	Total booked room nights:	7,259
	Estimated gross revenue for Greater Palm Springs:	\$1,349,972
	ROI:	8:1

CTR
almost doubled
YOY with
53% increased
spend

* Source: Google Analytics
** Funded by Destination Program
*** Source: SimilarWeb



Travelzoo.com searches for hotels in Greater Palm Springs **increased by 6.2% YOY**

Shifted email strategy to include cold-weather locales and draw snowbirds to warmer weather; these sends resulted in **214,343 email opens & 19,642 clicks to the microsite**

Delivered **standalone emails to target markets** including: Chicago, Denver, Minneapolis, Seattle and Southern California

Travelzoo tracked revenue totaled **\$1,349,972**. Results provided are from partners with Travelzoo campaigns.

GREATER PALM SPRINGS SPONSORED STORY

Total reach
6 million

Campaign flight
September 1 through present



GREATER PALM SPRINGS BRANDING CAMPAIGN PERFORMANCE

Campaign flight: September 1 – October 31, 2018



Sponsored Story Campaign

Contracted reach: 6,000,000

Results

Total reach: 14,770,364

Click through rate
(to Greater Palm Springs website): 13%

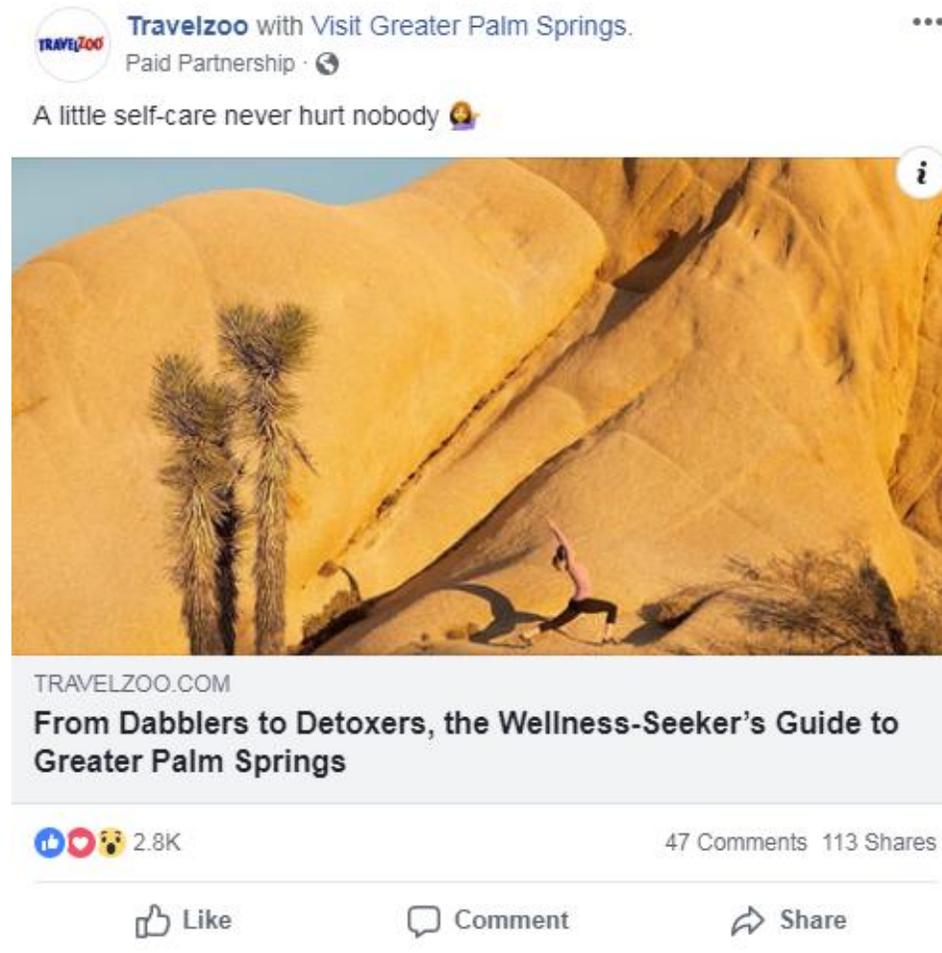
Average time on story*: 3:19 minutes

Scroll rate*: 68%

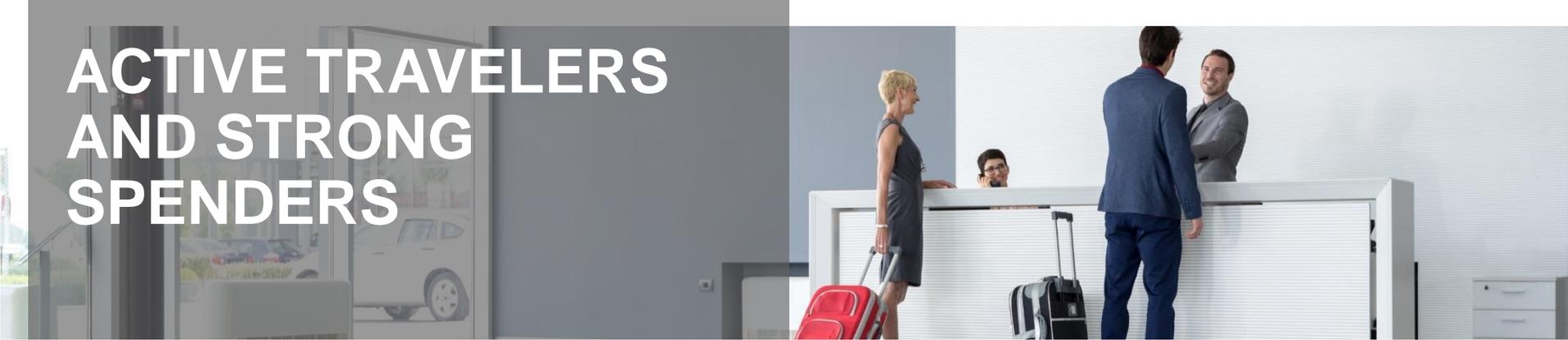
* Source: Crazy Egg

STRONG RESPONSE ON FACEBOOK

We saw high engagement on social media with **7,965** Facebook likes, shares, comments and clicks.

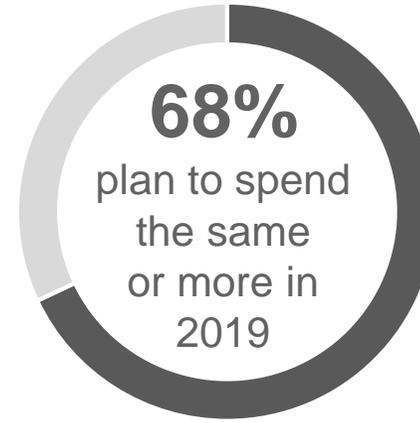
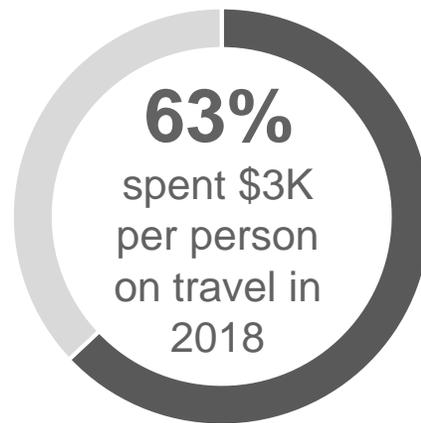


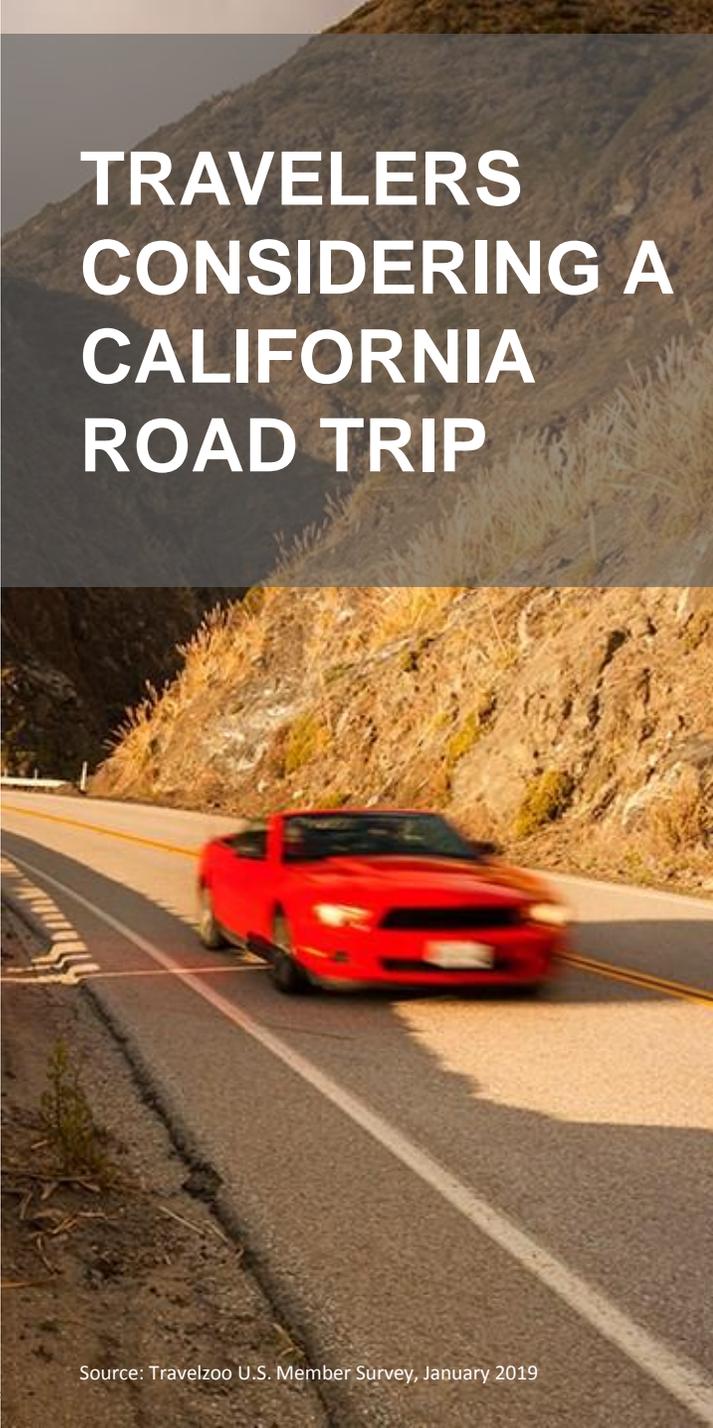
ACTIVE TRAVELERS AND STRONG SPENDERS



TRAVELZOO MEMBERS ARE PLANNING TO TRAVEL MORE THIS YEAR

MEMBERS TAKING 2+ DOMESTIC VACATIONS





TRAVELERS CONSIDERING A CALIFORNIA ROAD TRIP

62% of Travelzoo U.S. members
are planning a road trip
in 2019

TOP 10 STATES FOR 2019

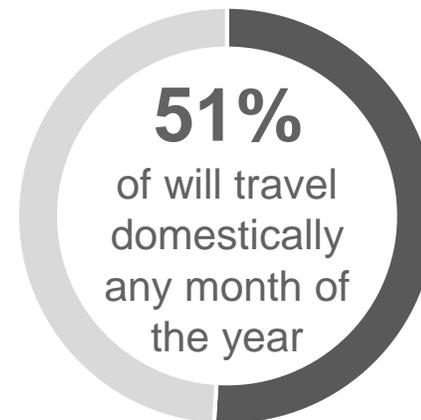
- #1 Florida
- #2 **California**
- #3 New York
- #4 Arizona
- #5 Colorado
- #6 Nevada
- #7 Hawaii
- #8 Texas
- #9 Massachusetts
- #10 North Carolina



**FLEXIBLE
TRAVELERS
INTERESTED IN
PALM SPRINGS**

Travelzoo U.S. members engaged
with Palm Springs content

110,000
in 2018



AN AUDIENCE READY TO BOOK IN ADVANCE

TRAVELZOO MEMBERS BOOK THEIR PALM SPRINGS HOTELS 26% EARLIER THAN THE U.S. POPULATION

NUMBER OF DAYS FROM BOOKING TO STAY FOR PALM SPRINGS



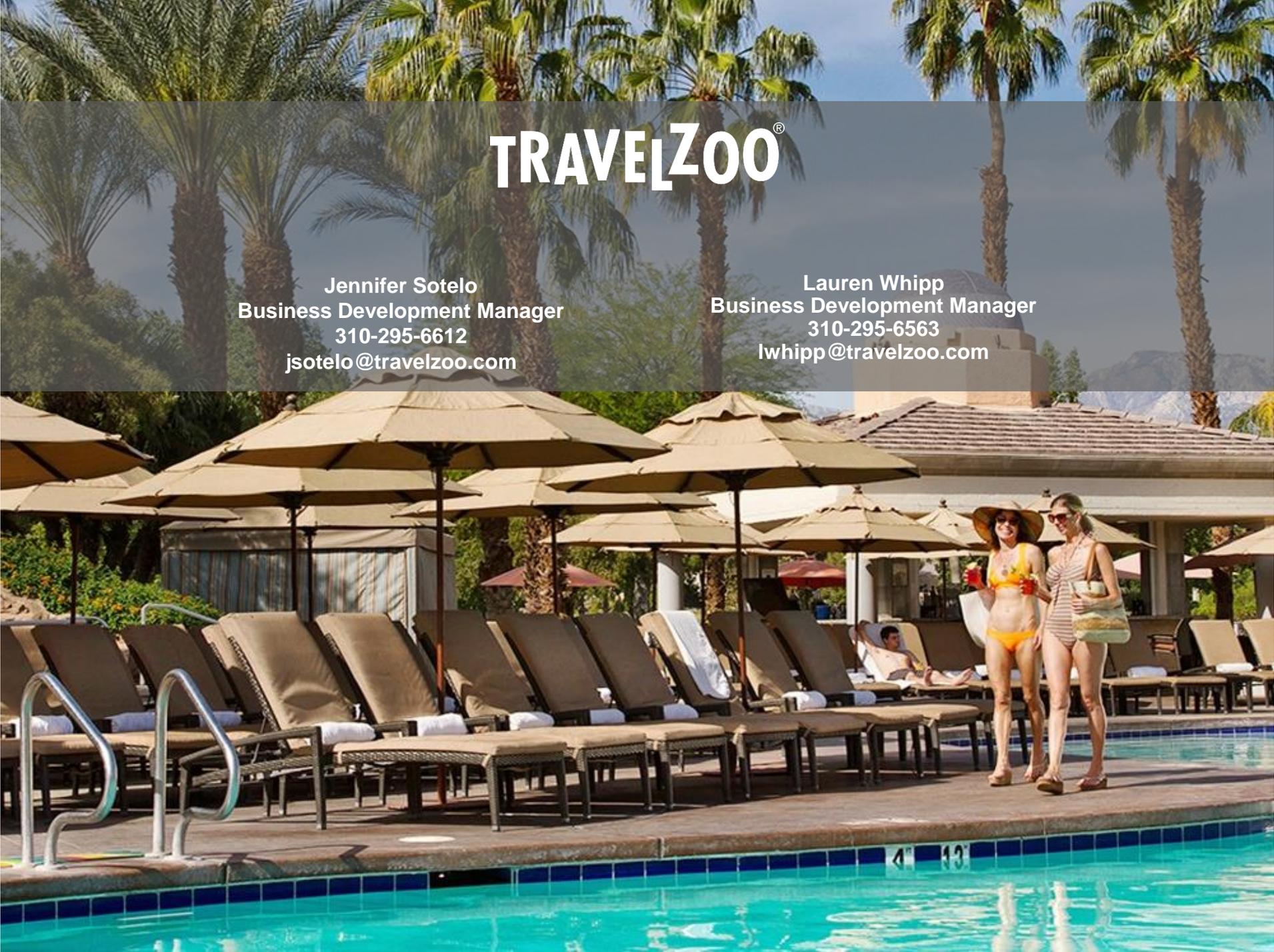
AN EXCLUSIVE, OPEN-MINDED AUDIENCE



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**EXPEDIA
GROUP**
TRENDS

LUNA HOUSE

ASSOCIATE MARKET MANAGER

Expedia Group

Bringing the World Within Reach

Luna House

Associate Market Manager, Palm Springs

Team Introductions

Introducing the Greater Palm Springs Team



expedia group[™]
lodging partner services

Greater Palm Springs Team



Arianna Chambers
Market Associate



Ashley Chaney
Market Associate



Caitlin Eberhart
Market Associate



Gregg Gant
Media Solutions



Alex Niezgoda
TravelAds



Ben Gutierrez
Hotwire

Who is Expedia Group?

Power of Partnership

Who is Expedia Group?

We are the world's travel platform. Our purpose is to bring the world within reach.

\$1.3B
technology investments

\$5.2B
marketing investments

312M
room nights up 16% YoY

675M+
monthly site visits

69M+
loyalty members



590K+
properties and
1.5M vacation rentals

550+
airlines

150+
car rentals

25k+
tours and activities

Dozens
cruise lines

Palm Springs Market Trends

2018 in Review and 2019 Trends

2018 Market Trends

The Year of Growth



2018 Market Trends

Expedia Group vs. Market Demand Growth by Quarter

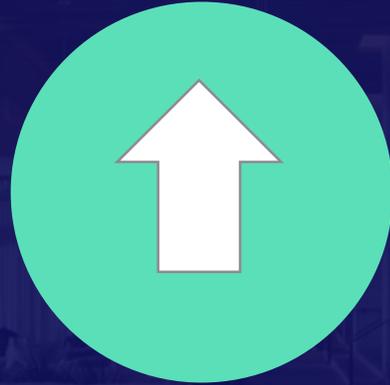


2019 Market Trends

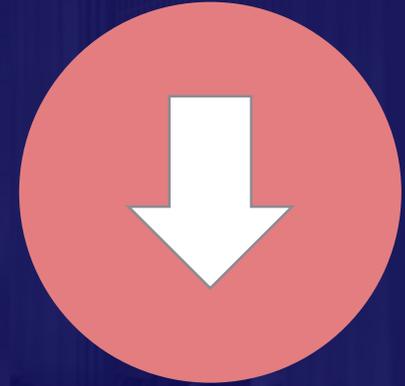
Q1 Demand Trends



January



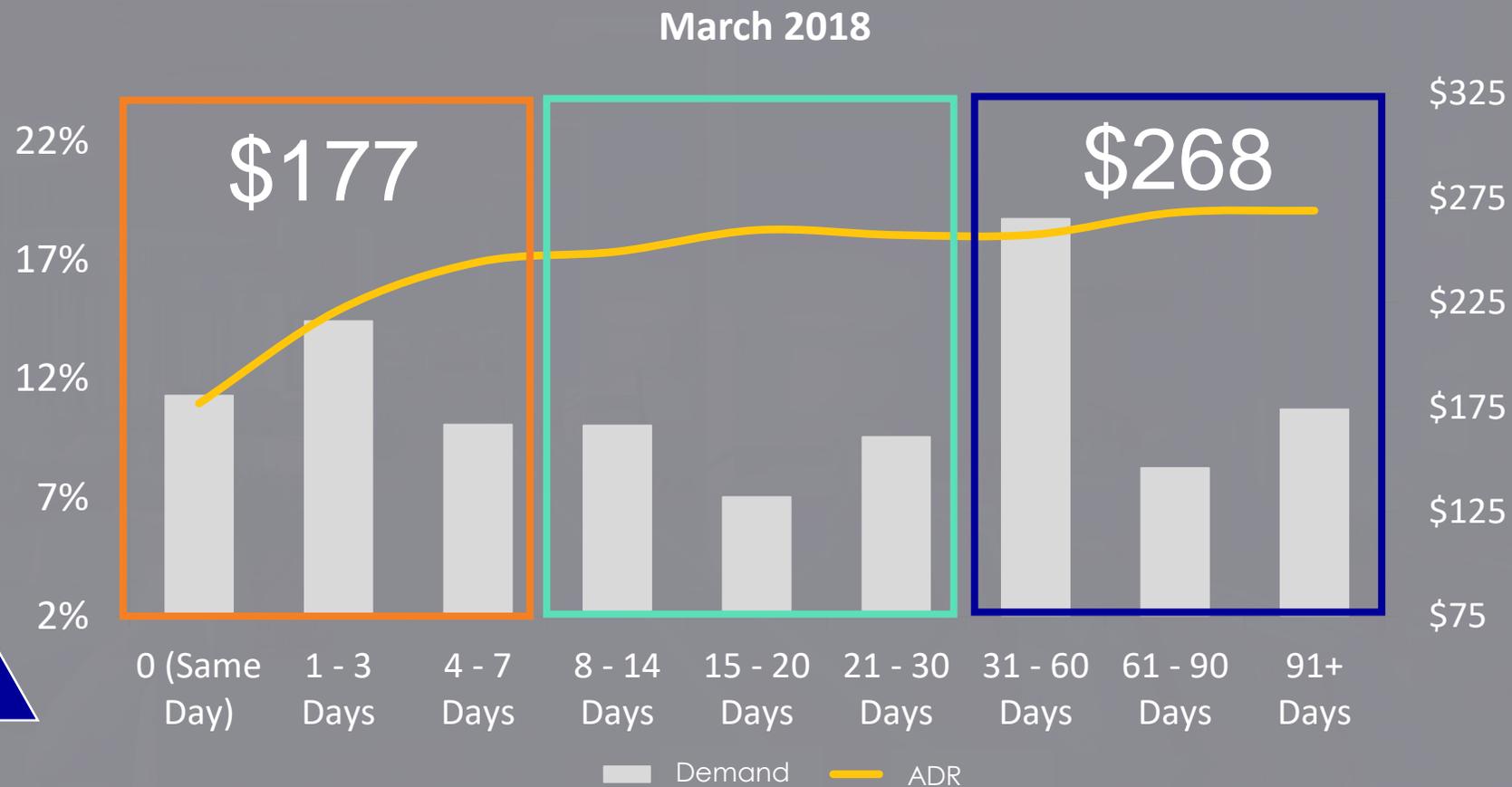
February



March

Market Overview

Booking Window Trends



How to make this strategy work

Targeting the right customers



Package International

Power of Packaging

Attracting exceptional customers



Market Overview

2018 Total vs. Package Booking Trends

Total

1.9

Length of Stay

20 days

Average Booking Window

+6%

Average ADR

Package

2.7

Length of Stay

29 days

Average Booking Window

\$10

Higher than Average ADR

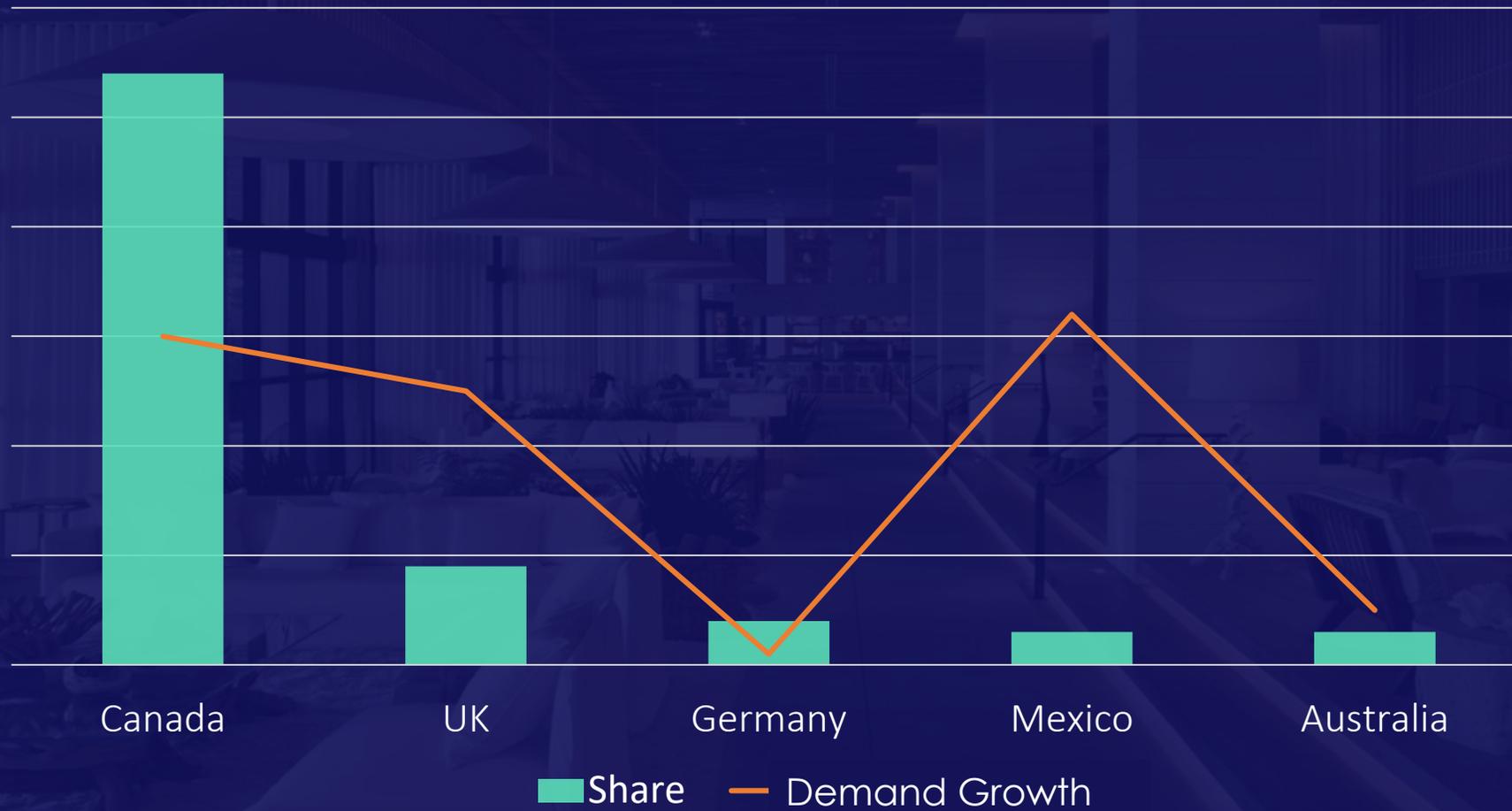
International

Attracting premium customers



International

2018 Top 5 Share and Demand Growth



Take advantage of booking behaviors

Grow your booking window



Canada

BW: 39.3 days

ADR: \$189



UK

BW: 63.2 days

ADR: \$191



Germany

BW: 64 days

ADR: \$145



Mexico

BW: 23.6 days

ADR: \$191



Australia

BW: 66.8 days

ADR: \$234



Palm Springs

It's not too late

To target the right customers



Thank you

Luna House, Associate Market Manager
lhouse@expediagroup.com



**EXPEDIA
GROUP**
2019 Member
Meeting

GREGG GANT

SENIOR ACCOUNT EXECUTIVE



Greater Palm Springs CVB

Gregg Gant
ggant@expedia.com





Air Tickets

121.3K

+ 8.7% YoY



Room Nights

640.8K

+ 4.7% YoY



PAX

815.4K

+ 4.5% YoY



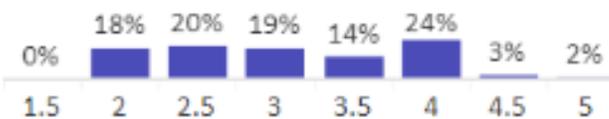
Package

13.4%

Flight + Other



Star Rating



Top 10 Origin Air Markets By Air Ticket Sales

Market	Tickets	% of Total	
San Francisco, USA	12.7K	10.4%	\$3.4M
Seattle, USA	11.3K	9.4%	\$3.3M
Vancouver, CAN	8.9K	7.3%	\$2.5M
Portland, USA	7.2K	5.9%	\$1.7M
New York, USA	5.6K	4.6%	\$1.8M
Minneapolis, USA	4.6K	3.8%	\$1.3M
Chicago, USA	4.2K	3.5%	\$1.8M
Denver, USA	3.9K	3.2%	\$1.1M
Calgary, CAN	3.1K	2.6%	\$1.0M
Toronto, CAN	2.6K	2.2%	\$1.0M



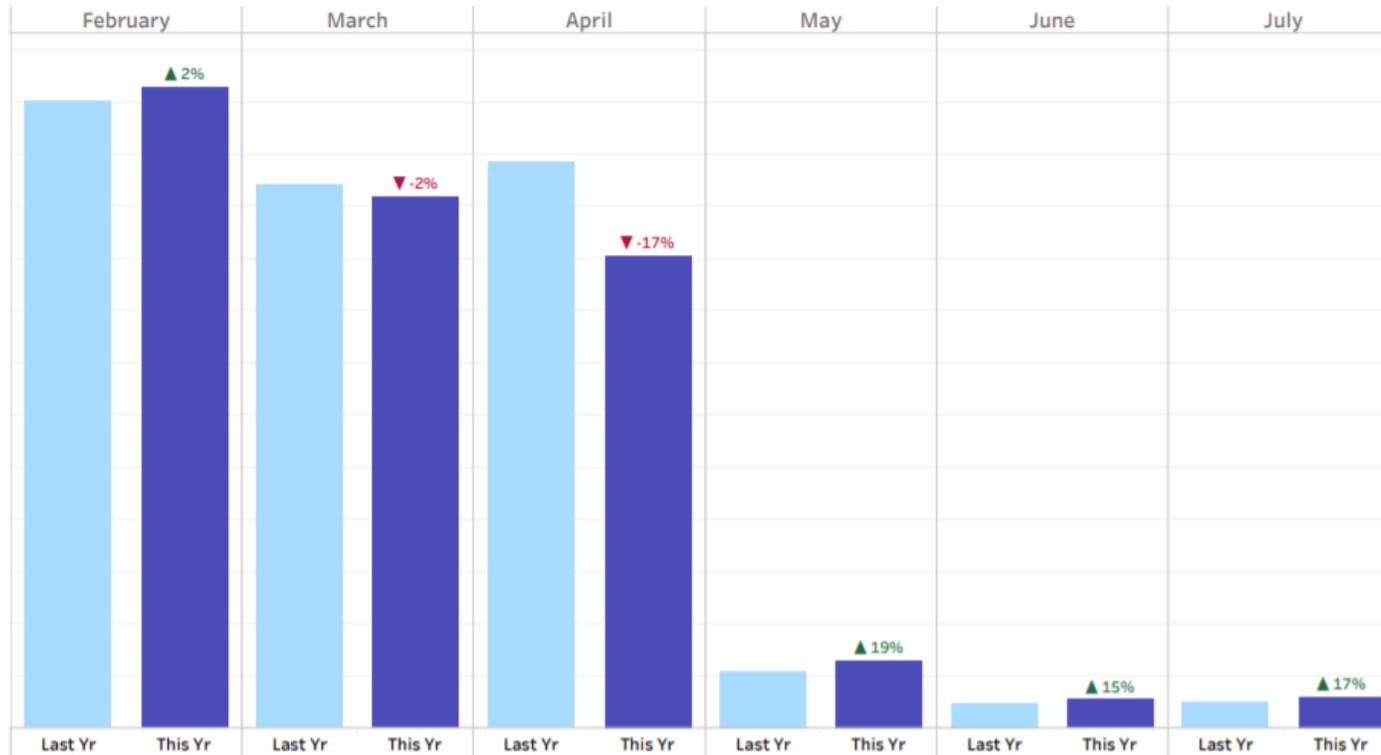
Top 10 Points of Sale by Gross Bookings (\$USD)

Expedia US	\$71.2M
Hotels.com US	\$49.9M
Expedia Canada	\$12.1M
Travelocity US	\$11.5M
Orbitz	\$10.6M
Hotwire	\$2.6M
Hotels.com Canada	\$2.1M
CheapTickets	\$1.6M
Expedia UK	\$988.5K
Hotels.com UK	\$794.2K



Total Future Room Night Stays are down -3.9% from Last Year

Room Night Stays Over the Next 6 Months



GPSCVB + JNS NEXT + EXPEDIA GROUP

Test, Learn & Grow

- 84K+ Room Nights
- 20K+ Air Tickets
- 16.7M Impressions
- 60% Higher CTR (over industry benchmark)
- 131.4 Return-On-Ad-Spend

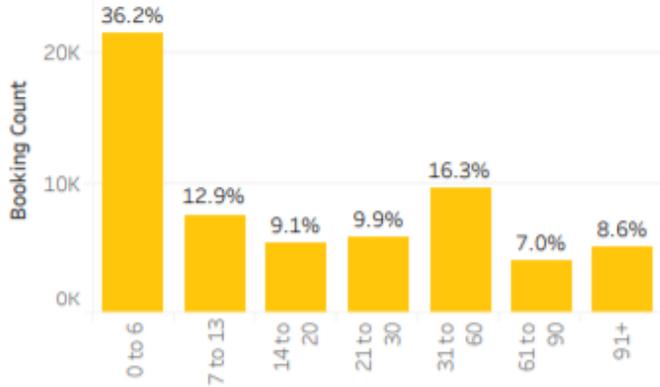
Performance Summary For Greater Palm Springs



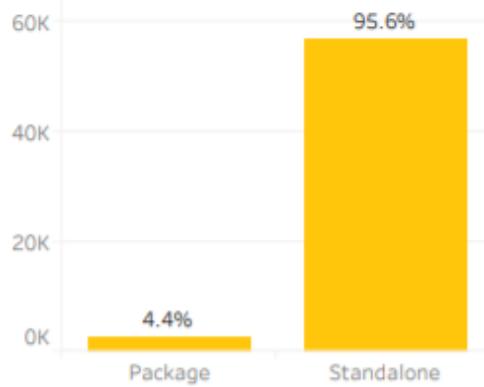
Conversion Insights For Greater Palm Springs



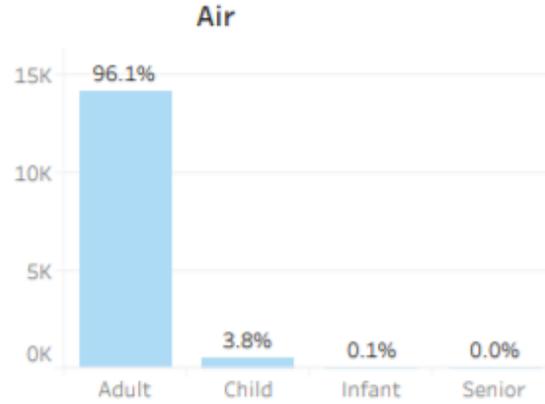
Travel Window (Days)



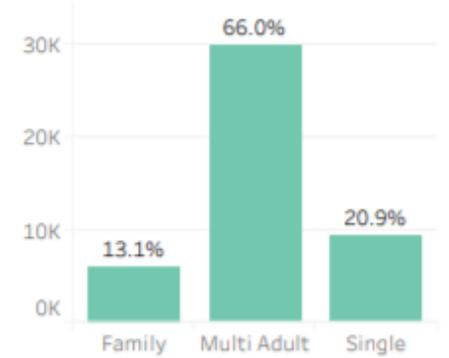
Package or Standalone



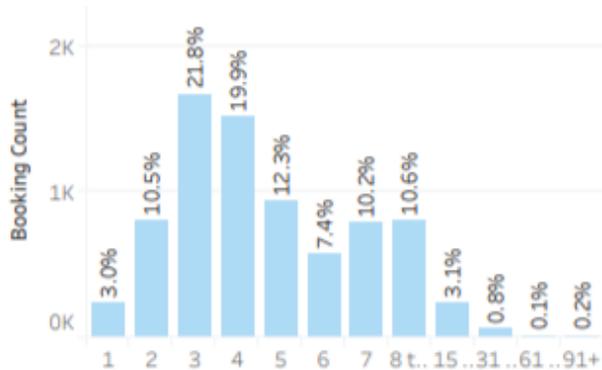
Person Count



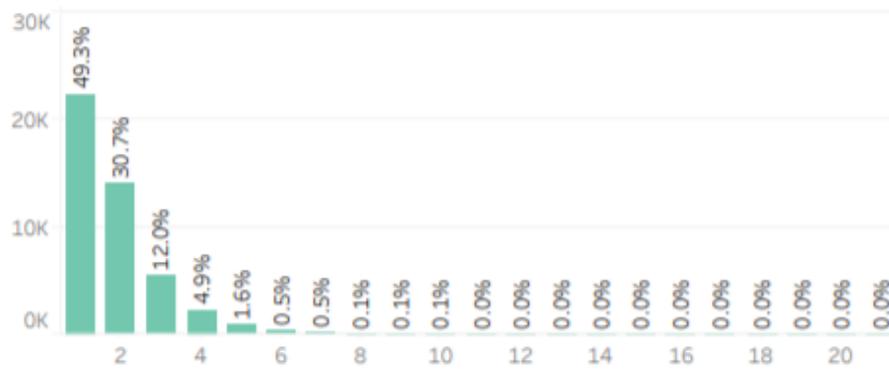
Hotel



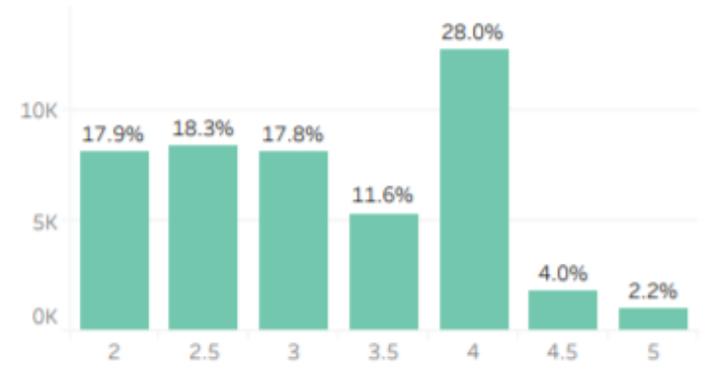
Air Trip Duration (Days)



Hotel Length of Stay (Days)



Hotel Star Rating



Search Flights

- Flight Only
- Flight + Hotel
- Flight + Hotel + Car
- Flight + Car

- Roundtrip
- One way
- Multi-City

Flying from
Seattle, WA (SEA-Seattle - Tacoma Intl.)

Flying to
Palm Springs, CA (PSP-All Airports)

Departing
01/17/2019

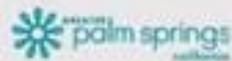
Returning
01/21/2019

Travelers
2 Adults

Additional options

- Add a hotel
- Add a car

Search



Fly Nonstop to sunshine. Find Flights

SEE DEALS

FIND FLIGHTS NOW >

Find your oasis of luxury.



GPSCVB Landing Pages Drive & Fly



GREATER palm springs
find your oasis.

With more than 300 days of sunshine each year, Greater Palm Springs offers a "chill culture" second to none. From events like world-famous music festivals and art shows to a thriving culinary scene and health and wellness options ranging from scenic hikes to natural mineral water spas, there are plenty of ways to chill in the Southern California oasis. Scroll down to discover more about Greater Palm Springs and find great hotel deals for your stay.

Greater Palm Springs - Areas to Visit and Things to Do

Chill Deals
Check Greater Palm Springs off your vacation wishlist with some of the hottest deals around this summer. As temperatures rise, prices drop on hotels, dining, attractions and more throughout the area. Soak up the sun, relax at a top-notch spa and sip cocktails by the pool, while enjoying great summer deals.

[See Deals](#)

Live Your Wellest
Treat yourself to the wellness vacation you deserve in an oasis meant for total relaxation. This sun-soaked Southern California destination boasts everything you need for relaxation and rejuvenation, including world-class spas, healing mineral waters, outdoor adventure and holistic wellness experiences. Discover how to Live Your Wellest here.

[See More](#)

Signature Events
Hollywood's one-time party playground has evolved into a destination where travelers come from near and far because something is always going on. Mega music acts Coachella and Stagecoach may get the biggest headlines, but there are food festivals, art shows, sports tournaments and pool parties to fill the calendar year-round.

[See More](#)

Sort by: Recommended

<p>Palm Springs</p> <p>Ace Hotel and Swim Club</p> <p>★★★★</p> <p>PRICES FROM \$206 per night Thu, Dec 19 - Sat, Dec 16</p>	<p>Rancho Mirage</p> <p>Agua Caliente Casino Resort Spa</p> <p>★★★★</p> <p>PRICES FROM \$131 per night Mon, Dec 10 - Wed, Dec 12</p>	<p>Desert Hot Springs</p> <p>Aqua Solel Hotel & Mineral Water Spa</p> <p>★★★★</p> <p>PRICES FROM \$89 per night Mon, Dec 10 - Thu, Dec 13</p>	<p>Palm Springs</p> <p>Avalon Hotel and Bungalows Palm Springs</p> <p>★★★★</p> <p>PRICES FROM \$204 per night Mon, Dec 10 - Wed, Dec 12</p>
<p>Palm Springs</p> <p>★★★</p> <p>Quality Inn Palm Springs Downtown</p> <p>PRICES FROM \$86 per night Sat, Dec 18 - Mon, Dec 17</p>	<p>Indio</p> <p>★★★</p> <p>Best Western Date Tree Hotel</p> <p>★★★★</p> <p>PRICES FROM \$127 per night Thu, Dec 10 - Sat, Dec 16</p>	<p>Palm Springs</p> <p>★★★</p> <p>Best Western Inn at Palm Springs</p> <p>★★★★</p> <p>PRICES FROM \$145 per night Sat, Dec 18 - Mon, Dec 17</p>	<p>Palm Springs</p> <p>★★★</p> <p>Best Western Plus Las Brisas Hotel</p> <p>★★★★</p> <p>PRICES FROM \$131 per night Sat, Dec 18 - Mon, Dec 17</p>



GREATER palm springs
find your oasis.

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Greater Palm Springs - Areas to Visit and Things to Do

Fly Nonstop to Greater Palm Springs
Palm Springs style this season. With nonstop flights from 21 destinations, it's easier than ever to warm up this winter.

[See More](#)

Chill Deals
Check Greater Palm Springs off your vacation wishlist with some of the hottest deals around this summer. As temperatures rise, prices drop on hotels, dining, attractions and more throughout the area. Soak up the sun, relax at a top-notch spa and sip cocktails by the pool, while enjoying great summer deals.

[See Deals](#)

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[See More](#)

✕ Flights from Seattle

<p>Seattle (SEA) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$196</p> <p>DELTA</p> <p>Wed, Feb 20 - Wed, Feb 27</p>	<p>Seattle (SEA) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$196</p> <p>Alaska</p> <p>Thu, Dec 12 - Tue, Dec 25</p>	<p>Seattle (SEA) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$196</p> <p>Alaska</p> <p>Fri, Dec 14 - Tue, Dec 18</p>	<p>Seattle (SEA) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$196</p> <p>DELTA</p> <p>Fri, Dec 7 - Fri, Dec 14</p>
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✕ Flights from Portland

<p>Portland (PDX) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$106</p> <p>SUNcountry</p> <p>Thu, Jan 20 - Thu, Jan 10</p>	<p>Portland (PDX) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$116</p> <p>SUNcountry</p> <p>Sun, Jan 20 - Thu, Jan 24</p>	<p>Portland (PDX) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$138</p> <p>SUNcountry</p> <p>Thu, Nov 29 - Mon, Dec 3</p>	<p>Portland (PDX) Palm Springs (PSP)</p> <p>ROUNDTRIP</p> <p>\$138</p> <p>UNITED AIRLINES</p> <p>Thu, Jan 3 - Thu, Jan 10</p>
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Targeting Canadians with Brand USA & Expedia Group. 60% Matching Funds!



With more than 300 days of sunshine each year, Greater Palm Springs offers a "chill culture" second to none. From events like world-famous music festivals and art shows to a thriving culinary scene and health and wellness options ranging from scenic hikes to natural mineral water spas, there are plenty of ways to chill in this Southern California oasis. Scroll down to discover more about Greater Palm Springs and find great hotel deals for your stay.

Greater Palm Springs - Areas to Visit and Things to Do



Fly Nonstop to Greater Palm Springs
Ditch cold weather and do "winter chill" in true Greater Palm Springs style this season. With nonstop flights from 21 destinations, it's easier than ever to warm up this winter.

[See More](#)



Chill Deals
Check Greater Palm Springs off your vacation wishlist with some of the hottest deals around this summer. As temperatures rise, prices drop on hotels, dining, attractions and more throughout the area. Soak up the sun, relax at a top-notch spa and sip cocktails by the pool, while enjoying great summer deals.

[See Deals](#)



Live Your Wellest
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[See More](#)

Flight + Hotel Deals

Palm Springs	Palm Springs	Palm Springs	Palm Springs
			
<p>Flight + 3 nights Mon, 11 Mar - Thu, 14 Mar Phoenix (PHX) Palm Springs (PSP) The Saguaro Palm Springs ★★★★</p>	<p>Flight + 3 nights Mon, 11 Mar - Thu, 14 Mar Phoenix (PHX) Palm Springs (PSP) Kimpton Rowan Palm Springs Hotel ★★★★</p>	<p>Flight + 3 nights Tue, 12 Mar - Fri, 15 Mar Phoenix (PHX) Palm Springs (PSP) Kimpton Rowan Palm Springs Hotel ★★★★</p>	<p>Flight + 3 nights Mon, 11 Mar - Thu, 14 Mar Phoenix (PHX) Palm Springs (PSP) Desert Isle of Palm Springs by Diamond Resorts ★★★★</p>
PER PERSON FROM C\$496	PER PERSON FROM C\$965	PER PERSON FROM C\$1,051	PER PERSON FROM C\$718

Co-op Possibilities

Indulge your Fantasies in Scenic Sedona

Multi-level stone formations jut upward from the high desert floor creating a vivid, mesmerizing setting that changes hourly with the light. When USA Weekend completed their "Most Beautiful Places in America" list, there are many reasons Sedona claimed the top spot. It's a mecca for hiking, biking, performing arts, great dining and total relaxation. Take advantage of these outstanding hotel deals and start planning your Sedona retreat.



Arabella Hotel Sedona
Weekly Special 20% Off for Stays Sunday-Thursday
 Surrounded by the magnificent Red Rocks, the Arabella Hotel is centrally located to shops, galleries, and restaurants with just a 5 to 15-minute walk. Enjoy amenities that other properties have a long trail steps from your room. Free hot breakfast, private covered patio with a full mountain view, two sparkling pools and no resort fees. We host the entertainment every weekend, including complimentary star gazing. Pet-friendly rooms are available as well. The Arabella Hotel Sedona is located in the most beautiful place on earth.
[Book Now](#)



Sedona Real Inn & Suites
 Minutes from hiking and biking, Sedona Real Inn & Suites is the prime location for adventure seekers! Enjoy a complimentary hot breakfast to start your day and signature concierge service to help make the most of your time in beautiful Sedona. Come back from your adventures to relax in our peaceful tub, or enjoy hammockers at our fire-pit in our exclusive family park. Book this limited offer now!
[Book Now](#)



Southwest Inn at Sedona
 Up to 20% Off
 Southwest Inn is a boutique hotel with a true Southwest Spirit offering bed & breakfast style experience. Come enjoy our spacious guestrooms featuring granite amenities, fireplace & private patio. With an outdoor pool, spa and a wonderful breakfast featuring homemade muffins are offered to enhance your experience. Enjoy your vacation and relax with us today!
[Book Now](#)



Hilton Sedona Resort at Bell Rock
20% Off a Four-Night Stay Through December
 With a magical location surrounded by a stunning landscape and an array of amenities, the recently renovated Hilton Sedona at Bell Rock is your ideal home for adventure in Arizona's red rock country.
[Book Now](#)



Sedona Rouge Hotel
Up to 15% Off or \$25 Spa Credit
 Surrounded by stunning views and beautiful Red Rock, Sedona Rouge Hotel & Spa is the perfect destination for both an adventure-filled vacation or a relaxing spa getaway hotel with pool, and local favorite REDS Restaurant. Save up to 15% or receive a \$25 per person Spa Credit most dates throughout the year.
[Book Now](#)



Orchards Inn
 In the heart of Uptown Sedona, tucked into the hillside, unsurpassed Red Rock views and modern amenities, including free breakfast and parking, await at Orchards Inn. All guest rooms have breathtaking views and feature a private balcony or patio. This family-friendly property features OldGarden Cafe, which is the most famous and exciting Mexican restaurant in the heart of Uptown Sedona.
[Book Now](#)



Arroyo Pinion Hotel
 Up to 20% Off
 Our freshly updated, designer guest rooms include Beautyrest beds with premium bedding, custom outlets and USB ports at each nightstand and desk area, and custom lounge chairs and ottomans. Flat-screen television with cable, refrigerator, microwave, safe, coffee maker & desk with ergonomic chair are provided for your enjoyment. Some rooms feature a wraparound bathtub with fireplace and private patio.
[Book Now](#)



Hotel Name A
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)



Hotel Name B
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)



Hotel Name C
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)



Hotel Name D
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)



Hotel Name 1
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)



Hotel Name 2
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)



Hotel Name 3
Save up to XX%
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula nisi ac varius aliquam. Donec vel faucibus leo. Vivamus mauris lorem, sollicitudin nec sapien nec, elementum lacinia orci. Cras ut quam malesuada, hendrerit nibh ut, fringilla est.
[Book Now](#)

Plan Your Visit to Phoenix Visit the Soul of the American Southwest

In Phoenix, unmatched desert character meets big city sophistication. America's 10th most populated city is home to real cowboys, red-rock buttes and the kind of cactus most people see only in cartoons. It is the heart of the Sonoran Desert, the gateway to the Grand Canyon, and it's also home to world-class golfing, a bustling downtown, award-winning restaurants, exquisite spas, incredible museums, and the largest shopping mall in the Southwest. This mix of timeless desert beauty and urban sophistication is the perfect setting for family vacations, weekend adventures or romantic getaways.



Visit Mesa
Save up to 20% Off!
 Experience Mesa like the locals do. Partake in some of the Southwest's most thrilling outdoor adventures and take your taste buds on a culinary journey along the Fresh Foodie Trail!
[Book Now](#)



The Wiggam Resort
 Save up to 25% at The Wiggam, an AAA 4-Diamond resort situated on 440 scenic acres with castle-style guestrooms, three pools, 64 holes of golf, Red Door Salon & Spa, five restaurants, and bars.
[Book Now](#)



CIVANA Carefree Resort
 Gateway to CIVANA Carefree this fall and receive a \$50 spa credit with your stay. After a \$23 million room renovation, the resort now offers up to 12 movement & enrichment classes daily, a state-of-the-art fitness center, a healing arts spa, 2 resort pools, shuttle service into downtown Carefree, Cave Creek, and more.
[Book Now](#)



Fairmont Scottsdale Princess
 Escape to Scottsdale's premiere AAA Five Diamond resort. Enjoy shareworthy outdoor adventures, six pools, championship golf, a world-class spa and "Arizona's Best Dining Resort." Book now for a \$25 daily resort credit!
[Book Now](#)



Marriott Hotels of Phoenix
 Unlock limited time rates! Whether you seek a romantic resort escape or a family vacation spot near the best museums, Marriott has it all at participating Renaissance, Courtyard, W Hotels & more.
[Book Now](#)



Mountain Shadows Resort Scottsdale
Complimentary Welcome Drinks & Room Class Upgrades
 Experience the all-new Mountain Shadows Resort Scottsdale located in the heart of Paradise Valley at the base of majestic Camelback Mountain. Reserve this offer and receive complimentary drinks upon arrival and an upgraded room type.
[Book Now](#)



The Camby Hotel
\$25 Dinner Credit or \$25 Spa Credit
 A playful mix of the professional and the avant-garde, The Camby is Travel + Leisure's Coolest Urban Hotels. Book now and receive a \$25 dinner credit in Artisan or a \$25 credit in Zest Spa.
[Book Now](#)



Research & Insights





MULTI-GENERATIONAL TRAVELER TRENDS

GENERATION Z

ARE OPEN-MINDED, BUCKET-LIST ORIENTED & LOOKING FOR OFF THE BEATEN PATH LOCATIONS



29
Travel Days
Per Year



56%
Visiting Family



51%
Relaxing



45%
Sight-seeing



36%
Special Event

TOP VACATIONS TYPES



81%
Said budget is
a factor



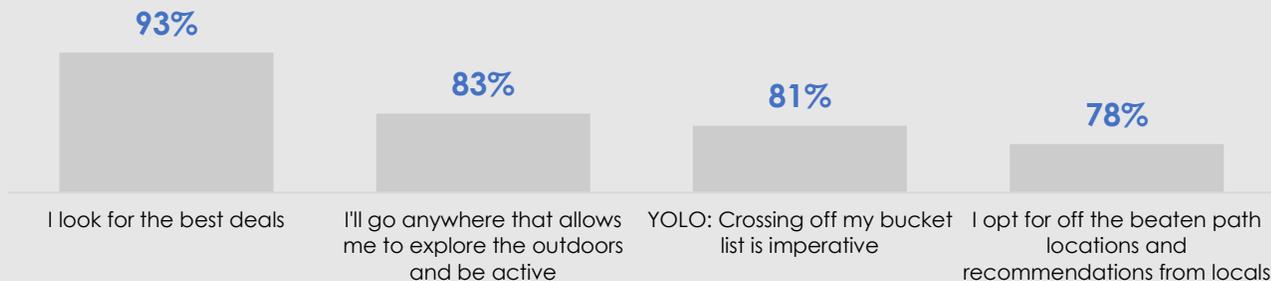
25%
Of their budget is
allocated to flights

RESOURCES USED IN BOOKING LAST TRIP



1. Search Engine
2. OTA
3. Airline Site
4. Hotel Site

TRAVEL PERSONALITY



MOST INFLUENTIAL PLATFORMS

90%
Decisions are
influenced by
social media



Snapchat



Instagram



Facebook

MILLENNIALS

EMBRACE YOLO, PREFER ALL-INCLUSIVE, RELAXING & ROMANTIC VACATIONS



Travel Days
Per Year



55%
Relaxing



50%
Visiting Family



45%
Family Play



34%
Romantic Getaway

TOP VACATIONS TYPES



53%
Book Travel
on an OTA

Other leading booking
resources are Search
Engines & Hotel Sites



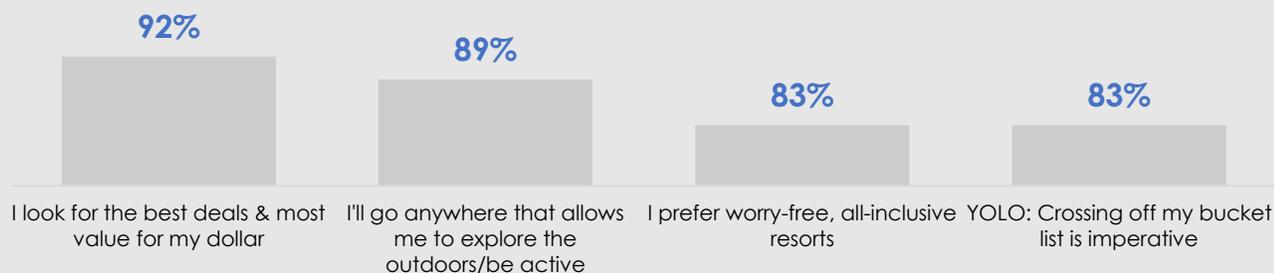
70%
Stayed in
a hotel

RESOURCES USED IN BOOKING LAST TRIP

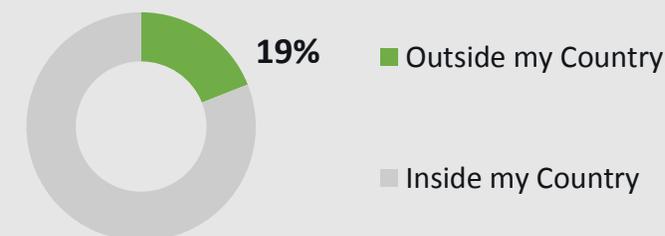
72%

Decisions can
be influenced
by advertising

TRAVEL PERSONALITY



LOCATION OF LAST VACATION



GENERATION X

ARE VACATION DEPRIVED ROAD TRIP WARRIORS, TRAVELING LESS FREQUENTLY THAN OTHER GENERATIONS



Travel Days Per Year



51%
Relaxing



48%
Visiting Family



48%
Sight-seeing



41%
Family Play

TOP VACATIONS TYPES

MOST INFLUENTIAL PLATFORMS



Facebook



Pinterest



13%

Of their budget is allocated to tours/attractions



43%

Traveled by Car



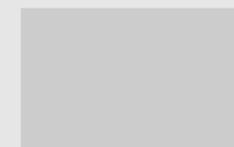
55%

Book Travel on an OTA

Other leading booking resources are Search Engines & Hotel Sites

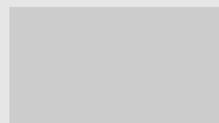
TRAVEL PERSONALITY

93%



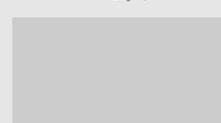
I look for the best deals

78%



I'll go anywhere that allows me to explore the outdoors and be active

71%



Every vacation is family oriented

71%



I opt for off the beaten path locations and recommendations from locals

LOCATION OF LAST VACATION



12%

■ Outside my Country

■ Inside my Country

BABY BOOMERS

ARE DECISIVE & CONFIDENT TRAVELERS, AND NOT TIED TO BUDGET



Travel Days Per Year

TOP VACATIONS TYPES



67%
Visiting Family



48%
Relaxing



44%
Sight-seeing



57%

Said budget is a factor



66%

Influenced by ads with informative content



56%

Have already decided on a destination

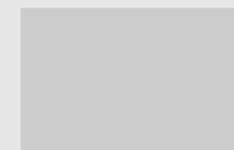
RESOURCES USED IN BOOKING LAST TRIP



1. OTA
2. Hotel Site
3. Airline Site

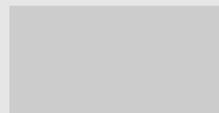
TRAVEL PERSONALITY

95%



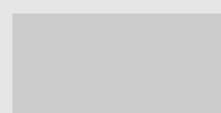
I look for the best deals

72%



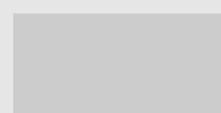
I'll go anywhere that allows me to explore the outdoors and be active

67%



Museums, historical sites, arts & culture

67%



I opt for off the beaten path locations and recommendations from locals

LOCATION OF LAST VACATION



19%

- Outside my Country
- Inside my Country

Expedia Group a great resource for DMO's, Hotels & Attractions

expedia group
media solutions

PATH TO PURCHASE

Comprehensive, custom research reveals online travel shoppers' behavior throughout the consumer journey

American, British, and Canadian travelers' paths to purchase

Expedia Media Solutions blends behavioral data with a custom survey to surface the latest trends of American, British, and Canadian online travel shoppers throughout the inspiration, consideration, and booking phases - uncovering opportunities for marketers to reach and influence traveler purchase decisions.

- [View Research](#) to get a broad overview with graphs and data
- [Read the White Paper](#) to find deeper analysis with detailed statistics
- [Watch the Recorded Webinar](#) with Matthew Reichel, Global VP Product & Analytics

360 Dashboard Report

DESTINATION ABC

The dashboard displays several key metrics and charts:

- Air Tickets:** 1.2M (+6.1% YoY)
- Room Nights:** 1.4M (+6.1% YoY)
- PAX:** 2.7M (+5.6% YoY)
- Package:** 11.2% (Flight + Other)
- Star Rating:** 1.5, 2, 2.5, 3, 3.5, 4, 4.5, 5

Top 10 Origin Air Markets By Air Ticket Sales

Market	Tickets	% of Total
Los Angeles, USA	195,661	6.0%
New York, USA	77,791	6.0%
Chicago, USA	59,366	4.8%
Dallas, USA	55,902	4.6%
Atlanta, USA	44,716	3.7%
Washington, USA	37,281	3.1%
Minneapolis, USA	35,368	2.9%
San Francisco, USA	34,742	2.9%
Las Vegas, USA	30,791	2.5%
Boston, USA	30,261	2.5%

Top 10 Points of Sale by Gross Bookings (\$USD)

Point of Sale	Gross Bookings
Expedia US	\$244,000
Travelocity US	\$100,000
Expedia UK	\$100,000
Expedia Canada	\$100,000
Expedia Mexico	\$100,000
Expedia Japan	\$100,000

Top 10 Origin Air Markets by YoY Ticket Growth

Market	Air Tickets	YoY %
London, MEX	6,218	212%
Pittsburgh, USA	9,009	89%
Minneapolis, USA	33,898	90%
San Francisco, USA	25,296	89%
Salt Lake City, USA	15,082	89%
New York, USA	86,882	88%
Los Angeles, USA	85,063	88%

Top 10 Points of Sale by YoY Growth

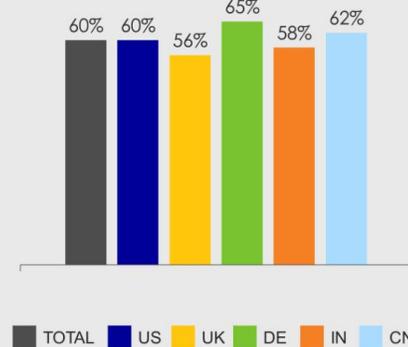
Point of Sale	Gross Bookings	YoY %
Expedia India	\$102.7K	100%
Hyatt Asia	\$942.2K	100%
Hyatt Brazil	\$102.2K	100%
Expedia Singapore	\$104.2K	100%
Hyatt South Korea	\$474.2K	100%
Hyatt Japan	\$104.2K	100%
Hyatt DMG Connect	\$107.2K	100%

BLEISURE IS BOOMING

Nearly 40% increase since 2016 study when 43% of US business trips were bleisure trips

On average across the five countries over the last year

60% of business trips turned into bleisure



expedia group
media solutions

Expedia Group Media Solutions - Bleisure Traveler Trends
54: Among the number of business trips you have taken in the past 12 months, how many of them have you added additional days/nights for leisure purposes?

CANADIAN MULTI-GENERATIONAL TRAVEL TRENDS

Travel Habits and Behaviors of Generation Z, Millennials, Generation X, and Baby Boomers

Expedia
Media Solutions

Expedia Group research provides valuable insights on LATAM

<https://blog.advertising.expedia.com/learn-how-to-target-travelers-from-latin-america-new-research>





We are the world's travel platform. Our purpose is to bring the world within reach.





**HOW TO
GET
INVOLVED**

COLLEEN PACE

CHIEF MARKETING OFFICER

2019 CO-OP OPPORTUNITIES (TV)

TV TIME FRAME

May - August
or
September - December

COST

\$25,000
Includes media buy &
commercial

TOTAL IMPRESSIONS

91M – KTLA Metro Los Angeles

37M – Los Angeles, San Diego, San Francisco, Las Vegas, Phoenix



SUMMER/FALL 2018 CO-OP PARTNERS – NEW Spots



DIGITAL OUTDOOR BILLBOARD CO-OP

Year-round opportunities in
Los Angeles / San Diego

Seasonal opportunities in
San Francisco, New York,
Chicago or Minneapolis

Includes production of
billboard artwork

Up to **5.6M**
impressions



Retreat to Sunshine

RATES FROM \$249

OMNI RESORTS
rancho las palmas
palm springs

RanchoLasPalmas.com

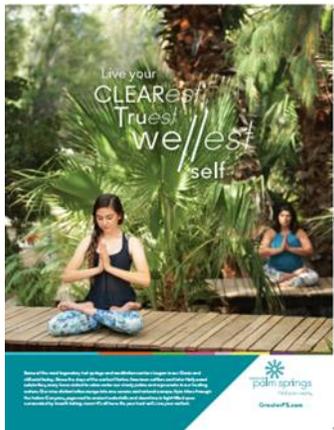
GREATER
palm springs

2019 CO-OP OPPORTUNITIES - PRINT

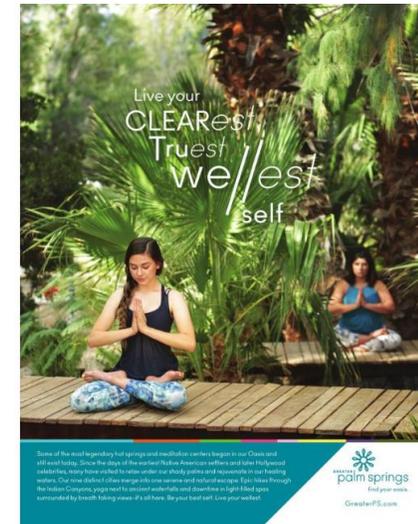
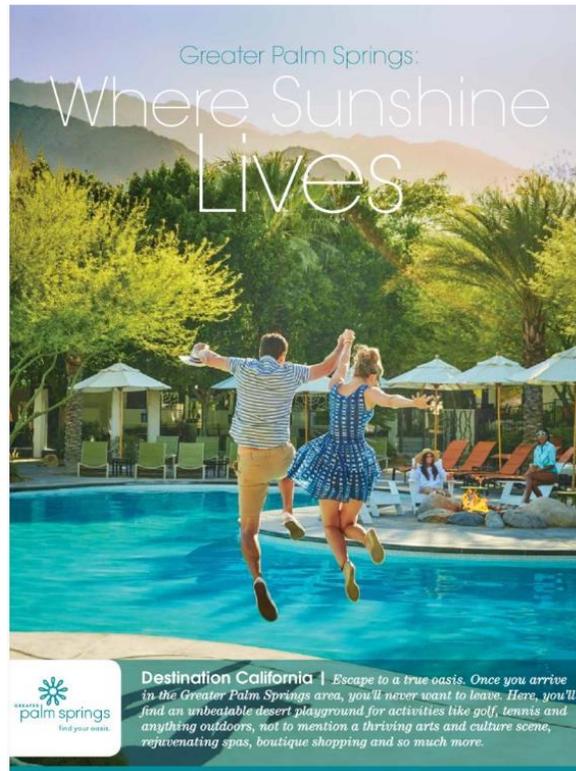


Westways

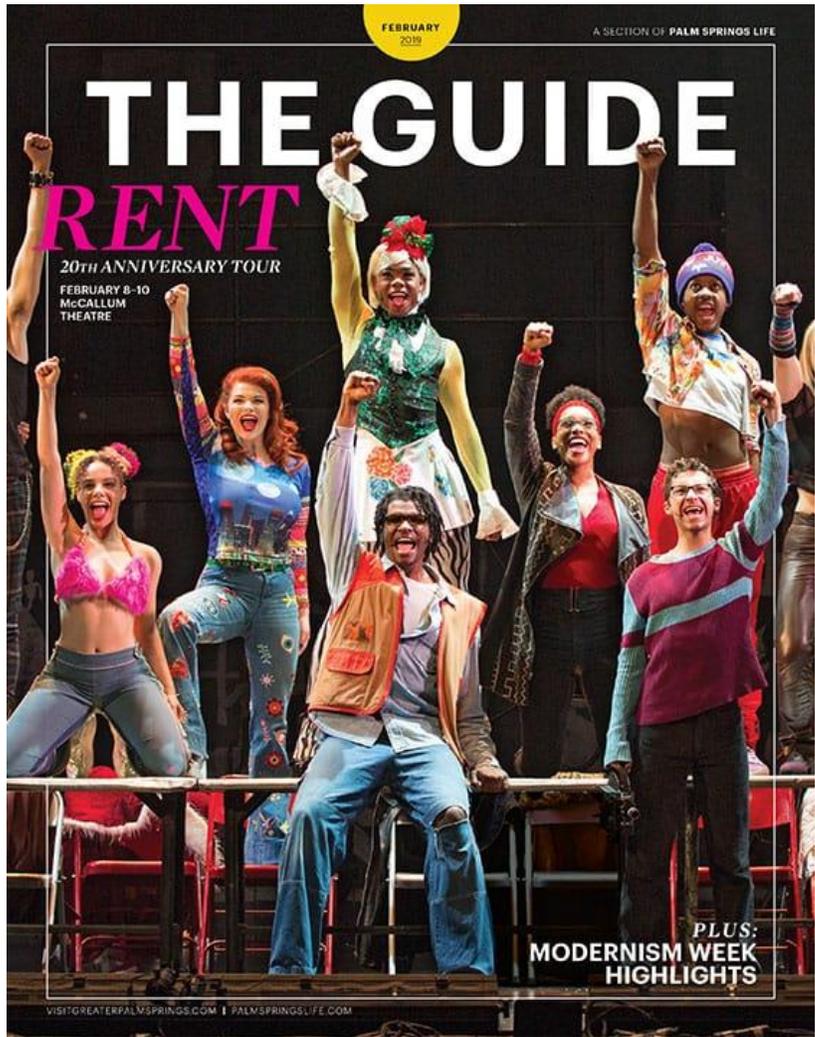
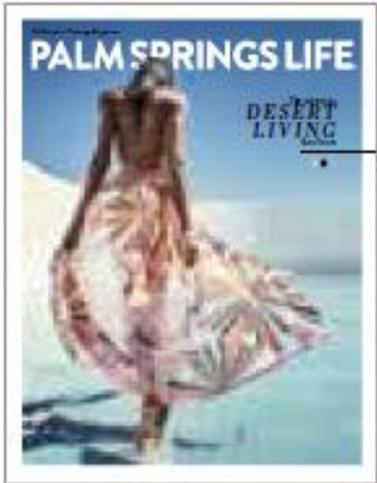
THE MAGAZINE FOR AUTO CLUB MEMBERS



WESTJET MAGAZINE



PALM SPRINGS LIFE.



Largest circulation:
over **70,000** monthly
printed copies

**Rates start at
\$950**

DESTINATION TRAVEL NETWORK

Over **2.9M**
annual website
visitors

Rates start
at **\$200**
per month

WELCOME TO GREATER PALM SPRINGS, CA

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

BOOK YOUR TRIP

HOTELS		AIR		ACTIVITIES	
Location	Check In	Check Out	Rooms	Adults	Kids
Greater Palm Springs	12/10/2018	12/11/2018	1	1	0

SEARCH

OASIS SPOTLIGHT

- Chill Deals for Your Next Visit
- Find Your Perfect Stay
- Get Away This Holiday

EVENT CALENDAR

- Holiday Appetizers Dec 10
- A Very Trader Joe's Christmas Dec 11
- CVRep Tuesday Jazz at the Rep presents Scott Wilkie's Joy Dec 11
- 8th Annual Clubs Fore Kids Golf Tournament Dec 12
- Canadian Brass: Christmas Time Is Here Dec 12
- Dinner Show: Holiday Caroling - Solstice Dec 12

SEE ALL EVENTS

DISCOVER INDIO—CITY OF FESTIVALS
Experience Indio's world-famous festivals, premier events, dining and shopping.

The logo features a large orange circle with a white border, centered on a black background. Two horizontal orange lines with black outlines pass behind the circle. The text "dineGPS" is written in white, lowercase letters with a sans-serif font, centered within the circle.

dineGPS

COLLEEN PACE

CHIEF MARKETING OFFICER



GREATER
palm springs
RESTAURANT
WEEK

it's time to

TREREAT

MAY 31-JUNE 9 | dineGPS.com



▶ PLAY ALL

CraftGPS

5 videos • 168 views • Last updated on Jan 24, 2019



VisitGreaterPS

SUBSCRIBED 2.9K



1



Sip on Colorful Concoctions at the Pink

VisitGreaterPS

2



Enjoy a taste of the classics at Morgan's in

VisitGreaterPS

3



Experience cocktails with a twist at AC3

VisitGreaterPS

4



Bootlegger Tiki is serving up cocktails &

VisitGreaterPS

5



Enjoy a taste of the craft at PaulBar in Palm

VisitGreaterPS

TREAT

your heart out



GREATER
palm springs
RESTAURANT
WEEK
MAY 31-JUNE 9



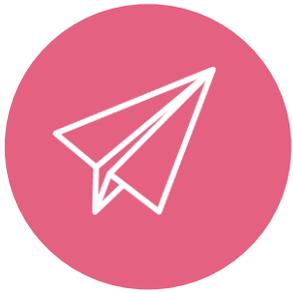
COMMUNICATIONS

JOYCE KIEHL

DIRECTOR OF COMMUNICATIONS

COMMUNICATIONS

Think of the CVB like a media outlet:
media@gpscvb.com



SHARE



SOURCE/HOST



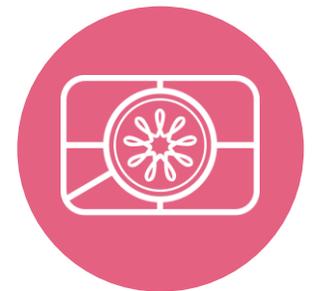
LET US VET



SUPPORT



JOIN US



FILM
OASIS

The logo features a large pink circle with a white border, centered on a black background. A horizontal band of three pink lines passes through the circle. The text 'mygpscvb' is written in white lowercase letters inside the circle.

mygpscvb

DAVIS MEYER

PARTNERSHIP MANAGER

CHILL DEALS

562,585
unique visits
in 2018

FREE

Most popular offers in 2018:

Cantala at Riviera Palm Springs	3-Course Supper Special \$19.59
The Saguaro Hotel & Pool	\$20 Off Room & Dining 20% off Tesloop from L.A.
JW Marriott Desert Springs Resort & Spa	\$50 Per Night Resort Credit
Riviera Palm Springs	Enjoy Free Nights & More

Now accepting nominations at GPSOasisAwards.com



**OASIS
AWARDS**
June 11, 2019



GREATER PALM SPRINGS TOURISM OVERVIEWS AND INSIGHTS

THANK YOU