



ELEVATING THE DESTINATION THROUGH TOURISM



9 RESORT CITIES. ONE BEAUTIFUL OASIS.

palm springs | desert hot springs | cathedral city | rancho mirage | palm desert | indian wells | la quinta | indio | coachella



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

MAKE GETTING TO AND AROUND GREATER PALM SPRINGS MORE ACCESSIBLE.



Expand annual year-round air service by targeting new cities, increasing flight frequency and obtaining more low-cost carriers.



Explore the establishment of immigration and customs facilities at PSP, as well as new flight markets like Europe, Mexico and Asia.



Decrease road congestion from the drive market through infrastructure enhancements, such as the recent widening of a section of Highway 60 through the Badlands.



Work with the Riverside County Transportation Commission to develop daily rail service between Greater Palm Springs and Los Angeles (a long-term initiative).



Improve walk-ability, bike-ability and public transportation (especially for hospitality workers) and overall mobility and ADA-accessibility for those with disabilities.

* PROMOTE REGIONAL COLLABORATION

The implementation of one overarching marketing program and messaging strategy to overcome misperceptions and enhance awareness of Greater Palm Springs improves the competitiveness of both the destination as a whole and each city individually. Collaborative efforts to market Greater Palm Springs avoids duplication while unifying the unique messaging of each Partner with Greater Palm Springs' branding of **one oasis** and through the destination pillars noted below.

* FOCUS ON FOUR KEY DESTINATION PILLARS

By targeting marketing efforts and new product development on the unique assets that speak to the positive, authentic experiences available in all nine cities, the assets are leveraged in a coordinated way. New events, conferences, programs and marketing efforts based on these assets benefit both the resident and the visitor, and the destination brand is strengthened.



HEALTH + WELLNESS



OUTDOOR ADVENTURE



ARTS + CULTURE



CULINARY

* BROADEN AND IMPROVE VISITOR EXPERIENCE

ENSURE THAT THE DESTINATION CONTINUES TO ENGAGE VISITORS IN CREATIVE AND INNOVATIVE WAYS.

Develop Existing and Create New Attractions,

Events and Venues: Leverage the brand momentum by improving existing hotels, attractions and events. Initiate new developments and experiences to engage and attract a broader demographic of visitors.

Improve Visitor Experiences and Wayfinding: Unify the destination and improve entry conditions with signage and digital banners throughout all nine cities that display main attractions and signature events. Create destination awareness along the I-10 corridor, developing landmark "entrances" to Greater Palm Springs from the east and west.

Expand Number of Greater Palm Springs Tourism Ambassadors:

The Certified Tourism Ambassador™ (CTA) program provides resources and training to further equip hospitality employees and community volunteers with the skills and knowledge needed to deliver a higher quality of customer service to visitors and help turn every guest interaction into a positive experience.



IMPROVE WORKFORCE DEVELOPMENT

CONTINUING EDUCATION PLAYS A VITAL ROLE IN THE LOCAL ECONOMY.



Supporting education through the **growth of CSUSB and College of the Desert** is imperative for developing a labor pool in the hospitality industry and an educated workforce as a whole to attract business development of all kinds to the destination.

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

The CVB will expand its **CTA program curriculum** 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 leisure visitation in the drive/getaway markets of L.A., San Diego, Phoenix, Las Vegas and San Francisco. Increase meeting planner awareness of midweek and summer savings and concessions through direct sales efforts.

* FOCUS ON SUSTAINABILITY

In alignment with the initiatives of Visit California, the CVB will work with local governments, community nonprofits and its Partners to become a **leader in sustainable tourism practices**. Currently, the CVB is working with its Partners to compile a comprehensive and ongoing list of sustainable practices that can be marketed.

Salton Sea: Continue to bring public awareness to the need to restore 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 outdoor recreation possibilities.



* GROW INTERNATIONAL VISITATION



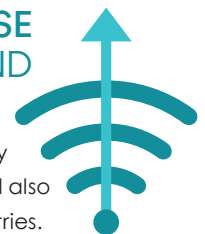
Continue to work with travel agents and tour operators in international feeder destinations such as the U.K., Australia, France, Germany and China and engage global consumers through media relations and FAMS. In addition, work toward the establishment of immigration and customs facilities at PSP for international charter flights.



* MAINTAIN COMMUNITY SUPPORT

Keep residents informed of tourism's 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



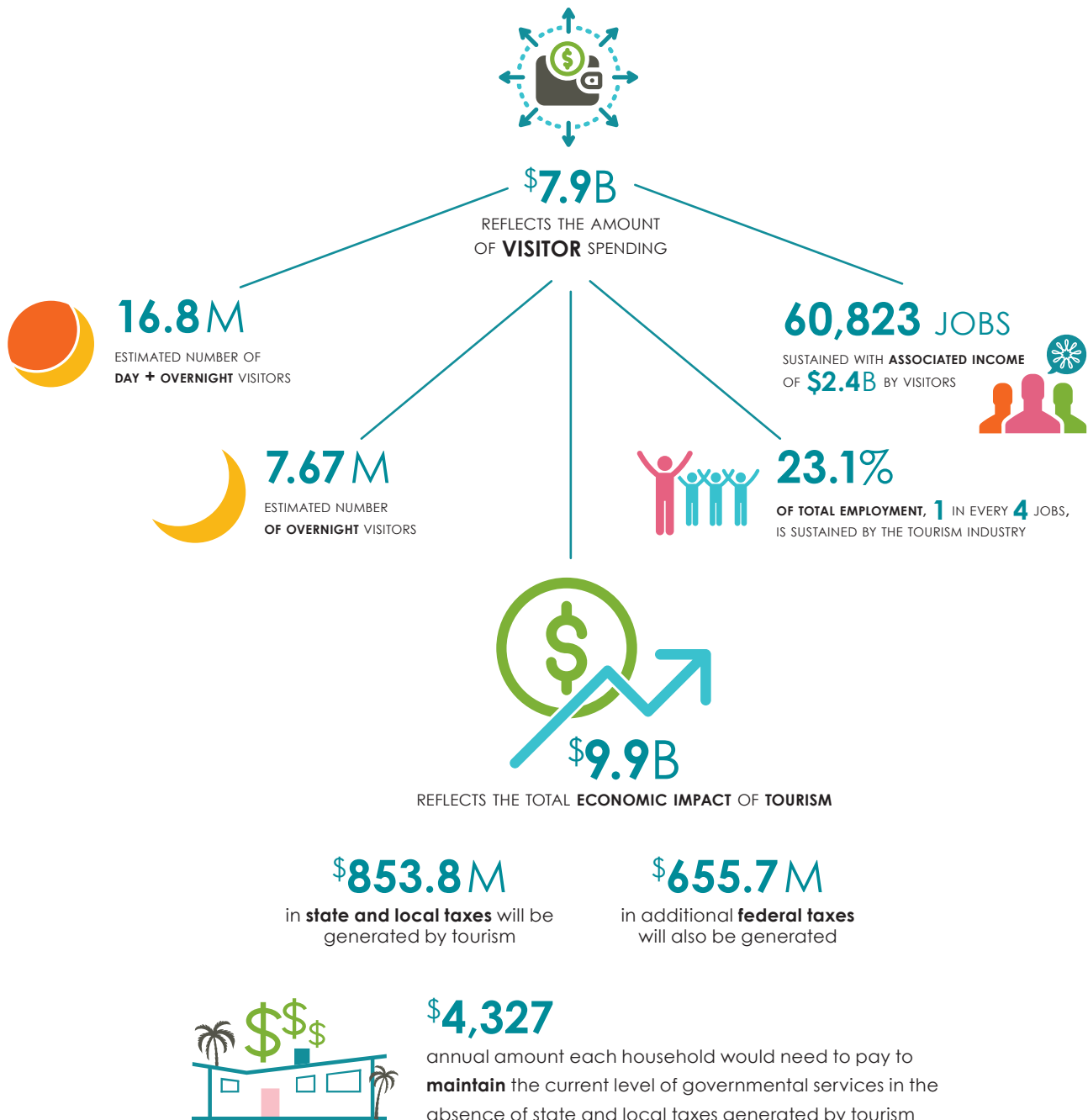
Improve communication and Internet infrastructure (broadband width, capacity and Wi-Fi) for visitors and residents. This will also help attract creative and high-tech industries.



OUR GOAL IS TO REACH 16M VISITORS BY 2026.

Tourism has grown into a \$7 billion annual economic engine in Greater Palm Springs. With the valley's collective commitment, we can achieve our long-term goal of welcoming 16.8 million annual visitors by 2026 while positioning the region for a successful and sustainable future.

HERE'S THE ECONOMIC IMPACT OF OUR LOCAL TOURISM ECONOMY IF WE REACH THAT GOAL.





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

