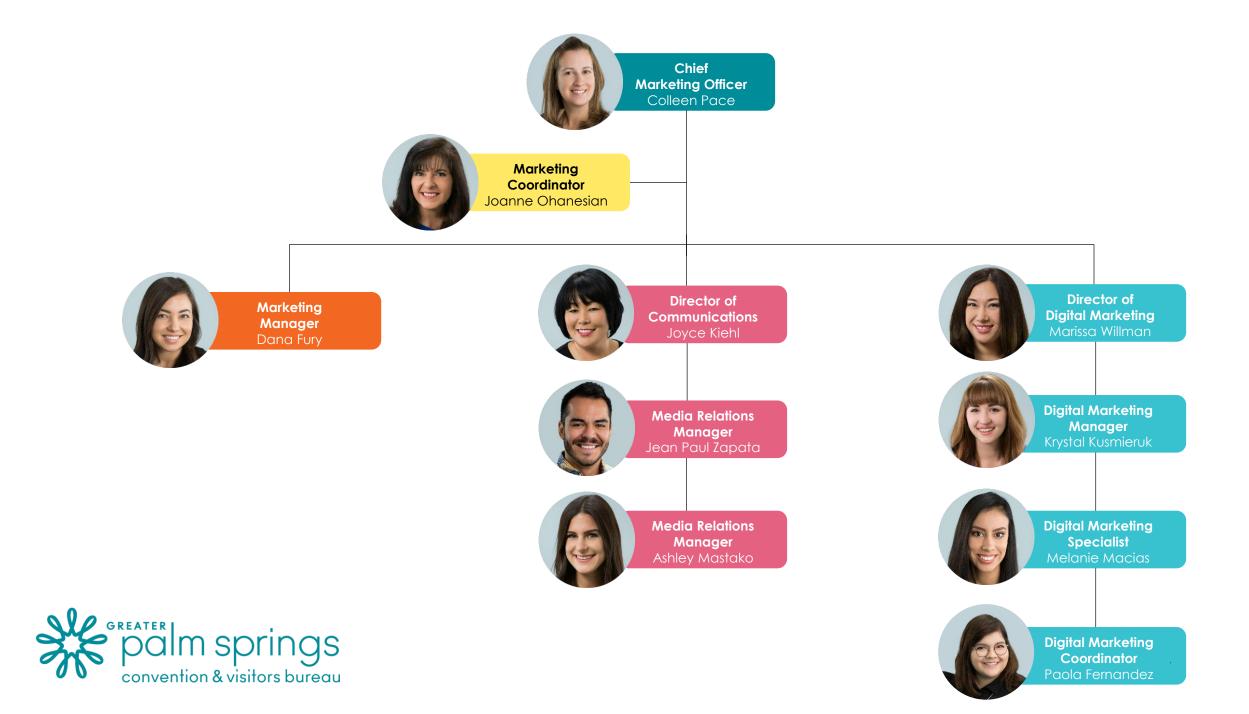
GREATER DOINSPINGS find your oasis.



Introductions & Partner Updates

- SMARI Research: Find Your Oasis
 & Summer Chill Campaigns
- Oc-Op Survey & Test Results
- 2020 New Co-Op Opportunities
- Expedia Co-Op Opportunity
- Convention Sales Media Plan/ Creative Campaign
 - Expedia Destination Pace



2019 ADVERTISING EFFECTIVENESS RESEARCH

Strategic Marketing & Research Insights (SMARI)

BACKGROUND & OBJECTIVES

AD TRACKING RESEARCH SINCE 2014

- 1 wave in the seasonal vacation/fly markets
- 3 waves in the year-round getaway markets

GOALS

- Measure awareness of the advertising
- Quantify impact of the ads on intent, visitation
- Respondents are leisure travelers, travel decision
 makers for their household
- Data was cleaned, coded and weighted to be representative of the population

Number of Surveys in Year-round Markets	April 2019	August 2019
Los Angeles/Orange County	98	103
San Diego	99	99
San Francisco	100	100
Las Vegas	100	100
Phoenix	100	100
Total	497	502

Vacation/Fly Mar	kets	Survey
Pacific NW	Seattle	200
	Portland	200
	Chicago	200
	Minneapolis	200
Fooder/Netional	New York	201
Feeder/National	Denver	200
	Dallas	200
	Boston	200
Canada	Western Canada (Winnipeg, Edmonton, Calgary, Vancouver)	201
	Toronto, Ontario	202
Total		2,004

VACATION/ FLY MARKETS

CAMPAIGN OVERVIEW

Medium	2018	2019	YOY Change
Print	\$192,375	\$84,005	-56%
TV	\$451,000	\$497,000	10%
Digital	\$342,209	\$598,042	75%
ООН	\$91,000	\$77,000	-15%
Total	\$1,076,584	\$1,256,047	17%



VIDEO SPOTS







ADVERTISING AWARENESS

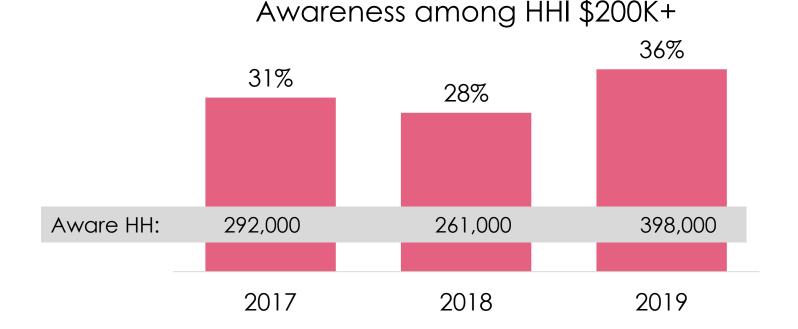
- 7.6M aware households
- 35% of traveling households lower than prior years because target is affluent travelers
- Awareness is higher among affluent households
- Higher campaign spending this year
- Campaign is less efficient than in recent years; more efficient than SMARInsights' benchmark of \$0.40

Cost Per Aware Household (CPAH)	2018	2019	% Change
Traveling households	20.7M	21.5M	+4%
Awareness	41%	35%	-15%
Aware households	8.6M	7.6M	-12%
Campaign spending	\$1,076,584	\$1,256,047	+17%
СРАН	\$0.13	\$0.17	32%

AWARENESS AMONG AFFLUENT HOUSEHOLDS

Strategy was successful: This year's ads reached more super-affluent households than in prior years.

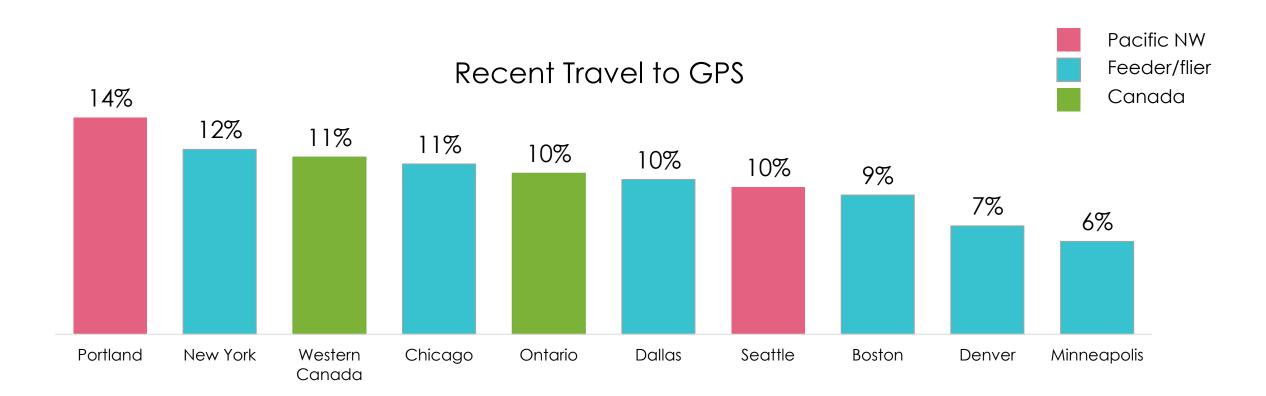
It is generally much more difficult to reach higher-income households.



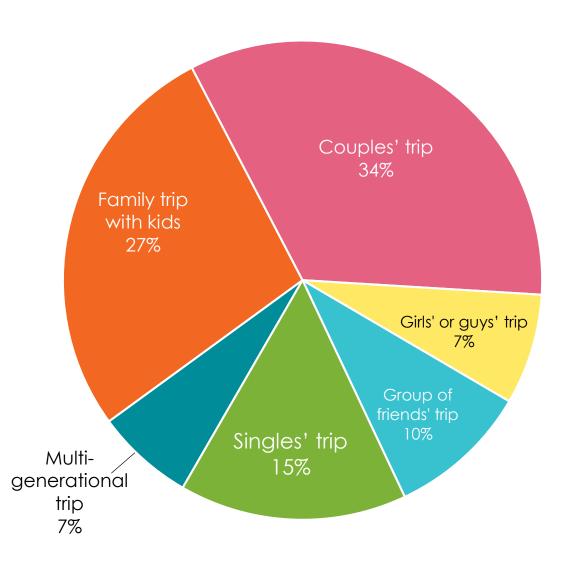
TRAVEL TO GREATER PALM SPRINGS

CONTEXT IN WHICH THE AD CAMPAIGN PERFORMED

- About 10% of traveling households in the vacation/fly markets are GPS visitors
- 14% of super-affluent travelers (HHI \$200K+) have visited GPS in the past year



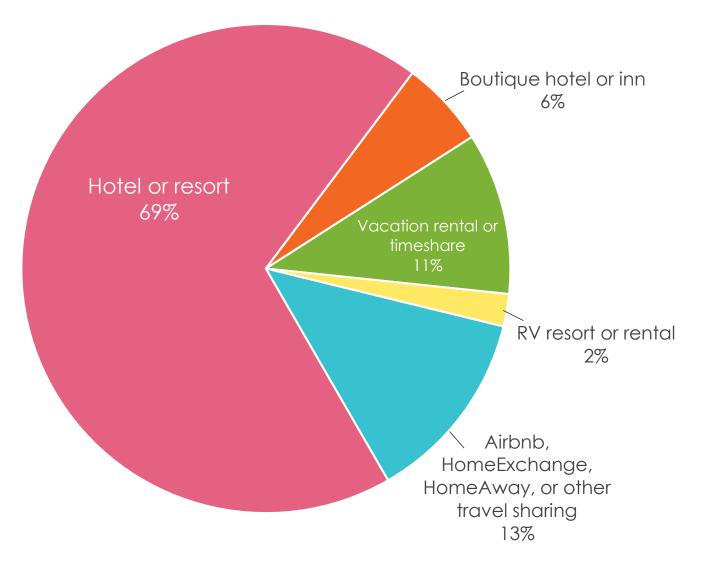
TRAVEL PARTIES BY TRIP TYPE



- Travel parties are similar to prior research
- Couples' trips and family trips with kids represent over half of GPS visits

ACCOMMODATIONS

- Hotels continue to lead lodging type
- There is year-over-year growth in use of boutique hotels/inns



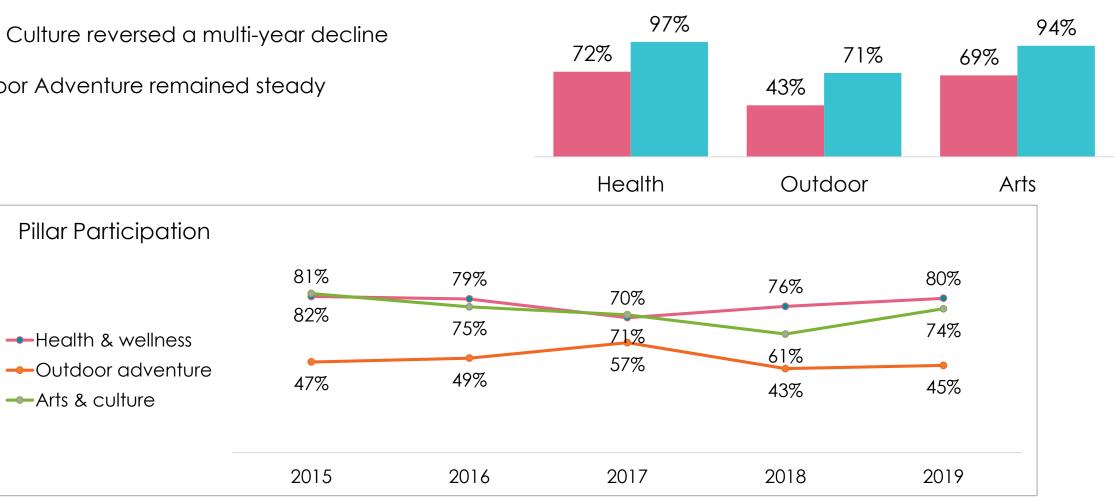
PILLARS

2019 Pillar Participation



- Arts & Culture reversed a multi-year decline
- Outdoor Adventure remained steady ٠

Affluent target Overall



TRIP SPENDING

• Trip spending consistent with last year

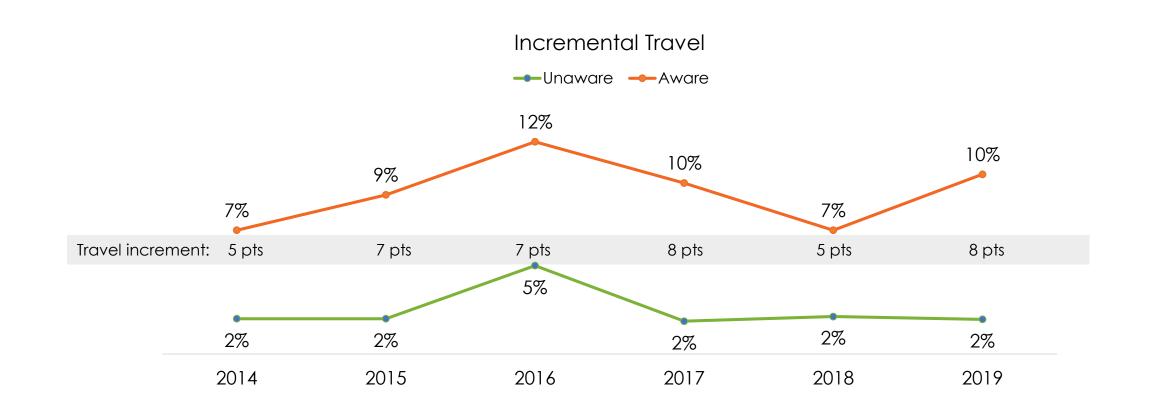
• Year-over-year increases in lodging, food, shopping

Visitor Spending in GPS	2017	2018	2019
Lodging/Accommodations	\$314	\$366	\$394
Meals/Food/Groceries	\$208	\$260	\$285
Activities/Attractions	\$108	\$167	\$134
Shopping	\$95	\$151	\$191
Entertainment (shows, festivals)	\$61	\$88	\$86
Transportation	\$63	\$83	\$82
Other	\$46	\$55	\$18
Total	\$895	\$1,1 7 0	\$1,189
	Lodging/Accommodations Meals/Food/Groceries Activities/Attractions Shopping Entertainment (shows, festivals) Transportation Other	Lodging/Accommodations\$314Meals/Food/Groceries\$208Activities/Attractions\$108Shopping\$95Entertainment (shows, festivals)\$61Transportation\$63Other\$46	Lodging/Accommodations\$314\$366Meals/Food/Groceries\$208\$260Activities/Attractions\$108\$167Shopping\$95\$151Entertainment (shows, festivals)\$61\$88Transportation\$63\$83Other\$46\$55

IMPACT ON VISITATION - INCREMENTAL TRAVEL

Unaware visitation from vacation markets holds steady at 2%.

2019 campaign is associated with an 8-point lift in visitation, which is a strong result.



ECONOMIC IMPACT & ROI

- Ads reached targeted super-affluent travelers in vacation markets
- Lower overall awareness results from more targeted strategy led by digital investment
- Higher travel increment is result of more targeted advertising (ads are served to travelers to whom they are relevant and motivating)
- Ad-influenced trips generated more than \$700M in visitor spending
- Return of \$570 brought into the community for each \$1 spent on advertising
- Other CVB marketing campaigns generate an average ROI of \$191

	2018	2019
Traveling households	20.7M	21.5M
Awareness	39%	35%
Aware households	8.1M	7.6M
Incremental travel	5%	8%
Incremental trips	384,796	602,203
Trip spending	\$1,170	\$1,189
Economic impact	\$450M	\$716M
Campaign spending	\$1.1M	\$1.3M
ROI	\$418	\$570

GETAWAY MARKETS

2019 SUMMER AD CAMPAIGN

Getaway Markets Paid Advertising Investment	May-August 2018	May-August 2019
TV	\$276,000	\$276,000
Print	\$28,000	\$31,000
Billboards	\$48,800	\$48,800
Digital	\$264,000	\$473,224
Total	\$616,800	\$829,024

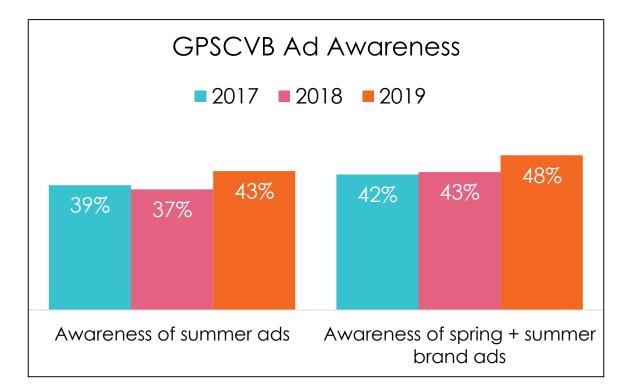






BRAND CAMPAIGN AWARENESS

- Summer advertising in getaway markets reached 43% of travelers
- Outperformed expected level of awareness
- Built on prior summer executions
- When layered over spring ads, summer ads extend reach of the 2019 campaign
- Continued growth in awareness results from similar ads in the same markets, as well as increased investment in digital



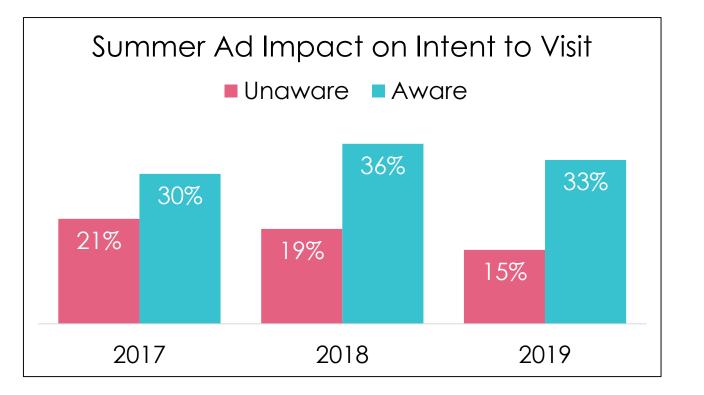
COST PER AWARE HOUSEHOLD

- Highly efficient marketing effort
- Summer ads reached 16% more travelers this year than last
- More efficient than most CVB spotmarket campaigns, even with significant increase in investment
- Increased spending was in digital, which is typically the most efficient medium at reaching a target audience
- Digital is also typically the least effective medium

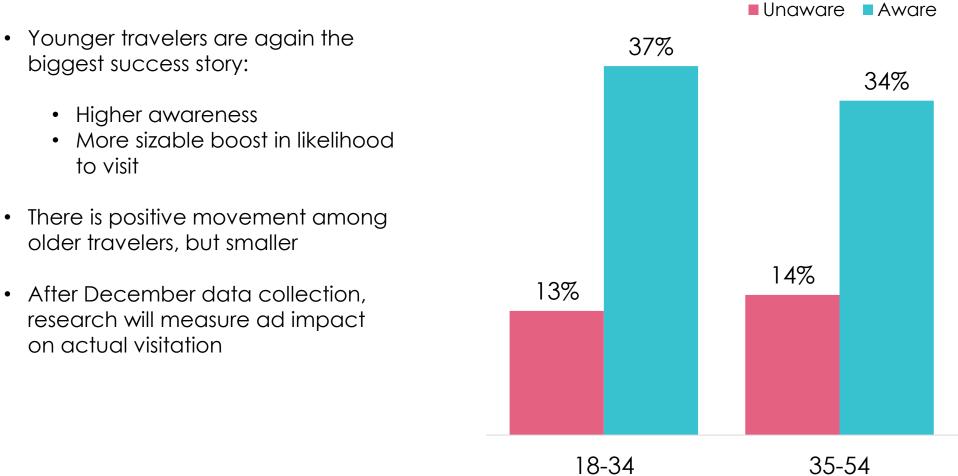
Getaway Markets – Summer Cost Per Aware Household (CPAH)	2018	2019
Traveling households	9.6M	9.6M
Awareness of summer ads	37%	43%
Aware households	3.6M	4.1M
Campaign spending	\$616,800	\$829,024
СРАН	\$0.17	\$0.20

AD IMPACT ON INTENT TO VISIT

- Summer ads positively impact visit intent
- Baseline (unaware) visit intent is declining summer to summer due to:
 - Lack of awareness of the destination among younger travelers
 - Increasing competition in the leisure travel marketplace



AD IMPACT ON VISIT INTENT BY AGE



to visit

Summer Ad Impact on Visit Intent by Age

26%

16%

55+

2019 SUMMER CHILL CO-OP



TOTAL SUMMER CO-OP - Impressions: 13.5B+ Spots: 206K+

SUMMER 2019 CO-OP PARTNERS

2019 SUMMER CHILL CO-OP



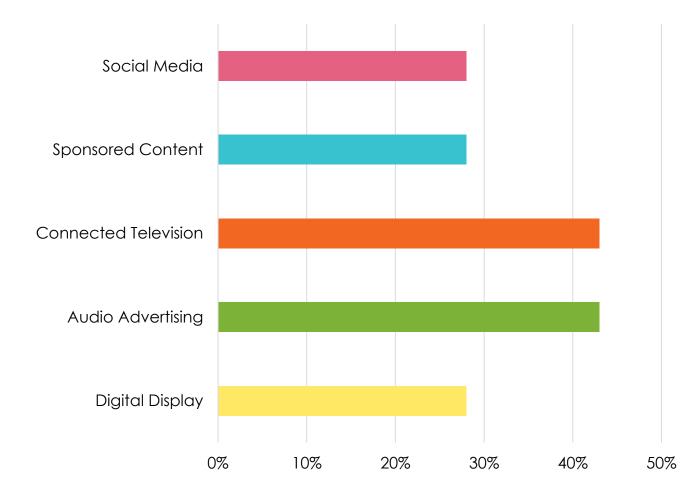






CO-OP TEST & SURVEY RESULTS

CO-OP SURVEY RESULTS



- 100% of survey respondents were "very satisfied" or "satisfied" with the current CVB co-op programs
- However, survey respondents expressed an interest in additional new programs as shown to the left

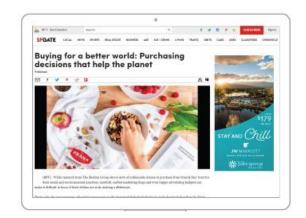
CO-OP TEST RECAP – ADARA: July 2–August 31, 2019

Partner banner ads target GPS searches and retarget people who have visited the CVB and Partner website.









JW MARRIOTT				
Hotel Bookings	45			
Total Nights	82			
ADR	\$141.14			
Hotel Revenue	\$11,573			
Overall impact to hotel ROI	\$2 :1			

CO-OP TEST RECAP – LOCALE: June 21–July 31, 2019

Partner-dedicated story produced by Locale and hosted on Locale website, supported by banner ads and social media promotion.

- 20 room nights reported on Adara Impact
- Above average article views
- **3.43%** editorial CTR was higher than Locale's benchmark of 3.26%





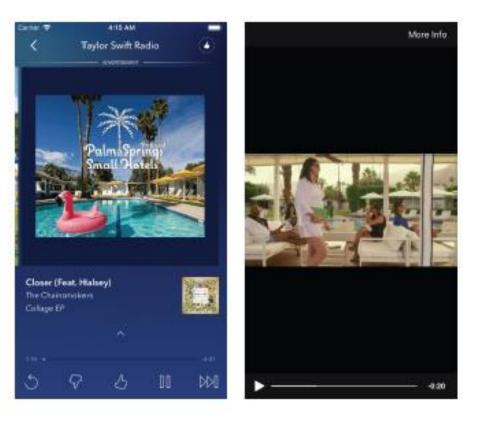
OMNI® RESORTS rancho las palmas | palm springs

CO-OP TEST RECAP – PANDORA: June 15–July 15, 2019

Video Everywhere Ad – Video that plays after station changes or song skips (:15-:30 ad, first :15 are unskippable).

 Exceeded CTR and Video Completion Rate benchmark of 41.8% by hitting 46.42%







2019 SOCIAL MEDIA CO-OP TEST - CAMPAIGN

INITIATIVE	IMPRESSIONS	VIEWS	engagements	CLICKS
CHILLspiration	1,712,580	862,098	1,154	320
Deals	2,792,603	764,930	16,730	15,134
Total	4,505,183	1,627,028	17,884	15,454











2019 SOCIAL MEDIA CO-OP TEST - PHASE 2



TYPE	Impressions	VIEWS	ENGAGEMENTS	CLICKS
Facebook	19,181	4,199	223	288
Instagram	118,077	26,405	352	390
Twitter	24,563	9,991	18	0
Total	161,821	40,595	593	678

visitgreaterps Treat yourself to a midweek vacation. Book a room at Parker Palm Springs and receive a \$250 spa credit. Visit chillpass.com or click the link in our bio!

*

*

 $\boldsymbol{\mathcal{S}}$



TYPE	IMPRESSIONS	VIEWS	ENGAGEMENTS	CLICKS
Facebook	31,753	25,955	32	227
Instagram	146,108	19,204	592	375
Twitter	69,195	19,128	45	42
Total	247,056	64,287	669	644

visitgreaterps See the iconic Greater Palm Springs windmills with @windmilltours at 50% off, now through June 30. Link in bio!

2020 NEW CO-OP OPPORTUNITIES

2020 CO-OP OVERVIEW

TV / BILLBOARD

Find Your Oasis (Year-Round, Cable + Connected TV)

Summer Chill (May-Aug., Cable + KTLA + Connected TV)

Fall Chill (Sept.-Dec., Cable + KTLA + Connected TV)

Digital Outdoor Billboards (Year-Round, L.A. & San Diego; Other Markets Vary)

SOCIAL MEDIA

Social Media Co-Op (May-July 2020)

DIGITAL / AUDIO

Adara (Year-Round 2020)

Locale (Year-Round 2020)

Pandora (May-Aug. 2020)

EXPEDIA

International Co-Op (Proposal)

2020 TELEVISION CO-OP



Time Frame

Summer, fall and year-round programs

CVB-Produced

:30 co-branded television commercial



Includes Connected Television

Select targeted markets, behaviors and demographics





2020 TELEVISION CO-OP - CONNECTED TV

The percentage of connected TV users has just surpassed paid TV subscribers



- Benefits include enhanced targeting capabilities – select specific markets, demographics and behavioral characteristics to fit your marketing needs (i.e., leisure travelers, luxury, wellness)
- **73%** of millennials and Gen Xers use streaming devices
- **75%** of households are expected to use connected TV in 2020

2020 BILLBOARD CO-OP



Time Frame

Year-Round (L.A./San Diego) & Seasonal (Other Markets)



CVB-Produced

- :30 co-branded creative
- Number of billboards within rotation and markets chosen by partner to fit your budget



Fall INTO Free NIGHT'S ON USA MIGHT'S ON USA MIGHT'S ON USA MIGHT'S ON USA MIGHT'S ON USA



Markets

Los Angeles, San Diego, San Francisco, New York, Chicago, Minneapolis

2020 NEW DIGITAL CO-OP: ADARA



Time Frame

Year-Round



CVB-Produced

- Digital banner ads that retarget people who have visited the CVB and Partner website
- Adara* pixel tracks customer bookings, allowing for more in-depth reporting on bookings, room nights and ROI



Markets

Varies





2020 NEW CONTENT CO-OP - LOCALE



Time Frame Year-Round



Includes

- Dedicated story produced by Locale and hosted on Locale website
- Article backlinks to Partner website
- Accompanying banner ads surrounding story, driving to Partner website
- Social promotion of story



Markets

Los Angeles, Orange County, San Diego, Greater Palm Springs



Audience

Younger demographic 25-44, \$150K annual income

LOCALE



2020 NEW AUDIO CO-OP: PANDORA



Time Frame

May-August



Can Include

- Connected home :30 audio ad
- Forced video everywhere ad (first :15 unskippable)*
- Mobile display ads
- Advanced audience segmentation targeting



Markets

Los Angeles, Phoenix, San Diego, San Francisco/Oakland/San Jose, Las Vegas



Audience Segmentation Targeting

21-54 age range, families, leisure travelers, foodies, millennials, LGBTQ. Unlike other streaming music services, Pandora's listeners are mainly non-paying subscribers.

pandora®



SOCIAL MEDIA 2020 CO-OP - SUMMER CHILL: MAY-JULY 2020

PHASE 1 AWARENESS BUILDING

PHASE 2: CALL TO ACTION

INCLUDES



• Designed Instagram story with swipe-up link to deal

- Designed Facebook image with link to deal
- Designed Pinterest post with link to deal
- Facebook website link ad to deal
- We will schedule and organize on location photography (with hired talent)
- 5 photos of property to own for usage
- \$2,000/total media spend behind Instagram story and two Facebook ads running on @VisitGreaterPS accounts (\$2,000 total media spend per deal)

TARGET

- Retarget those who interact with Phase 1 of summer social media awareness campaign
- Retarget website pixel from Chill Deal landing page
 - Location: Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Portland, Seattle

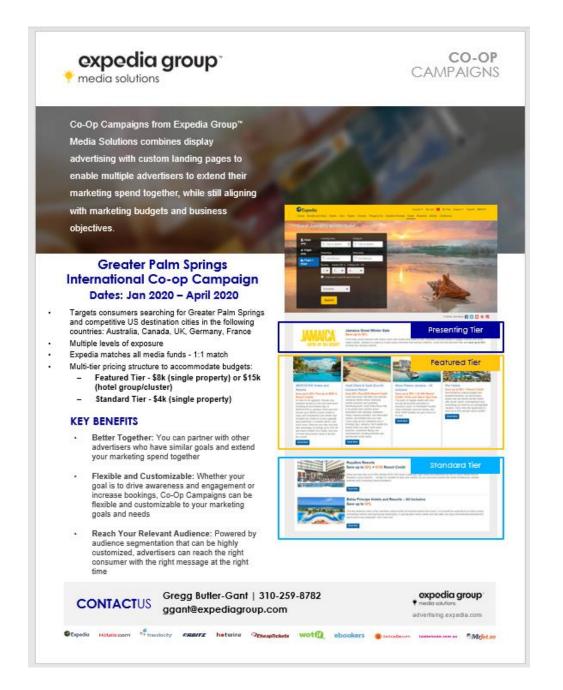
Production of these ads will be between the CVB and Sparkloft, our social media agency, with the goal of working with you to integrate your summer deal.



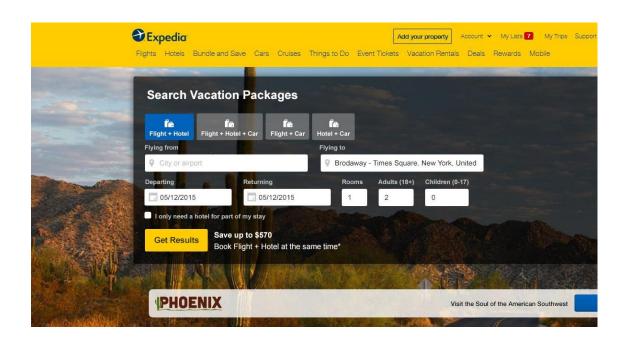


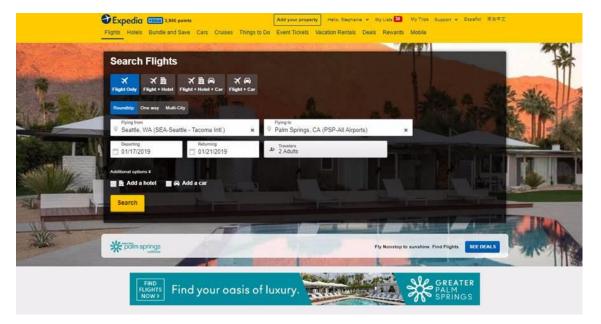


2020 INTERNATIONAL EXPEDIA CO-OP PROPOSAL









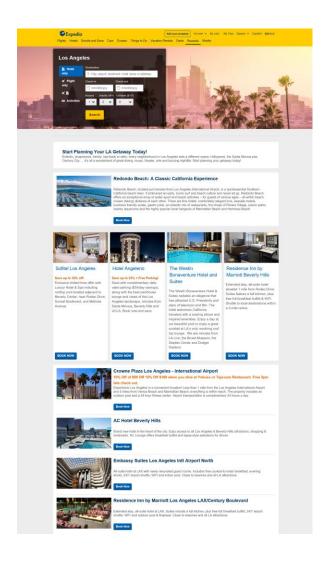
Spend your summer in San Francisco BOOK YOUR GETAWAY







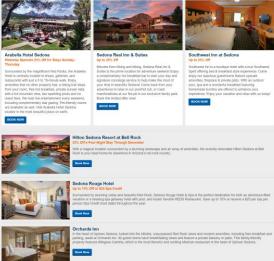






Indulge your Fantasies in Scenic Sedona

Multi-hued stone formations jut upwards from the high desert floor creating a wind, resementizing setting that changes hourly with the light. When USA Weekend complied Most Beautiful Places in America' Ist, there's are many reasons Sections claimed the top spot. It's a meetors for Niking, biking, performing ans, great dinking and total relaxe this achievance in Marca entertedient houd lealer and wind index period.





Teshiy upsted, designer guest norms include Beautyrest beds with premium bedding, oustom suitets and USB ports all each stand and desk area, and custom loange charts and ottomans. Fals-coreen television with cable, rehigerator, microware, sale, coffee et & dank with requiresmic chart are provided for your conjournet. Some rooms features an Artippo tabritus with frequipos and private



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

In Protein, unmatched deset character meets big-city sophistication. America's fifth-most populated city is home to real coveboys; red nock bulks and the kind of cactus most people see only i cactoors. It is his head of the Scionan Deset, the agtemuty to the Cand Cargon, and I's also here to workl case, goiling, a builting downtown, wateria wateria was applied by the carefolism statement and the largest downg mattin in the Science. These not there is solved here a science and the point downtown carefolism statement, the applied by the science and adventures.



Experience Mesa like the locals do. Partake in some of the Southwest's most thriting outdoor adventures and take your taste buds on a culinary journey along the Fresh Foodle Traillo.





The Wigwam Resort Save up to 25% at The Wigwam, an AAA 4-Diamond resort situated on 440 scenic acres with casita-style questrooms, three pools, 54 holes of golf, Red Door Salon & Spa, five BOOK NOW

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CUANA Catefore Resort Start moves \$50 in setsil: this intermet by Afrer 342 bits resist. This intermet by Afrer 342 bits resist. This intermet the sets of the setsil: the



Experience the all-new Mountain Shadows Resort Scottsdale located in the heart of Paradise Valley at the base of majestic Gamelback Mountain. Reserve this offer and receive complimentary drinks upon arrival and an upgraded room type.

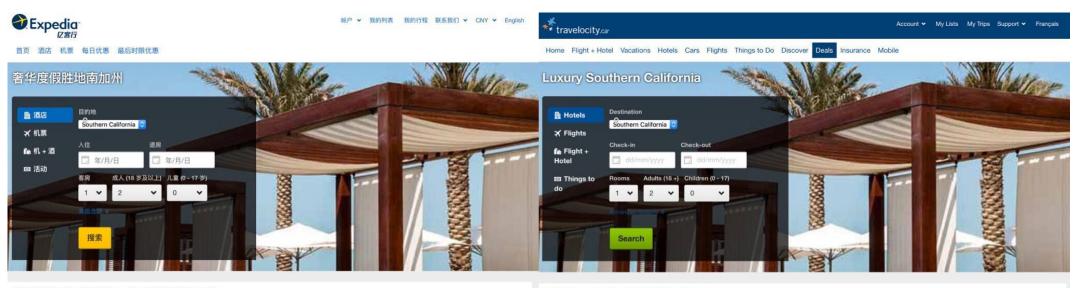


Book Now

BOOK NOW



A playful mix of the professional and the avant-guard, The Camby is Travel + Leisure's Coolest Urban Hotels. Book now and receive a \$25 dinner credit in Artizen or a \$25 credit in Zest Spa.



如果您追求的是奢华度假体验,南加州就是您的梦中天堂。

好去处。

立即预订

奢华是南加州的中心词。在南加州,您可以惬意地放松身心,恢复活力,还可以任性地阿护自己,畅意购物,尽情享受生活的美好。找寻心中所爱?俯瞰太平洋的高尔夫球场?在高档 SPA 中心尽情放松? 在 5 星级度假酒店享受奢华住宿? 精美艺术品或设计师品牌大采购? 在极品餐厅享受高档美食? 如果您追求的是奢华度假体验,南加州就是您的梦中天堂。快来 参与这些超级划算的优惠活动,来一次难忘的休闲度假之旅。

If Luxury is Your Passion, SoCal is Your Paradise

Luxury is the magic word in Southern California. In SoCal, you can relax, rejuvenate, pamper yourself, shop, and live the good life to the fullest. What's your pleasure? A round of golf overlooking the Pacific Ocean? A day of pampering at an exquisite spa? A luxurious stay at a 5-star resort hotel? Shopping for fine art or designer brands? Upscale dining at a fabulous restaurant? If luxury is your passion, SoCal is your paradise. Take advantage of these outstanding deals and treat yourself to an unforgettable getaway.

BOOK NOW



尔湾公司 (Irvine Company) 度... 9 折起+免费停车* 在鹈鹕山度假村别墅尽享奢华住宿,在时尚 岛屿酒店欣赏高雅精致的风格,在尔湾酒店 体验耳目一新的空间设计。无与伦比的服务 设施、特惠房价,还有更多惊喜在等着您!

立即预订



圣塔莫尼卡旅游观光 西好莱坞是洛杉矶的中心,这里坐落着多家 花些时间去探索一番, 您会很快发现面积仅 热门酒店, 遍布着各色超棒餐厅、时尚商店 13.36 平方公里(8.3 平方英里)的圣塔莫 尼卡融汇了众多精华。这里拥有 40 家各种 和新潮的夜生活场所。日落大道、设计区、 圣塔莫尼卡大道等众多景点都是不容错过的 档次的酒店、400多家各色风味餐厅和8个 各具独特风格的街区。

立即預订



南加州万豪酒店 限时优惠

立即预订

万豪酒店可提供从洛杉矶到圣迭戈的各种酒 店组合,无论是您想去一望无垠的夏日海滩 休闲度假,还是想享受繁华热闹的都市假 期,都能获得高档奢华的住宿体验。



Irvine Company Resort Proper... Save Up to 10% + Complimentary

Parking* Relish the luxury at The Resort at Pelican Hill and The Villas, sophisticated style at Fashion Island Hotel and innovative space at Hotel Irvine. Enjoy unparalleled amenities, special rates and more.

BOOK NOW



more.

BOOK NOW



Visit West Hollywood West Hollywood is the heart of Los Angeles featuring hot hotels, cool restaurants, chic shops & trendy nightlife spots, Discover the Sunset Strip, Design area of 8.3 square miles. You'll find 40 District, Santa Monica Boulevard & much hotels ranging from luxury to budget, 400+ diverse restaurants and eight unique neighborhoods loaded with character.

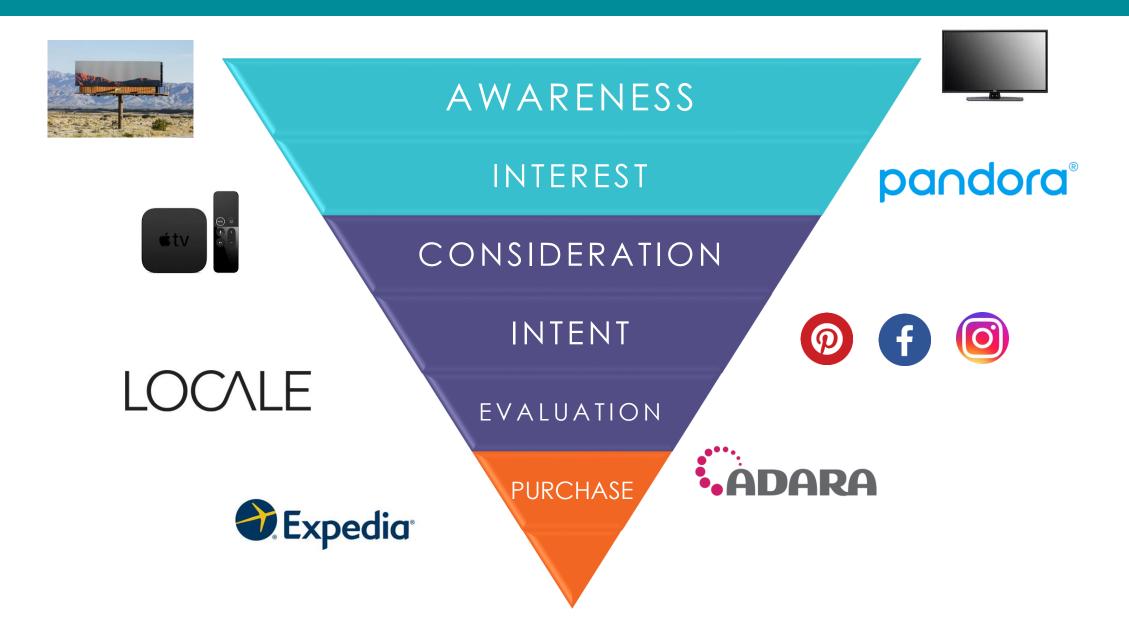


Santa Monica Travel & Tourism Marriott Hotels of SoCal Spend time here and you'll quickly Limited Time Savings discover just how much Santa Monica packs into its compact, easily explored

Whether seeking an endless summer beach escape or an urban adventure, Marriott offers a portfolio of hotels from Los Angeles to San Diego that offers sophisticated style and a taste of luxury.

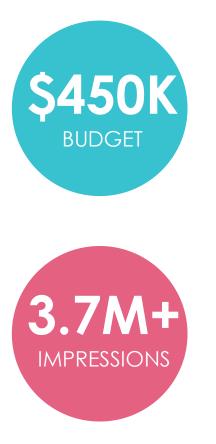
BOOK NOW

CO-OP MARKETING FUNNEL



CONVENTION SALES MEDIA

2019 MEETINGS ADVERTISING



- More targeted approach to reach meeting planners
- Increased digital media spend
- Opportunities to syndicate content and educate meeting planners of GPS product

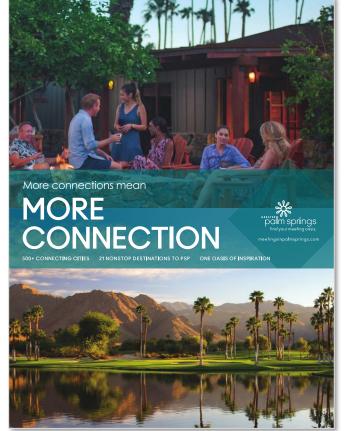








MEETINGS ADVERTISING - AWARENESS MEDIA/PRINT





- The 2019 convention sales media plan maintained a strong presence in major meetings publications
- The 2019 budget shifted to a stronger digital presence to reach meeting planners with a more targeted approach











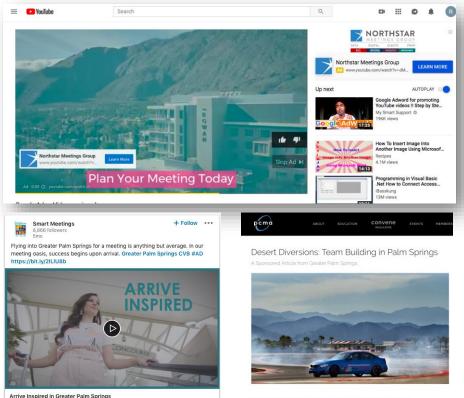


MEETINGS ADVERTISING - ENGAGED MEDIA/DIGITAL



Digital media targeting meeting planners included:

- Remarketing banner ads
- YouTube pre-roll
- Content activations
- Custom e-blasts
- E-newsletter ads
- Social media
- Industry website banner ads



Plan a retreat to this Southern California oasis and your team will thank you.



Connect





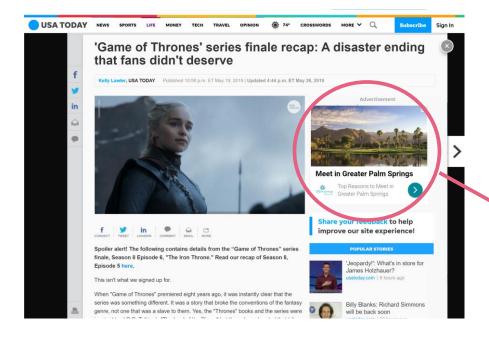


voutube.com





MEETINGS ADVERTISING -DIGITAL EXAMPLES









In the oasis, success begins upon arrival. Learn more about Greater Palm Springs here. // photo from @successfulmeetings

NORTHSTAR: INSTAGRAM TAKEOVER

Likes	1,481
Comments	9
Impressions	3,351
Reach	3,047
Engagement	1,490
Eng. Rate	6.34%
Reach Rate	47%

CONNECT: CONTENT ACTIVATION

Pageviews	2,389
% Existing / New Visitors	25% / 75%
Average Time on Page, Content Activation	4:08
Average Time on Page, Site Total	2:29





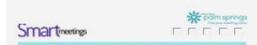






SMART MEETINGS - NATIVE CONTENT CAMPAIGN

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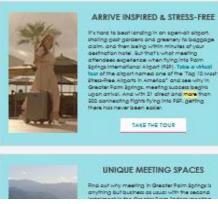




MAKE A DEAL - AND SAVE

Top hotels and attractions in Greater Paim Springs have areated special offers and gramations specifically with YOU, the meeting planner, in mind. book your meeting with confidence and save while enjoying year-round sunny silles, world-class resorts, unique venues and endless activities. You can create a great experience for your attendees while also increasing ROlfer your company, organization or association. Check out the new Greater Folm Springs meetings deals page and be one of the fishts take poventage of special offers and sovings!

TAKE THE TOUR



Smart Meetings with Visit Greater Palm Springs. Paid Partnership · 🕄

Just say no to "bored" meetings. From networking under the stars to brainstorming under the palm trees, when you meet in Greater Palm Springs, attendees are sure to be inspired. https://bit.ly/2XIxI54





MEDIA	IMPRESSIONS	CTR/OPEN RATE
ROS Banners	19,183	.04%
Remarketing Banners	16,720	1.10%
E-Newsletter Mention	6,897	.05%
E-Newsletter Takeover	3,292	.06%
E-Blast	865	9%
Social	1,857	.48%

Group Offers link drove the highest clicks. Banner ads received higher CTR than avg. Dedicated email received higher than average Open Rate



MEETINGS ADVERTISING - GROUP OFFERS

Update your group offer for fall to be featured in newsletters, content pieces and other advertisements across Greater Palm Springs CVB's convention sales media plan!

FIND GROUP DEALS

Booking your meeting just got easier with new special offers and deals from Greater Palms Springs hotels and attractions. Plan your meeting or event and receive the benefits of savings while enjoying year-round sunshine, world-class resorts, unique venues, and endless activities.

With discounts and added value, you can create a great experience for your attendees, while also increasing ROI for your company, organization, or association. Check out the special offers and deals below, and book your meeting today.

Arrive early and stay longer! Find more great Chill Deals during your stay on attractions, dining, spa and more.



2020 MEDIA PLAN – MEETINGS ADVERTISING



MEETINGS VIDEO CONTENT SERIES

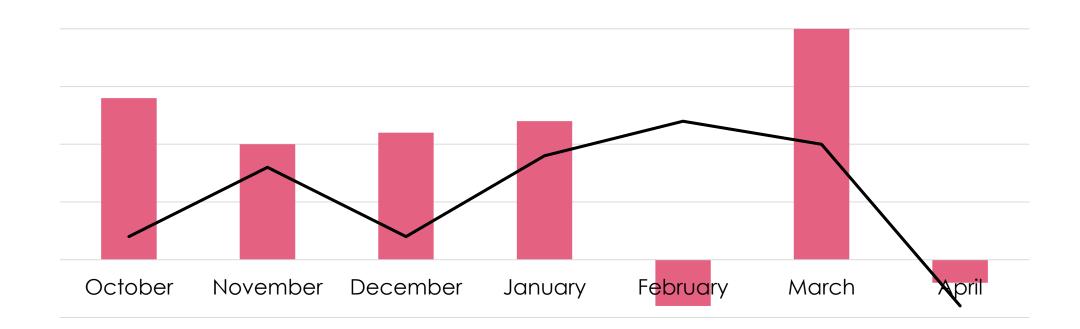
12 EPISODES

Remaining 12 being filmed over the next four weeks.



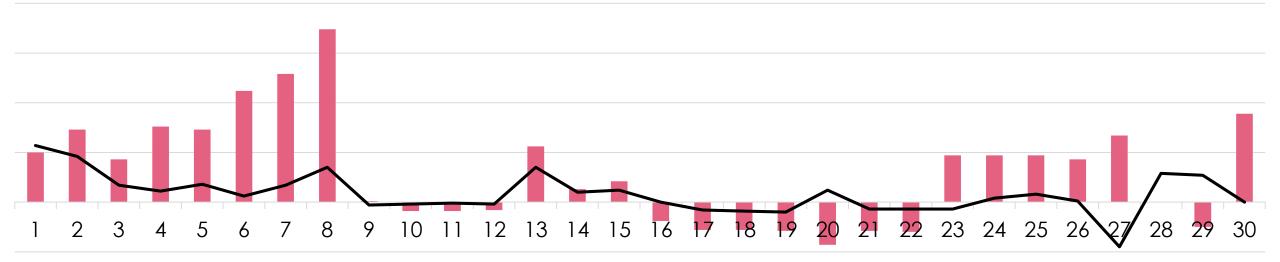
EXPEDIA MARKET PERFORMANCE

FUTURE PACE



Demand Growth — ADR Growth





Demand Growth — ADR Growth

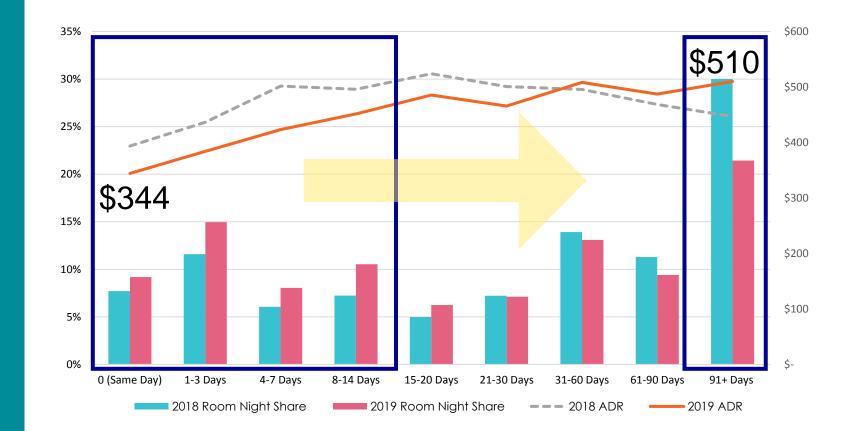
2020 Opportunities

Set up your cancellation policies and pricing strategies **EARLY**.

CAPTURE travelers booking further out. Don't push them to wait until rates drop.

INCENTIVIZE length of stay and longer booking windows.

Coachella Weekend 1 2018 vs. 2019



THANK YOU!