

# Greater Palm Springs Convention & Visitors Bureau

## 2018 Meetings Image & Awareness Study

Final Report of Findings

*Research prepared for the  
Greater Palm Springs Convention & Visitors Bureau by*

Destination  Analysts



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# Research Overview & Methodology

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This report presents the comprehensive findings of a survey of meeting planners conducted by Destination Analysts on behalf of the Greater Palm Springs Convention & Visitors Bureau.

The survey was conducted online via an email invitation and asked meeting planners from around the country to share their opinions, attitudes and perceptions of the Greater Palm Springs area as a meetings destination and tested recall for meetings-specific advertisements generated by the organization. The survey invitation was sent to a customer and prospect list provided by the Greater Palm Springs CVB and Destination Analysts' proprietary panel of meeting planners. Planners were incentivized to complete the survey with a cash payment.

A total of 435 fully completed surveys were collected in this process.



# ABOUT THIS REPORT

In the remainder of this report, data from the survey findings is presented as follows:

- The aggregate total is shown in the chart on the left
- On the right (or on the page following), a data table shows the findings broken out by meeting planner type:
  1. **Corporate Planners**
  2. **Third-Party Planners**
  3. **Association Planners**
  4. **Planners that are Likely to Host a Meeting in Greater Palm Springs** (Often referred to as “Likely Planners” throughout the report)
  5. **Planners that are Unlikely to Host a Meeting in Greater Palm Springs**
  6. **Planners who Have Never Held a Meeting in Greater Palm Springs** (Often referred to as “Novice Greater Palm Springs Planners” throughout the report)
  7. **Planners who Have Held a Meeting in Greater Palm Springs** (Often referred to as “Experienced Greater Palm Springs Planners” throughout the report)

SUMMARY OF FINDINGS:  
THE EXPERIENCED GREATER PALM SPRINGS PLANNER VS.  
THE NOVICE GREATER PALM SPRINGS PLANNER

# EXPERIENCED GREATER PALM SPRINGS PLANNERS

Meeting planners who have past experience planning a meeting held in the Greater Palm Springs area

Who they are

## MEETING PLANNER PROFILE:

### Groups They Typically Plan For:

- Private sector businesses--60.1%
- National Association--36.3%
- Incentive--24.2%
- State Association--19.4%

### Typical Meetings Sizes:

- 1,000+ Peak Room Nights--19.4%
- 501-1,000 Peak Room Nights--31.9%
- 201-500 Peak Room Nights--54.8%
- 10-200 Peak Room Nights--61.3%



## Top Resources Used for Destination Research

- My experience planning meetings (66.9%)
- CVB/DMO hosted event(s) participated in (including FAM tours) (56.9%)
- Contact at the CVB/DMO (48.0%)
- Hotel corporate sales office (44.0%)
- Website of the CVB/DMO (43.1%)
- Word of mouth - advice from colleagues (44.8%)
- CVENT (38.3%)
- General Internet search (39.1%)
- Hotel local sales office (39.1%)
- Meeting Planner Guide published by CVB (26.2%)



## Most Important Attributes in Determining Where to Host Their Meetings (Top-Two Box Score—"Extremely High Importance" & "High Importance"):

1. Quality of lodging venues - 95.6%
2. Room rates - 91.5%
3. Overall cost of holding meeting in destination - 90.3%
4. Access: Ease of Getting there - 89.9%
5. Good past experience with destination - 86.3%

## Top Rated Greater Palm Springs Attributes (Top-Two Box Score—"Very Good" & "Good"):

1. Relaxing ambiance - 91.9%
2. Quality of lodging venues - 91.1%
3. Luxuriousness of the destination - 89.9%
4. Wow factor of the destination - 87.1%
5. Good past experience with destination - 86.7%

## Descriptions of Palm Springs' Assets as a Meetings Destination

- Ideal – 18.5%
- Luxury resorts – 13.7%
- Great weather – 11.4%
- Beautiful – 10.4%
- Accessible – 7.6%

## CVB Services to Plan a Palm Springs Meeting

1. Vendor selection – 51.2%
2. Discount programs – 51.2%
3. Welcome signage – 50.4%
4. RFP distribution – 49.2%
5. Personalized venue/activities selection – 49.2%

## Ideal Types of Meetings for Palm Springs:

1. Incentive trips – 71.1%
2. Board retreats – 68.1%
3. Business/board meetings – 63.7%
4. Annual meetings – 63.7%

# NOVICE GREATER PALM SPRINGS PLANNERS

Meeting planners who do not have experience planning a meeting held in the Greater Palm Springs area

Who they are ——— Destination  Analysts  
DO YOUR RESEARCH

## MEETING PLANNER PROFILE:

### Groups They Typically Plan For:

- Private sector businesses--57.8%
- National Association--41.2%
- Non-profit—Charity--20.9%
- State Association--19.3%

### Typical Meetings Sizes:

- 1,000+ Peak Room Nights--12.8%
- 501-1,000 Peak Room Nights--28.3%
- 201-500 Peak Room Nights--41.2%
- 10-200 Peak Room Nights--63.1%

## Top Resources Used for Destination Research

- My experience planning meetings (61.0%)
- Contact at the CVB/DMO (54.5%)
- CVB/DMO hosted event(s) participated in (including FAM tours) (52.9%)
- Hotel corporate sales office (46.0%)
- Website of the CVB/DMO (43.3%)
- Word of mouth - advice from colleagues (40.1%)
- CVENT (38.5%)
- General internet search (33.7%)
- Hotel local sales office (28.3%)
- Meeting Planner Guide published by CVB (23.0%)



## Top Deterrents to Hosting a Meeting in Greater Palm Springs

1. Geographic location - 40.1%
2. Airport and lift - 35.8%
3. Not easily accessible - 35.3%
4. Cost of flights - 31.6%
5. Overall cost of holding meeting in destination - 19.8%

## Most Important Attributes in Determining Where to Host Their Meetings (Top-Two Box Score—“Extremely High Importance” & “High Importance”):

1. Quality of lodging venues - 94.7%
2. Room rates - 90.4%
3. Access: Ease of Getting there - 90.4%
4. Overall cost of holding meeting in destination - 88.8%
5. Geographic location - 85.0%

## Top Rated Greater Palm Springs Attributes (Top-Two Box Score—“Very Good” & “Good”):

1. Relaxing ambiance - 62.6%
2. Weather - 62.0%
3. Luxuriousness of the destination - 61.5%
4. Wow factor of the destination - 56.1%
5. Quality of hotels and lodging venues - 55.6%
6. Quality destination amenities - 54.5%
7. Safety - 50.3%
8. Unique/outdoor meeting space options - 49.7%
9. Popularity of destination with attendees - 47.1%
10. Healthy meetings options - 47.1%

## Descriptions of Palm Springs’ Assets as a Meetings Destination

- Unfamiliar – 19.8%
- Beautiful – 12.2%
- Difficult to get to – 11.5%
- Ideal – 10.7%
- Great weather – 10.7%

## CVB Services to Plan a Palm Springs Meeting

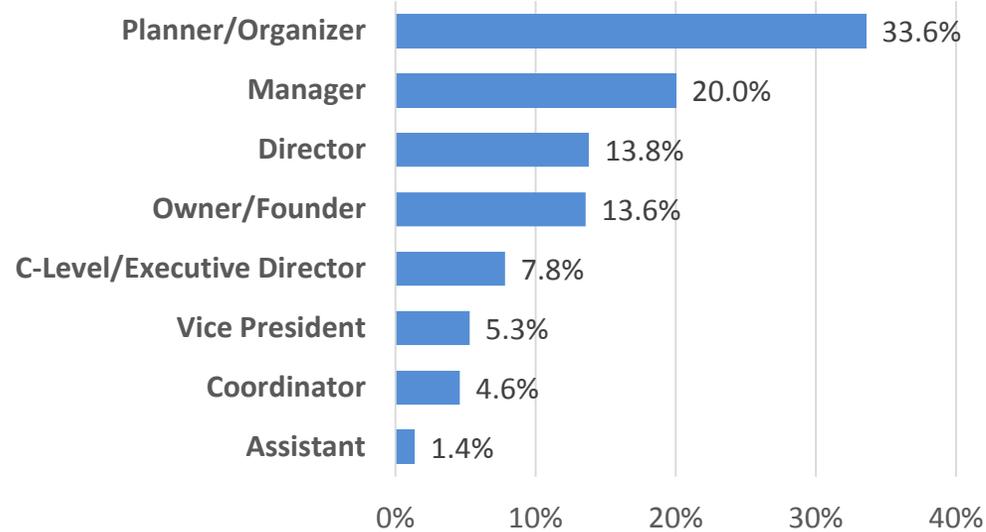
1. Welcome signage – 56.7%
2. RFP distribution – 52.9%
3. Vendor selection – 50.3%
4. Incentive packages – 48.1%
5. Discount programs – 47.1%
6. Local events calendar – 44.9%
7. Personalized venue/activities selection – 44.4%
8. Digital marketing materials – 38.0%
9. Destination experts – 36.4%
10. Hotel/meeting space directory – 35.8%

# MEETING PLANNER RESPONDENT PROFILE

# Professional Job Title

The meeting planners surveyed include those at various management levels and professional titles. In total, 33.6 percent of respondents have a planner/organizer title. One-in-five are managers, 13.8 percent are directors, 5.3 percent are vice presidents and 7.8 percent are C-level. About one-quarter of third-party planners surveyed are the owner or founder of their meeting planning company.

**Figure 1: Professional Job Title**



Question: Which of the following best describes your professional job title? Base: All respondents. 435 responses.

**Detail by Meeting Planner Type**

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting
<b>Planner/Organizer</b>	29.1%	40.6%	37.9%	31.6%	32.7%
<b>Manager</b>	25.8%	15.4%	6.9%	22.1%	18.2%
<b>Director</b>	14.6%	11.4%	17.2%	12.1%	13.6%
<b>Owner/Founder</b>	5.2%	25.7%	3.4%	15.3%	9.1%
<b>C-Level/Executive Management/Executive Director</b>	8.9%	1.1%	31.0%	7.4%	11.8%
<b>Vice President</b>	8.0%	2.9%	0.0%	5.8%	6.4%
<b>Coordinator</b>	5.6%	2.9%	3.4%	5.3%	6.4%
<b>Assistant</b>	2.8%	0.0%	0.0%	0.5%	1.8%
<b>Base</b>	213	175	29	190	110

# Meeting Planner Type

Meeting planners who are experienced with the Greater Palm Springs area and those likely to hold a meeting or event there in the future are comparatively more likely to be third-party meeting planners. In contrast, those who are unlikely to host a meeting in the destination as well as those who have never held a meeting in Greater Palm Springs were more likely to be corporate planners.

Figure 2: Meeting Planner Type



Question: Which best describes you? (Select one) Base: All respondents. 435 responses.

Detail by Meeting Planner Type

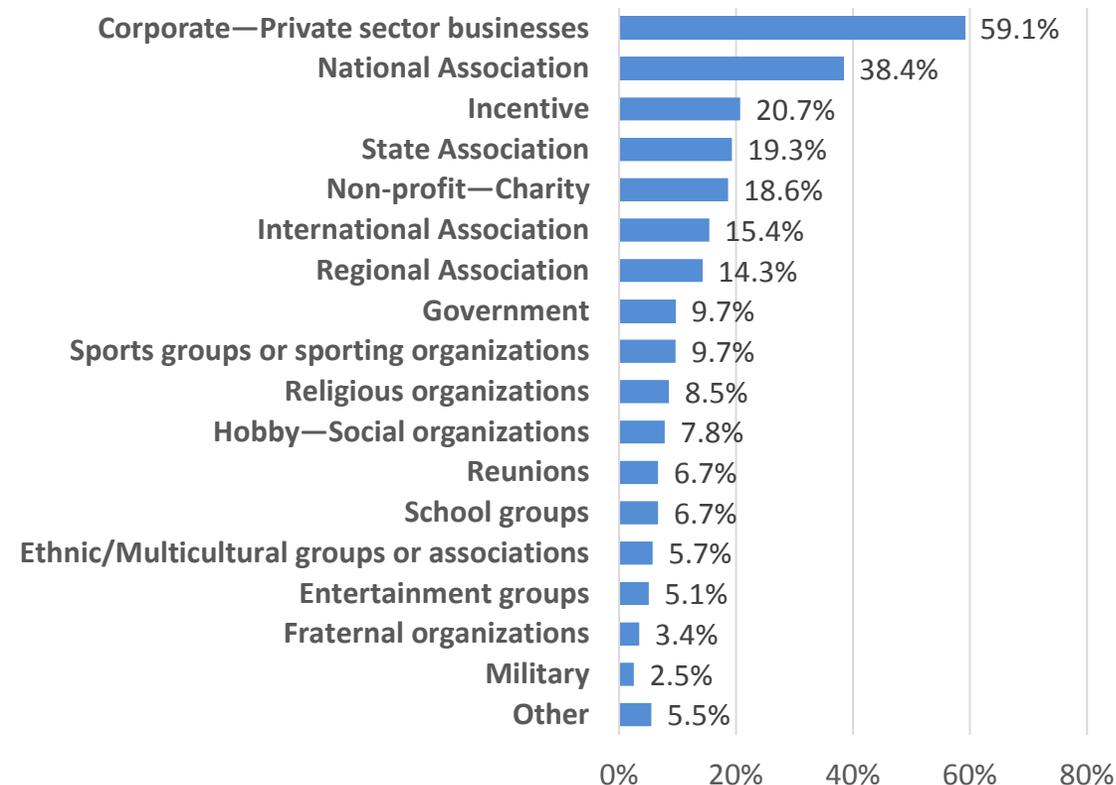
	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
I plan meetings exclusively for the business entity by which I am employed	40.5%	63.6%	54.0%	45.2%
I am a third-party meeting and events planner	50.0%	19.1%	35.3%	44.0%
I work for an association management company	5.3%	10.0%	7.0%	6.5%
Others in my organization are meeting planners, but I am involved in the planning decisions	2.6%	5.5%	2.1%	3.6%
I am a volunteer planner for my organization/group	1.6%	1.8%	1.6%	0.8%
<b>Base</b>	190	110	187	248

# Groups They Plan Meetings For

Meeting planners surveyed plan for a variety of groups, but most commonly for corporate/private sector businesses, national and state associations, and incentive groups. Planners who are likely to hold a meeting in the Greater Palm Springs area in the future are three times more likely to plan for incentive groups than those planners who are unlikely to host a meeting in area (24.9% vs. 8.3%).

*Full detail by meeting planner type is outlined on the following page.*

Figure 3: Groups They Plan Meetings For



Question: Which types of groups do you most typically plan meetings for? (Select all that apply)

Base: All respondents. 435 responses.

# Groups They Plan Meetings For—By Planner Type

## Detail by Meeting Planner Type

	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Held Meeting in Last 3 Years	Held Meeting 3-5 Years ago	Held Meeting More than 5 Years ago	Has NEVER Held a Meeting	Has Held a Meeting
Corporate—Private sector businesses	63.7%	47.3%	63.0%	64.3%	52.5%	57.8%	60.1%
National Association	37.4%	39.1%	35.7%	41.9%	39.7%	41.2%	36.3%
Incentive	24.7%	8.2%	24.0%	34.1%	24.8%	16.0%	24.2%
State Association	24.2%	12.7%	22.1%	19.4%	19.9%	19.3%	19.4%
Non-profit—Charity	20.5%	14.5%	17.5%	16.3%	15.6%	20.9%	16.9%
International Association	16.8%	15.5%	12.3%	14.0%	16.3%	17.6%	13.7%
Regional Association	17.9%	5.5%	15.6%	14.0%	17.0%	13.4%	14.9%
Government	10.5%	7.3%	7.8%	9.3%	9.2%	11.2%	8.5%
Sports groups or sporting organizations	11.6%	3.6%	13.6%	16.3%	8.5%	8.6%	10.5%
Religious organizations	10.5%	7.3%	11.0%	7.8%	10.6%	6.4%	10.1%
Hobby—Social organizations	10.0%	4.5%	8.4%	9.3%	6.4%	9.1%	6.9%
Reunions	8.4%	2.7%	7.8%	8.5%	5.0%	7.0%	6.5%
School groups	7.4%	7.3%	5.8%	7.0%	4.3%	10.2%	4.0%
Ethnic/Multicultural groups or associations	7.4%	1.8%	9.1%	10.1%	5.7%	4.8%	6.5%
Entertainment groups	6.8%	0.9%	8.4%	9.3%	5.7%	3.2%	6.5%
Fraternal organizations	4.7%	1.8%	5.2%	4.7%	2.1%	3.7%	3.2%
Military	3.2%	0.0%	4.5%	3.9%	1.4%	2.1%	2.8%
Other	3.7%	8.2%	3.9%	3.9%	7.1%	5.3%	5.6%
Base	190	110	154	129	141	187	248

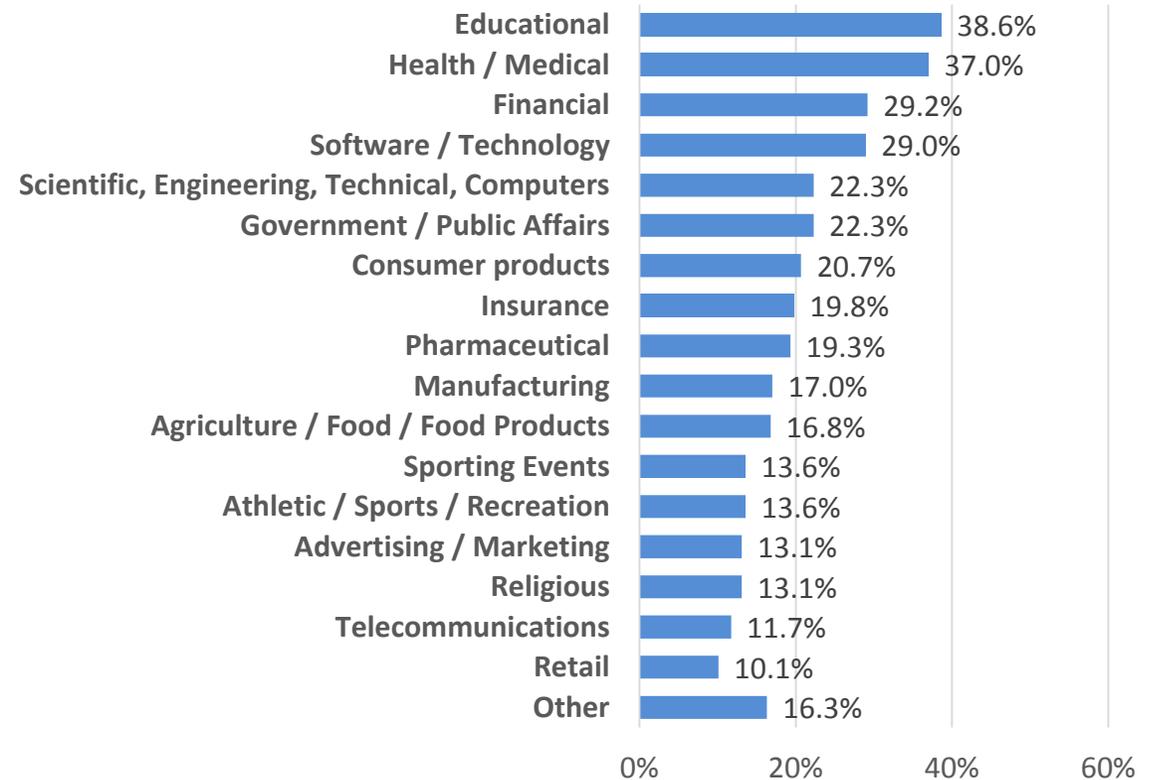
Question: Which types of groups do you most typically plan meetings for? (Select all that apply) Base: All respondents. 435 responses.

# Industries They Plan Meetings For

**Meeting planners surveyed have experience in a variety of industries.** Planners who have hosted a meeting in the Greater Palm Springs area were more likely than their counterparts to have experience planning meetings for the health/medical, insurance and pharmaceutical industries. Likely Planners comparatively have more experience than Unlikely Planners in planning meetings for educational, financial, software/technology, consumer products, insurance and agriculture industries—suggesting an opportunity to attract additional meetings business from a variety of business sectors.

*Full detail by meeting planner type is outlined on the following page.*

**Figure 4: Industries They Plan Meetings For**



Question: Which of the following industries do you have experience planning meetings for or in? (Select all that apply) Base: All respondents. 435 responses.

# Industries They Plan Meetings For—By Planner Type

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Held Meeting in Last 3 Years	Held Meeting 3-5 Years ago	Held Meeting More than 5 Years ago	Has NEVER Held a Meeting	Has Held a Meeting
<b>Educational</b>	27.2%	50.9%	48.3%	40.0%	31.8%	39.0%	38.0%	32.6%	44.4%	34.3%
<b>Health / Medical</b>	26.3%	46.3%	65.5%	41.1%	35.5%	41.6%	46.5%	45.4%	29.9%	42.3%
<b>Financial</b>	19.2%	44.0%	20.7%	32.1%	20.9%	33.1%	35.7%	32.6%	26.2%	31.5%
<b>Software / Technology</b>	16.4%	47.4%	13.8%	34.7%	22.7%	30.5%	35.7%	28.4%	28.9%	29.0%
<b>Scientific, Engineering, Technical, Computers</b>	14.1%	31.4%	24.1%	23.2%	23.6%	21.4%	22.5%	19.9%	25.1%	20.2%
<b>Government / Public Affairs / Public Administration</b>	16.9%	30.9%	17.2%	20.0%	20.0%	20.8%	20.9%	22.0%	21.9%	22.6%
<b>Consumer products</b>	12.2%	34.3%	6.9%	25.8%	12.7%	24.0%	27.1%	22.0%	18.2%	22.6%
<b>Insurance</b>	12.7%	32.0%	10.3%	22.6%	12.7%	25.3%	26.4%	24.8%	13.9%	24.2%
<b>Pharmaceutical</b>	11.3%	31.4%	10.3%	25.8%	14.5%	20.1%	27.1%	27.7%	15.0%	22.6%
<b>Manufacturing</b>	12.7%	23.4%	13.8%	17.9%	15.5%	14.3%	16.3%	12.8%	19.8%	14.9%
<b>Agriculture / Food / Food Products</b>	8.5%	29.7%	6.9%	20.5%	10.9%	17.5%	22.5%	20.6%	13.9%	19.0%
<b>Sporting Events</b>	8.0%	21.7%	6.9%	14.7%	8.2%	16.9%	18.6%	12.1%	11.8%	14.9%
<b>Athletic / Sports / Recreation</b>	7.5%	22.9%	6.9%	14.2%	12.7%	14.9%	14.7%	9.9%	15.0%	12.5%
<b>Advertising / Marketing</b>	9.4%	19.4%	3.4%	17.9%	5.5%	13.6%	15.5%	12.1%	13.9%	12.5%
<b>Religious</b>	8.5%	19.4%	6.9%	14.7%	9.1%	17.5%	14.7%	16.3%	10.2%	15.3%
<b>Telecommunications</b>	4.2%	21.7%	10.3%	15.8%	4.5%	11.7%	17.1%	15.6%	9.1%	13.7%
<b>Retail</b>	5.6%	17.1%	3.4%	11.1%	9.1%	10.4%	12.4%	10.6%	11.2%	9.3%
<b>Other</b>	21.1%	10.9%	20.7%	13.7%	17.3%	16.9%	15.5%	21.3%	13.9%	18.1%
<b>Base</b>	213	175	29	190	110	154	129	141	187	248

Question: Which of the following industries do you have experience planning meetings for or in? (Select all that apply) Base: All respondents. 435 responses.

# Typical Meeting Types

Meeting planners surveyed most typically plan annual meetings and business/board meetings. Over half of respondents also typically plan conventions, organizational retreats and educational meetings. Interestingly, those planners experienced with Greater Palm Springs were more likely to typically plan annual meetings, conventions, organizational retreats and incentive trips compared to those who have not held a meeting in the area.

*Full detail by meeting planner type is outlined on the following page.*

Figure 5: Typical Meeting Types



Question: Which best describes the types of meetings/events you typically plan? (Select all that apply) Base: All respondents. 435 responses.

# Typical Meeting Types—By Planner Type

## Detail by Meeting Planner Type

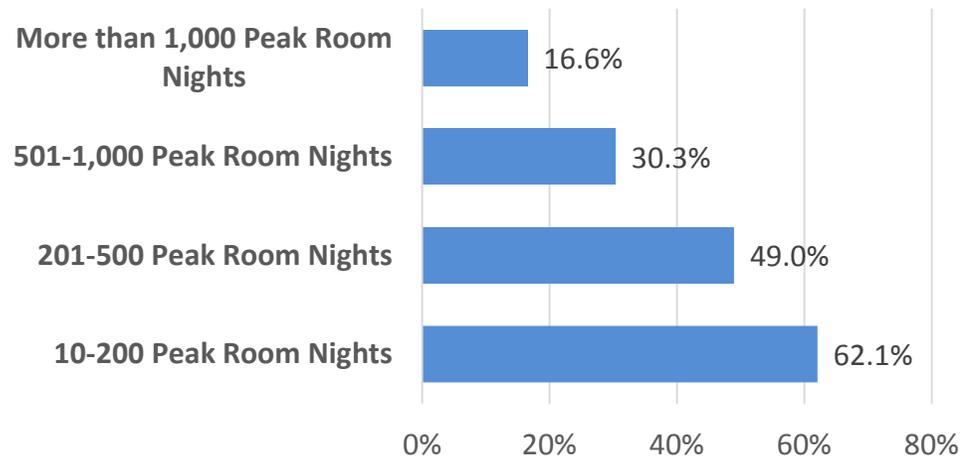
	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Held Meeting in Last 3 Years	Held Meeting 3-5 Years ago	Held Meeting More than 5 Years ago	Has NEVER Held a Meeting	Has Held a Meeting
Annual meetings	84.0%	86.9%	93.1%	88.9%	78.2%	89.6%	90.7%	90.1%	80.2%	89.1%
Business meetings / board meetings / sales meetings	67.6%	85.1%	69.0%	<b>80.0%</b>	61.8%	72.7%	78.3%	77.3%	72.7%	75.4%
Conventions with exhibits, general sessions and/or meetings	54.9%	62.9%	69.0%	62.6%	53.6%	59.1%	63.6%	58.9%	52.4%	<b>62.5%</b>
Board / other organizational retreats	48.4%	62.3%	79.3%	<b>64.7%</b>	42.7%	61.7%	65.1%	64.5%	47.6%	<b>60.9%</b>
Educational meetings	52.1%	55.4%	69.0%	<b>58.4%</b>	42.7%	56.5%	55.8%	56.0%	50.8%	56.0%
Networking/corporate social events (i.e. mixers, or other social-business functions)	36.6%	33.7%	37.9%	37.9%	23.6%	37.0%	35.7%	37.6%	33.2%	35.9%
Incentive trips	19.2%	56.0%	3.4%	40.0%	16.4%	40.9%	48.8%	40.4%	23.5%	<b>39.5%</b>
Trade shows with exhibits	31.0%	32.0%	41.4%	37.9%	24.5%	31.8%	38.8%	33.3%	29.9%	32.7%
Team-building	25.8%	25.7%	6.9%	31.6%	13.6%	29.2%	29.5%	28.4%	19.8%	27.4%
Special events (i.e. festivals)	18.8%	23.4%	17.2%	25.3%	14.5%	22.1%	22.5%	22.0%	17.6%	22.2%
Sports Events	6.6%	19.4%	6.9%	13.2%	2.7%	16.9%	20.2%	12.1%	8.0%	14.5%
Product reveals	5.6%	18.9%	6.9%	14.2%	7.3%	14.3%	15.5%	12.1%	8.0%	12.9%
Consumer shows	2.8%	16.6%	0.0%	12.6%	4.5%	13.0%	13.2%	8.5%	4.3%	10.9%
Reunion events	3.3%	14.9%	3.4%	10.0%	4.5%	9.7%	7.8%	7.1%	8.0%	8.1%
Other	3.3%	1.7%	0.0%	1.1%	4.5%	0.6%	0.8%	1.4%	3.2%	1.6%
Base	213	175	29	190	110	154	129	141	187	248

Source: Survey base: All respondents. 435 responses.

# Typical Meeting in Peak Room Nights

Meeting planners are most commonly experienced with meetings under 200 peak room nights in size. Experience planning larger meetings with more than 1,000 room nights on peak is less common.

Figure 6: Typical Meeting in Peak Room Nights



Question: Based on your peak room night, how large are the meetings you typically plan? (Select all that apply) Base: All respondents. 435 responses.

Detail by Meeting Planner Type

	Corporate	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
More than 1,000 Peak Room Nights	14.6%	18.3%	24.1%	18.9%	18.2%	12.8%	19.4%
501-1,000 Peak Room Nights	23.0%	36.0%	55.2%	36.3%	27.3%	28.3%	31.9%
201-500 Peak Room Nights	39.9%	61.1%	55.2%	54.2%	36.4%	41.2%	54.8%
10-200 Peak Room Nights	62.0%	64.0%	41.4%	61.6%	60.0%	63.1%	61.3%
Base	213	175	29	190	110	187	248

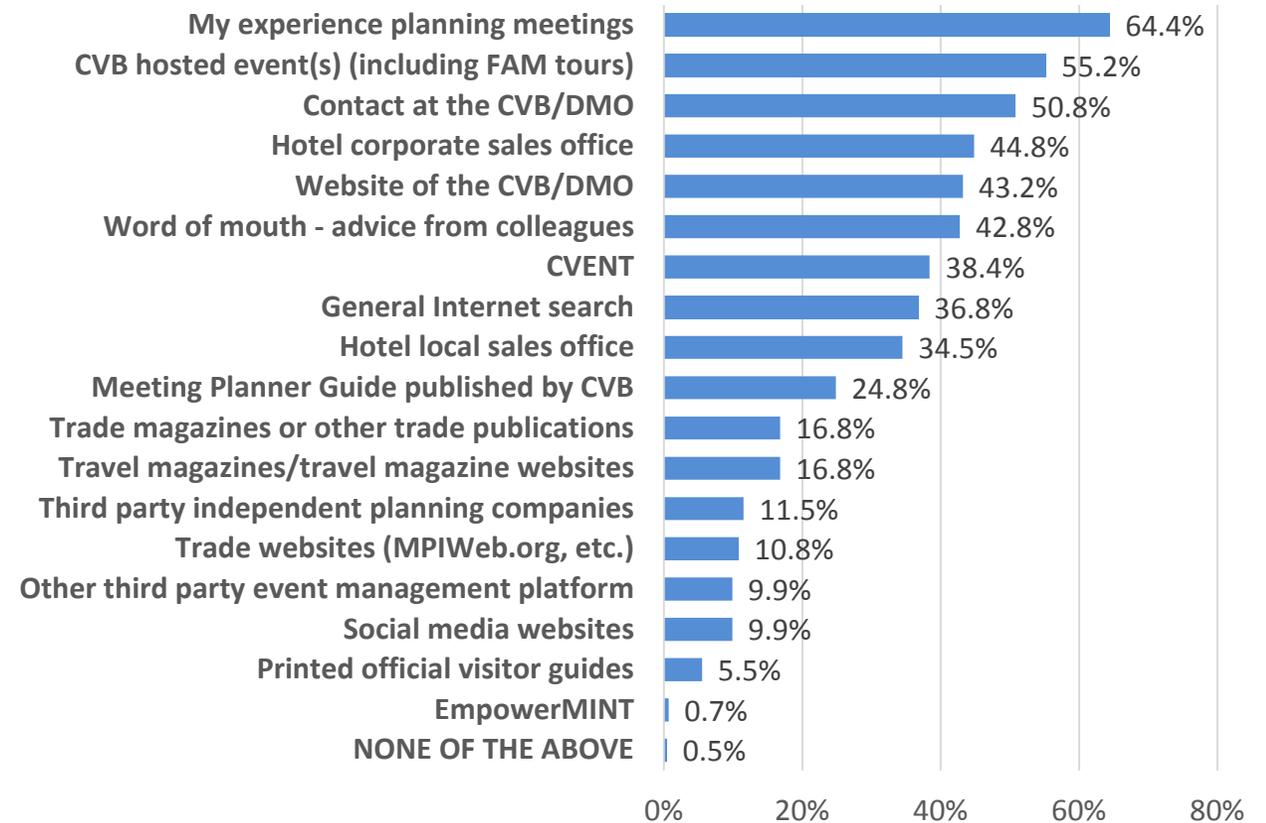
# Destination Research Resources

**Meeting Planners rely heavily on CVB resources when researching a destination.** Three of the top five resources cited by meeting planners for their destination research are CVB related. In fact, four-in-ten or more utilize CVB hosted events (55.2%), a contact at the CVB (50.8%) and/or the CVB website (43.2%) to research meetings destinations.

**Those likely to hold a meeting in the Greater Palm Springs area are more common users of CVENT, general Internet searches, advice/recommendations from other meeting planners, CVB hosted events, and travel magazines like Travel + Leisure in their destination research.** They are lesser users of hotel corporate sales offices.

*Full detail by meeting planner type is outlined on the following page.*

**Figure 7: Destination Research Resources**



Question: In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Base: All respondents. 435 responses.

# Destination Research Resources—By Planner Type

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
My experience planning meetings in various cities	66.2%	64.0%	58.6%	68.9%	58.2%	61.0%	66.9%
Convention & Visitors Bureau/Destination Marketing Organization hosted event(s) participated in (including FAM tours)	46.9%	63.4%	69.0%	62.1%	45.5%	52.9%	56.9%
Contact at the Convention & Visitors Bureau/Destination Marketing Organization	45.1%	53.1%	82.8%	49.5%	49.1%	54.5%	48.0%
Hotel corporate sales office	39.9%	49.1%	51.7%	42.6%	47.3%	46.0%	44.0%
Website of the Convention & Visitors Bureau/Destination Marketing Organization	42.7%	42.9%	51.7%	43.7%	36.4%	43.3%	43.1%
Word of mouth - advice from colleagues or other planners	42.7%	42.9%	51.7%	49.5%	29.1%	40.1%	44.8%
CVENT	22.1%	63.4%	20.7%	47.9%	30.9%	38.5%	38.3%
General Internet search	36.6%	37.1%	31.0%	37.4%	30.0%	33.7%	39.1%
Hotel local sales office	33.8%	33.1%	41.4%	37.4%	30.0%	28.3%	39.1%
Meeting Planner Guide published by Convention & Visitors Bureau	25.8%	21.1%	41.4%	22.1%	26.4%	23.0%	26.2%
Trade magazines or other trade publications	19.2%	16.0%	10.3%	17.9%	14.5%	16.0%	17.3%
Travel magazines and/or travel magazine websites (Conde Nast Traveler, Travel + Leisure, etc.)	16.0%	18.9%	13.8%	21.6%	8.2%	11.2%	21.0%
Third party independent planning companies	15.0%	7.4%	0.0%	13.2%	11.8%	12.3%	10.9%
Trade websites (MPIWeb.org, etc.)	10.8%	11.4%	10.3%	12.1%	10.9%	11.2%	10.5%
Other third party event management platform	12.7%	8.6%	0.0%	11.6%	11.8%	10.7%	9.3%
Social media websites (Facebook, LinkedIn, etc)	8.0%	12.0%	6.9%	11.1%	9.1%	10.2%	9.7%
Printed official visitor guides	4.7%	5.1%	17.2%	6.8%	3.6%	4.8%	6.0%
EmpowerMINT	0.0%	1.7%	0.0%	1.1%	0.0%	0.0%	1.2%
NONE OF THE ABOVE	0.9%	0.0%	0.0%	0.5%	0.0%	0.0%	0.8%
Base	213	175	29	190	110	187	248

Question: In general, which of the following resources do you regularly access when researching destinations in which to hold meetings or events? (Please only select those that you consider the most important sources.) Base: All respondents. 435 responses.

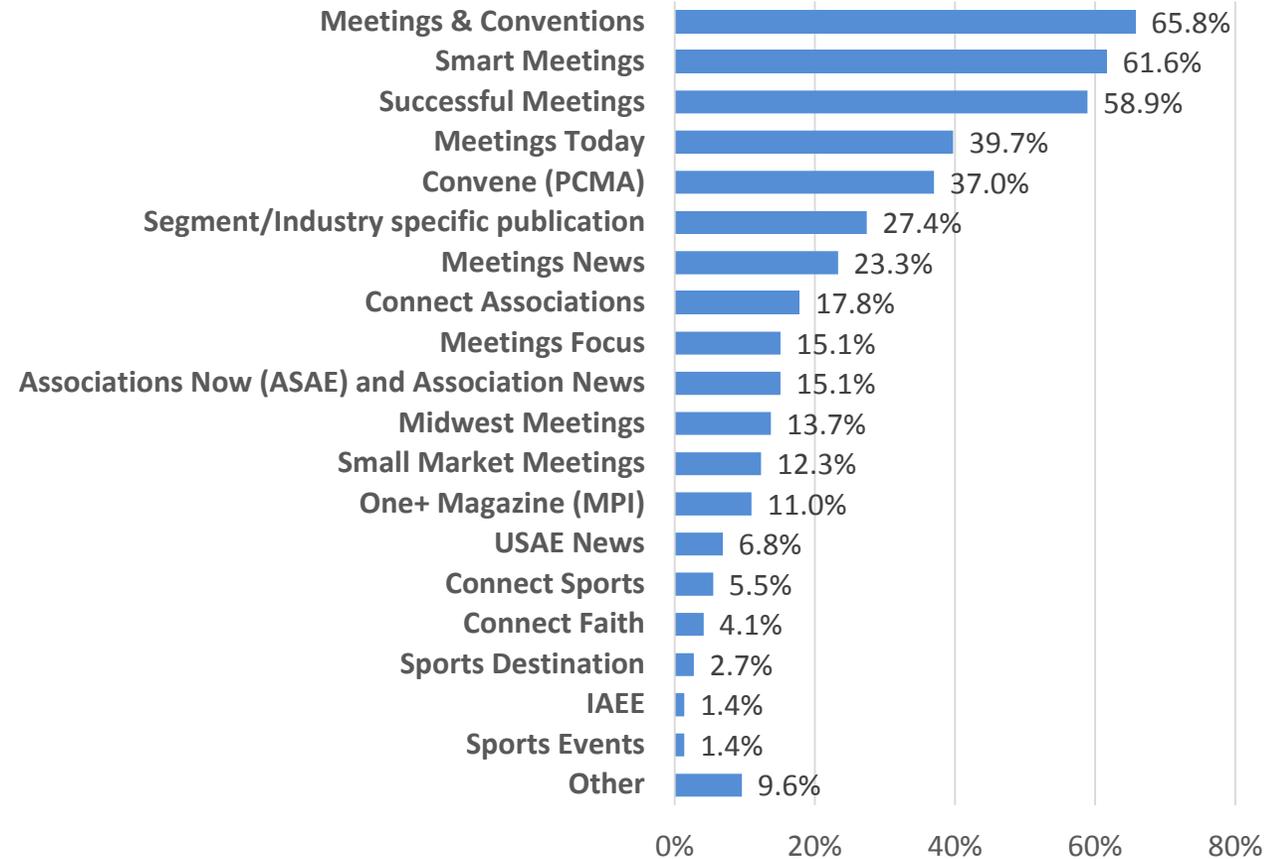
# Trade Publications Used

Amongst planners who regularly use trade publications to research meetings destinations, *Meetings & Conventions*, *Smart Meetings* and *Successful Meetings* were used most.

*Please note the small sample size. This data should be considered informational and not directional.*

*Full detail by meeting planner type is outlined on the following page.*

Figure 8: Trade Publications Used



Question: Which trade publications do you use to research destinations? Base: Respondents who use trade publications to research meetings destinations. 73 responses.

# Trade Publications Used—By Planner Type

## Detail by Meeting Planner Type

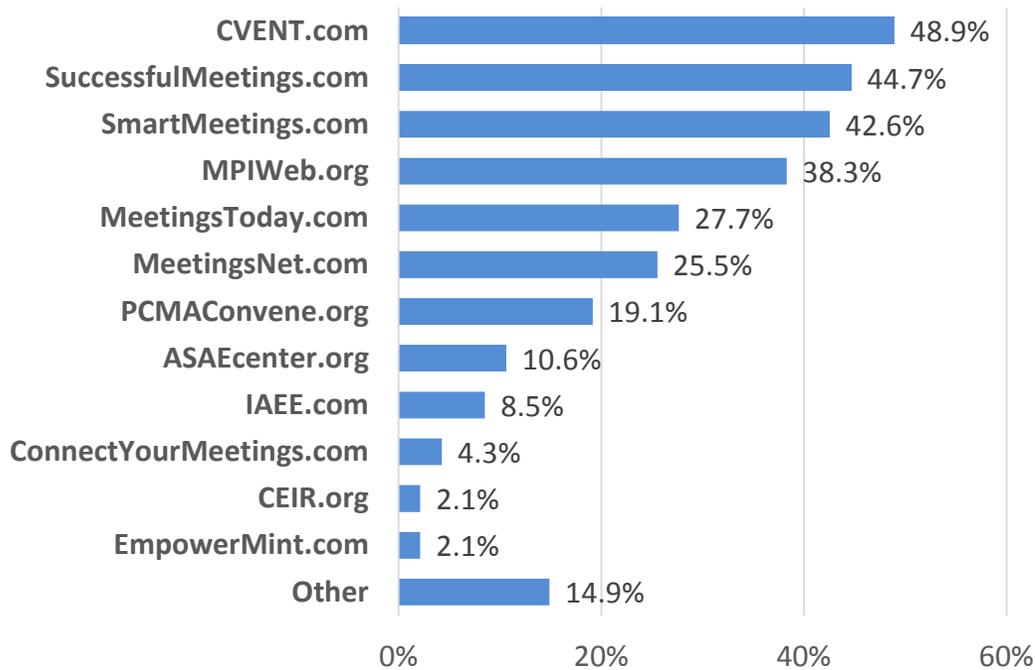
	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
Meetings & Conventions	65.9%	67.9%	66.7%	70.6%	56.3%	63.3%	67.4%
Smart Meetings	61.0%	67.9%	0.0%	64.7%	75.0%	56.7%	65.1%
Successful Meetings	53.7%	71.4%	33.3%	73.5%	50.0%	56.7%	60.5%
Meetings Today	41.5%	42.9%	0.0%	64.7%	18.8%	26.7%	48.8%
Convene (PCMA)	31.7%	42.9%	33.3%	38.2%	25.0%	30.0%	41.9%
Segment or Industry specific publication (i.e., Association Meetings, Corporate Meetings & Incentives, Medical Meetings, etc.)	17.1%	42.9%	33.3%	32.4%	25.0%	23.3%	30.2%
Meetings News	26.8%	21.4%	0.0%	23.5%	25.0%	20.0%	25.6%
Connect Associations	14.6%	25.0%	0.0%	23.5%	12.5%	16.7%	18.6%
Meetings Focus	9.8%	25.0%	0.0%	26.5%	6.3%	6.7%	20.9%
Associations Now (ASAE) and Association News	14.6%	7.1%	66.7%	14.7%	18.8%	10.0%	18.6%
Midwest Meetings	9.8%	21.4%	0.0%	20.6%	6.3%	10.0%	16.3%
Small Market Meetings	12.2%	14.3%	0.0%	20.6%	0.0%	3.3%	18.6%
One+ Magazine (MPI)	7.3%	17.9%	0.0%	8.8%	0.0%	3.3%	16.3%
USAE News	0.0%	10.7%	66.7%	5.9%	6.3%	10.0%	4.7%
Connect Sports	4.9%	7.1%	0.0%	8.8%	0.0%	3.3%	7.0%
Connect Faith	7.3%	0.0%	0.0%	2.9%	12.5%	6.7%	2.3%
Sports Destination	2.4%	3.6%	0.0%	2.9%	0.0%	0.0%	4.7%
IAEE	2.4%	0.0%	0.0%	0.0%	6.3%	3.3%	0.0%
Sports Events	0.0%	3.6%	0.0%	2.9%	0.0%	0.0%	2.3%
Other	4.9%	17.9%	0.0%	8.8%	12.5%	6.7%	11.6%
Base	41	28	3	34	16	30	43

Question: Which trade publications do you use to research destinations? Base: Respondents who use trade publications to research meetings destinations. 73 responses.

# Trade Websites Used

Amongst planners who regularly use trade websites to research meetings destinations, **CVENT.com, SuccessfulMeetings.com and SmartMeetings.com were the top used sites.** The top trade websites regularly accessed by Likely Planners are SmartMeetings.com and MPIWeb.org. *Please note the small sample size. This data should be considered informational and not directional.*

**Figure 9: Trade Websites Used**



Question: Which trade websites do you use to research destinations? Base: Respondents who use trade websites to research meetings destinations. 47 responses.

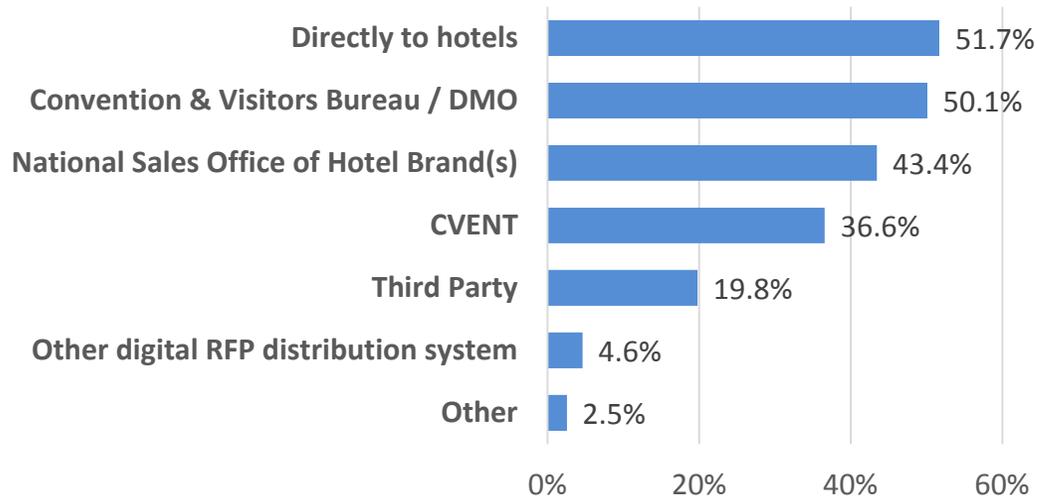
**Detail by Meeting Planner Type**

	Corporate	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
CVENT.com	43.5%	60.0%	0.0%	47.8%	25.0%	52.4%	46.2%
SuccessfulMeetings.com	56.5%	35.0%	0.0%	43.5%	50.0%	42.9%	46.2%
SmartMeetings.com	52.2%	35.0%	33.3%	56.5%	25.0%	28.6%	53.8%
MPIWeb.org	43.5%	30.0%	66.7%	52.2%	33.3%	28.6%	46.2%
MeetingsToday.com	30.4%	25.0%	33.3%	34.8%	16.7%	19.0%	34.6%
MeetingsNet.com	26.1%	25.0%	33.3%	30.4%	33.3%	14.3%	34.6%
PCMAConvene.org	21.7%	15.0%	0.0%	17.4%	41.7%	9.5%	26.9%
ASAEcenter.org	4.3%	10.0%	33.3%	8.7%	16.7%	9.5%	11.5%
IAEE.com	8.7%	10.0%	0.0%	8.7%	16.7%	9.5%	7.7%
ConnectYourMeetings.com	8.7%	0.0%	0.0%	0.0%	0.0%	4.8%	3.8%
CEIR.org	4.3%	0.0%	0.0%	0.0%	8.3%	4.8%	0.0%
EmpowerMint.com	0.0%	5.0%	0.0%	4.3%	0.0%	0.0%	3.8%
Other	13.0%	20.0%	0.0%	13.0%	16.7%	19.0%	11.5%
Base	23	20	3	23	12	21	26

# RFP Distribution Channels

The most utilized RFP distribution channels used amongst all planners surveyed are submissions direct to hotels (51.7%) and CVBs (50.1%). Third-party planners are three times as likely as other planners to distribute their RFP through CVENT. Association planners are the likeliest to distribute their RFPs to CVBs. Corporate planners are likeliest to send their RFP directly to hotels.

Figure 10: RFP Distribution Channels



Question: Through which channels do you typically distribute your RFPs for your meetings? (Select all that apply) Base: All respondents. 435 responses.

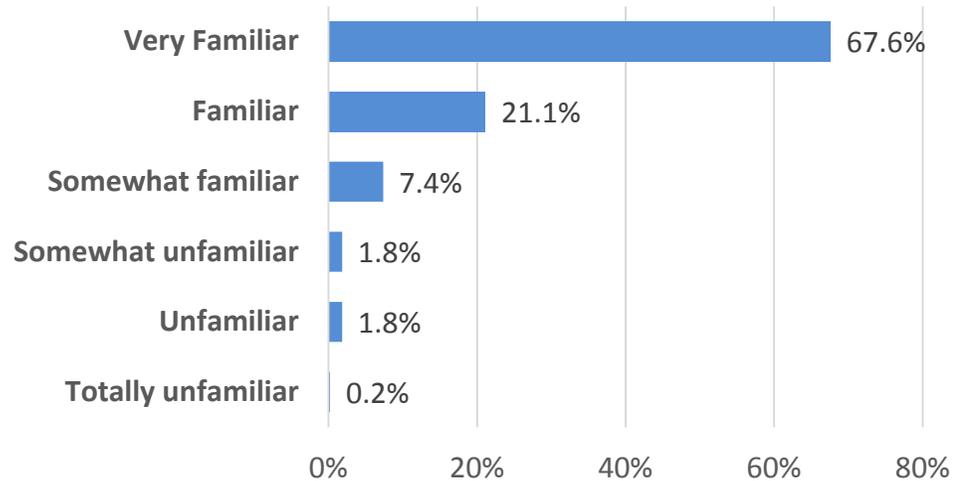
Detail by Meeting Planner Type

	Corp.	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
Directly to hotels	61.5%	40.0%	51.7%	48.4%	53.6%	48.1%	54.4%
Convention & Visitors Bureau / DMO	47.9%	48.6%	75.9%	51.1%	43.6%	49.7%	50.4%
National Sales Office of Hotel Brand(s)	43.2%	41.7%	58.6%	45.3%	42.7%	37.4%	48.0%
CVENT	17.4%	64.6%	20.7%	44.2%	22.7%	39.0%	34.7%
Third Party	31.0%	8.0%	0.0%	17.4%	20.9%	22.5%	17.7%
Other digital RFP distribution system	5.6%	2.3%	10.3%	3.2%	5.5%	5.3%	4.0%
Other	1.9%	2.3%	10.3%	2.6%	1.8%	1.1%	3.6%
Base	213	175	29	190	110	187	248

# Familiarity with CVBs

**Meeting planners have a high level of familiarity with CVBs.** In total, 67.6 percent of all respondents said they are “very familiar” with convention and visitors bureaus while 21.1 percent are “familiar.” Planners who have held a meeting in the Greater Palm Springs area previously were slightly more familiar with CVBs than planners who have never held a meeting in the destination (top-two box score: 91.1% vs. 85.6%, respectively).

**Figure 11: Familiarity with CVBs**



Question: How familiar are you with Convention & Visitors Bureaus (also known as CVBs and Destination Marketing Organizations/DMOs)? (Select one) Base: All respondents. 435 responses.

**Detail by Meeting Planner Type**

	Corporate Third-party Association		Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
<b>Top 2 Box</b>	79.8%	97.7%	100.0%	92.6%	83.6%	85.6% 91.1%
<b>Very Familiar</b>	56.3%	77.7%	89.7%	73.2%	56.4%	64.7% 69.8%
<b>Familiar</b>	23.5%	20.0%	10.3%	19.5%	27.3%	20.9% 21.4%
<b>Somewhat familiar</b>	12.2%	2.3%	0.0%	5.3%	6.4%	9.1% 6.0%
<b>Somewhat unfamiliar</b>	3.8%	0.0%	0.0%	1.1%	3.6%	1.6% 2.0%
<b>Unfamiliar</b>	3.8%	0.0%	0.0%	1.1%	5.5%	3.2% 0.8%
<b>Totally unfamiliar</b>	0.5%	0.0%	0.0%	0.0%	0.9%	0.5% 0.0%
<b>Base</b>	213	175	29	190	110	187 248

# Attributes Important to Meetings Destination Selection

Quality of hotel venues, room rates, access and overall cost of holding a meeting in the destination are the most important attributes to the meetings destination selection process. Planners were presented with a list of attributes and asked to rate each on their importance in determining which destinations to host their meetings in. Meeting planners likely to host a meeting in the Greater Palm Springs area were comparatively somewhat less price conscious, but place more importance on a destination’s amenities, popularity, wow factor, luxuriousness, unique outdoor meeting space options, and CVB services.

Full detail by meeting planner type is outlined on the following page.

Question: In addition to the size of meetings space meeting your needs, in general, how important are each of the following in determining the destination in which you hold your meetings? Please use the scale from “Extremely low importance” to “Extremely high importance” to rate how important each factor generally is to your meetings destination decision. Base: All respondents. 435 responses.

**Figure 12: Attributes Important to Meetings Destination Selection**  
(Top-Two Box Score--% Rating Each as “Extremely High Importance” or “High Importance”)



# Attributes Important to Meetings Destination Selection—By Planner Type

Detail by Meeting Planner Type (Top-Two Box Score--% Rating Each as “Extremely High Importance” or “High Importance”)				Likely to Hold	Unlikely to	Has NEVER	Has Held a
	Corporate	Third-party	Association	a Meeting	Hold a Meeting	Held a Meeting	Meeting
Quality of hotels and lodging venues	94.4%	95.4%	96.6%	96.8%	92.7%	94.7%	95.6%
Room rates	93.9%	88.0%	86.2%	91.6%	<b>91.8%</b>	90.4%	91.5%
Access: Ease of Getting there	91.1%	86.9%	96.6%	90.0%	90.0%	90.4%	89.9%
Overall cost of holding meeting in destination	90.1%	89.1%	93.1%	87.9%	90.9%	88.8%	90.3%
Geographic location	87.3%	82.3%	82.8%	85.3%	84.5%	85.0%	85.5%
Good past experience with destination	79.8%	86.9%	93.1%	86.8%	77.3%	80.7%	86.3%
F&B costs	85.9%	78.9%	93.1%	83.2%	<b>83.6%</b>	82.4%	83.5%
Airport and lift	79.8%	80.0%	96.6%	80.5%	81.8%	80.7%	81.0%
Popularity of destination with attendees	75.6%	81.7%	96.6%	83.2%	72.7%	74.9%	<b>83.1%</b>
Quality destination amenities (restaurants, entertainment, etc.)	78.9%	81.1%	82.8%	<b>81.1%</b>	72.7%	73.8%	<b>83.9%</b>
Meeting venue(s) are close to many activities (dining, attractions, etc.)	76.5%	78.9%	93.1%	77.9%	76.4%	78.6%	78.2%
Safety	77.9%	75.4%	93.1%	79.5%	74.5%	77.0%	78.2%
Popularity of destination with clients/Board of Directors/other decision makers	64.3%	82.9%	86.2%	<b>75.8%</b>	65.5%	73.8%	72.2%
Cost of flights	61.5%	64.6%	72.4%	61.6%	64.5%	62.6%	64.1%
Wow factor of the destination	54.9%	74.3%	58.6%	<b>70.5%</b>	49.1%	59.9%	65.3%
Walkability	60.1%	61.7%	89.7%	60.0%	62.7%	65.2%	61.3%
Weather	57.3%	56.0%	44.8%	60.0%	49.1%	52.9%	58.5%
Luxuriousness of the destination	42.7%	44.0%	34.5%	<b>49.5%</b>	30.9%	37.4%	<b>46.8%</b>
Unique and/or outdoor meeting space options	39.4%	49.7%	27.6%	<b>48.4%</b>	35.5%	39.0%	44.8%
Healthy meetings options (i.e. healthy food, inspiring activities, serene settings)	39.0%	40.6%	41.4%	40.0%	37.3%	43.3%	38.7%
Convention center quality	37.6%	43.4%	34.5%	38.4%	42.7%	<b>44.4%</b>	35.5%
Variety of unique offsite and/or teambuilding activities	37.6%	41.1%	31.0%	<b>43.2%</b>	25.5%	32.6%	42.7%
Service provided by Convention & Visitors Bureau/Destination Marketing Organization	32.4%	35.4%	51.7%	<b>37.4%</b>	31.8%	39.6%	32.7%
Relaxing ambiance	30.5%	28.0%	34.5%	32.6%	27.3%	27.3%	33.1%
“New”-ness of the destination	26.3%	36.0%	17.2%	<b>38.4%</b>	20.0%	26.7%	31.5%
Convention Center availability	25.8%	28.0%	34.5%	26.3%	28.2%	31.0%	23.8%
Reputation for sustainability/green practices	21.6%	21.1%	20.7%	22.6%	18.2%	20.3%	22.2%
Sporting event facilities	5.6%	12.6%	0.0%	8.4%	6.4%	8.0%	8.1%

Question: In addition to the size of meetings space meeting your needs, in general, how important are each of the following in determining the destination in which you hold your meetings? Please use the scale from “Extremely low importance” to “Extremely high importance” to rate how important each factor generally is to your meetings destination decision. Base: All respondents. 435 responses.

# Attributes Important to Meetings Destination Selection—By Meeting Size

## Detail by Meeting Planner Type (Top-Two Box Score--% Rating Each as “Extremely High Importance” or “High Importance”)

	10-200 Peak Room Nights	201-500 Peak Room Nights	501-1,000 Peak Room Nights	More than 1,000 Peak Room Nights
Quality of hotels and lodging venues	96.3%	93.4%	96.2%	93.1%
Room rates	89.6%	90.1%	91.7%	87.5%
Access: Ease of Getting there	90.0%	88.7%	91.7%	87.5%
Overall cost of holding meeting in destination	89.3%	86.9%	93.9%	90.3%
Geographic location	86.3%	81.2%	81.8%	87.5%
Good past experience with destination	84.8%	83.1%	84.1%	81.9%
F&B costs	80.4%	84.0%	84.8%	80.6%
Airport and lift	79.6%	79.8%	84.8%	83.3%
Popularity of destination with attendees	77.0%	81.7%	84.1%	84.7%
Quality destination amenities (restaurants, entertainment, etc.)	80.4%	79.3%	78.0%	80.6%
Meeting venue(s) are close to many activities (dining, attractions, etc.)	81.1%	75.6%	81.8%	76.4%
Safety	76.7%	77.5%	76.5%	76.4%
Popularity of destination with clients/Board of Directors/other decision makers	71.9%	72.8%	76.5%	75.0%
Cost of flights	62.6%	61.0%	68.9%	62.5%
Wow factor of the destination	61.5%	66.2%	67.4%	59.7%
Walkability	64.1%	57.3%	65.9%	70.8%
Weather	59.6%	54.0%	57.6%	56.9%
Luxuriousness of the destination	45.2%	42.7%	41.7%	27.8%
Unique and/or outdoor meeting space options	45.6%	39.4%	46.2%	40.3%
Healthy meetings options (i.e. healthy food, inspiring activities, serene settings)	44.1%	38.0%	37.9%	36.1%
Convention center quality	35.6%	35.2%	51.5%	62.5%
Variety of unique offsite and/or teambuilding activities	41.9%	39.0%	33.3%	33.3%
Service provided by Convention & Visitors Bureau/Destination Marketing Organization	34.1%	33.3%	39.4%	47.2%
Relaxing ambiance	30.7%	25.8%	24.2%	18.1%
“New”-ness of the destination	30.7%	31.0%	34.1%	25.0%
Convention Center availability	24.8%	24.9%	40.9%	55.6%
Reputation for sustainability/green practices	23.3%	21.1%	21.2%	20.8%
Sporting event facilities	8.5%	5.6%	10.6%	6.9%
Base	270	213	132	72

Question: In addition to the size of meetings space meeting your needs, in general, how important are each of the following in determining the destination in which you hold your meetings? Please use the scale from “Extremely low importance” to “Extremely high importance” to rate how important each factor generally is to your meetings destination decision. Base: All respondents. 435 responses.

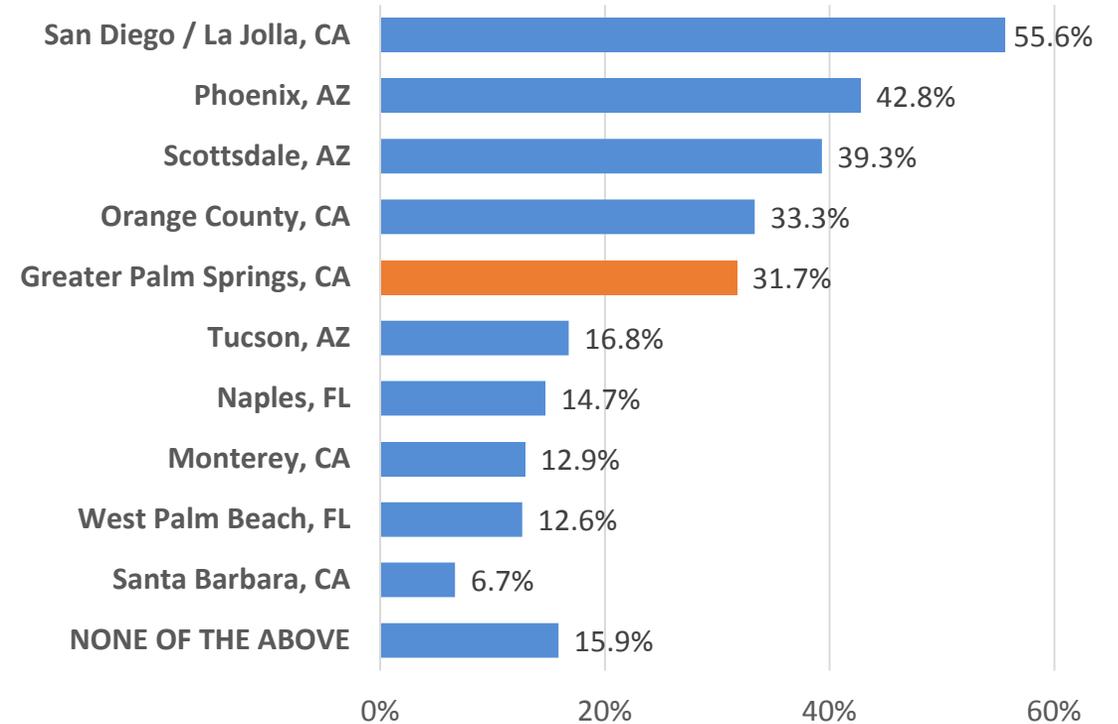
# GREATER PALM SPRINGS VS. COMPETITIVE SET

# Meetings Destinations Used in Past 5 Years (Aided)

Of the destinations tested, meeting planners surveyed were most likely to have held a meeting in San Diego (55.6%), Phoenix (42.8%) and/or Scottsdale (39.3%) in the past five years. Just under a third of meeting planners had held a meeting in the Greater Palm Springs area within the last five years. Amongst planners who are likely to hold a meeting in the Greater Palm Springs area in the future, San Diego also topped the destinations they had experience with in the recent past (66.3%), followed by Greater Palm Springs (53.7%).

*Full detail by meeting planner type is outlined on the following page.*

Figure 13: Meetings Destinations Used in Past 5 Years



Question: In the PAST FIVE (5) YEARS, in which of these destinations have you planned a meeting or event? (Select all that apply) Base: All respondents. 435 responses.

# Meetings Destinations Used in Past 5 Years—By Planner Type

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
San Diego / La Jolla, CA	49.3%	64.6%	65.5%	66.3%	39.1%	39.0%	68.1%
Phoenix, AZ	33.3%	53.7%	51.7%	47.4%	32.7%	36.4%	47.6%
Scottsdale, AZ	27.7%	56.0%	31.0%	45.8%	28.2%	25.7%	49.6%
Orange County, CA	28.2%	40.6%	31.0%	46.8%	21.8%	22.5%	41.5%
<b>Greater Palm Springs, CA</b>	<b>28.2%</b>	<b>36.0%</b>	<b>34.5%</b>	<b>53.7%</b>	<b>5.5%</b>	<b>0.0%</b>	<b>53.6%</b>
Tucson, AZ	12.2%	21.7%	17.2%	23.2%	8.2%	13.9%	19.0%
Naples, FL	9.9%	21.1%	13.8%	17.9%	8.2%	10.2%	18.1%
Monterey, CA	11.7%	13.7%	20.7%	18.9%	3.6%	7.0%	17.3%
West Palm Beach, FL	10.3%	16.0%	13.8%	15.8%	7.3%	9.1%	15.3%
Santa Barbara, CA	5.2%	9.7%	0.0%	10.0%	1.8%	2.7%	9.7%
<b>NONE OF THE ABOVE</b>	19.2%	12.6%	6.9%	5.8%	32.7%	29.4%	5.6%
<b>Base</b>	213	175	29	190	110	187	248

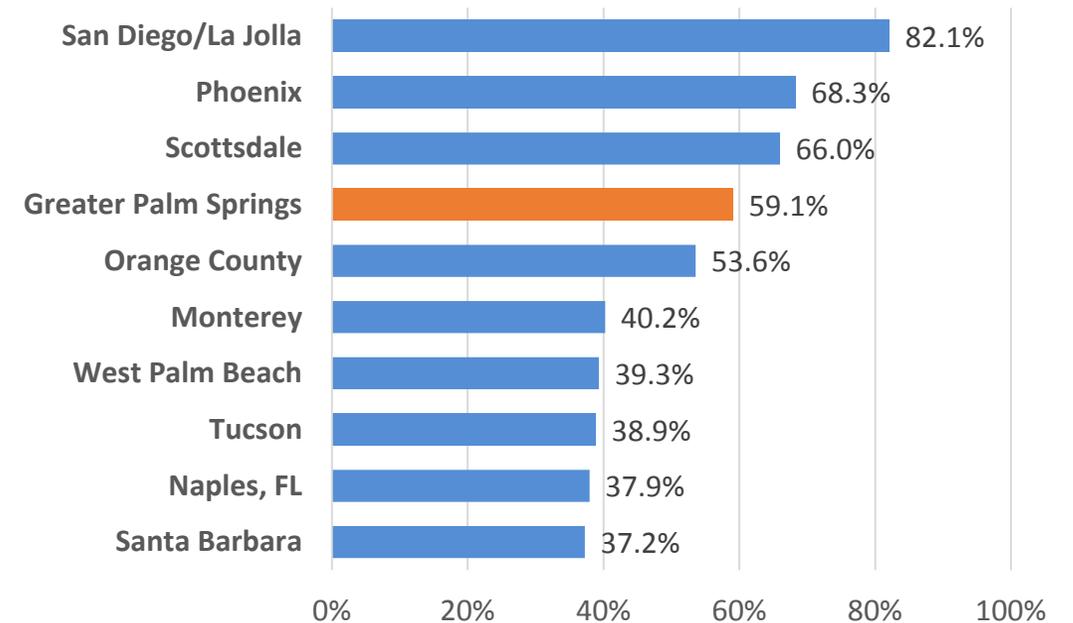
Question: In the PAST FIVE (5) YEARS, in which of these destinations have you planned a meeting or event? (Select all that apply) Base: All respondents. 435 responses.

# Likelihood to Meet Planners' Definition of Success

Six-in-ten meeting planners felt that the Greater Palm Springs area is a meetings destination “likely” or “extremely likely” to meet their definition of success. In comparison, eight-in-ten meeting planners felt that San Diego is a place that they will have a successful meeting. Third-party planners are the likeliest meeting planner type to feel Greater Palm Springs will be a successful meetings destination for them. Nearly three-quarters of meeting planners who have held a meeting in the Greater Palm Springs area feel that the destination will meet their definition of a successful event, and almost forty percent of those who are Greater Palm Springs novices feel the same.

*Full detail by meeting planner type is outlined on the following page.*

**Figure 14: Destinations Likely to Meet Planners' Definition of Success**  
(Top-Two Box Score—% Rating each as “Extremely likely” or “Likely”)



Question: Think of the destinations listed as sites for the types of meetings you most typically plan. Answer the questions based on your current knowledge and impression of each destination, even if you have never planned a meeting there. Now rate each destination for each attribute following using the 5-point scales provided: Likelihood of having a meeting that meets your definition of success. Base: All respondents. 435 responses.

# Likelihood to Meet Planners' Definition of Success—By Planner Type

## Detail by Meeting Planner Type (Top-Two Box Score—% Rating each as “Extremely likely” or “Likely”)

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
San Diego/La Jolla	77.0%	88.0%	93.1%	92.1%	68.2%	74.3%	87.9%
Phoenix	62.9%	76.6%	69.0%	72.6%	60.0%	66.8%	69.4%
Scottsdale	55.4%	82.3%	55.2%	74.2%	53.6%	59.4%	71.0%
Greater Palm Springs	<b>55.4%</b>	<b>65.7%</b>	<b>48.3%</b>	<b>92.1%</b>	<b>10.0%</b>	<b>39.6%</b>	<b>73.8%</b>
Orange County	50.7%	60.6%	51.7%	68.9%	30.9%	44.9%	60.1%
Monterey	35.2%	48.0%	41.4%	56.3%	17.3%	34.2%	44.8%
West Palm Beach	34.7%	48.6%	34.5%	47.9%	20.9%	35.3%	42.3%
Tucson	31.9%	48.6%	37.9%	47.9%	23.6%	37.4%	39.9%
Naples, FL	29.1%	52.0%	31.0%	47.4%	20.0%	31.6%	42.7%
Santa Barbara	34.3%	45.1%	20.7%	54.7%	16.4%	29.4%	43.1%

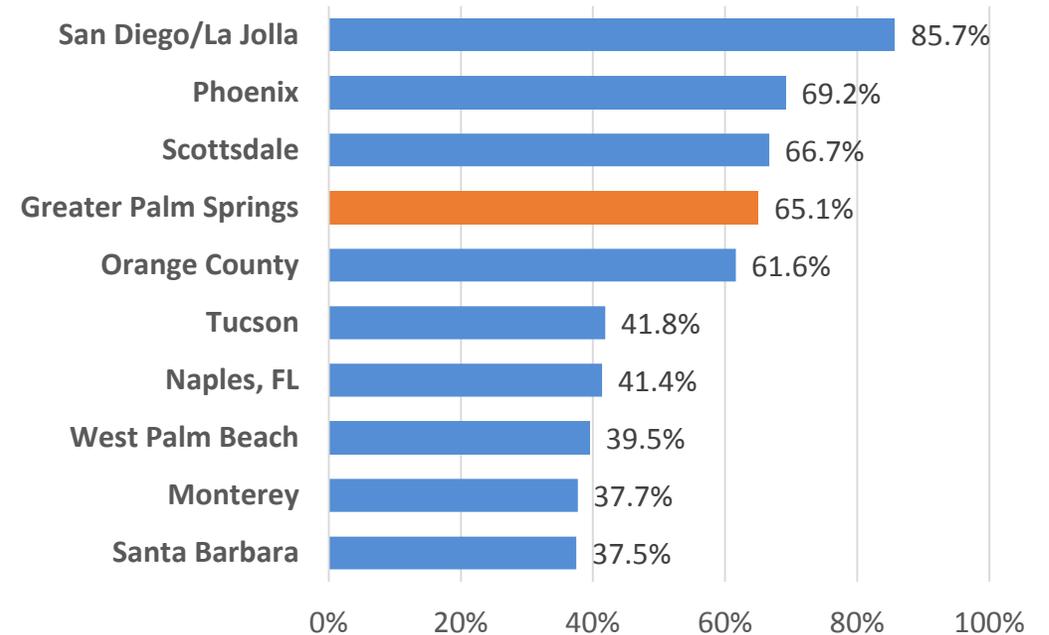
Question: Think of the destinations listed as sites for the types of meetings you most typically plan. Answer the questions based on your current knowledge and impression of each destination, even if you have never planned a meeting there. Now rate each destination for each attribute following using the 5-point scales provided: Likelihood of having a meeting that meets your definition of success. Base: All respondents. 435 responses.

# Familiarity with Destinations as Meetings Sites

Although nearly two-thirds of planners are familiar with Greater Palm Springs as a meetings destination, San Diego is by far the destination planners are most familiar with for meetings. In total, 85.7 percent of all planners surveyed are “familiar” or “extremely familiar” with San Diego’s meetings product. Meeting planners likely to hold a meeting in the Greater Palm Springs area are also most familiar with San Diego as a meetings destination followed by Greater Palm Springs (91.6% vs. 85.8%, respectively).

*Full detail by meeting planner type is outlined on the following page.*

**Figure 15: Familiarity with Destinations as Meetings Sites**  
(Top-Two Box Score—% Rating each as “Extremely familiar” or “Familiar”)



Question: Think of the destinations listed as sites for the types of meetings you most typically plan. Answer the questions based on your current knowledge and impression of each destination, even if you have never planned a meeting there. Now rate each destination for each attribute following using the 5-point scales provided: Your personal familiarity with the destination as a meetings site/destination. Base: All respondents. 435 responses.

# Familiarity with Destinations as Meetings Sites—By Planner Type

Detail by Meeting Planner Type (Top-Two Box Score—% Rating each as “Extremely familiar” or “Familiar”)

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
San Diego/La Jolla	83.6%	88.6%	93.1%	91.6%	81.8%	79.7%	90.3%
Phoenix	63.8%	74.9%	75.9%	73.2%	61.8%	59.4%	76.6%
Scottsdale	58.2%	77.1%	65.5%	70.5%	58.2%	56.7%	74.2%
<b>Greater Palm Springs</b>	<b>62.0%</b>	<b>67.4%</b>	<b>72.4%</b>	<b>85.8%</b>	<b>37.3%</b>	<b>35.8%</b>	<b>87.1%</b>
Orange County	58.7%	64.6%	62.1%	73.7%	49.1%	47.1%	72.6%
Tucson	32.4%	52.0%	41.4%	51.1%	30.0%	34.8%	47.2%
Naples, FL	32.4%	52.6%	41.4%	43.7%	33.6%	33.7%	47.2%
West Palm Beach	35.7%	43.4%	44.8%	41.6%	35.5%	32.1%	45.2%
Monterey	35.7%	40.0%	34.5%	47.4%	27.3%	26.7%	46.0%
Santa Barbara	34.3%	42.3%	27.6%	50.0%	22.7%	25.1%	46.8%

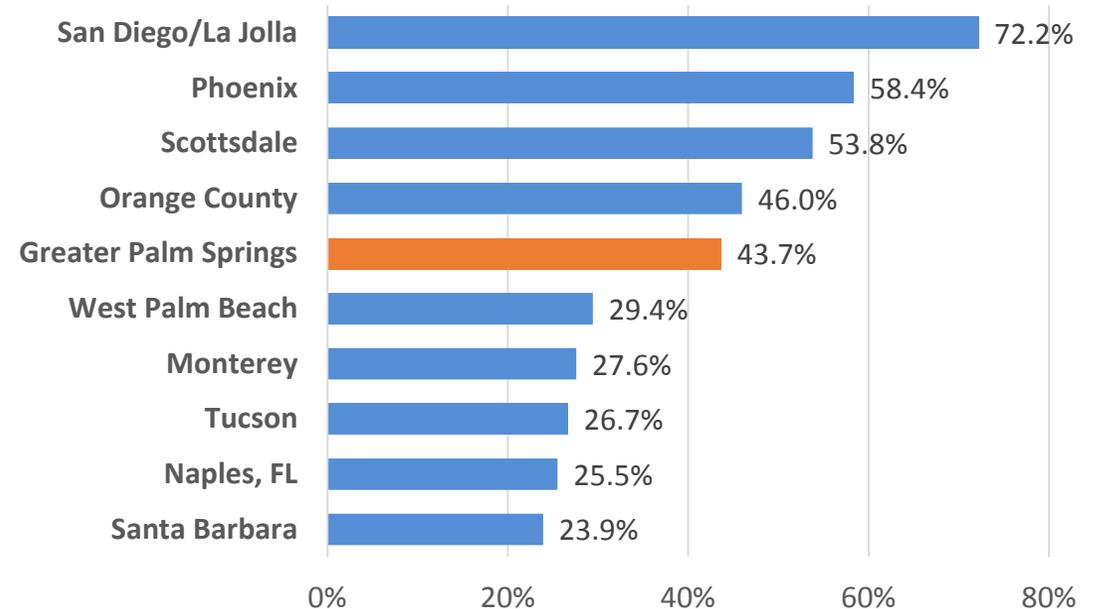
Question: Think of the destinations listed as sites for the types of meetings you most typically plan. Answer the questions based on your current knowledge and impression of each destination, even if you have never planned a meeting there. Now rate each destination for each attribute following using the 5-point scales provided: Your personal familiarity with the destination as a meetings site/destination. Base: All respondents. 435 responses.

# High Likelihood to Host a Meeting in Destinations in the Next 5 Years

In line with their higher levels of experience and familiarity, San Diego, Phoenix and Scottsdale are the most likely destinations amongst Greater Palm Springs' competitive set that meeting planners will host a meeting within in the next five years. However, more than four in ten meeting planners surveyed are also "likely" or "extremely likely" to host a meeting in Greater Palm Springs (43.7%) in the near future.

*Full detail by meeting planner type is outlined on the following page.*

**Figure 16: High Likelihood to Host a Meeting Here in the Next 5 Years (Top-Two Box Score—% Rating each as "Extremely Likely" or "Likely")**



Question: Think of the destinations listed as sites for the types of meetings you most typically plan. Answer the questions based on your current knowledge and impression of each destination, even if you have never planned a meeting there. Now rate each destination for each attribute following using the 5-point scales provided: Likelihood to choose as a meeting site in the next 5 years. Base: All respondents. 435 responses.

# High Likelihood to Host a Meeting Here in the Next 5 Years—By Planner Type

Detail by Meeting Planner Type (Top-Two Box Score—% Rating each as “Extremely Likely” or “Likely”)

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
San Diego/La Jolla	66.2%	84.6%	58.6%	91.6%	46.4%	59.9%	81.5%
Phoenix	51.6%	70.9%	48.3%	70.0%	40.0%	50.3%	64.5%
Scottsdale	41.8%	73.1%	41.4%	65.3%	34.5%	43.9%	61.3%
Orange County	39.4%	56.0%	44.8%	65.8%	24.5%	34.2%	54.8%
<b>Greater Palm Springs</b>	<b>36.2%</b>	<b>54.3%</b>	<b>34.5%</b>	<b>100.0%</b>	<b>0.0%</b>	<b>24.1%</b>	<b>58.5%</b>
West Palm Beach	23.5%	38.3%	27.6%	41.1%	17.3%	25.1%	32.7%
Monterey	22.5%	36.6%	20.7%	47.9%	11.8%	21.4%	32.3%
Tucson	18.3%	38.9%	17.2%	40.5%	10.9%	23.5%	29.0%
Naples, FL	16.4%	37.1%	31.0%	35.8%	10.9%	21.4%	28.6%
Santa Barbara	18.8%	33.1%	6.9%	44.7%	5.5%	15.0%	30.6%

Question: Think of the destinations listed as sites for the types of meetings you most typically plan. Answer the questions based on your current knowledge and impression of each destination, even if you have never planned a meeting there. Now rate each destination for each attribute following using the 5-point scales provided: Likelihood to choose as a meeting site in the next 5 years. Base: All respondents. 435 responses.

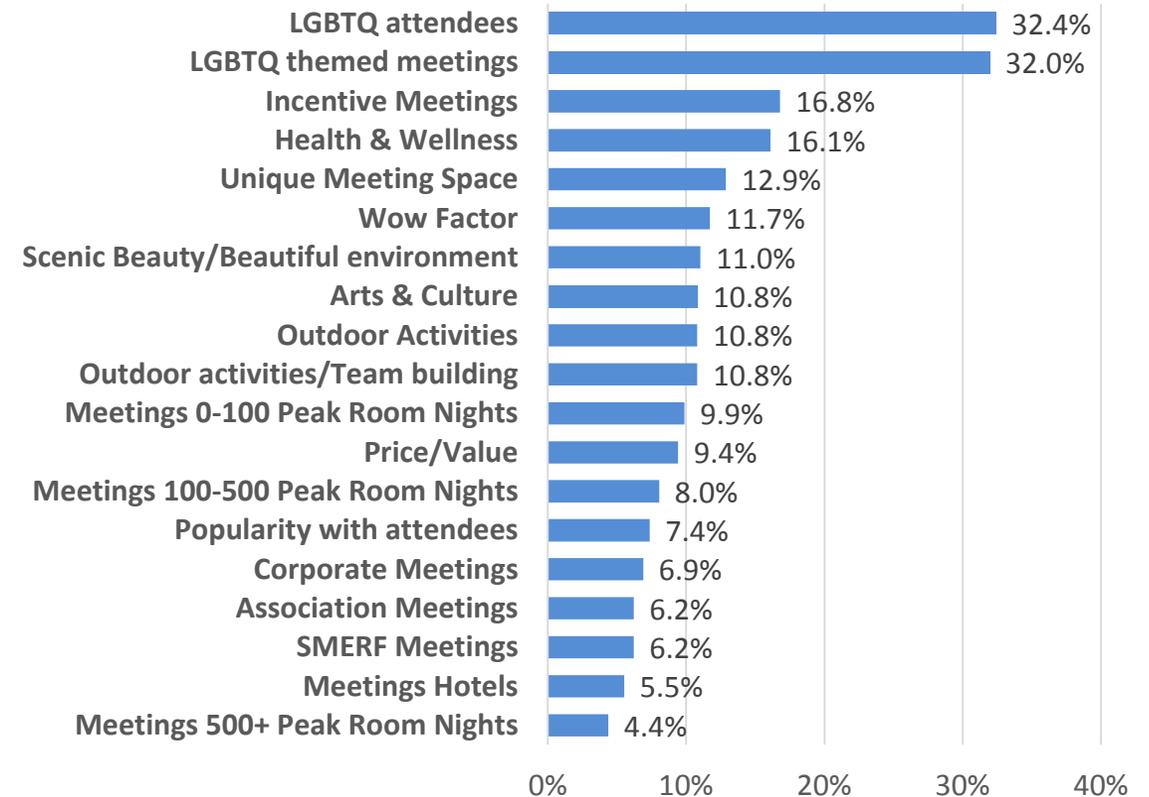
# Greater Palm Springs as Best Destination for Specific Meeting Types

When asked which amongst Greater Palm Springs and its competitive set was best for specific types of meeting attributes and experiences, planners were most likely to select Greater Palm Springs as the best destination for LGBTQ attendees and LGBTQ themed meetings. However, for the majority of other meeting attributes and experiences tested, San Diego dominates in the minds of meeting planners.

Association planners are likelier than other meeting planners to feel the Greater Palm Springs area is chief amongst its competitive set for wow factor, outdoor activities/team building, price/value, and popularity with attendees. Interestingly, while corporate and third-party planners do not strongly view the destination as the most idea for association meetings, association planners do not largely share this sentiment.

*Full detail by competitive set is outlined on the following page.*

Figure 17: Greater Palm Springs as Best Destination for Specific Meeting Types



Question: Of the destinations you just evaluated, which is best for each of the following? Base: All respondents. 435 responses.

# Best Destination for Specific Meeting Types – Full Detail

	Greater Palm Springs	Monterey	San Diego / La Jolla	Orange County	Santa Barbara	Phoenix	Scottsdale	Tucson	West Palm Beach	Naples, FL
LGBTQ attendees	32.4%	1.8%	26.7%	9.4%	5.5%	2.5%	2.3%	1.6%	15.4%	2.3%
LGBTQ themed meetings	32.0%	2.3%	24.8%	10.8%	6.7%	3.0%	2.1%	0.9%	15.2%	2.3%
Incentive Meetings	16.8%	11.5%	18.6%	5.7%	13.3%	4.6%	12.2%	0.9%	9.9%	6.4%
Health & Wellness	16.1%	7.4%	20.7%	6.9%	11.0%	5.3%	17.5%	8.5%	3.9%	2.8%
Unique Meeting Space	12.9%	14.0%	15.2%	6.0%	14.3%	5.3%	11.5%	6.7%	9.2%	5.1%
Wow Factor	11.7%	14.5%	23.2%	5.1%	18.6%	1.8%	8.7%	2.3%	8.3%	5.7%
Scenic Beauty/Beautiful environment	11.0%	21.8%	18.9%	2.8%	21.8%	1.4%	6.0%	7.4%	3.7%	5.3%
Arts & Culture	10.8%	11.5%	20.2%	7.4%	17.5%	5.1%	10.8%	5.7%	6.2%	4.8%
Outdoor Activities	10.8%	5.7%	33.3%	6.9%	7.1%	4.4%	14.5%	6.9%	6.7%	3.7%
Outdoor activities/Team building	10.8%	7.8%	26.2%	4.6%	8.0%	8.0%	13.6%	6.7%	9.9%	4.4%
Meetings 0-100 Peak Room Nights	9.9%	13.1%	12.9%	8.7%	11.7%	8.0%	11.5%	6.7%	6.9%	10.6%
Price/Value	9.4%	2.5%	9.0%	15.9%	1.1%	27.4%	9.2%	15.6%	5.1%	4.8%
Meetings 100-500 Peak Room Nights	8.0%	3.0%	28.7%	12.9%	1.8%	21.1%	13.6%	3.7%	5.3%	1.8%
Popularity with attendees	7.4%	4.8%	52.6%	8.3%	3.7%	5.7%	7.6%	1.4%	4.8%	3.7%
Corporate Meetings	6.9%	2.3%	28.7%	11.7%	4.1%	17.2%	19.3%	1.6%	5.1%	3.0%
Association Meetings	6.2%	3.0%	26.7%	14.9%	2.5%	28.7%	7.6%	3.9%	4.4%	2.1%
SMERF Meetings	6.2%	4.6%	13.3%	17.5%	5.7%	19.5%	7.8%	11.3%	7.4%	6.7%
Meetings Hotels	5.5%	1.8%	34.7%	16.8%	0.5%	23.0%	9.9%	1.4%	3.4%	3.0%
Meetings 500+ Peak Room Nights	4.4%	0.9%	40.5%	16.1%	0.5%	24.1%	9.4%	0.9%	2.5%	0.7%

Question: Of the destinations you just evaluated, which is best for each of the following? Base: All respondents. 435 responses.

# Greater Palm Springs as Best Destination – by Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has NEVER Held a Meeting	Has Held a Meeting
<b>LGBTQ attendees</b>	33.8%	32.6%	31.0%	36.8%	23.6%	23.0%	39.5%
<b>LGBTQ themed meetings</b>	34.7%	30.9%	27.6%	35.8%	22.7%	23.5%	38.3%
<b>Incentive Meetings</b>	17.8%	13.7%	24.1%	17.9%	17.3%	15.0%	18.1%
<b>Health &amp; Wellness</b>	15.5%	16.6%	17.2%	19.5%	8.2%	11.2%	19.8%
<b>Unique Meeting Space</b>	13.1%	12.6%	10.3%	14.2%	10.0%	10.7%	14.5%
<b>Wow Factor</b>	10.8%	10.9%	20.7%	9.5%	12.7%	10.2%	12.9%
<b>Scenic Beauty/Beautiful environment</b>	12.7%	8.6%	13.8%	15.3%	6.4%	10.2%	11.7%
<b>Arts &amp; Culture</b>	8.9%	12.6%	13.8%	13.7%	5.5%	5.3%	14.9%
<b>Outdoor Activities</b>	9.9%	12.0%	13.8%	13.7%	8.2%	9.1%	12.1%
<b>Outdoor activities/Team building</b>	10.3%	9.1%	20.7%	11.1%	9.1%	10.2%	11.3%
<b>Meetings 0-100 Peak Room Nights</b>	13.1%	5.1%	20.7%	12.6%	5.5%	5.3%	13.3%
<b>Price/Value</b>	9.4%	7.4%	17.2%	17.9%	1.8%	4.3%	13.3%
<b>Meetings 100-500 Peak Room Nights</b>	9.4%	6.9%	3.4%	11.6%	0.9%	3.2%	11.7%
<b>Popularity with attendees</b>	7.5%	5.7%	13.8%	10.0%	0.0%	5.3%	8.9%
<b>Corporate Meetings</b>	8.5%	4.6%	6.9%	6.8%	2.7%	4.8%	8.5%
<b>Association Meetings</b>	6.6%	4.0%	13.8%	9.5%	3.6%	3.7%	8.1%
<b>SMERF Meetings</b>	7.5%	5.1%	3.4%	7.9%	1.8%	2.7%	8.9%
<b>Meetings Hotels</b>	5.6%	5.1%	6.9%	8.9%	1.8%	1.6%	8.5%
<b>Meetings 500+ Peak Room Nights</b>	3.8%	5.1%	3.4%	6.8%	2.7%	3.7%	4.8%

Question: Of the destinations you just evaluated, which is best for each of the following? Base: All respondents. 435 responses.

# TOP OF MIND DESCRIPTIONS: GREATER PALM SPRINGS VS. COMPETITIVE SET

*Meeting planners were asked to write in the first word, phrase or description that comes to mind when they think of the Greater Palm Springs area and its competitive set as destinations for meetings and events. The following pages present word clouds that illustrate these top of mind descriptions for each destination.*





# Top-of-Mind Descriptions

Like Greater Palm Springs, Phoenix is described as *“hot,”* though at a much greater degree. Phoenix is also associated with *“desert,” “resorts,” “accessible,” “options”* and *“golf.”*

## Phoenix, AZ as a Meetings & Events Destination



Similar to Monterey, Naples and Orange County, San Diego is most commonly described as *“expensive.”* Nevertheless, it is also described very positively as *“beautiful,” “popular,” “beach,” “perfect weather,” “great location”* and *“options.”*

## San Diego/La Jolla, CA as a Meetings & Events Destination



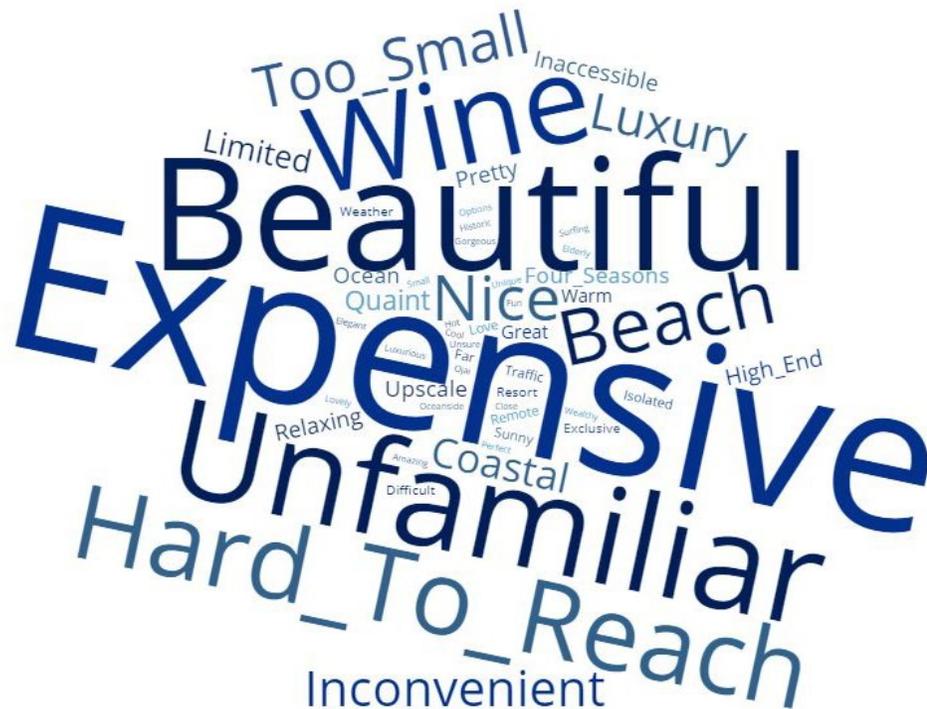
Question: Think of the destinations listed below as sites for meetings and events. For each listed, write the first word, phrase or description that comes to mind when you think of this destination as a place for meetings and events. Even if you are unfamiliar with a destination, please answer based on your current impression

Base: All respondents. 435 responses.

# Top-of-Mind Descriptions

Santa Barbara, similar to Monterey County, is perceived as *“expensive”* and *“beautiful.”* It is also described as *“wine,” “unfamiliar,” “hard to reach”* and *“beach.”*

## Santa Barbara, CA as a Meetings & Events Destination



Like Phoenix, the top description of Scottsdale is *“hot,”* followed by *“resorts,” “golf”* and *“desert.”* Second tier descriptions of Scottsdale include *“good,” “expensive,” “luxury”* and *“nice.”*

## Scottsdale, AZ as a Meetings & Events Destination



Question: Think of the destinations listed below as sites for meetings and events. For each listed, write the first word, phrase or description that comes to mind when you think of this destination as a place for meetings and events. Even if you are unfamiliar with a destination, please answer based on your current impression

Base: All respondents. 435 responses.



# THE GREATER PALM SPRINGS MEETINGS DESTINATION BRAND

# Top-of-Mind Descriptions of Greater Palm Springs—by Planner Type

Meeting planners most commonly associate the words “desert” and “hot” with Greater Palm Springs as a meetings destination. Other descriptors of Greater Palm Springs include “expensive,” “golf” and “inaccessible.”

## Experienced Greater Palm Springs Planners



Top of mind descriptions of Monterey as a meetings destination include “beautiful,” “expensive,” “wine” and “hard to get to.”

## Novice Greater Palm Springs Planners



Question: Think of the destinations listed below as sites for meetings and events. For each listed, write the first word, phrase or description that comes to mind when you think of this destination as a place for meetings and events. Even if you are unfamiliar with a destination, please answer based on your current impression

Base: All respondents. 435 responses.

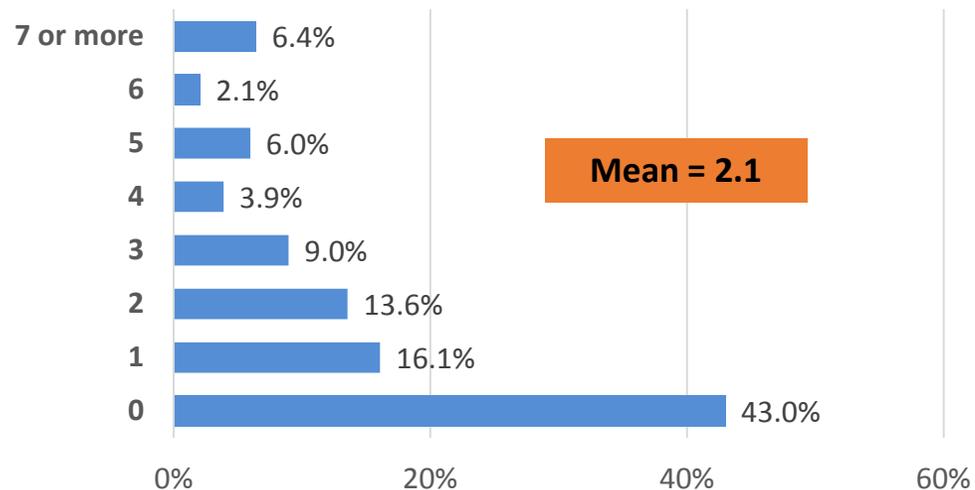




# Meetings Held in the Greater Palm Springs Area

Meeting planners surveyed have planned an average of 2.1 meetings in the Greater Palm Springs area. Those who have ever held a meeting in the Greater Palm Springs area have planned an average of 3.7 meetings there.

Figure 18: Meetings Held in the Greater Palm Springs Area



Question: In total, how many meetings or events have you ever planned or been involved in the organization of in the Greater Palm Springs area? Base: All respondents. 435 responses.

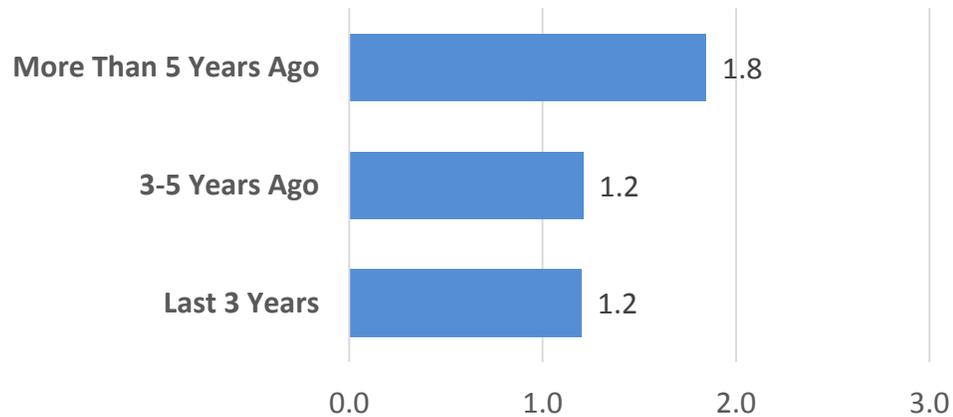
Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Has Held a Meeting
7 or more	4.7%	9.1%	3.4%	12.6%	0.0%	11.3%
6	2.8%	1.7%	0.0%	4.2%	0.0%	3.6%
5	4.2%	6.9%	10.3%	8.4%	1.8%	10.5%
4	2.8%	5.1%	3.4%	5.8%	1.8%	6.9%
3	8.0%	9.1%	10.3%	11.1%	2.7%	15.7%
2	14.1%	13.1%	17.2%	15.8%	6.4%	23.8%
1	16.0%	17.1%	10.3%	18.4%	10.9%	28.2%
0	47.4%	37.7%	44.8%	23.7%	76.4%	0.0%
Mean	2.0	2.3	1.7	3.4	0.5	3.7
Base	213	175	29	190	110	248

# Timeframe of Meetings Held in the Greater Palm Springs Area

Demonstrating a high frequency of return, those likely to hold a meeting in the Greater Palm Springs area in the future have held an average of 1.7 meetings in the area in the past three years.

**Figure 19: Timeframe of Meetings Held in the Greater Palm Springs Area (Mean)**



Question: How many meetings or events have you held in the Greater Palm Springs area in each of the following time periods? Base: Respondents who have previously held a meeting in Palm Springs. 248 responses.

**Detail by Meeting Planner Type (Mean)**

Mean	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting
More Than 5 Years Ago	2.0	1.7	1.4	2.0	1.2
3-5 Years Ago	1.3	1.3	0.8	1.5	0.4
Last 3 Years	1.1	1.4	1.1	1.7	0.4
Base	112	109	16	145	25

# Top-of-Mind Descriptions of Greater Palm Springs' Meetings Assets (unaided)

When asked in an open-ended format to describe the Greater Palm Springs area and its key assets as a meetings destination, the most common response was that it is an overall ideal meeting destination. This is largely driven by planners who have previously held a meeting in the destination and those who said they are likely to host a future meeting in the area. Planners who have never held a meeting in Greater Palm Springs or are unlikely to host a meeting there were more likely to cite price concerns and a general unfamiliarity with the destination's meetings assets.

Figure 20: Top-of-Mind Descriptions of Greater Palm Springs' Assets



Question: How would you describe the Greater Palm Springs area and its key assets as a meetings destination? Base: All respondents. 343 responses.

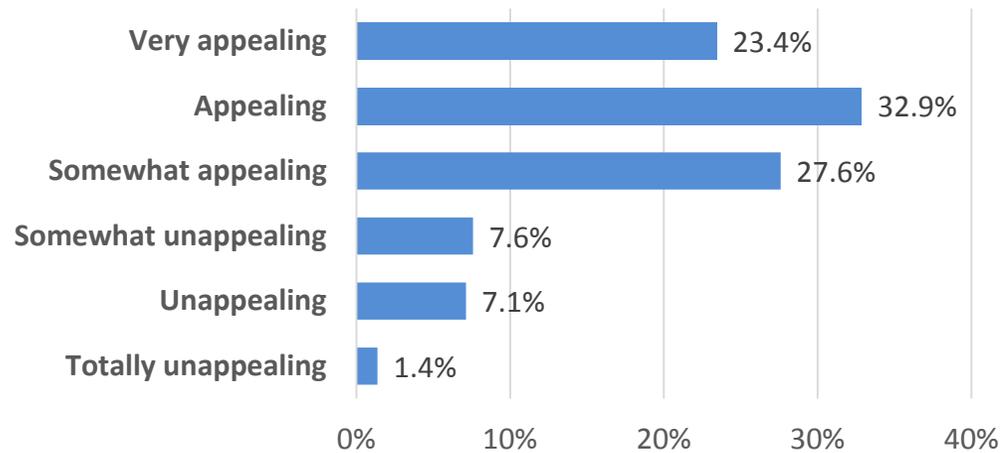
Detail by Meeting Planner Type

	Corp.	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
<b>Overall Ideal Meeting Destination</b>	15.2%	16.2%	16.0%	19.2%	8.3%	10.7%	18.5%
<b>Desert Climate</b>	11.6%	12.0%	4.0%	13.6%	8.3%	10.7%	11.4%
<b>Difficult to get to</b>	14.0%	6.3%	16.0%	8.5%	23.3%	11.5%	10.4%
<b>Beautiful Oasis Getaway</b>	11.6%	5.6%	28.0%	9.9%	10.0%	12.2%	9.0%
<b>Luxury Resorts &amp; Accommodations</b>	9.1%	11.3%	12.0%	11.7%	3.3%	4.6%	13.7%
<b>Unfamiliar with Area</b>	10.4%	8.5%	8.0%	3.8%	18.3%	19.8%	2.8%
<b>Relaxing &amp; Unique Atmosphere</b>	3.7%	7.0%	8.0%	8.0%	1.7%	6.9%	5.2%
<b>Accessible Location</b>	4.3%	6.3%	0.0%	4.7%	1.7%	1.5%	7.6%
<b>Expensive</b>	5.5%	4.9%	0.0%	2.8%	10.0%	9.9%	1.9%
<b>Golf Destination</b>	4.9%	6.3%	0.0%	6.1%	5.0%	3.1%	6.2%
<b>Great Event Facilities &amp; CVB Assistance</b>	3.7%	5.6%	4.0%	5.6%	1.7%	0.0%	7.1%
<b>Variety of Activities</b>	2.4%	4.9%	0.0%	3.3%	3.3%	3.8%	2.8%
<b>Outdoor Activities</b>	3.0%	2.8%	0.0%	2.3%	1.7%	3.1%	2.4%
<b>Not Suitable for Meetings</b>	0.6%	2.1%	4.0%	0.5%	3.3%	2.3%	0.9%
<b>Base</b>	164	143	25	214	60	131	212

# Appeal of Greater Palm Springs as a Meetings Destination

Nearly one quarter of meeting planners view the Greater Palm Springs area as a “very appealing” destination for their meetings. In total, 56.3 percent of all planners surveyed find the destination to be “appealing” or “very appealing.” Corporate planners appear to be somewhat split on the Greater Palm Springs area. They have the highest proportion of planners who give the area a “very appealing” rating (26.3%) but also the highest proportion of planners who give it an “unappealing” rating (13.2%).

**Figure 21: Appeal of Greater Palm Springs as a Meetings Destination**



Question: How generally appealing is the Greater Palm Springs area as a destination for meetings you typically plan? Base: All respondents. 435 responses.

**Detail by Meeting Planner Type**

	Corporate	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
<b>Top 2 Box</b>	<b>58.2%</b>	<b>56.0%</b>	<b>48.3%</b>	<b>80.5%</b>	<b>19.1%</b>	<b>38.5%</b>	<b>69.8%</b>
<b>Very appealing</b>	26.3%	20.6%	13.8%	39.5%	5.5%	11.8%	32.3%
<b>Appealing</b>	31.9%	35.4%	34.5%	41.1%	13.6%	26.7%	37.5%
<b>Somewhat appealing</b>	20.2%	33.7%	41.4%	18.9%	31.8%	31.6%	24.6%
<b>Somewhat unappealing</b>	8.5%	7.4%	0.0%	0.5%	18.2%	13.4%	3.2%
<b>Unappealing</b>	11.3%	2.3%	6.9%	0.0%	26.4%	14.4%	1.6%
<b>Totally unappealing</b>	1.9%	0.6%	3.4%	0.0%	4.5%	2.1%	0.8%
<b>Base</b>	213	175	29	190	110	187	248

# Greater Palm Springs Meetings Attribute Ratings

Greater Palm Springs’ relaxing ambiance, luxuriousness, hotel venues quality, weather and wow factor were the destination’s highest rated attributes as a place for meetings. In contrast, cost of flights, availability and quality of convention center, and sporting event facilities were the least likely Greater Palm Springs attributes to be rated as “good” or “very good” by planners. Those planners who have held a meeting in the area within the last three years rate the Greater Palm Springs area highly across attributes. In contrast, Corporate planners don’t generally rate the Greater Palm Springs area’s meetings destination attributes as highly as other types of planners.

*Full rating detail for all attributes tested is outlined on the following page*

Question: How would you rate the Greater Palm Springs area for each of the following? Please use the scale below from “Extremely Poor” to “Extremely Good” to rate the Greater Palm Springs Area. Base: All respondents. 435 responses.

**Figure 22: Greater Palm Springs Meetings Attribute Ratings**  
(Top-Two Box Score—% Rating each as “Very good” or “Good”)



# Greater Palm Springs Meetings Attribute Ratings—Full Detail

	Top 2 Box	Extremely Good	Good	Neutral (Neither good nor poor)	Poor	Extremely Poor	Don't Know / Not Applicable
Relaxing ambiance	79.3%	46.7%	32.6%	9.9%	0.0%	0.0%	10.8%
Luxuriousness of the destination	77.7%	46.0%	31.7%	11.3%	1.1%	0.0%	9.9%
Quality of hotels and lodging venues	75.9%	43.9%	32.0%	10.8%	0.0%	0.0%	13.3%
Weather	74.0%	42.1%	32.0%	14.7%	3.7%	0.5%	7.1%
Wow factor of the destination	73.8%	34.3%	39.5%	13.8%	1.6%	0.5%	10.3%
Quality destination amenities	72.4%	37.9%	34.5%	13.8%	0.0%	0.0%	13.8%
Safety	70.8%	37.7%	33.1%	11.3%	0.2%	0.0%	17.7%
Unique and/or outdoor meeting space options	68.7%	31.5%	37.2%	13.8%	1.1%	0.0%	16.3%
Popularity of destination with attendees	63.7%	26.9%	36.8%	21.8%	1.6%	0.5%	12.4%
Healthy meetings options	63.2%	28.3%	34.9%	18.4%	0.2%	0.5%	17.7%
Good past experience with destination	59.5%	33.1%	26.4%	14.5%	0.2%	0.2%	25.5%
Meeting venue(s) are close to many activities	57.7%	21.6%	36.1%	20.5%	3.4%	0.2%	18.2%
Popularity of destination with clients	57.5%	24.4%	33.1%	22.5%	4.6%	0.7%	14.7%
Geographic location	57.2%	16.8%	40.5%	24.6%	9.0%	1.4%	7.8%
Variety of unique offsite and/or teambuilding activities	56.8%	26.0%	30.8%	19.3%	1.4%	0.0%	22.5%
Room rates	53.6%	14.3%	39.3%	24.8%	4.1%	0.7%	16.8%
Overall cost of holding meeting in destination	52.9%	12.0%	40.9%	24.1%	4.8%	0.5%	17.7%
Service provided by CVB	52.4%	31.5%	20.9%	17.9%	1.1%	0.0%	28.5%
F&B costs	47.8%	9.7%	38.2%	27.8%	5.5%	0.5%	18.4%
Reputation for sustainability / green practices	43.0%	15.2%	27.8%	26.9%	0.2%	0.2%	29.7%
“New”-ness of the destination	40.9%	11.0%	29.9%	36.1%	6.9%	0.7%	15.4%
Walkability	37.2%	13.8%	23.4%	28.3%	13.3%	1.4%	19.8%
Airport and lift	34.5%	9.0%	25.5%	27.1%	20.5%	4.6%	13.3%
Access: Ease of Getting there	33.6%	9.4%	24.1%	27.1%	23.7%	5.3%	10.3%
Cost of flights	29.0%	4.6%	24.4%	31.3%	20.9%	3.0%	15.9%
Convention Center availability	27.1%	9.2%	17.9%	28.3%	2.3%	0.2%	42.1%
Convention center quality	26.0%	9.7%	16.3%	29.9%	0.5%	0.0%	43.7%
Sporting event facilities	23.9%	7.6%	16.3%	30.8%	8.3%	1.6%	35.4%

**Question:** How would you rate the Greater Palm Springs area for each of the following? Please use the scale below from “Extremely Poor” to “Extremely Good” to rate the Greater Palm Springs Area.

**Base:** All respondents. 435 responses.

# Greater Palm Springs Meetings Attribute Ratings—by Experienced vs Novice

	Has NEVER Held a Meeting	Has Held a Meeting
Relaxing ambiance	62.6%	91.9%
Luxuriousness of the destination	61.5%	89.9%
Quality of hotels and lodging venues	55.6%	91.1%
Weather	62.0%	83.1%
Wow factor of the destination	56.1%	87.1%
Quality destination amenities (restaurants, entertainment, etc.)	54.5%	85.9%
Safety	50.3%	86.3%
Unique and/or outdoor meeting space options	49.7%	83.1%
Popularity of destination with attendees	47.1%	76.2%
Healthy meetings options (i.e. healthy food, inspiring activities, serene settings)	47.1%	75.4%
Good past experience with destination	23.5%	86.7%
Meeting venue(s) are close to many activities (dining, attractions, etc.)	41.7%	69.8%
Popularity of destination with clients / Board of Directors / other decision makers	37.4%	72.6%
Geographic location	42.2%	68.5%
Variety of unique offsite and/or teambuilding activities	42.2%	67.7%
Room rates	29.9%	71.4%
Overall cost of holding meeting in destination	31.0%	69.4%
Service provided by Convention & Visitors Bureau / Destination Marketing Organization	34.8%	65.7%
F&B costs	24.1%	65.7%
Reputation for sustainability / green practices	34.8%	49.2%
“New”-ness of the destination	34.8%	45.6%
Walkability	32.6%	40.7%
Airport and lift	23.5%	42.7%
Access: Ease of Getting there	23.5%	41.1%
Cost of flights	18.2%	37.1%
Convention Center availability	20.3%	32.3%
Convention center quality	20.9%	29.8%
Sporting event facilities	15.5%	30.2%

**Question:** How would you rate the Greater Palm Springs area for each of the following? Please use the scale below from “Extremely Poor” to “Extremely Good” to rate the Greater Palm Springs Area.

**Base:** All respondents. 435 responses.

# Greater Palm Springs Meetings Attribute Ratings—by Geography

	Western States	Rest of the US
Relaxing ambiance	83.8%	77.5%
Luxuriousness of the destination	77.2%	78.5%
Quality of hotels and lodging venues	82.4%	73.2%
Weather	66.2%	77.8%
Wow factor of the destination	73.5%	74.3%
Quality destination amenities (restaurants, entertainment, etc.)	75.7%	70.8%
Safety	75.7%	68.0%
Unique and/or outdoor meeting space options	75.7%	65.5%
Popularity of destination with attendees	66.9%	62.3%
Healthy meetings options (i.e. healthy food, inspiring activities, serene settings)	63.2%	63.0%
Good past experience with destination	66.2%	56.3%
Meeting venue(s) are close to many activities (dining, attractions, etc.)	62.5%	55.3%
Popularity of destination with clients / Board of Directors / other decision makers	61.0%	56.0%
Geographic location	52.9%	59.2%
Variety of unique offsite and/or teambuilding activities	58.1%	55.6%
Room rates	64.0%	48.9%
Overall cost of holding meeting in destination	64.0%	48.2%
Service provided by Convention & Visitors Bureau / Destination Marketing Organization	58.8%	49.6%
F&B costs	55.9%	44.4%
Reputation for sustainability / green practices	41.9%	44.0%
“New”-ness of the destination	38.2%	41.9%
Walkability	37.5%	37.7%
Airport and lift	33.1%	33.5%
Access: Ease of Getting there	36.8%	30.6%
Cost of flights	25.0%	29.6%
Convention Center availability	33.8%	25.0%
Convention center quality	32.4%	23.6%
Sporting event facilities	20.6%	25.7%
Base	136	284

**Question:** How would you rate the Greater Palm Springs area for each of the following? Please use the scale below from “Extremely Poor” to “Extremely Good” to rate the Greater Palm Springs Area.

**Base:** All respondents. 435 responses.

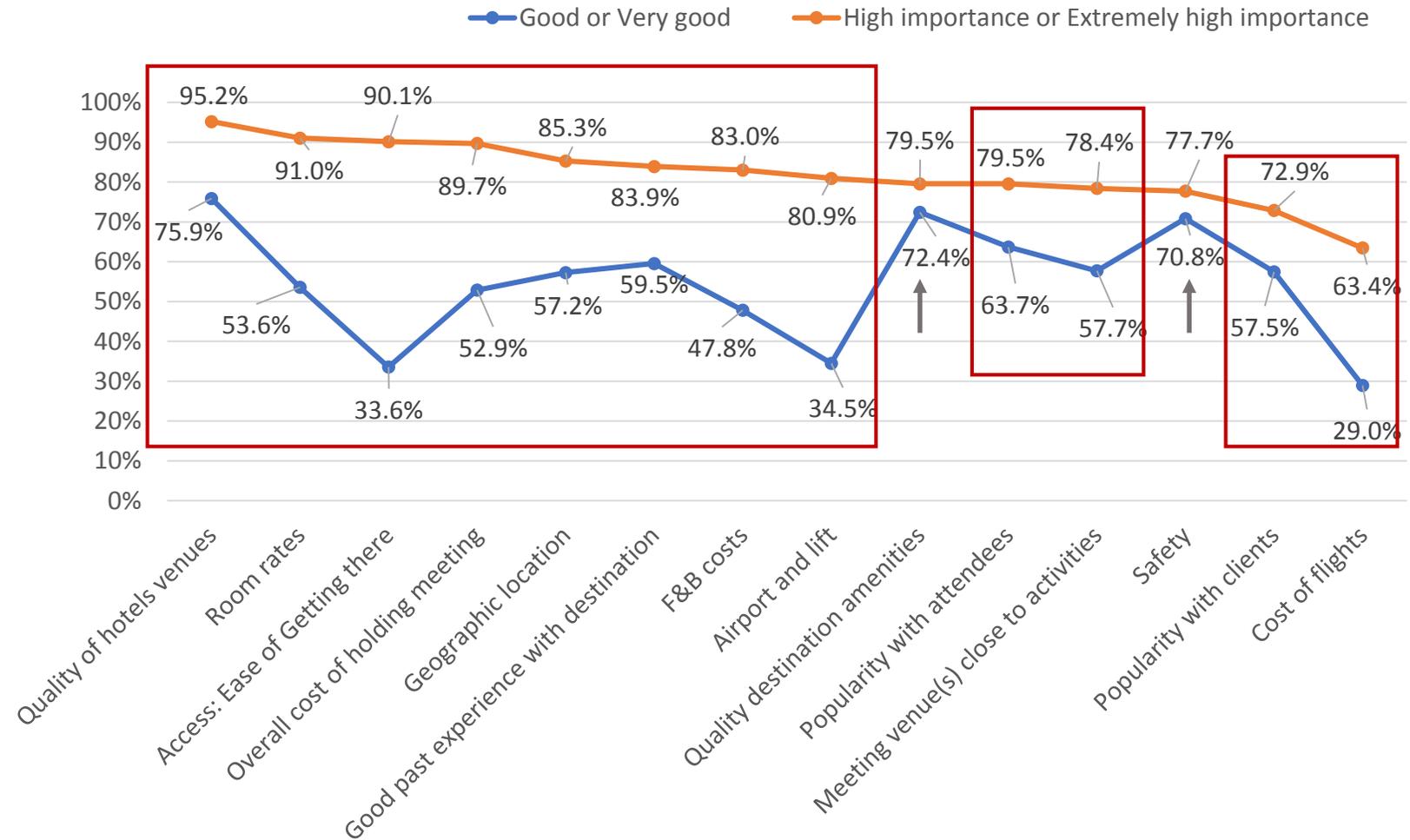
# GPS Attribute Ratings vs. Importance to Destination Selection Decision

For meeting planners, Greater Palm Springs performs well for a variety of destination attributes, but underperforms for the attributes that are most important in selecting meetings destinations. The chart at right maps the percent of meeting planners who rated each attribute “high importance” or “extremely high importance” in selecting meetings destinations (orange line) against the percent who rated each attribute as “good” or “very good” in Greater Palm Springs (blue line). Greater Palm Springs performs on par for quality destination amenities and safety (called out by gray arrows in the chart).

The red boxes highlight the attributes in which Greater Palm Springs’ rating falls short of the relative importance that those attributes hold in the meetings destination decision. Greater Palm Springs underperforms for the most important attributes in selecting meetings destinations: quality of hotel venues, room rates, access, overall cost and geographic location.

Questions: 1. In addition to the size of meetings space meeting your needs, in general, how important are each of the following in determining the destination in which you hold your meetings? 2. How would you rate the Greater Palm Springs area for each of the following? Base: All respondents. 435 responses.

**Figure 22b: Greater Palm Springs Meetings Attribute Ratings vs. Importance to Destination Selection Decision (Greater Palm Springs Rating: “Very good” or “Good” vs. “Extremely High Importance” or “High Importance”)**



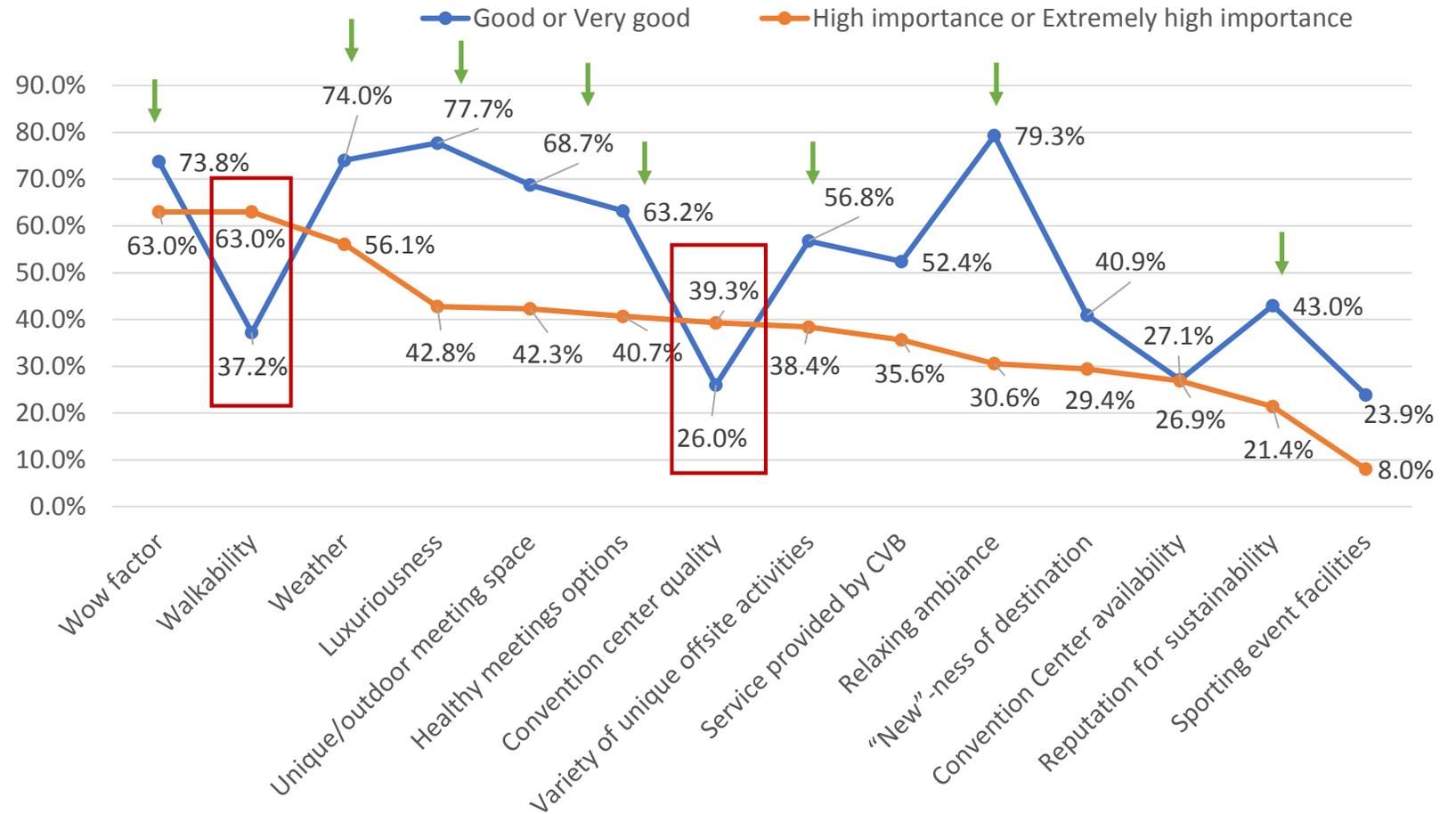
# GPS Attribute Ratings vs. Importance to Destination Selection Decision (Continued)

For the secondary attributes that are considered important to the meetings destination selection, Greater Palm Springs is perceived to be especially strong for wow factor, weather, luxury, unique meeting space, healthy meetings options and relaxing ambiance. The destination performs on-par for convention center availability.

Of these attributes, the only ones in which Greater Palm Springs underperforms in the minds of meeting planners is walkability and convention center quality.

Questions: 1. In addition to the size of meetings space meeting your needs, in general, how important are each of the following in determining the destination in which you hold your meetings? 2. How would you rate the Greater Palm Springs area for each of the following?  
Base: All respondents. 435 responses.

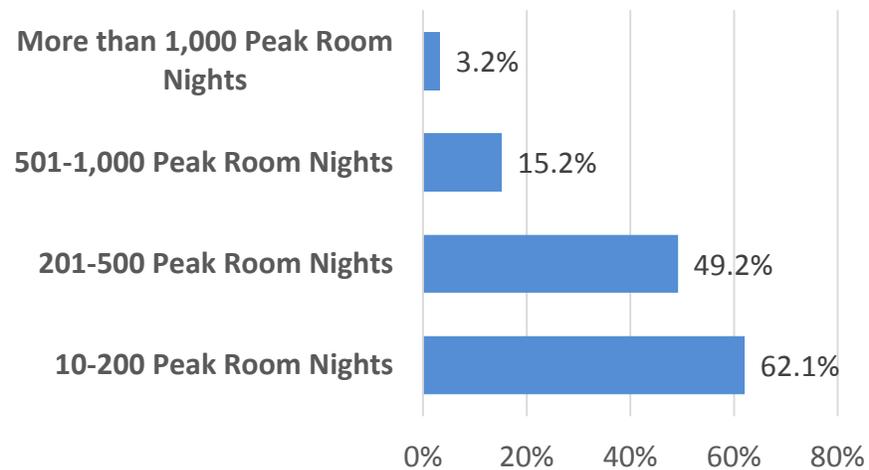
**Figure 22c: Greater Palm Springs Meetings Attribute Ratings vs. Importance to Destination Selection Decision (Top-Two Box Score—Greater Palm Springs Rating: “Very good” or “Good” vs. “Extremely High Importance” or “High Importance”)**



# Ideal Meeting Size(s) for Greater Palm Springs

Greater Palm Springs is most widely seen as ideal for meetings under 500 peak room nights. Nearly two-thirds of those likely to hold a meeting in the area in the future feel the destination is ideal for the 10-200 peak room night meeting. Compared to other types of planners, association planners are likelier to view the Greater Palm Springs area as ideal for larger meetings.

Figure 23: Ideal Meeting Size(s) for Greater Palm Springs



Question: In terms of peak room nights, which size meetings do you think The Greater Palm Springs area is ideal for? (Select all that apply) Base: All respondents. 435 responses.

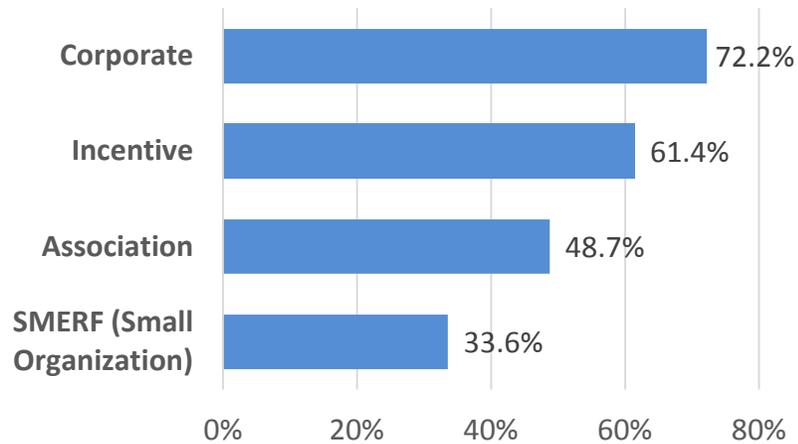
## Detail by Meeting Planner Type

	Corporate	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
More than 1,000 Peak Room Nights	3.8%	1.7%	10.3%	4.2%	0.9%	2.7%	3.6%
501-1,000 Peak Room Nights	16.9%	11.4%	24.1%	20.0%	8.2%	12.8%	16.9%
201-500 Peak Room Nights	44.1%	54.3%	62.1%	53.7%	37.3%	44.4%	52.8%
10-200 Peak Room Nights	65.7%	60.0%	51.7%	62.1%	63.6%	59.9%	63.7%
Base	213	175	29	190	110	187	248

# Ideal Organizations for Greater Palm Springs

Although less than half of corporate and third-party planners feel the Greater Palm Springs area is ideal for association meetings—expressing more agreement that the destination is ideal for corporate meetings—nearly seven-in-ten association planners feel that the area is ideal for association business. Three-quarters of those likely to hold a meeting in the Greater Palm Springs area in the future feel it is an ideal destination for corporate meetings, followed by two-thirds who feel the destination is ideal for incentive meetings.

Figure 24: Ideal Organizations for Greater Palm Springs



Question: Which of the following types of organizations is The Greater Palm Springs area an ideal meetings destination for? (Select all that apply) Base: All respondents. 435 responses.

Detail by Meeting Planner Type

	Corporate	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
Corporate	67.1%	80.0%	62.1%	76.8%	63.6%	70.6%	73.4%
Incentive	56.3%	68.6%	62.1%	65.3%	56.4%	56.7%	64.9%
Association	47.9%	45.1%	69.0%	62.1%	30.0%	38.5%	56.5%
SMERF (Small Organization)	36.6%	29.7%	37.9%	38.4%	30.9%	28.9%	37.1%
Base	213	175	29	190	110	187	248

# Ideal Meeting Types for Greater Palm Springs

While there is agreement that the Greater Palm Springs area is an ideal meetings destination for a variety of meeting types, it is seen as particularly successful for incentive trips, board retreats and board meetings. Nearly three-quarters of Association planners see the Greater Palm Springs area as ideal for board retreats. Seven-in-ten third party planners see the destination as ideal for incentive trips.

*Full detail by meeting planner type is outlined on the following page.*

Figure 25: Ideal Meeting Types for Greater Palm Springs



Question: Which of the following industries do you think The Greater Palm Springs area is an ideal meetings destination for? (Select all that apply) Base: All respondents. 435 responses.

# Ideal Meeting Types/Industries for Greater Palm Springs—By Planner Type

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
Incentive trips	64.8%	69.1%	58.6%	72.1%	58.2%	58.3%	71.0%
Board/other organizational retreats	55.4%	66.3%	72.4%	73.2%	53.6%	51.3%	68.1%
Business meetings/board meetings	52.6%	65.1%	69.0%	67.4%	45.5%	50.8%	63.7%
Annual meetings	51.2%	57.1%	48.3%	67.4%	30.9%	40.6%	63.7%
Special events (i.e. festivals)	47.9%	45.7%	51.7%	54.2%	44.5%	41.7%	51.2%
Team-building	45.1%	49.7%	44.8%	56.3%	36.4%	38.0%	52.8%
Networking/corporate social events (i.e. mixers, or other social-business functions)	42.7%	42.3%	55.2%	48.4%	40.9%	39.6%	47.2%
Educational meetings	38.5%	40.0%	44.8%	53.2%	24.5%	29.9%	46.0%
Conventions with exhibits, general sessions and/or meetings	31.0%	30.3%	37.9%	41.6%	17.3%	21.9%	37.1%
Reunion events	31.5%	30.9%	27.6%	36.3%	27.3%	31.0%	30.2%
Trade shows with exhibits	23.9%	24.0%	27.6%	33.2%	16.4%	20.3%	27.0%
Product reveals	16.0%	20.6%	10.3%	22.6%	14.5%	16.6%	18.5%
Sports events	10.8%	16.0%	20.7%	16.3%	8.2%	8.6%	16.9%
Consumer products	11.7%	13.7%	3.4%	18.9%	7.3%	9.6%	14.1%
Consumer shows	8.9%	10.3%	0.0%	14.7%	3.6%	7.0%	10.5%
Other	1.4%	0.6%	3.4%	1.1%	3.6%	1.6%	1.2%
Base	213	175	29	190	110	187	248

Question: Which of the following industries do you think The Greater Palm Springs area is an ideal meetings destination for? (Select all that apply) Base: All respondents. 435 responses.

# Deterrents to Hosting a Meeting in Greater Palm Springs (Novice Greater Palm Springs Planners)

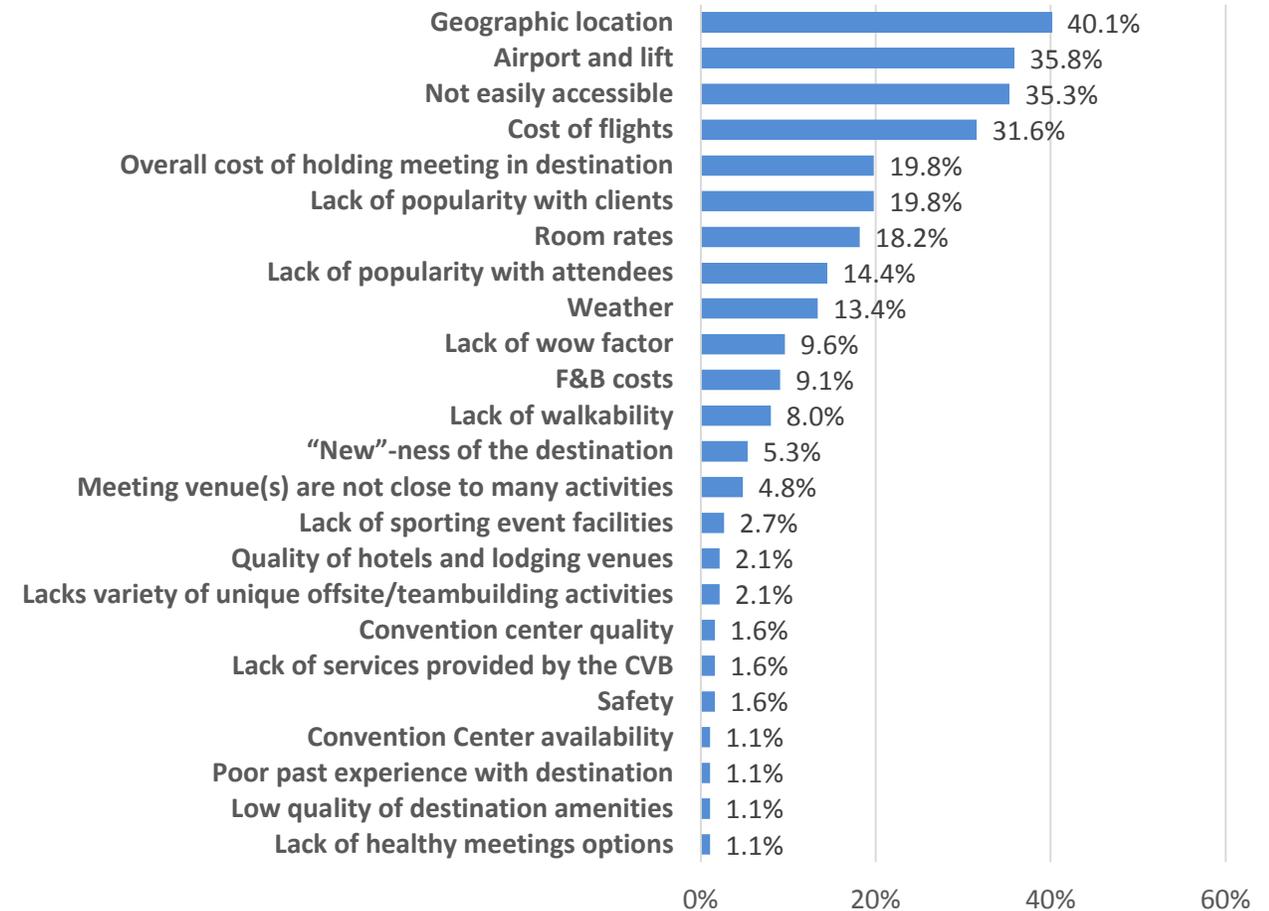
The top deterrents to hosting a meeting in Greater Palm Springs include geographic location, air lift and accessibility. Association planners are strongly deterred from the Greater Palm Springs area by its perceived accessibility and challenges with air lift. These planners also are also likelier to find the destination cost prohibitive. Corporate planners are most deterred from the destination by its geographic location.

Those planners from California and surrounding Western states have more deterrents from holding a meeting in the area overall, and are more likely than planners in the rest of the U.S. to cite Greater Palm Springs geographic location, lack of wow factor and weather as reasons they have not held a meeting there. Those in the rest of the U.S. are more deterred by accessibility and cost.

*Full detail by meeting planner type is outlined on the following page.*

Question: Which of the following describe why you have not selected The Greater Palm Springs area as a meetings destination in the past five years? (Select all that apply) Base: Respondents who have not hosted a meeting in the Greater Palm Springs area in the past five years. 187 responses.

**Figure 26: Deterrents to Hosting a Meeting in Greater Palm Springs**



# Deterrents to Hosting a Meeting in Greater Palm Springs (Novice Greater Palm Springs Planners)

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting
Geographic location	41.6%	40.9%	38.5%	31.1%	44.0%	40.1%
Airport and lift	34.7%	34.8%	53.8%	33.3%	40.5%	35.8%
Not easily accessible	36.6%	27.3%	69.2%	22.2%	45.2%	35.3%
Cost of flights	30.7%	28.8%	53.8%	28.9%	34.5%	31.6%
Overall cost of holding meeting in destination	19.8%	15.2%	38.5%	13.3%	22.6%	19.8%
Lack of popularity with clients/Board of Directors/other decision makers	12.9%	28.8%	30.8%	20.0%	22.6%	19.8%
Room rates	16.8%	18.2%	23.1%	15.6%	16.7%	18.2%
Lack of popularity with attendees	8.9%	21.2%	23.1%	8.9%	21.4%	14.4%
Weather	10.9%	18.2%	7.7%	8.9%	11.9%	13.4%
Lack of wow factor	7.9%	10.6%	15.4%	6.7%	14.3%	9.6%
F&B costs	8.9%	6.1%	23.1%	6.7%	9.5%	9.1%
Lack of walkability	4.0%	13.6%	15.4%	6.7%	7.1%	8.0%
“New”-ness of the destination	6.9%	3.0%	7.7%	4.4%	3.6%	5.3%
Meeting venue(s) are not close to many activities (dining, attractions, etc.)	4.0%	6.1%	7.7%	4.4%	6.0%	4.8%
Lack of sporting event facilities	3.0%	3.0%	0.0%	2.2%	2.4%	2.7%
Quality of hotels and lodging venues	3.0%	1.5%	0.0%	2.2%	2.4%	2.1%
Lacks variety of unique offsite and/or teambuilding activities	3.0%	1.5%	0.0%	0.0%	2.4%	2.1%
Convention center quality	0.0%	0.0%	15.4%	0.0%	2.4%	1.6%
Lack of services provided by the Convention & Visitors Bureau	2.0%	0.0%	7.7%	4.4%	0.0%	1.6%
Safety	2.0%	1.5%	0.0%	0.0%	2.4%	1.6%
Convention Center availability	2.0%	0.0%	0.0%	0.0%	2.4%	1.1%
Poor past experience with destination	2.0%	0.0%	0.0%	0.0%	2.4%	1.1%
Low quality of destination amenities (restaurants, entertainment, etc.)	1.0%	1.5%	0.0%	0.0%	2.4%	1.1%
Lack of healthy meetings options (1e: healthy food, inspiring activities, serene settings)	2.0%	0.0%	0.0%	0.0%	2.4%	1.1%
Base	101	66	13	45	84	187

Question: Which of the following describe why you have not selected The Greater Palm Springs area as a meetings destination in the past five years? (Select all that apply)

Base: Respondents who have not hosted a meeting in the Greater Palm Springs area in the past five years. 187 responses.

# Deterrents to Hosting a Meeting in Greater Palm Springs (by Geography)

<b>Detail by Meeting Planner Type</b>	<b>Western States</b>	<b>Rest of the US</b>
Geographic location	55.8%	35.5%
Airport and lift	34.9%	37.0%
Not easily accessible	27.9%	37.7%
Cost of flights	34.9%	31.9%
Overall cost of holding meeting in destination	11.6%	22.5%
Lack of popularity with clients/Board of Directors/other decision makers	14.0%	20.3%
Room rates	16.3%	18.8%
Lack of popularity with attendees	18.6%	12.3%
Weather	25.6%	10.1%
Lack of wow factor	20.9%	5.1%
F&B costs	2.3%	10.9%
Lack of walkability	14.0%	6.5%
“New”-ness of the destination	4.7%	5.1%
Meeting venue(s) are not close to many activities (dining, attractions, etc.)	2.3%	5.8%
Lack of sporting event facilities	4.7%	2.2%
Quality of hotels and lodging venues	2.3%	2.2%
Lacks variety of unique offsite and/or teambuilding activities	4.7%	1.4%
Convention center quality	2.3%	1.4%
Lack of services provided by the Convention & Visitors Bureau	0.0%	2.2%
Safety	2.3%	1.4%
Convention Center availability	2.3%	0.7%
Poor past experience with destination	0.0%	1.4%
Low quality of destination amenities (restaurants, entertainment, etc.)	2.3%	0.7%
Lack of healthy meetings options (Ie: healthy food, inspiring activities, serene settings)	2.3%	0.7%
Base	43	138

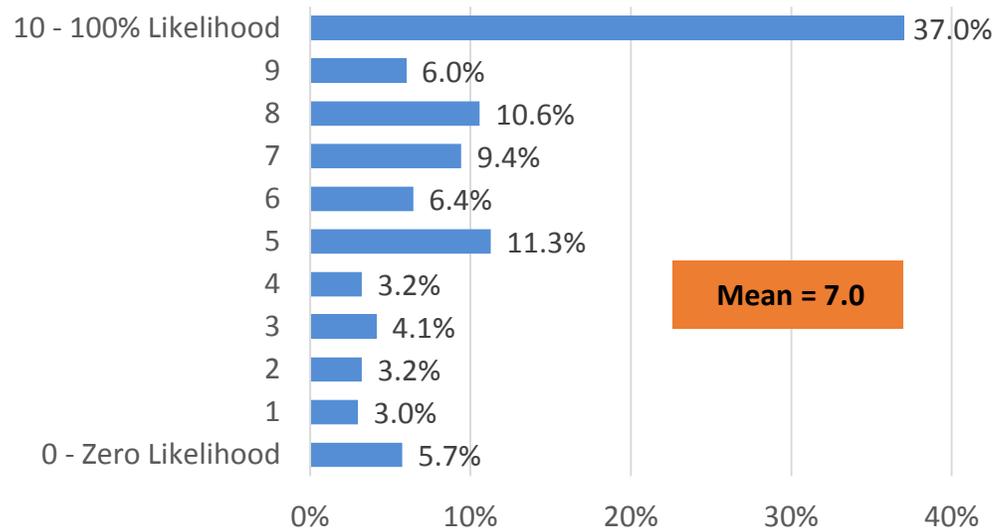
Question: Which of the following describe why you have not selected The Greater Palm Springs area as a meetings destination in the past five years? (Select all that apply)

Base: Respondents who have not hosted a meeting in the Greater Palm Springs area in the past five years. 187 responses.

# Likelihood to Use the Greater Palm Springs CVB

On average, meeting planners rate their likelihood to reach out to the Greater Palm Springs CVB a 7.0 on a 10-point scale if they were to plan a meeting in the destination. Four-in-ten meeting planners who are likely to hold a meeting in the Greater Palm Springs area say they are 100% certain to reach out to the CVB for assistance when they plan a meeting there.

Figure 27: Likelihood to Use the Greater Palm Springs CVB



Question: If you were to plan a meeting in The Greater Palm Springs area, how likely would you be to reach out to the DMO for assistance? Base: All respondents. 435 responses.

## Detail by Meeting Planner Type

	Corporate	Third-party	Assoc.	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
<b>Top 3 Box</b>	49.8%	58.3%	65.5%	57.9%	48.2%	57.2%	50.8%
<b>10 - 100% Likelihood</b>	33.8%	38.3%	58.6%	40.0%	35.5%	41.7%	33.5%
<b>9</b>	4.7%	8.6%	0.0%	6.8%	4.5%	6.4%	5.6%
<b>8</b>	11.3%	11.4%	6.9%	11.1%	8.2%	9.1%	11.7%
<b>7</b>	9.9%	10.9%	0.0%	7.4%	8.2%	9.1%	9.7%
<b>6</b>	7.0%	5.1%	10.3%	8.9%	4.5%	2.7%	9.3%
<b>5</b>	12.2%	9.7%	3.4%	11.6%	11.8%	10.2%	12.1%
<b>4</b>	2.8%	3.4%	6.9%	1.6%	6.4%	5.3%	1.6%
<b>3</b>	2.8%	5.7%	3.4%	3.7%	1.8%	3.2%	4.8%
<b>2</b>	4.7%	1.7%	0.0%	3.2%	5.5%	1.1%	4.8%
<b>1</b>	2.3%	2.9%	6.9%	1.1%	5.5%	3.7%	2.4%
<b>0 - Zero Likelihood</b>	8.5%	2.3%	3.4%	4.7%	8.2%	7.5%	4.4%
<b>Mean</b>	<b>6.7</b>	<b>7.4</b>	<b>7.7</b>	<b>7.4</b>	<b>6.5</b>	<b>7.1</b>	<b>7.0</b>
<b>Base</b>	<b>213</b>	<b>175</b>	<b>29</b>	<b>190</b>	<b>110</b>	<b>187</b>	<b>248</b>

# Greater Palm Springs CVB Services Planners Would Likely Use

**Welcome signage for attendees, recommendations for vendor selection, RFP distribution and attendee discount programs are the Greater Palm Springs CVB services meeting planners would most likely use if planning a meeting in the destination.** A second tier set of CVB services that planners would likely use include personalized venue/offsite activities selection, local events calendar and incentive packages

*Full detail by meeting planner type is outlined on the following page.*

Question: Imagine you are planning a meeting in the Greater Palm Springs area. Which of the following services provided by the Convention & Visitors Bureau would you be likely to use? (Select all that apply) Base: All respondents. 435 responses.

**Figure 28: Greater Palm Springs CVB Services Planners Would Likely Use**



# Greater Palm Springs CVB Services Planners Would Likely Use—By Planner Type

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
Welcome signage for attendees (i.e. at airport, on streets outside meeting venue)	44.1%	59.4%	79.3%	55.8%	48.2%	56.7%	50.4%
Advice/recommendations for vendor selection	46.9%	54.3%	69.0%	53.7%	47.3%	50.3%	51.2%
RFP distribution	50.7%	46.3%	72.4%	51.6%	50.9%	52.9%	49.2%
Attendee discount programs (in local businesses)	46.9%	45.7%	79.3%	50.0%	46.4%	47.1%	51.2%
Personalized venue/offsite activities selection assistance	40.8%	54.3%	55.2%	51.6%	36.4%	44.4%	49.2%
Local events calendar	43.2%	48.0%	62.1%	46.3%	45.5%	44.9%	48.4%
Incentive packages to hold your meeting/event in their city/destination	39.4%	54.9%	41.4%	48.9%	44.5%	48.1%	44.4%
Digital marketing materials (images, e-postcards, e-brochures, micro-sites, etc.)	32.4%	38.9%	69.0%	37.4%	33.6%	38.0%	37.5%
Printed destination guidebooks for attendees	35.7%	34.9%	44.8%	37.4%	34.5%	34.2%	37.9%
Comprehensive hotel directory and meetings space information	40.8%	25.1%	37.9%	29.5%	44.5%	35.8%	33.1%
Dedicated destination experts on staff to provide meeting planners assistance	30.0%	39.4%	34.5%	34.7%	28.2%	36.4%	31.9%
Personalized hotel selection assistance	28.2%	30.3%	55.2%	33.7%	31.8%	34.2%	29.4%
Convention calendar	26.8%	32.0%	24.1%	32.6%	25.5%	26.2%	31.0%
Pre/Post itinerary content	22.5%	35.4%	24.1%	27.9%	23.6%	32.1%	26.6%
Attendance building tools	23.5%	29.7%	44.8%	26.3%	34.5%	32.1%	24.2%
Printed meeting planner guide	27.7%	21.7%	41.4%	27.4%	22.7%	22.5%	28.6%
Online meetings-related business directory for researching vendors	23.5%	17.7%	31.0%	21.6%	25.5%	20.3%	23.0%
Assistance in working with local government (i.e. securing permits)	16.9%	16.0%	31.0%	18.9%	14.5%	17.6%	18.1%
Housing services	14.6%	11.4%	13.8%	12.1%	13.6%	15.5%	11.3%
Base	213	175	29	190	110	187	248

Question: Imagine you are planning a meeting in the Greater Palm Springs area. Which of the following services provided by the Convention & Visitors Bureau would you be likely to use? (Select all that apply) Base: All respondents. 435 responses.

# GREATER PALM SPRINGS' MEETINGS ADVERTISEMENTS ASSESSMENT

# Greater Palm Springs CVB Meetings Advertisements Evaluated

Plan Smarter.  
**BOOK MIDWEEK.**



"Downtown Buzz" created by Palm Springs artist Josh Agle, better known as SHAG

Did you know planning your meeting midweek in Southern California's beautiful oasis can provide significant savings from hotels, resorts and amenities? Booking midweek is smart. And pretty cool, too.

[MEETINGSINPALMSPRINGS.COM](http://MEETINGSINPALMSPRINGS.COM)

Send us your qualified lead and be eligible for our **SITE FLIGHT** or **SITE DRIVE** promotion to get a first-hand visit on us.

#modernmeetingoasis



"Life on the Sunny Side" created by Palm Springs artist Josh Agle, better known as SHAG

Send us your qualified lead and you'll be eligible for a first-hand visit on us through our **SITE FLIGHT** or **SITE DRIVE** promotion.

[meetingsinpalmssprings.com](http://meetingsinpalmssprings.com)

#modernmeetingoasis



Rejuvenate your mind, body  
**AND YOUR BUSINESS.**



"Hidden Agenda" created by Palm Springs artist Josh Agle, better known as SHAG

Not your typical idea of a meeting place? Greater Palm Springs is anything but typical. There isn't a better locale anywhere to connect and awaken the senses. With modern amenities and mod culture, extensive wellness programs, classic cocktail bars and unique meeting spaces, Greater Palm Springs isn't simply a beautiful place to visit, it's the ideal place to meet to rejuvenate and empower.

Book midweek and save.

[meetingsinpalmssprings.com](http://meetingsinpalmssprings.com)

#modernmeetingoasis

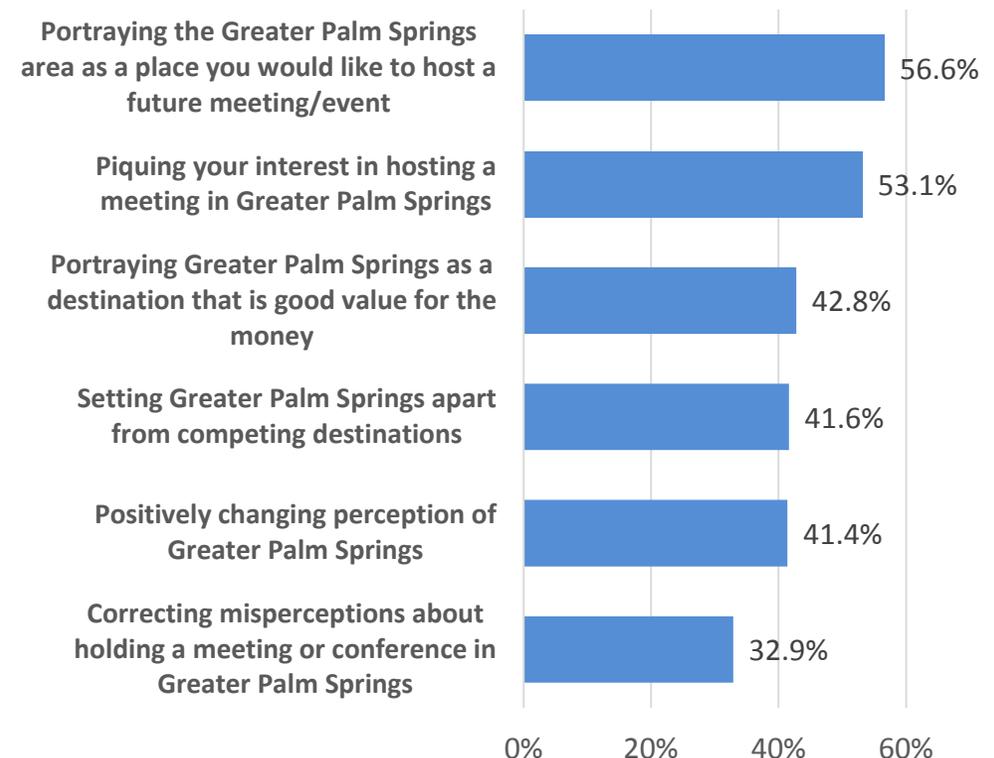


# Greater Palm Springs CVB's Meetings Advertisements Ratings

A majority of meeting planners surveyed felt that Greater Palm Springs CVB's meetings ads were effective at "portraying the area as a place you would like to host a future meeting/event" (56.6%) and "piquing your interest in hosting a meeting in Greater Palm Springs" (53.1%). Third-party planners were more likely to feel the Greater Palm Springs CVB ads were effective at portraying the area as a place they would like to host a future meeting and piquing their interest in the destination. These planners were, however, were less likely to feel that the ads set the destination apart from its competitors.

*Full detail by meeting planner type and rating scale are outlined on the following pages.*

**Figure 29: Greater Palm Springs' Meetings Advertisement Ratings**  
(Top-Two Box Score—% Rating each as "Very effective" or "Effective")



Question: After viewing this series of advertisements, overall, how effective are these ads in the following ways. Base: All respondents. 435 responses.

# Greater Palm Springs CVB's Meetings Advertisement Ratings—By Planner Type

## Detail by Meeting Planner Type (Top-Two Box Score—% Rating each as “Very effective” or “Effective”)

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
Portraying the Greater Palm Springs area as a place you would like to host a future meeting/event	54.5%	60.6%	48.3%	66.3%	38.2%	46.5%	64.1%
Piquing your interest in hosting a meeting in Greater Palm Springs	50.7%	57.7%	48.3%	63.2%	36.4%	46.5%	58.1%
Portraying Greater Palm Springs as a destination that is good value for the money	39.0%	46.3%	41.4%	50.0%	32.7%	34.2%	49.2%
Setting Greater Palm Springs apart from competing destinations	41.8%	<b>38.9%</b>	51.7%	51.1%	28.2%	36.9%	45.2%
Positively changing perception of Greater Palm Springs	36.2%	48.6%	34.5%	46.3%	30.9%	39.0%	43.1%
Correcting misperceptions about holding a meeting or conference in Greater Palm Springs	31.0%	36.6%	27.6%	37.9%	21.8%	29.9%	35.1%

Question: After viewing this series of advertisements, overall, how effective are these ads in the following ways. Base: All respondents. 435 responses.

# Greater Palm Springs CVB's Meetings Advertisement Ratings—Full Detail

	Top 2 Box ("Very Effective" and "Effective")	Very Effective	Effective	Neutral (Neither effective nor ineffective)	Ineffective	Very Ineffective	Don't Know / Not Applicable
Portraying the Greater Palm Springs area as a place you would like to host a future meeting/event	56.6%	7.8%	48.7%	27.6%	10.6%	5.1%	0.2%
Piquing your interest in hosting a meeting in Greater Palm Springs	53.1%	7.8%	45.3%	29.2%	11.7%	5.5%	0.5%
Portraying Greater Palm Springs as a destination that is good value for the money	42.8%	6.4%	36.3%	37.0%	14.0%	5.7%	0.5%
Setting Greater Palm Springs apart from competing destinations	41.6%	7.8%	33.8%	38.9%	12.9%	6.7%	0.0%
Positively changing perception of Greater Palm Springs	41.4%	7.4%	34.0%	39.8%	14.3%	3.9%	0.7%
Correcting misperceptions about holding a meeting or conference in Greater Palm Springs	32.9%	3.7%	29.2%	46.4%	14.3%	5.3%	1.1%

Question: After viewing this series of advertisements, overall, how effective are these ads in the following ways. Base: All respondents. 435 responses.

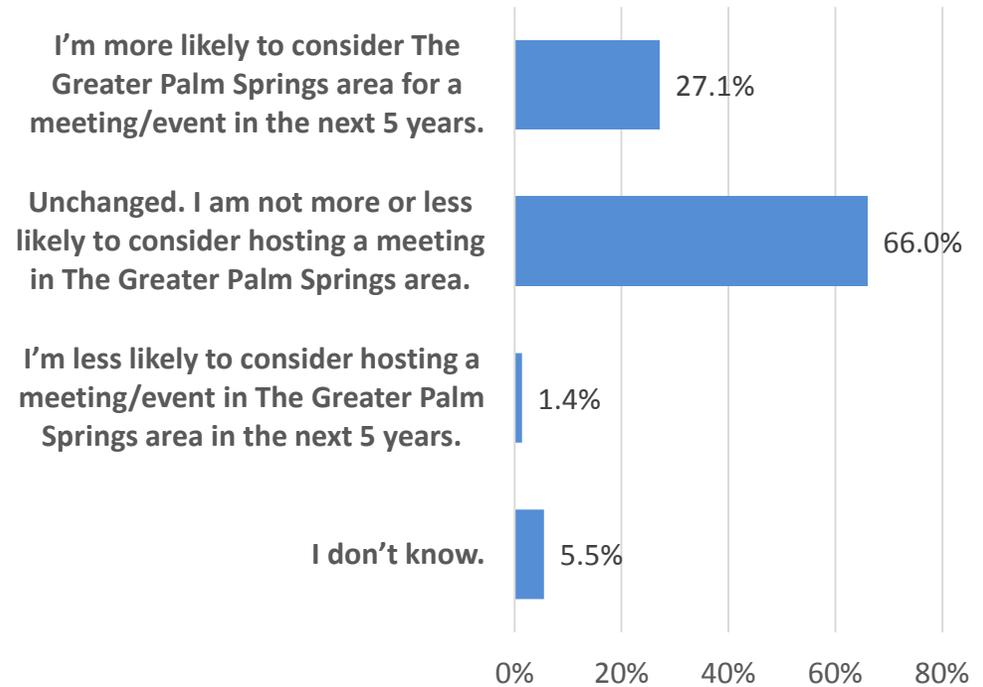
# Ads' Effect on Likelihood to Host a Meeting in Greater Palm Springs

Over one-quarter of all planners surveyed were positively affected by the ads and were more likely to consider the destination for a future meeting or event after viewing the creative (27.1%). Third-party planners were the likeliest planner type to feel that viewing the CVB ads made them more likely to consider the destination for a meeting or event in the next five years (33.7%).

The ads were least successful with association planners.

*Full detail by meeting planner type is outlined on the following page.*

**Figure 30: Ads' Effect on Likelihood to Host a Meeting in Greater Palm Springs**



Question: How did the advertisements you viewed today affect your likelihood to host a meeting/event in The Greater Palm Springs area in the next five years? Base: All respondents. 435 responses.

# Ads' Effect on Likelihood to Host a Meeting in Greater Palm Springs—By Planner Type

## Detail by Meeting Planner Type

	Corporate	Third-party	Association	Likely to Hold a Meeting	Unlikely to Hold a Meeting	Have NEVER Held a Meeting	Has Held a Meeting
<b>I'm more likely to consider The Greater Palm Springs area for a meeting/event in the next 5 years.</b>	22.1%	<b>33.7%</b>	20.7%	33.7%	13.6%	26.7%	27.4%
<b>Unchanged. I am not more or less likely to consider hosting a meeting in The Greater Palm Springs area.</b>	70.9%	58.3%	75.9%	62.1%	71.8%	63.1%	68.1%
<b>I'm less likely to consider hosting a meeting/event in The Greater Palm Springs area in the next 5 years.</b>	0.9%	1.7%	3.4%	1.1%	2.7%	2.1%	0.8%
<b>I don't know.</b>	6.1%	6.3%	0.0%	3.2%	11.8%	8.0%	3.6%

Question: How did the advertisements you viewed today affect your likelihood to host a meeting/event in The Greater Palm Springs area in the next five years?

Base: All respondents. 435 responses.