



VIRTUAL TOWN HALL MEETING

Tuesday, May 4, 2021

WELCOME: SCOTT WHITE & TOM TABLER

ECONOMIC IMPACT

2019

\$7.5 BILLION	Economic Impact	\$3.5 BILLION (-53%)
53,572 JOBS	TIOBS)	32,216 JOBS (-40%)
14.1 MILLION VISITORS	Visitors	8.6 MILLION (-39%)
7.7 MILLION DAY VISITORS	283	5.0 MILLON DAY VISITORS (-35%)
6.4 MILLION OVERN		3.6 MILLON OVERNIGHT VISITORS (-44%)

DESTINATION DEVELOPMENT PLAN



Improve Access: Grow Air Service & Add Rail Service

Increase Midweek Business & Off-season Business (June-September)

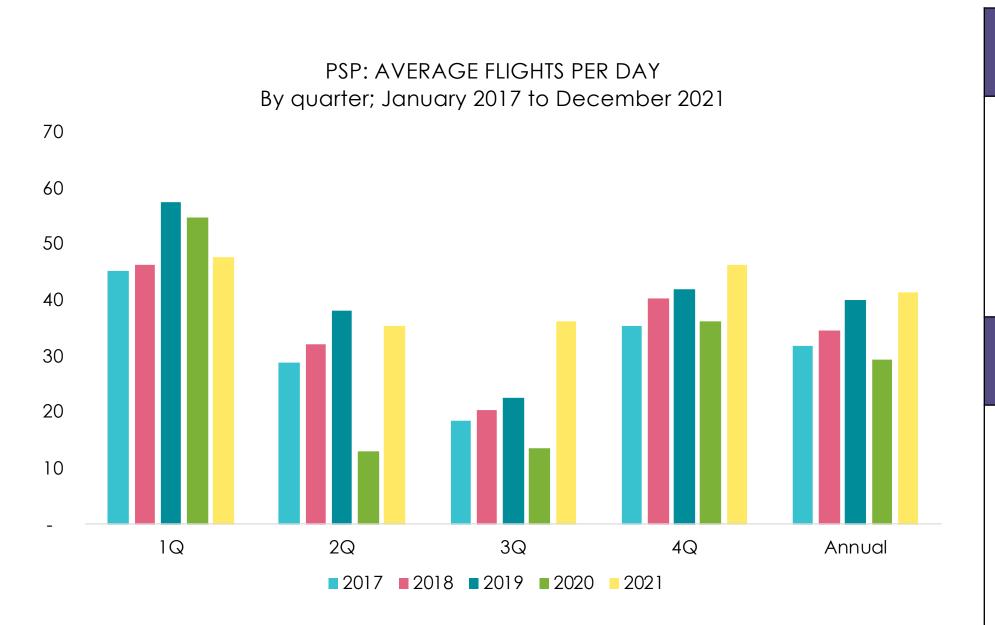
Grow International & Group Business

Focus on Key Pillars: Wellness, Arts & Culture, Outdoor Adventure & Sustainability

Expand Regional Collaboration, Workforce Development & Broadband

Enhance Visitor Experience through Attractions, Events, Wayfinding & Ambassador Program

ADDITIONAL FLIGHTS & LARGER AIRCRAFT CONTRIBUTING TO GROWTH



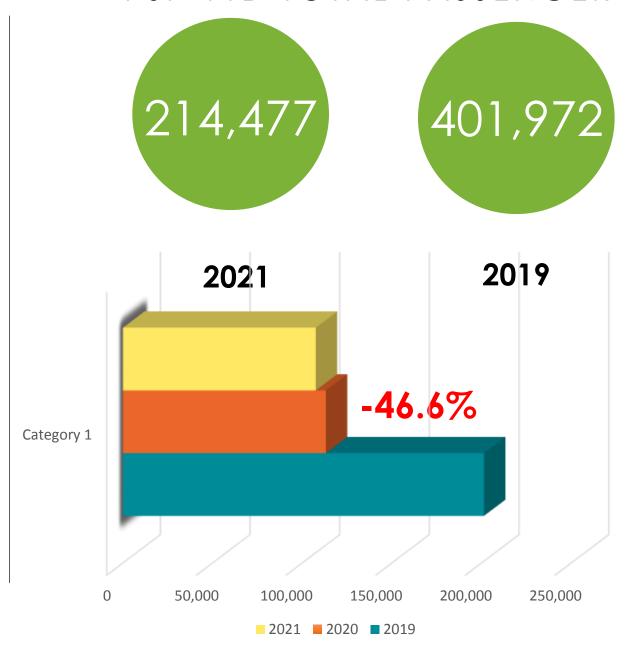
Daily Flight Change; 2017 to 2021			
	2021 Flights	2017 to 2021	
Quarter 1	48	+6%	
Quarter 2	35	+23%	
Quarter 3	36	+95%	
Quarter 4	46	+31%	
Annual	41	+30%	
Daily Seat Change; 2017 to 2021			
	2021 Seats	2017 to 2021	
Quarter 1	2021 Seats 5,383	2017 to 2021 +0%	
Quarter 1 Quarter 2			
-	5,383	+0%	
Quarter 2	5,383 3,980	+0% +21%	

PSP PASSENGER ACTIVITY





PSP YTD TOTAL PASSENGER



COACHELLA VALLEY ARENA: NICK FORRO









Opening February 2022

OAK VIEW GROUP

DEVELOPING THE SINGLE LARGEST DEVELOPMENT OF WORLD-CLASS ARENAS IN THE HISTORY OF THE LIVE ENTERTAINMENT INDUSTRY

> A modern, flexible Arens CARDIFF ARENA For the next generation of fans

CARDIFF ARENA 12 SHEET SALARIL N. 1 No. 4 Opening Winter 2023



SANTA GIULIA ARENA

As they prepare to host the 2026 Winter Olympics

Opening 2024

Opening Q1 2023

The arena Manchester deserves

CO-OP LIVE

The first venue designed for music: the fans and the bands

STRATEGIC PARTNERSHIP WITH LIVE NATION



THE POWERHOUSE PARTNER IN THE MUSIC INDUSTRY BLE OF DELIVERING THE MOST EXCITING **ENTERTAINMENT**

WORLD'S LARGEST LIVE **EVENTS PROMOTER WITH**

30K+ EVENTS

IN 40 COUNTRIES ANNUALLY

OWNS THE TRUST OF THE

WORLD'S BIGGEST

ARTISTS AND THEIR MANAGEMENT

THERE IS A LIVE NATION CONCERT EVERY

18 MINUTES

AROUND THE WORLD





BRINGING YEAR-ROUND ENTERTAINMENT TO THE HEART OF THE COACHELLA VALLEY

HIGHLY VISIBLE AND ACCESSIBLE FROM THE 10 FREEWAY (COOK ST EXIT)

Mixed-use cultural center providing:

- employment opportunities
- around the clock activity
- entertainment
- community-oriented gathering spaces and amenities





ROUTING

ALL ROADS LEAD FROM COACHELLA VALLEY: THIS NEW ROUTING MODEL WILL SERVICE THE MUSIC NEEDS ON THE WEST COAST







Pending New Development





WHERE THE NOSEBLEED SECTION DOESN'T EXIST

OUTSTANDING, **UNOBSTRUCTED VIEWS FOR UP TO 11,500 FANS ON** TWO LEVELS OF **SEATING**









SEATTLE KRAKEN

SEATTLE KRAKEN – NHL'S 32ND FRANCHISE



This 32nd NHL expansion franchise has experienced the largest demand in league history

INAUGURAL PUCK DROP IN FALL 2021

10,000

SEASON TICKET DEPOSITS

in first 12 minutes

80,000+

SEASON TICKET DEPOSITORS

total to date

39M

SOCIAL MEDIA IMPRESSIONS IN THE FIRST 24 HOURS

of brand launch
With 894,400 livestream views of launch
across Twitter, Facebook and YouTube

Historic record set with

192%

MORE MERCHANDISE SOLD than previous NHL expansion launch

AMERICAN HOCKEY LEAGUE OVERVIEW

- Professional hockey league serving as a developmental league for the NHL since the Canadian-American and International Hockey Leagues merged in 1936
- Every AHL team has an affiliation agreement with an NHL team
- · 31 teams based in the US and Canada
- 27 teams in the US
- 4 teams in Canada
- Season spans from October to June, culminating in a playoff tournament for the Calder Cup
- League divided into 2 conferences and further divided into 4 divisions
- Eastern Conference comprised of Atlantic and North divisions
- Western Conference comprised of Central and Pacific divisions

- · League Leadership:
- 19 clubs owned by NHL affiliate
- 2 clubs owned by NBA franchises
- 1 club owned by Fortune 500 company
- Teams with NHL Ownership:

























STOCKTON HEAT

















BARRACUDAS BRIDGEPORT SO



HARTFORD WOLF PA



UTICA COMETS





PACIFIC DIVISION OVERVIEW





DESTINATION ANALYSTS: ERIN FRANCIS-CUMMINGS

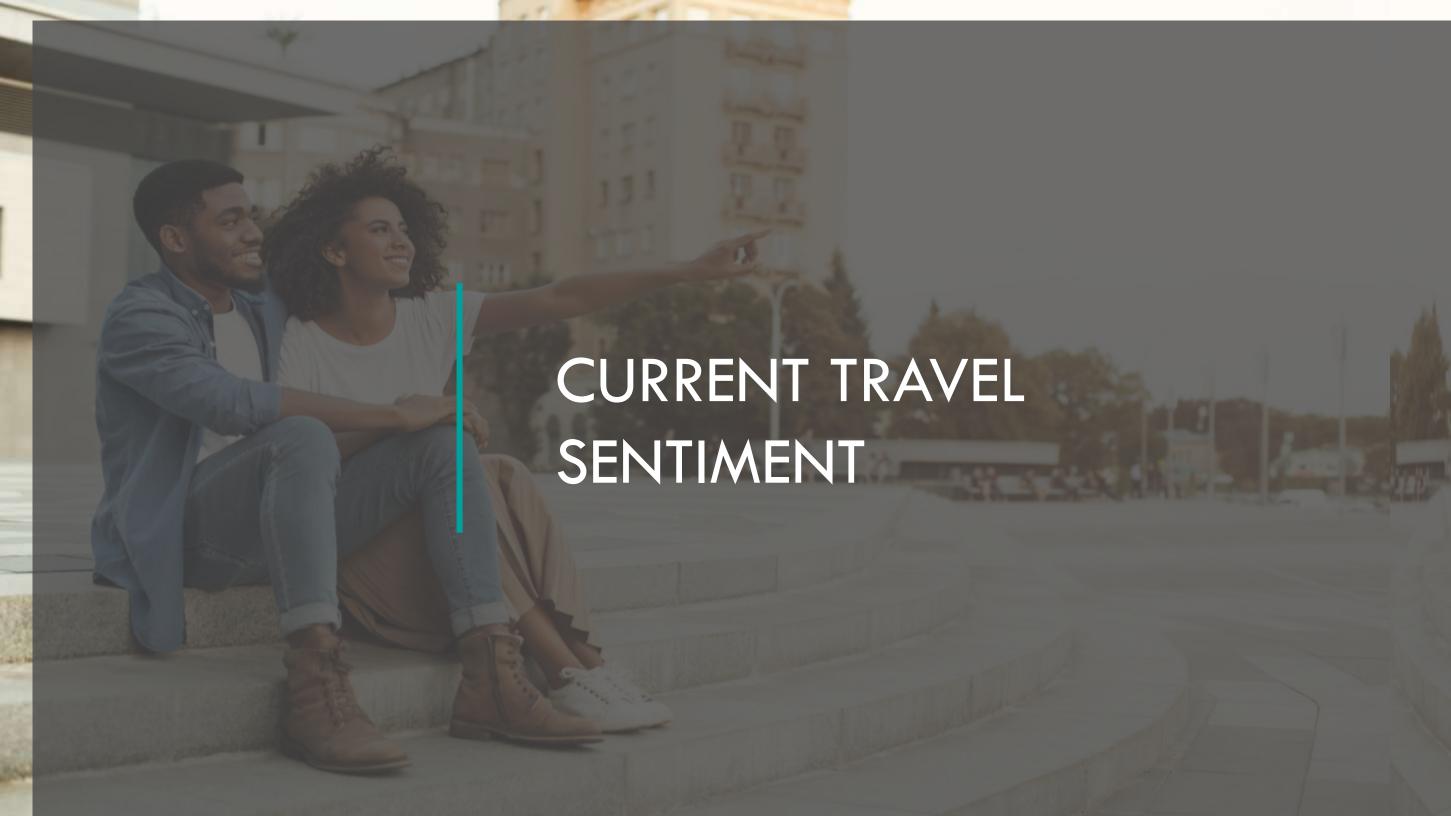




METHODOLOGY



- Weekly tracking survey of a representative sample of adult American travelers in each of four U.S. regions
- 1,200+ fully completed surveys collected each wave
- New travelers surveyed each week
- Confidence interval of +/- 2.8%
- Data is weighted to reflect the actual population of each region
- March 2020-Present (60 Waves)



A LOOK BACK:



Travel Activities
Unsafe



Avoiding Travel



Cancelled a Trip

Described Travel in 1-Word:





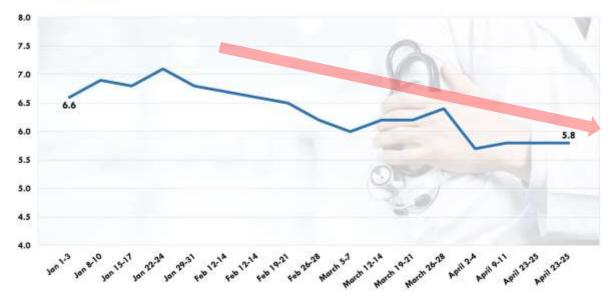
Change the Types of Destinations They Would Visit in the Future

PERSONAL HEALTH CONCERNS

MARCH 13, 2020 - APRIL 25, 2021



CONCERNED ABOUT PERSONAL HEALTH (AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU PERSONALLY ABOUT CONTRACTING THE VIRUS?

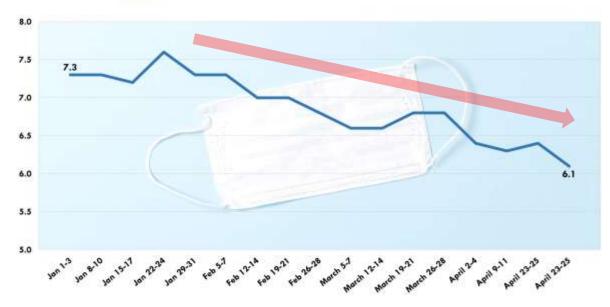
(Base: Woves 43-59. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1204, 1,208, 1,202, 1,206, 1,202, 7,210 and 1,215 completed surveys.)



HEALTH CONCERNS (FAMILY & FRIENDS)

JANUARY 1 - APRIL 25, 2021

CONCERNED ABOUT THE HEALTH OF FAMILY OR FRIENDS
(AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, IN GENERAL, HOW CONCERNED ARE YOU ABOUT YOUR FRIENDS OR FAMILY CONTRACTING THE VIRUS?

(Buse: Waves 43-59. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1204, 1,208, 1,202, 1,206, 1,202, 1,210 and 1,215 completed surveys.)



CONCERNS ABOUT PERSONAL FINANCES

JANUARY 1 - APRIL 25, 2021



CONCERNED ABOUT PERSONAL FINANCES (AVERAGE SCORE ON AN 11-POINT SCALE)



QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON YOUR PERSONAL FINANCES?

(Buse: Waves 43-59. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1204, 1,208, 1,202, 1,206, 1,202, 1,210 and 1,215 completed serveys.)



CONCERNS ABOUT NATIONAL ECONOMY

JANUARY 1 - APRIL 25, 2021



CONCERNED ABOUT NATIONAL ECONOMY (AVERAGE SCORE ON AN 11-POINT SCALE)

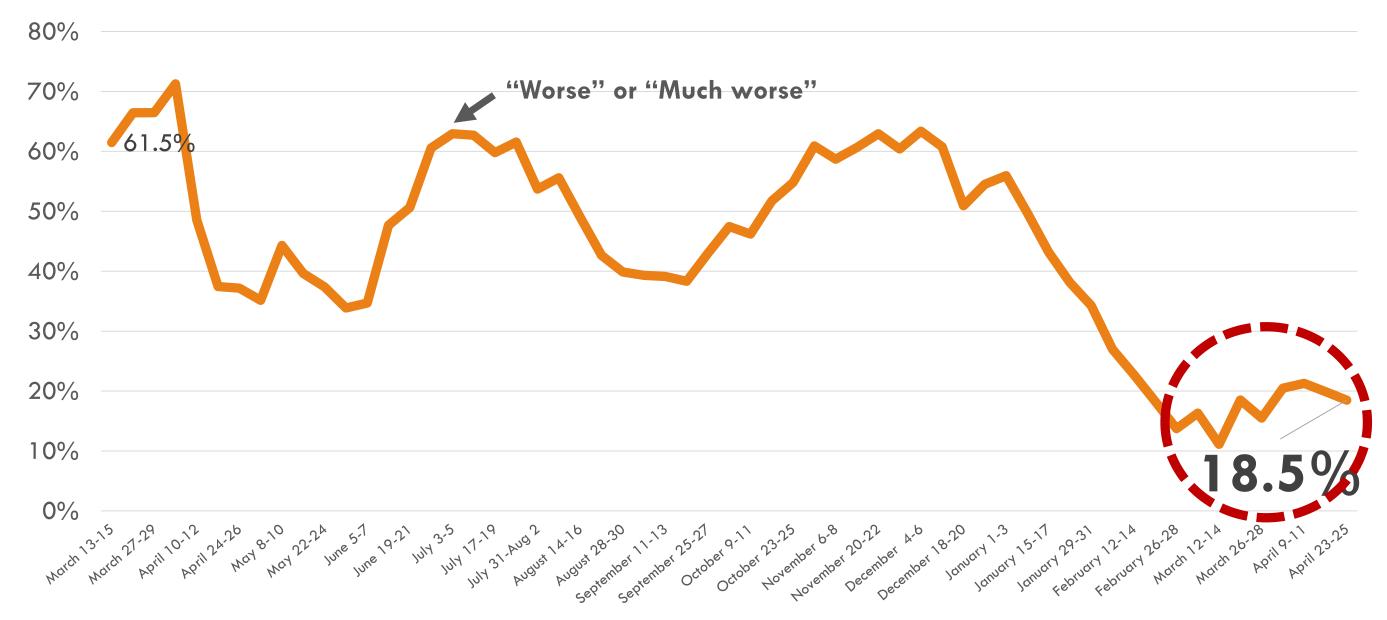


QUESTION: THINKING ABOUT THE CURRENT CORONAVIRUS SITUATION, HOW CONCERNED ARE YOU ABOUT THE IMPACT IT MAY HAVE ON THE NATIONAL ECONOMY?

(Buse: Waves 43-59. All respondents, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1204, 1,208, 1,202, 1,206, 1,202, 1,210 and 1,215 completed surveys.)



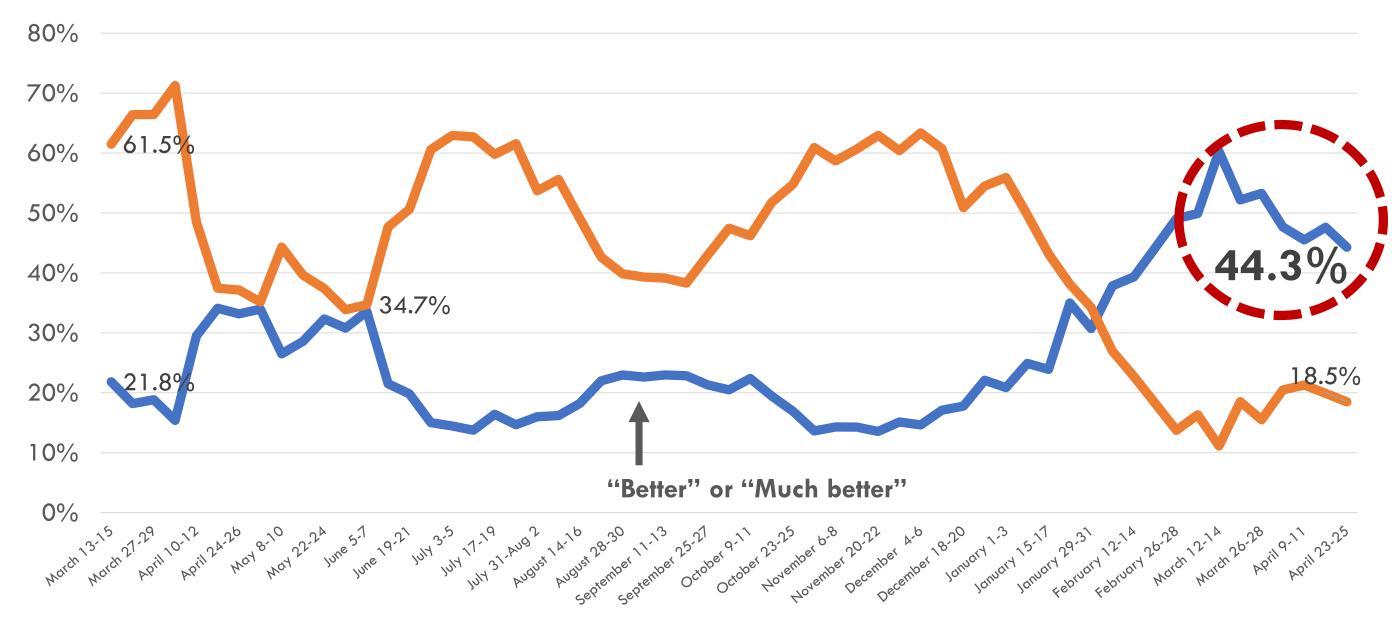
EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (MARCH 2020-NOW)



Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? In the next month the coronavirus situation will _____



EXPECTATIONS FOR THE CORONAVIRUS OUTBREAK (WAVES 1-59)



Question: In the NEXT MONTH, how (if at all) do you expect the severity of the coronavirus situation in the United States to change? In the next month the coronavirus situation will _____



NO MAJORITY OF TRAVELERS PERCEIVES TRAVEL & LEISURE ACTIVITIES AS UNSAFE

AS OF APRIL 25, 2021



Traveling outside the United States (50.8%)



Intercity bus travel (50.5%)



Traveling by bus or motor coach on a group tour (49.6%)



Attending a conference or convention (45.3%)



Go to a casino (45.3%)



Sporting events

- Large venue
(45.2%)



Intercity train travel (43.0%)



Attending a performance (42.8%)



Sporting Events – Small venue (40.5%)



Traveling in a taxi/Uber/Lyft (39.6%)



Traveling on a commercial airline (38.3%)



Traveling for business reasons (34.4%)



Staying in an Airbnb or home rental (30.1%)



Visiting indoor attractions (29.4%)



Visiting outdoor attractions (29.3%)



tdoor Dining in a ns restaurant b) (27.8%)



Visiting an observation deck (25.9%)



Staying in a hotel (23.6%)



Non-team outdoor recreation (16.2%)



Going shopping (15.8%)



Visiting friends and relatives (15.6%)

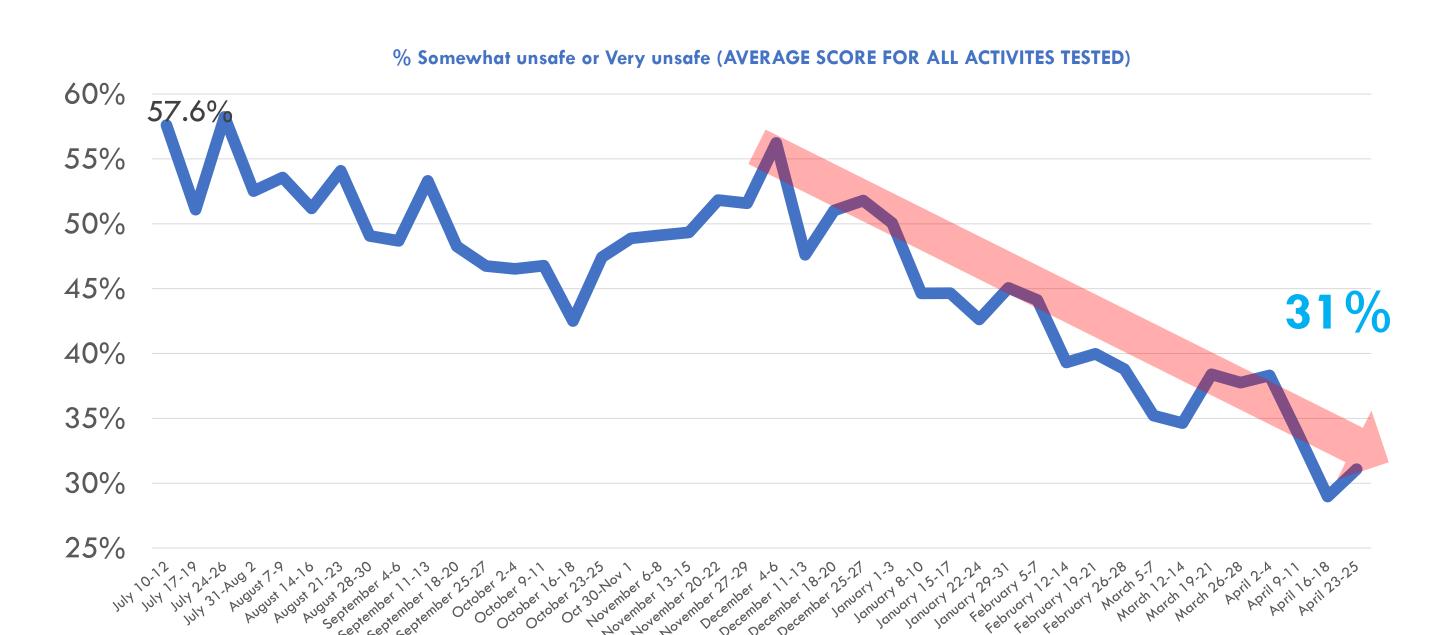


Taking a road trip (13.7%)

QUESTION: AT THIS MOMENT, HOW SAFE WOULD YOU FEEL DOING EACH TYPE OF TRAVEL ACTIVITY?



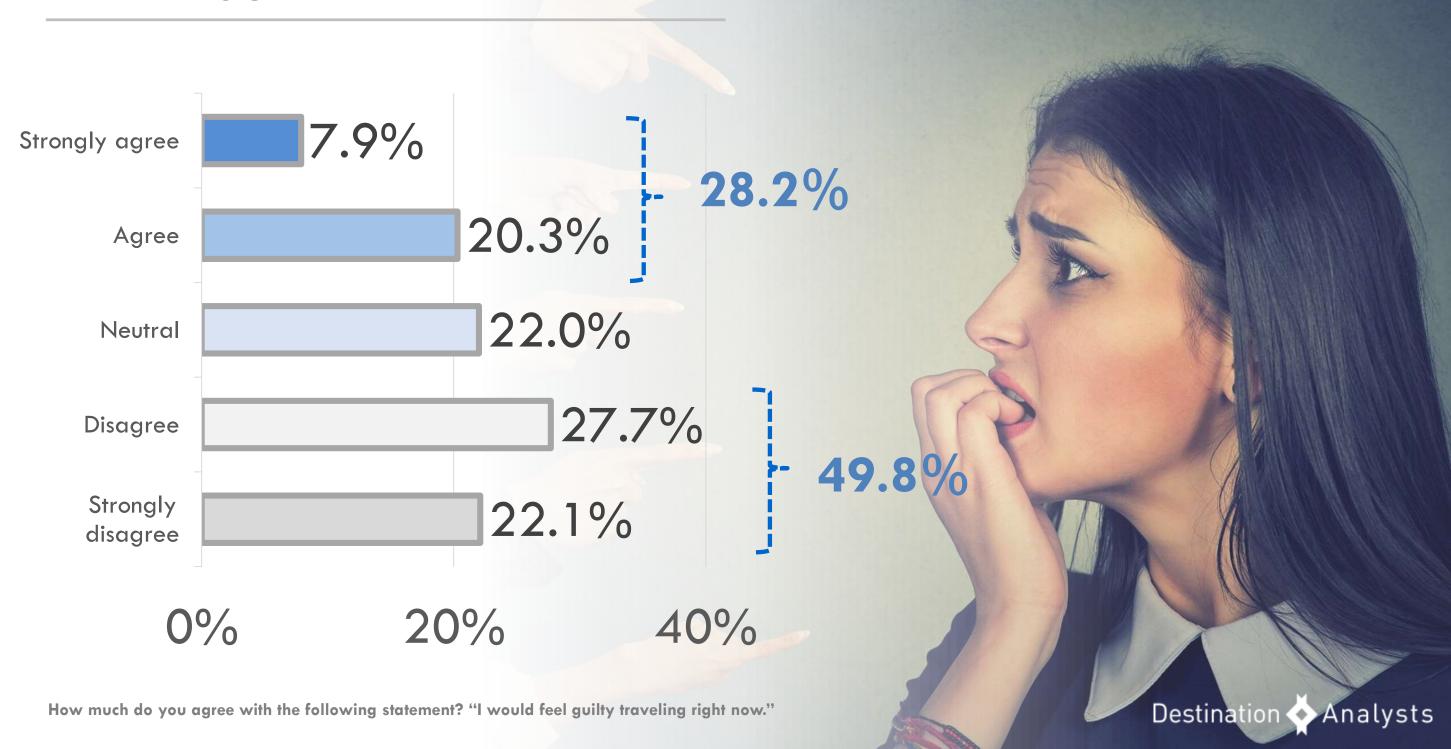
PERCEPTIONS OF TRAVEL ACTIVITIES AS UNSAFE







TRAVEL GUILT



TRAVEL STATE-OF-MIND

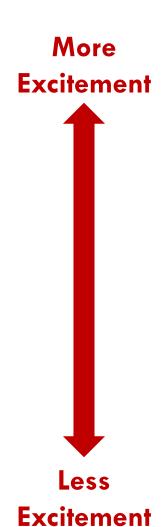


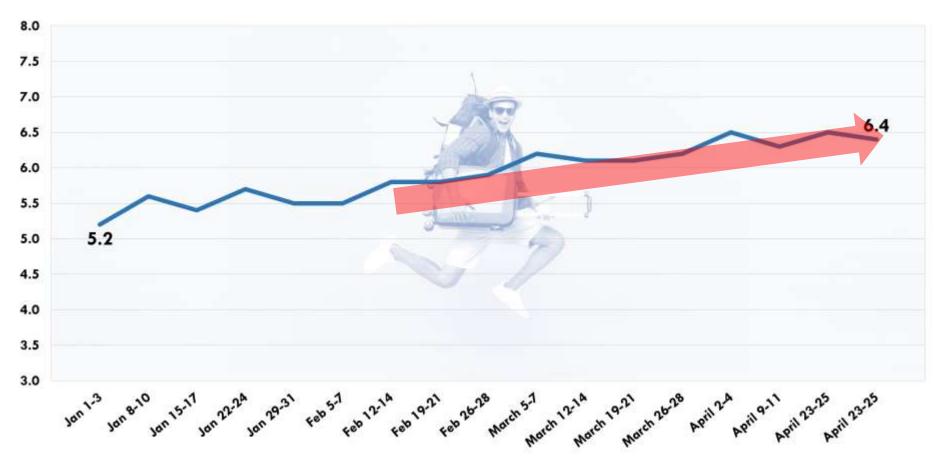
EXCITEMENT TO TRAVEL RIGHT NOW

JANUARY 1 - APRIL 25, 2021



EXCITED TO TRAVEL RIGHT NOW (AVERAGE SCORE ON AN 11-POINT SCALE)





QUESTION: IMAGINE THAT A GOOD FRIEND (OR CLOSE FAMILY MEMBER) ASKS YOU TO TAKE A WEEKEND GETAWAY WITH THEM SOMETIME IN THE NEXT MONTH. HOW EXCITED WOULD YOU BE TO GO? (ASSUME THE GETAWAY IS TO A PLACE YOU WANT TO VISIT)



OPENNESS TO TRAVEL INSPIRATION

JANUARY 1 - APRIL 25, 2021

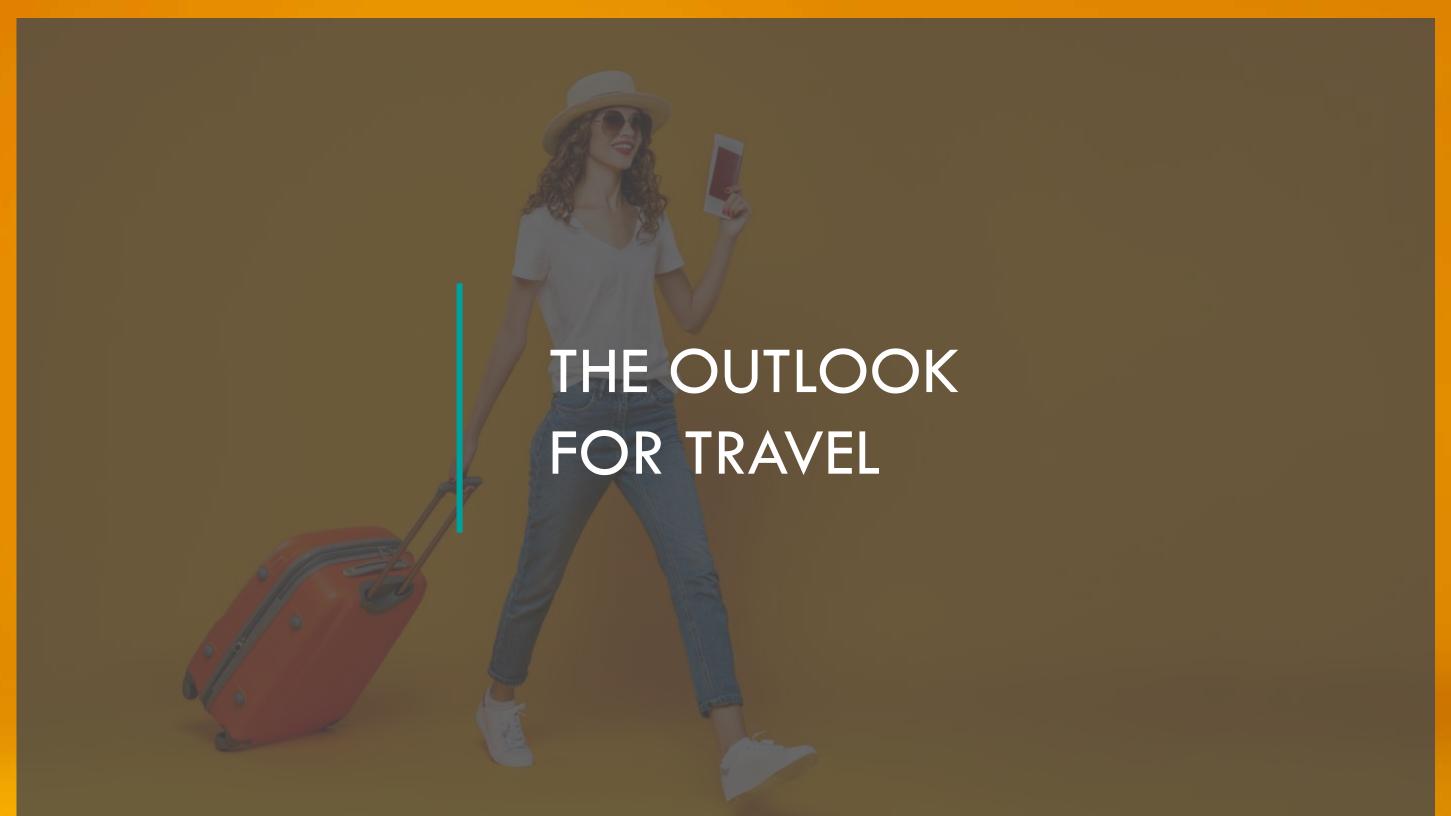


OPEN TO TRAVEL INSPIRATION (AVERAGE SCORE ON AN 11-POINT SCALE)

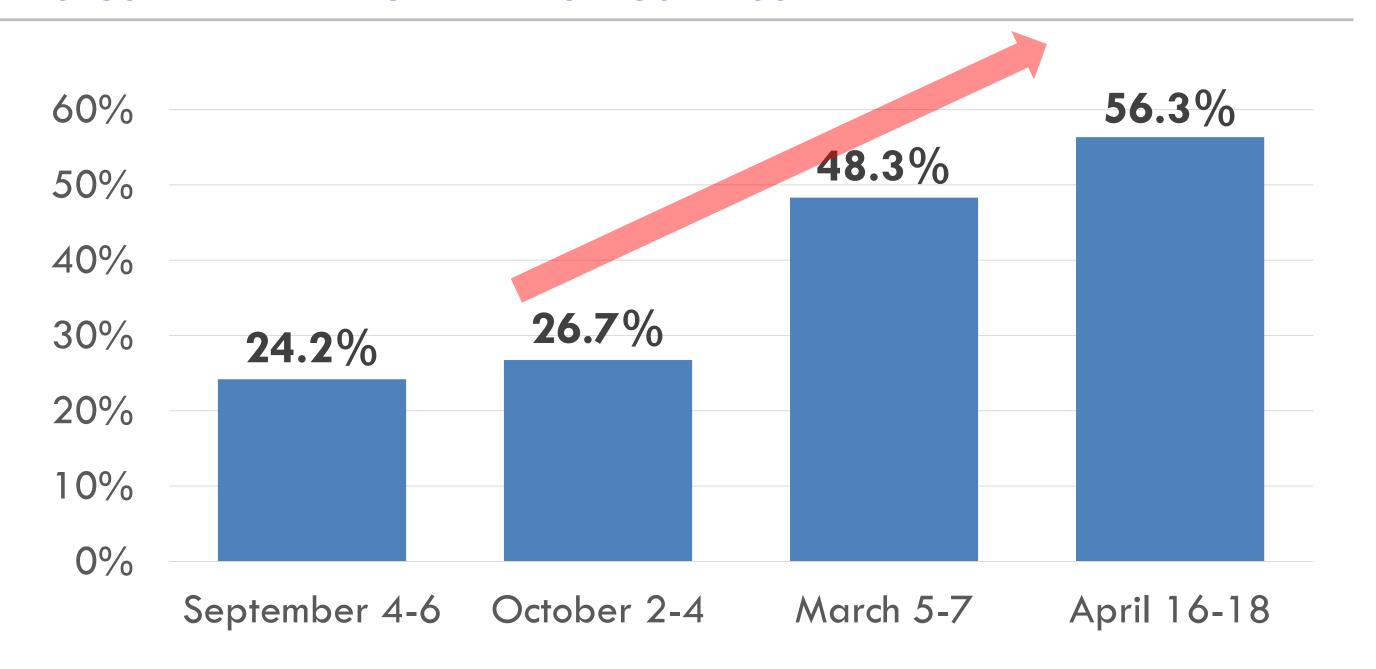


QUESTION: AT THIS MOMENT, HOW INTERESTED ARE YOU IN LEARNING ABOUT NEW, EXCITING TRAVEL EXPERIENCES OR DESTINATIONS TO VISIT?





HAS COMPANY RETURNED TO BUSINESS TRAVEL





THE RETURN TO IN-PERSON CONVENTIONS & MEETINGS





AMERICAN TRAVEL DREAMING & PLANNING IN 2021

JANUARY 1—APRIL 18, 2021



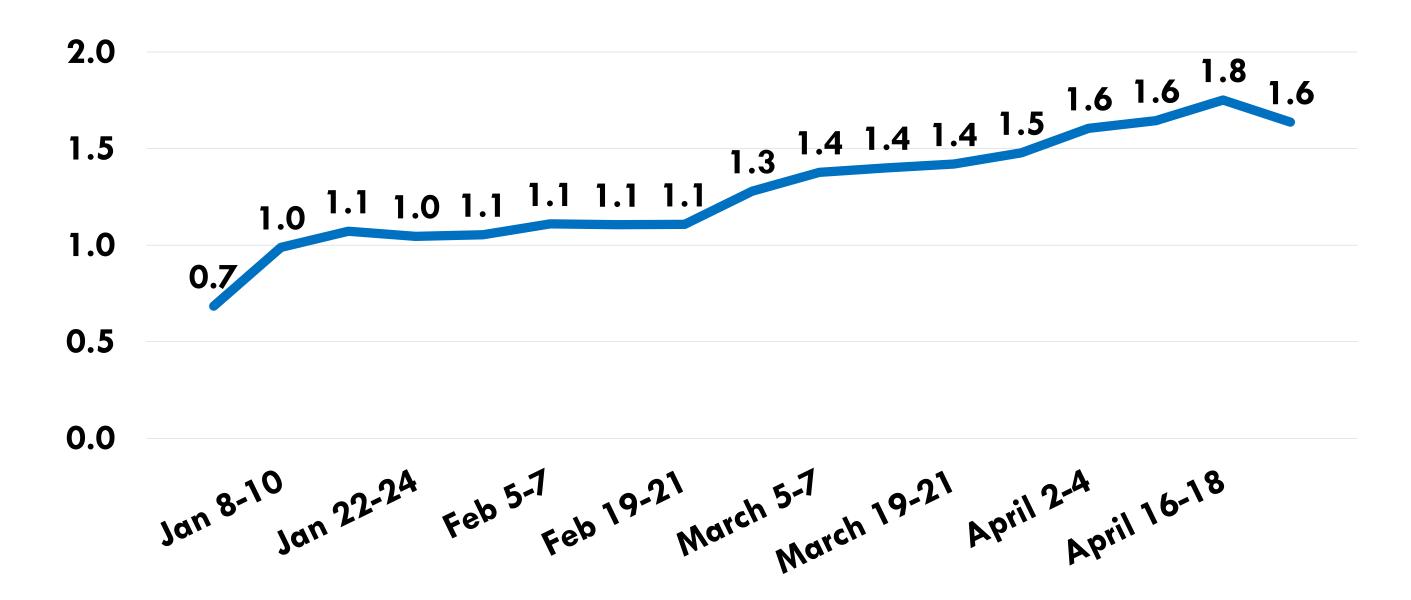


QUESTION: IN THE PAST WEEK, WHICH OF THE FOLLOWING HAVE YOU DONE? (SELECT ALL THAT COMPLETE THE SENTENCE)

IN THE PAST WEEK I HAVE ______



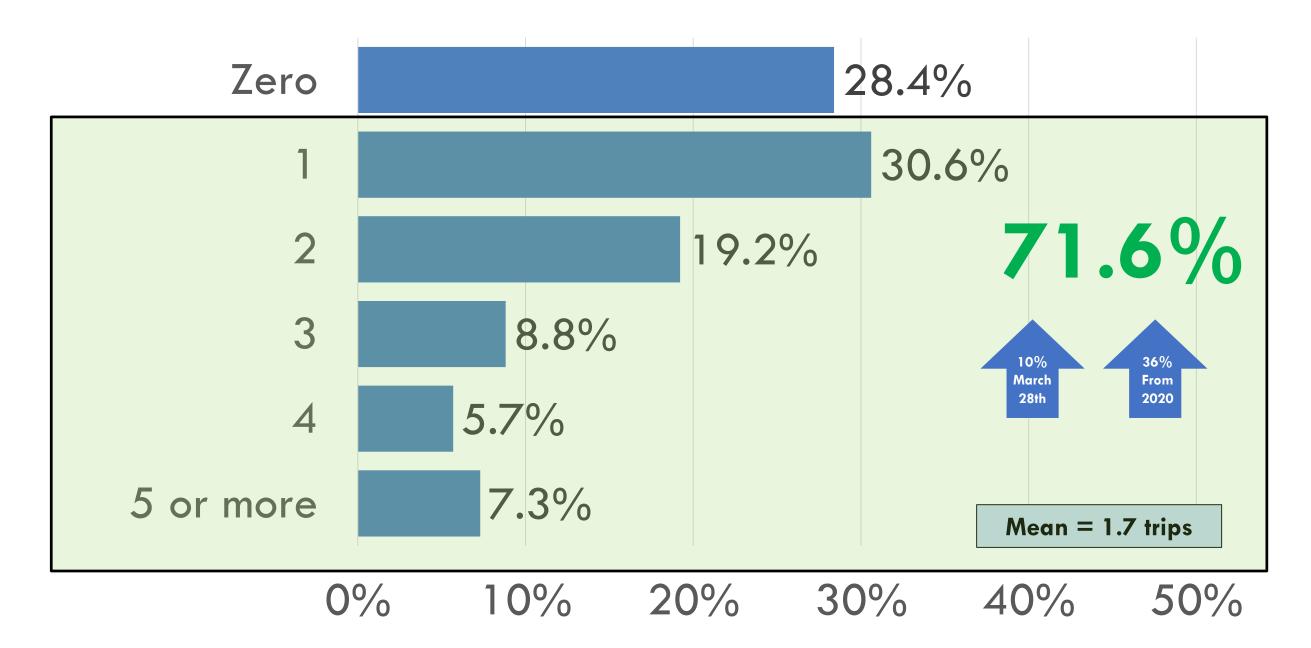
LEISURE TRIPS EXPECTED (NEXT 3 MONTHS)







EXPECTED SUMMER LEISURE TRIPS

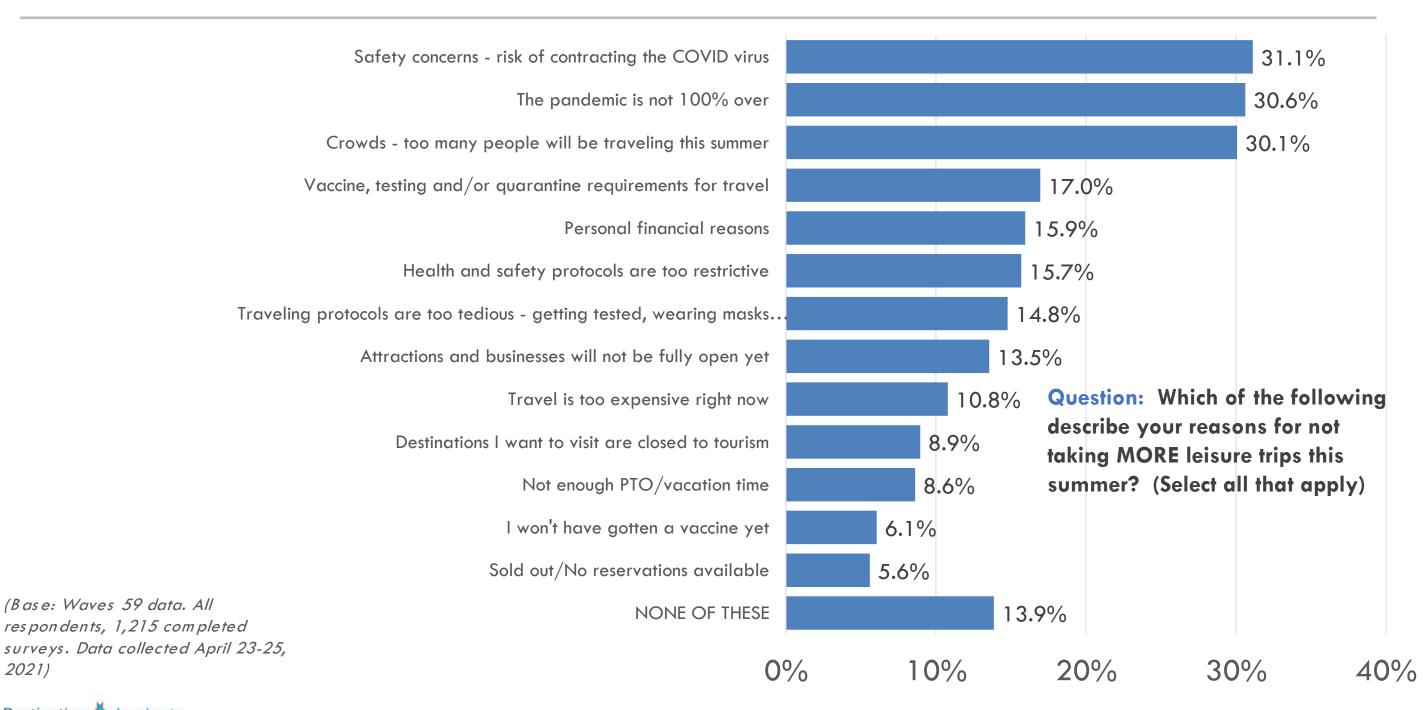




PLANNED SUMMER TRIP ACTIVITIES



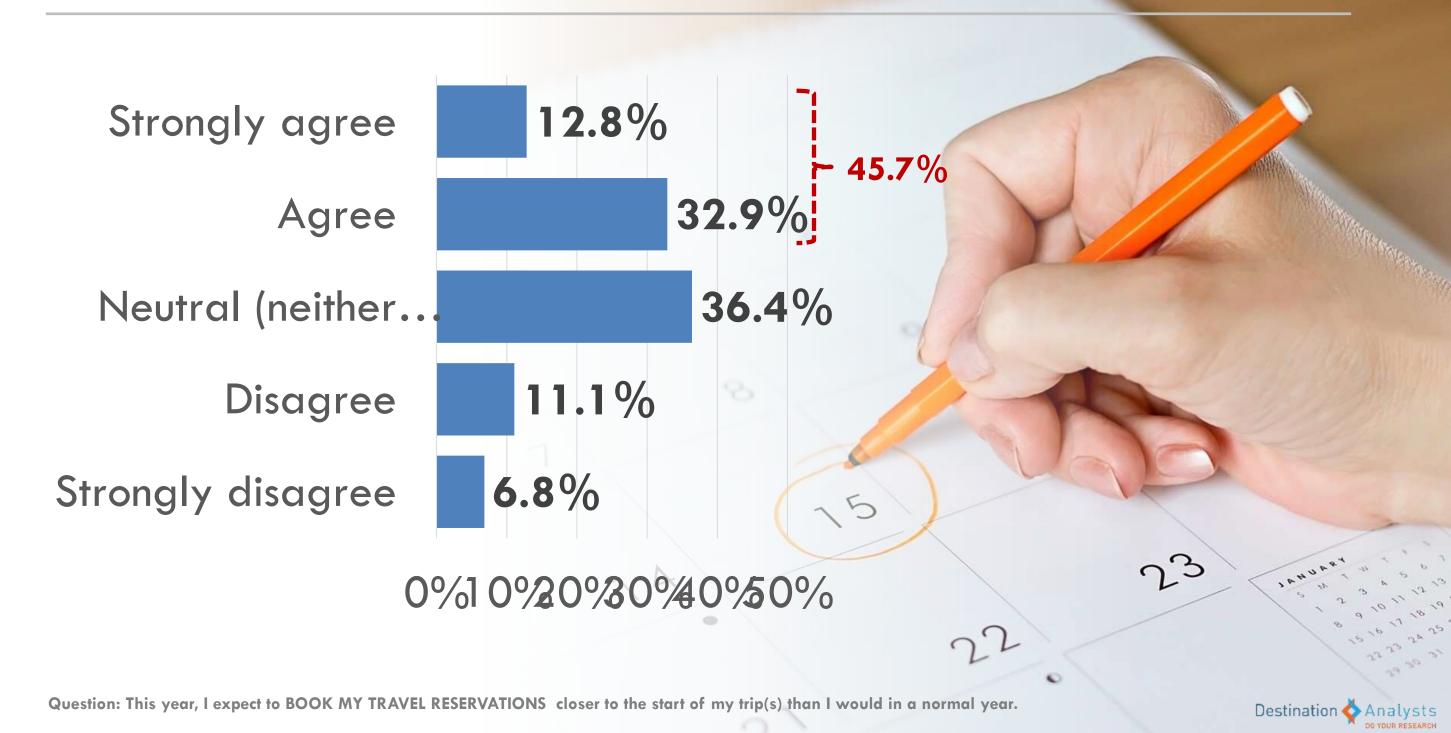
IMPEDIMENTS TO SUMMER TRAVEL



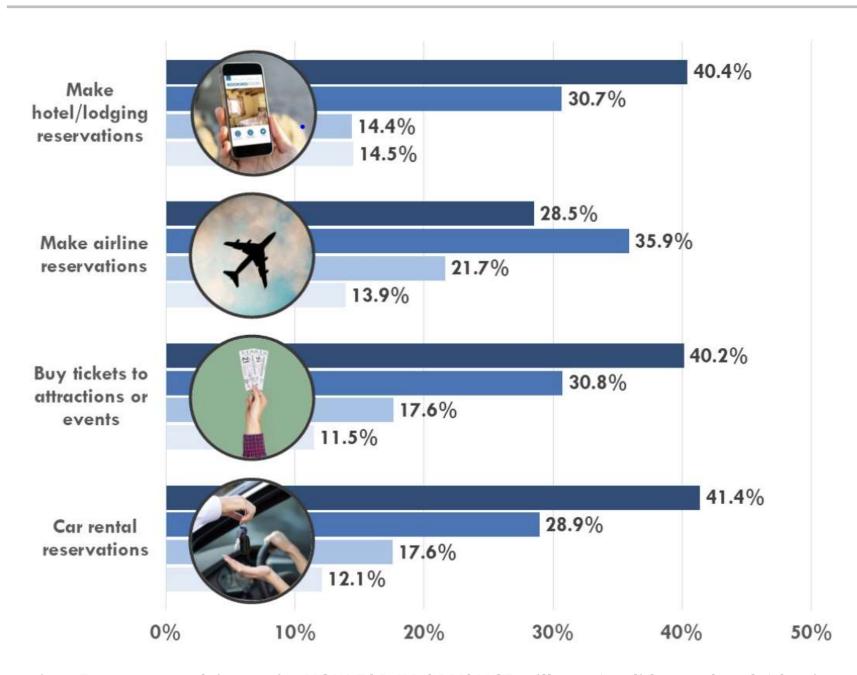


2021)

BOOKING TRAVEL RESERVATIONS CLOSER TO THE START OF TRIP



ADVANCED RESERVATION BOOKINGS

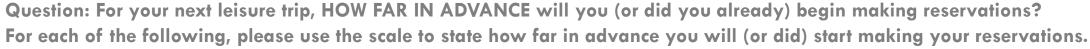


Less than 4 weeks

5-8 weeks

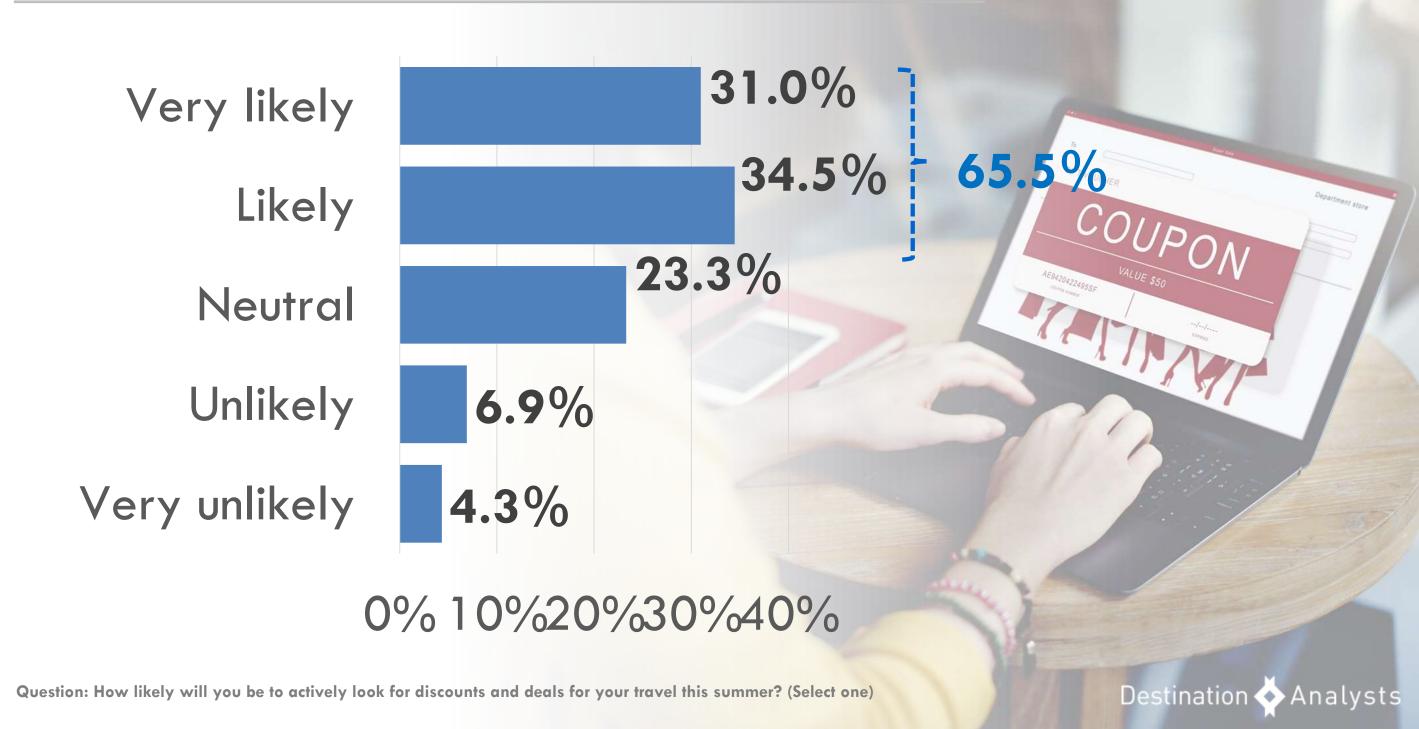
9-16 weeks

More than 16 weeks

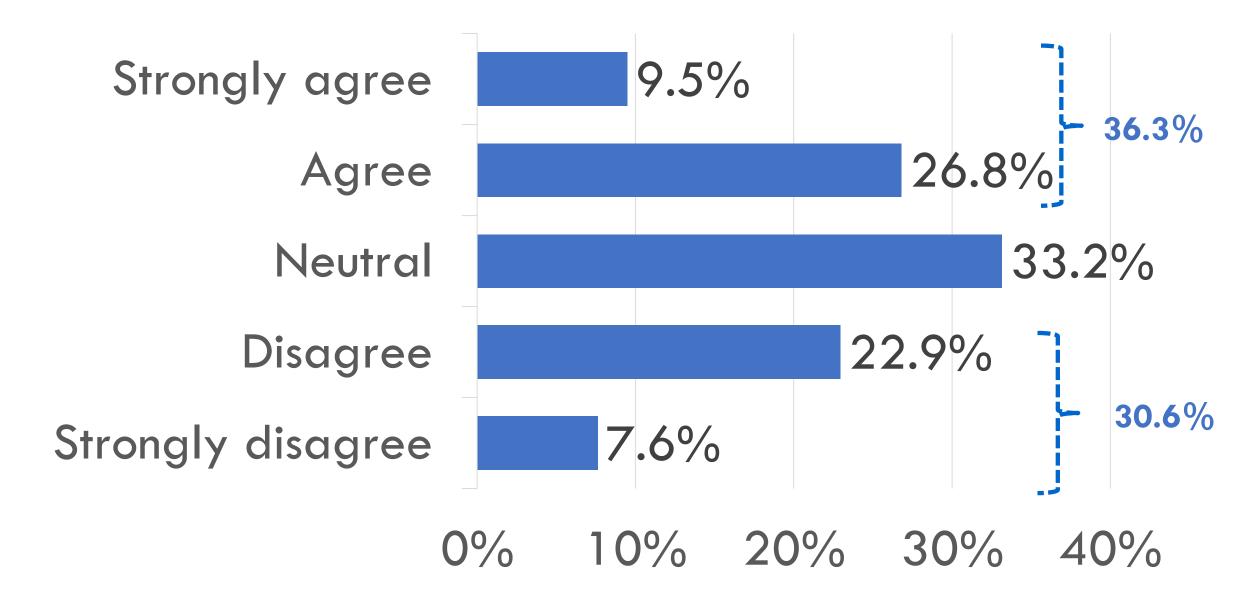




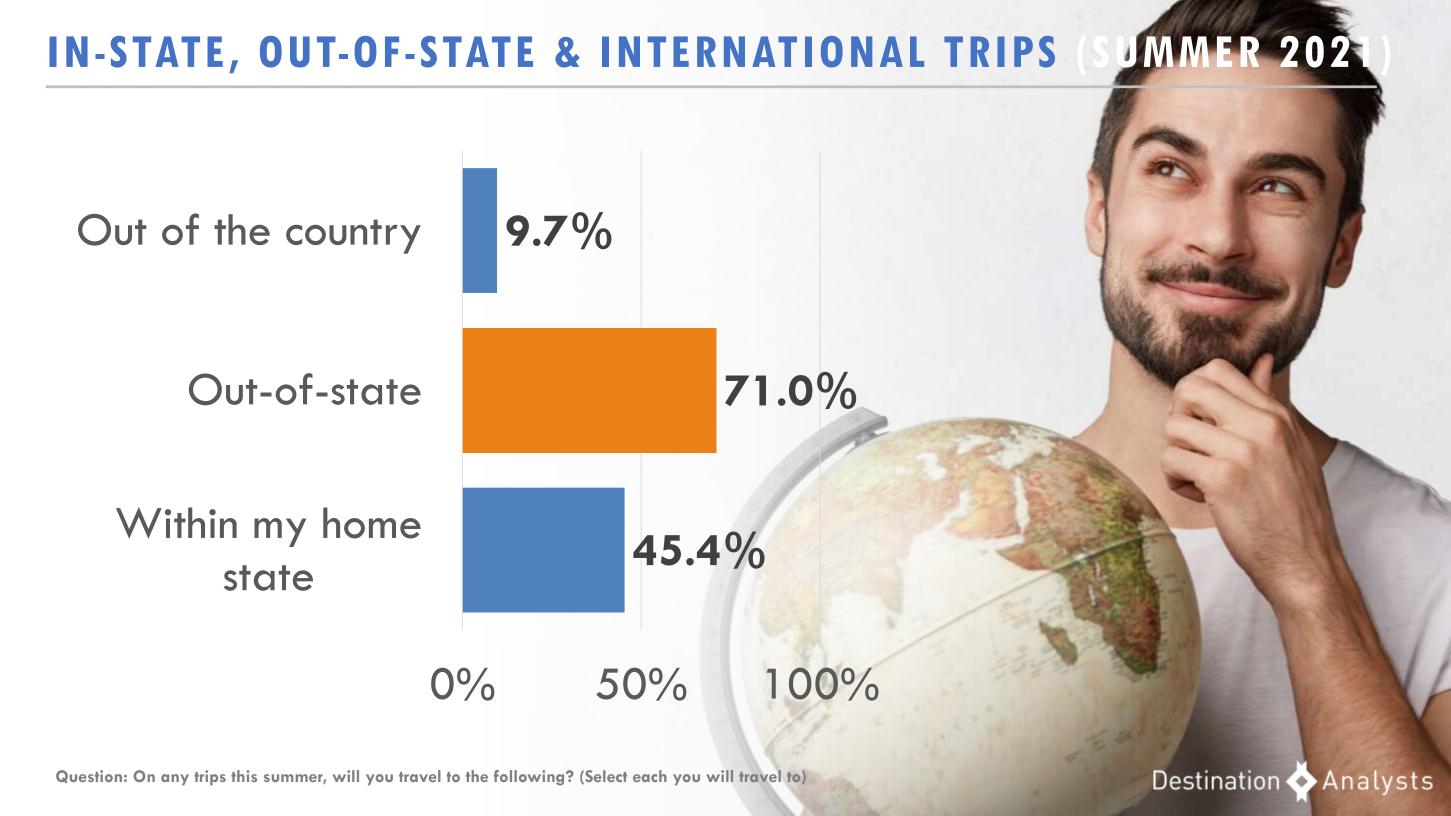
ACTIVELY LOOKING FOR DISCOUNTS AND DEALS



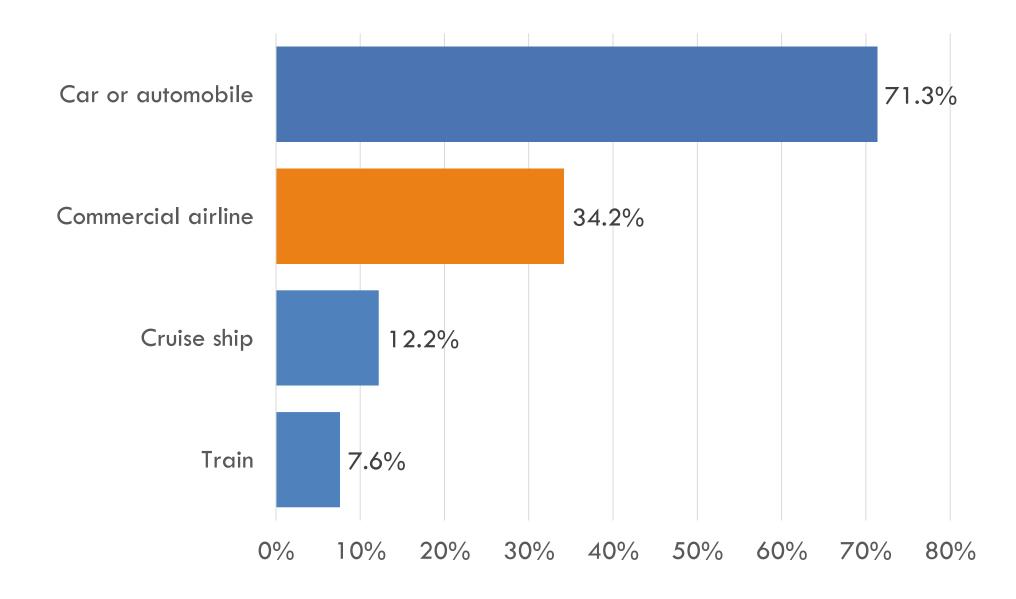
EXPECTATION THAT TRAVEL PRICES WILL BE LOW THIS SUMMER





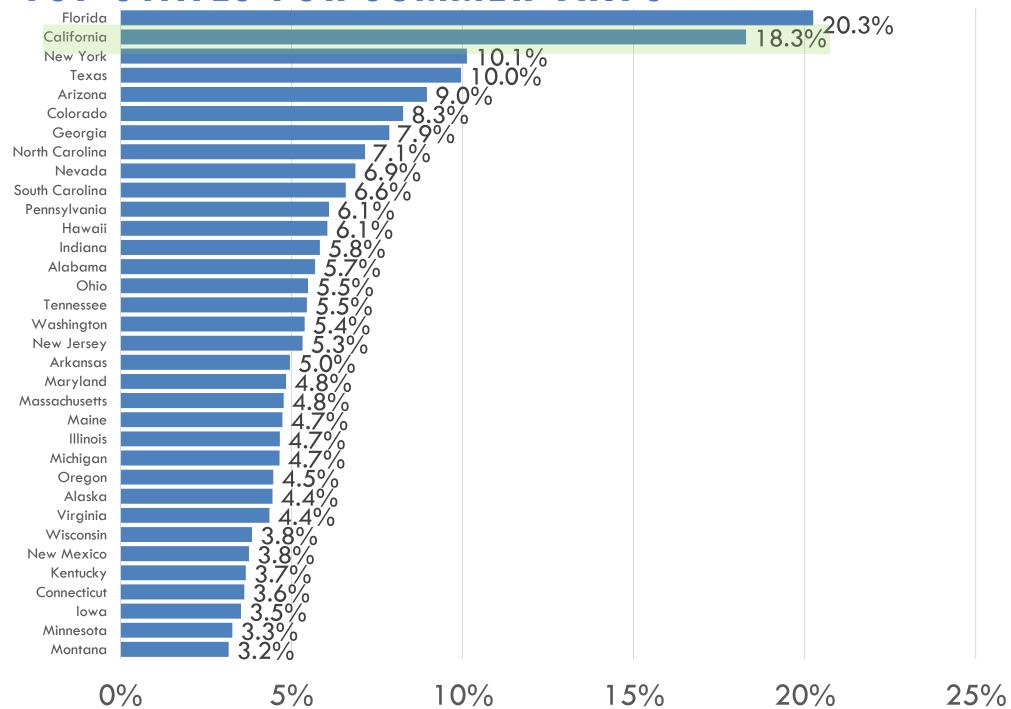


METHOD OF TRANSPORTATION FOR SUMMER TRIPS



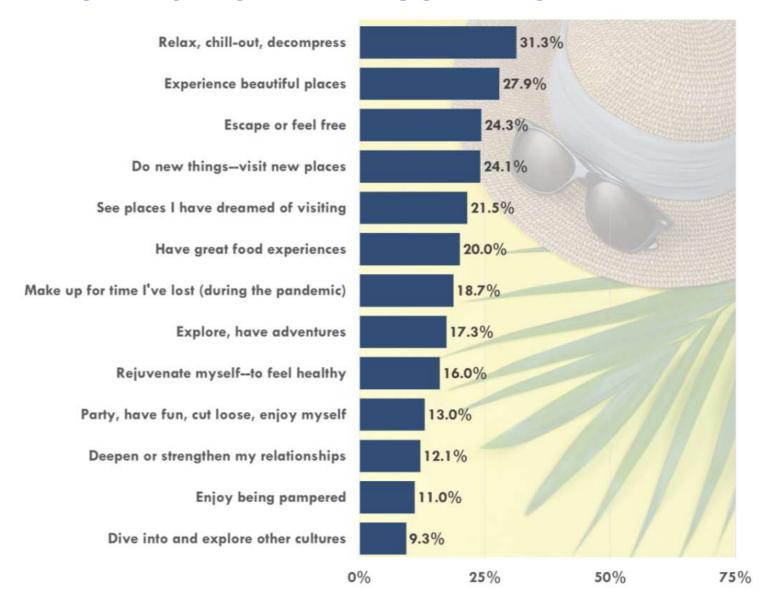


TOP STATES FOR SUMMER TRIPS





TOP 3 TRAVEL DESIRES FOR THE COMING YEAR



QUESTION: THINK ABOUT THE TYPES OF DESTINATIONS YOU WOULD MOST LIKE TO VISIT IN THE NEXT TWELVE (12) MONTHS. PLEASE TELL US HOW YOU WANT THE PLACES YOU VISIT TO BE. HOW IMPORTANT IS EACH ATTRIBUTE?





Current Feelings about Greater Palm Springs

among Travelers in Key Markets









Top Rated Attributes

- 1. Beautiful scenery
- 2. Ideal weather
- 3. Outdoor activities
- 4. Fine dining
- 5. Welcoming atmosphere

evolution and all all

- 1. Joshua Tree National Park
- 2. Go to a hot spring
- 3. Outdoor recreation
- 4. Lounge by the pool at a resort
- 5. Fine dining experiences



VISIT CALIFORNIA: LYNNE CARPENTER

Board Leadership



























































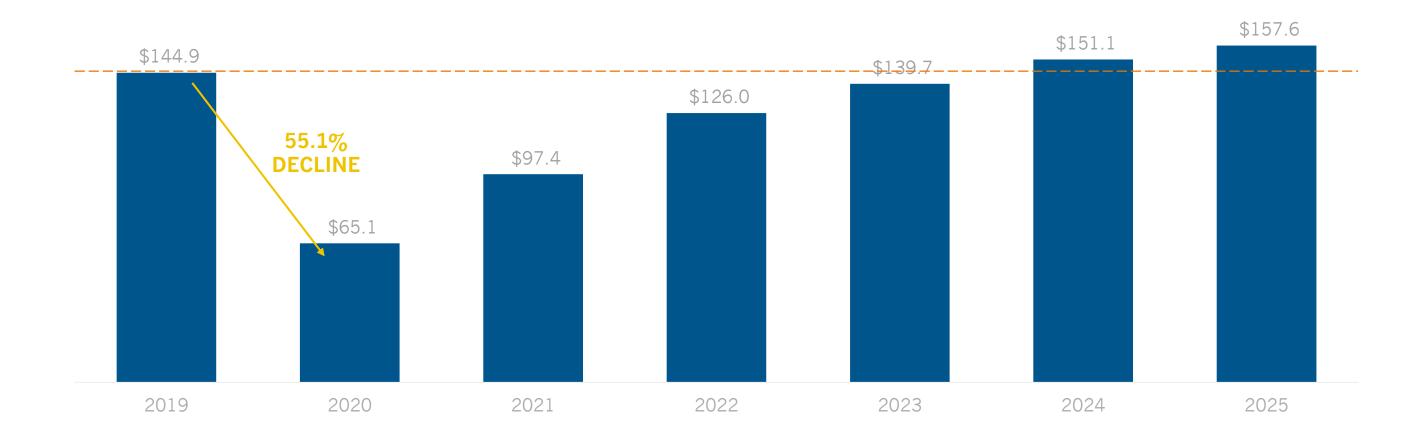






Statewide Update

Travel Spending Forecast



Source: Tourism Economics, April Forecast



May is



#CATourism

Visit California Marketing Update

FY21/22 Marketing Strategies

1. Cultivate the California Brand

Support the California Dream (build brand health)

2. Trigger
Active
Consideration

Capitalize on pent-up travel demand and desire for the California experience

3. Drive Market Development

Focus on domestic and in state visitor growth

FY20/21 Planned Spring Campaigns

Spring 2021 Brand Campaign Layers



Calling All Californians

IN-STATE

California is calling all Californians to vacation in their home state and help jump start the Golden State economy.





California Road Republic California is calling all road; trippers ready to venture out to come explore the ultimate road trip destination.



NATIONAL

California is calling all who are ready to visit California with an open invitation to Dream Big.



What If, California

FY20/21 Spring Media Plan Overview



Calling All Californians

- Timing: Feb. 15-April 26
- Audience: Active Travel Intenders + Potential Traveler
- Geography: California
- Phase 1: Feb. 15
 - Digital OTA Platforms
- Phase 2: April 5
 - Spot TV
 - Digital Programmatic
 - Out of Home
 - Radio





Calling All Californians Digital Video Assets

Calling all Californians, keep your vacation here and help our state get back to work.







"Resort" "Beach" "Winery"



Palm Springs Brand Creative







California Road Trip Republic

- Timing: March 29-June 30
- Audience: Global Brand + Roadtripper Mindset
- Geography: National
- Media Mix
 - Digital: March 29
 - Social: March 29
 - Online TV: April 5
 - Linear TV: April 12





What If, California

- Timing: March 15-June 30
- Audiences: Active Travel Intender + Potential Traveler
- Geography: National
- Phase 1: March 15
 - Digital OTA Platforms
- Phase 2
 - Digital: March 29
 - Online TV: April 5
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California Now News Network

California Now Network Overview

Visit California connects with millions of qualified consumers actively seeking travel inspiration, advice and insights. Consumers enjoy a variety of platforms: print, digital, social media, and podcasts — helping them plan their perfect Golden State vacation. Importantly, the California Now Network will focus on in-state and western state audiences in the recovery time period.



Website & Social



CALIFORNIA NOW BLOG / SO YOU THINK YOU KNOW GREATER PALM SPRINGS?

So You Think You Know Greater Palm Springs?

The Coachella Valley's string of cities from Indio to Desert Hot Springs offer surprising diversions for locals and seasoned travelers

Posted 10 months ago

by Ann Marie Brown





For nearly a century, Palm Springs has served as a escape for desert dreamers and the Hollywood eli no better place to play starlet-on-her-holiday tha lounge with a cocktail in hand. Thanks to a recent downtown Palm Springs boasts a handful of highits trendiest visitors love to lounge. Whether you're dinner with a view, poolside drinks, or a full-on par has the perfect rooftop spot for you.

In November 2017, the Kimpton Rowan Hotel Palm its swanky doors to become the tallest building wi Head all the way to the top of this mid-century me

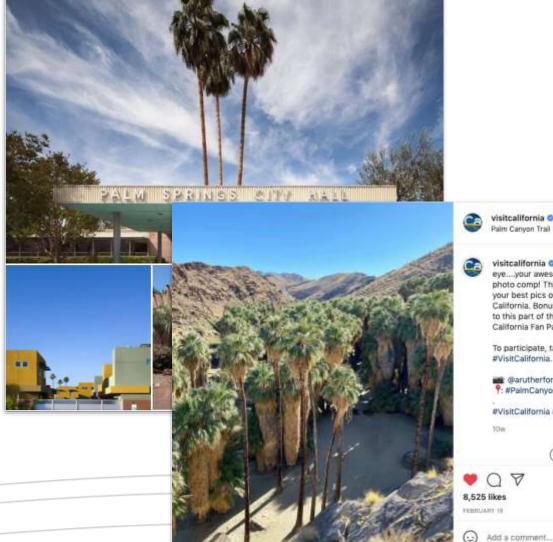
Home | Regional Map | Bookmarks

Like those Canadian snowbirds, you're no stranger to the Coachella Valley and Palm Springs. You're well-schooled in four-



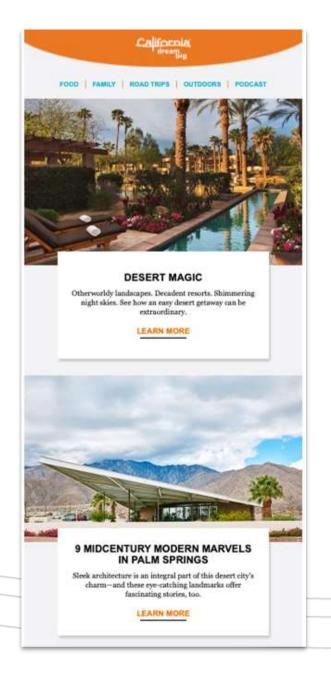
Pastel houses, retro buildings and clean sleek lines: Visit Greater Palm Springs is an architectural feast for the eyes. In fact, no California city is as closely identified with midcentury modern architecture as Palm Springs. Visionaries have been flocking here since the 1920s to design futuristic buildings that accentuate the area's dramatic desert surrounds, as well as its San Jacinto Mountains backdrop. Here's a sample of the many (and we mean many) buildings that characterize the region. Have any favorites to add?

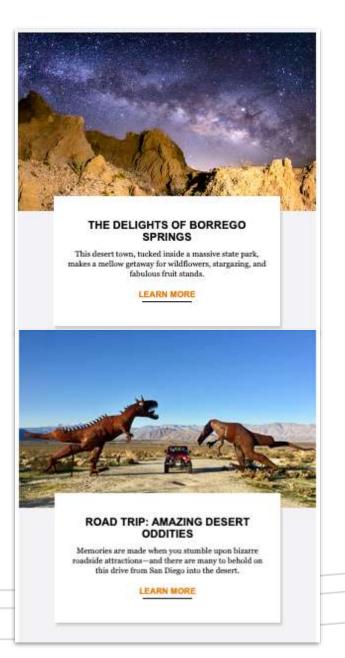
: @davidasilvas, @allan_around_the_world, @camillexedwards





E-News & Podcast









2021 Visitor's Guide: Best of California







215 Tour the San

Andreas Fault

the the describ with take on its open or shap has through the labs. Anthreas Parit's both othe order and engane, where the certific sindeline has been expanded by global backmins, ratios shot, and time-freezi defendance? And Juap Thorse traced through the factal room on a private, BOO core ranch, showing off the categories dies fromations that estimate energy consider from a templopape of energic consider from a templopape of energic room for the contraction of the

board are explicitly, when displices bearts



Marvel at Mid-Century Modern Icons

Some 70 years ago, Palm Springs architects began designing clean-lined structures that blended into the desert landscape with floor-to-ceiling glass, glearning metal, and native stone. Many of these space-age inventions still stand, including the Enco Transway Gas Station (now the Palm Springs Visitors Center) and the Palm Springs Art Museum's Architecture and Design Center. "The building seems to effortlessly hover over the desert landscape," Cyr says of the museum facility. "It was designed with perforated brise soleil panels to blunt the relentless desert sun."

Don't miss Rancho Mirage's Sunnylands Center and Gardens, a sprawling 1960s masterpiece that showcases a pyramid-shaped roof, open floor plan, and glass walls framing towering cactus and mountain sunsets. 'The desert locale is highlighted by Southwestern and Mexican elements, including a Mayan-inspired roof and volcanic stone—clad walls,' Oyr says. Eight U.S. presidents have visited—and you can, too.

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216 Lounge by a Perfect Pool

When the early part—which is exent of the Here-which bank in a chains homps at this desert's noticed points. For these data, which set the same part at Hyer's Regardy before SHALL Recard & Earl, chainling the Hyrider Phange, a sealest park with dealing understakes and a large stee. For the point creek, brough by Tim Sequence Hutlet's pend for the otherwise classification of the Hyrider's pend for the otherwise classification. And the Hand Seventher the Enrighton Science Point Schapes and the Exembles Vehicles and provides the Hand Seventhers to the Enrighton Science Point Schapes and the Exembles Vehicles and providing series.

Visit California Industry Site

industry.visitcalifornia.com/research

Research & Trend Reports for California:

- Economic Impact (Dean Runyan)
- Visitation & Spend / Travel Forecast; Regional Lodging Forecast (Tourism Economics)
- Lodging Report (STR)
- Airport Traffic Statistics (Various)
- Visitor & Market Profiles (CIC Research, OmniTrack)
- **Domestic Visitor Profiles** (UberMedia, STR, AirDNA)
- Monthly COVID-19 Research Dashboard (Various)

Research & Trends Data That Inspires Dialogue

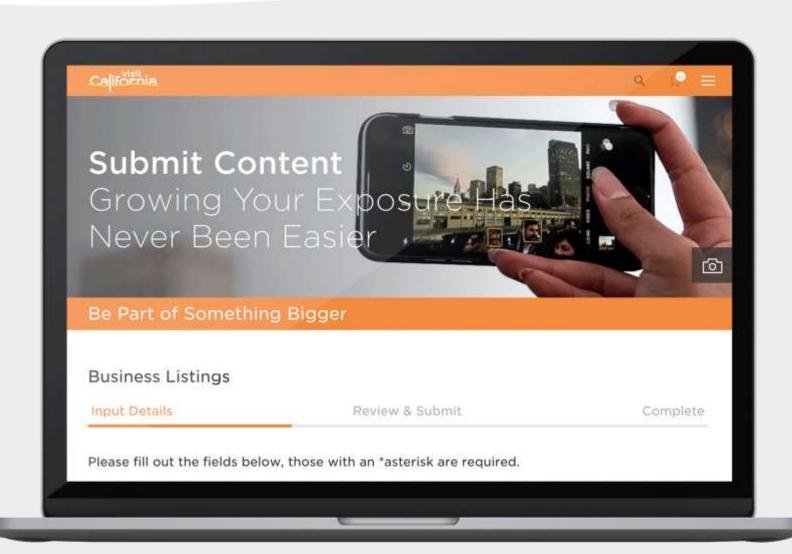
Check the coronavirus resource page for research updates during this crisis.

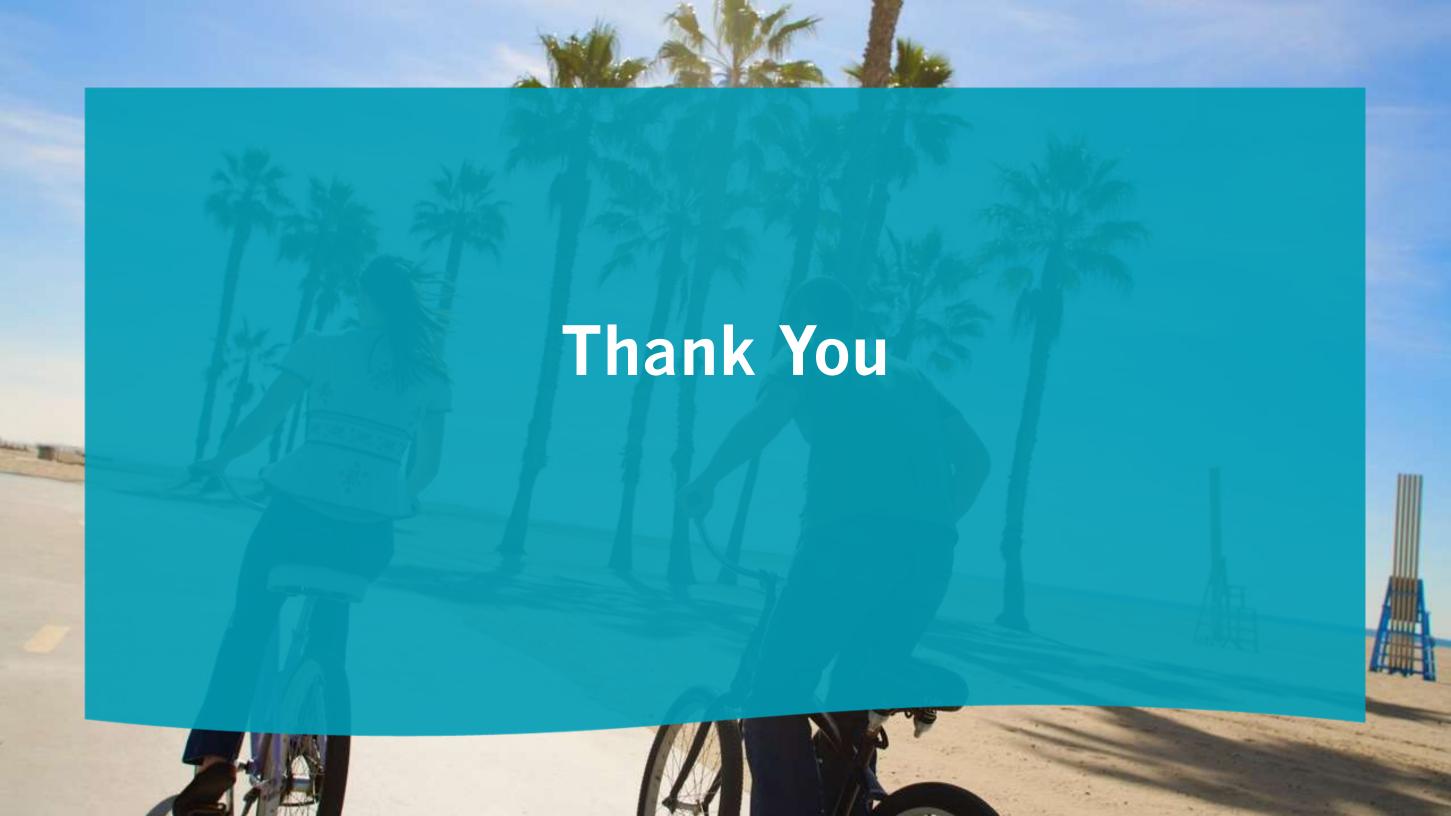
Overview

Reports



Content Submission





GREATER PALM SPRINGS CVB MARKETING UPDATES

2021 RE-ENGAGED MEDIA PLAN: FEB & MARCH



50.3M

out-of-home impressions



18.6M

digital advertising impressions



3.2B

television impressions



291K

television spots



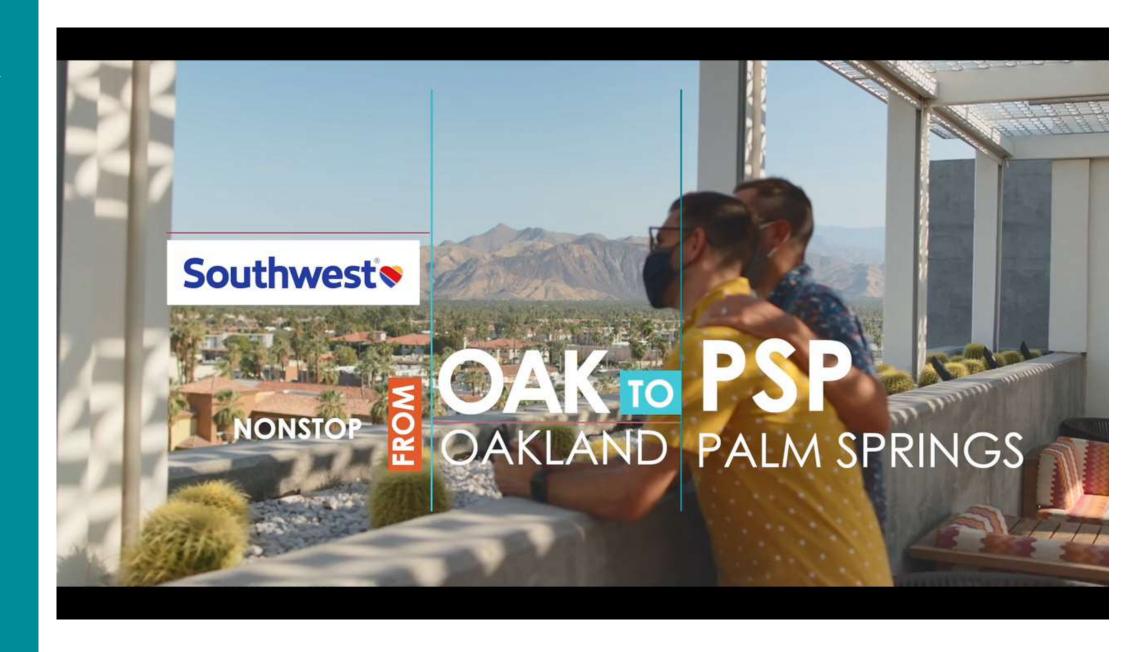
20

total markets

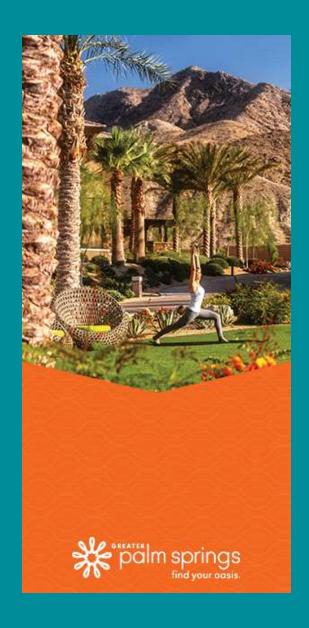
3.3B total impressions generated FEB & MARCH

TELEVISION

- Atlanta, GA
- Boise, ID
- Chicago, IL
- Dallas, TX
- Denver, CO
- Eugene, OR
- Houston, TX
- Las Vegas, NV
- Los Angeles, CA
- Minneapolis, MN
- New York, NY
- Oakland, CA
- Philadelphia, PA
- Phoenix, AZ
- Portland, OR, US
- Salt Lake City, UT
- San Diego, CA
- San Francisco, CA
- San Jose, CA
- Seattle, WA



EXPEDIA CAMPAIGN MARCH 2021





- Generated 21,500 room nights
- Generated 3,700 airline tickets
- Gross Bookings \$5.9 million
- ROAS \$138
- 65% stayed 3-5 days
- 75% of the bookings were within 30 days of arrival

Top Fly Markets

- Seattle
- Portland
- San Francisco
- Chicago
- Minneapolis
- Denver
- New York/NJ

2021 SUMMER CAMPAIGN OVERVIEW

































2021 SUMMER CAMPAIGN

420M+ impressions

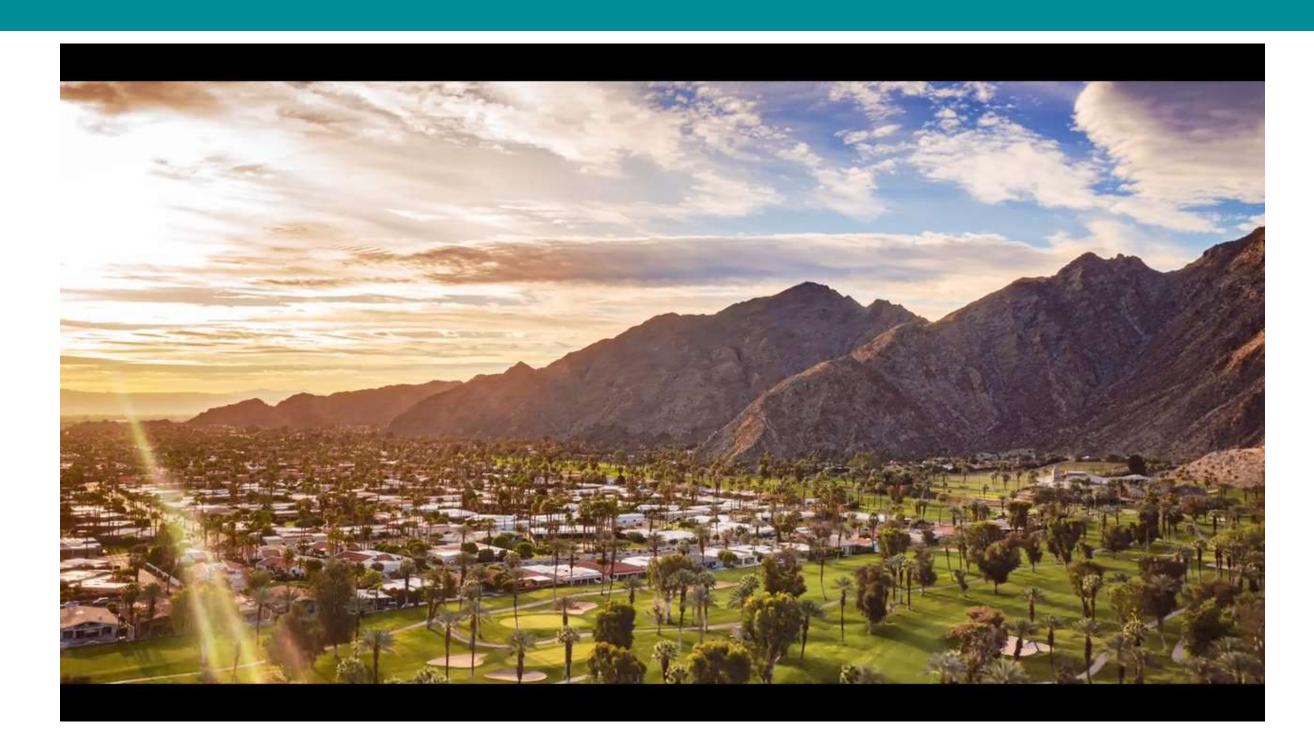
258K+ spots







DESTINATION BRAND TV SPOT



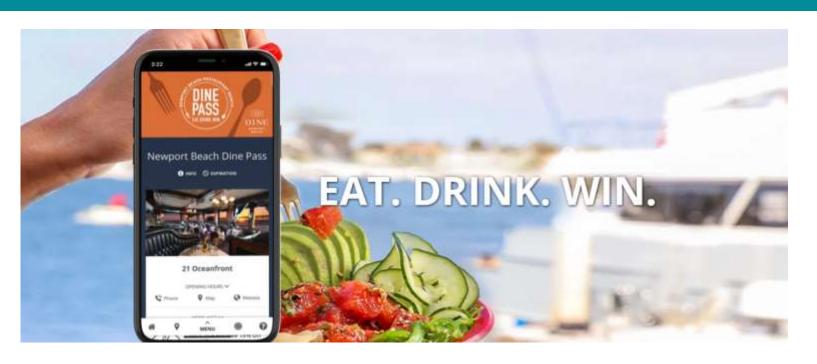
SUMMER RESTAURANT PASS - BANDWANGO

June - August

- Custom mobile pass that allows users to access restaurant deals and discounts.
- Restaurant check-ins enter diners into a weekly drawing to win prizes.

Marketing Campaign Includes:

- Out-of-Home
- Digital banner ads
- Digital / local radio spots
- Digital editorial content
- The Desert Sun





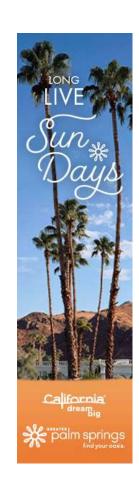
VISIT CALIFORNIA CO-OP CAMPAIGN

Launches June 1, 2021 20M+ impressions

















2021 CO-OP PROGRAMS



SUMMER CHILL TELEVISION CO-OP

:30 co-branded, CVBproduced TV commercial on cable, connected TV, and KTLA Los Angeles.

Los Angeles, San Diego, San Francisco, Phoenix, Las Vegas





DIGITAL OUTDOOR BILLBOARD CO-OP

Co-branded, CVBproduced digital outdoor billboards.

Los Angeles, San Diego, San Francisco



ADARA DIGITAL CO-OP

Banner ads retargeting visitors to Partner and Greater Palm Springs websites.

Los Angeles, San Diego, Phoenix, Las Vegas, Bay Area (San Francisco, Oakland, San Jose) Seattle, Portland



CENTRO DIGITAL CO-OP

Targeted digital banner advertising across Centro's network of partner sites.

Los Angeles, San Diego, Phoenix, Las Vegas, Bay Area (San Francisco, Oakland, San Jose) Seattle, Portland SUMMER

2021

CO-OP

PARTNERS

870M+ impressions
23K+ spots















rancho las palmas palm springs

CONVENTION SALES - CREATIVE CAMPAIGN



























TOURISM FOUNDATION

TOURISM FOUNDATION GOLF TOURNAMENT

GREATER PALM SPRINGS



GOLF TOURNAMENT







GOAL: ENHANCE VISITOR EXPERIENCE TO GROW THE TOURISM ECONOMY

Teach – Use our firsthand knowledge of the destination to inform visitors of our unique history and experiences

Engage – Be the first to say "hello" and make a visitor feel welcome. Smile. Make eye contact. Listen.

Advise – Offer suggestions, directions, even itinerary ideas to help them plan their stay.

Motivate – Inspire and move them to make the most of their time here and plan their return; let them see and feel your enthusiasm for Greater Palm Springs.



Destination Presentation

Tours & Experiences

Discounts & Special Offers

TEAM Huddle

Partnership with College of the Desert

- COVID Safety
- Customer Service
- Leadership



NATIONAL TRAVEL AND TOURISM WEEK - CALENDAR OF EVENTS









May 5 - 7	May 5 - 7	May 6	May 7
 May 5 – Early Bird Shift (8:30–11:30 a.m.) May 6 – Palm Springs Convention Center (2:45–6:30 p.m.) May 7 – Sun Setters Shift (1–4 p.m.) 	 May 5 – Blood drive in the City of Palm Desert (8 a.m.–1 p.m.) May 5-7 – Donate blood at one of these LifeStream banks: Rancho Mirage, La Quinta 	May 6 - Volunteers will assist in delivering food, clothing and toiletries to those in need (6 p.m.)	• May 7 - Take part in "A Drive to Change Lives," sponsored by SunLine to benefit Well in the Desert (7:30 a.m.–6 p.m.)

