

# BOARD AND JPA MEETING

Friday, September 24, 2021

**WiFi:** Westin\_CONFERENCE/ Password: **westin2021**

**THE WESTIN**  
MISSION HILLS  
GOLF RESORT & SPA

*visit*  *greater*  
**palm springs**  
find your oasis





CALL TO ORDER





ROLL CALL



"I pledge allegiance to the flag  
of the United States of America,  
and to the Republic for which it stands,  
one nation under God indivisible,  
with liberty and justice for all."





# CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)



The image features a teal background with a repeating pattern of overlapping circles. A white rectangular frame is centered on the page, containing the text "PUBLIC COMMENT" in white, uppercase, sans-serif font.

PUBLIC COMMENT



# APPROVAL OF MINUTES

(JPA and Visit GPS Board Vote)

- JPA-Visit GPS Board of Directors Joint Meeting Minutes – June 25, 2021
- JPA Executive Committee Special Meeting Minutes – June 25, 2021  
(JPA Only Vote)



# JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Resolution No. JPA 2021-006: Meeting Dates 2022
- Motion to Accept the Independent Auditor's Annual Financial Report for Year Ended June 30, 2020, and Communication Letter from Davis Farr LLC, dated Sept. 10, 2021
- JPA Officers for 2022 – Nominations
- JPA City Tourism Grant – Discussion
- Warrants and Demands Dated June, July and August 2021



# VISIT GPS BOARD OF DIRECTORS ITEMS

(Visit GPS Board Only Votes)

- Resolution No. BOD 2021-002: Meeting Dates 2022
- Nominating Committee Update





# CEO/PRESIDENT'S REPORT





VISIT GPS STAFF



# NEW EMPLOYEES

## Digital Marketing

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- Digital Marketing Coordinator,  
**Jenna Conrad**
- Digital Marketing Specialist,  
**Anthony Ruiz**

## Destination Experiences

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- Destination Experiences Specialist,  
**Elizabeth Jamison**

## Marketing

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- Director of Palm Springs Tourism,  
**Kimber Foster**

## Partnership

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- Partnership Coordinator,  
**Josh Heinz**

## Brand

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- Brand Communications Specialist,  
**Alissa Meagher**

## Operations

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- Operations Coordinator,  
**Thomas Sutton**

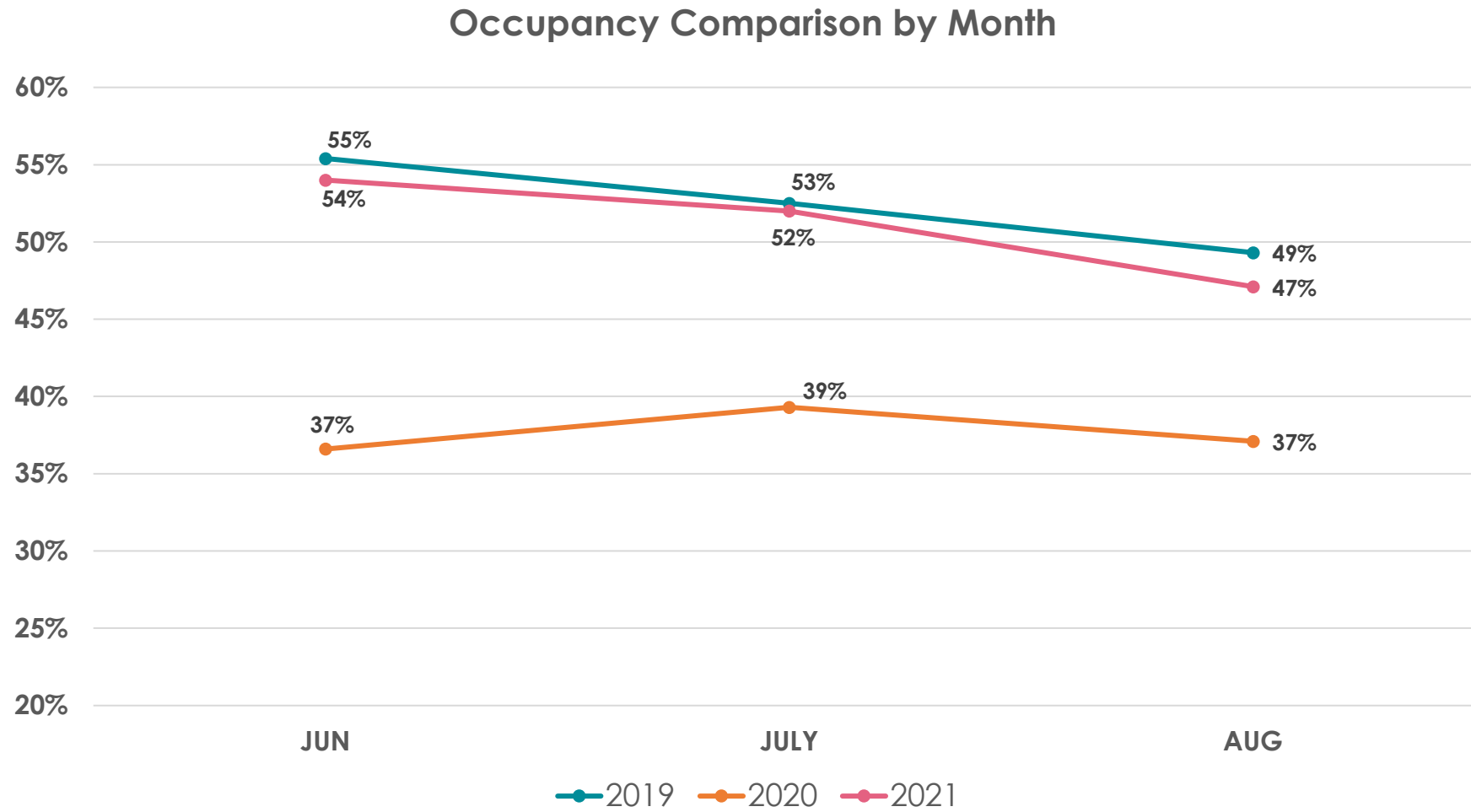




SUMMER CAMPAIGN

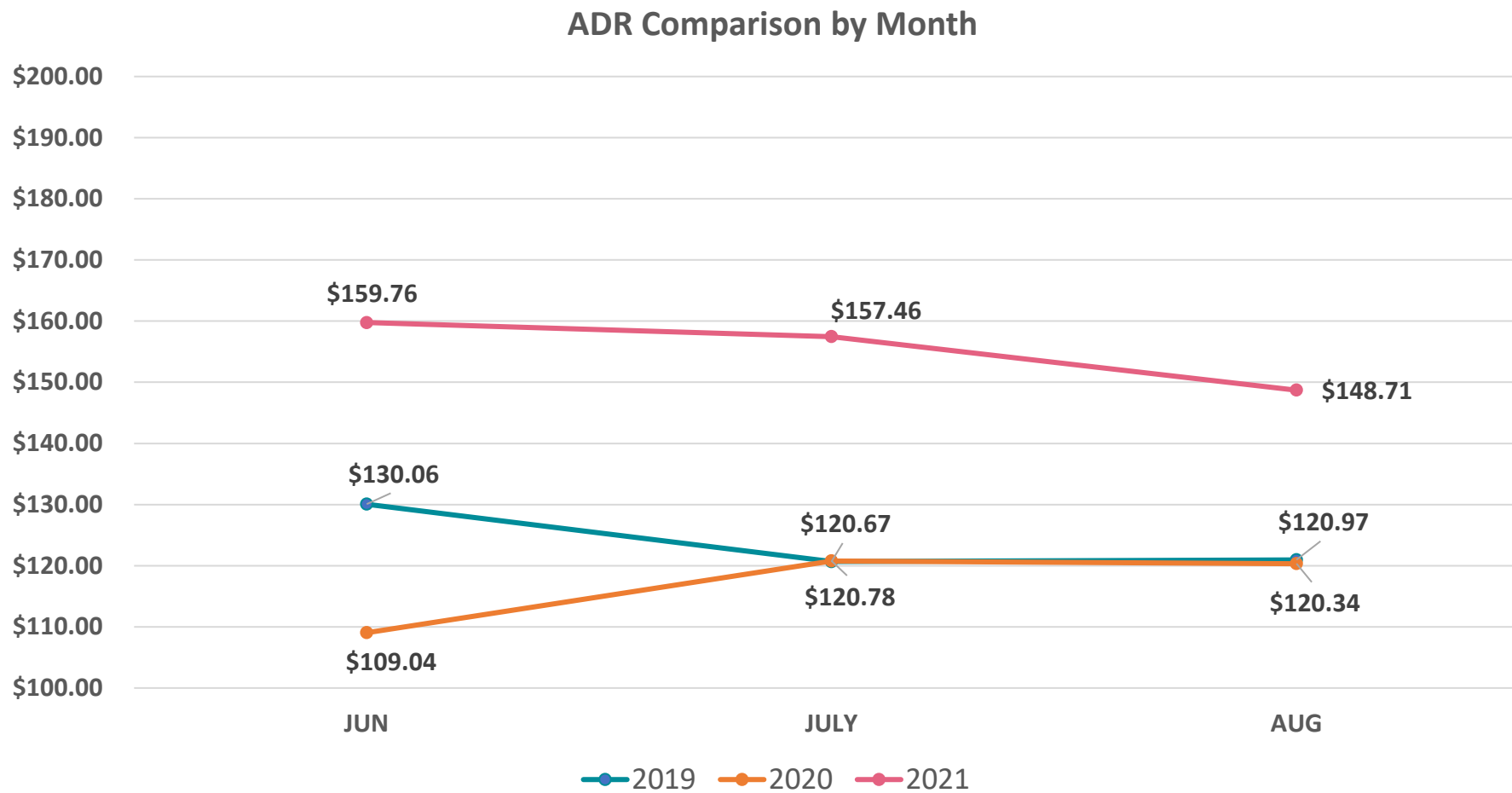


# SUMMER STR RESULTS





# SUMMER STR RESULTS

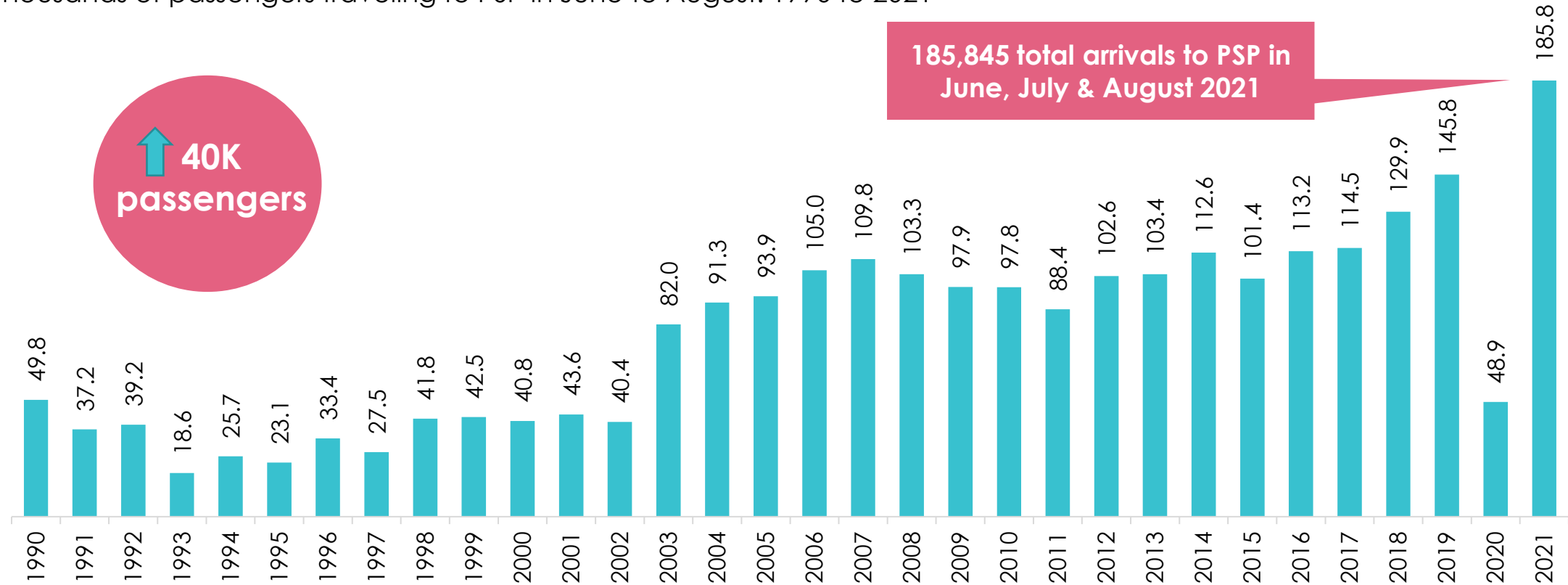




# PSP SAW A RECORD SUMMER IN PASSENGER TRAFFIC THIS PAST SUMMER

## PSP SUMMER TRAFFIC TRENDS

Thousands of passengers traveling to PSP in June to August: 1990 to 2021



Note 1: July & August 2021 is derived from PSP Enplanement Report

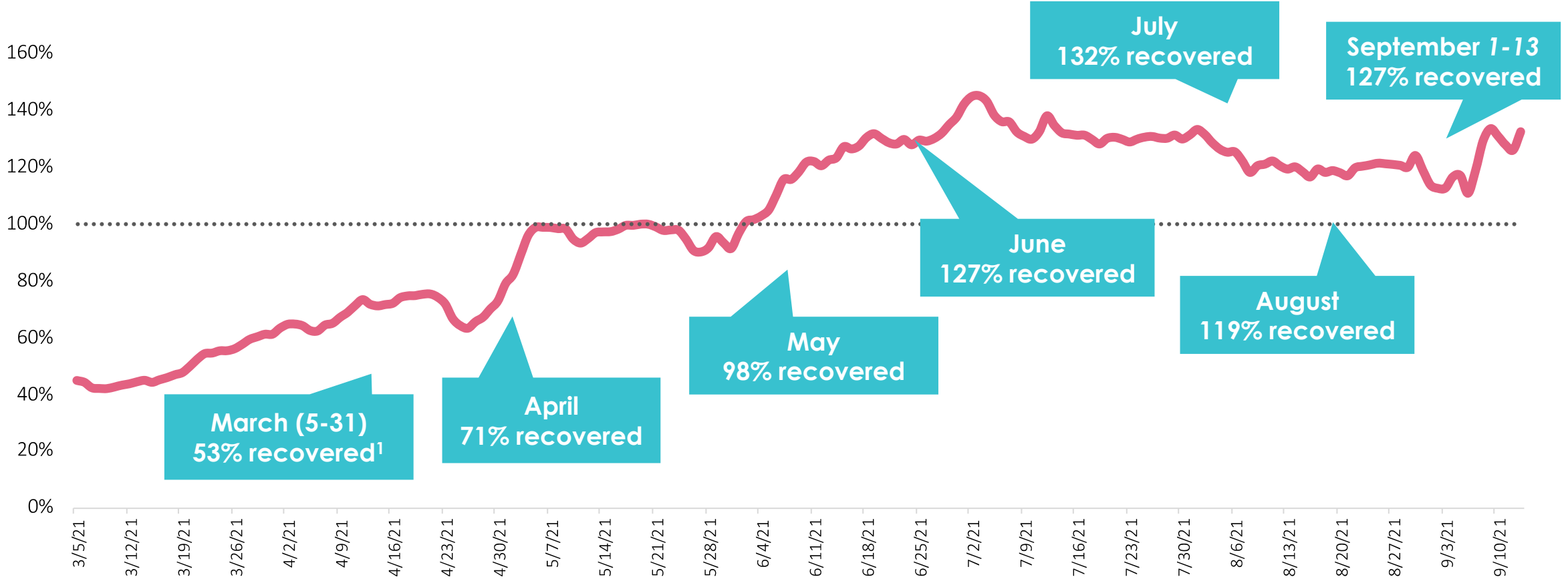
Source: T-100 data via Diio Mi by Cirium; PSP Enplanement Report. Ailevon Pacific Aviation Consulting analysis



# PSP HAS BEEN TRENDING SIGNIFICANTLY ABOVE 2019 LEVEL SINCE JUNE 2021

## PSP TSA THROUGHOUTPUT: MARCH TO SEPTEMBER

Percentage of same day travel in 2019 vs. 2021 - seven day moving average



Note 1; Call out boxes reflect the entire month

Sources: Transportation Security Administration (TSA), Ailevon Pacific Aviation Consulting analysis



# SUMMER 2021 OVERVIEW



PALM SPRINGS LIFE





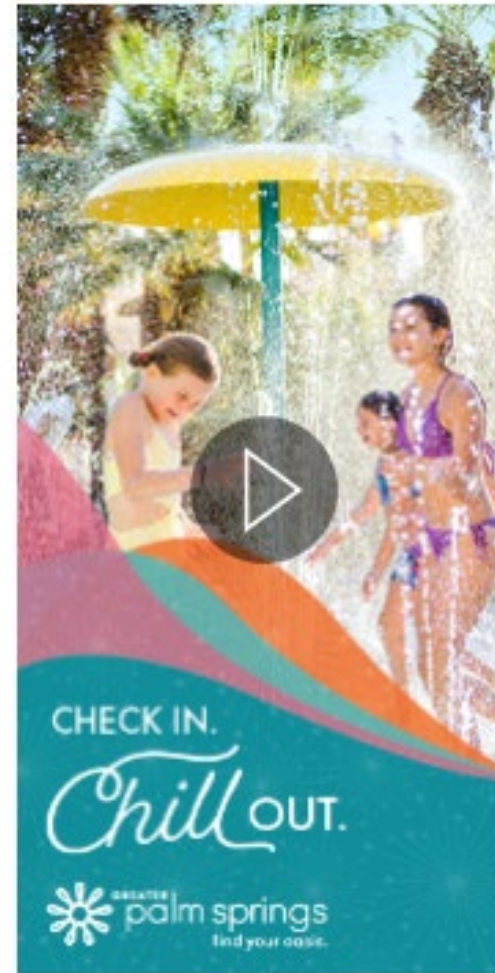
# 2021 SUMMER CAMPAIGN

10B  
impressions

500K+  
spots

## Expanded Markets:

Los Angeles, San Diego,  
Phoenix, Las Vegas, San  
Francisco, Oakland,  
Seattle, Portland, Dallas,  
Denver, Salt Lake City





# SUMMER TELEVISION CAMPAIGN

## Markets:

- Los Angeles
- San Diego
- San Francisco
- Las Vegas
- Phoenix
- Oakland
- Seattle
- Portland
- Dallas
- Denver
- Salt Lake City



**Impressions:**  
**3B+**

**Spots:**  
**423K**



SUMMER  
2021  
CO-OP  
TELEVISION

6.6B+ impressions  
99K+ spots

**THE WESTIN**  
MISSION HILLS  
GOLF RESORT & SPA



**THE RITZ-CARLTON**  
RANCHO MIRAGE

*La Quinta*  
— CALIFORNIA —

 **HYATT  
REGENCY®**  
INDIAN WELLS  
RESORT & SPA

  
**Palm Springs**  
CALIFORNIA Like no place else™

**R**  
**RENAISSANCE®**  
ESMERALDA RESORT & SPA  
INDIAN WELLS

OMNI  **HOTELS  
& RESORTS**

rancho las palmas  
palm springs



CHECK IN.

*Chill out.*

00:12.16

westinmissionhills.com



00:00.00





# SUMMER BILLBOARD CAMPAIGN

Timeframe: May - August

Markets:

- Los Angeles
- San Diego
- San Francisco

**Total Impressions: 98M**





# NEW: DESERT HILLS OUTLETS

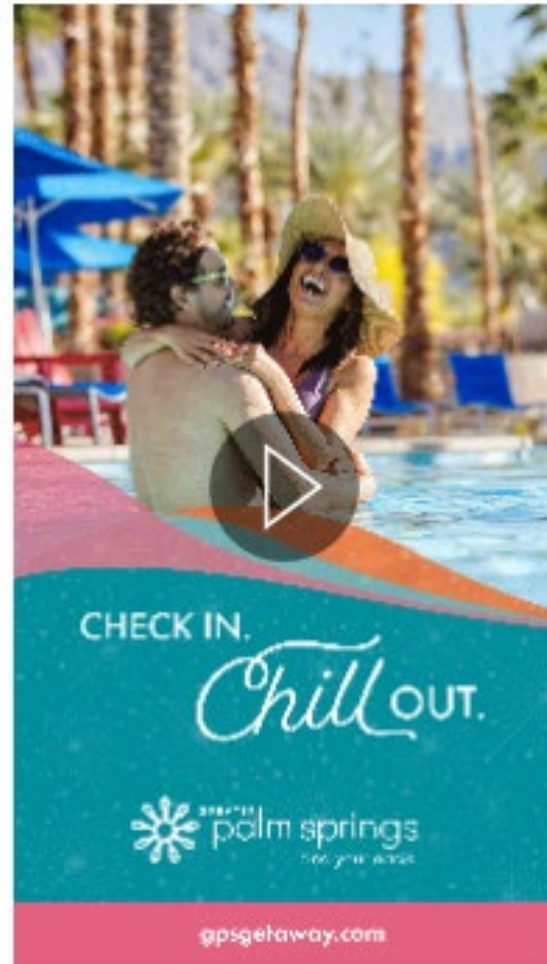


**Timeframe: July – September**

**Outdoor digital panels** across 10 high-traffic locations targeting shoppers at the Desert Hills Premium Outlets.

Ads promote summer getaway messaging and the Summer Eats Pass.

**Total Impressions (July – August):  
4.6M**





# EXPEDIA

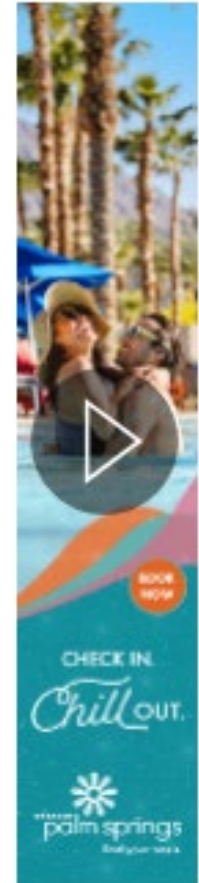


**Markets:** Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area, Seattle, Portland, Denver, Dallas, and Salt Lake City plus optimization and competitive targeting

## Summer Campaign Results

- **5.1M+** impressions
- **19K+** room nights booked
- **\$5.7M** in revenue
- **2,586** air tickets

**Travel window continues to be short-term with over 50% of bookings occurring within 0-6 days prior to arrival**





# TRAVELZOO



## Includes:

- E-mail blast (May)
- Sponsored content

## Total Impressions: 23M

- Summer sponsored gallery surpassed all benchmarks (**4:24** time on page vs **2:30**)
- May Newsflash Email was sent to over **2.6M** subscribers; **Los Angeles** market had the highest engagement with a click through rate of over **8%**
- Revenue results from **partner deals page** were **\$223K** and nearly **1K+** room nights



## Check In and Chill Out: Summer in Greater Palm Springs

By Randi Redmon



Why visit Greater Palm Springs in the summer? For starters, summertime brings splash-filled family fun, serene spa days, endless poolside relaxation, mild nights at cool restaurants and truly outstanding deals on stays. For us, the advantages of this season make it well worth a visit.

Read on to learn some of our favorite ways to chill out as you soak up the season in Greater Palm Springs.

[Read More](#)

You are receiving this email as part of the membership you signed up for with this address:  
[northamerica@travelzoo.com](mailto:northamerica@travelzoo.com)

You can modify your email options or unsubscribe at any time.

This is not you and you're not a Travelzoo member yet?  
[Sign up now](#)

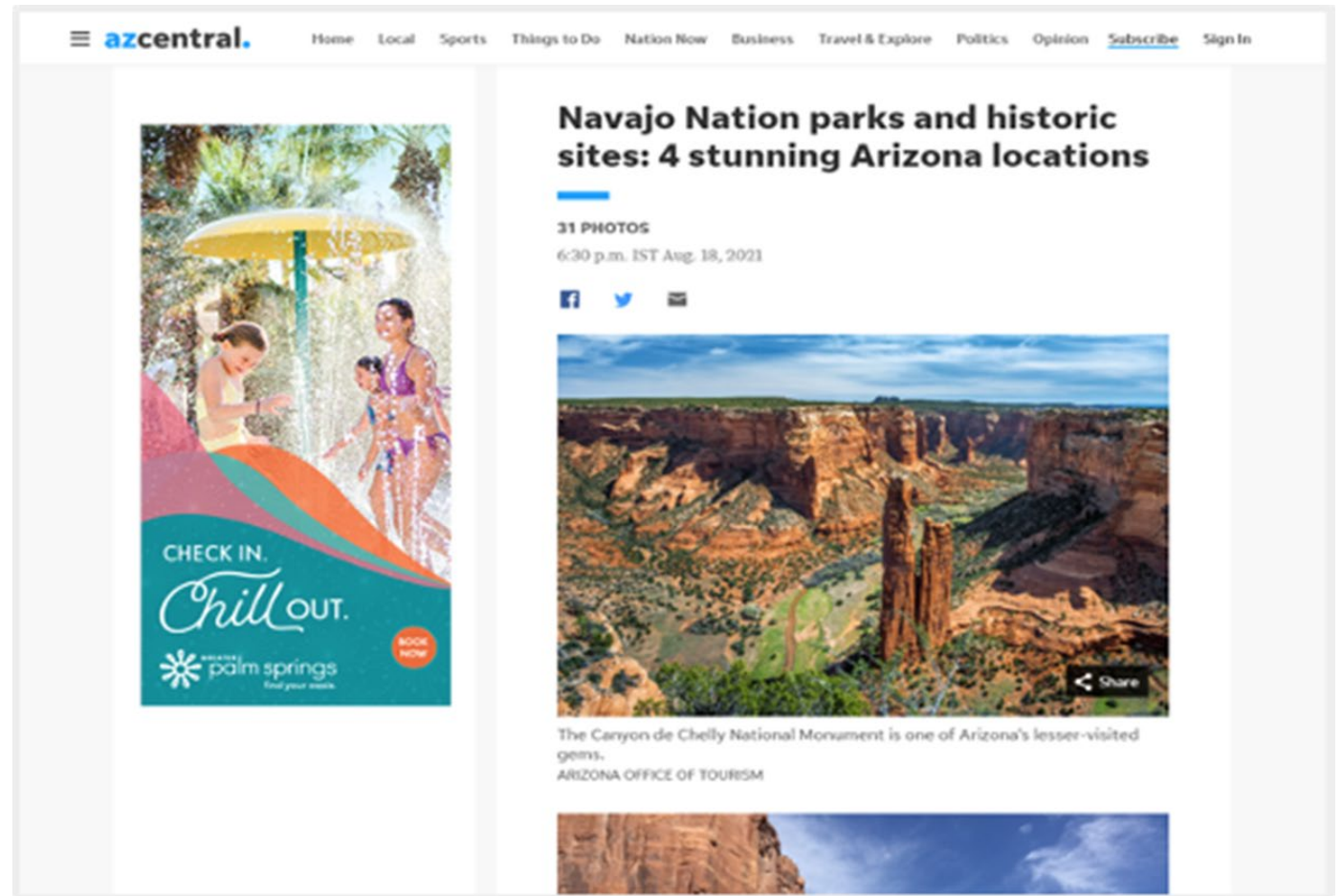
[Update Email](#) [Manage Subscriptions](#) [Unsubscribe](#) [Terms & Conditions](#)



# ADARA & CENTRO DIGITAL ADVERTISING



- Digital advertising runs on Adara and Centro's network of sites promoting Summer Getaway messaging.
- **1,016** room nights booked
- **\$256K** in revenue





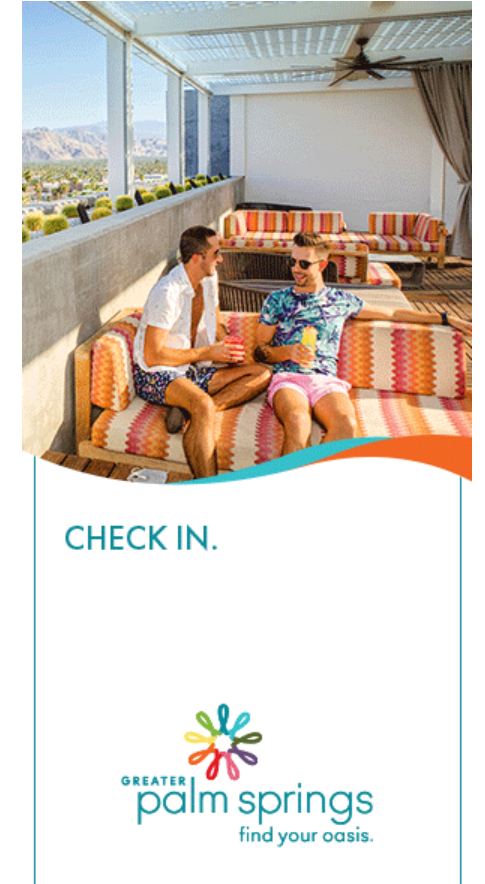
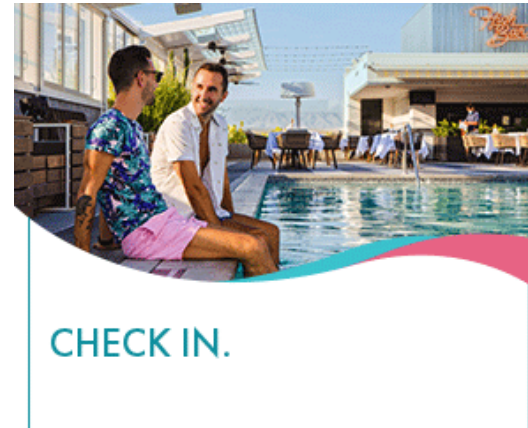
# EDGE MEDIA

## EDGEMEDIANETWORK

**Timeframe: May - June**

LGBTQ-focused advertising with Edge Media included digital banner ads, e-blasts, editorial articles and social media posts.

**Total Impressions (May-June): 1.2M**





# SPAFINDER

## SPAFINDER

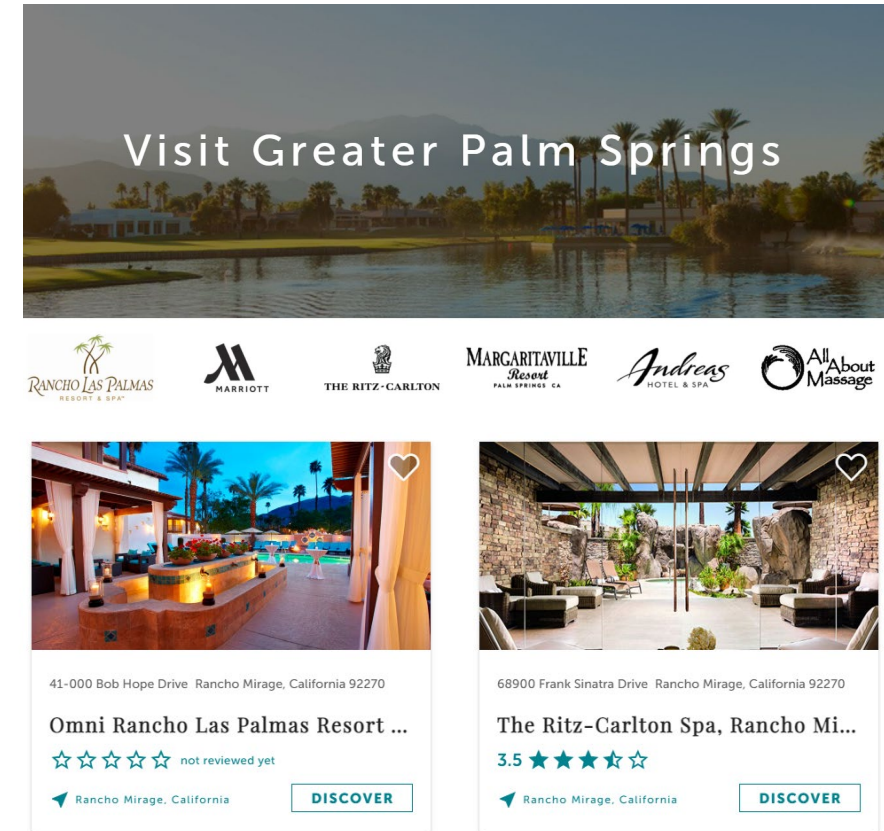
### May – October Campaign

#### Includes:

- Custom landing page
- Digital banner ads
- Monthly sponsored content articles, e-mail blasts, and social media posts

Traffic to Visit Greater Palm Springs' custom landing page is tracking **200% higher** in 2021 versus previous 2019 campaign.

**Total Impressions (May – August):**  
**1.15M**



# WEATHER CHANNEL

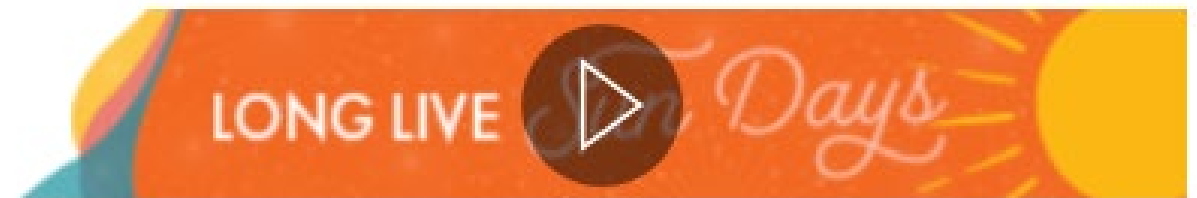


**Timeframe: May -June**

- Digital banner ads with summer messaging addressing May gray / June gloom in select drive markets.

**Markets:** Los Angeles, San Diego, and San Francisco, Santa Barbara (weather triggered)

**Total Impressions: 3.4M**





# WEATHER-TRIGGERED ADS

**Timeframe: August 19-22**

We ran a weekend weather campaign test in **Centro** and on **Instagram** showing moderate temperatures

Geo-locations: **San Diego and LA**

Our ads won over **80K** impressions



# PANDORA & iHEART RADIO



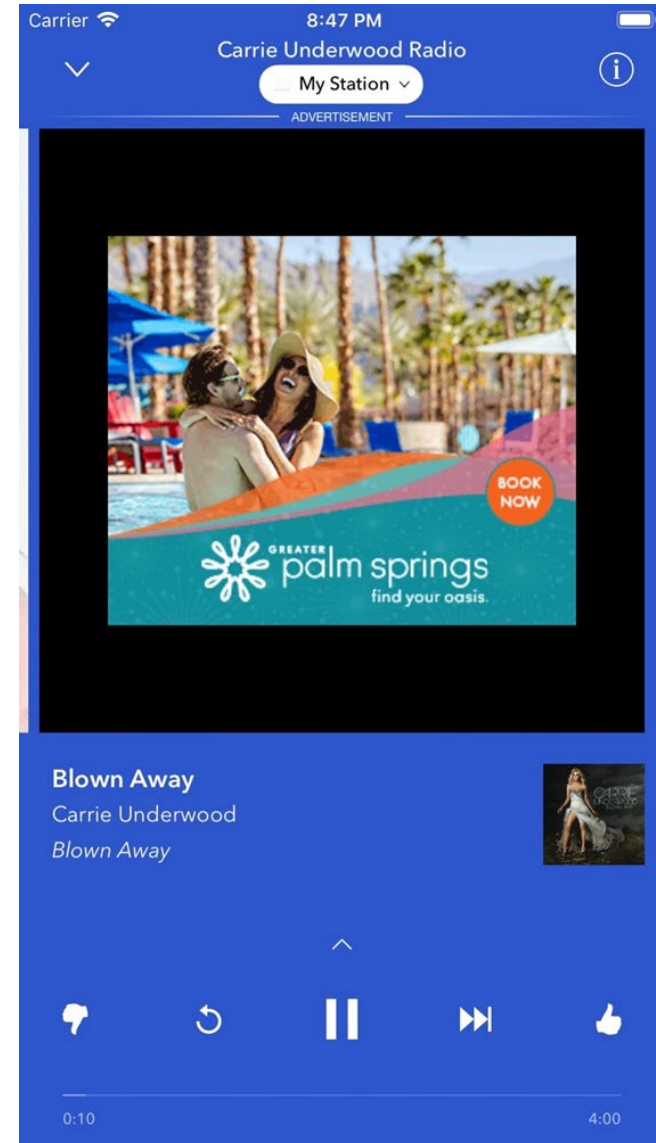
**Timeframe: June - August**

Includes:

- :30 Mobile Video Spot
- :30 Audio Spot
- Banner Ads

Time on VisitGreaterPalmSprings.com website from banner ad clicks was over **1:50**.

**Total Impressions (June – August): 3.2M**





# BLOG CONTENT

VisitGreaterPalmSprings.com

PAGEVIEWS

**210K+**

NEW BLOGS

**21**

TIME ON SITE

**3:48**

## Highlights

In June, the Fourth of July blog accounted **for 6% of total monthly sessions.**

In July, blogs made up 4 of the top 10 organic pages and totaled more than **10% of sessions** to the website.

## Top-Performing Content June – August

- Hot Water Guide to Desert Hot Springs
- Eight Reasons to Visit Greater Palm Springs this Summer
- Fine Dining in Greater Palm Springs
- Downtown Palm Springs
- Top 10 Authentic Mexican Restaurants in Greater Palm Springs
- Fourth of July Events
- Family Fun at Resorts in Greater Palm Springs

# NATIVO



## Summer Campaigns:

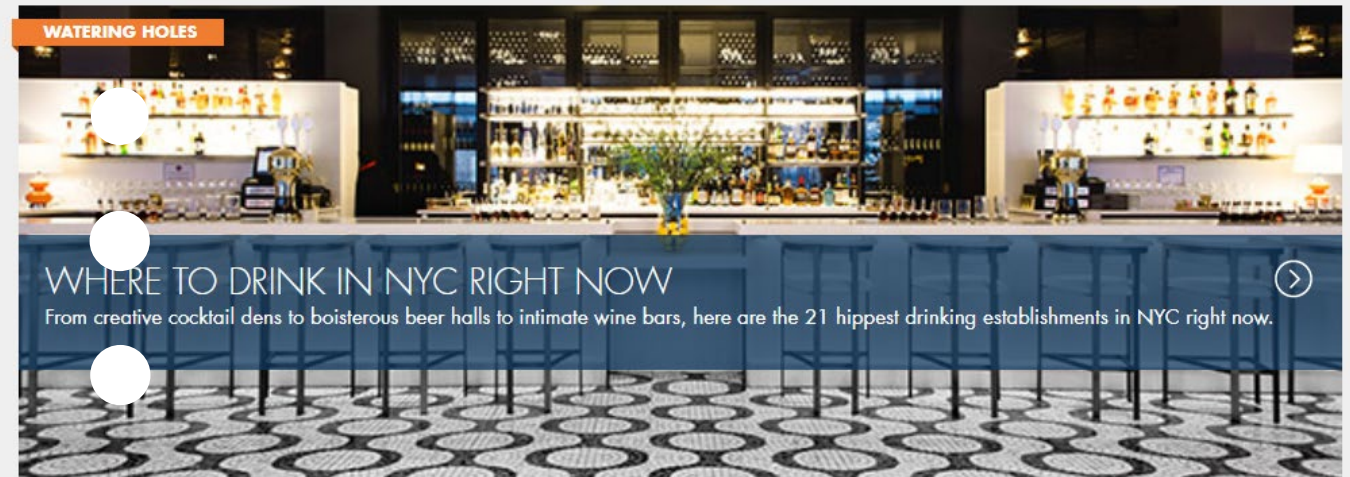
- May – Summer getaway promotion
- June – Dining / Summer Eats Pass promotion

## Includes:

- CVB-hosted blog article
- Surrounding banner advertisements

Nativo's native advertising displays CVB blog content organically across a network of websites.

**Total Impressions (May – August):  
2.3M**



## FIND YOUR PERFECT TRIP



### VISIT THE NATIONAL PARKS

Your complete guide to planning a trip to the U.S. National Parks, including an interactive map and several road trip itineraries.



### EIGHT REASONS TO VISIT GREATER PALM SPRINGS THIS SUMMER

By Greater Palm Springs



### CELEBRATING 80 YEARS OF FODOR'S TRAVEL

Looking back on eight decades on making travel history.





# PALM SPRINGS LIFE

## PALM SPRINGS LIFE

Summer campaign includes **print ads** in the annual **summer guide**

Digital campaign includes

- **standalone e-blast**
- **digital banner ads**
- **content ads**

**267K** total distribution

**65K** copies polybagged with Los Angeles Magazine, San Diego Magazine, Orange Coast Magazine

**10K** copies distributed throughout high-traffic in-market visitor locations



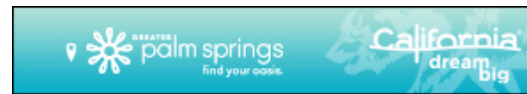
# VISIT CALIFORNIA CO-OP CAMPAIGN



Co-op campaign includes matching funds and vendor matching impressions to increase Greater Palm Springs' presence across Expedia, Adara, Sojern and TripAdvisor platforms.

Includes digital and native advertising promoting "summer getaway" messaging.

- **Impressions (June – August): 15.9M**
- **Room Nights: 16K+**
- **Revenue: \$4.1M+**





# SUMMER RESTAURANT PASS - BANDWANGO

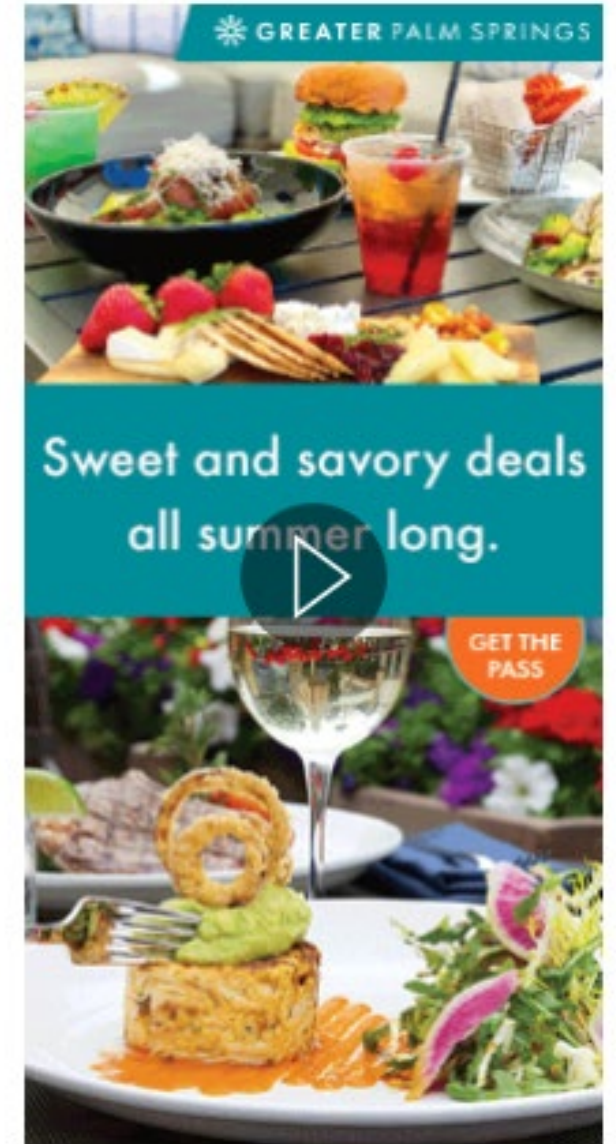
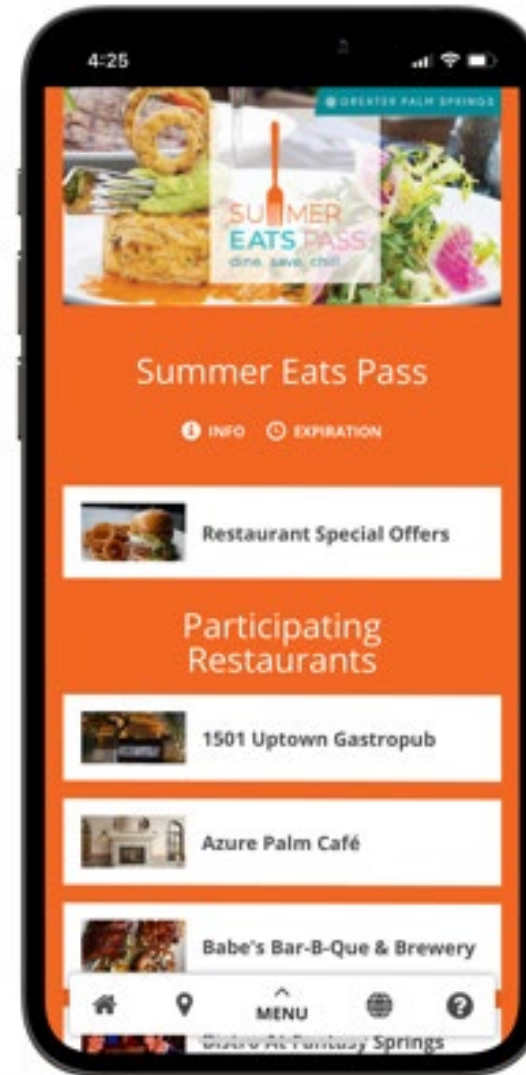


**Custom mobile pass** ran from June 9 – September 6 promoting Greater Palm Springs restaurants via mobile pass featuring deals and check-ins. Redemptions qualified diners to enter a weekly drawing for a \$50 gift card to a local restaurant.

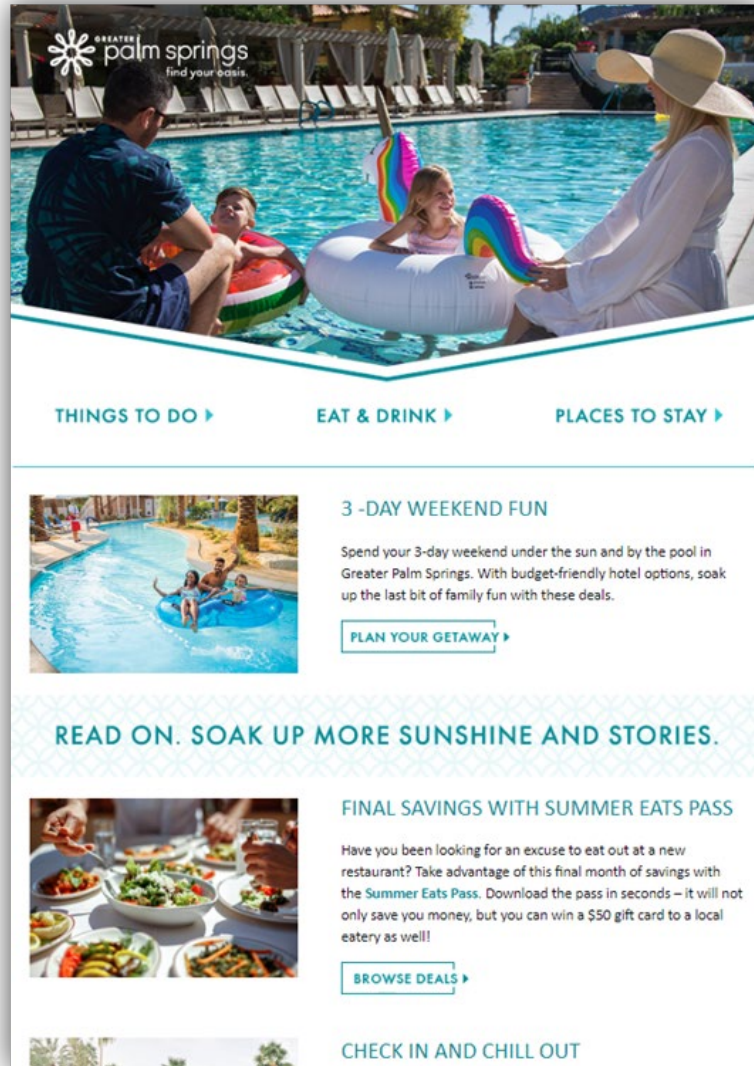
Marketing campaign included:

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

**2,821 Pass Downloads**  
**10.8M Total Impressions**



# CONSUMER NEWSLETTERS



## June - August

- 14,096 sent
- 28.27% open rate
- 4.98 % click rate

## Industry Average\*

- 16.73% open rate
- 1.83% click rate

\*Simpleview industry average for Act-on clients. This includes leisure and meetings emails, only leisure emails seem to have slightly higher engagement



# SOCIAL MEDIA

Win Big Giveaway

- 6,200 **NEW** followers

TikTok

- 170,000 impressions
- 2,759 clicks

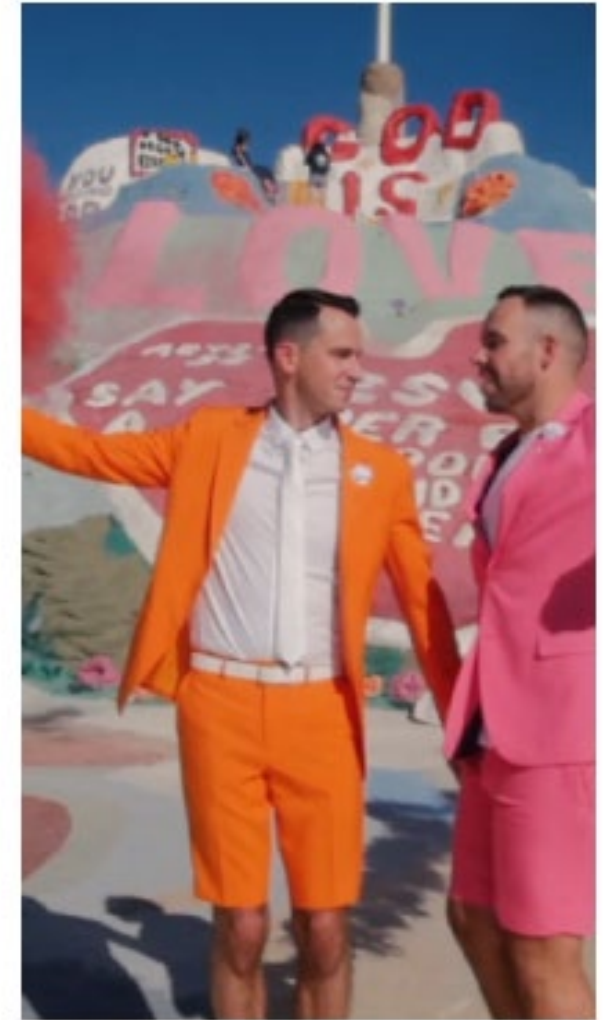
Instagram Reels

- 7 co-op partners

Instagram Reels



TikTok







# SOUTHWEST AIRLINES CAMPAIGN



# SOUTHWEST AIRLINES



A **Southwest Airlines** dedicated media plan launched in July and will continue to run through October 2021.

- Connected television
- Contextual and native video placements
- Contextual digital display advertising
- Streaming audio
- Expedia
- Social media
- Digital outdoor billboards

**6M+ impressions in July & August**

**Flights:  
430+**

**Room  
Nights:  
878**

**Total  
Revenue:  
\$304K**



# WIN BIG GIVEAWAY: SWA PROMOTION

## Greater Palm Springs x Sonic Gods Media

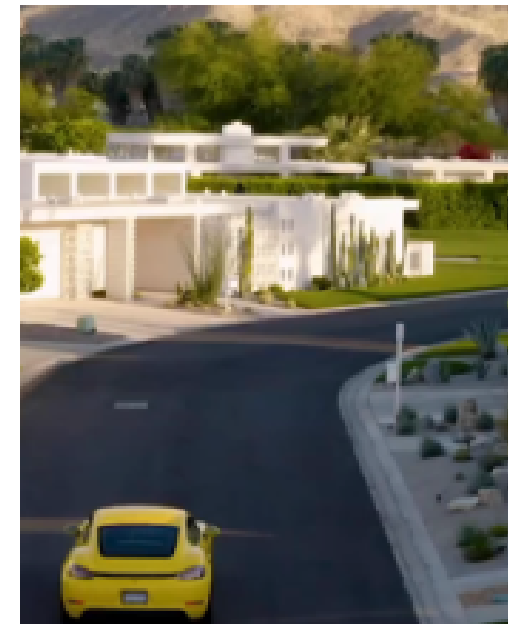
In celebration of new nonstop flights to Greater Palm Springs via Southwest Airlines.

IMPRESSIONS

815K+

NEW  
FOLLOWERS

6.2K+



Play



# FALL CAMPAIGN PREVIEW

# FALL CAMPAIGN



---

what will *you* find?



# FALL MEDIA OVERVIEW



PALM SPRINGS LIFE

# FALL CAMPAIGN: WHAT WILL YOU FIND?

12B+  
impressions

800K+  
Spots

- **Markets:** Atlanta, Austin, Boise, Boston, Chicago, Dallas, Denver, Des Moines, Eugene, Fort Lauderdale, Houston, Indianapolis, Minneapolis, Nashville, New York, Oakland, Portland, Salt Lake City, San Jose, Seattle, Los Angeles, Phoenix, San Francisco, Vancouver, Winnipeg, Toronto, Calgary, Edmonton







00:00.00





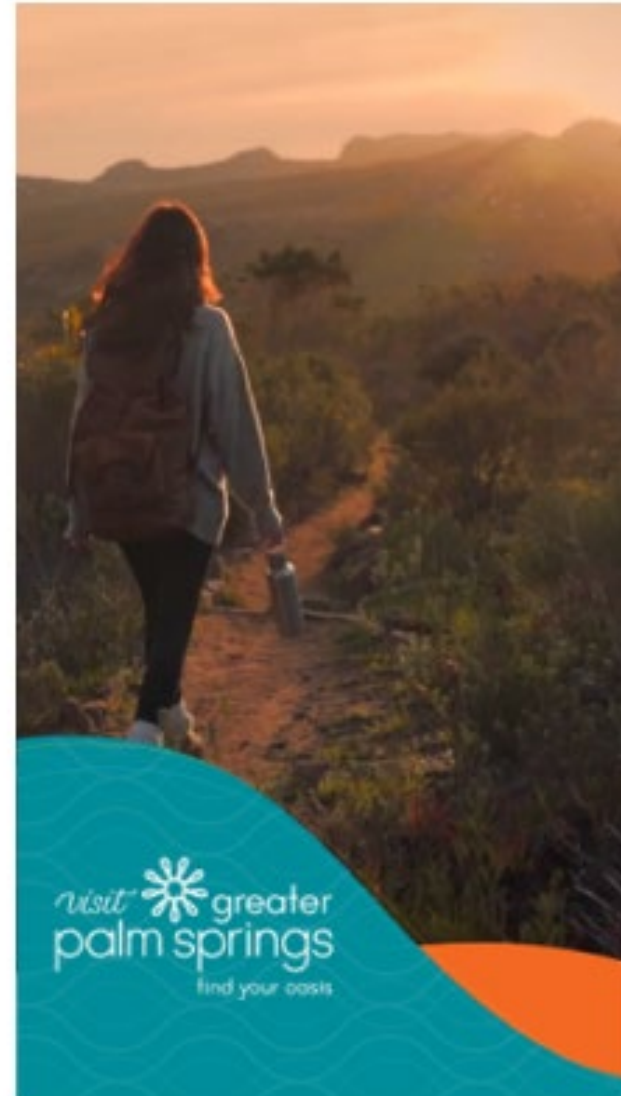


00:00.00





# FALL CAMPAIGN: WHAT WILL YOU FIND?



# FALL CAMPAIGN: WHAT WILL YOU FIND?





# FALL CAMPAIGN: WHAT WILL YOU FIND?



# FALL CAMPAIGN: WHAT WILL YOU FIND?





# NEW SHOPPING PASS - BANDWANGO



Visit Greater Palm Springs' next **custom mobile pass** with Bandwango will promote **retail shops** through the holiday season via mobile pass featuring deals and check-ins.

Redemptions and check-ins will enter shoppers into a grand prize drawing for a **shopping spree!**

Check-ins will also be matched by Visit Greater Palm Springs at **\$1** per check-in donated to **Find Food Bank**.

## Marketing campaign will include:

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



# EVENT SUPPORT MARKETING

In-kind **digital billboards** running in Los Angeles & San Diego markets supporting destination events.

## Upcoming 2021 Events:

- BNP Paribas Open
- Modernism Week Fall Preview
- Greater Palm Springs Pride
- Run with Los Muertos
- McCormick's Classic Car Auction & Show
- World TeamTennis
- Cathedral City Hot Air Balloon Festival
- Props & Hops @ Palm Springs Air Museum
- Ironman
- Pickleball





# EVENT SUPPORT

NEW BLOGS

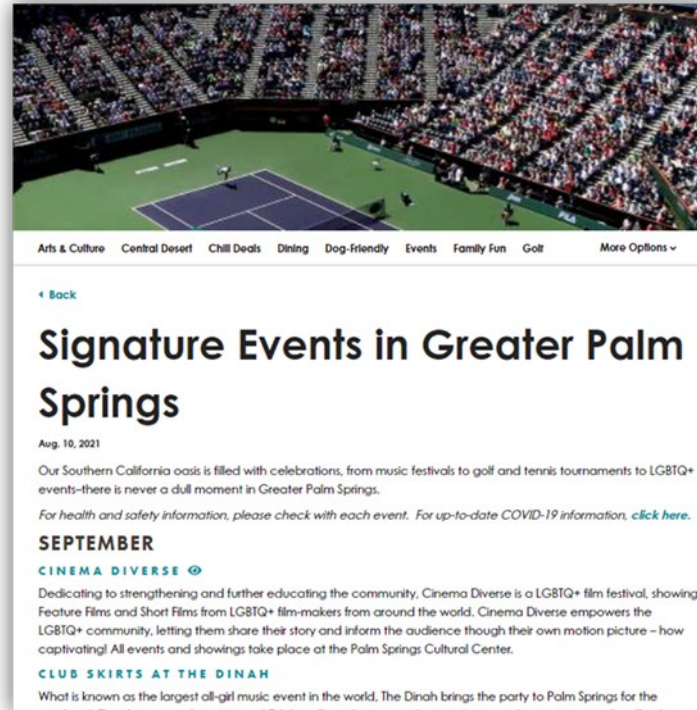
15

Sept

## Signature Event Landing Pages

### Blogs

- Signature Events Blog
- Food Festival Blog
- Modernism Week Fall Preview
- Where to Drink & Dine at the BNP Paribas Open
- Halloween in Greater Palm Springs



## FOOD FESTIVALS

Greater Palm Springs is a culinary oasis and has a variety of food festivals throughout the year that will captivate any food lover. Here's a round-up of all the food festivals in Greater Palm Springs you won't want to miss!

### HOT AIR BALLOON FESTIVAL & FOOD TRUCK FIESTA

NOVEMBER 19 & 20, 2021 | CATHEDRAL CITY



Experience a weekend of excitement at the [Hot Air Balloon Festival and Food Truck Fiesta](#), where you will find the best food trucks in Southern California, beer and wine gardens and the sky filled with hot air balloons. Take your family for fun activities, enjoy live music and take a look at the art show – you can even ride in a hot air balloon!

### INDIO INTERNATIONAL TAMALE FESTIVAL

DECEMBER 4 & 5, 2021 | INDIO

[Indio's International Tamale Festival](#) is the place to be on December 4 & 5 as they feature more than 260 vendors, multiple entertainment stages, Mexican music, dancing, arts, a carnival, 5k and 10k runs and a holiday parade. The atmosphere is lively and loaded with excitement! Enjoy delicious tamales and other amazing food options!

### TASTE OF JALISCO FESTIVAL

FEBRUARY 12, 2022 | CATHEDRAL CITY


Taking place on the Festival Lawn, [Taste of Jalisco Festival](#) is a celebration of Cathedral City's sister city Tequila, Jalisco Mexico. Enjoy amazing food vendors, live music, dancers and entertainers.

### GREATER PALM SPRINGS FOOD & WINE FESTIVAL

FEBRUARY 19, 2022 | PALM DESERT

[Greater Palm Springs Food and Wine Festival](#) bring together some of Coachella Valley's best local restaurants, wines from all over and showcase innovative cocktails! Watch chef demonstrations, sample exquisite food options and enjoy the beautiful atmosphere of this Southern California oasis.


# EVENT SUPPORT



[THINGS TO DO >](#) [EAT & DRINK >](#) [PLACES TO STAY >](#)

Events are back in this Southern California oasis! All encompassing music festivals. Midcentury modern architect tours. Exquisite fashion events. All things food and wine. World renowned sporting events. The list goes on. Year-round events are hosted in Greater Palm Springs, because what better way to celebrate than under the sun?


**READ ON. SOAK UP MORE SUNSHINE AND STORIES.**



**BNP PARIBAS OPEN**

This fall, the tournament makes its long-awaited return to Indian Wells Tennis Garden. The unique Tennis Paradise experience includes exciting on court action, live entertainment, shopping, exquisite dining and more.


[LEARN MORE >](#)



**MODERNISM WEEK FALL PREVIEW**

Modernism Week Fall Preview is taking place October 14-17. It will feature over 50 events, including tours, the Palm Springs Modernism Show & Sale Fall Edition and parties in exclusive places. Follow for event updates and more insight on Modernism Week 2022.


[READ MORE >](#)



**GREATER PALM SPRINGS PRIDE**

Located in downtown Palm Springs, Greater Palm Springs Pride is a time to show up as your true self to celebrate love, inclusion and the LGBTQ+ community. Celebrate life at one of the many events, from the well-known parade to the


**UPCOMING EVENTS**



**CLUBSKIRTS PRESENTS THE DINAH**

Presenting the largest girl party music festival in the world, rocking Palm Springs...


[READ MORE >](#)



**BNP PARIBAS OPEN**

A two-week premier event featuring the top men and women professional tennis...


[READ MORE >](#)



**FALL JOSHUA TREE MUSIC FESTIVAL**

A family-friendly global music experience located in the great outdoors of Joshua...


[READ MORE >](#)



**MODERNISM WEEK**

An exciting 11-day celebration of midcentury modern design, architecture, art...


[READ MORE >](#)



**GREATER PALM SPRINGS PRIDE**

Known for celebrating strength, equality and self-determination of the LGBTQ...

[READ MORE >](#)



**PALM SPRINGS INTERNATIONAL FILM FESTIVAL**

One of the largest film festivals in North America, featuring a lineup of...

[READ MORE >](#)

## Signature Event Newsletter

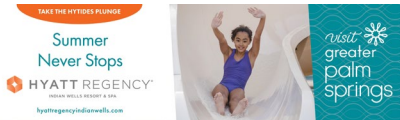
- 15,000+ sent
- 30.3% open rate
- 6.96% click rate



# EVENT SUPPORT



# 2022 NEW CO-OP OPPORTUNITIES



## TV / BILLBOARD

**Television**  
(Seasonal)

**Billboards**  
(Year-Round /  
Seasonal  
Based on Markets)



**centro.**

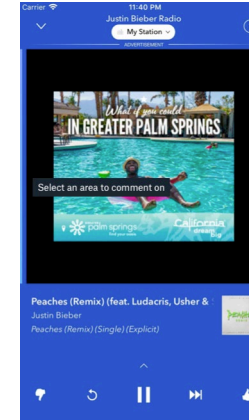
**Centro – Digital & Native Advertising**  
(Year-Round)



**ADARA**

**Adara – Digital Advertising**  
(Year-Round)

**Pandora – Audio**  
(Summer 2022)



**pandora®**



## SOCIAL

**Social Media**  
(Summer 2022)





# CONVENTION SALES



# CONVENTION SALES – CAMPAIGN



cvent

centro

HB | HELMSBRISCOE

Smart meetings

asae®

Connect

pcma

CalSAE®  
ADVANCING TOGETHER

NORTHSTAR  
MEETINGS GROUP

THE WEEKLY COMMUNITY  
NEWSPAPER OF  
ASSOCIATIONS, CVBS  
AND HOTELS  
USAE

ConferenceDirect®



# CONVENTION SALES – MONTHLY NEWSLETTER



- Monthly newsletter sent to over **8,000 meeting planners**
- **June 15, 2021** re-opening announcement newsletter / **15.8%** open rate
- **July newsletter** featured new hotel renovations, air service updates and upcoming events / **15%** open rate
- **August newsletter** focused on **safety information**, current GPS **vaccination rates** / **15%** open rate



## SAFER MEETINGS IN GREATER PALM SPRINGS

After fully reopening on June 15th, Greater Palm Springs is excited to welcome groups back to our Southern California oasis.

For information and guidelines for each of our nine cities, visit our new [COVID-19 FAQ page](#) to access state and city regulations, rules for meetings and gatherings of various sizes and vaccination rates in the Coachella Valley. We continue to see [higher vaccination rates](#) in our destination compared to the county and state of California overall. Greater Palm Springs' population is currently **76%** partially or fully vaccinated overall, with some of our nine cities over **90%** vaccinated.



### FREQUENTLY ASKED QUESTIONS

Visit our new [COVID-19 FAQ page](#) for state and city regulations, rules for meetings and gatherings of various sizes and vaccination rates across the Coachella Valley. Together with our abundance of natural outdoor spaces, venues and experiences, you can book your upcoming event or gathering with peace of mind.

[LEARN MORE](#) ▶



### SAFER MEETINGS RESOURCE PAGE

With year-round sunshine and unlimited outdoor meeting space, Greater Palm Springs is uniquely suited for your attendees to engage, connect and get inspired – all with peace of mind that our hotels, venues and local businesses are adhering to the latest guidelines and practices. Get all of the latest safety information on the [Safer Meetings](#) page.

[LEARN MORE](#) ▶

**Vaccination  
Rates  
84%**

|                    | Vaccination Rates |
|--------------------|-------------------|
| Rancho Mirage      | 97.33%            |
| Palm Springs       | 95.54%            |
| Indian Wells       | 95.36%            |
| Palm Desert        | 89.75%            |
| La Quinta          | 84.53%            |
| Cathedral City     | 81.98%            |
| Indio              | 76.38%            |
| Desert Hot Springs | 74.70%            |
| Coachella          | 74.11%            |

# CONVENTION SALES ADVERTISING HIGHLIGHTS

TOPICS +
BLOGS
MAGAZINE +

BRAND CONNECTION

## WHAT WELLNESS MEANS TO MEETING ATTENDEES—AND HOW IT PAYS OFF FOR HOSTS

SPONSORED CONTENT FROM AND What's this?



[HOME](#)
[DESTINATION GUIDES](#)
[PLANNING TIPS & TRENDS](#)
[INCENTIVES](#)
[PLANNING TOOLS](#)
[EVENTS CALENDAR](#)
[CAREER DEVELOPMENT](#)
[STELLAR](#)

### Greater Palm Springs

Learn why you should consider your next meeting event in Greater Palm Springs, CA.

DESTINATION OVERVIEW MEETINGS AND EVENTS THINGS TO DO IN GREATER PALM SPRINGS

By Allen J. Steinman July 15, 2020

#### Why Greater Palm Springs for Your Next Meeting or Event?

**Travel Essentials**  
 Greater Palm Springs offers a variety of options for groups looking to work and play in its new desert resort locale. Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indio, Redlands, La Brea and Coachella. All offer a wide range of guest accommodations, meeting spaces, venues and attractions. With 300-plus days of sunshine per year, the destination makes a perfect setting for outdoor events and activities.

**Convention Center**  
 Greater Palm Springs Convention Center, a 100,000-sq-ft facility, is the largest meeting space in the desert.

**Hotel & Lodging**  
 Greater Palm Springs Convention Center, a 100,000-sq-ft facility, is the largest meeting space in the desert.

**Only in Greater Palm Springs**  
 With more golf courses and resorts than anywhere else in the world, Greater Palm Springs area is a paradise for outdoor enthusiasts. A hike through Mount Morgan provides an ideal mix of easy-to-moderate terrain and breathtaking scenery. At the end of the trail lies the spectacular Seven Sisters Natural Bridge.

**Transportation in & Around the Area**  
 Palm Springs International Airport, 2.5 miles to downtown Palm Springs. Transfer cost by taxi, about \$15; Uber and Lyft services are available.

The airport now offers 31 nonstop flights from 11 carriers, including the recent addition of Southwest Airlines, which provides nonstop service to Las Vegas, McCarran International Airport. The facility is undergoing a \$11 million renovation that includes a ground-up ticket lobby and a new railroad baggage system.

#### New & Coming Soon to Greater Palm Springs

• June 2021 saw groundbreaking ceremonies for the new Renaissance Hotel & Casino, a 110,000-sq-ft





# CONVENTION SALES ADVERTISING HIGHLIGHTS



## “Hidden Gems in Greater Palm Springs” Webinar

- 45-minute webinar for PCMA audience focused on outdoor hotel meeting spaces, historic estates, and unique venues in Greater Palm Springs.
- **64** registered meeting planners
- **100%** of polled attendees stated that they planned to use the information presented.



[Michael Heckman Named Permanent CEO of Houston First Corporation](#)

[ASAE D.C. Pop-UP Attendees Loved In-Person Option](#)

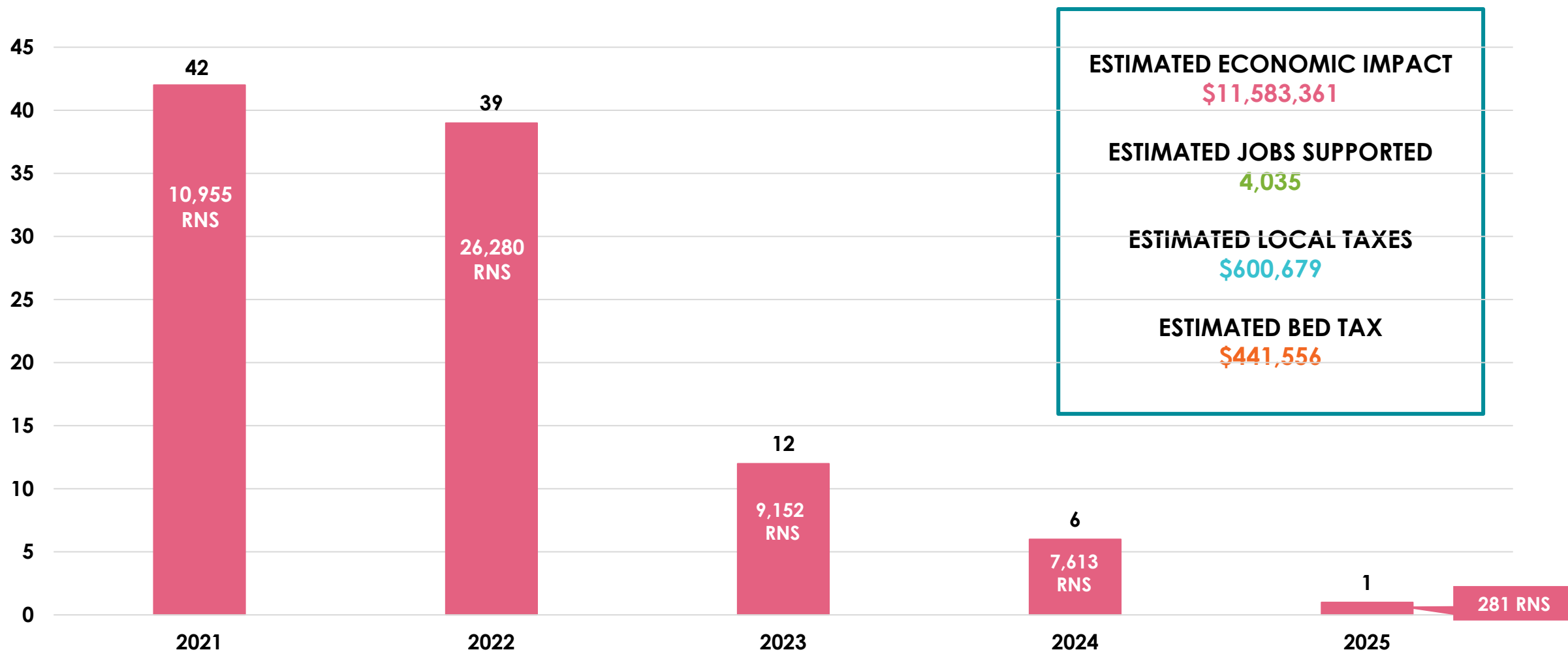
[PCMA's Sherrif Karamat Urges Meetings Industry Vaccinations, Mask Wearing](#)

[Former U.S. Chief of Protocol Extols Virtues of Soft Power and Protocol at D.C. Pop-UP](#)

[HOTS Skinny Sale](#)

# 2021 BOOKINGS BY YEAR – YTD AS OF AUG

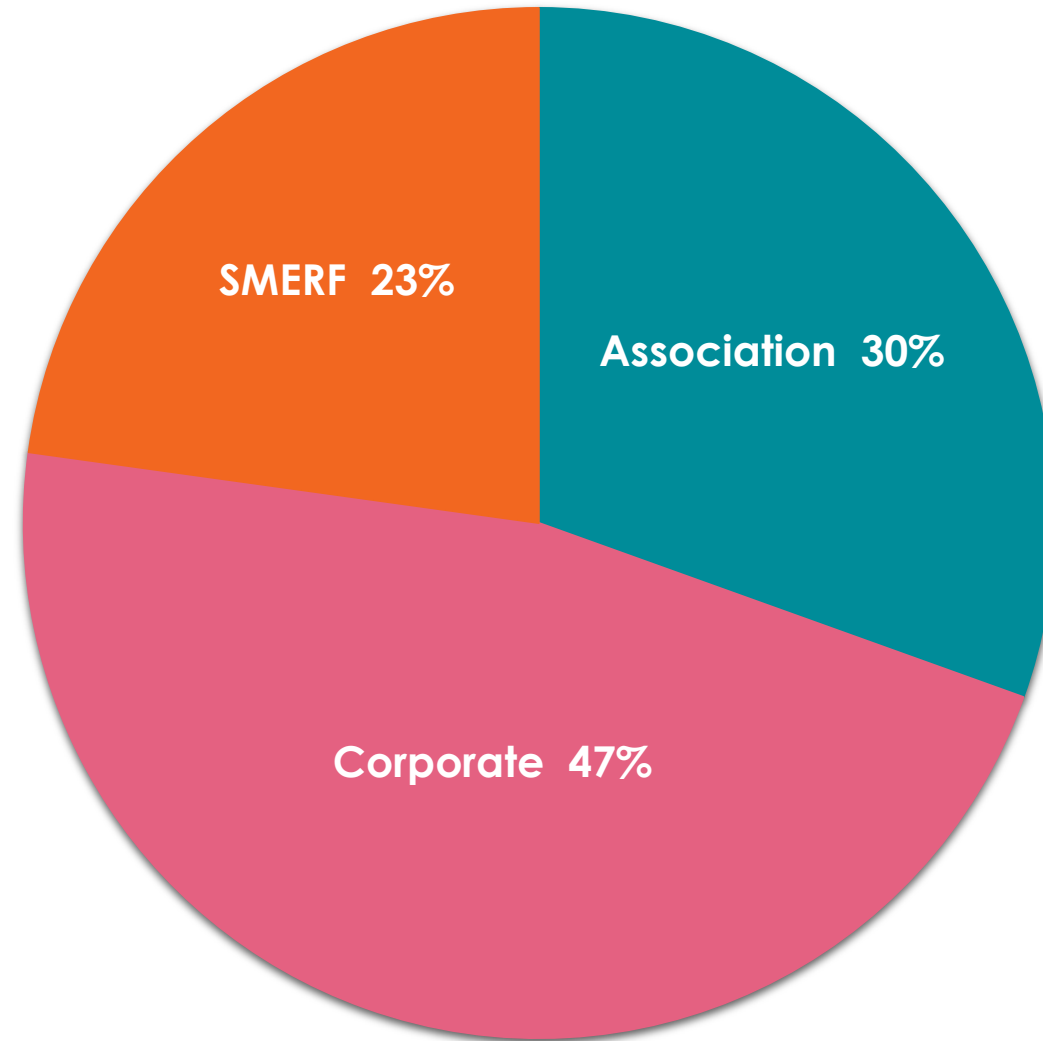
YTD Bookings by Year





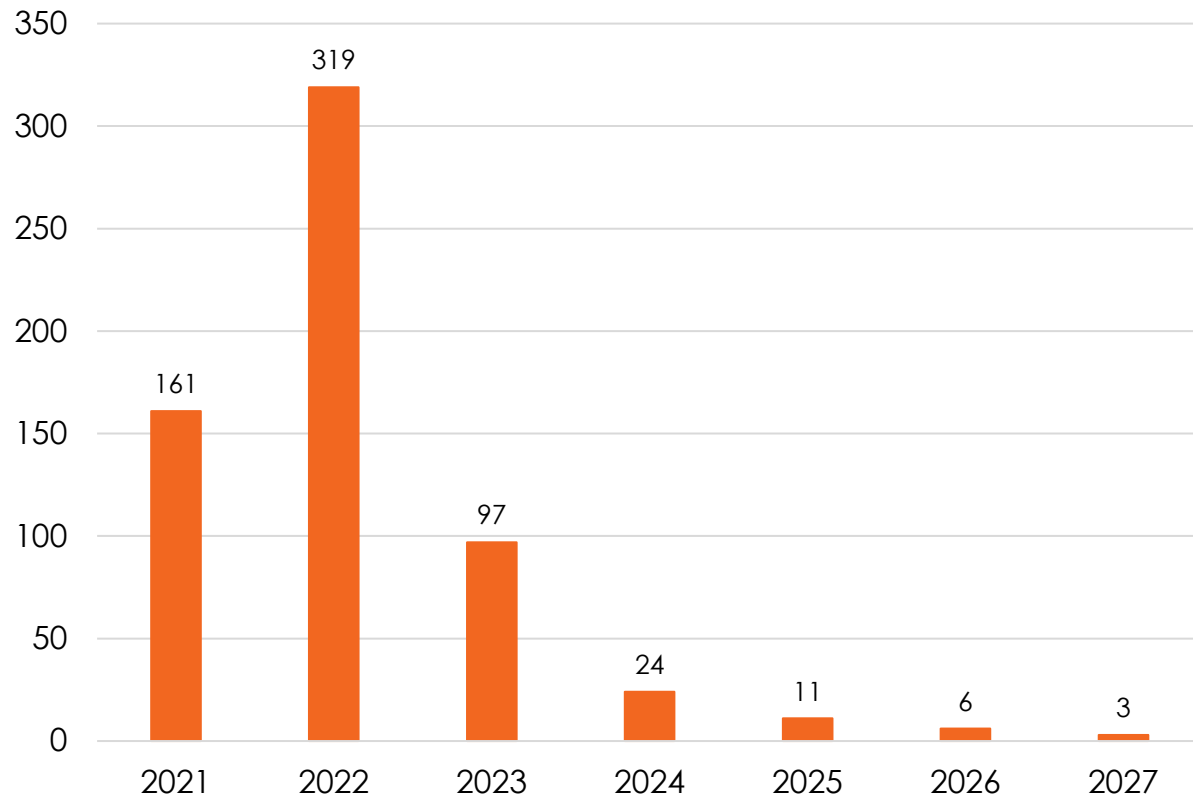
# 2021 BOOKINGS BY CATEGORY- YTD

2021 Definite RNS by Category

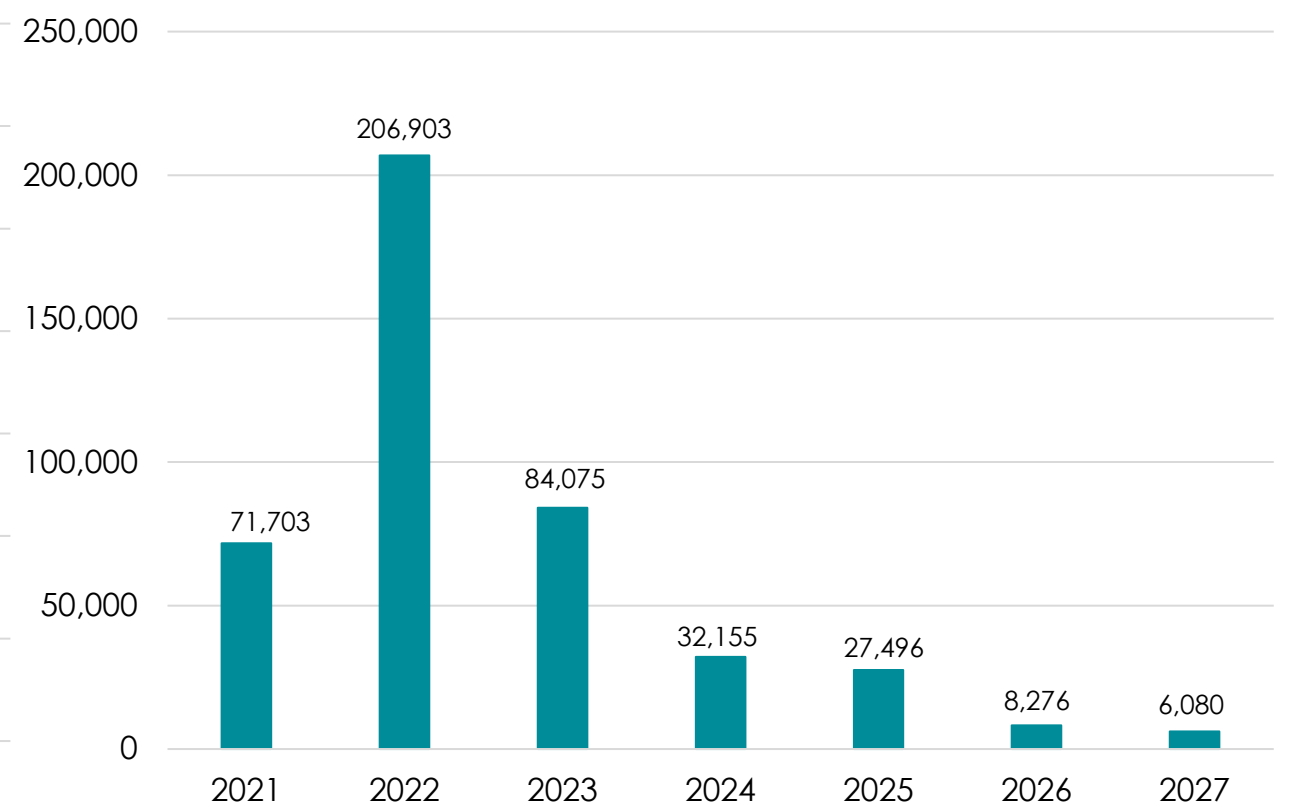


# 2021 LEADS BY YEAR AS OF AUG

**YTD Tentatives by Year**



**YTD Tentative RNS by Year**





# FUTURE PACE 2022 & 2023

| Year | OTB     | Pace Targets | Variance | Variance % | LTB     | Tentatives | Year-End Goal |
|------|---------|--------------|----------|------------|---------|------------|---------------|
| 2022 | 178,969 | 117,123      | 61,846   | 53%        | -       | 94,929     | 162,780       |
| 2023 | 86,105  | 83,692       | 2,413    | 3%         | 103,096 | 59,414     | 189,202       |

\*Numbers represent bookings through Visit Greater Palms Springs

# UPCOMING TRADESHOWS & EVENTS



September 19 – 23rd



November 9 – 11th



November 30 – December 2nd



October 25th



November 17th



December 12 – 14th





PARTNERSHIP

# TEAM GPS



## TEAM HUDDLE: SIGNATURE EVENTS

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Latest Updates from BNP Paribas, Pride, Modernism Week, The American Express and more!

Thursday, **September 30** at 9am

## PUBLIC CLASSES

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- Schedule available at [goTEAMgps.com](http://goTEAMgps.com)

## GROUP CLASSES

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- HOTEL PASEO!!!

### UPCOMING

- Palm Springs Convention Center – **Oct 7**
- City of La Quinta - TBD

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





# VACATION RENTALS

# STVR ADVISORY GROUP

## STVR ADVISORY GROUP MAKEUP

- **15** Individual Owner Operators
- **12** Property Managers

|                    |    |
|--------------------|----|
| Palm Springs       | 13 |
| Desert Hot Springs | 3  |
| Cathedral City     | 4  |
| Rancho Mirage      | 6  |
| Palm Desert        | 6  |
| Indian Wells       | 2  |
| La Quinta          | 11 |
| Indio              | 9  |
| RivCo              | 6  |

## CURRENT FOCUS

- Form subcommittees
- Engage PR Firm for Local Campaign
- Develop Content on Staying Responsibly
- Research Projects

## ADVISORY GROUP SUBCOMMITTEES

- Research
- Marketing
- Community Relations



# STVR RESEARCH

## CURRENT RESEARCH PROJECTS

### 2015 Economic Impact of Vacation Rentals

- Nearly **1 million visitors**
- **\$530.2 million** in direct spending
- **3,448 jobs**
- **\$64.9 million** in tax revenues



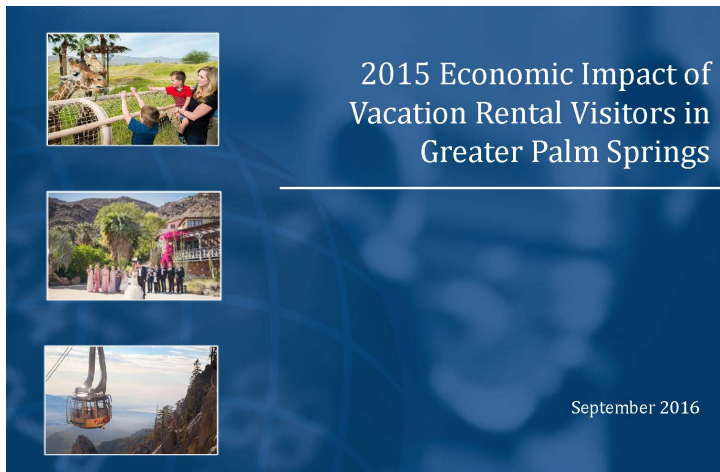
### 1) 2020 Economic Impact of Vacation Rentals

- Including city-level detail

### 2) Effects of Vacation Rental Bans

- Economic Impact
- Community Impact
- Cost to Implement
- Effectiveness

**READY IN EARLY 2022**



Prepared for :



# Vacation Rental Rebate Program for Big Bear Lake



## \$150 off Vacation Rental Permit

Vrbo and NoiseAware have partnered with the City of Big Bear Lake to offer a rebate on Vacation Rental Permits when you enroll in noise measurement service with NoiseAware.

### Details

- 1** Purchase Indoor and Outdoor noise monitors from NoiseAware with 1 year of service
- 2** Receive 50% off for a total of \$150 (Normally \$299)
- 3** Present your receipt along with your Vacation Rental Permit application



## AutoResolve Noise Disturbances

When NoiseAware detects an issue, your guests receive a simple automated message, resulting in the majority of problems being resolved without further action which reduces the need for local resources to respond.



Hello there! This is Christine with the guest service team. I'm sending you this text to let you know that the property you're staying at has recently received a noise complaint that can result in fines.

I am so sorry! Our conversations were probably louder than we realized. We will definitely be more conscious of it. I hope we did not disturb anyone. Thank you for the heads up!



# 75%

of incidents Resolved  
Remotely from One Text

# 22

Minutes Average  
Resolution Time



# 95%

of Events Remotely  
Resolved within 30 Minutes



# SUMMER STVR DATA

## Property Management Companies

|                     |  |  |
|---------------------|--|---|
| ADR                 | ↑ \$398  | \$290   |
| Occupancy*          | ↑ 38.3%  | 15.7%   |
| Avg. Length of Stay | 4.6 Nights   | 3.7 Nights  |
| Cancelled Stays     | 1,060  | 280   |

\*SUMMER IS JUNE THRU AUGUST  
OCCUPANCY REPORTED IS PAID, EXCLUDES OWNER OCC.

# SUMMER STVR DATA

## TOP VISITOR ORIGINS

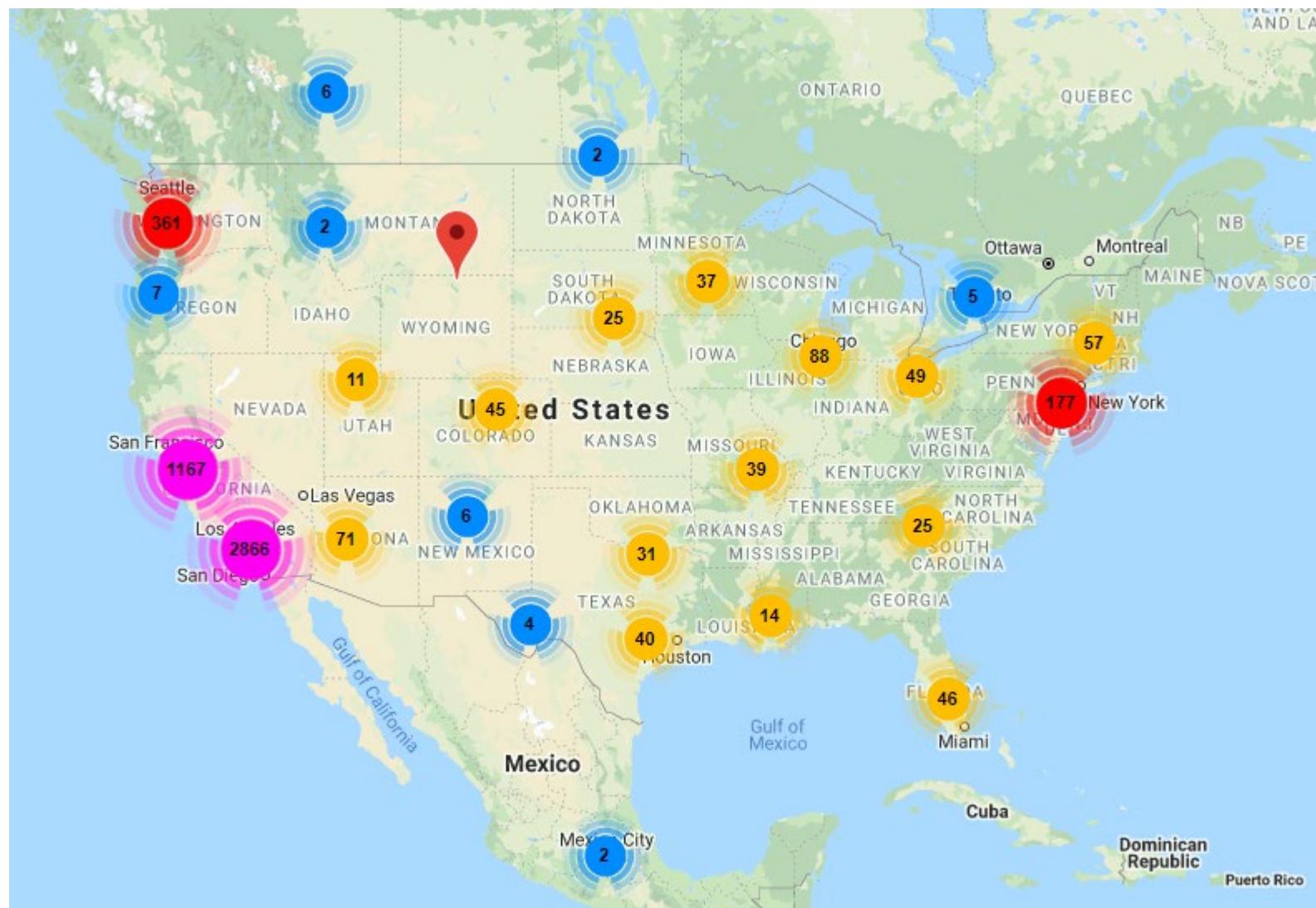
### CALIFORNIA

- Los Angeles – 24.5%
- Bay Area – 6%
- Central Valley – 6%
- Orange County – 5%
- San Diego – 4.5%

### OTHER

- Washington – 3%
- Oregon – 2%
- New York – 1.2%

\*1% = 145 reservations





# AIRBNB LANDING PAGE

## DESTINATION LANDING PAGE

- Includes inspiration for experiences in each city
- Work remote content
- Safer Together, Greater Together Pledge
- Travel Responsibly
- Listing pages link through to [visitgreaterpalmsprings.com](https://visitgreaterpalmsprings.com) content for each city



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## Find your oasis

Travel to Greater Palm Springs where you'll see awe-inspiring mountains and feel the warm rays of sun-kissed skies. While exploring this SoCal oasis, you'll discover world-class cuisine, mid-century modern architecture, and unparalleled natural beauty. In partnership with Greater Palm Springs, we've curated a selection of nearby stays and activities to showcase what this nine-city destination has to offer.

# AIRBNB LANDING PAGE



## Things to do

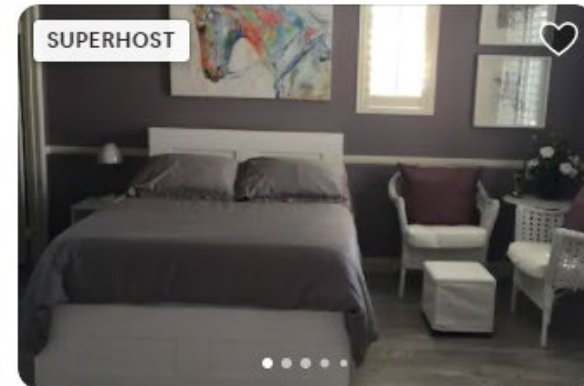
The City of Indio is vibrant with art offerings that reflect its past, present and future. From educational public murals to commissioned public art and annual events that celebrate a rich and creative local and national diversity, the city provides treasures to be uncovered by any art lover.

[Learn more](#)

Content on listing pages clicks through to relevant pages on our website

## Stays in Indio

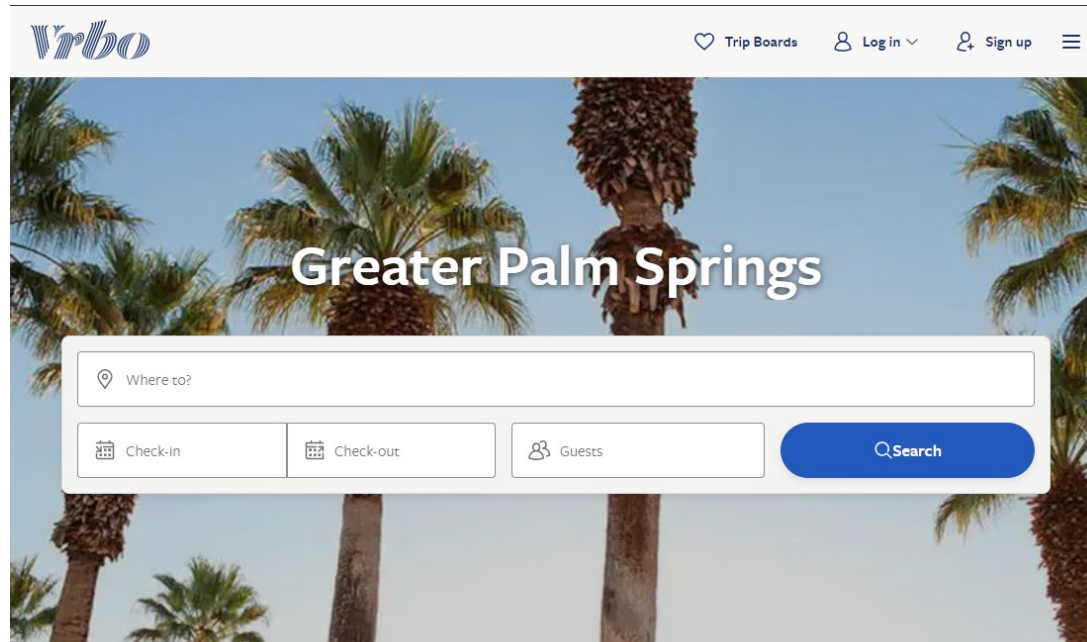
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# VRBO LANDING PAGE

## DESTINATION LANDING PAGE



### Campaign Features:

- Map feature identifying each city
- Supported through email promotions







# TOURISM DEVELOPMENT



# TRAVEL TRADE



- **80 +** Scheduled Appointments
- **2,600 Attendees** (700 International) vs 6,500 in 2019
- **Announced on Monday:** Lifting of 18-month ban on travel from 33 countries, including members of the European Union, China, Iran, South Africa, Brazil and India

**Face-to-face travel advisor appointments** this summer at GTM East, ASTA Global Convention and GTM West







PR/COMMUNICATIONS



# PR/COMMUNICATIONS



## Your Ultimate Guide to Palm Springs with Kids

2021/08/09 | Andie Huber

0 Shares   

Editor's Note: For the latest health information about traveling to Palm Springs, check out the [Riverside County website](#).

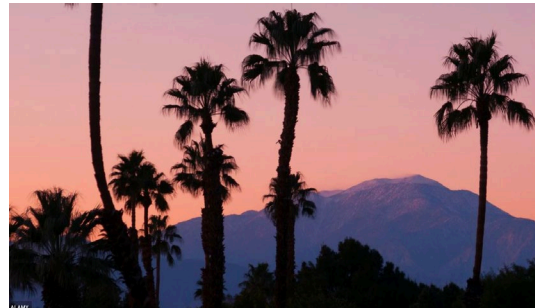
Palm Springs with kids is always a good idea because there are some many things fun things to do in Palm Springs with families that it's impossible to get bored—from visiting the animals The Living Zoo, a hike around Joshua Tree to an exhilarating ride up the Aerial Tramway, not to mention all the swimming—there's always something to do. So whether you are taking a quick weekend trip from LA with the family or planning a longer stay (hey there digital nomads!), use our guide to plan your next epic family-friendly Palm Springs vacation. We've got everything you need to know about what's open, including all the best places to eat, play and stay in Palm Springs.

Readership: 414,000

## The Instagram Guide to Palm Springs

This California oasis is home to more than just music festivals: find adventure, art, and relaxing resorts.

By Michelle Stansbury Aug 9, 2021



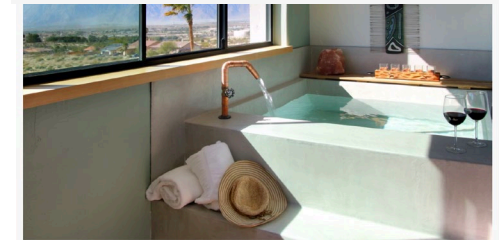
Readership: 2,922,890

## InsideHook

TRAVEL | SEPTEMBER 17, 2021 3:44 PM

### Review: Welcome to the Azure, The Only California Hotel With In-Room Hot Springs Tubs

Palm Springs has a lot of resorts and spas. But only one of them has these.



A mineral spring-fed hot tub at the Azure

Azure

Readership: 573,860

## FOOD & WINE

### Please Be Patient, Restaurants Are Trying Their Best

From labor shortages to COVID-19 protocols, restaurant spaces are different. Service is different. So adjust your expectations.

By Regan Stephens

September 20, 2021

Readership: 2,538,772

## 9 Most Luxurious Vacation Rentals In Palm Springs, California

KARA WILLIAMS

Palm Springs, California, makes for a stellar late fall, winter, or early spring vacation destination, as the temperate desert climate is ideal for enjoying the outdoors on the hiking trail or golf course. Other things to do in the area include ascending the Palm Springs Aerial Tramway, shopping at upscale boutiques, checking out local museums and botanical gardens, and dining at excellent restaurants, many of which offer outdoor dining with pretty patios.



Readership: 403,448

## Forbes

### Not Just Hot Air: Ballooning In New Mexico, South Dakota, California And Texas



Lea Lane Contributor @

Travel

Award-winning travel writer/photographer/podcaster, 100-plus countries

Follow

**Greater Palm Springs** - The annual Cathedral City Hot Air Balloon Festival returns to Greater Palm Springs on November 19-21. Families can participate in balloon tether rides, nighttime balloon glows, live music, gourmet food trucks, and more. Admission is free.

Readership: 24,879,285

# PR/COMMUNICATIONS



@TastemadeTravel  
@TastemadeHome

**+4 million**

Instagram &  
Facebook



@CassandraBodzak  
@KinyaClaiborne  
@StyleAndSociety  
@iamDawnMcCoy  
@DineAndDishWithDawn  
@ExerciseWithExtraFries

**900K**





# PR/COMMUNICATIONS



## INITIATIVES

- **Pitched and promoted** various topics
- **Hosted media** on individual trips
- **Planned media outreach** for larger-scale FAM trips
- **Offered destination** for reactive story leads
- **Re-engaged international offices** (UK-Ireland and Germany)
- **Held face-to-face media meetings** on the road
- **Looked ahead** to meet media where trends are

# PR/COMMUNICATIONS

## TRENDING TOPICS

### **Pandemic travel trends that are here to stay:**

- Road trip travel
- Outdoor adventures
- Sustainability
- National park visits
- Wellness
- Secondary and tertiary cities

### **Race and inclusivity topics continue to penetrate the media:**

- Diversity- and inclusion-oriented experiences
- Sharing the authentic story
- Historical and culturally relevant locations/attractions, museums and more

### **“Micro-Cations” Continue to Pick Up:**

- Short, local, game-day decision-making vacations will continue to take precedent until things calm down

### **Slow Tourism:**

- Less is more
- Truly immerse themselves into the destination
- Enjoy all it has to offer







BIRTHDAYS!

# HAPPY BIRTHDAY !!!



**JAY MAINTHIA**

**Sept 5**



**JAN HARNIK**

**Oct 11**



**ALLEN MONROE**

**Sept 29**



**GARY CARDIFF**

**Oct 19**



# ROUNDTABLE UPDATES

(ALL JPA Exec. Committee and Visit GPS Board)



# NEXT BOARD MEETING

Friday, Nov. 19, 2021

