

BOARD AND JPA MEETING

Friday, September 30, 2022

THE WESTIN

RANCHO MIRAGE
GOLF RESORT & SPA

WiFi: Westin_CONFERENCE / Access Code: westin2022

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)

PUBLIC COMMENT

APPROVAL OF MINUTES

(ALL VOTE)

- JPA - VGPS Board of Directors Joint Meeting Minutes – June 24, 2022

CONSENT CALENDAR

(JPA ONLY VOTES)

- Warrants and Demands Dated June 2022
- Warrants and Demands Dated July 2022
- Warrants and Demands Dated August 2022
- Resolution No. JPA 2022-004: Authorize Remote Teleconference Meetings

VGPS BOARD OF DIRECTORS ITEMS

(VGPS BOARD ONLY VOTES)

- 2023 Proposed Board of Director Meetings Dates
- 3 New Proposed Board Members
 - Kelly McLean
 - Kenny Cassady
 - Ankit Sekhri
- Resolution No. BOD 2022-002: Measure A

RESOLUTION OPPOSING MEASURE A

Resolution Changes

WHEREAS, WHEREAS, a citizen-driven ballot initiative was presented to the La Quinta City Council with enough signatures to qualify a measure (Measure A) for placement on the ballot at the November 8, 2022, General Municipal Election, that would (if passed) phase-out and prohibit non-hosted short-term vacation rentals in all non-exempt areas, as defined, in the City of La Quinta; and

WHEREAS, passage of Measure A will reduce visitor volume in the City of La Quinta by an estimated 122,000 visitors annually, or -55%, versus the baseline, according to a July 2022 report by Tourism Economics for the City of La Quinta; and

WHEREAS, the City of La Quinta will be significantly impacted financially if Measure A is passed, in that the City will lose a conservatively estimated \$9.5 million in local tax revenue over 10 years and \$102 million in visitor spending in the city; and

WHEREAS, vacation rental visitors to La Quinta spent nearly \$143 million in the city in 2021, which supported a total of \$170 million in total business sales, \$21.1 million in total personal income, and supported a total of 779 jobs; and

WHEREAS, in 1998, the California Court of Appeal held in the case of *League of Women Voters v. Countywide Criminal Justice Coordination Commission* (203 Cal. App.3d 529, 555) that local legislative bodies may go on record at public meetings in favor of or opposed to a particular measure; and

WHEREAS, the La Quinta City Council, a legislative body, officially opposed Measure A at the August 2, 2022, public meeting, and has submitted arguments in opposition of Measure A and rebuttals, as prescribed by California Elections law; and

WHEREAS, the VGPS Board of Directors is a legislative body, in that it serves as the advisory body to the VGPS Executive Committee; and

WHEREAS, the VGPS Board of Directors finds that Measure A would affect VGPS and/or VGPS' constituents, and that it is in the best interest of VGPS and its constituents that VGPS engage in permissible information activities related to said ballot measure.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of Visit Greater Palm Springs, as follows:

Section 1. **RECITALS**

That the above recitals are true and correct and are hereby incorporated herein by this reference.

Section 2. **OPPOSITION TO MEASURE A**

That the VGPS Board of Directors opposes Measure A because it will reduce inventory of available units for rent in the City of La Quinta, which in turn will significantly lower levels of visitors to La Quinta, which would result in reduced visitor spending, reduced personal income, fewer jobs, and reduction in transient occupancy tax revenue and sales tax revenue currently generated by tourists visiting the City of La Quinta and the surrounding communities that are

RESOLUTION OPPOSING MEASURE A

Tourism Economics Analysis for City of La Quinta

Key Findings

- Vacation rentals account for a significant share of La Quinta's visitor economy, and the proposed changes to regulations would significantly reduce the inventory available to host visitors. As a result, the proposed change to vacation rentals regulations could have severe impacts on the local economy including:
 - Lower visitor volume by **122,000 annual visitors (-55% versus the baseline)**
 - Lower direct visitor spending by **\$102 million (-62% versus the baseline)**, which would result in **\$121 million** in total lost economic activity
 - Support **530 fewer jobs** and **\$16.5 million** less in local personal income versus the baseline scenario
 - Local government would receive an estimated **\$9.5 million less in tax revenues** versus the baseline.

Lost activity attributable to proposed vacation rental regulations: 10 years out

Direct Impacts



-122,000

Reduced Visitor
Volume



-\$102M

Reduced Visitor
Spending

Total Economic Impacts



-\$121M

Total Economic
Impact of Reduced
Visitor Spending



-530

Total Reduction
in Jobs



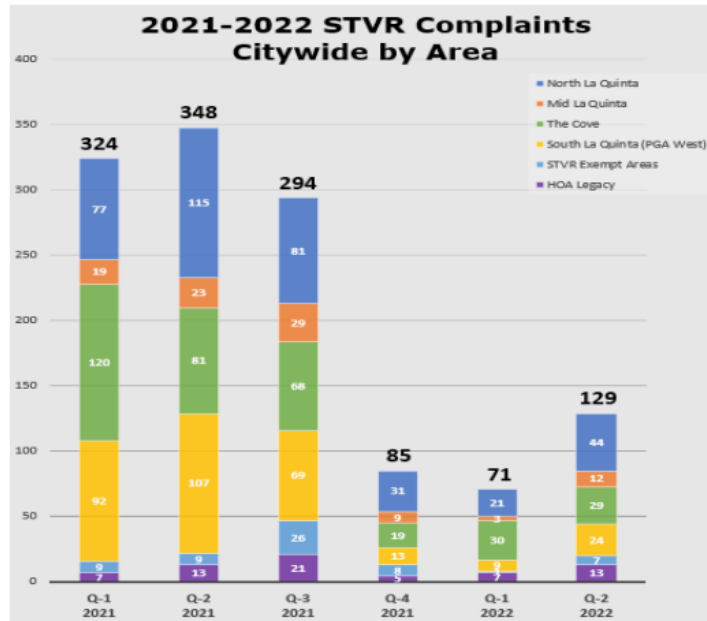
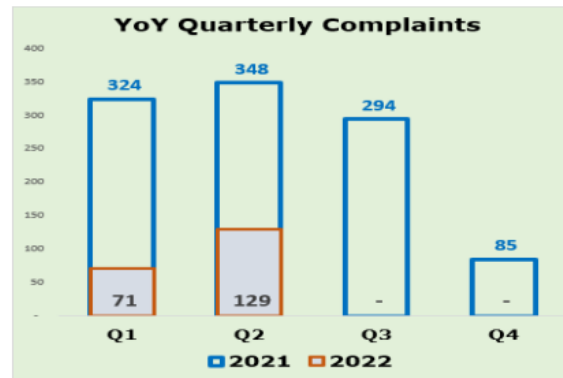
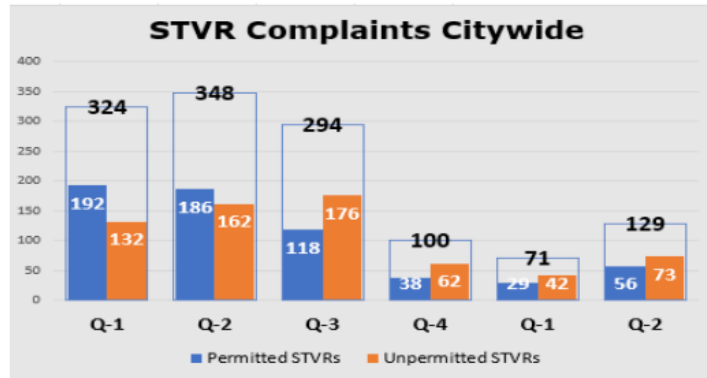
-\$9.5M

Reduction in
Local Tax
Revenues

RESOLUTION OPPOSING MEASURE A

City of La Quinta Quarterly Update

A QUINTA STVR PROGRAM – 2022 COMPLAINTS



- Complaints to unpermitted STVR properties increased during the festival period (March-May) being the relative majority at 66%.

- A quarterly comparison of citywide STVR complaints for 2021 and 2022 shows a decline of complaints of 78% in Q-1 and 63% decline in Q-2.



JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- 2023 Proposed Board of Director Meetings Dates
- Resolution No. JPA 2022-005: Carry Over Funds
- Nominations for Chair & Vice Chair 2023-2024 (discussion)

CEO / PRESIDENT'S REPORT

DESTINATION DEVELOPMENT PLAN



NEW VISION

Where travelers are welcomed from around the world to find adventure, inspiration, and rejuvenation.

NEW MISSION

We promote our unique and diverse destination to the world while advancing regional collaboration to improve the quality of life for our residents and partners.



2-YEAR PRIORITY AREAS OF FOCUS

Air Service

DEI/Sustainability/Accessibility/

Cultural Heritage

International Business

Meetings, Conventions & Sporting Events

Regional Collaboration

Wayfinding

Workforce Development/Higher

Education



BOARD & JPA

- Develop **international terminal** capabilities
- Create destination awareness along the **I-10 corridor** for key attractions and experiences
- Enhance **wayfinding** to improve visitor experiences
- Grow **nightlife** & entertainment
- Attract **new events & attractions**
- Enhance visitor experience/**summer shade** initiative
- Support **sustainability** and **DEI** efforts
- Develop **affordable housing** solutions
- Promote the importance of **work visas**
- Establish hospitality **mentorship** programs
- Grow hospitality **internship** program

WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT: COD CASE STUDY PRESS CONFERENCE



Desert Sun.

Report calls for larger COD Palm Springs hospitality program but no learning hotel



Jonathan Horwitz

Palm Springs Desert Sun

Published 3:35 p.m. PT Sept. 6, 2022 | Updated 9:06 a.m. PT Sept. 7, 2022



Hospitality industry touts study, pushes back on scaled-down Palm Springs College of the Desert campus

A commissioned report addressed during a news conference Tuesday recommends a hospitality and culinary program more than double the size of COD's current plans.

BY KENDALL BALCHAN • EDUCATION • SEPTEMBER 6, 2022



WORKFORCE DEVELOPMENT:

COD PROGRAM RECOMMENDATIONS

SOURCE: CSL CULINARY &
HOSPITALITY PROGRAM
CASE STUDY RESEARCH



CSL-Recommended Minimum Square
Footage Needed: **30,000** net*

Recommended Culinary Facilities

- 3-4 culinary labs/kitchens with adjoining classroom space
- One demonstration kitchen
- 2-6 classrooms (25-40 students)
- Restaurant (100-200 capacity)
- Banquet room (100-250 capacity)
- Bakery/café
- Creamery
- Wine and beer cellar management lab

Culinary & Hospitality Programs Efficiencies

DEDICATED SPACE

Culinary
Management

10,190 ASF

+

PRIMARY SHARED USE

- Hospitality Restaurant/Event Space (200 seats)
- Cafe/Grab & Go
- Retail (Culinary School Sales)
- Lockers/Changing Rooms
- Digital / Media Arts and Social Media Lab
- Classrooms (2 @28 Seats)
- Demonstration Theater (100 seats)

14,489 ASF

=

24,679 ASF

Hospitality
Management

2,430 ASF

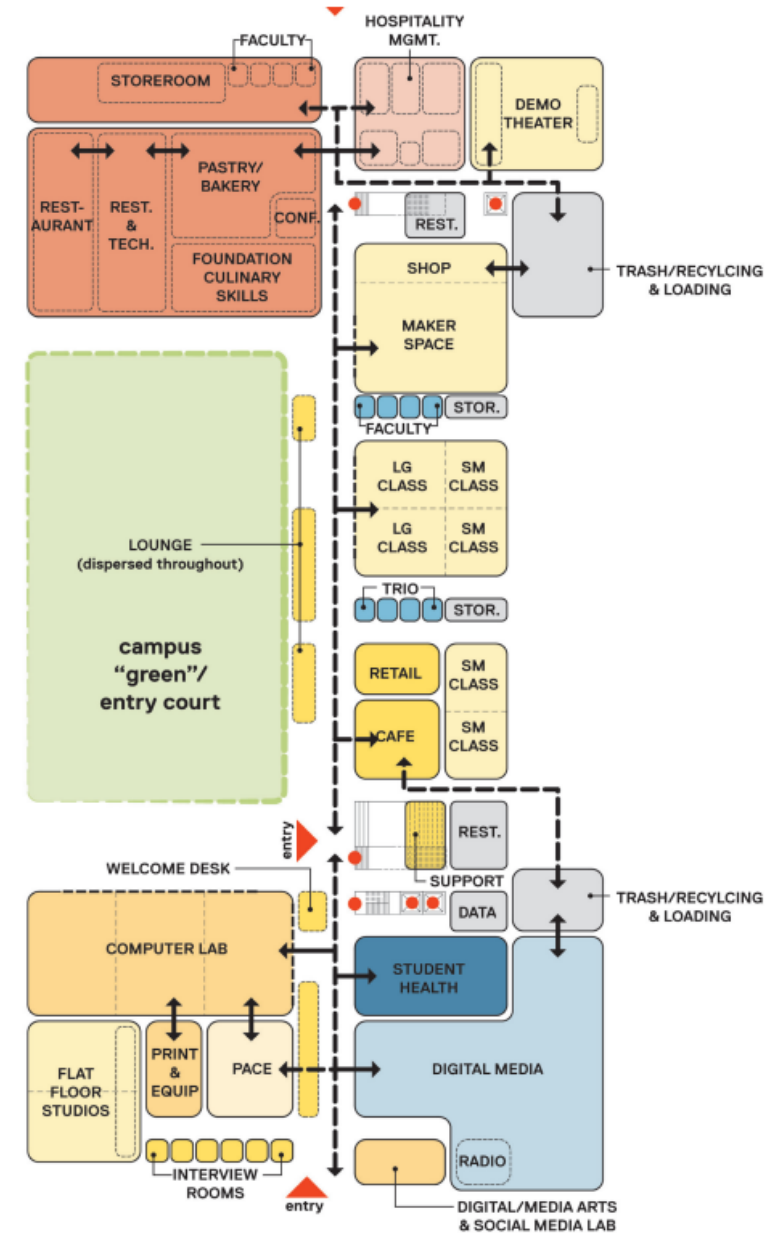
- Classrooms (2 @28 Seats)

1,600 ASF

=

4,030 ASF

Accelerator + Hospitality Institute Adjacencies (Level 1)



MANAGEMENT WAGES SURVEY

Preliminary results from 41 respondents:

- Hotels
- Restaurants
- Vacation Rental Agencies
- Attractions
- Venues

Average salaries range from
\$42K - \$150K.

We need more responses!

Email davis@visitgreaterps.com
to take the survey.

Hospitality Industry Wages for Management Positions in the Coachella Valley

POSITION	AVERAGE WAGE	HIGHEST WAGE
General and Operations Managers	\$152,997	\$400,000
Marketing Managers	\$105,227	\$200,000
Head Chefs	\$95,850	\$177,000
Food Service Managers	\$94,800	\$170,000
Sales Managers	\$93,301	\$178,000
Hotel Managers	\$89,063	\$155,000
Facilities Managers	\$87,723	\$189,000
Purchasing Managers	\$85,248	\$143,000
Spa Managers	\$81,122	\$117,000
Catering Managers	\$78,640	\$108,000
Events Managers	\$76,310	\$110,000
Guest Relations Managers	\$74,143	\$137,000
Restaurant Managers	\$72,388	\$98,000
Front-of-House Managers	\$69,184	\$110,000
Kitchen Managers	\$68,117	\$75,000
Housekeeping Managers	\$67,249	\$102,000
Cafe Managers	\$64,575	\$67,150
Shift Managers	\$49,923	\$66,250

WORKFORCE DEVELOPMENT

RESEARCH & FEEDBACK

Tourism Economics Hospitality Management Wages Research

- Includes City of Residence

CSL COD Campus Research

- Available at MyGreaterPS.com
- Next phase examining enrollment promotion and marketing

HR Directors Advisory Group

- One-on-one meetings with HR Directors
- Feedback on TEAM GPS, internships, tourism careers marketing, and other opportunities

TourismCareersGPS.com

ACTIVATION

One Future Coachella Valley

- Student scholarships
- Mentorship and networking opportunities
- Increasing work experience opportunities
- Establishing a regional undergraduate internship program in hospitality
- Engaging regional hospitality executives to provide expertise

TEAM GPS

- Emerging leaders scholarship opportunity
- goTEAMgps.com

Marketing Campaign

- Testimonials
- Video content
- Social media
- Radio
- Billboard

WORKFORCE DEVELOPMENT CAMPAIGN

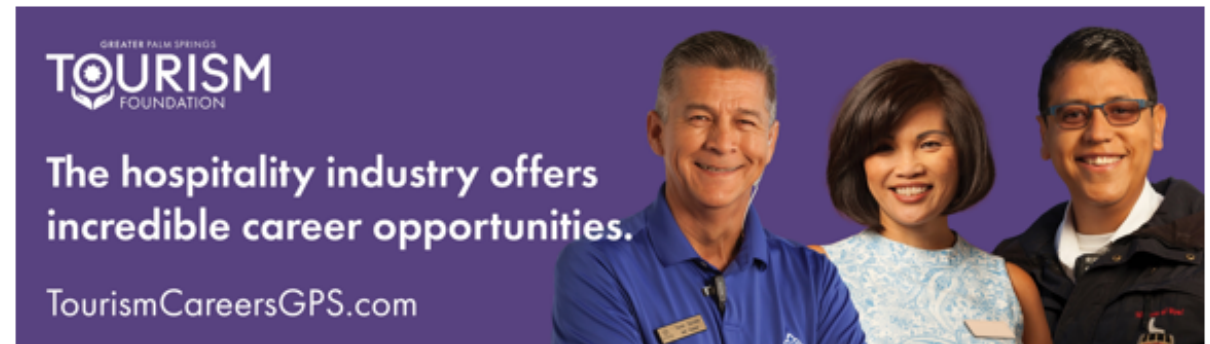
Ads are **targeted to local audiences** with additional geofencing around schools. Geofenced ads had an above-average CTR.

August 1 – digital display advertising

September - billboard, digital video advertising, and social media

October - Sunline bus sides, radio, and Spanish-language advertising

Digital Ad



Digital Outdoor Billboard

WORKFORCE CAMPAIGN



Out of Home: Sunline Bus Sides

Instagram Social Ad



VIDEO & SOCIAL ADS



VIDEO & SOCIAL ADS



PARTNERSHIP



PaCE Partnership and Community Education

TEAM GPS CHAMPIONS TRAINING IN-PERSON IS AVAILABLE!

Contact Erica@visitgreaterps.com to schedule

Recent TEAM GPS CHAMPIONS group classes:

- The Living Desert Zoo and Gardens
- Acrisure Arena
- Palm Springs Convention Center & Bureau of Tourism
- California Desert Association of Realtors
- Greater Coachella Valley Chamber of Commerce
- Cabot's Pueblo Museum

Emerging Leaders Certificate

6 half-day (4 hour) classes:

- employee engagement
- leadership essentials
- authentic leadership
- emotional intelligence
- values & ethics
- challenges of leadership






Apply Now for GPS Tourism Foundation Scholarship

goTEAMgps.com

SUMMER STVR DATA

Property Management Companies

			
ADR	\$400	\$398	\$290
Occupancy*	22.6%	38.3%	15.7%
Avg. Length of Stay	4.7 Nights	4.6 Nights	3.7 Nights
Owner Occupancy	20.4%	24.0%	12.1%

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

AUTISM CERTIFICATION

Check your emails for your **Autism Sensitivity and Awareness Training** 30-minute self-paced online course.

Congratulations to
The Living Desert!

On the Way:

- JW Marriott Desert Springs Resort & Spa
- Rancho Mirage Library & Observatory



Omni Rancho Las Palmas Resort & Spa

**Wednesday,
November 30**

5:00 PM - Registration,
Cocktail Reception &
Silent Auction

6:30 PM - Dinner
& Awards

8:30 PM - Dessert
& Dancing



Nominations, tickets, and sponsorships
available at gpsTourismFoundation.com

How can you help?

- Submit nominations
- Donate to the silent auction or wine pull
- Purchase tickets and sponsorships

PARTNER EVENTS



PS Air Bar
July 21



CREATE Center for the Arts
August 24



Renaissance Esmeralda
September 14

October 20 – Meet & See at The Westin Rancho Mirage Golf Resort & Spa

November 10 – Joint Mixer with GCVCC at the Coachella Valley History Museum

November 30 – Champions of Hospitality Awards Gala

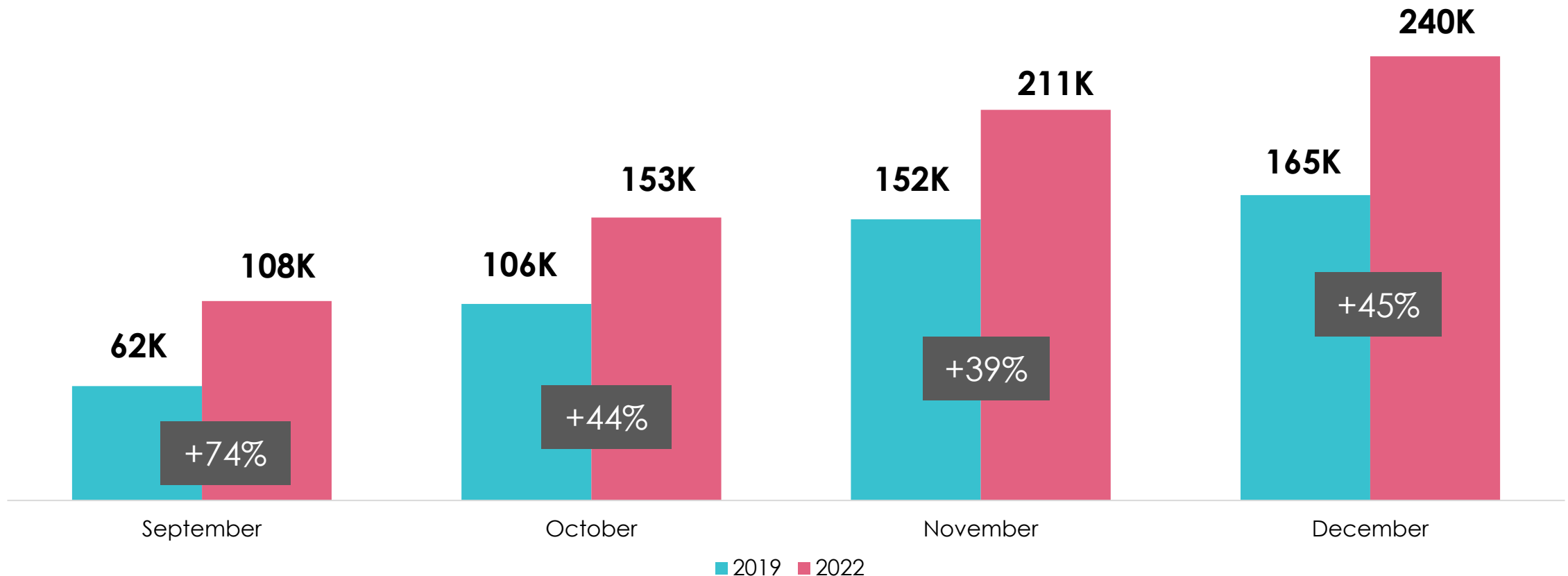
December 13 – Visit Greater Palm Springs Holiday Party

AIR SERVICE

PSP SEAT PROJECTIONS IN FALL/WINTER ARE UP VERSUS 2019

PSP MONTHLY SEAT CAPACITY, 2019 VERSUS 2022

Monthly seats in thousands, September to December 2019 versus 2022



Note 1: September to December 2022 capacity subject to change based on airlines schedule updates

Source: Schedule data via Diio Mi by Cirium; (Week of September 12, 2022). Ailevon Pacific Aviation Consulting analysis

PSP WILL WELCOME AVELO AIRLINES THIS WINTER SEASON

3 New Routes!

Fares from **\$29**
One way*

Flights start
November 11th

Eugene, OR (EUG)

Bend / Redmond, OR (RDM)

Sonoma / Santa Rosa, CA (STS)

Palm Springs, CA (PSP)

The graphic features a stylized map of the West Coast of the United States. A white Avelo Airlines aircraft is shown flying over the map. Three teal lines connect the origin cities (Eugene, OR; Bend / Redmond, OR; and Sonoma / Santa Rosa, CA) to the destination city (Palm Springs, CA). The background is split diagonally from the bottom-left to the top-right, with a purple upper-left section and a yellow lower-right section.

MANY SEASONAL ROUTES ARE RETURNING EARLIER THIS FALL THAN IN PREVIOUS YEARS



- American resuming **Chicago (ORD)** on **9/7** (historically resumed in early October)
- United resuming **Chicago (ORD)** on **9/30** (historically resumed in late October)
- Air Canada resuming **Toronto (YYZ)** on **10/1** (historically resumed in late December)
- Air Canada resuming **Vancouver (YVR)** on **10/2** (historically resumed in late October)
- Delta resuming **Minneapolis (MSP)** on **10/16** (historically resumed in mid December)
- Alaska resuming **Boise (BOI)** on **11/20** (historically resumed in mid December)
- JetBlue's **New York (JFK)** flight projected to be **1x daily** in November & December (historically 4-5x per week during these two months)

2022 SUMMER MARKETING RECAP

2022 SUMMER CAMPAIGN: CHECK IN. CHILL OUT.

8.5B
impressions

533K
spots



2022 SUMMER CAMPAIGN: CO-OP TELEVISION

5B
impressions

86K
spots

- **NEW** for 2022, partner co-op television spots also ran as digital video ads via Centro in July and August, generating **1.7M** impressions and nearly **\$40K** in revenue from trips booked to Greater Palm Springs as a result of exposure to our advertising.
- Partner co-op spots were also posted as Instagram Reels.



SUMMER CHILL CAMPAIGN: SOCIAL MEDIA



Target a Defined

Audience: Summer Drive and Fly markets, travel enthusiasts, summer travelers, family vacations



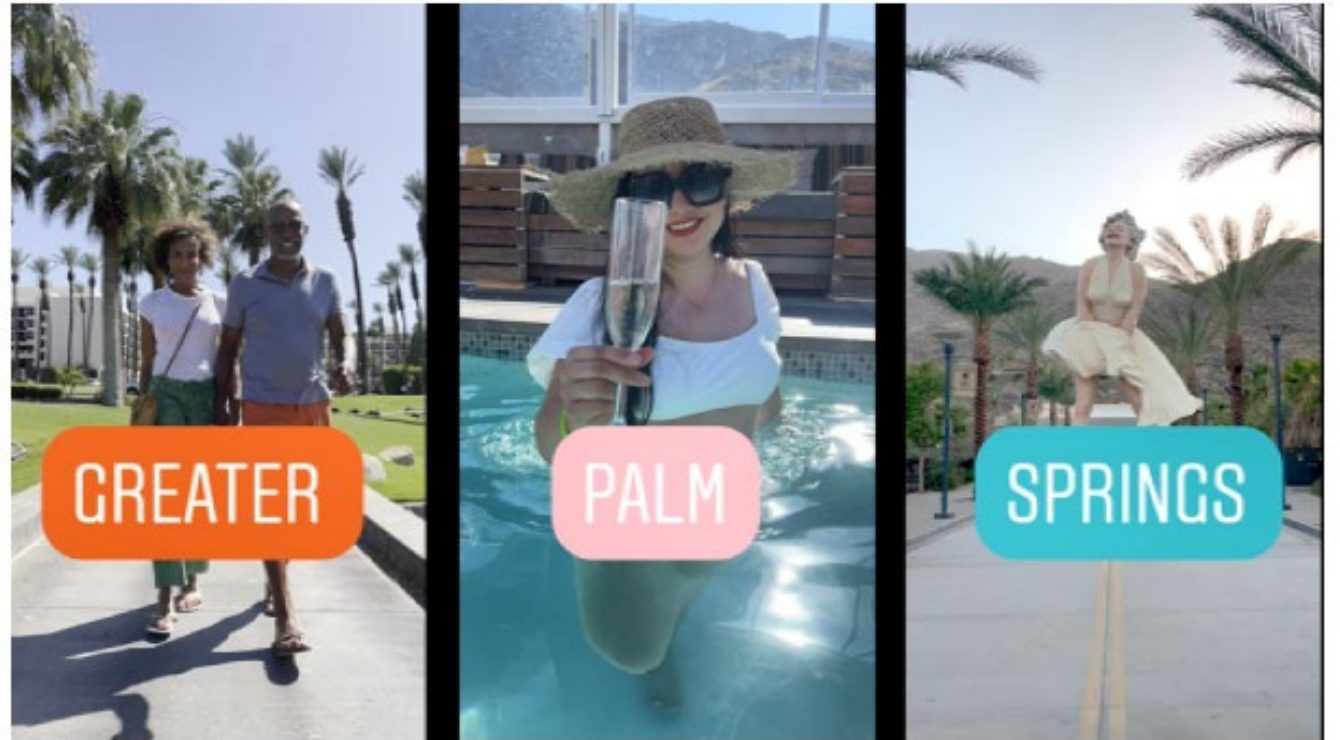
Engagement

- **3.25M** Video Views
- **12K** clicks
- **47.6%** increase in content interaction



Account Growth

- More than **1.2K** new followers



VISIT CALIFORNIA / AEG CAMPAIGN



RESTAURANT WEEK RECAP



Savor *summer* with every bite.



 GREATER palm springs
RESTAURANT WEEK
JUNE 3-12, 2022

 Browse menus & make reservations



GREATER
palm springs
RESTAURANT WEEK

dineGPS.com



**JUNE
3-12**



GREATER palm springs
RESTAURANT WEEK
JUNE 3-12, 2022



Browse menus & make reservations 

Impressions	Spots (TV & Radio)	Web Sessions	Completed Sessions*	Duration
223M	9,621	46K	187K	5:25

Completed sessions include partner referrals, view menus, reserve now, and click to call

RESTAURANT WEEK: TV SPOT



RESTAURANT WEEK: INFLUENCERS

@VisitGreaterPS & @DineGPS welcome these creative influencer guests to...
Greater Palm Springs Restaurant Week 2022



Dawn
@IamDawnMcCoy
(302k)



Connie
@Occomestibles
(112k)



Ravayna
@Ravayna
(127k)



Jennifer
@MissPiggieEats
(63.1k)



Arianna
@AriannaSalyards
(47.9k)



Christine
@LosAngelesFoodieGirl
(37.8k)



Sophia
@SophiaXWhatever
(27.5k)



Michelle
@thefoodiemon
(22.6k)



Elizabeth
@ElizabethOBaker
(36.9k)



Visit Greater PS
@VisitGreaterPS
(36.4k)

A #DawnsDestinations Experience Hosted by
@VisitGreaterPS x @DineGPS x
@DineAndDishwithDawn x @IamDawnMcCoy

1M

Total followers

32

Total Posts (IG + TT)

264K

Total Post Impressions

21K

Total Post Engagements

61

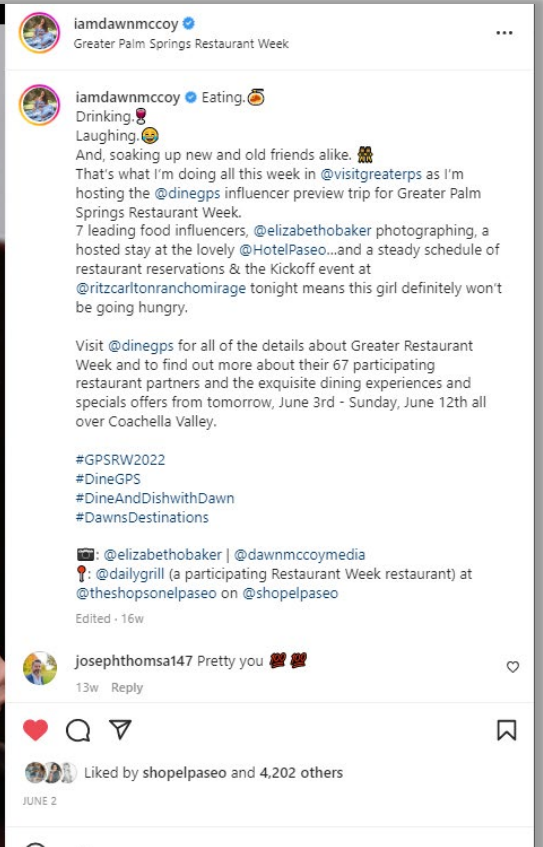
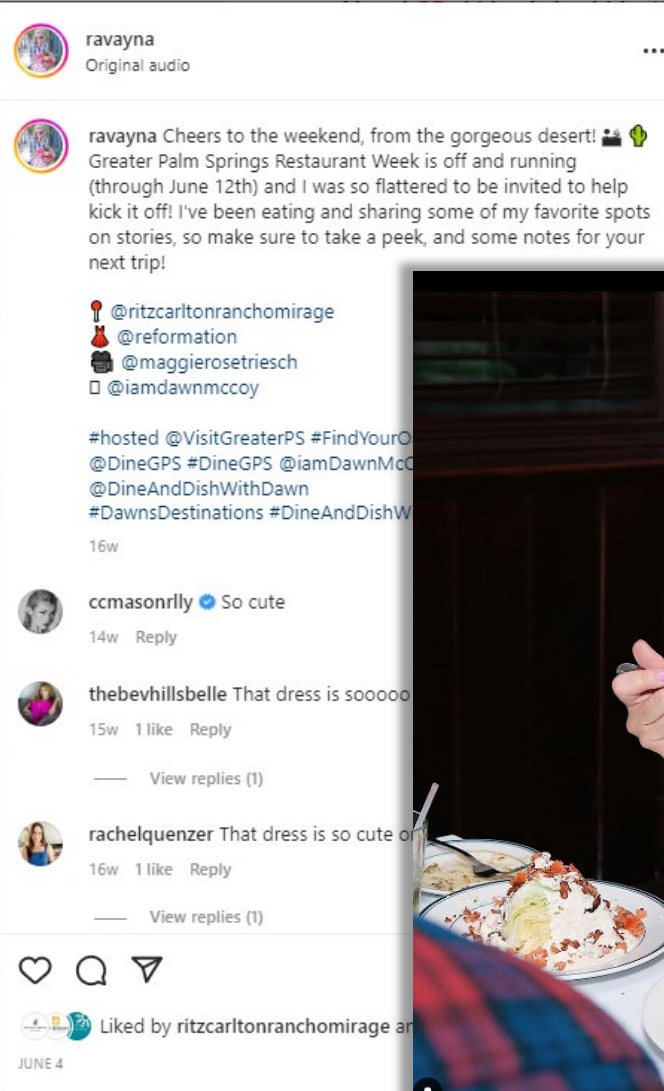
Total Stories

232K

Total Story Impressions

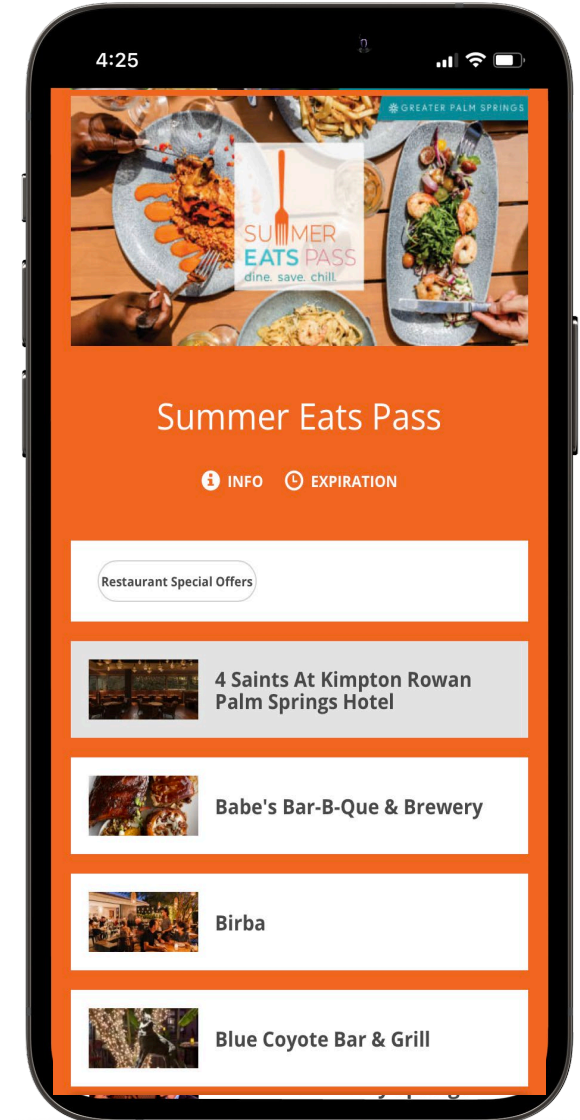
In partnership with the Communications team at VGPS, **10 influencers** attended the Restaurant Week media preview event and **dined at over 10 restaurants** combined throughout Greater Palm Springs. They promoted Restaurant Week through video and still imagery.

RESTAURANT WEEK: INFLUENCERS



SUMMER EATS PASS

- The **Summer Eats Pass** returned from June 13 and through September 5, immediately following Restaurant Week to continue promoting dining throughout the summer season.
- **80+** restaurants participated as check-in or offer locations! The pass had a total of **3887** sign-ups and **274** check-ins.
- The pass was promoted locally and in the drive market with a full media plan, including **television, digital, print, social media** and **out of home**. Over **4.8M** impressions were generated.
- The pass resulted in over **14K** web sessions with an average duration of 1:35.



WHAT WILL YOU FIND
FALL CAMPAIGN

FALL/WINTER MARKETING PROGRAMS



out-of-home /
television



online travel
agencies (OTAs)



digital



content



seasonal



social



 **Expedia**

Vrbo


Tripadvisor

TRAVELZOO

centro

 **SOJERN**

 **NATIVO**

LOCALE

PALM SPRINGS LIFE

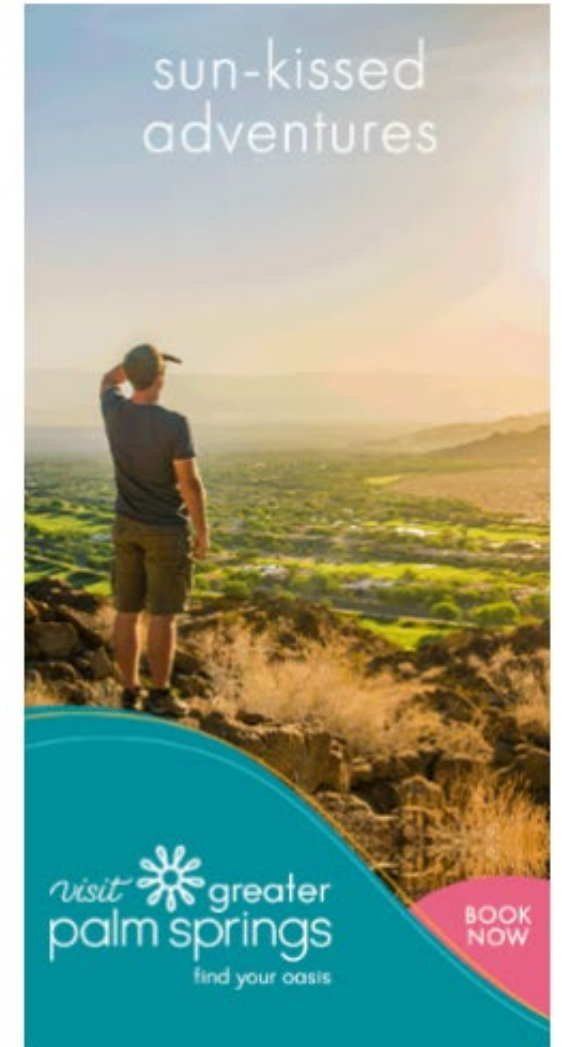
**pink
media
group**

SPAFINDER

**The
Weather
Channel**



WHAT WILL YOU FIND? FALL/WINTER CAMPAIGN



NEW BRAND TELEVISION SPOT: FAMILY



NEW BRAND TELEVISION SPOT: COUPLES & FRIENDS



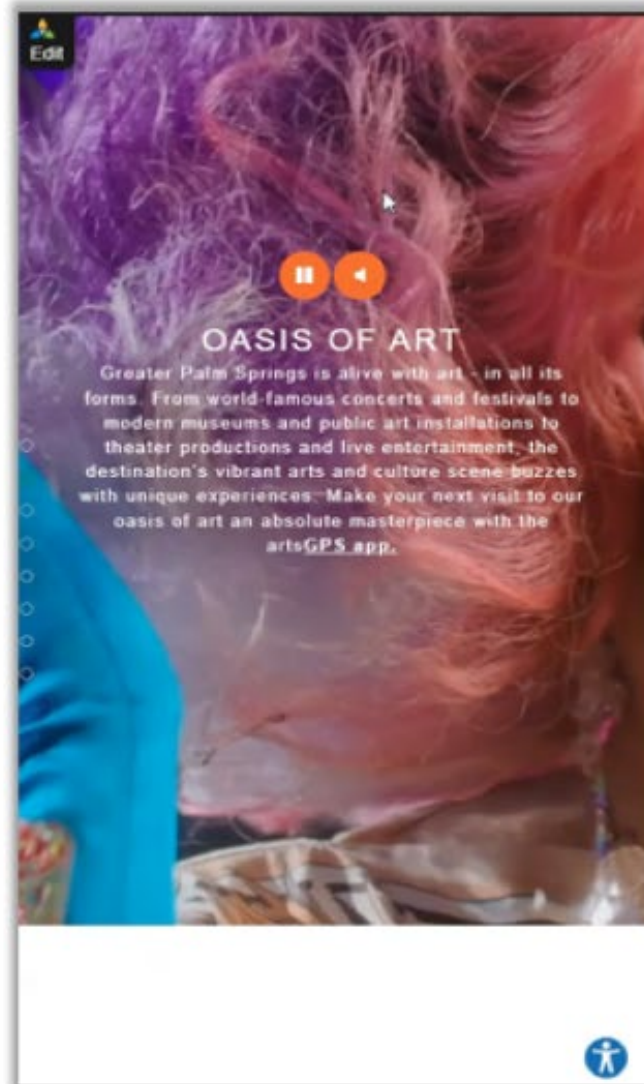
NEW BRAND TELEVISION SPOT: MILLENNIALS & GEN Z



OASIS OF ART CAMPAIGN

The **Oasis of Art campaign** launched in September and will continue as an evergreen campaign to promote arts & culture offerings in Greater Palm Springs, including:

- Art & Sol video series
- Murals and arts-related events
- Re-launch artsGPS mobile app



ART & SOL SERIES



WHAT WILL YOU FIND: DIGITAL VIDEO CONTENT

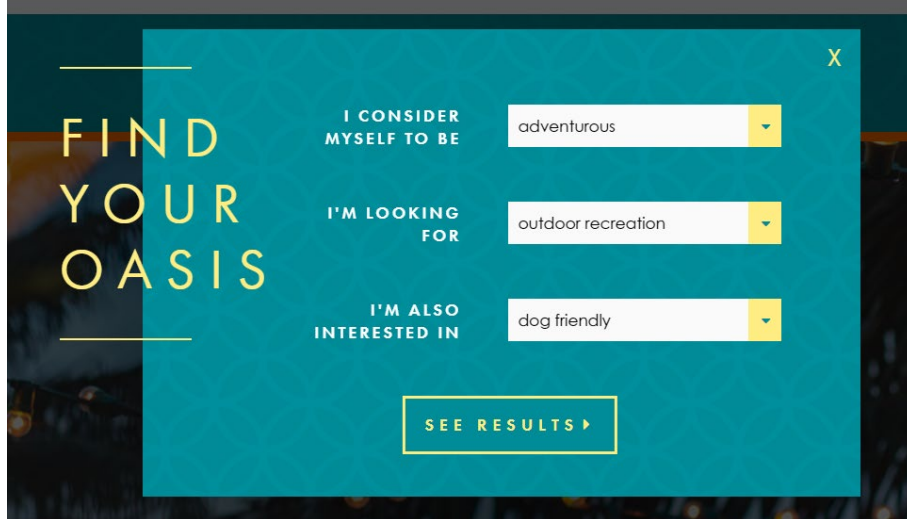
- **Digital video content** will be produced and shared in Fall/Winter to promote **destination pillars** via digital video ads, social media, YouTube, and on the Visit Greater Palm Springs website.
- Upcoming video content includes **Signature Events, Arts & Culture, Dining, Outdoor Experiences, and Health & Wellness.**



WHAT WILL YOU FIND: QUIZ + PERSONAS

Find your vacation style

Web visitors are encouraged to find their vacation style by selecting from nine different options. These are calculated into 6 different vacation personas with itineraries and places to stay based off of interests.



The screenshot shows a quiz titled "FIND YOUR OASIS" on a teal background. It features three dropdown menus for selection:

- I CONSIDER MYSELF TO BE**: adventurous
- I'M LOOKING FOR**: outdoor recreation
- I'M ALSO INTERESTED IN**: dog friendly

A "SEE RESULTS ►" button is located at the bottom of the form. A small "X" icon is in the top right corner of the teal area.



LOVE LOCAL CAMPAIGN



Love Local by a Local

Lori Rogers (Instagram account @black.in.palmsprings) will highlight six local businesses throughout the destination. She brings a first-person perspective to these local shops.

These videos will be featured on Instagram, TikTok and the Visit Greater Palm Springs website.

LOVE
LOCAL

NEW FALL SOCIAL MEDIA CAMPAIGN

This **series of four episodes** is a fun and adventure filled travel show following multiple characters as they discover **hidden gems** while following a theme. The series explores and showcases the **perfect visit** to Greater Palm Springs.

Themes:

- Go Big
- Everything New
- Picture Perfect
- Mind Body Spirit



12 social cuts

YouTube, TikTok,
Instagram,
Facebook, VGPS
website



INTERNATIONAL CAMPAIGNS



- **Brand USA – United Stories**

- Custom video
- Social media support

- **International Agency RFP**

- RFP submitted and in review stage for PR & Marketing Support in the UK



- **Expedia**

- International campaign in the UK & Germany ran from May – August
- New California co-op campaign targeting Canada, UK, Germany, Mexico, France, and Australia launched in September

INTERNATIONAL CAMPAIGNS

Welcome to Expedia.co.uk. Continue to the United States of America site at [Expedia.com](#)

Expedia More travel ▾ English List your property Support Trips Sign in

Stays Flights Cars Packages Things to do

Going to Check-in Check-out Travellers

☐ Add a flight ☐ Add a car

Say hello to sunshine
Sun + sand + you. These coastal escapes will instantly put you in holiday mode.

Here to help keep you on the move

Change or cancel a trip
Make updates to your itinerary or cancel a booking

Use a credit or coupon
Apply a coupon code or credit to a new trip

Track your refund
Check the status of a refund currently in progress

Find your oasis in Greater Palm Springs, California
Soaring mountains, swaying palms, sparkling pools, and sun-kissed skies await.

Expedia UK

Sign up for Member Price >

Hotel Cottage
4.12 mi from Carrasco Intl. (MVD)
£645
£108 per night includes taxes & fees
4.2/5 Very good (150 reviews)

Regency Park Hotel
4.69 mi from Carrasco Intl. (MVD)
Member Price available
~~£632~~ **£442**
£74 per night includes taxes & fees
4.3/5 Excellent (134 reviews)

Sofitel Montevideo Casino Carrasco and Spa
3.8 mi from Carrasco Intl. (MVD)
Fully refundable
Reserve now, pay later
£1,083
£181 per night includes taxes & fees
4.5/5 Wonderful (343 reviews)

Hotel Alquimista Montevideo
4.2 mi from Carrasco Intl. (MVD)
Breakfast included
£659
£110 per night includes taxes & fees
4.9/5 Exceptional (18 reviews)

After Hotel
7.41 mi from Carrasco Intl. (MVD)

sun-kissed skies
BOOK NOW
greater palm springs
find your oasis

SUNSET MAGAZINE

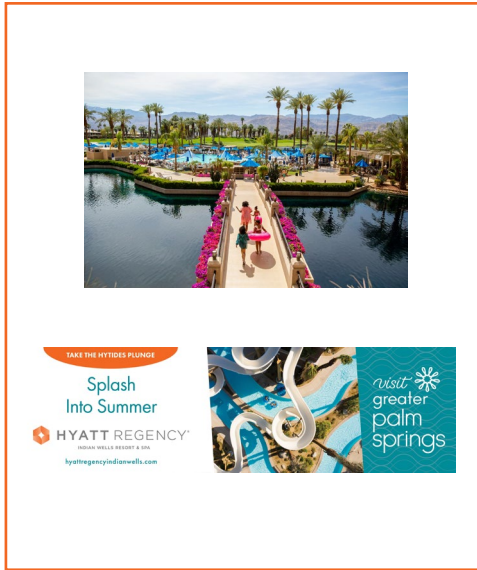


Sunset

Two Issues

- Palm Springs cover
- Full page print ad front inside cover
- Test for inflight magazine for Alaska Airlines

2022/2023 CO-OP OPPORTUNITIES



TV / BILLBOARD

Television
(Seasonal)

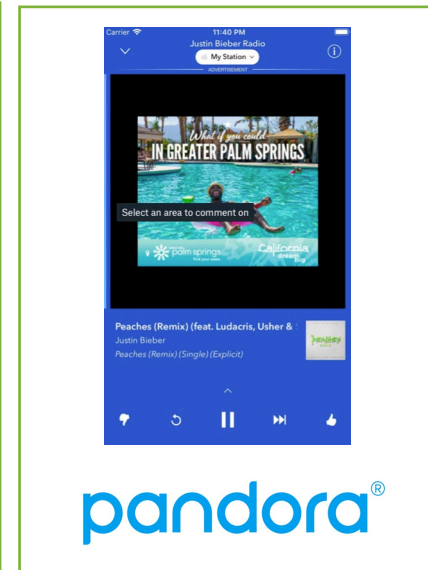
Billboards
(Year-Round / Seasonal
Based on Markets)



centro.



SOJERN



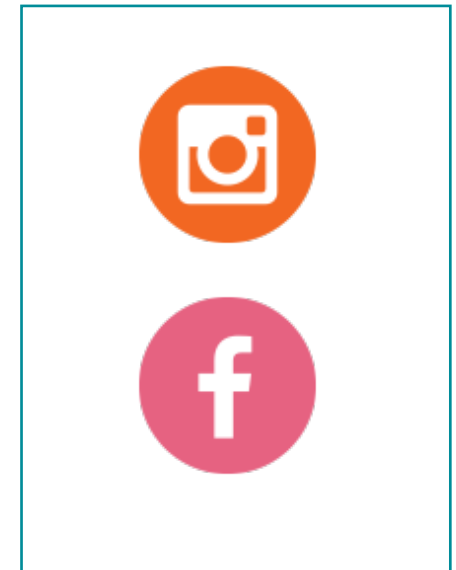
pandora®

DIGITAL / AUDIO

Centro – Digital & Native Advertising
(Year-Round)

Sojern – Digital Advertising
(Year-Round)

Pandora – Audio
(Summer)



SOCIAL

Social Media
(Year-Round)

PR & COMMUNICATIONS

FILM OASIS

Are you ready to live the life you deserve?

UNIVERSAL PICTURES ON BEHALF OF WARNER BROS. PICTURES
ALONG WITH GREATER PALM SPRINGS
INVITES YOU AND A GUEST TO THE SYDNEY PREMIERE OF

Don't Worry Darling

WEDNESDAY SEPTEMBER 21

6:00PM ARRIVALS
6:30PM FILM COMMENCES

EVENT CINEMAS GEORGE STREET
VMAX 1 & 2



visit greater palm springs
find your oasis

ADMIT 2

#DontWorryDarling

FLORENCE PUGH HARRY STYLES OLIVIA WILDE GEMMA CHAN KIKI LAYNE NICK KROLL CHRIS PINE

ONLY IN CINEMAS OCTOBER 6

VISIT GREATER PALM SPRINGS
INVITES YOU TO A SPECIAL
PRIVATE SCREENING OF

visit greater palm springs
find your oasis



DON'T WORRY DARLING

are you ready to live the life you deserve?

THE HIGHLY ANTICIPATED
NEW MOVIE BY
OLIVIA WILDE
SEE IN PALM SPRINGS

See Greater Palm Springs, and its instantly recognizable rows of palm trees and mid-century modern architecture, as the utopian backdrop for this psychological thriller - featured locations include the Kaufmann Desert House, Palm Springs City Hall and Canyon View Estates.

The film stars Florence Pugh, Harry Styles, Chris Pine and Olivia Wilde (award-winning director of "Booksmart").

WEDNESDAY 5TH OCTOBER
5:30PM
EVERYMAN KING'S CROSS
SCREEN 3, 14-18 Handyside St, London N1C 4DN
Please RSVP to
celle@blackdiamond.co.uk

FLORENCE PUGH HARRY STYLES OLIVIA WILDE GEMMA CHAN KIKI LAYNE NICK KROLL CHRIS PINE

WELCOME TO THE SYDNEY PREMIERE OF



Don't Worry Darling

#DONTSPILITDARLING

high life
BRITISH AIRWAYS

House Beautiful

THE  TIMES

 BROADSHEET

The getaway guide

[BASED ON TOUR BY FILM SPOTLIGHT]

SO DARLING!

The 1960s utopia Don't Worry Darling hits cinemas this month, featuring a starry cast only outshone by the iconic Mid-century Modern locations that make Palm Springs a must visit for design fanatics. Angeleno Andrew Barker heads to the desert, only a couple of hours from L.A., to discover the town's design classics

Photography: Kim Greenhouse



LEVELING UP
Don't Worry Darling
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“DON'T WORRY DARLING” UK & AUS MOVIE TRAILER



LIVE AND WORK ANYWHERE INITIATIVE



20 destinations supporting remote work around the world

By [Airbnb](#) · July 6, 2022 · [Company](#)



Airbnb has today announced it will partner with 20 destinations around the world to make it easier to live and work anywhere, including Bali, the Canary Islands and the Caribbean.

Earlier this year, we launched our [Live and Work Anywhere Initiative](#) to identify some of the most remote worker-friendly destinations in the world, and support governments and Destination Marketing Organizations (DMOs) in helping to revive tourism and provide economic support to communities after two-plus years of travel restrictions.



Find your oasis

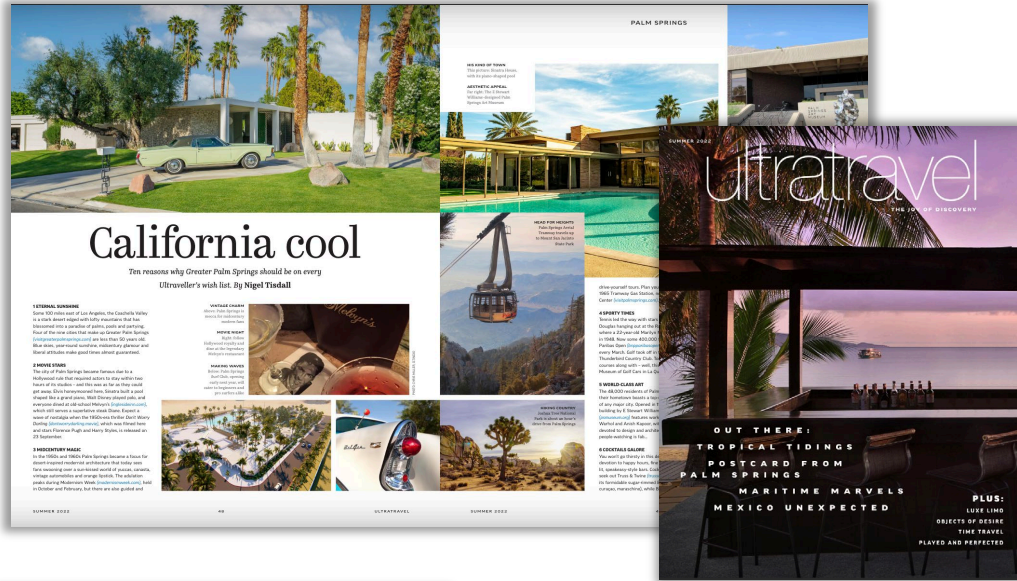
Travel to Greater Palm Springs where you'll see awe-inspiring mountains and feel the warm rays of sun-kissed skies. While exploring this SoCal oasis, you'll discover world-class cuisine, mid-century modern architecture, and unparalleled natural beauty. In

- Lisbon, Portugal
- Malta
- Mexico City, Mexico
- Palm Springs, California, USA
- Queensland, Australia

PR QUALITY SCORE

2022
YTD
4721

2022
GOAL
6500



Santa Barbara

MEDIA MISSIONS & EVENTS

Los Angeles Media Dinner



Visit California San Francisco Media Reception



Society of American Travel Writers Convention



Visit California Rural Region Committee Meeting



CONVENTION SALES

CONVENTION SALES PRODUCTION - 2022

	LEADS	NEW LEADS	BOOKINGS	ROOM NIGHTS
YTD ACTUAL	1,053	552	212	111,241
YTD GOAL	767	400	173	103,333
YTD 2019	783	431	157	92,511

ROOM NIGHT GOALS

$$130,355 + 24,645 = 155,000$$

Current Room
Night Bookings

Room Nights
Needed to Reach
Goal

2022 Goal

HOW ARE WE GOING TO GET THERE?

Tentative 1

47 Pending Leads
With **47K+** Room Nights

Tentative 2

104 Pending Leads
With **145K+** Room Nights

FUTURE PACE 2022 - 2024

Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
2022	219,000	194,164	24,835	13%	-	27,525
2023	159,036	144,114	14,922	10%	14,922	172,455
2024	100,463	88,058	12,405	14%	12,405	143,965

Numbers represent bookings through Visit Greater Palms Springs as of 9/28/22

NATIONAL CELEBRATE SERVICES WEEK

EVENT SERVICES PROFESSIONAL ASSOCIATION
National *Celebrate Services Week*
AUGUST 1-5, 2022



In honor of **National Celebrate Services Week**, Visit Greater Palm Springs recognizes and thanks our own local event service professionals. We appreciate the role you play in creating successful events for our destination.

GREATER PALM SPRINGS SPOTLIGHT:

RUBEN GUILLEN
Assistant Manager of Banquet Event Operations
The Ritz-Carlton, Rancho Mirage

"We all need a Ruben when it comes to events"

"Every meeting planner raves about Ruben and his anticipation of their needs"

"Is approachable, flexible with changes, and makes it fun for the planner to be here"

ESPA NATIONAL CELEBRATE SERVICES WEEK

THROWDOWN FOR YOUR HOMETOWN!
AUGUST 1-5, 2022

visit greater palm springs
visitgreaterpalmssprings.com

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GREATER PALM SPRINGS SPOTLIGHT:

KRISTIE DORE
Director of Event Services, Palm Springs Convention Center

"The ultimate professional"

"Well-respected by our clients"

"Extraordinary, highly knowledgeable, customer-focused, and an amazing partner"

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GREATER PALM SPRINGS SPOTLIGHT:

ARMIDA COVARRUBIAS
Banquets Captain, The Westin Rancho Mirage Golf Resort & Spa

"One of our best and a huge asset to the company"

"Her sense of community and hospitality is second to none"

"Goes above and beyond to ensure our guests have the best time"

ESPA NATIONAL CELEBRATE SERVICES WEEK

THROWDOWN FOR YOUR HOMETOWN!
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visitgreaterpalmssprings.com

- Advertising in **The Desert Sun** and on **LinkedIn** for **Event Services Professional Association's "National Celebrate Services Week"** (August 1-5)
- Hosted event at **Margaritaville** to **recognize** and **celebrate**
- Congratulations to: Armida Covarrubias, Daryl Johnson, Maiya Kiest, Kristie Dore, Elise Colson, Wenddy Cobian, Chris Cotugno, Darin Roper, Dawn O'Malley, and Ruben Guillen!

JUNE – JULY TRAVEL



CONFERENCEDIRECT – Annual Partner Fair June 12-16

- Annual partner meeting connecting partners and over 150 CD Associates

MPI – World Education Conference June 20-23

- Hosted buyers – 10 matched appointments
- Ask the Export Breakout sponsor
- President's Dinner Table for 8

HPN – Rock Your Heart July 23-24

- One on one time with 16 new clients to VGPS
- Received three new RFP's
- One on one time with CEO, VP of Sales of HPN

AUGUST – SEPTEMBER TRAVEL

SMART MEETINGS – San Francisco

August 4

- 13 matched appointments

CANADIAN MEETINGS + EVENTS EXPO

August 16-18

- Annual tradeshow targeting over 200+companies
- Joint Share Program

ASAE- ANNUAL MEETING & EXPO

August 20-23

- Annual meeting & expo targeting association professionals
- Received four new RFP's, two will be conducting sites this fall

MARITZ NEXT

August 30 – September 1

- Hosting 2 customer meal events and sales calls
- Joint Share Program

CD DIVERSITY, EQUITY, & INCLUSION CONFERENCE

August 29 – September 1

- 100 attendees for inaugural event

PCMA PARTNERSHIP SUMMIT

September 15-18

- Executive-level education and VIP networking event
- VGPS hosted (2) clients

UPCOMING TRAVEL



IMEX – October 11-13

- Currently we have 71 confirmed appointments (max is 90)
 - Hosting Spa Reception – 12 confirmed
 - Hosting three Dinners – 34 confirmed
 - Hosting breakfast – 11 confirmed
-



Far Hills Race Client Event – October 15

- Hosting 40 corporate customers, insurance and financial focus
-



ASAE Five Star – La Quinta Resort – October 13-16

- Exclusive for Association CEOs
-



PCMA Exhale – October 24-26

- Hosting corporate client for this event, which is focused on wellbeing and mindfulness

UPCOMING EVENTS



January 4-7, 2023

- In partnership with **La Quinta Resort & Club**
- We will host a fam for planners to attend the gala and experience the destination



March 7-10, 2023

- Strategic Partner
- Hosting exclusive FAM for **BNP Paribas Open** for top planners targeting, financial, insurance and incentive programs

STAFFING

VISIT GPS STAFF UPDATES

Operations

- Operations Coordinator
Carlos Lerma

Destination Experiences

- Destination Experiences Manager
Marta Battle

Finance

- Finance Intern
Cristian Cabrera

Tourism Development

- Tourism Development Manager
(based in UK)
Gerry Boyle

Marketing

- Graphic Designer
Denise Marley

Actively Recruiting

- Vice President of Communications & Public Affairs
- Director of Indian Wells Tourism
- Marketing Specialist

BIRTHDAYS

HAPPY BIRTHDAY !!!



Jay Mainthia

September 5



Jeffrey Bernstein

September 21



Allen Monroe

September 29



Jan Harnik

October 11



Gary Cardiff

October 19

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES

NEXT BOARD MEETING

Friday, November 18, 2022

Location: TBD