

# BOARD AND JPA MEETING

Friday, January 25, 2019  
Hyatt Regency Indian Wells Resort & Spa

# EDWARD M. TAUBER



CSUSB Palm Desert Campus Advancement Board Member  
Hospitality Program Fundraiser Event (Mardi Gras) Chair



# Mardi Gras Masquerade Ball

*To Benefit:*

*Cal State San Bernardino  
Palm Desert Campus  
Hospitality Management Program*

**February 16, 2019 • 6pm**

at JW Marriott  
Desert Springs  
*(Mardi Gras or Cocktail Attire Requested)*

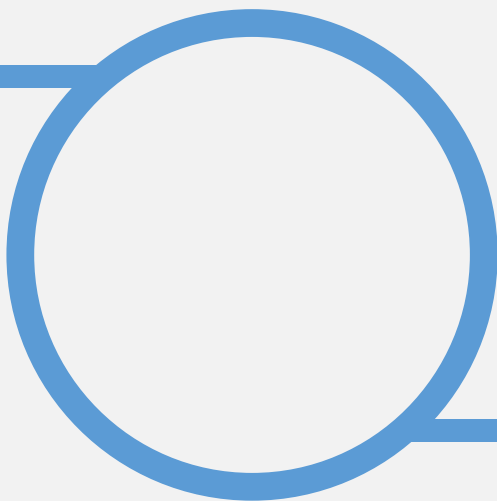


In Partnership With:



**For More Info: 760-341-2883 ext: 78140**

**[www.DesertMardiGras.com](http://www.DesertMardiGras.com)**



Edward M. Tauber

**CSUSB Palm Desert Campus Advancement Board Member**  
**Hospitality Program Fundraiser Event (Mardi Gras) Chair**

- Volunteer at Cal State PD
- President, Brand Extension Research
- Professor & Chairman, Marketing Department, University of Southern California
- Senior Vice President, Saatchi & Saatchi
- Director of Research, Nestle' Carnation
- PhD in Business – Cornell University
- Taught one semester (!) in Cornell Hotel School



# Bachelors in Administration

## Hospitality Emphasis



California State University San Bernardino  
Palm Desert Campus

# Dean's Objectives



Become a  
destination  
campus that draws  
resident students  
from outside the  
valley



Have our  
students remain  
in the valley  
upon graduation



Increase our  
student body size  
to build the  
necessary scale  
to achieve  
excellence



Build out the  
campus given the  
Palm Desert gift  
of additional 114  
acres

# Demand Driven Education

The Coachella Valley has  
the lowest rate in  
California of High School  
graduates receiving a  
college degree:

9%

Many who graduate here  
with a B.A. are forced to  
leave the valley in order to  
find employment that  
offers college level wages.

There are only three fields  
that of significant size here:

Hospitality

Medical

Agriculture

# Benefits of the Program

01

**The University:** Gain notoriety both in the area and eventually throughout the state, country and world to become a destination campus

02

**Hospitality Companies:** Graduates would form a new large pool of trained employees with management education and work experience (internships)

03

**Cal State Students:** Graduates would get a career not just an education and degree and would not have to leave the valley for employment





### **What**

BA degree program in management with an emphasis in hospitality management – now approved by faculty. Course list created.



### **Where**

In the current campus buildings. Eventually at a new dedicated building on campus to house the program



### **How**

Recruiting now for a Director of the program who will be the champion and teach. Local practitioners will be asked to provide internships and to lecture in courses

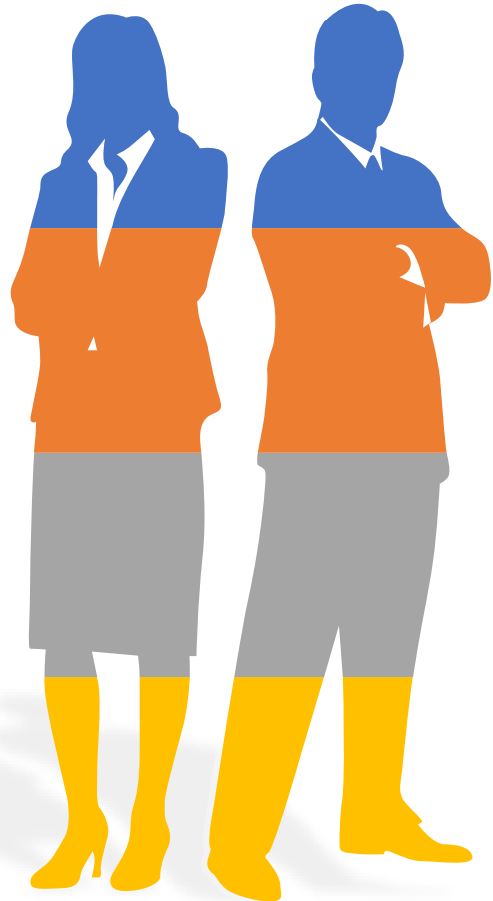


### **When**

NOW. First two years are core business classes. Second two years are hospitality courses and internships

# Challenge

## Attract College Students to Enter Hospitality Management



- **Every student in the valley knows someone who works in hospitality – their relatives, friends or even themselves.**
- **Unfortunately, most people they know are doing low-skilled, low-paid work: making beds, washing dishes, etc.**
- **Our Challenge: Educate these prospective students about the managerial opportunities in the hospitality industry and raise money for scholarships.**

Have a Signature Annual Event



Mardi Gras Masquerade Ball



## Objectives

- **Raise awareness about the university and the hospitality program**
- **Raise money for scholarships for potential hospitality students**

# Sponsors of the Event



# How You Can Help

Become a sponsor and/or  
donate to the Mardi Gras  
hospitality fundraising effort

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Contribute silent  
action items for  
the event

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Buy tables or  
tickets to the  
ball

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Take students as  
interns to teach them  
the business

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Offer to  
lecture in the  
classroom

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Hire graduates to  
work in local industry

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CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO  
**PALM DESERT CAMPUS**

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Thank You

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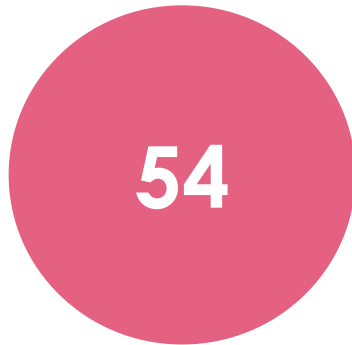
# BOARD AND JPA MEETING

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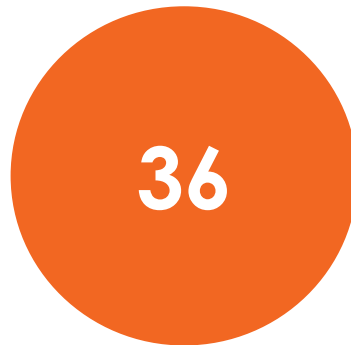
# CONVENTION SALES

## CONVENTION SALES PRODUCTION - December 2018

EXISTING LEADS



NEW LEADS



BOOKINGS



ROOM NIGHTS



CONVENTION SALES PRODUCTION - 2018 Year-End

EXISTING LEADS



NEW LEADS



BOOKINGS



ROOM NIGHTS



2018 ANNUAL GOALS

1,040

688

365

216,500

# 2018 Highlights

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Site Experience program

Reinstated DOS(M) meetings

Client engagement  
through events

Social media outreach

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41

Shows  
Attended

29

Client  
Events

19

Joint Share  
Events





# CONVENTION SALES – Joint “Palm” Adventures



66 Attendees



99 Organizations Represented

# CONVENTION SALES – Holiday Showcase



1,200  
Attendees

175  
Booth  
Attendees



# PALM SPRINGS INTERNATIONAL FILM FESTIVAL

## FAM SCHEDULE

Welcome Reception

Spa & Golf

Hair & Make-Up

Sites

Film Awards Gala

And Afterparty



## CLIENT ATTENDEES

10 Convention Sales  
Clients + 6 guests

4 Travel Industry  
Professionals

2 Film Scouts  
+ 2 guests

2 Media  
+ 2 guests

**THANK YOU!**

JW Marriott Desert Springs Resort & Spa

Westin Mission Hills Golf Resort & Spa

# CONVENTION SALES – Sand Storm Lacrosse, Empire Polo Club

386

teams

18k

attendance

26

hotels

4,400

room nights



January 19-20 Championship Tournament



# CONVENTION SALES – Social Media

## Meetings Awareness Campaign Update



Results since October launch  
through December

1,012,698  
impressions

2,231  
clicks



## CONVENTION SALES – 2019 Team Focus and Goals

**LEADS**



**NEW LEADS**



**BOOKINGS**



**ROOM NIGHTS**



*Thank you Board Liaisons: Tom Scaramellino & Jamey Canfield!*



# CONVENTION SALES – Upcoming Travel

## FEBRUARY 2019

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**SoCal Specialty Market Sales Calls**  
February 20-21

## MAY 2019

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**San Francisco Sales Mission**  
San Francisco & Bay Area

**Midwest Sales Mission**  
Cities TBD

## MARCH 2019

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**CalSAE Elevate**  
Greater Palm Springs  
March 29 - April 1

**Spring SoCal Sales Mission**  
Los Angeles & Orange County

## JUNE 2019

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**Southeast Sales Mission**  
Cities TBD

**Sacramento Sales Mission**

**Washington D.C. Sales Mission**  
Greater Washington D.C.



# TRAVEL INDUSTRY SALES

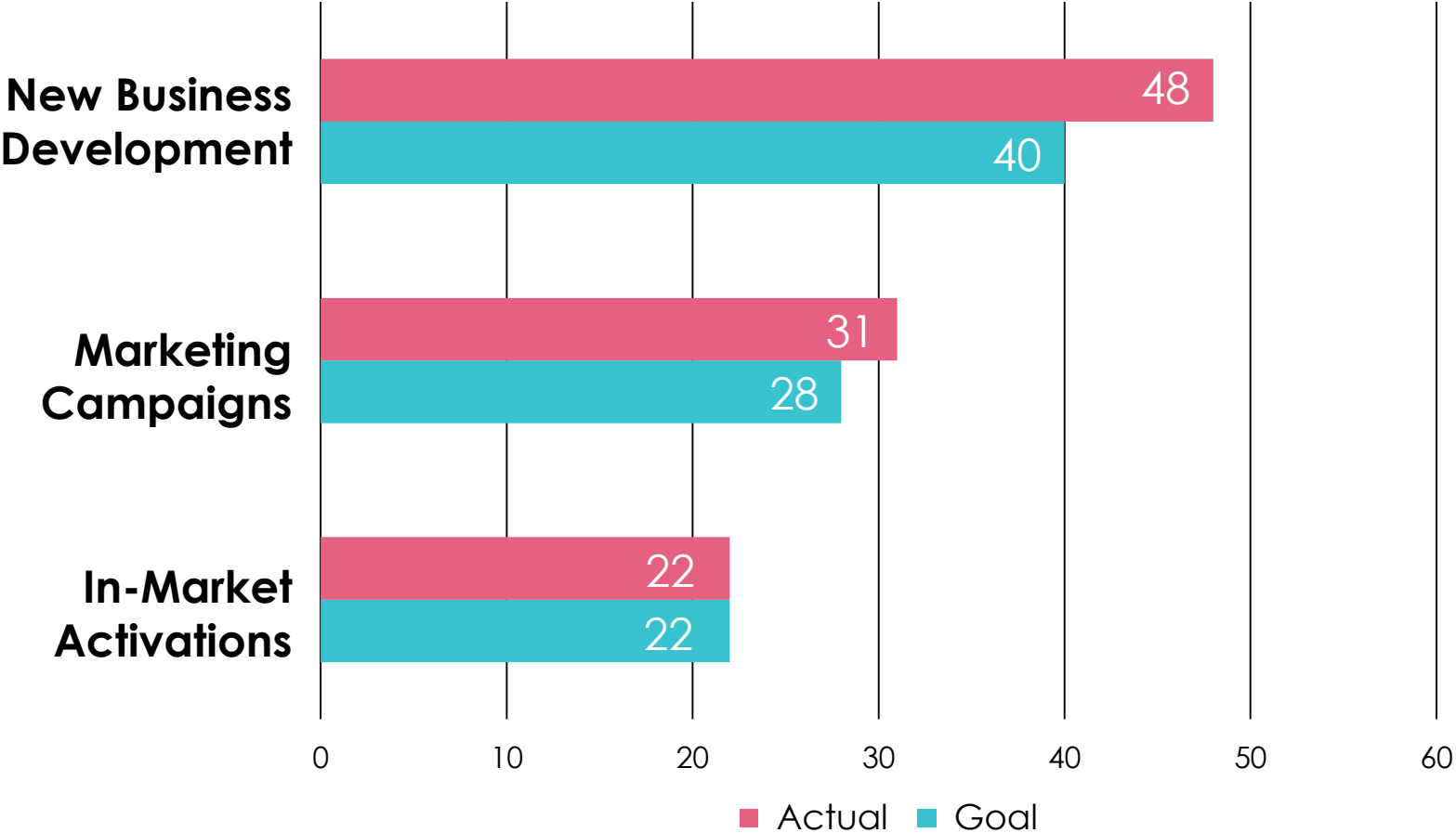
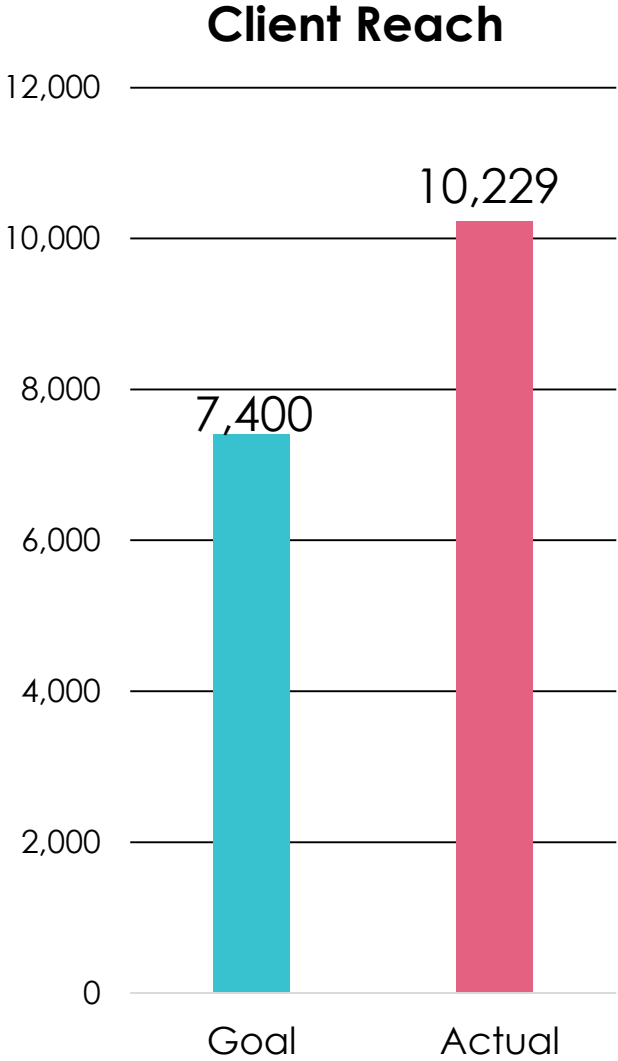
# TRAVEL INDUSTRY SALES

## 2018 FUN FACTS



31 countries reached  
25 tradeshow and missions  
292 clients hosted in Greater Palm Springs

# TRAVEL INDUSTRY SALES – 2018 Goals & Achievement



# TRAVEL INDUSTRY SALES – 2019 Team Focus

**1** **Conduct 100 Programs**  
FAMs, missions, client events, trade shows

**2** **Additional Marketing Alliance**  
with two Southern California DMOs  
**NEW**

**3** **“Bleisure” & Mice Business**

**4** **Enhanced Client Destination Visits**  
**NEW**

**5** **Marketing Synergy**  
CVB PR & Marketing teams,  
Visit California and Brand USA

**6** **Partner Engagement & Guidance**

# TRAVEL INDUSTRY SALES – 2019 Goals

## BUILD

Scandinavia South Korea  
India Japan Italy

## GROW

Australia Germany UK  
France China

## STRENGTHEN

Canada Mexico  
USA

FOCUS ACCOUNTS FOR EACH MARKET

Focus on 5-8 key tour or receptive operators in each of our international markets.

Develop collaborative marketing programs with the operators.

Strengthen our presence in luxury product programs.

Develop trackable room night campaigns to grow off season and midweek business.

Measure annual room night growth to direct future global market strategies.

*Thank you Board Liaisons: Rolf Hoehn & Tim Ellis!*



# MARKETING

# MARKETING - 2018 Impressions Generated



up 29%

total impressions from 2017



475.4 million

out-of-home impressions



33.7 million

print impressions



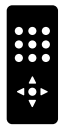
179.4 million

online advertising impressions



39.3 billion

television impressions



2.3 million

television spots



40.6 billion

total impressions generated

# MARKETING – Fall/Winter 2019 CO-OP Partners



JANUARY – MARCH

JANUARY – FEBRUARY  
BILLBOARD

OMNI® HOTELS  
& RESORTS  
rancho las palmas | palm springs



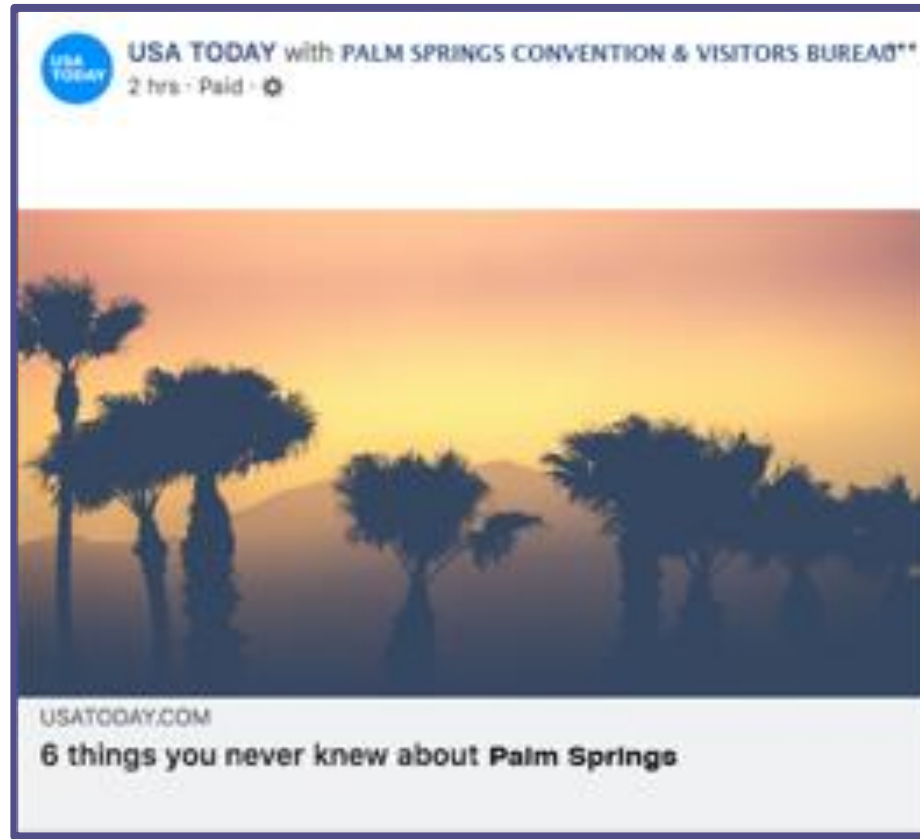
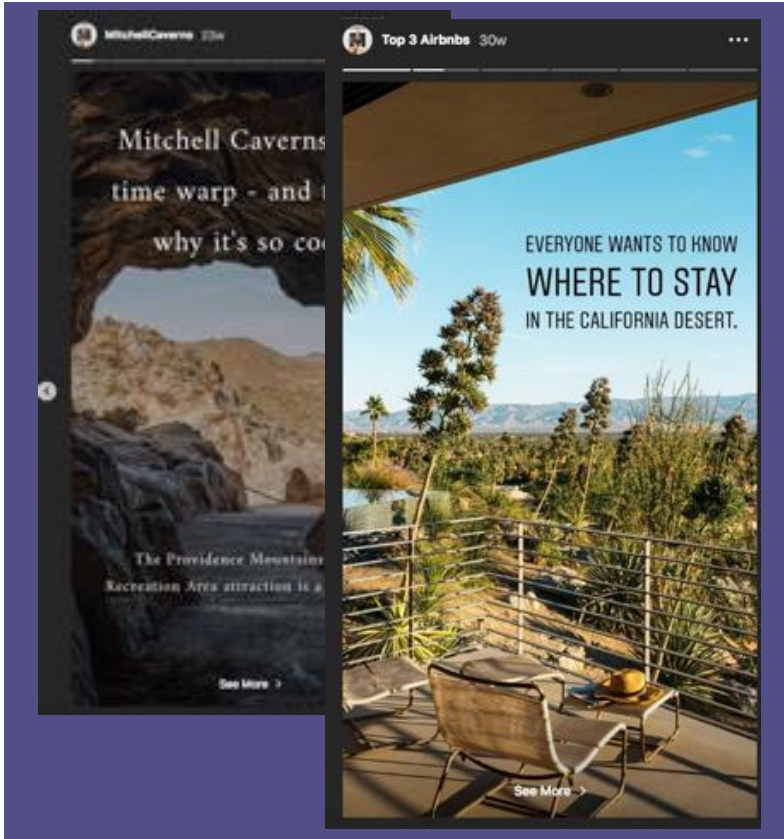
JANUARY – APRIL

# MARKETING - Winter 2019 CO-OP Partners – New Spots





# MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

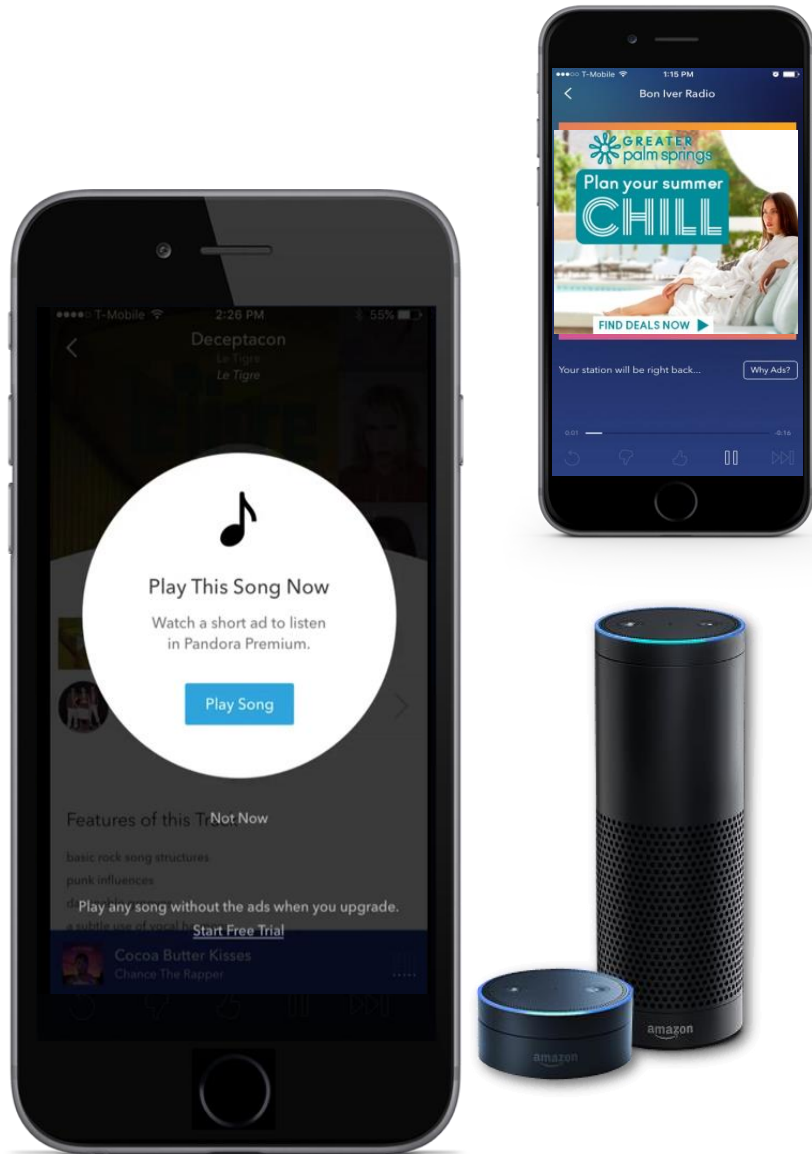


Social posts, ad units & promotional headlines included each month

5M impressions throughout campaign

# MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

pandora®



Video plus forced-view mobile ads

Connected home audio advertising  
(Alexa, Google Home, Roku, smart  
televisions, etc.)

Added-value mobile ads

# MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

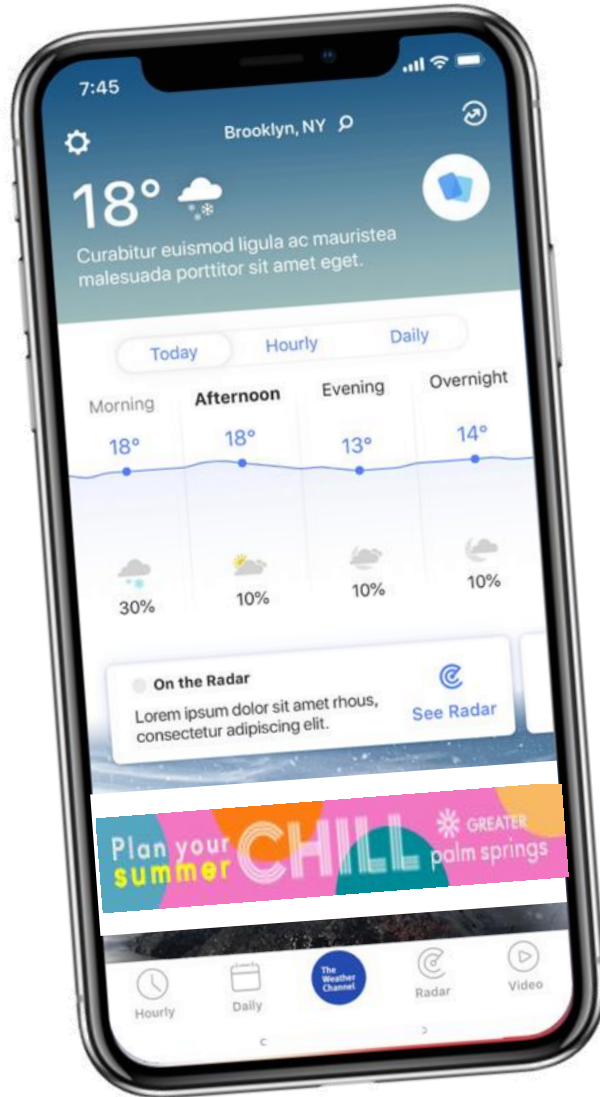
## EDGEMEDIA NETWORK

- Homepage and geo-targeted ads on desktop and mobile
- Travel section video
- 3-part native editorial series
- Dedicated emails and social media posts
- Event geofence sponsorship (e.g., LA Pride)
- 7.8M impressions throughout campaign





# MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives



Mobile and desktop  
weather-triggered ads  
in select getaway  
and vacation markets



2.4M  
impressions  
throughout campaign



# MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

Expanding seasonal  
billboard time frames  
in New York,  
Los Angeles &  
San Diego

Los Angeles  
and San Diego  
will now have  
year-round  
coverage



emc outdoor



# MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

## Connect

New initiative for 2019  
1.6M impressions



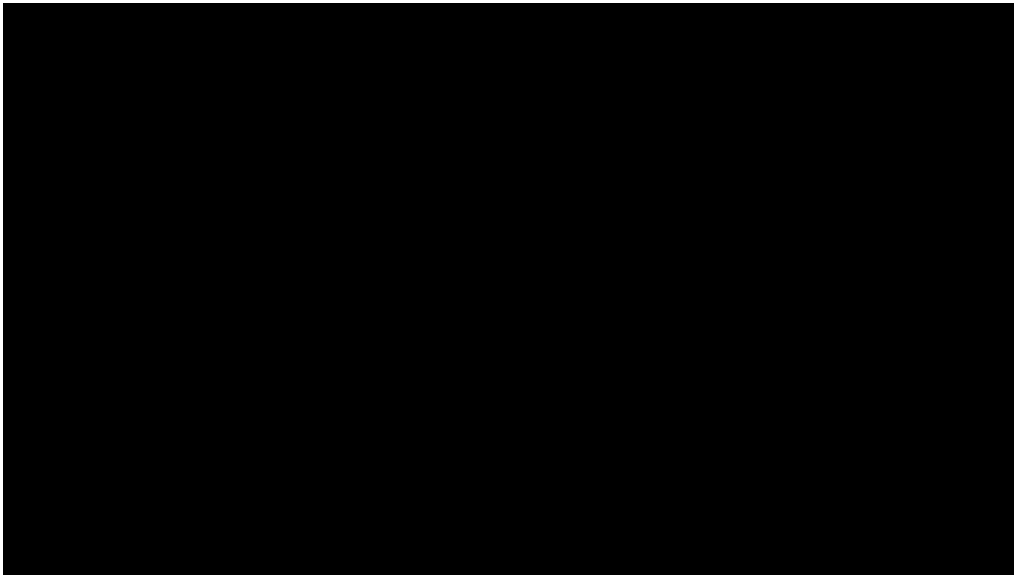
Largest meeting  
planner organization



500K+ meeting professionals



Top third-party lead generator,  
producing the most CVB leads



7:30 a.m.	Breakfast / Networking / Partner Showcase
8:30 a.m.	Introduction / 2018 Overview / 2019 Initiatives & Vision
9:30 a.m.	Break / Partner Showcase
10:00 a.m.	Digital Partner Presentations
11:15 a.m.	Wrap-Up / Partner Showcase

## GUEST SPEAKERS



# DIGITAL MARKETING

# DIGITAL MARKETING - 2018 Website Overview



Transitioned website to  
Simpleview platform



Added revenue  
generators



audioeye

Integrated AudioEye for  
ADA compliance



Implemented  
dynamic content



Hotel and air booking data for website visitors  
and users exposed to digital advertising

# DIGITAL MARKETING - 2018 Website Overview & 2019 Goals

## Organic Search

	2017	2018	YOY
Users	330,230	631,254	↑ 91%
<b>Sessions</b>	<b>408,100</b>	<b>805,080</b>	↑ <b>97%</b>
Pageviews	1,053,744	1,608,134	↑ 53%
Bounce Rate	44.0%	29%	↓ 35%

## Overall Traffic

ACTUAL 2,928,774

GOAL 2,900,000

## 2019 GOALS

Target more highly engaged website traffic.

Sessions  
2,700,000

## Engagement Metrics

	CVB Goals	Industry Average
Session Duration	2:30	1:53
Pages/Sessions	2.22	2.08
Bounce Rate	29%	54%

Thank you Board Liaison: Celeste Brackley & Bob Schneider!

# DIGITAL MARKETING – 2019 Goals

## EXPLORE OUR DINING SCENE

Search All  
Restaurants

Happy Hour

Casual Dining

Family-Friendly  
Dining

## ARTS & CULTURE RESOURCES

Art Galleries

Historic &  
Celebrity Homes

Museums

Performing Arts

## THE 9 PILLARS OF LIVING YOUR WELLEST

Spa Experiences

Fitness

Outdoor Adventures

## FIND YOUR ADVENTURE. GET OUTSIDE.

Bicycle & Off-Road  
Rentals

Jeep & Humvee

Hiking & Rock Climbing

Target voice search

Target Position Zero in search

Further personalize the user experience

Build SEO with keyword phrases, events and listings to increase organic traffic

Continue to improve user experience and engagement with CRO testing

# DIGITAL MARKETING - 2018 Content Overview

## 2018 Blog Post Results

Pageviews	974,830
Avg. Time on Page	2:37
Bounce Rate	41%

## 2018 Email Marketing Results

List Growth	197%
Open Rate	28%
Click-Through Rate	7.6%

## Top-Five Blog Posts

- 1 30 Free Things to Do in Greater Palm Springs
- 2 Hot Water Guide to Desert Hot Springs
- 3 New Year's Eve Events in Greater Palm Springs
- 4 Plan the Ultimate Greater Palm Springs Bachelorette Party
- 5 New Restaurants to Visit in Greater Palm Springs (Fall 2018)



# DIGITAL MARKETING - 2019 Focus

## Blog Posts

Google

free things to do in palm springs

All Maps Shopping Images News More Settings Tools

About 51,000,000 results (0.60 seconds)

Free Things To Do In Palm Springs | Find Free Things to Do & More  
Ad [www.visitgreaterpalmsprings.com/free-activities](http://www.visitgreaterpalmsprings.com/free-activities)

From Diverse Outdoor Adventures to Historic Culture, Discover **Free** Fun Here! Find Your Oasis. Classic with a Twist. Renowned Art & Culture. Soak Up Some Culture. Historic Architecture. Awarded Best Small City. **Get** Your Chill On. A Top Foodie Destination. Farm to Fork Dining. Savor Local Flavor. [Free Visitors Guide](#) · [Outdoor Adventures](#) · [Breweries & Wineries](#) · [Local Events](#) · [Local Dining](#)

**30 Free Things to Do in Greater Palm Springs**

- **Palm Springs Art Museum.**
- **VillageFest.**
- Free Hiking.
- Historical Society and **Museum** of Palm Desert.
- **Cabazon Cultural Museum.**
- Night Adventures in the Monument.
- **Palm Springs Art Museum in Palm Desert.**
- **Fritz Burns Park.**

More items... • Jan 11, 2019

**30 Free Things to Do in Greater Palm Springs - Free Fun!**  
<https://www.visitgreaterpalmsprings.com/.../30-free-things-to-do-in-greater-palm-springs...>

www.10best.com

About this result Feedback

Optimize for Position Zero and voice search

SEO-driven content strategy

**Google Home**

“What are some free things to do in Palm Springs?”

# DIGITAL MARKETING - 2019 FOCUS



The image shows the header of the Greater Palm Springs convention & visitors bureau website. At the top left is the logo, which consists of a stylized sunburst icon followed by the text "GREATER palm springs" and "convention & visitors bureau" below it. To the right of the logo are five social media icons for Facebook, Instagram, Twitter, YouTube, and LinkedIn. Below the header is a large video player showing a lush green landscape with mountains in the background. A red play button is centered over the video. Below the video player is the text "WATCH: Discover the Palm Oases with Wander List". At the bottom of the page are two smaller images. The left image shows a person hiking on a rocky trail, with the caption "10 Hikes to Kick Your Butt Back into Shape". The right image shows a couple jumping into a swimming pool, with the caption "Chill Deals for Your Next Visit to Greater Palm Springs".

GREATER palm springs  
convention & visitors bureau

WATCH: Discover the Palm Oases with Wander List

10 Hikes to Kick Your Butt Back into Shape

Chill Deals for Your Next Visit to Greater Palm Springs

## Email Marketing

Use automation to  
increase engagement

Personalize emails  
based on interests

# DIGITAL MARKETING – 2018 Social Media Highlights

## Influencer Campaign Totals

1.5 M  
impressions

213k +  
engagements

555k +  
video views

♥ 19,782



@xo.rachelpitzel

♥ 4,309



@casydy

♥ 10,756



@iamdawnmccoy

♥ 4,891



@lizzieinlace

jetBlue Sweepstakes



# DIGITAL MARKETING – 2018 Social Media Highlights



Dawn McCoy  
Takeover



Coachella Valley  
History Museum



Chill  
Challenge



YouTube, Facebook, Twitter

# SOCIAL MEDIA - 2019 Goals



FACEBOOK	2018 Goal	2018 Actual	2019 Goal
Fans	350,000	350,564	370,000
Video Views	1,050,000	2,666,487	1,300,000
Engagement	31,000	61,785	80,000



INSTAGRAM	2018 Goal	2018 Actual	2019 Goal
Fans	22,000	19,899	25,000
Video Views	N/A	N/A	1,000,000
Engagement	43,000	329,015	500,000



TWITTER	2018 Goal	2018 Actual	2019 Goal
Fans	48,000	41,533	45,000
Video Views	N/A	N/A	500,000
Engagement	2,800	17,390	20,000

*Thank you Board Liaison: Celeste Brackley & Bob Schneider!*

# SOCIAL MEDIA - 2019 Trend



## Personalized Experiences

Increase awareness  
of destination +  
brand

Drive demand  
for experience

Maximize the  
visitor experience



Proactive Engagement

Twitter Chats

Instagram Stories

Live Streaming





# SEASON 1

## Craft

**PAULBAR – November 20, 2018**  
Palm Springs

**BOOTLEGGER TIKI – December 6, 2018**  
Palm Springs

**AC3 – December 19, 2018**  
Palm Desert

**MORGAN'S OF THE DESERT – January 16, 2019**  
La Quinta

**THE PINK CABANA – January 24, 2019**  
Indian Wells

**EDGE STEAKHOUSE – February 7, 2019**  
The Ritz-Carlton, Rancho Mirage

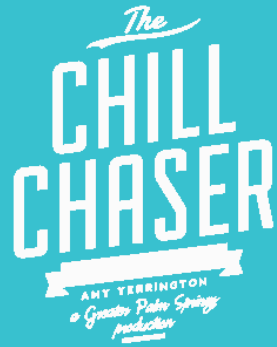
**LAVENDER BISTRO – February 21, 2019**  
La Quinta

**TRUSS & TWINE – March 7, 2019**  
Palm Springs





# SEASON 3



Pickleball - November 5, 2018

Rancho Mirage Observatory – December 1, 2018

Palm Springs ModSquad – January 25, 2019

Night Golf at Indian Wells – *early February*

Doggie Friendly Travel – *end of February*

Art Galleries – *early March*





# SEASON 3

## WANDER *List*

Palm Oases  
December 17, 2018

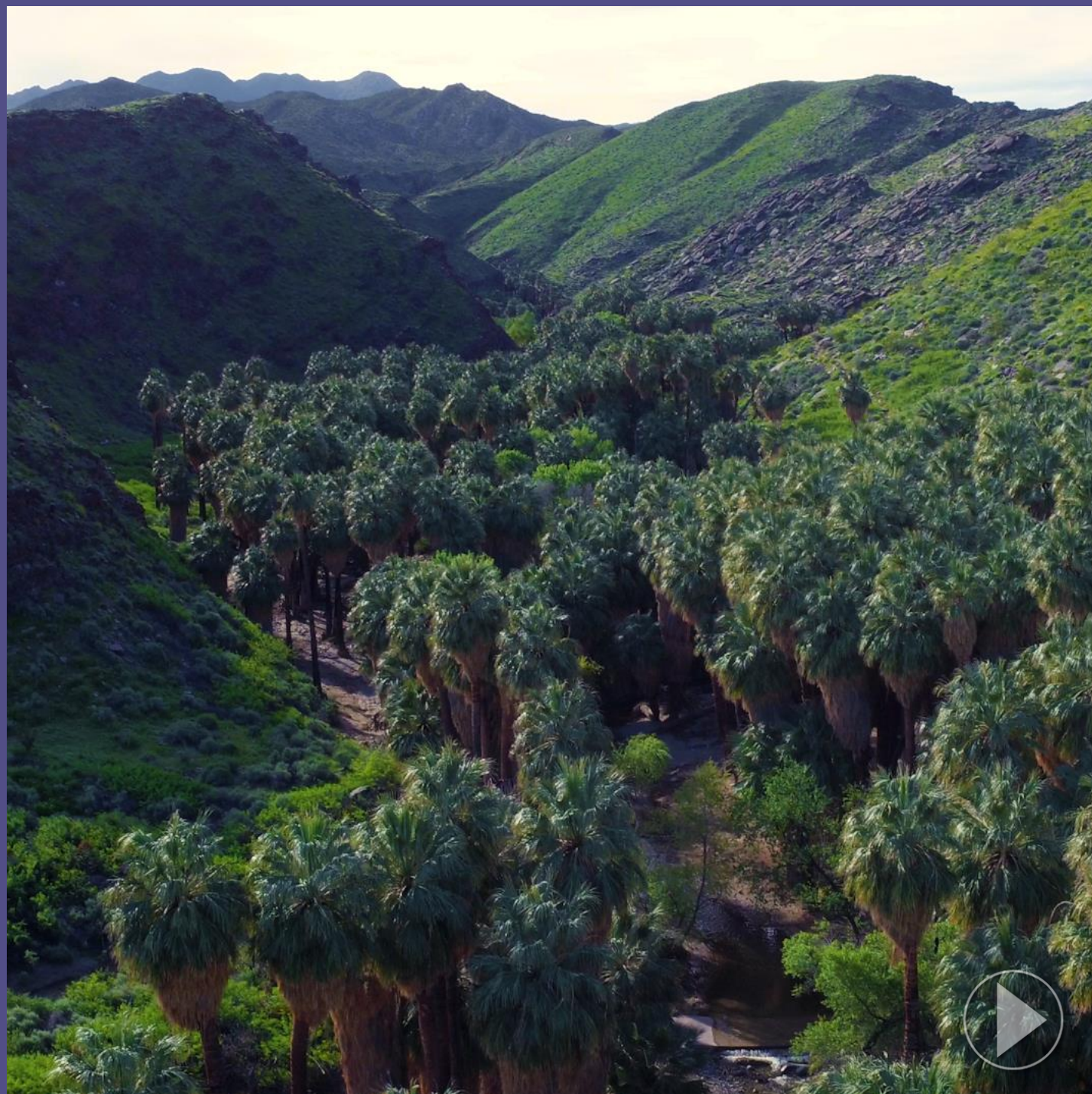
Vintage Shopping  
January 2019

Unique Boutiques & Historical Small Hotels  
February 2019

Vacation Rental Gems  
March 2019

Coachella Valley History Museum  
April 2019

Desert Harvest  
May 2019



# COMMUNICATIONS



# COMMUNICATIONS - 2018 Overview



## AD VALUE

Goal	\$32,000,000
Final	\$43,000,000

CIRCULATION  
2.4 Billion

## MEDIA ASSISTS

Goal	1,900
Final	1,911



# COMMUNICATIONS - 2018 Highlights

hosted  
media



707 total guests





# COMMUNICATIONS - 2018 Highlights

## Featured coverage of Greater Palm Springs

571 articles

AFAR



## The Barcelona Principles' Scale

1. Rates earned media based on: Story Type, Media Tier, Visuals, URL and coverage placement.
2. Scores for earned media will range from a low of 2 points to a high of 10 points.

POINTS GOAL

3,650

MEDIA ASSISTS GOAL

2,000

TRACKING

Ad Value  
Circulation/Impressions

*Thank you Board Liaison: Greg Purdy!*

# COMMUNICATIONS – Upcoming Initiatives

## JANUARY 2019

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### **Visit California NYC**

International Media Marketplace

## FEBRUARY 2019

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### **Desert X**

### **Outlook Forum**

### **JetBlue Launch Boston**

## MARCH 2019

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### **Mexico Media Mission**

### **German Press FAM with San Diego**

## APRIL 2019

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### **Visit CA**

Korea/Japan Media Mission

### **Goldenvoice**

Arts & Culture



## 2018 Highlights

### **American Film Market**

Exhibited with Riverside County  
Film Commission in November

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### **Hosted first joint Location Scout FAM**

with Riverside County  
Film Commission

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### **Samantha Brown's "Places to Love" travel show on PBS**

Secured and coordinated production of GPS episode  
for the second season



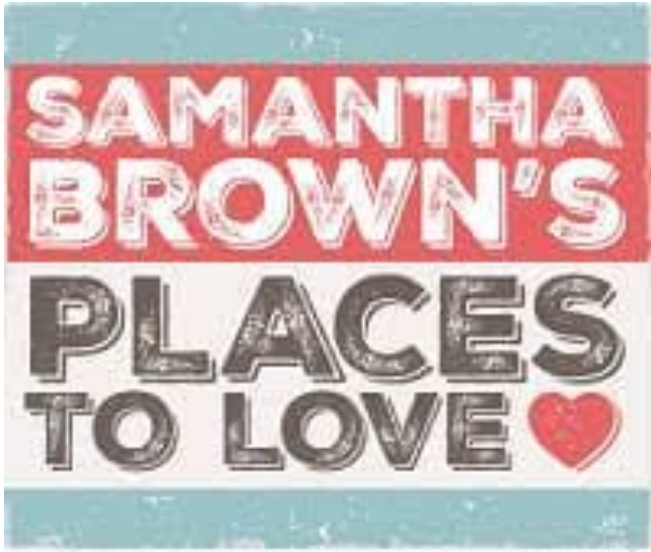
## 2019 FOCUS & GOALS

Host two valley-wide  
Location Manager  
FAMs in 2019

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Continue to promote the destination at  
production industry deskside  
meetings in Los Angeles

# COMMUNICATIONS - PBS Broadcast



Aired **Jan 9<sup>th</sup>** on PBS

**101** PBS stations

Running for **2** years







# PARTNERSHIP

# PARTNERSHIP – 2018 Achievements

15

CVB  
events

144

Community  
events attended

2,543

Partners  
attended

2,192

Visitors to the  
visitors center

2,278

Partner  
referrals

22

Countries  
represented

# PARTNERSHIP - Events

January 31

The Living Desert Zoo and Gardens  
Meet & See

Palm Desert



February 7

GPS NEXT Tourism  
Overview & Insights

Rancho Mirage

February 21

Babe's Bar-B-Que & Brewery  
Meet & See

Rancho Mirage



April 30

CV Repertory Theatre  
Meet & See

Cathedral City



# GIVING BACK

CVB volunteers sorted **11,800** pounds of donations at FIND Food Bank

**24** CVB volunteers walked **5k** for American Heart Association



Aspen Mills – Lunch to the TSA Agents – January 25, 2019

LifeStream – CVB Blood Drive – March 15, 2019

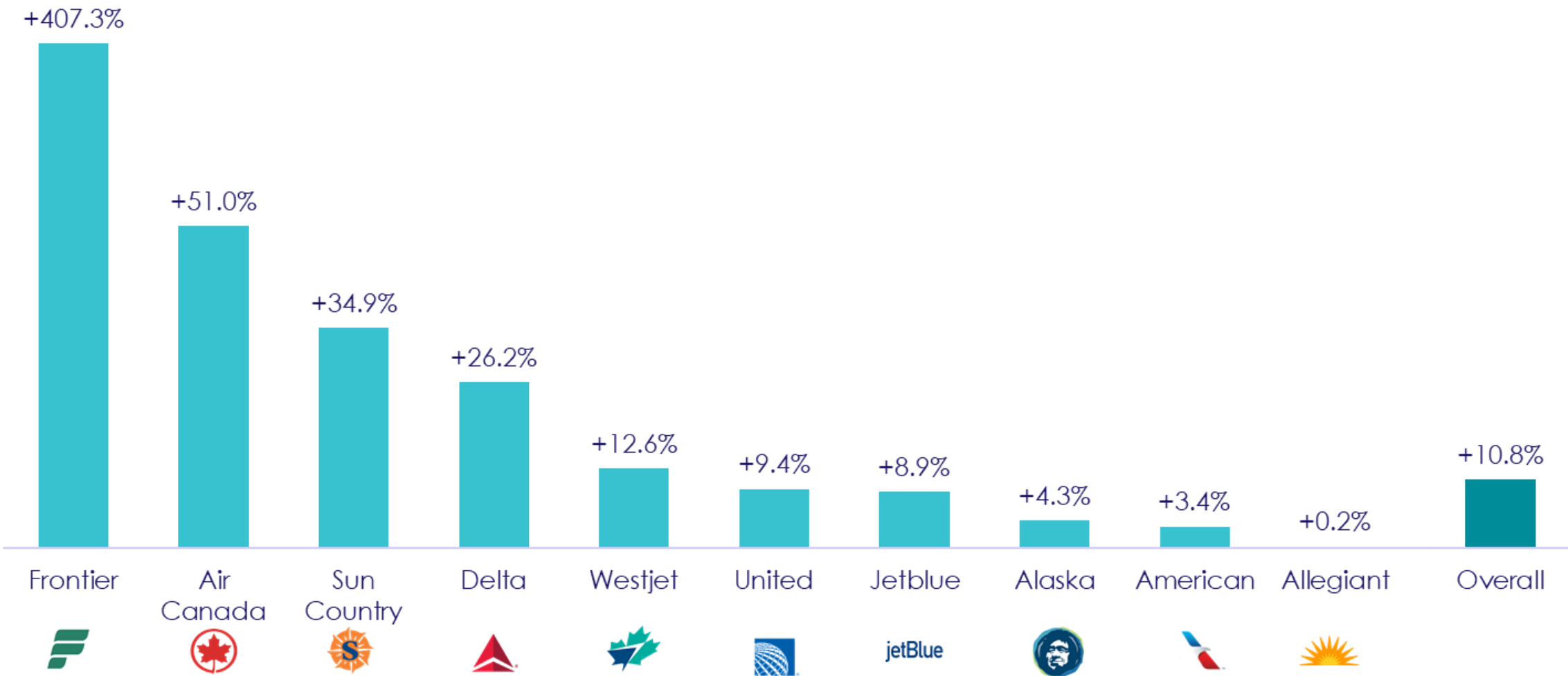
FIND Food Bank Telethon – April 5, 2019





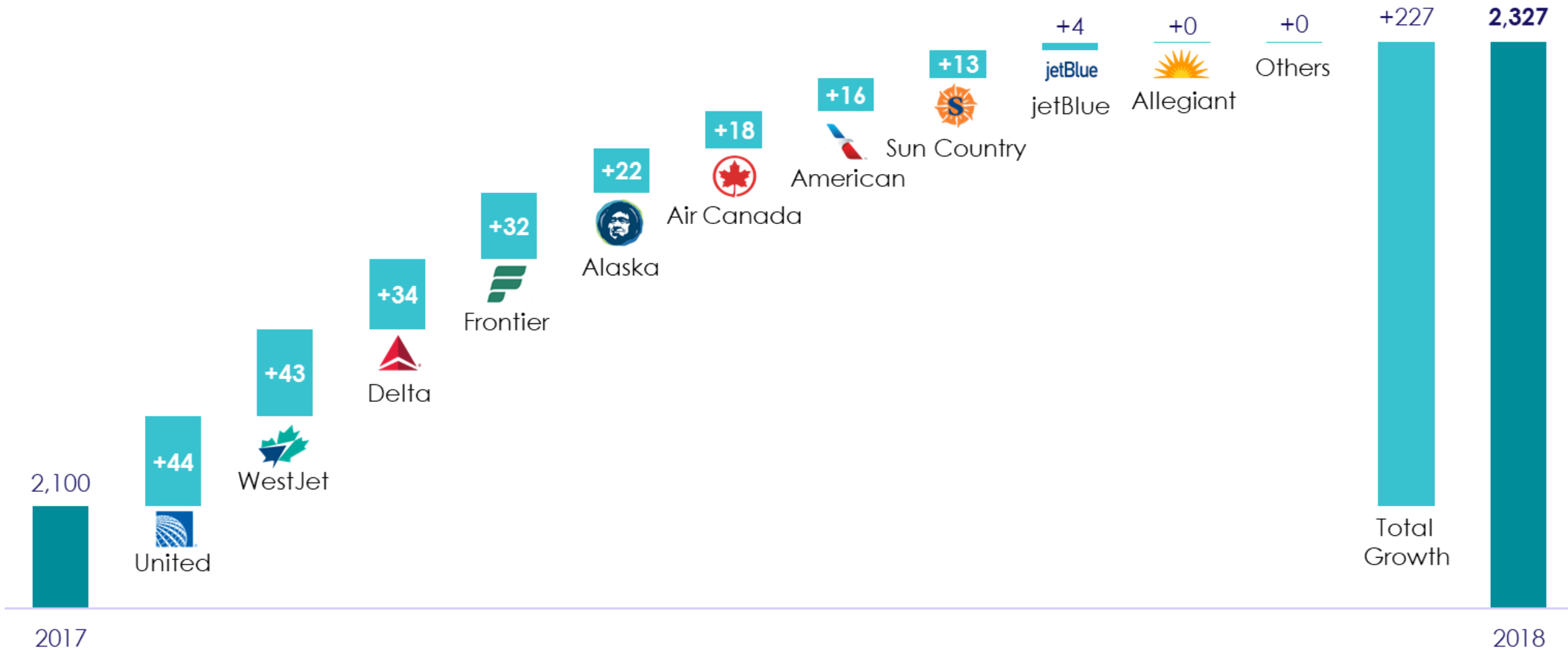
# DESTINATION DEVELOPMENT

# 2018 AIRLINE PASSENGER GROWTH AT PSP



Note: United includes UA operated by SkyWest; Delta includes Compass & DL operate by SkyWest; Alaska includes Virgin America; American includes Mesa & AA operated by SkyWest.  
Source: Palm Springs International Airport; GPSCVB; Ailevon Pacific Aviation Consulting

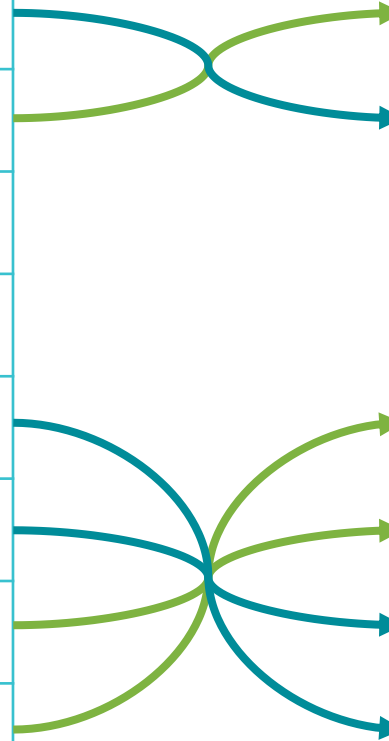
# AIRLINE PASSENGER GROWTH BY AIRLINE



Note: United includes UA operated by SkyWest; Delta includes Compass & DL operate by SkyWest; Alaska includes Virgin America; American includes Mesa & AA operated by SkyWest.  
 Source: Palm Springs International Airport; GPSCVB; Ailevon Pacific Aviation Consulting

# IN 2018, ALASKA REMAINED OUR #1 AIRLINE FOR PASSENGERS

2017 Rank	Airline
1	Alaska
2	American
3	United
4	WestJet
5	Delta
6	Allegiant
7	jetBlue
8	Sun Country
9	Air Canada
10	Frontier



2018 Rank	Airline
1	Alaska
<b>2</b>	<b>United</b>
<b>3</b>	<b>American</b>
4	WestJet
5	Delta
<b>6</b>	<b>Air Canada</b>
<b>7</b>	<b>Sun Country</b>
<b>8</b>	<b>jetBlue</b>
<b>9</b>	<b>Allegiant</b>
10	Frontier

# MARKETING – Airline

## NEW Non-stop service

**Begins February 14, 2019**

Hosting media on inaugural flight

Hosting Network Planners in GPS

## Cable TV Timeframe

**November – March**

8,000 spots/month

## Digital/Social Campaign

**32 Million Impressions**





# AIR SERVICE DEVELOPMENT - Objectives in 2019

## PSP AIR SERVICE DEVELOPMENT VISION:

Nonstop, year-round,  
competitive and sustainable  
air service to the largest visitor  
source markets in the U.S. &  
Canada, with exceptional  
airline relationships

### EXISTING MARKETS

**EXTEND** services into shoulder and summer season

**INCREASE** number of markets with multiple airline options

**BRING** new airlines to Palm Springs

### NEW MARKETS

**SECURE SERVICE** from San Jose, Las Vegas, Sacramento,  
Oakland, Detroit, Los Angeles, D.C. & Philadelphia

**WORK OPPORTUNISTACALLY** in international, long-haul  
markets by leveraging pre-clearance

### NEW STRATEGY

**TARGET** key industry publications read by network planners via our target airlines

# 2019 Sales & Marketing Plan

# 2019 SALES & MARKETING PLAN GREATER PALM SPRINGS

## STRATEGIC PLAN

### STRATEGIC PLAN

#### DESTINATION DEVELOPMENT PLAN

In 2019, the CVB continues to build momentum as we look toward the future of Greater Palm Springs in the context of a long-term destination development strategy. The CVB and the region's tourism industry leaders have made significant progress since the unveiling of the Destination Development Plan in spring 2016.

The plan, based on extensive research conducted by two leading strategic agencies, features more than 85 individual recommendations. The recommendations are targeted to meet the primary goal of attracting more than 16 million visitors to the valley by 2026. Collaboration with our Partners is integral to the success of this master plan.

Working together, we seek to implement innovative tactics and meet any challenges in our ever-changing tourism industry.

HOME

Vision & Mission

CVB Boards

**Strategic Plan**

Research

Convention Sales

Travel Industry Sales

Destination Marketing



# NEXT MEETING

## Friday, March 22, 2019