

BOARD AND JPA MEETING

Friday, March 22, 2019
Agua Caliente Resort Casino Spa Rancho Mirage



MARKETING

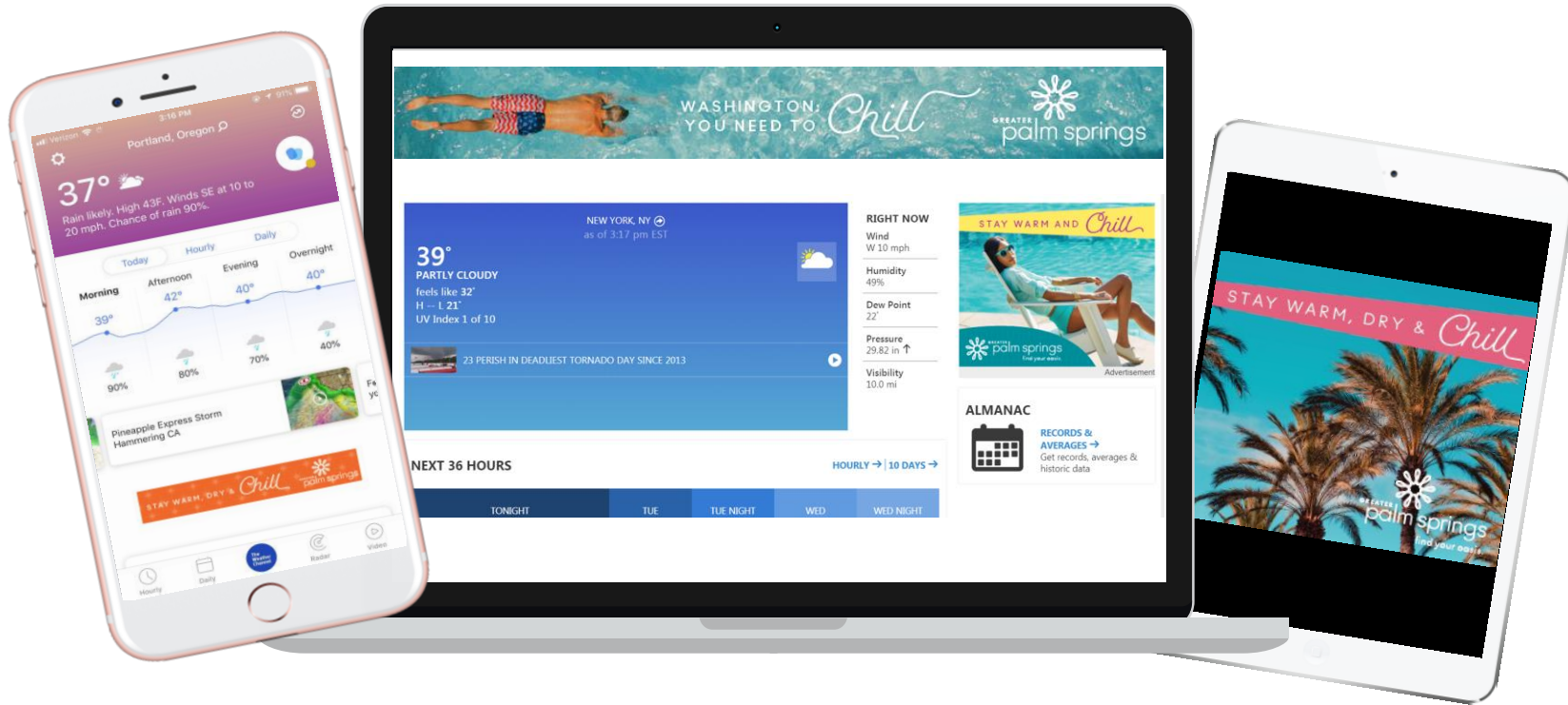
SUMMER 2019 CO-OP PARTNERS



TOTAL SPOTS
631,773

Time Frame: May-August **Impressions:** 120M+ **Spots:** 4,660+ **Cost:** \$25,000

2019 NEW MEDIA



Targeting fly markets with
weather-triggered ads during
the coldest winter months

**The
Weather
Channel**

505,686
impressions

3,290
clicks

2019 NEW MEDIA – AIRLINE WEEKLY

Skift
AIRLINE
WEEKLY.

7

Fleet.

Fleet Sheet

Aircraft Markets

- There will be lots to talk about at this week's ISTAT Americas conference in Orlando. It's a gathering of professionals that buy, sell, lease, finance, appraise and repair commercial aircraft. Surely, they've seen a Reuters report about **Ryanair's** possible interest in ordering 100 A321-NEOs for **Landamotion**. The report also said the airline might be interested in B737-MAX 10s—at the right price. Other hot topics sure to be addressed include Boeing's NMA, the Airbus A321-NEO XLR project, the momentum of A220s and the general state of supply and demand for aircraft worldwide, in the context of a global economy that appears to be slowing.
- Air Lease Corp. will be in attendance. ALC also presented at last week's JPMorgan conference, at which it highlighted the airline industry's enormous appetite for capital. This year alone, it said, airlines and lessors will receive \$160b in new jets. And over the next six years, they'll spend almost \$1 trillion on new planes. Another topic was the plight of **Avianca Brasil**. ALC avoided doing business with it, convinced Brazil can only support three major carriers, not four. In general, it observes that recent bankruptcy victims have mostly been carriers with sub-scale fleets or high-cost carriers like **Air Berlin** striving unsuccessfully to be low-cost. On Boeing's prospective NMA project (likely the future B797), ALC discussed some of the conflicting demands among potential buyers—some want the lowest possible unit costs, while others want, say, the maximum possible range. JPMorgan mentioned how **United** needs the plane to fly all the way to Frankfurt from its Chicago hub. All customers, though, and Boeing too, will likely demand more assurances and more testing from whatever company winds up building the plane's engines. GE, Rolls-Royce and especially Pratt & Whitney have all experienced issues with their current engine products, causing great disruption for airlines.
- Speaking of which, Rolls-Royce, in its latest earnings call, discussed its problematic Trent 1000 engines, which have caused prominent B787 operators great heartache. Executives acknowledged the "huge level of disruption" but emphasized progress in addressing the issue—**Air New Zealand** said late last month that it expects the situation to be fully resolved by September. Industry-wide, 35 Dreamliners are still grounded because of the Trent 1000 issues. But that number, Rolls says, should drop to just 10 by year end. Another Rolls product is now powering A330-NEOs. Its engines power A350s too. It was disheartened to learn **Emirates** no longer wants A380s, another wide-body for which Rolls provides engines. But it did win A330-NEO and A350 business from the Gulf carrier. The company is now developing new technology, including next-generation ultra-fan engines, perhaps relevant for a prospective A350-NEO. But Rolls no longer wants to build engines for Boeing's NMA/B797, concluding the new ultra-fan technology wouldn't be ready within Boeing's time frame.
- You'll find Rolls-Royce Trent 7000 engines on **Air Senegal's** first A330-900 NEO. The new carrier—an unimpeachable attempt by its government to create a viable national airline—will use the new planes for its critical Dakar-Paris route. The plane features 32 business class seats, 21 premium economy seats and 237 seats in economy.



Reaches airline industry planners, financiers and strategists



15 custom ads in Airline Weekly in 2019



45,000 impressions in February



Show PSP some LUV.

We have over 13 million visitors a year — a bonus for our 10 airline partners. Join us, and set your sights higher.

 **greater palm springs**
find your oasis.
visitgreaterps.com

2019 NEW MEDIA – EXPEDIA

CANADA



Launched: Feb. 8
Runs through: April
Runs again: Sept. – Dec.



Co-branded Brand USA
digital banners on Expedia
and Expedia-owned sites



\$1.5M in gross bookings



Room nights up 5.6% YOY



Airline ticket sales up 7.4% YOY

2019 NEW MEDIA – BRAND USA & EXPEDIA

MEXICO



Launched: Feb. 25
Runs through: April 22



Includes digital banners,
TV spots, editorials, Facebook
ads and co-branded Expedia
display ads



GPS NEXT RECAP



106
Attendees

88%
Rated the
overall event
"excellent" or
"very good"

86%
Would attend
again and/or
send team
members

Guest Speakers
Visit California
Expedia
Trip Advisor
Travelzoo

DIGITAL MARKETING

TRIPADVISOR + ARRIVALIST



Tracks arrivals to the destination after exposure to digital media or the CVB website via mobile device/location services

JULY 2018 – FEBRUARY 2019

	Exposures	Arrivals	APM
TripAdvisor	2,025,176	2,011	0.99
Website	4,539,967	6,915	1.52
Total	6,565,143	8,926	1.36*

*Arrivalist Benchmark APM: 0.30



Tracks booking data for website visitors and users exposed to digital advertising

DIGITAL MEDIA IMPACT

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Sept.	1,502	3,656	2.4	\$233.69	\$854,345.05
Oct.	1,788	4,300	2.4	\$232.16	\$998,302.38
Nov.	1,491	3,687	2.5	\$218.52	\$805,648.66
Dec.	1,193	2,894	2.4	\$213.56	\$618,094.76

WEBSITE IMPACT

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Sept.	527	1,406	2.7	\$228.85	\$321,762
Oct.	586	1,545	2.6	\$221.23	\$341,796
Nov.	690	1,739	2.5	\$201.84	\$351,000
Dec.	718	1,708	2.4	\$200.34	\$342,183

SEO CONTENT

ORGANIC SEARCH (JAN-FEB)

	2018	2019	YOY
Users	79,137	175,747	↑ 122%
Sessions	94,172	220,352	↑ 134%
Pageviews	217,918	438,916	↑ 101%
Bounce Rate	41.61%	18.77%	↓ 56%

TOTAL SESSIONS (JAN-FEB)

723,606
1.4M Pageviews



SEO strategies to optimize landing pages and blog posts are continuing to drive increased organic traffic to the website



Partner referrals from organic traffic: **35,041**

TOP BLOG POSTS



Hot Water Guide to
Desert Hot Springs



30 Free Things to Do in
Greater Palm Springs




Plan the Ultimate Bachelorette
Party in Greater Palm Springs



Your Guide to
Modernism Week 2019



How to See Desert X




THINGS TO DOEVENTSEAT & DRINKSTAYDEALSOUR 9 CITIESTRIP PLANNING

[← Back to Previous Page](#)

'Hot Water' Guide to Desert Hot Springs: Hot Springs in Palm Springs

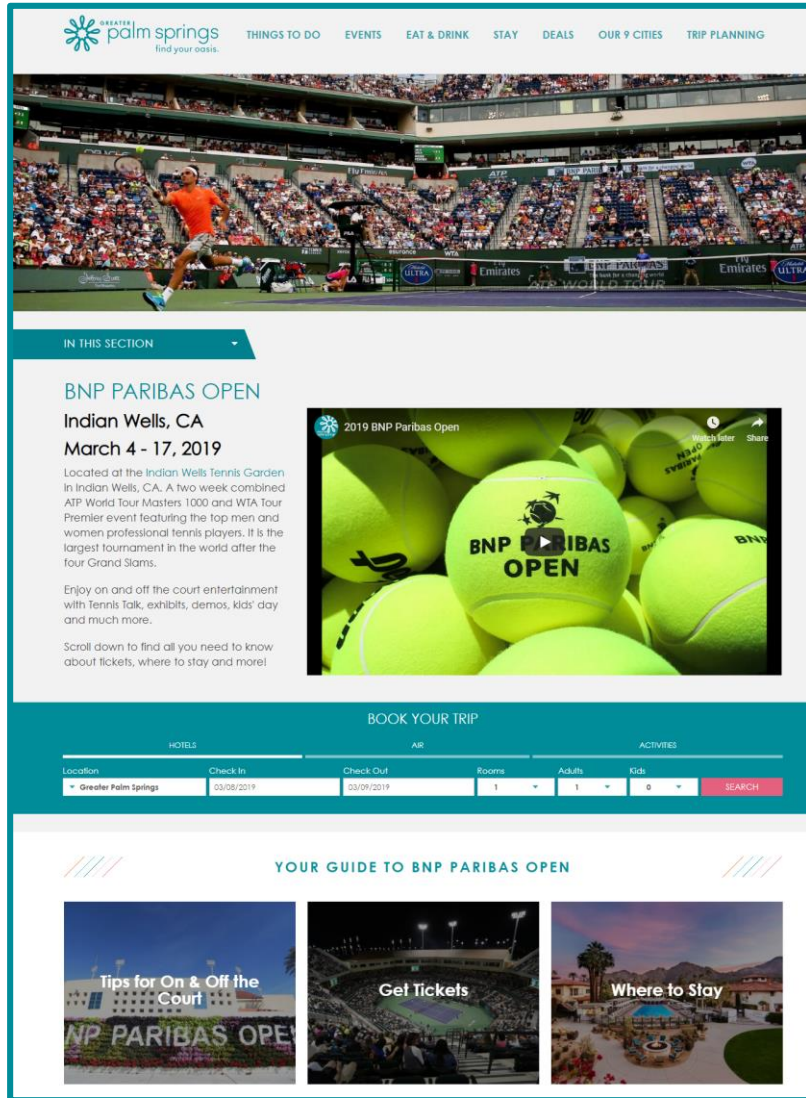
Last Updated: Friday, March 08, 2019
By: [Monica Poling](#)



Where better to chill than in California's Spa City? With its natural healing waters, Desert Hot Springs is a must during any Greater Palm Springs getaway.

Your fast pass to relaxation can be found at the many independent inns and resorts around the city, thanks to a wide array of pools, jacuzzis and spas filled with mineral water from the warm- and cold-water aquifers beneath Desert Hot Springs. Just east of the San Andreas Fault, super-heated, sulfur-free water emerges from an underground aquifer at temps of up to 180 degrees Fahrenheit. Nearby, to the south of the fault, a cold, bubbling spring emerges from a different aquifer. The water is so hot that it can be used to heat the ground beneath the desert floor.

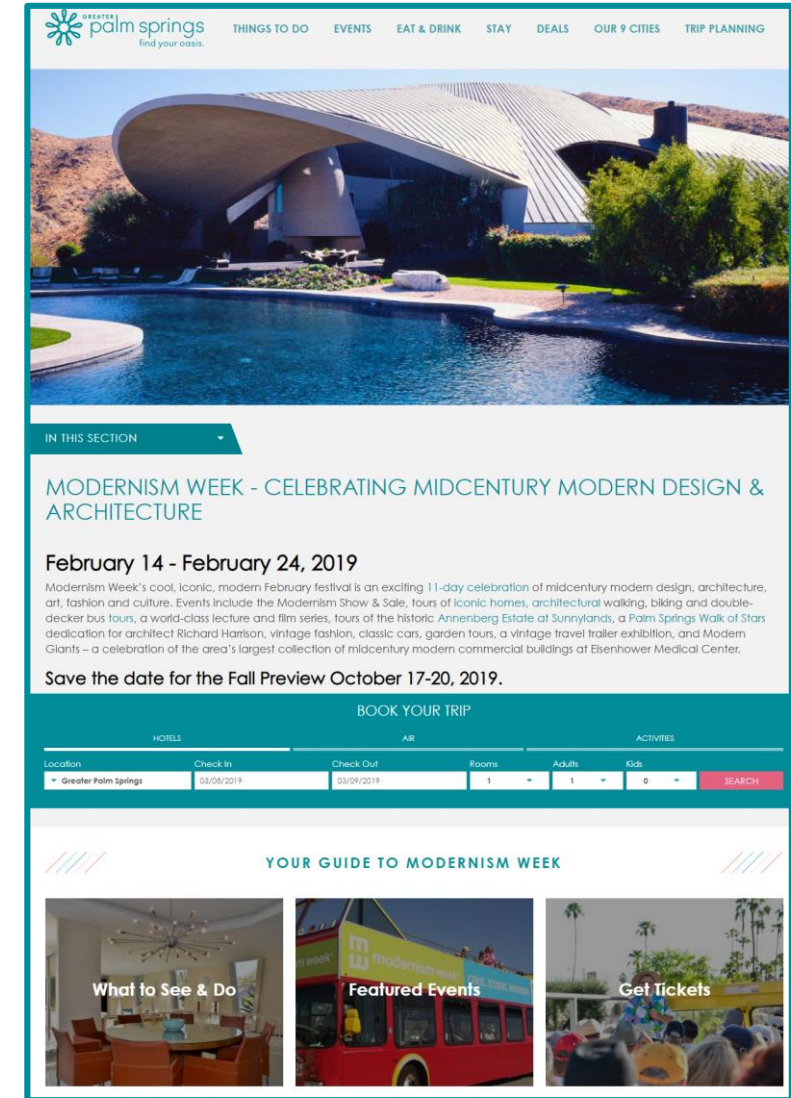
SIGNATURE EVENT LANDING PAGE



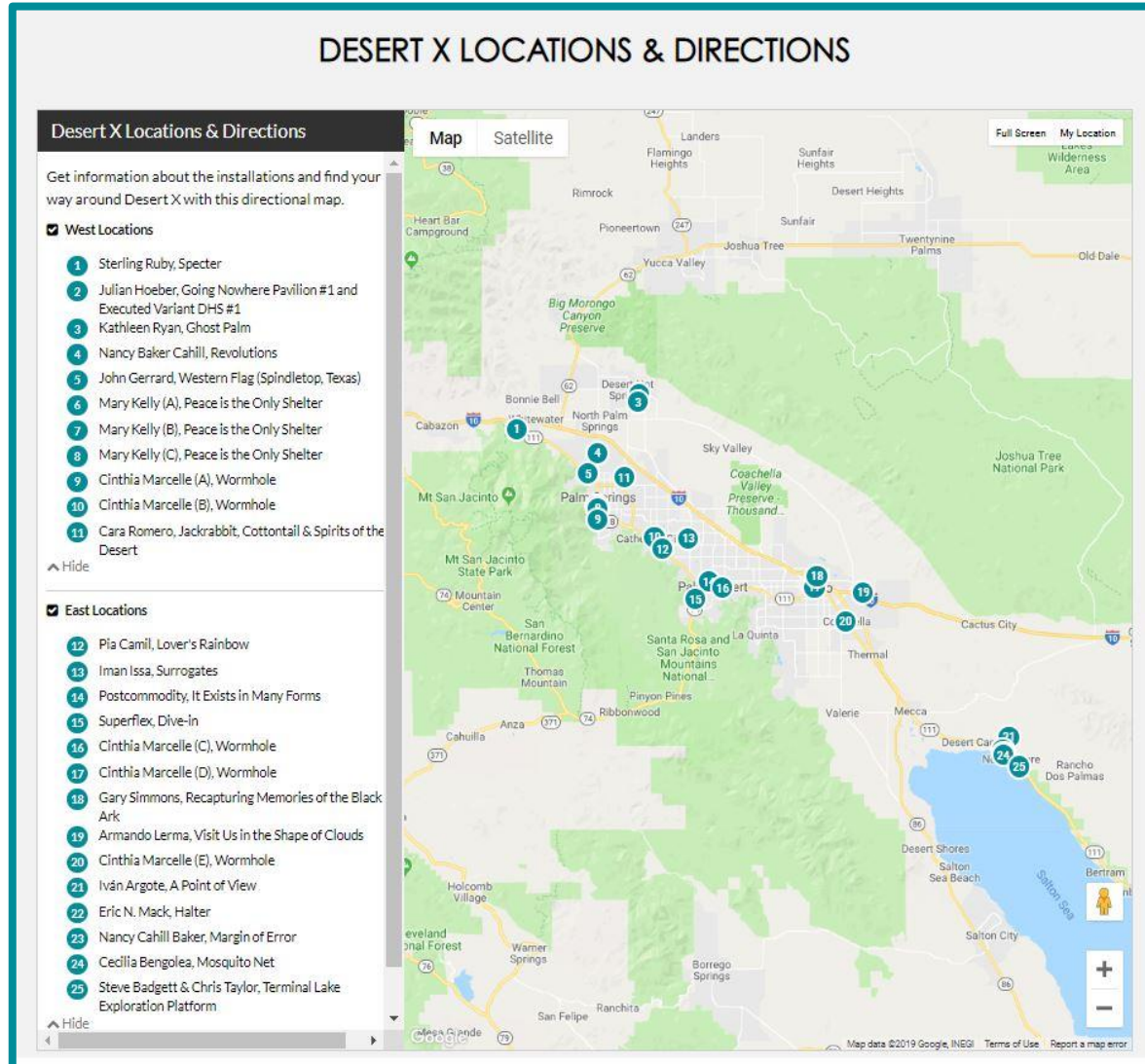
Drives more traffic
to the website

Adds content,
increasing visitor
engagement including
time on site and
pages per session

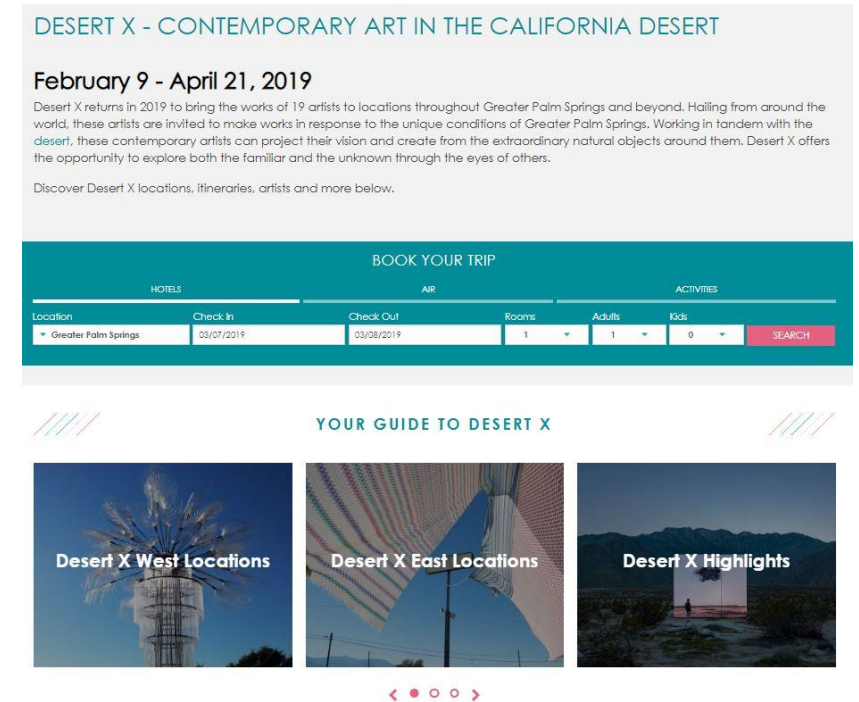
Pages can feature
videos, blog posts,
maps and user-
generated content



SIGNATURE EVENT LANDING PAGE – DESERT X



TOP-PERFORMING LANDING PAGE



7,715
Pageviews

3,925
Organic
visitors

2:31
Minutes
on site

NEW INITIATIVE - MEETINGS DEALS



Partners can submit group deals to be featured on CVB website



Deals page will be promoted in ad placements with Smart Meetings, MPI, Meetings Today and more



Have your property or attraction submit today!

The screenshot displays the Greater Palm Springs website. At the top, the logo reads "GREATER palm springs find your oasis." followed by navigation links: "THINGS TO DO", "EVENTS", "EAT & DRINK", "STAY", "DEALS", "OUR 9 CITIES", and "TRIP PLANNING". Below the navigation is a large image of a resort pool with orange lounge chairs and umbrellas. In the foreground, a group of people are relaxing on towels on the sandy pool deck. Below the image, a teal banner reads "IN THIS SECTION". Underneath, the heading "FIND GROUP DEALS" is followed by a paragraph: "Booking your meeting just got easier with new special offers and deals from Greater Palms Springs hotels and attractions. Plan your meeting or event and receive the benefits of savings while enjoying year-round sunshine, world-class resorts, unique venues, and endless activities." Another paragraph follows: "With discounts and added value, you can create a great experience for your attendees, while also increasing ROI for your company, organization, or association. Check out the special offers and deals below, and book your meeting today." Below this text is a button that says "VIEW ALL DEALS". At the bottom, there is a footer area with "VIEW BY:" and options for "Grid" (selected), "List", and "Map", followed by "SORT BY:" and options for "Name" and "Distance" (selected). On the far right, it shows "1 - 0 of 0" with navigation arrows.

CONVENTION SALES

BNP FAM




- **18** total FAM attendees
- **38** site visits conducted (hotels & venues)
- **96** leads totaling **66,111** room nights

NEW INITIATIVE


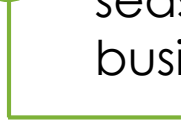
Customer Advisory Board





Survey DMOs with existing Customer Advisory Boards (CABs) on their effectiveness



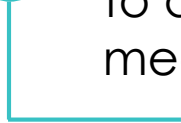
Develop the CAB with a variety of seasoned and new business leaders



Find a facilitator with a strong background in business development



Invite the CAB to an inaugural meeting in 2020



SITE EXPERIENCE UPDATE

Total Sites Performed

8

FEBRUARY 2019

18

YEAR-TO-DATE

Destination-Wide Site Survey Scores

12 surveys completed

8.7

Overall site experience

8.6

Envision program at one of our properties

8.5

Sales manager connects property knowledge to group's needs

8.3

Memorable sense of arrival

7.6

Executive partner members knowledgeable of groups organization

CS VIDEO CONTENT SERIES



12 EPISODES

Two episodes completed and the remaining 10 being filmed over the next four weeks.





TRAVEL INDUSTRY SALES

MULTI-CHANNEL MARKETING CAMPAIGN

AUSTRALIA



Run Dates

Jan. - Feb. 2019

Channels

TV, Content, Retail,
Web, Digital

IRELAND



Run Dates

Feb. – May 2019

Channels

Social, Digital (Expedia),
Out-of-Home & Print
(Newspaper)

UNITED KINGDOM



Run Dates

Jan.-May 2019

Channels

Travel Agent Visits,
Brochure, Multiple
Consumer Shows,
E-Blasts, Social Media & PR

SO-CAL TRIANGLE



Ihr Spezialist für
Nordamerikareisen

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Taste of Southern California

The sun-kissed south of the Golden State!

[HOME](#) / [SERVICE](#) / [TASTE OF CANADA & USA](#) / [TASTE OF SOUTHERN CALIFORNIA](#)



Versatile cities, breathtaking Pacific coasts, rolling hills and desert landscapes make Southern California a dream destination. For example, ride your bike along Santa Monica Beach, experience pandas at the famed San Diego Zoo, and hike to the iconic Joshua Tree National Park. Culture enthusiasts will also get their money's worth in Southern California. In addition to numerous museums, such as the USS Midway in San Diego, interesting galleries and street art in Santa Monica and Palm Springs is waiting next to the popular Coachella Festival also with the Palm Springs International Film Festival on.





APRIL 29 – MAY 3



52 SENIOR-
LEVEL CLIENTS



LARGEST IN
16-YEAR HISTORY



CLIENTS COMING FROM
~~UNUSUAL PLACES~~
UNUSUAL PLACES



PARTICIPATING PARTNERS - THANK YOU!

BMW Performance Center - City of Indian Wells
City of La Quinta - The Classic Club
Desert Adventures Red Jeep Tours & Events
Desert Willow Golf Resort - Hyatt Regency Indian
Wells Resort & Spa - IW Club - JW Marriott Desert
Springs Resort & Spa - Kimpton Rowan Palm Springs
Miramonte Indian Wells Resort & Spa - Renaissance
Indian Wells Resort & Spa - SilverRock Resort
Westin Mission Hills Golf Resort & Spa

INDIA



- Market analysis
- Identifying top accounts for GPS
- Destination trainings
- Developing marketing opportunities
- Luxury FAM (May 16-18, 2019)



SOUTHERN CALIFORNIA VIP FAM

PARTICIPATING PARTNERS

Hotel Paseo – Sands Hotel & Spa
The Living Desert Zoo and Gardens
Lavender Bistro – Avalon Hotel &
Bungalows – Smoke Tree Stables
La Serena Villas – Palm Springs Mod
Squad – Kimpton Rowan Palm Springs
BMW Performance Center
Sunnylands

THANK YOU!



TRAVEL EDGE

SOCIAL MEDIA

PLAN FOR VACATION DAY – 24-HOUR SWEEPSTAKES

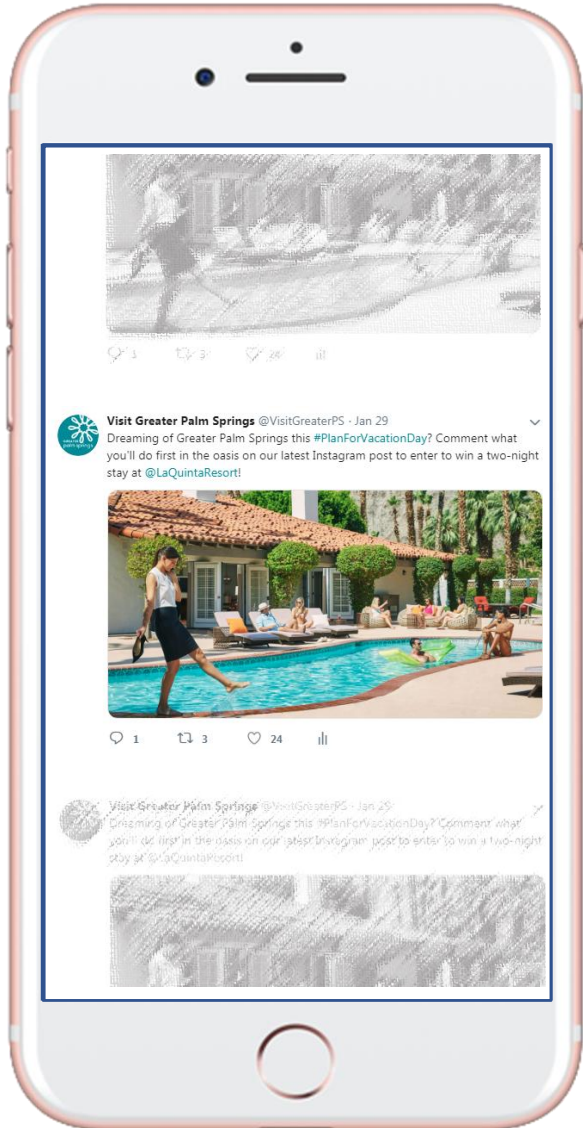
CAMPAIGN RESULTS

160,180
reach

201,764
impressions

4,333
engagements

717
entries



SUPERBLOOM



Interview with Visit CA



Blog post on CVB website



Social media videos

SEASON 1

Craft

PAULBAR

Palm Springs

BOOTLEGGER TIKI

Palm Springs

AC3

Palm Desert

MORGAN'S IN THE DESERT

La Quinta

THE PINK CABANA

Indian Wells

THE EDGE STEAKHOUSE

The Ritz-Carlton, Rancho Mirage

LAVENDER BISTRO

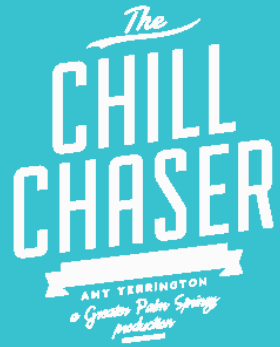
La Quinta

TRUSS & TWINE

Palm Springs



SEASON 3



Pickleball

Rancho Mirage Observatory

Palm Springs Mod Squad

Night Golf at Indian Wells

Dog-Friendly Travel

Art Galleries – *early March*



SEASON 3 WANDER *List*

Palm Oases

Vintage Shopping

Vacation Rental Gems

Unique Boutiques & Historical Small Hotels

Coachella Valley History Museum

Desert Harvest



COMMUNICATIONS

STAFF UPDATE



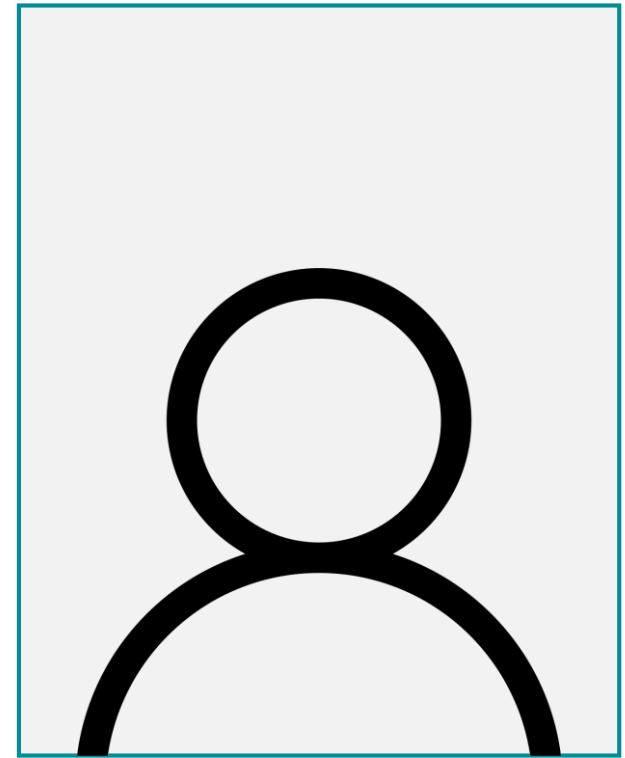
ASHLEY
MASTAKO

Media Relations Manager



JEAN PAUL
ZAPATA

Media Relations Manager



OPEN
POSITION

Communications Coordinator

HOSTED MEDIA & EVENTS



INAUGURAL JETBLUE – BOSTON/PSP FLIGHT

HOSTED MEDIA & EVENTS



TRISTAN
BANNING

Sidewalk Hustle



ANDREW
NELSON

National Geographic



ANNABEL
HERRICK

Amuse



GREATER
PALM SPRINGS

Desert X Dinner

FEATURED COVERAGE – 101 ARTICLES



2019 YTD – BARCELONA QUALITY SCORE

$$\frac{405}{\text{January}} + \frac{315}{\text{February}} = \frac{720}{\text{Total}}$$

2019 GOAL 3,560

2019 YEAR TO DATE

MEDIA ASSISTS

185

TOTAL # OF ARTICLES

101

TRACKING

\$2,039,963

ad value

130,423,713

circulation/impressions

UPCOMING INITIATIVES

MARCH 2019

Mexico Media Mission

German Press FAM with San Diego

VCA Taiwan Press FAM

MAY 2019

Restaurant Week Los Angeles Event

National Travel & Tourism Week

Wellness Tourism Association

APRIL 2019

Visit CA Korea/Japan Media Mission

Goldenvoice Arts & Culture

JUNE 2019

IPW Media Marketplace

IPW Post FAM

SATW Eastern Chapter Conference

PRSA Travel & Tourism Conference



PARTNERSHIP

PALM SPRINGS CONVENTION CENTER



New Hospitality
Award Categories

New Hours - Lunch Event

Special update from Visit California
President/CEO Caroline Beteta

Nominations now accepted at

GPSOasisAwards.com

PARTNER EVENTS



APRIL 3

Merv Griffin Estate
managed by McLean
Company

La Quinta



APRIL 30

Coachella Valley
Repertory Theatre

Cathedral City



MAY 16

Villa Royale with
PSIFF ShortFest

Palm Springs



MAY 29




The Ritz-Carlton
GPS Restaurant Week
Kickoff

Rancho Mirage

CTA PROGRAM UPDATE

BUSINESS OPPORTUNITIES

Help drive more visitors to your business.
Offer CTA grads discounts and offers to explore your site!

-  Host classes
-  Enroll in a class
-  Sponsor a class

NUMBER TRAINED



UPCOMING CLASSES

March 14 & 26	April 10 & 25
May 14 & 29	June 13 & 26

WEBSITE LANDING PAGE

Meetings Travel Trade Media Film Weddings



E-NEWS
SIGN UP

Select Language ▼

Map



THINGS TO DO

EVENTS

EAT & DRINK

STAY

DEALS

OUR 9 CITIES

TRIP PLANNING

I AM greaterps



SET YOUR SELF APART.
BECOME A TOURISM AMBASSADOR!

BECOME AN
AMBASSADOR

What is the Greater Palm Springs Tourism Ambassador Program?

PARTNER OFFERS TO CTA GRADUATES



PALM SPRINGS
WINDMILL TOURS

50% off



HILTON
PALM SPRINGS

"Spa Day for Me"



THE LIVING DESERT
ZOO & GARDENS

2-for-1 admission

DESTINATION DEVELOPMENT

VISAVUE CARDHOLDERS

Top Visitors Markets	Visitor Markets by Cardholder Count (000s)	% of Growth 2017-2018	Spend Amount	% of Spending Growth 2017-2018
LA-Riverside-Orange County	1,953.4	1.3%	\$441.5M	6%
San Diego	305.1	0.6%	\$68M	4%
San Francisco-Oakland-San Jose	239.4	1.4%	\$75M	7%
Seattle-Tacoma-Bremerton	131	6.8%	\$75M	12%
Phoenix-Mesa	118	-1.3%	\$9.7M	6%
Portland-Salem, OR-WA	75.5	4.3%	\$36.2M	6%
New York-Northern NJ	74.6	7.4%	\$21.5M	8%
Las Vegas, NV-AZ	63.9	3.2%	\$15.2M	3%
Chicago-Gary-Kenosha, IL	49.8	-0.1%	\$19.6M	2%

ALL MARKETS 2018 YOY

Cardholders
↑ 2.3%

Total
Spending
↑ 6.7%

Average
Purchase
↑ 4%

dineGPS PROGRAM UPDATE



GREATER
palm springs
RESTAURANT
WEEK
MAY 31ST—
JUNE 09TH
DINEGPS.COM



111

Participating
Partners

LUNCH MENUS



\$15, \$20 or \$25

2+ Items

DINNER MENUS



\$29, \$39 or \$49

3+ Items or Small
Plate Menu

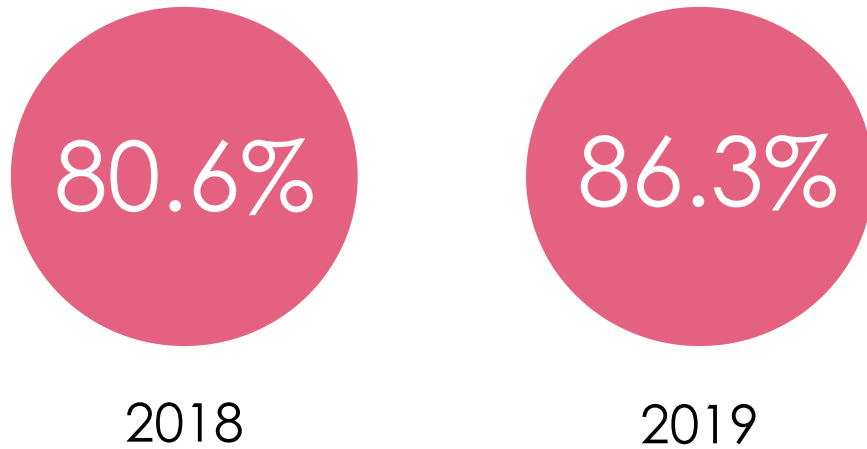


AGUA CALIENTE
CASINOS

PALM SPRINGS | RANCHO MIRAGE

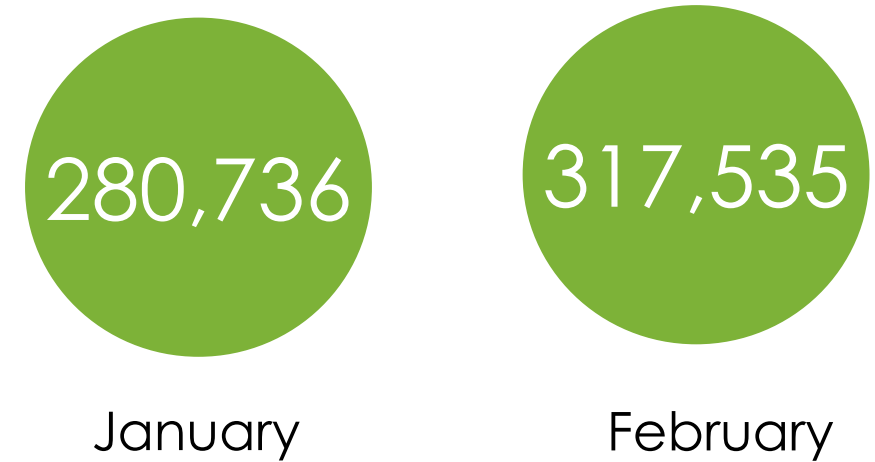
PSP ACTIVITY FACTS

FEBRUARY AVERAGE LOAD FACTORS



5.7%
increase YOY

TOTAL PASSENGER ACTIVITY



18.6%
increase

16.5%
increase

DELTA AIRLINES – NEW ATLANTA SERVICE



LOAD FACTORS (THROUGH MARCH 9TH)

Month	Load Factor
December	82%
January	68%
February	86%
March	92%

NEW YORK FLIGHT SUPPORT

WE'D GO TO PALM SPRINGS
EVERY WEEK IF WE COULD.

- > Flight extended through May 2019
- > Extended digital marketing campaign
- > Extended social outreach
- > Extended social outreach



jetBlue®

GREATER
palm springs
find your oasis.

DESTINATION NEXT

Online diagnostic tool to
determine destination
priorities and strategies

MEASURES
20 VARIABLES

DESTINATION STRENGTH



COMMUNITY SUPPORT & ENGAGEMENT



DESTINATION NEXT

Assessment
April – May 2019

Presentation & Workshop
June 2019

SURVEY PARTICIPANTS

-  CVB Partners/Stakeholders
-  Government Leaders
-  Meeting Planners
-  Travel Trade Professionals
-  Community Leaders



CALIFORNIA TRAVEL ASSOCIATION

Tourism's United Voice



Brand Promise & Mission

CalTravel is the influential, unified voice that advocates for California's travel and tourism industry.

We advance the interests and investments of the California travel and tourism industry through **advocacy**, **collaboration** and **education**.



Government Relations Committee

2018

- Introduced over 2,000 bills
- Reviewed over 100 with potential impact on tourism
- Engaged on 22 bills, supporting 8 and opposing 7

2019

- Introduced over 2,500 bills since January 1
- Currently opposing 6 and supporting 3



Government Relations Committee

AB 1657 (E. Garcia): Salton Sea: Office of the Salton Sea: Salton Sea Oversight Committee

This bill would establish an Office of the Salton Sea within the Natural Resources Agency and require the secretary to establish a Salton Sea Oversight Committee.

Status: Pending referral to a policy committee.



Priority Topics for 2019

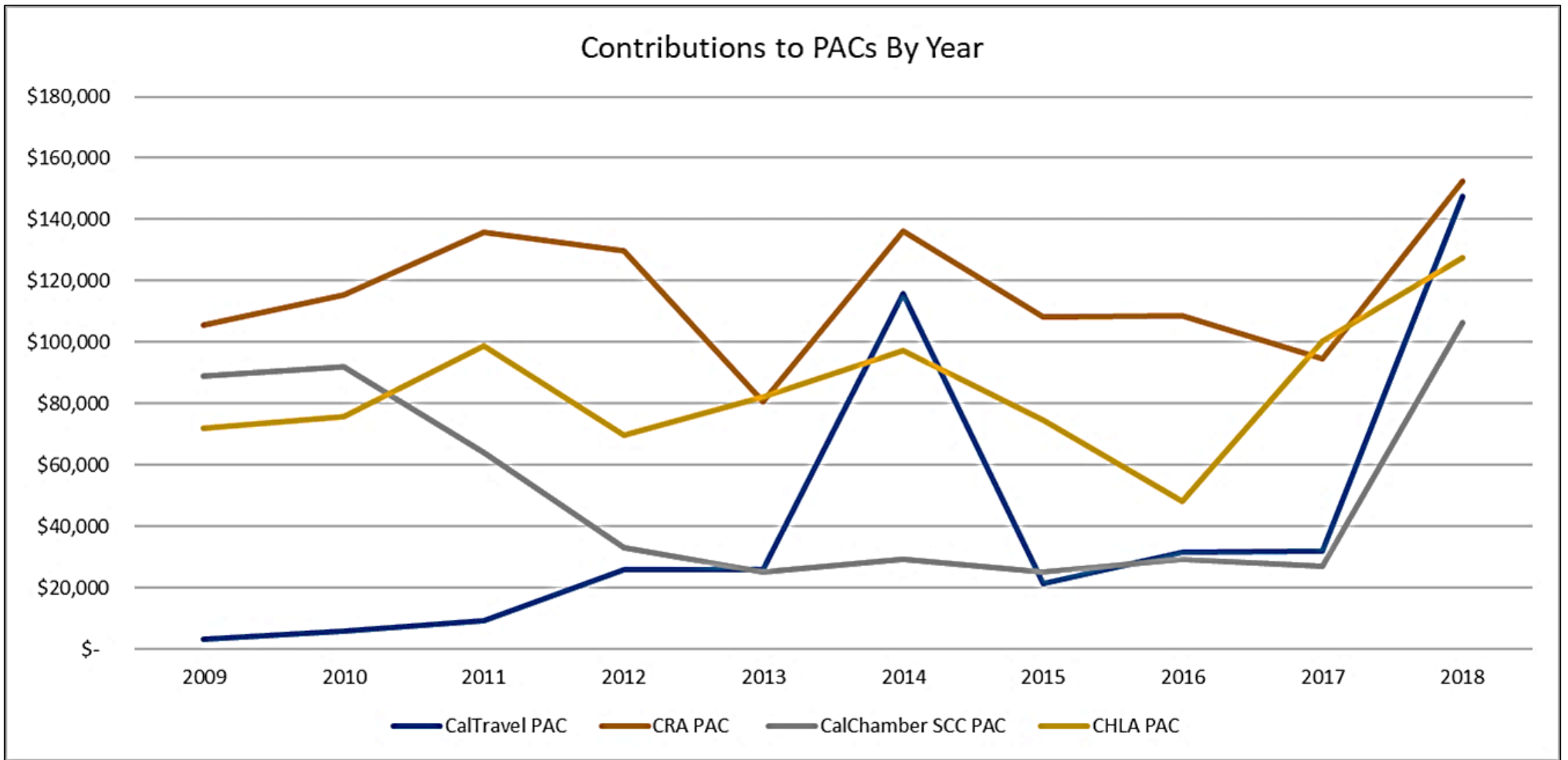
- Homelessness
- Protecting tourism funding
- Labor and workforce issues
- Sustainability
- Destination development
- Short-term rentals
- Infrastructure needs
- Technology disruptors affecting tourism
- Potential service taxes / split-roll taxes
- Public lands and natural resources stewardship



Political Action Committee

- Growing the PAC is the top strategy of our strategic plan
- Increased from \$30K per year to \$157K in 2018
- Leveraging the PAC to build visibility, educate on our issues





Comparison to Cal Restaurant Association, Cal Chamber and Cal Hotel & Lodging Association

We all have a voice.
Some whisper, some roar.
If you can roar,

ROAR FOR OTHERS.

~ M.L. Shanahan

ADVOCACY • EDUCATION • UNITY

**VOICES
CARRY**

CalTravel Summit

LOS ANGELES

— SEPTEMBER 10-13, 2019 —

REGISTER TODAY

The 37th annual CalTravel Summit brings the leading voices of travel and tourism together for:

- Timely, issue-driven content
- Expert insights
- Interactive workshops
- Inspiration
- One-of-a-kind opportunities to network in the heart of downtown Los Angeles

September 10-13, 2019 at JW Marriott at L.A. LIVE Registration open now

NEXT MEETING
Friday, May 17, 2019
Location TBD