

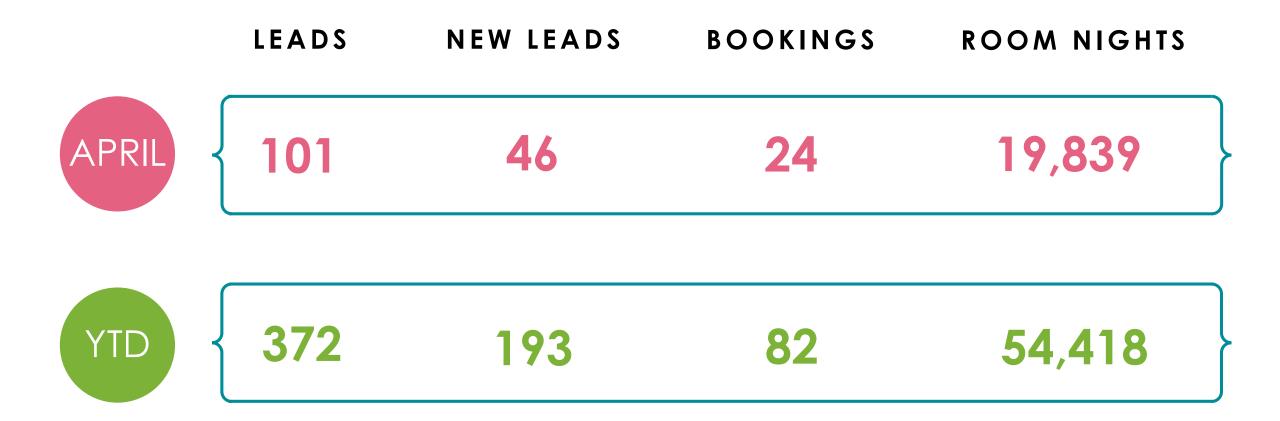
BOARD AND JPA MEETING

Friday, May 17, 2019 Renaissance Indian Wells Resort & Spa



CONVENTION SALES

CONVENTION SALES PRODUCTION - 2019

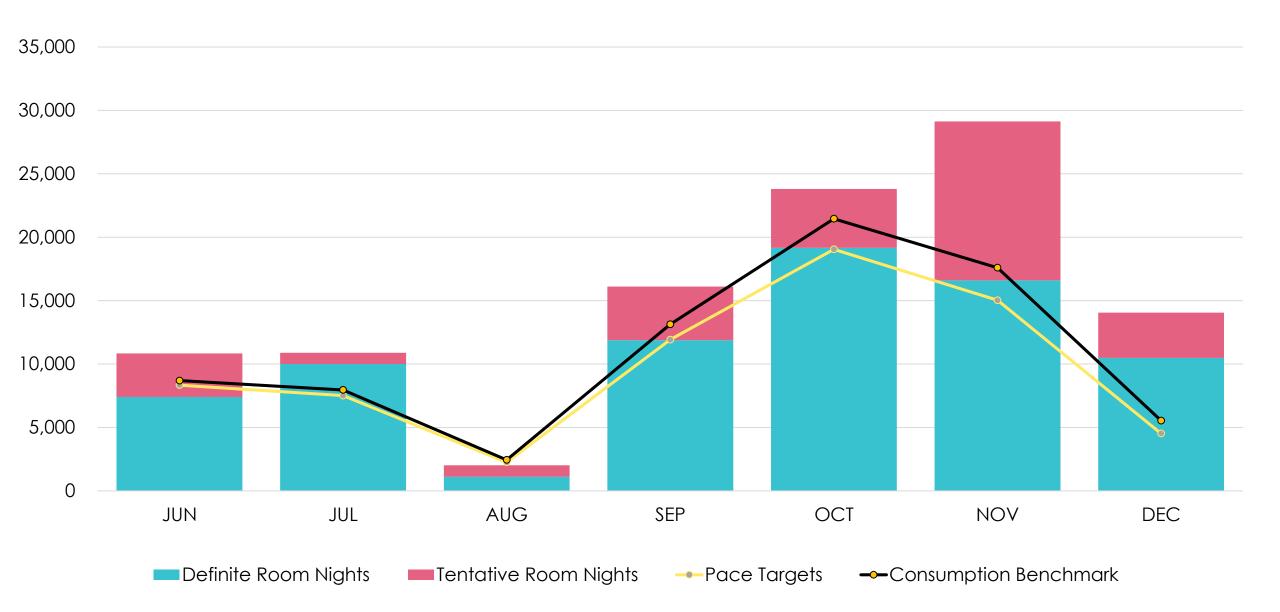


CONVENTION SALES OPEN TENTATIVES

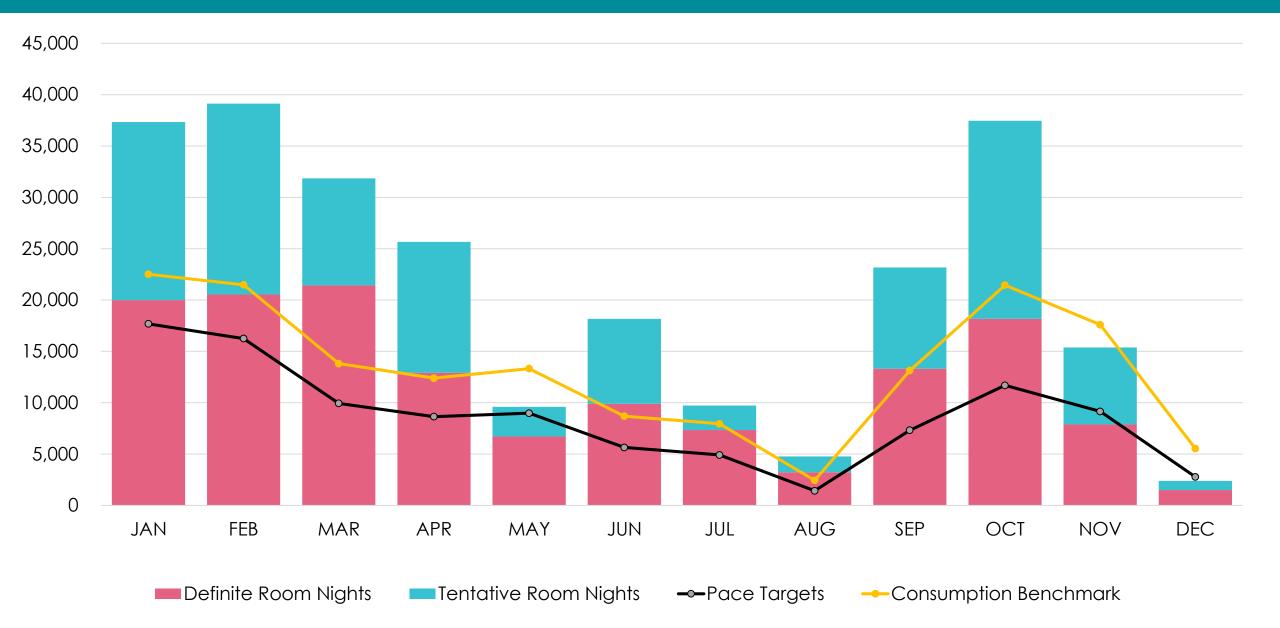
385,374	
TENTATIVE	
ROOM NIGHTS	

MEETING YEAR	LEADS	REQUESTED ROOMS
2019	76	25,872
2020	180	120,360
2021	88	105,867
2022	40	53,517
2023	18	28,150
2024	11	28,460
2025	6	20,502
2026	2	1,866
2027	1	780
Grand Totals	422	385,374

2019 TAP REPORT DATA



2020 TAP REPORT DATA



2019 VIRTUAL TRADE SHOW

May 14-15

Andaz Hotel Paseo Hyatt Regency JW Marriott Desert Springs La Quinta Resort & Spa Miramonte Resort & Spa PS Convention Center Renaissance Palm Springs The Kimpton Rowan The Westin

ONLINE EVENT HOSTED BY INXPO

The leader in innovative webcasting and online events



10 Destination Partners



NEW 2019 PROGRAMS



CALSAE - April 29 - May 1

 Hosted in Rancho Mirage (Omni Rancho Las Palmas Resort & Spa)

MPI WORLD EDUCATION CONFERENCE - June

- Sole Sponsor
- Hosted buyer luncheon for 200 planners

CHICAGO SALE MISSION - July

• New focus - dedicated National Sales Manager

SOUTHEAST SALES MISSION - July

- Joint Share Program
- Hosting clients in Houston, Dallas & Austin

BOSTON SALES MISSION - Fall

- New direct seasonal service into the destination
- Joint Share Program

FIND YOUR MEETING OASIS VIDEO SERIES



PSP International Airport Hotel Venues Unique Meeting Spaces **Downtown Walkability** Offsite & Sport Venues Giving Back





TRAVEL INDUSTRY SALES

GDS MARKETING IRELAND - INDIA - SOUTH KOREA

RUN DATES: May - October 2019

CHANNELS:

Apollo Galileo Worldspan

NEW

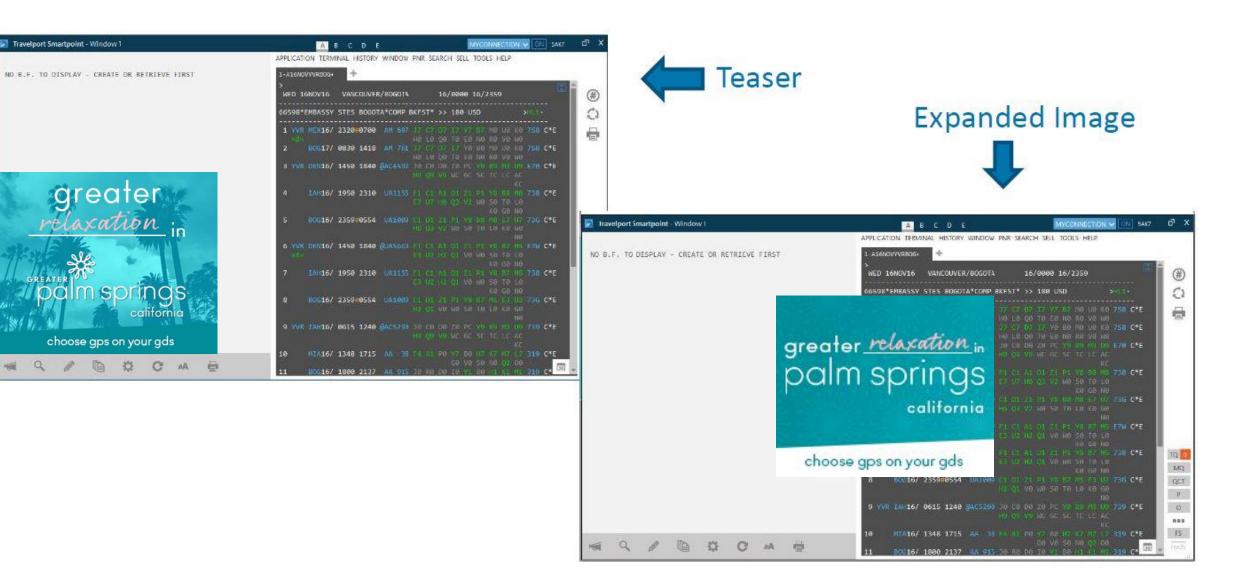
700,000+ Sign-on & email impressions







Screenshots Reference – Headlines

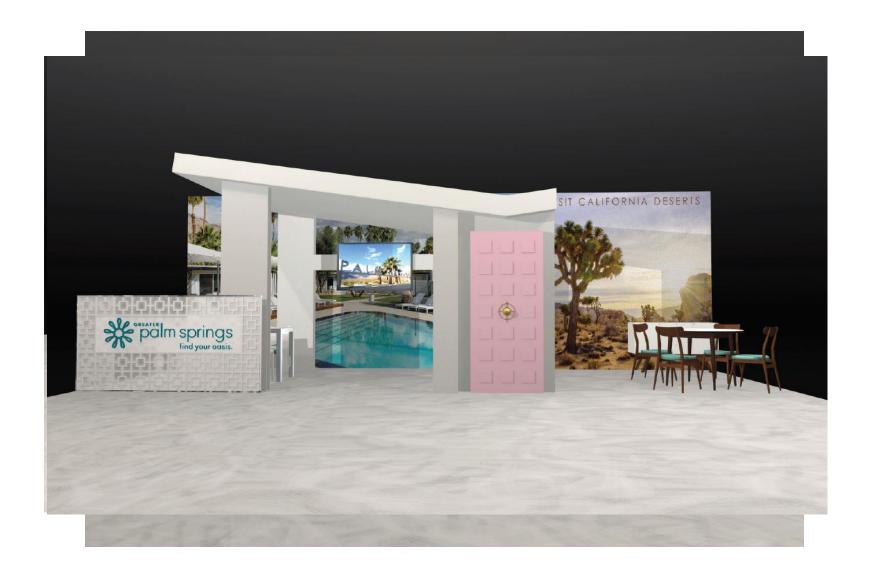


U.S. TRAVEL'S IPW









HOSTED FAMS & EVENTS



CALIFORNIA CUP

CALIFORNIA CUP PARTNERS



UPCOMING PROGRAMS

MAY 2019

Club California Wuhan, China

DER Touristik FAM and Conference

Travel Bulletin Travel Show, UK

Club California, Australia

JULY 2019

Visit CA UK & Ireland Mission

CVB Chicago Mission

JUNE 2019

U.S. Travel's IPW

IPW Post-FAM

Travel News Travel Show, Ireland

IAGTO – Golf Tourism Conference

Private Luxury Forum

AUGUST 2019

Virtuoso Travel Week



COMMUNICATIONS



MEXICO

Mexico is the top international market for visitation to California with almost **8 million annual visitors** in 2018.

9.6 nights Average Length of Stay **\$1,154** Spent per Trip

1.9

Destinations per Visit **584**

Weekly Nonstop Flights into California

JAPAN

19M

Traveled Abroad in 2018 6% increase

18%

Baby Boomers/Seniors

25%

Solo Travelers (30% of women ages 30-45)





SOUTH KOREA

Travel as a Lifestyle

98% Internet Penetration Rate 84%

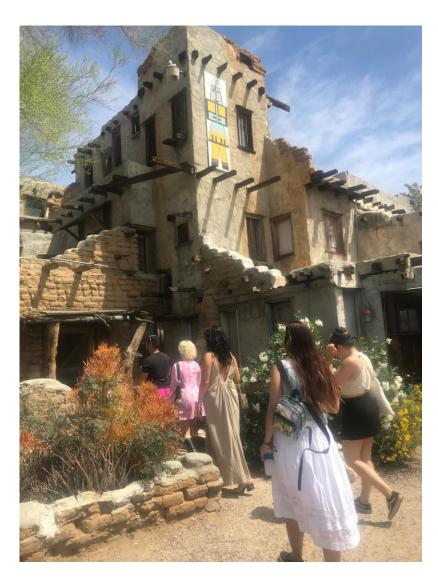
Active on social media

TV #1

Influence for Travel **545K**

Visitation to CA up 6.3%

ARTS & CULTURE





Interview Magazine

Forbes

KCRW / PBS Radio

Voice of America



FEATURED COVERAGE - 116 ARTICLES



MARCH 2019

Barcelona Score: 9 Circulation: 580,000 Ad Value: \$17,246





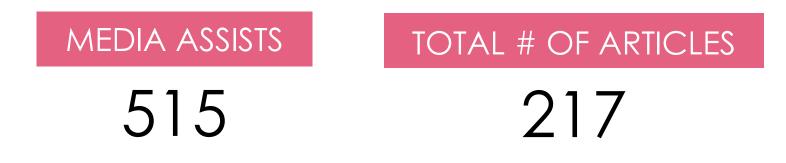
APRIL 2019

Barcelona Score: 9 Circulation: 9,388,987 Ad Value: \$86,848

BARCELONA QUALITY SCORE



2019 YEAR TO DATE



TRACKING

\$7,468,726

Ad Value

565,176,815

Circulation/Impressions

UPCOMING INITIATIVES

MAY 2019

Wellness Tourism Association

GPS Restaurant Week Blitz

JUNE 2019

IPW - Anaheim

IPW Post FAM

SATW Eastern Chapter Conference

JULY/AUG 2019

Visit California UK/Ireland Media Mission

Australia Inbound Press FAM

SEPT/OCT 2019

IMEX

Visit California Canada Media Mission

San Francisco Media Event

LA Media Event

UK Inbound Press FAM

James Beard Dinner

DIGITAL MEDIA TOOLKIT





Greater Palm Springs Hosts 11th Annual Sand Storm Lacrosse Festival Experience the best of youth lacrosse with co-ed teams from across North America

Greater Palm Springs, CA (January 4, 2019) — Come cheer on athletes destined for greatness during the annual <u>Sand Storm Lacrosse Festival</u>, set to return to Greater Palm Springs January 13-14, 2019 at the Empire Polo Club in Indio, CA. Now in its 11th year, the two-day tournament, which draws approximately 20,000 attendees, will host 368 teams - comprised of middle and high school male and female players from all over the country. This year's tournament will have teams participating on 60 fields. The event is being sponsored by Gatorade and presented by Synapse Sports.

"We knew when we started Sand Storm in 2008 that it had tremendous potential. A warm weather location, state-of-the-art facility, top-notch competition and detailed organization are the ingredients for success," said Cathy Samaras, Founder and CEO of Synapse Sports. "Sand Storm lived up to its potential and exceeded expectations since the beginning. Now it has become a destination event for club teams throughout the country as the premier winter tournament."

In addition to the Lacrosse championships, the festivities include a cut-a-thon in support of Locks of Love, a non-profit organization that provides hairpieces to children suffering from long-term medical hair loss. Stylists from local salon partner DG Hair Stories in Palm Desert will be onsite on Saturday, January 13 from 11 AM – 3 PM conducting cuts in the LAX MALL vending area maintained in the Medjool Lake Tent. The public is welcome and encouraged to donate hair or check out a game. Admission and parking are free.

For continuing updates on the 2018 Sand Storm Lacrosse Festival, visit the event website at www.sandstormlacrosse.com.

###

KEY: Organization boiler plate info

About Greater Palm Springs, California

Greater Palm Springs is Southern California's premier resort, special event and golf destination. Discover a place of many experiences and surprises in nine distinctive cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, India and Coachella. As a respite for mind, body and spirit, Greater Palm Springs is ready to provide you with an unparalleled sense of escape, adventure, recreation, relaxation and your own unique way to play-anytime of the year. For more information on Greater Palm Springs, visit <u>www.visitgreaterpalmsprings.com</u>.

Follow Greater Palm Springs CVB on Facebook and Twitter. Meeting planners can also follow Greater Palm Springs meetings on LinkedIn.



FILM OASIS

FULL-LENGTH FILM PRODUCTION



ONE Production



828 Room Nights Booked

"Our Vacation Home"

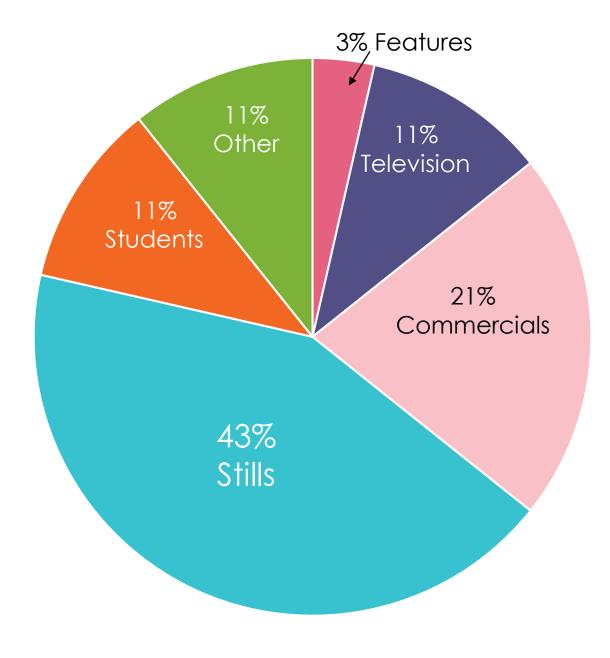
- Made-for-TV scripted full-length feature
- Airs this summer on a major network
- Set in Palm Springs
- Crew/talent filmed March and April
- Currently applying for CVB film incentive

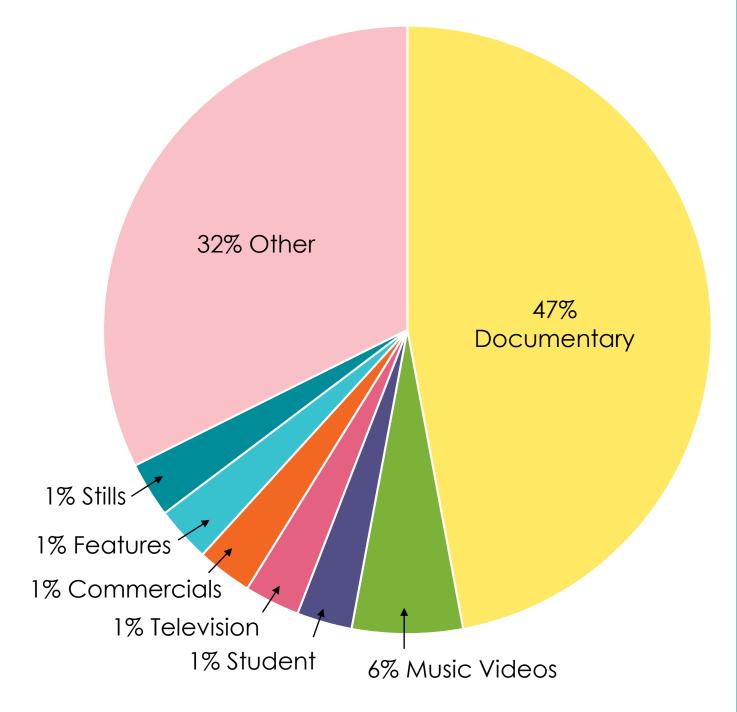
FILM OASIS STATISTICS

February 2019

28 productions28+ overnight stays

Shoots ranged from a feature film to several commercials for top national brands.





FILM OASIS STATISTICS

March 2019

34 productions591+ overnight stays

Shoots ranged from a large reality TV show shoot to a TV movie based in Palm Springs.

PARTNERSHIPS IN THE WORKS

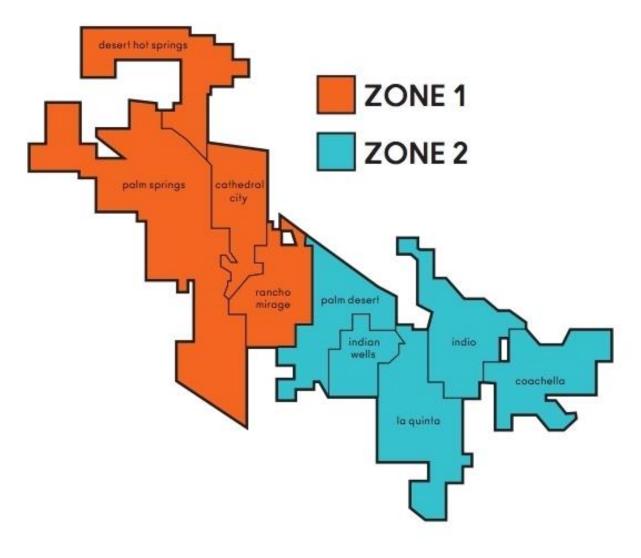
Location scout FAM in May that will highlight Zone 1

Partner: Riverside County Film Commission to host



RIVERSIDE COUNTY

Film Oasis Zones



PARTNERSHIPS IN THE WORKS





MARKETING

PARTNER TOTALS - Impressions: 120M+ Spots: 4,660+



SUMMER

2019

CO-OP

PARTNERS

TOTAL SUMMER CO-OP - Impressions: 1.5B+ Spots: 54,480

SUMMER/FALL 2019 CO-OP PARTNERS



PALM SPRINGS | RANCHO MIRAGE







2019 NEW MEDIA



Runs: May – August

	= 🏳	
=		
	Ο	

Includes: forced video ads, audio ads and digital banner ads



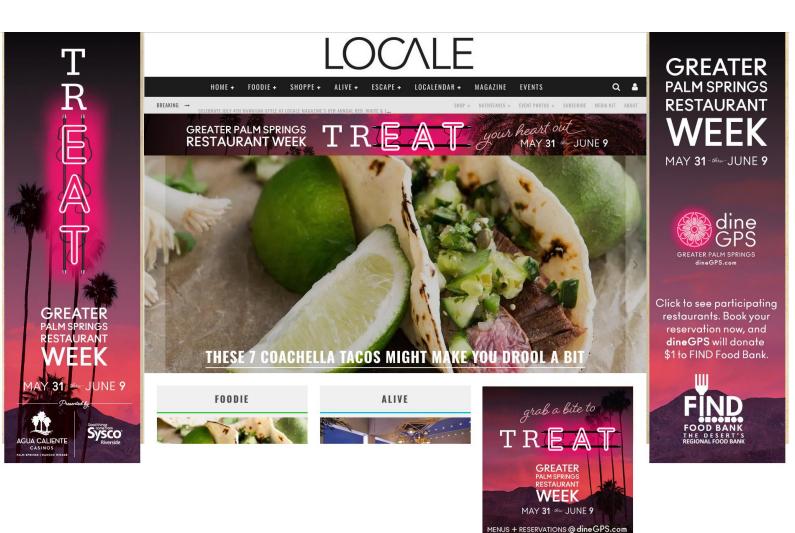
Markets: Los Angeles, San Francisco, San Diego and Las Vegas

pandora®









2019 NEW MEDIA

USA Today summer campaign runs May – August

Locale campaign runs throughout 2019

Dedicated articles

Banner ads surrounding content on both Locale & USA Today

2019 NEW MEDIA – EDGE MEDIA

SUMMER CAMPAIGN

Editorial piece on Edge Media website

E-newsletter

Social media posts

Targeted geofence message to LA Pride attendees

Summer content launches June/July



*Measuring through Adara & Edge Media – data available by end of summer

2019 MEDIA PLAN – SUMMER BILLBOARD





2019 MEDIA PLAN - MEETINGS ADVERTISING



Desert Diversions: Team Building in Palm Springs

A Sponsored Article from Greater Palm Springs



Plan a retreat to this Southern California oasis and your team will thank you.

Surrounded by mountain landscapes, palm trees and ever-sunny skies, Greater Palm Springs is a stylish desert oasis that can't help but inspire. From the moment your attendees land at Palm Springs International Airport—named one of the "Top 10 Most Stress-Free Airports in America" by Smartertravel.com—they'll ease into that laid-back California attitude, opening up their minds for a team-building experience or corporate retreat guaranteed to have lasting results.

For a Healthy Dose of Wellness

Sheltered by a canopy of ancient trees, Two Bunch Palms is a serenity-inducing resort tucked

Connect

Top Reasons to Meet in Greater Palm Springs

Last Updated: Tuesday, April 09, 2019



Surrounded by majestic mountains and stunning natural views in all directions, having more than 300 days of sunshine each year, and featuring an international, open-air airport, Greater Palm Springs invites meeting attendees to arrive stress-free, feel inspired and get rejuvenated during their time in this Southern California oasis.

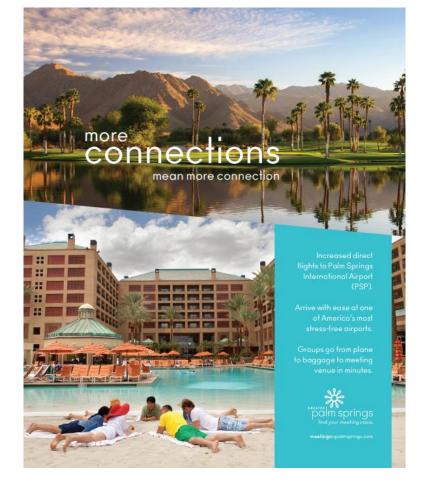
From its unforgettable resorts and gorgeous outdoor venues to vast undeveloped natural landscapes, the destination beckons attendees to meet outdoors all times of the year and break away from the stereotypical business trip. Here, work is redefined.

Read on to find out how Greater Palm Springs is a perfect fit for your next meeting.

2019 MEDIA PLAN – MEETINGS ADVERTISING



















2019 MEDIA PLAN – MEETINGS ADVERTISING



YouTube Pre-Roll Video Launched: April



Instagram Takeover Launched: April



MC meetings.conventions • Follow Greater Palm Springs

NEW

meetings.conventions Aside from being the perfect backdrop, Greater Palm Springs offers the latest in meeting trends to inspire you and your attendees. #GreaterPalmSpringsTAKEOVER

meetings.conventions .

. #travel #businesstrip #businessmeetings #corporatemeetings #conference #eventprofs #meetings #planlikeaboss #meetingprofs #meetingsgroup #vacation #vacationgoals #luxuryvacation #meetingplanner #eventplanner #plannercommunity #plannerincentives #incentives #Meetings #Technology



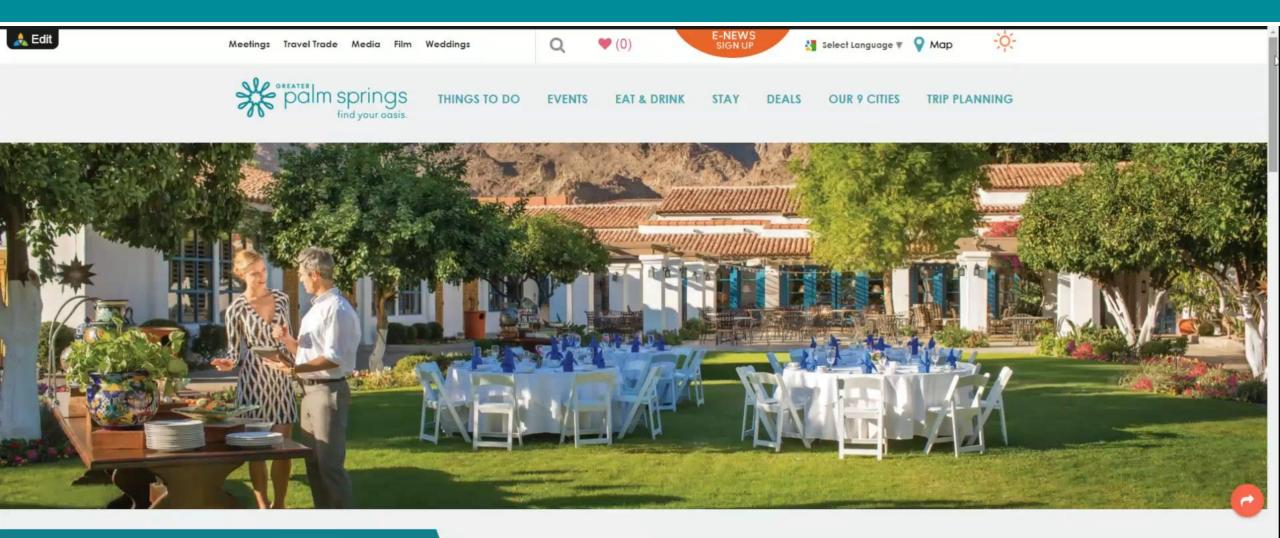
5

6 DAYS AGO

Log in to like or comment.

...

GROUP OFFERS



IN THIS SECTION

FIND GROUP DEALS

II 🕨 🖌 🖊 Ō 🗙

Booking your meeting just got easier with new special offers and deals from Greater Palms Springs hotels and attractions. Plan your

0

WELLEST SEASON: SEPTEMBER - DECEMBER

Live your We /est



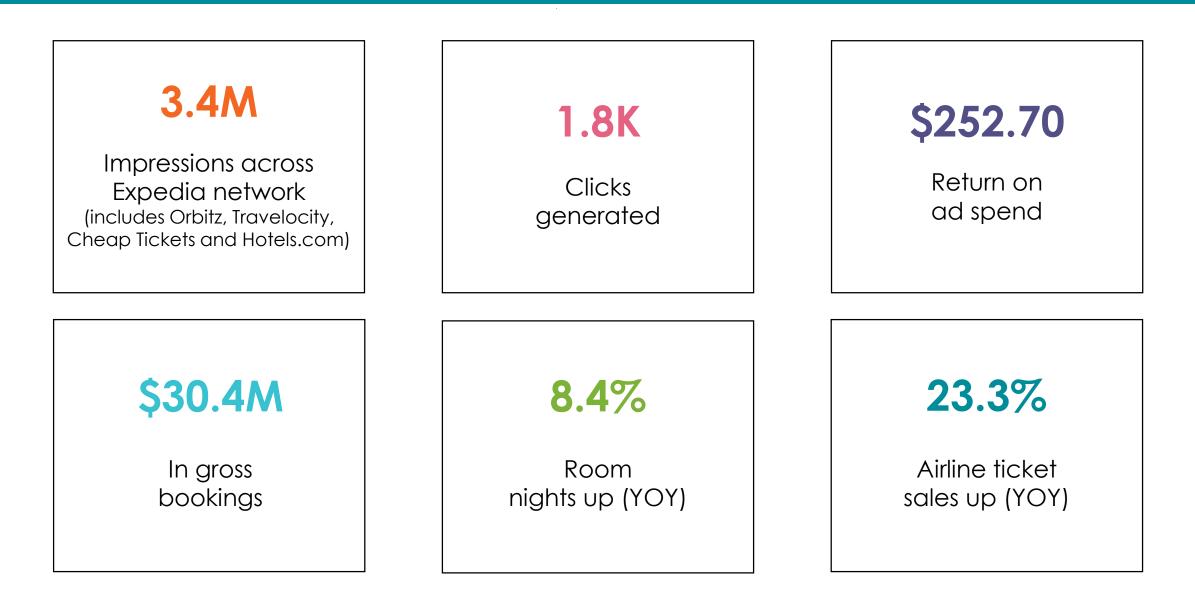






DIGITAL MARKETING





ADARA TRAVEL DATA (JAN - FEB)

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

DIGITAL MEDIA IMPACT

WEBSITE IMPACT

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Jan.	577	1,468	2.5	\$239.72	\$351,956
Feb.	792	1,793	2.3	\$241.76	\$433,376

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Jan.	614	1,507	2.5	\$227.13	\$342,290
Feb.	504	1,186	2.4	\$232.55	\$275,806

TOP ALTERNATE BOOKED TOP ORIGIN MARKETS TOP ORIGIN MARKETS (HOTEL) HOTEL DESTINATIONS (AIR TICKETS) 1. Los Angeles San Diego 6. Phoenix Chicago 2. San Francisco 2. Los Angeles San Francisco 7. Boston 3. Scottsdale 3. San Diego 3 New York 8. Newark 4. Newport Beach Denver 4.

5. Anaheim

9. Austin

5

Dallas-Ft. Worth

10. Philadelphia

- New York 4.
- 5. Chicago

WEBSITE GOALS

TRAFFIC GOALS

	MAR-APR	YTD	Percent to Goal
Sessions	547,049	1,207,658	45%
Pageviews	1,044,590	2,437,987	41%

ORGANIC SESSIONS UP 63% YOY

Website sessions and pageviews are pacing on track for 2019 traffic goals

Organic traffic accounted for 47% of total traffic

Paid search accounted for 24% of total traffic

DTN - ADVERTISING OPPORTUNITIES

1,331,286 impressions generated in March and April

8,106 clicks to partner websites generated

THINGS TO DO IN GREATER PALM SPRINGS

You'll discover plenty of things to do in Greater Palm Springs. Thanks to the abundance of sunny days and warm winter weather, Greater Palm Springs is a year-round playground for those who enjoy being active—and those who don't.

From amazing art and culture to incredible outdoor adventures, you'll find plenty of things to do during your stay.

If you prefer rest and relaxation, you can simply chill out in one of our many sparkling pools. Lounge poolside or in one of the area's VIP cabanas while sipping a designer, chef-crafted cocktail.

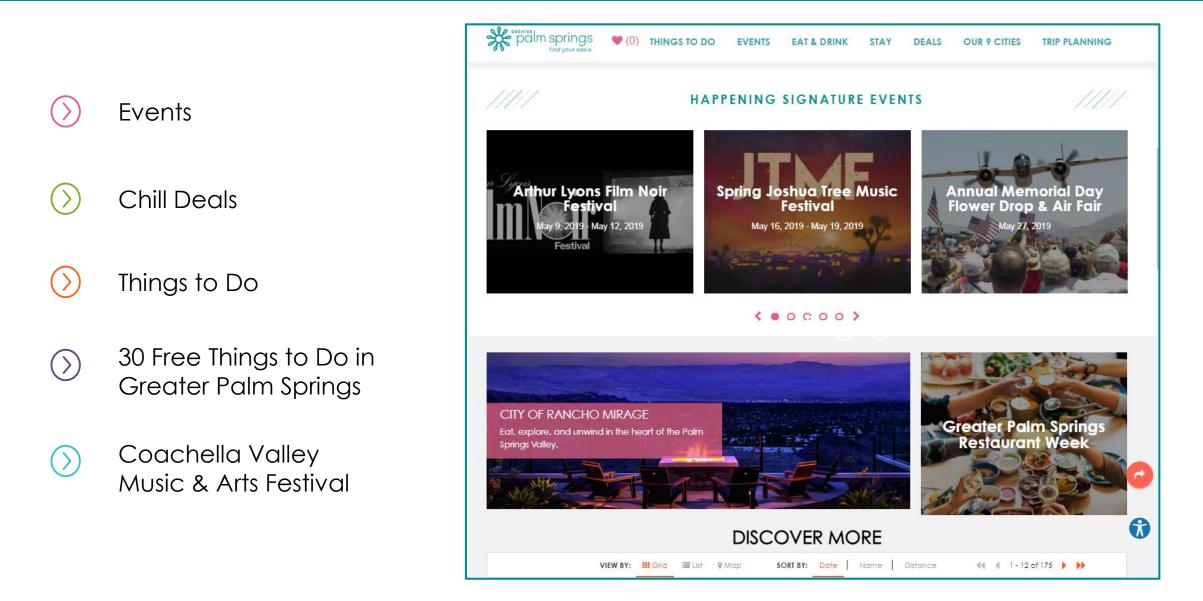
Or you can tee off at one of the more than 110 local golf courses, swing a tennis racquet on the same tennis courts where legends have played, find your bliss at an area spa, explore the desert on a sightseeing tour, wow the kids with a trip to The Living Desert zoo and garden, or visit museums and boutique shops in Palm Springs.

Or check out our world-class film, music and art festivals – our annual events calendar includes many internationally renowned events. You can even try your luck at one of several local casinos around Greater Palm Springs.

Scan the options below to start creating your ideal getaway to the Oasis.



WEBSITE: TOP 5 PAGES VIEWED - OVERALL



WEBSITE: TOP 5 PAGES VIEWED - EVENTS

Coachella Valley Music
& Arts Festival

Desert X

- Stagecoach Country Music Festival
- \bigcirc ANA Inspiration

BNP Paribas Open





SOCIAL MEDIA

EVENT COVERAGE (March – April)

BNP Paribas Open La Quinta Arts Festival Palm Desert Food & Wine Fashion Week El Paseo Indian Wells Arts Festival Desert X ANA Inspiration Club Skirts Presents The Dinah Coachella Valley Music & Arts Festival Stagecoach Festival White Party Palm Springs March 8 10:21 AM



Visit Greater Palm Springs Published by Sprout Social [?] · March 19 · 🚱

Feast on the finest in culinary, craft beers, spirits and wines! March 22 kicks off Palm Desert Food & Wine Festival: https://bit.ly/2UpFgD0



315,000 total impressions

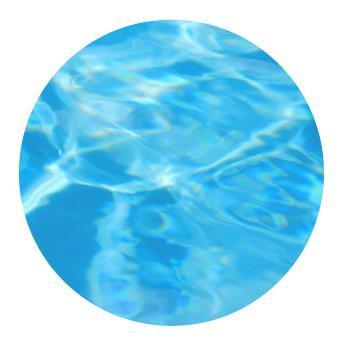
(2.2.2.)

....

SUMMER CAMPAIGN PREVIEW - CHILLspiration









Video, Stills, Audio

Facebook, Instagram, Instagram Stories, YouTube, Twitter 6 Summer activities

SUMMER CAMPAIGN PREVIEW – CHILL DEALS











10 Chill Deals

Steps to Enter

- Follow our Weibo account
- Repost favorite color/poster
- Explain why they want to visit GPS

Tracking

- Increase in followers
- Impressions
- Engagement



WEIBO LAUNCH CAMPAIGN



SEASON 2



SOLANO'S - La Quinta

COMING SOON

Wally's Desert Turtle Rancho Mirage

Peaks at Palm Springs Aerial Tramway Palm Springs

> Café at Shields Garden Indio







Palm Oases

Vintage Shopping

Vacation Rental Gems

UNIQUE BOUTIQUES & HISTORICAL SMALL HOTELS

Desert Harvest

Coachella Valley History Museum





PARTNERSHIP

gpsNEXT Partner Education Series

UPCOMING WEBINARS

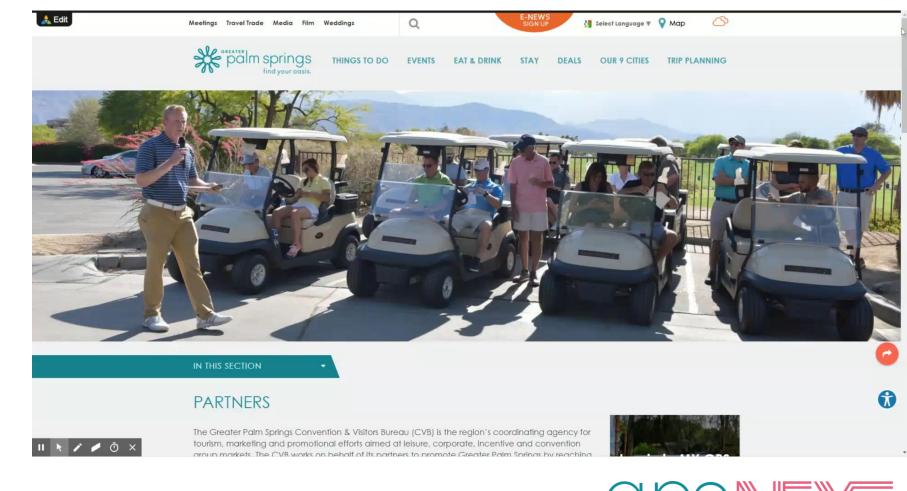
July 23rd 11am-12pm Social Media

September 19th 10am-12pm Marketing

October 24th 10am-12pm Communications

November 15th

2-4pm Digital Marketing



GREATER PALM SPRINGS TOURISM OVERVIEWS AND INSIGHTS



Location Palm Springs Convention Center

> Nominations Over **220** from all 9 cities

Lunch Served from 12:00 – 1:30 pm

Site Experience and CTA Awards

<u>Special Update</u> Visit California President/CEO Caroline Beteta

RESTAURANT WEEK KICK OFF EVENT

MAY 29 5:30-7:30 pm



THE RITZ-CARLTON

RANCHO MIRAGE

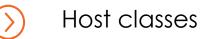
PARTICIPATING RESTAURANTS

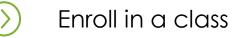
State Fare Bar & Kitchen AC3 Restaurant + Bar Babe's Bar-B-Que And Brewery Solano's Bistro Citrus & Palm Restaurant Catalan Mediterranean Cuisine

CTA PROGRAM UPDATE

BUSINESS OPPORTUNITIES

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





Sponsor a class

NUMBER TRAINED

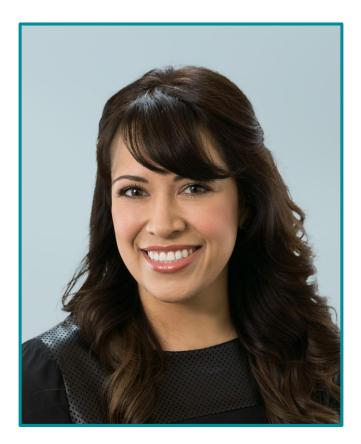


UPCOMING CLASSES

May 23 rd	May 29 th
June 20 th	July 11 th

CTA PROGRAM UPDATE

NEW CTA PARTNERSHIP MANAGER



ERICA ABARCA



DESTINATION DEVELOPMENT

RESTAURANT WEEK UPDATE



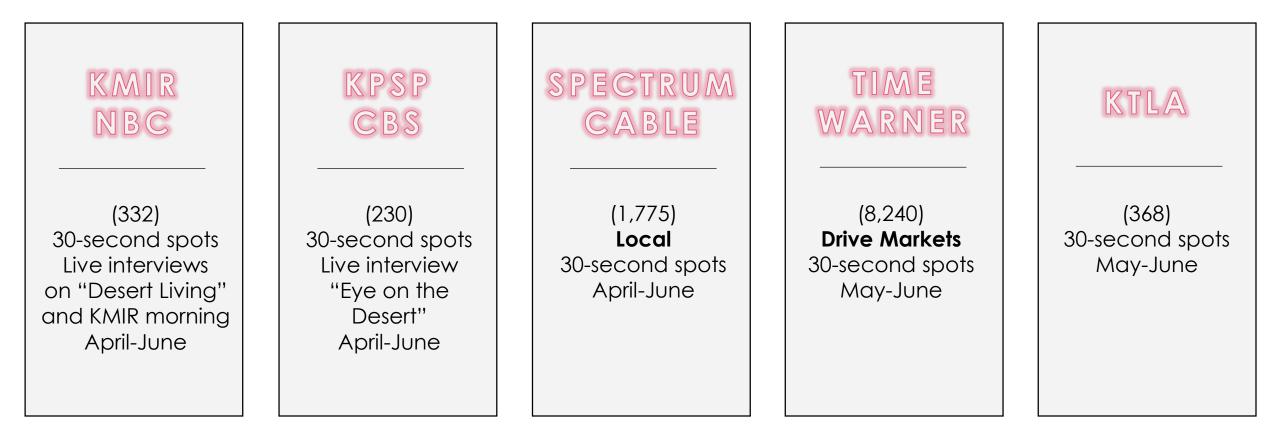
GREATER palm springs RESTAURANT WEEK MAY 31st-JUNE 09th



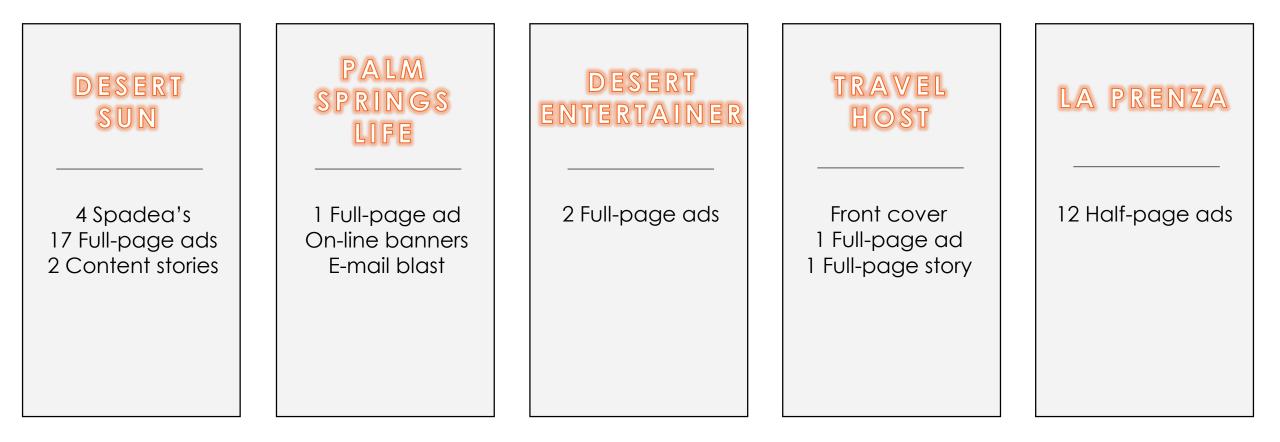


\$1 Donation to FIND Food Bank for every reservation made on dineGPS.com

RW MEDIA PLAN OVERVIEW - TV



RW MEDIA PLAN OVERVIEW - PRINT



RW MEDIA PLAN OVERVIEW - RADIO

ALPHA MEDIA	KGAY-FM	CV 104.3	KUNA-FM KLOB-GM	MARKER BROADCASTING
510 live mentions 780 promos 426 commercials (KDGL-FM, KCLB-FM, KKUU-FM, KDES-FM, KPSI-FM & KNWS-AM)	60 live mentions 120 promos 200 commercials	60 live mentions 120 promos 200 commercials	200 :30 spots each	340 live mentions 520 promos 367 commercials (KPLM-FM, Q 102.3- FM, OASIS-FM, Jammin-FM)

10 Rotations per market

9M Impressions

\$27,000 Value

MEDIA PLAN OVERVIEW - BILLBOARD



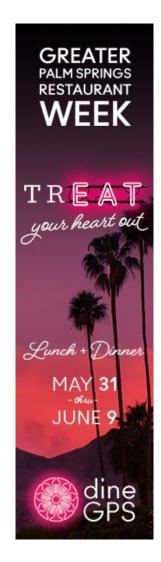




DIGITAL BANNER ADS

Marker Media Radio Alpha Media Radio KPSP-CBS KGAY-FM Travel Host KMIR-NBC CV 104.3 Palm Springs Life GREATER PALM SPRINGS RESTAURANT WEEK MAY 31-JUNE 9 TREAT your heart out







SOCIAL MEDIA





Twitter posts



Facebook event promotion and link ads



Newsletter sign-up sweepstakes ads: sweepstakes prize (2)-night stay and dinner at Agua Caliente Casinos



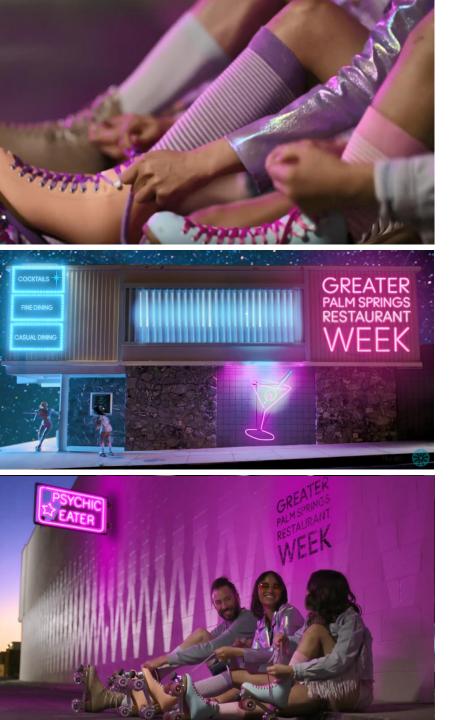
SOCIAL MEDIA

Instagram Sweepstakes Dining for a year - **\$1,200** total value!!!

Influencers in market capturing real-time content from participating Restaurant Week partners

Instagram Stories and link click ads





Restaurant Week "Roll-Out"

Press Release	March 27, 2019
Stagecoach Pre-party	April 25, 2019 (Partnership table)
Broadcast TV	April 25 – June 10, 2019
LA Media Dinner	May 1, 2019 Cozy Meal/LA
El Paseo Street Signage	May 15, 2019
GPS Local Launch/ Media Preview Event	May 29, 2019 The Ritz-Carlton, Rancho Mirage Media Preview 4:30 -5:30pm Meet & See 5:30-7:30pm
Progressive Media Lunch/Dinner	May 31, 2019 Local & LA Media

DESTINATION

Overview



Destination Assessments





190

detailed assessments completed in 11 countries **45** underway or planned,

including 4 other

countries

50

in discussion, including 14 other countries

350 destinations from 18 countries

USA, Canada, Mexico, Switzerland, Colombia, Korea, Guatemala, Taiwan, Denmark, Brazil, Australia Dominican Republic, El Salvador, Ecuador, South Africa Peru, Argentina, Dubai, Germany, Honduras, Chile, New Zealand, United Kingdom, Thailand, Micronesia, Philippines, Russia, Ghana, Nigeria

THANK YOU!!!

COMPLETED SURVEYS

Greg Purdy, Stephen D'Agostino

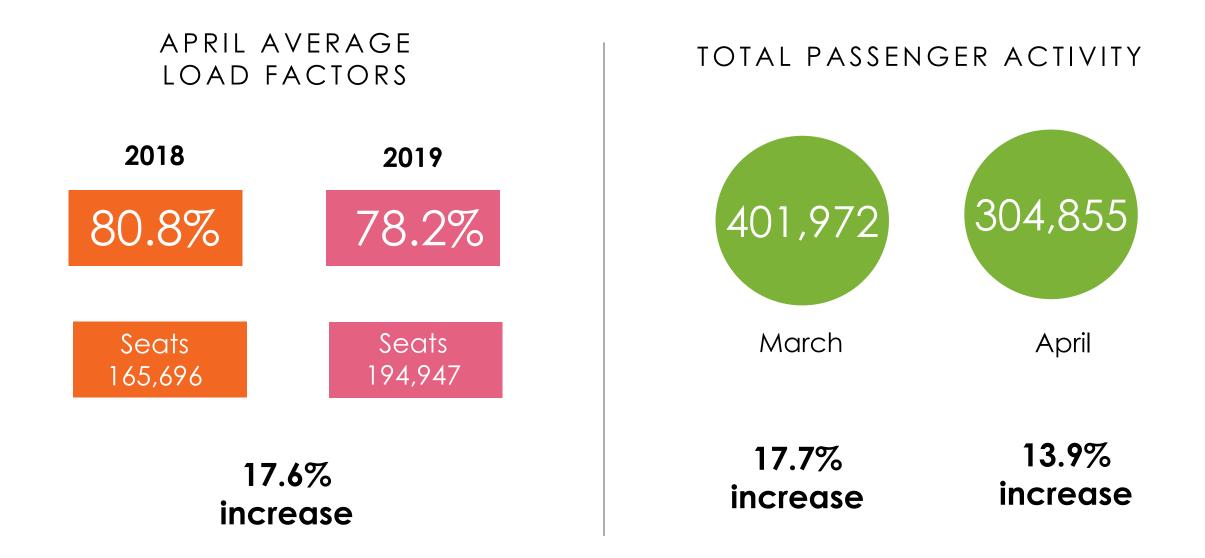
SURVEYS STARTED

Bruce Abney, James Canfield, Rolf Hoehn, Tony Bruggemans

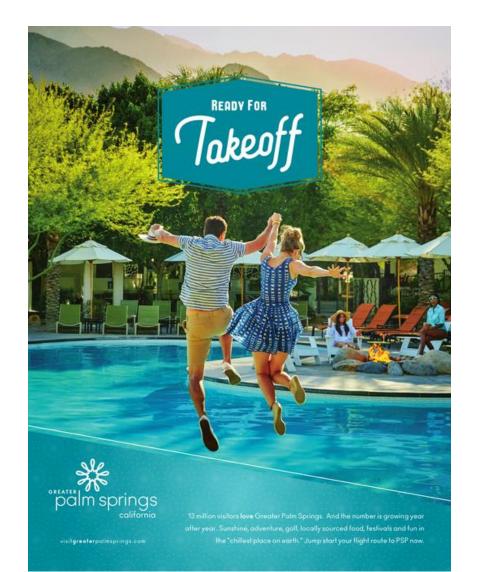


AIRLINE UPDATE

PSP ACTIVITY FACTS



2019 AIRLINE MARKETING



Skift Airline Weekly Monthly Print Advertisements

American Airlines American Way Magazine Full Page Print Advertisement

 \bigcirc

 (\rangle)

 (\rangle)

JumpStart Air Service Development Conference June 3-5, 2019 - Full Page Advertisement





American Way



Supporting Travel Advocacy CalTravel PAC Fundraising Event





NEXT MEETING Friday, June 28, 2019 Location TBD