



visit 29 
Palms™
DISCOVER THE Mojave Desert

Visit29.org



VISIT 29 PALMS 2024-25 ANNUAL REPORT

Branded as Visit 29 Palms, the Twentynine Palms Tourism Business Improvement District (TBID) was established in 2017 to increase awareness, interest, and positioning of Twentynine Palms as a premier travel destination. Operating under the Parking and Business Improvement Area Law of 1989, the TBID is a public-private partnership between the City of Twentynine Palms and local lodging operators, funded through a 1.5% self-assessment on overnight stays in Twentynine Palms at hotels, vacation rentals, and RV resorts.

Goals & Objectives

Our mission is to raise visibility, inspire visitation, and strengthen the city's tourism economy. Core objectives include:

- Enhancing brand awareness through strategic marketing campaigns.
- Increasing visitor engagement with compelling content, experiences, and events.
- Boosting overnight stays to support lodging partners and the city's tourism economy.
- Strengthening partnerships with stakeholders, local businesses and regional tourism organizations.



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YEAR IN REVIEW

Twentynine Palms continued to rise as a destination in 2024-25, fueled by new lodging, restaurants, shops, and wellness businesses. The tourism sector is building momentum, and our community is working together to sustain that growth. At the same time, like the broader travel industry, we are navigating headwinds. Global unrest, inflation, tariffs and trade tensions, and airline route cutbacks have all impacted U.S. travel. California has also seen a sharp decline in international visitation, affecting gateway markets and nearby destinations such as Joshua Tree National Park, Mojave National Preserve, and Death Valley National Park. These conditions reinforce the importance of sustaining demand from domestic and regional markets, which remain the foundation of visitation to Twentynine Palms.

TBID Assessment Revenue

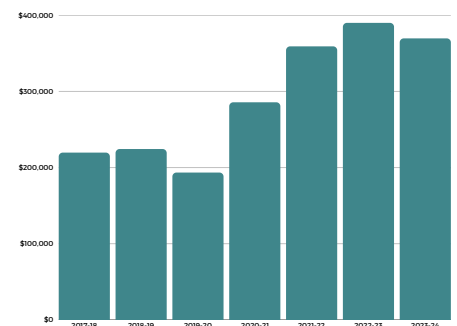
Year-to-date TBID assessment revenue (Oct '24 – July '25) totals \$293,062, reflecting only a 2.5% year-over-year decline despite the broader challenges facing travel. YTD results by lodging segment:

- **YTD Hotels & RV:** \$156,398 (+0.5% YoY)
- **YTD Vacation Rentals:** \$136,664 (-5.7% YoY)

Hotel performance held steady as inventory grew, with Hotel Wren and RESET Hotel adding 77 boutique-style rooms. This new lodging strengthens the city's diversity of options, with modest year-over-year growth in Q1 and Q3 underscoring resilience in the segment. Vacation rentals saw gains in Q1 but declines in Q2 and Q3, reflecting a gradual contraction in inventory.

Annual TBID Assessment Revenue

Since its inception in FY17-18, the TBID has generated steady tourism revenue for Twentynine Palms. Based on industry trends and year-to-date results, we anticipate year-end collections of approximately \$350,000 — about 5% below budget — with reserves to ensure stability. Despite near-term fluctuations, the long-term trend reflects the city's rising position as a high desert destination.



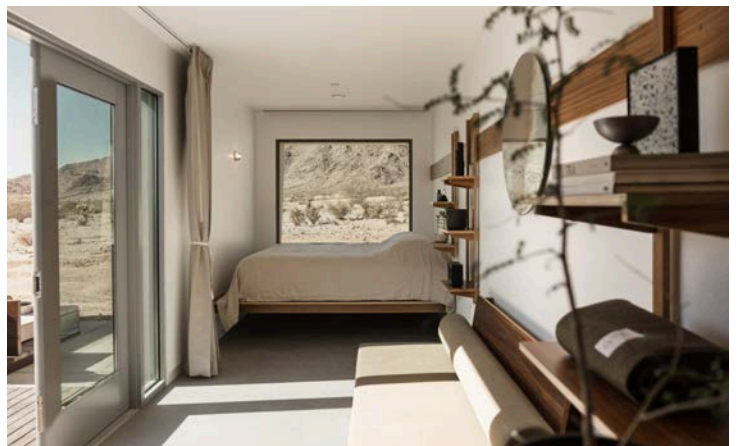
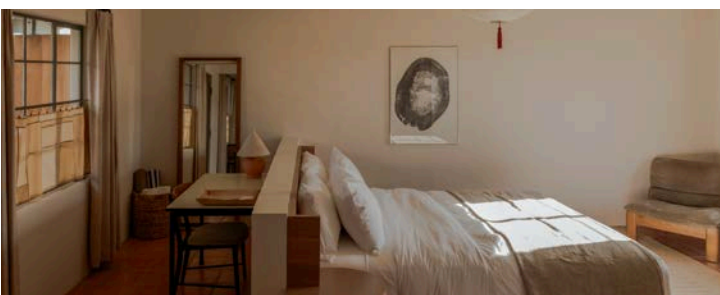
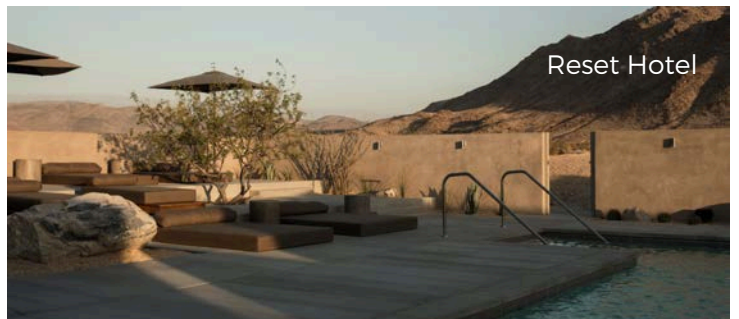
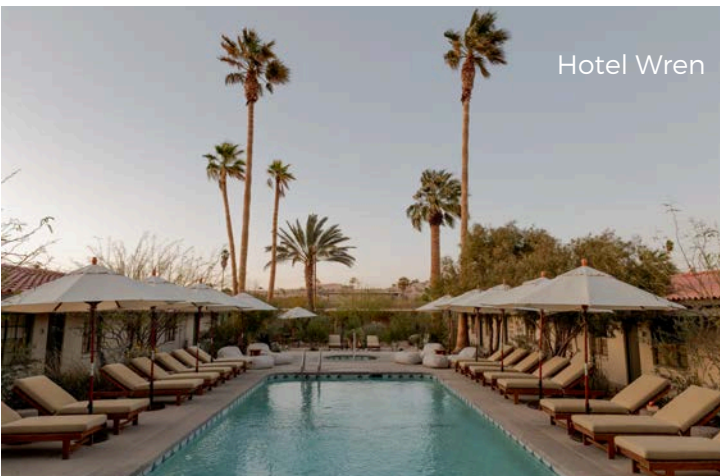
Lodging Forecast

According to Tourism Economics' May 2025 Lodging Forecast, California's lodging industry will see minimal growth in 2025, with statewide room revenue up just 0.2%. Modest ADR gains are expected to be offset by weak demand and new supply, driving a 1.5% drop in statewide occupancy and a 2.5% decline in non-gateway regions, including desert destinations. Modest growth is expected to return in 2026, with steady improvements in demand, rates, and room revenue, signaling a positive long-term outlook for Twentynine Palms and the region.

Rising Destination

Twentynine Palms continues to evolve as a vibrant high desert destination, with 2024-25 bringing another wave of exciting new businesses that are redefining the visitor experience. Boutique hotels have expanded lodging options in notable ways: **Hotel Wren**, a stunning transformation of a historic 1940s property, has brought new life and style to the city's core, while **Reset Hotel**, the first new property built from the ground up in more than 15 years, has introduced a fresh, contemporary stay. Together, these two properties added 77 boutique-style rooms, elevating the lodging experience in Twentynine Palms.

The city also welcomed a diverse mix of new restaurants, bars, shops, and wellness spaces, including **29 Palms Beer Co.**, **Snakes & Stars**, **SBR29**, **Delilah's Vintage**, **Desert's Edge Vintage**, **Nxwhere California**, **Escapade 29**, **Earth & Easel Arte Studio**, **3rd Libra Wellness Lounge**, and more. This wave of investment is enhancing the dining, arts, and wellness experiences available to travelers, reinforcing Twentynine Palms as a place to stay, explore, and return to. It has also captured high-profile media attention, with features in the LA Times, Vogue, Travel + Leisure, National Geographic, Condé Nast Traveler, and more — spotlighting Twentynine Palms as California's rising desert destination.





Visit California LA Media Reception

MEDIA & PR

Twentynine Palms' businesses are making headlines, earning recognition in the LA Times, Vogue, Travel + Leisure, National Geographic, Condé Nast Traveler, and more. Behind this coverage are the creative entrepreneurs opening new hotels, restaurants, shops, and wellness spaces – capturing the attention of national media and reinforcing Twentynine Palms as a destination to visit, explore, and return to.

This visibility was further elevated through Visit 29 Palms' participation in **Visit California's LA Media Reception in October 2024** – a competitive co-op opportunity requiring destinations to pitch their storylines. Visit 29 Palms was selected based on our pitch highlighting the wave of new boutique shops and businesses, the highly anticipated arrival of Hotel Wren and RESET Hotel, and a vibrant fall events lineup including the 29 Palms Book Festival and Rock Rumble Royale. Being chosen for this event provided the opportunity to connect directly with top editors and writers, relationships that will continue to generate meaningful coverage for our community.



2025 California Visitor's Guide

Produced by Visit California with **1 million copies** in circulation, the 2025 California Visitor's Guide features Twentynine Palms with a full-page story and interview with **Habitat** owner Blanca Bribiesca, highlighting the city's transformation and rising profile within the California desert region.

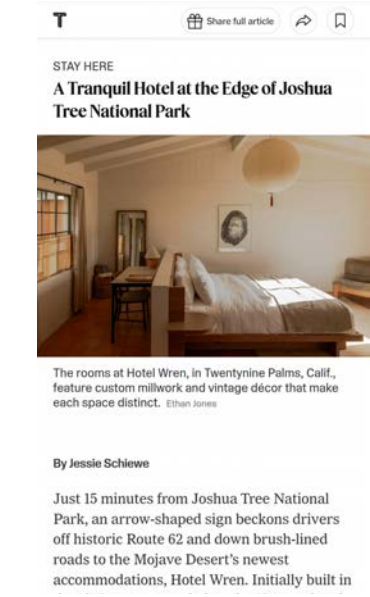
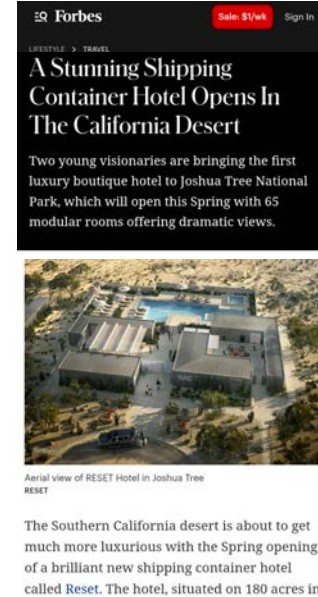
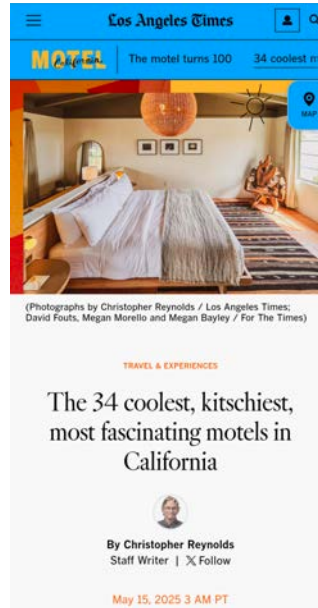
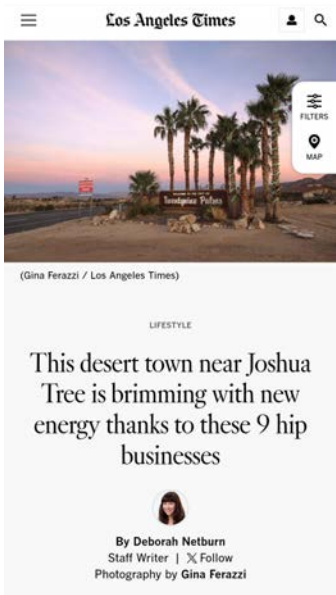


Visit California & Volkswagen California Joyride

The newly opened **Reset Hotel** will be spotlighted in one episode of a three-part road trip adventure series with Will and Patti Forte, traveling across California in Volkswagen's all-electric ID. Buzz. Launch timing and distribution details are forthcoming, with paid placement anticipated to include Disney+, Peacock, Amazon, Roku, Matador Network, Volkswagen's U.S. social channels, and Visit California's owned platforms.

MEDIA HIGHLIGHTS

Over the past year, Twentynine Palms has captured the attention of leading media outlets, with more than 20 stories published across national, regional, and international platforms. From The LA Times, Vogue, and Condé Nast Traveler to National Geographic, Forbes, and Travel + Leisure, this coverage reflects the city's exciting momentum – spotlighting the creativity of local entrepreneurs, the opening of new hotels and remodeled motels, unique wedding venues, innovative businesses, and new events that are shaping a new narrative for Twentynine Palms.



visit29.org/media

MEDIA HIGHLIGHTS

visit29.org/media

PALM SPRINGS LIFE

ARTS + CULTURE

Find Specialty Magazines at Hi Desert Times in Twentynine Palms



Self-professed magazine junkie Liz Lapp stocks Hi Desert Times with more than 100 handpicked titles.

THE SUN

NEWS • Analysis


This ex-New Yorker's bagels fill a hole in Twentynine Palms



Richard Lee is making New York-style bagels in the Mojave Desert city of Twentynine Palms. A former New Yorker, Lee says proper bagels can be made anywhere. Even a desert town of wide open

Traveler

NEWSLETTER | INSPIRATION | DESTINATIONS | PLACES TO GO



DESTINATIONS

Joshua Tree Artist Aleksandra Zee Shares Her Favorite Spots in the High Desert

From desert coffee shops to design-forward shops and soulful lounges, the Joshua Tree-based woodworker shares the places that inspire her.


COACHELLA VALLEY INDEPENDENT

Menu

Caesar Cervisia: Up in the High Desert, 29 Palms Beer Co. Is Producing Fantastic Craft Beer

by Brett Newton
May 29, 2025

Facebook X



NATIONAL GEOGRAPHIC

TRAVEL

8 family-friendly things to do in Joshua Tree

From hiking and biking to offbeat art and drive-in movies, the California desert park and its surroundings offer plenty of family adventure.



Roadside

Manage account



Artist Daniel Popper's sculpture *Transmission* is worth the drive up a dirt road. Photo by Daniel Hennessey

AAA Magazines

The Weekender: 10 fun things to do in Joshua Tree

PUREWOW

FASHION | BEAUTY | FOOD | WELLNESS

TRAVEL

5 Spectacularly Kid-Friendly Airbnbs in California for an Unforgettable Family Experience

YOU MAY NEVER LEAVE.

BY EMMA SINGER • PUBLISHED JUN 24, 2025

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EATER

MAPS

DINING OUT IN LA

The Best Places to Drink and Dine Around Joshua Tree National Park

Old Western saloons, barbecue, cafes, and combination Mexican plates in Southern California's desert escape

by Matthew Kang and Mona Holmes
Updated Mar 20, 2025, 2:30 PM PDT

located approximately 130 miles from Los Angeles, [Joshua Tree National Park](#) is a mecca for rock climbers, hikers, stargazers, and those looking for a more serene desert getaway than the adjacent Palm Springs. The nearby towns of Joshua Tree, Yucca Valley, and Twentynine Palms offer a classic California high desert experience: Find [homey saloons that serve cocktails in Mason jars](#) with live music, barbecue joints, and sun-soaked cafes that feel like literal oases in the desert. Whether a trip to Joshua Tree calls for drives through


LA list

NEWS | LISTEN | DONATE

ARTS AND ENTERTAINMENT

29 Queer Film Festival brings LGBTQ films and talent 'right in the middle of the desert'

By Victoria Alejandro
Published Sep 19, 2024 5:00 AM



Gripped

SUBSCRIBE

Cliffhanger Guides Hosting Upcoming Joshua Tree Bouldering and Conservation Event

Guide service owner Seth Zaharias reached out to share details of this one-of-a-kind comp



Photo by Hannah Schneider | Wiki Commons

"Good day, Chris," Seth Zaharias wrote. "Life is as crazy as ever, and I'm juggling way too many projects and objectives! Just last week, I hit 40 SoCal climbing gyms in four days to promote the Rock Rumble Royale. I'm pretty sure I set the FKT (Fastest Known Time) for this route—800 miles in four days."

Los Angeles Times

WEDDINGS COLLECTIONS | LOCATIONS | PLANNING & IDEAS

LA TIMES STUDIOS | Learn more

WEDDING VENUES

Joshua Tree Wedding Venues For Every Budget




(Victoria Gold Photography | Courtesy Sacred Sands)

PALM SPRINGS LIFE

WEDDINGS

29 Palms Inn Wedding With Ranch Dressing, Pizza, and Movie Night Vibes



PHOTOGRAPHY BY MATTHEW DAVID STUDIO



Billboard artwork designed by Heather Basile and Paul Razo of Mojave Moon Apothecary

OUTDOOR BILLBOARDS

Following the LA Times’ recognition of Twentynine Palms as the “new desert hot spot,” Visit 29 Palms strategically launched an outdoor campaign to amplify this message in key Southern California drive markets. With air travel still facing headwinds, focusing on regional audiences allowed us to maximize impact, drive overnight visitation, and reinforce Twentynine Palms as a must-visit desert destination.

The campaigns generated more than **9 million impressions**, with placements in Silver Lake/Echo Park and along the I-10 corridor in Banning/Beaumont, directly reaching core Los Angeles and Inland Empire audiences:

Silver Lake / Echo Park

Dates: 3/3 – 4/27

Impressions: 3,047,944

I-10 Banning / Beaumont

Dates: 5/12 – 8/12

Impressions: 6,643,169

PALM SPRINGS INTERNATIONAL AIRPORT

Palm Springs International Airport is served by 11 airlines with nonstop flights to 31 destinations and welcomed more than 3.2 million passengers in 2024. Our video placements continue to greet travelers on arrival, positioning Twentynine Palms as the high desert hot spot for lodging, dining, and direct access to Joshua Tree National Park through the North Entrance.



SOCIAL

Social media continues to serve as one of Visit 29 Palms' most important owned channels for increasing visitor engagement and inspiring travel. Our efforts focus primarily on Instagram, with continued activity on Facebook, and recent expansion into TikTok and YouTube Shorts. Across all platforms, content has been used to showcase new businesses, promote community events, and reinforce Twentynine Palms as California's rising desert destination.

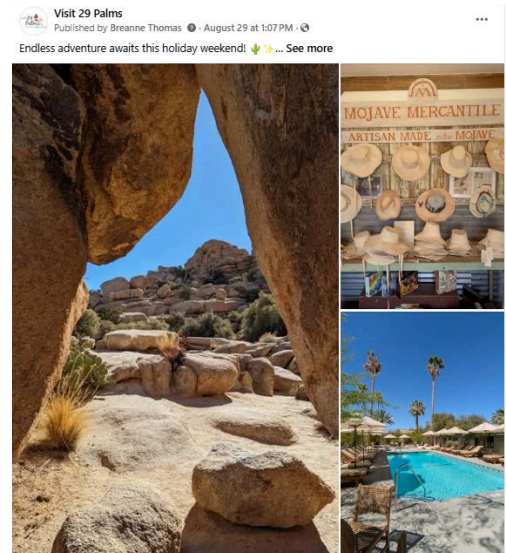
Instagram + Facebook

Growth in reach, engagement, and followers demonstrates stronger content performance year-over-year, particularly around event storytelling and new business highlights. Video continues to play a leading role, with reels and shorts generating hundreds of thousands of views and extending the destination's visibility across core drive markets.

Reach: 351,232 +23%

Content Interactions: 14,684 +116%

New Followers: 2,325 +94%



Emerging Channels

While smaller in scale, TikTok and YouTube Shorts delivered more than 28,000 combined video views, expanding our reach to new audiences and adding fresh avenues for storytelling.

TikTok

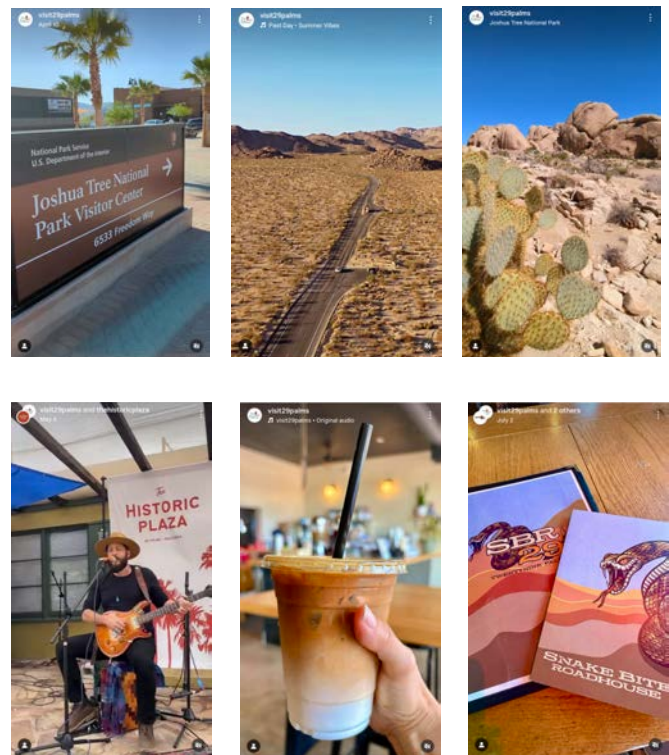
Reach: 15,065

New Follows: 339

YouTube Shorts

Views: 7,400

Watch Time: 109 Hours



RADIO & PODCASTS

Beyond social, Visit 29 Palms expanded its media reach by joining Howard Fox's **Outdoor Adventure Series podcast** to showcase the city's unique appeal and by partnering with **Z107.7 FM** on radio spots promoting businesses, lodging, events, and seasonal messaging across the Morongo Basin.

VISIT29.ORG

Visit29.org remains the hub for trip planning and visitor engagement, connecting travelers with lodging, dining, shopping, attractions, and events in Twentynine Palms. As an owned channel, it delivers measurable value to the community by driving referrals to local partners and generating leads that translate awareness into action. Complementing this, our email marketing program continues to expand, building a direct line to prospective visitors and providing stakeholders with timely updates. Together, these channels inspire trips, extend stays, and strengthen the city's tourism economy.

Steady traffic with stronger engagement, more pages explored per visit, fewer bounces, and a sharp increase in referrals delivering measurable value to local partners.

- **Unique Site Visitors:** 98,413 -4% YoY
- **Pages Per Visit:** 2.59 +8% YoY
- **Bounce Rate:** 48% -10% YoY
- **Partner Referrals:** 22,000 +26% YoY
- **Traffic Sources:** 49% organic · 23% paid · 14% direct · 8.5% referral · 4.5% social
- **Geographic Reach:** 88% U.S. / 12% international; top U.S. growth markets include Los Angeles (+28%), New York (+145%), and Chicago (+165%); Canada leads internationally (+3%)

Email & Lead Generation

Expanding our direct audience with higher conversion rates, strong subscriber growth, and engagement levels well above industry benchmarks.

- **New Opt-In Subscribers:** 694 +53% YoY, with a 0.7% conversion rate (up from 0.4%)
- **Avg. Open Rate:** 44%
- **Avg. Click-Through Rate:** 3.5% exceeding industry benchmarks
- **Stakeholder “Partner News” Emails:** 73% average open rate, 3% click-through

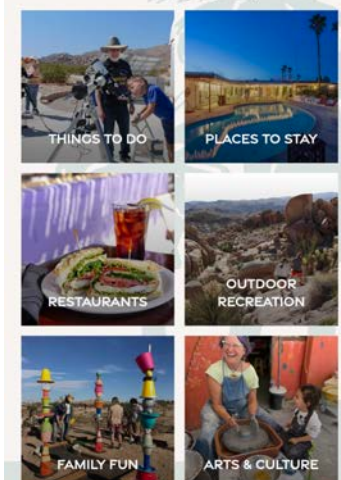


WELCOME TO
TWENTYNINE PALMS,
CALIFORNIA

Twentynine Palms, California is the home of Joshua Tree National Park headquarters and north entrance, and it is the official Gateway to the new Mojave Trails National Monument. Nestled in the

Explore 29

29 Palms is an oasis for artists and nature lovers and a restful and recharging getaway for visitors!



LEARN MORE



SPONSORSHIP & EVENT GRANT PROGRAM

Launched in January 2024, Visit 29 Palms' Sponsorship & Event Grant Program is the TBID's largest tourism investment and a cornerstone of its marketing strategy. Developed with community input and guided by a lodging and community subcommittee, the program reflects a shared commitment to strengthening Twentynine Palms' identity as a vibrant desert destination while fueling long-term growth through a pipeline of annual and signature events that attract visitors today and build sustained demand for the future.

Grounded in Visit 29 Palms' five destination pillars—Outdoor Recreation; Arts, Culture & History; Health & Wellness; Culinary Experiences; and Stargazing & Astronomy—the program provides funding support for events and experiences that elevate the city's brand, connect with key travel markets, and foster a self-sustaining event landscape. With \$200,000 allocated in the FY 2024–25 budget, made possible through TBID reserves, the program offers two competitive funding rounds each year, in fall and spring, awarding sponsorships of \$100–\$3,000 and grants of \$3,000–\$20,000 to seed and sustain innovative, tourism-focused events.

Program Goals

The Sponsorship & Event Grant Program was designed to advance these core goals, aligning with Visit 29 Palms' mission to strengthen the city's tourism identity and expand its appeal as a must-visit desert destination:

- **Attract overnight visitors** and increase room demand for lodging partners
- **Enhance the visitor experience** through arts, culture, wellness, outdoor recreation, and stargazing and astronomy experiences
- **Drive economic impact** through increased visitor spending at the city's lodging properties, restaurants, shops, attractions, and more
- **Drive community engagement and foster collaboration** among event organizers, local businesses, and community partners



SPONSORSHIP & EVENT GRANT PROGRAM

FY24–25 Program Investment

In FY24–25, Visit 29 Palms awarded \$167,000 in event sponsorship and grant funding across two funding rounds, supporting events scheduled between January 1 and December 30, 2025:

Event Grants: \$135,000

Number of Events Supported: 20

Event Sponsorships: \$32,000

Number of Days of Event Programming: 71

Events Supported by Grant Funding:

- Theatre 29's Second Half of 24-25 Season | February - June, 2025
- Dance Mojave's The Planets | May 9-10
- Ryan Heffington's Emotional Landscapes | May 24-25, 2025
- 29 Queer Film Festival | Sept 19-21, 2025
- Twentynine Palms Book Festival | Nov 7-9, 2025
- Joshua Tree Half Marathon | Nov 1, 2025
- Climb Smart | Nov 21-23, 2025

Events Supported by Sponsorship Funding:

- Desert Fringe Theatre & Cultural Arts Festival | March 28-30, 2025
- Full Moon Festival | April 11-12, 2025
- Desert Rat Convention | April 25-26, 2025
- Chalk Fest & Art Fair | May 4, 2025
- 29 Palms Ten Minute Play Festival | May 3-4, 2025
- JT City Limits Desert Jam | May 4, 2025
- Area 29 Galactic Gathering | Aug 14-17, 2025
- Scorpion Lollipop After Dark Area 29 Galactic Gathering Film Screening | Aug 15, 2025
- Beamed Up At Beer Co Art Installation | Oct 1, 2025
- Joshua Tree Music Festival | Oct 9-12, 2025
- Night Sky Festival | Oct 24-25, 2025
- Hwy 62 Open Studio Art Tours | First three weekends in October, 2025
- Joshua Tree National Park Art Expo | Nov 1-2, 2025



29 PALMS VISITOR CENTER

Over the past year, the City's Visitor Center has welcomed and assisted **4,270 travelers** from **41 U.S. states and 16 countries**, underscoring the broad appeal of Twentynine Palms and California's Mojave Desert region. While operating on a reduced part-time schedule this year to allow staff to balance center operations with core marketing responsibilities, the Visitor Center has remained an important touchpoint for visitors. Through personalized service, staff continue to connect travelers with local businesses, events, and attractions—enhancing the visitor experience, encouraging longer stays, and inspiring repeat visits that support both the local economy and community vibrancy.

PAAC Art in Public Places Exhibits

Through our partnership with the Public Arts Advisory Committee (PAAC), the 29 Palms Visitor Center presents four Art in Public Places exhibits annually, celebrating community talent and adding a vibrant cultural dimension to the visitor experience.



2024-25 Exhibits:

Mil-Tree: From There to Here

Mojave Artists of Color Collection:

Desert Dreams & Fascinations

Groundwork Arts: Brushes, Beats & Beyond

Sun Spot Artist Co-Op: Holes and Horizons





LOOKING AHEAD

As Visit 29 Palms prepares for FY25–26, we are building on the momentum of this past year with a balanced and strategic budget designed to strengthen our marketing reach, support local events, and sustain core operations. Looking ahead, FY25–26 will continue preparations to transition the TBID from the 1989 Law to the 1994 Law, a change that will extend the district to a five-year term. This strategic step will provide long-term stability, enabling greater capacity for planning, investment, and collaboration in the years ahead. The proposed \$547,843 TBID budget combines \$350,000 in projected assessment revenue with \$200,000 in reserves, ensuring both stability and capacity to invest in high-priority initiatives.

FY25–26 Proposed Budget Highlights

Sponsorship & Event Grant Program – \$150,000

- Continuing as the TBID’s largest single investment, supporting cultural, arts, wellness, sports, and community events that drive overnight visitation and community engagement.

Marketing & Advertising – \$169,010

- Expanding reach through billboards, digital marketing, print, social media contractor services, broadcast, travel trade, and special projects – positioning Twentynine Palms in both regional drive markets and targeted national campaigns.

Administration & Operations – \$218,133

- Sustaining visitor services and organizational capacity, including staff salaries and benefits, Visitor Center operations, Civitas contract services in preparation for district conversion, and a risk management contingency.

With a solid foundation in place, strategic investments planned, and district conversion on the horizon, Visit 29 Palms is entering FY25–26 with focus and momentum. Guided by our goals to grow awareness, engage visitors, attract overnight stays, and foster collaboration, we look forward to another year of advancing tourism and supporting the lodging and hospitality industry that drives it.



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Palms™
DISCOVER THE Mojave Desert

THANK YOU