



**AUGUST
2023**

ANNUAL REPORT

FY 22-23

*Prepared and presented by the City of Twentynine Palms
Tourism Business Improvement District*



ABOUT VISIT 29 PALMS

The City of Twentynine Palms Tourism Business Improvement District (TBID) was established and branded as Visit 29 Palms in 2017 under the Parking and Business Improvement Area Law of 1989, with the goal and objective of promoting growth in travel and tourism in 29 Palms.

Formed through a public-private partnership between the City of Twentynine Palms and lodging operators and owners, Visit 29 Palms is funded entirely through revenue generated by the self-assessed 1.5% tourism assessment fee that is applied to all overnight room rates at the hotels, motels, RV resort, and vacation rentals within the TBID's district. The Visit 29 Palms TBID's district is defined by the 58 square-mile boundary of the incorporated City of Twentynine Palms and includes all of the lodging properties within it, with the exception of the hotels aboard the Twentynine Palms Marine Corp Base.

The City of Twentynine Palms' TBID is administered by a 5-member Advisory Board made up of lodging owners and operators whose members are appointed by City Council.

The TBID Advisory board oversees the development and implementation of an annual tourism marketing plan and budget and provides strategic guidance and direction to the TBID staff. TBID staff also oversee and manage the daily operation of the 29 Palms Visitor Center.

TBID ADVISORY BOARD

RAKESH MEHTA
Chair

NALINI "ASH" MAHARAJ
Vice Chair

HEIDI GRUNT
Boardmember

PATRICIA KNIGHT
Boardmember

MARIA QUINTEROS
Boardmember

TBID STAFF

BREANNE DUSASTRE
Director of Marketing

**VISITOR CENTER
STAFF**
D'ANNE ALBERS

VISIT 29 PALMS TBID DISTRICT OVERVIEW

Boasting the largest and most diverse lodging market in the Morongo Basin, 29 Palms welcomes over **800,000 annual overnight visitors**. From nationally branded hotels to historic inns and motels, vacation home rentals and the largest recreation vehicle resort, 29 Palms continues to be well positioned to meet the needs of leisure, business, and group travelers, offering something for every type of traveler, on any type of budget.

590+
Hotel Rooms

175+
RV Spaces

480+
Permitted
vacation rentals

www.visit29.org/lodging





All creative tourism marketing efforts are themed and focused around the city's five key destination pillars:

OUTDOOR RECREATION

Joshua Tree National Park, Mojave Trails National Monument, Mojave National Preserve

ARTS, CULTURE, HISTORY

Oasis of Murals, vibrant art galleries and studios, rich history and culture

HEALTH AND WELLNESS

Unmatched access to stunning wilderness areas and opportunities to connect with the natural world

CULINARY

Diverse culinary scene with growing number of new restaurants and bars

STARGAZING & ASTRONOMY

Extraordinary dark night skies and astronomy opportunities

STRATEGIC GOALS

- + Increase awareness and build interest in 29 Palms as a tourism destination in order to drive overnight room demand for lodging partners.
- + Support the growth of local and regional signature events and seek partnership opportunities to bring new events to the city.
- + Establish the city as a destination that supports sustainability that cares for, supports, and protects people and the planet.
- + Leverage partnership opportunities and exposure with regional and state tourism partners.

TARGETED MARKETING

Strengthen in-state drive markets (LA, SD, OC, SF)

Grow out-of-state drive markets (AZ, NV)

Build short-haul domestic markets (OR, WA, TX)

Develop international markets (CAN, MX)



VISIT29.ORG

UNIQUE SITE USERS

88,885

+12.5% Q3 YTD vs 21-22 FY

PAGEVIEWS

203,358

+14.4% Q3 YTD vs 21-22 FY

OUTBOUND LODGING

LINK CLICKS

9,121

+20.5% Q3 YTD vs 21-22 FY

Continuing to serve as Visit 29 Palms' most powerful marketing tool, Visit29.org serves as the one-stop site for inspiration and information for travelers planning their visit to 29 Palms. Backed by the power of ongoing and targeted Google campaigns, the site continues to see year-over-year growth in use and engagement and continues to drive significant referral traffic to the booking sites of lodging properties within the district.

While use of the site continues to grow, so too has the urgency to improve the mobile user experience, visual storytelling capabilities, tools for lead generation, and digital branding style. Visit 29 Palms received a very strong response to its RFP for professional web agency services and is proud to be partnering with [Simpleview](#) for the development of a fully redesigned tourism website.



PAID SEARCH & SMART DISPLAY CAMPAIGNS

The deployment of paid search and smart display campaigns with Google continue to be instrumental in catapulting the visibility of Visit29.org and channeling a steady stream of engagement and targeted, timely traffic to the site. Search engine marketing efforts with Google accounts for nearly 25% of site traffic.

CLICKS
+3% vs previous year
36,600

CTR
+29% vs previous year
2.41%

CPC
-8% vs previous year
\$0.33

SOCIAL MEDIA

Leveraging Facebook, Instagram, Twitter, and TikTok, Visit 29 Palms crafts a dynamic connection with travelers, inspiring them to explore. Social media's expansive reach and visual appeal offer an unparalleled canvas to showcase the allure of the destination and its attractions and experiences.

ORGANIC REACH
+14% vs previous year

480,210

PAID REACH
+7% vs previous year

360,085

CTR
-3.7% vs previous year

3.36%



E-NEWSLETTERS

Delivering inspirational content and travel planning resources to over 3,500 active subscribers. YTD, Visit 29 Palms' subscriber base has grown by 12% over previous year.

OPEN RATE
8% above industry avg

39%

CTR
3% above industry avg

4%



"As you roll across miles of empty desert, take a detour to climb the sand at Kelso Dunes."

to see amazing rock formations. Pull over to admire the Cholla Cactus Garden's fuzzy flora and snap photos of graceful Arch Rock. As daylight wanes, head for 29 Palms Inn on the park's northeast border. Fall asleep in an adobe bungalow to the lone-some call of howling coyotes.

The next morning, explore **Twentynine Palms** Oasis of Mara and learn how its life-giving waters sustained the Serrano people and 19th-century cowboys, then admire desert-inspired sculptures at 29 Palms Art Gallery. Sit down to a late breakfast of chorizo and eggs at Cactus Trails Cafe before swinging north to **Mojave National Preserve**, 30 miles distant. As you roll across vast miles of beautifully empty desert, take a brief detour to climb the silky sand mountains at Kelso Dunes. Exit the preserve at **Baker** and check the temperature on the 134-foot-high World's Tallest Thermometer.

From Baker, **Tecopa** is only an hour away. Beeline to Tecopa

Brewing Company for a pulled-pork sandwich and whatever's on tap, then spend the night in a rustic cottage at Delight's Hot Springs. You'll have 24-hour access to steaming thermal pools and a star-studded night sky, but don't forget to sleep. Your morning destination is **Furnace Creek** at **Death Valley National Park**, and there's a lot to see along the one-hour drive. Make the Oasis at Death Valley your home for touring the park's surreal landscape: Marvel at mineral-tinged sediments at **Artist's Palette**, walk across Badwater's sun-bleached salt flats, and watch a glowing sunset over **Zabriskie Point's** badlands.

Scan using the Spotify app



EARNED PRINT MEDIA



1M

printed copies

29 Palms businesses and attractions have earned tremendous exposure the newly published 2022/2023 Visit California Road Trips Guide which features the desert region in one of eight road trip itineraries.

VIDEO DEVELOPMENT

[Visit 29 Palms YouTube](#)

YouTube Channel Trailer

:30 second destination overview

Freedom Plaza

Freedom Plaza Grand Opening
New Joshua Tree National Park Visitor Center

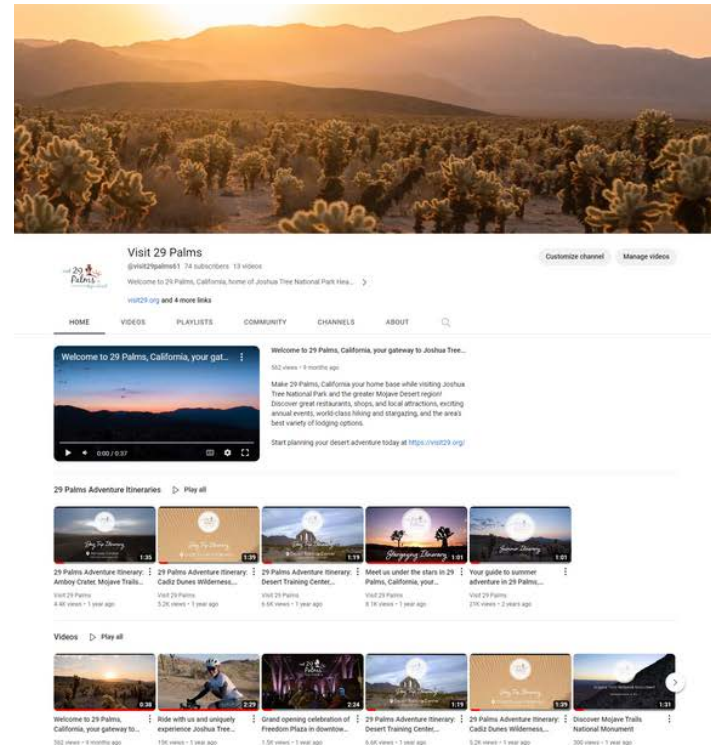
Adventure Itineraries

Summer Adventure
Stargazing Adventure
Mojave Trails NM - Amboy Crater
Mojave Trails NM - Cadiz Dunes Wilderness
Mojave Trails NM - Desert Training Center

Signature Events

Joshua Tree 55
Night Sky Festival

VIEWS
+38% vs previous year
62,662



SPONSORED EVENTS

Visit 29 Palms proudly continued its sponsorship of the region's annual signature events including Night Sky Festival, Hwy 62 Open Studio Art Tours, Joshua Tree National Park Art Exposition, Vacation Races Joshua Tree Half Marathon, Joshua Tree Music Festival (Spring & Fall), Climb Smart, Joshua Tree 55 Community Cycling Event, and Pride 29.



ONTARIO INTERNATIONAL AIRPORT

Visit 29 Palms has continued to prioritize and expand its advertising presence as part of a strategic approach to reach a large and diverse audience of frequent travelers and to build awareness and spark interest for the city's attractions and experiences.

As a new initiative for FY 22-23, Visit 29 Palms leveraged a co-op advertising opportunity with Discover Inland Empire for a 6-month digital display campaign at the International terminal of Ontario International Airport, one of the fastest growing airports in the U.S. This co-op program also included a 3-month photo-booth display opportunity and dedicated rack card placement in the terminal.



PALM SPRINGS INTERNATIONAL AIRPORT

Visit 29 Palms has for its second year maintained a year-round presence at the Palm Springs International Airport, which has continued to see rapid growth and had a record-breaking year in 2022 with just under 3 million passengers. Twelve airlines serve Palm Springs International Airport with nonstop flights to more than thirty destinations. These routes include connections to major hubs and offer travel possibilities to hundreds of cities worldwide. Visit 29 Palms runs rotating, seasonal video ads throughout the year at the baggage claim and welcome lobby, and receives bonus coverage on the video wall when available.



8.6M

YTD DIGITAL
AD IMPRESSIONS



CITY OF 29 PALMS VISITOR CENTER

Operations of the City's Visitor Center continued this year, with Visit 29 Palms TBID staff managing daily operations. These in-person interactions support visitors once they have arrived in the destination and continue to be valuable for driving return visits and longer lengths of future stays.

4,023

Year-to-Date Visitors
+22% vs previous year

Working in collaboration with the City's Public Arts Advisory Committee (PAAC), the Visitor Center continued to host the Art In Public Places exhibits, offering the local artist community a great space for showcasing their work.

WHERE OUR VISITORS COME FROM

% comparison vs previous year



32%	California	+2%
16%	Western U.S.	+3%
12.6%	Europe	+11%
12.6%	Midwestern U.S.	+8%
12%	Canada	+6%
6%	Northeastern U.S.	-1%



SPONSORED INDUSTRY EVENTS

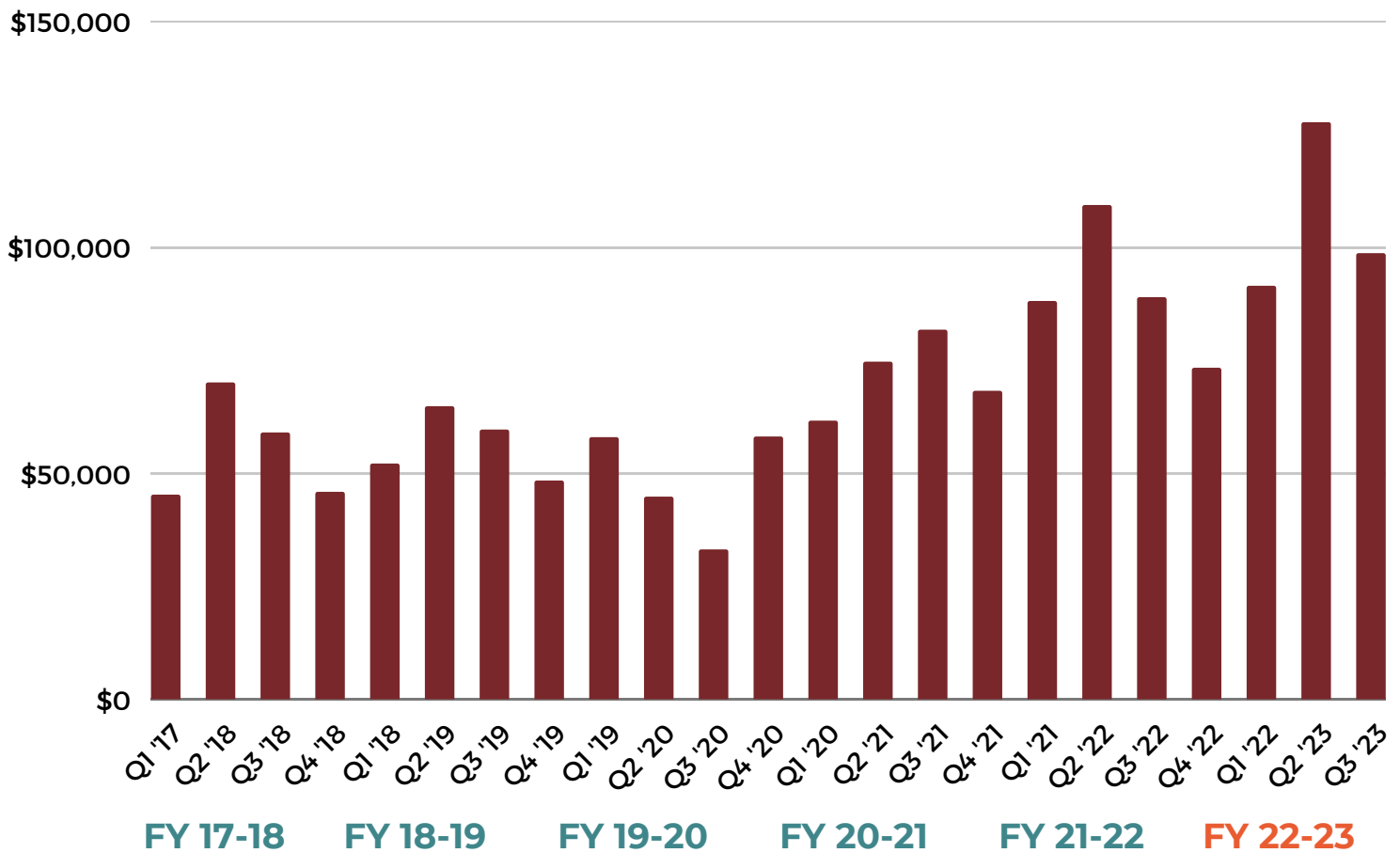
Presented by **Discover Inland Empire** and **Visit California**, the **Inland Empire Regional Tourism Summit** in March brought together 200 travel industry representatives and buyers, CVB's, local tribes, and industry leaders to share insights on the state of tourism, the importance of regional collaboration, and international tourism development. As a gold-level sponsor of the Tourism Summit, Visit 29 Palms earned great industry exposure at this event. Staff had the opportunity to speak on stage, sharing the latest news and developments from our destination, and participated alongside Visit California, Disney, and Discover Inland Empire on the tourism best practices panel.



In partnering with **Discover Inland Empire**, Visit 29 Palms gained powerful exposure at the U.S. Travel Association's **IPW**, the leading international inbound travel trade show, through media pitches and scheduled interviews with travel and tour wholesalers and travel media.



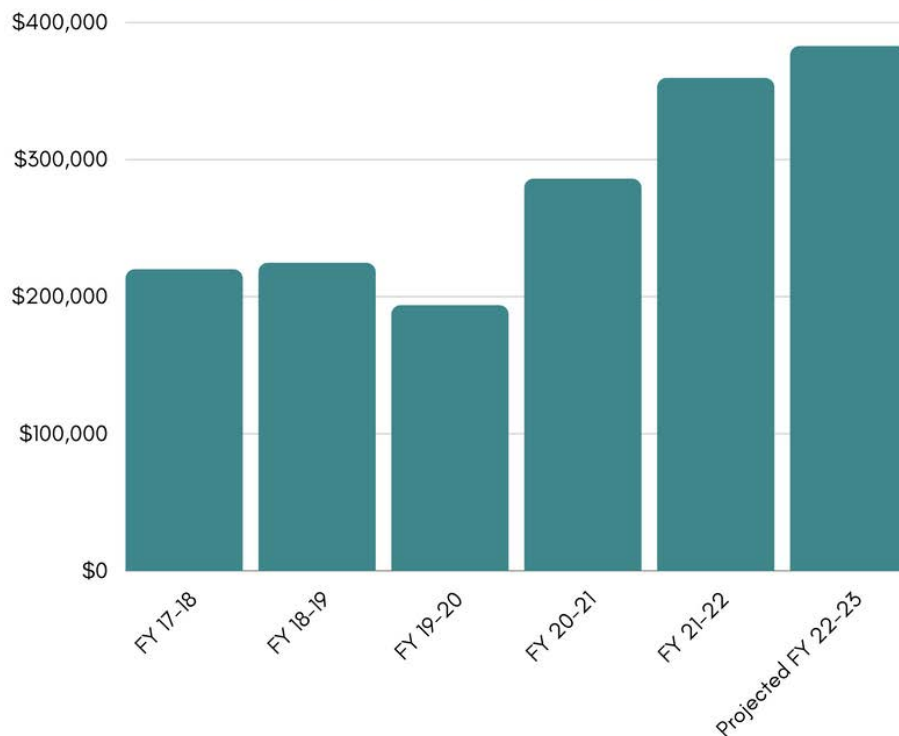
TBID REVENUE RESULTS



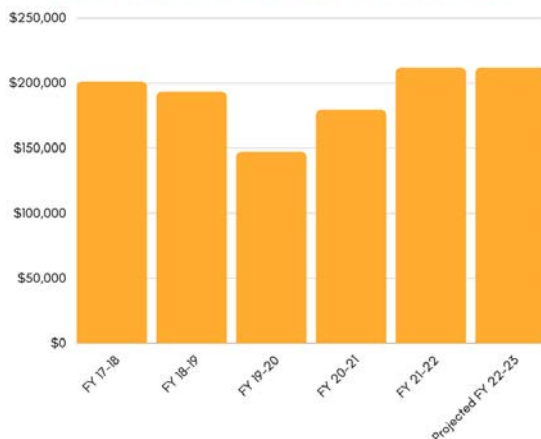
Through the first three quarters of FY 22-23, year-to-date TBID assessment revenue has increased by 11% over previous year, and is projected to surpass \$380,000. Hotels are projected to be flat to last year, and VHR's projected to increase by upwards of 15%.

From the first-year collection of \$219,642 to surpassing \$350,000 in year five, TBID has seen revenue increase by over 60% since its inception, and has had 12 consecutive quarters of year-over-year revenue growth following the COVID slowdown in FY 19-20.

Visit 29 Palms TBID Assessment Revenue



Visit 29 Palms TBID Assessment Revenue - Hotels



Visit 29 Palms TBID Assessment Revenue - VHR's

