



BOARD AND JPA MEETING

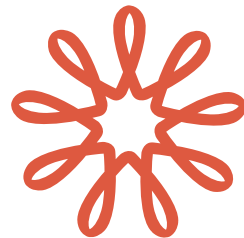
Friday, June 27, 2025

GRAND | HYATT®

INDIAN WELLS
RESORT & VILLAS

Wi-Fi: Hyatt_Meeting / Access Code: GHIW25

CALL TO ORDER





"I pledge allegiance
to the flag of the
United States of America,
and to the Republic
for which it stands,
one nation under God
indivisible, with liberty
and justice for all."

ROLL CALL

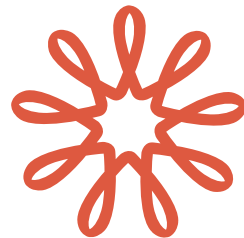


CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)



PUBLIC COMMENT



APPROVAL OF MINUTES

(ALL VOTE)



- a. JPA-VGPS Board of Directors Joint Meeting Minutes – April 4, 2025

CONSENT CALENDAR

(JPA ONLY VOTES)



- a. Warrants and Demands Dated March 2025
- b. Warrants and Demands Dated April 2025
- c. Warrants and Demands Dated May 2025

CEO / PRESIDENT'S REPORT



Thank you!

TOM SCARAMELLINO

We are grateful for all you have contributed to support and lead our industry during your time in our destination and for your many years of leadership on our Board of Directors!

You will be missed!



COACHELLA VALLEY FOR CLEAN AIR

Formed in May 2025 by Dr. Toper Taylor,
Indian Wells Council Member

Coachella Valley for Clean Air **brings together cities and leading institutions** to tackle the region's worsening air pollution crisis.

Key Partners:

Indian Wells, Eisenhower Health, Grand Hyatt,
Renaissance Esmeralda, Desert Valleys Builders
Association, USC Schwarzenegger

CURRENT BOARD LIAISONS

Thank you!

- **Marketing/Brand** Bob Schneider, Liz Ostoich, Celeste Brackley
- **Convention Sales** Tom Scaramellino, Rob Hampton
- **Public Relations** Tim Pyne, Greg Purdy, Kate Anderson
- **Destination Experiences** Barb Smith
- **Tourism Development** Peggy Trott, Patrick Klein
- **Finance** Aftab Dada
- **Partnership** John Bolton
- **Tourism Foundation** David Feltman, Tim Ellis
- **Community Engagement** Doug Watson, Joseph Tormey

PLACE MAKING COMMITTEE



We are suggesting the creation of a **Place Making Committee** that will focus on developing attractions, activities, and experiences that will drive demand for summer and key need periods. The committee would work with the VGPS team and will assist in reviewing potential consultants to assist with the process.

The term will be for **12-18 months** with a maximum of 10 board and/or JPA members.

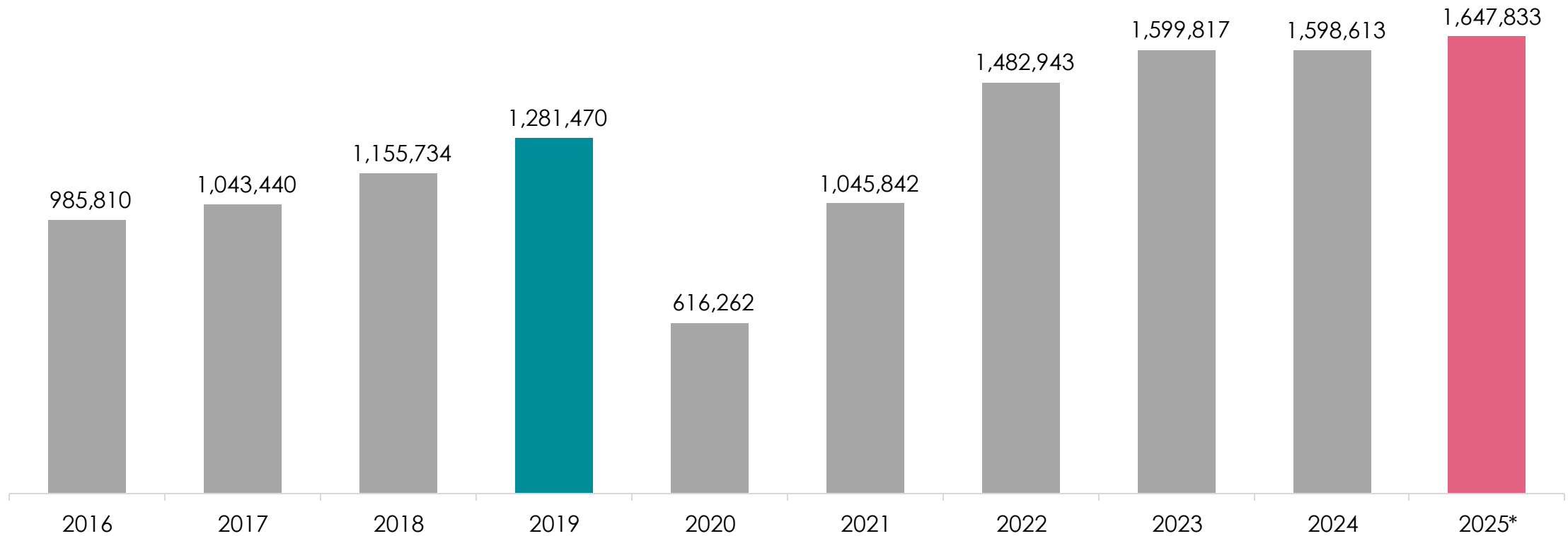
Please e-mail your interest to
scott@visitgreaterps.com

AIR SERVICE

ONBOARDS ARE UP BY 26% FROM 2019 TO 2025*

PSP ONBOARD TRENDS

Number of one-way onboards: 2016 to 2025*



Note: March-April 2025 are derived from PSP enplanement report to encompass international airlines and 2025 = YE April 2025

Sources: Cirium T-100 & schedule data via Diio Mi; PSP enplanement report; Ailevon Pacific Aviation Consulting analysis

ARRIVALS FROM CANADA AT PSP



January – April Comparison of Canadian Airlines

2025: **108,439 passengers arrived** on Air Canada, WestJet, Porter, and Flair

- Porter (new airline for PSP) from Toronto added over 4K additional passengers

2024: **102,921 passengers arrived** on Air Canada, WestJet, and Flair









NEW & EXTENDED SERVICE

PSP SEASONAL FALL ROUTES		
AIRLINE	DESTINATION	RESUMPTION DATE
United	Los Angeles (LAX)	19-Aug
Sun Country	Minneapolis-Saint Paul (MSP)	11-Sep
United	Chicago (ORD)	25-Sep
Allegiant	Bellingham (BLI)	2-Oct
Southwest	San Jose (SJC)	2-Oct
WestJet	Edmonton (YEG)	5-Oct
Delta	Minneapolis-Saint Paul (MSP)	6-Oct
American	Chicago (ORD)	6-Oct
Air Canada	Vancouver (YVR)	26-Oct
Alaska	New York (JFK)	26-Oct
Alaska	Seattle/Everett (PAE)	26-Oct
United	Houston (IAH)	26-Oct
Air Canada	Toronto (YYZ)	27-Oct
WestJet	Winnipeg (YWG)	28-Oct
Delta	Seattle (SEA)	10-Nov
Delta	Atlanta (ATL)	1-Nov
New Delta	Austin (AUS)	15-Nov
Delta	(New York) JFK	8-Nov
New Southwest	Chicago (MDW)	22-Nov
Porter	Toronto (YYZ)	11-Dec
United	Washington, D.C. (IAD)	18-Dec

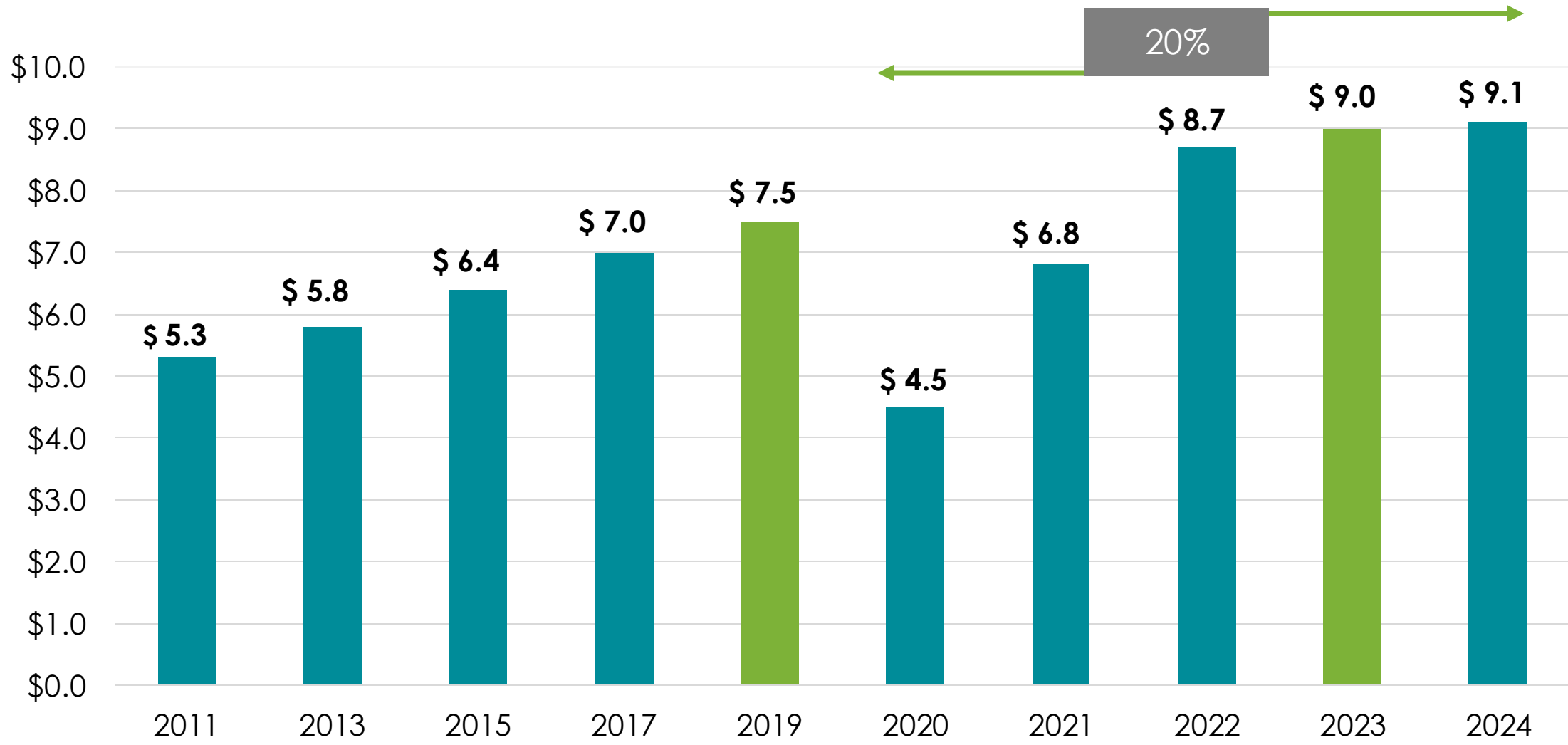
RESEARCH & REPORTS

Total Economic Impact of Tourism in Greater Palm Springs

SOURCE: TOURISM ECONOMICS
REPORT 2024

	2019	2023	2024	% CHANGE FROM 2023
 TOTAL VISITORS	14.1M	14.4M	14.5M	 0.97%
 STATE & LOCAL TAXES	\$687M	\$851M	\$897M	 5.40%
 HOUSEHOLD TAXES SAVED	\$4,031	\$5,500	\$5,800	 5.45%
 JOBS SUSTAINED	53,572	50,936	51,045	 0.21%
 TOTAL ECONOMIC IMPACT	\$7.5B	\$9.0B	\$9.1B	 1.12%

GPS TOTAL ECONOMIC IMPACT OF TOURISM (BILLIONS)



SOURCE: TOURISM ECONOMICS REPORT 2024

2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Methodology

Data Collection:

877 visitors were interviewed in person at various locations across the valley.

Interviews were conducted at the airport, a hotel, museums, public exhibits, downtown areas, special events, and other public spaces.

SOURCE: DOWNS & ST. GERMAIN RESEARCH
Note: The sampling error for a sample size of 877 is $\pm 3.31\%$ points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Tracking Study are within 3.31% points of the "true" value on a quarterly basis.

Top Origin Markets	Percent
Los Angeles	16%
Seattle-Tacoma	6%
San Francisco-Oakland-San Jose	5%
Chicago	4%
New York	4%
Portland, OR	4%
San Diego	4%
Minneapolis-Saint Paul	3%
Denver	3%

2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Visitor Profile



28%

First-Time Visitor



55

Median Age



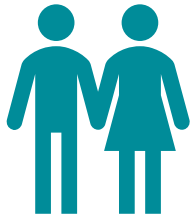
2.9

Travel Party Size



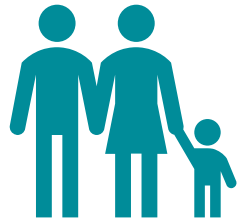
4.2 (hotels) / **13.8** (STVR)

Length of Stay



50%

Travel as a couple



12%

Travel with children



11%

Have additional support needs



19%

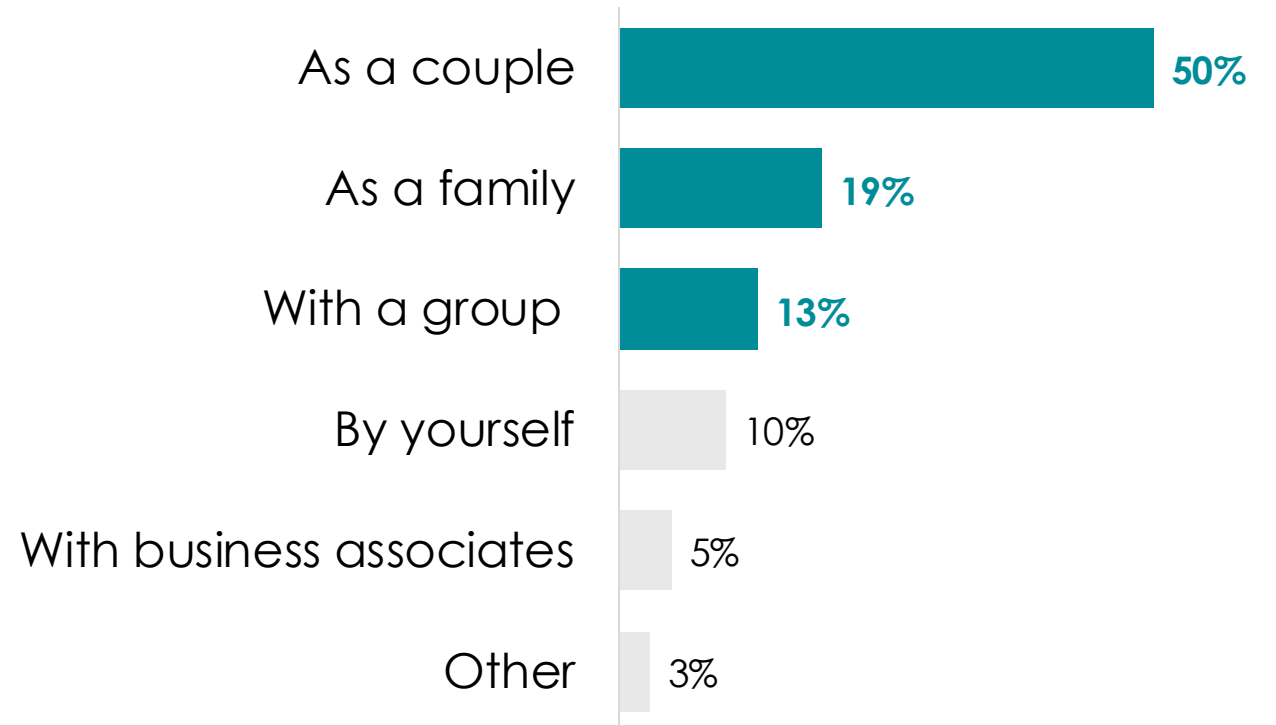
LGBTQ+

2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Travel Party Composition

- **Half** of the visitors traveled **as a couple**
- Nearly **9 in 10** of visitors **traveled without children**
- The typical **travel party size** was **2.9**

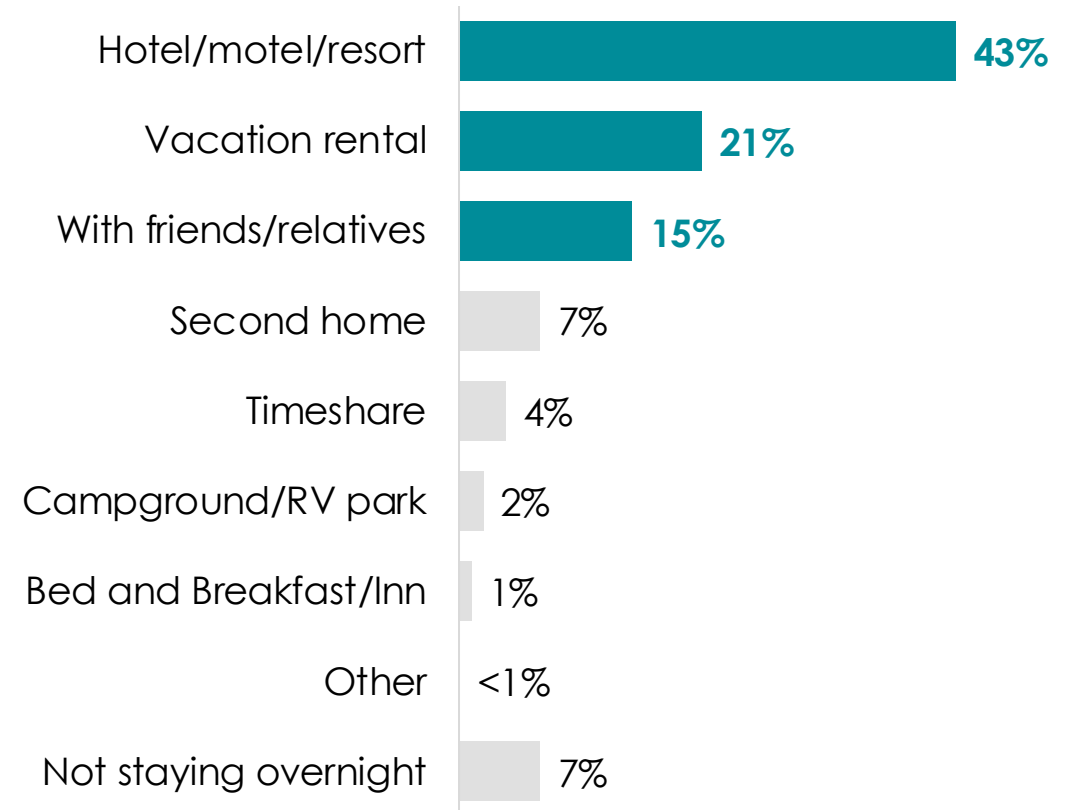


2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Lodging Preferences

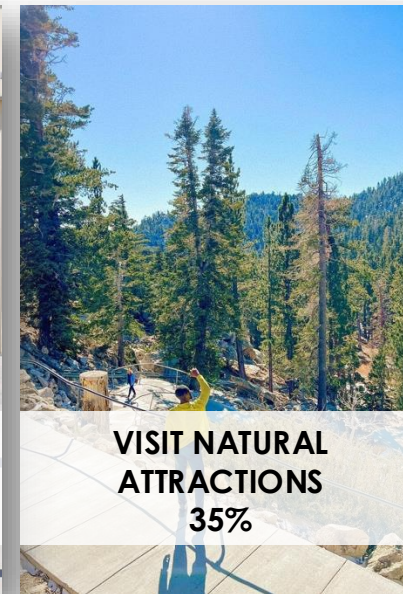
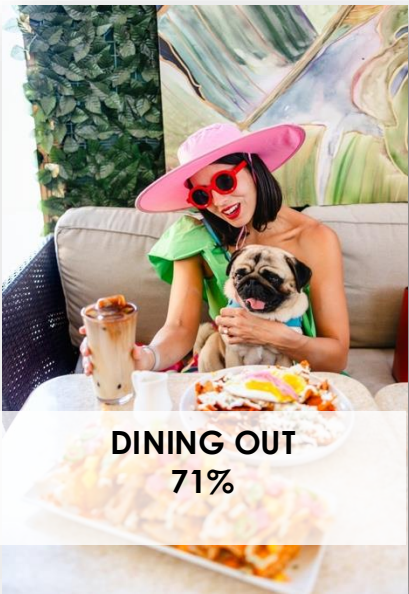
- Over **2 in 5** visitors stayed in a **hotel/motel/resort** during their trip to the Greater Palm Springs area
- Over **1 in 5** visitors stayed in a **vacation rental**
- **15%** of visitors stayed **with friends/relatives**



2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Top Activities in the Area

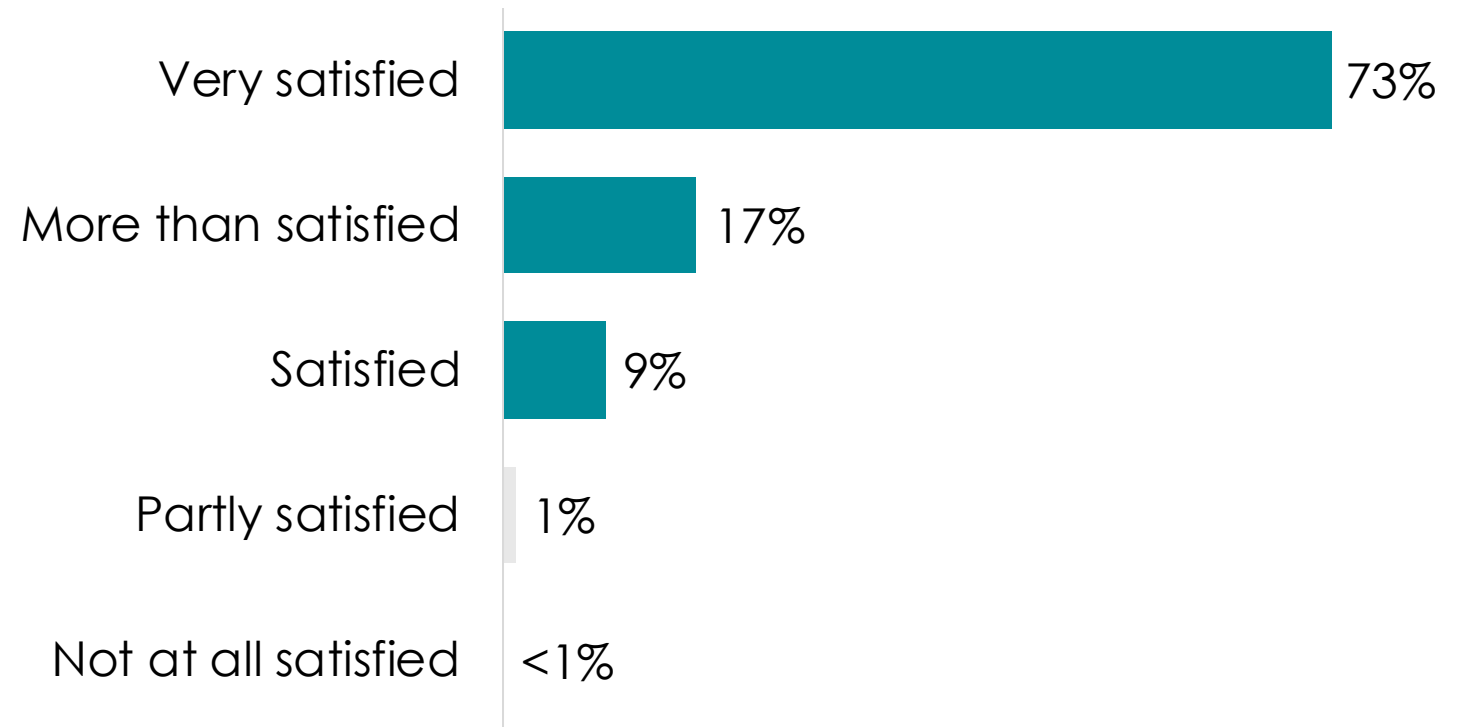


2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Visitor Satisfaction

- Over **99%** of visitors were **very satisfied, more than satisfied or satisfied** with their stay
- **90%** were **very satisfied** or **more than satisfied**



2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Top Reasons for Being Very Satisfied

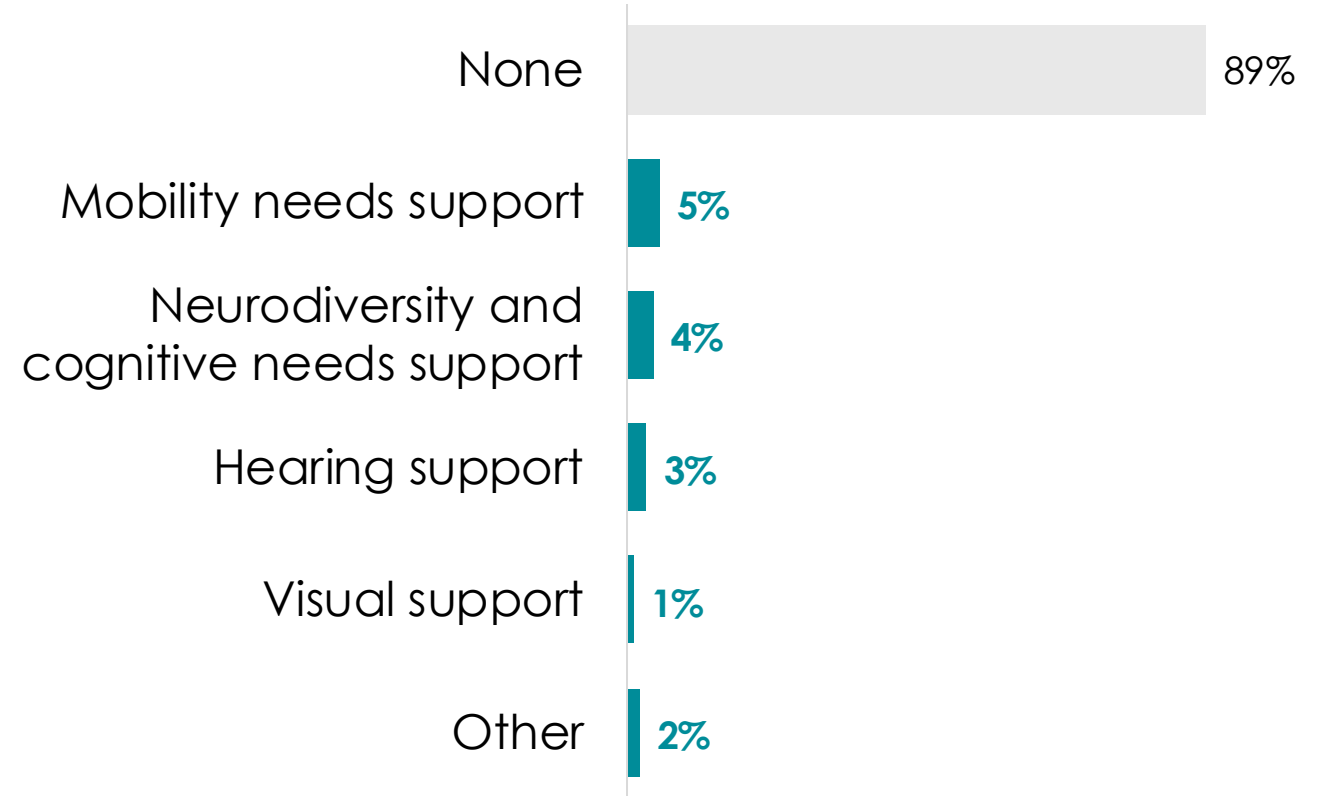


2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

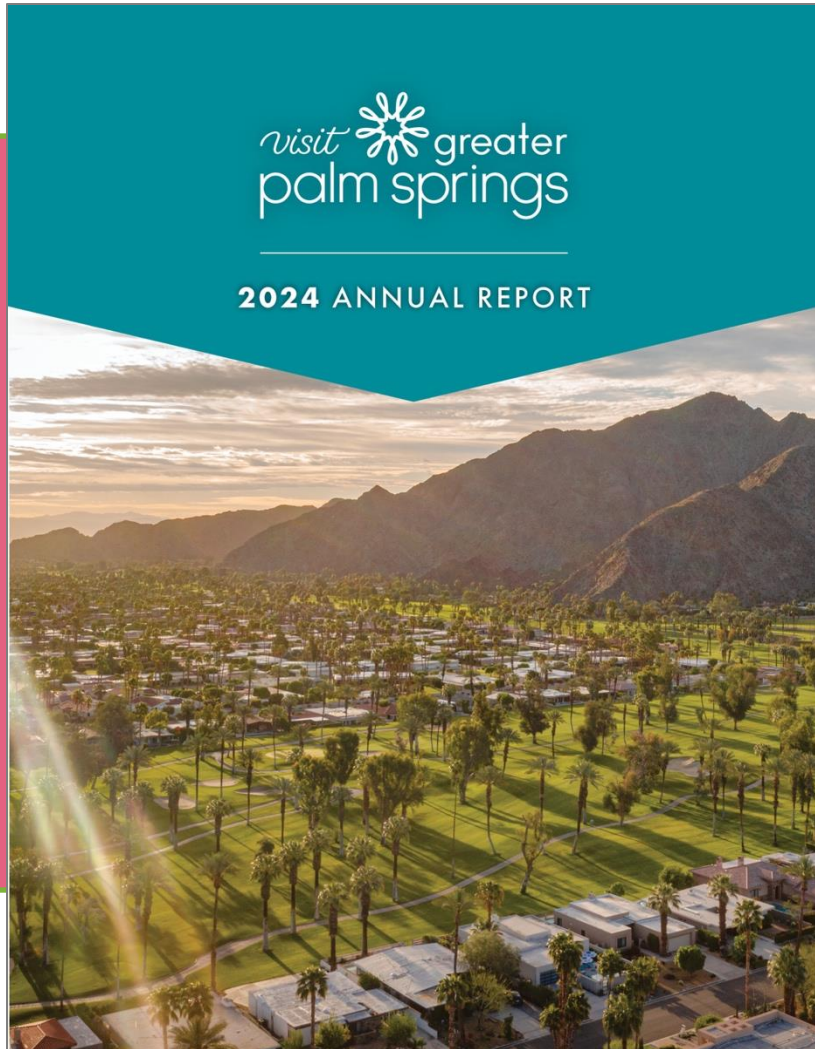
Needs Support*

- Over **1 in 10** visitors required **needs support**



*Multiple responses permitted.

AVAILABLE FOR REVIEW



TED CONFERENCE: STRATEGIC PARTNERSHIP



TED

Visit Greater Palm Springs had one of 5 exclusive spots as an Exclusive **Strategic Travel Partner** at **TED2025**, which included:

Brand presence + networking touchpoints - High-visibility placements throughout TED2025, reaching a high-profile audience.

Curated TED dinner - 50% of attendees at C-level, President, or Founder levels. Dinner Topic – “Bonds that Build.”

Professional Development and networking touchpoint as added value in the form of invitation to join dedicated **CMO Track**

Panel inclusion speaking alongside TED speaker and podcast host Debbie Millman to share VGPS's commitment to being a thoughtfully sustainable destination.

LinkedIn Live discussion on “How to Create a Workplace Where Everyone Feels Valued,” featuring Lauren Bruggemans in conversation with TED Curator Chee Pearlman, with over 280 live attendees and over 43K total views.

Expanded program for 2026 to include content and targeted media.

TED CONFERENCE: STRATEGIC PARTNERSHIP

Audience

1,600+

Attendees

26%

From outside
the US

53

Countries
represented

50%

Previous
Attendees

15

Industry
Sectors

13.4%

NGO+
Nonprofits

Tech/Electronics
NGO/Nonprofit
Professional services
Education

Top industries
represented

81%

Ages 31-64

47%

Senior leaders +
decision makers



AMATEUR INDOOR SPORTS FACILITY

Synergy Sports Analysis

- Facility size for Greater Palm Springs would be approximately **200,000 S.F.**
- 10 full-sized courts allowing for 10 basketball, 20 volleyball, 30 pickleball courts
- Wide variety of uses
- **Over 560,000** estimated annual attendees
- Incorporate **accessibility and sustainability** into design and operations
- **\$75M** estimated project cost



GROUPS/MEETINGS SALES

SALES PRODUCTION – YTD

	LEADS	NEW LEADS	NEW BOOKINGS	ROOM NIGHTS
YTD ACTUAL*	821	445	132	117,122
YTD GOAL	775	403	138	114,250
% of GOAL	106%	111%	96%	103%

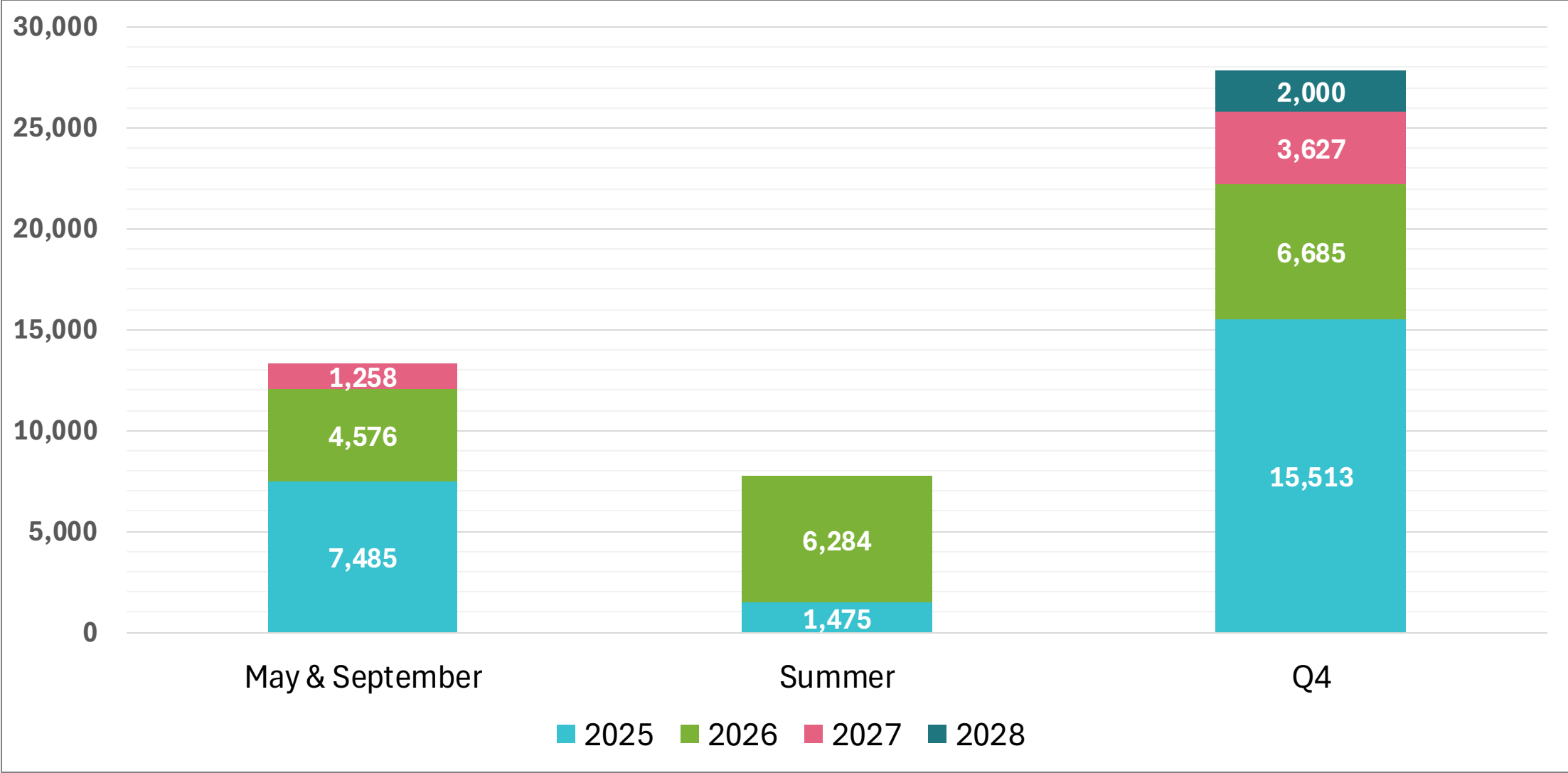
*NUMBERS REPRESENT BOOKINGS THOUGH VISIT GREATER PALM SPRINGS AS OF 6/26/25

FUTURE PACE 2025–2028

Year	OTB	Pace Targets	Variance	Variance %	Tentatives
2025	255,839	196,953	58,886	30%	29,187
2026	137,979	122,941	15,038	12%	147,178
2027	66,630	72,152	-5,552	-8%	144,689
2028	26,332	42,882	-16,550	-39%	85,451

NUMBERS REPRESENT BOOKINGS THOUGH VISIT GREATER PALM SPRINGS AS OF 5/31/25

OFF-PEAK BOOKINGS BY PERIOD & YEAR (2025-2028)



NUMBERS REPRESENT BOOKINGS THOUGH VISIT GREATER PALM SPRINGS AS OF 5/31/25

APRIL – MAY TRAVEL/ TRADESHOWS RECAP

13 sales trips/tradeshows
through end of May

Traveled to **17 cities**, from
Los Angeles to Dallas,
Cleveland, Pittsburg,
Washington, D.C., and
many more



Visionary Awards
and Fashion
Show



Diversity Conference



Elevate



Roadshow in
Atlanta &
Washington
D.C.



Sales missions in:
Southern California
Arizona
Cleveland
Kansas City
Minneapolis
Pittsburg



Prestige Global
Annual Partner
Conference



Southern
Supper & Sales
calls



1:1 Planner
appointments

IPW 2025

- 186 pre-scheduled appointments
- 5,000+ attendees
- 60+ countries represented

BOOTH PARTNERS

Grand Hyatt Indian Wells,
Renaissance Esmeralda,
JW Marriott Desert
Springs, Riviera Resort &
Spa Palm Springs,
Ridgecrest CVB, Desert
Regional Tourism Agency,
(California Welcome
Center – Yucca Valley)



UPCOMING TRAVEL / JUNE - AUGUST

The sales team has **22 sales trips/tradeshows** scheduled from June - August.



EduCon
CEMA



Elevate Conference
Activate Conference



Annual Conference



CDX



Annual Conference



Education
Forum

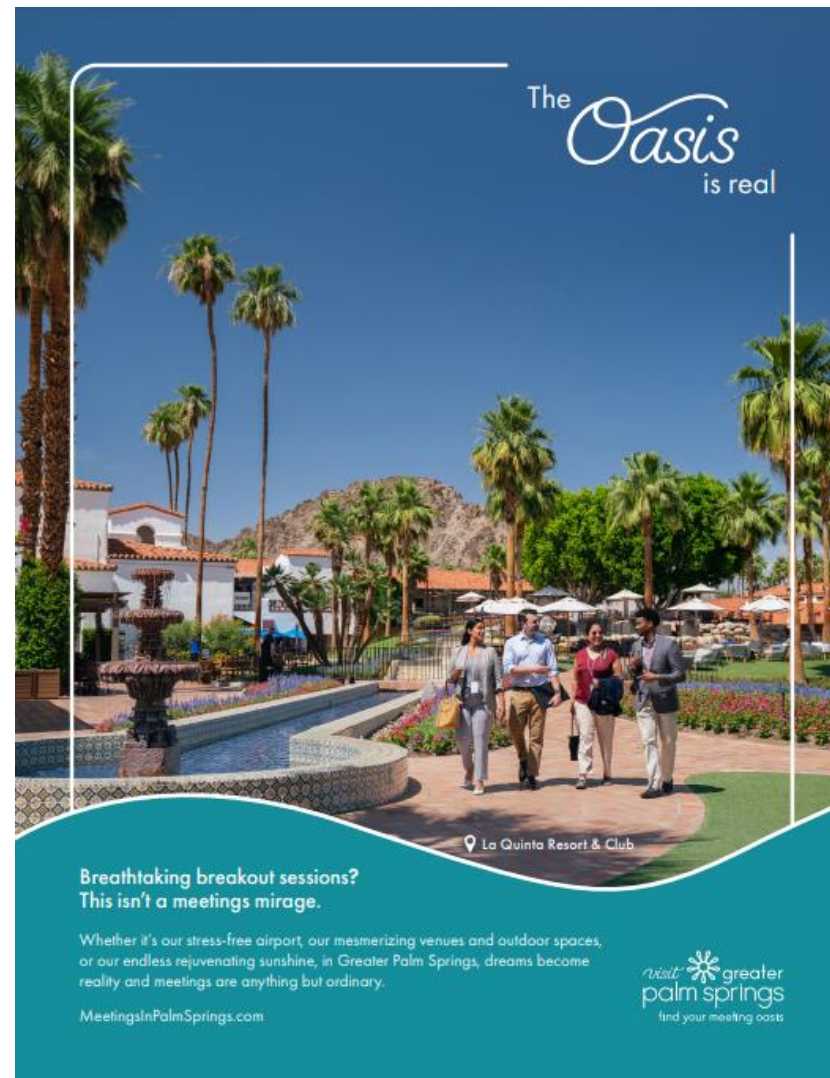


Engage Conference



Annual Conference

MEETINGS ADVERTISING & STRATEGIC PARTNERS



TOURISM DEVELOPMENT Q3 PROGRAMMING



Sales calls in **Boston**
ASTA gala in **New York**
U.S. Travel's ESTO in **Phoenix**
Brand USA & JATA webinars in **Japan**
ACTA trade show in **Toronto**
Visit California **India** Sales Mission
Airport Roundtable in **Tulsa**
ASTA **Great Lakes** trade show
Sales calls in **Chicago**
IFTM Top Resa in **Paris**
Adventure Travel webinar - **virtual**



Thank you!



gtm
West
BY NORTHSTAR

NEW SPORTS-FOCUSED SALES POSITION



Emily Heggernes
National Sports Sales Manager

**Joined the
Convention Sales team
June 2025**



Congratulations!

TO

MATT

ON HIS RETIREMENT.

May this next chapter be
filled with new adventures!



DESTINATION MARKETING

SUMMER PROGRAMS

\$1.9M Summer Media Plan



out-of-home /
television



online travel
agencies (OTAs)



digital



content



social



SPACEBACK



PALM SPRINGS LIFE



NEW TV SPOT - :30 ADULT



NEW TV SPOT - :30 FAMILY



SUMMER LANDING PAGE



Sunshine. Palm trees. Pool days on repeat. If you were born to chill, you're in luck. Summer is a vibe, with plenty of ways to lean into your own kind of escape. Enjoy friendly water parks, unwind with a spa day, or groove the night away, the

Feed a giraffe or meet a rhino at The Living Desert Zoo & Gardens, take in the views on the Aerial Tramway, or sip your way through the season with a local favorite - a chilled date shake is a must.

2025 SUMMER GETAWAY GUIDE X



Explore the nine cities of Greater Palm Springs with this guide to the ultimate summer getaway in our Southern California oasis.



Chat with us!



SUMMER DIGITAL OUTDOOR BILLBOARDS



Expanded Summer Markets: Los Angeles, San Diego,
San Francisco, Denver, Seattle, Portland

SUMMER DIGITAL DISPLAY ADS

FOR THOSE BORN TO



FOR THOSE BORN TO



PLAN NOW *visit greater palm springs

FOR THOSE BORN
TO CHILL



PLAN NOW *visit greater palm springs

FOR THOSE BORN TO

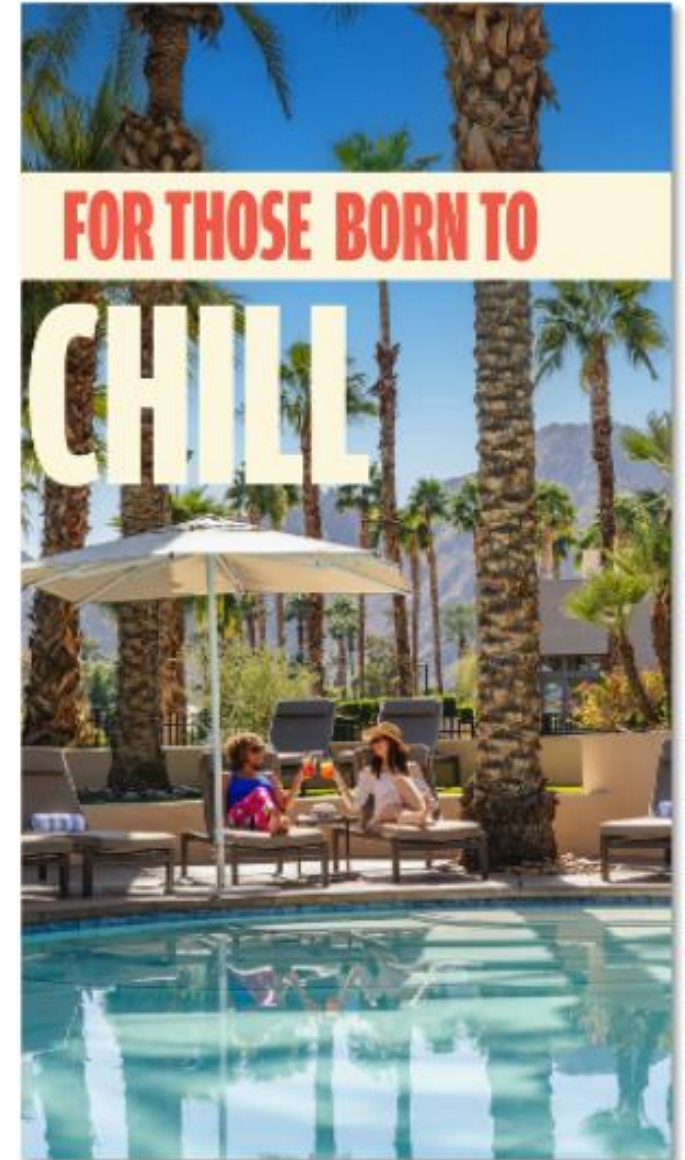
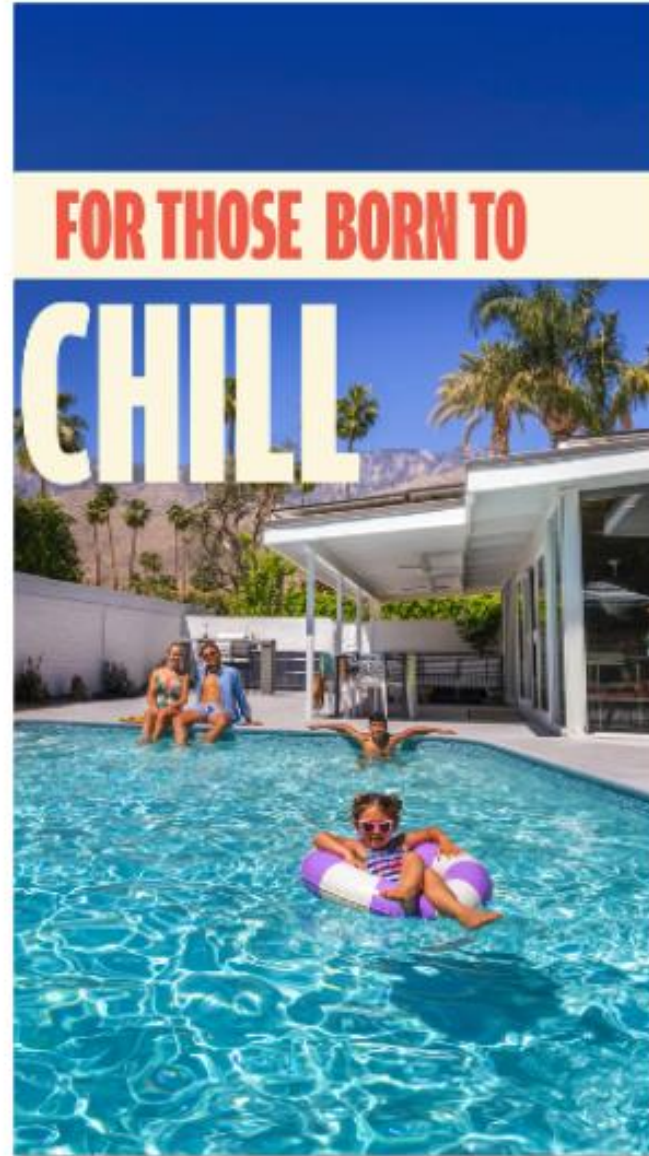
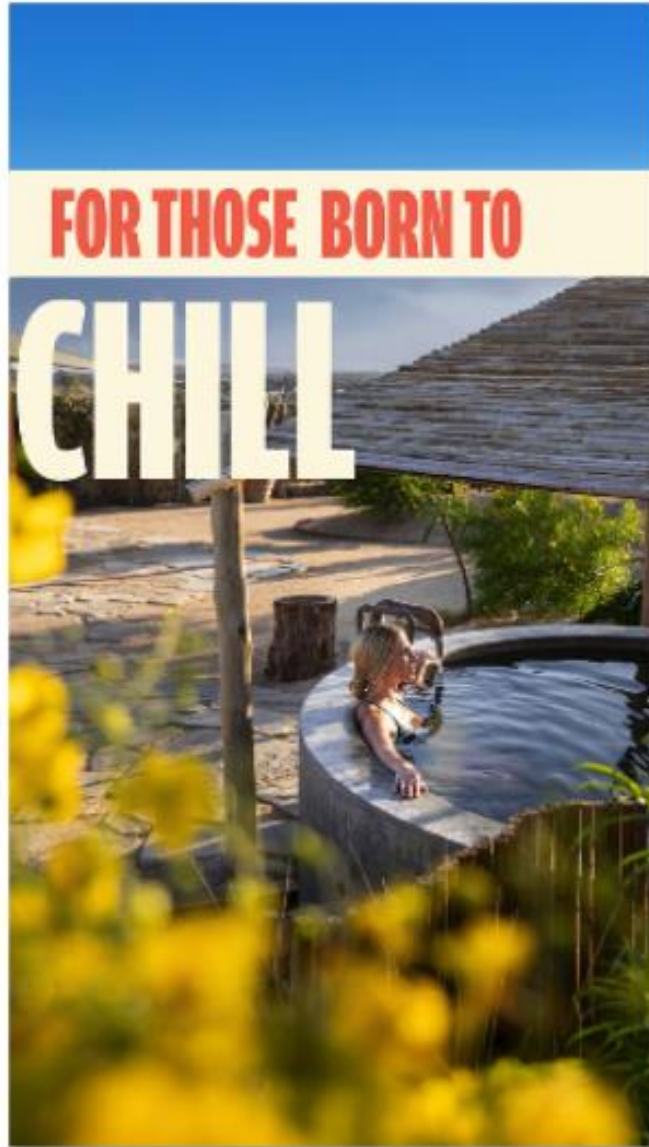


FOR THOSE BORN TO



NO MATTER HOW YOU
CHILL

SUMMER CAMPAIGN – SOCIAL MEDIA



SUMMER
2025
CO-OP
TELEVISION



SUMMER TV CO-OP: GRAND HYATT



SUMMER TV CO-OP: RENAISSANCE ESMERALDA



SUMMER TV CO-OP: VISIT PALM SPRINGS



SUMMER TV CO-OP: WESTIN RANCHO MIRAGE



SUMMER TV CO-OP: FANTASY SPRINGS



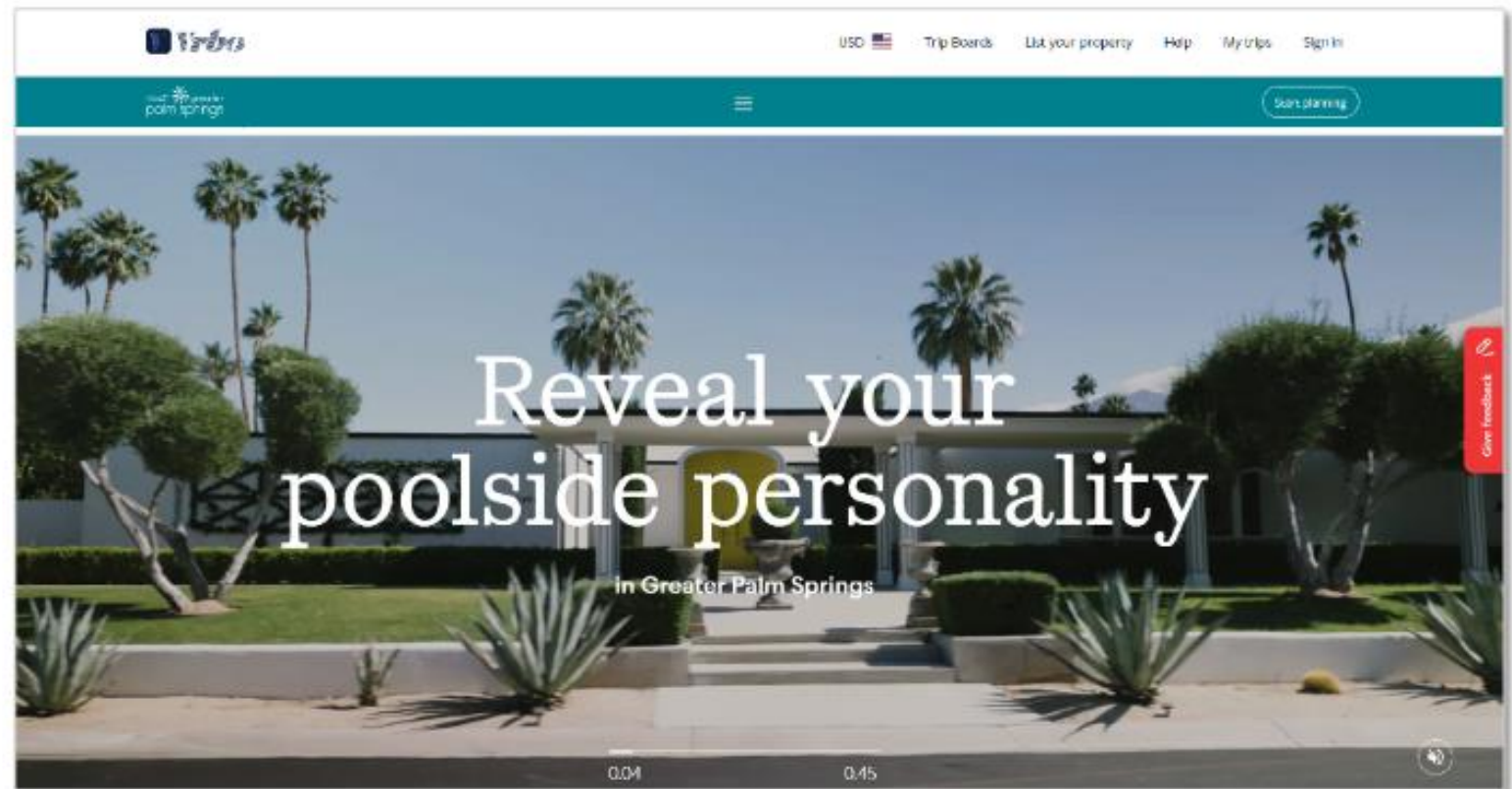
SUMMER TV CO-OP: BMW PERFORMANCE CENTER



VRBO SUMMER CAMPAIGN

Summer **VRBO** campaign will launch in July in partnership with global content agency Beautiful Destinations.

- Updated **custom landing page** outlining different pool floatie "personas" with corresponding itinerary suggestions
- **Display ads** promoting the landing page
- Custom influencer videos and **header video content** for each persona, filmed in Greater Palm Springs
- **Collaborative social post** featured on Beautiful Destinations' channel (25M+ followers)



VRBO SUMMER CAMPAIGN



What's your floatie personality?

Your poolside style says it all. Find your perfect Greater Palm Springs getaway



What does
your pool
floatie say
about you?



Reveal your
Greater Palm
Springs travel
style



Pick a floatie

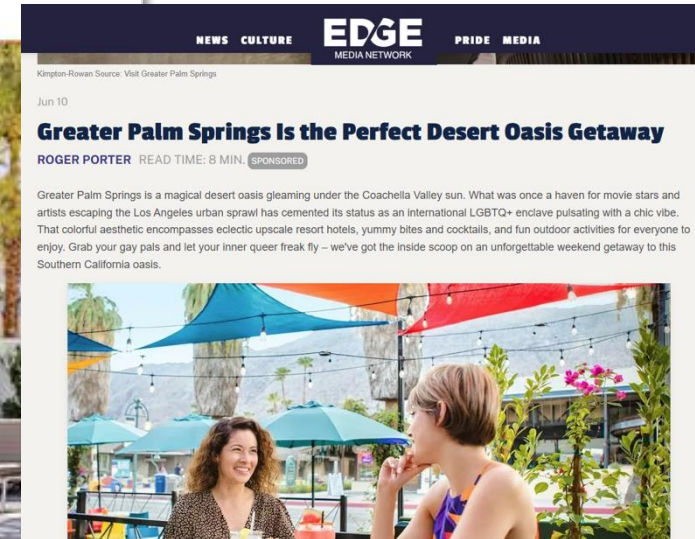
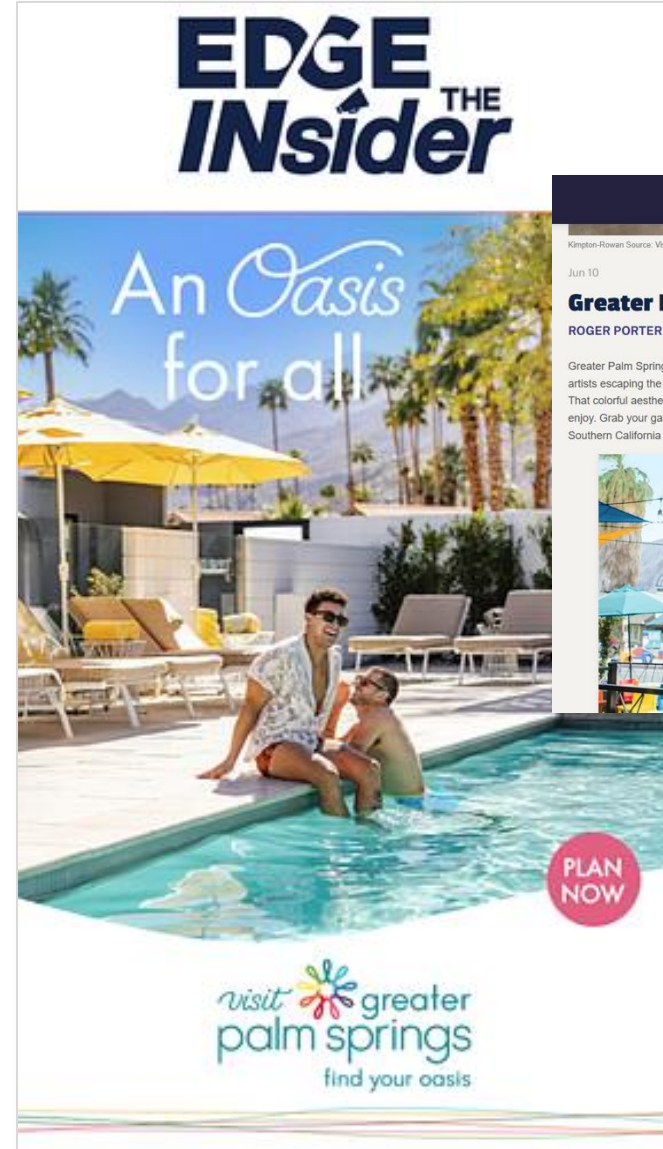
Fresh takes, stylish escapes, and
the floatie your vibe has
been waiting for.



LGBTQ+ SUMMER CAMPAIGN

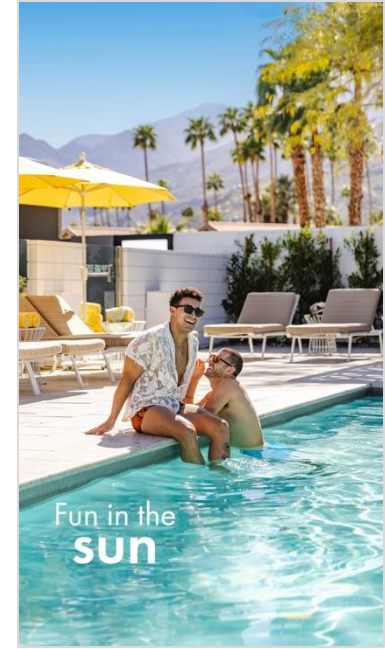


LAVENDER



EDGE
MEDIA
NETWORK

LGBTQ+ SUMMER CAMPAIGN



Social campaign **geofencing** throughout the summer including Provincetown, New York, Los Angeles, Chicago, San Francisco, Washington D.C., and San Diego.

Attendees are served **geotargeted and retargeted ads** across digital and social platforms throughout the summer, aligning with Pride celebrations and LGBTQ+ events in these destinations.

SUMMER SOCIAL MEDIA CAMPAIGN

Deliverables to Launch Early July

- 1 main campaign video (30-sec & 60-sec versions)
- 9 total supporting social posts
- 4 influencers collaborating on posts and serving as video talent
- Custom travel itinerary created



@drew_tillman
57.1K followers



@janetgunnratefulgardenia
162K followers



@lewildexplor
67.7K followers



@the.real.la.mama
88.2K followers



SUMMER SOCIAL MEDIA CAMPAIGN



INFLUENCER STRATEGY

VGPS launched a social media **influencer strategy** in Q1 and Q2 of 2025.

This creates authentic partnerships with select influencers who align with the target demographics, **destination pillars** and organizational goals.

VGPS has amplified the destination's **brand presence** and engaged a wider audience.



Ivone & Naudia
3 Reels
1 Carousel Post
72.5K Total Post Views

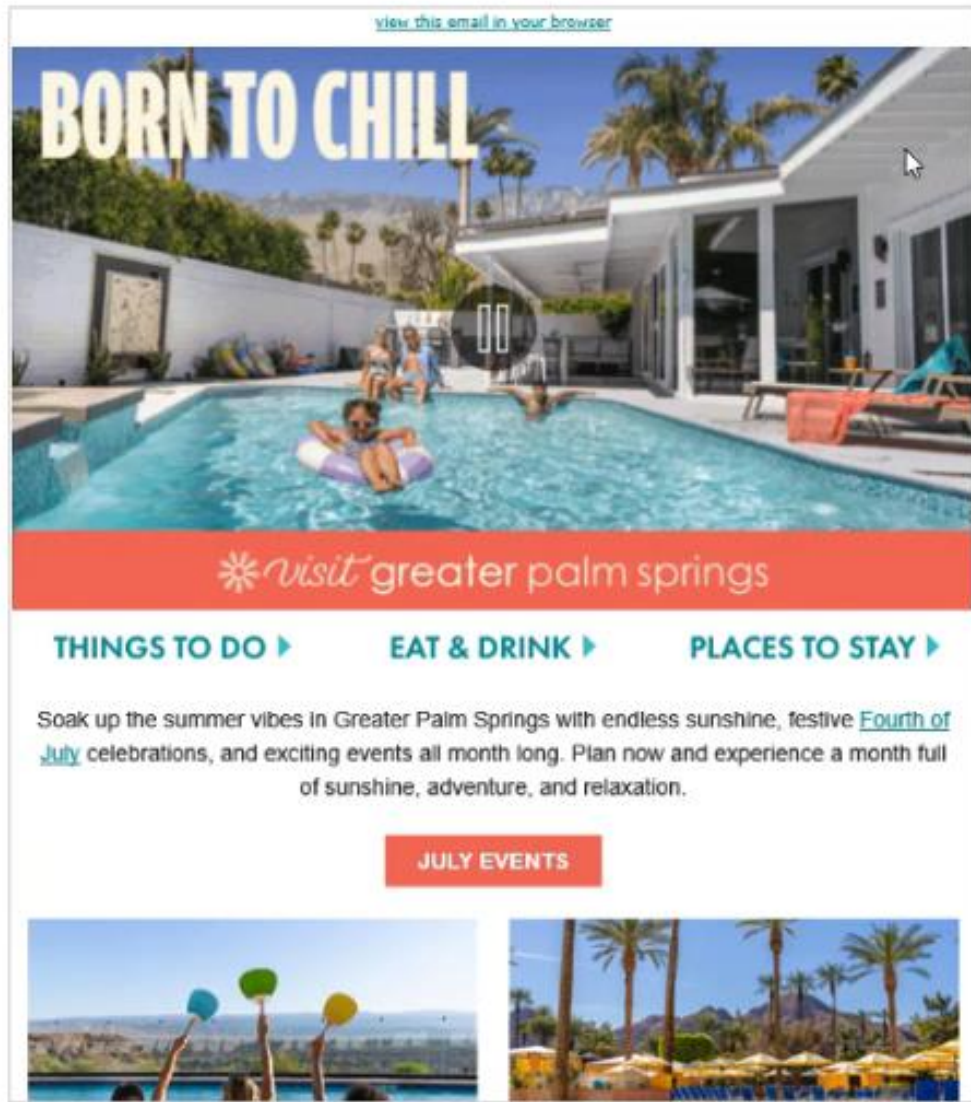


Nicholette & Brian
1 Reel
1 Carousel Post
40.2K Total Post Views



@voyageswithval
3 Reels
1 Carousel Post
49.5K Total Post Views

SUMMER DIGITAL CONTENT



Summer Blogs

- Summer Travel Tips for Greater Palm Springs
- Find Your Summer Chill: Summer Events in Greater Palm Springs
- Chill Out in Style: Your Summer Vacation Itinerary in Greater Palm Springs
- Eight Reasons to Visit Greater Palm Springs This Summer
- Your Guide to Family Fun in Greater Palm Springs
- **56 blogs** updated from March - May

ADDITIONAL SUMMER PROGRAMS: TV / OOH

To further promote destination hotels and vacation rentals to visitors during off-peak season, additional summer tactics were added including:



- **Television** – Addition of one-stop markets for summer including New York, Minneapolis, Washington DC, Chicago, and Austin

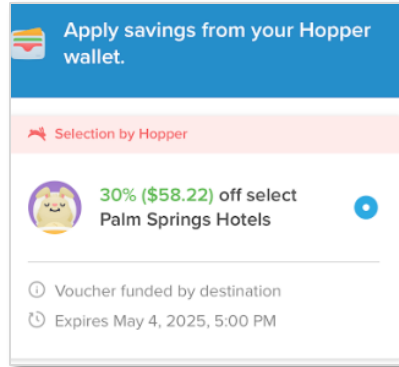


- **Out-Of-Home** – New markets added including Denver, Seattle, Portland, and San Francisco

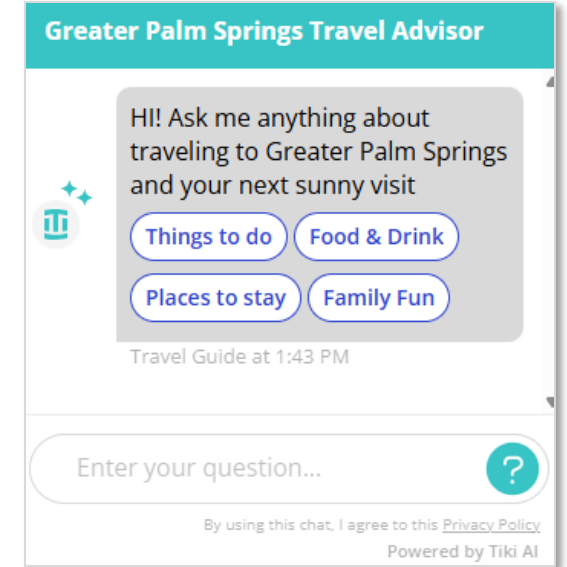


- **Lifestyle TV Segments** – Upcoming dedicated local TV segments promoting summer travel in LA, San Diego, Seattle, Portland, Austin, DC, Chicago, and Dallas.

ADDITIONAL SUMMER PROGRAMS: DIGITAL



- Mobile-first **OTA program** with price prediction model focusing on deals for travelers, with a strong Millennial and Gen Z presence.
- Hopper funds **platform-wide discounts** to the destination, meaning hotels don't need to directly offer discounts that impact ADR.
- Campaign includes **destination microsite**, **mobile push notifications**, and **video ads**.
- Partnership with Capital One allows ads to be served on Capital One's travel booking platform.



- **Tiki (formerly Clicktripz)** serves digital programmatic ad units across their network of over 200+ sites.
- Ad units have a native **AI chatbot feature**, allowing users to interact with the ad unit and ask questions, directing to more information on our Visit Greater Palm Springs website.

ADDITIONAL SUMMER PROGRAMS: EXPEDIA


- **Expedia Soccer World Championship Co-Op** campaign promotes bookings to participating Southern California destinations around June soccer events.
- As Expedia's primary sponsor of the program, Greater Palm Springs receives **top placement on the custom landing page** along with digital and social ads promoting the campaign.
- Results as of June show nearly **11.5K room nights booked** at Greater Palm Springs hotels.



Score big in Southern California

The FIFA Club World Cup 2025 is bringing the world's best clubs to Pasadena's iconic Rose Bowl Stadium—but why stop there? Southern California isn't just about world-class soccer; it's a vibrant destination packed with adventure, culture, and unforgettable experiences.


Before, during and after the action-packed matches, take your trip to the next level by exploring three of SoCal's must-visit destinations. Kick it in Greater Palm Springs, Buena Park, and Santa Ana—SoCal's ultimate travel lineup. Pass, shoot, and score an epic getaway beyond the game.



Greater Palm Springs

Escape your ordinary

Discover Greater Palm Springs, where adventure awaits at every turn — and where your stay is as unforgettable as your surroundings. Whether you're exploring surreal landscapes, floating the day away in a sparkling pool, dining at world-class restaurants, relaxing in hot mineral springs, or immersing yourself in rich culture and heritage, this Southern California oasis offers something extraordinary for everyone.




Santa Ana

Discover a city of originality

Santa Ana's energy is unmatched! Enjoy vibrant nightlife, a funky-meets-folk art scene, featuring 200+ murals, year-round celebrations, and natural plant wellness, along with authentic cuisine reflective of its diversity. Home to family-friendly attractions including Bowers Museum, Discovery Cube, and the Santa Ana Zoo. A unique OC destination!

[See more](#)



Buena Park, CA

SoCAL's Fun City

Just 26 miles from the Rose Bowl, 5 miles from Disneyland and in the middle of all the action is the lively city of Buena Park! Enjoy corkscrew coasters at Knott's Berry Farm, knights in tights, waterslide wedgies, cotton candy cocktails, speakeasy dueling piano bar, award-winning dining, and affordable hotels. [Say Yes and download a free guide today.](#)

[See more](#)

LOCAL STAYCATION CAMPAIGN

A local-targeted **Staycation campaign** is launching to encourage residents in the Coachella Valley and nearby Riverside and San Bernadino counties to experience a summer “staycation” at destination hotels and vacation rentals utilizing our Born to Chill summer creative, including **targeted display ads**, **streaming audio**, and **social media**.

GETAWAY OFFERS



30% OFF YOUR 7 NIGHT STAY

📍 ACME House Company Vacation Rentals
Sun-Soaked Summer Savings Book Any 7+ Night Stay & Get 30% Off Valid for Stays...

[READ MORE ▶](#)



GET 10% OFF YOUR STAY OF 7-NIGHTS

📍 Endless Summer House Indio - Family Friendly Paradise!
Get 10% off your stay when you book a week at Endless Summer House! We offer direct...

[READ MORE ▶](#)



25% OFF & WAIVED AMENITY FEE

📍 The Saguaro Hotel & Pool
Summer of Color Yes to the sun and the splash at Saguaro Palm Springs. This summer...

[READ MORE ▶](#)



THE GROWN-UP GETAWAY

📍 Thompson Palm Springs
Treat yourself to a stay in Upper Stories, their 21 and over retreat designed for...

[READ MORE ▶](#)

[SEE ALL GETAWAY OFFERS ▶](#)

FOR THOSE BORN TO

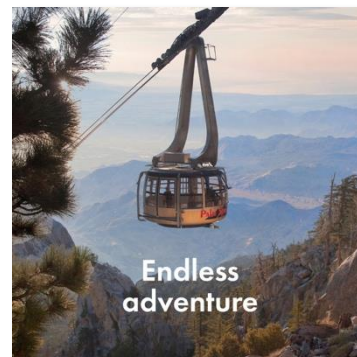
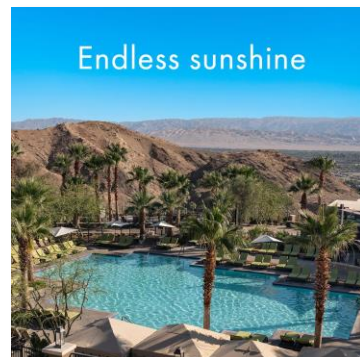


INTERNATIONAL CAMPAIGNS

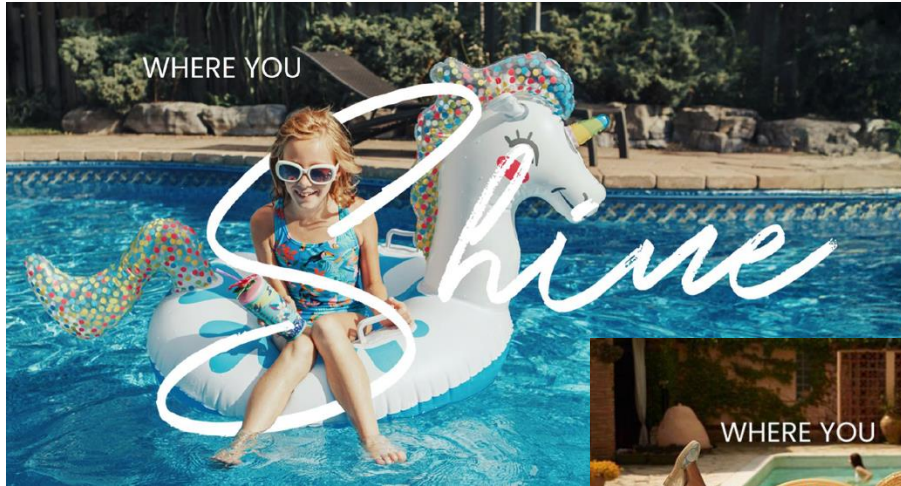
Continuing ongoing efforts in the **UK and Ireland** in FY '25/26 with an increased focus on optimizing campaigns towards consideration and conversions, along with potential addition of advertising efforts in the **German** market.

International campaigns are planned to continue in FY '25/26 in partnership with **Brand USA / Visit California** across platforms like Expedia, TripAdvisor, and Sojern.

Optimized audience programs, which utilize Brand USA's first party data to reach travelers in markets like the UK, Mexico, Germany, France, and Canada, will also be reviewed for continuation starting this new FY.



WHERE YOU SHINE CAMPAIGN

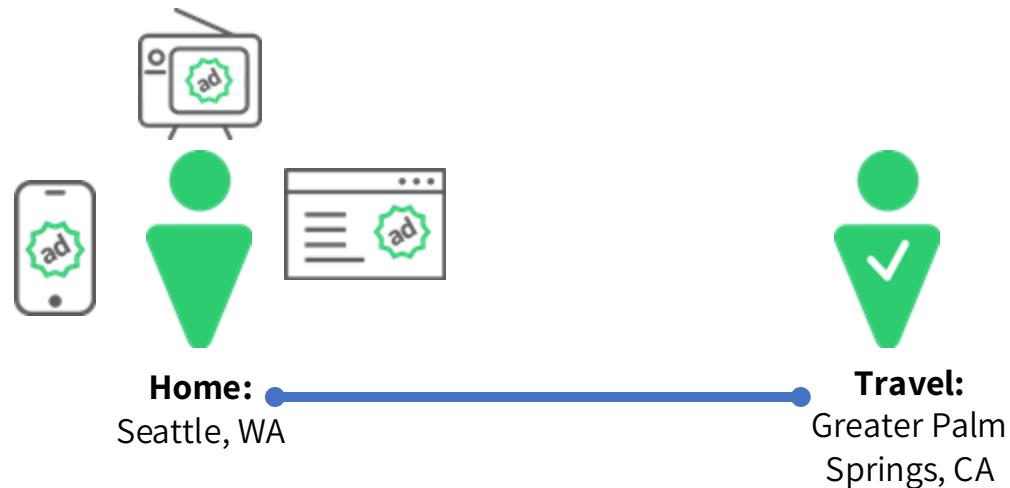


A new international brand campaign, **“Where You Shine”** is in the development process, focusing on our destination’s inclusive, welcoming, and inviting reputation, where individuals can “shine” as their authentic self.



ARRIVALIST

Arrivalist was added at the beginning of 2025 to **measure advertising effectiveness** by comparing exposed visitors to unexposed visitors. Arrivalist campaign measurement offers insights that power media planning decisions, connecting the dots between digital advertising and real visitation to destinations.



How Arrivalist Works

- Pixelated ads are served for Greater Palm Springs via mobile or desktop, across websites, apps, or streaming platforms **tracking exposed consumers** and **arrivals to the destination**.
- This is compared to a control group that are not exposed to advertising media to calculate the **incremental lift impact advertising has on arrivals**.
- Both groups (target and control) are part of the Arrivalist network and have consented to share information via app usage. It is anonymous and privacy compliant.



ARRIVALIST

Visit Greater Palm Springs Attribution Benchmarks

Arrival Window: January-May 2025

770K

Unique
Panelists

664

Arrival Sample

41.6%

Arrival Lift
(Benchmark 24%)

52%

Stay Lift
(Benchmark 9-10%)

87.5%

Out of State
Arrival Lift

54%

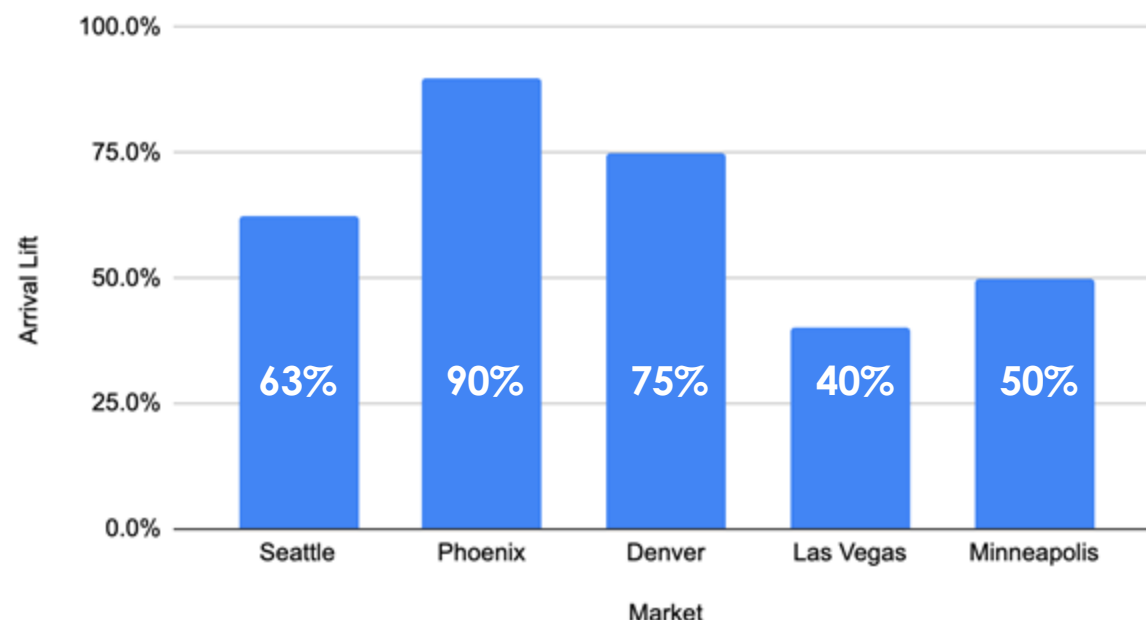
Out of State
Stay Lift

ARRIVALIST – VISITORS FROM FLY MARKETS

2025 Highlight: Fly Market Performance

Media Attribution:

Arrival Lift vs. Fly Market



Markets ordered by volume of visitation



Key fly markets showcased strong performance against their control group, including regional and long-haul markets.



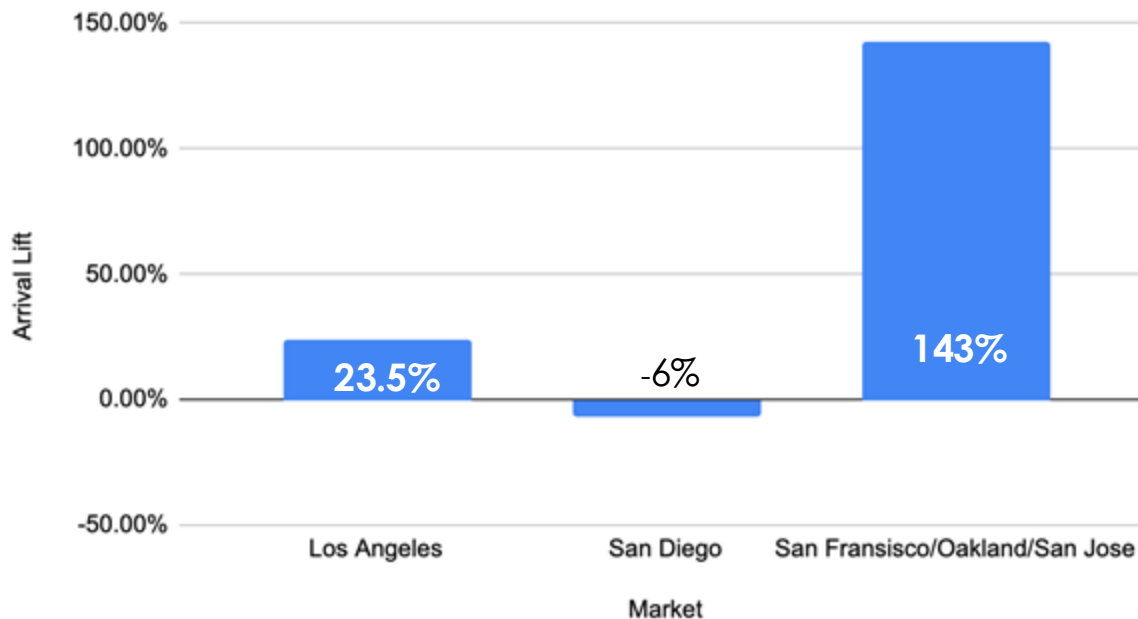
Both paid and owned media show their effectiveness in driving impact to the Greater Palm Springs region.

ARRIVALIST – VISITORS FROM CALIFORNIA

2025 Highlight: In-State Market Performance

Media Attribution:

Arrival Lift vs. In-State Market



Markets ordered by volume of visitation



When organic visitation is strong, achieving incremental lift becomes challenging. However, California residents who have seen an ad show increased likelihood of visiting.



The impact of ads is showcased with San Francisco DMA visitors, as longer distance illustrates how placements can change traveler behavior.



California visitors exposed to ads in 2025 outpace Arrivalist company-wide benchmarks.

RESTAURANT WEEK +
SUMMER EATS PASS

RESTAURANT WEEK - MARKETING

The **2025 Restaurant Week** media plan included local and drive market promotion across digital, social media, print, radio/streaming audio, and television.

Programs included the Desert Sun, Palm Springs Life, La Prensa, KMIR & KESQ local radio, Spectrum Cable and KTLA television airings, digital outdoor billboards, Locale Magazine, Nativo native advertising, and AdTheorent rich media digital ads.

In total, the media plan delivered over **3.2M impressions** in April and May.



RESTAURANT WEEK - MARKETING



RESTAURANT WEEK WEBSITE

Users
47.9K

Key Events
71.8K

Page Views
240K+



The banner is divided into three vertical sections. The left section shows a close-up of a dining table with a glass of orange juice, a bowl of food, and a small salad. The middle section is a teal vertical bar containing the Greater Palm Springs Restaurant Week logo (a stylized flower) and the text "GREATER palm springs RESTAURANT WEEK" and "MAY 30—JUNE 8". The right section shows a group of five people (three men and two women) sitting around a table outdoors, smiling and talking, with a mountain range in the background. A small blue icon of a person is in the bottom right corner of the right section.

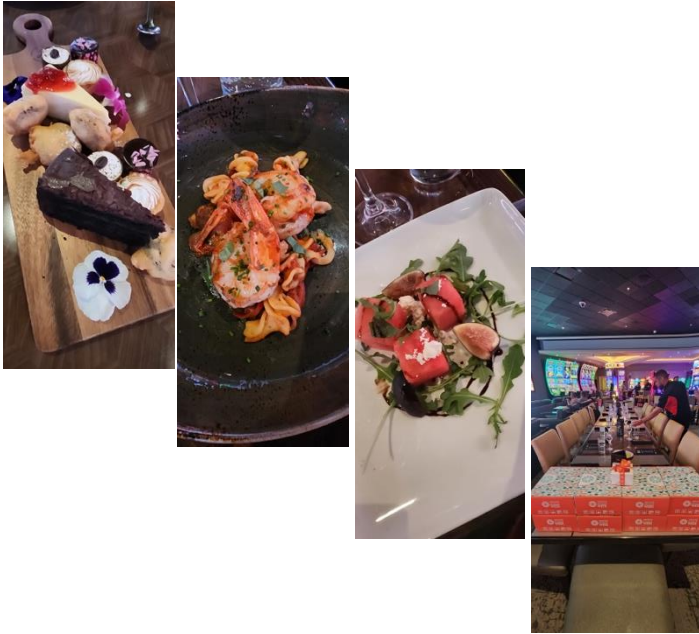
GREATER palm springs
RESTAURANT
WEEK

MAY 30—JUNE 8

GREATER PALM SPRINGS RESTAURANT WEEK

Chat with us!

FOODIE FAM – MAY 4-8, 2025



**30 Partners
Hosted 8 Media Guests
Over 5 Days**



Damisha Collins
@mish_critiques
28.3K followers



Jen Zhang
@jenz_losangeles
133K followers



Melissa Curtin
Freelance,
LaLaScoop



Katie Sterling
Valley News Group
5 newspapers
40K Circ./35K UMV



Vince Lymburn
@marvelousmuncher
80.1K followers



Jas Grover
@jas_thefoodie
25.6K followers



Nicole Robison
@glutenfreesocialite
17.7K followers



Samuel Baek
@califoodventure
87.8K followers

RESTAURANT WEEK SOCIAL MEDIA

1,513,274
IMPRESSIONS

270,799
VIDEO VIEWS

51,986
INFLUENCER
REACH

504
INFLUENCER
SHARES

220 NEW FOLLOWERS



RW BROADCAST COVERAGE

Media Preview/Kickoff Event May 28, 2025

Ritz Carlton, Rancho Mirage

4 live broadcast segments

35 media in attendance



KESQ Eye on the Desert

NBC Palm Springs

KESQ Palm Springs

KDFX Palm Springs

KPSP Palm Springs

KNBC Los Angeles

KNSD San Diego

KDGL Eagle 106.9

KCLB The Rock 93.7

KPSI Mix 100.5

KDES The Bull 98.5

KCLB The Rock

KKUU U-92.7 FM

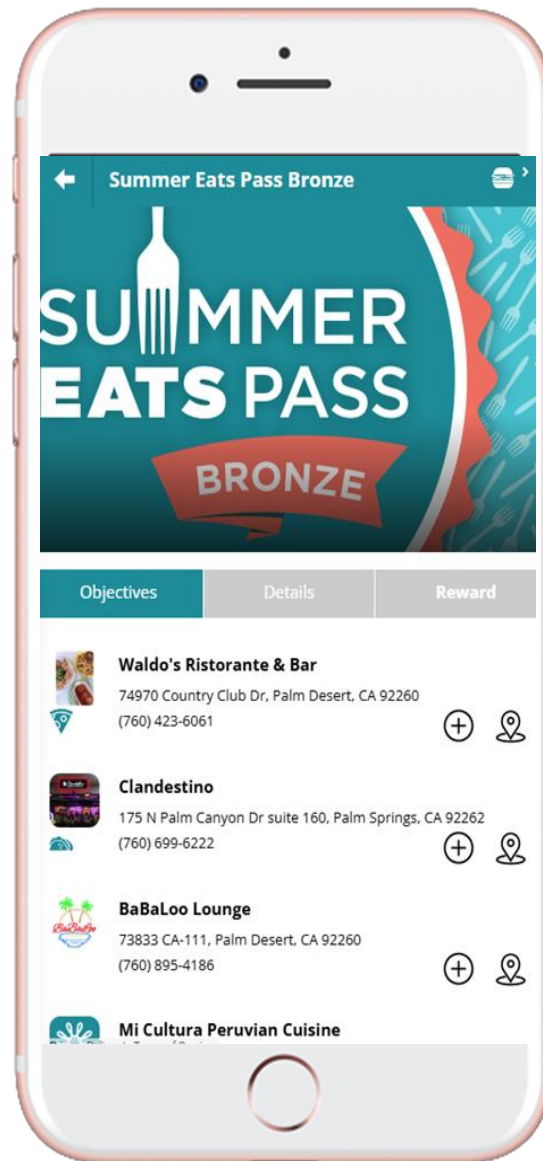
MOD 107.3 FM

KPLM Big 106

SoCal Restaurant Show on
Sports Radio AM 830 KLAA



SUMMER EATS PASS



Runs from **June 9-September 1** via the Visit Greater Palm Springs app.

Users redeem offers and/or check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also **donate \$1 to FIND Food Bank**.

The pass is promoted in LA, San Diego, and the Coachella Valley with a **dedicated media plan**, including digital display, email blasts, content articles, native content, and social media.

SummerEatsGPS.com

DINE GPS CHEF SERIES

New **dineGPS Chef Series** features interview with Greater Palm Springs restaurant owners sharing their favorite dishes.

First series of social videos will feature:

- Katherine Gonzalez – The Blushing Peony
- Susan Feniger + Mary Sue Milliken – Alice B.
- Vince Costa – Johnny Costa's
- Andie Hubka – Cork & Fork



PR/COMMUNICATIONS

SUMMER MEDIA PUSH



PR campaign promotes **GPSGetaway.com** and the **Summer Eats program** across major drive markets. Segments showcase family-friendly staycations, culinary offerings, and wellness-focused escapes.

PR AGENCY IMMERSION FAM



COMMUNICATIONS TEAM UPDATE

Madison Morgan
Media Relations Manager

**Joins the
Communications team
July 7, 2025**



ECONOMIC DEVELOPMENT

GPS ECONOMIC DEVELOPMENT BRANDING



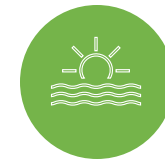
**GREATER
PALM SPRINGS**
ECONOMIC DEVELOPMENT

Thrive and Shine

Finalizing



Economic
Development
Website



Media &
Marketing
Plan

GPS ECONOMIC DEVELOPMENT WEBSITE



TRADESHOWS & CONFERENCES

CALED



ICSC



Select
USA



City
Nation
Place



ICSC WESTERN - 2025



September 28-30, 2025
Palm Springs Convention Center

- Regional conference focused on development
- 2,700+ attendees included cities, counties, retailers, hotels, brokers, developers, lenders, and consultants
- Coordinating activation with partners to best showcase opportunities to attendees



PARTNERSHIP & COMMUNITY ENGAGEMENT

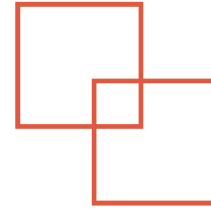
WORKFORCE DEVELOPMENT GOALS



Strengthen the
pipeline between
education &
industry

Provide training
opportunities for
growth &
development within
the industry

Encourage youth to
explore career
pathways & provide
work experience



Grow our
leaders locally

STUDENT HOSPITALITY DAY 2025

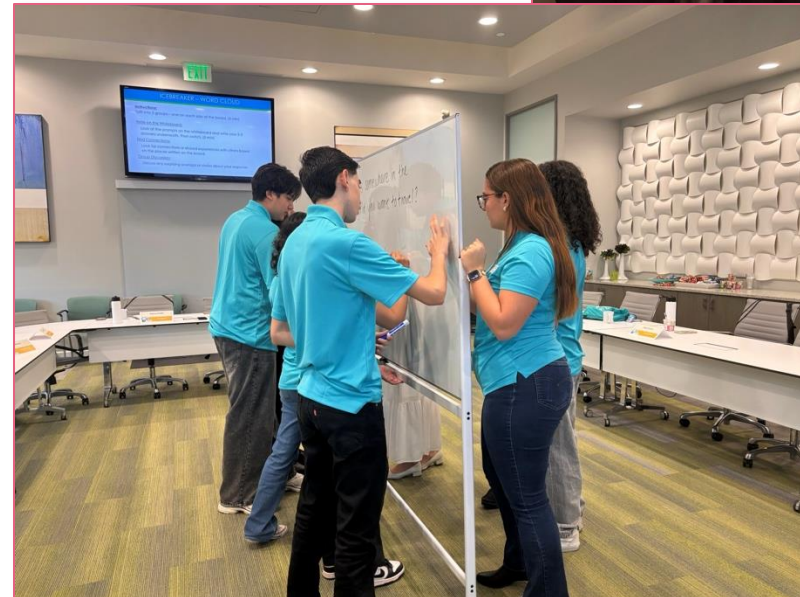


100 High School
Sophomores & **30**
Industry Partners
at the
**JW Marriott Desert
Springs Resort & Spa** on
April 1, 2025

PASSPORT TO LEADERSHIP PROGRAM

6-WEEK SUMMER LEADERSHIP PROGRAM

- **Gain** exposure to the various pathways in the hospitality & tourism industry
- **Develop** essential employability & leadership skills through hands-on workshops
- **Build** a professional network and learn to showcase their abilities



1 day in the classroom learning career skills, activities related to hospitality, and hearing professional journey
1 day they take a tour of hospitality attractions throughout the Coachella Valley

2025 COHORT

10 Rising Seniors
from every
Coachella
Valley School
District

SCHOLARSHIPS UPDATE



\$184K raised in 24/25 FY!

181 Applications
10 Students Studying
Hospitality

\$40,000 in college
scholarships for 2025/2026

FOUNDATION REBRANDING

**Greater Palm
Springs
Foundation for
Leadership &
Advancement**

- Reflects our **new economic development lens**
- Allows us to provide leadership training for **workforce from other sectors**
- Act as a **conduit between education** (K-12 school districts/higher education) **and industries** throughout the Coachella Valley

NEXT STEPS:

1. **Name approved** at TF Board Meeting on 6/24
2. **Create new assets** (logo, etc.) and talking points - July
3. **Grow the board** to include voices from different industries - July/August/September
4. **Strategic planning session** with an external consultant – Whereabout (Matthew Landkamer) in the Fall

SCHOLARSHIPS FROM OUR TOURISM FOUNDATION

TEAM GPS Champions Course

Online • In-person

Fostering Inclusion

Practical Strategies • Identity & Bias

Leadership Institute

Level 1 | Essential Leaders

Employee Engagement • Leadership Essentials • Authentic Leadership
Emotional Intelligence Values & Ethics Challenges of Leadership • Project
Management

Level 2 | Visionary Leaders

Executive Level (in development, pilot program this Fall)



Prepare for a rewarding
career in hospitality



Partnership and Community Education

760.776.7420

codepace@collegeofthedesert.edu

www.collegeofthedesert.edu/pace

72840 Hwy 111, Suite C-101, Palm Desert, CA 92260

goTEAMgps.com

RESTAURANT WEEK KICKOFF EVENT

The Ritz-Carlton, Rancho Mirage, May 28, 2025

121 Participating Restaurants

12 Restaurants Showcased at the Restaurant Week Kickoff Event



Thank You,
Sponsors!



THE RITZ - CARLTON

RANCHO MIRAGE



AGUA CALIENTE
CASINOS

PALM SPRINGS | RANCHO MIRAGE | CATHEDRAL CITY

\$6,913
Donation



SPA MONTH SEPTEMBER 2025



Stay & Spa Packages



Special Treatment Offers



Day Passes & Events

Registered Spas:

- Aqua Soliel Hotel and Mineral Water Spa
- Azure Palm Hot Springs Resort & Day Spa Oasis
- Good Vibes Sound Bath
- Miracle Springs Resort & Spa
- Palm Springs Yacht Club at Parker Palm Springs



- Spa Esmeralda at Renaissance Esmeralda
- Spa Las Palmas at Omni Rancho Las Palmas
- Spa Rosa at Tommy Bahama Miramonte
- The Spring - A Natural Hot Mineral Spring Resort & Spa
- Two Bunch Palmas Resort & Spa

STAFFING UPDATES

LAURA HUNT LITTLE

- Community Engagement Manager



ERICA ABARCA

- Community Development Manager



BUDGET REVIEW

FINANCE COMMITTEE

Chair - Aftab Dada

Rolf Hoehn
Tom Scaramellino
Sejal Bhakta
Robert Schneider
Eddy Estrada

Peggy Trott
Nusrat Mirza
Barb Smith
Brad Poncher
Tim Ellis

FY 25/26
TBID HOTEL
FORECAST

Visit Greater Palm Springs
TBID Hotel Revenue Forecast
Fiscal Year July 1, 2025 - June 30, 2026

Total

Forecast FY 25/26

Tourism Economics	\$ 22,764,075
CBRE-Hotel Horizons	\$ 22,927,589
CV Hotel Sample	\$ 21,546,183
Recommendation	\$ 22,764,075

Growth Forecasts

Occupancy - 2025
Occupancy - 2026
Average Daily Rate - 2025
Average Daily Rate - 2026

Tourism
Economics

CBRE
Hotel Horizons

-1.0%

1.0%

0.5%

0.4%

1.7%

2.0%

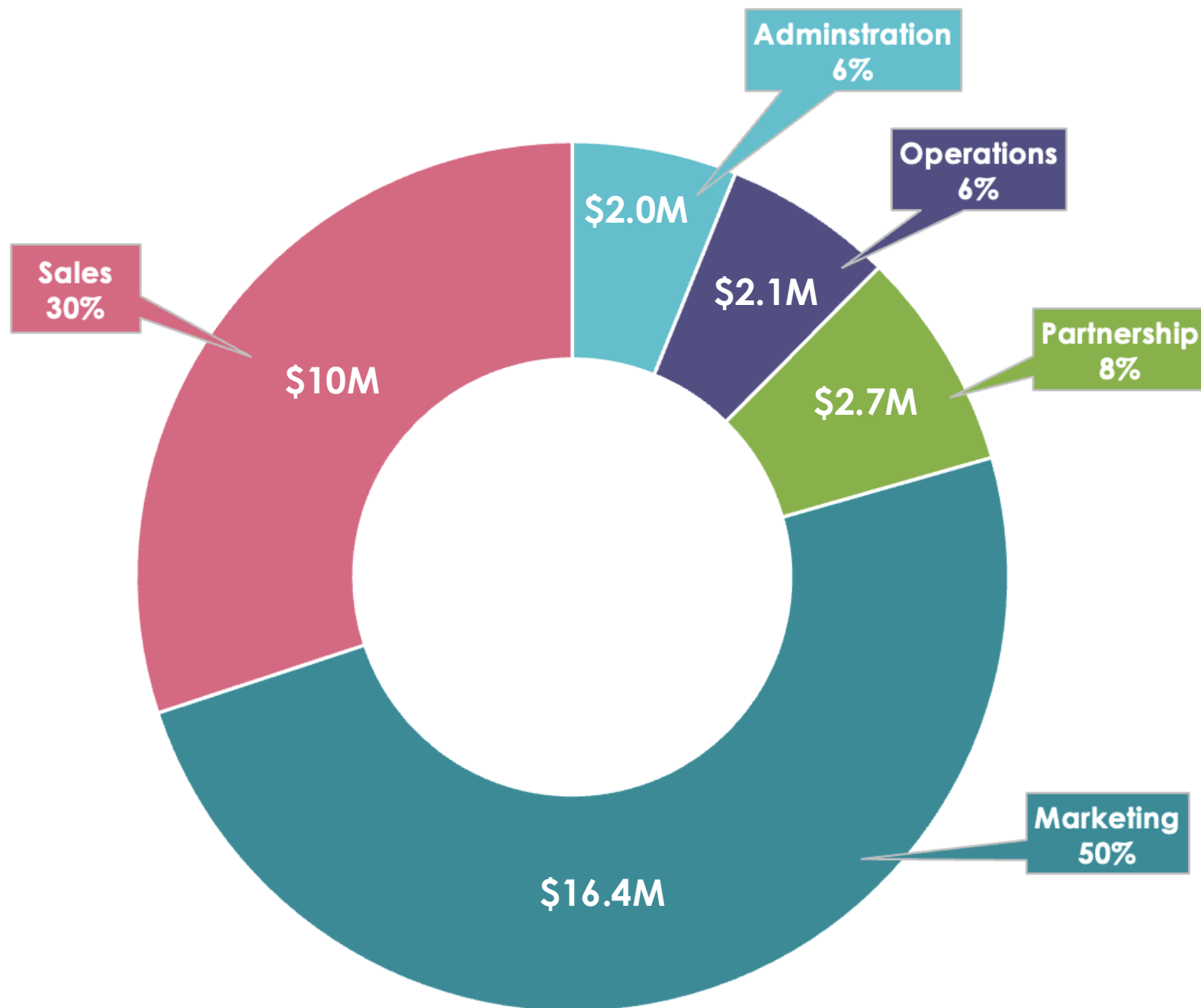
2.2%

2.1%

FUNDING COMPARISON FY 24/25 vs. FY 25/26

Description	2024/2025 Forecast Projection	2024/2025 Approved Budget	2025/2026 Proposed Budget	Proposed % of Current Forecast
<u>Funding</u>				
1) TBID - Hotels	\$ 23,154,292	\$ 22,273,677	\$ 22,764,075	98.3%
2) TBID - Vacation Rentals	3,098,282	2,929,990	3,079,822	99.4%
3) JPA Funding	2,802,134	2,854,821	2,848,884	101.7%
4) City Marketing Partnerships	340,079	380,000	385,533	113.4%
5) Tribal Voluntary	193,697	192,907	195,305	100.8%
6) Partnership Fees	150,000	150,000	180,000	120.0%
7) Advertising & Website Revenues	340,546	336,000	381,000	111.9%
8) Joint Share Partnerships	405,162	148,690	176,400	43.5%
9) Grants	597,767	531,500	140,000	23.4%
10) Investment Income	1,665,480	1,627,825	1,300,041	78.1%
11) Prior Year Rollover Funds	-	1,189,143	1,002,929	0.0%
12) Reserve Usage - Strategic S&M	1,148,000	1,148,000	750,000	65.3%
13) Reserve Usage - Capital Asset	213,817	-	127,000	59.4%
TOTAL	\$ 34,109,256	\$ 33,762,552	\$ 33,330,989	97.7%

EXPENSES BY DEPARTMENT



EXPENSES COMPARISON FY 24/25 vs. FY 25/26

Ref	Description	2024/2025	2024/2025	2025/2026	Proposed
		Forecast	Approved	Proposed	% of Current
		Projection	Budget	Budget	Forecast
	<u>Expenses</u>				
14)	Labor - Wages	\$ 8,208,168	\$ 7,935,583	\$ 8,116,548	98.9%
15)	Labor - Taxes & Benefits	3,610,295	3,216,648	3,585,779	99.3%
16)	Marketing Production	681,719	883,400	816,000	119.7%
17)	Media Placement & Digital Marketing	8,991,498	9,236,390	9,548,887	106.2%
18)	Collateral Material	43,700	87,750	91,260	208.8%
19)	Familiarization Trips	1,208,429	1,192,250	1,169,000	96.7%
20)	Tradeshows / Sales Missions	1,631,566	1,857,030	2,081,550	127.6%
21)	Travel & Lodging	76,035	131,000	108,800	143.1%
22)	Special Promotions & Representation	4,149,046	4,129,295	2,569,245	61.9%
23)	Event Hosting	1,689,838	1,754,800	1,932,800	114.4%
24)	Research & Development	436,151	738,550	644,926	147.9%
25)	IT - Information Technology	140,965	169,500	176,000	124.9%
26)	Professional Fees	566,130	651,340	639,880	113.0%
27)	Capital Outlay	213,837	153,000	127,000	59.4%
28)	Overhead-Supplies-Utilities-Fees	1,458,950	1,626,015	1,723,314	118.1%
	TOTAL	\$ 33,106,327	\$ 33,762,552	\$ 33,330,989	100.7%
	Surplus (Deficit)	\$ 1,002,929	0	0	

BOARD OF DIRECTORS ITEMS

(BOARD ONLY VOTES)

- 
- a. Approve the Proposed 2025-2026 Budget
 - b. TBID Annual Report (by Civitas) – Required by the State of California
 - c. Resolution No. BOD 2025-001 – Capital Asset Reserve
 - d. Approve Ebony Stinson with DoubleTree Golf Resort for a Board of Directors seat

JPA EXECUTIVE COMMITTEE ITEMS

(JPA ONLY VOTES)

- a. Approve the Proposed 2025-2026 Budget
- b. TBID Annual Report (by Civitas) – Required by the State of California
- c. Resolution No. JPA 2025-005 – Carrying Over Funds to FY 2025/2026
- d. Resolution No. JPA 2025-006 – Revising Authorized Signatories & Trustees to the Defined Benefit Pension plan
- e. Resolution No. JPA 2025-007 – Capital Asset Reserve

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



HAPPY BIRTHDAY !!!



LINDA EVANS

June 5



NUSRAT MIRZA

June 6



DAVID FELTMAN

June 6



LEE MORCUS

June 13



MANUEL PEREZ

June 18



JOE TORMEY

June 21



BOB SCHNEIDER

June 25



BORIS STARK

July 15



GREG PURDY

July 26



SAVERIO (SAL) SCHERI

July 27



NANCY ROSS

Sept 3



DR. FRANK FIGUEROA

Sept 10



JEFFREY BERNSTEIN

Sept 21



KENNY CASSADY

Sept 26

NEXT BOARD MEETING

Friday, September 26, 2025

Location:
Hilton Palm Springs