Visit Greater Palm Springs

Visitor Tracking Annual Report

January - December 2025

visit greater palm springs

downs & st. germain RESEARCH

Methodology

Data Collection:
From January 1, 2025, to December 31, 2025, **2740 visitors*** were interviewed in person at various locations, including the airport, a hotel, museums, public exhibits, downtown areas, special events, and other public spaces throughout Greater Palm Springs. Additionally, surveys were collected via online panel and social media campaigns.

Note: The sampling error for a sample size of 2740 is ±1.87% points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Tracking Study are within 1.87% points of the “true” value on a quarterly basis.

*Total sample size may not equal the sum of quarterly totals due to weighting.

Executive Visitor Profile Summary

Visitor Profile: Overview

29%

First-Time visitor

50

Median age

3.3

Travel party size

4.1 Hotels & **9.7** STVRs*

Length of stay (days)

45%

Travel as a couple

15%

Travel with children

14%

Have additional support needs

20%

LGBTQ+

*Short-term vacation rentals.

Visitor Profile: Business Traveler

- **11%** of all visitors came to the area for business.

32%

Extended their business trip

17%

Uncertain about extending their business trip

Visitor Profile: Spending, Length of Stay, and Income

$612
Daily travel party spend

7.1
Length of stay (days)

$4,345
Total travel party spend per trip

$176,470
Median household income

Visitor Profile: Planning and Booking

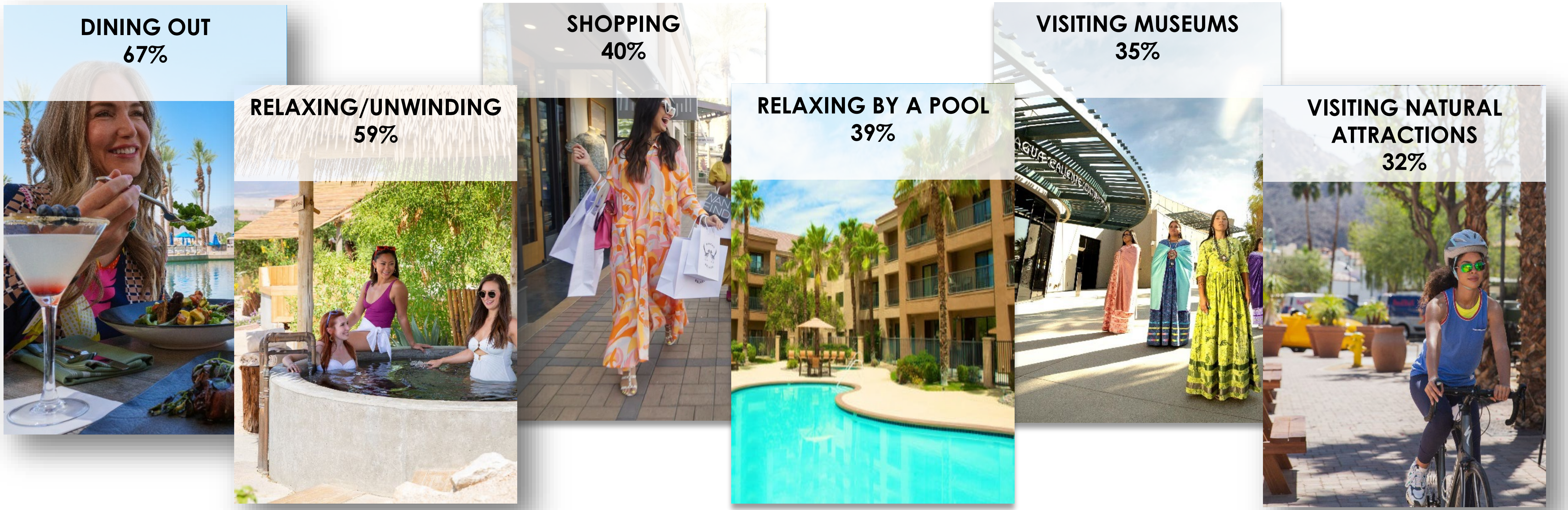
93 Days

Typical **planning** window

59 Days

Typical **booking** window

Visitor Profile: Top Activities in the Area*



*Multiple responses permitted.

Visitor Profile: Top Information Sources*

PREVIOUS VISIT
42%

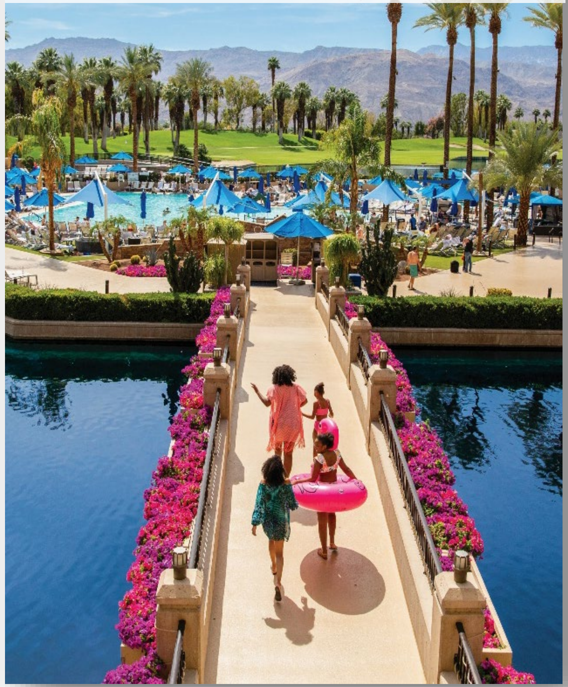
RECOMMENDATIONS
29%

FRIENDS/FAMILY IN THE AREA
27%

*Multiple responses permitted.

Visitor Profile: Top Reasons for Visiting*

VACATION
52%



OUTDOOR RECREATION
29%

ARTS AND CULTURE
18%

SPECIAL EVENTS
14%

*Up to three responses permitted.

Visitor Profile: Top Reasons for Choosing Paid Accommodations*

PROXIMITY TO ATTRACTIONS
43%

AMENITIES
40%

SCENIC VIEWS
23%

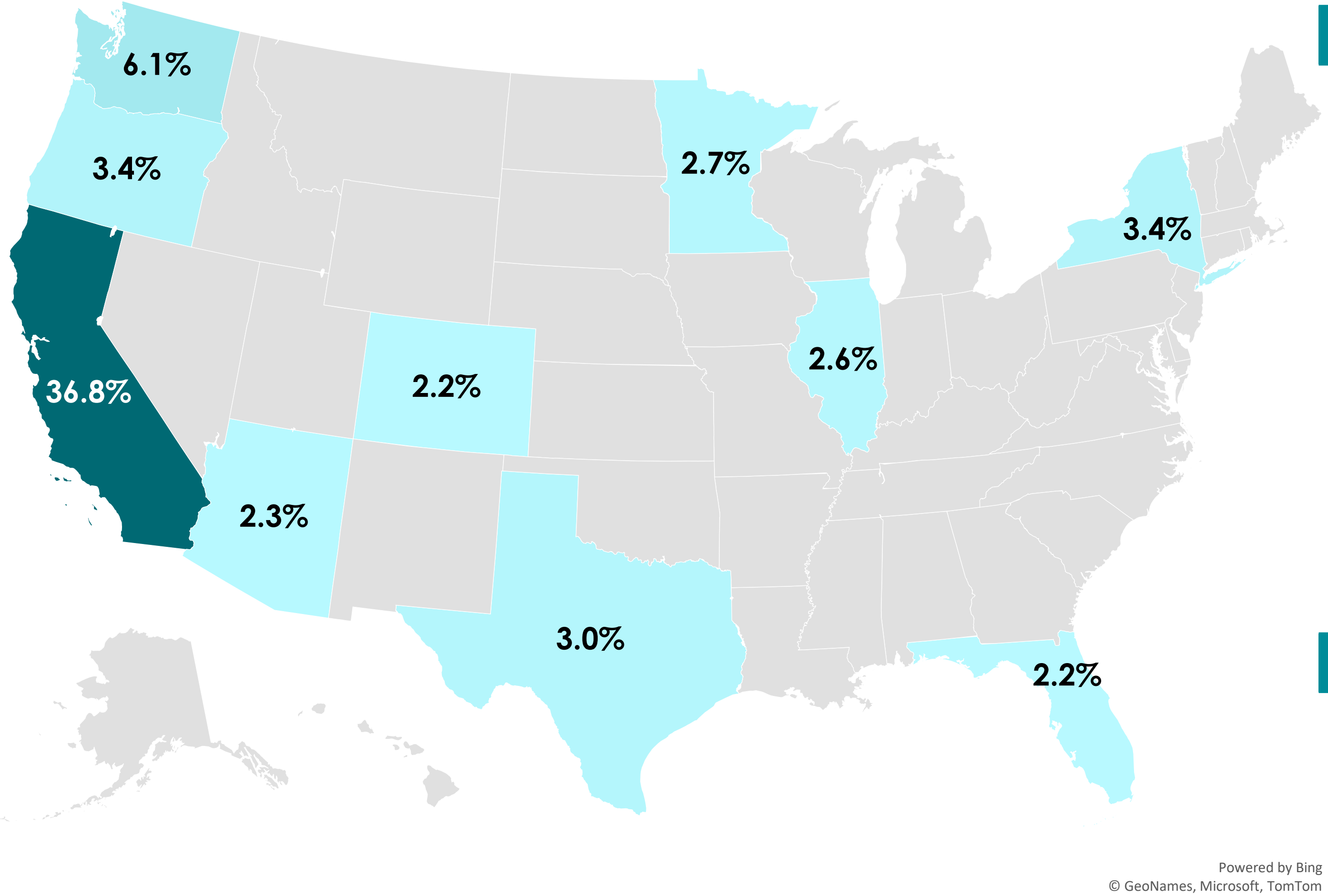
BUDGET-FRIENDLY
23%

UNIQUE STAY EXPERIENCE
21%

SPACIOUS ROOMS
21%

*Multiple responses permitted.

Visitor Origin* & Transportation**

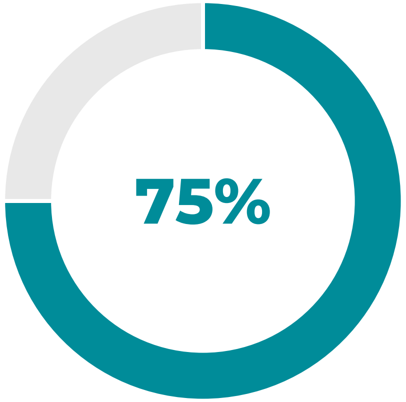


Top Origin Markets	Percent
Los Angeles	**21.4%**
San Francisco-Oakland-San Jose	**7.0%**
Seattle-Tacoma	**5.1%**
San Diego	4.3%
New York City***	3.8%
Chicago****	3.0%
Portland, OR	2.7%
Sacramento-Stockton-Modesto	2.4%
Minneapolis-Saint Paul	2.3%
Phoenix	2.2%
Denver	2.2%

Top Transportation & Airports**	Percent
Drove	**50%**
Flew into Palm Springs International Airport (PSP)	**42%**
Flew into Los Angeles International Airport (LAX)	5%
Other airports/modes	6%

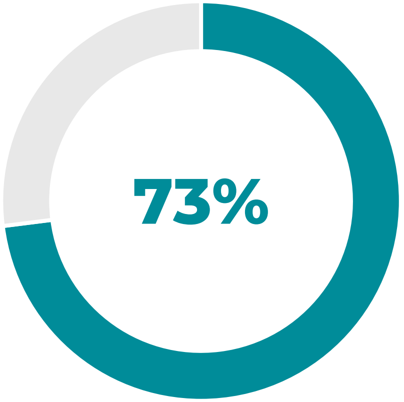
*International market (16.4%) includes Canada, the United Kingdom, Australia, Germany, France, Mexico, and others.
**Multiple responses permitted.
***New York City DMA market includes areas of New York, New Jersey, and Connecticut.
****Chicago DMA market includes areas of Illinois and Indiana.

Experience Satisfaction, Intention to Recommend, and Intention to Return



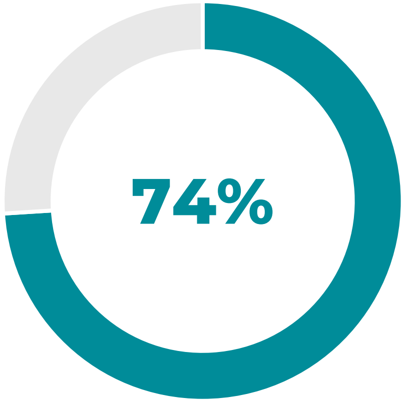
VERY SATISFIED

75% of visitors reported being **very satisfied** with their experience



HIGHLY RECOMMEND

73% of visitors said they would **highly recommend** the Greater Palm Springs area



VERY LIKELY TO RETURN

74% of visitors said that they were **very likely** to return to the area

Top Reasons for Being Very Satisfied*

OVERALL EXPERIENCE
65%

PEACEFUL AND RELAXING ATMOSPHERE
58%

FRIENDLY PEOPLE AND LOCAL HOSPITALITY
56%

WEATHER AND CLIMATE
55%

*Multiple responses permitted.

Visitor Profile Insights

Insights	Actionable Items
A majority of visitors plan their trips well ahead of time	Greater Palm Springs attracts travelers who are deliberate planners, providing opportunities for early-stage marketing, seasonal promotions, and long-lead content
Previous visits and personal recommendations are the top planning drivers	With prior visits and recommendations leading trip planning, post-trip touchpoints, repeat-visitor offers, and simple prompts to share/recommend can turn satisfied visitors into active advocates
Opportunity in bleisure segment	Potential opportunity to promote add-on experiences, weekend extensions, and post-meeting activities, especially during periods of stronger bleisure demand
A strong and reliable Canadian visitor base	Despite a dip in the Canadian visitation in mid-2025, the market shows some resilience
High sustainable appeal to the LGBTQ+ market	Greater Palm Springs continues to resonate as an inclusive, welcoming destination with strong existing appeal to LGBTQ+ travelers and sustainable demand from this market

Detailed Findings

Study Objectives: Visitor Journey

Pre-Visit	Travel Party Profile	Trip Experience	Post Trip Evaluation
▪ Planning cycle ▪ Booking cycle ▪ Planning sources ▪ Influential sources ▪ Reasons for visiting ▪ Second homeowners ▪ Bleisure	▪ Visitor origin ▪ Travel party composition ▪ Number of visits ▪ Demographics	▪ Mode of transportation ▪ Accommodations and length of stay ▪ Reasons for selecting paid accommodations ▪ Activities in the destination ▪ Areas stayed & visited ▪ Visitor spending	▪ Satisfaction with experience ▪ Reasons for being very satisfied ▪ Likelihood of recommending ▪ Suggested improvements ▪ Likelihood of returning

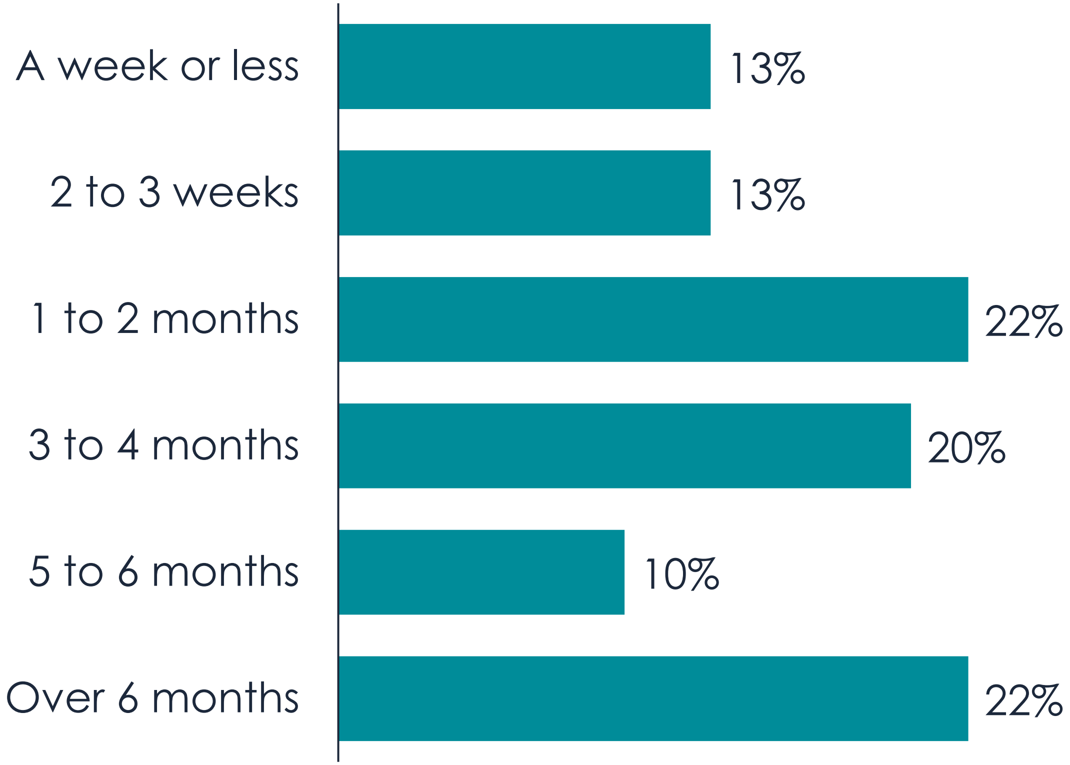
Study Objectives: Visitor Journey

Pre-Visit → **Travel Party Profile** → **Trip Experience** → **Post Trip Evaluation**

Trip Planning*

- A majority of visitors plan their trips well ahead of time, with the **largest** proportions planning **1 to 2 months** (**22%**), **3 to 4 months** (**20%**), or **over 6 months** (**22%**) before traveling.

- Only **13%** of visitors plan their trips **a week or less** in advance, and another **13%** plan **2 to 3 weeks** out.



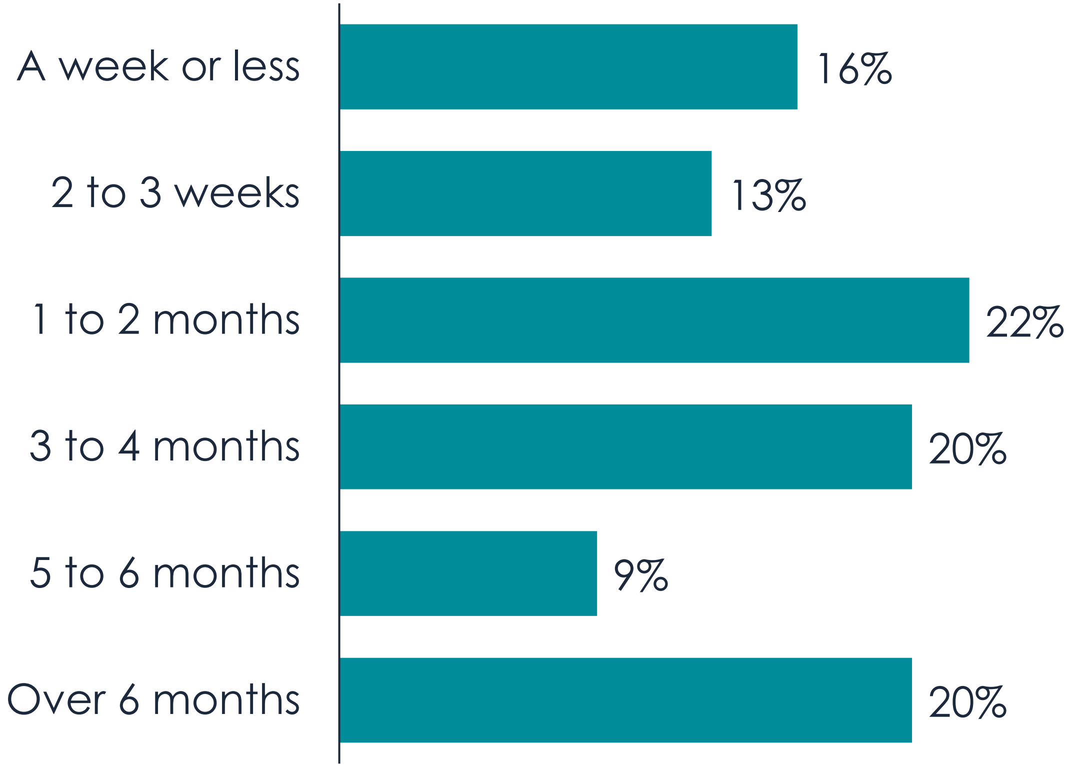
*How far in advance did you plan this trip?

Trip Booking*

- Similar to trip planning, **most** visitors tend to book their trips **1 to 2 months** (**22%**), **3 to 4 months** (**20%**), and **over 6 months** in advance (**20%**).

- **29%** book within **less than three weeks** of their trip.

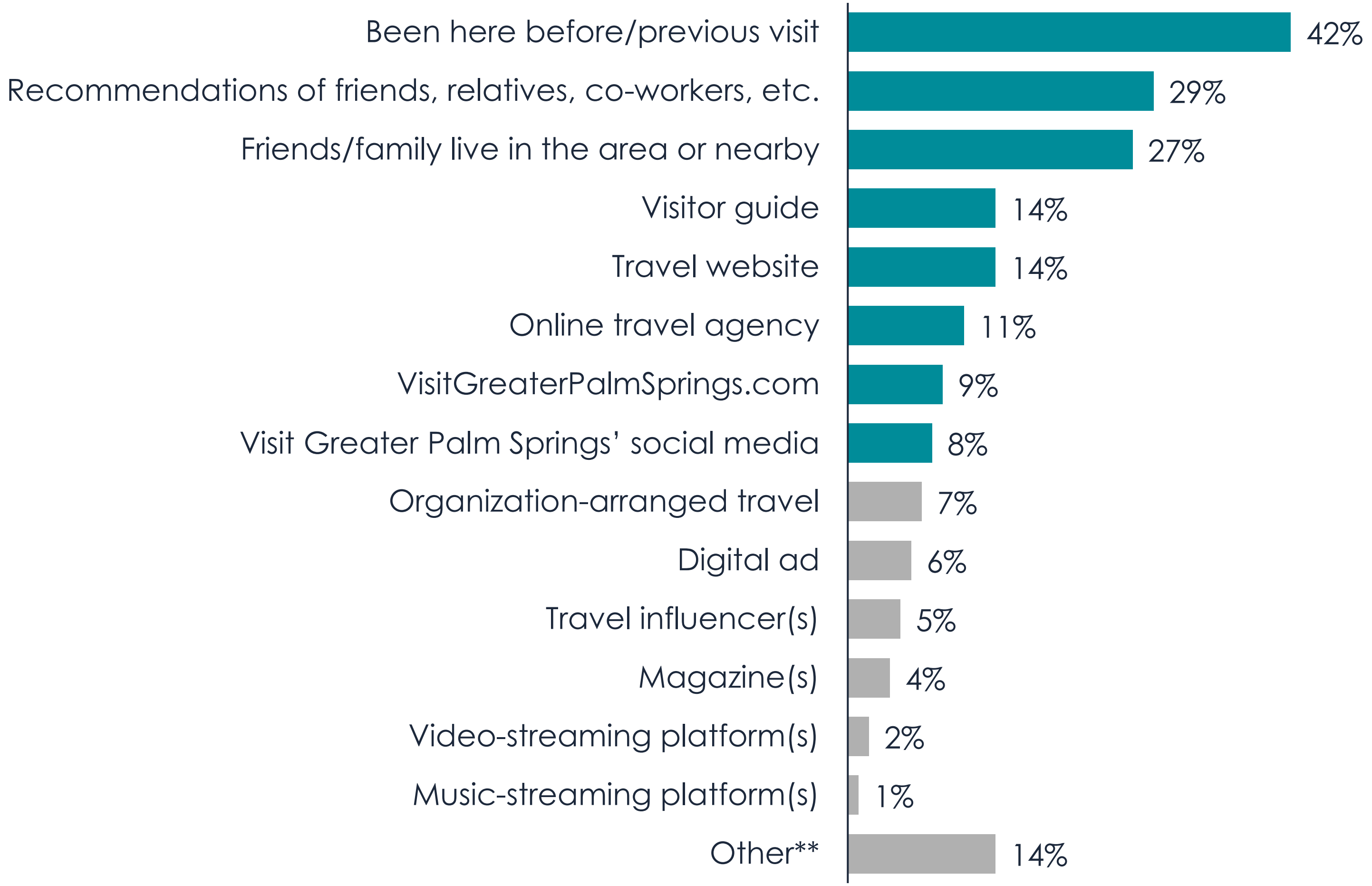
- Visitors begin **planning** approximately **3 months** in advance and complete **bookings** about one month later, or around **two months** before travel.



*How far in advance did you book this trip?

Trip Planning Sources*

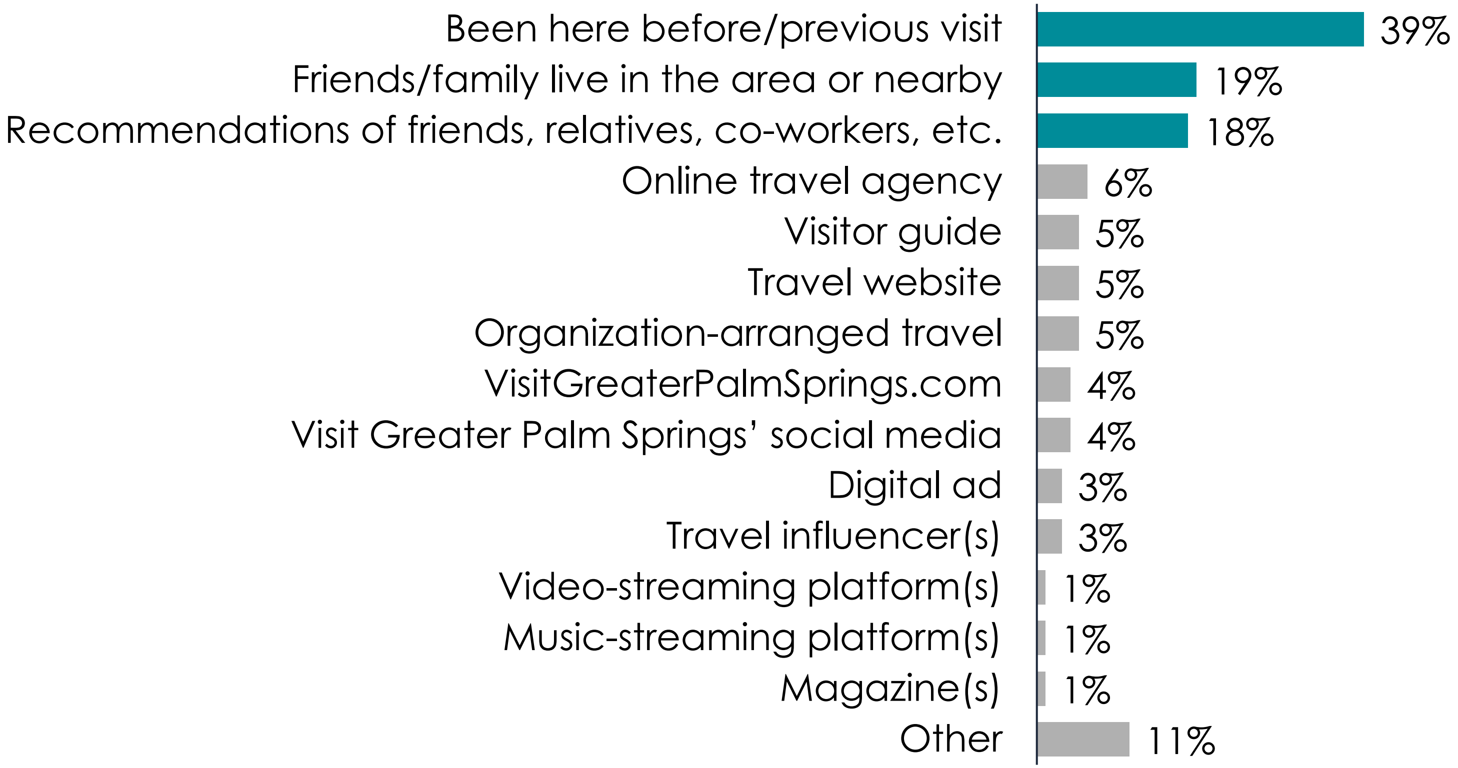
- **Prior experience** is the number one trip planning source (**42%**), followed by **recommendations from friends/relatives** (**29%**) and having **friends/family in the area** (**27%**).
- **Visitor guide, VisitGreaterPalmSprings.com**, and **Visit Greater Palm Springs' social media** are referred to by around **1 in 10** visitors.
- **Travel websites** and **online travel agency** are referenced in trip planning by about **1 in 8** visitors.



*Which of the following sources did you use to plan this trip? Select all that apply.
**Other open-ended responses primarily focus on such themes as general online search, online reviews/recommendations, direct booking with hotels, timeshare ownership, city resources, and others.

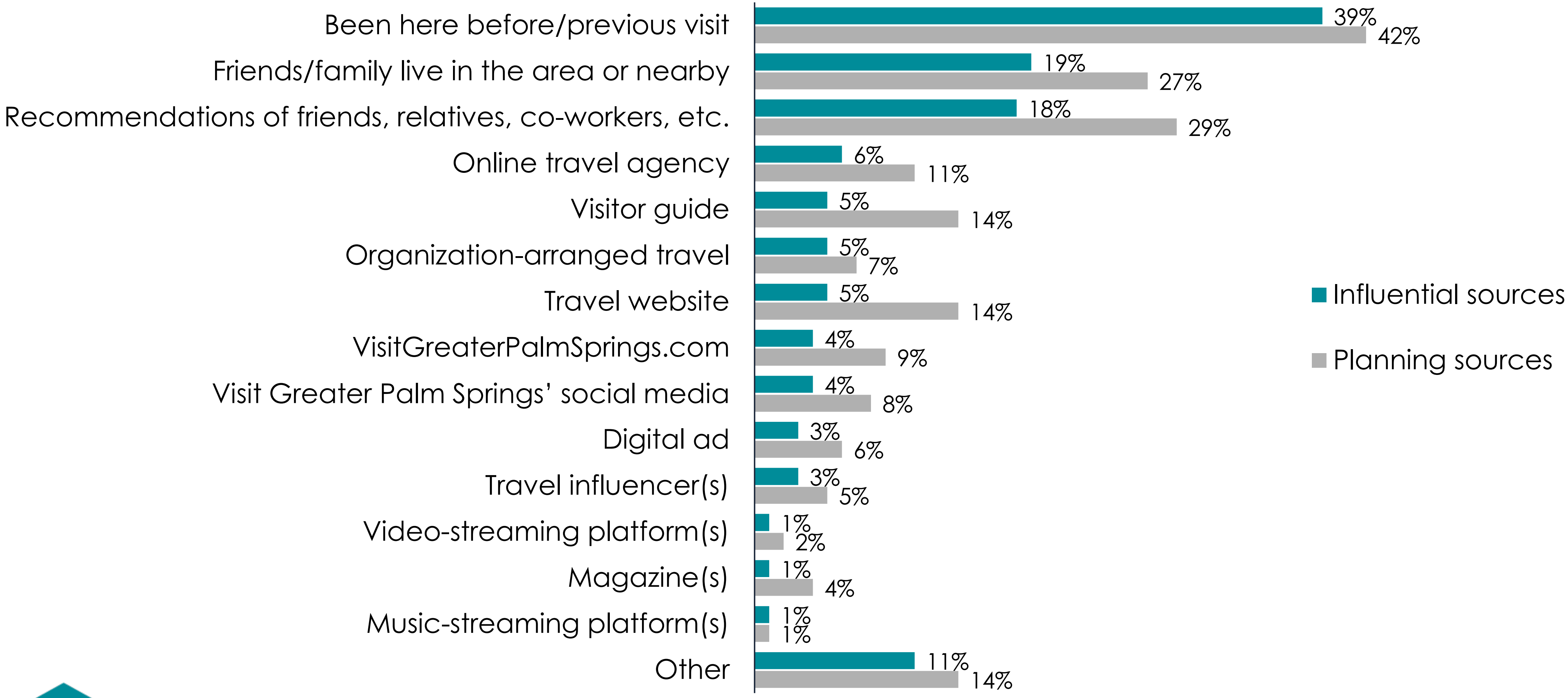
Influential Sources*

- Nearly **4 in 10** visitors are influenced by their **prior visits**.
- Around **2 in 10** are influenced by **friends/family** that **live in the area**, and/or **recommendations** of others.



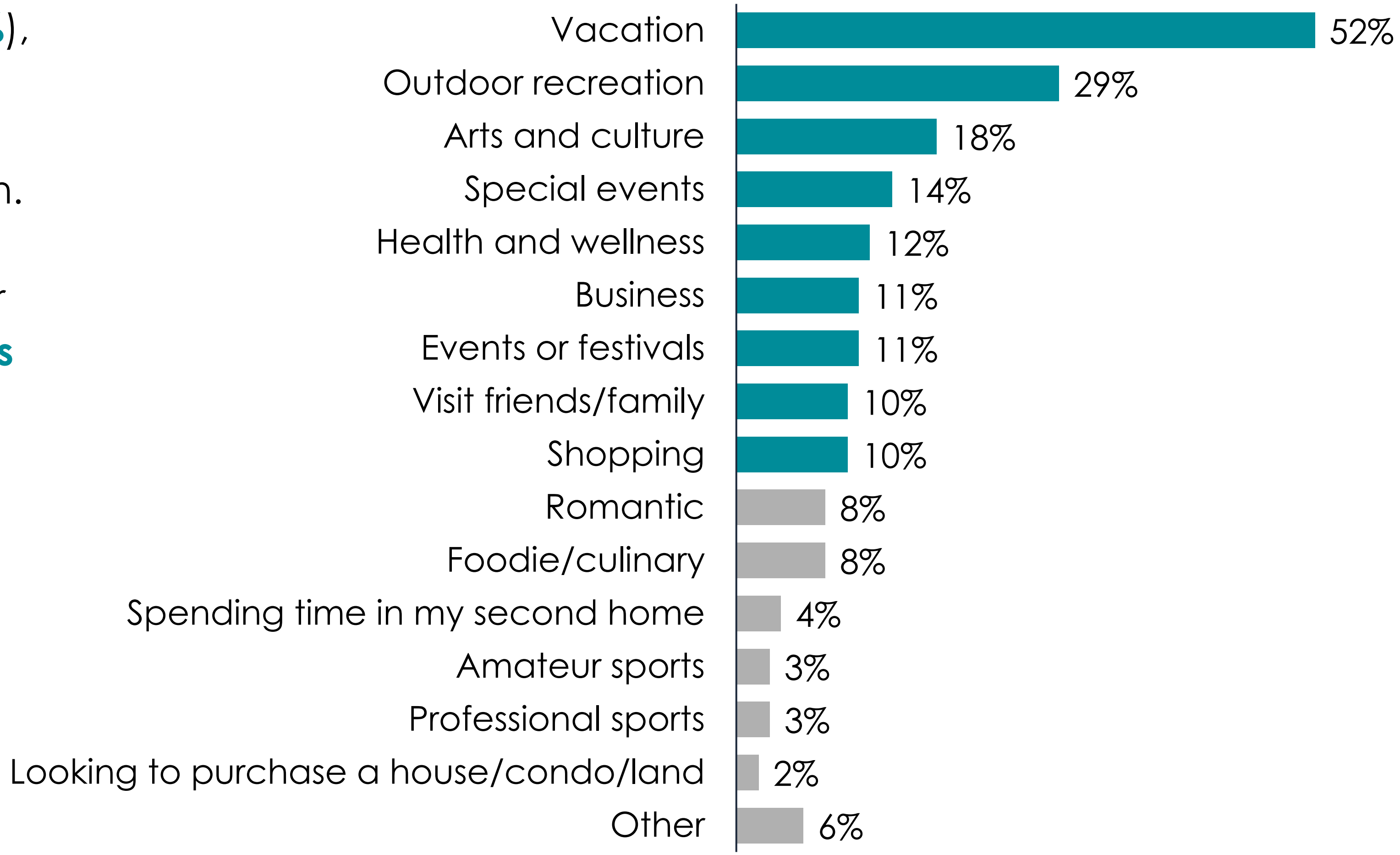
*Which of the following sources influenced your decision to visit the Greater Palm Springs area the most? Select all that apply. Only asked to those who selected it as a trip planning source.

Influential vs. Planning Sources



Reasons for Visiting*

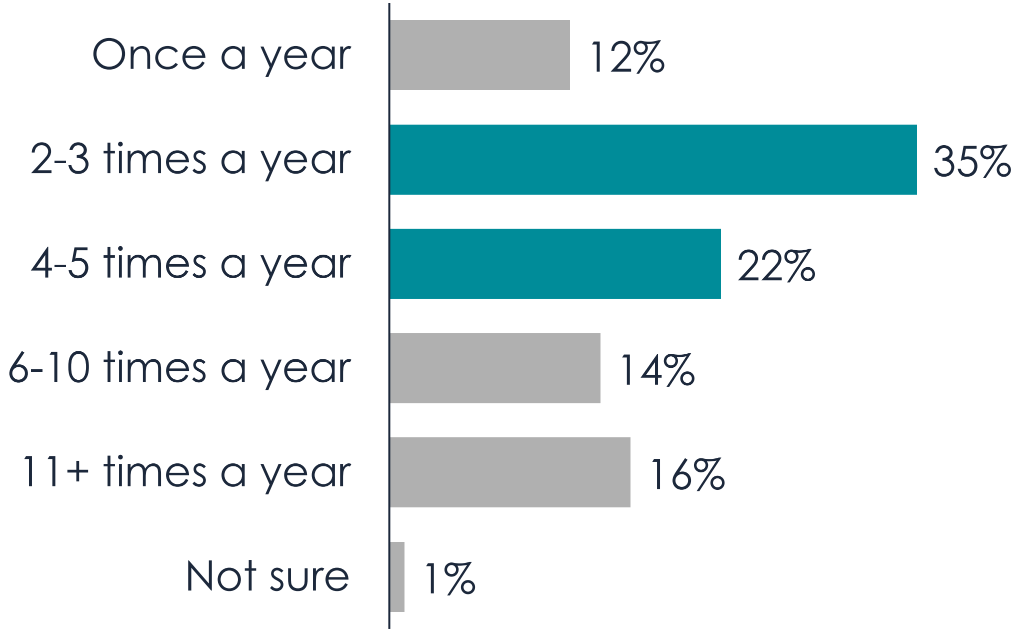
- **Vacation** is the primary trip purpose (**52%**), followed by **outdoor recreation** (**29%**).
- **Events** and **culture** likewise drive visitation. When combined, **special events** (**14%**) and **events or festivals** (**11%**) account for roughly a quarter of motivations, and **arts and culture** adds another **18%**.

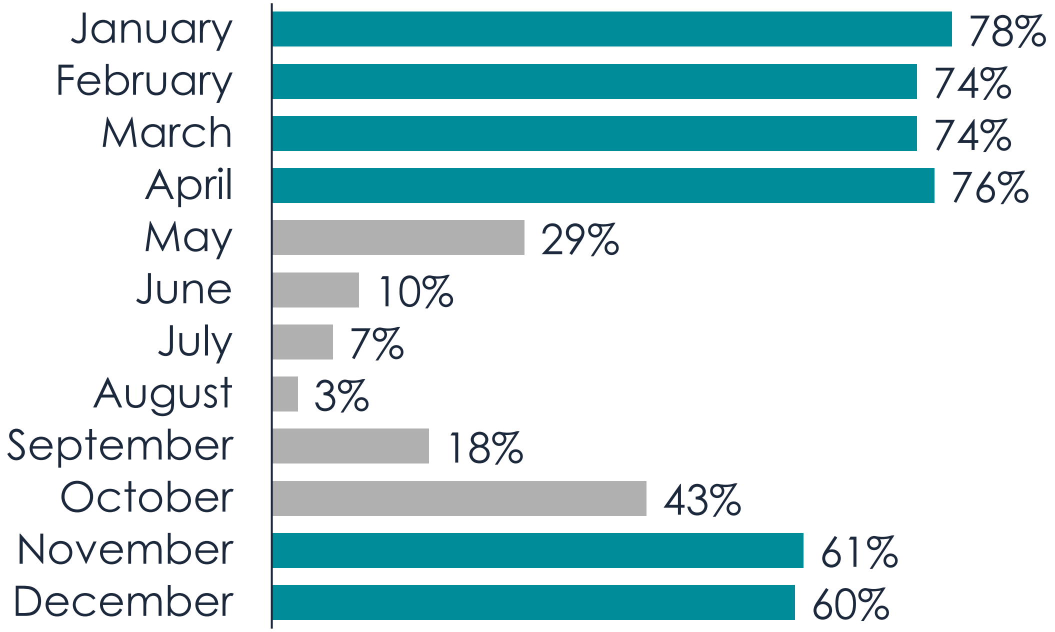


*Which of the following best describes the purpose of your trip to Palm Springs? Select up to three.

Visitors with Second Homes*

- Second-home visitors cluster in **January** through **April** (**74-78%**) and again in **November** through **December** (**60–61%**).
- Second-homeowners return often, with most coming **2 to 5 times** per year.



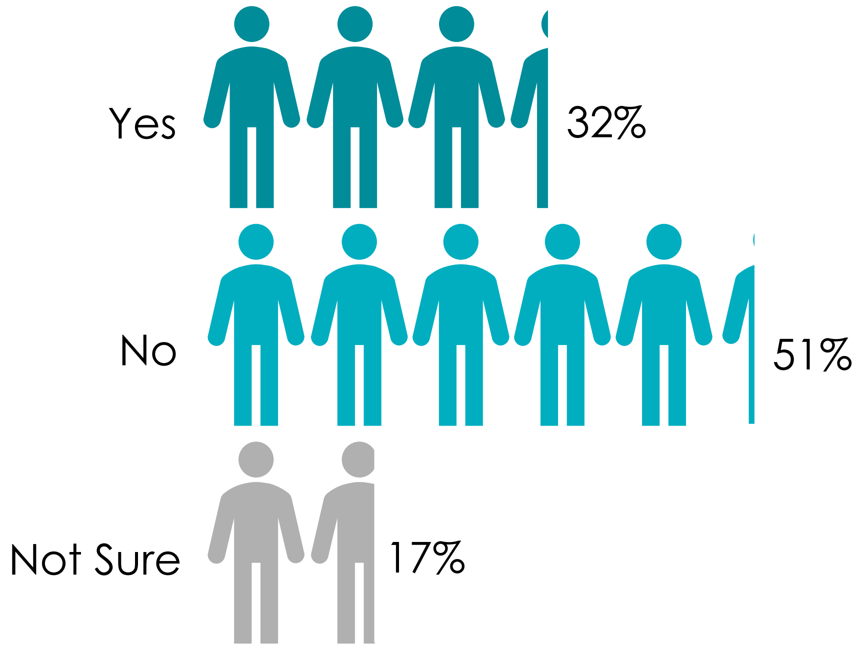


*Base: 4% of all visitors. Multiple responses permitted.

Extending Business Trip*

- **32%** of business visitors choose to **extend** their stay for leisure activities.

- **51%** of business travelers opting **not to extend**, there is a sizable untapped market. This signals barriers such as time constraints.

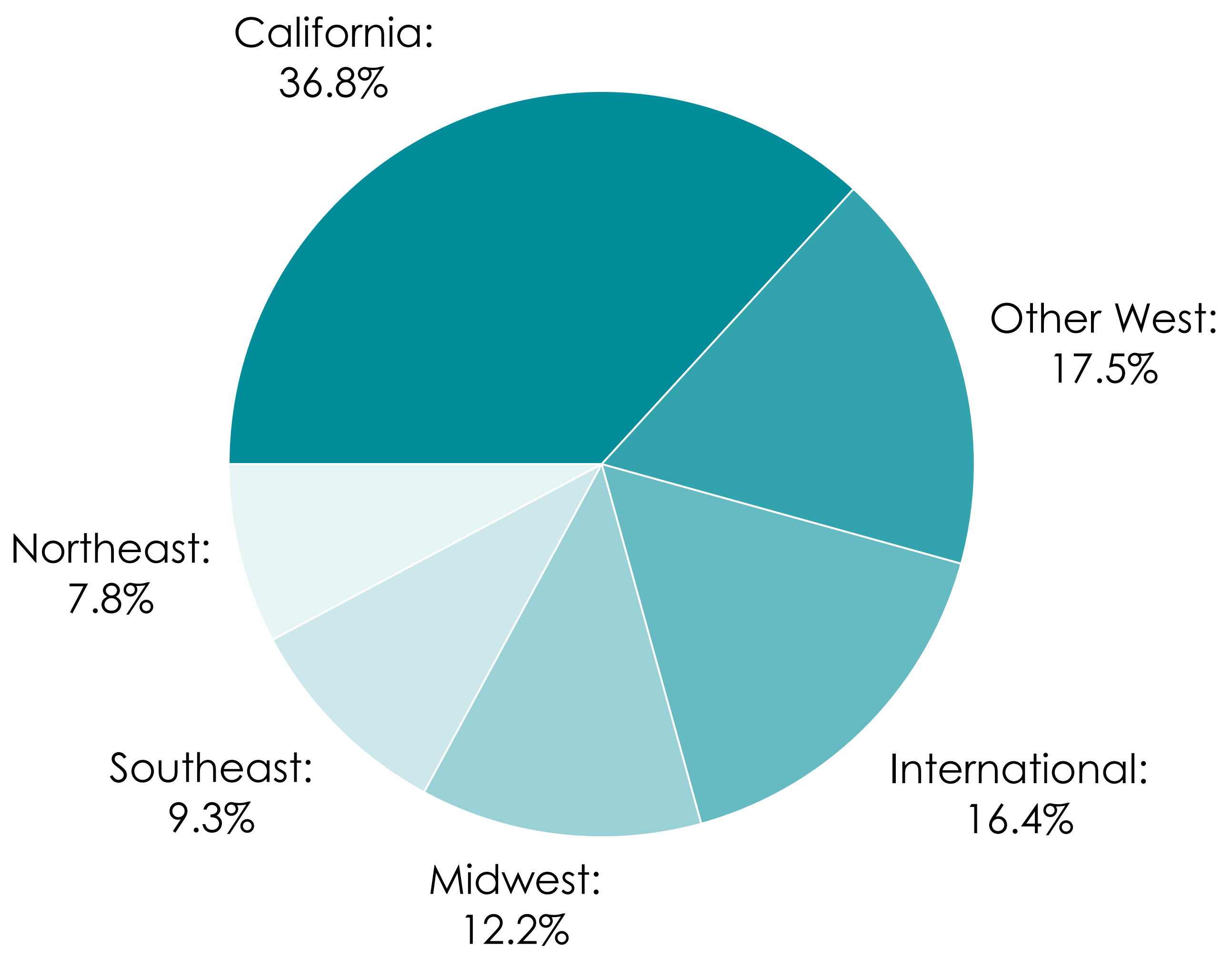


*Did you extend your business trip, or will you extend it to engage in leisure activities? Base: 11% of all visitors.

Study Objectives: Visitor Journey

Pre-Visit → Travel Party Profile → Trip Experience → Post Trip Evaluation

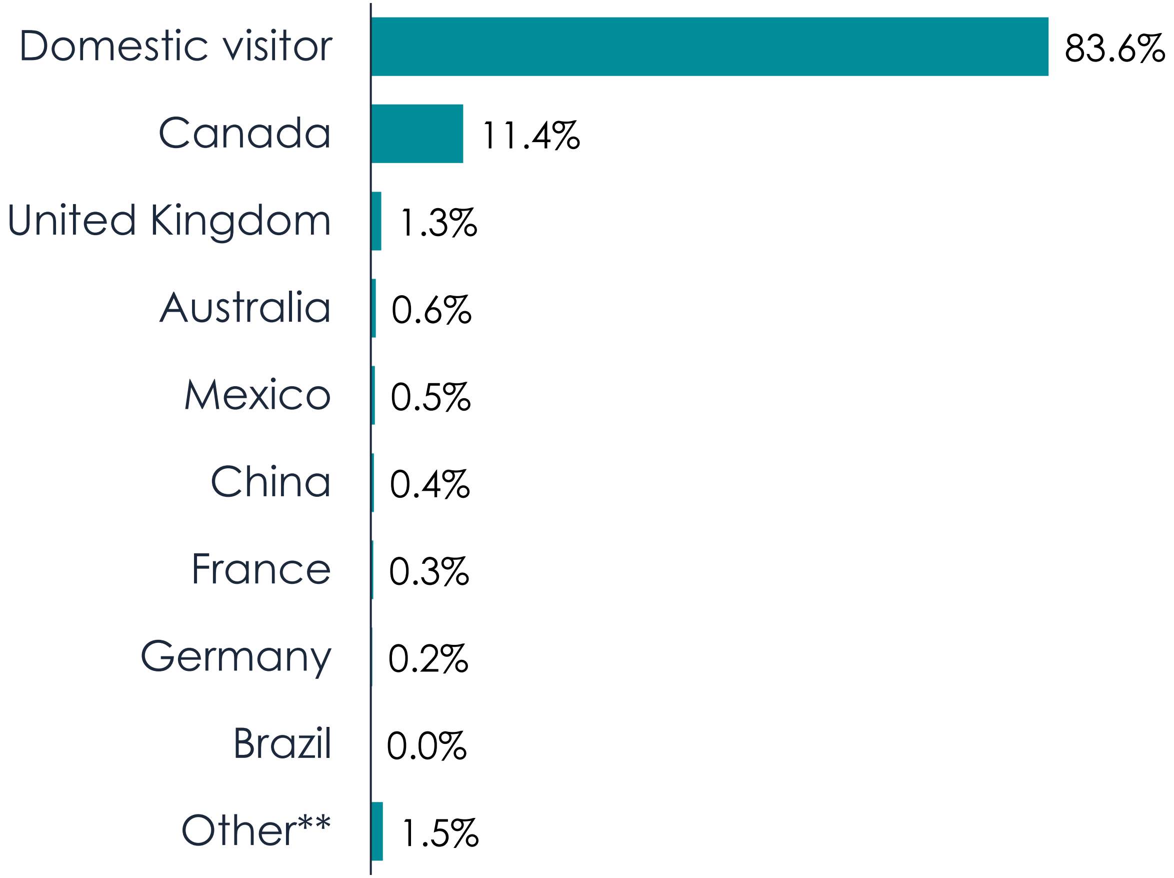
Region of Origin



International Market*

- **Canada** represents the **largest share** of international visitors at **11.4%**, far surpassing all other countries listed.

- The next-largest market is the **United Kingdom** (**1.3%**).

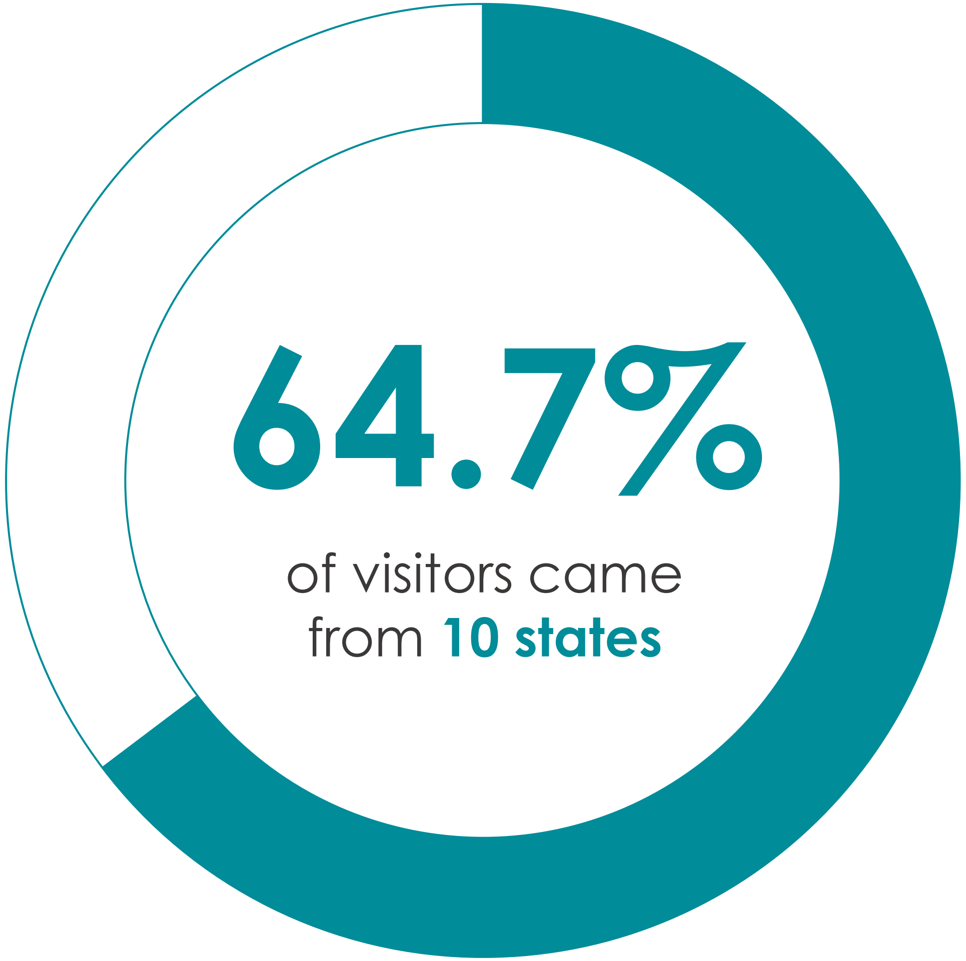


*What country do you reside in?

**Other includes respondents from other European and non-European countries, such as Ireland, Sweden, South Korea, Japan, and others.

Top Origin States

State	Percentage
California	**36.8%**
Washington	**6.1%**
New York	3.4%
Oregon	3.4%
Texas	3.0%
Minnesota	2.7%
Illinois	2.6%
Arizona	2.3%
Florida	2.2%
Colorado	2.2%



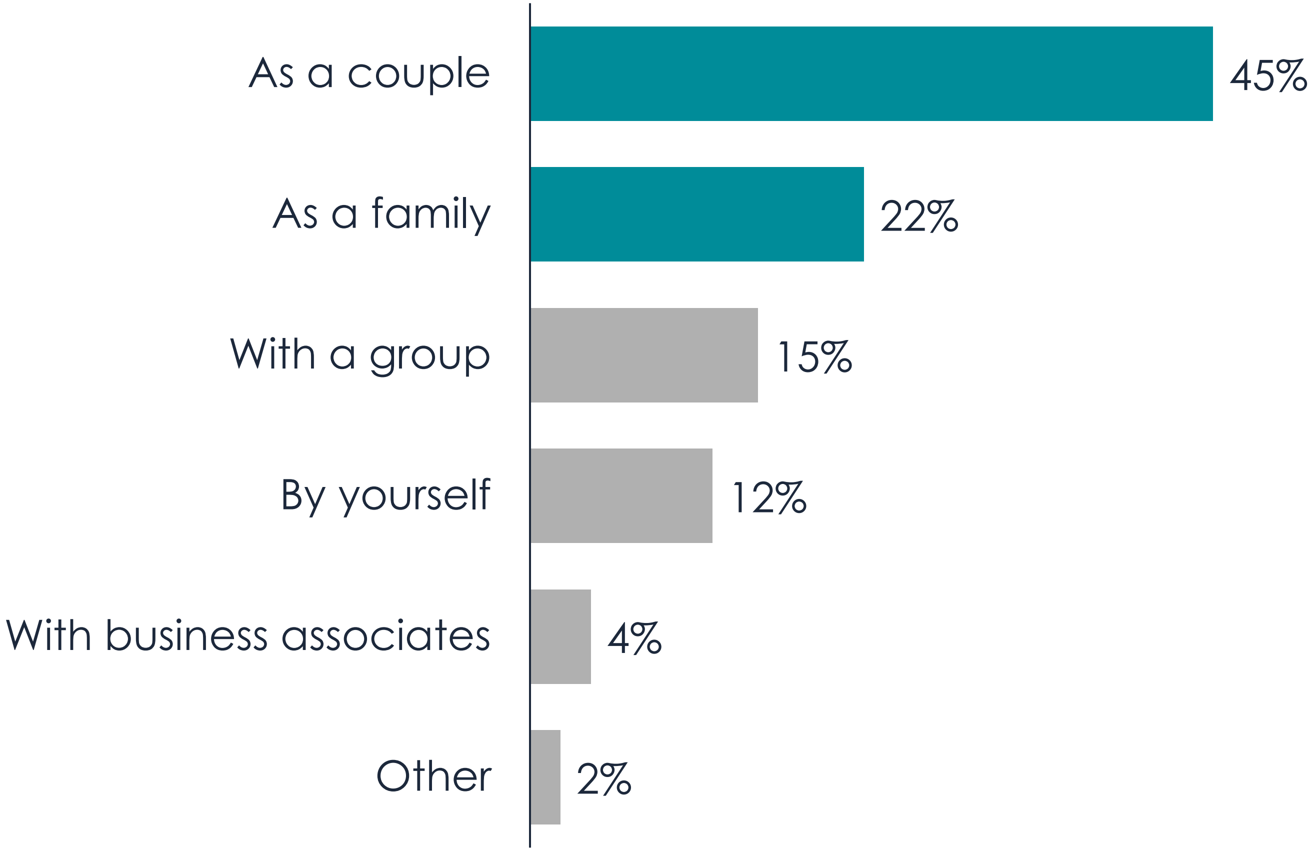
Top U.S. Origin Markets

Market	Percentage
Los Angeles	**21.4%**
San Francisco-Oakland-San Jose	**7.0%**
Seattle-Tacoma	**5.1%**
San Diego	4.3%
New York City*	3.8%
Chicago**	3.0%
Portland, OR	2.7%
Sacramento-Stockton-Modesto	2.4%
Minneapolis-Saint Paul	2.3%
Phoenix	2.2%
Denver	2.2%

*New York City DMA market includes areas of New York, New Jersey, and Connecticut.
**Chicago DMA market includes areas of Illinois and Indiana.

Travel Party Composition*

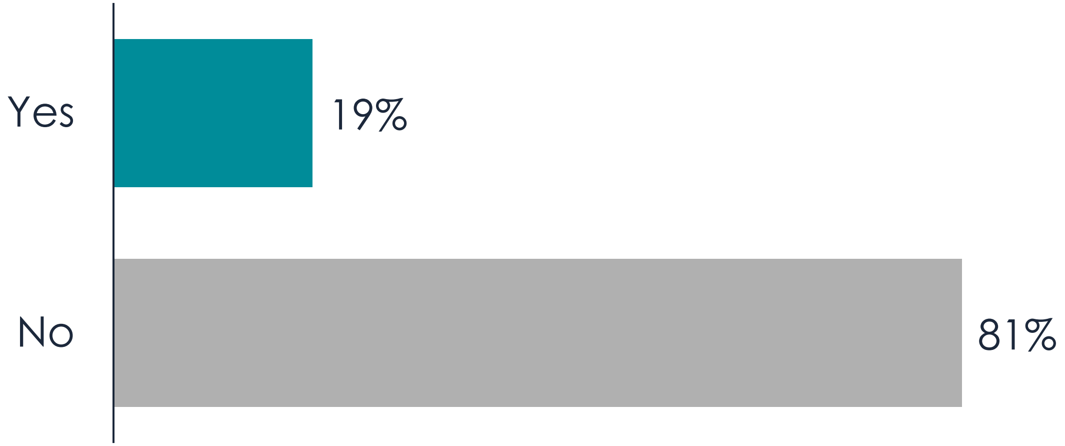
- Nearly **half** of all visitors (**45%**) **travel as a couple**.
- **Families** (**22%**) and **groups** (**15%**) also represent a significant share of visitors.



*Who are you traveling/did you travel with on this trip?

Traveling with a Dog*

- **19%** of visitors brought a **dog** on their trip.

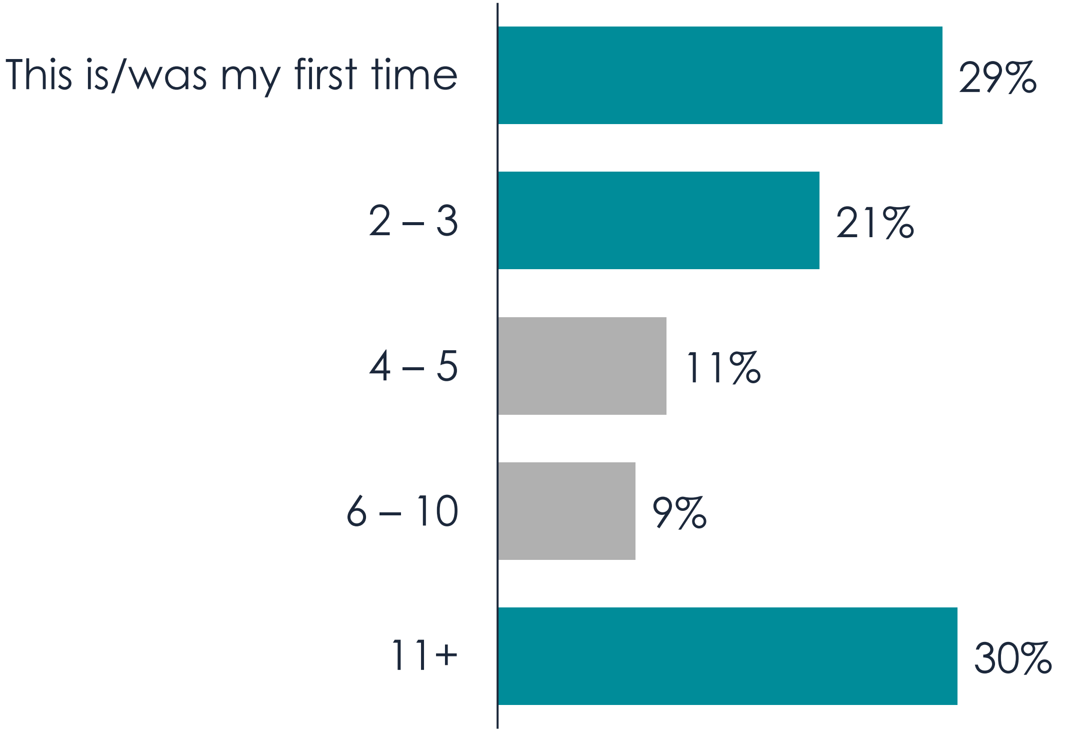


*Are you traveling with a dog on this trip to Greater Palm Springs?
This question was introduced during the October–December 2025 data collection period and reflects results from that quarter only.

New & Returning Visitors*

- A majority of visitors are **repeat** travelers, with **over 70%** having visited the Greater Palm Springs area before.

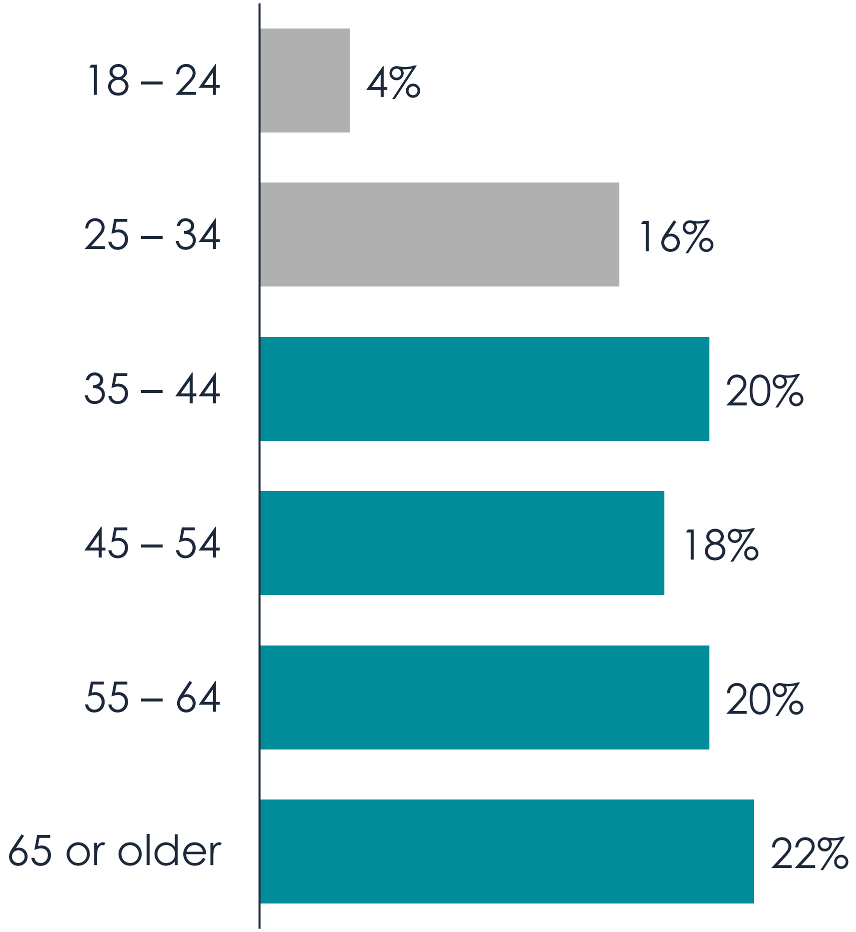
- The **largest** single category of respondents is the **11+** visits group (**30%**), indicating a sizable proportion of very frequent visitors.



*Approximately how many times have you visited the Greater Palm Springs area?

Age*

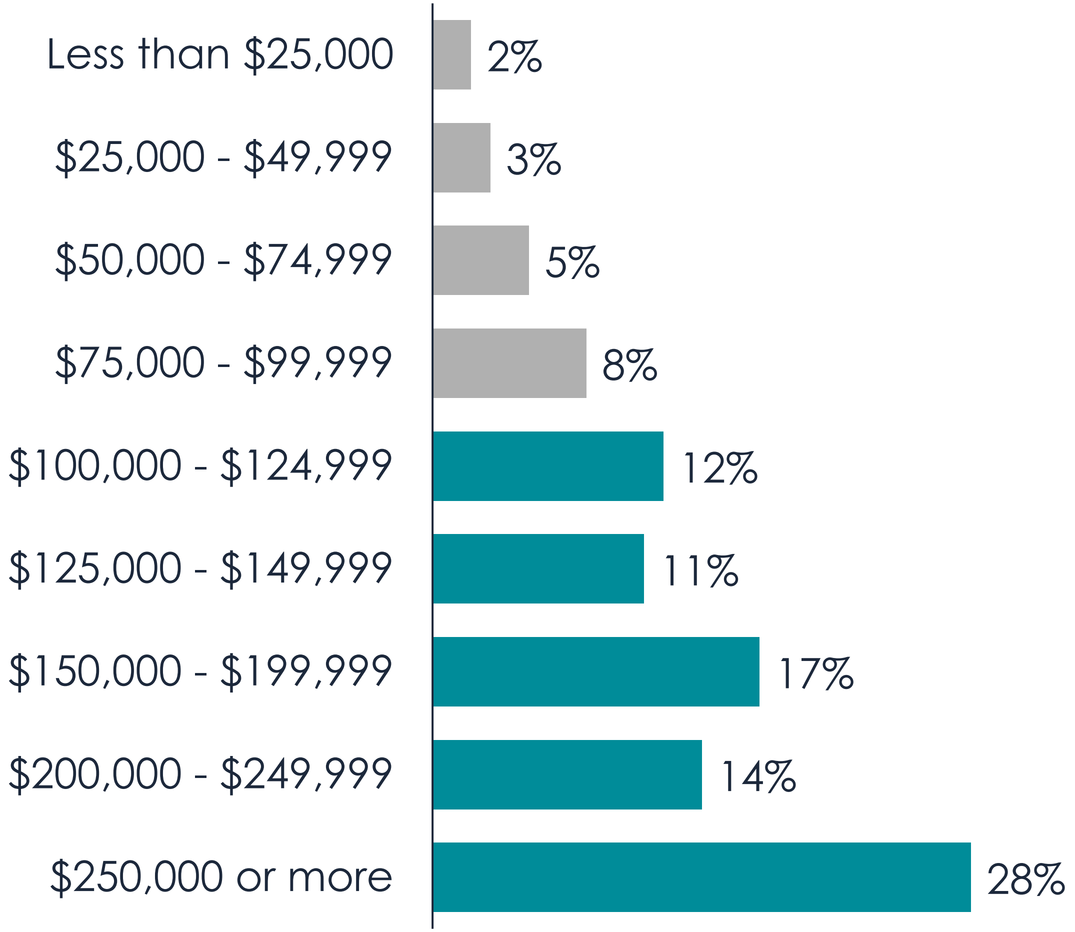
- **Most** visitors fall into the age group **35 and older**, with the **largest** share coming from the **55 and over** category.



*Which category best fits your age? The demographic data reflects the surveyed individual, who may not fully represent the entire travel party.

Income*

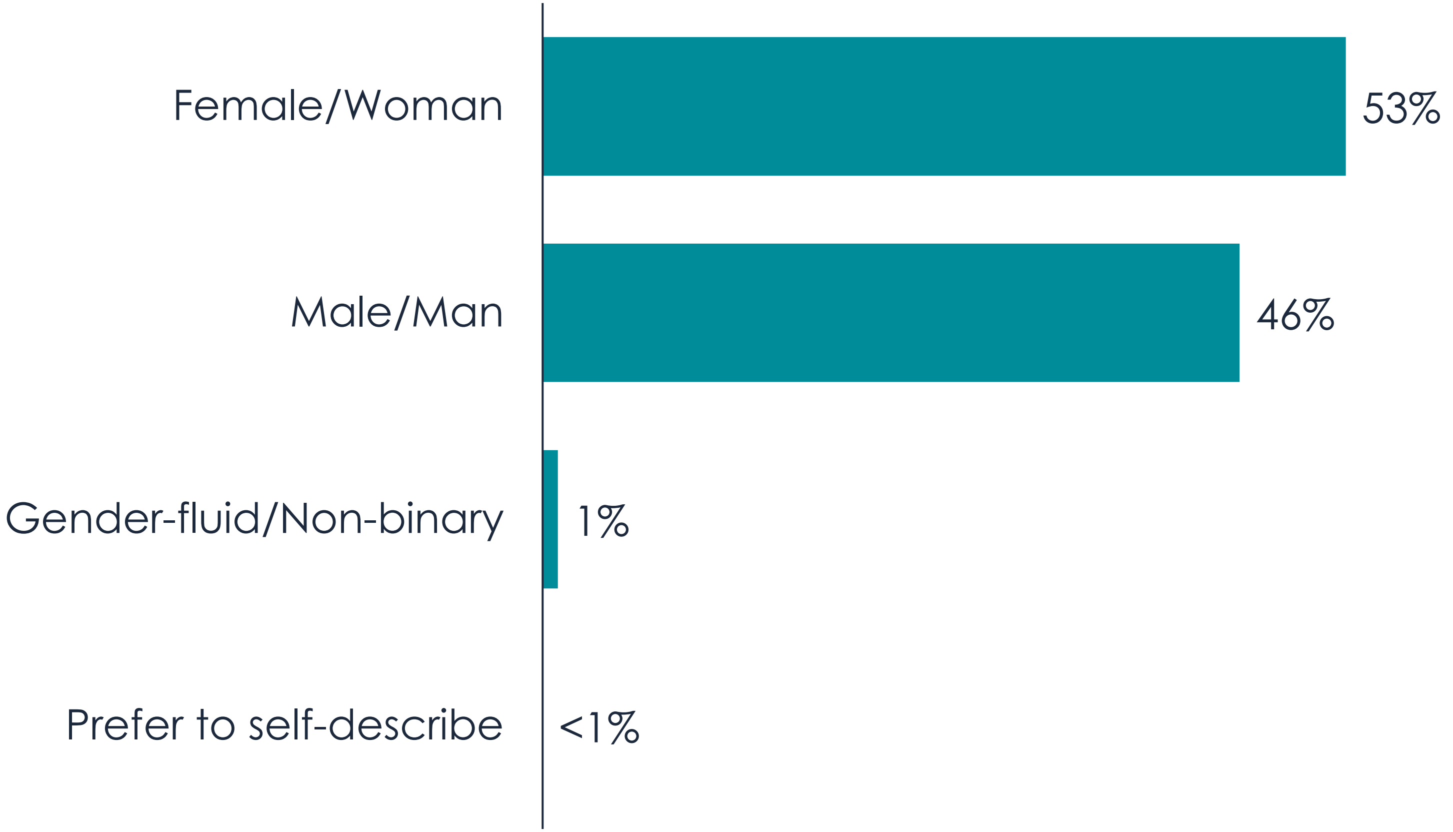
- **Typical visitor** to the area has a median income of **$176,470**.
- Greater Palm Springs attracts an **affluent** market. A majority (**59%**) of visitors report household incomes of **$150,000 and over**.



*What is your total household income? Respondents include second homeowners.

Gender Identity*

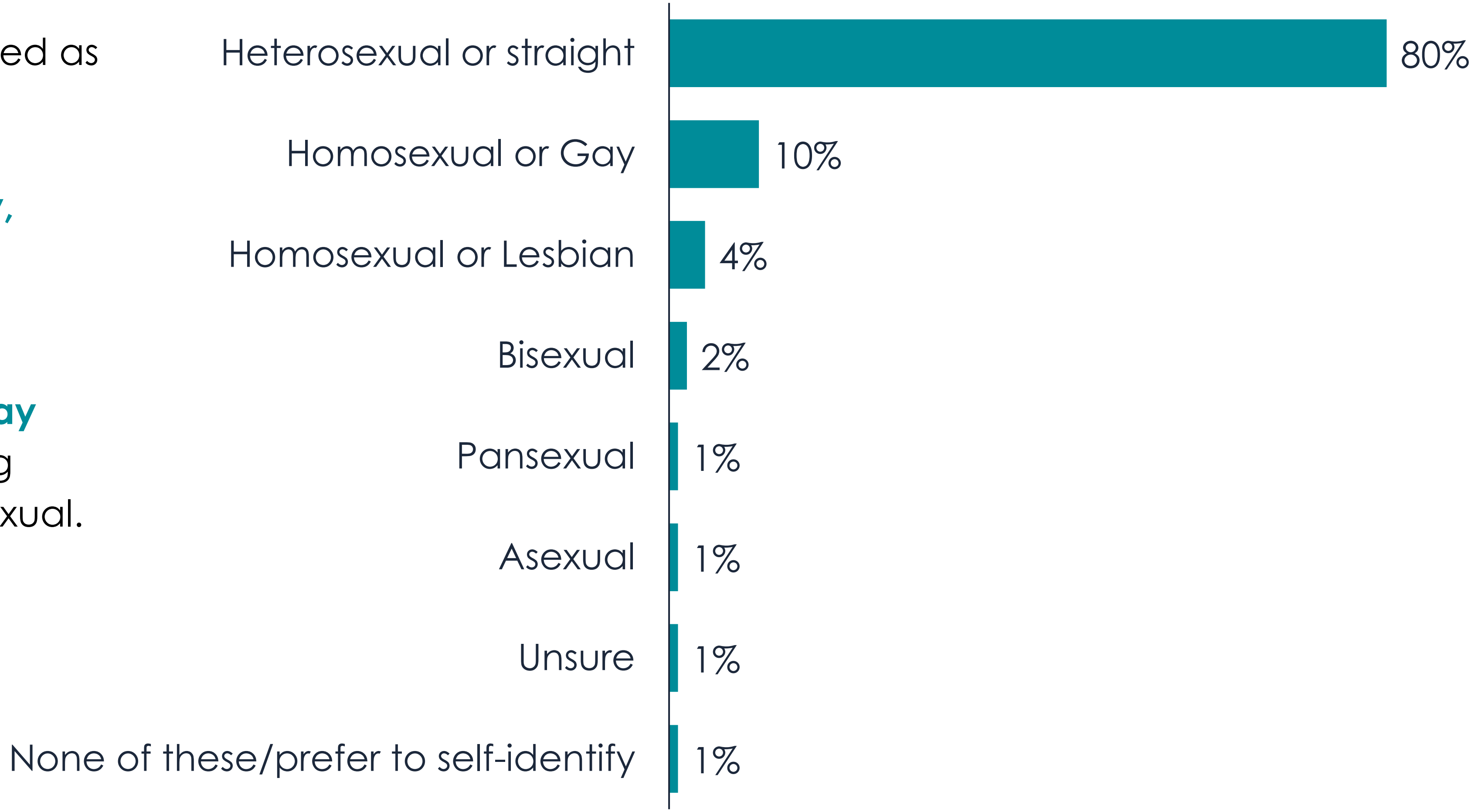
- Visitor gender skews only slightly female, **53%** identify as **women** vs. **46% men**.



*What gender do you identify with? The demographic data reflects the surveyed individual, who may not fully represent the entire travel party.

Sexual Orientation*

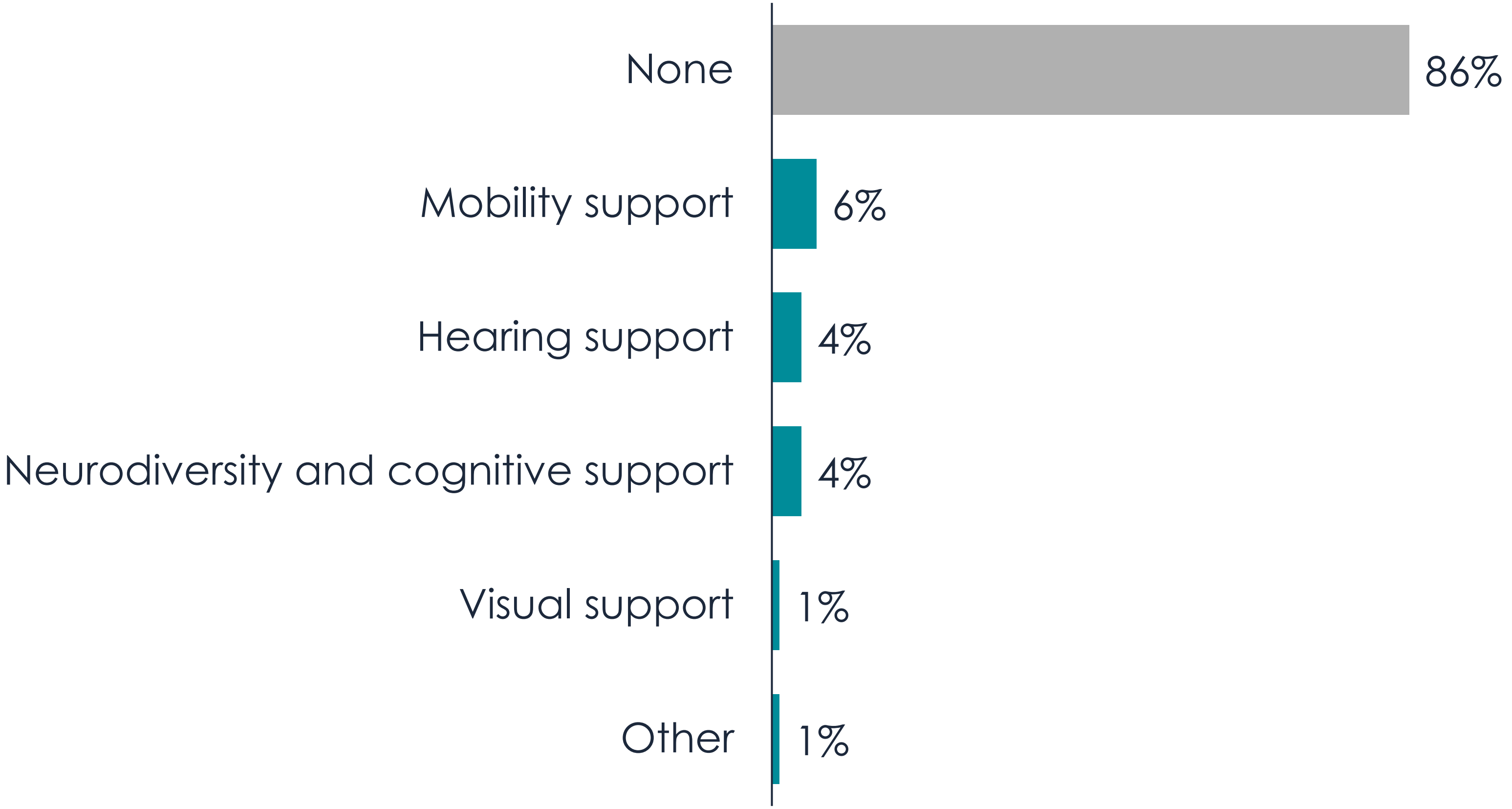
- The majority of visitors (**80%**) identified as **heterosexual or straight**.
- Respondents who identified as **gay, lesbian**, and **bisexual** collectively represent **16%**.
- Individuals who identify as being **gay** constitute the **largest** group among those who identify as non-heterosexual.



*Please select the option that best describes your sexual orientation. The demographic data reflects the surveyed individual, who may not fully represent the entire travel party.

Needs Support*

- Among those with needs, **mobility assistance** stands out as the primary requirement.
- After mobility support, the most common needs are **hearing**, followed by **neurodiversity and cognitive needs**.



*Please select any of the following needs that apply to you or anyone in your travel party. Select all that apply.

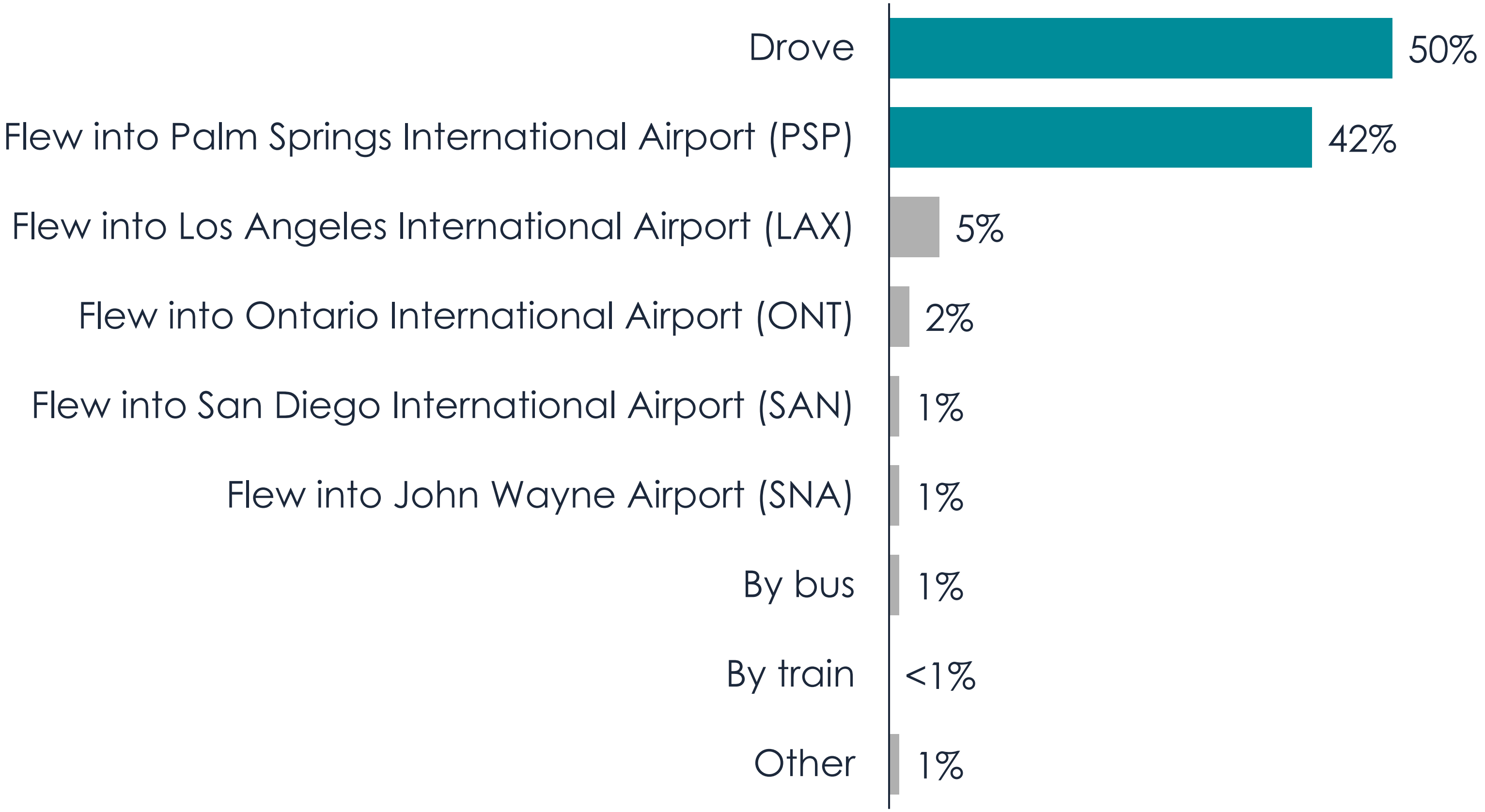
Study Objectives: Visitor Journey

- Pre-Visit
- Travel Party Profile
- Trip Experience
- Post Trip Evaluation

Transportation*

- **Half** of the visitors **drive** to the Greater Palm Springs area.

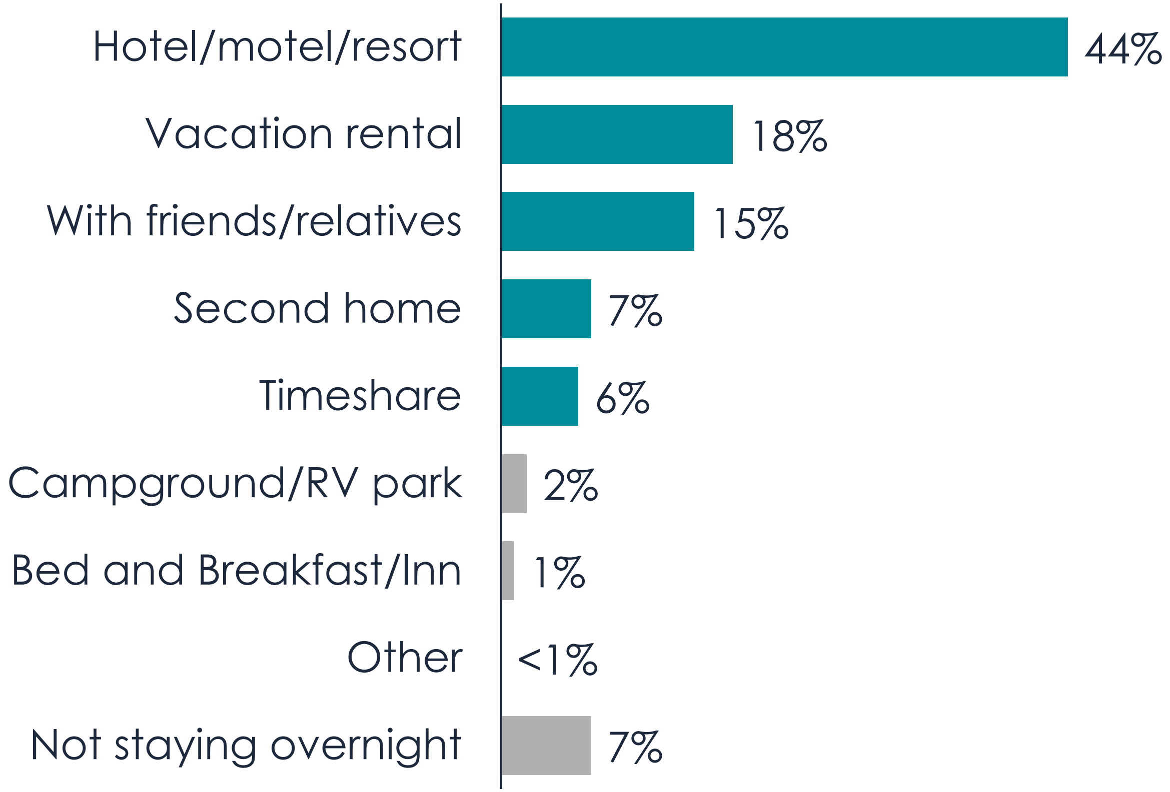
- **42%** arrive at the **Palm Springs International Airport (PSP)**.



*How did you arrive in the Greater Palm Springs area?

Accommodations* & Length of Stay**

- Visitors most frequently stay in **hotel, motel, or resort** accommodations (**44%**), making this the **leading** lodging choice.
- **18%** of visitors favor **vacation rentals**.
- **Non-paid accommodations** (staying with friends/relatives, second homes, and timeshares) comprise **28%**.
- **7%** of visitors are **day trippers**.
- Visitors stay in the area on average for **7.1 nights**.



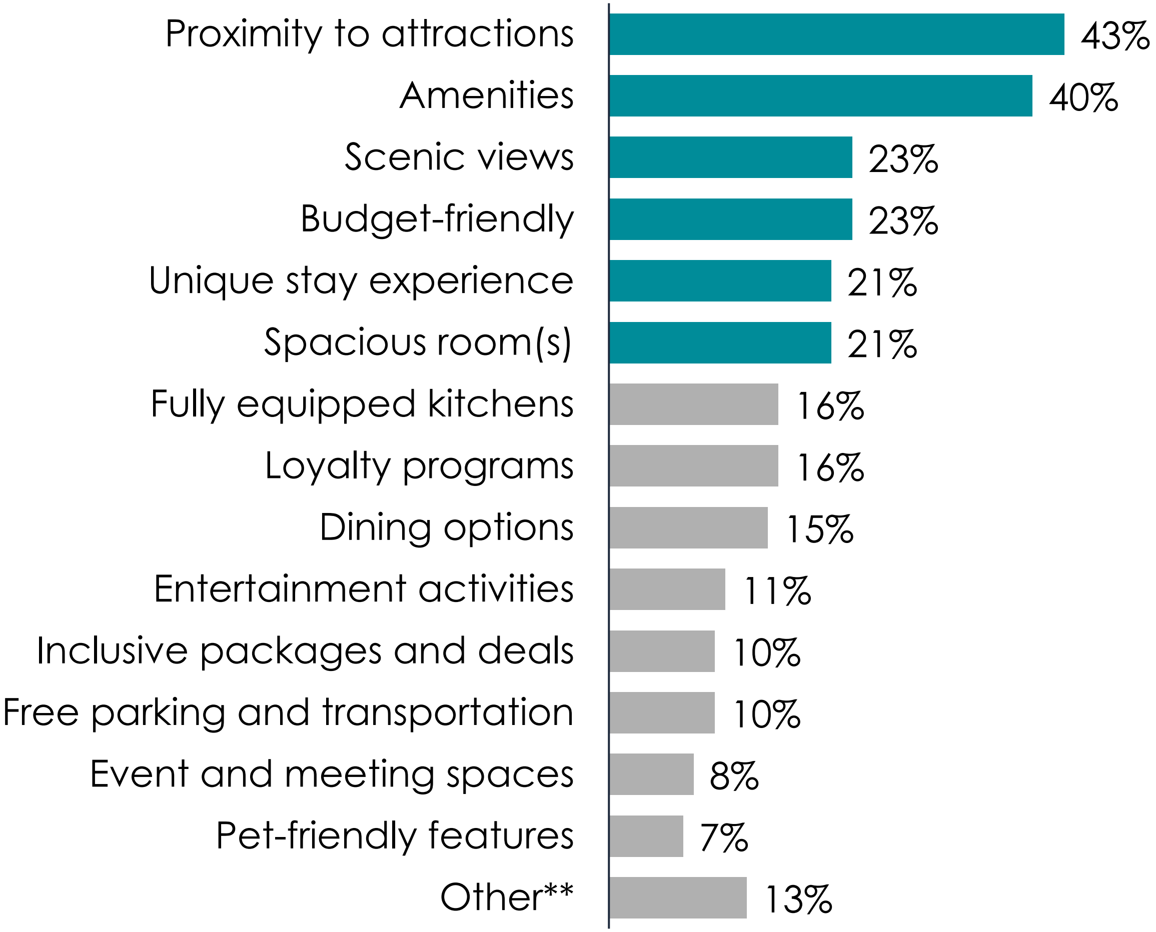
*What accommodations are you staying/did you stay in while in the Greater Palm Springs area?
**How many nights will you/did you stay in the Greater Palm Springs area on this trip?

Reasons for Selecting Accommodations*

- **Location** and **amenities** are the **primary** decision drivers. A majority choose accommodations for **proximity to attractions (43%)**, with **amenities (40%)** the clear second, both outpacing every other factor.

- In addition, visitors commonly look for accommodations that are **budget-friendly** (**23%**) and provide **spacious rooms** (**21%**).

- Experiential features such as **scenic views** (**23%**) and **unique stay experiences** (**21%**) round out the top reasons for selecting accommodations.



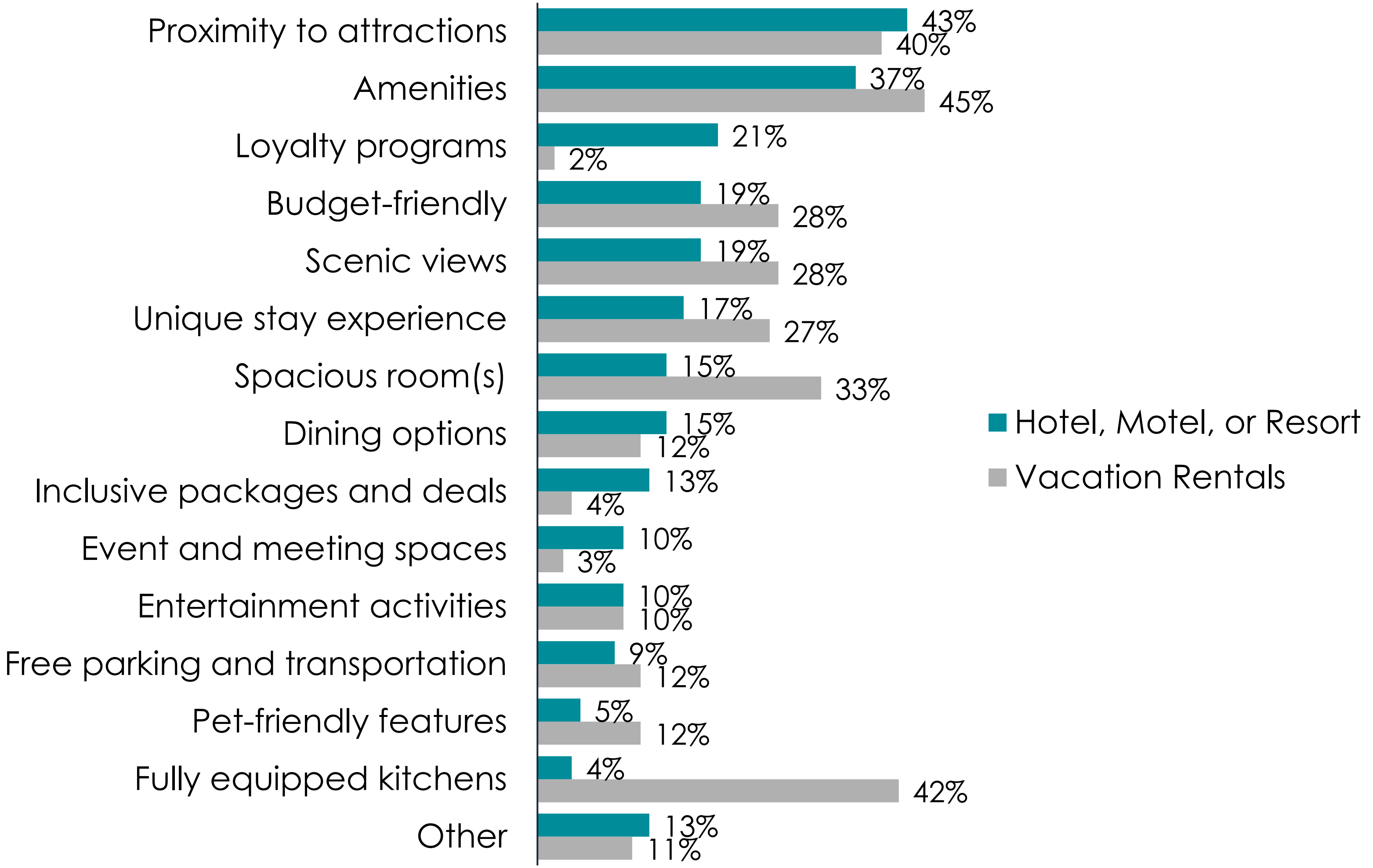
*Why did you choose to stay in this accommodation? Multiple responses permitted.

**Other open-ended responses follow three primary themes: work-driven travel, pre-arranged/package-based booking, or someone else planned the trip.

Reasons for Selecting Hotel, Motel, or Resort vs. Vacation Rentals*

- Travelers choose **vacation rentals** for home-like comfort, especially **fully equipped kitchens** and more **spacious rooms**, plus stronger pulls toward **scenic views** and a **unique stay experience.**

- Hotels differentiate most through **loyalty programs**, **inclusive packages and deals**, and **event and meeting spaces**.



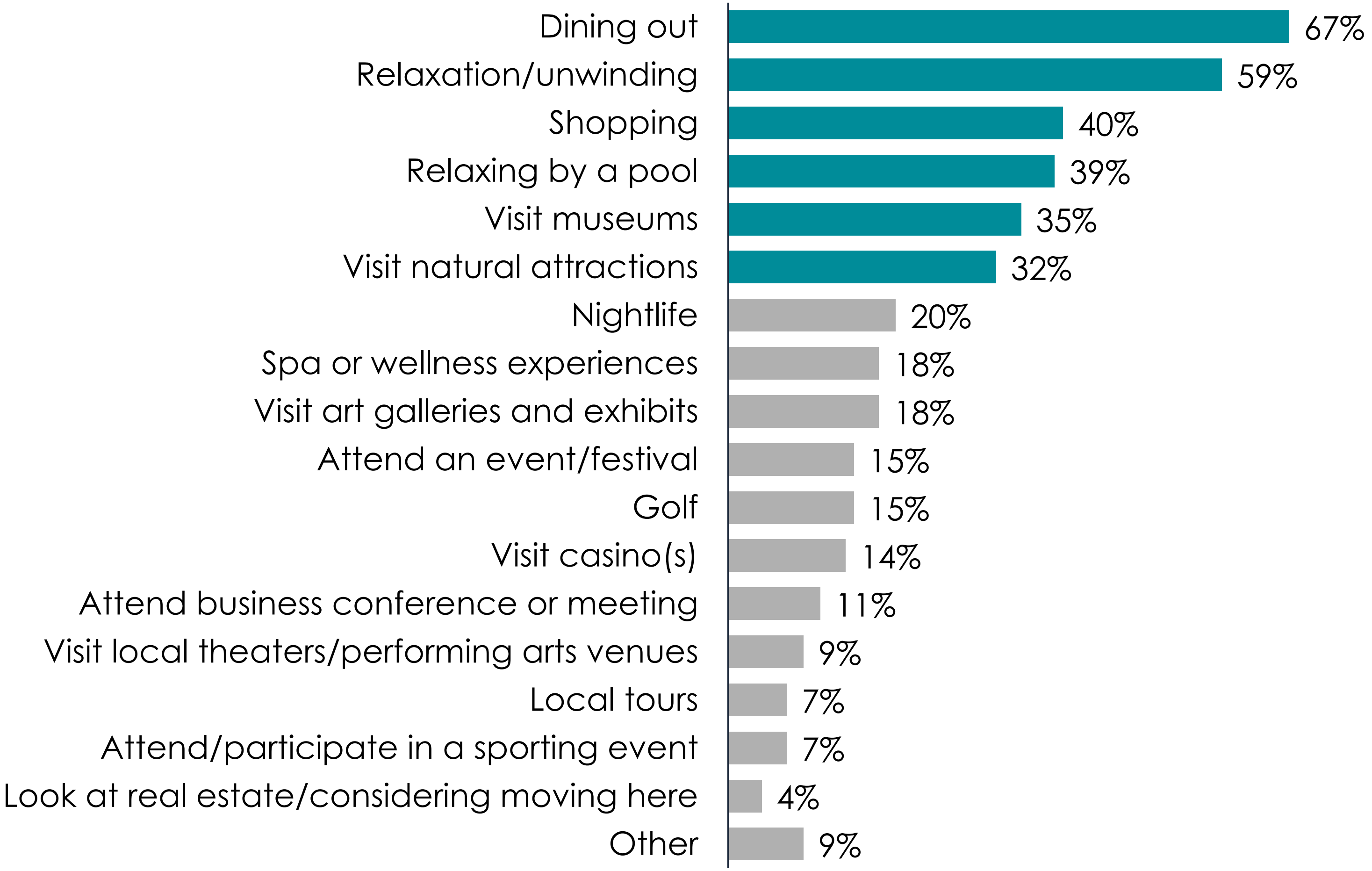
*Why did you choose to stay in this accommodation? Multiple responses permitted.

Visitor Activities*

- **Dining out** (**67%**) and **relaxation/unwinding** (**59%**) stand out as the top activities for visitors, underscoring the destination's strong appeal as both a culinary and relaxation-focused getaway.

- **Shopping** (**40%**) and **relaxing by a pool** (**39%**) rank closely together, highlighting visitors' interest in low-effort, leisure-focused experiences that complement their primary trip activities.

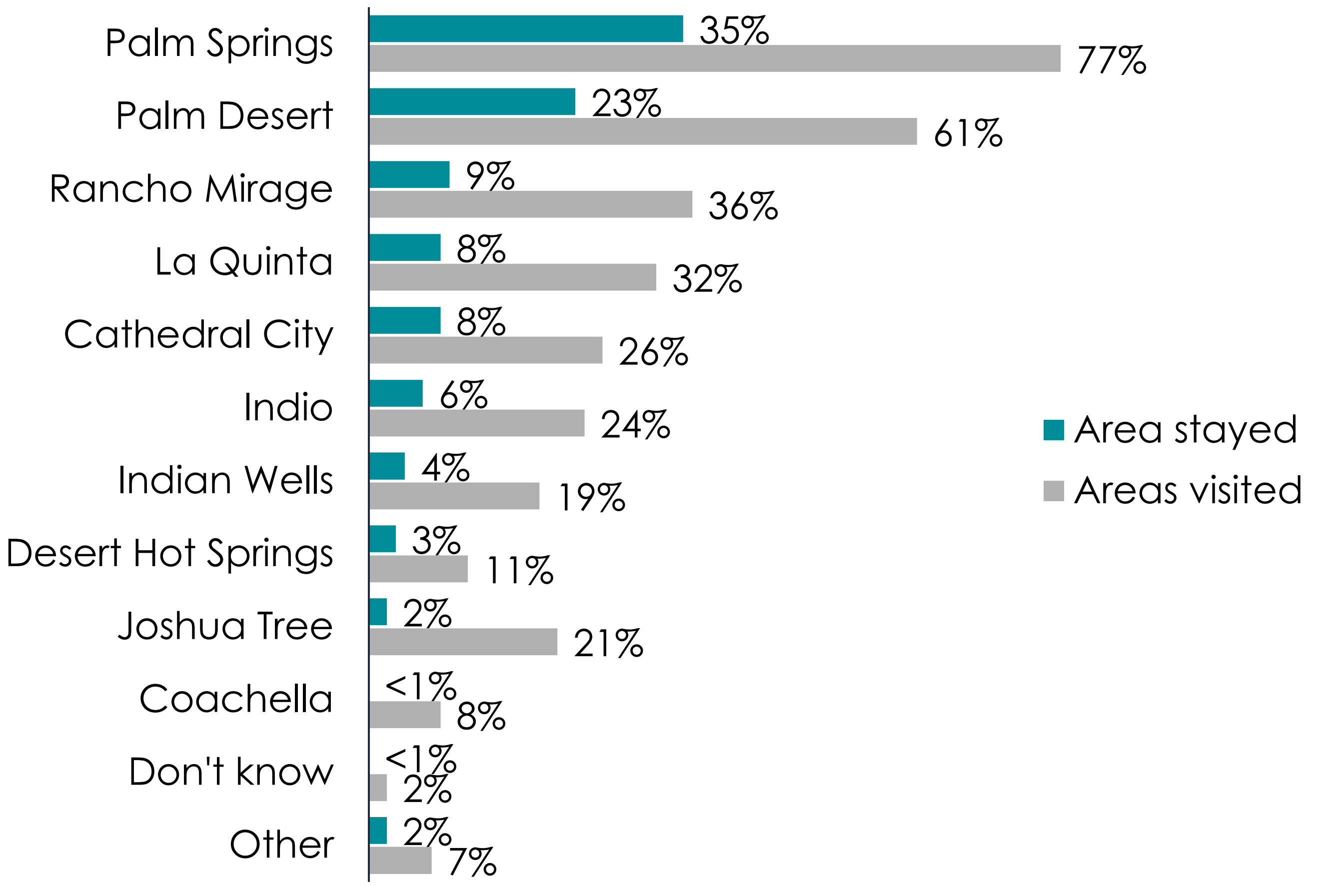
- There is a strong demand for cultural and outdoor activities as well, with many travelers **visiting museums** (**35%**) and exploring **natural attractions** (**32%**).



*Please select all the activities you plan to or will engage in while in the Greater Palm Springs area. Multiple responses permitted.

Areas Stayed* & Visited**

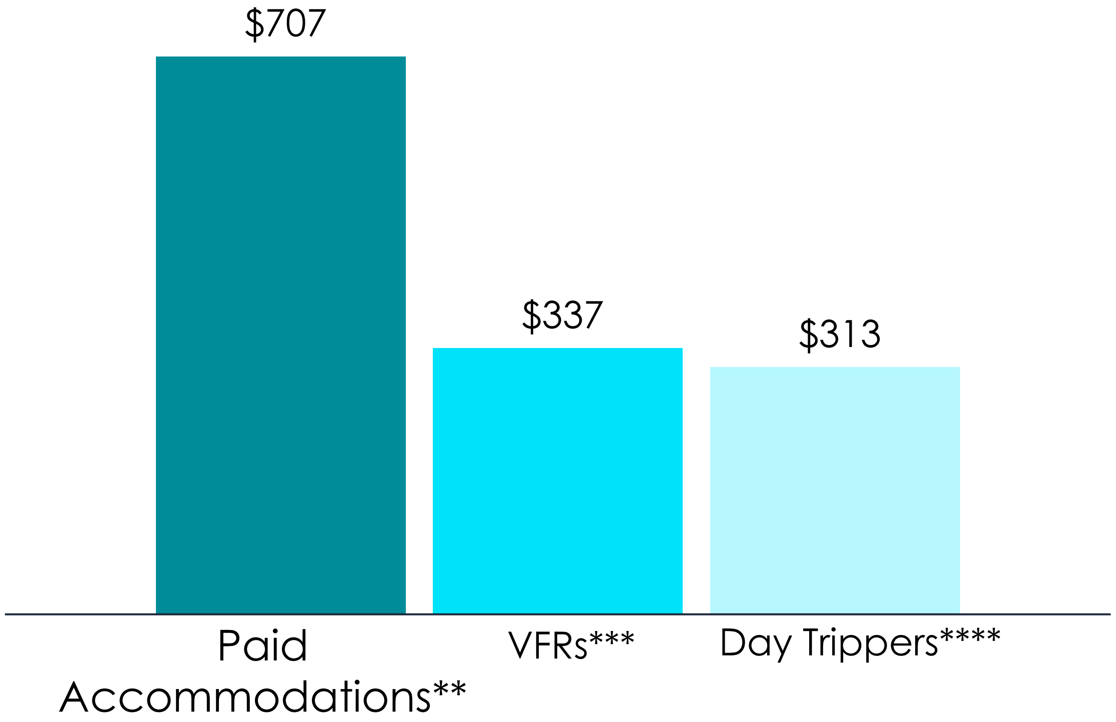
- **Palm Springs** and **Palm Desert** lead in both stays and visits; in the other areas, visits outpace stays.



*What area will you stay/did you stay in during your trip?
**What area(s) will you visit/did you visit during your trip? Multiple responses permitted.

Visitor Spending per Day per Travel Party

Spending Category	Amount Spent
Lodging*	$245
Restaurant food and beverages	$148
Retail purchases	$73
Attractions/events	$61
Transportation	$48
Grocery	$37
Total	**$612**



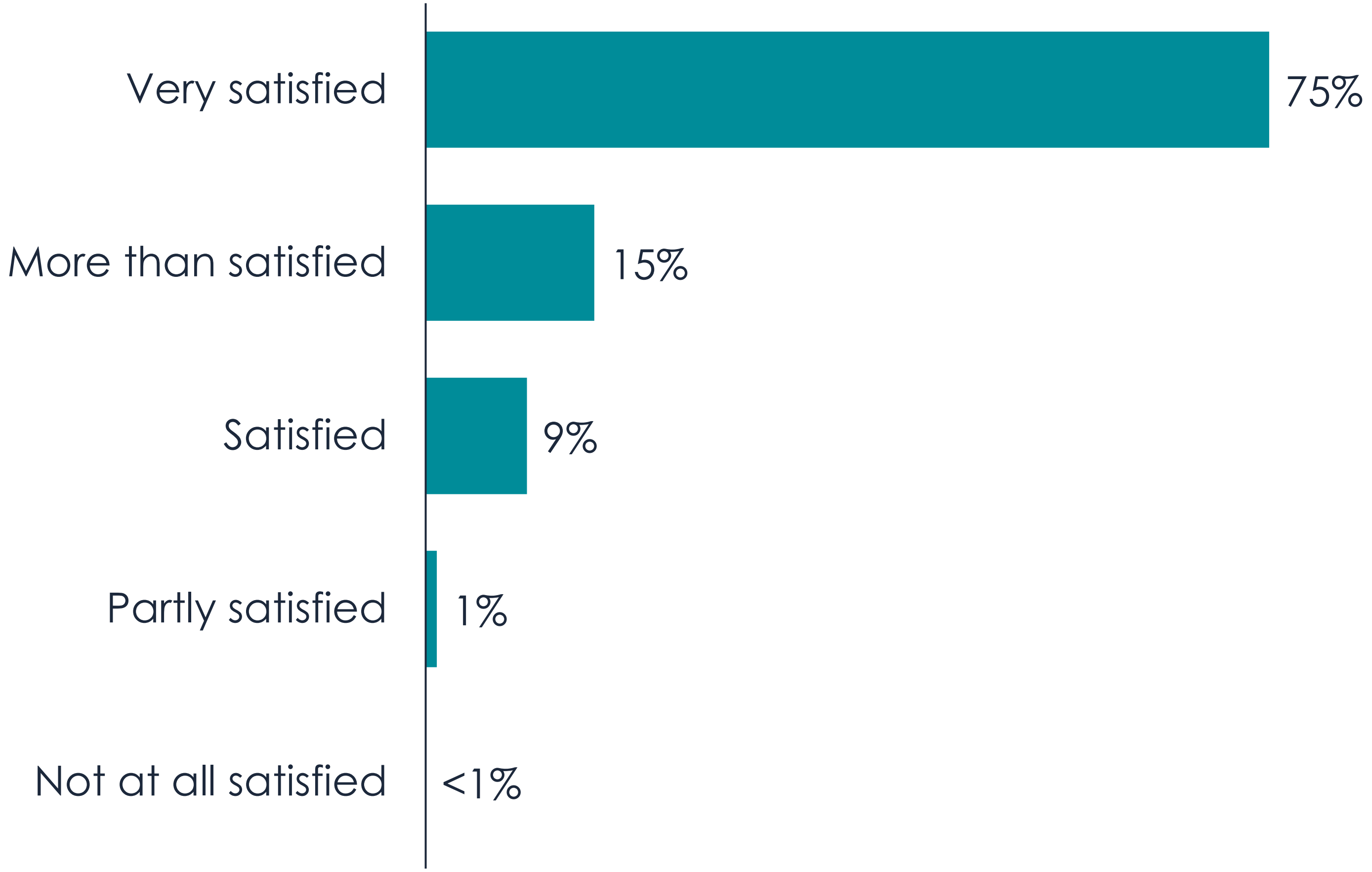
*The lodging spending figure includes those not staying in paid accommodations.
**Paid accommodations include visitors staying at a hotel, motel, or resort; short- and long-term vacation rentals; Bed and Breakfast/Inn; or campground/RV park.
***VFRs include visitors staying in a second home, timeshare, or with friends/relatives.
****Day Tripper includes visitors not staying in the area overnight.

Study Objectives: Visitor Journey

Pre-Visit → Travel Party Profile → Trip Experience → **Post Trip Evaluation**

Visitor Satisfaction*

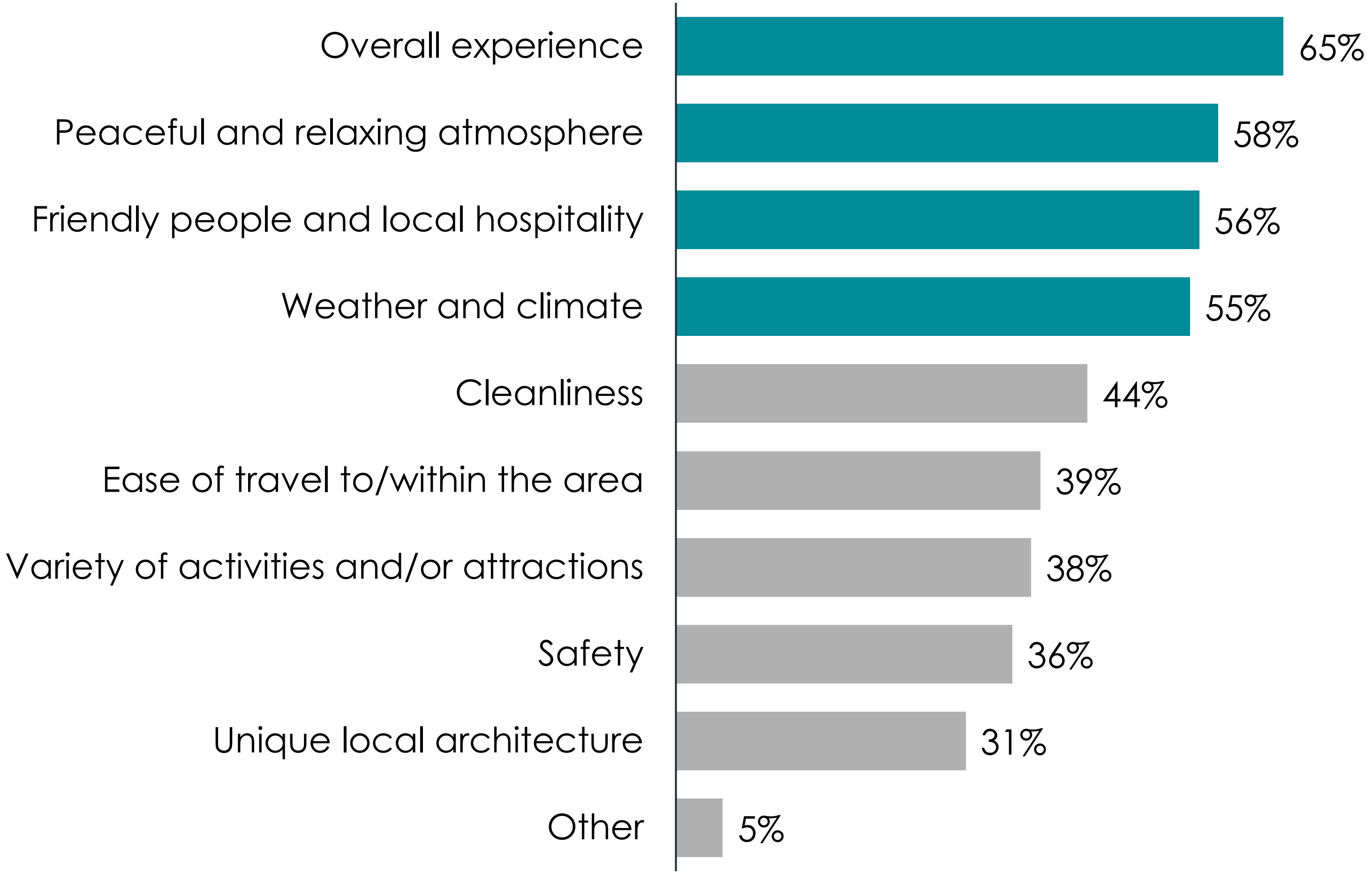
- Overall satisfaction is high, with **75%** of visitors indicating they are **very satisfied** and nearly all reporting at least some level of satisfaction.



*Overall, how satisfied are you with your visitor experience in the Greater Palm Springs area?

Reasons for Being Very Satisfied*

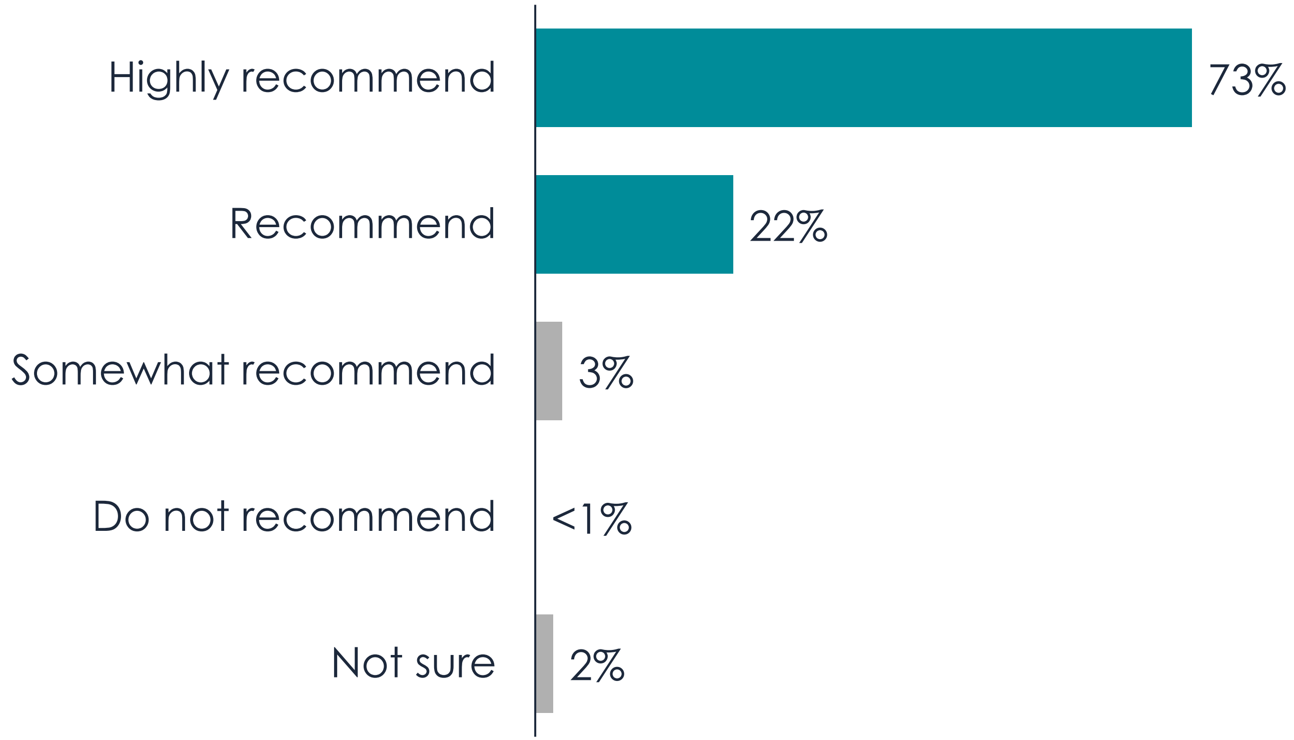
- The overall experience is the leading driver of visitors' satisfaction.
- Emotional elements also matter: a **peaceful/relaxing atmosphere** (**58%**) and **friendly people and local hospitality** (**56%**) are nearly as influential as the overall experience.
- **Weather and climate** (**55%**) are also a key contributor to satisfaction.



*Was there anything in particular that made you very satisfied with your trip to the Greater Palm Springs area?

Visitor Recommendations*

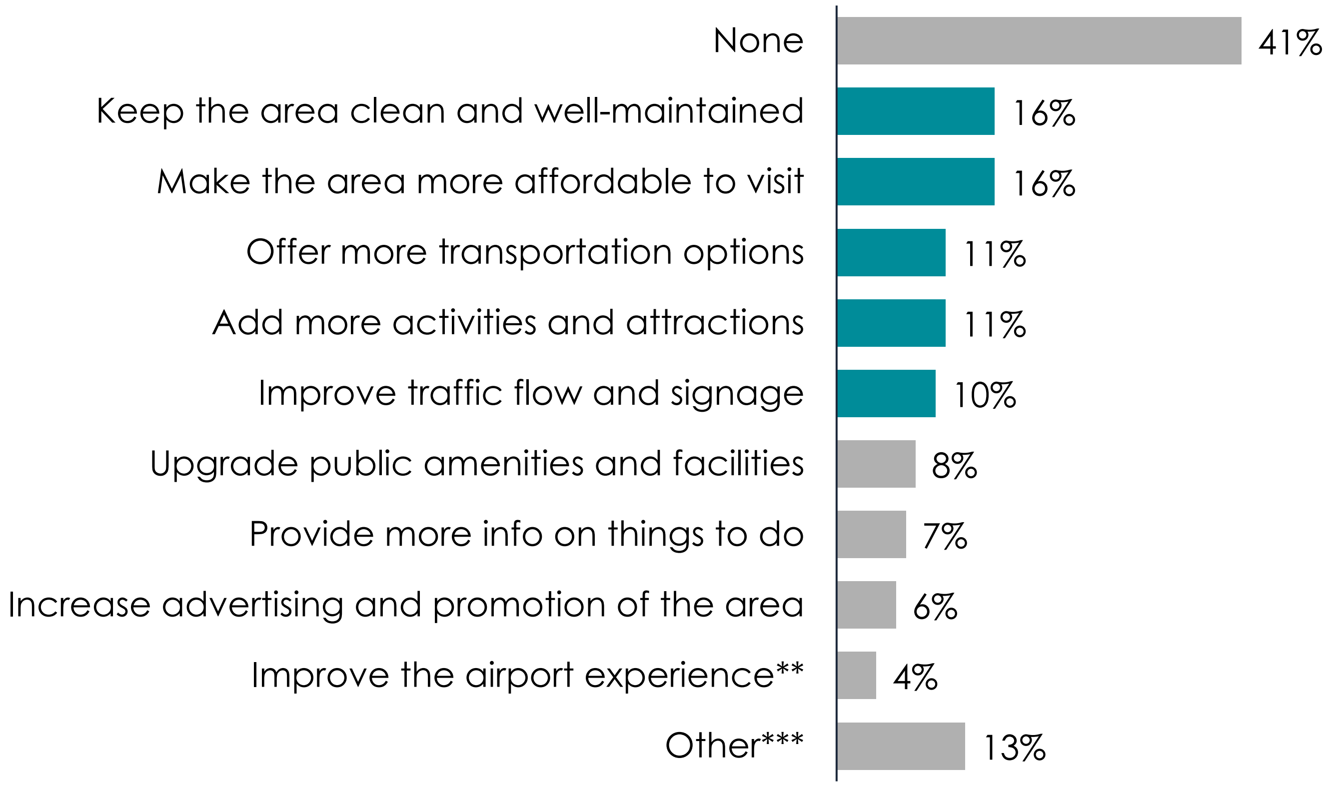
- **95%** of visitors would **recommend** Greater Palm Springs, and **73%** say they would **highly recommend**.



*Would you recommend the Greater Palm Springs area to a friend, relative, co-worker, etc.?

Suggested Improvements*

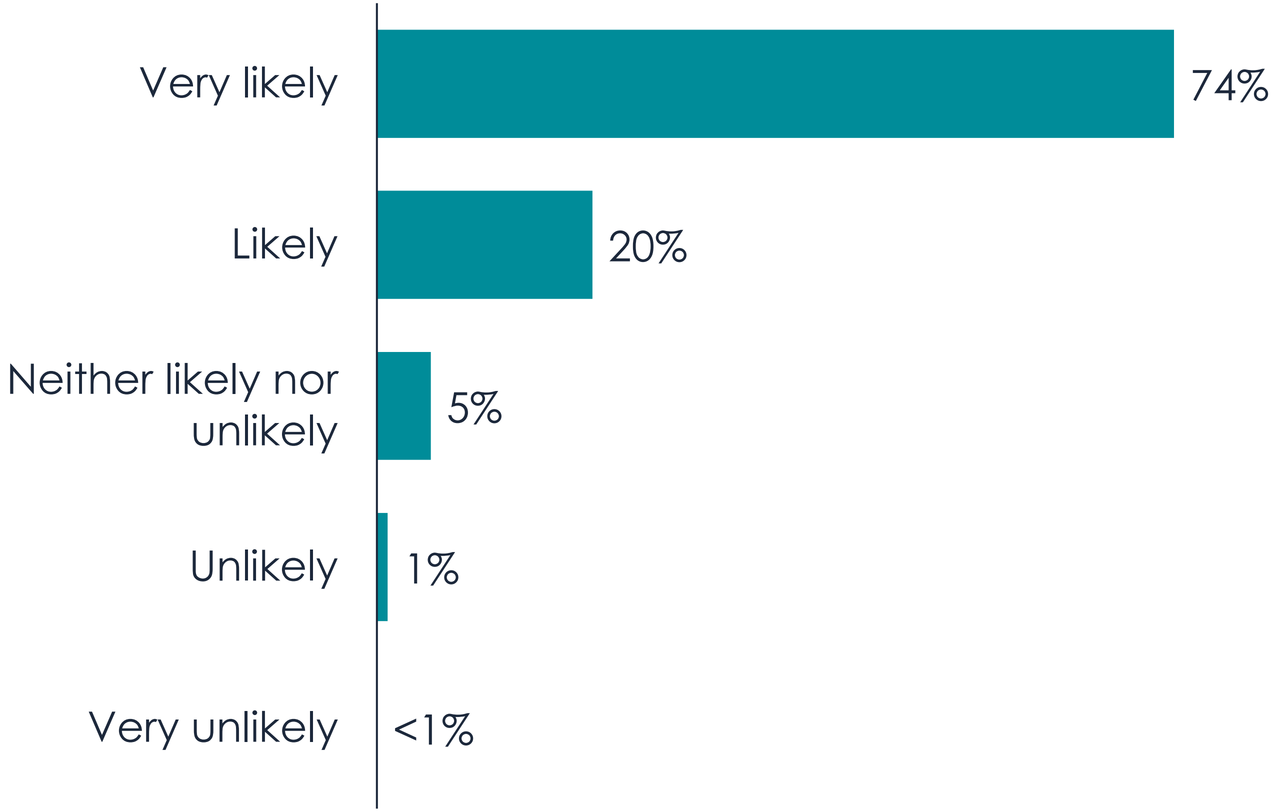
- A significant share of visitors have **no suggestions** for improvement.
- Among those who did suggest improvements, the top items were **make the area more affordable** (**16%**) and **keep the area clean and well-maintained** (**16%**).
- **Transportation-related improvements** are also recommended:
    - More transportation options (**11%**),
    - Improve traffic flow/signage (**10%**), and
    - Improve the airport experience (**4%**).



*Please share any suggestions on improving visitors' travel experiences in Greater Palm Springs. Multiple responses permitted.
**Those who selected "Improve the airport experience" primarily suggested improved passenger flow, more direct flights, and expedited baggage retrieval.
***Other open-ended responses primarily follow three core themes: growth/development concerns, water availability/conservation, and public safety/social issues (e.g., homelessness).

Likelihood of Returning*

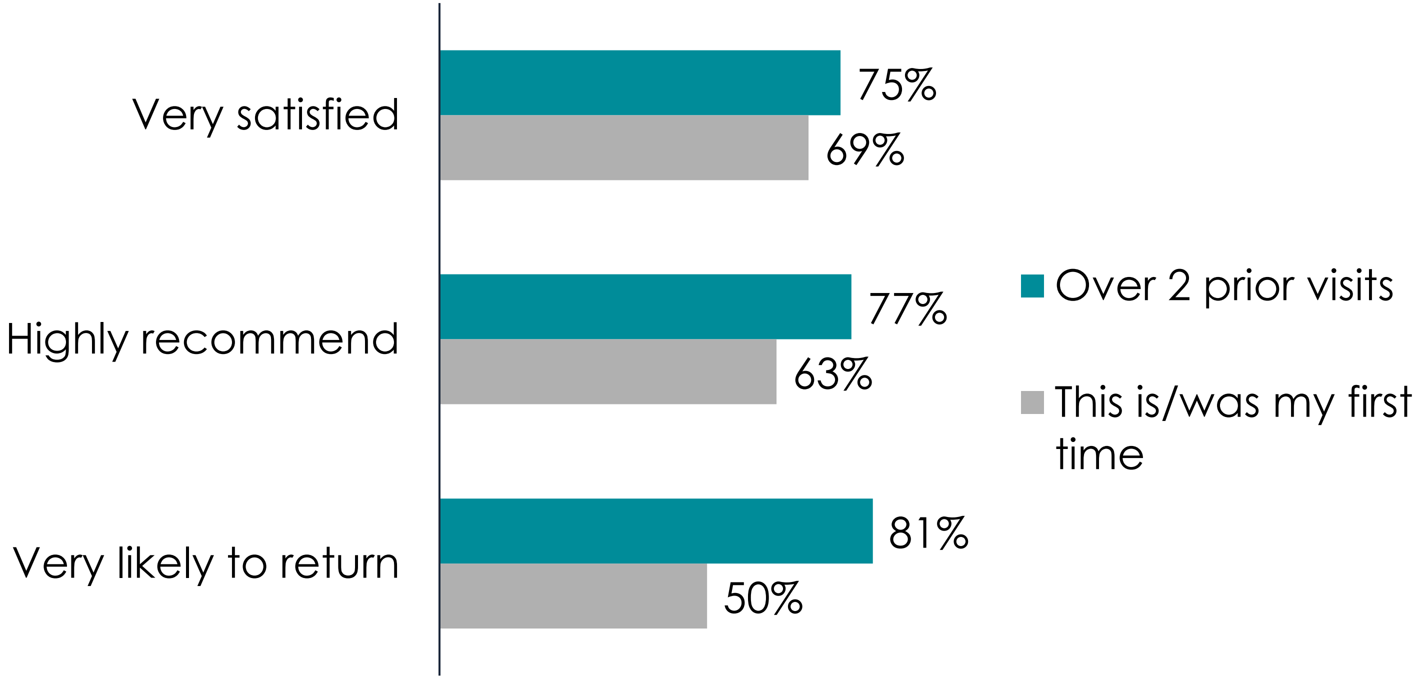
- Intention to return is high, with **94%** of visitors reporting they are **likely** or **very likely to return**.



*How likely are you to return to the Greater Palm Springs area?

Satisfaction, Intention to Recommend, and Intention to Return by Frequency of Visits

- **First-time** visitors report more **moderate** levels of **satisfaction**, **intention to recommend**, and **intention to return**. Improving their experience will be key to increasing satisfaction further and converting more of them into repeat visitors and destination advocates.



Quarterly Comparisons

Study Objectives: Visitor Journey

Pre-Visit

- Planning cycle
- Booking cycle
- Planning sources
- Influential sources
- Reasons for visiting
- Second homeowners
- Bleisure

Travel Party Profile

- Visitor origin
- Travel party composition
- Number of visits
- Demographics

Trip Experience

- Mode of transportation
- Accommodations and length of stay
- Reasons for selecting paid accommodations
- Activities in the destination
- Areas stayed & visited
- Visitor spending

Post Trip Evaluation

- Satisfaction with experience
- Reasons for being very satisfied
- Likelihood of recommending
- Suggested improvements
- Likelihood of returning

Study Objectives: Visitor Journey

Pre-Visit

Travel Party Profile

Trip Experience

Post Trip Evaluation

Trip Planning

Timeframe	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
A week or less	14%	14%	19%	9%	**13%**
2 to 3 weeks	11%	12%	19%	12%	**13%**
1 to 2 months	24%	21%	30%	18%	**22%**
3 to 4 months	22%	22%	14%	17%	**20%**
5 to 6 months	10%	12%	7%	8%	**10%**
Over 6 months	19%	19%	11%	36%	**22%**
Trip planning window	**91**	**94**	**42**	**109**	**93**

Trip Booking

Timeframe	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
A week or less	16%	15%	23%	13%	**16%**
2 to 3 weeks	12%	12%	20%	12%	**13%**
1 to 2 months	25%	22%	28%	17%	**22%**
3 to 4 months	22%	23%	14%	17%	**20%**
5 to 6 months	8%	11%	6%	9%	**9%**
Over 6 months	17%	17%	9%	31%	**20%**
Trip booking window	**83**	**91**	**38**	**104**	**59**

Trip Planning Sources

Sources	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Been here before/previous visit	43%	47%	46%	34%	**42%**
Recommendations of friends, relatives, co-workers, etc.	33%	28%	24%	27%	**29%**
Friends/family live in the area or nearby	33%	26%	25%	20%	**27%**
Visitor guide	9%	9%	13%	25%	**14%**
Travel website	12%	10%	11%	21%	**14%**
Online travel agency	7%	12%	17%	14%	**11%**
VisitGreaterPalmSprings.com	8%	6%	9%	15%	**9%**
Visit Greater Palm Springs' social media	10%	6%	7%	8%	**8%**
Organization-arranged travel*	NA	8%	7%	6%	**7%**
Digital ad	6%	8%	4%	4%	**6%**
Travel influencer(s)	4%	5%	6%	5%	**5%**
Magazine(s)	4%	2%	4%	6%	**4%**
Video-streaming platform(s)	2%	2%	<1%	2%	**2%**
Music-streaming platform(s)	1%	1%	1%	1%	**1%**
Other	17%	20%	18%	2%	**14%**

*Answer option was introduced during the Apr-Jun 25 data collection period.

Influential Sources

Sources	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Been here before/previous visit	40%	41%	38%	36%	**39%**
Friends/family live in the area or nearby	21%	18%	20%	17%	**19%**
Recommendations of friends, relatives, co-workers, etc.	19%	15%	14%	20%	**18%**
Online travel agency	3%	6%	9%	9%	**6%**
Visitor guide	2%	2%	5%	13%	**5%**
Travel website	4%	5%	8%	5%	**5%**
Organization-arranged travel*	NA	6%	5%	5%	**5%**
VisitGreaterPalmSprings.com	2%	1%	5%	11%	**4%**
Visit Greater Palm Springs' social media	3%	2%	8%	4%	**4%**
Digital ad	2%	2%	5%	3%	**3%**
Travel influencer(s)	2%	3%	4%	2%	**3%**
Video-streaming platform(s)	<1%	1%	3%	2%	**1%**
Music-streaming platform(s)	<1%	1%	2%	1%	**1%**
Magazine(s)	1%	<1%	2%	1%	**1%**
Other	12%	17%	19%	<1%	**11%**

*Answer option was introduced during the Apr-Jun 25 data collection period.

Reasons for Visiting

Reasons	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Vacation	53%	50%	52%	51%	**52%**
Outdoor recreation	24%	23%	21%	45%	**29%**
Arts and culture	17%	14%	16%	24%	**18%**
Special events	8%	11%	16%	24%	**14%**
Health and wellness	15%	9%	10%	12%	**12%**
Business	12%	10%	9%	12%	**11%**
Events or festivals	8%	19%	7%	10%	**11%**
Visit friends/family*	NA	NA	9%	10%	**10%**
Shopping	14%	8%	10%	5%	**10%**
Romantic	5%	8%	11%	9%	**8%**
Foodie/culinary	11%	8%	9%	4%	**8%**
Spending time in my second home	2%	3%	3%	7%	**4%**
Amateur sports	4%	1%	2%	3%	**3%**
Professional sports	6%	1%	2%	1%	**3%**
Looking to purchase a house/condo/land	1%	2%	2%	2%	**2%**
Other	9%	6%	5%	3%	**6%**

*Coded from open-ended responses from July through December 25.

Visitors with Second Homes: Travel Frequency*

Frequency	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Once a year	22%	16%	<1%	2%	**12%**
2-3 times a year	15%	45%	24%	57%	**35%**
4-5 times a year	25%	12%	29%	26%	**22%**
6-10 times a year	17%	13%	18%	8%	**14%**
11+ times a year	21%	12%	29%	7%	**16%**
Not sure	<1%	2%	<1%	<1%	**1%**

*Base: Percentage of visitors who came to visit their second home. Observed quarterly variability likely due to a limited sample size.

Visitors with Second Homes: Months Traveled*

Month	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
January	89%	65%	81%	75%	**78%**
February	88%	63%	56%	74%	**74%**
March	83%	66%	56%	81%	**74%**
April	64%	89%	63%	87%	**76%**
May	24%	49%	19%	22%	**29%**
June	7%	19%	6%	8%	**10%**
July	5%	<1%	25%	6%	**7%**
August	<1%	<1%	13%	5%	**3%**
September	21%	<1%	50%	16%	**18%**
October	27%	35%	75%	56%	**43%**
November	56%	44%	69%	81%	**61%**
December	73%	44%	50%	65%	**60%**

*Base: Percentage of visitors who came to visit their second home. Observed quarterly variability likely due to a limited sample size.

Extending Business Trip*

Extending a business trip	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Yes	26%	34%	22%	44%	**32%**
No	59%	49%	62%	38%	**51%**
Not sure	15%	17%	16%	18%	**17%**

*Base: Percentage of visitors who came for business. Observed quarterly variability likely due to a limited sample size.

Study Objectives: Visitor Journey

Region of Origin

Region	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
California	26.8%	41.8%	49.2%	38.5%	**36.8%**
Other West	20.0%	16.1%	12.4%	18.0%	**17.5%**
Midwest	16.3%	8.9%	9.0%	11.9%	**12.2%**
Southeast	8.1%	9.1%	10.2%	11.0%	**9.3%**
Northeast	8.0%	6.7%	8.6%	8.2%	**7.8%**
International	20.8%	17.4%	10.6%	12.4%	**16.4%**

International Market

Country	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Canada	18.5%	8.7%	3.5%	8.8%	**11.4%**
United Kingdom	0.4%	2.0%	1.5%	1.1%	**1.3%**
Australia	0.2%	1.5%	0.5%	0.1%	**0.6%**
Mexico	0.0%	1.2%	0.5%	0.1%	**0.5%**
China	0.0%	0.3%	0.0%	0.0%	**0.4%**
France	0.0%	0.3%	0.5%	0.4%	**0.3%**
Germany	0.0%	0.5%	0.7%	0.0%	**0.2%**
Brazil	0.0%	0.0%	0.2%	0.0%	**<1.0%**
Other*	0.0%	2.4%	3.1%	1.7%	**1.5%**

*Other includes respondents from other European and non-European countries, such as Ireland, Sweden, South Korea, Japan, and others.

Top Origin States*

State	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
California	26.8%	41.8%	49.2%	38.5%	**36.8%**
Washington	7.3%	5.1%	1.8%	8.0%	**6.1%**
New York	3.0%	2.8%	3.8%	3.9%	**3.4%**
Oregon	4.6%	3.1%	0.5%	2.8%	**3.4%**
Texas	2.7%	2.3%	3.7%	3.5%	**3.0%**
Minnesota	3.7%	1.4%	2.9%	2.4%	**2.7%**
Illinois	3.5%	1.9%	1.6%	2.9%	**2.6%**
Arizona	2.2%	2.0%	3.8%	2.1%	**2.3%**
Florida	0.9%	3.4%	2.7%	2.5%	**2.2%**
Colorado	2.9%	2.0%	2.2%	1.5%	**2.2%**

*Table sorted according to the top origin states for the calendar year. Some states that are present in the quarterly reports may not be shown here.

Top U.S. Origin Markets*

Market	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Los Angeles	15.8%	25.8%	27.6%	20.7%	**21.4%**
San Francisco-Oakland-San Jose	4.6%	6.2%	11.5%	8.8%	**7.0%**
Seattle-Tacoma	6.1%	4.2%	1.5%	7.0%	**5.1%**
San Diego	3.9%	4.4%	4.9%	4.8%	**4.3%**
New York**	3.8%	3.0%	5.1%	3.7%	**3.8%**
Chicago***	3.6%	1.7%	1.6%	3.1%	**3.0%**
Portland, OR	4.0%	2.4%	0.7%	2.7%	**2.7%**
Sacramento-Stockton-Modesto	1.7%	2.8%	2.9%	2.2%	**2.4%**
Minneapolis-Saint Paul	3.4%	1.4%	2.7%	2.4%	**2.3%**
Phoenix	1.7%	1.9%	3.8%	1.7%	**2.2%**
Denver	2.8%	1.9%	2.2%	1.5%	**2.2%**

*Table sorted according to the top origin U.S. markets for the calendar year. Some markets that are present in the quarterly reports may not be shown here.
**New York City DMA market includes areas of New York, New Jersey, and Connecticut.
***Chicago DMA market includes areas of Illinois and Indiana.

Travel Party

Travel party composition	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
As a couple	50%	40%	36%	47%	**45%**
As a family	19%	26%	26%	22%	**22%**
With a group	13%	19%	15%	13%	**15%**
By yourself	10%	10%	19%	14%	**12%**
With business associates	5%	3%	3%	3%	**4%**
Other	3%	2%	2%	1%	**2%**
Mean	**2.9**	**3.5**	**3.2**	**3.6**	**3.3**

Travel with children	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Not traveling with children	88%	83%	78%	85%	85%
Traveling with children	12%	17%	22%	15%	15%

Travel with a dog	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25*	CY25*
Yes				19%	19%
No				81%	81%

*Data collected during the October – December 2025 timeframe only.

New & Returning Visitors

Times visited	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25*	CY25*
This is/was my first time	28%	30%	28%	29%	**29%**
2 – 3	23%	23%	18%	17%	**21%**
4 – 5	11%	12%	14%	11%	**11%**
6 – 10	11%	9%	9%	7%	**9%**
11+	27%	26%	31%	36%	**30%**

Demographics: Income and Age

Age	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
18 – 24	3%	5%	4%	3%	**4%**
25 – 34	10%	23%	20%	15%	**16%**
35 – 44	16%	22%	21%	22%	**20%**
45 – 54	20%	14%	22%	18%	**18%**
55 – 64	21%	18%	19%	22%	**20%**
65 or older	30%	18%	14%	20%	**22%**
Median	**55**	**45**	**47**	**50**	**50**

Income	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Less than $25,000	2%	2%	2%	1%	**2%**
$25,000 - $49,999	2%	3%	5%	3%	**3%**
$50,000 - $74,999	4%	6%	8%	5%	**5%**
$75,000 - $99,999	8%	8%	10%	8%	**8%**
$100,000 - $124,999	11%	13%	12%	12%	**12%**
$125,000 - $149,999	10%	13%	13%	10%	**11%**
$150,000 - $199,999	18%	15%	17%	17%	**17%**
$200,000 - $249,999	14%	13%	13%	16%	**14%**
$250,000 or more	31%	27%	20%	28%	**28%**
Median	**$186,110**	**$166,700**	**$150,000**	**$180,900**	**$176,470**

Demographics: Gender Identity and Sexual Orientation

Gender identity	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Male	45%	44%	51%	47%	**46%**
Female	54%	55%	48%	53%	**53%**
Gender-fluid/ Non-binary	<1%	1%	1%	<1%	**1%**
Prefer to self-describe	1%	<1%	<1%	<1%	**<1%**

Sexual orientation	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Heterosexual or straight	81%	81%	80%	77%	**80%**
Homosexual or Gay	9%	9%	10%	11%	**10%**
Homosexual or Lesbian	4%	4%	4%	6%	**4%**
Pansexual	<1%	1%	2%	3%	**1%**
Bisexual	2%	2%	2%	2%	**2%**
None of these/prefer to self-identify	2%	1%	1%	1%	**1%**
Asexual	1%	1%	1%	<1%	**1%**
Unsure	1%	1%	<1%	<1%	**1%**

Needs Support*

Needs	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
None	89%	89%	84%	80%	**86%**
Mobility support	5%	5%	6%	8%	**6%**
Hearing support	3%	4%	4%	7%	**4%**
Neurodiversity and cognitive support	4%	3%	4%	5%	**4%**
Visual support	1%	1%	2%	<1%	**1%**
Other	2%	1%	1%	<1%	**1%**

*Multiple responses permitted.

Study Objectives: Visitor Journey

Pre-Visit → Travel Party Profile → **Trip Experience** → Post Trip Evaluation

Transportation*

Mode of transportation	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Drove	45%	56%	67%	41%	**50%**
Flew into Palm Springs International Airport (PSP)	50%	35%	25%	48%	**42%**
Flew into Los Angeles International Airport (LAX)	3%	7%	7%	5%	**5%**
Flew into Ontario International Airport (ONT)	2%	2%	3%	2%	**2%**
Flew into San Diego International Airport (SAN)	1%	1%	2%	1%	**1%**
Flew into John Wayne Airport (SNA)	1%	1%	1%	1%	**1%**
By bus	<1%	1%	<1%	1%	**1%**
By train	<1%	<1%	1%	1%	**<1%**
Other	2%	1%	1%	<1%	**1%**

*Multiple responses permitted.

Accommodations & Length of Stay

Accommodations	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Hotel/motel/resort	43%	48%	51%	36%	**44%**
Vacation rental	21%	18%	14%	17%	**18%**
With friends/relatives	15%	14%	13%	15%	**15%**
Second home	7%	5%	6%	9%	**7%**
Not staying overnight	7%	7%	8%	5%	**7%**
Timeshare	4%	6%	5%	11%	**6%**
Campground/RV park	2%	1%	1%	3%	**2%**
Bed and Breakfast/Inn	1%	1%	1%	2%	**1%**
Other	<1%	<1%	1%	1%	**<1%**

Nights Stayed	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Hotel/motel/resort	4.2	3.7	3.6	4.5	**4.1**
Vacation rentals mean	13.8	7.3	5.9	8.5	**9.7**
Combined	**8.7**	**5.5**	**4.9**	**7.8**	**7.1**

Reasons for Selecting Accommodations*

Reasons for selecting	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Proximity to attractions	39%	41%	34%	56%	**43%**
Amenities	39%	39%	41%	42%	**40%**
Scenic views	23%	15%	20%	31%	**23%**
Budget-friendly	17%	24%	22%	29%	**23%**
Unique stay experience	20%	20%	19%	25%	**21%**
Spacious room(s)	20%	19%	22%	23%	**21%**
Fully equipped kitchens	17%	12%	14%	19%	**16%**
Loyalty programs	14%	15%	21%	16%	**16%**
Dining options	15%	14%	17%	14%	**15%**
Entertainment activities	10%	12%	10%	11%	**11%**
Inclusive packages and deals	5%	13%	15%	11%	**10%**
Free parking and transportation	12%	8%	11%	9%	**10%**
Event and meeting spaces	5%	5%	6%	15%	**8%**
Pet-friendly features	9%	6%	7%	6%	**7%**
Other	16%	12%	17%	7%	**13%**

*Multiple responses permitted.

Visitor Activities*

Activities	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Dining out	71%	69%	69%	59%	**67%**
Relaxation/unwinding	61%	57%	61%	57%	**59%**
Shopping	44%	39%	40%	36%	**40%**
Relaxing by a pool	35%	39%	44%	40%	**39%**
Visit museums	35%	32%	32%	38%	**35%**
Visit natural attractions	35%	26%	25%	39%	**32%**
Nightlife	18%	20%	27%	18%	**20%**
Spa or wellness experiences	17%	16%	21%	21%	**18%**
Visit art galleries and exhibits	26%	14%	15%	14%	**18%**
Attend an event/festival	9%	23%	12%	17%	**15%**
Golf	19%	13%	10%	15%	**15%**
Visit casino(s)	11%	13%	18%	19%	**14%**
Attend business conference or meeting	12%	10%	11%	9%	**11%**
Visit local theaters/performing arts venues	12%	5%	6%	10%	**9%**
Local tours	8%	6%	6%	8%	**7%**
Attend/participate in a sporting event	11%	2%	5%	7%	**7%**
Look at real estate/considering moving here	4%	3%	4%	5%	**4%**
Other	10%	10%	12%	6%	**9%**

*Multiple responses permitted.

Areas Stayed

Areas	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Palm Springs	24%	34%	43%	46%	**35%**
Palm Desert	25%	26%	21%	18%	**23%**
Rancho Mirage	12%	7%	6%	7%	**9%**
La Quinta	10%	7%	6%	7%	**8%**
Cathedral City	13%	6%	4%	7%	**8%**
Indio	8%	8%	5%	4%	**6%**
Indian Wells	5%	4%	5%	4%	**4%**
Desert Hot Springs	2%	3%	3%	4%	**3%**
Joshua Tree*	NA	1%	3%	2%	**2%**
Coachella	<1%	1%	1%	<1%	**<1%**
Other	2%	2%	2%	1%	**2%**
Don't know	<1%	1%	1%	<1%	**<1%**

*Answer option was introduced during the Apr-Jun 25 data collection period.

Areas Visited*

Areas	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Palm Springs	74%	71%	78%	86%	**77%**
Palm Desert	72%	53%	52%	57%	**61%**
Rancho Mirage	45%	25%	27%	39%	**36%**
La Quinta	46%	20%	18%	33%	**32%**
Cathedral City	32%	19%	19%	30%	**26%**
Indio	22%	33%	15%	22%	**24%**
Joshua Tree**	NA	17%	17%	28%	**21%**
Indian Wells	27%	14%	14%	16%	**19%**
Desert Hot Springs	10%	8%	13%	15%	**11%**
Coachella	9%	8%	8%	7%	**8%**
Other	8%	6%	6%	7%	**7%**
Don't know	1%	2%	2%	2%	**2%**

*Multiple responses permitted.
**Answer option was introduced during the Apr-Jun 25 data collection period.

Daily Travel Party Spend

Spending Category	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Lodging*	$351	$239	$182	$139	**$245**
Restaurant food and beverages	$157	$160	$161	$116	**$148**
Retail purchases	$76	$71	$91	$60	**$73**
Attractions/events	$52	$88	$63	$45	**$61**
Transportation	$47	$43	$54	$52	**$48**
Grocery	$33	$40	$54	$31	**$37**
Total	**$716**	**$641**	**$605**	**$443**	**$612**

*The lodging spending figure includes those not staying in paid accommodations.

Daily Travel Party Spend by Visitor Type

Visitor Type	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Paid accommodations*	$709	$787	$767	$588	**$707**
VFR**	$397	$404	$273	$219	**$337**
Day Trippers***	$315	$250	$289	$389	**$313**

*Paid accommodations include visitors staying at a hotel, motel, or resort; short- and long-term vacation rentals; Bed and Breakfast/Inn; or campground/RV park.
**VFRs include visitors staying in a second home, timeshare, or with friends/relatives.
***Day Tripper includes visitors not staying in the area overnight.

Study Objectives: Visitor Journey

Pre-Visit → Travel Party Profile → Trip Experience → **Post Trip Evaluation**

Visitor Satisfaction

Satisfaction	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Very satisfied	73%	77%	71%	78%	**75%**
More than satisfied	17%	15%	17%	12%	**15%**
Satisfied	9%	7%	11%	9%	**9%**
Partly satisfied	1%	1%	1%	1%	**1%**
Not at all satisfied	<1%	<1%	<1%	<1%	**<1%**

Reasons for Being Very Satisfied*

Reasons	Jan-Mar 25**	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Overall experience	NA	55%	60%	79%	**65%**
Peaceful and relaxing atmosphere	NA	59%	58%	56%	**58%**
Friendly people and local hospitality	NA	56%	60%	53%	**56%**
Weather and climate	NA	55%	36%	66%	**55%**
Cleanliness	NA	39%	46%	49%	**44%**
Ease of travel to/within the area	NA	38%	41%	38%	**39%**
Variety of activities and/or attractions	NA	35%	34%	44%	**38%**
Safety	NA	26%	35%	46%	**36%**
Unique local architecture	NA	26%	29%	37%	**31%**
Other	NA	6%	9%	3%	**5%**

*Multiple responses permitted.
**Open-ended question format.

Visitor Recommendations

Recommendations	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Highly recommend	72%	76%	70%	73%	**73%**
Recommend	24%	21%	25%	19%	**22%**
Somewhat recommend	2%	2%	3%	4%	**3%**
Do not recommend	<1%	<1%	<1%	<1%	**<1%**
Not sure	2%	1%	2%	4%	**2%**

Suggested Improvements*

Improvements	Jan-Mar 25**	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
None	NA	45%	40%	38%	**41%**
Keep the area clean and well-maintained	NA	12%	20%	17%	**16%**
Make the area more affordable to visit	NA	17%	16%	16%	**16%**
Offer more transportation options	NA	10%	10%	13%	**11%**
Add more activities and attractions	NA	9%	11%	12%	**11%**
Improve traffic flow and signage	NA	9%	9%	12%	**10%**
Upgrade public amenities and facilities	NA	7%	8%	9%	**8%**
Provide more info on things to do	NA	7%	9%	7%	**7%**
Increase advertising and promotion of the area	NA	4%	10%	6%	**6%**
Improve the airport experience	NA	2%	5%	6%	**4%**
Other	NA	16%	20%	5%	**13%**

*Multiple responses permitted.
**Open-ended question format.

Likelihood of Returning

Returning	Jan-Mar 25	Apr-Jun 25	Jul-Sep 25	Oct-Dec 25	CY25
Very likely	72%	73%	74%	79%	**74%**
Likely	20%	21%	22%	16%	**20%**
Neither likely nor unlikely	5%	5%	3%	5%	**5%**
Unlikely	2%	1%	<1%	<1%	**1%**
Very unlikely	1%	<1%	1%	<1%	**<1%**

Visit Greater Palm Springs

Visitor Tracking Annual Report

January - December 2025

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