



MEETING: Joint Meeting - JPA Executive Committee & VGPS Board Of Directors
DATE: Friday, January 30, 2026
LOCATION: JW Marriott Desert Springs Resort & Spa
TIME: 8:30 a.m. – 10:00 a.m.

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PRESIDENT'S SUMMARY

JANUARY 2026

As we close out 2025, Visit Greater Palm Springs reflects on **a year marked by strong performance, strategic evolution, and deepened collaboration across our destination.**

Through disciplined sales execution, innovative and resonant marketing, expanded air service, and purposeful partnerships with our nine cities and industry stakeholders, we continued to strengthen Greater Palm Springs' position as a premier destination and critical economic driver for the region.

At the same time, the global tourism industry stands at a pivotal crossroads. Travel demand is normalizing following the post-pandemic surge, while a rapidly shifting digital ecosystem—marked by rising media costs and the accelerating integration of generative AI into the travel planning journey—is fundamentally **reshaping how visitors discover and choose destinations.** The traditional search-to-booking pathway is evolving toward more direct, AI-driven decision-making, while international markets face additional pressures from economic uncertainty and fluctuating currency exchange, particularly in key markets such as Canada. These dynamics require a more agile, targeted, and data-driven approach to remain competitive.

Research, data, and knowledge continue to guide how we operate and are vital to our decision-making process and priorities. Our regional destination master plan concludes this year. The 10-year plan was instrumental in strengthening our region and preparing us for the future. Thank you to the master planning committee for assisting us with selecting a new organization ([Hunden Partners](#)) to lead the development of a new **Destination Stewardship Plan, a comprehensive, forward-looking strategic roadmap** that will guide long-term regional growth, with an emphasis on growing off-season visitation and achieving our goal of becoming a year-round destination. This effort will **include nine individually tailored city tourism plans**, funded by Visit Greater Palm Springs and integrated into a unified regional strategy, ensuring tourism continues to enhance quality of life for residents while preserving the unique character of our oasis.

In addition to the Destination Stewardship Plan, the following key initiatives will be finalized:

- **2025 Tourism Economic Impact Study** – Quantifies the total economic value of tourism to the region, including jobs supported, tax revenues generated, and household savings.
- **2025 STVR Economic Impact Study** – Assesses the economic value of short-term vacation rentals, including revenue, visitor spending, and job creation, to guide policy, planning, and destination development decisions.

- **Resident Sentiment Study** (*initiated in 2025; finalizing in 2026*) – Captures resident perceptions of tourism, quality of life, and community benefits to guide responsible growth and stakeholder alignment.
- **Image and Awareness Study** (*initiated in 2025; finalizing in 2026*) – Evaluates brand awareness, destination perception, and traveler motivations across key domestic and international markets.
- **Visitor Intercept Study** (*initiated in 2025; finalizing in 2026*) – Provides real-time insights into visitor behavior, spending patterns, and experience drivers while in the destination.
- **Meetings** – Evaluates the effectiveness of “The Oasis is Real” campaign and identifies opportunities to better support meetings and group business. Identifies behaviors, motivations, and booking patterns of meeting planners.
- **Restaurant Week Survey** – Measures program performance, visitor engagement, and economic impact to inform future culinary and off-peak visitation strategies.

By **prioritizing economic diversification**, expanding our reach through campaigns such as “Thrive & Shine,” “Escape Your Ordinary,” and “Where You Shine,” and leveraging global moments like the 2026 FIFA World Cup and the 2028 Olympics, we are building a resilient foundation for the future. Together, these efforts position Greater Palm Springs to thrive amid change and continue to shine as an exceptional place to visit, live, work, and invest.

Convention Sales had an exceptional year-end performance in 2025, achieving **115% of its annual room-night goal** by securing **262,061 room nights** against a target of 228,500. This result exceeded the stretch goal of 235,000 room nights and surpassed the previous high-water mark set in 2018 (242,084 room nights). A key driver of this success was the team’s intentional focus on booking business in off-peak and shoulder periods, amplified by the **Meetings Oasis Incentive Program**. Together, these efforts generated **140,696 room nights during targeted need periods** across the in-year and three-years-out windows—up significantly from 99,461 room nights in 2024.

Year-end performance across all goal categories included:

- **1,620 total leads distributed** – 105% of annual goal (1,550)
- **284 new bookings** – 103% of annual goal (275)
- **849 new leads generated** – 105% of annual goal (805)

In 2025, Visit Greater Palm Springs **advanced a comprehensive, multi-channel consumer advertising strategy** to expand brand visibility, deepen audience engagement, and deliver measurable results across key drive and fly markets. Collectively, these campaigns generated a total of **30.8 billion impressions** across all platforms an increase of more than **800 million impressions** year over year. These campaigns elevated the destination’s profile nationally and internationally, supported tourism partners and stakeholders, strengthened community pride, and stimulated off-peak and year-round visitation, reinforcing Greater Palm Springs’ position as a premier travel destination.

The team also advanced a **coordinated regional economic development strategy** aimed at strengthening the region's business brand, attracting investment, expanding workforce pipelines, and supporting long-term placemaking. Key milestones included the launch of the Greater Palm Springs Economic Development brand and "Thrive & Shine" platform, supported by a marketing strategy, new promotional assets, and a dedicated economic development website that quickly gained traction, driven largely by LinkedIn engagement.

In addition, VGPS continued to build momentum around **a regional indoor amateur sports facility**, with updated feasibility analysis confirming strong **demand and significant economic impact during shoulder and summer months**. We engaged [Kosmont](#) to identify viable financing models, incentives, and investment tools, and develop a clear funding pathway for the facility.

VGPS promoted the region at major national and international tradeshows, hosted targeted FAM tours, supported exploration of Foreign-Trade Zone expansion, and contributed to the development of Riverside County's Greater Palm Springs Economic Development Strategic Plan, **further positioning the region for sustainable, diversified growth, and long-term competitiveness**.

The VGPS Communications team also excelled, delivering **remarkable media coverage**, with 1,487 articles published across prominent platforms as well as hosting 177 in-market media visits and delivering 191 tailored pitches. The team further solidified Greater Palm Springs' reputation as a world-class destination.

Palm Springs International Airport (PSP) experienced strong growth, reflecting continued airline confidence in the market. Seat capacity grew by 6% versus 2024 as each month recorded more seats versus the previous year. PSP's total passenger count in 2025 was 3,307,140 versus 3,230,914 in 2024, representing a +2.4% year-over-year increase.

New nonstop flights and expanded air service contributed to this growth, including:

- United's new seasonal service to Newark (EWR) and the return of Washington, D.C. (IAD)
- Alaska's service extension to Boise (BOI), new market to Santa Rosa (STS), and frequency increase to Portland (PDX)
- American's new Charlotte (CLT) seasonal service and frequency increase to Chicago (ORD)
- Delta's new seasonal service to Austin (AUS) and frequency increases from New York (JFK)
- Southwest's new seasonal service to Austin (AUS)

As we look ahead to 2026, I am **optimistic that our destination brand will continue to strengthen** as we remain focused on optimizing and evolving our marketing strategies to expand brand visibility, deepen audience engagement, and drive visitation during off-peak periods. The proposed Visit Greater Palm Springs 2026 goals and priorities presented for approval will provide the team with a clear framework to guide our work in the year ahead. To read the proposed 2026 VGPS goals, [click here](#).

We are grateful for the collaboration, innovation, and shared vision across our community. **Thank you to all for your continued commitment, leadership, and guidance.** Together, we are advancing efforts to grow our regional economy, expand workforce development, strengthen tourism advocacy, and thoughtfully diversify into complementary sectors beyond tourism, ensuring long-term resilience and shared prosperity.

To view department updates, please click on the following links:

[Partner Portal Links](#) | [Air Service Updates](#) | [Marketing Updates](#) | [Digital Updates](#)
[Communications & Film Updates](#) | [Social Updates](#) | [Convention Sales](#) | [Pace Report](#)
[Partnership Updates](#) | [Tourism Development](#) | [Research Updates](#) | [Smith Travel Research](#)
[Vacation Rental Data](#) | [Economic Development](#) | [Finance](#) | [Past Board Meeting Archive](#)

Sincerely,

A handwritten signature in black ink, appearing to read 'Scott White', with a long horizontal flourish extending to the right.

Scott White, President/CEO





JOINT MEETING

JPA EXECUTIVE COMMITTEE & VGPS BOARD OF DIRECTORS

DATE: Friday, January 30, 2026
LOCATION: JW Marriott Desert Springs Resort & Spa | Springs Salon F
 74-855 Country Club Dr., Palm Desert, CA 92260
TIME: 8:30 a.m. – 10:00 a.m.

JPA Executive Committee

Waymond Fermon, Chair (Indio), **Linda Evans, Vice Chair** (La Quinta), Raymond Gregory (Cathedral City), Dr. Frank Figueroa (Coachella), Gary Gardner (Desert Hot Springs), Brian Penna (Indian Wells), Evan Trubee (Palm Desert), Ron deHarte (Palm Springs), Ted Weill (Rancho Mirage), Manuel Perez (Riverside County),

Board of Directors

Rolf Hoehn (Chair), Peggy Trott (Vice Chair), Nusrat Mirza, Aftab Dada, Kate Anderson, Lorraine Becker, Sejal Bhakta, John Bolton, Celeste Brackley, Gary Cardiff, Kenny Cassidy, Jay Chesterton, Dermot Connolly, Tim Ellis (Emeritus), Eddy Estrada, David Feltman, Mark Girton, Rob Hampton, Dan Johnson, Jerry Keller, Patrick Klein, Kelly McLean, Allen Monroe, Lee Morcus (Emeritus), Liz Ostoich, Brad Poncher, Greg Purdy, David Putnicki, Tim Pyne, Saverio Scheri, Bob Schneider, Ankit Sekhri, Barb Smith, Boris Stark, Ebony Stinson, Joe Tormey, Doug Watson

AGENDA

The JPA Executive Committee and VGPS Board of Directors will take action on all items listed on the agenda. Materials related to an agenda item that are submitted to the JPA Executive Committee and/or the VGPS Board of Directors after distribution of the agenda packets are available for public inspection in the Clerk of the Board's office during normal business hours and on the VGPS website.

Item	Owner
1. Call to Order	Waymond Fermon
2. Pledge of Allegiance	Waymond Fermon
3. Roll Call	Sarah Goslin
4. Confirmation of the Agenda (no vote required)	Waymond Fermon
5. Public Comment	Waymond Fermon
<p>At this time, members of the public may address the JPA Executive Committee on items that appear within the Consent Calendar or matters that are not listed on the agenda. Public comments may be submitted by e-mail or voicemail (no longer than three (3) minutes in length) from the time the agenda is posted until one (1) hour before the meeting convenes. Public comments received via email or voicemail by the deadline set forth above will be included in the record. Public comments received via email or voicemail (transcribed) will not be read aloud at the meeting. E-mail: sarah@visitgreaterps.com; Voicemail: 760.969.1309</p>	
6. Approval of Minutes	Waymond Fermon
a. JPA/VGPS Board of Directors Joint Meeting Minutes from December 12, 2025	



Item	Owner
7. Consent Calendar of VGPS Board of Directors (VGPS Board Vote) a. Approve Sheila Buciuman for the open TBID Board of Directors seat (3-year term ends December 31, 2028)	Rolf Hoehn
8. Consent Calendar of JPA Executive Committee (JPA Vote) a. Warrants and Demands dated December 2025	Waymond Fermon
9. Presentation a. Barb Newton, President & CEO, California Travel Association	Waymond Fermon
10. CEO/President's Report a. Destination Stewardship Plan Update b. Present 2026 Goals and Objectives c. VGPS Updates	Rolf Hoehn
11. VGPS Board of Directors Items (VGPS Board Vote) a. Approve the Visit Greater Palm Springs 2026 Goals & Objectives	Rolf Hoehn
12. JPA Executive Committee Items (JPA Vote) a. Approve the Visit Greater Palm Springs 2026 Goals & Objectives	Waymond Fermon
13. Updates by the JPA Executive Committee and VGPS Board of Directors	Waymond Fermon
14. Future Meeting Announcement • Friday, March 27, 2026, at the Palm Springs Convention Center	Waymond Fermon
15. Adjournment	Waymond Fermon

Public Notices

Any documents provided to the JPA Executive Committee and VGPS Board of Directors regarding any item(s) on this agenda will be made available for public inspection at Visit Greater Palm Springs, located at 70-100 Highway 111, Rancho Mirage, CA 92270, during normal business hours, or email your request to Sarah Goslin: sarah@visitgreaterps.com. Any changes to the agenda will be posted before the meeting at www.visitgreaterpalm Springs.com.

Assistance for those with disabilities: If you have a disability and need an accommodation to participate in the meeting, please contact the Clerk of the Board at (760) 969-1309 or sarah@visitgreaterps.com at least 48 hours before the meeting to inform us of your needs and to determine if accommodation is feasible. VGPS will attempt to accommodate you in a reasonable manner.

OUR TEAM AND BOARD



<https://www.visitgreaterpalm Springs.com/about-us/our-team-and-board/>



JOINT MEETING MINUTES JPA EXECUTIVE COMMITTEE & VISIT GREATER PALM SPRINGS BOARD OF DIRECTORS

Renaissance Esmeralda Resort | Crystal B & C
44400 Indian Wells Lane,
Indian Wells, CA 92210
8:30 am – 10:00 am

Call to Order

The meeting was called to order at 8:36 a.m. by JPA Chair, Waymond Fermon, at the Renaissance Esmeralda Resort & Spa in Indian Wells, CA.

Roll Call

The roll call is recorded on the following page.

DECEMBER 12, 2025

JPA EXECUTIVE COMMITTEE ROLL CALL		PRESENT	ABSENT
CITY OF INDIO	Waymond Fermon, Council Member, Chair	x	
	Elaine Holmes, Council Member		
CITY OF LA QUINTA	Linda Evans, Mayor, Vice Chair	x	
	Steve Sanchez, Council Member		
CITY OF CATHEDRAL CITY	Raymond Gregory, Mayor	x	
	Ernesto Gutierrez, Mayor Pro Tem		
CITY OF COACHELLA	Dr. Frank Figueroa, Council Member		x
	Denise Delgado, Mayor Pro Tem		x
CITY OF DESERT HOT SPRINGS	Gary Gardner, Mayor Pro Tem	x	
	Daniel Pitts, Council Member		
CITY OF INDIAN WELLS	Brian Penna, Council Member		
	Dr. Toper Taylor, Council Member	x	
CITY OF PALM SPRINGS	Jeffrey Bernstein, Council Member		x
	Ron deHarte, Mayor		x
CITY OF PALM DESERT	Jan Harnik, Mayor	x	
	Evan Trubee, Mayor Pro Tem		
CITY OF RANCHO MIRAGE	Ted Weill, Mayor		
	Lynn Mallotto, Mayor Pro Tem		
COUNTY OF RIVERSIDE	V. Manuel Perez, Supervisor, 4th District	x	
	Joaquin Tijerina, Economic Dev. Mgr.		

VGPS BOARD OF DIRECTORS ROLL CALL		PRESENT	ABSENT
Rolf Hoehn, Chair - Indian Wells Tennis Garden		x	
Peggy Trott, Vice Chair - Kimpton Rowan Palm Springs			E
Aftab Dada, Treasurer - Hilton Palm Springs Resort		x	
Kate Anderson, Agua Caliente Band of Cahuilla Indians		x	
Lorraine Becker, Cabot's Pueblo Museum		x	
Sejal Bhakta, Hampton Inn & Suites, Palm Desert and Indio		x	
John Bolton, Oak View Group		x	
Celeste Brackley, The Line & Saguaro Hotels		x	
Gary Cardiff, Cardiff Limousine & Transportation		x	
Kenny Cassidy, Acme House Company		x	
Jay Chesterton, Fantasy Springs Resort Casino		x	

Dermot Connolly, La Quinta Resort & Club	X	
Tim Ellis (Emeritus), Ellis Hospitality Services	X	
Eddy Estrada, Smarter Property Management	X	
David Feltman, VRON Palm Springs	X	
Mark Girton, Goldenvoice & Empire Polo	X	
Rob Hampton, Palm Springs Convention Center	X	
Dan Johnson, Grand Hyatt Indian Wells Resort & Villas	X	
Jerry Keller, LULU California Bistro	X	
Patrick Klein, The Shops on El Paseo	X	
Kelly McLean, Poppy		E
Nusrat Mirza, Secretary - JW Marriott Desert Springs Resort & Spa	X	
Allen Monroe, The Living Desert	X	
Lee Morcus (Emeritus), Kaiser Restaurant Group		A
Liz Ostoich, FARM and Tac/Quila Palm Springs	X	
Brad Poncher, Homewood Suites by Hilton La Quinta	X	
Greg Purdy, Palm Springs Aerial Tramway		E
Tim Pyne, Renaissance Esmeralda Resort & Spa		E
Saverio Scheri, Agua Caliente Casinos		E
Bob Schneider, Desert Consulting	X	
Ankit Sekhri, Two Bunch Palms		E
Barb Smith, Eventis Destination Services	X	
Boris Stark, Palm Desert Vacation Properties	X	
Ebony Stinson, Doubletree Golf Resort		E
Joe Tormey, CSU San Bernardino Palm Desert Campus	X	
Doug Watson, Strategy Innovation Co.		E
A quorum was reached: 27 BOD and 8 JPA.		

STAFF/ATTORNEY

Scott White, President and CEO
Brian Kelty, VP, Finance and Administration
Colleen Pace, CSMO
Davis Meyer, VP, Government & Industry Relations
Julie Sinclair, Director of Corporate Communications
Samuel Thompson, Director of Indian Wells Tourism
Stefanie Kilcoyne, Director of Technology & Operations
Sarah Goslin, Exec. Asst. & Board Admin
Bruce T. Bauer, Legal Counsel
Andy Cloutier, Director of Human Resources

Joyce Kiehl, Director of Communications
Kahlia Gainey, Senior Destination Experiences Mgr.
Sean Smith, Director of Economic Development
Gary Orfield, Director of Tourism Development
Gary Forsythe, Dir. of Palm Springs Tourism
Krystal Kusmieruk, Senior Marketing Manager
Maya Jimenez, Digital Marketing Specialist
Caroline Polly, Social Media Manager
Jeffrey Farnsworth, Marketing & Sales Coordinator
Carolina Viazcan, VP Sales

AGENDA ITEMS

1. **JPA Chair, Waymond Fermon, called the meeting to order at 8:36 a.m.**
2. **JPA Chair, Waymond Fermon, led the Pledge of Allegiance.**
3. **The Clerk of the Board conducted Roll Call. A quorum was reached.**
4. **JPA Chair, Waymond Fermon, asked whether there were any changes to the agenda.**
 - a. Scott White asked for a change in the order of the agenda. The order change requested was to move **Item 9: Presentations**, after **Item 11: JPA Executive Committee Items**. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. The agenda was confirmed based on the roll call at the beginning of the meeting.
5. **JPA Chair, Waymond Fermon, called for public comment.**
 - a. No public comment on record. No members of the public requested to speak. Public comment was closed.
6. **Approval of Minutes (All Vote)**
 - a. **The JPA Executive Committee and VGPS Board of Directors Joint Meeting Minutes dated September 26, 2025, were presented for approval.**
 - i. JPA Chair Fermon asked for changes or abstentions. No changes noted. Cathedral City abstained. JPA Chair Fermon asked for a motion. Linda Evans with the City of La Quinta made a motion to approve. Gary Gardner with the City of Desert Hot Springs seconded. There was no further discussion, and the minutes were approved based on the roll call at the beginning of the meeting.
7. **Consent Calendar (BOD Vote)**
 - a. **Approving Board of Directors renewals for another 3-year term, ending December 31, 2028. Directors up for renewal: Becker, Bolton, Cassady, Connolly, Hampton, Klein, McLean, Mirza, Schneider, Sekhri, Smith, Tormey, and Watson.**
 - i. BOD Chair Hoehn called for a motion. Kate Anderson with the Agua Caliente Tribe made a motion to approve. Celeste Brackley with The Line & Saguaro Hotels seconded. BOD Chair Hoehn asked for changes or abstentions. No changes or abstentions. There was no further discussion, and the renewals were approved based on the roll call at the beginning of the meeting.
8. **Consent Calendar (JPA Vote)**
 - a. **The Warrants and Demands dated September 2025, October 2025, and November 2025 for Pacific Premier Bank were presented for approval.**
 - i. JPA Chair Fermon asked for a motion. Linda Evans with the City of La Quinta made a motion to approve. Supervisor Manuel Perez with the County of Riverside seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The cities of Palm Springs and Coachella were not present to vote. There was no further discussion, and the Warrants and Demands for September, October, and November 2025 were approved based on the roll call at the beginning of the meeting.
9. **VGPS Board of Directors Items (VGPS Board Vote)**
 - a. The VGPS Board of Directors were presented with Resolution BOD 2025-004 – Legislative Platform Update, for approval.
 - i. BOD Chair Hoehn called for a motion. Liz Ostoich with FARM and Tac/Quila made a motion to approve. Gary Cardiff with Cardiff Transportation seconded. BOD Chair Hoehn asked for changes or

abstentions. No changes or abstentions. There was no further discussion, and Resolution BOD 2025-004 – Legislative Platform Update was approved based on the roll call at the beginning of the meeting.

- ii. BOD Chair Hoehn announced a Board Seat Opening: Vacancy due to Shannon Gilbert moving to Pelican Hill. A new GM was announced for the Ritz-Carlton, Rancho Mirage, who may be interested in the seat once they are settled. Candidate considerations are ongoing.

10. JPA Executive Committee Items (JPA Vote)

- a. The JPA Executive Committee was presented with Resolution No. JPA 2025-011 – Legislative Platform Update, for approval.
 - i. JPA Chair Fermon asked for a motion. Gary Gardner with the City of Desert Hot Springs made a motion to approve. Raymond Gregory with the City of Cathedral City seconded. JPA Chair Fermon asked for changes or abstentions. No changes or abstentions. The cities of Palm Springs and Coachella were not present to vote. There was no further discussion, and Resolution No. JPA 2025-011 was approved based on the roll call at the beginning of the meeting.

11. Presentations

a. There were three presentations:

- i. Diana Rosas, Associate Director of Coachella Valley Mountains Conservancy, gave an overview of the conservancy.
- ii. Jeremy Smith, CEO of Desert International Horse Park, gave an update on the property.
- iii. Chad Mayes, Partner at Capitol Advocacy, gave an update on recent legislation to affect California.

12. VGPS Board of Directors and JPA Executive Committee members provided updates on their cities and businesses

- a. Dermot Connolly with La Quinta Resort – 2026 will be 100 years for the resort. Newly renovated rooms and a new pool are complete. The Desert International Horse Park has transformed over the past 4–5 years, now competing with Wellington, FL. It has added great value to the valley.
- b. Nusrat Mirza with JW Marriott Desert Springs Resort – Strong 2026 group outlook; 2027 uncertain; efforts underway.
- c. Kate Anderson with Agua Caliente Tribe of Cahuilla Indians – New fuel stations opening in Palm Springs and Cathedral City in late spring/summer 2026; Rancho Mirage hotel room renovations; Reservation's 150th anniversary in May 2026; Agua Caliente Cultural Plaza named Indigenous Tourism Destination of the Year; Spirit of Tourism Award received at COH Awards Gala.
- d. Dan Johnson with Grand Hyatt – One-year anniversary post-upgrade; USA Today top ten resort; Condé Nast #5 Southern California resort.
- e. Patrick Klein with Gardens – The Gardens on El Paseo portfolio transition; Simon Property Group acquiring remaining Taubman shares; anticipated benefits in leasing, development, and capital strength; collaboration with nearby Simon properties; new developments expected in 2026+; local holiday lights promoted.
- f. Brad Poncher with Homewood Suites LQ – reintroduced Eduardo Lua, GM; just finished a 6-million-dollar renovation of the hotel.
- g. Lorraine Becker with Cabots Pueblo Museum – spa tour returns to DHS on January 29, and Cabots is hosting the kick-off event.
- h. Linda Evans with La Quinta – Ironman on Sunday was successful. SilverRock Resort bankruptcy case making progress as escrow closed; Turnbridge is the new developer to secure the hotel brand and design.
- i. Gary Gardner with Desert Hot Springs – Tree Lighting and evening parade, tomorrow, December 13; "Desert Nights on the Boulevard" on the 20th; farmer's market on the 21st; updated the spa incentive program for new-build hotels with developer/operator outreach.
- j. Jan Harnik with Palm Desert – Shared progress on CSUSB Palm Desert Campus Student Success Center (post-CVWD meeting); \$79M previously secured (credit to Chad Mayes); Living Desert "WildLights" through December 30; conservation accolades; El Paseo retail growth coming soon; Marriott updates forthcoming. Come January, Raymond Gregory will be the Chair of Riverside County Transportation Commission.
- k. Toper Taylor with Indian Wells – Players course reopened after \$13.5M renovation; eminent domain case won; plans for low-income housing and recreation area; dust mitigation progress with \$3M from AQMD.
- l. Waymond Fermon with Indio – thanks to Chad Mayes for assistance with pushing through infrastructure for Indio. JPAs formed (with IID, the county, and La Quinta) to expand power infrastructure and capacity in eastern Coachella Valley, supporting hotels and affordable housing; "Magic of Lights" at Empire Polo through the 31st; another successful tamale festival concluded; food truck Fridays ongoing.
- m. Raymond Gregory from CC – SnowFest event is tomorrow at 4:00 pm with a tree lighting to follow. Monday at 2:00 pm at Mary Pickford Theater, the Celebration of Life for Mark Carnevale is open to everyone (will also be live-streamed), the LGBT Days headliner is David Archuletta for first weekend in March.

13. CEO/President's Report

a. Scott White

1. The Champions of Hospitality Awards Gala had over 1,000 attendees and raised \$156,000 for the foundation. It was a record year!
2. Vote "Yes" to continue Visit California's marketing programs that are up for renewal at the end of December.
3. Our 10-year Destination Master Plan ends in 2026. We have 6 proposals from vendors bidding on the new plan. Our target date for vendor selection is the end of January, with a kick-off meeting in February, so we can deliver the final report at the end of 2026.
4. Outlook: CPRE forecast suggests 2026 largely flat vs 2025 with possible +1.7% upside; ADR YTD through Oct at 136.46 vs forecast 137; occupancy ~60%; vacation rental rates up 23, occupancy slightly up, RevPAR up, average length of stay down (10.99 to 8.7);
5. Northstar + Cvent Meetings Industry Survey results show planner optimism mixed (Sep vs Nov); DC policies have created headwinds (economic, immigration, regulatory, social); U.S. Travel advocacy ongoing; costs (F&B, rates) are top concerns; first-tier cities too expensive; second-tier appeal rising; AI adoption increasing among planners.

b. Carolina Viazcan

i. Meetings and Group Sales:

1. YTD Saled Production Metrics: 101% leads, 102% new leads, 98% new bookings, 103% room nights.
2. Future Pace: ending year +14% vs. last year; 2026–2027 ~+1% (flat); 2028 +33%.
3. Off-peak strategy strong: May/Sep ~46,000 room nights (176% to goal); Summer 30,383 (124%); Q4 55,000+ (185%).
4. IMEX America tradeshow: Rolled out our new booth design and had a strong partner presence. Received 120+ planner appointments, 23 new potential leads, which, as a promotion of \$100/lead for FIND Food Bank, we raised \$2,300 (9,200 meals).
5. New east coast non-stop flights for New York starting December 18th, and Charlotte, beginning December 20th. To celebrate the kickoff, VGPS will host a FAM in-market for 16 clients, and another 30 clients in Charlotte.
6. We kick off January with the annual PSIFF FAM (27 clients), which will include travel agents from Mexico and tech-focused media planners. Our January travel begins with PCMA in Philadelphia, then into our Southern California Client Events in LA and OC, and finally, we're hosting American Express clients.

c. Colleen Pace

i. Marketing:

1. VGPS again sponsored the NCAA Acrisure Classic Series, which saw 18 games over 4 days, contracted 1500+ room nights, a 20% increase in attendance from 2024, and plans for next year are in the works. A great addition for 2026 will be Gonzaga and Michigan State.
2. 2025 Holiday Promotion
3. 2025/2026 Event Support examples shown
4. Social Media highlights – 15 channels with 100s of posts, reels, and stories.
5. Canada Marketing is still top of mind and we have a variety of campaigns we are currently running, including the Canadian Air Miles campaign, which is one of the top airline miles programs that they have.
 - a. Canadian Support: We are providing a toolkit for local cities to use, which can be customized for each city. You can use digitally, or in print, and show our community support of Canadian visitation.

ii. PR & Communications:

1. IGLTA was very successful. It was an international event attracting over 750 attendees, which is the most they've ever seen, representing 30 countries.
2. Media Engagement over the past few months included 79 media in market, 138 published articles, and 105 media connects.
3. We partnered with Riverside County to host 25 production scouts for a Film Production Scout FAM, showcasing the east and west ends of the valley.
4. We just completed training in Crisis Planning and are currently updating our Crisis Plan.

d. Sean Smith

i. Economic Development:

1. Attended several conferences over the past couple of months, which I'd like to share some quick takeaways from.
 - a. At Meet the Consultants, we were able to visit with an innovative company by the name of Elroy Air, which is creating drones with a wide variety of applications. This

company is a really great example of a government agency utilizing a facility to create an innovative space, which is an economic benefit.

- b. The CA Forward Economic Summit allowed us the opportunity to participate in working sessions where we were crafting draft language relative to strengthening economic development in California. That feedback was being used to create a final document that will be shared with a variety of other agencies, including CalEd, and other California cities, with the hope of sharing that at the state level and seeing some change.
 - c. Having ICSC Western in Palm Springs allowed us the opportunity to conduct a coach tour of the valley to showcase current projects in each of the nine cities, as well as unincorporated communities, and show the potential for new investment and development.
2. Attended two agriculture events last month: AgVision and the COD Foundation Ag Tour. This allowed us to connect with the ag community, their leadership, higher education, and other interested parties within agriculture, which is important for us because it's the second-largest industry in our valley, producing almost \$650 million in crop value and a significant economic impact for us.
 3. We worked with the Governor's Office of Economic Development to better understand what incentives and rebates are available through the state. They're creating a platform that allows users to access the permitting process for every city and every county in the state of California, among other things in addition to that.
 4. The Economic Development Strategic Plan is complete, with eight main areas of focus. We will be scheduling a walkthrough of the plan with the consultant who did the work, and it will be open to anyone interested in participating, so we'll follow up with more information.
 5. Our new Economic Development website has had over 2,800 unique visitors, mostly driven from our fairly new LinkedIn account. We are working with JNS Next, our marketing agency, to craft campaign creative to really anchor our Thrive and Shine branding. Once complete, we will launch our media plan and share those efforts with you.
 6. Amateur Indoor Sports Complex – how will it be funded?
 - a. We're working with Kosmont to identify financial sources, estimate funding and financing capacity, and create a roadmap for implementation.

e. Davis Meyer

i. Partnership & Community Engagement:

1. In October, we hosted our first in-person STVR Host Summit, for which we received great feedback.
2. The Young Professionals Advisory Board launched on October 30th.
3. Foundation Updates:
 - a. Team GPS Foundation is the new name, which leverages an existing brand and captures the essence of our work.
 - b. We have identified four key objectives for the next two years:
 - i. Convene and connect to foster success
 - ii. Develop targeted and impactful programs
 - iii. Raise our profile through elevated branding and marketing
 - iv. Develop and resource a strong organization
 - c. We've been working with school districts to bring the CTE programs to more districts. We've had over 181 scholarship applicants and 184 graduates of the Leadership Institute Essential Leaders Program, which is in partnership with COD.
 - d. We just completed our pilot program for the Visionary Leadership Program, our advanced level of leadership certification. We will be getting feedback from the group.
4. VGPS as a destination received the 2025 Bronze Award from JRN America, one of the UK's leading travel publications, celebrating innovation in storytelling and tourism. This award we got alongside major destinations such as Washington State, and the recognition really reflects the faculty in this room, the tourism partners, and cities who shared the positivity and acceptance.
5. Reminder to attend our Holiday Party at the VGPS office next Thursday, December 18th!

14. The next JPA/Board of Directors Joint Meeting date was announced.

- a. Friday, January 30, 2026, at the JW Marriott Desert Springs Resort

15. The joint meeting of the JPA Executive Committee and VGPS Board of Directors was adjourned at 10:05 am by JPA Chair, Waymond Fermon.

The complete Board Packet can be viewed on our website [here](#), and a direct link to the presentation is also available on our website [here](#).

Clerk for the Board:

Sarah Goslin, Executive Assistant & Board Administrator

VGPS Board of Directors Secretary:

Nusrat Mirza, Secretary

Approval Date:



Sheila Buciuman
General Manager, The Ritz-Carlton, Rancho Mirage

Sheila is a dynamic hospitality leader with more than two decades of luxury experience and a deep passion for service excellence, proudly bringing her expertise to the crown jewel of Rancho Mirage, The Ritz-Carlton Rancho Mirage!

She began her career at the legendary Waldorf Astoria in New York City, where she discovered her passion for timeless service and exceptional guest experiences. Her journey advanced within Marriott's luxury portfolio, holding executive leadership roles across several Ritz-Carlton and St. Regis properties. Throughout her career, Sheila has cultivated a culture defined by empowerment, accountability, and innovation, leading teams at The Ritz-Carlton in Lake Oconee, Buckhead, and Half Moon Bay, as well as St. Regis hotels in Atlanta and Houston.

Sheila is passionate about fostering a culture of excellence that consistently exceed guest expectations while driving sustainable business results. She believes in leading with compassion and accountability, an approach that empowers the Ladies & Gentlemen who are at the heart of the success. Her leadership has contributed to #1 guest satisfaction rankings, Forbes Five-Star and AAA Five-Diamond achievements, record-high associate engagement scores, and strong financial performance fueled by strategic initiatives such as spa expansions, innovative food and beverage concepts, and high-ROI capital projects.

Equally important, Sheila is also passionate about supporting the broader community. Tourism is a cornerstone of the region's economic and cultural vitality, and Sheila is dedicated to initiatives that promote workforce development, responsible growth, and a vibrant hospitality ecosystem that benefits both visitors and residents.

With a deep understanding of luxury service and a track record of leading high-performing teams, Sheila is honored to bring her experience, collaboration, and enthusiasm to the Visit Greater Palm Springs Board. She looks forward to contributing to the region's long-term success and ensuring it continues to inspire, captivate, and flourish as a world-class destination.



2026 Proposed Goals & Objectives

Destination Future Planning

As we look ahead, the global tourism industry stands at a pivotal crossroads shaped by normalizing travel demand following the post-pandemic surge and a rapidly shifting digital ecosystem. Nationally, rising media costs and the integration of **Generative AI** into the travel planning journey have fundamentally transformed how visitors discover destinations, moving the “search-to-booking” path away from traditional websites and toward direct, AI-driven answers. Internationally, economic headwinds and fluctuating currency exchanges—particularly in key markets like Canada—require a more agile and targeted approach to maintain our global competitiveness.

In response to these external dynamics, **Visit Greater Palm Springs** is embarking on a landmark year. A central milestone for 2026 will be the development of our updated, comprehensive **Destination Stewardship Plan**. This forward-thinking roadmap will not only guide our long-term growth and sustainability but also ensure that tourism continues to enhance the quality of life for our residents while preserving the unique character of our oasis. The Destination Stewardship Plan will deliver nine city tourism plans that will integrate into our regional plan. The individual city plans will be funded by VGPS.

By prioritizing economic diversification, expanding international reach through campaigns like “Thrive and Shine” (economic development), “Escape Your Ordinary” (national campaign), and “Where You Shine” (international and LGBTQ) while leveraging major global moments such as the 2026 FIFA World Cup, we are positioning Greater Palm Springs as a premier, year-round destination that remains resilient in an ever-changing global economy.

Destination Stewardship Plan

As we plan for the future, a major milestone will be underway in 2026: the development of our updated comprehensive **Destination Stewardship Plan** (previously called the Destination Development Plan) for Greater Palm Springs. This forward-thinking initiative will serve as a strategic roadmap to guide the region's long-term growth, competitiveness, and sustainability as a premier travel destination. Equally important, it will ensure that future tourism development enhances resident quality of life while preserving the character, culture, and natural beauty that make our oasis truly one of a kind. The plan will align closely with our organizational priorities—including driving off-peak visitation, expanding air service, growing meetings and conventions, advancing sustainability and DEI, strengthening the hospitality workforce, and promoting economic diversification across the Coachella Valley.

At the end of 2025 we conducted a competitive bid process, and we recently conducted three interviews with CSL, Resonance, and Hunden Partners with our team

and three board members (Rolf Hoehn, Doug Watson, and David Feltman). The interview panel determined that Hunden Partners is best suited to work with our region and accomplish our goals. The entire Hunden team will bring a unique and creative approach to the master planning process and ultimately a plan that is actionable and measurable.

During the interview process, we decided to expand the scope and add nine city-level plans alongside the regional plan, focusing on tactical implementation steps tailored to each city.

As part of this expanded scope, we asked for deeper, tourism-specific analysis and recommendations across key categories, including:

- Large hotels and resort properties
- Short-term rentals
- Small and boutique hotels
- Restaurants
- Attractions and experiences
- Retail that supports the visitor economy
- Event venues and supporting infrastructure
- Outdoor recreation assets

For each category, we are seeking insights that help translate the master plan into practical guidance for cities. This may include, but is not limited to:

- How current city policies, regulations, and planning frameworks impact each category
- Identification of gaps, needs, or barriers within each city
- Market opportunities and risks
- Action-oriented considerations that cities can use to inform policy decisions, planning priorities, and future investment

Key additional tasks include:

- Organizing an in-person session with city leaders and touring key assets.
- Conducting customized focus groups for each city.
- Enhancing research on destination products and gaps specific to each city.
- Developing unique plans for each city that address policies, identify gaps, and recommend actionable priorities.

The overall timeline was adjusted to 12-13 months, with the regional plan taking 10 months and city plans an additional 2-3 months.

Indoor Sports Complex

In 2026, Visit Greater Palm Springs will continue advancing plans for a ~200,000 sq. ft. Indoor Sports Complex, a long-term regional asset projected to generate a **\$46.3 million** annual economic impact, **34,300** annual hotel room nights, **561,500** total annual attendee days, and **\$384,600** in annual net operating profit (excluding debt service). **This project is critical to increasing demand during the summer months.**

With sports tourism rapidly growing nationwide, this facility is critical for the destination to remain competitive, secure year-round tournament business, and **drive much-needed summer and off-peak visitation** to support local hotels, restaurants, and attractions.

Building on strong feasibility results and demonstrated demand for indoor, climate-controlled space, VGPS will focus on securing funding, aligning regional partners, and advancing key pre-development milestones to position the project for a 2027/28 groundbreaking.

2026 Priorities

- **Finalize funding strategy:** Partner with Kosmont to identify viable financing models, incentives, and investment tools, and develop a clear funding pathway for the facility.
- **Engage regional stakeholders:** Share funding findings and economic impact potential with cities and prospective partners to build multi-jurisdictional support.
- **Attract developers and investors:** Actively pitch the project to qualified developers, operators, and investment partners, both within and outside the region, to drive interest, explore public-private partnership models, and identify potential long-term operators for the facility.
- **Advance pre-development work:** Support site analysis, feasibility refinement, governance structure exploration, and partner outreach to keep the project moving toward 2027.
- **Strengthen the case for impact:** Continue quantifying projected economic benefits, including visitor spending, job creation, and increased off-season activity, to ensure regional alignment and investment readiness.

AI-Driven Efficiency & Productivity

In 2026, Visit Greater Palm Springs will continue to leverage AI to drive organizational efficiency, enhance productivity, and enable teams to focus more time on high-impact, strategic work. AI will be integrated as a practical business tool, supporting faster insights, smarter decision-making, and streamlined workflows across marketing, communications, sales, research, partnership, and operations while maintaining brand integrity, data privacy, and human oversight. By using AI, the organization can respond more quickly to market changes, maximize ROI, and operate with greater agility in an increasingly competitive tourism landscape.

Examples of AI applications include:

- **Marketing & Content Efficiency:** Using AI to accelerate first-draft development for campaign and website copy, social content, itineraries, media pitches, and internal reports, allowing teams to focus on refinement, storytelling, and brand alignment.
- **Data & Insights:** Applying AI to analyze performance dashboards, identify trends in booking windows, traveler behavior, and source markets, and generate faster insights to inform media spend, co-op strategies, and air-service support.
- **Sales & Meetings Productivity:** Leveraging AI to summarize RFPs, analyze lead quality, draft customized follow-ups, and identify patterns that support off-peak and midweek group demand.
- **Research & Reputation Management:** Monitoring media coverage, social sentiment, and competitive positioning in real time to surface opportunities, mitigate risks, and inform proactive PR strategies.
- **Internal Operations:** Automating meeting summaries, project updates, utilizing Zapier to automate Basecamp projects and to-do's, and cross-departmental reporting to reduce manual workload and improve alignment across teams.

AI will support Visit Greater Palm Springs' commitment to innovation, accountability, and results—ensuring the organization operates smarter, faster, and more efficiently in 2026 and beyond.

Research/Dashboards

Research remains a critical foundation for how Visit Greater Palm Springs makes informed, strategic decisions, ensuring marketing investments, sales efforts, and destination initiatives are grounded in data and aligned with both visitor demand and community priorities.

In 2026, Visit Greater Palm Springs will continue to leverage a robust research portfolio to generate actionable insights that guide long-term strategy, optimize resource allocation, support stakeholder decision-making, and advance destination stewardship.

Key research initiatives include:

- **2025 Tourism Economic Impact Study** – Quantifies the total economic value of tourism to the region, including jobs supported, tax revenues generated, and household savings.
- **2025 STVR Economic Impact Study** – Assesses the economic value of short-term vacation rentals, including revenue, visitor spending, and job creation, to guide policy, planning, and destination development decisions.
- **Resident Sentiment Study** (*initiated in 2025; finalizing in 2026*) – Captures resident perceptions of tourism, quality of life, and community benefits to guide responsible growth and stakeholder alignment.
- **Image and Awareness Study** (*initiated in 2025; finalizing in 2026*) – Evaluates brand awareness, destination perception, and traveler motivations across key domestic and international markets.

- **Visitor Intercept Study** (*initiated in 2025; finalizing in 2026*) – Provides real-time insights into visitor behavior, spending patterns, and experience drivers while in destination.
- **Destination Stewardship Plan** – Establishes data-informed strategies to balance visitation growth with sustainability, resident quality of life, and long-term destination health.
- **Meetings** – Evaluates the effectiveness of “The Oasis is Real” campaign and identifies opportunities to better support meetings and group business. Identifies behaviors, motivations and booking patterns of meeting planners.
- **Restaurant Week Survey** – Measures program performance, visitor engagement, and economic impact to inform future culinary and off-peak visitation strategies.

Visit Greater Palm Springs will also complete the rollout of **customized destination dashboards in partnership with Rove** in 2026, transforming complex data sets into clear, intuitive visualizations that deliver meaningful, actionable insights. By seamlessly integrating multiple data sources into a single platform, these dashboards centralize information that previously lived across disparate tools and reports, streamlining workflows, reducing manual reporting, and improving consistency in how performance is measured and communicated. The result is greater operational efficiency, faster access to insights, and more confident decision-making.

Beyond internal use, the Rove dashboards significantly expand the value of Visit Greater Palm Springs' data by enabling cities, partners, and stakeholders to access the same trusted insights in real time. This shared visibility creates a common source of truth, supports more productive and informed conversations, and strengthens alignment across the organization and destination community, reinforcing transparency, collaboration, and data-driven decision-making at every level.

Board Priority: Increase Demand

CONVENTION SALES

The team delivered an exceptional year-end performance in 2025, achieving **115% of its annual room-night goal** by securing **262,061 room nights** against a target of **228,500**. This result exceeded the stretch goal of **235,000 room nights** and surpassed the previous high-water mark set in 2018 (242,084 room nights).

A key driver of this success was the team's intentional focus on booking business in off-peak and shoulder periods, amplified by the Meetings Oasis Incentive Program.

Together, these efforts generated **140,696 room nights** during targeted need periods across the in-year and three-years-out windows—up significantly from 99,461 room nights in 2024.

Year-end performance across all goal categories included:

- **1,620 total leads distributed** – 105% of annual goal (1,550)
- **284 new bookings** – 103% of annual goal (275)
- **849 new leads generated** – 105% of annual goal (805)

Geographically, top end-user markets were led by **Southern California, the Mid-Atlantic, and Northern California**, while the highest-producing industry segments included **high tech, healthcare & medical, and trade/commercial**.

In 2025, the team established targeted booking goals to drive room nights during off-peak and shoulder months (May & September, Summer, and Q4), delivering outstanding results:

- **May & September:** 183% of goal – **47,545 room nights** (goal: 26,000)
- **Summer:** 127% of goal – **31,218 room nights** (goal: 24,500)
- **Q4:** 206% of goal – **61,933 room nights** (goal: 30,000)

Overall, the team successfully booked **140,696 room nights** during these need periods against a goal of **80,500**. This performance was driven by a combination of focused direct sales efforts, strategic partnerships, targeted marketing campaigns, booking incentive program, expanded trade show and sales mission presence, and increased in-market familiarization tours, demonstrating a results-oriented approach to demand generation and long-term growth.

Looking Ahead to 2026

The **renovation and expansion of the Palm Springs Convention Center (PSCC)** is anticipated to begin in **Q3 2026** and conclude in **Q3 2028**. While this investment is critical to the long-term competitiveness of the destination, construction activity during this period may impact near-term booking production.

For context, **PSCC-related booking production** has been strong in recent years:

The data below highlights the short-term nature of the booking window and the impact it will have on our ability to confirm groups during the renovation/expansion process.

- **2024: 43,171 total room nights booked**
 - In-year: 12,219 (2024)
 - 1 year out: 20,753 (2025)
 - 2 years out: 10,013 (2026)
 - 3 years out: 7,275 (2027)
- **2025: 61,598 total room nights booked**
 - In-year: 8,115 (2025)
 - 1 year out: 14,934 (2026)
 - 2 years out: 18,230 (2027)
 - 3 years out: 11,612 (2028)

Additionally, the **Riviera Resort** is scheduled to be closed from **May through December 2026**, with the potential to extend into 2027. This temporary closure will further impact available inventory and booking potential. For reference:

- **2024:** 20,647 room nights booked (in-year and future years combined)
- **2025:** 17,899 room nights booked

Future Pace for 2026 shows the destination down by 1% year over year, with room nights on the books (RNS OTB) tracking 2,122 fewer room nights than same time last year.

- **Quarterly breakdown** points to a stronger back half and a need and focus into the first half of the year:
 - **Q1:** Down -6%, (-6,457 room nights)
 - **Q2:** Down -23% (-14,535 room nights)
 - **Q3:** Up +13% (+4,376)
 - **Q4:** Up +56% (+14,494)

Future Pace for 2027-2029 are as follows:

- **2027:** Up +3% (+2,835)
- **2028:** Up +17% (+8,819)
- **2029:** Up +43% (+8,064)

CBRE Hotel Market Forecast (as of November 2025)

2026 Outlook

- Overall market occupancy is expected to stay flat in 2026 at 60.6%, while the downside projects a decline of -3.4%.
- ADR is expected to grow 2.5% in 2026.
- RevPAR growth is expected to grow 2.2%.

HISTORICAL GOALS/2026 GOALS

	2024 GOAL	2024 STRETCH GOAL	2024 ACTUAL	2025 GOAL	2025 STRETCH GOAL	2025 ACTUAL	2026 GOAL	2026 STRETCH GOAL
ROOM NIGHTS	207,000	225,000	237,182	228,50	235,000	262,061	250,000	260,000
LEAD DISTRIBUTION	1,650	1,730	1,520	1,550	1,565	1620	1580	1600
NEW BOOKINGS	290	305	268	275	290	284	280	290
NEW LEAD DISTRIBUTION	870	885	797	805	825	849	835	850

Off-Peak Booking & Sales Focus: In 2026, Convention Sales will continue to prioritize off-peak and shoulder-season demand generation, with a deliberate focus on mid-week occupancy and long-term booking windows.

1. **Track & Optimize Off-Peak Performance**
Continue to closely track off-peak and mid-week bookings, using data and reporting tools to identify trends, conversion opportunities, and gaps by month, market, and industry segment.
2. **Develop Mid-Week Advantage Offers**
Launch a Mid-Week Advantage program featuring compelling value-add packages co-developed with hotel partners. Offers may include enhanced concessions, experiential add-ons, or destination incentives designed to increase mid-week occupancy during off-peak and shoulder seasons. These offers will be promoted through targeted newsletters, LinkedIn campaigns, and marketing promotions in collaboration with strategic partners.
3. **Increase Off-Peak Conversion Through Enhanced Site Inspections**
Expand and elevate off-peak site inspections to improve close rates for meetings and events. In partnership with the Marketing and Brand teams, these experiences will more effectively showcase updated venues, resorts, and unique destination experiences that position Greater Palm Springs as a high-value, flexible off-peak option.

Sports Market: Sports tourism will remain a key driver of off-peak demand and economic impact.

1. **Establish a Sports Advisory Committee**

Assemble a local sports committee with key stakeholders to identify and pursue sports organizations and events that align with off-season availability. The committee will meet quarterly to align priorities, assess opportunities, and coordinate resources.

2. **Dedicated Sports Incentive Fund**

Allocate a dedicated fund to help offset operational or venue costs for high-value sports events that deliver measurable room nights during off-peak periods.

3. **Enhance Sports Value-Add Programming**

Collaborate with hotels, attractions, and local businesses to create value-add offerings for visiting teams, families, and spectators—driving extended stays and increased local economic impact.

Partnership and Collaborations: Strategic destination partnerships will support rotational and multi-program business during off-peak periods.

1. **Expand Palms-to-Palms Partnership**

Continue to strengthen the partnership with **The Palm Beaches CVB and Convention Center**, focusing on rotational business opportunities and personalized client hand-offs that target off-peak and shoulder seasons.

2. **Joint Client Engagement & Packaging**

Host a minimum of **three joint client events** with The Palm Beaches to promote Palms-to-Palms opportunities. Develop a bundled value package for rotational programs designed to increase multi-year and multi-program bookings during shoulder seasons.

NEW Customer Advisory Board (Mentor/Mentee Structure): A new Customer Advisory Board (CAB) Leadership Exchange will be structured as a mentorship and knowledge-sharing program that pairs experienced meeting planners with emerging professionals in the industry. Designed as an extension of the CAB, this program will position Visit Greater Palm Springs as an industry leader committed to talent development, long-term relationship building, and the future of meetings and events while gaining meaningful insights that cross generations.

Robust Travel Calendar & Client Events: Visit Greater Palm Springs will continue to execute a high-impact calendar of client events, tradeshow, and destination familiarization (FAM) trips designed to deepen relationships with meeting planners and decision-makers while showcasing the destination's diverse venues, refreshed hotel product, and unique experiences. These in-market and outbound efforts are a critical component of the Convention Sales strategy, serving as both a relationship-building and conversion-driving tool.

Building on strong momentum, the team hosted **98 client engagements in 2025**, reflecting a strategic activity aligned with off-peak demand generation and long-term booking windows. Collectively, these initiatives reinforce Visit Greater Palm Springs'

commitment to personalized service, proactive sales outreach, and positioning the destination as a premier, year-round meetings and events destination.

Key highlights included in our plans are participation in national and regional tradeshows such as **IMEX**, **ASAE**, and **PCMA**, alongside immersive client events and FAM experiences including the **Palm Springs International Film Festival** and a **Spring FAM** designed to showcase the destination firsthand. These efforts are further amplified through collaborative partner activations with organizations such as **Visit California** and partnerships **with Palm Beaches CVB**, extending reach and strengthening strategic partnerships.

As part of this approach, we encourage our hotels and resorts partners to proactively bring forward opportunities tied to high-profile client events, enabling Visit Greater Palm Springs to partner alongside them to extend reach, elevate the client experience, and maximize destination visibility.

Marketing & Sales Alignment: Convention Sales will continue to align closely with Marketing to elevate visibility and generate inbound demand.

1. **Maximize Media & Partner Marketing Opportunities**
Leverage media partnerships and strategic vendors to extend the reach of the “**The Oasis Is Real**” meetings campaign.
2. **Refresh Campaign Assets**
Update “The Oasis Is Real” with new video and photography highlighting refreshed meeting spaces, new and renovated hotel product, and immersive destination experiences.
3. **Explore Co-Op Content Development**
Evaluate and pursue co-op opportunities with hotel and resort partners to support joint video and photo production, expanding Visit Greater Palm Springs’ meetings asset library.
4. **Elevate LinkedIn Thought Leadership**
Increase LinkedIn activity with strategic content recapping tradeshows, sales missions, and destination FAMs—positioning Visit Greater Palm Springs as an industry expert, showcasing destination momentum, and driving planner interest and inbound leads.

Marketing

In 2025, Visit Greater Palm Springs advanced a comprehensive, multi-channel consumer advertising strategy to expand brand visibility, deepen audience engagement, and deliver measurable results across key drive and fly markets. Collectively, these campaigns generated a total of **30.8B impressions** across all platforms an increase of more than **800 million impressions** year over year.

These campaigns elevated the destination's profile nationally and internationally, supported tourism partners and stakeholders, strengthened community pride, and stimulated off-peak and year-round visitation, reinforcing Greater Palm Springs' position as a premier travel destination.

BRAND HEALTH & AWARENESS: At the close of 2025, **SMARI** completed an Image and Awareness Study evaluating how Greater Palm Springs is perceived across key domestic and international markets. The study measured brand awareness, destination imagery, and consumer travel behaviors, including lodging preferences and travel motivations. These insights will directly inform future strategic planning, guide marketing investments, and ensure messaging remains aligned with the expectations of high-value travelers.

Findings include:

- **Emerging fly markets** such as Atlanta, Salt Lake City, and Washington, D.C. experienced the most significant gains in destination perception following recent advertising investment.
- **Brand perception gains are cumulative and long-term;** Greater Palm Springs continues to see strong positive momentum since expanding its marketing footprint in 2018.
- **Gateway markets** reported the highest familiarity levels, with **74% of consumers indicating some level of awareness** of Greater Palm Springs.
- **International consumers** showed notable increases in familiarity, signaling growing global reach and awareness.
- Greater Palm Springs **outperforms its competitive set** on key product attributes—particularly as a destination for **health and wellness** and for offering a **relaxing, rejuvenating atmosphere**.

2026 Goals – Consumer

In 2026, Visit Greater Palm Springs will focus on further optimizing our variety of tactics and marketing strategies to further enhance brand visibility, audience engagement, and drive off-peak visitation. Below is an outline of our key objectives for 2026:

Brand Campaigns

- **Escape Your Ordinary** – The successful “Escape Your Ordinary” campaign will return in Fall 2026 for its planned third year, supported by refreshed creative assets informed by performance analysis and creative optimization. New photography will be incorporated to ensure fresh content and updated partner representation.
- **NEW – Where You Shine:** Launch the “Where You Shine” campaign with a focus on international markets and LGBTQ+ audiences, highlighting the destination's unique positioning as an authentically welcoming and inclusive option for travelers. The campaign will include digital, social, and video assets deployed across all channels in international markets such as Canada and the UK, with additional creative specifically targeting LGBTQ+ audiences and running across LGBTQ+ media platforms. The campaign will also run on standard consumer channels as a test alongside the core brand campaign.

Digital Services

- **NEW - Agency Evaluation** – In Q4 2025, a comprehensive RFP was issued for Visit Greater Palm Springs' digital services, with a three-phase approach for our CRM, CMS, and paid digital media, to ensure that we are aligned with the most effective and forward-thinking agency partners in these areas. In early 2026, we will finalize evaluations of each proposal to identify opportunities for shifts in our digital strategy, which may include one or more of these key phases.
 - Onboard any new agency partners that we agree to contract with, ensuring seamless integration into our digital ecosystem, alignment on goals and KPIs, and a coordinated rollout of new strategies and initiatives.
 - Phase 1: Paid Services – Select in Q1 with a Q2 launch
 - Phase 2: CMS – Review and launch by Q3
 - Phase 3: CRM – Review and decision by Q4

Destination Pillar Support

- **NEW** - Video Series: “Escapes”
 - Promote new series launched in December 2025 in collaboration with production company Part Time Genius. This six-episode series highlights key destination pillars through a fast-paced, voiceover-driven style and will be distributed across programmatic video channels, connected television, and social media.
- **NEW – Social Media Video Series:** In collaboration with Alle Pierce and Stefan Colson (our partners on the “Your Guide To Greater Palm Springs” social series from 2024/2025), we plan to create a social media video series, “Only in Greater Palm Springs,” focusing on creation of short-form, social-optimized content featuring 15 hyper-local experiences throughout Greater Palm Springs for both consumer and dineGPS channels.

- Each location will be captured in three distinct creative styles – talent-led with voiceover, short-form cinematic, and one utilizing current trending audio and a compilation format to drive engagement via saves and shares. Together, these three formats will allow us to test a variety of content styles across TikTok, YouTube Shorts, Instagram Reels, and Facebook, maximizing performance based on our KPIs and providing a flexible bank of content that can be repurposed throughout the year. Performance insights from this testing will directly inform the VGPS team's social media video creative strategy, revealing which messaging, formats, and hooks resonate most effectively by platform.
- **Culinary Experiences**
 - Promote annual Greater Palm Springs Restaurant Week with a dedicated media plan supported by refreshed photo and video assets highlighting participating restaurants.
 - Continue to grow and promote the dineGPS Chef Series on social channels, featuring local restaurateurs and chef-owners.
 - Explore new ways to utilize the Visit Greater Palm Springs app to promote local restaurants, whether through our annual Summer Eats Pass or via other dining-centric promotions.
- **Arts & Culture**
 - Continue promotion of the Oasis of Art campaign through visibility of our Visit Greater Palm Springs app as well as promotion of signature events, museums, and public art via digital advertising, ongoing video campaigns, and social channels.
- **Health & Wellness**
 - Build upon the success of our inaugural Spa Month in 2025 with an expanded media plan.
 - Produce new health and wellness video assets that highlight our resort spas and wellness offerings.
- **NEW - Sports & Outdoor**
 - Promote Greater Palm Springs as premier destination for outdoor adventure and sports highlighting hiking, horse park, golf, polo, soccer, ice skating, tennis and pickleball.
 - Create video content supporting this pillar with new social media series and summer social media for indoor sports

LGBTQ+ Audiences

- Continue to authentically represent LGBTQ+ travelers across all marketing materials, while exploring new advertising opportunities and partnerships to extend the reach of the “Where You Shine” campaign, particularly across video and digital platforms.
- Explore new and updated ways to provide **co-op advertising opportunities** to our LGBTQ+ and allied hotels, via Lavender Magazine or other publications and platforms.

Off-Peak Visitation

- **NEW – Summer Brand + Social Media Campaign** - Launch a new summer brand campaign that will build on the success of past campaigns like “Check In. Chill

Out.” and “Born to Chill.” An RFP was distributed in Fall 2025 to four qualified agencies, with three proposals in the evaluation/selection phase. The agency awarded the campaign will begin planning for production slated for spring with campaign deployment beginning in May 2026.

- **Summer Television Co-Op** – Produce up to ten new :30 commercial spots to enhance our overall brand campaign and provide cost-effective advertising opportunities for destination hotels, attractions, and city partners.
- **NEW** - Explore opportunities to include **nightlife** and evening activities/events into summer campaign messaging.

NEW - Expedia Ambassador

- Greater Palm Springs' is the sponsor and host destination for the highly sought after Expedia Ambassador Summit in February 2026. This will elevate destination visibility among top travel influencers and content creators and position the region as a year-round leisure destination. The Summit will be used to showcase key destination assets and activities to an audience with expansive reach across digital and social channels, driving increased visitation to the destination.
 - 40 total ambassadors will attend with an 11M combined reach and 530K average reach.
 - The event will be hosted by the Parker Palm Springs with a vacation rental property as a featured dinner location.
 - Visit Greater Palm Springs will attend key Summit events and present an Education Session about the destination as part of programming.
 - Expedia will promote Summit content across their channels (Facebook, Instagram, Pinterest) in addition to influencer content.
 - Visit Greater Palm Springs will create a dedicated Expedia Travel Shop (recommendation hub and storefront for the destination) featured on the Expedia app for 30 days.

Live Sports

- **NCAA – Acrisure Series:** Build on the success of past sponsorships of the Acrisure Series by continuing to support this high-profile event, with the goal of increasing visibility and audience engagement to further position the destination as a premier sports and travel location.
 - Support new dates for 2026 across both November and December games.
 - Maintain branding at Acrisure Arena with Greater Palm Springs brand messaging and social handles, including full LED ring visibility, scoreboard signage, and prominent placement of court floor logo.
 - Ensure inclusion of Greater Palm Springs brand commercials in game airings, maximizing reach to millions of live sports viewers.
 - Highlight destination offerings, including both group and leisure travel opportunities, through marketing efforts targeting visitor fans during Thanksgiving and early December.
- **NEW - FIFA World Cup and 2028 Olympics:** Coordinate new and ongoing targeted live sports placements as part of the overall television advertising strategy, intentionally leveraging moments when global attention is at its peak.

With billions of viewers actively engaged around the **2026 FIFA World Cup** and the **2028 Olympic Games**, this approach positions Greater Palm Springs in front of a highly attentive, international audience actively consuming travel and destination content tied to these marquee events. The strategy focuses on driving awareness and future visitation across priority domestic and international feeder markets, while ensuring the destination is visible during culturally relevant, high-impact moments. Strategic partnerships and co-op opportunities with travel and media partners such as Expedia and similar platforms will be evaluated annually and integrated when they demonstrate strong audience alignment, premium placement, and measurable performance lift.

TED Partnership

Visit Greater Palm Springs will build on our successful TED partnership by sponsoring TED2026. This prestigious partnership provides unique opportunities to showcase Greater Palm Springs as a hub for innovation, inspiration, and connection to this highly influential audience. For the upcoming year, this sponsorship includes:

- **Exclusive Travel Partner Sponsor** – As the Exclusive Travel Partner Sponsor, Visit Greater Palm Springs will have prominent brand visibility throughout pre-conference communications (including on the TED website and newsletters) as well as logo placement throughout the conference venue. Last year's conference included a highly influential audience of over 1,600 attendees representing 53 countries, a large portion of which are senior leaders and decision makers.
- **Sponsorship Dinner:** “Dine Around the World” dinner experience, with an invitation-only event with a targeted group of “c” suite attendees. This event focuses on curated conversations and networking.
- **Social Media Exposure:** Additional promotion across social media channels will be part of the sponsorship, including a LinkedIn Live presentation post-conference, or similar opportunities. In addition, added value posts on Meta and LinkedIn channels will be included during the conference period.
- **NEW Restore Lounge** - An immersive takeover of TED's most frequented space: the Restore Lounge—a calm, wellness-focused destination where attendees recharge throughout the five-day experience.
- **NEW Content Production & Promotion** – This targeted plan is valued at \$250K and includes production and promotion of a 2-3 minute longform video and :15-30 cutdown spots for usage on Ted.com and YouTube as well as TED social channels (LinkedIn, Meta).

2026 Goals – International

Marketing initiatives in key international markets will continue to adapt to ongoing headwinds and potential shifts in the travel landscape in 2026.

Key Market Strategies:

- **Canada:** Expected decreases in visitation from Canada, Greater Palm Springs' #1 international market caused by recent shifts in travel behavior driven by economic and political factors, currency exchange, and evolving traveler preferences. This has created some uncertainty around near-term outbound travel to the U.S. Scheduled flights from Canada to PSP continue to trend down slightly entering the winter season, and this trend is expected into 2026. We continue to maintain conversations with our Canadian airlines, uncover additional partnership opportunities, and reach out to our loyal Canadian visitors through targeted messaging, ongoing media partnerships, and seasonal promotions focused on wellness, signature events, and extended stays.
 - **NEW** – Co-ops with Canadian airline partners:
 - Porter Airlines – in partnership with PSP – create a campaign to encourage inbound and outbound Canadian travel –
 - **NEW** – Brand USA Co-ops
 - Air Miles (ran in 2025) or similar program Canada's most recognized loyalty program
 - Optimize Audience – utilizing Brand USA's first party data with targeted ads and messaging
- **UK / Ireland** – Continue partnership with Finn Partners agency with an evolving media plan efforts that highlight our destination's most impactful assets to travelers in these markets.
 - **AI Integration:** Continue to utilize AI-based advertising platforms such as Google's AI Max search feature (a key performance driver in 2025) as well as Demand Gen, which utilizes AI to create optimized digital ads. In partnership with Finn, new and emerging AI-based platforms and products will be evaluated and tested.
- **NEW** – **German Market Expansion** – Expansion into the German market, while delayed in 2025, will be prioritized.
- **NEW** – **Asia Market Expansion**
 - Launch China social media campaign to increase visibility and engagement in this key market.
- **Brand USA Partnership**
 - Leverage Brand USA's reach via **Optimized Audience campaigns** in markets like France, Germany, Mexico, Canada, and the UK, which utilize first-party data to reach international audiences during key timeframes throughout the year.
 - Participate in **specialized campaigns** via Brand USA partners such as Canada Air Miles, Price Travel in Mexico, and other emerging opportunities.

2026 Goals – Vacation Rentals Marketing

Visit Greater Palm Springs will place a strong and visible emphasis on vacation rentals throughout its 2026 marketing strategy. This segment continues to play a critical role in attracting key visitor audiences, including luxury travelers seeking high-end private accommodations and families or multi-generational groups looking for more space, amenities, and shared experiences. Through targeted campaigns, dedicated creative assets, and close collaboration with industry partners, vacation rentals will remain central to driving visitation, generating economic impact, and supporting regional tourism goals.

Custom Campaigns Supporting Vacation Rentals

These customized campaigns are designed to reach high-value audiences and influence travel decisions during key periods.

Expedia Ambassador Program

- Vacation rentals will be featured prominently within the Expedia Ambassador Program, leveraging the reach of 40 top Expedia influencers. Their content will highlight properties that appeal to families, luxury travelers, and group travel—showcasing space, privacy, and amenities that differentiate vacation rentals from traditional accommodations.

VRBO Summer/Fall Campaign

- Building on three years of strong performance, the 2026 VRBO campaign will again promote vacation rental stays during essential need periods. This program is especially effective for reaching families and multi-generational travelers planning longer summer vacations, as well as luxury guests seeking premium rental homes. New creative and enhanced targeting will inspire both new and repeat bookings.

Content Partnerships

- Through premium partnerships, including *Sunset Magazine* and additional lifestyle media, vacation rentals will be showcased in year-round editorial content and photography. These placements naturally appeal to audiences researching family getaways, multi-generational gatherings, and upscale escapes with private pools, spacious layouts, and resort-style amenities.

Influencer Marketing

- Influencers will share authentic, relatable content demonstrating how vacation rentals enhance family travel, offer flexibility for groups, and provide elevated experiences for luxury audiences. This storytelling helps travelers picture themselves in unique homes, discovering neighborhoods, and enjoying the region together.

Collaboration with the STVR Advisory Group

- Continue to work closely with the STVR Advisory Group to identify and develop new marketing opportunities and expand Visit Greater Palm Springs' media library.
- Leverage the group's insights to align marketing strategies with evolving industry trends and community priorities.

Year-Round Integration Across Brand Campaigns

In addition to customized efforts, vacation rentals will maintain a continuous presence in Greater Palm Springs' broader brand marketing.

Campaign Creative Integration

- Vacation rental imagery and messaging will appear across digital, native, video, and content placements in every season. This ensures rentals are consistently represented as a core lodging option—particularly appealing for luxury visitors and families who prioritize comfort, privacy, and unique experiences.

New Creative Asset Development

- Visit Greater Palm Springs will invest in refreshed photography, video, and campaign assets that highlight a broad range of rental options—from luxury estates to family-friendly homes. These assets will support major initiatives such as the summer brand campaign, new social media series, the VRBO partnership, and additional media programs throughout the year.

Data-Driven Insights and Optimization

Visit Greater Palm Springs continues to prioritize data-driven decision-making to maximize marketing performance, improve operational efficiency, and ensure responsible use of digital resources. In 2026, the organization will further strengthen its analytics and technology ecosystem by leveraging advanced measurement tools, optimizing media platforms, streamlining internal workflows, and reinforcing data privacy and compliance. These efforts ensure marketing investments are accountable, adaptable, and aligned with evolving consumer behavior and regulatory standards.

- **Arrivalist** – With a full year of Arrivalist data now available, Visit Greater Palm Springs will deepen its understanding of campaign-driven visitation and traveler movement across key drive and fly markets. Insights will be used to evaluate channel and **advertising effectiveness**, refine audience targeting and geographic focus, optimize messaging, and inform future media planning and budget allocation to drive stronger ROI. Advertising measurement compares exposed visitors to unexposed visitors to calculate incremental lift impact advertising has on arrivals.
- **NEW - Media Partner Consolidation & Optimization** – As the digital advertising landscape continues to evolve, Visit Greater Palm Springs currently leverages multiple platforms and DSPs—including Basis (formerly Centro), Cadent (formerly AdTheorent), Sojern, Perion, and others—to execute campaigns across diverse channels and formats. In 2026, the organization will conduct a comprehensive

performance and efficiency review of these platforms to assess ROI, reduce redundancy, and identify opportunities for consolidation that improve effectiveness, streamline operations, and maximize media investment impact.

- **NEW - ITI Digital (Event Calendar Management)** – ITI Digital will be used to modernize and streamline the Visit Greater Palm Springs event calendar by consolidating event submissions into a centralized dashboard. This will significantly reduce manual data entry, accelerate approvals, and enable faster, more accurate publishing—resulting in improved internal efficiency and an enhanced website experience for visitors.
- **NEW - Osano (Data Privacy & Compliance)** – Launched in 2025 and monitored continuously into 2026, Osano will support enhanced data privacy, consent management, and regulatory compliance across Visit Greater Palm Springs' digital ecosystem. The platform allows for customization across varying state and international regulations, ensuring privacy-first practices are embedded into all digital marketing and website experiences.

2026 Goals – Website

The Visit Greater Palm Springs destination website continues to operate within a rapidly evolving digital environment shaped by major technological, behavioral, and regulatory shifts. In response, the team has proactively adapted by updating content for greater visibility within AI-generated search results, auditing and optimizing high-value pages, and aligning website strategy with how travelers now discover and consume information. The summary below outlines the broader industry dynamics influencing website performance and how VGPS is adjusting its approach in 2026.

Industry Context & Performance Trends

In 2025, the slowdown in website session growth and the decline in traditional on-site conversions were not unique to Visit Greater Palm Springs. These trends reflect structural changes affecting destination marketing organizations industry-wide, driven by evolving technology, shifting user behavior, and the normalization of demand following several years of extraordinary post-pandemic growth.

Privacy Laws & the Changing Digital Landscape

The digital ecosystem has also been significantly reshaped by expanded privacy regulations and the deprecation of third-party tracking, fundamentally altering how destinations measure performance and reach audiences online.

- **Increased Privacy Regulations** such as GDPR, CPRA, and evolving state-level and international data laws have reduced the availability of user-level tracking and limited the effectiveness of traditional cookies.
- **Consent-Based Tracking** now governs a significant portion of website traffic, resulting in fewer measurable sessions, conversions, and attribution signals—particularly from international and privacy-conscious users.

- **Loss of Third-Party Cookies** has disrupted retargeting, frequency capping, and attribution models that previously drove website traffic and conversions.
- **Shift Toward First-Party Data** has elevated the importance of owned channels such as email subscriptions, visitor guides, and partner referrals as more reliable, compliant performance indicators.

These changes do not reflect reduced traveler interest, but rather a new reality in which visibility, influence, and engagement increasingly occur beyond the website and outside traditional analytics frameworks.

Digital Shifts Impacting Website Performance

- The travel planning journey has fundamentally changed. Travelers no longer rely solely on destination websites as their primary planning tool. Discovery increasingly occurs through AI-powered search results, social platforms, influencer content, and third-party travel tools—often before, or without, a website visit.
- Traditional website metrics are declining across the industry. Year-over-year decreases in sessions and pageviews reflect changes in how users consume destination content directly within external platforms, rather than diminished destination relevance.
- AI-powered discovery has reshaped visibility and engagement. In 2025, AI-driven discovery increased its share of total search exposure by an estimated 240%, as Google's AI Overviews began surfacing destination content directly within search results, creating meaningful off-site visibility without corresponding click-throughs.

Key Factors Driving the Shift

1. Impact of Google AI Overviews

Google's AI-generated search results now answer many travel-related queries directly on the search page, often directing users to hotels, attractions, or booking platforms without visiting destination websites. This has led to fewer organic clicks and pageviews across the sector, while still supporting traveler decision-making and demand.

2. Shifting Traffic Dynamics

Following the post-pandemic surge, industry traffic has stabilized as travel demand normalizes and media costs increase. With a higher baseline, year-over-year growth appears flatter, and achieving incremental gains now requires significantly greater investment. Despite this, VGPS continues to outperform industry benchmarks in several engagement metrics.

3. Evolving User Behavior

Travelers increasingly favor mobile-first search, social discovery, and AI-powered tools that deliver fast, targeted answers. Shorter planning windows and closer-in booking behavior result in fewer research-heavy sessions and lower pages per visit—reflecting efficiency, not disengagement.

What This Means

Traditional website metrics such as sessions and on-site conversions are no longer reliable as standalone indicators of success. These industry-wide shifts underscore the need to diversify channels, redefine performance benchmarks, and evaluate success through both on-site and off-site influence.

Despite these external headwinds, Visit Greater Palm Springs continues to outperform industry benchmarks in engagement time, pages per session, and paid media conversion rates, reinforcing the strength of the brand and content strategy.

2026 Website Measurement Approach

In 2026, Visit Greater Palm Springs will transition toward a more **qualitative, intent-based framework** for website success. Performance will be defined not solely by traffic volume, but by content quality, discoverability, clarity, usefulness, and alignment with traveler intent across the full digital ecosystem.

Internal tracking will continue to include:

- Users and sessions
- Conversion rates
- Search impressions and visibility
- Engagement signals (time on page, visitor guide sign-ups, partner referrals)

Qualitative Website Success Priorities

- Implement an **AI Content SOP** to guide creation and updates of all web content, ensuring pages are structured for AI visibility, featured snippets, tables, and search summaries.
- Measure **organic search impressions and AI referral traffic** year over year to understand how often VGPS content appears in AI-generated results.
- Grow **first-party data**, with an emphasis on newsletter subscriptions and owned audience development influenced by paid media.
- Ensure content clearly supports traveler inspiration, trip planning, and **decision-making**.
- Maintain consistent alignment with Visit Greater Palm Springs **brand pillars and strategic priorities**.

Traditional metrics like sessions and conversions are less reliable as standalone measures. These challenges and shifts are industry-wide affecting DMOs everywhere, underscoring the importance of diversifying channels to maintain visibility and impact. Traditional website metrics, such as sessions and on-site conversions, are becoming less reliable as standalone indicators of success.

Despite these external headwinds, VGPS continues to outperform industry benchmarks in engagement time, pages per session, and paid media conversion rates.

2026 WEBSITE GOALS

	2024 GOAL	2024 ACTUAL	2025 GOAL	2025-ACTUAL	2026 GOAL
Users	2,604,355	2,935,311	3,082,076	2,756,174	Track only
Sessions	3,329,649	3,807,485	3,997,589	3,631,440	Track only
Key Pages Engaged		1,174,048	1,267,972	959,127	Track only
Action		615,733	634,204	462,458	Track only

2026 Goals - Social Media

Social media remains a core pillar of Visit Greater Palm Springs' marketing strategy serving as a powerful, high-impact channel to inspire travel, spark aspiration, and motivate real-time trip planning. As consumer discovery continues to shift toward visual, social-first platforms, social media allows the destination to showcase its personality, experiences, and year-round appeal in authentic, engaging ways.

Through compelling storytelling, creator partnerships, and timely, culturally relevant content, Visit Greater Palm Springs uses social media to influence traveler intent, reinforce brand positioning, amplify partner experiences, and drive demand across both peak and off-peak seasons—meeting travelers where they are and inspiring them to turn inspiration into action.

2025 SOCIAL MEDIA GOALS

@VISITGREATERPS @dineGPS (TOTAL COMBINED)	2024 GOAL	2024 ACTUAL (Includes LWK&M)	2024 ACTUAL (Excludes LWK&M)	2025 GOAL	2025 ACTUAL	2025 ACTUALS (excludes viral)	2026 GOAL
Impressions	53,000,000	57,043,596	56,487,684	57,500,000	65,906,441	64,909,441	68,676,077
Video Views	9,250,000	16,745,597	15,617,086	15,800,000	28,570,109	20,374,367	21,298,642
Website Clicks	221,500	264,955	264,955	266,000	354,255	354,255	300,000
Engagement		1,384,854	1,323,172	1,330,000	1,632,618	1,390,777	1,462,483

Goals were calculated with a 5% increase, organically and paid, from 2025. Website clicks are reduced from 2025 actuals, but higher than the 2025 goal, as nearly 70,000 resulted from UK Meta campaigns that are currently paused in 2026.

Each platform plays a different role in the traveler journey, and our goal is to better align our Paid Social campaigns by platform and KPI goal

- TikTok: Reach, awareness, video views, etc. (upper funnel)
- Pinterest: Discovery and planning stages Mid funnel awareness and traffic
- Meta: Full funnel + retargeting, lookalikes, strong conversions and traffic driver

Integrate AI for Efficiencies

- Trellis Beta – Releasing in January 2026, AI Agent that will turn social data into insights. VGPS will explore how to apply this to current workflows in 2026.
- Generate ideas for multi-platform distribution from one piece of content

Key Drivers

1. Organic Social Media
2. Paid Social Media
3. Collaborations with influencers
4. International social media

Assumptions

- International social media will remain paused beyond Pinterest in Q1 and will be reviewed quarterly to restart.



PR/Communications

The 2026 PR/Communications Plan builds on the foundation established in 2025, advancing Greater Palm Springs' national and international reputation through high-quality earned media, deeper media relationships, and strategic alignment with destination priorities. The plan continues to emphasize off-peak travel, air access, meetings and conventions, and community stewardship—while placing increased focus on credibility, consistency, and long-term impact.

Success will be measured not just by volume of coverage, but by the quality of storytelling, strength of media relationships, and alignment with Visit Greater Palm Springs' economic, cultural, and community goals.

Domestic Strategy

Goal: Strengthen national earned media visibility while reinforcing Greater Palm Springs' positioning as a year-round, multi-dimensional destination.

Key Focus Areas:

National Destination Storytelling

- Elevate coverage across wellness, arts and culture, architecture, outdoor experiences, culinary and agritourism, and film/creative industries.
- Ensure earned media reflects the destination's depth beyond leisure travel.

Air Service Awareness

- Continue promoting PSP accessibility and expanded air service.
- Secure targeted national placements tied to air service, meetings, and sports.

Meetings & Events

- Strengthen earned media positioning for meetings, conventions, and events.
- Highlight wellness ROI, accessibility, and creative meetings.
- Support sales milestones, site visits, IMEX, and IGLTA through coordinated PR.

Off-Peak & Midweek Travel

- Continue promoting travel during May–December.
- Align earned media storytelling with shoulder-season marketing efforts.

Film & Creative Industries

- Support Film Oasis and film-related earned media through targeted press visits and FAMs.

Economic Development:

- Promote "Thrive & Shine" and Greater Palm Springs as a place to live, work, invest, and innovate, not just visit.
- Support business attraction and retention efforts by positioning the region as a hub for entrepreneurship, creative industries, remote work, sports, and innovation.
- Secure earned media that highlights quality of life, workforce talent, infrastructure, and regional collaboration as key economic advantages.
- Align PR storytelling with economic development priorities, including air service expansion, sports tourism, meetings, film, and emerging industries.

Tactics:

- Maintain a steady national media outreach cadence across top-tier and mid-tier outlets such as Travel & Leisure, Wall Street Journal, LA Times, Seattle Magazine, Wanderlust and Rob Report.
- Host 75 individual press visits with tailored storylines.
- Execute 6 targeted group FAMs (leisure, meetings, Film Oasis, Desert Region).
- Deploy themed pitch toolkits to support meetings, wellness, and accessibility narratives.
- Conduct quarterly proactive outreach to priority domestic media.

Metrics:

- 70–80% of coverage aligned with at least one strategic pillar.
 - 95 meetings, tourism development, and MICE placements.
 - 10 high-quality placements tied to air service, meetings, and sports.
 - Average PR Quality Score of 7+ across domestic coverage.
-

International Strategy

Goal: Maintain consistent international market presence by promoting luxury experiences, ease of travel, and cultural depth in priority global markets.

Canada – Priority Market Focus (2026)

Objective: Increase awareness of Greater Palm Springs in Canada as an easy, welcoming, year-round escape destination.

Key Focus Areas & Tactics:

- Focus on maintaining strong relationships with key media in Canadian market
- Increase awareness of Greater Palm Springs as a year-round escape that is welcoming

- Pursue additional broadcast and high-impact media opportunities, including lifestyle and travel programming.
- Remain agile and responsive to timely editorial and partnership opportunities in the market.
- **Metrics:**
Contribute to overall international placement and PR Quality Score targets
- Secure broadcast or digital-broadcast exposure when feasible

Other Priority International Markets

Objective: To garner additional media coverage from the UK & Ireland, France, Germany, Australia, Canada, Mexico, India, and select Asia markets.

Luxury, Culture & Adventure

- Showcase high-end resorts, cultural events, architecture, and outdoor adventure.
- Continue promoting Modernism Week and other globally relevant events.

Ease of Travel

- Reinforce PSP connectivity and seamless travel experiences.
- Align messaging with Visit California and Brand USA campaigns.

Tactics:

- Conduct media missions aligned with Visit California and Brand USA.
- Host 3 international FAMs focused on luxury, culture, and adventure.
- Maintain updated international media toolkits through agency partners.

Metrics:

- Host 3 international FAMs.
- Secure 10 top-tier international placements.
- Maintain an average PR Quality Score of 7+ for international coverage.

Strategic Partnership

Partner with Italy's Mille Miglia event to establish a meaningful VGPS presence at the 2026 event while strategically exploring the opportunity to bring the race—or a future stage or affiliated experience—to Greater Palm Springs and potentially California. This partnership will focus on immersive participation rather than passive sponsorship, allowing VGPS to experience the event firsthand and gain insight into its operations, culture, audience, and brand alignment. While on site, VGPS will host targeted dinners and lunches with select international media, influencers, sponsors, and top-tier participants including potential drivers—to build relationships and position Greater Palm

Springs as a future host destination. The program will also explore bespoke gifting opportunities for drivers and key participants that reflect the design, luxury, and lifestyle identity of Greater Palm Springs. In potential collaboration with Visit California, VGPS will use the Mille Miglia experience as a proof-of-concept for how this iconic event could translate to a California setting, helping build a case for broader statewide involvement. Additionally, VGPS will explore the giveaway of a themed travel package tied to the winner of a specific stage of the race, driving both near-term awareness and long-term positioning of the destination as a natural home for a future Mille Miglia experience.

Live Sports

FIFA World Cup 2026 Objective: Leverage World Cup momentum and global media attention to position Greater Palm Springs as a place to escape, reset, and recharge after attending this high-energy events, capitalizing on when travelers are consuming regional content.

Focus Areas:

- Collaborate with the Marketing team to create earned media opportunities highlighting wellness, balance, and open space.
- Use World Cup-related awareness windows to elevate destination storytelling without competing with host-city narratives.
- Coordinate with international offices and the domestic PR agency to monitor and act on relevant opportunities.

2026 KPIs:

- Earned media placements aligned with World Cup timing
- Coverage supporting escape and wellness messaging

LA28 Olympic & Paralympic Games

Objective: Position Greater Palm Springs as an engaged and values-aligned participant in the LA28 Olympic and Paralympic Games.

Focus Areas:

- Continue efforts to work with the LA28 Olympic organizing committee to bring the Torch Relay and/or related activations to Greater Palm Springs.
- Use LA28 as a platform for earned media storytelling centered on community pride, wellness, inclusivity, and creativity.
- Collaborate with Marketing, international offices, and the domestic PR agency to remain alert to emerging opportunities.

2026 KPIs:

- Earned media visibility connected to LA28-related moments
- Coverage reinforcing Greater Palm Springs' role within the broader Southern California Olympic narrative

Agency Alignment & Accountability

Goal: Ensure domestic and international agencies operate as strategic, accountable partners.

Key Focus Areas:

- Quarterly planning and alignment with all PR agencies.
- Ongoing evaluation of qualitative and quantitative performance.
- Maintain updated media toolkits and pitch frameworks.

Metrics:

- Annual performance review.
 - Issue Domestic PR Agency RFP in alignment with VGPS five-year review protocol.
-

Community & Destination Alignment

Goal: Strengthen community trust, regional storytelling, and stewardship across inclusivity, accessibility, and sustainability.

Key Focus Areas:

Community Understanding & Stakeholder Engagement

- Increase clarity around VGPS's role in economic impact and workforce support
- Support partner and community events through storytelling.

Regional Storytelling Across Nine Cities

- Ensure earned media reflects Greater Palm Springs as a connected, multi-city destination.
- Develop city- and region-focused story angles in collaboration with partners.

Diversity, Inclusion & Accessibility

- Continue highlighting Certified Autism Destination status
- Amplify Indigenous heritage, workforce development, and inclusive tourism initiatives.

Sustainability & Thought Leadership

- Integrate sustainability and DEIA authentically into earned media narratives.

Crisis Planning & Preparedness

- Build on 2025 Crisis Communications learnings.
- Develop proactive crisis playbooks to support partners and stakeholders.

Tactics:

- Host 2 stakeholder workshops.
- Distribute 2 communications toolkits.
- Publish 2 thought leadership pieces.
- Develop 2 Crisis Playbooks based on 2025 learnings.

Metrics:

- Earned coverage representing all nine cities.
- 2 placements tied to DEIA or sustainability.
- Increased stakeholder alignment and message consistency.

2026 EARNED MEDIA GOALS

Consumer Earned Media	2024 GOAL	2024 ACTUAL	2025 GOAL	2025 ACTUAL	2026 GOAL
PR Quality Score	6,900	10,850*	8,500	11,813*	9,200
Media Outreach/Assists	2,550	2,724	2,700	3,346	3,200
Media Value	Tracking	\$98,732,755	Tracking	109,879,936	Tracking
CS Earned Media					
Earned Media Placements	75	83	90	116	120

*Out of the 11,813 score:

- **1214** can be attributed to IGLTA media
- **1224** can be attributed to one story (*This Palm Springs Hotel Blends Mid-Century Cool with Unexpected Value*) that was syndicated 136 times
- **402** can be attributed to one story (*The Year that was and get set for 2026*) that was syndicated 67 times

*2024 Goals far exceeded due to media exposure from LIVE with Kelly & Mark and London Design Festival.

- PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response. This is done through an internal point scoring system.

Tourism Development

The Tourism Development team promotes Greater Palm Springs as a desired location to travel trade clients and airline network planners across all global markets, focusing on attracting tourism and enhancing air service to our destination. By focusing on these strategies and initiatives, Tourism Development aims to drive measurable growth, expand market reach, and position Greater Palm Springs as a premier global destination.

Forecasters predict demand for 2026 to be driven by major events like the FIFA World Cup and the nation's 250th anniversary, which will boost international arrivals and business travel. Domestic leisure travel will remain strong, but growth is expected to slow, and consumer caution is increasing due to economic and political uncertainty.

Challenges:

The biggest concerns for the travel industry in 2026 are expected to be from economic uncertainty and consumer caution, supply-side operational constraints (like labor shortages), and geopolitical and policy issues. The Tourism Development team will also be closely monitoring these other potential challenges and adjusting strategies as needed; Full or partial government shutdowns - Ease and costs of obtaining a Visa for travel to the U.S. - Negative perceptions at our international borders - Traveler concerns due to possible enhanced screening procedures at U.S. borders - Brand USA funding - Possible rising entrance fees at US national parks for non-residents.

2026 Travel Trade Goals

The **U.S., Canada, and Mexico** source markets represent a significant amount of our visitors in our peak season. Our B2B efforts will focus on high value guest stays, increasing average length of stays, promoting ancillary destination experiences and niche travel segments.

The **overseas markets** are vital for our summer and fall need periods and require consistent and long-term programming, despite any current geo-political or economic issues. We will continue to strengthen destination awareness with a main goal of driving visitation during our off-peak periods. **Primary markets** are the U.K., France, Germany, and Australia with **secondary markets** consisting of Scandinavia, India, Ireland, Italy, Belgium, Switzerland, South Korea, China, Japan, Brazil, and Southeast Asia.

- **NEW - Event Tourism:** Targeted marketing, client events, new itinerary development, trainings, etc. to raise destination awareness in countries assigned to World Cup matches on the U.S. West Coast and Western Canada. Additional

focus related to visitation around America 250, Summer Olympics and the Route 66 Centinel celebrations.

- **NEW - Summer Activity Offerings:** Develop a SWOT analysis of four comp set destinations to compare the depth and breadth of activities and experiences offered in the summer and fall periods while also sharing findings with our partners.
- **NEW - Resilient Markets:** Initiate and expand client engagement and programming in markets (Eastern Europe, Middle East, Southeast Asia, Brazil) demonstrating less travel resilience with current geo-political and economic challenges.
- **Client FAMS and Destination Trainings:** Destination awareness through hosted FAMS, partnerships with Visit California, Visit USA Committees, and Brand USA.
- **Collaborative Itineraries:** Work with regional DMOs to develop and promote unique, multi-regional itineraries directly to the travel trade.
- **Educational Webinars:** Conduct GPS Next International Edition webinars allowing partners to meet face-to-face with clients across all global markets.
- **Robust Program of Work:** Provide partners with opportunities to engage in person with key travel trade clients through organized programs.
- **Market-Specific Goals & Programming:** Execute targeted destination trainings, client engagements, events, and marketing efforts through full-time representation offices in the U.K., France, Germany, and Australia. Programming in secondary and emerging overseas markets via project contracts with in-market Visit California agencies.
- **Vacation Rental Focus:** Increase awareness of vacation rental options via destination training and marketing campaigns.
- **Cultural and Bespoke Campaigns:** Develop campaigns with cultural and tailored experiences to keep Greater Palm Springs top-of-mind globally.
- **Inspirational Marketing Campaigns:** Develop targeted campaigns with strategic alignment addressing country or region-specific travel behavior and perceptions across Europe, Asia, Mexico and Canada.
- **Foster Relationships:** Build strong client connections through sales missions, client FAMS, and participation in relevant trade shows.

Quantitative Goals – Travel Trade

- **Marketing Campaigns**
 - Execute **25 measurable B2B2C marketing campaigns** leveraging multiple channels like digital, print, webinars, and more. Align campaigns with Visit GPS, Visit California, and Brand USA to amplify ROI.
- **Sales Missions, Trade Shows, Client Events, Destination Trainings**
 - Attend **100 travel trade programs** domestically and internationally, including one consumer show supporting the Desert Region.
- **Client FAMS and Destination Visits**
 - **Host 100 key travel trade clients** through FAMS and destination visits, prioritizing accounts that drive off-peak occupancy.

AIR SERVICE

2026 Goals

Air Service remains an important focus as we will continue to utilize the resources of our aviation consultant, **Ailevon Pacific**, while partnering with **Palm Springs International Airport** to responsibly grow air service for both visitors and residents. With a long-range goal of positioning Greater Palm Springs as an alternative gateway to the Southwest while also driving tourist demand in our off-peak periods, we will work to support the airport's updated Master Plan to better serve new markets, including non-stop, and future overseas routes.

Tactics:

- **NEW** - Develop a **tailored incentive plan** (MRGs, marketing, reduced landing fees, etc.) for extended seasonal flights, and / or new routes.
- **NEW** - Implement a new **GPS Next Aviation webinar**, twice a year, to educate partners on current air service development projects, industry trends, airport updates, etc.
- **Season extension and / or year-round:** Chicago, Atlanta, Salt Lake City, Northeast, Minneapolis, Chicago, and Houston.
- **Increase capacity & focus on success:** U.S. Northeast and Mid-Atlantic markets.
- Pursue **new seasonal, nonstop flights based upon data and research/ visa/ leakage/** markets. Examples: Detroit, Spokane, Philadelphia, Kansas City, St. Louis, Omaha, and Indianapolis.
- Capitalize and leverage the 2026 World Cup and 2028 Olympics to position Greater Palm Springs as an **alternative gateway to the Southwest** for these events, which help to drive demand during off-peak times.
- **Proactive communication** with airline network planners on airport incentives, destination events, and new products.
- Continue to **build relationships** with network planners of foreign based carriers
- Support PSP's master plan for an **FIS / Customs & Border Patrol**.
- Work with VGPS Marketing team in **co-op destination marketing** with airlines, including **frequent flyer marketing** opportunities.
- Maintain presence at **airline industry conferences** while making personal visits to airline headquarters.
- Prepare for future **international service**, advocate for an FIS to allow for new air service from secondary Canadian markets, Mexico, and Europe.
- Continue to focus on **Canadian recovery** and supporting Canadian carries with marketing.

Regional Collaboration

ECONOMIC DEVELOPMENT

Market the Region

- Promote “Thrive & Shine” brand
 - Launch new campaign to market the Valley as a Lifestyle Destination to attract investment, work force talent (medical), entrepreneurs and remote workers. Highlight our lifestyle amenities, climate, and cultural richness as assets for talent attraction and business relocation.
 - Highlight local industry “ambassadors” in target industry clusters
- Publish 12 blog posts for the Economic Development blog
- Distribute two regular economic development newsletters.
 - One monthly local focused for partners and stakeholders
 - One quarterly economic development “sales” focused newsletter to clients and sales leads - launch in q2
 - Develop and implement email lead generation plan (LinkedIn campaign, research buying lists, conference email lists, etc.)
- Create at least four organic “thought leadership” content for LinkedIn, in addition to targeted LinkedIn advertising
- Earn at least 1 tier one media placement focused on regional economic development
- Earn at least 25 media placements that highlight regional economic development
- Participate in at least 2 speaking or thought leadership presentation opportunities a year including conference panels, podcasts, interviews, industry group presentations, and more.
- Attend at least the following trade shows to market GPS for economic development:
 - Meet the Consultants
 - Select USA
 - Site Selectors Guild Fall Forum
- Plan and execute at least 8 site and/or FAM tours for site selectors, CEO's, developers, and others with potential to bring business to the Coachella Valley.
 - Integrate appropriate clients with other planned FAMs
 - Utilize tickets/passes from existing sponsorships
- Directly assist at least 6 companies interested in establishing a new presence or expanding in Greater Palm Springs
- Support VGPS sales in targeting Business and Innovation Events
 - Use resorts and conference centers to attract industry summits, investor forums, and startup showcases.

Placemaking & Development

- Advocate for the Greater Palm Springs Legislative Platform priorities with local, state, and federal lawmakers and agencies to improve infrastructure and reduce barriers for development and support industries
- Identify location, funding, and partnership for an indoor amateur sports facility with groundbreaking in 2027
- Support foreign trade zone utilization and expansion & foreign direct investment for the region
- Provide targeted recommendations to City Managers and Technical Advisory Committee (TAC) members on high-value industry conferences to attend, and actively support their participation: such as the Entertainment Experience Conference and ICSC Las Vegas.

Workforce Development

- Meet at least once a year with industry cluster groups or individual employers to understand workforce development needs and successes
- Work with CSUSB and UCR to Establish Joint Research and Workforce Initiatives
 - Focus on lithium tech, sustainability, Agtech, and advanced manufacturing.
- Work with OneFutureCV to Support Dual Enrollment and Early College Pathways
 - Partner with high schools to expose students to higher education programs earlier.
- Identify and engage existing efforts that function as a Regional Talent Consortium, and explore opportunities to amplify, align, and strengthen their collective impact.
 - Align curriculum, internships, and job placement across COD, UCR, and CSUSB.
 - Host at least one meeting with these organizations to discuss
- Research funding and support for a "Stay Local" Fellowship Program: Providing paid internships and mentorships with local employers for recent grads.

Research & Reports

- Facilitate presentations of the Coachella Valley EDSP and promote it to local governments, non-profits, and industry partners to identify Lead agencies for each action item.
- Support Creative Economy Development Plan and share with partners when completed
- Create data/report tool for development support
- Provide JobsEQ and other relevant on-demand data for developers, site selectors, and partners

Events & Engagement

- Host quarterly TAC roundtables
- Develop Advisory Council to support funding and provide feedback and industry support
 - Meet quarterly
- Explore Regional Business Concierge Program
 - Gather information on what is currently happening in each city for stream-lined permitting, licensing, and site selection support
 - Promote on website
- Develop a Shared Business Incentives Toolkit Online
 - Share a guide of all tax credits, fee waivers, and infrastructure support to reduce friction for investors and entrepreneurs.
- Explore options for a model ordinance or consultant that can help Standardize Zoning and Development Review Processes to Promote consistency in land use regulations and timelines across cities.
- Establish a Valley-Wide Business Retention Task Force
 - Host quarterly
 - Coordinate outreach and support for existing employers to prevent relocation or closure.
- Explore Economic Development event partnerships with State of the Fourth District, Commercial Real Estate Event, Off-Season Wellness Festival, or arts & culture event
- Plan study tours for REACH and Greater Phoenix/Scottsdale and invite TAC or other partners

2026 GOALS	2026	Stretch
Revenue	\$50,000	\$65,000
Blog Posts	12	15
Tier 1 Media Placements	1	3
Other Media Placements	25	35
Thought Leadership Panels, podcast, op-ed	4	6
LinkedIn		
LinkedIn Followers	400	450
Impressions	397,000	435,000
Engagements	700	800
Website Clicks	12,600	15,000
Video Views	72,200	82,000

Tourism Foundation & Workforce Development

Expand Scope

- Continue to facilitate rebranding of the Foundation to reflect expanded mission:
 - Create narrative and talking points to launch the TEAM GPS Foundation
 - Create donor schedule and campaigns to leverage social media
 - Facilitate dynamic, engaging creation of content for social media reflecting impact of the foundation
- Complete updated annual impact report and publish on website.
- Expand Foundation board, update board members role & responsibilities document, create board orientation document

Foundation Fundraising

- Diversify funding streams for the Foundation to support expanded workforce development and youth engagement programs:
 - Pursue grant opportunities aligned with foundation priorities – work with a Grant Writer to identify these opportunities
 - Explore sponsorship opportunities with local events and organizations to amplify program impact
- Maximize sponsorship and stakeholder experience to produce major fundraising events:
 - Champions of Hospitality
 - Golf Tournament
- Create a new fundraising event to align with Restaurant Week – Chef/Student Dinner featuring student culinary programs that pairs local Chefs with students from these programs

Champions Program

- 16 in-person training classes at VGPS or at partner sites
- **Promote online Champions training**
 - Create and implement a strategy to market to groups – focus on workforce for seasonal and/or events (e.g. Modernism, BNP, Date Festival, etc.)
- **Develop two new 1-hour TEAM GPS 2.0 training courses** with .ppt decks / online delivery
 - Topics:
 - The 4 Cs of Sustainability

- Inclusion and Accessibility
- **Enhance engagement with the Ambassador network** in 2026 through:
 - 6 mixers/experiential events
 - 6 Huddle Webinars
 - 2 bus tours
- **Ambassador benefits**
 - Source opportunities and deliver information via email to TEAM GPS Ambassadors
 - Total of 20 opportunities to experience free events and/or discount admission to attractions
- Form an Ambassador Network Volunteer Steering Group of current TEAM GPS Champions, as appropriate, to strengthen engagement, enhance events and experiences, and provide ongoing feedback.

Youth Engagement

- **Facilitate year 3 of “Passport to Leadership”** high school summer leadership program
 - At least 12 students
 - Expand curriculum to include industry clusters identified by ED priorities
- **Host year 2 of Student Hospitality Day** in partnership with all three school districts to expose high school students to careers in hospitality
 - Expand engagement to 120 students
- **Provide mentorship and guidance to Young Professionals Advisory Board** so that they can produce (1) awareness building/fundraising event in 2026
- **Support hospitality industry conference attendance for college hospitality students**
 - 2 from COD for Visit CA's Outlook Forum
 - 2 from CSUSB for DI's Annual Convention
 - 1 student to attend CalTravel's Advocacy Day

Supporting Scholars & Students

- Continue to support of OneFuture and school district collaborations as Co-Chair of OneFuture's Business Engagement Committee:
 - Explore production co-op to create content for Economic Development featuring CTE pathways and academies across the 3 school districts
 - Continue to manage Scholarship Program – college scholars, CVHS Tourism Academy, and study abroad scholarships

Workforce Training & Leadership Development

- Continue to manage partnership with College of the Desert's PaCE Program:
 - Promote Essentials Leaders program
 - Launch Visionary Leaders program
- Join COD Palm Springs campus Hospitality Working Group to ensure hospitality curriculum and programs at new campus align with industry needs
- Host quarterly Workforce Readiness Committee meetings

- Convene a meeting with organizations in the Coachella Valley focused on providing Leadership Training and Education Programs to align priorities and pathways
- Explore State and County pre-apprenticeship and apprenticeship opportunities to unlock funding for the Foundation and other Coachella Valley organizations

Promoting Hospitality Careers & Pathways

- Via:
 - Social media
 - Website updates
 - Media campaigns

Stewardship

Sustainability

Visitor-Focused Sustainability Content

- Continue the “Sustainable Stories” social media series to promote Greater Palm Springs as a sustainability-driven destination.
 - 4 reels a year

Sustainability Thought Leadership

- Work with Communications & Finn Partners on opportunities to present at conferences like NYC’s Climate Action Week in September 2026

Group Sales Market Sustainability Focus

- Equip partner hotels to competitively address sustainability in Group Sales:
 - Continue to deliver sustainability presentation – The 4 Cs of Sustainability during Sales Missions and offer direct consultation with meeting planners to align with their sustainability priorities.
 - Promote the Sustainable Meetings Toolkit, including:
 - A Sustainability Webinar
 - A Sustainability Checklist
 - The PCMA Whitepaper
 - Ensure these resources are hosted on a dedicated Sustainability page within the Meetings site.

Partnership with Kind Traveler

- Provide support to onboard 5 additional properties to Kind Traveler program and amplify its impact to support local non-profits.

Cultural Tourism

Accessibility Promotion

- Finalize and promote 30 total businesses and Greater Palm Springs being “Destination Verified” by Wheel the World
- Develop Accessibility focused webinar for partners

Certified Autism Destination

- Add 10 more Certified Autism Centers in 2026
- Promote autism certification grant program through foundation

Inclusion Training

- Organize comprehensive training for VGPS staff and partners to deepen understanding of inclusion and the diverse experiences of travelers, ensuring a welcoming environment for all – work with Dr. Bella and IGLTA Gender Diverse Advisory on training for partners and staff
- Co-author journal article with Dr. Bella Vongvisitsin from Hong Kong Metropolitan University on “Visit Greater Palm Springs’ initiatives in promoting a sense of community and engaging with youths, especially those from LGBTQ+ backgrounds.”

Support for Underserved Communities

- Promote partnership with Caravanserai Project to support a cohort of local artists and artisans with business training and opportunities to expand their networks and visibility.
 - Create visitor facing content featuring artists
 - Plan and facilitate showcase event in the Fall of 2026 to highlight this partnership

Advocacy

Legislative Advocacy

- Pursue funding for priority initiatives in the 2026 Legislative Platform:
 - Workforce development training programs
 - Grants to support businesses in becoming autism-certified
- Promote SB 346 cleanup bill to include JPA’s
- Monitor legislation and promote 2026 Legislative Platform
- Meet at least once with key legislators and government representatives to share legislative priorities

Regional Sustainability Initiatives

- Engage with Blue Zones initiatives in Palm Springs/Coachella and report to staff/board/partners on initiatives and opportunities.
 - Highlight in at least 2 blog or social posts
- Participate in CVAG meetings of Sustainability Directors from the member cities, and Riverside County to strategize and align sustainability goals to create a unified regional approach.

Vacation Rental Education/Research

Refresh local “One Coachella Valley: Short-term rental, Long-term benefits” Campaign

- Utilize results of 2025 **Coachella Valley Resident Survey** to refresh campaign creative and messaging.
- Promote the benefits of **well-regulated vacation rentals** to the local community.
- Enhance awareness and support for vacation rentals as a positive contributor to the Coachella Valley.

Partnership with Rent Responsibly

- Create location regulations guide and share with real estate agents and hosts
- Host 2 in-person and 2 online host education webinars with Rent Responsibly
 - Explore “host verification” program with Rent Responsibly to highlight good operators

Stakeholder & Partner Engagement

- Provide annual STVR TBID marketing update for stakeholders
- Meet with all 9 cities and the county at least once to discuss TBID collection and help improve processes
- Meet at least once with Airbnb and Expedia to discuss TBID collection

Restaurant Week & Spa Month

Restaurant Week 2026

May 29 – June 7

- At least 120 restaurant participating
- Host restaurant bootcamp to support participating restaurants
- Add 2 additional sponsors
- Maintain sponsorship from all nine cities at some level

Spa Month 2026

- Add sponsorship levels and secure at least 5 sponsors
- Host Spa Month bootcamp to support participating spas
- At least 40 participating spas or wellness events

Partnership & Community Engagement

Continued No-Cost Benefits

- Maintain free benefits for tourism-related businesses in the Coachella Valley, including:
 - **Basic website listings.**
 - Invitations to **partner events.**
 - **Brochure distribution** in the Visitor Center.
 - Opportunities to participate in **FAM tours.**

Affordable Advertising & Sponsorship Opportunities

- **Collaborate with DTN** to offer partners website advertising opportunities.

- **Provide low-cost co-op advertising and event sponsorship opportunities** to help businesses amplify their visibility.

Enhanced Partner Communications

- **Strengthen engagement with partners** by increasing communication about:
 - Visit Greater Palm Springs' efforts to promote the valley
 - Opportunities for participation in campaigns and initiatives
- **Use a variety of channels to connect with partners**, including:
 - Email communications
 - Presentations to local community groups
 - Updates via @teamgreaterps social channels
 - Webinars to share insights and opportunities

PARTNERSHIP & TOURISM FOUNDATION

REVENUE GOALS	2025 Goal	2025 actual	2026 Goal	Stretch goal
Partnership Revenue	\$180,000	\$172,929	\$180,000	\$210,000
DTN-Website	\$100,000	\$113,891	\$100,000	\$120,000
Restaurant Week	\$80,000	\$86,300	\$80,000	\$100,000
Spa Month			\$15,000	\$25,000
Total	\$360,000	\$373,120	\$375,000	\$455,000
Fundraising				
Oasis Awards Gala	\$125,000	\$151,695	\$150,000	\$165,000
Golf Tournament	\$35,000	\$40,109	\$35,000	\$40,000
Other (auctions, sponsors)	\$25,000	\$19,546	\$25,000	\$30,000
Grants	\$50,000	\$27,500	\$50,000	\$60,000
Total	\$235,000	\$238,850	\$260,000	\$295,000
TEAM GPS				
Registrations (in-person)	150	174	150	180
Registrations (online)	200	78	100	130

Visit Greater Palm Springs is committed to adapting and evolving as market conditions fluctuate. We stay closely connected to our stakeholders, ground our decisions in timely research and performance data, and make disciplined adjustments when needed—so our resources are deployed efficiently and deliver the strongest possible outcomes for our nine-city destination.



70100 Highway 111 / Rancho Mirage, CA 92270
760.770.9000 / 800.967.3767

Warrants and Demands

The following pages reflect the payments issued for the period of December 1, 2025 through December 31, 2025 from Pacific Premier Bank.

Signed by:

Scott White

1/14/2026

B8403221A077453...

Scott White, President/CEO
Visit Greater Palm Springs

Signed by:

Brian Kelly

1/13/2026

E712A3168F2D4AZ...

Brian Kelly, Vice President, Finance and Administration
Visit Greater Palm Springs

DocuSigned by:

Rolf Hoehn

1/14/2026

EB066068F73F47C...

Rolf Hoehn
Chair, Board of Directors



9 cities. one beautiful oasis.

visitgreaterpalm Springs.com @visitgreaterps

Company Visit Greater Palm Springs
Report Check register
Created 1/13/2025
Bank Pacific Premier Bank Account no: 8000212688

Date	Vendor	Document no.	Amount	Type
12/1/2025	V00799--Divvy Account	ACH12/01/25 Div	183,059.97	EFT
12/2/2025	V01548--General Motors Financial Company, Inc.	ACH12/02/25GM	2,125.21	EFT
12/3/2025	V00017--Ailevon, LLC #	ACH12/03/25	7,067.75	EFT
12/3/2025	V00326--Maritz Global Events Inc.#	ACH12/03/25Mari	13,500.00	EFT
12/3/2025	V00835--Medical Air Services Association (MASA) #	ACH12/03/25MASA	327.00	EFT
12/4/2025	V01549--Calum McSwiggan #	47344	1,202.15	EFT
12/4/2025	V00011--Ace Transportation	64659	841.50	Check
12/4/2025	V00057--BASIC PVR	64660	7,424.49	Check
12/4/2025	V00838--Big Wheel Tours, Inc.	64661	278.00	Check
12/4/2025	V01019--Brian Wanzek	64662	200.00	Check
12/4/2025	V01352--Caupain LLC dba Si Bon	64663	5,440.00	Check
12/4/2025	V00094--CDW Government	64664	487.00	Check
12/4/2025	V01132--Coachella Valley Garden Service, Inc.	64665	1,450.00	Check
12/4/2025	V01080--CV Strategies	64666	10,992.50	Check
12/4/2025	V00845--David Dixon	64667	600.00	Check
12/4/2025	V01060--Douglas L VanSant Jr dba VanSant Studios, LLC.	64668	14,945.00	Check
12/4/2025	V01371--Downs & St. Germain Research	64669	17,000.00	Check
12/4/2025	V01551--Emily Childers	64670	940.36	Check
12/4/2025	V00179--Enterprise	64671	133.21	Check
12/4/2025	V00692--Eric Scott Caplan	64672	98.25	Check
12/4/2025	V00194--FIND Food Bank	64673	240.00	Check
12/4/2025	V00195--Fired Up Culture	64674	6,654.00	Check
12/4/2025	V01547--Global Spectrum, LP	64675	142,263.52	Check
12/4/2025	V00221--Go West Summit	64676	980.00	Check
12/4/2025	V00958--HP Inc.	64677	236.70	Check
12/4/2025	V00811--IRF - Incentive Research Foundation	64678	5,000.00	Check
12/4/2025	V00274--JNS Media Specialist	64679	418,602.43	Check
12/4/2025	V01531--Kimberly Sanchez	64680	1,485.00	Check

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Date	Vendor	Document no.	Amount	Type
12/4/2025	V00309--Lin Lines Inc.	64681	1,939.85	Check
12/4/2025	V00875--LNRS Data Services Inc	64682	3,741.02	Check
12/4/2025	V01048--Lulu California Bistro	64683	5,445.48	Check
12/4/2025	V00999--Manuel Elziciano Dela Rosa	64684	500.00	Check
12/4/2025	V00335--Meeting Professionals International	64685	575.00	Check
12/4/2025	V01295--MGM Resort International	64686	448.49	Check
12/4/2025	V01249--Mission Hills Country Club, Inc.	64687	2,010.00	Check
12/4/2025	V01208--Mure Browning dba Atrium Apothecary Inc.	64688	412.66	Check
12/4/2025	V00377--ODP Business Solutions, LLC	64689	1,347.35	Check
12/4/2025	V00406--Part Time Genius	64690	1,500.00	Check
12/4/2025	V00412--Petty Cash	64691	176.72	Check
12/4/2025	V00430--Professional Convention Management Association - PCMA	64692	485.00	Check
12/4/2025	V00480--Shields Date Garden	64693	675.00	Check
12/4/2025	V01302--Sports Events and Tourism Association	64694	1,195.00	Check
12/4/2025	V00810--Superbloom Group LLC	64695	165.00	Check
12/4/2025	V00578--Travel Unity, Inc.	64696	821.38	Check
12/4/2025	V00587--Truly Nolen	64697	102.00	Check
12/4/2025	V00597--Uline	64698	975.33	Check
12/4/2025	V00604--United Way of the Desert	64699	62.00	Check
12/4/2025	V00607--UPS Supply Chain Solutions, Inc.	64700	8,431.27	Check
12/4/2025	V00800--Vacation Rental Compliance	64701	4,950.00	Check
12/4/2025	V00640--Windmill City Screen Printing	64702	203.39	Check
12/4/2025	V00642--Xpress Graphics	64703	2,749.31	Check
12/4/2025	V01042--Zash Snacks LLC	64704	67.50	Check
12/4/2025	V00622--Vision Service Plan (CA) #	ACH12/04/25VSP	1,105.41	EFT
12/5/2025	V00049--AVIAREPS Marketing Garden Holdings Ltd #	47545	2,943.00	EFT
12/5/2025	V01543--US Airtours UK Ltd #	47582	5,000.00	EFT
12/5/2025	V00244--Hotelbeds USA #	ACH12/05/25HB	35,000.00	EFT

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Date	Vendor	Document no.	Amount	Type
12/5/2025	V00912--International Board of Credentialing & Continuing Education Star	ACH12/05/25IBCC	3,878.00	EFT
12/5/2025	V01096--Palm Springs Convention Center Managed by AEG	Voided - 64611	-47,683.23	Check
12/8/2025	V00056--BASIC Benefits #	ACH12/8/25Basi	258.44	EFT
12/8/2025	V00056--BASIC Benefits #	ACH12/8/25Basic	43.16	EFT
12/8/2025	V00089--CalPERS Fiscal Services Division #	ACH12/8/25CalPE	126,328.23	EFT
12/8/2025	V01547--Global Spectrum, LP	Wire12/08/25GS	47,683.23	EFT
12/9/2025	V01249--Mission Hills Country Club, Inc.	Voided - 64687	-2,010.00	Check
12/11/2025	V00044--AT&T Mobility	64705	1,185.26	Check
12/11/2025	V00819--Baker Tilly US, LLP	64706	29,232.34	Check
12/11/2025	V00073--Brandini	64707	1,627.20	Check
12/11/2025	V00076--Bright Event Rentals	64708	17,082.55	Check
12/11/2025	V00093--Cardiff Limousine & Transportation	64709	323.40	Check
12/11/2025	V00663--Conference Direct LLC	64710	1,800.00	Check
12/11/2025	V00873--Connect Worldwide	64711	3,000.00	Check
12/11/2025	V01080--CV Strategies	64712	4,357.50	Check
12/11/2025	V00845--David Dixon	64713	300.00	Check
12/11/2025	V00146--Desert Adventures Red Jeep Tour & Events	64714	1,802.50	Check
12/11/2025	V00159--Destination PSP	64715	3,800.28	Check
12/11/2025	V00944--Destinations International	64716	3,190.00	Check
12/11/2025	V01510--Diane Przepiorski	64717	573.96	Check
12/11/2025	V01515--Drag & Fly Tours Inc	64718	1,842.20	Check
12/11/2025	V01192--Elbi Clean LLC	64719	3,240.00	Check
12/11/2025	V00692--Eric Scott Caplan	64720	2,408.25	Check
12/11/2025	V00205--Fresh Eddie Productions, LLC	64721	2,500.00	Check
12/11/2025	V00722--Garcia Plumbing Co.	64722	250.00	Check
12/11/2025	V01445--Granicus LLC	64723	47,488.01	Check
12/11/2025	V00703--Hilton Palm Springs	64724	11,132.24	Check
12/11/2025	V00259--Image360	64725	1,115.81	Check

Company Visit Greater Palm Springs
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Date	Vendor	Document no.	Amount	Type
12/11/2025	V00274--JNS Media Specialist	64726	9,916.57	Check
12/11/2025	V00723--Joshua Agle	64727	295.00	Check
12/11/2025	V00965--Lara Kiniris	64728	705.00	Check
12/11/2025	V01206--Las Vegas Expo Inc. dba LVE	64729	61,040.12	Check
12/11/2025	V00309--Lin Lines Inc.	64730	1,272.65	Check
12/11/2025	V00322--Teo Denjo	64731	400.00	Check
12/11/2025	V01306--Memoria Films Inc.	64732	4,000.00	Check
12/11/2025	V01249--Mission Hills Country Club, Inc.	64733	2,010.00	Check
12/11/2025	V00351--MMGY Global, LLC NJF	64734	14,891.38	Check
12/11/2025	V01534--National Association of Neonatal Nurses	64735	4,269.00	Check
12/11/2025	V00377--ODP Business Solutions, LLC	64736	710.74	Check
12/11/2025	V01546--Palm Springs Cultural Center	64737	2,500.00	Check
12/11/2025	V01346--Pitney Bowes Bank Inc Purchase Power	64738	378.00	Check
12/11/2025	V00448--Renaissance Esmeralda Resort & Spa	64739	4,000.00	Check
12/11/2025	V01561--Rian Mason	64740	90.00	Check
12/11/2025	V01558--Smart Yard Systems	64741	950.00	Check
12/11/2025	V00500--Southern California Edison	64742	1,718.88	Check
12/11/2025	V01529--The LGBTQ Community Center of the Desert	64743	2,000.00	Check
12/11/2025	V01455--The Multiple of the American Industrial Real Estate Association	64744	1,725.00	Check
12/11/2025	V01156--Thick As Thieves Inc.	64745	701.39	Check
12/11/2025	V00574--TPX Communications	64746	5,228.31	Check
12/11/2025	V01259--Traka USA LLC	64747	291.00	Check
12/11/2025	V00587--Truly Nolen	64748	102.00	Check
12/11/2025	V00597--Uline	64749	223.23	Check
12/11/2025	V01247--Unchained Group, LLC	64750	3,100.00	Check
12/11/2025	V00606--UPS - United Parcel Service	64751	403.01	Check
12/11/2025	V00612--Valley Office Equipment	64752	571.08	Check
12/11/2025	V00642--Xpress Graphics	64753	2,005.50	Check

Company Visit Greater Palm Springs
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Date	Vendor	Document no.	Amount	Type
12/11/2025	V01534--National Association of Neonatal Nurses	64754	4,269.00	Check
12/11/2025	V01350--Empower#	697002609172	17,517.02	EFT
12/11/2025	V01534--National Association of Neonatal Nurses	Voided - 64735	-4,269.00	Check
12/12/2025	V00861--Finn Partners Limited ##	48000	15,416.00	EFT
12/12/2025	V00359--MSi #	48001	1,215.39	EFT
12/12/2025	V00352--mN' Organisation #	48002	4,732.68	EFT
12/12/2025	V00917--Atlantic Link aps #	48004	2,770.00	EFT
12/12/2025	V01556--Zoku Group Pty Ltd #	48014	15,000.00	EFT
12/12/2025	V00252--IAGTO #	48015	1,000.00	EFT
12/12/2025	V01350--Empower#	695364653428	12,518.91	EFT
12/12/2025	V00017--Ailevon, LLC #	ACH12/12/25Aile	7,067.75	EFT
12/12/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH12/12/25BPA	1,150.00	EFT
12/12/2025	V00124--Colonial Life Premium Processing #	ACH12/12/25Col	6,487.80	EFT
12/15/2025	V00770--Slovak Baron Empey Murphy & Pinkney LLP #	ACH12/15/25Slov	2,272.12	EFT
12/18/2025	V00154--Desert Publications, Inc.	64756	450.00	Check
12/18/2025	V01315--American Exposition Services, Inc	64757	16,731.32	Check
12/18/2025	V00741--Aspen Mills	64758	149.50	Check
12/18/2025	V01559--Biotechnology Innovation Organization	64759	650.00	Check
12/18/2025	V00067--BMW North America LLC / BMW Performance Center	64760	2,500.00	Check
12/18/2025	V01342--Brian Sonia-Wallace	64761	1,200.00	Check
12/18/2025	V00078--Burrtec Waste & Recycling Svcs	64762	254.34	Check
12/18/2025	V00084--California Grocers Association	64763	2,000.00	Check
12/18/2025	V00088--California Travel Association	64764	2,000.00	Check
12/18/2025	V00093--Cardiff Limousine & Transportation	64765	137.80	Check
12/18/2025	V00123--College of the Desert - Foundation	64766	10,000.00	Check
12/18/2025	V00845--David Dixon	64767	400.00	Check
12/18/2025	V00670--DavisFarr LLP	64768	13,000.00	Check
12/18/2025	V00146--Desert Adventures Red Jeep Tour & Events	64769	690.00	Check

Company Visit Greater Palm Springs
Report Check register
Created 1/13/2025
Bank Pacific Premier Bank Account no: 8000212688

Date	Vendor	Document no.	Amount	Type
12/18/2025	V00830--Desert Arc Shredding & Recycling	64770	45.00	Check
12/18/2025	V00274--JNS Media Specialist	64771	215,117.57	Check
12/18/2025	V01560--Juana Suarez	64772	500.00	Check
12/18/2025	V01444--Lisa Marie Hart	64773	800.00	Check
12/18/2025	V00351--MMGY Global, LLC NJF	64774	2,100.00	Check
12/18/2025	V01463--Nellie Day	64775	375.00	Check
12/18/2025	V00994--Tara Howard Petrilla	64776	800.00	Check
12/18/2025	V00578--Travel Unity, Inc.	64777	628.96	Check
12/18/2025	V00718--TravPro Mobile LLC	64778	12,600.00	Check
12/18/2025	V00607--UPS Supply Chain Solutions, Inc.	64779	2,160.51	Check
12/18/2025	V00788--Xochitl Pena	64780	600.00	Check
12/18/2025	V00642--Xpress Graphics	64781	112.34	Check
12/18/2025	V01042--Zash Snacks LLC	64782	182.50	Check
12/18/2025	V00154--Desert Publications, Inc.	Voided - 64755	0.00	Check
12/19/2025	V01345--Ameritas Life Insurance Corp.	ACH12/19/25Amer	6,493.44	EFT
12/22/2025	V00042--Association of Canadian Travel Agencies #	48661	1,507.14	EFT
12/22/2025	V01553--AVIAREPS Assessoria em Turismo Ltda #	ACH12/12/25AVIA	3,000.00	EFT
12/22/2025	V00835--Medical Air Services Association (MASA) #	ACH12/22/25MASA	327.00	EFT
12/22/2025	V01222--Wheel the World Inc #	Voided - 64619	-15,000.00	Check
12/23/2025	V01353--Brite and Clean Inc dba Brite & Clean Windows	64783	761.00	Check
12/23/2025	V00659--Chelsea N Dorris dba Chelsea Nicole Make Up and Hair	64784	13,000.00	Check
12/23/2025	V00856--Express Frames	64785	792.00	Check
12/23/2025	V01563--Happy To Help Handy Guy	64786	1,077.50	Check
12/23/2025	V00607--UPS Supply Chain Solutions, Inc.	64787	3,464.50	Check
12/23/2025	V01177--Pre-Paid Legal Services Inc dba Legal Shield #	ACH12/23/25Lega	484.80	EFT
12/24/2025	V01350--Empower#	697002789004	14,141.74	EFT
12/24/2025	V01350--Empower#	697002789006	8,574.91	EFT
12/24/2025	V01350--Empower#	701430285554	6,381.97	EFT

Company **Visit Greater Palm Springs**
Report **Check register**
Created **1/13/2025**
Bank **Pacific Premier Bank Account no: 8000212688**

Date	Vendor	Document no.	Amount	Type
12/24/2025	V01361--Benefit Plans Administrative Services, LLC #	ACH12/24/25BPA	1,150.00	EFT
12/24/2025	V00623--Visit California #	ACH12/24/25VC	3,000.00	EFT
12/24/2025	V01222--Wheel the World Inc #	ACH12/24/25Whee	15,000.00	EFT
12/30/2025	V00056--BASIC Benefits #	ACH12/30/25Bas	43.16	EFT
12/30/2025	V00056--BASIC Benefits #	ACH12/30/25Basi	253.47	EFT

Total for Operating

1,756,633.53

**Visit Greater Palm Springs
Statement of Activities - Actual vs Budget
As of November 30, 2025**

	YTD	YTD		
	11/30/2024	11/30/2025		
	Actual	Actual	Budget	Variance*
Revenue				
TBID - Hotels	\$ 6,677,098	\$ 6,667,458	\$ 6,602,725	\$ 64,733
TBID - Vacation Rentals	454,570	602,971	635,574	(32,602)
JPA Funding	1,462,573	1,415,093	1,424,442	(9,350)
City Marketing Partnerships	161,984	136,190	160,638	(24,448)
Tribal Voluntary	32,118	31,324	27,477	3,846
Partnership Fees	71,129	79,724	28,386	51,338
Advertising & Website Revenues	187,148	186,524	156,874	29,651
Joint Share Partnerships	282,775	99,230	70,200	29,030
Grants	128,881	30,000	0	30,000
Net Investment Income	695,513	500,117	541,684	(41,567)
Total Revenue	\$ 10,153,789	\$ 9,748,631	\$ 9,648,000	\$ 100,631
Expenses				
Labor - Wages	\$ 2,796,077	\$ 2,896,905	\$ 3,215,860	\$ (318,955)
Labor - Taxes & Benefits	1,331,052	1,392,334	1,368,727	23,607
Marketing Production	104,672	132,839	228,083	(95,245)
Media Placement & Digital Marketing	3,582,366	3,964,339	4,156,653	(192,313)
Collateral Material	18,464	14,365	43,242	(28,877)
Familiarization Trips	394,900	355,993	292,450	63,544
Tradeshows / Sales Missions	786,216	917,115	1,020,092	(102,977)
Travel & Lodging	21,760	20,982	36,008	(15,027)
Special Promotions & Representation	2,018,552	770,372	958,010	(187,638)
Collection Fees	21,182	28,673	31,779	(3,106)
Event Hosting	701,650	936,793	955,350	(18,557)
Research	194,136	430,678	379,809	50,868
IT - Information Technology	48,003	102,576	85,750	16,827
Professional Fee	304,865	247,514	256,176	(8,662)
Overhead-Supplies-Utilities-Fees	731,231	794,783	803,667	(8,884)
Capital Outlay	65,992	0	127,000	(127,000)
Total Expenses	\$ 13,121,118	\$ 13,006,261	\$ 13,958,656	\$ (952,395)
Total Revenues Less Expenses	\$ (2,967,329)	\$ (3,257,630)	\$ (4,310,656)	\$ 1,053,026

* Notes for Budget Variances > \$100k

Labor Costs

This is a timing variance. Actual payroll verses budget allocation method differs slightly. Payroll costs are expected to align with budget at fiscal year end.

Media Placement & Digital Marketing

This is a timing variance.

Tradeshows / Sales Missions

This is a timing variance.

Special Promotions & Representation

This is a timing variance. Meet the Mentor programming shifted to later in year.

Capital Outlay

Vehicle was leased instead of a cash purchase