Visit Greater Palm Springs

Visitor Tracking Report
January – March 2025

Methodology

Data Collection:

From January 1, 2025, to March 31, 2025, **877 visitors** were interviewed in person at various locations, including the airport, a hotel, museums, public exhibits, downtown areas, special events, and other public spaces throughout Greater Palm Springs.

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

Executive Visitor Profile Summary

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Visitor Profile: Overview

28%

First-time Visitor

55

Median Age

2.9

Travel Party Size

4.2(Hotels) & **13.8** (STVR)

Length of Stay

50%

Travel as a couple

12%

Travel with children

11%

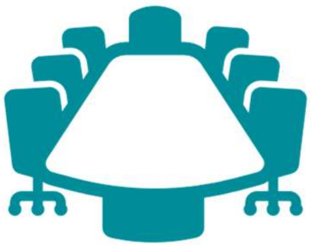
Have additional support needs

19%

LGBTQ+

Visitor Profile: Business Traveler

- 12% of all visitors came to the area for business.



26%

Extended their business trip

15%

Uncertain about extending their business trip

Visitor Profile: Spending, Length of Stay, and Income

$716

Daily Travel Party Spend

8.7

Length of Stay

$6,229

Total Travel Party Spend per Trip

$186,110

Median Household Income

Visitor Profile: Planning and Booking

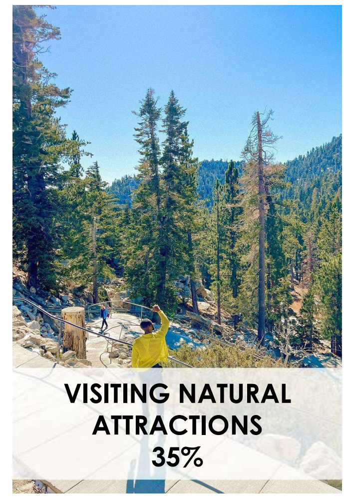
91 Days

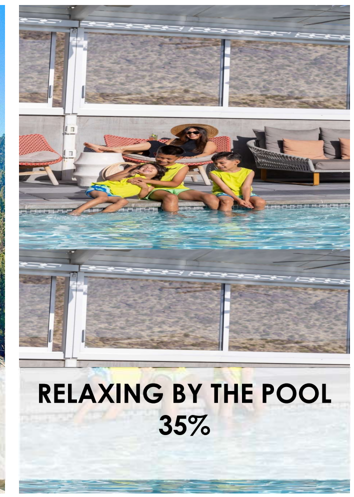
Typical **planning** window

83 Days

Typical **booking** window

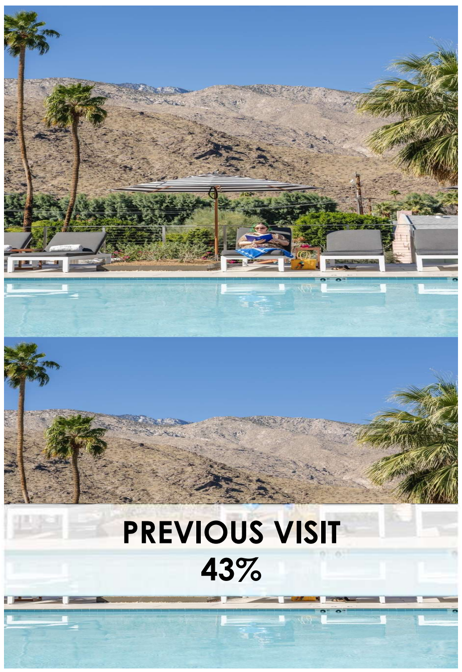
Visitor Profile: Top Activities in the Area*





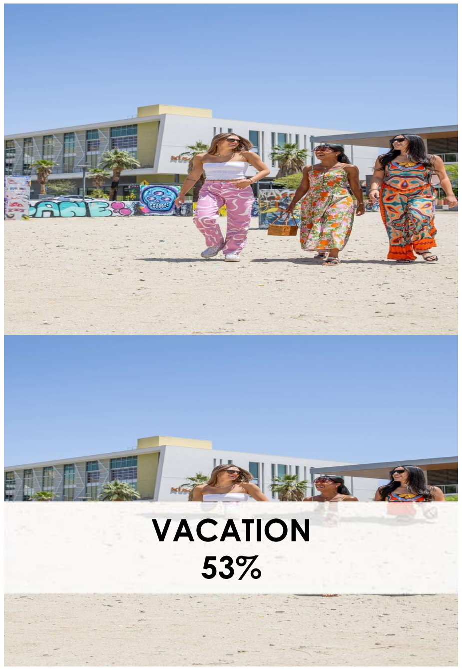
*Multiple responses permitted

Visitor Profile: Top Information Sources*

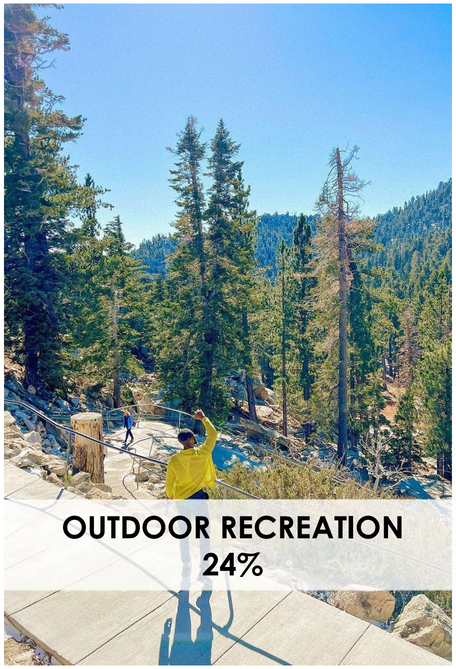


*Multiple responses permitted

Visitor Profile: Top Reasons for Visiting*



VACATION
53%

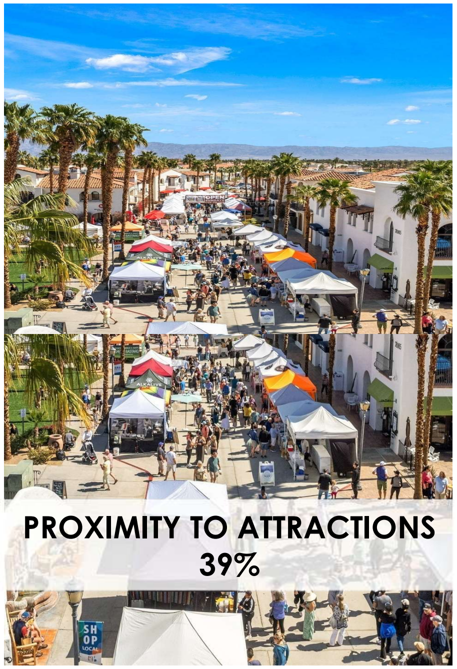


OUTDOOR RECREATION
24%

ARTS AND CULTURE
17%

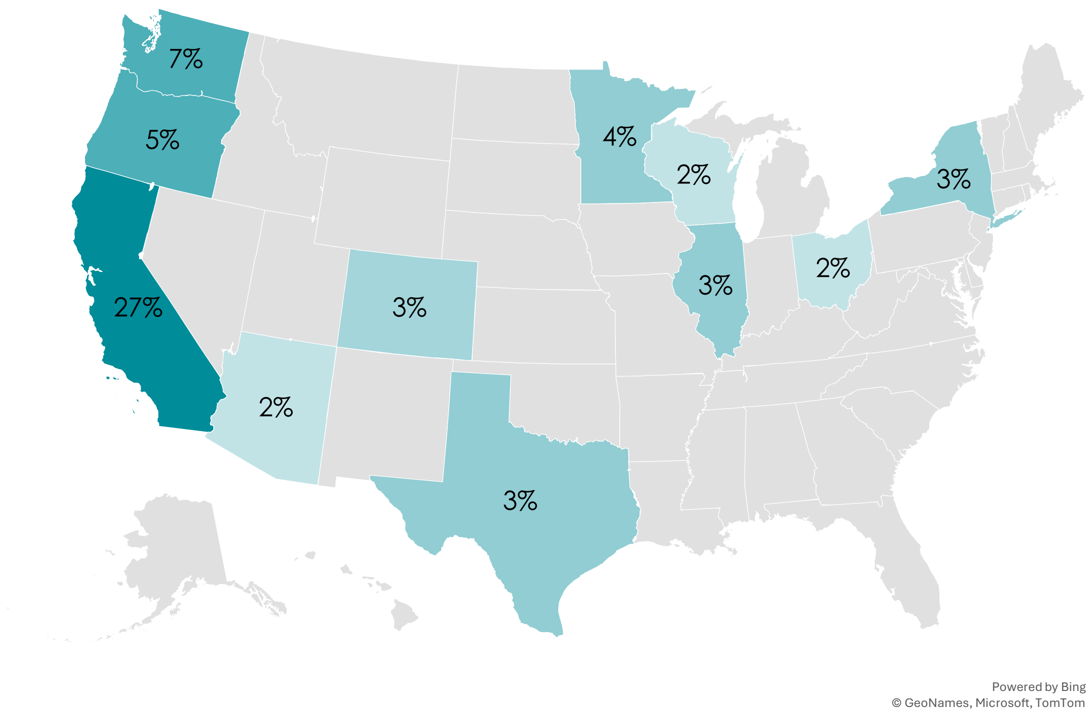
*Up to three responses permitted

Visitor Profile: Top Reasons for Choosing Paid Accommodations*



*Multiple responses permitted

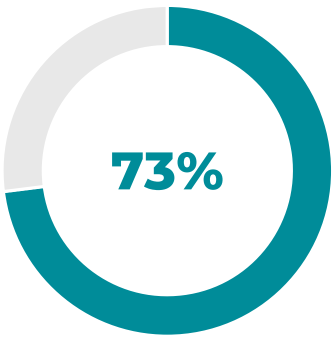
Visitor Origin & Transportation



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

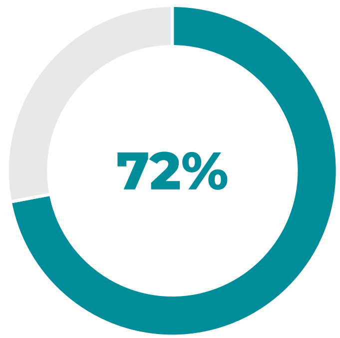
Top Transportation & Airports	Percent
Driving	45%
Palm Springs International Airport (PSP)	50%
Los Angeles International Airport (LAX)	3%

Experience Satisfaction, Intention to Recommend, and Return



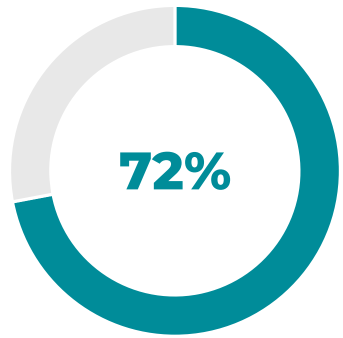
VERY SATISFIED

73% of visitors reported being **very satisfied** with their experience



HIGHLY RECOMMEND

72% of visitors said they would **highly recommend** the Greater Palm Springs area



VERY LIKELY RETURN

72% of visitors said that they were **very likely** to return to the area

Top Reasons for Being Very Satisfied

WEATHER AND CLIMATE

"Warm weather."

VARIETY OF ACTIVITIES/ATTRACTIONS

"Love the downtown Palm Springs area, including the art museum."

FRIENDLY PEOPLE AND LOCAL HOSPITALITY

"Everyone is so welcoming and friendly."

Visitor Profile Insights

Insights	Actionable Items
Many visitors are repeat travelers	Create exclusive offers for return visitors
Dining, relaxing, and shopping top activity list	Prioritize these themes in content, guides, and promotional campaigns
Visitors are affluent, older, and child-free	Highlight luxury, wellness, arts, and upscale experiences in marketing
Business trips often extend into leisure	Promote "bleisure" messaging; offer post-conference leisure packages
Visitors motivated by past visits and recommendations	Use testimonials and word-of-mouth strategies
Weather and hospitality drive satisfaction	Emphasize warmth and welcoming atmosphere in brand storytelling
Proximity and amenities drive lodging choices	Promote features like convenient locations and extensive or unique amenities
Some desire more attractions or affordable options	Enhance current offerings and promote value-added experiences

Detailed Findings

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Study Objectives: Visitor Journey

Pre-Visit

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

Travel Party Profile

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

Trip Experience

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

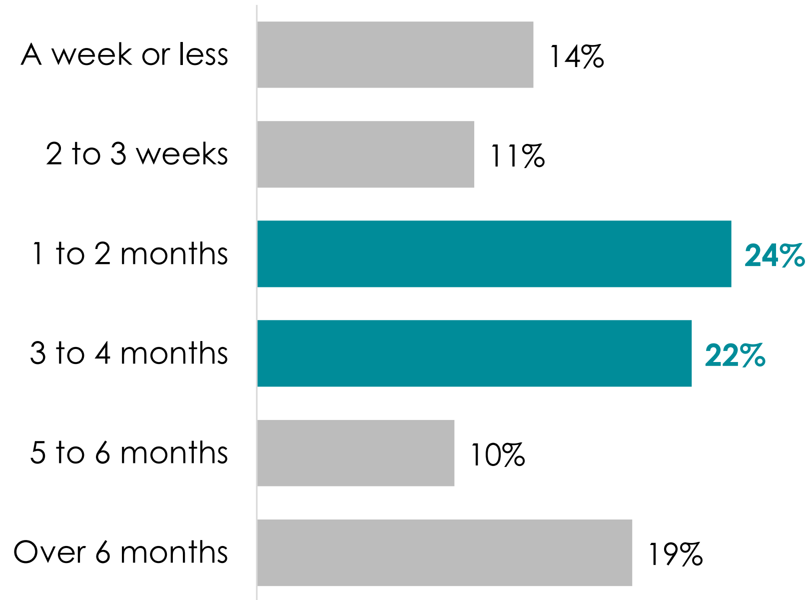
Post Trip Evaluation

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

Study Objectives: Visitor Journey

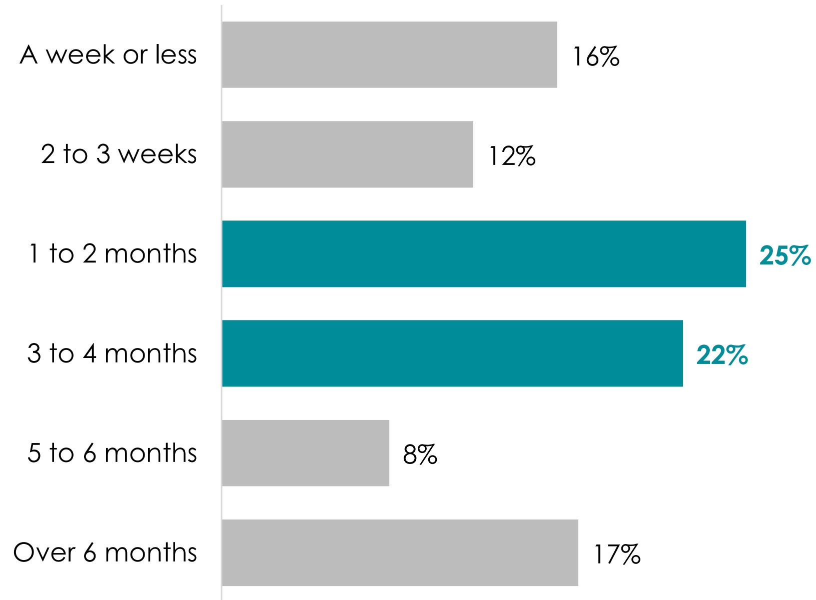
Trip Planning Cycle

- Nearly **half** of the visitors had a planning window of **less than 3 months**
- The typical trip planning cycle was **91** days



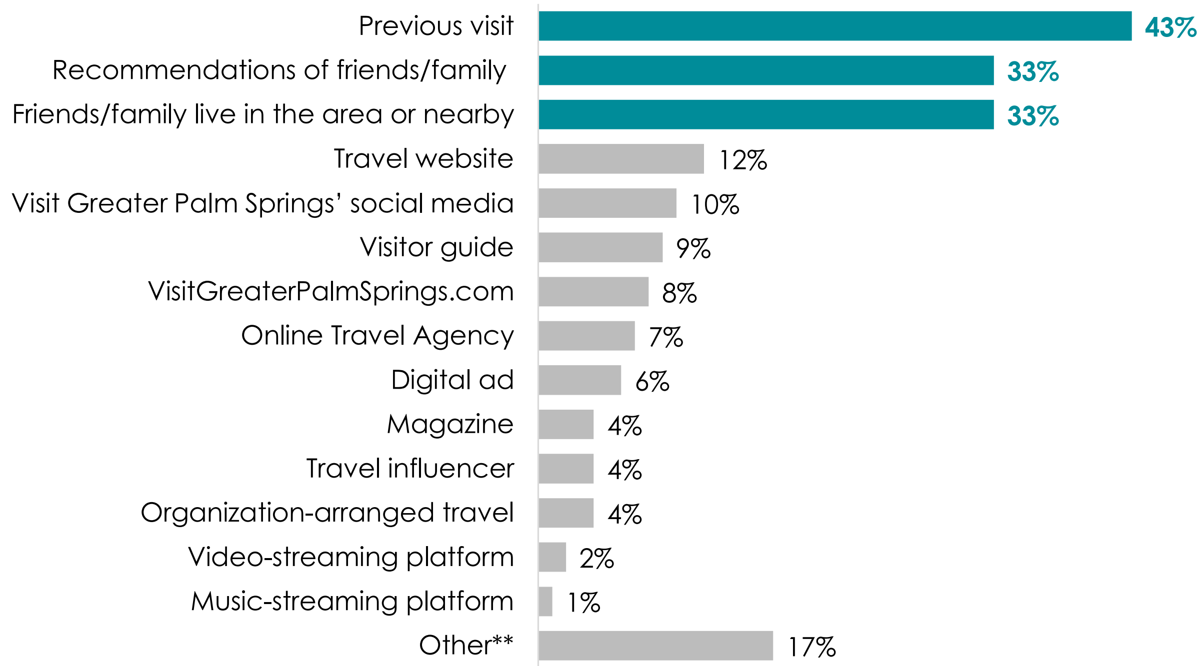
Trip Booking Cycle

- Over **half** of the visitors had a booking window of **less than 3 months**
- The median trip booking cycle was **83** days – about a week after they finalize their travel plans



Trip Planning Sources*

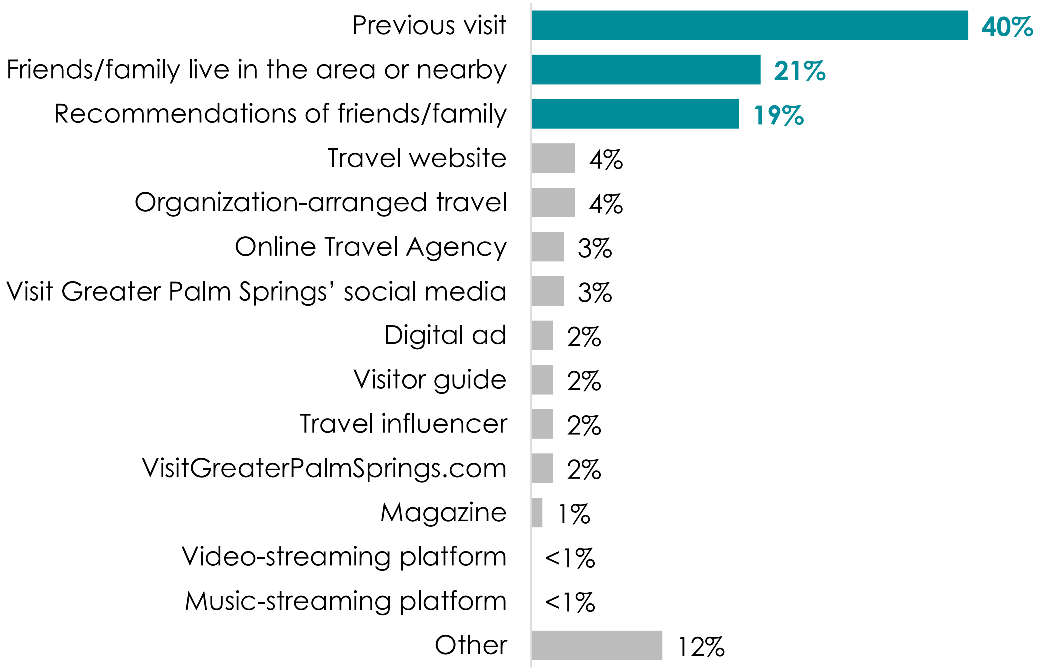
- Over **4 in 10** of the visitors planned their trip based on their **previous visit**
- Around **1 in 10** of the visitors consulted:
  - Travel websites
  - Visit Greater Palm Springs' social media
  - The visitor guide
  - The official website



*Multiple responses permitted.
**Other open-ended responses included answers such as airline or hotel websites and local news.

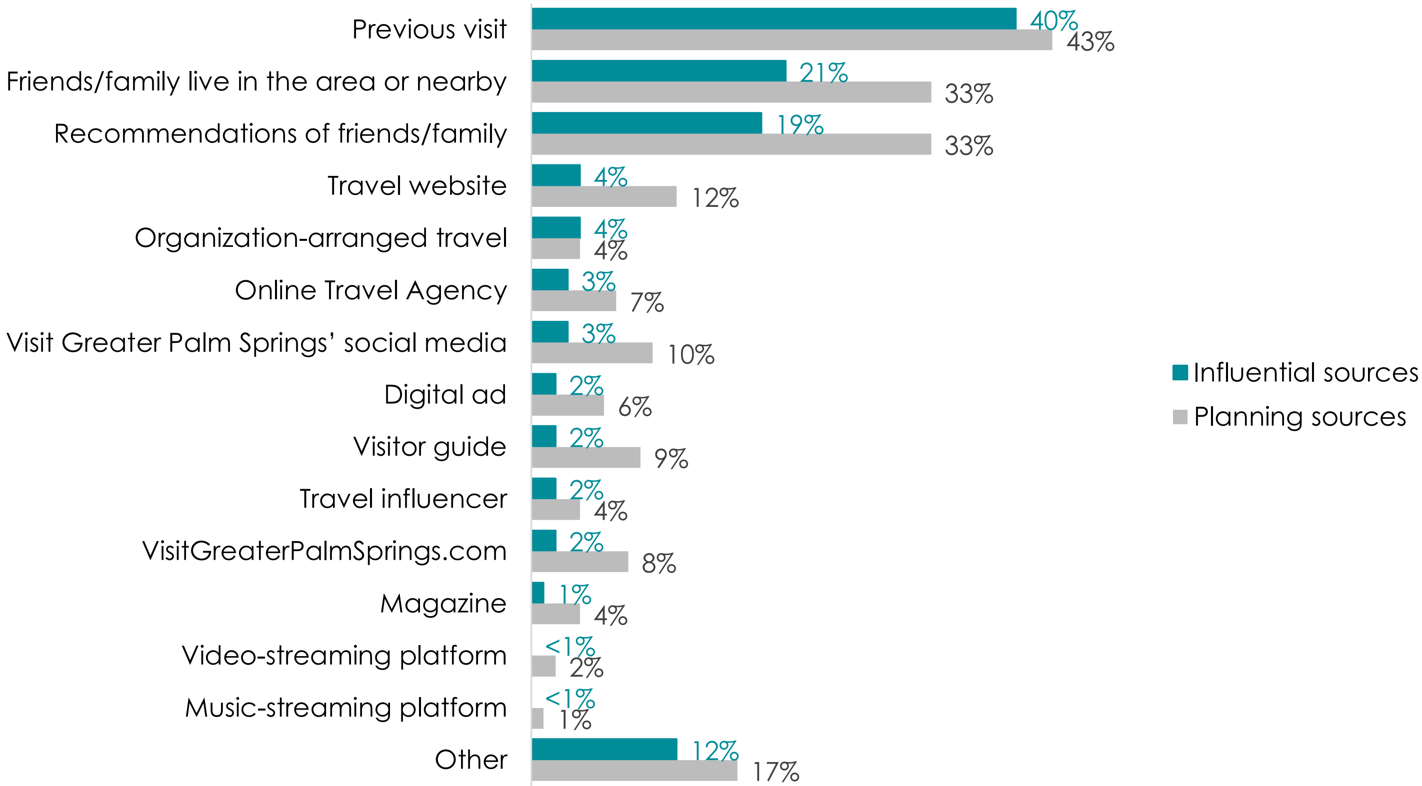
Influential Sources*

- **2 in 5** travelers said **previous visit(s)** were influential in their decision to come to the area
- Over **1 in 5** were most influenced by having **friends and/or family in the area**
- Nearly **1 in 5** said that **recommendations of friends/family** were very influential and likewise impacted their decision to come



*Only asked to those who selected it as a trip planning source. Multiple responses permitted.

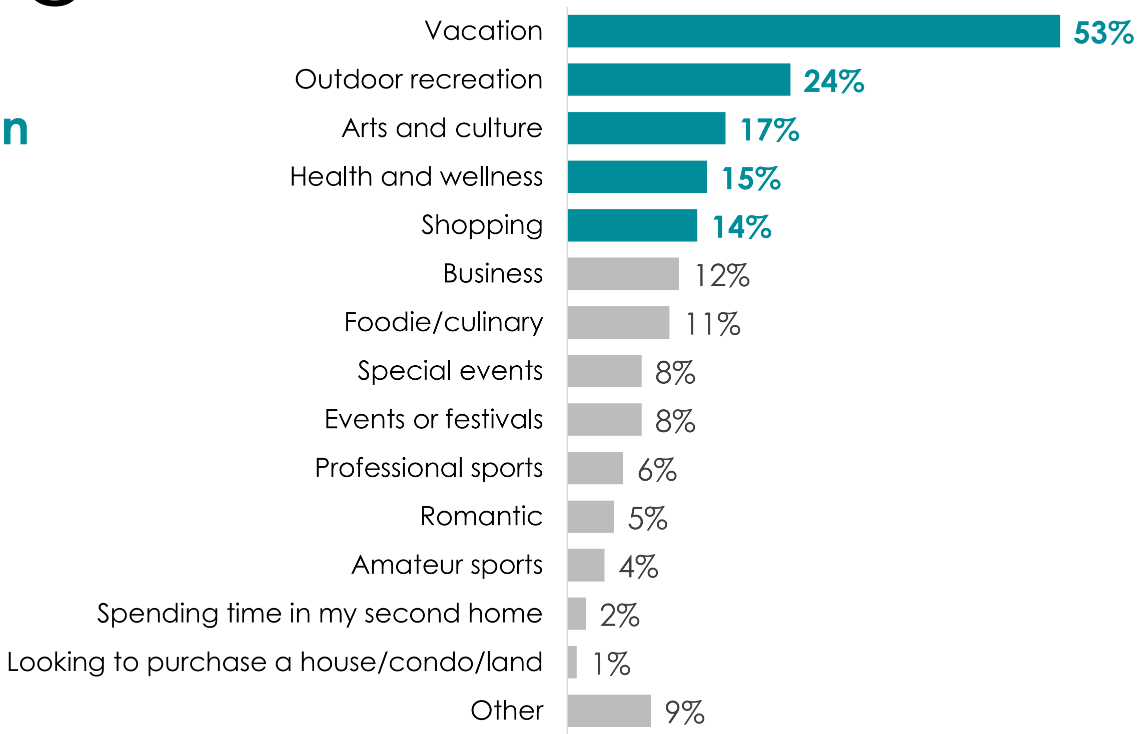
Planning vs. Influential Sources*



*Multiple responses permitted.

Reasons for Visiting*

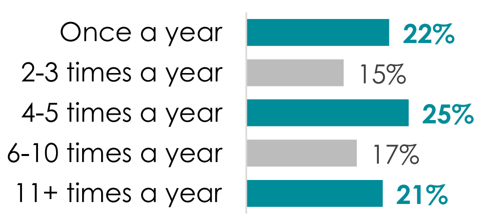
- Over **half** of the visitors came to Greater Palm Springs for **vacation**
- Nearly **1 in 4** visitors came for **outdoor recreation** activities
- **Arts and culture**, **health and wellness**, and **shopping** were likewise among the top reasons for traveling to the area

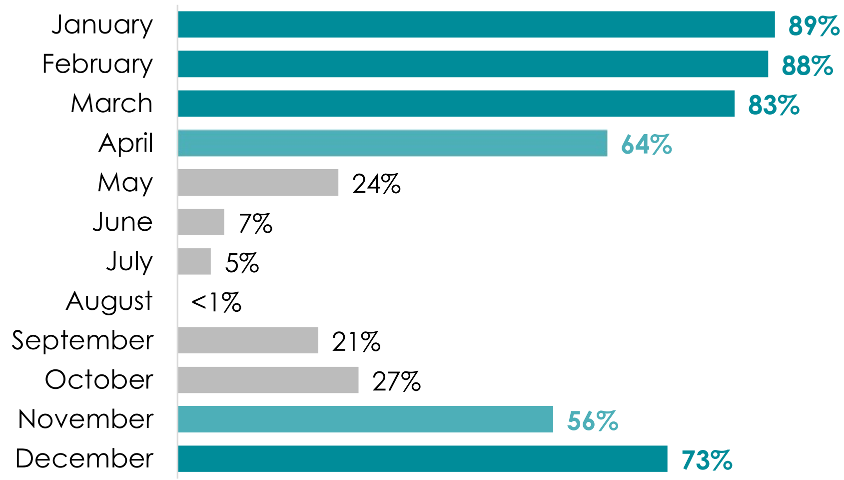


*Up to three responses permitted.

Visitors with Second Homes*

- Nearly **2 in 5** visitors come to the area to stay in their second homes **at least 6 times a year**
- These visitors primarily visit during **December**, **January, February,** and **March**



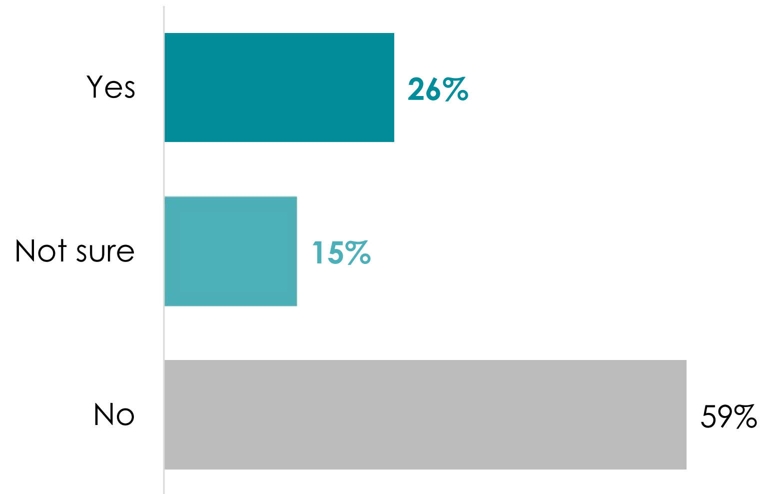


*BASE: 2% of all visitors. Multiple responses permitted.

Extending business trip*

- Over **1 in 4** of those visiting for **business** extended their trip to engage in leisure activities

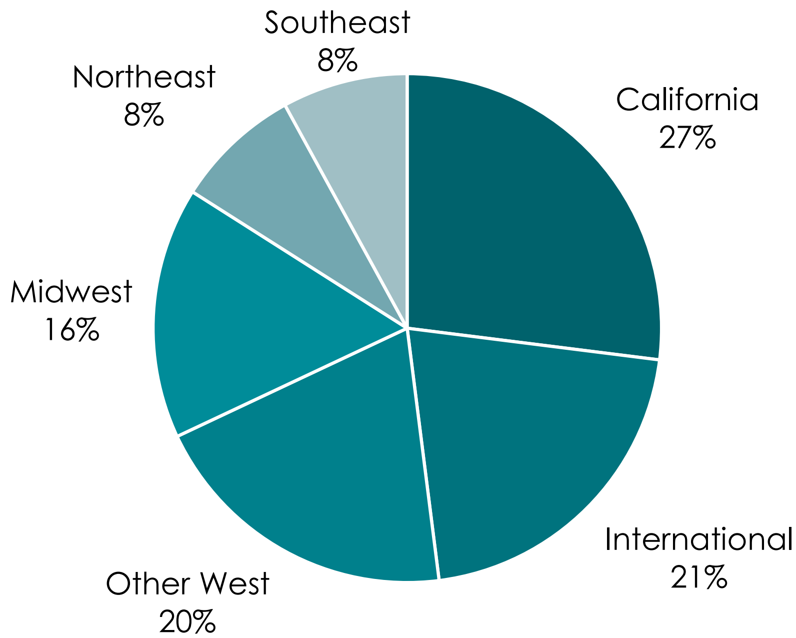
- **15%** of business travelers were still undecided about extending their trip



*BASE: 12% of all visitors

Study Objectives: Visitor Journey

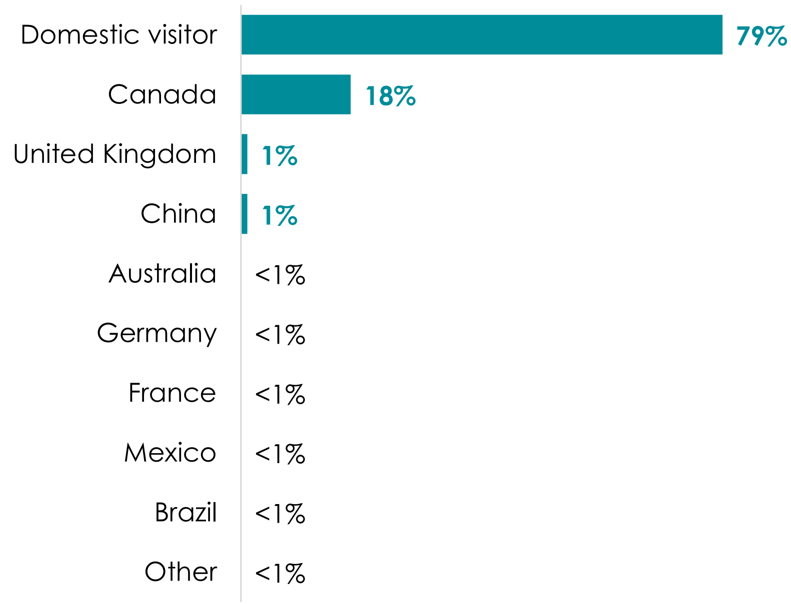
Region of Origin



International Market

- Nearly **2 in 10** visitors were from **Canada**

- **1%** of the visitor market was from the **United Kingdom** or **China**

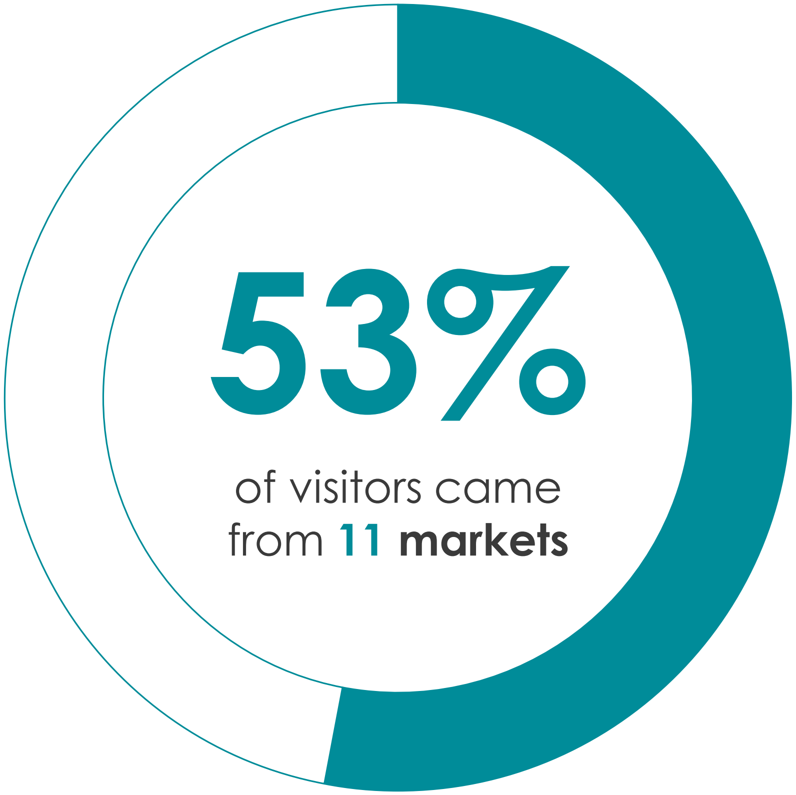


Top Origin States

State	Percentage
California	27%
Washington	7%
Oregon	5%
Minnesota	4%
Illinois	3%
Colorado	3%
New York	3%
Texas	3%
Arizona	2%
Ohio	2%
Wisconsin	2%

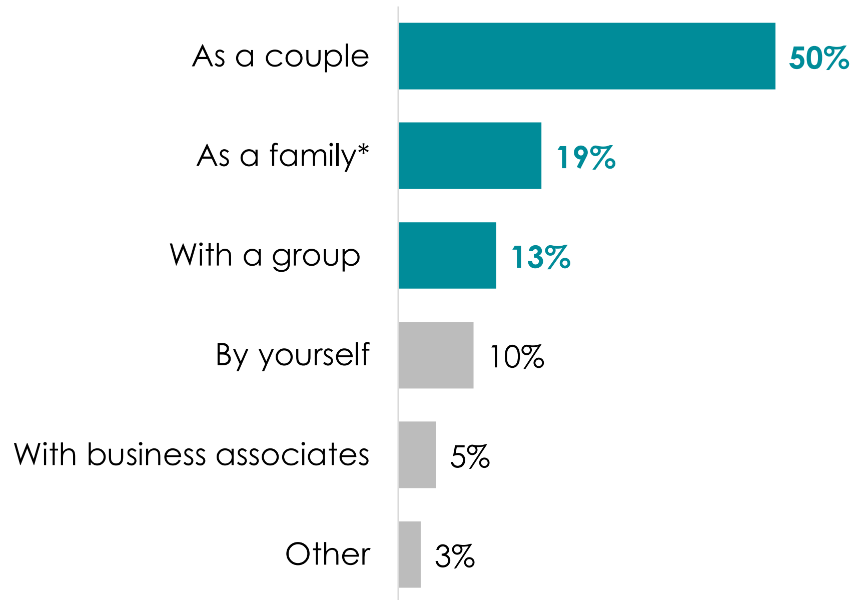
Top Origin Markets

Market	Percentage
Los Angeles	16%
Seattle-Tacoma	6%
San Francisco-Oakland-San Jose	5%
Chicago	4%
New York	4%
Portland, OR	4%
San Diego	4%
Minneapolis-Saint Paul	3%
Denver	3%
Sacramento-Stockton-Modesto	2%
Phoenix	2%



Travel Party Composition

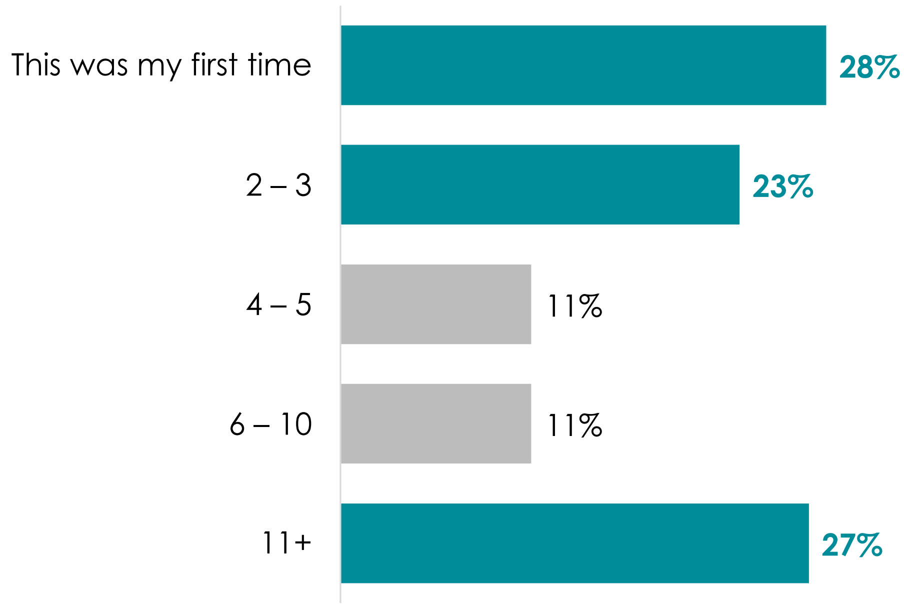
- **Half** of the visitors traveled **as a couple**
- Nearly **9 in 10** visitors **travel without children**
- The typical **travel party size** was **2.9**



*The percentage includes families traveling with and without children.

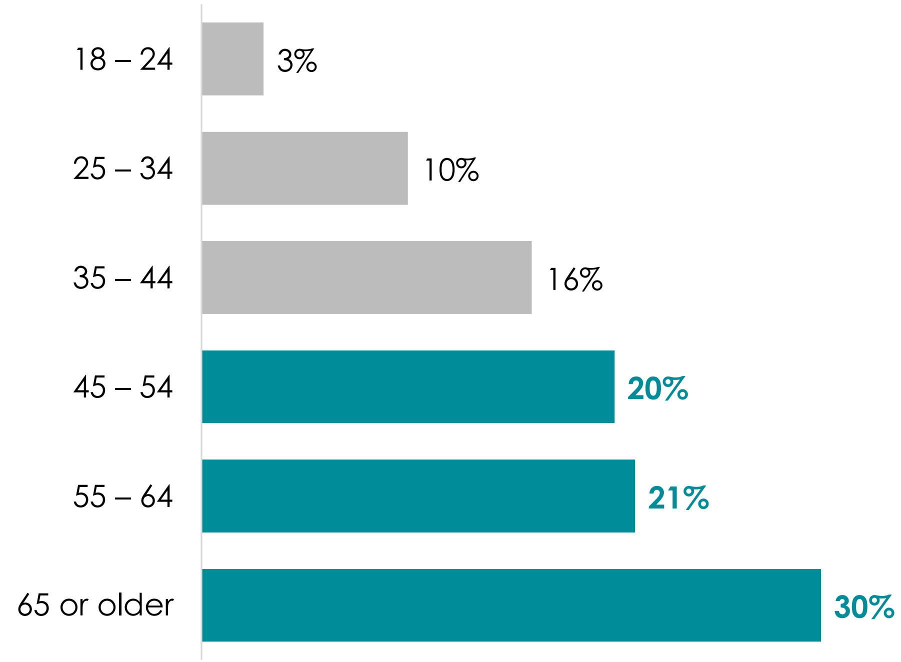
New & Returning Visitors

- Nearly **3 in 10** visitors said this was their **first time** visiting the Greater Palm Springs area
- Nearly **3 in 10** travelers frequented the area **over 10 times**



Age*

- Typical visitors to the Greater Palm Springs area were **55** years old

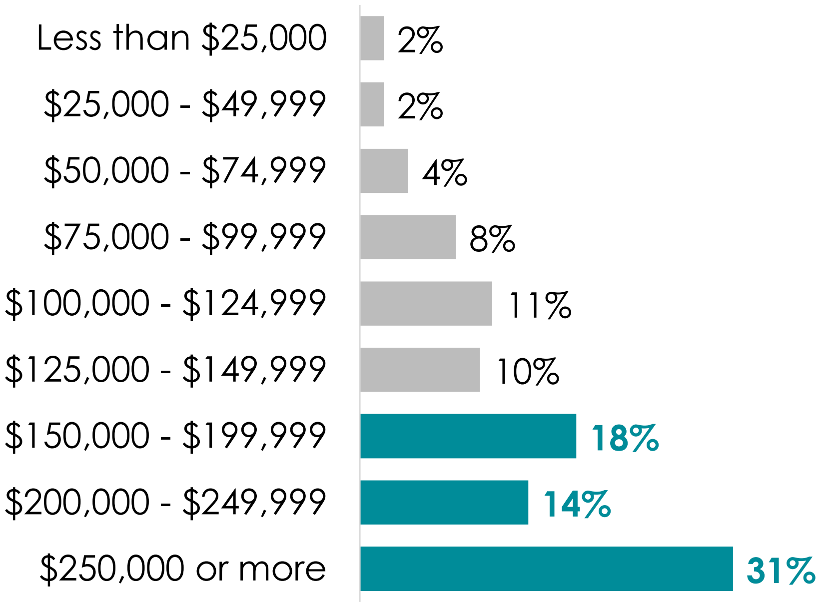


*The demographic data reflects the surveyed individual, who may not fully represent the entire travel party.

Household Income

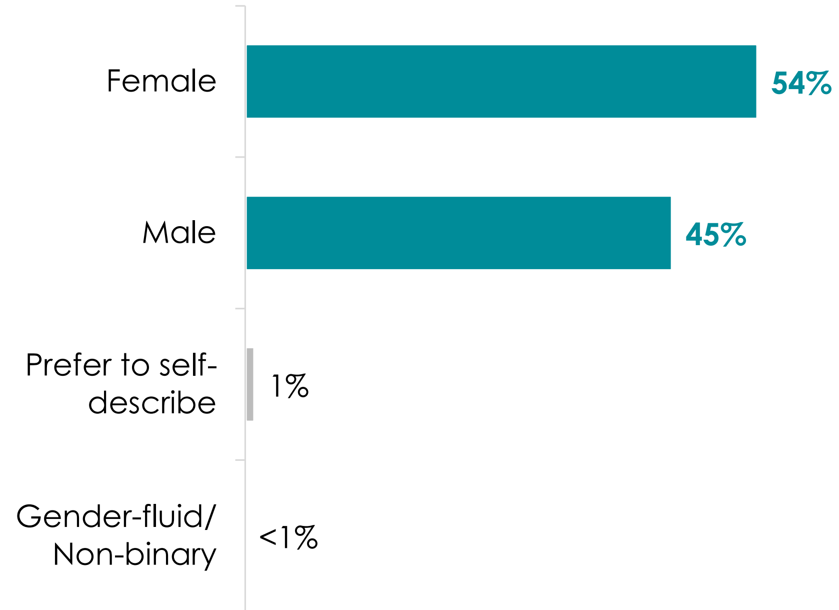
- Typical visitors to the Greater Palm Springs area had a **median household income** of **$186,110** per year

- Over **3 in 5** visitors earned over **$150,000** per year



Gender Identity*

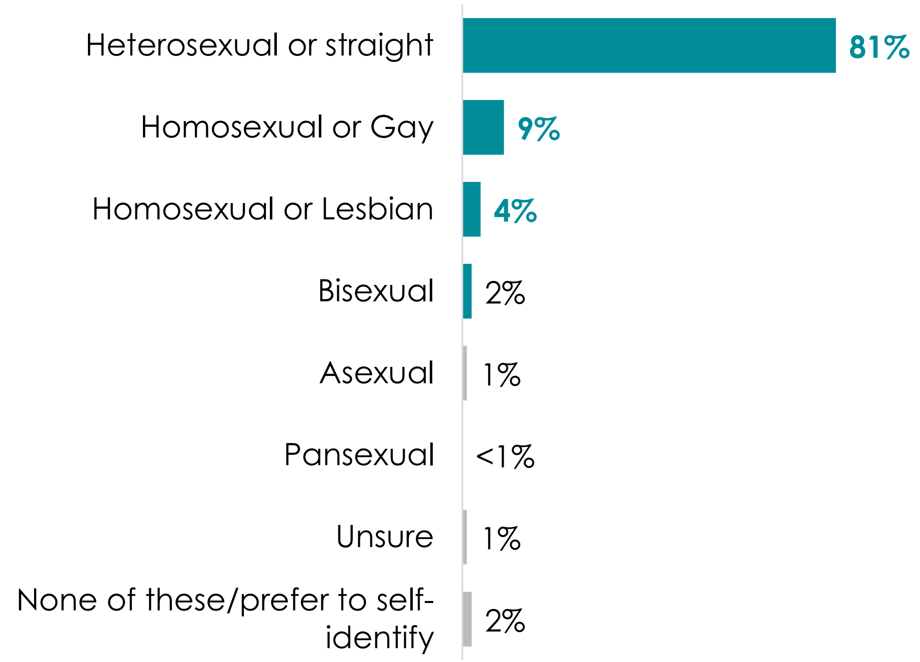
- Over **half** of visitors to the Greater Palm Springs area identified themselves as **female**



*Gender of member of the travel party that was interviewed. May be influenced by visitors' willingness to complete a survey.

Visitor Sexual Orientation

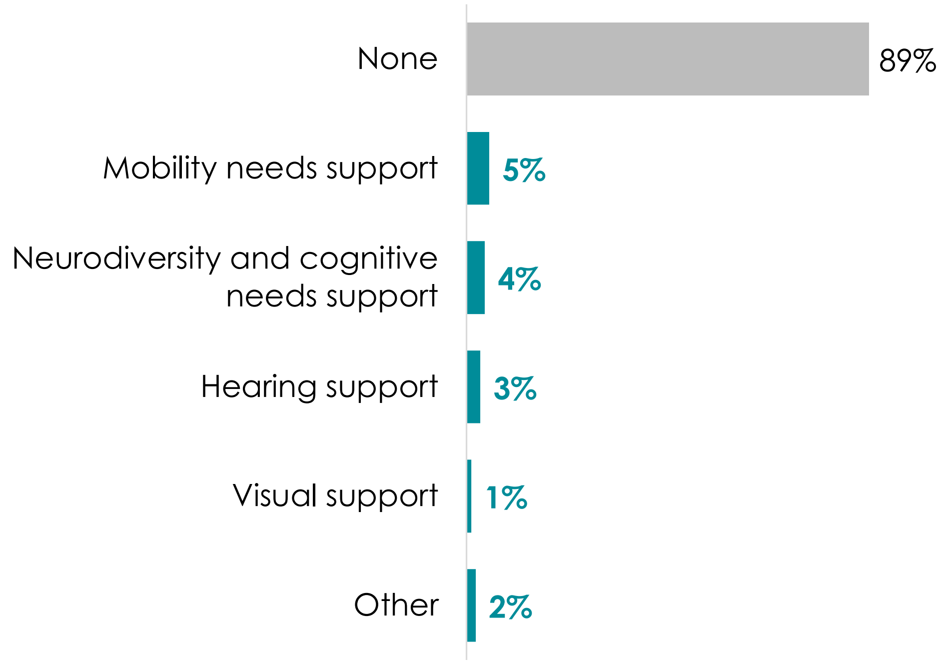
- Over **8 in 10** visitors identified as **heterosexual or straight**
- Nearly **1 in 6** identified themselves as **gay**, **lesbian**, **or bisexual**



*The demographic data reflects the surveyed individual, who may not fully represent the entire travel party.

Needs Support*

- Over **1 in 10** visitors required **mobility, neurodiversity/cognitive, hearing, visual,** and/or **other support**



*Multiple responses permitted.

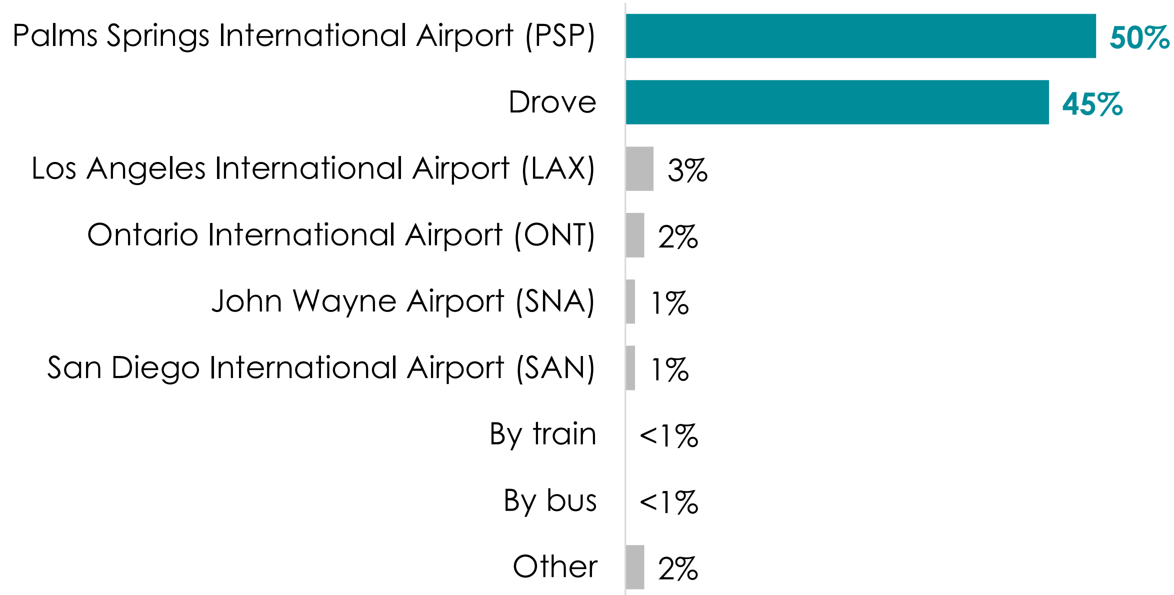
Study Objectives: Visitor Journey

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

Transportation*

- Nearly **3 in 5 visitors** traveled by **plane**, **half** arriving at **Palm Springs International Airport (PSP)**

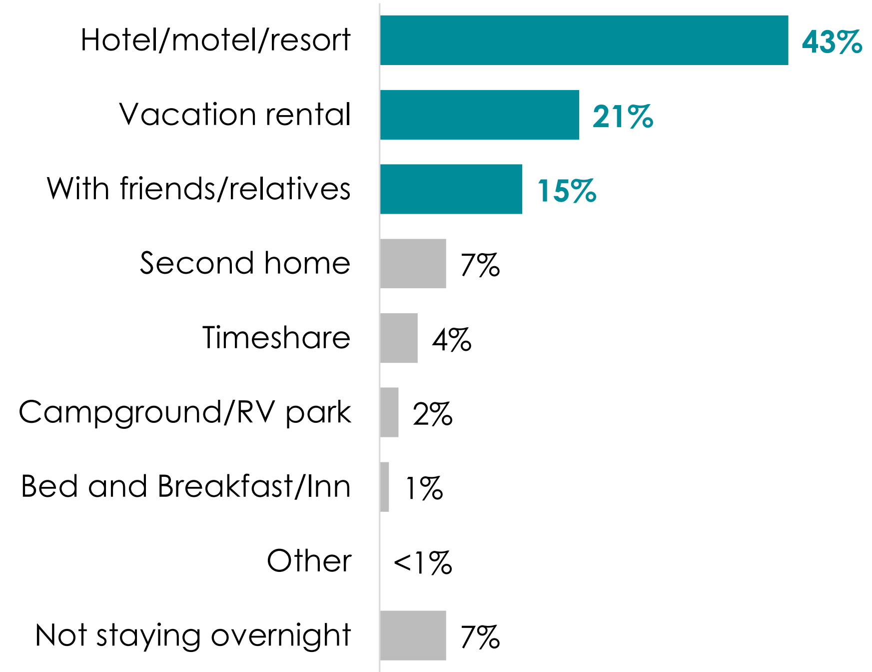
- Over **2 in 5** visitors drove to the Greater Palm Springs area



*Multiple responses permitted.

Accommodations & Length of Stay*

- Over **2 in 5** visitors stayed in a **hotel/motel/resort** during their trip to the Greater Palm Springs area
- Over **1 in 5** visitors stayed in a **vacation rental**
- **15%** of visitors stayed **with friends/relatives**
- Visitors stayed in the Greater Palm Springs area for about **8.7 nights** on average

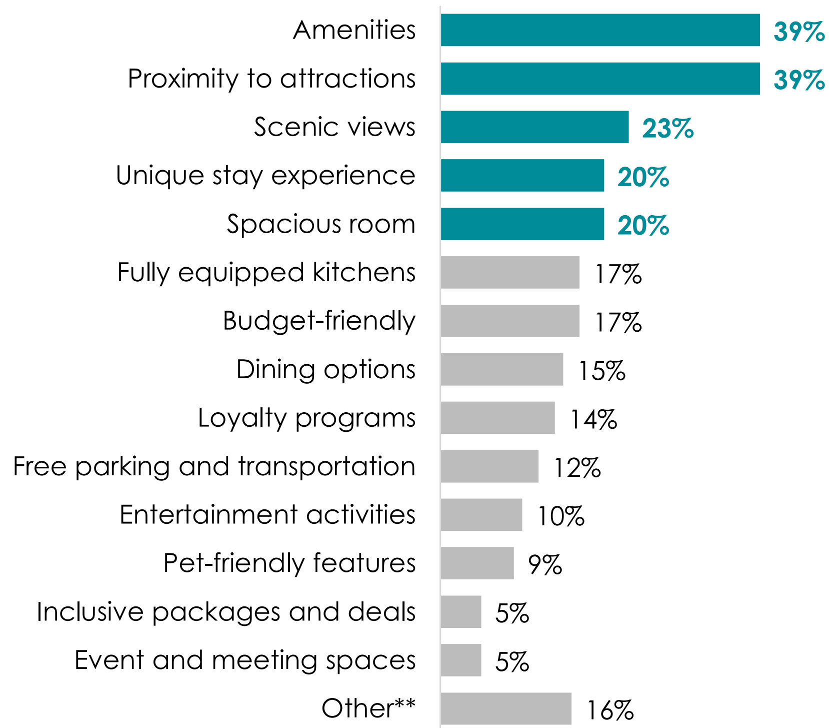


*The data includes both short- and long-term stays.

Reasons for Selecting Accommodations*

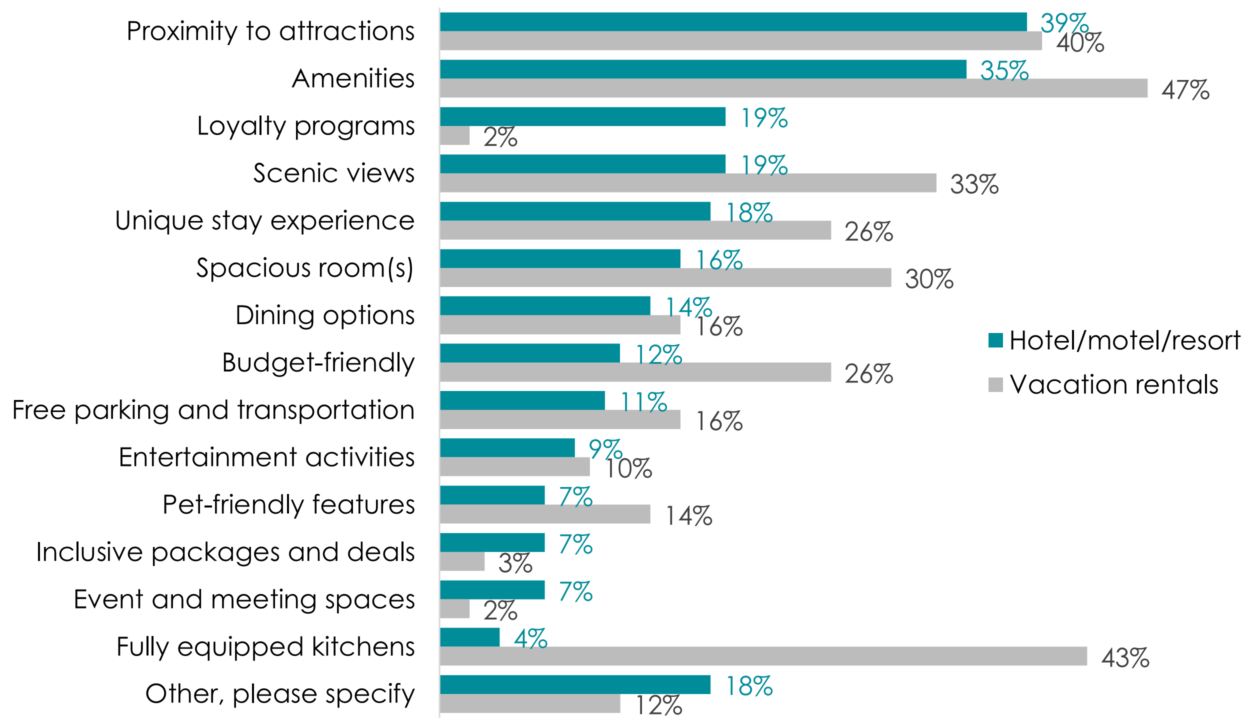
- Nearly **2 in 5** visitors chose their accommodation due to the **amenities** and/or **proximity to attractions**

- Around **1 in 5** visitors chose their accommodation because of **scenic views**, a **unique stay experience**, and/or **spacious rooms**



*Multiple responses permitted.
**Other open-ended replies mainly included comments that accommodations were selected by someone else.

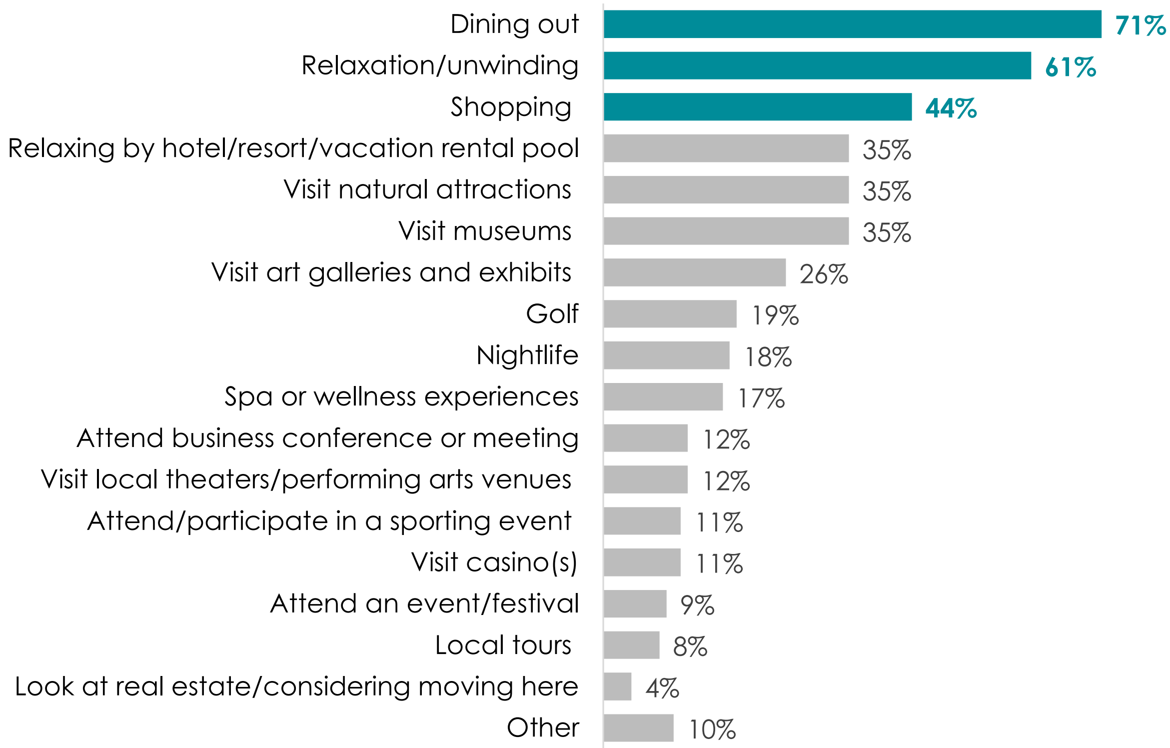
Reasons for Selecting Hotel, Motel, or Resort vs. Vacation Rentals*



*Multiple responses permitted.

Visitor Activities*

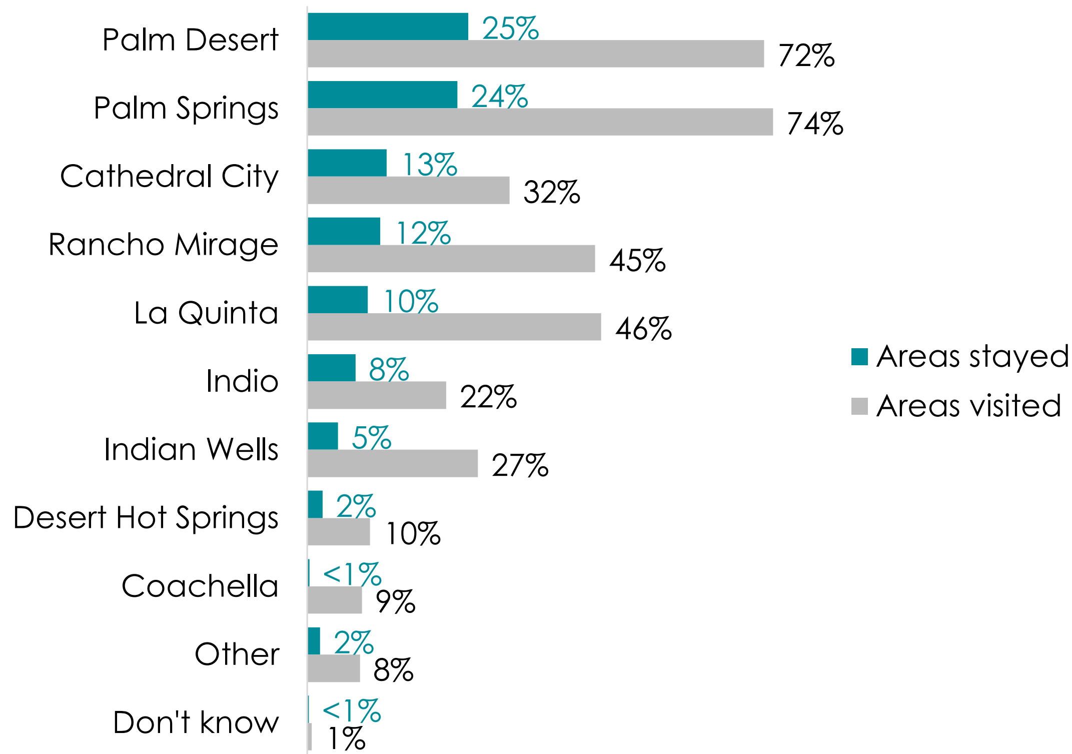
- Over **7 in 10** visitors **dined out** during their stay
- Over **6 in 10** visitors engaged in **relaxing and unwinding** during their stay
- Over **4 in 10** visitors went **shopping** while in the Greater Palm Springs area



*Multiple responses permitted.

Areas Stayed & Visited

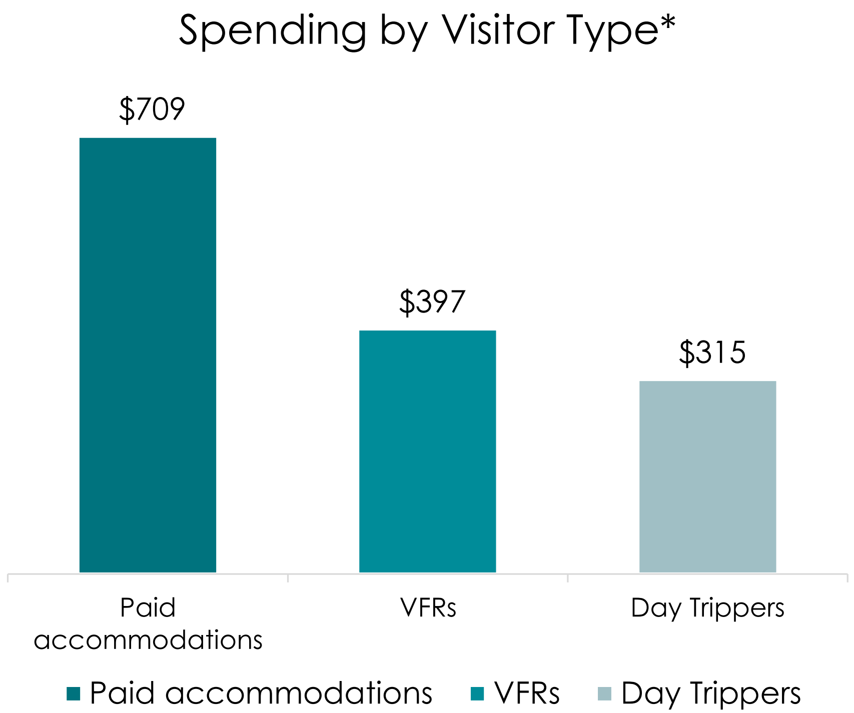
- **1 in 4** visitors stayed in **Palm Desert**
- Nearly **1 in 4** the visitors stayed in **Palm Springs** during their trip to the area
- **Palm Springs** and **Palm Desert** are likewise the most visited areas



*Multiple responses permitted.

Visitor Spending per Travel Party per Day

Spending Category	Amount Spent
Lodging	$351
Restaurant, food and beverages	$157
Retail purchases	$76
Attractions/events	$52
Transportation	$47
Grocery	$33
Total	$716



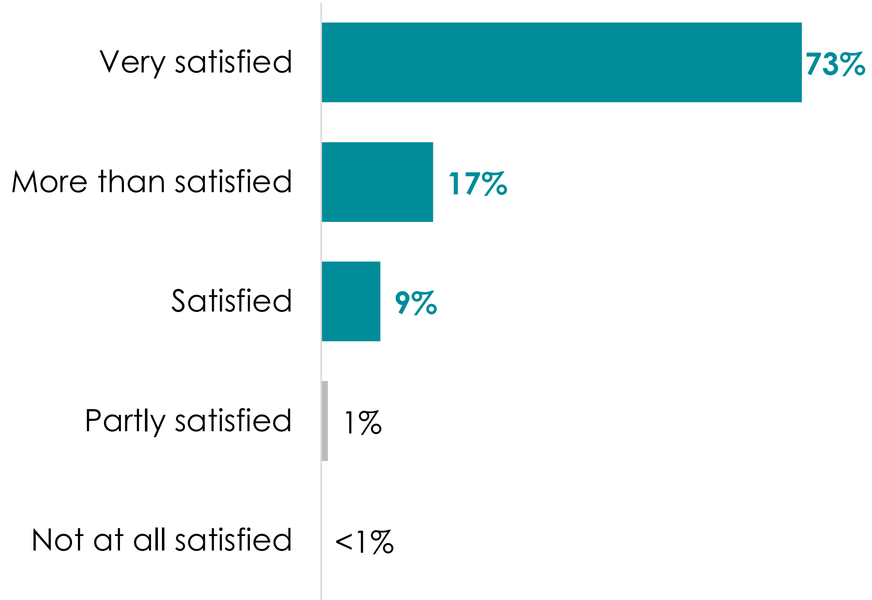
*Paid accommodations include visitors staying at a hotel, motel, or resort; short- and long-term vacation rentals; Bed and Breakfast/Inn; or campground/RV park.
VFRs include visitors staying in a second home, timeshare, or with friends/relatives.
Day Tripper includes visitors not staying in the area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

Study Objectives: Visitor Journey

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

Visitor Satisfaction

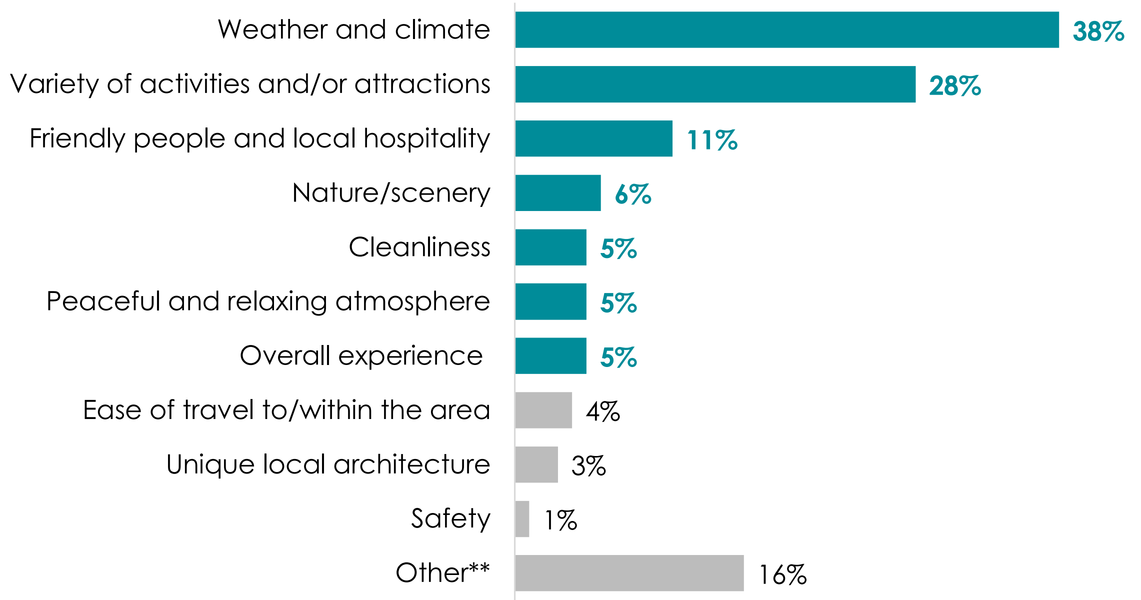
- Over **99%** of visitors were **satisfied** with their stay
- **73%** were **very satisfied**



Reasons for Being Very Satisfied*

- Nearly **4 in 10** were very satisfied with their experience due to the **weather and climate**

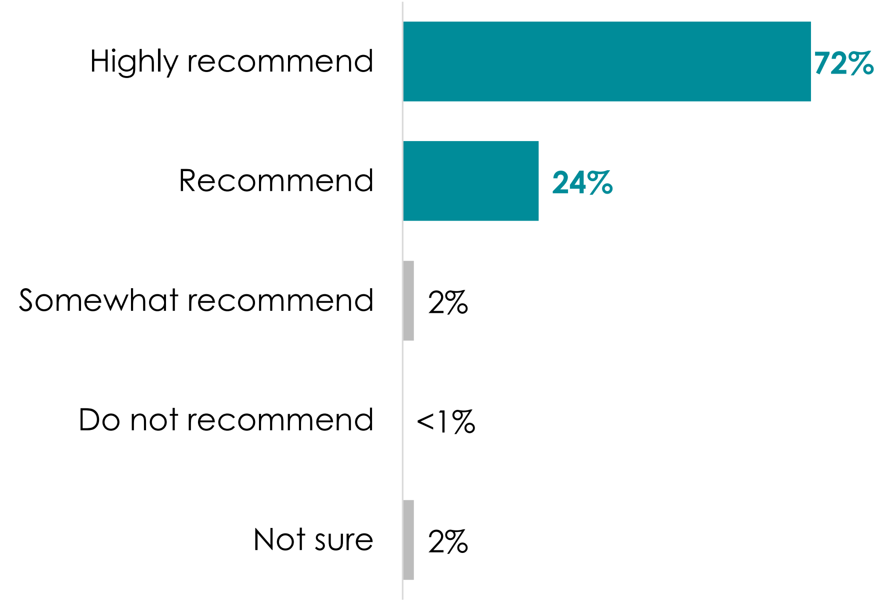
- Over **1 in 10** were very satisfied thanks to the **friendly people and local hospitality**



*Results of the coded open-ended responses to the question. BASE: 315 responses. Multiple responses permitted.
**Other includes mentions of specific events or personal experiences, such as spending time with family.

Visitor Recommendation

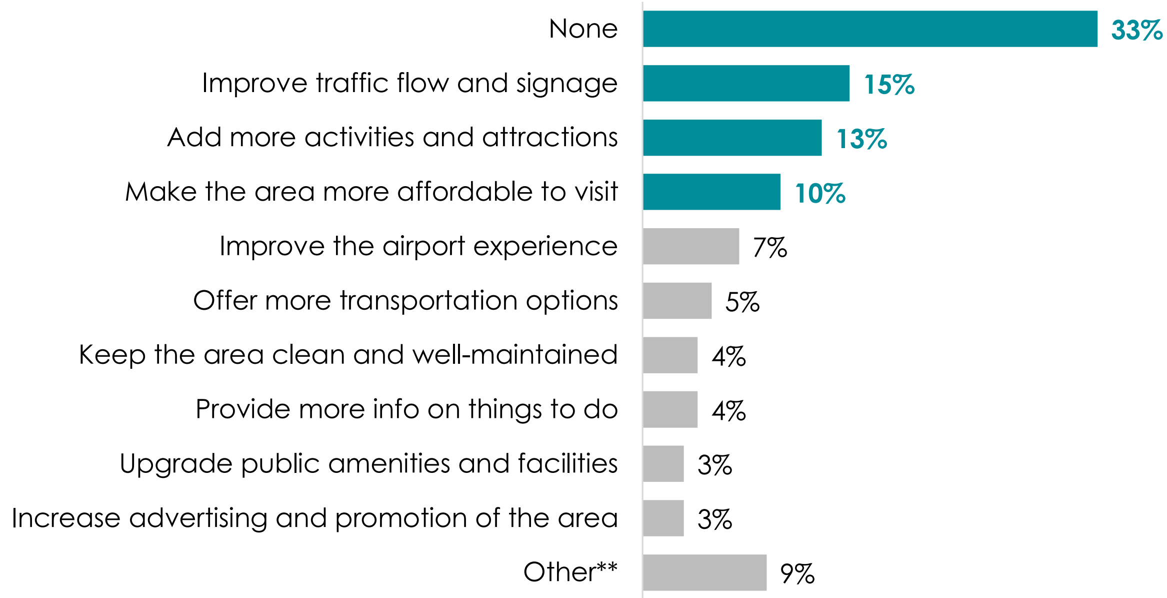
- Nearly **all** visitors said they **would recommend** the area
- Over **7 in 10** would **highly recommend**



Suggested Improvements*

- Over **3 in 10** visitors have **no** recommendations on potential improvements

- Around **1 in 10** would like to see **more activities and attractions,** and **more affordable** options

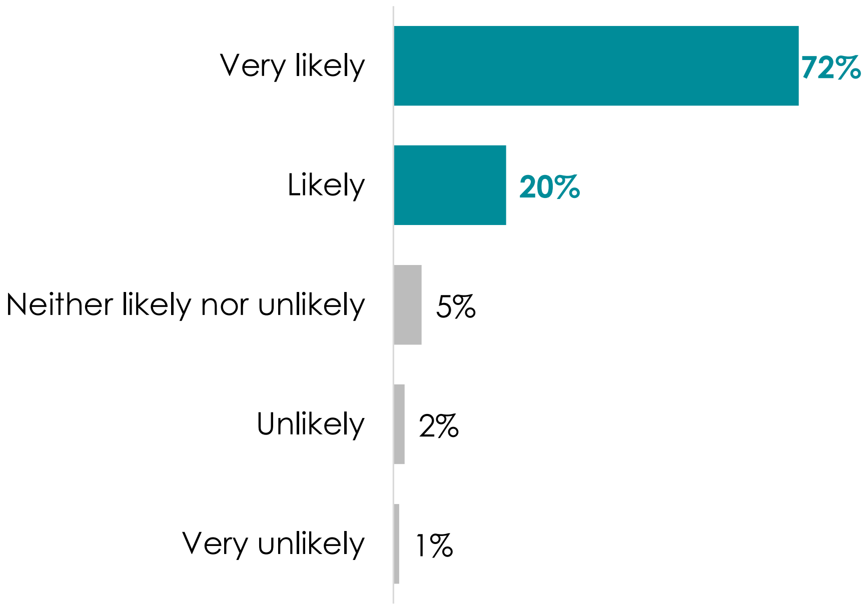


*Results of the coded open-ended responses to the question. BASE: 330 responses. Multiple responses permitted.
**Other includes mentions of specific requests (e.g., a later check-out at an Airbnb).

Likelihood of Returning

- Over **9 in 10** visitors were **likely to return** to the Greater Palm Springs area

- Around **7 in 10** were **very likely** to come back



Location	Surveys Completed*
Palm Springs International Airport	460
Kimpton Rowan Palm Springs	279
Palm Springs Art Museum	153
El Paseo Shopping District	56
Old Town La Quinta	47
Palm Desert Civic Center Park	41
Cathedral City	34
Palm Springs Air Museum	32
The River at Rancho Mirage	26
Bump and Grind Trailhead	20
Other	10

*Note that we have weighted down the airport location from 460 to 179 for the final analysis to avoid oversampling error.

Visit Greater Palm Springs

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January – March 2025

Downs & St. Germain Research
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