Visit Greater Palm Springs

Visitor Tracking Report
April – June 2025

visit greater palm springs

downs & st. germain RESEARCH

Methodology

Data Collection:

From April 1, 2025, to June 30, 2025, **744** **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 744 is ±3.59% points given a 95% confidence level. That is, we are very certain (95%) that the results in our Visitor Tracking Study are within 3.59% points of the "true" value on a quarterly basis.

Executive Visitor Profile Summary

Visitor Profile: Overview

30%

First-time Visitor

45

Median Age

3.5

Travel Party Size

3.7 Hotels & **7.3** STVR*

Length of Stay (days)

40%

Travel as a couple

17%

Travel with children

11%

Have additional support needs

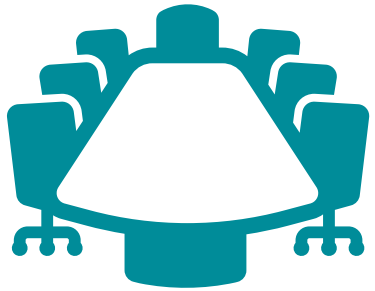
19%

LGBTQ+

*Short-term vacation rentals.

Visitor Profile: Business Traveler

- 10% of all visitors came to the area for business.



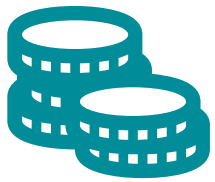
34%

Extended their business trip

17%

Uncertain about extending their business trip

Visitor Profile: Spending, Length of Stay, and Income



$641

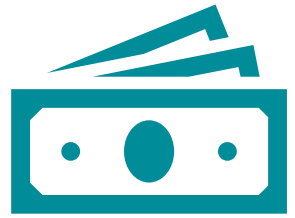
Daily Travel Party Spend

5.5

Length of Stay (days)

$3,526

Total Travel Party Spend per Trip



166,700

Median Household Income

Visitor Profile: Planning and Booking

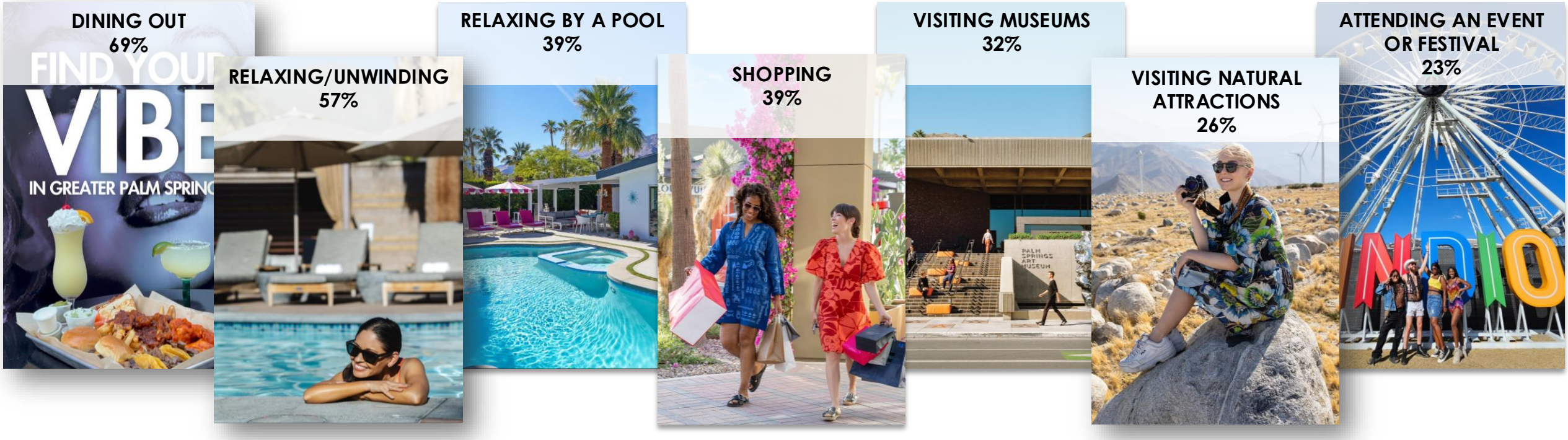
94 Days

Typical **planning** window

91 Days

Typical **booking** window

Visitor Profile: Top Activities in the Area*



*Multiple responses permitted

Visitor Profile: Top Information Sources*

PREVIOUS VISIT
47%

RECOMMENDATIONS
28%

FRIENDS OR FAMILY IN THE AREA
26%

*Multiple responses permitted.

Visitor Profile: Top Reasons for Visiting*

VACATION
50%

OUTDOOR RECREATION
23%

EVENTS OR FESTIVALS
19%

ARTS AND CULTURE
14%

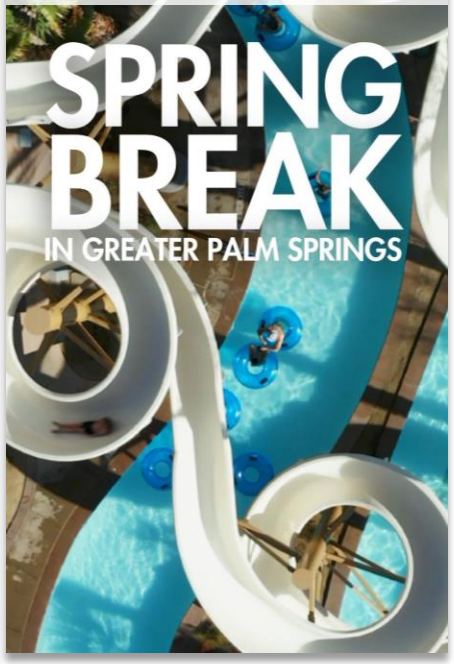
*Up to three responses permitted.

Visitor Profile: Top Reasons for Choosing Paid Accommodations*

PROXIMITY TO ATTRACTIONS 41%

AMENITIES 39%

BUDGET-FRIENDLY 24%

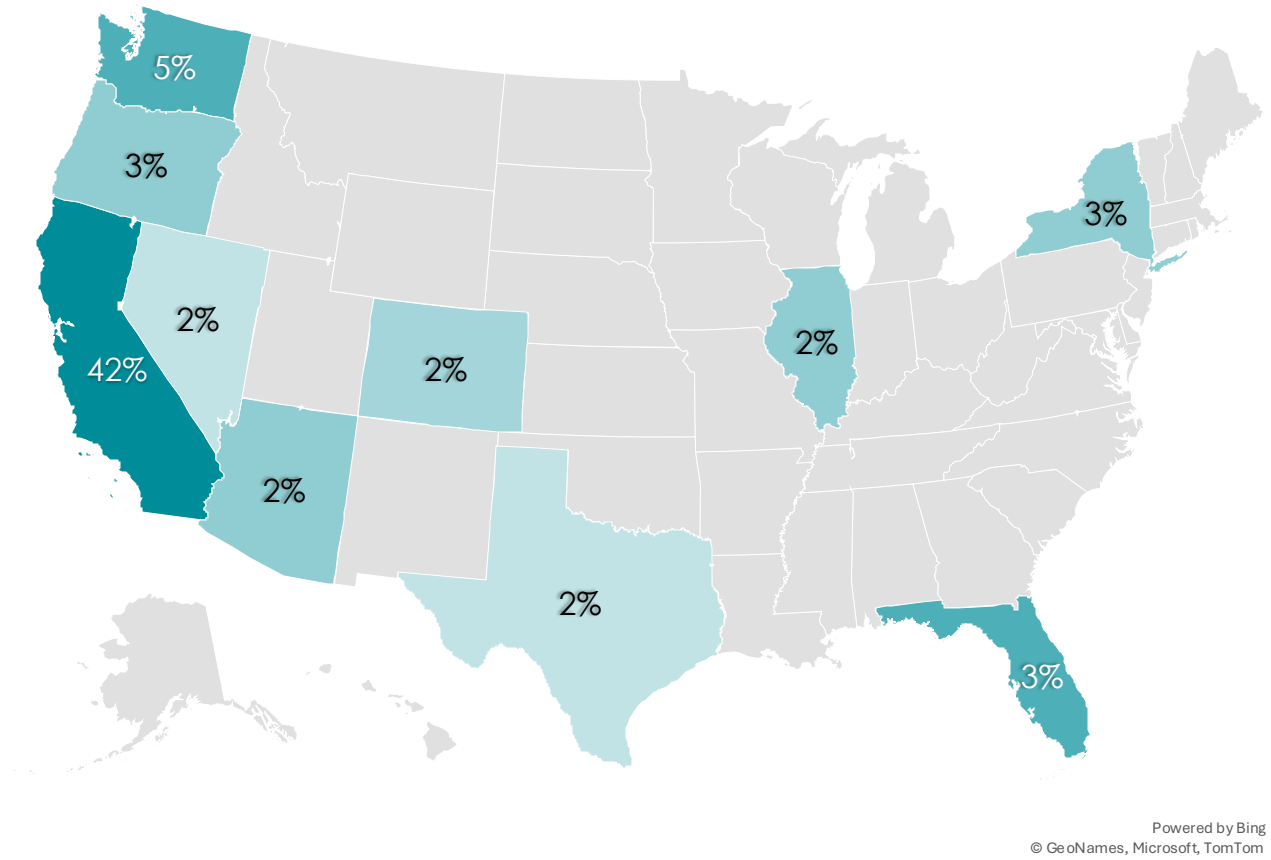


UNIQUE STAY EXPERIENCE 20%

SPACIOUS ROOM(S) 19%

*Multiple responses permitted.

Visitor Origin* & Transportation

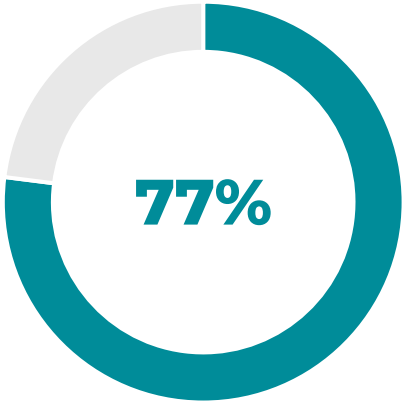


Top Origin Markets	Percent
Los Angeles	26%
San Francisco - Oakland - San Jose	6%
San Diego	4%
Seattle - Tacoma	4%
New York	3%
Sacramento - Stockton - Modesto	3%
Chicago	2%
Denver	2%
Phoenix	2%
Portland, OR	2%

Top Transportation & Airports**	Percent
Driving	56%
Palm Springs International Airport (PSP)	35%
Los Angeles International Airport (LAX)	7%

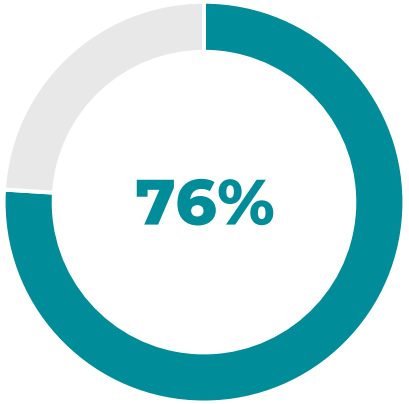
*International market (17%) included Canada, the United Kingdom, Australia, Mexico, and others.
**Multiple responses permitted. Excludes PSP as the interviewing location for a more accurate representation.

Experience Satisfaction, Intention to Recommend, and Return



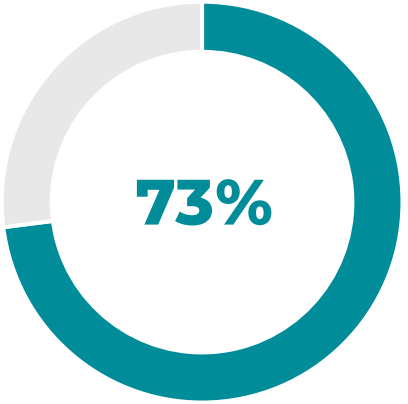
VERY SATISFIED

77% of visitors reported being **very satisfied** with their experience



HIGHLY RECOMMEND

76% of visitors said they would **highly recommend** the Greater Palm Springs area



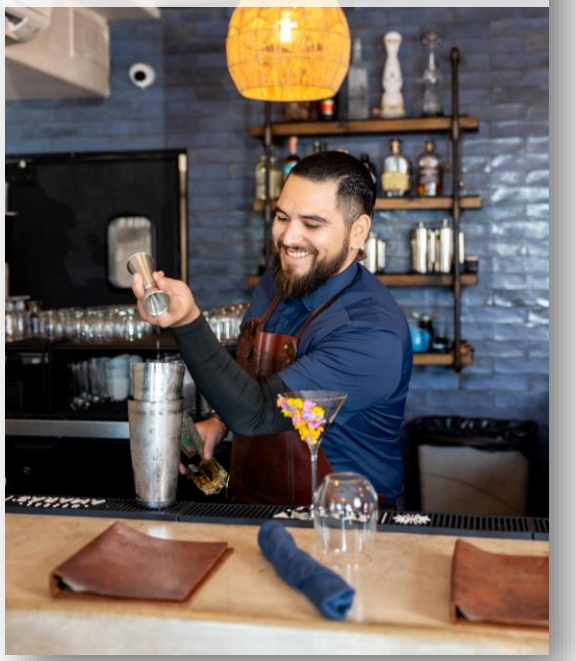
VERY LIKELY TO RETURN

73% of visitors said that they were **very likely** to return to the area

Top Reasons for Being Very Satisfied

PEACEFUL AND RELAXING ATMOSPHERE
59%

FRIENDLY PEOPLE AND LOCAL HOSPITALITY
56%



WEATHER AND CLIMATE
55%

OVERALL EXPERIENCE
55%

Visitor Profile Insights

Insights	Actionable Items
Travel party size is larger, likely driven by Spring Break and seasonal events	Design seasonal packages and group offers that cater to larger parties
Extended business trips have increased	Promote flexible "bleisure" opportunities with bundled leisure experiences to encourage longer stays
Increased seasonal demand from local markets	Focus regional marketing efforts on California audiences with tailored messaging
The booking window is longer, possibly due to advanced family vacation planning and early event ticket sales	Launch early booking incentives and targeted promotions for advance planners
Budget-friendly accommodations are among the top reasons for lodging choice	Spotlight affordable lodging options and create bundled packages that combine value with desirable experiences
Seasonally driven increase in event/festival attendance	Enhance promotion of major events and encourage extended stays and explorations around other areas pre/post-event
Recommendations from friends/relatives became the #2 information source	Launch referral incentives, amplify social media engagement, and showcase authentic visitor testimonials
Spiked demand from Los Angeles Area	Strengthen marketing in the LA area with family and Spring Break-focused promotions

Detailed Findings

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

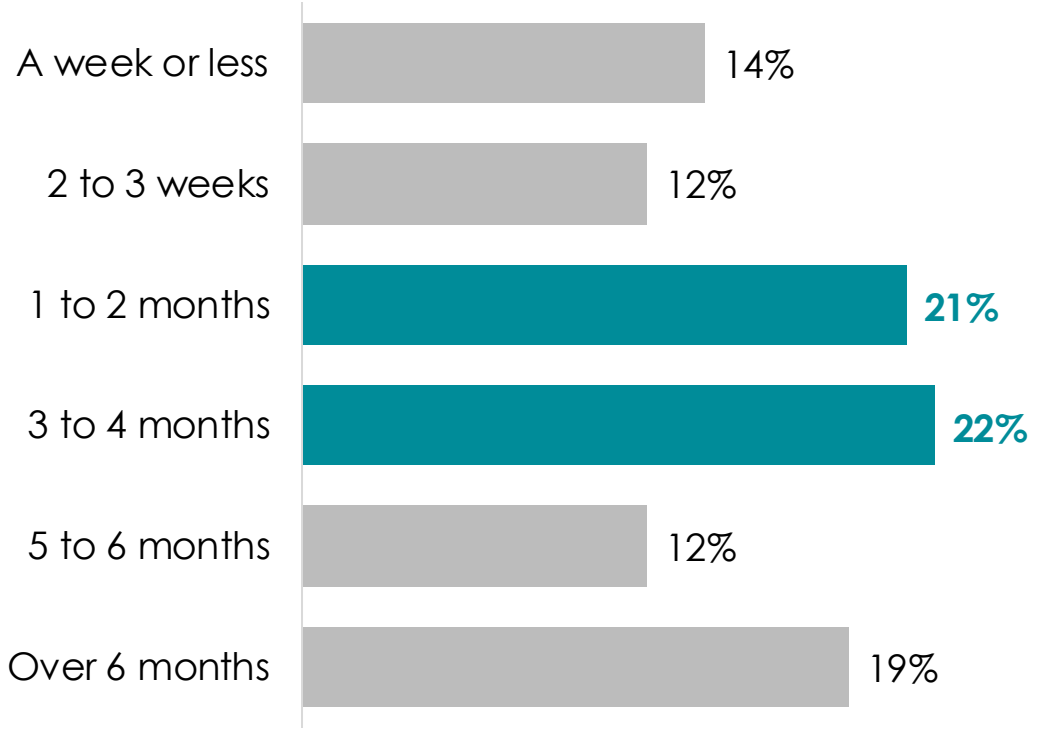
Post Trip Evaluation

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

Study Objectives: Visitor Journey

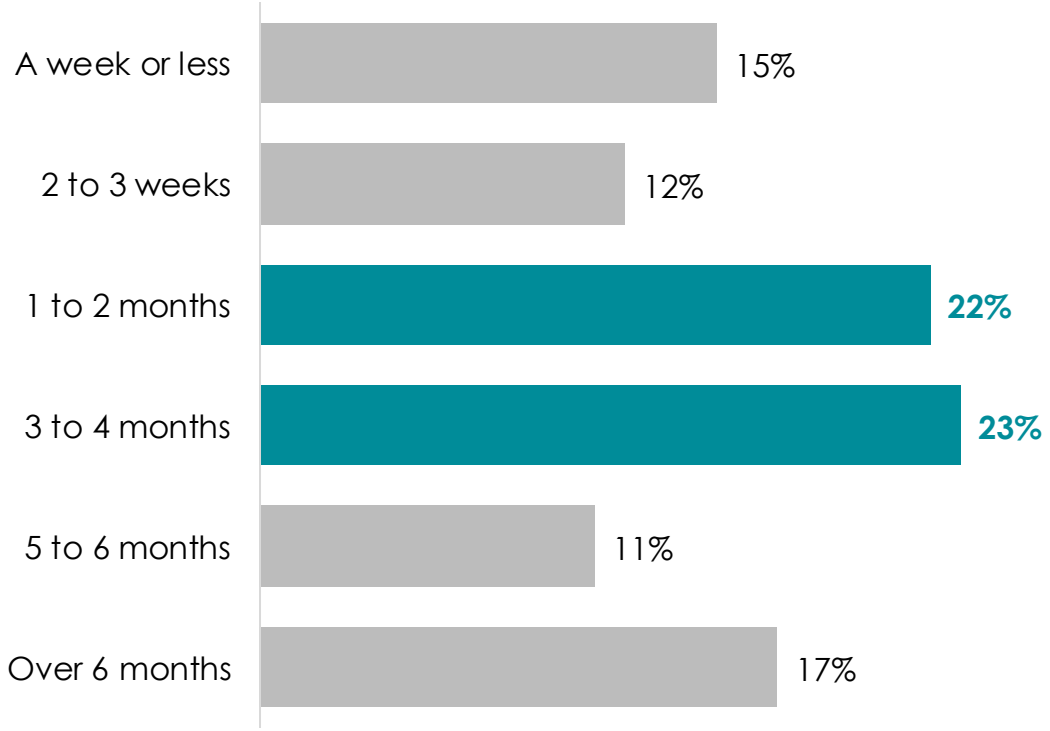
Trip Planning Cycle

- Nearly **half** of the visitors had a planning window of **less than 3 months**
- The typical trip planning cycle was **94** days



Trip Booking Cycle

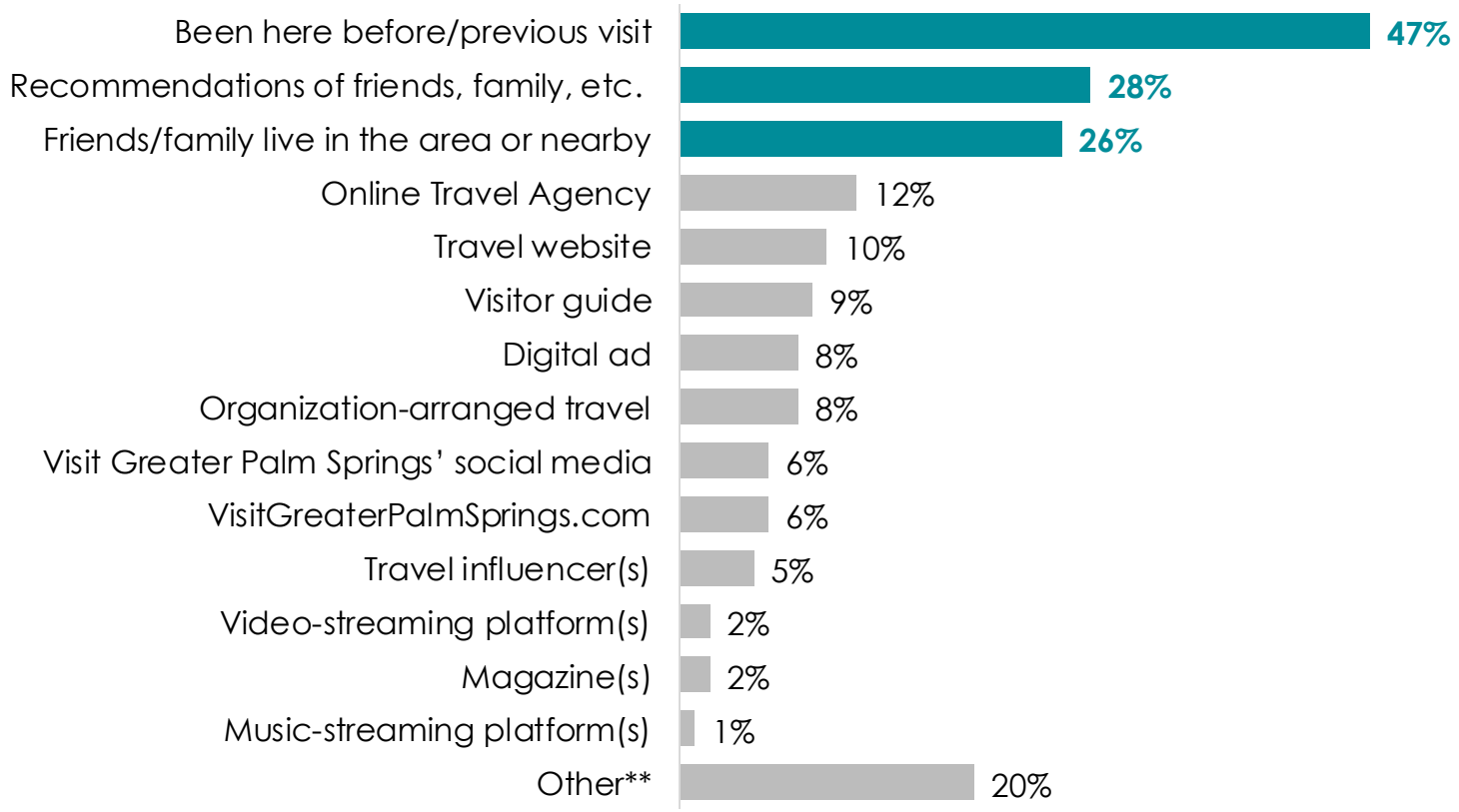
- Nearly **half** of the visitors had a booking window of **less than 3 months**
- The median trip booking cycle was **91** days – a few days after they finalize their travel plans



Trip Planning Sources*

- Nearly **half** of visitors planned their trip based on their **previous visit**

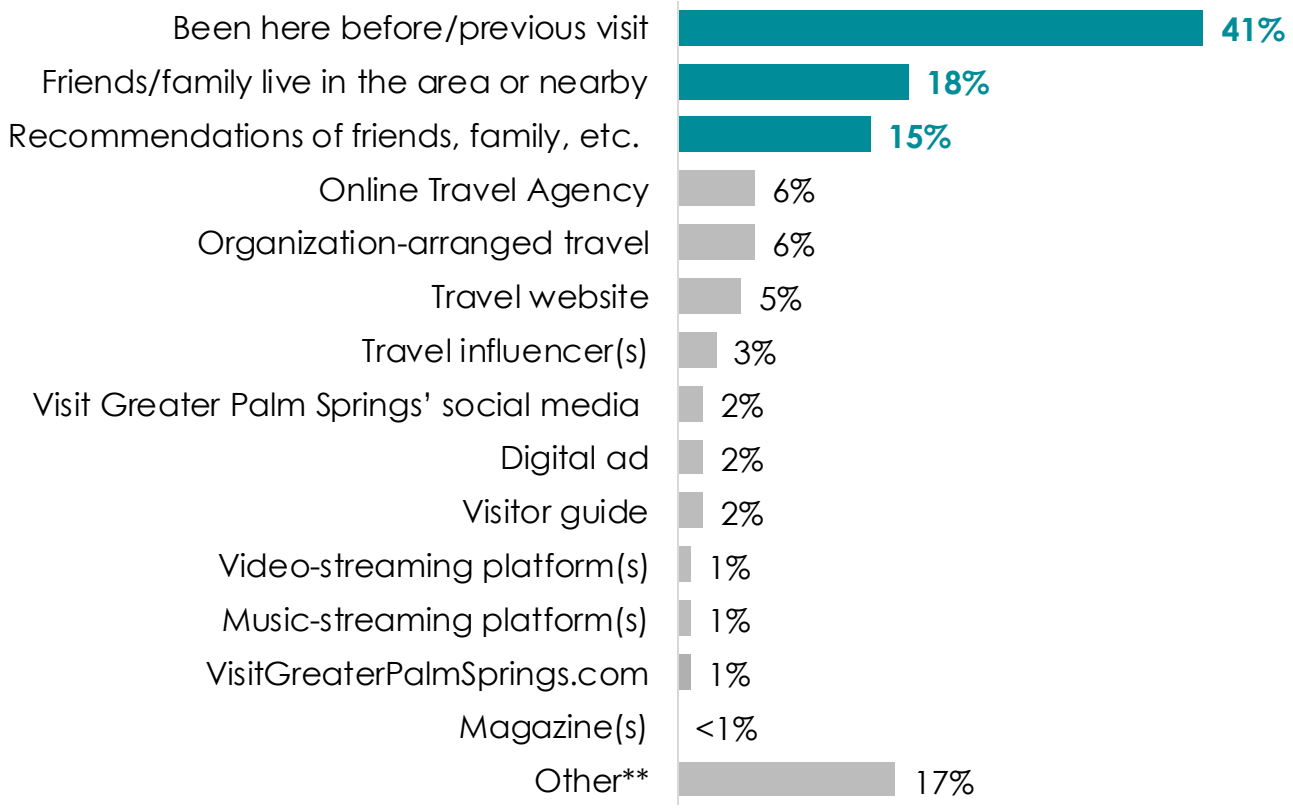
- Around **1 in 10** of the visitors relied on:
  - Online travel agencies
  - Travel websites
  - The visitor guide
  - Digital ad
  - Their organization to arrange the trip



*Multiple responses permitted.
**Other open-ended responses included miscellaneous replies such as general web search, other social media, an event website, timeshare, etc.

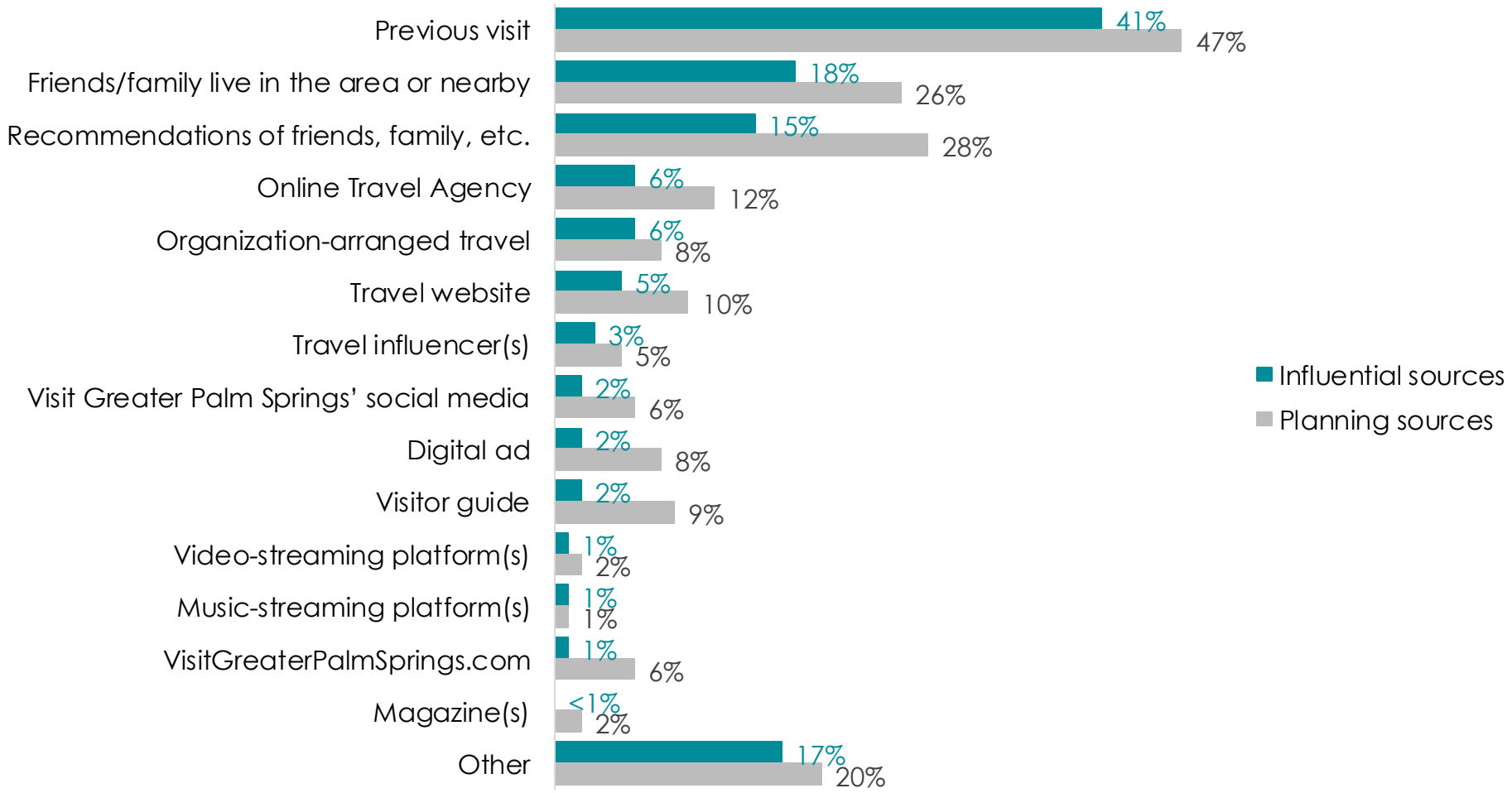
Influential Sources*

- Over **2 in 5** visitors said **previous visit(s)** were influential in their decision to come to the area
- Over **1 in 6** were most influenced by having **friends and/or family in the area**
- Nearly **1 in 6** 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.
**Other open-ended responses included mostly large-scale events or special events like weddings.

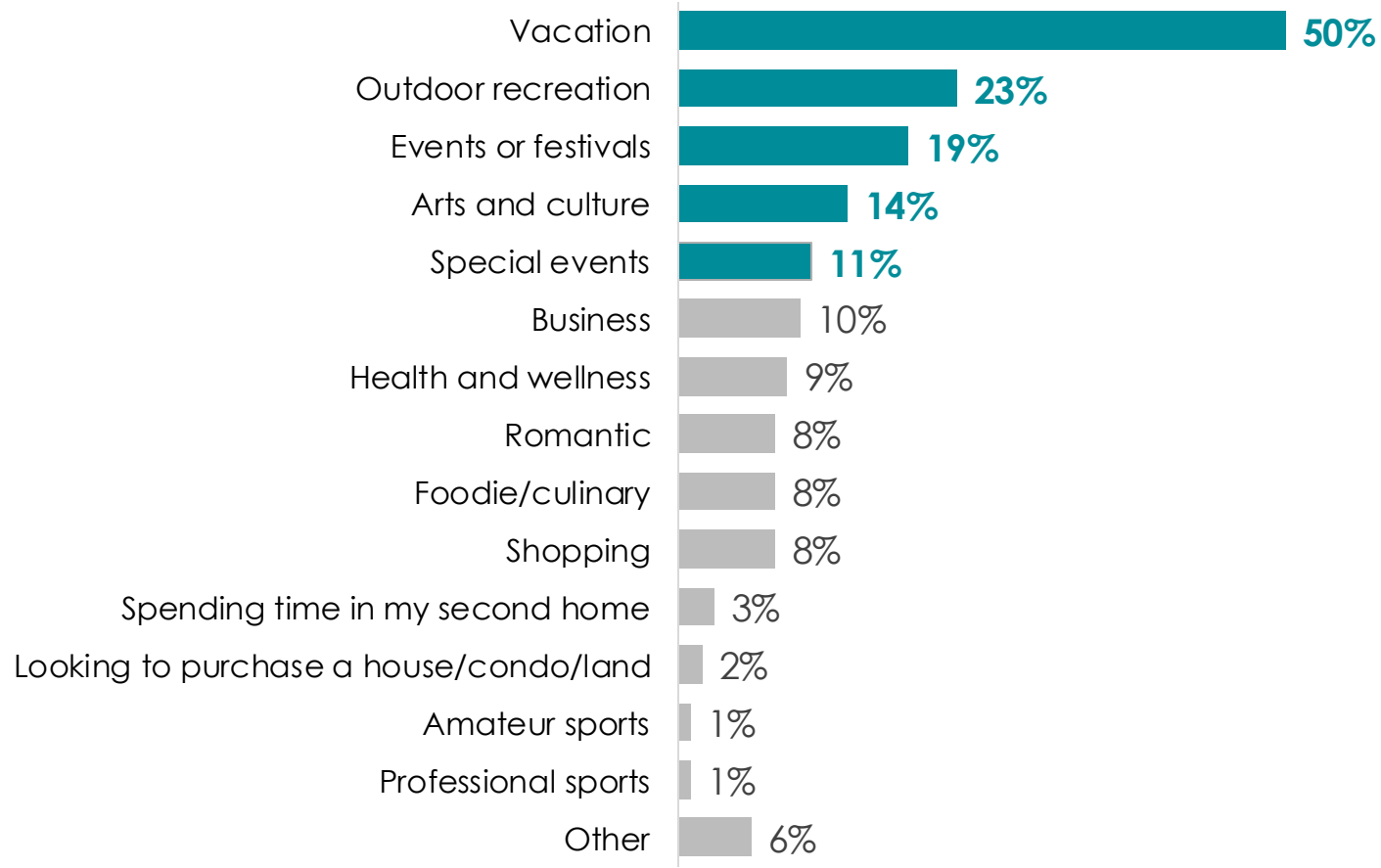
Planning vs. Influential Sources*



*Multiple responses permitted.

Reasons for Visiting*

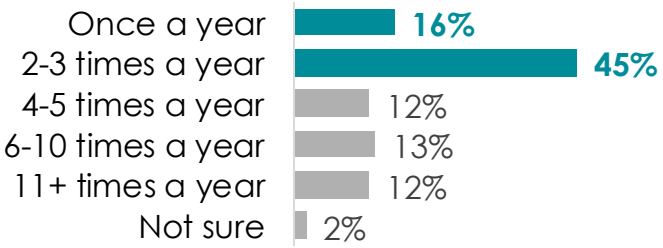
- **Half** of the visitors came to Greater Palm Springs for **vacation**
- Nearly **1 in 4** visitors came for **outdoor recreation** activities
- In contrast to the previous quarter, **events or festivals**, along with **special events**, were among the top five reasons for visiting, likely driven by major seasonal events such as Coachella and Stagecoach Festival

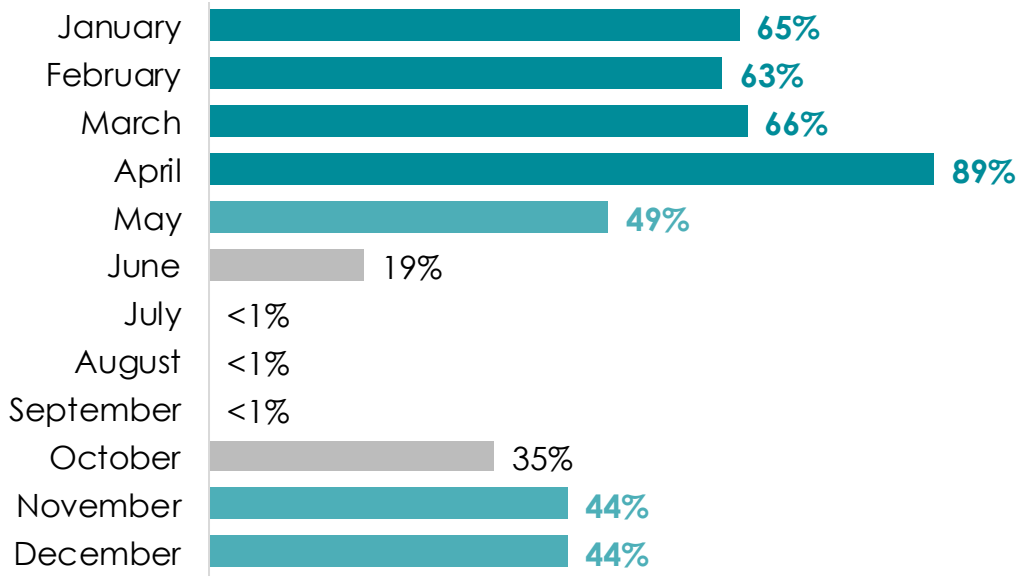


*Up to three responses permitted.

Visitors with Second Homes*

- Nearly **1 in 2** visitors with second homes come to the area to stay in their second homes **2-3 times a year**
- These visitors primarily come to the area in **April**

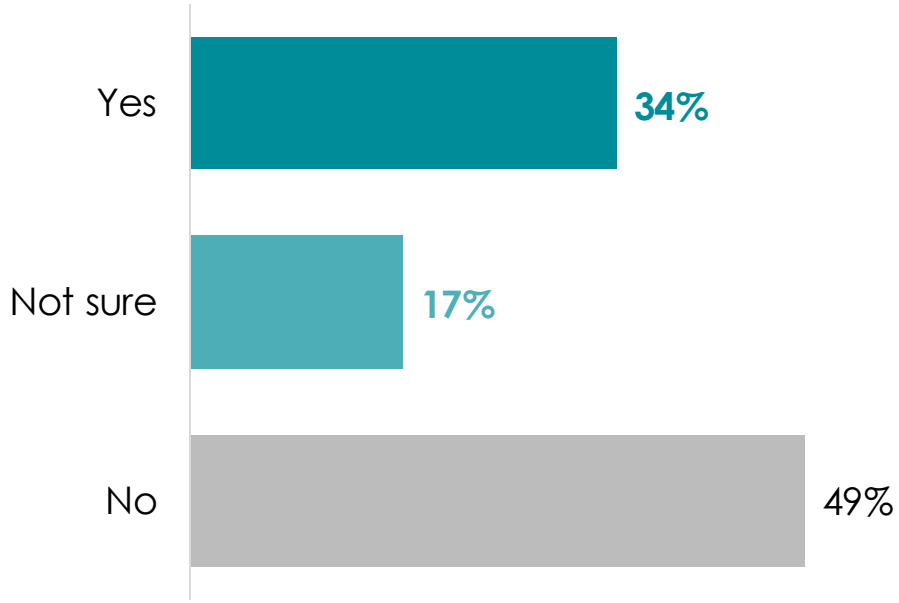




*BASE: 3% of all visitors. Multiple responses permitted. The results should be interpreted with caution due to a small sample size.

Extending Business Trip*

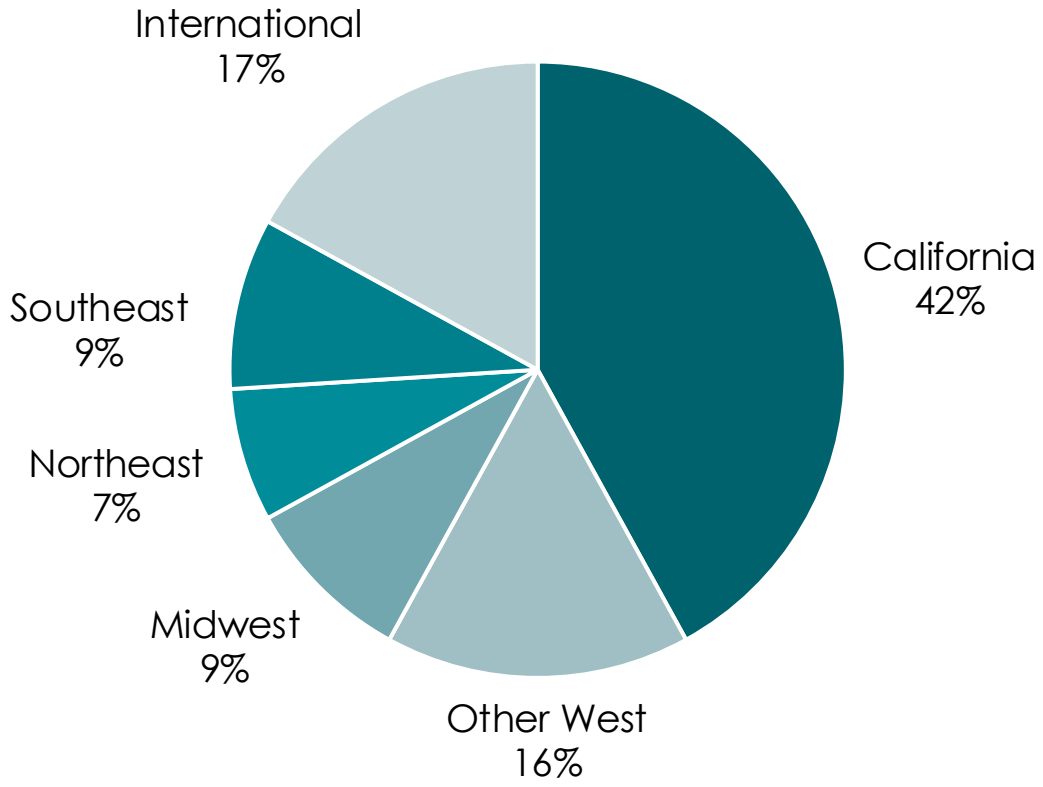
- **Over 1 in 3** of those visiting for **business** extended their trip to engage in leisure activities
- **17%** of business travelers were still undecided about extending their trip



*BASE: 10% of all visitors.

Study Objectives: Visitor Journey

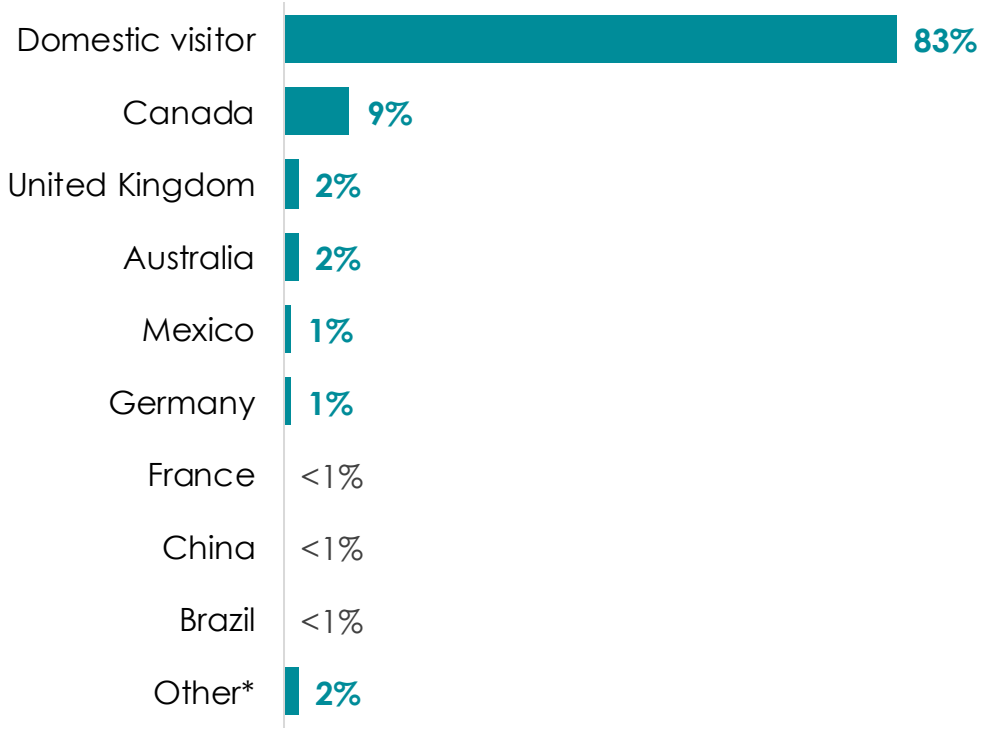
Region of Origin



International Market

- Despite a significant decrease from the previous quarter, over **half** of international visitors were still from **Canada**

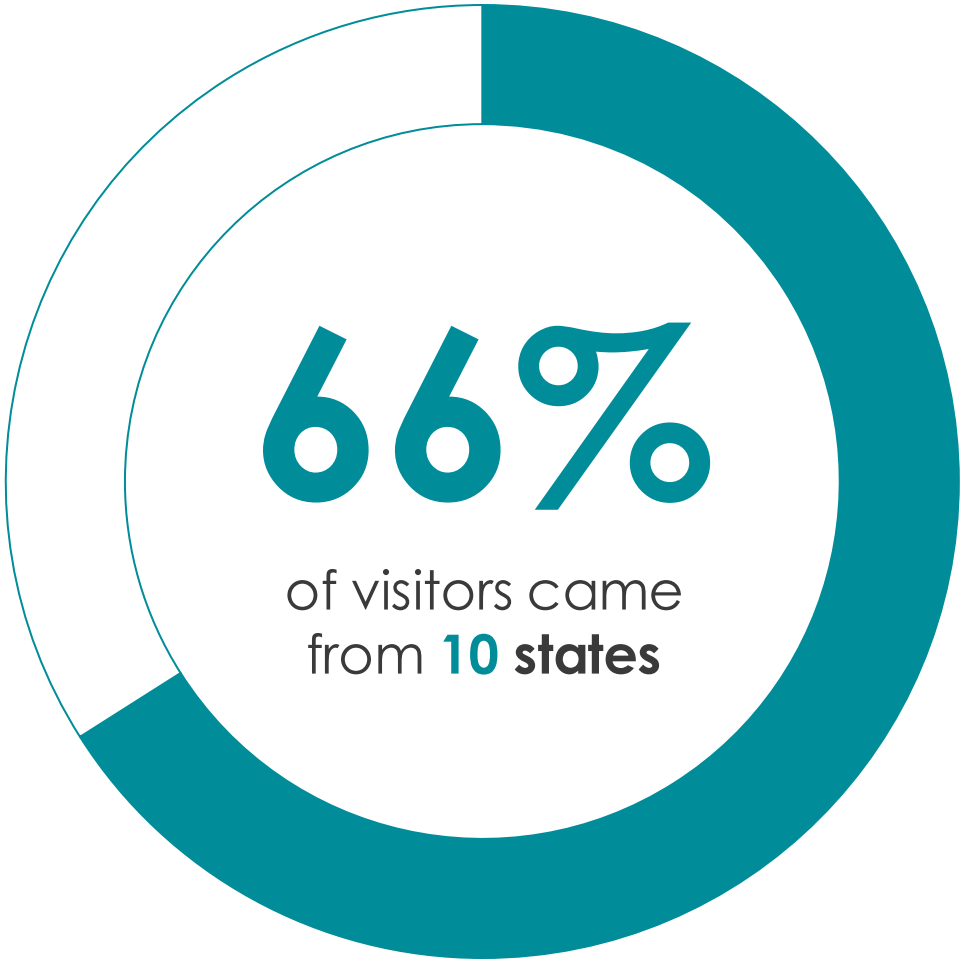
- Around **1 in 10** of international visitors were from the **United Kingdom**, **Australia**, or **Mexico**



*Other open-ended responses included respondents from Ireland, Hungary, and other countries.

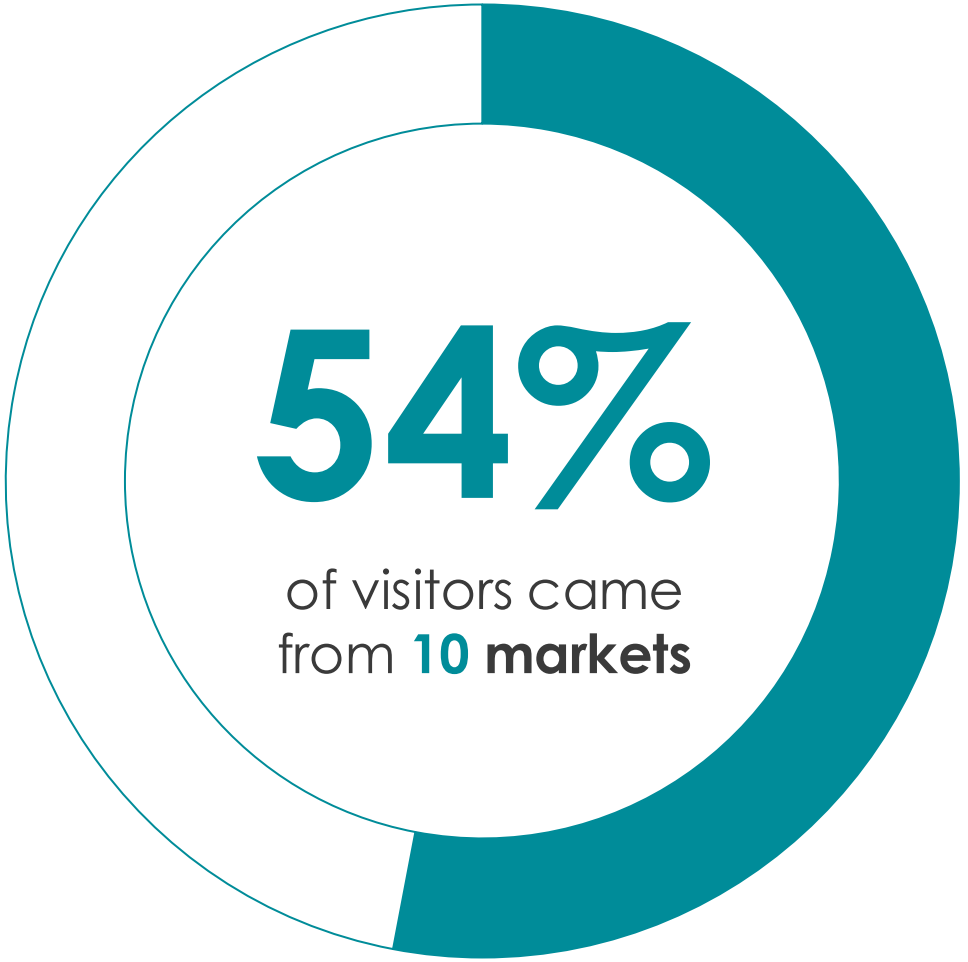
Top Origin States

State	Percentage
California	42%
Washington	5%
Florida	3%
New York	3%
Oregon	3%
Arizona	2%
Colorado	2%
Illinois	2%
Nevada	2%
Texas	2%



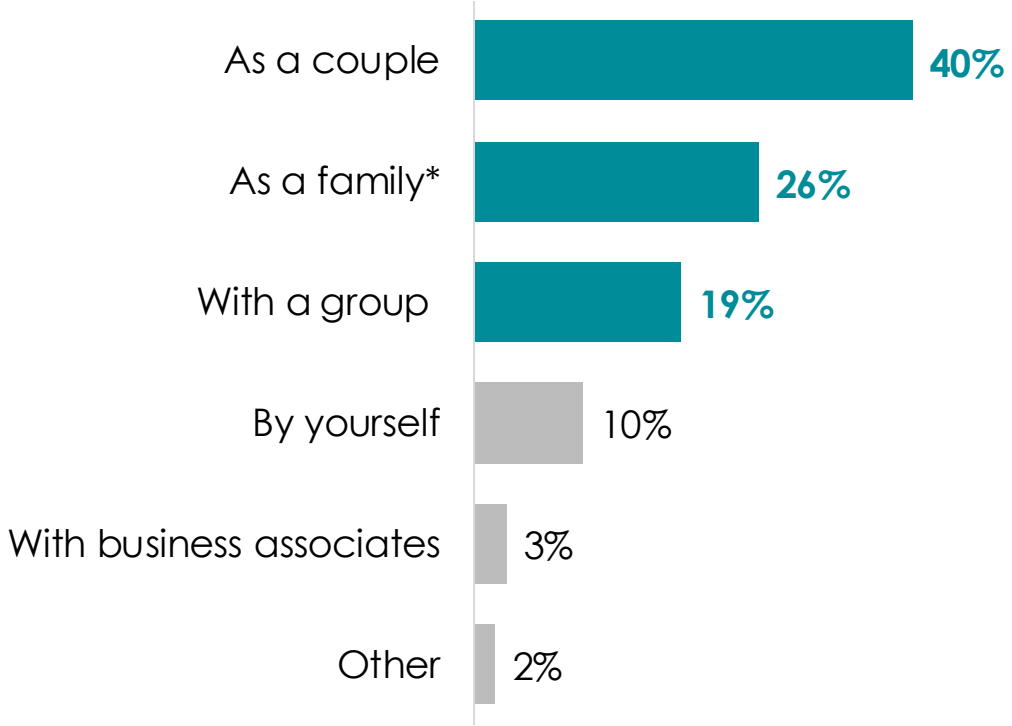
Top U.S. Origin Markets

Market	Percentage
Los Angeles	26%
San Francisco- Oakland- San Jose	6%
San Diego	4%
Seattle- Tacoma	4%
New York	3%
Sacramento- Stockton- Modesto	3%
Chicago	2%
Denver	2%
Phoenix	2%
Portland, OR	2%



Travel Party Composition

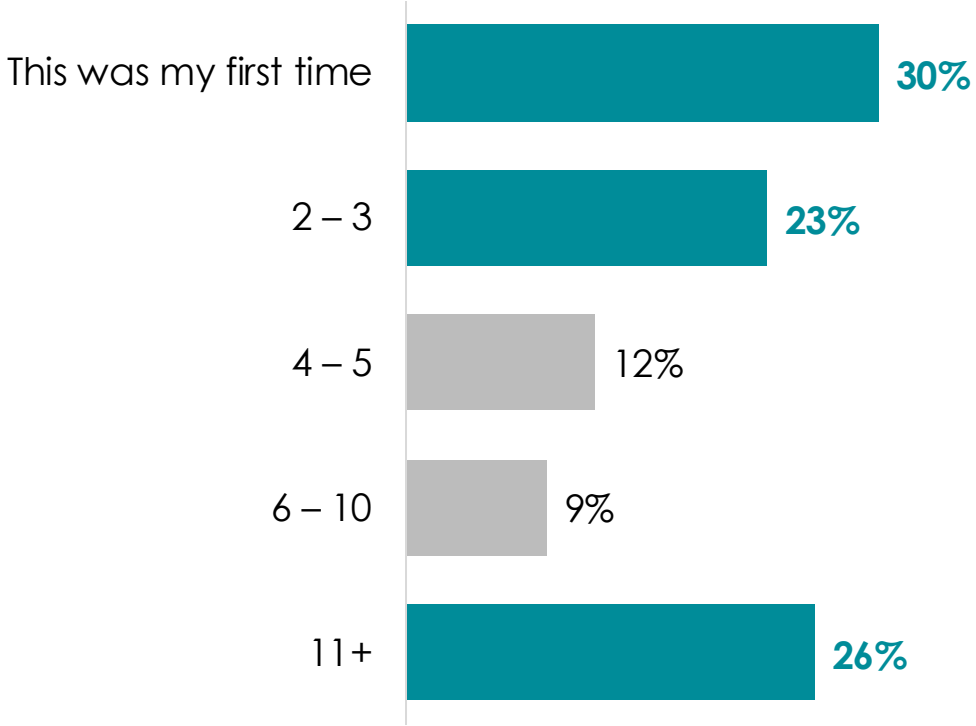
- **More** visitors traveled **as a family** (**+7%** points) and **with a group** (**+6%** points) during the second quarter compared with January through March
- Likewise, more **traveled with children** (**17%**), a **5%**-point increase over the first quarter
- The typical **travel party size** increased to **3.5** from 2.9 in the previous quarter, likely influenced by seasonal events that appeal to group travelers and those coming for Spring Break vacation



*The percentage includes families traveling with and without children.

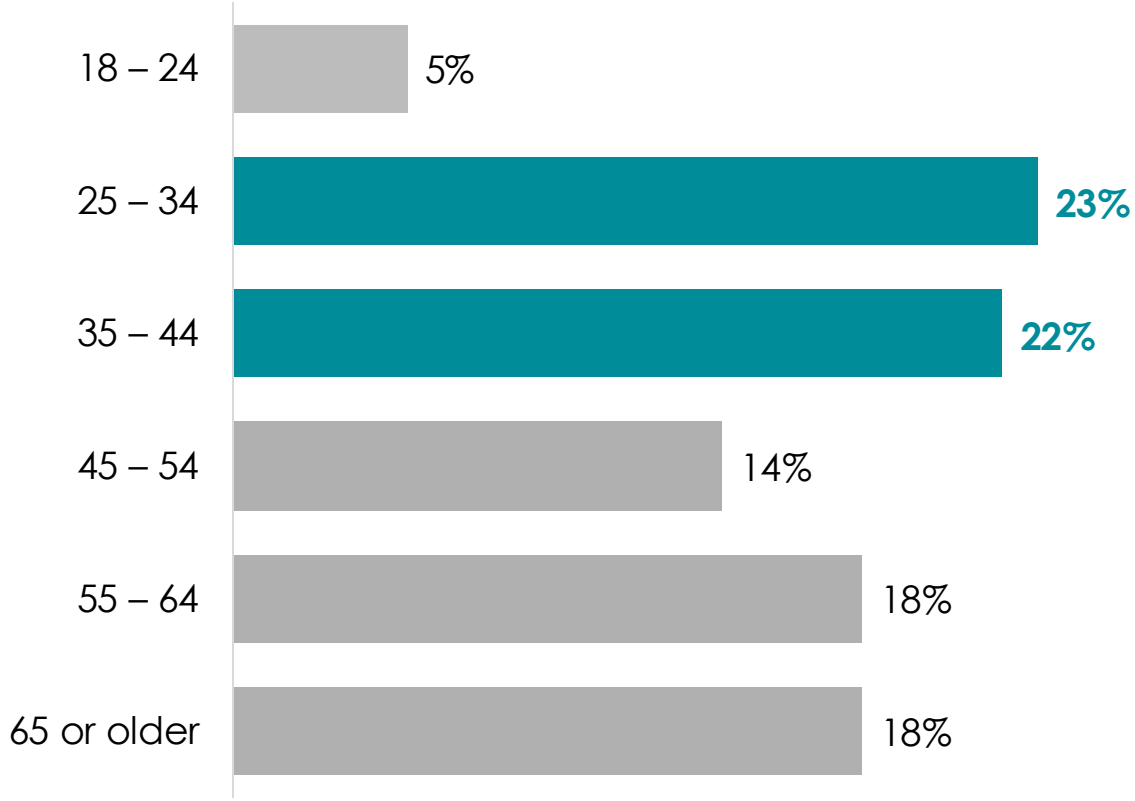
New & Returning Visitors

- **30%** of visitors said this was their **first time** visiting the Greater Palm Springs area
- Over **1 in 4** travelers frequented the area **over 10 times**



Age*

- Typical visitors to Greater Palm Springs from April to June skewed **younger** compared to the first quarter, with a median age of **45,** likely due to seasonal events drawing younger crowds

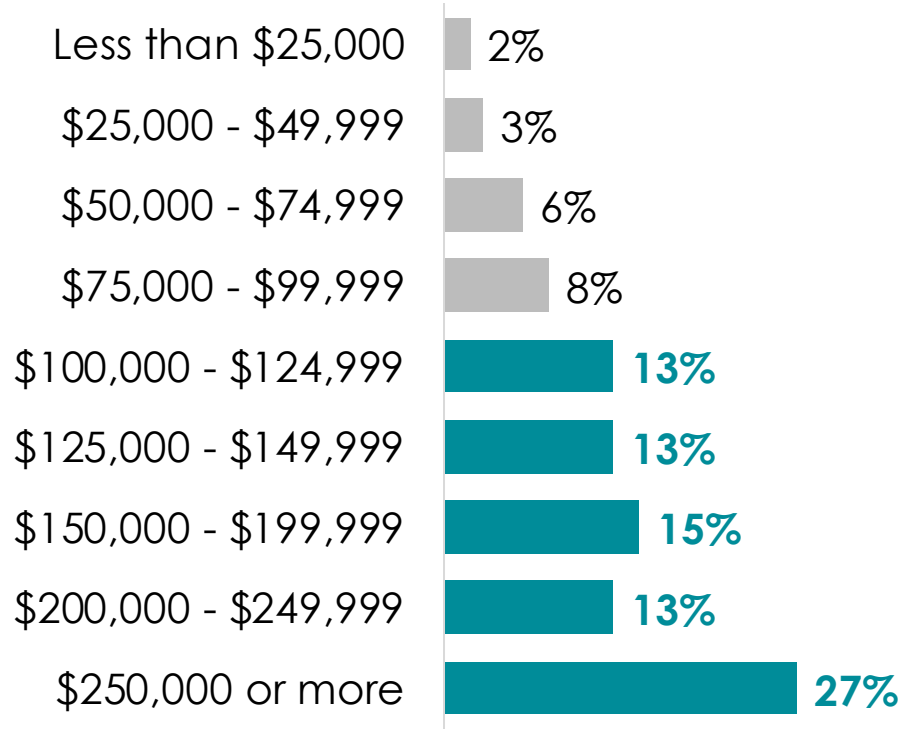


*The demographic data reflects the surveyed individual, who may not fully represent the entire travel party.

Household Income

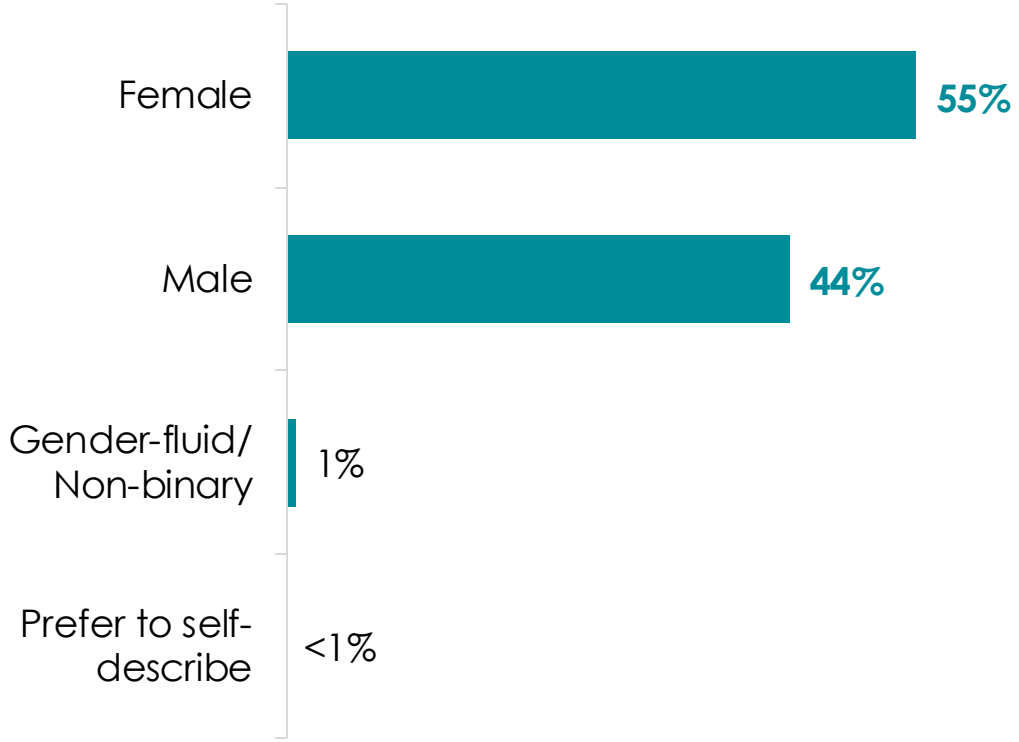
- Typical visitors to the Greater Palm Springs area from April through June had a lower **median household income** of **$166,700** per year compared to the first quarter likely due to seasonal events appealing to younger demographics

- **55%** of visitors earned over **$150,000** per year



Gender Identity*

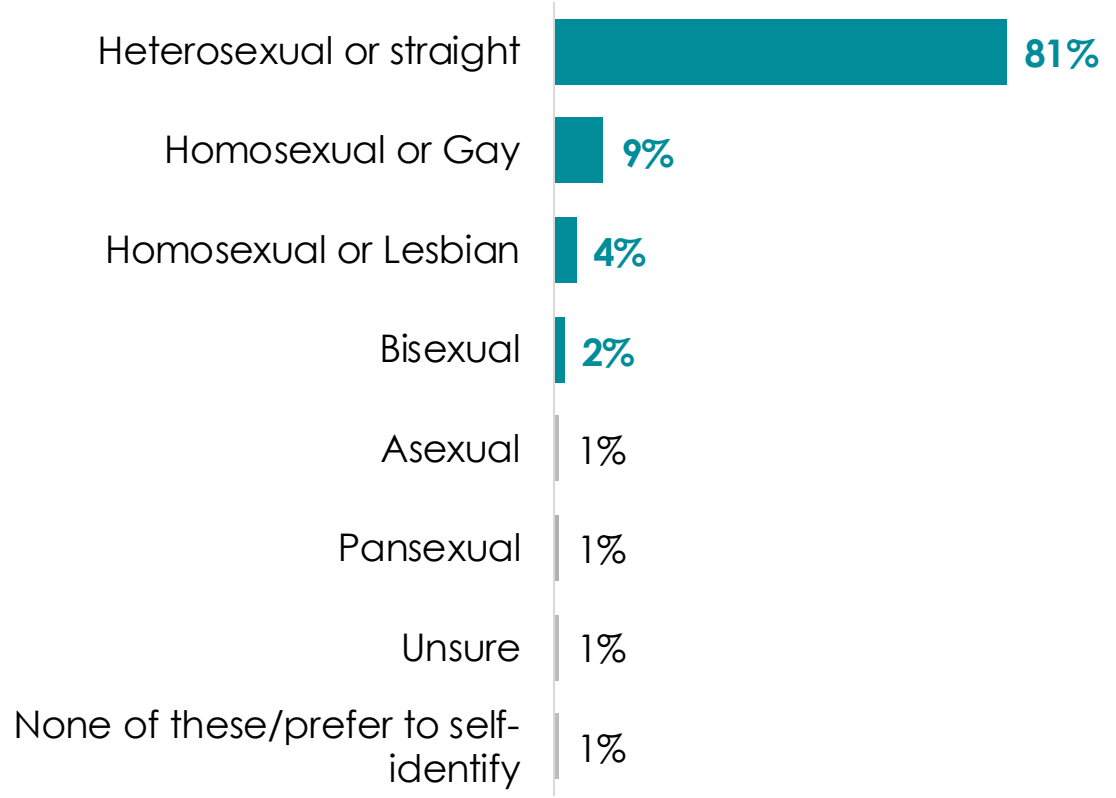
- Over **half** of the visitors to Greater Palm Springs who were interviewed identified themselves as **female**



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

Visitor Sexual Orientation*

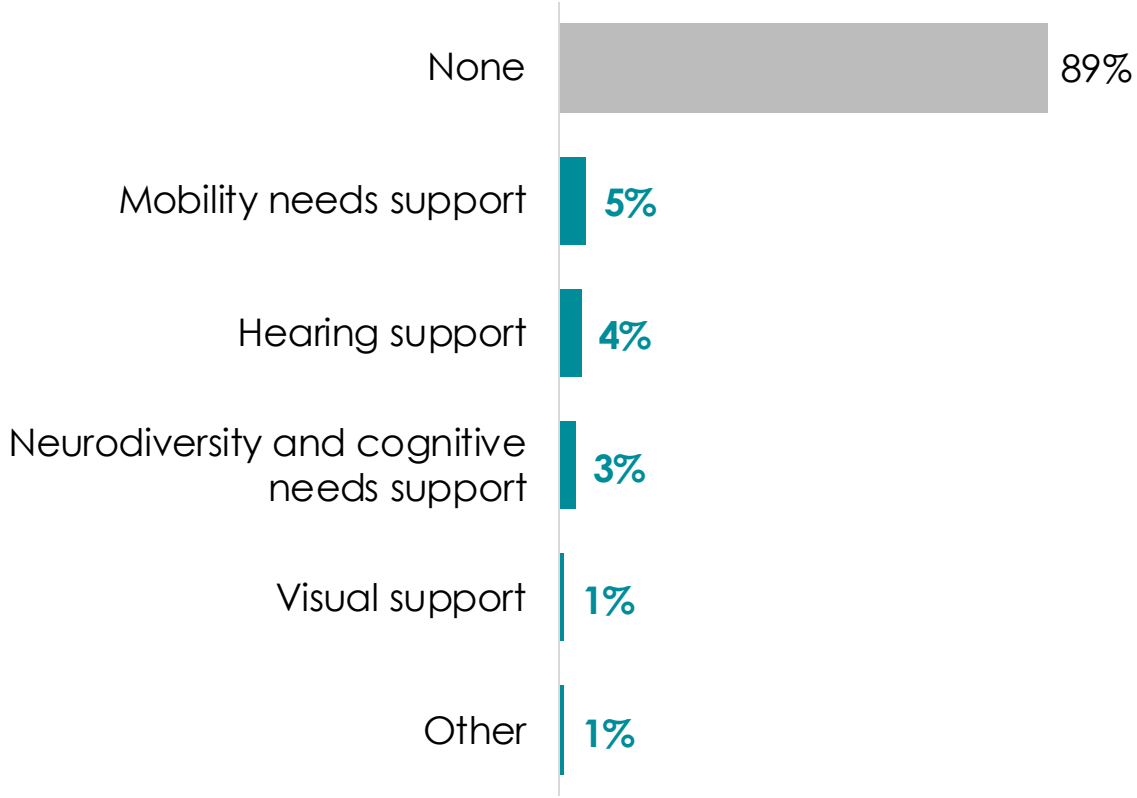
- Over **4 in 5** visitors identified as **heterosexual or straight**
- **15%** identified themselves as **gay**, **lesbian**, or **bisexual**



*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**



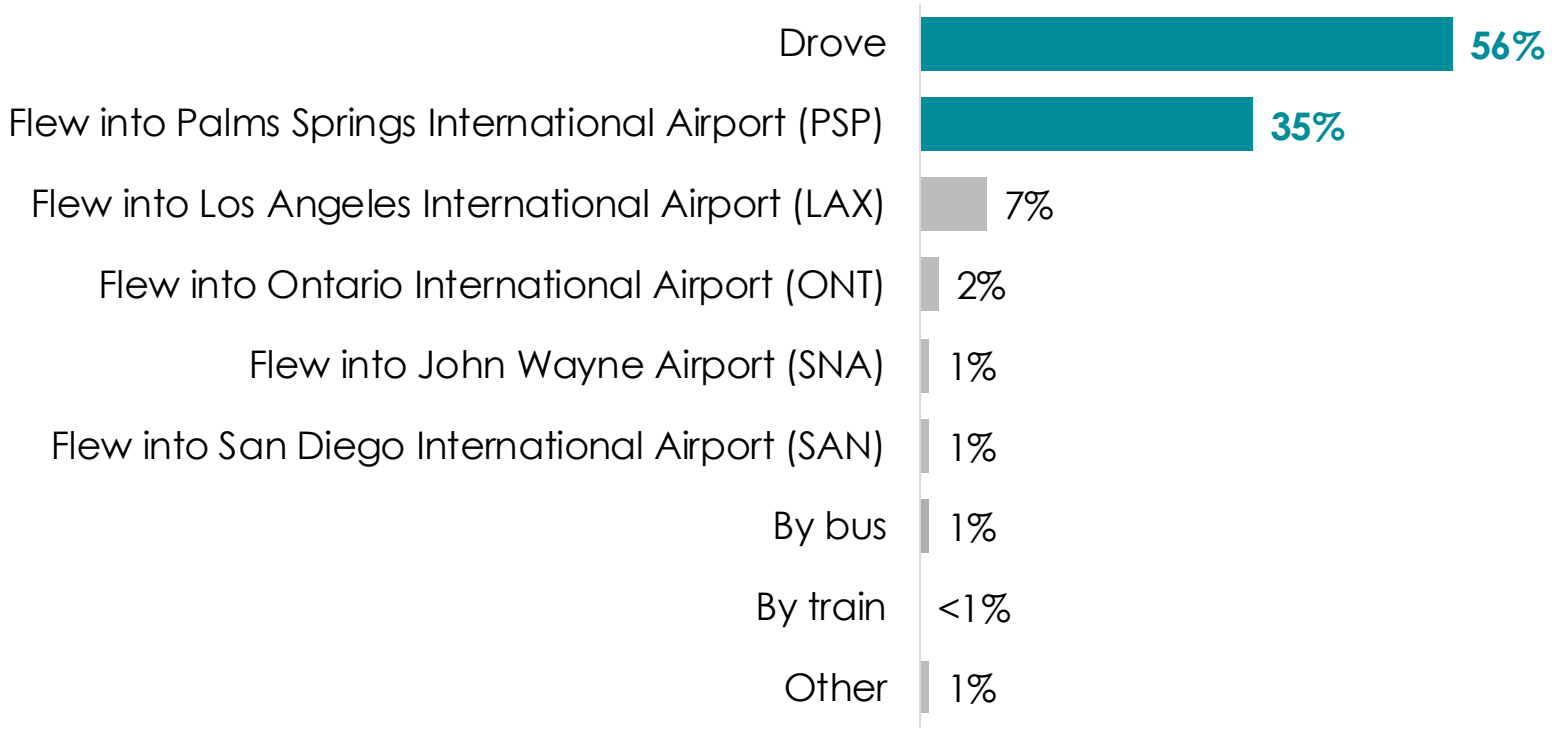
*Multiple responses permitted.

Study Objectives: Visitor Journey

Transportation*

- More visitors drove to the area (**56%**) in the second quarter, an **11%**-point increase compared to January through March

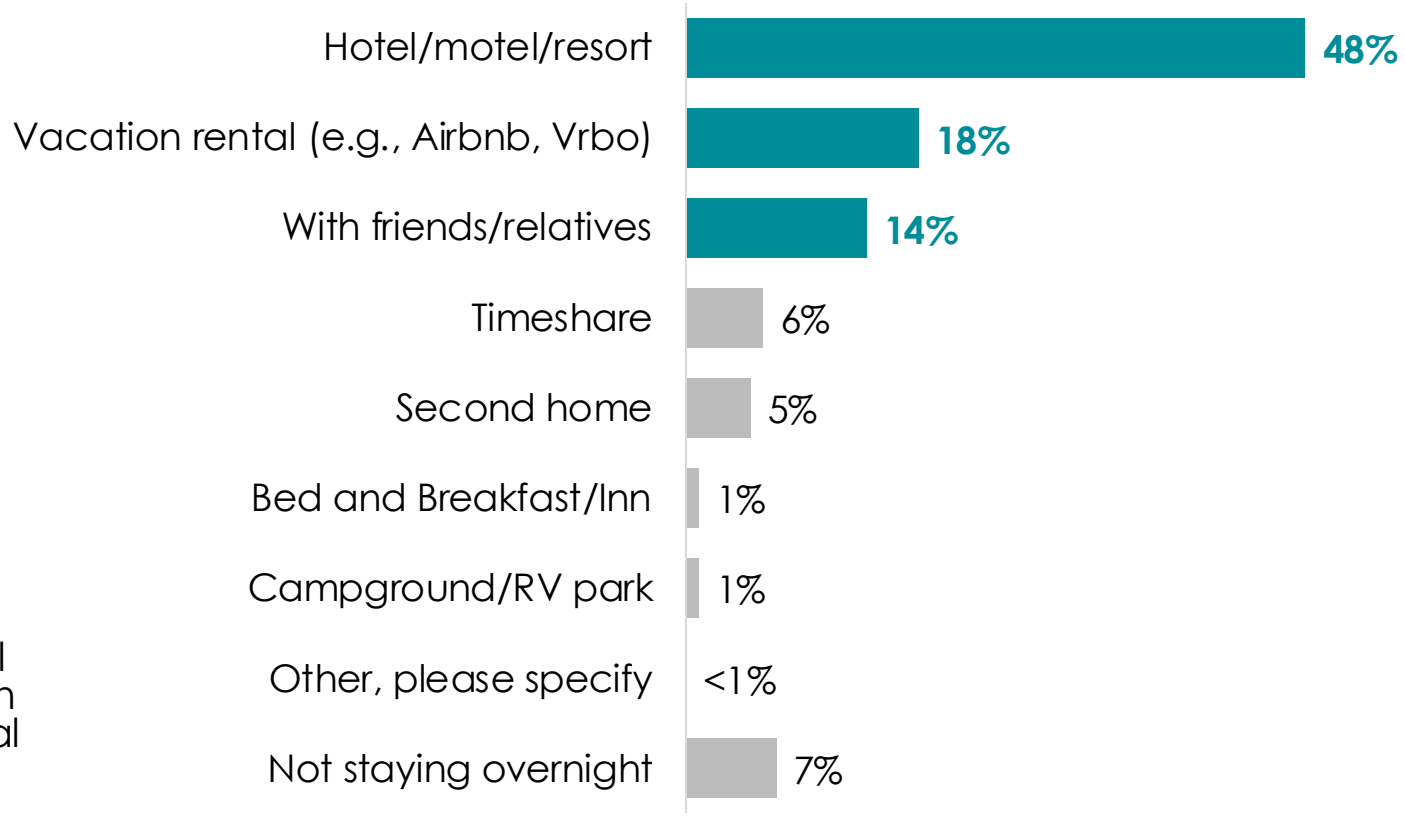
- Nearly **half** of visitors traveled by **plane**, **35%** arriving at **Palm Springs International Airport (PSP)**



*Multiple responses permitted. Excludes PSP as the interviewing location for a more accurate representation.

Accommodations & Length of Stay*

- Nearly **half** of visitors stayed in a **hotel/motel/resort** during their trip to the Greater Palm Springs Area
- More visitors chose to stay in a **hotel/motel/resort** (**+5%** points), and fewer in a **vacation rental** (**-3%** points) compared to the first quarter
- Visitors stayed in the Greater Palm Springs area for about **5.5 nights** on average (8.7 nights in January-March)**
- The shorter stays may be attributed to several factors: a growing nationwide trend of price sensitivity among travelers, a decline in international visitation due to tariffs and travel regulations, and an influx of visitors coming for Spring Break and seasonal events, who are more likely to stay for shorter, fixed periods

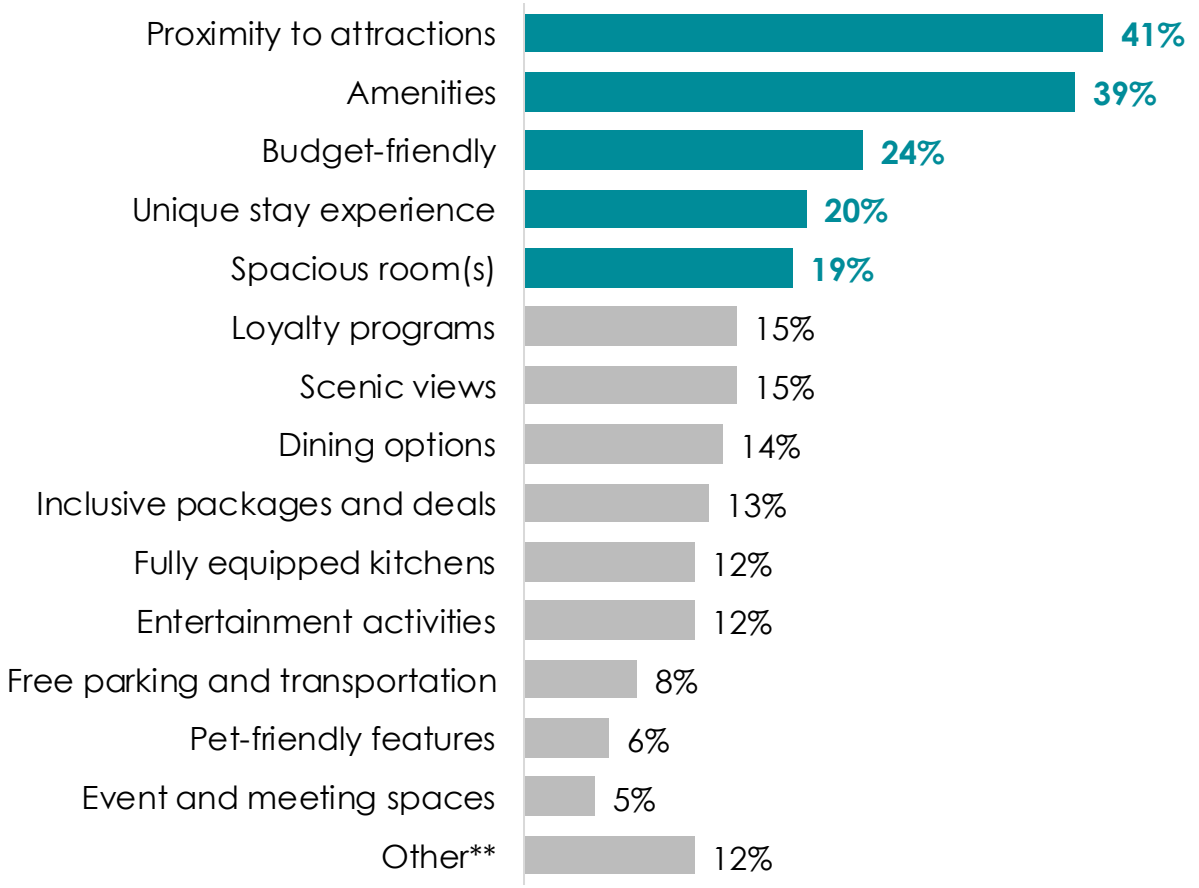


*The data includes both short- and long-term stays.
**Length of stay was capped at 30 nights.

Reasons for Selecting Accommodations*

- **Proximity to attractions** and/or **amenities** remained the top two drivers for selecting an accommodation

- More visitors were swayed by **budget-friendly options** (**+7%** points) and fewer by **scenic views** (**-8%** points) compared to the first quarter

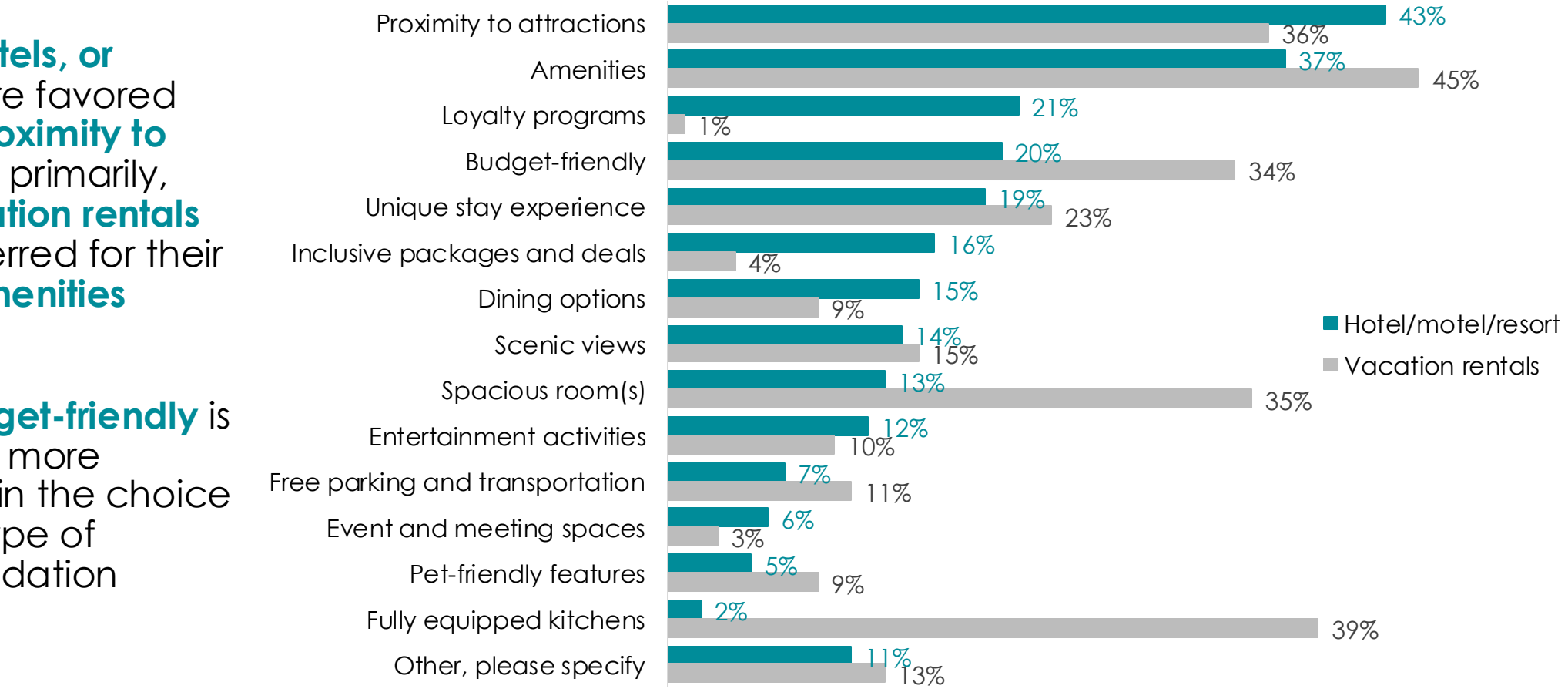


*Multiple responses permitted.
**Other open-ended replies mainly included comments that accommodations were selected or recommended by someone else.

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

- **Hotels, motels, or resorts** were favored for their **proximity to attractions** primarily, while **vacation rentals** were preferred for their offered **amenities**

- Being **budget-friendly** is becoming more important in the choice of either type of accommodation



*Multiple responses permitted.

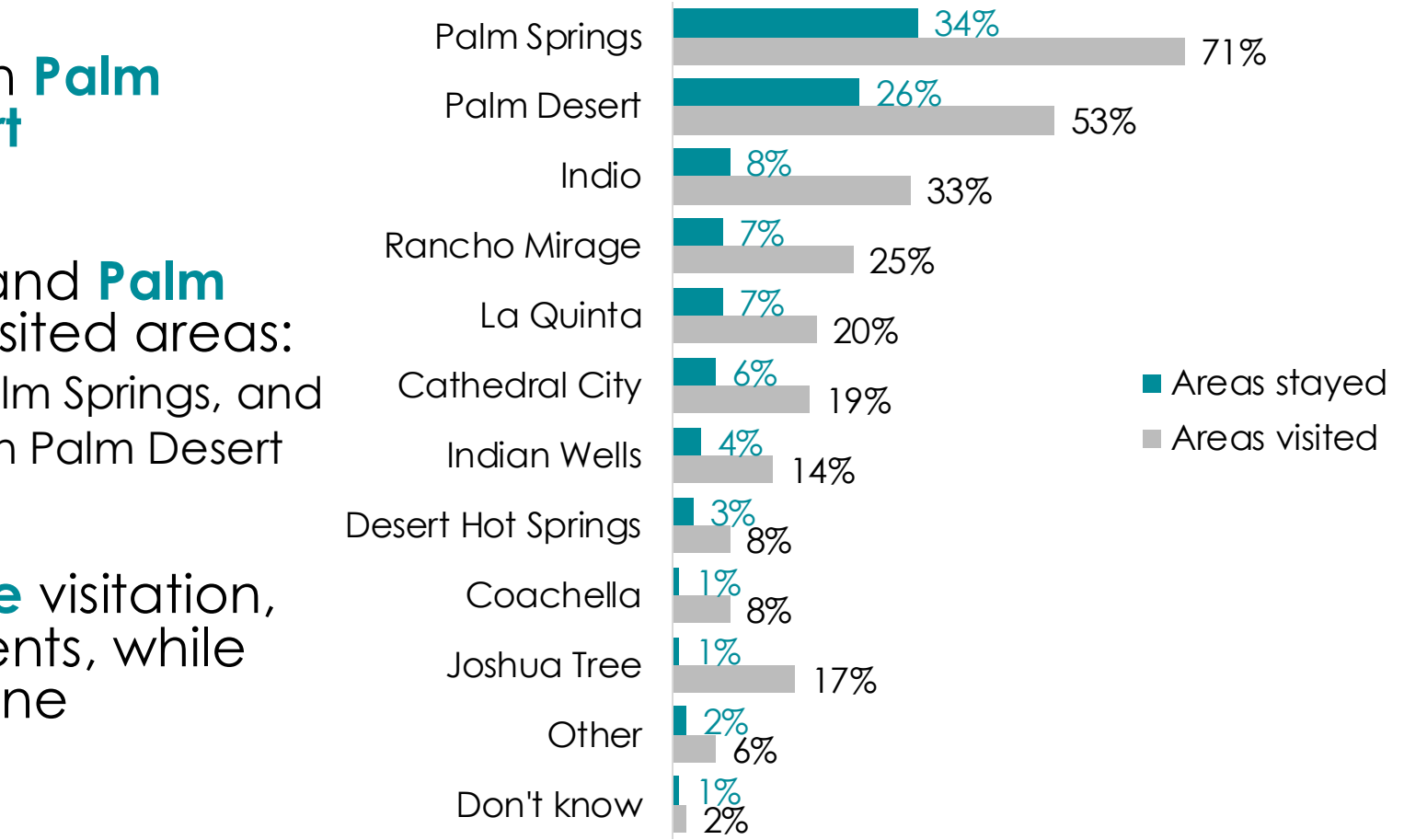
Visitor Activities*

- **Dining out** remains the **top** activity visitors engage in
- More people came to **attend an event or festival** (**+14%** points) compared to January through March
- Fewer were **shopping** (**-5%** points) and **visiting natural attractions** (**-9%** points) than earlier in the year

*Multiple responses permitted.

Areas Stayed & Visited*

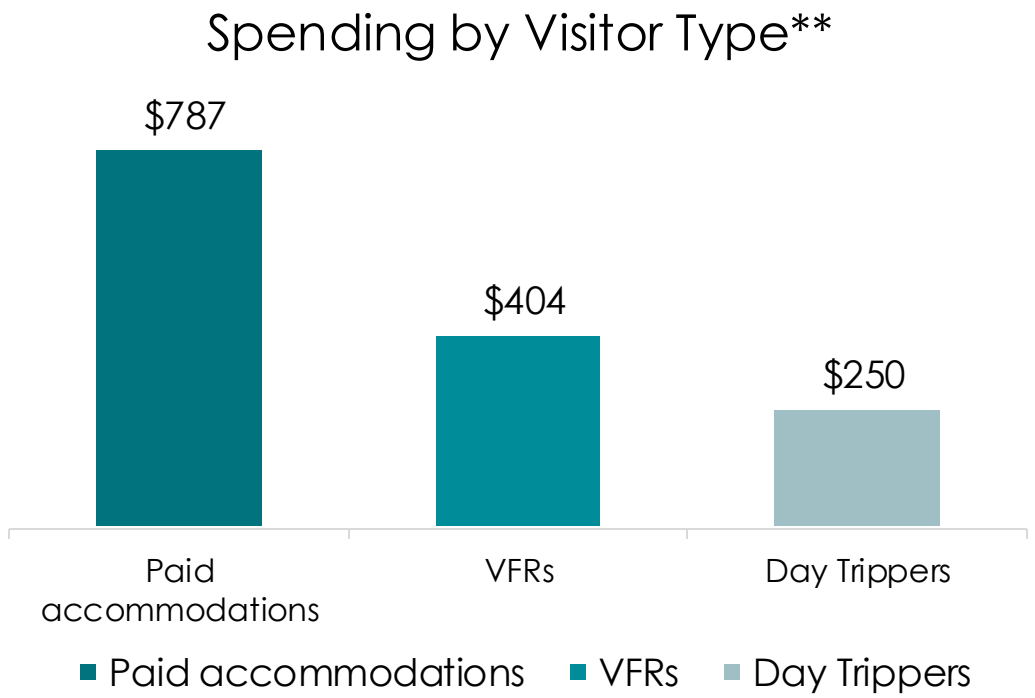
- Around **3 in 10** stayed in **Palm Springs** and **Palm Desert**
- Likewise, **Palm Springs** and **Palm Desert** were the most visited areas:
  - Around **7 in 10** visited Palm Springs, and
  - Over **5 in 10** spent time in Palm Desert
- **Indio** experienced **more** visitation, likely due to hosted events, while other areas saw a decline



*Multiple responses permitted. Excludes Kimpton Rowan as the interviewing location for a more accurate representation.

Visitor Spending per Travel Party per Day

Spending Category	Amount Spent
Lodging	$239*
Restaurant food and beverages	$160
Attractions/events	$88
Retail purchases	$71
Transportation	$43
Grocery	$40
Total	$641

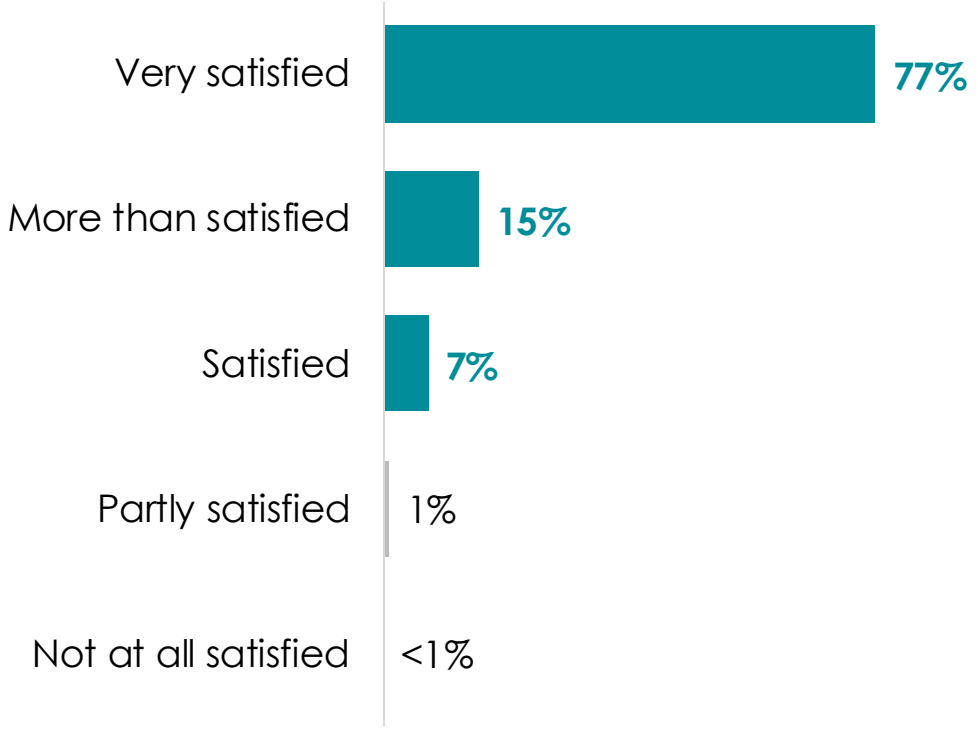


*The lower lodging spending figure now additionally includes those not staying in paid accommodations.
**Paid accommodations include visitors staying at a hotel, motel, or resort; short- and long-term vacation rentals; Bed and Breakfast/Inn; or campground/RV park. VFRs include visitors staying in a second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

Study Objectives: Visitor Journey

Visitor Satisfaction

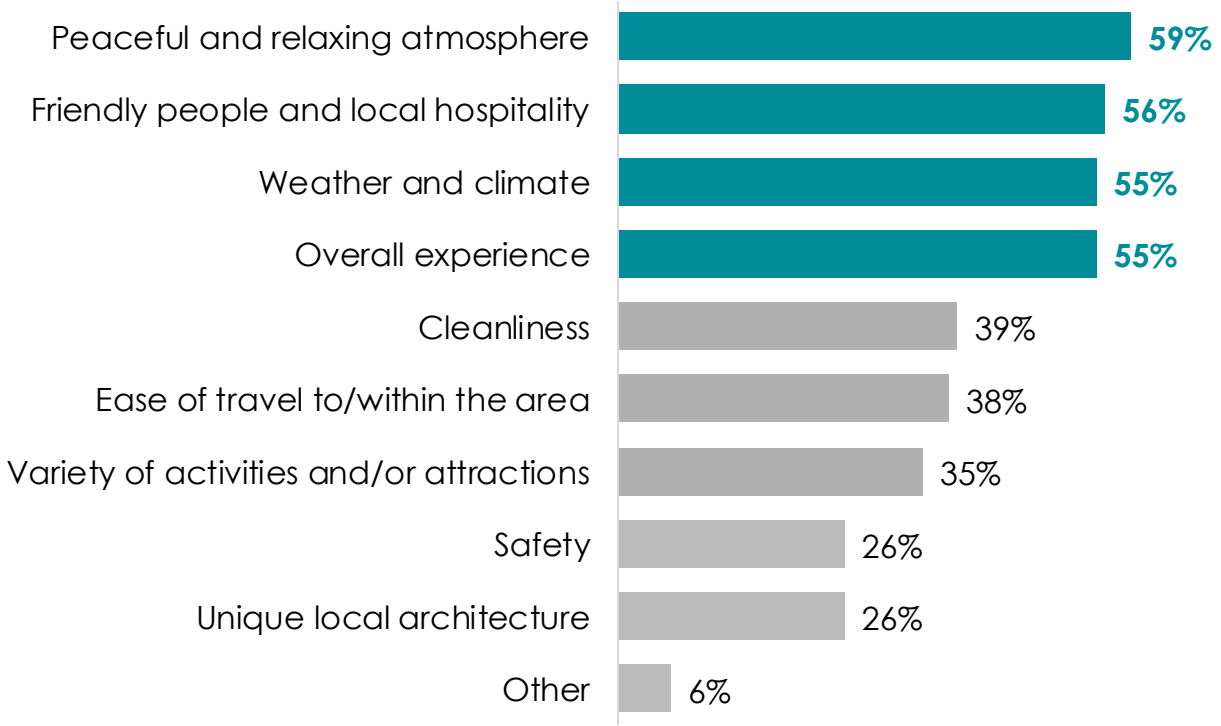
- Over **99%** of visitors were **satisfied**, **more than satisfied**, or **very satisfied** with their stay
- **77%** were **very satisfied** (**+4%** points compared to the previous quarter)



Reasons for Being Very Satisfied*

- Nearly **3 in 5** were very satisfied with their experience due to the **peaceful and relaxing atmosphere**

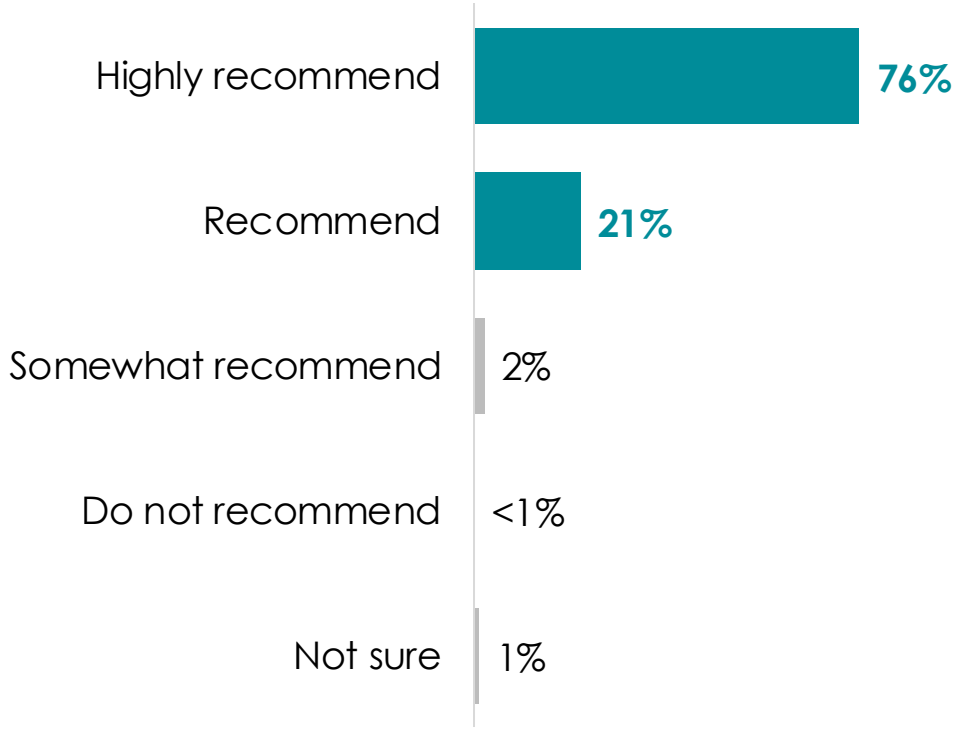
- Nearly **3 in 5** were likewise very satisfied thanks to the **friendly people and local hospitality**, **weather, and climate**, and their **overall experience**



*Multiple responses permitted.

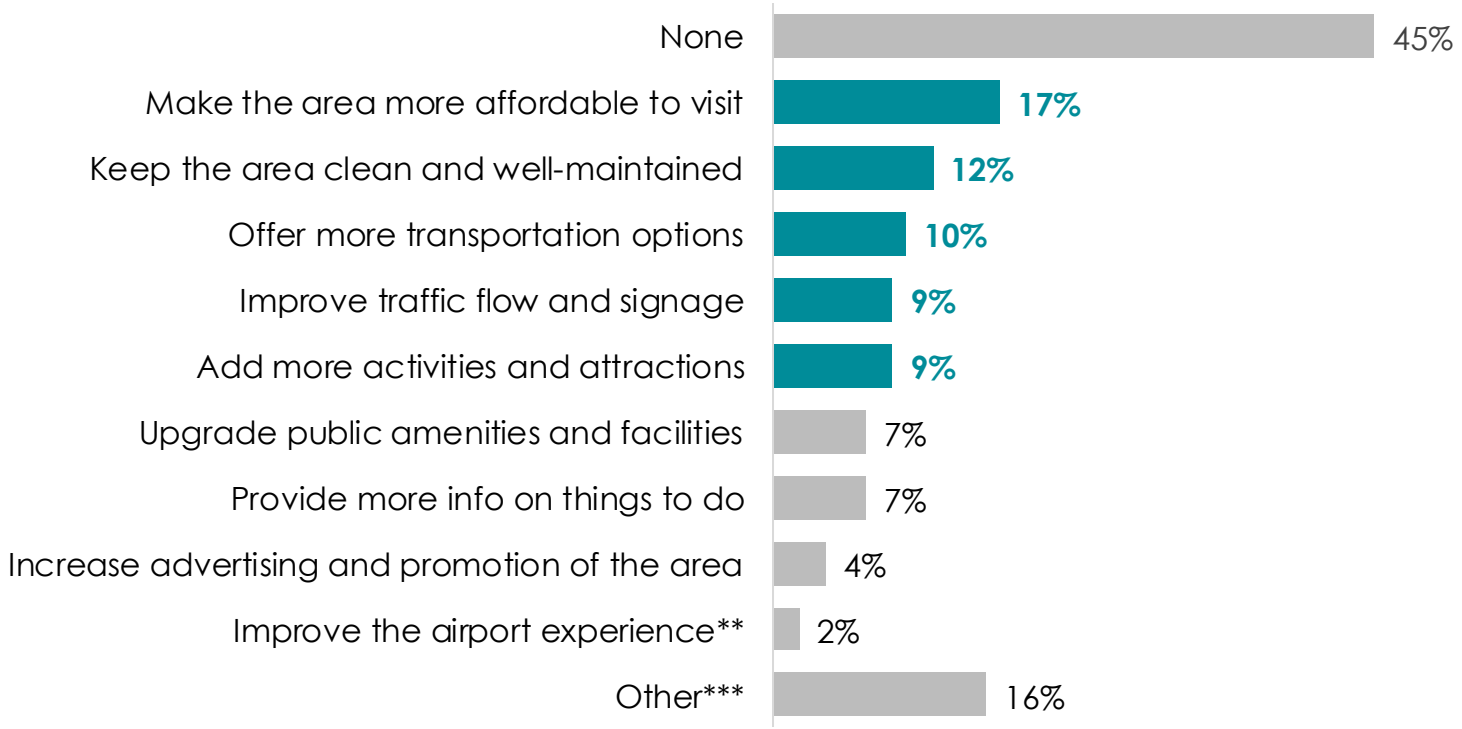
Visitor Recommendation

- Nearly **all** visitors said they **would recommend** or **highly recommend** the area
- Over **3 in 4** would **highly recommend** (**+4%** points compared to the previous quarter)



Suggested Improvements*

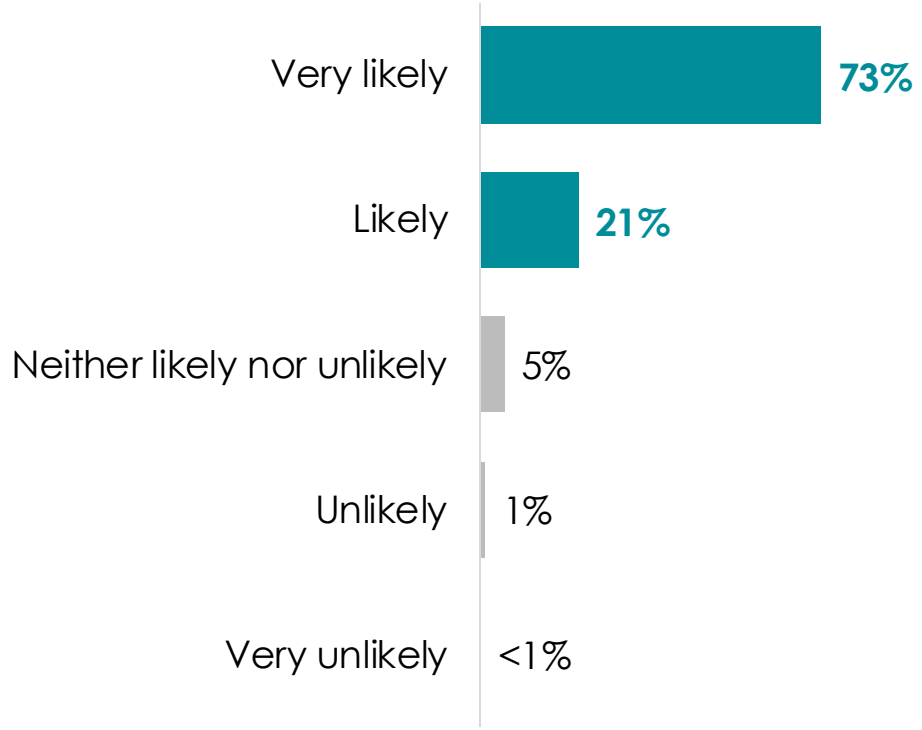
- Almost **half** of the visitors had **no suggestions** for improvements to the area
- Nearly **2 in 10** would like the area to be **more affordable**
- Around **1 in 10** visitors would also like to see:
  - Area being clean and well-maintained
  - More transportation options
  - Improved traffic flow and signage
  - More activities and attractions



*Multiple responses permitted.
**Those who selected "Improve the airport experience" primarily suggested expedited baggage retrieval and improved passenger flow.
***Other open-ended responses included comments related to event, lodging, and dining affordability and pricing, and better transportation and parking accessibility.

Likelihood of Returning

- Over **9 in 10** visitors were **likely to return** to the Greater Palm Springs area
- Over **7 in 10** were **very likely** to come back



Location	Surveys Completed
Palm Springs International Airport*	151
Kimpton Rowan Palm Springs	146
Palm Springs Art Museum	103
Palm Springs Air Museum	88
Coachella	83
Palm Desert Civic Center Park	39
The River at Rancho Mirage	39
Stagecoach	31
Old Town La Quinta	21
El Paseo Shopping District	20
Cathedral City	8
Other	15

*Note that we have weighted down the airport location to avoid oversampling error. The location captures visitors arriving at and departing from the destination.

Visit Greater Palm Springs

Visitor Tracking Report
April – June 2025

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