

Future Partners



**Visit Greater Palm Springs
2025-26 Resident Sentiment Study**

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Research Overview and Objectives

This report presents the preliminary findings from a study of Coachella Valley residents' sentiment around tourism in the area, conducted by Future Partners on behalf of Visit Greater Palm Springs.

The goals of this research are to reassess residents' perceptions of tourism, including awareness of the benefits the industry brings to the destination, as well as a deeper understanding of what residents believe makes Greater Palm Springs a great place to live and work and how to make the destination even more attractive to visitors.

These preliminary findings are based on a total of n=500 complete surveys collected between December 4-31, 2025, using an online survey distributed to residents through a trusted third-party panel provider.



Methodology and Sampling

To address the objectives of this research, Future Partners worked with Visit Greater Palm Springs to design a survey questionnaire for residents of the Coachella Valley.

Data was collected through a trusted online third-party panel provider between December 4-31, 2025. This preliminary report presents data from the 500 completed surveys gathered.

Respondents met the following criteria:

- Aged 18 years or older
- Must live at least part-time in the Coachella Valley

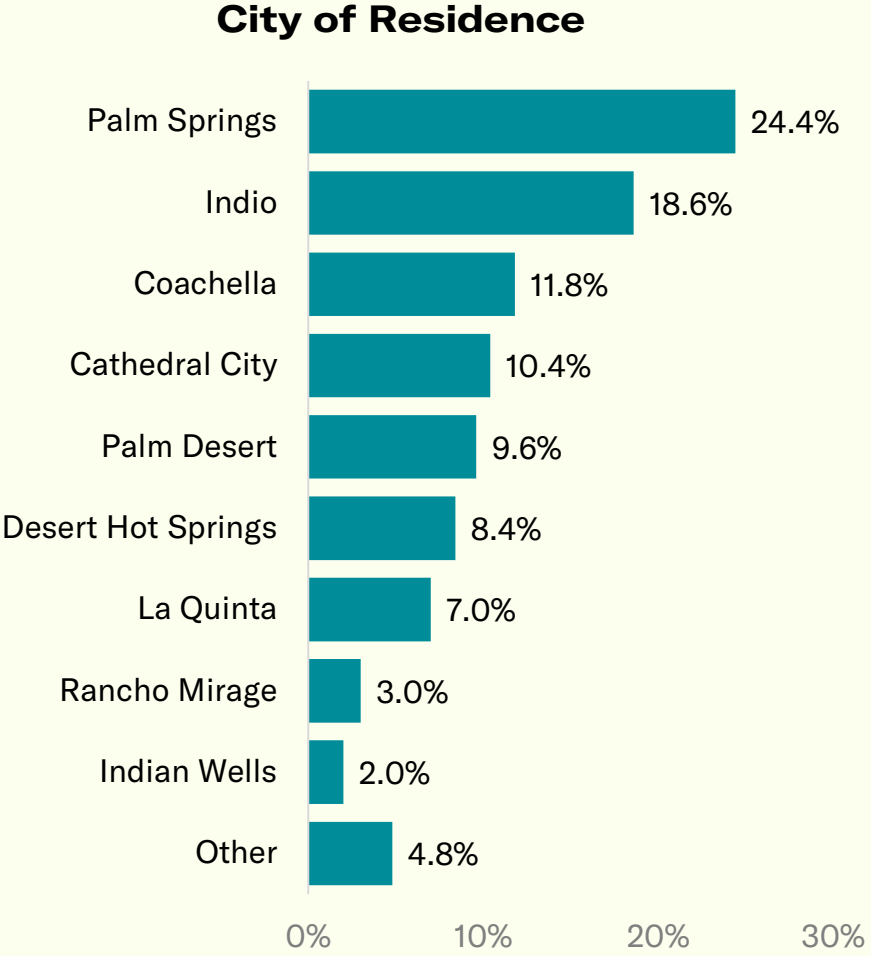


Detailed Findings

Detailed Findings: Resident Snapshot

The largest proportion of resident respondents live within the city of Palm Springs.

Nearly one quarter (24.4%) of Coachella Valley residents reside in the city of Palm Springs. This is followed by Indio (18.6%) and Coachella (11.8%).



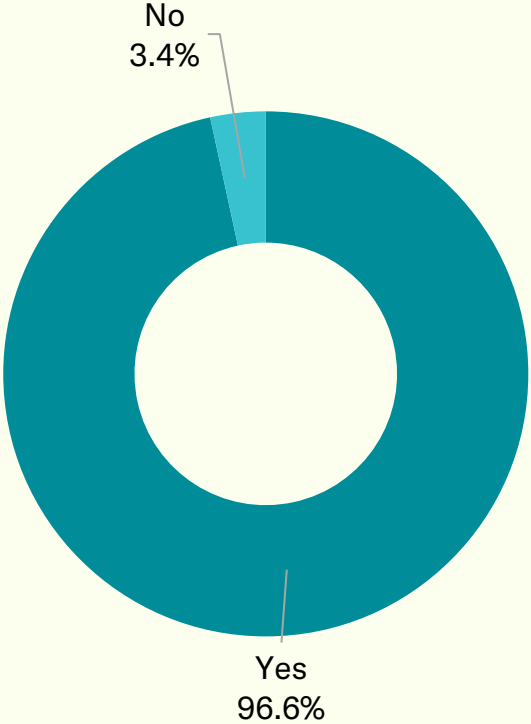
Question: In which city do you currently reside?

Base: Total respondents. 500 completed surveys.

Nearly all resident respondents live in Coachella Valley full-time.

The vast majority of respondents who are currently Coachella Valley residents are full-time residents (96.6%).

Full-Time Residency

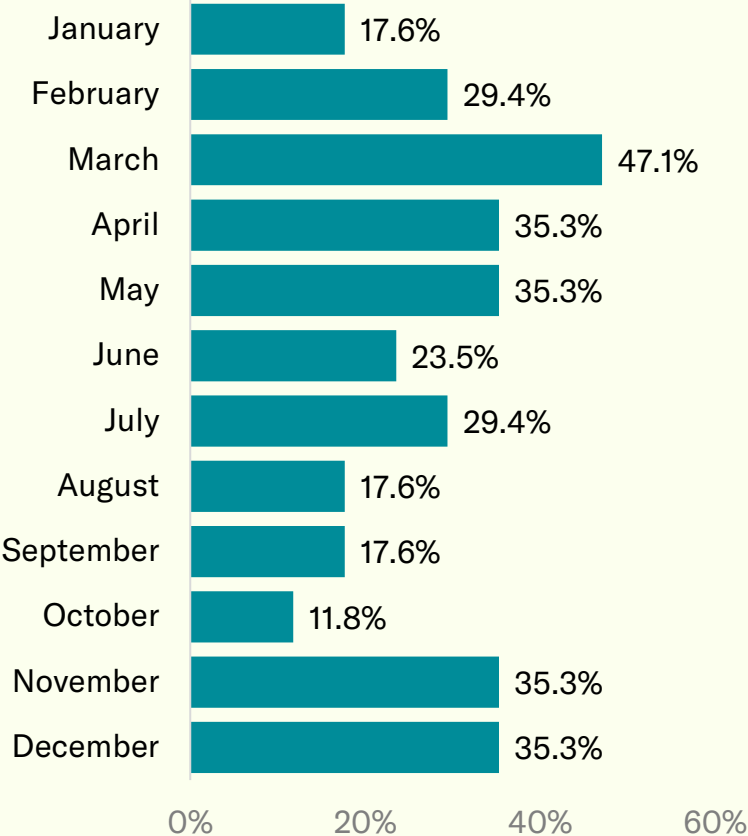


Question: Are you a full-time (e.g., 11+ months of the year) resident of Coachella Valley?

Part-time residents typically spend their time in the Coachella Valley during the spring season.

Residency among part-time residents reaches its high point in March with the onset of spring, then declines through summer and fall before rising again towards the end of the year.

Months of Part-Time Residency

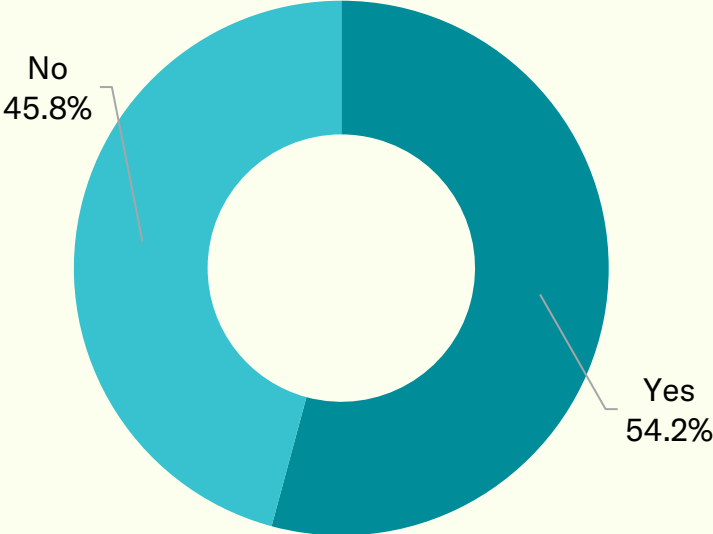


Question: Which month(s) of the year are you typically a resident of Coachella Valley? Select all that apply

Over half of respondents are lifelong residents.

Just over half (54.2%) of residents have always lived in the Coachella Valley.

Lifelong Coachella Valley Residents



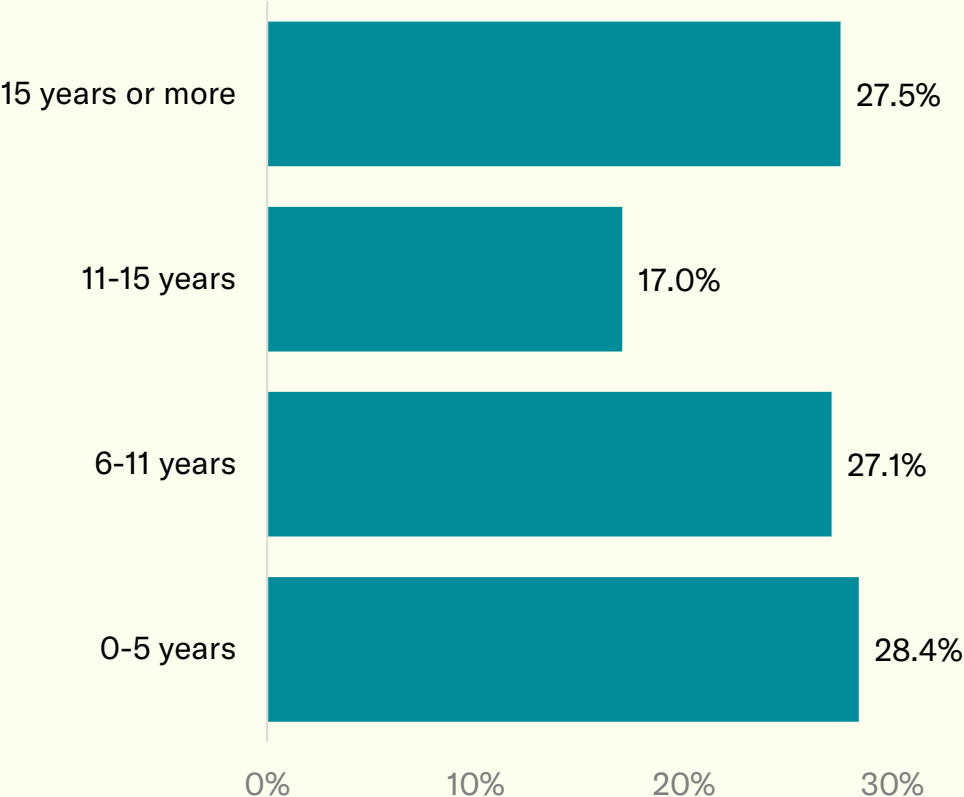
Question: Have you lived in the Coachella Valley area your entire life?

Base: Total respondents. 500 completed surveys.

Just over a quarter of Coachella Valley transplants have a tenure of 15 years or more in the region.

Of those who are not lifelong residents, just over a quarter (27.5%) have lived in the Coachella Valley for at least 15 years. Comparable proportions have lived in the region between 6-11 years (27.1%) or 0-5 years (28.4%).

Length of Residency in Coachella Valley



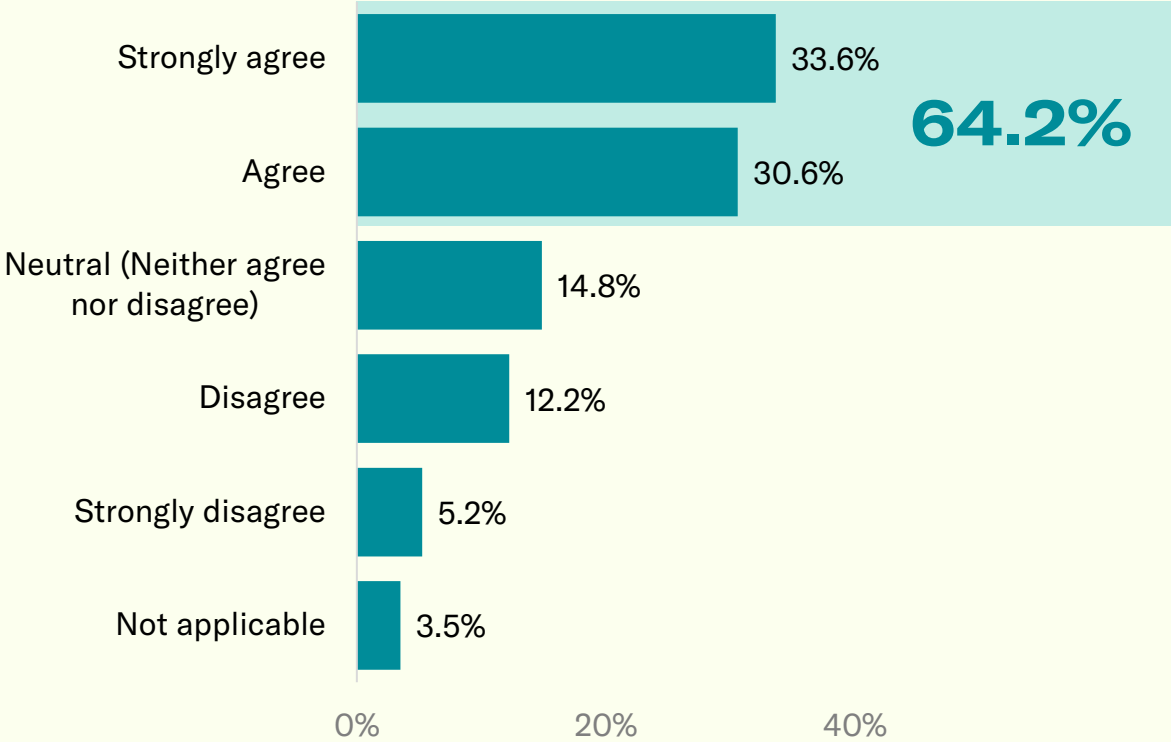
Question: How long have you lived in the Coachella Valley?

Base: Respondents who are not lifelong residents. 229 completed surveys.

Approximately two-thirds of transplants moved to Coachella Valley after visiting and falling in love with the area.

About two-thirds (64.2%) of newcomers chose to relocate to the Coachella Valley after visiting and enjoying their experience there.

“I moved to Coachella Valley primarily because I visited and loved the place.”



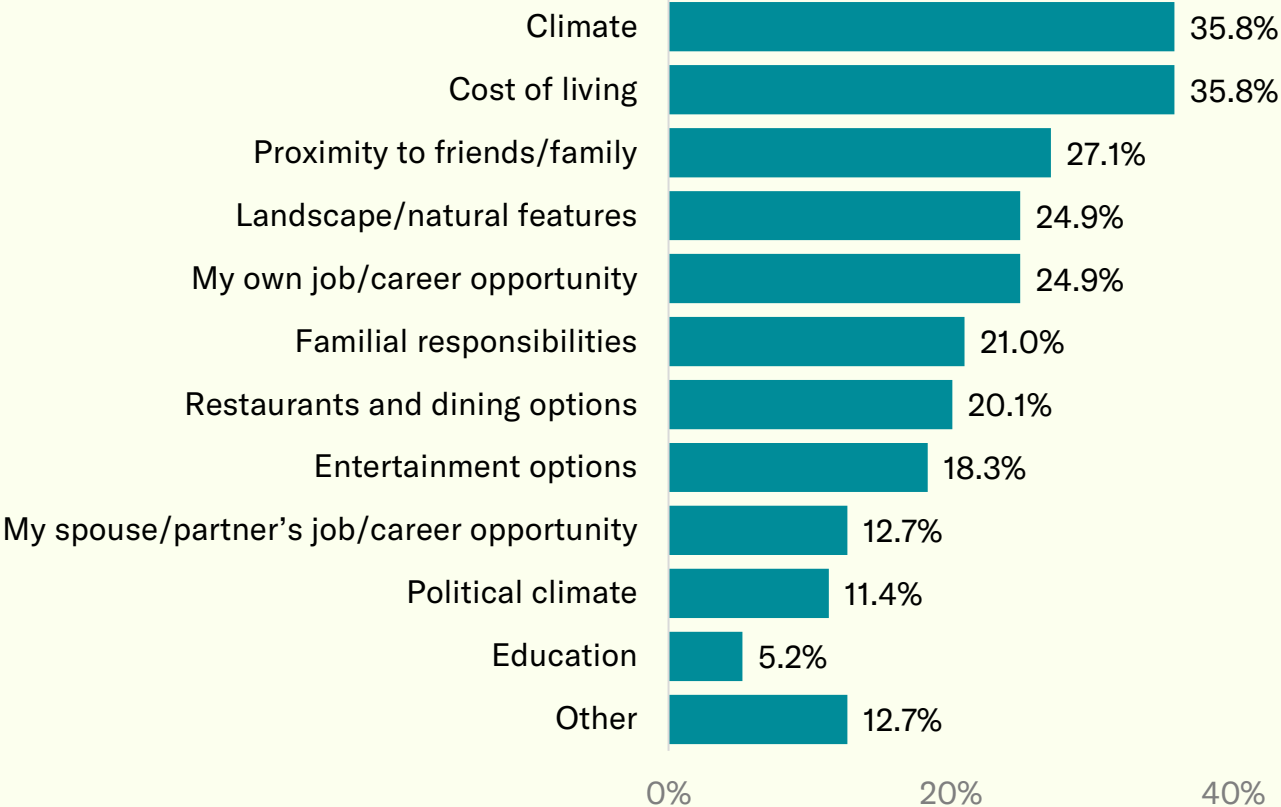
Question: How much do you agree with the following statement?

Base: Respondents who are not lifelong residents. 229 completed surveys.

Climate and cost of living were the top drivers for why respondents chose to move to the Coachella Valley.

Among those who moved to the Coachella Valley, their top reasons for relocating were the climate (35.8%) and cost of living (35.8%), followed by proximity to friends/family (27.1%), landscape/natural features (24.9%), and job/career opportunities (24.9%).

Reasons Moved to Coachella Valley



Question: Which of the following were reasons you moved to the Coachella Valley? Select all that apply.

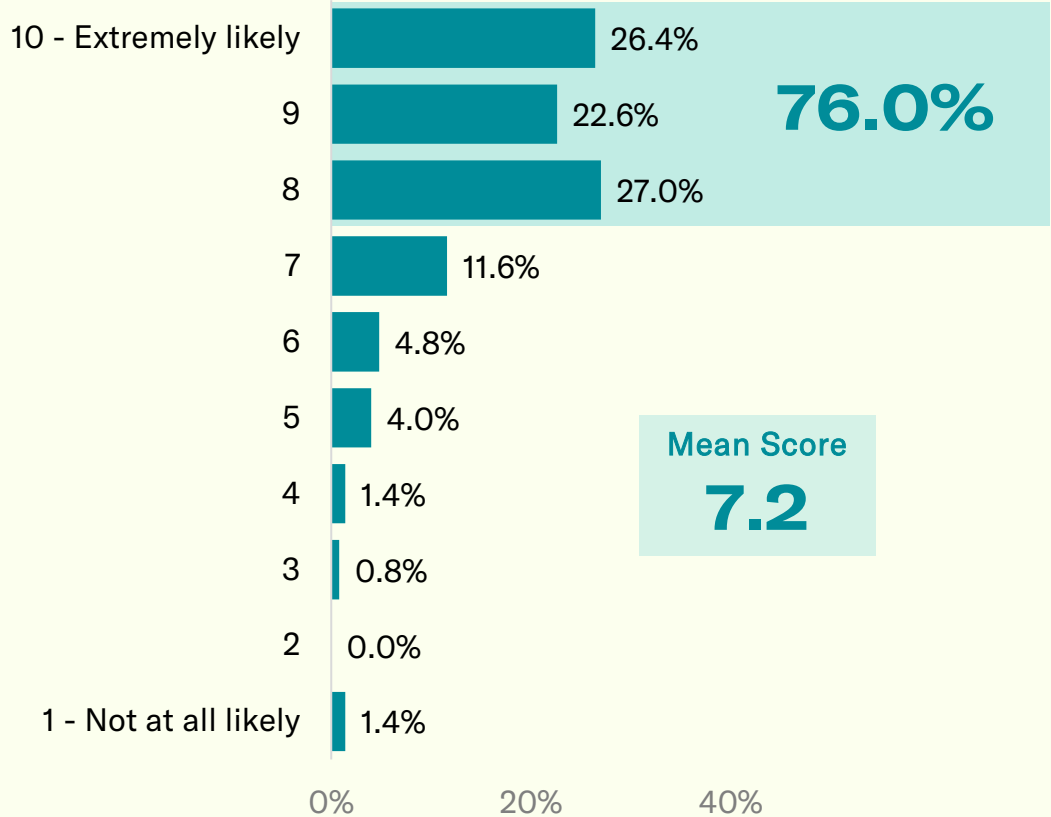
Base: Respondents who are not lifelong residents. 229 completed surveys.

Detailed Findings: Coachella Valley Perceptions

Residents are highly likely to recommend Coachella Valley as a place to live.

Recommendation levels are strong, with over three-quarters (76.0%) of Coachella Valley residents indicating a high likelihood (ratings of 8–10) of recommending the area as a place to live, with an average recommendation score of 7.2 on a 10-point scale.

Likelihood to Recommend Coachella Valley as a Place to Live



Question: Using the scale below, how likely would you be to recommend Coachella Valley to family, friends or colleagues as a place to live?

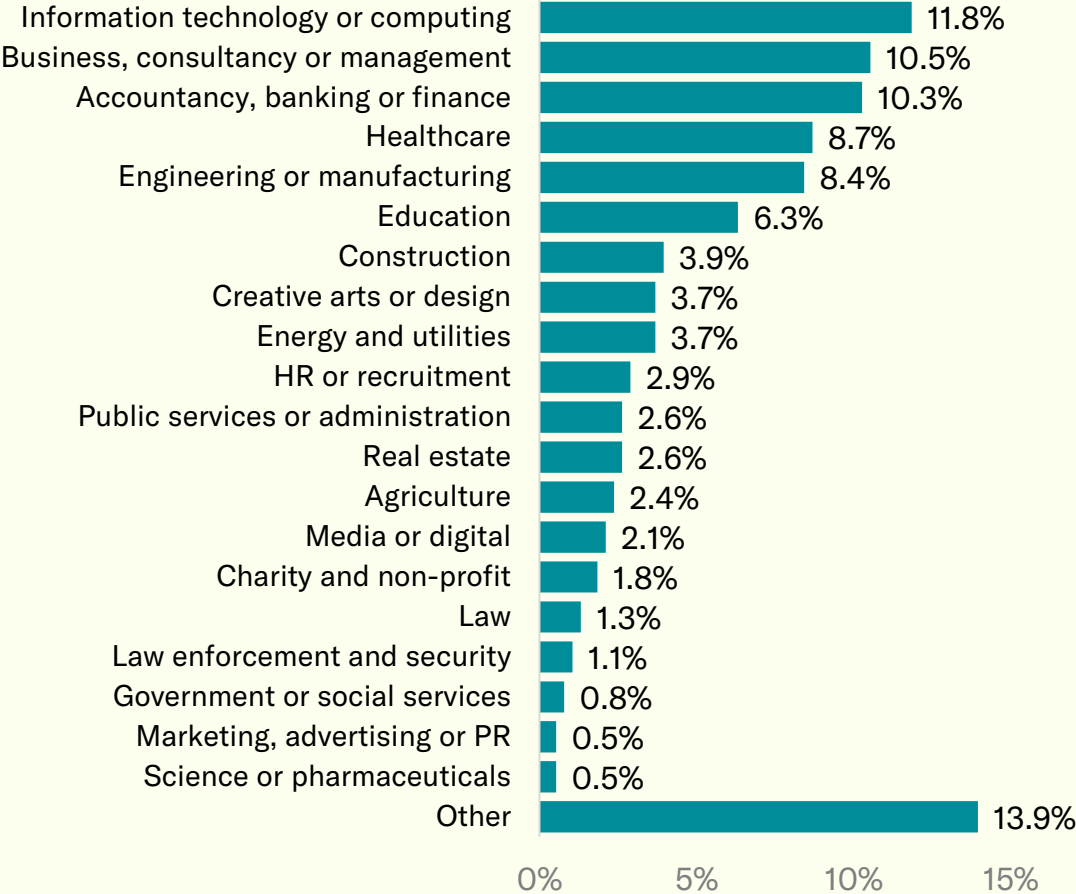
Base: Total respondents. 500 completed surveys.

Detailed Findings: Employment

Approximately one-tenth of employed residents work for an information technology or computing company.

Of these current employed residents, just over one-in-ten (11.8%) work for an information technology or computing company, followed closely by business, consultancy or management (10.5%) and accounting, banking or finance (10.3%).

Current Industry of Employment

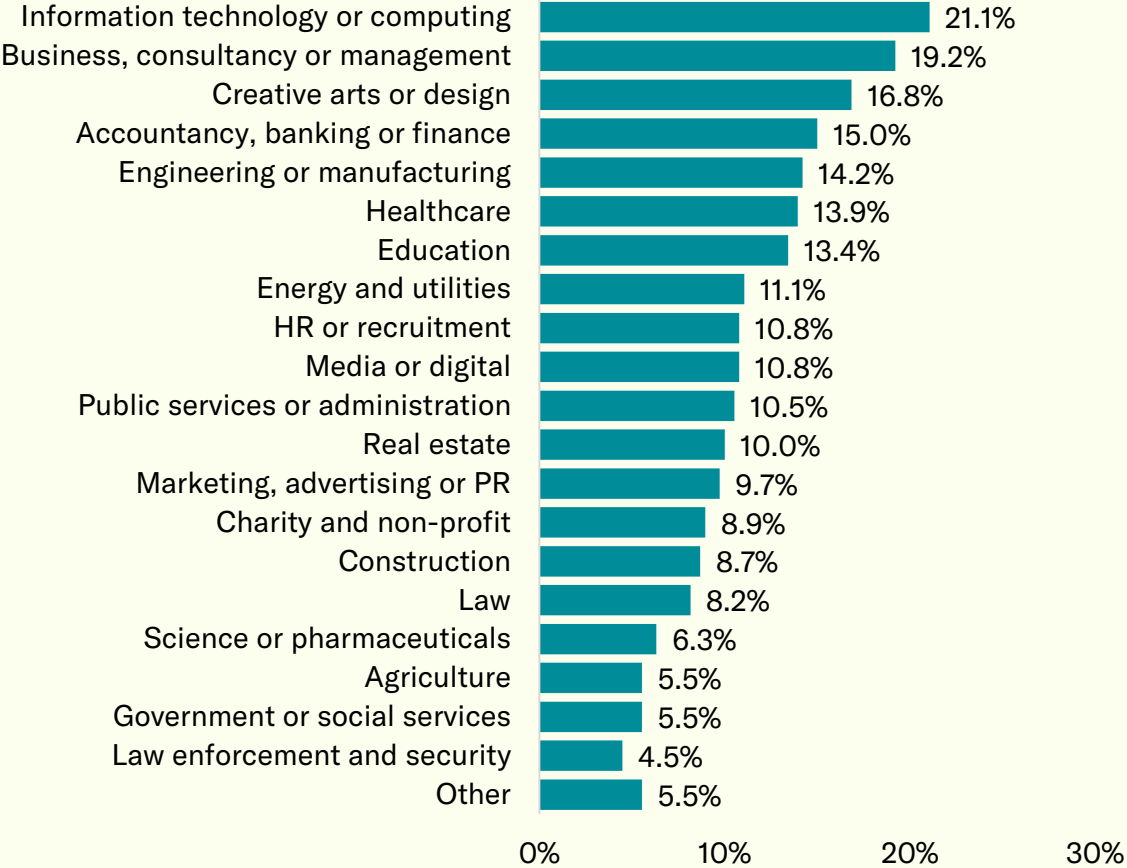


Question: Which of the following best describes the industry you currently work in?

Employed residents are most interested in working in the information technology or computing industry.

The top two desired industries of employment—information technology or computing (21.1%) and business, consultancy or management (19.2%)—reflect current employment patterns among residents. Interestingly, only 3.7% of residents currently work in the creative arts or design space, yet interest in this sector ranks third place at a significantly higher 16.8%, indicating strong latent demand.

Desired Industries of Employment



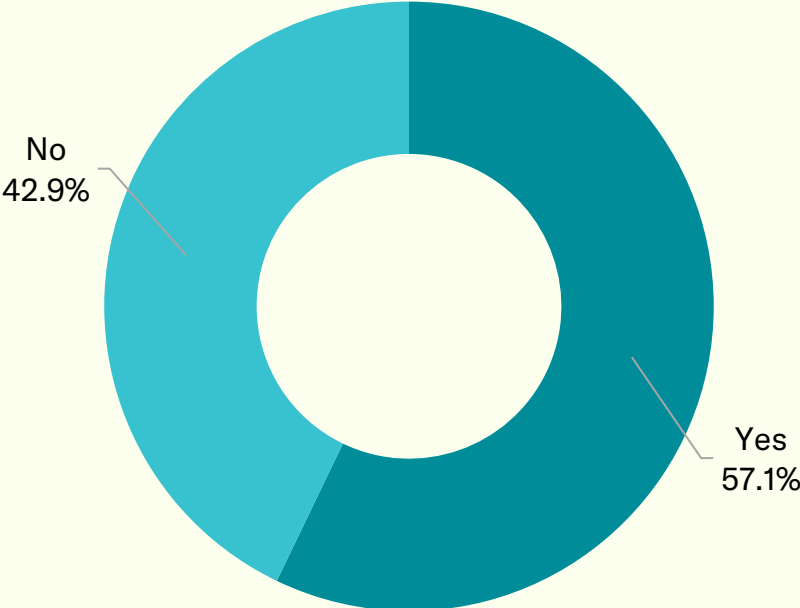
Question: Which of the following industries are you most interested in working in?
Please select up to five (5) industries.

Over half of business owners operate businesses that serve the Coachella Valley's tourism industry.

Among respondents who are business owners, nearly three-in-five (57.1%) indicated that their business serves the Coachella Valley tourism industry.

Note: The sample size is limited; findings should be interpreted as informational rather than directional.

Tourism Business Owners



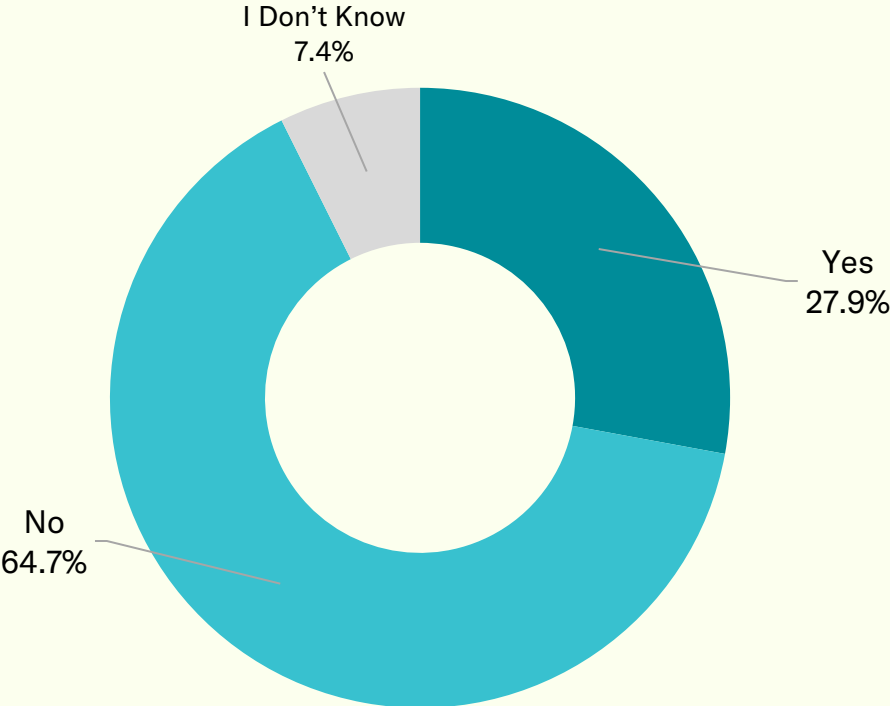
Question: Do you own a business that serves Coachella Valley's tourism industry?
Please do not include owning a short-term vacation rental unit.

Base: Respondents who are business owners. 7 completed surveys.

Employees in the Coachella Valley tourism sector account for just over one-quarter of employed respondents.

Just over one-in-four (27.9%) of employed respondents are currently employed by a business that serves Coachella Valley's tourism industry.

Tourism Employment

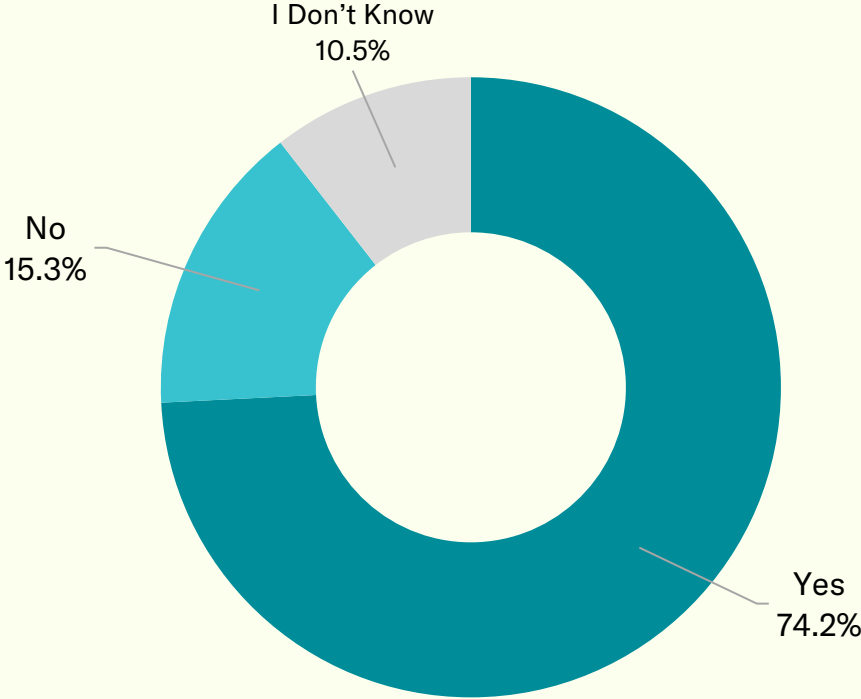


Question: Are you currently employed by a company or organization which is directly supported by the Coachella Valley tourism industry?

Nearly three-quarters of employed respondents would consider working in the travel, tourism and hospitality sector.

Of those who are currently employed, 74.2 percent said they would consider working in the travel, tourism and hospitality industry if they were presented with the opportunity.

Tourism Industry Career Consideration



Question: If presented with an employment opportunity to commensurate with your experience and expertise, would you consider a job in the travel, tourism and hospitality industry?

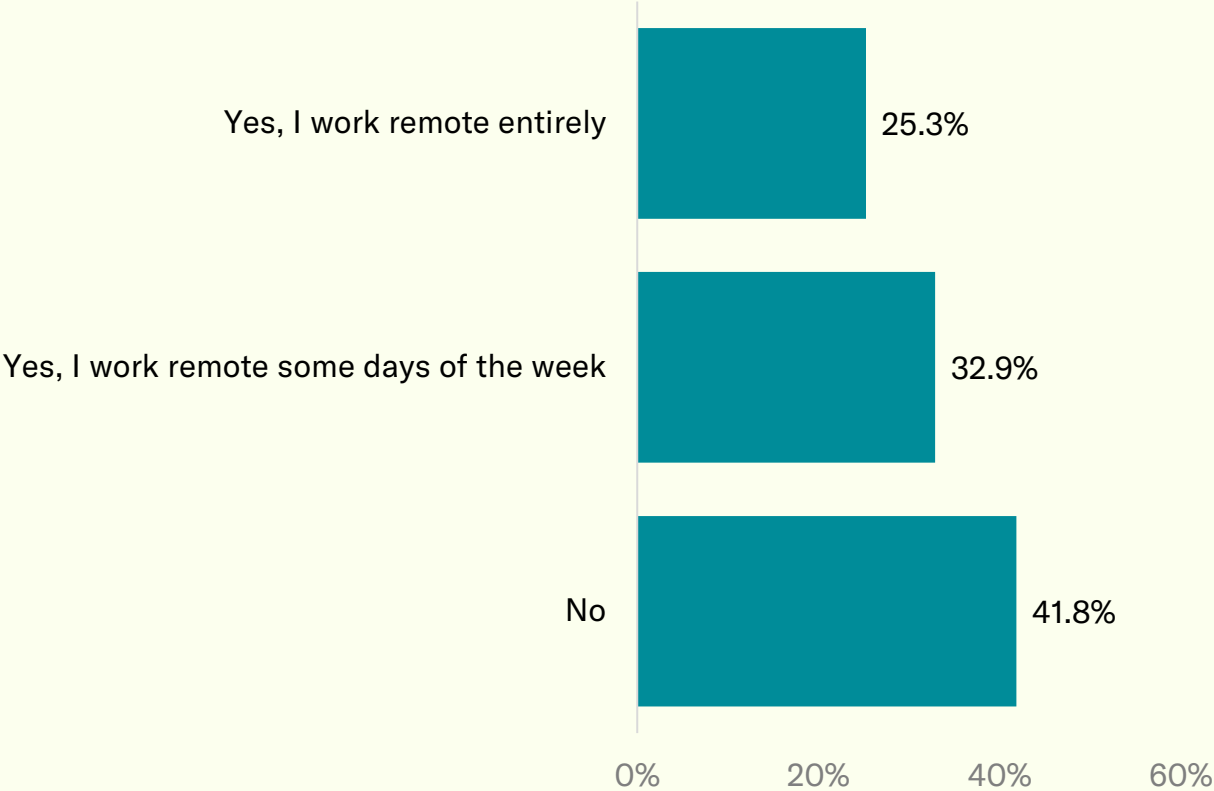
Base: Respondents who are currently employed. 380 completed surveys.

Detailed Findings: Remote Workers

Most employed respondents work in person, either on a full-time basis or within a hybrid work arrangement.

Just over one quarter (25.3%) of employed respondents work remote entirely, while one third (32.9%) work in a hybrid arrangement, and two-in-five (41.8%) work entirely in person.

Remote Workers



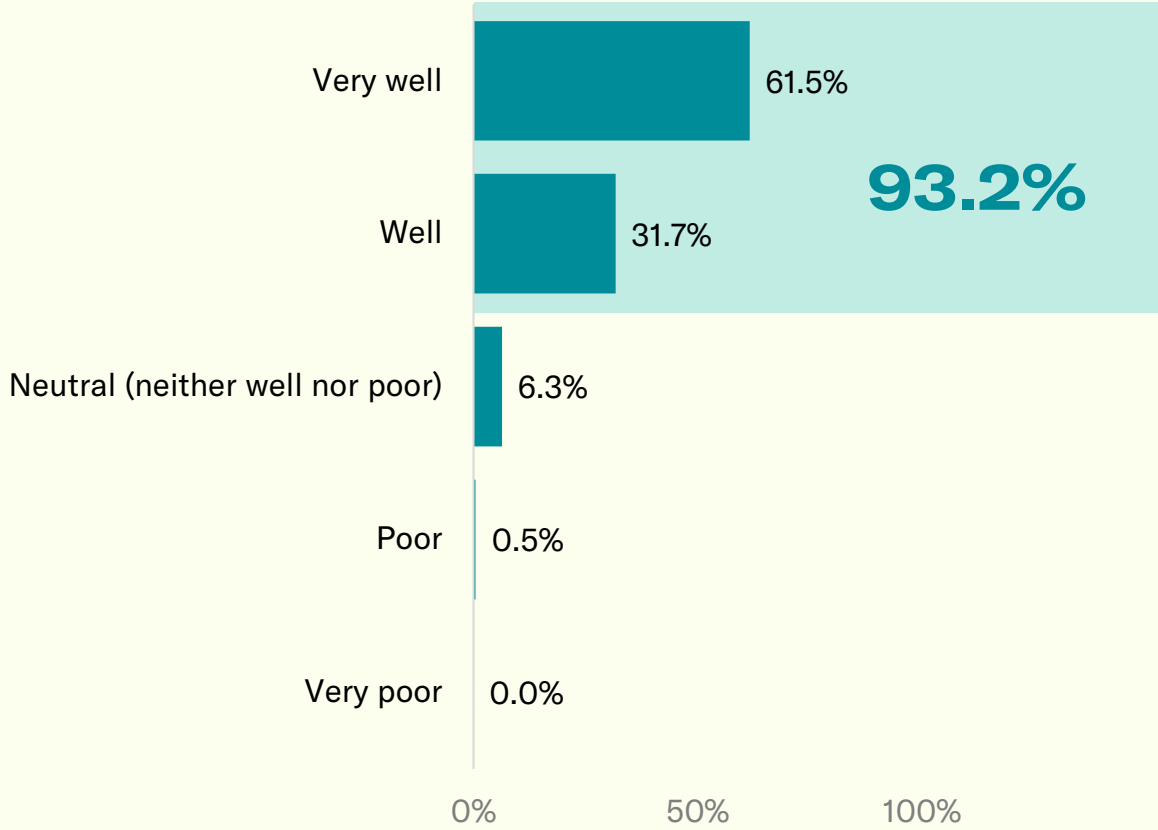
Question: Are you working remotely?

Base: Residents who work that are currently employed. 380 completed surveys.

The Coachella Valley receives high ratings from remote employees as a place to work remotely.

An overwhelming 93.2 percent of remote employees rate the Coachella Valley highly as a remote work location. This signals a strong alignment between remote workers' needs and the region's living, working, and lifestyle conditions.

Coachella Valley Rating as a Place to Work Remotely



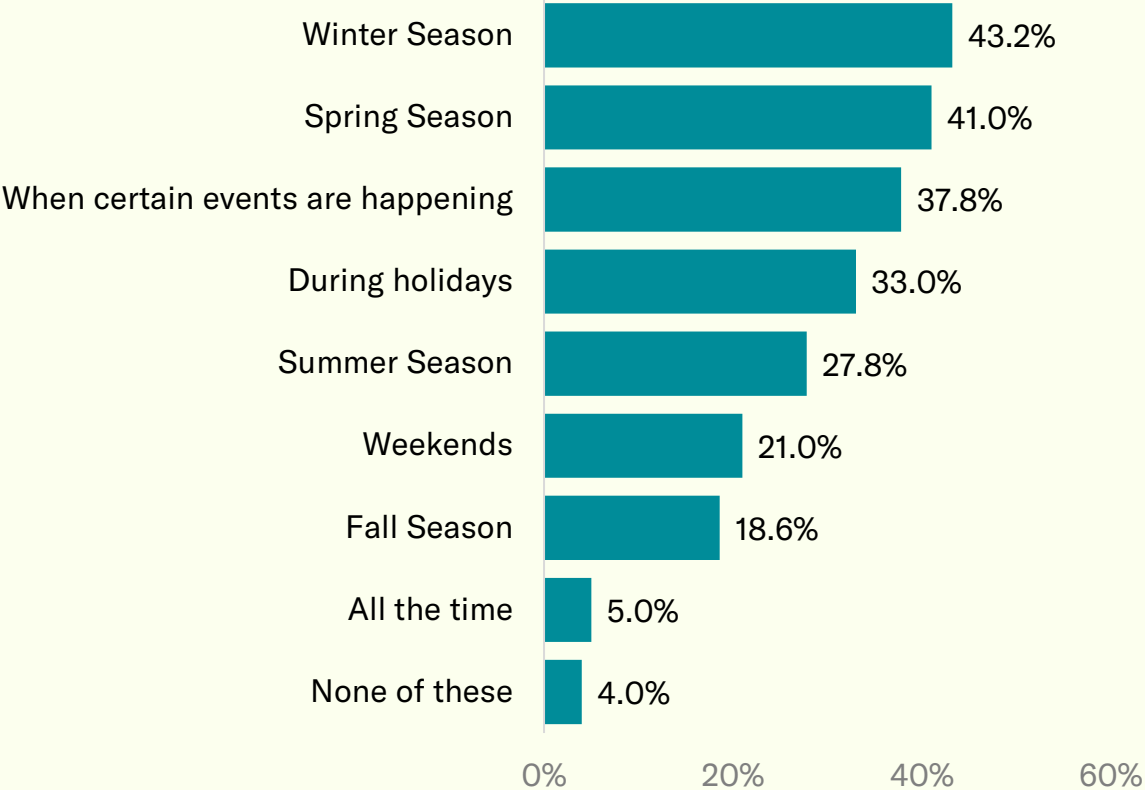
Question: How well would you rate Coachella Valley as a place to work remotely?

Detailed Findings: Tourism Perceptions

Residents report that tourism congestion in the region is most pronounced during the winter and spring seasons.

Just over two-in-five respondents feel that the region experiences the most tourism congestion during the winter and spring seasons (43.2% and 41.0%, respectively), followed by periods when certain events are held in the area (37.8%).

Congested Tourism Seasons



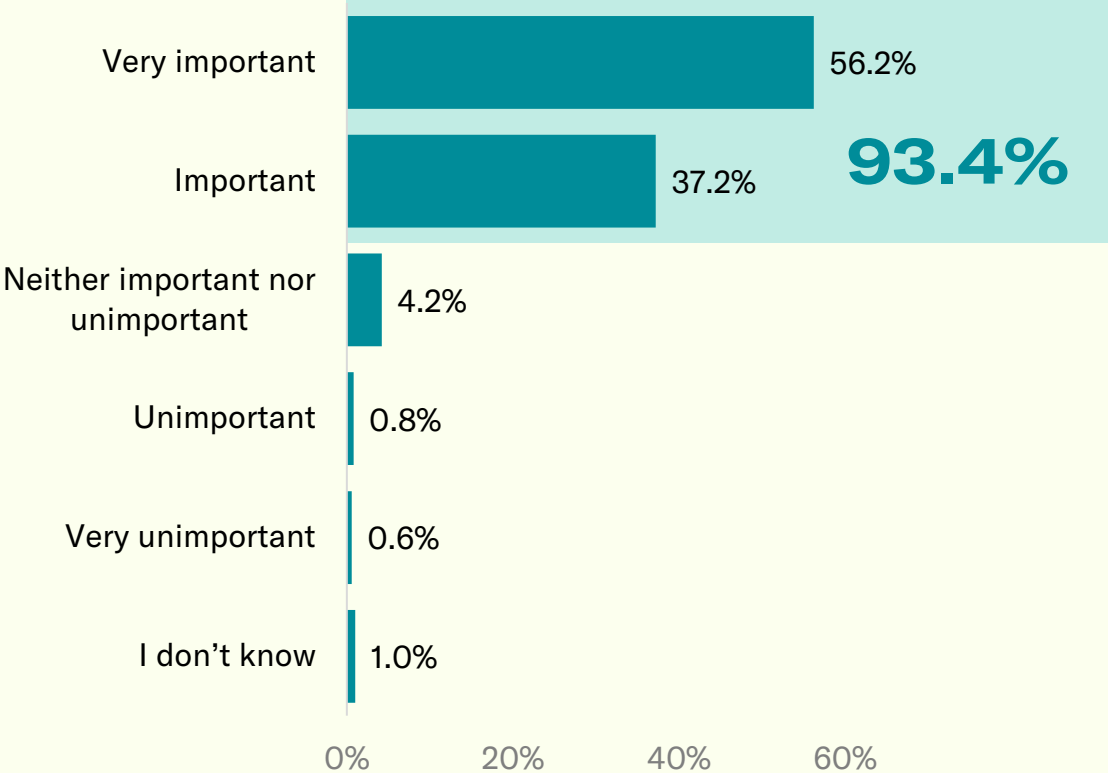
Question: When does Coachella Valley experience having too many visitors (or congestion caused by tourism)? Select all that apply.

Base: Total respondents. 500 completed surveys.

The vast majority of respondents consider the tourism industry to be important to the Coachella Valley’s economy.

Nearly all resident respondents (93.4%) consider the tourism industry to be “important” or “very important” to the strength of the region’s economy.

Importance of Tourism Industry to Coachella Valley’s Economy



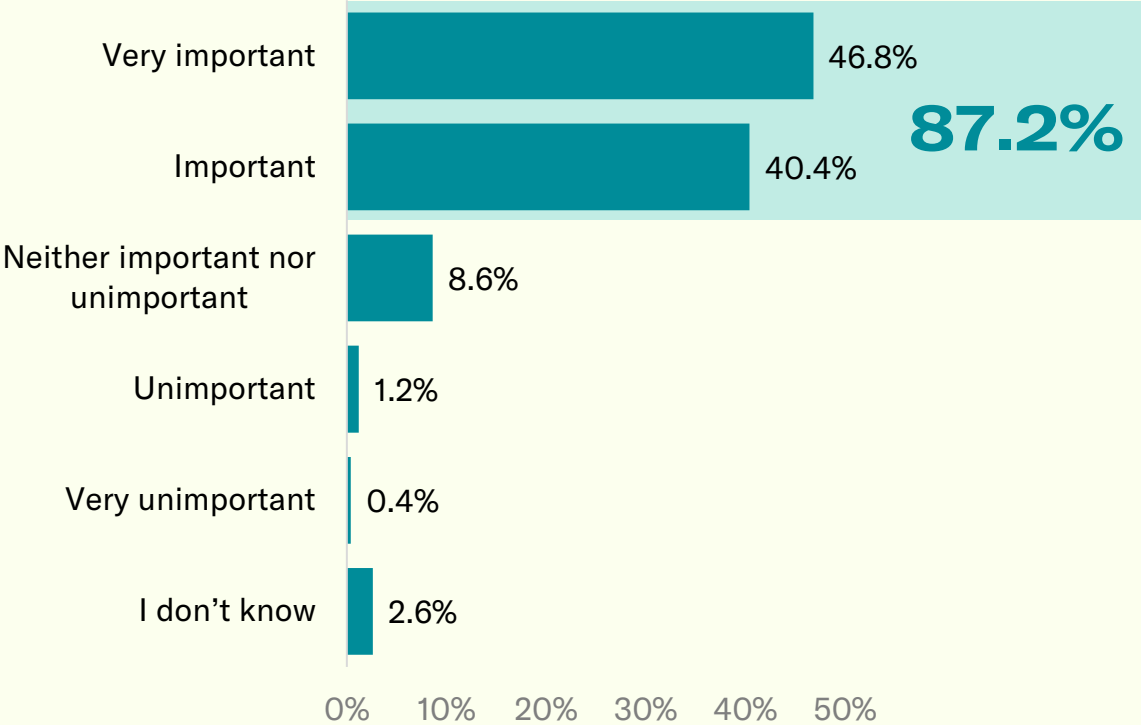
Question: How important is the tourism industry to the vitality of the Coachella Valleys’ economy?

Base: Total respondents. 500 completed surveys.

A slightly smaller, yet still sizeable, proportion of respondents recognize the importance of tourism-generated revenue in funding local government services.

A strong majority of resident respondents (87.2%) view tourism-generated revenues as “important” or “very important” to funding Coachella Valley’s government services.

Importance of Tourism-Generated Revenues in Funding Local Government Services



Question: How important are tourism-generated revenues in paying for the Coachella Valley’s government services (like police, firefighters, schools, road and repairs)?

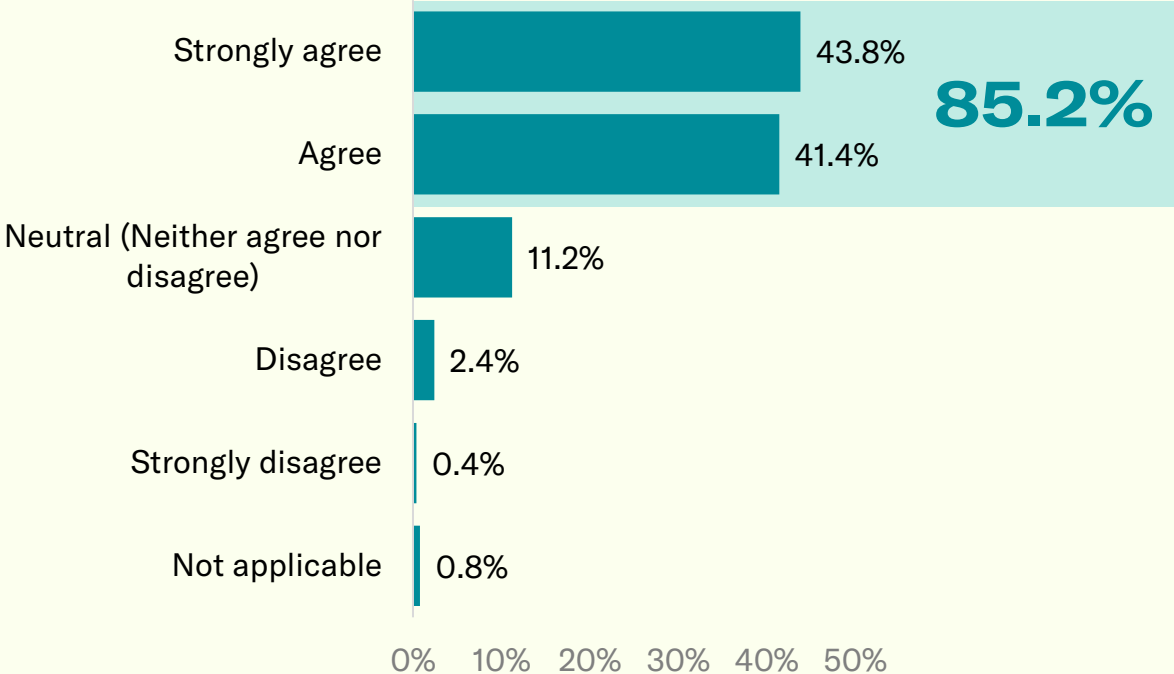
Base: Total respondents. 500 completed surveys.

Understanding that tourism has saved Coachella Valley households thousands of dollars in taxes helps residents better appreciate the value of tourism.

After being presented with the statistic that tourism saved Coachella Valley households \$5,900 in taxes last year, a sizable majority (85.2%) reported that they either “agree” or “strongly agree” that this information increases their appreciation of tourism.

Last year, tourism saved each Coachella Valley household \$5,900 in taxes.

“This statistic makes me appreciate tourism more.”



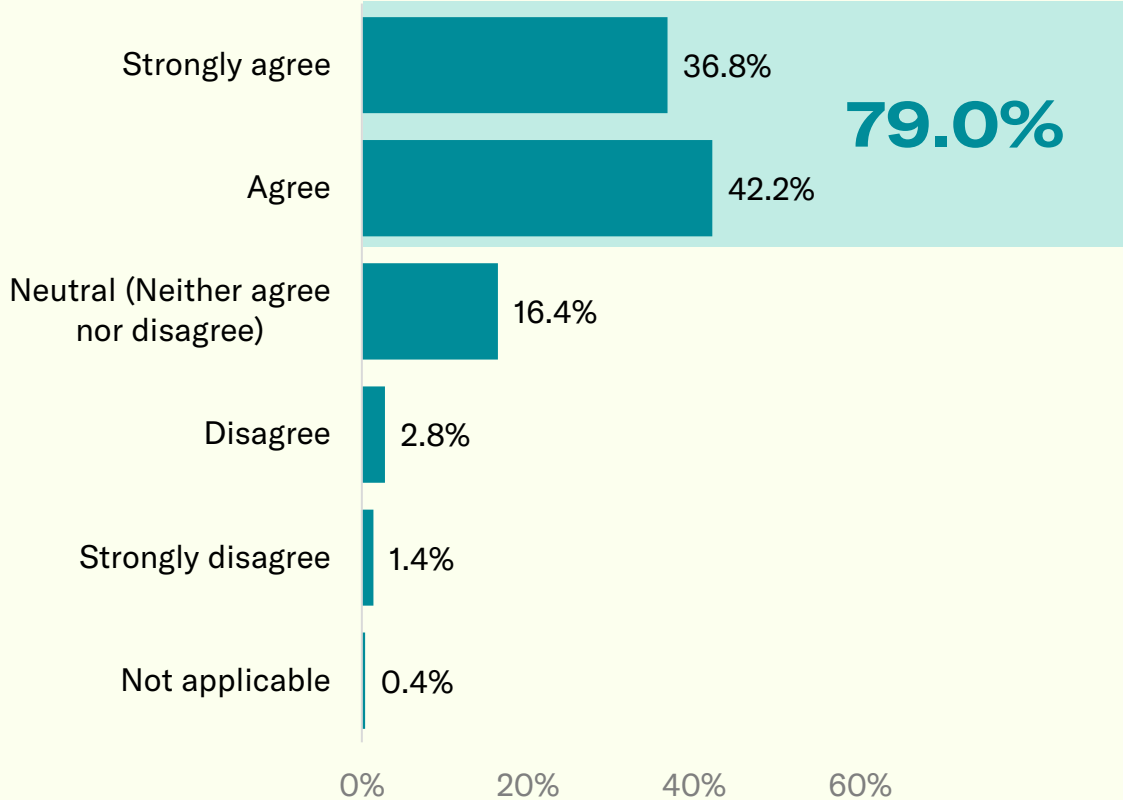
Question: Last year, tourism saved each Coachella Valley household \$5,900 in taxes. This statistic makes me appreciate tourism more.

Base: Total respondents. 500 completed surveys.

Nearly four-in-five respondents feel that tourism makes Coachella Valley a better place to live.

Nearly eight in ten (79.0%) of respondents believe that tourism contributes positively to the quality of life in the Coachella Valley.

“Tourism makes Coachella Valley a better place to live.”



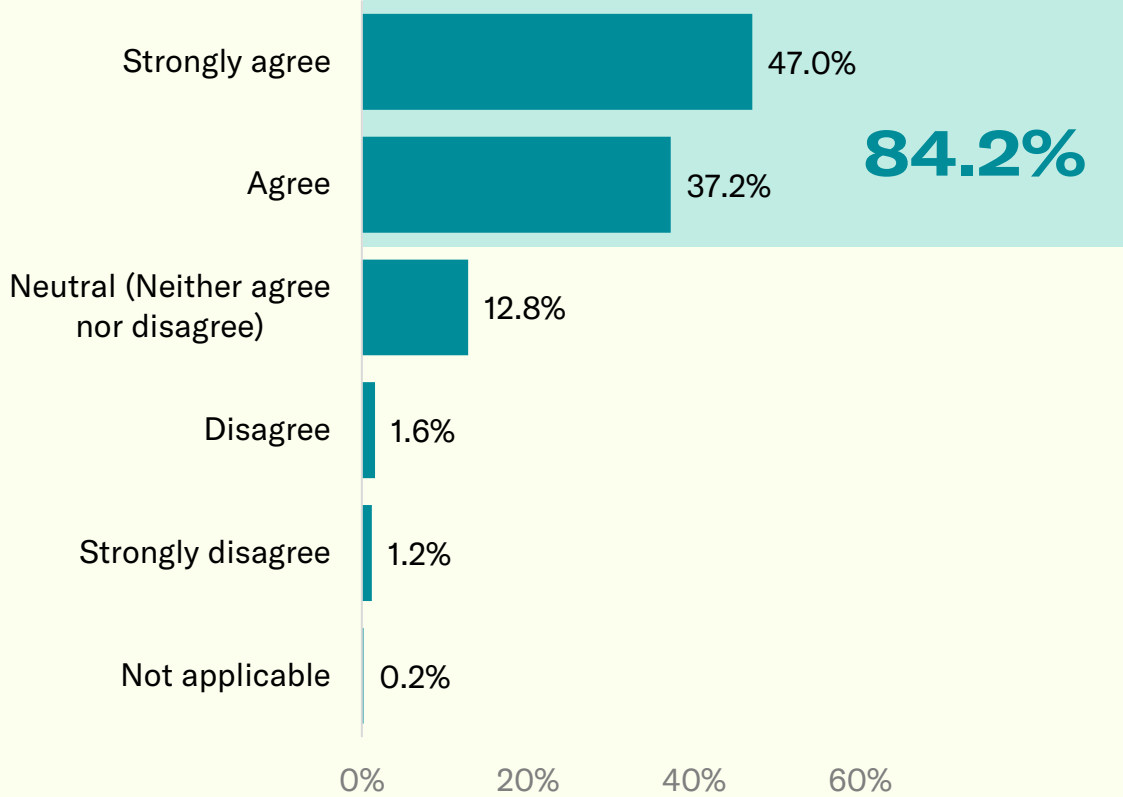
Question: How much do you agree with this statement?

Base: Total respondents. 500 completed surveys.

There is strong support for continuing to develop Coachella Valley’s tourism industry.

At 84.2% of resident respondents, there is high approval for continuing to build on the Coachella Valley tourism industry.

“I support continuing to develop Coachella Valley’s tourism industry.”



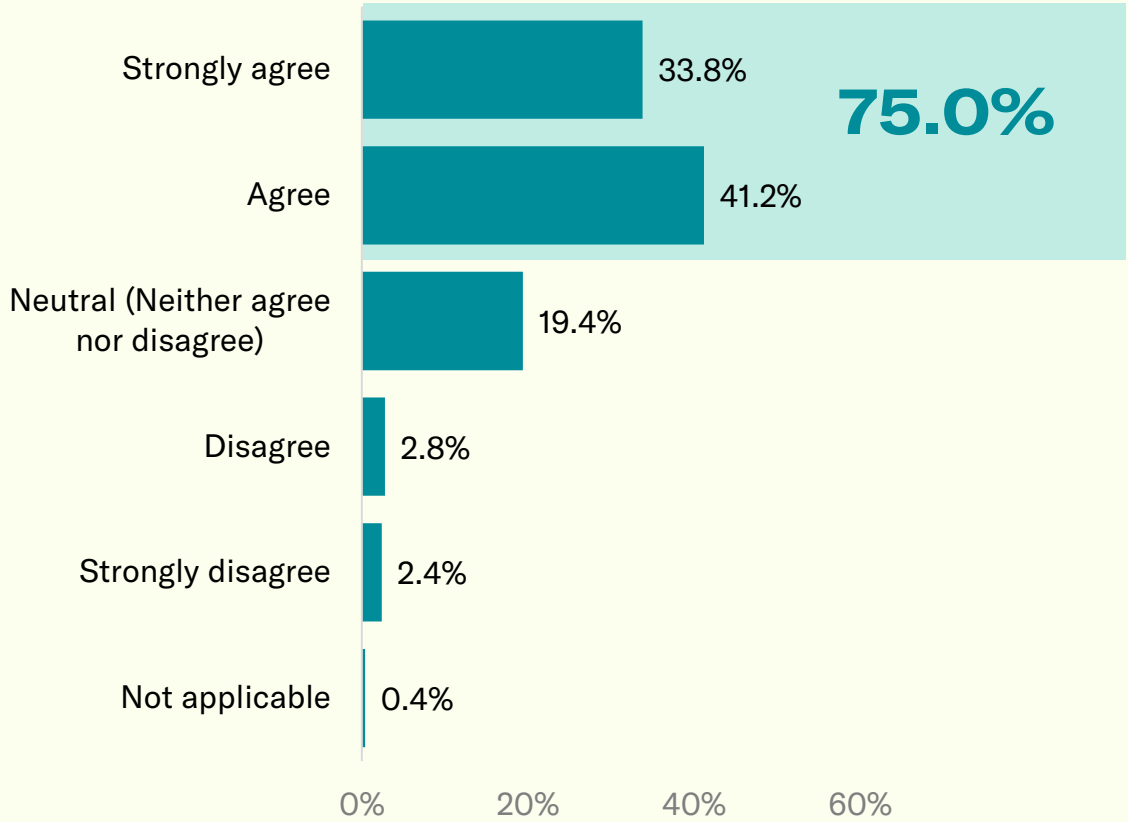
Question: How much do you agree with this statement?

Base: Total respondents. 500 completed surveys.

Three-quarters of residents say they enjoy having visitors in their community.

Despite relatively strong support for tourism-generated revenue, positive attitudes toward visitors among residents are somewhat less prevalent (75.0%), with one in five reporting more neutral perceptions (19.4%).

“I am the type of person who likes having visitors around my community.”



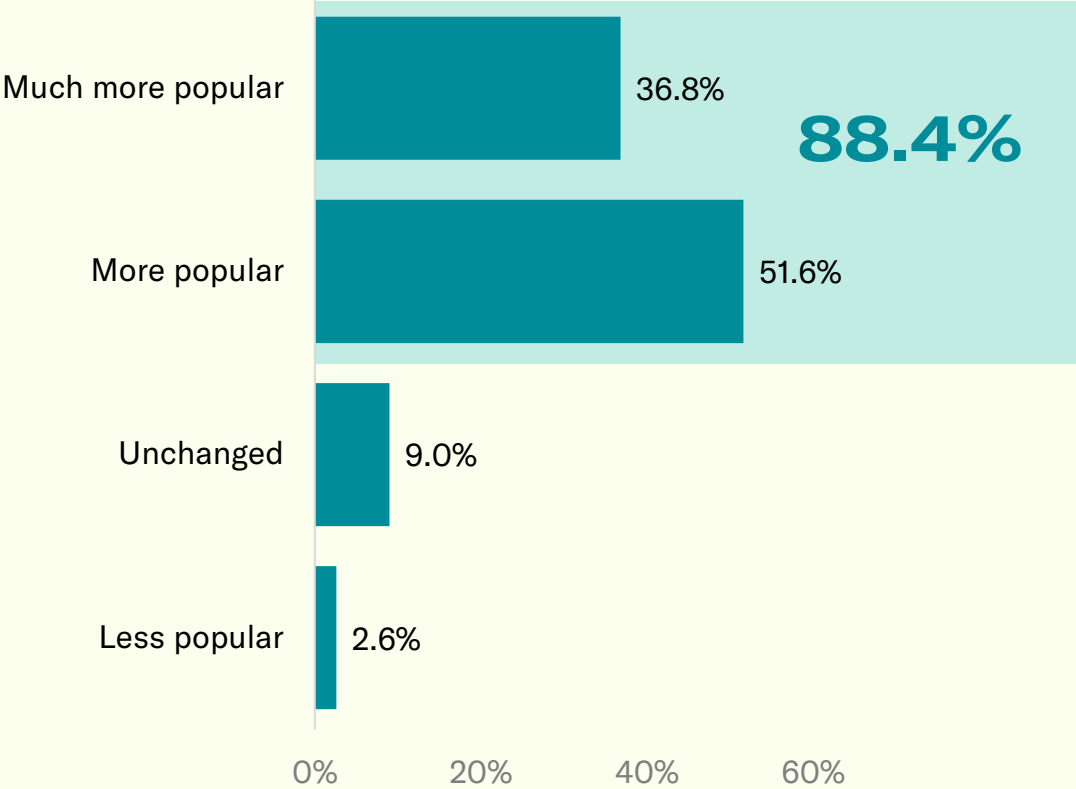
Question: How much do you agree with this statement?

Base: Total respondents. 500 completed surveys.

Residents perceive Coachella Valley as an increasingly popular travel destination.

Based on residents' perceptions, the Coachella Valley is growing in popularity as a travel destination, with 88.4% indicating that the region has become "more popular" or "much more popular".

Perceived Changes in Coachella Valley's Popularity as a Travel Destination

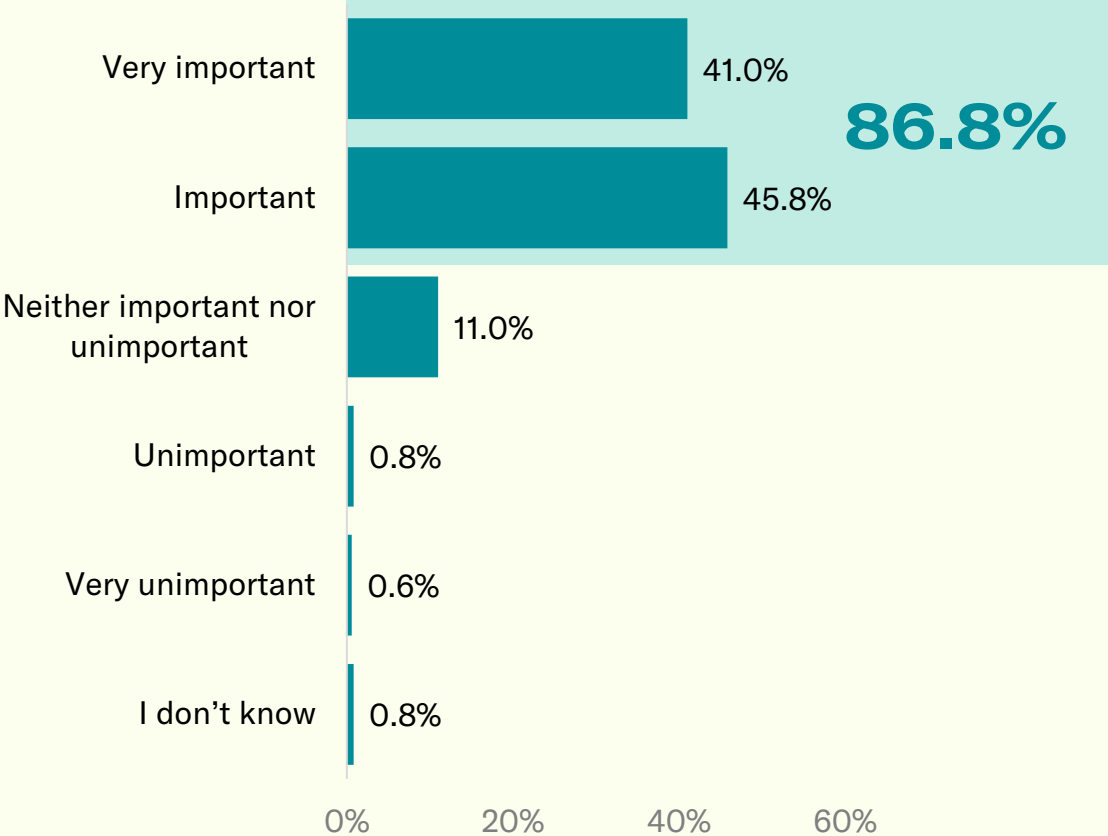


Question: In the last few years, has Coachella Valley's popularity as a place to visit changed? Coachella Valley is becoming...

Accessibility for visitors with disabilities is important.

At 86.8%, a strong majority of residents agree with the importance of accessibility for visitors with disabilities to the Coachella Valley.

Importance of Accessibility for Coachella Valley Visitors



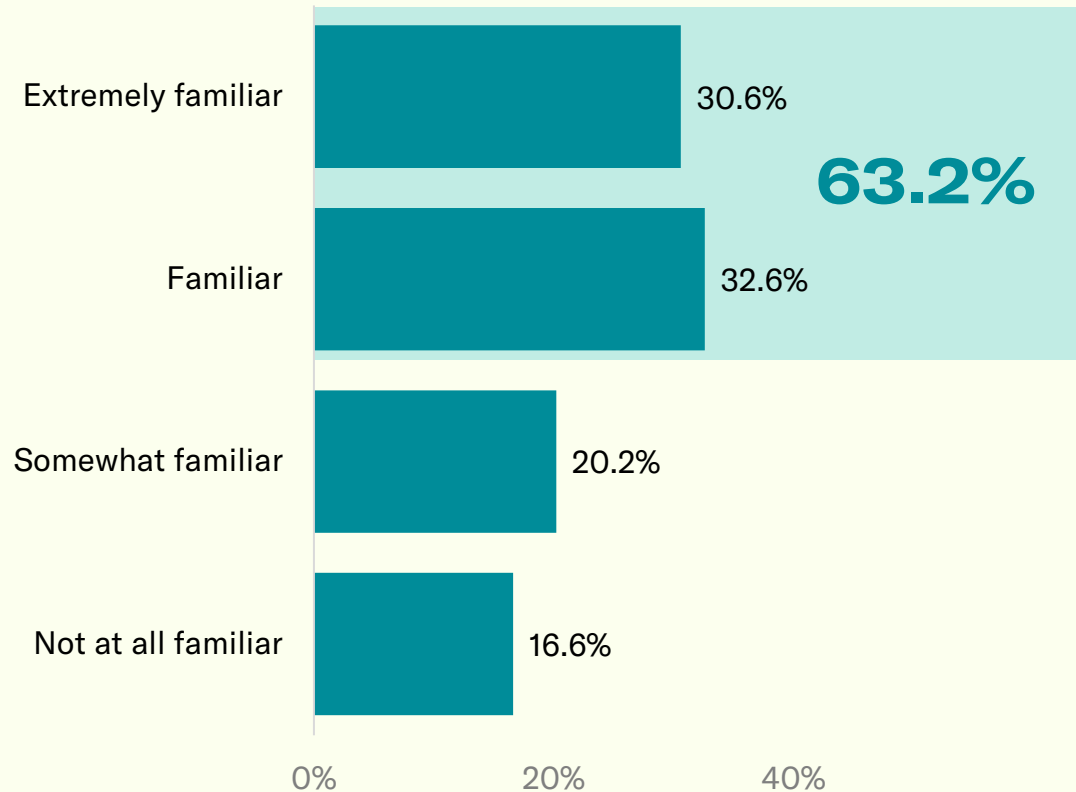
Question: How important is it to you that the Coachella Valley area is a place that is accessible to travelers with disabilities?

Detailed Findings: DMO Perceptions

Over four-in-five respondents are familiar with the work undertaken by Visit Greater Palm Springs.

While 83.4% of resident respondents indicate at least some familiarity with the work of Visit Greater Palm Springs, there remains an opportunity to increase awareness. One in five (20.2%) are only somewhat familiar, while 16.6% are not at all familiar with the DMO's work.

Familiarity with Visit Greater Palm Springs



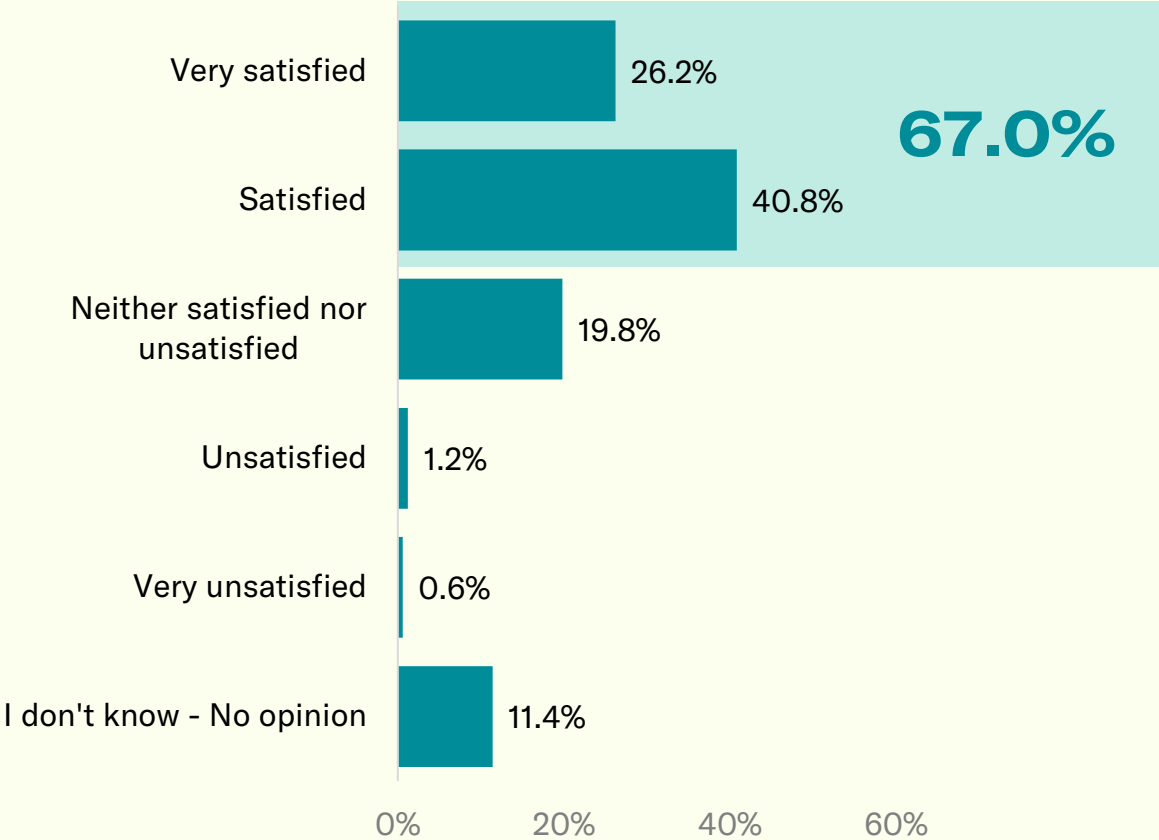
Question: An official destination marketing organization is an entity that promotes travel to a community, such as an official visitors' office, convention and visitor's bureau. How familiar are you with the work done by Visit Greater Palm Springs, Coachella Valley's official destination marketing organization?

Base: Total respondents. 500 completed surveys.

Two-thirds of resident respondents report being satisfied with Visit Greater Palm Springs' work.

While 67.0% of respondents indicate they are “satisfied” or “very satisfied” with the work of Visit Greater Palm Springs, there remains an opportunity to further build positive perceptions of the DMO, with one in five (19.8%) saying they feel neutral and one in ten (11.4%) not having an opinion.

Satisfaction with Visit Greater Palm Springs



Question: How satisfied are you with the work your community's official tourism marketing organization does?

Base: Total respondents. 500 completed surveys.

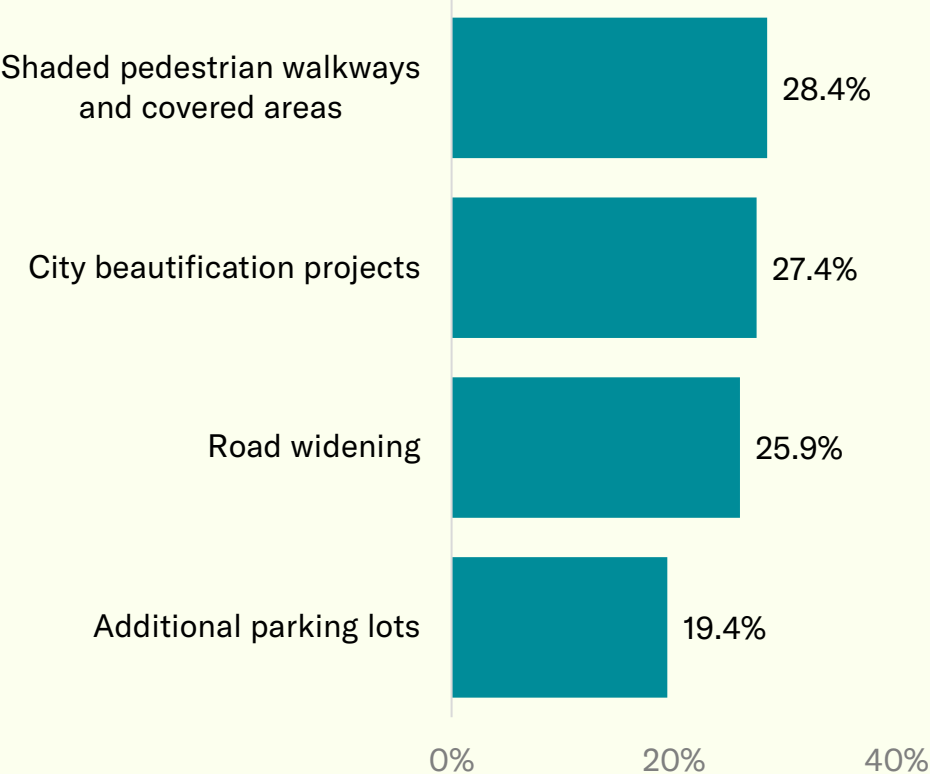
Detailed Findings: Infrastructure Needs

Infrastructure priorities are broadly balanced across key needs.

While shaded pedestrian walkways and covered areas rank highest with 28.4% rating it as the number one priority out of the items listed, this is followed closely by city beautification projects (27.4%) and road widening (25.9%), while additional parking lots was the least likely to be ranked first at 19.4%.

Ranking Infrastructure Priorities

% ranked #1



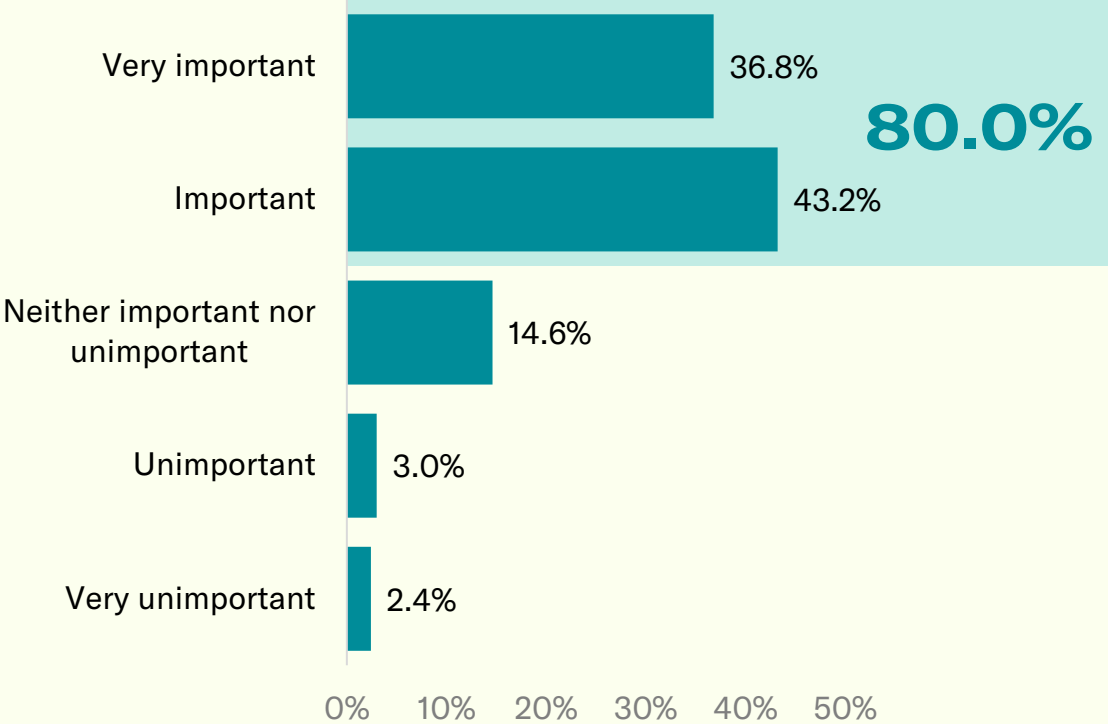
Question: Thinking about what is most important to your experience as a resident of Coachella Valley, please rank the following infrastructure need areas based on where you would like to see cities prioritize funding.

Base: Total respondents. 500 completed surveys.

Residents strongly support shaded walkways despite funding trade-offs.

Among resident respondents, 80.0% rate the development of shaded walkways as “important” or “very important,” despite recognizing that doing so would require reallocating funds from additional parking lots, road widening, or other beautification projects.

Importance of Developing Shaded Walkways

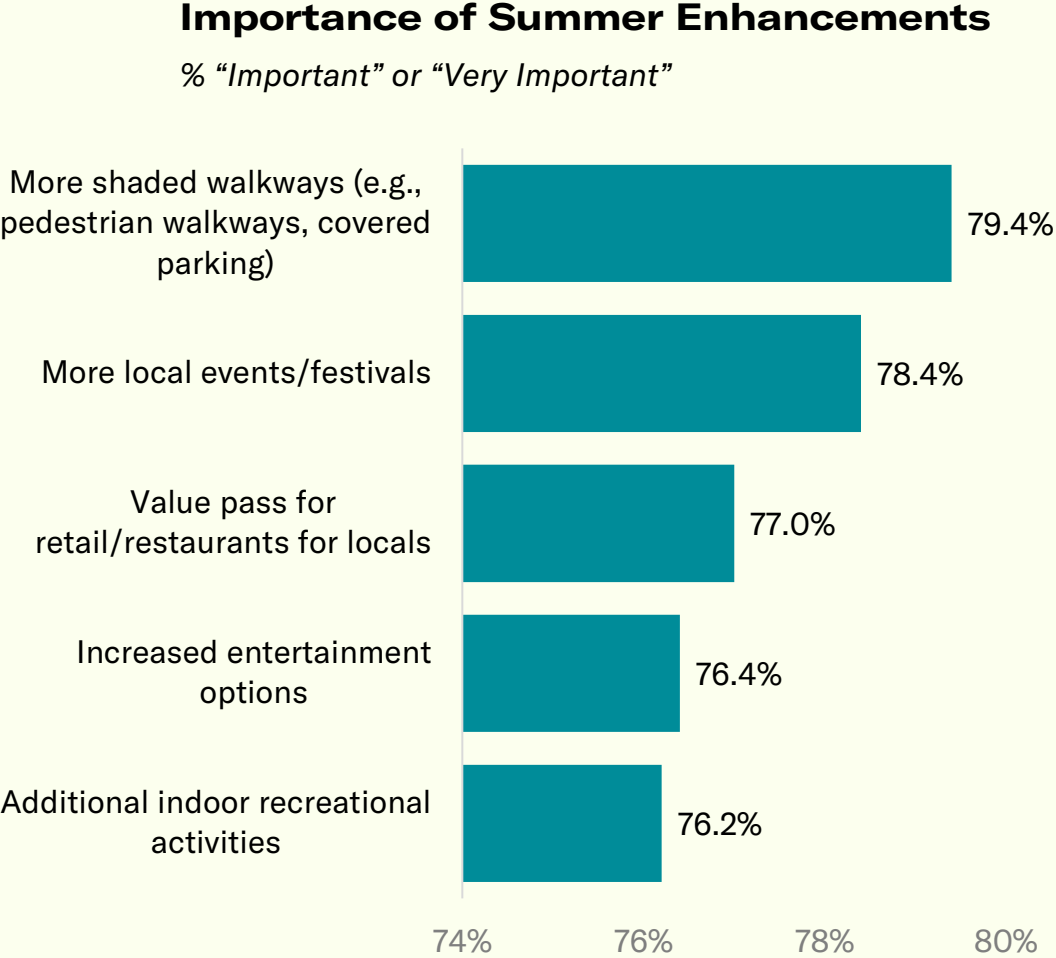


Question: In order to make walking more comfortable year-round, cities would need to allocate funding to invest in developing shaded pedestrian walkways and covered areas. This may mean shifting funds away from other projects such as additional parking lots, road widening, or other beautification projects. Based on this statement, how important is developing shaded pedestrian walkways and covered areas to you personally?

Base: Total respondents. 500 completed surveys.

Shaded walkways are the top summer enhancement priority for residents.

In terms of enhancing the overall summer experience, residents, again more shaded walkways was most likely to be rated as important or very important (79.4%), with more local events/festivals (78.4%), and value pass for retail/restaurants for locals (77.0%) ranking closely behind.

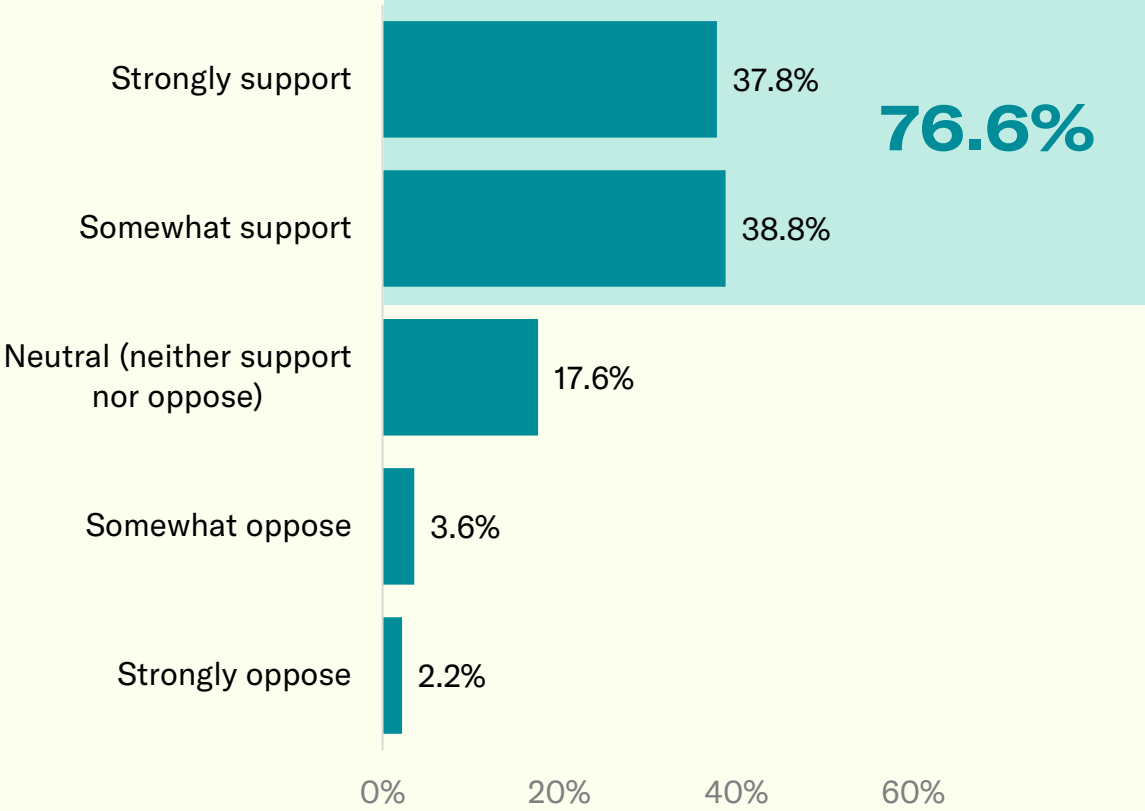


Question: How important would the following be to enhancing your overall summer experience in Coachella Valley?

Respondents expressed strong support for the funding of a public indoor sports facility.

Over three-in-four (76.6%) resident respondents support the use of tax dollars to fund the construction of an indoor sports facility for public use.

Support for Using Tax Dollars to Build a Public Indoor Sports Facility



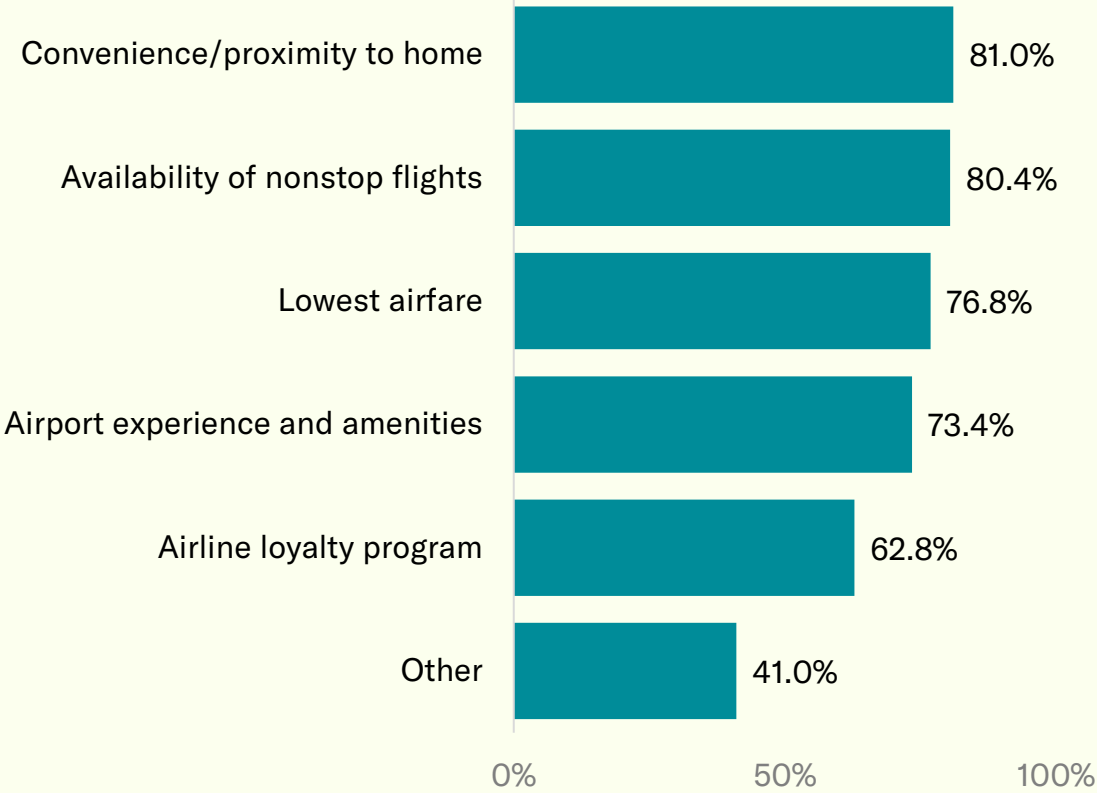
Question: Using the scale below, how would you rate your support for Coachella Valley using tax dollars to build an indoor sports facility for public use?

Convenience and proximity to home are top drivers in selecting a preferred airport.

Convenience and proximity to home rank as the most important factors in selecting a preferred airport (81.0%), with availability of nonstop flights close behind (80.4%). Notably, the consideration of these logistical factors outpaced lowest airfare (76.8%) for overall importance.

Airport Decision Factors

% "Important" or "Very Important"

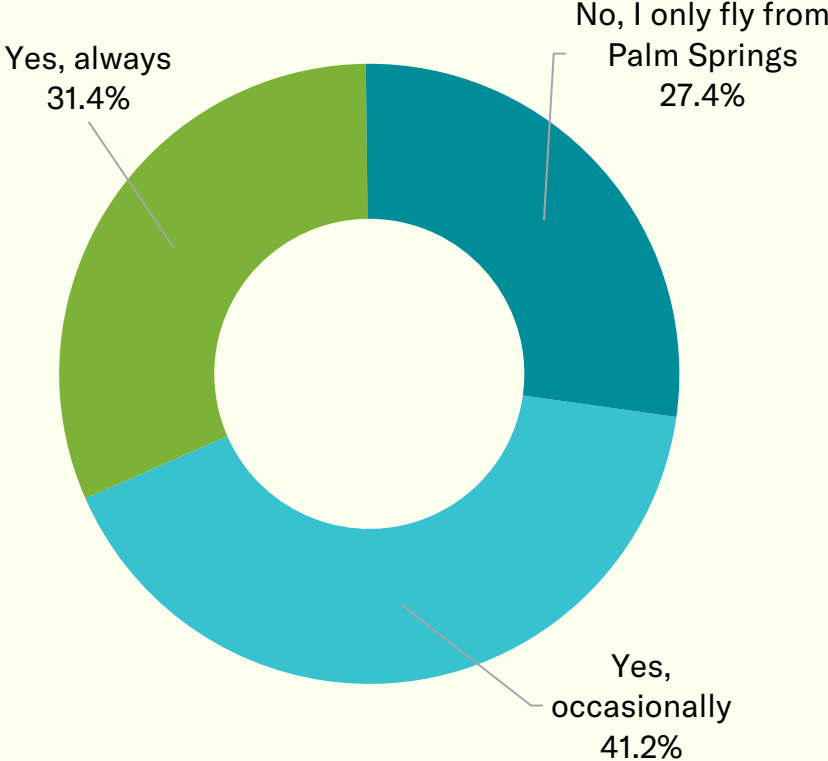


Question: How important are the following factors to you when choosing your preferred airport?

Current behaviors indicate potential to strengthen loyalty to Palm Springs Airport.

Most respondents do not consistently fly from Palm Springs. While 41.2% report only occasionally using the airport and a further 31.4% always fly from other airports, just 27.4% say they always fly from Palm Springs, indicating potential to increase loyalty and local airport usage.

Palm Springs Airport Usage



Question: Do you typically fly out of an airport other than Palm Springs?

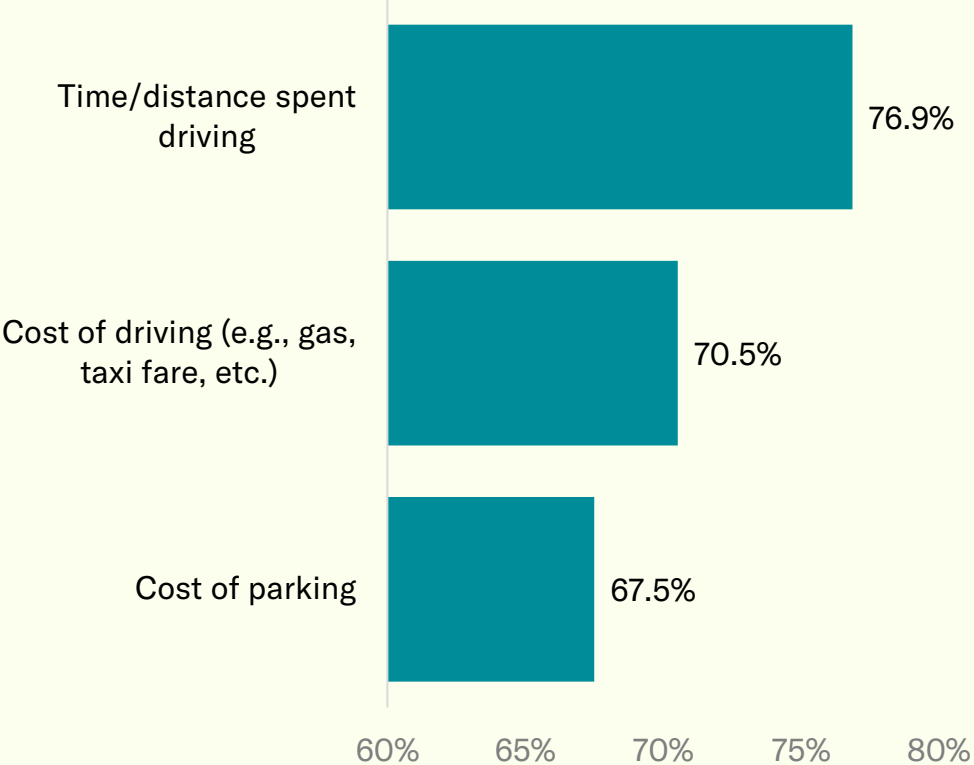
Base: Total respondents. 500 completed surveys.

Time and distance are primary considerations when flying from an airport other than Palm Springs.

Time and driving distance are the leading considerations when flying from an airport other than Palm Springs (76.9%). The cost of driving is a secondary factor (70.5%), while parking costs rank lowest among considerations (67.5%). As with which considerations drive their airport preference, convenience and a frictionless experience are more important than cost.

Palm Springs Airport Usage: Consideration Factors

% 4 or 5 on a scale of “1 – I do not consider this at all” to “5 – I always consider this”



Question: If you fly from an airport other than Palm Springs, how often do you typically consider the following factors?

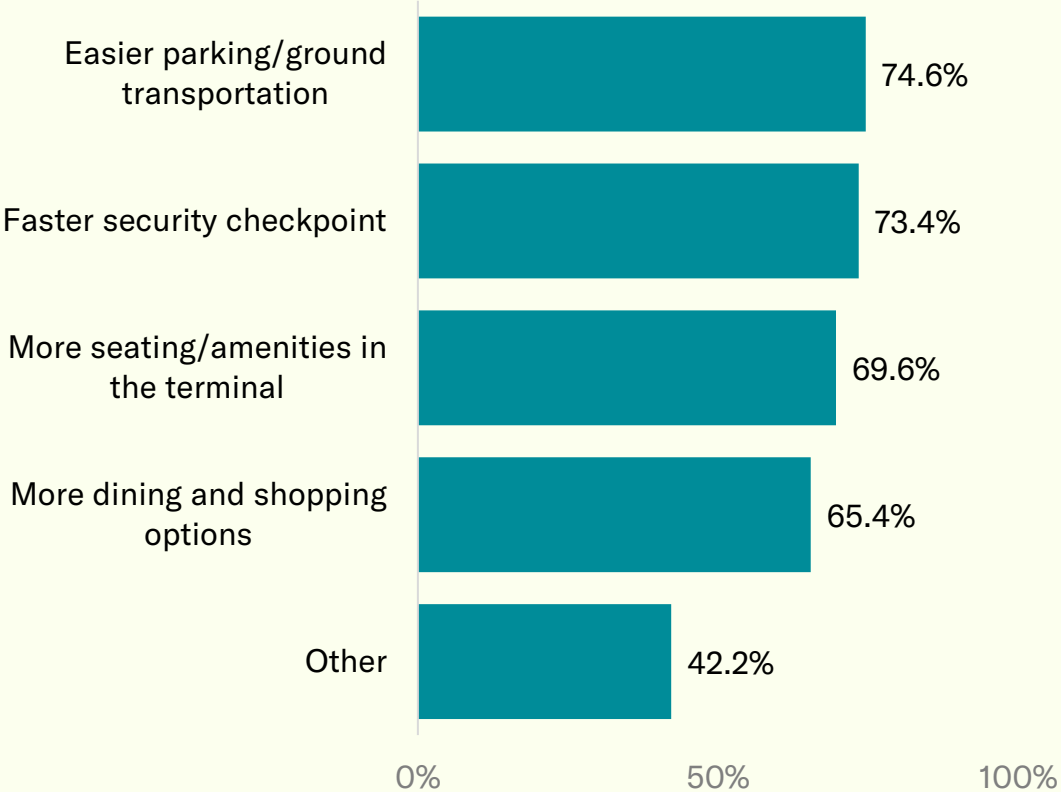
Base: Respondents who use Palm Springs Airport. 500 completed surveys.

Easier parking and faster security lead airport improvement priorities for residents.

For residents, the most important improvements to Palm Springs Airport are easier parking and ground transportation (74.6%) and faster security checkpoints (73.4%), once again reflecting residents' prioritization of frictionless travel experiences.

Palm Springs Airport Improvement Need Areas

% "Important" or "Very Important"

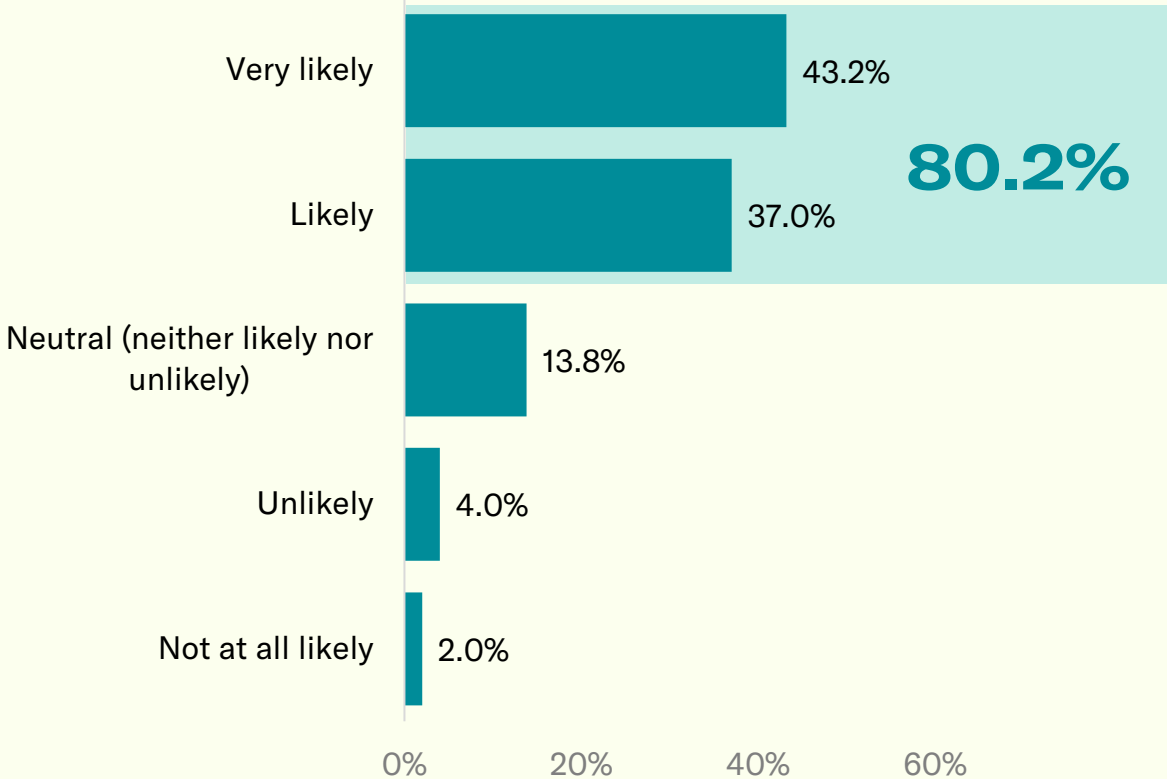


Question: How important would each of the following improvements at Palm Springs International Airport be to you?

Residents show strong interest in a luxury airline bus service.

When presented with the concept of a luxury airline bus service that would transfer passengers from Palm Springs to LAX, a majority of resident respondents (80.2%) indicated they would be likely to use the service.

Likelihood to Use a Luxury Airline Bus Service



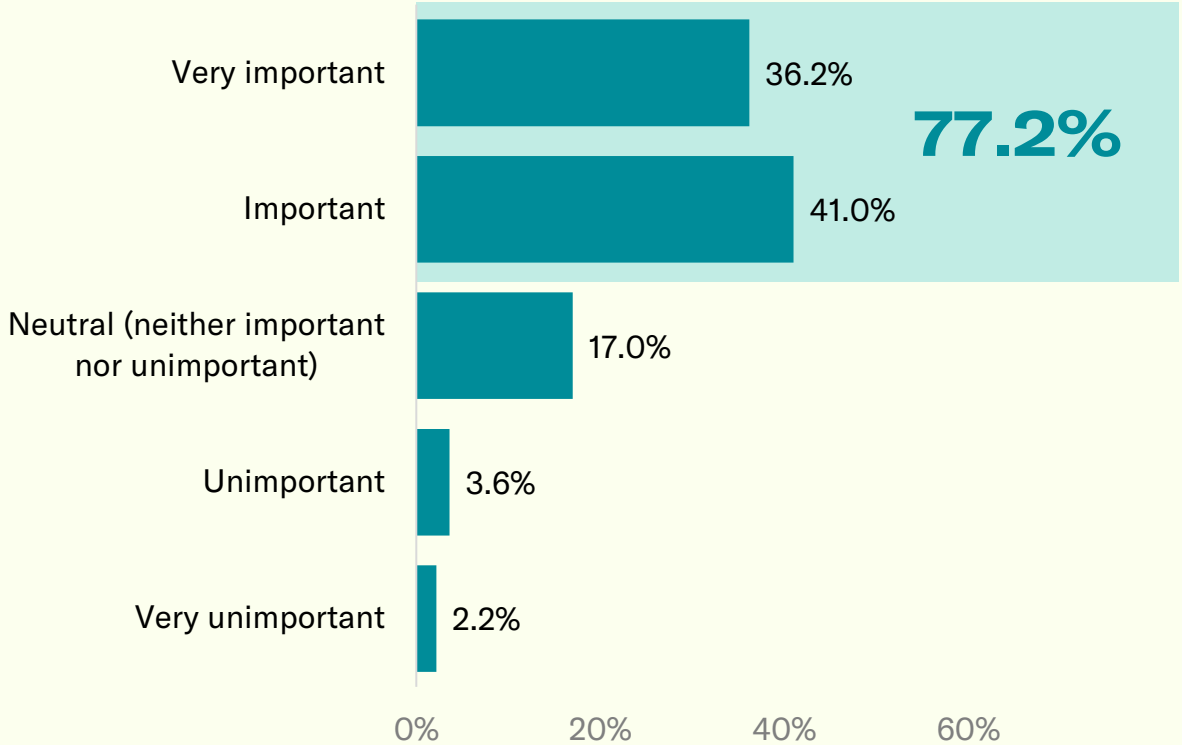
Question: If Palm Springs International Airport offered airline bus service where passengers check in and clear airport security in Palm Springs, then ride a comfortable luxury bus directly to Los Angeles (LAX) to connect to your flight without having to do security at LAX, how likely would you be to use this service?

Base: Total respondents. 500 completed surveys.

There is notable support for adding customs and immigration facilities at Palm Springs International Airport.

More than three-quarters of respondents (77.2%) say it is either “important” or “very important” for Palm Springs International Airport to add customs and immigration facilities to enable flights to Mexico, additional Canadian cities, and Europe.

Importance of Adding Customs & Immigration Facilities



Question: How important is it to you that the Palm Springs International Airport add customs and immigration facilities to allow flights to Mexico, additional Canadian Cities and Europe?

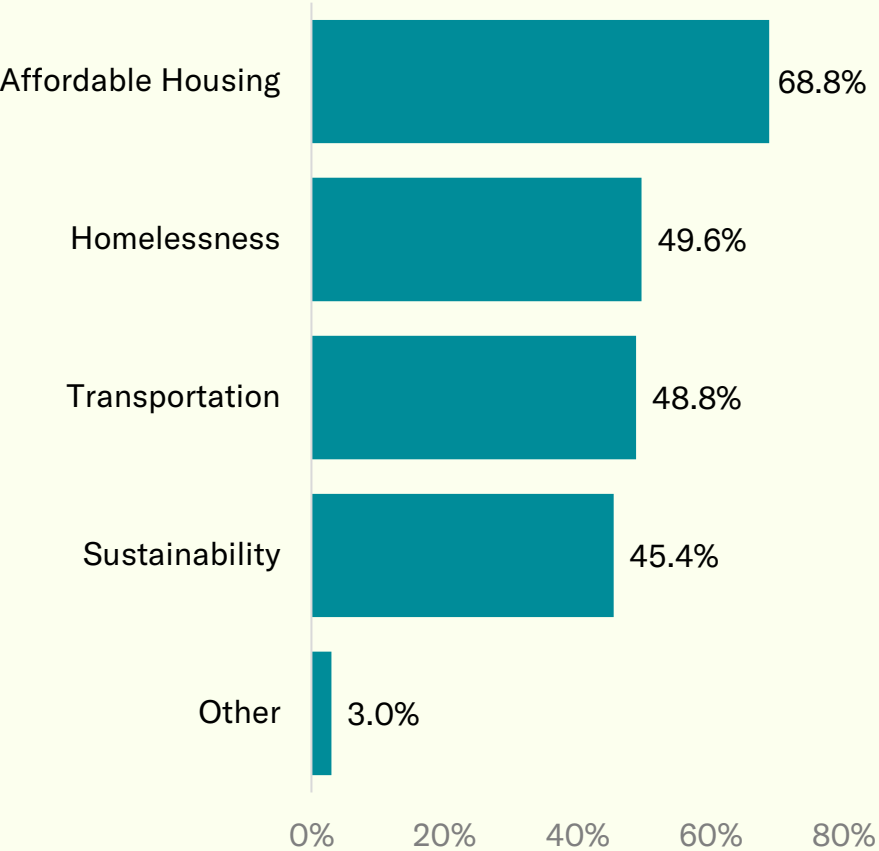
Base: Total respondents. 500 completed surveys.

Detailed Findings: Community Support Services

Affordable housing is identified as the top issue requiring attention in the Coachella Valley.

Affordable housing emerges as the most pressing issue in the Coachella Valley (68.8%), followed distantly by homelessness (49.6%), transportation (48.8%), and sustainability (45.4%).

Issues in Need of Support in Coachella Valley



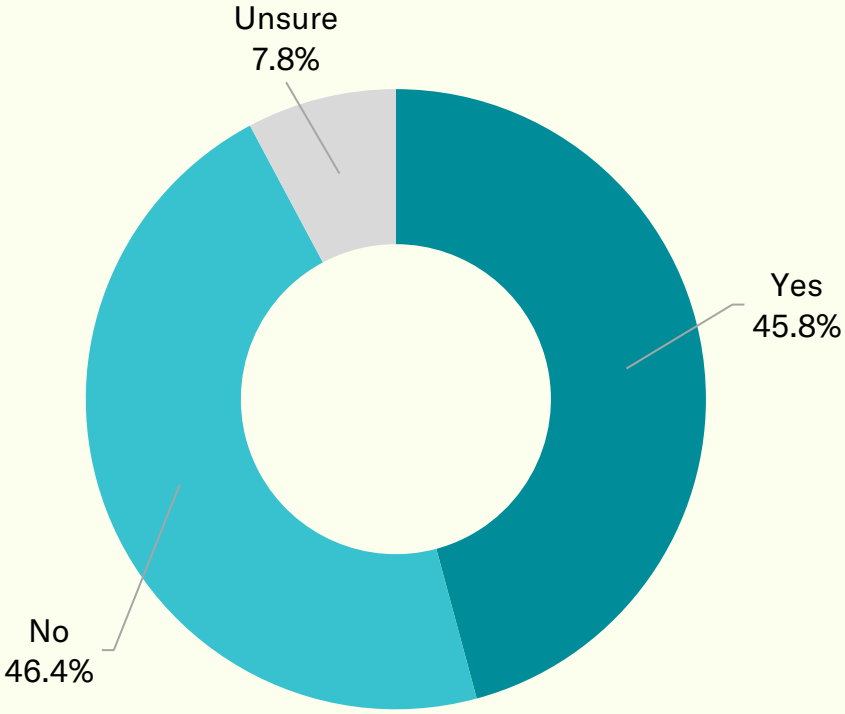
Question: Which of the following issues need more support in the Coachella Valley? Select all that apply,

Base: Total respondents. 500 completed surveys.

Awareness of Greater Palm Springs as a Certified Autism Destination is mixed, signaling opportunity.

Familiarity with Greater Palm Springs' status as a Certified Autism Destination is nearly evenly divided, with comparable proportions aware (45.8%) and unaware (46.4%), suggesting an opportunity to expand recognition of the certification.

Certified Autism Destination Awareness

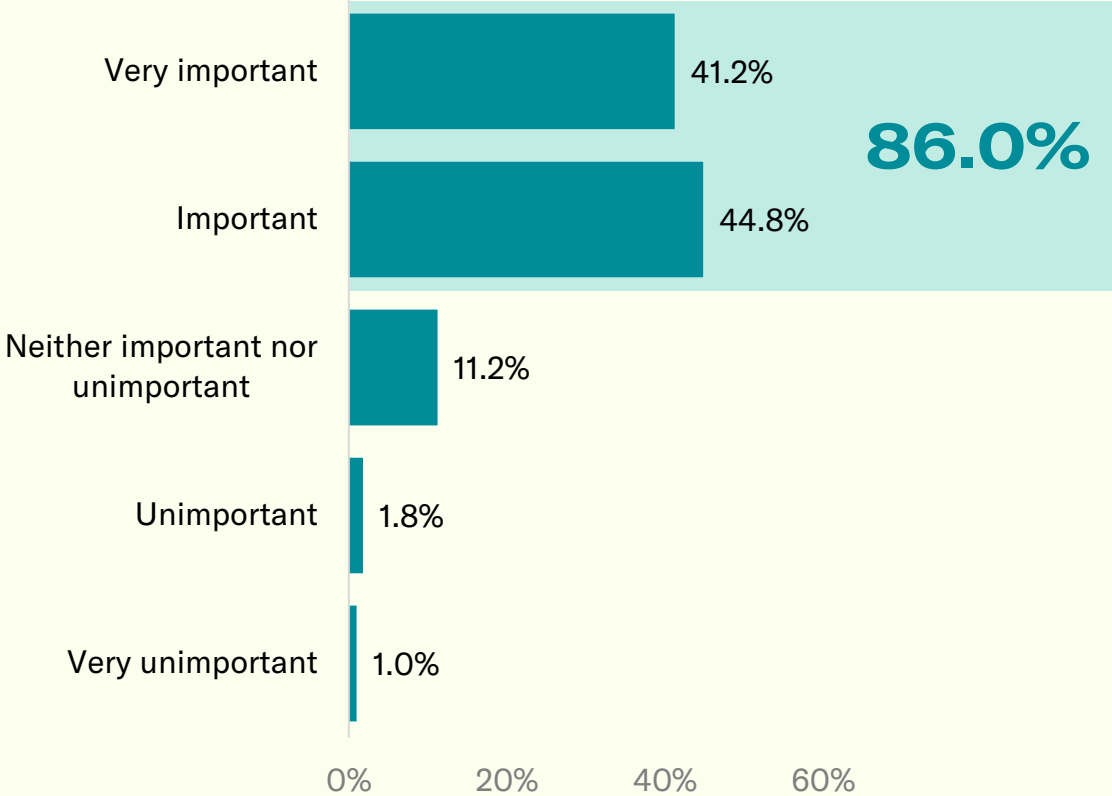


Question: Did you know that Greater Palm Springs is a Certified Autism Destination, recognized for accessibility and family-friendly experiences?

Residents value community inclusivity initiatives.

Despite limited awareness of Greater Palm Springs' Certified Autism Destination status, residents place high importance on their community supporting and promoting similar inclusivity initiatives (86.0%).

Certified Autism Destination Importance

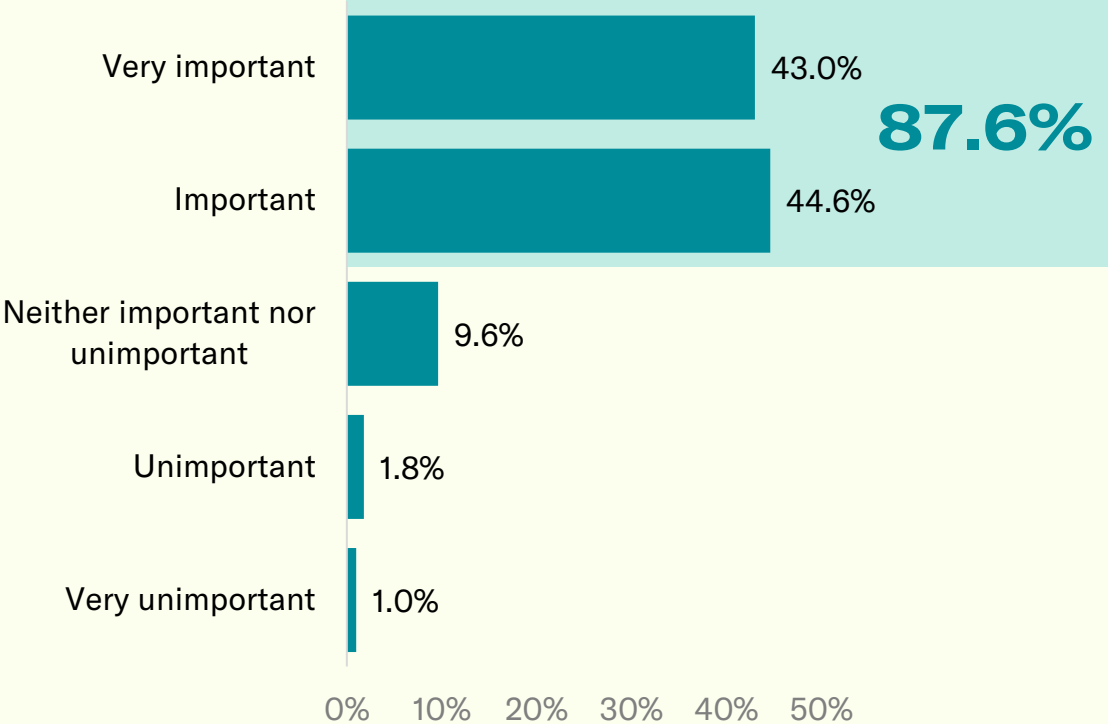


Question: How important is it to you that your community supports and promotes inclusivity efforts such as this?

The Foundation's expansion beyond tourism to include economic development and leadership growth is considered important.

A strong majority of residents (87.6%) consider the Foundation's expanded focus beyond tourism to include economic development and leadership growth to be important. This reflects clear alignment with the Foundation's mission and suggests residents value efforts that strengthen career pathways and regional prosperity.

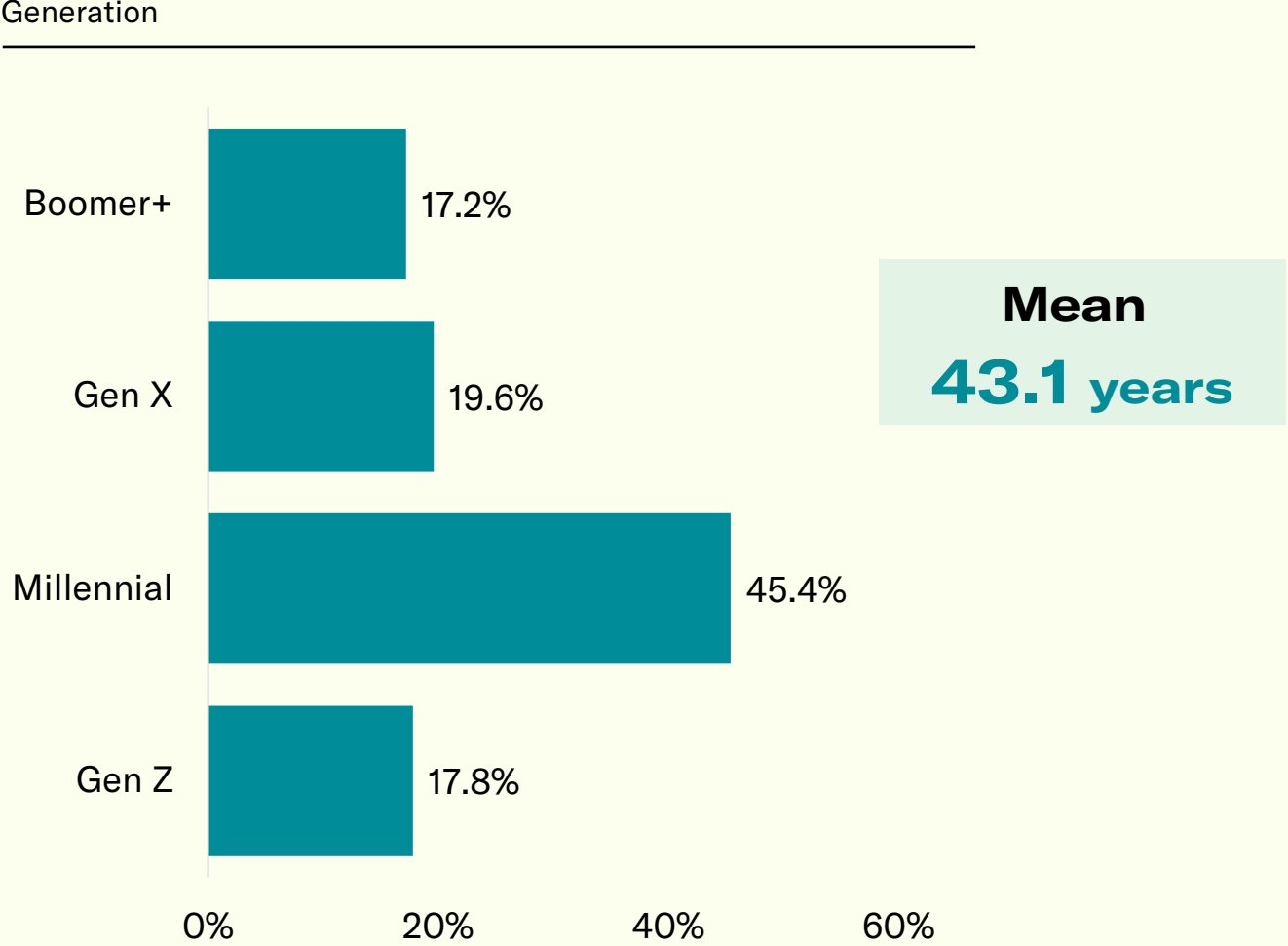
Importance of the Team GPS Foundation



Question: Please carefully read this short statement below. Now known as the Greater Palm Springs Foundation for Leadership & Advancement, our focus has broadened beyond tourism to include economic development and leadership growth across all industries in the Coachella Valley. While we will continue to champion hospitality and tourism, we are also committed to preparing the next generation of leaders and creating pathways for success in every sector. How important is this economic development initiative to you as a resident of the Coachella Valley?

Appendix: Survey Respondent Demographics

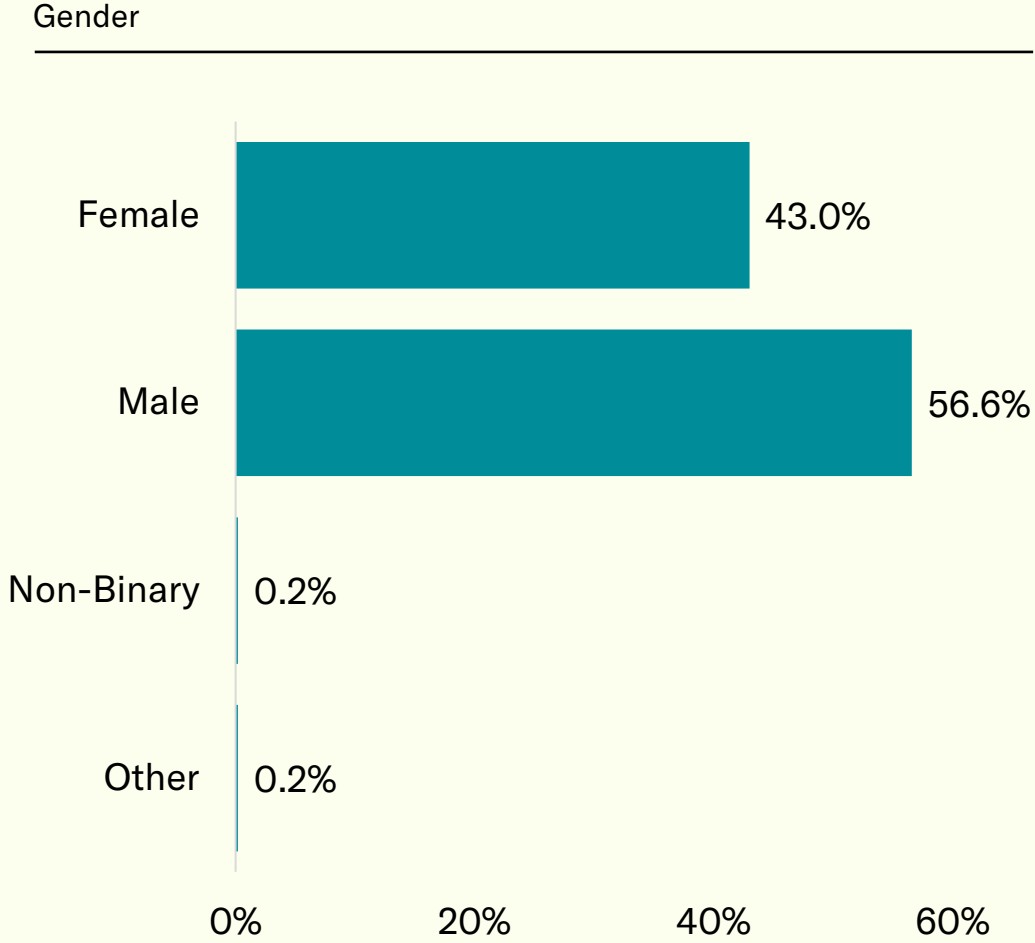
Demographics



Question: In what year were you born?

Base: Total respondents. 500 completed surveys.

Demographics

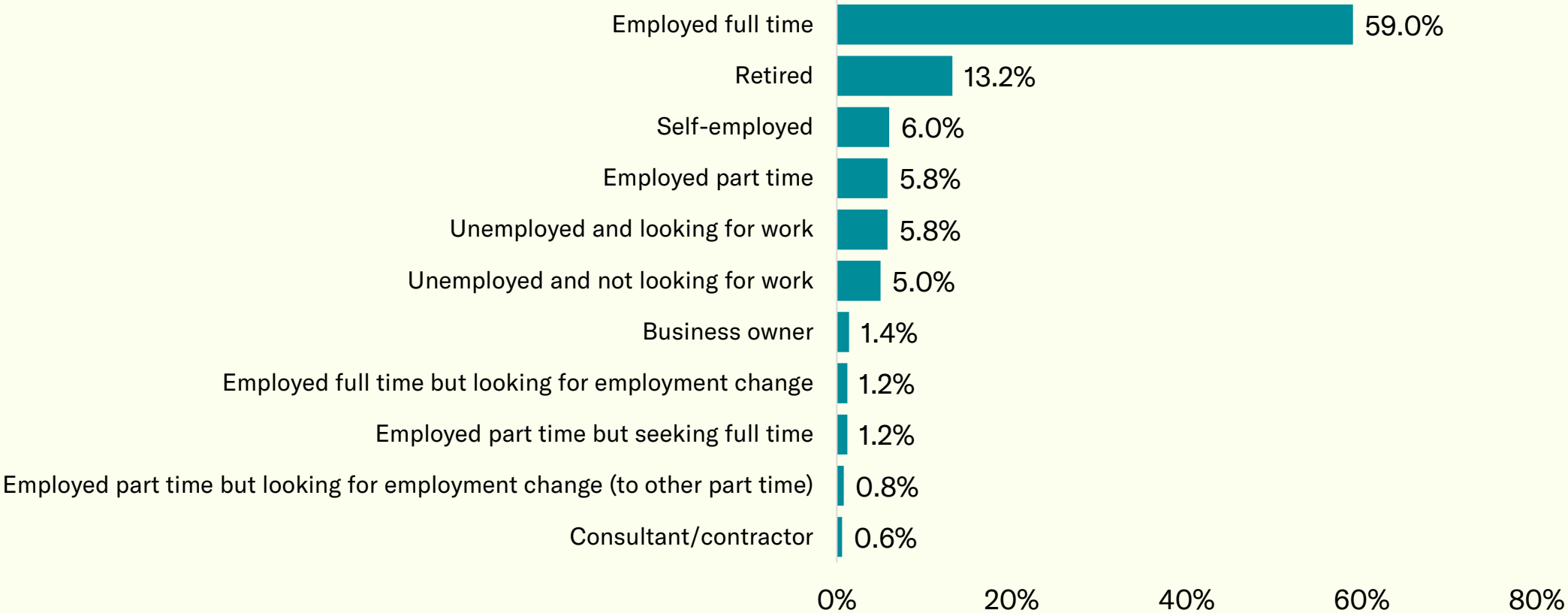


Question: Which best describes you?

Base: Total respondents. 500 completed surveys.

Demographics

Employment Status

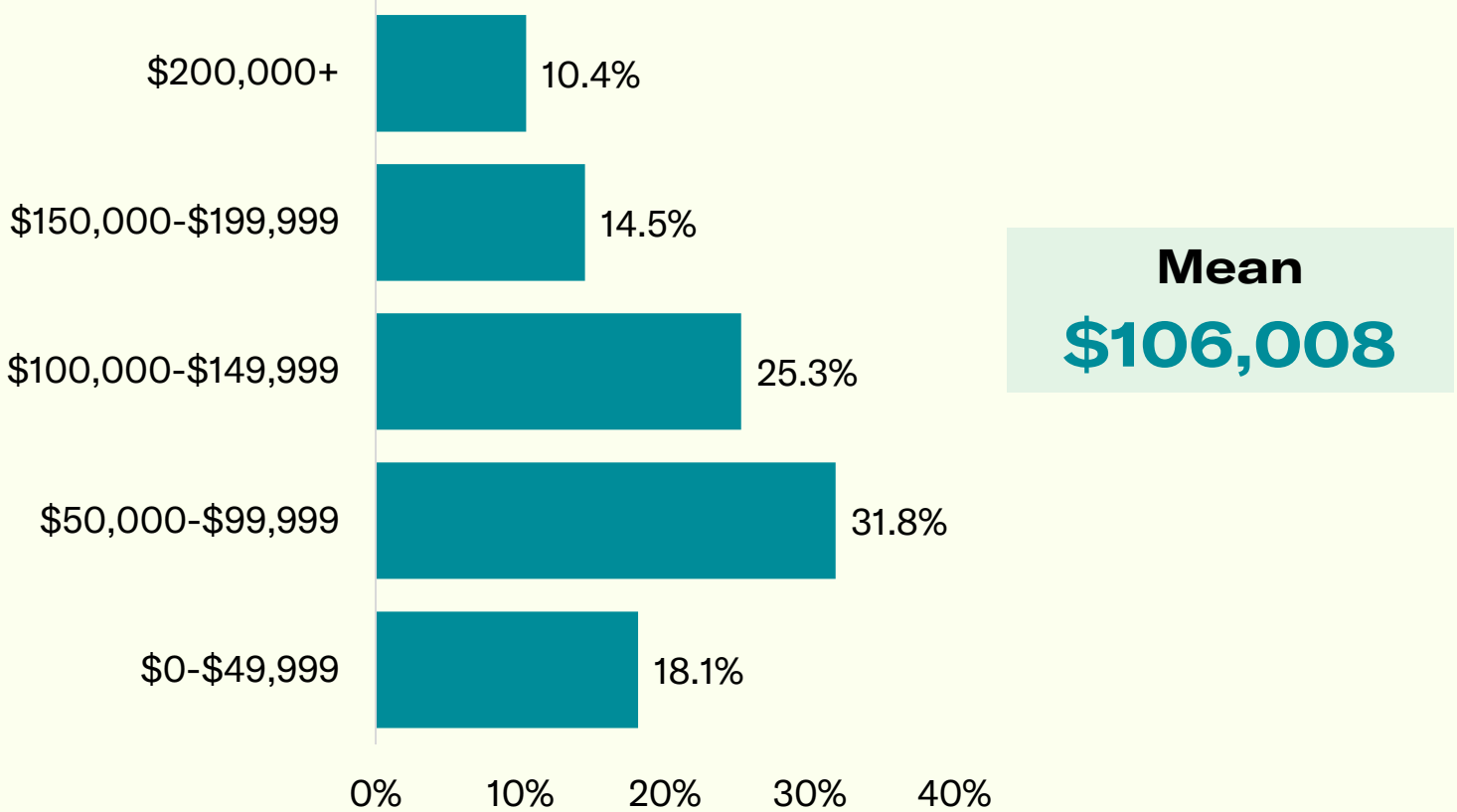


Question: What is your current employment status? (Select one)

Base: Total respondents. 500 completed surveys.

Demographics

Annual Household Income

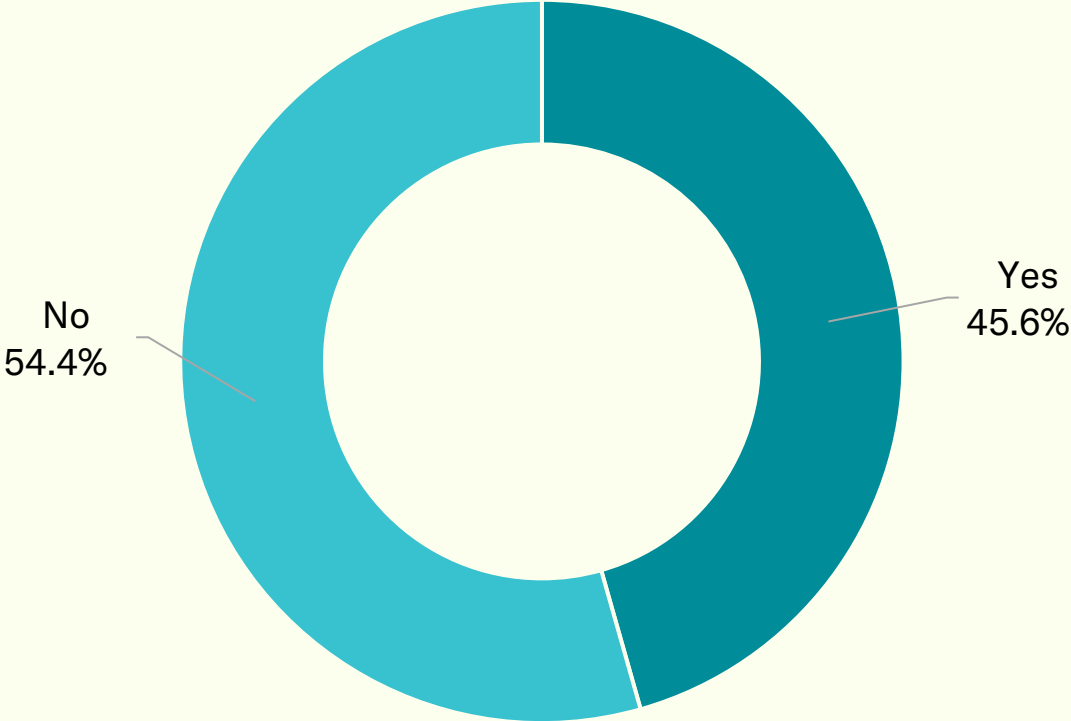


Question: Which best describes the combined annual income of all members of your household?

Base: Total respondents. 491 completed surveys.

Demographics

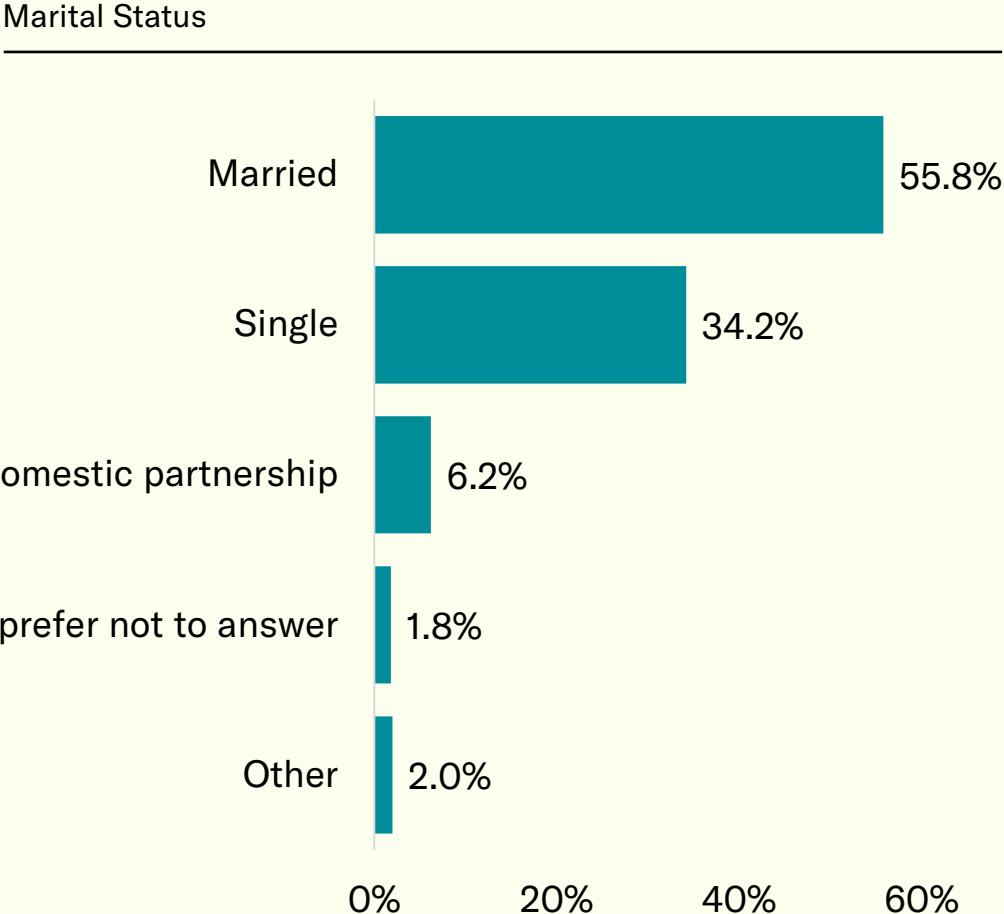
Children in Household



Question: Do you currently have children under the age of 18 living in your household?

Base: Total respondents. 946 completed surveys.

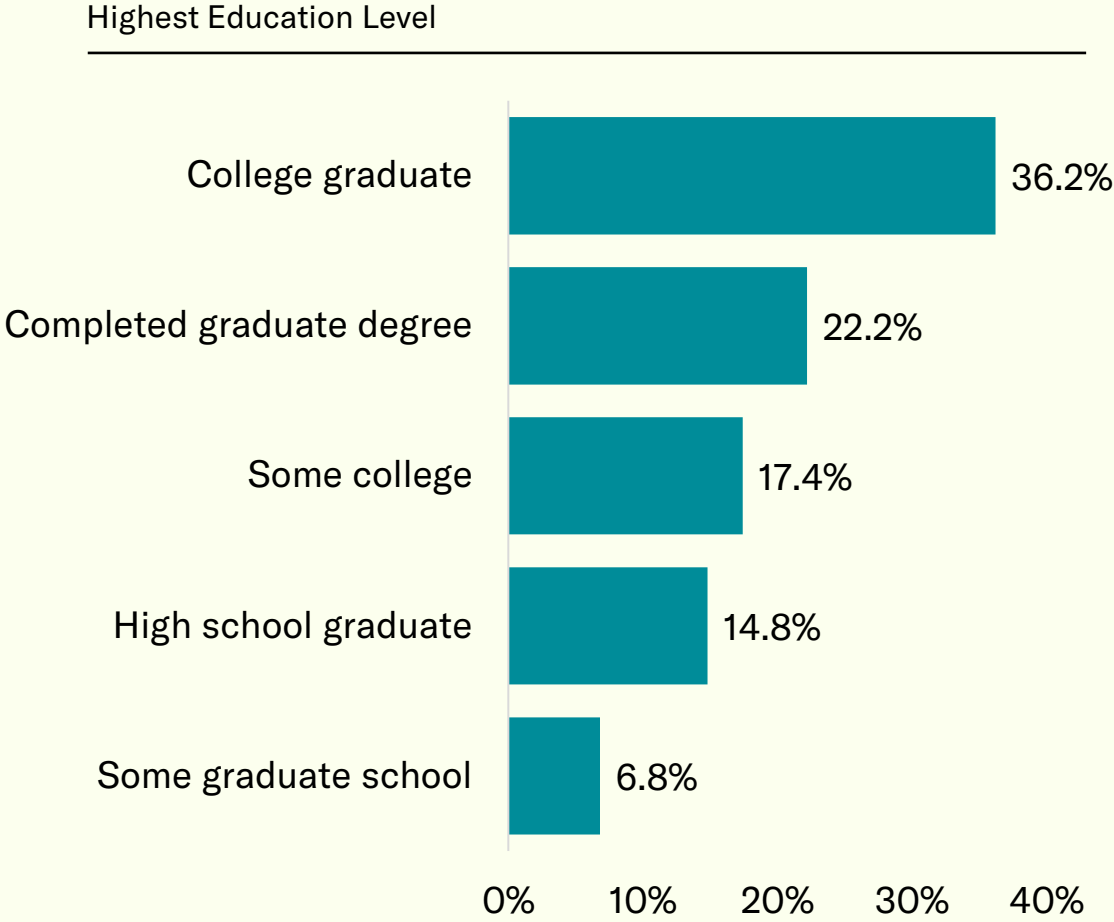
Demographics



Question: Which of the following best describes your current marital status? (Select one)

Base: Total respondents. 500 completed surveys.

Demographics



Question: Which best describes your highest level of education?

Base: Total respondents. 500 completed surveys.

Future Partners

