



GREATER
palm springs
SPA
MONTH

SEPTEMBER 2025

participation kit

SpaMonthGPS.com/register



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EVENT INFORMATION

Greater Palm Springs Spa Month is a premier wellness event designed to promote the region's world-class spa and wellness offerings. Taking place September 1-30, 2025, Spa Month invites both locals and visitors to indulge in rejuvenating treatments at exclusive prices. Participating spas can offer unique promotions, making luxury spa experiences more accessible and attractive to new clientele.

2025 EVENT DATES

September 1-30

Participation Options & Pricing

Spas may participate by offering one or more of the following:

- Exclusive Hotel Stay & Spa Packages
- 20% Discount on Select Spa Services
- Day Passes at \$15, \$30, or \$45 per day

PARTICIPATION FEE

FREE



REGISTRATION DEADLINE:
Monday, June 30, 2025



MARKETING & PROMOTION

A robust marketing, advertising, and public relations campaign will drive awareness for Spa Month, reaching consumers through multiple channels.

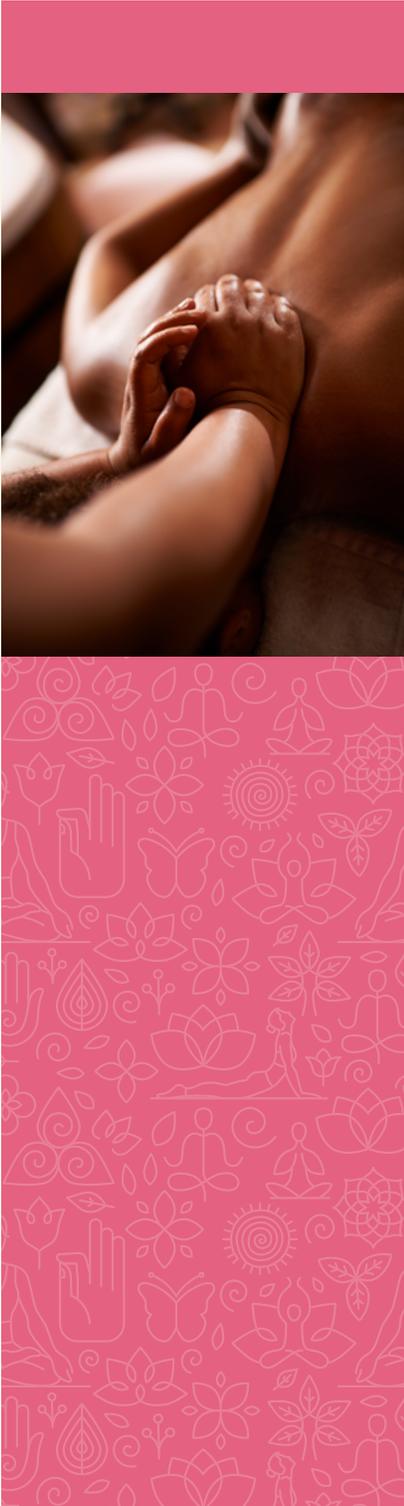
Advertising & Public Relations

- **Multimedia Exposure:** Print, digital, outdoor, television, and email marketing
- **SpaMonthGPS Website:** Featuring participating spas with photos, logo, description, address, phone number, and offers
- **Event Logos & Creative:** For use on spa websites, promotional materials, and social media
- **Promotional Items:** Window clings, posters, and promotional cards
- **Feature Stories:** Highlighting participating spas and special offers
- **Press Releases:** Distributed to local, regional, and national media
- **Social Media & Influencer Marketing:** Targeted campaigns on Instagram, Facebook, X, and TikTok
- **Exclusive Partner Network:** Invitations to business networking events and Visit Greater Palm Springs partner mixers
- **Communications & Media Opportunities:** Participation in industry events, trade shows, and marketing co-ops





HOW TO MAXIMIZE YOUR PARTICIPATION



Best Practices for a Successful Spa Month

- Ensure value-driven offers that attract both new and returning clientele.
- Promote your offers through your own marketing channels, including social media and email newsletters.
- Leverage Visit Greater Palm Springs' promotional materials to enhance visibility.
- Encourage social media engagement by tagging @VisitGreaterPS and using #SpaMonthGPS.

Sample Offerings

- **Relaxing Escape:** Book any two nights or more in September and receive a \$100 spa credit per night.
- **Cleansing Retreat:** 3-day cleansing retreat for the price of 2. Includes juices for 3 days and daily access to spa facilities.
- **20% Off Signature Treatments:** Enjoy a discount on popular services like hot stone therapy or hydrating facials.
- **Exclusive Day Passes:** Access to spa facilities for \$15, \$30, or \$45 per day.

Bonus

Promote events like sound baths, yoga classes, and other free or paid events open to the public during Spa Month.



SOCIAL MEDIA & PROMOTION

Tips for Effective Social Media Engagement

- **Use High-Quality Imagery:** Showcase treatments, tranquil environments, and wellness experiences.
- **Create Engaging Content:** Use Instagram Stories, TikTok videos, and Facebook Live to highlight your Spa Month promotions.
- **Leverage Influencers & Partnerships:** Work with local wellness influencers to expand reach.
- **Encourage Guest Testimonials:** Share reviews and experiences to build credibility.
- **Hashtags & Tags:** Use #SpaMonthGPS and tag @VisitGreaterPS for potential re-shares and greater exposure.

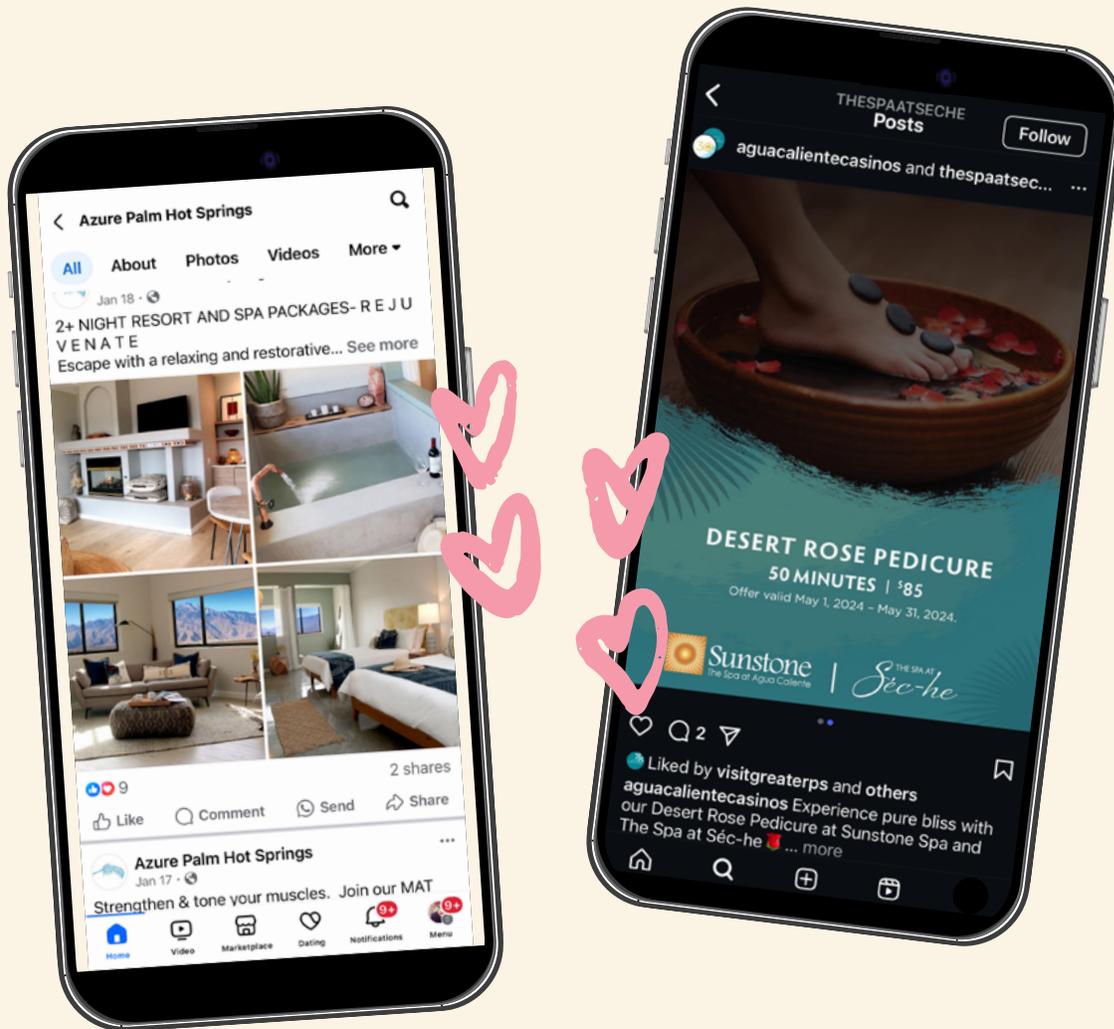


PHOTO TIPS FOR SOCIAL MEDIA

Resolution

Higher quality images are always preferred on social media.

FACEBOOK: Feed/ad: 1200x628px
 Story: 1080x1920px
 Event: 1920x1080px

INSTAGRAM: Standard: 1080x1080px
 Story: 1080x1920px

X: Feed: 1024x512px

TIKTOK: HD Video: 1080x1920px

Composition

Make the image about the subject: Props are welcome, but don't let them take over an image.



- Start with the subject and then consider what more to add to give the photograph more action.
- Double check that everything in the frame is what you intend to photograph.
- Remove extras like sheets, towels, brand labels, etc.



- Fill the frame: Make the most of the space that you have with the subject.
- Try different angles: Depending on the subject, it might photograph best above or to the side.
- Don't be afraid to get in odd positions for the right shot, holding the subject in the air or crouching on the ground.



- Consider backgrounds and look around for other places to put your subject to match the aesthetic.
- Do not use zoom features to compose an image as it will likely come out pixelated; always move yourself to get your lens closer to the subject or crop the photo later.

Lighting

Good lighting will make a subject more appealing.



- Use natural light when possible.
- When using a smartphone, simply use night mode photography settings.
- Do not use flash; it will create harsh highlights and deep shadows.



EVENT GUIDELINES

By registering for Greater Palm Springs Spa Month, you agree to:

- Offer at least one of the designated participation options (hotel/spa package, 20% service discount, or day pass pricing)
- Promote Spa Month through in-spa signage and digital marketing
- Honor offers throughout the event duration (September 1-30, 2025)

HOW TO REGISTER

1. Visit SpaMonthGPS.com/register
2. Complete the online registration form
3. Submit payment of \$400 by June 30, 2025
4. Upload spa logo, photos, and promotional details

For additional information, contact:

Davis Meyer
Vice President of Government & Industry Relations
davis@visitgreaterps.com





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