
2025
ANNUAL
REPORT
visit greater
palm springs

TOURISM — #1 INDUSTRY OF GREATER PALM SPRINGS

DESTINATION OVERVIEW

In 2025, tourism remains the #1 industry of Greater Palm Springs, sustaining approximately **one in four** local jobs and generating over **$9.6 Billion** in annual economic impact. Visit Greater Palm Springs (VGPS) delivered record-breaking convention sales performance, expanded air service, ambitious marketing campaigns, and new investments in workforce development, sustainability, and economic diversification.

$9.6B
ECONOMIC IMPACT

15.0M
VISITORS

1 in 4
JOBS SUSTAINED BY TOURISM

$1.532B+
TOTAL TAXES GENERATED



AIR SERVICE

PALM SPRINGS INTERNATIONAL AIRPORT (PSP)

Every month in 2025 recorded more seats than the prior year, reflecting continued airline confidence in the Greater Palm Springs market.

3.3M
TOTAL PASSENGERS
PSP — 2025

+6%
SEAT CAPACITY GROWTH YOY

+2.4%
PASSENGER COUNT GROWTH YOY

NEW & EXPANDED ROUTES IN 2025

AIRLINE	2025 SERVICE UPDATES
Alaska Airlines	Extended Boise (BOI), new Santa Rosa (STS), increased Portland (PDX) frequency
American Airlines	New Charlotte (CLT) seasonal service; increased Chicago (ORD) frequency
Delta Air Lines	New Austin (AUS) seasonal service; increased New York (JFK) frequency
Southwest Airlines	New Austin (AUS) seasonal service
United Airlines	New Newark (EWR) seasonal service

The VGPS team participated in the The Air Service Conferences Routes Americas and JumpStart with consulting support from Ailevon Pacific, and engaged in planning discussions with PSP and InterVISTAS Consulting for a future Federal Inspection Station (FIS).



The VGPS sales 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**.

262,061
ROOM NIGHTS
115% of goal

284
NEW BOOKINGS
115% of goal

1,620
TOTAL LEADS DISTRIBUTED
115% of goal

849
NEW LEADS GENERATED
105% of goal (805)

98
CLIENT ENGAGEMENTS
goal was 92

OFF-PEAK & SHOULDER PERIOD PERFORMANCE — 174.67% OF GOAL

Targeted booking goals to drive room nights during off-peak and shoulder months (May & September, Summer, and Q4) were established in 2025, and the team 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. The VGPS team exceeded all goals, driven by focused direct sales, the Meetings Oasis Incentive Program, strategic partnerships, targeted marketing, expanded trade show presence, and increased FAM tours.

140,696
NEED-PERIOD ROOM NIGHTS
vs. 99,461 in 2024

127%
MAY & SEPTEMBER
47,545 RN · Goal 26,000

127%
SUMMER
31,218 RN · Goal 24,500

206%
Q4
61,933 RN · Goal 30,000

SPORTS MARKET

Emily Heggernes joined as National Sports Sales Manager in May 2025, representing the destination at three sports tradeshows and re-engaging existing sports groups while expanding new outreach.

18,068
SPORTS ROOM NIGHTS (JUN–DEC)
124% of 14,600 goal

153%
NEW SPORTS LEAD GOAL
Exceeded prior year



TOP PERFORMING MARKETS & SEGMENTS

CATEGORY	HIGHLIGHTS
Top End-User Markets	Southern California, Mid-Atlantic, Northern California
Top Industry Segments	High Tech, Healthcare & Medical, Trade/Commercial
Targeted Segments	Affinity Groups, Sports, State & National Associations, Select Corporate

CLIENT ENGAGEMENT, TRAVEL & FAM ACTIVITY

CATEGORY	HIGHLIGHTS
PSIFF FAM	9 leads generated, 7,373 room nights in value, one definite booking of 2,268 room nights
BNP Paribas Open FAM	7 leads generated, 4,480 room nights in value; 13 of 15 planners new to the destination
IMEX	26 leads generated, 19,290 room nights in value

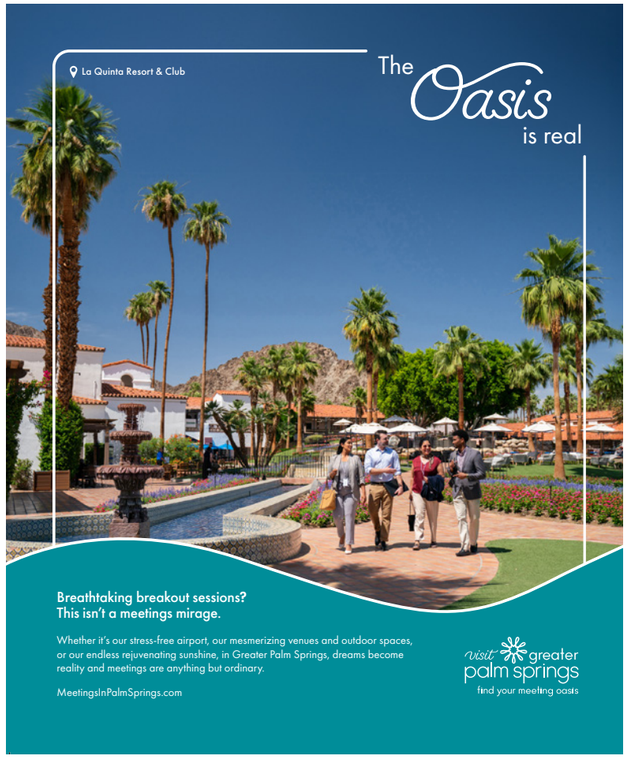
CONVENTION SALES, MEETINGS/GROUPS MARKETING

In 2025, marketing efforts targeting meeting planners were executed through a comprehensive, multi-channel media strategy that included digital display, print, email, podcast advertising, social media, video, and sponsored editorial content. Placements ran in key industry publications such as Smart Meetings, Northstar Meetings Group, Connect, MPI, and Conference Direct. **"The Oasis Is Real"** campaign highlighted air service access, outdoor meeting environments, off-peak timeframes via our Oasis Incentive, and distinctive off-site venues, with the goal of increasing awareness, visibility, and engagement for Greater Palm Springs among meeting planner audiences.

Strategic partnerships in place with ASAE, Association Forum, Associations West, Conference Direct, Helms Briscoe, LamontCo, Maritz, MPI, PCMA, and Prestige also provided additional opportunities to reach meeting planners with messaging across print, e-blasts, webinars, lead generation campaigns, social media, and more throughout the year.

22.8M
CONVENTION SALES IMPRESSIONS

4.7K
MEETINGS WEBSITE CLICKS



CLIENT ENGAGEMENT, TRAVEL & FAM ACTIVITY

8,700
CLIENTS CONNECTED
Across 26 global markets

172
CLIENTS HOSTED
FAMs & site visits from 14 markets

129
EVENTS WORLDWIDE
Trade shows, missions, & client events

DOMESTIC ENGAGEMENT

8,700
NONSTOP DOMESTIC MARKETS
Strengthened engagement across key direct-flight markets to grow awareness and drive consideration

8,700
NEW ITINERARIES DEVELOPED
Centered on cultural heritage and agritourism experiences

INDUSTRY ASSOCIATION PARTNERS
ASTA | ACTA | MAPTA | TABS

INTERNATIONAL ENGAGEMENT

ACTIVE INTERNATIONAL OFFICES & CONTRACT WORK
Australia | China | France | Germany | India
Japan | Mexico | Southeast Asia | UK

Partner education and engagement delivered via webinars and hosted client meetings, with STVR data integrated into training presentations

NEW REGIONAL PARTNERSHIP – FINALIZED 2025
Santa Barbara | West Hollywood

Collaborative partnership to extend reach, align destination messaging, and strengthen California storytelling in global markets

In 2025, Visit Greater Palm Springs executed a robust, multi-channel consumer advertising strategy designed to amplify brand visibility, drive engagement, and deliver measurable results in key drive and fly markets across all platforms.

Through innovative campaigns, strong partnerships, and targeted initiatives, Visit Greater Palm Springs achieved exceptional results in 2025. These efforts not only elevated the destination's profile but also supported stakeholders, strengthened community engagement, and drove demand year-round, continuing to solidify Greater Palm Springs as a premier travel destination.

OVERALL IMPACT

30.8B
TOTAL IMPRESSIONS
All campaigns

2.3M
TELEVISION SPOTS

27B
TELEVISION IMPRESSIONS

1.1B
OUT-OF-HOME IMPRESSIONS

CAMPAIGN RESULTS — ANNUAL CAMPAIGNS

CAMPAIGN	RESULTS
"Escape Your Ordinary" — Brand	71M+ digital impressions · 321K clicks across all channels
"Oasis of Art"	5.8M impressions · 28K clicks
"Born to Chill" — Summer	42M+ digital impressions · 278K+ clicks
Visit California Co-Op Campaigns	53M+ impressions · 1M+ clicks

CAMPAIGNS: SEASONAL & ALWAYS ON

- Brand Campaign: "Escape Your Ordinary"
- Summer Campaign: "Play for Days"
- Summer Social Media Campaign
- Oasis of Art
- Dine GPS / Restaurant Week
- Spa Month
- Group Meetings Campaign: "The Oasis Is Real"
- Benefits of Tourism
- Workforce Development
- Spring Getaway / Staycation Campaigns
- Direct Flight: "Time To Fly"
- VGPS Co-Op Programs
- Social Media Series
- Vacation Rentals (consumer)
- Vacation Rentals / One Coachella Valley (local)
- International Campaigns: "Where You Shine"
- LGBTQ+

Health & Wellness · Outdoor Experiences · Arts & Entertainment · Dining & Shopping · Culture & Heritage · LGBTQ+

ONLINE TRAVEL AGENCIES

215M
DIGITAL OTA IMPRESSIONS
Expedia, VRBO, TripAdvisor, Travelzoo

$120M
EXPEDIA GROSS BOOKINGS
Meta + Basis

196K
EXPEDIA ROOM NIGHTS
Meta

124:1
EXPEDIA RETURN ON AD SPEND
Meta



CO-OP PARTNER PARTICIPATION

4
DIGITAL / BILLBOARD PARTNERS
El Paseo, Desert Hot Springs, Grand Hyatt Indian Wells, The Plaza Theater

14
SUMMER TV PARTNERS
Renaissance Esmeralda, Fantasy Springs, BMW Performance Center West, The Ritz-Carlton, Rancho Mirage, JW Marriott Desert Springs + more

1
WINTER TV PARTNER
BNP Paribas Open — 2026 season



Vacation rentals remained a vital component of our marketing strategy in 2025 with targeted campaigns and creative innovations driving significant engagement and bookings. These efforts showcased the unique offerings of vacation rentals while reinforcing Greater Palm Springs as a diverse and welcoming destination for all types of travelers.

VACATION RENTAL INCLUSION — BRAND CAMPAIGNS

Year-round vacation rental presence across major campaigns:

Escape Your Ordinary | Born to Chill

Dedicated vacation rental ad sets with custom imagery ran year-round across:

Basis | Sojern | VRBO | TripAdvisor | Cadent | Sunset | + more

VRBO SUMMER CAMPAIGN — "POOL FLOATIE"

$14M+
GROSS BOOKINGS

24K+
VACATION RENTAL NIGHTS

$145:1
RETURN ON AD SPEND
Exceeded 2024 results

Refreshed "pool floatie" creative with display ads, custom landing page, influencer videos, and header video content per persona

Beautiful Destinations | 25M+ social following



VACATION RENTAL MARKETING

GREATER PALM SPRINGS RESTAURANT WEEK 2025 (MAY 30 – JUNE 8)

Restaurant Week 2025 saw strong momentum, with all nine cities joining as sponsors and Coachella Valley High School culinary students participating in the Kickoff Event for valuable hands-on experience.

121
PARTICIPATING RESTAURANTS

9
CITIES AS SPONSORS

2
NEW CORPORATE SPONSORS



SPA MONTH 2025 (INAUGURAL YEAR)

Spa Month launched successfully with a partner Bootcamp and media launch event at Parker Palm Springs. A dedicated media plan ran across Cadent, Nativo, Palm Springs Life, Locale Magazine, and SpaFinder, along with paid social placements. This inaugural year establishes Spa Month as a key annual shoulder-season demand driver.

111
SPECIAL OFFERS
From 50 businesses

5.5M
CAMPAIGN IMPRESSIONS

271K
CAMPAIGN CLICKS



GREATER
palm springs
SPA
MONTH
SEPTEMBER 2025

International marketing efforts in 2025 focused on expanding international reach and driving conversions by leveraging partnerships, media plans, and new opportunities in key global markets.

DEDICATED UK/IRELAND MEDIA PLAN – FINN PARTNERS

22M+
IMPRESSIONS

214K+
CLICKS

Platforms: Google Search, AI Max, Performance Max, Demand Gen, Bing, Pinterest, StackAdapt, Meta, TikTok.





INTERNATIONAL CAMPAIGNS

China Social Media
— new in 2025 —

WeChat Red (Xiaohongshu)
Officially launched with agency partner TravelLink

BRAND USA — INTERNATIONAL PROGRAMS

Optimized Audience Programmatic Campaigns

Markets:
UK | Canada | Mexico | France Germany

First-party data targeting via Brand USA across all five key markets

Brand USA Global Inspiration Guide

Participated in Brand USA's consumer website promotion, reaching international audiences in the travel planning stage

UK | Canada | Mexico
France | Germany

International Co-Ops — H1 2025

21M+
IMPRESSIONS

341K
CLICKS

Via: Expedia | Sojern | TripAdvisor

Paused by Brand USA mid-year due to political headwinds

CANADA MARKET INITIATIVES

Air Miles Canada
— launched November 2025 —

Reaching Canadians via one of the largest travel rewards platforms across website content, display advertising, and social media

Website content | Display ads | Social media

Expedia "California Loves Canada"

2K+
BOOKINGS IN FIRST 2 WEEKS

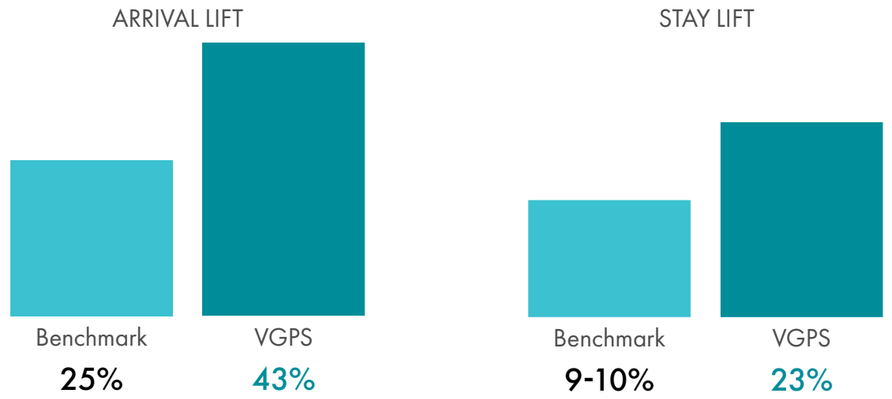
Greater Palm Springs & surrounding desert region

Dec 12 – Feb 28 · Via Visit California & Expedia Partner Central

VISIT THE USA

2025 marked the first full year of our partnership with Arrivalist, a data insights platform that measures advertising effectiveness by comparing visitation from audiences exposed to our campaigns against those who were not. By pixeling our digital campaigns to track ad exposure and subsequent arrivals, Arrivalist helps us better understand the relationship between our marketing efforts and real-world visitation, providing actionable insights that inform media planning and optimization. In 2025, those exposed to VGPS ad placements were 43% more likely to visit the destination and stayed 13% longer than those who were not exposed to ad creative.

ARRIVALIST PERFORMANCE VS. BENCHMARK





In 2025, Visit Greater Palm Springs welcomed approximately **2.76 million active users** to the website, generating about 3.63 million sessions. While this represents a modest 6% decline in users and 4% decline in sessions year over year, performance remained close to target in a year marked by major shifts in how travelers discover information online.

WEBSITE OVERVIEW

Traffic

2.76M
ACTIVE USERS
−6% vs. 2024

3.63M
SESSIONS
−4% vs. 2024

SITE ENGAGEMENTS

Partner referrals	
Total partner referrals	436,634
Non-hotel partner referrals	332,388
Hotel partner referrals	71,408
Coupon referrals	17,254

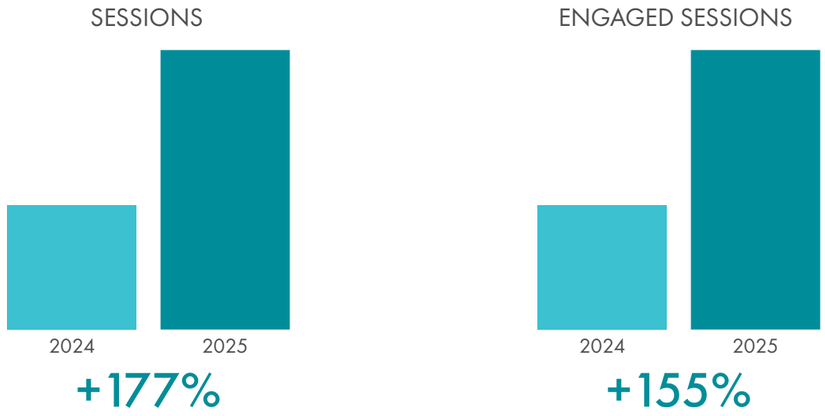
Visitor resources & sign-ups	
Visitor Guide requests	8,935
Consumer e-newsletter sign-ups	7,599
Digital Guide requests	805
dineGPS sign-ups	116
Indian Wells e-newsletter sign-ups	37

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DIGITAL MARKETING

"ESCAPE YOUR ORDINARY" LANDING PAGE PERFORMANCE

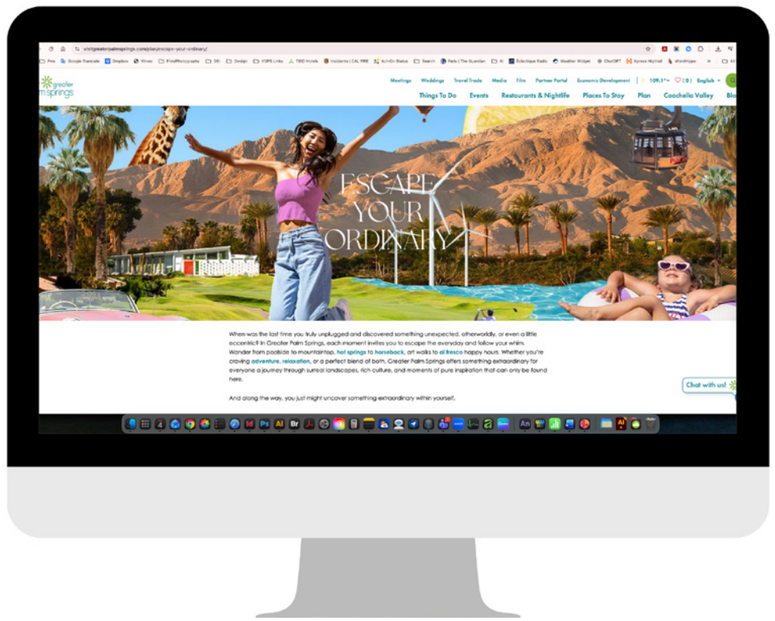
Year-Over-Year Growth — One of the Most-Visited Entry Points in 2025



Demonstrating the strength of inspirational, story-led content in driving interest and deeper site exploration.

— TOP 3 MOST-VISITED ENTRY POINTS —

Homepage | Escape Your Ordinary | California landing page



Visit Greater Palm Springs' overall social media strategy in 2025 aimed 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.

SOCIAL MEDIA OVERVIEW

14 channels · 525K+ combined followers · 2,800+ posts published

Meta | TikTok | Pinterest | YouTube | LinkedIn | X

California Desert Regions Economic Development Filming in Greater Palm Springs

QUANTITATIVE PERFORMANCE — @VISITGREATERPS & @DINEGPS

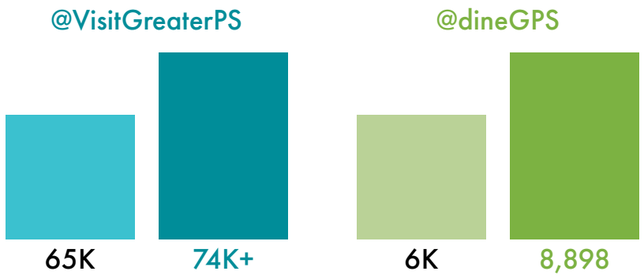
65M
IMPRESSIONS
All campaigns

28M
IMPRESSIONS
179% of goal

1.6M
ENGAGEMENTS

354K
WEBSITE CLICKS

AUDIENCE GROWTH: INSTAGRAM



CONTENT & INFLUENCER HIGHLIGHT



@DINEGPS CHEF VIDEO SERIES — NEW IN 2025

129K
CUMULATIVE VIDEO VIEWS
Original content spotlighting local chef-owners and restaurateurs on @dineGPS Instagram

10
INFLUENCERS HOSTED
5 @ VisitGreaterPS · 5 @dineGPS

10
INFLUENCER VIDEO VIEWS

HELLO SUMMER! SOCIAL MEDIA CAMPAIGN

July–August 2025 · In partnership with Sparkloft agency · 4 influencers · Instagram · Facebook · YouTube · TikTok

681K+
IMPRESSIONS
Organic & paid

595K
VIDEO VIEWS
All platforms

358
CLICKS
To website



In April, Visit Greater Palm Springs was the Exclusive Strategic Travel Partner for TED 2025 in Vancouver, showcasing the destination to 1,600+ highly influential attendees as a hub for innovation, inspiration, and connection. The partnership was aimed at building a presence for our Economic Development efforts, and included a hosted "Dine Around" dinner, a LinkedIn Live session, social media promotion, and signage and brand presence throughout the conference.



1,600+
CONFERENCE ATTENDEES

47
DINE AROUND DINNER ATTENDEES

TED 2025 LINKEDIN LIVE

43K+
OVERALL TOTAL VIEWS

109K
IMPRESSIONS

238
COMMENTS

177
SHARES

PR / COMMUNICATIONS

The PR/Communications team continued to elevate Greater Palm Springs in 2025 through consistent, relationship-driven earned media and immersive storytelling that showcased the destination's diversity, creativity, and sense of place. National and international efforts highlighted wellness, culinary, culture, LGBTQ+ travel, meetings, film, and economic development, with a deliberate focus on representing all nine cities and the people and experiences that define the destination.

In Fall 2025, Greater Palm Springs hosted the IGLTA Global Convention, welcoming LGBTQ+ media, delegates, and travel decision-makers from around the world. In advance of the event, newsletter advertising placements ran throughout early 2025 in IGLTA's email communications to build awareness of both the convention and Greater Palm Springs as the host destination.

11,813
PR QUALITY SCORE
All platforms

$109.9M
EARNED MEDIA VALUE

116
CONVENTION SALES EARNED MEDIA PLACEMENTS
All platforms

3,346
MEDIA OUTREACH/ASSISTS
All platforms

KEY PR ACHIEVEMENTS

INITIATIVE	IMPACT
IGLTA Global Convention Media FAMs	30 journalists, ~200 stories, 11M+ reach
Meet the Mentors 3.0	6 mentee stories, 2 mentor placements, 4,500 readers
PR Agency Immersion FAM	First-of-its-kind 5-day experience across all 9 cities
India Market Mission with Visit CA	80+ journalists engaged in Delhi & Mumbai
Location Scout FAMs (Film Oasis)	2 curated tours: East Valley & West Valley

PARTNERSHIP & COMMUNITY

PARTNERSHIP BENEFITS

699,700
CLICKS TO PARTNER LISTINGS

12
PARTNER EVENTS HOSTED

48%
AVG NEWSLETTER OPEN RATE

40+
PARTNER NEWSLETTERS DISTRIBUTED

17.6M
PARTNER AD IMPRESSIONS
via DTN

114,789
CLICKS TO PARTNER WEBSITES



FOUNDATION & WORKFORCE DEVELOPMENT

The Partnership team's efforts strengthened professional development, expanded learning opportunities, and fostered a connected community of tourism champions across the Coachella Valley.

FOUNDATION REBRAND & FUNDING

Rebrand & Strategic Plan

Strategic planning was conducted in September with board members and community leaders. New name, updated goals, and two-year strategic plan finalized — rollout scheduled for 2026.

- Major donor strategy
- Direct giving campaigns
- Sponsorship opportunities

TEAM GPS FOUNDATION

Grant Funding Secured

$15,000
ANDERSON CHILDREN'S FOUNDATION
Passport to Leadership

$10,000
PS HOSPITALITY ASSOCIATION
Leadership Essentials

YOUTH ENGAGEMENT

Young Professionals Advisory Group
New in 2025

5
FOUNDING MEMBERS
Passport to Leadership

Emily Alvarez-Zurita, Melissa Bernal, Arturo Cortes-Castillo, Estevan Aguirre & Edith Alcala — held first meeting establishing goals, structure, and cadence

Passport to Leadership — Year 2

10
STUDENTS ENGAGED
6-week program

3
SCHOOL DISTRICTS
CVUSD · DSUSD · PSUSD

Graduation ceremony July 31 at Hotel Paseo with students, families, VGPS Board members, and community leaders

PASSPORT TO LEADERSHIP

COMMUNITY-TARGETED MARKETING

2025 WORKFORCE DEVELOPMENT CAMPAIGN – KEY ACHIEVEMENTS

In July 2025, the Workforce Development campaign was relaunched with refreshed digital and video assets. These deployed across platforms like Basis, Nativo, and paid social, with digital video promoting the updated Workforce Development :30 spot locally as well.

2.8M
IMPRESSIONS

3K+
CLICKS TO WFD LANDING PAGE

4K
SOCIAL MEDIA ENGAGEMENTS









K–12 OUTREACH

400
STUDENTS IN TOURISM OUTREACH

100
SOPHOMORES AT HOSPITALITY DAY

4
TEAM GPS STUDENT CLASSES

10
PASSPORT TO LEADERSHIP GRADUATES

KEY K–12 ACTIVATIONS

- PSUSD Community Engagement Planning
- Palm Springs Unified CTE Showcase
- CVHS Tourism Academy — Restaurant Week & Holiday Party
- PSHS Business Academy — TEAM GPS tour at Omni Rancho Las Palmas

HIGHER EDUCATION & COLLEGE STUDENTS

Scholarships & Internships	
Scholarship applications received	181
College scholars awarded	10
Students at industry conferences	4
Paid college-level internships at VGPS	2

University Partnerships	
CSUSB Palm Desert Visioning Session with University President Morales	✓
Sponsored CSUSB Hospitality Management Student Gala	✓
Expanded opportunities for all college scholars majoring in hospitality management	✓

$50,000
SCHOLARSHIP FUNDING

$24,000
TRAVEL/STUDY ABROAD SCHOLARSHIPS

$30,000
LEADERSHIP TRAINING FOR WORKFORCE SCHOLARSHIPS



FOUNDATION & WORKFORCE DEVELOPMENT




PASSPORT TO LEADERSHIP 2025


PASSPORT TO LEADERSHIP 2025



April 2025

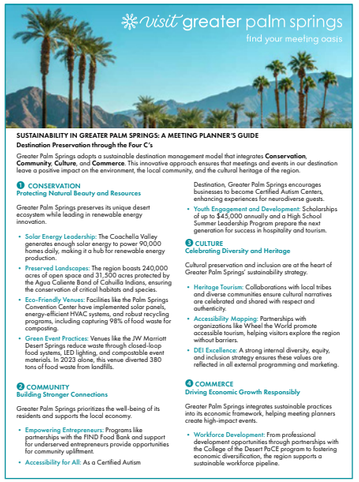
CERTIFIED AUTISM DESTINATION
Achieved

$15K+

RAISED VIA KIND TRAVELER PROGRAM
Double prior year

SUSTAINABILITY KEY ACHIEVEMENTS

INITIATIVE	HIGHLIGHTS
4 C's of Sustainability Training	Delivered to hotel partners, meeting pros & ESPA webinar
PCMA Whitepaper	"The 4 C's of Sustainability" distributed to PCMA members Q4 2025
Sustainable Meetings Toolkit	Created for partners including sustainability checklist; hosted on VGPS Meetings site
Kind Traveler Expansion	100+ vacation rentals onboarded; $15K+ raised for local charities (double prior year)
Regional Strategy	CVAG emerged as regional sustainability lead; VGPS to participate in City Sustainability Managers meetings
Agricultural Tourism	Ag Industry Roundtable at Shield's Date Gardens; 2 major agriculture events attended; tour operator strategy identified


visit greater palm springs
find your meeting oasis

SUSTAINABILITY IN GREATER PALM SPRINGS: A MEETING PLANNER'S GUIDE

Destination Preservation through the Four C's

Greater Palm Springs adopts a sustainable destination management model that integrates **Conservation, Community, Culture,** and **Commerce**. This innovative approach ensures that meetings and events in our destination leave a positive impact on the environment, the local community, and the cultural heritage of the region.

1 CONSERVATION
Protecting Natural Beauty and Resources

Greater Palm Springs preserves its unique desert ecosystem while leading in renewable energy innovation.

- Solar Energy Leadership: The Coachella Valley generates enough solar energy to power 90,000 homes daily, making it a hub for renewable energy production.
- Preserved Landscapes: The region boasts 240,000 acres of open space and 31,500 acres protected by the Agua Caliente Band of Cahuilla Indians, ensuring the conservation of critical habitats and species.
- Eco-Friendly Venues: Facilities like the Palm Springs Convention Center have implemented solar panels, energy-efficient HVAC systems, and robust recycling programs, including capturing 98% of food waste for composting.
- Green Event Practices: Venues like the JW Marriott Desert Springs reduce waste through closed-loop food systems, LED lighting, and compostable event materials. In 2022 alone, this venue diverted 380 tons of food waste from landfills.

2 COMMUNITY
Building Stronger Connections

Greater Palm Springs prioritizes the well-being of its residents and supports the local economy.

- Empowering Entrepreneurs: Programs like partnerships with the FIND Food Bank and support for underserved entrepreneurs provide opportunities for community upliftment.
- Accessibility for All: As a Certified Autism Destination, Greater Palm Springs encourages businesses to become Certified Autism Centers, enhancing experiences for neurodiverse guests.
- Youth Engagement and Development: Scholarships of up to $45,000 annually and a High School Summer Leadership Program prepare the next generation for success in hospitality and tourism.

3 CULTURE
Celebrating Diversity and Heritage

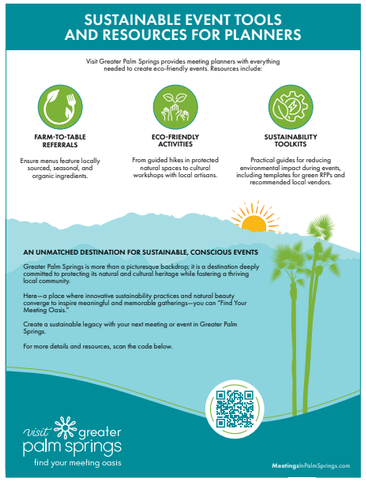
Cultural preservation and inclusion are at the heart of Greater Palm Springs' sustainability strategy.

- Heritage Tourism: Collaborations with local tribes and diverse communities ensure cultural narratives are celebrated and shared with respect and authenticity.
- Accessibility Mapping: Partnerships with organizations like Wheel the World promote accessible tourism, helping visitors explore the region without barriers.
- DEI Excellence: A strong internal diversity, equity, and inclusion strategy ensures these values are reflected in all external programming and marketing.

4 COMMERCE
Driving Economic Growth Responsibly

Greater Palm Springs integrates sustainable practices into its economic framework, helping meeting planners create high-impact events.

- Workforce Development: From professional development opportunities through partnerships with the College of the Desert PaCE program to fostering economic diversification, the region supports a sustainable workforce pipeline.


SUSTAINABLE EVENT TOOLS AND RESOURCES FOR PLANNERS

Visit Greater Palm Springs provides meeting planners with everything needed to create eco-friendly events. Resources include:

FARM-TO-TABLE REFERRALS
Ensure menus feature locally sourced, seasonal, and organic ingredients.

ECO-FRIENDLY ACTIVITIES
From guided hikes in protected natural spaces to cultural workshops with local artisans.

SUSTAINABILITY TOOLKITS
Practical guides for reducing environmental impact during events, including templates for green RFPs and recommended local vendors.

AN UNMATCHED DESTINATION FOR SUSTAINABLE, CONSCIOUS EVENTS

Greater Palm Springs is more than a picturesque backdrop; it is a destination deeply committed to protecting its natural and cultural heritage while fostering a thriving local community.

Here—a place where innovative sustainability practices and natural beauty converge to inspire meaningful and memorable gatherings—you can "Find Your Meeting Oasis."

Create a sustainable legacy with your next meeting or event in Greater Palm Springs.

For more details and resources, scan the code below.

visit greater palm springs
find your meeting oasis

MeetingsInPalmSprings.com

2025 WORKFORCE DEVELOPMENT CAMPAIGN – KEY ACHIEVEMENTS

10

ORGANIZATIONS BECAME CERTIFIED AUTISM CENTERS
Celebrated with announcement event at The Living Desert

INCLUSIVE HOSPITALITY TRAININGS
In partnership with The LGBTQ+ Center
VGPS staff
Palm Springs Convention Center
Virtual session

3

TRAINING SESSIONS
In-person & virtual

~80

PARTNER PARTICIPANTS

LGBTQ+ STUDENT SUMMIT
In partnership with Travel Unity

10

STUDENTS ENGAGED
Oct 17–19, 2025
LGBTQ+ tourism leadership sessions and site visits to LGBTQ+-owned and allied businesses



CERTIFIED AUTISM DESTINATION


LGBTQ+ STUDENT SUMMIT

VGPS strengthened its role as a trusted advocate in 2025, advancing priorities at local, state, and federal levels.

ADVOCACY OVERVIEW

3
LEVELS OF GOVERNMENT ENGAGED
Local · State · Federal

All
STATE LEGISLATORS MET WITH
Coachella Valley reps

FEDERAL ADVOCACY

Destination Capitol Hill — Washington, D.C.

Participated with U.S. Travel, meeting with congressional representatives to advance tourism priorities

- **MODERNIZED AIR TRAVEL & AIR TRAFFIC CONTROL**
- **BRAND USA FUNDING PROTECTION**
- **INTERNATIONAL TRAVEL POLICIES**
- **TRANSPORTATION & INFRASTRUCTURE**

STATE LEGISLATION SUPPORTED

SB 346	SB 534	AB 299
Short-term rental platform transparency & TOT/TBID compliance	Green Empowerment Zone for Salton Sea & Southeastern Desert Valleys	Housing stability protections for disaster-displaced residents

BLUE ZONES STAKEHOLDER ENGAGEMENT

City Stakeholder Engagement

Palm Springs | Coachella

Participated in planning meetings to advance community well-being initiatives across the Coachella Valley

State Legislative Engagement

CalTravel Advocacy Days
Legislative Lunch & Learn
CVAG partnership

Briefed local legislative offices and staff on 2026 priorities covering housing, transportation, workforce, energy, and economic development



CALTRAVEL ADVOCACY DAYS





GREATER PALM SPRINGS — THRIVE & SHINE

In 2025, VGPS launched the Greater Palm Springs Economic Development brand — Thrive & Shine — with a full brand identity, three-year marketing strategy, and dedicated website launched in Summer 2025. LinkedIn became the organization's #1 traffic driver, accounting for more than 70% of all website views.

70%+
WEBSITE TRAFFIC FROM LINKEDIN

GREATER PALM SPRINGS
ECONOMIC DEVELOPMENT
Thrive and Shine

Connect with us on LinkedIn

PROPOSED REGIONAL AMATEUR SPORTS FACILITY

SPEC	DETAILS
Indoor Square Footage	~200,000 sq ft
Basketball Courts	10 full (convertible to 20 volleyball / 30 pickleball)
Projected Annual Attendees	560,000
Initial-Year Economic Impact	$49 million
Primary Benefit	Fills hotel demand during summer & shoulder months





OTHER ECONOMIC DEVELOPMENT HIGHLIGHTS

INITIATIVE	HIGHLIGHTS
Economic Development Plan	Coachella Valley Subregional Economic Development Strategic Plan completed with Riverside County
Foreign Trade Zone	Meetings with City of Palm Springs and FTZ expert to explore expansion
Federal Reserve Engagement	Hosted business leader feedback sessions for SF Federal Reserve
Tradeshows & Conferences	8 major Economic Development events including SelectUSA Summit and ICSC Global
FAM with Commercial Developers	Regional Coachella Valley tour hosted in partnership with Economic Development Partners





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