

BOARD AND JPA MEETING

Friday, January 31, 2025



CALL TO ORDER



ROLL CALL





aguacaliente-nsn.gov



"I pledge allegiance
to the flag of the
United States of America,
and to the Republic
for which it stands,
one nation under God
indivisible, with liberty
and justice for all."

CONFIRMATION OF AGENDA



PUBLIC COMMENT



APPROVAL OF MINUTES

(ALL VOTE)

1. JPA - VGPS Board of Directors Joint Meeting Minutes –
December 13, 2024

CONSENT CALENDAR

(JPA ONLY VOTES)



1. Warrants and Demands Dated December 2024

PUBLIC MEETING

1. TBID Public Meeting – Adding City of Coachella
2. Staff Report - Davis Meyer

CEO / PRESIDENT'S REPORT



Thank you!

GARY GARDNER

for your leadership on the JPA!



Welcome!

to our new JPA members

JPA Representatives

Nancy Ross

Mayor

City of Cathedral City

Brian Penna

Council Member

City of Indian Wells

JPA Alternates

Raymond Gregory

Mayor Pro Tem

City of Cathedral City

Daniel Pitts

Council Member

City of Desert Hot Springs

Dr. Toper Taylor

Council Member

City of Indian Wells

Evan Trubee

Mayor Pro Tem

City of Palm Desert

Eve Fromberg Edelstein

Council Member

City of Rancho Mirage

LA FIRE RELIEF EFFORTS

Landing page went live January 9

- **4,355** page views
- **3,058** active users
- Includes links to resources, current air quality in GPS & resource pages of other Southern California DMOs

Financial Assistance

- **\$120K contribution** assisting displaced residents partnering with Airbnb
- **\$100K matching contribution** to the American Red Cross

Greater Palm Springs - NOT DIRECTLY IMPACTED BY THE FIRES

Greater Palm Springs, located over 100 miles from LA, has not been directly impacted by the LA wildfires. Visit Greater Palm Springs works closely with local authorities to stay updated on local fire conditions and shares potential impacts to travelers via social media and on this website. You can find the latest updates on the LA fires at the below link.

[VISIT FIRE.CA.GOV](#)

For current Greater Palm Springs air quality conditions visit [iqair.com](#).

Our hearts remain with everyone impacted by the devastating wildfires in Los Angeles. We know the need for relief is still great. To continue providing support, Visit Greater Palm Springs has expanded its efforts to help those affected and their families during this difficult time. We are grateful that Greater Palm Springs and our tourism community are able to offer a safe place to stay for those affected by the wildfires, with **special accommodation rates and offers**

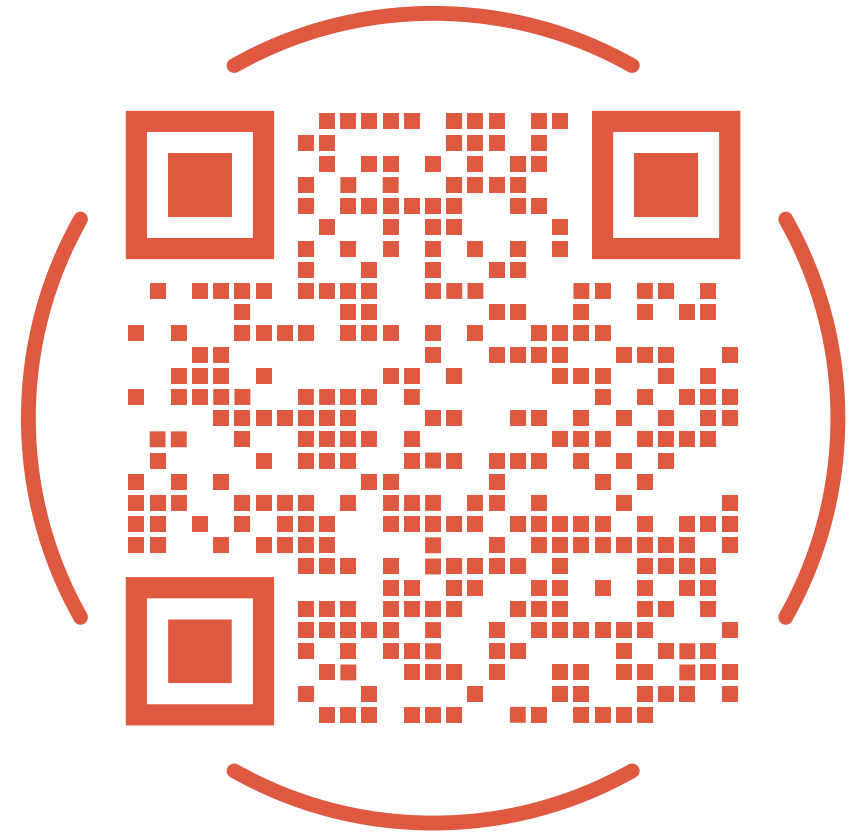
Chat with us!



RED CROSS SUPPORT



**American
Red Cross**



SCAN TO DONATE

DESERT HORSE PARK

- 1.6 Million Sq. Ft. Of Competition / Riding Space
- Desert Circuit 4
- 10 Circuits January 8 - March 16
- VGPS a Presenting Sponsor



FIRED UP! 2025



VGPS has received the **Fired Up! Culture Achievement Award**
"VGPS is setting the standard among its peers when it comes to how engaged their team members are feeling about their workplace culture."

Our Second FiredUp High-Performing Culture Award!

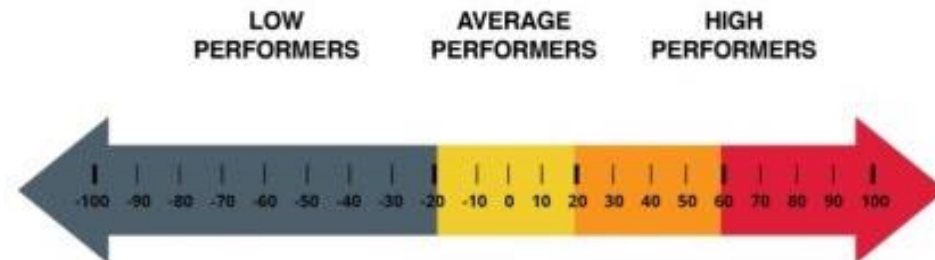
SUMMARY OF 2024 ORGANIZATIONAL SURVEY

Where the VGPS team shines:

- Customer Promise: **+87**
- Purpose, Goals and Values: **+77**
- Environment: **+75**
- Team & Collaboration: **+74**
- Leadership Impact: **+68**
- Systems & Process: **+31**

15 of the 18 areas surveyed scored as "Fired-Up" and 3 scored as "Igniting."

(Scale is from -100 to +100. Average ranges from -20 to +20.)



2024 AIR SERVICE ACHIEVEMENTS

NEW FLIGHTS

FRONTIER returned to PSP with service from **Denver & San Francisco** (DEN and SFO)

PORTER entered PSP with service from **Toronto** (YYZ)

UNITED added seasonal service from **Washington, D.C.** (IAD)

DELTA added seasonal service from **New York** (JFK)



EARLIER & ENHANCED SERVICE

AMERICAN - Phoenix (PHX) +25% flights & +10% seats

Chicago (ORD) +14% flights & seats

ALASKA moved **New York** (JFK) flight earlier to Oct

AVELO extended **Santa Rosa** (STS) throughout the summer

DELTA began **Minneapolis** (MSP) in Sep versus Oct

UNITED Chicago (ORD) +16% flights & +11% seats;

Denver (DEN) +17% flights & +7% seats

ALASKA Portland (PDX) +21% flights & +30% seats

AIR CANADA Toronto (YYZ) +40% flights & +45 seats

WESTJET Winnipeg (YWG) +76% flights & +83% seats

PALM SPRINGS INTERNATIONAL FILM FESTIVAL FAM



Thank you!

Thompson Palm Springs for your
partnership in hosting our guests!

Thank you!



① **16** airline network planners



① **65** total attendees



① **184** clients from **24** countries



① **472** total attendees

JAMES BEARD DINNER NYC

**PALM DESERT
FOOD & WINE**
PRESENTED BY
AGUA CALIENTE CASINOS
at The Gardens on El Paseo | March 20-23, 2025



visit  greater
palm springs
find your oasis

**GRAND
HYATT**
INDIAN WELLS
RESORT & VILLAS



**James Beard
Foundation**
FRIENDS OF JAMES BEARD BENEFITS



**Executive Chef Brian
Kenney** / Agua Caliente
Casino Palm Springs



Chef Jon Butler / Kiki's
Sparrows Lodge and
Holiday House



Chef Angelo Sosa
Grand Hyatt IW



**Executive Chef
Andrew Cooper**
La Quinta Resort
& Club



**Executive Pastry Chef
Gairola** / La Quinta
Resort & Club

VGPS BOARD & JPA
2025-2026 PRIORITIES

VGPS PRIORITIES: Overview

- ▶ **Increase Demand / Off-Peak Emphasis**
 - Expand initiatives for need period (June-September) to include shoulder months (May and October-December) & develop programs to drive demand for these time periods
 - Focus on the development of an indoor sports complex and overall sports strategy to attract new sporting events, especially during the need periods
- ▶ **Regional Collaboration & Economic Diversity**
 - Grow regional initiatives to include expanded workforce development and advocate for infrastructure support
 - Launch the new economic development web site and campaign
- ▶ **Stewardship**
 - Develop strategies around sustainability, cultural heritage, accessibility, community engagement and advocacy

INCREASE DEMAND –
OFF-PEAK EMPHASIS



AIR SERVICE STRATEGIES

- **NEW** - Expand off-peak marketing to secondary fly markets (one-stop destinations)

- **NEW** - Tap into airline customer base to reach broader audience

- **NEW** - Work in partnership with PSP to support air service communication strategy for residents

- Promote and retain existing routes

- Explore creating airline incentives to expand seasonal to year-round service

- Have long-term strategy for attracting international direct flight capabilities



SPORTS STRATEGIES

- **NEW** - Explore creating a Regional Sports Commission

- **NEW** - Explore viable funding and development mechanisms for indoor sports complex

- **NEW** - Expand CSL sports complex/indoor facility feasibility

- **NEW** - Define and support a venue partnership program (combines advocate and support venues with school facilities exploration)

- **NEW** - Explore Sports Sales Manager position or Sports Commission Director



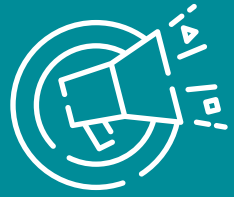
MEETINGS & CONVENTIONS STRATEGIES

- **NEW** - Expand and increase rebate program to include shoulder seasons

- **NEW** - Create strategy to attract World Cup and Olympics team training business pre-World Cup and pre-Olympics

- Increase sales efforts and marketing for off-peak opportunities

- Optimize/expand strategic partnerships



CONSUMER MARKETING STRATEGIES

- **NEW** - Refine targeting for need periods for shoulder season aligning with campaigns and media partners to reach specific demographics

- **NEW** - Implement social media channels for China market

- **NEW** - Create communications and marketing strategy to push pre/post visitation during the 2028 Summer Olympics in LA

- Expand and refine international marketing

- Improve and expand VGPS co-op programs

- Continue visitor research for key insights

REGIONAL COLLABORATION
& ECONOMIC DIVERSITY



WORKFORCE DEVELOPMENT STRATEGIES

- **NEW** - Re-brand Tourism Foundation to integrate the economic development needs and diversify funding

- **NEW** - Advocate for housing development

- **NEW** - Workforce Analysis Program (includes wage study and employee residence research)

- Grow Team GPS and increase engagement. New - Explore Team GPS 2.0

- Promote diversity of tourism jobs through workforce campaign

- Develop opportunities and increase awareness for hospitality careers and pathways for youth



DIVERSITY LOCAL ECONOMY STRATEGIES / DRIVE ECONOMIC IMPACT

- **NEW** - Launch Economic Development website and advertising campaign

- **NEW** - Infrastructure development

- **NEW** - Identify and align with strategic partners to reach new audiences for businesses attraction and entrepreneurs

- **NEW** - Identify agritourism opportunities for consumer-facing promotion

- **NEW** - Attract new events and products

- **NEW** - Event economic impact assessment program

- **NEW** - Engage industry clusters for Economic Development

- **NEW** - Explore expansion of Foreign Trade Zone & expansion of Jackie Cochran Airport

- Regional collaboration structure for Economic Development

DESTINATION STEWARDSHIP



CULTURAL HERITAGE STRATEGIES

- **NEW** - Staff and partner training on programs to foster inclusion

- **NEW** - Maximize hosting IGLTA Global Convention

- Amplify cultural diversity of the region to include Indigenous, Hispanic, African American, and LGBTQ, etc.

- Promote destination certification for autism and continue to grow the number of certified businesses

- Promotion of LGBTQ+ experiences and offerings

- Expand partnership with Caravanserai Project to support underserved communities



SUSTAINABILITY / ACCESSIBILITY STRATEGIES

- **NEW** - Sustainability training for hospitality partners

- **NEW** - Promote destination to sustainability-minded travelers

- **NEW** - Increase focus on sustainability initiatives for meetings and conventions

- Conduct destination assessment for accessibility; create inventory or directory for handicap accessibility



COMMUNITY ENGAGEMENT STRATEGIES

- **NEW** - Create a communications plan that raises awareness, engages the community, enhances brand image and positions VGPS as thought leaders on key priorities – sustainable tourism, workforce development, educational opportunities, DEIA (Autism, WTW)

- **NEW** - Review current plan and revise Crisis Communications Toolkit

- **NEW** - Conduct Resident Sentiment Study

- **NEW** - Be a conduit for partnerships with local community partners



ADVOCACY STRATEGIES

- **NEW** - Advocate for regional sustainability strategy

- **NEW** - Raise awareness and profile of Greater Palm Springs at the state level

- Promote benefits of vacation rentals to local market

- Promote the need for a stand-alone Cal State campus

- Advocate for higher education expansion of programs

- Advocate and support need for passenger rail service, (new) FasTrak lanes on 1-10 and more digital signs to alert drivers about traffic

2024 KEY ACHIEVEMENTS & 2025 GOALS

MARKETING

2024 CAMPAIGNS: SEASONAL & ALWAYS ON

- Brand Campaign - Escape Your Ordinary
- Summer/Check - In, Chill Out with Social Media Campaign
- Oasis of Art / Art & Sol
- Dine GPS / Summer Eats / Restaurant Week
- Group Meetings - The Oasis is Real
- Benefits of Tourism
- Workforce Development

- Direct Flight: Time To Fly
- VGPS Co-op Programs
- "Your Guide To" Series
- Vacation Rentals
- Benefits of Vacation Rentals/One Coachella Valley
- International Campaigns
- LGBTQ+



HEALTH &
WELLNESS



OUTDOOR
EXPERIENCES



ARTS &
ENTERTAINMENT



DINING &
SHOPPING



CULTURE &
HERITAGE



LGBTQ+

2024 MARKETING RESULTS

30B+ total impressions generated



2.2M

television spots



2.9M

website users



14M

convention
sales impressions



16.7M

social media
video views

2024 KEY ACHIEVEMENTS

> Launch of NEW Brand Campaign “Escape Your Ordinary”

- Developed, produced, tested and launched the *Escape Your Ordinary* campaign; launched in Oct. 2024
- Campaign video completion rate reached 42% in December, significantly surpassing benchmarks
- Over 2,000 partner referrals were generated in December alone from Google Performance Max advertising
- Click through rates for digital display and video rose from an average of .04-.06% to .07-1.1%, indicating improvements in engagement with new campaign creative

> Video Production

- Escape Your Ordinary campaign
- Ten summer co-op partner TV spots
- Season 2 of the “Your Guide to Greater Palm Springs” series
- Season 2 of the “Art & Sol” series
- BBC’s *In Pursuit of Wellness* documentary highlighting the Agua Caliente Band of Cahuilla Indians.
- “Sustainable Travel’s What Next?” documentary featuring The Living Desert and Friends of the Desert Mountains
- VRBO summer video campaign
- Summer “Best Friends” campaign
- Workforce Development video
- Champions of Hospitality gala segments

2024 KEY ACHIEVEMENTS

> Expedia National Brand Campaign

One of five featured destinations in Expedia's national brand campaigns, "No Days Left Behind" and "Unpacked 2025 Trends," generating 12M+ digital and 25M+ out-of-home impressions, and over \$5M in gross booking revenue

> Expedia / VRBO OTA Destination Campaigns

\$106M in gross bookings

- **\$56M** attributed to Expedia
- **\$50.5M** to VRBO, inclusive of our summer VRBO campaign with **\$14.2M** in gross bookings

Summer VRBO campaign, "An Oasis from Everyday" – Ran from July through September and resulted in \$14.2M in gross bookings, over 1,900 vacation rental room nights, and a \$107:\$1 return on ad spend

> Other OTA Campaigns

- TripAdvisor's 2024 campaign generated a total of **\$1.4M** in hotel revenue and a \$4.3M economic impact
- Travelzoo's 2024 campaign, including the partner deals page and Destination Guide, yielded 19.6M impressions and 111K+ clicks

2024 KEY ACHIEVEMENTS



Summer Check-in, Chill-out campaign

- Multi-channel approach garnered **12.5B** impressions and **529K** spots, including co-op advertising
- Total **(15)** Television Co-op Partners totaled **7.8B** impressions and **126K** spots
- Summer social media campaign; **2.5M** impression, **19k** engagements, **3k+** new followers
- The Summer Eats Pass included **29 local restaurant** participants and generated **1,979** downloads



NCAA Partnership

- Sponsorship of the Acrisure Series, which returned for a second year with **21 teams** and **19 games** over 4 days over Thanksgiving week
- In-arena LED signage with VGPS messaging, including the full arena LED ring, scoreboard signage, and court floor logo
- :30 Greater Palm Springs brand commercial included in all 19 games, with **1.3M+ viewers** across TruTV and MAX. In-game lower thirds also aired along with additional b-roll segments during on-air transitions
- Branding of compound VIP area to enhance experience

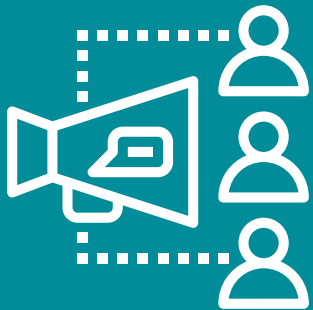
2024 KEY ACHIEVEMENTS



International Campaigns

- Focused on building **lower funnel awareness** and increasing conversions with our UK and Ireland audiences, expanding our campaign offerings with new platforms and programs
- Overall, UK / Ireland campaign resulted in over **35M** impressions and **267K** clicks to our website
- Expanded **Google** advertising including **Performance Max**, which uses Google's AI to optimize campaign creative and targeting throughout the campaign duration, and Demand Gen, which incorporates video ads and image carousel formats
- Launched **TikTok Spark Ads**, allowing us to further reach audiences across social platforms utilizing organic posts as paid advertising
- **Brand USA's** digital campaigns delivered **12.8M impressions, 23K** clicks and 1.3M in booking revenue across France, Germany, UK, Canada, and Mexico, generating **3K** room nights

2025 QUALITATIVE MARKETING GOALS



Marketing in 2025 will focus on optimizing and expanding marketing strategies to further enhance brand visibility, audience engagement, and **shoulder and off-peak visitation**

BRAND CAMPAIGN: ESCAPE YOUR ORDINARY

- Continue reviewing the **Escape Your Ordinary** campaign launched in October 2024 with performance analysis and creative optimization
- Impact **shoulder season** Sept-Dec with enhanced programs and audience segmentation
- Refresh seasonal campaign assets with new photography and **partner integrations** to maintain relevance and engagement

OFF-PEAK VISITATION

- **NEW** - Refresh the **Summer Campaign** with a new tagline, creative assets, and specialized content showcasing summer experiences
- Summer co-op season includes **14 total partners**, with 6 new production shoots scheduled for February
- **NEW** - Summer Social Media Campaign (Influencer inclusion)
- Expand influencer collaborations, short-form video content, and blog-driven storytelling
- Promote Restaurant Week followed by Summer Eats Pass for **off-peak** dining offers
- Expand marketing efforts for **off-peak** events like Splash House
- Implement sports targeting strategy - Leverage major global events, including FIFA World Cup (2025), World Cup (2026) and Summer Olympics (2028) to capitalize on **off-peak demand**

2025 QUALITATIVE MARKETING GOALS



DESTINATION PILLARS

- **NEW - Digital Video Series:** Launch a new series showcasing "escapes" in Greater Palm Springs, blending arts & culture, outdoor adventure, culinary, and health & wellness themes to reinforce the campaign narrative

Culinary Focus

- **NEW** - Deploy new dineGPS videos highlighting unique dining experiences, including dog-friendly and al-fresco options
- Support Summer Eats Pass by exploring app integration for summer dining offers
- Promote Restaurant Week with a dedicated media plan and a newly produced television spot

Arts & Culture

- Expand the Oasis of Art campaign through the Art & Sol video series, VGPS app, and promotion of signature events, museums, and public art
- Align marketing efforts with marquee events like Modernism Week, music festivals, and nightlife

EVENT SUPPORT

- In kind marketing support including blog and website content, social media, billboards and newsletters

LGBTQ+ AUDIENCES

- Continue representing LGBTQ+ audiences in all marketing materials and explore new advertising opportunities and partnerships to further engage this key market

2025 QUALITATIVE MARKETING GOALS



VACATION RENTALS

Integrated Campaign Creative – Vacation rental imagery will be featured across digital, native, video, and content placements to ensure consistent visibility and alignment with traveler preferences

Custom Campaigns - Summer VRBO Campaign – Building on past success (\$31M in future bookings over two years), we will develop new high-impact campaigns with VRBO and other partners to target key **off peak periods**

Explore High-Impact Opportunities:

Content Partnerships – Collaborations with outlets like Sunset Magazine to feature vacation rentals

Broadcast Media – Expanded exposure through NBC's California Live

Influencer Marketing – Engaging social influencers to drive awareness and bookings

Asset Development - Expand vacation rental content through photoshoots and video production, highlighting family-friendly, luxury, and pet-friendly properties

2025 QUALITATIVE MARKETING GOALS



INTERNATIONAL STRATEGIES

UK & Ireland: Continue partnerships with Finn Partners and execute a dedicated media plan aligned with VGPS destination pillars to drive conversions based on 2024 campaign insights

NEW - Germany: Expand into market with high-impact out-of-home placements and targeted advertising efforts

Brand USA & Visit California Partnerships

- Participate in international co-op advertising programs to enhance visibility in key markets such as the UK, France, Germany, Canada, and Mexico
- Leverage advertising platforms like Expedia, Sojern, and TripAdvisor and tap into Brand USA's optimized audience campaigns using first-party data for greater precision and efficiency

NEW - Asia Market Exploration

Begin marketing efforts in China, focusing on social media platforms such as Weibo, WeChat, and RED to reach and engage new audiences

2025 QUALITATIVE MARKETING GOALS



STRATEGIC PARTNERSHIPS: EXPANDING VISIBILITY & INFLUENCE

NEW - TED2025 – Exclusive Strategic Travel Partner

TED2025 in Vancouver (April 7–11, 2025), positioning the destination as a hub for **innovation, inspiration, and connection** to a highly influential audience

- **Brand Visibility** – High-profile branding across pre-conference communications and at conference
- **Thought Leadership** – Participation in a Spotlight Conversation Panel at TED2025
- **Curated Experience** – Hosting dinner experience for thought leaders
- **LinkedIn Live Spotlight** – A 30-minute live episode featuring a VGPS leadership member and TED Curator

NCAA – Acrisure Series Partnership (2025-2027)

Building on the success of 2023/2024, support will continue for this high-profile event, leveraging strengthening the destination's reputation in sports tourism

- **In-arena Branding** – Full LED ring visibility, scoreboard signage, and prominent court floor logo placement
- **Media Reach** – Inclusion of the brand commercial in all game airings, reaching millions of viewers
- **Targeted Marketing** – Promotions highlighting group and leisure travel opportunities
- **Sports Tourism Growth** – This partnership contributed to 1,617+ booked room nights for participating teams
- **Future Expansion** – Exploring incentive-based agreements (2025-2027) to maximize media value

2025 QUALITATIVE MARKETING GOALS



NEW DATA-DRIVEN INSIGHTS

New - Leverage insights from our **Arrivalist partnership** launched in 2024 and utilize data to refine targeting and align marketing strategies

New - **Visitor Intercept Study** throughout 2025. This study will provide valuable insights to better understand our visitor demographics and their spending patterns, travel motivations, seasonality of visits, transportation and lodging preferences, attractions visited, and destination experience to strengthen our strategic initiatives.

2025 WEBSITE QUANTITATIVE GOALS

	2022 ACTUAL	2023 ACTUAL	2024 GOAL	2024 ACTUAL	2025 GOAL
Users	2,324,142	2,504,188	2,604,355	2,935,311	3,082,076
Sessions	2,933,794	3,201,586	3,329,649	3,807,485	3,997,589
Highly Engaged Sessions	1,138,289	1,379,646	1,408,698	1,318,126	
Qualified Sessions	252,917	651,638	667,531	616,882	
NEW Key Pages Engaged				1,174,048	1,267,972
NEW Action				615,733	634,204

2025 SOCIAL MEDIA QUANTITATIVE GOALS

@VISITGREATERPS @dineGPS (TOTAL COMBINED)	2022 ACTUAL	2023 ACTUAL	2024 GOAL	2024 ACTUAL (Includes Kelly & Mark)	2024 ACTUAL (Excludes Kelly & Mark)	2025 GOAL
Impressions	41,213,494	52,920,177	53,000,000	57,043,596	56,487,684	57,500,000
Video Views	7,418,095	9,132,898	9,250,000	16,745,597	15,617,086	15,800,000
Website Clicks	196,876	220,263	221,500	264,955	264,955	266,000
Engagement				1,384,854	1,323,172	1,330,000

PR/COMMUNICATIONS

2024 KEY ACHIEVEMENTS



Expanding Greater Palm Springs' European Reach

- **London Design Festival**, featuring Studio Mama's collaboration with **Mattel's Barbie**. This activation generated **22 media placements**, including The Times, The Guardian, and BBC Radio London, reaching **39 million readers**
- Participation in ILTM, the Paris Media Mission, and FAM trips from France, Germany, and the UK further elevated the destination's **visibility in key international markets**



Re-entry into Asia

- **Visit California China/S. Korea Media Mission to Beijing and Seoul**, engaging with 60+ influential journalists and content creators to better understand these markets and influence travel to Greater Palm Springs
- Attended **IGLTA Convention in Osaka**, building momentum ahead of hosting the 2025 convention
 - Leveraged time in Japan to host a wellness event in Tokyo, strengthening relationships with Japanese media and content creators

2024 KEY ACHIEVEMENTS



Meet the Mentors 2.0

- Hosted the second **Meet the Mentors** program in Greater Palm Springs. Recognized with Adrian, ESTO, and PRSA Anvil Awards, the program resulted in six published mentee stories on the VGPS website and three online media features, reaching **100,000+ readers**



National Spotlight on Greater Palm Springs

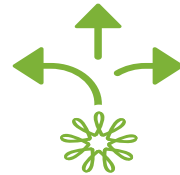
- **Live with Kelly & Mark** featured four live-to-tape shows from The Westin Rancho Mirage Golf Resort & Spa, showcasing the destination to a national audience. The broadcast reached **8.9 million viewers** and generated **\$17M in advertising value**.



Top Travel Editors Experience Destination

- Hosted **28 travel editors** for the **SATW Editors Council Annual Meeting**, offering first-person experiences that highlighted the destination's unique appeal and storytelling opportunities

2024 COMMUNICATIONS/PR KEY RESULTS



3.9 BILLION+
TOTAL CIRCULATION



210
MEDIA VISITS AND
GROUP FAMS HOSTED



10,850
EARNED MEDIA PR
QUALITY SCORE



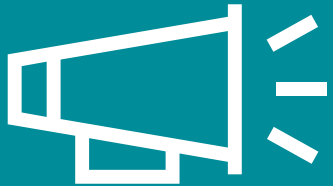
1,441
TOTAL EARNED
ARTICLES



7.1
AVERAGE SCORE
PER ARTICLE

2025 QUALITATIVE PR/COMMUNICATIONS GOALS

Domestic



Air Service Awareness

- **NEW** - Target secondary fly markets (e.g., Kansas City, St. Louis)
- **NEW** - Collaborate with airlines and travel publications for in-flight and digital campaigns
- **NEW** - Develop targeted campaigns to encourage seasonal routes transitioning to year-round service

Meetings and Conventions

- **NEW** - Highlight off-peak opportunities and promote the meetings rebate program
- **NEW** - Leverage the 2028 Olympics to position Greater Palm Springs for pre-event training camps and hosting opportunities
- Develop narratives showcasing innovative, sustainable meetings

Consumer Travel

- **NEW** - Align PR strategies with shoulder-season marketing campaigns
- **NEW** - Build a "story bank" of unique consumer experiences, including family-friendly activities, dining, and events

Sports and Adventure

- Highlight marquee events (e.g., BNP Paribas Open) and outdoor adventure opportunities
- **NEW** - Build relationships with sports organizations to uncover untold stories

2025 QUALITATIVE PR/COMMUNICATIONS GOALS

International



Ease of Travel

- **NEW** - Highlight PSP's connectivity and seamless travel experiences
- **NEW** - Use personalized itineraries to emphasize convenience

Luxury and Trade Opportunities

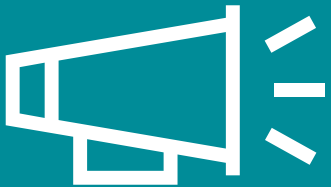
- Showcase high-end resorts, culinary tourism, and luxury short-term rentals
- Engage with local luxury providers to craft international-facing narratives

Cultural Tourism

- Promote events like Modernism Week and festivals to attract global media interest

2025 QUALITATIVE PR/COMMUNICATIONS GOALS

Community & Destination Alignment



Sustainability and Accessibility

- **NEW** - Highlight eco-friendly venues and programs through a comprehensive PR plan
- **NEW** - Build a "sustainability story bank" for proactive outreach

Diversity and Inclusivity

- Amplify stories from Indigenous, Hispanic, Black, LGBTQ+, and other BIPOC communities
- **NEW** - Promote autism certification and inclusive tourism initiatives
- **NEW** - Maximize media opportunities tied to hosting the IGLTA Global Convention
- **NEW** - Participate in large-scale GPS activation at the 2025 World Pride event in Washington, DC, with an audience of more than 3 million expected
- Plan and host Meet the Mentors for its 3rd consecutive year

Economic Development

- **NEW** - Highlight agritourism, culinary contributions, and workforce development initiatives
- Host two FAMs to drive film production to the region

Cultural Tourism

- Uncover narratives showcasing cultural heritage, traditions, and diverse communities
- Emphasize these experiences as enriching for visitors

Crisis Planning and Preparedness

- Update the Crisis Communications Toolkit to reflect emerging challenges
- Conduct annual training sessions with stakeholders

2025 EARNED MEDIA QUANTITATIVE GOALS

Earned Media	2019 ACTUAL	2022 ACTUAL	2023 ACTUAL	2024 GOAL	2024 ACTUAL	2025 GOAL
PR Quality Score	4,452	6,711	6,828	6,900	10,850*	8,500
Media Outreach/Assists	1,786	2,256	2,521	2,550	2,724	2,700
Media Value	\$18,859,220	\$58,225,830	\$59,571,615	Tracking	\$98,732,755	Tracking
CS Earned Media						
Earned Media Placements	33	62	71	75	83	90

**Goals far exceeded due to media exposure from LIVE with Kelly & Mark and London Design Festival.*

PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response. This is done through an internal point scoring system.

CONVENTION SALES

2024 KEY ACHIEVEMENTS

2024 TEAM RESULTS

- Achieved **115%** of the target, securing 237,182 room nights against stretch goal of 225,000
- The team conducted **135 total sites** for 184,089 total room nights. These sites have resulted in 74 definite bookings totaling **85,493 room nights**

SUMMER BOOKING FOCUS

- **46,676 room nights** booked in 2024 compared to 23,769 RNS in 2023 (for future years)
 - 21,852 of those room nights were in 2025
- Going into 2025, summer booking pace for June - August is up **5,168 room nights** to STLY (vs 1,108 room nights ahead in going into 2024)

LEGACY ACCOUNTS ACCOMPLISHMENTS

LEGACY ACCOUNTS

Annual **repeat events and conferences** that consistently choose Greater Palm Springs as their host destination. These groups are not included in convention sales production but play a vital role in sustaining long-term destination business.

Historical Bookings:

2024 – 46,168 Definite Room Nights
2023 – 28,313 Definite Room Nights
2022 - 23,741 Definite Room Nights
2019 – 30,769 Definite Room Nights

Examples of Legacy Bookings:

Sand Storm Lacrosse
MaxPreps
ESRI
CUE

The VGPS Team provides dedicated assistance to Legacy Accounts through:

- Sourcing & Pre-Planning
- Hospitality Desk
- Rebates
- Destination Partner Referrals
- Pre-planning
- Relationship management for rebooking

2025 QUALITATIVE CONVENTION SALES GOALS



EXPANDING OFF-PEAK (JUNE-SEPT) & SHOULDER SEASON (OCT-DEC) INITIATIVES

MARKET ANALYSIS

- **NEW** - Identify key segments using past sales data to utilize for team business development goals
- **NEW** – Reference data sources such as CRM, MINT and Knowland to identify groups during need periods
- **NEW** - Leverage strategic partnerships to identify May-December opportunities

PROMOTIONS

- **NEW** - Expand rebate program summer and Q4 2025 promoting through marketing efforts, social media and strategic partnerships
- **NEW** – Utilize strategic partnerships to create awareness campaigns of rebate program
- **NEW** - Debut an immersive, newly designed tradeshow booth featuring destination aesthetics and an innovative features

PARTNERSHIP AND COLLABORATIONS

- **NEW** - Identify DMO's to create a partnership for rotational business during need periods
- Continue to optimize and expand strategic partnerships
 - Strategically add new partnerships that align with goals and provide value in reaching target industries.
 - Conduct Focus Group with strategic partner, ASAE, to gain insights to grow national association bookings for future years

2025 QUALITATIVE CONVENTION SALES GOALS



MARKETING AND STRATEGIC PARTNERSHIPS

Utilize "Oasis is Real" Campaign to highlighted air service expansions, outdoor meeting spaces, unique off-site venues, and value date opportunities to enhance Greater Palm Springs' appeal for meetings and events

Optimize Targeted Media Plan – Integrated digital display, print, email, podcast ads, social media, video, and editorial placements in top industry publications and Strategic Partnerships (Smart Meetings, Northstar Meetings Group, Connect, MPI, Conference Direct)

Leverage High-Impact Digital Placements – Featured homepage takeovers, wraps, and innovative ad formats using Nativio (native ads), AdTheorent (rich media), and Clicktivated (interactive video content) to maximize engagement

Maximize Strategic Partners which include ASAE, PCMA, Maritz, Prestige, HelmsBriscoe, ConferenceDirect, American Express, Association Forum, HPN, and AMC Institute

2025 QUALITATIVE CONVENTION SALES GOALS



TRACKING OFF-PEAK GOALS

- 2024 off-peak goal was 34,000 room nights and booked **67,014 room nights**
- 2025 off-peak goals will be determined after goals are approved and tracked monthly

TRAVEL CALENDAR

- Maintaining a **robust travel calendar** to strengthen relationships with meeting planners and showcase the destination's unique offerings:
 - High-profile client events
 - Tradeshows
 - FAM trips
- In 2024, team had 74 events
- In 2025, **92 events** are planned

UPCOMING CUSTOMER EVENTS

February 2025

- **2/5:** LA Kings Client Event
- **2/6-7:** MPI- Planner Partner Forum, NC
- **2/11:** Cal SAE Insights
- **2/19-21:** AMC Institute Annual Meeting
- **2/24-25:** MPI- Sierra Nevada Crab Feed
- **2/26-28:** NE CVB Reps & Meet NY

March 2025

- **3/2-5:** MPI – NorCal Chapter- Monterey
- **3/4-7:** BNP FAM
- **3/16-20:** CD- Annual Partner Meeting
- **3/25-27:** MIC Conference, Denver
- **3/26-28:** SITE Texas Chapter

April 2025

- **4/2-3:** Site SE, Charlotte
- **4/2-4:** Sports ETA- Women's Summit
- **4/5-9:** Elevate Annual Conference
- **4/9-10:** PMCA Fashion Show & Visionary Awards
- **4/11-13:** Prestige Partner Conference
- **4/13-16:** Meetings Today, Dallas
- **4/22:** Destination Celebration, MN
- **4/24:** Destination Celebration, Kansas
- **4/30-31:** HPN Springs Event, Arizona

2025 CONVENTION SALES QUANTITATIVE GOALS

	2024 GOAL	2024 STRETCH GOAL	2024 ACTUAL (w/MLS)	2024 ACTUAL (w/o MLS)	2025 GOAL	2025 STRETCH GOAL
ROOM NIGHTS	207,000	225,000	237,182	225,874	228,500	235,000
LEAD DISTRIBUTION	1,650	1,730	1,520	1,519	1,550	1,565
NEW BOOKINGS	290	305	268	267	275	290
NEW LEAD DISTRIBUTION	870	885	797	796	805	825

CONVENTION SALES FUTURE PACE

Year	OTB	Pace Targets	Variance	Variance %	Tentatives
2025	213,815	197,135	16,680	108%	123,601
2026	90,832	91,229	-397	-.05%	139,694
2027	40,545	50,952	-10,407	-20%	122,970
2028	17,502	31,170	-13,668	-44%	51,715
2029	3,687	15,939	-12,252	-77%	34,813

As of 1/8

- **Future Pace data** shows positive momentum overall, with room nights on the books (RNS OTB) up by 8%, representing **16,680** additional room nights compared to the same period last year
- **For 2026** we are near target, and **2027 and beyond** continues to be a focused

ECONOMIC DEVELOPMENT

2024 KEY ACHIEVEMENTS



Established Funding & Leadership

- Technical Advisory Committee (TAC)

Engaged **NorthStar** to develop a robust marketing and communications strategy

- Identified key economic development industry clusters:
 - Healthcare/Medical
 - Agriculture
 - Creative Economy
 - Energy / Green Tech



Regional Collaboration

- Partnered with the **Inland Economic Growth and Opportunity (IEGO)** initiative to serve as the backbone organization for the Coachella Valley's economic development efforts
- Worked with Riverside County to include a **subregional strategic plan for the Coachella Valley** as part of their countywide economic development strategic plan RFP

2025 QUALITATIVE ECONOMIC DEVELOPMENT GOALS



NEW - **Brand** developed in partnership with NorthStar

NEW - **Website** highlighting regional strengths and providing resources for business development

NEW - **Marketing and Communications Plan** aimed at position the region for economic development

- Attend key **trade shows**, and host **site visits and FAM tours** in market

NEW - **Placemaking and Regional Development**

- Develop strategies for a regional **amateur sports facility**
- Explore opportunities to expand the **Foreign Trade Zone**

NEW - **Community and Industry Engagement and Events**

WORKFORCE DEVELOPMENT
& TOURISM FOUNDATION

2024 KEY ACHIEVEMENTS



Raised \$193K to support workforce training and scholarships



Collaborated with College of the Desert's PaCE program as the sector convener on a **Strong Workforce Program (SWP) Grant**



Awarded \$56,000 in scholarships, study abroad grants, and *Leadership Institute* training



Piloted successful a **6-week High School Summer Leadership Program**



Promoted Hospitality Careers with campaign to inspire interest in hospitality pathways



Successfully launched the **online, self-paced version of TEAM GPS Champions**, enrolling over 220 participants and growing the network to more than 1,000 champions



Grew audience for new social media channels **@TeamGreaterPS**

2025
QUALITATIVE
TOURISM
FOUNDATION &
WORKFORCE
DEVELOPMENT
GOALS



NEW - **Workforce Development** campaign is relaunching in Q1 2025 with brand digital and video content that will run locally throughout media plan, targeting the Coachella Valley

NEW - **Re-brand the Tourism Foundation** – expand workforce development efforts to other industries outside of just hospitality

NEW - Diversify funding streams - **Fundraising goal of \$235k**

NEW - Establish a **Youth Advisory Board** within the Tourism Foundation

NEW - Expand **High School Summer Leadership Program**, including partnerships with all school districts, branded as **“Passport to Leadership”**

NEW - Explore the creation of a **Hospitality Management Apprenticeship Program** for college students, aligning with County and State apprenticeship initiatives

Grow the TEAM GPS Champions program through online and in-person course delivery

STEWARDSHIP

2024 KEY ACHIEVEMENTS

- Green Destinations' **Top 100 Sustainability Stories**
- “Sustainable Travel: Where Next?” documentary Series, generating **562K impressions**
- **Sustainability focused webinars** Sustainable Events, Food Waste & Recovery and SB 1383
- **Kind Traveler**, generated 62 media pieces, reaching an audience of 10.2 million and raised \$9,603 in donations, supporting Friends of the Desert Mountains and The Center
- Received **Applied DEI Award for an Outstanding Organizational Initiative** from Travel Unity
- BBC Storyworks' “**In Pursuit of Wellness**” series, focusing on the Agua Caliente Band of Cahuilla Indians resulting in over 4M impressions, 840K total views, 1.5M engagements, and over 530K clicks
- Continued promotion of the **Certified Autism Destination** designation, securing 14 additional partners in 2024

2025 QUALITATIVE STEWARDSHIP GOALS



NEW - **Sustainable Meetings** training sessions and Toolkit for Hotel Sales Managers

NEW - Connect with agriculture stakeholders, aggregate current visitor experiences for **Agricultural Tourism**

NEW - Convene cities and relevant partners to develop a **regional sustainability strategy**

Continue promoting **Kind Traveler's** Every Stay Gives Back Program.
Onboard 5 additional properties to the program

Promote free **Wheel the World** booking platform listing opportunity to partners

Celebrate **Certified Autism Destination** designation milestone

NEW - Engage **cultural concierges and subject matter experts** to develop consumer content

IGLTA Convention 2025 – Facilitate Community Planning Committee and collaborate with Travel Unity to organize a Youth Summit

Partner with **Caravanserai Project** to support a cohort of local artists and artisans

VACATION RENTAL
RESOURCES & EDUCATION

2024 KEY ACHIEVEMENTS



> "One Coachella Valley – Short Term Rentals, Long Term Benefits" Campaign

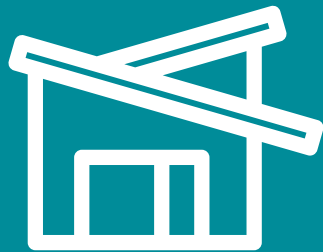
- Local digital, print, radio, billboards, event promotion, social media, and television
 - Generated over 20,000 landing page views and over 15,000 active users in 2024

> Education and Resource Development

- Continued partnership with Rent Responsibly to provide educational resources and best practices for vacation rental operators and cities
- Updated the resource library with video content contributed by cities

> Welcomed the **City of Coachella** to the Visit Greater Palm Springs JPA and initiated the process of integrating short-term rentals in Coachella into the Greater Palm Springs TBID

2025
QUALITATIVE
VACATION RENTAL
EDUCATION
GOALS



NEW - Launch **online reporting and payment systems** for both hotel and short-term rental TBID payers

Continue the "One Coachella Valley" Campaign

Update **Coachella Valley Resident Survey** from 2023 to assess local sentiment toward short-term rentals and evaluate the impact of local campaign efforts

Expand collaboration with **Rent Responsibly** to host the Vacation Rental Owner and Property Manager Resource Page

Officially integrate **City of Coachella short-term rentals** into the GPSTBID, effective July 1, 2025

Collaborate with hosting platforms and cities to ensure **streamlined collection** of the 1% GPSTBID

ADVOCACY &
PARTNERSHIP

GREATER PALM SPRINGS LEGISLATIVE PLATFORM

2025

Champion key initiatives outlined in the **2025 Legislative Platform:**

- Transportation & Infrastructure
- Workforce Development
- Higher Education
- Housing
- Economic Development

NEW - Engage with **Blue Zones initiatives**

NEW - **Pursue funding for priority initiatives**

- Amateur Sports Complex
- Full 4-Year University
- Airport Expansion
- Shade Projects
- Infrastructure Improvements

NEW - Explore hosting an event to bring the **Inland Empire Caucus** to the Coachella Valley

2025 QUALITATIVE PARTNERSHIP GOALS



RESTAURANT WEEK 2025

May 30 – June 8

- Increase restaurant participation to 120
- Add 2 additional sponsors
- Achieve sponsorship from **all nine cities** at some level
- Add **culinary student** participation at Kickoff Event

SPA MONTH

Fall 2025

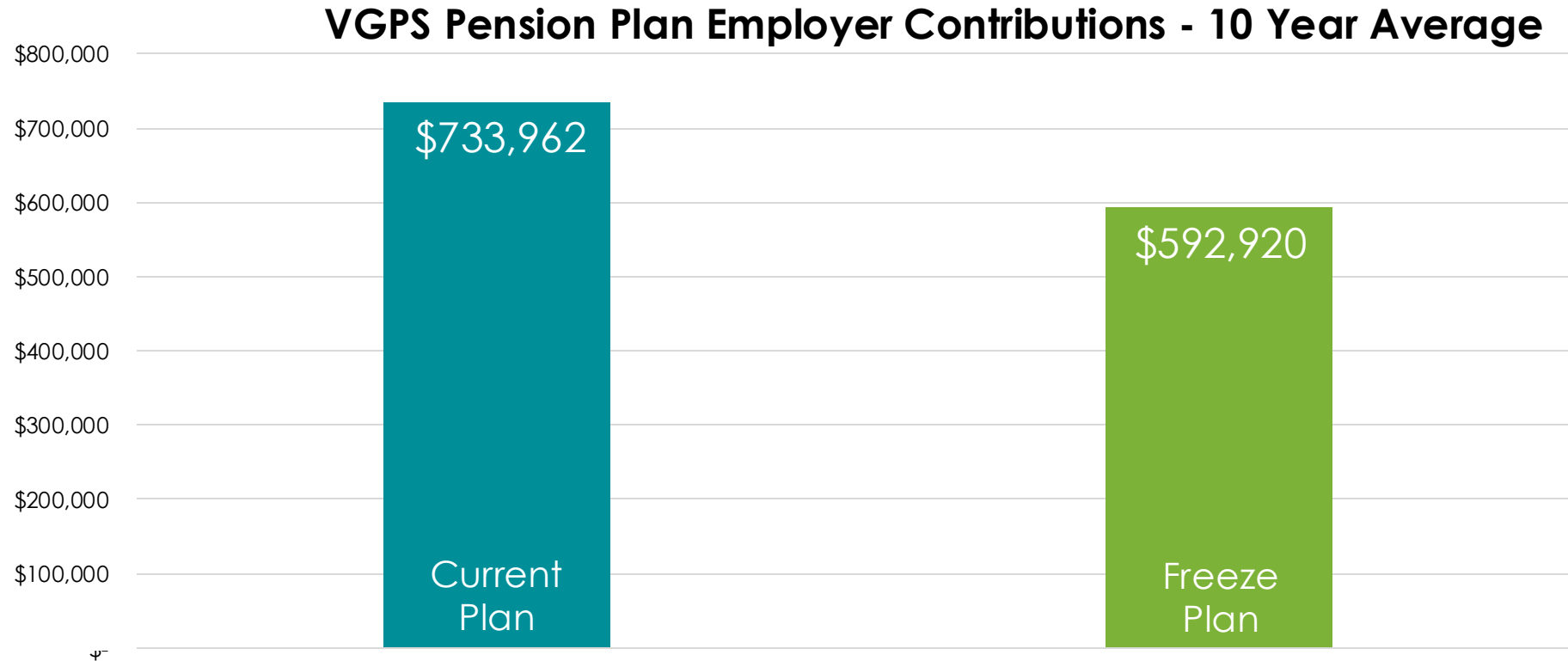
Surveyed spa partners in 2024 and found **strong demand** for a Spa Month promotion in fall 2025. Restaurant Week format, with **spas providing special offers or treatments and set price points** promoted by VGPS advertising and communications.

BOARD OF DIRECTORS ITEMS

(BOARD ONLY VOTES)

1. Approval recommendation of Resolution No. JPA 2025-001 Pension Plan Closure to New Participants
2. Visit Greater Palm Springs 2025-2026 Priorities
3. Visit Greater Palm Springs 2025 Goals

DEFINED BENEFIT PENSION PLAN



- Freezing the Plan is projected to generate a **savings of approximately \$1.4M** over the next 10 years. Savings will continue to increase over the life of the Plan.
- **Projections made by actuarial firm Foster & Foster** using various assumptions, such as employer turnover rate, compensation levels, and investment returns.
- Employees are eligible to participate in the VGPS 457(b) defined contribution plan which includes an employer **100% matching contribution up to 6% of annual salary.**

JPA EXECUTIVE COMMITTEE ITEMS (JPA ONLY VOTES)

1. Resolution No. JPA 2025-001 Pension Plan Closure to New Participants
2. Visit Greater Palm Springs 2025-2026 Priorities
3. Visit Greater Palm Springs 2025 Goals

JPA EXECUTIVE COMMITTEE & BOARD OF DIRECTORS UPDATES



HAPPY BIRTHDAY !!!



STEVE DOWNS

January 8



TIM PYNE

February 11



KELLY MCLEAN

February 28



CELESTE BRACKLEY

January 9



BARB SMITH

February 11



EDDY ESTRADA

February 29



BRIAN PENNA

January 29



LORRAINE BECKER

February 15



ANKIT SEKHRI

March 24

NEXT BOARD MEETING

Friday, April 4, 2025

Location:
The Ritz-Carlton, Rancho Mirage