

The May Board Report is a summary of performance activity for March and April 2017. It also looks forward at our future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

## OUR MISSION

To promote and market Greater Palm Springs as a premier visitor and convention/meeting destination for the purpose of positively affecting the area's economy.

## President's Summary

In celebration of National Travel & Tourism Week, the annual **Oasis Awards** were held **May 9** at the Palm Springs Convention Center. There were over 200 nominations and more than 650 people in attendance. The CVB also awarded five scholarships at the event. The list of award winners is located on page three. Congratulations to all nominees and winners!

As we seek creative ways to carry momentum through the summer months, the CVB is looking forward to a very successful valley-wide **Greater Palm Springs Restaurant Week** which will take place **June 2-11** and is presented by Agua Caliente Casino Resort Spa and Spa Resort Casino and Sysco. Community Partners include PS Resorts, PSHA, Enterprise Rent-A-Car, and Coca Cola. So far, 108 restaurants have signed up to participate (up from 85 last year). The set prices for lunch menus are \$15, \$20, \$25 and dinner menus are \$29, \$39, and \$49 and promotions will be in both English and Spanish. The Dining Guide & Map of featured restaurants is in market now.

The CVB is also working on various initiatives which emerged from the research that went into the Destination Development Plan which was completed last year. Our destination is a natural for Health & Wellness and also Outdoor Adventure activities and attractions. If you know of activities or attractions that fit these categories, be sure to let Vicki Higgins know: [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com).

The 2016 Annual Report of the Greater Palm Springs Convention & Visitors Bureau is now available on our website at [this link](#). In an effort to be more mindful of our natural resources, we will not order printed copies of the report.

Don't forget to download our song; "Chasin' my troubles away" by Tim Nichols and Chris Stevens, 100% of the proceeds will go to St. Jude Children's Hospital.

The rest of this report summarizes our activities and plans. Please do not hesitate to provide us with any comments and suggestions. We look forward to working with you!

Sincerely,



Scott White  
President & CEO

## Table of Contents

	Page #
List of Oasis Awards Winners .....	3
Smith Travel Research .....	4
Convention Sales .....	5-10
Destination & Partnership Services .....	11-12
TAP Report.....	13-16
Travel Industry Sales.....	17-20
Marketing and Communications .....	21-39
Consumer Advertising .....	21-26
Website .....	27-28
Social Media Channels.....	29-31
Communications Media.....	32-34
Film Oasis and Cultural Tourism .....	35
Destination Development .....	36-39
Aviation Report .....	40-44

## Oasis Award Winners

### Spirit of Tourism: Recognition of Tourism Leadership

**Tim Ellis** – General Manager, Palm Mountain Resort, in recognition of exemplary leadership in our industry

### Palm Award: Recognition of Partnership (tie)

**The Westin Mission Hills Golf Resort & Spa / El Paseo Business Improvement District Association**

For working in partnership with other businesses and/or the CVB to help promote Greater Palm Springs

### Oasis Award: - Recognition of Sustainability (tie)

**Killer Bee Removal / Savoury's Catering**

For pioneering or implementing eco-friendly (green and sustainable) practices into their business

### Santa Rosa Award: Recognition of Excellence

**Barb and Ken Smith, ACCESS Destination Services**

For individual making a significant difference to tourism by contributing time and/or talents to promote Greater Palm Springs as a premier travel destination

### San Jacinto Award: Recognition of Dedication

**Desert X** - Organization whose innovative ideas have created new opportunities for Greater Palm Springs

### Legacy Award: Career Recognition

**Jeanette Moore** – Director of Travel Industry Sales, Palm Mountain Resort & Spa

### Leadership Award

**Dennis Mendonca** – Hospitality Program Director, Coachella Valley High School

### City Awards: "Front of the House" and "Back of the House":

City	Award	Name	Company
Cathedral City	Front	Yessica Puga	DoubleTree by Hilton Golf Resort Palm Springs
	Back	Juan Carlos Vera	DoubleTree by Hilton Golf Resort Palm Springs
Coachella	Front	Josefina Frias De Castro	Augustine Casino
	Back	Bob Barnes	Spotlight 29 Casino
Desert Hot Springs	Front	Maria Lease	THE SPRING Resort & Spa
	Back	Kathy Stuart	Living Waters
Indian Wells	Front	Marilyn Whittington	Hyatt Regency Indian Wells Resort & Spa
	Back	Luis Moreno	Renaissance Indian Wells Resort & Spa
Indio	Front	Saliya Wijeyamanne	Fantasy Springs Resort Casino
	Back	May H. Kitagawa	Shields Date Garden
La Quinta	Front	Chris George	La Quinta Resort & Club and PGA WEST
	Back	Housemen Team	Embassy Suites La Quinta Hotel & Spa
Palm Desert	Front	Sarah Joseph	Marriott Desert Springs Villas
	Back	Juan Diaz	The Living Desert Zoo and Gardens
Palm Springs	Front	Rick Fraley	Palm Springs Bureau of Tourism
	Back	Jeri To var	Renaissance Palm Springs Hotel
Rancho Mirage	Front	Barbara Popaluca	The Spa at Westin Mission Hills
	Back	Christine Conroy	The Ritz-Carlton, Rancho Mirage

# Greater Palm Springs

## Local Industry STR Data for March 2017

(April data will be available approx. May 18, 2017)

Mar 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Mar. 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Mar. 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	83.5	2.8	4.1	7.0	9.0	4.8	75.0	2.2	2.2	4.5	6.1	3.9	133	14629
<b>Hotel Class</b>														
Palm Springs	83.8	0.7	6.1	6.8	8.4	2.2	73.5	0.3	4.2	4.5	6.6	5.2	63	5069
Cathedral City/ Desert Hot Springs	70.1	0.3	1.4	1.7	37.1	35.2	68.0	7.5	4.7	12.5	38.1	7.5	6	764
Rancho Mirage	86.4	0.5	3.9	4.5	4.5	0.5	79.1	3.4	-0.5	2.9	2.9	7.1	7	1842
Palm Desert	87.1	3.3	4.2	7.7	7.7	3.3	82.5	3.9	3.5	7.5	7.5	7.3	13	2188
Indian Wells/ La Quinta	80.9	3.0	4.9	8.0	8.0	3.0	71.9	-0.3	1.9	1.5	1.5	1.9	9	2568
Indio	84.5	12.7	3.5	16.7	16.7	12.7	73.5	6.2	3.7	10.1	10.1	1.9	17	1307
<b>Hotel Class</b>														
Upper Resort	81.6	0.5	5.0	5.5	5.5	0.5	73.0	-0.6	2.2	1.6	1.6	-0.6	12	4850
Resort	85.4	1.6	5.3	7.0	7.0	1.6	75.0	2.3	2.9	5.2	5.2	2.3	14	2843
Branded Select Service	83.9	4.3	3.7	8.2	13.3	9.2	77.6	4.0	3.9	8.0	11.3	7.1	43	4411

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

Greater Palm Springs information includes the various properties within the Coachella Valley

# Convention Sales & Services

## May 2017

### CONVENTION SALES

We continue to focus on health & wellness initiatives which will appeal not only to leisure travelers visiting our destination, but also to meeting professionals and their participants. We are conducting surveys on both the consumer and meetings side, so we have a clear understanding moving forward of how Greater Palm Springs is currently viewed relative to health & wellness.

Our marketing and brand teams will be shooting still imagery throughout Greater Palm Springs in the coming months and creating videos which showcase our destination's attributes relative to fitness, wellness, nutrition and overall health. **We are always looking for additional, great imagery, so if you have any which fit into these categories, please send them to my attention at the CVB.**

On a different note, the travel schedule will continue to be quite demanding throughout the summer months. Read on to learn more about our recent activity, as well as key travel opportunities for Partners.

#### Highlights from April & May

- **Modern Meeting Oasis Virtual Trade Show** – This was the third year in a row of providing a “virtual” experience for our meeting planning community, and they have responded very positively each year. This has been a fantastic way to get our destination in front of planners, while saving them the expense and time of traveling. Roughly one hundred planners joined us over a two-day period.
- **HelmsBriscoe Annual Business Conference** – The CVB attended this event in Chicago where we networked with over 400 HB associates.
- **ConferenceDirect Annual Partner Meeting** – We attended this conference in Baltimore with over 250 CD associates.
- **Smart Meeting Southeast** – The CVB met with meeting professionals in Orlando for one-on-one appointments for three days.

#### Upcoming Travel Opportunities with the CVB team

- **May 30–June 2 – Western Canada Sales Calls** – Contact Suzanne Aed for details.
- **June 6-8 – Sacramento Sales Calls** – Contact Anne Marie Mourhess.
- **June 20-24 – Washington, DC Sales Calls & Client Event** – Contact Michelle Morgan.
- **June 26-29 – Midwest Sales Calls** – Contact Mary Ryan.
- **July 18-20 – Mountain States Sales Calls** – Contact Matt Bark.
- **August 12-15 – ASAE Annual Meeting & Exposition** – Contact Michelle Morgan.

For a full run-down of our upcoming travel calendar, see below:

#### June 2017:

June 6-7 - **Southern California Sales Calls**

June 6-8 - **Sacramento Sales Calls**

June 12-14 - **CVENT Connect Conference** - The CVB will attend educational sessions, receive hands-on Cvent training, and learn the latest meeting and event industry trends. Over 2,000 meeting professionals are registered for this show.

# Convention Sales & Services

## May 2017

June 19-22 - **MPI Annual World Education Congress** - The WEC is the signature event through which MPI delivers top-rate education, networking and business opportunities to the meeting and event community. For 3 ½ days, attendees are immersed in a variety of learning experiences designed to transform the way they plan meetings.

June 20-24 – **Washington, DC Event & Sales Calls** - The week will include client meetings, destination presentations and customer events. On Tuesday, June 20<sup>th</sup>, we will host clients in a VIP Suite for the U2 Concert: *The Joshua Tree Tour*.

June 26-28 - **FICP Education Forum** - This event in South Carolina will feature timely industry education along with ample opportunity to connect with peers and colleagues during dedicated networking events.

June 26-29 - **Midwest Sales Calls** - Presentations in Chicago and Minneapolis will focus on health & wellness for group customers, air service, new hotel products, property enhancements, as well as highlights on activities and unique venues for client events.

### **July 2017:**

July 17-20 - **Pacific Northwest Sales Calls**

July 18-20- **Denver Sales Calls**

July 30-August 2 - **Experient e-4** – The CVB will travel to Houston to network and attend education sessions with meeting professionals representing Maritz, Experient and the Experient Sales Network.

### **August 2017:**

August 12-15 - **ASAE Annual Meeting & Exposition** - The show, being held in Toronto this year, attracts approximately 2,000 association executives.

August 21-23 - **Connect Association & Corporate Marketplace** – Two shows in one location, these reverse trade shows have a 1 to 5 supplier to planner ratio, as well as a 72-percent mutual request success rate.

August 28-30 - **Kellen Managers Summit** - Kellen offers extensive management of, and planning for, meetings, events and tradeshow worldwide. Their meeting professionals (CMP certified) manage more than 300 meetings, events and tradeshow, and help contract over 75,000 group hotel rooms every year for our clients.

For questions, submissions or comments,  
please contact Rick Blackburn, Vice President of Convention Sales & Destination Services  
[rblackburn@palmspringsoasis.com](mailto:rblackburn@palmspringsoasis.com)

**Convention Sales**  
Production  
April 2017

**Convention Sales Production**

TEAM	April 2017	April 2016	Variance	YTD 2017	YTD 2016	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>80</b>	<b>76</b>	<b>5%</b>	<b>350</b>	<b>329</b>	<b>6%</b>	<b>319</b>	<b>10%</b>
<b>Definite Room Nights</b>	<b>20,832</b>	<b>20,633</b>	<b>1%</b>	<b>60,275</b>	<b>59,733</b>	<b>1%</b>	<b>49,038</b>	<b>23%</b>
<b>Bookings</b>	<b>33</b>	<b>24</b>	<b>38%</b>	<b>105</b>	<b>97</b>	<b>8%</b>	<b>78</b>	<b>35%</b>

EIC	Item	April 2017	April 2016	Variance	YTD 2017	YTD 2016	Variance
	Business Sales	\$ 14,751,620	\$ 21,705,000	-32%	\$ 44,944,633	\$ 55,673,185	-19.3%
	Jobs Supported	5,028	4,865	3%	14,026	12,942	8%
	Local Taxes	\$ 683,945	\$ 1,164,759	-41%	\$ 2,344,495	\$ 3,065,085	-24%
	Personal Income	\$ 5,208,466	\$ 7,648,820	-32%	\$ 15,788,525	\$ 19,574,817	-19%
	Bed Taxes	\$ 494,970	\$ 516,334	-4%	\$ 1,404,484	\$ 1,390,645	1%

LEGACY	April 2017	YTD 2017
Definite Room Nights	0	2,417
Bookings	0	3

EIC	Item	April 2017	YTD 2017
	Business Sales	\$ -	\$ 2,166,208
	Jobs Supported	-	614
	Local Taxes	\$ -	\$ 122,582
	Personal Income	\$ -	\$ 740,963
	Bed Taxes	\$ -	\$ 55,591

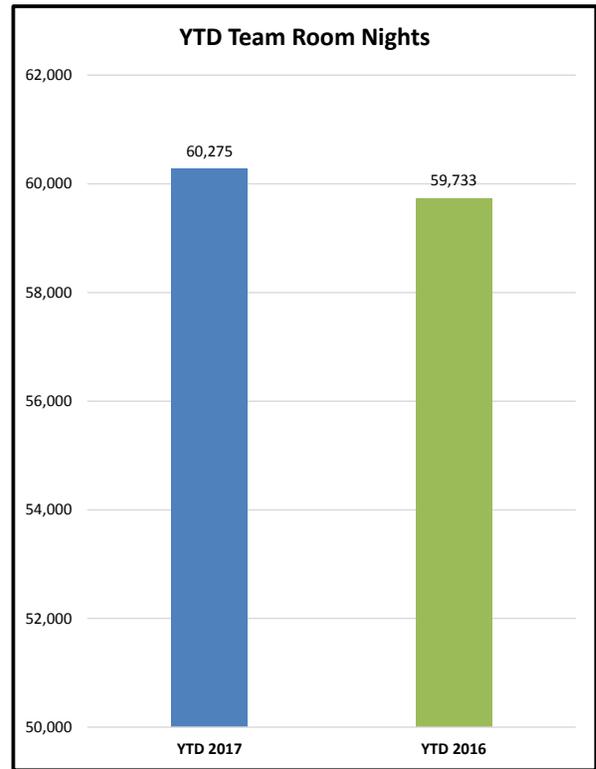
TOTAL	April 2017	YTD 2017
Definite Room Nights	20,832	62,692
Bookings	33	108

EIC	Item	April 2017	YTD 2017
	Business Sales	\$ 14,751,620	\$ 47,110,841
	Jobs Supported	5,028	14,640
	Local Taxes	\$ 683,945	\$ 2,467,077
	Personal Income	\$ 5,208,466	\$ 16,529,488
	Bed Taxes	\$ 494,970	\$ 1,460,075

**Meetings Actualized (Includes Legacy)**

	April 2017	YTD 2017
Definite Room Nights	17,049	88,106
Bookings	25	136

EIC	Item	April 2017	YTD 2017
	Business Sales	\$ 16,204,620	\$ 91,580,217
	Jobs Supported	3,853	25,217
	Local Taxes	\$ 982,832	\$ 5,317,744
	Personal Income	\$ 5,701,989	\$ 32,158,806
	Bed Taxes	\$ 480,400	\$ 2,499,891



**Event Impact Calculator Key (EIC)**

- **Business Sales** - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- **Jobs Supported** - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- **Local Taxes** - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other local taxes.
- **Personal Income** - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- **Bed Taxes** - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).

**Convention Sales**  
**Booking Production Analysis**  
 April 2017

**By Year (Team only)**

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	14	42%	3,273	16%	1,947	15%	59	15,215
2018	13	39%	11,603	56%	8,621	68%	26	20,357
2019	2	6%	682	3%	525	4%	8	8,364
2020	3	9%	4,444	21%	1,410	11%	7	8,593
2021	1	3%	830	4%	225	2%	3	4,913
2022	0	0%	0	0%	0	0%	2	2,833
<b>Total</b>	<b>33</b>	<b>100%</b>	<b>20,832</b>	<b>100%</b>	<b>12,728</b>	<b>100%</b>	<b>105</b>	<b>60,275</b>

**By Peak Room Nights (Team only)**

Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Under - 99	16	48%	1,966	9%	966	8%	53	6,384
100 - 200	9	27%	3,004	14%	1,904	15%	21	7,749
201-499	4	12%	3,900	19%	1,648	13%	22	22,511
500-999	4	12%	11,962	57%	8,210	65%	9	23,631
1000-1499	0	0%	0	0%	0	0%	0	0
1500-4999	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>33</b>	<b>100%</b>	<b>20,832</b>	<b>100%</b>	<b>12,728</b>	<b>100%</b>	<b>105</b>	<b>60,275</b>

**By Market Segment (Team only)**

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture	1	3%	44	0%	14	0%	4	4,207
Athletic & Sports	0	0%	0	0%	0	0%	0	0
Automotive	0	0%	0	0%	0	0%	8	250
Computer/Software	3	9%	7,300	35%	2,660	21%	3	7,300
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	1	248
Educational	2	6%	320	2%	110	1%	7	4,716
Entertainment	0	0%	0	0%	0	0%	5	2,108
Environmental	1	3%	100	0%	30	0%	2	440
Film Crews	0	0%	0	0%	0	0%	0	0
Financial	2	6%	779	4%	329	3%	8	4,197
Franchise	1	3%	982	5%	750	6%	1	982
Fraternal	0	0%	0	0%	0	0%	1	2,150
Government	5	15%	3,584	17%	1,330	10%	8	4,884
Health & Medical	5	15%	2,097	10%	1,093	9%	12	5,117
High Tech	1	3%	249	1%	100	1%	5	3,524
Hobby & Vocational	1	3%	70	0%	40	0%	3	673
Incentive	0	0%	0	0%	0	0%	1	337
Insurance	0	0%	0	0%	0	0%	0	0
Labor Union	0	0%	0	0%	0	0%	1	325
LGBT	0	0%	0	0%	0	0%	0	0
Manufacturing/Distribution	2	6%	460	2%	204	2%	4	1,285
Meetings/Conventions	0	0%	0	0%	0	0%	3	526
Military	0	0%	0	0%	0	0%	1	171
Pharmaceuticals	0	0%	0	0%	0	0%	0	0
Real Estate	0	0%	0	0%	0	0%	1	206
Religious	1	3%	68	0%	25	0%	5	1,373
Social	1	3%	22	0%	20	0%	1	22
Scientific/Engineering	2	6%	499	2%	275	2%	3	1,456
Sporting Events	1	3%	2,067	10%	5,000	39%	4	3,024
Third Party Planner	1	3%	222	1%	200	2%	2	355
Trade/Commercial/Business	2	6%	1,588	8%	398	3%	8	6,825
Transportation	1	3%	381	2%	150	1%	3	3,574
<b>Total</b>	<b>33</b>	<b>100%</b>	<b>20,832</b>	<b>100%</b>	<b>12,728</b>	<b>100%</b>	<b>105</b>	<b>60,275</b>

**Convention Sales**  
 Booking Production Analysis (Cont.)  
 April 2017

**By Key States/Countries (Team only)**

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Arizona	0	0%	0	0%	0	0%	0	0
California	18	55%	11,460	55%	9,487	75%	61	31,424
Canada	1	3%	758	4%	173	1%	4	2,232
Colorado	1	3%	3,340	16%	1,200	9%	1	3,340
Connecticut	0	0%	0	0%	0	0%	1	540
District of Columbia	1	3%	175	1%	75	1%	6	5,616
Florida	2	6%	330	40%	385	3%	4	634
France	0	0%	0	0%	0	0%	0	0
Georgia	2	6%	898	4%	250	2%	3	1,178
Idaho	0	0%	0	0%	0	0%	0	0
Illinois	1	3%	327	2%	140	1%	4	1,449
Indiana	0	0%	0	0%	0	0%	0	0
Iowa	0	0%	0	0%	0	0%	0	0
Italy	0	0%	0	0%	0	0%	0	0
Kansas	1	3%	44	0%	14	0%	2	104
Kentucky	0	0%	0	0%	0	0%	0	0
Louisiana	0	0%	0	0%	0	0%	0	0
Maryland	1	3%	2,655	13%	610	5%	1	2,655
Massachusetts	0	0%	0	0%	0	0%	0	0
Michigan	0	0%	0	0%	0	0%	0	0
Minnesota	0	0%	0	0%	0	0%	1	337
Missouri	0	0%	0	0%	0	0%	0	0
Nevada	1	3%	249	1%	100	1%	2	2,139
New Jersey	0	0%	0	0%	0	0%	0	0
New Mexico	0	0%	0	0%	0	0%	0	0
North Carolina	1	3%	60	0%	60	0%	1	60
New York	1	3%	22	0%	20	0%	2	47
Ohio	0	0%	0	0%	0	0%	1	2,150
Oklahoma	0	0%	0	0%	0	0%	0	0
Oregon	0	0%	0	0%	0	0%	0	0
Pennsylvania	1	3%	133	1%	64	1%	2	1,108
South Carolina	0	0%	0	0%	0	0%	0	0
South Dakota	0	0%	0	0%	0	0%	0	0
Tennessee	0	0%	0	0%	0	0%	1	250
Texas	0	0%	0	0%	0	0%	1	105
Virginia	1	3%	381	2%	150	1%	6	4,857
Washington	0	0%	0	0%	0	0%	0	0
Wisconsin	0	0%	0	0%	0	0%	1	50
Wyoming	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>33</b>	<b>100%</b>	<b>20,832</b>	<b>138%</b>	<b>12,728</b>	<b>100%</b>	<b>105</b>	<b>60,275</b>

**PSCC Bookings (Includes Legacy)**

Market Segment	April			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	1	3,110	800
Association National	0	0	0	0	0	0
Athletic/Recreation	0	0	0	0	0	0
Automotive	0	0	0	0	0	0
Educational	0	0	0	2	1,552	2,400
Environmental	0	0	0	0	0	0
Government	0	0	0	0	0	0
Health & Medical	0	0	0	1	877	425
Pharmaceuticals	0	0	0	0	0	0
Religious	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
SMEF	0	0	0	0	0	0
Social	0	0	0	0	0	0
Sporting Events	0	0	0	0	0	0
Third Party Planner	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
Travel Agent/Third Party	0	0	0	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>5,539</b>	<b>3,625</b>

**Convention Sales**  
Lost Business  
April 2017

**Top Ten Lost Lead Destinations (Ranked by YTD)**

Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	5	1,860	16	13,919
2	Phoenix	5	8,263	7	10,651
3	Orlando	1	363	3	7,858
4	St. Louis	2	6,646	2	6,646
5	Long Beach	0	0	5	6,289
6	Miami	3	5,484	4	5,840
7	San Antonio	2	2,474	4	5,023
8	Anaheim	2	4,062	3	4,192
9	Vancouver	0	0	1	4,105
10	Scottsdale	3	1,533	6	4,074

**All Lost Leads by State/Country**

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	12	11,196	19	18,345
California	23	13,493	69	45,299
Canada	0	0	3	5,237
Colorado	0	0	4	1,611
Connecticut	0	0	0	0
Florida	7	9,598	15	19,948
Georgia	1	2,277	3	3,025
Hawaii	0	0	2	4,240
Illinois	0	0	1	525
Indonesia	0	0	1	100
Iowa	0	0	0	0
Kansas	0	0	1	1,550
Kentucky	0	0	0	0
Louisiana	0	0	2	242
Maine	0	0	0	0
Maryland	0	0	0	0
Massachusetts	0	0	0	0
Mexico	2	1,406	3	1,746
Michigan	0	0	0	0
Minnesota	0	0	0	0
Missouri	2	6,646	2	6,646
Nevada	6	3,334	10	5,757
New Jersey	0	0	0	0
New Mexico	2	2,180	2	2,180
New York	0	0	0	0
Ohio	0	0	0	0
Puerto Rico	0	0	0	0
South Carolina	0	0	0	0
South Dakota	0	0	0	0
Tennessee	0	0	0	0
Texas	3	5,634	7	11,268
Utah	1	80	2	910
Virginia	0	0	0	0
Washington	0	0	1	1,200
Meeting location unknown	35	54,515	70	81,744
Lost State N/A	17	14,543	69	42,257
<b>Total</b>	<b>111</b>	<b>124,902</b>	<b>286</b>	<b>253,830</b>

# Destination & Partnership Services

May 2017

## DESTINATION & PARTNERSHIP SERVICES

### About Destination Services

Destination Services is responsible for the planning and execution of events, sales missions, sites, FAMs, tradeshows, etc. in support of CVB sales and partnership activities. This department consolidates and streamlines activities that have been handled across multiple departments into one. In doing so, the CVB will be able to better service clients and Partners and assist CVB sales teams in their efforts to bring new and repeat business to the destination.

### April Summary

The Destination Services team planned and organized 5 programs encompassing 16 events and activities including one trade show, two FAMs, ten client events and one Partnership event.

- Fulfilled 6 Convention Sales client requests resulting in 108 CVB Partner referrals
- Assisted a total of 20 Convention Sales clients with their service requests/fulfillments
- Organized 7 site visits representing 6,619 room nights and 2,815 attendees

### April Highlights

- Rymark International Incentive FAM, April 2-5
- American Documentary Film Festival FAM, April 3
- CalSAE Elevate Trade Show, April 3-5

### May - July

- The Department projects the following program management:
  - Total of 17 programs encompassing 34 events and activities including:
    - 1 conventional trade show
    - 3 reverse trade shows
    - 4 conference fulfillments with 2 events
    - 1 sponsorship fulfillment with 3 events
    - 22 client events
    - 1 media event
    - 2 partner events
  - May site visits currently total 7 with total room nights of 7,169
  - June and July currently have 3 pending
  - Most site visits schedule 2-3 weeks in advance

Note: Most site visits and FAMs book relatively short-term, so the above numbers will increase in the coming months.

## PARTNERSHIP SERVICES:

### April Summary

This month, Davis Meyer was hired as the CVB's new Partnership Manager. Davis comes to the CVB with many years of hospitality experience, most recently she was with Vacation Palm Springs. Her first initiatives include evaluating our partnership programming, developing a strategy for community participation and developing valuable content to enhance our Partners' business operations.

# Destination & Partnership Services

May 2017

## March – April Highlights

- We welcomed 5 new Partners and renewed 148 Partners
- A total of 907 partner referrals were processed
- Partnership hosted and/or participated in the following events:
  - March 2, 2017 La Quinta State of the City Lunch
  - March 3, 2017 Palm Desert State of the City Lunch
  - March 16, 2017 PSHA Luncheon
  - March 21, 2017 Cathedral City State of the City Lunch
  - March 23, 2017 CVB Mixer - Triada Palm Springs
  - April 5, 2017 Rancho Mirage State of the City
  - April 6, 2017 GCVCC Annual Golf Tournament
  - April 18, 2017 Police & Fire Appreciation Luncheon
  - April 20, 2017 PSHA Luncheon
  - April 26, 2017 Indian Wells State of the City
  - April 27, 2017 CVB Meet & See - Venus de Fido



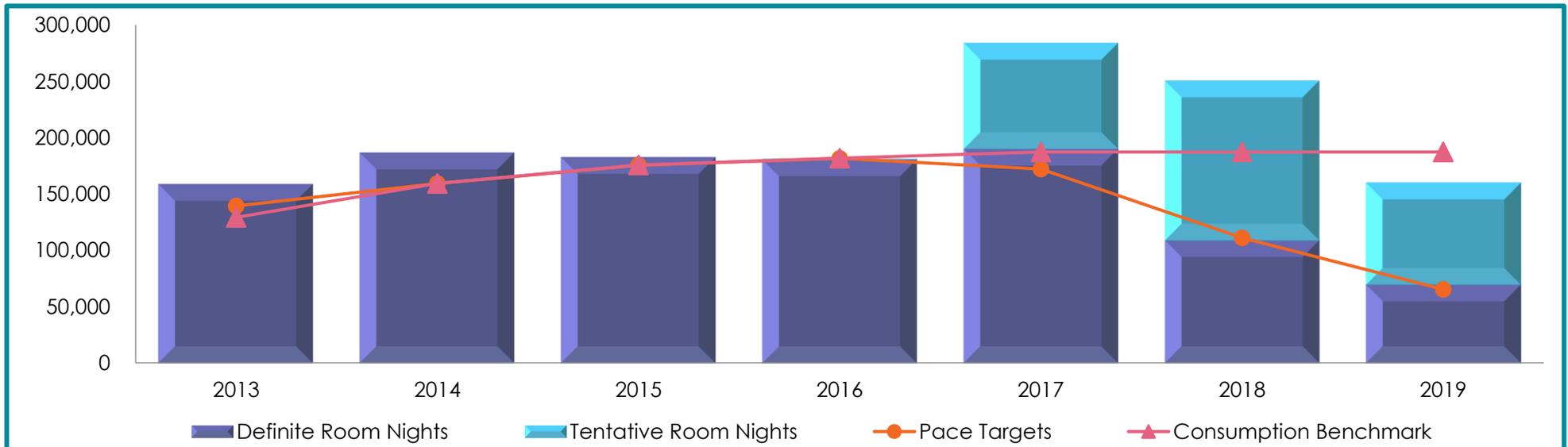
CVB Mixer March 23, 2017  
Friends and Partners mingle at  
Triada Palm Springs



Meet & See April 27, 2017  
Friends and Partners explore the impressive  
amenities of Venus de Fido, the spa and  
fitness center for people and their pets.

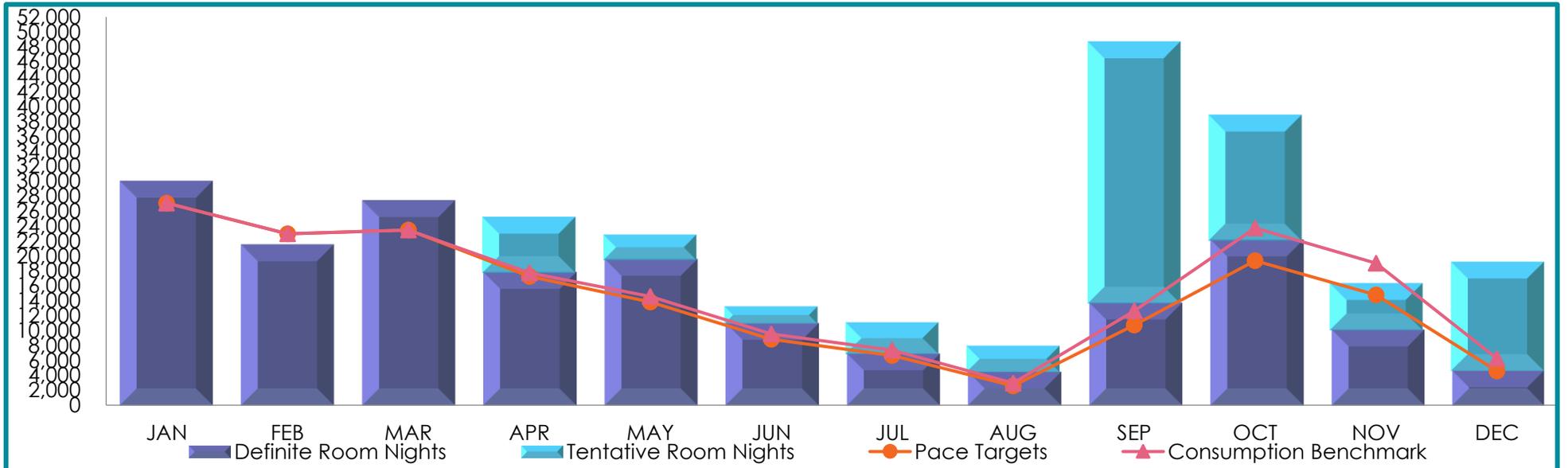
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Room Nights	158,499	186,207	182,294	180,156	189,566	108,666	69,712	44,450	1,119,550
Pace Targets	139,228	159,343	175,547	181,619	172,073	111,012	65,291	37,519	1,041,632
Variance	19,271	26,864	6,747	(1,463)	17,493	(2,346)	4,421	6,931	77,918
Consumption Benchmark	129,228	159,343	175,662	181,769	187,274	187,274	187,274	187,274	1,395,098
Pace Percentage	114%	117%	104%	99%	110%	98%	107%	118%	107%
Total Demand Room Nights	698,660	650,118	647,415	722,310	687,008	443,514	224,967	111,820	4,185,812
Lost Room Nights	540,161	463,911	465,121	542,154	497,442	334,848	155,255	67,370	3,066,262
Conversion Percentage	23%	29%	28%	25%	28%	25%	31%	40%	27%
Tentative Room Nights	0	0	0	1,000	93,872	141,598	90,551	43,916	370,937

Greater Palm Springs Events									
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Events	270	300	264	294	261	88	41	25	1,543
Pace Targets	239	266	277	288	232	99	45	23	1,469
Variance	21	34	(13)	6	29	(11)	(4)	2	64
Consumption Benchmark	239	266	278	289	291	291	291	291	2,236
Pace Percentage	113%	113%	95%	102%	113%	89%	91%	109%	105%
Total Demand Events	822	793	801	909	769	300	121	52	4,567
Lost Events	552	493	537	615	508	212	80	27	3,024
Conversion Percentage	33%	30%	33%	32%	34%	29%	34%	48%	34%
Tentative Events	0	0	0	1	117	189	71	31	409



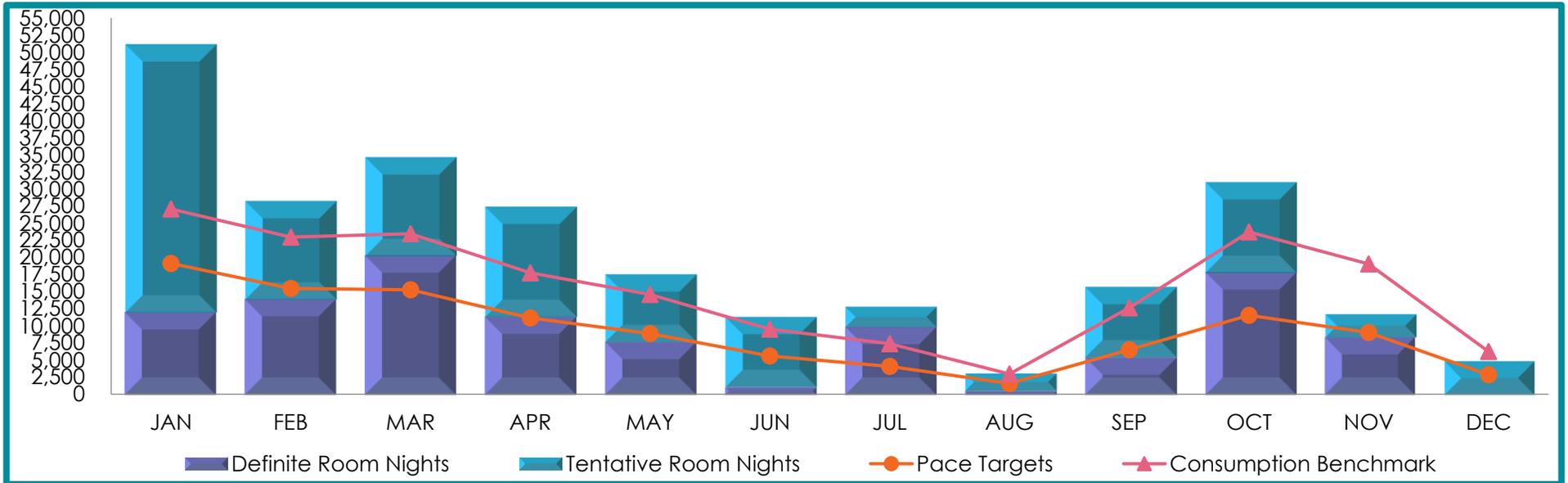
Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,971	21,511	27,395	17,847	19,594	11,036	6,956	4,501	13,765	22,156	10,160	4,674	189,566
Pace Targets	27,076	22,951	23,455	17,236	13,812	8,833	6,664	2,592	10,726	19,359	14,773	4,596	172,073
Variance	2,895	(1,440)	3,940	611	5,782	2,203	292	1,909	3,039	2,797	(4,613)	78	17,493
Consumption Benchmark	27,076	22,951	23,455	17,733	14,577	9,526	7,368	2,960	12,624	23,747	19,025	6,232	187,274
Pace Percentage	111%	94%	117%	104%	142%	125%	104%	174%	128%	114%	69%	102%	110%
Total Demand Room Nights	116,310	106,108	60,482	63,671	46,390	55,898	47,448	25,405	41,464	70,303	46,341	7,188	687,008
Lost Room Nights	86,339	84,597	33,087	45,824	26,796	44,862	40,492	20,904	27,699	48,147	36,181	2,514	497,442
Conversion Percentage	26%	20%	45%	28%	42%	20%	15%	18%	33%	32%	22%	65%	28%
Tentative Room Nights	0	0	0	7,502	3,377	2,327	4,297	3,590	34,940	16,785	6,356	14,698	93,872

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	49	41	27	24	22	17	15	9	13	23	15	6	261
Pace Targets	40	41	30	20	20	12	9	6	14	21	14	5	232
Variance	9	0	(3)	4	2	5	6	3	(1)	2	1	1	29
Consumption Benchmark	40	41	30	23	24	16	13	9	22	36	26	11	291
Pace Percentage	122%	100%	90%	120%	110%	142%	167%	150%	93%	110%	107%	120%	113%
Total Demand Events	153	127	84	76	61	44	42	24	43	67	38	10	769
Lost Events	104	86	57	52	39	27	27	15	30	44	23	4	508
Conversion Percentage	32%	32%	32%	32%	36%	39%	36%	38%	30%	34%	39%	60%	34%
Tentative Events	0	0	0	11	10	12	6	7	17	28	16	10	117



Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	12,024	13,930	20,261	11,385	7,716	1,123	9,903	600	5,478	17,838	8,408	0	108,666
Pace Targets	19,126	15,442	15,279	11,140	8,881	5,578	4,072	1,565	6,506	11,548	9,038	2,837	111,012
Variance	(7,102)	(1,512)	4,982	245	(1,165)	(4,455)	5,831	(965)	(1,028)	6,290	(630)	(2,837)	(2,346)
Consumption Benchmark	27,076	22,951	23,455	17,733	14,577	9,526	7,368	2,960	12,624	23,747	19,025	6,232	187,274
Pace Percentage	63%	90%	133%	102%	87%	20%	243%	38%	84%	154%	93%	0%	98%
Total Demand Room Nights	58,929	66,305	59,128	42,213	22,825	29,391	30,218	7,820	34,306	48,453	40,951	2,975	443,514
Lost Room Nights	46,905	52,375	38,867	30,828	15,109	28,268	20,315	7,220	28,828	30,615	32,543	2,975	334,848
Conversion Percentage	20%	21%	34%	27%	34%	4%	33%	8%	16%	37%	21%	0%	25%
Tentative Room Nights	39,079	14,363	14,409	16,093	9,923	10,316	2,997	2,563	10,307	13,208	3,395	4,945	141,598

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	12	16	12	6	7	2	7	1	5	13	7	0	88
Pace Targets	18	17	12	9	8	5	4	3	6	9	6	2	99
Variance	(6)	(1)	0	(3)	(1)	(3)	3	(2)	(1)	4	1	(2)	(11)
Consumption Benchmark	40	41	30	23	24	16	13	9	22	36	26	11	291
Pace Percentage	67%	94%	100%	67%	88%	40%	175%	33%	83%	144%	117%	0%	89%
Total Demand Events	45	51	39	33	17	22	19	7	20	27	19	1	300
Lost Events	33	35	27	27	10	20	12	6	15	14	12	1	212
Conversion Percentage	27%	31%	31%	18%	41%	9%	37%	14%	25%	48%	37%	0%	29%
Tentative Events	41	30	25	24	15	11	4	3	13	13	6	4	189



Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	6,628	12,738	7,752	7,858	8,553	1,790	4,293	0	3,453	10,527	5,745	375	69,712
Pace Targets	11,568	9,170	9,119	6,512	5,070	3,213	2,382	912	3,722	6,707	5,280	1,636	65,291
Variance	(4,940)	3,568	(1,367)	1,346	3,483	(1,423)	1,911	(912)	(269)	3,820	465	(1,261)	4,421
Consumption Benchmark	27,076	22,951	23,455	17,733	14,577	9,526	7,368	2,960	12,624	23,747	19,025	6,232	187,274
Pace Percentage	57%	139%	85%	121%	169%	56%	180%	0%	93%	157%	109%	23%	107%
Total Demand Room Nights	16,837	37,859	19,290	22,050	21,793	9,314	22,074	2,300	26,290	17,173	29,612	375	224,967
Lost Room Nights	10,209	25,121	11,538	14,192	13,240	7,524	17,781	2,300	22,837	6,646	23,867	0	155,255
Conversion Percentage	39%	34%	40%	36%	39%	19%	19%	0%	13%	61%	19%	100%	31%
Tentative Room Nights	10,380	9,251	18,122	10,050	4,809	900	3,922	230	6,479	10,412	14,196	1,800	90,551

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	5	6	4	5	4	2	2	0	2	6	4	1	41
Pace Targets	8	8	5	4	4	2	2	1	3	4	3	1	45
Variance	(3)	(2)	(1)	1	0	0	0	(1)	(1)	2	1	0	(4)
Consumption Benchmark	40	41	30	23	24	16	13	9	22	36	26	11	291
Pace Percentage	62%	75%	80%	125%	100%	100%	100%	0%	67%	150%	133%	100%	91%
Total Demand Events	12	23	9	16	10	6	10	2	12	10	10	1	121
Lost Events	7	17	5	11	6	4	8	2	10	4	6	0	80
Conversion Percentage	42%	26%	44%	31%	40%	33%	20%	0%	17%	60%	40%	100%	34%
Tentative Events	8	10	15	11	5	1	4	1	5	4	5	2	71



# Travel Industry Sales

## Market Activity

March & April 2017

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	387	2314	5,400	25%
New Business Development	1	3	14	21%
Increase Travel Trade Webpage Traffic	-103.36%	17.39%	10%	N/A
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	2	2	9	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	0	4	20	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	4	16	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	2	15		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	2	8		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	10	45	100	

## Travel Industry Sales

### Market Activity

March & April 2017

#### United States

- The CVB attended the PROST Desert Cities March networking luncheon held at Colony Palms Hotel and met with 22 agents. The event was attended by Preferred Hotels, Protravel Dream Vacations and Tzell Travel.
- As part of Visit California Deserts' grant funding, the CVB attended the San Diego Travel Show on behalf of the Desert Region reaching 142 consumer and trade professionals.
- Greater Palm Springs CVB conducted a live training webinar for 34 Virtuoso travel agents.
- The CVB conducted our Pacific Northwest Sales Mission in San Francisco, Portland and Seattle with client events and agency visits with a client reach of 83.
- The CVB held a joint client event with PR at the trendy restaurant E.P. & L.P. in Los Angeles with a client reach of 15.
- The CVB conducted their AAA SoCal Sales Mission visiting ten AAA offices in San Diego and Orange County, reaching a total of 65 travel agents.

Looking forward:

- Global Travel Marketplace, Henderson, May 18-20
- USTA's IPW, Washington DC, June 3-7
- The Luxury Virtual Expo, June 21-22
- IAGTO - NAC, Miami, June 25-28

#### Australia

- The CVB and Visit California hosted a FAM of 12 top travel agents from Australia.

Looking forward:

- USTA's IPW, Washington DC, June 3-7

#### Canada

Looking forward:

- Visit California All Dreams Welcome CEO Mission, Toronto, May 24-27
- USTA's IPW, Washington DC, June 3-7
- Greater Palm Springs Canada Sales Mission, July 24-28

## Travel Industry Sales

### Market Activity

March & April 2017

#### China and Japan

- The CVB met with Jason Pacheco of BRIC Marketing to discuss our current efforts in promoting Greater Palm Springs to the Chinese consumer and trade.
- The CVB hosted Visit California's China Hainan Air FAM with 14 top managerial level tour operators from key markets of Southwest China.
- The CVB's office in China visited the offices of U Tour in March to conduct destination training and provide updates to 15 reservations personnel and key management. This training coincided with a U.S. Pavilion store opening within a flagship retail U Tour store. Greater Palm Springs is prominently displayed with wall posters and collateral.
- The CVB attended Visit California's Japan / Korea Sales & Media Mission. The mission consisted of trade workshops, VIP dinners, and media events, reaching 299 clients.
- The CVB's office in China conducted destination training to 11 leading tour operators and Air China product staff in Beijing.
- The CVB's office in China attended the United Airlines Shanghai Client reception which gave GPS exposure to the Agency Owners & Managers to promote their new direct service between China and California. Over two hundred people from Shanghai's travel trade, media, and government officials attended, with a total of 120 client reach.
- The CVB's office in China conducted destination trainings at Galaxy Tour and QTravel training a total of 70 agents.

Looking forward:

- USTA's IPW, Washington DC, June 3-7

#### Europe

- Visit California and Air France partnered on a dedicated California training day for 51 top travel agents in France.
- The CVB worked with Visit California's Paris office on a training day for 15 top agents and executives on outdoor experiences found in Greater Palm Springs.

Looking forward:

- Air France Training with MN Organization, May 30, 2017
- USTA's IPW, Washington DC, June 3-7

**Travel Industry Sales**  
Market Activity  
March & April 2017

**Germany**

Looking forward:

- USTA's IPW, Washington DC, June 3-7

**Mexico**

Looking forward:

- Visit California All Dreams Welcome CEO Mission, May 21-24
- USTA's IPW, Washington DC, June 3-7

**United Kingdom**

- The CVB's office in London conducted product training to 45 people at Travel Bulletin's North America Showcase event in Dublin.
- The CVB hosted Visit California's UK Luxury FAM with 7 top travel agents experiencing Greater Palm Springs.

Looking forward:

- Thomas Cook Training, London, May 30
- USTA's IPW, Washington DC, June 3-7
- Greater Palm Springs Client Luncheon; London, June 7
- Trailfinders FAM, June 13-14
- Visit California UK & Ireland Sales Mission, London & Ireland, July 10-14
- Greater Palm Springs & Air New Zealand Golf Day, London, September 11

For more information about Travel Industry Sales, contact:  
Gary Orfield, Director of Travel Industry Sales  
[gorfield@palmspringsoasis.com](mailto:gorfield@palmspringsoasis.com)

**Marketing & Communications**  
**March - April 2017**

**Advertising Highlights**

During the months of March and April the destination targeted seasonal markets, including Seattle, Portland, Chicago, New York, Minneapolis, Denver and Dallas, as well as year-round markets, Los Angeles, Orange County, San Diego, San Francisco, Las Vegas and Phoenix.

The CVB's Destination Awareness campaign continued on cable television, print, digital and out of home media. The CVB also continued its partnership with CBS to produce a celebrity influencer campaign using custom videos featuring celebrities who have a strong social media following, in order to leverage the destination's reach.

**CBS CELEBRITY INFLUENCER CAMPAIGN (NATIONAL MARKETS)**

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The CVB has partnered with CBS to produce custom videos using celebrities who have a strong social media following. The 12-month program will feature three celebrity social influencers who will be selected based on their ability to attract new visitors to our destination. Each video series will showcase the best places to eat, events to attend and things to do while in Greater Palm Springs. The videos are designed to drive engagement and build brand awareness through avenues such as Facebook, Twitter, YouTube and CBS Digital Networks. This campaign also includes an online advertising campaign targeting CBS's local and extended networks in order to further promote the destination and build awareness.

The first celebrity video series, which launched November 2016, included three celebrities. Series #1 featured the popular Fitz and the Tantrums band members, Michael "Fitz" Fitzpatrick and Noelle Scaggs, as well as Fitz's wife and *Gossip Girl* star Kaylee Defer. The videos portray the life of touring musicians and their personal connectivity to Greater Palm Springs for reconnecting, relaxing and enjoying special time.

On March 30, the second celebrity series launched featuring Grammy-nominated, American country music artist, CAM. This celebrity series launched in coordination with Stagecoach Country Music Festival, as CAM was a Mane Stage performer.

As of April 30, the entire campaign has generated 6,217,107 online advertising impressions. Online advertising targeted potential travelers in Los Angeles, Orange County, San Diego, San Francisco, Phoenix, Las Vegas, Seattle, Portland, Chicago, Minneapolis, Denver, Dallas and New York. Banner advertising displayed on CBS's network on websites, such as [www.cbslocal.com](http://www.cbslocal.com), [www.radio.com](http://www.radio.com) and [www.cbssportsradio.com](http://www.cbssportsradio.com), as well as CBS's extended network, which were seen on websites such as [www.expedia.com](http://www.expedia.com) and [www.budgettravel.com](http://www.budgettravel.com). Facebook reach was 367,102 and Twitter reach was 47,613 on social media pages for stations such as KROQ in LA, KHITS in Chicago and WCBS in New York. The celebrity video series has generated 5,654,313 views as of April 30.

# Marketing & Communications March - April 2017

## Advertising Highlights

[Click to View Fitz and the Tantrums Celebrity Series](#)

This series includes front-man Michael "Fitz" Fitzpatrick, bandmate Noelle Scaggs and wife/gossip girl star Kaylee Defer.

[Click to View CAM Celebrity Series](#)

Grammy-nominated, American country music artist, CAM.



## CBS Network Advertising Examples



# Marketing & Communications March - April 2017

## Advertising Highlights

CBS Extended Network Examples on expedia.com and budgettravel.com



## Social Media Examples



Marketing & Communications  
March - April 2017

Advertising Highlights

SEASONAL & YEAR-ROUND MARKETS: BRAND AWARENESS

For the months of March and April, the destination received **22,774,960 Print Impressions, 2,323,648,000 Television impressions, 95,676,194 Out-of-Home** and **15,032,451 Digital impressions.**

**Print** exposure included advertisements in the seatback magazines of Alaska Airlines and WestJet Magazine, as these carriers provide nonstop routes from top markets, including Seattle, San Francisco, Portland and Canadian markets (Toronto, Winnipeg, Vancouver, Calgary and Edmonton). Print also included Sunset Magazine, which reaches potential travelers in the Western US whose interests include Travel and Healthy Living. **Television** spots aired in Seattle, Portland, Chicago, Minneapolis, New York, Dallas and Denver as well as Los Angeles, San Diego, Las Vegas, Phoenix and San Francisco. **Out-of-Home** digital billboards were visible in the busy areas of San Diego, Los Angeles and San Francisco. **Digital** impressions include the CBS Celebrity campaign described above, as well as YouTube, Facebook, Instagram and Twitter advertising. Digital Advertising also included advertisements served through Ad.Net as well as a TripAdvisor campaign.

Print Magazine & Billboard Creative Examples



Stay CHILL.  
GreaterPS.com  
GREATER palm springs

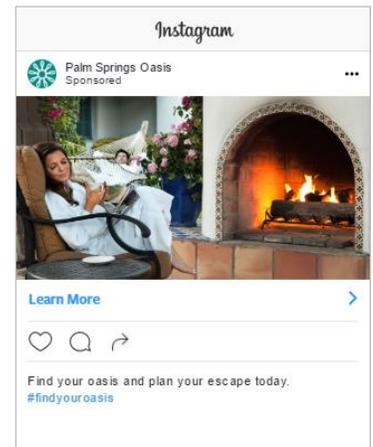
# Marketing & Communications March - April 2017

## Advertising Highlights

Television Examples: Click to View



## Digital Examples



# Marketing & Communications March - April 2017

## Advertising Highlights

### COMING SOON

The Summer Chill Campaign will launch in May targeting Los Angeles, Orange County, San Diego, Phoenix and San Francisco with a Cable TV and KTLA partnership. There are many ways to participate:

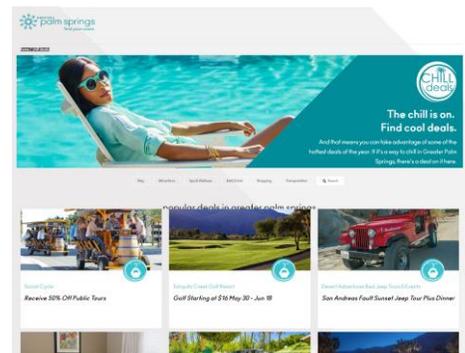
- **Submit a [Chill Pass](#) offer.** The Chill Pass will continue to be promoted in each of our campaigns, so please make sure your Chill Pass deal is loaded and updated for the coming season! Contact Greater Palm Springs CVB for more info.

(Winona McCullum • 760-969-13333 • [wmccullum@palmsspringsoasis.com](mailto:wmccullum@palmsspringsoasis.com))



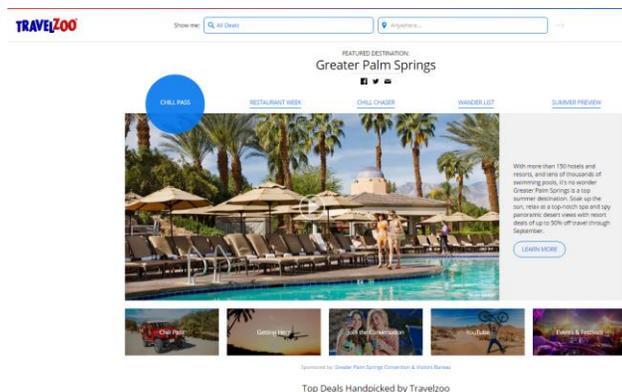
- **Participate in the [Summer Chill Television Co-op](#).** Contact JNS Next for more information.

(Garry Sage • 760-775-0000 • [garry@jnsnext.com](mailto:garry@jnsnext.com))



- **Submit an Offer for [Travelzoo](#) promotion.** Contact: Travelzoo for more information

(Blair Constantinou • 310-295-6569 • [bconstantinou@travelzoo.com](mailto:bconstantinou@travelzoo.com))



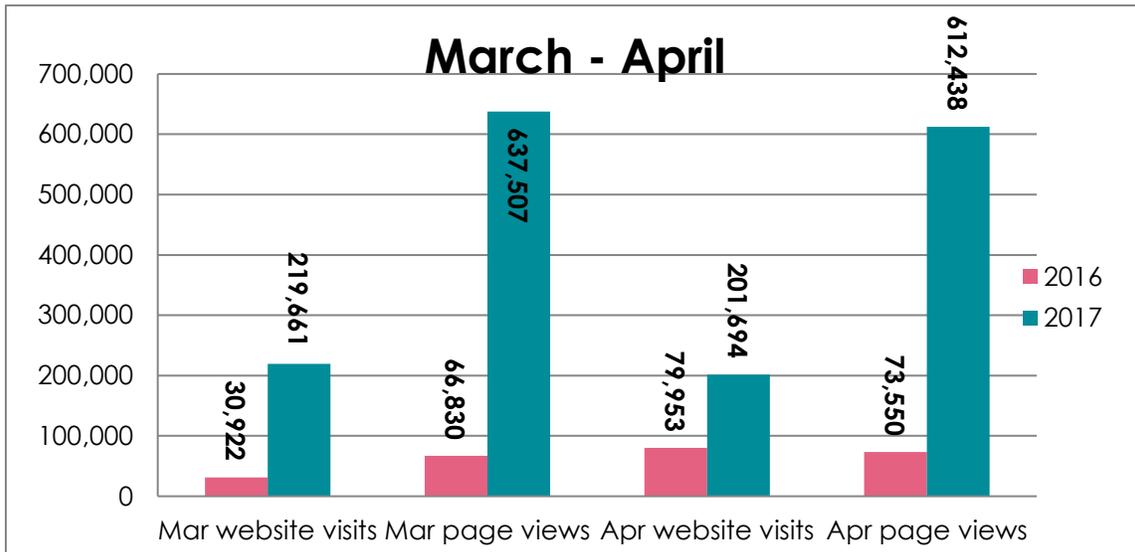
Contact Bob Thibault for more information  
vice president of marketing  
t: 760.969.1339 • [bthibault@palmsspringsoasis.com](mailto:bthibault@palmsspringsoasis.com)

Marketing & Communications  
March - April 2017

Website Highlights

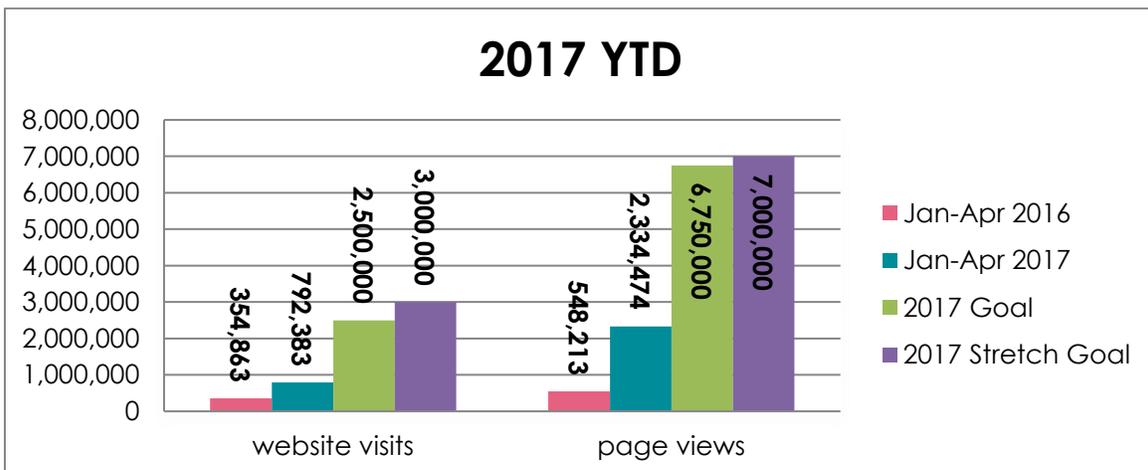
Website:

With website enhancements ongoing, March and April continued to captivate viewers, who are browsing the site for over three minutes per session. An essential resource for visitors, the website calendar showcases 200 events and more events are added daily. Moreover, the new and improved **Greater Palm Springs Restaurant Week** site is now live. It features more than **100 participating restaurants** and a variety of mouthwatering menu options. Visitors to the website have viewed almost **19,000 pages** and are spending nearly **8 minutes** browsing the site.



Mar-Apr website visits:  
**280% over 2016**

Mar-Apr page views:  
**790% over 2016**



website visits:  
**32% of goal**

page views:  
**35% of goal**

**Chill Pass:** During the months of March and April, the highly popular Chill Pass program received over **57,000 visitors** who are viewing more than **240,000 pages** and spending over **4 minutes** per session searching for offers. Hotel offers were the top viewed, followed by Spa & Wellness with 4.59% and 4.24% of the visitors, respectively.

## HOW TO GET INVOLVED

**Partner Extranet:** Be sure to update your profile on the CVB website including listing data and business description, images and special offers for **chillpass.com** by logging in to the partner extranet at [www.mygpscvb.com](http://www.mygpscvb.com).

**Chill Pass:** Add your tourism related offers through the [partner extranet](#). When you log in, if you have marketing access, click on the Collateral tab on the left of the screen then click Special Offers to view, add and edit your Chill Pass offers. Your offers will be reviewed prior to being posted live on [www.chillpass.com](http://www.chillpass.com).

**Calendar of Events:** If you have a tourism or hospitality related event that you would like promoted on the CVB online calendar, please submit your event at [www.visitgreaterpalmsprings.com/events/submit](http://www.visitgreaterpalmsprings.com/events/submit). Once your offer has been submitted, it will be reviewed by the CVB before it is published.

If you need assistance or have forgotten your password to the extranet, please contact Winona McCullum at 760.969.1333 or [wmccullum@palmspringsoasis.com](mailto:wmccullum@palmspringsoasis.com).

**Digital Library:** We are continuing to add new images and requesting approval of existing images for our Greater Palm Springs destination photo/video gallery. The site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at [www.barberstock.com/greaterpalmsprings](http://www.barberstock.com/greaterpalmsprings).

**Coming soon:** The website is continuously being optimized and updated for maximum performance and exposure. The CVB will reveal a new **interactive map** mid-2017. The **California Deserts** home page is in process and will be introduced by summer.

For more information and/or to submit your chill deals, please contact  
Winona McCullum  
Digital Database Manager  
(760) 969-1333  
[wmccullum@palmspringsoasis.com](mailto:wmccullum@palmspringsoasis.com)

## Marketing & Communications March – April 2017

### Social Media Highlights

	Page Likes	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	186,650	200,000	225,000	93.3%	83.0%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	26,560	25,000	27,500	106.2%	96.6%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	12,534	15,000	18,000	83.6%	69.6%
	Video Views	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	860,327	2,000,000	2,250,000	43.0%	38.2%

#### Highlights

- The CVB completed posting videos of Fitz & the Tantrums, the first influencer group of the CBS co-op influencer Eat. See. Play video campaign in March. Featuring band leads Fitz and Noelle, and Fitz's wife actress Kaylee Defer, the four videos saw a combined total of more than 460,000 views. The CVB also launched the second in the Eat. See. Play. video series featuring country music singer/songwriter Cam. The first teaser clip was released at the beginning of April, followed by Cam on location at the Empire Polo Club, which was released the week of Stagecoach. This second video had a reach of over 10,000 people with a **4.06% engagement rate**.

## facebook.

The CVB's Facebook fan base continues to grow by leaps and bounds. Our Facebook page gained over **11,000 followers in March and April** with posts totaling a reach of more than **430,000**.

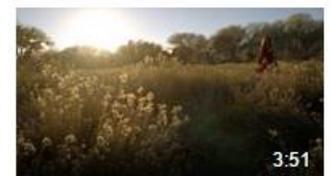
From Cam's sunny personality as she describes the charms of our Oasis to Chill Chaser Amy's lively excursion at The Living Desert, the CVB's robust video presence gives our followers a truly diverse and experiential view of our destination. The **Fifteen (15) videos** created by the CVB were featured on Facebook in March and April with **over 58,000 video views**. Stunning lifestyle photos and interesting and informative website articles also attract viewers to our oasis. Another goal in April was to drive subscribers to our YouTube page, as you can see in the Palm Canyon image below.



Chill Chaser: Desert Adventures



See the oasis with Cam



Birding ~ Wander List

Moving into May, the CVB will be featuring locals in the hospitality industry throughout Greater Palm Springs to join in Visit California's #CATourism campaign and U.S. Travel's #FacesofTravel campaign.

Follow us on Facebook and contact Krystal Kusmieruk, [kkusmieruk@palmspringsoasis.com](mailto:kkusmieruk@palmspringsoasis.com), with events or activities at your property that would be an opportunity to feature on Facebook.



In the past two months, the CVB Instagram account grew by over **500 followers**, finishing April just over **12,500 followers**. We continue to expand our content through cross platform promotion, and share our Wander List and Chill Chaser videos on Instagram as well with a link in our profile. **Our highest engaged** photo was one from Visit California's influencer [@helinhocalfat](#) with over **460 likes** and 6 comments. The highest **viewed video** featured Desert X with **1,690 views**, 422 likes and 3 comments.



In May, as always, the CVB will continue to work to utilize images from fans of Greater Palm Springs to display on our channel as well as interact with them. When it comes to Instagram, the CVB is continuing to display photos in the **carousel feature** of Instagram where we can highlight multiple visuals of an event in one post. We also post with the Instagram Story feature to give followers a visual experience of the destination. An example of this includes short video clips of several Desert X exhibits displayed in one day. In May, the CVB plans to highlight the Summer Chill campaign and National Travel & Tourism Week on Instagram.

We want to see and share your photos as well! Use **#visitGPS** for a chance to be featured.



The CVB [Twitter](#) account continues to grow in followers and engagement in Twitter users. In fact, we're delighted that our Twitter feed has surpassed the 2017 goal and is striving to hit the stretch goal.

The CVB participated in Visit California's #Kidifornia twitter chat which garnered over **11,000 impressions** (Kidifornia is VCA's new family focused campaign) and looks for opportunities to continue to immerse ourselves in the travel world. Tweets with scenic photos of the destination continue to be our highest engaged pieces.



These past months we've used Twitter to cross promote subscribers to the CVB YouTube channel. **Join the conversation** and follow us on Twitter [@theqps Oasis](#).

## YouTube

The CVB's YouTube channel has surpassed 1,050 subscribers and is continuing to gain momentum due to the addition of end tags to our content. Again, a key strategy is cross promotion on our other social channels to encourage followers to subscribe to our richly populated YouTube channel.

In March and April, **Chill Chaser videos** featuring personality Amy Yerrington resulted in over **92,675 views and nearly 168,717 minutes watched**. The Wander List series featuring host Anddee Laskoe resulted in over **76,521 views and 149,582 minutes watched**. Both series assist in increasing subscribers by regularly uploading content to the playlists. This content is also pushed out on all CVB social media channels. The CBS co-op Influencer video campaign with Cam adds another creative dimension to the CVB video offerings.

Watch now:



If you have imagery or fun facts you would like to contribute to the Greater Palm Springs CVB's social channels, please send them to:

Krystal Kusmieruk  
Social Media Manager  
[social@palmspringsoasis.com](mailto:social@palmspringsoasis.com)

# Marketing & Communications

## March and April 2017

### Media Highlights

The CVB Communications team hosted **33 individuals/group familiarization visits**, totaling 144 content creators during March and April. Beyond traditional print media, we continue to see growth in digital influencer inquiries and visits. Leading up to and during Desert X, BNP Paribas Open, Fashion Week El Paseo, Palm Desert Food + Wine Festival, ANA Inspiration, Coachella Valley Music & Arts Festival and Stagecoach Music Festival, the team assisted key press, including Air France Madame, WTA Features, Glamour Mexico, ELLE Australia and DINE Magazine.

The **BNP Paribas Open** was held in Greater Palm Springs March 6 to March 19 at the Indian Wells Tennis Garden. Media guests had the opportunity to experience the destination by participating in activities, dining at various locations across the valley, enjoying tennis related events and experiencing the world's largest ATP World Tour and WTA combined professional tennis tournament in the world!

The **Visit California Japan & Korea Media Mission** was held March 19 to March 25. This successful biannual mission included interviews and media appointments that reached top tier media and influencers (broadcast, print and digital) in Seoul, South Korea, as well as Osaka and Tokyo, Japan.

The **Visit California New York City Media Reception** took place March 21. This event connected the CVB and other California destinations and tourism business with nearly 120 actively-producing consumer, lifestyle and travel media. Top outlets represented at the event included Travel + Leisure, Passport Magazine, Conde Nast Traveler, Brides, Glamour and Today - NBC News Network.

During the month of April, the internationally renowned **Coachella Valley Music & Arts Festival and Stagecoach Music Festival** were held on the vast grounds of the Empire Polo Club. The CVB assisted several media guests in town for the festivals by also offering experiences "beyond Coachella." Each visit was tailored to the guest(s) so he/she/they had the opportunity to experience the destination by participating in activities that varied from ATV rides to midcenturymodern architecture tours.

### Featured Content



As a result of Channaly Philipp's media visit, Epoch Times article "**Oasis in the Desert**" showcases Greater Palm Springs as a classic Hollywood retreat that is not only beautiful, but also full of endless possibilities for visitors. The article highlights JW Marriott Desert Springs, Shields Date Garden, Desert Adventures, Two Bunch Palms and the Agua Caliente Band of Cahuilla Indians.

March 1, 2017 | Circulation: 20,000 | Earned Value: \$191,1759

The Greater Palm Springs CVB partnered with WestJet Magazine on a 10-page feature "**Desert Dreams**" in the April 2017 issue highlighting the glamour and unique style of Greater Palm Springs. The WestJet Magazine crew was in destination for a week and experienced The Living Desert, El Paseo Shopping District, Joshua Tree National Park, Indian Canyons, Moorten's Botanical Gardens and The Monkey Tree Hotel. The magazine is included in every seatback.

April 1, 2017 | Circulation: 1.9 million | Earned Value: \$79,000



## Marketing & Communications: March and April 2017 (Cont.)

### Social Chatter about Greater Palm Springs

One of the many fun and creative ways we promote the destination is to urge media guests and FAM groups visiting Greater Palm Springs to post social media content and tag our partners and the CVB. In addition to the CVB's social media tags, we share CVB Partner social media handles and hashtags. Below is a selection of examples.

**#VisitGPS #CADeserts #findyouroasis**



**@camille\_dg | JTNP | 695 likes**  
Voyager avec lui c'est toujours trippant!  
C'est la deuxième fois qu'on vient ensemble  
dans le désert de la Californie et on est, une  
fois de plus, agréablement servi cote  
activités d'aventures! #visitgps



**@lesleymirza | San Andreas Fault Line | 17 likes**  
Exploring the San Andreas Fault Zone with our  
knowledgeable guide Cheyenne of  
@redjeeptours. Great activity! #CADeserts  
#visitgps



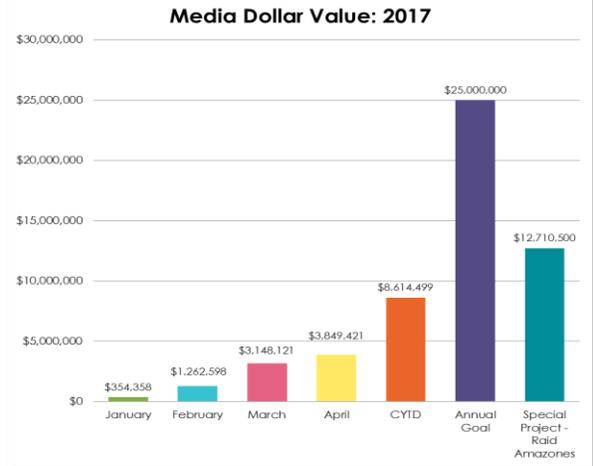
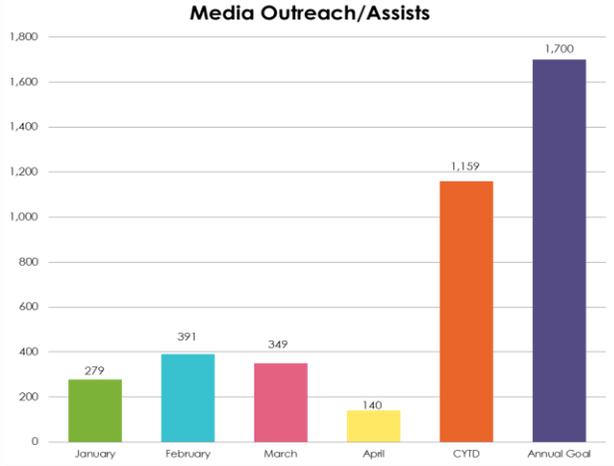
**@mummydaddyme | Palm Springs | 1,057 likes**  
Floating on a cool lilo is genuinely compulsory  
in Palm Springs. I knew I would love it here.  
#visitcalifornia #kidifornia #VisitGPS



**@gbmarck | Desert X | 1,183 likes**  
Trampantojo desértico.  
#VisitGPS #GreaterPalmSprings #DesertX

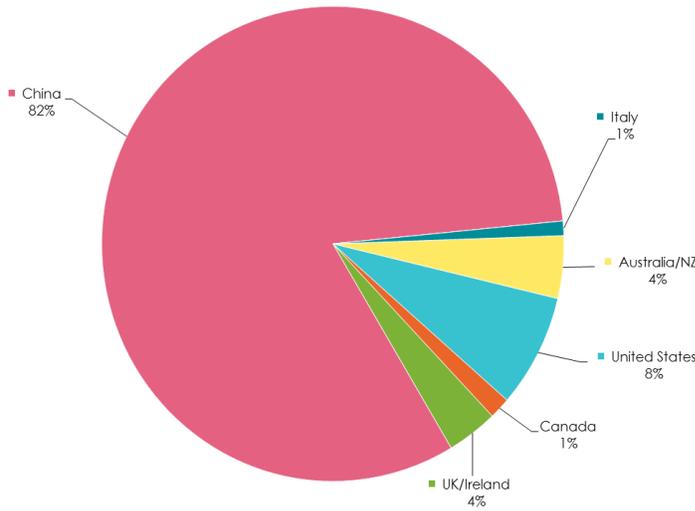
# Marketing & Communications: March and April 2017 (Cont.)

## 2017 Media Value



## Distribution of Articles To Date

China will continue to account for the majority of earned media due to the country's large readership



## On the Horizon

The **Visit California San Francisco Media Reception** will take place May 16. This event is held to connect California destinations and tourism businesses with leading media outlets based in the Bay Area, and is an exceptional opportunity to garner top-tier coverage.

The **Greater Palm Springs CVB** is delighted to host its first **Greater Palm Springs Restaurant Week Media Preview** day at Agua Caliente Casino Resort & Spa on **May 19**. More than 90 media from Los Angeles, Orange County, San Diego and the Inland Empire have been invited to attend the private tasting with featured participating restaurants to share the love (#dineGPS) and promote this highly anticipated multiday culinary event taking place **June 2-11**.

The **PRSA 2017 Travel & Tourism Conference** will be held in **Greater Palm Springs May 21-24**. The conference will take place at The Riviera Palm Springs. The conference will encompass various workshops, roundtables, speakers and receptions that will also include CVB Partners.

The **Travel Media Association of Canada (TMAC) Conference** will take place in Quebec City, Canada **May 24-27**. This conference brings together Canada's most respected professional travel writers, bloggers, photographers, videographers and tourism industry experts.

The CVB Communications team will be assisting several inbound media guests during the months of May and June, including many writers/influencers with a foodie focus as a way to secure additional coverage leading up to Greater Palm Springs Restaurant Week.

Film Oasis Highlights

The CVB has contracted Michelle Rodriguez of 360viewPR to continue the great Film Oasis momentum that Jan Maguire started.

Utilizing 19+ years of experience in publicity with expertise in Film and TV production, Michelle Rodriguez founded 360viewPR with the vision of offering clients a completely integrated public relations solution.

Prior to launching 360viewPR, Michelle held the position of Director of Media Relations & Publicity at the Los Angeles Tourism & Convention Board, overseeing all media relations outreach on behalf of the Board. Prior to joining LATCB she served as head of Communications for Visit Santa Barbara where she oversaw all communications efforts domestically and internationally. Through her efforts at Visit Santa Barbara the destination landed on the cover of Travel + Leisure, was featured on several GMA segments, and appeared in an episode of the Bachelorette and a Bachelor Wedding. Prior to tourism marketing, Michelle's Film and Television PR clients included Miramax Films, Lionsgate Entertainment and CBC Television Canada.

Michelle is based in both Los Angeles and Palm Springs.



Contact Michelle Rodriguez for more information  
Film Oasis Representative  
[filmoasis@gpscvb.com](mailto:filmoasis@gpscvb.com)

Destination Development Highlights

**Greater Palm Springs Restaurant Week:**

With the CVB at the helm of its management and execution, the 2017 Greater Palm Springs Restaurant Week, slated for June 2-11, is poised to become the most successful Restaurant Week in the destination's history.

Restaurant Week is a 10-day dining event that showcases eateries throughout the Coachella Valley and 2017 marks the first year that eight of our cities are participating: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio. Lunch is a new option this year at set prices of \$15, \$20 and \$25 while dinner menus are at set prices of \$29, \$39 and \$49.

The modern "Peace. Love. Eat." creative is destined to appeal to foodies everywhere. A local campaign is underway with TV, print, radio and Hispanic media while a very robust drive market campaign comprises TV, print, radio and digital in Los Angeles County, Ventura County, Riverside County, Orange County and San Diego County. The website has been enhanced to sort by participating restaurants, city, lunch or dinner, price or A-Z and Z-A.

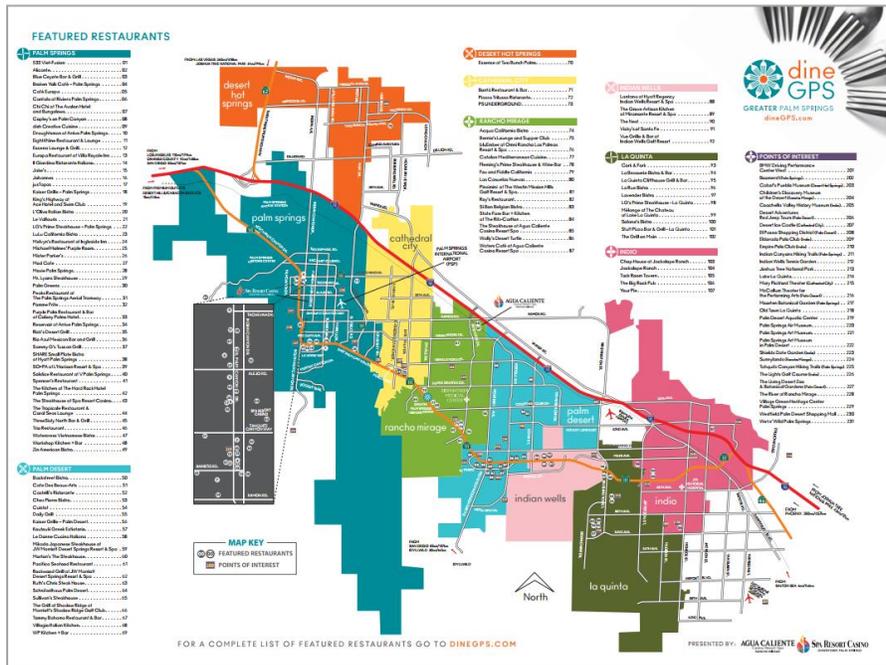


We are advertising to both the English AND Spanish speaking market so our promotional materials, ads and radio spots are also in Spanish.



Destination Development Highlights

Another new item this year is the **Dining Guide & Map** of participating restaurants for Greater Palm Springs Restaurant Week. There are more than 100 restaurants featured on the map offering a very dynamic view of the Greater Palm Springs culinary scene. More than 100,000 maps will be distributed throughout the Coachella Valley in May and June.



The Greater Palm Springs Restaurant Week website went live in April and traffic has been impressively strong. We have seen 3,917 sessions with 2,358 users to the site and the media campaigns have only recently launched. There have been nearly 19,000 page views and the average time on site is 7:38 minutes. We believe the long time on site is from restaurants checking their listing information, photos and uploading menus.

Traffic to the Restaurant Week site is coming from desktop viewers at 62%, mobile at nearly 27%, and tablet viewers at just over 10%. Mobile viewership is expected to grow dramatically when advertising ramps up in May.

**Outdoor Adventure:**

The outdoor adventure tourism industry is growing rapidly, and with its mountains, canyons, preserves, hiking and biking trails and so much more, Greater Palm Springs is an outdoor adventurer's dream. The CVB is exploring opportunities and working with CVAG on wayfinding signage for visitors to find trails more easily in our destination. We are also working with Friends of Desert Mountains to identify viable trails to promote, directional trail markers on the trails, and to populate hiking apps such as Easy2Hike for outdoor enthusiasts to easily find



their way along the trails. The collecting of outdoor activities from hiking and mountain biking to jeep tours, bike tours and camping sites and more has begun. Once all outdoor adventure assets are identified and tagged in our database, the CVB will create an Outdoor Adventure lifestyle section on the CVB website.

#### Health & Wellness:

Health & Wellness tourism is a growing trend and Greater Palm Springs offers a broad spectrum of authentic, diverse experiences. Existing offerings are now being curated and tagged to develop a Health & Wellness special interest section on the CVB website. Topics and content will promote relaxation/spa, fitness, outdoor activities, health/healing, and nutrition/healthy dining. The CVB is establishing an advisory committee to provide input on specific strategies to fully embrace and promote our destination as a leading getaway for Health & Wellness travel experiences.

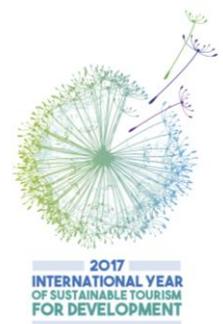
#### Arts & Culture:

Founded by Annenberg Retreat at Sunnylands Editorial Director Susan Davis, the inaugural **Desert X** catapulted Greater Palm Springs into the international art world scene. The CVB was proud to provide marketing support for the highly creative curated exhibition of site-specific work. CVB promotional efforts included website content, including articles—the most recent “How to See Desert X in Four Hours,” as well as weekly “This Week in GPS” listings. The CVB also publicized the two-month event via press releases and social media. Arts & Culture initiatives moving forward into May and summer months will include generating more content, as well as continued strategizing with the **California Desert Arts Council (CDAC)**.



#### Sustainability:

The Greater Palm Springs CVB is supporting the United Nations designation of 2017 as the International Year of Sustainable Tourism for Development. We're showcasing our local Partners who support the creation of a global sustainable event and tourism industry. We're also enhancing the CVB website to allow Partners to provide information about their sustainable practices to share with meeting planners and consumers seeking sustainable destinations. And, we're participating in social media share days with destinations around the globe to keep our destination “top of mind” among tourism leaders thinking about global sustainability.



## HOW TO GET INVOLVED

Please contact Vicki, [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com), for the following:

### **Greater Palm Springs Restaurant Week:**

Promotional material or the Dining Guide & Map of featured restaurants. Please specify the number of promo cards or maps that you will need.

### **Outdoor Adventure:**

If you have outdoor activities that you promote to your guests, please let us know. We are seeking content, articles, photos and videos to share with visitors as we promote Outdoor Adventure.

### **Health & Wellness:**

Please be sure to update your listing on the CVB website with your Health and Wellness features and images by logging in to the partner extranet at [www.mygpscvb.com](http://www.mygpscvb.com). If you need more information or have ideas to share, please email Vicki.

### **Sustainability:**

Please be sure to update your listing on the CVB website with your eco friendly offerings and sustainable practices by logging in to the partner extranet at [www.mygpscvb.com](http://www.mygpscvb.com). If you need more information or have ideas to share, please email Vicki.

### **Digital Library:**

We are continuing to add new images and requesting approval of existing images for our Greater Palm Springs destination photo/video gallery. The new site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at [www.barberstock.com/greaterpalmsprings](http://www.barberstock.com/greaterpalmsprings). We are seeking images for culinary, outdoor adventure, health & wellness, and sustainability.

For more information about Destination Development, contact

**Vicki Higgins**

VP of Destination Development

[vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com)

(760) 969-1347

# PSP Schedule Analysis- April 2017

April 2017

April 2016

Number of Flights

1,237

Number of Seats

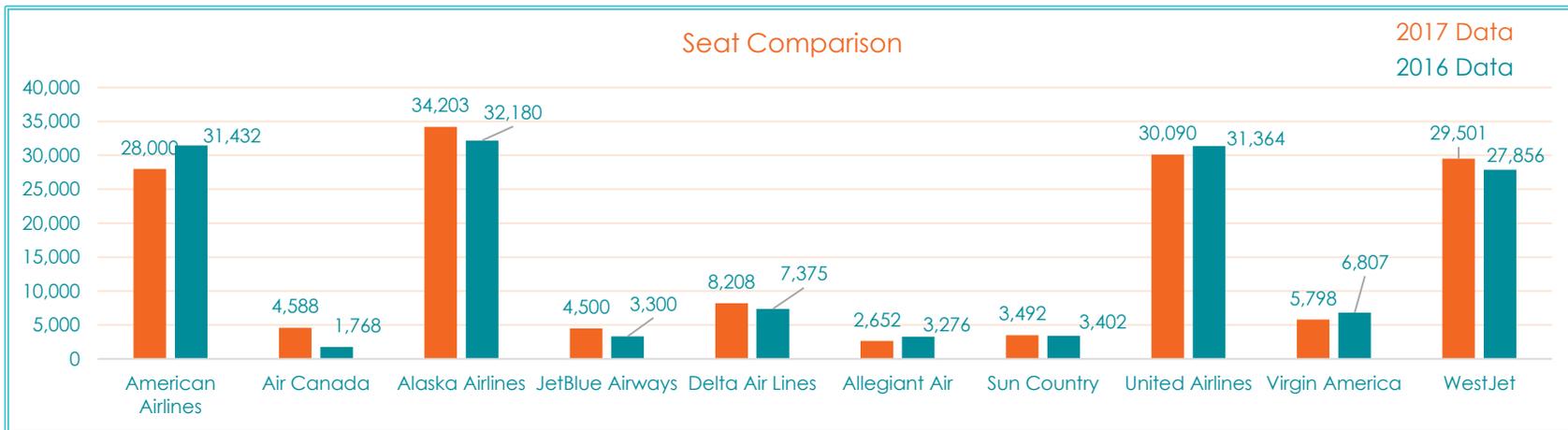
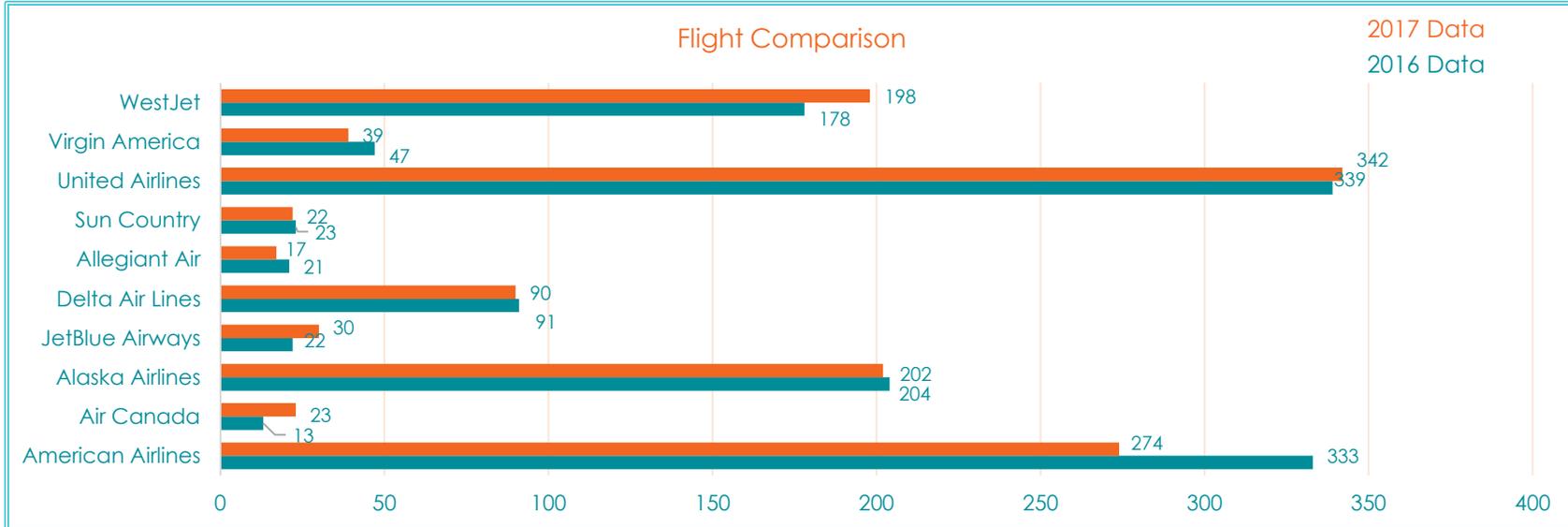
151,032

Number of Flights

1,271

Number of Seats

148,760



PSP Departures & Average Seats per Departure

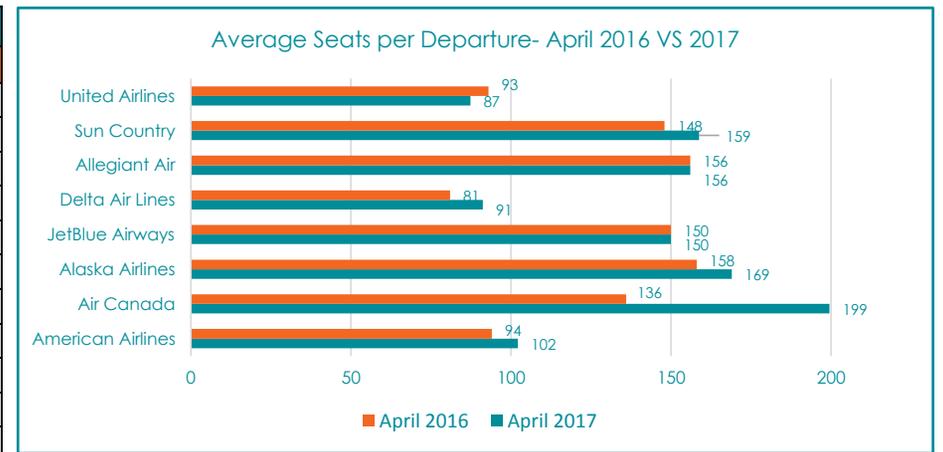
Market Airline		Monthly Departures Each Way				Average Seats per Departure			
		Apr-17	May-17	Jun-17	Jul-17	Apr-17	May-17	Jun-17	Jul-17
<b>Air Canada (AC)</b>									
	Vancouver, BC, CA (YVR)	10	0	0	0	2,820	0	0	0
	Toronto, ON, CA (YYZ)	13	0	0	0	1,768	0	0	0
<b>Alaska Airlines (AS)</b>									
	Portland, OR (PDX)	43	35	7	5	7,245	6,088	1,258	899
	Seattle, WA (SEA)	99	88	19	14	16,283	15,018	3,387	2,342
	San Francisco, CA (SFO)	60	61	56	58	10,675	10,639	10,055	10,215
<b>Allegiant Air (G4)</b>									
	Bellingham, WA (BLI)	17	9	9	9	2,652	1,404	1,404	1,404
<b>American Airlines (AA)</b>									
	Dallas/Fort Worth, TX (DFW)	63	62	31	31	10,080	9,920	4,960	4,960
	Chicago-O'Hare, IL (ORD)	33	31	1	0	5,280	4,960	160	0
	Phoenix, AZ (PHX)	178	159	150	151	12,640	11,316	10,680	10,756
<b>Delta Air Lines (DL)</b>									
	Salt Lake City, UT (SLC)	60	61	60	62	3,576	3,050	3,000	3,100
	Seattle, WA (SEA)	0	0	0	0	0	0	0	0
	Minneapolis, MN (MSP)	30	2	0	0	4,632	264	0	0
<b>JetBlue (B6)</b>									
	New York, NY (JFK)	30	2	0	0	4,500	300	0	0
<b>Sun Country Airlines (SY)</b>									
	Minneapolis, MN (MSP)	22	0	0	0	3,492	0	0	0
<b>United Airlines (UA)</b>									
	Denver, CO (DEN)	95	66	60	60	10,719	8,338	5,050	4,140
	Houston- International, TX (IAH)	35	4	0	0	2,492	280	0	0
	Los Angeles, CA (LAX)	30	31	30	31	1,560	1,550	1,500	1,550
	Chicago- O'Hare, IL (ORD)	31	4	0	0	3,941	512	0	0
	San Francisco, CA (SFO)	151	128	97	88	11,378	8,010	8,392	6,334
<b>Virgin America (VX)</b>									
	New York, NY (JFK)	4	0	0	0	586	0	0	0
	San Francisco, CA (SFO)	35	17	18	18	5,212	2,533	2,682	2,682
<b>WestJet (WS)</b>									
	Edmonton, AB, CA (YEG)	29	0	0	0	4,416	0	0	0
	Vancouver, BC, CA (YVR)	66	9	9	9	10,784	1,254	1,292	1,237
	Winnipeg, MV, CA (YWG)	11	0	0	0	1,430	0	0	0
	Calgary, AB, CA (YYC)	79	31	17	18	11,177	4,210	2,281	2,449
	Toronto, ON, CA (YYZ)	13	0	0	0	1,694	0	0	0
<b>Totals</b>		<b>1,237</b>	<b>800</b>	<b>564</b>	<b>554</b>	<b>151,032</b>	<b>89,646</b>	<b>56,101</b>	<b>52,068</b>

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
American Airlines	9.1	8.1	6.1	5.9	6.3	7.0
Air Canada	0.8	0.0	0.0	0.0	0.0	0.0
Alaska Airlines	6.7	5.9	2.7	2.5	2.2	1.3
JetBlue Airways	1.0	0.1	0.0	0.0	0.0	0.0
Delta Air Lines	3.0	2.0	2.0	2.0	2.0	1.9
Allegiant Air	0.6	0.3	0.3	0.3	0.3	0.3
Sun Country	0.7	0.0	0.0	0.0	0.0	0.0
United Airlines	11.4	7.5	6.2	5.8	6.5	7.0
Virgin America	1.3	0.5	0.6	0.6	0.8	2.0
WestJet	6.6	1.3	0.9	0.9	0.8	0.9
	<b>41.2</b>	<b>25.8</b>	<b>18.8</b>	<b>17.9</b>	<b>18.9</b>	<b>20.3</b>

Average Daily Seats Each Way (DSEW) by Market Airline						
Market Airline	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
American Airlines	933	845	527	507	539	586
Air Canada	153	0	0	0	0	0
Alaska Airlines	1,138	1,024	490	434	391	230
JetBlue Airways	150	10	0	0	0	0
Delta Air Lines	274	107	100	100	100	95
Allegiant Air	88	45	47	45	40	47
Sun Country	116	0	0	0	0	0
United Airlines	996	603	498	388	574	506
Virgin America	193	82	89	87	115	293
WestJet	983	176	119	119	113	116
	<b>5,025</b>	<b>2,892</b>	<b>1,870</b>	<b>1,680</b>	<b>1,871</b>	<b>1,873</b>

Average Seats per Departure by Market Airline						
Market Airline	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17
American Airlines	102	104	87	86	85	84
Air Canada	199	0	0	0	0	0
Alaska Airlines	169	173	179	175	178	177
JetBlue Airways	150	150	0	0	0	0
Delta Air Lines	91	53	50	50	50	50
Allegiant Air	156	156	156	156	156	156
Sun Country	159	0	0	0	0	0
United Airlines	87	80	80	67	88	73
Virgin America	149	149	149	149	149	149
WestJet	149	137	137	137	135	129
	<b>1,412</b>	<b>1,001</b>	<b>838</b>	<b>820</b>	<b>841</b>	<b>817</b>



April 2017 Departures by Aircraft Type

Average Daily Opportunities

Market Airline	Aircraft Type	# of Flights	# of Seats	Average Daily Flight Opportunities	Average Daily Seat Opportunities
AA : American Airlines	B737-800 Winglets Pax/BBJ2	96	15,360	3.2	512
AA : American Airlines	CRJ-700	148	10,360	4.9	345
AA : American Airlines	CRJ-900	30	2,280	1.0	76
AC : Air Canada	A319	13	1,768	0.4	59
AC : Air Canada	B767-300 Passenger	10	2,820	0.3	94
AS : Alaska Airlines	B737-400	2	288	0.1	10
AS : Alaska Airlines	B737-700 Passenger	22	2,728	0.7	91
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	41	6,519	1.4	217
AS : Alaska Airlines	B737-900 Passenger	36	6,453	1.2	215
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	101	18,215	3.4	607
B6 : JetBlue Airways	A320	30	4,500	1.0	150
DL : Delta Air Lines	A319	6	792	0.2	26
DL : Delta Air Lines	A320	24	3,840	0.8	128
DL : Delta Air Lines	CRJ	26	1,300	0.9	43
DL : Delta Air Lines	CRJ-700	28	1,820	0.9	61
DL : Delta Air Lines	CRJ-900	6	456	0.2	15
G4 : Allegiant Air	A319	17	2,652	0.6	88
SY : Sun Country	B737-700 Passenger	2	252	0.1	8
SY : Sun Country	B737-800 Passenger	20	3,240	0.7	108
UA : United Airlines	A319	63	8,064	2.1	269
UA : United Airlines	A320	47	7,050	1.6	235
UA : United Airlines	B737-800 Passenger	4	640	0.1	21
UA : United Airlines	B737-900 Passenger	6	1,074	0.2	36
UA : United Airlines	CRJ-200	119	5,950	4.0	198
UA : United Airlines	CRJ-700	86	6,020	2.9	201
UA : United Airlines	E-175 Enhanced Winglets	17	1,292	0.6	43
VX : Virgin America	A320	39	5,798	1.3	193
WS : WestJet	B737-600	9	1,017	0.3	34
WS : WestJet	B737-700 Winglets Pax/BBJ1	86	11,180	2.9	373
WS : WestJet	B737-800 Winglets Pax/BBJ2	103	17,304	3.4	577

### January 2017 - Load Factor Report

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2017	Load Factor 2016	Departures	Average Departures Per Day
American Airlines	31,419	25,898	82.99	75.10	292	9.4
Alaska Airlines	27,079	19,437	76.23	78.08	152	4.9
JetBlue Airways	4,425	3,763	85.03	0.00	29.5	1.0
Delta Air Lines	12,312	9,783	80.95	84.38	149	4.8
Allegiant Air	2,418	1,927	79.67	85.68	15.5	0.5
SkyWest Airlines	0	0	0	20.00	0	0.0
Sun Country	4,671	2,243	48.02	69.40	30	1.0
United Airlines	26,541	20,765	81.86	79.19	350	11.3
Virgin America	5,918	3,468	60.98	59.90	40	1.3

