



# Board Report December 2016

The Board Report is a summary of recent performance activity for September through November and also looking forward at our future programs for the Greater Palm Springs Convention & Visitors Bureau.

## 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

The Fall has been a busy time for the CVB team and the destination. Marketing launched a new Fall TV co-op campaign with our partner KTLA in Los Angeles. We partnered once again with JetBlue on their marketing campaign for the return of non-stop service from JFK. Our funding assisted with the creation of a "retro-travel agency" in New York City, digital, social and outdoor marketing as well as public relations support. Our contract with American Airlines was successful. The non-stop service between Chicago and Palm Springs in October performed very well; 94% load factor and revenues exceeded the performance guaranty. We continue having conversations with Southwest Airlines and are working on a meeting with them in the first quarter.

The CVB has also agreed to lead the effort to promote Restaurant Week and will work on designing marketing and social media campaigns that highlight our culinary scene 365 days a year! The marketing team also attended X Live (a conference for festival organizers) earlier this month and met with possible festival organizers who might be interested in our destination in the future. The conference also featured companies that can assist our current events and hotels with technology and best practices that will ensure our destination remains on the forefront of the visitor experience. A representative from Modernism Week, Indian Wells Tennis Garden, CDAC and Empire Polo Grounds joined the CVB team.

Raid Amazonas from France had a very successful event here! Over 260 women participated in daily challenges and activities. Everything was filmed and shared back in France daily and a compilation will be created highlighting their event. Thank you to all of our Partners and thank you to Jan Maguire for assisting them! It was not easy coordinating this event - very complex!

## Table of Contents

	Page #
Smith Travel Research.....	2
Convention Sales.....	3-11
TAP Report.....	12-15
Travel Industry Sales.....	16-19
Marketing and Communications .....	20-39
Consumer Advertising .....	20-23
Website .....	24-26
Social Media Channels.....	27-29
Communications Media.....	30-32
Film Production and Cultural Tourism .....	33-34
Air Service Development.....	35-39
Community Relations.....	40

# Greater Palm Springs

## Local Industry STR Data for October 2016

(November 2016 data will be available December 19, 2016)

Oct 2016							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Oct. 2015					Occ %	Percent Change from CYTD 2015					Census # of Hotels	Census # of Rooms
	Oct. 2016	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2016	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	64.2	14.2	38.6	58.4	59.6	15.1	62.1	3.8	7.5	11.6	11.0	3.2	132	14432
Palm Springs	62.0	10.5	30.8	44.5	47.6	12.9	61.8	2.2	6.7	9.0	11.5	4.5	63	5069
Cathedral City/ Desert Hot Springs	58.9	83.2	59.2	191.7	193.8	84.5	53.7	26.2	13.0	42.6	43.6	27.1	5	567
Rancho Mirage	65.5	-1.2	33.9	32.3	32.3	-1.2	66.0	2.9	6.7	9.8	9.8	2.9	7	1842
Palm Desert	72.3	17.9	42.3	67.8	67.8	17.9	68.3	5.3	6.4	12.0	12.0	5.3	13	2188
Indian Wells/ La Quinta	63.7	18.3	53.7	81.7	81.7	18.3	60.0	5.7	8.3	14.4	13.9	5.2	9	2568
Indio	61.5	20.0	52.5	83.0	83.0	20.0	56.9	-2.7	12.3	9.2	9.2	-2.7	17	1307
<b>Hotel Class</b>														
Upper Resort	64.2	12.3	41.6	59.0	59.0	12.3	61.9	5.7	5.6	11.6	11.6	5.7	12	4850
Resort	62.0	15.6	30.0	50.3	50.5	15.8	62.4	4.2	8.0	12.5	12.4	4.1	14	2843
Branded Select Service	66.6	15.5	42.4	64.6	64.6	15.5	63.0	2.4	8.3	10.9	11.1	2.5	42	4214

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

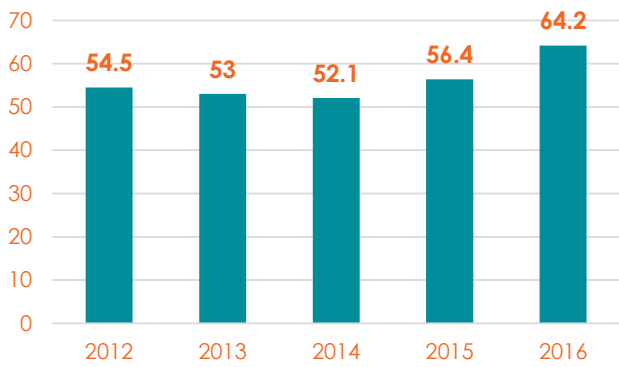
(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

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

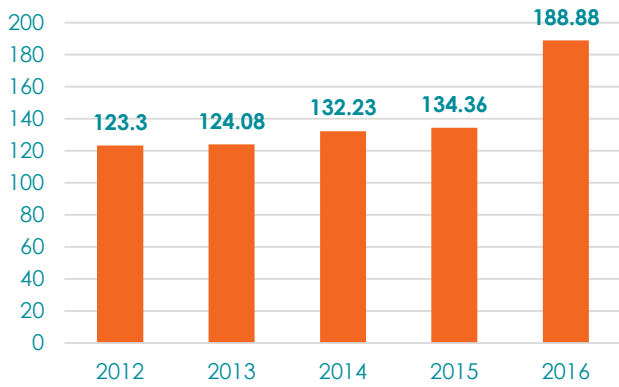
# Smith Travel Accomodations Report

## October Only

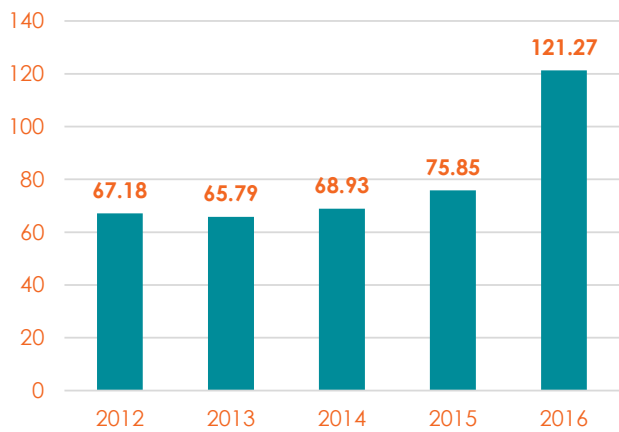
### Occupancy



### ADR

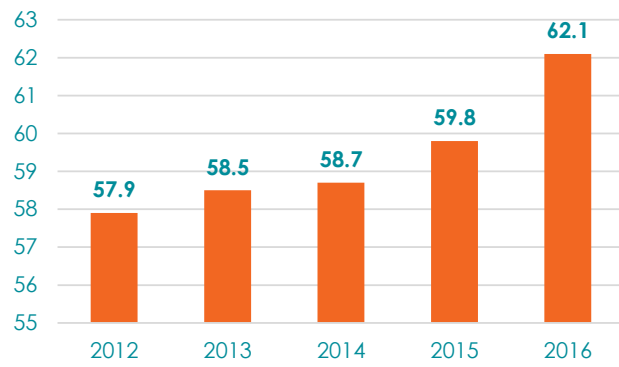


### RevPAR

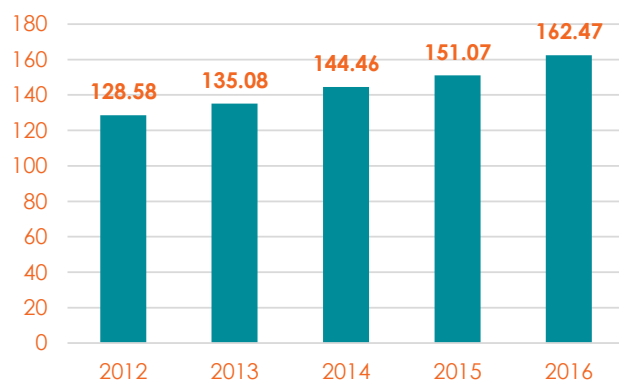


## YTD through October

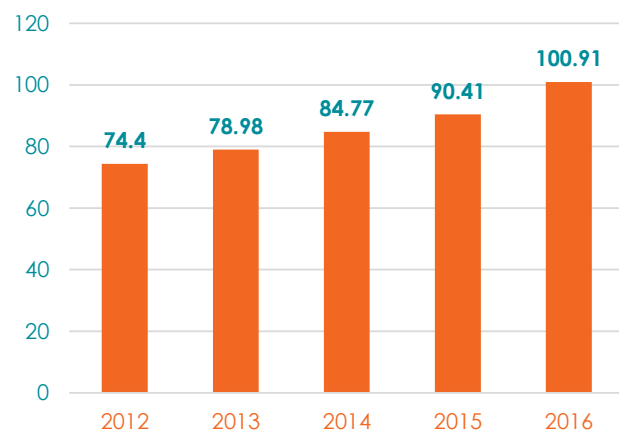
### Occupancy



### ADR



### RevPAR



# Convention Sales & Services

## Fourth Quarter 2016

### Convention Sales

In an effort to introduce key meeting professionals to one of the world's most exciting and forward-thinking conferences, we are launching an interactive LinkedIn promotion whereby we will award four meeting planners with an opportunity to attend **C2 Montreal**. Known as "a business conference unlike any other" by *Harvard Business Review* and imagined by Sid Lee in collaboration with founding partner Cirque du Soleil, this three-day event brings together visionaries and forward-thinkers from around the globe to explore the relationship between commerce and creativity (C2), and its potential to redefine business.

Additionally in 2017, the CVB sales team is embarking on a new program called the **Oasis Ambassador Program**, designed to differentiate our destination from others by promoting its intellectual capital above and beyond the convention infrastructure. We will do this by designating industry experts from fields most prominent in the Coachella Valley such as sustainability, education, health services, agriculture, etc., and these Ambassadors will be enlisted to assist the CVB in targeting and ultimately closing on convention business in our destination.

Needless to say, the travel schedule did not take a break in the fourth quarter and will continue to be quite demanding as we quickly sail into 2017. Read on to learn more about some of the highlights from our recent travel, as well as key opportunities for Partners in future months.

#### Travel Highlights from September-November

- New in September, the CVB attended the **MPI Thought Leaders' Summit** in Las Vegas, where we hosted senior level meeting professionals during a 3-day conference filled with networking and education.
- In October, we participated once again in **IMEX America**, where 2,400 Hosted Buyers and 2,300+ Exhibitors from over 45 countries were present. The CVB had three representatives in attendance, and nine Partners participated in the 3-day conference which allowed each booth representative to manage an individual calendar with client appointments.
- In November, the CVB participated in the **Dallas Smart Meetings Event**, where we met with dozens of meeting professionals for one-on-one appointments, and discussed the potential of bringing their conferences to Greater Palm Springs.

#### Upcoming Travel & Events of Interest

- **January 5-16, 2017. Palm Springs International Film Festival Gala Destination Experience** - CVB sales staff will host meeting professionals for various activities and hotel site inspections along with attending the 2017 Palm Springs International Film Festival Gala on January 2<sup>nd</sup>.
- **February 7-9 2017. Religious Conference Management Association (RCMA) Annual Conference** - CVB and destination Partners will attend the annual RCMA program in Chicago. The show attracts approximately 2,300 executives and meeting professionals from around the country who specialize in placing religious oriented meetings and events. Contact Suzanne Aed for details.
- **March, 2017. Los Angeles Area Sales Calls** - CVB staff and Partners will travel to Los Angeles for sales calls, presentations and events throughout the city and the San Fernando Valley. Contact Matt Bark for details.

# Convention Sales & Services Fourth Quarter 2016

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

## December 2016:

December 1-2 - **CalSAE (California Society of Association Executives) Seasonal Spectacular** – Ten destination Partners and CVB staff attended the annual CalSAE event in Sacramento. This event also included one-on-one appointments with prospective clients. See event photo below.



December 4-6 - **Society of Incentive Travel Executives (SITE) Southeast Annual Meeting** - The CVB participated in this program for the first time in 2016. The conference drew meeting planners from throughout the Southeast region.

December 7-8 – **Washington, D.C. Sales Calls** - CVB staff organized meetings, presentations and events with conference executives throughout the District of Columbia.

December 12-14 - **American Express Meetings & Events INTERaction** – This is a first-time event for the CVB with this group of influential meeting professionals. The program includes one-on-one appointments and group events during the program.

December 12-14 - **SITE Southern California Holiday Event** - This annual program at the St. Regis Monarch Beach Resort in Dana Point, CA traditionally attracts approximately 300 meeting planners from throughout the region.

## January 2017:

January 1-3 - **Palm Springs International Film Festival Destination Experience** - CVB sales staff will host 16 meeting professionals and their guests for the 2017 Palm Springs International Film Festival Gala on January 2<sup>nd</sup>.

January 8-11 - **Professional Convention Management Association (PCMA) Annual Meeting** - CVB representatives will travel to Texas to participate in the Convening Leaders Conference in Austin.

## Convention Sales & Services Fourth Quarter 2016

January 12-13 - **Smart Meetings Southern California**- CVB staff will travel to Los Angeles to participate in the one-day Smart Meetings conference. Staff will have approximately 40 one-on-one appointments with new and existing customers.

### February 2017:

February 7-9 - **Religious Conference Management Association (RCMA) Annual Conference** - CVB staff and two destination Partners will attend the annual RCMA program in Chicago. The show attracts approximately 2,300 executives and meeting professionals from around the country.

### March 2017:

March 19-22 – **Independent Planner Education Conference (IPEC)** - CVB staff will travel to Colorado Springs to participate in one-on-one appointments and educational sessions. This is a new program for CVB staff. Attendees are independent meeting professionals.

March 30-April 2 – **Professional Convention Management Association (PCMA) Partnership Summit** - This invitation-only, executive-level education, VIP networking and business development event raises funds in support of the PCMA Education Foundation. The CVB is sponsoring three senior meeting professionals for the weekend event.

March - **Southeast Sales Calls** - CVB staff will travel to strategic cities in the southeast like Atlanta, Charlotte and Raleigh/Durham for sales calls, client events and presentations.

March - **San Francisco Sales Calls** - CVB staff will travel to San Francisco for presentations and client events throughout the Bay Area.

March - **Texas Sales Calls** - CVB staff will travel to Dallas/Fort Worth for sales calls and presentations with meeting professionals who have programs interested in Greater Palm Springs.

March - **Los Angeles Area Sales Calls** - Destination Partners and CVB staff will travel to Los Angeles for sales calls, presentations and events in the city and the San Fernando Valley.

# Convention Sales & Services

## Fourth Quarter 2016

### 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 department. In doing so, the CVB can better service clients and Partners and assist CVB sales teams in their efforts to bring new and repeat business to the destination.

#### November Summary

The Destination Services team planned and organized 11 programs encompassing 22 events and activities including 10 client events, 1 conference; 6 activities for an international athletic competition held in the destination, 1 holiday gift program to nearly 400 clients and Partners, and 4 Partner-driven events. The department also executed the following:

- Fulfilled 6 client requests resulting in 450 CVB Partner referrals
- Assisted a total of 13 clients with their service requests/fulfillments
- Organized 7 site visits representing 7,647 room nights and 3,685 attendees

#### September – November Highlights

- PRSA Board of Directors Meeting, September 14 – 16
- Canada TIS Sales Mission, September 25 – 20
- IMEX America, October 18 – 20
- Raid Amazonas, November 12 - 20

#### December - February

- The Department projects the following program management:
  - Total of 15 programs encompassing 27 events and activities including:
    - 3 conventional trade shows
    - 2 reverse trade shows
    - 5 FAMs (for a total of 13 activities)
    - 5 client events
    - 1 sponsorship fulfillment
    - 2 partner events
    - 1 CVB staff event
  - December & January site visits currently total 6 with room nights at 3,556.
  - February is currently open.
  - 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 dramatically in the coming months.

For questions, submissions or comments,  
contact Rick Blackburn, Vice President of Convention Sales & Destination Services  
rblackburn@palmsspringsoasis.com

**Convention Sales  
Production  
November 2016**

**Convention Sales Production**

TEAM	November 2016	November 2015	Variance	YTD 2016	YTD 2015	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>64</b>	<b>69</b>	<b>-7%</b>	<b>884</b>	<b>776</b>	<b>14%</b>	<b>786</b>	<b>112%</b>
<b>Definite Room Nights</b>	<b>17,151</b>	<b>18,399</b>	<b>-7%</b>	<b>162,493</b>	<b>145,041</b>	<b>12%</b>	<b>156,607</b>	<b>104%</b>
<b>Bookings</b>	<b>22</b>	<b>23</b>	<b>-4%</b>	<b>267</b>	<b>228</b>	<b>17%</b>	<b>237</b>	<b>113%</b>

EIC	November 2016	November 2015	Variance	YTD 2016	YTD 2015	Variance
Business Sales	\$ 15,450,076	\$ 17,130,738	-10%	\$ 167,038,959	\$ 128,963,928	30%
Jobs Supported	3,855	4,436	-13%	43,162	30,623	41%
Local Taxes	\$ 913,141	\$ 954,933	-4%	\$ 9,104,036	\$ 7,624,535	19%
Personal Income	\$ 5,457,313	\$ 6,041,035	-10%	\$ 58,833,616	\$ 45,206,189	30%
Bed Taxes	\$ 442,554	\$ 440,288	1%	\$ 4,080,543	\$ 3,674,595	11%

LEGACY	November 2016	YTD 2016
Definite Room Nights	3,504	28,835
Bookings	1	15

EIC	November 2016	YTD 2016
Business Sales	\$ 2,487,013	\$ 34,633,632
Jobs Supported	304	9,150
Local Taxes	\$ 115,578	\$ 1,704,058
Personal Income	\$ 873,314	\$ 12,121,740
Bed Taxes	\$ 43,677	\$ 672,503

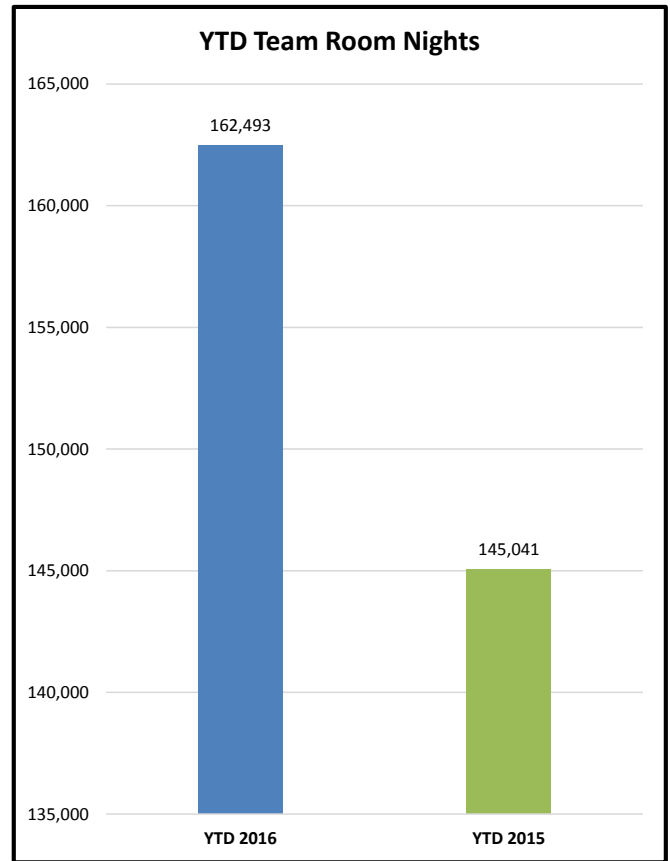
TOTAL	November 2016	YTD 2016
Definite Room Nights	20,655	191,328
Bookings	23	282

EIC	November 2016	YTD 2016
Business Sales	\$ 17,937,089	\$ 201,672,591
Jobs Supported	4,159	\$ 52,312
Local Taxes	\$ 1,028,719	\$ 10,808,094
Personal Income	\$ 6,330,627	\$ 70,955,355
Bed Taxes	\$ 486,230	\$ 4,753,047

**Meetings Actualized (Includes Legacy)**

	November 2016	YTD 2016
Definite Room Nights	18,134	171,868
Bookings	25	286

EIC	November 2016	YTD 2016
Business Sales	\$ 14,858,175	\$ 165,584,557
Jobs Supported	4,179	43,848
Local Taxes	\$ 765,813	\$ 9,165,883
Personal Income	\$ 5,216,998	\$ 58,195,366
Bed Taxes	\$ 321,124	\$ 4,107,996



**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 November

### By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2016	3	14%	292	2%	93	1%	108	34,688
2017	11	50%	3,464	20%	2,739	32%	106	58,489
2018	3	14%	5,864	34%	1,750	21%	30	32,714
2019	2	9%	2,155	13%	780	9%	12	19,234
2020	2	9%	3,104	18%	2,350	28%	8	12,811
2021	0	0%	0	0%	0	0%	2	2,285
2022	1	5%	2,272	13%	720	9%	1	2,272
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>17,151</b>	<b>100%</b>	<b>8,432</b>	<b>100%</b>	<b>267</b>	<b>162,493</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	9	41%	516	3%	207	2%	132	17,450
100 - 200	4	18%	1,916	11%	1,825	22%	46	21,089
201-499	6	27%	7,844	46%	2,930	35%	64	68,912
500-999	3	14%	6,875	40%	3,470	41%	24	51,482
1000-1499	0	0%	0	0%	0	0%	1	3,560
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>17,151</b>	<b>100%</b>	<b>8,432</b>	<b>100%</b>	<b>267</b>	<b>162,493</b>

### By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture/Food Products	3	14%	4,944	29%	1,330	16%	11	11,918
Association National	0	0%	0	0%	0	0%	0	0
Association State	0	0%	0	0%	0	0%	0	0
Athletic/Recreation	0	0%	0	0%	0	0%	6	6,747
Automotive	1	5%	1,400	8%	600	7%	15	8,401
Computer/Software	0	0%	0	0%	0	0%	4	4,607
Corporation	0	0%	0	0%	0	0%	0	0
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	2	246
Educational	1	5%	1,933	11%	2,000	24%	22	15,908
Entertainment	3	14%	863	5%	1,325	16%	9	1,486
Environment	0	0%	0	0%	0	0%	2	3,843
Film Crews	0	0%	0	0%	0	0%	1	39
Financial	3	14%	1,730	10%	650	8%	16	14,653
Franchise/Multi-Level	0	0%	0	0%	0	0%	5	3,534
Fraternal	0	0%	0	0%	0	0%	0	0
Government	1	5%	65	0%	20	0%	19	8,796
Health & Medical	3	14%	1,894	11%	775	9%	42	16,918
Heritage/Veterans	0	0%	0	0%	0	0%	0	0
HighTech	0	0%	0	0%	0	0%	5	4,582
Hobby/Vocational	0	0%	0	0%	0	0%	1	267
Incentive	0	0%	0	0%	0	0%	0	0
Insurance	0	0%	0	0%	0	0%	7	4,864
Labor Union	0	0%	0	0%	0	0%	0	0
LGBT	0	0%	0	0%	0	0%	1	2,200
Manufacturing/Distribution	1	5%	24	0%	12	0%	14	5,049
Meetings/Conventions	1	5%	30	0%	12	0%	2	120
Military Reunions	0	0%	0	0%	0	0%	0	0
Pharmaceuticals	0	0%	0	0%	0	0%	4	5,434
Real Estate	0	0%	0	0%	0	0%	1	275
Religious	0	0%	0	0%	0	0%	24	11,640
Scientific/Engineering	1	5%	50	0%	20	0%	5	2,616
SMERF	0	0%	0	0%	0	0%	0	0
Social	1	5%	1,324	8%	800	9%	10	5,266
Sporting Events	0	0%	0	0%	0	0%	5	2,717
Third Party Corporation	0	0%	0	0%	0	0%	0	0
Third Party Planner	1	5%	581	3%	150	2%	5	1,332
Third Party SMEF	0	0%	0	0%	0	0%	1	231
Trade/Commercial	1	5%	2,272	13%	720	9%	25	15,697
Transportation	1	5%	41	0%	18	0%	3	3,107
Travel Agent/Third Party	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>17,151</b>	<b>100%</b>	<b>8,432</b>	<b>100%</b>	<b>267</b>	<b>162,493</b>

**Convention Sales**  
Booking Production Analysis (Cont.)  
November

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

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Arizona	9	41%	5,260	31%	3,154	37%	1	90
California	0	0%	0	0%	0	0%	141	62,129
Canada	0	0%	0	0%	0	0%	12	7,225
Colorado	1	5%	2,670	16%	750	9%	5	6,247
Connecticut	0	0%	0	0%	0	0%	0	0
District of Columbia	1	5%	65	0%	20	0%	11	10,574
Florida	2	9%	820	5%	1,300	15%	9	7,056
France	0	0%	0	0%	0	0%	1	960
Georgia	2	9%	3,075	18%	1,200	14%	4	5,046
Idaho	0	0%	0	0%	0	0%	2	529
Illinois	0	0%	0	0%	0	0%	9	3,286
Indiana	0	0%	0	0%	0	0%	1	220
Iowa	0	0%	0	0%	0	0%	1	410
Kansas	0	0%	0	0%	0	0%	0	0
Kentucky	0	0%	0	0%	0	0%	0	0
Louisiana	0	0%	0	0%	0	0%	0	0
Maryland	1	5%	50	0%	20	0%	6	5,792
Massachusetts	0	0%	0	0%	0	0%	3	4,750
Michigan	0	0%	0	0%	0	0%	2	385
Minnesota	0	0%	0	0%	0	0%	8	11,161
Missouri	0	0%	0	0%	0	0%	0	0
Montana	0	0%	0	0%	0	0%	1	935
Nebraska	0	0%	0	0%	0	0%	1	260
Nevada	0	0%	0	0%	0	0%	0	0
New Jersey	0	0%	0	0%	0	0%	4	2,131
New Mexico	0	0%	0	0%	0	0%	0	0
North Carolina	0	0%	0	0%	0	0%	1	715
New York	4	18%	3,651	21%	1,570	19%	13	8,382
Ohio	0	0%	0	0%	0	0%	4	4,742
Oklahoma	0	0%	0	0%	0	0%	1	36
Oregon	0	0%	0	0%	0	0%	5	1,022
Pennsylvania	0	0%	0	0%	0	0%	5	6,923
South Carolina	0	0%	0	0%	0	0%	1	1,240
South Dakota	0	0%	0	0%	0	0%	0	0
Tennessee	1	5%	41	0%	18	0%	2	356
Texas	0	0%	0	0%	0	0%	2	238
Virginia	1	5%	1,519	9%	400	5%	6	6,785
Washington	0	0%	0	0%	0	0%	2	446
Wisconsin	0	0%	0	0%	0	0%	2	2,282
Wyoming	0	0%	0	0%	0	0%	1	140
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>17,151</b>	<b>100%</b>	<b>8,432</b>	<b>100%</b>	<b>267</b>	<b>162,493</b>

**PSCC Definite Bookings (Includes Legacy)**

Market Segment	November			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	1	1,613	700
Association National	0	0	0	0	0	0
Athletic/Recreation	0	0	0	2	5,374	5,000
Automotive	1	1,400	600	1	1,400	600
Educational	1	1,933	2,000	4	4,498	6,100
Environmental	0	0	0	2	3,843	2,000
Government	1	3,504	1,200	2	4,642	1,550
Health & Medical	0	0	0	4	2,999	2,915
Pharmaceuticals	0	0	0	1	1,015	1,500
Religious	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
SMEF	0	0	0	4	11,663	1,500
Social	0	0	0	3	1,814	790
Third Party Planner	0	0	0	0	0	0
Trade/Commercial	0	0	0	1	1,861	1,000
Travel Agent/Third Party	0	0	0	0	0	0
<b>Total</b>	<b>3</b>	<b>6,837</b>	<b>3,800</b>	<b>25</b>	<b>40,722</b>	<b>23,655</b>

**Convention Sales**  
Tentative Lost Business  
November 2016

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

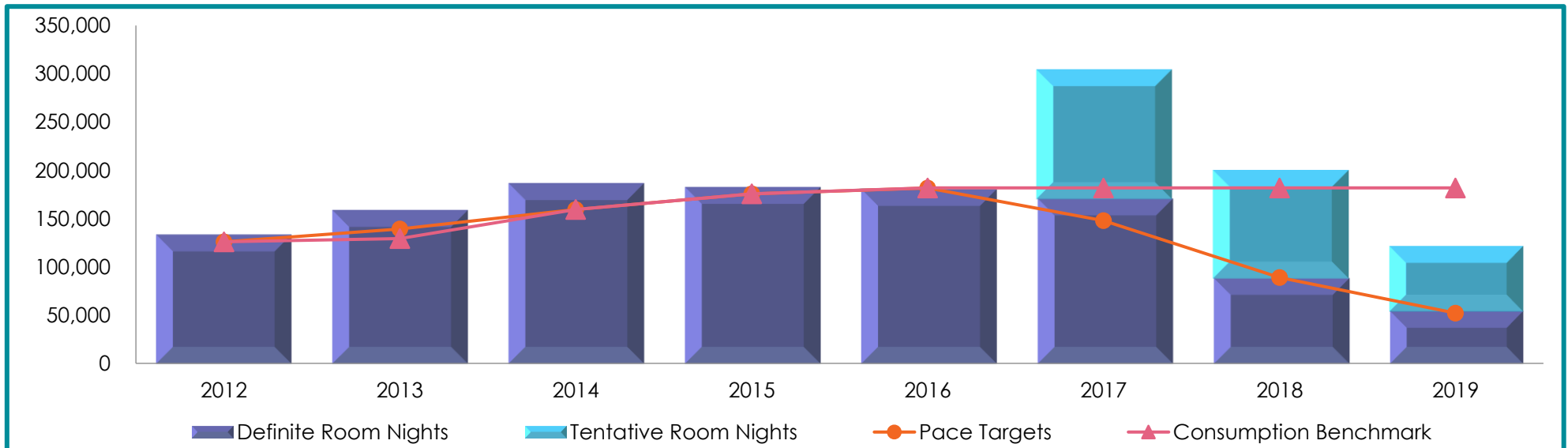
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	2	3,549	45	37,621
2	Las Vegas	3	2,506	18	27,535
3	Phoenix	1	295	13	14,688
4	Los Angeles	0	0	10	13,526
6	Scottsdale	2	3,119	10	12,393
5	San Francisco	0	0	6	10,714
7	New Orleans	1	1,690	6	9,621
9	Orlando	1	1,144	6	9,621
8	San Antonio	2	1,630	9	9,326
10	Austin	0	0	7	7,152

**All Lost Leads by State/Country**

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	6	5,760	34	34,277
Bermuda	0	0	1	587
California	5	4,848	162	131,271
Canada	0	0	12	7,014
Caribbean	0	0	0	0
Colorado	0	0	2	259
Connecticut	0	0	0	0
District of Columbia	0	0	0	0
Dominican Republic	0	0	1	349
Florida	3	3,014	19	20,892
Georgia	1	300	4	3,379
Hawaii	1	755	5	1,780
Illinois	0	0	1	420
Indiana	0	0	1	1,100
Iowa	0	0	1	380
Kentucky	0	0	0	0
Louisiana	1	1,690	6	9,621
Maine	0	0	1	100
Maryland	0	0	0	0
Massachusetts	0	0	0	0
Mexico	0	0	5	2,114
Michigan	0	0	1	1,111
Minnesota	0	0	0	0
Missouri	0	0	3	6,740
Nevada	3	2,506	19	27,845
New Jersey	0	0	0	0
New Mexico	0	0	1	185
New York	0	0	0	0
North Carolina	0	0	1	140
Ohio	0	0	0	0
Puerto Rico	0	0	2	903
South Carolina	0	0	1	145
South Dakota	0	0	0	0
Switzerland	0	0	1	147
Tennessee	0	0	3	565
Texas	2	1,630	22	17,919
Turkey	0	0	0	0
United Kingdom	0	0	1	360
Utah	0	0	2	290
Virginia	0	0	1	51
Washington DC	0	0	0	0
Washington	0	0	2	3,955
Meeting location unknown	17	15,986	297	287,319
Meeting canceled or postponed	0	0	0	0
<b>Total</b>	<b>39</b>	<b>36,489</b>	<b>612</b>	<b>561,218</b>

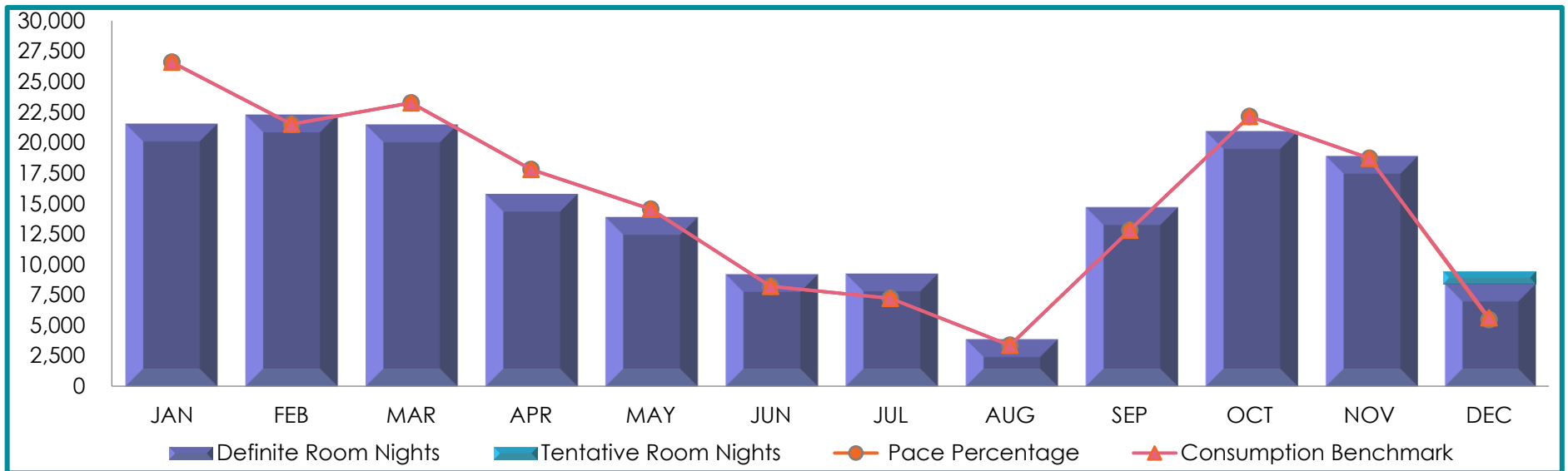
	2012	2013	2014	2015	2016	2017	2018	2019	Total
Definite Room Nights	133,385	158,499	186,207	182,294	180,156	170,402	88,607	54,574	1,154,124
Pace Targets	125,953	139,228	159,343	175,547	181,619	147,738	89,048	52,078	1,070,554
Variance	7,432	19,271	26,864	6,747	(1,463)	22,664	(441)	2,496	83,570
Consumption Benchmark	125,953	129,228	159,343	175,662	181,769	181,769	181,769	181,769	1,317,262
Pace Percentage	106%	114%	117%	104%	99%	115%	100%	105%	108%
Total Demand Room Nights	294,429	698,660	650,118	647,415	722,310	600,601	346,671	180,841	4,141,045
Lost Room Nights	5,610	540,161	463,911	465,121	542,154	430,199	258,064	126,267	2,831,487
Conversion Percentage	19%	23%	29%	28%	25%	28%	26%	30%	28%
Tentative Room Nights	0	0	0	0	1,000	133,832	111,837	67,710	314,379

Greater Palm Springs Events									
	2012	2013	2014	2015	2016	2017	2018	2019	Total
Definite Events	230	270	300	264	294	193	63	29	1,643
Pace Targets	207	239	266	277	288	174	74	34	1,559
Variance	23	21	34	(13)	6	19	(11)	(5)	74
Consumption Benchmark	207	239	266	278	289	289	289	289	2,146
Pace Percentage	111%	113%	113%	95%	102%	111%	85%	85%	105%
Total Demand Events	773	822	793	801	909	550	210	83	4,941
Lost Events	543	552	493	537	615	357	147	54	3,298
Conversion Percentage	30%	33%	30%	33%	32%	35%	30%	35%	33%
Tentative Events	0	0	0	0	1	218	115	55	389



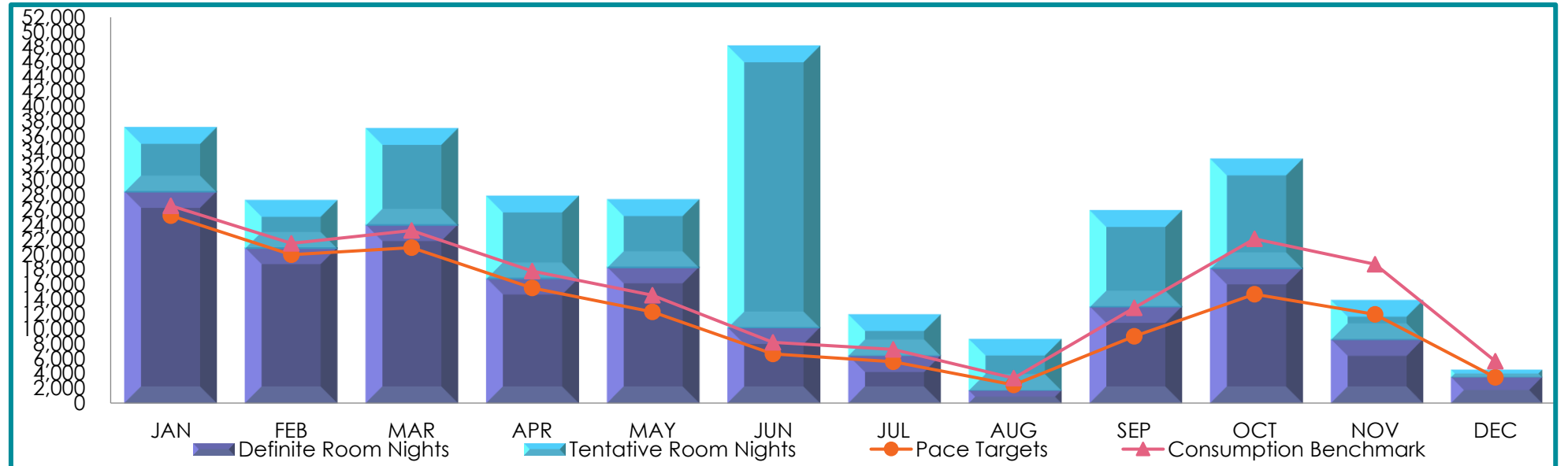
Greater Palm Springs 2016 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	21,540	22,272	21,475	15,776	13,875	9,205	9,253	3,865	14,681	20,920	18,884	8,410	180,156
Pace Targets	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,470	181,619
Variance	(5,059)	757	(1,774)	(2,021)	(663)	1,011	2,030	509	1,862	(1,233)	178	2,940	(1,463)
Consumption Benchmark	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,620	181,769
Pace Percentage	81%	104%	92%	89%	95%	112%	128%	115%	115%	94%	101%	154%	99%
Total Demand Room Nights	96,370	73,276	61,523	62,911	51,055	63,745	27,387	23,116	95,168	78,439	71,297	18,023	722,310
Lost Room Nights	74,830	51,004	40,048	47,135	37,180	54,540	18,134	19,251	80,487	57,519	52,413	9,613	542,154
Conversion Percentage	22%	30%	35%	25%	27%	14%	34%	17%	15%	27%	26%	47%	25%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	0	1,000	1,000

Greater Palm Springs 2016 Events													
Definite Events	36	50	24	18	24	13	16	9	28	44	24	8	294
Pace Targets	39	39	31	24	24	15	12	9	22	36	27	10	288
Variance	(3)	11	(7)	(6)	0	(2)	4	0	6	8	(3)	(2)	6
Consumption Benchmark	39	39	31	24	24	15	12	9	22	36	27	11	289
Pace Percentage	92%	128%	77%	75%	100%	87%	133%	100%	127%	122%	89%	80%	102%
Total Demand Events	132	118	86	73	64	61	43	28	102	110	71	21	909
Lost Events	96	68	62	55	40	48	27	19	74	66	47	13	615
Conversion Percentage	27%	42%	28%	25%	38%	21%	37%	32%	27%	40%	34%	38%	32%
Tentative Events	0	0	0	0	0	0	0	0	0	0	0	1	1



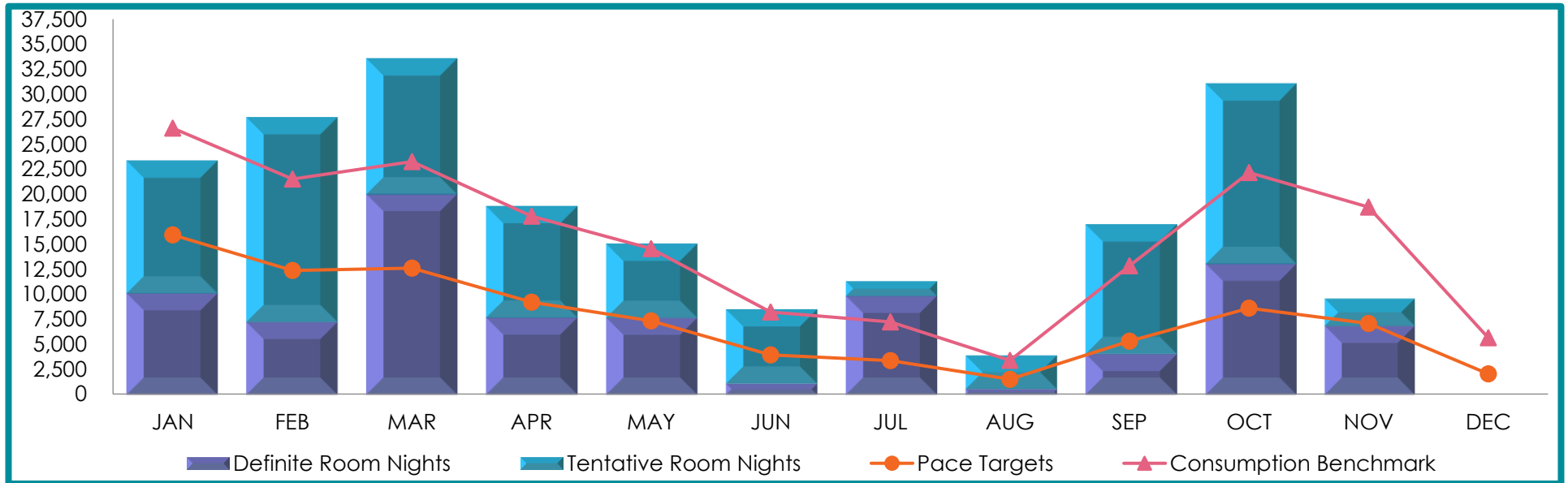
Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	28,438	20,911	24,010	16,846	18,348	10,205	6,455	1,753	13,036	18,206	8,637	3,557	170,402
Pace Targets	25,265	19,991	20,946	15,518	12,275	6,633	5,563	2,450	8,991	14,673	11,969	3,464	147,738
Variance	3,173	920	3,064	1,328	6,073	3,572	892	(697)	4,045	3,533	(3,332)	93	22,664
Consumption Benchmark	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,620	181,769
Pace Percentage	113%	105%	115%	109%	149%	154%	116%	72%	145%	124%	72%	103%	115%
Total Demand Room Nights	106,437	99,336	49,972	53,199	38,948	49,441	44,420	18,562	31,341	60,750	41,066	7,129	600,601
Lost Room Nights	77,999	78,425	25,962	36,353	20,600	39,236	37,965	16,809	18,305	42,544	32,429	3,572	430,199
Conversion Percentage	27%	21%	48%	32%	47%	21%	15%	9%	42%	30%	21%	50%	28%
Tentative Room Nights	8,779	6,558	13,084	11,190	9,239	37,914	5,665	7,039	13,084	14,807	5,412	1,061	133,832

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	38	32	22	19	18	11	11	4	8	17	9	4	193
Pace Targets	32	30	22	16	15	9	6	4	10	15	11	4	174
Variance	6	2	0	3	3	2	5	0	(2)	2	(2)	0	19
Consumption Benchmark	39	39	31	24	24	15	12	9	22	36	27	11	289
Pace Percentage	119%	107%	100%	119%	120%	122%	183%	100%	80%	113%	82%	100%	111%
Total Demand Events	118	93	57	56	38	32	32	14	27	51	25	7	550
Lost Events	80	61	35	37	20	21	21	10	19	34	16	3	357
Conversion Percentage	32%	34%	39%	34%	47%	34%	34%	29%	30%	33%	36%	57%	35%
Tentative Events	32	22	30	19	19	13	11	10	24	23	10	5	218



Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	10,157	7,283	20,013	7,725	7,716	1,123	9,903	600	4,107	13,078	6,902	0	88,607
Pace Targets	15,917	12,357	12,585	9,184	7,326	3,902	3,342	1,481	5,296	8,588	7,061	2,009	89,048
Variance	(5,760)	(5,074)	7,428	(1,459)	390	(2,779)	6,561	(881)	(1,189)	4,490	(159)	(2,009)	(441)
Consumption Benchmark	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,620	181,769
Pace Percentage	64%	59%	159%	84%	105%	29%	296%	41%	78%	152%	98%	0%	100%
Total Demand Room Nights	35,121	45,674	49,533	33,257	22,109	23,224	29,308	6,245	28,403	31,377	39,445	2,975	346,671
Lost Room Nights	24,964	38,391	29,520	25,532	14,393	22,101	19,405	5,645	24,296	18,299	32,543	2,975	258,064
Conversion Percentage	29%	16%	40%	23%	35%	5%	34%	10%	14%	42%	17%	0%	26%
Tentative Room Nights	13,259	20,431	13,563	11,156	7,414	7,457	1,500	3,374	12,947	17,989	2,747	0	111,837

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	8	8	11	4	7	2	7	1	3	7	5	0	63
Pace Targets	13	13	9	7	6	4	3	2	4	6	5	2	74
Variance	(5)	(5)	2	(3)	1	(2)	4	(1)	(1)	1	0	(2)	(11)
Consumption Benchmark	39	39	31	24	24	15	12	9	22	36	27	11	289
Pace Percentage	62%	62%	122%	57%	117%	50%	233%	50%	75%	117%	100%	0%	85%
Total Demand Events	23	33	27	24	15	18	17	5	14	16	17	1	210
Lost Events	15	25	16	20	8	16	10	4	11	9	12	1	147
Conversion Percentage	35%	24%	41%	17%	47%	11%	41%	20%	21%	44%	29%	0%	30%
Tentative Events	16	19	18	17	6	7	1	3	12	14	2	0	115



# Travel Industry Sales

## Market Activity

November 2016

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
<b>Client Services</b>	228	<b>1,021</b>	1,080	95%
<b>Client Reach</b>	159	<b>6,459</b>	5,400	116%
<b>TIS Activities &amp; Programs</b>	7	<b>97</b>	100	96%
<b>New Programs</b>	1	<b>18</b>	18	100%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Description	
<b>Monthly Programs</b>	2	<b>41</b>	Monthly activities promoting the destination via trade show, sales mission, marketing, & client events.	
<b>FAMS, Site Visits &amp; Client Meetings</b>	3	<b>30</b>	Organized and hosted FAMS, sites & client meetings in the destination.	
<b>Webinars, Trainings &amp; Workshops</b>	2	<b>26</b>	Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.	

## United States

- The CVB assisted Booking.com with a Partner Workshop to educate hotels on best practices in working with Booking.com and how to increase business demand.
- The CVB hosted the Private Luxury Forum pre FAM and attended Private Luxury Forum meeting with 53 luxury travel agents, with ten luxury travel agents experiencing Greater Palm Springs during the FAM.
- The CVB conducted the annual New York Sales Mission and held two client events; David Burke's Fabrick and Drybar. The CVB and participating Partners meet with 125 top travel agents.
- The CVB hosted a luncheon during Starwood Hotels and Resort's annual Starwood Escape. The conference was held at the Parker Palm Springs and attracted 35 Product Managers and Executives from key travel companies and tour operators.



# Travel Industry Sales

## Market Activity

November 2016

Looking forward:

- Destination training at Allegiant Airlines Vacation call center in Las Vegas December 7-8
- Signature Travel Network's annual Sales Meeting & Tradeshow in Las Vegas, Dec. 9-11
- Worldview Chairman's Top Producers Conference, Dec. 12-15
- Destination training at JetBlue Call Centers in Salt Lake City and Orlando in first quarter
- Virtuoso Conference hosted at La Quinta Resort, February
- RTO Summit West in Marina Del Ray, California, February 8-9

### Australia

- The CVB hosted the Excite Holidays FAM and a FAM with Flight Centre giving a total of twenty travel professionals experience in Greater Palm Springs.
- The CVB attended the Flight Centre Leadership and Awards Conference in Anaheim, meeting with 300 owners and managers. 70% of bookings from Australia and New Zealand come from Flight Centre.

Looking forward:

- Qantas Holidays/BNP Paribas FAM – March 2017

### Canada

- The CVB conducted its annual Canada Sales Mission to Vancouver, Calgary and Toronto, partnering again with WestJet Vacations, meeting with 367 travel professionals.
- The CVB also attended Visit California's Canadian Sales Mission meeting with 364 travel professionals.

Looking forward:

- ACTA, Association of Canadian Travel Agencies FAM – December 4-7
- Visit California Air Canada Luxury FAM – February 9-11, 2017

### China and Japan

- The CVB participated in both the Club California - China and Japan. Cities visited were Guangzhou & Chengdu, China, and Tokyo, Japan. The CVB met with a total of 187 top tour operators and their front-line travel agents to develop Greater Palm Springs product.
- The CVB hosted 12 delegates from key tour operators of Eastern China during the Visit California & United Airlines China FAM.
- The CVB also hosted the Visit California Korea / Singapore Airlines FAM with 7 CEO level executives from the largest tour operators in Korea. The group visited Southern California in cooperation with Singapore Airlines celebrating their new direct flight from Incheon / Seoul to Los Angeles.

# Travel Industry Sales

## Market Activity

November 2016

Looking forward:

- The CVB will participate in both the Club California - China and Japan November thru March of 2017.
- The CVB will participate in Visit California's Japan/South Korea Sales Mission in March 2017.
- The CVB's office in China will participate in the Visit California's China Sales Mission in April 2017.

### France

According to the International Monetary Fund, Tradingeconomics.com, Cabinet Office INSEE, France, the GDP Annual Growth Rate, in the long term, is projected to trend around 0.83 percent by 2020.

- The CVB attended IFTM Top Resa meeting with 223 agents and co-hosted a client event with Sonoma CVB entertaining 36 top level executives.
- The CVB hosted the FTI France FAM with 12 travel professionals experiencing Greater Palm Springs.

Looking forward:

- The CVB will join Visit California in their booth at the International Luxury Travel Market (ILTM) in Cannes, France, for pre-scheduled appointments with top international luxury travel companies Dec. 2-7, 2016.

### Germany

The German travel industry has mixed views about the election of Donald Trump as the next US President, with some travel agents warning about a negative impact on the image of Destination USA. The German Travel Association (DRV), which represents the vast majority of German travel agents and tour operators, maintained a neutral standpoint. In an online survey by TravelTalk.de (a fwv.de sister website), conducted before the November 8 election, more than 40% of respondents said a victory for Trump would be bad for the image of the USA and would keep Germans from visiting the country. More than 40% also feared the Republican could damage US tourism by toughening immigration regulations. Only 10% believed his election would not affect travel to the USA. In contrast, tour operators said they did not expect that a Trump victory would result in fewer bookings for the USA.

- The CVB hosted the Virgin Atlantic Luxury FAM with eleven Product Managers and the Willy Scharnow FAM with ten travel agents from various German tour operators.

Looking forward:

- The CVB's German office will participate in the Visit USA Roadshow in January and February. The Roadshow will visit four German cities.

# Travel Industry Sales

## Market Activity

November 2016

### United Kingdom

It is predicted that short haul breaks to European destinations will be under pressure due to the fluctuation in currency exchange, whereas the long haul holiday market will be less impacted and is still predicted to see strong signs of growth. The British long haul outbound market continues to grow with more competition than ever before and with more capacity coming into California over the next 6 months. We are starting to see lower fares to California which help to mitigate the effect of the Sterling's devaluation. Also, the drop in the APD tax for the family market will further reduce overall holiday costs. With the continued strength in the UK economy and the largest expansion in direct air capacity to California, we are confident that the Golden State is set for further growth out of the UK despite any further currency fluctuations.

- The CVB attended World Travel Market (WTM) in London, a business-to-business forum with more than 50,000 industry professionals from 150 countries attending. The CVB joined Visit California's booth and conducted 14 pre-scheduled appointments with Product Managers from the United Kingdom.
- The CVB hosted the 9<sup>th</sup> annual Visit California UK / Ireland Super FAM with 12 key travel professionals experiencing Greater Palm Springs.
- The CVB also hosted the Turquoise Holidays and Travel Counsellors FAM with a total of 17 travel professionals and Product Managers experiencing Greater Palm Springs.
- The CVB's UK Office travelled to Hayes & Jarvis offices in Crawley for a roadshow style training event with 20 sales agents. Visited Worldwide Motor-homing Holidays and trained 10 of their key US sales staff on Greater Palm Springs. Travelled to the head office of American Sky for training of 15 staff on Southern California including a focus on Greater Palm Springs followed by a webinar for 10 of their Ireland sales staff. Visited the call center of Travelbag for product training with 13 staff.



*2016 Greater Palm Springs Canada Sales Mission – Client Event / Toronto*

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

Fall has been an exciting season for destination marketing. In September, the destination concluded the Summer "Chill" KTLA/Cable Television co-op targeting the drive market; and in October the destination launched the Fall "Stay Chill" Cooperative campaign reaching top drive and fly markets.

The destination increased marketing initiatives in seasonal, fly markets, while continuing exposure in drive markets.

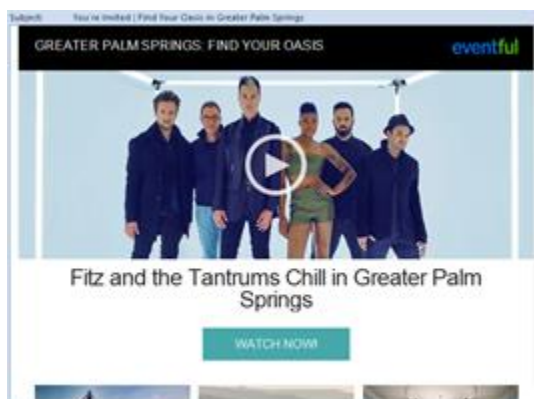
In addition, the CVB launched its partnership with **CBS** to produce a celebrity influencer campaign using custom videos featuring celebrities who have a strong social media following, in order to leverage the destination's reach.

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

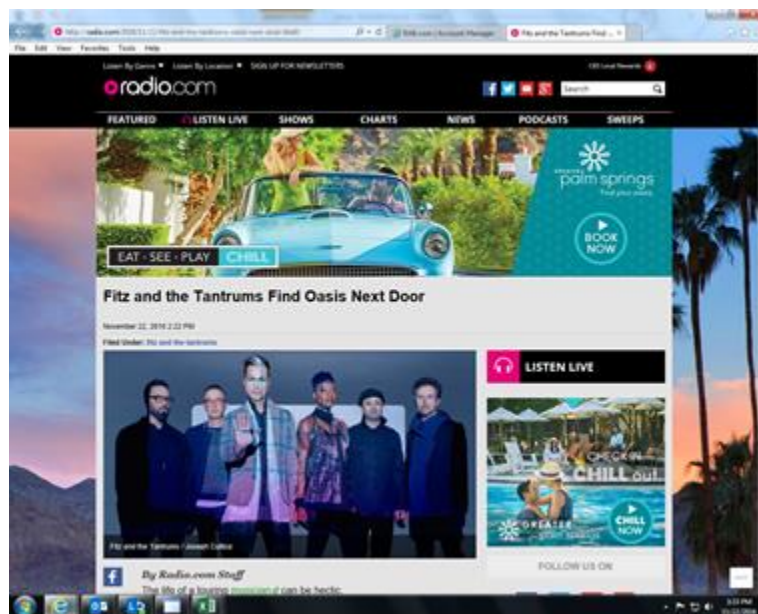
The CVB has partnered with CBS to produce custom videos using celebrities who have a strong social media following. The 12-month program will feature **three celebrity social influencers** who will be selected based on their ability to attract new visitors to our destination. Each video series will showcase the 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.

The first celebrity video series actually includes three celebrities and has just launched. Series #1 features 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.

**Within only ten days in November, the campaign has generated 2,434,930 impressions and 54,568 video views.**



CBS e-mail blast (Eventful) sent to 302,587 subscribers in Portland, Minneapolis, Denver, Dallas, Chicago and Seattle.

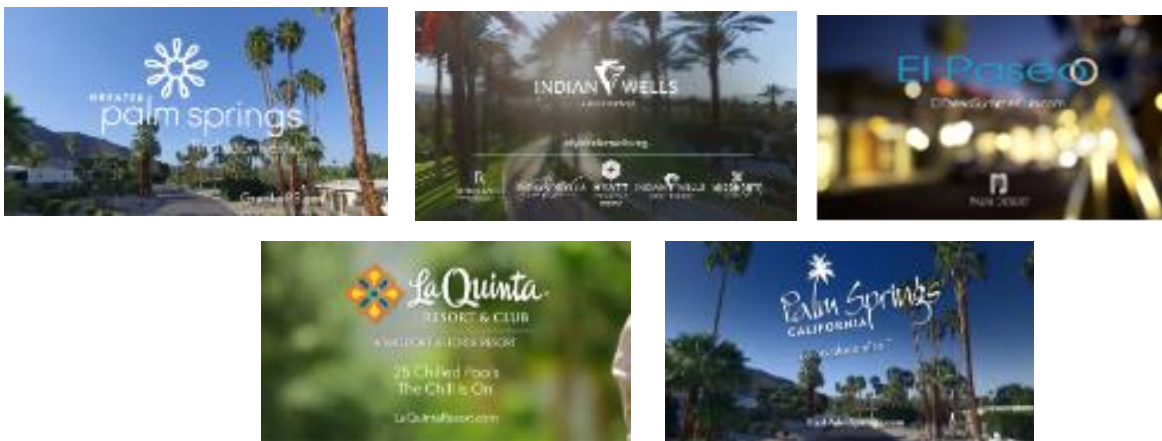


GPS Radio.com Banner ad took over DBS.com's homepage.

### STAY CHILL COOPERATIVE CAMPAIGN (DRIVE AND SOME FLY MARKETS)

The Fall KTLA/Cable TV co-op launched in September, featuring **City of Palm Desert, La Quinta Resort, City of Indian Wells and Palm Springs Bureau of Tourism**. This is a *first-year program* that aims to impact the fall, shoulder season. The campaign includes custom Partner commercials that air on KTLA and Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Seattle and Portland.

As of November 30, the Fall Stay Chill campaign has **garnered 3.35 billion impressions on cable television** in San Diego, Los Angeles, Las Vegas, Phoenix, San Francisco, Seattle and Portland. In addition, 929 million impressions were generated on KTLA.



### SEASONAL & YEAR-ROUND MARKETS: BRAND AWARENESS

According to 2016 Visa Vue data, Los Angeles (which includes Riverside and Orange counties), San Francisco and San Diego MSAs (Metropolitan Statistical Areas) remained the top Greater Palm Springs' markets throughout the entire year, in terms of spend. **As a result, these markets have been identified as “Year-Round Markets” and marketing initiatives in these areas are implemented year-round.** In addition, as flights into PSP increase in the Fall and Winter months, GPS increases its presence in national markets that offer service into PSP. National target markets include Chicago, Denver, Minneapolis, New York, Portland, San Francisco, Seattle, Washington D.C., and Canadian Markets.

**For the months of September through November, the destination received:**

Print Impressions:	38,727,668
Television Impressions:	1,487,525,341
Out of Home:	269,228,331
Digital Impressions:	1,654,278

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 **Westways and VIA, which are AAA magazines**, targeting drive-market automobile owners.

Television spots aired in **Seattle, Portland, Chicago, Minneapolis, New York, Denver and Canadian markets.**

Out-of-Home digital billboards launched in the busy areas of Chicago, Seattle, San Francisco and Minneapolis.

Digital impressions included a Travelzoo campaign featuring several hotels Partners in Greater Palm Springs.

Hotel Partners included:

Avalon Hotel, Agua Caliente Casino, Aqua Soleil Hotel, Best Western Las Brisas, BMW Performance Driving School, Casa Cody, DoubleTree by Hilton, Desert Adventures, Hard Rock Hotel, Hilton Palm Springs, Hyatt Regency Indian Wells, Hyatt Palm Springs, JW Marriott Desert Springs, La Quinta Resort & Club, Marquis Villas Resort, Miramonte Resort, Palm Canyon Resort, POSH Hotel, Renaissance Indian Wells, Renaissance Palm Springs, The Inn at Deep Canyon, The Living Desert, Two Bunch Palms, V Palm Springs, Villa Royale



## SUMMER CHILL CAMPAIGN AND CO-OP RECAP (DRIVE MARKET)

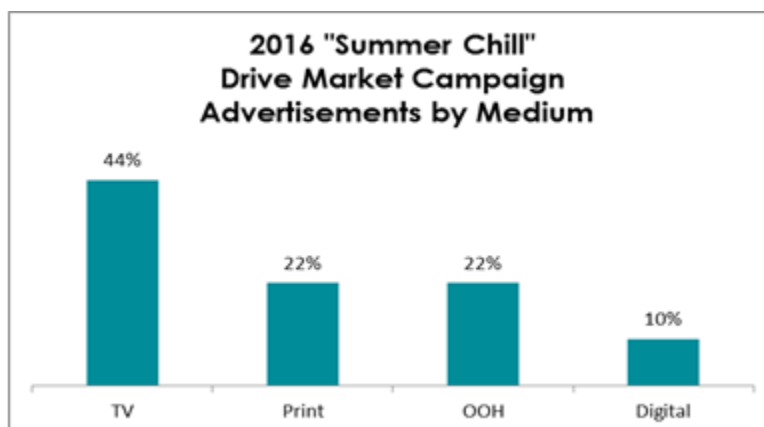
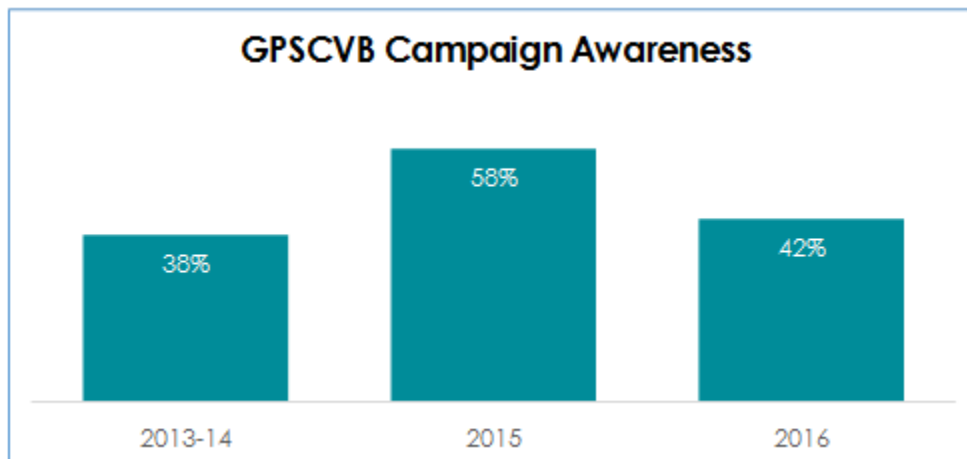
In its second year, the Summer Chill co-op campaign welcomed Southern California to chill in Greater Palm Springs, with cool and relaxing messaging targeting **Los Angeles, Orange County, San Diego, San Francisco, Phoenix and Las Vegas from May until August.**

**New** to this year's campaign, the Summer Chill campaign expanded its reach by targeting **San Francisco, Phoenix and Las Vegas.**

Co-op Partners included **Agua Caliente Casino Resort Spa, BMW Performance Driving School, City of Indian Wells, DoubleTree by Hilton, City of Palm Desert/ El Paseo, Hyatt Regency Indian Wells, JW Marriott Desert Springs, La Quinta Resort & Club, Palm Springs Bureau of Tourism, Restaurant Week and Westin Mission Hills.**

According to **SMARInsights:**

- 39% or 4 million traveling households were aware of the campaign at a cost of 13 cents per aware household.
- The increased population size means that even with a lower percent of awareness, there are more than half a million more households aware of the 2016 campaign than last year's campaign.
- 44% or 2.5 million traveling households were aware of the television campaign.
- Over 119k visits to the GPS area occurred as a result of the campaign.
- More than \$121M in economic impact is attributable to the campaign.
- With just \$350k invested in the campaign, this leads to an ROI of \$347 per dollar spent.



With the addition of Las Vegas, Phoenix and San Francisco markets to this year's campaign, we increased traveling households exposed in the campaign from 5.8 M (2015) to 10.2 M (2016).

**Coming Soon:**

- December marks the first full month of the CBS partnership. We will continue to see impressions and video views increase as we get further into the campaign. The second video featuring Michael Fitzpatrick will begin airing this month and the second and third celebrity series are currently underway.
- As the destination's event season approaches, we will use Billboard space to promote and brand the destination as an Event Oasis.
- The Chill Pass will also 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!

For more information about marketing:  
Contact Bob Thibault  
vice president of marketing  
t: 760.969.1339 • bthibault@palmspringsoasis.com

Website Highlights

With the ongoing addition of improvements to the website, the months of **September, October and November** saw an increase in the following areas:

Sessions	714,232 (2015 - 486,877)
Page views per session	2.74 (2015 - 1.17)
Bounce rate	23.90% (2015 - 44.18%)
Time on site remained healthy at 3.24 minutes.	

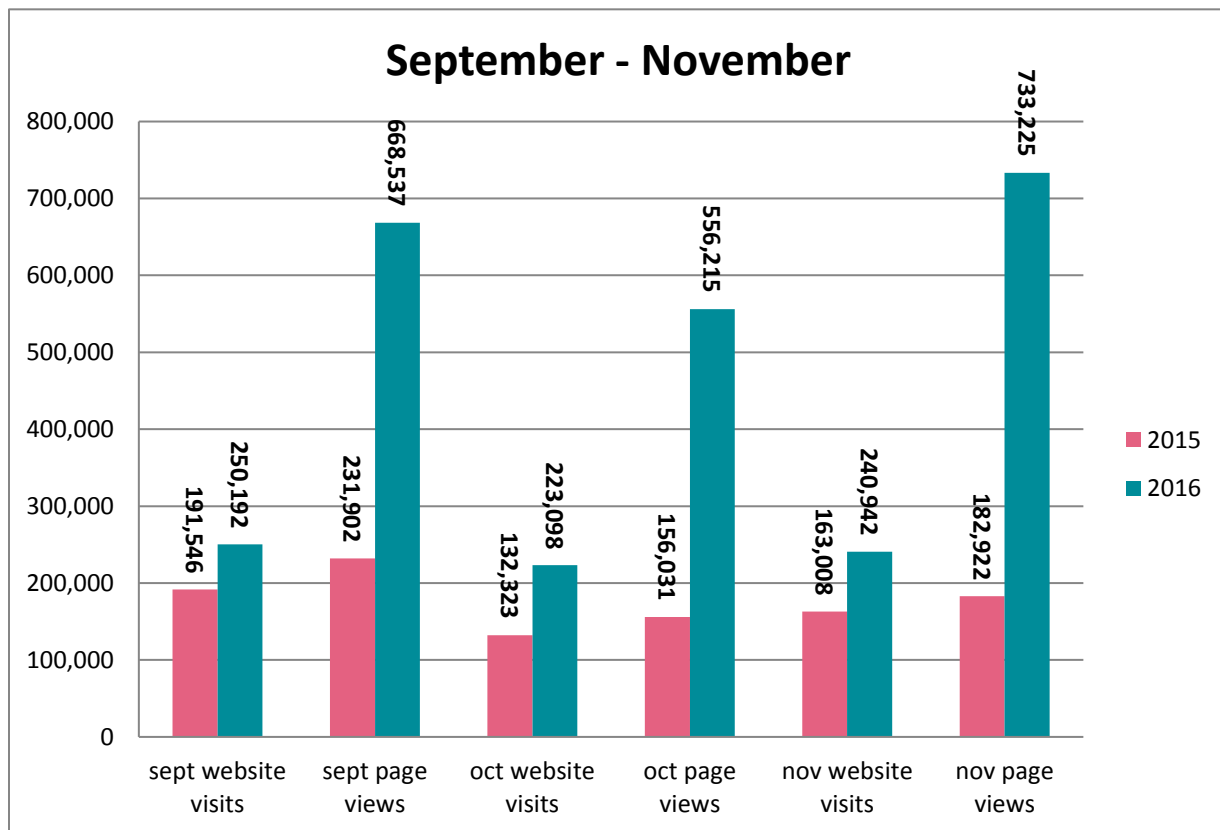
We attribute our ever-increasing engagement on the redesigned site and new content. The calendar has over 200 events and more events are added daily. **Reminder, you can have our calendar of events on your web site and branded with your brand.**

The months of September, October and November the **Chill Pass Special Offers** page received **278,891 page views and people are spending over 5 minutes per session searching for offers.**

During these three months, Chill Pass had an average of 793 sessions per day and currently features 67 offers.

There is a new Chill Chaser introductory video that is directed to partners to get their offers posted. The new video series is expected to boost traffic to Chill Pass so be sure to get your offers in to the CVB.

The **new photo inspiration gallery** has been added to the home page and features beautiful imagery of Greater Palm Springs. The new City Destination pages are now live, as well as the new LGBT page.



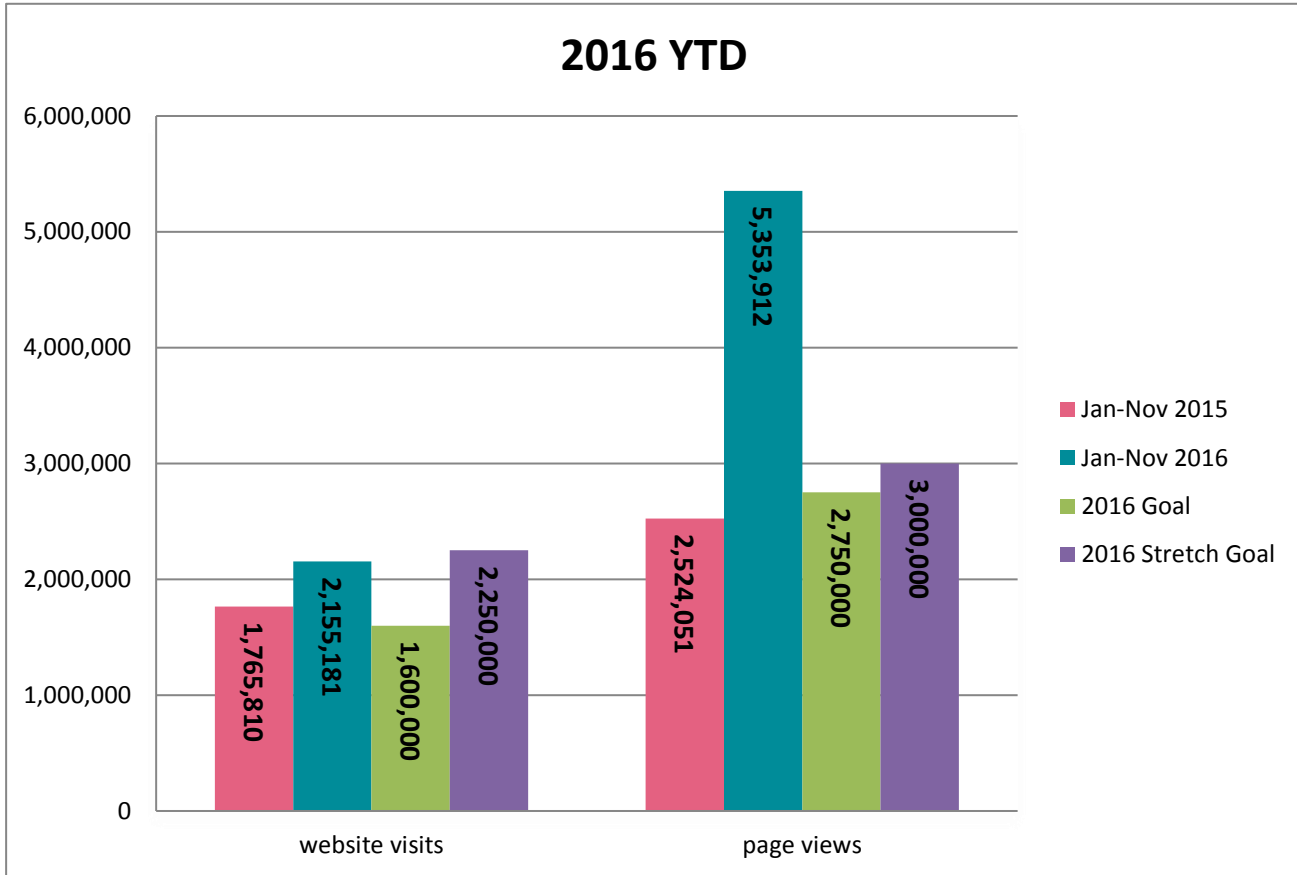


Marketing & Communications  
September to November 2016

Website Highlights

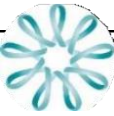
website visits:  
**31% over** September 2015  
**69% over** October 2015  
**48% over** November 2015

page views:  
**188% over** September 2015  
**256% over** October 2015  
**301% over** November 2015



website visits:  
**22% over** 2015 YTD  
**135% over goal**

page views:  
**112% over** 2015 YTD  
**195% over goal**

YTD Goal Performance (1/1/16 - 12/5/16) - All Efforts					
	To-Date	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal
 Site Sessions	2,197,743	1,900,000	2,250,000	115.7%	97.7%
Page Views	5,533,541	2,700,000	3,000,000	204.9%	184.5%
Pages/Session	2.52	1.65			
Bounce Rate	30.24%	35.00%			
Avg. Session Duration	02:38	1:30			

## 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 **visitgreaterpalmsprings.com/extranet**.

**Chill Pass:** Add your tourism related offers through the extranet. When you log in, if you have marketing access, you will see a Web tab under your profile information. Click on the tab to view, add and edit your special offers (coupons).

**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 **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.





**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).

**Coming soon:** The website is continuously being optimized and updated for maximum performance and exposure. A Dog Friendly, LGBT and Wedding page will be live the beginning of December. A new interactive map will be revealed by the end of the year. Moving in to the New Year, our trade sites (Media, Travel Trade and Film Oasis) will receive a fresh new look.

For more information about the CVB Website, contact:  
Winona McCullum  
Digital Database Manager  
wmccullum@palmspringsoasis.com  
(760) 969-1333

# Marketing & Communications September to November 2016

## Social Media Highlights

	Page Likes	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal
	152,522	125,000	150,000	122.0%	101.7%
	Followers	20,000	22,500	99.86%	88.8%
	Followers	10,000	12,500	109.5%	87.6%
	Video Views	1,500,000	1,750,000	118.4%	101.5%

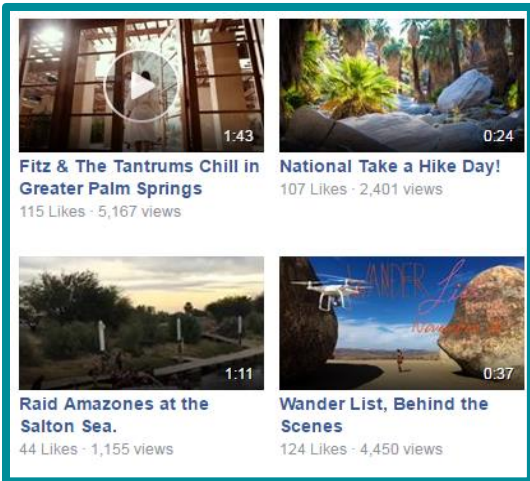
### Highlights

- The CVB with Ignited won the [2016 Davey Award](#) for Best of Show Social Category for our [NYC Ice Block Challenge](#) in January 2016. The winner of the Ice Block Challenge happily traveled to our destination on this year's re-launched JetBlue flight to Palm Springs in November.
- Our social referral strategy has driven more than 25,000 sessions on the CVB website this year.

## facebook.

The [CVB's Facebook](#) has had high engagement with the **16 CVB videos** loaded onto Facebook since September. Together these had **a reach of over 200,000 with more than 65,000 video views**. **Wander List**, with 4 videos posted a month, captivated viewers September through November with a total of **3,880 reactions, comments and shares**.

Viewers are also drawn to our Oasis by **lifestyle, wellness photos** and our website article showcasing [The Best Oasis Hikes](#). The highly engaging content garnered **70 shares and 291 reactions**.



Always looking for innovative ways to incorporate real-time video promotion, in November, the CVB used [Facebook LIVE](#) for the first time at the spectacular Raid Amazonas event at the Salton Sea and found an increase in engagement. We'll continue to integrate **Facebook Live** to boost our social media exposure and create an intimate, experiential connection with our audience.

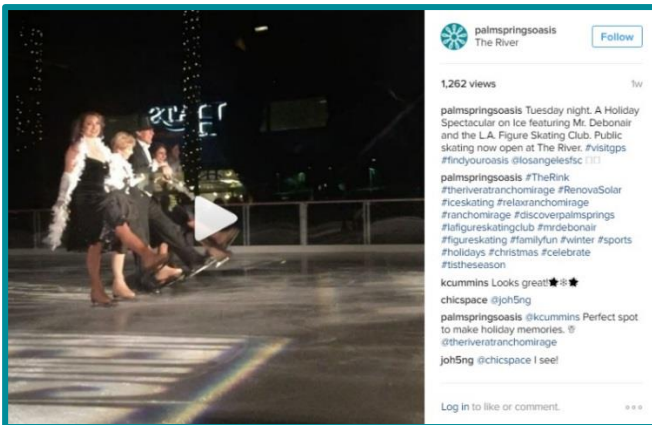


For December, we are hosting a sweepstakes on Facebook for the **12 Days of Holiday Chill** to further engage our audience of **over 150,000 followers**. During these twelve days, we will be giving away tickets to 2017 signature events, world-class attractions and other destination-themed prizes to encourage future visitation and cultivate brand awareness on social media. We will also continue to enhance all of Marketing Department efforts to promote the Fitz & The Tantrums video series.

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

## Instagram

In the last quarter, The [CVB Instagram](#) account surpassed the 2016 goal of **over 10,000 followers**. **Short videos** continue to receive an increased number of views; for instance, the Ice Skating at The River video received over **1,200 views** and several positive comments.



In November, we implemented a JetBlue PSP Scavenger Hunt in partnership with DCI on Instagram. This unique and entertaining activation increased both our brand awareness and that of the JetBlue flight in the New York City area, as well as raised promotional exposure for the **retro JetBlue pop-up** the following day.



For December, we will focus on featuring festive holiday options and inspiring photos in Greater Palm Springs, and continue to create short, content-rich videos to connect with our audience. Included in this strategy to

engage and interact with new and returning visitors, is our plan to curate **user generated content**. A fun example might be to create a campaign around Dogs in Greater Palm Springs and feature visitor photos on the Dog page of our website.

We want to see and share your photos as well; use **#VisitGPS** for a chance to be featured.

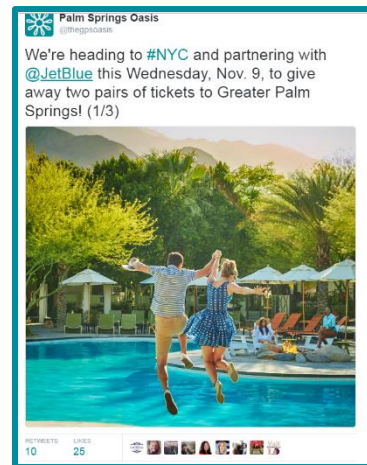


Our CVB [Twitter](#) feed is only 30 followers away from reaching the 2016 goal of 20,000 followers! For the month of November, we **increased our amount of tweets** on Twitter for the month of November which resulted in **a 25% increase in impressions from October**.

The JetBlue PSP Scavenger Hunt was pushed out on Twitter to increase awareness in the New York City area. This had **over 25,000 impressions and over 350 engagements**.

We also heavily promoted our Wander List series and Eat. See. Play. CHILL. video series on Twitter, and will continue to do so in December with all of our video series. Look for an increase in tweets with even more enriching content, as well as fun, rich and relevant content promoting the new Chill Chaser video series.

**Join the conversation** with us and follow on Twitter [@thegpsoasis](#).



The CVB has surpassed the YouTube view goal of **over 1,500,000 views for 2016**. We also boosting our focus on and strategy for growing the subscriber base of our channel. Since September, we have posted six videos of our new series, **Wander List** and, as of December 8, they have a total of **280,235 views**. We have **gained 147 subscribers** since the first piece was published bringing our channel subscribers to over 800.

Starting in December, we will also launch a new video series called Chill Chaser that we will push out via YouTube and on the other CVB social media channels.

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  
Digital Marketing Coordinator  
[social@palm Springs oasis.com](mailto:social@palm Springs oasis.com)

# Marketing & Communications

## September to November 2016

### Media Highlights

The CVB Communications team hosted 30 individuals/group familiarization visits totaling more than 75 content creators over the three-month period of September, October and November. Beyond traditional media, we continue to see growth of the digital influencer visits not only domestic, but Canada, United Kingdom, Australian, Italy, Korea and China. Leading up to and during Desert Trip Festival, the team assisted key UK press, including Daily Express, Octane magazine, Gallucks, Places & Faces, and an international British Airways media familiarization visit.

Meeting media where they live, the Communications team attended Visit California Media events in Los Angeles, Chicago, Canada, and London. In addition, the CVB hosted a media dinner in Los Angeles October 26, 2016 and an event in London on November 9, 2016.

The Communications team utilized local events and brand partnership to leverage additional destination coverage from the National FootGolf Championship held at Desert Willows Golf Resort November 4 - 6, the JetBlue RetroJet launch in New York City and Palm Springs on November 11 and the French annual Raid Amazonas competition from November 14 - 19.

Following the release of UK swimwear designer Heidi Klein's SoCal collection, the team hosted a digital influencer familiarization visit. The influencers have a combined Instagram following of more than 2.5 million.

The CVB was awarded a HSMIAI Adrian Gold Award for a Feature Print Placement in the Los Angeles Times. The HSMIAI Adrian Awards honor creative brilliance and best practices in hospitality, travel, and tourism-related marketing.

### Featured Content



The result of a summer photo shoot in Greater Palm Springs were showcased in ELLE Canada's October issue. The issue included fashion shoots as well as a travel feature on the destination.

The result of June Meetings FAM, an article featuring what's old and new for groups in Greater Palm Springs was featured both in print and online.



## Traveller



The result of an individual media visit, an article titled "Tips and things to do in Palm Springs, California: 20 reasons to visit" was published in Traveller Australia.

The result of Seattle Media Tour, "Palms Springs Inside and Out" was one of two features in the November 2016 issue of Alaska Airlines Magazine. The second featured rejuvenating in Palm Springs.

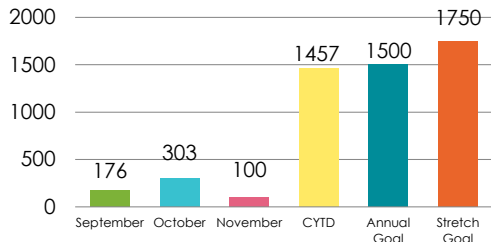




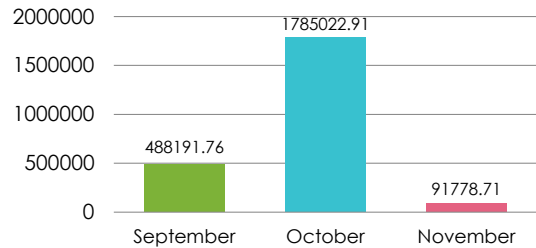
## Marketing & Communications: Sept. - Nov. 2016 (Cont.)

### 2016 Media Value Year to Date

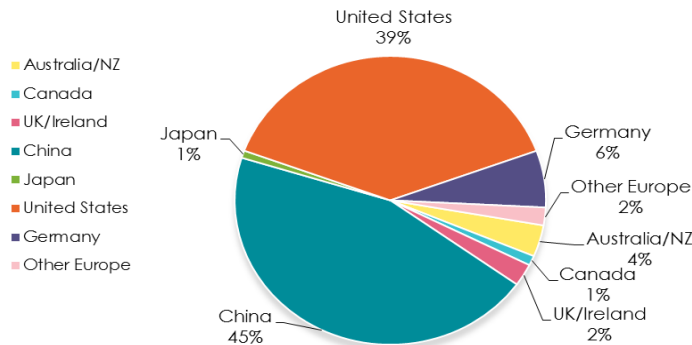
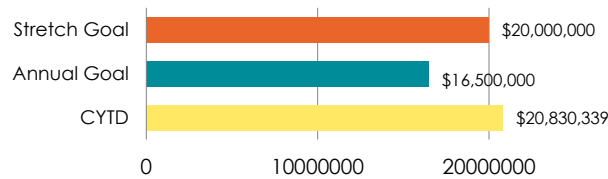
#### Media Outreach/Assists



#### Media Dollar Value



#### Media Dollar Value: CYTD



### On the Horizon

Targeting North American markets, we have begun cooperative partnerships with several Southern California niche media markets such as family, luxury and LGBT. Upcoming media visits include NY Post, Seattle Gay News, VeroniQueCloutier.com, Fun of Travel and Successful Meetings. In the beginning of January, the Communications team will host primarily domestic media for a press trip during the Palm Springs International Film Festival.

The Visit California Mexico Media Mission will take place January 30 to February 3. It will include press events and an exclusive cocktail reception in Mexico City to reach top tier media and influencers (TV, print, online and radio).

The Communications team will attend the International Media Marketplace in New York City, meeting with both domestic and international press for one-on-one appointments.

WestJet Photoshoot - WestJet's in-flight magazine, will do a lifestyle photoshoot in Greater Palm Springs to be published in the April 2017 issue. This project is being done in collaboration with Palm Springs Bureau of Tourism.

For any questions, please contact:  
 Communications team  
[media@palmsspringsoasis.com](mailto:media@palmsspringsoasis.com)



# Marketing & Communications

September, October and November 2016

## Film Oasis & Cultural Tourism

### Highlights

#### Film Oasis

In September, we completed an educational guide detailing the benefits of film production, information on incentives and impact of film-induced tourism. These topics were discussed during the September 8 Film Oasis Advisory Committee meeting, which also featured a presentation by Riverside County Film Commissioner Bettina Breckenfeld. Additionally, we presented the key findings of the 2016 Film Production Image Awareness and Needs Assessment Survey. Implemented over summer, this research project was designed to better understand how filmmakers perceive the destination for on-location production. (The Film Oasis Committee's last meeting of 2016 is scheduled for December 1.)

Later in September, we traveled to Los Angeles for a series of desk side meetings to educate film and television production executives regarding the benefits of filming in Greater Palm Springs, as well as promote the diversity of locations and attractions in all nine cities and surrounding desert region.

Executives with whom we met included:

- Deborah Read, Senior Producer at NZK Productions (*The Bachelor, The Bachelorette*)
- Amanda Timpson, Executive in Charge of Production, Bunim-Murray Productions
- Brad Bishop, Executive Vice President of Production, Critical Content
- Jason Gordon, Executive in Charge of Production & Programming, 3 Alliance
- Doneen Arquines, Executive Producer, Magical Elves
- David O'Connell, Executive Vice President of Production & Operations and Ryan Pinette, Senior Vice President, Bravo, Oxygen, E! and Esquire Lifestyle Networks
- Dominick Nuzzi, Senior Vice President Production and Administration, ABC Media Group – Daytime Network and Syndication (Oct. 27 meeting)

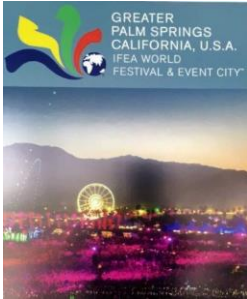


During this time period, we also provided production assistance to the following projects filming on location:

- The Tennis Channel
- CBS Influencer Video "Fitz & the Tantrums (Greater Palm Springs CVB)
- Music Video (Director/Photographer Jack Guy)
- Music video seeking location (through Riverside County Film Commission)
- TV Commercial shoot seeking accommodations (through Riverside County Film Commission)

On October 10, the Raid Amazonas producers returned to Greater Palm Springs for a month of pre-production. We continued to assist them with many tasks and coordinate several aspects of the production prior to and during the November 12-20 event.

### Cultural Tourism



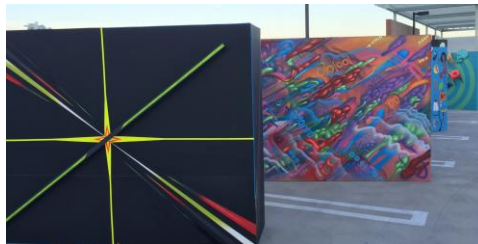
In August, Greater Palm Springs was honored with a 2016 IFEA World Festival & Event City Award by the International Festivals & Events Association (IFEA). Along with California Desert Arts Council's Christi Salamone, we attended IFEA's 61<sup>st</sup> Annual Conference and Expo to accept the award, and engage in educational sessions and networking opportunities.

CVB Communications and Cultural Tourism hosted six top media for an Arts & Culture FAM October 18-21. The three-day FAM culminating in Modernism Week Fall Preview Media Day introduced journalists to a wide variety of cultural assets from Coachella to Palm Springs, including murals, public art, galleries and museums. During the FAM, the CVB hosted a Desert X Reception for media featuring a panel that included Desert X curator Neville Wakefield. UK media attending a Palm Springs Bureau of Tourism FAM were also in attendance.

### Upcoming in December 2016, January and February 2017

#### Film Oasis

- Set next round of LA production desk side meetings
- Film Oasis Advisory Committee 2017 Q1 meeting – Begin development of long-term, integrated Strategic Marketing Plan; Discuss and plan co-op Location Managers FAM with all cities and Riverside County Film Commission
- 2017 Palm Springs International Film Festival – Film Oasis ad in program book; Film Oasis and CVB-branded charging station in Film Fest Industry Suite
- Begin planning for second American Documentary Film Festival Global Filmmakers FAM
- Create Film Oasis promotional collateral piece
- Launch expanded Film Oasis website



#### Cultural Tourism

- Attend XLIVE 2016 Conference (festivals and event focus) Dec. 5-7
- Develop RFP for research firms for Greater Palm Springs Cultural Tourism benchmark study
- Plan Cultural Tourism workshop
- Identify opportunities for speaking engagements to grow community awareness of positive impact of cultural tourism
- Continue to identify and integrate Arts & Culture content in all CVB marketing platforms
- Move forward on development of valley-wide Arts & Culture mobile app

For more information about Film Oasis & Cultural Tourism, contact:  
Jan Maguire, Film, Arts and Entertainment Manager  
jmaguire@palmspringsoasis.com  
760-969-1360

## Aviation Passengers

Domestic passengers traveling through the Palm Springs International Airport were up 11.7% in October 2016 over the previous year. International passengers were also up by 4.1% for the month of October. For the year up until October, overall passengers were up 4.4%.

Aviation Passengers						
	October 2016	October 2015	% Chg	2016 CYTD	2015 CYTD	CYTD % Chg
Total Domestic Passengers	127,691	114,306	11.7%	1,341,705	1,268,130	5.8%
Total International Passengers*	19,886	19,107	4.1%	260,078	265,591	-2.1%
Total All Passengers	147,577	133,413	10.6%	1,601,783	1,533,721	4.4%

\* Reflects WestJet and Air Canada Passengers

## Flight & Seat Opportunities

The chart below reflects all flights and seats available coming into and leaving Palm Springs in October 2016.

Market Airline	Flights	Seats
AA: American Airlines	594	48,180
AS: Alaska Airlines	242	42,498
DL: Delta Air Lines	124	6,632
G4: Allegiant Air	34	5,304
SY: MN Airlines LLC dba Sun Country Airlines	30	4,428
UA: United Airlines	509	39,534
VX: Virgin America	36	5,364
WS: Westjet	171	26,122

\* Reflects flights available for both directions

## PSP Schedule Analysis- November 2016

November 2016

November 2015

Number of Flights

1,145

Number of Seats

126,034

Number of Flights

1,054

Number of Seats

113,556

YTD November 2016

YTD November 2015

Number of Flights

10,890

Number of Seats

1,127,175

Number of Flights

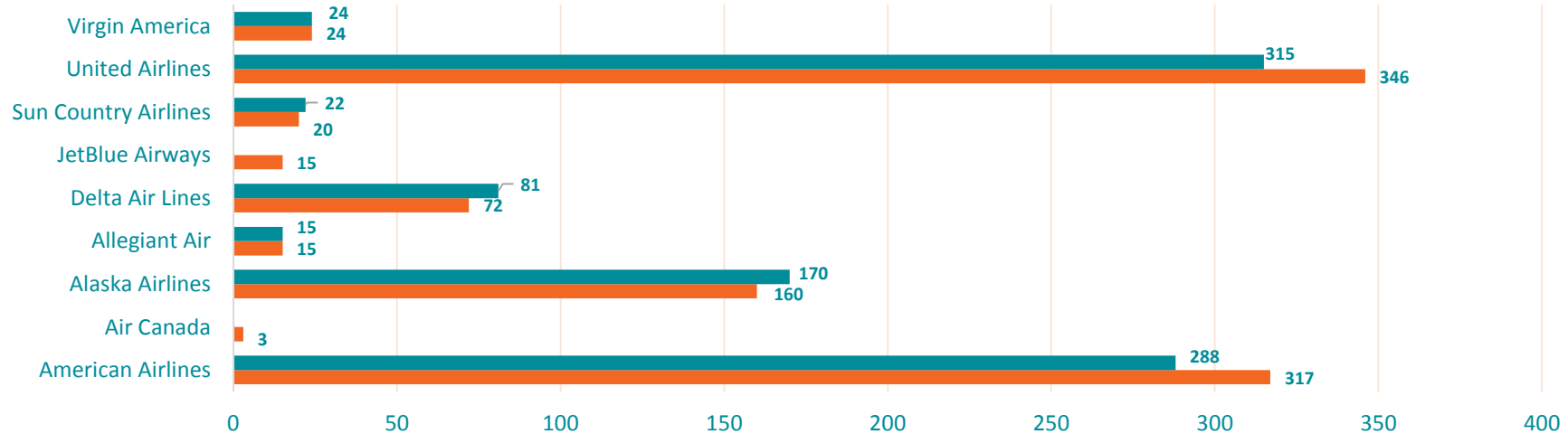
10,747

Number of Seats

1,053,329

### Flight Comparison

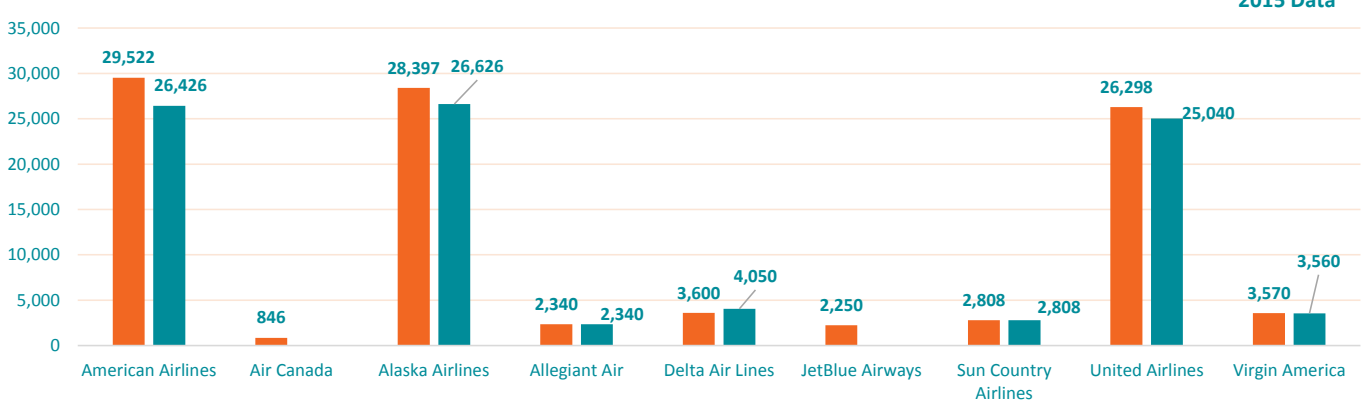
2016 Data  
2015 Data



### PSP Departures & Average Seats per Departure

Market Airline	Monthly Departures Each Way				Average Seats per Departure			
	Nov-16	Dec-16	Jan-17	Feb-17	Nov-16	Dec-16	Jan-17	Feb-17
<b>Air Canada (AC)</b>								
Vancouver, BC, CA (YVR)	3	9	9	11	282	282	282	282
Toronto, ON, CA (YYZ)		8	12	12		136	136	136
<b>Alaska Airlines (AS)</b>								
Portland, OR (PDX)	34	36	35	36	171	163	162	168
Seattle, WA (SEA)	72	75	64	93	179	162	156	161
San Francisco, CA (SFO)	54	46	57	52	179	160	154	160
<b>Allegiant Air (G4)</b>								
Bellingham, WA (BLI)	15	18	16	14	156	156	156	156
<b>American Airlines (AA)</b>								
Dallas Fort Worth, TX (DFW)	84	75	93	85	160	155	158	160
Chicago, IL (ORD)	30	31	31	41	160	149	140	160
Phoenix, AZ (PHX)	203	147	174	160	55	62	57	70
<b>Delta Air Lines (DL)</b>								
Salt Lake City, UT (SLC)	72	74	62	66	50	50	50	56
Seattle, WA (SEA)		22	61	52		65	65	65
Minneapolis, MN (MSP)		15	31	28		126	146	153
<b>JetBlue (B6)</b>								
New York, NY (JFK)	15	27	31	27	150	150	150	150
<b>Sun Country Airlines (SY)</b>								
Minneapolis, MN (MSP)	20	24	31	28	135	140	154	154
<b>United Airlines (UA)</b>								
Denver, CO (DEN)	83	73	87	91	111	123	108	112
Houston- Intercontinental, TX (IAH)	60	61	62	56	70	71	70	71
Los Angeles, CA (LAX)	30	31	31	28	50	50	50	52
Chicago- O'Hare, IL (ORD)	30	31	31	28	76	76	76	100
San Francisco, CA (SFO)	143	151	151	137	65	62	62	70
<b>Virgin America (VX)</b>								
New York, NY (JFK)	2	5	4	4	146	146	146	146
San Francisco, CA (SFO)	22	39	38	32	149	149	149	149
<b>WestJet (WS)</b>								
Edmonton, AB, CA (YEG)	30	31	31	28	157	157	158	157
Vancouver, BC, CA (YVR)	58	67	47	61	166	166	166	164
Calgary, AB, CA (YYC)	76	80	80	72	143	142	140	140
Toronto, ON, CA (YYZ)	9	12	12	12	125	124	124	124
Winnipeg, MV, CA (YWG)		8	13	12		130	130	130
	<b>1,145</b>	<b>1,196</b>	<b>1,294</b>	<b>1,266</b>	<b>2,935</b>	<b>3,352</b>	<b>3,345</b>	<b>3,446</b>

**November Seat Comparison**

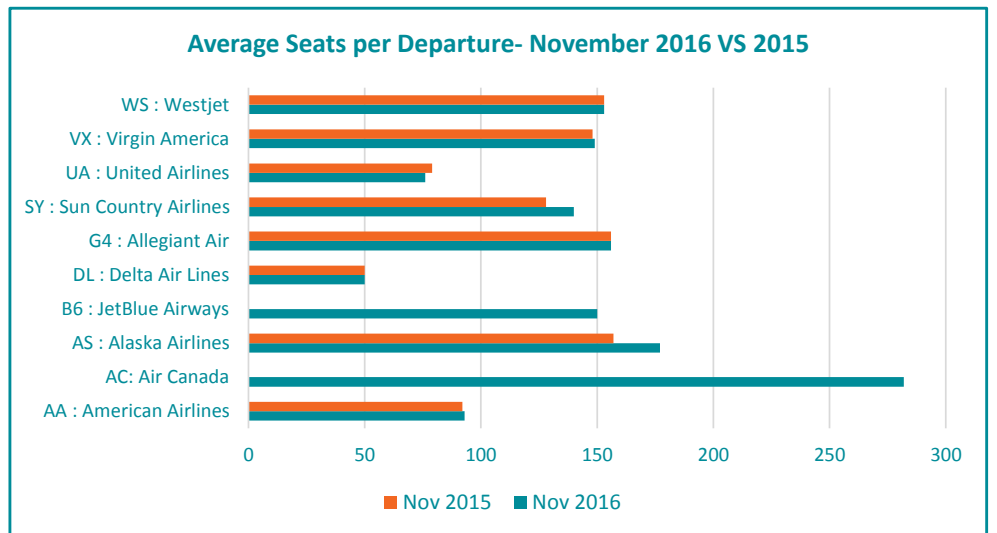


PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
AA : American Airlines	10.6	7.7	9.6	10.4	11.0	9.2
AC : Air Canada	0.1	0.5	0.7	0.8	0.9	0.8
AS : Alaska Airlines	5.3	5.1	5.0	6.5	6.7	6.6
B6 : JetBlue Airways	0.5	0.9	1.0	1.0	1.0	1.0
DL : Delta Air Lines	2.4	3.6	5.0	5.2	5.9	3.0
G4 : Allegiant Air	0.5	0.6	0.5	0.5	0.8	0.6
SY : Sun Country Airlines	0.7	0.8	1.0	1.0	1.0	0.7
UA : United Airlines	11.5	11.2	11.7	12.1	12.6	11.1
VX : Virgin America	0.8	1.4	1.4	1.3	1.4	1.3
WS : Westjet	5.8	6.4	5.9	6.6	6.7	6.5
	<b>38.2</b>	<b>38.1</b>	<b>41.7</b>	<b>45.4</b>	<b>48.0</b>	<b>40.8</b>

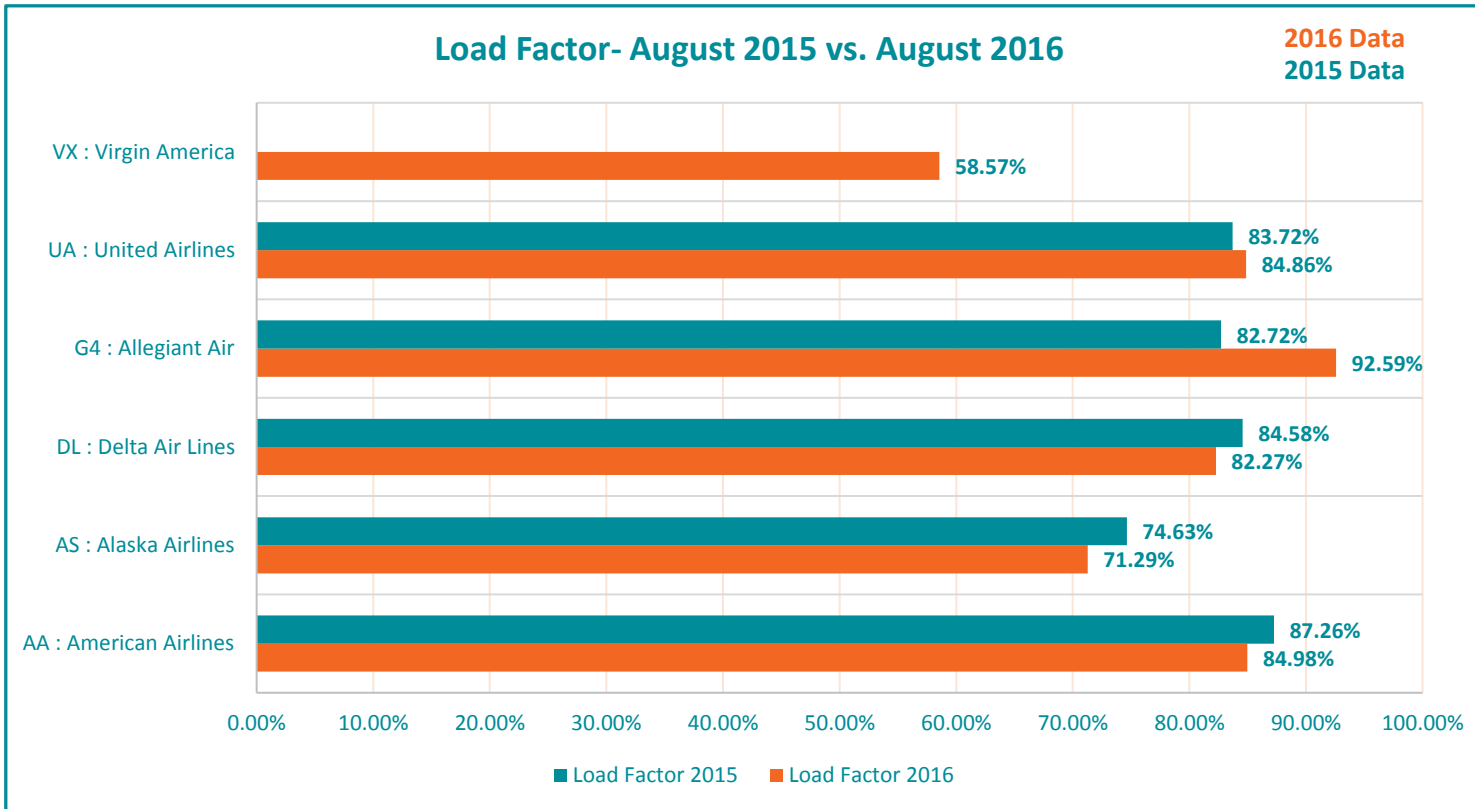
Average Daily Seats Each Way (DSEW) by Market Airline						
Market Airline	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
AA : American Airlines	984	871	1,025	1,114	1,240	993
AC : Air Canada	28	117	135	169	195	162
AS : Alaska Airlines	948	871	892	1,046	1,175	1,130
B6 : JetBlue Airways	75	131	150	145	155	150
DL : Delta Air Lines	120	227	394	403	458	255
G4 : Allegiant Air	78	91	81	78	125	88
SY : Sun Country Airlines	94	110	149	156	163	114
UA : United Airlines	877	852	875	1,003	1,181	973
VX : Virgin America	119	211	201	191	213	193
WS : Westjet	880	958	875	987	1,033	965
	<b>4,202</b>	<b>4,439</b>	<b>4,777</b>	<b>5,291</b>	<b>5,937</b>	<b>5,024</b>

Average Seats per Departure by Market Airline						
Market Airline	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17
AA : American Airlines	93	107	107	107	109	108
AC : Air Canada		213	199	206	209	203
AS : Alaska Airlines	178	172	177	162	169	172
B6 : JetBlue Airways		150	150	150	150	150
DL : Delta Air Lines	50	63	79	78	75	85
G4 : Allegiant Air	156	156	156	156	156	156
SY : Sun Country Airlines	140	143	149	156	157	155
UA : United Airlines	76	76	75	83	90	87
VX : Virgin America	149	149	149	149	149	149
WS : Westjet	153	150	148	149	149	148
	<b>995</b>	<b>1,379</b>	<b>1,389</b>	<b>1,395</b>	<b>1,414</b>	<b>1,414</b>



### PSP Schedule Analysis- November 2016

Nov-16						
Market Airline	Seats Available	Onboards	Load Factor 2016	Load Factor 2015	Departures	Average Departures Per Day
AA : American Airlines	15,165	12,771	84.98%	87.26%	246	7.9
AS : Alaska Airlines	12,190	8,067	71.29%	74.63%	73	2.3
DL : Delta Air Lines	3,100	2,551	82.27%	84.58%	62	2.0
G4 : Allegiant Air	1,404	1,300	92.59%	82.72%	9	0.3
UA : United Airlines	10,593	8,683	84.86%	83.72%	184	5.9
VX : Virgin America	2,527	1,480	58.57%		17	0.5



# Community Relations Sales Activities November 2016

Visitor Guide Distribution		
Distributing Department	November	CYTD 2016
Administration	0	25
Community Relations	96	324
Convention Sales	72	2,532
Marketing	0	80
Media/PR	32	468
Online Requests	201	2,542
Travel Industry Sales	12	1,474
Film/Enter/Arts	0	1
Visitors Center	72	717
<b>Total</b>	<b>485</b>	<b>8,163</b>

Partner Referrals		
Referring Department	November	CYTD
Partnership	0	166
Travel Industry Sales	0	735
Convention Sales	450	2,288
Media/PR	0	0
Consumer	0	537
<b>Total</b>	<b>450</b>	<b>3,726</b>

Partnership Programs and Events			
Date	Event	City	Number of Attendees
January 27, 2016	CVB Joint Mixer with RM Chamber - Hacienda Sumaria	Rancho Mirage	130
February 25, 2016	CVB Meet & See - The Palm House	Palm Springs	67
March 24, 2016	CVB Spring Mixer - The Living Desert	Palm Desert	152
April 20, 2016	CVB/Wedding Warriors Joint Mixer - JW Marriott Desert Springs Resort & Spa	Palm Desert	125
May 3, 2016	CVB Oasis Awards - Westin Mission Hills Golf Resort & Spa	Rancho Mirage	604
May 24, 2016	CVB Concierge Mixer - Colony Palms Hotel / Purple Palm	Palm Springs	28
May 26, 2016	CVB Meet & See - Desert Willow Golf Resort / FootGolf	Palm Desert	82
June 22, 2016	CVB Meet & See - The Chateau at Lake La Quinta	La Quinta	87
July 28, 2016	CVB Summer Mixer - Mary Pickford Theatre	Cathedral City	121
Septmber 8, 2016	CVB Join Mixer with PS Chamber - PS Aerial Tramway	Palm Springs	250
September 22, 2016	CVB Joint Mixer with GPSWA - DoubleTree by Hilton Hotel	Cathedral City	102
October 20, 2016	CVB Joint Mixer with GCVCC - The Art Place	Palm Desert	156
November 5, 2016	CVB Partner Family Day Meet & See - Whitewater Preserve	Whitewater	105
November 10, 2016	CVB Meet & See - Desert Adventure's Enchanted Desert	Indio	98
<b>CYTD Total:</b>			<b>2,107</b>



Meet & See at Desert Adventure's Enchanted Desert  
November 10, 2016