

The April Board Report is a summary of performance activity through March 2018. It also looks ahead to 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

The CVB has engaged Destination Analysts to create an awareness and image study with meeting planners. We want to know their perception of Greater Palm Springs as a group destination, the pros and cons and how we can best serve their needs. We joined an initiative called AIMM (Association Industry Meetings Metrics). The program is part of the Chicago based group; Association Forum. The program will collect meeting data from organizations based in the Chicago region to learn more about their meetings. As a founding partner, we will have first access and be recognized by the clients as a DMO that supports Association Forum and this important project. As a result of joining AIMM, we met Meetings Database Institute. We have contracted with MDI to analyze our current meetings database to segment and clarify which accounts hold the greatest value in order to focus resources accordingly.

During March, we began advertising via on-demand and streaming online. For this period, **245,831,000 impressions were generated streaming** on Spectrum, Cox and Comcast, and also on ABC, NBC, CBS, Fox and HBO GO Smart TV apps.

Over five years ago we approached Wanderlust about bringing one of their festivals to the destination and we are excited to share that their new event is moving forward in a very positive manner. As a result of their new festival and the new [Ironman](#) event in Indian Wells/La Quinta, the CVB has targeted October, November and December 2018 as **Wellest Season** to promote fall travel and drive mid-week visitation to the destination by highlighting the variety of health and wellness offerings in the area. This promotion will be activated in partnership with the [Wanderlust Wellspring](#) event taking place October 26-28 in downtown Palm Springs. A fitness challenge, special offers for health and wellness and a strong advertising component will help not only launch Wellest Season, but also set Greater Palm Springs up for a year-round program to promote Health & Wellness. We were also the first domestic DMO to join the Wellness Tourism Association and the announcement has garnered some nice press for the CVB and destination.

The CVB is working closely with CVAG, BLM, and Friends of the Desert Mountains to execute our Trail Wayfinding project. The details of signage design and placement are near completion. Our mission is to roll out a unified, comprehensive, and visitor-friendly presence of directional signs to hiking trails in our valley. It is hard to believe we are almost in June and our second [Restaurant Week](#) will launch! Over 100 restaurants have signed up already and a big thank you to the Spa Resort Casino and Sysco for being sponsors! Their support is critical to this important initiative.

Air service development continues to be a priority. I will be in Atlanta May 1-2 meeting with Delta Airlines and will attend Jumpstart (Airline Conference) in early June in Cleveland. We have secured appointments with all of the targeted airlines.

(continued...)

The [Oasis Awards](#) will be held June 12<sup>th</sup> at the Renaissance in Indian Wells. Please make sure your nominations are in and you have secured your table!

We will release our 2017 Tourism Economic Impact Study and host a tourism rally day on May 3<sup>rd</sup> at the CSU San Bernardino Palm Desert Campus. We hope you can join us!

Samantha Brown's new show, Places to Love, completed filming in March and our segment will premiere season two on PBS. We will share the exact dates once it is announced. Also, a major automobile company is working with the CVB to coordinate a launch of a new vehicle! Stay tuned! All confidential for now!

Our new social media company, Sparkloft, is making a big impact and we are excited about the future with them. A new social media activation will be conducted in May and released in June to help push our Summer Chill Campaign. More to come on this partnership!!

The CVB was recognized for its marketing creativity at the recent Desert Ad Fed Awards event, garnering ten gold, twelve silver, and six bronze awards, in addition to winning Best of Print for Restaurant Week and the Judges Award for the GPS Pride Fabulous SHAG ad. Three of these winners placed silver at the district awards. Congratulations to the Marketing and Brand teams!

We hope you enjoy the report; there is a lot of great information here. Please share with your team, fellow council members and anyone who is interested. We appreciate the support!

Sincerely,



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# Greater Palm Springs

## Local Industry STR Data for Mar 2018

Mar 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Mar 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	Mar 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	84.7	1.5	8.1	9.8	13.2	4.6	75.2	0.2	7.3	7.5	10.6	3.1	136	15038
Palm Springs	85.6	2.2	9.5	11.9	16.0	5.9	74.6	1.5	8.7	10.4	14.4	5.3	64	5214
Cathedral City/ Desert Hot Springs	83.5	19.0	8.0	28.5	28.5	19.0	72.9	7.2	3.1	10.5	21.3	17.6	6	764
Rancho Mirage	87.5	1.3	10.4	11.9	12.0	1.4	77.3	-2.3	8.0	5.6	5.6	-2.2	7	1843
Palm Desert	84.9	-2.4	8.6	6.0	18.4	9.1	79.3	-3.8	6.1	2.1	9.5	3.3	15	2448
Indian Wells/ La Quinta	84.3	4.2	3.3	7.6	7.6	4.2	74.4	3.5	5.9	9.7	9.7	3.5	9	2568
Indio	82.3	-2.6	8.1	5.3	5.5	-2.5	73.0	-0.6	6.4	5.7	5.8	-0.5	17	1309
<b>Hotel Class</b>														
Upper Resort	85.2	4.4	5.6	10.2	10.2	4.4	74.1	1.5	6.7	8.3	8.3	1.5	12	4850
Resort	87.1	2.0	9.9	12.1	12.2	2.1	76.9	2.6	7.1	9.8	9.9	2.6	14	2845
Branded Select Service	85.2	1.6	9.3	11.0	11.1	1.7	76.4	-1.4	6.0	4.5	6.2	0.3	43	4419

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

## April 2018

### Convention Sales

The convention sales team has had a great start with a very strong first quarter! Staff generated 12% more leads than the same time last year. The team is also up 1% on new leads, an important measurement and focus for the department. Thus far, we have produced 192 new leads for our hotel Partners since the start of 2018. We are also 24% up YOY on booked room nights which is crucial to meet our aggressive room night goal.

I want to share some exciting research initiatives we are starting to work on. We are teaming up with Destination Analysts to create an awareness and image study with meeting planners. We want to know their perception of Greater Palm Springs as a group destination, the pros and cons and how we can best serve their needs.

We are also working with Meetings Database Institute who will analyze our current meetings database to segment and clarify which accounts hold the greatest value in order to focus resources accordingly. This will be valuable information as we move forward with new sales and marketing initiatives for the 2018/19 fiscal year.

Lastly, we have begun working on a new meeting and promotional video, as well as advertising and marketing strategies for 2018. We have pushed out 2019 midweek promotions in Cvent, PCMA Convene, Conference Direct Meeting Mentor and Successful Meetings. We believe these enhancements will strengthen our brand identifying Greater Palm Springs as an exceptional destination to conduct meetings, events and conferences for need periods.

#### Highlights for March, April & May

### March 2018

**March 14-15, 2018. Seattle Smart Meetings Event** - CVB staff participated in the one-day Smart Meeting conference in Seattle. Clients from the Seattle area representing corporate, association and infinity organizations met one-on-one with destination representatives during the one-day program.

**March 24-29, 2018. ConferenceDirect Annual Meeting** - ConferenceDirect has held its Annual Partner Meeting since 1998. 200 team members from ConferenceDirect were at this year's event. CVB representatives met one-on-one with CD associates to discuss meeting opportunities for our destination.

**March 20-22, 2018. California Society of Association Executives Elevate Annual Meeting** - The Greater Palm Springs CVB has assisted to sponsor this annual event each year including 2018. 13 destination Partners joined CVB staff this year at the meeting in Monterrey. The annual conference will take place here in Greater Palm Springs next year at the Omni Rancho Las Palmas Resort & Spa.

### April 2018

**April 9-10, 2018. MPI CT River Valley New England Business Forum** - CVB staff participated in this new event that took place in Connecticut. The annual business exchange/reverse tradeshow brings together regional planners in the Northeast and also includes planners from MPI New England, MPI Westfield and MPI Northeast NY.

# Convention Sales & Services

## April 2018

**April 18-19, 2018. Connect Denver** - CVB staff attended the annual Collinson Publishing CONNECT program in Colorado. The program included educational sessions, one-on-one client meetings, and social events with key meeting professionals from the greater Denver area.

**April 19-21, 2018. ASAE Xperience Design Project** - (XDP) is a two-day, business-focused experience for association professionals and industry partners. Attendees work together to create better experiences for meeting attendees which in turn helps build enthusiasm and attendance to conferences and events.

**April 30-May 2, 2018. HelmsBriscoe Annual Partner Conference** - CVB staff will attend the annual HelmsBriscoe event where 400 HB associates will gather for one-on-one meetings, events and social programs.

### May 2018

**May 8-10, 2018. Toronto Sales Calls** - CVB Staff and 4 destination Partners will travel to Toronto for sales calls, destination presentations and events. Our destination continues to see increased lead volume and bookings from clients in the greater Toronto area.

**May 20-25, 2018. Southeast Sales Mission** - CVB staff and destination Partners will travel to Atlanta and Dallas to conduct presentations and sales calls with meeting professionals throughout the southeast.

For questions, submissions or comments,  
please contact Mark Crabb, FCDME, Vice President of Convention Sales & Services  
[mcrabb@GPSCVB.com](mailto:mcrabb@GPSCVB.com)

**Convention Sales  
Production  
March 2018**

**Convention Sales Production**

TEAM	Mar-18	Mar-17	Variance	YTD 2018	YTD 2017	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>112</b>	<b>107</b>	<b>5%</b>	<b>299</b>	<b>269</b>	<b>11%</b>	<b>256</b>	<b>17%</b>
<b>Definite Room Nights</b>	<b>32,334</b>	<b>19,740</b>	<b>64%</b>	<b>49,032</b>	<b>39,443</b>	<b>24%</b>	<b>32,475</b>	<b>51%</b>
<b>Bookings</b>	<b>35</b>	<b>32</b>	<b>9%</b>	<b>70</b>	<b>72</b>	<b>-3%</b>	<b>87</b>	<b>-20%</b>

EIC		Mar-18	Mar-17	Variance	YTD 2018	YTD 2017	Variance
Business Sales	\$	19,372,377	12,486,086	55%	\$ 30,961,865	\$ 29,959,101	3.3%
Jobs Supported		6,817	4,055	68%	12,425	9,036	38%
Local Taxes	\$	1,031,207	660,360	56%	\$ 1,585,302	\$ 1,627,078	-3%
Personal Income	\$	6,828,817	4,373,851	56%	\$ 10,983,053	\$ 10,509,466	5%
Bed Taxes	\$	772,381	446,092	73%	\$ 1,180,032	\$ 906,767	30%

LEGACY	Mar-18	YTD 2018
Definite Room Nights	1,794	2,079
Bookings	3	4

EIC		Mar-18	YTD 2018
Business Sales	\$	1,000,134	\$ 1,142,901
Jobs Supported		394	470
Local Taxes	\$	39,254	\$ 46,340
Personal Income	\$	345,068	\$ 394,976
Bed Taxes	\$	26,776	\$ 31,987

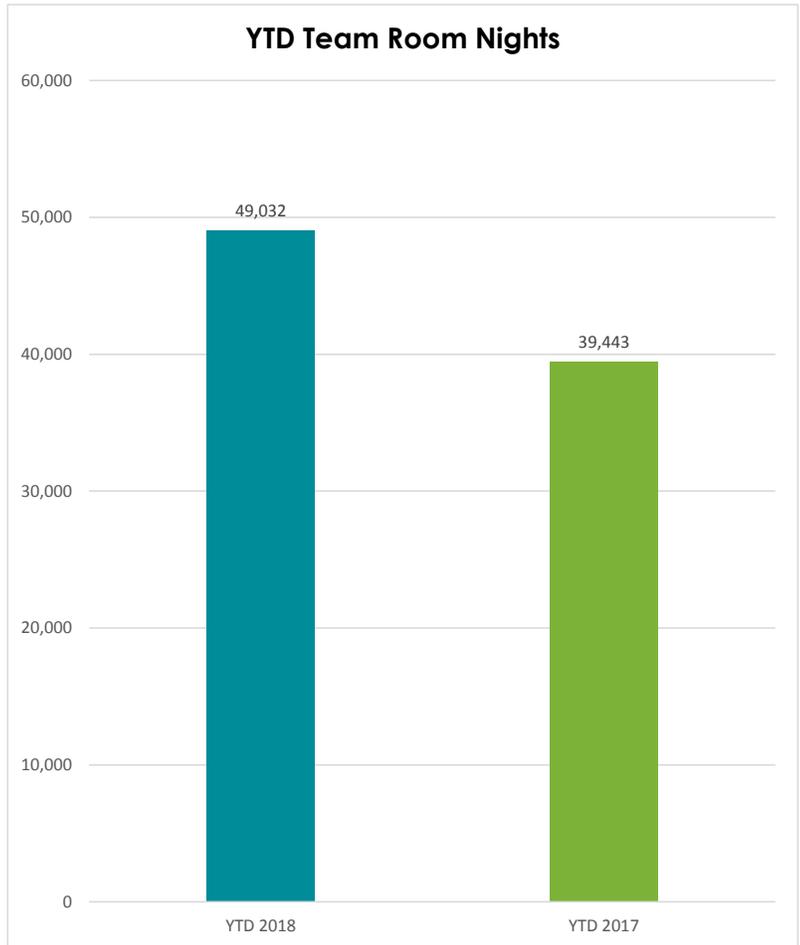
TOTAL	Mar-18	YTD 2018
Definite Room Nights	34,128	51,111
Bookings	38	74

EIC		Mar-18	YTD 2018
Business Sales	\$	20,372,511	\$ 32,104,766
Jobs Supported		7,211	12,895
Local Taxes	\$	1,070,460	\$ 1,631,642
Personal Income	\$	7,173,885	\$ 11,378,029
Bed Taxes	\$	799,157	\$ 1,212,019

**Meetings Actualized (Includes Legacy)**

	Mar-18	YTD 2018
Definite Room Nights	25,754	67,762
Bookings	30	112

EIC		Mar-18	YTD 2018
Business Sales	\$	23,683,124	\$ 61,200,902
Jobs Supported		7,800	19,722
Local Taxes	\$	1,405,737	\$ 3,441,458
Personal Income	\$	8,314,097	\$ 21,363,961
Bed Taxes	\$	778,462	\$ 1,991,395



**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**  
 March 2018

**By Year (Team only)**

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2018	16	46%	2,884	9%	1,437	12%	36	6,192
2019	7	20%	7,632	24%	2,712	23%	17	15,614
2020	5	14%	3,892	12%	1,830	16%	9	6,502
2021	3	9%	6,635	21%	1,900	16%	3	6,635
2022	3	9%	9,928	31%	3,350	29%	4	12,726
2023	1	3%	1,363	4%	350	3%	1	1,363
<b>Total</b>	<b>35</b>	<b>100%</b>	<b>32,334</b>	<b>100%</b>	<b>11,579</b>	<b>100%</b>	<b>70</b>	<b>49,032</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
1-99	17	49%	2,166	7%	1,293	11%	35	3,959
100 - 200	5	14%	3,483	11%	2,664	23%	14	7,117
201-499	8	23%	8,235	25%	3,100	27%	13	14,060
500-999	4	11%	11,589	36%	3,022	26%	7	17,035
1000-1499	1	3%	6,861	21%	1,500	13%	1	6,861
1500-4999	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>35</b>	<b>100%</b>	<b>32,334</b>	<b>100%</b>	<b>11,579</b>	<b>100%</b>	<b>70</b>	<b>49,032</b>

**By Market Segment (Team only)**

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities, Food	1	3%	2905	9%	1000	9%	2	4062
Athletic & Sports/Recreation	4	11%	2865	9%	2250	19%	6	4408
Automotive	0	0%	0	0%	0	0%	0	0
Computer/Software	2	6%	920	3%	517	4%	2	920
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	0	0
Educational	1	3%	204	1%	80	1%	4	636
Entertainment	2	6%	2726	8%	700	6%	3	3136
Environmental	0	0%	0	0%	0	0%	1	2798
Ethnic	1	3%	186	1%	125		1	186
Film Crews	0	0%	0	0%	0	0%	1	58
Financial	2	6%	1086	3%	480	4%	5	2572
Franchise/Multi-Level Marketing	0	0%	0	0%	0	0%	3	1309
Fraternal	0	0%	0	0%	0	0%	0	0
Government, Public Administration	4	11%	8157	25%	2050	18%	4	8157
Health & Medical	3	9%	1070	3%	550	5%	7	1806
High Tech/Electric/Computer/Communications	1	3%	140	0%	40	0%	2	180
Hobby & Vocational	0	0%	0	0%	0	0%	1	163
Incentive	0	0%	0	0%	0	0%	0	0
Insurance	0	0%	0	0%	0	0%	1	415
Insurance Association	0	0%	0	0%	0	0%	1	495
International	0	0%	0	0%	0	0%	0	0
Labor Union	0	0%	0	0%	0	0%	0	0
LGBT	0	0%	0	0%	0	0%	0	0
Manufacturing/Distribution	1	3%	175	1%	95	1%	3	1,588
Meetings, Convention, Tourism	0	0%	0	0%	0	0%	1	81
Military	0	0%	0	0%	0	0%	0	0
Military Reunions	0	0%	0	0%	0	0%	0	0
Pharmaceuticals	1	3%	362	1%	124	1%	1	362
Real Estate	2	6%	6803	21%	1272	11%	3	8294
Religious	3	9%	305	1%	170	1%	3	305
Scientific, Engineering, Technical	0	0%	0	0%	0	0%	0	0
Social	0	0%	0	0%	0	0%	0	0
Sporting Events	0	0%	0	0%	0	0%	2	800
Third Party Planner	1	3%	150	0%	49	0%	1	150
Trade, Commercial or Business	6	17%	4280	13%	2077	18%	12	6151
Transportation	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>35</b>	<b>100%</b>	<b>32,334</b>	<b>100%</b>	<b>11,579</b>	<b>99%</b>	<b>70</b>	<b>49,032</b>

**Convention Sales**  
 Booking Production Analysis (Cont.)  
 March 2018

By Key States/Countries (Team only)								
State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
AB (Canada)	0	0%	0	0%	0	0%	0	0
AR	0	0%	0	0%	0	0%	0	0
AZ	0	0%	0	0%	0	0%	0	0
BC (Canada)	1	3%	30	0%	12	0%	1	30
CA	20	57%	21,823	67%	6,477	56%	35	28,674
CO	0	0%	0	0%	0	0%	0	0
CT	0	0%	0	0%	0	0%	0	0
DC	0	0%	0	0%	0	0%	2	1,551
FL	0	0%	0	0%	0	0%	2	468
France	0	0%	0	0%	0	0%	0	0
GA	1	3%	140	0%	40	0%	2	180
IA	0	0%	0	0%	0	0%	0	0
ID	0	0%	0	0%	0	0%	0	0
IL	1	3%	362	1%	124	1%	2	777
IN	0	0%	0	0%	0	0%	0	0
KS	0	0%	0	0%	0	0%	0	0
KY	1	3%	821	3%	350	3%	1	821
LA	0	0%	0	0%	0	0%	0	0
MA	1	3%	150	0%	49	0%	1	150
MB (Canada)	0	0%	0	0%	0	0%	0	0
MD	0	0%	0	0%	0	0%	2	251
MI	0	0%	0	0%	0	0%	0	0
MN	0	0%	0	0%	0	0%	1	1,382
MO	0	0%	0	0%	0	0%	1	495
NC	0	0%	0	0%	0	0%	0	0
NH	1	3%	186	1%	125	1%	1	186
NJ	1	3%	175	1%	95	1%	1	175
NL	0	0%	0	0%	0	0%	0	0
NV	0	0%	0	0%	0	0%	0	0
NY	2	6%	1,868	6%	800	7%	4	4,063
OH	1	3%	20	0%	17	0%	1	20
OK	0	0%	0	0%	0	0%	0	0
ON	0	0%	0	0%	0	0%	1	1,400
OR	0	0%	0	0%	0	0%	0	0
PA	1	3%	900	3%	500	4%	2	981
SC	0	0%	0	0%	0	0%	1	163
SD	0	0%	0	0%	0	0%	0	0
SK (Canada)	0	0%	0	0%	0	0%	0	0
TN	1	3%	1,704	5%	1,500	13%	1	1,704
TX	1	3%	820	3%	400	3%	3	1,078
UT	1	3%	430	1%	90	1%	3	1,338
VA	0	0%	0	0%	0	0%	0	0
WA	0	0%	0	0%	0	0%	1	240
WI	1	3%	2,905	9%	1,000	9%	1	2,905
<b>Total</b>	<b>35</b>	<b>100%</b>	<b>32,334</b>	<b>100%</b>	<b>11,579</b>	<b>100%</b>	<b>70</b>	<b>49,032</b>

PSCC Bookings (Includes Legacy)						
Market Segment	March			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	0	0	0
Athletic/Recreation	0	0	0	1	1,495	1,500
Computer/Software	0	0	0	0	0	0
Educational	0	0	0	1	285	800
Environmental	0	0	0	0	0	0
Government	1	1,100	350	1	1,100	350
Health & Medical	0	0	0	0	0	0
High Tech/Electric/Computer	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
Social	1	975	610	1	975	610
Sporting Events	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
<b>Total</b>	<b>2</b>	<b>2,075</b>	<b>960</b>	<b>4</b>	<b>3,855</b>	<b>3,260</b>

## Convention Sales

Lost Business

March 2018

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

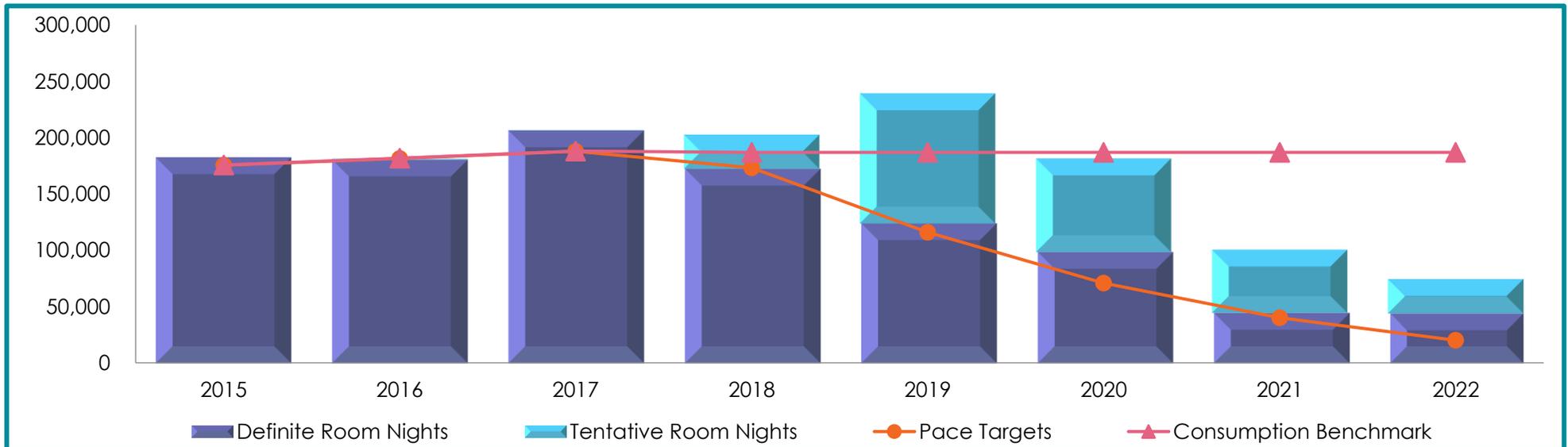
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	11	6087	19	15,980
2	Sacramento	1	7,020	1	7,020
3	Tuscon	1	765	5	4,820
4	New York	1	4,080	1	4,080
5	National Harbor	0	0	1	3,827
6	Portland	2	3,412	2	3,412
7	Austin	0	0	1	2,966
8	Scottsdale	3	875	6	2,787
9	Schaumburg	1	2,580	1	2,580
10	Nashville	1	1,874	1	1,874

### All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	4	1,640	12	8,295
California	23	17,630	41	31,228
Colorado	1	330	1	330
District of Columbia	0	0	0	0
Florida	0	0	4	920
Georgia	1	483	1	483
Hawaii	3	2,004	3	2,004
Idaho	0	0	1	572
Illinois	1	2,580	2	2,705
Indiana	0	0	0	0
Kansas	0	0	0	0
Kentucky	0	0	0	0
Louisiana	1	705	2	1,105
Maryland	0	0	1	3,827
Minnesota	0	0	0	0
Missouri	0	0	0	0
N/A	9	2,190	47	15,185
Nevada	0	0	4	1,836
New Mexico	0	0	2	1,345
New York	0	0	2	5,610
North Carolina	0	0	1	935
Ohio	0	0	0	0
Oregon	2	3,412	2	3,412
Out of Country	1	60	7	1,534
South Carolina	0	0	1	42
Tennessee	1	1,874	1	1,874
Texas	2	355	6	6,185
Unknown	21	34,097	85	87,563
Utah	0	0	0	0
Washington	0	0	0	0
Wyoming	0	0	1	508
<b>Total</b>	<b>70</b>	<b>67,360</b>	<b>227</b>	<b>177,498</b>

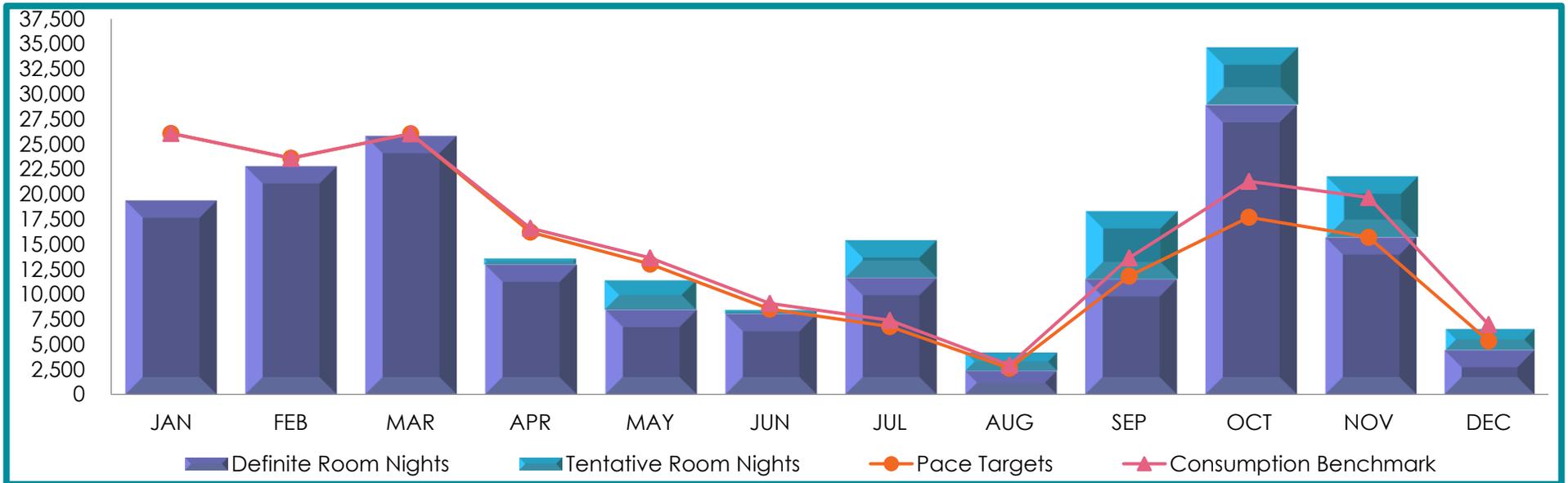
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Room Nights	182,294	180,156	206,054	171,995	123,824	98,446	44,671	44,187	1,051,627
Pace Targets	175,547	181,619	187,869	173,288	115,896	70,881	40,026	20,040	965,166
Variance	6,747	(1,463)	18,185	(1,293)	7,928	27,565	4,645	24,147	86,461
Consumption Benchmark	175,662	181,769	188,072	186,871	186,871	186,871	186,871	186,871	1,479,858
Pace Percentage	104%	99%	110%	99%	107%	139%	112%	220%	109%
Total Demand Room Nights	647,415	722,310	812,760	802,110	444,863	259,257	114,345	81,643	3,884,703
Lost Room Nights	465,121	542,154	606,706	630,115	321,039	160,811	69,674	37,456	2,833,076
Conversion Percentage	28%	25%	25%	21%	28%	38%	39%	54%	27%
Tentative Room Nights	0	1,000	50	30,075	114,787	82,902	56,085	30,397	315,296

Greater Palm Springs Events									
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Events	264	294	311	249	103	64	22	17	1,324
Pace Targets	277	288	291	239	107	50	24	12	1,288
Variance	(13)	6	20	10	(4)	14	(2)	5	36
Consumption Benchmark	278	289	292	293	293	293	293	293	2,324
Pace Percentage	95%	102%	107%	104%	96%	128%	92%	142%	103%
Total Demand Events	801	909	991	881	328	149	55	29	4,143
Lost Events	537	615	680	632	225	85	33	12	2,819
Conversion Percentage	33%	32%	31%	28%	31%	43%	40%	59%	32%
Tentative Events	0	1	2	83	153	72	42	17	370



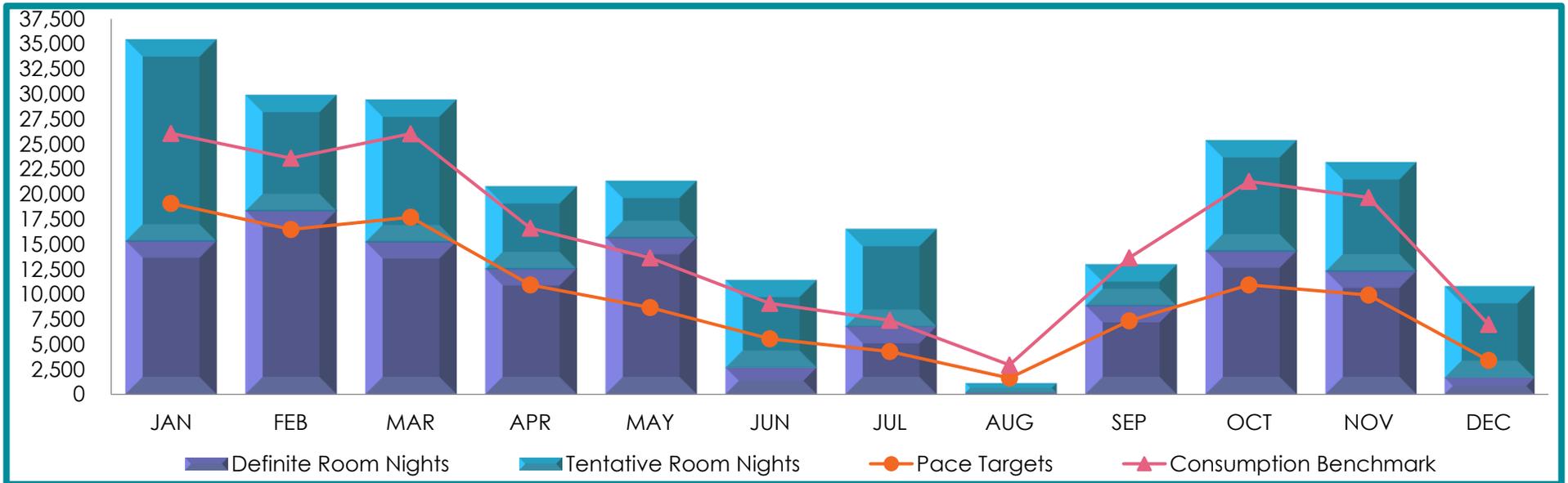
Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,390	22,783	25,793	12,975	8,466	8,039	11,654	2,347	11,533	28,867	15,721	4,427	171,995
Pace Targets	26,065	23,575	26,019	16,195	13,014	8,509	6,765	2,614	11,825	17,683	15,688	5,336	173,288
Variance	(6,675)	(792)	(226)	(3,220)	(4,548)	(470)	4,889	(267)	(292)	11,184	33	(909)	(1,293)
Consumption Benchmark	26,065	23,575	26,019	16,607	13,622	9,085	7,394	2,936	13,633	21,273	19,671	6,991	186,871
Pace Percentage	74%	97%	99%	80%	65%	94%	172%	90%	98%	163%	100%	83%	99%
Total Demand Room Nights	114,489	114,163	98,789	72,630	45,843	50,548	45,958	15,914	66,607	82,034	77,884	17,251	802,110
Lost Room Nights	95,099	91,380	72,996	59,655	37,377	42,509	34,304	13,567	55,074	53,167	62,163	12,824	630,115
Conversion Percentage	17%	20%	26%	18%	18%	16%	25%	15%	17%	35%	20%	26%	21%
Tentative Room Nights	0	0	0	605	2,929	400	3,756	1,829	6,742	5,684	6,021	2,109	30,075

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	34	46	33	18	12	12	11	7	20	32	20	4	249
Pace Targets	41	41	31	21	18	13	10	6	15	22	15	6	239
Variance	(7)	5	2	(3)	(6)	(1)	1	1	5	10	5	(2)	10
Consumption Benchmark	41	41	31	24	22	16	13	9	23	36	26	11	293
Pace Percentage	83%	112%	106%	86%	67%	92%	110%	117%	133%	145%	133%	67%	104%
Total Demand Events	124	167	119	99	59	58	40	25	59	69	49	13	881
Lost Events	90	121	86	81	47	46	29	18	39	37	29	9	632
Conversion Percentage	27%	28%	28%	18%	20%	21%	28%	28%	34%	46%	41%	31%	28%
Tentative Events	0	0	0	5	10	1	9	3	17	18	16	4	83



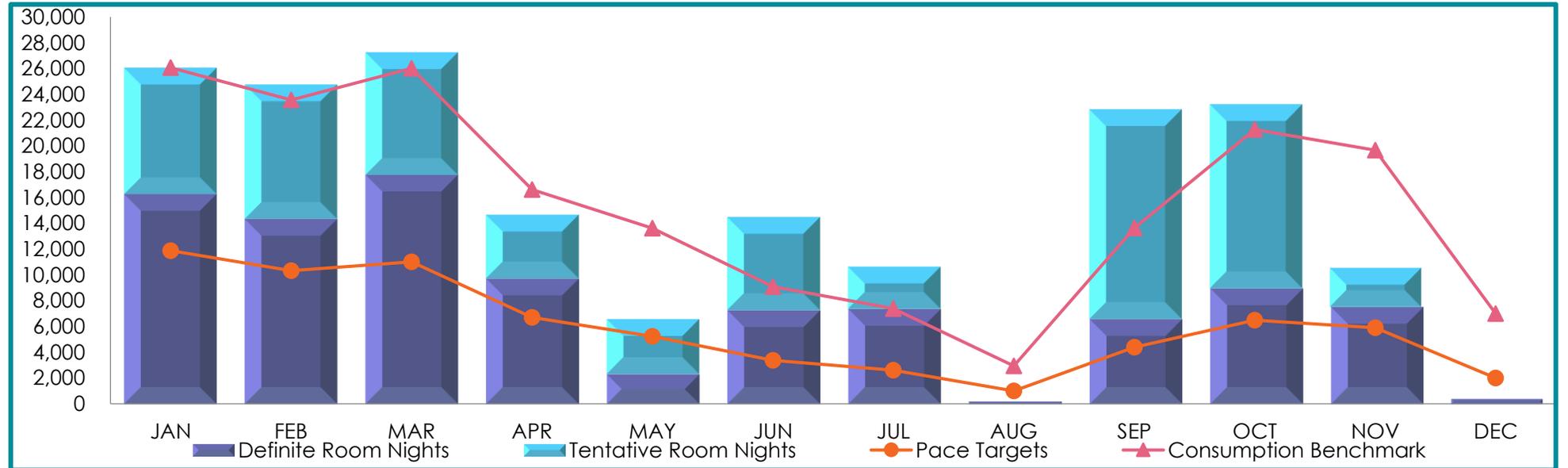
Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	15,310	18,303	15,213	12,545	15,624	2,690	6,789	200	8,874	14,298	12,303	1,675	123,824
Pace Targets	19,072	16,469	17,693	10,932	8,677	5,555	4,275	1,627	7,352	10,942	9,911	3,391	115,896
Variance	(3,762)	1,834	(2,480)	1,613	6,947	(2,865)	2,514	(1,427)	1,522	3,356	2,392	(1,716)	7,928
Consumption Benchmark	26,065	23,575	26,019	16,607	13,622	9,085	7,394	2,936	13,633	21,273	19,671	6,991	186,871
Pace Percentage	80%	111%	86%	115%	180%	48%	159%	12%	121%	131%	124%	49%	107%
Total Demand Room Nights	45,601	80,076	42,675	38,677	40,338	13,814	35,435	5,782	40,711	46,479	50,754	4,521	444,863
Lost Room Nights	30,291	61,773	27,462	26,132	24,714	11,124	28,646	5,582	31,837	32,181	38,451	2,846	321,039
Conversion Percentage	34%	23%	36%	32%	39%	19%	19%	3%	22%	31%	24%	37%	28%
Tentative Room Nights	20,071	11,579	14,200	8,262	5,732	8,806	9,782	955	4,194	11,087	10,907	9,212	114,787

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	16	12	10	14	3	5	1	8	9	8	3	103
Pace Targets	19	18	13	9	8	6	4	3	7	10	7	3	107
Variance	(5)	(2)	(1)	1	6	(3)	1	(2)	1	(1)	1	0	(4)
Consumption Benchmark	41	41	31	24	22	16	13	9	23	36	26	11	293
Pace Percentage	74%	89%	92%	111%	175%	50%	125%	33%	114%	90%	114%	100%	96%
Total Demand Events	42	64	35	36	30	11	24	5	25	30	21	5	328
Lost Events	28	48	23	26	16	8	19	4	17	21	13	2	225
Conversion Percentage	33%	25%	34%	28%	47%	27%	21%	20%	32%	30%	38%	60%	31%
Tentative Events	27	24	21	11	9	15	9	1	7	17	8	4	153



Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	16,214	14,297	17,718	9,687	2,321	7,251	7,348	200	6,566	8,933	7,511	400	98,446
Pace Targets	11,878	10,326	11,008	6,702	5,228	3,366	2,610	996	4,395	6,485	5,889	1,998	70,881
Variance	4,336	3,971	6,710	2,985	(2,907)	3,885	4,738	(796)	2,171	2,448	1,622	(1,598)	27,565
Consumption Benchmark	26,065	23,575	26,019	16,607	13,622	9,085	7,394	2,936	13,633	21,273	19,671	6,991	186,871
Pace Percentage	137%	138%	161%	145%	44%	215%	282%	20%	149%	138%	128%	20%	139%
Total Demand Room Nights	32,263	47,900	31,307	23,593	11,620	16,274	15,150	2,510	17,761	43,034	15,510	2,335	259,257
Lost Room Nights	16,049	33,603	13,589	13,906	9,299	9,023	7,802	2,310	11,195	34,101	7,999	1,935	160,811
Conversion Percentage	50%	30%	57%	41%	20%	45%	49%	8%	37%	21%	48%	17%	38%
Tentative Room Nights	9,795	10,430	9,494	4,943	4,239	7,213	3,279	0	16,242	14,257	3,010	0	82,902

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	10	7	6	2	3	3	1	4	8	5	1	64
Pace Targets	9	9	6	4	4	3	2	1	3	5	3	1	50
Variance	5	1	1	2	(2)	0	1	0	1	3	2	0	14
Consumption Benchmark	41	41	31	24	22	16	13	9	23	36	26	11	293
Pace Percentage	156%	111%	117%	150%	50%	100%	150%	100%	133%	160%	167%	100%	128%
Total Demand Events	24	29	15	13	7	8	8	3	12	21	7	2	149
Lost Events	10	19	8	7	5	5	5	2	8	13	2	1	85
Conversion Percentage	58%	34%	47%	46%	29%	38%	38%	33%	33%	38%	71%	50%	43%
Tentative Events	11	12	7	4	5	6	3	0	10	11	3	0	72



# Destination & Partnership Services

April 2018

## DESTINATION SERVICES:

### Summary (January - March)

The Destination Services team planned and organized 9 programs encompassing 16 events and activities including 1 trade show, 2 one-on-one sales events, 7 client events, 3 sponsorship fulfillments, two 3-day FAMs and 1 CVB event.

- Fulfilled 42 Convention Sales client requests resulting in 410 CVB Partner referrals
- Assisted a total of 54 Convention Sales clients with their service requests/fulfillments
- Organized 29 site visits representing 23,193 room nights and 14,275 attendees

### January-March Highlights

- Palm Springs International Film Festival FAM, January 1-3
- Conference Direct Team Director's Meeting, January 23-26
- Goldenvoice Desert Radio Weekend, February 9-10
- Midwest BNP Client FAM, March 7-9
- HR Summit, March 14

### April-June

- The Department projects the following program management:
  - Total of 15 programs encompassing 38 events.
  - April through June sites currently have 8 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:

### January-March Highlights

- We welcomed 10 new Partners and renewed 246 Partners
- A total of 907 Partner referrals were processed
- Partnership Hosted the Following Events:

Date	Event	City	Number of Attendees
January 25, 2018	CVB Meet & See - Cambria Gallery on Cook Street	Palm Desert	102
February 8, 2018	CVB Meet & See - Miramonte Indian Wells Resort & Spa	Indian Wells	99
February 22, 2018	CVB Meet & See - Escape Room Palm Springs	Palm Springs	62
March 22, 2018	CVB & GCVCC Joint Spring Mixer - Coachella Valley History Museum	Indio	163

### Certified Tourism Ambassador Program Update

The CVB has begun the first phase of launching the Certified Tourism Ambassador Program in Greater Palm Springs with a series of focus groups and a subject matter expert panel on April 9<sup>th</sup>. The meetings were held here at the CVB office and facilitated by Mickey Schaefer of Mickey Schaefer & Associates.

Mickey and her team are now in the process of developing the program curriculum. They will work through our office and our tourism Partners to gather information and create a robust curriculum for our destination.

# Destination & Partnership Services

April 2018

The initial round of CTA classes will begin in August or September. The students will be certified and be the first to receive the pin and certificate. Our goal is to have a diverse first group; police officers, public officials, board members, media, and of course hotel, restaurant, taxi cab, attraction, retail, and other tourism Partners. The initial class participants will help refine the curriculum. The official program launch should begin in October 2018. The CVB's goal is to certify 500 students in the first year.

The CVB is now in the process of developing our team and job descriptions, as well as the program branding. The program will be budgeted for in our next fiscal year, which begins July 1<sup>st</sup>, 2018. We will build a web site and this Summer begin soliciting attractions, restaurants, hotels etc., for special offers. One key component is that CTAs earn points by experiencing the destination. You can't promote what you haven't experienced!

The turnout and enthusiasm for the initial focus groups surpassed our expectations. If it's any indication of the level of participation we can expect to see once the program launches, we will have no trouble meeting our goal of 500 CTAs in the first year.



Joint Spring Mixer  
CVB and GCVCC, March 22, 2018  
Coachella Valley History Museum, Indio

If you have any questions about Destination Services, contact  
**Jill Philbrook, Director of Destination and Partnership Services**  
[jphilbrook@gpscvb.com](mailto:jphilbrook@gpscvb.com)

For Partnership questions, contact  
**Davis Meyer, Partnership Manager**  
[dmeyer@gpscvb.com](mailto:dmeyer@gpscvb.com)

# Travel Industry Sales

## Market Activity

March 2018

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	765	1720	7,500	22.9%
New Business Development	0	4	40	10%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	0	0	22	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	1	4	28	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	5	13	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	3	13		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	4	14		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	13	<b>44</b>	121	

March	TIS Activities & Programs	Market	Description/Results from Sales Activity
March 1-6, 2018	Discover America	Denmark	CVB attended the USA Travel Show, presented by Discover America Denmark and FDM Travel Showcase in Copenhagen, Denmark as well as Swanson's Travel Day in Osby, Sweden. The USA Travel Show is the largest B2B workshop in Scandinavia with attendance this year of 300 trade and media while the FDM and Swanson's events were consumer focused with over 5,000 consumers attending. The CVB met with 47 travel trade clients and an estimated 500 + consumers. Partner Participation: None.

# Travel Industry Sales

## Market Activity

March 2018

<b>March 1, 2018</b>	<b>Desert PROST</b>	<b>USA</b>	The CVB attended the monthly Desert PROST luncheon at VUE GRILLE & BAR, Indian Wells Golf Resort. CVB met with 19 travel professionals from companies Protravel Inc., Towne Centre travel, Carefree Vacations by Frosch, Dream Vacations, Cruises C2C, Travel Edge, Travel Store, Gentry Cruises & Travel, Panorama Travel, and Mon Ami Travel.
<b>March 3-4, 2018</b>	<b>Club CA-Guangzhou</b>	<b>China</b>	Club California China is an interactive educational forum designed to motivate Chinese tour operators to develop California tour product that includes featured destinations at this event. Greater Palm Springs was showcased in presentations and will work directly with the 10 tour operators to be included in their itineraries.
<b>March 3-6, 2018</b>	<b>Italy Showcase</b>	<b>Italy</b>	The city of Venice hosted the 21st edition of Showcase USA-Italy, the annual B2B matchmaking event organized by the U.S. Commercial Service in Milan and the Visit USA Association Italy. 2018 has been a record edition with 50 US companies exhibiting and meeting new and existing clients. 42 travel agents and 22 tour operators, members of the Visit USA Italy Association, took part in one-to-one meetings.
<b>March 6, 2018</b>	<b>Club CA-Tokyo Breakfast</b>	<b>Japan</b>	Club California is an interactive educational forum designed to engage and motivate Japanese tour operators to develop California tour product in new ways and educate front-line travel agents on California. Attendees at the Tokyo seminar included a total of 29 product managers from Brand USA, CRIL Privee & Cie, H.I.S. Co. Ltd., IACE Travel, Japan Life Design Systems, Kamone Corporation, Kinki Nippon Tourist Co., Recruit Marketing Partners, Tobu Top Tours, Travel Standard Japan Co., and Veltra Corporation.
<b>March 11-13, 2018</b>	<b>House of Travel-Destination Visit</b>	<b>New Zealand</b>	CVB assisted Gabriele Brown from House of Travel during a personal visit to Greater Palm Springs by putting together a destination guide selling tool and 'insights' based on first-hand experience. CVB hosted accommodations at Saguaro Palm Springs. Partner participation: Saguaro Palm Springs.
<b>March 12-13, 2018</b>	<b>AAA Sales Calls-San Diego/Orange County</b>	<b>USA</b>	The CVB traveled to San Diego & Orange County to conduct AAA sales calls & trainings with Branch Managers and top travel agents, reaching a total of 79 agents. Office visits included those in Escondido, La Mesa, El Cajon, Encinitas, Mission Viejo, Newport Beach, Costa Mesa, Huntington Beach (2 offices) & Anaheim (2 offices).

# Travel Industry Sales

## Market Activity

March 2018

<b>March 12-16, 2018</b>	<b>Visit California Mexico Mission</b>	<b>Mexico</b>	Visit California hosted its annual Sales & Media Mission in Mexico March 12th to March 15th, 2018. The mission included separate tracks for trade and media with diverse activities with key travel trade, travel industry representatives and consumer and trade media, in 3 of the major cities: Mexico City, Monterrey and Guadalajara. The CVB met with 340 travel agents during the four-day sales mission.
<b>March 22, 2018</b>	<b>DER Webinar</b>	<b>Germany</b>	Greater Palm Springs was presented as one of the highlights of California during a webinar reaching 73 agents.
<b>March 22-24, 2018</b>	<b>Virgin Holidays FAM</b>	<b>United Kingdom</b>	The CVB worked with Virgin Holidays, the largest transatlantic tour operator in the UK, to bring a familiarization tour to Greater Palm Springs. The FAM consisted of 9 key Virgin Holidays reservation agents who were qualified for this trip through a booking incentive. Partner participation: Renaissance Palm Springs Hotel, Trio Restaurant, Desert Adventures Red Jeep Tour & Events, Hyatt Regency Indian Wells Resort & Spa, Westin Mission Hills Golf Resort & Spa, Palm Mountain Resort, Palm Springs Aerial Tramway, Cardiff Transportation, Palm Springs Bureau of Tourism.
<b>March 31, 2018</b>	<b>Black Diamond Training and Sales Calls-United Kingdom</b>	<b>United Kingdom</b>	The CVB's office in the United Kingdom had meetings and trainings with 58 managers. Companies included, Barrhead Travel, Kenwood Travel, Vacations to America, BA Holidays, Flight Centre, If Only, Norwegian, Travel 2 and USAirtours. Discussions included updates on the destination, along with the possibility of FAM & partnership opportunities.
<b>March 31, 2018</b>	<b>Msi Meetings - Germany</b>	<b>Germany</b>	The CVB's office in Germany had meetings with 14 managers from 10 German and Swiss key accounts. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.
<b>March 31, 2018</b>	<b>Gate7 Trainings &amp; Meetings – Brisbane &amp; Melbourne</b>	<b>Australia</b>	The CVB's office in Australia met with 12 contacts at Visit USA and trained 10 people with Rose Bay Travel and Qantas Holidays. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.

# Travel Industry Sales

## Market Activity

March 2018

### Marketing Campaigns

#### Germany, Switzerland, Austria

	Company	Campaign Name	Timing	Description
	Faszination Fernweh (Faszination Ski & Golf)	2018 So Cal Triangle Marketing	2018	Fly drive market for GPS, SD & LA/SM

#### United Kingdom

	Company	Campaign Name	Timing	Description
	Vacations to America / California Vacations		2018	Ambassadors will be trained on GPS including completing the online training for Greater Palm Springs.
	Vacations to America / California Vacations		2018	Greater Palm Springs has been selected to be one of our Destination Partners. VTA currently features extensive product with two dedicated pages on Greater Palm Springs in its current brochure and on its web site vacationstoamerica.com.

#### United States

	Company	Campaign Name	Timing	Description
	Americantours International (ATI)	2018 Where Next Magazine	2018-19	Similar to in-flight magazines found on commercial aircrafts, Where Next by ATI is a NEW free magazine distributed to each passenger on ATI's motorcoach and fly-drive tours. It will also be emailed to guests upon their return home with a link to share the publication with family and friends online via social media.

# Travel Industry Sales

## Market Activity

March 2018

### New Business Development

Manager	Date	Company	Description / Components
Robyn	2/12/2018	Excite Holidays	CVB's Australian reps have confirmed that Excite Holidays is now selling The Rowan Palm Springs.
Gary	2/7/2018	America Unlimited GmbH	Two new fly-drives are offered: - <a href="https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-958508-15-tage-sunshine-california.html">https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-958508-15-tage-sunshine-california.html</a> - including all participating partner destinations - <a href="https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-946657-11-tage-southern-california-feeling-mit-flug.html">https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-946657-11-tage-southern-california-feeling-mit-flug.html</a> - including the three Southern Californian destinations
Gary	2/2/2018	ANA Sales Americas	New Palm Springs & Joshua Tree Itinerary: <a href="http://www.anaspamphlet.jp/17BGAJ/index.php">http://www.anaspamphlet.jp/17BGAJ/index.php</a> Product Name: Meeting Wild Flowers in California 8 days Departure Date: March 22, 29, and April 5 Hotel: Hyatt Palm Springs (1st and 2nd days of the tour)
Gary	2/2/2018	Ctour Holiday	Launched itinerary for El Paseo in Palm Desert and the Uptown Design District.

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

During the month of March, the CVB continued its national advertising plan. This integrated campaign targets Los Angeles, San Diego, San Francisco, Phoenix, Las Vegas, Seattle, Portland, Chicago, New York, Las Vegas, Minneapolis, Denver, as well as select Canadian markets.

For the month of March, the CVB generated **4.7 million print impressions**, over **3.4 billion digital impressions**, over **51.6 million out-of-home impressions**, and over **2.6 billion television impressions** with **212,801 television spots**. New for 2018, advertising was placed on television programs that are viewed via on-demand and streaming online. For this period, almost **246 million impressions were generated streaming** on Spectrum, Cox and Comcast, and also on ABC, NBC, CBS, Fox and HBO GO Smart TV apps.

Television impressions included a partnership with ABC, which featured a destination segment during the Oscar's pre-show.

ABC TV PARTNERSHIP: OSCARS ON THE RED CARPET



The CVB partnered with **ABC** to generate coverage during the **Oscars pre-show, On The Red Carpet**. The partnership also included advertisements on KABC-LA, WLS-Chicago, KOMO-Seattle and KGO-San Francisco, as well as a commercial on *Good Morning America* in each market. In total, this campaign generated over **21 million television impressions** and **165 television spots** (32% increase over contracted delivery). In addition, almost **8.4 million digital impressions** were delivered, which is 82% over contracted delivery.

The *On The Red Carpet* pre-show segment aired in 76 markets across the U.S. on March 3, preceding the Oscars. Markets included New York, Los Angeles, Chicago, Philadelphia, Houston, San Francisco, Atlanta, Boston, Baltimore, Denver, Miami, Phoenix, Portland, Sacramento, Seattle, Austin, Las Vegas, Salt Lake City, San Diego, Santa Barbara, Monterey, Greater Palm Springs, and many others. This segment generated over **1.88 million impressions**.



# Marketing & Communications April 2018

## Advertising Highlights



In addition, Greater Palm Springs received a television schedule which aired the destination's Pillar focused and Brand :30-second spots. These spots aired on WLS-Chicago and KGO-San Francisco garnered over **10.6 million impressions**. Spots also ran during the Oscars and during the GMA post Oscar show, which generated over **8.5 million impressions**. The destination also received bonus spots during Oscar Sunday, which is valued at **over \$200,000** and generated over **2 million impressions**.

Digital advertising on ABC channels included ROS banner ads, homepage takeovers and pre-roll. Digital activations delivered 155% of the stated plan goal to deliver about **8.4 million impressions**. The destination also received a custom produced social media segment, which aired on KABC and OTRC social channels. This segment generated **859,000 impressions** and **272,000** video views across Facebook, Twitter and Instagram.



### WINTER TV CO-OP

The Winter Cable TV Co-op launched in January featuring ANA Inspiration, CareerBuilder Challenge, City of Palm Desert, Fashion Week El Paseo and Palm Desert Food & Wine Festival. The campaign includes custom Partner commercials that air on **Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas, and San Francisco**.

January through March, participating Partners have received a **combined 2.5 billion impressions** on cable television in San Diego, Los Angeles, Las Vegas, Phoenix and San Francisco. A total of **73,451** Partner spots have aired for this period.



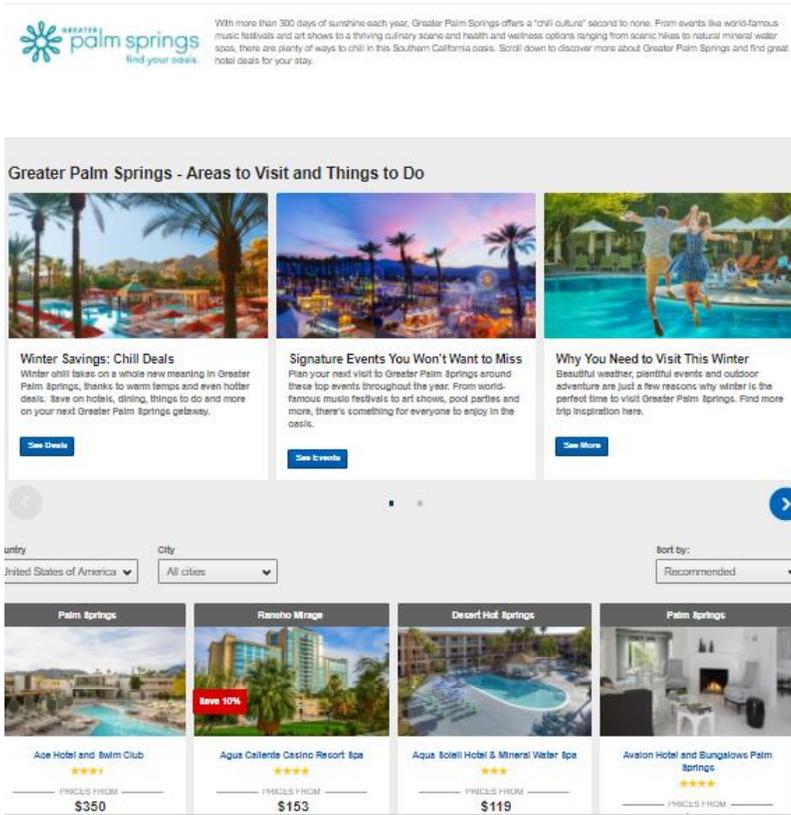
## Advertising Highlights

## DIGITAL

A digital campaign with Expedia, Inc. promoted the Greater Palm Springs destination landing page featuring 72 Partner hotel deals. For the month of March, this campaign has delivered **3.4 million impressions** on Expedia Partner websites, such as Expedia, Orbitz, Travelocity, Cheap Tickets, and Hotels.com. This campaign has generated an excellent return on ad spend at \$58 to \$1 with 7,460 room nights booked for the month. The region is up 2% YOY% for room nights and 10% YOY% for gross booking revenue.

1. Ace Hotel & Swim Club
2. Agua Caliente Casino Resort Spa
3. Aqua Soleil Hotel and Mineral Water Spa
4. Avalon Hotel and Bungalows
5. Best Western Date Tree Hotel
6. Best Western PLUS Las Brisas Resort Hotel
7. Best Western PLUS Palm Desert Resort
8. Caliente Tropics
9. Comfort Suites Palm Desert
10. Courtyard by Marriott - Palm Desert
11. Courtyard by Marriott - Palm Springs
12. Days Inn Indio
13. Days Inn Palm Springs
14. Delos Reyes Palm Springs
15. Desert Isle Resort
16. DoubleTree by Hilton Golf Resort Palm Springs
17. Embassy Suites Palm Desert
18. Extended Stay America
19. Fairfield Inn & Suites Palm Desert
20. Fantasy Springs Resort Casino
21. Hampton Inn & Suites
22. Hard Rock Hotel Palm Springs
23. Hilton Garden Inn Palm Springs - Rancho Mirage
24. Hilton Palm Springs
25. Holiday Inn Express & Suites - Cathedral City
26. Holiday Inn Express & Suites - Indio
27. Holiday Inn Express & Suites - Rancho Mirage
28. Holiday Inn Express - Palm Desert
29. Homewood Suites by Hilton - La Quinta
30. Homewood Suites by Hilton - Palm Desert
31. Hyatt Palm Springs
32. Hyatt Regency Indian Wells Resort & Spa
33. Hyundai Resort and Spa
34. Indian Palms Country Club and Resort
35. Indian Wells Resort Hotel
36. Indio Super 8 & Suites
37. Indio Travelodge
38. Ivy Palm Resort & Spa
39. JW Marriott Desert Springs Resort & Spa
40. Kimpton The Rowan Palm Springs Hotel
41. La Quinta Resort & Club and PGA WEST, a Waldorf Astoria Resort
42. Marquis Villas Resort by Diamond Resorts
43. Miracle Springs Resort & Spa
44. Miramonte Resort & Spa
45. Motel 6 - East Palm Springs
46. Motel 6 - Indio
47. Motel 6 - Palm Desert
48. Motel 6 - Palm Springs North
49. Motel 6 - Rancho Mirage
50. Motel 6 Downtown Palm Springs
51. Motel 6 Thousand Palms
52. Omni Rancho Las Palmas Resort & Spa
53. Palm Canyon Resort by Diamond Resorts
54. Palm Mountain Resort & Spa
55. Parker Palm Springs
56. Quality Inn & Suites - Indio
57. Red Lion Inn & Suites Cathedral City
58. Renaissance Indian Wells Resort & Spa
59. Renaissance Palm Springs Hotel
60. Residence Inn by Marriott
61. Riviera Palm Springs
62. Royal Plaza Inn
63. Shadow Mountain Resort & Club
64. The Monroe Palm Springs
65. The Plaza Resort & Spa at Extra Holidays by Wyndham
66. The Ritz-Carlton, Rancho Mirage
67. The Saguaro Hotel & Pool
68. The Westin Mission Hills Golf Resort & Spa
69. Triada Palm Springs, A Marriott Autograph Collection Hotel
70. Two Bunch Palms
71. V Palm Springs
72. Vagabond Inn Palm Springs

Expedia cont'd



Greater Palm Springs - Areas to Visit and Things to Do

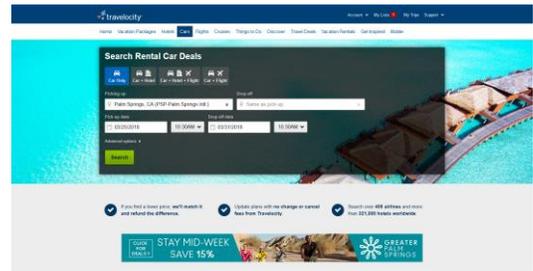
Winter Savings: Chill Deals  
Winter chill takes on a whole new meaning in Greater Palm Springs, thanks to warm temps and even hotter deals. Save on hotels, dining, things to do and more on your next Greater Palm Springs getaway.

Signature Events You Won't Want to Miss  
Plan your next visit to Greater Palm Springs around these top events throughout the year. From world-famous music festivals to art shows, pool parties and more, there's something for everyone to enjoy in the oasis.

Why You Need to Visit This Winter  
Beautiful weather, plentiful events and outdoor adventure are just a few reasons why winter is the perfect time to visit Greater Palm Springs. Find more trip inspiration here.

Property Cards:

- Aoe Hotel and Swim Club: PRICES FROM \$350
- Aqua Caliente Casino Resort Spa: PRICES FROM \$153
- Aqua Soleil Hotel & Mineral Water Spa: PRICES FROM \$119
- Aviation Hotel and Bungalows Palm Springs: PRICES FROM



Travelocity Search Rental Car Deals

From \$100/Day

STAY MID-WEEK SAVE 15%

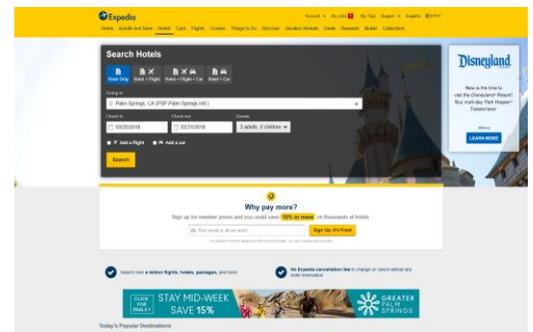


Orbitz Palm Springs Intl. (PSP) properties

International Hotel and Suites: \$122/night

WYO Resorts Palm Springs: \$257/night

SAVE MID-WEEK SAVE 15%

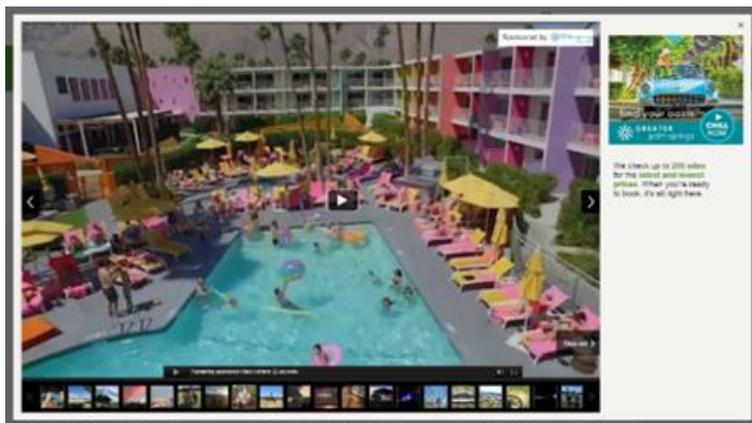


Expedia Search Hotels

Disneyland

STAY MID-WEEK SAVE 15%

Advertising on **TripAdvisor.com** generated **182,515 impressions**, driving users to the CVB website. This campaign has generated a strong click through rate of .12%. For the month of March, TripAdvisor users spent a total of 107.31 hours engaging with GPS content. GPS native video campaign generated 7,807 plays with a click through rate of .58%.



Greater Palm Springs video player showing a pool scene with text overlay: "The check up is 20% off for the latest and greatest offers. When you're ready to book, it's all right here."



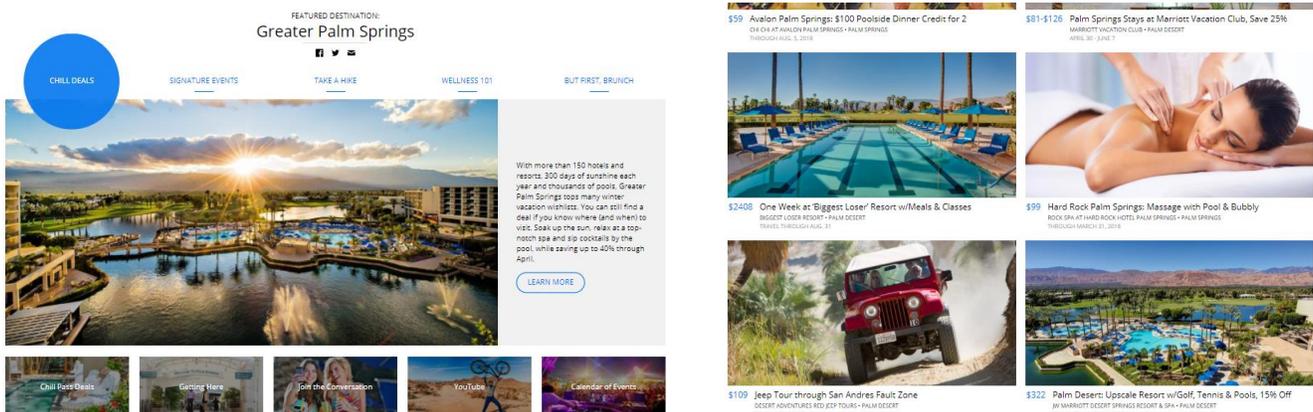
TripAdvisor Greater Palm Springs page with various travel offers and a "Save up to 30% on Greater Palm Springs hotels" banner.

# Marketing & Communications

April 2018

## Advertising Highlights

Advertising with **Travelzoo** in March generated over **8.6 million impressions**. The GPS destination landing page features 13 Partner offers, including Hyatt Palm Springs, Hard Rock Hotel, Social Cycle, Ace Hotel & Swim Club, Cimarron Golf Resort, The Saguaro Palm Springs, Marriott Vacation Club, Avalon Palm Springs, Hard Rock Hotel, The Biggest Loser, Desert Adventures, JW Marriott Desert Springs and Renaissance Indian Wells. For the month of March, this campaign generated 2,872 clicks to the GPS website and 4,116 clicks to GPS Partner deals pages. Marriott Vacation Clubs (4,444 clicks), Renaissance Indian Wells (638 clicks) and JW Marriott (490 clicks) received the most traffic for the month.



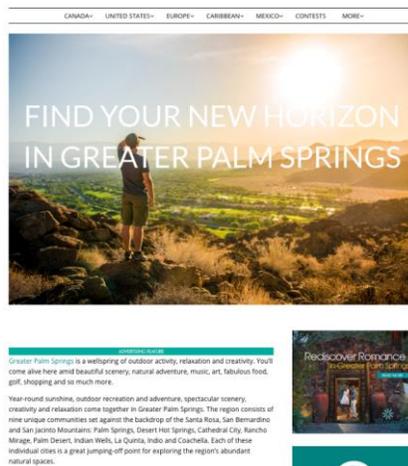
## OUT OF HOME

For the month of March, **digital billboards** generated over **51.6 million impressions**. In addition to destination branding, these billboards promoted upcoming signature events, including HITS horse shows, Rhythm Wine & Brews, La Quinta Arts Festival, BNP Paribas Open, Palm Desert Food and Wine Festival, Fashion Week El Paseo, ANA Inspiration, Indian Wells Arts Festival, Indian Wells Music Festival, Style Fashion Week and Club Skirts.



PRINT

Print exposure included a 7-page advertorial section in **WestJet's** in-flight magazine, which featured several Partners and a Greater Palm Springs event calendar. WestJet's in-flight magazine reaches **2.2 million passengers** each month. A full page print ad also ran in **Alaska Airlines'** in-flight magazine, reaching **2.5 million passengers**.



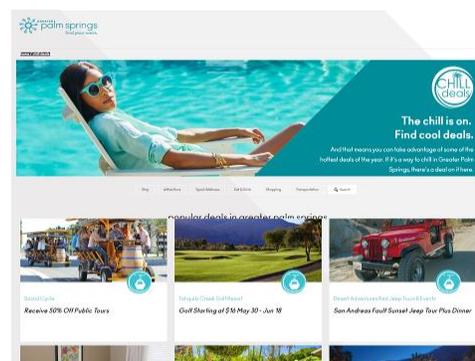
COMING THIS SPRING/SUMMER

The CVB's **Summer Chill campaign** will launch in May. This campaign includes a Partner TV Co-op (cable and KTLA), digital advertising, billboard advertising and print advertising in *Palm Springs Life's* 90-days of Summer. Agua Caliente Casino Resort Spa, City of La Quinta, City of Indian Wells, City of Palm Desert, Palm Springs Bureau of Tourism, Hyatt Regency Indian Wells, BMW, La Quinta Resort & Club, El Paseo BID, JW Marriott Desert Springs, Miramonte Indian Wells, Omni Rancho Las Palmas, Riviera Palm Springs, Renaissance Indian Wells, Westin Mission Hills and Restaurant Week will participate in the TV co-op.

CVB PARTNER SUMMER CHILL COOPERATIVE ADVERTISING PROGRAMS

1. Submit a **Chill Pass** offer (Free opportunity)

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 Summer.



Advertising Highlights

**2. Expedia (May – August)**

Partner Opportunity: Hotel Partners may submit a Summer Deal to display on the Greater Palm Springs destination page.

- To participate and to submit your offer, contact La Neisha Young 714-873-7546 | [laneyoung@expedia.com](mailto:laneyoung@expedia.com)
- Cost: No Fee. Standard Expedia commissionable bookings apply.

**3. Travelzoo (May – August)**

- Partner Opportunity: Partners may submit a Summer Deal to display on the Greater Palm Springs destination page.
- To participate and to submit your offer, contact Randi Redmon 310- 295-6579 | [redmon@Travelzoo.com](mailto:redmon@Travelzoo.com)
- Cost: No Fee.

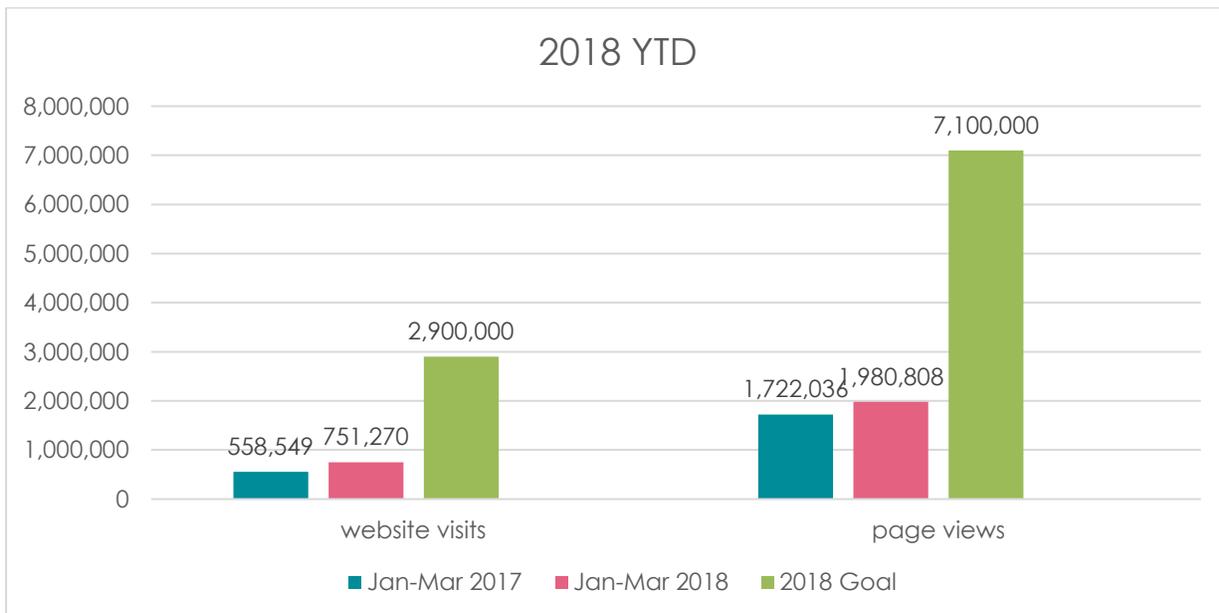
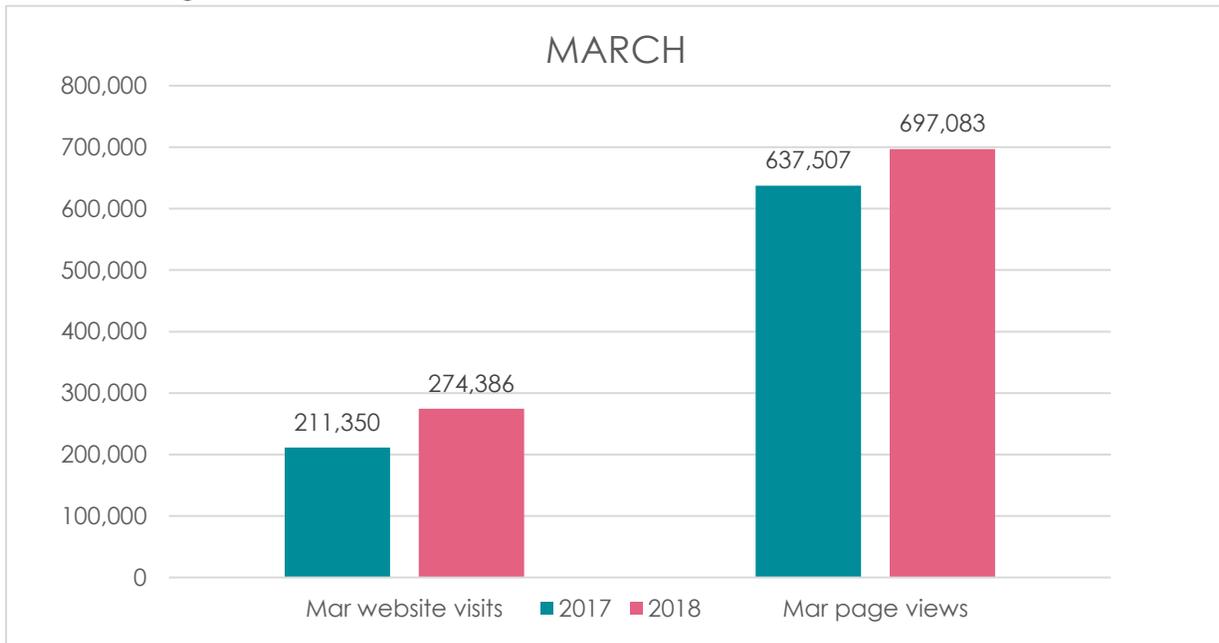
**4. SpaFinder (July – November)**

- Partner Opportunity: Partners may submit special offering to display on destination page.
- To participate and to submit your offer, contact Jacki Kendall 212-924-6800 | [jacki.kendall@Spafider.com](mailto:jacki.kendall@Spafider.com)
- Cost: If you have a Spa facility, you can become a SpaFinder Partner. The cost is \$3,000 and includes a SpaFinder listing, redemption options, newsletter feature and more. Standard SpaFinder commissions are collected on the Gift Card amount only.

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

**CVB Website:**

With consistent enhancements to usability, design and other features, the CVB website continues to draw new and returning visitors to its content-rich pages. Year over year, website visits have increased **30% over 2017** with a **59% increase** in organic visitors. Chill Pass also had an **increase in organic visitors of 197%** over 2017.



Website visits:  
**YOY: 35% over 2017**

Page views:  
**YOY: 15% over 2017**

#### Website Highlights

#### On the Horizon

The CVB is working on new landing pages targeted to align with keywords with high search volume. This will increase our volume of organic visitors.

The CVB is also implementing persona targeting, which serves dynamic content to website visitors based on their interests. The CVB is testing this dynamic content with five personas: Arts & Culture, Family-Friendly, Foodies, Health & Wellness, and Outdoor Adventure.

#### How to Get Involved

**Partner Extranet:** Be sure to keep your profile **up to date** on the CVB website by logging in to the Partner extranet at [www.mygpscvb.com](http://www.mygpscvb.com). This includes updating listing data and business description, images and special offers for **chillpass.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 before posting live on [www.chillpass.com](http://www.chillpass.com).

**Calendar of Events:** We love to keep readers informed of the latest events taking place in Greater Palm Springs! If you have tourism or hospitality related events that you would like promoted on the CVB online calendar, please submit your event at [www.visitgreaterpalmssprings.com/events/submit](http://www.visitgreaterpalmssprings.com/events/submit). Once your offer has been submitted, it will be reviewed by the CVB prior to publishing on the site.

**Digital Library:** We continue to add new images and request 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/greaterpalmssprings](http://www.barberstock.com/greaterpalmssprings).

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

# Marketing & Communications April 2018

## Social Media Highlights

### Social Media – Main Channels



	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement	Subscribers	Video Views
<b>Current Metric YTD</b>	271,694	42,975	5,474	15,931	13,627	36,538	1,242	1,827	610,230
<b>2018 Goal</b>	350,000	1,050,000	31,000 <i>likes, comments, and shares</i>	22,000	43,000 <i>likes and comments</i>	48,000	2,800 <i>likes, retweets, and replies</i>	1,800	6,050,000
<b>% Towards 2018 Goal</b>	77.6%	4.09%	17.67%	72.41%	31.7%	76.1%	44.36%	101.5%	10.07%
<b>Total Impressions YTD</b>	756,221			433,190		300,100		1,146,962	

Fan growth on Facebook and Twitter is lower than expected after Quarter 1. To counteract this shortfall, we quickly started making adjustments to open up targeting for Quarter 2. We've already seen strong improvements with over **3,200 new fans** on Facebook and **200 new followers** on Twitter in the first 10 days of Quarter 2. Also, with the completion of Chill Chaser series content and additional Wander List episodes in late March, we expect April's video numbers to soar.

### facebook.

This past month, the CVB transitioned from link-heavy postings (i.e., posting links that auto populate an image) to postings of visual stories around Greater Palm Springs and the people who travel here. Using this strategy, we've already increased engagement with our followers.

We're also adding in the use of comment packages, which allow us to share specific information that visitors may be considering, as well as links that ladder up to website traffic goals. This also fosters conversation, as the CVB comment often goes to the top of the comments and encourages engagement.

The CVB shared one video in March, garnering nearly **5,000 video views** on Facebook. In April, we're slated to distribute weekly content of Chill Chaser and Wander List on our feeds. We will also continue with social ads, which, as of Quarter 1, have exceeded **750,000 impressions** on Facebook.

Are you hosting any unique activities or special events at your property that would make for a compelling Facebook feature opportunity? Contact Krystal Kusmieruk, [social@palmsspringsoasis.com](mailto:social@palmsspringsoasis.com), with details and be sure to follow the CVB on [Facebook](#).

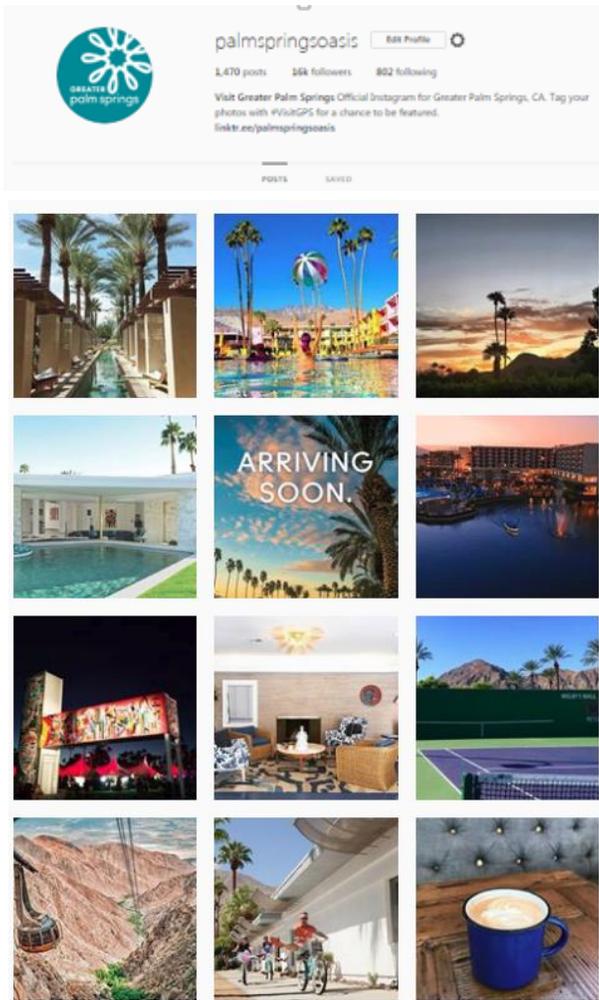
# Instagram

Paid Instagram stories, especially Instagram Story ads, have served as the CVB's strongest social tool so far in 2018 in terms of ROI. With just two stories this year, this content medium has garnered over **200,000 impressions** and contributed to website traffic from social media when linking back to the website. We are also utilizing Instagram Stories organically to distribute website content, videos and highlight areas around Greater Palm Springs in a way that still content, like photos, cannot.

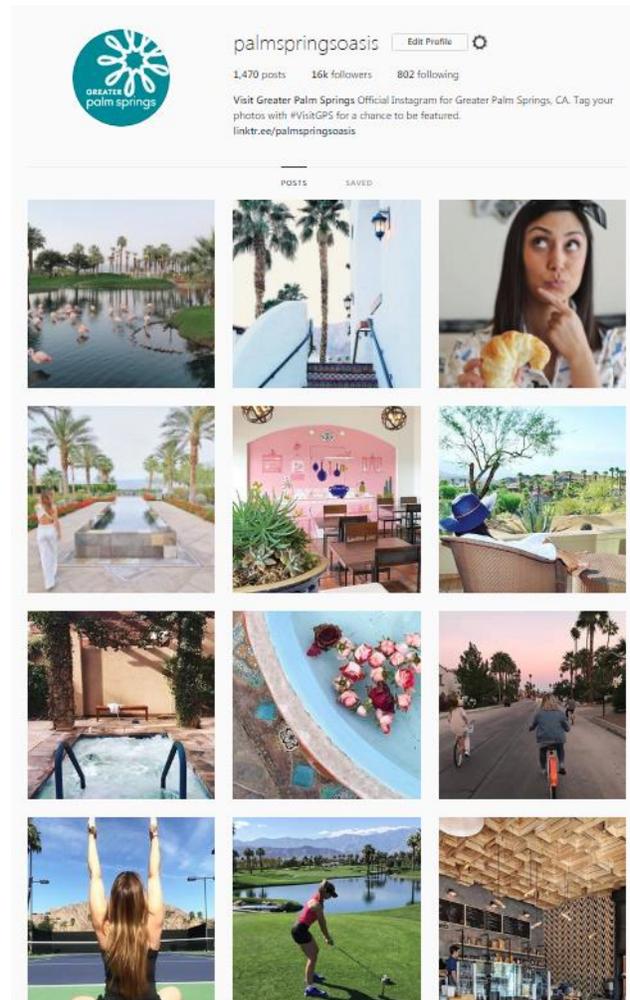
You will see the art direction of our Instagram feed continue to shift to focus on the three primary content pillars —Arts & Culture, Health & Wellness, Outdoor Adventure—to highlight our 'chill' destination and inspire others to visit. We're also further developing our voice and tone to showcase the Greater Palm Springs' distinct personality in our strategy to entice followers and give them more reasons to click through.

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

## Pre-shift in Art Direction on Social



## Post-shift in Art Direction on Social





The CVB received **over 20,000 impressions** and **over 200 engagements** in the latest of Visit California's Twitter Chat, with the topic focused on **#Kidifornia** summer vacations. By participating in these Twitter Chats, the CVB has the opportunity to engage with visitors and connect with them on a topic they are eager to learn about.

On Twitter, our strategy has been to shift toward more visually compelling content, as well as seek opportunity for engagement. In Quarter 1 of 2018, we had over **300,000 paid impressions** on Twitter.

Join the conversation with us and follow on Twitter [@thegpsoasis](https://twitter.com/thegpsoasis).



## YouTube

In Quarter 1, the CVB garnered over **one million YouTube views**. With the completion of the Chill Chaser content and additional Wander List videos, the CVB will be releasing consistent content weekly in upcoming months to encourage our subscribers to check our channel for new Greater Palm Springs stories.

The CVB, in partnership with Sparkloft, is continuing to develop an influencer campaign, primarily on YouTube, to access these influencers' audiences and increase subscriber base to owned channels. This will focus on awareness through YouTube views, engagement through new subscribers, and advocacy through social media volume of conversation.



If you have imagery you would like to contribute to the Greater Palm Springs CVB's social channels, please send to [Krystal Kusmieruk](mailto:Krystal.Kusmieruk), Social Media Manager at [social@palmspringsoasis.com](mailto:social@palmspringsoasis.com).

March was a productive month for the CVB Communications team! We hosted **18 individuals/group familiarization visits**, totaling **42 content creators**.

In March, the CVB Communications team attended Visit California's **New York Media Mission** which included three key events: a digital influencer mixer, media reception, and meeting with Meredith Publications. Attracting a variety of high quality media, our team pitched our destination to 115 traditional media and digital influencers. Publications included *Successful Meetings*, *Forbes*, *The Huffington Post*, *Thrillist*, and more.

Following the New York Media Mission, we attended **DMA West Tech Summit** in Spokane, Washington. The summit, presented by Destination Marketing Association of the West, offers a series of fascinating general sessions and breakouts focused on cutting edge digital developments. The keynote session called "We're the Users, Listen to Us" recognized the CVB Communications team's weekly article "*This Week in Greater Palm Springs*" as an example of website articles done right.

### Featured Content



German journalist Stephan Grtler features Greater Palm Springs in his article "**Tee-time**" which ran in *Golf & Country*. This article explores the best resorts and courses for golfers to play in the Oasis. A number of Partners throughout the valley were mentioned including **Desert Willow Golf Resort, Hyatt Regency Indian Wells, La Quinta Resort & Club, Omni Rancho Las Palmas, The Westin Mission Hills Golf Resort & Spa, JW Marriott Desert Springs, Indian Wells Golf Resort, The Ritz-Carlton, Rancho Mirage, El Paseo Shopping District, and more.**

March 3, 2018 | Circ: 10,500 | AV: \$71,086

*Adore Magazine, Australia* features a number of Partners in its round-up of where to stay in Greater Palm Springs including **The Parker Palm Springs, Holiday House, Sands Hotel & Spa, and Kimpton Rowan Hotel**. Taking a more specific look into boutique hotels with unique design, this article emphasizes that there is something for everyone. From Moroccan inspired details to roof top views, Greater Palm Springs is the perfect place to relax and unwind.

March, 2018 | Circ: 21,700 | Earned Value: \$6,000



Social Chatter about Greater Palm Springs

We stay on top of the latest social media and digital developments to attract people to our destination! Researching, brainstorming ideas and interacting daily on our social channels, we inspire visiting print and online media, digital influencers and FAM groups to post social media content and tag our Partners and the CVB. We also share CVB Partner social media handles and hashtags with media guests.

#VisitGPS #dineGPS #findyouroasis



**@sophiemaadtolive | Avalon Hotel & Bungalows | 195 likes**  
Exploring the desert and trails of @palmsspringsoasis has been awesome  
@avalonhotels #visitgps



**@missfoodieproblems | Heirloom Craft Kitchen | 519 likes**  
Diving right into the Palm Springs way of life.  
@dineGPS @heirloomcraftkitchen



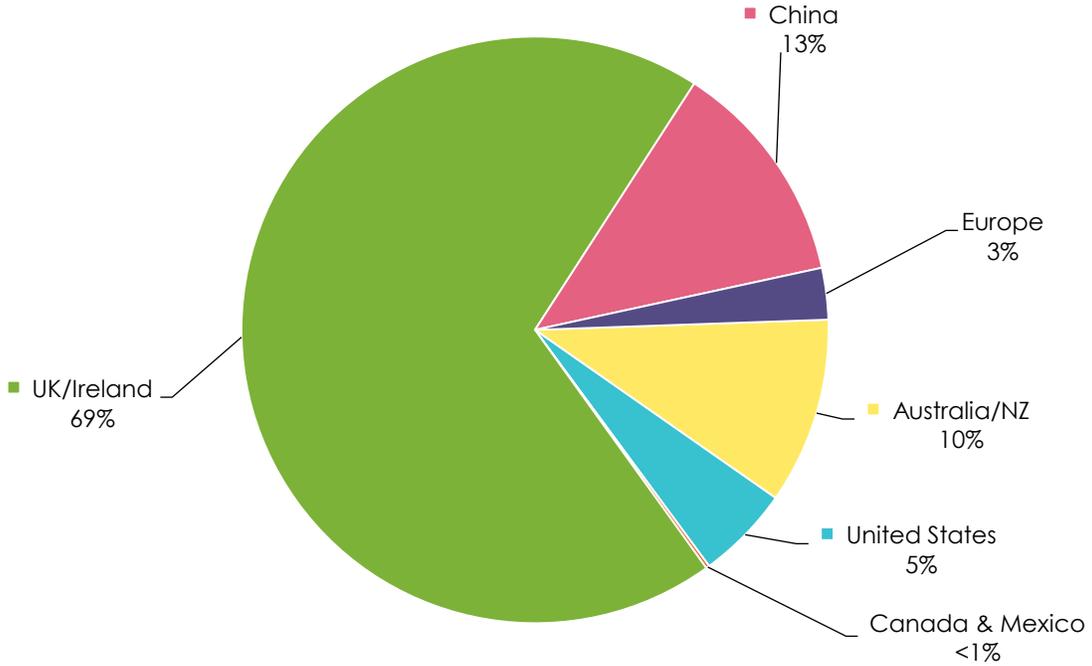
**@sophiemilner\_fs | Parker Palm Springs | 5,452 likes**  
This hotel was phenomenal...ty @palmsspringsoasis.



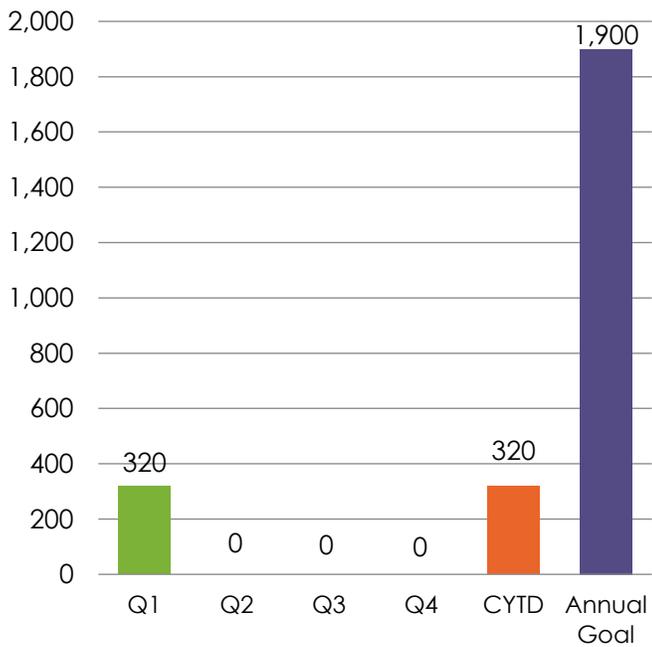
**@samanthabrowntravels | Palm Desert, CA | 9,675 views**  
All I had to do was put 11 live super worms in a bowl to feed a road runner.  
@thelivingdesert @palmsspringsoasis

2018 Media Value

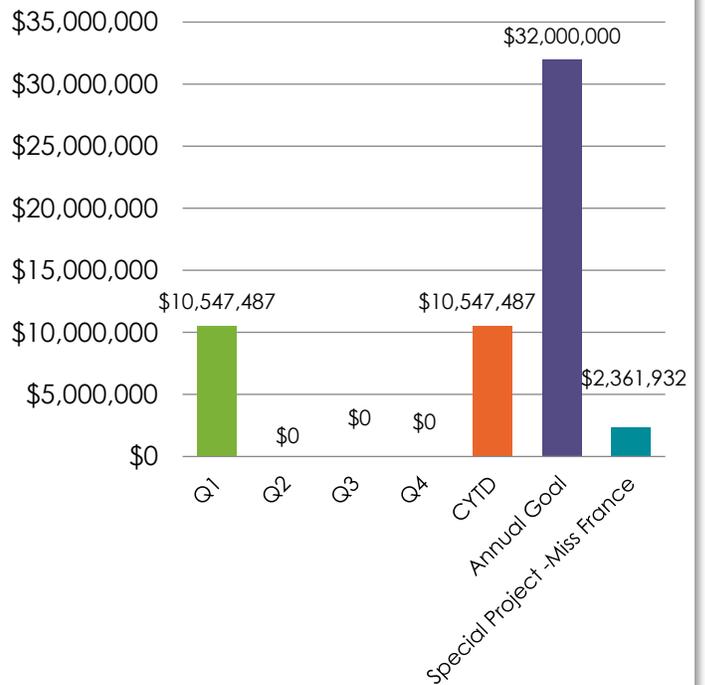
Distribution of Articles Year to Date



Media Outreach/Assists



Media Dollar Value



Marketing & Communications  
April 2018

Communications Highlights

On the Horizon

This spring brings more opportunities for the CVB Communications team to meet with media face-to-face. The CVB will attend **Visit California's China Media Mission**. Cities include Beijing and Shanghai where the CVB will join with five other destinations to talk about the California experience for the Chinese traveler.

The CVB Communications team will attend the **Visit California Media Reception** in Los Angeles. This event draws top tier content creators in this key drive market, as well as select out-of-area consumer lifestyle and travel trade media.

In May, the CVB will attend **U.S. Travel Association's IPW** in Denver, which is the travel industry's premier international marketplace. With 70 countries attending and over 500 media in attendance, this appointment-based show offers an ideal venue to interact directly with journalists during the Media Marketplace.

Upcoming media visits include: **Goldenvoice Arts FAM, Visit California Global FAM** and **UK/Ireland Press FAM**.

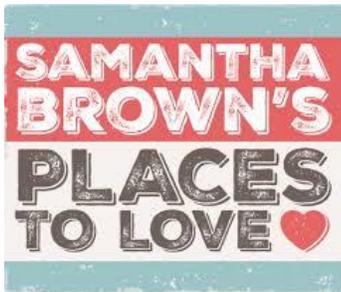
The CVB Communications team continues to assist qualified inbound media guests throughout the year. Stay tuned for details!

For any questions, please contact:

Greater Palm Springs CVB Communications Team

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

**"Samantha Brown's Places to Love" Shoot**



In March, Film Oasis worked with "Samantha Brown's Places to Love" on an episode entirely dedicated to Greater Palm Springs. The show is focused on telling a destination's "story" through highlighting authentic locals that are doing something unique in the area.

For a week, we helped Samantha Brown and her team find these "authentic voices" of the valley and assisted on completing a successful shoot. The Greater Palm Springs episode will be the premiere episode for season 2 of the hit PBS show.

Here are some shots of Samantha exploring our oasis:



**What's Happening in April**

Film Oasis is:

- working on scouting with two high profile groups bringing shoots to the valley later this year.
- following up on production leads from Riverside County Film Commission, American Film Market attendance, website and other sources.
- continuing to book and hold production meetings in Los Angeles to encourage film and television production in Greater Palm Springs.

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

Transportation

**Air Service Development**

Exciting update! Our new Air Service Development contractor, **Ailevon Pacific Aviation Consulting**, announced the following new highlights for our PSP air service:

- **JetBlue: JFK** in October 2018 – March 2019
- **United: DEN** in August & September 2018
  - Starting August 21, 2018 – United Airlines will be increasing weekly departures from 27 to 34, up 7x weekly year-over-year
  - Year-over-year 2Q 2018 vs. 2Q 2017: DEN-PSP seat capacity is up 82%
- **Delta:** December 2018 to February 2019
  - Delta loaded its **MSP** & **SEA** service starting on December 20, 2018
- **SLC** January & February 2019
  - Starting January 3, 2019 – Increasing equipment type from CRJs (50 seats/dep) to CR7s (69 seats/dep)
  - +38% increase in seats



**Passenger Rail Development**

The 2018 **California Passenger Rail Summit** will be held in Los Angeles on April 18-19, 2018. For this sixth annual summit, Greater Palm Springs coordinated a TOURISM AND TRAIN TRAVEL panel consisting of Greater Palm Springs, San Diego Tourism Authority, and Visit Santa Barbara. The panel will discuss the importance of rail service and tourism. Keynote speakers include Amtrak CEO Richard Anderson, Deputy Director-Rail of California State Transportation Agency Chad Ellison, and California High-Speed Rail Authority CEO Brian Kelley.



Greater Palm Springs Restaurant Week



We welcome Spa Resort Casino and Sysco of Riverside as our Presenting Sponsors!



Nearly 100 restaurants have registered to date, and we are adding more daily.

Restaurant Week menus have been approved and are live for previewing on the site.

Our first **dineGPS Bootcamp** will be held **Tuesday, April 24**, at Spa Resort Casino. This session will be open to all dineGPS Partners and will cover the topic of *Technology in the Restaurant Industry*.

We're pleased to announce that we have launched the **new dineGPS microsite**. It has been upgraded with chef spotlight videos, more specific search features, and a link to other events going on concurrently in Greater Palm Springs.

We're also finalizing details on our **#EatLoveShare Sweepstakes**. The beautiful new Hotel Paseo in Palm Desert is sponsoring the grand prize.

The Desert Dining Guide & Map is complete and will be distributed at high traffic locations throughout Greater Palm Springs in April, May and June.

**Important dates to note!**

- April 24 dineGPS Restaurant Industry Bootcamps
- May 31 Launch event at Spa Resort Casino
- June 1-17 Greater Palm Springs Restaurant Week

**Greater Palm Springs Restaurant Week Participating Restaurants:**

**Palm Springs**

533 Viet Fusion  
Al Dente Trattoria Toscana & Bar  
Azucar  
Café Palmetto at Riviera Palm Springs  
Cantala at Riviera Palm Springs  
Chi Chi at Avalon Hotel and Bungalows  
Chicken Ranch  
Copley's on Palm Canyon  
Draughtsman at Arrive Palm Springs  
Eight4Nine Restaurant & Lounge  
El Jefe at The Saguaro Hotel & Pool  
Escena Lounge & Grill  
Fuzion Five Jake's Johannes  
Juniper Table  
jusTapas  
Kaiser Grille - Palm Springs  
King's Highway Diner at Ace Hotel and Swim Club  
Le Vallauris  
LG's Prime Steakhouse - Palm Springs  
LuLu California Bistro  
Melvyn's Restaurant at Ingleside Inn  
Michael Holmes' Purple Room  
Mr. Lyon's Steakhouse  
Peaks Restaurant at Palm Springs Aerial Tramway  
Pomme Frite  
PS Underground  
Purple Palm Restaurant & Bar at Colony  
Palms Hotel  
Reservoir at Arrive Palm Springs  
Rick's Desert Grill  
Rio Azul Mexican Bar and Grill  
Sammy G's Tuscan Grill  
SO•PA at L'Horizon Resort & Spa  
Spencer's Restaurant  
The Steakhouse at Spa Resort Casino  
The Tropicale Restaurant & Coral Seas Lounge®  
ThreeSixty North Bar & Grill  
Trio Restaurant  
Truss & Twine  
Village Pub Bar & Grill Workshop Kitchen  
+ Bar Zin American Bistro

**Palm Desert**

AC3 Restaurant + Bar  
Cafe Des Beaux-Arts  
Castelli's Ristorante  
Chez Pierre Bistro  
Cuistot  
Daily Grill  
DOMO Sushi on El Paseo  
Fresh Agave Mexican Bar & Grill  
Kaiser Grille - Palm Desert  
Le Donne Cucina Italiana Restaurant  
Le Paon Restaurant  
Mikado Japanese Steakhouse  
Morton's The Steakhouse

**Palm Desert, con't**

Pacific Seafood Restaurant Rockwood Grill  
Ruth's Chris Steak House  
Schnitzelhaus Palm Desert  
Stuff Pizza Bar & Grill  
Sullivan's Steakhouse  
The Grill at Shadow Ridge  
Tommy Bahama Restaurant  
Wildest Greens

**La Quinta**

Cork & Fork  
La Brasserie Bistro & Bar  
La Quinta Cliffhouse Grill & Bar  
Lavender Bistro  
LG's Prime Steakhouse - La Quinta  
Mélange at The Chateau at Lake La Quinta  
Old Town Tavern Barbecue & More  
Solano's Bistro  
Stuff Pizza Bar & Grill - La Quinta  
The Grill on Main

**Rancho Mirage**

Acqua California Bistro  
Bernie's Lounge and Supper Club  
bluEmber  
Catalan Mediterranean Cuisine  
Fleming's Prime Steakhouse & Wine Bar  
Kobe Japanese Steakhouse  
Las Casuelas Nuevas  
Pinzimini  
Roy's Restaurant  
State Fare Bar + Kitchen  
The Steakhouse at Agua Caliente Casino Resort Spa  
Wally's Desert Turtle  
Waters Café at Agua Caliente Casino Resort Spa

**Indian Wells**

Citrus & Palm Restaurant  
The Nest  
Vicky's of Santa Fe  
VUE Grille & Bar at Indian Wells Golf Resort

**Indio**

Chop House at Jackalope Ranch  
Jackalope Ranch  
June Hill's Table  
Tack Room Tavern at the Empire Polo Club

**Cathedral City**

Nicolino's Italian Restaurant  
Piazza Trilussa Ristorante

**Desert Hot Springs**

Essence at Two Bunch Palms

## Health & Wellness

### **Wellness Tourism Association (WTA)**

Greater Palm Springs is the first U.S. destination to be a member of this new travel association. As a member, we'll have a voice in the organization and WTA will educate wellness travel agents and tour operators on the authentic health and wellness experiences in Greater Palm Springs, thus making it easier for travel professionals to book our destination for wellness clients.



### **Welcome to Wellest Season in Greater Palm Springs!**

The CVB has targeted October, November and December 2018 as **Wellest Season** to promote fall travel and drive mid-week visitation to the destination by highlighting the variety of health and wellness offerings in the area. This promotion will be activated in partnership with the Wanderlust Wellspring event taking place October 26-28 in downtown Palm Springs. [www.wanderlust.com/wellspring/](http://www.wanderlust.com/wellspring/)

A fitness challenge, special offers for health and wellness, and a strong advertising component will help not only launch Wellest Season, but also set Greater Palm Springs up for a year-round program to promote Health & Wellness.

## Outdoor Adventure

The Coachella Valley officially opened its first new hiking trail in over a decade. Located in Desert Edge, the Kim Nichol Trail is a 5.6 mile loop, which is open to hikers, dogs, equestrians and cyclists and offers sweeping views of the Coachella Valley.

The CVB is working closely with CVAG, BLM, and Friends of the Desert Mountains to execute our Trail Wayfinding project. The details of signage design and placement are near completion. Our mission is to roll out a unified, comprehensive, and visitor-friendly presence of directional signs to hiking trails in our valley.



## HOW TO GET INVOLVED

Please contact Vicki, [vhiggins@gpscvc.com](mailto:vhiggins@gpscvc.com) or Joanne, [johanesian@gpscvc.com](mailto:johanesian@gpscvc.com) for the following:

### **Transportation:**

For more information on **Air Service Development** or the **2018 California Rail Summit**, please contact [vhiggins@gpscvc.com](mailto:vhiggins@gpscvc.com)

### **dineGPS:**

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

Registration is open for Greater Palm Springs Restaurant Week June 1-17. Restaurants may register at [www.dineGPS.com/register](http://www.dineGPS.com/register)

**dineGPS Sponsorships:** For more information on sponsorship of Greater Palm Springs Restaurant Week, please contact [vhiggins@gpscvc.com](mailto:vhiggins@gpscvc.com).

**dineGPS Chill Deals:** We support the restaurant community via dineGPS social channels and Chill Pass. If you would like to provide a special offer, please submit your offer here and we will promote it via our Chill Pass offers: [https://dinegps.formstack.com/forms/dinegps\\_chill\\_deals](https://dinegps.formstack.com/forms/dinegps_chill_deals)

**dineGPS E-newsletter:** Stay in the loop on all restaurants, cocktail venues and culinary events when you sign up for the dineGPS e-newsletter offering a monthly look at what's hot and happening in Greater Palm Springs. <https://www.visitgreaterpalmsprings.com/restaurant-week/e-newsletter-sign-up/>

### **Health & Wellness:**

If you would like to play a bigger role in the Health & Wellness initiative, please contact [vhiggins@gpscvc.com](mailto:vhiggins@gpscvc.com)

Please be sure to update your listing on the CVB website with your Health & Wellness offers by logging in to the Partner extranet at [www.mygpscvc.com](http://www.mygpscvc.com). Need more information or have ideas to share? Please e-mail Vicki.

**Outdoor Adventure:** We're actively seeking Outdoor Adventure content, articles, photos and videos to share with visitors. Please share your content with Vicki at [vhiggins@gpscvc.com](mailto:vhiggins@gpscvc.com).

**Digital Library:** We continue to add new images and request 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 & nightlife, outdoor adventure, health & wellness, arts & culture and sustainability.

For more information about Destination Development, contact  
**Vicki Higgins**  
VP of Destination Development [vhiggins@gpscvc.com](mailto:vhiggins@gpscvc.com) (760) 969-1347

# PSP Schedule Analysis- March 2018

March 2018

March 2017

Number of Flights

3,154

Number of Seats

396,075

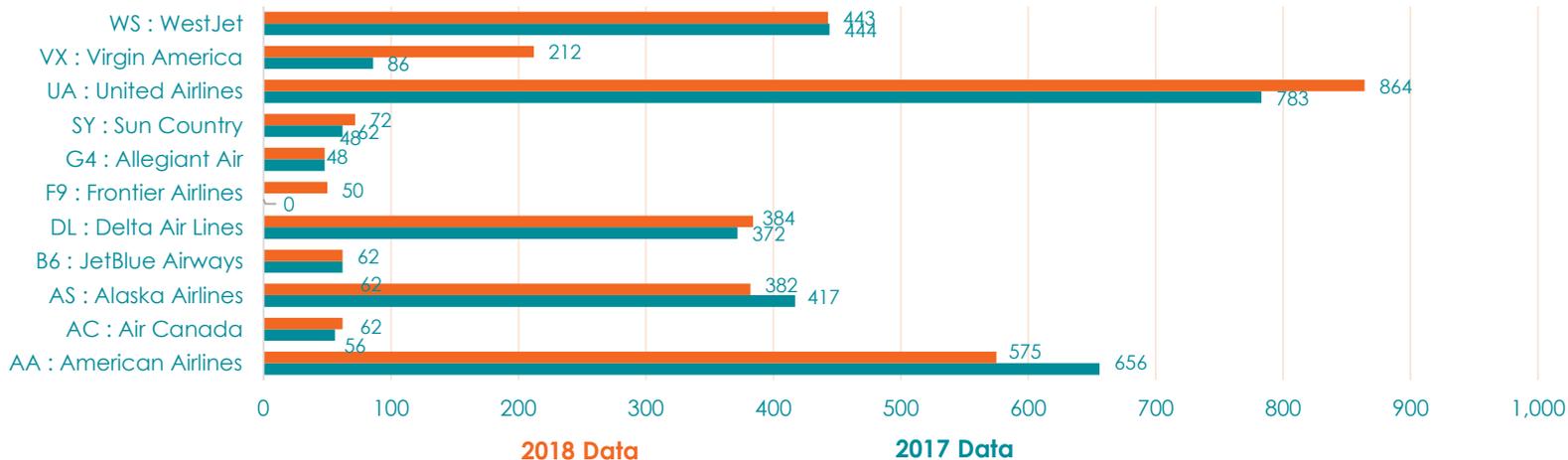
Number of Flights

2,986

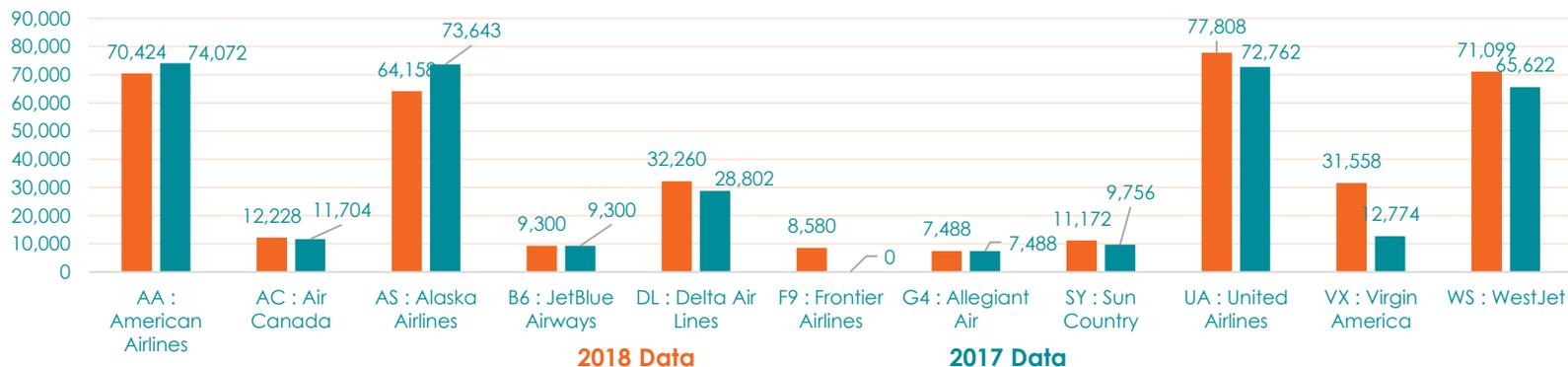
Number of Seats

365,923

## Flight Comparison



## Seat Comparison



\*Data represents inbound and outbound flights for PSP

PSP Departures & Average Seats per Departure

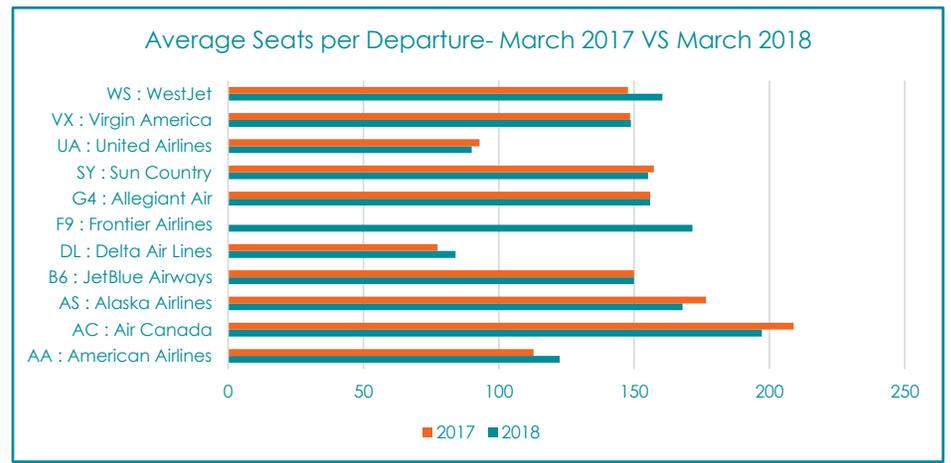
Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Mar-18	Apr-18	May-18	Jun-18	Mar-18	Apr-18	May-18	Jun-18
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	93	62	62	50	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	40	31	31	6	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	155	202	156	149	90	74	73	72
AA : American Airlines	PSP : Palm Springs, CA, US	287	296	249	205	122	101	105	96
AC : Air Canada	PSP : Palm Springs, CA, US	31	24	0	0	197	179	0	0
AC : Air Canada	YVR : Vancouver, BC, CA	13	7	0	0	282	282	0	0
AC : Air Canada	YYZ : Toronto, ON, CA	18	17	0	0	136	136	0	0
AS : Alaska Airlines	JFK : New York-JFK, NY, US	0	1	1	0	0	146	149	0
AS : Alaska Airlines	PDX : Portland, OR, US	55	60	36	2	168	170	175	178
AS : Alaska Airlines	PSP : Palm Springs, CA, US	191	213	220	75	168	168	166	149
AS : Alaska Airlines	SEA : Seattle, WA, US	136	132	97	18	168	170	177	178
AS : Alaska Airlines	SFO : San Francisco, CA, US	0	20	85	55	0	150	148	139
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	31	30	1	0	150	150	150	0
B6 : JetBlue Airways	PSP : Palm Springs, CA, US	31	30	1	0	150	150	150	0
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	31	30	0	0	160	160	0	0
DL : Delta Air Lines	PSP : Palm Springs, CA, US	192	139	91	67	84	81	50	60
DL : Delta Air Lines	SEA : Seattle, WA, US	36	13	0	0	137	89	0	0
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	125	96	91	67	50	55	50	60
F9 : Frontier Airlines	DEN : Denver, CO, US	25	16	12	8	172	183	230	230
F9 : Frontier Airlines	PSP : Palm Springs, CA, US	25	16	12	8	172	183	230	230
G4 : Allegiant Air	BLI : Bellingham, WA, US	24	15	13	8	156	156	156	156
G4 : Allegiant Air	PSP : Palm Springs, CA, US	24	15	13	8	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	36	27	13	0	155	162	149	0
SY : Sun Country	PSP : Palm Springs, CA, US	36	27	13	0	155	162	149	0
UA : United Airlines	DEN : Denver, CO, US	153	127	92	90	92	99	118	77
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	62	45	0	0	73	81	0	0
UA : United Airlines	LAX : Los Angeles, CA, US	31	30	31	30	50	50	50	50
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	31	22	0	0	129	127	0	0
UA : United Airlines	PSP : Palm Springs, CA, US	432	367	247	216	90	93	94	79
UA : United Airlines	SFO : San Francisco, CA, US	155	142	124	96	95	96	86	88
VX : Virgin America	JFK : New York-JFK, NY, US	5	3	0	0	146	159	0	0
VX : Virgin America	PSP : Palm Springs, CA, US	106	80	0	0	149	149	0	0
VX : Virgin America	SFO : San Francisco, CA, US	101	77	0	0	149	149	0	0
WS : WestJet	PSP : Palm Springs, CA, US	221	188	57	30	161	161	161	160
WS : WestJet	YEG : Edmonton, AB, CA	31	28	0	0	164	162	0	0
WS : WestJet	YVR : Vancouver, BC, CA	71	59	18	9	165	166	168	171
WS : WestJet	YWG : Winnipeg, MB, CA	14	8	0	0	159	147	0	0
WS : WestJet	YYC : Calgary, AB, CA	92	82	39	21	160	161	158	156
WS : WestJet	YYZ : Toronto, ON, CA	14	9	0	0	134	140	0	0
<b>Totals</b>		<b>3,154</b>	<b>2,786</b>	<b>1,805</b>	<b>1,218</b>	<b>5,264</b>	<b>5,519</b>	<b>3,616</b>	<b>2,807</b>

## PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18
AA : American Airlines	18.5	19.7	16.1	13.7	13.2	12.7
AC : Air Canada	2.0	1.6	0.0	0.0	0.0	0.0
AS : Alaska Airlines	12.3	14.2	14.2	5.0	4.8	5.1
B6 : JetBlue Airways	2.0	2.0	0.1	0.0	0.0	0.0
DL : Delta Air Lines	12.4	9.3	5.9	4.5	4.0	4.0
F9 : Frontier Airlines	1.6	1.1	0.8	0.5	0.6	0.6
G4 : Allegiant Air	1.5	1.0	0.8	0.5	0.6	0.6
SY : Sun Country	2.3	1.8	0.8	0.0	0.0	0.0
UA : United Airlines	27.9	24.4	15.9	14.4	13.8	15.4
VX : Virgin America	6.8	5.3	0.0	0.0	0.0	0.0
WS : WestJet	14.3	12.5	3.7	2.0	2.0	2.0

Average Daily Seats by Market Airline						
Market Airline	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18
AA : American Airlines	2,272	1,987	1,690	1,317	1,230	1,163
AC : Air Canada	394	286	0	0	0	0
AS : Alaska Airlines	2,070	2,387	2,344	746	727	769
B6 : JetBlue Airways	300	300	10	0	0	0
DL : Delta Air Lines	1,041	747	294	270	238	229
F9 : Frontier Airlines	277	195	178	123	134	114
G4 : Allegiant Air	242	156	131	83	91	91
SY : Sun Country	360	291	125	0	0	0
UA : United Airlines	2,510	2,275	1,490	1,131	978	1,199
VX : Virgin America	1,018	795	0	0	0	0
WS : WestJet	2,294	2,007	592	321	330	320

Average Seats per Departure by Market Airline						
Market Airline	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18
AA : American Airlines	122.5	100.9	105.2	96.3	93.5	91.3
AC : Air Canada	197.2	178.6	0.0	0.0	0.0	0.0
AS : Alaska Airlines	168.0	168.1	165.5	149.1	150.2	150.8
B6 : JetBlue Airways	150.0	150.0	150.0	0.0	0.0	0.0
DL : Delta Air Lines	84.0	80.6	50.0	60.4	59.5	57.4
F9 : Frontier Airlines	171.6	182.5	230.0	230.0	230.0	196.7
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	155.2	161.8	148.6	0.0	0.0	0.0
UA : United Airlines	90.1	93.1	93.5	78.5	71.0	77.7
VX : Virgin America	148.9	149.2	0.0	0.0	0.0	0.0
WS : WestJet	160.5	161.0	160.9	160.4	165.0	159.8



March 2018 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	327	52,320	10.5	1,688
AA : American Airlines	CRJ-700	124	8,680	4.0	280
AA : American Airlines	CRJ-900	124	9,424	4.0	304
AC : Air Canada	A319	36	4,896	1.2	158
AC : Air Canada	B767-300 Passenger	26	7,332	0.8	237
AS : Alaska Airlines	B737-700 Passenger	38	4,712	1.2	152
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	94	14,946	3.0	482
AS : Alaska Airlines	B737-900 Passenger	16	2,848	0.5	92
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	234	41,652	7.5	1,344
B6 : JetBlue Airways	A320	62	9,300	2.0	300
DL : Delta Air Lines	B737-800 Passenger	114	18,240	3.7	588
DL : Delta Air Lines	CRJ	250	12,500	8.1	403
DL : Delta Air Lines	E-175	20	1,520	0.6	49
F9 : Frontier Airlines	A319	14	2,100	0.5	68
F9 : Frontier Airlines	A320	36	6,480	1.2	209
G4 : Allegiant Air	A319	48	7,488	1.5	242
SY : Sun Country	B737-700 Passenger	22	2,772	0.7	89
SY : Sun Country	B737-800 Passenger	50	8,400	1.6	271
UA : United Airlines	A319	122	15,616	3.9	504
UA : United Airlines	A320	4	600	0.1	19
UA : United Airlines	B737-800 Passenger	2	332	0.1	11
UA : United Airlines	B737-900 Passenger	120	21,480	3.9	693
UA : United Airlines	CRJ-200	242	12,100	7.8	390
UA : United Airlines	CRJ-700	124	8,680	4.0	280
UA : United Airlines	E-175 Enhanced Winglets	250	19,000	8.1	613
VX : Virgin America	A319	4	476	0.1	15
VX : Virgin America	A320	202	29,972	6.5	967
VX : Virgin America	A321	6	1,110	0.2	36
WS : WestJet	B737-600	11	1,243	0.4	40
WS : WestJet	B737-700 Winglets Pax/BBJ1	80	10,720	2.6	346
WS : WestJet	B737-800 Winglets Pax/BBJ2	352	59,136	11.4	1,908

## January 2018- Load Factor Report

Average Daily Departures Each Way by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2018	Load Factor 2017	Departures	Average Departures Per Day
AA : American Airlines	33,072	25,238	76.45	82.99	282.5	9.1
AS : Alaska Airlines	18,008	15,372	85.81	76.23	103	3.3
B6 : JetBlue Airways	4,527	3,862	85.31	85.03	30	1.0
DL : Delta Air Lines	10,185	8,934	88.03	80.95	123.5	4.0
F9 : Frontier Airlines	3,240	2,316	71.47	N/A	18	0.6
G4 : Allegiant Air	2,262	1,978	87.42	79.67	14.5	0.5
SY : Sun Country	3,852	2,231	57.92	48.02	26	0.8
UA : United Airlines	33,369	24,619	77.09	81.86	360.5	11.6
VX : Virgin America	14,270	8,236	59.37	60.98	99	3.2

