



BOARD AND JPA MEETING

Friday, June 26, 2020
Virtual Meeting



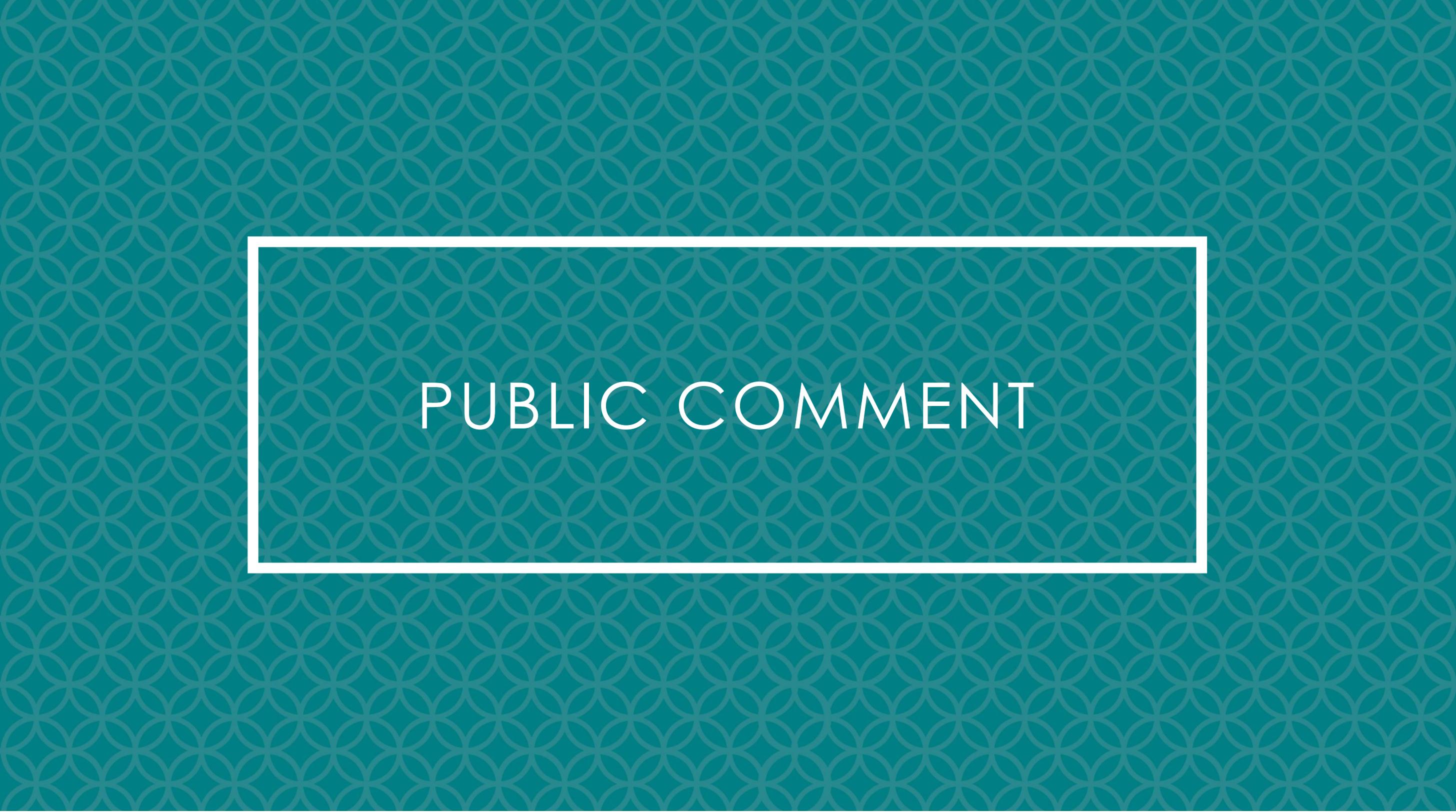
CALL TO ORDER

ROLL CALL

Welcome
Todd Hooks and Kate Anderson
Agua Caliente Band of Cahuilla Indians
A Sovereign Tribal Government



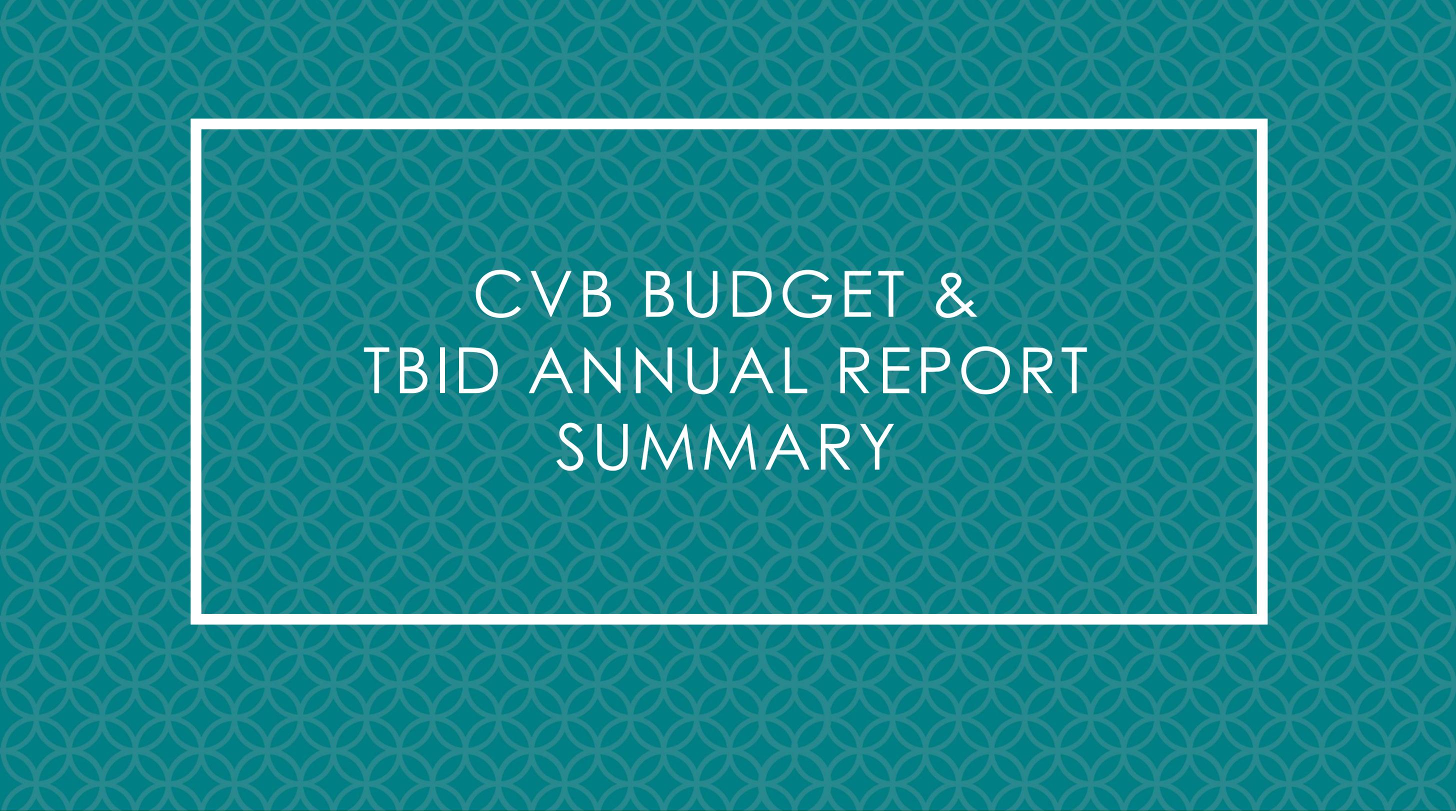
CONFIRMATION OF AGENDA



PUBLIC COMMENT

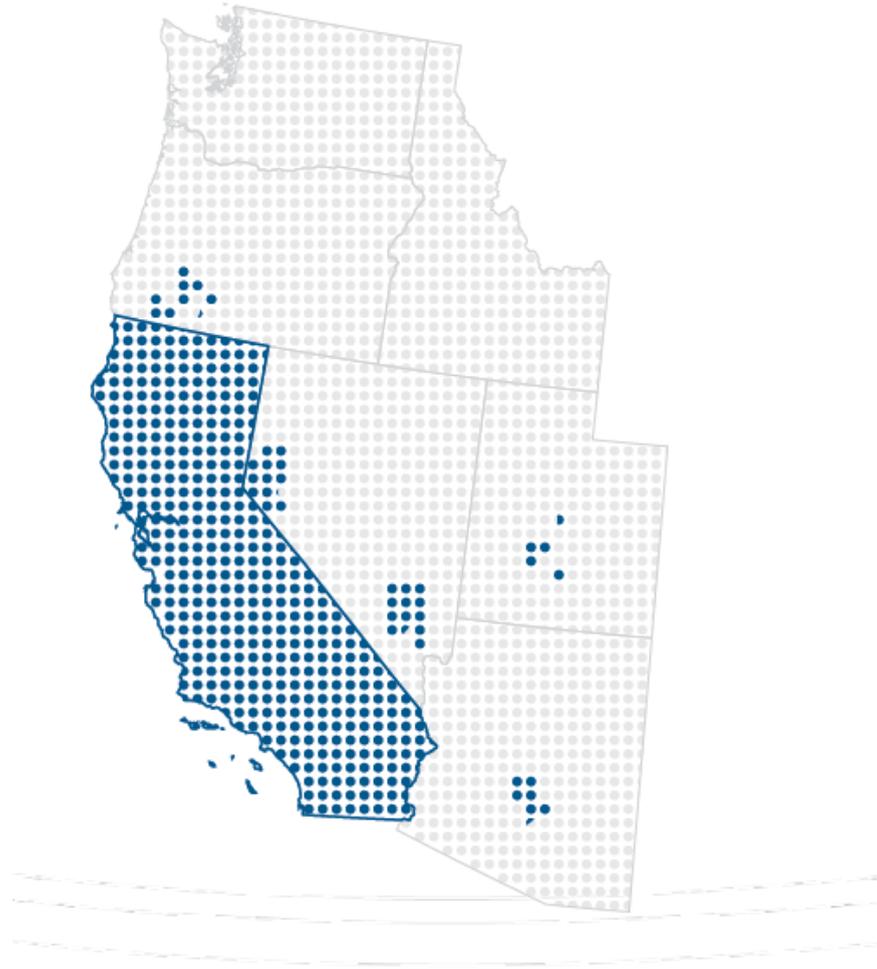
APPROVAL OF MINUTES
(ALL VOTE)

CONSENT CALENDAR
(JPA VOTE)



CVB BUDGET &
TBID ANNUAL REPORT
SUMMARY

2020 ECONOMIC IMPACT - CA

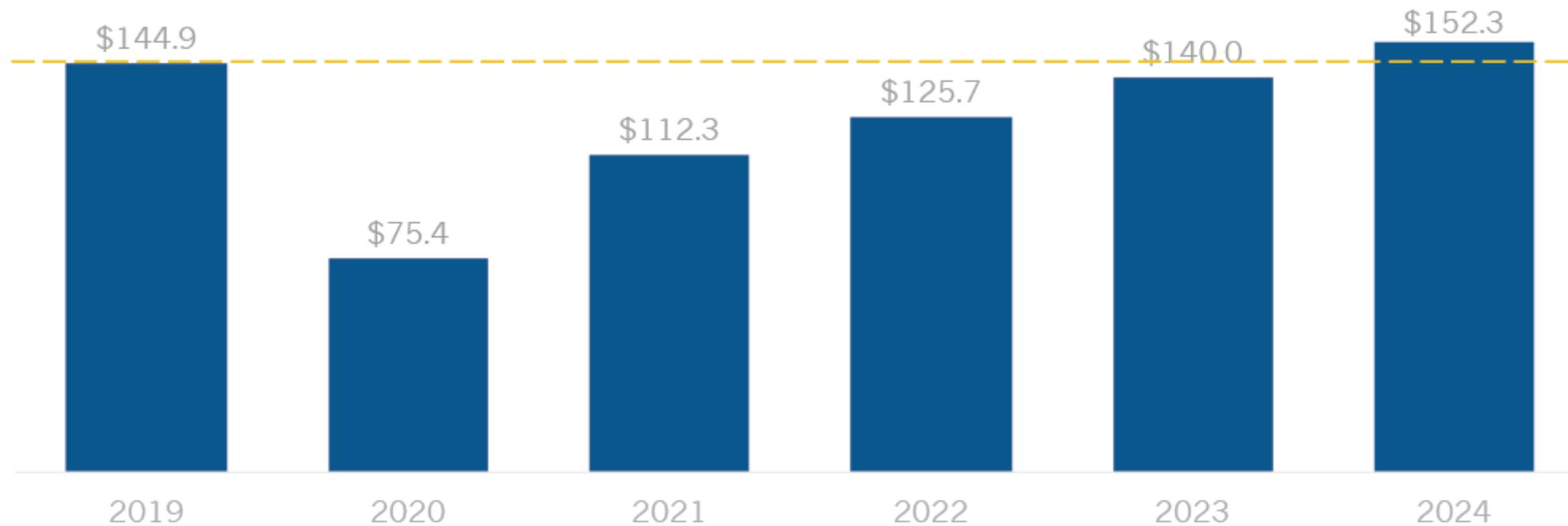


Travel leakage

- \$2.34 billion loss over eight weeks (mid-May to mid-July)
- In just two weeks since reopening announcement, 14% fewer Californians are planning trips to border states
- \$300 million back into the state's economy.

5 YEAR ECONOMIC IMPACT - CA

5-Year Economic Impact Forecast



Source: Tourism Economics, June 17 Forecast

AMERICAN TAX REBATE AND INCENTIVE PROGRAM

[American Tax Rebate and Incentive Program \(TRIP\) Act](#)

- Offers a tax credit of \$4,000 per adult to take a vacation at least 50 miles away from home.
- For couples, it increases to \$8,000 plus you get an additional \$500 for each qualifying child.
- You must travel at least 50 miles away from home, stay within the United States, and can include your own vacation home but then you aren't able to deduct the cost of lodging.
- There is no income limitation - this would apply to anyone and everyone who wanted to claim it.
- The list of eligible expenses is fairly broad and includes food and beverages, lodging, transportation, live entertainment events, and expenses related to attending a conference or business meeting.
- If passed, it would be retroactive to the start of the year and last until the end of 2022.

CVB REVENUE SUMMARY

Description	FY 19-20		FY 20-21	Proposed
	Original Budget	Pre-COVID Forecast	Proposed Budget	% of Prior Yr. Budget
<u>Funding</u>				
Tourism Business Improvement District	\$ 16,564,668	\$ 16,849,658	\$ 8,684,666	52.4%
Cities/County Public Funding	2,067,506	2,055,623	1,250,677	60.5%
Tribal Voluntary	156,000	157,015	81,133	52.0%
Partnership	282,000	282,000	160,000	56.7%
Advertising & Website Revenues	421,000	433,253	226,000	53.7%
Joint Share Partnerships - Tradeshow	221,625	247,736	33,000	14.9%
FAM/Event Hosting/Convention Assistance	56,500	56,500	55,000	97.3%
Other Sources: Invest Inc., Prepaids, CTA	254,463	225,259	132,472	52.1%
Prior Year Rollover Funds	314,112	807,536	-	0.0%
PPP Loan Funds	-	-	508,000	
Reserve Usage	-	-	1,650,256	
TOTAL	\$ 20,337,874	\$ 21,114,580	\$ 12,781,204	62.8%

CVB TBID REVENUE SUMMARY

	July	August	Sept	Oct	Nov	Dec
2019 Actual	\$950,698	\$844,105	\$915,592	\$1,255,866	\$1,430,930	\$1,180,183
2020 Budget Forecast	\$125,535	\$135,074	\$200,000	\$390,001	\$573,238	\$462,782
Percentage of Previous Year	13.2%	16.0%	21.8%	31.1%	40.1%	39.2%

CVB TBID REVENUE SUMMARY

	Jan	Feb	March	April	May	June	Total
2020 Actual	\$1,587,164	\$1,858,709					
2020 Budget			\$2,624,353	\$2,645,353	\$1,445,181	\$1,086,749	\$17.8M
2021 Forecast	\$1,001,452	\$1,102,140	\$1,667,718	\$1,631,202	\$779,594	\$615,929	\$8.6M
Percentage of Previous Year	63.1%	59.3%	63.5%	61.7%	53.9%	56.7%	48.7%

CVB EXPENSE SUMMARY

Description	FY 19-20		FY 20-21	Proposed
	Original	Pre-COVID	Proposed	% of Prior Yr.
	Budget	Forecast	Budget	Budget
Labor - Wages	\$ 5,491,234	\$ 5,511,097	\$ 3,839,306	69.9%
Labor - Taxes & Benefits	1,647,444	1,640,278	1,205,132	73.2%
Marketing Production	995,900	787,466	525,322	52.7%
Media Placement & Digital Marketing	5,632,940	5,682,207	3,841,948	68.2%
Collateral Material	79,600	78,153	48,000	60.3%
Familiarization Trips	506,100	519,604	205,000	40.5%
Tradeshows / Sales Missions	1,130,826	1,242,772	271,754	24.0%
Travel & Lodging	38,100	38,100	28,901	75.9%
Special Promotions & Representation	1,258,195	1,763,490	648,105	51.5%
Event Hosting	1,434,574	1,432,881	583,059	40.6%
Research & Development	369,100	389,415	193,700	52.5%
IT - Information Technology	257,190	197,246	97,950	38.1%
Professional Fees	246,798	518,004	221,750	89.9%
Capital Outlay	10,000	10,000	-	0.0%
Overhead-Supplies-Utilities-Fees	1,239,872	1,303,867	820,880	66.2%
Loan Repayment	-	-	250,397	
TOTAL	\$ 20,337,874	\$ 21,114,580	\$ 12,781,204	62.8%

CVB LABOR EXPENSE SUMMARY



- Elimination of 12 Full-Time Positions
 - (1 position in April and 11 this week)
- Staff Furlough Calendar is estimated through August/September

CVB MEDIA EXPENSE SUMMARY

FY 19-20
\$5,682,207



-31.8%

FY 20-21
\$3,841,948

- \$1.4 million - Digital Marketing
- \$915,000 - Television / Streaming
- \$385,000 - Airline Marketing
- \$200,000 - Outdoor Marketing
- \$156,000 - Social Media Promotions & Marketing
- \$335,000 - Meetings Marketing
- \$100,000 - Print

BUDGET APPROVAL
CVB BOARD VOTE

TBID UPDATE

TBID ANNUAL REPORT

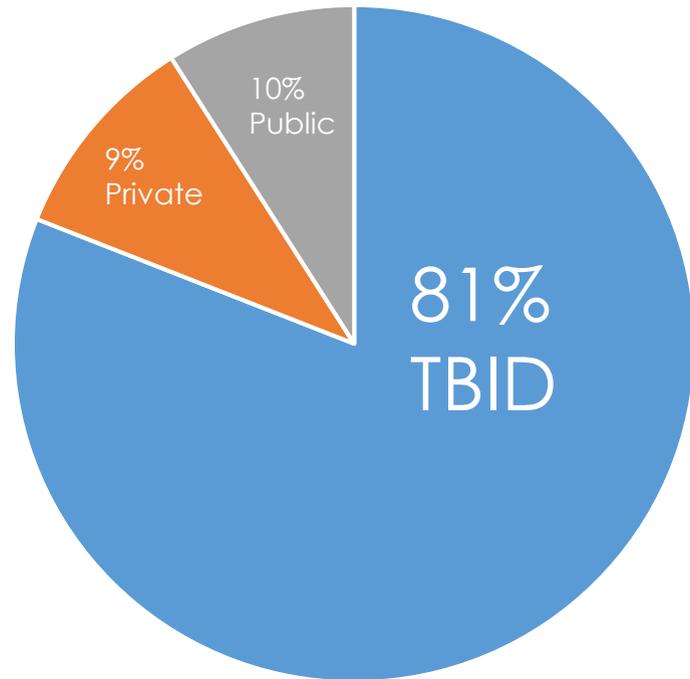
GREATER PALM SPRINGS TOURISM BUSINESS IMPROVEMENT DISTRICT

Submitted to the Greater Palm Springs Convention & Visitors Bureau pursuant to Streets and Highways Code section 36650, for the period from July 1, 2020 through June 30, 2021

The improvements and activities to be provided for fiscal year 2020-2021 are consistent with the Management District Plan (Plan).

The strategy for the year will focus on developing and implementing a COVID-19 recovery plan designed to increase overnight visitation and room sales to assessed businesses. This will include promotion of a Destination Wide pledge to share with visitors, employees, and residents to show our commitment to safety for our destination.

TBID RENEWAL UPDATE



TBID makes up 81% of CVB's funding

Stable, long-term funding for marketing and promotion of assessed businesses

- GPS TBID Renewal has 10-year term
- Maintains current 3% assessment on hotels
- Adds 1% assessment of vacation rentals

Funds from hotels and vacation rentals tracked separately to ensure benefit based on amount of contribution

TBID RENEWAL UPDATE

Petitions returned representing **70.67%** of the district

Today: Resolution JPA 2020-002 to renew GPSTBID

September 25: First public meeting

November 20: Second public meeting and adoption of GPSTBID renewal

July 1, 2021: Start of GPSTBID 10-year term, vacation rental collections begin

TBID ANNUAL
REPORT
CVB BOARD
VOTE

JPA EXECUTIVE COMMITTEE ITEMS

- F/Y 2020-2021 Proposed Budget
- TBID Annual Report (by Civitas)
- Resolution No. JPA 2020-002
- Conflict of Interest Code Biennial Notice
- Updates from the JPA Members and Chair



CEO/PRESIDENT'S REPORT

OUR PLEDGE TO YOU



GREATER PALM SPRINGS

SAFER TOGETHER, GREATER TOGETHER PLEDGE

The Greater Palm Springs tourism industry is making the pledge to implement the latest safety guidelines developed by the State of California and leading industry associations. While the safety of our visitors, staff and local community has always been a top priority, we recognize it's even more critical today. We are offering this pledge and sharing the additional steps our local businesses and tourism partners are now taking so you can feel confident that our oasis remains a healthy, positive and inclusive destination for all.

Our **Safer Together, Greater Together Pledge** offers a unified commitment destination-wide among all businesses, which promise to institute the following core safety practices:

- Perform a detailed risk assessment and implement a site-specific protection plan
- Train employees on how to limit the spread of COVID-19, including how to screen themselves for symptoms and stay home if they have them
- Implement individual control measures and screenings
- Implement disinfecting protocols
- Implement physical distancing guidelines
- Stay informed of and implement the latest best practices

All businesses that have committed to these safety measures and have taken our pledge will have the below symbol included in their business listings on the [VisitGreaterPalmSprings.com](https://www.VisitGreaterPalmSprings.com) website. To find out more by business type, [click below](#).



Safer Together, Greater Together is our destination commitment to you!

We look forward to welcoming you back in the near future.

OUR PLEDGE TO YOU



GREATER PALM SPRINGS

DESTINATION PLEDGE & TOOLKIT

The CVB has created a commitment for our industry to share with visitors, employees and residents. While the safety of our industry has always been one of our top priorities, we recognize it is even more critical today.

The industry pledge was developed with guidance from the State of California and leadership from our various sectors. Our goal is to ensure our tourism industry remains a healthy, positive and inclusive destination for all travelers, employees and residents. **Safer Together, Greater Together** is your commitment!

Greater Palm Springs businesses endorsing this pledge will be part of our communications to future visitors and our residents that our destination is prepared, committed and values their safety.



Pledge Toolkit

Supplies &
Equipment

Industry Safety
Guidelines &
Resources

PLEDGE
PARTNER
TOOLKIT

OUR PLEDGE TO YOU



GREATER PALM SPRINGS



PLEDGE
PARTNER
TOOLKIT

OUR PLEDGE TO YOU



GREATER PALM SPRINGS

FACE COVERING
REQUIRED
IN ALL BUSINESSES

BY ORDER OF THE STATE OF CALIFORNIA



YOU MUST WEAR A
FACE COVERING
TO ENTER

BY ORDER OF THE STATE OF CALIFORNIA



PARTNER LISTINGS

280 TOTAL

Cities

Lodging

Attractions

Restaurants

Convention Center

Golf

Retail

Spa & Fitness



La Quinta Resort & Club and PGA WEST, a Waldorf Astoria Resort

49499 Eisenhower Drive
La Quinta, CA 92253
Toll Free: 800.598.3828
Phone: 760.564.4111
Fax: 760.564.7656
[Add to Favorites](#)

[Visit Website](#)

Ranked #3 of 4 hotels in La Quinta
TripAdvisor Traveler Rating
 2510 reviews

[View deals on TripAdvisor](#)



Indian Wells Tennis Garden - Home to the BNP Paribas Open Tennis Tournament

78200 Miles Avenue, Indian Wells, CA 92210
760.200.8400



481 reviews

[QUICK VIEW](#)



Ace Hotel & Swim Club

701 E Palm Canyon Drive, Palm Springs, CA 92264
760.325.9900



1111 reviews

[QUICK VIEW](#)



JW Marriott Desert Springs Resort & Spa

74855 Country Club Drive, Palm Desert, CA 92260
760.341.2211



2757 reviews

[QUICK VIEW](#)

DISPLAY & NATIVE ADVERTISING

GEO & BEHAVIORAL TARGETING

LAUNCHED: June 10

IMPRESSIONS: 1.6M

ADARA: 112 RNS
\$16,115 REV
\$143.88 ADR

The screenshot shows the Washington Post website interface. At the top, there are navigation links for 'Sections', 'Get 1 year for \$29', 'Gift Subscriptions', and 'Sign in'. Below the navigation, there are several news snippets: 'Coronavirus outbreak', 'National: Live updates: Oregon pauses its reopening plans for one week after coronavi...', 'Higher Education: William & Mary to bring students back for fall term amid pandemic', and 'Business: Dow pops nearly 700 points following worst sell-off since March'. A large green banner reads 'Our pledge to you: SAFER TRAVELS.' with the Greater Palm Springs logo. Below this, there are navigation links for 'Coronavirus', 'Live updates', 'U.S. map', 'World map', 'Reopening tracker', 'Lives lost', 'Your life at home', and 'Extraordinary people'. The main article is titled 'What's it like to go on vacation during a pandemic? I went to a newly reopened resort to find out' by Andrea Sachs, dated June 5, 2020. The article features a photo of staff in protective gear preparing a pool area. A native advertisement for Greater Palm Springs is displayed on the right side of the article, featuring the same 'Our pledge to you: SAFER TRAVELS.' banner and logo. Below the article, there is a 'Most Read Lifestyle' section.



The native advertisement features a large photo of palm trees and mountains under a blue sky. Below the photo, the text reads: 'Ad by Greater Palm Springs' with the logo, 'Welcoming You Back', and 'Greater Palm Springs oasis makes a new pledge to visitors: a commitment to a clean, safe and sun-kissed getaway.'

LA TIMES

DISPLAY &
NATIVE
ADVERTISING

LAUNCHED:
JUNE 11

IMPRESSIONS:
191K

ADARA:
83 room nights
\$17,638 REV
\$212.50 ADR

Los Angeles Times

TRAVEL

Cruises Las Vegas Things to Do Weekend Escape

ADVERTISEMENT



S HEADLINES



What mask? Las Vegas tourists at the Cosmopolitan act like the virus is long gone

Catalina Island is reopening. What you should know before you visit

MOST READ

TRAVEL

What mask? Las Vegas tourists at the Cosmopolitan act like the virus is long gone

June 11, 2020

TRAVEL

Yosemite reopens Thursday. What you need to know before you go

DESTINATION PLEDGE

BLOG ARTICLE FEATURING:

Lodging

Restaurants

Golf/Casinos

Attractions

Retail

Convention

Center

Cities

[← Back to Blog Home](#)

Travel at Ease in Greater Palm Springs

Last Updated: Thursday, June 11, 2020

Hotels & Vacation Rentals

Can't wait to book that mountain-view room and spend the day under the palms? Greater Palm Springs hotels have always shown a commitment to cleanliness and safety for employees and guests. By taking our Safer Together, Greater Together Pledge, they'll be implementing even more best-practice industry standards when their doors open to visitors again, including:

- Communication with guests about new policies and procedures prior to arrival
- Encouraging physical distancing throughout the property (including the pool areas)
- Requesting that guests and employees wear face coverings
- Allowing housekeepers extra time to clean rooms and high-traffic areas



At the [Kimpton Rowan Palm Springs](#), guests can expect several new precautions in place as part of the chain's So Fresh, So Clean promise, including social distancing in all common areas (even the rooftop pool) and enhanced disinfecting of their bicycle cruisers, guest rooms and amenities.



PHOTO: RON AND PATTY THOMAS/GETTY IMAGES

[Palm Springs](#) is ready to welcome guests once again.

The famed Southern California vacation destination is slowly opening its doors just in time for summer travel, but not before announcing a few new health and safety precautions to ensure everyone [stays healthy](#).

On June 12, the Greater Palm Springs Convention & Visitors Bureau (CVB) launched the "Greater Together, Safer Together" pledge in collaboration with Greater Palm Springs tourism businesses in an effort to show its commitment to increased health and safety protocols. So far, the pledge has been signed by more than 200 local businesses including hotels, restaurants, and iconic destinations.

"We can't wait to welcome visitors back to our cities, and we want them to feel confident that our tourism partners have taken every precaution to ensure a safe and healthy stay," Scott White, president and CEO of the Greater Palm Springs CVB, said in a statement. "This pledge unites our cities and our communities around that assurance, and gives us a clear benchmark for sanitation standards, which is our absolute top priority."

Palm Springs Is Reopening With New Health and Safety Protocols in Place

The pledge includes the promise of each business doing a "detailed risk assessment and implement a site-specific protection plan," and a promise to "train employees on how to limit the spread of COVID-19, including how to screen themselves for symptoms and stay home if they have them."

The pledge also promises that those signing on will implement individual control measures and screenings, disinfecting protocols, physical distancing guidelines, and do their best to "stay informed of and implement the latest best practices."

"After spending a few months in self-quarantine, we think many people may welcome a break from their own homes to see new spaces," Jeff Miraglia, chief creative officer of the CVB, said in the statement. "Additionally, we know that when travel resumes, travelers are seeking places where they can enjoy nature and outdoor recreation, which our desert valley has in abundance."

Still not convinced a Palm Springs trip is for you? Just check out the new music video, "[Find Your Oasis](#)," celebrating local artists and popular attractions throughout the Greater Palm Springs area, proving it to be the perfect place to take a social distance vacation this summer.



LIFE // TRAVEL

Spacious sojourns: Where to escape to as travel gradually reopens in the US

Lori A. May, Special to the SeattlePI
June 18, 2020 | Updated: June 18, 2020 6 a.m.



Greater Palm Springs



If the Southern California desert is your favorite destination for sunshine and palm trees, here's some good news: Greater Palm Springs has launched a destination-wide health and safety pledge for returning visitors. The "Greater Together, Safer Together" pledge brings together more than 200 local businesses, inclusive of hotels and restaurants and attractions, to ensure guests will be able to stay and play safely on their next visit.

"We can't wait to welcome visitors back to our cities, and we want them to feel confident that our tourism partners have taken every precaution to ensure a safe and healthy stay," says Scott White, president and CEO of the Greater Palm Springs Convention & Visitors Bureau. "This pledge unites our cities and our communities around that assurance, and gives us a clear benchmark for sanitation standards, which is our absolute top priority."

Following the latest CDC and State of California guidelines, the Greater Palm Springs pledge ensures properties are following disinfecting protocols, enhanced employee training and physical distancing measurements. "Additionally, we know that when travel resumes, travelers are seeking places where they can enjoy nature and outdoor recreation, which our desert valley has in abundance," says Jeff Miraglia, chief creative officer of Greater Palm Springs Convention & Visitors Bureau.

Nine cities make up the Greater Palm Springs region and each city sets its own [regulations on reopening](#): Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. Visitors can look forward to spacious stays at boutique midcentury modern hotels or indulge at sprawling luxurious resorts like Palm Canyon Resort by Diamond Resorts, which reopens for reservations at the end of June.

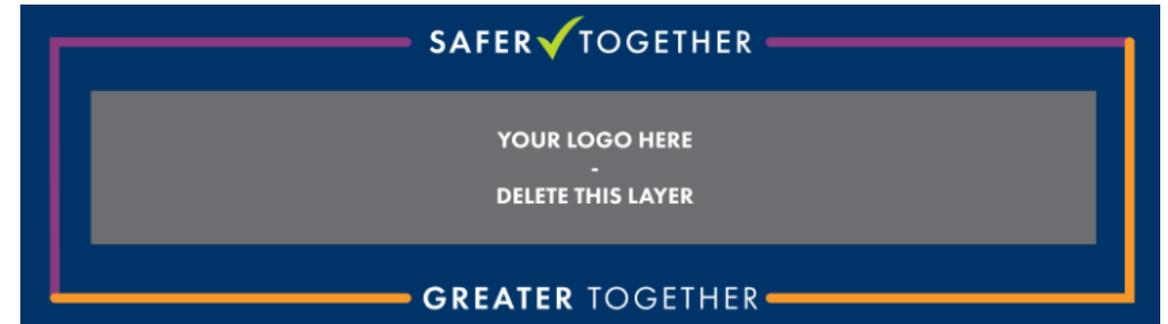


RIVERSIDE COUNTY PLEDGE

Riverside County Economic Task Force adopted the **Safer Together, Greater Together Pledge** to help prevent the spread of the coronavirus and assure residents, employees and visitors of the County that local businesses are taking every precaution to reopen safely.

Shared with chambers of commerce and tourism agencies county-wide, the pledge outlines a commitment that individual businesses take to implement the latest safety guidelines developed by the State of California, Riverside County and leading associations specific to their industries.

PLEDGE TOOL KIT



VISIT CA RESPONSIBLE TRAVEL CODE

Roam responsibly.

Educate myself.

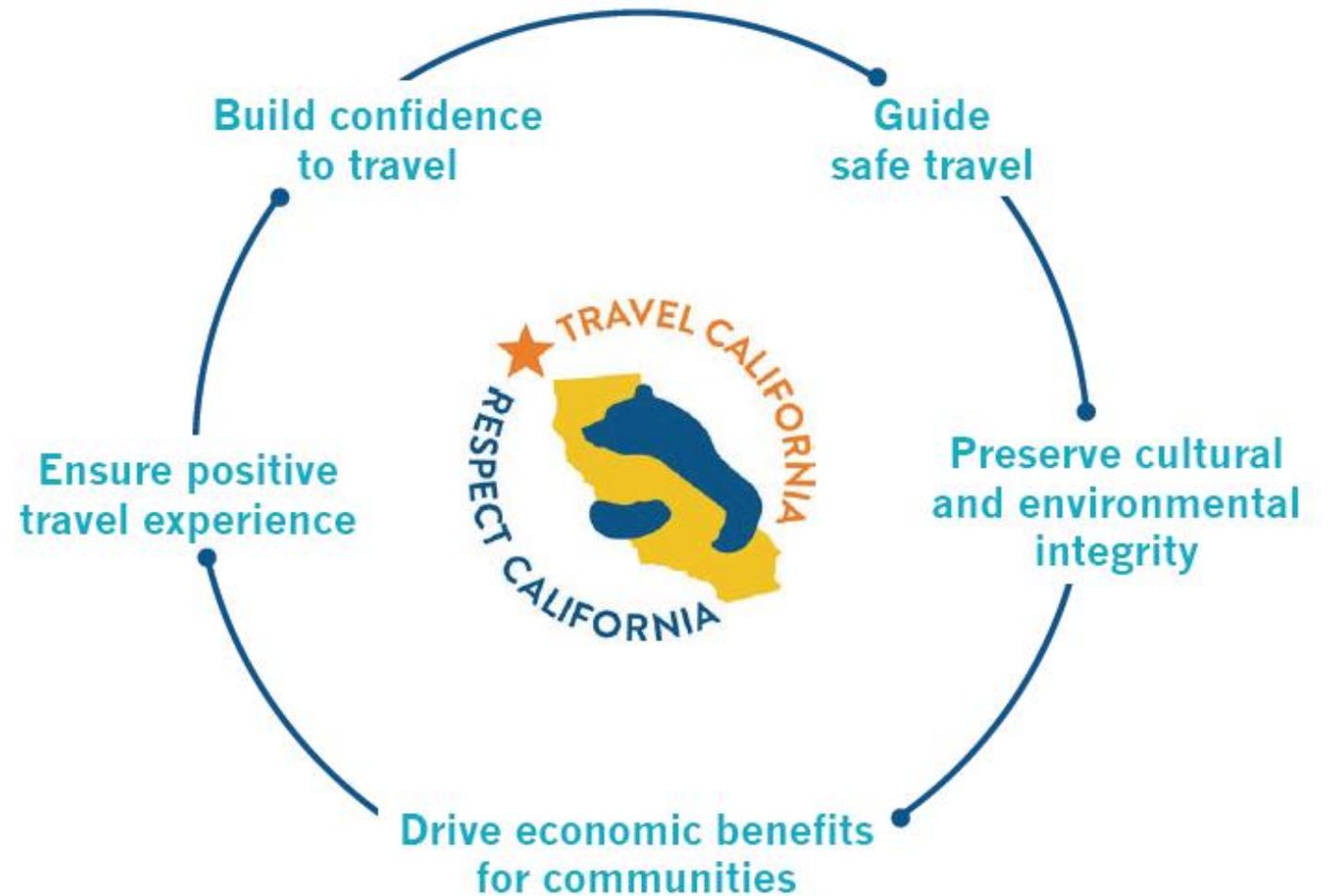
Safety First.

Preserve CA.

Embrace community.

Celebrate culture.

Teach Others.





2020 RECOVERY STRATEGY
MEDIA PLAN

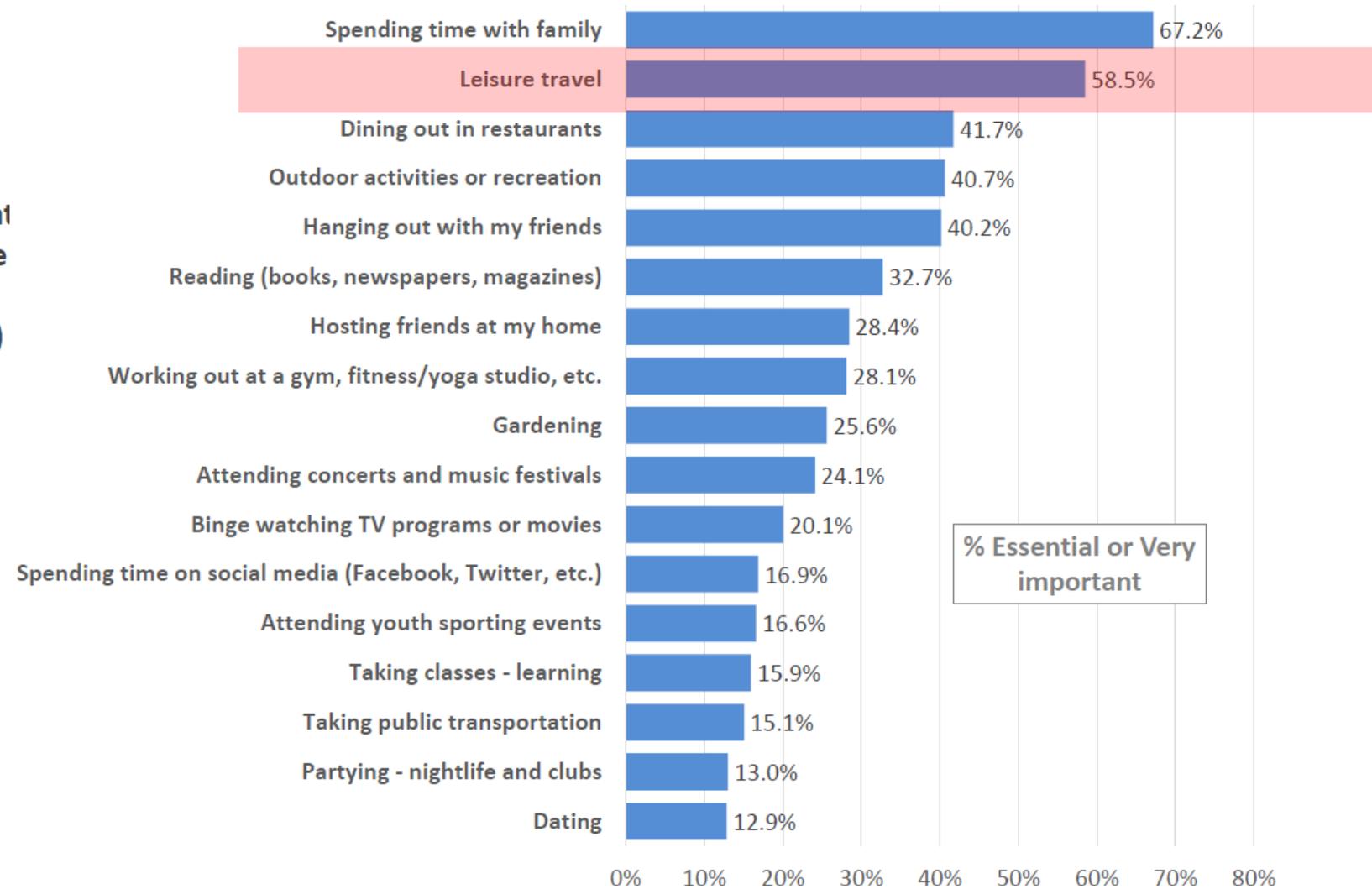
RESEARCH

Activities Essential/Very Important to Pre-Pandemic Lifestyle

Question: Thinking about the time prior to the current Coronavirus situation.

Please tell us about the activities that were important to your lifestyle. (Use the scale below to express how important each was to your lifestyle)

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)



Commercial Airline & Road Trips

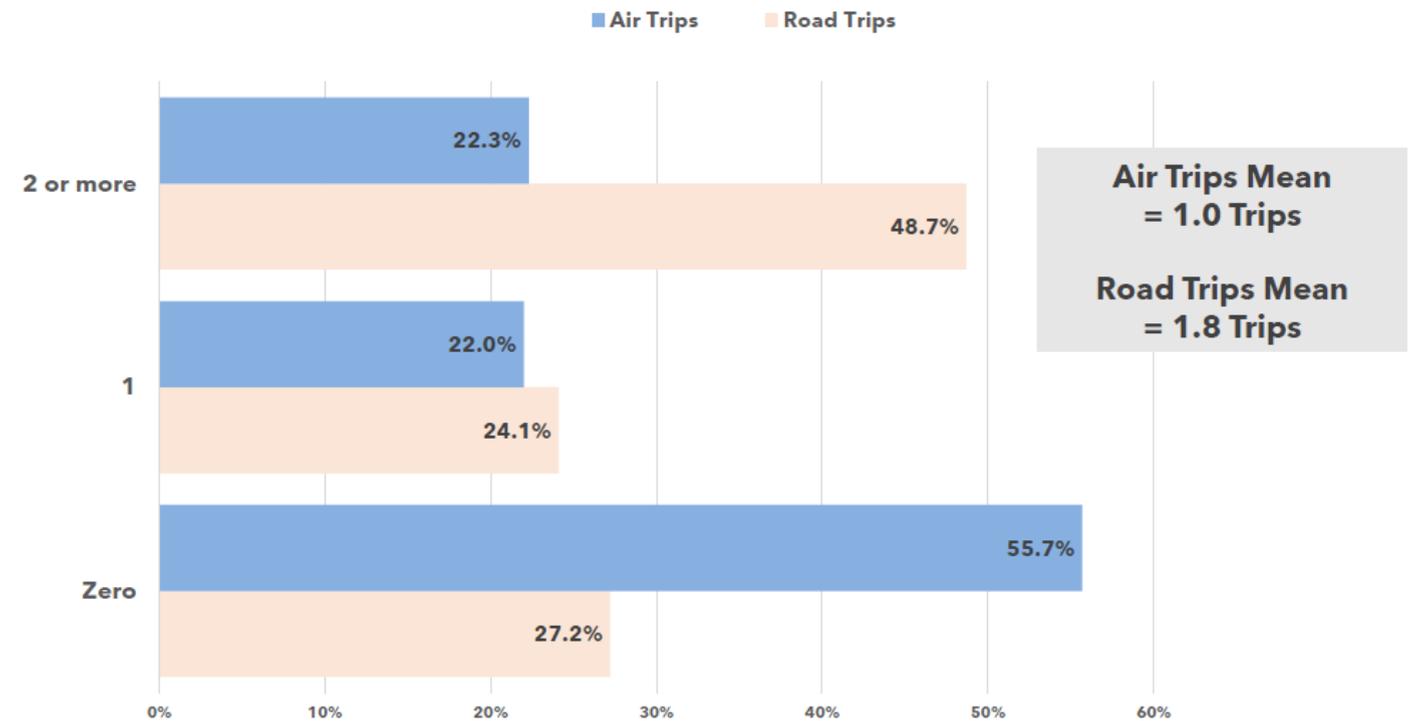
NUMBER OF EXPECTED AIR TRIPS & ROAD TRIPS IN 2020

AS OF JUNE 21ST, 2020

Question: How many trips by commercial airline do you expect to take during the remainder of 2020?

Question: How many road trips do you expect to take during the remainder of 2020?

(Base: All respondents, 1,205 completed surveys. Data collected June 19-21, 2020)





KEY TAKEAWAYS

- **Prior to the outbreak, leisure travel was among Americans' highest lifestyle priorities—only behind spending time with family.**
- **Americans have been busying themselves with activities that tended to be lower lifestyle priorities prior to COVID-19, from gardening to social media**
- **This may be indicative of pent up demand that will be released at some point(s) in time**

MARKETING STRATEGY OVERVIEW

	Pre-recovery	Recovery (Drive Market)	Recovery (National)
Marketing Strategy	Inspirational messages; dream of your next visit	Drive market campaign; welcome back – call to action Markets: LA, Orange County, San Diego, Las Vegas, Phoenix, SF, Seattle	Drive market and fly market; call to action Fly Markets: Seattle, Portland, Chicago, Minneapolis, NY, Denver, Dallas, Atlanta, Boston
Timeframe	May - June 2020	June-Dec 2020	Jan – April 2021
Content/Creative	Destination Pledge, Music Video, “Dream Forward, Sunshine Ahead” messaging	“Long Live Sun Days” creative to be used in new TV spots, digital, social media, OOH, radio	Creative campaign adopted and continued for fly markets; creative TBD

DREAM FORWARD.
Sunshine ahead.

LONG LIVE
*Sun*Days*

MEDIA LAUNCH TIMING

Flexible terms with ability to:

- ✓ Pause media within 24 hours
- ✓ Shift media flights
- ✓ Cancel

	June	July	August	Sept-Dec
OOH	6/10	→		
Digital	6/10	→		
TV & Connected TV	6/12	→		
Social		7/1	→	
Print		7/1	→	
PPC		7/15	→	
Radio			8/1	→
Meetings				9/1 →
Airline				9/1 →

There will be a phased approach on media spend based on the re-opening schedule of hotels

DEAR HOME

SOCIAL
MEDIA



BILLBOARDS

LAUNCHED
JUNE 10



LOS ANGELES / ORANGE COUNTY / SAN DIEGO

TELEVISION

LAUNCHED
JUNE 12



70% TRADITIONAL TV / 30% CONNECTED TV

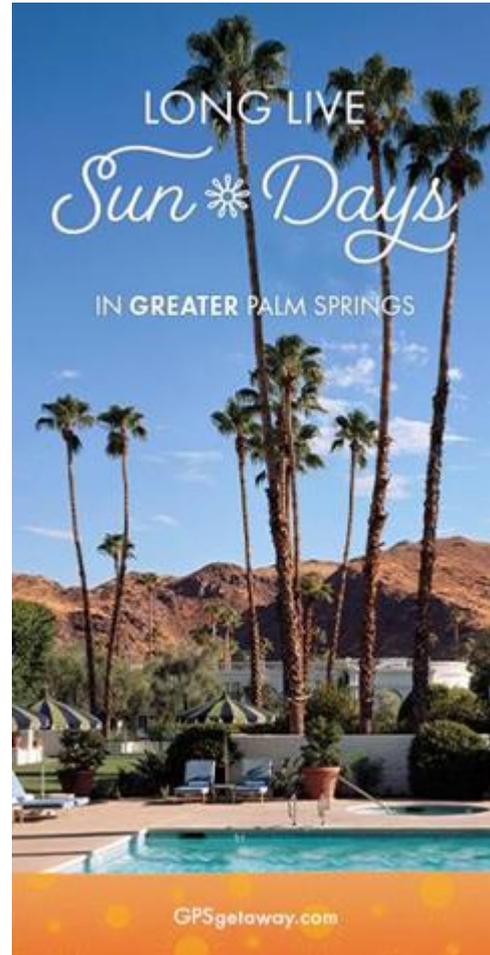
LOS ANGELES, SAN DIEGO, PHOENIX,
LAS VEGAS, SAN FRANCISCO







VISIT CALIFORNIA CO-OP: JULY - DEC "CALLING ALL CALIFORNIANS"



Digital display ads targeting consumers who have previously searched for Greater Palm Springs as well as those searching for leisure, weekend, and road trips.



Geotargeted and retargeted digital display ads for consumers searching Greater Palm Springs and competitive destinations.



Video and mobile display ads on Pandora streaming audio app.

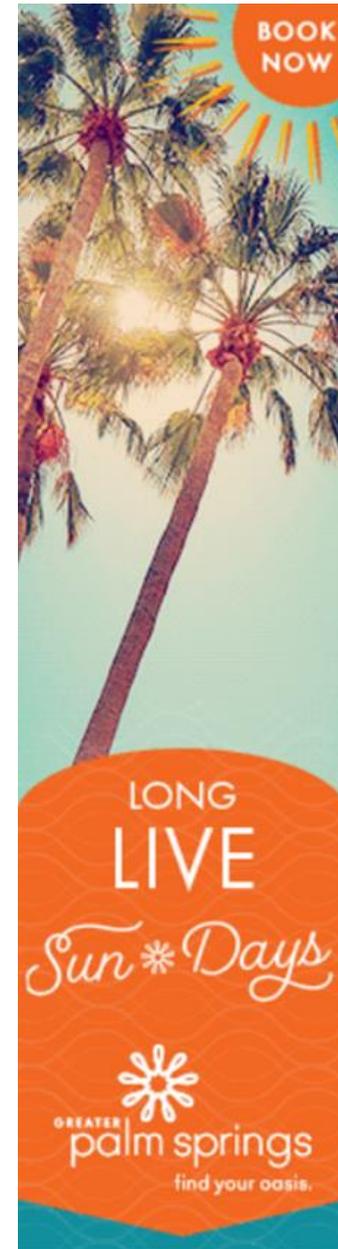
BASE IMPRESSIONS: 13M+
TOTAL IMPRESSIONS: 20.9M+
TOTAL COST: \$126,000
TOTAL VALUE: \$226,800

EXPEDIA

LAUNCHED:
JUNE 16

CVB Campaign
Supplemental
Markets

The screenshot shows the Expedia search results page for Palm Springs, CA, USA. The search criteria are Feb 17 - Feb 24 for 1 room, 2 adults. The results show one property, the Bonita Bungalow, which is marked as 'We are sold out' for the dates 2/17/2020 - 2/24/2020. The page includes filters, sorting options, and a 'BOOK NOW' button.



2019 CAMPAIGN ROI: **\$233.4:\$1**

TRIPADVISOR

LAUNCH:
JULY FOR
ANNUAL
CAMPAIGN

Explore Greater Palm Springs

- Hotels
- Vacation Rentals
- Things to Do
- Restaurants
- Travel Forums
- Flights
- More



United States > California (CA) > California Desert > Greater Palm Springs
Greater Palm Springs Tourism: Best of Greater Palm Springs

About Greater Palm Springs

Greater Palm Springs is an oasis for art, culture, adventure and relaxation. Take in the views from the Palm Springs Aerial Tramway, the world's largest rotating tram car, before exploring exhibits at the Palm Springs Art Museum and its Architecture & Design Center. Visit the Empire Polo Club, home of the Coachella Music & Arts Festival and Stagecoach Country Music Festival. Dozens of spas in Desert Hot Springs let you soak in the healing mineral waters that flow beneath the city.

Start planning for Greater Palm Springs

Create a Trip to save and organize all of your travel ideas, and see them on a map

[Create a Trip](#)



Campaign includes **Immersion Outstream Video** (above), **Lure Sponsored Search Listings**, and **Arrivalist** campaign data.



TRAVELZOO

LAUNCH: JULY FOR ANNUAL CAMPAIGN

FREE TO HOTELS & ATTRACTIONS

FEATURED DESTINATION:
Greater Palm Springs

Facebook Twitter Email

CHILL DEALS LIVE YOUR WELLEST SIGNATURE EVENTS FREE FUN VIDEO GALLERY



Greater Palm Springs knows how to chill: soak up the sun, relax at a top-notch spa and sip cocktails by the pool. Save up to 65% this fall with deals on everything from hotels and restaurants to spas and attractions.

[LEARN MORE](#)

HOTEL DEALS DINING DEALS DEALS ON THINGS TO DO SPA & WELLNESS DEALS SHOPPING DEALS

Sponsored by: [Greater Palm Springs](#)

Top Deals Handpicked by Travelzoo

[Map](#)



\$139 Palm Springs 4-Star Hyatt Resort, 45% Off
HYATT REGENCY INDIAN WELLS RESORT • INDIAN WELLS
ARTISTIC THROUGH SEP 21



\$105 Iconic Riviera Hotel: Spa Day w/Pool
AZURE SPA & SALON AT RIVIERA RESORT & SPA • PALM SPRINGS
TUBESUP NOW 30% OFF VADY



EDGE MEDIA

LAUNCH: JULY FOR ANNUAL CAMPAIGN

LGBTQ-targeted advertising with Edge Media Network.

Includes editorial series, banner ads, video/mobile ads, and dedicated emails.

The screenshot displays the Edge Media Network website interface. At the top, there is a navigation bar with a search box, social media icons, and a 'Sign In | Register' link. Below the navigation bar, the 'EDGE MEDIUM NETWORK' logo is prominent, followed by a menu of categories: News, A&E, Biz, Tech, Money, Cars, Style, Health, Travel, Nightlife, Pride, and Calendar. The main content area is titled 'Travel' and features a large article titled 'Personal Mobility Machine Needs No Help At Tokyo Airport' with a photo of a man in a wheelchair. Below this article, there are three smaller article teasers: 'Live Here? Go There: 5 Road Trips to Get Outta Town', 'Airbnb Launches LGBTQ Online Experiences for Pride', and 'Sonoma County Greenlights Return of Tourist Lodging'. On the right side, there is a sidebar with a 'Spring 2020 Seasonal Travel Guide' section, which includes a sub-article titled 'Will the LGBTQ Community Be the First to Travel?' and a 'More' button.

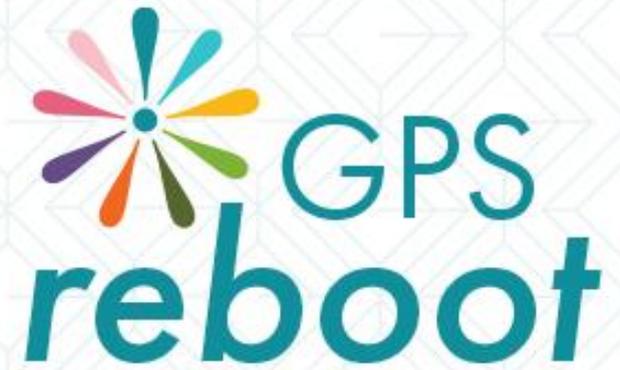
CONVENTION SALES

CONVENTION
SALES

VIRTUAL
SERIES

5 EVENTS:
JULY-SEPT

G R E A T E R P A L M S P R I N G S



A VirtuWELL Series for YOU

gpsREBOOT - A VirtuWELL Series

The Greater Palm Springs CVB has gathered wellness experts from the Coachella Valley and curated several virtual events focused on **YOU**.

We are excited to offer a variety of approaches to health and wellness to benefit your physical, mental and emotional well-being.

Over the next few months, the series will highlight the following:

- Movement and Exercise
- Healthy Nutrition
- Stress Management and Sleep
- Community Connection

As our industry resets, we are bringing some of Greater Palm Springs' healing to you.

Our intention? Staying connected and empowered through a journey of self-care.

CONVENTION
SALES

CVENT
MICROSITE



Safer Together, Greater Together in Greater Palm Springs



Safer Meetings in Greater Palm Springs

Safer Together, Greater Together is our destination commitment to you! We look forward to welcoming you back.

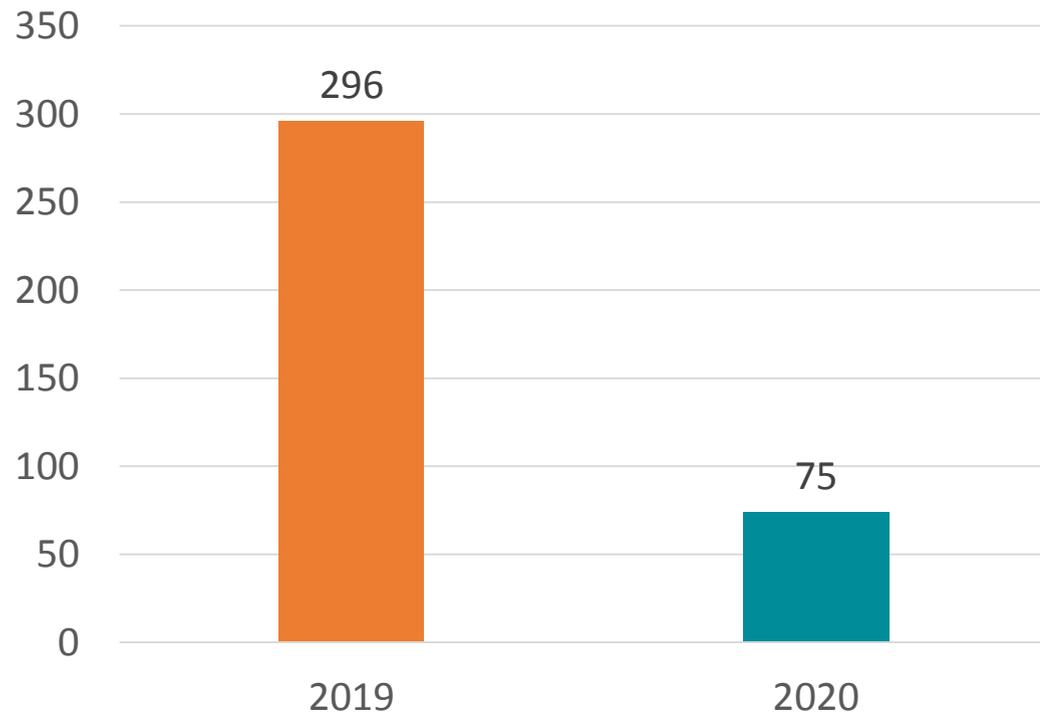
Where is your event?	Start Date	End Date	Find Venues
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Covid 19 Protocols

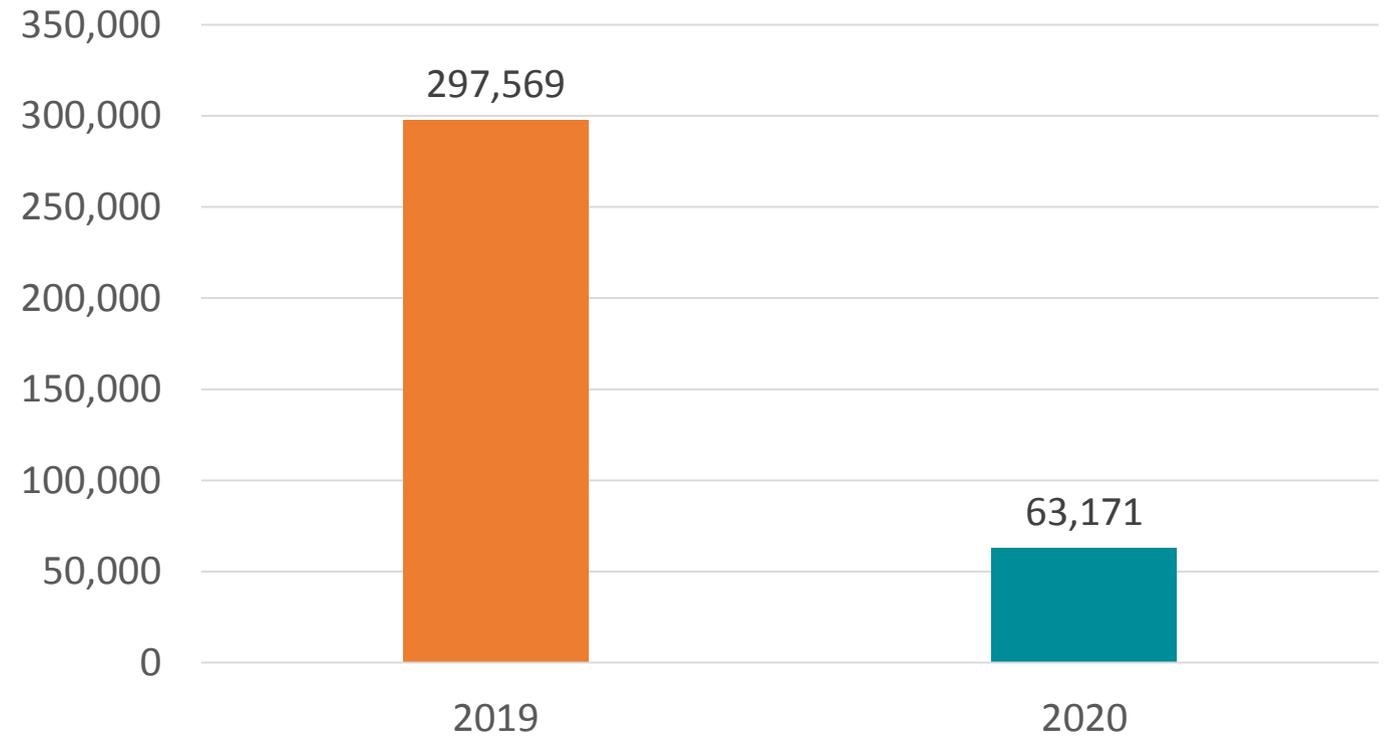
The health and safety of our visitors, staff and local community has always been a top priority, and we recognize that it's even more critical today. In preparation to welcome visitors back to our popular Southern California desert region, the Greater Palm Springs Convention & Visitors Bureau has launched a destination-wide "Safer Together, Greater Together" pledge, showing the commitment of our businesses to increased health and safety protocols. Our "Safer Together, Greater Together" Pledge offers a unified commitment destination-wide among all businesses, which promise to institute the following core safety practices:

LEADS APRIL – JUNE

2019 vs. 2020
April - June Leads



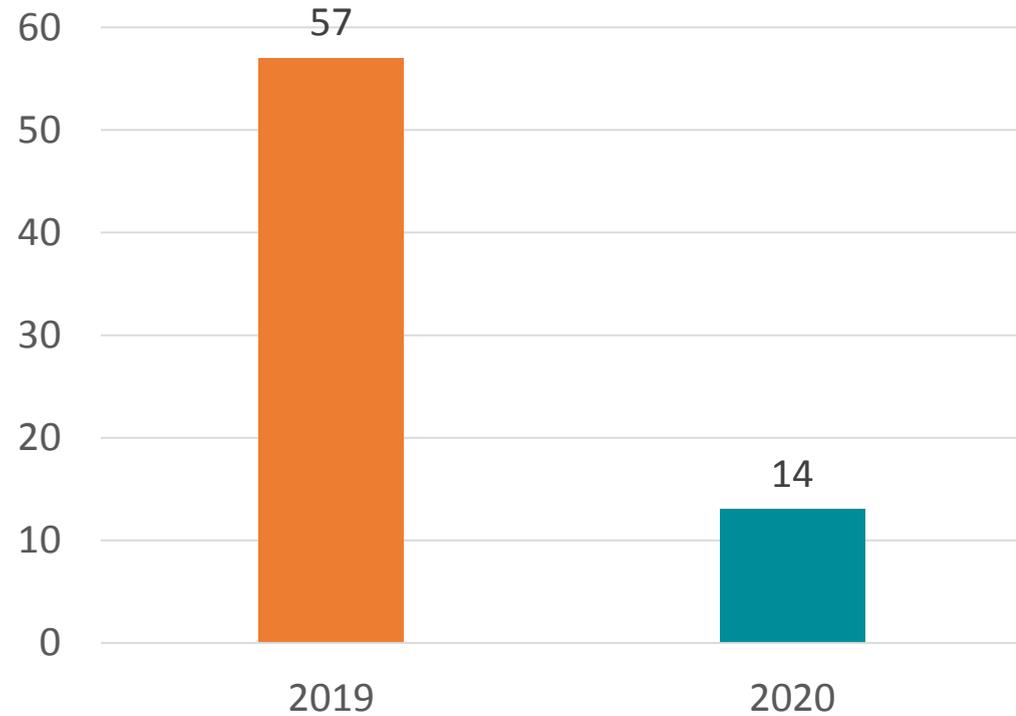
2019 vs. 2020
April - June Room Nights



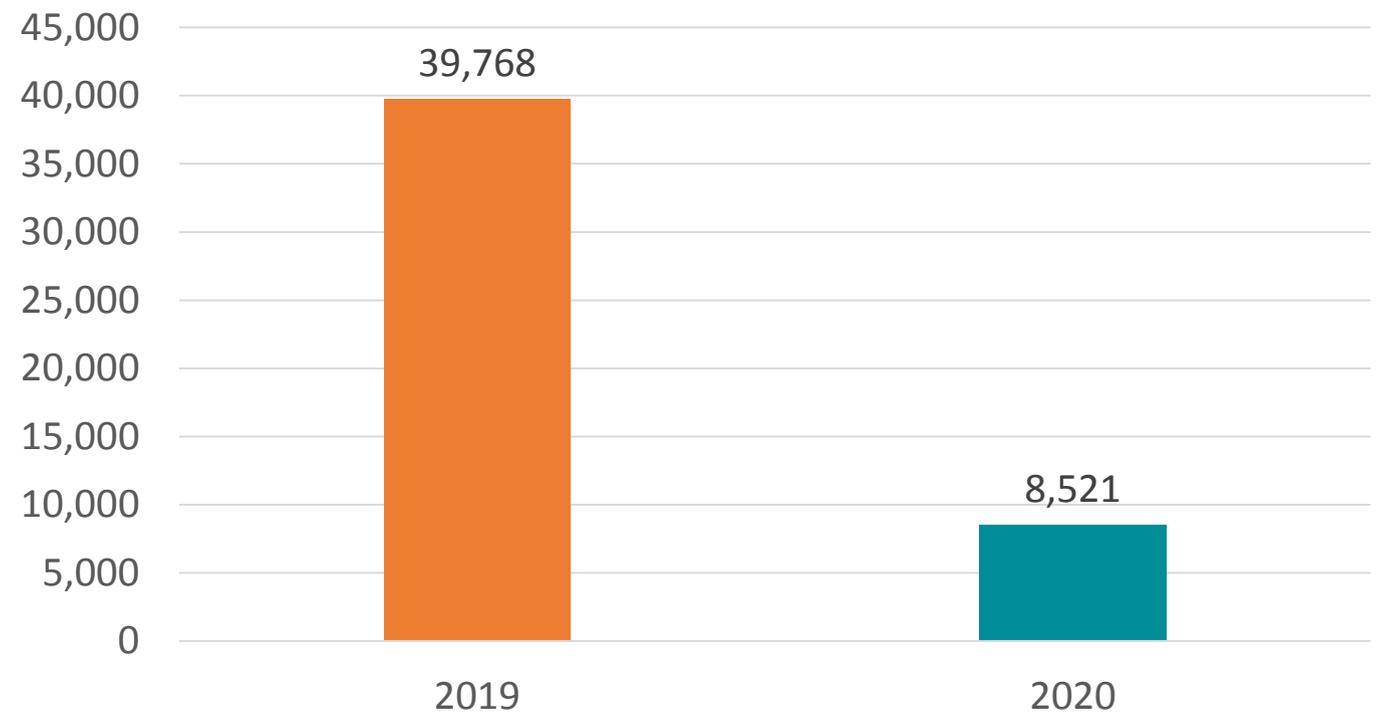
Corporate Leads: 44
Association: 19
SMERF: 12

BOOKINGS APRIL – JUNE

2019 vs. 2020 April - June
Number of Bookings



2019 vs. 2020 April - June
Room Nights



Corporate: 5
Association: 7
SMERF: 2



BOARD OF DIRECTORS
UPDATE

HAPPY UPCOMING BIRTHDAYS!!!



TOM NOLAN

July 3



JAY MAINTHIA

September 5



RICK AXELROD

July 9



CHRISTOPH ROSHARDT

September 5



GREG PURDY

July 26



IRIS SMOTRICH

September 7



ELIE ZOD

August 9



MARK CARNEVALE

September 15



ALLEN MONROE

September 29

NEXT BOARD MEETING
September 25, 2020