



visit  greater
palm springs

OUR MISSION

We **promote our unique and diverse destination to the world** while advancing regional collaboration to improve the quality of life for our residents and partners.

VGPS 2025/2026 BOARD & JPA PRIORITIES OVERVIEW

The following priorities reflect **key focus areas** critical to driving the success of Greater Palm Springs.

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

INCREASE DEMAND –
OFF-PEAK EMPHASIS

AIR SERVICE STRATEGIES

PRIORITY

TACTICS

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| ➤ New - Expand off-peak marketing to secondary fly markets (one-stop destinations) | ❑ Work with Ailevon Pacific to identify key opportunity markets (2024 markets: Kansas City, St. Louis, Omaha, Washington DC, Indianapolis) |
| ➤ New - Tap into airline customer base to reach broader audience | ❑ Explore airline co-op opportunities and/or frequent flyer marketing opportunities |
| ➤ New - Work in partnership with PSP to support air service communication strategy for residents | ❑ Share new content for marketing airport expansion and enhancements and benefits of using PSP |
| ➤ Promote and retain existing routes | ❑ Meet with airlines, review performance and adjust advertising campaigns TV, CTV, OOH, Digital, Social Media, Print, Website to ensure key routes are supported |
| ➤ Explore creating airline incentives to expand seasonal to year-round service | ❑ Work with Ailevon Pacific to create and share incentive with Network Planners |
| ➤ Have long-term strategy for attracting international direct flight capabilities | ❑ Assist PSP with FIS advocacy and continue to market to UK/Ireland, Germany, Mexico, Canada, and France to build brand awareness and inspiration for GPS visitation |
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SPORTS STRATEGIES

PRIORITY

TACTICS

➤ **New** - Explore creating a Regional Sports Commission

❑ Explore best practices, potential structures; include and engage key stakeholders and partners

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

❑ Research bond options and city/county partnerships for development and research sports and events business improvement districts

➤ **New** - Expand CSL sports complex/indoor facility feasibility

❑ Engage a firm to develop a more in-depth analysis on the indoor sports complex

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

❑ Engage school districts and explore collaboration opportunities with school facilities

➤ **New** - Explore Sports Sales Manager position or Sports Commission Director

❑ This position could also explore sponsorship/ fundraising support for sporting events



MEETINGS & CONVENTIONS STRATEGIES

PRIORITY

TACTICS

➤ **New** - Expand and increase rebate program to include shoulder seasons

❑ Expand program focusing on summer months but also shoulder periods - e.g., Sept-Dec. Promote through media partnerships, strategic partnerships, and social media.

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

❑ In the absence of an indoor complex, research facilities that could accommodate teams and create resource of options available as a sales tool

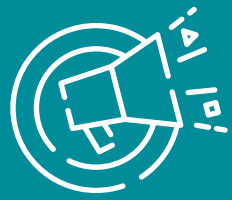
➤ Increase sales efforts and marketing for off-peak opportunities

❑ Target groups that meet May- December time periods and develop content and incentives. Develop separate tracking report for May - December

➤ Optimize/expand strategic partnerships

❑ Review existing partnerships and identify opportunities that will benefit off-peak time periods.

❑ Strategically add new partnerships that align with Greater Palm Springs' goals and provide value in reaching target audiences, ensuring alignment with industry trends and emerging opportunities.



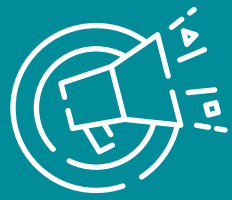
CONSUMER MARKETING STRATEGIES

PRIORITY

TACTICS

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| ➤ New - Refine targeting for need periods for shoulder season aligning with campaigns and media partners to reach specific demographics | ❑ Work with media agency to refine targeting seasonally and through specific media partnerships and machine-learning capabilities |
| ➤ New - Implement social media channels for China market | ❑ Work with agency in China to launch and manage RED, Weibo, and WeChat |
| ➤ New - Create communications and marketing strategy to push pre/post visitation during the 2026 FIFA World Cup and 2028 Summer Olympics in LA | ❑ Work with domestic and international agencies and collaborate with LA Tourism and Visit CA on ways we can create compelling pitches and campaigns for pre/post visits |
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CONSUMER MARKETING STRATEGIES

PRIORITY

TACTICS

➤ Expand and refine international marketing

❑ Work with UK agency, Brand USA, and Visit CA to optimize campaigns in UK, Ireland, France, Germany, Mexico, and Canada with emphasis on off-peak months

➤ Improve and expand VGPS co-op programs

❑ Develop co-ops that will assist partners with the opportunity to maximize their marketing efforts and drive more awareness for Greater Palm Springs, providing access premium media placements, creative development, and digital platforms at a subsidized cost

➤ Continue visitor research for key insights

❑ Visitor Intercept Study, Image & Awareness, Meetings & Conventions, Economic Impact Study, Creative Research

REGIONAL COLLABORATION
& ECONOMIC DIVERSITY



WORKFORCE DEVELOPMENT STRATEGIES

PRIORITY

TACTICS

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

- ❑ Re-brand and explore sustainable funding models including possible donor strategy for legacy donors, additional sponsorship opportunities, and grant options available.
- ❑ Expand leadership and customer service training to a broader group of industries.

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- **New** - Advocate for housing development

- ❑ Provide resources and information (either through existing resources or created resources), connect available housing information with hospitality/tourism businesses and utilize resources from Capital Advocacy.

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

- ❑ Continue to educate local community on tourism data and research

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WORKFORCE DEVELOPMENT STRATEGIES

PRIORITY

TACTICS

➤ **New** - Explore Team GPS 2.0, grow Team GPS, and increase engagement

❑ Develop a survey for ambassadors and potential participants, explore referral program for existing champions, and establish the needs for 2.0 version

➤ Promote diversity of tourism jobs through workforce campaign

❑ Promote region as destination for careers in golf, casino management, etc., with focus on careers beyond entry-level positions
❑ Provide career pathway/mapping

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

❑ Expand Summer Leadership Program, create and formalize mentorship opportunities, engage local school districts - CTE program integration, curriculum development and career paths



DIVERSIFY LOCAL ECONOMY STRATEGIES / DRIVE ECONOMIC IMPACT

PRIORITY

TACTICS

➤ **New** - Launch Economic Development website and advertising campaign

❑ Finalize marketing & communications plan, media plan, creative advertising campaign (include city-specific resources and information for funding, housing opportunities, and utilities, etc.)

➤ **New** – Advocate for infrastructure development

❑ Advocate for infrastructure improvements and enhancements: CVAG, city partnerships, county partnerships, and private entities

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

❑ Exclusive Travel Partner for TED2025 (April 7-11, 2025 in Vancouver, BC). TED2025 is TED's annual flagship conference where TED Talks are given live, on stage to a powerhouse audience. This partnership will feature opportunities for executive visibility, C-level relationship-building, external branding, and media amplification that will inspire, drive, and further contextualize the Greater Palm Springs to TED's audience.

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DIVERSIFY LOCAL ECONOMY STRATEGIES / DRIVE ECONOMIC IMPACT

PRIORITY

TACTICS

➤ **New** - Identify agritourism opportunities for consumer-facing promotion

❑ Collaborate with local farms and agricultural businesses to create a detailed list of agritourism experiences, such as farm tours, farmers' markets, and seasonal harvest events. Partner with local chefs, restaurants, and culinary influencers to showcase how local agricultural products contribute to culinary scene.

➤ **New** - Attract new events and products

❑ Promotion of new events through Marketing Event Support Program, research opportunities for local promotion for events

➤ **New** - Economic impact assessment program for events

❑ Develop framework and guidelines for providing estimated economic impact for events

➤ **New** - Engage industry clusters for Economic Development

❑ Healthcare, Agriculture, Arts, Green Technology

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

❑ Establish regional committee to formalize expansion into Thermal Airport

➤ Regional collaboration structure for Economic Development

❑ TAC Committee (partnerships with CVEP and CVAG)

DESTINATION STEWARDSHIP



CULTURAL HERITAGE STRATEGIES

PRIORITY

TACTICS

➤ **New** – Expand the reach of staff and partner training on programs to foster inclusion

- Training through TeamGPS, internal meetings, and webinars
- Continue partnership with Travel Unity

➤ **New** – Include partners to maximize hosting IGLTA Global Convention

- Community working groups, pre/post FAMS, training for inclusive practices

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

- Continue to represent authentic cultural stories, images, etc. into marketing initiatives
- Develop Cultural Concierge Program (identify local experts/aggregate information)
- Identify and attract cultural conferences to GPS

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CULTURAL HERITAGE STRATEGIES

PRIORITY

TACTICS

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| ➤ Promote destination certification for autism and continue to grow the number of certified businesses | <input type="checkbox"/> Maintain destination certification and promote to partners and visitors; promote certification to partners |
| ➤ Promotion of LGBTQ+ experiences and offerings | <input type="checkbox"/> Continued marketing, promotion, and representation of LGBTQ+ community
<input type="checkbox"/> Plan and execute World Pride activation in Washington, DC |
| ➤ Expand partnership with Caravanserai Project to support underserved communities | <input type="checkbox"/> Provide training, education, and access to resources; create an event to connect artists to hospitality community |
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SUSTAINABILITY / ACCESSIBILITY STRATEGIES

PRIORITY

TACTICS

➤ **New** - Sustainability training for hospitality partners

❑ Webinars, TeamGPS, toolkits, meetings & conventions

➤ **New** - Promote destination to sustainability-minded travelers

❑ Educate partners on program available such as Kind Traveler; utilize and grow Kind Traveler program and create sustainability-focused content

➤ **New** - Increase focus on sustainability initiatives for meetings and conventions

❑ Create toolkit, enhance website and content, utilize sustainability white paper, training for internal/external Sales & CS Managers, emphasis opportunities for thought leadership

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

❑ Increase partner participation in Wheel of the World program



COMMUNITY ENGAGEMENT STRATEGIES

PRIORITY

TACTICS

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| <p>➤ New - Create a communications plan that raises awareness, engages the community, enhances brand image and positions VGPS as thought leaders on key priorities – sustainable tourism, workforce development, educational opportunities, DEIA (Autism, WTW)</p> | <p>❑ Through training, earned media, social media, new blog content, community outreach and partnerships</p> |
| <p>➤ New - Review current plan and revise Crisis Communications Toolkit</p> | <p>❑ Provide training and response protocols to VGPS staff and stakeholders</p> |
| <p>➤ New - Conduct Resident Sentiment Study</p> | <p>❑ Utilize to share with local community on benefits of tourism</p> |
| <p>➤ New - Be a conduit for partnerships with local community patterns</p> | <p>❑ SC Black Chamber of Commerce, CVEP, Alianza, Caravanserai, Desert Business Association, and other nonprofit partners</p> |



ADVOCACY STRATEGIES

PRIORITY

TACTICS

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| ➤ New - Advocate for regional sustainability strategy | ❑ Work with cities, CVAG; engage with Blue Zones efforts |
| ➤ New - Raise awareness and profile of Greater Palm Springs at the state level | ❑ Increase opportunities for funding, advocate for favorable legislation, oppose harmful legislation, address Salton Sea issues |
| ➤ Promote benefits of vacation rentals to local market | ❑ Utilize partnership with CV Strategies and local PR efforts |
| ➤ Promote the need for a stand-alone Cal State campus | ❑ Partner with local government officials, business leaders, educators, and community organizations to advocate collectively for a stand-alone Cal State campus |
| ➤ Advocate for higher education expansion of programs | ❑ COD Palm Springs campus, Bachelors Degree program, dual enrollment program with high schools |
| ➤ Advocate and support need for passenger rail service, (new) Fastrak lanes on 1-10 and more digital signs to alert drivers about traffic. | ❑ Collaborate with RCTC, CVAG, SBCTA, and Riverside County Transportation Commission |