

The December Board Report is a summary of performance activity through December 2017. It also looks forward 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

As we approach the conclusion of 2017 and prepare for 2018, the Greater Palm Springs CVB continues to evolve and change to meet the demands of the industry and the global trends that keep shifting. Our destination master plan is guiding our strategies and providing the organization with a clear path on our direction and how we shape our thinking.

The 2018 media plan continues to change to reflect how people plan and book their travel. Boomers want to travel and will spend more on their vacation. A recent study by AARP noted, "2018 travel plans are all about connecting with family while getting away from our daily stressors." Stephanie Miles, AARP Senior Vice President of Integrated Marketing and Member Benefits said, "A vacation is often one of the best ways to renew and recharge ourselves, and it provides an opportunity for us to connect and build stronger relationships."

So, where are boomers spending the \$6,400 they say they will shell out yearly, on average, for leisure travel? The sun-drenched locations of California and Florida are still the top U.S. choices, while the Caribbean, Latin America and Europe are the most popular among international choices. Our content and our media plan must target this important market and ensure the pillars - Arts & Culture, Health & Wellness, Outdoor Adventure, Culinary and Nightlife – speak to this segment. Thank you to Bob Schneider, Kari Stout-Smith and Greg Purdy for being our Marketing Board Liaisons and assisting Bob, Jeff and Joyce with our strategies to ensure we are well positioned for 2018 and beyond.

Greater Palm Springs has two core travel segments, Leisure and Group. The emphasis on group business will be elevated in 2018 with a stronger investment on marketing and partnerships (MPI, PCMA, ASAE etc.). We will welcome our new Vice President of Sales & Service; Mark Crabb. Mark will begin on January 8th and was most recently at the Sonoma County CVB as their Chief Sales Officer. Mark oversaw both domestic and international sales. Thank you to Tom Tabler, Kelly Steward and Bob Schneider for serving on the search committee and assisting us with the interview process.

We will be launching our new web site in early 2018. We retained Simpleview to freshen up our site, but many of the improvements will be on the back-end. Simpleview is the current provider of our CRM system and having their technology for the web site will greatly enhance the capabilities of our site, increase engagement, make it easier for staff to make changes and integrate new tools for the consumer. We look forward to sharing more on this topic in the near future.

The CVB hired Sparkloft to assist the CVB with social media initiatives. Sparkloft is a leader in the tourism social media world and will bring us a wealth of experience, creativity and strategies to ensure we have a very successful and engaged social world in 2018.

International continues to be an important segment for Greater Palm Springs. In addition to our representation offices in China, Australia, United Kingdom, Germany and Canada (PR), we are reviewing possible offices in Japan, South Korea, India and Mexico. The CVB just launched a TripAdvisor page in China promoting the

destination. We appreciate the participation of Rolf Hoehn and Tim Ellis as Board Liaisons working with Gary Orfield to develop outreach strategies.

Air Service development is our top priority and we have distributed a new RFP for representation. We want to ensure we have the best strategies to take our destination to the next level. For the first six months of 2018, the number of scheduled flights are up (421 vs. LY) and the number of seats have increased by over 7,000. Our goal is to expand existing service from key hubs into June and September to close the gap on summer. We are also focused on new service, both from key markets and with new carriers! The critical individual business traveler is missing from our segments and the CVB will work with the board on developing a strategy to help assist with the recruitment of new companies to the Coachella Valley. We know this is a critical component to attracting new air service and will evaluate the best options for the CVB to support this initiative.

Best wishes to everyone for a safe and happy holiday season. We sincerely appreciate your support and look forward to working with everyone on a successful 2018!

Sincerely,



Scott White
President & CEO

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Greater Palm Springs

Local Industry STR Data for Sept 2017

Sept 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Sept 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Sept 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	53.0	-3.4	1.0	-2.4	0.3	-0.6	62.9	2.0	3.2	5.3	7.2	3.9	134	14747
Palm Springs	53.7	0.0	4.6	4.6	5.3	0.7	63.3	2.7	4.7	7.6	8.4	3.5	63	5075
Cathedral City/ Desert Hot Springs	43.8	0.7	-0.7	-0.0	34.7	35.6	55.4	4.4	1.9	6.3	39.1	36.5	6	764
Rancho Mirage	60.4	4.0	2.6	6.7	6.7	4.0	68.6	4.0	3.2	7.4	7.4	4.0	7	1842
Palm Desert	60.1	-5.6	-10.7	-15.7	-11.5	-0.9	67.3	-0.7	2.9	2.2	4.5	1.5	14	2298
Indian Wells/ La Quinta	46.7	-12.7	3.5	-9.6	-9.6	-12.7	58.6	-1.5	3.9	2.3	2.3	-1.5	9	2568
Indio	46.7	-5.2	4.9	-0.6	-0.6	-5.2	59.6	6.1	3.2	9.5	9.5	6.1	17	1307
Hotel Class														
Upper Resort	53.8	-4.2	-0.9	-5.1	-5.1	-4.2	61.6	-0.1	4.1	4.0	4.0	-0.1	12	4850
Resort	54.7	-0.4	3.2	2.9	5.5	2.2	64.5	3.2	3.6	6.9	7.3	3.5	14	2846
Branded Select Service	51.2	-5.3	3.9	-1.6	3.1	-0.8	63.7	1.8	3.3	5.2	9.6	6.1	43	4416

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

Greater Palm Springs

Local Industry STR Data for Oct 2017

Oct 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Oct 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Oct 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	55.6	-13.3	-21.0	-31.5	-29.9	-11.2	62.2	0.3	0.4	0.7	2.7	2.3	134	14747
Palm Springs	58.3	-5.5	-14.2	-19.0	-18.5	-4.9	62.8	1.9	2.5	4.5	5.2	2.6	63	5075
Cathedral City/ Desert Hot Springs	46.9	-20.4	-25.3	-40.5	-19.8	7.3	54.5	1.6	-1.2	0.3	31.7	33.2	6	764
Rancho Mirage	56.0	-14.6	-19.2	-31.0	-31.0	-14.6	67.4	2.1	0.7	2.9	2.9	2.1	7	1842
Palm Desert	60.6	-16.4	-25.0	-37.3	-34.2	-12.2	66.6	-2.4	-0.6	-3.0	-0.6	0.0	14	2298
Indian Wells/ La Quinta	52.8	-17.0	-26.9	-39.3	-39.3	-17.0	58.0	-3.2	0.3	-2.9	-2.9	-3.2	9	2568
Indio	48.5	-21.5	-28.9	-44.2	-44.2	-21.5	58.4	3.1	-0.8	2.2	2.2	3.1	17	1307
Hotel Class														
Upper Resort	55.2	-14.0	-22.5	-33.3	-33.3	-14.0	60.9	-1.6	0.8	-0.7	-0.7	1.2	12	4850
Resort	58.1	-6.3	-12.1	-17.6	-17.6	-6.2	63.8	2.2	1.9	4.1	4.5	3.5	14	2846
Branded Select Service	54.7	-17.6	-25.5	-38.6	-35.7	-13.7	62.8	-0.3	0.2	-0.1	4.1	7.0	43	4416

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

Convention Sales & Services

December 2017

The convention sales team has had a busy fall and is preparing for the stretch run to end 2017. While there is still plenty of work to do to attain the department's goals this year, we feel confident that the team is positioned properly to reach our objectives for the year.

I thought I would give you some success stories regarding industry events that have or will take place in Greater Palm Springs. The goal working together with destination Partners is to showcase the destination to meeting professionals from all over the United States.

- **HelmsBriscoe Associate Destination Experience-** La Quinta Resort & Club assisted the CVB hosting 21 meeting professionals from various parts of the United States. Attendees enjoyed the BMW Performance Driving School, Desert Adventures and Smoke Tree Stables.
- **IMN Solutions-** JW Marriott Resort and Spa acted as host for this prestigious executive summit for IMN Senior Management Staff members. Twenty-one attendees thoroughly enjoyed our destination and the performance of the team at JW.
- **Collinson CONNECT Southwest Conference-** Destination Partners and the CVB sponsored this regional conference at La Quinta Resort & Club. This program featured one on one appointments with 46 meeting professionals from throughout the southwest region of the country.
- **ConferenceDirect Team Directors Kick-Off Meeting-** Senior Management Team members from ConferenceDirect will meet in January at the Kimpton Rowan Palm Springs Hotel. Destination Partners assisting with this prestigious event include the Palm Springs Convention Center and Hyatt Regency Indian Wells Resort & Spa. We will welcome approximately 23 senior members from ConferenceDirect at the forum.

Read on to learn more about our recent activity, as well as key travel opportunities for Partners.

Highlights from September, October and November

September 5-8. Southern California Client Events- CVB staff and destination Partners traveled to Los Angeles and Orange County for sales calls and client events. The highlight of the trip was the concert with Florida Georgia Line.

September 10-12. Smart Meetings West National- One of the premier programs featuring one on one meeting opportunities with meeting professionals. CVB staff participated in this regional meeting at Monarch Beach in Orange County.

September 7-10. ASAE Five-Star Weekend- CVB representatives participated in Five-Star Weekend in Colorado Springs. Exclusively created and designed for association CEOs, the conference provides attendees opportunities to network, learn, and discuss critical issues facing associations today.

October 10-12. IMEX America- CVB staff and destination Partners traveled to Las Vegas to participate in IMEX America 2017. The conference and tradeshow is one of the leading domestic and international incentive conferences in the hospitality industry. Buyers from over 45 countries were present at the annual program. Attendance includes 2,400+ Hosted Buyers and 2,300+ Exhibitors.

Convention Sales & Services

December 2017

November 1-3. LGBT Tourism & Hospitality Conference- CVB staff recognizing the growth in group travel in the LGBT community, traveled to San Francisco for the LGBT Tourism & Hospitality Conference.

November 28- December 1. American Express Meetings & Events- INTERaction- The CVB and destination Partners attended the annual Interaction event in Orlando. This exceptional one on one experience allows CVB sales staff to interact with meeting professionals from the American Express Group Travel department.

December 2017

December 1, 2017. Society of Incentive Travel Executives Southern California, Holiday Event- This event attracts approximately 300 meeting planners from throughout Southern California. This all-star event has grown to be "THE" event of the holiday season where the entire Southern California hospitality world comes together and toasts the season while raising money for worthy charities.

December 13-15, 2017. CalSAE Seasonal Spectacular-California Society of Association Executives Destination Partners and CVB staff will attend the annual CalSAE event in Sacramento. The association's premier one-day program will draw over 1,000 attendees and meeting executives from throughout the greater Sacramento area. Seasonal Spectacular includes EXCHANGE - The CalSAE Appointment Show and morning educational sessions followed by the West Coast's largest association industry tradeshow.

December 14-15, 2017. Association Forum of Chicagoland Holiday Showcase- Holiday Showcase® is widely considered the industry's best and most highly attended one-day exhibition for Chicago's multi-billion dollar meetings and events market. With more than 1,400 meeting planners and association decision-makers in attendance, Holiday Showcase is the must-attend conference and exposition for key leaders across all areas of association and meetings management.

January 2018

January 1-4, 2018. Palm Springs International Film Festival Gala Destination Experience- CVB sales staff will host meeting professionals for various activities and hotel site inspections along with attending the 2018 Palm Springs International Film Festival Gala.

January 7-10, 2018. PCMA Convening Leaders Annual Meeting- CVB representatives will travel to Nashville, TN, to take part in the Professional Convention Management Association (PCMA) Annual Meeting. The program brings together a number of hospitality representatives concentrating on industry trends and important issues in the hospitality industry.

January 23-24, 2018. Southern California Area Sales Calls- CVB staff will travel throughout Southern California for sales calls, presentations and events. Staff will focus on appointments with Religious, Entertainment, LGBT and HelmsBriscoe Southern California clients.

January 30-31, 2018. Sacramento Sales Calls- CVB staff will travel for meetings, presentations and events in Sacramento. Sales calls will include meeting with new clients interested in Greater Palm Springs. Staff will also attend an MPI industry meeting in the city.

For questions, submissions or comments,
please contact Rob Osterberg, Director of Convention Sales
rosterberg@palmspringsoasis.com

**Convention Sales
Production
November 2017**

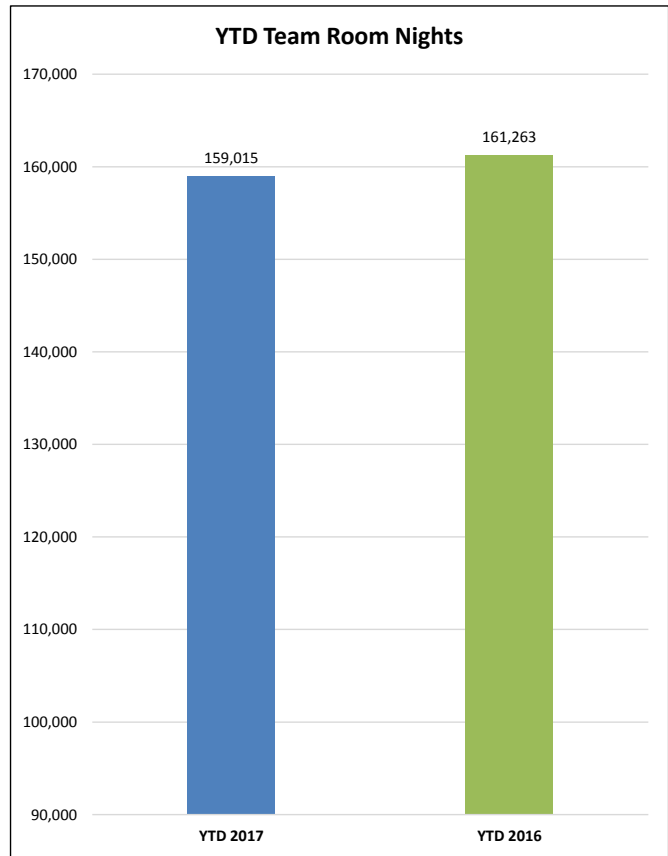
Convention Sales Production

TEAM	Nov-17	Nov-16	Variance	YTD 2017	YTD 2016	Variance	YTD Goal	Goal %
Leads	62	64	-3%	935	881	6%	913	2%
Definite Room Nights	5,647	16,331	-65%	159,015	161,263	-1%	172,732	-8%
Bookings	14	20	-30%	282	264	7%	271	4%
EIC								
Business Sales	\$ 3,325,175	\$ 14,825,494	-78%	\$ 104,084,867	\$ 140,771,586	-26.1%		
Jobs Supported	1,439	3,652	-61%	33,286	37,144	-10%		
Local Taxes	\$ 184,946	\$ 880,187	-79%	\$ 5,317,384	\$ 7,759,157	-31%		
Personal Income	\$ 1,159,755	\$ 5,235,283	-78%	\$ 36,613,592	\$ 49,522,099	-26%		
Bed Taxes	\$ 139,457	\$ 428,322	-67%	\$ 3,630,011	\$ 3,670,584	-1%		

LEGACY	Nov-17	YTD 2017
Definite Room Nights	0	41,559
Bookings	0	14
EIC		
Business Sales	\$ -	\$ 30,495,776
Jobs Supported	-	10,789
Local Taxes	\$ -	\$ 1,407,714
Personal Income	\$ -	\$ 10,608,835
Bed Taxes	\$ -	\$ 991,713

TOTAL	Nov-17	YTD 2017
Definite Room Nights	5,647	200,574
Bookings	14	296
EIC		
Business Sales	\$ 3,325,175	\$ 134,580,643
Jobs Supported	1,439	44,075
Local Taxes	\$ 184,946	\$ 6,725,098
Personal Income	\$ 1,159,755	\$ 47,222,427
Bed Taxes	\$ 139,457	\$ 4,621,724

Meetings Actualized (Includes Legacy)		
	Nov-17	YTD 2017
Definite Room Nights	14,918	186,409
Bookings	29	297
EIC		
Business Sales	\$ 14,824,089	\$ 169,740,636
Jobs Supported	4,178	49,628
Local Taxes	\$ 871,696	\$ 9,501,781
Personal Income	\$ 5,198,890	\$ 59,576,181
Bed Taxes	\$ 433,670	\$ 4,721,473



Cancellations in 2017

- * #30958, worth 95 RN's
- * #30897, worth 165 RN's
- * #30358, worth 50 RN's
- * #30568, worth 2,067 RN's

Event Impact Calculator Key (EIC)

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

Convention Sales
Booking Production Analysis
November 2017

By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	2	14%	1,049	19%	282	11%	99	29,140
2018	10	71%	2,802	50%	1,683	63%	114	59,454
2019	1	7%	373	7%	110	4%	33	24,672
2020	0	0%	0	0%	0	0%	23	25,154
2021	0	0%	0	0%	0	0%	7	13,324
2022	1	7%	1,423	25%	600	22%	5	6,091
2023	0	0%	0	0%	0	0%	1	1,180
Total	14	100%	5,647	100%	2,675	100%	282	159,015

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	7	50%	1,022	18%	395	15%	138	17,456
100 - 200	4	29%	1,634	29%	1,155	43%	65	26,816
201-499	3	21%	2,991	53%	1,125	42%	62	68,402
500-999	0	0%	0	0%	0	0%	16	38,896
1000-1499	0	0%	0	0%	0	0%	1	7,445
1500-4999	0	0%	0	0%	0	0%	0	0
Total	14	100%	5,647	100%	2,675	100%	282	159,015

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	7%	412	7%	500	19%	11	10,360
Athletic & Sports/Recreation	0	0%	0	0%	0	0%	2	2,515
Automotive	0	0%	0	0%	0	0%	19	2,270
Computer/Software	1	7%	39	1%	23	1%	9	8,965
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	2	395
Educational	2	14%	208	4%	90	3%	28	13,987
Entertainment	0	0%	0	0%	0	0%	7	2,386
Environmental	1	7%	828	15%	325	12%	5	1,598
Financial	0	0%	0	0%	0	0%	13	7,371
Franchise/Multi-Level Marketing	0	0%	0	0%	0	0%	2	1,128
Fraternal	0	0%	0	0%	0	0%	2	3,069
Government, Public Administration	1	7%	740	13%	200	7%	17	11,548
Health & Medical	1	7%	235	4%	250	9%	37	13,766
High Tech/Electric/Computer/Communications	0	0%	0	0%	0	0%	9	11,840
Hobby & Vocational	0	0%	0	0%	0	0%	3	571
Incentive	0	0%	0	0%	0	0%	1	337
Insurance	0	0%	0	0%	0	0%	5	5,270
International	1	7%	309	5%	82	3%	1	309
Labor Union	0	0%	0	0%	0	0%	1	325
LGBT	0	0%	0	0%	0	0%	2	596
Manufacturing/Distribution	2	14%	1,796	32%	710	27%	15	9,845
Meetings, Convention, Tourism	0	0%	0	0%	0	0%	6	1,237
Military	0	0%	0	0%	0	0%	2	816
Military Reunions	0	0%	0	0%	0	0%	1	171
Pharmaceuticals	0	0%	0	0%	0	0%	2	1,071
Real Estate	1	7%	540	10%	250	9%	3	2,340
Religious	0	0%	0	0%	0	0%	18	10,186
Scientific, Engineering, Technical	1	7%	447	8%	155	6%	10	8,263
Social	0	0%	0	0%	0	0%	5	2,228
Sporting Events	0	0%	0	0%	0	0%	8	4,776
Third Party Planner	1	7%	28	0%	40	1%	7	1,462
Trade, Commercial or Business	1	7%	65	1%	50	2%	26	14,440
Transportation	0	0%	0	0%	0	0%	3	3,574
Total	14	100%	5,647	100%	2,675	100%	282	159,015

Convention Sales
 Booking Production Analysis (Cont.)
 November 2017

By Key States/Countries (Team only)

State	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
AB (Canada)	0	0%	0	0%	0	0%	2	818
AR	0	0%	0	0%	0	0%	1	56
AZ	0	0%	0	0%	0	0%	2	460
BC (Canada)	0	0%	0	0%	0	0%	1	382
CA	3	21%	411	7%	350	13%	134	69407
CO	1	7%	740	13%	200	7%	4	6510
CT	0	0%	0	0%	0	0%	1	540
DC	1	7%	60	1%	30	1%	19	18399
FL	1	7%	412	7%	500	19%	7	1877
GA	0	0%	0	0%	0	0%	9	5538
IL	0	0%	0	0%	0	0%	6	2451
IN	0	0%	0	0%	0	0%	2	1403
KS	1	7%	65	1%	50	2%	5	689
LA	0	0%	0	0%	0	0%	1	40
MA	0	0%	0	0%	0	0%	4	7911
MB (Canada)	0	0%	0	0%	0	0%	1	110
MD	0	0%	0	0%	0	0%	6	6114
MI	0	0%	0	0%	0	0%	1	60
MN	0	0%	0	0%	0	0%	4	1618
NC	1	7%	39	1%	23	1%	4	1054
NL (Canada)	0	0%	0	0%	0	0%	1	1304
NJ	0	0%	0	0%	0	0%	13	3748
NV	0	0%	0	0%	0	0%	3	2629
NY	0	0%	0	0%	0	0%	8	5741
OH	0	0%	0	0%	0	0%	3	2823
ON (Canada)	0	0%	0	0%	0	0%	4	241
OR	1	7%	447	8%	155	6%	3	903
PA	0	0%	0	0%	0	0%	4	1655
SC	0	0%	0	0%	0	0%	2	1394
SD	0	0%	0	0%	0	0%	1	72
SK (Canada)	0	0%	0	0%	0	0%	1	65
TN	0	0%	0	0%	0	0%	3	1432
TX	1	7%	373	7%	110	4%	4	820
UT	0	0%	0	0%	0	0%	1	171
VA	2	14%	2,251	40%	925	35%	13	9517
WA	1	7%	540	10%	250	9%	2	704
WI	0	0%	0	0%	0	0%	1	50
Out of Country	1	7%	309	5%	82	3%	1	309
Total	14	100%	5,647	100%	2,675	100%	282	159,015

PSCC Bookings (Includes Legacy)

Market Segment	November			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	1	412	500	2	3,522	1,300
Association National	0	0	0	0	0	0
Athletic/Recreation	0	0	0	2	3,278	8,500
Automotive	0	0	0	0	0	0
Computer/Software	0	0	0	3	18,951	15,000
Educational	0	0	0	7	13,091	10,400
Environmental	0	0	0	0	0	0
Government	0	0	0	0	0	0
Health & Medical	0	0	0	3	2,232	2,125
Pharmaceuticals	0	0	0	0	0	0
High Tech/Electric/Computer	0	0	0	1	32	20
Scientific/Engineering	0	0	0	1	3,859	1,400
SMEF	0	0	0	0	0	0
Social	0	0	0	1	400	500
Sporting Events	0	0	0	1	912	500
Third Party Planner	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
Travel Agent/Third Party	0	0	0	0	0	0
Total	1	412	500	21	46,277	39,745

Convention Sales
Lost Business
November 2017

Top Ten Lost Lead Destinations (Ranked by YTD)

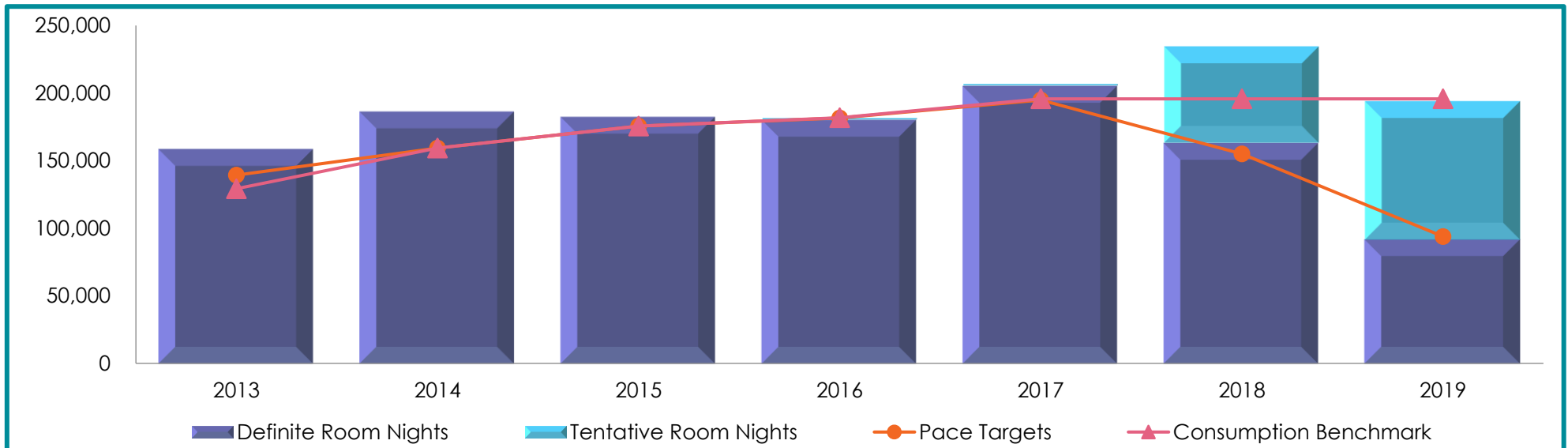
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	5	3,750	39	38,441
2	Phoenix	0	0	12	18,940
3	Orlando	0	0	9	17,953
4	Los Angeles	1	2,525	9	10,813
5	West Palm Beach	0	0	2	10,160
6	Miami	0	0	8	9,372
7	Dallas	0	0	3	8,446
8	San Francisco	1	4,820	5	8,130
9	San Antonio	0	0	7	7,517
10	Oakland	0	0	2	7,149

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	2	1,722	41	37,873
California	11	18,503	162	125,715
Colorado	0	0	8	8,201
Florida	1	2,400	40	53,572
Georgia	1	348	5	3,477
Hawaii	0	0	7	6,876
Idaho	0	0	1	366
Illinois	0	0	2	1,152
Indiana	0	0	1	3,089
Kansas	0	0	1	1,550
Kentucky	0	0	1	1,675
Louisiana	0	0	2	242
Minnesota	0	0	2	1,535
Missouri	0	0	2	6,646
N/A (Cancelled/Postponed)	6	3,025	180	135,590
Nevada	2	794	18	8,343
New Mexico	0	0	4	3,181
New York	0	0	2	2,005
North Carolina	0	0	1	108
Ohio	0	0	1	165
Oregon	0	0	2	1,022
Out of Country	0	0	15	15,492
South Carolina	0	0	1	420
Tennessee	1	840	3	3,700
Texas	1	600	18	27,340
Unknown	13	10,430	225	232,538
Utah	0	0	2	910
Washington	0	0	4	6,101
Total	38	38,662	751	688,884

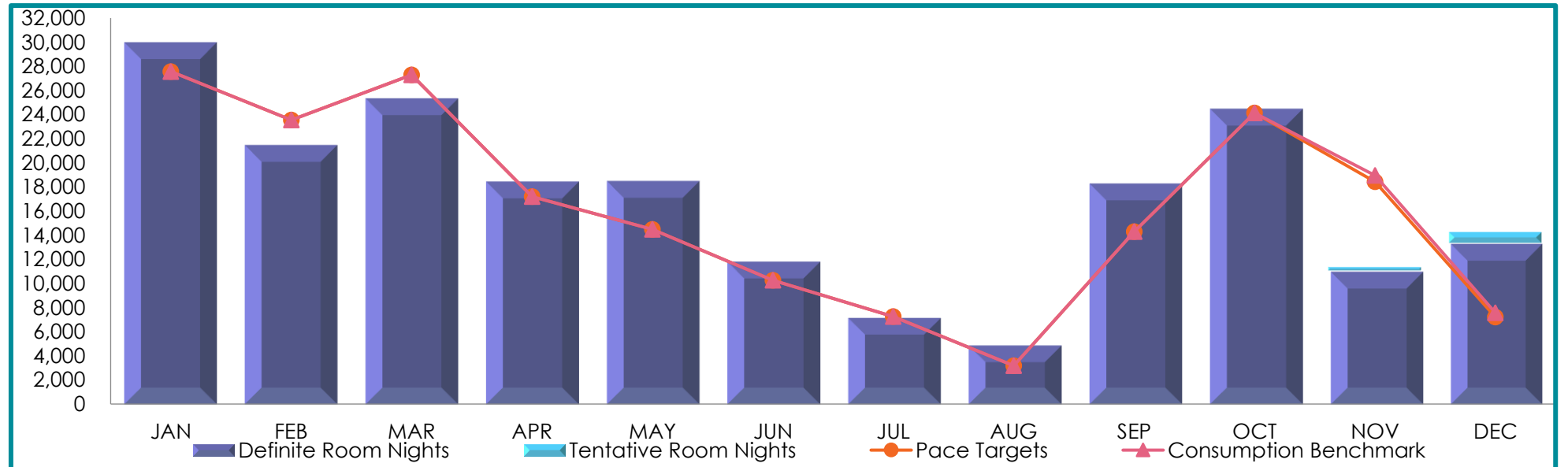
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Room Nights	158,499	186,207	182,294	180,156	205,100	163,096	92,019	76,255	1,243,626
Pace Targets	139,228	159,343	175,547	181,619	194,843	154,997	93,915	54,560	1,154,052
Variance	19,271	26,864	6,747	(1,463)	10,257	8,099	(1,896)	21,695	89,574
Consumption Benchmark	129,228	159,343	175,662	181,769	195,720	195,720	195,720	195,720	1,428,882
Pace Percentage	114%	117%	104%	99%	105%	105%	98%	140%	108%
Total Demand Room Nights	698,660	650,118	647,415	722,310	811,641	696,349	340,539	191,859	4,758,891
Lost Room Nights	540,161	463,911	465,121	542,154	606,541	533,253	248,520	115,604	3,515,265
Conversion Percentage	23%	29%	28%	25%	25%	23%	27%	40%	26%
Tentative Room Nights	0	0	0	1,000	1,151	70,893	101,728	78,088	252,860

Greater Palm Springs Events									
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Events	270	300	264	294	310	182	69	46	1,735
Pace Targets	239	266	277	288	291	171	75	34	1,641
Variance	21	34	(13)	6	19	11	(6)	12	84
Consumption Benchmark	239	266	278	289	296	296	296	296	2,256
Pace Percentage	113%	113%	95%	102%	107%	106%	92%	135%	106%
Total Demand Events	822	793	801	909	988	622	213	101	5,249
Lost Events	552	493	537	615	678	440	144	55	3,514
Conversion Percentage	33%	30%	33%	32%	31%	29%	32%	46%	33%
Tentative Events	0	0	0	1	3	168	107	53	332



Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,971	21,511	25,346	18,493	18,534	11,893	7,217	4,908	18,316	24,491	11,060	13,360	205,100
Pace Targets	27,571	23,549	27,289	17,200	14,480	10,261	7,244	3,178	14,289	24,133	18,439	7,210	194,843
Variance	2,400	(2,038)	(1,943)	1,293	4,054	1,632	(27)	1,730	4,027	358	(7,379)	6,150	10,257
Consumption Benchmark	27,571	23,549	27,289	17,200	14,480	10,261	7,244	3,178	14,289	24,133	18,952	7,574	195,720
Pace Percentage	109%	91%	93%	108%	128%	116%	100%	154%	128%	101%	60%	185%	105%
Total Demand Room Nights	117,033	107,203	64,913	71,387	49,958	59,661	52,513	29,536	82,146	94,032	61,592	21,667	811,641
Lost Room Nights	87,062	85,692	39,567	52,894	31,424	47,768	45,296	24,628	63,830	69,541	50,532	8,307	606,541
Conversion Percentage	26%	20%	39%	26%	37%	20%	14%	17%	22%	26%	18%	62%	25%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	264	887	1,151

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	49	41	26	26	22	21	17	13	21	40	25	9	310
Pace Targets	41	42	31	23	23	16	12	9	23	38	24	9	291
Variance	8	(1)	(5)	3	(1)	5	5	4	(2)	2	1	0	19
Consumption Benchmark	41	42	31	23	23	16	12	9	23	38	27	11	296
Pace Percentage	120%	98%	84%	113%	96%	131%	142%	144%	91%	105%	104%	100%	107%
Total Demand Events	157	130	97	87	72	62	54	36	71	127	73	22	988
Lost Events	108	89	71	61	50	41	37	23	50	87	48	13	678
Conversion Percentage	31%	32%	27%	30%	31%	34%	31%	36%	30%	31%	34%	41%	31%
Tentative Events	0	0	0	0	0	0	0	0	0	0	1	2	3



Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,025	22,334	27,828	12,878	11,870	7,485	11,034	800	8,517	25,832	12,363	3,130	163,096
Pace Targets	25,633	21,358	23,973	14,656	11,795	7,977	5,350	2,244	9,652	15,816	11,945	4,598	154,997
Variance	(6,608)	976	3,855	(1,778)	75	(492)	5,684	(1,444)	(1,135)	10,016	418	(1,468)	8,099
Consumption Benchmark	27,571	23,549	27,289	17,200	14,480	10,261	7,244	3,178	14,289	24,133	18,952	7,574	195,720
Pace Percentage	74%	105%	116%	88%	101%	94%	206%	36%	88%	163%	103%	68%	105%
Total Demand Room Nights	109,650	106,055	90,040	63,062	40,040	43,157	37,463	10,649	55,567	71,489	61,677	7,500	696,349
Lost Room Nights	90,625	83,721	62,212	50,184	28,170	35,672	26,429	9,849	47,050	45,657	49,314	4,370	533,253
Conversion Percentage	17%	21%	31%	20%	30%	17%	29%	8%	15%	36%	20%	42%	23%
Tentative Room Nights	5,001	5,733	7,055	8,943	4,744	3,780	5,416	4,250	11,653	3,657	5,399	5,262	70,893

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	28	38	25	15	9	7	8	2	12	24	12	2	182
Pace Targets	32	31	21	15	14	9	6	4	10	15	10	4	171
Variance	(4)	7	4	0	(5)	(2)	2	(2)	2	9	2	(2)	11
Consumption Benchmark	41	42	31	23	23	16	12	9	23	38	27	11	296
Pace Percentage	88%	123%	119%	100%	64%	78%	133%	50%	120%	160%	120%	50%	106%
Total Demand Events	105	124	84	71	36	37	27	11	40	51	32	4	622
Lost Events	77	86	59	56	27	30	19	9	28	27	20	2	440
Conversion Percentage	27%	31%	30%	21%	25%	19%	30%	18%	30%	47%	38%	50%	29%
Tentative Events	18	30	20	13	15	10	10	9	16	11	12	4	168



Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	8,724	13,133	13,444	8,796	11,537	2,690	5,424	200	7,554	11,477	7,765	1,275	92,019
Pace Targets	16,086	13,007	14,424	8,829	7,055	4,880	3,298	1,366	5,784	9,444	7,060	2,682	93,915
Variance	(7,362)	126	(980)	(33)	4,482	(2,190)	2,126	(1,166)	1,770	2,033	705	(1,407)	(1,896)
Consumption Benchmark	27,571	23,549	27,289	17,200	14,480	10,261	7,244	3,178	14,289	24,133	18,952	7,574	195,720
Pace Percentage	54%	101%	93%	100%	164%	55%	164%	15%	131%	122%	110%	48%	98%
Total Demand Room Nights	28,238	57,533	35,591	30,038	35,186	12,759	24,842	5,472	35,039	28,778	42,942	4,121	340,539
Lost Room Nights	19,514	44,400	22,147	21,242	23,649	10,069	19,418	5,272	27,485	17,301	35,177	2,846	248,520
Conversion Percentage	31%	23%	38%	29%	33%	21%	22%	4%	22%	40%	18%	31%	27%
Tentative Room Nights	8,894	11,268	15,634	10,570	5,126	2,329	10,884	1,265	4,699	14,246	16,813	0	101,728

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	8	9	8	7	8	3	3	1	6	7	7	2	69
Pace Targets	14	13	9	6	6	4	3	2	4	7	5	2	75
Variance	(6)	(4)	(1)	1	2	(1)	0	(1)	2	0	2	0	(6)
Consumption Benchmark	41	42	31	23	23	16	12	9	23	38	27	11	296
Pace Percentage	57%	69%	89%	117%	133%	75%	100%	50%	150%	100%	140%	100%	92%
Total Demand Events	22	37	22	25	22	8	13	4	19	19	18	4	213
Lost Events	14	28	14	18	14	5	10	3	13	12	11	2	144
Conversion Percentage	36%	24%	36%	28%	36%	38%	23%	25%	32%	37%	39%	50%	32%
Tentative Events	8	17	17	13	9	5	12	2	6	12	6	0	107



Destination & Partnership Services

December 2017

Destination Services:

Fall Summary (September, October, November)

The Destination Services team planned and organized 17 programs encompassing 37 events and activities including 18 client events, two CVB events, three FAMs totaling 14 days of activities and three trade shows.

- Fulfilled 23 Convention Sales client requests resulting in 146 CVB Partner referrals
- Assisted a total of 31 Convention Sales clients with their service requests/fulfillments
- Organized 24 site visits representing 28,417 room nights and 11,230 attendees

September-November Highlights

- HB Associates FAM, September 29 – October 1
- IMEX America, October 10-12
- TIS Marketplace, October 12-14
- American Film Market Trade Show, November 1-8

December-February

- The Department projects the following program management:
 - Total of 8 programs encompassing 15 events.
 - December through February currently have 3 pending.
 - Most site visits schedule 2-3 weeks in advance.

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

Partnership Services:

Fall Summary

In addition to securing new and renewal Partners, planning Partner events and representing the CVB at various community events, Partnership Services established the “**Above + Beyond**” Program.



This program highlights the often unsung, everyday tourism heroes who have made a positive impact on our visitors' experiences throughout the year.

Above + Beyond acts of service often happen when we're least expecting them. Recognizing those individuals in your organization who go the extra mile is a great way to memorialize their service and share it with the broader tourism community. The CVB now has a form that is available throughout the year for all tourism Partners to recognize those employees who have made a positive impact on the guest experience.

We welcome all Partners to share their **Above + Beyond** stories of service. This recognition will also be used to nominate individuals for a special award at the Annual Oasis Awards in May 2018. You may recognize someone deserving by completing the form on the [Partner](#) page of our website.

Destination & Partnership Services

December 2017

September-November Highlights

- We welcomed 9 new Partners and renewed 30 Partners
- A total of 387 Partner referrals were processed
- Partnership Hosted the Following Events:

September 21, 2017	CVB/Wedding Warriors Joint Mixer	La Quinta	225
October 5, 2017	CVB Meet & See - Trilogy Polo Club	Indio	63
October 26, 2017	CVB * GPSWA Mixer - Lautner Compound	DHS	154
November 9, 2017	CVB Meet & See - La Serena Villas	Palm Springs	78



CVB/Wedding Warrior Joint Mixer
Sept. 21, 2017 - Polo Villas



CVB/GPS Wedding Assoc.
Joint Mixer Oct. 26, 2017
The Lautner Compound



CVB Meet & See, Nov. 9, 2017
La Serena Villas

- Partnership participated in the following community events:

September 14, 2017	UW of the Desert Awards Luncheon	Indian Wells
September 19, 2017	PS State of the City Lunch	Palm Springs
September 21, 2017	PSHA Luncheon	Palm Springs
September 28, 2017	All Valley Mayor & Tribal Chairman Lunch	Indio
October 3, 2017	Best of the Best	Palm Springs
October 11, 2017	SBEMP Awards Dinner	Palm Springs
October 19, 2017	PSHA Luncheon	Palm Springs
October 19, 2017	Indio State of the City	Indio
October 25, 2017	13th Annual GPS Economic Summit	Palm Springs
November 4, 2017	Dia de los Muertos/CV History Museum	Indio
November 14, 2017	PDCC Peace Officer Public Safety Lunch	Palm Desert

For more information about Destination Services, contact:
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Travel Industry Sales December 2017 Board Report

Market Activity

Travel Industry Sales Goals Through November 2017				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	387	6,609	5,400	122%
New Business Development	0	25	14	178%
Increase Travel Trade Webpage Traffic	TBA	TBA	10%	0%
Travel Industry Sales Activities & Programs Through November 2017				
	Monthly	YTD	Team Goal	Description
In-Market Activations	2	16	9	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	0	22	20	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	3	44	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	6	28		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	2	32		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	13	155	100	

November	TIS Activities & Programs	Market	Description/Results from Sales Activity
11/1-3/2017	Cadence Travel Conference & FAM – Greater Palm Springs	USA	The CVB joined Cadence Travel at their annual conference held at the Hyatt Regency Indian Wells Resort & Spa. The CVB hosted six FAM participants at the BMW Performance Center West and 70 at a welcome registration and hosted an Oasis Lounge with massages, specialty cocktails, while La Quinta Brewery held a beer tasting during the conference.

**Travel Industry Sales
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Market Activity

11/4-5/2017	Bon Voyage FAM – Greater Palm Springs	United Kingdom	The CVB hosted six managerial level clients from U.K. based Bon Voyage Travel. The group traveled to California in conjunction with a California booking incentive earlier this year and to gain a better understanding of Greater Palm Springs. Partner Participation: La Quinta Resort & Club, Westin Mission Hills Golf Resort & Spa, Riviera Palm Springs, Arrive Palm Springs, Avalon Hotel and Bungalows, Palm Mountain Resort & Spa, Renaissance Hotel Palm Springs and Palm Springs Aerial Tramway.
11/7-8/2017	China Advisory Board FAM – Greater Palm Springs	China	The CVB hosted Visit California's China Advisory Board of 13 senior level decision makers representing China's leading OTAs and tour operators, as well as United Airlines Asia Division. Partner Participation: Desert Hills Premium Outlets, JW Marriott Desert Springs Resort & Spa, Enterprise Rent-A-Car - Luxury Division, The Ritz-Carlton Rancho Mirage, Annenberg Estate/Sunnylands Visitors Center & Gardens and BMW Performance Center.
11/6-8/2017	WTM – London	United Kingdom	The CVB attended World Travel Market (WTM) in London, a business-to-business forum with more than 50,000 industry professionals' from 150 countries attending. The CVB joined Visit California's booth and conducted 21 pre-scheduled appointments with Product Managers from the United Kingdom. Client reach was 37.
11/7-10/2017	Delta Airlines Australian FAM	Australia	The CVB hosted a FAM with Gate 7 and Delta Airlines, for nine travel professionals from Travel Associates to explore our Oasis. This incentive was for completing the Brand USA badge program for Greater Palm Springs. The FAM began in GPS with a visit to Huntington Beach before they departed California. Partner Participation: BMW Performance Center West, Trio Restaurant, Las Casuelas, Miramonte Resort, Living Desert and Zoo, Tommy Bahamas, Ace Hotel, The Arrive Palm Springs, La Quinta Resort & Club and the Parker Palm Springs.
11/13-17/2017	CVB New York Sales Mission – New Jersey, New York City, Manhattan & Long Island	USA	Greater Palm Springs CVB conducted sales calls, product trainings and client events throughout New York. JetBlue Mint will be in service for three weeks over the holiday season, direct from JFK to PSP. Top agencies will redirect their clients to Greater Palm Springs due to world issues. Partner Participation: Desert Adventures, BMW Performance Center West, Doubletree Palm Springs, Renaissance Palm Springs, Staybridge Suites, Riviera Palm Springs, Wally's of the Desert, Westin Mission Hills Golf Resort, Client reach :163

**Travel Industry Sales
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Market Activity

11/18-11/22/17	German Product Manager FAM – Greater Palm Springs	Germany	CVB worked with Marriott Hotels Germany and United Airlines to host nine key executives from major German tour operators. Partner Participation: The Westin Mission Hills Golf Resort & Spa, The Ritz-Carlton, Rancho Mirage, Palm Springs Aerial Tramway, JW Marriott Desert Springs Resort & Spa, Renaissance Indian Wells Resort & Spa, Desert Adventures Red Jeep Tours and Events, BMW Performance Center, Tommy Bahamas Restaurant, and Courtyard by Marriott. Group also went to Joshua Tree National Park.
11/28/-30/2017	Air New Zealand UK FAM – Greater Palm Springs	United Kingdom	The CVB worked directly with our UK based office to host six travel professionals from various UK luxury tour operators. These agents handle high net-worth, super affluent and entertainment clientele. Partner Participation: Hyatt Regency Indian Wells Resort & Spa, The Ritz-Carlton, Rancho Mirage, Palm Springs Aerial Tramway, BMW Performance Center, La Quinta Resort & Club, Ace Hotel Swim & Club, Ingleside Inn & Melvyns' Restaurant, Arrive Palm Springs, La Serena Villas and Desert Hills Premium Outlets. Palm Springs Bureau of Tourism assisted with FAM.
11/24/2017	Club California – Osaka, Japan	Japan	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. A total of 54 product managers attended.
11/24/2017	Club California – Beijing, China	China	Club California China (similar to Club California Japan) 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.
October	TIS Activities & Programs	Market	Description/Results from Sales Activity
10/3/2017	Visit California Brazil Sales Day – Orange County, CA	Brazil	The CVB participated in Visit California's Brazil Day. Brazil remains a key global market for Visit California. Emphasis on luxury and millennial travelers. California had 184,000 visitors from Brazil in 2016, spending \$392 million, and making up for 9.6% market share. The average length of stay for Brazilian travelers was 11 days with \$1,772 spent per trip, visiting an average of 3.8 destinations. The program began with a Brazilian market briefing, followed by a B2B session with 10 of the country's top operators traveling to California.

**Travel Industry Sales
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Market Activity

10/5/2017	Desert Cities PROST	USA	The CVB attended the PROST Desert Cities September networking luncheon that was held at Saguaro and met with 16 agents. The event was attended by Amadeus North America, TripAssure, Travel 2, Travel Edge, Carefree Romantic Vacations, Aviar Travel, Travel Store, Less Worlds Travel, Sunshine Travel, Protravel Inc. and Worldview Travel.
10/5-7/2017	UK Super FAM – Greater Palm Springs	UK	CVB hosted a group of 10 agents during the UK Super FAM. This FAM is one of the most high-profile events in the UK/Ireland exposing California to the entire travel trade via a booking incentive and prominent advertising campaign with Travel Weekly. During a booking incentive period, agents registered their British Airways bookings to California on a microsite. The agents with the most bookings qualified for the FAM. This year's FAM was the 10 th anniversary. Partner Participation: La Quinta Resort & Club, Wilma & Frieda's Café, Ace Hotel, Palm Springs Aerial Tram, Trio Restaurant, The Ritz-Carlton Rancho Mirage, Desert Adventures & BMW Performance Center.
10/10/2017	Club California – Tokyo, Japan	Japan	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 were highly engaged and Greater Palm Springs was showcased in presentations as well as one of the founding sponsors. A total of 106 product managers attended.
10/12/2017	Club California – Chengdu, China	China	Club California China (similar to Club California Japan) 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.
10/16-20/2017	Visit California's Canada Sales Mission – Toronto, Montreal & Vancouver	Canada	CVB participated in Visit California's Canada Sales and Media Mission. The Mission included stops in Montreal, Toronto and Vancouver. Air Canada has voiced that there is the possibility of encouraging East to West travel for Canadians this winter, rather than their usual North to South Travel. Client reach 227.

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Market Activity

10/20-21/2017	TIS Marketplace & FAM – Greater Palm Springs	USA	The CVB organized and hosted 17 clients (13-companies) for the second annual Travel Industry Sales Marketplace & FAM. The event was designed to give CVB Partners an opportunity to meet personally with the top international and domestic receptive tour operators, OTA's and retail agents. The CVB also organized an experiential FAM for the clients that included a tour of the new Rowan Palm Springs, an architectural tour during Modernism Week Fall Preview, lunch at Tommy Bahamas, a tour of the new Hotel Paseo and dinner by PS Underground. The Hyatt Regency Indian Wells was the host hotel.
10/24/2017	United Airlines Event – London	UK	The CVB's office in the UK partnered with United Airlines for training and an appreciation evening in London at the Hard Rock Café. A GPS update presentation was given to 153 travel agents.
10/30-31/2017	East Los Angeles AAA Calls	USA	The CVB conducted sales calls in East Los Angeles area to ten AAA offices in La Verne, Glendora, Arcadia, Pasadena, Glendale, Burbank, Alhambra, Diamond Bar, Chino & Upland. Reaching a total of 73 travel professionals.
10/1-31/2017	Travel Professionals Month	GPS	For the month of October, the CVB launched its 5 th annual Travel Professionals Appreciation Month to encourage clients to experience the destination. The year's promotion was branded "Agents of Chill" that offered agent's access to offers from valley Partners exclusive to travel professionals. Promotion for Travel Professionals Appreciation month included email blasts, a dedicated webpage and promotion through our sales missions and trade shows. Total of 29 Partners participated with special offers for Oct.
10/31/2017	AVIAREPS Training and Sales Call– Shanghai, China	China	The CVB's office in Shanghai trained 20 staff at Caissa travel and conducted one sales call. Training included updated on outdoor activities and signature events in GPS. Discussion included updates on the destination and partnership opportunities.
September	TIS Activities & Programs	Market	Description/Results from Sales Activity
9/7/2017	Desert Cities PROST	USA	The CVB attended the PROST Desert Cities September networking luncheon that was held at The Ritz Carlton in Rancho Mirage and met with 32 agents. The event was attended by Montecito Village Travel, Altour, New Act Travel, Travel Store, Picture Yourself Traveling, Cruise Planners, Protravel, Worldview Travel, Corniche Travel, Towne Centre Travel, Carefree Vacations/Sunshine Travel, and Plaza Travel.

**Travel Industry Sales
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Market Activity

9/11-14/2017	Visit USA Germany Roadshow – Leipzig, Berlin, Bremen, Dortmund	Germany	Steffi Ahlers with the CVB's office in Germany attended the annual Visit USA Germany Roadshow providing destination training to 170 travel professionals in four German cities.
9/11/2017	CVB AAA Sales Calles - Minneapolis	USA	The CVB conducted sales calls to seven AAA offices in Minneapolis, Eagan, Maple Grove, Minnetonka Ridge, Eden Prairie, Edina and Burnsville. Reaching a total of 54 travel professionals.
9/11-15/2017	CVB Midwest Sales Mission – Minneapolis & Chicago	USA	The CVB traveled to Minneapolis with 14 agency appointments to AAA and Travel Leader Offices throughout Minnesota. In Chicago the CVB hosted 2 client events and met with 49 agents in Chicago.
9/11/2017	Air New Zealand Golf Event – London	UK	The CVB and Air New Zealand co-hosted a client golf event in London attracting 35 travel trade executives from key UK tour operators.
9/12/2017	Sun Country Airlines Training – Eagan, Minnesota	USA	The CVB conducted a training day giving presentations and Q & A with 151 reservation agents.
9/13-14/2017	Active America China – San Gabriel	USA	This invite only event allowed the CVB to conduct presentations and meet one-on-one with key Los Angeles based receptive tour operators specializing in the Chinese inbound market. The CVB met with 23 tour operators and visited the offices of CTour, Grand Destinations, CTS and Lassen Tours.
9/15-16/2017	Knecht Reisen FAM	Switzerland	The CVB hosted seven top travel professionals of one of the largest Switzerland based tour operator company. The agents experienced Greater Palm Springs and learned more about the destination to enhance their current golf & resort portfolio.
9/16-17/2017	Delta Vacations University - Atlanta	USA	The CVB attended Delta Vacations University tradeshow in Atlanta, passing out hundreds of collateral and met with 73 travel professional who requested more details on GPS.
9/22-25/2017	Air Canada Golf FAM	Canada	The CVB hosted 12 executives from Air Canada along with Canadian travel agencies owners who combined provide Air Canada with \$100 million of revenue.
9/25/2017	Paris Client Event	France	The CVB partnered with Sonoma County to host clients prior to <i>Top Resa</i> in Paris, France. Over 48 travel trade executives attended the reception held at the Mayfair Hotel in Paris.

**Travel Industry Sales
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Market Activity

9/26-29/2017	IFTM Top Resa – Paris	France	The CVB joined the Visit California booth at IFTM Top Resa and on a training day in Paris, France, September 25-29, 2017. Over 800 trade executives and agents stopped in the Visit California booth with 328 interested in GSP.
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Marketing Campaigns

Australia				
	Company	Campaign Name	Timing	Results
RG	Travel Daily	Trade newsletter	Mar-Apr 2017	
RG	Karry On	Trade newsletter	Mar-Apr 2017	
RG	Travel Counsellors	Full page ad – brochure	May-Jun 2017	- Print: 12,000 copies - Digital: 28,000 w/ 362,000 page impressions
RG	Helloworld	Two-page (one destination focused & one hotel profiles) in 3 brochures (Helloworld, Qantas Holidays & GO Holidays)	Fall 2017-18	
Canada				
	Company	Campaign Name	Timing	Results
RG	WestJet	Summer Marketing Campaign, Brochure enhancement	Summer 2017	
China				
	Company	Campaign Name	Timing	Results
GO	U-Tour	Online paid & owned media channels, off-line retail and wholesale agencies, new product, new itineraries	Fiscal Year 2017-18	
Germany, Switzerland, Austria				
	Company	Campaign Name	Timing	Results
GO	Canusa	48-Hour Campaign / Micro-Site	Mid-March 2017	Short-Term Results (2-days): - 25% increase in new clients - 2.5% increase in bookings - Total site visits: 2,858
GO	Fairflight	Southern California Triangle	Fall 2017	
GO	Canusa	Newsletter / Micro-Site	April 2018	

**Travel Industry Sales
December 2017 Board Report**

Market Activity

GO	Dertour	Brochure / Offer	Oct 2017	
GO	America Unlimited	Micro-Site / Social / Out of Home (OOH) activations	Fall 2017 – 2018	
GO	Thomas Cook	Thomas Cook Folder	Mar-Apr 2018	<p>8-Page Folder (6 pages + front and back page) dedicated to our California partners. Circulation: 15.000 - 20.000 - 12.000 to be send out to the best booking TC agencies with focus on long-haul trips - 500 to be used at Thomas Cook Roadshow in April (6 Cities)* - Rest will be sent out with California Welcome package to consumers and travel trade. *In April there will be the TC Roadshow in 6 German cities. - Visit California (all 6 cities general presentation) as well as San Francisco, GR Palm Springs and Santa Monica (3 cities round table) will participate - The folder will be displayed at the roadshow (150-180 travel agents), so the message of those Partners not taking part in the roadshow will be addressed to the agents.</p>

Global

	Company	Campaign Name	Timing	Results
GO	Bonotel	Destination of the Month	Jan 2018	
GO	GTA	One-page in brochure	Sep 2017-Nov 2018	

United Kingdom

	Company	Campaign Name	Timing	Results
GO	Gold Medal	Consumer & trade magazines, banners, in-store posters, call-center incentives, social media	Q1 2017	<ul style="list-style-type: none"> - Total Reach: 110,000 consumers - GPS room nights down 8% compared to room nights to California down 28%.
GO	Eden Luxury Collections	Destination Guide	June 2017	
GO	Wexas	Spotlight / Brochure / Trade Press / Articles	Aug 2017-Jan 2018	

**Travel Industry Sales
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Market Activity

GO	Air New Zealand	Destination Campaign with Los Angeles, Huntington Beach and Greater Palm Springs. Out of Home (OOH) campaign. Expedia is the trade partner	Sept-Oct 2017	
GO	Travelbiz	Main directory for Ireland trade / Destination profile	Sep 2017-Nov 2018	

United States

	Company	Campaign Name	Timing	Results
RG	Pleasant Holidays	Offers / Spotlight / Webinar	Sumer-Fall 2017	
GO	Tee Times USA / Golfpac	Brochures / E-Blasts / Banners	Fall 2017-18	
GO	GolfThere / Fairways Golf	Brochure / E-Blasts / Consumer Shows	2018	

New Business Development

Manager	Date	Company	Description / Components
Gary	2/15/2017	Four Season Vacation LLC	Added Greater Palm Springs to their current itineraries
Robyn	2/22/17	Evergreen Escapes	New California product roll-out / So Cal experience
Robyn	4/1/17	Mega Travel	New 14-day itineraries for California
Gary	5/24/17	Fairflight	New So Cal Triangle itinerary with Greater Palm Springs, San Diego and Orange County
Gary	2017	ADAC	Added Hyatt PS in brochure
Gary	2017	Canusa	Added Avalon PS in brochure
Gary	2017	Dertour	Added DoubleTree and Hyatt PS in brochure
Gary	2017	Faszination Fernweh	Added Palm Mountain in brochure
Gary	2017	FTI Touristik	Added Avalon, Renaissance PS, V PS, Omni RLP, Riviera and Best Western Inn PS to brochure
Gary	2017	Kuoni	Added Ritz-Carlton, Hyatt IW, Westin MHR, Renaissance PS, Palm Mountain & BW Inn PS to brochure
Gary	2017	Neckermann	Added Palm Mountain, Riviera & Quality Inn to brochure

**Travel Industry Sales
December 2017 Board Report**

Market Activity

Gary	2017	TUI	Added Renaissance IW to brochure
Gary	2017	Meier's Weltreisen	Added DoubleTree to brochure
Gary	2017	Travelbag	Added Best Western Inn PS to their program
Gary	2017	Thomas Cook Signature	Added Best Western Inn PS & Riviera Palm Springs to their program
Gary	2017	Hayes & Jarvis	Added Hyatt Regency Indian Wells to their program
Gary	2017	Wexas	Added La Quinta Resort to their program
Gary	2017	Western & Oriental	Added La Quinta Resort to their program
Gary	2017	Vacations to America	Added La Quinta Resort to their program
Gary	2017	Virgin Holidays	Added La Quinta Resort, Renaissance Palm Springs and Parker Palm Springs to their program
Gary	2017	THG Holidays	Added Palm Mountain & Renaissance Palm Springs to their program
Gary	2017	Travelshpere	Added Palm Mountain to their program
Gary	2017	Newmarket Travel	Added Palm Mountain to their program
Gary	2017	Archers Direct	Added Renaissance Palm Springs to their program
Gary	2017	North American Highways	Added Viceroy (now Avalon) Palm Springs to their program

In-Market Events & Activations

Manager	Date	Market	Description / Location
Gary	2/21/17	USA	Client dinner and program during Go West Summit
Robyn	4/4/2017	USA	The CVB executed a client reception at Southwest Wine Collective with Paint Night opening the doors to discuss fun activities in the GPS destination.
Robyn	4/4/17	USA	The CVB executed a client reception at Sitka & Spruce with a relaxed vibe and hand massages to open the doors to discuss Heath & Wellness activities in the GPS destination.
Gary	4/5/17	USA	Client event at EP & LP in Los Angeles, partnered with PR
Gary	6/7/17	UK	On behalf of the Greater Palm Springs CVB, Charlotte Forrester with Black Diamond conducted a client reception at a California themed restaurant for 40 clients. Everyone received destination training and participated in painting individual pots containing desert succulents to take home. Operators in attendance included: Trailfinders, Flight

Travel Industry Sales December 2017 Board Report

Market Activity

			Centre, Turquoise, Scott Dunn, Original Travel, Hayes and Jarvis, Ocean Holidays , Colletts Travel, Best at Travel, Travelbag, Virgin Holidays, STA Travel, Quintessentially Travel
Robyn	7/25/17	Canada	As part of the CCB's 2017 Canada Sales Mission 5 events were hosted. First one was at the Notre-Dame Basilica.
Robyn	7/26/17	Canada	2017 Canada Sales Mission: Second event was a Calgary Food Walking Tour exclusive for WestJet Agents.
Robyn	7/26/17	Canada	2017 Canada Sales Mission: Third event was a paint night in Calgary.
Robyn	7/27/01	Canada	2017 Canada Sales Mission: Fourth event was a harbor boat cruise in Vancouver.
Robyn	7/28/07	Canada	2017 Canada Sales Mission: Fifth event was a harbor boat cruise held exclusively for Young Travel Professionals with media coverage from PAX News.
Robyn	8/28/17	San Diego	Hosted event at JRDN for San Diego agents
Robyn	8/31/17	Los Angeles	Hosted event with Chef Carolina in Santa Monica
Robyn	8/14/17	Canada/USA	Greater Palm Springs CVB and Travel Edge event at the Bellagio Art Gallery seen by 10,000 Virtuosos
Robyn	11/15/2017	USA	2017 New York Sales Mission: Hosted Drybar in Bryant Park for travel professionals.
Robyn	11/18/2017	USA	2017 New York Sales Mission: Hosted Paint & Sip Event (MAPTA EVENT) at Unarthodox for travel professionals.



Client Event: Paint Night, Nov. 18, 2017
New York Sales Mission
MAPTA event for travel professionals

For more information, contact:
Gary Orfield, Director of Travel Industry Sales
gorfield@gpscvc.com

Marketing & Communications September - November 2017

Advertising Highlights

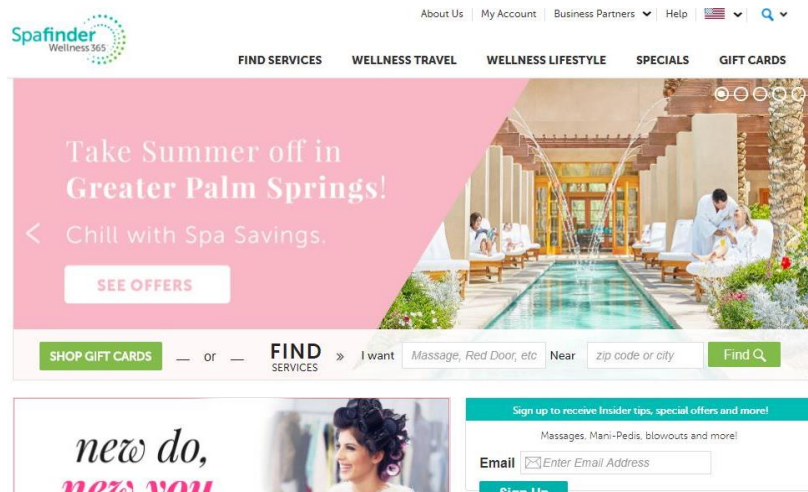
In September, the CVB launched the destination's national advertising campaign targeting PSP feeder markets. National target markets included Seattle, Portland, Chicago, Minneapolis, New York, Denver and Dallas. Canadian markets were also targeted and included nonstop PSP markets Vancouver, Calgary, Edmonton, Toronto and Winnipeg. In addition, year-round 'getaway' markets Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco, were targeted. The national campaign includes Print, Billboard, Digital and Television.

As the destination Summer Chill campaign concluded, a new Fall Digital Campaign introduced online travel agent websites (OTAs), travel deals websites, and special interest newsletters. The CVB also continued its partnership with CBS, implementing a celebrity influencer campaign using custom videos featuring celebrities who have a strong social media following in order to leverage the destination's reach.

For the months of September through November, the CVB's destination marketing efforts have garnered over **8.6 billion television impressions, 634,485 television spots, 197,876,124 digital impressions** and **87,810,000 out-of-home impressions**.

Fall Digital Campaign

The CVB introduced a new digital advertising campaign designed to communicate hotel and Partner deals during the fall season months. The campaign included opportunities for Partners to gain extra exposure at no additional cost. These campaigns included advertising in SpaFinder, Expedia, Travelzoo, TripAdvisor, LAist, SFist and Chicagoist.



SpaFinder.com featured a Greater Palm Springs destination landing page promoting Partner health and wellness offers. SpaFinder E-mail/Newsletters directed to SpaFinder Partner deals and digital ads directed to the CVB's ChillPass.com.

A destination landing page on Expedia promoted Partner deals through November. 14.9 million ad impressions were served across four months on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz). This campaign generated a lift in gross bookings of 6% for July, 7% for August and 6% for September.

Marketing & Communications September - November 2017

Advertising Highlights

The digital advertising campaign also included Travel and News/Entertainment websites in target markets promoting content and deals in Greater Palm Springs. These websites included LAist, SFist and Chicagoist, which generated 292,410 impressions via targeted e-mail sends.



Advertising with Travelzoo generated 31,143,246 impressions. A standalone e-mail sent on Sunday, September 10th generated 2,446 visits to the GPS website. A "Top 20" Travelzoo e-mail sent on Wednesday, September 6th, generated 535 visits to the website.

Top Deals Handpicked by Travelzoo

[View Map](#)

 <p>\$129 Palm Springs 4-Star Stays into Sept. w/\$25 Credit PALM DESERT TRAVEL OPTIONS JUNE 11 - SEPT. 9</p>	 <p>\$93-\$148 Rancho Mirage 4-Star Resort in Summer, 50% Off CALIFORNIA BEST DATES THROUGH SEPTEMBER</p>
 <p>\$109 Palm Springs 4-Star Resort w/\$25 Credit, 40% Off INDIAN WELLS OPTIONS (JUNE 4 - SEPT. 9)</p>	 <p>\$149 Luxe Palm Springs Resort, Save \$100 LA QUINTA SUNDAYS-THURSDAYS, JUNE 18 - AUG. 31</p>

Advertising on TripAdvisor.com generated 513,427 impressions, driving users to the destination's website.

CBS Celebrity Influencer Campaign

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

The first celebrity video series, which launched November 2016, included three celebrities. Series #1 featured the popular **Fitz and the Tantrums** band members, Michael "Fitz" Fitzpatrick and Noelle Scaggs, as well as Fitz's wife and **Gossip Girl** star **Kaylee Defer**. The videos portray the life of touring musicians and their personal connectivity to Greater Palm Springs for reconnecting, relaxing and enjoying special time. In March 2017, the second celebrity series launched featuring Grammy-nominated, **American country music artist, CAM**. This celebrity series launched in coordination with Stagecoach Country Music Festival, as CAM was a Mane Stage performer.

In November 2017, the third celebrity video series launched features **Extra TV Co-host and Saved By The Bell star, Mario Lopez**. The video documents a family trip with Lopez, wife Courtney Mazza Lopez, and their children. Their family getaway kicked off under a desert sunset at The Ritz-Carlton, Rancho Mirage. During their stay, the family shared a meal at Las Casuelas Nuevas and visited The Living Desert. The couple shopped El Paseo and relaxed at The Spa at JW Marriott Desert Springs.

As of November 30, 2017, the entire campaign has generated **19,510,173 online advertising impressions**. Banner advertising displayed on CBS's network on websites, such as www.cbslocal.com www.radio.com and www.cbssportsradio.com, as well as CBS's extended network, which were seen on websites such as www.expedia.com and www.budgettravel.com. **Facebook reach is 780,137 and Twitter reach is 360,440 on social media pages** for stations such as KROQ in LA and KYXY in San Diego. The entire celebrity video series has generated **12,280,649 views** as of November 30.



[Click to View Mario Lopez Celebrity Series](#)

Co-host of TV's "Extra" and star of '90s series "Saved by the Bell,"

Advertising Highlights



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

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



[Click to View CAM Celebrity Series](#)

Grammy-nominated, American country music artist, CAM.

The 300 x 250 pre-roll video provided the highest impressions and video views. The ad with video provided the most clicks to the GPS website.

A screenshot of the CBS New York website. The header includes 'New York', 'SIGN UP FOR NEWSLETTERS', 'Log In | Register', and a search bar. The main navigation menu includes 'HOME', 'NEWS', 'SPORTS', 'WEATHER', 'TRAFFIC', 'AUDIO', 'VIDEO', 'E.S.P.', 'CONTESTS', and 'MORE'. A large advertisement for Greater Palm Springs is featured, with the text 'SEE HOW THE HOME TO STAGECOACH IS CAM COUNTRY.' and a video player showing a woman with horses. The website also displays the CBS eye logo, local station logos (WCBS, 1010 WINS, WFAN, 105.5), and social media icons for Facebook, Twitter, YouTube, and Instagram. The weather is shown as 71° with a sun icon.

Marketing & Communications September - November 2017

Advertising Highlights

CVB Partner Cooperative Advertising Programs

The CVB has designed co-op opportunities for 2018 to leverage Partner advertising budgets, while increasing exposure year-round. The Co-op Advertising Programs offer opportunities to target the Local Drive market, the National West market, National East and/or Canadian markets throughout the year.

2018 Partner Advertising Opportunities:

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 the coming season!

Cable Television (\$25,000) includes:

- Choice of one season (Jan – Apr/May – Aug/Sept – Dec)
- Choice of one market (Drive/ National West/Nation East/Canada)
- 1,200 – 2,000 spots per month (depending on selected market)
- 32.7M – 84.2M total impressions (depending on selected market)
- Production of :30 television spot

Television – “Summer Chill” (\$25,000) includes:

- Timeframe: May – August
- Markets: Los Angeles, San Diego, San Francisco, Las Vegas and Phoenix
- KTLA Metro Los Angeles
 - KTLA-produced :60 spot airs 120 times/20M total impressions
 - CVB-produced :30 spot airs 420 times/71M impressions
- Time Warner Cable Drive Markets
 - 4,000 spots /37M total impressions
- Production of :30 television spot and :60 KTLA spot

Outdoor Billboards (Co-op rate varies based on selection)

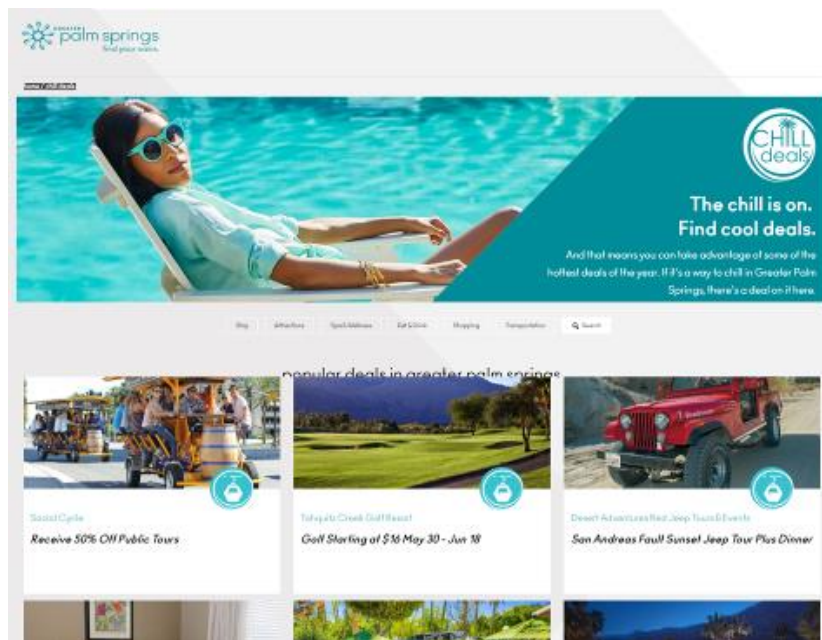
- Timeframe: Jan – Dec, depending on selected market
- Markets: Los Angeles, San Diego, San Francisco, Seattle, Chicago and/or Minneapolis
- Production of billboard artwork
- Cost:
 - 2 digital boards: \$2,000/metro area
 - 3 digital boards: \$3,000/metro area
 - 4 digital boards: \$4,000/metro area

Online Promotion (*Ad production is not included. Cost is based on publisher rates and may change without notice.*)

- Expedia
 - Overview: Destination landing page on Expedia promoting Expedia partner deals on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz).
 - Partner Opportunity: Partners may submit special offering to display on destination page.
 - Timeframe: Throughout year
 - To participate and to submit your offer, contact the CVB or your Expedia representative.
 - Cost: No Fee. Standard Expedia commissionable bookings apply.

Advertising Highlights

- Travelzoo
 - Overview: Digital advertising campaign on TravelZoo in target markets promoting Partner deals.
 - Partner Opportunity: Partners may submit special offering to display on destination page.
 - Timeframe: Throughout year
 - To participate and to submit your offer, contact the CVB or your Travelzoo representative.
 - Cost: No Fee.
- SpaFinder
 - Overview: Digital advertising campaign and destination landing page on SpaFinder.com promoting Partner Health and Wellness offers.
 - Partner Opportunity: Partners may submit special offering to display on destination page.
 - Timeframe: Throughout year
 - To participate and to submit your offer, contact the CVB or your SpaFinder representative.
 - Cost: If you have a Spa facility, you can become a SpaFinder Partner. The cost is \$3k and includes a SpaFinder listing, redemption options, newsletter feature and more. Standard Spafinder commissions are collected on the Gift Card amount only.



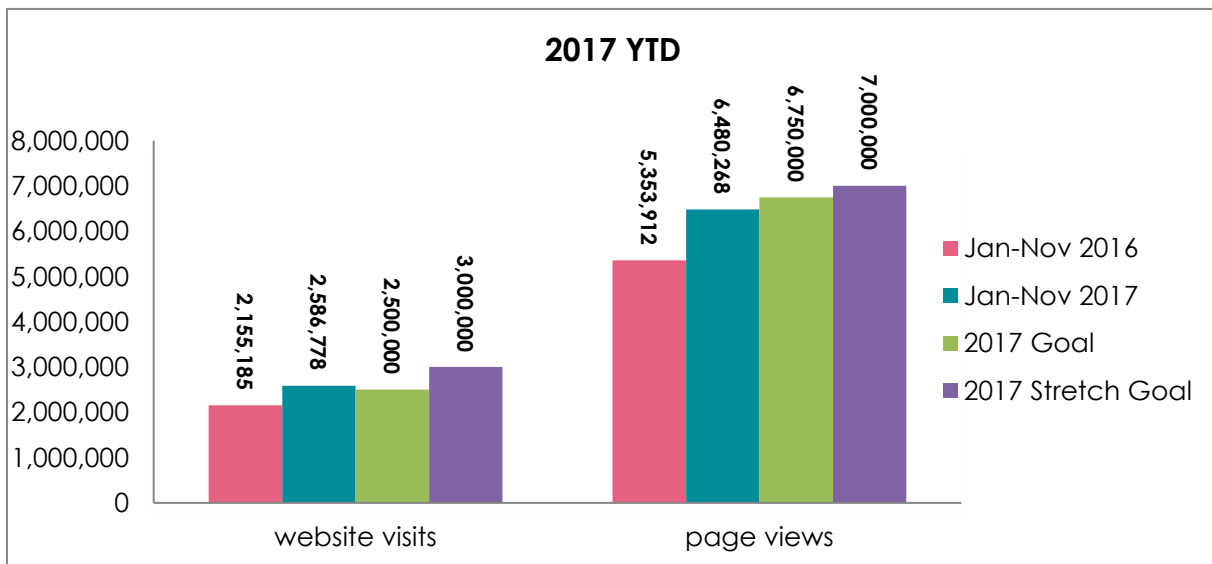
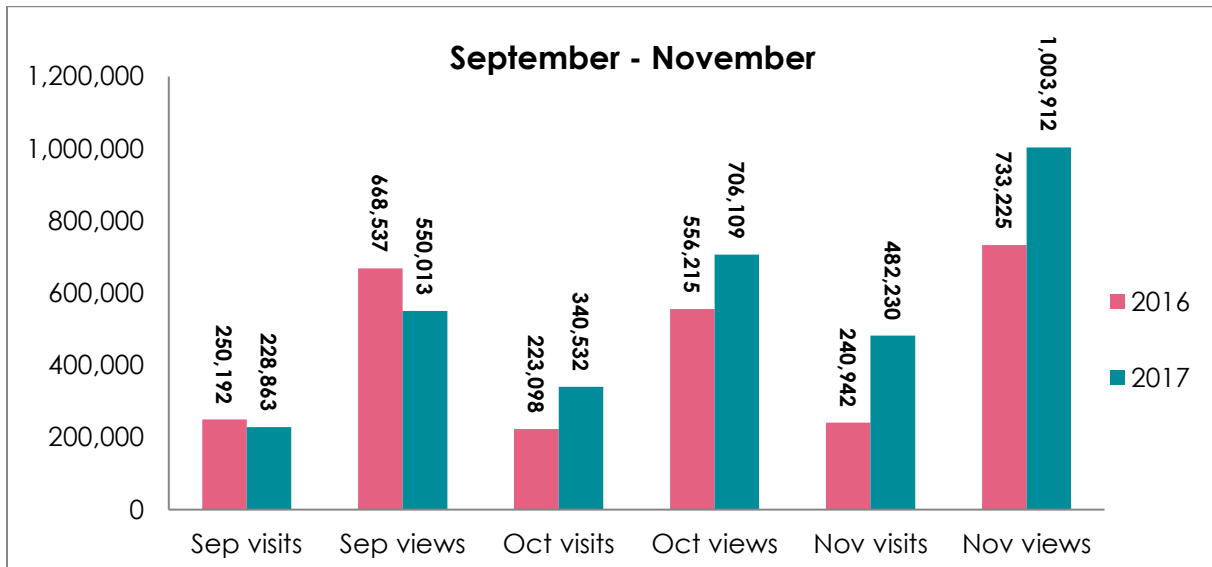
Contact Bob Thibault for more information
vice president of marketing
t: 760.969.1339 • bthibault@palmsspringsoasis.com

Marketing & Communications September – November 2017

Website Highlights

CVB Website

As we head into 2018, be ready for fresh updates to the look and feel of the website. We are currently in the process of refreshing the site to encourage visitors to be more engaged with our content. The newsletter sign up button was moved to the top of the page, making it easier for website visitors to subscribe to the list. This has likely contributed to the **160% increase YOY** in new subscribers. We have also **increased our sessions by 47% over 2016** during the months of September through November. Website visitors spent **8% more time** on site than last year with a **28% decrease** in bounce rate. We also upped **new visitation by 4%** and have **surpassed** our website visits goal by **3%**.



website visits:
3% over goal

page views:
4% to goal

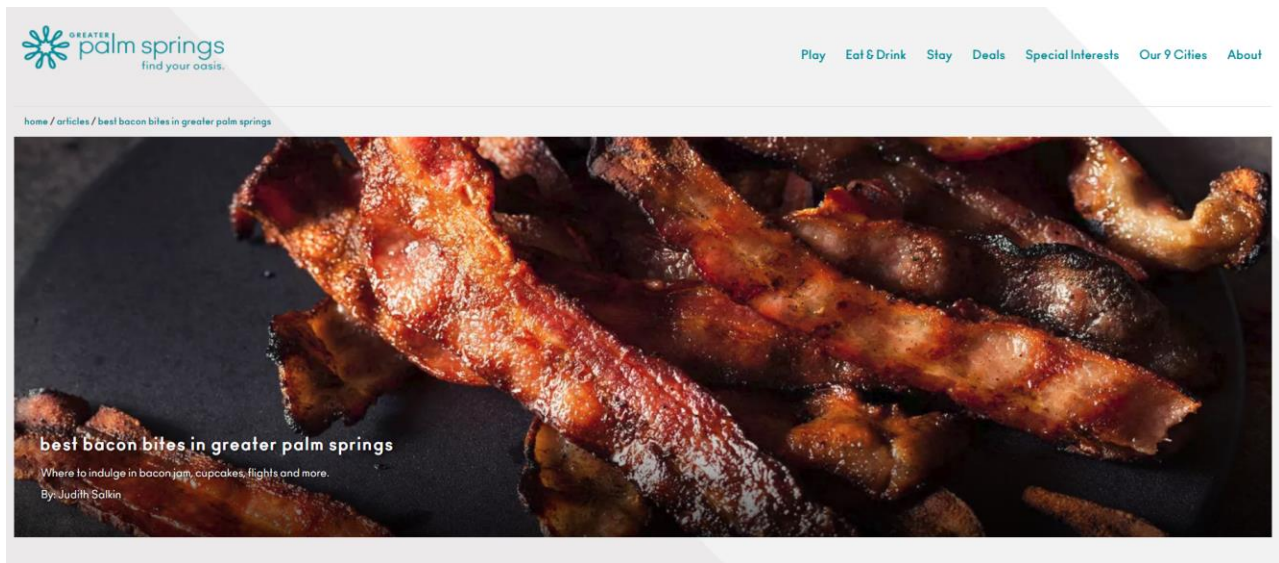
Website Articles

From September through November 2017, the CVB published 47 articles on the website. These articles covered a wide variety of brand pillars, including dining (dineGPS), events, LGBT, golf and shopping. Of the 47 articles, 17 were written by social media influencers, who also promote their articles on their social media accounts to increase the CVB's digital reach.

During this time period, website articles accounted for 284,264 page views.

Top Performing Articles

Article	Page Views	Time on Page
Unique Hotel Rooms in Greater Palm Springs	26,346	5:13
Best Bacon Bites in Greater Palm Springs	26,117	3:08
Signature Events in Greater Palm Springs	24,591	4:48



Film Oasis: With the addition of an image gallery and descriptive content, the Film Oasis section continues to evolve into a valuable asset for production companies looking to shoot on location in Greater Palm Springs. Add to this more information on the landing page resulting in online visitors having increased their **time on site by 112% over 2016.**

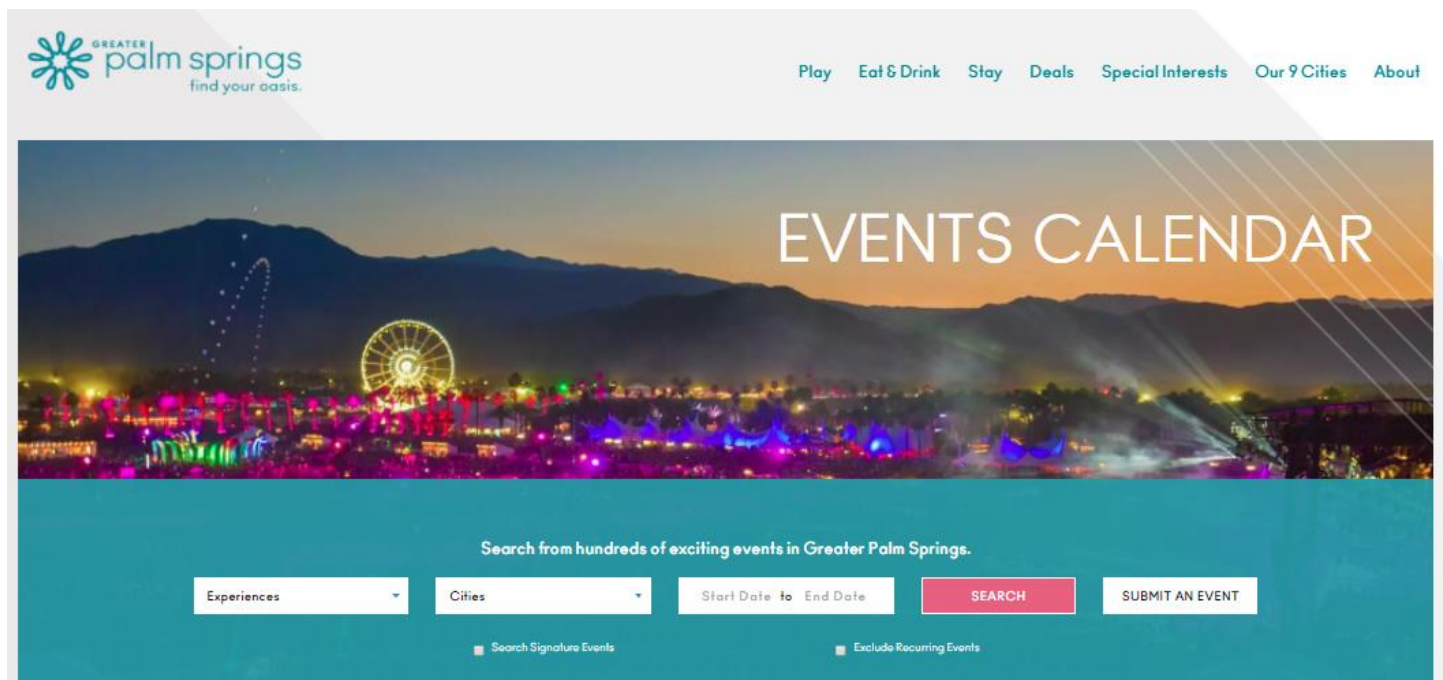
Chill Pass: It appears that visitors to the Chill Pass section are increasingly scoping out the Chill Pass specials with a **21% increase** of visitors looking at deals over 2016. Attraction offers have taken the lead in views with hotels following a close second.

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.mygpvcvb.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.

Calendar of Events: If you have a tourism or hospitality related event that you would like promoted on the CVB online calendar, please submit your event at www.visitgreaterpalmsprings.com/events/submit. Once your offer has been submitted, it will be reviewed by the CVB prior to publishing on the site.



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



If you need assistance or have forgotten your password to the extranet, please contact

Winona McCullum
Digital Database Manager
wmccullum@gpvcvb.com
(760) 969-1333

Marketing & Communications December 2017

Social Media Highlights

Social Media

	Page Likes	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal
facebook.	261,874	200,000	225,000	130.9%	116.4%
	Followers	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal
	35,322	25,000	27,500	141.3%	128.4%
 Instagram	Followers	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal
	14,197	15,000	18,000	94.6%	78.9%
You Tube	Video Views	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal
	5,292,600	2,000,000	2,250,000	264.6%	235.2%

In 2018, CVB social media will be raising the bar even higher, contracting with Sparkloft, a leading edge social media agency with experience in the travel industry. Our partnership will involve conceiving and implementing even more innovative, results-driven strategies and campaigns for CVB social media channels. The overall strategic approach will be inclusive for consumer messaging, crisis management, influencer and Partner strategies, as well as toolkits for sales and CVB Partners to reference.

Highlight

- The CVB has released the first of four videos of the CBS co-op Influencer video campaign with Mario Lopez on Facebook. This video, focused on food and family, reached over 18,000 impressions, nearly 6,000 video views and over 300 reactions. The remaining three pieces will be released within the next month.



Palm Springs Oasis: Mario Lopez Talks Food and Family
Nothing brings a family together like enjoying a meal around a dinner table. Take a look at Mario Lopez's foodie experience in his latest trip to Greater Palm Springs.

facebook.

The CVB's Facebook channel completed November with just over **260,000 fans** and we continue to work toward raising our engagement. Tactics include posting branded content and authentic visitor content, as well as hosting sweepstakes.

Ticket giveaways to the Desert Oasis Music Festival and a JetBlue getaway were two of the sweepstakes the CVB promoted on its Facebook channel over the past three months. The posts for each sweepstakes reached over 10,000 people and resulted in more than 150 newsletter sign-ups.

From September to November, the CVB posted **8 videos** with **over 50,000 video views**. The CVB's second season of Wander List is included in these videos. Our Wander List trailer video, a montage of season 1, had a reach of over 40,000 with nearly 20,000 video views. An article on **unique hotel rooms** in Greater Palm Springs was our top performing owned content. This entertaining piece had a reach over 11,000 and over 400 total likes, comments and shares.

Palm Springs Oasis
Published by Krystal Kusmieruk [?] · September 30 · 🌐

Air Streams to Presidential Suites, book the 'one-of-a-kind' for your next visit!

Unique Hotel Rooms in Greater Palm Springs
These rooms are one-of-a-kind.

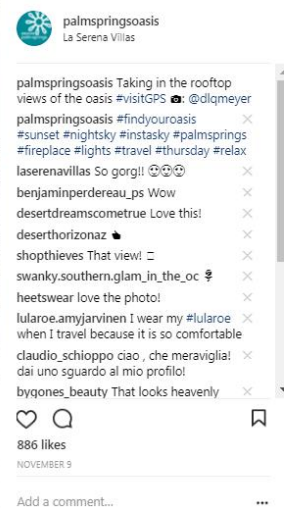
VISITGREATERPALMSPRINGS.COM [Learn More](#)

The CVB has transitioned from monthly to weekly roundups on Facebook as the events in our oasis increase. Chock full of diverse and enticing information, this social media content encourages those already in the destination and visitors from drive markets to experience current and upcoming activities and attractions in Greater Palm Springs.

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



The [CVB Instagram](#) account has grown to over 14,000 followers. Over the past three months, the CVB has implemented **user-generated content** from our Stackla platform. This is a social content marketing platform that curates user content from multiple social channels. With this, the CVB can increase the frequency of reaching out to visitors to share their personal experiences in our oasis and, thus, tell a more authentic story on our Instagram. Since then, impressions, comments and likes have increased monthly per individual post. One of the CVB's highest performing content was reposted from a CVB mixer at La Serena Villas with nearly **900 likes and 18 comments**. The CVB continues to vet and work with social media influencers. @TheLemonBowl, an Instagram blogger with 30,000 followers, visited our destination in October and shared her experiences on Facebook, Instagram and Instagram Story. We then reposted one of her photos while in the destination.



In October, the CVB began utilizing Instagram Story and by November, our **Instagram Story** impressions reached nearly 20,000! We feature events and new updates in Greater Palm Spring; plus we have the ability to link to website articles through the platform. We'll be continuing to develop Instagram Story content. An interesting side note: According to leading influencer marketing agency MediaKix, as of November 2017, Instagram Stories has amassed 300 million daily active users with major influencers posting more on Instagram Stories than Snapchat Stories.

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



The CVB [Twitter](#) account continues to grow in followers and engagement in Twitter users, ending November with over 35,000 followers.

The CVB continues to distribute Wander List and Chill Chaser video clips on Twitter. This channel is used to **engage with those traveling to Greater Palm Springs**, feature Partner events and happenings as well as share owned content. One example shown below is welcoming @mrscotteddy, to Greater Palm Springs. His account currently has over one million followers. Look for more enriching content with information on upcoming events, as well as engaging pieces promoting the CVB video series. **Join the conversation** with us and follow on Twitter [@thegpsoasis](#).



The CVB's YouTube channel following has increased to over **1,600 subscribers** as of November. In October, the CVB released the second season of the Wander List series featuring host Anndee Laskoe. As of the end of November, **Season 2 of Wander List** had garnered over 70,000 video views in the three videos released.

Three of the four videos of the CBS co-op Influencer video campaign with actor and *Extra* host Mario Lopez have been released to YouTube. In the last week of November, the videos had garnered over 35,000 video views with nearly 50,000 minutes watched.



Wander List ~ Season 2



McCormick's Classic Cars ~ Wander List

Chill Chaser videos featuring personality Amy Yerrington will resume with season 2 in January on YouTube. The CVB YouTube series assists in increasing subscribers by providing regularly uploaded, original and fresh content to the playlists.

HOW TO GET INVOLVED

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

Krystal Kusmieruk
Social Media Manager
social@palmspringsoasis.com

Communications Highlights

The CVB Communications team was very active and productive during the months of September, October, November! We hosted **35 individuals/group familiarization visits**, totaling **174 content creators** throughout all three months.

In September, the CVB Communications team made its way across state and around the world. The CVB hosted Media Dinners in Los Angeles and San Francisco with 67 media attending. Participating Partners included Palm Springs Bureau of Tourism, La Quinta Resort & Club, and Palm Springs Aerial Tram. The destination was represented at the Visit California Canada Media Mission meeting with 87 media in Toronto, Calgary, and Vancouver. The CVB traveled to London to attend Air New Zealand Greater Palm Springs Golf Day in the U.K. and added 10 media appointments while across the pond.

Focusing on the Arts and Culture pillar, the CVB hosted media for a familiarization tour including Modernism Week Fall Preview. In October. Publications represented included The Mercury News, Phoenix Home & Garden, and The Chicago Tribune. The CVB also attend the Society of American Travel Writers Conference in Portland meeting with 15 journalists.

In November, the CVB hosted a LGBTQ press trip in conjunction with Greater Palm Springs Pride. Four media attended with outlets including Travel + Leisure and Seattle Gay News. The group also participated in the Greater Palm Springs Pride Parade. The CVB worked with Visit California to host 30 Miss France contestants as they experienced the destination. Twenty-four media outlets accompanied the group for each activity. The experiences were filmed and will broadcast during the live competition on December 16, 2017.

Featured Content

DESERT
DISCOVERIES



Greater Palm Springs was featured in **AAA Journey** September/October 2017 magazine “**Desert Discoveries, Rugged landscapes inspire the design and vibrancy of California's Palm Springs.**” Highlighting all 9 cities this feature takes a detailed look into the many paths one can find themselves on while exploring our destination. The article featured many different Partners including **Desert Adventures, Eight4Nine, Miramonte Resort & Spa, Palm Springs Mod Squad, Palm Springs Art Museum, CareerBuilder Challenge, Palm Springs Aerial Tramway, Sunnylands Center & Gardens**, and more.

Sept. 1, 2017 | Circ: 663,000 | Earned Value: \$54,428

Metro.co.uk touched on the nine cities that make up Greater Palm Springs in November, 2017 “**Good food and plenty of spas: Why Greater Palm Springs is the perfect wellness destination to kick back and relax**”. Focusing on our Health & Wellness Pillar, Qin Xie touches on a number of different wellness experiences from hot springs to Oasis Swedish Massages. A number of Partners were highlighted including **The Saguaro Hotel Palm Springs, Omni Rancho Las Palmas, Two Bunch Palms, La Serena Villas, and Holiday House**.

Nov. 28, 2017 | Circ: 35,430,728 | Earned Value: \$956,629



Social Chatter about Greater Palm Springs

How do we work to attract people to our destination? We research, we brainstorm ideas and we interact on our social channels, regularly encouraging visiting print and online media, digital influencers and FAM groups to post social media content and tag our Partners and the CVB. In addition to the CVB's social media tags, we share CVB Partner social media handles and hashtags with media guests.

#VisitGPS #CADeserts #dineGPS #findyouroasis



@bontraveler | Palm Springs | 1,443 likes

The architecture is beautiful, picking out dream houses, & watching the San Jacinto Mountains light up.
#visitgps #arrivepalmsprings



claudiarex | 939 likes

Livet er bare bedre med kaffe!
#VisitGPS #dreambig



@gnambox | Joshua Tree National Park | 1,040 likes

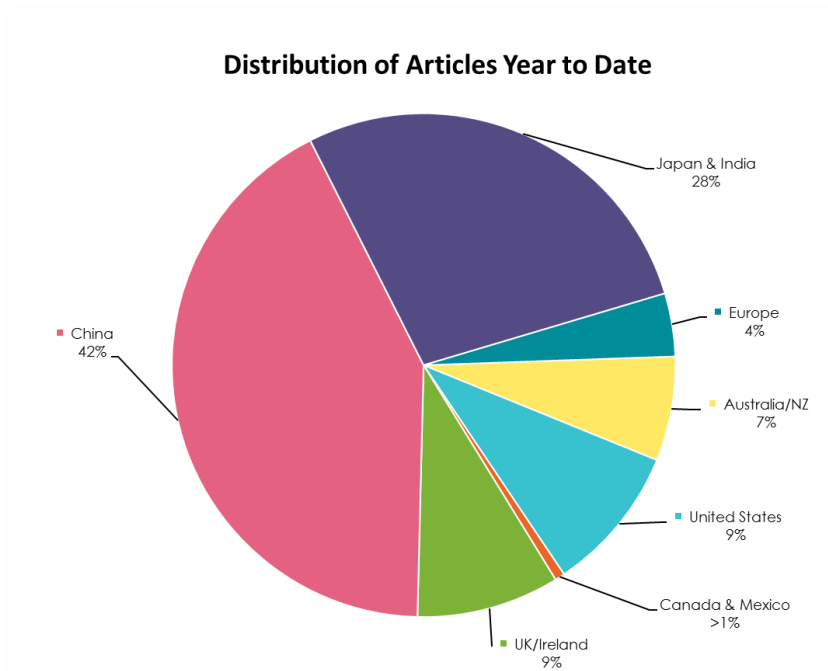
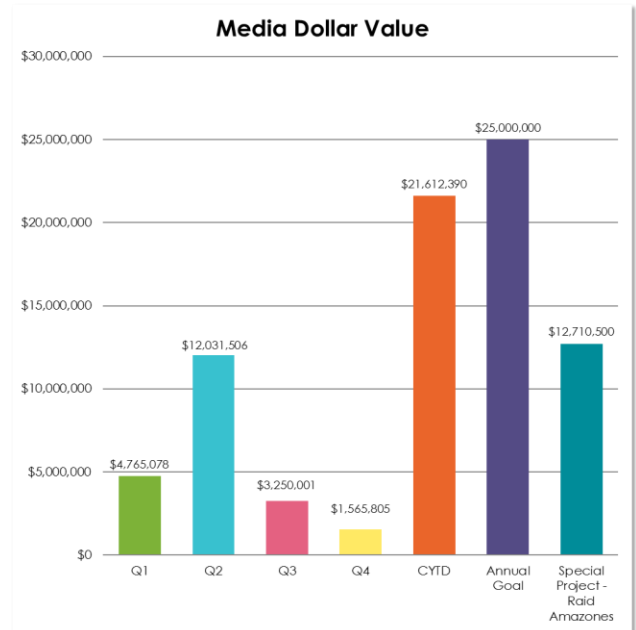
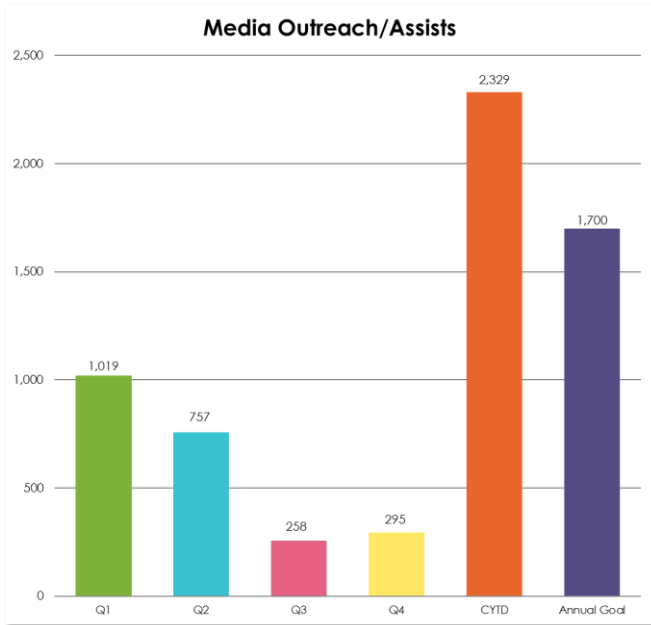
From above
#visitGPS #findyouroasis #visitcalifornia



@noughiculture | Sunnylands | 427 likes

Clean lines, hot plants
@palmspringsoasis #visitgps #gardendesign

2017 Media Value



On the Horizon

The CVB will be hosting our **Canadian familiarization** in December, with six journalists from various outlets attending. The focus is to promote Greater Palm Springs as a premier travel destination for Canadians. This experience presents a unique opportunity to touch on many of our brand pillars including Outdoor Adventure, Arts & Culture, and Health & Wellness.



In December the CVB will be joining **Visit California at the International Luxury Travel Market** in Cannes. This annual marketplace brings together the global luxury community. This exclusive, by-invitation only event welcomes the worlds most desirable destinations along with travel media.



In January, the **2018 TravMedia International Media Marketplace** event will take place in New York City which serves as one of the leading events connecting media to tourism brands. The format of this event creates a unique environment allowing journalist to connect with destinations in a way the meets their specific needs resulting in high quality exchanges.

The CVB Communications team will be assisting limited inbound media guests throughout the year. Stay tuned for details!

For any questions, please contact:
Communications Team
media@gpscvb.com

American Film Market

From November 1-8, we exhibited for the first time at the American Film Market's (AFM) Location Expo. AFM is the world's largest motion picture business event when over 7,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, conferences and networking. Participants come from more than 80 countries and include all those who provide services to the motion picture industry, such as acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers and members of the press.

At the show, we exhibited alongside Riverside County Film Commission and Film LA, meeting more than 210 highly qualified production leads. Before the show had even wrapped, we were fielding follow-up requests from productions that had interest in moving their productions to the Greater Palm Springs.



New Production Incentive Plan



At AFM, we launched our new Production Incentive Program. To announce the program, we worked with *Variety Magazine* on an exclusive for their Day 1 special issue for AFM. Our story was the only film location story in the publication that day and led to a heavy flow of traffic to our booth throughout the show.

The incentive program is available for unscripted television, commercials and still photography shoots, in addition to scripted television and feature films. The Bureau is committed to fostering the already film-friendly atmosphere in the Coachella Valley and has allocated a total of \$100,000 per year to this program.

In order to qualify for funds, a production must spend a minimum of \$25,000 in permits, lodging and meals in the incentive zones. The nine cities of the Coachella Valley are divided into two zones, with \$50,000 of incentive money available for each zone.

Miss France

On November 19-24, we hosted the 30 contestants of the Miss France competition for a week-long exploration of Greater Palm Springs. The segment will air in December as part of the live broadcast of the competition. The Miss France Pageant is one of the most watched programs in French television, and top French media were in town to report on the contestant's journey. During their stay, our destination was featured several times on France's top news programs on TF1.



Contact Michelle Rodriguez for more information
Film Oasis Representative
filmoasis@gpscvb.com

Destination Development Highlights

The Destination Development team was involved in multiple endeavors during the months of September, October and November. As the plan evolves into action steps, we met with each of the city marketing representatives to share the Marketing Plan and Destination Development Plan initiatives for 2018, offering a dynamic opportunity for regional collaboration on each of the initiatives.

Now that each initiative has tactics in place, we created a Destination Development Coordinator position to assist with the administrative responsibilities associated with the growing scope of work. Joanne Ohanesian moved from Destination Services to take on this new responsibility and utilize her talents, skills and wealth of destination experience to help move the Destination Development Plan forward.

Additionally, Destination Development Plan strategies have been integrated within each CVB department. Health & Wellness and Outdoor Adventure are described below in more detail to highlight the strategic planning involved to move each pillar forward. These two most developed, robust pillars will serve as templates for the other pillars that are under further development.

Health & Wellness

According to the Global Wellness Institute on Wellness Tourism, a domestic wellness tourist spends 164% more than an average domestic tourist; an international wellness tourist spends 61% more than an average international tourist. We know wellness tourists are interested in experiences that contribute to overall well being—mind, body and spirit. Greater Palm Springs offers a wide variety of experiences that are authentic to our destination and are appealing to the wellness visitor, so this is one of our top priorities. Here's what we've done to date:



1. Created the Health & Wellness Advisory Committee which, to date, has met in August, October and early December. The committee convenes every other month and provides key guidance and direction for the Health & Wellness initiative.
2. As solid research undergirds strategies for Health & Wellness initiatives, Vicki has been working with the Global Wellness Institute on research studies for tourism related to Health & Wellness. She has also reviewed case studies on other destinations that have overcome heat or weather lulls in travel by using Health & Wellness promotions.
3. A section of the website dedicated to Health & Wellness was developed: <https://visitgreaterpalmsprings.com/health-wellness/>
4. A portion of the CVB 2018 media buy is dedicated to targeting a variety of Health & Wellness interests including: Relaxation, Spa, Hot Springs, Beauty, Anti-Aging, Fitness, Weight Loss and even Personalized Medicine. We are conducting research to determine the proper messaging and will test awareness and engagement of the many different promotions to determine what resonates for our destination.
5. Video marketing targeting Health & Wellness. The Brand team is creating a series of videos with an influencer to call attention to the many Health & Wellness offerings in the destination. The Brand team will also feature Health & Wellness in select episodes of Wander List and Chill Chaser.

Destination Development Highlights

6. Public Relations is ramping up Health & Wellness promotional strategies as Joyce and her team pitch stories focused on this pillar. Earned media in Health & Wellness publications will provide an excellent opportunity to gain more exposure for the Oasis and reach the Health & Wellness audience.
7. Social Media provides a choice platform to create awareness of the breadth of wellness offerings, engage influencers, post content that is appealing, and inspire increased Health & Wellness tourism.
8. Content Creation has been a primary focus of the last few months to ensure the CVB has website articles that curate the many Health & Wellness activities into easy to understand themes.
9. The Conference Sales team is contemplating unique ideas to showcase Health & Wellness to already existing groups. They are also researching groups that could bring new business to the destination such as yoga events, meditation retreats, marathons, or other wellness conferences. Many Health & Wellness events take place indoors, opening up an opportunity to promote summer and fall travel as well as mid-week opportunities.
10. Partnership can bring on new Health & Wellness focused Partners to ensure that the listings on our site encompass the wide spectrum of Health & Wellness services and activities available in our destination.
11. Travel Industry Sales will be an area that we will focus on in the coming months. International markets create a unique opportunity to showcase our Health & Wellness destination via travel agents, tour operators and trade events.
12. Destination Services will integrate Health & Wellness into client events, such as booth experiences and gift items, augmenting messaging and providing a cohesive experience.

Outdoor Adventure



The CVB has been partnering with CVAG, Friends of Desert Mountains and Bureau of Land Management to identify Greater Palm Springs trails. Now that trails are identified, we are ferreting out trail details, like trailhead locations, distance, elevation, available facilities, dog or bike or horse friendly, parking, etc.

1. The CVB developed a section of the website dedicated to Outdoor Adventure: <https://visitgreaterpalmsprings.com/outdoor-adventures/>
2. A portion of the 2018 media buy is dedicated to Outdoor Adventure interests including Hiking, Biking, Golf, Tennis, Jeep Tours, Sightseeing Stargazing, and sports facilities.

Destination Development Highlights

3. Video marketing targeting outdoor adventure enthusiasts. The Brand team is creating a series of videos to call attention to Outdoor Adventure in the destination. The Brand team will also dedicate a couple of Wander List and Chill Chaser videos to Outdoor Adventure.
4. Public Relations will heighten the emphasis on pitching stories focused on hiking and other outdoor adventure, allowing new people to discover our destination.
5. Social Media is beginning to post content that will appeal to the Outdoor Adventure enthusiast.
6. Content Creation has been a primary focus of the last few months to ensure we have articles on the website that curate the many Outdoor Adventure activities into easy to understand themes.
7. The Conference Sales team will begin to look into Outdoor Adventure enhancements to already existing groups, such as morning hikes or jeep tours as well as bringing new events here e.g. trail running events and other opportunities to grow business.
8. Partnership has an opportunity to bring on new Outdoor Adventure focused Partners to ensure that the listings on our site are fully encompass Outdoor Adventure services and activities available in our destination.
9. Travel Industry Sales will have an opportunity to integrate Outdoor Adventure with our efforts in the international markets to share with our travel agents, tour operators and at trade show events.
10. Destination Services can integrate Outdoor Adventure into client events, booth experiences and gift items for a cohesive experience and messaging.

dineGPS Culinary & Nightlife

The CVB has created a new DineGPS Advisory Committee with representatives from each of our nine cities. This committee will provide guidance and direction on Greater Palm Springs Restaurant Week as well as other culinary and nightlife initiatives. Early-bird registration for Greater Palm Springs Restaurant Week will begin in December for those restaurants that participated in June 2017. Regular registration will begin in February 2018 for all restaurants. A full strategic plan will be presented at a future board meeting as we get closer to Restaurant Week.



GREATER
palm springs
RESTAURANT
WEEK

Arts & Culture



The CVB is strategizing with the California Desert Arts Council to support the many art initiatives in our communities. One big trend we are noticing is the collaboration of the hotel experience and the arts. For example, spas integrating a live acoustic musician, making use of a private lawn or lovely view to integrate art classes, or celebrating local artists in dining areas and public spaces of the hotel. The CVB is supporting the CDAC pop up Art Salons in each of our nine cities. The CVB is also providing marketing support for the Palm Springs International Film Festival, Modernism Week and Fashion Week El Paseo. The CVB continues to promote Arts & Culture via CVB website content, press releases, PR efforts and social media.

Air Service Development

Air service development is a top priority of the Destination Development Plan and we have distributed a new RFP for representation in 2018. The CVB is dedicated to working with the airport and airlines to extend months of service, grow seat capacity and extend frequency of service. Many airlines are shifting their equipment from smaller planes to newer planes with more seat capacity in 2018 so more opportunities may be available for late 2018 into early 2019.



HOW TO GET INVOLVED

Please contact Vicki, vhiggins@gpscvb.com or Joanne, johanesian@gpscvb.com for the following:

Health, Wellness & Spa: 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.mygpscvb.com. If you need more information or have ideas to share, please e-mail Vicki.

Outdoor Adventure: We are seeking content, articles, photos and videos to share with visitors as we promote Outdoor Adventure. Please share your content with Vicki vhiggins@gpscvb.com.

dineGPS Culinary & Nightlife Chill Deals: We are continuing to support the restaurant community via DineGPS social channels and Chill Pass. If you have a restaurant that would like to either continue the Restaurant Week offer or 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

Arts & Culture: We enjoy bringing Partners together. If you would like to host a pop up Art Salon at your place of business, please get in touch so we can let you know how to take next steps to make it happen. Please contact Joanne at johanesian@gpscvb.com.

Sustainability: If you are involved in any type of sustainable practices, we want to know! This can include energy conservation, water conservation, food waste recycling, and more. Please log in to the Partner extranet at www.mygpscvb.com.

Digital Library: We are continuing to add new images and requesting approval of existing images for our Greater Palm Springs destination photo/video gallery. The 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/greaterpalmssprings. 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@gpscvb.com

(760) 969-1347

PSP Schedule Analysis- December 2017

December 2017

December 2016

Number of Flights

1,266

Number of Seats

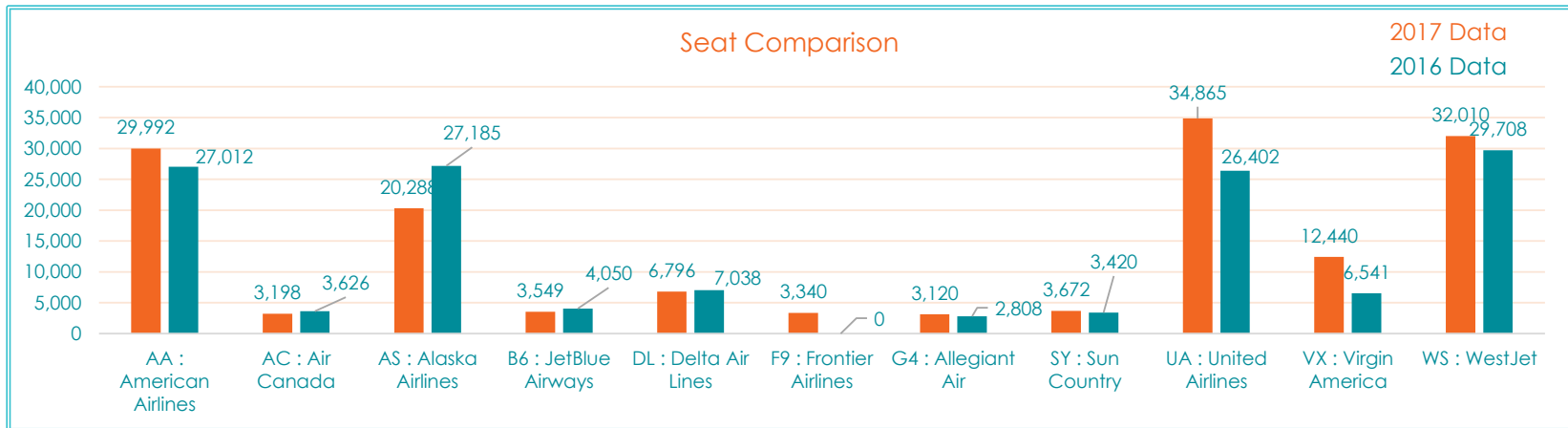
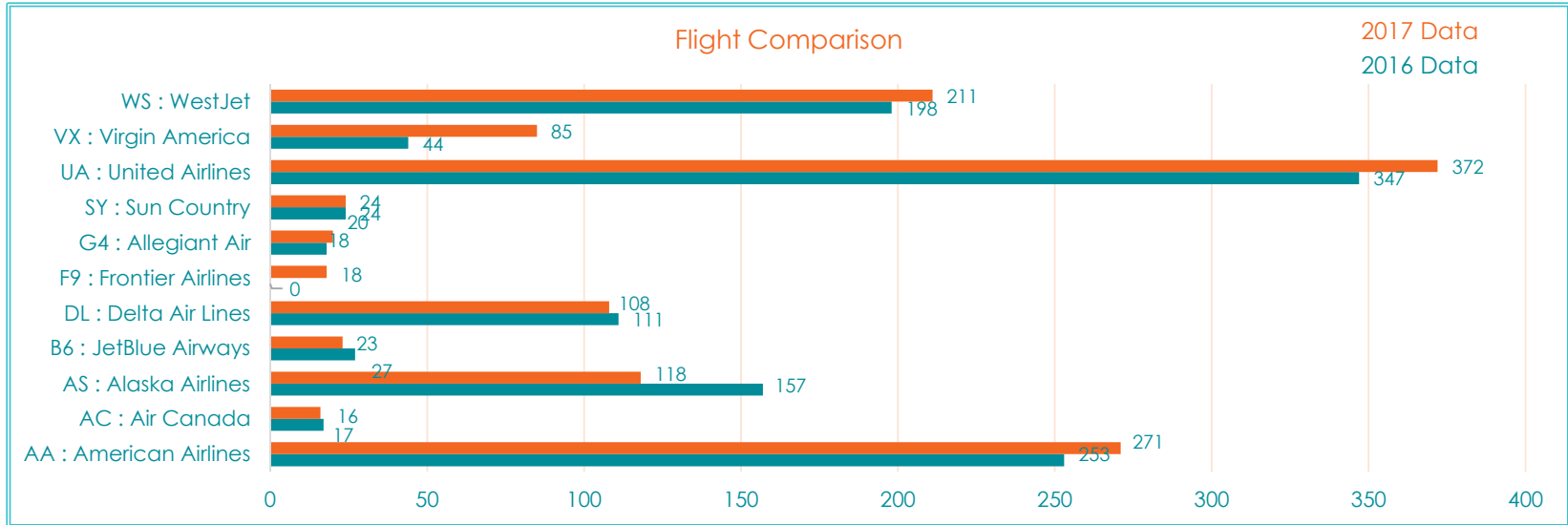
153,270

Number of Flights

1,196

Number of Seats

137,790



*Data represents inbound and outbound flights for PSP

PSP Departures & Average Seats per Departure

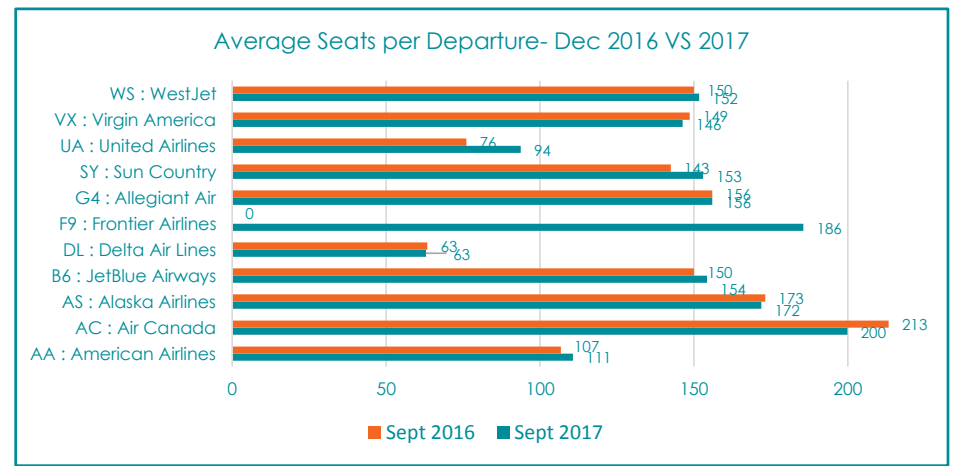
Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Dec-17	Jan-18	Feb-18	Mar-18	Dec-17	Jan-18	Feb-18	Mar-18
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	76	93	84	93	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	44	39	32	40	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	151	151	138	155	71	79	86	90
AC : Air Canada	YVR : Vancouver, BC, CA	7	5	9	13	282	282	282	282
AC : Air Canada	YYZ : Toronto, ON, CA	9	18	16	18	136	136	136	136
AS : Alaska Airlines	PDX : Portland, OR, US	39	35	36	55	172	175	176	170
AS : Alaska Airlines	SEA : Seattle, WA, US	79	64	106	136	172	174	169	168
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	23	31	28	31	154	151	150	150
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	11	31	28	31	132	158	160	157
DL : Delta Air Lines	SEA : Seattle, WA, US	19	32	28	31	76	76	115	160
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	78	63	69	121	50	50	50	50
F9 : Frontier Airlines	DEN : Denver, CO, US	18	18	16	18	186	180	180	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	20	14	16	24	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	24	27	34	37	153	154	151	148
UA : United Airlines	DEN : Denver, CO, US	93	93	107	153	117	124	108	88
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	62	61	56	62	73	74	73	71
UA : United Airlines	LAX : Los Angeles, CA, US	31	32	28	31	50	51	50	50
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	31	31	28	31	84	76	102	89
UA : United Airlines	SFO : San Francisco, CA, US	155	152	139	155	99	92	94	85
VX : Virgin America	JFK : New York-JFK, NY, US	5	4	4	5	146	146	146	147
VX : Virgin America	SFO : San Francisco, CA, US	80	97	88	95	146	145	145	147
WS : WestJet	YEG : Edmonton, AB, CA	29	32	28	31	159	152	161	159
WS : WestJet	YVR : Vancouver, BC, CA	68	63	59	67	162	165	164	164
WS : WestJet	YWG : Winnipeg, MB, CA	14	13	12	14	139	138	144	136
WS : WestJet	YYC : Calgary, AB, CA	88	81	80	89	148	144	148	156
WS : WestJet	YYZ : Toronto, ON, CA	12	10	12	14	120	121	120	125
Totals		1,266	1,290	1,281	1,550	3,503	3,520	3,587	3,587

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way by Market Airline						
Market Airline	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
AA : American Airlines	8.7	9.1	9.1	9.3	8.1	8.0
AC : Air Canada	0.5	0.7	0.9	1.0	0.8	0.0
AS : Alaska Airlines	3.8	3.2	5.1	6.2	7.1	7.6
B6 : JetBlue Airways	0.7	1.0	1.0	1.0	1.0	0.0
DL : Delta Air Lines	3.5	4.1	4.5	5.9	6.0	3.2
F9 : Frontier Airlines	0.6	0.6	0.6	0.6	0.5	0.3
G4 : Allegiant Air	0.6	0.5	0.6	0.8	0.5	0.4
SY : Sun Country	0.8	0.9	1.2	1.2	0.9	0.5
UA : United Airlines	12.0	11.9	12.8	13.9	12.3	9.2
VX : Virgin America	2.7	3.3	3.3	3.2	2.5	0.0
WS : WestJet	6.8	6.4	6.8	6.9	6.1	1.2

Average Daily Seats Each Way by Market Airline						
Market Airline	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
AA : American Airlines	967	1,069	1,088	1,138	756	726
AC : Air Canada	103	124	168	197	143	0
AS : Alaska Airlines	654	557	867	1,041	1,179	1,226
B6 : JetBlue Airways	114	151	150	150	150	5
DL : Delta Air Lines	219	338	398	512	441	178
F9 : Frontier Airlines	108	105	103	105	84	52
G4 : Allegiant Air	101	70	89	121	78	65
SY : Sun Country	118	134	184	177	143	60
UA : United Airlines	1,125	1,097	1,178	1,142	991	740
VX : Virgin America	401	472	476	476	370	0
WS : WestJet	1,033	967	1,043	1,079	982	201

Average Seats per Departure by Market Airline						
Market Airline	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18
AA : American Airlines	110.7	117.0	119.9	122.5	93.3	90.8
AC : Air Canada	199.9	167.7	188.6	197.2	178.6	0.0
AS : Alaska Airlines	171.9	174.4	170.9	168.9	166.8	161.0
B6 : JetBlue Airways	154.3	150.9	150.0	150.0	150.0	150.0
DL : Delta Air Lines	62.9	83.2	89.2	86.8	73.6	55.3
F9 : Frontier Airlines	185.6	180.0	180.0	180.0	180.0	180.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	153.0	154.0	151.4	148.4	159.3	133.7
UA : United Airlines	93.7	92.2	92.1	82.0	80.8	80.4
VX : Virgin America	146.4	145.0	144.8	147.4	147.9	0.0
WS : WestJet	151.7	150.6	152.9	155.5	161.0	163.9



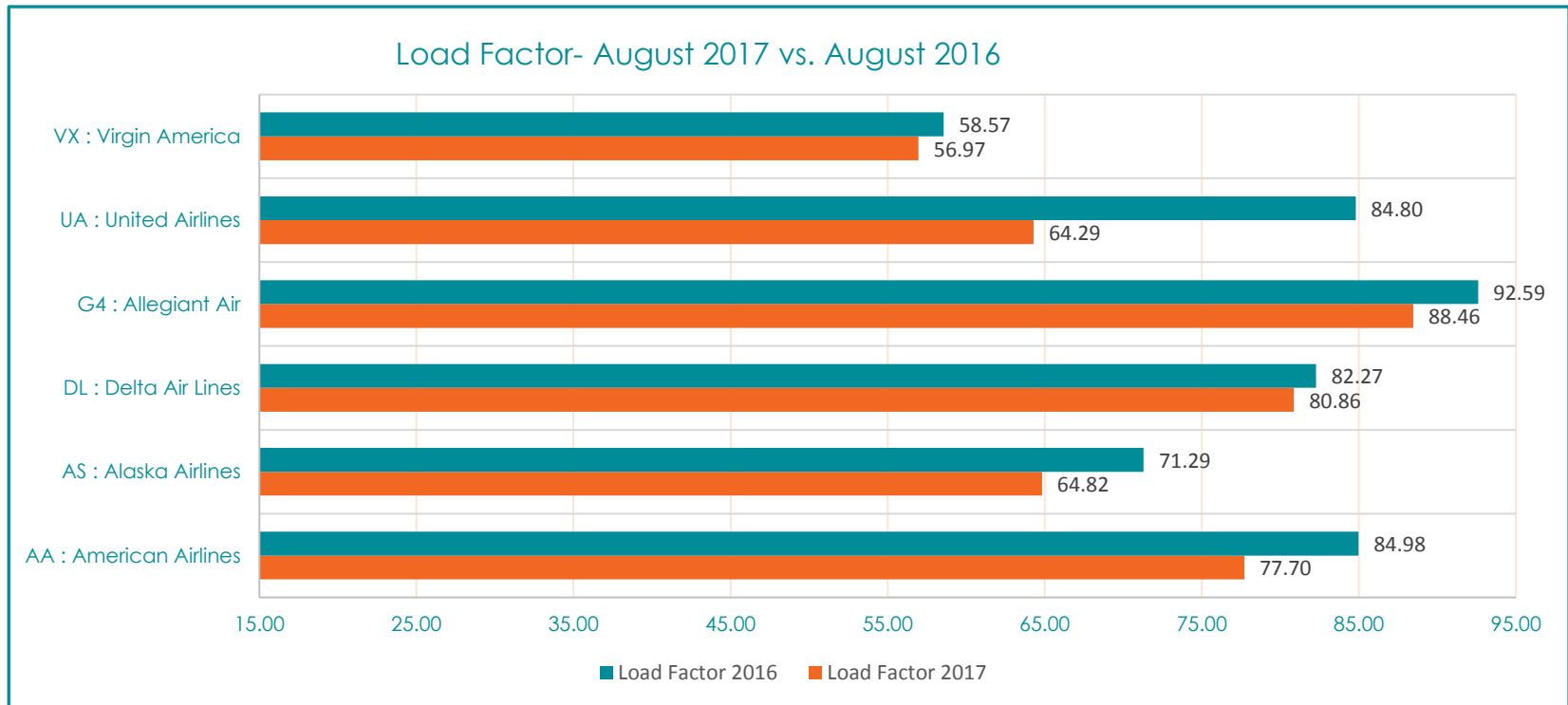
December 2017 Departures by Aircraft Type

Average Daily Opportunities

Market Airline	Aircraft Type	# of Flights	# of Seats	Average Daily Flight Opportunities	Average Daily Seat Opportunities
AA : American Airlines	B737-800 Winglets Pax/BBJ2	120	19,200	3.9	619
AA : American Airlines	CRJ-700	114	7,980	3.7	257
AA : American Airlines	CRJ-900	37	2,812	1.2	91
AC : Air Canada	A319	9	1,224	0.3	39
AC : Air Canada	B767-300 Passenger	7	1,974	0.2	64
AS : Alaska Airlines	B737-700 Passenger	1	124	0.0	4
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	35	5,565	1.1	180
AS : Alaska Airlines	B737-900 Passenger	21	3,738	0.7	121
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	61	10,861	2.0	350
B6 : JetBlue Airways	A320	12	1,800	0.4	58
B6 : JetBlue Airways	A321	11	1,749	0.4	56
DL : Delta Air Lines	A319	11	1,452	0.4	47
DL : Delta Air Lines	CRJ	78	3,900	2.5	126
DL : Delta Air Lines	E-175	19	1,444	0.6	47
F9 : Frontier Airlines	A320	16	2,880	0.5	93
F9 : Frontier Airlines	A321	2	460	0.1	15
G4 : Allegiant Air	A319	20	3,120	0.6	101
SY : Sun Country	B737-700 Passenger	6	756	0.2	24
SY : Sun Country	B737-800 Passenger	18	2,916	0.6	94
UA : United Airlines	A319	52	6,656	1.7	215
UA : United Airlines	A320	21	3,150	0.7	102
UA : United Airlines	B737-800 Passenger	16	2,584	0.5	83
UA : United Airlines	B737-900 Passenger	29	5,191	0.9	167
UA : United Airlines	CRJ-200	62	3,100	2.0	100
UA : United Airlines	CRJ-700	68	4,760	2.2	154
UA : United Airlines	E-175 Enhanced Winglets	124	9,424	4.0	304
VX : Virgin America	A319	4	476	0.1	15
VX : Virgin America	A320	81	11,964	2.6	386
WS : WestJet	B737-600	18	2,034	0.6	66
WS : WestJet	B737-700 Winglets Pax/BBJ1	72	9,648	2.3	311
WS : WestJet	B737-800 Winglets Pax/BBJ2	121	20,328	3.9	656

August 2017 - Load Factor Report

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2017	Load Factor 2016	Departures	Average Departures Per Day
AA : American Airlines	15,551	11,983	77.70	84.98	179	5.8
AS : Alaska Airlines	10,763	6,231	64.82	71.29	62.5	2.0
DL : Delta Air Lines	3,125	2,527	80.86	82.27	62.5	2.0
G4 : Allegiant Air	1,248	1,104	88.46	92.59	8	0.3
UA : United Airlines	17,040	10,433	64.29	84.80	195.5	6.3
VX : Virgin America	3,391	1,932	56.97	58.57	23.5	0.8



PSP Monthly Comparison

Jan-16		Feb-16		Mar-16		Apr-16		May-16		Jun-16	
Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats
1,287	143,014	1,337	152,744	1,552	175,745	1,271	148,760	932	88,912	629	51,337

Jan-17		Feb-17		Mar-17		Apr-17		May-17		Jun-17	
Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats
1,294	147,967	1,269	151,279	1,493	183,006	1,237	151,032	808	91,006	564	55,570

YOY % Change	1%	3%	-5%	-1%	-4%	4%	-3%	2%	-13%	2%	-10%	8%
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Jan-18		Feb-18		Mar-18		Apr-18		May-18		Jun-18	
Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats	Flights	Seats
1,290	157,612	1,281	160,828	1,550	190,269	1,371	159,498	944	100,856	691	64,727

YOY % Change	0%	7%	1%	6%	4%	4%	11%	6%	17%	11%	23%	16%
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16 - 18 % Change	0%	10%	-4%	5%	0%	8%	8%	7%	1%	13%	10%	26%
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