

The January Board Report is a summary of performance activity through December 2017. It also looks ahead to future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

OUR MISSION

To promote and market Greater Palm Springs as a premier visitor and convention/meeting destination for the purpose of positively affecting the area's economy.

President's Summary

The December STR report brings very positive news. The 2017 occupancy surpassed 2016, a year that included Desert Trip. All indicators (ADR/RevPAR/Supply and Demand) increased. Historically, Greater Palm Springs takes longer to absorb supply, but demand (3%) outpaced supply (2.2%).

In the Spring of 2017, we learned that Desert Trip would not be returning in October. This event had set record numbers and it was clear that we needed to secure additional sales and marketing programs to help off-set the impact.

In response, the CVB developed additional programs to drive greater awareness and address the potential occupancy shortfall. The CVB introduced new digital advertising campaigns designed to communicate hotel and Partner deals during the Fall season months. The campaigns included opportunities for Partners to gain extra exposure at no additional cost, incorporating strong calls to action along with direct booking options for travelers. These campaigns included advertising in SpaFinder, Expedia, Travelzoo, TripAdvisor, Thrillist, LAist, SFist and Chicagoist.

A destination landing page on Expedia promoted Partner deals through November with 14.9 million ad impressions served across four months on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz). This campaign generated a lift in room nights of 7% for July, 8% for August, 7% for September, 11% for October, 12% for November and 16% for December. October (the month of Desert Trip) was pacing at -16% at the start of our campaign, so we were able to not only stabilize the October bookings, but also increase the number. Through this program, Expedia booked over 22,000 room nights. Advertising on TripAdvisor.com generated 513,427 impressions, driving users to the destination's website.

The Travelzoo enhanced campaign reported 5,041 total booked room nights and \$813,483 in tracked hotel revenue. This number does not include bookings that were generated directly on Partner websites. Only a small portion are booked through the Travelzoo website. Advertising with Travelzoo generated 31,143,246 impressions.

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 were also directed to the CVB's ChillPass.com. As a result of this campaign, SpaFinder reported a 72% lift in redemption value, along with a \$131.45 lift per redeemed SpaFinder card booking.

The group sales department developed a program with the intermediaries to help drive awareness and new leads. The program generated 92 leads and 17 bookings worth 3,069 room nights.

We also reviewed all tentative groups and developed strategies aimed at closing the maximum amount of possible business in 2017. The team ended the year with a total of 210,909 room nights booked, with 29,476 room nights for 2017, 61,715 for 2018 and 36,870 for 2019, as well as more than 81k room nights for 2020 and beyond. Last year for 2019 and beyond, we only booked 48k room nights. The strategies not only assisted the destination in the year for the year bookings, but it also helped strengthen our foundation of group business for future years.

We launched our final phase of the CBS series, EAT SEE PLAY with Mario Lopez. This program generated over 13 million views and 22 million impressions.

Our new website will launch this month with a seamless integration into our CRM system. Having one software company for our CRM and website will provide the team with much greater efficiencies and flexibility. We look forward to sharing our new site soon!

In March, the CVB will have a 2-minute advertorial on ABC's Oscar pre-show, "On the Red Carpet." During the Palm Springs International Film Festival, ABC film crews captured celebrity thoughts and comments about our destination, which will be featured in the segment.

The CVB released its newest Salton Sea study, "The Potential Economic Benefits of a Revitalized Salton Sea," at a joint press conference with Supervisor Manuel Perez held at the Energy & Water Summit. The study has generated very positive comments, and requests to speak and share the study indicate a strong interest in the results of the study as a vital marketing tool for the Sea's further mitigation. The CVB is also working on additional programs to drive awareness to the topic of the Salton Sea.

We look forward to working with all of you on a very successful 2018!

Sincerely,



Table of Contents

	Page #
Smith Travel Research (November and December 2017)	3-4
Convention Sales	5-10
TAP Report	11-14
Destination & Partnership Services	15-16
Travel Industry Sales	17-24
Marketing and Communications	25-47
Consumer Advertising	25-30
Website	31-32
Social Media Channels	33-35
Communications Highlights	36-39
Film Oasis	40-42
Destination Development	43-47
Aviation Report	48-52

Greater Palm Springs

Local Industry STR Data for Nov 2017

Nov 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Nov 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Nov 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	62.9	0.2	4.2	4.4	7.9	3.6	62.3	0.3	0.7	1.0	3.1	2.4	135	14900
Palm Springs	59.9	-1.0	6.4	5.4	9.3	2.7	62.6	1.6	2.9	4.5	5.6	2.7	64	5228
Cathedral City/ Desert Hot Springs	62.1	11.5	0.5	12.0	51.0	50.2	55.2	2.5	-1.1	1.4	33.3	34.8	6	764
Rancho Mirage	68.7	1.0	5.3	6.4	6.4	1.0	67.5	2.0	1.1	3.2	3.2	2.0	7	1842
Palm Desert	68.6	-1.8	0.6	-1.2	3.7	3.0	66.8	-2.4	-0.5	-2.8	-0.2	0.3	14	2298
Indian Wells/ La Quinta	62.4	-1.1	5.8	4.6	4.6	-1.1	58.4	-3.0	0.8	-2.3	-2.3	-3.0	9	2568
Indio	60.3	6.8	2.7	9.7	9.7	6.8	58.6	3.4	-0.6	2.8	2.8	3.4	17	1307
Hotel Class														
Upper Resort	63.0	0.8	5.3	6.1	6.1	0.8	61.1	-1.4	1.2	-0.2	-0.2	-1.4	12	4850
Resort	64.1	2.4	4.6	7.1	7.2	2.5	63.8	2.2	2.1	4.4	4.7	2.5	14	2846
Branded Select Service	64.0	-0.9	4.0	3.0	7.9	3.8	62.9	-0.4	0.5	0.1	4.4	3.9	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 Dec 2017

Dec 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Dec 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Dec 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	57.9	7.4	7.6	15.6	19.5	11.0	61.9	0.8	1.1	2.0	4.2	3.0	135	14900
Hotel Class														
Palm Springs	55.1	1.1	9.7	10.9	14.9	4.8	61.9	1.5	3.4	4.9	6.2	2.8	64	5228
Cathedral City/ Desert Hot Springs	57.5	16.3	2.2	18.9	60.2	56.7	55.4	3.6	-1.0	2.5	35.1	36.5	6	764
Rancho Mirage	61.1	4.2	9.8	14.5	14.5	4.2	66.9	2.2	1.7	4.0	4.0	2.2	7	1842
Palm Desert	66.1	16.9	5.5	23.3	29.4	22.6	66.7	-1.0	-0.3	-1.3	1.6	1.9	14	2298
Indian Wells/ La Quinta	58.0	19.4	3.9	24.1	24.1	19.4	58.3	-1.5	0.8	-0.7	-0.7	-1.5	9	2568
Indio	52.6	2.1	2.9	5.0	5.0	2.1	58.1	3.3	-0.3	3.0	3.0	3.3	17	1307
Hotel Class														
Upper Resort	58.8	21.5	4.2	26.6	26.6	21.5	60.9	0.2	1.3	1.5	1.5	0.2	12	4850
Resort	58.3	4.4	6.4	11.1	11.2	4.5	63.4	2.4	2.4	4.9	5.1	2.7	14	2846
Branded Select Service	58.4	-0.6	3.2	2.6	7.4	4.1	62.5	-0.4	0.7	0.3	4.6	3.9	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

Convention Sales & Services

January 2018

Convention Sales

The convention sales team ended 2017 with a splash! Staff-booked room night production ended at 9% over the 2017 established goal. These results are attributed in no small part to our hotel and convention center partners' efforts to "land the business".

The sales team introduced an intermediary promotion back in May 2017 to help generate short term business for our destination hotels, primarily in summer/fall of 2017 as well as "season" 2018. The program ended on December 8, 2017 with some impressive results! Promotion participants included meeting professionals at the larger third organizations domestically, HelmsBriscoe, ConferenceDirect, HPN Global Partners and Experient, A Maritz Global Events Company. The CVB generated 24% more leads, falling within the aforementioned time periods than in 2016. Additionally, of the 92 leads received, 17 bookings worth 3069 room nights confirmed the destination and 12 of the confirmed bookings were mid-week worth 1926 room nights.

Another exciting development that occurred in January was the hiring of Mark Crabb, FCDME, as Vice-President of Convention Sales and Destination Services.

Mark joins our team with 25 years of tourism industry experience. Mark Crabb comes to the Coachella Valley from Sonoma County Tourism where he served as the Chief Sales Officer. He led and managed a sales team of nine who provided sales and hospitality services for both the domestic meetings and international travel markets. In 2016, Mark successfully led the "trio" of partners (Sonoma County Tourism, Sonoma County Vintners Association and Sonoma County Wine Grape Growers) as the wine destination partnership for the Super Bowl 50 host committee. Mark currently serves on Destinations International (DMAI) Accreditation Board and is a Certified Tourism Ambassador.

Mark previously served as Deputy Director of the Lee County Visitor and Convention Bureau (VCB) in Fort Myers, FL. Additionally, Mark served as Executive Director of the Muncie/Delaware County Convention and Visitors Bureau and the Rising Sun/Ohio County Convention and Tourism Bureau. He started his career with the Anderson/Madison County Visitors and Convention Bureau as Dir of Sales.

Mark holds a Bachelor of Arts degree in Marketing and Advertising from Purdue University. He holds a Fellow, Certified Destination Management Executive (FCDME) designation through Destination International, Purdue University, and the University of Calgary. The CDME program is recognized by the tourism industry as its highest educational achievement, with coursework covering vision, leadership, and business strategy implementation in preparation for increasing change and competition. He also holds a Certified Meeting Planner (CMP) certification from Convention Industry Council.

Highlights from December, January and February

December 2017

December 1, 2017. Society of Incentive Travel Executives Southern California, Holiday Event - This event attracted 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 4-6, 2017. Connect Southwest - Meeting executives who place business in the Southwest were the spotlight for this annual conference sponsored by Collinson Publishing. CVB representatives met with customers who provide meeting and conference opportunities for Greater Palm Springs.

Convention Sales & Services

January 2018

December 13-15, 2017. CalSAE Seasonal Spectacular-California Society of Association Executives

Destination Partners and CVB staff attended the annual CalSAE event in Sacramento. The association's premier one-day program drew over 1,000 association and meeting executives from throughout the greater Sacramento area. Seasonal Spectacular included 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 - CVB staff represented our destination at the show in Chicago. Holiday Showcase® is considered the industry's best and most highly attended one-day trade show for Chicago's multi-billion-dollar meetings and events market.

January 2018

January 1-4, 2018. Palm Springs International Film Festival Gala Destination Experience - CVB sales staff hosted 13 meeting professionals and their guests for the annual Palm Springs International Film Festival CVB familiarization trip earlier this month. Our guests enjoyed various activities which also included hotel site inspections and attendance at the 2018 Palm Springs International Film Festival Gala.

January 7-10, 2018. PCMA Convening Leaders Annual Meeting - CVB representatives travelled 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 to throughout Southern California for sales calls, presentations and events. Staff will focus on appointments with Religious, Entertainment and LGBT clients that reside in Southern California.

January 24-25, 2018. Smart Meetings San Francisco - CVB staff will travel to San Francisco for the Smart Meeting conference. Approximately 50 clients will participate in this successful one-on-one program.

February 2018

February 6-8, 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.

February 7-9, 2018. AMC Institute 2018 Annual Meeting - AMCI's Annual Meeting in Vancouver brings the best and brightest minds together for three days of networking, education and experiences.

February 22, 2018. Smart Meetings Orange County - CVB staff will travel to Newport Beach to participate in the one-day Smart Meeting conference. Approximately 50 clients will participate in the highly successful one-on-one program.

February 26-28 2018. San Francisco Sales Calls/MPI ACE Annual Meeting - CVB staff will travel for meetings, presentations and events in San Francisco. Staff will also attend the MPI educational sessions.

February 27-March 2, 2018. CDX Springs - CDX18, is Conference Direct's exclusive Customer Event that brings together CD's most valued Customers, Top Associates and Preferred Partners.

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

**Convention Sales
Production
December 2017**

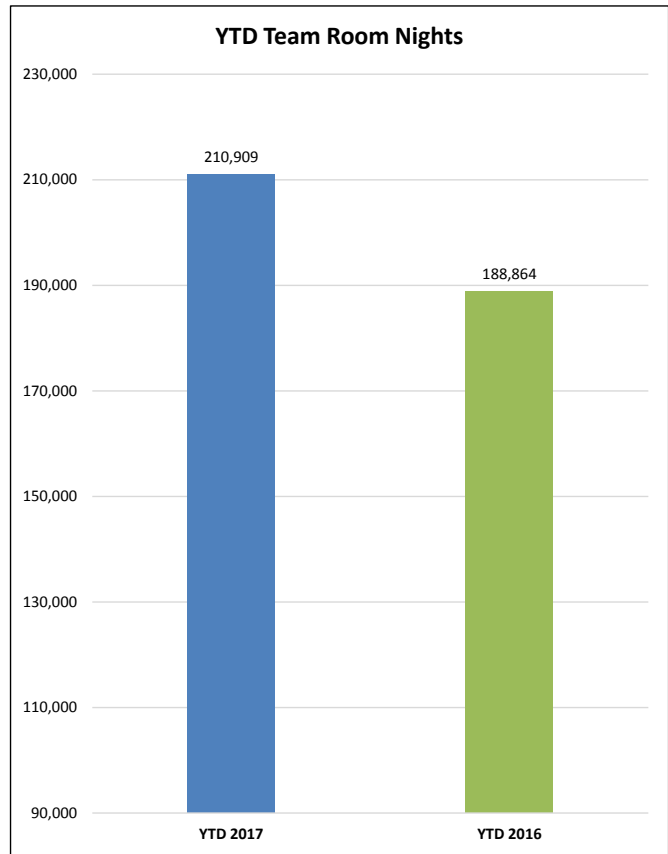
Convention Sales Production

TEAM	Dec-17	Dec-16	Variance	YTD 2017	YTD 2016	Variance	YTD Goal	Goal %	
Leads	57	65	-12%	992	946	5%	998	-1%	
Definite Room Nights	55,845	27,601	102%	210,909	188,864	12%	194,054	9%	
Bookings	53	37	43%	333	301	11%	305	9%	
EIC	Business Sales	\$ 38,053,598	\$ 21,966,704	73%	\$ 138,890,959	\$ 162,033,736	-14.3%		
	Jobs Supported	12,388	5,342	132%	44,771	42,537	5%		
	Local Taxes	\$ 1,937,214	\$ 1,205,223	61%	\$ 7,124,319	\$ 8,901,125	-20%		
	Personal Income	\$ 13,422,340	\$ 7,746,112	73%	\$ 48,835,028	\$ 56,973,152	-14%		
	Bed Taxes	\$ 1,446,115	\$ 563,740	157%	\$ 4,982,775	\$ 4,235,634	18%		

LEGACY	Dec-17	YTD 2017	
Definite Room Nights	0	41,559	
Bookings	0	14	
EIC	Business Sales	\$ -	\$ 31,840,586
	Jobs Supported	-	10,633
	Local Taxes	\$ -	\$ 1,476,239
	Personal Income	\$ -	\$ 10,948,380
	Bed Taxes	\$ -	\$ 1,033,188

TOTAL	Dec-17	YTD 2017	
Definite Room Nights	55,845	252,468	
Bookings	53	347	
EIC	Business Sales	\$ 38,053,598	\$ 170,731,546
	Jobs Supported	12,388	55,404
	Local Taxes	\$ 1,937,214	\$ 8,600,558
	Personal Income	\$ 13,422,340	\$ 59,783,408
	Bed Taxes	\$ 1,446,115	\$ 6,015,963

Meetings Actualized (Includes Legacy)			
	Dec-17	YTD 2017	
Definite Room Nights	1,452	201,125	
Bookings	13	311	
EIC	Business Sales	\$ 9,224,121	\$ 176,934,350
	Jobs Supported	2,267	52,028
	Local Taxes	\$ 416,523	\$ 9,801,827
	Personal Income	\$ 3,135,701	\$ 61,806,486
	Bed Taxes	\$ 256,247	\$ 5,072,730



- Cancellations for 2017
- *30568 worth 2,067 RN's
 - *30897 worth 165 RN's
 - *30958 worth 95 RN's
 - *30358 worth 50 RN's
 - *30321 worth 3900 RN's
 - *31180 worth 51 RN's

- 2017 economic impact number's are lower for 2017 due to:
- *Less room attendees
 - *A 62% change in event type groupings
 - *DMAI releasing 2 new modules for Event type groupings

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
 December 2017

By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	4	8%	387	1%	43	0%	102	29,476
2018	18	34%	5,107	9%	2,714	10%	132	61,715
2019	13	25%	13,252	24%	6,740	25%	45	36,870
2020	9	17%	16,333	29%	8,821	32%	32	41,487
2021	4	8%	5,885	11%	2,950	11%	11	19,209
2022	5	9%	14,881	27%	5,950	22%	10	20,972
2023	0	0%	0	0%	0	0%	1	1,180
Total	53	100%	55,845	100%	27,218	100%	333	210,909

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	16	30%	1,882	3%	922	3%	153	19,287
100 - 200	12	23%	7,793	14%	3,490	13%	77	34,609
201-499	14	26%	14,741	26%	6,656	24%	76	83,143
500-999	10	19%	26,891	48%	13,150	48%	25	61,887
1000-1499	1	2%	4,538	8%	3,000	11%	2	11,983
1500-4999	0	0%	0	0%	0	0%	0	0
Total	53	100%	55,845	100%	27,218	100%	333	210,909

By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities, Food/Food Products	3	6%	4821	9%	1600	6%	14	15,181
Athletic & Sports/Recreation	0	0%	0	0%	0	0%	2	2,515
Automotive	1	2%	592	1%	250	1%	20	2,862
Computer/Software	1	2%	136	0%	59	0%	8	5,150
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	2	395
Educational	6	11%	10578	19%	7960	29%	34	24,565
Entertainment	1	2%	100	0%	50	0%	8	2,486
Environmental	3	6%	5084	9%	2550	9%	8	6,682
Financial	4	8%	6084	11%	2420	9%	18	13,483
Franchise/Multi-Level Marketing	0	0%	0	0%	0	0%	2	1,128
Fraternal	1	2%	1346	2%	536	2%	3	4,415
Government, Public Administration, Public Affairs	2	4%	598	1%	462	2%	19	12,146
Health & Medical	11	21%	8196	15%	3243	12%	48	21,962
High Tech/Electric/Computer Companies/User Groups	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	2	4%	3187	6%	910	3%	7	8,457
International	0	0%	0	0%	0	0%	1	309
Labor Union	0	0%	0	0%	0	0%	1	325
LGBT	1	2%	490	1%	300	1%	3	1086
Manufacturing/Distribution	3	6%	1,842	3%	498	2%	18	11,687
Meetings, Convention, Tourism Industry Events	2	4%	448	1%	180	1%	8	1,685
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	0	0%	0	0%	0	0%	3	2,340
Religious	5	9%	4218	8%	1480	5%	23	14,404
Scientific, Engineering, Technical, Computers	1	2%	2205	4%	1200	4%	11	10,468
Social	0	0%	0	0%	0	0%	5	2,228
Sporting Events	0	0%	0	0%	0	0%	8	4,776
Third Party Planner	0	0%	0	0%	0	0%	6	1,434
Trade, Commercial or Business	6	11%	5920	11%	3520	13%	32	20,360
Transportation	0	0%	0	0%	0	0%	3	3,574
Total	53	100%	55,845	100%	27,218	100%	333	210,909

Convention Sales
 Booking Production Analysis (Cont.)
 December 2017

By Key States/Countries (Team only)

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
AB (Canada)	0	0%	0	0%	0	0%	2	818
AR	0	0%	0	0%	0	0%	1	56
AZ	1	2%	28	0%	12	0%	3	488
BC (Canada)	0	0%	0	0%	0	0%	1	382
CA	19	36%	13,520	24%	8,913	33%	152	79,027
CO	1	2%	4,538	8%	3,000	11%	5	11,048
CT	0	0%	0	0%	0	0%	1	540
DC	4	8%	9,659	17%	3,740	14%	23	28,058
FL	2	4%	3,060	5%	863	3%	9	4,937
France	0	0%	0	0%	0	0%	1	309
GA	0	0%	0	0%	0	0%	9	5,538
IA	1	2%	1,535	3%	850	3%	1	1,535
ID	2	4%	1,213	2%	500	2%	2	1,213
IL	4	8%	3,614	6%	1,565	6%	10	6,065
IN	0	0%	0	0%	0	0%	2	1,403
KS	0	0%	0	0%	0	0%	5	689
LA	0	0%	0	0%	0	0%	1	40
MA	0	0%	0	0%	0	0%	3	7,860
MB (Canada)	1	2%	928	2%	165	1%	2	1,038
MD	2	4%	1,477	3%	750	3%	8	7,591
MI	0	0%	0	0%	0	0%	1	60
MN	1	2%	2,906	5%	2,000	7%	5	4,524
NC	2	4%	847	2%	465	2%	6	1,901
NJ	0	0%	0	0%	0	0%	13	3,748
NL	0	0%	0	0%	0	0%	1	1,304
NV	0	0%	0	0%	0	0%	3	2,629
NY	0	0%	0	0%	0	0%	8	5,741
OH	1	2%	1,346	2%	536	2%	4	4,169
OK	4	8%	4,550	8%	1,300	5%	4	4,550
ON	3	6%	1,444	3%	814	3%	7	1,685
OR	0	0%	0	0%	0	0%	3	903
PA	0	0%	0	0%	0	0%	4	1,655
SC	0	0%	0	0%	0	0%	2	1,394
SD	0	0%	0	0%	0	0%	1	72
SK (Canada)	1	2%	63	0%	35	0%	2	128
TN	0	0%	0	0%	0	0%	3	1,432
TX	0	0%	0	0%	0	0%	4	820
UT	1	2%	40	0%	10	0%	2	211
VA	3	6%	5,077	9%	1,700	6%	16	14,594
WA	0	0%	0	0%	0	0%	2	704
WI	0	0%	0	0%	0	0%	1	50
Total	53	100%	55,845	100%	27,218	100%	333	210,909

PSCC Bookings (Includes Legacy)

Market Segment	December			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	2	3,522	1,300
Athletic/Recreation	0	0	0	2	3,278	8,500
Computer/Software	0	0	0	3	18,951	15,000
Educational	1	4,538	3,000	8	17,629	13,400
Environmental	2	4,597	2,000	2	4,597	2,000
Health & Medical	2	5,362	1,900	5	7,594	4,025
High Tech/Electric/Computer	0	0	0	1	32	20
Scientific/Engineering	1	2,205	1,200	2	6,064	2,600
Social	0	0	0	1	400	500
Sporting Events	0	0	0	1	912	500
Trade/Commercial	2	4,441	2,850	2	4,441	2,850
Total	8	21,143	10,950	29	67,420	50,695

Convention Sales
Lost Business
December 2017

Top Ten Lost Lead Destinations (Ranked by YTD)

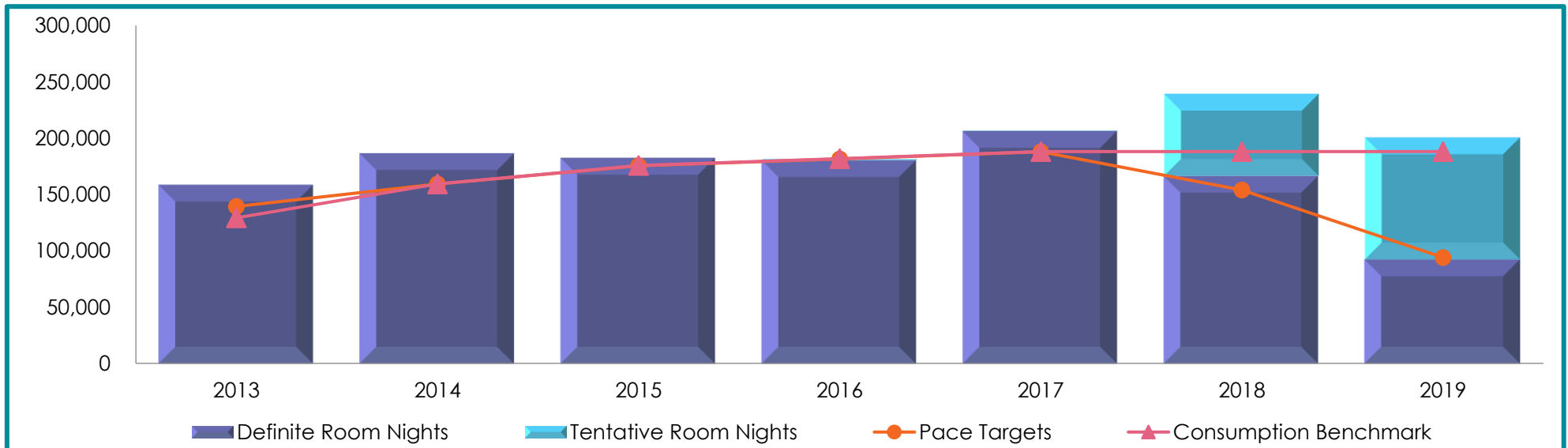
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	Las Vegas	2	1,511	17	43,116
2	San Diego	6	3,273	48	41,714
3	Dallas	0	0	3	40,078
4	Phoenix	0	0	18	27,878
5	Orlando	0	0	10	20,073
6	Miami	0	0	8	16,860
7	Anaheim	1	2,836	7	16,466
8	Los Angeles	0	0	9	10,813
9	West Palm Beach	0	0	2	10,160
10	Scottsdale	2	1,071	17	9,677

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	6	5,109	48	44,971
California	14	8,428	176	134,143
Colorado	1	295	9	8,496
District of Columbia	1	1,320	1	1,320
Florida	2	1,704	43	57,396
Georgia	0	0	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	2	3,567	4	3,809
Minnesota	1	255	3	1,790
Missouri	0	0	2	6,646
N/A	11	11,823	192	147,699
Nevada	2	1,511	20	9,854
New Mexico	1	34	6	3,475
New York	0	0	2	2,005
North Carolina	0	0	2	1,218
Ohio	0	0	1	165
Oregon	0	0	3	5,458
Out of Country	1	1,560	16	17,052
South Carolina	0	0	1	420
Tennessee	0	0	3	3,700
Texas	0	0	18	27,340
Unknown	11	15,089	230	237,426
Utah	0	0	2	910
Washington	0	0	4	6,101
Total	53	50,695	804	739,579

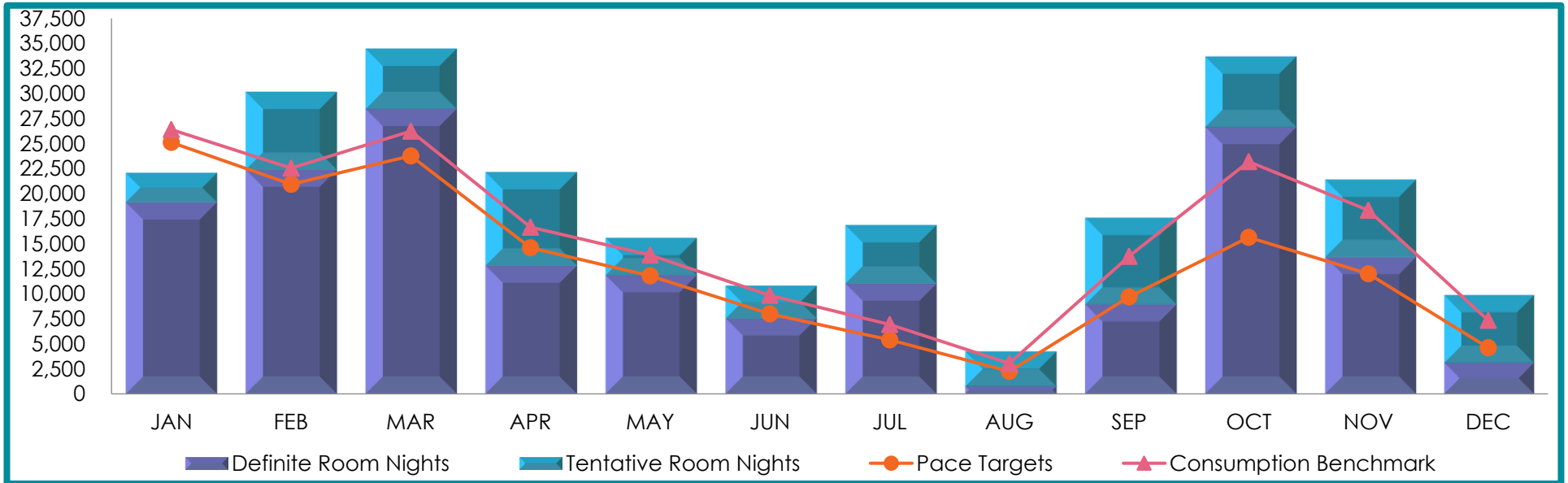
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Room Nights	158,499	186,207	182,294	180,156	206,054	166,338	92,392	76,255	1,248,195
Pace Targets	139,228	159,343	175,547	181,619	187,869	153,816	94,057	54,743	1,146,222
Variance	19,271	26,864	6,747	(1,463)	18,185	12,522	(1,665)	21,512	101,973
Consumption Benchmark	129,228	159,343	175,662	181,769	188,072	188,072	188,072	188,072	1,398,290
Pace Percentage	114%	117%	104%	99%	110%	108%	98%	139%	109%
Total Demand Room Nights	698,660	650,118	647,415	722,310	812,760	710,541	345,284	203,690	4,790,778
Lost Room Nights	540,161	463,911	465,121	542,154	606,706	544,203	252,892	127,435	3,542,583
Conversion Percentage	23%	29%	28%	25%	25%	23%	27%	37%	26%
Tentative Room Nights	0	0	0	1,000	50	72,663	107,986	75,259	256,958

Greater Palm Springs Events									
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Events	270	300	264	294	311	192	70	46	1,747
Pace Targets	239	266	277	288	291	180	78	35	1,654
Variance	21	34	(13)	6	20	12	(8)	11	83
Consumption Benchmark	239	266	278	289	292	292	292	292	2,240
Pace Percentage	113%	113%	95%	102%	107%	107%	90%	131%	106%
Total Demand Events	822	793	801	909	991	652	221	105	5,294
Lost Events	552	493	537	615	680	460	151	59	3,547
Conversion Percentage	33%	30%	33%	32%	31%	29%	32%	44%	33%
Tentative Events	0	0	0	1	2	171	113	56	343



Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,118	22,373	28,388	12,828	11,870	7,545	11,034	800	8,964	26,607	13,681	3,130	166,338
Pace Targets	25,112	20,942	23,775	14,606	11,799	8,001	5,388	2,246	9,693	15,645	11,990	4,619	153,816
Variance	(5,994)	1,431	4,613	(1,778)	71	(456)	5,646	(1,446)	(729)	10,962	1,691	(1,489)	12,522
Consumption Benchmark	26,395	22,539	26,236	16,639	13,856	9,827	6,932	3,041	13,732	23,195	18,336	7,344	188,072
Pace Percentage	76%	107%	119%	88%	101%	94%	205%	36%	92%	170%	114%	68%	108%
Total Demand Room Nights	111,742	106,471	90,870	63,062	41,223	45,677	37,463	11,938	59,169	72,264	63,162	7,500	710,541
Lost Room Nights	92,624	84,098	62,482	50,234	29,353	38,132	26,429	11,138	50,205	45,657	49,481	4,370	544,203
Conversion Percentage	17%	21%	31%	20%	29%	17%	29%	7%	15%	37%	22%	42%	23%
Tentative Room Nights	2,950	7,774	6,030	9,322	3,731	3,301	5,847	3,516	8,658	7,032	7,714	6,788	72,663

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	30	39	27	14	9	8	8	2	13	26	14	2	192
Pace Targets	33	32	23	16	15	10	7	4	10	16	10	4	180
Variance	(3)	7	4	(2)	(6)	(2)	1	(2)	3	10	4	(2)	12
Consumption Benchmark	40	41	31	23	23	16	12	9	23	37	26	11	292
Pace Percentage	91%	122%	117%	88%	60%	80%	114%	50%	130%	162%	140%	50%	107%
Total Demand Events	113	130	87	71	38	40	27	12	42	53	35	4	652
Lost Events	83	91	60	57	29	32	19	10	29	27	21	2	460
Conversion Percentage	27%	30%	31%	20%	24%	20%	30%	17%	31%	49%	40%	50%	29%
Tentative Events	11	30	20	16	14	12	11	9	16	12	13	7	171



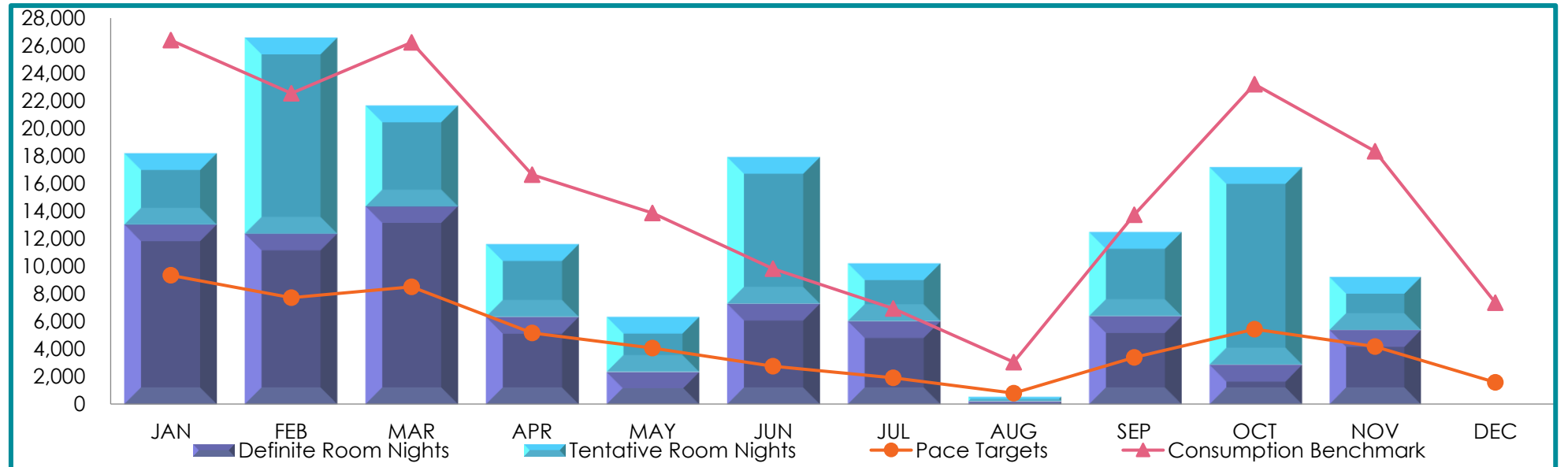
Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	8,724	13,133	13,817	8,796	11,537	2,690	5,424	200	7,554	11,477	7,765	1,275	92,392
Pace Targets	15,989	13,123	14,463	8,775	7,096	4,778	3,290	1,382	5,892	9,373	7,164	2,732	94,057
Variance	(7,265)	10	(646)	21	4,441	(2,088)	2,134	(1,182)	1,662	2,104	601	(1,457)	(1,665)
Consumption Benchmark	26,395	22,539	26,236	16,639	13,856	9,827	6,932	3,041	13,732	23,195	18,336	7,344	188,072
Pace Percentage	55%	100%	96%	100%	163%	56%	165%	14%	128%	122%	108%	47%	98%
Total Demand Room Nights	28,760	57,644	35,964	31,115	35,728	12,759	26,962	5,472	35,039	28,778	42,942	4,121	345,284
Lost Room Nights	20,036	44,511	22,147	22,319	24,191	10,069	21,538	5,272	27,485	17,301	35,177	2,846	252,892
Conversion Percentage	30%	23%	38%	28%	32%	21%	20%	4%	22%	40%	18%	31%	27%
Tentative Room Nights	9,723	18,035	15,271	9,493	4,831	2,464	8,764	1,265	4,699	15,786	16,813	842	107,986

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	8	9	9	7	8	3	3	1	6	7	7	2	70
Pace Targets	14	13	10	7	6	4	3	2	5	7	5	2	78
Variance	(6)	(4)	(1)	0	2	(1)	0	(1)	1	0	2	0	(8)
Consumption Benchmark	40	41	31	23	23	16	12	9	23	37	26	11	292
Pace Percentage	57%	69%	90%	100%	133%	75%	100%	50%	120%	100%	140%	100%	90%
Total Demand Events	24	38	23	27	23	8	14	4	19	19	18	4	221
Lost Events	16	29	14	20	15	5	11	3	13	12	11	2	151
Conversion Percentage	33%	24%	39%	26%	35%	38%	21%	25%	32%	37%	39%	50%	32%
Tentative Events	9	22	17	11	9	6	11	2	6	13	6	1	113



Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	12,982	12,327	14,297	6,300	2,321	7,251	6,002	200	6,362	2,856	5,357	0	76,255
Pace Targets	9,334	7,709	8,496	5,158	4,065	2,741	1,897	790	3,380	5,430	4,168	1,575	54,743
Variance	3,648	4,618	5,801	1,142	(1,744)	4,510	4,105	(590)	2,982	(2,574)	1,189	(1,575)	21,512
Consumption Benchmark	26,395	22,539	26,236	16,639	13,856	9,827	6,932	3,041	13,732	23,195	18,336	7,344	188,072
Pace Percentage	139%	160%	168%	122%	57%	265%	316%	25%	188%	53%	129%	0%	139%
Total Demand Room Nights	28,080	34,816	26,798	16,526	9,905	11,334	12,574	2,200	15,268	30,898	13,356	1,935	203,690
Lost Room Nights	15,098	22,489	12,501	10,226	7,584	4,083	6,572	2,000	8,906	28,042	7,999	1,935	127,435
Conversion Percentage	46%	35%	53%	38%	23%	64%	48%	9%	42%	9%	40%	0%	37%
Tentative Room Nights	5,173	14,200	7,309	5,267	3,981	10,633	4,184	310	6,080	14,287	3,835	0	75,259

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	11	9	5	3	2	3	2	1	3	3	4	0	46
Pace Targets	7	6	4	3	3	2	1	1	2	3	2	1	35
Variance	4	3	1	0	(1)	1	1	0	1	0	2	(1)	11
Consumption Benchmark	40	41	31	23	23	16	12	9	23	37	26	11	292
Pace Percentage	157%	150%	125%	100%	67%	150%	200%	100%	150%	100%	200%	0%	131%
Total Demand Events	20	23	11	7	5	6	4	2	8	12	6	1	105
Lost Events	9	14	6	4	3	3	2	1	5	9	2	1	59
Conversion Percentage	55%	39%	45%	43%	40%	50%	50%	50%	38%	25%	67%	0%	44%
Tentative Events	4	10	5	4	5	6	5	1	5	9	2	0	56



Destination & Partnership Services

January 2018

DESTINATION SERVICES:

End of Year Summary (October, November, December)

The Destination Services team planned and organized 15 programs encompassing 36 events and activities including 14 client events, four CVB events, three FAMs totaling nine days of activities and eight trade shows.

- Fulfilled 4 Convention Sales client requests resulting in 91 CVB Partner referrals
- Assisted a total of 11 Convention Sales clients with their service requests/fulfillments
- Organized 26 site visits representing 28,715 room nights and 10,442 attendees

October-December Highlights

- IMEX America, October 10-12
- American Film Market Trade Show, November 1-8
- New York Sales Mission, November 13-17
- CalSAE Seasonal Spectacular, December 12-15
- CVB Holiday Party, December 12

January-March

- The Department projects the following program management:
 - Total of 8 programs encompassing 15 events
 - January through March currently have 6 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:

October-December Highlights

- We welcomed 17 new Partners and renewed 42 Partners
- A total of 618 Partner referrals were processed
- Partnership Hosted the Following Events:

Date	Event	Location	# Attended
Oct. 5, 2017	CVB Meet & See - Trilogy Polo Club / June Hill's Table	Indio	63
Oct. 26, 2017	CVB & GPSWA Joint Mixer - The Lautner Compound	Desert Hot Springs	154
Nov. 9, 2017	CVB Meet & See - La Serena Villas / Azucar	Palm Springs	78
Dec. 12, 2017	CVB's FIND Peace, Love, Chill Holiday Event / CVB offices	Rancho Mirage	319

Destination & Partnership Services

January 2018

- Partnership participated in the following community events:

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
December 1, 2017	PSCC Athena Awards	Palm Springs
December 13, 2017	PSHA Golf Tournament	Palm Springs



Images from the CVB Holiday Party
Dec. 12, 2017



Travel Industry Sales

Market Activity

December 2017

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	301	7,021	5,400	129%
New Business Development	0	25	14	178%
Increase Travel Trade Webpage Traffic	72%	24%	10%	24%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	0	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	6	50	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	5	33		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	2	34		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	13	155	100	

December	TIS Activities & Programs	Market	Description/Results from Sales Activity
12/1-5/2017	Xiamen Air Golf Outing – Greater Palm Springs	China	The CVB assisted Xiamen Airlines and Brista Zhu with Fujian Ez2trip/Golden Shine Holiday with a golf group of 30 Chinese golfers to Greater Palm Springs. Greater Palm Springs is a new destination featured. Partner Participation: Miramonte Resort & Spa, PGA West

Travel Industry Sales

Market Activity

December 2017

12/3/5/2017	Expedia UK Air New Zealand FAM – Greater Palm Springs	United Kingdom	CVB hosted Hayley Waterer & Rachael Wilson, Air New Zealand representatives and James Spalding, an Expedia representative to experience GPS. Partner Participation: Hyatt Regency Indian Wells Resort & Spa, Dessert Adventures Jeep Tour & Events, Palm Springs Aerial Tramway
12/6/2017	Virtuoso Webinar – Greater Palm Springs	USA	Greater Palm Springs CVB conducted a live training webinar for Virtuoso travel agents. The presentation included key luxury selling points, hotel product updates and GPS activities. This is a progressive webinar from 2017, encompassing a GPS FAM in May 2018 with selected participants from 3 webinars and Valerie Wilson Travel.
12/4-7/2017	ILTM – Cannes, France	France	The CVB joined Visit California at the International Leisure Travel Market in Cannes, France. ILTM is considered the premier annual global luxury travel Marketplace. This exclusive, by-invitation-only event brings the world's most desirable destinations, luxury accommodations and high-end travel experience providers together with the most influential luxury travel specialists, buyers, agents and travel media. California was the first state to exhibit at ILTM. The CVB met individually with 32 top International luxury leisure travel professionals and executives.
12/7/2017	Local AAA Office Calls - La Quinta, Palm Springs & Redlands	USA	The CVB conducted sales calls at three AAA offices in Palm Springs, La Quinta & Redlands. Reaching a total of 22 travel professionals.
12/8-9/2018	Alidays Travel Site Inspection – Greater Palm Springs	Italy	Roberto Nadalini from Alidays experienced Greater Palm Springs. Alidays sells Greater Palm Springs in their packages. Partner Participation: Desert Adventures Jeep Tours & Events.

Travel Industry Sales

Market Activity

December 2017

12/9-11/2017	Scott Dunn Site Inspection – Greater Palm Springs	United Kingdom	The CVB assisted Scott Dunn with two staff visiting Greater Palm Springs to learn more about the destination. Partner Participation: La Quinta Resort & Club, The Ritz-Carlton, Rancho Mirage, Palm Springs Aerial Tramway
12/8-9/2017	Club California - Shanghai, 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.
12/8-10/2017	Signature Travel Network Meeting & Tradeshow – Las Vegas	USA	The CVB attended Signature Travel Network Meeting and Tradeshow. Signature Travel Network annually invites all of their members (agency owners and agents), suppliers and tourism board partners to a sales meeting & tradeshow. Approximately 1,200+ travel consultants, managers and owners attend workshops, networking sessions and a supplier tradeshow. The CVB participated in the trade show and round table presentations, training 124 agents on the destination.
12/12-16/2017	Worldview Chairman's Circle Travel Edge Tradeshow – Costa Rica	USA	The CVB attended the Travel Edge Chairman's Circle in Costa Rica, met with Owners and trained 27 top performers and hosted a tradeshow highlighting Greater Palm Springs and new product in the Oasis.
12/13-15/2017	GTA Regional Product Manager Meeting – Greater Palm Springs	USA	The CVB hosted a dinner for 20 Product Managers from GTA. Group was in the destination for a regional meeting. Partner Participation: DoubleTree Golf Resort, Las Casuelas, La Quinta Resort & Club.
12/24-28/2017	FROSCHE Travel Site Visit – Greater Palm Springs	USA	CVB hosted Maury Newburger, an independent consultant with New York based Frosch Travel. Partner Participation: Palm Springs Mod Squad

Travel Industry Sales

Market Activity

December 2017

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	
GO	Dertour	Brochure / Offer	Oct 2017	
GO	America Unlimited	Micro-Site / Social / Out of Home (OOH) activations	Fall 2017 – 2018	

Travel Industry Sales

Market Activity

December 2017

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	- 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

Market Activity

December 2017

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	Summer-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
Robyn	2017	Infinity Holidays	Added Embassy Suites, Holiday Inn Express, Indio and Renaissance Palm Springs
Robyn	2017	Qantas holidays	Added: Ace Hotel, Avalon Palm Springs, Baymont Inn & Suites Palm Springs, Best Western Inn at Palm Springs, Courtyard Palm Springs, Hyatt Regency Palm Springs, Marquis Villas, Palm Mountain Resort & Spa, The Saguaro Hotel
Robyn	2017	Freestyle Holidays	Added: Avalon Palm Springs, Marquis Villas, Palm Mountain Resort & Spa, and Renaissance Palm Springs
Robyn	2017	JetBlue Vacations	New: Avalon Palm Springs & La Serena Villas
Robyn	2017	Air Canada Vacations	New: Triada & Avalon Palm Springs
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

Travel Industry Sales

Market Activity

December 2017

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
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 Centre, Turquoise, Scott Dunn, Original Travel, Hayes and Jarvis, Ocean Holidays, Colletts Travel, Best at Travel, Travelbag, Virgin Holidays, STA Travel, Quintessentially Travel.

Travel Industry Sales

Market Activity

December 2017

Robyn	7/25/17	Canada	As part of the CCB's 2017 Canada Sales Mission 5 events were hosted. First event took place 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
Gary	9/11/17	UK	Greater Palm Springs and Air New Zealand hosted golf tournament and dinner
Gary	9/25/17	France	Greater Palm Springs and Sonoma County Tourism hosted client event ICW Top Resa
Gary	9/27/17	France	ICW Top Resa, Greater Palm Springs and Visit California hosted a reception and training for 80 travel agents with Leclerc.
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 Unorthodox for travel professionals.

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

Marketing & Communications December 2017

Advertising Highlights

December marked the final month of Greater Palm Springs' 2017 diverse advertising campaign. The CVB finished out the year in the destination's drive, national and Canadian markets. The year-round 'getaway' markets included Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco. National target markets encompassed Seattle, Portland, Chicago, Minneapolis, New York, Denver and Dallas. The national campaign utilized print, billboard, digital and television. Canadian markets included nonstop PSP markets Vancouver, Calgary, Edmonton, Toronto and Winnipeg. The CVB's Fall/Winter Television Co-op concluded in December and featured the **City of La Quinta, Palm Springs Bureau of Tourism, JW Marriott Desert Springs** and **CareerBuilder Challenge**. In December, the CVB also completed the **CBS celebrity campaign**, which included custom videos featuring **Fitz and the Tantrums** band members, Michael "Fitz" Fitzpatrick and Noelle Scaggs, as well as Fitz's wife and *Gossip Girl* star **Kaylee Defer**; American country music artist, **Cam**; and Extra TV Co-host and Saved By The Bell star **Mario Lopez**.

For the month of December, the CVB's destination marketing efforts have garnered over **3.2 billion television impressions, 213,183 television spots, 12,911,472 digital impressions** and **33,672,578 out-of-home impressions**.

FALL/WINTER TV CO-OP

The Fall/Winter KTLA/Cable TV co-op took place August - December, featuring the La Quinta Resort, JW Marriott, Palm Springs Bureau of Tourism and CareerBuilder Challenge. The campaign included custom Partner commercials that aired on **KTLA and Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco** and **Chicago**. As added value, Partners also received exposure on **WGN in Chicago**.

Through December, participating partners have received a combined 3.8 billion impressions on cable television in San Diego, Los Angeles, Las Vegas, Phoenix and San Francisco. In addition, 3 billion impressions were generated on KTLA. As added value, 864 million impressions were received by Partners on WGN in Chicago. A total of 118,627 Partner spots aired for the campaign period. JNS Next was able to secure over 100,000 added value spots during this period.



Marketing & Communications December 2017

CBS CELEBRITY INFLUENCER CAMPAIGN Advertising Highlights

For the first time, the CVB partnered with CBS to produce custom videos using celebrities with a robust social media following. The 12-month program featured three celebrity social influencers selected based on their ability to attract new visitors to our destination. Each video series showcased the best places to eat, events to attend and things to do while in Greater Palm Springs. The videos were designed to drive engagement and build brand awareness through avenues such as Facebook, Twitter, YouTube and CBS Digital Networks. This campaign also included an online advertising campaign targeting CBS's local and extended networks to further promote and build awareness of Greater Palm Springs and its incomparable lifestyle, attractions, activities and amenities.

The first celebrity video series launched in November of 2016, included three celebrities: **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 great appreciation of Greater Palm Springs as an ideal place to reconnect, relax and enjoy 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, CBS and the CVB unveiled the third celebrity video series with **Extra TV Co-host and Saved By The Bell** star **Mario Lopez**. The video documented a family trip of 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 Lopez family shared a meal at **Las Casuelas Nuevas** and visited **The Living Desert**. The couple shopped **El Paseo** and relaxed at The Spa at **Marriott Desert Springs** in Palm Desert.

At the conclusion of 2017, the entire campaign generated **24,649,193 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 was 780,137 and Twitter reach was 360,440 on social media pages** for stations such as KROQ in LA and KYXY in San Diego. The entire celebrity video series generated **13,450,953 views**.



[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.



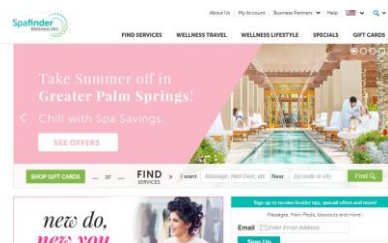
[Click to View CAM Celebrity Series](#)

Grammy-nominated, American country music artist, CAM.

FALL DIGITAL CAMPAIGN

In order to combat the loss of Desert Trip and the subsequent and potential occupancy shortfall, the CVB introduced a 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. The campaign incorporated strong calls to action along with direct booking options for travelers. These campaigns included advertising in SpaFinder, Expedia, Travelzoo, TripAdvisor, Secret Escapes, Thrillist, LAist, SFist and Chicagoist.

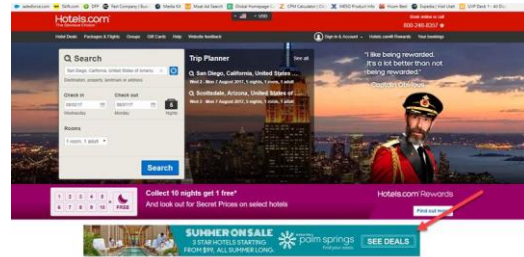
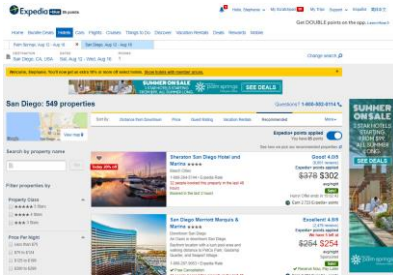
SpaFinder.com featured a Greater Palm Springs destination landing page promoting Partner health and wellness offers. SpaFinder E-mail/Newsletters directed to SpaFinder Partner deals and digital ads directed to the CVB's ChillPass.com. As a result of this campaign, SpaFinder reported a 72% lift in redemption value, along with a \$131.45 lift per redeemed SpaFinder card booking.



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 room nights of 7% for July, 8% for August, 7% for September, 11% for October, 12% for November and 16% for December. October (the month of Desert Trip) was pacing at -16% at the start of our campaign, so we were able to not only stabilize the October bookings, but also increase the number.

Marketing & Communications December 2017

Advertising Highlights



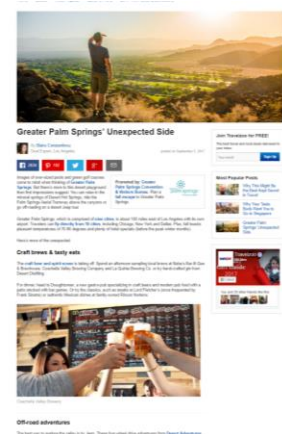
The digital advertising campaign also included Travel and News/Entertainment websites in target markets promoting content and deals in Greater Palm Springs. These websites included LAist, SFist and Chicagoist, which generated 292,410 impressions via targeted e-mail sends.



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



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, which was the top traffic source to the GPS website on this date. A "Top 20" Travelzoo e-mail sent on Wednesday, September 6th also generated 535 visits to the website. As a result of this campaign, Travelzoo reported 5,041 total booked room nights and \$813,483 in tracked hotel revenue. This number does not include bookings that were generated directly on Partner pages, as only a portion are booked through Travelzoo.



At the conclusion of the 2017 Fall Digital campaign, STR reported a .08% increase in occupancy for the entire 2017 year over 2016. Hotel Partners reported favorable bookings and positive participation in these programs. As a result Expedia, TripAdvisor, Travelzoo and SpaFinder will continue in 2018.

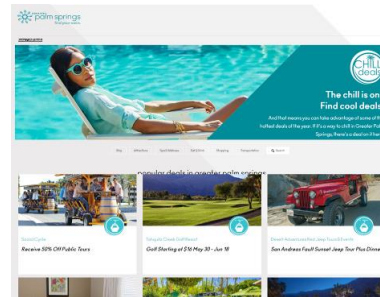
CVB PARTNER COOPERATIVE ADVERTISING PROGRAMS

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 and Promotional 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!



Online Promotions:

- **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.
- **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.

Advertising Highlights

Cable Television only - "Find Your Oasis" (\$25,000)

- 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)
- 45.3M – 75.5M total impressions (depending on selected market)
- Production of :30 television spot (for new co-op Partners)

Cable Television + KTLA - "Summer Chill" (\$25,000)

- 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
- Cable Drive Markets
 - 4000 spots / 37M total impressions
- Production of :30 television spot and :60 KTLA spot (for new co-op Partners)

Cable Television + KTLA - "Fall Chill" (\$25,000)

- Timeframe: September – December
- 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
- Cable Drive Markets
 - 4000 spots / 37M total impressions
- Production of :30 television spot and :60 KTLA spot (for new co-op Partners)

Opportunity Four: Digital 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

Print Publications (Co-op rate varies based on selection)

- Timeframe: Depends on selected publication
- Markets: Depends on selected publication
- Production of print artwork

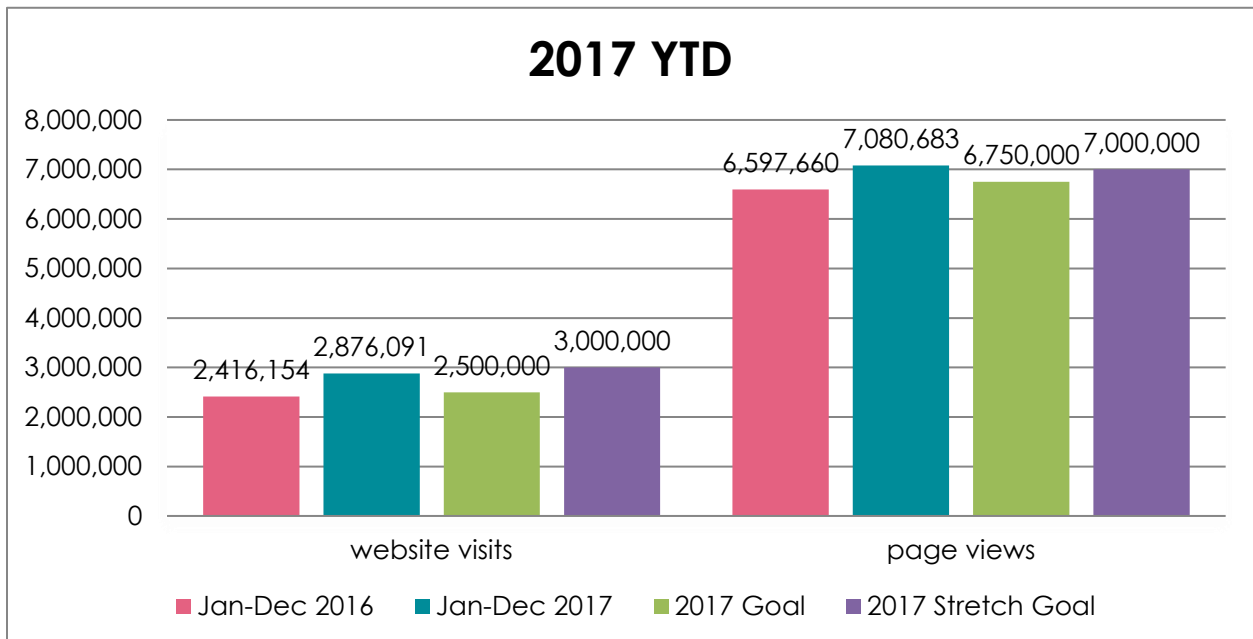
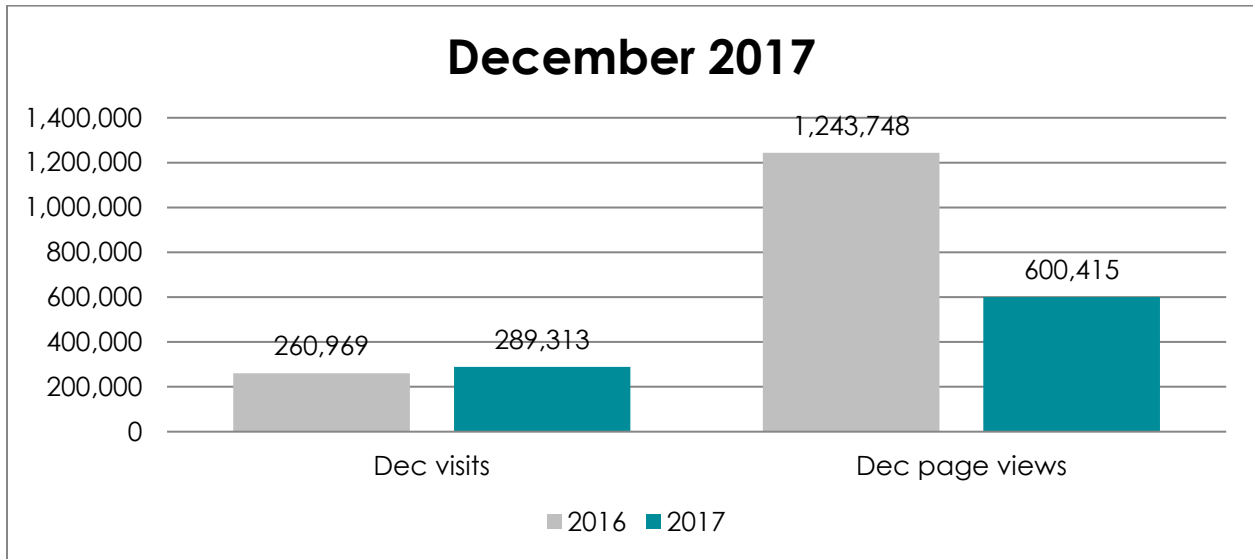
Contact Bob Thibault for more information
vice president of marketing
t: 760.969.1339 • bthibault@palmspringsoasis.com

Marketing & Communications December 2017

Website Highlights

CVB Website:

- 2017 saw a **3% increase** in new visitors to the website
- 2017 surpassed the stretch goal of 7 million page views by an **additional 80 thousand**
- Chill Pass had an **increase in page views of 36%** over 2016
- Website visits are **19% over 2016** year-over-year
- Page views are **7% over 2016** year-over-year



website visits:
15% over goal

page views:
5% over goal

On the Horizon:

- January 2018 announces the reveal of a freshly updated website!

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

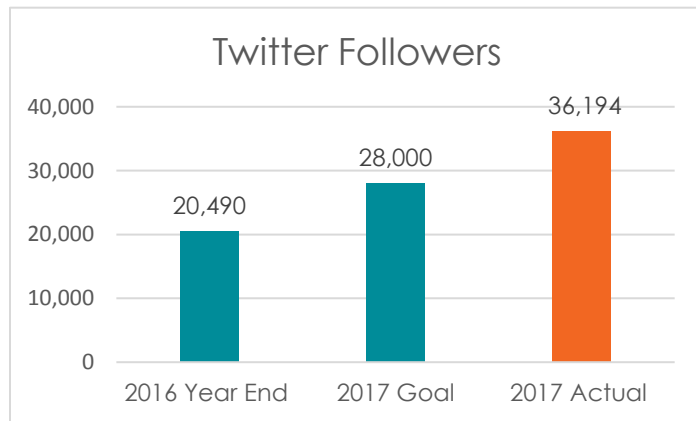
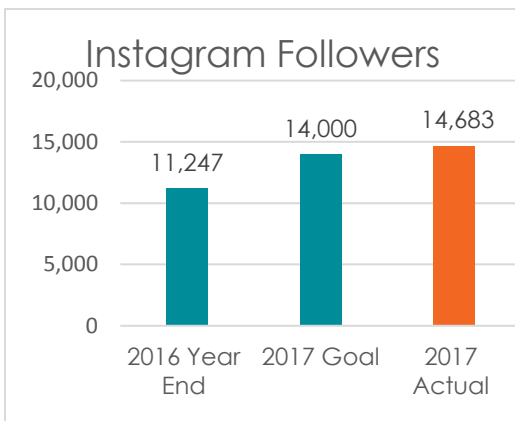
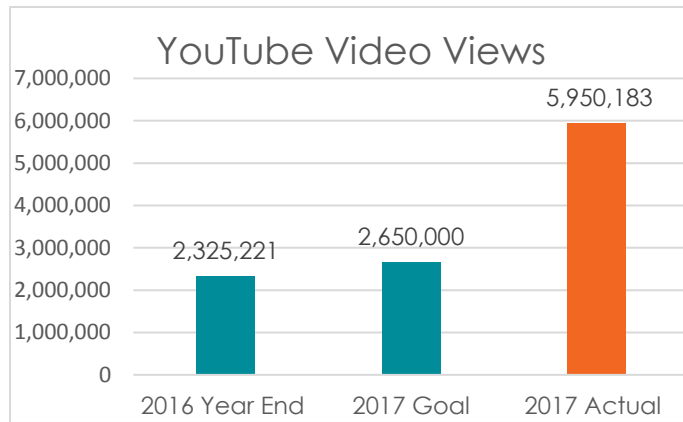
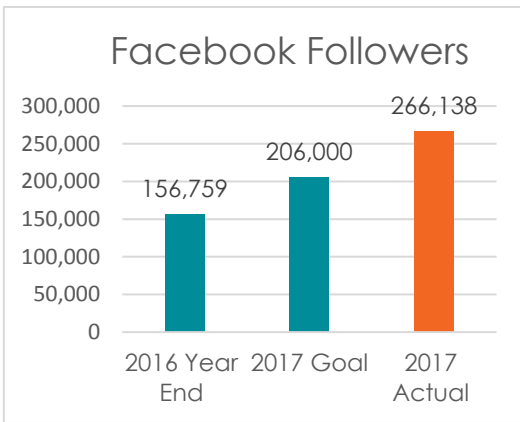
Winona McCullum

Digital Database Manager

wmccullum@gpvcvb.com

(760) 969-1333

Social Media



facebook.

We are thrilled by the upsurge and performance of the CVB's Facebook channel, which completed 2017 with just over **265,000 fans**, nearly a **70% increase** in followers from 2016.

In the month of December, the CVB posted **4 videos** resulting in **over 15,000 video views**. The Wander List series will continue into the new year with two videos slated to be released each month through June 2018. In December, the CVB posted the last in its CBS co-op influencer video program featuring Extra's Emmy-winning host Mario Lopez. The two Mario Lopez videos released last month had a total reach of nearly **20,000 people with just under 500 reactions**.

The Facebook post with the highest engagement rate in December was a holiday image utilizing **user generated content**. As these pieces continue to perform well, we will add in a mixture of imagery posts to our social calendar to accompany the video and article links regularly shared.

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



 Instagram

The [CVB Instagram](#) account has grown to **over 14,500 followers**, an approximate **30% increase** over the end of 2016. We're regularly curating content through Stackla by reaching out to visitors enjoying our oasis and requesting rights to share their photos on Instagram. In December, the CVB shared these acquired photos and featured holiday events, as well as the beautiful "winter" weather visitors in our sunny destination were experiencing.

As the Instagram influencer becomes more popular and prevalent, the CVB evaluates its channels to ensure the content produced lines up with the brand pillars for Greater Palm Springs. We continue to use **Instagram Story** to give followers a distinctive narrative of our multifaceted destination, and the latest tourism 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 to distribute articles and promote our video series.

In 2018, the CVB will reshape the Instagram imagery strategy to include more imagery with individuals experiencing the destination. The goal is to add a human aspect to each photo to enhance connectivity and engagement with our growing audience.

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 from Twitter users, ending the year with **over 36,000 followers**, a year-over-year **increase of 76.6%**!

We continue to use Twitter to **build brand awareness and destination ambassadors**. The CVB Twitter channel reuses Partner assets by retweeting and sharing tweets. To build brand awareness, links as well as videos are posted featuring Partner events and happenings, as well as user generated content.

In 2018, the CVB will continue to push out owned content but also look at opportunities for increasing engagement including participation in Twitter chats and influencer takeovers. The CVB will also listen for conversations on Twitter around Greater Palm Springs to engage with users in the destination that are not currently following CVB channels in hopes to create more enthusiastic brand ambassadors for the destination.

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



Palm Springs Oasis @thegpsosis · 16 Dec 2017
Welcome #2018 in Greater Palm Springs at one of these New Year's Eve celebrations! bit.ly/ZooNnUP #visitGPS



2018 New Year's Eve Events in Greater Palm Springs
Here's where to ring in 2018 in Greater Palm Springs.
visitgreaterpalmsprings.com



The CVB's YouTube channel completed the year with over **1,700 subscribers** and nearly **6 million video views**. In December, the CVB released a Wander List episode on Le Vallauris, as well as the two videos in the new dineGPS series, featuring acclaimed local chefs Tanya Petrovna and Engin Onural. Those three videos totaled over **120,000 video views**. This episodic content series increases brand awareness and drives interest in the destination by showing what visitors can experience while in Greater Palm Springs. The dine series, pushed out on YouTube as well as Facebook, Instagram and Twitter, shines a spotlight on the chefs and year-round Greater Palm Springs culinary landscape.



Mario Lopez finds a family-friendly oasis



Chef Engin Onural shares his passion

Starting in February, the CVB will kick off season 2 of **Chill Chaser** videos on YouTube and other social channels. These videos will be released monthly through June 2018. Along with episodic content, the CVB in partnership with Sparkloft, is reviewing opportunities to begin a campaign with YouTube influencers to access their audience and increase subscriber base to owned channels.

We are approaching our social channels in January with a “new year, new possibilities” attitude to drive trip inspiration to Greater Palm Springs. Each month we will focus on a theme while incorporating our brand pillars, events and special occasions such as **National Plan for Vacation Day**, coming up on January 30. In 2018, the CVB will also work to further incorporate user-generated content, proactively listening to the conversations occurring on social media and increase community management.

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

Krystal Kusmieruk
Social Media Manager
social@palmspringsoasis.com

The final month of 2017 was a dynamic period for the CVB Communications team! We hosted **10 individuals/group familiarization visits**, totaling **52 content creators** throughout December.

In December, the CVB joined **Visit California at the International Luxury Travel Market** in Cannes, France. An exclusive, invitation-only event, this annual marketplace brought together the global luxury community, welcoming the world's most desirable destinations along with travel media.

The CVB hosted five journalists from Canada for our **Canadian familiarization in December**. The group made their way throughout Greater Palm Springs touching on many of our brand pillars including Arts + Culture viewing the vibrant Coachella Walls street murals, Allan Pitchko Gallery in Rancho Mirage, and Palm Springs Art Museum; Health + Wellness in Desert Hot Springs soaking in our renowned therapeutic waters; and Outdoor Adventure—hiking and taking a date farm tour in Palm Springs, Indio and Coachella. Outlets included Good Life Vancouver and Canadian Traveller.

The CVB also worked with **Visit California to promote Greater Palm Springs to the Australian market**. This included a live broadcast of Sunrise TV, Australia's #1 breakfast television show with host James Tobin. A total of six live crosses were broadcast to over 80 stations throughout Australia. In addition, the CVB worked with Visit California and Qantas Airways to bring five journalists to our destination in support of the new Dreamliner route to Los Angeles. Outlets included Traveller.com.au, Herald Sun, and News.com.au.

Featured Content



Greater Palm Springs was featured in **The Wall Street Journal's "An Insider's Guide to Palm Springs, California's Desert Revival."** The article touched on Palm Springs' rich history and the new resurgence bringing our destination to the forefront. A variety of our Valley's greatest influencers dished on their favorite spots to dine, shop, and explore in Palm Springs and beyond. Partners mentioned in the article include **Palm Springs Aerial Tramway, Parker Palm Springs, Justin Eat & Drink, Melvyn's, Palm Springs Art Museum, Le Vallauris, The Tropicale, Salton Sea State Recreation Area, Elvis Honeymoon House** and more.

December 19, 2017 | Circ: 10,800,000 | Earned Value: \$99,900

Globetrotter Ima Tabi 2018 Travel Trends Guide featured Greater Palm Springs in its annual guide as one of the top thirty places to visit in 2018. Led by one of Japan's top influencers, a number of partners were highlighted including **Reservoir, Ice Cream & Shop(pe), Sparrows Lodge, Korakia, Eight4Nine, Workshop Kitchen + Bar, Customs Coffee, and Ace Hotel & Swim Club**.

December 2017 | Circ: 100,000 | Earned Value: \$18,000



Social Chatter about Greater Palm Springs

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

#VisitGPS #dineGPS #findyouroasis



@wanderingcarol | Coachella | 259 likes
Why do I find this mural in Coachella City, California, so moving?
#visitaas #coachellavallev #mural art



@missfashionistaproblems | Moorten Botanical Garden | 166 likes
Just me in my 4 element
#visitGPS #travelblogger



@missfoodieproblems | Acqua California Bistro | 528 likes
The morning a ☀️ joined us (@chrissy.stardust @welikela) for brunch @acquaranchomirage!
#VisitGPS #findyouroasis #dinegps



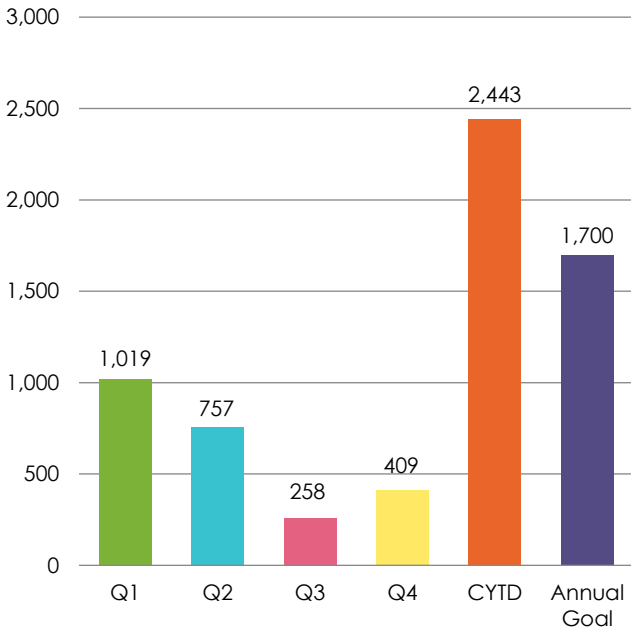
@thesarahfile | Kimpton Rowan | 222 likes
Chilling at the brand new @rowanpalmssprings
#findyouroasis

Marketing & Communications
December 2017

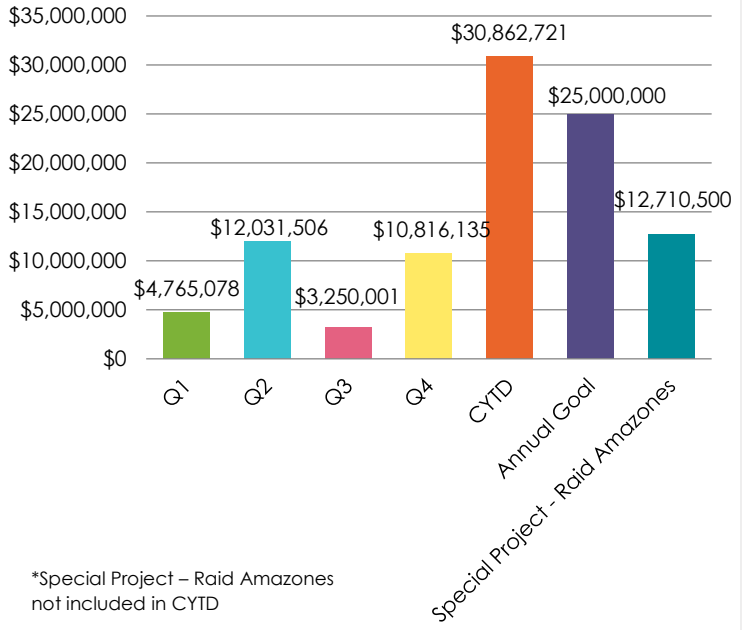
Communications Highlights

2017 Media Value

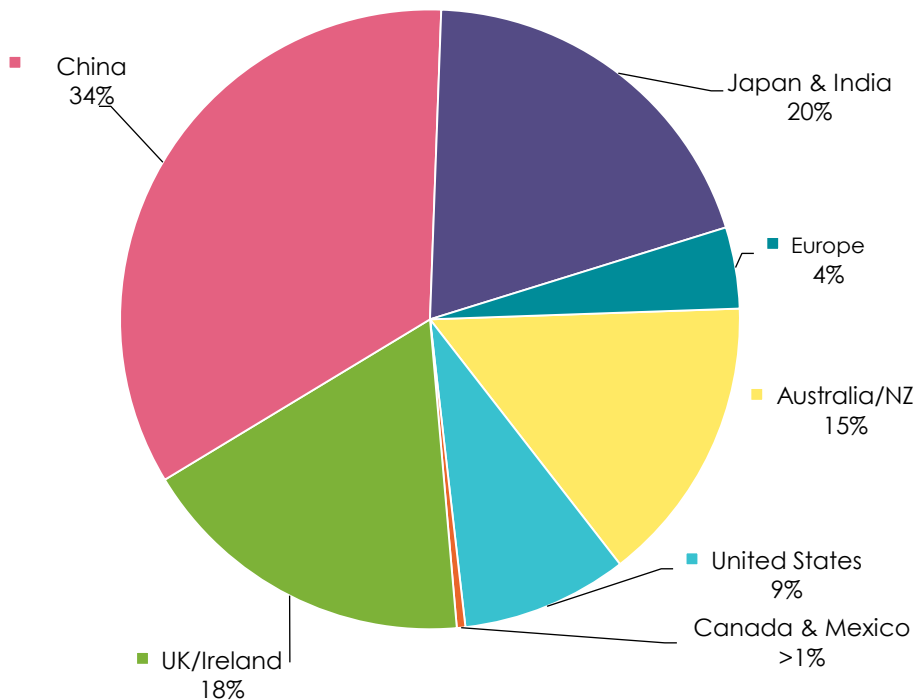
Media Outreach/Assists



Media Dollar Value



Distribution of Articles Year to Date



Marketing & Communications December 2017

Communications Highlights

On the Horizon

In January 2018, the CVB will partner with Visit California to host a segment of a new Korean comedy/documentary/reality television program featuring two celebrities. The program, Battle Trip, will showcase Outdoor Adventure in Greater Palm Springs. This is part of a large-scale campaign targeting the South Korean audience during the Winter Olympics.

The CVB will attend the **TravMedia International Media Marketplace (IMM)** event in New York City. IMM serves as one of the leading events connecting media to tourism brands. Networking and relationship-building are paramount at this event, which offers a unique environment that allows journalists to connect with destinations in a way that meets their specific needs. In addition, the CVB will conduct appointments with meetings publications.

In February, the CVB will attend **Visit California Outlook Forum**. This is an opportunity to gain insight on the latest trends, research and marketing strategies shaping the modern travel landscape.

The CVB will attend workshops at **Social Media Marketing World** in San Diego Feb. 28-March 2 to build on new social media marketing techniques.

The CVB Communications team will also be taking part in **Visit California's New York Media Reception in March, Visit California's Los Angeles Media Reception in April** and **Visit California's China Media Mission**.

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

For any questions, please contact:

Greater Palm Springs CVB Communications Team

media@gpscvb.com

“Just Getting Started” Premiere Collaboration

The Greater Palm Springs CVB's Film Oasis initiative continues to grow its brand and identity, and create awareness of Greater Palm Springs' many production assets to the TV/Film/New Media industry. On December 7, the CVB sponsored the premiere of “Just Getting Started,” an action comedy set in the Palm Springs area, starring Morgan Freeman, Tommy Lee Jones and Rene Russo. A quintessential “Hollywood” event, the premiere was held at the ArLight Hollywood multiplex theaters on Sunset Boulevard.



Leading up to the premiere, Broad Green Pictures used our images to create the movie junket interview background. The talent was interviewed by over 35 international, national and regional media.

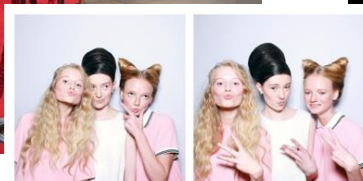


Film Oasis Highlights

On November 30th, the studio did a buy-out on Wheel of Fortune to include a trip to Greater Palm Springs on the show in promotion of the film. No one won the trip, so it was free promotion on the destination's behalf.



As part of our sponsorship, the CVB received major branding on the Red Carpet and the after party was themed "Palm Springs," with CVB imagery covering the walls, the CVB logo on all after party collateral (including the menus and photo booth), and the opportunity to distribute gift bags with destination information to all attendees. The movie premiered to a packed house of 400, with a line of people waiting for no-shows. Total Box-Office sales - \$6.2 million.



Film Oasis Highlights



What's happening in January/February

- Continue the momentum built from AFM with additional production desk side meetings in Los Angeles
- Scout in February with a major travel show that will shoot later this year
- A fashion photo shoot in February that will highlight the area

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

Destination Development Highlights

We are thrilled by the accomplishments and performance of each of the Destination Development initiatives. Here are a few highlights:

dineGPS

The CVB successfully coordinated a year-round initiative to celebrate dining and nightlife in the Coachella Valley. dineGPS was launched in 2017 to promote Greater Palm Springs Restaurant Week and continue to promote culinary and nightlife events and opportunities throughout the year. A number of chef videos were created, dineGPS social channels were active, and the dineGPS newsletter was published each month to showcase foodie stories, new restaurant openings and events.



Chef Tanya speaks to taste and great food



Le Vallauris ~ Wander List



Chef Engin Onural shares his passion



Chef Justin Jenkins on food as an art



dineGPS Looking Ahead

Greater Palm Springs Restaurant week will take place June 1-17, 2018. Early-bird registration for Greater Palm Springs Restaurant Week was offered to participating restaurants from last year and has already resulted in **60** restaurants – meaning 54% of the restaurants were enrolled before we opened registration on January 16th. Regular registration is open until February 15th. We anticipate a growth in the number of participating restaurants and the business for the restaurants and tourism for the area.

Health & Wellness

The Health & Wellness Advisory Committee met in August, October and early December.

The section of the website dedicated to Health & Wellness was developed:
<https://visitgreaterpalmsprings.com/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.



The Chill Chaser pedals her way to fun with Pedego!



The Chill Chaser relaxes at Spa La Quinta



The Chill Chaser for Greater Palm Springs tries Footgolf!



Health & Wellness – Looking Ahead

The Health & Wellness Advisory Committee met in August, October and early December. We have plans for some exciting Health & Wellness media promotions and we are planning the launch of **Wellness Month** in October 2018.

Outdoor Adventure



The CVB has been partnering with CVAG, Friends of Desert Mountains and Bureau of Land Management to identify Greater Palm Springs trails. A number of articles and videos were created to promote outdoor adventure.

The CVB developed a section of the website dedicated to Outdoor Adventure including: Hiking, Biking, Golf, Tennis, Jeep Tours, Sightseeing, Stargazing and sports facilities:

<https://visitgreaterpalmsprings.com/outdoor-adventures/>



San Andreas ~ Wander List



Palm Canyon ~ Wander List



Joshua Tree ~ Wander List



Birding ~ Wander List



The Chill Chaser has a rockin' good time at Desert Adventures

Outdoor Adventure Looking Ahead

A portion of the 2018 media buy is dedicated to Outdoor Adventure interests, including:

1. 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 some of the Wander List and Chill Chaser videos to Outdoor Adventure.
2. The CVB is working on plans for street signage to direct hikers to the trails.

Transportation

Air Service:

Many airlines are shifting their equipment from smaller planes to newer planes with more seat capacity in 2018, meaning more opportunities may be available for late 2018 into early 2019.

Air service development is a top priority of the Destination Development Plan, and we have distributed a new RFP for representation in 2018.



Transportation – Looking Ahead

Air Service

The CVB will announce the representative to work with us on Air Service Development for the coming year. This will be an aggressive plan to extend months of service, grow seat capacity and extend frequency of service.

Rail

Amtrak is considering a train to/from the Coachella Valley for the music festivals this year. We will continue to support a long-term focus on rail and this could be a good first step to secure more passenger rail service to our destination.



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 Chill Deals: Registration is open for Greater Palm Springs Restaurant Week June 1-17. Restaurants may register at www.dineGPS.com/register. We support the restaurant community via dineGPS social channels and Chill Pass. If you would like to provide a special offer, please submit your offer here and we will promote it via our Chill Pass offers: https://dinegps.formstack.com/forms/dinegps_chill_deals

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/greaterpalm Springs. 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- January 2018

January 2018

January 2017

Number of Flights

2,581

Number of Seats

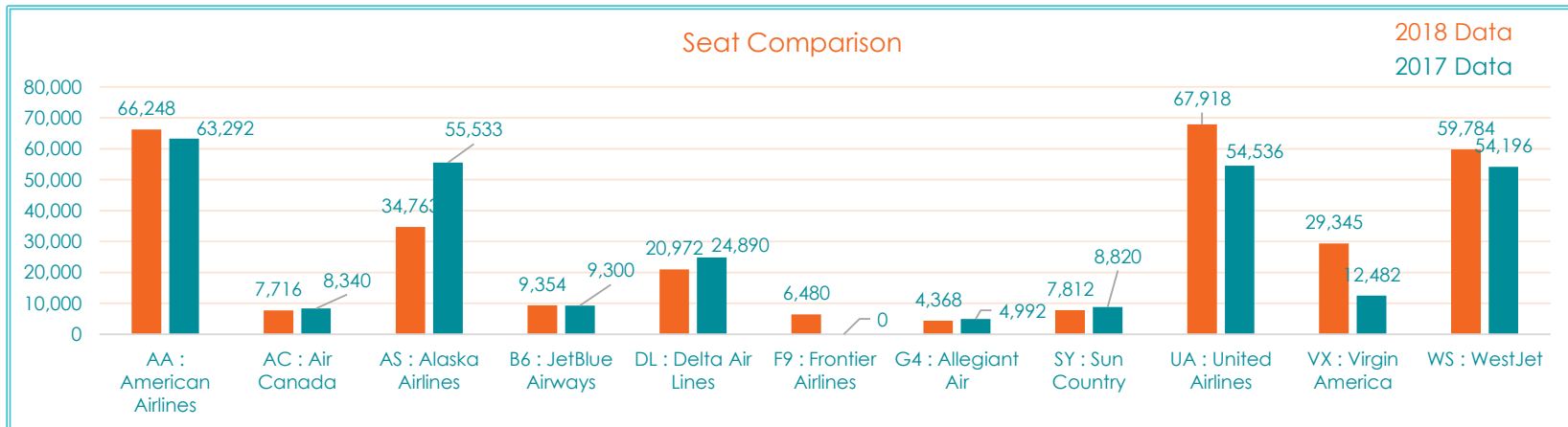
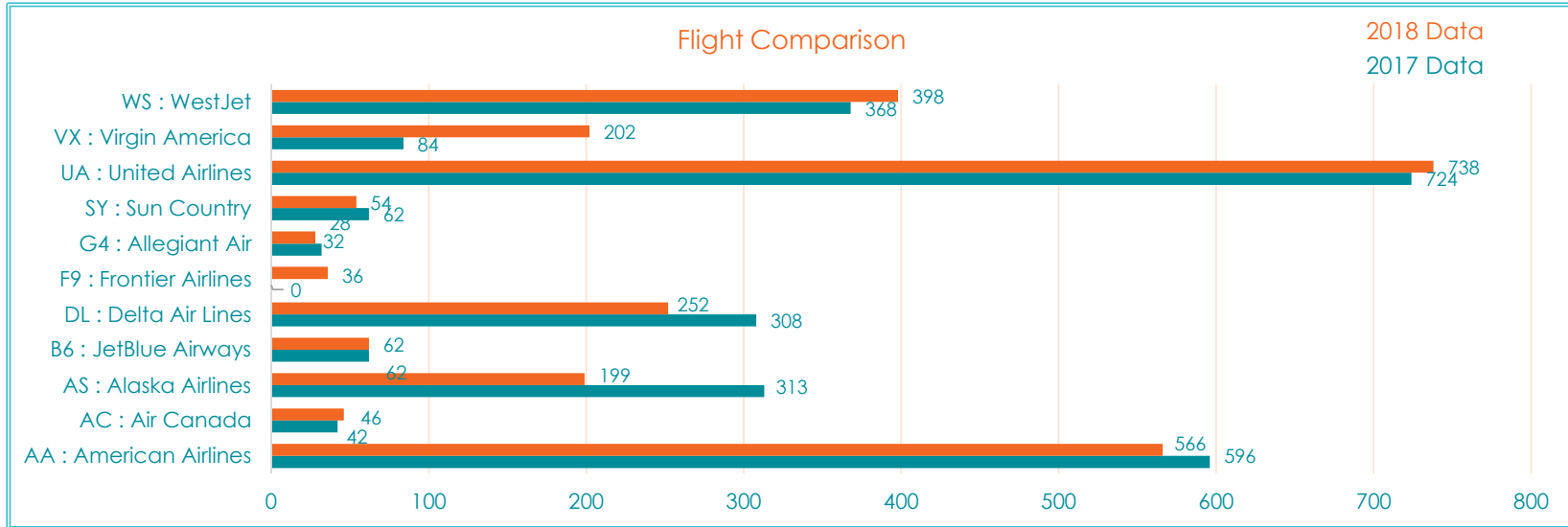
314,760

Number of Flights

2,591

Number of Seats

296,381



*Data represents inbound and outbound flights for PSP

PSP Departures & Average Seats per Departure

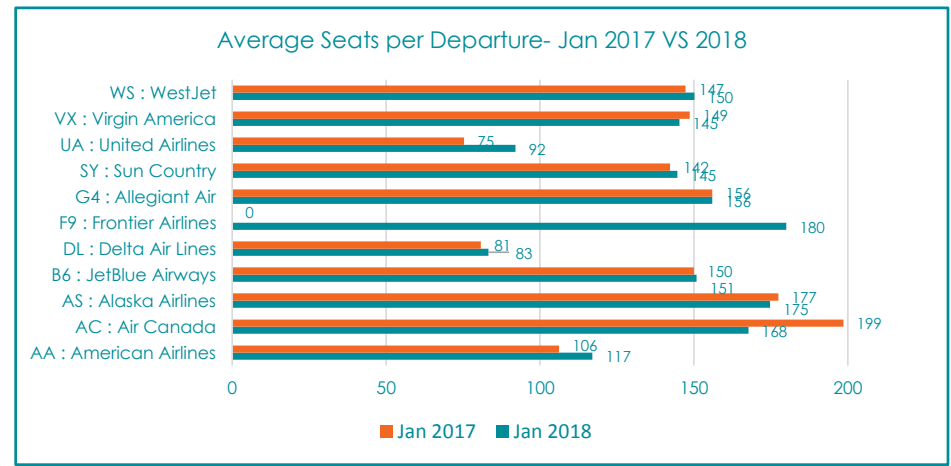
Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Jan-18	Feb-18	Mar-18	Apr-18	Jan-18	Feb-18	Mar-18	Apr-18
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	93	84	93	62	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	39	32	40	31	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	151	138	155	202	79	86	90	74
AA : American Airlines	PSP : Palm Springs, CA, US	283	254	287	296	117	120	122	101
AC : Air Canada	PSP : Palm Springs, CA, US	23	25	31	24	168	189	197	179
AC : Air Canada	YVR : Vancouver, BC, CA	5	9	13	7	282	282	282	282
AC : Air Canada	YYZ : Toronto, ON, CA	18	16	18	17	136	136	136	136
AS : Alaska Airlines	JFK : New York-JFK, NY, US	0	0	0	1	0	0	0	146
AS : Alaska Airlines	PDX : Portland, OR, US	35	36	55	60	174	173	167	168
AS : Alaska Airlines	PSP : Palm Springs, CA, US	100	141	191	213	175	172	171	170
AS : Alaska Airlines	SEA : Seattle, WA, US	64	106	136	132	175	172	172	174
AS : Alaska Airlines	SFO : San Francisco, CA, US	0	0	0	20	0	0	0	148
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	31	28	31	30	151	150	150	150
B6 : JetBlue Airways	PSP : Palm Springs, CA, US	31	28	31	30	151	150	150	150
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	31	28	31	30	158	160	157	160
DL : Delta Air Lines	PSP : Palm Springs, CA, US	126	125	188	136	83	88	84	76
DL : Delta Air Lines	SEA : Seattle, WA, US	32	29	36	10	76	108	137	76
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	63	68	121	96	50	50	50	50
F9 : Frontier Airlines	DEN : Denver, CO, US	18	16	18	14	180	180	180	180
F9 : Frontier Airlines	PSP : Palm Springs, CA, US	18	16	18	14	180	180	180	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	14	16	24	15	156	156	156	156
G4 : Allegiant Air	PSP : Palm Springs, CA, US	14	16	24	15	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	27	34	36	27	145	154	152	156
SY : Sun Country	PSP : Palm Springs, CA, US	27	34	36	27	145	154	152	156
UA : United Airlines	DEN : Denver, CO, US	93	107	153	127	124	108	92	94
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	61	56	62	40	74	73	73	73
UA : United Airlines	LAX : Los Angeles, CA, US	32	28	31	30	51	50	50	50
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	31	28	31	22	76	102	128	127
UA : United Airlines	PSP : Palm Springs, CA, US	369	358	432	369	92	92	90	90
UA : United Airlines	SFO : San Francisco, CA, US	152	139	155	150	92	94	95	94
VX : Virgin America	JFK : New York-JFK, NY, US	4	4	5	3	146	146	147	146
VX : Virgin America	PSP : Palm Springs, CA, US	101	92	106	82	145	145	147	148
VX : Virgin America	SFO : San Francisco, CA, US	97	88	101	79	145	145	147	148
WS : WestJet	PSP : Palm Springs, CA, US	199	194	221	186	150	154	156	161
WS : WestJet	YEG : Edmonton, AB, CA	32	28	31	28	150	166	160	160
WS : WestJet	YVR : Vancouver, BC, CA	63	62	71	57	165	162	163	167
WS : WestJet	YWG : Winnipeg, MB, CA	13	12	14	8	138	156	147	151
WS : WestJet	YYC : Calgary, AB, CA	81	80	92	82	144	146	154	163
WS : WestJet	YYZ : Toronto, ON, CA	10	12	14	9	126	144	128	126
Totals		2,581	2,567	3,132	2,781	5,075	5,220	5,239	5,439

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way by Market Airline						
Market Airline	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
AA : American Airlines	18.3	18.1	18.5	19.7	16.4	16.0
AC : Air Canada	1.5	1.8	2.0	1.6	0.0	0.0
AS : Alaska Airlines	6.4	10.1	12.3	14.2	14.3	5.7
B6 : JetBlue Airways	2.0	2.0	2.0	2.0	0.1	0.0
DL : Delta Air Lines	8.1	8.9	12.1	9.1	5.9	4.5
F9 : Frontier Airlines	1.2	1.1	1.2	0.9	0.6	0.0
G4 : Allegiant Air	0.9	1.1	1.5	1.0	0.8	0.5
SY : Sun Country	1.7	2.4	2.3	1.8	0.9	0.0
UA : United Airlines	23.8	25.6	27.9	24.6	18.0	16.4
VX : Virgin America	6.5	6.6	6.8	5.5	0.0	0.0
WS : WestJet	12.8	13.9	14.3	12.3	3.0	1.7

Average Daily Seats Each Way by Market Airline						
Market Airline	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
AA : American Airlines	2,137	2,176	2,272	1,987	1,503	1,452
AC : Air Canada	249	337	394	286	0	0
AS : Alaska Airlines	1,121	1,741	2,105	2,409	2,332	876
B6 : JetBlue Airways	302	300	300	300	10	0
DL : Delta Air Lines	677	786	1,022	690	297	223
F9 : Frontier Airlines	209	206	209	168	105	0
G4 : Allegiant Air	141	178	242	156	131	83
SY : Sun Country	252	375	352	280	122	0
UA : United Airlines	2,191	2,362	2,509	2,218	1,528	1,230
VX : Virgin America	947	954	1,006	808	0	0
WS : WestJet	1,929	2,138	2,225	1,986	503	236

Average Seats per Departure by Market Airline						
Market Airline	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18
AA : American Airlines	117.0	119.9	122.5	100.9	91.7	90.8
AC : Air Canada	167.7	188.6	197.2	178.6	0.0	0.0
AS : Alaska Airlines	174.7	172.3	170.9	169.6	162.8	154.6
B6 : JetBlue Airways	150.9	150.0	150.0	150.0	150.0	#DIV/0!
DL : Delta Air Lines	83.2	88.1	84.3	76.1	50.0	50.0
F9 : Frontier Airlines	180.0	180.0	180.0	180.0	180.0	#DIV/0!
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	144.7	154.4	151.7	155.6	140.0	#DIV/0!
UA : United Airlines	92.0	92.4	90.0	90.1	84.9	75.0
VX : Virgin America	145.3	145.2	147.1	147.8	0.0	0.0
WS : WestJet	150.2	154.3	155.7	161.0	165.8	136.4



January 2018 Departures by Aircraft Type

Average Daily Opportunities

Market Airline	Aircraft Type	# of Flights	# of Seats	Average Daily Flight Opportunities	Average Daily Seat Opportunities
AA : American Airlines	A319	48	6,144	1.5	198
AA : American Airlines	B737-800 Winglets Pax/BBJ2	264	42,240	8.5	1,363
AA : American Airlines	CRJ-700	240	16,800	7.7	542
AA : American Airlines	CRJ-900	14	1,064	0.5	34
AC : Air Canada	A319	36	4,896	1.2	158
AC : Air Canada	B767-300 Passenger	10	2,820	0.3	91
AS : Alaska Airlines	B737-700 Passenger	2	248	0.1	8
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	29	4,611	0.9	149
AS : Alaska Airlines	B737-900 Passenger	20	3,560	0.6	115
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	148	26,344	4.8	850
B6 : JetBlue Airways	A320	56	8,400	1.8	271
B6 : JetBlue Airways	A321	6	954	0.2	31
DL : Delta Air Lines	A319	4	528	0.1	17
DL : Delta Air Lines	A320	58	9,280	1.9	299
DL : Delta Air Lines	CRJ	126	6,300	4.1	203
DL : Delta Air Lines	E-175	64	4,864	2.1	157
F9 : Frontier Airlines	A320	36	6,480	1.2	209
G4 : Allegiant Air	A319	28	4,368	0.9	141
SY : Sun Country	B737-700 Passenger	30	3,780	1.0	122
SY : Sun Country	B737-800 Passenger	24	4,032	0.8	130
UA : United Airlines	A319	116	14,848	3.7	479
UA : United Airlines	A320	8	1,200	0.3	39
UA : United Airlines	B737-800 Passenger	47	7,802	1.5	252
UA : United Airlines	B737-900 Passenger	48	8,592	1.5	277
UA : United Airlines	CRJ-200	124	6,200	4.0	200
UA : United Airlines	CRJ-700	124	8,680	4.0	280
UA : United Airlines	E-175 Enhanced Winglets	271	20,596	8.7	664
VX : Virgin America	A319	22	2,618	0.7	84
VX : Virgin America	A320	178	26,357	5.7	850
VX : Virgin America	A321	2	370	0.1	12
WS : WestJet	B737-600	36	4,068	1.2	131
WS : WestJet	B737-700 Winglets Pax/BBJ1	150	20,100	4.8	648
WS : WestJet	B737-800 Winglets Pax/BBJ2	212	35,616	6.8	1,149

October 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	24,282	20,966	88.41	89.53	235.5	7.6
AS : Alaska Airlines	13,438	11,428	85.41	83.68	76	2.5
DL : Delta Air Lines	3,100	2,706	87.29	90.39	62	2.0
G4 : Allegiant Air	2,808	2,310	82.26	87.24	18	0.6
SY : Sun Country	1,779	1,215	68.30	66.02	14	0.5
UA : United Airlines	27,373	21,357	79.64	88.70	271	8.7
VX : Virgin America	9,062	6,191	68.31	68.46	61	2.0

