

The June Board Report is a summary of performance activity through May 2018. It also looks ahead to future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

## **OUR MISSION**

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

## **President's Summary**

It is hard to believe we are in June and the end of fiscal year 17/18. Our TBID collections continue to exceed our forecast and we are working on a reserve policy to ensure we have funds for emergencies, critical opportunities (like air service) and capital needs. I have asked John Kirby to develop a recommendation based on best practices from other CVBs around the country.

Congratulations to all of the nominees and winners at the 2018 Oasis Awards. We had excellent attendance and have received a lot of positive comments about the new categories and the format. For 2019, we will continue to refine the categories and develop new opportunities to recognize different aspects of our industry and integrate the new Certified Tourism Ambassador program. If you have any suggestions, please let us know!

During the past few months, we completed an organizational assessment of the CVB with the help of a company (Coraggio Group) that specializes in strategic and organizational assessments. All of our team members participated in the process. It was very in-depth and informative. Coraggio indicated they are usually called in when an organization is "broken" and it was a new and refreshing scenario for them that we were proactive. We wanted to understand our weaknesses, our readiness for change, how well our departments work together, what is the best structure, to evaluate our processes and procedures and review the current roles and responsibilities.

The process revealed that the organization is at capacity and Coraggio's recommendations include adding additional positions, adjusting our current structure and reducing the number of reactive projects. The CVB utilizes various professional services to augment our needs and it has become clear that several roles need to be full-time and based at the CVB. Those positions include the following: Graphic Designer, Copy Writer and a Marketing Manager. The position of VP of Destination Development will evolve into two positions; Bob Thibault will become the Chief Destination Development Officer and we will add a Director of Partnership Development. Bob will take on more of the destination development responsibility with support from this new position. We will also add a Brand Communications Manager, Media Relations Manager, Certified Tourism Ambassador Manager, Brand Coordinator, Research Analyst and a Destination Sales Manager.

Attached is a summary and our new organizational chart with the new positions highlighted in purple. The Chairman's Committee was involved with this process and we are excited to grow the CVB and provide the economic development support that tourism requires to be successful. Our new theme is "1626", which represents our goal of 16.8 million visitors by 2026. We want our entire region to be thinking 1626! If we all work together and believe in 1626, it will become a reality!

(continued next page)

I recently attended the Airport Council International's annual air service conference (Jumpstart) in Cleveland. All of our appointments were very positive. We met with the following airlines; American, United, Delta, Southwest, Frontier, WestJet, JetBlue, Air Canada and Alaska. In addition to adding new cities, our goal is to extend existing service into June and starting service in September. Our new air service development consultant is fantastic; they truly understand how our market works and how to develop the "business case" for growth.

We also met with two new companies offering scheduled service – JetSuite and Contour. JetSuite is backed by JetBlue (with codeshare) and Qatar. JetSuite flies from Fixed Base Operations and Contour flies from the main terminal. We are in discussion with both airlines about service to Oakland, Sacramento, Las Vegas and San Jose.

We hope you enjoy this report, if you have any suggestions for the format or the information provided, we would love to hear from you!

Sincerely,



Scott White, President/CEO

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## Theme Development:

An in-depth staff engagement process was conducted during the months of February and March 2018 to gather insights and input from Greater Palm Springs CVB staff. The engagement process included individual interviews, an internal survey and in-person focus groups.

Themes were identified by combining interview themes, survey data and focus group outputs. Themes are designated as common topics both heard through interviews and supported by data. Open-response questions were qualitatively themed and then counted to identify key areas.

This assessment was developed by asking staff questions around the following topics and categories:

- 1) Organizational Structure and Efficiencies
- 2) Departmental Strengths and Weaknesses
- 3) Workload and Capacity
- 4) Processes and Procedures
- 5) Change Readiness
- 6) Roles and Responsibilities
- 7) Communication and Collaboration

## Approach Methodology

50  
SURVEY  
RESPONSES

16  
INTERVIEWS

31  
FOCUS  
GROUP  
PARTICIPANTS



Three key organizational strengths emerged from the information collected:

- GPSCVB staff loves the people they work with, sharing the best of Palm Springs as a destination, their ability to impact the community and the sense of family and work-life balance that GPSCVB provides.
- GPSCVB individual departments identified key strengths of passion, strong work ethic, supportive team environment and a common drive for success.
- GPSCVB leadership is trusted and believed to be capable of addressing any necessary changes for organizational improvement. Additionally, the organization as a whole is prepared to navigate change.

# Organizational Strengths Themes

“I think our lines of communication are very open. We can ask questions without being afraid to ask. Everyone is always open to meet and discuss what can be done better.”

“We all have the drive to succeed and do well. We work together as a group.”

“Every person on the team, wants to be successful. I believe others feel good about positively impacting the success of the destination.”

“Everyone knows the overall mission and goal of the organization. Attitudes are positive. People are supportive of each other. Inside the department we communicate frequently and help each other out when needed.”

“Everyone takes their role seriously and all work very hard. Our staff is very educated and capable.”

## Strengths within my Department:

GPSCVB individual departments identified key strengths of passion, strong work ethic, supportive team environment and a common drive for success.



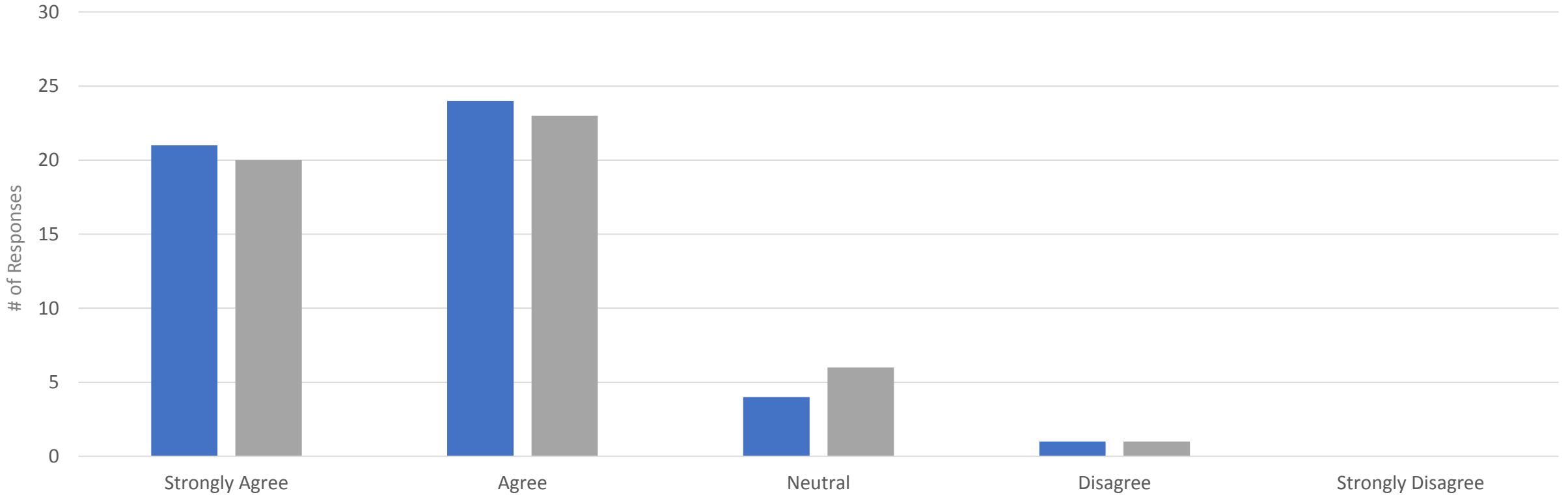




## What I Love About My Job:

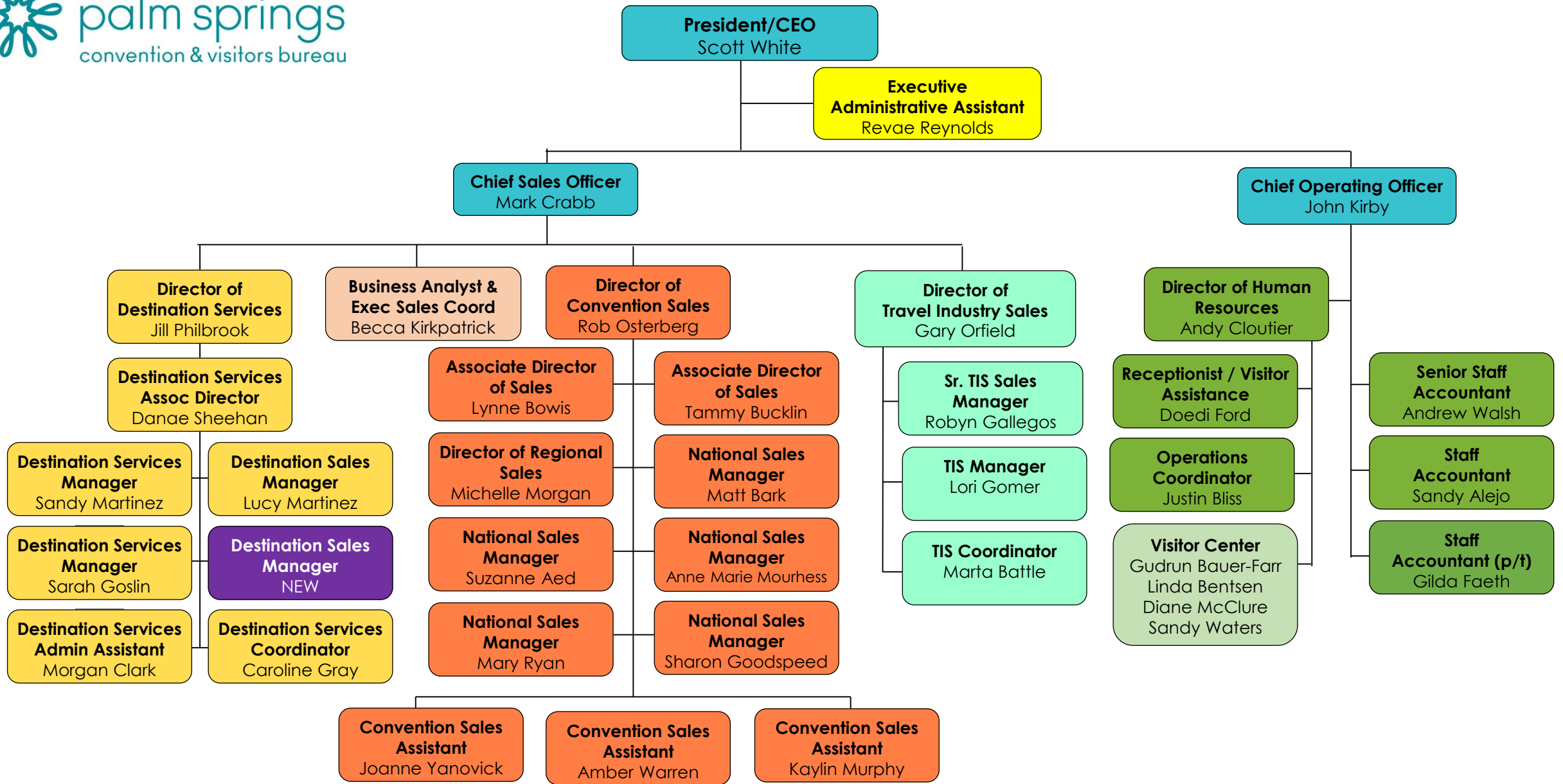
GPSCVB staff loves the people they work with, sharing the best of Palm Springs as a destination, impacting the community and the sense of family and work-life balance that GPSCVB provides.

■ GPSCVB's Executives and Directors have the capability to lead us through change and/or crisis.  
■ GPSCVB as an organization is prepared to navigate change and/or crisis.

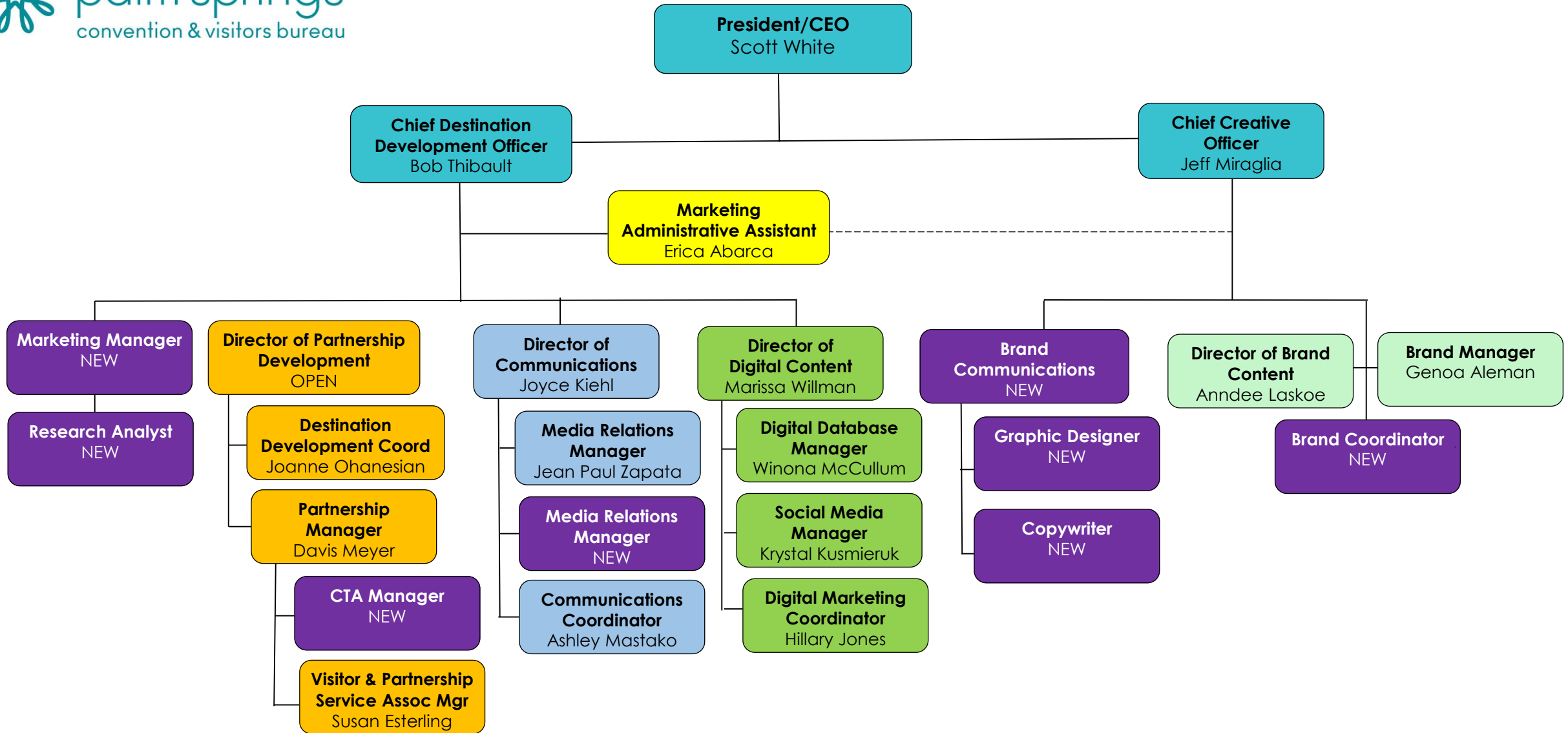


## Organizational Change Capabilities and Change Readiness:

GPSCVB leadership is trusted and believed to be capable of addressing any necessary changes for organizational improvement. Additionally, the organization as a whole is prepared to navigate change.







# Greater Palm Springs

## Local Industry STR Data for April 2018

April 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from April 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	April 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	74.8	-0.7	5.7	5.0	7.9	2.1	75.1	0.3	6.7	7.0	10.1	3.1	136	15038
Palm Springs	75.0	-0.9	7.1	6.1	9.4	2.1	74.8	1.8	8.1	10.0	13.8	5.3	64	5214
Cathedral City/ Desert Hot Springs	67.9	8.2	5.3	14.0	14.0	8.2	71.7	7.6	3.4	11.2	19.1	15.2	6	764
Rancho Mirage	74.8	-7.3	3.8	-3.8	-3.8	-7.2	76.7	-3.5	6.4	2.7	2.7	-3.5	7	1843
Palm Desert	81.1	2.6	7.0	9.7	22.6	14.6	79.8	-2.2	6.9	4.5	13.3	6.0	15	2448
Indian Wells/ La Quinta	71.6	-0.1	4.6	4.5	4.5	-0.1	73.7	2.6	5.3	8.1	8.1	2.6	9	2568
Indio	75.6	0.8	4.6	5.4	5.6	0.9	73.6	-0.3	5.9	5.6	5.7	-0.1	17	1309
<b>Hotel Class</b>														
Upper Resort	74.1	-1.7	5.4	3.6	3.6	-1.7	74.1	0.7	6.1	6.8	6.8	0.7	12	4850
Resort	76.8	-1.9	8.2	6.1	6.1	-1.9	76.8	1.4	7.2	8.7	8.7	1.5	14	2845
Branded Select Service	75.7	1.8	6.1	7.9	8.0	1.9	76.2	-0.6	6.1	5.4	6.8	0.6	43	4419

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

(ADR is Average Daily Rate; RevPAR is Revenue Per Available Room; and RNS Is Room Nights Sold)

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

# Greater Palm Springs

## Local Industry STR Data for May 2018

May 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from May 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	May 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	59.1	2.2	4.6	7.0	10.3	5.5	71.8	0.5	6.5	7.0	10.3	3.6	137	15084
Palm Springs	61.8	5.0	7.7	13.1	16.5	8.2	72.1	2.3	8.0	10.5	14.3	5.8	64	5214
Cathedral City/ Desert Hot Springs	51.6	4.9	6.1	11.2	11.2	4.9	67.5	7.4	4.1	11.9	18.1	13.4	6	764
Rancho Mirage	61.8	2.0	3.0	5.1	5.1	2.1	73.6	-2.6	5.8	3.0	3.1	-2.6	7	1843
Palm Desert	57.3	-6.9	3.2	-3.9	7.4	4.1	75.1	-3.1	6.5	3.2	12.6	5.7	15	2448
Indian Wells/ La Quinta	58.8	5.3	0.3	5.6	7.5	7.2	70.5	2.8	4.4	7.4	8.5	3.9	10	2614
Indio	55.3	4.7	2.7	7.5	7.6	4.9	69.9	0.5	6.0	6.5	6.6	0.6	17	1309
Hotel Class														
Upper Resort	58.4	3.6	1.8	5.5	5.5	3.6	70.8	1.2	5.4	6.6	6.6	1.2	12	4850
Resort	63.5	8.2	4.6	13.2	13.2	8.1	74.1	2.5	6.6	9.3	9.4	2.6	14	2845
Branded Select Service	58.9	-0.6	5.6	5.0	5.1	-0.5	72.7	-0.6	6.4	5.7	6.8	0.4	43	4419

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(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

## June 2018

### Convention Sales

The convention sales team continues to hit it out of the park (baseball season reference)! Staff has generated 10% more leads than the same time last year. The team is also up 3% on new leads, an important measurement and focus for the department. Thus far, we have produced 309 new leads for our hotel Partners since the start of 2018. We are also 9% up YOY on booked room nights which is crucial to meet our aggressive room night goal.

Results from Meetings Database Institute, who has analyzed our current meetings database to segment and clarify which accounts hold the greatest value, will be available by the end of the month which we will share with the DOSM's at our next quarterly meeting. The Destination Analytics meeting planner awareness and image study will be completed by the end of August.

We continue to push out 2019 midweek promotions in Cvent, PCMA Convene, Conference Direct, Meeting Mentor, Smart Meetings, Meetings Today and Successful Meetings, through a variety of media avenues, banner ads, eblasts, digital ads, newsletters and editorial. We want to reach as many planners as possible so to enhance and strengthen our brand identifying Greater Palm Springs as an exceptional destination to conduct meetings, events and conferences for our need periods. We are also working with the LGBT vertical market this year and will be participating in the LGBTCVB annual conference and pursue some marketing sponsorship opportunities.

Finally, our new "Site Experience" program will be launched on June 21<sup>st</sup> with our staff first and then training of our Partners will commence on July 19<sup>th</sup> with a session in the morning and another in the afternoon. We would like to invite anyone who handles site inspections for attractions, hotels and offsite venues, so save the date, more to come.

### Highlights for June, July & August

#### June 2018

**June 5-8. Western Canada Sales Calls-** CVB staff and destination partners traveled to Vancouver for client events, presentations and sales calls. Staff will also share what continues to be enhanced air service from all of Canada for Greater Palm Springs.

**June 11-14. Sacramento Sales Calls-** CVB staff and 13 destination Partners traveled to Sacramento for sales calls, events and client presentations. Additionally, all participants attended the MPI Sacramento Gala program in the city. To date, the team has uncovered four convention opportunities for Greater Palm Springs.

**June 18-22. Midwest Sales Calls-** CVB staff and five destination Partners traveled to Kansas City and Chicago for events, sales calls and presentations. Many of these calls will include new clients with potential to meet in Greater Palm Springs. Highlights of the trip will include client events with the Kansas City Royals and Chicago Cubs.

# Convention Sales & Services

## June 2018

**June 26-28. Washington DC Event & Sales Calls-** CVB staff and 5 destination Partners will travel to Washington D.C. for presentations, sales calls and client events. Many customers who will attend are association executives responsible for large conventions placed throughout the U.S. Airline access and increased lift into Greater Palm Springs will be highlighted during our discussions.

### August 2018

**August 14-15. IncentiveWorks, Toronto-** CVB staff and destination Partners will participate in the annual trade show in Toronto. IncentiveWorks is the largest meetings and events industry trade show and conference in Canada. At IncentiveWorks, our goal is to provide the tools required for you to plan and execute better meetings, conferences, and events.

**August 18-21. ASAE Annual Meeting & Exposition-** CVB staff and 4 destination Partners will travel to Chicago for the annual exposition and meeting. Thousands of association professionals and industry Partners gather to exchange time, resources, strategies, solutions, and more. Over three days of learning, growing, and finding inspiration, attendees are equipped with a year's worth of support in their daily responsibilities as leaders in the association industry.

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

**Convention Sales  
Production  
May 2018**

**Convention Sales Production**

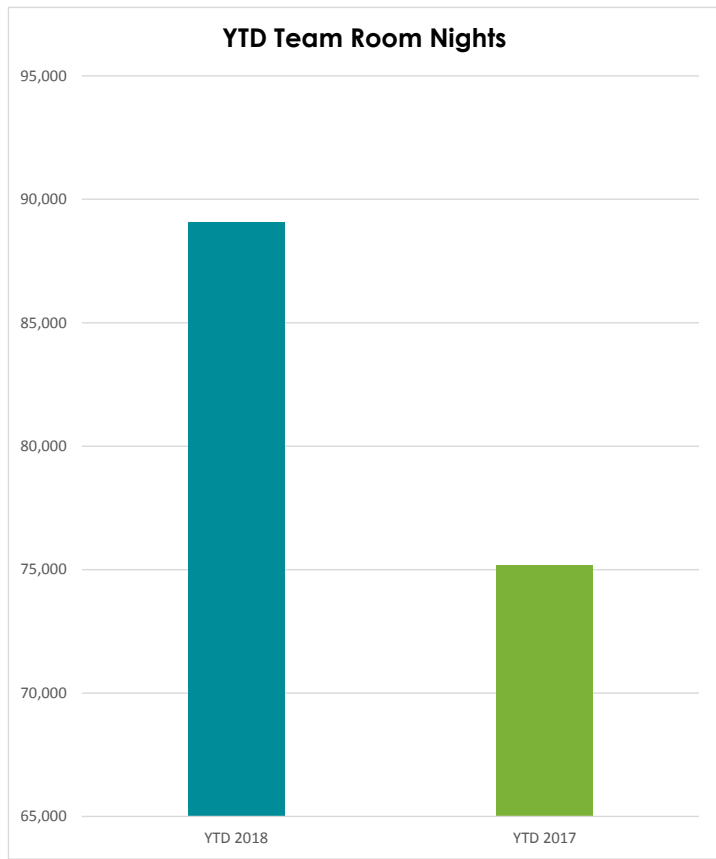
TEAM	May-18	May-17	Variance	YTD 2018	YTD 2017	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>92</b>	<b>90</b>	<b>2%</b>	<b>486</b>	<b>439</b>	<b>11%</b>	<b>424</b>	<b>15%</b>
<b>Definite Room Nights</b>	<b>20,913</b>	<b>20,859</b>	<b>0%</b>	<b>89,094</b>	<b>75,167</b>	<b>19%</b>	<b>68,555</b>	<b>30%</b>
<b>Bookings</b>	<b>27</b>	<b>25</b>	<b>8%</b>	<b>128</b>	<b>128</b>	<b>0%</b>	<b>146</b>	<b>-12%</b>

EIC	Item	May-18	May-17	Variance	YTD 2018	YTD 2017	Variance
	Business Sales	\$ 12,323,120	\$ 11,713,473	5%	\$ 55,913,079	\$ 51,240,550	9.1%
	Jobs Supported	4,438	3,390	31%	21,201	15,761	35%
	Local Taxes	\$ 677,896	\$ 565,439	20%	\$ 2,888,641	\$ 2,681,253	8%
	Personal Income	\$ 4,267,721	\$ 4,066,417	5%	\$ 19,784,238	\$ 17,944,874	10%
	Bed Taxes	\$ 508,312	\$ 410,709	24%	\$ 2,153,539	\$ 1,679,759	28%

LEGACY	May-18	YTD 2018
Definite Room Nights	8,342	10,421
Bookings	3	7
EIC Business Sales	\$ 5,310,728	\$ 6,453,628
EIC Jobs Supported	1,389	1,859
EIC Local Taxes	\$ 282,312	\$ 328,653
EIC Personal Income	\$ 1,845,656	\$ 2,240,632
EIC Bed Taxes	\$ 211,694	\$ 243,681

TOTAL	May-18	YTD 2018
Definite Room Nights	29,255	99,515
Bookings	30	135
EIC Business Sales	\$ 17,633,847	\$ 62,366,707
EIC Jobs Supported	5,827	23,060
EIC Local Taxes	\$ 960,208	\$ 3,217,294
EIC Personal Income	\$ 6,113,377	\$ 22,024,870
EIC Bed Taxes	\$ 720,006	\$ 2,397,220

Meetings Actualized (Includes Legacy)		
	May-18	YTD 2018
Definite Room Nights	10,847	93,133
Bookings	20	151
EIC Business Sales	\$ 7,375,608	\$ 79,826,114
EIC Jobs Supported	2,412	25,253
EIC Local Taxes	\$ 389,900	\$ 4,492,620
EIC Personal Income	\$ 2,607,035	\$ 27,931,538
EIC Bed Taxes	\$ 223,844	\$ 2,584,901



**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  
May 2018

**By Year (Team only)**

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2018	13	48%	3,885	19%	3,966	33%	61	12,639
2019	6	22%	4,115	20%	2,427	20%	36	28,064
2020	5	19%	9,477	45%	3,270	27%	16	17,344
2021	1	4%	1,130	5%	1,000	8%	5	9,618
2022	2	7%	2,306	11%	1,400	12%	6	15,032
2023	0	0%	0	0%	0	0%	2	2,046
2024	0	0%	0	0%	0	0%	1	683
2026	0	0%	0	0%	0	0%	1	3,668
<b>Total</b>	<b>27</b>	<b>100%</b>	<b>20,913</b>	<b>100%</b>	<b>12,063</b>	<b>100%</b>	<b>128</b>	<b>89,094</b>

**By Peak Room Nights (Team only)**

Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
1-99	11	41%	1,145	5%	763	6%	58	6,974
100 - 200	3	11%	1,525	7%	730	6%	29	14,380
201-499	10	37%	11,095	53%	7,620	63%	28	30,992
500-999	3	11%	7,148	34%	2,950	24%	12	29,887
1000-1499	0	0%	0	0%	0	0%	1	6,861
1500-4999	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>27</b>	<b>100%</b>	<b>20,913</b>	<b>100%</b>	<b>12,063</b>	<b>100%</b>	<b>128</b>	<b>89,094</b>

**By Market Segment (Team only)**

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities, Food	1	4%	1,130	5%	1,000	8%	7	11,298
Athletic & Sports/Recreation	0	0%	0	0%	0	0%	6	4,408
Automotive	0	0%	0	0%	0	0%	0	0
Computer/Software	0	0%	0	0%	0	0%	4	3,646
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	0	0
Educational	1	4%	28	0%	20	0%	5	860
Entertainment	0	0%	0	0%	0	0%	3	3,136
Environmental	1	4%	2,424	12%	1,200	10%	2	5,222
Ethnic	0	0%	0	0%	0	0%	1	186
Film Crews	0	0%	0	0%	0	0%	1	58
Financial	2	7%	3,561	17%	950	8%	9	8,104
Franchise/Multi-Level Marketing	2	7%	2,116	10%	2,000	17%	5	3,425
Fraternal	0	0%	0	0%	0	0%	0	0
Government, Public Administration	3	11%	1,338	6%	827	7%	10	10,447
Health & Medical	6	22%	3,753	18%	1,750	15%	14	5,688
High Tech/Electric/Computer/Communications	0	0%	0	0%	0	0%	4	2,754
Hobby & Vocational	0	0%	0	0%	0	0%	1	163
Incentive	0	0%	0	0%	0	0%	0	0
Insurance	0	0%	0	0%	0	0%	2	596
Insurance Association	0	0%	0	0%	0	0%	1	495
Manufacturing/Distribution	3	11%	2,459	12%	970	8%	7	4,077
Meetings, Convention, Tourism	0	0%	0	0%	0	0%	1	81
Pharmaceuticals	0	0%	0	0%	0	0%	1	362
Real Estate	0	0%	0	0%	0	0%	4	8,354
Religious	2	7%	815	4%	380	3%	11	3,116
Scientific, Engineering, Technical	2	7%	1,025	5%	422	3%	7	3,625
Sporting Events	1	4%	1,277	6%	2,000	17%	3	2,077
Third Party Planner	0	0%	0	0%	0	0%	3	771
Trade, Commercial or Business	2	7%	100	0%	44	0%	14	5,198
Transportation	1	4%	887	4%	500	4%	2	947
<b>Total</b>	<b>27</b>	<b>100%</b>	<b>20,913</b>	<b>100%</b>	<b>12,063</b>	<b>100%</b>	<b>128</b>	<b>89,094</b>

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

**By Key States/Countries (Team only)**

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
AB (Canada)	0	0%	0	0%	0	0%	2	1,509
BC (Canada)	1	4%	73	0%	22	0%	2	103
CA	14	52%	7,029	34%	6,215	52%	61	40,686
CO	0	0%	0	0%	0	0%	1	340
DC	2	7%	4,192	20%	1,350	11%	6	9,837
FL	2	7%	2,054	10%	1,000	8%	4	2,522
GA	0	0%	0	0%	0	0%	2	180
ID	0	0%	0	0%	0	0%	1	592
IL	2	7%	1,332	6%	474	4%	7	4,490
IN	0	0%	0	0%	0	0%	0	0
KS	1	4%	1,130	5%	1,000	8%	2	2,983
KY	1	4%	2,424	12%	1,200	10%	2	3,245
MA	0	0%	0	0%	0	0%	2	240
MD	0	0%	0	0%	0	0%	7	2,851
MI	1	4%	1,524	7%	370	3%	1	1,524
MO	0	0%	0	0%	0	0%	1	495
NE	1	4%	256	1%	100	1%	1	256
NH	0	0%	0	0%	0	0%	1	186
NJ	0	0%	0	0%	0	0%	1	175
NY	1	4%	64	0%	32	0%	5	4,127
OH	0	0%	0	0%	0	0%	1	20
OK	0	0%	0	0%	0	0%	0	0
ON	0	0%	0	0%	0	0%	2	1,429
OR	0	0%	0	0%	0	0%	1	245
PA	0	0%	0	0%	0	0%	3	1,671
SC	0	0%	0	0%	0	0%	1	163
SD	0	0%	0	0%	0	0%	0	0
SK (Canada)	0	0%	0	0%	0	0%	0	0
TN	0	0%	0	0%	0	0%	1	1,704
TX	1	4%	835	4%	300	2%	4	1,913
UT	0	0%	0	0%	0	0%	3	1,338
VA	0	0%	0	0%	0	0%	0	0
WA	0	0%	0	0%	0	0%	1	240
WI	0	0%	0	0%	0	0%	2	4,030
<b>Total</b>	<b>27</b>	<b>100%</b>	<b>20,913</b>	<b>100%</b>	<b>12,063</b>	<b>100%</b>	<b>128</b>	<b>89,094</b>

**PSCC Bookings (Includes Legacy)**

Market Segment	May			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	2	2,643	1,385	3	4,496	2,385
Athletic/Recreation	0	0	0	2	2,470	2,110
Computer/Software	1	5,716	3,975	1	5,716	3,975
Educational	0	0	0	1	285	800
Environmental	1	2,424	1,200	1	2,424	1,200
Government	0	0	0	1	1,100	350
Health & Medical	0	0	0	0	0	0
High Tech/Electric/Computer	0	0	0	0	0	0
Transportation	1	887	500	1	887	500
Scientific/Engineering	0	0	0	0	0	0
Social	0	0	0	0	0	0
Sporting Events	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
<b>Total</b>	<b>5</b>	<b>11,670</b>	<b>7,060</b>	<b>10</b>	<b>17,378</b>	<b>11,320</b>

## Convention Sales

Lost Business

May 2018

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

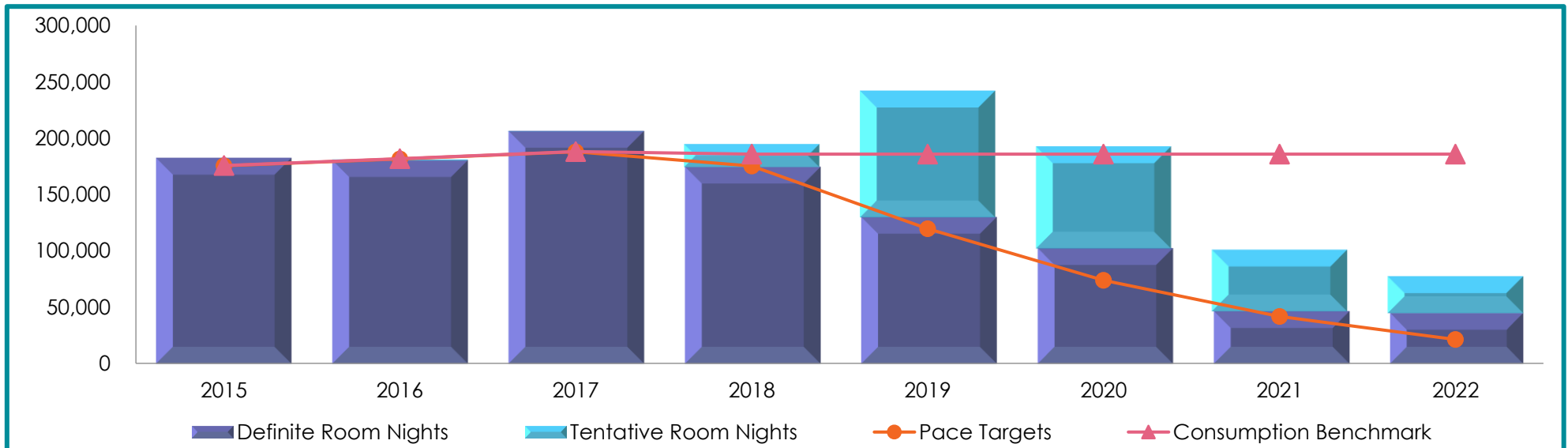
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	4	636	31	24,520
2	Las Vegas	3	8,869	10	11,391
3	Sacramento	0	0	2	8,060
4	Anaheim	0	0	3	7,001
5	Tuscon	0	0	7	6,640
6	Austin	1	1,700	3	5,335
7	New York	0	0	2	5,035
8	Scottsdale	1	191	13	4,943
9	Schaumburg	0	0	2	4,894
10	National Harbor	0	0	1	3,827

### All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	3	2,458	23	14,538
California	7	1,269	77	57,023
Colorado	1	865	2	1,195
District of Columbia	0	0	0	0
Florida	0	0	9	4,053
Georgia	0	0	1	483
Hawaii	0	0	3	2,004
Idaho	0	0	1	572
Illinois	0	0	3	5,019
Indiana	0	0	0	0
Kansas	0	0	0	0
Kentucky	0	0	0	0
Louisiana	2	1,368	5	3,778
Maryland	0	0	1	3,827
Minnesota	0	0	0	0
Missouri	0	0	0	0
N/A	7	1,085	64	19,980
Nevada	3	8,869	10	11,391
New Mexico	0	0	3	1,867
New York	0	0	4	7,540
North Carolina	0	0	1	935
Ohio	0	0	0	0
Oregon	0	0	2	3,412
Out of Country	0	0	11	2,109
South Carolina	0	0	2	117
South Dakota	0	0	1	135
Tennessee	0	0	2	2,479
Texas	1	1,700	11	11,816
Unknown	14	12,821	119	113,103
Utah	0	0	0	0
Washington	0	0	1	2,565
Wisconsin	0	0	1	2,625
Wyoming	0	0	1	508
<b>Total</b>	<b>38</b>	<b>30,435</b>	<b>358</b>	<b>273,074</b>

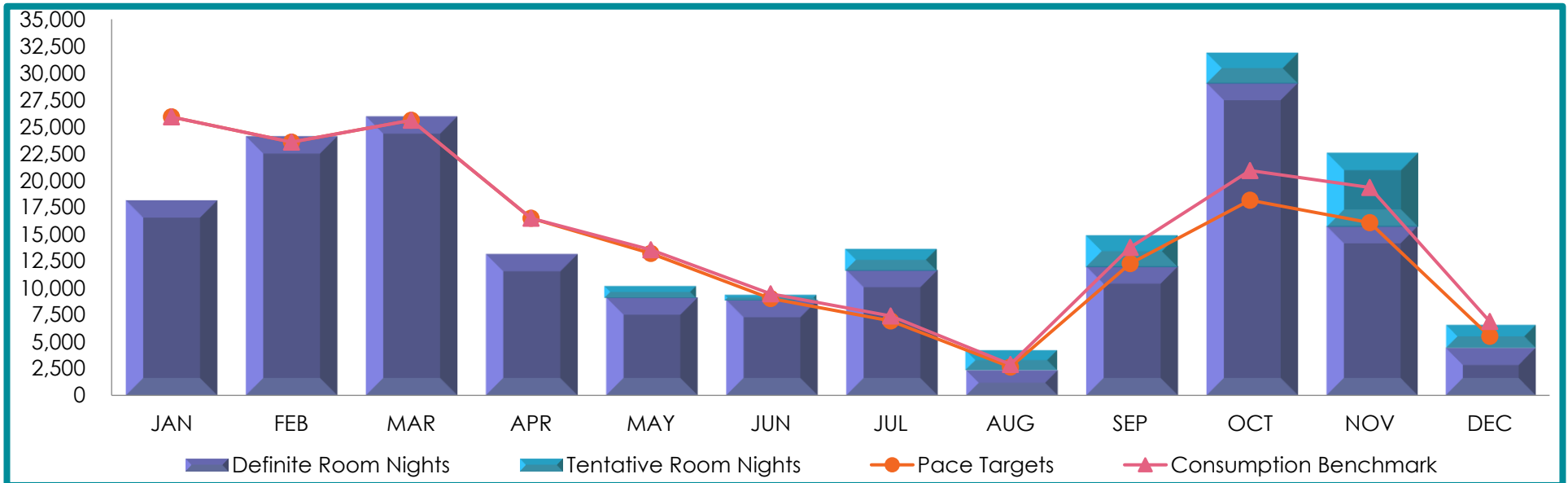
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Room Nights	182,294	180,156	206,054	174,343	129,878	102,235	46,524	45,074	1,066,558
Pace Targets	175,547	181,619	187,869	175,340	119,505	73,651	41,629	21,180	976,340
Variance	6,747	(1,463)	18,185	(997)	10,373	28,584	4,895	23,894	90,218
Consumption Benchmark	175,662	181,769	188,072	185,768	185,768	185,768	185,768	185,768	1,474,343
Pace Percentage	104%	99%	110%	99%	109%	139%	112%	213%	109%
Total Demand Room Nights	647,415	722,310	812,760	815,581	474,183	281,365	120,262	83,550	3,957,426
Lost Room Nights	465,121	542,154	606,706	641,238	344,305	179,130	73,738	38,476	2,890,868
Conversion Percentage	28%	25%	25%	21%	27%	36%	39%	54%	27%
Tentative Room Nights	0	1,000	50	20,388	111,954	90,596	54,782	32,807	311,577

Greater Palm Springs Events									
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Events	264	294	311	259	114	67	23	18	1,350
Pace Targets	277	288	291	248	113	52	26	12	1,307
Variance	(13)	6	20	11	1	15	(3)	6	43
Consumption Benchmark	278	289	292	293	293	293	293	293	2,324
Pace Percentage	95%	102%	107%	104%	101%	129%	88%	150%	103%
Total Demand Events	801	909	991	926	372	164	60	31	4,254
Lost Events	537	615	680	667	258	97	37	13	2,904
Conversion Percentage	33%	32%	31%	28%	31%	41%	38%	58%	32%
Tentative Events	0	1	2	57	152	79	41	17	349



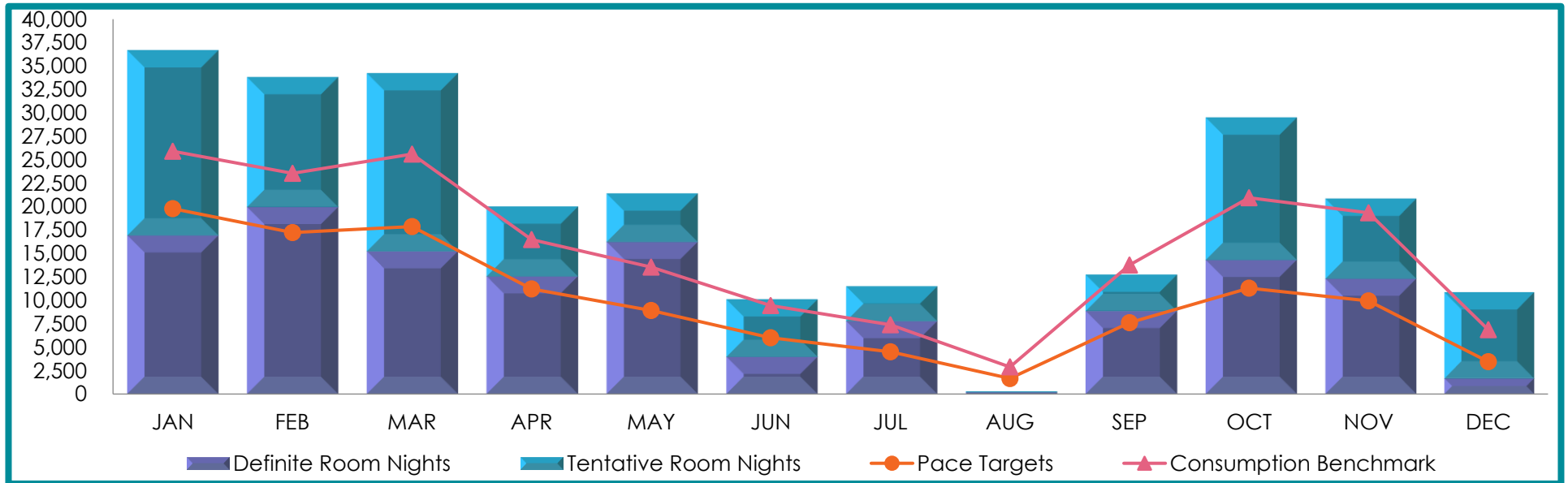
Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	18,110	24,063	25,901	13,133	9,118	8,879	11,654	2,347	11,993	28,997	15,721	4,427	174,343
Pace Targets	25,908	23,558	25,596	16,495	13,213	9,019	6,926	2,641	12,264	18,154	16,080	5,486	175,340
Variance	(7,798)	505	305	(3,362)	(4,095)	(140)	4,728	(294)	(271)	10,843	(359)	(1,059)	(997)
Consumption Benchmark	25,908	23,558	25,596	16,495	13,553	9,446	7,398	2,887	13,780	20,933	19,340	6,874	185,768
Pace Percentage	70%	102%	101%	80%	69%	98%	168%	89%	98%	160%	98%	81%	99%
Total Demand Room Nights	113,659	115,750	98,897	72,953	47,688	51,388	47,664	15,969	70,704	85,081	78,577	17,251	815,581
Lost Room Nights	95,549	91,687	72,996	59,820	38,570	42,509	36,010	13,622	58,711	56,084	62,856	12,824	641,238
Conversion Percentage	16%	21%	26%	18%	19%	17%	24%	15%	17%	34%	20%	26%	21%
Tentative Room Nights	0	0	0	0	1,097	520	2,030	1,856	2,967	2,869	6,878	2,171	20,388

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	33	47	34	20	14	15	11	7	21	33	20	4	259
Pace Targets	41	41	30	24	20	14	10	7	16	23	16	6	248
Variance	(8)	6	4	(4)	(6)	1	1	0	5	10	4	(2)	11
Consumption Benchmark	41	41	30	24	22	17	13	9	23	36	26	11	293
Pace Percentage	80%	115%	113%	83%	70%	107%	110%	100%	131%	143%	125%	67%	104%
Total Demand Events	124	169	120	103	65	61	46	26	68	77	54	13	926
Lost Events	91	122	86	83	51	46	35	19	47	44	34	9	667
Conversion Percentage	27%	28%	28%	19%	22%	25%	24%	27%	31%	43%	37%	31%	28%
Tentative Events	0	0	0	0	7	3	2	3	11	13	13	5	57



Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	16,894	19,933	15,213	12,545	16,197	3,976	7,770	200	8,874	14,298	12,303	1,675	129,878
Pace Targets	19,780	17,239	17,866	11,211	8,914	6,005	4,514	1,666	7,621	11,291	9,937	3,461	119,505
Variance	(2,886)	2,694	(2,653)	1,334	7,283	(2,029)	3,256	(1,466)	1,253	3,007	2,366	(1,786)	10,373
Consumption Benchmark	25,908	23,558	25,596	16,495	13,553	9,446	7,398	2,887	13,780	20,933	19,340	6,874	185,768
Pace Percentage	85%	116%	85%	112%	182%	66%	172%	12%	116%	127%	124%	48%	109%
Total Demand Room Nights	49,812	84,013	43,231	41,987	42,961	17,014	41,581	6,737	41,671	47,213	53,442	4,521	474,183
Lost Room Nights	32,918	64,080	28,018	29,442	26,764	13,038	33,811	6,537	32,797	32,915	41,139	2,846	344,305
Conversion Percentage	34%	24%	35%	30%	38%	23%	19%	3%	21%	30%	23%	37%	27%
Tentative Room Nights	19,717	13,825	18,947	7,446	5,188	6,169	3,740	120	3,898	15,163	8,529	9,212	111,954

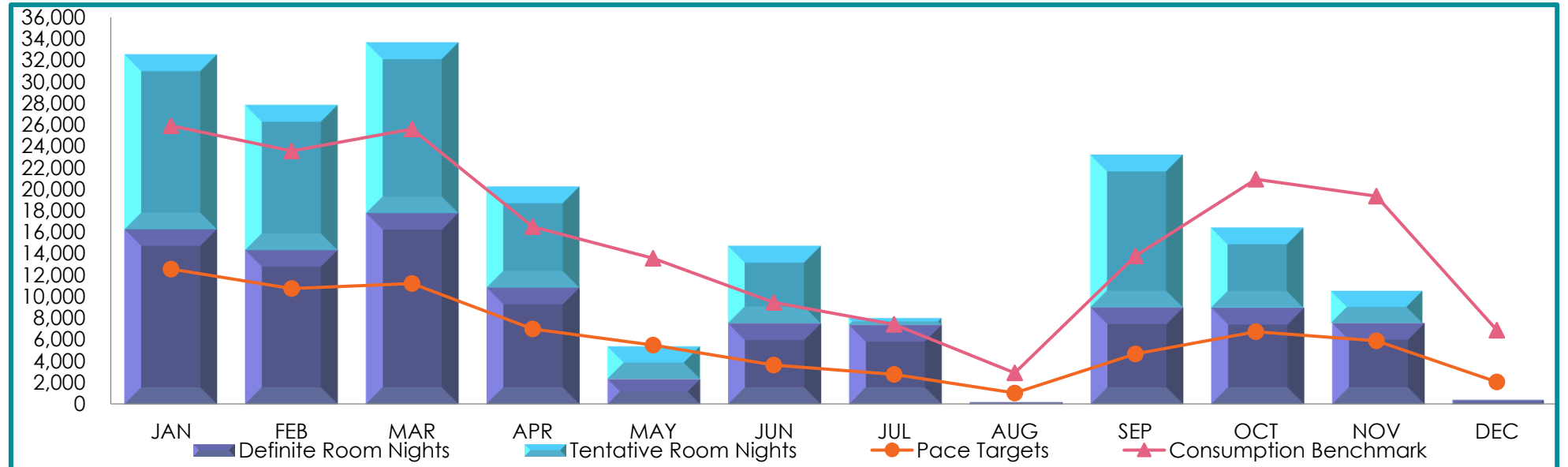
Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	17	18	12	10	15	6	7	1	8	9	8	3	114
Pace Targets	21	19	13	10	9	6	5	3	7	10	7	3	113
Variance	(4)	(1)	(1)	0	6	0	2	(2)	1	(1)	1	0	1
Consumption Benchmark	41	41	30	24	22	17	13	9	23	36	26	11	293
Pace Percentage	81%	95%	92%	100%	167%	100%	140%	33%	114%	90%	114%	100%	101%
Total Demand Events	49	71	36	40	33	18	28	6	27	35	24	5	372
Lost Events	32	53	24	30	18	12	21	5	19	26	16	2	258
Conversion Percentage	35%	25%	33%	25%	45%	33%	25%	17%	30%	26%	33%	60%	31%
Tentative Events	29	28	28	11	8	10	6	1	7	14	6	4	152





Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	16,214	14,297	17,718	10,812	2,321	7,491	7,348	200	8,990	8,933	7,511	400	102,235
Pace Targets	12,560	10,738	11,219	6,973	5,468	3,625	2,741	1,020	4,659	6,726	5,879	2,043	73,651
Variance	3,654	3,559	6,499	3,839	(3,147)	3,866	4,607	(820)	4,331	2,207	1,632	(1,643)	28,584
Consumption Benchmark	25,908	23,558	25,596	16,495	13,553	9,446	7,398	2,887	13,780	20,933	19,340	6,874	185,768
Pace Percentage	129%	133%	158%	155%	42%	207%	268%	20%	193%	133%	128%	20%	139%
Total Demand Room Nights	35,307	48,671	31,307	26,737	13,370	16,514	17,789	2,510	20,745	50,570	15,510	2,335	281,365
Lost Room Nights	19,093	34,374	13,589	15,925	11,049	9,023	10,441	2,310	11,755	41,637	7,999	1,935	179,130
Conversion Percentage	46%	29%	57%	40%	17%	45%	41%	8%	43%	18%	48%	17%	36%
Tentative Room Nights	16,266	13,496	15,866	9,397	3,049	7,213	640	0	14,184	7,475	3,010	0	90,596

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	14	10	7	7	2	4	3	1	5	8	5	1	67
Pace Targets	10	9	6	5	4	3	2	1	3	5	3	1	52
Variance	4	1	1	2	(2)	1	1	0	2	3	2	0	15
Consumption Benchmark	41	41	30	24	22	17	13	9	23	36	26	11	293
Pace Percentage	140%	111%	117%	140%	50%	133%	150%	100%	167%	160%	167%	100%	129%
Total Demand Events	26	30	15	15	8	9	10	3	14	25	7	2	164
Lost Events	12	20	8	8	6	5	7	2	9	17	2	1	97
Conversion Percentage	54%	33%	47%	47%	25%	44%	30%	33%	36%	32%	71%	50%	41%
Tentative Events	12	15	13	7	5	6	1	0	9	8	3	0	79



# Destination & Partnership Services

June 2018

## DESTINATION SERVICES:

### Summary (March-May)

The Destination Services team planned and organized 6 programs encompassing 11 events and activities including 1 trade show, 8 client events and 2 CVB events.

- Fulfilled 26 Convention Sales client requests resulting in 185 CVB Partner referrals
- Assisted a total of 23 Convention Sales clients with their service requests/fulfillments
- Organized 27 site visits representing 24,899 room nights and 10,140 attendees

### March-May Highlights

- Midwest BNP Client FAM, March 7-9
- HR Summit, March 14
- CalSAE Elevate, March 20-21
- Travel Rally Day, May 3
- IPW, May 21-23
- Restaurant Week Launch Event, May 31

### June-August

- The Department projects the following program management:
  - Total of 13 programs encompassing 31 events.
  - June through August sites currently have 8 pending.
  - Most site visits schedule 2-3 weeks in advance.

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

## PARTNERSHIP SERVICES:

### March-May Highlights

- We welcomed 12 new Partners and renewed 62 Partners
- A total of 522 Partner referrals were processed
- Welcomed 655 visitors from 12 different countries to the Visitor's Center
- Partnership Hosted the Following Events:

Date	Event	City	Number of Attendees
March 22, 2018	CVB & GCVCC Joint Spring Mixer – CV History Museum	Indio	163
April 9, 2018	CTA Focus Groups & Subject Matter Expert Panel	Rancho Mirage	64
April 25, 2018	CVB & Palm Springs Chamber Joint Mixer - Palm Springs Art Museum	Palm Springs	180
May 3, 2018	Greater Palm Springs Tourism Rally	Palm Desert	177
May 30, 2018	CVB Meet & See - ARRIVE Palm Springs + PSIFF	Palm Springs	104

# Destination & Partnership Services

June 2018



CVB Meet & See – May 30, 2018 – ARRIVE Palm Springs and PSIFF

## Greater Palm Springs Tourism Rally

The CVB celebrated the positive economic impact of tourism on our destination May 3, 2018 with the Greater Palm Springs Tourism Rally. With support of SunLine Transit Agency, CVB Partners were transported on Rally Buses from the Spa Resort Casino, Hyatt Indian Wells and Jackalope Ranch to the Indian Wells Theater at the CSUSB Palm Desert Campus. Presentations from Scott White, Richard Oliphant, Tom Tabler, Linda Evans, and Dr. Sharon Brown-Welty highlighted the results of our most recent Tourism Economic Impact Study, reflected on how far tourism and regional collaboration in the destination has come over the last 30+ years, and looked ahead at the future of education and workforce development with the hospitality program at the CSUSB Palm Desert Campus. The event and the positive economic impact growth indicated in the Economic Impact Study was reported by the local media. Footage recorded by the CVB was promoted through the US Travel Association for National Travel Rally Day during National Travel and Tourism Week, May 6 – 12, and shown at the Oasis Awards on June 12, 2018.



# Destination & Partnership Services

June 2018

## Certified Tourism Ambassador Program Update

The program development survey of destination stakeholders and front-line hospitality employees was completed on June 8<sup>th</sup>. Results will help shape the overall direction and focus of the program.

The **logo and official name** of our destination's CTA program have been finalized:



The design of the logo conveys a welcoming message with the hands representing our destination ambassadors who make visiting GPS special. The intertwining of the hands form the star that is the signature of the Certified Tourism Ambassador program with our destination's nine looped infinity logo inside.

The program will be referred to as the Greater Palm Springs Tourism Ambassador Program going forward. Official Certified Tourism Ambassador designation will result from completing the Greater Palm Springs Tourism Ambassador Program in our destination.

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

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

# Travel Industry Sales

## Market Activity

June 2018

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	530	3286	7,500	43.8%
New Business Development	0	5	40	12.5%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	0	0	22	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	0	5	28	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	1	16	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	4	24		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	3	22		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	8	67	121	

April	TIS Activities & Programs	Market	Description/Results from Sales Activity
April 15-20, 2018	BA Holidays- Turquoise Holidays Site	United Kingdom	The CVB and our UK office hosted Stephen Humphreys, Head of Global Sales for BA, and Brian Barton, CEO of Turquoise Holidays, with a destination visit to discuss marketing strategy with potential new flights from the UK. Partner participation: The Ritz-Carlton, Rancho Mirage.



# Travel Industry Sales

## Market Activity

June 2018

<b>April 16-17, 2018</b>	<b>TravelBrands Tradeshow</b>	<b>Canada</b>	GPSCVB was in front of an audience of 500 travel agents from the regions of Calgary (200) and Vancouver (300), the TravelBrands team led by its CEO, Frank DeMarinis, hosted an event to thank agents and present the new features of its Access program. There were over 50 suppliers at each event. Attending agents received an iPad with TravelBrands new learning matrix and supplier information pre-loaded as a surprise gift for attending. and other large hotel groups. Client reach 500.
<b>April 18-20, 2018</b>	<b>Texas Sales Mission</b>	<b>USA</b>	Greater Palm Springs conducted sales calls, product trainings and hosted two dinners: one for Young Travel Professionals Dallas Chapter and a GPS event at Grace Restaurant downtown. The focus of the mission was to educate and update travel professionals in this market and allow networking in both social and training formats; creating a higher profile presence for the destination and partners. CVB met with 53 agents.
<b>April 21-23, 2018</b>	<b>Visit California Brazil FAM</b>	<b>Brazil</b>	CVB worked with Visit California to host 6 top selling agents from Brazil attending Coachella Valley International Music festival. Partner Participation: Wilma & Frieda's, Parker Palm Springs, and Desert Adventures Jeep Tour & Events.
<b>April 22-26, 2018</b>	<b>California Cup Invitational</b>		The California Cup is a travel trade event for key decision makers and is in its 15th year. This golf tournament brings top tour companies, media and industry suppliers together to network in an intimate setting. Each team is comprised of clients from California's top international markets including Australia/New Zealand, United Kingdom, Japan, Germany, Scandinavia, and the United States (receptive tour operators). This year there were 38 in attendance.
<b>April 23-27, 2018</b>	<b>Visit California Wagonlit Tradeshow</b>	<b>Canada</b>	CVB participated in CWT pre-conference at the Beverly Hilton and its welcome dinner hosted by Visit California on April 23. During the four-day conference, CVB held one-on-one meetings with 125 key owners and managers to promote the destination.
<b>April 24-25, 2018</b>	<b>Visit USA- Cork</b>	<b>Ireland</b>	The CVB's office in London attended the Visit USA Ireland travel trade roadshow in Cork, Ireland providing destination training to the Irish travel trade. A meet and greet networking reception took place with 19 key Irish trade contacts.



# Travel Industry Sales

## Market Activity

June 2018

<b>April 24-25, 2018</b>	<b>Kuoni UK FAM</b>	<b>United Kingdom</b>	The CVB worked with Air New Zealand and New World Travel to host 9 travel agents. Partner Participation: Palm Springs Aerial Tramway, Renaissance Palm Springs Hotel, Lulu California Bistro, and Joshua Tree National Park.
<b>April 25, 2018</b>	<b>Visit USA- Dublin</b>	<b>Ireland</b>	The CVB's office in London attended the Visit USA Ireland travel trade roadshow in Dublin, Ireland providing destination training to the Irish travel trade. CVB office met with 26 key company decision makers, senior management and product development personnel from Ireland's top travel agencies and tour operators.
<b>April 28-29, 2018</b>	<b>Brand USA MegaFam</b>	<b>United Kingdom / Ireland</b>	The CVB along with Brand USA, American Airlines and British Airways, hosted 16 travel agents during the 6th annual UK/Ireland MegaFam. Partner Participation: Palm Springs Aerial Tramway, Trio Restaurant, Architectural Tour with Palm Springs Bureau of Tourism, Hotel Paseo, Stagecoach, La Quinta Resort & Club, and Cardiff Transportation.
<b>April 30, 2018</b>	<b>Thomas Cook Roadshow</b>	<b>Germany</b>	The CVB and Visit California participated in this year's Roadshow. Destination training was provided to 90 U.S. sales staff during this training day.
<b>April 30, 2018</b>	<b>AVIAREPS Training and Sales Call- Shanghai, China</b>	<b>China</b>	The CVB's office in Shanghai trained 18 staff at Ctrip.com Station Units, Unique Way, and America Asia Travel Services. Training included an update on outdoor activities, signature events in GPS and targeting millennials and younger generations. Discussion included updates on the destination and partnership opportunities.
<b>April 30, 2018</b>	<b>Black Diamond Training and Sales Calls-United Kingdom</b>	<b>United Kingdom</b>	The CVB's office in the United Kingdom had meetings and trainings with 27 managers. Companies included, Abercrombie & Kent, American Holidays, Tour America, Premier Holidays, Urban Golf, and Your Golf.com Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.
<b>April 30, 2018</b>	<b>Msi Meetings - Germany</b>	<b>Germany</b>	The CVB's office in Germany had meetings with 11 managers from 8 German and Swiss key accounts. Discussions included updates on the destination and the possibility of FAM and partnership opportunities.
<b>April 30, 2018</b>	<b>Gate7 Trainings &amp; Meetings - Brisbane &amp; Melbourne</b>	<b>Australia</b>	The CVB's office in Sydney had trainings with 35 people at Travel Managers and meetings with 2 managers from Flight Centre, Visit Las Vegas, Excite Holidays, Travel Counselors, Adventure Worlds, Bon Voyage. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.

# Travel Industry Sales

## Market Activity

June 2018

May	TIS Activities & Programs	Market	Description/Results from Sales Activity
April 30-May 1, 2018	Travel Counsellors FAM	United Kingdom	The CVB worked directly with U.K. based Travel Counsellors to host 5 of their top producing travel professionals in Greater Palm Springs. Partner participation: Miramonte Resort & Spa, Palm Springs Aerial Tramway, La Serena Villas, The Ritz-Carlton, Rancho Mirage, Ace Hotel & Swim Club, Desert Adventures Red Jeep Tour & Events and Palm Springs Bureau of Tourism.
April 30-May 2, 2018	VC Explorer Fernreisen	Germany	The CVB worked with Visit California to host Explorer Fernreisen, a German tour operator focused on long-haul travel. The company was looking to increase their Greater Palm Springs portfolio. Partner participation: Miramonte Resort & Spa, Big Wheel Tours, Palm Mountain Resort & Spa, Desert Adventures Red Jeep Tours and Events, Palm Springs Aerial Tramway, The Willows Historic Palm Springs Inn, Renaissance Indian Wells Resort & Spa, Ace Hotel & Swim Club, Desert Hills Premium Outlets and Palm Springs Bureau of Tourism.
May 4-6, 2018	Kuoni France FAM	France	The CVB worked with Visit California and Kuoni to host 24 top travel professionals from various travel agencies in France. Partner Participation: Hilton Palm Springs, Hotel Zoso, Palm Mountain Resort & Spa, Lulu California Bistro, Hyatt Regency Indian Wells Resort & Spa, Palm Springs Aerial Tramway, Joshua Tree National Park, and Palm Springs Bureau of Tourism.
May 11, 2018	Club California - Fukuoka	Japan	Club California is an interactive educational forum designed to engage and motivate Japanese tour operators to develop California tour product in new ways and educate front-line travel agents on California. Attendees at the Fukuoka seminar included a total of 22 product managers from Brand USA, CRIL Privee & Cie, H.I.S. Co. Ltd., IACE Travel, Japan Life Design Systems, Kamone Corporation, Kinki Nippon Tourist Co., Recruit Marketing Partners, Tobu Top Tours, Travel Standard Japan Co., and Veltra Corporation.
May 14-16, 2018	Trufflepig FAM	Canada	The CVB worked with Visit California to host two travel agents from Trufflepig one of Canada's premier luxury tour operators. Agents came to experience the destination first hand. Partner participation: The Lautner Compound, Parker Palm Springs, Big Wheel Tours, Joshua Tree Saloon, Pappy & Harriet's, Avalon Hotel and Bungalows, Kimpton Rowan Palm Springs, Korakia Pensione, La Serena Villas, Palm Springs Aerial Tramway, Hotel Paseo, AC3 Restaurant, L'Horizon Palm Springs and Palm Springs Bureau of Tourism.

# Travel Industry Sales

## Market Activity

June 2018

<b>May 19-24, 2018</b>	<b>U.S. Travel's IPW – Denver, CO</b>	<b>International</b>	IPW is the largest domestic tradeshow for international inbound travel. The CVB had 91 appointments with international and domestic buyers as well as our international offices to discuss destination product, future bookings and co-op marketing opportunities. IPW Denver, Colorado, had record attendance with over 6,400 delegates from 73 countries including nearly 1,300 buyers and attracting 109 attendees from China. Partner Participation: La Quinta Resort, Palm Mountain, The Living Desert and Hyatt Regency Indian Wells joined the CVB booth. California City joined the Visit California Deserts Booth with a total of 30 appointments.
<b>May 31, 2018</b>	<b>AVIAREPS Training and Sales Call– Shanghai, China</b>	<b>China</b>	The CVB's office in Shanghai trained a total of 320 staff at AITS, HZOCT, ZJCTS, ZJCYTS, HZEB, Ctrip and Hyde. Discussion included updates on the destination and partnership opportunities.
<b>May 31, 2018</b>	<b>Gate7 Trainings &amp; Meetings – Brisbane &amp; Melbourne</b>	<b>Australia</b>	The CVB's office in Sydney had trainings and meetings with 24 people at TravelManagers, Infinity Holidays, BCD Travel and United Airlines, USA Committee Meeting, Scenic, Travel Associates, Flight Centre, Helloworld and Venture Far. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.

### Marketing Campaigns

#### Australia

	Company	Campaign Name	Timing	Description
	Qantas Holidays	Race Around		

#### Germany, Switzerland, Austria

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

#### United Kingdom

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

# Travel Industry Sales

## Market Activity

June 2018

### United States

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

### New Business Development

Manager	Date	Company	Description / Components
Robyn	2/12/2018	Excite Holidays	CVB's Australian reps have confirmed that Excite Holidays is now selling The Rowan Palm Springs.
Gary	2/7/2018	America Unlimited GmbH	Two new fly-drives are offered: - <a href="https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-958508-15-tage-sunshine-california.html">https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-958508-15-tage-sunshine-california.html</a> - including all participating partner destinations - <a href="https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-946657-11-tage-southern-california-feeling-mit-flug.html">https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-946657-11-tage-southern-california-feeling-mit-flug.html</a> - including the three Southern Californian destinations
Gary	2/2/2018	ANA Sales Americas	New Palm Springs & Joshua Tree Itinerary: <a href="http://www.anaspamphlet.jp/17BGAJ/index.php">http://www.anaspamphlet.jp/17BGAJ/index.php</a> Product Name: Meeting Wild Flowers in California 8 days Departure Date: March 22, 29, and April 5 Hotel: Hyatt Palm Springs (1st and 2nd days of the tour)
Gary	2/2/2018	Ctour Holiday	Launched itinerary for El Paseo in Palm Desert and the Uptown Design District.
Robyn	4/1/18	Qantas Airlines	Desert Adventures Joshua Tree, Desert Adventures San Andreas Fault, and Palm Springs Aerial Tramway.

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

## Marketing & Communications

June 2018

### Advertising Highlights

The month of May marked the conclusion of the destination's National Brand Campaign and the launch of the Summer Chill Campaign, targeting Los Angeles/Orange County, San Diego, Las Vegas, Phoenix and San Francisco. The Summer Chill Campaign includes a Television Co-op along with Digital, Print and Out-of-Home media.

For the month of May, the CVB's leisure campaigns generated **25,368,329 digital impressions, 36,607,632 out-of-home impressions, and 4,888,911,000 television impressions with 140,811 television spots.**

In addition, the CVB launched a campaign targeting meeting professionals in April. This campaign includes top industry publications and targeted digital media. For the month of May, the CVB's convention sales campaigns generated **205,011 print impressions and 488,649 digital impressions.**

#### NATIONAL BRAND CAMPAIGN OVERVIEW (JAN – APRIL)

The CVB's Find Your Oasis brand campaign took place during the months of January through April and targeted Los Angeles, San Diego, San Francisco, Phoenix, Las Vegas, Seattle, Portland, Chicago, New York, Las Vegas, Minneapolis, Denver and select Canadian markets. Media included Print, Television, Out of Home and Digital media tactics. Print advertising included in-flight magazines, Alaska Airlines and WestJet, and generated **6.9 million print impressions.** The National TV campaign generated over **7.6 billion TV impressions** and delivered over **757,000 TV spots.** The Television Campaign included a co-op with several Partners, including **ANA Inspiration, CareerBuilder Challenge, City of Palm Desert, Fashion Week El Paseo, and Palm Desert Food & Wine Festival.** Together, these Partners generated **2.9 billion impressions and over 87.9 million television spots.**

Out-of-Home included over **171.3 million digital billboard impressions.** The digital billboard included Partner events: **Career Builder Challenge, Empire Polo, HITS horse shows, Rhythm Wine & Brews, La Quinta Arts Festival, BNP Paribas Open, Palm Desert Food and Wine Festival, Fashion Week El Paseo, ANA Inspiration, Indian Wells Arts Festival, Indian Wells Music Festival, Style Fashion Week, Club Skirts, Restaurant Week and SplashHouse.**



**BNP Paribas Open**  
MARCH 5-18  
INDIAN WELLS TENNIS GARDENS  
GREATER palm springs



**Indian Wells Arts Festival**  
MARCH 30 - APRIL 1  
GREATER palm springs



**Fashion Week El Paseo**  
MARCH 17-24  
GREATER palm springs



**Rhythm, Wine & Brews Experience**  
MARCH 3RD  
EMPIRE POLO FIELDS - INDIO, CA  
GREATER palm springs



**Palm Desert Food & Wine Festival**  
MARCH 23-25  
GREATER palm springs



**La Quinta Arts Festival**  
MARCH 1-4  
GREATER palm springs



**IndianWellsMusicFestival.com**  
APRIL 6 & 7  
GREATER palm springs



**The Largest Girl Party Music Festival In The World**  
MARCH 28 - APRIL 1  
GREATER palm springs



**ANA Inspiration**  
MARCH 26 - APRIL 1  
GREATER palm springs



# Marketing & Communications June 2018

## Advertising Highlights

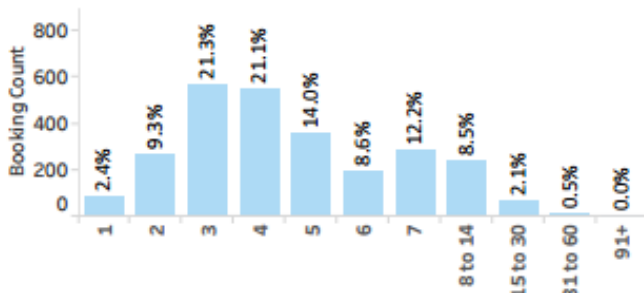
Digital Advertising during the winter campaign included Expedia, Travelzoo and Tripadvisor. Digital media during this time-period generated **48 million impressions**.

A digital campaign with **Expedia, Inc.** promoted the Greater Palm Springs destination landing page featuring **72 Partner hotel deals**. From February to April, this campaign delivered **6.3 million impressions** on Expedia partner websites, such as Expedia, Orbitz, Travelocity, Cheap Tickets, and Hotels.com. This campaign has generated a return on ad spend at \$132.1 to \$1 with **29,931 room nights** booked for the period.

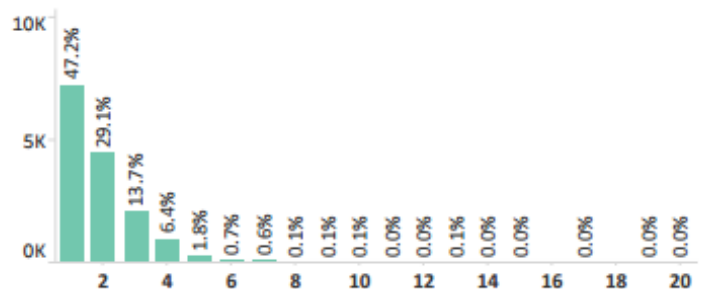
During this period, the **top markets** from travelers who were exposed to our campaign were San Francisco, Seattle, Portland, New York and Minneapolis, respectively. Trip duration was the highest from Newark at 5.2 days, Chicago at 4.3 days and Washington at 3.2 days. **Trip duration** was longer from travelers who booked air packages versus travelers who booked hotel only, as shown in the charts below.

Compared to last season, when we did **not** have an Expedia campaign in place, Air Tickets are up 6.9% YOY and Room Nights are up 8.2% YOY. The top markets are San Francisco (up 10.9%), Seattle (up 9.5%), Vancouver (up 7%), Portland (up 5.9%), and New York (up 4.6%).

**Air Trip Duration (Days)**



**Hotel Length of Stay (Days)**



With more than 300 days of sunshine each year, Greater Palm Springs offers a "chill culture" second to none. From events like world-famous music festivals and art shows to a thriving culinary scene and health and wellness options ranging from scenic hikes to natural mineral water spas, there are plenty of ways to chill in the Southern California oasis. Scroll down to discover more about Greater Palm Springs and find great hotel deals for your stay.

### Greater Palm Springs - Areas to Visit and Things to Do

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

[See Deals](#)

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

[See Events](#)

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

[See More](#)

Country: United States of America | City: All cities | Sort by: Recommended

**Palm Springs**

Ace Hotel and Swim Club

PRICES FROM **\$350**

**Rancho Mirage**

Aqua Caliente Casino Resort Spa

PRICES FROM **\$153**

**Deerhart Springs**

Aqua Soleil Hotel & Mineral Water Spa

PRICES FROM **\$119**

**Palm Springs**

Aviation Hotel and Bungalows Palm Springs

PRICES FROM

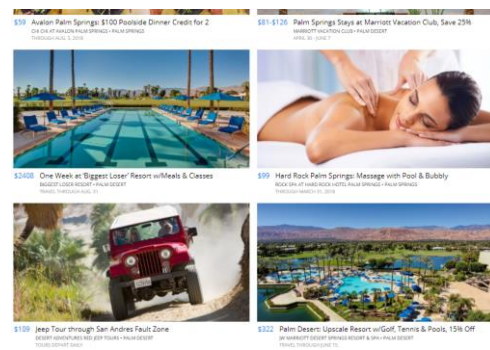
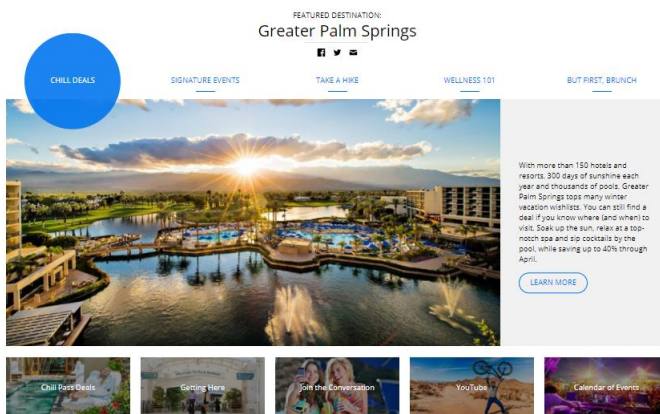


Advertising Highlights

Advertising on **TripAdvisor.com** generated **1,282,421 impressions** for the month of May. Banner advertising on TripAdvisor produced a .12% click through rate, compared to a .10% average on TripAdvisor. These ads generated 8,617 visits to the website for this month. Mobile advertising produced a .26% click through rate compared to a .18% industry average. Mobile banner ads generated 1,797 visits to the website. For the month of May, the Greater Palm Springs sponsored TripAdvisor page generated 9,437 page views. A native video campaigns generated 7,826 plays.



Advertising with **Travelzoo** generated **28,948,712 impressions** in the winter campaign. The GPS destination landing page featured **13 Partner offers**, including **Hyatt Palm Springs, Hard Rock Hotel, Social Cycle, Ace Hotel & Swim Club, Cimarron Golf Resort, The Saguaro Palm Springs, Marriott Vacation Club, Avalon Palm Springs, Hard Rock Hotel, The Biggest Loser, Desert Adventures, JW Marriott Desert Springs** and **Renaissance Indian Wells**. For this period, the campaign generated **21,000 clicks** to the GPS website and **39,538 clicks** to GPS Partner deals pages. When comparing all winter campaign media, Travelzoo delivered the **most qualified traffic** to the website, which included 45.64% bounce rate, 2.11 average pages viewed and 1.48 average time on site.



**SUMMER CHILL CAMPAIGN**

In an effort to impact the destination's off-peak season, the CVB launched the **2018 Summer Chill Campaign**. The campaign, which launched in May, targets Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco. The Summer Chill campaign includes a Partner Television co-op, which provides exposure on KTLA and Cable networks in each market. **Sixteen Partners** joined the 2018 co-op, including **Agua Caliente Casino Resort Spa, City of La Quinta, City of Indian Wells, City of Palm Desert, Palm Springs Bureau of Tourism, Hyatt Regency Indian Wells, BMW, La Quinta Resort & Club, El Paseo BID, JW Marriott Desert Springs, Miramonte Indian Wells, Omni Rancho Las Palmas, Riviera Palm Springs, Renaissance Indian Wells, Westin Mission Hills and Restaurant Week.**



To view the campaign spots, go here: [https://www.youtube.com/playlist?list=PLQo23D9HWEAcJU75M8L-kf3aR\\_Etc0FIR](https://www.youtube.com/playlist?list=PLQo23D9HWEAcJU75M8L-kf3aR_Etc0FIR)

**MEETINGS CAMPAIGN**

In April, the CVB launched a campaign targeted to Meeting Professionals with the objective of motivating group business in Greater Palm Springs. Tactics include reaching third party planning agencies, industry associations and networks, national meetings publications and digital targeting. Specific media includes Cvent, Conference Direct, CalSAE, MPI, PCMA, ASAE, Meetings Today, Smart Meetings, California Meetings and Events, Successful Meetings, Meetings & Conventions and Incentive. Since April, the destination has delivered **over 1.2 million impressions** to meeting professionals. CVENT reports total RFPs are up 26% YOY for the month of May.

Print Ad Examples:

Plan Smarter.  
**BOOK MIDWEEK.**

Did you know planning your meeting midweek in Southern California's beautiful oasis can provide significant savings from hotels, resorts and amenities?  
Booking midweek is smart. And pretty cool too.

MEETINGS@PALMSPRINGS.COM

Send us your qualified lead and be eligible for our SITE FLIGHT or SITE DRIVE promotion to get a first-hand visit on us.

SMITHSONIAN PARTNER

Greater Palm Springs  
modern meeting oasis.

**GOLF & SPA RESORT - Special Promotional Section**

**VISIT GREATER PALM SPRINGS**  
Palm Springs, California

662-779-9000  
meetings@palm Springs.com

The latest hotel venues in the area include Hampton Rowan, Palm Springs Hotel, Hotel Paseo and Savio Hotel & Spa.

The Greater Palm Springs Convention and Visitors Bureau offers airfare and accommodations for qualified meeting planners through its StarFLIGHT program.

Savvy planners can save up to \$100 per room nightly with midweek meetings.

Warm outdoor temperatures encourage outdoor gatherings without boundaries nearly year-round.

The Palm Springs Convention Center provides over 150,000 sq. ft. of flexible meeting space, including 18 breakout and a 112,000-square-foot, fully carpeted exhibit hall.

Drinking with more than 300 days of sunshine, more than 100 golf courses and diversions that range from hiking hot springs to electric nightlife, Greater Palm Springs empowers planners with a meetings canvas as alluring as its desert sands.

Elastic experiences play out within nine distinct oases: Palm Springs, Desert Hot Springs, Cathedral City, Red Hot Springs, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. More than 180 hotels with 20,000 rooms, impressive amenities, prime outdoor adventures and signature events deliver boundless options to engage and inspire.

**Refreshing Outdoor Venues and Off the Grid Activities**

Imagine the energy of a general session where natural light fuels brainstorming within a setting defined by mother nature. Embrace the fusion of fresh air, sunshine, blue skies and dramatic mountain backdrops that send venues soaring. Greater Palm Springs sets the scene for outside-the-box concepts beyond a four-wall environment.

Attendees can straddle the San Andreas Fault on a footbridge, go galactic with an out-of-the-world stargazing trek to Indian Canyons or push the pedal to the metal at the BMW Performance Driving School. An equally robust teambuilding center takes a competitive spin with Segway-powered scavenger hunts, chef-crafted culinary cook-offs and relaxing golf cart jaunts at Indio's Empire Polo Club.

**Easy Access**

Ranked as one of the top 10 most stress-free airports in America by SmartTravel.com, Palm Springs International Airport (PSD) is far from isolated. The well-connected airport offers service from 11 airlines connecting to more than 100 global destinations. The tranquil setting evokes a VIP-airline flight experience at 16 gates across a pair of concourses. The seasonal walk tower means a never easier to swap cold weather for a sunny Southern California winter.

For even more connectivity, four major Southern California airports are conveniently located within a two-hour drive: Los Angeles International Airport (LAX), Ontario International Airport (ONT), John Wayne Airport-Orange County (SNA) and San Diego International Airport (SAN).

**GREATER PALM SPRINGS IS FEELING A VIBRANT RESURGENCE BY COALESCING RETRO-KITSCHEE HOT PACT PANACHE AND ADAPT-ORABLE DESIGN. TOP NOTIC MORE THAN \$2 BILLION IN FRESH AND REVITALIZED HOSPITALITY AMENITIES.**

More Opportunities to Save

Regardless of the season, savvy planners can take advantage of midweek discounts, thanks to special pricing for Sunday through Thursday events. Room discounts aside, our weekday demand means more availability for prime tee times, indulgent spa sessions, coveted recreation and distinguished event spaces.

As the thermal inches up, Greater Palm Springs offers even hotter rates. By sidestepping busier times, planners can take advantage of special deals and enhanced registration flexibility.

It all elevates this vibrant, sun-drenched playground into a modern meeting oasis that balances chill and fire.




Advertising Highlights


Digital Advertising Examples:

### Scottsdale, AZ Meeting Planning Overview

Welcome to Cvent's Scottsdale meeting planning guide – a city guide for meeting planner professionals. It's no surprise that this vibrant desert city is a top choice of meeting planners all over the world. With sunny skies and a year-round average temperature of 72.6°F, Scottsdale is a meeting-friendly city that lives up to its international reputation for unparalleled venues, services and amenities.

The city offers meeting planners an amazing variety of world-class facilities at nearly 75 resorts and hotels. Ranging from over-the-top luxurious amenities to cozy, modest lodgings, meeting planners can choose from 14,500 sleeping rooms and an abundance of state-of-the-art meeting space. Some of Scottsdale's larger resort properties like

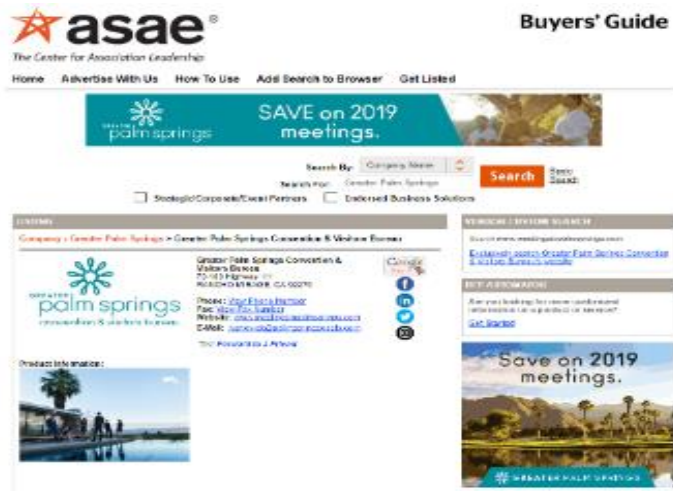




BOOK A RESORT.  
Meeting space in  
S, M, L & XL.



GREATER PALM SPRINGS

BOOK A RESORT.  
Meeting space in  
S, M, L & XL FUN.



GREATER PALM SPRINGS

HIGH PERFORMANCE MEETINGS  
Off-site venues  
with a different spin.  
- BMW Performance Center West -



GREATER PALM SPRINGS

SUNNY OUTLOOK.  
Save on 2019  
meetings.



GREATER PALM SPRINGS

Advertising Highlights

Email Example:



Greater Palm Springs promises an unforgettable meetings experience within nine distinct cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. Over 180 hotels with more 16,000 rooms, outstanding amenities, outdoor adventures and world-renowned events provide endless options for inspiration and innovation, along with low midweek and off-season rates that make the oasis your very affordable luxury choice.



Mix Business with Pleasure in Greater Palm Springs:  
Group Excursions



The Heart of Healthier Meetings

Dr. Steven R. Gundry dedicated his career to changing human health through food, supplements and lifestyle



The Great Outdoors

The natural assets adorning Coachella Valley's great outdoors elevate Greater Palm Springs events by

CVB PARTNER COOPERATIVE ADVERTISING PROGRAMS

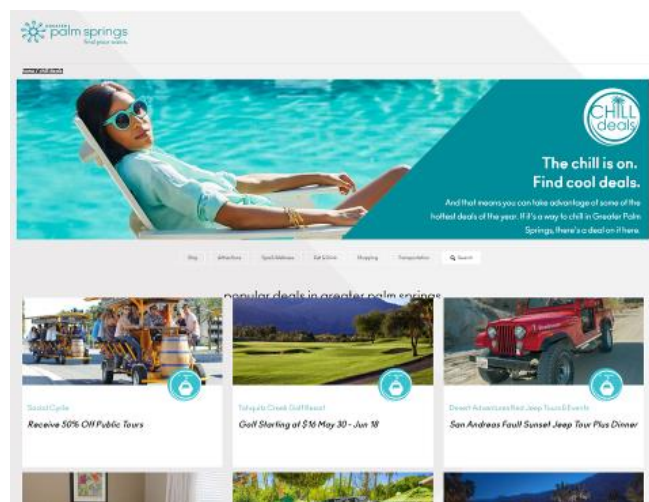
1. Submit a **Chill Pass offer (Free opportunity)**

The Chill Pass will continue to be promoted in each of our campaigns, so please make sure your Chill Pass deal is loaded and updated for Summer.

2. **Expedia (May – August)**

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

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



**3. Travelzoo (May – August)**

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

**4. SpaFinder (September – November)**

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

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

**CVB Website at VisitGreaterPalmSprings.com**

The CVB continues to enhance its website, always seeking to cultivate a better user experience that empowers users to plan their next visit to Greater Palm Springs. Page speed, easier navigation and, of course, providing content that is timely, informational and intriguing are some of the optimization tactics we use.



Year over year, website visits have increased **36% over 2017** with a **44% increase** in organic visitors (i.e., visitors coming from a search engine). Chill Pass also had an **increase in organic visitors of 129%** over 2017.

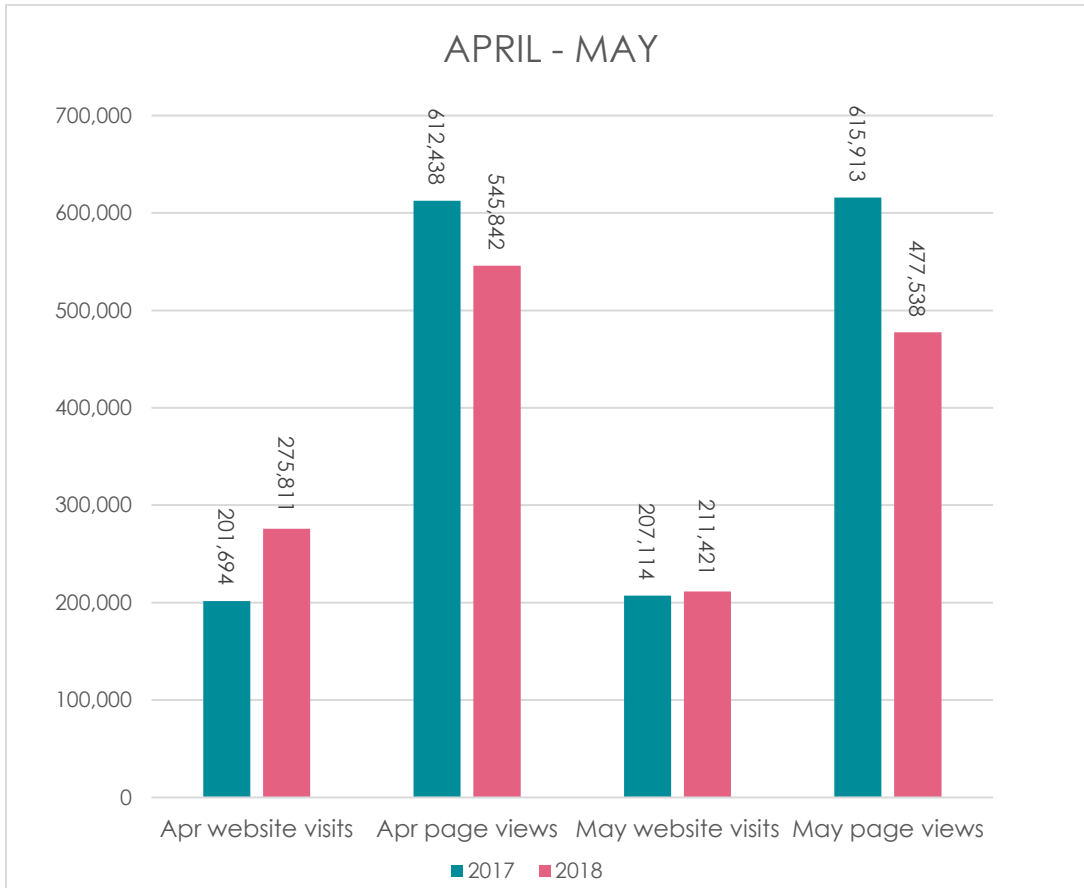
Organic traffic continues to grow as the website features more and more keyword-rich articles, increasing the website's search engine visibility. The following five articles drew the most organic traffic in April and May:

1. **30 Free Things to Do in Greater Palm Springs**
2. **Hot Water Guide to Desert Hot Springs**
3. **The Best Oasis Hikes in Greater Palm Springs**
4. **Plan the Ultimate Bachelorette Party in Greater Palm Springs**
5. **Chill Summer Pool Parties in Greater Palm Springs**

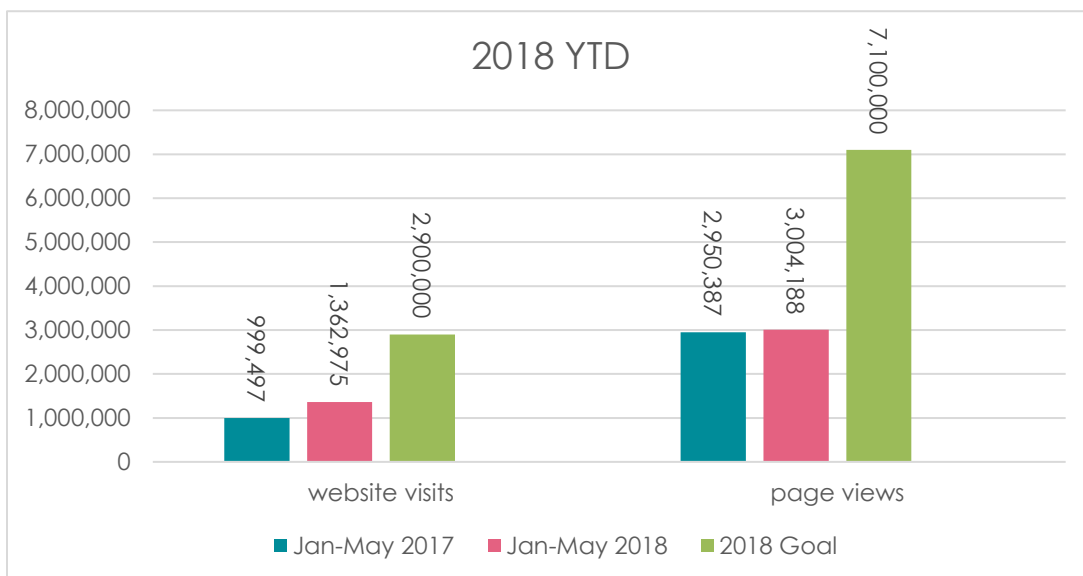




Website Highlights



As the CVB continues to optimize its site experience, users are able to find relevant content and information more efficiently. This has resulted in a slight decline in overall page views per user, although website visits continue to rise year over year.



Website Highlights

Website Visits:

YOY: 36% over 2017

Page Views:

YOY: 2% over 2017

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

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



How to Get Involved



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

**Chill Pass:** Add your tourism related offers through the [partner extranet](#). When you log in, if you have marketing access, click on the Collateral tab on the left of the screen, then click Special Offers to view, add and edit your Chill Pass offers. Your offers will be reviewed before posting live on [www.chillpass.com](http://www.chillpass.com).



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

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

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

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

**Social Media – Main Channels**



	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement	Subscribers	Video Views
<b>Current Metric YTD</b>	298,542	145,078	8,959	17,349	25,315	37,607	2,113	1,940	1,244,233
<b>2018 Goal</b>	350,000	1,050,000	31,000 <i>likes, comments, and shares</i>	22,000	43,000 <i>likes and comments</i>	48,000	2,800	1,800	6,050,000
<b>% Towards 2018 Goal</b>	85%	14%	29%	79%	59%	78%	75%	108%	21%
<b>Total Impressions YTD</b>	2,426,699			645,969		1,007,100		2,317,112	

The GPSCVB changed the names of our social pages to be more recognizable and consistent across all channels! You can now find us at @VisitGreaterPS on Facebook, Instagram and Twitter.

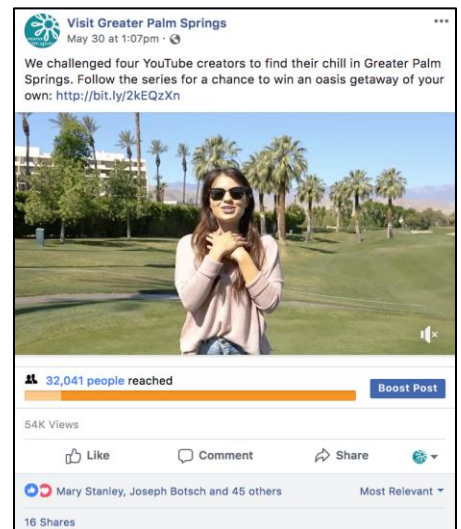
April and May were busy months for the GPSCVB social channels with the launch of our Summer Co-op videos and DineGPS Restaurant Week promotions. We also introduced two new, innovative programs with Dawn McCoy's influencer takeover and our Chill Challenge YouTube campaign. Video content was prioritized, gaining us an amazing video view increase of 363% on Facebook, 100% on Instagram, and 4,836% increase on Twitter. If you are reading this sentence, call Scott White (760-969-1302). The first person to call him will get a prize!

**facebook.**

April saw strong increases across all Facebook metrics, especially with expansion of fan growth targeting. Impressions were up over 400% from March, and video views up over 500%, with the addition of new video content from the Chill Chaser and Wanderlust series.

We did a quick analysis of our Facebook audience as our fans continue to grow, nearly at 300,000 followers. Our current audience is 71% female, and primarily from the US, specifically NYC, Los Angeles, Chicago, San Diego, and Houston. Mexico and Canada were the top secondary countries in terms of fan location.

In May our focus was on video content, sharing videos from our Chill Chaser series, as well as launching the Chill Challenge campaign with a teaser post in late May. The result was a 300+% increase in video views, and a drop in website visits and traditional engagement in favor of views on our video content, Facebook's priority content type.



# Instagram

On Instagram in April, overall engagement was up 20% over March, and average engagement per post increased from 323 to 370 engagements, telling us our content, especially re-shared user generated content (UGC) from visitors traveling in destination, is increasingly resonating with fans. On Instagram, overall engagement was up 26% with credit to increased engaging UGC, Dawn's takeover and our Chill Challenge campaign-launching teaser video.

Instagram stories continue to be the best content in terms of ROI. In May, Instagram story ads drove the most impressions and website visits per post of any content across Facebook, Twitter, or Instagram on both our main channels and DineGPS channels.

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





On Twitter in May, impressions were up 137% which is stellar as we adjusted our strategy to post fewer tweets, yet more engaging content. The Chill Challenge Teaser video blew our video views out of the water with a 4,836% growth rate month over month! Increasing video posting on Twitter will help reach video views, engagement goals and grow awareness of Greater Palm Springs.

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



YouTube's TrueView campaign performance has been steady. In May and June we are expecting many more videos to be posted on the channel with our Chill Chaser and Wander List series, and we're also preparing for a new audience of subscribers who will discover the oasis through the launch of our [Chill Challenge campaign!](#)

This Chill Challenge YouTube miniseries will run through June, with each of our four YouTube stars sharing their Greater Palm Springs experience each week. The campaign will finish with episode 5 hosted on our own YouTube channel, offering fans a chance to win their own GPS experience. The campaign has already been picked up by [local press](#), and we are hoping for more widespread coverage as we create a case study and the buzz continues!

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



Marketing & Communications  
June 2018

Social Media Highlights

**Social Media – dineGPS Channels**



	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement
<i>Current Metric YTD</i>	7,272	28,070	1,575	752	1153	2,758	167
<i>2018 Goal</i>	6,500	75,000	1,500	600	6,200	3,250	200
<i>% Towards 2018 Goal</i>	111%	37%	105%	125%	19%	85%	84%
<i>Total Impressions YTD</i>	148,641			41,965		105,678	

Our DineGPS social media strategy shifted slightly from March. Instead of promoting with paid media across all platforms, we'll now be focusing on building awareness on Instagram and generating newsletter sign-ups via Facebook's Lead Generation Ads. Our first month running, we were able to capture over 90 new email subscribers with a small test media budget. DineGPS is poised for big months in May and June, kicking off restaurant week promotions!

Are you hosting any unique activities or special events at your property that would make for a compelling social media opportunity? Contact **Krystal Kusmieruk**, [social@palmspringsoasis.com](mailto:social@palmspringsoasis.com), 760-969-1337 with details.



Communications Highlights

In April the CVB attended the Visit California China Media Mission with meetings and events in Beijing and Shanghai. The Communications team met with 67 journalists to talk about the Greater Palm Springs experience for the Chinese traveler.

The CVB Communications team also attended the Visit California Media Reception in Los Angeles. This event drew 125 top tier content creators in this key drive market, as well as select out-of-area consumer lifestyle and travel trade media.

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

Finishing the month of May, the CVB Communications team attended the 2018 CalTravel Summit in San Diego. This annual conference serves as one of the most important tourism events of the year bringing the industry together from all over the state of California.

Featured Content



Christina Liao with *Forbes.com* rounds up the "Top 5 things to do in Greater Palm Springs If You Love Cars". Taking a deep dive outside the obvious things to do in the oasis, Liao counts down the best options for car enthusiasts. Partners featured included **La Quinta Resort & Club, Workshop Kitchen + Bar, BMW Performance Center, Eaglerider at JW Marriott Desert Springs, Bighorn Golf Club, ATV Experience, and Desert Adventure Red Jeep & Tours.**

April 5, 2018 | Circ: 450,000 | AV: \$32,903

AFAR, detailed "The Comprehensive Insider's Guide to Palm Springs and the Desert. Journalist Kathryn Romeyn shares her tips for where to stay, where to shop, what to do, and where to eat while out and about in Greater Palm Springs. Partners mentioned included **Kimpton Rowan, ARRIVE, Parker Palm Springs, Cliffhanger Guides, Palm Springs Art museum, The Lautner Compound, Melvyn's, Ace Hotel, La Quinta Resort & Club, and more.** Touching on many of our brand pillars including Outdoor Adventures and Arts & Culture, this article explores the many way to experience our beautiful oasis.

May, 2018 | Circ: 888,527 | Earned Value: \$8,219

AFAR



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



**@iamdawnmccoy | CV History Museum | 3,266 likes**  
Anytime you can be transported in time is a moment in time you want to share  
**@VisitGreaterPS #FindYourOasis**



**@latravelgirl | Hyatt Regency Indian Wells | 4,790 likes**  
Tap into your senses at the Agua Serena Spa & fitness center here **@hyattregency\_iw** with vino and vinyasa a 2 hour journey for the senses!  
**@VisitGreaterPS @FindYourOasis**



**@paleomg | Morgan's in the desert | 1,027 likes**  
I had the most amazing light and delicious meal at Morgan's in the Desert in the **@laquintaresort** last night in Palm Springs!  
**@VisitGreaterPS**



**@sorellamore | Greater Palm Springs | 11,253 likes**  
Zoom in on the picture. Can you spot my smile?  
**@VisitGreaterPS**



**Marketing & Communications  
June 2018**

**Communications Highlights**

**2018 Media Value**

**Earned Media thru May 2018**

Physical Country	Value
AUSTRALIA	\$1,351,019.86
UNITED STATES	\$1,560,189.89
MEXICO	\$504.00
CANADA	\$16,547.00
UK	\$15,650,180.66
SCOTLAND/IRELAND	\$16,373.00
CHINA	\$1,106,000.00
INDIA	\$367,922.90
GERMANY	\$568,809.00
FRANCE	\$2,361,932.00
ITALY	\$1,500.00
<b>Total:</b>	<b>\$23,000,978.31</b>

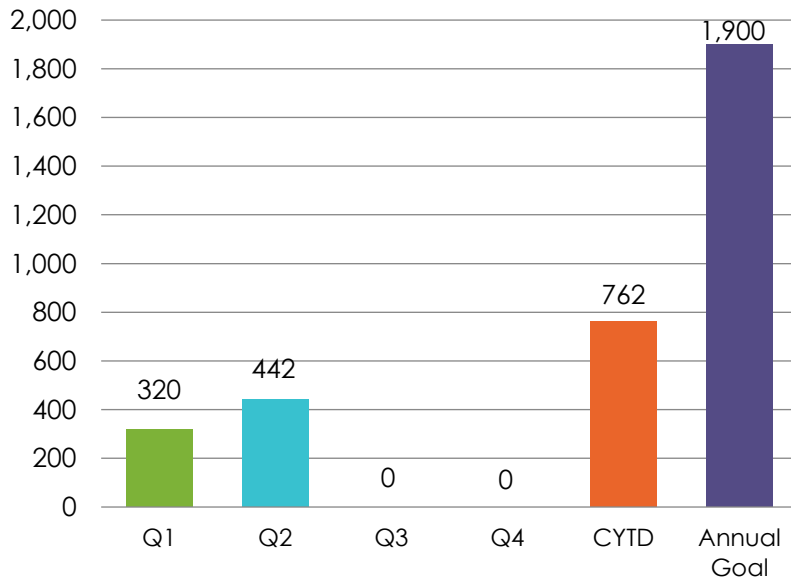
\*includes special project - Miss France 2018

**Earned Media thru May 2017**

Physical Country	Value
AUSTRALIA	\$452,329.70
NEW ZEALAND	\$31,560.00
UNITED STATES	\$704,351.77
MEXICO	\$9,652.41
CANADA	\$127,058.00
UK	\$704,026.00
CHINA	\$7,064,000.00
JAPAN	\$25,000.00
INDIA	\$133,844.34
GERMANY	\$97,769.00
ITALY	\$85,000.00
FRANCE	\$12,710,500.00
OTHER	\$500.00
<b>Total:</b>	<b>\$22,145,591.22</b>

\*includes special project Raid Amazonas

**Media Outreach/Assists**



## Marketing & Communications June 2018

### Communications Highlights

#### On the Horizon

In June, the CVB Communications team will attend PRSA Travel and Tourism Conference in New Orleans. Designed to connect with media and thought leaders, this serves as an important opportunity to receive research on current industry trends as well as what's on the horizon.

The Communications team will join Travel Industry Sales to host the Los Angeles Summer Chill Event on June 14<sup>th</sup> at the Dream Hotel. This event is focused on kicking off the summer messaging to travel agents, tour operators, traditional media and influencers.

The Communications team will travel to the Pacific Northwest. Two events will be hosted with Convention Sales and Travel Industry Sales. The events in Portland and Seattle will be focused on health and wellness. This will support earned media efforts for the upcoming Fall 'Wellest' campaign.

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

For any questions, please contact:

Greater Palm Springs CVB Communications Team

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

Film Oasis Highlights

**New York Production Desksides**

In April, we traveled to New York to meet with production executives and encourage filming in our area. We met with producers at HBO, Good Morning America, the Rachel Ray show, in addition to attending a live taping of Live with Kelly and Ryan to meet with the producers. We left with several great opportunities for the future!



**Top Secret Shoot**

In May we helped to secure a very high-profile shoot in our area that is part of a larger brand launch. Unfortunately, we cannot give more details at this time, but we can say it will look stunning and bring a great amount of attention to the Greater Palm Springs area.

**AFM Preparations**

We have already started the process of preparing for the American Film Market in November this year. We will be again exhibiting in partnership with the Riverside County Film Commission to promote the destination to top production executives from around the world.

**What's happening in July**

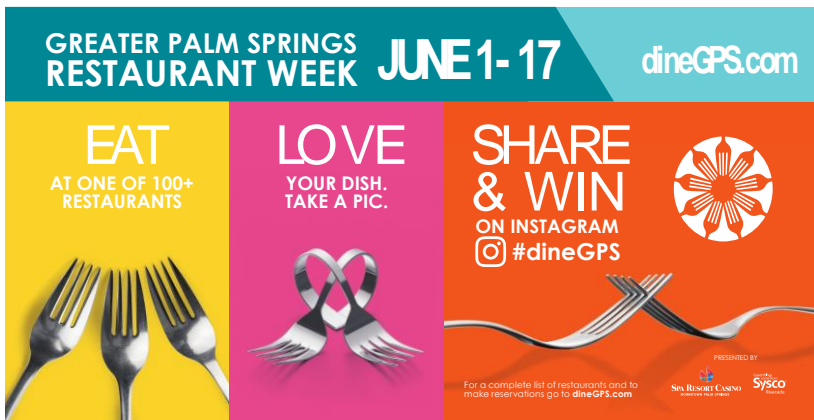
- We will be coordinating a Film Oasis meeting with city partners to discuss an upcoming location scout FAM we will be doing in the Fall with the Riverside County Film Commission
- We will continue having production meetings in Los Angeles to encourage film and television production in Greater Palm Springs

Contact **Michelle Rodriguez** for more information  
t: 805.284.2824 • mrodriguez@gpscvb.com

dineGPS

Greater Palm Springs Restaurant Week

Greater Palm Springs Restaurant Week, **June 1 – 17**, created a wonderful opportunity to celebrate the culinary community across the Coachella Valley. Sponsored by Spa Resort Casino and Sysco of Riverside, this is the second year that the CVB managed the entire promotion. The Peace. Love. Eat. campaign won numerous awards – the CVB used this popular campaign again this year to continue to drive brand awareness for the promotion. What's more, as a charitable component, the CVB partnered with FIND FOOD BANK for an online food drive. The budget and sponsorships were up over last year and all of the final metrics are now being tabulated. A survey is underway to gain input from the participating restaurants and consumers. We will collect the data and provide a full recap of the event in July.



**LOVE DAD**

**GREATER palm springs RESTAURANT WEEK**

**100+ RESTAURANTS. 17 DAYS. JUNE 1-17**

**FEATURED RESTAURANTS**

<p><b>PALM SPRINGS</b></p> <p>533 Viet Fusion Al Dente Trattoria Tatiana &amp; Bar Alebrije Bistro Mexico Azucar at La Serena Villas Café Palmetto at Riviera Palm Springs Cantata di Riviera Palm Springs Chi Chi di Avalon Hotel and Bungalows Chicken Ranch Copley's on Palm Canyon Daughtman at Arrive Palm Springs EightNine Restaurant &amp; Lounge El Jefe at The Saguaro Hotel &amp; Pool Escena Lounge &amp; Grill Fusion Five Jake's Johannes Juniper Table at The Kington Rowan JustTapas Kaiser Grille King's Highway Diner at Acle Hotel Le Valibus LC's Prime Steakhouse Lulu California Bistro IngleSide Inn Michael Holmes' Purple Room Mi Lynn's Steakhouse Peaks Restaurant Pomme Frite PS Underground Purple Palm Restaurant</p>	<p><b>PALM SPRINGS CONT.</b></p> <p>Reservoir at Arrive Palm Springs Rick's Desert Grill Rio Azul Mexican Bar and Grill Sammy Q's Tuscan Grill SO+PA at L'Horizon Resort &amp; Spa Spencer's Restaurant The Tropicale Restaurant &amp; Coral Sea Lounge The Steakhouse at Spa Resort Casino Three Sky North Trio Restaurant Truss &amp; Twine Village Pub Bar &amp; Grill Watercess Vietnamese Bistrot Workshop Kitchen + Bar Zin American Bistro</p> <p><b>DESERT HOT SPRINGS</b></p> <p>Essence of Two Bunch Palms</p> <p><b>CATHEDRAL CITY</b></p> <p>Justin Eat &amp; Drink Nicolino's Italian Restaurant Piazza Triussa Ristorante</p> <p><b>INDIAN WELLS</b></p> <p>Citus &amp; Palm Restaurant The Nest Vic's of Santa Fe Vue Grille &amp; Bar</p> <p><b>PALM DESERT</b></p> <p>AC3 Restaurant + Bar Café Des Beaux-Arts</p>	<p><b>PALM DESERT CONT.</b></p> <p>Castell's Ristorante Chez Pierre Bistro Custard Daily Grill DOMO Sushi on El Paseo Fresh Agave Mexican Bar &amp; Grill JC's Cafe Kaiser Grille Le Donne Cucina Mollana Le Paon Restaurant Mikado Japanese Steakhouse Mitch's on El Paseo Prime Seafood Morton's The Steakhouse Pacific Leaf and Restaurant Ristorante Mamma Gina Rockwood Grill Ruthy's Cites Steak House Schreibhaus Palm Desert Stuffi Pizza Bar &amp; Grill Sullivan's Steakhouse The Grill at Shadow Ridge Tommy Bahama Restaurant Wildcat Greens</p> <p><b>RANCHO MIRAGE</b></p> <p>Chapp House at Jackalope Ranch Jackalope Ranch June Hill's Table Tack Room Tavern</p> <p><b>INDIO</b></p> <p>Chapp House at Jackalope Ranch Jackalope Ranch June Hill's Table Tack Room Tavern</p>	<p><b>RANCHO MIRAGE CONT.</b></p> <p>Hammitt's Prime Steakhouse &amp; Wine Bar Kobe Japanese Steakhouse Los Casuales Nuevas Pinarini Roy's Restaurant Stale Fare Bar + Kitchen The Steakhouse at Agua Caliente Casino Resort Spa Wally's Desert Turtle Waters Café at Agua Caliente Casino Resort Spa</p> <p><b>LA QUINTA</b></p> <p>Cook &amp; Fork La Brasserie Bistro &amp; Bar La Quinta Cliffhouse Grill &amp; Bar Lavender Bistro LC's Prime Steakhouse Mélange of The Chateau at Lake La Quinta Old Town Tavern Barbecue &amp; More Solano's Bistro Stuff Pizza Bar &amp; Grill The Grill on Main</p> <p>For a complete list of restaurants and to make reservations go to <a href="http://dineGPS.com">dineGPS.com</a></p>
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PRESENTED BY

### Health, Wellness & Spa:

An advisory committee provides direction and next steps for the **Health & Wellness tourism initiative**, and the next meeting is set for June 26<sup>th</sup>. This fall will see the debut of **WELLEST SEASON**, which provides a platform to promote the many authentic health and wellness opportunities available in Greater Palm Springs.

The WELLEST SEASON program will promote spa and relaxation, hot springs, yoga and fitness, sports, outdoor adventure, nutrition, holistic healing, medical tourism, and much more – allowing people to choose from a variety of activities that help them live their WELLEST!

The advisory committee strategically chose fall as WELLEST SEASON, seeing it as a natural complement to Wanderlust and the Tram Road Challenge, which take place in October, Ironman in December, and other health and wellness activities that take place in autumn.

The goal of WELLEST SEASON is to tap into the wellness traveler market, as wellness travelers spend over 60% more and stay longer than non-wellness travelers, according to Global Wellness Institute. Another primary objective is to drive business during mid-week and increase business in the fall months. Tentatively scheduled for July 25<sup>th</sup>, a symposium will take place for the hospitality industry centered on how to make the most of WELLEST SEASON and create more success. The CVB is developing a strong media campaign to promote WELLEST SEASON, which will incorporate health and wellness publications, digital platforms, Expedia, TravelZoo, Secret Escapes and SpaFinder. This promotion will run September – December 2018.



### Outdoor Adventure:

The CVB is working with CVAG to complete the trails signage and post throughout Greater Palm Springs. Phase 1 locations are in Palm Springs, Palm Desert and La Quinta; the second phase will include all other Partner Cities. Friends of the Desert Mountains has provided the list of 72 trails that have been authorized by trail experts, Friends of the Desert Mountains, Bureau of Land Management and CVAG. The CVB will plan future campaigns to promote outdoor adventure similar to the Health & Wellness promotions. We are excited to let people know of the many outdoor options in Greater Palm Springs!



## HOW TO GET INVOLVED

Please contact Vicki, [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com), for the following:

### **Restaurant Chill Deals:**

We are continuing to support the restaurant community via the dineGPS social channels and through Chill Pass. If you are a restaurant proprietor and would like to either continue the Restaurant Week menu through the summer or provide a special offer, please submit your offer here and we will promote it via our Chill Pass offers.

[https://dinegps.formstack.com/forms/dinegps\\_chill\\_deals](https://dinegps.formstack.com/forms/dinegps_chill_deals)

### **Outdoor Adventure:**

We are seeking content, articles, photos and videos to share with visitors as we promote Outdoor Adventure - please share your content with me [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com).

### **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](http://www.mygpscvb.com). If you need more information or have ideas to share, please email Vicki.

### **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/greaterpalmsprings](http://www.barberstock.com/greaterpalmsprings). We are seeking images for culinary, outdoor adventure, health & wellness, and sustainability.

For more information about Destination Development, contact

**Vicki Higgins**

Destination Development

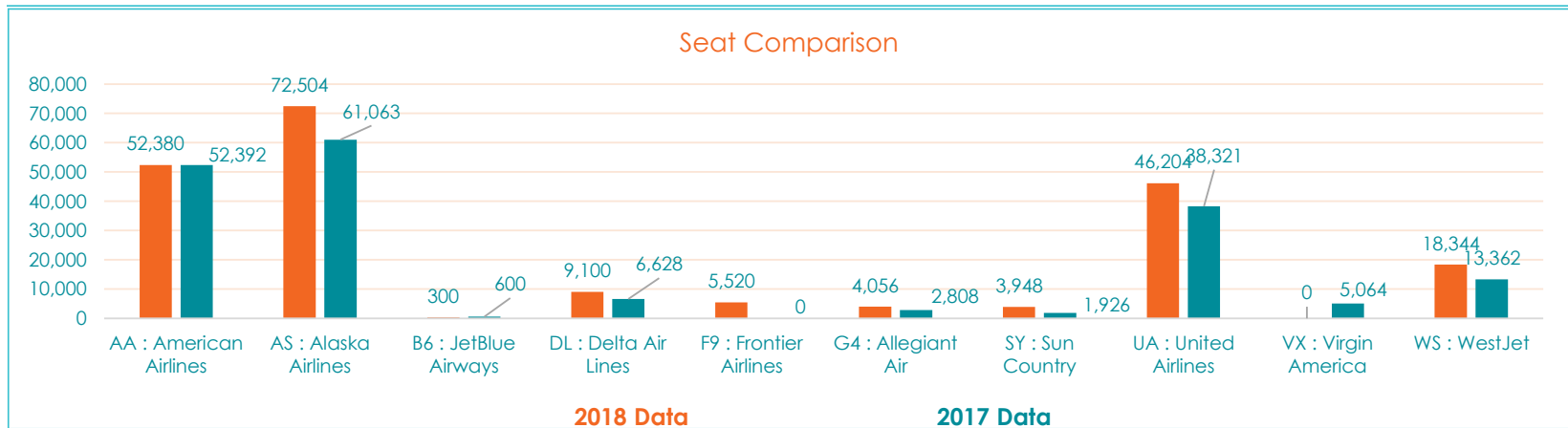
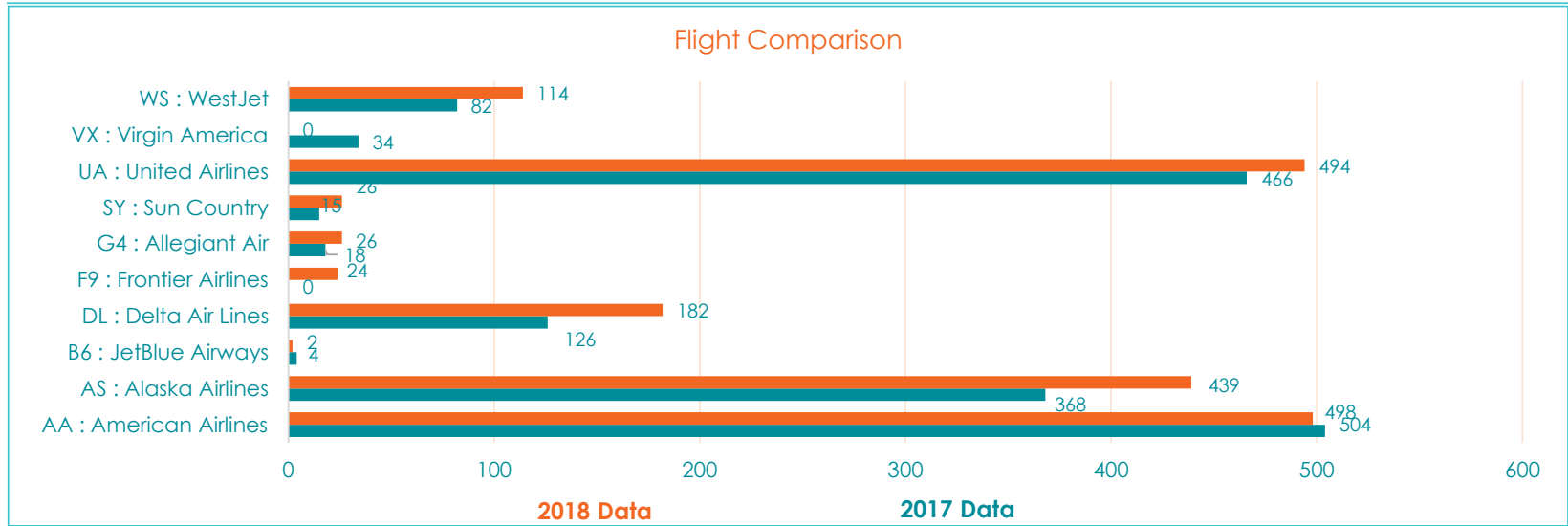
[vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com)

(760) 969-1347

# PSP Schedule Analysis- May 2018

May 2018

May 2017



\*Data represents inbound and outbound flights for PSP



PSP Departures & Average Seats per Departure

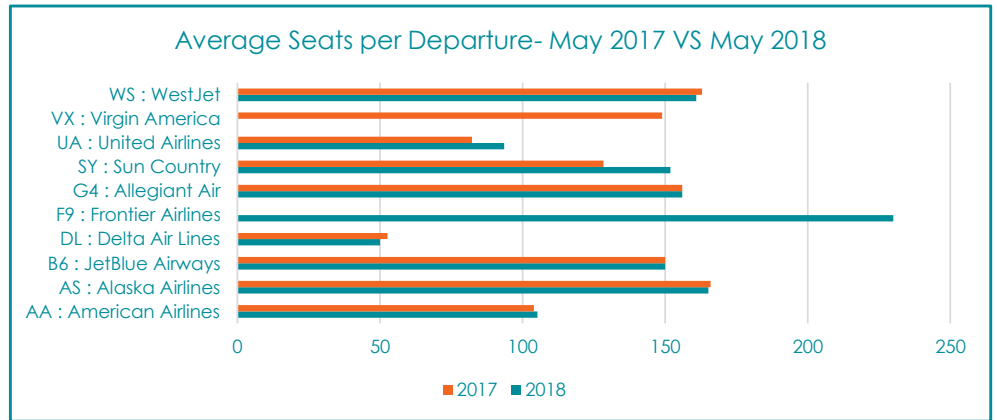
		Monthly Departures				Average Seats per Departure			
Market Airline	Origin	May-18	Jun-18	Jul-18	Aug-18	May-18	Jun-18	Jul-18	Aug-18
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	62	50	49	43	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	31	6	0	0	160	160	0	0
AA : American Airlines	PHX : Phoenix, AZ, US	156	149	155	149	73	72	72	72
AA : American Airlines	PSP : Palm Springs, CA, US	249	205	204	192	105	96	93	92
AS : Alaska Airlines	JFK : New York-JFK, NY, US	1	0	0	0	149	0	0	0
AS : Alaska Airlines	PDX : Portland, OR, US	36	2	4	4	174	178	159	159
AS : Alaska Airlines	PSP : Palm Springs, CA, US	220	75	75	79	165	149	145	146
AS : Alaska Airlines	SEA : Seattle, WA, US	97	18	13	17	177	178	178	178
AS : Alaska Airlines	SFO : San Francisco, CA, US	85	55	58	58	148	139	136	136
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	1	0	0	0	150	0	0	0
B6 : JetBlue Airways	PSP : Palm Springs, CA, US	1	0	0	0	150	0	0	0
DL : Delta Air Lines	PSP : Palm Springs, CA, US	91	67	62	62	50	60	60	60
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	91	67	62	62	50	60	60	60
F9 : Frontier Airlines	DEN : Denver, CO, US	12	8	9	9	230	230	230	197
F9 : Frontier Airlines	PSP : Palm Springs, CA, US	12	8	9	9	230	230	230	197
G4 : Allegiant Air	BLI : Bellingham, WA, US	13	8	9	9	156	156	156	156
G4 : Allegiant Air	PSP : Palm Springs, CA, US	13	8	9	9	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	13	0	0	0	152	0	0	0
SY : Sun Country	PSP : Palm Springs, CA, US	13	0	0	0	152	0	0	0
UA : United Airlines	DEN : Denver, CO, US	92	90	89	104	118	77	60	66
UA : United Airlines	LAX : Los Angeles, CA, US	31	30	31	31	50	50	50	50
UA : United Airlines	PSP : Palm Springs, CA, US	247	216	214	239	94	79	71	78
UA : United Airlines	SFO : San Francisco, CA, US	124	96	93	104	86	88	88	97
WS : WestJet	PSP : Palm Springs, CA, US	57	30	31	31	161	160	160	159
WS : WestJet	YVR : Vancouver, BC, CA	18	9	9	9	168	171	174	174
WS : WestJet	YYC : Calgary, AB, CA	39	21	22	22	158	156	154	152
<b>Totals</b>		<b>1,805</b>	<b>1,218</b>	<b>1,207</b>	<b>1,242</b>	<b>3,621</b>	<b>2,807</b>	<b>2,593</b>	<b>2,543</b>

## PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18
AA : American Airlines	16.1	13.7	13.2	12.4	10.7	17.3
AS : Alaska Airlines	0.0	0.0	0.0	0.0	0.0	0.5
B6 : JetBlue Airways	14.2	5.0	4.8	5.1	6.6	9.8
DL : Delta Air Lines	0.1	0.0	0.0	0.0	0.0	0.8
F9 : Frontier Airlines	5.9	4.5	4.0	4.0	5.8	5.5
G4 : Allegiant Air	0.8	0.5	0.6	0.6	0.5	0.6
SY : Sun Country	0.8	0.5	0.6	0.6	0.6	1.0
UA : United Airlines	0.8	0.0	0.0	0.0	0.1	1.2
WS : WestJet	15.9	14.4	13.8	15.4	17.7	20.2

Average Daily Seats by Market Airline						
Market Airline	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18
AA : American Airlines	1,690	1,317	1,230	1,137	943	1,901
AS : Alaska Airlines	0	0	0	0	0	75
B6 : JetBlue Airways	2,339	746	702	744	990	1,528
DL : Delta Air Lines	10	0	0	0	0	126
F9 : Frontier Airlines	294	270	238	238	328	312
G4 : Allegiant Air	178	123	134	114	96	105
SY : Sun Country	131	83	91	91	94	161
UA : United Airlines	127	0	0	0	14	146
WS : WestJet	1,490	1,131	978	1,199	1,536	1,840

Average Seats per Departure by Market Airline						
Market Airline	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18
AA : American Airlines	105.2	96.3	93.5	91.8	87.9	109.9
AS : Alaska Airlines	0.0	0.0	0.0	0.0	0.0	146.0
B6 : JetBlue Airways	165.2	149.1	145.0	146.0	150.1	155.8
DL : Delta Air Lines	150.0	0.0	0.0	0.0	0.0	150.0
F9 : Frontier Airlines	50.0	60.4	59.5	59.5	56.6	56.9
G4 : Allegiant Air	230.0	230.0	230.0	196.7	180.0	180.0
SY : Sun Country	156.0	156.0	156.0	156.0	156.0	156.0
UA : United Airlines	151.8	0.0	0.0	0.0	140.0	126.0
WS : WestJet	93.5	78.5	71.0	77.7	86.9	91.0



May 2018 Departures by Aircraft Type

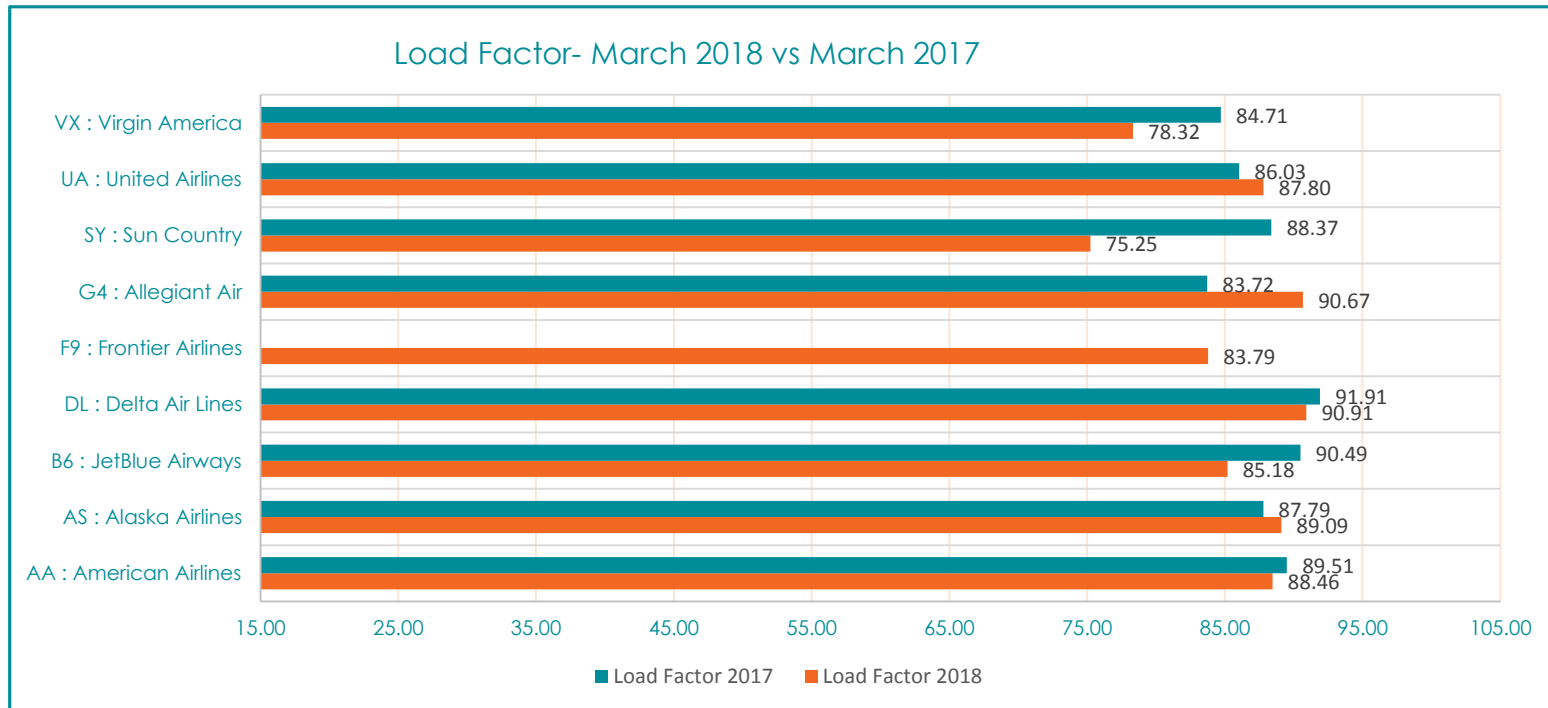
Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Winglets Pax/BBJ2	186	29,760
AA : American Airlines	CRJ-700	182	12,740
AA : American Airlines	CRJ-900	130	9,880
AS : Alaska Airlines	A319	16	1,904
AS : Alaska Airlines	A320	144	21,438
AS : Alaska Airlines	A321 Sharklets	10	1,850
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	30	4,770
AS : Alaska Airlines	B737-900 Passenger	26	4,628
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	213	37,914
B6 : JetBlue Airways	A320	2	300
DL : Delta Air Lines	CRJ	182	9,100
F9 : Frontier Airlines	A321	24	5,520
G4 : Allegiant Air	A319	26	4,056
SY : Sun Country	B737-700 Passenger	10	1,260
SY : Sun Country	B737-800 Passenger	16	2,688
UA : United Airlines	A319	124	15,872
UA : United Airlines	B737-900 Passenger	60	10,740
UA : United Airlines	CRJ-200	124	6,200
UA : United Airlines	CRJ-700	124	8,680
UA : United Airlines	E-175 Enhanced Winglets	62	4,712
WS : WestJet	B737-700 Winglets Pax/BBJ1	28	3,752
WS : WestJet	B737-800 Winglets Pax/BBJ2	62	10,416
WS : WestJet	B737-Max 8 Passenger	24	4,176

Average Daily Opportunities

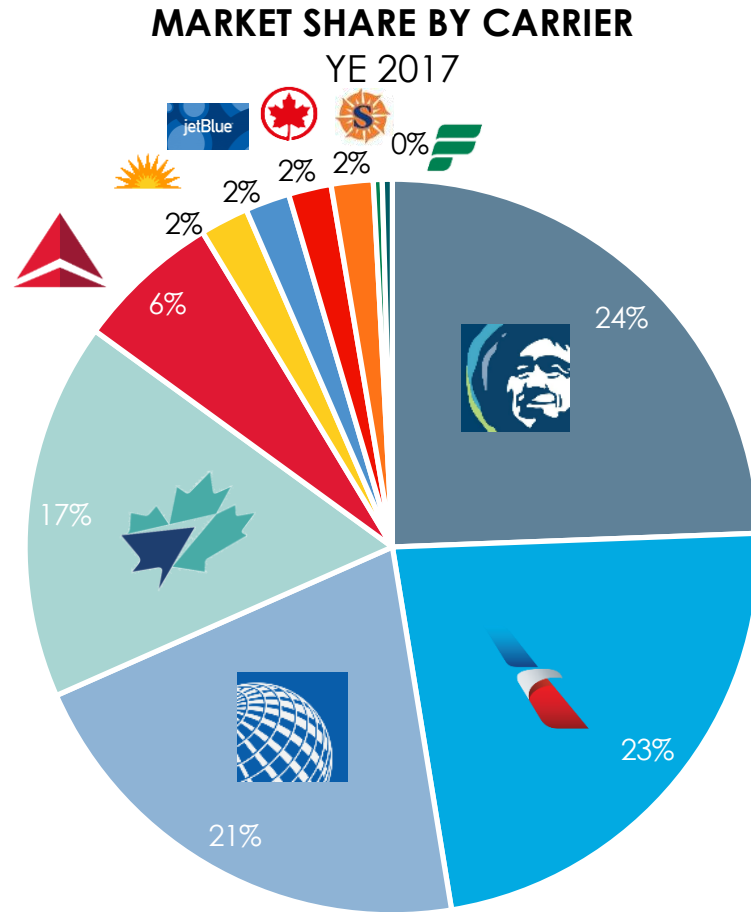
Average Daily Flight Opportunities	Average Daily Seat Opportunities
6.0	960
5.9	411
4.2	319
0.5	61
4.6	692
0.3	60
1.0	154
0.8	149
6.9	1,223
0.1	10
5.9	294
0.8	178
0.8	131
0.3	41
0.5	87
4.0	512
1.9	346
4.0	200
4.0	280
2.0	152
0.9	121
2.0	336
0.8	135

### March 2018- Load Factor Report

Average Daily Departures Each Way by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2018	Load Factor 2017	Departures	Average Departures Per Day
AA : American Airlines	35,128	30,511	88.46	89.51	286	9.2
AS : Alaska Airlines	31,847	28,383	89.09	87.79	189.5	6.1
B6 : JetBlue Airways	4,640	3,953	85.18	90.49	29	0.9
DL : Delta Air Lines	15,920	14,343	90.91	91.91	190	6.1
F9 : Frontier Airlines	4,260	3,570	83.79	N/A	25	0.8
G4 : Allegiant Air	3,744	3,395	90.67	83.72	24	0.8
SY : Sun Country	6,117	4,603	75.25	88.37	36	1.2
UA : United Airlines	38,473	33,263	87.80	86.03	425	13.7
VX : Virgin America	14,330	10,871	78.32	84.71	97.5	3.1



# MARKET SHARE BY CARRIER - 2017



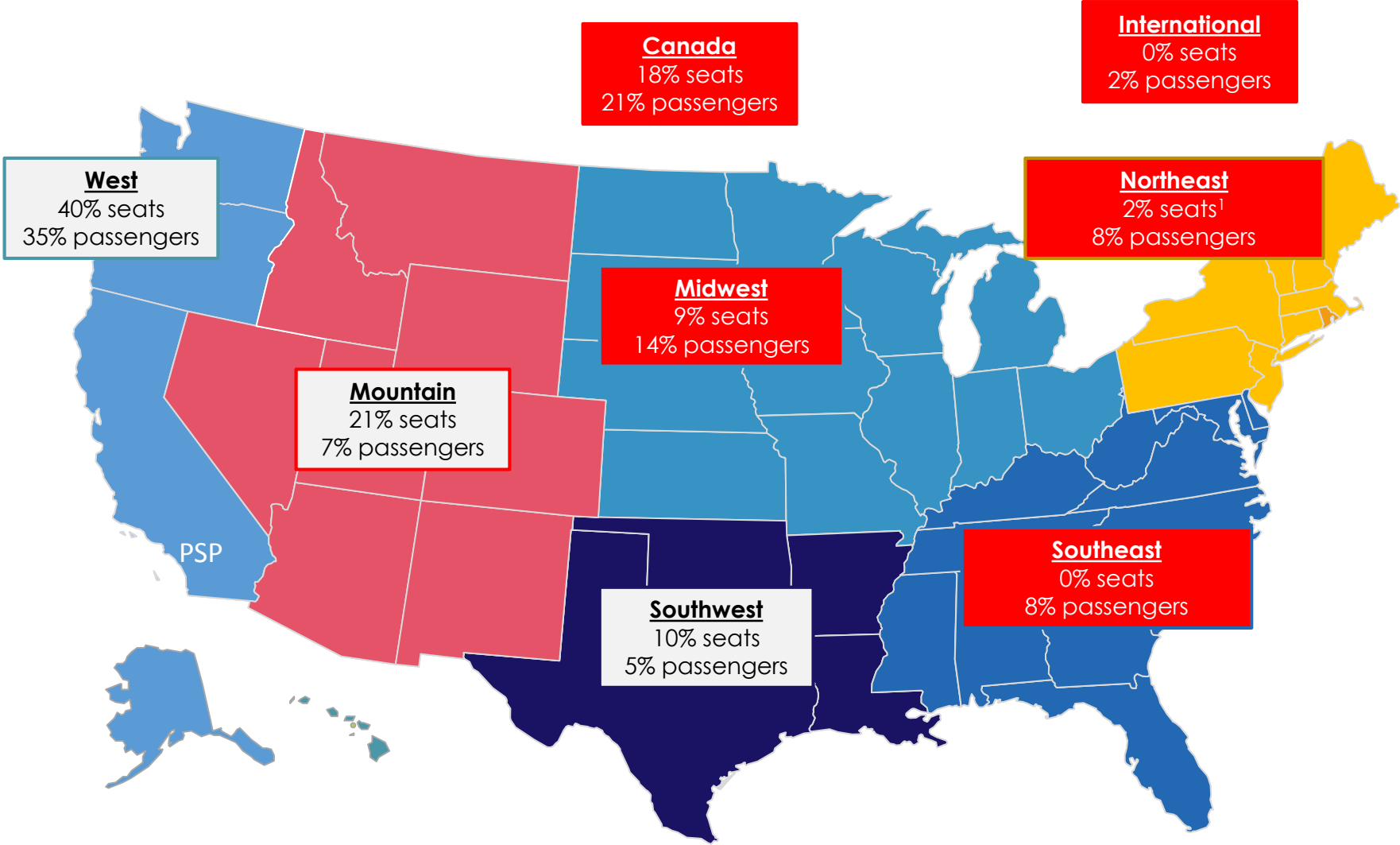
Carrier	Year-round Markets	Seasonal Markets	Daily Passengers
Alaska <sup>1</sup>	PDX, SEA, SFO	JFK	688
American	DFW, PHX	ORD	649
<b>United</b>	<b>DEN, LAX, SFO</b>	<b>IAH, ORD EWR (new)</b>	<b>591</b>
WestJet	YVR, YYC	YEG, YWG, YYZ	468
Delta	SLC	MSP, SEA	179
Allegiant	BLI		60
JetBlue		JFK	55
Air Canada		YVR, YYZ, <b>YYC (new)</b>	53
Sun Country		MSP	52
Frontier <sup>2</sup>	DEN		12
<b>Total</b>			<b>2,818</b>

Note 1: Alaska includes both Alaska Airlines and Virgin America

Note 2: Frontier started service into PSP in November 2017

Sources: Ailevon Pacific Aviation Consulting, Diio Mi O&D Summary, Airport IS – IATA; YE 2017

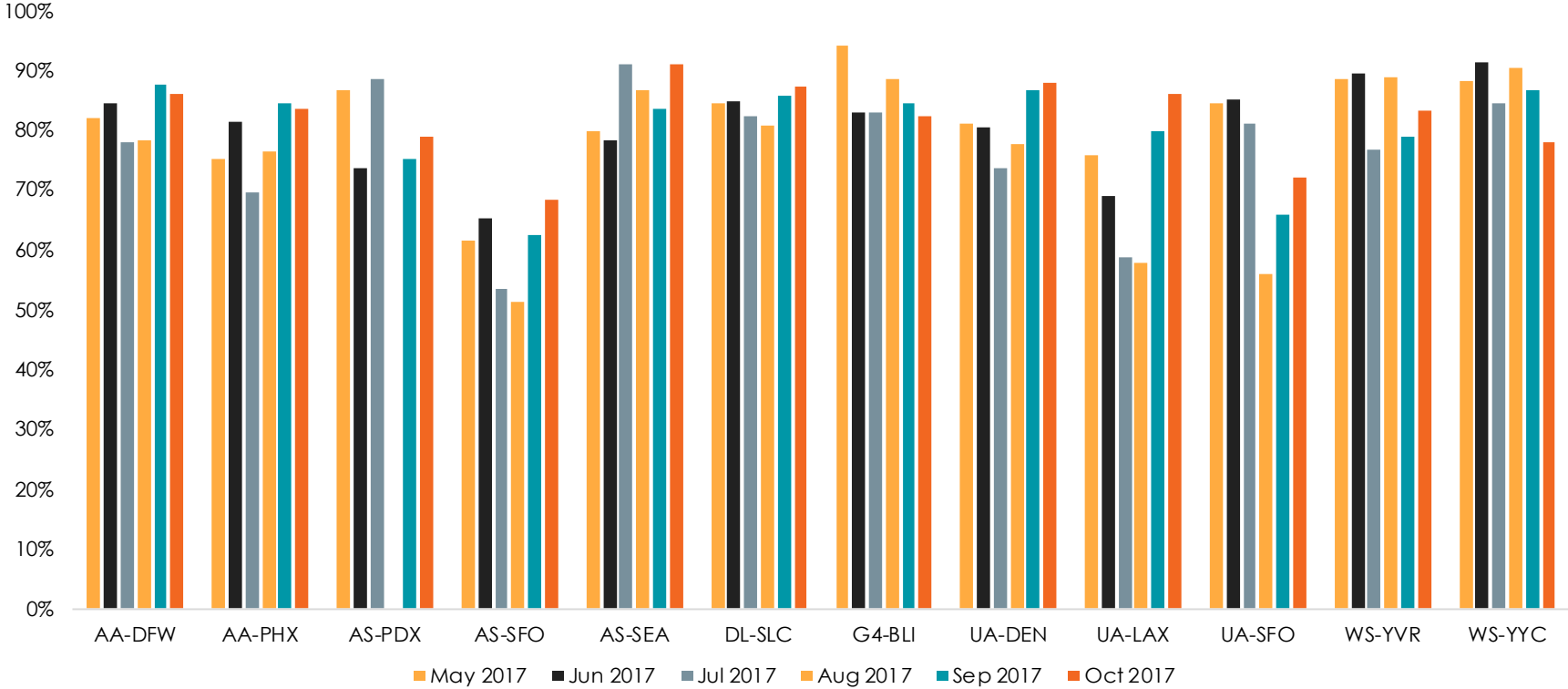
# SEAT SUPPLY VS. PASSENGER DEMAND



Note 1: YE 2018 projected to be 2.2% with new UA's EWR flights  
Sources: Ailevon Pacific Aviation Consulting, Diio Mi O&D & Schedule Summary, Airport IS - IATA; YE 2017, US Census Regions and Divisions of the United States

# IN THE “OFF-PEAK” MONTHS, THE AVERAGE LOAD FACTOR IS STRONG AT 80%

**PSP - YEAR ROUND MARKETS**  
May - October Load Factor



Peak <sup>1</sup>	82%	83%	87%	67% <sup>2</sup>	86%	85%	83%	84%	61%	83%	77%	80%
Off Peak	83%	78%	82%	60% <sup>2</sup>	84%	84%	85%	83%	71%	72%	86%	87%
Difference (pts)	+1	-5	-5	-7	-2	-1	+2	-1	+10	-11	+9	+7

Note 1: Peak months = Nov 2016 to Apr 2017. Off peak months = May 2017 to Oct 2017  
 Note 2: AS/VX combined  
 Sources: Ailevon Pacific Aviation Consulting, Diio MI DOT – T100; Nov 2016 - Oct 2017 LF