



## BOARD REPORT

---

The March Board Report is a summary of performance activity from December 2018 through February 2019. It also looks ahead to future programs for the Greater Palm Springs CVB in the coming months.

## MISSION

---

The mission of the CVB is 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.

## MARCH 2019

---

## President's Summary

---

The CVB is working on a new initiative: Destination NEXT. Destination NEXT will conduct a follow-up survey to our 2016 Destination Development Plan. The online tool is designed to assist the CVB with an objective self-assessment that can help us determine if our priorities and strategies are moving in the right direction. The tool presents a framework we can use to critically assess the destination. It also helps to start a conversation and provide focus on what needs to be done in the future. The tool is based on 20 variables related to destination strength, community support and engagement. Within each variable, a series of metrics is also identified that offers the opportunity for the CVB to gather data and provide a more in-depth look at the variables.

The online diagnostic tool is built upon two key inputs, measured by respondents indicating the level of agreement to a statement for each variable:

- An assessment of how important each variable is to the destination
- An assessment of the destination's perceived performance across each variable

The local community will receive one survey that dives deeper into both the destination and the CVB. The external client will have a shorter survey that removes questions not relevant to their position. The results will be analyzed with a scenario plot and segmented to show response patterns of the different groups of individuals. A detailed diagnostics report will be provided.

Destination NEXT will present the findings at our June Board meeting. Because we expect the Destination NEXT presentation to take most of our time, the CVB will not present our usual in-depth update on our work by department. We will conduct a second Destination NEXT presentation later that same day for anyone in the community who could not attend the Board meeting. In addition, Destination NEXT will also share a Futures Study that will be finished in May/June, providing us with valuable insight on tourism trends and forecasts.

The Certified Tourism Ambassador program has launched, and we recently completed our third session at the CVB. As we fine-tune the program, the goal is to take the CTA training on the road to local hotels and businesses. For more information, please contact Davis Meyer or Bob Thibault.

The Brand team is in production mode for new Partner co-op television commercials. We are currently filming for the Palm Springs Bureau of Tourism; The Ritz-Carlton, Rancho Mirage; Doubletree by Hilton Hotel Golf Resort Palm Springs; Agua Caliente Resort Casino Spa Rancho Mirage; and Greater Palm Spring Restaurant Week.

The CVB has entered into an agreement with the City of Indian Wells. The city will fund a full-time person dedicated to their tourism goals and objectives. The individual will be an employee of the CVB but funded 100% by the city. The new position will be a liaison between the city, hotels and CVB to ensure overall tourism strategies are aligned to maximize effectiveness. This is a new program and a beta test for the CVB and the City of Indian Wells. We will keep you posted on our progress and future opportunities for additional cities to participate in a similar agreement.

Air Service continues to be a priority for the CVB. We are in discussions with the airlines about starting the Fall service earlier (September) and extending into June in 2020. The new Boston and Atlanta flights are performing well. Bob will be attending JumpStart in June. This annual conference brings together all of the major domestic airlines, providing us with opportunities to meet and discuss our goals and objectives.

The Convention Sales department recently concluded a FAM during the BNP Paribas with 13 clients, many of whom have never been to the destination. During the FAM, another 9 clients who happened to be here for site inspections joined us. All indications point to strong interest and opportunities for the valley. In addition, the CVB will begin the process to form a Client Advisory Board. The new advisory board will consist of resort clientele and convention center clients. We will target both existing and potential business. We will keep you posted on the timing of this new initiative.

We sincerely appreciate your support and look forward to working with you to grow our economy.

Sincerely,



Scott White, President/CEO

TABLE OF CONTENTS	PAGE
Smith Travel Research (December 2018)	3
Smith Travel Research (January 2019)	4
Convention Sales	5 - 8
TAP Report	9 - 12
Destination Services	13
Travel Industry Sales	14 - 16
Partnership	17 - 18
Certified Tourism Ambassador (CTA) Program	19
Marketing and Communications	20 - 39
Advertising	20
Marketing	21 - 22
Website	23 - 26
Digital Marketing	27 - 30
Social Media	31 - 35
Communications	36 - 38
Film Oasis	39
Destination Development	40 - 41
Aviation Report	42 - 46

## Greater Palm Springs

### Local Industry STR Data for December 2018

		December 2018						Calendar-Year-to-Date											
		Percent Change from Dec 2017			Percent Change from CYTD 2017			Occ %			Room #								
		Occ	ADR	RevPAR	Room Rev	Room Sold	Occ	ADR	RevPAR	Room Rev	Room Sold	Occ	ADR	RevPAR	Room Rev	Room Sold	Census # of Hotels	Census # of Rooms	
Greater Palm Springs		Dec 2018					CYTD 2018												
Overall Market		57.0	-0.7	1.5	0.7	3.1	61.6	0.3	4.9	5.2	7.7	2.7	138	15266					
Palm Springs		59.2	8.6	1.3	10.0	10.7	62.4	1.9	5.9	7.9	10.7	4.5	64	5215					
Cathedral City/ Desert Hot Springs		56.3	5.0	4.5	9.8	9.8	55.8	5.6	4.6	10.5	12.7	7.8	7	845					
Rancho Mirage		54.8	-10.6	1.4	-9.3	-9.3	63.9	-4.6	5.7	0.8	0.9	-4.6	7	1843					
Palm Desert		58.9	-10.9	2.1	-9.0	-3.1	64.6	-3.2	4.5	1.1	8.8	4.1	15	2448					
Indian Wells/ La Quinta		55.4	-4.4	4.9	0.2	2.5	60.0	2.9	3.5	6.5	8.2	4.6	10	2625					
Indio		52.5	0.2	3.6	3.8	12.6	58.9	1.8	3.5	5.4	6.2	2.6	18	1418					
		<b>Hotel Class</b>																	
Upper Resort		52.3	-11.1	4.3	-7.2	-7.2	59.9	-1.7	5.4	3.6	3.6	-1.7	12	4850					
Resort		59.6	2.0	2.1	4.1	4.5	64.4	1.5	4.3	5.8	5.9	1.5	14	2856					
Branded Select Service		62.1	6.7	5.0	12.0	12.1	63.6	1.8	4.8	6.7	7.2	2.3	43	4418					

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 January 2019

Greater Palm Springs	January 2019										Calendar-Year-to-Date									
	Occ %		Percent Change from Jan 2018				Percent Change from CYTD 2018				Census #									
	Jan 2019	Jan 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2019	Occ	ADR	RevPAR	Room Rev	Room Sold	Census # of Hotels	Census # of Rooms					
Overall Market	62.3	-1.9	1.7	-0.3	2.1	0.4	62.3	-1.9	1.7	-0.3	2.1	0.4	138	15266						
Palm Springs	61.1	-2.2	3.6	1.4	2.0	-1.6	61.1	-2.2	3.6	1.4	2.0	-1.6	64	5215						
Cathedral City/ Desert Hot Springs	63.9	14.0	6.0	20.8	20.8	14.0	63.9	14.0	6.0	20.8	20.8	14.0	7	845						
Rancho Mirage	67.1	0.3	5.6	5.9	5.9	0.3	67.1	0.3	5.6	5.9	5.9	0.3	7	1843						
Palm Desert	64.4	-6.9	-1.9	-8.6	-2.7	-0.8	64.4	-6.9	-1.9	-8.6	-2.7	-0.8	15	2448						
Indian Wells/ La Quinta	60.8	-3.4	-0.1	-3.4	-1.3	-1.2	60.8	-3.4	-0.1	-3.4	-1.3	-1.2	10	2625						
Indio	61.1	-1.8	3.5	1.7	10.3	6.5	61.1	-1.8	3.5	1.7	10.3	6.5	18	1418						
<b>Hotel Class</b>																				
Upper Resort	59.9	-4.4	0.6	-3.8	-3.8	-4.4	59.9	-4.4	0.6	-3.8	-3.8	-4.4	12	4850						
Resort	62.1	-6.7	3.6	-3.3	-2.9	-6.3	62.1	-6.7	3.6	-3.3	-2.9	-6.3	14	2856						
Branded Select Service	67.0	4.4	4.2	8.8	8.9	4.5	67.0	4.4	4.2	8.8	8.9	4.5	43	4418						

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

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

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

## Convention Sales

### Highlights

The Convention Sales team is off and running in 2019 but seeing a slower start to the year, with leads down 2%, but room nights up just over 17% YOY. We are hard at work meeting with clients and hosting site visits to finish out a strong first quarter.

#### New Initiatives

The team is working on some new initiatives for 2019. We are forming a local committee of DOSMs that will meet on a regular basis to strategize how we can market and book business in our need periods. We are also looking into recreating a Customer Advisory Board that will be made up of a variety of meeting planners so we can have a strong sounding board for creative and next-generation thinking.

#### BNP Paribas Open FAM

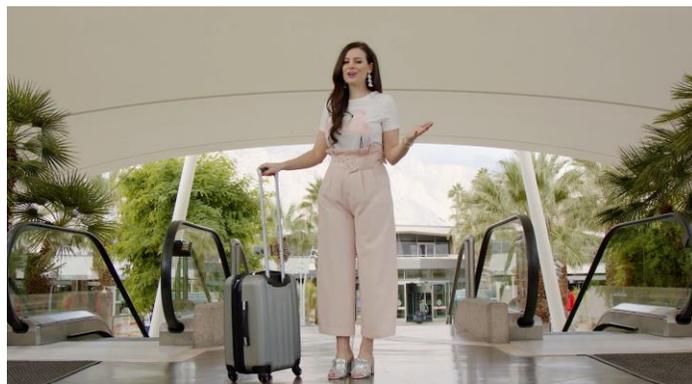
We have just finished our BNP Paribas Open FAM, where we had our full sales team and 13 clients sitting several properties and offsite venues, as well as enjoying the incredible tennis at the Indian Wells Tennis Garden. Along with the 13 clients, we also hosted 9 other planners that were here for a variety of sites. These clients are first-timers to our Southern California meeting oasis, and we were so excited to show them our destination.



Far left: Meeting planners on the BNP FAM take a break during the tournament to snap a group shot. Left: The group enjoys a day of exploration with Desert Adventures Red Jeep Tours & Events.

#### Video Spots

Brand has been busy working on our new convention sales vignette video spots. Working closely with our Greater Palm Springs Partners, we are gathering incredible footage and fun facts from properties, offsite venues and unique spaces. We can't wait to be able to share these videos on our social media channels, with our strategic Partners and on the website.



#### Site Experience

Our Site Experience program is in full swing, and we are seeing great results from our post-visit site surveys — so our host properties are listening to the feedback and stepping it up. Properties visited are ranking in the mid-to-high 8s (out of 10) for planner satisfaction and overall experience. Where we could use improvement is making sure our GMs and executive teams are knowledgeable about the planners' programs and organizations; we score in the 7s in that regard. That's where our added content and planner meeting profiles can benefit the overall experience planners have while in our meeting oasis.

# Convention Sales

## Booking Production Analysis | February 2019

### Convention Sales Production

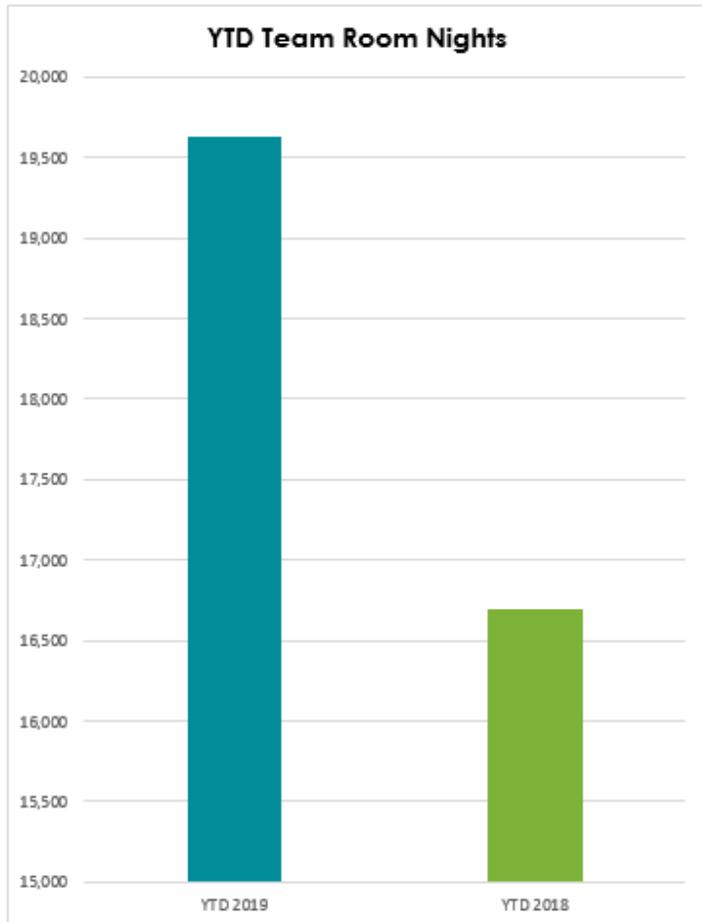
TEAM	Feb-19	Feb-18	Variance	YTD 2019	YTD 2018	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>82</b>	<b>111</b>	<b>-26%</b>	<b>181</b>	<b>189</b>	<b>-4%</b>	<b>1,148</b>	<b>-84%</b>
<b>Definite Room Nights</b>	<b>11,786</b>	<b>8,307</b>	<b>42%</b>	<b>19,626</b>	<b>16,698</b>	<b>18%</b>	<b>222,500</b>	<b>-91%</b>
<b>Bookings</b>	<b>18</b>	<b>22</b>	<b>-18%</b>	<b>35</b>	<b>35</b>	<b>0%</b>	<b>375</b>	<b>-91%</b>

EIC	Feb-19	Feb-18	Variance	YTD 2019	YTD 2018	Variance
Business Sales	\$ 7,203,235	\$ 6,375,382	13%	\$ 17,141,955	\$ 11,589,488	47.9%
Jobs Supported	3,216	3,280	-2%	7,278	5,608	30%
Local Taxes	\$ 361,258	\$ 283,880	27%	\$ 976,294	\$ 554,095	76%
Personal Income	\$ 2,557,255	\$ 2,311,948	11%	\$ 6,041,242	\$ 4,154,236	45%
Bed Taxes	\$ 268,132	\$ 206,601	30%	\$ 745,211	\$ 407,651	83%

LEGACY	Feb-19	YTD 2019
Definite Room Nights	1,702	6,130
Bookings	2	6
Business Sales	\$ 1,291,558	\$ 3,647,729
Jobs Supported	638	1,541
Local Taxes	\$ 62,380	\$ 187,561
Personal Income	\$ 437,153	\$ 1,248,755
Bed Taxes	\$ 44,602	\$ 137,662

TOTAL	Feb-19	YTD 2019
Definite Room Nights	13,488	25,756
Bookings	20	41
Business Sales	\$ 8,494,793	\$ 20,789,683
Jobs Supported	3,854	8,819
Local Taxes	\$ 423,639	\$ 1,163,855
Personal Income	\$ 2,994,408	\$ 7,289,998
Bed Taxes	\$ 312,734	\$ 882,873

Meetings Actualized (Includes Legacy)		
	Feb-19	YTD 2019
Definite Room Nights	22,291	52,785
Bookings	38	78
Business Sales	\$ 15,630,330	\$ 39,697,262
Jobs Supported	4,668	13,841
Local Taxes	\$ 905,607	\$ 2,109,598
Personal Income	\$ 5,512,709	\$ 13,900,437
Bed Taxes	\$ 553,123	\$ 1,353,585



#### 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).

By Year (Team only)								
Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2019	10	56%	1,932	16%	1,185	14%	20	4,460
2020	4	22%	4,092	35%	2,975	35%	8	6,598
2021	2	11%	2,224	19%	1,900	22%	4	3,325
2022	2	11%	3,538	30%	2,500	29%	2	3,538
2023	0	0%	0	0%	0	0%	0	0
2024	0	0%	0	0%	0	0%	0	0
2025	0	0%	0	0%	0	0%	1	1,705
2026	0	0%	0	0%	0	0%	0	0
2027	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</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	7	39%	751	6%	695	8%	14	1,497
100 - 200	3	17%	780	7%	390	5%	8	3,460
201-499	5	28%	5,560	47%	4,500	53%	10	9,974
500-999	3	17%	4,695	40%	2,975	35%	3	4,695
1000-1499	0	0%	0	0%	0	0%	0	0
1500+	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</b>

By Market Segment (Team only)								
Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Food	0	0%	0	0%	0	0%	1	499
Athletic/Sports	2	11%	2,544	22%	3,000	35%	2	2,544
Automotive	1	6%	100	1%	120	1%	1	100
Computer/Software	1	6%	1,449	12%	800	9%	2	2,379
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	0	0
Educational	2	11%	1,466	12%	566	7%	3	2,041
Entertainment	0	0%	0	0%	0	0%	0	0
Environmental	0	0%	0	0%	0	0%	1	80
Ethnic	0	0%	0	0%	0	0%	0	0
Film Crews	0	0%	0	0%	0	0%	0	0
Financial	1	6%	615	5%	300	4%	3	1,654
Franchise	2	11%	1,217	10%	499	6%	2	1,217
Fraternal	0	0%	0	0%	0	0%	1	1,705
Government, Public Admin	1	6%	82	1%	150	2%	3	672
Health & Medical	2	11%	1,166	10%	600	7%	4	1,236
High Tech/Electric/Comp	3	17%	780	7%	390	5%	4	1,065
Hobby & Vocational	0	0%	0	0%	0	0%	0	0
Insurance	0	0%	0	0%	0	0%	0	0
Insurance Association	0	0%	0	0%	0	0%	0	0
Labor Union	0	0%	0	0%	0	0%	0	0
LGBT	0	0%	0	0%	0	0%	0	0
Manufacturing/Distribution	1	6%	205	2%	85	1%	2	244
Meetings, Industry Events	0	0%	0	0%	0	0%	0	0
Military Reunions	0	0%	0	0%	0	0%	0	0
Scientific/Technical	1	6%	2,092	18%	2,000	23%	1	2,092
Social	0	0%	0	0%	0	0%	2	1,204
SPORTING EVENTS	0	0%	0	0%	0	0%	0	0
Third Party Planner	0	0%	0	0%	0	0%	0	0
Trade/Commercial/Bus	1	6%	70	1%	50	1%	3	894
Transportation	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</b>

By Key States/Countries (Team only)								
State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
California	8	44%	4,136	35%	1,900	22%	16	6,655
Colorado	1	6%	2,092	18%	2,000	23%	1	2,092
Connecticut	0	0%	0	0%	0	0%	0	0
District of Columbia	0	0%	0	0%	0	0%	0	0
Florida	1	6%	615	5%	300	4%	1	615
Georgia	0	0%	0	0%	0	0%	1	1,705
Idaho	0	0%	0	0%	0	0%	0	0
Illinois	0	0%	0	0%	0	0%	1	602
Indiana	0	0%	0	0%	0	0%	0	0
Kansas	0	0%	0	0%	0	0%	1	222
Kentucky	0	0%	0	0%	0	0%	0	0
Maryland	0	0%	0	0%	0	0%	0	0
Massachusetts	0	0%	0	0%	0	0%	1	789
Michigan	0	0%	0	0%	0	0%	0	0
Minnesota	0	0%	0	0%	0	0%	0	0
Missouri	0	0%	0	0%	0	0%	0	0
Nebraska	0	0%	0	0%	0	0%	0	0
Nevada	0	0%	0	0%	0	0%	0	0
New Hampshire	0	0%	0	0%	0	0%	0	0
New Jersey	0	0%	0	0%	0	0%	0	0
New Mexico	0	0%	0	0%	0	0%	0	0
New York	2	11%	2,544	22%	3,000	35%	2	2,544
North Carolina	0	0%	0	0%	0	0%	0	0
Ohio	0	0%	0	0%	0	0%	0	0
Oklahoma	0	0%	0	0%	0	0%	0	0
Oregon	1	6%	70	1%	50	1%	1	70
Pennsylvania	0	0%	0	0%	0	0%	0	0
South Carolina	1	6%	100	1%	120	1%	1	100
Tennessee	0	0%	0	0%	0	0%	0	0
Texas	0	0%	0	0%	0	0%	0	0
Utah	0	0%	0	0%	0	0%	0	0
Virginia	0	0%	0	0%	0	0%	2	784
Washington	0	0%	0	0%	0	0%	3	1,219
Wisconsin	0	0%	0	0%	0	0%	0	0
[Not Set/Not USA]	4	22%	2,229	19%	1,190	14%	4	2,229
<b>Total</b>	<b>18</b>	<b>100%</b>	<b>11,786</b>	<b>100%</b>	<b>8,560</b>	<b>100%</b>	<b>35</b>	<b>19,626</b>

PSCC Bookings (Includes Legacy)						
Market Segment	February			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	0	0	0
Athletic/Recreation	0	0	0	0	0	0
Computer/Software	0	0	0	0	0	0
Educational	0	0	0	4	4,428	6,400
Environmental	0	0	0	0	0	0
Government	0	0	0	0	0	0
Health & Medical	1	952	400	1	952	400
Hobby & Vocational	0	0	0	0	0	0
Religious	0	0	0	0	0	0
Social	0	0	0	0	0	0
Transportation	0	0	0	0	0	0
<b>Total</b>	<b>1</b>	<b>952</b>	<b>400</b>	<b>5</b>	<b>5,380</b>	<b>6,800</b>

If you have any questions about Convention Sales, please contact:  
 Mark Crabb, FCDME, Chief Sales Officer  
[mcrabb@gpscva.com](mailto:mcrabb@gpscva.com) | 760.969.1304

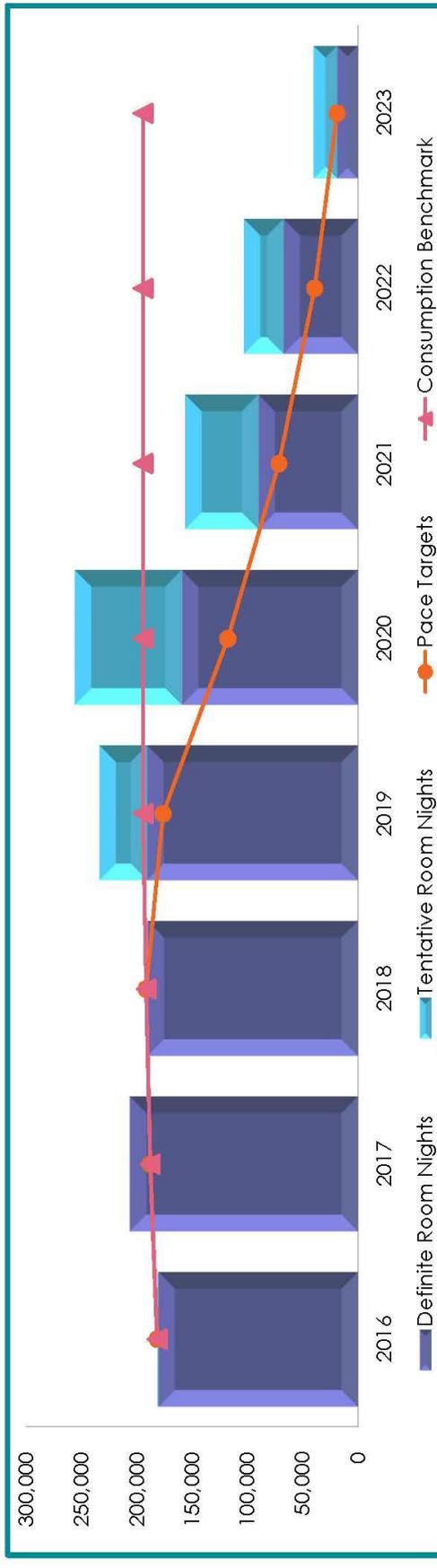
THE TAP REPORT

Greater Palm Springs  
 8 Year Pace Report

Period Ending February 28, 2019

	2016	2017	2018	2019	2020	2021	2022	2023	Total
Definite Room Nights	180,156	206,054	190,016	190,290	159,154	90,022	67,299	19,060	1,102,051
Pace Targets	181,619	187,869	191,568	176,313	117,749	71,574	39,125	18,875	984,692
Variance	(1,463)	18,185	(1,552)	13,977	41,405	18,448	28,174	185	117,359
Consumption Benchmark	181,769	188,072	191,568	194,542	194,542	194,542	194,542	194,542	1,534,119
Pace Percentage	99%	110%	99%	108%	135%	126%	172%	101%	112%
Total Demand Room Nights	722,310	812,760	868,779	772,297	507,438	262,317	148,997	56,681	4,151,579
Lost Room Nights	542,154	606,706	678,763	582,007	348,284	172,295	81,698	37,621	3,049,528
Conversion Percentage	25%	25%	22%	25%	31%	34%	45%	34%	27%
Tentative Room Nights	1,000	50	0	43,204	96,766	66,114	35,854	21,123	264,111

Greater Palm Springs Events									
Definite Events	231	130	54	249	140	60	34	9	907
Pace Targets	207	95	47	235	108	53	23	12	780
Variance	24	35	7	14	32	7	11	(3)	127
Consumption Benchmark	302	302	302	300	300	300	300	300	2,406
Pace Percentage	112%	137%	115%	106%	130%	113%	148%	75%	116%
Total Demand Events	721	333	129	815	387	153	73	28	2,639
Lost Events	490	203	75	566	247	93	39	19	1,732
Conversion Percentage	32%	39%	42%	31%	36%	39%	47%	32%	34%
Tentative Events	122	111	60	89	133	65	29	13	622



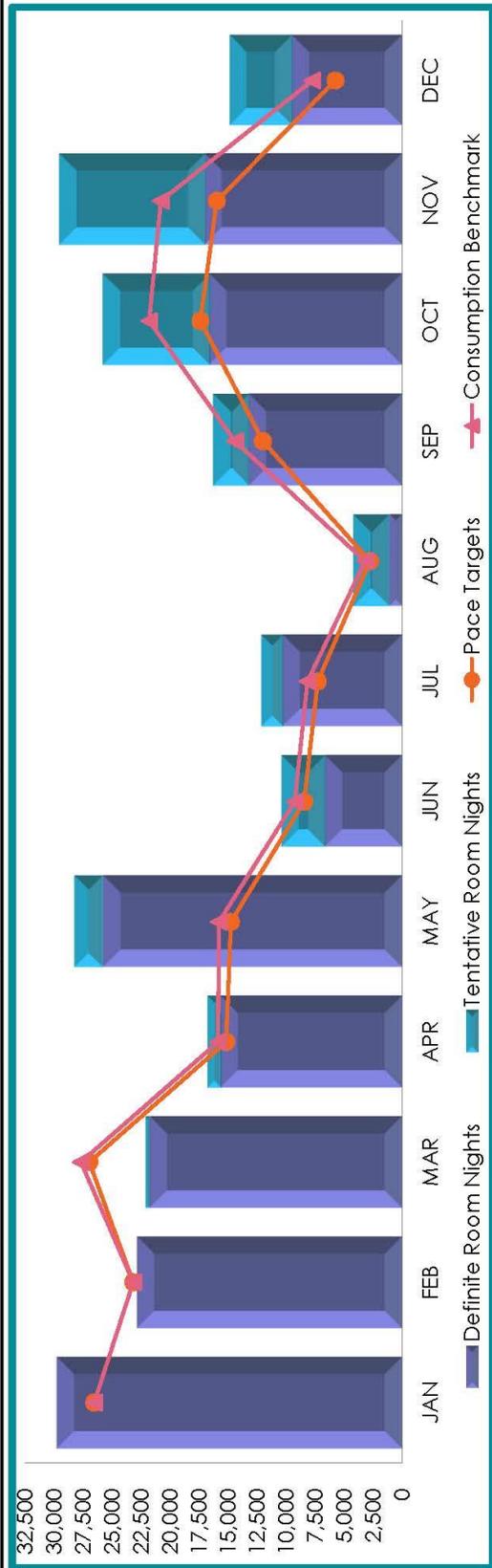
**THE TAP REPORT**

**Greater Palm Springs  
 2019 Pace Report**

Period Ending February 28, 2019

Greater Palm Springs 2019	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,760	22,868	21,794	15,634	25,776	6,652	10,309	1,106	13,223	16,611	17,028	9,529	190,290
Pace Targets	26,538	23,186	26,974	15,169	14,772	8,457	7,287	2,779	12,012	17,391	15,986	5,762	176,313
Variance	3,222	(318)	(5,180)	465	11,004	(1,805)	3,022	(1,673)	1,211	(780)	1,042	3,767	13,977
Consumption Benchmark	26,538	23,186	27,692	15,876	15,804	9,265	8,161	3,202	14,431	21,806	20,811	7,770	194,542
Pace Percentage	112%	99%	81%	103%	174%	79%	141%	40%	110%	96%	107%	165%	108%
Total Demand Room Nights	93,130	117,360	81,922	94,304	71,347	31,693	52,875	7,643	59,132	68,490	79,131	15,270	772,297
Lost Room Nights	63,370	94,492	60,128	78,670	45,571	25,041	42,566	6,537	45,909	51,879	62,103	5,741	582,007
Conversion Percentage	32%	19%	27%	17%	36%	21%	19%	14%	22%	24%	22%	62%	25%
Tentative Room Nights	0	0	353	1,220	2,459	3,805	1,895	3,145	3,159	9,217	12,511	5,440	43,204

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	40	38	31	21	31	16	13	4	17	16	13	9	249
Pace Targets	42	41	30	20	20	13	10	6	14	21	13	5	235
Variance	(2)	(3)	1	1	11	3	3	(2)	3	(5)	0	4	14
Consumption Benchmark	42	41	33	24	25	17	14	9	23	37	25	10	300
Pace Percentage	95%	93%	103%	105%	155%	123%	130%	67%	121%	76%	100%	180%	106%
Total Demand Events	127	146	96	86	73	47	47	9	61	66	42	15	815
Lost Events	87	108	65	65	42	31	34	5	44	50	29	6	566
Conversion Percentage	31%	26%	32%	24%	42%	34%	28%	44%	28%	24%	31%	60%	31%
Tentative Events	0	0	6	3	8	8	6	5	15	19	14	5	89



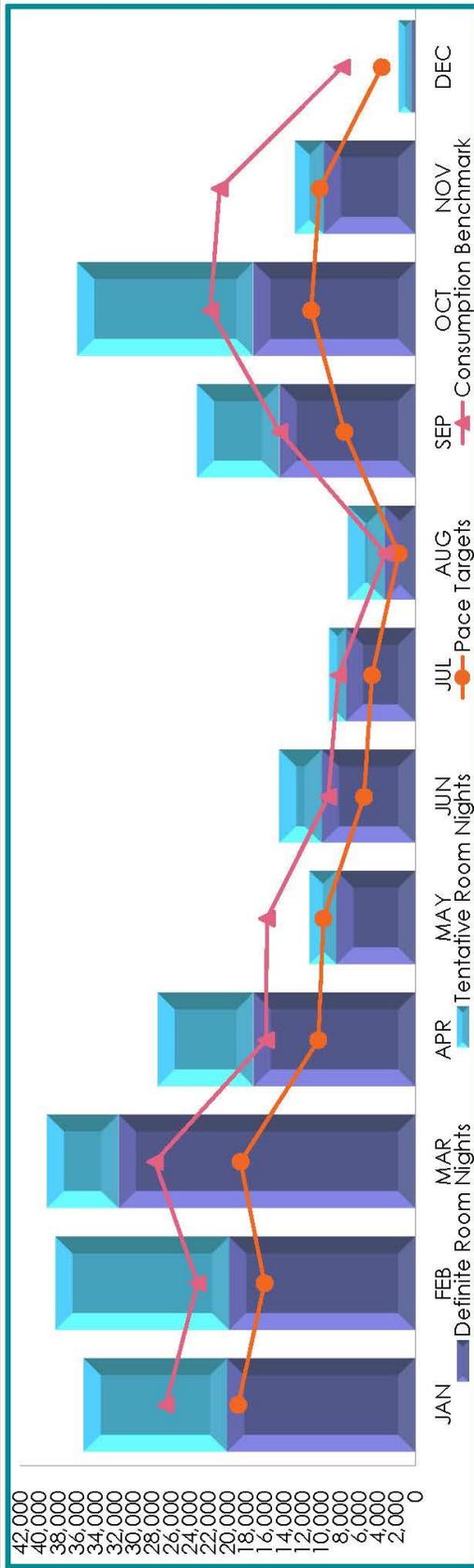
**THE TAP REPORT**

**Greater Palm Springs  
 2020 Pace Report**

Period Ending February 28, 2019

Greater Palm Springs 2020	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	20,019	19,796	31,571	17,183	8,354	9,895	7,348	3,236	14,454	17,212	9,686	400	159,154
Pace Targets	18,850	16,033	18,589	10,306	9,793	5,467	4,603	1,759	7,534	11,070	10,188	3,557	117,749
Variance	1,169	3,763	12,982	6,877	(1,439)	4,428	2,745	1,477	6,920	6,142	(502)	(3,157)	41,405
Consumption Benchmark	26,538	23,186	27,692	15,876	15,804	9,265	8,161	3,202	14,431	21,806	20,811	7,770	194,542
Pace Percentage	106%	123%	170%	167%	85%	181%	160%	184%	192%	155%	95%	11%	135%
Total Demand Room Nights	74,836	77,891	66,483	61,444	29,655	29,488	21,269	8,896	31,129	72,080	29,792	4,475	507,438
Lost Room Nights	54,817	58,095	34,912	44,261	21,301	19,593	13,921	5,660	16,675	54,868	20,106	4,075	348,284
Conversion Percentage	27%	25%	47%	28%	28%	34%	35%	36%	46%	24%	33%	9%	31%
Tentative Room Nights	15,248	18,453	7,596	10,252	2,888	4,566	1,820	3,928	8,794	18,752	3,094	1,375	96,766

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	24	18	19	14	11	7	3	4	11	20	8	1	140
Pace Targets	19	18	14	9	9	6	5	3	7	10	6	2	108
Variance	5	0	5	5	2	1	(2)	1	4	10	2	(1)	32
Consumption Benchmark	42	41	33	24	25	17	14	9	23	37	25	10	300
Pace Percentage	126%	100%	136%	156%	122%	117%	60%	133%	157%	200%	133%	50%	130%
Total Demand Events	63	65	54	45	31	21	13	7	26	42	17	3	387
Lost Events	39	47	35	31	20	14	10	3	15	22	9	2	247
Conversion Percentage	38%	28%	35%	31%	35%	33%	23%	57%	42%	48%	47%	33%	36%
Tentative Events	26	25	14	16	4	6	4	4	12	16	4	2	133



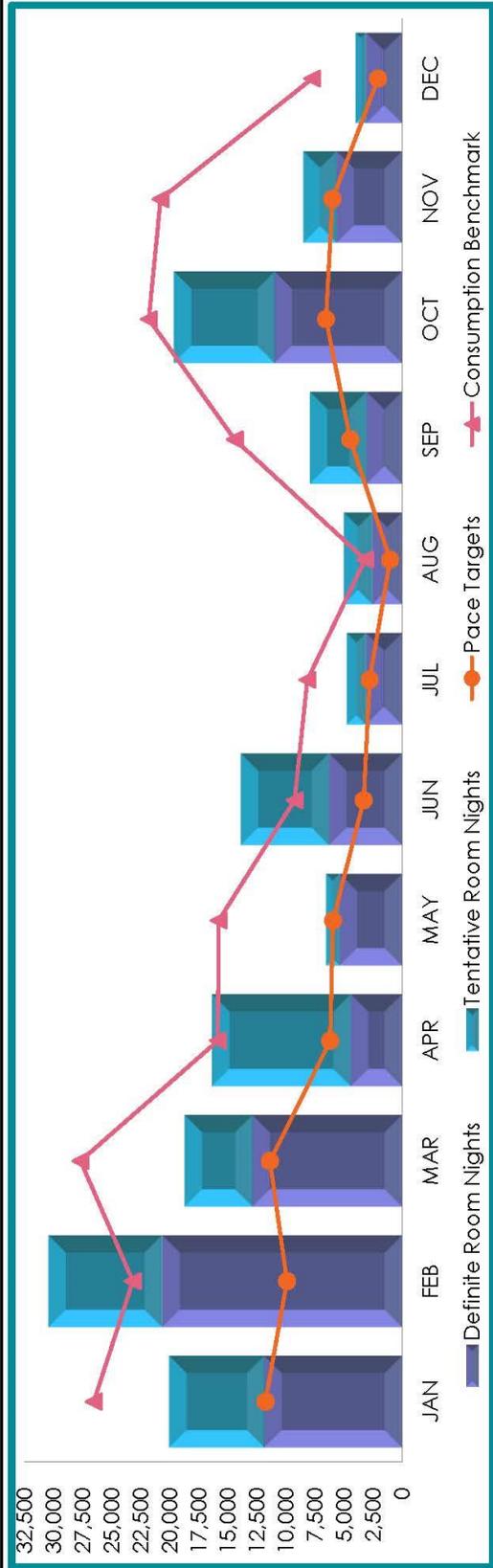
**THE TAP REPORT**

**Greater Palm Springs  
 2021 Pace Report**

Period Ending February 28, 2019

Greater Palm Springs 2021	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	11,899	20,665	12,910	4,417	5,372	6,267	3,095	2,570	3,054	11,033	5,630	3,110	90,022
Pace Targets	11,779	9,933	11,393	6,219	5,963	3,325	2,796	1,049	4,470	6,563	6,000	2,084	71,574
Variance	120	10,732	1,517	(1,802)	(591)	2,942	299	1,521	(1,416)	4,470	(370)	1,026	18,448
Consumption Benchmark	26,538	23,186	27,692	15,876	15,804	9,265	8,161	3,202	14,431	21,806	20,811	7,770	194,542
Pace Percentage	101%	208%	113%	71%	90%	188%	111%	245%	68%	168%	94%	149%	126%
Total Demand Room Nights	24,570	37,283	29,715	32,000	18,391	11,578	29,149	7,335	18,482	35,575	15,129	3,110	262,317
Lost Room Nights	12,671	16,618	16,805	27,583	13,019	5,311	26,054	4,765	15,428	24,542	9,499	0	172,295
Conversion Percentage	48%	55%	43%	14%	29%	54%	11%	35%	17%	31%	37%	100%	34%
Tentative Room Nights	8,182	9,789	5,854	11,997	1,172	7,684	1,679	2,450	4,896	8,644	2,867	900	66,114

Greater Palm Springs 2021 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	9	13	6	5	4	5	3	2	3	5	4	1	60
Pace Targets	9	9	7	5	5	3	2	1	3	5	3	1	53
Variance	0	4	(1)	0	(1)	2	1	1	0	0	1	0	7
Consumption Benchmark	42	41	33	24	25	17	14	9	23	37	25	10	300
Pace Percentage	100%	144%	86%	100%	80%	167%	150%	200%	100%	100%	133%	100%	113%
Total Demand Events	17	23	16	21	11	11	12	5	10	16	10	1	153
Lost Events	8	10	10	16	7	6	9	3	7	11	6	0	93
Conversion Percentage	53%	57%	38%	24%	36%	45%	25%	40%	30%	31%	40%	100%	39%
Tentative Events	8	12	7	14	2	5	2	1	5	6	2	1	65



## Destination Services

### Highlights

The Destination Services team planned and organized 15 programs encompassing 17 events and activities including:

- 1 FAM
- 3 Tradeshows
- 5 Conference Sponsorships
- 5 Client Events
- 3 CVB Events

#### December – February Highlights

Large events that were executed by the department include:

- |  |                  |
|--|------------------|
| • SITE SoCal                                   | December 11      |
| • CalSAE Seasonal Spectacular                  | December 11 – 14 |
| • Palm Springs International Film Festival FAM | January 2 – 4    |
| • GPS/Palm Beach Client Event                  | January 7        |
| • gpsNEXT                                      | February 7       |
| • CSUSB Mardi Gras Fundraiser                  | February 16      |



Above left: Mardi Gras Masquerade Ball attendees mingle inside the JW Marriott Desert Springs Resort & Spa ballroom. Above right: The silent auction bidding area. Proceeds supported the CSUSB Palm Desert Campus and its new Hospitality Management Program.

#### March – May Highlights

Destination Services projects the following program management:

- Total of 12 programs encompassing 15 events
- March through May sites: currently have 9 pending

*Note: Most site visits and FAMs book relatively short-term (2-3 weeks in advance), so the above numbers will increase in the coming months.*

If you have any questions about Destination Services, please contact:  
Jill Philbrook, Director of Destination Services  
[jphilbrook@gpscvb.com](mailto:jphilbrook@gpscvb.com) | 760.969.1341

## Travel Industry Sales

### Market Activity

### Travel Industry Sales Goals

	Monthly	YTD	Team Goal	% of Goal
<b>Client Reach</b>	520	<b>1,141</b>	8,800	12.09%

### Travel Industry Sales Activities & Programs

	Monthly	YTD	Team Goal	Description
<b>In-Market Activations</b>	1	<b>1</b>	15	Organized in-market campaign, event or experience enabling the CVB to bring brand awareness directly to the travel trade.
<b>Marketing Campaigns Co-Ops</b>	2	<b>13</b>	35	Coordinated marketing and/or social media campaigns with the travel trade, including Online Travel Agencies promoting the destination.
<b>Trade Shows Sales Missions</b>	3	<b>6</b>	100	Attend events and organized sales missions promoting the destination to the travel trade.
<b>FAMS, Site Visits &amp; Client Meetings</b>	4	<b>6</b>		Organized and hosted FAMS, site visits and client meetings in the destination.
<b>Webinars, Trainings &amp; Workshops</b>	7	<b>13</b>		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	<b>17</b>	<b>39</b>	<b>150</b>	

Month	TIS Activities & Programs	Market	Description/Results from Sales Activity
February 5, 2019	Stena Line Travel Group Site Visit	Sweden	CVB met with Marie Javerud, Senior Contracting Manager for Sweden-based Stena Line Travel Group. Javerud's company is the largest travel tour operator in Scandinavia with 6 different brands. Javerud was visiting Greater Palm Springs as a result of increased bookings to the destination and researching hotels for direct contracts. Partner Participation: Ace Hotel.

Month	TIS Activities & Programs	Market	Description/Results from Sales Activity
February 6, 2019	Hotelbeds Site Visit	United States	Sergio Arias with Hotelbeds visited Greater Palm Springs with the destination's new contact for Hotelbeds, Simone Araujo. The CVB discussed marketing and provided a destination overview with Araujo and Arias during their visit. They also met with individual hotels during their stay in Greater Palm Springs.
February 11-12, 2019	Outlook Forum	International	Visit California's Outlook Forum provides a platform for California's travel and tourism industry to share mutual successes and strategize on international marketing and brand awareness. Outlook Forum speakers provided a high level of research, market intelligence and brand expertise. Networking events encompassed meeting Global Representatives with Visit California Worldwide.
February 13-14, 2019	RTO Summit West	China	North American Journeys (NAJ) specializes in charter partners promoting the United States to U.S.-bound receptive operators and founded RTO Summit West in 2003. This year's two-day event brought in 40 receptive operators and close to 100 destinations and attractions from across the western United States. Client reach: 40.
February 15, 2019	Tour Operator Land Site Visit	United States	The CVB hosted Betsy Cooper from Tour Operator Land. Destination visit was to increase online product for GPS. Partner participation: Desert Adventures Red Jeep Tours & Events.
February 15-17, 2019	Winged Boots Site Visit	United States	The CVB hosted David Ox, Managing Director with UK-based luxury operator Winged Boots, on a destination visit. This was Ox's first visit to Greater Palm Springs and will begin promoting the destination to the company's clients. Partner Participation included: Hyatt Regency Indian Wells Resort & Spa; Tommy Bahama Restaurant & Bar Palm Desert; The Ritz-Carlton, Rancho Mirage; BMW Performance Center; The Thermal Club; and PGA West.
February 23, 2019	Club California – Guangzhou	China	Club California China is an interactive educational forum that includes featured destinations designed to motivate Chinese tour operators to develop California tour product. Greater Palm Springs was showcased in presentations to 10 top China-based tour operators.
February 28, 2019	Aspire Luxury Conference	United Kingdom	The CVB's UK office attended the Visit USA UK Aspire Luxury Conference in London. This is a new one-day destination-specific event targeting luxury agents who are interested in learning more about how the USA can fulfill their clients' often bespoke needs. Destination training was conducted with 45 luxury travel professionals.
February 28, 2019	CVB San Francisco Sales Mission	United States	TIS traveled to San Francisco for a client event at Tip Toes Spa, where 21 travel professionals were treated to a wellness experience, along with destination training. Additionally, TIS had a meeting with Mileta Foster from Protravel, and Taylor Gandy and Debbie Kessler from wix.com, who were updated on destination events and properties. Client reach: 24.

Month	TIS Activities & Programs	Market	Description/Results from Sales Activity
February 28, 2019	AVIAREPS Training & Sales Call: Shanghai	China	The CVB's office in China met with the General Manager, Operations Manager and Sales Team at Fancy Tours — a major wholesaler based in Shanghai. Discussions included adding GPS outdoor activities for incentive groups and family travelers to the itineraries. Client reach: 3.
February 28, 2019	MSi Training & Meetings: Germany	Germany	The CVB's office in Germany had meetings with 10 managers from key accounts: America Unlimited, CAN USA, Faszination Fernweh, CRD, FTI and DER Touristik. Discussions included updates on the destination and marketing.
February 28, 2019	Gate7 Trainings & Meetings: Melbourne	Australia	The CVB's office in Australia had meetings and trainings with 21 travel managers. Companies included Cool Cousin, Air New Zealand and Trip.com. Discussions included updates on the destination and marketing and possibility hosting a webinar for their agent portal in Australia.
February 28, 2019	Black Diamond Training & Sales Calls	United Kingdom	The CVB office in the United Kingdom had meetings and trainings with 321 agents from Cassidy Travel, Flight Centre, Icelolly.com and Travel Counselors. The UK office also attended Aer Lingus USA Roadshow in Dublin. Discussions included updates on Greater Palm Springs and marketing.
February 28, 2019	MNO Training & Sales Calls	France	The CVB's office in France had meetings with 40 managers from various companies including Lheureux, Euram, Succes Voyages, Nautil, Kuoni, Nomade Aventure, Tribu d'Explorateurs and Terres Lointaines. Discussions included updates on Greater Palm Springs and marketing.
February 23, 2019	Club California – Guangzhou	China	Club California China is an interactive educational forum that includes featured destinations designed to motivate Chinese tour operators to develop California tour product. Greater Palm Springs was showcased in presentations to 10 top China-based tour operators.
February 28, 2019	Aspire Luxury Conference	United Kingdom	The CVB's UK office attended the Visit USA UK Aspire Luxury Conference in London. This is a new one-day destination-specific event targeting luxury agents who are interested in learning more about how the USA can fulfill their clients' often bespoke needs. Destination training was conducted with 45 luxury travel professionals.

If you have any questions about Travel Industry Sales, please contact:  
 Gary Orfield, Director of Travel Industry Sales  
[gorfield@gpscvb.com](mailto:gorfield@gpscvb.com) | 760.969.1335

## Partnership

### Highlights

Highlights for the CVB Partnership team during January and February include:

- 621 Partner referrals processed
- 5 New Partners welcomed
  - PlanIT Print Works
  - The David Rohr Floral Studio
  - Frankie's Italian Bakery, Café and Supper Club
  - David Perry Associates, Inc
  - Rancho Mirage Florist
- 180 Partner Renewals for a total of 453 current Active Partners
- 4 Partner events with 475 partners attending

### Partner Events

#### gpsNEXT

The CVB hosted gpsNEXT: Tourism Highlights & Insights at the Omni Rancho Las Palmas in February. The half-day event gave local tourism Partners the opportunity to connect the CVB marketing Partners and included presentations covering:

- CVB marketing opportunities
- Insights from our Visit California International Reps, TripAdvisor, TravelZoo and Expedia
- Airline updates from Ailevon Pacific
- Destination Development Plan updates
- Consumer and Meeting Planner Image & Awareness Study insights

[View the gpsNEXT presentation deck here](#)



Above left: gpsNEXT attendees await the next speaker. Above right: Sam Woollard, Managing Director, Greater China at Aviareps AG speaks about Chinese outbound travel trends to California.

## Meet & Sees

The events for January and February included:

- The Living Desert Zoo & Gardens – January 31
- Babe's BBQ & Brewery – February 21



Attendees enjoy  
Partner Meet & Sees.  
Far left: The Living  
Desert. Left: Babe's  
BBQ & Brewery.

## Community Events

In January and February, the Partnership team attended the following community events:

### Cathedral City

- Palm Desert Chamber ribbon cutting and 2019 Honda Passport Launch / Honda of the Desert

### Rancho Mirage

- Rancho Mirage Chamber Rammy Awards / Agua Caliente Casino Resort Spa Rancho Mirage
- Champions of Change Desert Arc Annual Awards Lunch / Agua Caliente Casino Resort Spa Rancho Mirage
- Rancho Mirage Chamber Mixer / Mission Hills Country Club

### Palm Springs

- Wedding Warriors Mixer / Trio Restaurant
- Desert Business Association Mixer / ACE Hotel and Swim Club
- Palm Springs Chamber & SunLine ribbon cutting for the BUZZ bus / Museum Way
- PSHA Luncheon / Avalon Hotel and Bungalows
- Palm Springs Chamber Mixer / Venezia Italian Restaurant
- Wedding Warriors Mixer / Spencer's
- Modernism Week Opening Reception / Palm Springs Convention Center
- Palm Springs Air Museum Annual Gala
- PSHA Luncheon / Hilton Palm Springs
- GCVCC and Palm Springs Chamber ribbon cutting / GR8 ESTATES Luxury Vacation Rentals

### Palm Desert

- CSUSB Mardi Gras Masquerade Ball / JW Marriott Desert Springs Resort & Spa
- PDACC YPN Event / Casuelas Cafe

### La Quinta

- GCVCC Desert Classic Tee Off Gala / La Quinta Country Club

### Indio

- Polo for the People / Empire Polo Club

If you have any questions about Partnership, please contact:  
Davis Meyer, Partnership Manager  
[dmeyer@gpscvb.com](mailto:dmeyer@gpscvb.com) | 760.969.1360

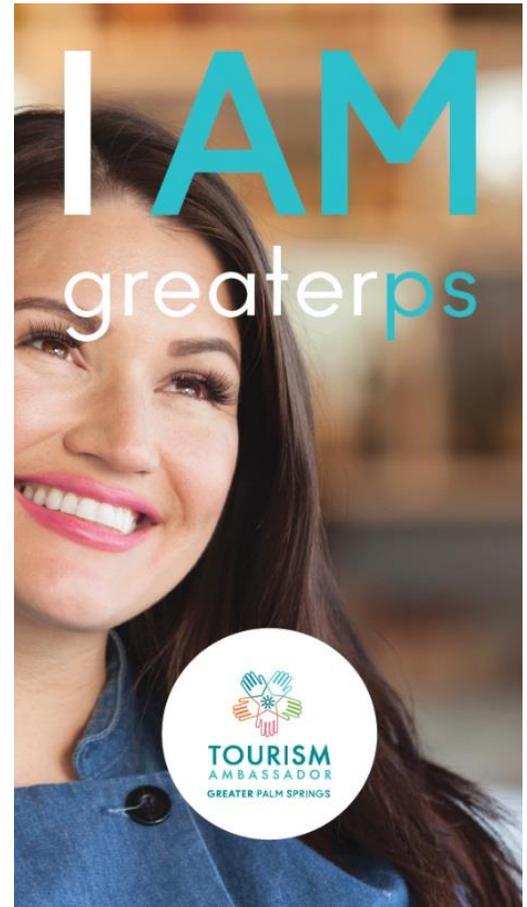
## Certified Tourism Ambassador® (CTA) Program

### Program Launch

The Greater Palm Springs Tourism Ambassador program officially launched in February. Accredited through the Tourism Ambassador Institute™, the Certified Tourism Ambassador™ (CTA) Program is designed to elevate the performance of our hospitality workforce, enhance the visitor experience and increase tourism in the destination.

The program is multifaceted, serving to demonstrate that when visitors have a positive experience, they are more likely to return and share their positive experience with others. The program demonstrates the vital importance of tourism and its direct impact on Greater Palm Springs when visitor expectations are exceeded. The half-day trainings provide an overview of the importance of their role in representing our destination's brand.

A Field Test for the program took place in January and provided an opportunity to present the course material to key stakeholders, receive feedback and then make final edits to the in-class presentation as well as to the content-rich notebook that all participants receive.



The program has a goal to accredit 500 Greater Palm Springs Tourism Ambassadors in its first year. Trainings will take place at various Partner sites throughout the region to engage groups around a deep understanding of the history, highlights and resources of the destination. CTA graduates are encouraged to continue to explore and discover the destination throughout the year. To that end, CVB Partners are encouraged to offer CTAs incentives to experience their sites to better promote them to visitors. Continuing education activities and networking events are offered as a part of the program throughout the year.

The brand campaign for this exciting new program is built around the pride of setting this destination apart by offering the highest standard of visitor service as indicated by the IAmGreaterPS.com URL associated with the overall theme and mission of the program. CTAs will also be wearing the industry-recognized CTA lapel pin, indicating their commitment to a higher standard of service for this destination.

If you have any questions about the CTA Program, please contact:  
Davis Meyer, Partnership Manager  
[dmeyer@gpscvb.com](mailto:dmeyer@gpscvb.com) | 760.969.1360

# Marketing & Communications

## Advertising

### Highlights

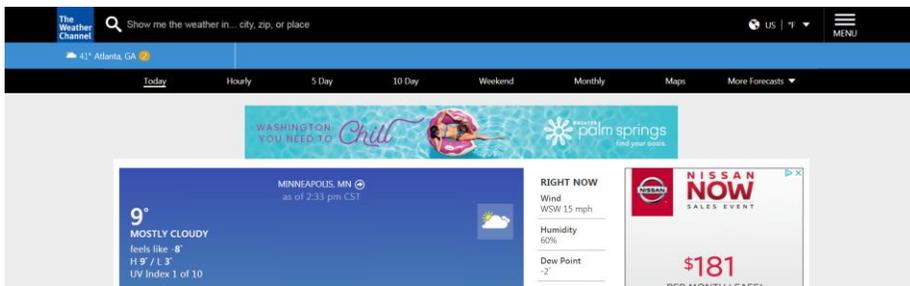
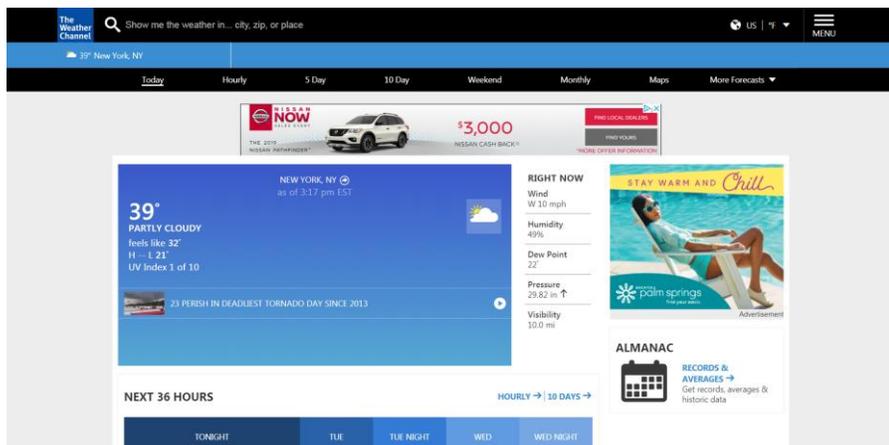
In January, the CVB launched the 2019 Advertising Plan with the goal of increasing awareness of the destination's brand — domestically and internationally — while supporting overall occupancy in Greater Palm Springs. The 2019 plan includes awareness-building media, such as television, print and out-of-home. The plan also focuses further down the customer funnel with an increase in intent-to-travel media, such as search engine marketing, online promotions and social media.

While the plan targets Los Angeles, San Diego, San Francisco, Phoenix and Las Vegas throughout the entire year, based on year-round Visa cardholder spend patterns, it targets Seattle, Portland, Chicago, Minneapolis, New York, Denver, Dallas, Boston, Atlanta and select international markets on a seasonal basis. The 2019 Advertising Plan also includes several opportunities for Partners to participate in the CVB's destination marketing efforts.

For the months of January and February, the destination's advertising efforts generated **28,475,122 digital impressions**, **95,465,805 out-of-home impressions** and **6,126,999,000 television impressions** with **550,330 television spots**. Total television impressions include streaming TV on Spectrum, Cox and Comcast, ABC, NBC, CBS, Fox and HBO GO Smart TV apps. New to 2019, the media plan included tactics to reach planners, financiers and strategists in the airline industry. These airline efforts garnered **45,000 impressions** in February. (See the Marketing section on page 22 for examples of the targeted airline ads.)

### Weather.com

The destination generated 505,686 impressions on **Weather.com** for the month of February, reaching viewers in target fly markets with a combination of cold/inclement weather triggers to automate media delivery to users experiencing it. This campaign generated 3,290 clicks to the VisitGreaterPalmSprings.com website in February.



## Marketing & Communications

### Marketing

#### Television

Cable Television continued in January targeting Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Seattle, Portland, Chicago, Minneapolis, New York, Dallas, Denver, Atlanta and Boston.

The Winter Cable TV Co-op continued in January featuring Palm Springs Preferred Hotels, Hotel Paseo, ANA Inspiration, BNP Paribas, Desert Classic, City of La Quinta and BMW Performance Center. The campaign includes custom Partner commercials that air on KTLA-Los Angeles, WGN-Chicago and also Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas and San Francisco.

In addition, destination TV spots ran in select Canadian markets on Canadian Broadcast Network. These markets include Vancouver, Edmonton, Calgary, Toronto and Winnipeg.



#### Billboard

Destination-branded digital billboards ran in Chicago, New York, San Francisco, LA and San Diego. The CVB also promoted events on digital billboards, including Desert Classic, Tour de Palm Springs, Modernism Week, BNP Paribas, La Quinta Arts Festival, ANA Inspiration, Desert X, Palm Desert Food and Wine, Fashion Week El Paseo and Indian Wells Arts Festival. The destination generated 28 million impressions for Greater Palm Springs event billboards. In addition, billboard co-op Partner Omni Rancho Las Palmas generated 8.9 million impressions for the months of January and February.



## Marketing

### Airline

An airline strategy was launched to reach planners, financiers and strategists in airline industry. Ads ran in *Airline Weekly* newsletters in February. In addition, a program ad ran in Routes Americas, which is a highly attended airline industry event. These **airline efforts** garnered **45,000 impressions** in February.

Home to BNP Paribas Open



**Serving over 13 million visitors**  
When it comes to midcentury-modern architecture, wellness escapes, outdoor adventure and year-round events, visitors love our destination. By launching new PSP flight routes, you will be closer to our visitors hearts, too.

 **greater palm springs**  
find your oasis.  
visitgreaterps.com

Coachella Valley Music and Arts Festival



**Rocking 200,000 more fly-in visitors**  
in 2018, our nine-city destination has a lot to cheer about all year-round. Which should make planning a new flight route music to your ears.

 **greater palm springs**  
find your oasis.  
visitgreaterps.com



**Show PSP some LUV.**  
We have over 13 million visitors a year — a bonus for our 10 airline partners. Join us, and set your sights higher.

 **greater palm springs**  
find your oasis.  
visitgreaterps.com



**Passenger growth is up 54%**  
since 2011 in our destination. If you aren't flying to Greater Palm Springs year-round, you're missing out. It's time for you to jump in.

 **greater palm springs**  
find your oasis.  
visitgreaterps.com

If you have any questions about Marketing, please contact:  
Dana Fury, Marketing Manager  
[dfury@gpscvb.com](mailto:dfury@gpscvb.com) | 760.969.1345

Website

Signature Event Landing Pages

The CVB has created landing pages for large annual events, which has been driving more traffic to the website while giving both more exposure to the event and the visitor additional information on it. Desert X has been the top-performing landing page with 7,715 page views.

ORIGINAL

**BNP Paribas Open**  
 Dates: March 4, 2019 - March 17, 2019  
 Recurrence: Recurring daily  
 Location: Indian Wells Tennis Garden / Home to the BNP Paribas Open tennis Tournament  
 78200 Miles Avenue  
 Indian Wells, CA 92210  
 Phone: 800.999.1585  
[Visit Website](#)

**Details**

A two week combined ATP World Tour Masters 1000 and WTA Tour Premier event featuring the top men and women professional tennis players, it is the largest tournament in the world after the four Grand Slams.

Enjoy on and off the court entertainment with tennis talk, exhibits, demos, kids' day and much more.

Visit the website for complete scheduling details and to purchase tickets.

*Photo by Billie Weiss*

**Map**

NEW LANDING PAGE

**BNP PARIBAS OPEN**  
**Indian Wells, CA**  
**March 4 - 17, 2019**

Located at the Indian Wells Tennis Garden in Indian Wells, CA, A two week combined ATP World Tour Masters 1000 and WTA Tour Premier event featuring the top men and women professional tennis players. It is the largest tournament in the world after the four Grand Slams.

Enjoy on and off the court entertainment with tennis talk, exhibits, demos, kids' day and much more.

Scroll down to find all you need to know about tickets, where to stay and more!

**BOOK YOUR TRIP**

LOCATION	CHECK IN	CHECK OUT	ROOMS	ADULTS	KIDS	SEARCH
Greater Palm Springs	03/08/2019	03/09/2019	1	1	0	SEARCH

**YOUR GUIDE TO BNP PARIBAS OPEN**

- Tips for On & Off the Court
- Get Tickets
- Where to Stay

**EXPLORE MORE**

- Where to Eat
- Taste of Tennis
- Tennis with the Stars
- 'Must' Attractions in Indian Wells

**BE SOCIAL. CONNECT WITH US. #FINDYOUROASIS.**

**Website Updates**

The CVB launched a new reporting microsite for the Sales & Marketing Plan that includes easy navigation to search for reporting between departments. To date it has received over 1,500 page views from our Partners since its January 24 launch.



**Find Your Own Oasis – the Making of a Song**

“Find Your Own Oasis” is the Greater Palm Springs theme song. A landing page has been created that takes website visitors behind the scenes of the making of the song and invites them to download the song on iTunes for \$.99. Proceeds for the song helps fund the Greater Palm Springs Tourism Foundation.



**Most Viewed Pages**

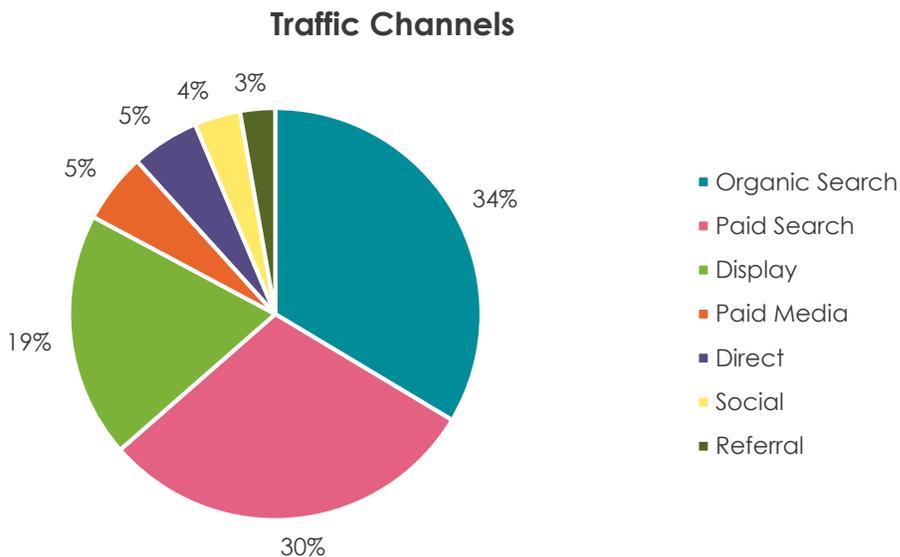


The following five pages were the most viewed in December:

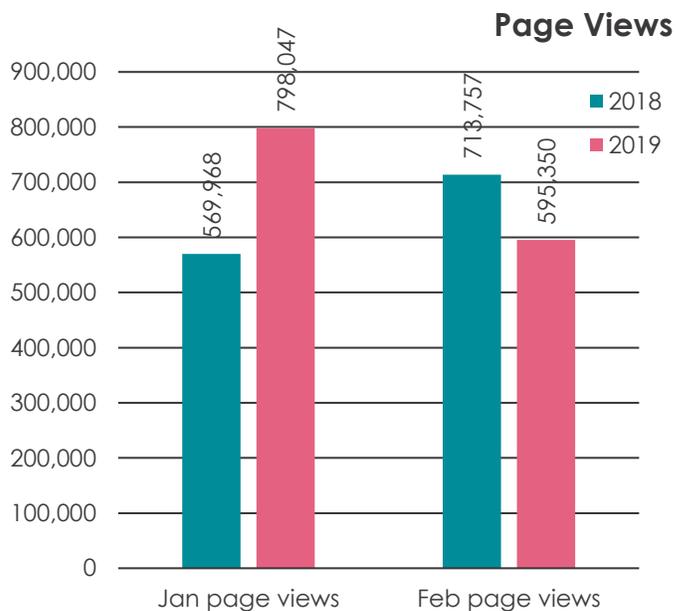
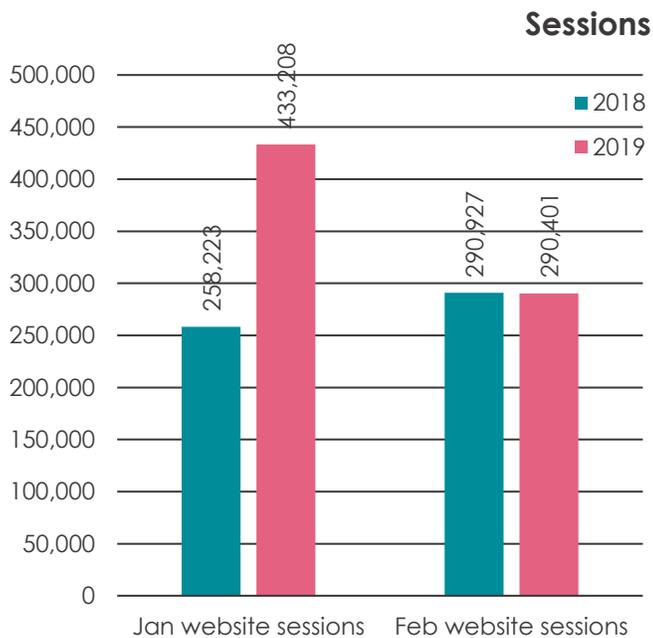
Page URL	Pageviews
/chill-deals/	172,164
/events/	41,855
/play/things-to-do/	39,263
/blog/post/30-free-things-to-do-in-greater-palm-springs/	27,103
/play/things-to-do/spas-beauty-wellness/	25,922

## Organic Traffic

Organic traffic is the top traffic driver to the CVB website. In January and February, organic traffic accounted for 33.58% of total traffic. The other top-performing traffic channels were paid search (29.9%) and display (19.2%).



## Website



**Website Sessions** 27% to Goal

**Page Views** 23% to Goal

## Website

### On the Horizon

Check the website shortly for a new Favorites feature. Visitors will be able to select their favorite restaurants, hotels, activities and events to create a list of things to do while visiting the oasis.

### 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 your business description, images and special offers for [chillpass.com](http://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 have forgotten your password to the extranet, please visit the [Partner log-in page](#) and click on "forgot password."

**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).



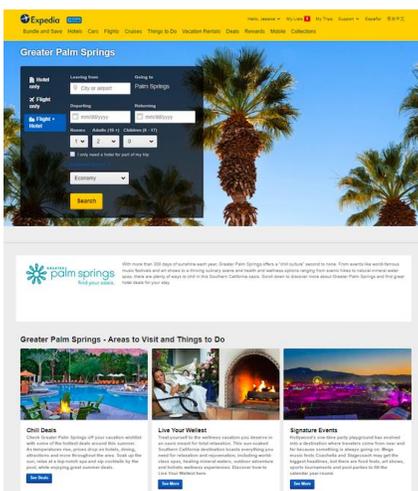
If you have any questions about the CVB website, please contact:  
Winona McCullum, Digital Database Manager  
[wmccullum@gpscvb.com](mailto:wmccullum@gpscvb.com) | 760.969.1333

## Digital Marketing

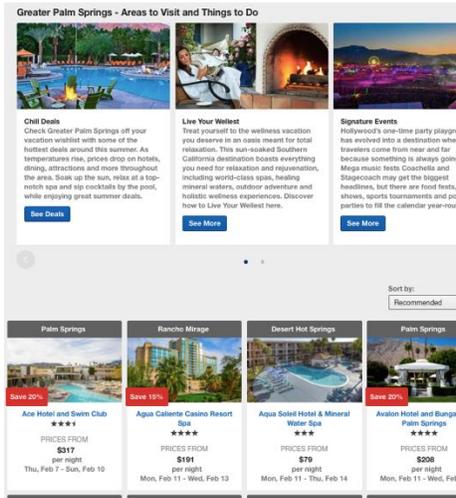
### Digital

Based on the success of 2018 digital programs, the CVB continued Expedia, TripAdvisor and Travelzoo. These campaigns incorporate strong calls-to-action along with direct booking options for travelers. New to 2019, the CVB launched a campaign on Weather.com. This tactic was implemented in response to findings in the recent Greater Palm Springs Image and Awareness study, which showed weather as a key factor in interest and booking travel to GPS.

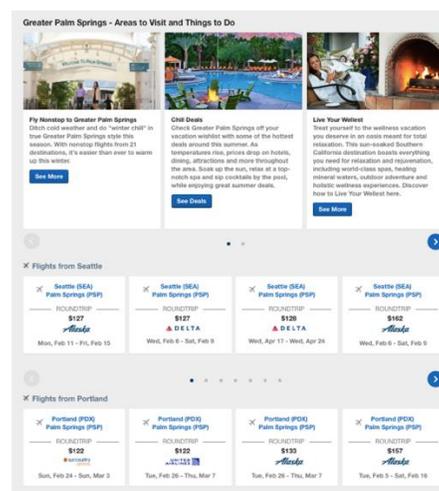
A digital campaign with Expedia promoted the Greater Palm Springs destination landing page, featuring 79 Partner hotel deals. From January to February, this campaign delivered **3.3 million impressions on Expedia Partner websites**, such as Expedia, Orbitz, Travelocity, Cheap Tickets and Hotels.com. The campaign also included a landing page targeting key fly markets with information on flights to PSP. As a result, air tickets for the month of February are up 27.6% YOY. The overall campaign has generated an excellent return on ad spend at \$242.4 to \$1. In addition to the domestic campaign, the destination launched campaigns in Canada and Mexico for the first time in February. These international campaigns were launched in cooperation with Brand USA and include a financial match contribution. For the month of February, the Canadian campaign earned a return on ad spend of \$19.7 with air ticket sales up 7.4% YOY and hotel bookings up 5.6% YOY. We do not have stats for the Mexico campaign as it just launched.



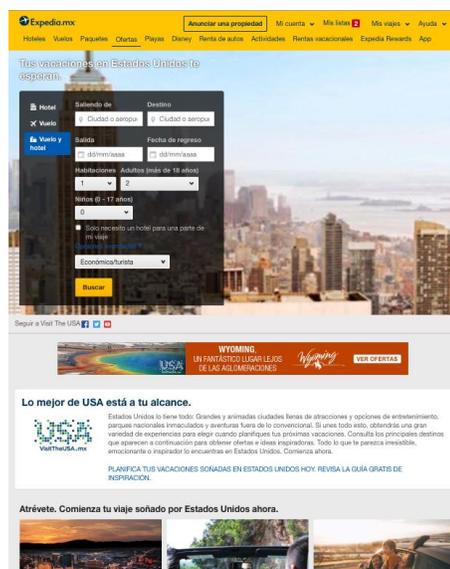
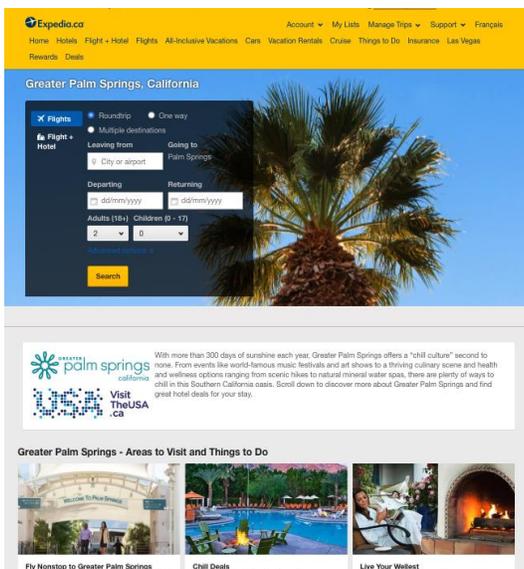
Expedia Destination Landing Page



Hotels Expedia Landing Page



Flights Expedia Landing Page



Advertising on **TripAdvisor** generated **892,867 impressions** for the months of January and February. This campaign has generated a strong click-through rate of .29% (compared to a TripAdvisor average of .10%).

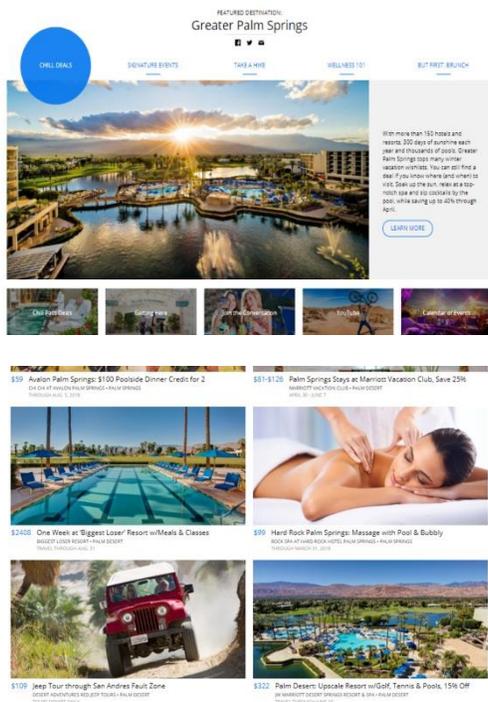


**TripAdvisor Mobile Banner**

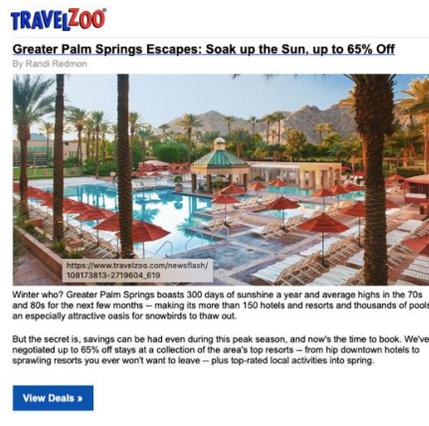


**TripAdvisor Native Video**

Advertising with **Travelzoo** generated **21 million impressions** for January and February. The GPS destination landing page features nine Partner offers, including Colony Palms, Desert Adventures Jeep Tours, Doubletree by Hilton, Hyatt Regency Indian Wells, JW Marriott Desert Springs, Renaissance Indian Wells, Saguaro, Social Cycle and Westin Mission Hills Mission Hills. For the months of January and February, this campaign has generated 11,445 clicks to the CVB website and 37,685 clicks to Partner deals pages. A standalone email sent on January 31 generated 2,967 sessions on the CVB website. A "Top 20" Travelzoo email sent on February 8 also generated over 1,640 visits to the website. Both were top traffic sources to the website on these dates.



**From:** Travelzoo <top20deals@email.travelzoo.com>  
**Sent:** Thursday, January 31, 2019 10:24 AM  
**To:** northamerica <northamerica@travelzoo.com>  
**Subject:** Greater Palm Springs Escapes: Soak up the Sun, up to 65% Off



**Travel Data**

The CVB contracted with two travel data providers at the beginning of the current fiscal year to better understand the impact of the CVB's digital media plan and website. The two data providers are Adara and Arrivalist. Below is an overview of each program:

**Adara – Booking Data**

Tracks users exposed to paid media, paid social media or CVB website

Tracks hotel bookings, hotel revenue and air bookings through a 60-day pixel

Cookies must be enabled

**Arrivalist – Arrival Data**

Tracks users exposed to TripAdvisor campaign or CVB website

Tracks a visitor's actual arrival into the destination through geolocation on their mobile device

Cookies and geolocation on the user's mobile device must be enabled



Website	July. 18	Aug. 18	Sept. 18	Oct. 18	Nov. 18	Dec. 19	Jan. 19	Feb. 19	CTD
Exposures	370,134	353,117	370,492	443,398	671,537	776,847	892,531	661,911	4,539,967
Arrivals	221	433	551	609	1,115	1,585	828	1,573	6,915
APM	0.60	1.23	1.49	1.37	1.66	2.04	1.66	2.38	1.52

TripAdvisor	July. 18	Aug. 18	Sept. 18	Oct. 18	Nov. 18	Dec. 19	Jan. 19	Feb. 19	CTD
Exposures	400,547	420,237	129,760	100,226	70,425	301,212	281,523	321,426	2,025,176
Arrivals	177	359	245	111	130	403	295	291	2,011
APM	0.44	0.85	1.89	1.11	1.85	1.34	1.05	0.91	0.99

TOTAL	July. 18	Aug. 18	Sept. 18	Oct. 18	Nov. 18	Dec. 19	Jan. 19	Feb. 19	CTD
Exposures	770,681	773,354	500,252	543,624	741,962	1,078,059	1,174,054	983,157	<b>6,565,143</b>
Arrivals	398	792	796	720	1,245	1,988	1,123	1,864	<b>8,926</b>
APM	0.85	1.02	1.59	1.32	1.68	1.84	1.52	1.90	<b>1.36*</b>

\*Arrivalist benchmark APM is 0.30

Since July, the Arrivalist campaign has tracked a total of **6,565,143 exposures and 8,926 arrivals into Greater Palm Springs**. This results in an average arrival per thousand impressions (APM) of 1.36, compared to the Arrivalist benchmark APM of 0.30. December and February both saw high total arrivals and APM, which aligns with the seasonality of the destination.

The CVB website shows a stronger correlation with arrivals in market compared to TripAdvisor. VisitGreaterPalmSprings.com received more than double the amount of impressions as TripAdvisor. Additionally, the website's APM for the campaign duration is 1.52, compared to 0.99 for TripAdvisor. This indicates that CVB website visitors have higher travel intent than those exposed to the TripAdvisor campaign.



**Digital Media Impact**

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Sept.	1,502	3,656	2.4	\$233.69	\$854,345.05
Oct.	1,788	4,300	2.4	\$232.16	\$998,302.38
Nov.	1,491	3,687	2.5	\$218.52	\$805,648.66
Dec.	1,193	2,894	2.4	\$213.56	\$618,094.76

**Website Impact**

Month	Bookings	Total Nights	Stay Length	ADR	Revenue
Sept.	527	1,406	2.7	\$228.85	\$321,762
Oct.	586	1,545	2.6	\$221.23	\$341,796
Nov.	690	1,739	2.5	\$201.84	\$351,000
Dec.	718	1,708	2.4	\$200.34	\$342,183

Since launching in September 2018, Adara has tracked **\$3,276,390.85 in hotel revenue impact from digital media and \$1,356,741 in hotel revenue impact from the website.**

Bookings, ADR and revenue from digital media campaigns dipped in December, while website bookings increased. While the number of bookings by those who visited the website increased month-over-month, the stay length and ADR decreased each month, leading to lower revenue despite higher volume of bookings.

The data above also shows total bookings are lower for the website when compared to digital media. Although there are fewer bookings by those visiting the website, Arrivalist data shows a strong arrival rate among website visitors. This likely indicates that visitors come to the CVB website after booking their hotel, when they are seeking travel information for an upcoming trip. This data will help inform the CVB's website strategy as we continue to better understand our website visitors.

If you have any questions about Digital Marketing, please contact:  
 Marissa Willman, Director of Digital Marketing  
[mwillman@gpscvb.com](mailto:mwillman@gpscvb.com) | 760.969.1348

## Social Media – Main Channels

### National Plan for Vacation Day

U.S. Travel Association designated January 29, 2019 as National Plan for Vacation Day, where destinations help encourage Americans to plan their time off. The CVB chose to support this initiative with a 24-hour sweepstakes. The first component included an Instagram Story as an organic piece to entice current fans to stay tuned for the actual sweepstakes. Using the poll feature, this story garnered over 8,000 impressions, and the CVB learned activity preferences from current audience members that can be used to create content in the future. With over 700 entries, the CVB had an incredible amount of positive sentiment and engagement. As you can imagine, fans were excited at the idea of a new activity or were ready to come back and do their bucket list all over again.

The static posts across platforms reached a total of 160,000 accounts, with 94% of those reached on Instagram not already following the CVB. There were over 4,000 engagements and nearly 200 new followers to the CVB Instagram channel. Looking forward, the CVB should continue to play with native features and tease sweepstakes out ahead of time.



## facebook.

	Fans	Impressions	Video Views	Website Clicks	Engagement
<b>2019 Incremental Year-to-Date</b>	7,363	1,667,422	267,787	20,236	17,063
<b>2019 Incremental Goal</b>	19,436	9.3M	1.3M	80,000	80,000
<b>2019 Goal</b>	370,000	9.3M	1.3M	80,000	80,000
<b>% Towards Goal</b>	37.88%	17.93%	20.60%	25.30%	21.33%



The CVB's top posts on Facebook for video views and engagement included an activity that is easily accessible. Though it didn't include a call-to-action (CTA) related to post engagement, people tagged their friends in the comments, creating larger reach and impressions.

In January and February, four videos were published on Facebook with 240,000+ video views. The CVB has also had nearly 10,000 clicks to the website from Facebook and over 7,000 engagements.

In 2019, we are continuing to track website clicks to monitor progress towards our goals. After analyzing the highest and lowest performing posts driving traffic to the CVB website, we see the biggest difference between the two being where the link is posted: Links in post copy perform better than links in comments. Context is also important: The Desert X post was inviting people to learn more about a limited-time experience while the vacation homes video CTA is to watch the video. Viewers likely received the information that they need from the video.

 Instagram

	Fans	Impressions	Video Views	Engagement
<b>2019 Incremental Year-to-Date</b>	1,285	1,271,065	34,504	83,804
<b>2019 Incremental Goal</b>	5,101	6.2M	1M	500,000
<b>2019 Goal</b>	25,000	6.2M	1M	500,000
<b>% Towards Goal</b>	25.19%	20.50%	3.45%	16.76%

In the first two months of 2019, the CVB has seen over one million impressions on Instagram, over 30,000 video views and over 80,000 engagements.

Top-performing posts for January and February included sunsets and short copy. Monitoring the performance of posts will be continue to be a priority as the CVB evaluates content to best optimize future posts.

Instagram Stories continues to be a platform to feature in-the-moment events and happenings in Greater Palm Springs. The top story for February included bright-colored, Instagram-able architecture. The CVB will look to distribute bright, oasis stories to share with followers and increase organic reach. January metrics surpassed February as the Plan for Vacation Day promotion was pushed out on Instagram.

As placed in our 2019 strategy, video content is currently being created according with Instagram best practices. These videos will begin rolling out in April and will drive up our video views to pacing for annual goal.

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





	Fans	Impressions	Video Views	Website Clicks	Engagement
<b>2019 Incremental Year-to-Date</b>	846	802,687	66,965	20,236	17,063
<b>2019 Incremental Goal</b>	3,467	5M	500,000	22,000	20,000
<b>2019 Goal</b>	45,000	5M	500,000	22,000	20,000
<b>% Towards Goal</b>	24.40%	16.05%	13.39%	3.98%	3.12%



The CVB is steadily increasing fans and impressions on pace with annual goals. Twitter has two metrics that the CVB is adjusting media placement to better stride towards. Videos are also being edited with platform optimization in mind. These will begin rolling out in April, and we will see those incrementals increase.

Similar to Facebook, top-performing tweets included accessible activities in Greater Palm Springs that people could plan into their next visit. The tweet with the highest impressions included a video, as Twitter prioritizes this type of media into the feed.



	Subscribers	Video Views
<b>2019 Incremental Year-to-Date</b>	440	1,445,977
<b>2019 Incremental Goal</b>	500	6.5M
<b>2019 Goal</b>	3,302	6.5M
<b>% Towards Goal</b>	88%	22.25%
<b>Stretch Incremental Goal</b>	750	

The CVB's YouTube channel has distributed **8 series videos in 2019 totaling near 1.5 million video views**. We have also seen a steady rise in subscribers, which we contribute to regularly scheduled content, optimizing series thumbnails and video performance.

Videos under four minutes were the top-performing content this month. Shorter videos are showing the higher completion rates, but longer videos have performed well in the past also. The CVB will continue to monitor video length to optimize future content.

The CVB had a spike in YouTube subscribers in February. We have included a new stretch goal of 750 so we can continue to progress through 2019.



Social Media – dineGPS Channels

**facebook.**

	Fans	Impressions	Video Views	Website Clicks	Engagement
2019 Incremental Year-to-Date	23	714,811	188,595	63	5,877
2019 Incremental Goal	1,940	400K	200K	20K	7K
2019 Goal	10K	400K	200K	20K	7K
% Towards Goal	0.23%	178.70%	94.30%	0.32%	83.96%
Stretch Goal	1.5M		500K		50K

 **Instagram**

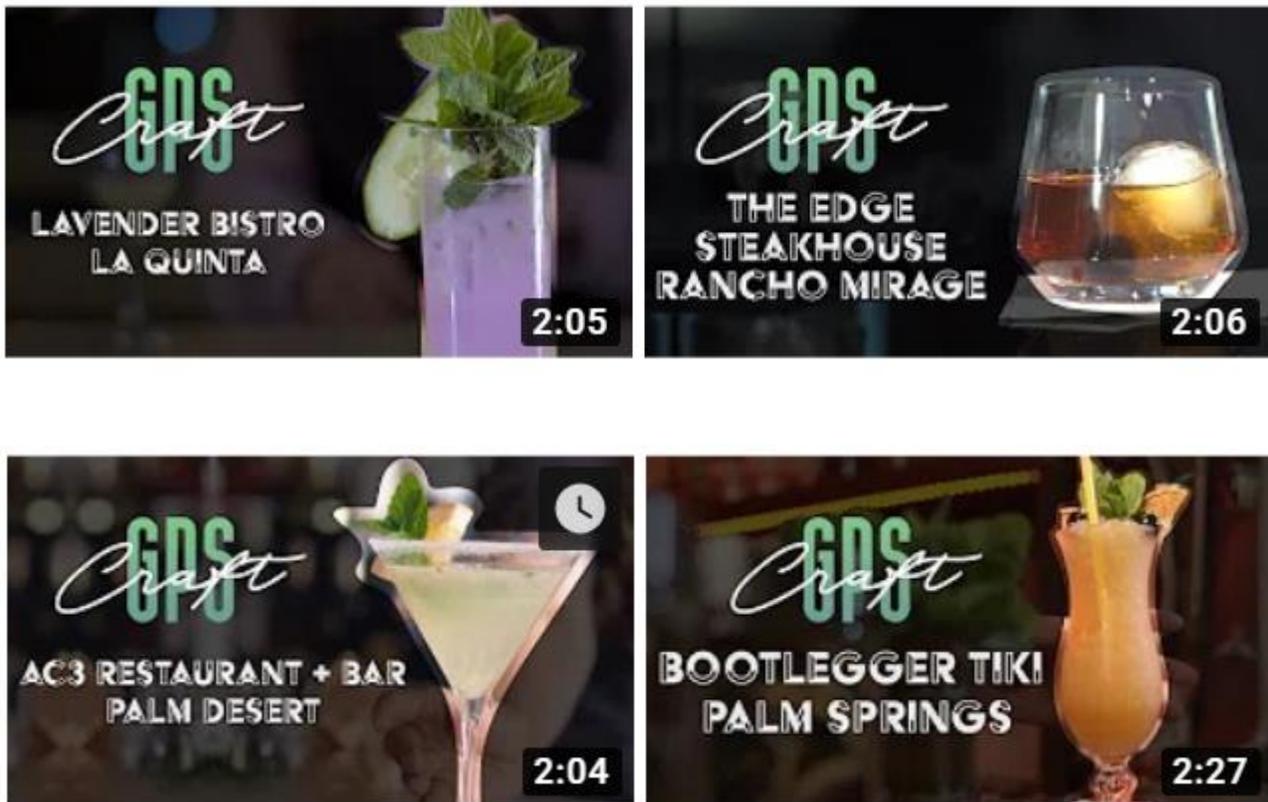
	Fans	Impressions	Video Views	Engagement
2019 Incremental Year-to-Date	124	12,136	0	989
2019 Incremental Goal	511	150K	10K	4K
2019 Goal	1,500	150K	10K	4K
% Towards Goal	24.27%	8.09%	0.00%	24.73%

 **twitter**

	Fans	Impressions	Engagement
2019 Incremental Year-to-Date	19	159,512	118
2019 Incremental Goal	693	300K	500
2019 Goal	3,500	300K	500
% Towards Goal	2.74%	53.17%	23.60%

dineGPS impressions on Facebook increased as a result of video promotion. The CVB has created stretch goals for 2019 to aim for ambitious results throughout the year. Additionally, media spend will be directed to focus on website clicks and engagement goals.

The highest-engaged content on the dineGPS Facebook page continues to be the **CraftGPS video series**, most recently the video on The Edge Steakhouse.



On **Instagram**, bright posts with short copy continue to perform best.

The CVB dineGPS channels are ramping up towards Restaurant Week. The **Restaurant Week Facebook Event** has been created to gain more organic reach. The Restaurant Week social media placements will kick off in March with a newsletter sign-up promotion. Looking forward, the CVB is also looking to work with influencers to gain followers to the channels.

Look for promotion of more participating Restaurant Week Partners on all channels as the CVB continues to promote the culinary scene in Greater Palm Springs.

The CVB created these stretch goals above because we were pacing ahead in specific categories through February. We will continue to set stretch goals for the remaining 2019 goal categories.

If you have any questions about CVB Social Media, please contact:  
Krystal Kusmieruk, Social Media Manager  
[kkusmieruk@gpscvb.com](mailto:kkusmieruk@gpscvb.com) | 760.969.1337

## Communications

The Greater Palm Springs Communications team kicked off 2019 by assisting with a total of 139 journalists both in and out of market during the months of January and February.

The beginning of the year brought the team to International Media Marketplace (IMM), Visit California Media Luncheon at New York Times Travel Show, Meredith Publications Editors Panel, SATW Editors' Council Reception and additional media appointments, including the Today Show and CNN Travel in New York City.

Renowned as the industry's leading event for media to connect with travel and tourism boards, the annual IMM event brought over 50 national media face-to-face with representatives from Greater Palm Springs.

In February the team attended Visit California Outlook Forum, which brought together attendees from across the state for updates on California's primary and secondary markets.

The CVB also hosted a group FAM to promote the new direct JetBlue flight from Boston to PSP, providing influencers and journalists an opportunity to escape the cold and find their oasis in Greater Palm Springs.

## Featured Content



Greater Palm Springs hosted Alex Temblador as part of our Fall Arts + Culture FAM. In the feature "Experience Palm Springs Through Art and Architecture Beyond Modernism Week," Temblador explores our destination's nine cities, taking a deep dive into why it's a haven for art festivals and beyond. Partners mentioned in this coverage include Desert X, Modernism Week, La Quinta Arts Festival, City of Palm Desert, Agua Caliente Cultural Museum, Cabot's Pueblo Museum, City of Coachella and more.

**Date:** January, 2019  
**Circulation:** 3,000,000  
**Ad Value:** \$81,000

Mary Holland explores the design elements permeating Greater Palm Springs, making it the capital of all things arts and culture. The coverage features numerous Partners, including La Serena Villas, Sands Hotel & Spa, Andaz Palm Springs, Wexler's Deli, Modernism Week, ARRIVE Palm Springs and more.

**Date:** February, 2019  
**Circulation:** 286,362  
**Ad Value:** \$42,012



**A PLACE IN THE SUN**  
Beyond the golf courses and the swimming pools, good design permeates Palm Springs.  
A boom in new and renovated hotels makes it easier than ever to escape.  
by Mary Holland



## Communications – Social Media

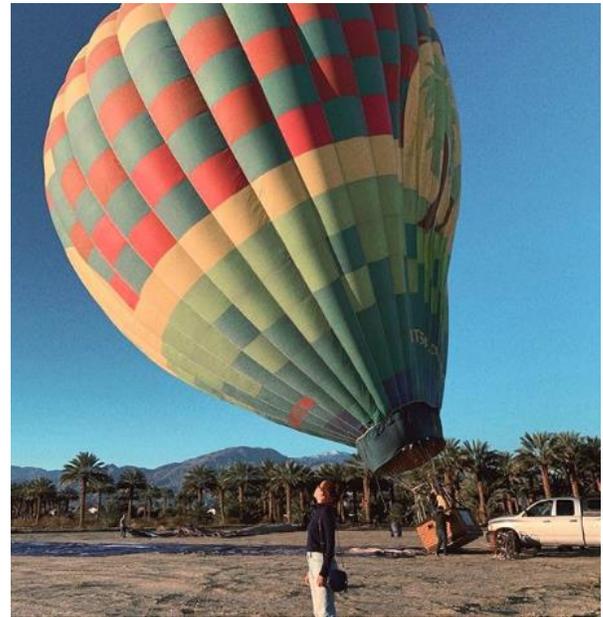
The Communications team stays on top of the latest social media and digital developments. We research, share ideas and interact daily on the CVB's social channels to inspire visiting print and online media, digital influencers and FAM groups to post social media content. In addition to the CVB's social media tags, we ask that CVB Partner social media handles and hashtags be utilized during the destination visit.

#VisitGPS



@fashioneatstravel | Palm Springs Art Museum | 3,997 likes  
@visitgreaterps @psartmuseum

#dineGPS



@brunavieira | Greater Palm Springs | 18.5K likes

#findyouroasis



@nanaths | Sands Hotel & Spa | 22K likes



@sidewalkhustle | Desert X | Rancho Mirage | 3.8K likes

## 2018 Media Value

### Barcelona Quality Score

January

405

February

315

2019 POINTS GOAL

3,650

### Media Assist - YTD

185

### Tracking

Ad Value:

\$2,039,963

Circulation/Impressions:

130,423,713

## On the Horizon

### Visit California's Mexico Media Days

The Communications team will participate in Visit California's Mexico Media Days. Mexico remains California's No. 1 international market, and this event includes educational opportunities, interactive experiences and one-on-one sessions with national and regional top-tier media and influencers from Guadalajara and Monterrey. This will target the luxury market.

### Seoul & Tokyo Media Mission

South Korea is the second-largest outbound market in Asia, supported by 56 nonstop flights from three airlines into two California gateways weekly, while Japan is one of California's most mature markets. Led by active baby boomers and enthusiastic young women, Japanese are traveling overseas in record numbers and showing a resurgence in interest in California culture. The Communications team will travel to Seoul and Tokyo for one-on-one media appointments and to meet with key media and digital influencers.

### Goldenvoice Partnership

For the second time, the CVB is teaming up with Goldenvoice to bring top-tier media to Greater Palm Springs during the Coachella Valley Music & Arts Festival. This press trip will showcase what is beyond the music, including arts, culture and culinary offerings.

### Food Writers & Influencers FAMs

With a focus on the upcoming Restaurant Week and culinary offerings in Greater Palm Springs, the CVB will host a Los Angeles Media event in May for food writers. In addition, the CVB will be hosting media and influencers through April and May to provide firsthand experience of the dining options available.

### Tourism Week & Global Wellness Day

The team is also gearing up for National Travel and Tourism Week May 5-11, and Global Wellness Day June 8.

If you have any questions about Communications and Media/PR, please contact:  
 Greater Palm Springs Communications Team  
[media@gpscvb.com](mailto:media@gpscvb.com)

## Film Oasis

### Los Angeles Production Meetings

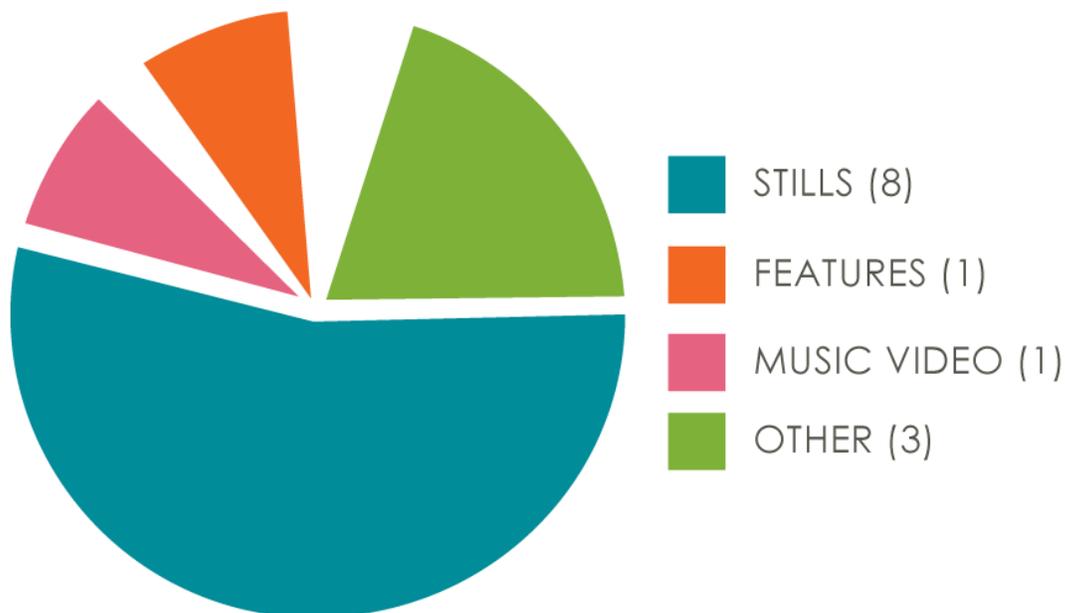
We have been busy with proactive outreach to production companies with ties to the area or upcoming productions that would be a good fit with our brand. This outreach led to a production in our area in February that used Film Oasis as a resource to connect with hotel members for a filming location.

### AFM 2019

We have secured our partnership with the Riverside County Film Commission for another year and will be jointly exhibiting at American Film Market (AFM) in the Fall. The AFM, held in Santa Monica, is the premiere film tradeshow in North America, attracting filmmakers from around the world. More than 7,000 industry leaders coming from over 80 countries attend the trade show.

### January 2019 Production Report

In January, Greater Palm Springs had 13 productions, which resulted in a minimum of 24 overnight stays. Shoots ranged from a feature film to high-profile fashion shoots for top international brands.



If you have any questions about Film Oasis, please contact:  
Michelle Rodriguez | [mrodriguez@gpscvc.com](mailto:mrodriguez@gpscvc.com)

## Destination Development

### dineGPS

#### Restaurant Week

We are delighted to announce that all sponsorships have been finalized for Greater Palm Springs Restaurant Week 2019, happening May 31-June 9. Our valued Partners/Sponsors include:

- Presenting Partners: Agua Caliente Casinos and Sysco
- City Partners: Palm Springs (PSHA), Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Desert Hot Springs and Indio
- Industry Partner: OpenTable
- Media Partners: The Desert Sun, NBC Palm Springs and KGAY
- Community Partner: Rancho Mirage Wine and Food Festival

We are also pleased to report that Restaurant Week 2019 will feature a new partnership promotion to benefit **FIND Food Bank**. For each Restaurant Week dining reservation booked on dineGPS.com, dineGPS will donate \$1 to FIND Food Bank.

#### Participating Restaurants

To date, 110 restaurants have registered for Restaurant Week, of which 16 are participating for the first time. As we track ahead of where we were at this time for the past two years, we are on target to exceed 110 participating restaurants.

#### dineGPS Website

All dineGPS platforms are now directed to the VisitGreaterPalmSprings.com Eat & Drink page for better navigation, and early Restaurant Week event promotion is currently live on the website. The list of participating restaurants will have its website launch by late March. New feature: Diners will now be able to “favorite” restaurants on the website by clicking a heart icon.

#### GPS Restaurant Week Event Promotion

The Desert Dining Guide & Map is currently being updated for distribution in April. In addition, event advertising will begin upon the March website launch of participating restaurants.



## Greater Palm Springs Tourism Foundation

Destination Development and the Tourism Foundation Board are working on a number of elements in preparation for the Foundation's May 2019 launch. These include:

- Creating the website at <https://www.visitgreaterpalmsprings.com/foundation/>
- Investigating fundraising opportunities
- Developing the criteria for grant requests and grant awards



## How to Get Involved

### dineGPS

We are continuing to support the restaurant community year-round via the dineGPS social channels and through the dineGPS website. If you are a restaurant proprietor and would like to promote a special offer, please submit your offer here, and we will publicize it via our Dining Chill Deals 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 Joanne Ohanesian at: [johanesian@gpscvb.com](mailto:johanesian@gpscvb.com).

### Health, Wellness & Spa

Please be sure to update your listing on the CVB website with your Health & Wellness offers and events 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 Winona McCullum at [wmccullum@gpscvb.com](mailto:wmccullum@gpscvb.com).

### Digital Library

We are continuing to add new images and requesting approval of existing images for our Greater Palm Springs destination photo/video gallery. The new site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at [www.barberstock.com/greaterpalmsprings](http://www.barberstock.com/greaterpalmsprings). We are seeking images for culinary, outdoor adventure, health & wellness, and sustainability.

## Air Service

### Air Service Development Conference

The CVB will be attending 2019 JumpStart®, Airport's Council International's (ACI) Air Service Development Conference set for June 3-5 in Nashville. The CVB's participation includes one-on-one meetings with key representatives from 13 airlines.

For more information about Destination Development, please contact:

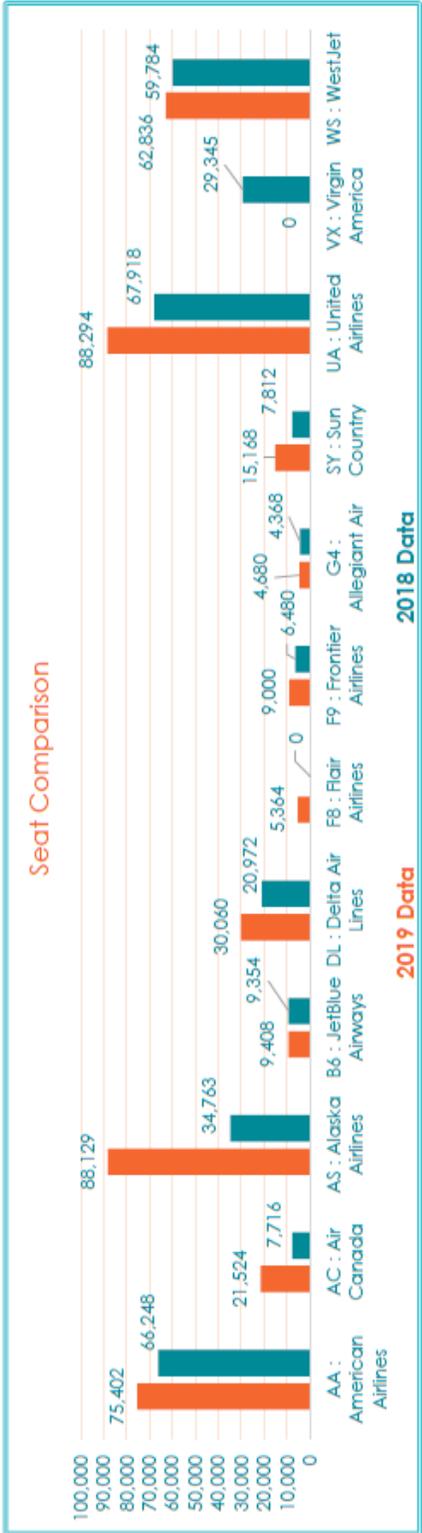
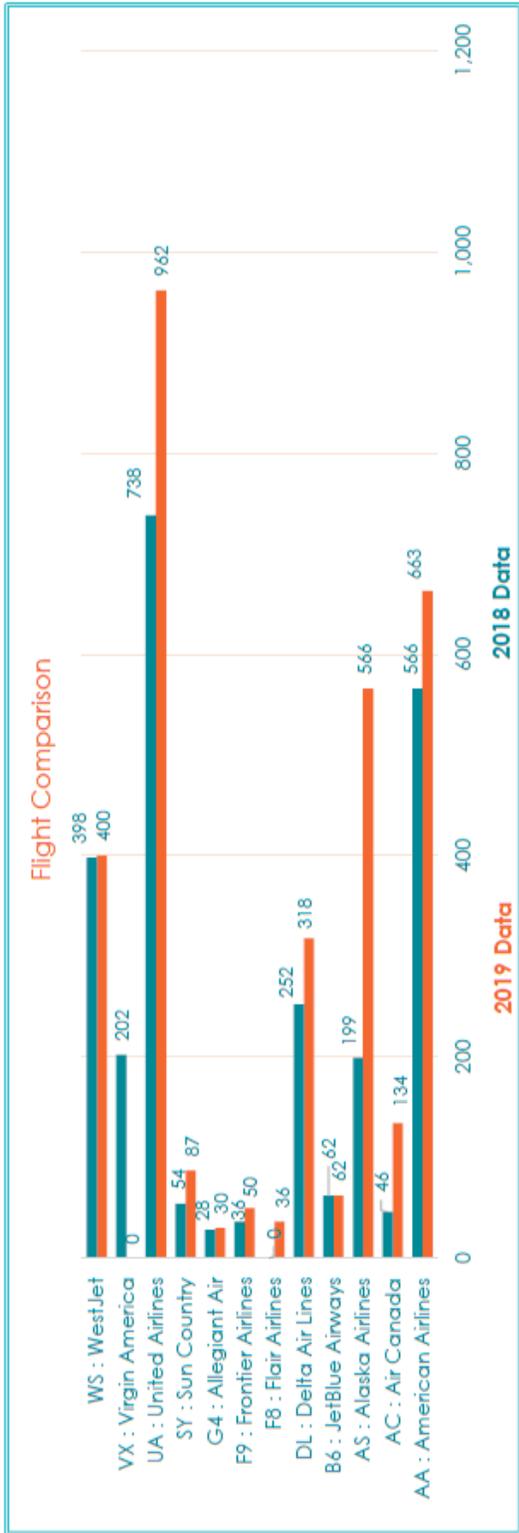
Bob Thibault  
Chief Development Officer  
[bthibault@gpscvb.com](mailto:bthibault@gpscvb.com)  
(760) 969-1339

# PSP Schedule Analysis- January 2019

January 2019

January 2018

Number of Flights <b>3,308</b>	Number of Seats <b>409,865</b>	Number of Flights <b>2,581</b>	Number of Seats <b>314,760</b>
-----------------------------------	-----------------------------------	-----------------------------------	-----------------------------------



Data represents inbound and outbound flights for PSP  
 Source: Dijo Mi Express (Note: All new air service has not been loaded)

PSP Departures & Average Seats per Departure

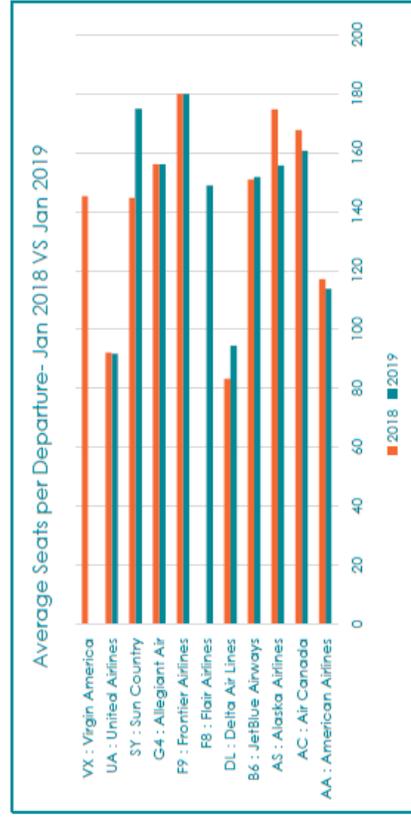
Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Jan-19	Feb-19	Mar-19	Apr-19	Jan-19	Feb-19	Mar-19	Apr-19
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	93	84	93	65	160	165	169	162
AA : American Airlines	LAX : Los Angeles, CA, US	0	0	0	4	0	0	0	70
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	62	56	62	58	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	176	166	186	209	73	73	72	75
AC : Air Canada	YVR : Vancouver, BC, CA	26	28	31	26	169	169	169	169
AC : Air Canada	YYC : Calgary, AB, CA	24	28	31	26	169	169	169	169
AC : Air Canada	YYZ : Toronto, ON, CA	17	16	18	17	136	136	136	144
AS : Alaska Airlines	JFK : New York-JFK, NY, US	5	0	0	0	174	0	0	0
AS : Alaska Airlines	PDX : Portland, OR, US	62	61	72	68	158	165	156	149
AS : Alaska Airlines	SEA : Seattle, WA, US	123	150	187	156	162	163	166	166
AS : Alaska Airlines	SFO : San Francisco, CA, US	93	84	133	146	145	147	89	76
B6 : JetBlue Airways	BOS : Boston, MA, US	0	9	18	17	0	151	161	151
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	31	28	31	30	152	177	200	200
DL : Delta Air Lines	ATL : Atlanta, GA, US	5	4	5	0	160	160	160	0
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	31	28	31	30	157	157	179	180
DL : Delta Air Lines	SEA : Seattle, WA, US	32	28	31	30	129	132	159	133
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	91	80	123	118	58	58	57	63
F8 : Flair Airlines	YEG : Edmonton, AB, CA	18	16	18	17	149	149	149	149
F9 : Frontier Airlines	DEN : Denver, CO, US	17	16	14	14	180	180	180	178
F9 : Frontier Airlines	ORD : Chicago-O'Hare, IL, US	8	8	9	9	180	180	180	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	15	19	29	20	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	26	30	33	22	172	175	176	180
SY : Sun Country	PDX : Portland, OR, US	9	8	9	2	180	183	183	183
SY : Sun Country	SFO : San Francisco, CA, US	8	8	9	3	179	183	183	183
UA : United Airlines	DEN : Denver, CO, US	115	127	155	138	109	119	117	114
UA : United Airlines	EWB : Newark, NJ, US	31	28	31	20	131	126	140	147
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	87	84	93	76	91	93	93	73
UA : United Airlines	LAX : Los Angeles, CA, US	31	28	35	30	50	61	71	76
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	62	56	61	28	100	116	134	165
UA : United Airlines	SFO : San Francisco, CA, US	155	140	176	178	77	82	89	88
WS : WestJet	YEG : Edmonton, AB, CA	31	28	31	27	162	170	165	164
WS : WestJet	YVR : Vancouver, BC, CA	66	60	69	61	172	173	173	174
WS : WestJet	YWG : Winnipeg, MB, CA	9	9	9	7	161	174	156	151
WS : WestJet	YYC : Calgary, AB, CA	94	87	97	89	144	154	146	147
WS : WestJet	YYZ : Toronto, ON, CA	0	0	0	2	0	0	0	174
<b>Totals</b>		<b>1,653</b>	<b>1,602</b>	<b>1,930</b>	<b>1,743</b>	<b>4,553</b>	<b>4,657</b>	<b>4,694</b>	<b>4,749</b>

Source: Diiro Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline							Average Daily Seats by Market Airline						
Market Airline	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Market Airline	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
AA : American Airlines	10.7	10.9	11.0	11.2	9.4	7.4	AA : American Airlines	1,215	1,248	1,259	1,193	1,058	747
AC : Air Canada	2.2	2.6	2.6	2.3	0.0	0.0	AC : Air Canada	347	416	417	374	0	0
AS : Alaska Airlines	9.1	10.5	12.6	12.3	10.7	5.7	AS : Alaska Airlines	1,421	1,676	1,743	1,569	1,282	560
B6 : JetBlue Airways	1.0	1.3	1.6	1.6	0.5	0.0	B6 : JetBlue Airways	152	226	293	286	77	0
DL : Delta Air Lines	5.1	5.0	6.1	5.9	2.0	2.0	DL : Delta Air Lines	485	478	591	561	126	126
F8 : Flair Airlines	0.6	0.6	0.6	0.6	0.5	0.6	F8 : Flair Airlines	87	85	87	84	82	89
F9 : Frontier Airlines	0.8	0.9	0.7	0.8	0.4	0.0	F9 : Frontier Airlines	145	154	134	137	63	0
G4 : Allegiant Air	0.5	0.7	0.9	0.7	0.5	0.3	G4 : Allegiant Air	75	106	146	104	75	42
SY : Sun Country	1.4	1.6	1.6	0.9	0.5	0.0	SY : Sun Country	243	293	294	163	83	0
UA : United Airlines	15.5	16.5	17.8	15.7	9.0	8.2	UA : United Airlines	1,424	1,648	1,854	1,563	868	528
WS : WestJet	6.5	6.6	6.6	6.2	1.8	1.0	WS : WestJet	1,013	1,075	1,054	984	291	163

Average Seats per Departure by Market Airline						
Market Airline	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19
AA : American Airlines	113.8	114.2	114.5	106.5	112.7	101.0
AC : Air Canada	160.6	161.7	161.6	162.7	0.0	0.0
AS : Alaska Airlines	155.7	159.1	137.9	127.2	119.4	98.3
B6 : JetBlue Airways	151.7	171.1	185.6	182.4	150.0	0.0
DL : Delta Air Lines	94.5	95.6	96.5	94.5	63.0	63.0
F8 : Flair Airlines	149.0	149.0	149.0	149.0	149.0	149.0
F9 : Frontier Airlines	180.0	180.0	180.0	178.7	150.0	0.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	174.9	178.0	178.5	180.9	183.0	0.0
UA : United Airlines	91.8	99.6	104.3	99.7	96.4	64.7
WS : WestJet	157.0	163.6	158.7	158.7	163.8	163.3



Source: Dilo Mi Express (Note: All new air service has not been loaded)

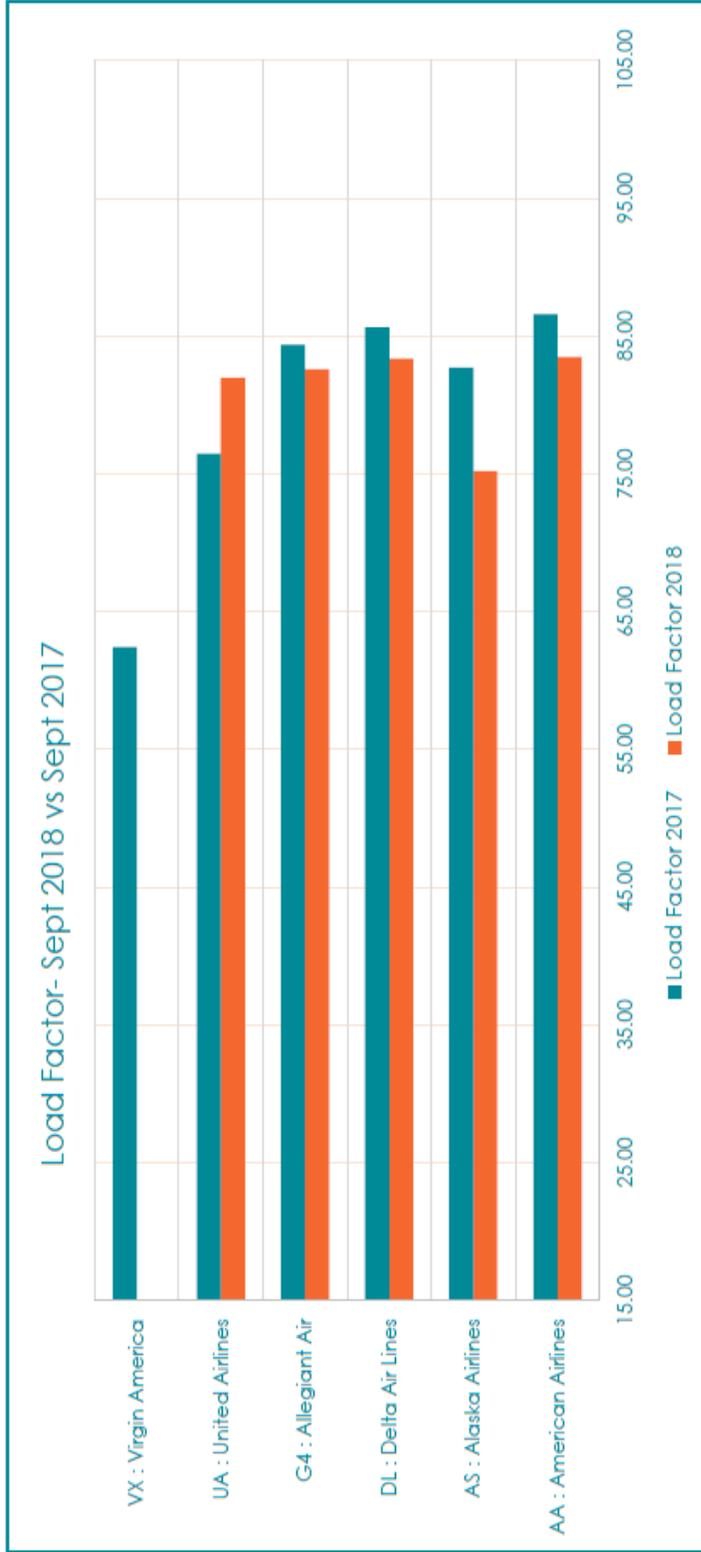
January 2019 Arrivals by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats	Average Daily Flight Opportunities	Average Daily Seat Opportunities
AA : American Airlines	B737-800 Passenger	155	24,800	5.2	827
AA : American Airlines	CRJ-700	85	5,950	2.8	198
AA : American Airlines	CRJ-900	91	6,916	3.0	231
AC : Air Canada	A319	17	2,312	0.6	77
AC : Air Canada	B737-Max 8 Passenger	50	8,450	1.7	282
AS : Alaska Airlines	A319	21	2,499	0.7	83
AS : Alaska Airlines	A320	132	19,548	4.4	652
AS : Alaska Airlines	A320 Sharklets	14	2,086	0.5	70
AS : Alaska Airlines	A321 Sharklets	1	185	0.0	6
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	12	1,908	0.4	64
AS : Alaska Airlines	B737-900 Passenger	9	1,602	0.3	53
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	89	15,842	3.0	528
AS : Alaska Airlines	E-175	5	380	0.2	13
B6 : JetBlue Airways	A320	25	3,750	0.8	125
B6 : JetBlue Airways	A321	6	954	0.2	32
DL : Delta Air Lines	A319	29	3,828	1.0	128
DL : Delta Air Lines	A320	27	4,239	0.9	141
DL : Delta Air Lines	B717-200	5	550	0.2	18
DL : Delta Air Lines	B737-800 Passenger	5	800	0.2	27
DL : Delta Air Lines	B737-900 Passenger	2	360	0.1	12
DL : Delta Air Lines	CRJ	54	2,700	1.8	90
DL : Delta Air Lines	CRJ-700	37	2,553	1.2	85
F8 : Rair Airlines	B737-400	18	2,682	0.6	89
F9 : Frontier Airlines	A320	25	4,500	0.8	150
G4 : Allegiant Air	A319	15	2,340	0.5	78
SY : Sun Country	B737-700 Passenger	4	504	0.1	17
SY : Sun Country	B737-800 Passenger	39	7,017	1.3	234
UA : United Airlines	A319	58	7,424	1.9	247
UA : United Airlines	A320	11	1,650	0.4	55
UA : United Airlines	B737-700 Passenger	53	6,678	1.8	223
UA : United Airlines	B737-800 Passenger	49	8,134	1.6	271
UA : United Airlines	CRJ	118	5,900	3.9	197
UA : United Airlines	CRJ-700	37	2,590	1.2	86
UA : United Airlines	E-175 Enhanced Winglets	155	11,780	5.2	393
WS : WestJet	B737-600	2	226	0.1	8
WS : WestJet	B737-700 Winglets Pax/BBJ1	82	10,988	2.7	366
WS : WestJet	B737-800 Winglets Pax/BBJ2	106	18,444	3.5	615
WS : WestJet	B737-Max 8 Passenger	10	1,740	0.3	58

Source: Dilo Mi Express (Note: All new air service has not been loaded)

### Sept 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	13,933	11,543	83.48	86.60	158.5	5.3
AS : Alaska Airlines	14,187	9,901	75.20	82.71	92	3.1
DL : Delta Air Lines	4,855	4,047	83.35	85.65	85.5	2.9
G4 : Allegiant Air	1,404	1,160	82.59	84.37	9	0.3
UA : United Airlines	22,616	18,157	81.98	76.47	260	8.7
VX : Virgin America	0	0	0	62.43	0	0



Source: Dijo Mi Express