

The September Board Report is a summary of performance activity through August 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

As we gear up for the Fall season, the CVB is gearing up with new employees! Many of our new positions are filled and many of our new team members will begin on October 1st. We are excited to announce the following additions and promotions.

Promotions:

Sara Goslin has been promoted from Destination Services Manager to Senior Destination Services Manager. Sarah has been with the CVB for six years. **Amber Warren** is now our Brand Coordinator. Amber was previously a Convention Sales Administrative Assistant.

Additions:

Colleen Pace, Chief Marketing Officer

Reports to Scott White

Start Date – October 22, 2018

- Colleen joined Omni Rancho Las Palmas Resort & Spa as the Director of Sales & Marketing in 2014. Colleen lead a team of 26 people, and was responsible for a sales and marketing budget of \$3.5M.
- 13 years (2001 to 2014) in Colorado with Benchmark Hotels and Destination Hotels & Resorts primarily as a Director of Sales & Marketing.
- Bachelor's degree in Hotel/Business Management from Rochester Institute of Technology.
- Colleen lives in La Quinta with her family.

Barbara Quigley, National Sales Manager – Chicago

Reports to Mark Crabb

Hire Date – September 4, 2018

- Barbara comes to us after spending 2007 to 2018 with Sonoma County Tourism as a National Sales Manager. She was responsible for sales efforts in the Chicago, Midwest, Northeast, and Washington DC territories.
- Barbara's husband is Congressman Mike Quigley who represents the 5th district in Illinois. They have two grown children.

Melanie Macias, Digital Marketing Coordinator

Reports to Marissa Willman

Hire Date – September 24, 2018

- Melanie has worked at the Agua Caliente Spa Resort and Casino since 2016 in their Social Media Department. She executed social media content on Facebook, Twitter and Instagram in support of marketing campaigns based on competitive research and analytics.
- Melanie received her Associates Degree in Business from College of the Desert, and her Bachelor's Degree from Cal State San Bernardino in Business Administration.

The following team members will begin October 1st

Julie Sinclair, Director of Brand Communications

Reports to Jeff Miraglia

- Julie was the Editorial Director for Palm Springs Life from December of 2013 to May 2016.
- Julie has also held senior level positions with Lakeshore Learning, Cal State University, Northridge and Editor-in-Chief for Spa Magazine for five years.
- Here extensive experience in health & wellness and her time with Palm Springs Life will complement our brand team and our long-term initiatives.

Donna Sturgeon, Program Manager, Certified Tourism Ambassador

Reports to Bob Thibault

- Donna worked for the Coachella Valley Economic Partnership since 2007. Most recently working as their Education Program Designer & Facilitator of their Career Pathways Initiative.
- She has been very active in the Coachella Valley including working as a Leadership Coach for the Coachella Valley Mosquito and Vector Control District, as a Recruiter for Mahler Enterprises, and an Executive Director of the Human Health Initiative.

Dana Buckley, Marketing Manager

Reports to Colleen Pace

- Dana worked for Universal Studios Pictures for the last 7 years beginning in 2011. Her most recent role of Integrated Marketing Manager was responsible for developing marketing concepts, coordinating shoots, and providing feedback on creative marketing for film franchises such as Jurassic World and The Fast & The Furious.
- Dana received her Bachelor's and Master's Degree from USC in Cinematic Arts.
- Dana relocated from Los Angeles to Palm Springs earlier this year, and will be getting married in mid-October.

Alex Mercado, Administrative Assistant, Convention Sales

Reports to Rob Osterberg

- Alex has worked at the Renaissance Indian Wells since 2004 in a number of different roles.
- Alex supported the Sales and Marketing team since 2014. Her responsibilities include assisting with creating unique site visits tailored to the client's needs, CRM database maintenance, assisting with contracts, budget reports, and general office duties.
- Alex grew up in the Coachella Valley and attended both Indio High School and College of the Desert.

We have a lot of new and important research to share this month; Consumer Image & Awareness Study, Meeting Planner Image Study, AIR DNA Study, Canadian Economic Impact Study and the College Relocation Study. The CVB assisted CVEP with a recent research project. We sponsored and utilized our marketing research firm to test their marketing direction and the research revealed great insights and is the first phase of our collaboration with economic recruitment. We will be working with CVEP on an RFP to find a firm to assist us with phase 2 and develop our strategies and best practices to attract the right companies to Greater Palm Springs. We will keep you posted on our next steps.

The City of La Quinta and The Small Hotels of Palm Springs are participating in our marketing co-op and the brand team is working on new 30-second commercials for both organizations.

We are now tracking visitors to our web site and those that click on our digital advertising. The first month we discovered 629 travelers that visited our web site/digital ad who booked 878 room nights with an average stay of 2.6 nights and an ADR of \$217.07 that should generate over \$190k. This new technology will help us make decisions about our creative and portals that perform the best. We also launched a new booking engine on our site; aRes will make it easy for consumers to search for rates and availability while planning their vacation.

We recently signed international representation contracts in South Korea, India and France. These markets are performing very well for California and, based on the direction and investments being made by Visit California, we felt it was time to be more proactive in these markets.

Sincerely,



Scott White, President/CEO

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Greater Palm Springs

Local Industry STR Data for June 2018

June 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from June 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	June 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	53.2	-4.4	3.0	-1.6	0.8	-2.1	68.6	-0.2	6.5	6.3	9.4	2.7	137	15083
Palm Springs	52.6	-6.2	4.1	-2.3	0.6	-3.4	68.7	1.0	8.1	9.1	12.8	4.3	64	5214
Cathedral City/ Desert Hot Springs	49.1	-3.1	6.4	3.0	3.0	-3.1	64.5	6.1	5.2	11.6	16.8	11.0	6	764
Rancho Mirage	60.7	-5.0	6.8	1.4	1.5	-5.0	71.5	-3.0	6.0	2.9	2.9	-2.9	7	1843
Palm Desert	55.9	-0.8	-1.9	-2.7	3.6	5.7	71.8	-2.7	5.8	2.9	11.8	5.7	15	2448
Indian Wells/ La Quinta	50.8	-6.5	1.6	-5.0	-3.3	-4.8	67.2	1.5	4.7	6.3	7.6	2.7	10	2614
Indio	49.3	0.6	1.4	2.0	2.1	0.7	66.5	0.6	5.6	6.2	6.2	0.6	17	1308
Hotel Class														
Upper Resort	52.7	-5.7	3.1	-2.8	-2.8	-5.7	67.8	0.2	5.6	5.8	5.8	0.2	12	4850
Resort	57.2	-2.9	3.1	0.2	0.1	-2.9	71.3	1.8	6.5	8.4	8.5	1.8	14	2845
Branded Select Service	53.8	-3.1	3.1	-0.1	-0.0	-3.0	69.4	-1.1	6.3	5.1	6.0	-0.3	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 July 2018

July 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from July 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	July 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	52.3	-2.0	0.8	-1.2	1.2	0.4	66.2	-0.4	6.1	5.8	8.8	2.5	137	15083
Palm Springs	52.7	-2.8	0.6	-2.2	0.8	0.1	66.4	0.5	7.7	8.2	11.8	3.9	64	5214
Cathedral City/ Desert Hot Springs	49.2	-1.7	3.5	1.8	1.8	-1.7	62.2	5.3	5.7	11.2	15.6	9.4	6	764
Rancho Mirage	54.8	-11.5	4.4	-7.7	-7.6	-11.5	69.0	-4.0	6.2	2.0	2.0	-4.0	7	1843
Palm Desert	54.7	-6.7	1.6	-5.2	1.0	-0.6	69.3	-3.2	5.8	2.4	11.0	4.9	15	2448
Indian Wells/ La Quinta	52.9	15.1	-1.8	13.1	15.1	17.2	65.1	2.9	3.6	6.7	8.0	4.3	10	2614
Indio	46.1	-2.0	-1.2	-3.2	-3.1	-1.9	63.5	0.3	5.1	5.4	5.5	0.3	17	1308
Hotel Class														
Upper Resort	50.5	-3.6	1.7	-2.0	-2.0	-3.6	65.3	-0.2	5.5	5.3	5.3	-0.2	12	4850
Resort	55.6	-0.8	-1.3	-2.1	-2.1	-0.8	69.0	1.5	6.0	7.5	7.6	1.5	14	2845
Branded Select Service	54.0	1.5	1.8	3.3	3.3	1.5	67.1	-0.8	5.9	5.0	5.8	-0.1	43	4418

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

Greater Palm Springs

Local Industry STR Data for August 2018

August 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Aug 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	Aug 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	45.5	-2.4	1.3	-1.0	1.3	-0.0	63.6	-0.6	5.9	5.3	8.1	2.1	136	15053
Palm Springs	48.3	-1.7	2.4	0.7	3.7	1.3	64.1	0.3	7.4	7.8	11.3	3.6	63	5184
Cathedral City/ Desert Hot Springs	45.4	7.4	1.2	8.8	8.8	7.4	60.1	5.6	5.4	11.4	15.2	9.2	6	764
Rancho Mirage	48.0	-11.7	7.8	-4.9	-4.8	-11.7	66.3	-4.8	6.6	1.5	1.5	-4.8	7	1843
Palm Desert	45.1	-3.2	-0.9	-4.1	2.2	3.1	66.1	-3.1	5.5	2.2	10.5	4.8	15	2448
Indian Wells/ La Quinta	39.2	1.9	0.1	2.0	3.8	3.7	61.7	2.8	3.5	6.4	7.8	4.2	10	2614
Indio	45.6	2.4	0.9	3.4	3.4	2.5	61.2	0.5	4.8	5.3	5.3	0.5	17	1308
Hotel Class														
Upper Resort	38.5	-9.7	4.4	-5.8	-5.8	-9.7	61.9	-1.1	5.8	4.7	4.7	-1.1	12	4850
Resort	48.6	-3.2	-1.4	-4.5	-4.5	-3.2	66.4	1.0	5.6	6.7	6.7	1.0	14	2845
Branded Select Service	50.9	5.1	3.2	8.4	8.5	5.1	65.1	-0.2	5.5	5.3	6.0	0.4	43	4418

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

Convention Sales & Services

September 2018

Convention Sales

The convention sales team has continued to keep things sizzling over the past 3 months (summer reference)! Staff has generated 769 leads, up 11% as of the same time last year. The team is also up 6% on new leads and, thus far, we have produced 470 new leads for our hotel Partners since the start of 2018. We are also 9.7% up YOY on booked room nights which is crucial to meet our aggressive room night goal.

Through the results from Meetings Database Institute, which has analyzed our current meetings database to segment and clarify which accounts hold the greatest value, the data research has shown a decline in the Chicago Association and Corporate market. To stay aggressive in that key region, we have hired Barb Quigley, a 30-year veteran, to lead our efforts in growing that market again. Mary Ryan will continue to handle the Midwest Region markets sans Illinois.

The Destination Analysts meeting planner awareness and image study was completed and we will be sharing the findings with our Partners in October. Here are just a few things we found out: Key attributes to our destination are a relaxed ambiance, attractive quality of lodging products and the "wow" factor of the region. Deterrents are geographic location, airlift and costs of flights. So, we are using this data as a benchmark for our new marketing efforts and meetings strategy. We hope you can attend the presentation in October, information coming soon.

We have been preparing for the biggest domestic group meetings show, IMEX America, Las Vegas. This year, we will be a standout at the show as we are constructing a mid-century modern home as our booth space. Ten Partners will be sharing the booth with us. The neat thing about the build is that it can be used as a smaller booth at IPW so we can WOW our international clients as well.

We continue to push out 2019 midweek promotions, "meet your wellest" and we are developing a new twist on getting to the destination. We want to reach as many planners as possible to enhance and strengthen our brand identifying Greater Palm Springs as an exceptional destination to conduct meetings, events and conferences for our need periods and for the betterment of your health.

Another market segment showing good growth opportunity is the LGBTQ meetings market. We will be participating in the LGBTCVB annual conference in December and have set a marketing and sales plan against this vertical market. Additionally, we are pursuing some marketing sponsorship opportunities with organizations that target this meeting segmentation.

Finally, our new "Site Experience" program launched on June 21st with our staff first and then training of our Partners with a session in the morning and another in the afternoon. The turnout was fantastic and we have already seen a big difference in how the properties are presenting their product. This program will pay dividends for future bookings to Greater Palm Springs.

Highlights for October, November & December

October 2018

October 16-18, 2018. IMEX America - CVB staff and 10 destination Partners will be in Las Vegas to participate in IMEX America tradeshow and conference. NEW this year is the introduction of the CVB's new booth design and expanded booth space. A rendering of the new booth is on the next page:

Convention Sales & Services September 2018



IMEX America is one of the leading domestic and international incentive conferences in the hospitality industry. Buyers from over 45 countries will be present at the annual program. Anticipated attendance includes 2,400+ Hosted Buyers and 2,300+ Exhibitors.

October 29-31, 2018. Southern California Sales Mission - CVB staff and Partners will travel to Los Angeles and Orange County to conduct presentations, events and sales calls with meeting professionals within Southern California.

November 2018

November 6- 9, 2018. HPN Annual Meeting - This program, which brings together HPN executive staff, hospitality Partners and clients, offers a unique format offering client/partner "synergy" to help organize successful events for companies large and small.

November 27- 30, 2018. Conference Direct Forum - The CVB will attend the annual CD Forum show where CD associates, suppliers and clients meet to discuss destination access, hotel enhancements, unique venues and all that is new in Greater Palm Springs.

December 2018

December 6-9, 2018. LGBTQ Tourism & Hospitality Conference - CVB sales staff will travel to Ft. Lauderdale to attend the LGBTQ Tourism & Hospitality Conference. This new and exciting meetings market is a major focus for the destination and CVB.

December 12-15, 2018. American Express Meetings & Events – INTERaction - The CVB and destination Partners will attend the annual Interaction event. This exceptional one-on-one experience allows staff to interact with meeting professionals from the American Express Group Travel department.

Convention Sales & Services September 2018

December 12, 2018. Society of Incentive Travel Executives Southern California, Holiday Event - This event will attract approximately 300 meeting planners from throughout Southern California. This all-star event has grown to be "THE" event of the holiday season where the entire Southern California hospitality world comes together and toasts the season while raising money for worthy charities.

December 12-14, 2018. CalSAE Seasonal Spectacular-California Society of Association Executives - Destination Partners and CVB staff will attend the annual CalSAE event in Sacramento. The association's premier one-day program will draw over 1000 attendees and meeting executives from throughout the greater Sacramento area.



Cvent Connect Las Vegas, July 23-26, 2018

For questions, submissions or comments,
please contact Mark Crabb, FCDME, Chief Sales Officer
mcrabb@GPSCVB.com

**Convention Sales
Production
August 2018**

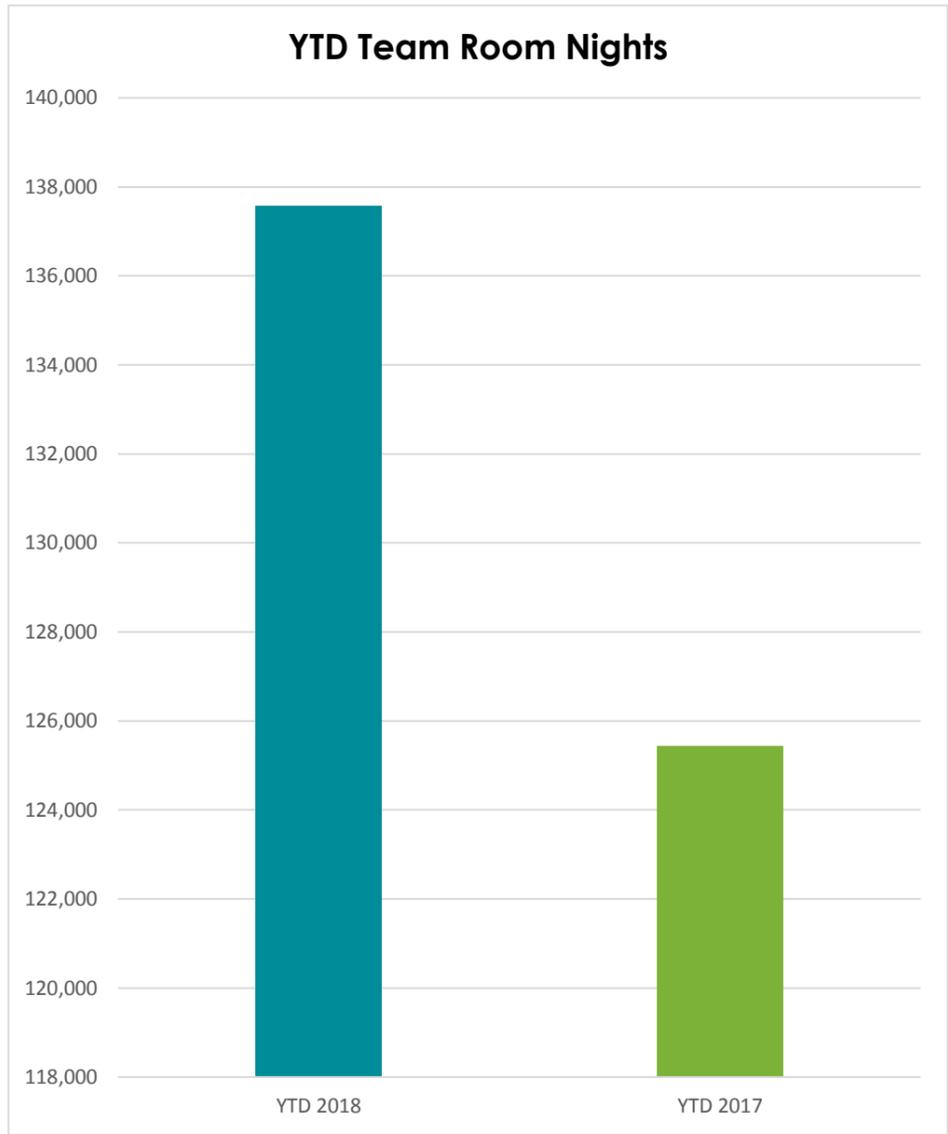
Convention Sales Production

TEAM	Aug-18	Aug-17	Variance	YTD 2018	YTD 2017	Variance	YTD Goal	Goal %
Leads	97	85	14%	779	712	9%	424	84%
Definite Room Nights	21,506	13,219	63%	137,568	125,424	10%	68,555	101%
Bookings	36	32	13%	216	219	-1%	146	48%
EIC	Business Sales	\$ 13,337,235	\$ 7,426,983	80%	\$ 86,037,333	\$ 83,397,495	3.2%	
	Jobs Supported	5,883	2,516	134%	32,783	25,892	27%	
	Local Taxes	\$ 649,304	\$ 379,295	71%	\$ 4,379,509	\$ 4,254,929	3%	
	Personal Income	\$ 4,703,370	\$ 2,657,245	77%	\$ 30,480,892	\$ 29,311,273	4%	
	Bed Taxes	\$ 474,481	\$ 283,031	68%	\$ 3,254,535	\$ 2,839,545	15%	

LEGACY	Aug-18	YTD 2018	
Definite Room Nights	0	11,914	
Bookings	0	8	
EIC	Business Sales	\$ -	\$ 7,581,668
	Jobs Supported	-	2,054
	Local Taxes	\$ -	\$ 379,182
	Personal Income	\$ -	\$ 2,626,839
	Bed Taxes	\$ -	\$ 280,388

TOTAL	Aug-18	YTD 2018	
Definite Room Nights	21,506	149,482	
Bookings	36	224	
EIC	Business Sales	\$ 13,337,235	\$ 93,619,001
	Jobs Supported	5,883	34,837
	Local Taxes	\$ 649,304	\$ 4,758,690
	Personal Income	\$ 4,703,370	\$ 33,107,731
	Bed Taxes	\$ 474,481	\$ 3,534,923

Meetings Actualized (Includes Legacy)			
	Aug-18	YTD 2018	
Definite Room Nights	2,682	115,580	
Bookings	8	191	
EIC	Business Sales	\$ 1,336,604	\$ 93,866,687
	Jobs Supported	540	29,662
	Local Taxes	\$ 63,189	\$ 5,187,035
	Personal Income	\$ 467,346	\$ 32,865,984
	Bed Taxes	\$ 39,514	\$ 2,933,278



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
August 2018

By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2018	10	28%	5,370	25%	7,064	46%	85	19,441
2019	20	56%	7,756	36%	5,095	33%	80	48,320
2020	2	6%	1,683	8%	465	3%	27	26,795
2021	4	11%	6,697	31%	2,900	19%	11	17,640
2022	0	0%	0	0%	0	0%	9	18,975
2023	0	0%	0	0%	0	0%	2	2,046
2024	0	0%	0	0%	0	0%	1	683
2025	0	0%	0	0%	0	0%	0	0
2026	0	0%	0	0%	0	0%	1	3,668
Total	36	100%	21,506	100%	15,524	100%	216	137,568

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	17	47%	1,386	6%	1,939	12%	104	12,286
100 - 200	7	19%	3,361	16%	2,070	13%	48	22,686
201-499	8	22%	7,787	36%	3,515	23%	43	45,124
500-999	4	11%	8,972	42%	8,000	52%	20	50,611
1000-1499	0	0%	0	0%	0	0%	1	6,861
1500+	0	0%	0	0%	0	0%	0	0
Total	36	100%	21,506	100%	15,524	100%	216	137,568

By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities, Food/Food Products	1	3%	513	2%	50	0%	12	14,146
Athletic & Sports/Recreation	0	0%	0	0%	0	0%	7	4,458
Computer/Software	0	0%	0	0%	0	0%	5	3,748
Cultural, Fine Arts, Libraries	1	3%	1,830	9%	600	4%	1	1,830
Educational	2	6%	2,821	13%	1,900	12%	12	4,861
Entertainment	0	0%	0	0%	0	0%	3	3,136
Environmental	1	3%	38	0%	130	1%	3	5,260
Ethnic	0	0%	0	0%	0	0%	2	226
Film Crews	0	0%	0	0%	0	0%	1	58
Financial	2	6%	187	1%	900	6%	11	8,291
Franchise/Multi-Level Marketing	0	0%	0	0%	0	0%	5	3,425
Government, Public Admin	3	8%	881	4%	344	2%	15	11,678
Health & Medical	4	11%	1,849	9%	1,668	11%	26	12,535
Tech/Electric/Computer	4	11%	3,120	15%	1,065	7%	9	9,674
Hobby & Vocational	0	0%	0	0%	0	0%	2	787
Insurance	2	6%	1,019	5%	260	2%	6	1,740
Insurance Association	0	0%	0	0%	0	0%	1	495
LGBT	0	0%	0	0%	0	0%	2	103
Manufacturing/Distribution	2	6%	811	4%	311	2%	15	6,894
Meetings, Convention, Tourism Industry Events	0	0%	0	0%	0	0%	3	599
Pharmaceuticals	1	3%	54	0%	17	0%	2	416
Real Estate	0	0%	0	0%	0	0%	4	8,354
Religious	1	3%	158	1%	200	1%	18	7,338
Engineering, Technical	1	3%	140	1%	150	1%	8	3,765
SPORTING EVENTS	4	11%	4,243	20%	6,000	39%	10	7,586
Third Party Planner	0	0%	0	0%	0	0%	3	771
Trade, Commercial or Bus	6	17%	3,127	15%	1,704	11%	26	13,221
Transportation	1	3%	715	3%	225	1%	4	2,173
Total	36	100%	21,506	100%	15,524	100%	216	137,568

Convention Sales
Booking Production Analysis (Cont.)
August 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)	0	0%	0	0%	0	0%	2	103
CA	21	58%	8,265	38%	5,571	36%	111	59,041
CO	1	3%	1,830	9%	600	4%	3	2,408
CT	0	0%	0	0%	0	0%	1	1,342
DC	1	3%	1,871	9%	1,100	7%	9	13,510
FL	1	3%	65	0%	20	0%	5	2,587
GA	0	0%	0	0%	0	0%	2	180
ID	0	0%	0	0%	0	0%	1	592
IL	3	8%	1,101	5%	437	3%	15	6,189
KS	0	0%	0	0%	0	0%	2	2,983
KY	0	0%	0	0%	0	0%	2	3,245
MA	0	0%	0	0%	0	0%	2	3,890
MD	0	0%	0	0%	0	0%	8	6,618
MI	0	0%	0	0%	0	0%	1	1,524
MN	0	0%	0	0%	0	0%	2	203
MO	1	3%	2,000	9%	800	5%	2	2,495
NC	1	3%	439	2%	170	1%	4	1,782
NE	0	0%	0	0%	0	0%	1	256
NH	0	0%	0	0%	0	0%	1	186
NJ	0	0%	0	0%	0	0%	1	175
NM	1	3%	530	2%	300	2%	1	530
NV	2	6%	3,160	15%	5,200	33%	2	3,160
NY	1	3%	1,986	9%	1,100	7%	7	6,393
OH	0	0%	0	0%	0	0%	4	603
ON	0	0%	0	0%	0	0%	3	1,477
OR	1	3%	127	1%	200	1%	3	527
PA	0	0%	0	0%	0	0%	3	1,671
SC	0	0%	0	0%	0	0%	1	163
TN	0	0%	0	0%	0	0%	2	3,780
TX	1	3%	69	0%	15	0%	5	1,982
UT	0	0%	0	0%	0	0%	3	1,338
VA	0	0%	0	0%	0	0%	1	793
WA	0	0%	0	0%	0	0%	1	240
WI	0	0%	0	0%	0	0%	2	4,030
Not Set/Not USA	1	3%	63	0%	11	0%	1	63
Total	36	100%	21,506	100%	15,524	100%	216	137,568

PSCC Bookings (Includes Legacy)

Market Segment	August			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	4	5,989	2,905
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	2	2,202	950
Health & Medical	0	0	0	0	0	0
Religious	0	0	0	1	355	80
Transportation	1	887	500	0	0	0
Scientific/Engineering	0	0	0	0	0	0
Social	0	0	0	0	0	0
Sporting Events	0	0	0	0	0	0
Transportation	0	0	0	1	887	500
Total	5	11,670	7,060	13	20,328	12,520

Convention Sales
Lost Business
August 2018

Top Ten Lost Lead Destinations (Ranked by YTD)

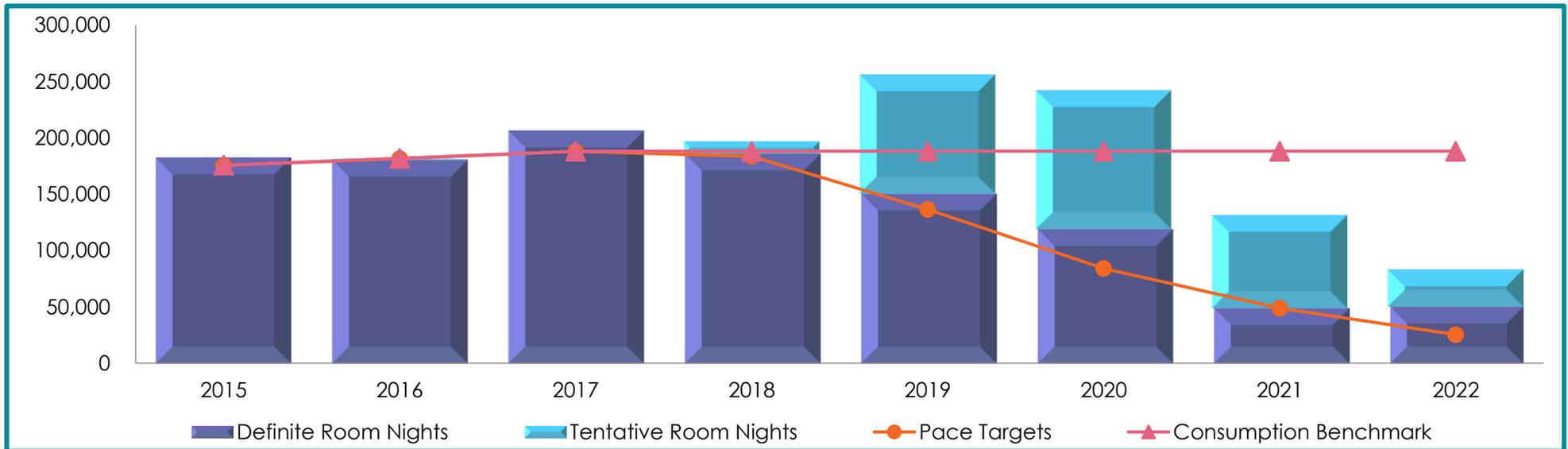
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	3	1069	50	32587
2	Las Vegas	1	1,975	15	17052
3	New Orleans	1	6,500	8	12643
4	Scottsdale	1	1,551	18	12584
5	Tuscon	0	0	10	9246
6	Anaheim	0	0	5	8525
7	Sacramento	0	0	2	8060
8	Austin	1	170	5	5699
9	New York	1	130	3	5180
10	Schaumburg	0	0	2	4,894

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	3	4,246	36	32,440
California	14	4,710	136	89,323
Colorado	0	0	6	9,666
Florida	1	750	20	15,749
Georgia	0	0	3	1,294
Hawaii	0	0	3	2,004
Idaho	0	0	1	572
Illinois	0	0	3	5,019
Louisiana	1	6,500	8	12,643
Maryland	0	0	1	3,827
Minnesota	1	1,135	1	1,135
N/A	12	7,131	94	42,927
Nevada	1	1,975	16	17,642
New Mexico	0	0	3	1,867
New York	1	130	6	9,270
North Carolina	0	0	3	1,635
Oregon	0	0	4	4,776
Out of Country	4	4,180	18	8,534
Pennsylvania	0	0	1	1,033
South Carolina	0	0	2	117
South Dakota	0	0	1	135
Tennessee	0	0	3	2,702
Texas	3	2,190	24	20,849
Unknown	18	24,887	157	171,211
Utah	1	255	1	255
Washington	0	0	1	2,565
Wisconsin	0	0	1	2,625
Wyoming	0	0	1	508
Total	60	58,089	554	462,323

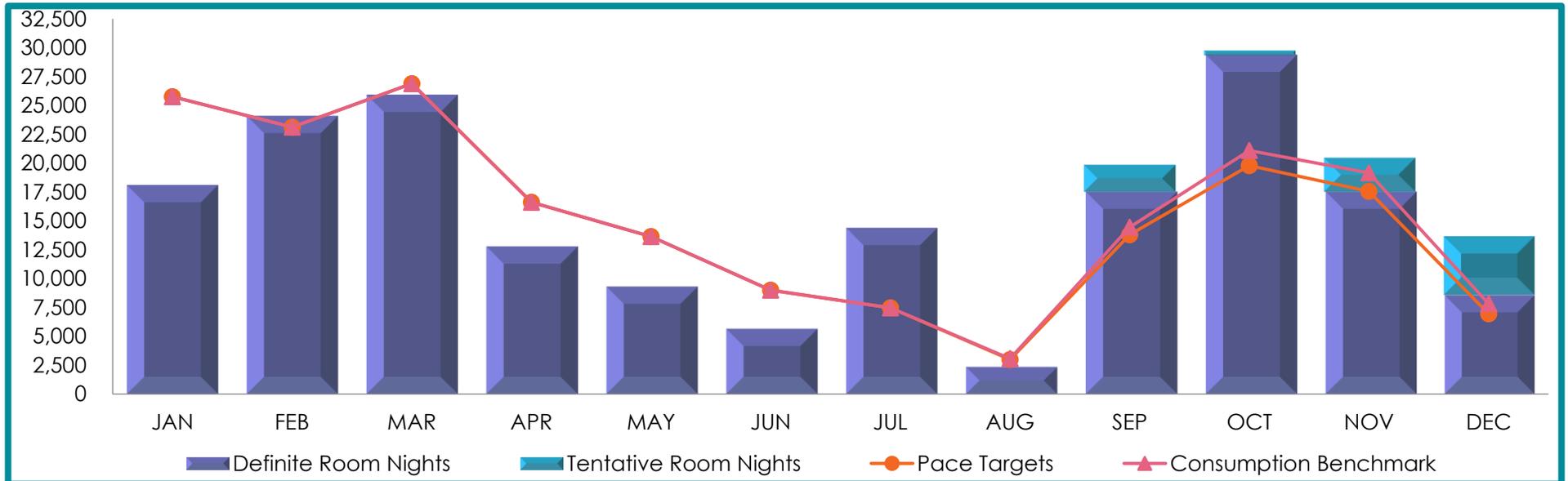
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Room Nights	182,294	180,156	206,054	185,668	150,364	118,884	48,979	50,436	1,122,835
Pace Targets	175,547	181,619	187,869	183,591	136,337	84,094	48,865	25,343	1,023,265
Variance	6,747	(1,463)	18,185	2,077	14,027	34,790	114	25,093	99,570
Consumption Benchmark	175,662	181,769	188,072	188,094	188,094	188,094	188,094	188,094	1,485,973
Pace Percentage	104%	99%	110%	101%	110%	141%	100%	199%	110%
Total Demand Room Nights	647,415	722,310	812,760	850,568	569,804	333,773	141,656	105,363	4,183,649
Lost Room Nights	465,121	542,154	606,706	664,900	419,440	214,889	92,677	54,927	3,060,814
Conversion Percentage	28%	25%	25%	22%	26%	36%	35%	48%	27%
Tentative Room Nights	0	1,000	50	10,799	105,460	122,990	82,522	32,860	355,681

Greater Palm Springs Events									
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Events	264	294	311	288	152	82	26	22	1,439
Pace Targets	277	288	291	273	140	67	32	15	1,383
Variance	(13)	6	20	15	12	15	(6)	7	56
Consumption Benchmark	278	289	292	296	296	296	296	296	2,339
Pace Percentage	95%	102%	107%	105%	109%	122%	81%	147%	104%
Total Demand Events	801	909	991	1003	499	209	74	43	4,529
Lost Events	537	615	680	715	347	127	48	21	3,090
Conversion Percentage	33%	32%	31%	29%	30%	39%	35%	51%	32%
Tentative Events	0	1	2	27	145	116	60	21	372



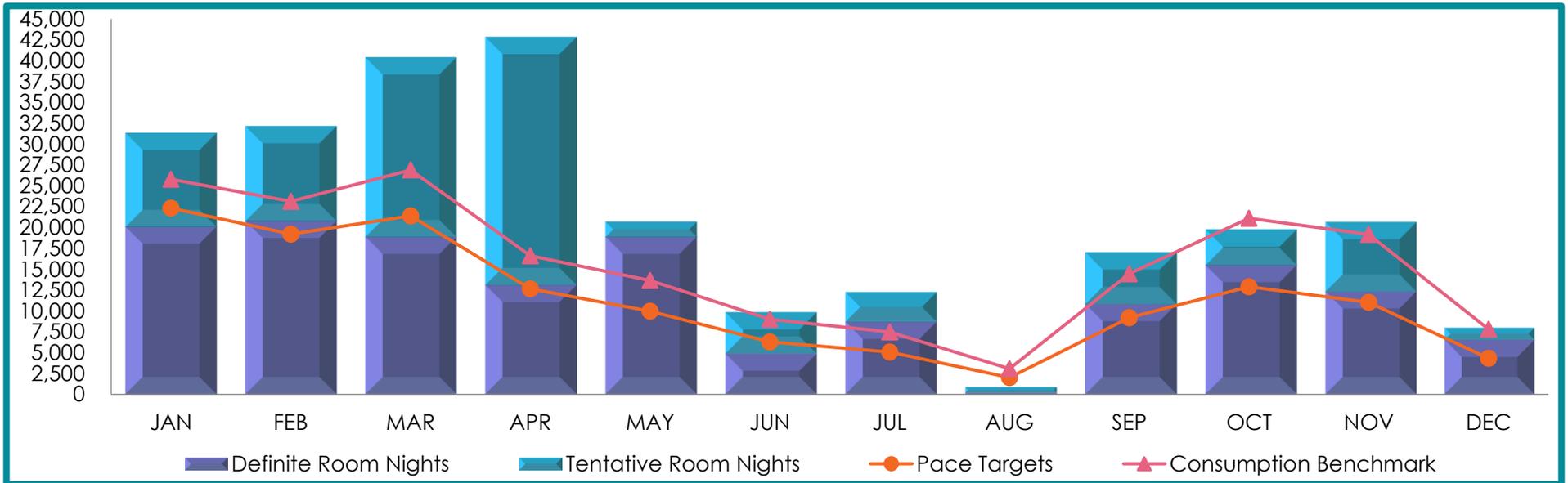
Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	18,110	24,063	25,901	12,813	9,344	5,674	14,412	2,347	17,530	29,341	17,533	8,600	185,668
Pace Targets	25,764	23,119	26,891	16,616	13,641	8,999	7,471	2,990	13,807	19,784	17,556	6,953	183,591
Variance	(7,654)	944	(990)	(3,803)	(4,297)	(3,325)	6,941	(643)	3,723	9,557	(23)	1,647	2,077
Consumption Benchmark	25,764	23,119	26,891	16,616	13,641	8,999	7,471	3,067	14,451	21,102	19,154	7,819	188,094
Pace Percentage	70%	104%	96%	77%	68%	63%	193%	78%	127%	148%	100%	124%	101%
Total Demand Room Nights	113,659	115,750	98,897	73,053	48,936	48,703	53,545	18,615	81,299	88,241	83,183	26,687	850,568
Lost Room Nights	95,549	91,687	72,996	60,240	39,592	43,029	39,133	16,268	63,769	58,900	65,650	18,087	664,900
Conversion Percentage	16%	21%	26%	18%	19%	12%	27%	13%	22%	33%	21%	32%	22%
Tentative Room Nights	0	0	0	0	0	0	0	0	2,360	400	2,959	5,080	10,799

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	33	47	34	20	17	16	17	7	27	38	26	6	288
Pace Targets	41	41	31	24	23	17	13	8	19	29	19	8	273
Variance	(8)	6	3	(4)	(6)	(1)	4	(1)	8	9	7	(2)	15
Consumption Benchmark	41	41	31	24	23	17	13	9	23	37	26	11	296
Pace Percentage	80%	115%	110%	83%	74%	94%	131%	88%	142%	131%	137%	75%	105%
Total Demand Events	124	169	120	105	73	65	57	31	83	91	65	20	1,003
Lost Events	91	122	86	85	56	49	40	24	56	53	39	14	715
Conversion Percentage	27%	28%	28%	19%	23%	25%	30%	23%	33%	42%	40%	30%	29%
Tentative Events	0	0	0	0	0	0	0	0	5	6	6	10	27



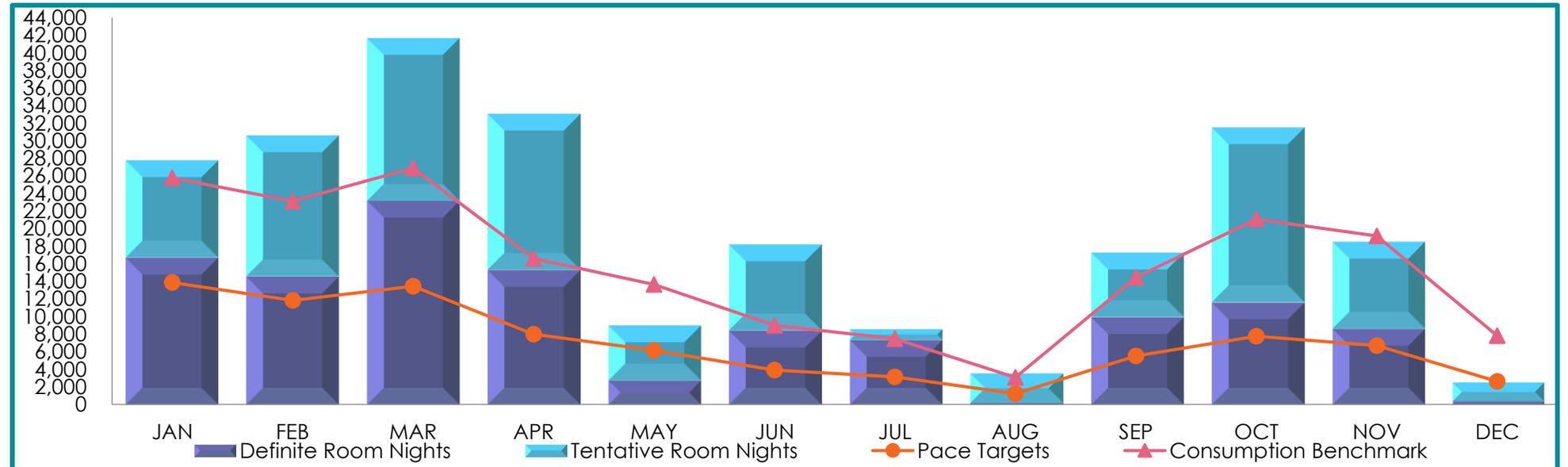
Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	20,048	20,734	18,810	13,081	18,828	4,872	8,695	200	10,812	15,448	12,303	6,533	150,364
Pace Targets	22,323	19,212	21,397	12,647	9,957	6,276	5,061	2,013	9,199	12,899	11,042	4,311	136,337
Variance	(2,275)	1,522	(2,587)	434	8,871	(1,404)	3,634	(1,813)	1,613	2,549	1,261	2,222	14,027
Consumption Benchmark	25,764	23,119	26,891	16,616	13,641	8,999	7,471	3,067	14,451	21,102	19,154	7,819	188,094
Pace Percentage	90%	108%	88%	103%	189%	78%	172%	10%	118%	120%	111%	152%	110%
Total Demand Room Nights	70,390	94,047	55,577	48,900	54,330	20,710	45,925	6,737	46,819	54,679	61,541	10,149	569,804
Lost Room Nights	50,342	73,313	36,767	35,819	35,502	15,838	37,230	6,537	36,007	39,231	49,238	3,616	419,440
Conversion Percentage	28%	22%	34%	27%	35%	24%	19%	3%	23%	28%	20%	64%	26%
Tentative Room Nights	11,273	11,391	21,564	29,719	1,855	5,005	3,566	685	6,234	4,343	8,368	1,457	105,460

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	24	23	20	13	20	8	8	1	10	12	8	5	152
Pace Targets	27	25	17	12	11	7	5	4	8	13	8	3	140
Variance	(3)	(2)	3	1	9	1	3	(3)	2	(1)	0	2	12
Consumption Benchmark	41	41	31	24	23	17	13	9	23	37	26	11	296
Pace Percentage	89%	92%	118%	108%	182%	114%	160%	25%	125%	92%	100%	167%	109%
Total Demand Events	75	92	54	53	46	26	34	6	33	44	28	8	499
Lost Events	51	69	34	40	26	18	26	5	23	32	20	3	347
Conversion Percentage	32%	25%	37%	25%	43%	31%	24%	17%	30%	27%	29%	62%	30%
Tentative Events	28	23	27	14	9	9	5	2	10	10	4	4	145



Greater Palm Springs 2020 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	16,674	14,544	23,088	15,294	2,750	8,417	7,348	200	9,942	11,603	8,624	400	118,884
Pace Targets	13,864	11,850	13,438	7,983	6,144	3,900	3,121	1,225	5,505	7,751	6,698	2,615	84,094
Variance	2,810	2,694	9,650	7,311	(3,394)	4,517	4,227	(1,025)	4,437	3,852	1,926	(2,215)	34,790
Consumption Benchmark	25,764	23,119	26,891	16,616	13,641	8,999	7,471	3,067	14,451	21,102	19,154	7,819	188,094
Pace Percentage	120%	123%	172%	192%	45%	216%	235%	16%	181%	150%	129%	15%	141%
Total Demand Room Nights	48,822	52,142	40,466	33,817	19,462	19,040	17,789	2,510	23,782	56,100	17,508	2,335	333,773
Lost Room Nights	32,148	37,598	17,378	18,523	16,712	10,623	10,441	2,310	13,840	44,497	8,884	1,935	214,889
Conversion Percentage	34%	28%	57%	45%	14%	44%	41%	8%	42%	21%	49%	17%	36%
Tentative Room Nights	11,052	15,986	18,519	17,732	6,249	9,727	1,225	3,350	7,305	19,850	9,855	2,140	122,990

Greater Palm Springs 2020 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	16	11	10	9	3	5	3	1	6	11	6	1	82
Pace Targets	12	11	8	6	5	4	3	2	4	6	4	2	67
Variance	4	0	2	3	(2)	1	0	(1)	2	5	2	(1)	15
Consumption Benchmark	41	41	31	24	23	17	13	9	23	37	26	11	296
Pace Percentage	133%	100%	125%	150%	60%	125%	100%	50%	150%	183%	150%	50%	122%
Total Demand Events	35	36	23	20	14	11	10	3	16	30	9	2	209
Lost Events	19	25	13	11	11	6	7	2	10	19	3	1	127
Conversion Percentage	46%	31%	43%	45%	21%	45%	30%	33%	38%	37%	67%	50%	39%
Tentative Events	14	17	22	15	10	10	2	1	9	11	4	1	116



Destination Services

September 2018

DESTINATION SERVICES:

Summary (June-August)

The Destination Services team planned and organized 13 programs encompassing 31 events and activities including 2 trade shows, 2 reverse trade shows, 1 conference sponsorship, 25 client events and 1 CVB event.

- Fulfilled 27 Convention Sales client requests resulting in 283 CVB Partner referrals
- Assisted a total of 34 Convention Sales clients with their service requests/fulfillments
- Organized 40 site visits representing 44,519 room nights and 21,143 attendees

June-August Highlights

- Oasis Awards, June 12
- Canada TIS Sales Mission, July 11-19
- NACE Annual Conference Sponsorship, July 22-25
- IncentiveWorks Trade Show, August 14-15
- ASAE Trade Show, August 18-21

September - December

- The Department projects the following program management:
 - Total of 26 programs encompassing 50 events.
 - September through December sites currently have 13 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.



ASAE Annual Meeting, Chicago, August 2018



Vancouver Cooking Event, Canada Sales Mission, July 2018

Partnership

September 2018

Summary

As of July 2018, the Partnership team moved into the new Destination Development department. Our tourism Partners are essential to meeting the goals of the Destination Development Plan (DDP), and this new alignment serves to coalesce our partnership efforts, benefits, and communications around the strategies set forth in the DDP. We're currently developing new department goals and looking for new ways to increase Partner participation and engagement, including new advertising and sponsorship opportunities and streamlined Partnership dues for hotel Partners. We've expanded our Partnerships with local chambers of commerce and other business organizations to broaden our local reach and increase Partner participation in important DDP initiatives.

PARTNERSHIP:

June - August Highlights

- Annual Oasis Awards, June 12 at the Renaissance Indian Wells
 - 7 Scholarship recipients from Coachella Valley High School received \$1,800 each
 - Over 160 nominations, 28 award winners and 1 special recognition
- 494 Partner referrals were processed
- 17 New Partners
- 37 Partner Renewals for a total of 442 current Active Partners
- Live Your Wellest kick-off event, August 29 at Hotel Paseo, introduced the CVB's fall marketing campaign to CVB's Partners
- Partnership Events for June, July, and August included:

Date	Event	City	Attendees
June 12, 2018	2018 Oasis Awards – Renaissance Indian Wells	Indian Wells	628
July 26, 2018	CVB Meet & See – Mary Pickford Theater is D'Place	Cathedral City	180
August 29, 2018	Live Your Wellest Kick-Off at Hotel Paseo	Palm Desert	146

SAVE THE DATE:

- CVB Annual Holiday Party – Thursday, December 6th, 2018
- 2019 Oasis Awards – Tuesday, June 11th, 2019

2018 Oasis Awards, June 12

The CVB celebrated the contributions of our local tourism and hospitality workers at its annual Oasis Awards. Over 600 attendees at the Renaissance Indian Wells Resort & Spa helped honor 160 nominees and 28 winners of the 2018 awards. The program included presentations from Scott White, Tom Tabler, and Linda Evans, co-emcees Anndee Laskoe and Brooke Beare, and motivational speaker Linda Larsen.



CVHS Hospitality Academy Scholarship Winners



Spirit of Tourism Winner - Goldenvoice



Partnership

September 2018

Summer Chill Engagement

Partners contributed 219 special offers for chillpass.com this summer with 28,729 visitor views and individual Partner listings on VisitGreaterPalmSprings.com received over 304,000 page views this summer. The most viewed offers among visitors included:

Name	Offer	Views
JW Marriott Desert Springs Resort & Spa	/\$50-per-night-resort-credit	1338
Riviera Palm Springs	/\$19-59-supper-special-at-cantala	1073
McLean Company Rentals	/\$200-off-nightly-rate-with-3-night-minimum	1026
Sea Mountain Resort	/\$200-couples-discount	959
Hyatt Regency Indian Wells Resort & Spa	/3rd-night-free-&-more	855
Saguaro Hotel & Pool	/\$20-off-room-and-dining-plus-20%-off-tesloop-from-l-a	847
Elements Spa at the Hilton Palm Springs	/\$80-off-spa-day	838
The Living Desert Zoo & Gardens	/save-50%-on-a-summer-chill-tour-package/	682
The Steakhouse at Agua Caliente Casino Resort Spa	/\$32-early-bird-specials	579
Desert Adventures Red Jeep Tours and Events	/\$30-off-for-30th-anniversary	535

Sustainability Update

Sustainable meetings and travel are growing market segments and important areas of focus for the CVB. We created a survey in August to collect information from Partners and begin populating Sustainability fields and content on VisitGreaterPalmSprings.com. Partner listings will soon display this sustainability information and the first content page including sustainability information can be found in the new Live Your Wellest section of the website at <https://www.visitgreaterpalmsprings.com/play/things-to-do/spas-beauty-wellness/sustainability/>. Thank you to everyone who has taken the time to respond to the survey so far:

- Indio Super 8 & Suites
- Hyatt Regency Indian Wells Resort & Spa
- The Living Desert Zoo & Gardens
- Beyond Balisage
- Palm Springs Aerial Tramway
- Palm Springs Convention Center
- Indian Wells Golf Resort
- Homewood Suites by Hilton – La Quinta
- Hot Tin Roof, LTD
- Indian Wells Resort Hotel

Your responses to the survey help not only to serve as content for your listings and articles on VisitGreaterPalmSprings.com, but also to help the CVB better promote Partners to meetings, groups, and media who are interested in sustainable events, travel, and stories. If you have not yet completed the survey and shared your sustainability efforts with the CVB, please do so at - <https://www.surveymonkey.com/r/ZTH8KZK>

Partnership

September 2018

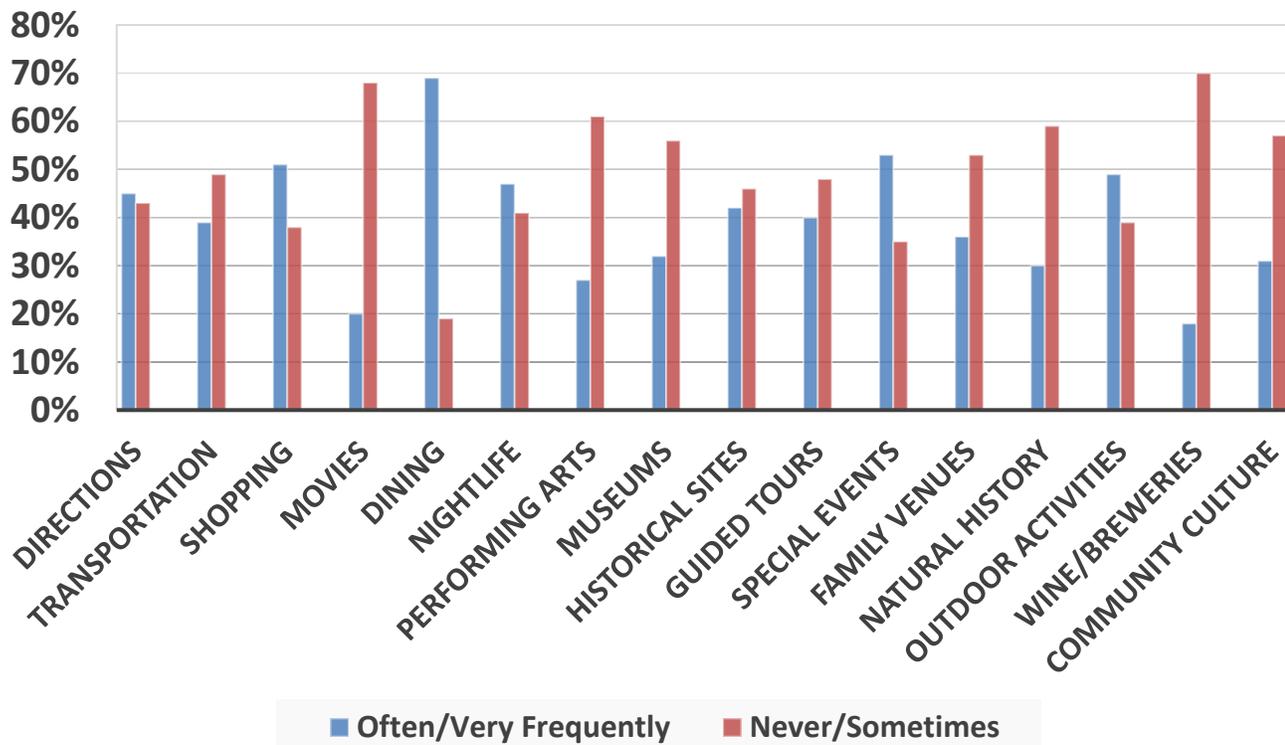
Greater Palm Springs Tourism Ambassador Program Update

The Certified Tourism Ambassador survey of hospitality front line employees and management was completed on June 10th. The survey was completed by 507 people, 157 of them front line, 350 management or owners.

Overall, the management and front-line respondents indicated a strong desire for the program and the benefits it brings to the region. 55% of management respondents indicated they would be willing to offer incentives to employees who became Certified Tourism Ambassadors (such as recognition in front of peers, awards, pay increase, one-time bonus, paid time-off, or CTA initials on their name badge).

Frontline employees were asked what types of questions they received most frequently from visitors. Respondents indicated that the most frequently asked questions of front-line employees were “Dining” (69%) and “Special Events” such as concerts (53%). At the other end of the spectrum, the questions being asked the least were with regard to “Wine/Breweries” (70% never or rarely asked) and “Movies” (87% never or rarely asked).

Front Line Response: Types of Questions and Frequency Received



Partnership

September 2018

Some of the individual responses to the survey included:

- "Airport access, flight availability and transportation services in area"
- "Guests would ask about hotel room availability, complimentary rooms or plays, early check-in and late check-outs"
- "Hiking, San Andreas Fault, windmills..."
- "Wellness/Spas"
- "You did a great job of covering the types of questions visitors ask. Visitors will frequently ask for big box stores such as Target or Walmart for incidentals or last-minute items. Cell phone questions: nearest vendor."
- "locations for urgent care centers, notaries or couriers, florists, churches"

The CVB is proud to welcome **Donna Sturgeon** as the manager for the Greater Palm Springs Tourism Ambassador program. Donna is a long-time Greater Palm Springs resident with extensive experience in hospitality, education and training. Her previous roles as a teacher, concierge, small business owner, and program administrator, as well as her deep love and knowledge of our region, make her well qualified to launch and manage the Greater Palm Springs Tourism Ambassador program. In her role, she will be both a facilitator, teaching some of the classes and training other facilitators, and administrator of the program.

The curriculum is in the process of being edited and refined. A field test will be conducted in October giving some of our Subject Matter Experts and stakeholders another opportunity to review the information and give feedback before the final draft is complete. The first classes will begin in November or December when the program materials are finalized.



CVB Meet & See: Mary Pickford Theater Is D'Place, July 26, 2018

For Partnership questions, contact
Davis Meyer, Partnership Manager
dmeyer@gpscvc.com

Travel Industry Sales

Market Activity

September 2018

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	1032	5894	7,500	78.6%
New Business Development	0	44	40	110%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	0	9	22	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	1	22	28	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	2	28	50	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	2	33		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	5	38		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	10	130	100	

August	TIS Activities & Programs	Market	Description/Results from Sales Activity
8/12-17/2018	Virtuoso Travel Week	International	The CVB participated in Virtuoso Travel Week, which welcomed 5,693 travel agents from 103 countries to the Bellagio in Las Vegas. The CVB completed 414 appointments and partnered with Visit Napa to host 72 travel advisors from TravelEdge, which is Virtuoso's second largest agency. Clients educated: 486. Partner Participation: The Ritz Carlton, La Quinta Resort & Club and Hyatt Regency Indian Wells with 2 - night hotel stay certificates to the client event.

Travel Industry Sales

Market Activity

September 2018

8/20-24/2018	VC Australia Sales Mission	Australia	The CVB participated in Visit California's Australian Sales Mission, targeting travel trade in Auckland, New Zealand, Brisbane and Sydney, Australia. There were 8 events across 3 cities, 395 agents educated and 18 B2B contacts made for a total of 413 clients trained.
8/23/2018	Virgin Holidays Training Day	United Kingdom	The CVB's office in London attended the annual USA West Coast Training Day with Virgin Holidays in Crawly, UK. Destination training was provided to USA specialist with Virgin Holidays via presentations and speed networking appointments.
8/23/2018	Remi Venitien Site Visit	France	The CVB hosted Remi Venitien with TUI France for a destination visit. Partner Participation: Desert Adventures Red Jeep Tours, Palm Springs Aerial Tramway and Red Lion Inn & Suites Cathedral City.
8/23-31/2018	Robin Couchman Site Visit	United Kingdom	The CVB hosted Robin Couchman, General Manager of Eagle Golf Tours, with a destination visit. Partner participation: The Westin Mission Hills Golf Resort, Pete Dye golf course, La Quinta Resort & Club, SilverRock Golf Club, Palm Springs Aerial Tram, Hyatt Regency Indian Wells Resort & Spa and Spa La Quinta.
August 31, 2018	AVIAREPS Training and Sales Call- Shanghai, China	China	The CVB's office in China had meetings and training with 15 managers from various companies including, Meituan, BM Trip, and ITravel.com. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.
August 31, 2018	Black Diamond Training and Sales Calls-United Kingdom	United Kingdom	The CVB's office in the United Kingdom had meetings and trainings with 34 managers from, Funway, Abercrombie & Kent, Elegant Resorts and Kuoni. Discussions included updates on the destination and marketing.
August 31, 2018	MSi Training and Meetings - Germany	Germany	The CVB's office in Germany had meetings with 10 managers from various companies including America Unlimited, CANUSA, Faszination Fernweh, CRD, FTI, DER Touristik and Fairflight. Discussions included updates on the destination and marketing

Travel Industry Sales

Market Activity

September 2018

<p>August 31, 2018</p>	<p>Gate7 Trainings & Meetings –Brisbane & Melbourne</p>	<p>Australia</p>	<p>The CVB's office in Australia had meetings with 6 managers. Companies included, Flight Centre, TravelManagers, Stuba, Helloworld. Discussions included updates on the destination and marketing.</p>
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Marketing Campaigns Initiated in August 2018

Germany, Switzerland, Austria

Company	Campaign Name	Timing	Description
<p>Faszination Fernweh (Faszination Ski & Golf)</p>	<p>Southern California Triangle (Greater Palm Springs, Santa Monica & San Diego)</p>	<p>August</p>	<p>SoCal Triangle</p>



Visit California Australia/New Zealand Mission – August 2018

Marketing & Communications
May - August 2018

Advertising Highlights

The destination's Summer Chill campaign targeted getaway markets (Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco) from May through August. The campaign media included a Television Co-op (KTLA and Cable) along with Digital, Print and Out-of-Home media.

In September, the CVB launched the Wellest Campaign, highlighting our destination's premier health and wellness setting and activities; the campaign will continue through December. Also, in September, the CVB launched the destination's airline partnership programs, targeting key nonstop markets.

For the months of May through August, the CVB's summer marketing efforts have garnered over **20.7 billion television impressions, 631,773 television spots, 52 million digital impressions and 142.6 million out-of-home impressions.**

SUMMER CHILL CAMPAIGN

As part of continuing efforts to increase visitation during the destination's low and shoulder-season months, the CVB launched the **Summer Chill Campaign** in May. The campaign targeted Los Angeles, Orange County, San Diego, Las Vegas, Phoenix, and San Francisco. It includes a Partner Television co-op, providing exposure on KTLA and cable networks in each market. Sixteen Partners joined the 2018 co-op, including **Agua Caliente, BMW Performance Driving School, City of Indian Wells, City of La Quinta, City of Palm Desert/JW Marriott, City of Palm Desert/ El Paseo, Palm Springs Bureau of Tourism, Hotel Paseo, Hyatt Regency Indian Wells, La Quinta Resort, Miramonte Resort, Omni Rancho Las Palmas, Renaissance Indian Wells, Riviera, Westin Mission Hills and Restaurant Week.**

A multi-prong strategy consisting of digital, print, and out-of-home media augmented the Summer Chill promotions. Digital media included **TripAdvisor.com**, social media and a search campaign. Greater Palm Springs also had a Destination page on **Travelzoo.com**, which featured Partner deals from Inn at Deep Canyon, Oranj Palm Vacation Homes, Colony Palms, Hotel Paseo, Social Cycle, JW Marriott, The Saguaro, Estrella Spa, Desert Adventures Red Jeep Tours & Events, Renaissance Indian Wells, Hyatt Regency Indian Wells, Hyatt Regency Palm Springs, Marriott Shadow Ridge, The Well Spa at Miramonte, La Quinta Resort and Spa, Renaissance Palm Springs, Doubletree by Hilton and Westin Mission Hills. **Over 80 hotel deals** were also included on a destination page on **Expedia.com.**



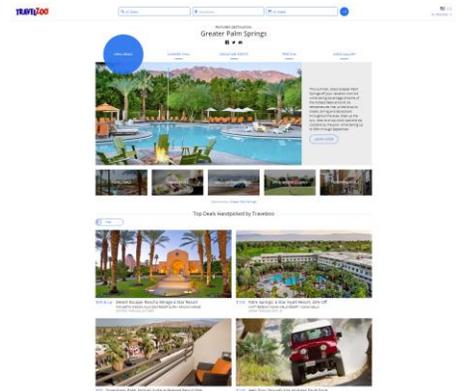
Marketing & Communications May - August 2018

Advertising Highlights

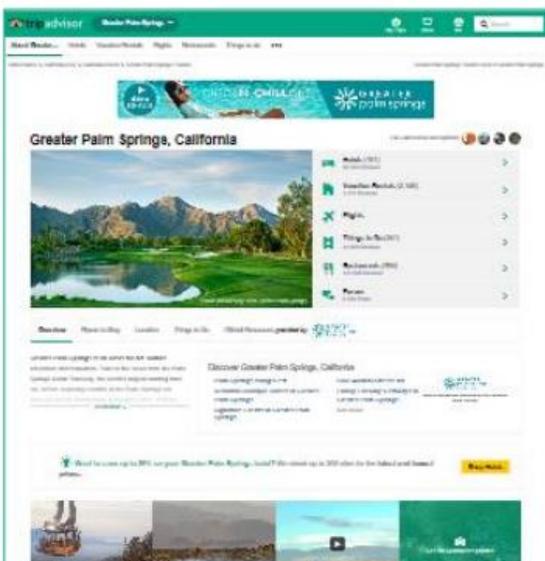
Billboard Creative Example: Summer Chill



Travelzoo Example: Greater Palm Springs Destination Page launched May 1, promoting Partner deals. Travelzoo has generated 36.7 million impressions through August, and has contributed to the longest average time-on-site (2:04), pages viewed per session (2.59) and bounce rate (37.76%), when comparing all summer media.



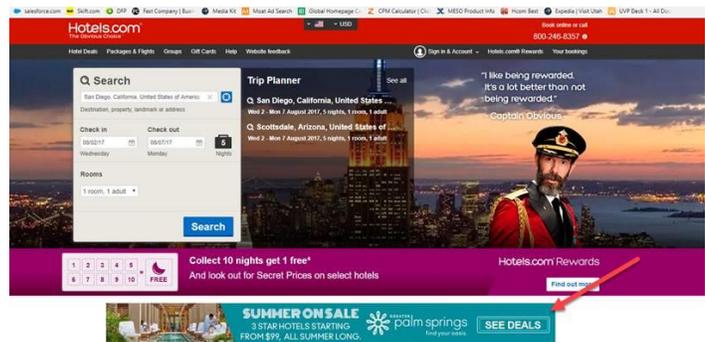
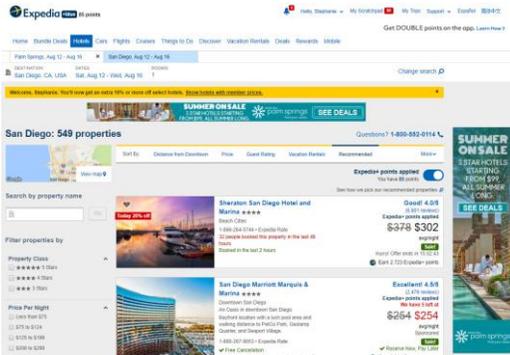
TripAdvisor Example: Advertising on TripAdvisor.com during the summer period generated 2.9 million impressions for the months of May through August. In the month of August, TripAdvisor users spent 54 hours engaging with sponsored destination content.



Marketing & Communications May - August 2018

Advertising Highlights

A destination landing page on Expedia promoted Expedia partner deals and content. For the months of May and August, the destination received 5.9 million ad impressions on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz). This campaign directly generated 25,077 room nights with a 84.1 return on ad spend. Hotel Room Nights booked on Expedia were up in May (+3% YOY), June (+1%, July), July (+3%) and August (+4%).



COMING SOON

Fall Wellest Campaign

In September, the CVB launched "Wellest," its inaugural health and wellness campaign. The Wellest strategic marketing campaign is designed to promote fall season visitation by featuring the abundance of health and wellness offerings and experiences found here in Greater Palm Springs. The fall Wellest Campaign is expected to generate **over 16 billion impressions** through media such as television, digital, out of home and print. Digital media includes TripAdvisor, Expedia, Travelzoo and Spafinder. Print media includes Westways, Via and Sunset Magazine.

Airline Development Co-ops

The CVB has partnered with key airlines to promote PSP nonstop routes. Airline co-ops include Alaska Airlines, Air Canada, American Airlines, Delta Airlines, JetBlue, United and WestJet. These co-ops include digital, social, in-flight, print, editorial and frequent flier programs aimed to promote the destination to airline travelers.

Contact Bob Thibault for more information:
Chief Destination Development Officer
t: 760.969.1339 • bthibault@palm Springsoasis.com

CVB Website at VisitGreaterPalmSprings.com



WELCOME TO GREATER PALM SPRINGS, CA

With nine cities in one beautiful oasis, Greater Palm Springs is rich in visitor experiences, from [outdoor adventure](#), [shopping](#), and [art](#) to world-class events like [Coachella Valley Music & Arts Festival](#) and [Modernism Week](#). Whether you spend a sun-soaked afternoon by the pool, play a round of [golf](#) or soak in [healing mineral water](#), this Southern California destination knows how to chill.

BOOK YOUR TRIP					
HOTELS		AIR		ACTIVITIES	
Location	Check In	Check Out	Rooms	Adults	Kids
Greater Palm Springs	09/10/2018	09/11/2018	1	1	0
					SEARCH

The CVB has recently teamed up with **aRes Travel** to offer **online booking on the CVB website** for **accommodations, air travel** and **activities**. This takes the user experience to an entirely new level of convenience, as CVB website visitors are now able to book their next visit while browsing the site for vacation inspiration.



The CVB has also recently partnered with **Adara**, a **travel data co-op** that will enable the CVB to learn more about **its influence on visitor spending**. Through tracking pixels on the CVB website and on our digital advertisements, the CVB will be able to see if users who visited our site or saw a CVB digital ad went on to book accommodations and/or airfare to the destination within a 60-day window.

Within the first month of implementation, the CVB has seen the website influence **629 travelers** staying a total of **878 nights** with the average stay of **2.6 nights per visitor** and an ADR of **\$217.07**, which accounts for a **total revenue of \$190,591**.

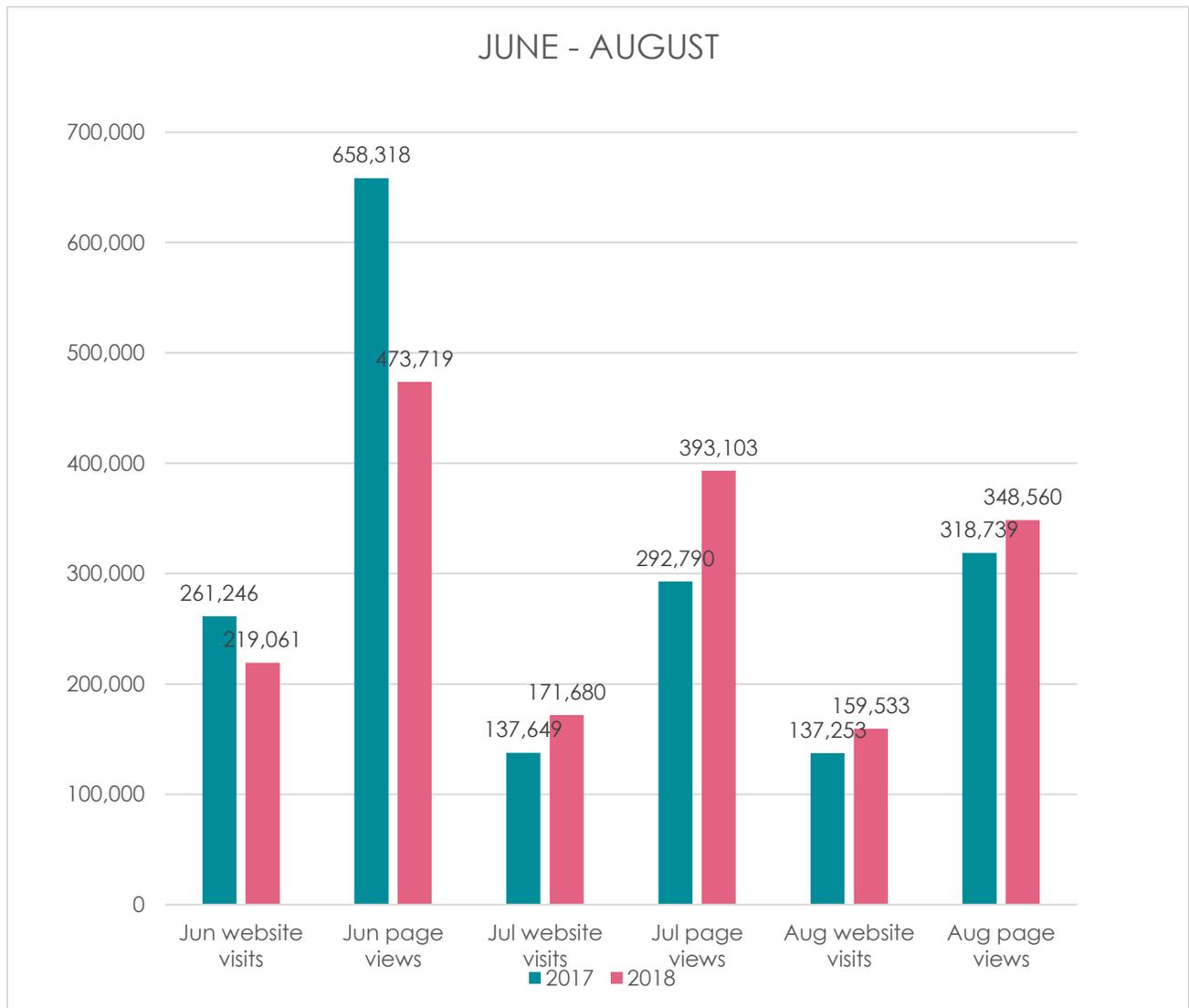
Website Highlights

Organic Traffic

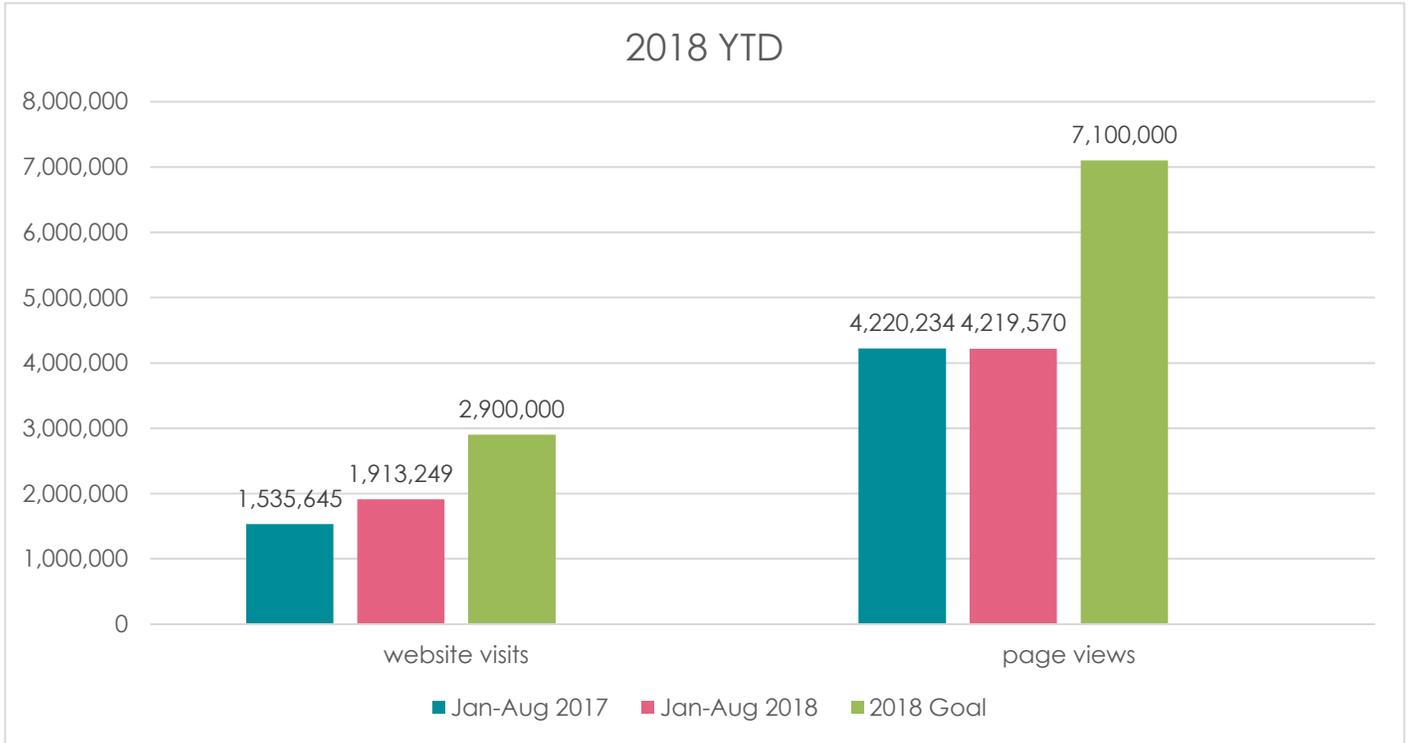
Organic website traffic **more than doubled** during the summer period compared to 2017. The CVB website also saw large organic traffic spikes from summer events including Greater Palm Springs Restaurant Week and 4th of July.

KPI	YoY Change
Users	105%
Sessions	106%
Pageviews	56%
Bounce Rate	-5.48%

Total Traffic



Website Highlights



Website Visits:
YOY: 25% over 2017

Page Views:
YOY: 0% over 2017

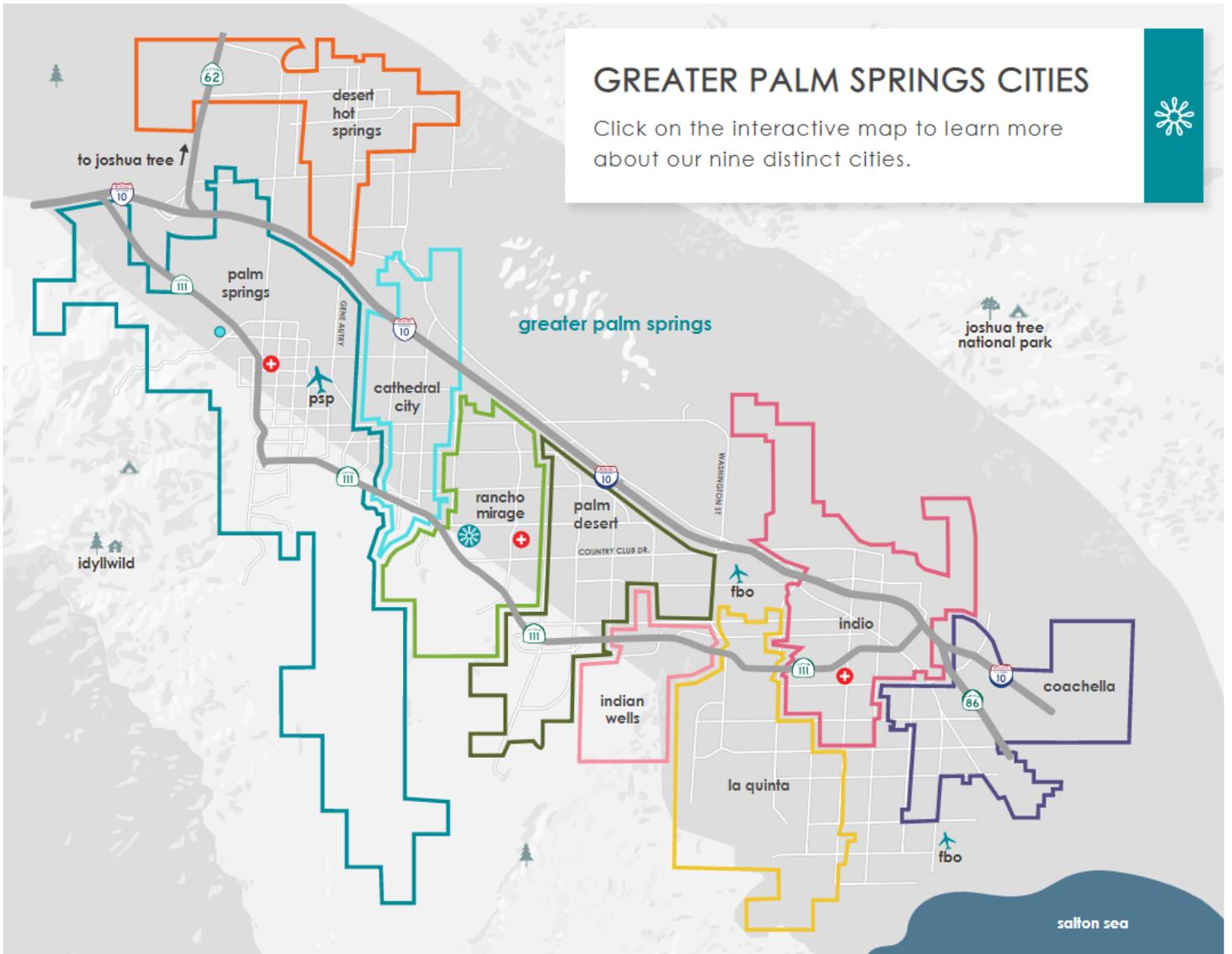
On the Horizon

The CVB is working on **new landing pages** providing more information on each of the nine cities. Pages will feature direct access to things to do and see, places to stay and where to eat within city limits.

A new and improved **Video Gallery** is in review to feature themes such as health & wellness videos, dining videos, dog-friendly videos and more.

Website Highlights

An improved **Interactive Map** (below) is in review to give our visitors direct access to all there is to experience in each of the nine cities.



How to Get Involved



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

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

Calendar of Events: 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. 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@gpvcvb.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.

For more information about the CVB Website, contact:
Winona McCullum, Digital Database Manager
760.969.1333 or wmccullum@gpvcvb.com

Marketing & Communications September 2018

Social Media Highlights

Social Media – Main Channels



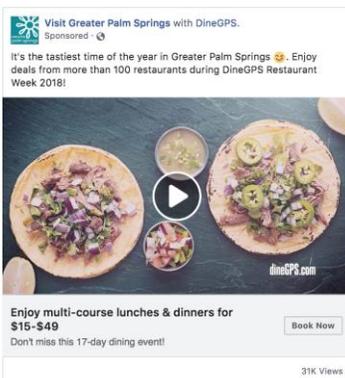
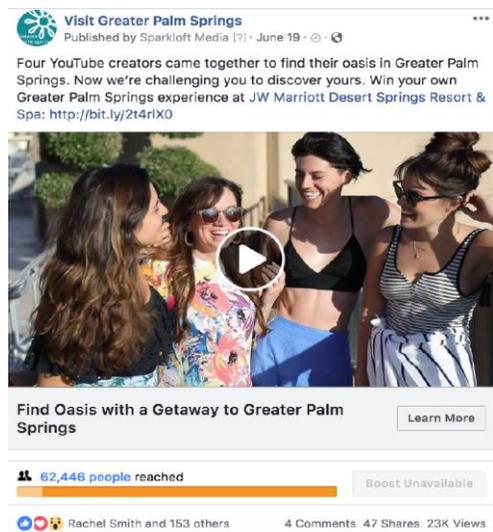
	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement	Subscribers	Video Views
Current Metric YTD	310,472	678,031	16,547	17,900	34,685	35,440	4,969	2,527	2,893,421
2018 Goal	350,000	1,050,000	31,000 <i>likes, comments, and shares</i>	22,000	43,000 <i>likes and comments</i>	48,000	2,800	1,800	6,050,000
% Towards 2018 Goal	89%	65%	53%	81%	81%	74%	177%	140%	46%
Total Impressions YTD	5,120,669		826,568		3,568,394		2,924,374		

Chill Challenge

The Greater Palm Springs CVB contracted with social media agency, Sparkloff, to create an inspiring destination-based mini-series. To promote the Greater Palm Springs Destination Development Plan along with summer travel, the CVB recruited four talented influencers to travel to our Oasis. **The primary objectives** of this campaign were **to raise awareness, engage with the audience** and **to increase advocacy**.

The fact that these four influencers are friends was a huge plus—they were excited to come together and they exuded wonderful chemistry on YouTube and Instagram. Each influencer also went above and beyond, posting on Instagram, which was not one of the contractual requirements! **Campaign engagement** rate was extremely high at **over 10%**! This campaign resonated well with each influencer's audience and the CVB's audience.

The Chill Challenge campaign garnered a total of **1,164,467 impressions, 559,544 video views** and **113,998 engagements**. The CVB YouTube channel **subscribers grew by 30%** with **over 450 viewers** entering the Chill Challenge sweepstakes.



Summer Chill Campaign

The CVB shared Summer Chill co-op videos on Facebook, YouTube and Twitter to support our Summer Chill marketing campaign and raise awareness of partner Chill Deal offers. These videos garnered over **1.6 million impressions** and over **750,000 video** views across all platforms.

Video completion percentage across all videos was extremely high, telling us that we reached the right audiences **who were interested in watching 91% of our videos on average on Facebook** and **43% on average on YouTube**. The CVB will extend the longevity of this content by repurposing content in Twitter Chats.

facebook

In August, social media was focused on attracting fans and raising awareness of the CVB page with a revised audience set. The highest engaged post was a piece of user-generated content. **From June through August**, we released **three Chill Chaser** and **two Wander List** videos. To keep the audience watching for additional content, we have also created a GIPHY page for the CVB, allowing us to post GIFs on our feeds and increase engagement.

This summer our focus was on promoting the summer chill message and events happening in Greater Palm Springs. Some of the featured events included **Splash House**, **ShortFest**, and holidays such as **Mother's Day**, **Father's Day** and the **Fourth of July**.

Looking ahead, we will be trying a new immersive content format and launching a **Canvas ad** to support the **Wellest** campaign. This will link to our LiveYourWellest.com landing page and those who engage with the ad will be retargeted to view wellness deals in Greater Palm Springs.



Instagram

Instagram Stories continues to be a top-performing platform. This summer the CVB created an Instagram Story series with Alle Pierce to feature partners participating in the CVB Chill Deals page. In the ten segments that were distributed weekly on the Greater Palm Springs Instagram channel, we garnered over **55,000 impressions**, **150 clicks to the website**, and **485 clicks to partner** Instagram pages. These short clips averaged over a **50% completion rate**. Owing to the campaign successfully amplifying awareness of the destination, we are continuing the series and plan to roll out another ten segments weekly through November.

Looking forward, we will be launching geo-targeted airline ads to support the increase in air service in our market. We will target nine different markets with these Instagram Stories with a link to book their flights. These will start mid-September and run periodically through December.

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





On September 12, the CVB sponsored a **'Live Your Wellesst'** Twitter Chat alongside Passion Passport to kick off the #LiveYourWellest campaign. Passion Passport is a community of travel-minded storytellers from all over the world. It included 3 co-hosts who are social influencers to promote the chat to their followings. The overall impact of this campaign included **180 chat participants**, over **900 tweets**, **591,784 accounts reached** - total estimated **7,863,926 impressions**.



This summer, Twitter went through a platform purge with top accounts losing over 100 million followers. The @VisitGreaterPS account lost 5k fans during this time. The CVB has since regained over 1,500 of total followers lost. Based on direction from our social media agency, Sparkloft, we have adjusted our Twitter strategy to focus more on organic interactions (including content that may be appealing to future meeting attendees) in lieu of a follower goal.



June and July were strong months for gaining video views with the Chill Challenge Campaigns and summer co-op video series. The CVB [Chill Challenge campaign](#) led to a **30% increase in subscribers**. With this new follower base, we continued to upload content regularly to keep them engaged and interested in receiving new content. We also had record engagement on YouTube videos through a sweepstakes, garnering over 450 entries. Looking forward, we will continue to push out new content as well as extend the longevity of previous content and redistribute to our audience through TrueView targeting.

Social Media – dineGPS Channels



	Fans	Video Views	Engagement	Followers	Engagement	Followers	Engagement
<i>Current Metric YTD</i>	7,423	38,900	2,605	900	2,184	2,752	213
<i>2018 Goal</i>	6,500	75,000	1,500	600	6,200	3,250	200
<i>% Towards 2018 Goal</i>	114%	51%	173%	143%	35%	85%	107%
<i>Total Impressions YTD</i>	288,400			111,113		131,466	

DineGPS Channels saw their most successful month of 2018 with **Restaurant Week promotions** garnering **over 74 mentions on Twitter**, **2,500 video views** from our @DineGPS Instagram, and **700 organic engagements** on Instagram photos. We also **gained over 130 new subscribers** from social ads to the Dine Greater Palm Springs eNewsletter. We will continue to raise awareness of the culinary scene in Greater Palm Springs with dineGPS videos and content, and keep our dineGPS social platforms active, year-round.

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 Media Manager
social@palmspringsoasis.com, 760-969-1337

It's been an active summer for the Greater Palm Springs Communications team. Over the past three months, our team assisted a combined total of 69 media assists and hosted media in market, including *Business Traveler*, *Grazia Australia* and *American Way Nexos*. We've also been busy promoting the destination both domestically and internationally with a focus on the CVB's upcoming "Wellest Season" beginning in Fall 2018.

The CVB Communications team kicked off summer by attending the **PRSA 2018 Travel and Tourism Conference** held June 3-6 in **New Orleans**. The conference program featured top professionals and media executives, and it was full of valuable information on diverse topics, prevailing trends and best practices. The conference also provided excellent opportunities to connect with media and thought leaders in the industry. The CVB Communications team and Travel Industry Sales team partnered to host an event at **The Dream Hotel** in **Los Angeles, CA** kicking off summer messaging to both traditional media and influencers with over 50 attendees.

The CVB traveled to The Pacific Northwest in July for events in both **Portland, OR** and **Seattle, WA** focusing on our destination's **Wellness Pillar**. The team facilitated health and wellness experiences for 65 attendees.

In August, Director of Communications Joyce Kiehl attended the **Visit California Media Australia/New Zealand Mission**, an outstanding opportunity to connect with content creators in Auckland, New Zealand, and Melbourne and Sydney, Australia. During the mission, she engaged with more than 120 journalists, bloggers, and content creators.

Featured Content



Greater Palm Springs welcomed East Indian celebrity, Rannvijay, to explore outdoor adventure throughout our destination. Partners mentioned in this article include **EagleRider Rentals & Tours, Big Wheel Tours, FootGolf at Desert Willow, BMW Performance Center, and more.**

Date: June 21, 2018 | Circulation: 140,000 | Ad Value: 100,815

Our Arts & Culture Pillar was celebrating by Robin Jones who featured our destination in Westways "An Arts Oasis." Many partners were mentioned including **Mod Mirage Walking Tour, McCallum Theatre, Palm Springs Art Museum, City of Palm Desert, Sand Hotel & Spa, Hotel Paseo, and Domo Sushi.**

Date: August 2018 | Circulation: 4,288,949 | Ad Value: \$117,140



Social Chatter about Greater Palm Springs

When it comes to social media, we're pulling out all the stops (strategically, of course) to ensure the CVB provides timely and fascinating content to attract people to our destination! We're regularly researching, sharing ideas, and interacting daily on our **CVB social channels to inspire visiting print and online media, digital influencers and FAM groups** to post social media content and tag our Partners and the CVB. And **we also share CVB Partner social media handles and hashtags with media guests.**

#VisitGPS #dineGPS #findyouroasis



@GRAZIA | Sands Hotel | 235 likes

"...we wish there was more pool time and less work but if you have to work anywhere this is the place."

@visitgreaterps #findyouroasis



@itsmysocialdiary | Eight4Nine | 725 likes

"... lovely one over looking the majestic views of San Jacinto Mountains. "

@VisitGreaterPS @FindYourOasis



@the.b.law | Coachella Valley Preserve | 115 likes

Finally made it to this amazing palm tree oasis!



@ashleypeavy | Palm Springs Air Museum | 11,253 likes

This includes some fun we had in Palm Springs and our visit to the @psairmuseum! The boys were absolutely in awe of all of the air planes.

@VisitGreaterPS

**Marketing & Communications
September 2018**

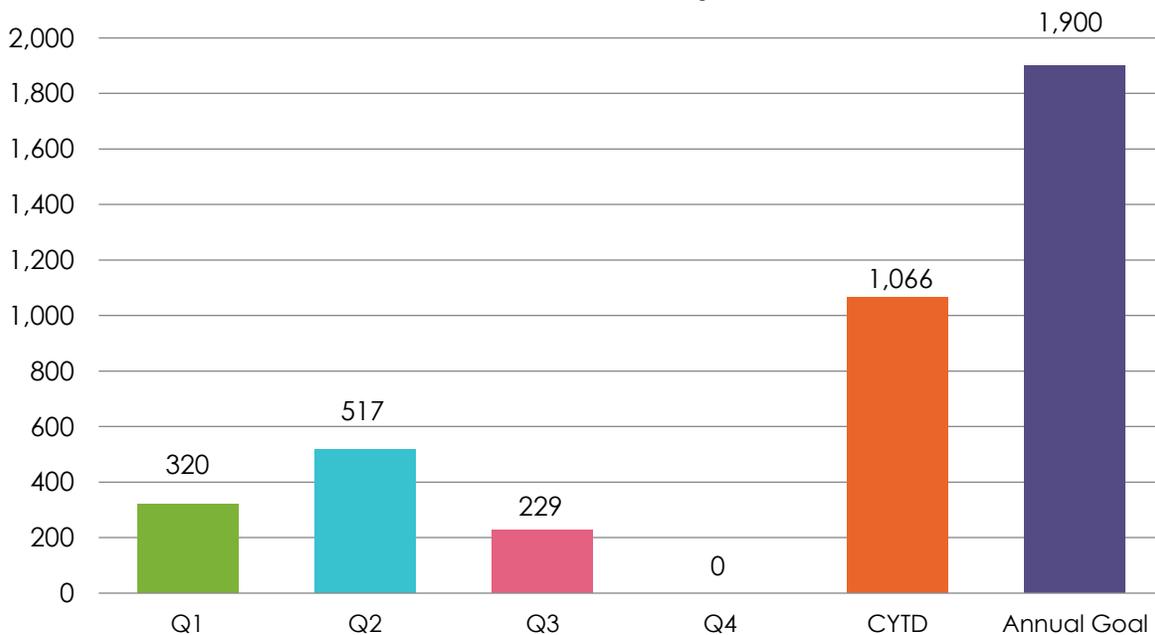
Communications Highlights

2018 Media Value

August 2017 YTD	
Country	Value
AUSTRALIA/NZ	\$1,033,813
UNITED STATES	\$1,764,441
MEXICO	\$9,652
CANADA	\$127,058
UNITED KINGDOM	\$852,498
SCOTLAND/IRELAND	\$406
CHINA	\$7,692,000
JAPAN	\$25,000
INDIA	\$5,989,791
GERMANY	\$789,402
ITALY	\$85,000
FRANCE	\$12,836,500
OTHER	\$500
	\$31,206,061

August 2018 YTD	
Country	Value
AUSTRALIA/NZ	\$3,709,896
UNITED STATES	\$2,165,371
MEXICO	\$504
CANADA	\$16,547
UNITED KINGDOM	\$21,133,738
SCOTLAND/IRELAND	\$355,447
CHINA	\$2,891,000
JAPAN	\$160,000
INDIA	\$2,408,461
GERMANY	\$799,237
FRANCE	\$2,361,932
ITALY	\$1,500
OTHER	N/A
	\$36,003,632

Media Outreach/Assists



On the Horizon

The CVB Communications team is kicking off the season by hosting the **2018 NLGJA Opening Reception** at **Hotel Zoso** in **September**. This event brings together LGBTQ journalists from around the country, presenting a unique opportunity to network with LGBTQ journalists in our destination. The CVB's annual **San Francisco Media Event** also takes place this month at Hands on Gourmet in San Francisco. This is always a popular event that showcases the latest in Greater Palm Springs to top-tier Bay Area based journalists and allows for one-on-one interaction and enlightened conversation about our destination.

In **October** the CVB Communications team will travel north to attend the **Visit California Canada Media Mission**, which includes stops in four cities: Toronto, Montreal, Calgary, and Vancouver. This media mission presents an important opportunity for Greater Palm Springs to connect with the Canadian travel market. The team will also be taking part in this year's **IMEX America**, October 16-18, in **Las Vegas, NV** meeting one-on-one with journalists representing top tier meetings publications.

And, the CVB will also be kicking off season by hosting group familiarization tours, the first of which is an **Arts + Culture FAM**. The Communications team will host journalists both domestically and from the United Kingdom to explore Arts + Culture around Greater Palm Springs, as well as participate in the upcoming **Modernism Week Fall Preview** taking place October 18-21.

In **November**, the CVB will host our **Pride FAM** welcoming LGBTQ journalists to our destination just in time for Greater Palm Springs Pride celebrations.

For any questions, please contact:

Greater Palm Springs CVB Communications Team

media@gpscvb.com

Film Oasis Highlights

Film Oasis Advisory Committee

In July, The CVB hosted a productive Film Oasis Advisory Committee meeting. The agenda included updating members on recent filming opportunities, as well as discussing Film Oasis initiatives in the pipeline. Upcoming projects include:

Location Scout FAM

In October, Film Oasis will be partnering with the Riverside County Film Commission on a **Location Scout FAM** covering Zone 2 (Palm Desert, Indian Wells, La Quinta, Indio, and Coachella). The FAM was announced at the meeting and we are currently in the planning phase. A Zone 1 FAM will follow in spring 2019.

American Film Market

This year's **American Film Market (AFM)** will be held **October 31 – November 7** at various venues in **Santa Monica**. AFM is the world's largest motion picture business event where more than 7,000 industry leaders gather for networking, screenings, deal making and more. At last year's AFM, the CVB introduced a **Greater Palm Springs "Look Book."** We will revamp the book for this year's AFM, and are currently working with Partners to curate updates on film-friendly offerings in each Greater Palm Springs city.



Fall 2018 Productions

The CVB is in talks with several major network shows that are interested in filming in Greater Palm Springs, including one show that will be applying for the incentive program.

Visit California India Production Initiative

As a follow-up to its successful India mission, **Visit California** will bring several of the top **Indian film producers** to California in late October.

The tour's centerpiece will be a daylong forum in Los Angeles to: a) facilitate discussion about the opportunities and challenges in bringing Indian productions to California, and b) brainstorm actionable solutions and pilot programs. The CVB will be attending this forum along with the Riverside County Film Commission to ensure Greater Palm Springs has its share of voice.



CVB Film Oasis Liaison Michelle Rodriguez at the season 2 premiere of Hulu's hit series, *The Handmaid's Tale*

For more information about Film Oasis, contact
Michelle Rodriguez
mrodriguez@gpscvc.com

dineGPS Restaurant Week

Greater Palm Springs' popular, signature culinary celebration was held June 1-17, 2018. Featuring the dynamic participation of sponsors, restaurants, additional community partners and diners, the event proved to be a terrific success. See highlights and metrics below:

New for 2018:

- dineGPS spanned **17 days** this year
- **19 new restaurants** participated
- Partnered with FIND Food Bank adding a **Virtual Food Drive** to the dineGPS website

Success:

- **58% increase** in Digital Ad impressions
- **992% increase** in paid searches
- **21.11% increase** in Open Table diners over 2017 (which was a 60% increase over 2016)

2018 Total Media Impressions: 55,127,362

Advertising equivalency: \$550,487.01

Drive Market: 8,927,451 impressions

Digital Advertising: 4,960,000 impressions

Local Market:

- Print advertising: 5,117,810 impressions
- Local Radio advertising: 16,449,000 impressions
- Local television: 23,580,000 impressions

Top 3 Reasons Diners participated:

- Take advantage of a great value
- Try a restaurant I've never been to before
- Support local restaurants

dineGPS meetings:

- **Thursday, Sept. 27:** dineGPS Advisory Committee Meeting in the CVB Boardroom
- **Wednesday, October 10:** dineGPS Fall Bootcamp Session at Westin Mission Hills Resort & Spa



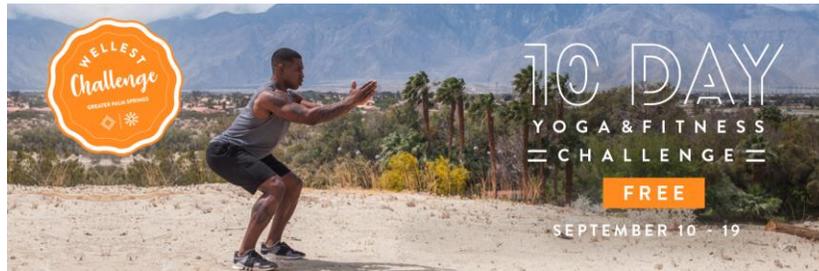
Destination Development Highlights

HEALTH & WELLNESS

The new Brand of Wellness:



Greater Palm Springs Live Your Wellest Season made its debut in September!

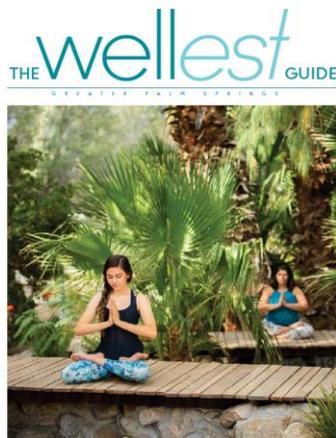


- The Live Your Wellest 10-day Yoga & Fitness Challenge kicked off on **Monday, Sept. 10**. The challenge is a free online fitness challenge in which anyone can participate.
- KTLA will be broadcasting the 10-day Challenge fitness segments on air.
- Our destination will serve as the host to a variety of Wellness events this fall, including

Paint El Paseo Pink
Patriot Ride
33rd Annual Tram Road Challenge
Run with Los Muertos

Wanderlust Wellspring Festival
Coachella Valley Heart Walk
Ironman Triathlon
Tour de Palm Springs Bike Ride

- The CVB has partnered with *Palm Springs Life* magazine and *Desert Health News* to produce dedicated "Live Your Wellest" inserts for their fall issues.



Destination Development Highlights

The CVB's liveyourwellest.com webpage went live in August.

The CVB invited and encouraged Partners to get involved by:

- Wellest Listings: a "Yellow Pages" style listing of Wellness industry businesses.
- Wellest Deals: promotional offers shown in the Wellest Deals section.
- Posting Wellness events: Chronological listing of Wellness events in Greater Palm Springs.

The screenshot displays the website's layout. At the top, there are decorative diagonal lines. The main content is divided into two primary sections: "IN THE SPOTLIGHT" and "EVENTS FOR YOUR HEALTH".

IN THE SPOTLIGHT features three promotional images:

- Save with these Wellest Deals**: An image of a woman relaxing in a spa.
- Live Your Wellest at Wellspring**: An image of a person in a hot spring.
- Challenge Yourself at Ironman**: An image of a triathlete on a bike.

EVENTS FOR YOUR HEALTH lists several upcoming events:

- Wilderness Discovery Hike (Aug 25)
- Hot Spring Sound Bath Meditation (Aug 27)
- Serenity Sundays - Namaste with Shay (Sep 2 - Dec 2)
- Mystic Monday with Audrey Alison: Tarot Readings (Sep 3 - Dec 3)
- New Moon Vibrational Chakra Healing (Sep 9 - Dec 6)
- Bhakti Fest (Sep 12 - Sep 17)
- Y Be Fit Challenge

At the bottom of the events list is a pink button labeled "SEE ALL EVENTS".

Below the "IN THE SPOTLIGHT" section is a large banner for "48 HOURS OF HEALTH & WELLNESS" featuring images of smoothies and fresh fruits. The text reads: "Here's how to dive into the ultimate oasis for a health and wellness getaway."

Outdoor Adventure

The CVB continues to partner with the Coachella Valley Association of Governments (CVAG) to complete the trails signage and post throughout Greater Palm Springs.

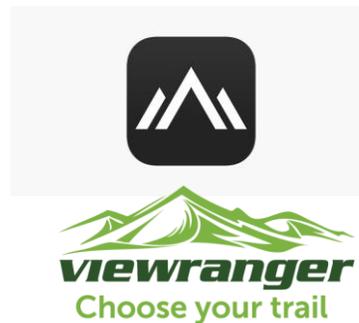
- **Phase 1** locations are in Palm Springs, Palm Desert and La Quinta;
- **Phase 2** will include all other Partner Cities.
- **Friends of the Desert Mountains** has provided the list of **58 trails** that have been authorized by trail experts, Friends of the Desert Mountains, Bureau of Land Management and CVAG.
- The CVB is launching a revamped **HikeGPS** web page to debut in early 2019



The CVB has partnered with some popular Hiking Apps and submitted an updated Hiking Trails list to be included on their platforms:



BACKCOUNTRY
NAVIGATOR



HOW TO GET INVOLVED

Please contact Bob Thibault, bthibault@gpscvb.com, for the following:

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 promote it via our Dining Chill Deals offers.

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.

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. If you need more information or have ideas to share, please email Winona McCullum at 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/greaterpalm Springs. We are seeking images for culinary, outdoor adventure, health & wellness, and sustainability.

For more information about Destination Development, contact

Bob Thibault

Chief Development Officer

bthibault@gpscvb.com

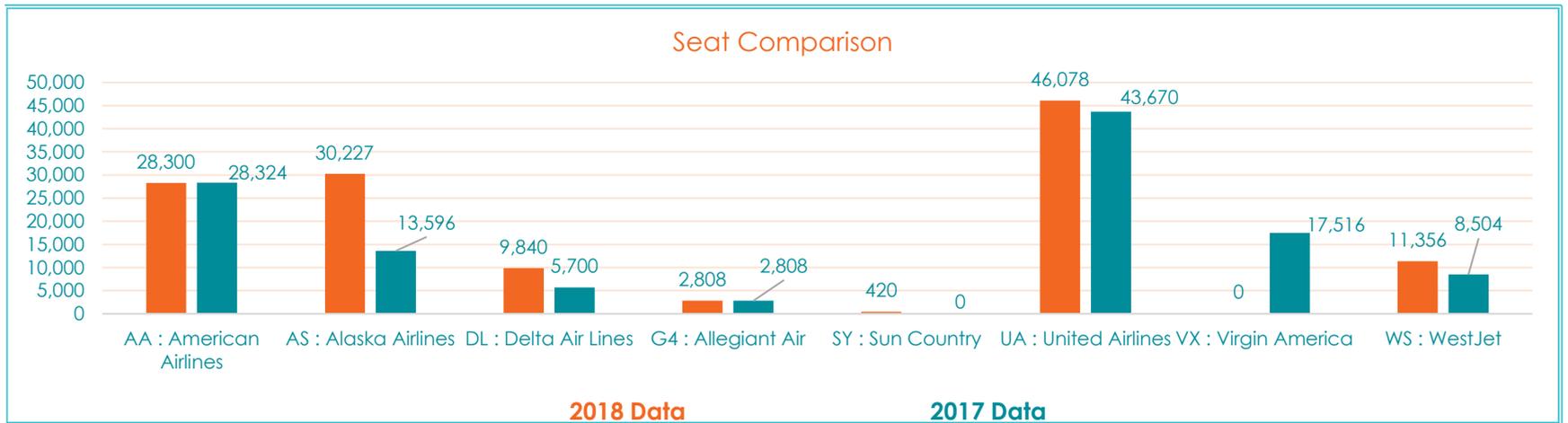
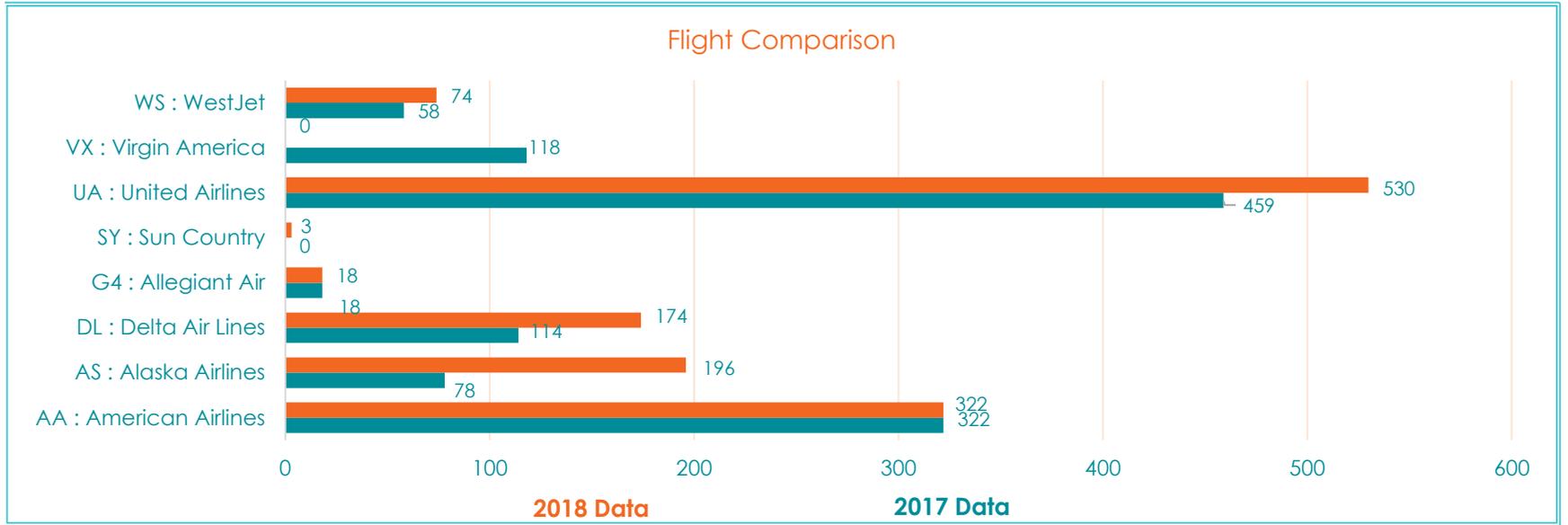
(760) 969-1339

PSP Schedule Analysis- September 2018

September 2018

September 2017

Number of Flights 1,317	Number of Seats 129,029	Number of Flights 1,617	Number of Seats 120,118
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Data represents inbound and outbound flights for PSP
 Source: Diio 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			
		Sep-18	Oct-18	Nov-18	Dec-18	Sep-18	Oct-18	Nov-18	Dec-18
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	30	59	60	73	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	0	55	58	60	0	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	131	152	137	143	71	71	72	72
AC : Air Canada	YVR : Vancouver, BC, CA	0	2	25	27	0	146	146	146
AC : Air Canada	YYC : Calgary, AB, CA	0	2	25	27	0	146	146	146
AC : Air Canada	YYZ : Toronto, ON, CA	0	0	0	10	0	0	0	136
AS : Alaska Airlines	JFK : New York-JFK, NY, US	0	0	3	15	0	0	146	169
AS : Alaska Airlines	PDX : Portland, OR, US	5	33	58	62	170	175	145	145
AS : Alaska Airlines	SEA : Seattle, WA, US	35	57	100	108	178	177	166	165
AS : Alaska Airlines	SFO : San Francisco, CA, US	58	60	87	93	138	130	147	150
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	0	13	22	24	0	150	150	155
DL : Delta Air Lines	ATL : Atlanta, GA, US	0	0	0	11	0	0	0	160
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	0	0	0	10	0	0	0	166
DL : Delta Air Lines	SEA : Seattle, WA, US	0	0	25	38	0	0	118	146
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	87	85	84	93	57	57	58	57
F9 : Frontier Airlines	DEN : Denver, CO, US	0	0	9	18	0	0	180	180
F9 : Frontier Airlines	ORD : Chicago-O'Hare, IL, US	0	0	0	6	0	0	0	180
G4 : Allegiant Air	BLI : Bellingham, WA, US	9	16	16	16	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	2	18	20	27	147	147	143	160
SY : Sun Country	PDX : Portland, OR, US	0	0	9	9	0	0	168	168
UA : United Airlines	DEN : Denver, CO, US	118	114	109	91	76	89	114	91
UA : United Airlines	EWR : Newark, NJ, US	0	0	0	13	0	0	0	153
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	0	13	62	62	0	74	74	74
UA : United Airlines	LAX : Los Angeles, CA, US	30	31	30	31	51	50	52	62
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	0	4	33	46	0	128	123	96
UA : United Airlines	SFO : San Francisco, CA, US	117	152	145	138	108	101	79	79
WS : WestJet	YEG : Edmonton, AB, CA	0	7	30	29	0	163	163	166
WS : WestJet	YVR : Vancouver, BC, CA	15	40	64	65	161	159	173	174
WS : WestJet	YWG : Winnipeg, MB, CA	0	1	9	9	0	134	145	156
WS : WestJet	YYC : Calgary, AB, CA	22	46	88	88	149	152	145	140
Totals		659	960	1,308	1,442	1,621	2,724	3,329	4,168

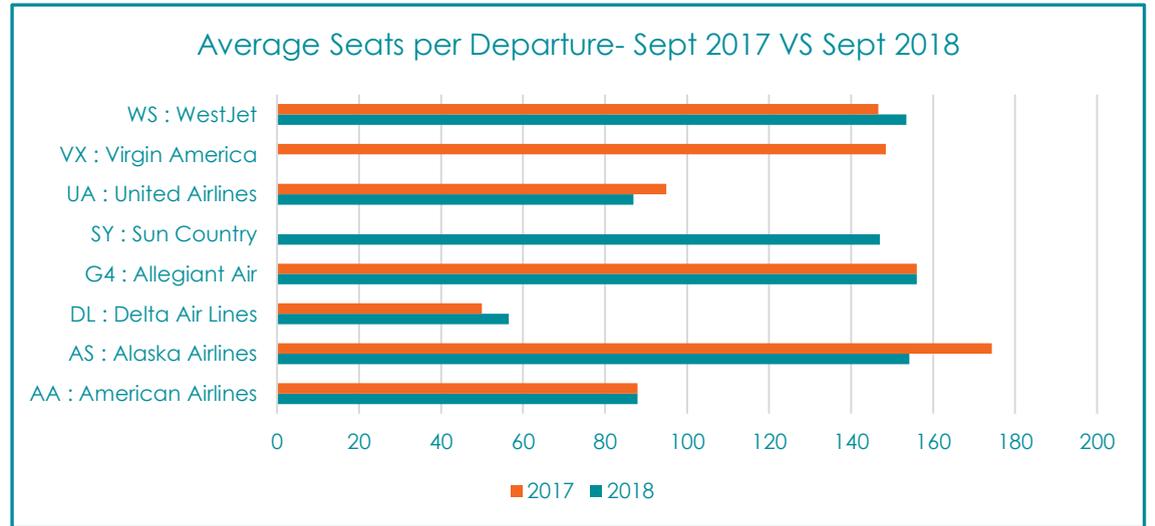
Source: Diio Mi Express (Note: All new air service has not been loaded)

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures by Market Airline						
Market Airline	Sep-18	Oct-18	Nov-18	Dec-18	Jan-18	Feb-18
AA : American Airlines	5.4	8.6	8.5	8.9	10.0	10.0
AC : Air Canada	0.0	0.1	1.7	2.1	2.5	2.6
AS : Alaska Airlines	3.3	4.8	8.3	9.0	9.2	10.5
B6 : JetBlue Airways	0.0	0.4	0.7	0.8	1.0	1.0
DL : Delta Air Lines	2.9	2.7	3.6	4.9	5.2	5.2
F9 : Frontier Airlines	0.0	0.0	0.3	0.8	0.8	0.9
G4 : Allegiant Air	0.3	0.5	0.5	0.5	0.5	0.7
SY : Sun Country	0.1	0.6	1.0	1.2	1.0	1.2
UA : United Airlines	8.8	10.1	12.6	12.3	15.5	16.5
WS : WestJet	1.2	3.0	6.4	6.2	6.4	6.4

Average Daily Seats by Market Airline						
Market Airline	Sep-18	Oct-18	Nov-18	Dec-18	Jan-18	Feb-18
AA : American Airlines	472	938	958	1,018	1,160	1,162
AC : Air Canada	0	19	243	298	367	370
AS : Alaska Airlines	504	764	1,276	1,395	1,406	1,654
B6 : JetBlue Airways	0	63	110	120	152	151
DL : Delta Air Lines	164	156	260	460	536	543
F9 : Frontier Airlines	0	0	54	139	145	154
G4 : Allegiant Air	47	81	83	81	75	106
SY : Sun Country	10	85	146	188	185	222
UA : United Airlines	768	917	1,137	1,039	1,429	1,610
WS : WestJet	189	472	1,001	964	1,016	1,023

Average Seats per Departure by Market Airline						
Market Airline	Sep-18	Oct-18	Nov-18	Dec-18	Jan-18	Feb-18
AA : American Airlines	87.9	109.3	112.7	114.3	116.3	116.2
AC : Air Canada	-	146.0	146.0	144.4	143.8	143.8
AS : Alaska Airlines	154.2	157.8	154.3	155.5	153.5	157.0
B6 : JetBlue Airways	-	150.0	150.0	154.5	151.7	150.6
DL : Delta Air Lines	56.6	56.9	71.5	93.8	103.1	104.2
F9 : Frontier Airlines	-	-	180.0	180.0	180.0	180.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	147.0	147.0	150.6	162.2	179.3	183.0
UA : United Airlines	86.9	90.5	90.0	84.6	92.1	97.3
WS : WestJet	153.5	155.7	157.2	156.4	158.3	159.1



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

September 2018 Arrivals by Aircraft Type

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Passenger	30	4,800
AA : American Airlines	CRJ-700	101	7,070
AA : American Airlines	CRJ-900	30	2,280
AS : Alaska Airlines	A319	23	2,737
AS : Alaska Airlines	A320	22	3,248
AS : Alaska Airlines	A320 Sharklets	10	1,490
AS : Alaska Airlines	A321 Sharklets	3	555
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	2	318
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	38	6,764
DL : Delta Air Lines	CRJ	57	2,850
DL : Delta Air Lines	CRJ-700	30	2,070
G4 : Allegiant Air	A319	9	1,404
SY : Sun Country	B737-700 Passenger	1	126
SY : Sun Country	B737-800 Passenger	1	168
UA : United Airlines	A319	24	3,072
UA : United Airlines	A320	29	4,350
UA : United Airlines	B737-800 Passenger	22	3,652
UA : United Airlines	B737-900 Passenger	9	1,611
UA : United Airlines	CRJ	117	5,850
UA : United Airlines	CRJ-700	60	4,200
UA : United Airlines	E-175 Enhanced Winglets	4	304
WS : WestJet	B737-700 Winglets Pax/BBJ1	19	2,546
WS : WestJet	B737-800 Winglets Pax/BBJ2	16	2,784
WS : WestJet	B737-Max 8 Passenger	2	348

659

64,597

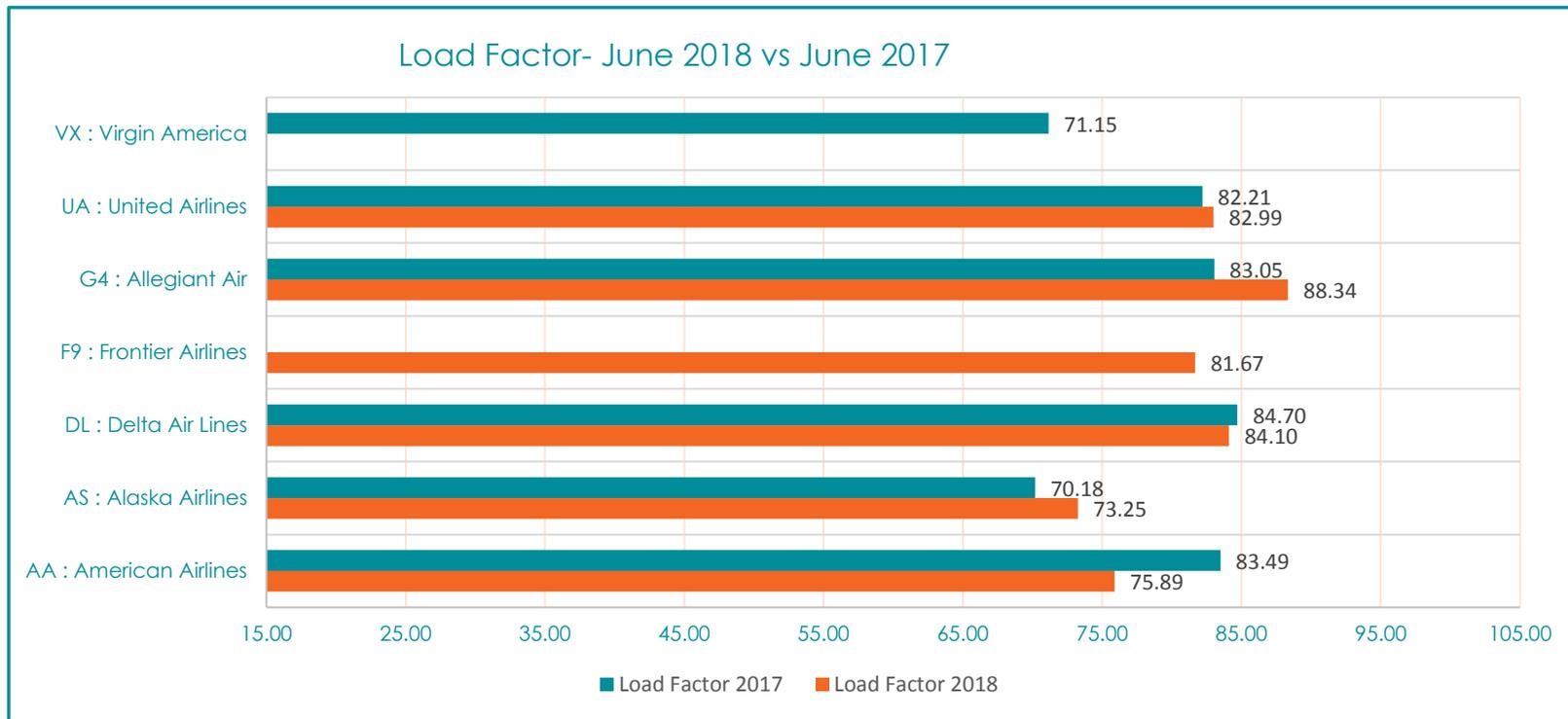
Average Daily Opportunities

Average Daily Flight Opportunities	Average Daily Seat Opportunities
1.0	160
3.4	236
1.0	76
0.8	91
0.7	108
0.3	50
0.1	19
0.1	11
1.3	225
1.9	95
1.0	69
0.3	47
0.0	4
0.0	6
0.8	102
1.0	145
0.7	122
0.3	54
3.9	195
2.0	140
0.1	10
0.6	85
0.5	93
0.1	12

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

June 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	19,870	15,236	75.89	83.49	205	6.8
AS : Alaska Airlines	10,571	7,424	73.25	70.18	72	2.4
DL : Delta Air Lines	3,975	3,343	84.10	84.70	66	2.2
F9 : Frontier Airlines	1,380	1,127	81.67	0.00	6	0.2
G4 : Allegiant Air	1,248	1,103	88.34	83.05	8	0.3
UA : United Airlines	16,450	13,656	82.99	82.21	210.5	7.0
VX : Virgin America	0	0	0.00	71.15	0	0.0



Source: Diio Mi Express