

BOARD AND JPA MEETING

Friday, October 25, 2019
JW Marriott Desert Springs Resort & Spa

DEBORAH MCGARREY



Southern California Gas

Public Affairs Manager



destinationNEXT

destinationNEXT - TIMELINE

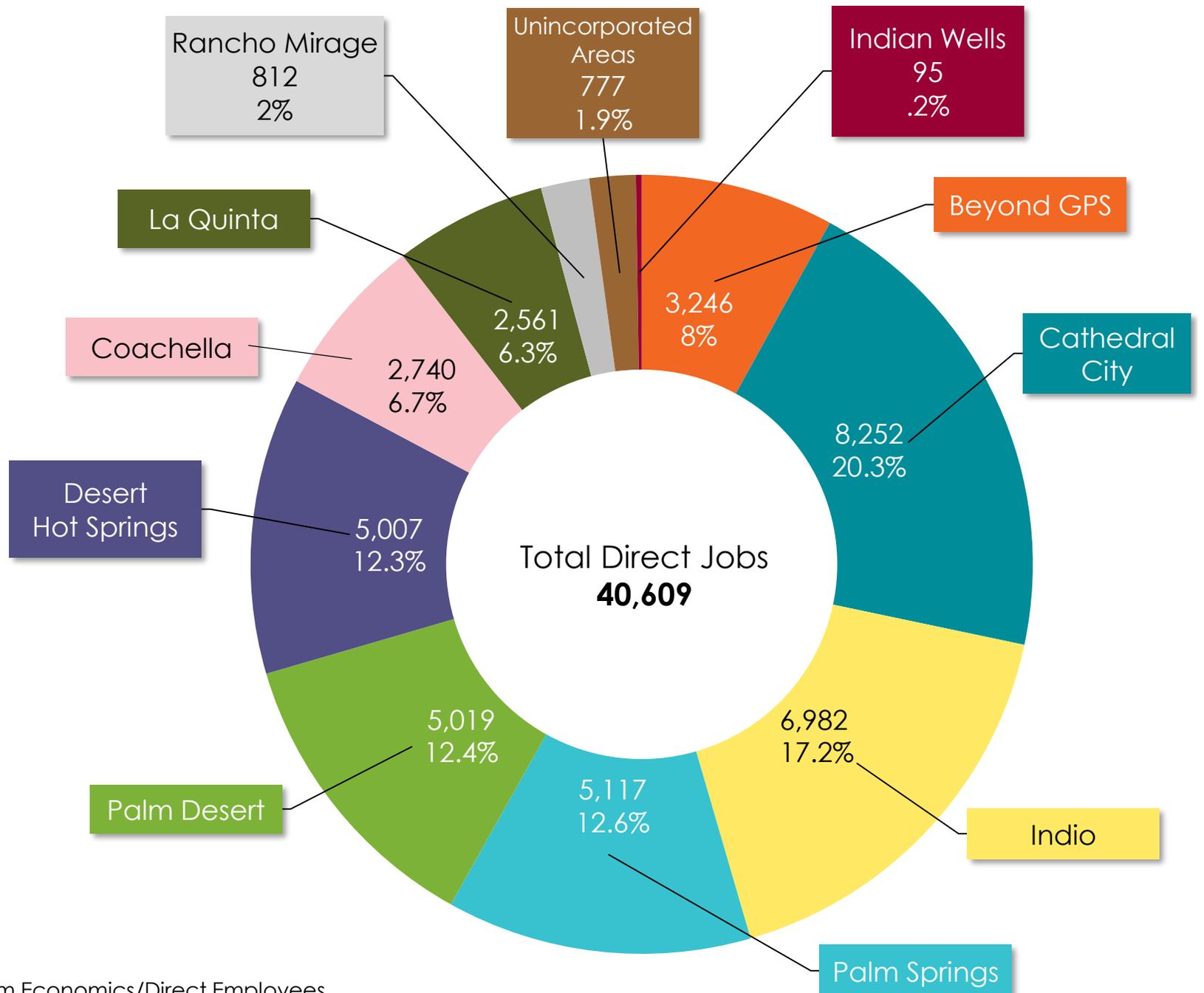


HOSPITALITY/ TOURISM INDUSTRY EMPLOYEES

92%

of the **40,609** tourism industry employees in our destination live in **Greater Palm Springs**.

That is approximately **37,360** people.



Source: Tourism Economics/Direct Employees
Sample Size: 84 Properties, 11,500 People

JANUARY 15-17, 2020 AIRPORT ROUNDTABLE



HYATT REGENCY INDIAN WELLS

20 Airline Route Planners

25+ Airport Marketing/Air Service Representatives

Alaska
AIRLINES

American
Airlines

 DELTA

jetBlue

Southwest

UNITED 

WESTJET 

SUMMER 2019

	PSP PASSENGERS			HOTEL OCCUPANCY			REV PAR	
MAY	190,756	↑	13%	63.6%	↑	8.7%	↑	11.9%
JUNE	105,350	↑	12%	55.4%	↑	4.2%	↑	7.1%
JULY	97,834	↑	9.2%	52.5%	↑	0.5%	↑	5.3%
AUGUST	97,941	↑	14.5%	49.3%	↑	8.5%	↑	15.5%
SEPTEMBER	106,211	↑	3.2%	52.4%	↓	2.0%	↓	1.8%

SUMMER CAMPAIGN MONTHS



TRAVEL INDUSTRY SALES

CEDIV ANNUAL TRAVEL CONFERENCE



Established in 2002, Center des Etudes des Indépendants du Voyage (**CEDIV**) is a travel consortia of **202 travel agencies** from across France.

Hyatt Regency Indian Wells

June 10-14, 2020

MARKETING COLLABORATION

TARGET MARKET

Australia

CAMPAIGN

Road Trip in **2020** – Greater Palm Springs, West Hollywood, San Diego

COMPONENTS

- Cool Cousins app
- Influencer FAM – brand pillar itineraries
- Rental car partner
- Airline partner
- Wholesale / agency partner
- Trade incentive FAM

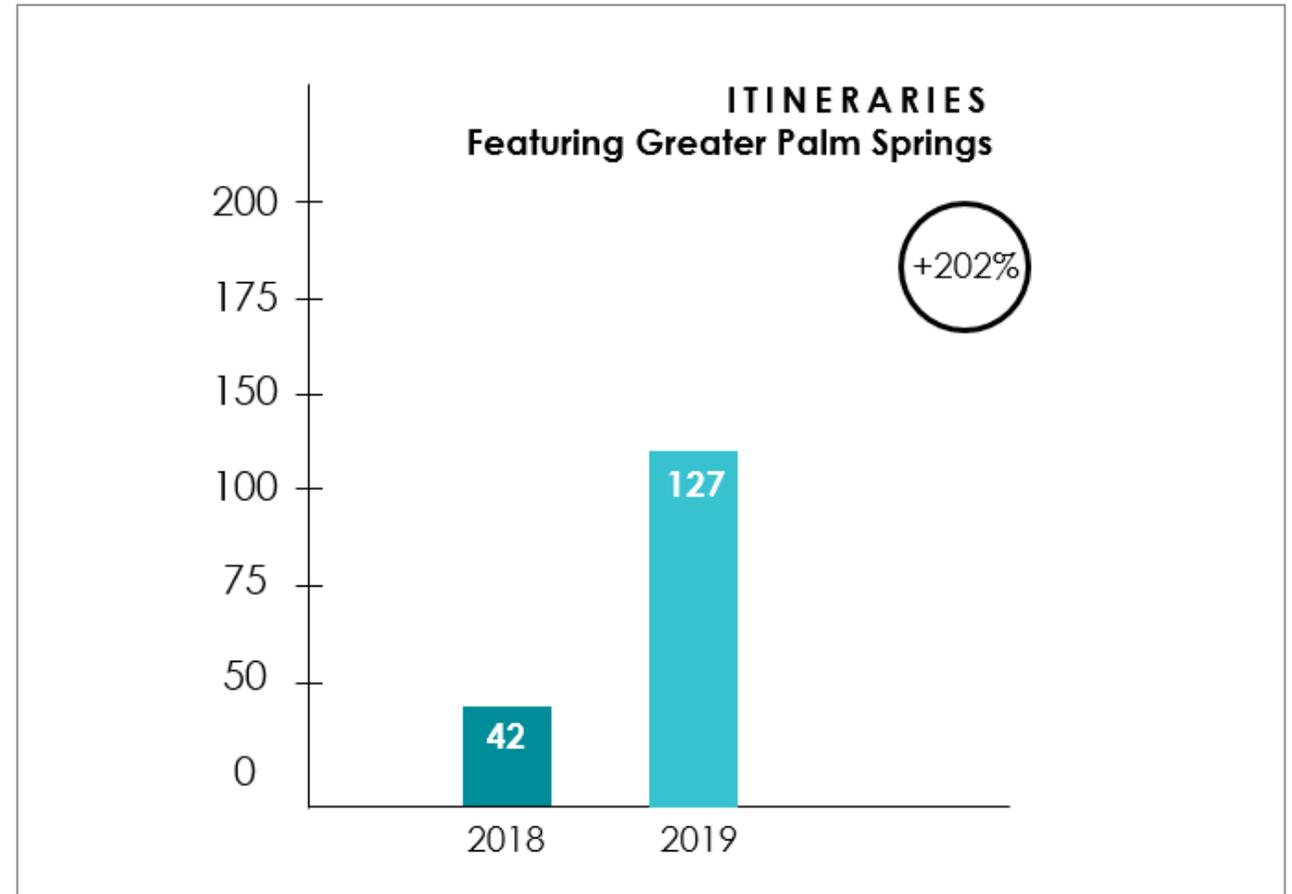


TARGETED STRATEGY – MARKET AND ACCOUNT LEVEL



- Trade & PR Integration
- Focus on Ireland
- Southern California Triangle
- Increased Average Length of Stay
- 7 Marketing Campaigns
- 10 Focused Accounts
- Brand Pillars
- In-Market Client Events

INCREASED AWARENESS



HEALTH & WELLNESS



THE RIGHT AMOUNT OF
Chillspiration

Greater Palm Springs is Southern California's most storied resort, special event, wellness and golf destination.

Whether you're a hipster, fashionista, wellness seeker or nature lover, Greater Palm Springs has the perfect hotel and activities to suit your needs.

Just a 2.5-hour drive from Los Angeles, or a 4-hour drive on a scenic route from Las Vegas, Greater Palm Springs welcomes you to discover a blend of experiences in nine distinct cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella. It is an oasis of contrasting possibilities. Healing hot springs, nature preserves

and championship golf courses are among the myriad ways to relax and unwind, while vibrant nightlife and casino gaming add an element of excitement.

Greater Palm Springs offers diverse and breathtakingly beautiful landscapes to explore and admire. Surrounded by rugged mountains on all sides, the region makes every selfie spectacular.

In winter, neighbouring snowcapped mountains overlook the valley floor and offer the unique opportunity to cross-country ski and take a thrilling desert Jeep tour all in the same day.

The destination is rich with attractions and activities for all types of visitors. Highlights include Joshua Tree National Park, over 120 golf courses, the BMW

Performance Centre, hot air balloon rides, Desert Adventures Jeep tours to the San Andreas Fault, and the Palm Springs Aerial Tramway.

You'll discover ultra-modern resorts favoured by celebrity guests and intimate historic mid-century modern boutique hotels.

This region has also become a hot spot for internationally renowned events, including Coachella Valley Music & Arts Festival, Stagecoach Country Music Festival, the Palm Springs International Film Festival, Modernism Week and the BNP Paribas Open.

With direct flight connections to Palm Springs from across the US, getting to Greater Palm Springs is easier than ever and the perfect addition to any US trip.

Discover SOUTHERN CALIFORNIA'S DESERT OASIS



Kimpton Rowan Palm Springs Hotel California



Joshua Tree National Park



Palm Springs Aerial Tramway

"The Palm Springs Aerial Tramway offers fabulous views of the area from gondolas that ascend from the Coachella Valley up to San Jacinto Peak."

MELISSA GRAY
Chisholm & Turner
Travel Associates, NSW



USA



WHERE TO STAY

THE WESTIN MISSION HILLS RESORT VILLAS

Discover a revitalizing valley escape at this hotel, which is nestled in the Coachella Valley in the luxurious and sophisticated city of Rancho Mirage.

Prices start from \$619* for 3 nights in a 1 Bedroom Premium Villa.

*Valid for travel select dates 27 Apr to 25 May and 3 Jun to 5 Sep 20.

HYATT REGENCY INDIAN WELLS RESORT & SPA

In the exclusive community of Indian Wells lies a private desert retreat of exceptional beauty, where luxurious style and California ambience are complemented by a lush formal gardens and seven pools.

Prices start from \$749* for 3 nights in a King Deluxe Golf View Room.

*Valid for travel select dates 5 May to 31 Aug 20.

KIMPTON ROWAN PALM SPRINGS HOTEL

An ethereal beauty permeates every experience at the Kimpton Rowan Palm Springs, where urban enchantments meet epic scenery. Embrace a desert dreamland from the rooftop pool and deck... the views are stunning and unsurpassed.

Prices start from \$905* for 3 nights in an Executive King Room.

*Valid for travel select dates 1 Jun to 25 Aug 20.

Come for the laid-back luxury and mid-century modern cool. Stay for the hot springs, Joshua trees and sparkling pools. An easy drive from Los Angeles and San Diego, this Southern California resort oasis offers the holiday you've always imagined. Here, arrival is a welcome departure.



IMAGE COURTESY OF THE RITZ-CARLTON, RANCHO MIRAGE



UPCOMING PROGRAMS

NOVEMBER 2019

World Travel Market, **London**

Luxury Virtual Webinar, **GPS**

Club California, Wuhan, **China***

Visit USA France Training, **Paris***

Best Day Travel, **Mexico**

DECEMBER 2019

Signature Travel, **Las Vegas**

Club California, Beijing, **China***

JANUARY 2020

Travel & Adventure Show, **Boston**

Club California, Stuttgart, **Germany***

Visit USA Germany, Stuttgart, **Germany***

Visit California Mission, **India**

Club California, Shenzhen, **China***

***Rep Firms Attending on Behalf of CVB**

CONVENTION SALES

ROOM NIGHT GOALS

$$151,173 + 71,327 = 222,500$$

Current Room
Night Bookings

Room Nights
Needed to
Reach Goal

2019
Goal

HOW ARE WE GOING TO GET THERE?

TIER 1

TIER 2

74 Leads

With **74,632** Room Nights

PENDING LEADS

296 Pending Leads

With **274K+** Room Nights

2019 IMEX Tradeshow

98

One-on-One
Client Appointments

214

Total Clients
to the Booth



BOARD LIAISON STRATEGY

The logo for Cvent, featuring a blue lowercase 'c' followed by the lowercase letters 'vent' in black.

- Integrate **revenue management** into sales process.
- Provide **education and resources** on trends and research from industry leaders such as CBRE, STR, and CVENT.

CVENT



cvent

Established in 1999, CVENT is an online platform that automates and simplifies the entire meeting planning process.

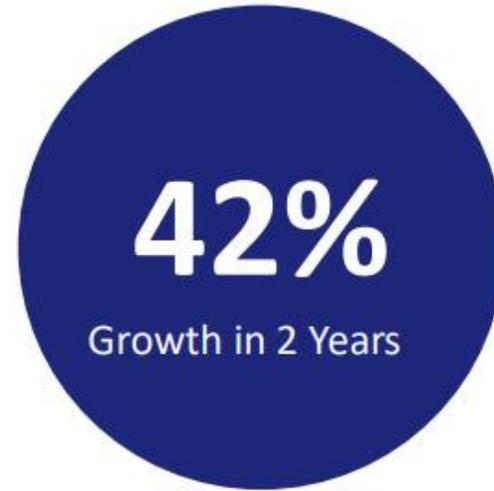
27,000 customers

300,000 users worldwide

CVB is a **four-diamond** sponsor

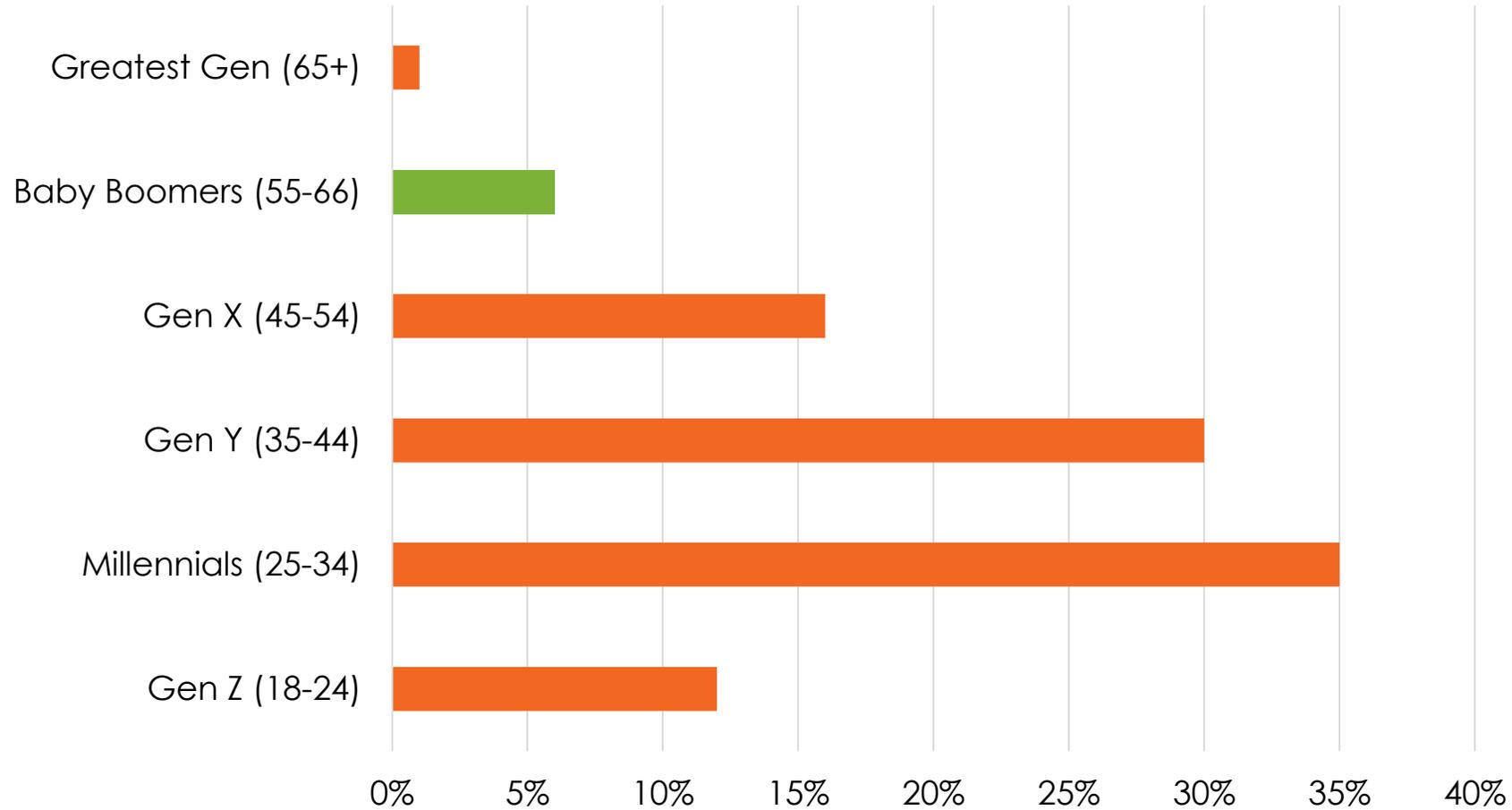
EVENT MARKET TRENDS

SMALL is the new big



EVENT PLANNER TRENDS

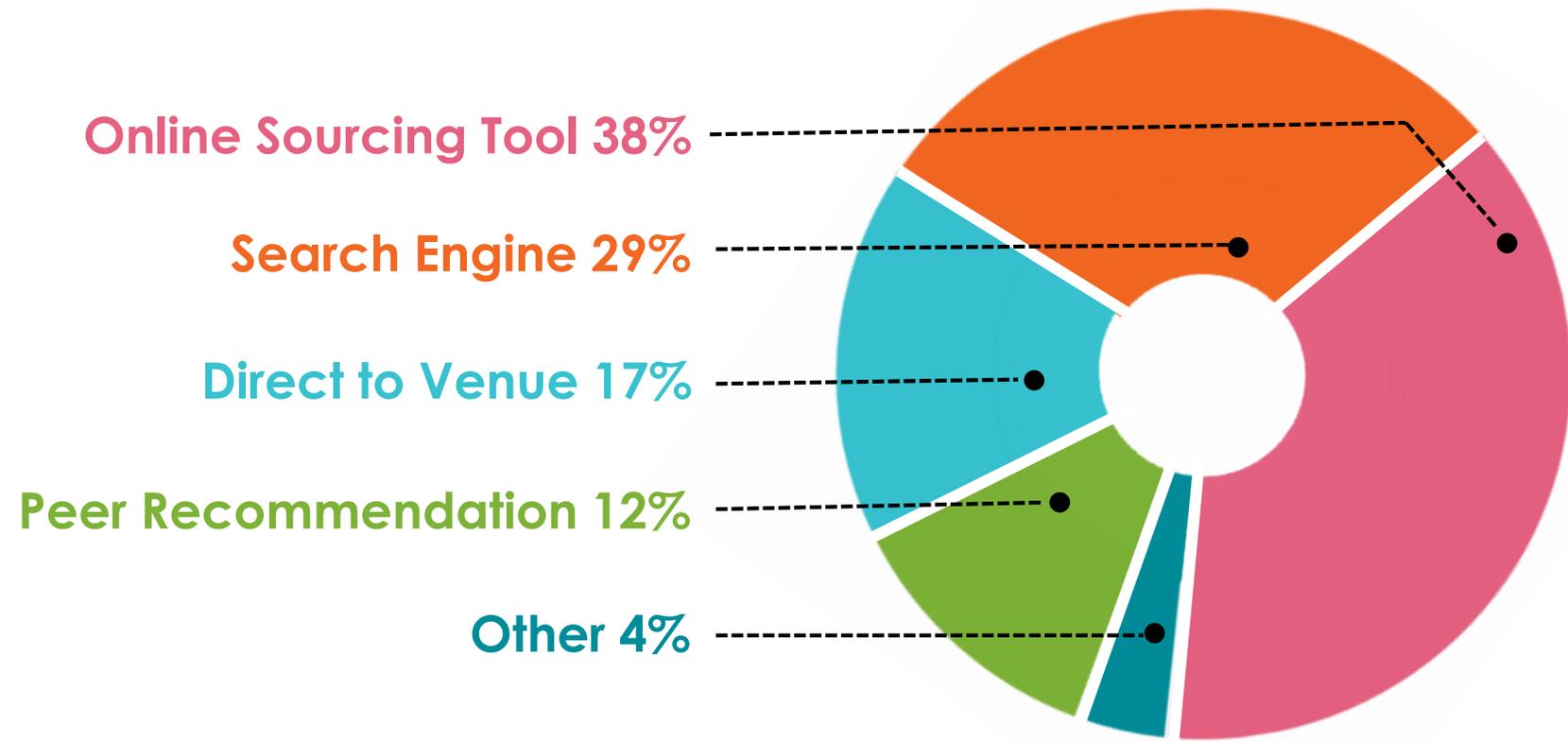
How Old Are They?



54%
Decrease in
Baby Boomers
YOY

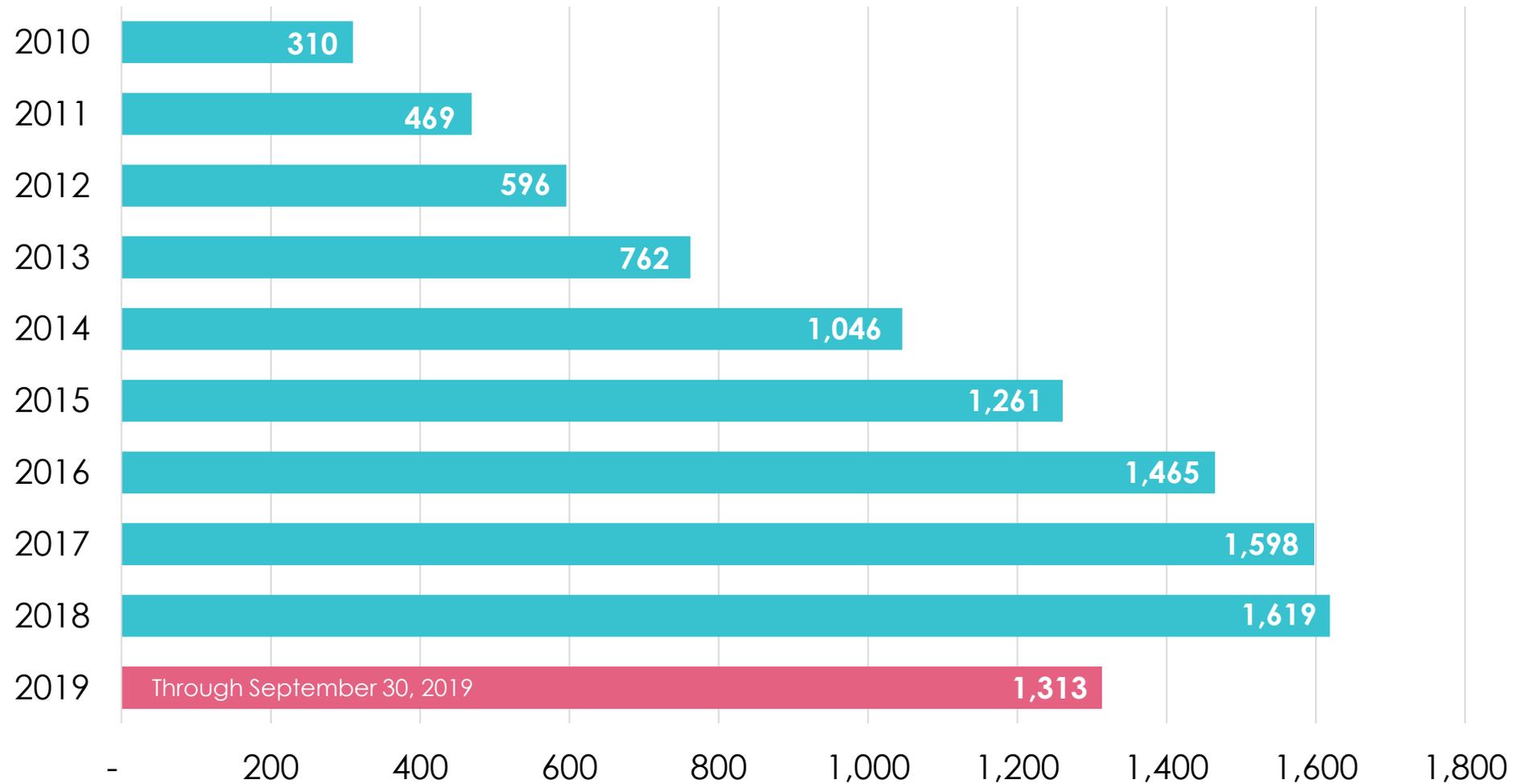
EVENT BUYER TRENDS

67% of a Buyer's Journey Is Now Done Digitally

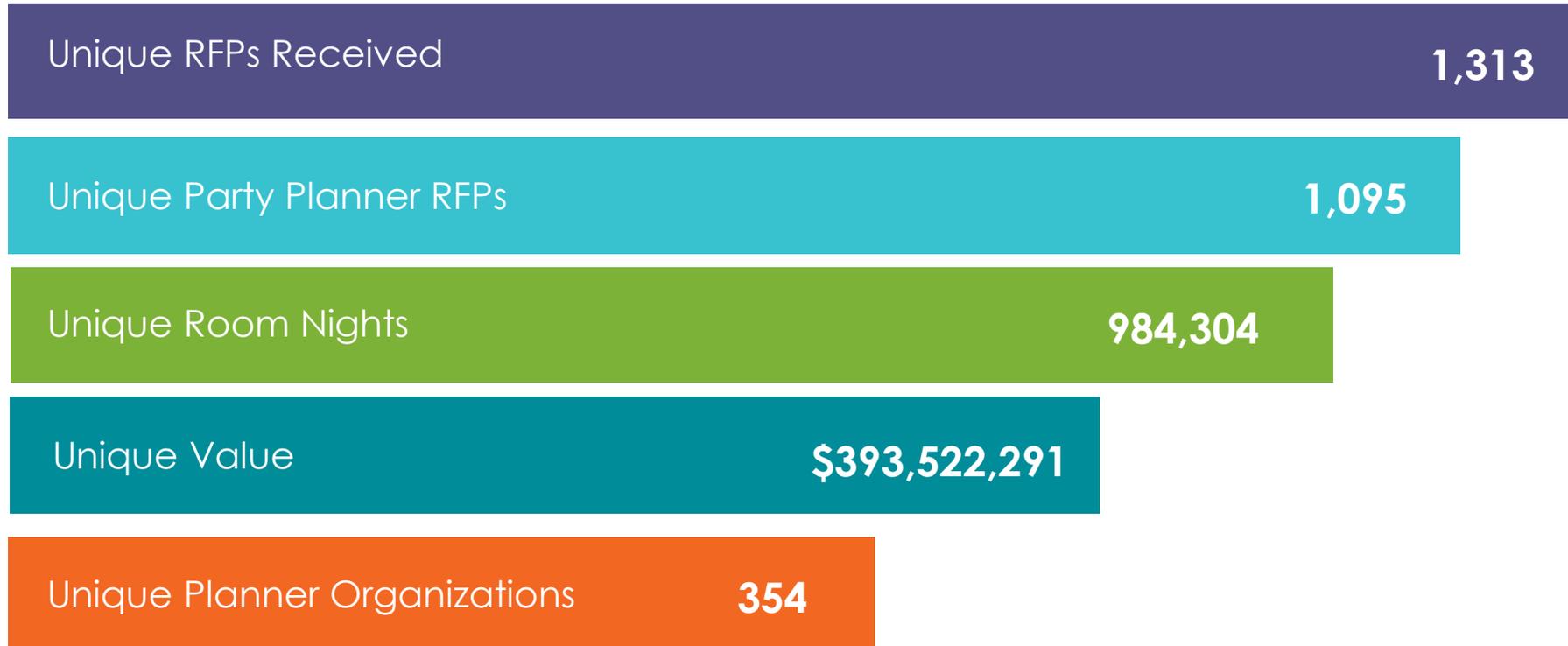


CVENT DESTINATION INSIGHTS

Unique RFPs Booked Through CVENT for the Entire Destination*

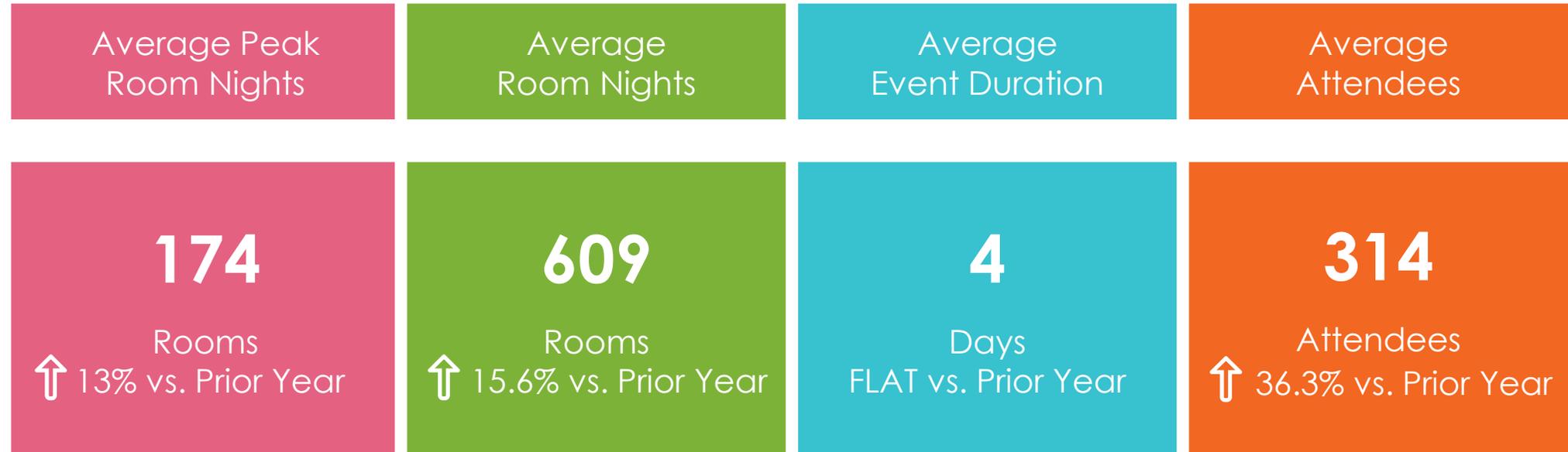


GREATER PALM SPRINGS CVENT RFPs YTD



EVENT RFP TRENDS FOR GREATER PALM SPRINGS

Average Group RFP Characteristics for Greater Palm Springs*



*Through September 30, 2019

CVENT – NEW AD CAMPAIGN

MEETINGS IN GREATER PALM SPRINGS

LOVE AT
First Site

UNIQUE TEAM-BUILDING AND GROUP EXPERIENCES

- Discover off-the-grid adventures such as the BMW Performance Center West, Red Jeep excursions to the San Andreas Fault and Joshua Tree National Park, Bike & Brews tours and ATV safaris
- Practice your swing at more than 100 golf courses and 600 tennis courts or try something new like footgolf or golf cart polo
- Be your "wellness" even on work days, with restorative options like natural hot mineral spring spas, outdoor yoga and farm-to-table cuisine

DESTINATION IMMERSION (OUR TREAT)

Schedule a site visit as a qualified planner with our siteFLIGHT or siteDRIVE programs, and we will pay your airfare or gas and lead you through a guided series of unique activities, accommodations and amenities. Please note that restrictions may apply; this offer is based on availability and subject to change.

LUXURY FOR EVERY BUDGET

- World-class hotels and resorts to suit every group size
- Endless value: summertime (off-season) savings, plus possible Sunday-Thursday discounts on attractions and amenities



THE RIGHT AMOUNT OF
Chillspiration

 find your meeting oasis.
meetingsinpalmssprings.com

f t i n @findyouroasis

LOVE AT
First Site

 find your meeting oasis.

AT A GLANCE

187
HOTELS AND RESORTS

17,712
ROOMS

unlimited
OUTDOOR MEETING SPACE

92,545 sf
LARGEST EXHIBIT SPACE
(PALM SPRINGS CONVENTION CENTER)

500+
CITIES CONNECTED INTO
GREATER PALM SPRINGS (GPS)

11 AIRLINES PROVIDING SERVICE

23 NONSTOP CITIES

9 CITIES. ONE OASIS.

Nine resort cities—Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella—create one beautiful meeting oasis, offering a world-class hotel collection, outstanding amenities, unmatched outdoor adventures and world-renowned events

EASE OF ARRIVAL 

- The open-air Palm Springs International Airport, named one of the "Top 10 Most Stress-Free Airports in America," features little to no traffic or long baggage lines
- Go from plane to meeting venue within minutes
- More connected than ever, with 11 airlines serving over 2 million passengers from 500+ markets and 23 nonstop destinations
- Easy drive from 4 major Southern California gateways:

			
ONTARIO: 1.25 HOURS	ORANGE COUNTY: 1.5 HOURS	LOS ANGELES: 2 HOURS	SAN DIEGO: 2.25 HOURS

A REJUVENATING, INSPIRING AMBIANCE

More than 300 days of sunshine each year

Home to a world-class resort collection with luxury for every budget

Breathtaking scenery in all directions, from majestic mountains to lush landscaped fairways

 find your meeting oasis.
meetingsinpalmssprings.com

f t i n @findyouroasis



**Brian Stevens, CEO of
ConferenceDirect**

Hosting Industry Leaders at
The Ritz-Carlton, Rancho Mirage

&

Meetings Today Live 2019 Event

JW Marriott Desert Springs Resort & Spa
La Quinta Resort & Club
Omni Rancho Las Palmas Resort & Spa
The Westin Mission Hills Golf Resort & Spa

SITE EXPERIENCE TRAINING FOR GMs AND DOSMs

ACE HOTEL & SWIM CLUB PALM SPRINGS

Sue Behnke
Celeste Brackley

Colony Palms Hotel PALM SPRINGS

Kurt Englund
Marlena Nelson



Donna Such



Brad Poncher



Barry McCarthy

SITE EXPERIENCE TRAINING FOR GMs AND DOSMs



Rob Hampton



John Hansen
Carolina Viazcan



Robert Hatfield
Mairead Hennessy



THE RITZ-CARLTON®

Tiffany Gorman
Kelley Steward



Jared P. Dineen Shanstrom
Tom Scaramellino

CONVENTION SALES – TEAM UPDATES

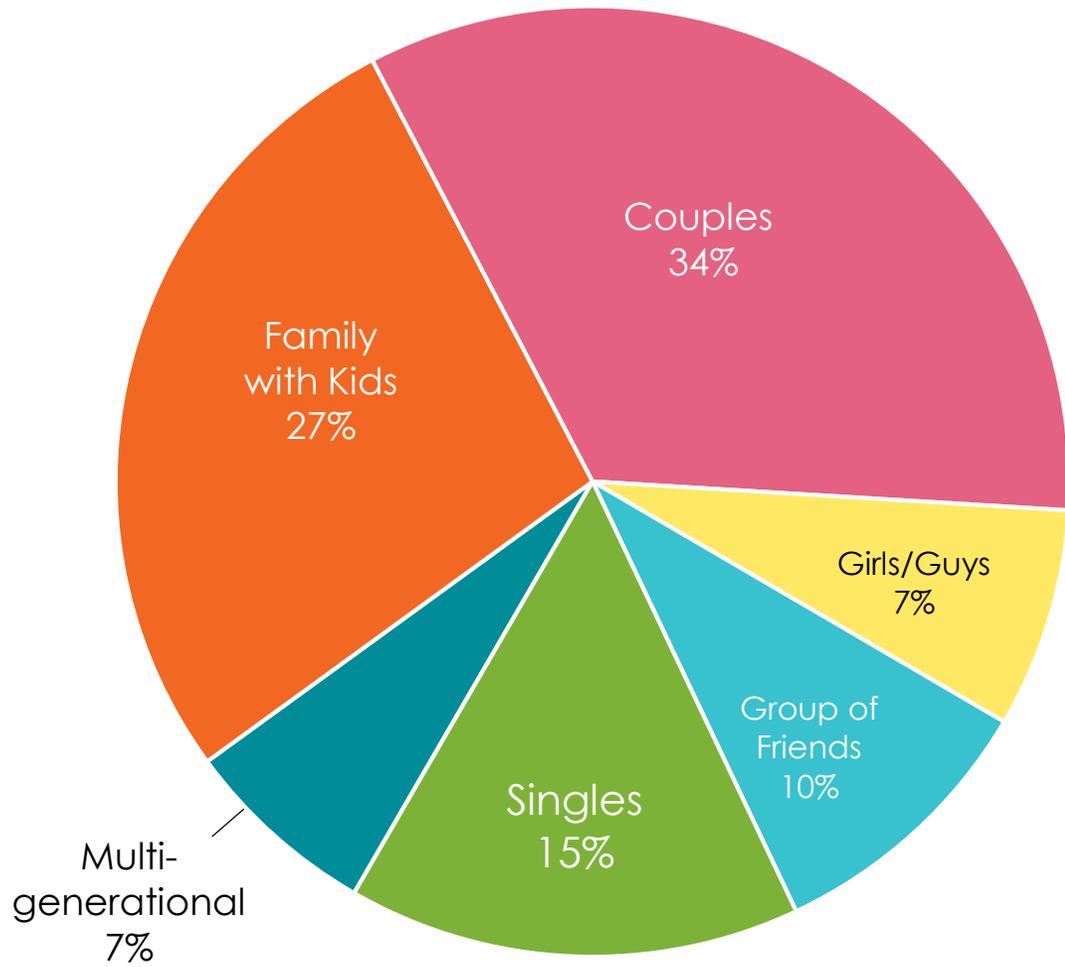


NORTHEAST NATIONAL SALES MANAGER

Angela Day



DESTINATION MARKETING



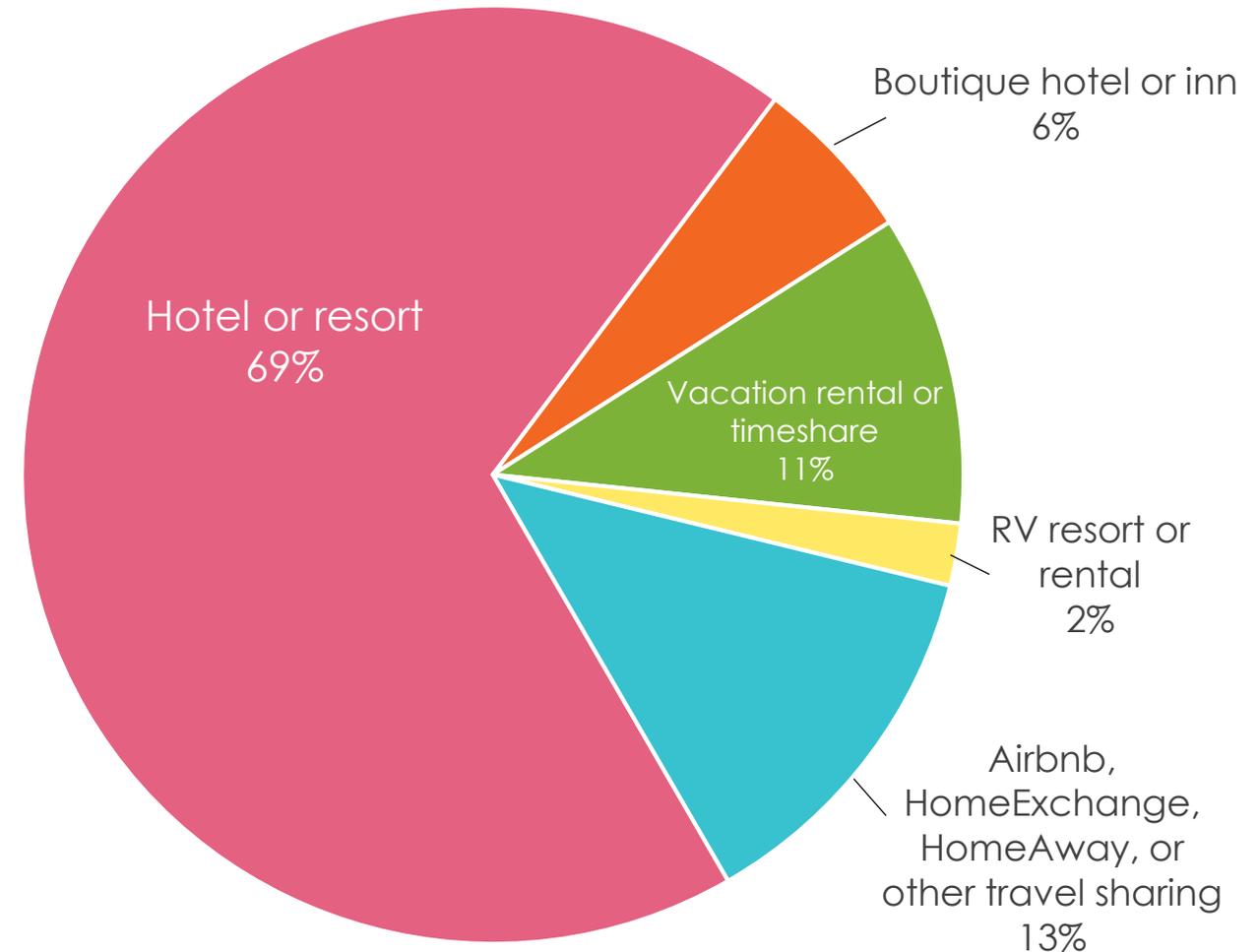
Which of the following best describes what type of trip this was?

- **Travel parties** are similar to prior research
- **Couples'** and **family** trips with kids represent over half of Greater Palm Springs visits

SMARI VACATION MARKET RESEARCH: ACCOMMODATIONS FALL 2018 to SPRING 2019

What type of lodging did you use while in the Greater Palm Springs area on this trip?

- **Hotels** continue to lead lodging type
- There is year-over-year growth in use of **boutique hotels/inns**



SMARI VACATION MARKET RESEARCH: ADVERTISING AWARENESS - FALL 2018 to SPRING 2019

	2018	2019	% Change
Traveling households	20.7M	21.5M	+4%
Awareness	41%	35%	-15%
Aware households	8.6M	7.6M	-12%
Campaign spending	\$1,076,584	\$1,256,047	+17%
Cost Per Aware Household (CPAH)	\$0.13	\$0.17	32%

- **7.6M** aware households
- **35%** of traveling households – lower than prior years because target is affluent travelers
- Awareness is higher among **affluent households**
- Campaign is less efficient than in recent years; more efficient than SMARInsights' benchmark of **\$0.40**

SMARI VACATION MARKET RESEARCH: ECONOMIC IMPACT & ROI – FALL 2018 to SPRING 2019

- This campaign generated **highest** return investment for GPSCVB to date with \$570 for every \$1 spent on media
- Ads reached targeted **super-affluent travelers** in vacation markets
- Lower overall awareness results from more targeted strategy led by **digital investment**
- **Higher travel increment** is result of more targeted advertising (ads are served to travelers to whom they are relevant and motivating)

	2018	2019	
Traveling households	20.7M	21.5M	↑
Awareness	39%	35%	↓
Aware households	8.1M	7.6M	↓
Incremental travel	5%	8%	↑
Incremental trips	384,796	602,203	↑
Trip spending	\$1,170	\$1,189	↑
Economic impact	\$450M	\$716M	↑
Campaign spending	\$1.1M	\$1.3M	↑
ROI PER DOLLAR	\$418	\$570	

SUMMER
2019
CO-OP
PARTNERS



Impressions: 13.5B+ Spots: 206K+

2019 SUMMER CHILL MARKETING



18B
Total
Impressions

- 17.8B** TV Impressions
- 61.5M** Digital Impressions
- 128M** Out-of-Home Impressions
- 842K** Print Impressions

FALL WELLEST CAMPAIGN - MARKETING

Live your
wel//est 



Meetings Travel Trade Media Film Weddings

GREATER palm springs find your oasis. THINGS TO DO EVENTS EAT & DRINK STAY DEALS OUR 9 CITIES TRIP PLANNING

Live your **wel//est** and calmest.

SPAS, HEALTH & WELLNESS IN GREATER PALM SPRINGS

Live your **wel//est** It's time to live your "wellest." That's what we've always done in this magical, sun-kissed oasis. Since the days of the earliest Native American settlers and later when Old Hollywood came to relax in our healing waters, we've created a destination for wellness. It could be said that Greater Palm Springs started the California wellness movement. Besides our legendary mineral hot spring waters, there are more than 1,000 miles of breathtaking trails for epic hikes in the untouched Indian Canyons and surrounding Santa Rosa and San Jacinto mountains.

2019 WELLEST MARKETING PLAN

- Fully integrated marketing campaign across TV, social, content, print and digital
- Partnership with Wanderlust to expand reach and audience for wellness message
- Media driving to **LiveYourWellest.com** landing page with increased content, wellness quiz, and new wellness video



2020 CO-OP OVERVIEW

TV / BILLBOARD

Find Your Oasis

Year-Round, Cable + Connected TV

Summer Chill

May-Aug, Cable + KTLA + Connected TV

Fall Chill

Sept-Dec, Cable + KTLA + Connected TV

Digital Outdoor Billboards

Year-Round, L.A. & San Diego; Other Markets Vary



EXPEDIA

International Co-Op NEW



2020 NEW CO-OPS



Instagram story, Facebook post, Pinterest post linking to Partner deal.



LOCALE

Dedicated story produced by *Locale*.

Backlinks, banner ads, social promotion.



ADARA

Banner ads retargeting visitors to Partner and Greater Palm Springs websites.

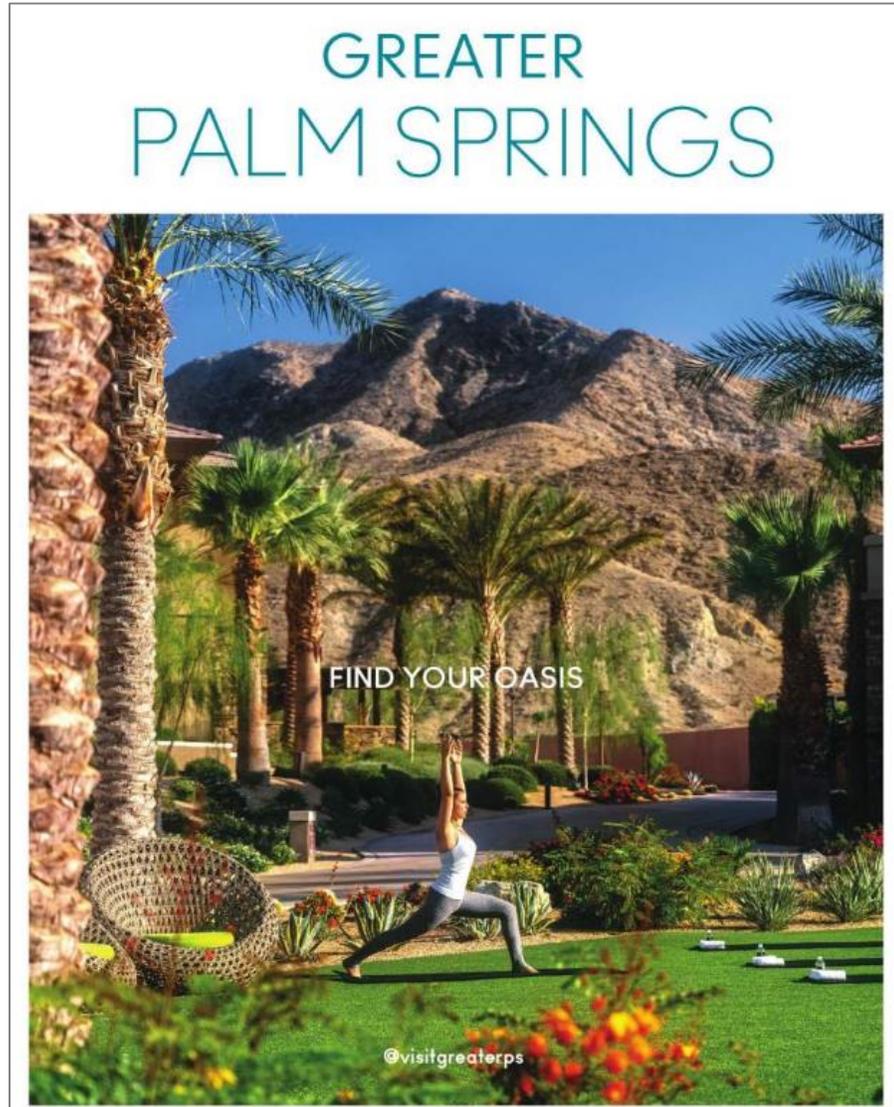


pandora®

Connected Home Audio ads, forced video ads, banner ads, mobile display ads.

Advanced audience segmentation targeting capabilities.

2020 ANNUAL VISITORS GUIDE



- New 2020 Annual Visitors Guide with digital version including hyperlinks to website and videos
- Formatted by city based on positive feedback from the cities and partners
- Distributed to high-traffic locations throughout Greater Palm Springs
- Mailed domestically and internationally as a destination resource



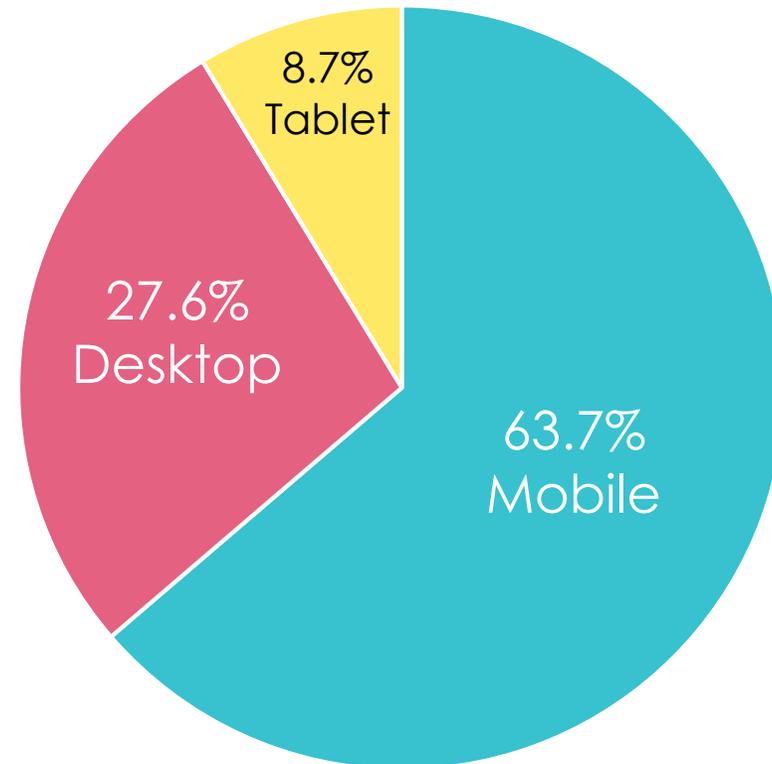


DIGITAL MARKETING

WEBSITE TRAFFIC (June–September)

- **37% increase** in mobile website traffic in 2019
- **Mobile traffic** spends less time on site, views fewer pages, and has a higher bounce rate
- **Website KPIs** will shift to track desktop vs. mobile separately

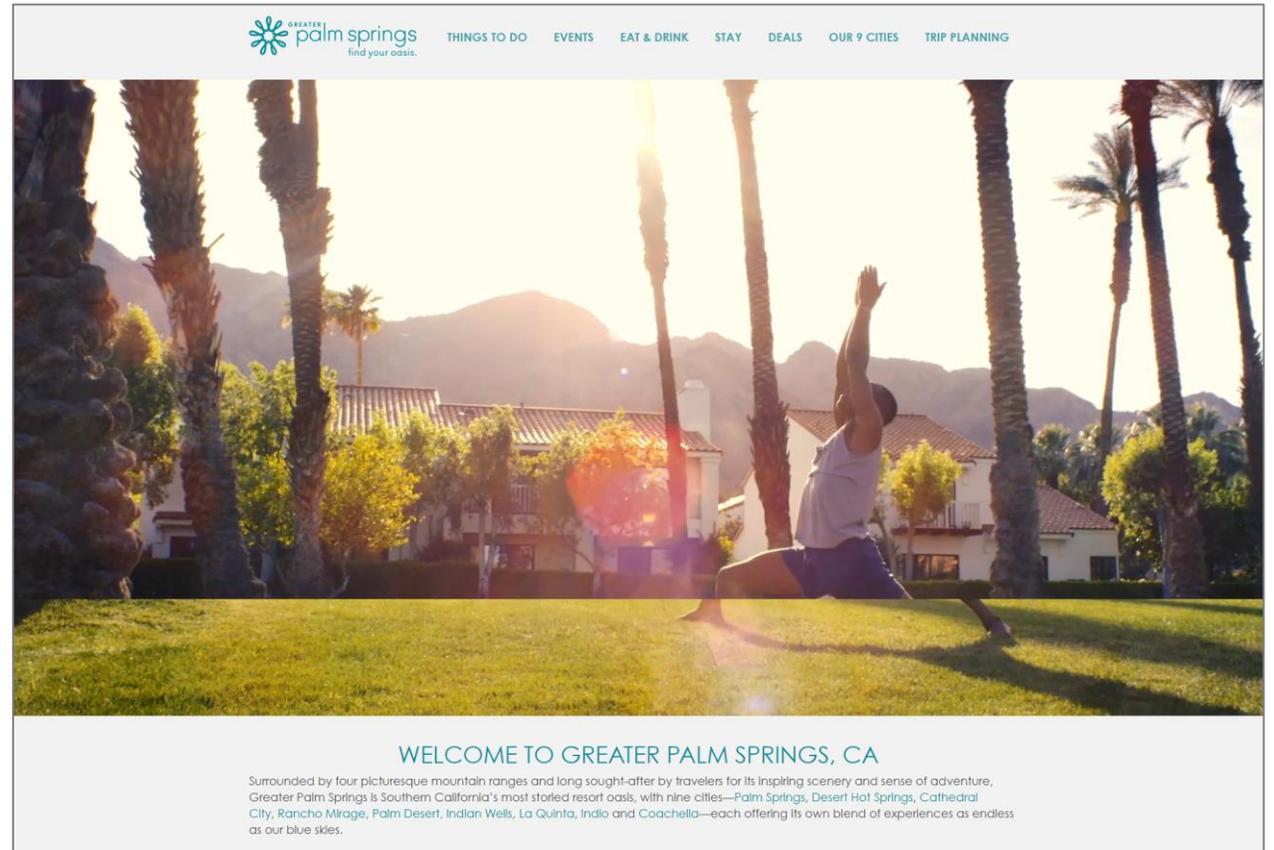
SESSIONS BY DEVICE



WEBSITE REDESIGN

NEW WEBSITE LAUNCH – AUGUST 2020

- Working with Simpleview, an industry expert on tourism websites
- Simpleview & Brand will work to create new design that embodies destination story and offerings
- Mobile-first design, optimized for user experience
- Separate design for corporate communications allows CVB to be efficient and sustainable in reporting



HIKING PAGE

HIKING TRAIL LANDING PAGE

- Launched in **September**
- Features **49 local trails** (list provided by Friends of the Desert Mountains)
- Users can sort by trail location, length, difficulty and features
- Direct Link: **HikinginGPS.com**

The screenshot displays the 'FIND YOUR HIKING TRAIL' landing page on the HikinginGPS.com website. The page features a teal header with the 'GREATER palm springs find your oasis.' logo, a heart icon with '(0)', and navigation links for 'THINGS TO DO', 'EVENTS', 'EAT & DRINK', 'STAY', 'DEALS', 'OUR 9 CITIES', and 'TRIP PLANNING'. Below the header, the main title 'FIND YOUR HIKING TRAIL' is centered. A navigation bar includes 'VIEW BY:' with options for Grid (selected), List, and Map, and 'SORT BY:' with options for Recommended (selected) and Distance. A search bar is located on the left side of the main content area. The main content area is divided into a teal sidebar and a grid of trail cards. The sidebar lists filters for TRAIL DIFFICULTY (Easy (12), Moderate (26), Difficult (11)), NEIGHBORHOOD (Surrounding Communities (20), Palm Desert (11), Palm Springs (9), La Quinta (6), Cathedral City (1)), VIEW MORE, FEATURES (Free (42), Picnic Tables (24), Horses Allowed (21), Restrooms (19), Bikes Allowed (18)), VIEW MORE, and TRAIL LENGTH (Less than 1 Mile, 1 - 5 Miles, 6 - 10 Miles, 11 - 20 Miles). The grid displays six trail cards, each with a photo, title, location, and a 'QUICK VIEW' button. The trails shown are: Ancient Lake Cahuilla Overlook (Cove Oasis, La Quinta, CA 92253), Araby Trail (Araby, Palm Springs, CA 92262), Bear Creek Nature Trail (Bear Creek, La Quinta, CA 92253), Big Morongo Canyon Marsh Trail Loop (Big Morongo Preserve, Morongo Valley, CA 92256), Big Morongo Canyon Through Hike (Big Morongo Preserve, Morongo Valley, CA 92256), and Big Morongo Canyon Yucca Ridge Loop (Big Morongo Preserve, Morongo Valley, CA 92256).



Tracks booking data for CVB website visitors and users exposed to digital advertising.

CVB DIGITAL AD IMPACT

Bookings	Total Nights	Stay Length	ADR	Revenue
5,198	11,074	2.1	\$183.25	\$2,016,135

Market	Percentage of Booking
Los Angeles	50.7
San Diego	10.1
San Francisco	5.9
New York	4.6
Phoenix	3.3
Palm Springs	2.3
Washington, D.C.	1.3
Seattle	1.2
Sacramento	1.0
Dallas/Ft. Worth	1.0

- Sacramento promotion launched in June and impacted bookings throughout summer
- Seasonal air service markets including New York; Washington, D.C.; and Dallas/Ft. Worth remained in the top 10 throughout summer

Tracks booking data for CVB website visitors and users exposed to digital advertising.

CVB WEBSITE IMPACT

Bookings	Total Nights	Stay Length	ADR	Revenue
2,620	5,643	2.1	\$166.81	\$933,950

Market	Percentage of Booking
Los Angeles	42.1
San Diego	7.3
San Francisco	6.3
Palm Springs	5.6
New York City	4.7
Phoenix	2.4
Dallas/Ft. Worth	2.0
Denver	1.6
Chicago	1.6
Sacramento	1.5

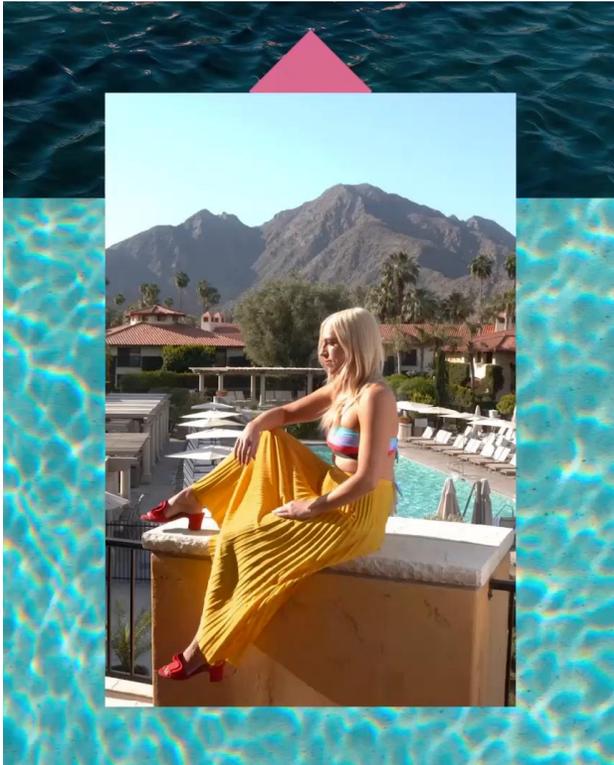
- Sacramento entered the top 10 in June (#6)
- Seasonal air service markets including New York, Chicago and Dallas/Ft. Worth remained in the top 10 throughout summer



SOCIAL MEDIA

SUMMER CAMPAIGN RESULTS

@VisitGreaterPS



Check In.
Chill Out.

GREATER
PALM
SPRINGS



INITIATIVE	IMPRESSIONS	VIEWS	ENGAGEMENTS	CLICKS
Deals	2,792,603	764,930	16,730	15,134
CHILLspiration	1,712,580	862,098	1,154	320
Total	4,505,183	1,627,028	17,884	15,454

"This Summer Campaign is the **highest performing** campaign Sparkloft has run with **Greater Palm Springs** in terms of impressions, engagements and website clicks."

gpsNEXT: Social Media



GREATER PALM SPRINGS TOURISM OVERVIEWS AND INSIGHTS

The Greater Palm Springs CVB is proud to present the **gpsNEXT Partner Education Series**. This series of webinars and in-person trainings will cover topics including marketing, social media, public relations and using the MyGPSCVB partner extranet.

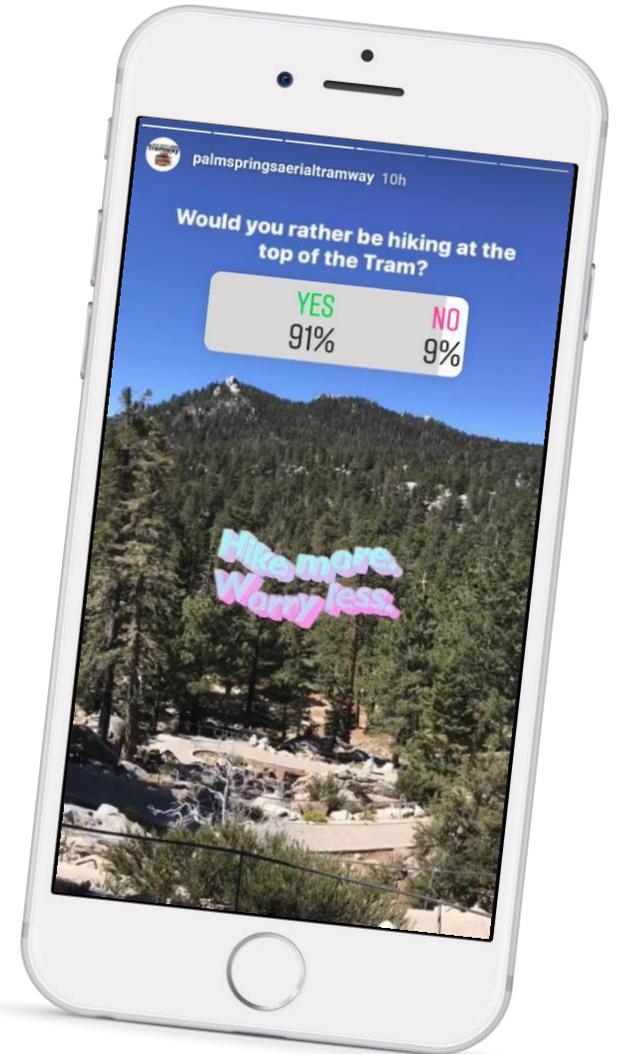


Join us for the next **gpsNEXT Partner Education Series** class on **August 14** from **8am – 10 am** at Hotel Paseo. The social media team is hosting a workshop on how to utilize Instagram and Facebook Stories for your business.

[RSVP NOW](#)

Missed the last **gpsNEXT Partner Education Series** training? You can view the webinar and how to use the MyGPSCVB Partner Extranet [HERE](#).

- gpsNEXT Partner Education Series
- 26 attendees including hotels, attractions, and restaurants
- 2-hour workshop on how to best utilize Instagram and Facebook stories for your business
- Social media agency presentation on social media trends and best practices





COMMUNICATIONS

PALM SPRINGS - SACRAMENTO



Inaugural Flight: September 16

Daily service: Palm Springs (PSP)
to Sacramento (SMF)

45 Meeting Planners and Media
Attended

TORONTO – CALGARY – VANCOUVER



Airlift into California

City	Load Factor
Ontario	97%
Sacramento	97%
Santa Ana	94%
Palm Springs	92%
San Diego	91%
Los Angeles	88%
San Francisco	84%
San Jose	79%

Source: U.S. Department of Transportation,
Bureau of Transportation Statistics

Media Engagement: **68**

Canada Visitors

1.7M in-person visits in 2018

\$2.4B spent

LOS ANGELES MEDIA DINNER

PARTICIPATING CVB PARTNERS

City of La Quinta

JW Marriott Desert Springs Resort & Spa

Palm Springs Bureau of Tourism

Palm Springs Aerial Tramway

The Ritz-Carlton, Rancho Mirage

Media Engagement: **20**



SAN FRANCISCO MEDIA DINNER



PARTICIPATING CVB PARTNERS

City of Palm Desert

City of Indian Wells

JW Marriott Desert Springs Resort & Spa

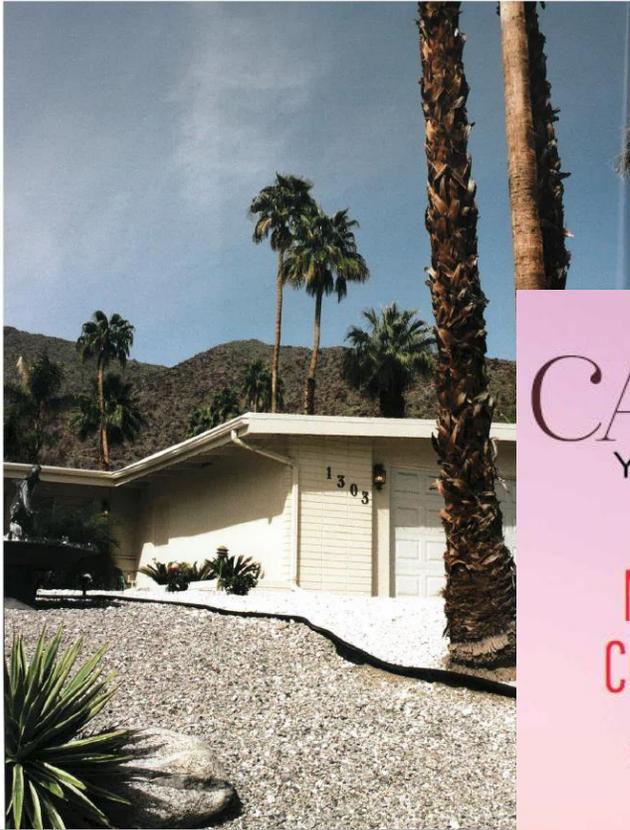
La Quinta Resort & Club

Palm Springs Bureau of Tourism

Palm Springs Aerial Tramway

Media Engagement: **26**

PR QUALITY SCORE



octobre — californie

PARTIR EN CALIFORNIE

carte pratique

À votre arrivée
Christophe, concierge Voyageurs du Monde

Repas entre côtes Est et Ouest, la team conciergere (francophone) de Voyageurs du Monde est prête sur demande de dernière minute: modifier un vol, réserver au pied levé, une table gracieuse, trouver un bon médecin, une baby-sitter... Mais sa mission ne s'arrête pas là: dotée d'un bon carnet d'adresses, elle vous ouvre les portes d'une Californie selon vos envies.

- Superficie: 423 970 km²
- Population: 39 987 045 (en 2018), soit 83,30 habitants/km²
- Littoral: 5 000 km (sans compter)
- Point culminant: mont Whitney (4 421 m)

CANADIAN *Traveller* | SPECIAL EDITION

CALIFORNIA

YOURS TO DISCOVER

IN THIS ISSUE

MOUNTAINS, VALLEYS, COAST, CITIES & DESERT:

These are Canadian Traveller's favourite Golden State experiences

PALM SPRINGS

With more than 300 sunny days a year, Palm Springs shines year-round. Located two hours from Los Angeles, this desert city has been Hollywood's playground for a century. But celebrities aren't the only visitors soaking up Palm Springs. Outdoor enthusiasts, art and architecture aficionados and families alike appreciate its varied offerings.

HIKE TO A DESERT OASIS. To escape to a desert oasis, visit the Indian Canyons hiking area, located just fifteen minutes from downtown Palm Springs. Park at the Trading Post shop and descend the 3.3-km in-and-out Palm Canyon Trail to reach a pretty creek. Within the first kilometre, hikers encounter stands of towering native California fan palms. At the creek, unpack a picnic or connect to another trail to keep hiking. Be sure to pack snacks, lots of water and sunscreen.

DRIVE IT LIKE YOU STOLE IT. Unleash your inner speed demon at the BMW Performance Driving School in nearby Thermal, California. Sports car enthusiasts and thrill-seekers will love getting behind the wheel to rip up the track with the expert guidance of a BMW driving instructor. Sign up for single or multi-day driving experiences.

STAR-GAZING. Stargazers gather in Palm Springs. To spot a comet, stroll the Walk of Stars in downtown Palm Springs or drive down streets named for Hollywood icons like Frank Sinatra. Next, peer into the heavens to admire the celestial type. The new Rancho Mirasol Observatory offers two tours per day, as well as astronomy programs and stargazing parties.

DESERT GREENS. Home to more than 100 golf courses, it's easy to get onto a green in Palm Springs. For a different shade of green, visit the gardens of Walter and Lorraine Annenberg's Sunnylands estate. The well-connected philanthropic couple left their 200-acre modernist estate to a public trust. Purchase a ticket to tour the historic home's interior (where the Annenbergs entertained diplomats and past presidents) or simply stop in and enjoy the estate's tranquil gardens. There are outdoor yoga classes and free guided walks on offer too.

OH MY MOD. Palm Springs is known for its extensive collection of mid-century modern architecture. Combined indoor-outdoor living spaces, clean lines and the generous use of glass are a few features of the desert's MCM designs. To get your fix, join a guided tour, stay in a mid-century modern hotel or attend Palm Spring's annual Modernism Week, which is held each February.

JOSHUA TREE NATIONAL PARK

Come for the otherworldly landscapes and remarkable flora, stay for the quirky shops, hole-in-the-wall eats and world-class stargazing.

HIT THE PARK AFTER DARK. Avoid the desert heat and get a new, starry-eyed perspective of Joshua Tree National Park when visiting after sunset. The park recently earned its designation as an International Dark Sky Park and receives summer nights offer the best Milky Way views. Rangers offer regular night sky programming through the year and the park hosts its annual Night Sky Festival in the fall.

PHO REAL, DONUT MISSTHIS. If you like pho and donuts — and let's be honest, who doesn't? — we have some great news to share. Jelly Donut in Twentynine Palms might be the only joint in California that specializes in both. Don't skip the egg rolls and, obviously, save room for dessert.

MUST-SEE MUSEUMS. Joshua Tree has long been a haven for artists and creatives so it's no surprise the town is loaded with offbeat museums. Check out the tiny one-hour Folk-mat levels-turned World Famous Crochet Museum, visit The Noah Purifoy Desert Art Museum of Assemblage Art and swing by the Beauty Bubble Salon and Museum to inspect its collection of vintage hair cuts, which is big enough to make you linger all day.

CANADIAN TRAVELLER FALL 2019 | 67

2019 YTD*
3,312

2019 GOAL
3,560

*Through September 30, 2019

UPCOMING INITIATIVES

October 2019

SATW National Conference

James Beard House Dinner

NYC Media Dinner at Institute of Culinary Education

December 2019

ILTM Cannes

Visit California France Media Tour

November 2019

Visit California Boot Camp in Atlanta

German Press FAM

Australia Media

Korean Guidebook

January 2020

Palm Springs International Film Festival Media Visits



PARTNERSHIP

UPCOMING PARTNER EVENTS



OCT. 30

Fall Mixer at
Villa Paradiso

Palm Springs



NOV. 3

Family Day at
Desert Intern'l Horse
Park

Thermal



NOV. 14

Meet & See at
Classic Club

Palm Desert



DEC. 5

CVB's Peace, Love,
Chill Holiday Party

Rancho Mirage

CHILL DEALS

403
Total



GREATER palm springs
find your oasis.

SEARCH MENU

DINING DEALS
Check out these chill food & drink deals.

FIND DEALS

< ● ● ● >

CHILL DEALS FOR A GREATER PALM SPRINGS GETAWAY

FIND YOUR DEAL



Happy Hour

Things to Do

Post Deals at [MyGPSCVB.com](https://www.MyGPSCVB.com)

TOP-VIEWED SUMMER DEALS

Cabot's Pueblo Museum
2 for 1 general admission tour tickets

Omni Rancho Las Palmas Resort & Spa
Chill Out Package

Parker Palm Springs
\$250 Spa Credit

Desert Hot Springs Spa Hotel
\$10 Pool and Hot Spring Day Pass

La Quinta Resort & Club
La Quinta Summer Experience



LIVE YOUR WELLEST – KICKOFF EVENT



135 Attendees

Participating Partners

- Eisenhower Health
- JW Marriott Desert Springs Resort & Spa
- Spa Desert Springs
- Thrive Fitness Studio

JW Marriott Desert Springs Resort & Spa

CTA PROGRAM UPDATE



CERTIFIED



THANK YOU!

- 78 ★ Palm Springs Convention Center
Palm Springs Bureau of Tourism
City of Palm Springs/PSPD
HOSTED BY: PSCC
- 50 ★ JW Marriott Desert Springs Resort & Spa
- 22 ★ Agua Caliente Band of Cahuilla Indians/Agua Caliente
Resort Casino Spa Rancho Mirage
- 14 ★ Palm Springs Restaurant Association/2019 Restaurant Week Participants
HOSTED BY: Lulu California Bistro



CTA EVENTS & NEWS



AUG. 13

Palm Springs
Aerial Tramway



SEPT. 25

City of Palm
Springs Tour



It has been a busy summer, filled with classes and many new CTA! As we enter fall and our ninth month of the program, we are happy to report that our local network is growing, and we currently have 256 Tourism Ambassadors in our destination. That's great news! Congratulations to all and thank you for your support. The CTA is excited to continue to grow this program with the addition of our ExperienceGPS tours and ShareGPS networking events. Stay tuned for your October invite coming soon!



**PALM SPRINGS
AERIAL TRAMWAY**

Talk about views! August 13 was a great day to head up to the Palm Springs Aerial Tramway for a view-perfect vista of Greater Palm Springs. Thank you to the team for hosting our very first ExperienceGPS tour. For some, it was a first-time visit, and it couldn't have gone better. Our CTA learned the soon history of how the Tram

OCT. 10
CTA Digital Newsletter
Launched



OCT. 23
Libation Room
Palm Desert



3 WAYS TO GET INVOLVED

1 Become a CTA

Individual registration: \$49

Upcoming Classes:

8 a.m.-12 p.m. at the
Greater Palm Springs CVB

- October 30
- November 6 & 20
- December 10

Private **group classes** are also available:
\$600 for up to 20 people, additional
students \$30 each

2 Explore business opportunities

Offer CTA grads discounts and
incentives to explore the destination
and deepen their knowledge.

3 Support a student

Donate to the Greater Palm Springs Tourism
Foundation and help pay to have a student
take the class.

IAmGreaterPS.com

Contact CTA Program Manager Erica Abarca at 760.969.1322 for more information.

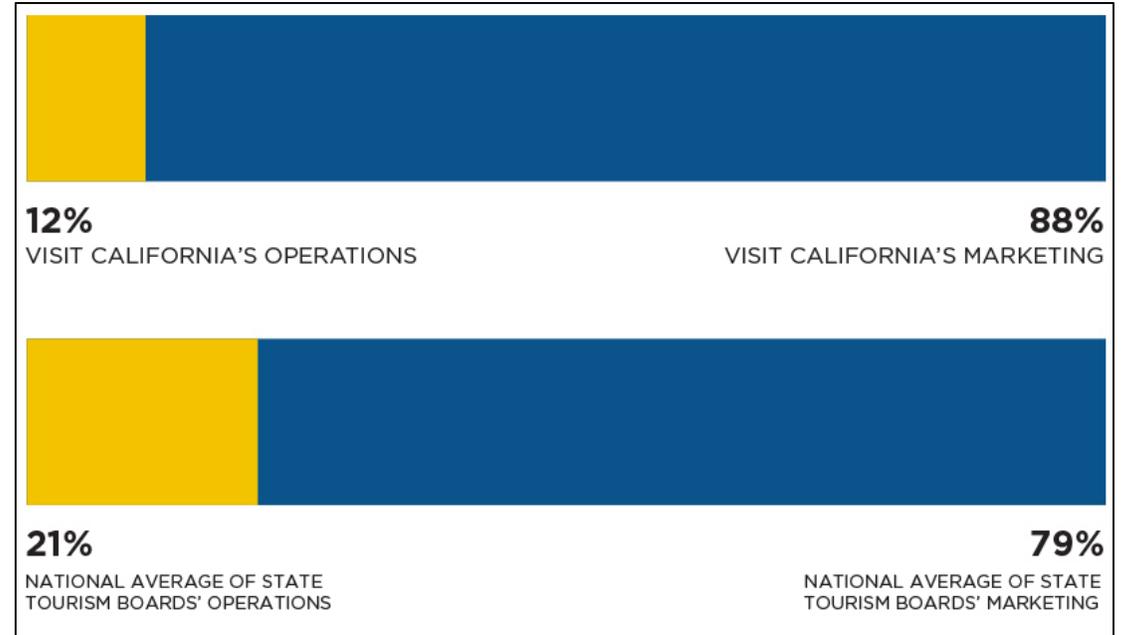


visit
California

VOTE YES
MARKETING RENEWAL



- ✓ California is **the nation's No. 1 travel destination** — bigger than most countries
- ✓ Program has **delivered billions of new visitor spending** to CA's hotels, rental cars, restaurants, attractions, retailers for more than 25 years
- ✓ **21,000 businesses** fund California's tourism marketing
- ✓ 88% of Visit California's budget goes **directly to global marketing efforts**





- **Ballots should arrive by mail:** Nov. 27, 2019
- **Deadline to cast vote:** Dec. 31, 2019
- **Referendum results announced:** January 2020

Vote YES to ensure Visit California is renewed.
Go to renew.visitcalifornia.com for more information.

VOTE  **YES**
MARKETING RENEWAL

NEXT MEETING

Friday, November 22, 2019

The Westin Mission Hills Golf Resort & Spa

