

The January Board Report is a summary of performance activity for December 2016, and includes cumulative year-end numbers for 2016 as well. It also looks forward at our future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

## **OUR MISSION**

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

## **President's Summary**

It is hard to believe 2016 is officially behind us! The destination performed very well, as of November, ADR is up 7.4%, RevPAR is up 11.9% and Occupancy is up 4.2%. Both group and leisure experienced nice growth and our pace for 2017 looks strong.

The Convention Sales team did a tremendous job in 2016, exceeding their stretch goal and driving group room nights up 8% year over year. Our emphasis on finding new business is working as 69% of the leads sent were new to the destination. CVB bookings are estimated to drive over \$174 million in business sales, \$9.5 million in local taxes and \$4.3 million in TOT while supporting 45,200 jobs. Groups booked in previous years generated 180,031 room nights and \$165 million in business sales in 2016.

The Travel Industry Sales team also exceeded their 2016 goals in every category: Client Services, Client Reach, Activities & Programs, and New Programs. In December alone, the TIS team promoted the destination to groups from Canada, China, Japan, and the International Luxury Travel Market, England and Ireland.

The web site exceeded our goals, generating over 2.4 million sessions (27% over 2015) and over 6.5 million page views (145% over 2015). Our communications team, assisted over 1,600 media professionals and generated over \$24 million in earned media for the destination.

Make sure your offers are posted on our Chill Pass site. During December alone, this site received 80,282 page views and visitors spent over four minutes per session searching for offers.

The destination also concluded the Fall "Stay Chill" KTLA/Cable Television Partner co-op which generated 1 billion impressions on cable television in San Diego, Los Angeles, Las Vegas, Phoenix, San Francisco, Seattle and Portland. Also in December, the destination received 1,615,832 Print impressions, 741,738,447 Television impressions, 14,864,887 Out of Home and 1,794,103 Digital impressions!

Digital Marketing is ever growing and our numbers prove it: the CVB's Facebook, Twitter, Instagram and YouTube followers and views ALL exceeded our annual goals for 2016. Our engaging and unique YouTube videos alone totaled 2,325,591 views for the year.

We hope you like the new format, please do not hesitate to provide us with any comments and suggestions. We look forward to working with you in 2017!

Scott White, President & CEO

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# Greater Palm Springs

## Local Industry STR Data for November 2016

(December 2016 data will be available January 19, 2017)

Nov 2016							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Nov. 2015					Occ %	Percent Change from CYTD 2015					Census # of Hotels	Census # of Rooms
	Nov. 2016	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2016	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	63.1	8.4	6.6	15.6	16.5	9.3	62.2	4.2	7.4	11.9	11.4	3.7	132	14432
Palm Springs	61.2	5.7	7.0	13.1	15.5	8.0	61.8	2.4	5.9	8.4	9.1	3.0	63	5069
Cathedral City/ Desert Hot Springs	55.9	41.4	20.2	69.9	71.2	42.4	53.9	27.5	13.4	44.6	45.6	28.4	5	567
Rancho Mirage	68.2	14.9	5.8	21.6	21.6	14.9	66.2	3.9	6.6	10.7	10.7	3.9	7	1842
Palm Desert	70.0	4.3	7.7	12.4	12.4	4.3	68.4	5.2	6.5	12.1	12.1	5.2	13	2188
Indian Wells/ La Quinta	63.2	12.2	3.8	16.5	16.5	12.2	60.3	6.2	7.8	14.6	14.1	5.8	9	2568
Indio	56.7	2.3	4.3	6.6	6.6	2.3	56.9	-2.3	11.6	9.0	9.0	-2.3	17	1307
<b>Hotel Class</b>														
Upper Resort	62.5	11.3	5.2	17.0	17.0	11.3	61.9	6.2	5.5	12.1	12.1	6.2	12	4850
Resort	62.9	11.3	6.2	18.2	18.3	11.5	62.5	4.8	7.8	13.0	12.9	4.8	14	2843
Branded Select Service	65.3	5.2	5.2	10.7	10.7	5.2	63.2	2.6	8.0	10.9	11.0	2.8	42	4214

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

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

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

# Convention Sales & Services

## January 2017

### Convention Sales

Once again, the CVB Convention Sales Team finished the year very strong, driving group room nights up 8% year over year to our destination's Partner hotels. The efforts of all sales team members should be applauded, as each individual created tailored, strategic plans for their markets which were executed beautifully.

One of the main focuses of the team again in 2016 was driving New Leads to our destination. By removing all Legacy Accounts (those groups which historically have booked our destination for numerous years) from the sales team members' portfolios, they were able to be laser focused on finding new convention sales contacts, new accounts and new meetings for the hotels. All Legacy Accounts have now been managed by our Director of Convention Sales for the past two years. The results? In 2016, the team booked 655 New Leads, which was an increase of 14% year over year. Of the 950 overall leads generated by the team in 2016, 69% were New for the destination.

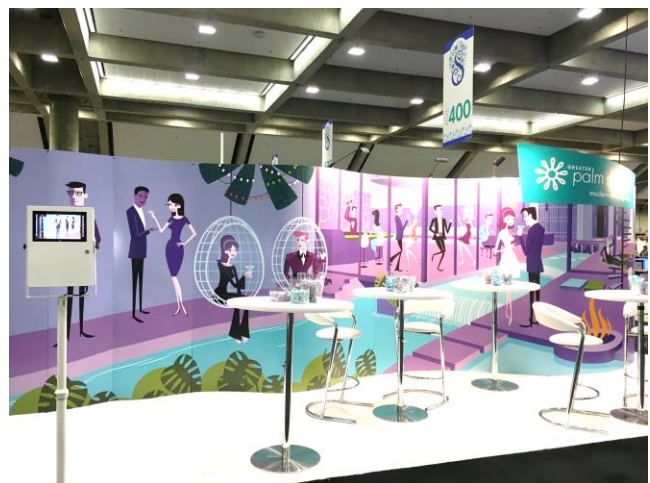
The travel schedule will continue to be quite demanding as we sail into 2017. Read on to learn more about our recent activity, as well as key travel opportunities for Partners in future months.

#### Highlights from December & January

- The CVB attended the annual **American Express Meetings & Events InterAction** conference in New Orleans, which delivered 800-900 Amex meeting sourcing agents for one-on-one experiences. Due to our attendance, we will regain "Preferred Partner" status as a destination, and the sourcing agents will receive an extra incentive when booking our destination.
- The Convention Sales team brought in 16 meeting professionals and their guests to attend the **Palm Springs International Film Festival Gala**. While in the destination, they experienced several group activities such as hiking, bicycling, desert Jeep tours, the BMW Performance Driving School, etc. Additionally, they conducted site visits at many Partner hotels, and experienced our destination's diverse culinary selections throughout the valley.



CVB staff and Partners attend CalSAE in December 2016.



CVB booth at CalSAE in December 2016.

# Convention Sales & Services

## January 2017

### Upcoming Travel Opportunities with the CVB team

- **February 7-9 2017. Religious Conference Management Association (RCMA) Annual Conference** - Contact Suzanne Aed for details.
- **March, 2017. Los Angeles Area Sales Calls** - Contact Matt Bark for details.
- **April 3-5, 2017. California Society of Association Executives Elevate Annual Meeting** – Contact Anne Marie Mourhess for details. Here are some pictures from the 2016 conference:
- **April, 2017. Northeast Sales Calls** – Contact Lynne Bowis for details.

For a full run-down of our upcoming travel calendar, see below:

### February 2017:

February 7-9 - **Religious Conference Management Association (RCMA) Annual Conference** - CVB staff and two destination Partners will attend the annual RCMA program in Chicago. The show attracts approximately 2,300 executives and meeting professionals from around the country.

February 8-10 - **AMC Institute 2017 Annual Meeting** - AMCI's Annual Meeting in Fort Lauderdale brings the best and brightest minds in the AMC community together for three days of networking, education and experiences. This *NEW* program for the CVB targets key association management company executives who are influential decision makers regarding locations for meetings and conferences for the associations they manage.

### March 2017:

March 2-3 - **Destination Showcase** - This collaborative and dynamic one-day tradeshow in Washington, D.C. offers meeting professionals the opportunity to connect with over 150 destinations in one location.

March 19-22 - **Independent Planner Education Conference (IPEC)** - CVB staff will travel to Colorado Springs to participate in one-on-one appointments and educational sessions. This is a new program for CVB staff. Attendees are independent meeting professionals.

March 27-31 - **Midwest Sales Calls** - CVB staff and destination Partners will travel to Kansas City, St. Louis and Overland Park to conduct presentations and sales calls with meeting professionals, many of whom represent new accounts for the CVB.

March 30- April 2 - **PCMA Partnership Summit** - This invitation-only, executive-level education, VIP networking and business development event raises funds in support of the PCMA Education Foundation. The Hyatt Regency Lake Tahoe Resort & Spa will host this prestigious event.

March 2017 - **Southeast Sales Calls** - CVB staff will travel to strategic cities in the southeast for sales calls, client events and presentations.

March 2017 - **San Francisco Sales Calls** - CVB staff will travel to San Francisco for presentations and client events throughout the bay area.

March 2017 - **Texas Sales Calls** - CVB staff will travel to the Dallas/Fort Worth area for sales calls, events and presentations with meeting professionals.

# Convention Sales & Services

## January 2017

### April 2017:

April 3-5 - **California Society of Association Executives Elevate Annual Meeting** - The CVB and destination Partners will attend the annual CalSAE conference in Newport Beach, where attendance is expected to reach 300.

April 18-20 - **Los Angeles Area Sales Calls** - CVB staff and partners will travel to Los Angeles for sales calls, presentations and events throughout the San Fernando Valley and LA.

April 18-20 - **HelmsBriscoe Annual Business Conference** - CVB staff will attend the 3-day conference in Chicago, where they will network with over 400 HB associates.

April 26-27 - **The Modern Meeting Oasis Virtual Trade Show** - Partners and clients will be invited to participate in the 3<sup>rd</sup> annual tradeshow "virtually"! INXPO, which partners with the CVB for this event, has worked with over 300 companies and 5,000 successfully executed virtual environments.

April 30- May 4 - **ConferenceDirect Annual Partner Meeting** - CVB staff will attend this conference in Baltimore, which will bring together over 250 CD associates for three days of networking and education.

April, 2017 - **Northeast Sales Calls** - CVB staff and destination Partners will travel to key feeder cities in the Northeast to connect with meeting professionals who primarily handle corporate and incentive meetings for Fortune 500 companies. Many of these calls will include new clients who have meeting opportunities for Greater Palm Springs.

## Destination Services

### About Destination Services

Destination Services is responsible for the planning and execution of events, sales missions, sites, FAMs, tradeshow, etc. in support of CVB sales and partnership activities. This department consolidates and streamlines activities that in the past were handled across multiple departments. In doing so, the CVB will be able to better service clients and Partners and assist CVB sales teams in their efforts to bring new and repeat business to the destination.

### December Summary

The Destination Services team planned and organized 9 programs encompassing 14 events and activities including 2 trade shows, 7 client events, 3 reverse trade shows and 2 CVB events including the annual CVB Holiday Party (pictured below). The department also executed the following:

- Fulfilled 10 client requests resulting in 138 CVB Partner referrals
- Assisted a total of 13 clients with their service requests/fulfillments
- Organized 5 site visits representing 3,035 room nights and 1,325 attendees



# Convention Sales & Services January 2017

Photos from the CVB Holiday Party:



## January – March

- The Department projects the following program management:
  - Total of eight programs encompassing 18 events and activities including:
    - Two conventional trade shows
    - One reverse trade shows
    - Three FAMs (for a total of 10 activities)
    - Four client events
    - One partner event
  - January site visits currently total two with total room nights at 1,440.
  - February and March are currently open.
  - 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 dramatically in the coming months.

**For questions, submissions or comments,  
please contact Rick Blackburn, Vice President of Convention Sales & Destination Services  
[rblackburn@palmsspringsoasis.com](mailto:rblackburn@palmsspringsoasis.com)**

**Convention Sales  
Production  
December 2016**

**Convention Sales Production**

TEAM	December 2016	December 2015	Variance	YTD 2016	YTD 2015	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>67</b>	<b>50</b>	<b>34%</b>	<b>950</b>	<b>827</b>	<b>15%</b>	<b>868</b>	<b>109%</b>
<b>Definite Room Nights</b>	<b>27,756</b>	<b>29,325</b>	<b>-5%</b>	<b>190,249</b>	<b>175,898</b>	<b>8%</b>	<b>179,000</b>	<b>106%</b>
<b>Bookings</b>	<b>38</b>	<b>36</b>	<b>6%</b>	<b>305</b>	<b>266</b>	<b>15%</b>	<b>266</b>	<b>115%</b>

EIC	December 2016	December 2015	Variance	YTD 2016	YTD 2015	Variance
Business Sales	\$ 22,518,165	\$ 26,314,566	-14%	\$ 174,847,884	\$ 174,074,232	0.4%
Jobs Supported	5,435	6,082	-11%	45,200	41,367	9%
Local Taxes	\$ 1,244,295	\$ 1,440,828	-14%	\$ 9,570,060	\$ 10,098,325	-5%
Personal Income	\$ 7,926,301	\$ 9,260,543	-14%	\$ 61,548,158	\$ 61,183,038	1%
Bed Taxes	\$ 565,947	\$ 650,687	-13%	\$ 4,307,522	\$ 4,799,402	-10%

LEGACY	December 2016	YTD 2016
Definite Room Nights	0	28,835
Bookings	0	15

EIC	December 2016	YTD 2016
Business Sales	\$ -	\$ 31,449,029
Jobs Supported	-	7,983
Local Taxes	\$ -	\$ 1,520,277
Personal Income	\$ -	\$ 11,012,713
Bed Taxes	\$ -	\$ 587,411

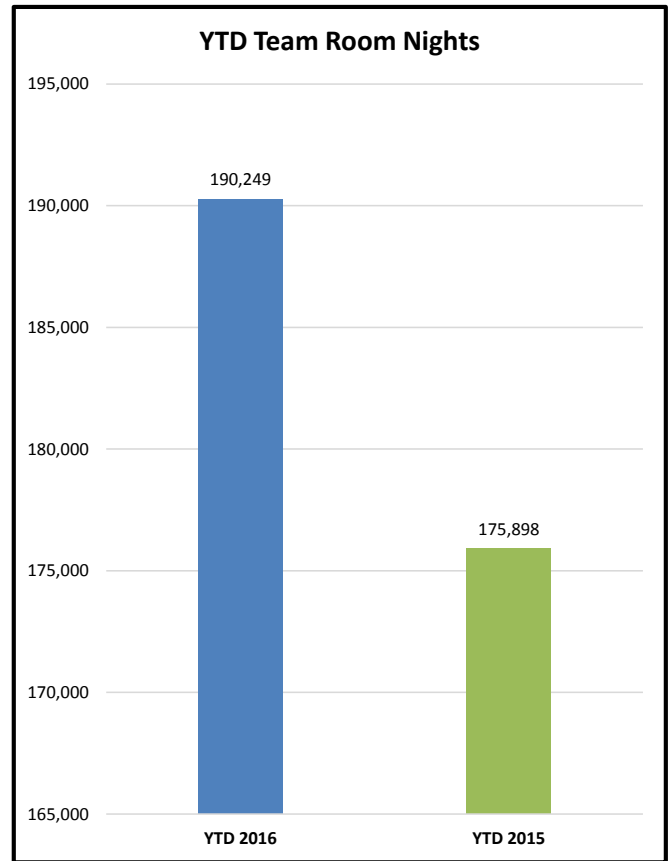
TOTAL	December 2016	YTD 2016
Definite Room Nights	27,756	219,084
Bookings	38	320

EIC	December 2016	YTD 2016
Business Sales	\$ 22,518,165	\$ 206,296,913
Jobs Supported	5,435	53,183
Local Taxes	\$ 1,244,295	\$ 11,090,338
Personal Income	\$ 7,926,301	\$ 72,560,871
Bed Taxes	\$ 565,947	\$ 4,894,933

**Meetings Actualized (Includes Legacy)**

	December 2016	YTD 2016
Definite Room Nights	8,696	180,031
Bookings	9	294

EIC	December 2016	YTD 2016
Business Sales	\$ 6,693,242	\$ 165,780,552
Jobs Supported	1,301	43,641
Local Taxes	\$ 323,447	\$ 9,137,054
Personal Income	\$ 2,321,575	\$ 58,224,423
Bed Taxes	\$ 121,908	\$ 4,073,764



**Event Impact Calculator Key (EIC)**

- **Business Sales** - Dollar amount for all expenditures in the local economy as a result of an event. Includes direct, indirect, and induced business sales.
- **Jobs Supported** - Employment supported by all event-related business sales. Includes direct, indirect, and induced business sales.
- **Local Taxes** - Dollar amount for all direct, indirect, and induced local taxes and assessments generated by an event. Includes income, bed, sales, and other local taxes.
- **Personal Income** - Dollar amount for the income accrued to households as a result of the event and business activity. Includes wages, salaries, labor income, proprietors income, and, retirement/disability/military payments.
- **Bed Taxes** - Dollar amount for the Transient Occupancy Taxes collected based on 11.5% (Average of all Greater Palm Springs cities).



## Convention Sales Booking Production Analysis December

### By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2016	2	5%	326	1%	70	0%	110	35,014
2017	20	53%	6,226	22%	2,735	18%	126	64,715
2018	10	26%	9,783	35%	5,051	34%	40	42,497
2019	5	13%	6,703	24%	5,016	34%	17	25,937
2020	1	3%	4,718	17%	2,000	13%	9	17,529
2021	0	0%	0	0%	0	0%	2	2,285
2022	0	0%	0	0%	0	0%	1	2,272
<b>Total</b>	<b>38</b>	<b>100%</b>	<b>27,756</b>	<b>100%</b>	<b>14,872</b>	<b>100%</b>	<b>305</b>	<b>190,249</b>

### By Peak Room Nights (Team only)

Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Under - 99	17	45%	2,044	7%	977	7%	149	19,494
100 - 200	9	24%	3,520	13%	1,935	13%	55	24,609
201-499	6	16%	7,445	27%	2,635	18%	70	76,357
500-999	6	16%	14,747	53%	9,325	63%	30	66,229
1000-1499	0	0%	0	0%	0	0%	1	3,560
<b>Total</b>	<b>38</b>	<b>100%</b>	<b>27,756</b>	<b>100%</b>	<b>14,872</b>	<b>100%</b>	<b>305</b>	<b>190,249</b>

### By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture	3	8%	965	3%	445	3%	14	12,883
Athletic & Sports	0	0%	0	0%	0	0%	7	6,978
Automotive	2	5%	4,788	17%	2,026	14%	17	13,189
Computer/Software	0	0%	0	0%	0	0%	4	4,607
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	2	246
Educational	3	8%	2,850	10%	1,350	9%	25	18,758
Entertainment	1	3%	50	0%	40	0%	10	1,536
Environmental	0	0%	0	0%	0	0%	2	3,843
Film Crews	0	0%	0	0%	0	0%	1	39
Financial	1	3%	138	0%	80	1%	17	14,791
Franchise	0	0%	0	0%	0	0%	5	3,534
Government	4	11%	2,684	10%	985	7%	23	11,480
Health & Medical	6	16%	3,177	11%	3,582	24%	48	20,095
High Tech	1	3%	40	0%	20	0%	6	4,622
Hobby & Vocational	0	0%	0	0%	0	0%	1	267
Incentive	0	0%	0	0%	0	0%	2	239
Insurance	2	5%	2,466	9%	832	6%	9	7,330
LGBT	0	0%	0	0%	0	0%	1	2,200
Manufacturing/Distribution	2	5%	76	0%	24	0%	16	5,125
Meetings/Conventions	0	0%	0	0%	0	0%	2	120
Pharmaceuticals	0	0%	0	0%	0	0%	4	5,434
Real Estate	0	0%	0	0%	0	0%	1	275
Religious	6	16%	6,535	24%	3,403	23%	31	18,205
Scientific/Engineering	3	8%	2,891	10%	1,665	11%	8	5,507
Social	0	0%	0	0%	0	0%	10	5,266
Sporting Events	1	3%	155	1%	100	1%	7	3,453
Trade/Commercial/Business	3	8%	941	3%	320	2%	28	16,638
Transportation	0	0%	0	0%	0	0%	4	3,589
<b>Total</b>	<b>38</b>	<b>100%</b>	<b>27,756</b>	<b>100%</b>	<b>14,872</b>	<b>100%</b>	<b>305</b>	<b>190,249</b>

**Convention Sales**  
 Booking Production Analysis (Cont.)  
 December

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

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Arizona	0	0%	0	0%	0	0%	1	90
California	17	45%	14,778	53%	6,974	47%	158	76,907
Canada	2	5%	500	2%	300	2%	14	7,725
Colorado	5	13%	3,740	13%	1,795	12%	10	9,987
Connecticut	0	0%	0	0%	0	0%		
District of Columbia	1	3%	526	2%	190	1%	12	11,100
Florida	0	0%	0	0%	0	0%	9	7,056
France	0	0%	0	0%	0	0%	1	960
Georgia	1	3%	138	0%	80	1%	5	5,184
Idaho	0	0%	0	0%	0	0%	2	529
Illinois	1	3%	40	0%	20	0%	10	3,326
Indiana	0	0%	0	0%	0	0%	1	220
Iowa	0	0%	0	0%	0	0%	1	410
Italy	1	3%	190	1%	47	0%	1	190
Kansas	0	0%	0	0%	0	0%		
Kentucky	0	0%	0	0%	0	0%		
Louisiana	0	0%	0	0%	0	0%		
Maryland	0	0%	0	0%	0	0%	6	5,792
Massachusetts	0	0%	0	0%	0	0%	3	4,750
Michigan	0	0%	0	0%	0	0%	2	385
Minnesota	0	0%	0	0%	0	0%	8	11,161
Missouri	0	0%	0	0%	0	0%		
Montana	0	0%	0	0%	0	0%	1	935
Nebraska	0	0%	0	0%	0	0%	1	260
Nevada	0	0%	0	0%	0	0%		
New Jersey	1	3%	1,995	7%	3,000	20%	5	4,126
New Mexico	0	0%	0	0%	0	0%		
North Carolina	0	0%	0	0%	0	0%	1	715
New York	2	5%	2,179	8%	493	3%	15	10,561
Ohio	2	5%	2,798	10%	1,635	11%	6	7,540
Oklahoma	0	0%	0	0%	0	0%	1	36
Oregon	0	0%	0	0%	0	0%	5	1,022
Pennsylvania	1	3%	180	1%	50	0%	6	7,103
South Carolina	0	0%	0	0%	0	0%	1	1,240
South Dakota	0	0%	0	0%	0	0%		
Tennessee	1	3%	155	1%	100	1%	3	511
Texas	0	0%	0	0%	0	0%	2	238
Virginia	2	5%	495	2%	176	1%	8	7,280
Washington	1	3%	42	0%	12	0%	3	488
Wisconsin	0	0%	0	0%	0	0%	2	2,282
Wyoming	0	0%	0	0%	0	0%	1	140
<b>Total</b>	<b>38</b>	<b>100%</b>	<b>27,756</b>	<b>100%</b>	<b>14,872</b>	<b>100%</b>	<b>305</b>	<b>190,249</b>

**PSCC Definite Bookings (Includes Legacy)**

Market Segment	December			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	1	1,613	700
Association National	0	0	0	0	0	0
Athletic/Recreation	0	0	0	2	5,374	5,000
Automotive	0	0	0	0	0	0
Educational	0	0	0	4	4,498	6,100
Environmental	0	0	0	2	3,843	2,000
Government	0	0	0	2	4,642	1,550
Health & Medical	1	1,995	3,000	5	4,994	5,915
Pharmaceuticals	0	0	0	1	1,015	1,500
Religious	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
SMEF	0	0	0	4	11,663	1,500
Social	0	0	0	3	1,814	790
Third Party Planner	0	0	0	0	0	0
Trade/Commercial	0	0	0	1	1,861	1,000
Travel Agent/Third Party	0	0	0	0	0	0
<b>Total</b>	<b>1</b>	<b>1,995</b>	<b>3,000</b>	<b>25</b>	<b>41,317</b>	<b>26,055</b>

**Convention Sales**  
Tentative Lost Business  
December 2016

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

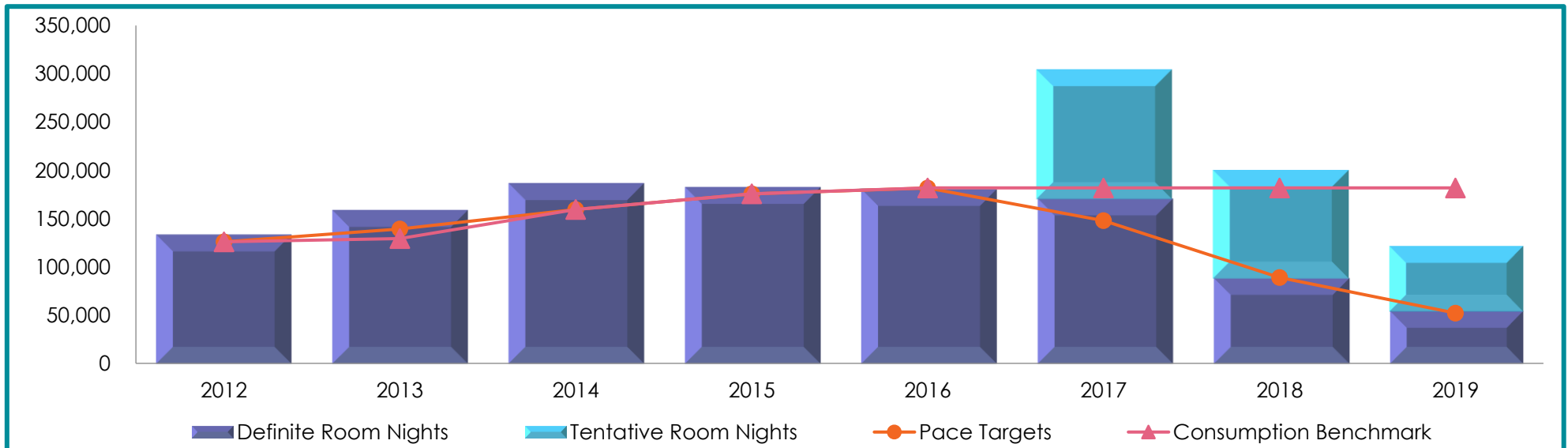
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	1	617	46	38,238
2	Las Vegas	0	0	17	25,500
3	Phoenix	0	0	13	14,688
4	Los Angeles	0	0	11	13,690
6	Scottsdale	3	1,230	13	13,623
7	New Orleans	1	2,100	7	11,721
5	San Francisco	1	22	7	10,736
8	San Antonio	1	312	10	9,638
9	Orlando	0	0	6	9,621
10	Tucson	1	1,692	10	9,035

**All Lost Leads by State/Country**

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	4	2,922	39	38,702
Bermuda	0	0	1	587
California	9	3,059	171	134,330
Canada	1	120	13	7,134
Caribbean	0	0		
Colorado	3	3,224	5	3,483
Connecticut	0	0		
District of Columbia	0	0		
Dominican Republic	0	0	1	349
Florida	0	0	19	20,892
Georgia	0	0	4	3,379
Hawaii	1	200	6	1,980
Illinois	0	0	1	420
Indiana	0	0	1	1,100
Iowa	0	0	1	380
Kentucky	0	0		
Louisiana	1	2,100	7	11,721
Maine	0	0	1	100
Maryland	0	0		
Massachusetts	0	0		
Mexico	0	0	5	2,114
Michigan	0	0	1	1,111
Minnesota	1	1,290	1	1,290
Missouri	0	0	3	6,740
Nevada	0	0	19	27,845
New Jersey	0	0		
New Mexico	0	0	1	185
New York	0	0		
North Carolina	0	0	1	140
Ohio	0	0		
Puerto Rico	0	0	2	903
South Carolina	0	0	1	145
South Dakota	0	0		
Switzerland	0	0	1	147
Tennessee	0	0	3	565
Texas	2	1,912	24	19,831
Turkey	0	0		
United Kingdom	0	0		
Utah	0	0		
Virginia	0	0	1	51
Washington DC	0	0		
Washington	1	895	3	4,850
Meeting location unknown	23	22,535	321	307,016
Meeting canceled or postponed	0	0		
<b>Total</b>	<b>46</b>	<b>38,257</b>	<b>657</b>	<b>597,490</b>

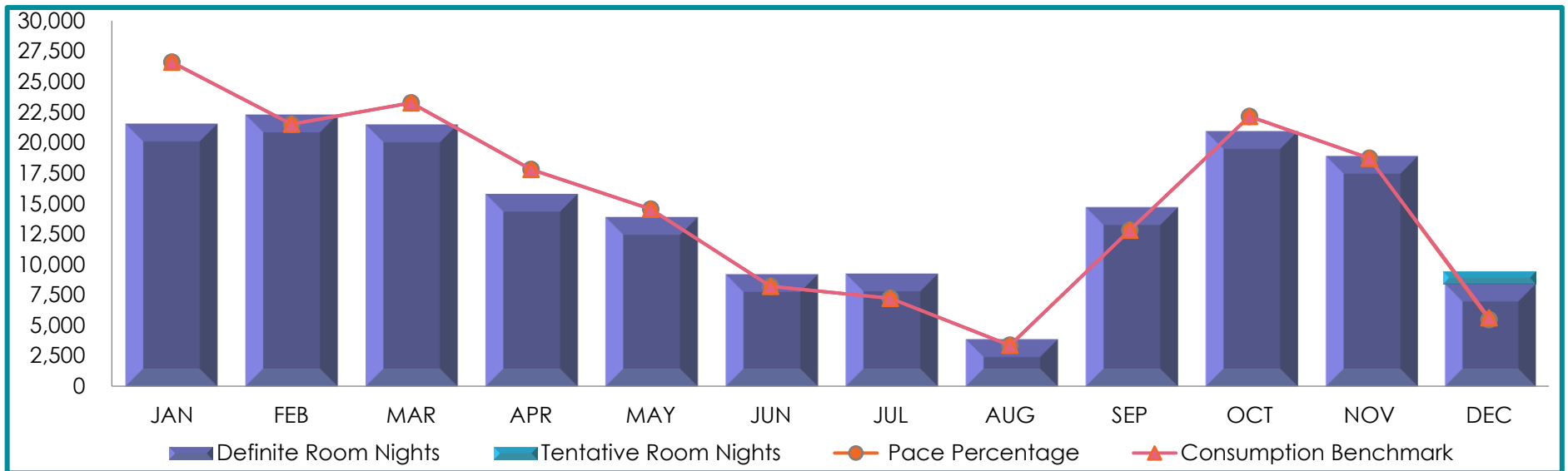
	2012	2013	2014	2015	2016	2017	2018	2019	Total
Definite Room Nights	133,385	158,499	186,207	182,294	180,156	170,402	88,607	54,574	1,154,124
Pace Targets	125,953	139,228	159,343	175,547	181,619	147,738	89,048	52,078	1,070,554
Variance	7,432	19,271	26,864	6,747	(1,463)	22,664	(441)	2,496	83,570
Consumption Benchmark	125,953	129,228	159,343	175,662	181,769	181,769	181,769	181,769	1,317,262
Pace Percentage	106%	114%	117%	104%	99%	115%	100%	105%	108%
Total Demand Room Nights	294,429	698,660	650,118	647,415	722,310	600,601	346,671	180,841	4,141,045
Lost Room Nights	5,610	540,161	463,911	465,121	542,154	430,199	258,064	126,267	2,831,487
Conversion Percentage	19%	23%	29%	28%	25%	28%	26%	30%	28%
Tentative Room Nights	0	0	0	0	1,000	133,832	111,837	67,710	314,379

Greater Palm Springs Events									
	2012	2013	2014	2015	2016	2017	2018	2019	Total
Definite Events	230	270	300	264	294	193	63	29	1,643
Pace Targets	207	239	266	277	288	174	74	34	1,559
Variance	23	21	34	(13)	6	19	(11)	(5)	74
Consumption Benchmark	207	239	266	278	289	289	289	289	2,146
Pace Percentage	111%	113%	113%	95%	102%	111%	85%	85%	105%
Total Demand Events	773	822	793	801	909	550	210	83	4,941
Lost Events	543	552	493	537	615	357	147	54	3,298
Conversion Percentage	30%	33%	30%	33%	32%	35%	30%	35%	33%
Tentative Events	0	0	0	0	1	218	115	55	389



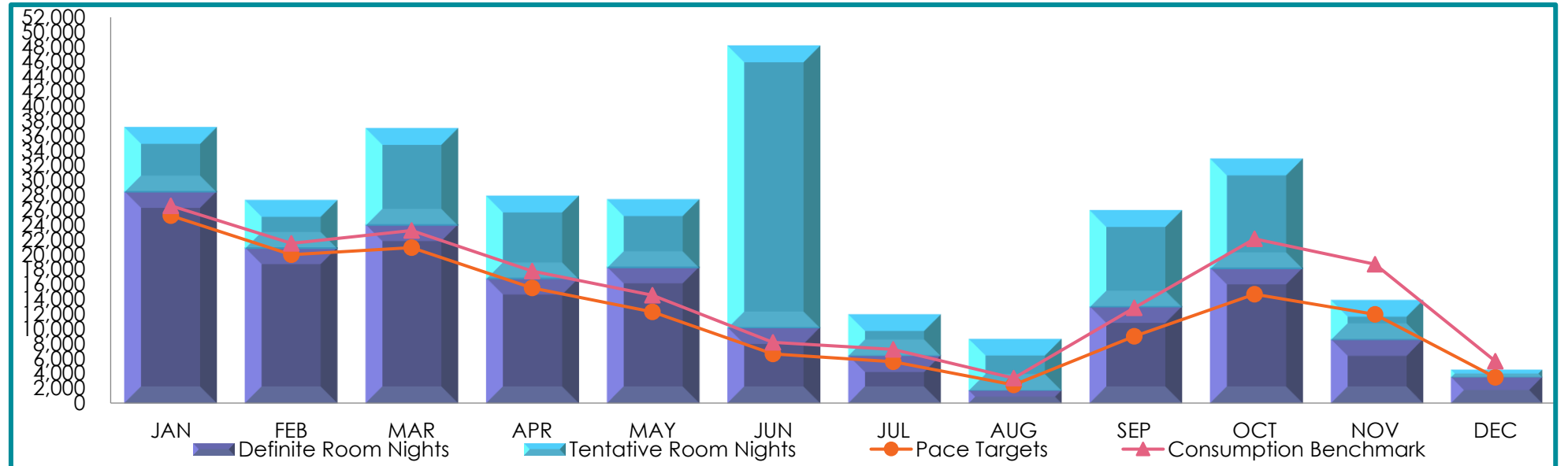
Greater Palm Springs 2016 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	21,540	22,272	21,475	15,776	13,875	9,205	9,253	3,865	14,681	20,920	18,884	8,410	180,156
Pace Targets	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,470	181,619
Variance	(5,059)	757	(1,774)	(2,021)	(663)	1,011	2,030	509	1,862	(1,233)	178	2,940	(1,463)
Consumption Benchmark	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,620	181,769
Pace Percentage	81%	104%	92%	89%	95%	112%	128%	115%	115%	94%	101%	154%	99%
Total Demand Room Nights	96,370	73,276	61,523	62,911	51,055	63,745	27,387	23,116	95,168	78,439	71,297	18,023	722,310
Lost Room Nights	74,830	51,004	40,048	47,135	37,180	54,540	18,134	19,251	80,487	57,519	52,413	9,613	542,154
Conversion Percentage	22%	30%	35%	25%	27%	14%	34%	17%	15%	27%	26%	47%	25%
Tentative Room Nights	0	0	0	0	0	0	0	0	0	0	0	1,000	1,000

Greater Palm Springs 2016 Events													
Definite Events	36	50	24	18	24	13	16	9	28	44	24	8	294
Pace Targets	39	39	31	24	24	15	12	9	22	36	27	10	288
Variance	(3)	11	(7)	(6)	0	(2)	4	0	6	8	(3)	(2)	6
Consumption Benchmark	39	39	31	24	24	15	12	9	22	36	27	11	289
Pace Percentage	92%	128%	77%	75%	100%	87%	133%	100%	127%	122%	89%	80%	102%
Total Demand Events	132	118	86	73	64	61	43	28	102	110	71	21	909
Lost Events	96	68	62	55	40	48	27	19	74	66	47	13	615
Conversion Percentage	27%	42%	28%	25%	38%	21%	37%	32%	27%	40%	34%	38%	32%
Tentative Events	0	0	0	0	0	0	0	0	0	0	0	1	1



Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	28,438	20,911	24,010	16,846	18,348	10,205	6,455	1,753	13,036	18,206	8,637	3,557	170,402
Pace Targets	25,265	19,991	20,946	15,518	12,275	6,633	5,563	2,450	8,991	14,673	11,969	3,464	147,738
Variance	3,173	920	3,064	1,328	6,073	3,572	892	(697)	4,045	3,533	(3,332)	93	22,664
Consumption Benchmark	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,620	181,769
Pace Percentage	113%	105%	115%	109%	149%	154%	116%	72%	145%	124%	72%	103%	115%
Total Demand Room Nights	106,437	99,336	49,972	53,199	38,948	49,441	44,420	18,562	31,341	60,750	41,066	7,129	600,601
Lost Room Nights	77,999	78,425	25,962	36,353	20,600	39,236	37,965	16,809	18,305	42,544	32,429	3,572	430,199
Conversion Percentage	27%	21%	48%	32%	47%	21%	15%	9%	42%	30%	21%	50%	28%
Tentative Room Nights	8,779	6,558	13,084	11,190	9,239	37,914	5,665	7,039	13,084	14,807	5,412	1,061	133,832

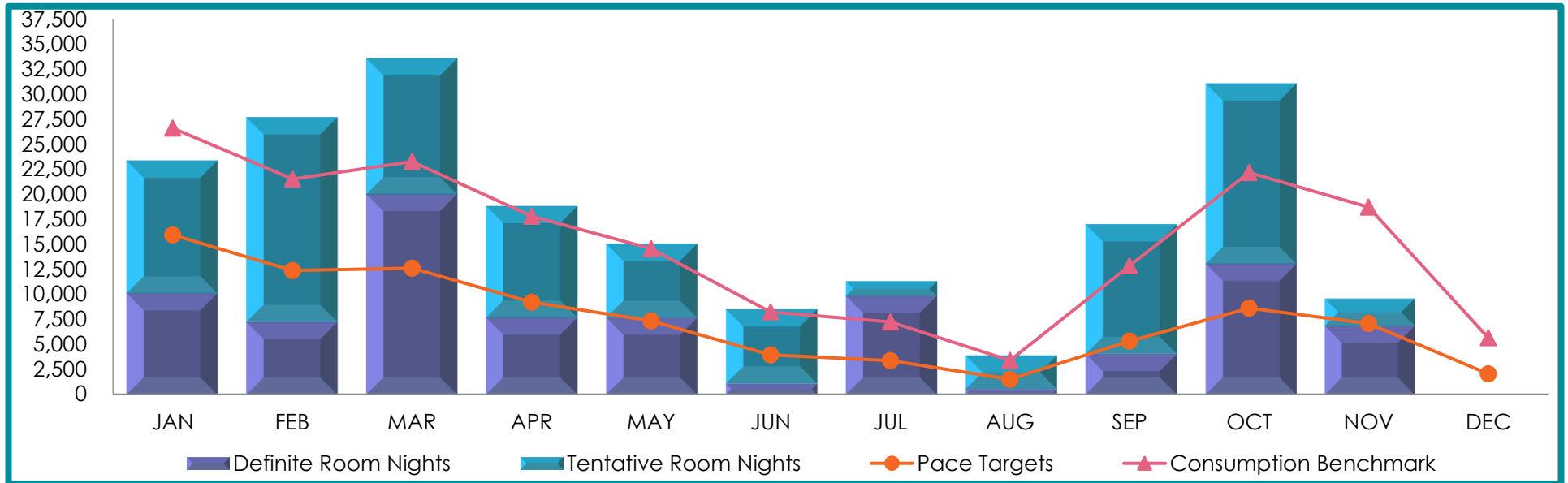
Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	38	32	22	19	18	11	11	4	8	17	9	4	193
Pace Targets	32	30	22	16	15	9	6	4	10	15	11	4	174
Variance	6	2	0	3	3	2	5	0	(2)	2	(2)	0	19
Consumption Benchmark	39	39	31	24	24	15	12	9	22	36	27	11	289
Pace Percentage	119%	107%	100%	119%	120%	122%	183%	100%	80%	113%	82%	100%	111%
Total Demand Events	118	93	57	56	38	32	32	14	27	51	25	7	550
Lost Events	80	61	35	37	20	21	21	10	19	34	16	3	357
Conversion Percentage	32%	34%	39%	34%	47%	34%	34%	29%	30%	33%	36%	57%	35%
Tentative Events	32	22	30	19	19	13	11	10	24	23	10	5	218





Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	10,157	7,283	20,013	7,725	7,716	1,123	9,903	600	4,107	13,078	6,902	0	88,607
Pace Targets	15,917	12,357	12,585	9,184	7,326	3,902	3,342	1,481	5,296	8,588	7,061	2,009	89,048
Variance	(5,760)	(5,074)	7,428	(1,459)	390	(2,779)	6,561	(881)	(1,189)	4,490	(159)	(2,009)	(441)
Consumption Benchmark	26,599	21,515	23,249	17,797	14,538	8,194	7,223	3,356	12,819	22,153	18,706	5,620	181,769
Pace Percentage	64%	59%	159%	84%	105%	29%	296%	41%	78%	152%	98%	0%	100%
Total Demand Room Nights	35,121	45,674	49,533	33,257	22,109	23,224	29,308	6,245	28,403	31,377	39,445	2,975	346,671
Lost Room Nights	24,964	38,391	29,520	25,532	14,393	22,101	19,405	5,645	24,296	18,299	32,543	2,975	258,064
Conversion Percentage	29%	16%	40%	23%	35%	5%	34%	10%	14%	42%	17%	0%	26%
Tentative Room Nights	13,259	20,431	13,563	11,156	7,414	7,457	1,500	3,374	12,947	17,989	2,747	0	111,837

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	8	8	11	4	7	2	7	1	3	7	5	0	63
Pace Targets	13	13	9	7	6	4	3	2	4	6	5	2	74
Variance	(5)	(5)	2	(3)	1	(2)	4	(1)	(1)	1	0	(2)	(11)
Consumption Benchmark	39	39	31	24	24	15	12	9	22	36	27	11	289
Pace Percentage	62%	62%	122%	57%	117%	50%	233%	50%	75%	117%	100%	0%	85%
Total Demand Events	23	33	27	24	15	18	17	5	14	16	17	1	210
Lost Events	15	25	16	20	8	16	10	4	11	9	12	1	147
Conversion Percentage	35%	24%	41%	17%	47%	11%	41%	20%	21%	44%	29%	0%	30%
Tentative Events	16	19	18	17	6	7	1	3	12	14	2	0	115



# Travel Industry Sales

## Market Activity for December 2016

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
<b>Client Services</b>	148	<b>1169</b>	1,080	108%
<b>Client Reach</b>	631	<b>7064</b>	5,400	116%
<b>TIS Activities &amp; Programs</b>	17	<b>114</b>	100	114%
<b>NEW Programs</b>	2	<b>20</b>	18	111%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Description	
<b>Monthly Programs</b>	7	<b>47</b>	Monthly activities promoting the destination via trade show, sales mission, marketing, & client events.	
<b>FAMS, Site Visits &amp; Client Meetings</b>	2	<b>30</b>	Organized and hosted FAMS, sites & client meetings in the destination.	
<b>Webinars, Trainings &amp; Workshops</b>	8	<b>37</b>	Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.	

### United States

- The CVB conducted call center training at Allegiant Airlines Vacations in Las Vegas. Destination training was provided to 90 sales agents.
- The CVB also attended Signature Network Meeting and Tradeshow. Signature Travel Network annually invites all of their members (agency owners and agents), suppliers and tourism board partners to a sales meeting & tradeshow. Approximately 1,200+ travel consultants, managers and owners attend workshops, networking sessions and a supplier tradeshow. The CVB participated in the trade show and round table presentations training 164 agents on the destination.
- The CVB attended the Worldview Chairman's Circle Mexico Mission in Cancun, meeting with 58 travel professionals.

# Travel Industry Sales

## Market Activity for December 2016

Looking forward:

- IPW Advisory Council Meeting; Washington DC - January 25-27
- Virtuoso Conference hosted at La Quinta Resort & Spa, January 26-28
- RTO Summit West in Marina Del Ray, California, February 8-9
- Go West Summit, Reno, Nevada, February 20-23
- Visit California Outlook Forum, Santa Barbara, California, February 27-March 1

### Australia

Looking forward:

- Qantas Holidays/BNP Paribas FAM – March 2017

### Canada

- Greater Palm Springs hosted 10 travel professionals from Association of Canadian Travel Agencies. ACTA is a national trade association representing the retail travel sector of Canada's tourism industry and is an industry-led, non-profit, membership-based organization. Members include retail travel agencies and suppliers such as tour operators, travel wholesalers, airlines, hotels, destination marketing organizations, cruise and rail lines, and automobile rental companies.

Looking forward:

- Visit California Air Canada Luxury FAM – February 9-11, 2017

### China and Japan

- The CVB participated in both the Club California - China and Japan. Club California is an interactive educational forum designed to engage and motivate tour operators to develop California tour product in new ways and educate front-line travel agents on California. The 77 attendees at the Osaka and Beijing seminars were highly engaged. Greater Palm Springs was showcased in presentations and is one of the founding sponsors.

Looking forward:

- The CVB will participate in Club California – Japan, January 27, 2017.
- The CVB will participate in Visit California's Japan/South Korea Sales Mission in March 2017.
- The CVB's office in China will participate in Visit California's China Sales Mission in April 2017.

# Travel Industry Sales

## Market Activity for December 2016

### Europe

- Greater Palm Springs CVB joined Visit California at the International Luxury Travel Market in Cannes, France. ILTM is considered the premier annual global luxury Travel Marketplace. This exclusive, by-invitation-only event brings the world's most desirable destinations, luxury accommodations and high-end travel experience providers together with the most influential luxury travel specialists, buyers, agents and travel media. California was the first state to exhibit at ILTM and hosted the opening reception. CEOs for each CVB were also in attendance for a specific CEO track. The CVB met individually with thirty top International luxury leisure travel professionals and executives.

Looking forward:

- Air France Training with MN Organization, May 30, 2107

### Germany

Looking forward:

- The CVB's German office will participate in the Visit USA Roadshow in January and February. The Roadshow will visit four German cities.

### Mexico

Looking forward:

- The CVB will participate in the Visit California Mexico Sales Mission, Mexico City, Guadalajara and Leon; Jan 30 - Feb 3.

### United Kingdom

- The CVB's UK Office travelled to Hayes & Jarvis offices in Crawley for a roadshow style training event with 20 sales agents, visited Worldwide Motor-homing Holidays and trained 10 of their key US sales staff on Greater Palm Springs. Travelled to the head office of American Sky for training of 15 staff on Southern California including a focus on Greater Palm Springs followed by a webinar for 10 of their Ireland sales staff. Visited the call center of Travelbag for product training with 13 staff. The office also trained a total of 140 agents during visits to Trailfinders, North American Travel Service, Thomas Cook, BA Holidays & Netflights.

For more information about **Travel Industry Sales**, contact:

**Gary Orfield**, Director of Travel Industry Sales  
gorfield@palmspringsoasis.com

# Advertising – December 2016

## Highlights

In December, the destination continued marketing efforts in seasonal fly markets along with exposure in year-round drive markets. In addition, the CBS celebrity influencer campaign continued, featuring Fitz and the Tantrums bandmates and Gossip Girl's Kaylee Defer. The destination also concluded the Fall "Stay Chill" KTLA/Cable Television Partner co-op.

### CBS CELEBRITY INFLUENCER CAMPAIGN (NATIONAL MARKETS)

The CVB has partnered with CBS to produce custom videos using celebrities who have a strong social media following. The 12-month program will feature three celebrity social influencers who will be selected based on their ability to attract new visitors to our destination. Each video series will showcase the best places to eat, events to attend and things to do while in Greater Palm Springs. The videos are designed to drive engagement and build brand awareness through avenues such as Facebook, Twitter, YouTube and CBS Digital Networks.

The first celebrity video series includes three celebrities and has just launched. Series #1 features the popular Fitz and the Tantrums band members, Michael "Fitz" Fitzpatrick and Noelle Scaggs, as well as Fitz's wife and Gossip Girl star Kaylee Defer. The videos portray the life of touring musicians and their personal connectivity to Greater Palm Springs for reconnecting, relaxing and enjoying special time.



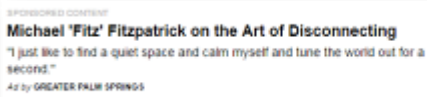
Fitz and the Tantrums article on Radio.com with Greater Palm Springs takeover.



Michael "Fitz" Fitzpatrick article on Radio.com with Greater Palm Springs takeover plus pre-roll video.



Noelle Scaggs (Fitz bandmate) article on Radio.com with Greater PalmFitz and the Tantrums article on Radio.com



Left: Native in-feed units

Below: CBS social media post examples.





# Advertising – December 2016

## Highlights



Left: Billboard ad with pre-roll video  
Below: Promoted CBS post



Below: Mobile banner suite examples



Below: Desktop banner suite examples

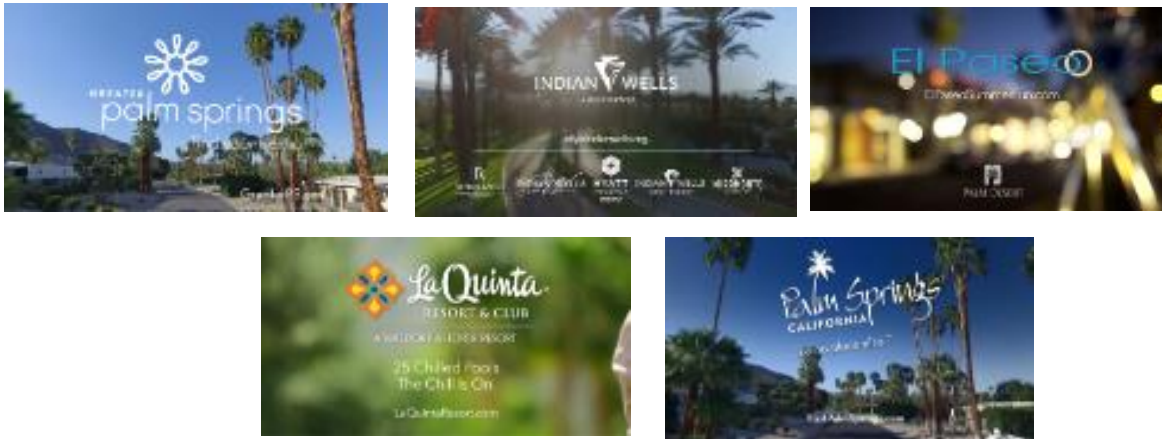




STAY CHILL COOPERATIVE CAMPAIGN (DRIVE AND SOME FLY MARKETS)

The Fall KTLA/Cable TV co-op launched in September, featuring City of Palm Desert, La Quinta Resort, City of Indian Wells and Palm Springs Bureau of Tourism. This program aimed to impact the fall, shoulder season. The campaign includes custom Partner commercials that air on KTLA and Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas, San Francisco, Seattle and Portland.

For the month of December, the Fall "Stay Chill" campaign garnered 1 billion impressions on cable television in San Diego, Los Angeles, Las Vegas, Phoenix, San Francisco, Seattle and Portland. In addition, 532 million impressions were generated on KTLA.



SEASONAL & YEAR-ROUND MARKETS: BRAND AWARENESS

According to 2016 Visa Vue data, Los Angeles (which includes Riverside and Orange counties), San Francisco and San Diego MSAs (Metropolitan Statistical Areas) remained the top Greater Palm Springs' markets throughout the entire year, in terms of spend. As a result, these markets have been identified as "Year-Round Markets" and marketing initiatives in these areas are implemented year-round. In addition, as flights into PSP increase in the Fall and Winter months, GPS increases its presence in national markets that offer nonstop routes into PSP. National target markets include Chicago, Denver, Minneapolis, New York, Portland, San Francisco, Seattle, Washington D.C. and Canadian markets.

For the months of December, the destination received 1,615,832 Print Impressions, 741,738,447 Television impressions, 14,864,887 Out of Home and 1,794,103 Digital impressions.

Print slowed slightly during the holiday month, and included Locale Magazine. Television spots aired in Seattle, Portland, Chicago, Minneapolis, New York, Denver and Canadian markets. Out-of-Home digital billboards launched in the busy areas of Chicago, Seattle, San Francisco and Minneapolis. Digital impressions included a Travelzoo campaign, included Avalon Hotel, Agua Caliente Casino, Aqua Soleil Hotel, Best Western Las Brisas, BMW Performance Driving School, Casa Cody, DoubleTree by Hilton, Desert Adventures, Hard Rock Hotel, Hilton Palm Springs, Hyatt Regency Indian Wells, Hyatt Palm Springs, JW Marriott Desert Springs, La Quinta Resort & Club, Marquis Villas Resort, Miramonte Resort, Palm Canyon Resort, POSH Hotel, Renaissance Indian Wells, Renaissance Palm Springs, The Inn at Deep Canyon, The Living Desert, Two Bunch Palms, V Palm Springs, and Villa Royale.



**Coming Soon:**

- In 2017, we will continue to see impressions and video views increase as we get further into the campaign. The second and third celebrity series are currently underway.
- As the destination's event season approaches, we will use billboard space to promote and brand the destination as an Event Oasis.
- The Chill Pass will also continue to be promoted in each of our campaigns, so please make sure your Chill Pass deal is loaded and updated for the coming season!

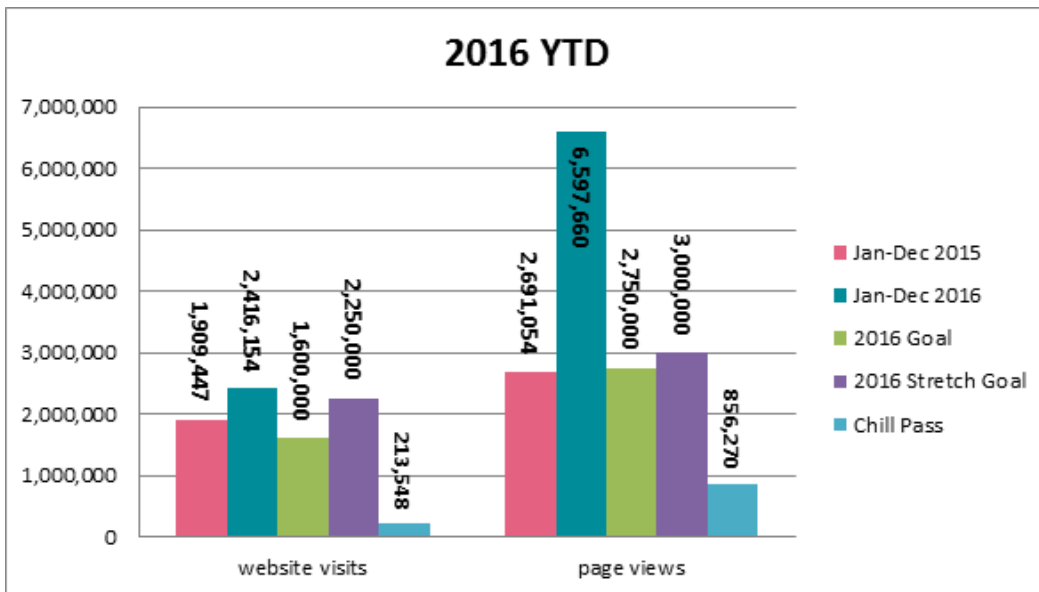
Contact Bob Thibault for more information  
vice president of marketing  
t: 760.969.1339 • [bthibault@palmspringsoasis.com](mailto:bthibault@palmspringsoasis.com)

Website Highlights

**Website:**

With continual improvements and updates to the website, our audiences appear to be growing by leaps and bounds, and spending an average of **more than 3 minutes** perusing the site. The online calendar boasts over **200 events** with more added daily, and both the Travel Trade and Partner pages sport a new refreshed look. Moreover, visiting and local pet owners can find all the resources they need for their furry companions on our new Dog Friendly page.

The CVB website had a phenomenal, if not record-breaking, year. In December, page views skyrocketed to nearly **6.6 million** while website visits increased nearly a third over 2015.

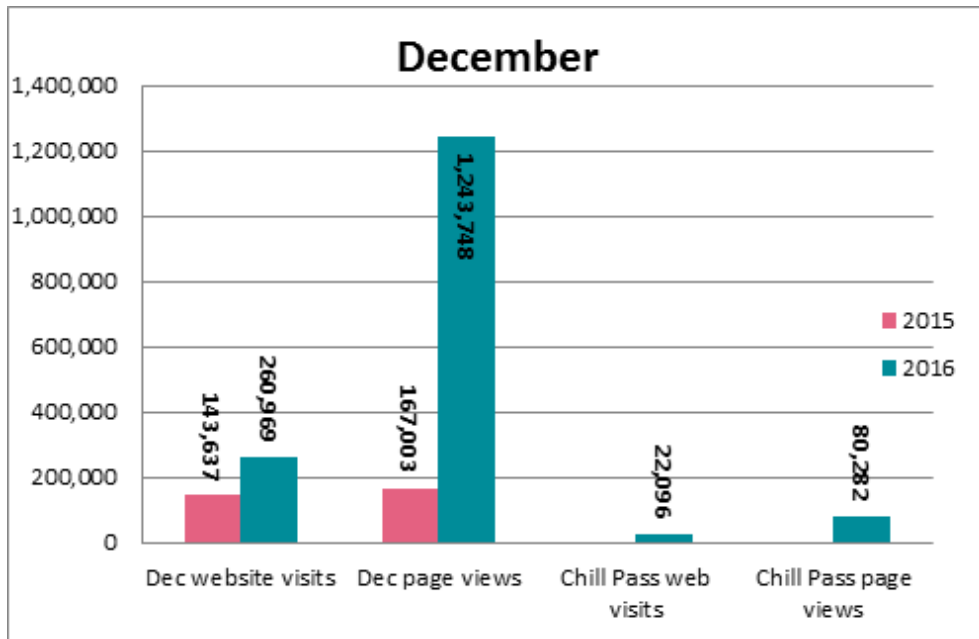


website visits:  
**27% over** 2015 YTD  
**151% over goal**

page views:  
**145% over** 2015 YTD  
**240% over goal**

**Chill Pass:**

There's no doubt that viewers and visitors are taking advantage of chill pass! The month of December received 80,282 page views and people are spending over 4 minutes per session searching for offers.



website visits:  
**82% over** December 2015

page views:  
**645% over** December 2015

## HOW TO GET INVOLVED

### **Partner Extranet:**

Be sure to update your profile on the CVB website including listing data and business description, images and special offers for **chillpass.com** by logging in to the partner extranet at [www.mygpvcvb.com](http://www.mygpvcvb.com).

### **Chill Pass:**

Add your tourism related offers through the extranet. When you log in, if you have marketing access, you will see a Web tab under your profile information. Click on the tab to view, add and edit your special offers (coupons).

### **Calendar of Events:**

If you have a tourism or hospitality related event that you would like promoted on the CVB online calendar, please submit your event at [www.visitgreaterpalmsprings.com/events/submit](http://www.visitgreaterpalmsprings.com/events/submit). Once your offer has been submitted, it will be reviewed by the CVB before it is published.

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

### **Digital Library:**

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

### **Coming soon:**

The website is continuously being optimized and updated for maximum performance and exposure. A new interactive map will be revealed the beginning of 2017. Our trade sites (Media and Film Oasis) will also receive a fresh new look. The new Chill Chaser video that is directed to partners to get their offers posted will be sent out to introduce the promotion to CVB partners. This new video series is expected to boost traffic to Chill Pass so be sure to load your offers to your account at [www.mygpvcvb.com](http://www.mygpvcvb.com).

For more information about the CVB Website, contact:

**Winona McCullum**

Digital Database Manager





[wmccullum@palmspringsoasis.com](mailto:wmccullum@palmspringsoasis.com)

(760) 969-1333

# Marketing & Communications December 2016

## Social Media Highlights

### 2016 Year-End

	Page Likes	2016 Goal	2016 Stretch Goal	% to Goal	% to Stretch Goal	
	156,759	125,000	150,000	125.4%	104.5%	
	Followers	20,490	20,000	22,500	102.9%	91.4%
 Instagram	Followers	11,247	10,000	12,500	112.6%	90.1%
	Video Views	2,325,221	1,500,000	1,750,000	155.0%	132.9%

### Highlights

Our social referral strategy has driven more than 28,000 sessions on the CVB website in 2016.

## facebook.

The CVB's Facebook gained over **4,000 followers in December** in part to the successful **12 Days of Holiday Chill Sweepstakes** for the month of December. Each day featured a Greater Palm Springs Partner with a chance for a visitor to win an experience to a 2017 signature event, world-class attraction or other destination-themed prize. This garnered over **75,000 impressions**, over **11,000 views** and over **500 engagements**. Winners of the sweepstakes span out of markets as far as New York and Illinois, and as nearby as our drive markets bringing future visitation and awareness to the destination.

The **six CVB videos** featured on Facebook (three Wander List and three Chill Chaser videos) in December had a collective reach of **over 140,000 with more than 50,000 video views**. Viewers are also drawn to our Oasis by **lifestyle photos** and our **website articles**. Our Chill Chaser videos were our **highest engaged content** for the month of December with the first video garnering over **190 reactions and 110 shares**.



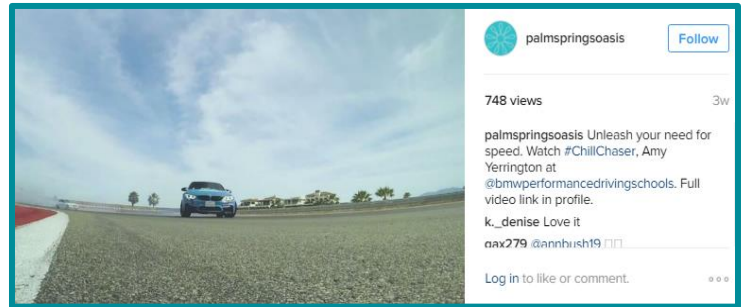
For January, we're excited to feature **five new videos** as we continue to find ways to integrate **Facebook Live** to boost our social media exposure and further engage our audience.

Follow us on Facebook and contact Krystal Kusmieruk, [kkusmieruk@palmspringsoasis.com](mailto:kkusmieruk@palmspringsoasis.com), with events or activities at your property that would be an opportunity to feature on Facebook.

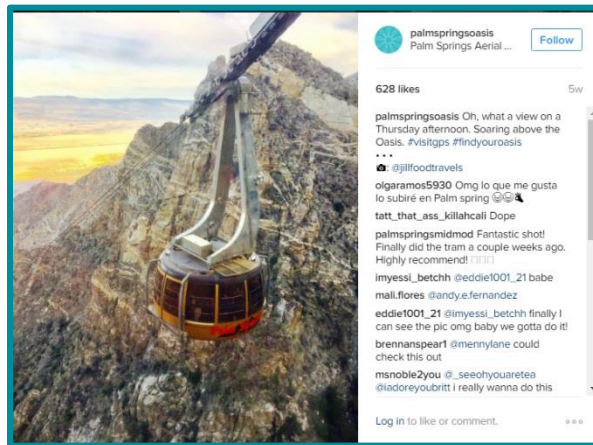




In the last quarter, The CVB Instagram account grew by 296 followers, finishing 2016 with **over 11,000 followers**. **Short videos** continue to receive an increased number of views. Our top featured videos included the Gingerbread House video at Omni Rancho Las Palmas, which received **over 800 views** and our Chill Chaser, BMW piece that garnered over **700 views with 10 comments**.



In December, we shared photos to inspire travel to Greater Palm Springs as well as utilized user generated content such as a photo from @jillsfoodtravel Instagram account. This was **our highest engaged photo** with over **600 likes and 23 comments**.



For January, we will focus on inspiring photos and continue to create short, content-rich videos to connect with our audience. Included in this strategy to engage and interact with new and returning visitors, is our plan to curate **user-generated content**.

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



Our CVB [Twitter](#) gained 455 followers in December and finished the year with **20,490 followers**, exceeding our 2016 goal.

Luxury tourism influencer, **Scott Eddy**, with over one million followers, was in Greater Palm Springs and we were able to engage with his tweets, which included retweeting, replying and liking as he shared about different locations and Luxury Travel in Greater Palm Springs.



Look for more enriching content with information on upcoming events, as well as engaging pieces promoting the Wander List and Chill Chaser video series. **Join the conversation** with us and follow on Twitter [@thegps oasis](#).



The CVB surpassed its yearly goal for YouTube numbers with a final video view count of **2,325,591 views**. In December alone; **23%** of the year's views were garnered with a monthly total of **540,000 views**. With an influx of new content, we have also boosted our focus on growing the subscriber base for our channel. With regular content and addition of end tags to our content we expect our subscriber base to steadily grow. In December, we posted seven new videos and gained 141 subscribers, bringing our channel subscribers to **over 900**.

In December, we launched a new series, **Chill Chaser**, featuring personality Amy Yerrington. The trailer and first two episodes resulted in **over 100,000 views**. December also continued our Wander List series with two new videos bringing the series to a total of six videos and **over 300,000 views** for the month and **over 500,000 views** for 2016. Both series will continue in January, with content being pushed out on YouTube, and heavily supported on all other CVB social media channels. CVB efforts will also continue to promote the popular CBS co-op Influencer Campaign with the Fitz & the Tantrums video series.

Watch now:



If you have imagery or fun facts you would like to contribute to the Greater Palm Springs CVB's social channels, please send them to: Krystal Kusmieruk, Digital Marketing Coordinator, [social@palmsspringsoasis.com](mailto:social@palmsspringsoasis.com)

# Marketing & Communications

## December 2016

### Media Highlights

The CVB Communications team hosted nine individuals/group familiarization visits totaling more than 70 content creators during the month of December. Beyond traditional media, we continue to see growth of the digital influencer visits, including domestic, Canada and United Kingdom.

The 15th Annual Media Golf Classic presented by Bill Huffman was held in Greater Palm Springs December 4 - December 7, 2016. Golf writers had the opportunity to play several of the more than 100 golf courses, including SilverRock Resort, the Players Course at Indian Wells Golf Resort, the Nicklaus Course at PGA WEST, and the Firecliff Course at Desert Willow Golf Resort.

Meeting media where they live, the Communications team hosted The Bay Area Travel Writers Holiday Recognition in San Francisco December 10, 2016. Over 75 writers attended the event and enjoyed mini massages, a date themed dish crafted by the chef and a photo booth. While in San Francisco, the team conducted four media appointments with various publications including Sierra and AFAR magazines.

Prior to the 28th Annual Palm Springs International Film Festival, Greater Palm Springs welcomed Mr. Scott Eddy who is ranked #3 in the world on the list of "most influential in the travel industry" according to Klout. Eddy has a social media following of over 2 million, comprised of entrepreneurs and luxury travelers.

Travel media company Lonely Planet has recently announced its annual list of the top 10 most exciting places to go in the United States in 2017. California's Low Desert which includes Greater Palm Springs is listed as #4 on the impressive list. Lonely Planet's travel experts scoured the United States to choose Best in the US 2017, 10 destinations poised to shine next year.

### Featured Content

## Forbes



The result of November JetBlue relaunch FAM, an article featuring what's new in Greater Palm Springs and where you should go was featured in Forbes online.

The result of a May German FAM visit, an article titled "Zu Den Schönsten Locations Der Welt" or "Most Beautiful Locations" was published in German Magazine Seesicht.



The result of an individual media visit in by food and luxury writer Neil Davey, an article titled "It's a DATE" was published in Sainsbury's monthly member magazine. Sainsbury's is a United Kingdom supermarket chain that encourages health and wellness. The feature included information about dates, as well as information on Greater Palm Springs.

The result of November Heidi Klein FAM, several blog posts and articles from the digital influencers were pulished across the United Kingdom and Ireland.





## Marketing & Communications: December 2016 (Cont.)

### Social Chatter about Greater Palm Springs

While in Greater Palm Springs, we encourage media guests and familiarization groups to post social media and tag our partners and the CVB. We share our partners applicable social media handles and the Greater Palm Springs CVB social media handles and hashtags. Below is a selection of examples.

#VisitGPS and #findyouroasis



**@jaimedamak | reservoir | 154 likes**

#FromWhereIStand Fell in love with the tile floor at @reservoirpalmsprings this morning. And the food was also delish // En amour avec ce plancher en céramique.



**@mrscottedy | Two Bunch Palms | 3,267 likes**

So I spent the day being pampered like a little girl at @TwoBunchPalms ... ain't I pretty?



**@mrscottedy | BMW West Coast | 3,150 likes**

This is my office this morning.

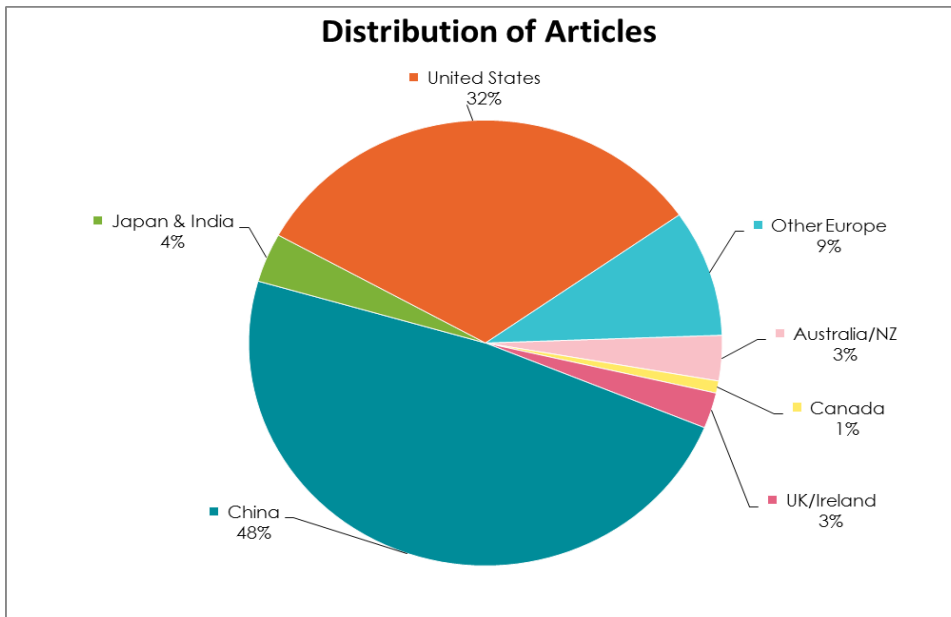
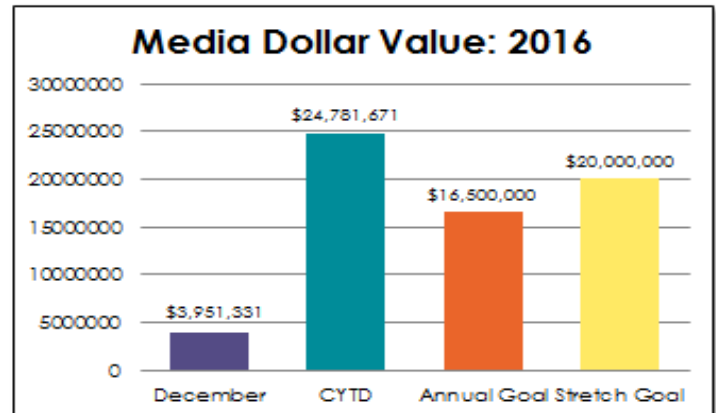
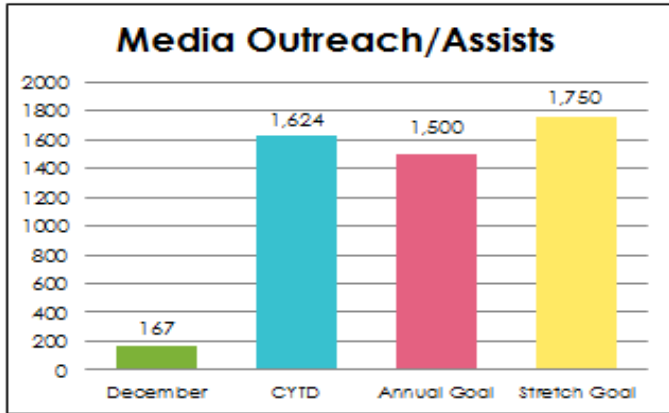


**@jeantrinh | Palm Springs Aerial Tramway | 52likes**

Went from palm trees to snow after we rode the Palm Springs Aerial Tram up 8,500 feet! (Thx @liveeatstylela for the photo!)

## Marketing & Communications: December 2016 (Cont.)

### 2016 Media Value



### On the Horizon

The Visit California Mexico Media Mission will take place January 30 to February 3. It will include press events and an exclusive cocktail reception in Mexico City to reach top tier media and influencers (TV, print, online and radio).

WestJet Photoshoot - WestJet's in-flight magazine, will do a lifestyle photoshoot in Greater Palm Springs to be published in the April 2017 issue. This project is being done in collaboration with Palm Springs Bureau of Tourism.

The Communications team will attend eTourism International on Digital Marketing tactics during the RTO Summit West February 8, 2017. RTO Summit West attracts over 92 receptive operators, 40% of which are Chinese RTOs.

For any questions, please contact:  
 Communications team  
[media@palmspringsoasis.com](mailto:media@palmspringsoasis.com)

### Film Oasis

In December, the Film Oasis Advisory Committee convened for its last meeting of the year. A variety of topics were discussed including developing a long-term Film Oasis Strategic Marketing Plan in 2017. The Committee will continue to meet quarterly in person and schedule conference calls as needed.



Also in December, for the first time, the CVB created a mobile device charging station for the Palm Springs International Film Festival (pictured here). Displaying both the branded Film Oasis and CVB logos, the station will be used in the Film Festival's Guest/Industry Suite throughout the run of the January 2-16 event. In addition, the November 2017 Raid Amazonas event continues to receive extensive print, broadcast and social media coverage in France and throughout Europe. Visit California France will be providing the CVB with a final media report by late January or early February.

### Cultural Tourism

December 5-7, Rick Blackburn, Bob Thibault and Jan Maguire attended the XLIVE Conference in Las Vegas. At this convention focused on the festivals industry, they participated in 14 scheduled meetings in two days; primarily with festival producers interested in bringing an existing festival and/or creating a new event for our destination. Meetings included the Wanderlust Festivals (pictured below), Red Bull Global Rally Cross, Brewvolution (founder of Big Texas Beer Fest), New York City Wine & Food Festival and more event producers and vendors. The CVB Partners also attending XLIVE included Modernism Week, Empire Polo Club, Indian Wells Tennis Garden and California Desert Arts Council.





**Upcoming in January, February and March 2017**

**Film Oasis**

- Plan 2017 American Documentary Film Festival Global Filmmakers FAM
- January 25/26 Location Scout with Senior Producer of *The Bachelor* and *The Bachelorette*
- Speaker/Panelist: Palm Springs Women in Film & Television "State of the Industry" luncheon
- Create Film Oasis promotional collateral piece
- Launch expanded Film Oasis website
- Film Oasis Advisory Committee first quarter meeting
- Round 2 of Los Angeles production desk side meetings
- Association of Film Commissioners International (AFCI) Locations Show with Riverside County Film Commission

**Cultural Tourism**

- Develop RFP for research firms for Greater Palm Springs Cultural Tourism benchmark study
- Desert X Promotion
- Follow up on XLIVE opportunities
- Plan Cultural Tourism workshop
- Identify opportunities for speaking engagements to grow community awareness of positive impact of cultural tourism
- Continue to identify and integrate Arts & Culture content in all CVB marketing platforms
- Move forward on development of valley-wide Arts & Culture mobile app

For more information, contact:

Jan Maguire, Film Arts and Entertainment Manager  
[jmaguire@palmspringsoasis.com](mailto:jmaguire@palmspringsoasis.com)

# Community Relations Sales Activities December 2016

## Partnership Programs and Events

Date	Event	City	Number of Attendees
January 27, 2016	CVB Joint Mixer with RM Chamber - Hacienda Sumaria	Rancho Mirage	130
February 25, 2016	CVB Meet & See - The Palm House	Palm Springs	67
March 24, 2016	CVB Spring Mixer - The Living Desert	Palm Desert	152
April 20, 2016	CVB/Wedding Warriors Joint Mixer - JW Marriott Desert Springs Resort & Spa	Palm Desert	125
May 3, 2016	CVB Oasis Awards - Westin Mission Hills Golf Resort & Spa	Rancho Mirage	604
May 24, 2016	CVB Concierge Mixer - Colony Palms Hotel / Purple Palm	Palm Springs	28
May 26, 2016	CVB Meet & See - Desert Willow Golf Resort / FootGolf	Palm Desert	82
June 22, 2016	CVB Meet & See - The Chateau at Lake La Quinta	La Quinta	87
July 28, 2016	CVB Summer Mixer - Mary Pickford Theatre	Cathedral City	121
September 8, 2016	CVB Join Mixer with PS Chamber - PS Aerial Tramway	Palm Springs	250
September 22, 2016	CVB Joint Mixer with GPSWA - DoubleTree by Hilton Hotel	Cathedral City	102
October 20, 2016	CVB Joint Mixer with GCVCC - The Art Place	Palm Desert	156
November 5, 2016	CVB Partner Family Day Meet & See - Whitewater Preserve	Whitewater	105
November 10, 2016	CVB Meet & See - Desert Adventure's Enchanted Desert	Indio	98
December 13, 2016	CVB Holiday Reception - CVB Offices	Rancho Mirage	341
<b>CYTD Total:</b>			<b>2,448</b>

Partner Referrals		
Referring Department	December	CYTD
Partnership	7	174
Travel Industry Sales	13	748
Convention Sales	54	2,342
Media/PR	0	0
Consumer	64	601
<b>Total</b>	<b>138</b>	<b>3,865</b>



Staff and Partners enjoy the CVB Holiday Party  
December 2016.