

The June Board Report is a summary of performance activity for May 2017. It also looks forward to future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

OUR MISSION

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

President's Summary

By the time you read this, **Greater Palm Springs Restaurant Week, June 2-11, 2017**, will be behind us, but the CVB will still be compiling the record-breaking results. A complete report will be ready in July, but for starters: 112 restaurants participated compared to 85 last year, there were over 50,000 sessions on the DineGPS website and 210,000 page views. There were 10.5 million local radio impressions with 900 live mentions and 1,420 promo spots, and this is just the beginning!

Greater Palm Springs took center stage in episode 2 of **The Bachelorette** which aired May 29th on ABC. The CVB's Film Oasis team worked closely with the producers of the show to secure the location of the first one-on-one date for this season's Bachelorette. The couple jetted from LA to Palm Springs and attended Bark Fest, held at the Kirk Douglas Estate in Palm Springs. The segment featured Palm Springs architecture and then enjoyed a romantic night at La Quinta Resort & Club complete with fireworks. Thank you to La Quinta Resort and the PSBOT for their support on this project! Our twelve-minute segment had an ad value of \$5,100,000, providing the destination an ROI of 170:1. Greater Palm Springs and the PSBOT attended US Travel's IPW, an appointment show connecting the USA with tour operators from around the globe. The CVB conducted 88 appointments and the desert region (which we coordinate) had 36 appointments. Over 6,500 people attended the conference in Washington D.C.

I attended Jumpstart, an air service development conference in Providence, Rhode Island. My meetings included the following airlines: Southwest, JetBlue, Air Canada, WestJet, Allegiant, Delta, Alaska, Volaris and Sun Country. All discussions were very positive. 2017/18 is a transition year for many of the airlines. As many of them anticipate new equipment arrivals, expansion into regional markets will be tough. We will have our greatest opportunity for the Fall of 2018 leading into 2019. InterVISTAS, our consultant assisting us, will work on scheduling headquarter appointments in the FALL to ensure we are on their radar for expansion.

The rest of this report summarizes our activities and plans. Please do not hesitate to provide us with any comments and suggestions. We look forward to working with you!

Sincerely,



Scott White
President & CEO

Please visit the **Partner Extranet** and ensure your profile up to date, offer "Chill Pass" deals, enter special events on the calendar, etc. Contact Winona McCullum for more information: wmccullum@gpscvb.com.



Board Report June 2017

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Greater Palm Springs

Local Industry STR Data for April 2017

(May data will be available approx. June 19, 2017)

Apr 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Apr. 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Apr. 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	75.7	8.3	5.8	14.5	16.1	9.8	75.2	3.7	3.5	7.3	9.0	5.3	133	14632
Palm Springs	76.6	10.8	7.7	19.4	19.4	10.9	74.3	2.9	5.6	8.7	10.3	4.4	63	5072
Cathedral City/ Desert Hot Springs	62.8	5.9	1.9	7.9	45.4	42.7	66.6	7.0	4.2	11.5	40.2	34.5	6	764
Rancho Mirage	80.7	6.4	10.4	17.5	17.5	6.4	79.5	4.2	2.7	7.0	7.0	4.2	7	1842
Palm Desert	79.0	6.3	5.8	12.5	12.5	6.3	81.6	4.5	4.3	8.9	8.9	4.5	13	2188
Indian Wells/ La Quinta	71.7	6.2	3.8	10.2	10.2	6.2	71.8	1.2	2.7	4.0	4.0	1.2	9	2568
Indio	75.5	10.5	3.9	14.8	14.8	10.5	74.0	7.3	4.1	11.6	11.6	7.3	17	1307
Hotel Class														
Upper Resort	75.3	7.0	6.3	13.7	13.7	7.0	73.6	1.3	3.8	5.1	5.1	1.3	12	4850
Resort	78.2	9.8	6.4	16.8	16.9	9.9	75.8	4.1	4.2	8.5	8.5	4.1	14	2846
Branded Select Service	74.6	6.2	4.0	10.5	15.7	11.2	76.8	4.5	4.1	8.8	12.6	8.1	43	4411

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

June 2017

Convention Sales

As the Convention Sales team moves into the summer months, their focus on finding meeting professionals interested in doing business in Greater Palm Springs does not diminish. This time of the year in the Coachella Valley is historically slower relative to visitors than other times, but our job is to continue educating and creating additional awareness of the many amazing assets our destination offers. Our travel schedule continues to be demanding throughout the summer.

Read on to learn more about our recent activity, as well as key travel opportunities for Partners.

Highlights from May & June

- **Destinations California** (Northstar Publications) – **NEW** - One-on-one appointments and educational sessions in Los Angeles.
- **Smart Meeting Southeast** – **NEW** - The CVB met with meeting professionals in Orlando for one-on-one appointments for three days.
- **Cvent Connect** – **NEW** – Conducted business with over 2,000 meeting and event planners, attended educational sessions, received hands-on Cvent training, and learned the latest industry trends in Las Vegas. Approximately 70% of all leads received by hotels and the CVB are facilitated through Cvent.

Upcoming Travel Opportunities with the CVB team

- July 18-20 – **Mountain States Sales Calls** – Contact Matt Bark.
- August 12-15 – **ASAE Annual Meeting & Exposition** – Contact Michelle Morgan.
- September 5-8 – **Southern California Client Event** – Join the CVB for a client event in Los Angeles and network with meeting professionals interested in doing business in Greater Palm Springs.

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

July 2017:

July 17-20 **Portland & Seattle Sales Calls.**

July 18-20 **Denver and Colorado Springs Sales Calls.**

July 30-August 2 **Experient e-4 Houston** - Experient and Maritz Travel represent one of the strongest, most diversely positioned leaders in the meeting, event and incentive travel industry. Approximately 800 associates and top clients will attend this event. The CVB is a patron sponsor.

Convention Sales & Services

June 2017

August 2017:

August 12-15 **ASAE Annual Meeting & Exposition Toronto** - Approximately 2,000 association executives will attend this year's event. The conference offers an interactive business-oriented environment where attendees are exposed to new and creative ways of doing business.

August 21-23 **Connect Corporate and Association Marketplace New Orleans** – This is two trade shows in one facility: Connect Corporate – Corporate meeting executives are the spotlight for this annual conference sponsored by Collinson Publishing. CVB representatives will meet with conference professionals who offer corporate and incentive meeting opportunities. Connect Association - CVB representatives will meet with clients who have conference opportunities for Greater Palm Springs. The reverse trade show has a 1-to-5 supplier-to-planner ratio, and a 72 percent mutual request success rate.

August 28-30 **Kellen Managers Summit Chicago** - Kellen offers extensive management of, and planning for, meetings, events and tradeshow worldwide. Kellen's meeting professionals manage more than 300 meetings, events and tradeshow, and help contract over 75,000 group hotel rooms every year for our clients.

September 2017:

September 6-8 **Orange County and Los Angeles Sales Calls.**

September 7-10 **ASAE Five-Star Weekend San Antonio** – This networking and educational event is exclusively created and designed for association CEOs, providing them the opportunity to network, learn, and discuss critical issues facing associations today with their peers.

September 15-18 **Greater San Francisco Sales Calls**

For questions, submissions or comments,
please contact Rick Blackburn, Vice President of Convention Sales & Destination Services
rblackburn@palmsspringsoasis.com

**Convention Sales
Production
May 2017**

Convention Sales Production

TEAM	May-17	May-16	Variance	YTD 2017	YTD 2016	Variance	YTD Goal	Goal %
Leads	89	114	-22%	439	443	-1%	404	9%
Definite Room Nights	20,859	17,960	16%	81,134	77,693	4%	63,380	28%
Bookings	25	22	14%	130	119	9%	103	26%

EIC	May-17	May-16	Variance	YTD 2017	YTD 2016	Variance
Business Sales	\$ 11,641,752	\$ 15,505,150	-25%	\$ 56,586,385	\$ 71,178,335	-20.5%
Jobs Supported	3,352	4,376	-23%	17,378	17,318	0%
Local Taxes	\$ 562,008	\$ 838,779	-33%	\$ 2,906,502	\$ 3,903,864	-26%
Personal Income	\$ 4,043,053	\$ 5,453,914	-26%	\$ 19,831,578	\$ 25,028,731	-21%
Bed Taxes	\$ 408,106	\$ 374,438	9%	\$ 1,812,592	\$ 1,765,083	3%

LEGACY	May-17	YTD 2017
Definite Room Nights	0	2,417
Bookings	0	3

EIC	May-17	YTD 2017
Business Sales	\$ -	\$ 2,166,208
Jobs Supported	-	614
Local Taxes	\$ -	\$ 122,582
Personal Income	\$ -	\$ 740,963
Bed Taxes	\$ -	\$ 55,591

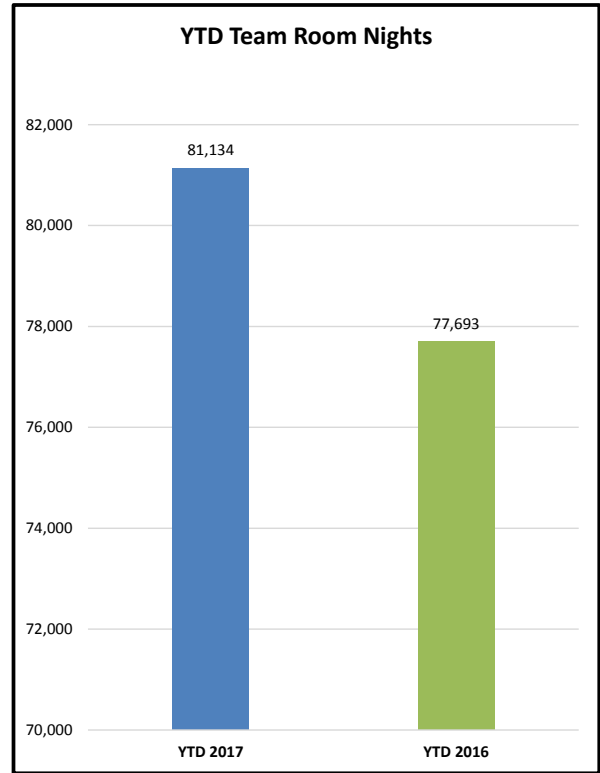
TOTAL	May-17	YTD 2017
Definite Room Nights	20,859	83,551
Bookings	25	133

EIC	May-17	YTD 2017
Business Sales	\$ 11,641,752	\$ 58,752,593
Jobs Supported	3,352	17,992
Local Taxes	\$ 562,008	\$ 3,029,085
Personal Income	\$ 4,043,053	\$ 20,572,540
Bed Taxes	\$ 408,106	\$ 1,868,183

Meetings Actualized (Includes Legacy)

	May-17	YTD 2017
Definite Room Nights	18,447	106,553
Bookings	26	162

EIC	May-17	YTD 2017
Business Sales	\$ 11,230,944	\$ 102,811,160
Jobs Supported	3,213	28,429
Local Taxes	\$ 628,081	\$ 5,945,825
Personal Income	\$ 3,944,176	\$ 36,102,981
Bed Taxes	\$ 327,707	\$ 2,827,598



Event Impact Calculator Key (EIC)

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

Convention Sales
Booking Production Analysis
 May 2017

By Year (Team only)

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	5	20%	8,556	41%	2,307	23%	64	23,771
2018	11	44%	3,468	17%	1,853	19%	37	23,825
2019	4	16%	2,924	14%	1,250	12%	12	11,288
2020	2	8%	1,449	7%	550	5%	9	10,042
2021	2	8%	2,887	14%	2,475	25%	5	7,800
2022	1	4%	1,575	8%	1,575	16%	3	4,408
Total	25	100%	20,859	100%	10,010	100%	130	81,134

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	6	24%	632	3%	340	3%	59	7,016
100 - 200	11	44%	3,791	18%	2,820	28%	32	11,540
201-499	5	20%	5,448	26%	1,775	18%	27	27,959
500-999	2	8%	3,543	17%	3,575	36%	11	27,174
1000-1499	1	4%	7,445	36%	1,500	15%	1	7,445
1500-4999	0	0%	0	0%	0	0%	0	0
Total	25	100%	20,859	100%	10,010	100%	130	81,134

By Market Segment (Team only)

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture	1	4%	1,020	5%	500	5%	4	4,207
Athletic & Sports	0	0%	0	0%	0	0%	1	1,020
Automotive	1	4%	53	0%	100	1%	9	303
Computer/Software	0	0%	0	0%	0	0%	3	7,300
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	1	248
Educational	0	0%	0	0%	0	0%	5	4,396
Entertainment	0	0%	0	0%	0	0%	5	2,108
Environmental	0	0%	0	0%	0	0%	2	440
Financial	0	0%	0	0%	0	0%	8	4,197
Franchise	0	0%	0	0%	0	0%	1	982
Fraternal	1	4%	919	4%	475	5%	2	3,069
Government	2	8%	2,498	12%	600	6%	10	7,382
Health & Medical	2	8%	716	3%	532	5%	16	6,153
High Tech	2	8%	7,526	36%	1,533	15%	8	11,808
Hobby & Vocational	0	0%	0	0%	0	0%	2	230
Incentive	0	0%	0	0%	0	0%	1	337
Insurance	2	8%	2,400	12%	2,130	21%	2	2,400
Labor Union	0	0%	0	0%	0	0%	1	325
LGBT	1	4%	100	0%	150	1%	1	100
Manufacturing/Distribution	0	0%	0	0%	0	0%	4	1,285
Meetings/Conventions	0	0%	0	0%	0	0%	3	526
Military	0	0%	0	0%	0	0%	1	171
Pharmaceuticals	1	4%	171	1%	40	0%	1	171
Real Estate	0	0%	0	0%	0	0%	1	206
Religious	3	12%	600	3%	750	7%	8	1,973
Scientific/Engineering	2	8%	759	4%	500	5%	5	2,215
Social	1	4%	400	2%	500	5%	2	422
Sporting Events	1	4%	320	2%	150	1%	5	3,344
Third Party Planner	1	4%	420	2%	150	1%	3	775
Trade/Commercial/Business	4	16%	2,957	14%	1,900	19%	12	9,467
Transportation	0	0%	0	0%	0	0%	3	3,574
Total	25	100%	20,859	100%	10,010	100%	130	81,134

Convention Sales
Booking Production Analysis (Cont.)
 May 2017

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%	0	0
California	13	52%	8,060	39%	5,597	56%	74	39,484
Canada	1	0%	36	0%	10	0%	4	964
Colorado	0	0%	0	0%	0	0%	1	3,340
Connecticut	0	0%	0	0%	0	0%	1	540
District of Columbia	1	4%	304	1%	300	3%	7	5,920
Florida	1	4%	525	40%	525	5%	5	1,159
France	0	0%	0	0%	0	0%	0	0
Georgia	0	0%	0	0%	0	0%	3	1,178
Idaho	0	0%	0	0%	0	0%	0	0
Illinois	0	0%	0	0%	0	0%	4	1,449
Indiana	1	4%	919	4%	475	5%	1	919
Iowa	0	0%	0	0%	0	0%	0	0
Italy	0	0%	0	0%	0	0%	0	0
Kansas	0	0%	0	0%	0	0%	2	104
Kentucky	0	0%	0	0%	0	0%	0	0
Louisiana	0	0%	0	0%	0	0%	0	0
Maryland	0	0%	0	0%	0	0%	1	2,655
Massachusetts	1	4%	7,445	36%	1,500	15%	1	7,445
Michigan	0	0%	0	0%	0	0%	0	0
Minnesota	1	4%	1,020	5%	500	5%	2	1,357
Missouri	0	0%	0	0%	0	0%	0	0
Nevada	0	0%	0	0%	0	0%	2	2,139
New Jersey	1	4%	432	2%	130	1%	1	432
New Mexico	0	0%	0	0%	0	0%	0	0
North Carolina	0	0%	0	0%	0	0%	1	60
NL	0	0%	0	0%	0	0%	1	1,304
New York	1	4%	1,011	5%	200	2%	3	1,058
Ohio	1	4%	81	0%	33	0%	2	2,231
Oklahoma	0	0%	0	0%	0	0%	0	0
Oregon	0	0%	0	0%	0	0%	0	0
Pennsylvania	1	4%	400	2%	500	5%	3	1,508
South Carolina	0	0%	0	0%	0	0%	0	0
South Dakota	0	0%	0	0%	0	0%	0	0
Tennessee	0	0%	0	0%	0	0%	1	250
Texas	0	0%	0	0%	0	0%	1	105
Utah	1	4%	171	1%	40	0%	1	171
Virginia	1	4%	455	2%	200	2%	7	5,312
Washington	0	0%	0	0%	0	0%	0	0
Wisconsin	0	0%	0	0%	0	0%	1	50
Wyoming	0	0%	0	0%	0	0%	0	0
Total	25	96%	20,859	137%	10,010	100%	130	81,134

PSCC Bookings (Includes Legacy)

Market Segment	May			YTD		
	Number of Bookings	Total Room Nights	Total Attendees	Number of Bookings	Total Room Nights	Total Attendees
Agriculture/Food Product	0	0	0	0	0	0
Association National	0	0	0	0	0	0
Athletic/Recreation	0	0	0	0	0	0
Automotive	0	0	0	0	0	0
Educational	0	0	0	2	1,552	2,400
Environmental	0	0	0	0	0	0
Government	0	0	0	0	0	0
Health & Medical	0	0	0	0	0	0
Pharmaceuticals	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
SMEF	0	0	0	0	0	0
Social	0	0	0	0	0	0
Sporting Events	0	0	0	0	0	0
Third Party Planner	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
Travel Agent/Third Party	0	0	0	0	0	0
Total	0	0	0	2	1,552	2,400

Convention Sales
Lost Business
May-17

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	1,150	17	15,069
2	Phoenix	1	191	8	10,842
3	Orlando	1	1,875	4	9,733
4	Long Beach	0	0	5	6,289
5	Miami	1	133	6	6,052
6	San Antonio	0	0	5	5,262
7	Los Angeles	1	1,909	5	4,357
8	Anaheim	0	0	3	4,192
9	Scottsdale	1	30	7	4104
10	Las Vegas	0	0	8	3,432

All Lost Leads by State/Country

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	2	221	21	18,566
California	11	9,161	80	54,460
Canada	0	0	3	5,237
Colorado	0	0	4	1,611
Connecticut	0	0	0	0
Florida	6	4,019	21	23,967
Georgia	0	0	3	3,025
Hawaii	0	0	2	4,240
Illinois	0	0	1	525
Indiana	0	0	0	0
Iowa	0	0	0	0
Kansas	0	0	1	1,550
Kentucky	1	1,675	1	1,675
Louisiana	0	0	2	242
Maine	0	0	0	0
Maryland	0	0	0	0
Massachusetts	0	0	0	0
Mexico	2	1,129	5	2,875
Michigan	0	0	0	0
Minnesota	0	0	0	0
Missouri	0	0	2	6,646
Nevada	0	0	10	5,757
New Jersey	0	0	0	0
New Mexico	1	810	3	2,990
New York	1	1,005	1	1,005
Ohio	0	0	0	0
Oregon	2	1,022	2	1,022
South Carolina	0	0	0	0
South Dakota	0	0	0	0
Tennessee	0	0	0	0
Texas	0	0	7	11,268
Utah	0	0	2	910
Virginia	0	0	0	0
Washington	0	0	1	1,200
Meeting location unknown	30	34,934	101	116,778
Meeting canceled or postponed	13	6,089	82	48,346
Total	69	60,065	355	313,895

Destination & Partnership Services

June 2017

Destination and Partnership Services:

About Destination Services

Destination Services is responsible for the planning and execution of events, sales missions, sites, FAMs, tradeshows, etc. in support of CVB sales and partnership activities. This department consolidates and streamlines activities that have been handled across multiple departments into one. 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.

May Summary

The Destination Services team planned and organized 8 programs encompassing 15 events and activities including one CVB event, the Oasis Awards, one reverse trade show, 4 client events, 1 media event, 1 sponsorship with 3 fulfillments and 2 conference sponsorships with 5 fulfillments.

- Fulfilled 3 Convention Sales client requests resulting in 28 CVB Partner referrals
- Assisted a total of 15 Convention Sales clients with their service requests/fulfillments
- Organized 12 site visits representing 14,708 room nights and 7,450 attendees

April – May Highlights

- Rymark International Conference Sponsorship, April 2-5
- Oasis Awards, May 9
- Restaurant Week Media Event, May 19
- PRSA Conference Sponsorship, May 21-24
- MPI CMM Conference Sponsorship, May 22-26

June - August

- The Department projects the following program management:
 - Total of 12 programs encompassing 30 events and activities including:
 - 2 conventional trade shows
 - 3 reverse trade shows
 - 2 conference fulfillments
 - 22 client events
 - 1 Partner event
 - June site visits currently total 10 with total room nights greater than 5,709.
 - July and August currently have 3 pending.
 - Most site visits schedule 2-3 weeks in advance.

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

Partnership Services:

May Summary

This month the focus has been on creating initiatives include evaluating our Partnership programming, developing a strategy for community participation and developing valuable content to enhance our Partners' business operations. There has also been a focus on reaching out to Partners to collect offers for the Chill Pass initiative.

Destination & Partnership Services – cont.

June 2017

The annual CVB Oasis Awards were held on May 9th in partnership with the Palm Springs Convention Center, PSAV and Savoury's Catering. Total attendance was 613 making it the highest attended awards program to date.

April – May Highlights

- We welcomed 5 new Partners and renewed 70 Partners
- A total of 552 Partner referrals were processed
- Partnership hosted and/or participated in the following events:
 - April 5, 2017 Rancho Mirage State of the City
 - April 6, 2017 GCVCC Annual Golf Tournament
 - April 18, 2017 Police & Fire Appreciation Luncheon
 - April 20, 2017 PSHA Luncheon
 - April 26, 2017 Indian Wells State of the City
 - April 27, 2017 CVB Meet & See - Venus de Fido
 - May 9, 2017 CVB Oasis Awards
 - May 12, 2017 GCVCC All Valley Legislative Lunch
 - May 18, 2017 Palm Springs State of the City
 - May 18, 2017 PSHA Luncheon
 - May 20, 2017 Cabot's Pueblo Museum Gala

Oasis Awards 2017

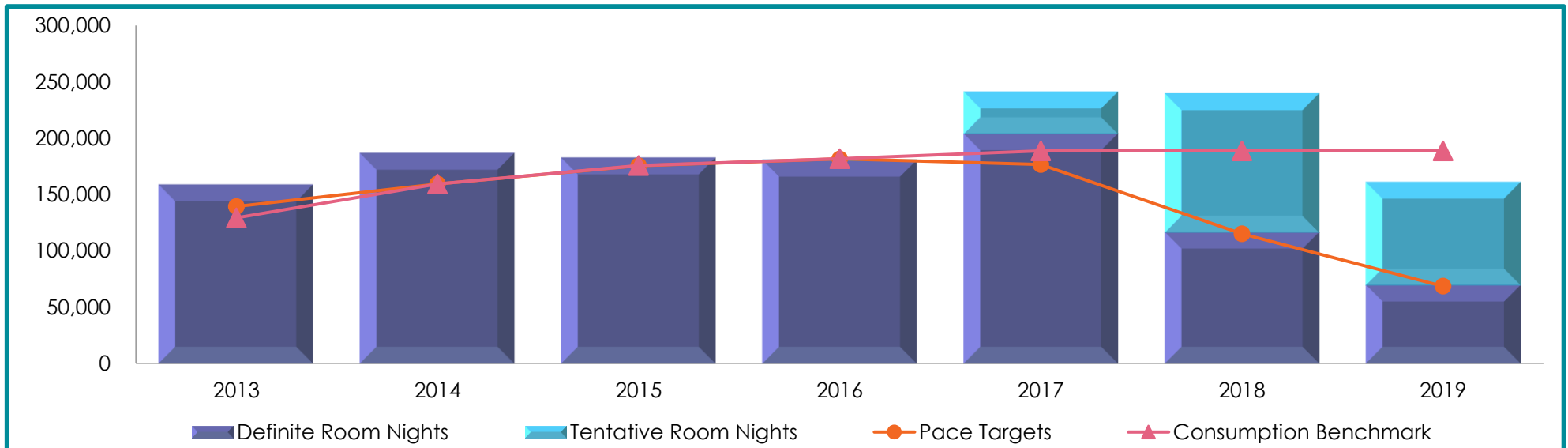
Right: Jeannette Moore of Palm Mountain Resort & Spa receives the Legacy Award.

Below: Group Photo for National Travel and Tourism Week



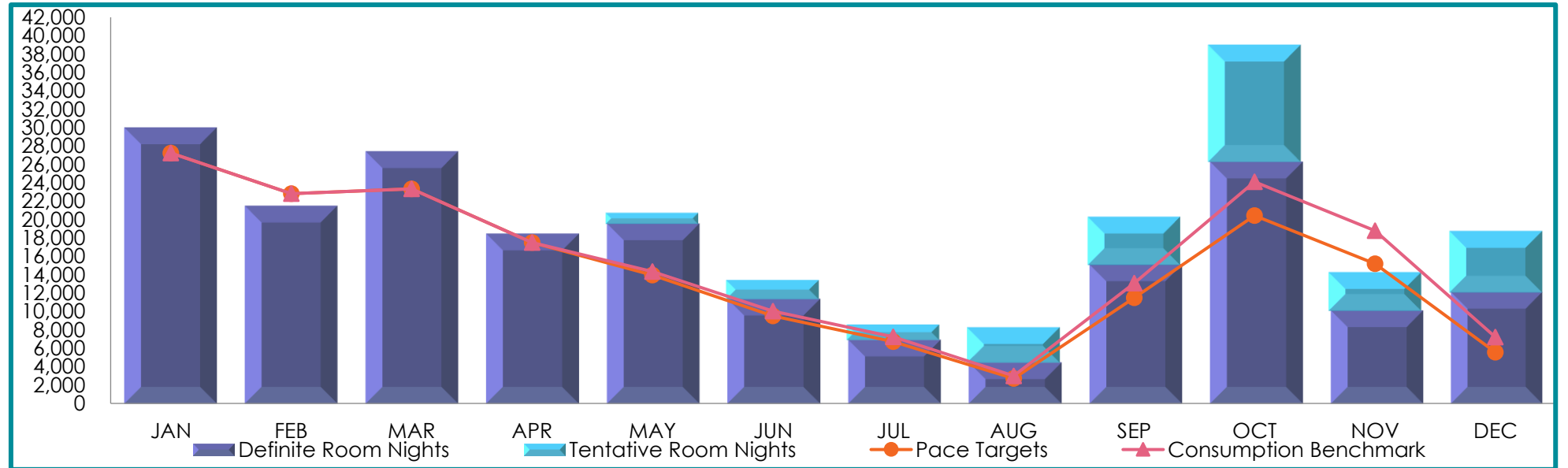
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Room Nights	158,499	186,207	182,294	180,156	203,538	116,671	69,853	49,094	1,146,312
Pace Targets	139,228	159,343	175,547	181,619	176,465	115,130	68,477	39,455	1,055,264
Variance	19,271	26,864	6,747	(1,463)	27,073	1,541	1,376	9,639	91,048
Consumption Benchmark	129,228	159,343	175,662	181,769	188,697	188,697	188,697	188,697	1,400,790
Pace Percentage	114%	117%	104%	99%	115%	101%	102%	124%	109%
Total Demand Room Nights	698,660	650,118	647,415	722,310	752,918	482,013	232,832	123,021	4,309,287
Lost Room Nights	540,161	463,911	465,121	542,154	549,380	365,342	162,979	73,927	3,162,975
Conversion Percentage	23%	29%	28%	25%	27%	24%	30%	40%	27%
Tentative Room Nights	0	0	0	1,000	37,702	122,894	91,983	62,727	316,306

Greater Palm Springs Events									
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Events	270	300	264	294	274	102	43	29	1,576
Pace Targets	239	266	277	288	245	109	49	25	1,498
Variance	21	34	(13)	6	29	(7)	(6)	4	68
Consumption Benchmark	239	266	278	289	291	291	291	291	2,236
Pace Percentage	113%	113%	95%	102%	112%	94%	88%	116%	105%
Total Demand Events	822	793	801	909	829	354	129	60	4,697
Lost Events	552	493	537	615	555	252	86	31	3,121
Conversion Percentage	33%	30%	33%	32%	33%	29%	33%	48%	34%
Tentative Events	0	0	0	1	87	175	76	37	376



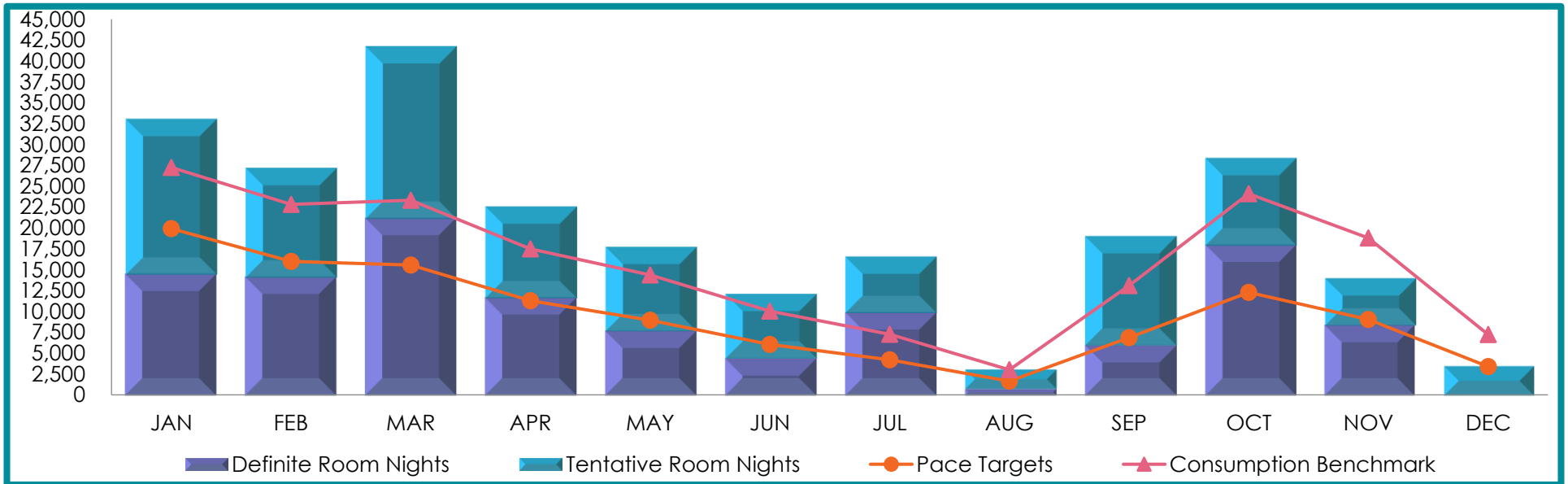
Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,971	21,511	27,395	18,493	19,594	11,407	6,956	4,501	15,148	26,261	10,160	12,141	203,538
Pace Targets	27,238	22,816	23,327	17,485	13,951	9,521	6,733	2,717	11,481	20,444	15,194	5,558	176,465
Variance	2,733	(1,305)	4,068	1,008	5,643	1,886	223	1,784	3,667	5,817	(5,034)	6,583	27,073
Consumption Benchmark	27,238	22,816	23,327	17,485	14,351	10,044	7,254	3,000	13,084	24,104	18,785	7,209	188,697
Pace Percentage	110%	94%	117%	106%	140%	120%	103%	166%	132%	128%	67%	218%	115%
Total Demand Room Nights	116,653	106,160	65,436	69,847	48,565	57,463	50,240	25,405	73,325	76,340	48,496	14,988	752,918
Lost Room Nights	86,682	84,649	38,041	51,354	28,971	46,056	43,284	20,904	58,177	50,079	38,336	2,847	549,380
Conversion Percentage	26%	20%	42%	26%	40%	20%	14%	18%	21%	34%	21%	81%	27%
Tentative Room Nights	0	0	0	0	1,202	2,127	1,704	3,862	5,228	12,670	4,201	6,708	37,702

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	49	41	27	26	22	19	15	9	17	26	15	8	274
Pace Targets	40	41	31	23	21	13	9	7	15	23	16	6	245
Variance	9	0	(4)	3	1	6	6	2	2	3	(1)	2	29
Consumption Benchmark	40	41	31	23	24	16	12	9	22	36	26	11	291
Pace Percentage	122%	100%	87%	113%	105%	146%	167%	129%	113%	113%	94%	133%	112%
Total Demand Events	154	128	93	83	66	51	45	24	53	77	41	14	829
Lost Events	105	87	66	57	44	32	30	15	36	51	26	6	555
Conversion Percentage	32%	32%	29%	31%	33%	37%	33%	38%	32%	34%	37%	57%	33%
Tentative Events	0	0	0	0	5	10	7	9	9	28	13	6	87



Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	14,494	14,134	21,139	11,668	7,716	4,463	9,903	800	6,003	17,943	8,408	0	116,671
Pace Targets	19,912	15,978	15,558	11,292	8,943	6,047	4,200	1,640	6,842	12,286	9,041	3,391	115,130
Variance	(5,418)	(1,844)	5,581	376	(1,227)	(1,584)	5,703	(840)	(839)	5,657	(633)	(3,391)	1,541
Consumption Benchmark	27,238	22,816	23,327	17,485	14,351	10,044	7,254	3,000	13,084	24,104	18,785	7,209	188,697
Pace Percentage	73%	88%	136%	103%	86%	74%	236%	49%	88%	146%	93%	0%	101%
Total Demand Room Nights	75,253	68,955	60,778	48,188	23,623	34,083	30,283	8,020	35,221	52,288	40,951	4,370	482,013
Lost Room Nights	60,759	54,821	39,639	36,520	15,907	29,620	20,380	7,220	29,218	34,345	32,543	4,370	365,342
Conversion Percentage	19%	20%	35%	24%	33%	13%	33%	10%	17%	34%	21%	0%	24%
Tentative Room Nights	18,535	13,083	20,548	10,961	10,110	7,737	6,764	2,333	13,114	10,468	5,691	3,550	122,894

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	15	18	16	7	7	3	7	2	6	14	7	0	102
Pace Targets	20	19	13	9	9	6	4	3	6	10	7	3	109
Variance	(5)	(1)	3	(2)	(2)	(3)	3	(1)	0	4	0	(3)	(7)
Consumption Benchmark	40	41	31	23	24	16	12	9	22	36	26	11	291
Pace Percentage	75%	95%	123%	78%	78%	50%	175%	67%	100%	140%	100%	0%	94%
Total Demand Events	61	59	45	42	20	25	20	8	22	31	19	2	354
Lost Events	46	41	29	35	13	22	13	6	16	17	12	2	252
Conversion Percentage	25%	31%	36%	17%	35%	12%	35%	25%	27%	45%	37%	0%	29%
Tentative Events	30	29	29	19	15	9	4	2	15	11	9	3	175



Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	6,628	12,738	8,053	7,117	8,553	1,790	4,293	200	3,453	10,527	6,126	375	69,853
Pace Targets	12,285	9,665	9,246	6,746	5,243	3,479	2,438	967	4,021	7,090	5,298	1,999	68,477
Variance	(5,657)	3,073	(1,193)	371	3,310	(1,689)	1,855	(767)	(568)	3,437	828	(1,624)	1,376
Consumption Benchmark	27,238	22,816	23,327	17,485	14,351	10,044	7,254	3,000	13,084	24,104	18,785	7,209	188,697
Pace Percentage	54%	132%	87%	105%	163%	51%	176%	21%	86%	148%	116%	19%	102%
Total Demand Room Nights	16,754	41,784	23,042	21,740	21,793	9,314	22,074	2,500	26,290	17,173	29,993	375	232,832
Lost Room Nights	10,126	29,046	14,989	14,623	13,240	7,524	17,781	2,300	22,837	6,646	23,867	0	162,979
Conversion Percentage	40%	30%	35%	33%	39%	19%	19%	8%	13%	61%	20%	100%	30%
Tentative Room Nights	10,938	5,378	15,157	12,621	5,641	900	3,922	0	7,979	13,337	14,310	1,800	91,983

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	5	6	5	4	4	2	2	1	2	6	5	1	43
Pace Targets	9	8	6	4	4	3	2	1	3	5	3	1	49
Variance	(4)	(2)	(1)	0	0	(1)	0	0	(1)	1	2	0	(6)
Consumption Benchmark	40	41	31	23	24	16	12	9	22	36	26	11	291
Pace Percentage	56%	75%	83%	100%	100%	67%	100%	100%	67%	120%	167%	100%	88%
Total Demand Events	11	26	13	16	10	6	10	3	12	10	11	1	129
Lost Events	6	20	8	12	6	4	8	2	10	4	6	0	86
Conversion Percentage	45%	23%	38%	25%	40%	33%	20%	33%	17%	60%	45%	100%	33%
Tentative Events	10	8	12	14	8	1	4	0	6	6	5	2	76



Travel Industry Sales

Market Activity

May 2017

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	599	2960	5,400	54%
New Business Development	1	4	14	28%
Increase Travel Trade Webpage Traffic	-378.21%	-62.28%	10%	N/A
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	0	2	9	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	3	7	20	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	8	24	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	1	16		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	9	17		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
Total	21	66	100	

Travel Industry Sales

Market Activity

May 2017

United States

- The CVB participated in the California Cup along with top four companies, media and industry suppliers with 31 in attendance.
- The CVB hosted sales calls to the local travel agencies in Greater Palm Springs in honor of Travel Agent Day, meeting with 30 clients.
- The CVB attended the PROST Desert Cities May networking luncheon held at Las Casuelas Nuevas in Rancho Mirage and met with 21 agents. Worldview Travel, Protravel Inc., Carefree Vacations/Sunshine Travel, Miramonte Resort, Altour, and Pleasant Holidays.
- The CVB conducted destination training at JetBlue's Call Center in Orlando. Seventy agents were treated to a Tamale Food Truck for lunch, representing the Indio Tamale Festival and an Ice Cream Truck representing the GPS Chill Factor.
- The CVB attended GTM West, an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in powerhouse face-to-face meetings and exclusive boardroom sessions. During 35 appointments, 65 travel agents were updated on Greater Palm Springs.

Looking forward:

- The Luxury Virtual Expo, June 21-22
- IAGTO - NAC, Miami, June 25-28
- Virtuoso Travel Agent Show, Las Vegas, August 12-18
- ASTA, Los Angeles, August 16
- CVB SoCal Sales Mission, OC & LA, August 28 – September 1
- CVB Mid-West Sales Mission, Chicago & Minneapolis, September 11-15
- Delta Vacations University, Atlanta, GA, September 16-17

Australia

- The CVB's office in Chippendale conducted sales calls on several companies with a client reach of 21. Also conducted webinar training for 34 Travel Counsellors agents. Companies visited: Excite Holidays, Qantas Holidays, Air New Zealand, Infinity Holidays, Qantas Holidays, Delta Airlines and United Airlines.

Looking forward:

- Visit California Delta Airlines Australian FAM, October 8-11

Travel Industry Sales

Market Activity

May 2017

Canada

- The CVB conducted destination training at Air Canada's Call Center in Toronto. The call center handles reservations for Air Canada. The CVB provided snacks for 52 agents, creating awareness for Greater Palm Springs. Partner Participation: Palm Springs Bureau of Tourism.
- The CVB 2017 VC Canada CEO Mission included a panelist discussion that focused on the current travel climate between Canada and California/the U.S. Client reach was 18.

Looking forward:

- Greater Palm Springs Canada Sales Mission, July 24-28
- VC Canada Sales Mission, October 16-20

China and Japan

- The CVB participated in Club California – Japan, an interactive educational forum designed to educate front-line travel agents on Greater Palm Springs. The 26 attendees at the Fukuoka seminar were highly engaged and Greater Palm Springs was showcased in presentations and is one of the founding sponsors.
- The CVB's office in Shanghai made sales calls, meeting with marketing directors at both Grand China MICE and American Asia. Our representative, Cherrie Yang, also participated in Club California Shanghai, training 15 travel agents on Greater Palm Springs. Total client reach 17.

Europe

- Visit California and Air France partnered on a dedicated California training day for 60 top travel agents from Nice, Marseille, Toulouse, Bordeaux, and Lyon were invited to Paris for a day of California training.

Looking forward:

- IFM Top Resa, Paris, France, September 26-29

Travel Industry Sales

Market Activity

May 2017

Germany

Looking forward:

- Knecht Reisen FAM – September 15-16

Mexico

- The CVB, Visit California, and Brand USA hosted a FAM of twelve top travel agents from Mexico, who experienced Greater Palm Springs

United Kingdom

- The CVB's office in London attended "Buzz Day" at Thomas Cook's headquarters in Peterborough, U.K. Destination training was provided to 50 sales staff.
- The CVB's office in London conducted sales calls meeting with 56 people and trained 5 people at Bon Voyage.

Looking forward:

- Trailfinders FAM, June 13-14
- Visit California UK & Ireland Sales Mission, London & Ireland, July 10-14
- Greater Palm Springs & Air New Zealand Golf Day, London, September 11

Travel Industry Sales

Market Activity

May 2017

Marketing Campaigns			
Company	Campaign Name	Timing	Description / Components
Gold Medal	2017	Jan-Mar	<p>Consumer: Consumer Travel Magazine – 45,000 reach Dedicated Mini Magazine – 5,000 reach</p> <p>Trade: E-shot Banner Home Page Banner Newsletter Gold Medal Trade Magazine Trade Press Insertions</p> <p>Point of Sale In-store Posters</p> <p>Misc: Key Account Manager's involvement Social Media Call Centre Incentives</p>
CANUSA	48-Hour Campaign	Mid-March	<p>Dedicated content page online Traffic via organic search Canusa.de has 90,000 unique visitors yearly</p>
Travel Daily - AU	2017	March - April	<p>Travel Daily industry newsletter</p> <p>Banner ad reaching more than 35,000 Travel Professionals weekly.</p> <p>GPS/Brand USA Badge Specialist Program</p>
Karry On – AU	2017	March/April	<p>Daily travel electronic newsletter to industry professionals</p> <p>GPS/Brand USA Badge Specialist Program</p>
WestJet	2017/2018	March/April	<p>2017/2018: 250,000/ English - 50,000/ French Four page (4) brochure Enhanced brochure listing Intro page Two hotel pages highlighting WestJet's GPS portfolio</p>

Travel Industry Sales

Market Activity

May 2017

Pleasant Holidays	2017-18	Q3-4 2017 Q1 2018	<p>\$50 off 2-3 night stays, \$75 off 4 night stays, \$100 off 5 night stays or longer - Three participating hotels. Free 3 day midsize car rental - All hotels</p> <p>PH Consumer Site: Featured Deal, Banners Journese Site: Features Resorts, Destination Recommendation. PH Agent Site: Featured Deal PH Agent Webinar: 45-min</p>
Eden Luxury Travel	2017	June 2017	<p>California destination brochure sent to 500 of their top long haul clients. GPS featured as one of four California destinations.</p>

New Business Development

Manager	Date	Company	Description / Components
Gary	2-15-2017	Four Season Vacation LLC	<p>"We are very excited to add Palm Springs to our itineraries, and your information is very helpful! We look forward to working together in the near future." - Amber Chiapparine</p>
Robyn	2/22/17	Evergreen Escapes So Cal Experience	<p>As you both know, our California roll-out is gradual, but we're getting the material up online one piece at a time, and hope to see our first FIT trips in the coming months.</p>
Robyn	4/1/17	Mega Travel	<p>14 day itineraries for California Junio 12, 26 Julio 03, 10, 17, 24, 31 Agosto 7, 14, 21, 28 Septiembre 11, 18</p> <p>Día 3 Los Ángeles - Palm Springs - Joshua Tree - Laughlin (560 km - 6h) Desayuno en el hotel. Salida hacia Palm Springs, un oasis en el desierto famoso por sus manantiales termales.</p>

Travel Industry Sales

Market Activity

May 2017

Gary	5/24/17	Fairflight	Fairflight is now featuring a trip including 4 nights LA, GR PS and Las Vegas which focus on the film industry/ history. The trip is called "Following the Traces of the Rat Pack" https://www.fairflight.de/staedterei-n-usa/las-vegas-reisen/auf-den-spuren-des-legendaeren-rat-pack
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Air Canada Training, Toronto, May 25, 2017

For more information about Travel Industry Sales, contact:
Gary Orfield, Director of Travel Industry Sales
gorfield@palmsspringsoasis.com

The destination's Summer Chill Campaign launched in May targeting Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco. This campaign includes a Television Co-op along with Digital, Print and Out-of-Home media. The advertisements invite visitors to "Chill" in Greater Palm Springs and to take advantage of "Chill Pass" offers.

The CVB also continued its partnership with CBS to produce a celebrity influencer campaign using custom videos featuring celebrities who have a strong social media following, in order to leverage the destination's reach.

SUMMER CHILL CAMPAIGN

In an effort to impact the destination's low and shoulder-season months, the CVB launched the Summer Chill Campaign. The campaign, which launched in May, targets Los Angeles, Orange County, San Diego, Las Vegas, Phoenix and San Francisco. The Summer Chill campaign includes a Partner Television co-op, which provides exposure on KTLA and Cable networks in each market. Eleven Partners joined the 2017 co-op, including BMW Performance Driving School, City of Indian Wells, City of Palm Desert/JW Marriott, City of Palm Desert/ El Paseo, Palm Springs Bureau of Tourism, Double Tree by Hilton, Hyatt Regency Indian Wells, La Quinta Resort, Miramonte Resort, Westin Mission Hills and Restaurant Week.

In addition, this campaign is supported by digital, print and out-of-home media. Digital Media includes Locale.com, TripAdvisor.com, Social Media and a search campaign. Greater Palm Springs also has a Destination Page on Travelzoo.com, which features partner deals from JW Marriott Desert Springs Resort & Spa, The Westin Mission Hills Golf Resort & Spa, Renaissance Indian Wells Resort & Spa, La Quinta Resort & Club, Hyatt Regency Indian Wells Resort, Marquis Villas Resort, Hyatt Palm Springs, The Inn at Deep Canyon, Two Bunch Palms Resort & Spa, Palm Canyon Resort, Rock Spa at Hard Rock Hotel Palm Springs, POSH Palm Springs Inn, Embarc Palm Desert, The Living Desert Zoo and Gardens, Casa Cody, Courtyard Palm Springs and Renaissance Palm Springs Hotel.

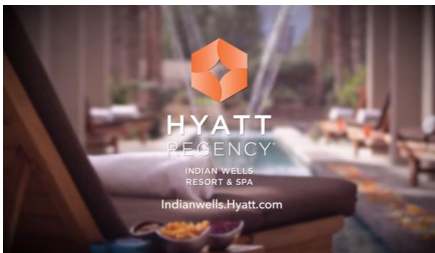
For the month of May, the Summer Chill campaign has garnered over **2.6 billion television impressions, 94,039 television spots, 21,704,462 digital impressions** and **33,183,404 out-of-home impressions**.



Marketing & Communications
May 2017

Advertising Highlights

Television Examples: Click to View



Marketing & Communications May 2017

Advertising Highlights

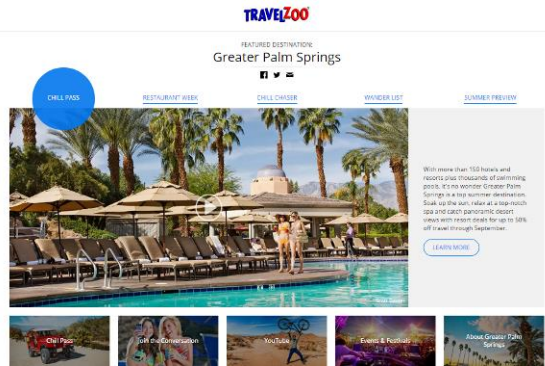
Billboard Creative Example: New Summer Chill



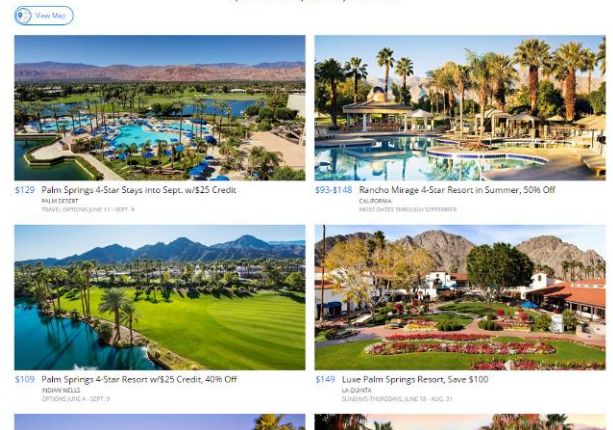
TripAdvisor Example: Advertising on TripAdvisor.com generated 176,672 impressions.



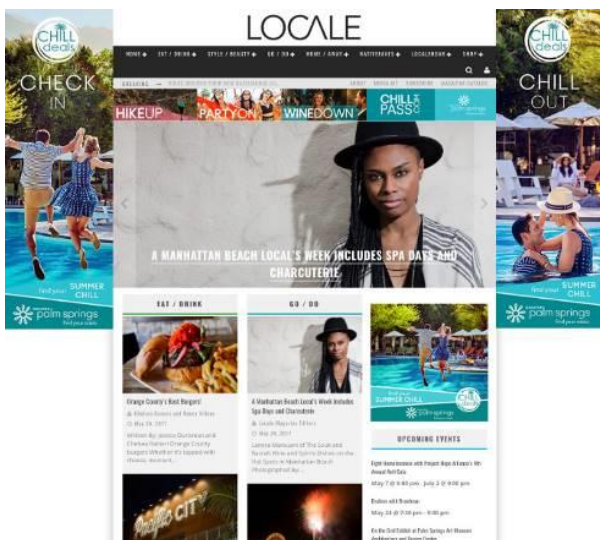
Travelzoo Example: Greater Palm Springs Destination Page launched May 1, promoting Partner deals.



Top Deals Handpicked by Travelzoo



Locale Example: Locale homepage skin took place 5/1-5/8 and 5/30-5/31 and generated 28,796 impressions.



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. This campaign also includes an online advertising campaign targeting CBS's local and extended networks in order to further promote the destination and build awareness.

The first celebrity video series, which launched November 2016, included three celebrities. Series #1 featured 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.

On March 30, the second celebrity series launched featuring Grammy-nominated, **American country music artist, CAM**. This celebrity series launched in coordination with Stagecoach Country Music Festival, as CAM was a Mane Stage performer.

As of May 31, the entire campaign has generated **7,472,091 online advertising impressions**. Banner advertising displayed on CBS's network on websites, such as www.cbslocal.com www.radio.com and www.cbssportsradio.com, as well as CBS's extended network, which were seen on websites such as www.expedia.com and www.budgettravel.com. **Facebook reach is 636,989 and Twitter reach is 312,576 on social media pages** for stations such as KROQ in LA and KYXY in San Diego. The celebrity video series has generated **6,819,141 views** as of May 31.

[Click to View Fitz and the Tantrums Celebrity Series](#)

This series includes front-man Michael "Fitz" Fitzpatrick, bandmate Noelle Scaggs and wife/gossip girl star Kaylee Defer.

[Click to View CAM Celebrity Series](#)

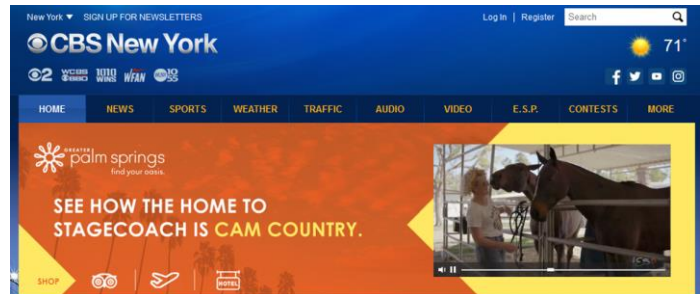
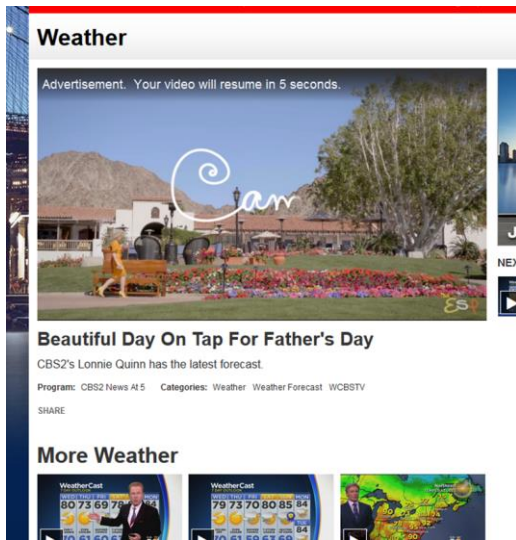
Grammy-nominated, American country music artist, CAM.



Marketing & Communications May 2017

Advertising Highlights

CBS Examples: 300 x 250 Pre-roll video provided the highest impressions and video views. Billboard ad with Video provided the most clicks to the GPS website.



Social Media Examples : K-FROG Riverside Facebook post reached the most people this month (20,670). WYCD Detroit's Facebook post delivered the most video views this month (7,081).



COMING SOON

There are many ways that Partners can participate in the CVB's upcoming advertising programs:

- **Submit a [Chill Pass](#) offer.** The Chill Pass will continue to be promoted in each of our campaigns, so please make sure your Chill Pass deal is loaded and updated for the coming season!

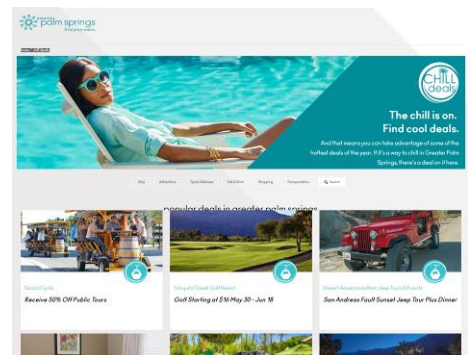
Contact Greater Palm Springs CVB for more information.
(Winona McCullum • 760-969-13333
wmccullum@palmsspringsoasis.com)



- **Submit an Offer for [Travelzoo](#) promotion.**
Contact: Travelzoo for more information.
(Blair Constantinou • 310-295-6569
bconstantinou@travelzoo.com)

- **Participate in the [Summer Chill Television Co-op](#).**
Contact JNS Next for more information.
(Garry Sage • 760-775-0000 • garry@jnsnext.com)

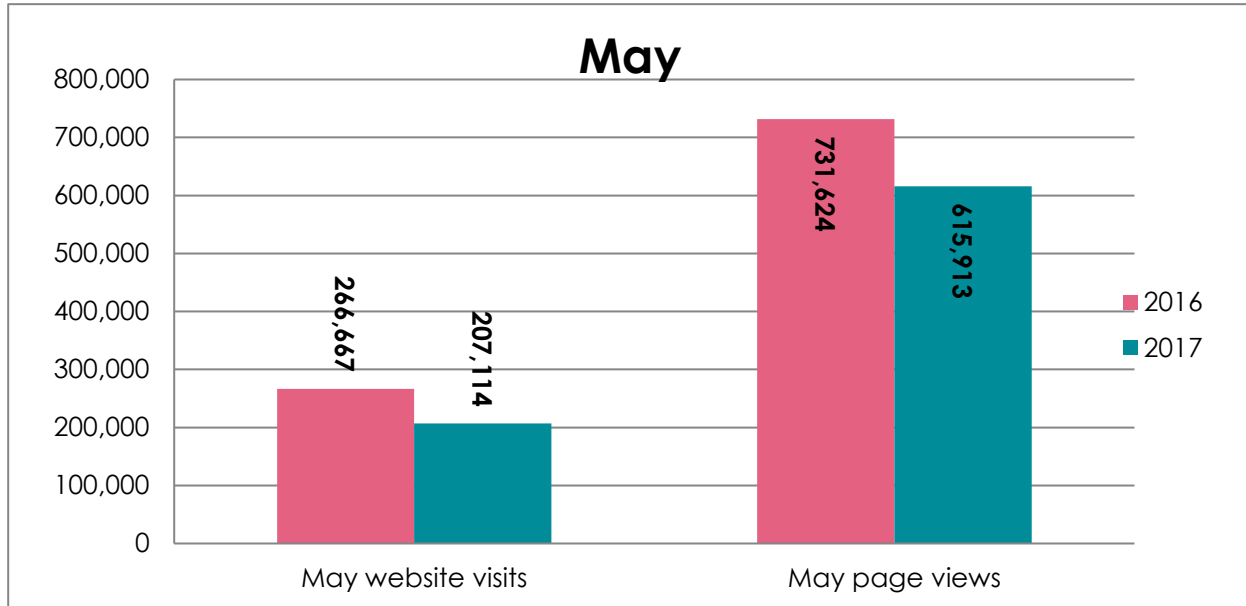
- **Participate in the [Fall Chill and Winter Television Co-ops](#).**
Contact JNS Next for more information.
(Garry Sage • 760-775-0000 • garry@jnsnext.com)



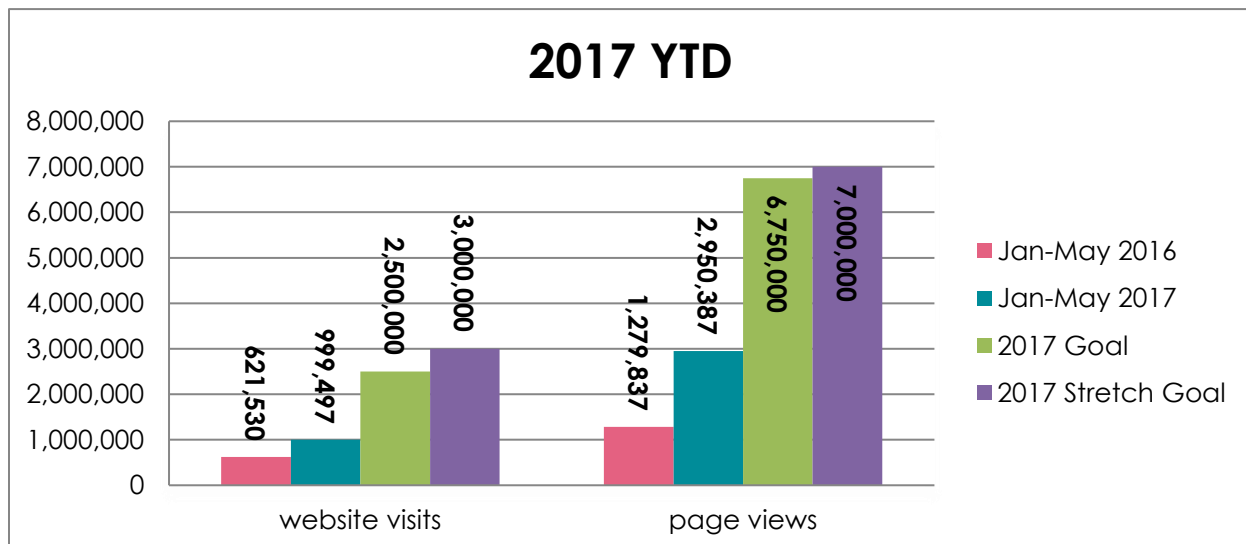
Contact Bob Thibault for more information
vice president of marketing
t: 760.969.1339 • bthibault@palmsspringsoasis.com

Website Highlights

Website:



As we continue to build on myriad improvements to the website, the month of May was very robust with visitors browsing the site for **over three minutes** per session. Although there was a 22% decrease in visits from May 2016, the quality of traffic was up with a **43% increase** in time on site and a **58% decrease** in bounce rate. The website calendar remains very active showcasing over 200 diverse events, and more events added daily.



website visits:
40% of goal

page views:
43% of goal

Website Highlights

Film Oasis: We're delighted to announce that the new Film Oasis landing page is now LIVE. This site produces valuable information for production companies looking to shoot on location in Greater Palm Springs.

Greater Palm Springs Restaurant Week: The **Greater Palm Springs Restaurant Week** site is a veritable palate-pleaser! It features **110 participating restaurants** highlighting **138 lunch and dinner menus**. The website is receiving a lot of exposure – **13,292 site visitors** viewed over **82 thousand pages** in May and spent more than **6 minutes** browsing the site.

Chill Pass: During the month of May, Chill Pass received nearly **28 thousand visitors** viewing over **109 thousand pages** and they are spending over **4 minutes** per session searching for offers. Hotel offers were the top viewed with 12.22% followed by Spa & Wellness with 11.43% of the visitors.

HOW TO GET INVOLVED

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

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

Calendar of Events: 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.visitgreaterpalm Springs.com/events/submit. Once your offer has been submitted, it will be reviewed by the CVB prior to publishing on the site.

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 site features high-resolution images and videos that can be used by media and trade to market the destination. It's easy to set up your account at www.barberstock.com/greaterpalm Springs.

Coming soon: The website is continuously being optimized and updated for maximum performance and exposure. A new **interactive map** will be revealed summer of 2017. The **California Deserts** home page is in process and will also be introduced by summer. Two new special interest pages will also be revealed in the next couple months: **Health & Wellness** and **Outdoor Adventures**.






If you need assistance or have forgotten your password to the extranet, please contact:
Winona McCullum at 760.969.1333

wmccullum@palm Springssoasis.com.

Marketing & Communications May 2017

Social Media Highlights

Social Media

	Page Likes	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	192,330	200,000	225,000	96.2%	85.5%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	27,832	25,000	27,500	111.3%	101.2%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	12,800	15,000	18,000	85.3%	71.1%
	Video Views	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	1,259,810	2,000,000	2,250,000	63.0%	56.0%

Highlights

- In May, the CVB celebrated travel and tourism in Greater Palm Springs. We participated with Visit California and Brand USA's social media campaigns, with hashtags #CATourism and #FacesofTravel respectively. The campaign received **40,000 impressions**, with an engagement rate of **4.95%**.
- The CVB continues to post various clips of our influencer video series featuring effervescent country music singer/songwriter Cam. We've released the video of Cam experiencing Empire Polo Club, as well as the latest of Cam enjoying local food in Greater Palm Springs, which strategically coincides with Greater Palm Springs Restaurant Week. We have one final video of Cam to be released in June.

facebook.

The CVB's Facebook fan base continues to grow and increased by **5,500 followers in May**.

Our posts with the highest engagement rates include the #CATourism posts with some achieving an impressive **7.6%** and **9.6% engagement rate**, as well as a post highlighting *Food Network's* popular **Diners, Drive-Ins and Drives** airing with Greater Palm Springs as the location.

Along with our daily postings, we continue to distribute a versatile video content designed to engage our growing audience. The CVB received more than **20,000 video** views in the five videos posted in May. These high-quality pieces included one based on Brand USA's campaign #FacesofTravel, two **Chill Chaser** videos, two **Wander List** videos and a video promoting Restaurant Week.



Follow us on Facebook and contact Krystal Kusmieruk, kkusmieruk@palmspringsoasis.com. We'd love to know more about events or activities at your property that would be terrific opportunities to feature on Facebook.



The CVB [Twitter](#) account continues to grow in followers and engagement with Twitter users. We're working hard to hit our 2017 stretch goal and currently have over **27,500 followers**.

On the day of the **Oasis Awards**, the CVB included over 15 tweets recognizing those who make an impact in travel and tourism in our community every day. These tweets garnered over **10,000 impressions** and over **100 engagements**. Within each tweet, we included the hashtags #CATourism and #NTTW17 to catch the attention of a larger audience.



The CVB is focusing efforts on engaging those on Twitter while they are visiting Greater Palm Springs by seeking them out, welcoming them to the destination and inquiring about their stay. We will continue to do this and grow our engagement. **Join the conversation** and follow us on Twitter [@thegpsocasis](#).

YouTube

The CVB's YouTube channel has increased by more than **100 subscribers** in May. Our team works to build this engagement by pushing out notices on Twitter and Facebook to stay up to date to catch our entertaining and value-added weekly content.

The CBS co-op featuring country music star Cam garnered **352,158 minutes watched** and **261,656 views**. The latest video featured Cam enjoying local food at the Farmer's Market and we are planning to release one more Cam segment in June. In May, **Chill Chaser videos** featuring personality Amy Yerrington resulted in over **94,267 views** and **nearly 166,632 minutes watched**. The **Wander List** series featuring host Anndee Laskoe resulted in over **48,621 views** and **102,876 minutes watched**. Both series assist in increasing subscribers by regularly uploading content to the playlists and providing the CVB with fresh, weekly content.

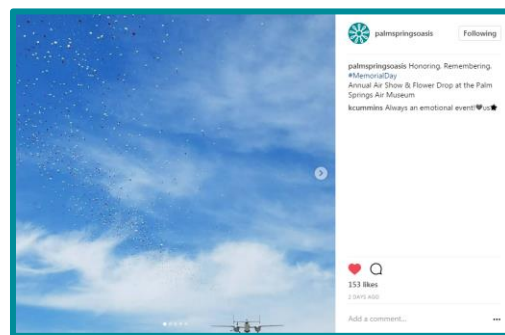
Watch now:



 Instagram

In the past month, the CVB Instagram account grew by over **250 followers**. We continue to visually showcase our destination to our audience using Instagram stories. And who doesn't love a great story?? **Our highest engaged** photo had over **500 likes** and 3 comments. The CVB also used the carousel feature of Instagram to highlight the many photos captured over Memorial Day weekend at Palm Springs Air Museum. And, we're also working to identify local influencers to engage with on Instagram. The Ritz-Carlton photo below is reposted from **@stylelullaby**, an account with over **230,000 followers**.

Over 200 million people now use Instagram Stories every day to keep up with friends and accounts they love



One strategy we are also focusing on to maximize our exposure with Partners is by tying them in with trending days and hashtags. For example, the highest engaged post last month was on #MothersDay and featured a giraffe mother and calf at The Living Desert.

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

If you have great imagery, compelling stories and fun facts you would like to contribute to the Greater Palm Springs CVB's social channels, please send them to:

Krystal Kusmieruk, Social Media Manager
social@palmspringsoasis.com

Marketing & Communications

May 2017

Media Highlights

May was an energetic and productive month for the CVB Communications team. We hosted **26 individuals/group familiarization visits**, totaling 435 content creators during May. And, beyond traditional print media, we continue to see growth in digital influencer inquiries and visits. Leading up to **Greater Palm Springs Restaurant Week** and the **PRSA Travel & Tourism Conference**, the team assisted key press, including Esquire Latin America, Octane, Skift, Taste California Travel, Grazia Magazine, LA Splash, and Passport.

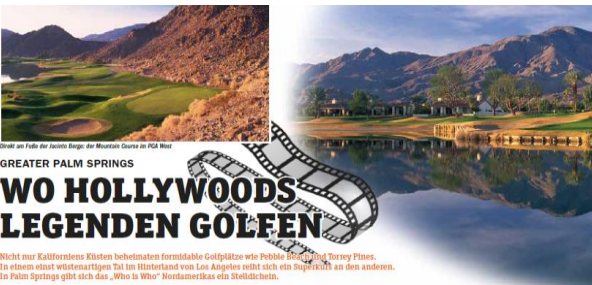
The **Visit California San Francisco Media Reception** took place May 16 at the Pier 27 Cruise Terminal. This event was held to connect California destinations and tourism businesses with leading media outlets based in the Bay Area and garner top-tier coverage. Communications Manager Nicky Faeth met with **80 different media guests**.

The **Greater Palm Springs CVB** hosted its first **Greater Palm Springs Restaurant Week Media Preview** event at Agua Caliente Casino Resort & Spa on **May 19**. More than 55 media from Los Angeles, Orange County, San Diego and the Inland Empire attended the private tasting with featured participating restaurants to share the love (#dineGPS) and promote this highly anticipated multiday culinary event taking place **June 2-11** across the valley.

The **PRSA 2017 Travel & Tourism Conference took place in Greater Palm Springs May 21-24**. Our team was very involved in the conference, which included various workshops, roundtables, speakers and receptions, held at Riviera Palm Springs. There was also the option for conference attendees and media guests to sign up for additional pre-conference events and dine arounds to further explore Palm Springs.

The **Travel Media Association of Canada (TMAC) Conference** was held in Quebec City, Canada **May 24-27**. This conference brings together Canada's most respected professional travel writers, bloggers, photographers, videographers and tourism industry experts. Communications Manager Nicky Faeth attended and represented the Greater Palm Springs CVB while meeting with **27 media appointments**.

Featured Content

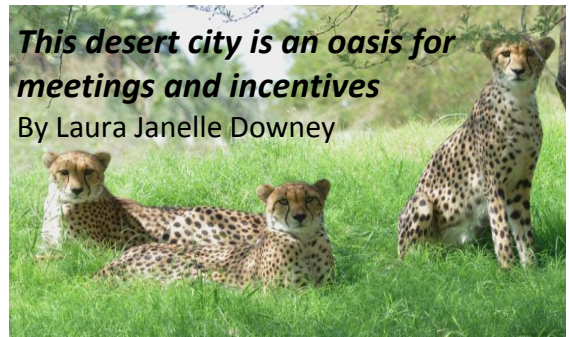


As a result of Klaus Westermeier's media visit in January, GOLFakuell article "**Where Hollywood's Legends Play Golf**" showcases Greater Palm Springs as a classic Hollywood oasis with over 130 golf courses available. The article highlights TPC Stadium Course, Westin Mission Hills, Escena Golf Club, Desert Willow Golf Resort and La Quinta Resort & Club.

Spring 2017 | Circulation: 62,850 | Earned Value: \$79,035

The Greater Palm Springs CVB was featured in **Facilities & Destinations** 2016-2017 Winter magazine, as "an oasis for meetings and incentives." The feature mentioned many Partners including: Kimpton, Andaz Palm Springs, Virgin Hotels Palm Springs, The Ritz-Carlton Rancho Mirage, Palm Springs Aerial Tramway, BMW Performance Center, Hard Rock Hotel, The Modern Tour, JW Marriott Desert Springs and The Living Desert.

May 1, 2017 | Circulation: 23,694 | Earned Value: \$12,141



Marketing & Communications: May 2017 (Cont.)

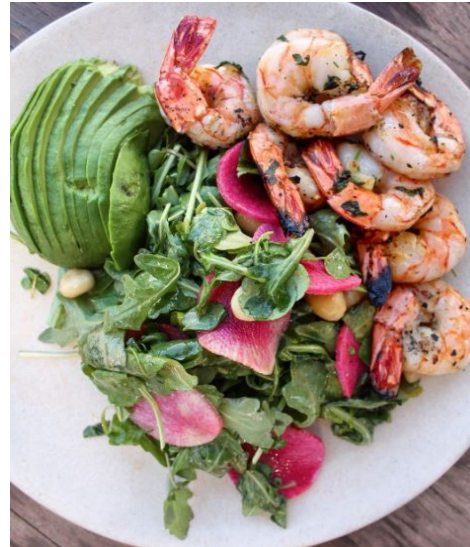
Social Chatter about Greater Palm Springs

We're always brainstorming creative ways to inspire people to visit our destination, like regularly encouraging media guests and FAM groups visiting GPS to post social media content and tag our Partners and the CVB. In addition to the CVB's social media tags, we share CVB Partner social media handles and hashtags with media guests. Below is a selection of posts from our targeted foodie influencers that visited in May leading up to Greater Palm Springs Restaurant Week.

#VisitGPS #CADeserts #dineGPS #findyouoasis



@NJinLA | Pinzimini | 245 likes
Tonight I checked inot @WestinMissionHills in Greater Palm Springs area and amde my way to the hotel's restaurant #pinziminips for dinner. #dineGPS



@nobread | King's Highway | 2,361 likes
The tour de #PalmSprings continues as we gear up for their restaurant week June 2-11! Next stop: Ace Hotel @kingshighwaydiner for this Oasi Salad with shrimp and avacado #GlutenFree HEAVEN#dineGPS



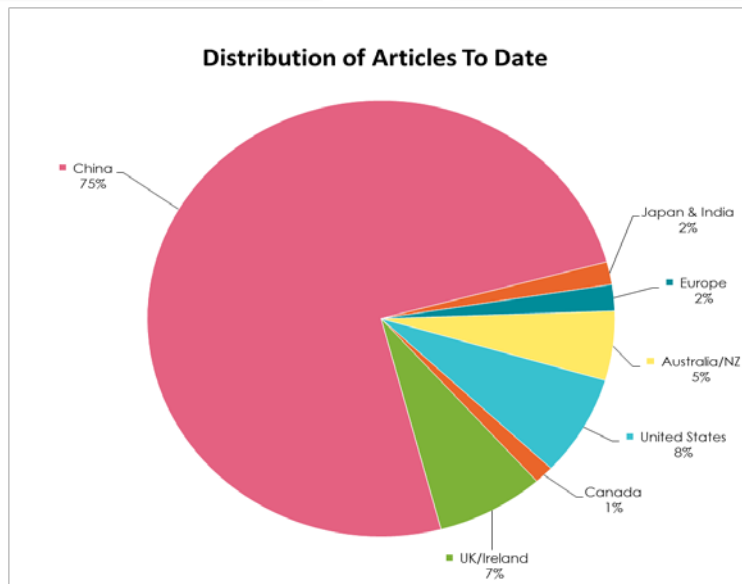
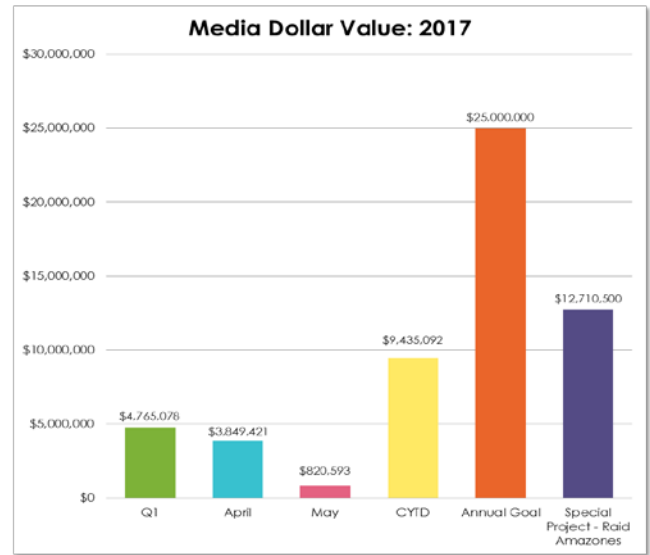
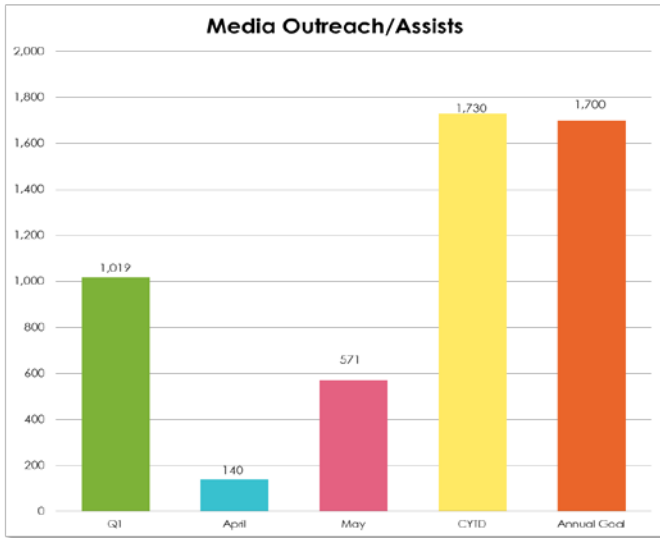
@indulgenteats | Copleys | 7,374 likes
Bacon wrapped flet mignon! First stop in Palm Springs was #Copleys to preview their menu for @dinegps Restaurant Week 6/2-6/11 --more on my story #DineGPS



@hangrydiary | La Quinta Cliffhouse | 1,452 likes
Greater Palm Springs Restaurant Week is coming soon! Let's get some ice cream to cool us down! Check out our blog - link in bio @laquintacliffhouse X #dineGPS

Marketing & Communications: May 2017 (Cont.)

2017 Media Value



On the Horizon

The CVB attended the Media Marketplace at **IPW: Washington DC June 3-8**. IPW is the travel industry's premier international marketplace and the largest generator of travel to the United States. Director of Communications Joyce Kiehl met with domestic and international media.

The **35th annual California Travel Summit** is being held in Newport Beach, California **June 26-29**. CalTravel brings the entire travel and tourism industry together for three days of authoritative speakers and panels to discuss the hottest issues of the day, unparalleled networking opportunities, workshops and social events. Several Communications team members will be attending.

This year's highly anticipated **Greater Palm Springs Restaurant Week** made its debut June 2 and ran through June 11. This presented a fantastic opportunity for locals and visitors to experience some of the most exciting eateries throughout the destination. It was the perfect time to dine out with friends and discover a new restaurant, or visit an old favorite.

The CVB Communications team will be assisting limited inbound media guests June-August. Stay tuned for details!

Bachelorette

Greater Palm Springs took center stage in episode 2 of The Bachelorette, which aired May 29th on ABC. Film Oasis worked closely with the producers of the show to secure the location of the first one-on-one date for this season's Bachelorette, Rachel.

The date started off with the couple jetting from LA to Palm Springs where Rachel was reunited with her dog for a canine play on Coachella, Bark Fest, held at the Kirk Douglas Estate in Palm Springs. After some sunshine and quintessential Palm Springs architecture, the couple spent a romantic evening at La Quinta Resort & Club. The evening consisted of a dinner followed by a spectacular firework display.

In addition to verbal and visual mentions of our Partners during the episode, we are featured on the "behind the scenes" page of the Bachelorette website: <http://abc.go.com/shows/the-bachelorette/news/behind-the-scenes/bachelorette-2017-rachel-lindsay-behind-the-scenes-weeks-1-and-2>

Our 12-minute segment on the show had an ad value of \$5,100,000, providing us an ROI of 170:!!



Film in California Conference

Michelle Rodriguez attended the Film in California Conference held May 20th at the CBS Studio Center in Burbank. On hand were location scouts from some of the top network shows, learning about various destinations throughout the State. We supported our Riverside County Film Commissioners at their booth and learned about trends in the location industry. One of the key takeaways from the day was that more and more studios are moving their productions back to California, which is great news for our area.

In the coming months, we will be following up with these leads to coordinate additional deskside meetings to keep Greater Palm Springs top-on-mind with these location scouts.



Contact Michelle Rodriguez for more information
Film Oasis Representative
filmoasis@gpscvc.com

Culinary: Greater Palm Springs Restaurant Week:

The preliminary results of 2017 Greater Palm Springs Restaurant Week, June 2-11, appear to have exceeded our expectations.

2017 marks the first year that eight of our cities participated: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, and Indio.

Lunch was a new option this year at set prices of \$15, \$20 and \$25 while dinner menus were at \$29, \$39 and \$49.

112 Participating Restaurants (up from 85 last year)

Restaurants reporting a 60% increase in OpenTable bookings over last year. Record number of restaurant meals served and covers sold. Glowing reviews coming in from across the valley from both restaurants and consumers. Surveys are out to restaurants and consumers (due June 30) so a final recap will be provided in July.

Preliminary results:

Over 50,000 sessions on the DineGPS website

More than 27,300 users

210,000 page views

Avg time on site was 7:12

Local Radio impressions 10.5M with 900 live mentions, 1420 promo spots

Local TV impressions 27M with 2000+ :30 sec spots

Local Print impressions 4M with 28 print ads with added value of online banners, e-news

Drive Market TV impressions 377M with 400 spots in Los Angeles, OC, SD

Drive Market OOH 10 digital billboards with 5M impressions

Digital impressions 3M with Facebook, Yelp, Thrillist, Pandora, Locale, TravelZoo

YouTube views of our online :30 sec commercial 45K+ avg view time of :29

New DineGPS newsletter to 40,000+ recipients in May and again in June w/ 12% open rate

Earned media: 125,549,906 (# of people) in potential reach of messaging

More than 10 Million social media impressions**

\$1,137,960 in total estimated ad value (Estimated Ad Value measures the sum of the total traditional media value. There's no industry standard for measuring social media ad value so therefore we listed as n/a. In comparison to dineLA last's restaurant week event, the total media value was \$713,583.34. Ours was \$1,137,960 in total estimated ad value.)

Marketing & Communications June 2017

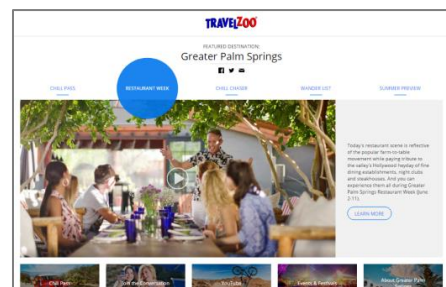
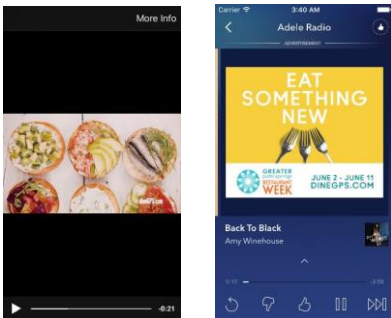
Destination Development Highlights



FEATURED RESTAURANTS

FOR A COMPLETE LIST OF FEATURED RESTAURANTS GO TO DINEGPS.COM

PRESENTED BY: AQUA CALIENTE, SUN RESORT CASINO, SPICO



Outdoor Adventure:

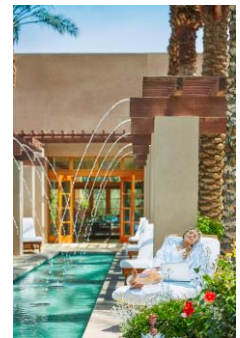


The CVB continues to work with CVAG, BLM and Friends of Desert Mountains to have ONE list of authorized trails for everyone to use and refer people to. Once we have the details populated for all trails, we can determine where to place signage around the cities to guide people to the right trail head locations. We will also use this data to populate hiking apps such as Easy2Hike or TrailFinder to ensure that people can easily find our trails. Moving forward we plan to do video and offer marketing support to the hiking and outdoor adventure enthusiast. Greater

Palm Springs outdoor adventure tourism industry is growing rapidly, and with its mountains, canyons, preserves, hiking and biking trails and so much more, Greater Palm Springs is an outdoor adventurer's dream and we plan to help our industry thrive by attracting this traveler to our destination.

Health, Wellness & Spa:

A primary component of Health & Wellness is the ability for the body to recover from the daily stress of life, relax and re-energize. The first step into promoting Health & Wellness is to celebrate the Spa experiences. Spa offers are now being collected for the website to drive business during the slower summer and early fall months. Chill Pass deals will promote the Spa Offers. CVB marketing efforts will drive traffic to these deals and in some cases will pair them with room nights. The website will support this effort with content and articles around relaxation and spa experiences.



Arts & Culture:

Palm Springs International Short Film Festival takes place in June and we have provided PR support to help get the word out. The CVB has met with Modernism Week regarding marketing support for the curated Fall Preview Event. CVB promotional efforts included website content, press release, PR efforts and social media. Arts & Culture initiatives moving forward over the summer months will include generating more content, as well as continued strategizing with the California Desert Arts Council (CDAC).

Sustainability:

Every month the Greater Palm Springs CVB works with Positive Impact as we support the United Nations International Year of Sustainable Tourism for Development. We're participating in social media share days with destinations around the globe to keep our destination "top of mind" among tourism leaders thinking about global sustainability.



Positive Impact is conducting a survey to gain input about what you think the meeting & event industry will look like by 2020 in terms of sustainability. Please see link on the How to Get Involved page to take the survey.

Air Service:

Scott White attended Jumpstart, an air service development conference in Providence, Rhode Island. Meetings included the following airlines: Southwest, JetBlue, Air Canada, WestJet, Allegiant, Delta, Alaska, Volaris and Sun Country. All discussions were very positive. 2017/18 is a transition year for many of the airlines. As they anticipate new equipment arrivals, expansion into regional markets will be tough. GPS will have its greatest opportunity in the fall of 2018 leading into 2019. The CVB will work with its consultant, InterVISTAS, on scheduling headquarter appointments in the fall to ensure GPS is on their radar for expansion.

HOW TO GET INVOLVED

Please contact Vicki, vhiggins@gpscvb.com, for the following:

Restaurant Chill Deals:

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

https://dinegps.formstack.com/forms/dinegps_chill_deals

Outdoor Adventure:

We are seeking content, articles, photos and videos to share with visitors as we promote Outdoor Adventure, please share your content with me vhiggins@gpscvb.com.

Health, Wellness & Spa:

Please be sure to update your listing on the CVB website with your **Spa Offers** by logging in to the partner extranet at www.mygpscvb.com. If you need more information or have ideas to share, please email Vicki.

Sustainability:

If you are a Green Hotel or offer eco-friendly and sustainable practices, we want to know! Please log in to the partner extranet at www.mygpscvb.com.

Positive Impact is conducting a survey now to learn what you think the meeting/event industry will look like by the year 2020 in terms of sustainability. Please click here to take the survey:

https://www.surveymonkey.co.uk/r/7RG9NXB?mc_cid=5021bcb7fd&mc_eid=ff7124cf72

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. We are seeking images for culinary, outdoor adventure, health & wellness, and sustainability.

For more information about Destination Development, contact

Vicki Higgins

VP of Destination Development

vhiggins@gpscvb.com

(760) 969-1347

PSP Schedule Analysis- June 2017

June 2017

June 2016

Number of Flights

1,128

Number of Seats

111,225

Number of Flights

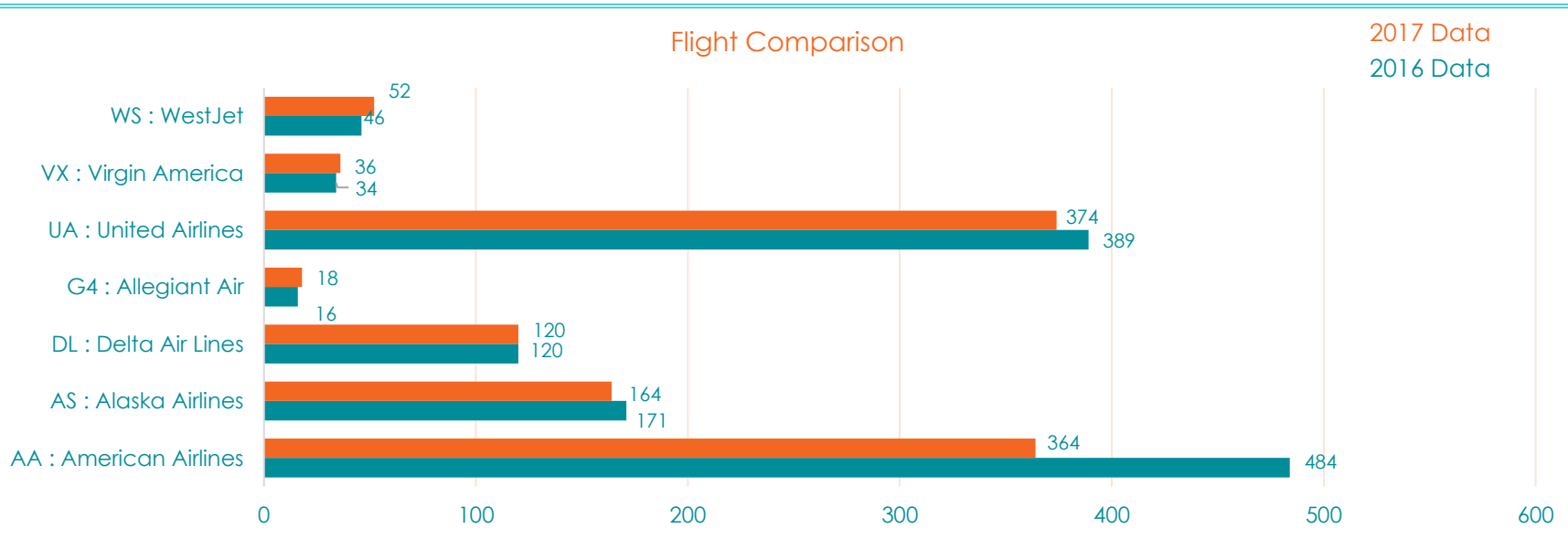
1,260

Number of Seats

102,791

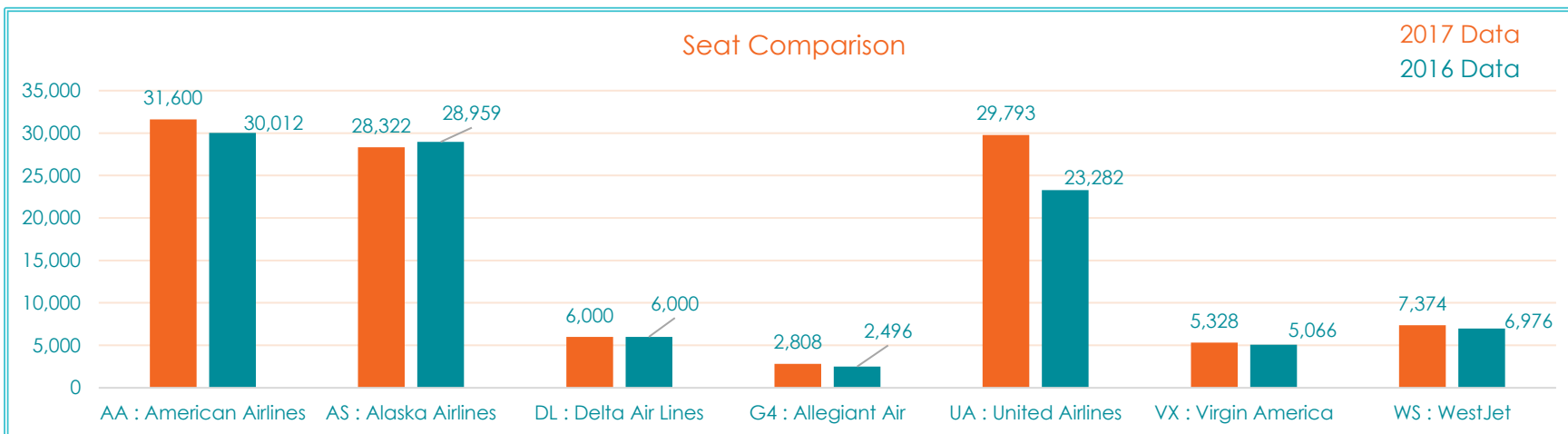
Flight Comparison

2017 Data
2016 Data



Seat Comparison

2017 Data
2016 Data



PSP Departures & Average Seats per Departure

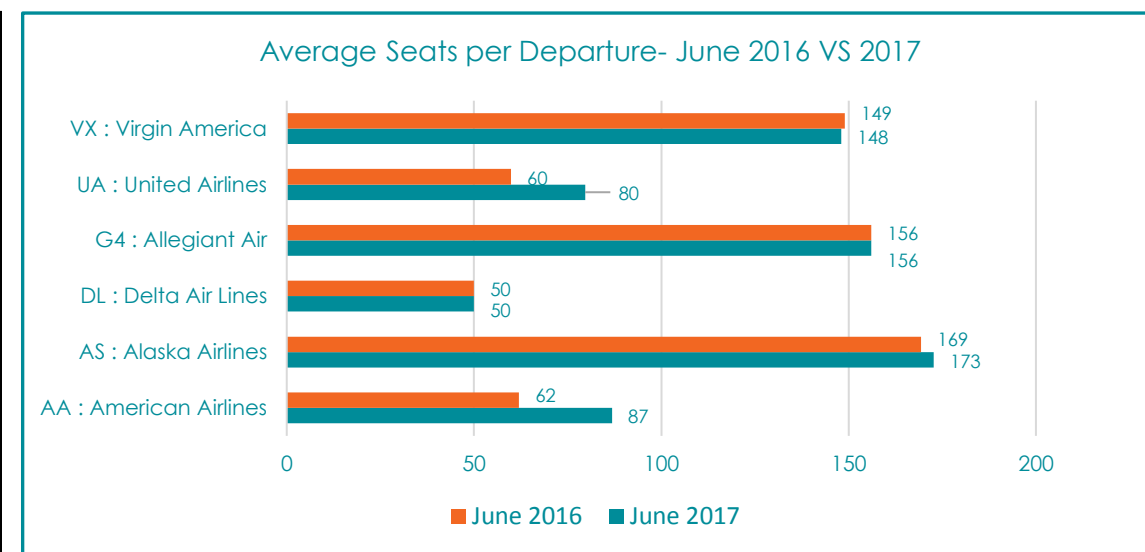
		Monthly Departures Each Way				Average Seats per Departure			
Market Airline	Origin	Jun-17	Jul-17	Aug-17	Sep-17	Jun-17	Jul-17	Aug-17	Sep-17
American Airlines	DFW : Dallas/Fort Worth, TX, US	31	31	31	30	4,960	4,960	4,960	4,800
	ORD : Chicago-O'Hare, IL, US	1	0	0	0	160	0	0	0
	PHX : Phoenix, AZ, US	150	151	149	131	10,680	10,756	10,616	9,350
	PSP : Palm Springs, CA, US	182	182	180	161	15,800	15,716	15,576	14,150
Alaska Airlines	PDX : Portland, OR, US	7	5	4	5	1,176	709	661	871
	PSP : Palm Springs, CA, US	82	77	68	39	14,161	12,826	11,645	6,890
	SEA : Seattle, WA, US	19	14	16	34	3,197	2,257	2,781	6,019
	SFO : San Francisco, CA, US	56	58	47	0	9,788	9,860	8,041	0
Delta Air Lines	PSP : Palm Springs, CA, US	60	62	62	57	3,000	3,100	3,100	2,850
	SLC : Salt Lake City, UT, US	60	62	62	57	3,000	3,100	3,100	2,850
Allegiant Air	BLI : Bellingham, WA, US	9	9	8	9	1,404	1,404	1,248	1,404
	PSP : Palm Springs, CA, US	9	9	8	9	1,404	1,404	1,248	1,404
UA : United Airlines	DEN : Denver, CO, US	60	60	62	85	5,136	4,140	3,980	7,350
	LAX : Los Angeles, CA, US	30	31	31	30	1,578	1,550	1,550	1,500
	PSP : Palm Springs, CA, US	187	179	199	230	14,948	12,099	17,172	21,908
	SFO : San Francisco, CA, US	97	88	106	115	8,131	6,383	11,778	12,914
Virgin America	PSP : Palm Springs, CA, US	18	18	23	59	2,664	2,664	3,404	8,732
	SFO : San Francisco, CA, US	18	18	24	59	2,664	2,664	3,552	8,732
WestJet	PSP : Palm Springs, CA, US	26	27	26	27	3,687	3,934	3,593	3,507
	YVR : Vancouver, BC, CA	9	9	8	9	1,292	1,292	1,124	1,258
	YYC : Calgary, AB, CA	17	18	18	18	2,395	2,642	2,469	2,249
Totals		1,128	1,108	1,132	1,164	111,225	103,460	111,598	118,738

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
AA : American Airlines	12.1	11.7	11.6	10.7	15.4	16.0
AC : Air Canada	0.0	0.0	0.0	0.0	0.0	0.2
AS : Alaska Airlines	5.5	5.0	4.4	2.6	5.2	7.6
B6 : JetBlue Airways	0.0	0.0	0.0	0.0	0.0	0.9
DL : Delta Air Lines	4.0	4.0	4.0	3.8	4.0	3.9
G4 : Allegiant Air	0.6	0.6	0.5	0.6	1.2	0.5
SY : Sun Country	0.0	0.0	0.0	0.0	1.0	1.3
UA : United Airlines	12.5	11.5	12.8	15.3	18.3	23.4
VX : Virgin America	1.2	1.2	1.5	3.9	4.0	5.7
WS : WestJet	1.7	1.7	1.7	1.8	3.7	11.3
	37.6	35.7	36.5	38.8	52.8	70.9

Average Daily Seats Each Way (DSEW) by Market Airline						
Market Airline	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
AA : American Airlines	1,053	1,014	1,005	943	1,389	1,452
AC : Air Canada	0	0	0	0	0	56
AS : Alaska Airlines	944	827	746	459	921	1,284
B6 : JetBlue Airways	0	0	0	0	0	140
DL : Delta Air Lines	200	200	200	190	200	193
G4 : Allegiant Air	94	91	81	94	181	83
SY : Sun Country	0	0	0	0	130	190
UA : United Airlines	993	780	1,112	1,456	1,675	1,840
VX : Virgin America	178	172	224	582	592	849
WS : WestJet	246	254	232	234	559	1,734
	3,708	3,337	3,600	3,958	5,647	7,821

Average Seats per Departure by Market Airline						
Market Airline	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17
AA : American Airlines	86.8	86.4	86.5	87.9	90.4	90.8
AC : Air Canada						282.0
AS : Alaska Airlines	172.7	166.6	171.3	176.7	178.5	168.9
B6 : JetBlue Airways						150.0
DL : Delta Air Lines	50.0	50.0	50.0	50.0	50.0	50.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country					126.0	142.2
UA : United Airlines	79.7	67.5	86.6	94.9	91.4	78.6
VX : Virgin America	148.0	148.0	148.0	148.0	148.0	148.0
WS : WestJet	141.8	145.7	138.2	129.9	149.5	153.5
	575	567	579	579	721	878



June 2017 Departures by Aircraft Type

Average Daily Opportunities

Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-800 Winglets Pax/BBJ2	64	10,240
AA : American Airlines	CRJ-700	240	16,800
AA : American Airlines	CRJ-900	60	4,560
AS : Alaska Airlines	B737-700 Passenger	4	496
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	42	6,678
AS : Alaska Airlines	B737-900 Passenger	26	4,658
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	92	16,490
DL : Delta Air Lines	CRJ	120	6,000
G4 : Allegiant Air	A319	18	2,808
UA : United Airlines	A319	22	2,816
UA : United Airlines	A320	12	1,800
UA : United Airlines	B737-800 Passenger	4	640
UA : United Airlines	B737-900 Passenger	31	5,549
UA : United Airlines	CRJ-200	146	7,300
UA : United Airlines	CRJ-700	66	4,620
UA : United Airlines	E-175 Enhanced Winglets	93	7,068
VX : Virgin America	A320	36	5,328
WS : WestJet	B737-600	18	2,034
WS : WestJet	B737-700 Winglets Pax/BBJ1	10	1,308
WS : WestJet	B737-800 Winglets Pax/BBJ2	24	4,032

Average Daily Flight Opportunities	Average Daily Seat Opportunities
2.1	341
8.0	560
2.0	152
0.1	17
1.4	223
0.9	155
3.1	550
4.0	200
0.6	94
0.7	94
0.4	60
0.1	21
1.0	185
4.9	243
2.2	154
3.1	236
1.2	178
0.6	68
0.3	44
0.8	134

February 2017 - Load Factor Report

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2017	Load Factor 2016	Departures	Average Departures Per Day
AA : American Airlines	30,982	27,621	90.78	85.62	284	10.1
AS : Alaska Airlines	31,317	25,245	83.21	83.55	179	6.4
B6 : JetBlue Airways	3,900	3,504	89.83	83.38	26	0.9
DL : Delta Air Lines	11,347	9,881	87.90	89.29	143	5.1
G4 : Allegiant Air	1,950	1,707	87.54	79.27	12.5	0.4
OO : SkyWest Airlines	75	0	0.00	N/A	1.5	0.1
SY : Sun Country	4,440	3,384	76.22	75.29	28	1.0
UA : United Airlines	27,545	23,515	87.44	82.33	328	11.7
VX : Virgin America	5,173	3,788	73.74	66.42	35	1.3

