



# BOARD AND JPA MEETING

Friday, March 26, 2021  
Virtual Meeting



CALL TO ORDER

**“I pledge allegiance to the flag  
of the United States of America,  
and to the Republic for which it stands,  
one nation under God indivisible,  
with liberty and justice for all.”**



# INSTRUCTIONS FOR PUBLIC COMMENT



## **Time**

Each person has **3 minutes** to speak.



## **Online**

Click the “Participants” icon on Zoom screen to reveal list.  
Then click “Raise Hand” button.

You will be called on by your display name or phone number when it is your turn to speak.



## **By Phone**

Select \*9. You will be called on by your display phone number or name when it is your turn to speak.

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Please mute all other feeds of this meeting while speaking to prevent feedback.



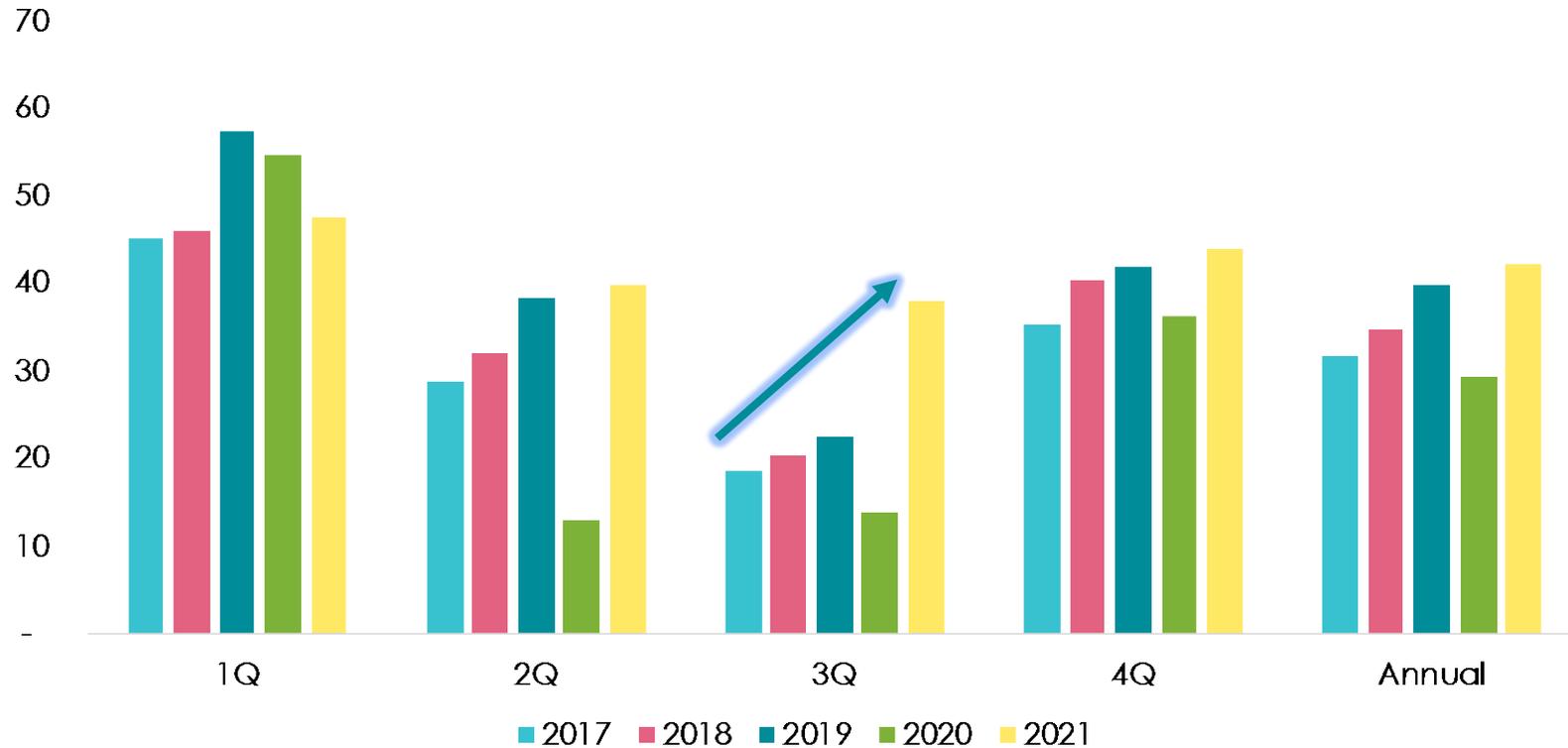
# AIR SERVICE UPDATES

# NEW AIR SERVICE



# Additional Flights & Larger Aircraft Contributing to Growth

PSP: AVERAGE FLIGHTS PER DAY  
By quarter; January 2017 to December 2021



Daily Flight Change; 2017 to 2021		
	2021 Flights	2017 to 2021
Quarter 1	48	+6%
Quarter 2	40	+38%
Quarter 3	38	+105%
Quarter 4	44	+24%
Annual	42	+33%

Daily Seat change; 2017 to 2021		
	2021 Seats	2017 to 2021
Quarter 1	5,387	+0%
Quarter 2	4,394	+34%
Quarter 3	3,823	+110%
Quarter 4	4,714	+11%
Annual	4,576	+25%

# Focused on Summer & Earlier Return of Seasonal Service



- Service to Boise expected to return in October



- San Jose and Everett service expected in September  
 - Reno and Boise scheduled return in December



- Increased flights to Dallas year-round



- Added more service to Salt Lake City year-round  
 - Scheduled Seattle service year-round starting summer 2021  
 - New Los Angeles service will be year-round



- Expect Fort Lauderdale & New York JFK to start in September



- New airline flying year-round to Denver, Las Vegas, Phoenix & Oakland

Number of Destinations; 2017 to 2021		
	2021	2017 to 2021
Quarter 1	23	+5
Quarter 2	19	+1
Quarter 3	18	+7
Quarter 4	22	+4
Annual	28	+10

# CVB GOALS

# CONVENTION SALES GOALS

	Q1 GOAL	Q2 GOAL	Q3 TARGET	Q4 TARGET	2021 TARGET TOTAL
ROOM NIGHTS	10,000	15,000	20,000	24,500	69,500
# GROUPS BOOKED	20	35	45	50	150
LEAD DISTRIBUTION	75	105	125	145	450
NEW LEAD DISTRIBUTION	30	40	60	70	200

**Dynamic Goal Setting** is the methodology for GPSCVB in 2021. Each quarter we will review the current group climate, evaluate group gathering guidelines, and utilize Tourism Economics data to evaluate and adjust goals throughout the year. The above outlines goals for Q1 & Q2. Targets for Q3 & Q4 will be reviewed at the end of each of the previous quarters.

# WEBSITE GOALS

	Q1 GOAL	Q2 GOAL	Q3 TARGET	Q4 TARGET	2021 TARGET TOTAL
Sessions	508,637	545,963	480,007	753,489	2,288,096
Engaged Sessions	33%	33%	33%	35%	33.66%
Qualified Session Rate	10%	10%	10%	10%	10%

## Factors contributing to rebuild website traffic:

- Turning on paid media to drive traffic to website
- Increase in activities and events happening in destination will assist in recovery for our local market traffic
- As sentiment improves and vaccine rollout continues, interest in our destination will grow and organic traffic will increase

# SOCIAL MEDIA GOALS

@VISITGREATERPS	Q1 GOAL	Q2 GOAL	Q3 TARGET	Q4 TARGET	2021 TARGET TOTAL
Impressions	3M	3.5M	4M	5.7M	16.2M
Video Views	300K	450K	550K	700K	2M
Website Clicks	15K	17K	20K	23K	75K
@DINEGPS					
Impressions	650K	1M	1.25M	1.50M	4.4M
Video Views	10K	40K	50K	100K	200K
Website Clicks	3K	5K	4K	5K	17K

# MEDIA GOALS

	Q1 GOAL	Q2 GOAL	Q3 TARGET	Q4 TARGET	2021 TARGET TOTAL
PR QUALITY SCORE	450	1000	1300	1500	4250
Media Outreach/Assists	500	500	500	500	2000
CS Earned Media	5	7	12	12	36

- **PR Quality Score** is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response.



# RESEARCH UPDATES

# GPS CONSUMER SENTIMENT

In collaboration with our research partner, **Destination Analysts**, we are conducting a research project with the primary objective to explore perceptions, aspirations and plans to visit Greater Palm Springs for both the drive and fly markets.

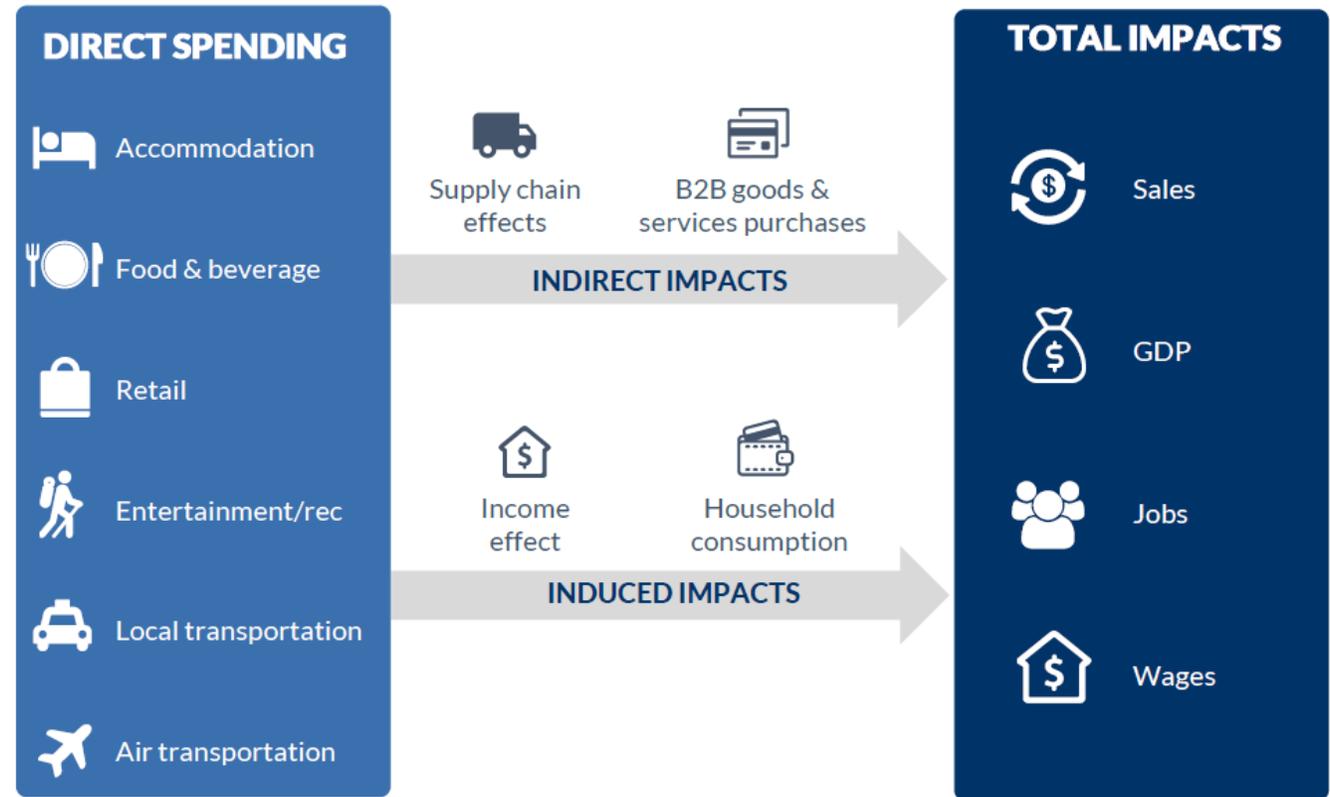
## This study is designed to:

- Identify key **travel motivators** and sources of inspiration
- Benchmark awareness, familiarity, appeal and **likelihood to visit** the Greater Palm Springs amongst current and potential audiences
- Measure future **travel intentions** to the Greater Palm Springs region
- Explore **desired travel experiences**—and the drivers that generate **traveler interest** in these experiences
- Explore the **marketing messaging** about the region that will most resonate with **potential visitors**
- Understand **deterrents** for visiting the Greater Palm Springs region
- Determine the **media** most likely to reach both current and **potential audiences**
- Identify **high potential visitors**, new traveler segments/personas

# VISITOR ECONOMIC IMPACT

This **research project** will give a comprehensive overview of the visitor economy in Greater Palm Springs, defining the **volume** and **economic value** of tourism.

- Amount of visitors for **day trips** and **overnight** both domestic and international
- **Economic impact** of visitors including:
  - Spending by category
  - Household income
  - Employment
  - Direct and indirect impact



# GEO-LOCATION DASHBOARDS

To add deeper, more comprehensive and **actionable insights**, Destination Analysts will set up a **custom analysis system** and online dashboard to process the Greater Palm Springs CVB's Uber Media data monthly and provide a **higher and deeper analysis of marketable visitors** to the region.

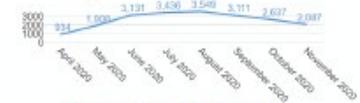
- Customized online dashboard, which can be accessed at any time in real-time with geolocation data analysis of the region's visitors.
- Dashboard is all-in-one statistical analysis and reporting tool designed for survey data.
- Dashboard allows users to analyze, visualize and share data dashboards & interactive reports. Featuring analysis techniques that work with categorical data, sampling weights and filters, users can access the online dashboard at any time.

## All Trips 20793 Trip Records

### Trip Origin:



### Trip Count Over Time:



### Average Trip Duration:



Destination Analysts

## All Trips 20793 Trip Records

### Top Lodging Properties:



### Top Attractions:



Destination Analysts

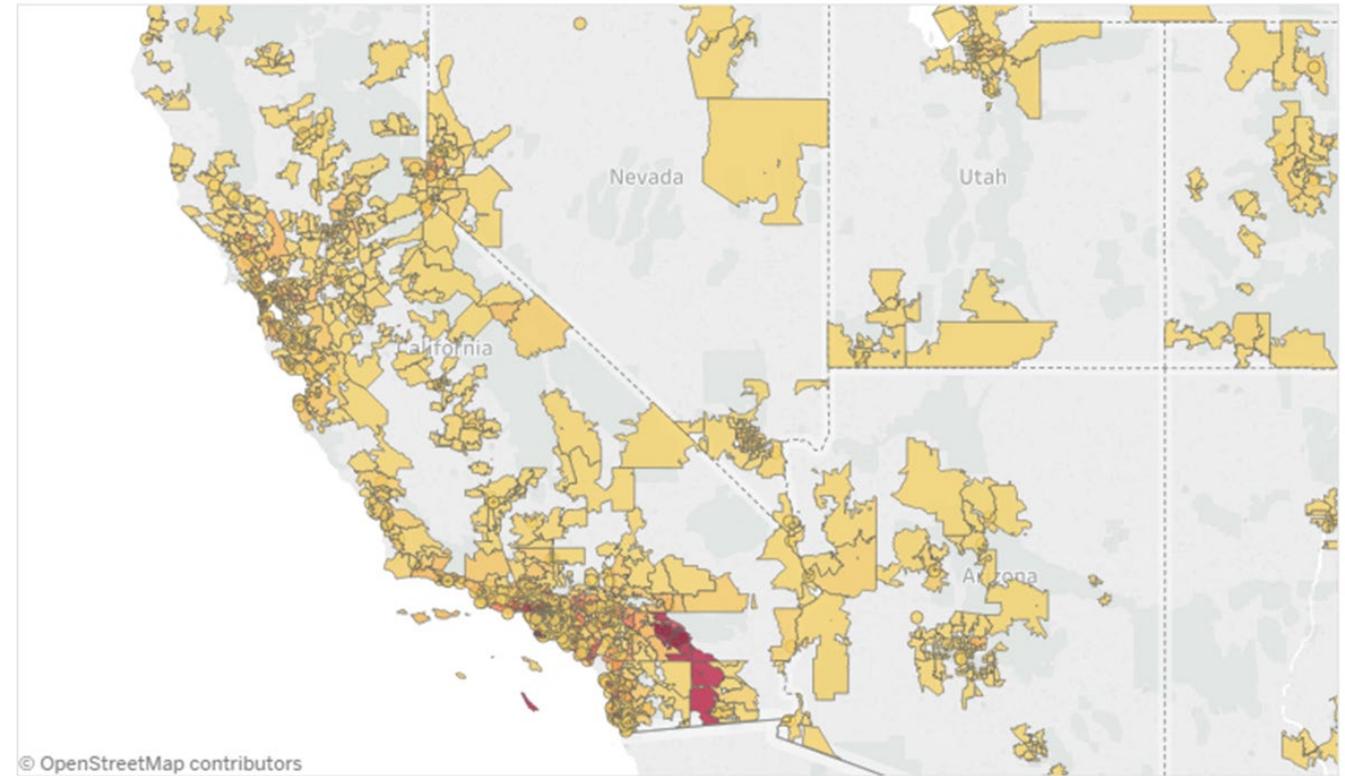
# SECOND-HOME OWNERSHIP STUDY

With the assistance of CVEP, the CVB is conducting an updated report of non-primary residential home ownership in the Coachella Valley. The analysis will identify property owners with different mailing and property addresses in Riverside County's property database, covering both detached homes and condominiums.

**This report is a valuable tool in our efforts to secure additional air service to the destination and will include:**

- Total number of ownership of second homes in each city.
- Location of primary residence for US and Canada by State and Province.

Density of Ownership by ZIP Code (US only)





# CONVENTION SALES

# CANCELLATIONS DUE TO COVID-19

	PROGRAMS	ROOM NIGHTS	ECONOMIC IMPACT
Cancelled	292	261,331	\$177,019,143
Rebooked	114	102,041	\$65,457,278
*Estimated Destination Impact	445	398,225	\$278,904,912

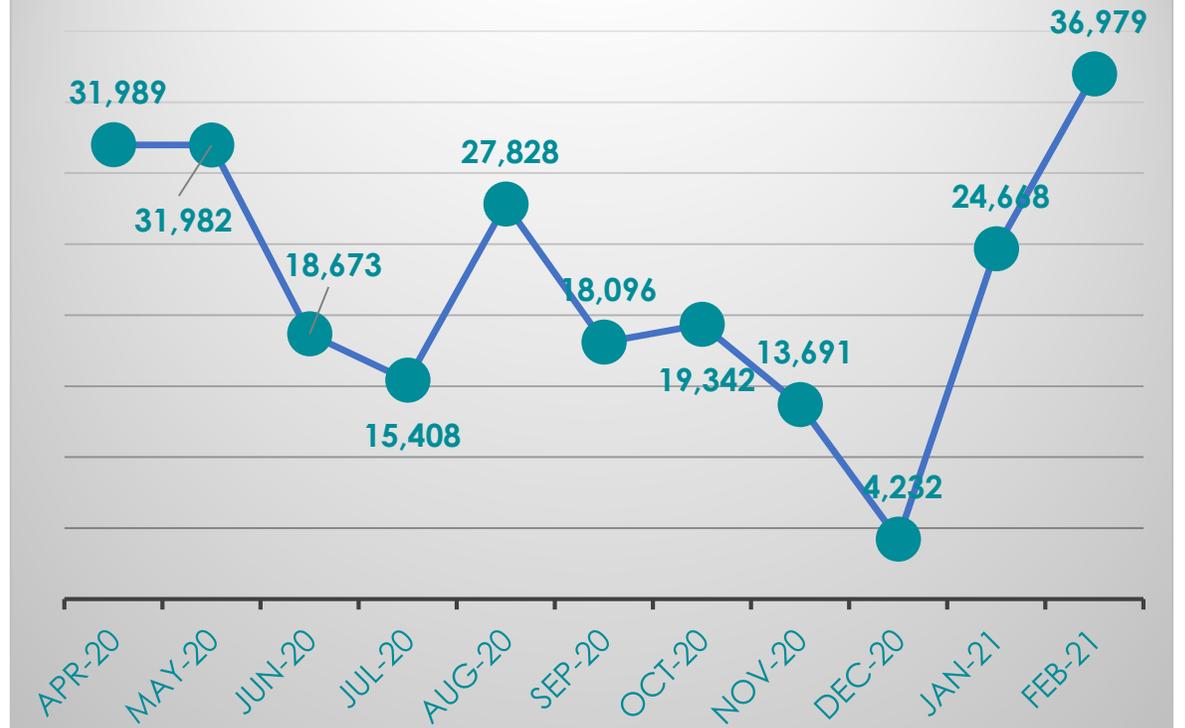
\*Number calculated using CVENT data

# LEAD TREND BY MONTH

### Leads/Month Since April 2020

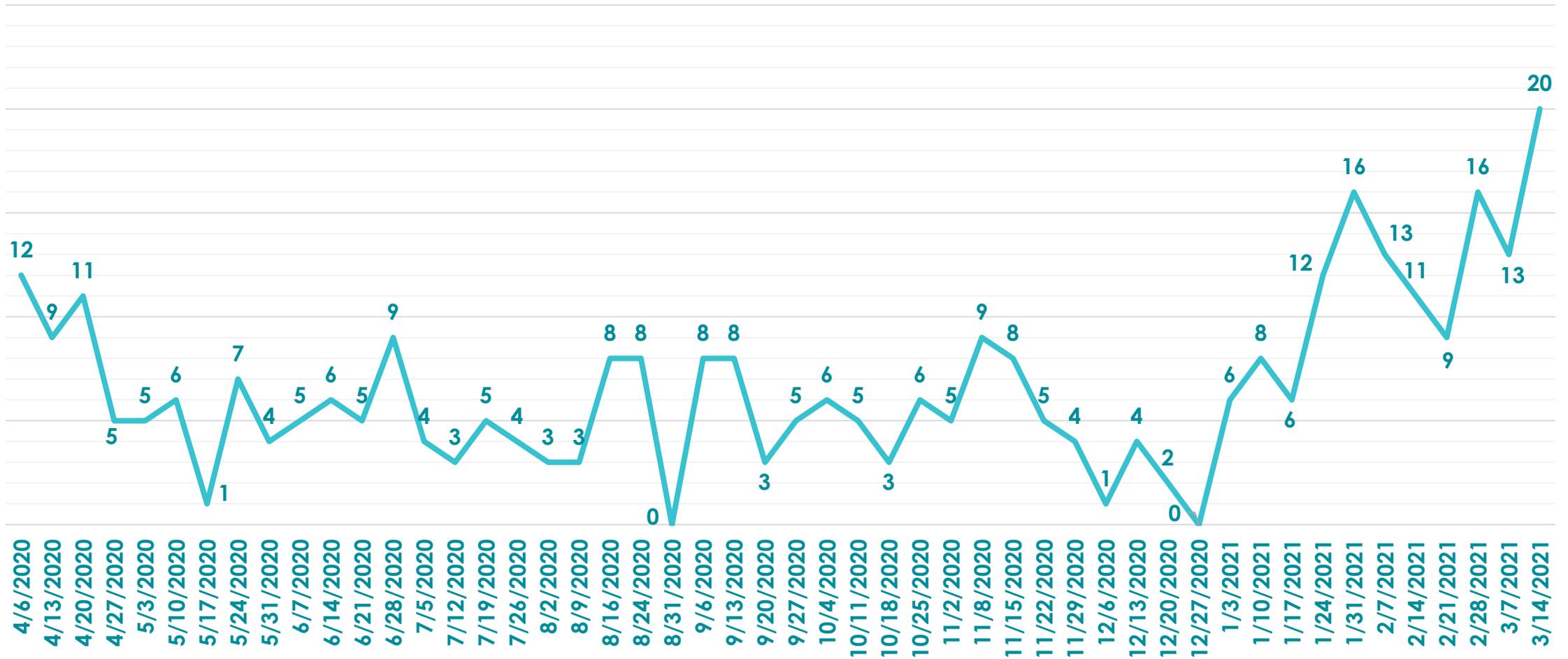


### Tentative RN's/Month Since April 2020



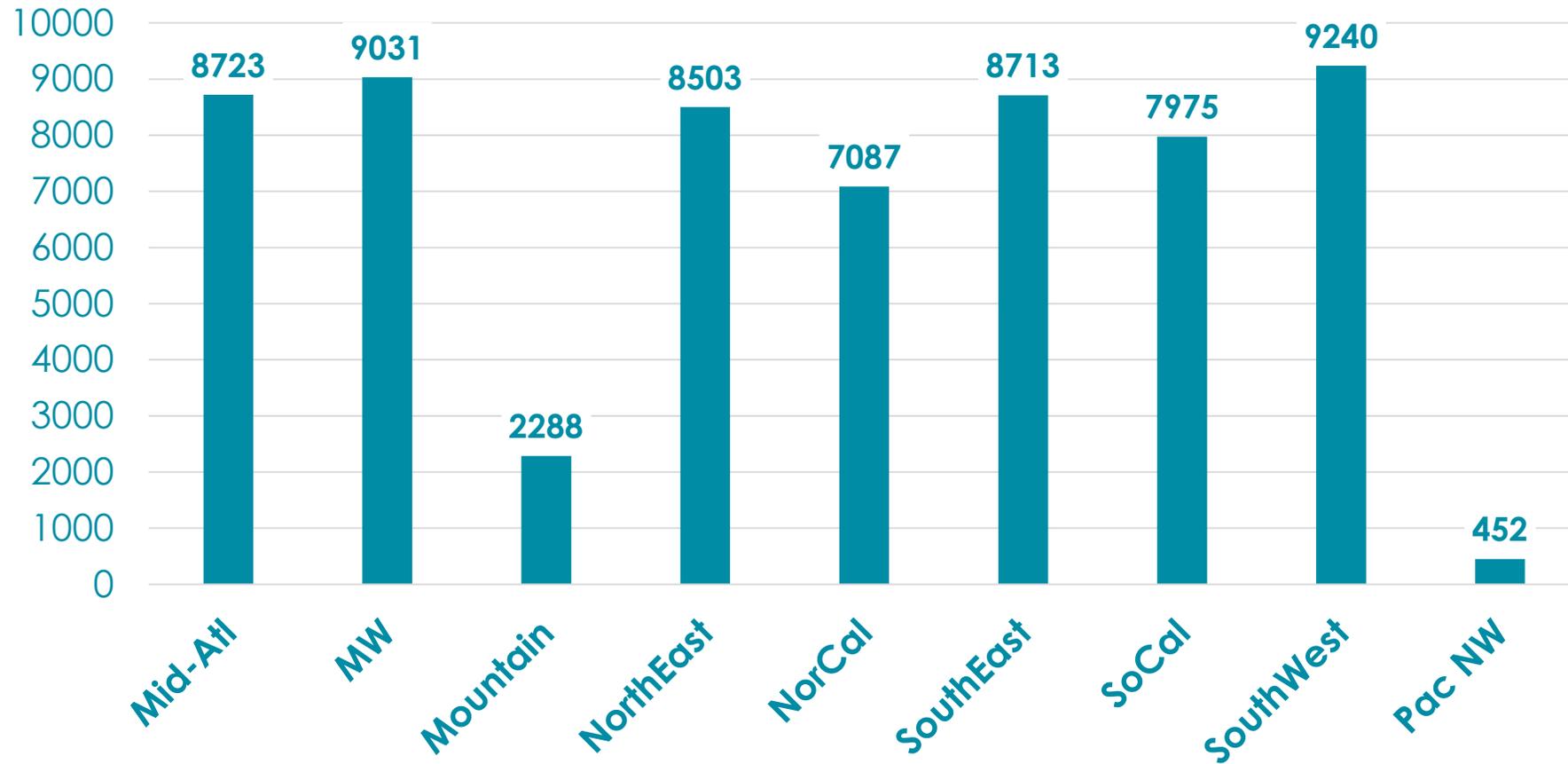
# LEAD TREND BY WEEK

## Leads by Week April 2020 - Present



# LEADS BY REGION – JAN & FEB

## YTD LEADS by Region/RNS



# SALES BLITZ: MARCH 15-19, 2021

ALL CVB managers outreach for entire week

## New Rebate Offer

- Offer available for CVB & hotel direct leads (with CVB approval) until September 30, 2021 or until the CVB reaches **\$100,000.00** in rebates per year, whichever comes first.
- The program must actualize in **June, July or August of 2021, 2022 or 2023** to receive funding credit.
- Actualized room nights Sunday through Wednesday will receive **\$10.00 per room night credit**.
- Actualized room nights Thursday through Saturday will receive will receive **\$5.00 per room night credit**.

**560+ CLIENTS REACHED**



# GROUP OFFERS PAGE

- Hotels can post offers via the group offer page on the CVB meetings site.
  - Log in MyGPSCVB.com
  - Select “collateral”
  - Click “special offers”



## GROUP OFFERS

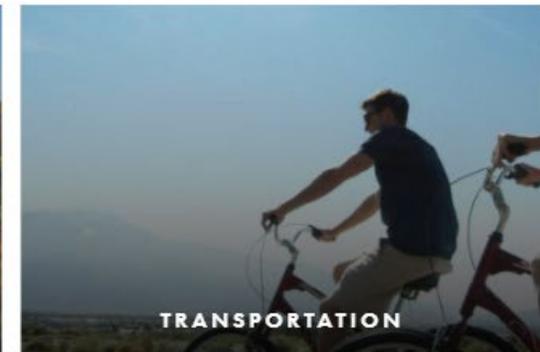


Booking your meeting just got easier with new special offers and deals from Greater Palms Springs hotels and attractions. Plan your meeting or event and receive the benefits of savings while enjoying year-round sunshine, world-class resorts, unique venues, and endless activities.

With discounts and added value, you can create a great experience for your attendees, while also increasing ROI for your company, organization, or association. Check out the special offers and deals below, and book your meeting today.

Arrive early and stay longer! Find more great [Chill Deals](#) during your stay on [attractions](#), [dining](#), [spa](#), and more.

### FIND MORE DEALS



# SAFER MEETINGS LANDING PAGE



## SAFER TOGETHER, GREATER TOGETHER

Your confidence. Your peace of mind. Your safety. That's our pledge to you in Greater Palm Springs. The Safer Together, Greater Together Pledge recognizes more than 500 local businesses—including the Palm Springs Convention Center—that have committed to the latest safety guidelines. Book confidently knowing that the safety of your attendees is our top priority.

[READ MORE >](#)



### PALM SPRINGS INTERNATIONAL AIRPORT

Getting here is easier (and safer) than ever.

[READ MORE! >](#)



### ACCOMMODATIONS

Find the perfect location for your attendees to have a relaxing and productive stay.

[READ MORE! >](#)



### PALM SPRINGS CONVENTION CENTER

Learn more about the Palm Springs Convention Center's health and safety program.

[READ MORE! >](#)



### COVID-19 RESOURCES & UPDATES

Get the latest updates on regulations for our destination.

[READ MORE! >](#)



### GROUP OFFERS

Plan your meeting today and save.

[READ MORE! >](#)



### SITE VISIT

What to expect during your site experience in Greater Palm Springs.

[READ MORE! >](#)

- Updates **safety-focused** convention sales landing page provides information on COVID-19 protocols and guidelines as well as group offers, a meetings toolkit, and site visit details.
- Upcoming **meetings media** including digital, social, and content advertising will link to this page.

# MEETING PLANNER NEWSLETTER

- Distributed monthly to over **8K** meeting planners nationwide.
- **16%+** average open rate.



A GPSreboot VIRTUAL SERIES

## JOIN US FOR ART & SOL: PUBLIC ART

There's still time to RSVP for our third gpsREBOOT Art & Sol event this **Thursday, March 4th**, where we'll be discussing public art in all its colorful forms, including the upcoming *Desert X* biennial exhibition (which unfolds across Greater Palm Springs this month).

[RSVP NOW >](#)



## MORE FLIGHTS, MORE OFTEN

With relaxing open-air walkways and lushly landscaped courtyards, Palm Springs International Airport (PSP) sets a stress-free tone for your next meeting. Arriving here is easier than ever - nonstop service is available from **28 cities**, including new routes from Oakland, Boise, Eugene, Philadelphia, and San Jose.

[LEARN MORE >](#)



## EXPLORE WIDE OPEN SPACES

With miles of hiking trails, breathtaking mountain views and sweeping open spaces, Greater Palm Springs offers countless ways to reconnect with nature and simply enjoy the fresh air. Take a [video tour](#) of one of our popular trails, experience a [night hike](#), and learn about our variety of outdoor experiences as you're planning your future meeting.

[EXPLORE >](#)

# gpsREBOOT – ART & SOL



Virtual series: **GPS REBOOT Art & Sol!**

This series highlights local artists, musicians, museum directors, and creatives from the Coachella Valley. Past events have covered Modernism, museums, and public art.

# VIRTUAL EXPERIENTIAL FAM

**May 11-13, 2021**





MARKETING

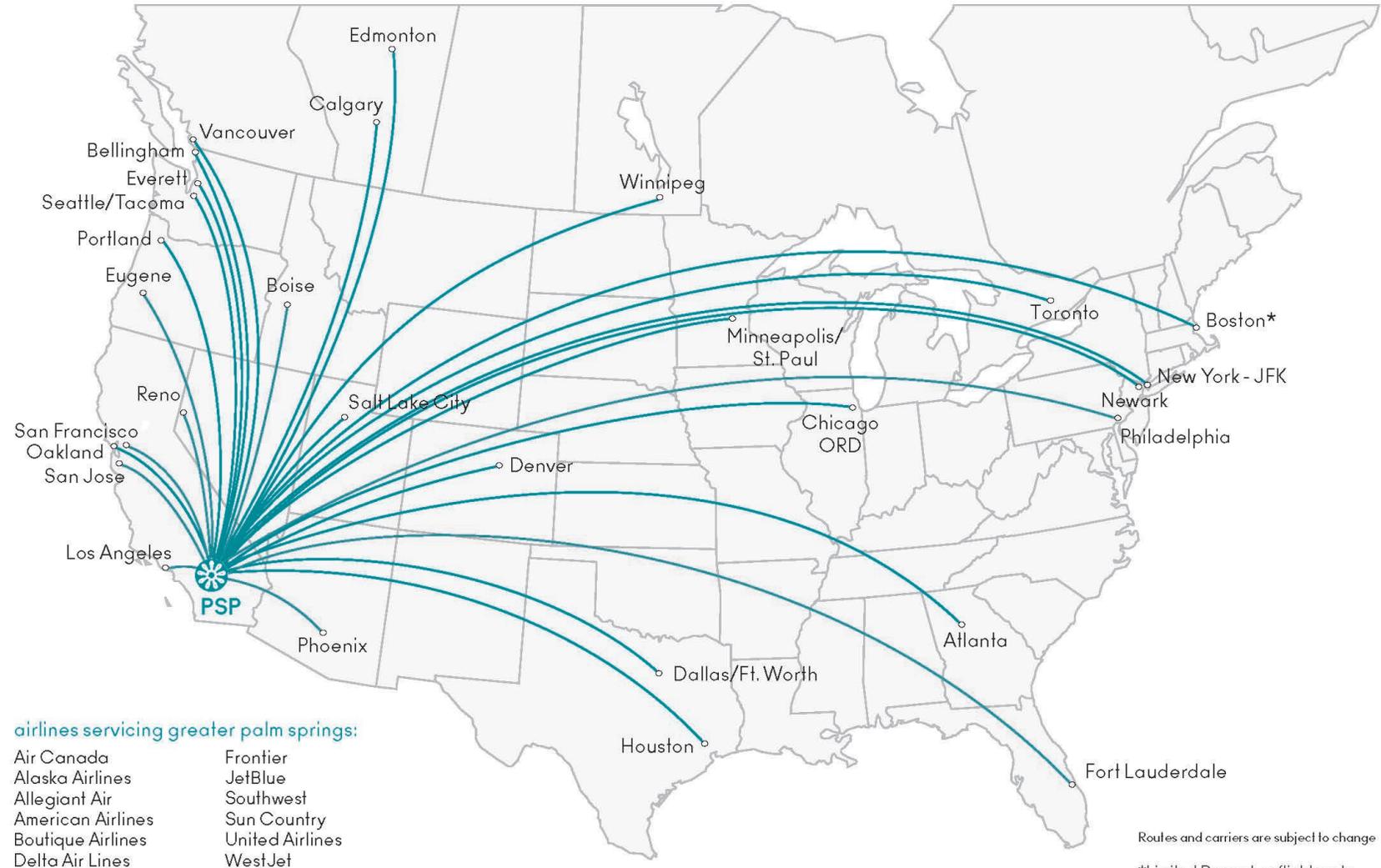
# MEDIA PLAN OVERVIEW

Re-engagement of campaigns in February

2021 Media Plan Includes:

- Television
- Digital outdoor billboards
- Expedia
- TripAdvisor
- Edge Media
- Adara
- Centro
- CVB Website
- Social Media

palm springs international airport (PSP) air service



Routes and carriers are subject to change

\*Limited December flights only

# TELEVISION

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- Atlanta, GA
- Boise, ID
- Chicago, IL
- Dallas, TX
- Denver, CO
- Eugene, OR
- Houston, TX
- Los Angeles, CA
- Las Vegas, NV
- Minneapolis, MN
- New York, NY
- Oakland, CA
- Philadelphia, PA
- Phoenix, AZ
- Portland, OR, US
- Salt Lake City, UT
- San Francisco, CA
- Seattle, WA

715K television spots

5.7B impressions



# DIGITAL OUTDOOR BILLBOARDS

Digital outdoor billboards rotate on **10** billboards at a time within a network of up to **16** locations.

- Los Angeles
- San Diego
- San Francisco

## NEW Markets (Launching March 2021)

- Oakland
- Dallas
- Denver

**February Impressions: 11.8M**



# EXPEDIA

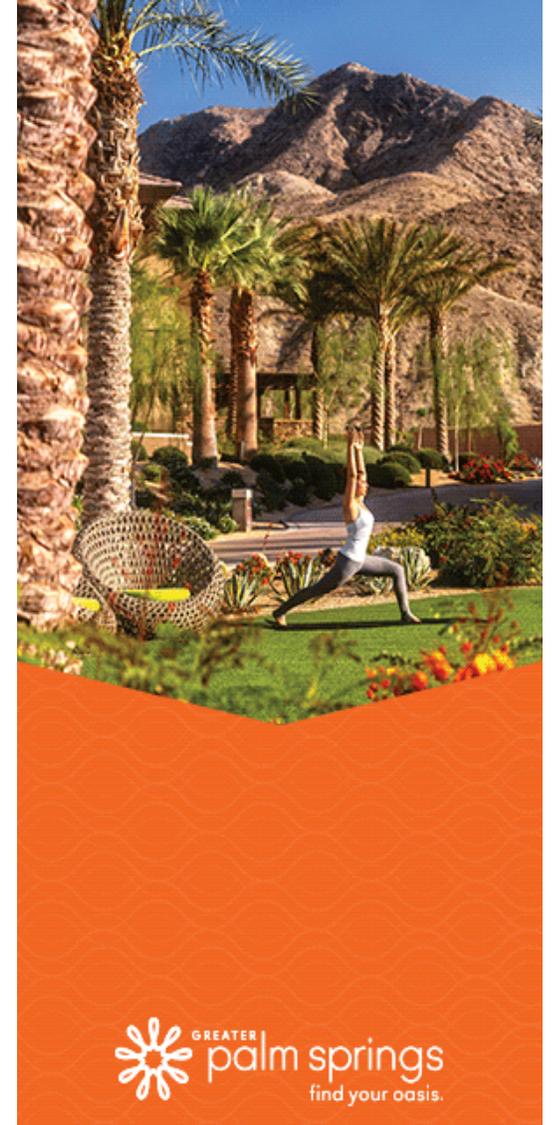
For 2021, Expedia's overall budget was **increased by 50% per month** over the 2019 budget to support all target markets.

Since this increase, February resulted in **2.7M** impressions, **15.7K** room nights booked, **3.2K** airline tickets totaling **\$4.0M** gross bookings which is **\$107.4** ROAS.

In February, gross bookings were only down **37.5%** from the previous month at **74.2%**.

**20 Markets Targeted:** Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area (SF, San Jose, Oakland), Seattle, Portland, Chicago, Denver, Dallas, Houston, Minneapolis, New York, Atlanta, Boise, Eugene, Salt Lake City, Philadelphia, plus optimization and competitive targeting.

**Campaign timeframe:** Year-round



# TRIPADVISOR

In February, the TripAdvisor campaign was relaunched after the lifting of the Regional Stay-At-Home Order.

February's campaign resulted in **3.3M** impressions, over **1.4K** room nights booked, **79** flights booked, and over **\$362K** in revenue generated.

**Campaign timeframe:** Year-round

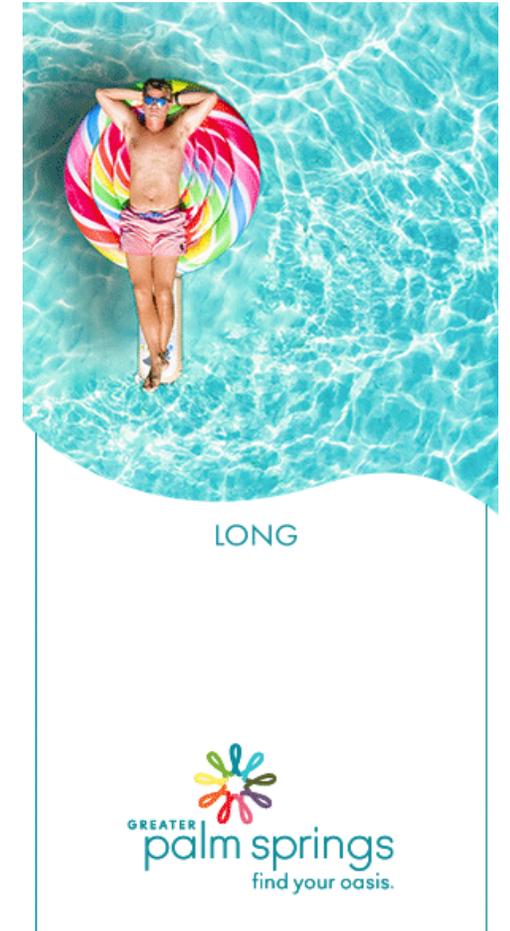
**20 Markets Targeted:** Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area (San Francisco, San Jose, Oakland), Seattle, Portland, Chicago, Denver, Dallas, Houston, Minneapolis, New York, Atlanta, Boise, Eugene, Salt Lake City, Philadelphia.



# EDGE MEDIA

February's campaign included digital banner ads, which resulted in **483K** impressions and **\$1.7K** in revenue generated.

**15 Markets Targeted:** Atlanta, Boise, Chicago, Dallas, Denver, Eugene, Houston, Minneapolis, New York, Philadelphia, Portland, Bay Area (San Francisco, San Jose, Oakland), and Seattle.

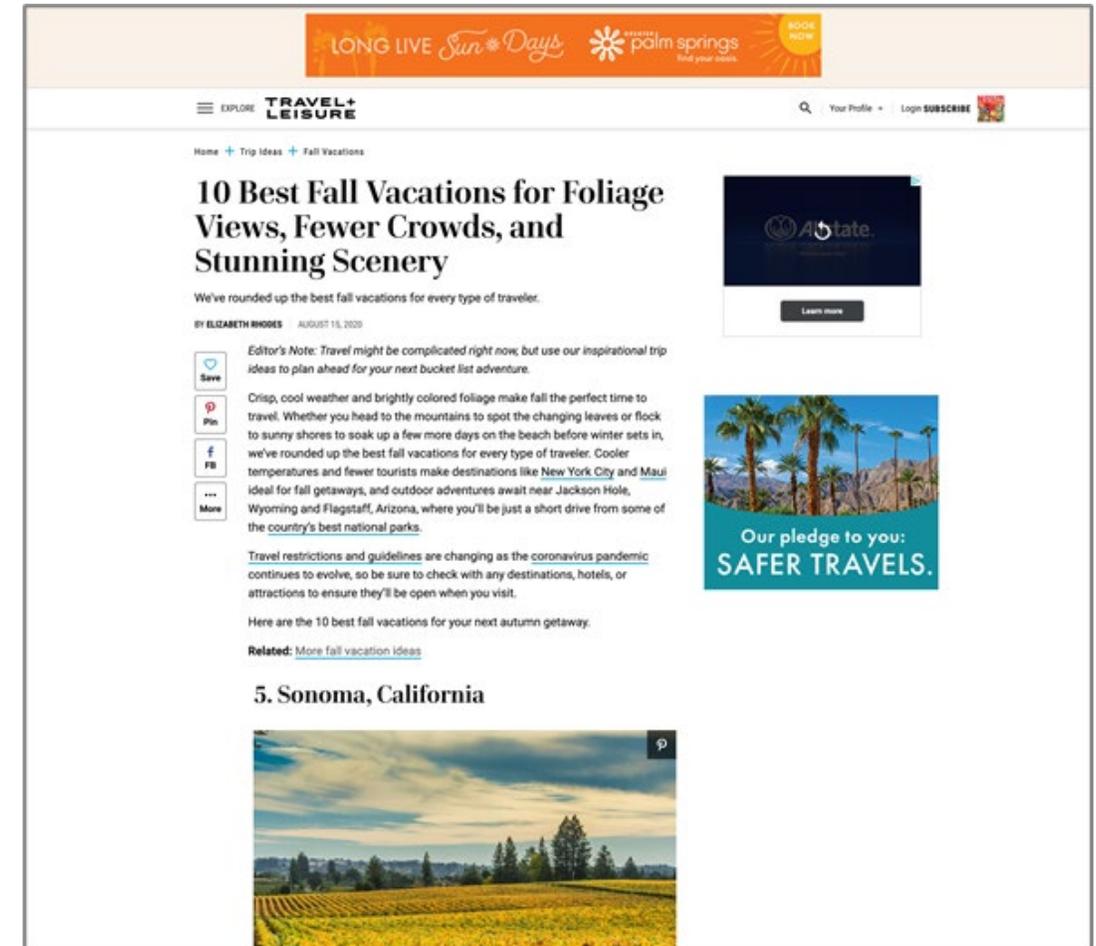


LONG LIVE

# ADARA – DIGITAL CAMPAIGN

Adara launched in February 2021 and resulted in **943K** impressions, **85** room nights booked, and revenue of over **\$9K** attributed to the campaign.

**7 Markets Targeted:** Los Angeles, San Diego, Phoenix, Las Vegas, Bay Area (San Francisco, Oakland, San Jose) Seattle, and Portland, with optimization for additional markets based on interest and retargeting.



# CENTRO – DIGITAL CAMPAIGN

Centro launched in February 2021 and resulted in over **1M** impressions, **174** room nights booked, and revenue of over **\$39K** attributed to the campaign.

**11 Markets Targeted:** Los Angeles, San Diego, Sacramento, Boise, Dallas, Las Vegas, New York, Philadelphia, Portland, San Francisco, Seattle



A screenshot of a travel website interface. At the top, there is a navigation bar with "EXPLORE" and "TRAVEL+LEISURE" on the left, and a search bar, "Your Profile", "Login", "Sweepstakes", and "SUBSCRIBE" on the right. Below the navigation bar, there are two main content areas. The first area features a landscape image of Kauai with the headline "Visitors to Kauai Can Test Out of Quarantine Starting Next Month". The second area features an image of a cruise ship with the headline "Alaska Senators Introduce New Legislation to Bypass Canada's Cruise Ship Ban" and a "Video" icon. On the right side of the page, there is a vertical advertisement for "LONG LIVE Sun Days" by Greater Palm Springs, featuring a pool and palm trees, with a "BOOK NOW" button and the text "ADVERTISEMENT". At the bottom of the screenshot, there is a section titled "Winter Travel" with three small image thumbnails: a person in a yoga pose, a snow-capped mountain, and a snowy forest.

# SOCIAL MEDIA

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- Atlanta, GA
- Boise, ID
- Chicago, IL
- Dallas, TX
- Denver, CO
- Eugene, OR
- Houston, TX
- Minneapolis, MN
- New York, NY
- Oakland, CA
- Philadelphia, PA
- Portland, OR
- San Francisco, CA
- Salt Lake City, UT
- Seattle, WA

## 2021 Campaign



### NEW DESTINATION CAMPAIGN:

- To increase awareness of flights into PSP specifically targeting Denver, Oakland, Dallas, Chicago, Kansas City and St. Louis. Estimated launch **April/May 2021**.
- Destination social media currently targeting 15 destinations in United States promoting nonstop flights.
- Instagram ads with messaging to promote "Fly nonstop to sunshine, outdoor and open spaces."

# LOVE LOCAL CAMPAIGN

Campaign launched  
December 2020.

Includes:

- Digital advertising via Centro
- Digital / print advertising via The Desert Sun
- Palm Springs Life
- Outdoor billboards

Over **3M** impressions  
generated in January &  
February.



find local businesses now



# TRAILICIOUS PASS FREE

- Custom passport program launched February 19<sup>th</sup> promoting hiking trails and takeout / outdoor dining offers.
- Advertising campaign promotes the pass, encouraging consumers to check in at trails and redeem dining offers to win prizes.
- Submit your restaurant offer to be included in the deals section!

940+ DOWNLOADS



Craving outdoor adventure and alfresco eats? With the Trailicious Pass, we've made it easy to plan a day in our sunny Southern California oasis.

#### HIKE

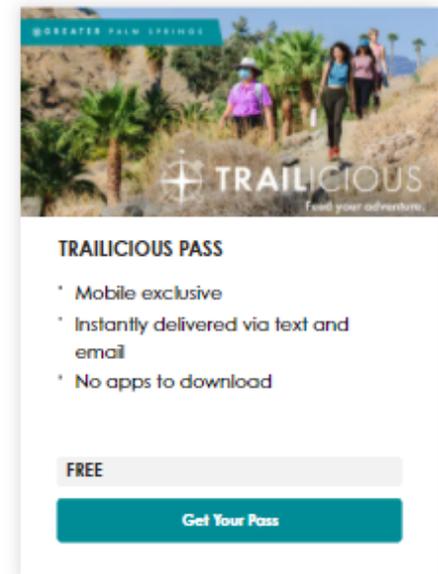
With hundreds of miles of hiking, biking, and horseback riding paths, Greater Palm Springs is a haven for hungry thrill-seekers. The Trailicious Pass features over 30 trails and helps you find one based on experience level or location. Sign up to learn more about each of our hikes and see suggestions for nearby public art installations!

#### DINE

We've loaded the pass with tasty discounts, deals, and specials from Greater Palm Springs restaurants. Pick up a snack, pack a takeout picnic, or refuel after your hike by dining alfresco on one of our perfect patios.

#### WIN

The sweetest part? Check in to your hike or redeem one of the special restaurant deals featured on the pass for a chance to win a \$50 gift card from a Greater Palm Springs eatery!



# 2021 CO-OP OPPORTUNITIES



## SUMMER CHILL TELEVISION CO-OP

:30 co-branded, CVB-produced TV commercial on cable, connected TV, and KTLA Los Angeles.

Los Angeles, San Diego, San Francisco, Phoenix, Las Vegas

**\$25,000**



## DIGITAL OUTDOOR BILLBOARD CO-OP

Co-branded, CVB-produced digital outdoor billboards.

Los Angeles, San Diego, San Francisco

**\$2,000 - \$4,000/month**



## ADARA DIGITAL CO-OP

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

Los Angeles, San Diego, Phoenix, Las Vegas, Bay Area (San Francisco, Oakland, San Jose) Seattle, Portland

**\$3,500 / month**



## CENTRO DIGITAL CO-OP

Targeted digital banner advertising across Centro's network of partner sites.

Los Angeles, San Diego, Phoenix, Las Vegas, Bay Area (San Francisco, Oakland, San Jose) Seattle, Portland

**\$1,500 / month**

SUMMER  
2021  
CO-OP  
PARTNERS

**THE WESTIN**  
MISSION HILLS  
GOLF RESORT & SPA



*La Quinta*  
— CALIFORNIA —



**R**  
**RENAISSANCE®**  
ESMERALDA RESORT & SPA  
INDIAN WELLS

OMNI®  HOTELS  
& RESORTS  
rancho las palmas  
palm springs

# DESTINATION TRAVEL NETWORK



## Time Frame

Year-Round



## Details

- CVB website advertising placements for Partner hotels, attractions, restaurants, shops, and transportation companies.
- Cost varies by placement, must be a CVB partner to purchase.
- Contact Destination Travel Network Senior Account Executive, Gail Stewart

The screenshot shows the Greater Palm Springs website. At the top, the logo reads "Greater palm springs Find your oasis." with navigation icons for home, favorites (0), and search. The main content area features a large image of a red Jeep driving on a dirt path with people inside. Below the image, the text reads "KICK UP SOME DUST" followed by "Book an award-winning naturalist guided Red Jeep Tour!" and a "LEARN MORE" link with a right-pointing arrow. Below this, there are navigation links: "Home" and "Things To Do" (with a right-pointing arrow), and a "Share" link with a right-pointing arrow. The section title "THINGS TO DO IN GREATER PALM SPRINGS" is displayed in teal, followed by a teal separator line. The text below reads: "You'll discover plenty of things to do in Greater Palm Springs. Thanks to the abundance of sunny days and warm winter weather, Greater Palm Springs is a year-round playground for those who enjoy being active—and those who don't." This is followed by another paragraph: "From amazing art and culture to incredible outdoor adventures, you'll find plenty of things to do during your stay." and a final line: "If you prefer rest and relaxation, you can simply chill out in one of our many sparkling pools. Lounge poolside or in".

# TRAVELZOO

The Spring 2021 campaign launches **April 2021** with a custom landing page featuring partner deals and page promotion across Travelzoo's site, including subscriber e-blasts to select drive / fly markets.

**Campaign timeframe:** April – June

**20 Markets Targeted:**

Los Angeles, San Diego, Las Vegas, Phoenix, Bay Area (San Francisco, San Jose, Oakland), Seattle, Portland, Chicago, Denver, Dallas, Houston, Minneapolis, New York, Atlanta, Boise, Eugene, Salt Lake City, Philadelphia.

Greater Palm Springs

f t e

FIND YOUR OASIS SAFER TOGETHER GETAWAY DEALS OUTDOOR ADVENTURE VIDEO GALLERY

Over 440 local businesses — including hotels, vacation rentals, restaurants and retail — have pledged to take additional steps to ensure the safety of visitors, employees and residents. Click to read about Greater Palm Springs' Safer Together, Greater Together Pledge to remain a healthy, positive, and inclusive destination for all.

LEARN MORE

HOTEL DEALS

DINING DEALS

DEALS ON THINGS TO DO

# SPRING GETAWAY DEALS - FREE



## Time Frame

March – May 2021

\*Submit offers ASAP to be included, offers can be updated or adjusted at any time



## Details

- Partner deals are featured on GPSGetaway.com, with digital and social advertising driving to the page.
- No cost to participate.



 <p><b>15% Off Suite Discount</b> Homewood Suites by Hilton - La Quinta Redeemable Thursday, Feb 18, 2021 - Thursday, Sep 30, 2021</p> <p><a href="#">QUICK VIEW</a></p>	 <p><b>25% Off Rack Rate</b> Royal Plaza Inn Redeemable Monday, Mar 1, 2021 - Tuesday, Jun 1, 2021</p> <p><a href="#">QUICK VIEW</a></p>	 <p><b>3rd Night Free</b> Doubletree by Hilton Golf Resort Palm Springs Redeemable Wednesday, Feb 10, 2021 - Wednesday, Aug 25, 2021</p> <p><a href="#">QUICK VIEW</a></p>	 <p><b>40 % Discount</b> Inn at Deep Canyon Redeemable Saturday, Feb 27, 2021 - Friday, Dec 31, 2021</p> <p><a href="#">QUICK VIEW</a></p>
 <p><b>4th Night Free</b> hotel ZOSO Redeemable Friday, Jan 29, 2021 - Wednesday, Mar 31, 2021</p> <p><a href="#">QUICK VIEW</a></p>	 <p><b>5-Night Stay: 15% Off + \$150 Credit</b> ACME House Company Vacation Rentals Redeemable Friday, Feb 26, 2021 - Wednesday, Mar 10, 2021</p> <p><a href="#">QUICK VIEW</a></p>	 <p><b>Beat The Traffic</b> The Westin Mission Hills Golf Resort &amp; Spa Redeemable Thursday, Feb 11, 2021 - Friday, Dec 31, 2021</p> <p><a href="#">QUICK VIEW</a></p>	 <p><b>Buy 2 Nights Get the 3rd Night Free</b> Indian Palms Interval Resort Redeemable Friday, Feb 12, 2021 - Monday, May 31, 2021</p> <p><a href="#">QUICK VIEW</a></p>
			

# SPAFINDER SPRING CAMPAIGN-FREE



## Time Frame

Begins May 2021



## Details

- Includes spa listing for all non-SpaFinder partnered properties during CVB campaign period.
- Spa deals are featured on CVB website with promotion via Spafinder.
- To participate, submit your offer via the CVB Partner Portal or contact SpaFinder for details on how to become a partner.

The screenshot displays the Spafinder website interface. At the top, there is a navigation bar with the Spafinder logo and links for 'About Us', 'Business Partners', 'Help', and a search icon. Below the navigation bar, there are menu items for 'SERVICES', 'RESORTS & HOTELS', 'WELLNESS LIFESTYLE', 'SPECIALS', and 'BUY A CARD'. The main content area features a large banner for 'Greater Palm Springs Getaways' with a woman in a white robe. Below the banner, there are four featured spa resort listings, each with a photo, title, location, and a brief description. Each listing also includes a 'Discover more' button.

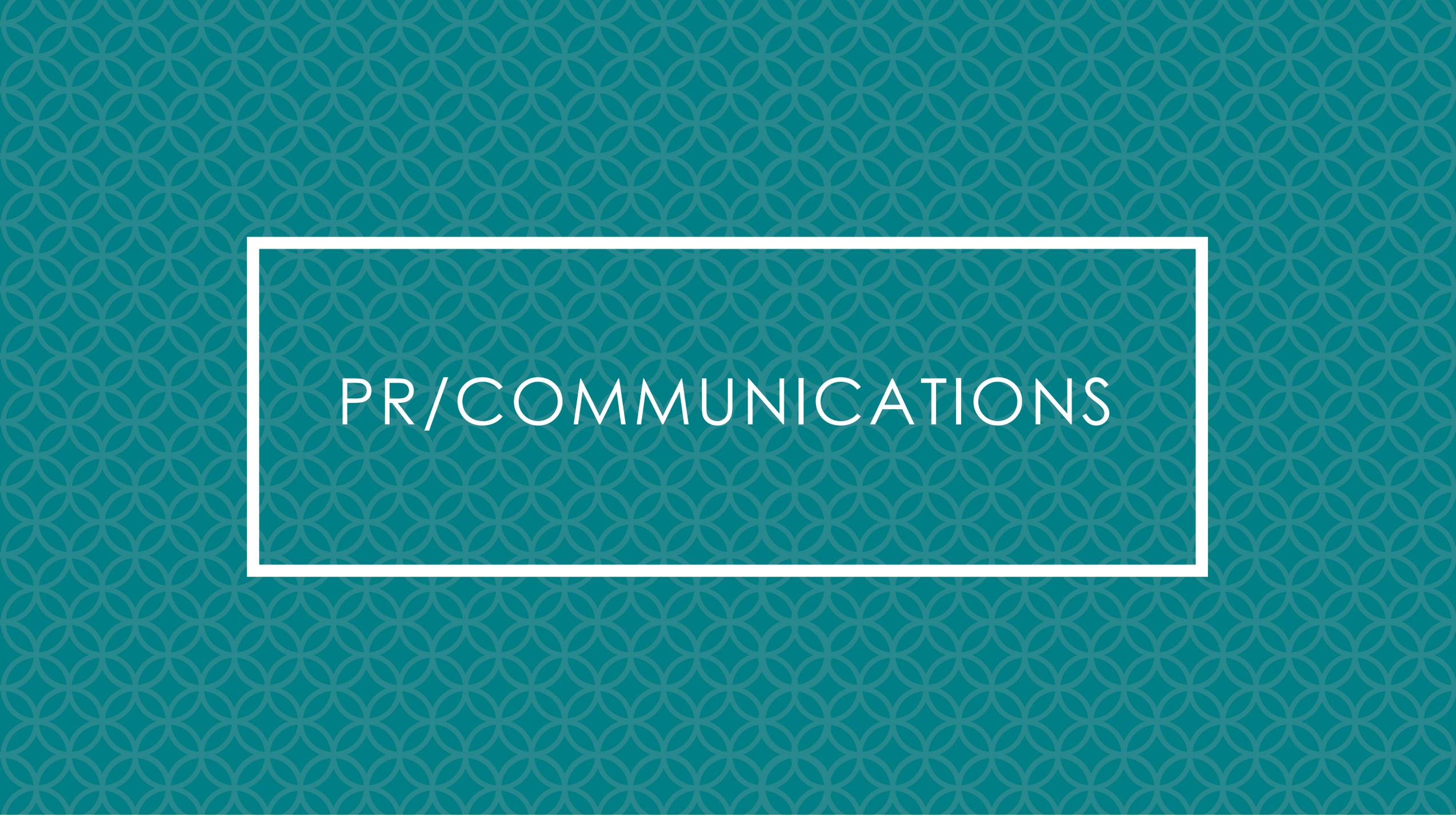
**Greater Palm Springs Getaways**

**Omni Rancho Las Palmas Resort & Spa**  
Rancho Mirage, CA  
Spa in luxury at the Omni Rancho Las Palmas Resort & Spa. The Spa features a dry sauna, steam room, whirlpools, aromatherapy showers and a private spa pool. Also enjoy the use of three sparkling pools, championship golf course, world-class tennis and fun for the family at Splashtopia, the Resort's waterpark.

**The Westin Mission Hills Golf Resort & Spa**  
Rancho Mirage, CA  
Hello Honey Massages and Honey Hydration Body Wraps at The Spa at Westin Mission Hills. Westin Mission Hills Golf Resort & Spa, is a spa resort heaven. Select from a suite of massage based on techniques from around the world and custom skin-care services.

**Hyatt Regency Indian Wells Resort & Spa**  
Indian Wells, CA  
Pamper yourself at the luxurious, award-winning Agua Serena Spa at Hyatt Regency Indian Wells

**JW Marriott Desert Springs Resort & Spa**  
Palm Desert, CA  
The JW Marriott Desert Springs Resort & Spa earns four-star, four diamond ratings for outstanding



PR/COMMUNICATIONS

# PR/COMMUNICATIONS

**3.2M** Viewers  
**\$16.8M** Ad Value



- Copley's on Palm Canyon
- Greater Palm Springs CVB
- Indian Canyons
- Joshua Tree National Park
- Kimpton Rowan Palm Springs
- Palm Springs Aerial Tramway
- Palm Springs Air Museum
- Palm Springs Art Museum
- Sunnylands Center & Gardens
- The Living Desert
- TRIO Restaurant + Bar
- Twin Palms Sinatra Estate

# PR/COMMUNICATIONS

## Desert Sun.

PART OF THE USA TODAY NETWORK

### COACHELLA VALLEY

#### Local tourism officials want Newsom to release guidelines for conventions

Eric Bode  
Palm Springs Desert Sun  
Los Angeles bureau

Greater Palm Springs Convention and Visitors Bureau (CVB) board members estimate he gets emails about once a day from major events saying that they're not another event or destination booking.

While the state looks toward reopening with the availability of vaccines and improved coronavirus testing, the flow of cancellations from event organizers for conferences and business meetings scheduled for later 2020 continues.

Officials, officials are California to book potential business to other states while the industry waits for statewide guidelines on business meetings, events and conventions.

In a letter sent to Gov. Gavin Newsom on March 4, tourism officials called on the state to immediately release guidelines for the future reopening of business meetings, events, and conventions.

Over 100 tourism officials, labor groups and others signed the letter, including the Greater Palm Springs Convention and Visitors Bureau, the Palm Springs Convention Center and the City of Palm Desert.

While officials that some event organizers are planning at least a year to address, no guidelines are needed to utilize bookings for 2022 and beyond.

"Tourism is the backbone of Coachella Valley. It supports over 10,000 jobs and is one of our top industries to recover effectively, we need to be able to have a conversation with our customers about how they can effectively hold their events here in the future and have some guidelines in place," he said.

And added that many groups already



The Palm Springs Convention Center has moved recently from the site of a COVID-19 vaccination clinic in February. It is set to host the Palm Springs International Film Festival in 2022. [ERIC BODE/DESERT SUN](#)

fully moved their spring 2020 events to fall 2020, before postponing again to the next spring or even in the next year," he said.

"Now, these groups are trying to start planning their event agendas, but there aren't any indicators in the state guidelines of if the event can happen, and if they can, what the capacity is of the facility, and what they need to do to make sure that they're meeting state guidelines," he added.

The letter notes that this sector of the tourism industry is not included in the state's "Blueprint for a safer economy" and travel reopening plans, and claims that "every other state" has released guidelines and has been seeing bookings starting during the pandemic.

"Tourism officials contend that in addition to the losses the industry has already suffered, the state's administration has established, so we're talking to potential clients with

business on the books, we don't know if they're going to be able to meet or not to the next spring or even in the next year," he said.

"We're not asking our staff to suspend tomorrow, we're asking for guidance so that we don't continue losing business to other states that are providing guidance," he added.

"The letter notes that this sector of the tourism industry is not included in the state's 'Blueprint for a safer economy' and travel reopening plans, and claims that 'every other state' has released guidelines and has been seeing bookings starting during the pandemic.

"Tourism officials contend that in addition to the losses the industry has already suffered, the state's administration has established, so we're talking to potential clients with

#### \$1,000 FAP grants to be offered to families

Wendee Stewart  
Palm Springs Desert Sun  
Los Angeles bureau

A new program launching Tuesday aims to provide grants of up to \$1,000 to Coachella Valley residents who have been hurt economically by the COVID-19 pandemic.

The Family Assistance Program (FAP), a collaboration between the private Family Foundation and Jewish Family Service of the Desert, will offer grants of \$500 to \$1,000, based on household size.

The Stephen Family Foundation has made FAP its highest priority in 2021 and has provided "a nice figure amount" to the program's initial funding. Together and JFS will share total fundraising goal is \$100,000.

"My theory is that there are hundreds of these under-served groups in the desert; the affluent, those who come

See [GRANTS](#), Page 2A.

See [NEWSM](#), Page 1A.

## SOUTHERN CALIFORNIA LIFE MAGAZINE

Celebrate | Discover | Experience

February 22, 2021

### Greater Palm Springs CVB Launches Trailicious Pass For Hiking & Dining

— in FEATURED, SPORTS & ADVENTURES

f t g + @



ERIC BODE AND WENDEE STEWART/DESERT SUN

## Smart meetings

### 2021 Smart Women in Meetings Award Winners

Colleen Pace



Chief Sales and Marketing Officer, Greater Palm Springs Convention & Visitors Bureau

Adaptable, Positivity, Intentional

**Advice for My Jan. 2020 Self:** Be ready to pivot, don't wait—act. Have a strong foundation and ability to adapt to change. Keep listening and responding to adversity. Appreciate the people who surround you both professionally and personally. Have gratitude even when things seem too difficult to overcome. Stay positive

and keep moving forward.

**Pandemic Lesson:** I have learned to focus even more on collaboration and connections with people; you aren't in this alone. The amazing resiliency of the human spirit has been inspiring to witness. We are truly stronger together. The necessity of cutting through the white noise and focusing on what is most important. This has allowed conversations and relationships to evolve to an entirely new level. Overcoming adversity with speed, strength and positivity is one of the most important lessons I have learned through the pandemic.

## Southwest



### Destination: Palm Springs

## RANCH & COAST

San Diego's Luxury Lifestyle Magazine

### A Palm Springs Revival

With a revamped hot springs resort, stunning Mid-Century architecture, and a new hotel water park, there are many reasons to head to the desert this spring

## AFAR

### The Best Weekend Getaways From L.A. for a Mini Road Trip

By Tim Chester Feb 26, 2021

T.E.A.M. GPS

# T.E.A.M. GPS



***Initiative* that unites our community toward a common goal: creating positive experiences for our visitors so they will return time and time again, which ultimately helps support our local tourism economy and enhance everyone's standard of living**

- **Community outreach and education** about Greater Palm Springs, through presentations to local community organizations/businesses and hospitality employees
- **Partnership with C.O.D PaCE program** to provide a Covid-19 Precautions and De-Escalation course – Enroll now!
- **T.E.A.M. Huddle** – Be in the know!

# T.E.A.M. GPS & COD



**COLLEGE**  
*of the* **DESERT**

- COVID-related training
- Basic safety and sanitation for hospitality employees
- Customer Service and Conflict De-escalation

## **24 employees enrolled in first 2 weeks:**

- Agua Soleil Hotel – Desert Hot Springs
- Azure Palm Hot Springs Resort – Desert Hotel Springs
- Best Western PLUS Las Brisas – Palm Springs
- Hilton Palm Springs
- Parker Palm Springs
- Pueblo Viejo Grill – Palm Desert & Indio



**Enroll at [MyGPSCVB.com](https://MyGPSCVB.com)**

# SAVE THE DATE

**National Travel &  
Tourism Week  
May 4th at 10:00am**

**Tourism Foundation  
Golf Tournament  
May 20th at 1:00pm**





AWARDS

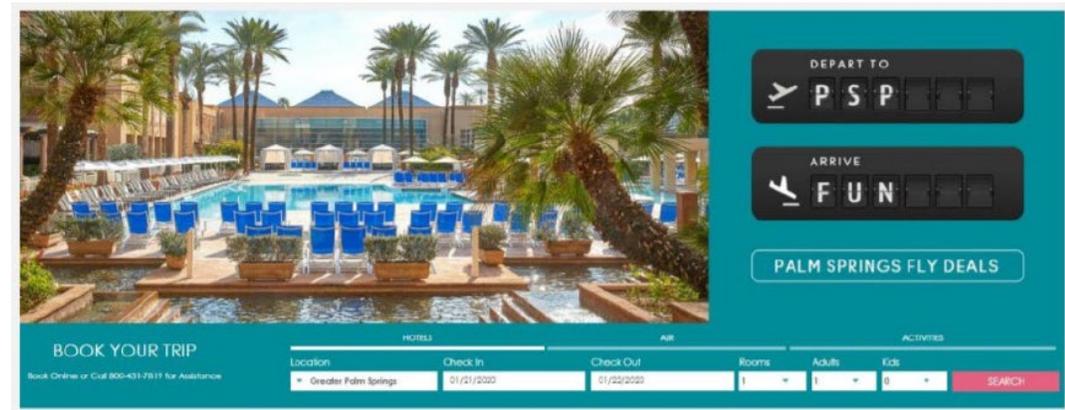
# H SMAI ADRIAN AWARDS

ANNOUNCED FEBRUARY 19, 2021 • **WON 4 AWARDS** • OVER 600 ENTRIES NATIONALLY

Corporate Social Responsibility



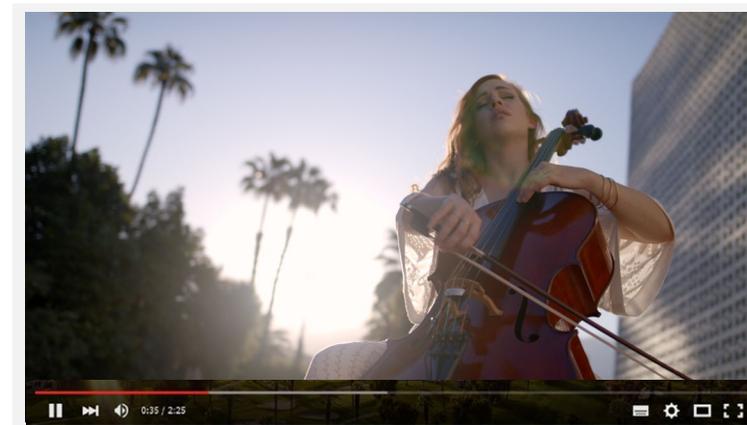
Fly Campaign



Website Redesign



Find Your Own Oasis Destination Video



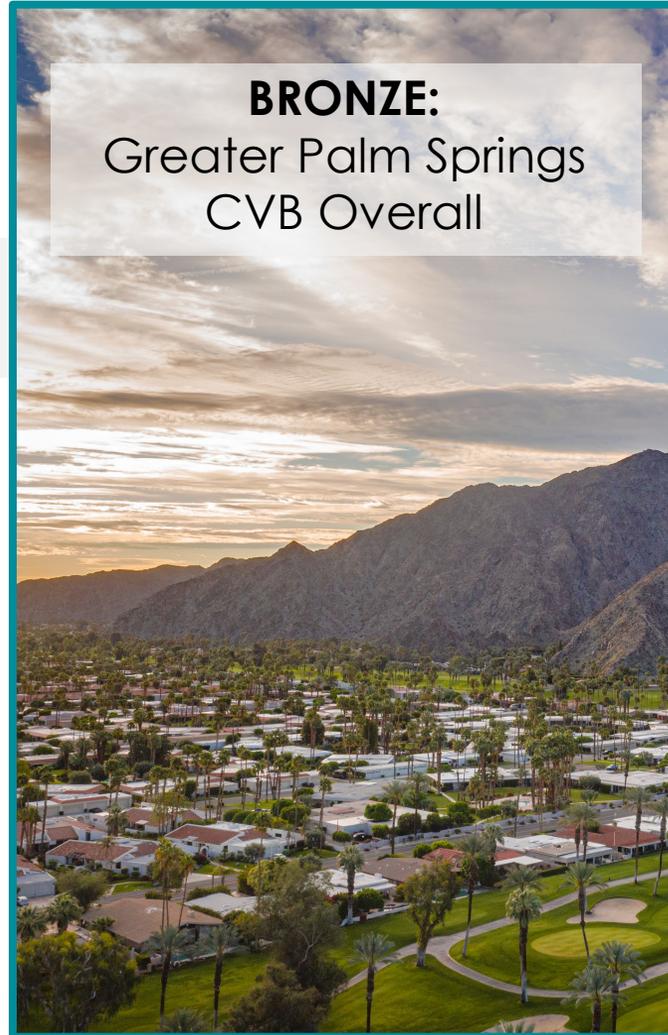
# AMERICAN ADVERTISING AWARDS

ANNOUNCED MARCH 19, 2021 • **WON 13 AWARDS** • OVER 90 ENTRIES REGIONALLY

**SILVER:** Virtuoso Travel Trade Ad  
Wedding Consumer Ad



**BRONZE:**  
Greater Palm Springs  
CVB Overall



**SILVER:** TBID Vacation Mailer



# GOLD

- Palm Springs International Film Festival Opening Video
- Red Balloon Video
- Safety Video
- Find Your Oasis Destination Video
- Long Live Sundays Full Campaign

AMERICAN  
ADVERTISING  
AWARDS



# AMERICAN ADVERTISING AWARDS

## BEST OF ONLINE

Greater Palm Springs Website Redesign



 <https://www.visitgreaterpalmsprings.com/>

## BEST VIDEO & BEST OF SHOW

Find Your Oasis Destination Video



# JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Updates From the JPA Members and Chair
- Resolution JPA 2021-001: Updated signers for Pacific Premier Bank
- Resolution JPA 2021-002: Senate Bill 314

# APPROVAL OF MINUTES

JPA-CVB Board of Directors Joint Meeting Minutes –  
January 29, 2021

(All Vote)

# CONSENT CALENDAR

Warrants & Demands Dated January 2021 & February 2021

(JPA Executive Committee Only Votes)

# CVB BOARD OF DIRECTORS UPDATE

- Updates from the Chair
- Updates from the CVB Board Members



HAPPY BIRTHDAY

MIKE MCLEAN



March 26<sup>th</sup>



# HAPPY BIRTHDAY !!!



**KELLY STEWARD**

March 8th



**PEGGY TROTT**

April 21st



**ROBERT DEL MAS**

March 20th



**TIM ELLIS**

April 23rd



**AFTAB DADA**

April 7th



**GEOFF KORS**

April 30th

NEXT BOARD MEETING  
Friday, May 21, 2021

R

RENAISSANCE®

ESMERALDA RESORT & SPA  
INDIAN WELLS