

The March Board Report is a summary of performance activity for January and February 2017. It also looks forward at our future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

## OUR MISSION

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

## President's Summary

This year, the CVB will coordinate the valley-wide **Greater Palm Springs Restaurant Week** promotion which takes place **June 2-11**. Moreover, the campaign to brand the area as a culinary destination will be year-round. So far, 103 restaurants have signed up to participate (up from 85 last year). Restaurant Week has included lunch as a new option, added some new sponsors, created a summer success boot camp for restaurants on April 18 and a media preview event on May 19, created a menu tool kit, chef tips, and a social media tool kit. Information is available in Spanish and there is lots of special programming to promote the event.

We are pleased that the hard work and creativity of our marketing team was acknowledged at this year's American Advertising Awards **Desert AdFed** competition March 11. The CVB received 20 awards for various campaigns, commercials, its "Wander List" and "Chill Chaser" series, holiday greeting card, tradeshow booth, and more.

In celebration of National Travel & Tourism Week, the annual **Oasis Awards** will be held **May 9** at the Palm Springs Convention Center. Nominations are closed, but you are encouraged to buy a table for the event and join us as we celebrate our industry's brightest stars. Invitations will be sent via email and ticket sales will open the first week of April. In addition to recognizing all of the nominees and winners, the CVB will award four scholarships at the event.

I am also happy to announce that the CVB was re-accredited by the Board of Directors for the **Destination Marketing Accreditation Program** (DMAP). This accreditation decision indicates that the Greater Palm Springs CVB has satisfied the rigorous standards set forth by the professional destination marketing community.

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 in 2017!

Scott White  
President & CEO

## Table of Contents

	Page #
Smith Travel Research .....	3
Convention Sales .....	4-11
TAP Report.....	12-15
Travel Industry Sales.....	16-19
Marketing and Communications .....	20-36
Consumer Advertising .....	20-25
Website .....	26-27
Social Media Channels.....	28-30
Communications Media.....	31-33
Film Oasis and Cultural Tourism .....	34
Destination Development .....	35-36
Aviation Report .....	37-41
Community Relations.....	42

# Greater Palm Springs

## Local Industry STR Data for January 2017

(February data will be available approx. March 20, 2017)

Jan 2017							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Jan. 2016					Occ %	Percent Change from CYTD 2016					Census # of Hotels	Census # of Rooms
	Jan. 2017	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2017	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	65.5	4.3	1.2	5.5	6.3	5.1	65.5	4.3	1.2	5.5	6.3	5.1	132	14432
Palm Springs	63.0	3.0	-0.3	2.6	4.8	5.2	63.0	3.0	-0.3	2.6	4.8	5.2	63	5069
Cathedral City/ Desert Hot Springs	55.0	7.5	6.7	14.7	14.7	7.5	55.0	7.5	6.7	14.7	14.7	7.5	5	567
Rancho Mirage	69.1	7.1	-3.5	3.4	3.4	7.1	69.1	7.1	-3.5	3.4	3.4	7.1	7	1842
Palm Desert	76.8	7.3	7.2	15.0	15.0	7.3	76.8	7.3	7.2	15.0	15.0	7.3	13	2188
Indian Wells/ La Quinta	63.0	1.9	0.7	2.6	2.6	1.9	63.0	1.9	0.7	2.6	2.6	1.9	9	2568
Indio	62.3	1.9	3.2	5.2	5.2	1.9	62.3	1.9	3.2	5.2	5.2	1.9	17	1307
<b>Hotel Class</b>														
Upper Resort	64.4	4.0	1.6	5.7	5.7	4.0	64.4	4.0	1.6	5.7	5.7	4.0	12	4850
Resort	63.6	5.4	-1.4	3.9	3.9	5.4	63.6	5.4	-1.4	3.9	3.9	5.4	14	2843
Branded Select Service	68.6	3.0	2.6	5.7	5.7	3.0	68.6	3.0	2.6	5.7	5.7	3.0	42	4214

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

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

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

# Convention Sales & Services

## March 2017

### Convention Sales

We hear it all the time from meeting professionals, their participants and leisure travelers who come to our destination. They come to Greater Palm Springs *to get away from it all*, and they naturally feel *relaxed and stress free* as soon as they arrive. For those reasons and many others, Vicki Higgins, our new Director of Destination Development, is embarking on a Health & Wellness initiative, and it will all begin with the meetings segment before later moving to the leisure traveler.

On the meetings side, there are many ways we will activate the initiative, which will start with a survey to meeting professionals. Below are just a few:

- Initial Press Release
- Health & Wellness-centric videos
- Social Media presence on various channels
- Messaging at trade shows, FAMs, client events, sales calls
- Potential paid advertising via a meetings publication (i.e. Smart Meetings, Meetings Today, MPI, PCMA, etc.)

We have hired a freelance writer, Dawna Robertson, who understands the meetings industry to write several articles relative to our destination's current involvement in health & wellness. She has already reached out to some of you and will continue connecting with others in the coming weeks and months, as she is gathering examples of what you are doing at your properties to support health & wellness for your guests. I highly encourage you to take time to submit information to Dawna, as we will be highlighting those efforts in articles submitted to trade magazines, as well as in our initial press release.

On a different note, the travel schedule will continue to be quite demanding leading into the summer months. Read on to learn more about our recent activity, as well as key travel opportunities for Partners in future months.

### Highlights from February & March

- **AMC Institute 2017 Annual Meeting**- This *NEW* program for the CVB targeted key association management company executives who are influential decision makers regarding locations for meetings and conferences for the associations they manage. Mary Ryan attended this meeting in Fort Lauderdale.
- **PCMA Partnership Summit**- This invitation-only, executive-level education, VIP networking and business development event raises funds in support of the PCMA Education Foundation. The CVB sponsored three senior level meeting professionals for this 4-day event.
- **Independent Planner Education Conference (IPEC)** - CVB staff traveled to Colorado Springs to conduct one-on-one appointments and educational sessions with independent meeting professionals. Another *NEW* client event for the CVB.

(continued next page)

# Convention Sales & Services

## March 2017

### Upcoming Travel Opportunities with the CVB team

- **April 3-5, 2017. California Society of Association Executives Elevate Annual Meeting** - Contact Anne Marie Mourhess for details.
- **April 18-20 2017. Los Angeles Area Sales Calls** - Contact Matt Bark for details.
- **April 25-26, 2017. The Modern Meeting Oasis Virtual Trade Show** – Contact Rob Osterberg for details.
- **May 8-12, 2017. Northeast Sales Calls** – Contact Lynne Bowis for details.
- **May 16-17, 2017. San Diego Sales Calls** – Contact Tammy Bucklin for details.
- **May 30- June 2, 2017. Western Canada Sales Calls** – Contact Suzanne Aed for details.
- **June 6-8, 2017. Sacramento Sales Calls** - Contact Anne Marie Mourhess for details.
- **June 26-29, 2017. Midwest Sales Calls** – Contact Mary Ryan for details.
- **June 20-21, 2017. Mid-Atlantic DC Event & Sales Calls** -Contact Michelle Morgan for details.

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

### April 2017:

April 3-5 - **California Society of Association Executives (CalSAE) Elevate** - Attendance this year in Newport Beach is expected to reach 300 association executives from all over California.

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

April 18-20 - **HelmsBriscoe Annual Business Conference** - 400 HB associates will gather in Chicago for meetings, events and social programs.

April 25-26 - **The Modern Meeting Oasis Virtual Trade Show** - Co-sponsored by destination hotels, clients will be invited to participate in the 3<sup>rd</sup> annual tradeshow “virtually”! INXPO, which partners with the CVB for this event, has worked with over 300 companies and 5,000 virtual environments. Last year's show netted 19 leads.

April 30-May 4 - **ConferenceDirect Annual Partner Meeting** - This year's conference in Baltimore will assemble over 250 CD associates. Destination marketing organizations, hotel companies and representation firms from across the United States, as well as overseas will be in attendance.

### May 2017:

May 8-12 - **Northeast Sales Calls** - CVB staff and destination Partners will travel to key feeder cities in the northeast to meet with meeting professionals, who primarily handle corporate and incentive meetings for fortune 500 companies. Many of these calls will include new clients who have meeting opportunities for Greater Palm Springs.

May 15-18 - **Destinations California hosted by Northstar Publications** - CVB staff will travel to Los Angeles for one-on-one appointments and educational sessions with clients from all over Southern California.

# Convention Sales & Services

## March 2017

May 16-17 - **San Diego Sales Calls** - CVB staff and partners will travel to San Diego for sales calls, presentations, which will include lunch, reception and dinner.

May 17-18 - **San Francisco Sales Calls** - CVB staff will travel to San Francisco for sales calls, client events and presentations.

May 21-23 - **Smart Meetings East** - Clients from the southeast will be invited to participate in this highly successful program being held in Orlando. The event's emphasis is on one-on-one meetings, where clients can meet with hotels and destination marketing organizations.

May 24-26 - **Southeast Sales Calls** - CVB staff will travel to Orlando and Tampa for sales calls, client events and destination presentations.

May 30-June 2 - **Vancouver Sales Calls** - CVB staff and destination Partners will travel to Western Canada for client meetings, destination presentations and events.

### **June 2017:**

June 6-7 - **Southern California Sales Calls** - CVB staff will travel throughout the region for sales calls, presentations and events, predominantly with religious and entertainment meeting professionals.

June 6-8 - **Sacramento Sales Calls** - CVB staff and destination Partners will travel to Northern California for sales calls with meeting professionals interested in Greater Palm Springs for their conferences.

June 12-14 - **CVent Connect** - The CVB will attend educational sessions, receive hands-on Cvent training, and learn the latest meeting and event industry trends amongst over 2,000 event planners.

June 19-22 - **Meeting Professionals International WEC Conference** - The annual World Education Congress is the signature event through which MPI delivers top-rate education, networking and business opportunities to the meeting and event community. For 3 ½ days in Las Vegas, WEC attendees are immersed in a variety of learning experiences designed to transform the way they plan meetings.

June 20-24 - **Washington, DC Event & Sales Calls** - The week will include client meetings, destination presentations and customer events. On Tuesday, June 20<sup>th</sup>, we will host clients in a VIP Suite for the U2 Concert: The Joshua Tree Tour.

June 26-28 - **FICP Education Forum** - This event in South Carolina will feature timely industry education along with ample opportunity to connect with peers and colleagues during dedicated networking events.

June 26-29 - **Midwest Sales Calls** - CVB staff and destination Partners will travel to Chicago and Minneapolis for one-on-one sales calls, presentations and events. Presentations will focus on health & wellness programs for group customers, air service, new hotel products, property enhancements, as well as highlights on activities and unique venues for client events.

(continued next page)

# Convention Sales & Services

## March 2017

### Destination 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 into one department that previously were handled across multiple departments. In doing so, the CVB will be able to better service clients and Partners and assist CVB sales teams in their efforts to bring new and repeat business to the destination.

#### February Summary

The Destination Services team planned and organized 2 programs encompassing 5 events and activities including one trade show and one FAM.

- Fulfilled 10 client requests resulting in 96 CVB Partner referrals
- Assisted a total of 25 clients with their service requests/fulfillments
- Organized 10 site visits representing 10,737 room nights and 3,885 attendees

#### March - May

- The Department projects the following program management:
  - Total of 17 programs encompassing 43 events and activities including:
    - 2 conventional trade shows
    - 3 conference fulfillments with 5 events
    - 1 sponsorship fulfillment with 3 events
    - 2 FAMs (for a total of 6 days of activities)
    - 26 client events
    - 1 partner events
  - March site visits currently total 13 with total room nights of 14,534.
  - April and May currently have 2 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 dramatically in the coming months.

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

**Convention Sales  
Production  
February 2017**

**Convention Sales Production**

TEAM	February 2017	February 2016	Variance	YTD 2017	YTD 2016	Variance	YTD Goal	Goal %
Leads	92	86	7%	162	174	-7%	159	2%
Definite Room Nights	5,155	13,534	-62%	19,703	19,982	-1%	23,131	-15%
Bookings	20	19	5%	40	35	14%	36	11%

EIC	February 2017	February 2016	Variance	YTD 2017	YTD 2016	Variance
Business Sales	\$ 4,621,639	\$ 11,457,359	-60%	\$ 17,702,415	\$ 16,869,919	4.9%
Jobs Supported	1,233	2,933	-58%	4,940	4,099	21%
Local Taxes	\$ 248,893	\$ 630,765	-61%	\$ 1,000,167	\$ 934,430	7%
Personal Income	\$ 1,598,655	\$ 4,030,005	-60%	\$ 6,204,594	\$ 5,928,960	5%
Bed Taxes	\$ 108,137	\$ 286,154	-62%	\$ 463,421	\$ 425,948	9%

LEGACY	February 2017	YTD 2017
Definite Room Nights	865	2,417
Bookings	1	3

EIC	February 2017	YTD 2017
Business Sales	\$ 858,177	\$ 2,166,208
Jobs Supported	108	614
Local Taxes	\$ 45,566	\$ 122,582
Personal Income	\$ 275,337	\$ 740,963
Bed Taxes	\$ 18,646	\$ 55,591

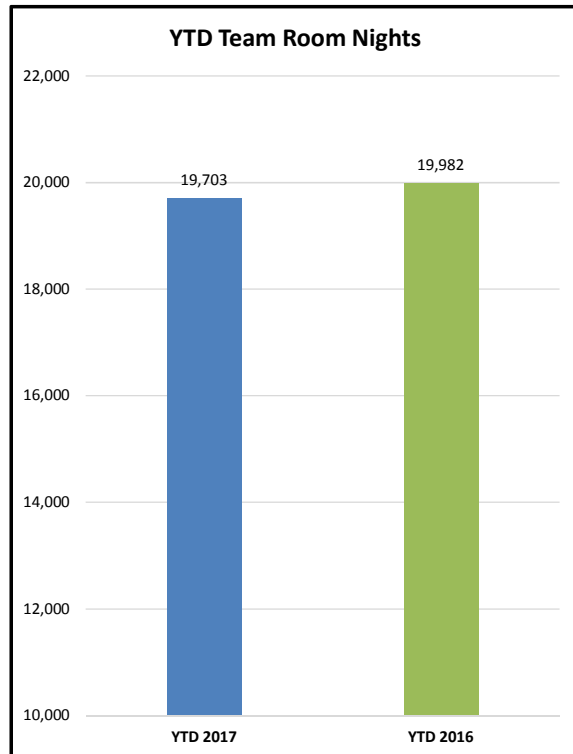
TOTAL	February 2017	YTD 2017
Definite Room Nights	6,020	22,120
Bookings	21	43

EIC	February 2017	YTD 2017
Business Sales	\$ 5,479,816	\$ 19,868,623
Jobs Supported	1,341	5,554
Local Taxes	\$ 294,458	\$ 1,122,749
Personal Income	\$ 1,873,992	\$ 6,945,556
Bed Taxes	\$ 126,782	\$ 519,012

**Meetings Actualized (Includes Legacy)**

	February 2017	YTD 2017
Definite Room Nights	22,671	48,036
Bookings	44	91

EIC	February 2017	YTD 2017
Business Sales	\$ 21,390,182	\$ 51,316,309
Jobs Supported	6,428	14,236
Local Taxes	\$ 1,246,246	\$ 2,857,582
Personal Income	\$ 7,534,408	\$ 18,045,393
Bed Taxes	\$ 594,076	\$ 1,294,175



**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**  
**February 2017**

**By Year (Team only)**

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	16	80%	3,385	66%	2,193	67%	29	998
2018	2	10%	454	9%	588	18%	5	194,054
2019	1	5%	633	12%	300	9%	4	305
2020	1	5%	683	13%	200	6%	0	0
2021	0	0%	0	0%	0	0%	0	0
2022	0	0%	0	0%	0	0%	2	2,833
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>5,155</b>	<b>100%</b>	<b>3,281</b>	<b>100%</b>	<b>40</b>	<b>198,190</b>

**By Peak Room Nights (Team only)**

Peak Room Nights	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Under - 99	13	65%	1,339	26%	541	16%	21	2,699
100 - 200	5	25%	1,974	38%	1,265	39%	9	3,692
201-499	2	10%	1,842	36%	1,475	45%	8	9,113
500-999	0	0%	0	0%	0	0%	2	4,199
1000-1499	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>5,155</b>	<b>100%</b>	<b>3,281</b>	<b>100%</b>	<b>40</b>	<b>19,703</b>

**By Market Segment (Team only)**

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture	0	0%	0	0%	0	0%	0	0
Athletic & Sports	0	0%	0	0%	0	0%	0	0
Automotive	0	0%	0	0%	0	0%	1	40
Computer/Software	0	0%	0	0%	0	0%	0	0
Cultural, Fine Arts, Libraries	1	5%	248	5%	500	15%	1	248
Educational	1	5%	250	5%	115	4%	2	665
Entertainment	2	10%	95	2%	46	1%	2	95
Environmental	0	0%	0	0%	0	0%	1	340
Film Crews	0	0%	0	0%	0	0%	0	0
Financial	3	15%	75	1%	52	2%	5	3,388
Franchise	0	0%	0	0%	0	0%	0	0
Fraternal	0	0%	0	0%	0	0%	1	2,150
Government	1	5%	80	2%	20	1%	1	80
Health & Medical	2	10%	594	12%	200	6%	3	966
High Tech	2	10%	1,021	20%	245	7%	3	2,325
Hobby & Vocational	0	0%	0	0%	0	0%	1	160
Incentive	0	0%	0	0%	0	0%	1	337
Insurance	0	0%	0	0%	0	0%	0	0
LGBT	0	0%	0	0%	0	0%	0	0
Manufacturing/Distribution	0	0%	0	0%	0	0%	2	825
Meetings/Conventions	0	0%	0	0%	0	0%	1	105
Military	0	0%	0	0%	0	0%	1	171
Pharmaceuticals	0	0%	0	0%	0	0%	0	0
Real Estate	1	5%	206	4%	88	3%	1	206
Religious	2	10%	843	16%	350	11%	4	1,305
Scientific/Engineering	0	0%	0	0%	0	0%	0	0
Social	0	0%	0	0%	0	0%	0	0
Sporting Events	2	10%	927	18%	1,275	39%	2	927
Third Party Planner	1	5%	133	3%	40	1%	1	133
Trade/Commercial/Business	2	10%	683	13%	350	11%	6	5,237
Transportation	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>5,155</b>	<b>100%</b>	<b>3,281</b>	<b>100%</b>	<b>40</b>	<b>19,703</b>

**Convention Sales**  
**Booking Production Analysis (Cont.)**  
**February 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%		
California	10	50%	2,869	56%	2,464	75%	21	11,945
Canada	1	5%	34	1%	12	0%	3	1,474
Colorado	0	0%	0	0%	0	0%		
Connecticut	0	0%	0	0%	0	0%	1	540
District of Columbia	1	5%	80	2%	20	1%	1	80
Florida	1	5%	133	40%	40	1%	2	304
France	0	0%	0	0%	0	0%		
Georgia	0	0%	0	0%	0	0%		
Idaho	0	0%	0	0%	0	0%		
Illinois	2	10%	679	13%	320	10%	2	679
Indiana	0	0%	0	0%	0	0%		
Iowa	0	0%	0	0%	0	0%		
Italy	0	0%	0	0%	0	0%		
Kansas	1	5%	60	1%	25	1%	1	60
Kentucky	0	0%	0	0%	0	0%		
Louisiana	0	0%	0	0%	0	0%		
Maryland	0	0%	0	0%	0	0%		
Massachusetts	0	0%	0	0%	0	0%		
Michigan	0	0%	0	0%	0	0%		
Minnesota	0	0%	0	0%	0	0%	1	337
Missouri	0	0%	0	0%	0	0%		
Montana	0	0%	0	0%	0	0%		
Nebraska	0	0%	0	0%	0	0%		
Nevada	0	0%	0	0%	0	0%		
New Jersey	0	0%	0	0%	0	0%		
New Mexico	0	0%	0	0%	0	0%		
North Carolina	0	0%	0	0%	0	0%		
New York	1	5%	25	0%	10	0%	1	25
Ohio	0	0%	0	0%	0	0%	1	2,150
Oklahoma	0	0%	0	0%	0	0%		
Oregon	0	0%	0	0%	0	0%		
Pennsylvania	1	5%	975	19%	225	7%	1	975
South Carolina	0	0%	0	0%	0	0%		
South Dakota	0	0%	0	0%	0	0%		
Tennessee	1	5%	250	5%	115	4%	1	250
Texas	0	0%	0	0%	0	0%	1	105
Virginia	0	0%	0	0%	0	0%	2	729
Washington	0	0%	0	0%	0	0%		
Wisconsin	1	5%	50	1%	50	2%	1	50
Wyoming	0	0%	0	0%	0	0%		
<b>Total</b>	<b>20</b>	<b>100%</b>	<b>5,155</b>	<b>137%</b>	<b>3,281</b>	<b>100%</b>	<b>40</b>	<b>19,703</b>

**PSCC Bookings (Includes Legacy)**

Market Segment	February			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
Religious	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
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
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1,552</b>	<b>2,400</b>

**Convention Sales**  
**Lost Business**  
**February 2017**

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

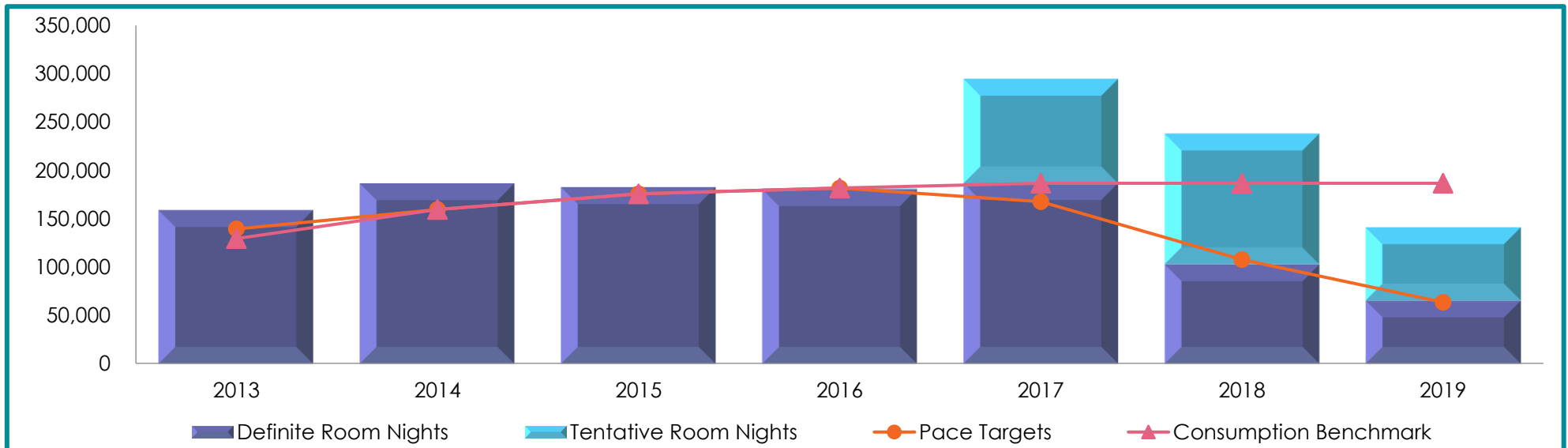
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	Long Beach	2	1,664	5	6,289
2	San Diego	4	4,022	9	5,104
3	Lake Arrowhead	0	0	2	3,050
4	San Antonio	3	2,788	2	2,549
5	Houston	1	2,500	1	2,500
6	Las Vegas	3	2,280	4	2,423
7	Garden Grove	2	1,850	2	1,850
8	Tucson	1	1,820	1	1,820
9	Whitchita	1	1,550	1	1,550
10	Phoenix	1	1,350	1	1,350

**All Lost Leads by State/Country**

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	3	3,237	3	3,237
California	26	13,480	40	22,637
Canada	1	965	2	2,165
Colorado	1	745	1	745
Connecticut	0	0	0	0
Florida	3	1,983	5	2,405
Georgia	1	145	1	145
Illinois	1	525	1	525
Indiana	0	0	0	0
Iowa	0	0	0	0
Kansas	0	0	1	1,550
Kentucky	0	0	0	0
Louisiana	1	130	1	130
Maine	0	0	0	0
Maryland	0	0	0	0
Massachusetts	0	0	0	0
Mexico	0	0	1	1,591
Michigan	0	0	0	0
Minnesota	0	0	0	0
Missouri	0	0	0	0
Nevada	3	2,280	4	2,423
New Jersey	0	0	0	0
New Mexico	0	0	0	0
New York	0	0	0	0
North Carolina	0	0	0	0
Ohio	0	0	0	0
Puerto Rico	2	2,497	2	2,497
South Carolina	0	0	0	0
South Dakota	0	0	0	0
Tennessee	0	0	0	0
Texas	3	5,049	3	5,049
Utah	0	0	1	830
Virginia	0	0	0	0
Washington	0	0	1	1,200
Meeting location unknown	12	5,579	19	9,099
Meeting canceled or postponed	26	12,774	37	19,425
<b>Total</b>	<b>83</b>	<b>49,389</b>	<b>123</b>	<b>75,653</b>

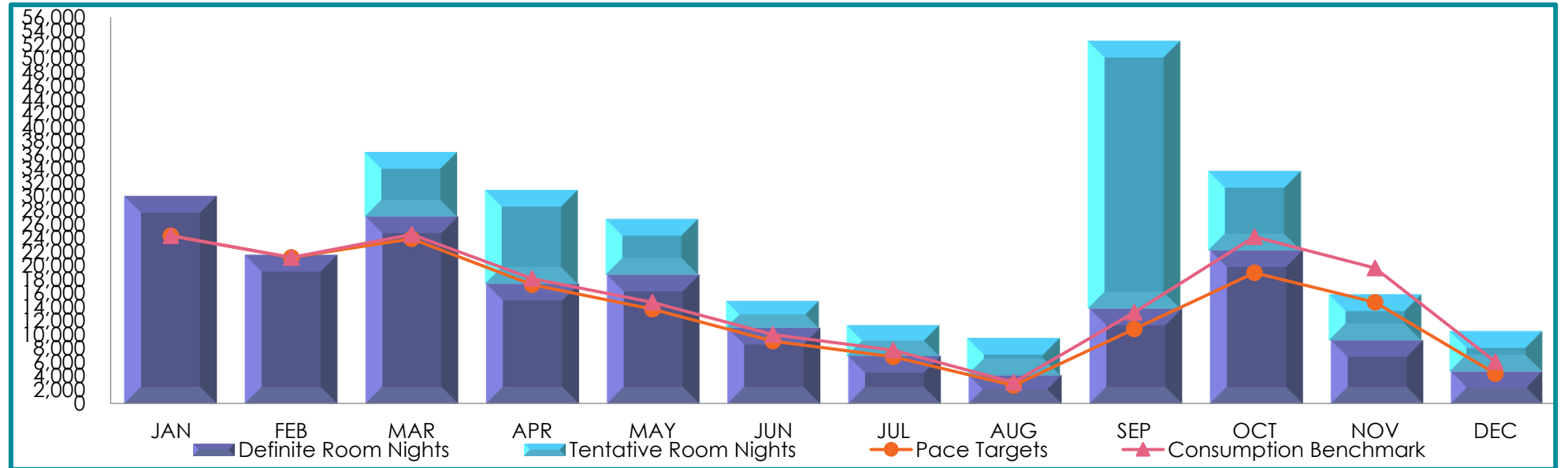
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Room Nights	158,499	186,207	182,294	180,156	186,314	102,727	65,310	40,301	1,101,808
Pace Targets	139,228	159,343	175,547	181,619	167,390	107,414	63,342	36,429	1,030,312
Variance	19,271	26,864	6,747	(1,463)	18,924	(4,687)	1,968	3,872	71,496
Consumption Benchmark	129,228	159,343	175,662	181,769	186,572	186,572	186,572	186,572	1,392,290
Pace Percentage	114%	117%	104%	99%	111%	96%	103%	111%	107%
Total Demand Room Nights	698,660	650,118	647,415	722,310	662,411	404,157	213,155	96,575	4,094,801
Lost Room Nights	540,161	463,911	465,121	542,154	476,097	301,430	147,845	56,274	2,992,993
Conversion Percentage	23%	29%	28%	25%	28%	25%	31%	42%	27%
Tentative Room Nights	0	0	0	1,000	107,622	134,860	75,740	49,702	368,924

Greater Palm Springs Events									
	2013	2014	2015	2016	2017	2018	2019	2020	Total
Definite Events	270	300	264	294	244	79	38	21	1,510
Pace Targets	239	266	277	288	224	96	46	22	1,458
Variance	21	34	(13)	6	20	(17)	(8)	(1)	42
Consumption Benchmark	239	266	278	289	295	295	295	295	2,252
Pace Percentage	113%	113%	95%	102%	109%	82%	83%	95%	104%
Total Demand Events	822	793	801	909	715	263	111	44	4,458
Lost Events	552	493	537	615	471	184	73	23	2,948
Conversion Percentage	33%	30%	33%	32%	34%	30%	34%	48%	34%
Tentative Events	0	0	0	1	157	156	58	31	403



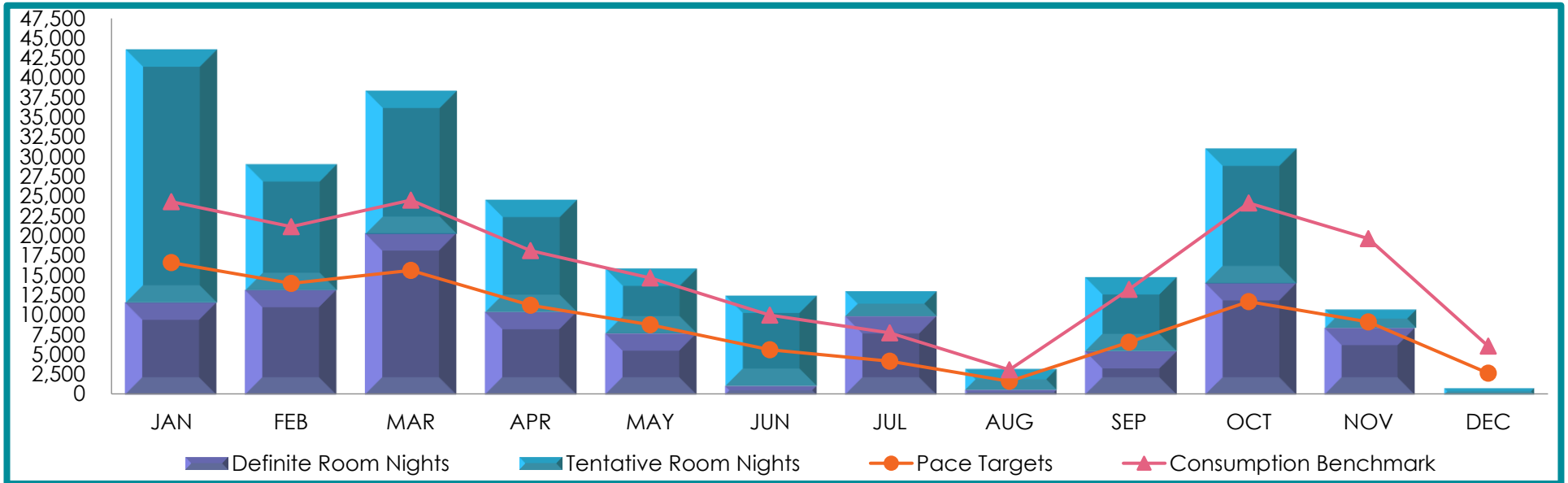
Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	29,971	21,511	27,057	17,325	18,644	10,976	6,926	4,147	13,735	22,156	9,192	4,674	186,314
Pace Targets	24,325	21,154	23,890	17,229	13,658	9,040	6,783	2,598	10,803	18,934	14,648	4,328	167,390
Variance	5,646	357	3,167	96	4,986	1,936	143	1,549	2,932	3,222	(5,456)	346	18,924
Consumption Benchmark	24,325	21,154	24,512	18,118	14,674	9,967	7,712	3,046	13,216	24,157	19,640	6,051	186,572
Pace Percentage	123%	102%	113%	101%	137%	121%	102%	160%	127%	117%	63%	108%	111%
Total Demand Room Nights	116,310	105,810	57,291	57,902	42,423	54,057	47,313	23,376	36,716	69,473	44,913	6,827	662,411
Lost Room Nights	86,339	84,299	30,234	40,577	23,779	43,081	40,387	19,229	22,981	47,317	35,721	2,153	476,097
Conversion Percentage	26%	20%	47%	30%	44%	20%	15%	18%	37%	32%	20%	68%	28%
Tentative Room Nights	0	0	9,363	13,597	8,074	3,922	4,432	5,404	38,799	11,517	6,657	5,857	107,622

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	49	41	25	20	21	15	14	7	12	23	11	6	244
Pace Targets	38	37	28	20	20	12	9	6	14	21	14	5	224
Variance	11	4	(3)	0	1	3	5	1	(2)	2	(3)	1	20
Consumption Benchmark	38	37	32	24	26	17	13	9	23	38	27	11	295
Pace Percentage	129%	111%	89%	100%	105%	125%	156%	117%	86%	110%	79%	120%	109%
Total Demand Events	153	123	73	67	52	41	40	20	40	65	32	9	715
Lost Events	104	82	48	47	31	26	26	13	28	42	21	3	471
Conversion Percentage	32%	33%	34%	30%	40%	37%	35%	35%	30%	35%	34%	67%	34%
Tentative Events	0	0	24	18	19	11	8	9	18	23	19	8	157



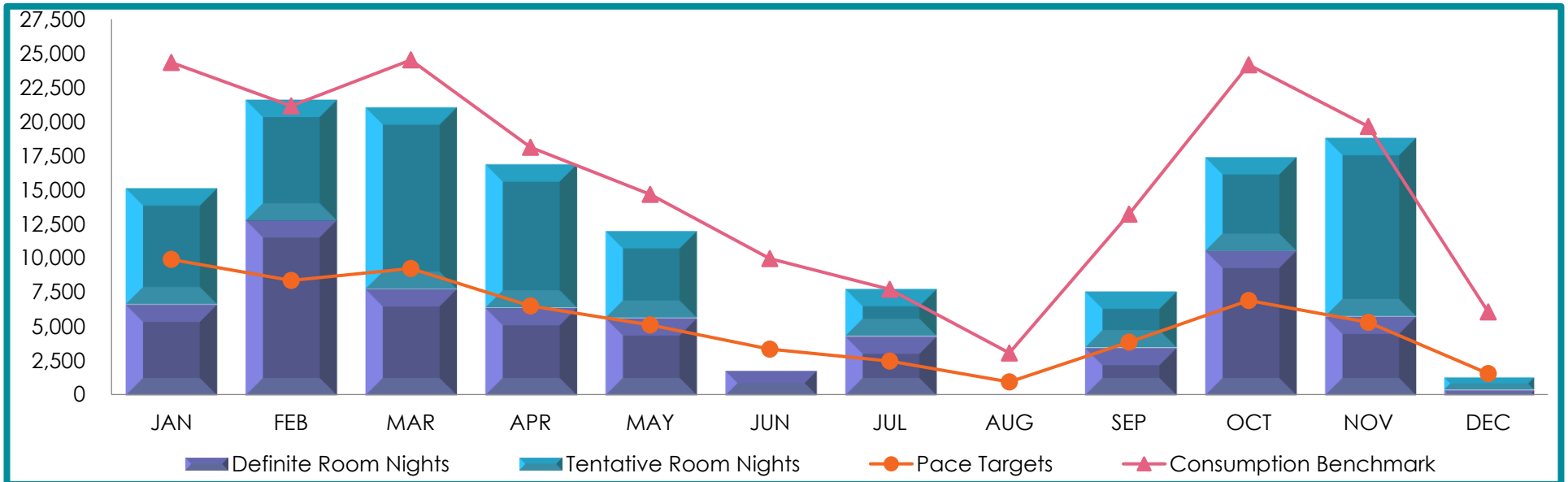
Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	11,610	13,172	20,261	10,428	7,716	1,123	9,903	600	5,478	14,028	8,408	0	102,727
Pace Targets	16,602	13,963	15,632	11,224	8,732	5,585	4,131	1,593	6,542	11,690	9,096	2,624	107,414
Variance	(4,992)	(791)	4,629	(796)	(1,016)	(4,462)	5,772	(993)	(1,064)	2,338	(688)	(2,624)	(4,687)
Consumption Benchmark	24,325	21,154	24,512	18,118	14,674	9,967	7,712	3,046	13,216	24,157	19,640	6,051	186,572
Pace Percentage	70%	94%	130%	93%	88%	20%	240%	38%	84%	120%	92%	0%	96%
Total Demand Room Nights	46,335	59,287	52,483	39,485	22,610	24,784	30,053	7,520	34,306	43,368	40,951	2,975	404,157
Lost Room Nights	34,725	46,115	32,222	29,057	14,894	23,661	20,150	6,920	28,828	29,340	32,543	2,975	301,430
Conversion Percentage	25%	22%	39%	26%	34%	5%	33%	8%	16%	32%	21%	0%	25%
Tentative Room Nights	31,911	15,893	18,057	14,138	8,197	11,373	3,162	2,633	9,366	17,000	2,330	800	134,860

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	10	15	12	5	7	2	7	1	5	8	7	0	79
Pace Targets	16	15	12	9	9	5	4	3	6	9	6	2	96
Variance	(6)	0	0	(4)	(2)	(3)	3	(2)	(1)	(1)	1	(2)	(17)
Consumption Benchmark	38	37	32	24	26	17	13	9	23	38	27	11	295
Pace Percentage	62%	100%	100%	56%	78%	40%	175%	33%	83%	89%	117%	0%	82%
Total Demand Events	34	45	33	30	16	20	18	6	20	21	19	1	263
Lost Events	24	30	21	25	9	18	11	5	15	13	12	1	184
Conversion Percentage	29%	33%	36%	17%	44%	10%	39%	17%	25%	38%	37%	0%	30%
Tentative Events	33	22	23	20	9	10	5	3	10	16	4	1	156



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	7,752	6,376	5,633	1,790	4,293	0	3,453	10,527	5,745	375	65,310
Pace Targets	9,895	8,366	9,238	6,501	5,103	3,320	2,445	923	3,834	6,884	5,288	1,545	63,342
Variance	(3,267)	4,372	(1,486)	(125)	530	(1,530)	1,848	(923)	(381)	3,643	457	(1,170)	1,968
Consumption Benchmark	24,325	21,154	24,512	18,118	14,674	9,967	7,712	3,046	13,216	24,157	19,640	6,051	186,572
Pace Percentage	67%	152%	84%	98%	110%	54%	176%	0%	90%	153%	109%	24%	103%
Total Demand Room Nights	16,517	34,035	19,290	19,961	18,873	9,314	22,074	2,300	26,290	15,573	28,553	375	213,155
Lost Room Nights	9,889	21,297	11,538	13,585	13,240	7,524	17,781	2,300	22,837	5,046	22,808	0	147,845
Conversion Percentage	40%	37%	40%	32%	30%	19%	19%	0%	13%	68%	20%	100%	31%
Tentative Room Nights	8,472	8,835	13,269	10,481	6,345	0	3,457	0	4,109	6,837	13,035	900	75,740

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	5	6	4	3	3	2	2	0	2	6	4	1	38
Pace Targets	7	7	6	4	4	3	2	1	3	5	3	1	46
Variance	(2)	(1)	(2)	(1)	(1)	(1)	0	(1)	(1)	1	1	0	(8)
Consumption Benchmark	38	37	32	24	26	17	13	9	23	38	27	11	295
Pace Percentage	71%	86%	67%	75%	75%	67%	100%	0%	67%	120%	133%	100%	83%
Total Demand Events	11	20	9	13	9	6	10	2	12	9	9	1	111
Lost Events	6	14	5	10	6	4	8	2	10	3	5	0	73
Conversion Percentage	45%	30%	44%	23%	33%	33%	20%	0%	17%	67%	44%	100%	34%
Tentative Events	7	10	10	12	4	0	3	0	3	4	4	1	58



# Travel Industry Sales

## Market Activity

### January & February 2017

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
<b>Client Reach</b>	1139	<b>1377</b>	5,400	25%
<b>New Business Development</b>	2	<b>2</b>	14	15%
<b>Increase Travel Trade Webpage Traffic</b>	280%	<b>388%</b>	10%	N/A
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
<b>In-Market Activations</b>	0	<b>0</b>	9	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
<b>Marketing Campaigns – Co-Ops</b>	2	<b>2</b>	20	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
<b>Trade Shows Sales Missions</b>	5	<b>10</b>	71	Attend events and organized sales missions promoting the destination to the travel trade.
<b>FAMS, Site Visits &amp; Client Meetings</b>	4	<b>9</b>		Organized and hosted FAMS, sites & client meetings in the destination.
<b>Webinars, Trainings &amp; Workshops</b>	1	<b>2</b>		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	12	<b>25</b>	100	

(continued next page)



# Travel Industry Sales

## Market Activity

### January & February 2017

#### United States

- The CVB participated in the Palm Springs International Film Festival and hosted Susi Stanga, Product Manager with Mark Travel
- The CVB attended the PROST Desert Cities January networking luncheon held at Gioia Italian Restaurant at The River, Ranch Mirage and met with 15 agents. The event was attended by Worldview Travel, Protravel, and Jan's Travel.
- The CVB met with Steve DiMarco, Golf On Earth, and author & noted motivational speaker, Guy Finely, to research sites for conference and golf instruction.
- The CVB hosted a FAM of 32 top executives from Worldview Travel and Virtuoso.
- The CVB attended Virtuoso Luxury Forum and had 18 appointments, with an additional client reach of 92 during the GPS Oasis Lounge. Total attendance at the forum was 239.
- The CVB attended RTO Summit West in Marina Del Ray meeting with 35 people.
- The CVB had 41 appointments at Go West Summit in Reno.
- Staff attended Visit California Outlook Forum in Santa Barbara, to learn about upcoming international marketing and brand awareness.

Looking forward:

- San Francisco Sales Mission, April 3 & 4
- Summer Chill Client Event, Los Angeles, April 5
- Pacific North West Sales Mission, Portland & Seattle April 4-7
- California Cup, Los Angeles, April 30 – May 5
- JetBlue Call Center Training, Orlando, May 10
- Global Travel Marketplace, Henderson, May 18-20

#### Australia

- Brand USA launched their travel professional training badge program to the Australia and New Zealand travel trade via trade press releases, extensive trade media advertising, social media and upcoming Discover America Events in New Zealand and Australia.

Looking forward:

- Qantas Holidays/BNP Paribas FAM – March 2017

(continued next page)

# Travel Industry Sales

## Market Activity

### January & February 2017

#### Canada

- The CVB and Visit California hosted a FAM of six top industry partners, product managers, and sales agents in Canada.

#### China and Japan

- The CVB participated in Club California - Japan. Club California is an interactive educational forum designed to engage and motivate tour operators to develop California tour product in new ways and educate front-line travel agents on California. The 49 attendees at the Nagoya seminar were highly engaged and Greater Palm Springs was showcased in presentations as well as one of the founding sponsors.
- The CVB's office in Shanghai participated in a Brand USA agent training in Hangzhou, where selected local key travel agencies for U.S. outbound travel market were provided with an in-depth training on Greater Palm Springs. There were a total of 120 in attendance during the two day training.

Looking forward:

- The CVB will participate in Visit California's Japan/South Korea Sales Mission in March 2017.
- The CVB's office in China will participate in the Visit California's China Sales Mission in April 2017.
- Visit California China Hainan Airlines Fam, March 10-11

#### Europe

- The CVB and Visit California hosted a FAM of six top executives from leading tour operators in Italy.

Looking forward:

- Club California Air Tahiti Nui Training: Paris, March 21
- Air France Training with MN Organization, May 30, 2017

(continued next page)

# Travel Industry Sales

## Market Activity

### January & February 2017

#### Germany

- Stefanie Ahlers, the CVB's account manager in Germany, attended the Visit USA Seminar in Switzerland. The event attracted travel professionals and tour operators (375 stopped by the booth) for a day of appointments and product trainings on Greater Palm Springs. MSI managed a booth on behalf of the seven CVB partners including Greater Palm Springs.
- The CVB's office in Germany joined German tour operator, America Unlimited, in their booth for the ABF Consumer Travel Show, which attracts over 76,000 visitors each year. Steffi Ahlers represented Greater Palm Springs and provided destination collateral and information to guests of the show.

Looking forward:

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

#### Mexico

- The CVB attended Visit California's Mexico Sales Mission to conduct product trainings and one-on-one appointments meeting with 505 attendees.

#### United Kingdom

Looking forward:

- Travel Bulletin Training: Ireland, March 20
- Visit California UK Luxury FAM, April 18-20
- Visit California New Zealand FAM, April 21-24

For more information about Travel Industry Sales, contact:  
Gary Orfield, Director of Travel Industry Sales  
[gorfield@palmspringsoasis.com](mailto:gorfield@palmspringsoasis.com)

January and February marked the beginning of the CVB's 2017 calendar-year advertising plan. Seasonal markets, including Seattle, Portland, Chicago, New York, Minneapolis, Denver, Dallas, Vancouver, Calgary, Edmonton, Toronto and Winnipeg, as well as year-round markets Los Angeles, Orange County, San Diego, San Francisco, Las Vegas and Phoenix, were targeted.

The CVB's Destination Awareness campaign continued on cable television, print, digital and out of home media. 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.

#### 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 actually includes 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.

As of February 28th, the campaign has generated 3,295,732 online advertising impressions. Online advertising targeted potential travelers in Los Angeles, Orange County, San Diego, San Francisco, Phoenix, Las Vegas, Seattle, Portland, Chicago, Minneapolis, Denver, Dallas and New York. Banner advertising displayed on CBS's network on websites, such as [www.cbslocal.com](http://www.cbslocal.com), [www.radio.com](http://www.radio.com) and [www.cbssportsradio.com](http://www.cbssportsradio.com), as well as CBS's extended network, which were seen on websites such as [www.expedia.com](http://www.expedia.com) and [www.budgettravel.com](http://www.budgettravel.com). Facebook reach was 375,380 and Twitter reach was 62,964 on social media pages for stations such as KROQ in LA, KHITS in Chicago and WCBS in New York. The first celebrity series has generated 2,900,944 video views as of February 28.

[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.





# Marketing & Communications January - February 2017

## Advertising Highlights

CBS Network examples on radio.com, CBS Los Angeles, KCAL, CBS New York, CBS Colorado

The screenshot shows the radio.com website interface. At the top, there are navigation links for 'Listen By Genre', 'Listen By Location', and 'SIGN UP FOR THE NEW! LISTEN LIVE'. Below this is a search bar and social media icons. The main content area features a 'FEATURED' section with a 'LISTEN LIVE' button, 'SHOWS', 'CHARTS', 'NEWS', 'PODCASTS', and 'SWEEPS' tabs. A large advertisement for Greater Palm Springs is displayed, with the text 'Michael 'Fitz' Fitzpatrick on the Art of Disconnecting' and a 'BOOK NOW' button. A 'LISTEN LIVE' button is also visible on the right side of the ad.

This screenshot shows an article titled 'NYC's Best Spots For Spaghetti' on the radio.com website. The article includes a photo of a bowl of spaghetti and a 'LISTEN LIVE' button. Below the article, there is a 'The Mealbox Show' section with a 'CHILL NOW' button. The Greater Palm Springs logo is visible in the bottom right corner.

### Coachella Tickets Go On Sale, Sell Out Within An Hour

The screenshot displays an article about Coachella tickets. It features a photo of the festival grounds at night and a 'LISTEN LIVE' button. The text describes the general admission tickets and their quick sell-out. A 'CHILL NOW' button is located at the bottom right of the article.

This screenshot shows the CBS Los Angeles website. The top navigation bar includes 'HOME', 'NEWS', 'SPORTS', 'E.S.A.', 'D.C.E.S.P.', 'VIDEO', 'AUDIO', 'TRAFFIC', 'WEATHER', 'CONTESTS', and 'MORE'. A 'LISTEN LIVE' button is present. The main content area features a 'Greater Palm Springs' advertisement with a 'BOOK NOW' button. Below the ad, there is a 'HAPPY NEW YEAR' banner and a 'FREE Wi-Fi Setup' promotion.

The screenshot shows a 'KCAL 9 NEWS STREAMING LIVE NOW' advertisement. It includes a 'LISTEN LIVE' button and a 'CHILL NOW' button. Below the main ad, there are 'QUICK LINKS' for 'Watch On CBS/CKDLR', 'TV Program Guide', 'Watch On Demand', 'News On 3', and 'Mobile Device'.

This screenshot shows a CBS New York article titled 'NEW YORK (CBSNewYork) — They're a welcome sight when garbage piles up on the sidewalk, but getting stuck behind a sanitation truck is no fun for city drivers.' The article includes a quote from Tamara Mose and a photo of a blue car. A 'LISTEN LIVE' button and a 'CHILL NOW' button are visible. The article also mentions a bill proposed by City Councilman David Greenfield.

### Colorado Ranks Surprisingly Low For The Worst Winters

January 4, 2017 3:25 PM

Filed Under: Skiing, Snow, Thrillist, Winter



People enjoy a snowy hike at Chautauqua Park in Boulder on Wednesday. (credit: RJ Sangosti/The Denver Post via Getty Images)

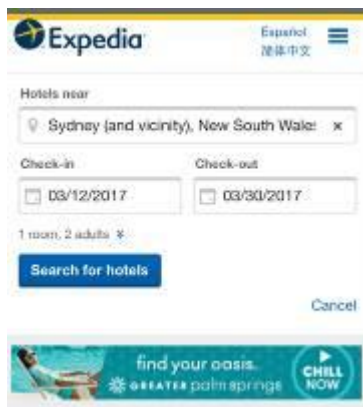
LISTEN LIVE



FOLLOW US ON

By Jason Hussong

CBS Extended Network examples on expedia.com and budgettravel.com



Twitter Examples on WXRT Chicago, 997 NOW San Francisco, Energy 103.7 San Diego





Marketing & Communications  
January - February 2017

Advertising Highlights

Facebook Examples on The Fan New York, KHITS Chicago, KROQ LA, CBS Denver and AMP LA.

**The World Famous KROQ** with Palm Springs Oasis  
Published by SocialNewsDesk [?] - January 5 at 5:15pm

Michael "Fitz" of Fitz & The Tantrums shares his secret to disconnecting and reconnecting with life when he takes a break from touring. He Chills in the Greater Palm Springs Oasis.



**105.3 The Fan** with Palm Springs Oasis  
Published by SocialNewsDesk [?] - January 5 at 1:00pm

Michael "Fitz" of Fitz & The Tantrums shares his secret to disconnecting and reconnecting with life when he takes a break from touring. He Chills in the Greater Palm Springs Oasis.



**104.3 KHITS FM Chicago** with Palm Springs Oasis  
Published by SocialNewsDesk [?] - January 11 at 5:36pm

Noelle Scaggs of Fitz & The Tantrums loves to unwind and enjoy delicious food while visiting the Greater Palm Springs Oasis in this latest Eat. See. Play. Chill. video series.



**CBS Denver** with Palm Springs Oasis  
Published by SocialNewsDesk [?] - January 5 at 5:15pm

Michael "Fitz" of Fitz & The Tantrums shares his secret to disconnecting and reconnecting with life when he takes a break from touring. He Chills in the Greater Palm Springs Oasis.



**105.3 The Fan** with Palm Springs Oasis  
Published by SocialNewsDesk [?] - January 5 at 1:00pm

Michael "Fitz" of Fitz & The Tantrums shares his secret to disconnecting and reconnecting with life when he takes a break from touring. He Chills in the Greater Palm Springs Oasis.



**AMP 103.7 DFW** with Palm Springs Oasis  
Published by SocialNewsDesk [?] - January 11 at 5:35pm

Noelle Scaggs of Fitz & The Tantrums loves to unwind and enjoy delicious food while visiting the Greater Palm Springs Oasis in this latest Eat. See. Play. Chill. video series.



# Marketing & Communications

January - February 2017

## Advertising Highlights

### SEASONAL & YEAR-ROUND MARKETS: BRAND AWARENESS

For the months of January and February, the destination received **6,430,000 Print Impressions**, **2,669,780,000 Television impressions**, **104,400,200 Out of Home** and **4,555,509 Digital impressions**.

**Print** exposure included advertisements in the seatback magazines of Alaska Airlines and WestJet Magazine, as these carriers provide nonstop routes from top markets, including Seattle, San Francisco, Portland and Canadian markets (Toronto, Winnipeg, Vancouver, Calgary and Edmonton). **Television** spots aired in Seattle, Portland, Chicago, Minneapolis, New York, Dallas, Denver and Canadian markets as well as Los Angeles, San Diego, Las Vegas, Phoenix and San Francisco. **Out-of-Home** digital billboards were visible in the busy areas of San Diego, Los Angeles, San Francisco, Chicago, Seattle, Portland and New York. **Digital** impressions are described above in the CBS recap.

#### Print Magazine & Billboard Creative Examples



#### Television Examples: Click to View





Marketing & Communications  
January - February 2017

Advertising Highlights

COMING SOON

---

- Fitz and the Tantrums was the first celebrity influencer featured in the CBS partnership. The second celebrity is underway featuring CAM, who is an American country music singer, Grammy nominee and Stagecoach Country Music Festival performer.
- The Summer Chill Co-op will launch in May targeting Los Angeles, Orange County, San Diego, Phoenix and San Francisco with a Cable TV and KTLA partnership. **There are many ways to participate:**
  - **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 info.  
(Winona McCullum • 760-969-13333 • [wmccullum@palmsspringsoasis.com](mailto:wmccullum@palmsspringsoasis.com))
  - **Participate in the [Summer Chill Television Co-op](#).** Contact JNS Next for more information.  
(Garry Sage • 760-775-0000 • [garry@jnsnext.com](mailto:garry@jnsnext.com))
  - **Advertise in [90 Days of Summer Chill Guide](#).** Contact Palm Springs Life for more information.  
(Paulina Larson • 760-325-2333 • [paulina@palmsspringslife.com](mailto:paulina@palmsspringslife.com))
  - **Submit an Offer for [Travelzoo](#) promotion.** Contact: Travelzoo for more information  
(Blair Constantinou • 310-295-6569 • [bconstantinou@travelzoo.com](mailto:bconstantinou@travelzoo.com))
- An international TripAdvisor campaign, in partnership with Brand USA, will launch this season targeting China. The campaign is projected to deliver 9.5 million impressions in this important international market.

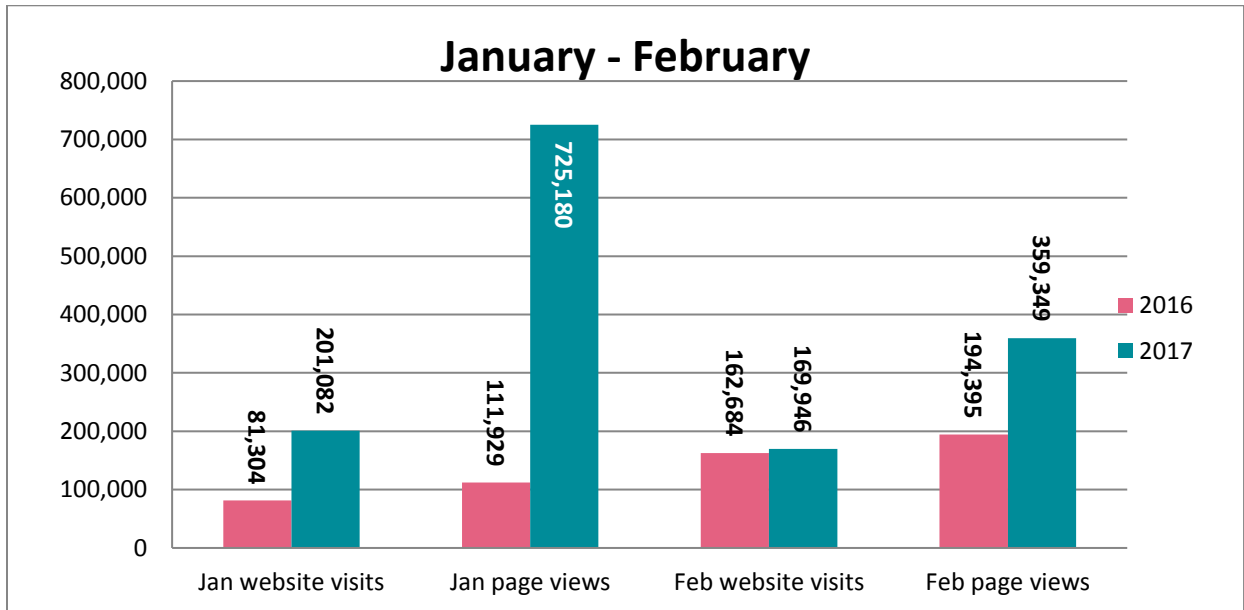
For more information, contact:  
Bob Thibault, Vice President of Marketing  
t: 760.969.1339 • [bthibault@palmsspringsoasis.com](mailto:bthibault@palmsspringsoasis.com)

# Marketing & Communications January - February 2017

## Website Highlights

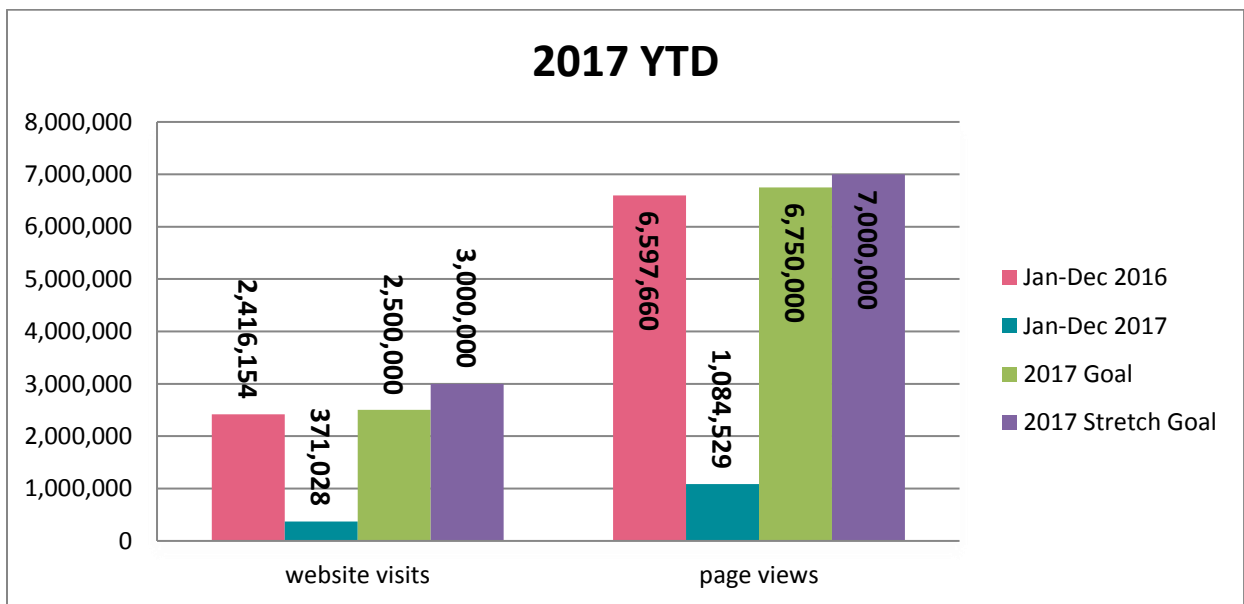
### Website:

With the ongoing addition of improvements to the website, the months of January and February are staying strong with people browsing the site for three minutes per session. The calendar has over 200 events and more events are added daily.



Jan-Feb website visits:  
**52% over 2016**

Jan-Feb page views:  
**254% over 2016**



website visits:  
**15% of goal**

page views:  
**16% of goal**

**Chill Pass:** The months of January and February received over **110 thousand page views** and people are spending almost 4 minutes per session searching for offers. The top three categories people are searching for include: **Stay** with **6,198** page views, **Spa & Wellness** with **5,223** page views, and **Eat & Drink** with **5,169** page views.

#### HOW TO GET INVOLVED

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

**Chill Pass:** Add your tourism related offers through the [partner portal](#). 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 being posted live on [www.chillpass.com](http://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.visitgreaterpalmsprings.com/events/submit](http://www.visitgreaterpalmsprings.com/events/submit). Once your offer has been submitted, it will be reviewed by the CVB before it is published.

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

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






**Coming soon:** The website is continuously being optimized and updated for maximum performance and exposure. A new **interactive map** will be revealed the beginning of 2017. The **California Deserts** home page is in process and will be introduced by summer. The updated and improved **Restaurant Week** website will be live by April.

For more information about the CVB website, contact:  
Winona McCullum  
Digital Database Manager  
[wmccullum@palmspringsoasis.com](mailto:wmccullum@palmspringsoasis.com)  
(760) 969-1333

# Marketing & Communications January - February 2017

## Social Media Highlights

### Social Media

	Page Likes	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	175,134	200,000	225,000	87.6%	77.8%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	23,675	25,000	27,500	94.7%	86.1%
	Followers	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	11,993	15,000	18,000	80.0%	66.6%
	Video Views	2017 Goal	2017 Stretch Goal	% to Goal	% to Stretch Goal
	331,255	2,000,000	2,250,000	16.6%	14.7%

### Highlights

- On January 31, the CVB participated in U.S. Travel's "[National Plan Your Vacation Day](#)." The CVB filmed a fun and interactive Facebook Live piece that Project: Time Off and Visit California shared on their Facebook timelines. The CVB's Facebook Live video had over **20,000 impressions**, over **6,000 video views** and nearly **300 engagements**.
- In February, the CVB shared a Huffington Post article on Joshua Tree National Park that garnered a record of 500+ shares, over 1,000 reactions and more than 50 comments on Facebook. Many comments illustrated that visitors connected their Greater Palm Springs vacation experience with a Joshua Tree day trip.

## facebook.

The CVB's Facebook gained over **18,000 followers in January and February** with posts totaling more than **390,000 impressions**. The CVB is beginning to increase its use of Facebook Live, and, in the latest piece, The [West Elm House tour of Modernism Week](#) was featured with an impressive **engagement rate of 4.7%**.

The CVB's video presence gives prospective and returning visitors an opportunity to visually experience our destination. **Seventeen (17) videos** created by the CVB were featured on Facebook in January and February with a **collective reach of over 200,000 impressions with more than 70,000 Facebook video views**. Lifestyle photos and our website articles also attract viewers to our oasis.



For March, the CVB will feature **4 new videos from our popular Wander List and Chill Chaser series** and continue to feature our destination through **Facebook Live**. In March, the CVB will repeat last August's Fascinating Facts series to increase engagement.





The CVB [Twitter](#) account grows in followers and engagement in Twitter users. Our Twitter feed has attracted over **2,500 followers** since December and increased the engagement rate 0.72 percent.

The CVB's weekly updates, featured on our website's homepage are some of the highest engaged tweets pushed out on Twitter. Scenic photos of the destination continue to work very well.



These past months we used Twitter to cross promote Facebook Live pieces in order to engage our audience on our Facebook page. **Join the conversation** and follow us on Twitter [@thegpsosis](#).

## YouTube

With new content published weekly on the CVB's YouTube channel and the addition of end tags to our content, the CVB is capturing more YouTube subscribers; in fact, we are close to hitting 1,000 subscribers.

In January and February **Chill Chaser videos** featuring personality Amy Yerrington resulted in over **200,000 views and nearly 400,000 minutes watched**. The Wander List series featuring host Anndee Laskoe resulted in over **65,000 views and 100,000 minutes** watched. Both of these series continue in March, with content being pushed out not only on YouTube but supported on all other CVB social media channels. The CBS co-op Influencer video campaign with Fitz & the Tantrums adds a musical dimension to CVB video offerings. Stay tuned for the new video which debuts in March.

Watch now:



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

Krystal Kusmieruk  
Social Media Manager  
[social@palmspringsoasis.com](mailto:social@palmspringsoasis.com)



# Marketing & Communications

## January and February 2017

### Media Highlights

The CVB Communications team hosted **17 individuals/group familiarization visits**, equalling twenty-two content creators during January and February. Beyond traditional print media, we continue to see growth in digital influencer inquiries and visits. Leading up to and during the CareerBuilder Challenge, Modernism Week and the opening of Desert X, the team assisted key press, including Monocle Project, Yahoo!, AWOL, The Irish Times, Sidewalk Hustle, National Post, CN Traveller and Vogue.com.

The **28th Annual Palm Springs International Film Festival** was held in Greater Palm Springs January 5-16, 2017. Media guests had the opportunity to experience the destination by participating in activities, relaxing at the spa and dining at various locations across the valley.

Following a **media mission to Canada** near the end of 2016, the Greater Palm Springs CVB and Palm Springs Bureau of Tourism partnered with **WestJet Magazine on a 10-page feature** for the April 2017 issue. The WestJet Magazine crew was in the destination for a week and experienced The Living Desert, El Paseo Shopping District, Joshua Tree National Park, Indian Canyons, Moorten's Botanical Gardens and The Monkey Tree Hotel. The publication's circulation is 2.1 million, with approx. 46,500 printed each month and placed in every WestJet plane seatback.

**TravMedia's International Media Marketplace (IMM)** was held in New York City January 24-27, 2017. IMM is a leading platform for travel and tourism brands to meet with media. The Communications team had over 20 pre-scheduled one-on-one appointments with publications like Yahoo! Travel, National Geographic Traveller and Conde Nast.

The Communications team also attended Visit California's Mexico Media Mission January 30 - February 3, 2017. Over 404 writers, editors and PR representatives attended the press events and receptions in Mexico City and Guadalajara allowing our team to connect with top tier media and influencers (TV, print, online and radio).

The CVB hosted the 5th annual Goldenvoice Radio Weekend, introducing more than 90 radio personalities and marketing staff to the destination. The weekend included a Friday night outdoor welcome dinner at the Goldenvoice homes near the polo grounds and activity options on Saturday, like Golf, Spa and Hiking.

### Featured Content



  
**THE SUNDAY TIMES**

As a result of Julia Buckley's media visit, The Sunday Times article "**Palm Springs**" highlights Greater Palm Springs as a classic retro retreat in California. Old Hollywood and new additions like L'Horizon and The Monkey Tree reconfirm that old is the new cool.

February 1, 2017 | Circulation: 56,624 | Earned Value: \$15,990

The result of a November Australian FAM visit, "**Hottest Design in the Desert,**" an article written by Celeste Mitchell was published in several Australian newspapers. These publications included Sunday Mail Adelaide, Sunday Mail Brisbane, Sunday Times, Sunday Telegraph and Sunday Herald Sun.

February 5, 2017 | Circulation: 374,918 | Earned Value: \$37,752



  
**Herald Sun**  
**Sunday**

## Marketing & Communications January and February 2017 (Cont.)

### Social Chatter about Greater Palm Springs

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

#### #VisitGPS and #findyouroasis



**@kelleyferro | The Monkey Tree | 475 likes**  
Flamingos in Love #flamingos #poolday  
#boutiquehotel @palmsprngsoasis  
@the\_monkey\_tree\_hotel #desert #oasis  
#sundayfunday #findyouroasis #visistgps



**@mrscotteddy | Joshua Tree NP | 5,825 likes**  
The roads in @JoshuaTreeNPS are empty at 6:30  
am. #FindYorOasis #VisitGPS #VisitCalifornia



**@KindTraveler | Colony Palms | 164 likes**  
Private outdoor tub at your #PalmSprings  
suite for #ValentinesDay? #FindYourOasis  
#PalmSpringsOasis #VisitCalifornia #VisitGPS

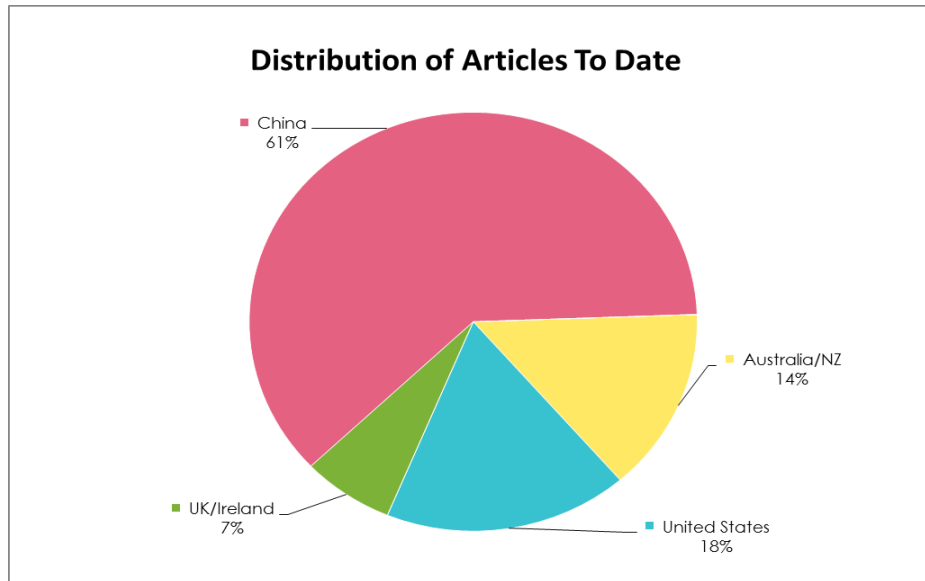
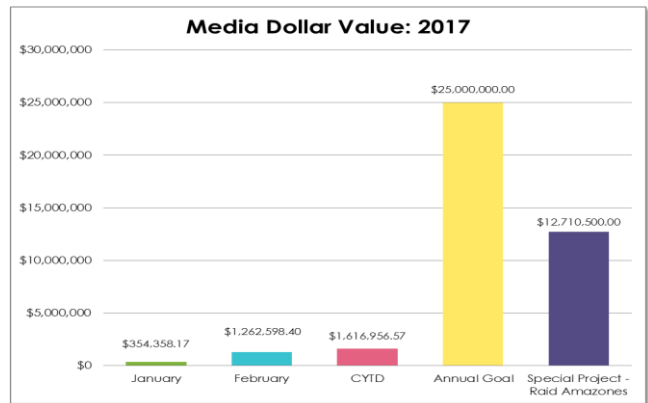
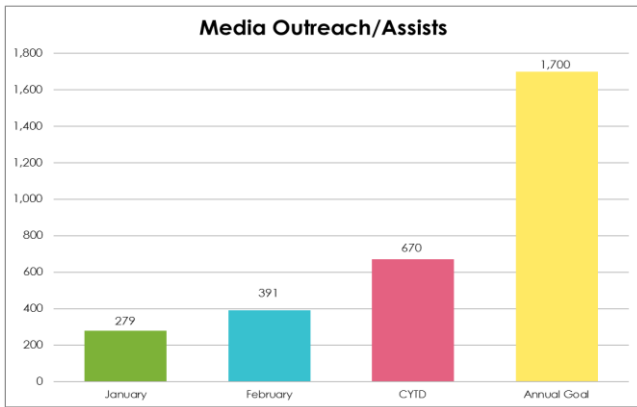


**@erinvandermeer | Downtown PS | 73 likes**  
Off to scare the locals in Palm Springs with my  
winter body. Excited to get a preview of  
@\_desertx adn do lots of other Palm Springs-y  
things. Suggestions welcome and appreciated!  
Let's do this @jetblue #visitgps #findyouroasis



# Marketing & Communications January and February 2017 (Cont.)

## 2017 Media Value



\*The high circulation of China's publication's causes a higher earned media value per article

## On the Horizon

The **Visit California Japan & Korea Media Mission** will take place March 19 to March 25. This biannual mission includes interviews and media appointments to reach top tier media and influencers (broadcast, print and digital) in Seoul, Osaka and Tokyo.

The **Visit California New York City Media Reception** will take place March 21. This event is held to connect California destinations and tourism business with actively-producing consumer, lifestyle and travel media. Top outlets could include Travel + Leisure, Passport Magazine, Conde Nast Traveler, Glamour and Today - NBC News Network.

The **PRSA 2017 Travel & Tourism Conference will be held in Greater Palm Springs May 21-24**. The conference will take place at The Riviera Palm Springs. The conference will include various workshops, roundtables, speakers and receptions that will include additional partners.

The Communications team will be assisting several inbound media guests March through May, including Glamour Magazine Mexico, Variety, ELLE Australia, DINE Magazine, Australian Traveller, Lavish Living Magazine, and Qantas Magazine.

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

### Film Oasis

January and February were very active months for the Film Oasis program. For the first time, the CVB hosted a branded mobile charging station in the Palm Springs International Film Festival's Guest/Industry Suite. On January 9, Jan Maguire participated in a panel for the annual Palm Springs Women in Film and Television's "State of the Industry" luncheon. The event focused on the growth of and best practices for film, TV and other types of media production in the Coachella Valley. The Film Oasis Advisory Committee convened for its first meeting of the year to help plan the 2<sup>nd</sup> annual **American Documentary Film Festival**



([www.americandocumentaryfilmfestival.com](http://www.americandocumentaryfilmfestival.com)) Global Filmmakers FAM scheduled to take place on Monday, April 3.

Film Oasis projects also included:

- assisting with locations for the second CBS Influencer video production featuring country music performer Cam;
- finding and coordinating locations for UK's Saturday Magazine team visiting Greater Palm Springs March 1-7 for a fashion spread photo shoot;
- assisting NYC-based filmmakers with travel information for their upcoming visit to shoot footage at Empire and Eldorado Polo Clubs for a USPA-sanctioned polo documentary;
- planning for an upcoming television shoot; and
- attending a press conference for the annual Native Film Fest.

We're pleased to report that (per Visit California France's final report) the November 2016 Raid Amazonas six-day event generated a total PR value that exceeded \$12.7 million.

### Cultural Tourism

The CVB's primary cultural tourism efforts in January and February focused on promoting the launch of **Desert X** ([www.desertx.org](http://www.desertx.org)), which showcases 16 site-specific installations throughout the valley by renowned artists.



*I Am*  
Tavares Strachan



*The Circle of Land and Sky*  
Phillip K. Smith III

The CVB created the **Destination Development Plan** (DDP) as a strategic master plan for Greater Palm Springs' future success. The plan's main directive is that the CVB will serve as a hub for growth, curating content and collaborating with each Partner City to promote related elements in each of their destinations. Together, we will position ourselves as a premier destination, increasing overall long-term awareness of and visitation to Greater Palm Springs.

An arm of the Marketing Department, Destination Development is tasked with guiding and developing DDP priorities and implementing selected programs. Priorities in 2017 include:

- Expanding transportation options that will position Greater Palm Springs as a year-round destination. Increasing air service by growing routes and seats is a top priority. Also, providing regional transportation options will be a focus for growing visitation.
- Capturing a greater share of visitation from International Markets via collaboration with all nine Partner Cities, working with the CVB's existing media efforts and resources.
- Identifying ways to develop and enhance programs to drive demand for midweek and summer/fall visitation is also a high priority.
- Initial programs to be explored include:
  - Year-Round Dining Promotion
  - Outdoor Adventure
  - Health and Wellness
  - Eco Sustainability
  - Signage and wayfinding creation for cities
  - All-city promotion of events that benefit Greater Palm Springs tourism

In December 2016, the Palm Springs Desert Resorts Restaurant Week Board opted to move the management and execution of **Greater Palm Springs Restaurant Week** to the CVB. Destination Development created a strategy to evolve the 10-day dining event to showcase a variety of eateries throughout the Coachella Valley. In January and February, a series of initiatives were designed to expand existing activities and offer new culinary experiences. These included the addition of lunch, an enhanced and mobile-responsive website, Spanish language materials, a wider reaching media plan, more participating restaurants, as well as new sponsorships forged to better support the program. This event sets the foundation to ultimately launch a year-round dining program.

January and February were planning months for **Outdoor Adventure, Health & Wellness and Eco Sustainability**. A series of meetings helped to lay the groundwork, develop relationships, identify destination assets for potential projects, curate opportunities, develop general strategies for these initiatives, and cultivate new assets that will benefit the entire destination.

(continued next page)

**Coming Soon in April, May and June 2017:**

**Dining**

April, May and June Media Promotion of Greater Palm Springs Restaurant Week

- 4.4 Launch Restaurant Week website with complete list of participating restaurants
- 4.18 Restaurant Bootcamp – tips for a successful summer
- 5.1 Restaurant Week menus available
- 5.19 Media Preview Event
- 6.2-11 Greater Palm Springs Restaurant Week

**Outdoor Adventure**

- Work with CVAG and Friends of Desert Mountains on wayfinding signage at entry points and on hiking trails
- Work with cities for wayfinding signage for hiking trails
- Curate list of outdoor adventure opportunities that already exist in Coachella Valley

**Health & Wellness**

- Work with Convention Sales on collection of wellness offerings from hotel partners
- Develop overall goal and build strategies for Health & Wellness program
- Create Health & Wellness Advisory Committee

**Overall**

- Identify opportunities to grow community awareness of positive impact of tourism throughout the Coachella Valley
- Develop strategic partnerships across multiple programs within the Destination Development Plan and for the CVB
- Continue to integrate Destination Development Planning with all CVB departments

For more information, contact:  
Vicki Higgins, Director of Destination Development  
[vhiggins@palmspringsoasis.com](mailto:vhiggins@palmspringsoasis.com)

# PSP Schedule Analysis- March 2017

March 2017

March 2016

Number of Flights

1,493

Number of Seats

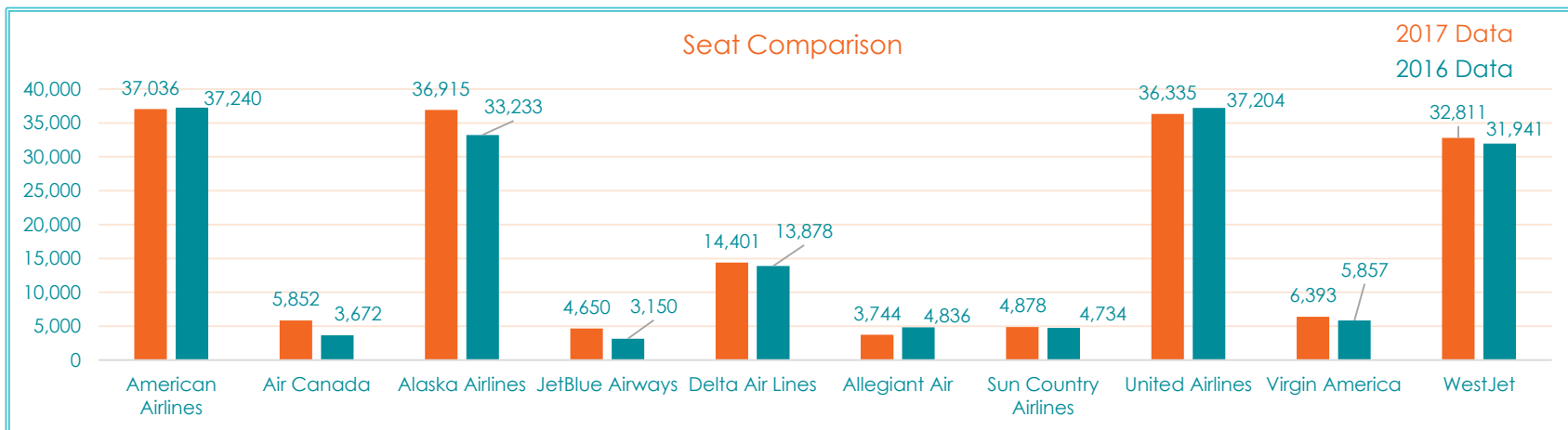
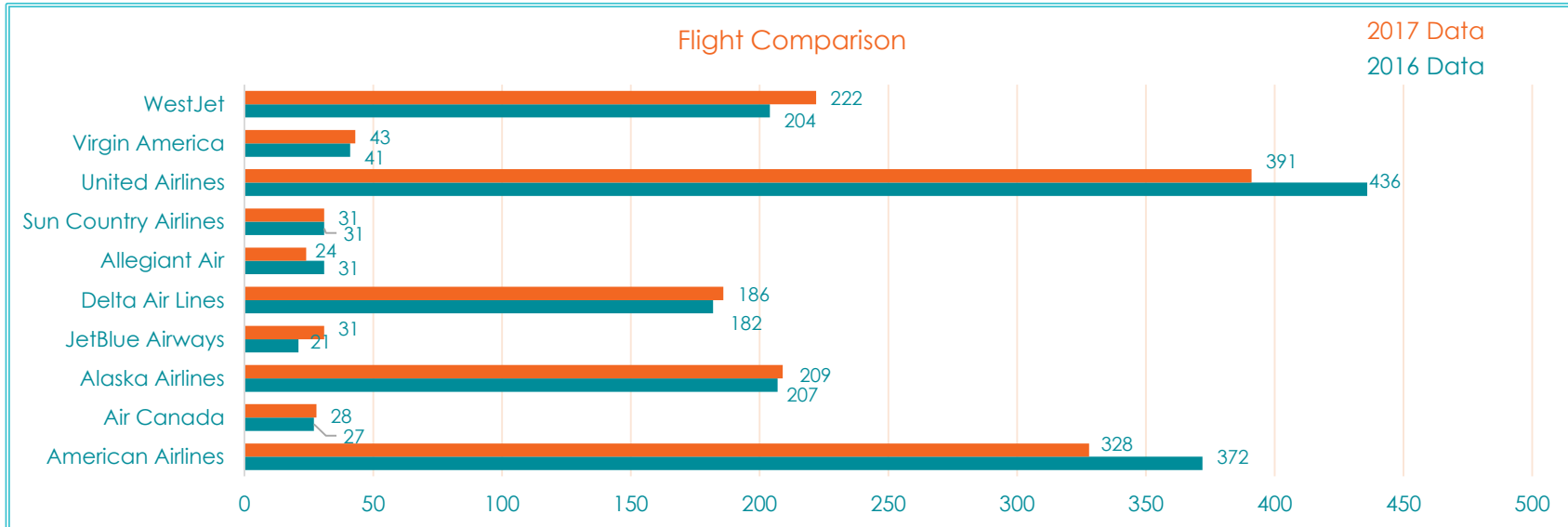
183,015

Number of Flights

1,552

Number of Seats

175,745



PSP Departures & Average Seats per Departure

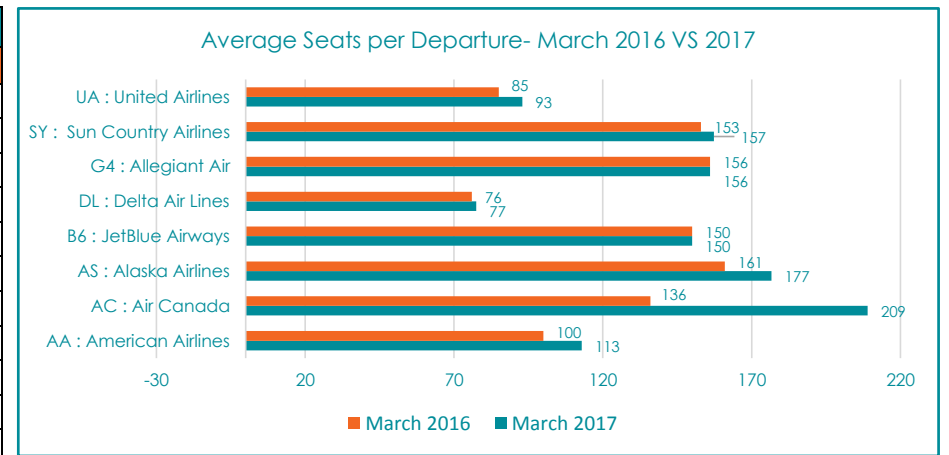
Market Airline		Monthly Departures Each Way				Average Seats per Departure			
		Mar-17	Apr-17	May-17	Jun-17	Mar-17	Apr-17	May-17	Jun-17
<b>Air Canada (AC)</b>									
	Vancouver, BC, CA	14	10	0	0	3,948	2,820	0	0
	Toronto, ON, CA	14	13	0	0	1,904	1,768	0	0
<b>Alaska Airlines (AS)</b>									
	Portland, OR (PDX)	39	43	35	7	6,949	7,242	6,088	1,258
	Seattle, WA (SEA)	109	99	88	19	19,103	16,210	15,018	3,387
	San Francisco, CA (SFO)	61	60	61	56	10,863	10,687	10,639	10,055
<b>Allegiant Air (G4)</b>									
	Bellingham, WA (BLI)	24	17	9	9	3,744	2,652	1,404	1,404
<b>American Airlines (AA)</b>									
	Dallas/Fort Worth, TX	93	63	62	31	14,880	10,080	9,920	4,960
	Chicago-O'Hare, IL	62	33	31	1	9,920	5,280	4,960	160
	Phoenix, AZ	173	178	159	150	12,236	12,640	11,316	10,680
<b>Delta Air Lines (DL)</b>									
	Salt Lake City, UT (SLC)	93	60	61	60	5,248	3,576	3,050	3,000
	Seattle, WA (SEA)	62	0	0	0	4,283	0	0	0
	Minneapolis, MN (MSP)	31	30	2	0	4,870	4,632	264	0
<b>JetBlue (B6)</b>									
	New York, NY (JFK)	31	30	2	0	4,650	4,500	300	0
<b>Sun Country Airlines (SY)</b>									
	Minneapolis, MN (MSP)	31	22	0	0	4,878	3,492	0	0
<b>United Airlines (UA)</b>									
	Denver, CO (DEN)	119	95	66	60	13,693	10,521	8,338	5,050
	Houston- Intercontinental, TX (IAH)	52	35	4	0	3,910	2,492	280	0
	Los Angeles, CA (LAX)	31	30	31	30	2,030	1,560	1,550	1,500
	Chicago- O'Hare, IL (ORD)	34	31	4	0	4,318	3,941	512	0
	San Francisco, CA (SFO)	155	151	128	97	12,384	11,356	8,010	8,392
<b>Virgin America (VX)</b>									
	New York, NY (JFK)	4	4	0	0	584	584	0	0
	San Francisco, CA (SFO)	39	35	17	18	5,809	5,215	2,533	2,682
<b>WestJet (WS)</b>									
	Edmonton, AB, CA (YEG)	31	29	0	0	4,524	4,416	0	0
	Vancouver, BC, CA (YVR)	71	66	9	9	11,586	10,784	1,254	1,292
	Winnipeg, MV, CA (YWG)	13	11	0	0	1,690	1,430	0	0
	Calgary, AB, CA (YYC)	93	79	31	17	13,238	11,177	4,210	2,281
	Toronto, ON, CA (YYZ)	14	13	0	0	1,773	1,694	0	0
<b>Totals</b>		<b>1,493</b>	<b>1,237</b>	<b>800</b>	<b>564</b>	<b>183,015</b>	<b>150,749</b>	<b>89,646</b>	<b>56,101</b>

PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17
AA : American Airlines	10.6	9.1	8.1	6.1	5.9	6.3
AC : Air Canada	0.9	0.8	0.0	0.0	0.0	0.0
AS : Alaska Airlines	6.7	6.7	5.9	2.7	2.5	2.5
B6 : JetBlue Airways	1.0	1.0	0.1	0.0	0.0	0.0
DL : Delta Air Lines	6.0	3.0	2.0	2.0	2.0	2.0
G4 : Allegiant Air	0.8	0.6	0.3	0.3	0.3	0.3
SY : Sun Country Airlines	1.0	0.7	0.0	0.0	0.0	0.0
UA : United Airlines	12.6	11.4	7.5	6.2	6.0	6.0
VX : Virgin America	1.4	1.3	0.5	0.6	0.6	0.5
WS : WestJet	7.2	6.6	1.3	0.9	0.9	0.8
	<b>48.2</b>	<b>41.2</b>	<b>25.8</b>	<b>18.8</b>	<b>18.1</b>	<b>18.5</b>

Average Daily Seats Each Way (DSEW) by Market Airline							
Market Airline	Mar-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17
AA : American Airlines	1,195	933	845	527	502	533	
AC : Air Canada	189	153	0	0	0	0	
AS : Alaska Airlines	1,191	1,138	1,024	490	442	443	
B6 : JetBlue Airways	150	150	10	0	0	0	
DL : Delta Air Lines	465	274	107	100	100	100	
G4 : Allegiant Air	121	88	45	47	45	40	
SY : Sun Country Airlines	157	116	0	0	0	0	
UA : United Airlines	1,172	996	603	498	480	480	
VX : Virgin America	206	193	82	89	87	82	
WS : WestJet	1,058	983	176	119	119	113	
	<b>5,904</b>	<b>5,025</b>	<b>2,892</b>	<b>1,870</b>	<b>1,774</b>	<b>1,791</b>	

Average Seats per Departure by Market Airline						
Market Airline	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17
AA : American Airlines	113	102	104	87	85	84
AC : Air Canada	209	199	0	0	0	0
AS : Alaska Airlines	177	169	173	179	178	176
B6 : JetBlue Airways	150	150	150	0	0	0
DL : Delta Air Lines	77	91	53	50	50	50
G4 : Allegiant Air	156	156	156	156	156	156
SY : Sun Country Airlines	157	159	0	0	0	0
UA : United Airlines	93	87	80	80	80	80
VX : Virgin America	149	149	149	149	149	149
WS : WestJet	148	149	137	137	137	135
	<b>1,429</b>	<b>1,412</b>	<b>1,001</b>	<b>838</b>	<b>835</b>	<b>830</b>



March 2017 Departures by Aircraft Type

Average Daily Opportunities

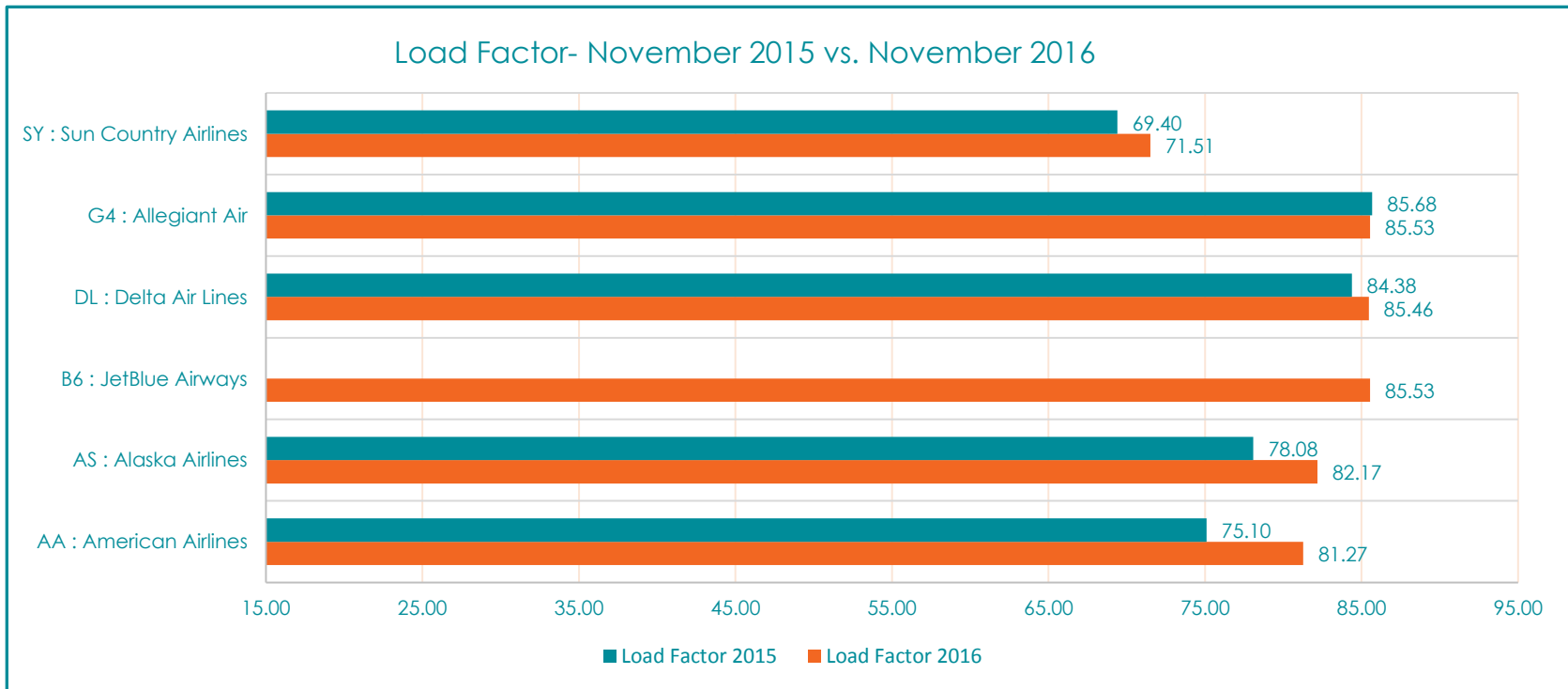
Market Airline	Aircraft Type	# of Flights	# of Seats
AA : American Airlines	B737-6/7/8/9	155	24,800
AA : American Airlines	Canadair CRJ	173	12,236
AC : Air Canada	A320	14	1,904
AC : Air Canada	B767	14	3,948
AS : Alaska Airlines	B737-6/7/8/9	209	36,915
B6 : JetBlue Airways	A320	31	4,650
DL : Delta Air Lines	A320	31	4,870
DL : Delta Air Lines	Canadair CRJ	132	7,783
DL : Delta Air Lines	E-Jet	23	1,748
G4 : Allegiant Air	A320	24	3,744
SY : Sun Country Airlines	B737-6/7/8/9	31	4,878
UA : United Airlines	A320	68	9,298
UA : United Airlines	B737-6/7/8/9	65	11,045
UA : United Airlines	Canadair CRJ	206	12,040
UA : United Airlines	E-Jet	52	3,952
VX : Virgin America	A320	43	6,393
WS : WestJet	B737-6/7/8/9	222	32,811
		<b>1,493</b>	<b>183,015</b>

Average Daily Flight Opportunities	Average Daily Seat Opportunities
5.0	800
5.6	395
0.5	61
0.5	127
6.7	1,191
1.0	150
1.0	157
4.3	251
0.7	56
0.8	121
1.0	157
2.2	300
2.1	356
6.6	388
1.7	127
1.4	206
7.2	1,058
<b>48.2</b>	<b>5,904</b>



## November 2016 - Load Factor Report

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2016	Load Factor 2015	Departures	Average Departures Per Day
AA : American Airlines	29,676	24,003	81.27	75.10	318.5	10.6
AS : Alaska Airlines	28,010	22,358	82.17	78.08	158	5.3
B6 : JetBlue Airways	2,250	1,925	85.53	-	15	0.5
DL : Delta Air Lines	3,600	3,077	85.46	84.38	72	2.4
G4 : Allegiant Air	2,340	2,002	85.53	85.68	15	0.5
SY : Sun Country Airlines	2,820	2,017	71.51	69.40	20	0.7
UA : United Airlines	26,318	22,104	85.70	79.19	345	11.5
VX : Virgin America	3,097	1,957	63.17	59.90	21	0.7



# Community Relations

## Sales Activities

February 2017

### Partners by City

City	Active Partners	Basic Active Partners	Active + Basic Active Partners
Desert Hot Springs	13	40	53
Indio	36	108	144
La Quinta	27	152	179
Rancho Mirage	45	123	168
Palm Springs	172	547	719
Palm Desert	107	444	551
Cathedral City	15	110	125
Indian Wells	27	29	56
Coachella	4	33	37
<b>Totals</b>	<b>446</b>	<b>1586</b>	<b>2032</b>

CALLS AND APPOINTMENTS	Month	Calls and Appointments	% of Goal
	January-16	53	3%
	February-16	75	4%
	March-16		0%
	April-16		0%
	May-16		0%
	June-16		0%
	July-16		0%
	August-16		0%
	September-16		0%
	October-16		0%
	November-16		0%
	December-16		0%
<b>CYTD Total:</b>	<b>128</b>	<b>6%</b>	
	<b>Goal:</b>	<b>2,000</b>	

### Partnership Programs and Events

Date	Event	City	Number of Attendees
January 25, 2017	CVB Meet & See - The Pond Estate	Palm Springs	186
February 23, 2017	CVB Meet & See - The Chop House at Jackalope Ranch	Indio	93
	<b>CYTD Total:</b>		<b>279</b>



The Pond Estate, Palm Springs - Meet & See - Jan. 25, 2017