

The March Board Report is a summary of performance activity through February 2018. It also looks ahead to future programs for the Greater Palm Springs Convention & Visitors Bureau in the coming months.

## OUR MISSION

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

On Monday we celebrated another new hotel in the Coachella Valley; The Hotel Paseo, an Autograph Collection Hotel by Marriott Hotel. Air Canada announced new service from Calgary beginning in October 2018 and we are in discussion with JetBlue about beginning their JFK service a month earlier this year. We hope to report an earlier start date soon!

We kicked off March with ABC "On the Red Carpet" which showcased the Palm Springs International Film Festival and Greater Palm Springs. The 90-second segment generated over 1.7 million impressions.

Our new web site launched successfully and already the organic traffic is out-performing our expectations.

The Summer Chill co-op is underway - thank you to our 13 partners; City of Indian Wells, Indian Wells Renaissance, Hyatt Regency Indian Wells Resort and Spa, Miramonte Indian Wells Resort and Spa, Palm Desert El Paseo, JW Marriott Desert Springs Resort & Spa, Westin Mission Hills Golf Resort & Spa, Omni Rancho Las Palmas Resort & Spa, City of La Quinta, La Quinta Resort and Club, City of Palm Springs, The Riviera Palm Springs and BMW Performance Center West.

The CVB negotiated a deal to have Samantha Brown's "Places to Love" series shoot their new show in the Coachella Valley.

Our new social media agency, Sparkloft, was in town this month finalizing our strategies and developing new influencer campaigns for us.

Ailevon Pacific, our new air service development consultant, is already securing presentations for us. We traveled to Dallas earlier this month to provide a destination update to Southwest Airlines and they are working on additional presentations for April and June.

The CVB is a sponsor of the 2018 California Passenger Rail Summit in Los Angeles in April and we will host a tourism panel on tourism and rail service.

Mark Crabb our new Vice President of Sales and Service has been here just over 60 days and is fully immersed. One new project is the site inspection experience. Creating consistency and the "wow" experience is his priority.

The contract for the Certified Travel Ambassador contract has been finalized and we are working on the next steps. Our goal is to launch the new program in October. The annual Oasis Awards is moving to June this year due to date availability! We will announce a location and date very soon!

Sincerely,



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# Greater Palm Springs

## Local Industry STR Data for Jan 2018

Jan 2018							Calendar-Year-to-Date							
Greater Palm Springs	Occ %	Percent Change from Jan 2017					Occ %	Percent Change from CYTD 2017					Census # of Hotels	Census # of Rooms
	Jan 2018	Occ	ADR	RevPAR	Room Rev	Room Sold	CYTD 2018	Occ	ADR	RevPAR	Room Rev	Room Sold		
Overall Market	63.8	-2.4	4.7	2.2	5.7	1.0	63.8	-2.4	4.7	2.2	5.7	1.0	135	14886
Palm Springs	62.3	-0.6	6.8	6.1	10.0	3.0	62.3	-0.6	6.8	6.1	10.0	3.0	64	5214
Cathedral City/ Desert Hot Springs	59.8	8.9	2.3	11.4	50.0	46.7	59.8	8.9	2.3	11.4	50.0	46.7	6	764
Rancho Mirage	66.9	-3.1	4.8	1.5	1.6	-3.1	66.9	-3.1	4.8	1.5	1.6	-3.1	7	1843
Palm Desert	69.2	-9.8	1.4	-8.5	-4.0	-5.3	69.2	-9.8	1.4	-8.5	-4.0	-5.3	14	2298
Indian Wells/ La Quinta	62.9	-0.0	6.0	5.9	5.9	-0.0	62.9	-0.0	6.0	5.9	5.9	-0.0	9	2568
Indio	62.2	0.3	2.6	2.9	2.9	0.3	62.2	0.3	2.6	2.9	2.9	0.3	17	1307
<b>Hotel Class</b>														
Upper Resort	62.6	-2.7	6.8	3.9	3.9	-2.7	62.6	-2.7	6.8	3.9	3.9	-2.7	12	4850
Resort	66.4	4.7	3.4	8.2	8.3	4.7	66.4	4.7	3.4	8.2	8.3	4.7	14	2845
Branded Select Service	64.2	-6.1	-0.2	-6.3	-1.8	-1.6	64.2	-6.1	-0.2	-6.3	-1.8	-1.6	43	4417

Source: Smith Travel Research, Inc. Reproduction 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 2018

### Convention Sales

The convention sales team has started off 2018 with a bang! Staff generated 15% more leads than the same time last year. The team has also shown solid progress on new leads, an important measurement and focus for the department. Thus far, we have produced 129 new leads for our hotel Partners since the start of 2018.

These results are attributed in no small part to our hotel and convention center Partners' efforts to "land the business". Since I have arrived, I have come to the conclusion that the hospitality community here in Greater Palm Springs works hand in hand to promote our destination to meeting professionals. The variety of hotel properties offering unique meeting experiences for our clients is rarely found in other parts of the country. The team and I will continue to meet with our hotel teams throughout the valley gathering property specific "intelligence" and sharing this with meeting planners and their executives. A richer marketing and advertising plan this year will also be part of our on-going strategy to keep Greater Palm Springs "top of mind"!

I want to share one of the exciting initiatives we will undertake in 2018 which will enhance our clients' site inspection experience. While we continue to see positive trends year over year with our closure rate, there are opportunities to team up with our destination Partners focusing on how site inspections are planned and conducted. Ultimately, the goal should be to meet and exceed our clients' expectations, the "WOW" outcome! With this goal in mind, we have begun internal training with experts in this field. We plan to introduce ideas and strategies from this training to our destination Partners very soon.

Lastly, we have begun work on new meeting videos as well as advertising and marketing strategies for 2018. We believe these enhancements will strengthen our brand identifying Greater Palm Springs as an exceptional destination to conduct meetings, events and conferences.

Highlights for January, February & March

### January 2018

**January 1-4, 2018. Palm Springs International Film Festival Gala Destination Experience-** CVB sales staff hosted 13 meeting professionals and their guests for the annual Palm Springs International Film Festival CVB familiarization trip earlier this month. Our guests enjoyed various activities which also included hotel site inspections and attendance at the 2018 Palm Springs International Film Festival Gala.

**January 7-10, 2018. PCMA Convening Leaders Annual Meeting-** CVB representatives travelled to Nashville, TN to take part in the Professional Convention Management Association (PCMA) Annual Meeting. The program brings together a number of hospitality representatives concentrating on industry trends and important issues in the hospitality industry.

**January 24-25, 2018. Smart Meetings San Francisco-** CVB staff participated in the Smart Meetings client conference in San Francisco. Staff met with 11 meeting professionals during the one-day program.

# Convention Sales & Services

## March 2018

### February 2018

**February 6-8, 2018. Sacramento Sales Calls and MPI Chapter Meeting-** CVB staff conducted four meetings, presentations and events in Sacramento in early February. Sales calls included meeting with new clients interested in Greater Palm Springs. Staff also attended the MPI chapter meeting in the city.

**February 7-9, 2018. AMC Institute 2018 Annual Meeting-** AMCI's Annual Meeting in Vancouver brought together 246 of the best and brightest minds in the association management community. The three-day event included client events, educational sessions and one-on-one meetings with company representatives who manage associations all over the country.

**February 22, 2018. Smart Meetings Orange County-** Smart Meetings Orange County took place in Newport Beach. Staff met with 12 clients during the one-day program.

**February 27-March 2, 2018. Conference Direct CDX Annual Meeting-** CDX18, is Conference Direct's exclusive Customer Event that brings together CD's most valued Customers, Top Associates and Preferred Partners. The conference was held in Chicago this year.

### March 2018

**March 14-15, 2018. Seattle Smart Meetings Event-** CVB staff will participate in the one-day Smart Meeting conference in Seattle. Clients from the Seattle area will be invited to participate in this highly successful one-on-one meeting experience.

**March 24-29, 2018. ConferenceDirect Annual Meeting-** This program brings together over 250 organization associates which will take place this year in Hollywood. Destination marketing organizations, hotel companies and representation firms from across the United States, as well as overseas, will attend the conference.

**March 14-15, 2018. Southern California Sales Calls-** CVB staff and destination Partners will travel to Los Angeles & Orange counties for client events and presentations.

**March 20-22, 2018- California Society of Association Executives Elevate Annual Meeting-** The Greater Palm Springs CVB is a sponsor of this annual event that will take place in Monterrey this year. 11 Partners will join CVB staff this year. Our sponsorship gives staff and Partners the opportunity to attend the **exclusive** Party with the Partners, which this year will be at the Monterey Aquarium. Elevate in 2019 will be here in Greater Palm Springs at the Omni Rancho Las Palmas.

For questions, submissions or comments,  
please contact Mark Crabb, FCDME, Vice President of Convention Sales & Services  
[mcrabb@GPSCVB.com](mailto:mcrabb@GPSCVB.com)

**Convention Sales  
Production  
February 2018**

**Convention Sales Production**

TEAM	Feb-18	Feb-17	Variance	YTD 2018	YTD 2017	Variance	YTD Goal	Goal %
<b>Leads</b>	<b>111</b>	<b>92</b>	<b>21%</b>	<b>189</b>	<b>162</b>	<b>17%</b>	<b>173</b>	<b>9%</b>
<b>Definite Room Nights</b>	<b>8,307</b>	<b>5,155</b>	<b>61%</b>	<b>16,698</b>	<b>19,703</b>	<b>-15%</b>	<b>21,650</b>	<b>-23%</b>
<b>Bookings</b>	<b>22</b>	<b>20</b>	<b>10%</b>	<b>35</b>	<b>40</b>	<b>-13%</b>	<b>61</b>	<b>-43%</b>

<b>EIC</b>	Business Sales	\$ 6,375,382	\$ 4,462,466	43%	\$ 11,589,488	\$ 17,473,015	-33.7%
	Jobs Supported	3,280	1,270	158%	5,608	4,980	13%
	Local Taxes	\$ 283,880	\$ 227,416	25%	\$ 554,095	\$ 966,718	-43%
	Personal Income	\$ 2,311,948	\$ 1,549,452	49%	\$ 4,154,236	\$ 6,135,615	-32%
	Bed Taxes	\$ 206,601	\$ 108,759	90%	\$ 407,651	\$ 460,675	-12%

LEGACY	Feb-18	YTD 2018
Definite Room Nights	285	285
Bookings	1	1

0

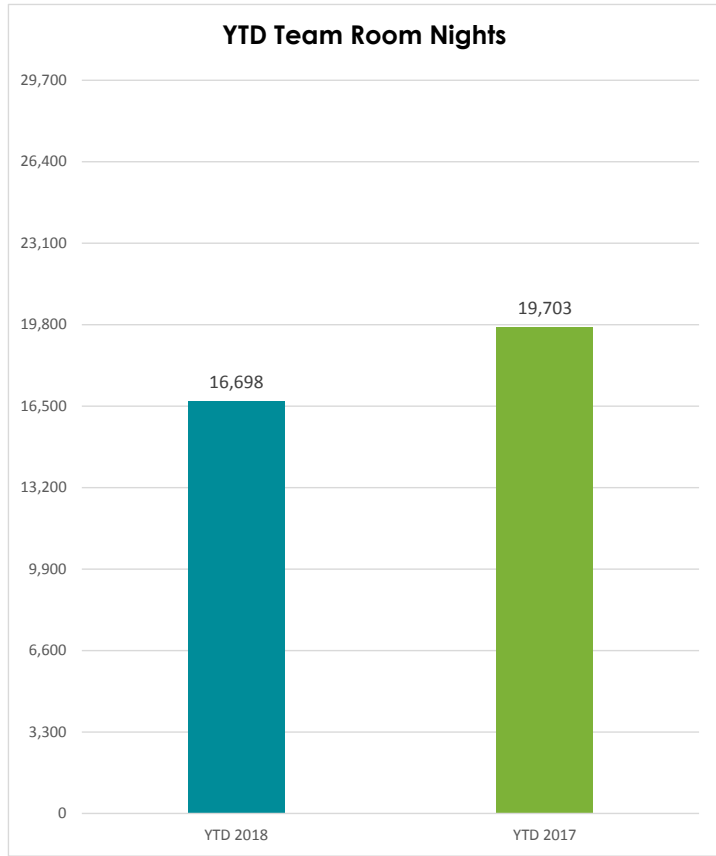
TOTAL	Feb-18	YTD 2018
Definite Room Nights	8,592	16,983
Bookings	23	36

0

Meetings Actualized (Includes Legacy)		
	Feb-18	YTD 2018
Definite Room Nights	21,905	42,008
Bookings	47	82

0

<b>EIC</b>	Business Sales	\$ 19,084,766	\$ 37,517,779
	Jobs Supported	5,547	11,922
	Local Taxes	\$ 1,102,005	\$ 2,035,720
	Personal Income	\$ 6,703,945	\$ 13,049,864
	Bed Taxes	\$ 641,150	\$ 1,212,933



**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 2018**

**By Year (Team only)**

Meeting Year	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
2017	0	0%	0	0%	0	0%	0	0
2018	14	64%	2,386	29%	1,172	29%	20	3,308
2019	6	27%	4,030	49%	2,004	49%	10	7,982
2020	2	9%	1,891	23%	900	22%	4	2,610
2021	0	0%	0	0%	0	0%	0	0
2022	0	0%	0	0%	0	0%	1	2,798
2023	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>8,307</b>	<b>100%</b>	<b>4,076</b>	<b>100%</b>	<b>35</b>	<b>16,698</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
1-99	11	50%	850	10%	411	10%	18	1,793
100 - 200	7	32%	2,709	33%	1,215	30%	9	3,634
201-499	2	9%	2,100	25%	850	21%	5	5,825
500-999	2	9%	2,648	32%	1,600	39%	3	5,446
1000-1499	0	0%	0	0%	0	0%	0	0
1500-4999	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>8,307</b>	<b>100%</b>	<b>4,076</b>	<b>100%</b>	<b>35</b>	<b>16,698</b>

**By Market Segment (Team only)**

Type	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
Agriculture, Commodities, Foo	1	5%	1157	14%	900	22%	1	1157
Athletic & Sports/Recreation	0	0%	0	0%	0	0%	2	1543
Automotive	0	0%	0	0%	0	0%	0	0
Computer/Software	0	0%	0	0%	0	0%	0	0
Cultural, Fine Arts, Libraries	0	0%	0	0%	0	0%	0	0
Educational	2	9%	205	2%	205	5%	3	432
Entertainment	0	0%	0	0%	0	0%	1	410
Environmental	0	0%	0	0%	0	0%	1	2798
Film Crews	1	5%	58	1%	20	0%	1	58
Financial	3	14%	1486	18%	547	13%	3	1486
Franchise/Multi-Level Marketin	2	9%	461	6%	212	5%	3	1309
Fraternal	0	0%	0	0%	0	0%	0	0
Government, Public Administrat	0	0%	0	0%	0	0%	0	0
Health & Medical	2	9%	190	2%	23	1%	4	736
High Tech/Electric/Computer C	1	5%	40	0%	20	0%	1	40
Hobby & Vocational	1	5%	163	2%	34	1%	1	163
Incentive	0	0%	0	0%	0	0%	0	0
Insurance	1	5%	415	5%	230	6%	1	415
Insurance Association	1	5%	495	6%	140	3%	1	495
International	0	0%	0	0%	0	0%	0	0
Labor Union	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	1,413
Meetings, Convention, Tourism	1	5%	81	1%	50	1%	1	81
Military	0	0%	0	0%	0	0%	0	0
Military Reunions	0	0%	0	0%	0	0%	0	0
Pharmaceuticals	0	0%	0	0%	0	0%	0	0
Real Estate	1	5%	1491	18%	700	17%	1	1491
Religious	0	0%	0	0%	0	0%	0	0
Scientific, Engineering, Technic	0	0%	0	0%	0	0%	0	0
Social	0	0%	0	0%	0	0%	0	0
Sporting Events	2	9%	800	10%	400	10%	2	800
Third Party Planner	0	0%	0	0%	0	0%	0	0
Trade, Commercial or Business	3	14%	1265	15%	595	15%	6	1871
Transportation	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>8,307</b>	<b>100%</b>	<b>4,076</b>	<b>100%</b>	<b>35</b>	<b>16,698</b>

**Convention Sales**  
**Booking Production Analysis (Cont.)**  
 February 2018

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

State/Country	Number of Bookings	%	Total Room Nights	%	Attendees	%	YTD Number of Bookings	YTD Booked Room Nights
AB (Canada)	0	0%	0	0%	0	0%	0	0
AR	0	0%	0	0%	0	0%	0	0
AZ	0	0%	0	0%	0	0%	0	0
BC (Canada)	0	0%	0	0%	0	0%	0	0
CA	9	41%	3,057	37%	1,839	45%	15	6,851
CO	0	0%	0	0%	0	0%	0	0
CT	0	0%	0	0%	0	0%	0	0
DC	2	9%	1,551	19%	730	18%	2	1,551
FL	1	5%	58	1%	20	0%	2	468
France	0	0%	0	0%	0	0%	0	0
GA	1	5%	40	0%	20	0%	1	40
IA	0	0%	0	0%	0	0%	0	0
ID	0	0%	0	0%	0	0%	0	0
IL	1	5%	415	5%	230	6%	1	415
IN	0	0%	0	0%	0	0%	0	0
KS	0	0%	0	0%	0	0%	0	0
LA	0	0%	0	0%	0	0%	0	0
MA	0	0%	0	0%	0	0%	0	0
MB (Canada)	0	0%	0	0%	0	0%	0	0
MD	1	5%	47	1%	25	1%	2	251
MI	0	0%	0	0%	0	0%	0	0
MN	0	0%	0	0%	0	0%	1	1,382
MO	1	5%	495	6%	140	3%	1	495
NC	0	0%	0	0%	0	0%	0	0
NJ	0	0%	0	0%	0	0%	0	0
NL	0	0%	0	0%	0	0%	0	0
NV	0	0%	0	0%	0	0%	0	0
NY	1	5%	700	8%	350	9%	2	2,195
OH	0	0%	0	0%	0	0%	0	0
OK	0	0%	0	0%	0	0%	0	0
ON	1	5%	1,400	17%	500	12%	1	1,400
OR	0	0%	0	0%	0	0%	0	0
PA	1	5%	81	1%	50	1%	1	81
SC	1	5%	163	2%	34	1%	1	163
SD	0	0%	0	0%	0	0%	0	0
SK (Canada)	0	0%	0	0%	0	0%	0	0
TN	0	0%	0	0%	0	0%	0	0
TX	0	0%	0	0%	0	0%	2	258
UT	1	5%	60	1%	13	0%	2	908
VA	0	0%	0	0%	0	0%	0	0
WA	1	5%	240	3%	125	3%	1	240
WI	0	0%	0	0%	0	0%	0	0
<b>Total</b>	<b>22</b>	<b>100%</b>	<b>8,307</b>	<b>100%</b>	<b>4,076</b>	<b>100%</b>	<b>35</b>	<b>16,698</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
Athletic/Recreation	0	0	0	1	1,495	1,500
Computer/Software	0	0	0	0	0	0
Educational	1	285	800	1	285	800
Environmental	0	0	0	0	0	0
Health & Medical	0	0	0	0	0	0
High Tech/Electric/Computer	0	0	0	0	0	0
Scientific/Engineering	0	0	0	0	0	0
Social	0	0	0	0	0	0
Sporting Events	0	0	0	0	0	0
Trade/Commercial	0	0	0	0	0	0
<b>Total</b>	<b>1</b>	<b>285</b>	<b>800</b>	<b>2</b>	<b>1,780</b>	<b>2,300</b>



**Convention Sales**  
Lost Business  
February 2018

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

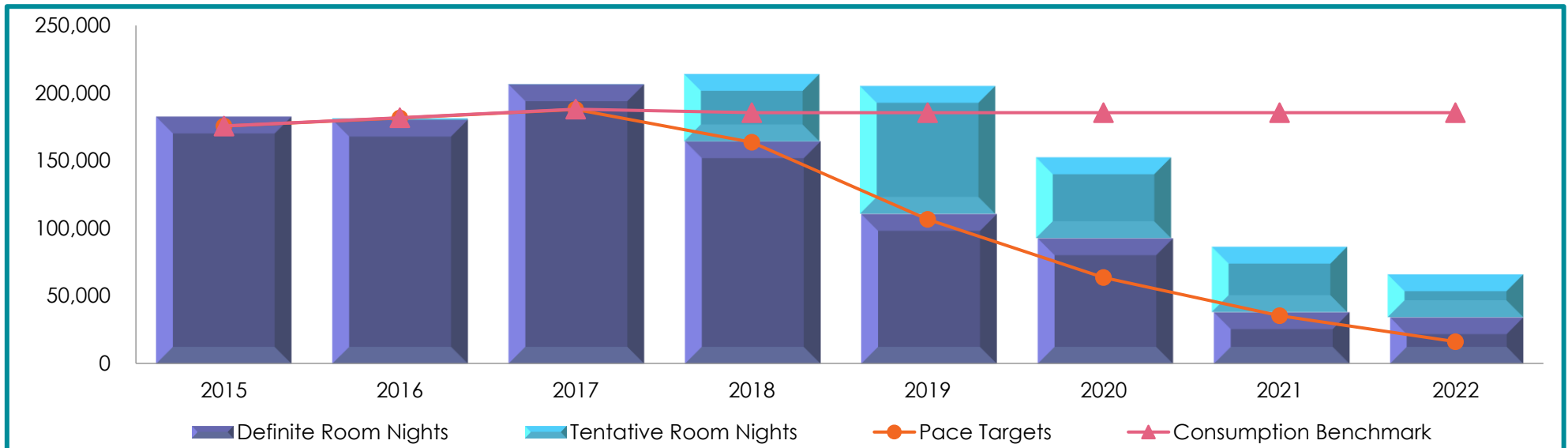
Rank	Lost City	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
1	San Diego	2	201	6	9,692
2	New York	1	4,080	1	4,080
3	Tuscon	2	2,495	3	3,995
4	Austin	1	2,966	2	3,635
5	Scottsdale	3	1,912	2	1,864
6	Houston	0	0	1	1,615
7	Rochester	1	1,530	1	1,530
8	Las Vegas	3	1,472	2	1,232
9	Charlotte	0	0	1	935
10	Lisbon	0	0	1	782

**All Lost Leads by State/Country**

Lost State/Country	Lost Leads	Lost Room Nights	YTD Lost Leads	YTD Lost Room Nights
Arizona	6	5,090	8	6,655
California	9	2,821	18	13,598
Colorado	0	0	0	0
District of Columbia	0	0	0	0
Florida	1	295	4	920
Georgia	0	0	0	0
Hawaii	0	0	0	0
Idaho	1	572	1	572
Illinois	1	125	1	125
Indiana	0	0	0	0
Kansas	0	0	0	0
Kentucky	0	0	0	0
Louisiana	0	0	1	400
Minnesota	0	0	0	0
Missouri	0	0	0	0
N/A	0	0	0	0
Nevada	3	1,472	4	1,836
New Mexico	1	110	2	1,345
New York	2	5,610	2	5,610
North Carolina	0	0	0	0
Ohio	0	0	0	0
Oregon	0	0	0	0
Out of Country	0	0	0	0
South Carolina	0	0	0	0
Tennessee	0	0	2	977
Texas	2	3,635	4	5,830
Unknown	0	0	0	0
Utah	0	0	0	0
Washington	0	0	0	0
Wyoming	1	508	1	508
<b>Total</b>	<b>27</b>	<b>20,238</b>	<b>48</b>	<b>38,376</b>

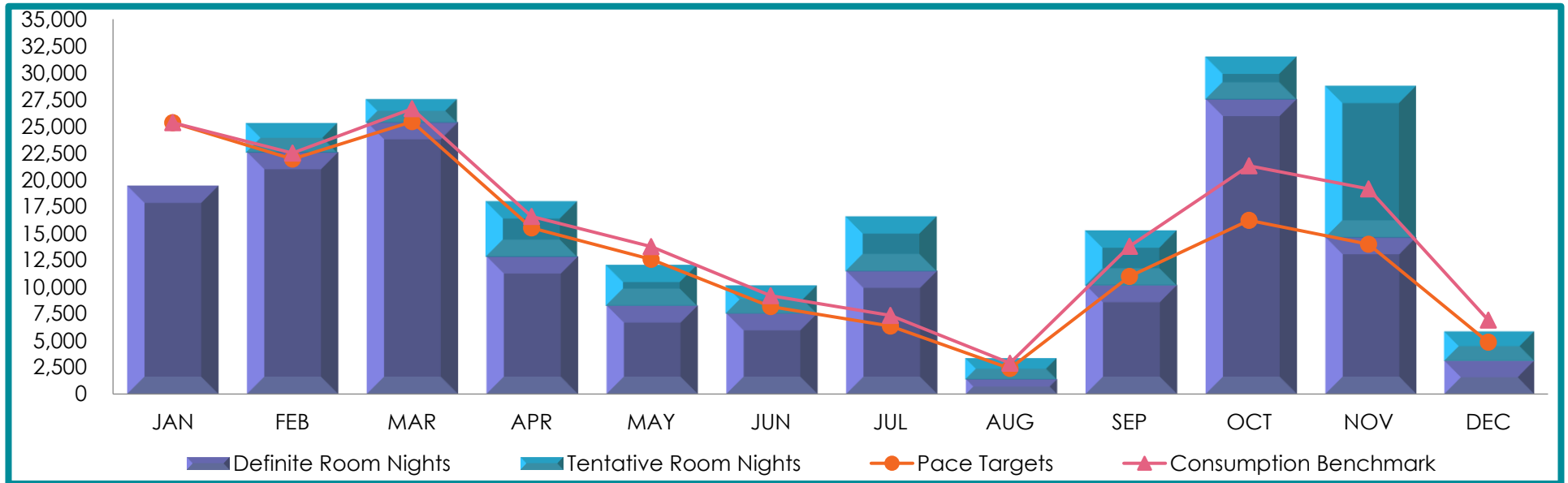
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Room Nights	182,294	180,156	206,054	164,127	110,753	92,663	38,036	34,259	1,008,342
Pace Targets	175,547	181,619	187,869	163,695	106,588	63,550	35,199	16,070	930,137
Variance	6,747	(1,463)	18,185	432	4,165	29,113	2,837	18,189	78,205
Consumption Benchmark	175,662	181,769	188,072	185,421	185,421	185,421	185,421	185,421	1,472,608
Pace Percentage	104%	99%	110%	100%	104%	146%	108%	213%	108%
Total Demand Room Nights	647,415	722,310	812,760	762,042	400,426	238,711	85,828	54,101	3,723,593
Lost Room Nights	465,121	542,154	606,706	597,915	289,673	146,048	47,792	19,842	2,715,251
Conversion Percentage	28%	25%	25%	22%	28%	39%	44%	63%	27%
Tentative Room Nights	0	1,000	50	49,743	94,453	59,722	48,221	31,690	284,879

Greater Palm Springs Events									
	2015	2016	2017	2018	2019	2020	2021	2022	Total
Definite Events	264	294	311	212	88	57	19	14	1,259
Pace Targets	277	288	291	209	94	45	23	10	1,237
Variance	(13)	6	20	3	-6	12	(4)	4	22
Consumption Benchmark	278	289	292	290	290	290	290	290	2,309
Pace Percentage	95%	102%	107%	101%	94%	127%	83%	140%	102%
Total Demand Events	801	909	991	758	272	132	40	20	3,923
Lost Events	537	615	680	546	184	75	21	6	2,664
Conversion Percentage	33%	32%	31%	28%	32%	43%	48%	70%	32%
Tentative Events	0	1	2	131	121	52	33	14	354



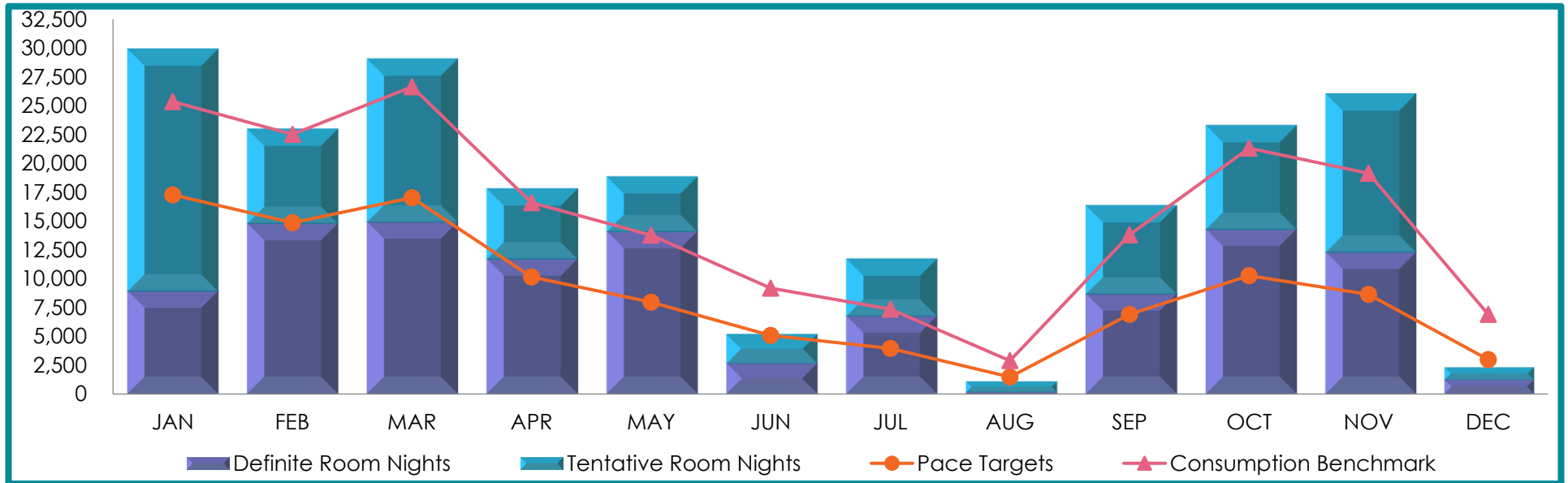
Greater Palm Springs 2018 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	19,390	22,535	25,302	12,828	8,266	7,545	11,499	1,390	10,156	27,477	14,609	3,130	164,127
Pace Targets	25,344	21,940	25,429	15,513	12,568	8,154	6,352	2,390	10,973	16,215	13,984	4,833	163,695
Variance	(5,954)	595	(127)	(2,685)	(4,302)	(609)	5,147	(1,000)	(817)	11,262	625	(1,703)	432
Consumption Benchmark	25,344	22,504	26,640	16,586	13,766	9,179	7,347	2,888	13,804	21,320	19,142	6,901	185,421
Pace Percentage	77%	103%	100%	83%	66%	93%	181%	58%	93%	169%	104%	65%	100%
Total Demand Room Nights	114,010	111,671	96,466	67,573	43,194	47,930	42,958	14,142	64,053	80,417	67,617	12,011	762,042
Lost Room Nights	94,620	89,136	71,164	54,745	34,928	40,385	31,459	12,752	53,897	52,940	53,008	8,881	597,915
Conversion Percentage	17%	20%	26%	19%	19%	16%	27%	10%	16%	34%	22%	26%	22%
Tentative Room Nights	0	2,756	2,225	5,183	3,826	2,623	5,116	1,988	5,134	3,987	14,156	2,749	49,743

Greater Palm Springs 2018 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	34	43	29	14	10	8	10	4	15	28	15	2	212
Pace Targets	41	36	26	18	16	11	8	5	13	19	12	4	209
Variance	(7)	7	3	(4)	(6)	(3)	2	(1)	2	9	3	(2)	3
Consumption Benchmark	41	40	31	23	22	16	13	9	23	36	26	10	290
Pace Percentage	83%	119%	112%	78%	62%	73%	125%	80%	115%	147%	125%	50%	101%
Total Demand Events	121	154	103	77	47	49	33	18	49	61	39	7	758
Lost Events	87	111	74	63	37	41	23	14	34	33	24	5	546
Conversion Percentage	28%	28%	28%	18%	21%	16%	30%	22%	31%	46%	38%	29%	28%
Tentative Events	0	13	13	16	15	8	10	6	14	13	17	6	131



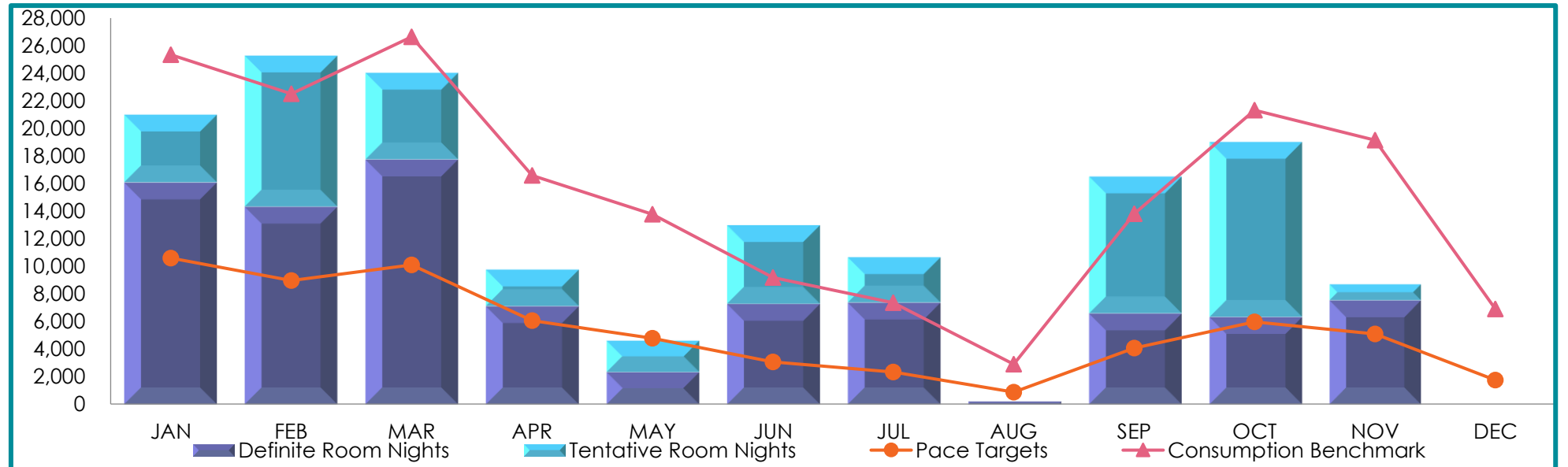
Greater Palm Springs 2019 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	8,966	14,778	14,928	11,725	14,090	2,690	6,789	200	8,711	14,298	12,303	1,275	110,753
Pace Targets	17,272	14,866	17,011	10,158	7,956	5,076	3,951	1,479	6,917	10,267	8,645	2,990	106,588
Variance	(8,306)	(88)	(2,083)	1,567	6,134	(2,386)	2,838	(1,279)	1,794	4,031	3,658	(1,715)	4,165
Consumption Benchmark	25,344	22,504	26,640	16,586	13,766	9,179	7,347	2,888	13,804	21,320	19,142	6,901	185,421
Pace Percentage	52%	99%	88%	115%	177%	53%	172%	14%	126%	139%	142%	43%	104%
Total Demand Room Nights	31,513	71,626	40,264	37,231	38,281	13,679	32,232	5,782	37,376	40,841	47,480	4,121	400,426
Lost Room Nights	22,547	56,848	25,336	25,506	24,191	10,989	25,443	5,582	28,665	26,543	35,177	2,846	289,673
Conversion Percentage	28%	21%	37%	31%	37%	20%	21%	3%	23%	35%	26%	31%	28%
Tentative Room Nights	20,934	8,242	14,123	6,145	4,829	2,584	5,053	955	7,715	9,019	13,742	1,112	94,453

Greater Palm Springs 2019 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	9	12	11	9	12	3	5	1	7	9	8	2	88
Pace Targets	17	16	12	8	7	5	4	2	6	9	6	2	94
Variance	(8)	(4)	(1)	1	5	(2)	1	(1)	1	0	2	0	(6)
Consumption Benchmark	41	40	31	23	22	16	13	9	23	36	26	10	290
Pace Percentage	53%	75%	92%	112%	171%	60%	125%	50%	117%	100%	133%	100%	94%
Total Demand Events	28	50	28	33	27	10	21	5	21	26	19	4	272
Lost Events	19	38	17	24	15	7	16	4	14	17	11	2	184
Conversion Percentage	32%	24%	39%	27%	44%	30%	24%	20%	33%	35%	42%	50%	32%
Tentative Events	22	16	20	8	8	6	7	1	8	15	8	2	121



Greater Palm Springs 2017 R/N	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Room Nights	16,044	14,297	17,718	7,096	2,321	7,251	7,348	200	6,566	6,311	7,511	0	92,663
Pace Targets	10,589	8,965	10,098	6,058	4,779	3,057	2,317	864	4,052	5,964	5,078	1,729	63,550
Variance	5,455	5,332	7,620	1,038	(2,458)	4,194	5,031	(664)	2,514	347	2,433	(1,729)	29,113
Consumption Benchmark	25,344	22,504	26,640	16,586	13,766	9,179	7,347	2,888	13,804	21,320	19,142	6,901	185,421
Pace Percentage	152%	159%	175%	117%	49%	237%	317%	23%	162%	106%	148%	0%	146%
Total Demand Room Nights	31,142	39,400	30,819	19,962	11,620	16,274	15,150	2,510	17,582	36,807	15,510	1,935	238,711
Lost Room Nights	15,098	25,103	13,101	12,866	9,299	9,023	7,802	2,310	11,016	30,496	7,999	1,935	146,048
Conversion Percentage	52%	36%	57%	36%	20%	45%	49%	8%	37%	17%	48%	0%	39%
Tentative Room Nights	4,903	10,941	6,273	2,627	2,266	5,693	3,279	0	9,914	12,671	1,155	0	59,722

Greater Palm Springs 2017 Events	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Definite Events	13	10	7	4	2	3	3	1	4	5	5	0	57
Pace Targets	8	7	6	4	4	2	2	1	3	4	3	1	45
Variance	5	3	1	0	(2)	1	1	0	1	1	2	(1)	12
Consumption Benchmark	41	40	31	23	22	16	13	9	23	36	26	10	290
Pace Percentage	162%	143%	117%	100%	50%	150%	150%	100%	133%	125%	167%	0%	127%
Total Demand Events	22	26	14	9	7	8	8	3	11	16	7	1	132
Lost Events	9	16	7	5	5	5	5	2	7	11	2	1	75
Conversion Percentage	59%	38%	50%	44%	29%	38%	38%	33%	36%	31%	71%	0%	43%
Tentative Events	7	8	5	3	3	4	3	0	8	10	1	0	52



# Destination & Partnership Services

March 2018

## DESTINATION SERVICES:

### Summary (December - February)

The Destination Services team planned and organized 10 programs encompassing 14 events and activities including 2 trade shows, 3 one-on-one sales events, 5 client events, 1 sponsorship fulfillment, a 3-day FAM and 2 CVB events.

- Fulfilled 36 Convention Sales client requests resulting in 628 CVB Partner referrals
- Assisted a total of 54 Convention Sales clients with their service requests/fulfillments
- Organized 24 site visits representing 20,177 room nights and 11,227 attendees

### December-February Highlights

- CalSAE Seasonal Spectacular, December 12-15
- CVB Holiday Party, December 12
- Palm Springs International Film Festival FAM, January 1-3
- Conference Direct Team Director's Meeting, January 23-26
- Goldenvoice Desert Radio Weekend, February 9-10

### March-May

- The Department projects the following program management:
  - Total of 10 programs encompassing 22 events.
  - March through May sites currently have 7 pending.
  - Most site visits schedule 2-3 weeks in advance.

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

## PARTNERSHIP SERVICES:

### December-February Highlights

- We welcomed 13 new Partners and renewed 224 Partners
- A total of 952 Partner referrals were processed
- Partnership Hosted the Following Events:

January 25, 2018	Meet & See: Cambria Valley	Palm Desert	101
February 8, 2018	Meet & See: Miramonte	Indian Wells	99
February 22, 2018	Meet & See: Escape Room	Palm Springs	62



Cambria Valley, Jan. 25, 2018



The Escape Room, Feb. 22, 2018

# Destination & Partnership Services

March 2018

## Google Partnership

We've started a partnership with Google on a DMO program that allows us to increase the amount and accuracy of content on Google for our destination. Through this new association, we will be able to

- Add, remove, and update "points of interest" on Google Maps
- Proactively assist Partners with claiming and managing their business listings on Google
- Remove irrelevant or out-of-date information across Google platforms
- Upload images and 360 tours directly to Google – for hotels, restaurants and other Partner businesses that do not yet have them

In addition, Google will loan us a Trekker camera that will give us the opportunity to map some of the local places and attractions that will provide value to virtual visitors. The Google Trekker is a high-quality camera used to map outdoor areas that are not accessible by car. Some of the example locations are parks, trails, outdoor venues, zoos, and other points of interest. More info about Google Trekker -

<https://www.youtube.com/watch?v=SuiEmxDklKw>



Meet & See, Feb. 8, 2018 – Miramonte Indian Wells Resort & Spa

If you have any questions about Destination Services, contact  
**Jill Philbrook, Director of Destination and Partnership Services**  
[jphilbrook@gpscvb.com](mailto:jphilbrook@gpscvb.com)

For Partnership questions, contact  
**Davis Meyer, Partnership Manager**  
[dmeyer@gpscvb.com](mailto:dmeyer@gpscvb.com)

<b>Travel Industry Sales</b>
Market Activity
February 2018

Travel Industry Sales Goals				
	Monthly	YTD	Team Goal	% GOAL
Client Reach	348	<b>955</b>	7,500	12.7%
New Business Development	4	<b>4</b>	40	10%
Travel Industry Sales Activities & Programs				
	Monthly	YTD	Team Goal	Description
In-Market Activations	0	<b>0</b>	22	Organized in-market campaign, event, or experience enabling GPS CVB to bring brand awareness directly to the travel trade.
Marketing Campaigns – Co-Ops	3	<b>3</b>	28	Coordinated marketing and / or social media campaigns with the travel trade, including OTA's promoting the destination.
Trade Shows Sales Missions	5	<b>8</b>	71	Attend events and organized sales missions promoting the destination to the travel trade.
FAMS, Site Visits & Client Meetings	7	<b>10</b>		Organized and hosted FAMS, sites & client meetings in the destination.
Webinars, Trainings & Workshops	4	<b>10</b>		Presentations conducted at call centers, live webinars or hosted workshops that include multiple sessions of trainings and PowerPoint.
<b>Total</b>	19	<b>31</b>	121	

February	TIS Activities & Programs	Market	Description/Results from Sales Activity
February 1, 2018	VUSA Germany Webinar	Germany	The CVB's office in Germany attended the Visit USA Travel Show, which was also comprised of a webinar opportunity. The webinar was split between 3 destinations: Greater Palm Springs, Mammoth Lakes and Yosemite/ Mariposa. This is a new feature of VUSA Germany and reached 146 attendees, a new record number for Visit USA Germany
February 1, 2018	Desert PROST	United States	The CVB attended the monthly Desert PROST luncheon in Palm Desert and met with 20 travel professionals from companies such as Allstar Travel, Travel Store, Mon Ami Travel, Protravel Inc., Carefree Vacations by Frosch, Expedia Cruise Ship Centers, TerraMar Travel Inc., Travel Edge, Cruiseone Dream Vacations, Cruise Planners, Corniche Travel, Towne Centre Travel, and Dream Vacation.



# Travel Industry Sales

## Market Activity

### February 2018

<b>Feb 1-3, 2018</b>	<b>Visit California Mexico Product Manager FAM</b>	<b>Mexico</b>	The CVB and Visit California hosted three representatives from Travel Impressions, Travel Shop, and Megatravel during the Mexico Product Manager FAM. Partner Participation: Kimpton Rowan Palm Springs, BMW Performance Center at West at the Thermal Club, Big Blue Air Helicopters, Palm Springs Aerial Tramway, Trio Restaurant, Desert Adventures Jeep Tours & Events, Eight4Nine Restaurant and Palm Springs Bureau of Tourism
<b>Feb 2-5, 2018</b>	<b>ABF Travel Show</b>	<b>Germany</b>	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.
<b>February 6, 2018</b>	<b>ATI-Destination Visit</b>	<b>United States</b>	CVB hosted Luca Corbella, Product Manager from Americantours International (ATI), for lunch and assisted her with hotel site visits and Partner meetings. Participation: Hotel Paseo, Riviera Palm Springs, Tommy Bahamas Restaurant
<b>February 6, 2018</b>	<b>Worldview Travel- Destination Visit</b>	<b>United States</b>	CVB met with Ellen Markus and Linda Winslow from Worldview Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities. TravelPartner Participation: La Serena Villas
<b>Feb 7-8, 2018</b>	<b>IPW Advisory Council</b>	<b>United States</b>	The CVB attended IPW's pre-planning committee meeting in Denver, Co. Committee meets twice in the planning year to review details and format for the next show, May 19-23, 2018 in Denver, Co. During this meeting, the CVB met with 3 people: Seville Arnavutoglu-Le, Regional Director with Hotelbeds; Sean Bayless, Partner with ITLG; and Gary Schluter, Owner, Rocky Mountain Holidays.
<b>Feb 13-15, 2018</b>	<b>Visit California Outlook Forum- Los Angeles</b>	<b>United States</b>	Visit California's Outlook Forum provides a place for California's tourism industry to share mutual successes. Outlook Forum speakers provided a high level of research and market intelligence. Networking events included meeting Global Reps with Visit California Worldwide. The CVB met with Mark Sniderman, Manager, Tourism and Strategic Global Partnerships Air Canada. Looking at partnership with Air Canada and hosting a FAM for Carlson Wagonlit 2019. The CVB also met with the following 4 people: Barry Lin of Tuniu.com; Renata Cenni of Gulliver's Travel; Sarah Lax of Virgin Holidays; and Renata Cenna, Head of Sourcing for the Americas with GTA.

# Travel Industry Sales

## Market Activity

### February 2018

<b>February 16, 2018</b>	<b>McLaren- Client Dinner</b>	<b>United Kingdom</b>	The CVB hosted dinner with Chris Tague, Head of Merchandise Licensing & Partnership and Hayley Robinson, Licensing Manager w/ McLaren Automotive to discuss possible partnership & car launches in Greater Palm Springs. Also attending the dinner was Mark Crabb, VP of Convention Sales with the CVB and Guy Chambers, Managing Director of Black Diamond. Partner Participation: Il Corso
<b>Feb 19, 2018</b>	<b>Brownell Travel-Destination Visit</b>	<b>United States</b>	CVB assisted Debbie Fairvalley from Brownell Travel during a personal visit to Greater Palm Springs by providing destination information and a complimentary tour during Modernism Week. Partner participation: Modernism Week Double Decker Tour
<b>Feb 21-22, 2018</b>	<b>RTO Summit West</b>	<b>United States</b>	North American Journeys (NAJ) specializes in charter partners promoting the United States to U.S. bound receptive operators and founded RTO Summit West in 2003. This year's two-day event attracted 40 receptive operators and close to 100 destinations and attractions from across the western United States. The CVB had a total client reach of 40 people
<b>February 22, 2018</b>	<b>Virtuoso Webinar – Greater Palm Springs</b>	<b>United States</b>	The CVB conducted a live training webinar for 36 Virtuoso travel agents. The presentation included key luxury selling points, hotel product updates and destination activities.
<b>Feb 28, 2018</b>	<b>AVIAREPS Training and Sales Call– Shanghai, China</b>	<b>China</b>	The CVB's office in Shanghai trained 39 staff at Club California Sherizhen and C-Trip Self Drive Tour Department. Training included updated on outdoor activities and signature events in GPS. Discussion included updates on the destination and partnership opportunities
<b>Feb 28, 2018</b>	<b>Black Diamond Training and Sales Calls-United Kingdom</b>	<b>United Kingdom</b>	The CVB's office in London had meetings with 10 managers from British Airways, Funway, My America Holiday, Not Just Travel, and Travelmedia.ie. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities
<b>Feb 28, 2018</b>	<b>Msi Meetings - Germany</b>	<b>Germany</b>	The CVB's office in Neu-Isenburg had meetings with 2 managers Timo Kohlenberg and Nicole Kaufhold from America Unlimited. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities

## Travel Industry Sales

### Market Activity

#### February 2018

<b>Feb 28, 2018</b>	<b>Gate7 Trainings &amp; Meetings –Brisbane &amp; Melbourne</b>	<b>Australia</b>	The CVB's office in Sydney had trainings with 15 people at TravelManagers and meetings with 24 managers from Flight Centre, Visit Las Vegas, Excite Holidays, Travel Counselors, Adventure Worlds, Bon Voyage. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.
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#### January 2018

<b>Jan 2-6, 2018</b>	<b>Palm Springs International Film Festival</b>	<b>United States</b>	The CVB participated in Palm Springs International Film Festival and hosted Carly Renshaw, Renshaw Travel & Cruise Concepts; Kemi Wells, North South Travel & Tours; and Stephanie DeVries, Visit California International offices. Partner Participation: JW Marriott Desert Springs, Parker Palm Springs, BMW Performance Driving School, The Ritz-Carlton, Rancho Mirage, Palm Springs Aerial Tramway and Desert Adventures Jeep Tour & Events.
<b>Jan 13-14, 2018</b>	<b>San Diego Travel Show – San Diego, CA</b>	<b>USA</b>	As part of Visit California Deserts grant funding, the CVB attended the San Diego Travel Show representing the Desert Region. The event attracted over 15,400 consumers and featured destinations, hotels, cruise lines and various travel companies. The Visit California Deserts booth displayed brochures including: Yucca Valley Chamber of Commerce and the California Welcome Center in Yucca Valley. Approximately, 118 consumers and trade professionals visited the booth. Partner Participation in booth: City of 29 Palms, Ridgecrest Area CVB and Film Commission. Partner Participation in Gift Basket: Body Deli lotion, Joshua Tree Coffee, Brandini Toffee, Honey and stoneware coffee mug from Ridgecrest Area CVB and Film Commission.
<b>Jan 19-20, 2018</b>	<b>Club California Training – Wuhan, China</b>	<b>China</b>	The CVB's China office participated in Visit California's "Club California" training in Wuhan, China. Twelve managers from regional operators such as UTour and Ctour Holidays were provided destination training on GPS.
<b>Jan 16-19, 2018</b>	<b>Go West Summit - Salt Lake City</b>	<b>USA</b>	Go West Summit - a unique business setting giving Western suppliers the chance to meet international tour operators and U.S. based receptive operators. CVB had 40 pre-scheduled appointments with 44 clients to discuss product and future opportunities to tour operators from China, Japan, South Korea, United Kingdom, Germany, Ireland, United States & Mexico.

# Travel Industry Sales

## Market Activity

### February 2018

<b>Jan 21-22, 2018</b>	<b>Trailfinders Destination Visit</b>	<b>UK</b>	The CVB assisted Trailfinders with one representative visiting Greater Palm Springs to learn more about the destination. Partner Participation: Joshua Tree National Park, La Quinta Resort & Club, Hotel Paseo, Hyatt Regency Indian Wells Resort & Spa, Avalon Hotel and Bungalows, The Rowan Palm Springs, Riviera Palm Springs, and Palm Springs Aerial Tramway.
<b>Jan 22-24, 2018</b>	<b>2018 Visit California Air Tahiti Nui FAM</b>	<b>France</b>	CVB worked with Visit California to host 14 representatives from Air Tahiti and Voyamar for the Air Tahiti Nui FAM. Partner Participation: Hyatt Palm Springs, Arrive Palm Springs, Palm Mountain Resort & Spa, Cardiff Transportation, La Quinta Resort & Club, Palm Springs Aerial Tramway, Trio Restaurant, Ace Hotel and Palm Springs Bureau of Tourism
<b>Jan 26, 2018</b>	<b>2018 Visit California Club California – Nagoya, Japan</b>	<b>Japan</b>	The CVB participated in the Visit California's annual Club California, in Nagoya, Japan. Destination training was provided to 35 travel trade clients in the region and was conducted in Japanese by the in-market Visit California team.
<b>Jan 30-31</b>	<b>Visit USA Switzerland Travel Tradeshow - Zurich</b>	<b>Switzerland</b>	Stefanie Ahlers, the CVB's account manager in Germany, attended the Visit USA Seminar in Switzerland. The event attracted travel professionals and tour operators (350 stopped by the booth) for a day of appointments and product trainings on Greater Palm Springs.
<b>Jan 31, 2018</b>	<b>AVIAREPS Training and Sales Call– Shanghai, China</b>	<b>China</b>	The CVB's office in Shanghai trained 116 staff at Tuniu, CITS, Sparkle Tours Shanghai, Caissa TravelU-Tour, and conducted one sales call at Galaxy Tour. Training included updated on outdoor activities and signature events in GPS. Discussion included updates on the destination and partnership opportunities.
<b>Jan 31, 2018</b>	<b>Black Diamond Training and Sales Calls-United Kingdom</b>	<b>United Kingdom</b>	The CVB's office in London had meetings with 6 managers from British Airways, Funway, My America Holiday, Not Just Travel, and Travelmedia.ie. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities
<b>Jan 31, 2018</b>	<b>Msi Meetings - Germany</b>	<b>Germany</b>	The CVB's office in Neu-Isenburg had meetings with 7 managers from America Unlimited, VUSA Switzerland, Hotelplan, TUI Suisse, Knecht Reisen, and FTI. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities

# Travel Industry Sales

## Market Activity

February 2018

Jan 31, 2018	Gate7 Trainings & Meetings –Brisbane & Melbourne	Australia	The CVB's office in Sydney had trainings with 12 people at Qantas Holidays and meetings with 14 managers from Flight Centre, Visit Las Vegas, Excite Holidays, Travel Counselors, Adventure Worlds, Bon Voyage. Discussions included updates on the destination, along with the possibility of FAM and partnership opportunities.
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### Marketing Campaigns

#### Germany, Switzerland, Austria

	Company	Campaign Name	Timing	Description
	Faszination Fernweh (Faszination Ski & Golf)	2018 So Cal Triangle Marketing	2018	Fly drive market for GPS, SD & LA/SM

#### United Kingdom

	Company	Campaign Name	Timing	Description
	Vacations to America / California Vacations		2018	Ambassadors will be trained on GPS including completing the online training for Greater Palm Springs.
	Vacations to America / California Vacations		2018	Greater Palm Springs has been selected to be one of our Destination Partners. VTA currently features extensive product with two dedicated pages on Greater Palm Springs in its current brochure and on its web site <a href="http://vacationstoamerica.com">vacationstoamerica.com</a> .

#### United States

	Company	Campaign Name	Timing	Description
	Americantours International (ATI)	2018 Where Next Magazine	2018-19	Similar to in-flight magazines found on commercial aircrafts, Where Next by ATI is a NEW free magazine distributed to each passenger on ATI's motorcoach and fly-drive tours. It will also be emailed to guests upon their return home with a link to share the publication with family and friends online via social media.

# Travel Industry Sales

## Market Activity

February 2018

### New Business Development

Manager	Date	Company	Description / Components
Robyn	2/12/2018	Excite Holidays	CVB's Australian reps have confirmed that Excite Holidays is now selling The Rowan Palm Springs.
Gary	2/7/2018	America Unlimited GmbH	Two new fly-drives are offered: - <a href="https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-958508-15-tage-sunshine-california.html">https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-958508-15-tage-sunshine-california.html</a> - including all participating partner destinations - <a href="https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-946657-11-tage-southern-california-feeling-mit-flug.html">https://www.america-unlimited.de/usa/suedwesten/c-535-angebote-946657-11-tage-southern-california-feeling-mit-flug.html</a> - including the three Southern Californian destinations
Gary	2/2/2018	ANA Sales Americas	New Palm Springs & Joshua Tree Itinerary: <a href="http://www.anaspamphlet.jp/17BGAJ/index.php">http://www.anaspamphlet.jp/17BGAJ/index.php</a> Product Name: Meeting Wild Flowers in California 8 days Departure Date: March 22, 29, and April 5 Hotel: Hyatt Palm Springs (1st and 2nd days of the tour)
Gary	2/2/2018	Ctour Holiday	Launched itinerary for El Paseo in Palm Desert and the Uptown Design District.

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

## Marketing & Communications January & February 2018

### Advertising Highlights

Every year, the CVB builds on the successes and important lessons learned from our previous advertising campaigns – 2018 is no different. In January, we launched the 2018 Advertising Plan with the goal of increasing awareness of the destination's brand—domestically and internationally—while supporting overall occupancy in Greater Palm Springs. The 2018 plan includes awareness-building media, such as television, print and out-of-home. This plan also focuses further down the customer funnel with an increase in intent-to-travel media, such as search engine marketing (SEM), online promotions and social media.

While the plan targets Los Angeles, San Diego, San Francisco, Phoenix and Las Vegas throughout the entire year, based on year-round Visa cardholder spend patterns, it targets Seattle, Portland, Chicago, New York, Las Vegas, Minneapolis, Denver and select international markets on a seasonal basis. The 2018 Advertising Plan also includes several diverse opportunities for Partners to participate in the CVB's destination marketing efforts.

For the months of January and February, the CVB generated **2,200,000 print impressions, 19,579,731 digital impressions, 75,573,786 out-of-home impressions, and 4,319,509,000 television impressions with 459,588 television spots.** New to 2018, advertising was placed on television programs that are viewed via on-demand and streaming online. For this period, **294,475,000 impressions were generated streaming** on Spectrum, Cox and Comcast, and also on ABC, NBC, CBS, Fox and HBO GO Smart TV apps.

#### WINTER TV CO-OP

The Winter Cable TV Co-op began in January and features ANA Inspiration, CareerBuilder Challenge, City of Palm Desert, Fashion Week El Paseo and Palm Desert Food & Wine Festival. The campaign includes custom Partner commercials that air on **Cable Television in Los Angeles, San Diego, Phoenix, Las Vegas, and San Francisco.**

January through February, participating Partners have received a combined 1.5 billion impressions on cable television in San Diego, Los Angeles, Las Vegas, Phoenix and San Francisco. A total of 44,210 Partner spots aired for this period.



# Marketing & Communications January & February 2018

## Advertising Highlights

### DIGITAL

Due to the successful Summer and Fall digital campaign, the CVB launched online promotions in February for the first time.

A digital campaign with **Expedia, Inc.** promoted the Greater Palm Springs destination landing page featuring 68 Partner hotel deals. Since February, this campaign has delivered **2.2 million impressions** on Expedia Partner websites, such as Expedia, Orbitz, Travelocity, Cheap Tickets, and Hotels.com. This campaign has generated a strong click through rate of .09% and an excellent return on ad spend at \$68.3 to \$1.



With more than 300 days of sunshine each year, Greater Palm Springs offers a "full culture" second to none. From events like world-famous music festivals and art shows to a thriving culinary scene and health and wellness options ranging from scenic hikes to natural mineral water spas, there are plenty of ways to chill in this Southern California oasis. Scroll down to discover more about Greater Palm Springs and find great hotel deals for your stay.

### Greater Palm Springs - Areas to Visit and Things to Do

- Winter Savings: Chill Deals**  
Winter chill takes on a whole new meaning in Greater Palm Springs, thanks to warm temps and even hotter deals. Save on hotels, dining, things to do and more on your next Greater Palm Springs getaway. [See Deals](#)
- Signature Events You Won't Want to Miss**  
Plan your next visit to Greater Palm Springs around these top events throughout the year. From world-famous music festivals to art shows, pool parties and more, there's something for everyone to enjoy in the desert. [See Events](#)
- Why You Need to Visit This Winter**  
Beautiful weather, plentiful events and outdoor adventure are just a few reasons why winter is the perfect time to visit Greater Palm Springs. Find more trip inspiration here. [See More](#)

Country: United States of America | City: All cities | Sort by: Recommended

Hotel Name	Price from
Ace Hotel and Swim Club	\$350
Aqua Caliente Casino Resort Spa	\$153
Aqua Soleil Hotel & Mineral Water Spa	\$119
Avaton Hotel and Bungalows Palm Springs	Prices from



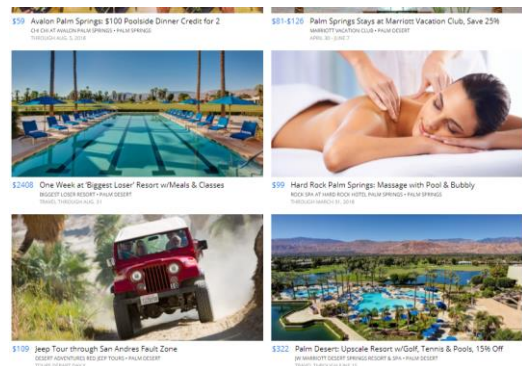
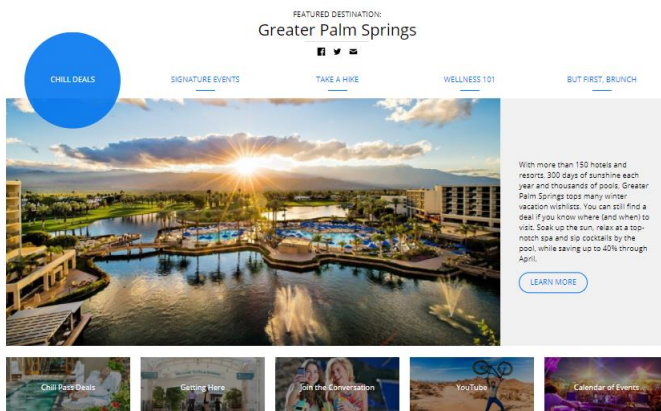
# Marketing & Communications January & February 2018

## Advertising Highlights

Advertising on **TripAdvisor.com** generated **453,857 impressions**, driving users to the destination's website. This campaign has generated a strong click through rate of .16%. For the month of February, TripAdvisor users spent a total of 85.96 hours engaging with GPS content. GPS native video campaign generated 10,361 plays with a click through rate of .86%.



Advertising with **Travelzoo** generated **15,914,446 impressions**. The GPS destination landing page features 13 Partner offers, including Hyatt Palm Springs, Hard Rock Hotel, Social Cycle, Ace Hotel & Swim Club, Cimarron Golf Resort, The Saguaro Palm Springs, Marriott Vacation Club, Avalon Palm Springs, Hard Rock Hotel, The Biggest Loser, Desert Adventures, JW Marriott Desert Springs and Renaissance Indian Wells. For the month of February, this campaign generated 14,254 clicks to the GPS website and 31,529 clicks to GPS Partner deals pages. A stand-alone e-mail sent on Saturday, February 10<sup>th</sup> generated 4,013 sessions on the GPS website. A "Top 20" Travelzoo e-mail sent on Wednesday, February 7<sup>th</sup> also generated over 2,500 visits to the website. Both were top traffic sources to the website on these dates.



# Marketing & Communications January & February 2018

## Advertising Highlights

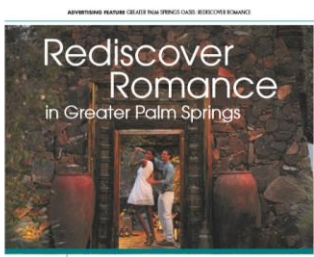
### OUT OF HOME

For the months of January and February, **digital billboards** generated **75,573,786 impressions**. In addition to destination branding, these billboards promoted upcoming signature events, including CareerBuilder Challenge, Rhythm Wine & Brews, La Quinta Arts Festival, BNP Paribas Open, Palm Desert Food and Wine Festival, and Fashion Week El Paseo.



### PRINT

Print exposure included a 7-page advertorial section in **WestJet's** in-flight magazine, which featured several Partners and an event calendar. WestJet's in-flight magazine reaches **2,200,000 passengers** each month.



#### True California Love

Walk its stunning beauty, your reward resembles, world-class dining, health and wellness retreats and relaxed living. Greater Palm Springs is irresistible. Be sure to list one of the world's most popular destinations for couples.

A town of health and style, a place to relax for an entire vacation destination. Greater Palm Springs is a place to relax, experience, indulge and romanticize and make memories. The region consists of six unique communities: Palm Springs, Desert Hot Springs, Cathedral City, Indian Wells, Palm Desert, Indian Wells, Chino Valley and Coachella. Each of these unique communities offers distinct character, beautiful views, amenities, engaging dining and entertaining activities.

The region is known for its arts scene, design, fashion and extraordinary natural resources. Highlights include the Palm Springs, featuring world-class dining, wellness, art and culture. Palm Springs is a place to relax, experience, indulge and romanticize and make memories. The region consists of six unique communities: Palm Springs, Desert Hot Springs, Cathedral City, Indian Wells, Palm Desert, Indian Wells, Chino Valley and Coachella. Each of these unique communities offers distinct character, beautiful views, amenities, engaging dining and entertaining activities.



#### Spas & Wellness

RELAX in one of the most beautiful and breathtaking destinations in Southern California. The region is known for its arts scene, design, fashion and extraordinary natural resources. Highlights include the Palm Springs, featuring world-class dining, wellness, art and culture. Palm Springs is a place to relax, experience, indulge and romanticize and make memories. The region consists of six unique communities: Palm Springs, Desert Hot Springs, Cathedral City, Indian Wells, Palm Desert, Indian Wells, Chino Valley and Coachella. Each of these unique communities offers distinct character, beautiful views, amenities, engaging dining and entertaining activities.

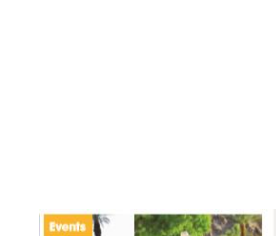
#### Dining

There's also plenty happening in the great outdoors. In 1930s and 1940s style, the Greater Palm Springs area's newly beautiful desert settings. Greater Palm Springs is a place to relax, experience, indulge and romanticize and make memories. The region consists of six unique communities: Palm Springs, Desert Hot Springs, Cathedral City, Indian Wells, Palm Desert, Indian Wells, Chino Valley and Coachella. Each of these unique communities offers distinct character, beautiful views, amenities, engaging dining and entertaining activities.



#### Greater Palm Springs makes romance easy with intimate getaways, great dining and luxurious spas.

In Greater Palm Springs, every night is a special one. The area is known for its arts scene, design, fashion and extraordinary natural resources. Highlights include the Palm Springs, featuring world-class dining, wellness, art and culture. Palm Springs is a place to relax, experience, indulge and romanticize and make memories. The region consists of six unique communities: Palm Springs, Desert Hot Springs, Cathedral City, Indian Wells, Palm Desert, Indian Wells, Chino Valley and Coachella. Each of these unique communities offers distinct character, beautiful views, amenities, engaging dining and entertaining activities.



#### There's always something on in Greater Palm Springs. Here are just a few of the area's most popular events. For full calendar listings, visit [www.gopalm Springs.com](http://www.gopalm Springs.com).

EVENT	DATE	LOCATION
Banquet March 18	28 April 1	Club Moco Presents
BHS Castella Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents
Club Moco Desert	1-6	Club Moco Presents

300 YOUR SUPPLY (ENJOY THEM TOO) (ENJOY THEM TOO) (ENJOY THEM TOO) YOUR BY (ENJOY THEM TOO) (ENJOY THEM TOO)

## COMING NEXT MONTH

The CVB partnered with **ABC** to generate coverage during the **Oscar's pre-show, On The Red Carpet**. The partnership also included advertisements on KABC-LA, WLS- Chicago, KOMO- Seattle and KGO- San Francisco, as well as a commercial on *Good Morning America* in each market. Greater Palm Springs will also receive 900 spots on ABC's Live Well Network, which is a health, wealth and lifestyle network owned by ABC.



## COMING THIS SPRING/SUMMER

The CVB's **Summer Chill campaign** will launch in May. This campaign includes a Partner TV Co-op (cable and KTLA), digital advertising, billboard advertising and print advertising in Palm Springs Life's 90 days of Summer. Participating in the TV co-op are: City of La Quinta, City of Indian Wells, City of Palm Desert, Palm Springs Bureau of Tourism, Hyatt Regency Indian Wells, BMW Performance Center West, La Quinta Resort & Club, El Paseo BID, JW Marriott Desert Springs, Miramonte Indian Wells, Omni Rancho Las Palmas and Renaissance Indian Wells.

## CVB PARTNER COOPERATIVE ADVERTISING PROGRAMS

The CVB has designed co-op opportunities for 2018 to leverage Partner advertising budgets, while increasing exposure year-round. The co-op Advertising Programs offer opportunities to target the Local Drive market, the National West market, National East and/or Canadian markets throughout the year.

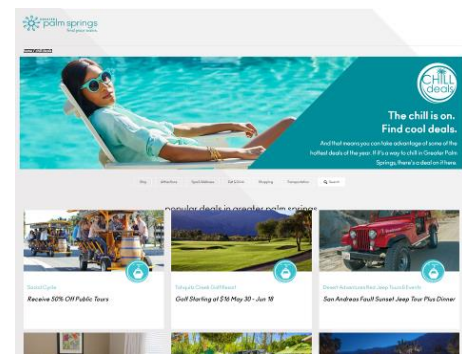
### 2018 Partner Advertising and Promotional Opportunities:

#### Submit a Chill Pass offer (Free opportunity)

- 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!

#### Online Promotions:

- **Expedia (Year-round program. Join at any time.)**
  - Overview: Destination landing page promoting Partner deals on Expedia products (Expedia, Hotels, Hotwire, Travelocity, Orbitz).
  - Partner Opportunity: Partners may submit special offering to display on destination page.
  - To participate and to submit your offer, contact the CVB or your Expedia representative.
  - Cost: No Fee. Standard Expedia commissionable bookings apply.



## Marketing & Communications January & February 2018

### Advertising Highlights

- **Travelzoo (Year-Round Program)**
  - Overview: Destination landing page promoting Partner deals
  - Partner Opportunity: Partners may submit special offering to display on destination page.
  - To participate and to submit your offer, contact the CVB or your Travelzoo representative.
  - Cost: No Fee.
- **SpaFinder (July – November)**
  - Overview: Digital advertising campaign and destination landing page on SpaFinder.com promoting Partner Health and Wellness offers.
  - Partner Opportunity: Partners may submit special offering to display on destination page.
  - To participate and to submit your offer, contact the CVB or your SpaFinder representative.
  - Cost: If you have a Spa facility, you can become a SpaFinder Partner. The cost is \$3k and includes a SpaFinder listing, redemption options, newsletter feature and more. Standard Spafinder commissions are collected on the Gift Card amount only.

#### **Cable Television only - "Find Your Oasis" (\$25,000)**

- Choice of one season (Jan – Apr / May – Aug / Sept – Dec)
- Choice of one market (Drive / National West / Nation East / Canada)
- 1,200 – 2,000 spots per month (depending on selected market)
- 45.3M – 75.5M total impressions (depending on selected market)
- Production of :30 television spot (for new co-op Partners)

#### **Cable Television + KTLA - "Fall Chill" (\$25,000)**

- Timeframe: September – December
- Markets: Los Angeles, San Diego, San Francisco, Las Vegas and Phoenix
- KTLA Metro Los Angeles
  - KTLA-produced :60 spot airs 120 times/ 20M total impressions
  - CVB-produced :30 spot airs 420 times/ 71M impressions
- Cable Drive Markets
  - 4000 spots / 37M total impressions
- Production of :30 television spot and :60 KTLA spot (for new co-op Partners)

#### **Opportunity Four: Digital Outdoor Billboards (Co-op rate varies based on selection)**

- Timeframe: Jan – Dec, depending on selected market
- Markets: Los Angeles, San Diego, San Francisco, Seattle, Chicago and/or Minneapolis
- Production of billboard artwork

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

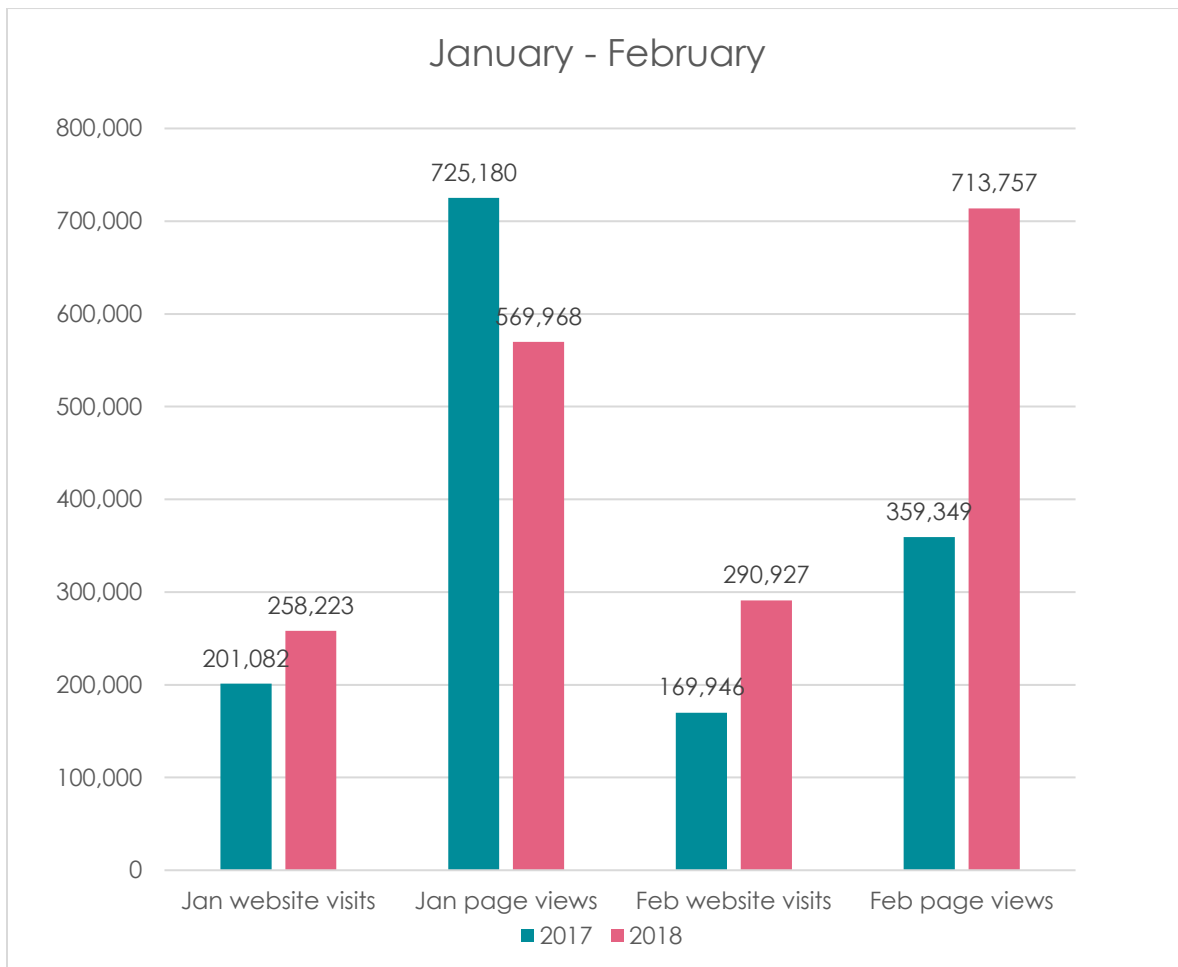
Website Highlights

CVB Website

The CVB website has an updated look! In January, the website transitioned to a new developer, Simpleview, who specializes in DMO sites. As part of the transition, changes were implemented to further improve the overall user experience. The site transition was a resounding success. Although the CVB anticipated a decrease in organic traffic post-transition, daily organic traffic now surpasses pre-transition levels. The marketing team is continuing to work with its vendors to further improve the website's user experience.

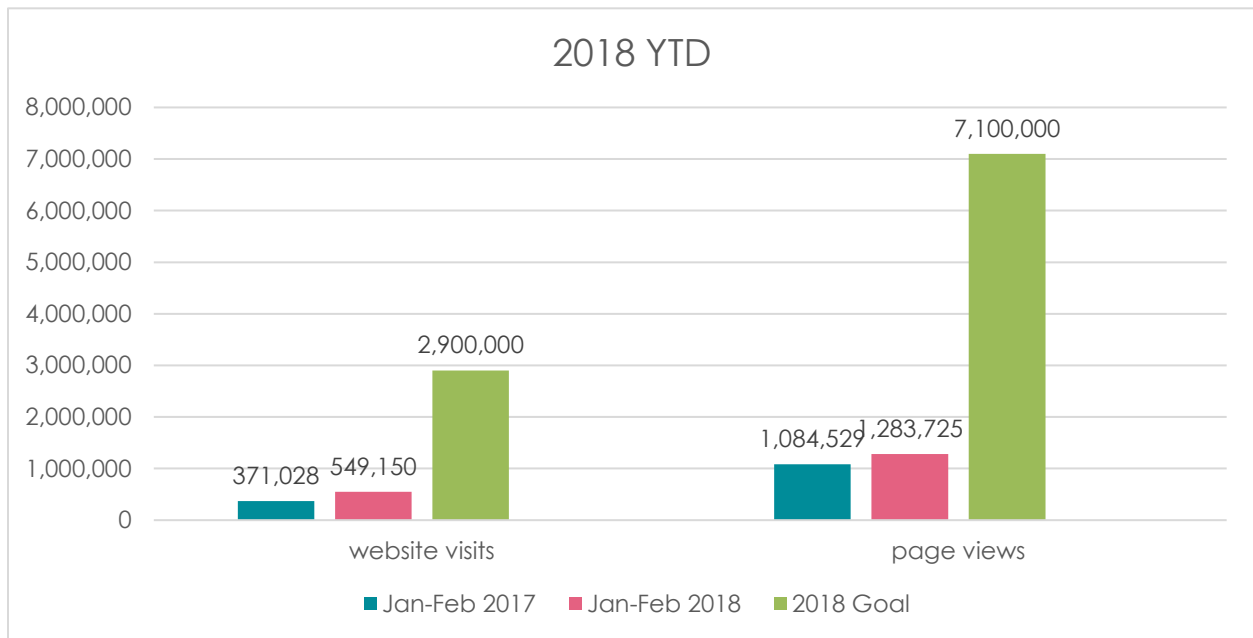
Highlights:

- Jan - Feb saw a **3% increase** in new visitors to the website
- Chill Pass had an **increase in page views of 35%** over 2017
- Website visits are **48% over 2017** year-over-year
- Page views are **18% over 2017** year-over-year



## Marketing & Communications March 2018

### Website Highlights



website visits: **YOY: 48% over 2017**

page views: **YOY: 18% over 2017**

### On the Horizon

In early 2018, the website will unveil a new video gallery highlighting videos produced by the CVB. The new gallery will be optimized for ease of use, SEO and links to YouTube to grow our [Palm Springs Oasis](#) channel.

### How to get Involved

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

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




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

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

**Marketing & Communications  
March 2018**

**Social Media Highlights**

**Social Media – Main Channels**

YTD Goal Performance (1/1/18 - 2/28/18)				
	Incremental YTD Followers	Incremental Goal	% to Incremental Goal	2018 Cumulative Goal
	4,486	83,862	5.3%	350,000
	356	11,806	3.0%	48,000
	916	7,317	12.5%	22,000
	Incremental YTD Video Views	Video Views	% to Incremental Goal	2018 Cumulative Goal
Video Views	637,359	7,100,000	9.0%	7,100,000

The CVB social media strategy is focused around creating awareness of our brand, as well as substantial interest in and advocacy for the destination. We are measuring throughout the year by closely monitoring fan growth, impressions, engagements, video views and volume of conversation. Overall, our social media goals are tracking well. We expect to continue optimizing our media spends, seeing stronger results as we continue to streamline processes and targeting during the last month of Quarter 1.

## facebook.

In January and February, the CVB's Facebook channel posted **5 videos** resulting in **nearly 10,000 video views**. The Wander List series continues with videos slated to be released each month through June 2018.

Our Wander List piece on Keys Ranch was the Facebook post with the highest engagement rate to date this year. The video reached nearly **40,000 people**, with **70 shares** and **over 190 likes**.

On Facebook, video posts are still our top performing content in terms of engagements. The CVB will work with Sparkloft to pivot and begin allocating more funds toward increasing video views rather than post engagements.

We are also adding in event content with a longer lead time to inspire people to visit who have not yet bought a ticket and we are working to incorporate more visual content.

Are you hosting any unique activities or special events at your property that would make for a compelling Facebook feature opportunity? Contact Krystal Kusmieruk, [social@gpscvcb.com](mailto:social@gpscvcb.com), with details. Be sure to follow the CVB on Facebook.



## Instagram

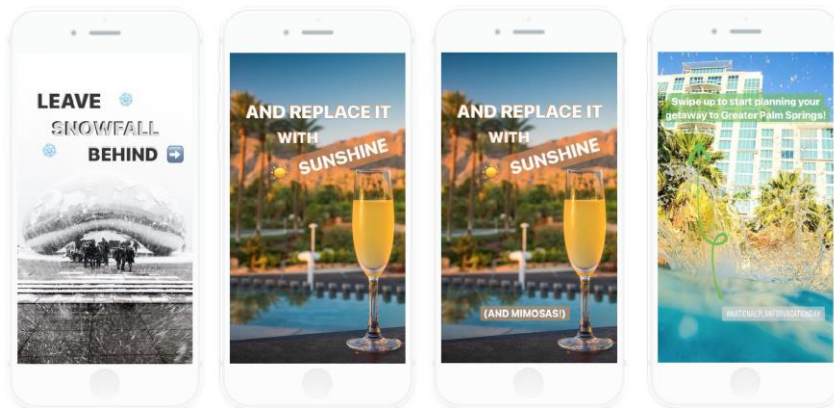
Instagram has seen a dramatic increase in engagement, with January's engagements on our brand posts **increasing 34% over December**. The CVB Instagram account has grown to **15,599 followers**, a **6% increase** since the end of 2017.

We are regularly curating content through Stackla by reaching out to visitors enjoying our oasis and requesting rights to share their photos on Instagram. We have worked to add a more human aspect to our Instagram feed and continue crafting content to fit our overall grid layout. We are also integrating more evergreen and influencer content to drive inspiration for travel to our destination.

Our strongest social engagement so far this year has been our **#NationalPlanForVacationDay**, a geo-targeted Instagram ad, using Instagram's most immersive content format: Instagram Stories. The CVB participated in the US Travel project by creating vacation-inspired content with Sparkloft, which was strategically directed to Chicago, NYC, and Los Angeles, garnering **over 5,000 views** and **135,000 impressions**.

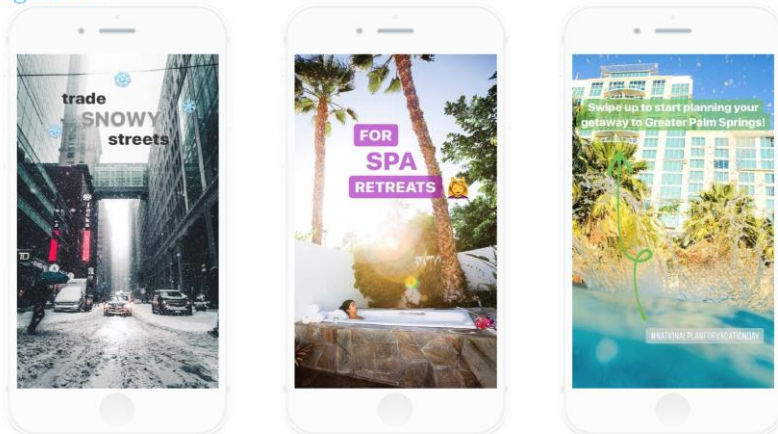
We want to see and share your photos as well! Use **#visitGPS** for a chance to be featured.

### Chicago Targeted Ad



\*\*The last page will swipe up to [visitgreaterpalmssprings.com/travel-trade/itineraries](http://visitgreaterpalmssprings.com/travel-trade/itineraries)

### NYC Targeted Ad



\*\*The last page will swipe up to [visitgreaterpalmssprings.com/travel-trade/itineraries](http://visitgreaterpalmssprings.com/travel-trade/itineraries)





We continue to use Twitter to **build brand awareness** by sharing owned and earned media and **find new audiences** while participating in Twitter Chats. Shared links and photos will continue to be our 'in the now' channel, sharing events and seasonal topics.

The CVB surpassed its average tweet impression significantly in Visit California's most recent Twitter Chat, **#CatchTheWinterWave** by utilizing user generated content and Twitter Chat hashtags. We will continue to seek opportunities to join conversations on Twitter, including influencer postings.

**Join the conversation** with us and follow on Twitter [@thegpsoasis](https://twitter.com/thegpsoasis).



Instagram and YouTube are our strongest performing platforms so far in 2018, speaking to Greater Palm Springs strong visual assets on social media's most visual platforms. On YouTube, we have been able to maintain a low cost per view through January and February, gaining **over 600,000+ views** in two short months and increasing subscribers by **4.5%**.

In January and February, the CVB released four videos in the **dineGPS series**, featuring local chefs in Greater Palm Springs as well as two new **Wander List** pieces. This episodic content series engages our fans to check back for the newest videos.

The CVB will continue releasing **Chill Chaser** videos with specific formats for Facebook that will drive the viewer to the long form piece on YouTube. These videos will be released monthly through June 2018.

The CVB, in partnership with Sparkloft, is continuing to review opportunities to begin a campaign with influencers primarily on YouTube, to access their audience and increase subscriber base to owned channels.

If you have imagery you would like to contribute to the Greater Palm Springs CVB's social channels, please send them to Krystal Kusmieruk, Social Media Manager at [social@gpscvb.com](mailto:social@gpscvb.com).



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

Communications Highlights

2018 is off to a successful start for the CVB Communications team! We hosted **17 individuals/group familiarization visits**, totaling **156 content creators** throughout January and February.

In January the CVB attended the **TravMedia International Media Marketplace (IMM)** event in New York City. IMM serves as one of the leading events connecting media to tourism brands. It was very productive as the CVB conducted a total of 28 individual media appointments.

In February, the CVB attended **Visit California Outlook Forum** in Anaheim, which provided an excellent opportunity to gain insight on the latest trends, research and marketing strategies shaping the modern travel landscape. We're thrilled to announce that the Greater Palm Springs CVB was awarded a **Poppy Award for Best Overall Marketing Program - \$500,000-\$2 Million** for the Find Your Oasis campaign. What's more, we were also a **finalist for Best PR Campaign** for the JetBlue RetroJet.

At the end of February, the Communications team headed to San Diego for two full days of workshops and sessions at **Social Media Marketing World**, which featured 170+ expert speakers in the industry. This conference provided a great opportunity to network as well as build on new social media, digital content, and public relations techniques.

Featured Content



UK journalist Alice Vincent's visit resulted in two features. **"Gold mining, the movies and the story behind 'the most Instagrammed greenhouse in the world'"** ran in both *The Telegraph* and *Yahoo UK* on January 27. The second feature **"Keep off the grass! How the modernist gardens of Palm Springs are embracing arid plants"** ran in *The Telegraph* on February 18. The article took an in-depth look at modernism, modernist gardening and current attractions in the destination.

*The Telegraph* | Jan 27, 2018 | Circ: 98,588,714 | AV: \$2,661,895

"Indian Wells tennis tournament draws fans – and top players – to Palm Springs" was the title of *The Washington Post* feature that focused not only on the BNP Tennis Open, but included what to do and where to dine in Greater Palm Springs. This article featured multiple partners including **Adobe Grill, Babe's Bar-B-Que & Brewhouse, Desert Adventures Red Jeep Tours & Events, Melvyn's Restaurant, Omni Rancho Las Palmas, The Modern Tour, Wilma & Frieda, Workshop Kitchen + Bar, La Quinta Resort & Club, and more.**

February, 2018 | Circ: 36,000,000 | Earned Value: \$333,000



Social Chatter about Greater Palm Springs

We stay on top of the latest social media and digital developments to attract people to our destination! Researching, brainstorming ideas and interacting daily on our social channels, we inspire visiting print and online media, digital influencers and FAM groups to post social media content and tag our Partners and the CVB. In addition to the CVB's social media tags, we share CVB Partner social media handles and hashtags with media guests.

#VisitGPS #dineGPS #findyouroasis



**@rannvijatsingha | Thermal Club | 69,738 likes**  
Straight roads are for fast cars, turns are for fast drivers..  
@palmspringsoasis @bmwperformancedrivingschools  
#visitgps



**@cheatdayeats | Miramonte | 2,244 likes**  
My "I'm hungry, don't mess with me face" especially near the fire. Luckily the chef fed us the most amazing meal @miramontereresort so I was all smiles after that @palmspringsoasis #visitcalifornia



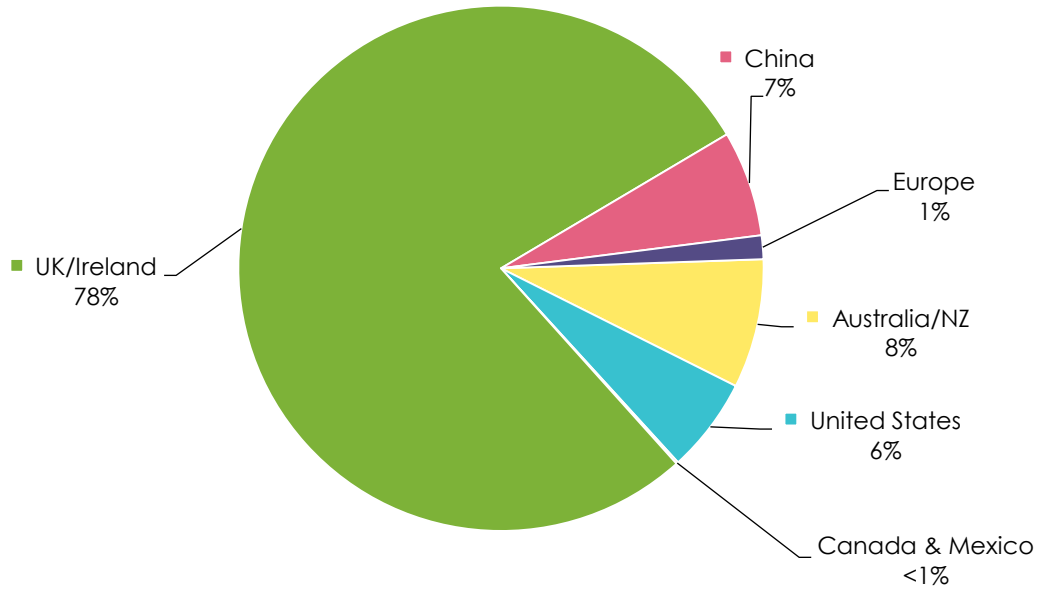
**@emmagannonuk | Palm Springs | 500 likes**  
Ok I've been here 12 hours but I've decided I live here now.  
@palmspringsoasis



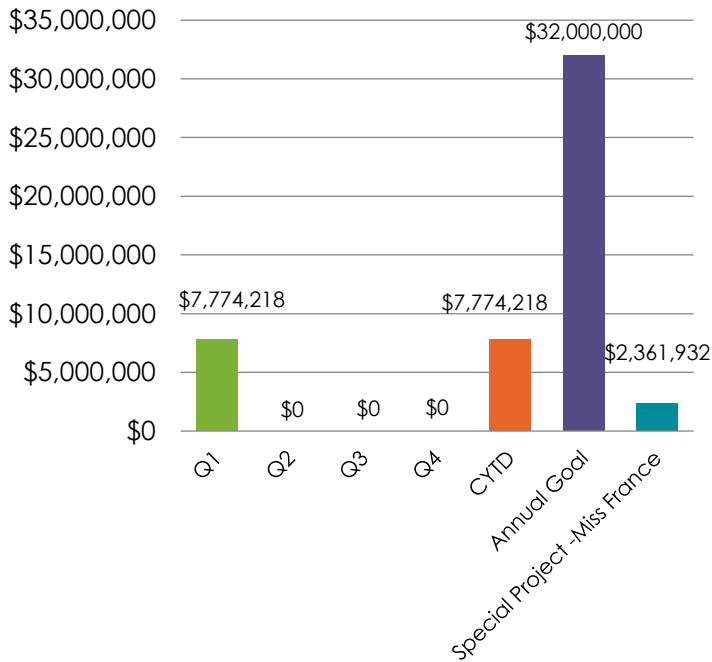
**@amidst.the.chaos | Joshua Tree | 1,363 likes**  
"Always take the scenic route."  
@palmspringsoasis #visitGPS

2018 Media Value

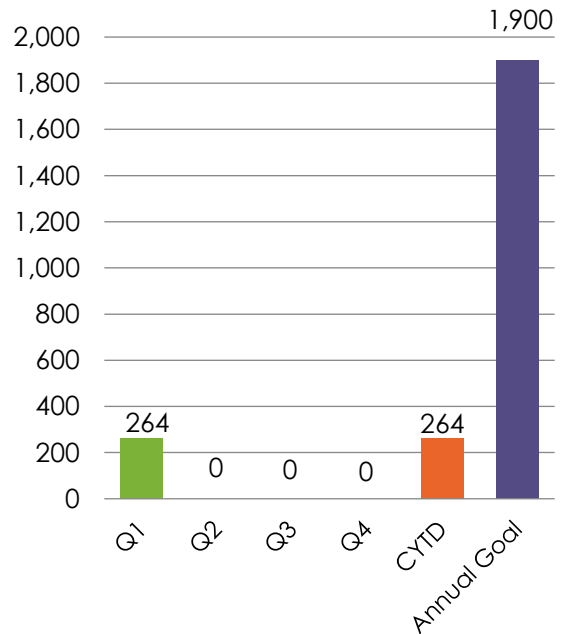
Distribution of Articles Year to Date



Media Dollar Value



Media Outreach/Assists



## Marketing & Communications March 2018

### Communications Highlights

### On the Horizon

In March the CVB Communications team will be attending Visit California's **New York Media Mission**. This event attracts high quality traditional media as well as digital influencers and provides a major opportunity to pitch our destination to this key market. In addition, the CVB already has a meeting scheduled with Meredith Publications, a leading content provider in print and digital channels in the U.S. and across 30 countries worldwide. Among its 30-plus magazine brands are *People*, *Time*, *Travel & Leisure*, *Departures*, *Health*, *Eating Well*, *Weddings* and *Sports Illustrated*.

Following this event our team will also attend **DMA West Tech Summit** in Spokane, Washington. The summit, presented by Destination Marketing Association of the West, offers a series of fascinating general sessions and breakouts focused on cutting edge digital developments. We're looking forward to yet another choice opportunity to advance our awareness of marketplace changes and learn new ways to evolve and adapt our marketing and engagement ideas.

The CVB Communications team will also be taking part in **Visit California's China Media Mission** in April, which will include Beijing and Shanghai. This event provides an excellent opportunity to meet with leading Chinese media eager to learn more about California and Greater Palm Springs.

The CVB Communications team will also be participating in **Visit California's New York Media Reception in March** and **Visit California's Los Angeles Media Reception in April**.

The CVB Communications team continues to assist qualified inbound media guests throughout the year. Stay tuned for details!

For any questions, please contact:

Greater Palm Springs CVB Communications Team

[media@gpscvb.com](mailto:media@gpscvb.com)

**Meeting with Heads of Production for E!, Bravo and Oxygen**

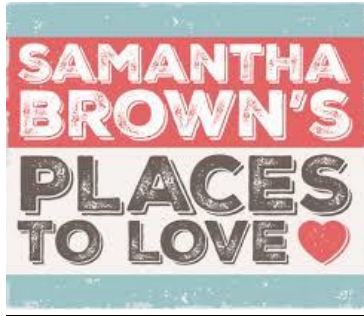
We are making great progress in creating Industry awareness about Greater Palm Springs as a premier production location. In January, we met with the Heads of Production for three NBC Universal television channels to present the Greater Palm Springs incentive program and discuss upcoming productions that could be a good fit for the area.

**PSWIFT State of the Industry**

Greater Palm Springs' Film Liaison Michelle Rodriguez served as a panelist at the State of the Film Industry Panel Discussion presented by Palm Springs Women in Film and Television. The discussion centered around how the various organizations in the Coachella Valley work collaboratively and also what the future of production in the area looks like. Regional and local production partners joining the CVB for the meeting included the Riverside County Film Commission, Palm Springs Bureau of Tourism, Locations 760, and Palm Springs Women in Film and Television.



**"Samantha Brown's Places to Love" Scout**



In February, Film Oasis joined the producer of "Samantha Brown's Places to Love" for location scouting throughout Greater Palm Springs. We are pleased to announce that the show will be shooting in the area next month. Film Oasis used this opportunity to expose the producer to sides of the desert of which he was unaware, like the fact that FootGolf made its North American debut here!



**What's Happening in March**

- We will be working with the production team of "Samantha Brown's Places to Love" to finalize the production of their episode highlighting our area.
- We will continue having production meetings in Los Angeles to encourage film and television production in Greater Palm Springs.

Contact Michelle Rodriguez for more information  
Film Oasis Representative  
[filmoasis@gpscvb.com](mailto:filmoasis@gpscvb.com)

## Transportation

### Air Service Development

At the end of 2017, the Greater Palm Springs CVB distributed an RFP for representation of air service development, a top priority of the Destination Development Plan. This competitive process evaluated many qualified firms across multiple criteria with the final evaluation of proposals ending in January 2018. We are pleased to announce that we have awarded the Air Service Development contract to **Ailevon Pacific Aviation Consulting**.

A full-service international consulting firm specializing in air service development, Ailevon Pacific has offices in Atlanta, Dallas, Sydney (Australia), and Wellington (New Zealand). The company serves over 40 airports and related entities throughout the Asia Pacific region, the Americas, Europe and beyond.

Ailevon Pacific provides innovative, tailored and highly insightful analysis to clients, and has worked with leading airports, DMOs, national, state/provincial and local governments, and other private and public-sector clients.



The CVB has already hosted Ailevon Pacific executives in our destination for a February kick-off meeting. The Ailevon team is developing the strategic plan for our Air Service Development next steps.



### Passenger Rail Development

The **2018 California Passenger Rail Summit** will take place in Los Angeles in April 2018. Greater Palm Springs has been invited to facilitate a panel discussion focused on TOURISM AND TRAIN TRAVEL. Our panel will include Greater Palm Springs, San Diego Tourism and Santa Barbara Tourism discussing the importance of rail service during a crisis. This is a key opportunity to be in front of railway executives, presenting a compelling case for increased passenger rail service to the Coachella Valley.

2018 California  
Passenger Rail Summit  
April 18 & 19, 2018  
Los Angeles, CA







**GREATER**  
palm springs  
**RESTAURANT**  
**WEEK**  
JUNE 1-17, 2018

### Greater Palm Springs Restaurant Week

Greater Palm Springs Restaurant Week is set for June 1-17, 2018.

Over 90 restaurants have registered to date and registration is still going strong.

dineGPS has a new Advisory Committee comprising members from all Coachella Valley cities.

The new dineGPS microsite will launch mid-March with restaurant listings and many new features.

dineGPS supports culinary events and is providing **PEACE LOVE EAT tote bags** with a Plan to Dine informational postcard.

The Desert Dining Guide & Map is being updated and will be distributed at high traffic locations throughout Greater Palm Springs in April, May and June.

Important dates to note!

- April 3 dineGPS Restaurant Industry Bootcamp
- April 5 Menus due
- May 30 Kick-off event
- June 1-17 Greater Palm Springs Restaurant Week



**PLAN TO DINE**

JUNE 1-17, 2018

Try a new restaurant.  
Eat something different.  
Dine out at a local favorite.

LUNCH MENUS \$15 | \$20 | \$25  
DINNER MENUS \$29 | \$39 | \$49

For a complete list of participating restaurants and menus go to [DineGPS.com](http://DineGPS.com)

POWERED BY

AGUA CALIENTE | SAN RESORT CASINO | Sysco Riverside

GREATER palm springs RESTAURANT WEEK

**Greater Palm Springs Restaurant Week Participating Restaurants**

**Palm Springs**

533 Viet Fusion  
Al Dente Trattoria Toscana & Bar  
Café Palmetto at Riviera Palm Springs  
Cantala at Riviera Palm Springs  
Chi Chi at Avalon Hotel and Bungalows  
Chicken Ranch  
Copley's on Palm Canyon  
Draughtsman at Arrive Palm Springs  
Eight4Nine Restaurant & Lounge  
El Jefe at The Saguaro Hotel & Pool  
Escena Lounge & Grill  
Fuzion Five  
Jake's  
Johannes  
jusTapas  
Kaiser Grille - Palm Springs  
King's Highway Diner at Ace Hotel and Swim Club  
Le Vallauris  
LG's Prime Steakhouse - Palm Springs  
LuLu California Bistro  
Melvyn's Restaurant at Ingleside Inn  
Michael Holmes' Purple Room  
Mr. Lyon's Steakhouse  
Peaks Restaurant at Palm Springs Aerial Tramway  
Pomme Frite  
PS Underground  
Purple Palm Restaurant & Bar at Colony Palms Hotel  
Reservoir at Arrive Palm Springs  
Rick's Desert Grill  
Rio Azul Mexican Bar and Grill  
Sammy G's Tuscan Grill  
SO•PA at L'Horizon Resort & Spa  
Spencer's Restaurant  
The Steakhouse at Spa Resort Casino  
The Tropicale Restaurant & Coral Seas Lounge®  
Trio Restaurant  
Truss & Twine  
Village Pub Bar & Grill  
Workshop Kitchen + Bar  
Zin American Bistro

**Palm Desert**

AC3 Restaurant + Bar  
Cafe Des Beaux-Arts  
Castelli's Ristorante  
Chez Pierre Bistro  
Cuistot  
Daily Grill  
DOMO Sushi on El Paseo  
Fresh Agave Mexican Bar & Grill  
Kaiser Grille - Palm Desert  
Le Donne Cucina Italiana Restaurant

Le Paon Restaurant  
Mikado Japanese Steakhouse  
Morton's The Steakhouse  
Pacifica Seafood Restaurant  
Rockwood Grill  
Ruth's Chris Steak House  
Schnitzelhaus Palm Desert  
Sullivan's Steakhouse  
The Grill at Shadow Ridge  
Tommy Bahama Restaurant

**La Quinta**

Cork & Fork  
La Brasserie Bistro & Bar  
La Quinta Cliffhouse Grill & Bar  
Lavender Bistro  
LG's Prime Steakhouse - La Quinta  
Mélange at The Chateau at Lake La Quinta  
Old Town Tavern Barbecue & More  
Solano's Bistro  
Stuff Pizza Bar & Grill - La Quinta  
The Grill on Main

**Rancho Mirage**

Acqua California Bistro  
Bernie's Lounge and Supper Club  
bluEmber  
Catalan Mediterranean Cuisine  
Fleming's Prime Steakhouse & Wine Bar  
Kobe Japanese Steakhouse  
Las Casuelas Nuevas  
Pinzimini  
Roy's Restaurant  
State Fare Bar + Kitchen  
The Steakhouse at Agua Caliente Casino Resort Spa  
Wally's Desert Turtle  
Waters Café at Agua Caliente Casino Resort Spa

**Indian Wells**

Citrus & Palm Restaurant  
The Nest  
Vicky's of Santa Fe  
Vue Grille & Bar at Indian Wells Golf Resort

**Indio**

Chop House at Jackalope Ranch  
Jackalope Ranch  
June Hill's Table  
Tack Room Tavern at the Empire Polo Club

**Cathedral City**

Piazza Trilussa Ristorant

## Health & Wellness

Desert Health News launched its March/April issue with the lead story of **Destination Health**, a terrific overview article detailing the many strategies that GPSCVB is embarking on to grow Health & Wellness tourism to Greater Palm Springs.

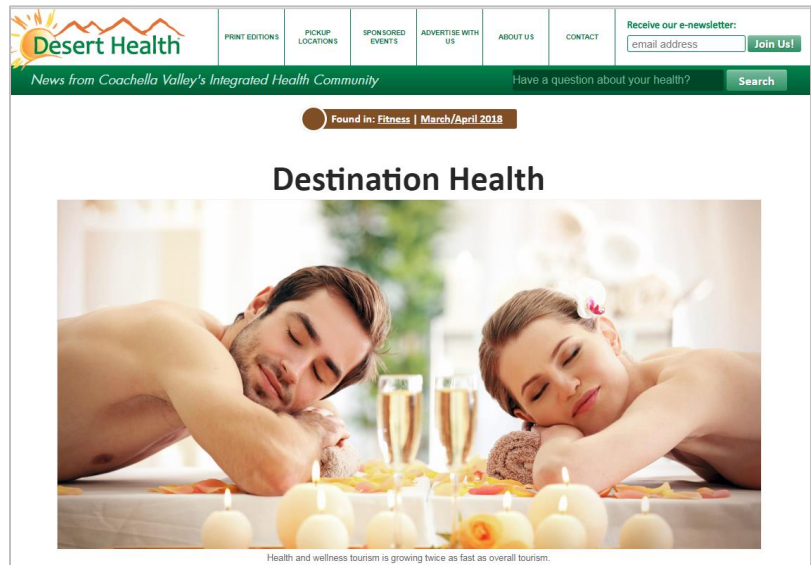
Our Advisory Committee of local health and wellness professionals meets every other month to provide guidance and direction on CVB Health & Wellness initiatives, such as the **new microsite** dedicated to Health & Wellness, as well as new content, videos and social media efforts rolling out to attract and engage the wellness tourist.

What's more, we are working with the new **Wellness Travel Association** to educate wellness travel agents and tour operators on the authentic health and wellness experiences in Greater Palm Springs, making it easier for them to book our destination for wellness clients.

Programs are planned to help our hotels, resorts, and local health and wellness businesses maximize their offerings so the customers have an experience that "over delivers" and keeps them coming back to our oasis.

Additionally, a portion of the 2018 media buy is dedicated to wellness tourism, health tourism and medical tourism, and, coming in 2018, fall will be designated as "Wellness Season" to promote health and wellness.

It is a great time of the year to drive tourism and support so many wonderful wellness related events such as Wanderlust Wellspring, the Tram Road Challenge, and the Ironman Triathlon.



## Outdoor Adventure

Greater Palm Springs offers thrill-seekers and nature lovers plenty to do all year round. From hiking trails and nature preserves to mountain biking and rock climbing, there's no shortage of adventure and natural beauty to explore in our oasis. To highlight these assets and engage outdoor enthusiasts, the CVB has been creating special content for Outdoor Adventure.

A new Outdoor Adventure microsite section of the website features an array of fascinating content—articles, videos, photos and Partner listings for Hiking, Biking, Golf, Tennis, Jeep Tours, Sightseeing, Stargazing and Sports.

The CVB has created new Wander List and Chill Chaser videos to showcase the Outdoor Adventure opportunities that abound in the destination.

A portion of the 2018 media buy is also dedicated to reach the outdoor enthusiast and adventure travelers.

The CVB also partnered with Coachella Valley Association of Governments (CVAG) to initiate the development of street signage that points visitors to the many trails that exist in the area. Friends of Desert Mountains and Bureau of Land Management have collaborated with the CVB on a comprehensive list of trails, now authorized and approved by all organizations.



## HOW TO GET INVOLVED

Please contact Vicki, [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com) or Joanne, [johanesian@gpscvb.com](mailto:johanesian@gpscvb.com) for the following:

### Transportation:

For more information on **Air Service Development** or the **2018 California Rail Summit**, please contact [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com).

### dineGPS:

#### Greater Palm Springs Restaurant Week:

Registration is open for Greater Palm Springs Restaurant Week June 1-17. Restaurants may register at [www.dineGPS.com/register](http://www.dineGPS.com/register)

**dineGPS Sponsorships:** For more information on sponsorship of Greater Palm Springs Restaurant Week, please contact [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com).

**dineGPS Chill Deals:** We support the restaurant community via dineGPS social channels and Chill Pass. If you would like to provide a special offer, please submit your offer here and we will promote it via our Chill Pass offers: [https://dinegps.formstack.com/forms/dinegps\\_chill\\_deals](https://dinegps.formstack.com/forms/dinegps_chill_deals)

**dineGPS E-newsletter:** Stay in the loop on all restaurants, cocktails and culinary events when you sign up for the dineGPS e-newsletter offering a monthly look at what's hot and happening in Greater Palm Springs. <https://www.visitgreaterpalmsprings.com/restaurant-week/e-newsletter-sign-up/>

### Health & Wellness:

If you would like to play a bigger role in the Health & Wellness initiative, please contact [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com)

Please be sure to update your listing on the CVB website with your Health & Wellness offers by logging in to the Partner extranet at [www.mygpscvb.com](http://www.mygpscvb.com). Need more information or have ideas to share? Please e-mail Vicki.

**Outdoor Adventure:** We're actively seeking content, articles, photos and videos to share with visitors to Outdoor Adventure. Please share your content with Vicki at [vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com).

**Digital Library:** We continue to add new images and request 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). We are seeking images for culinary & nightlife, outdoor adventure, health & wellness, arts & culture and sustainability.

For more information about Destination Development, contact

**Vicki Higgins**

VP of Destination Development

[vhiggins@gpscvb.com](mailto:vhiggins@gpscvb.com)

(760) 969-1347

# PSP Schedule Analysis- February 2018

February 2018

February 2017

Number of Flights

2,567

Number of Seats

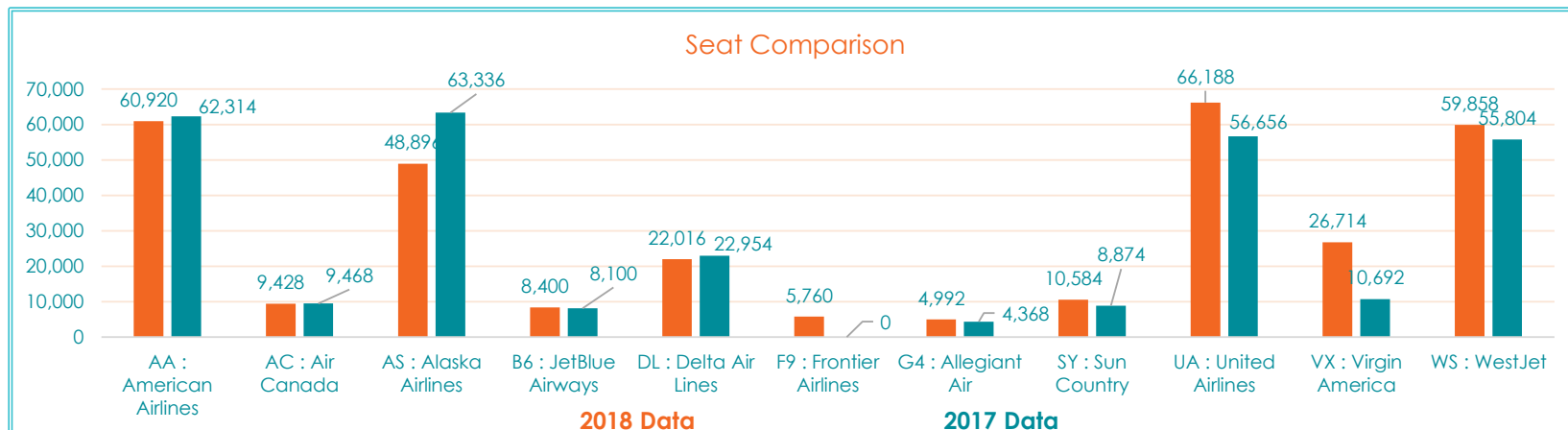
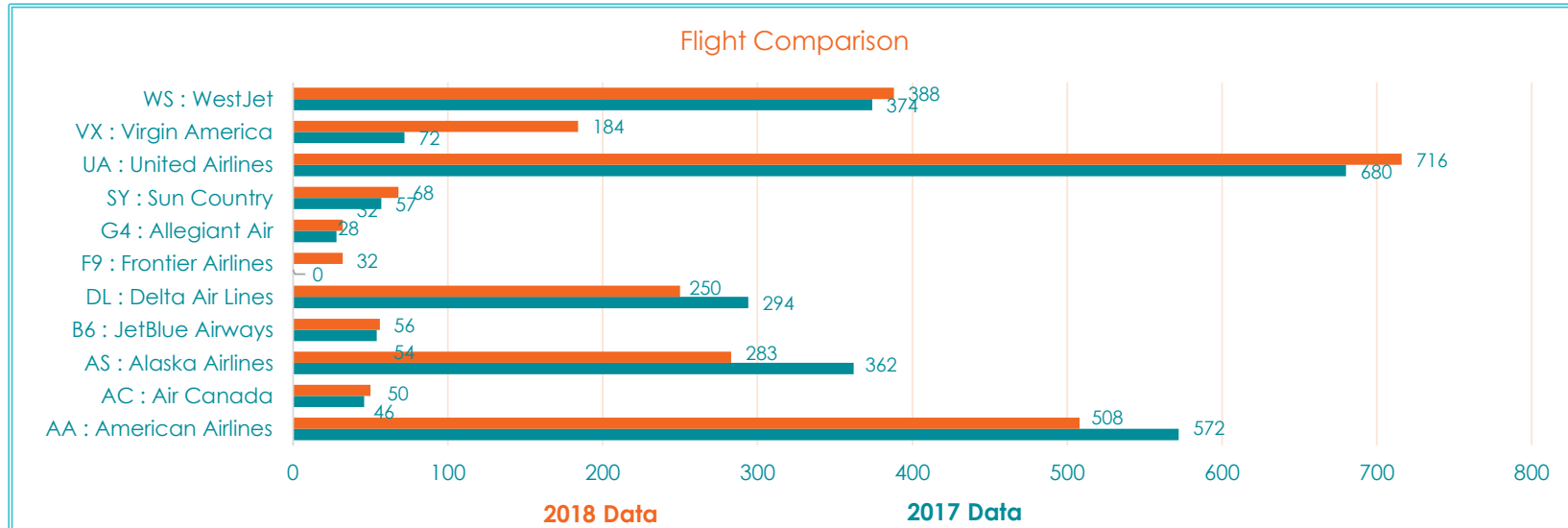
323,756

Number of Flights

2,539

Number of Seats

302,566



\*Data represents inbound and outbound flights for PSP

PSP Departures & Average Seats per Departure

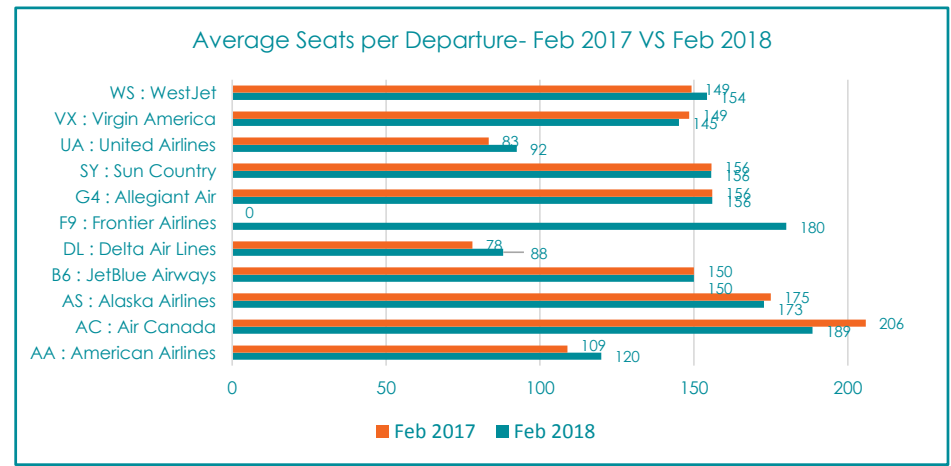
Market Airline	Origin	Monthly Departures				Average Seats per Departure			
		Feb-18	Mar-18	Apr-18	May-18	Feb-18	Mar-18	Apr-18	May-18
AA : American Airlines	DFW : Dallas/Fort Worth, TX, US	84	93	62	62	160	160	160	160
AA : American Airlines	ORD : Chicago-O'Hare, IL, US	32	40	31	31	160	160	160	160
AA : American Airlines	PHX : Phoenix, AZ, US	138	155	202	156	86	90	74	73
AA : American Airlines	PSP : Palm Springs, CA, US	254	287	296	249	120	122	101	105
AC : Air Canada	PSP : Palm Springs, CA, US	25	31	24	0	189	197	179	0
AC : Air Canada	YVR : Vancouver, BC, CA	9	13	7	0	282	282	282	0
AC : Air Canada	YYZ : Toronto, ON, CA	16	18	17	0	136	136	136	0
AS : Alaska Airlines	JFK : New York-JFK, NY, US	0	0	1	1	0	0	146	185
AS : Alaska Airlines	PDX : Portland, OR, US	36	55	60	36	173	168	169	170
AS : Alaska Airlines	PSP : Palm Springs, CA, US	141	191	213	220	173	168	168	164
AS : Alaska Airlines	SEA : Seattle, WA, US	106	136	132	98	173	168	169	173
AS : Alaska Airlines	SFO : San Francisco, CA, US	0	0	20	85	0	0	153	152
B6 : JetBlue Airways	JFK : New York-JFK, NY, US	28	31	30	1	150	150	150	150
B6 : JetBlue Airways	PSP : Palm Springs, CA, US	28	31	30	1	150	150	150	150
DL : Delta Air Lines	MSP : Minneapolis/St. Paul, MN, US	28	31	30	0	160	160	160	0
DL : Delta Air Lines	PSP : Palm Springs, CA, US	125	192	139	92	88	84	81	50
DL : Delta Air Lines	SEA : Seattle, WA, US	29	36	13	0	108	137	89	0
DL : Delta Air Lines	SLC : Salt Lake City, UT, US	68	125	96	92	50	50	55	50
F9 : Frontier Airlines	DEN : Denver, CO, US	16	25	16	12	180	172	183	226
F9 : Frontier Airlines	PSP : Palm Springs, CA, US	16	25	16	12	180	172	183	226
G4 : Allegiant Air	BLI : Bellingham, WA, US	16	24	15	13	156	156	156	156
G4 : Allegiant Air	PSP : Palm Springs, CA, US	16	24	15	13	156	156	156	156
SY : Sun Country	MSP : Minneapolis/St. Paul, MN, US	34	36	27	13	156	155	156	149
SY : Sun Country	PSP : Palm Springs, CA, US	34	36	27	14	156	155	156	150
UA : United Airlines	DEN : Denver, CO, US	107	153	127	92	108	92	99	118
UA : United Airlines	IAH : Houston-Intercontinental, TX, US	56	62	45	0	73	73	81	0
UA : United Airlines	LAX : Los Angeles, CA, US	28	31	30	31	50	50	50	50
UA : United Airlines	ORD : Chicago-O'Hare, IL, US	28	31	22	0	102	129	127	0
UA : United Airlines	PSP : Palm Springs, CA, US	358	432	367	247	93	90	93	94
UA : United Airlines	SFO : San Francisco, CA, US	139	155	142	124	94	95	96	86
VX : Virgin America	JFK : New York-JFK, NY, US	4	5	3	0	146	146	159	0
VX : Virgin America	PSP : Palm Springs, CA, US	92	106	82	0	145	149	150	0
VX : Virgin America	SFO : San Francisco, CA, US	88	101	79	0	145	149	150	0
WS : WestJet	PSP : Palm Springs, CA, US	194	221	187	57	154	161	161	158
WS : WestJet	YEG : Edmonton, AB, CA	28	31	28	0	166	164	162	0
WS : WestJet	YVR : Vancouver, BC, CA	62	71	58	18	162	165	167	168
WS : WestJet	YWG : Winnipeg, MB, CA	12	14	8	0	156	159	147	0
WS : WestJet	YYC : Calgary, AB, CA	80	92	82	39	146	160	161	153
WS : WestJet	YYZ : Toronto, ON, CA	12	14	9	0	144	134	140	0
<b>Totals</b>		<b>2,567</b>	<b>3,154</b>	<b>2,788</b>	<b>1,809</b>	<b>5,224</b>	<b>5,264</b>	<b>5,512</b>	<b>3,631</b>

## PSP Average Daily Seats & Departures by Market Airline

Average Daily Departures Each Way by Market Airline						
Market Airline	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18
AA : American Airlines	18.1	18.5	19.7	16.1	13.7	13.2
AC : Air Canada	1.8	2.0	1.6	0.0	0.0	0.0
AS : Alaska Airlines	10.1	12.3	14.2	14.2	5.0	4.6
B6 : JetBlue Airways	2.0	2.0	2.0	0.1	0.0	0.0
DL : Delta Air Lines	8.9	12.4	9.3	5.9	4.5	4.0
F9 : Frontier Airlines	1.1	1.6	1.1	0.8	0.5	0.6
G4 : Allegiant Air	1.1	1.5	1.0	0.8	0.5	0.6
SY : Sun Country	2.4	2.3	1.8	0.9	0.0	0.0
UA : United Airlines	25.6	27.9	24.4	15.9	14.4	14.0
VX : Virgin America	6.6	6.8	5.5	0.0	0.0	0.0
WS : WestJet	13.9	14.3	12.4	3.7	2.0	2.0

Average Daily Seats Each Way by Market Airline						
Market Airline	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18
AA : American Airlines	2,176	2,272	1,987	1,690	1,317	1,230
AC : Air Canada	337	394	286	0	0	0
AS : Alaska Airlines	1,746	2,070	2,383	2,334	765	693
B6 : JetBlue Airways	300	300	300	10	0	0
DL : Delta Air Lines	786	1,041	747	297	252	238
F9 : Frontier Airlines	206	277	195	175	123	134
G4 : Allegiant Air	178	242	156	131	83	91
SY : Sun Country	378	360	280	130	0	0
UA : United Airlines	2,364	2,510	2,275	1,490	1,131	988
VX : Virgin America	954	1,018	822	0	0	0
WS : WestJet	2,138	2,294	2,001	580	323	327

Average Seats per Departure by Market Airline						
Market Airline	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18
AA : American Airlines	119.9	122.5	100.9	105.2	96.3	93.5
AC : Air Canada	188.6	197.2	178.6	0.0	0.0	0.0
AS : Alaska Airlines	172.8	168.0	167.8	164.4	153.0	151.4
B6 : JetBlue Airways	150.0	150.0	150.0	150.0	0.0	0.0
DL : Delta Air Lines	88.1	84.0	80.6	50.0	56.5	59.5
F9 : Frontier Airlines	180.0	171.6	182.5	225.8	230.0	230.0
G4 : Allegiant Air	156.0	156.0	156.0	156.0	156.0	156.0
SY : Sun Country	155.6	155.2	155.6	149.3	0.0	0.0
UA : United Airlines	92.4	90.1	93.1	93.5	78.4	70.6
VX : Virgin America	145.2	148.9	150.3	0.0	0.0	0.0
WS : WestJet	154.3	160.5	161.4	157.8	161.7	163.7





February 2018 Departures by Aircraft Type

Average Daily Opportunities

Market Airline	Aircraft Type	# of Flights	# of Seats	Average Daily Flight Opportunities	Average Daily Seat Opportunities
AA : American Airlines	A319	28	3,584	0.9	128
AA : American Airlines	B737-800 Winglets Pax/BBJ2	260	41,600	8.4	1,486
AA : American Airlines	CRJ-700	164	11,480	5.3	410
AA : American Airlines	CRJ-900	56	4,256	1.8	152
AC : Air Canada	A319	32	4,352	1.0	155
AC : Air Canada	B767-300 Passenger	18	5,076	0.6	181
AS : Alaska Airlines	B737-700 Passenger	14	1,736	0.5	62
AS : Alaska Airlines	B737-800 Winglets Pax/BBJ2	38	6,042	1.2	216
AS : Alaska Airlines	B737-900 Passenger	18	3,204	0.6	114
AS : Alaska Airlines	B737-900 Winglets Pax/BBJ3	213	37,914	6.9	1,354
B6 : JetBlue Airways	A320	56	8,400	1.8	300
DL : Delta Air Lines	A320	30	4,800	1.0	171
DL : Delta Air Lines	B737-800 Passenger	48	7,680	1.5	274
DL : Delta Air Lines	CRJ	136	6,800	4.4	243
DL : Delta Air Lines	E-175	36	2,736	1.2	98
F9 : Frontier Airlines	A320	32	5,760	1.0	206
G4 : Allegiant Air	A319	32	4,992	1.0	178
SY : Sun Country	B737-700 Passenger	20	2,520	0.6	90
SY : Sun Country	B737-800 Passenger	48	8,064	1.5	288
UA : United Airlines	A319	100	12,800	3.2	457
UA : United Airlines	A320	4	600	0.1	21
UA : United Airlines	B737-800 Passenger	29	4,814	0.9	172
UA : United Airlines	B737-900 Passenger	82	14,678	2.6	524
UA : United Airlines	CRJ-200	158	7,900	5.1	282
UA : United Airlines	CRJ-700	112	7,840	3.6	280
UA : United Airlines	E-175 Enhanced Winglets	231	17,556	7.5	627
VX : Virgin America	A319	20	2,380	0.6	85
VX : Virgin America	A320	162	23,964	5.2	856
VX : Virgin America	A321	2	370	0.1	13
WS : WestJet	B737-600	14	1,582	0.5	57
WS : WestJet	B737-700 Winglets Pax/BBJ1	134	17,956	4.3	641
WS : WestJet	B737-800 Winglets Pax/BBJ2	240	40,320	7.7	1,440

## November 2017- Load Factor Report

Average Daily Departures Each Way (DDEW) by Market Airline						
Market Airline	Seats Available	Onboards	Load Factor 2017	Load Factor 2016	Departures	Average Departures Per Day
AA : American Airlines	24,330	20,671	87.05	81.27	235.5	7.9
AS : Alaska Airlines	19,716	16,787	85.04	82.17	113	3.8
B6 : JetBlue Airways	2,100	1,846	87.88	85.53	14	0.5
DL : Delta Air Lines	3,650	3,244	88.86	85.46	73	2.4
F9 : Frontier Airlines	2,070	1,628	78.65	N/A	12	0.4
G4 : Allegiant Air	2,496	2,148	86.04	85.53	16	0.5
SY : Sun Country	3,300	2,216	67.14	71.51	21	0.7
UA : United Airlines	37,154	27,731	78.77	85.70	350	11.7
VX : Virgin America	12,600	8,296	67.97	63.17	86	2.9

