



BOARD AND JPA MEETING

Friday, May 21, 2021

R

RENAISSANCE®

ESMERALDA RESORT & SPA
INDIAN WELLS



CALL TO ORDER

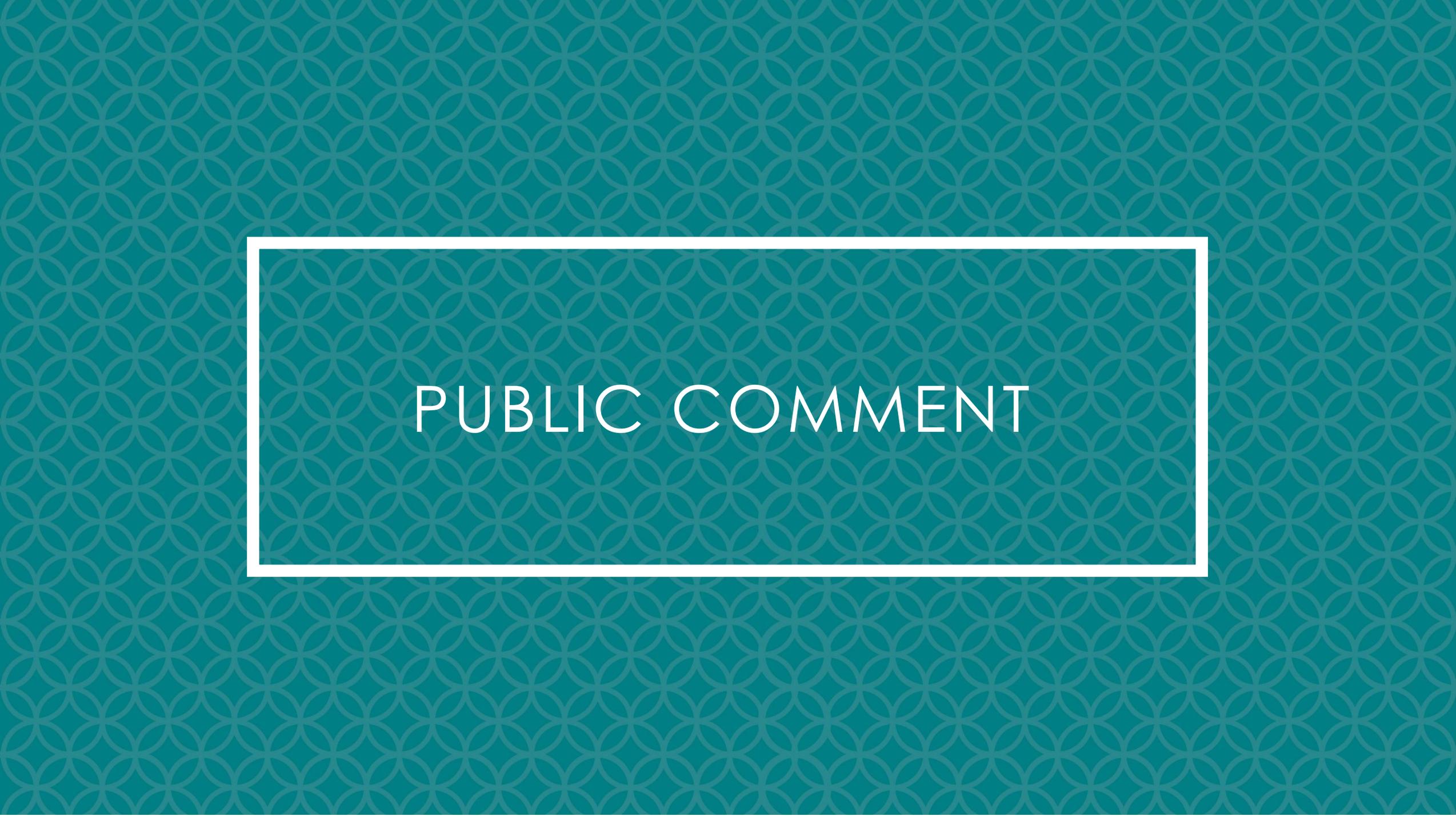
ROLL CALL

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



CONFIRMATION OF AGENDA

(NO VOTE REQUIRED)



PUBLIC COMMENT

MIKE MCGUIRE,
CALIFORNIA STATE SENATOR

ERIN FRANCIS-CUMMINGS,
PRESIDENT & CEO
DESTINATION ANALYSTS



GREATER PALM SPRINGS
CONSUMER SENTIMENT
RESEARCH

PRESENTATION OF FINDINGS

May 2021

RESEARCH METHODOLOGY

Online Survey of Leisure Travelers in Key Markets.

Respondents were screened for the following requirements:

- Adults age 18+
- Residents of target geographic markets
- Took at least two (2) overnight leisure trip (50-miles or more away from home) in the past 2 years in which AT LEAST 2 nights were spent away from home
- Plans to take at least two (2) such trips in the next 2 years
- Neutral, Interested or Very interested in desert destinations

Survey fielded: April 12th – May 2nd, 2021

DMA	Sample Size
Los Angeles County	300
San Francisco-Bay Area	300
Phoenix	300
Las Vegas	300
Denver	300
Dallas	300
St. Louis	300
New York City	300
TOTAL SAMPLE	2,400

RESEARCH OVERVIEW & OBJECTIVES

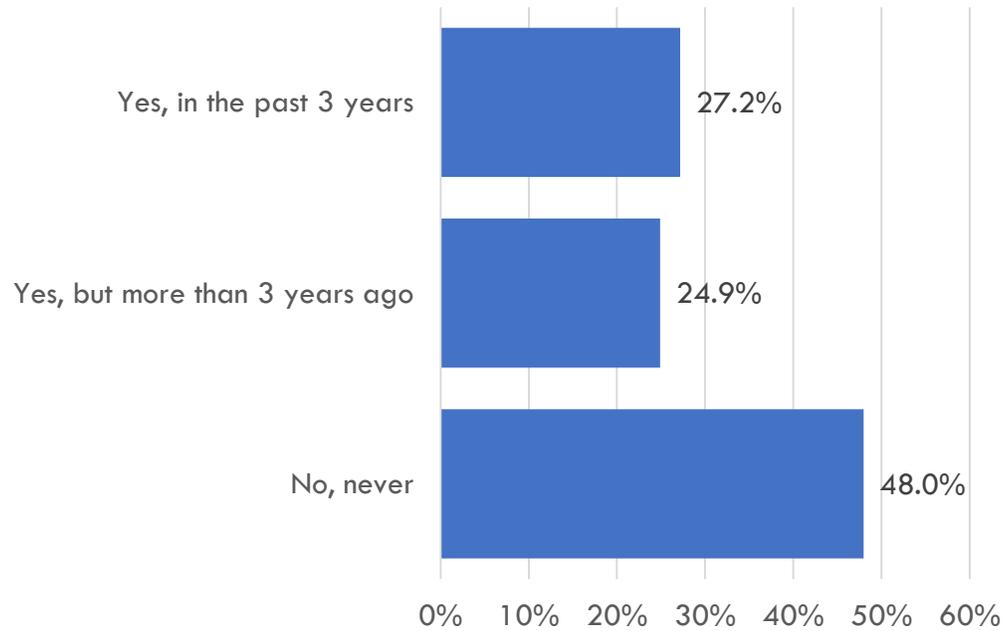
The primary objective of this research: to explore current perceptions, aspirations and plans to visit Greater Palm Springs.

- Identify key travel motivators and sources of inspiration
- Benchmark awareness, familiarity, appeal and likelihood to visit
- Measure future travel intentions



THE GREATER PALM SPRINGS
LEISURE DESTINATION BRAND

PAST VISITATION TO GREATER PALM SPRINGS

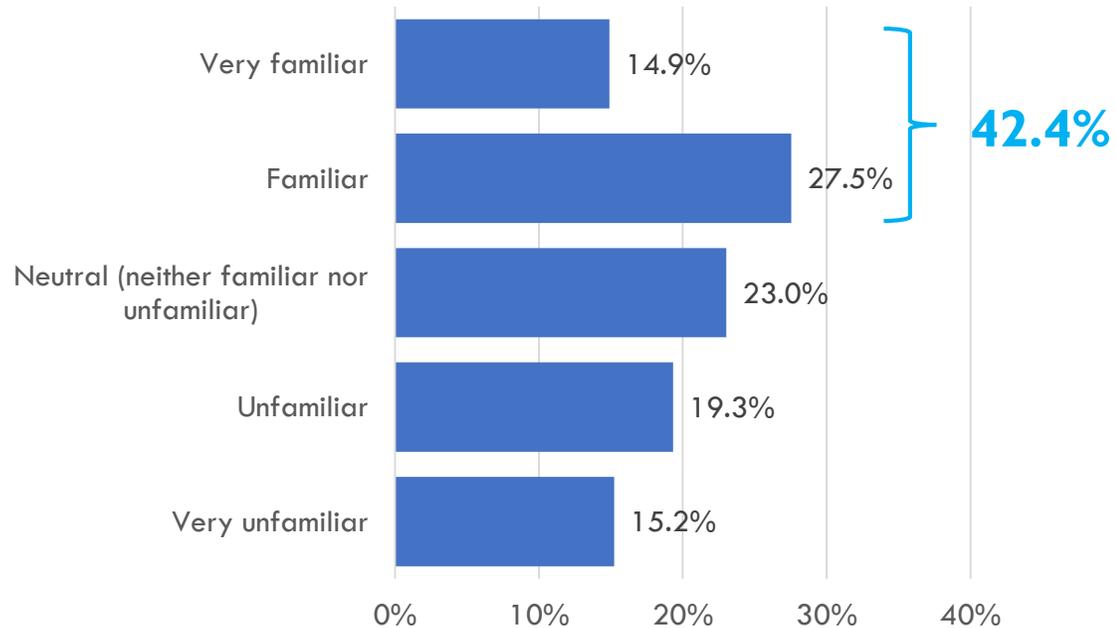


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Yes, in the past 3 years	46.9%	24.0%	23.4%	30.7%	12.4%	24.5%	6.9%	20.3%
Yes, but more than 3 years ago	28.9%	36.4%	37.4%	26.1%	26.5%	22.8%	17.8%	17.7%
No, never	24.1%	39.6%	39.3%	43.1%	61.1%	52.6%	75.3%	62.0%
Base	311	313	321	306	306	302	304	300

Q: Have you visited the Greater Palm Springs region before? (Select one)
 Base: All respondents

FAMILIARITY WITH GREATER PALM SPRINGS

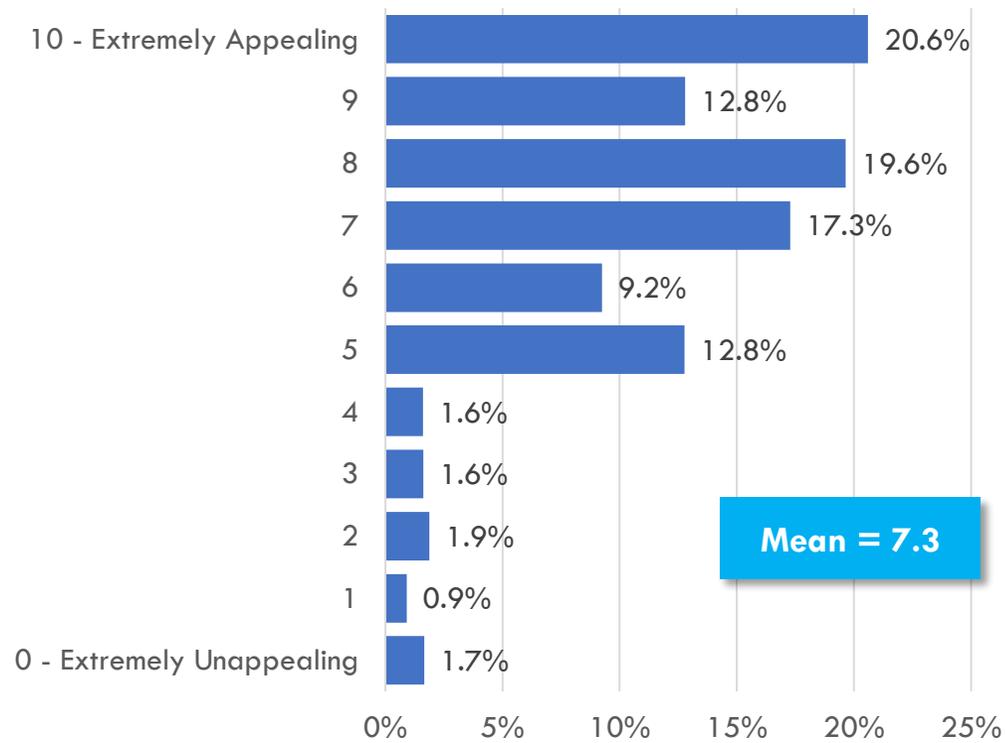


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Top-Two	48.2%	32.5%	38.0%	42.1%	29.1%	46.3%	18.8%	47.3%
Bottom-Two	22.8%	35.8%	39.0%	35.0%	46.7%	35.1%	59.8%	35.3%
Base	311	313	321	306	306	302	304	300

Q: How familiar are you with the things to see and do in the Greater Palm Springs region? (Select one)
 Base: All respondents

APPEAL OF GREATER PALM SPRINGS AS A LEISURE DESTINATION

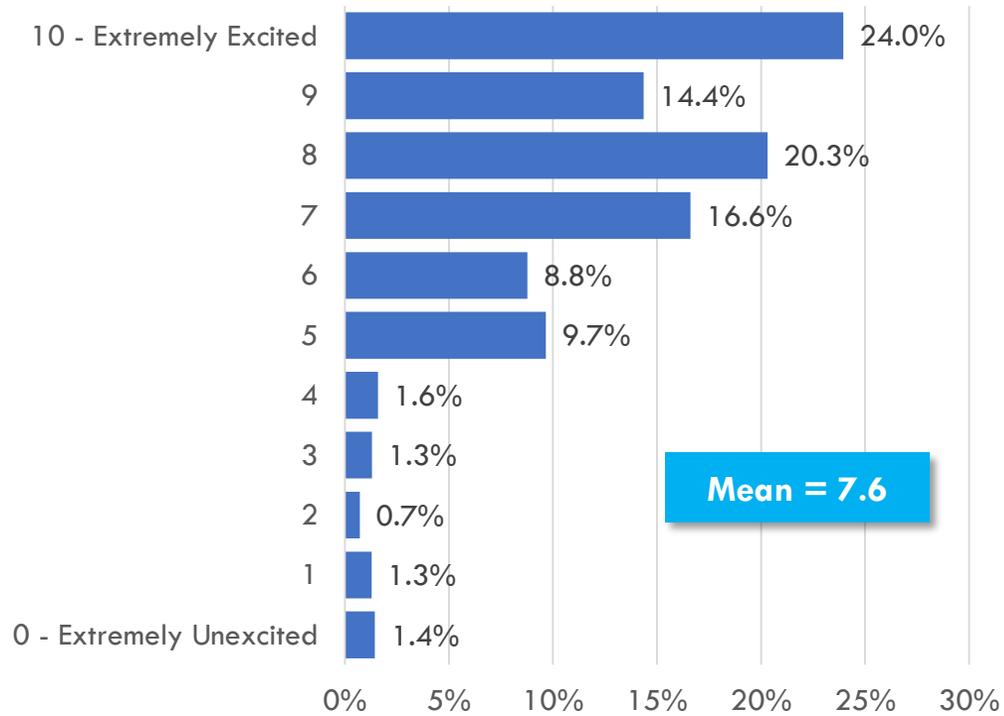


Q: Given what you currently know, how appealing do you find the Greater Palm Springs area as a place to visit for leisure? (Select one) Base: All respondents

Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Top-Two	33.8%	21.4%	13.8%	17.5%	25.5%	41.1%	22.4%	29.3%
Mean	7.5	6.9	6.9	7.0	6.8	7.9	6.7	7.6
Base	311	313	321	306	306	302	304	300

EXCITEMENT TO VISIT GREATER PALM SPRINGS

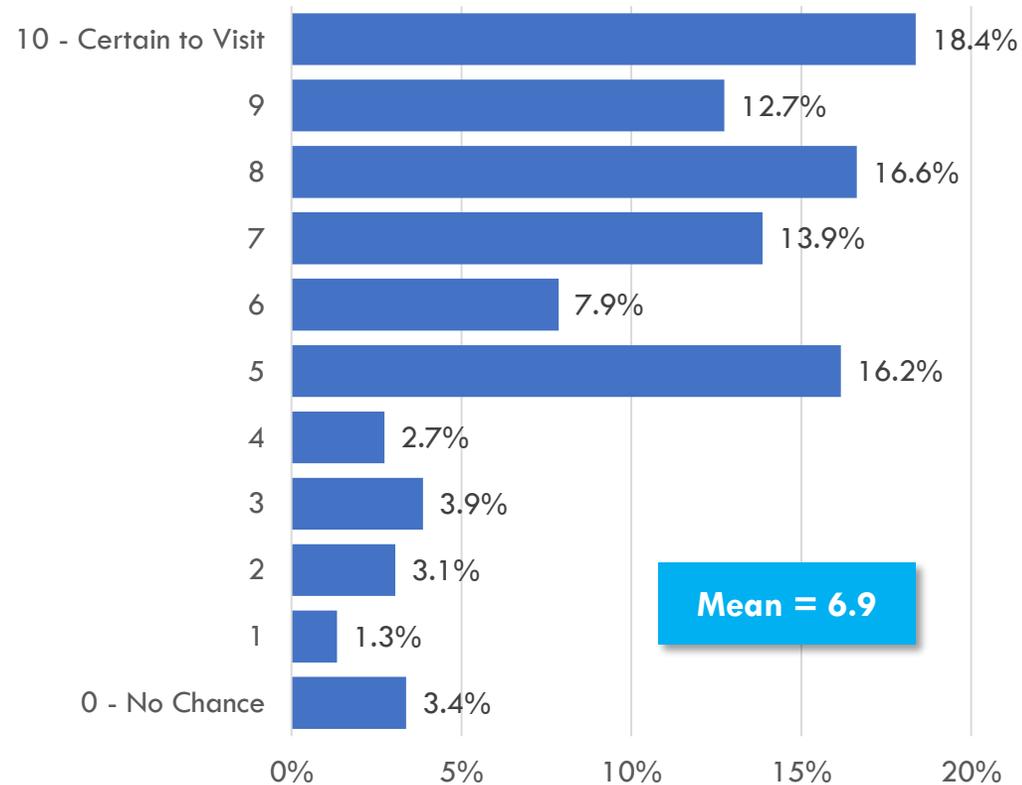


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Top-Two	33.8%	27.2%	33.6%	36.6%	35.3%	50.0%	34.8%	43.4%
Mean	7.6	7.3	7.2	7.3	7.3	8.2	7.3	7.8
Base	311	313	321	306	306	302	304	300

Q: If your traveling companion asked you to take a trip to the Greater Palm Springs area for leisure, how excited would you be? (Select one) Base: All respondents

LIKELIHOOD TO VISIT GREATER PALM SPRINGS (NEXT 3 YEARS)

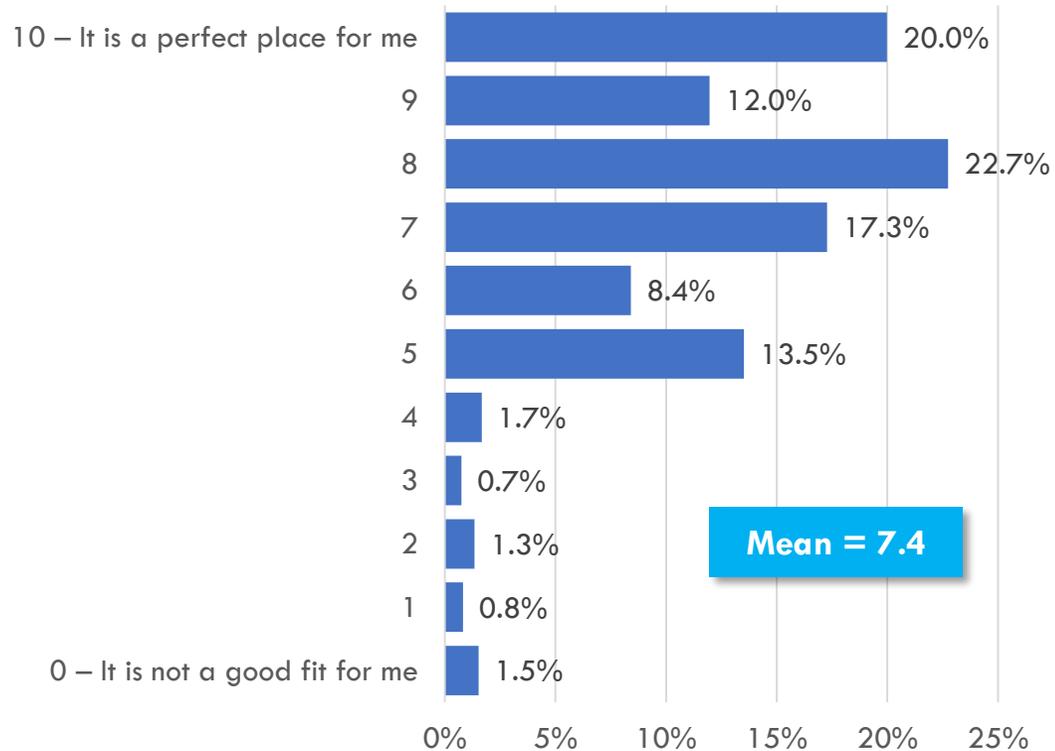


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Top-Two	37.6%	22.7%	24.9%	31.3%	16.6%	39.8%	12.8%	32.7%
Mean	7.5	6.6	6.4	6.8	5.9	7.3	5.3	6.9
Base	311	313	321	306	306	302	304	300

Q: How likely are you to visit the Greater Palm Springs area for leisure in the next three (3) years? (Select one) Base: All respondents

PERSONAL ALIGNMENT WITH THE GREATER PALM SPRINGS DESTINATION BRAND



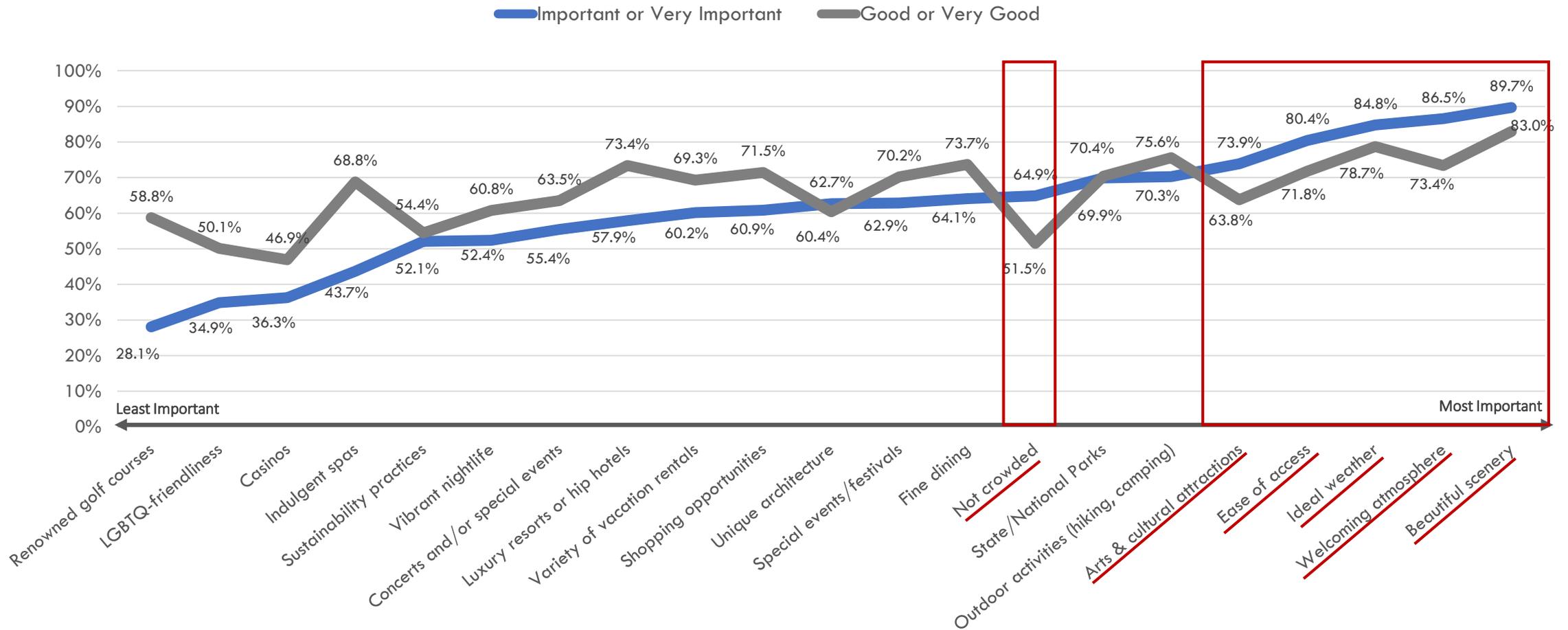
Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Top-Two	27.9%	18.9%	24.9%	32.7%	27.1%	44.4%	22.4%	38.0%
Mean	7.5	7.0	7.0	7.2	6.9	8.0	6.8	7.6
Base	311	313	321	306	306	302	304	300

Q: To what degree is the Greater Palm Springs area an ideal place to visit for travelers like you?
 Base: All respondents

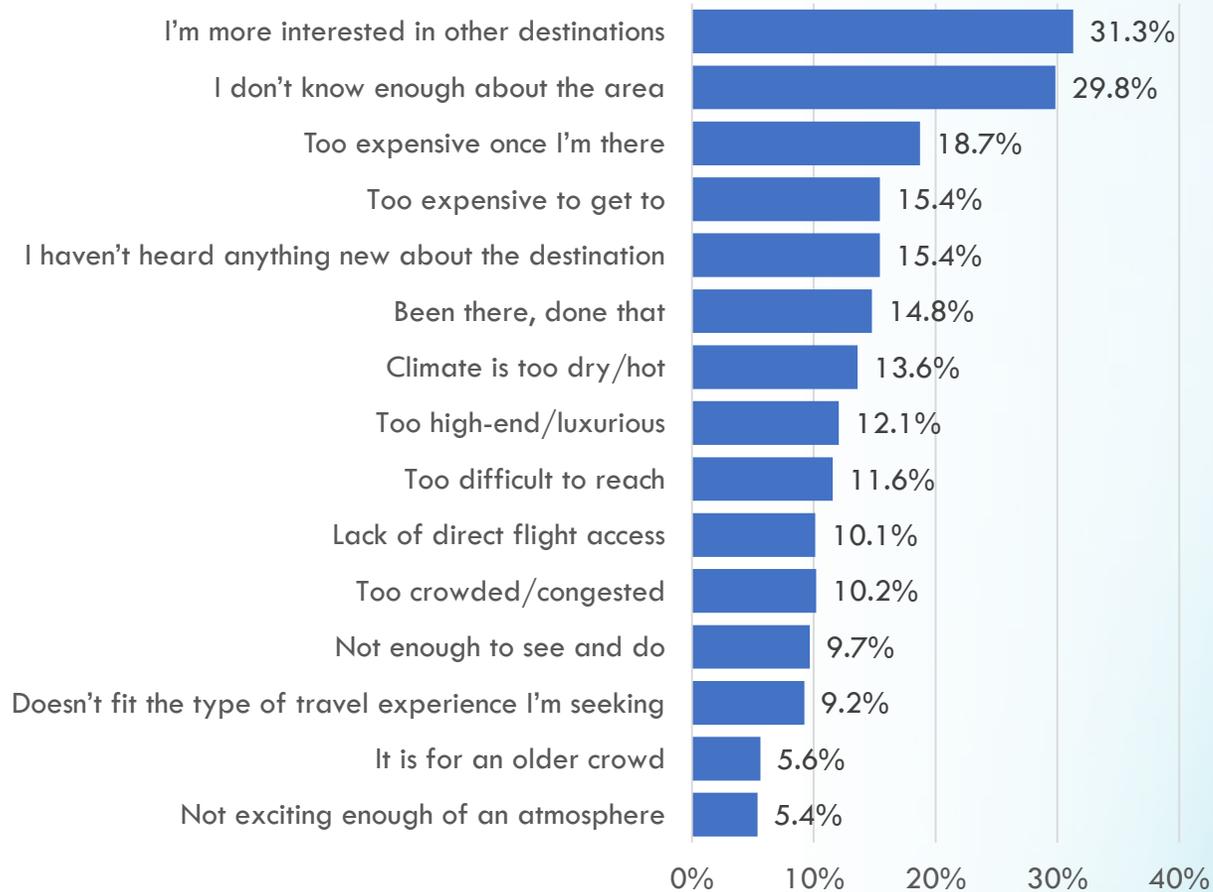
ATTRIBUTE RATING VS. IMPORTANCE TO DESTINATION SELECTION

BASE: ALL RESPONDENTS



Q1: Please rate the Greater Palm Springs region as a leisure destination for the following attributes using the scale below. Even if you are unfamiliar with the Greater Palm Springs region, please answer based on your current perception. Q2: How important would each generally be in selecting a destination you would visit for leisure? Please use the scale below.

DETERRENTS TO VISITING GREATER PALM SPRINGS



Q: Which are reasons you have not visited the Greater Palm Springs area more often? (Select all that apply)
Base: All respondents



A person is seen from behind, sitting in the driver's seat of a convertible car. They are holding up a large, multi-colored flag (red, white, blue, and purple) that is billowing in the wind. The background is a dramatic sunset sky with orange and yellow clouds. The car's interior, including the steering wheel and dashboard, is visible in the foreground.

PROFILE OF THE
HIGH POTENTIAL VISITOR TO
GREATER PALM SPRINGS

A blurred background image showing two people relaxing on lounge chairs by a pool. The person on the left is wearing a straw hat, and the person on the right is wearing a grey hat. Palm trees and a building are visible in the background.

IDENTIFYING PALM SPRINGS' HIGH POTENTIAL VISITORS

IDENTIFYING PALM SPRINGS' HIGH POTENTIAL VISITORS

**High
Potential**

=

Overall

Top 3 Box

To what degree is the Greater Palm Springs area an ideal place to visit for travelers like you?

&

2021

When would you be MOST LIKELY to visit the Greater Palm Springs region for leisure? (Select one)

By Market

Top 3 Box

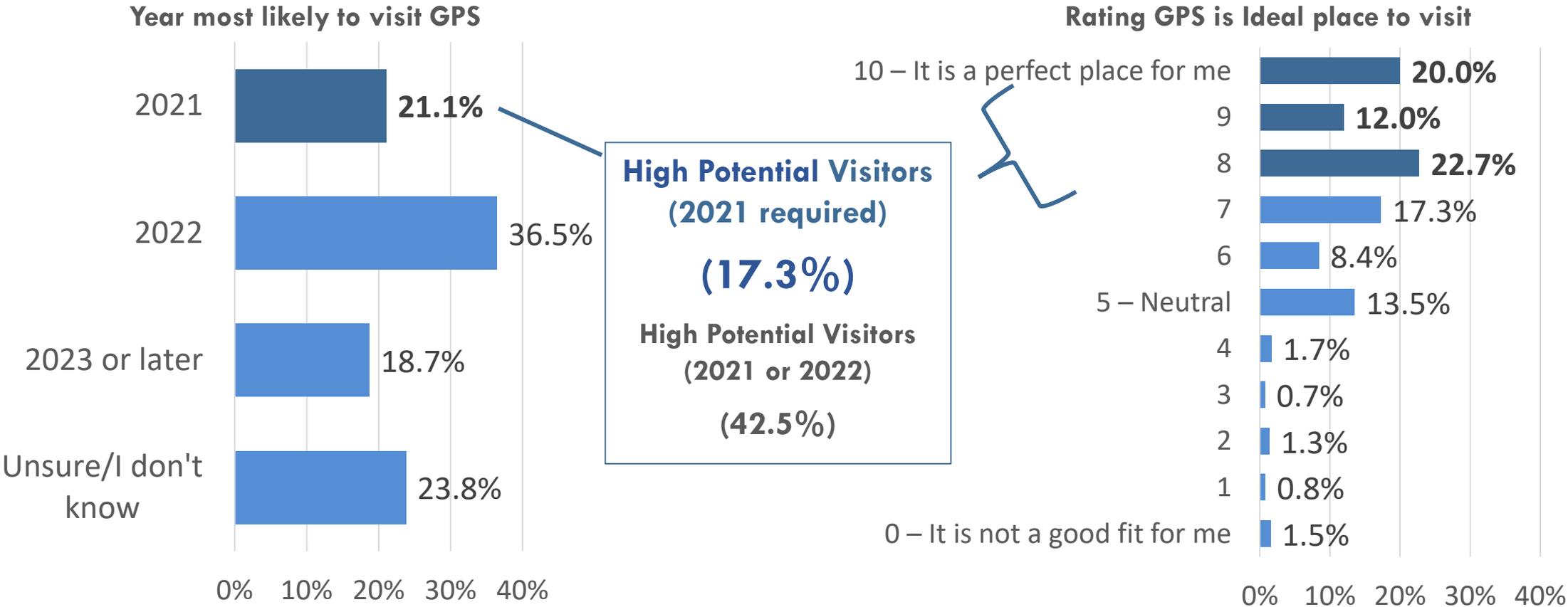
To what degree is the Greater Palm Springs area an ideal place to visit for travelers like you?

&

2021 or 2022

When would you be MOST LIKELY to visit the Greater Palm Springs region for leisure? (Select one)

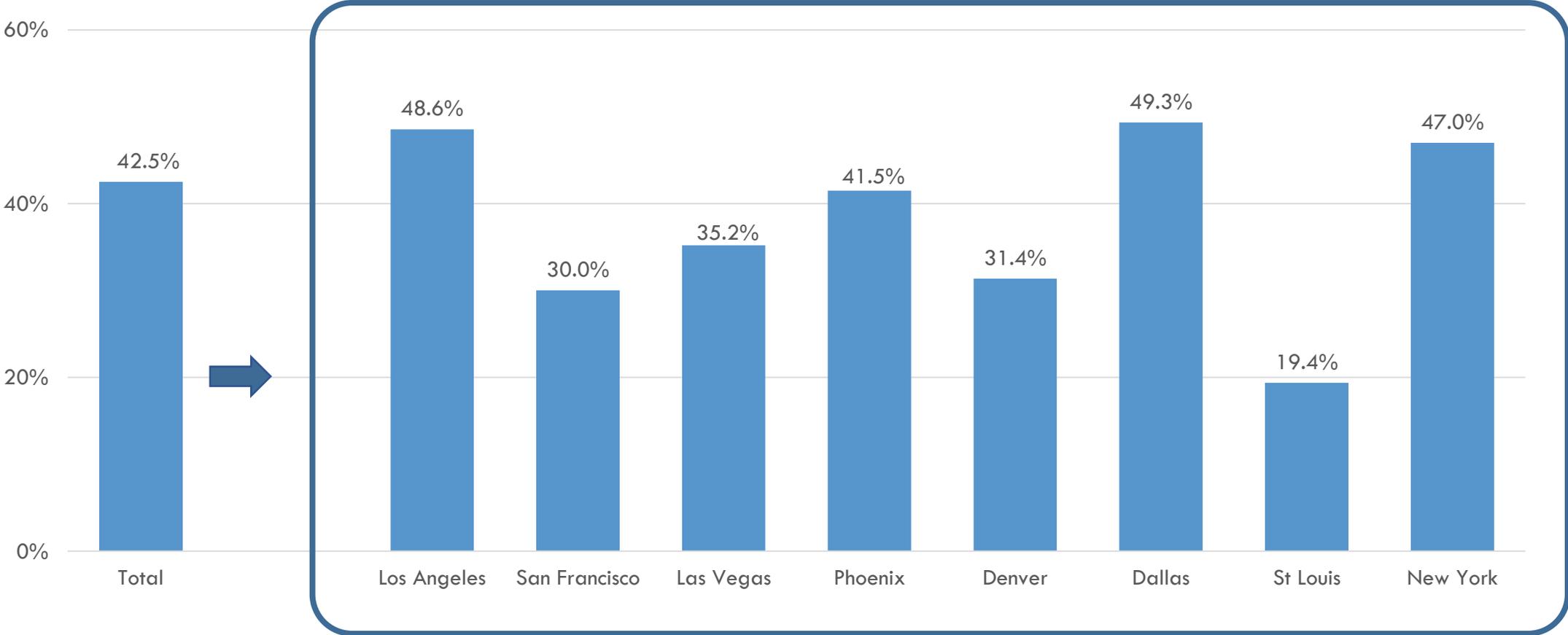
HIGH POTENTIAL IDENTIFICATION



HIGH POTENTIAL VISITORS BY MARKET

Figure: High Potential Visitors by Market

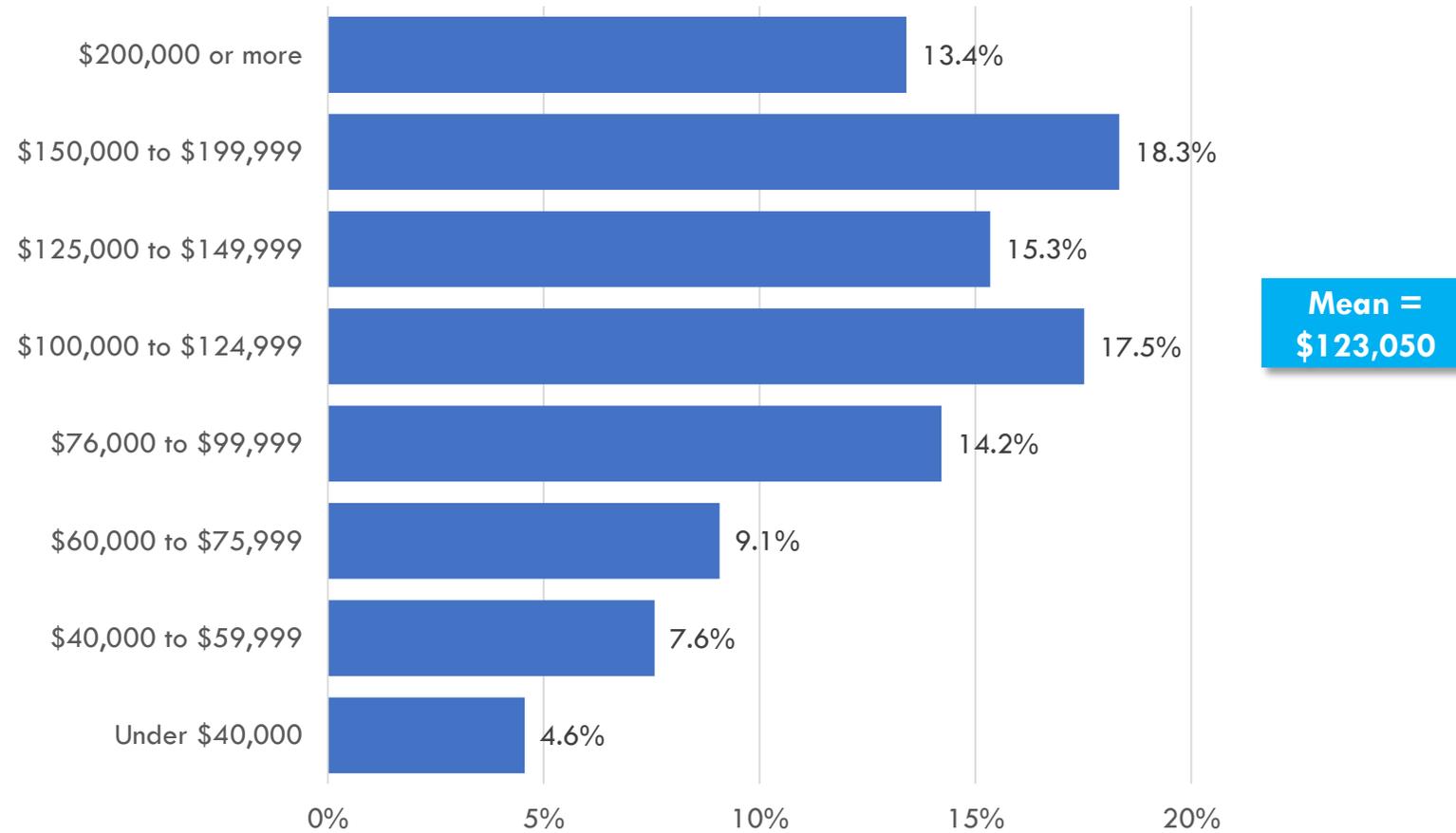
% of each segment that gave GPS a Top 3 Box rating and most likely to visit in 2021 or 2022





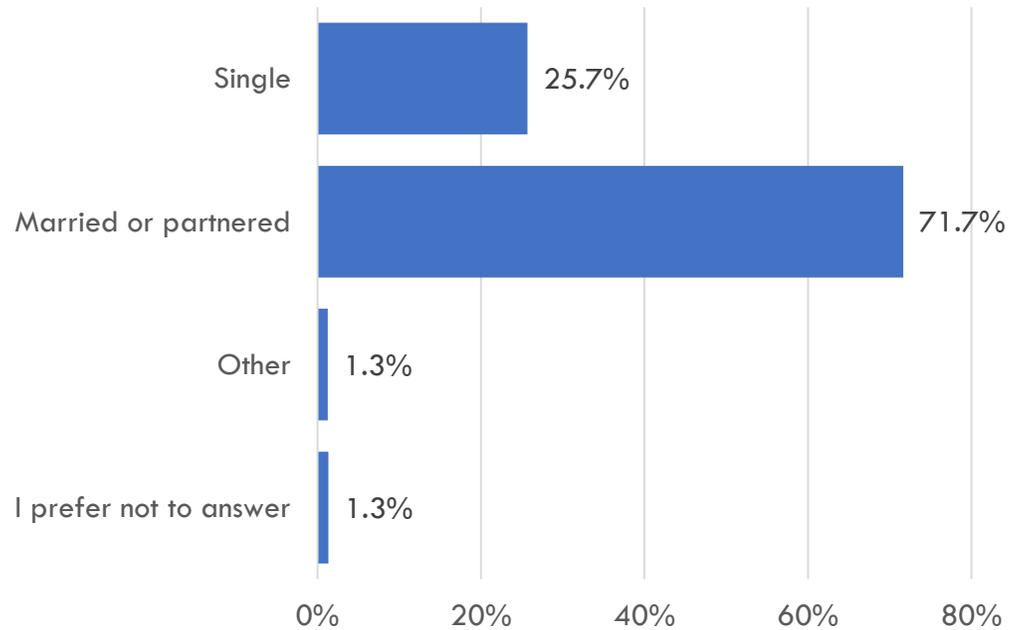
**HIGH POTENTIAL VISITORS FOR 2021:
WHO ARE THEY?**

COMBINED ANNUAL HOUSEHOLD INCOME



Q: Which best describes the combined annual income of all members of your household? (Select one) Base: High Potential Visitor 2021/2022

MARITAL STATUS

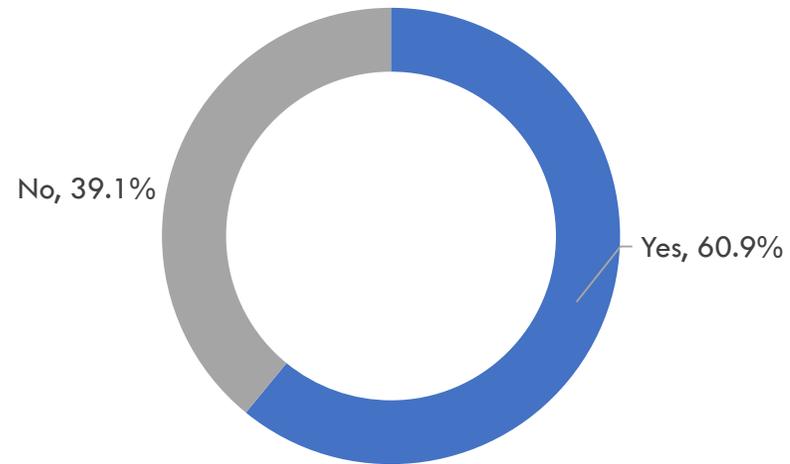


Q: Which of the following best describes your current marital status? (Select one)
 Base: High Potential Visitor 2021/2022

Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Single	37.1%	35.1%	29.2%	26.0%	14.6%	14.1%	27.1%	20.6%
Married or partnered	58.3%	63.8%	68.1%	69.3%	78.1%	84.6%	71.2%	78.7%
Other	2.0%	1.1%	1.8%	3.1%	4.2%	0.7%	1.7%	0.0%
I prefer not to answer	2.6%	0.0%	0.9%	1.6%	3.1%	0.7%	0.0%	0.7%
Base	151	94	113	127	96	149	59	141

CHILDREN IN HOUSEHOLD



Q: Do you have children under the age of 18 in your home?
Base: High Potential Visitor 2021/2022

Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
Yes	49.7%	47.9%	46.0%	53.5%	70.8%	77.9%	50.8%	68.1%
No	50.3%	52.1%	54.0%	46.5%	29.2%	22.1%	49.2%	31.9%
Base	151	94	113	127	96	149	59	141

**Please think specifically
about Southern California.**

**Name one destination in
this region that you most
want to visit in the next
two years.**



GREATER PALM SPRINGS COMPETITIVE SITUATION: MOST DESIRED SOUTHERN CALIFORNIA DESTINATION



Q: Please think specifically about Southern California. Name one destination in this region that you most want to visit in the next two years Base: High Potential Visitor 2021/2022

TOP-OF-MIND REASONS TO VISIT GREATER PALM SPRINGS

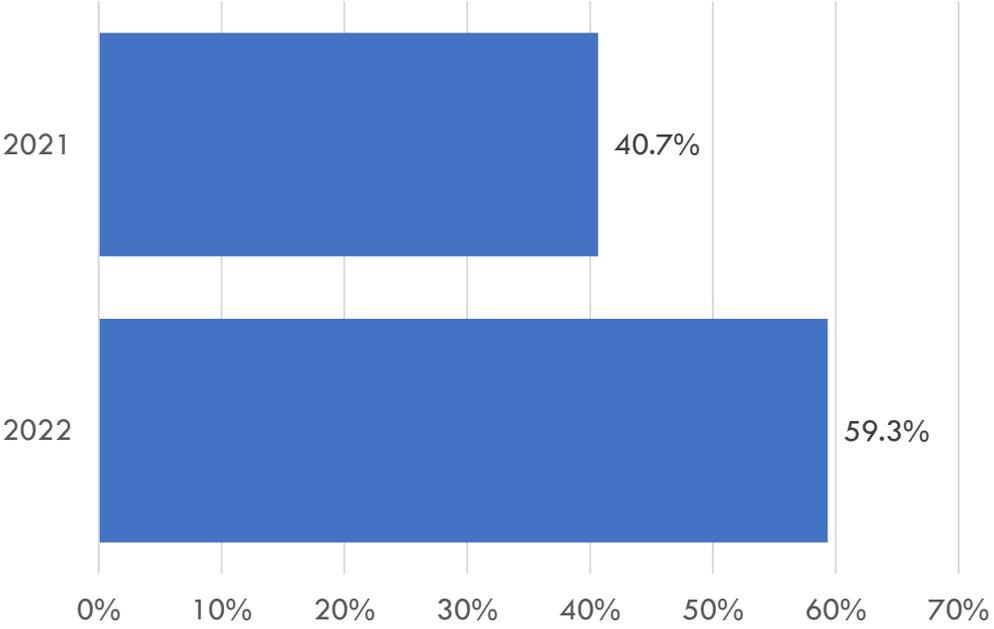


Q: Briefly describe what about the Greater Palm Springs region makes you to want to visit there. Even if you are unfamiliar with the Greater Palm Springs area, answer based on your current perceptions. Base: High Potential Visitor 2021/2022

A desert landscape featuring several Joshua trees in the foreground and a large, craggy rock formation on the right. The sky is filled with soft, wispy clouds, and the overall lighting suggests a late afternoon or early morning setting. The text is overlaid on a semi-transparent dark blue-grey background.

**HIGH POTENTIAL VISITOR 2021 /22:
DESIRED GREATER PALM SPRINGS
TRIP EXPERIENCE**

TIMING OF NEXT LIKELY TRIP TO GREATER PALM SPRINGS

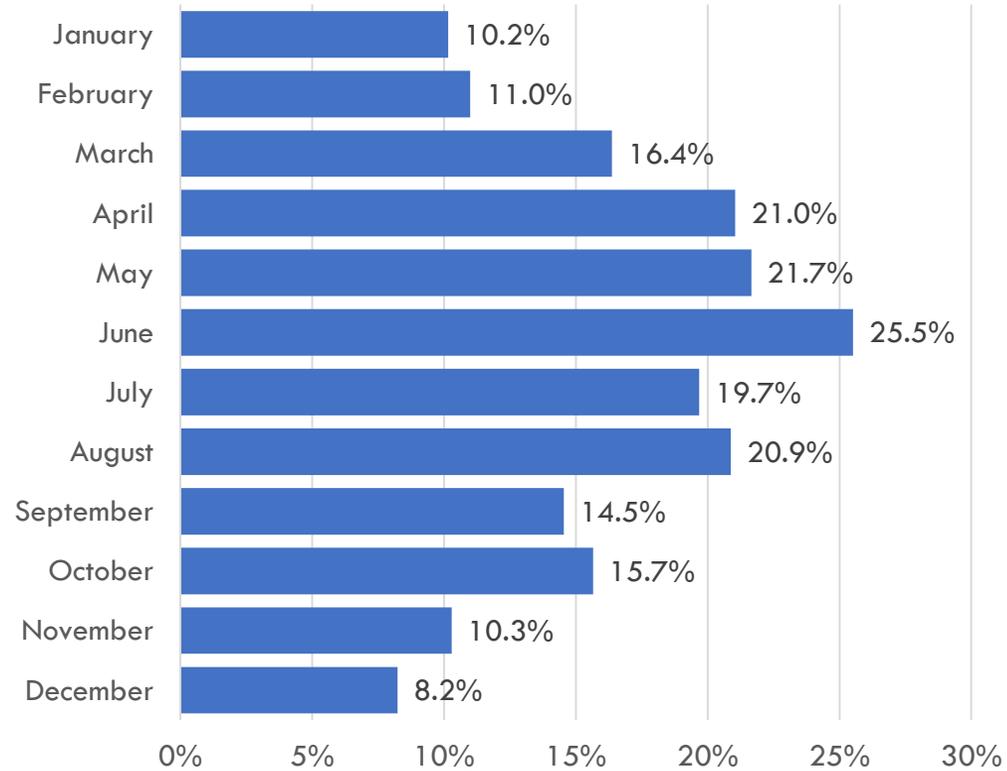


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
2021	54.3%	34.0%	40.7%	49.6%	41.7%	41.6%	25.4%	29.8%
2022	45.7%	66.0%	59.3%	50.4%	58.3%	58.4%	74.6%	70.2%
Base	151	94	113	127	96	149	59	141

Q: When would you be MOST LIKELY to visit the Greater Palm Springs region for leisure? (Select one)
 Base: High Potential Visitor 2021/2022

MONTH OF LIKELY TRIP TO GREATER PALM SPRINGS

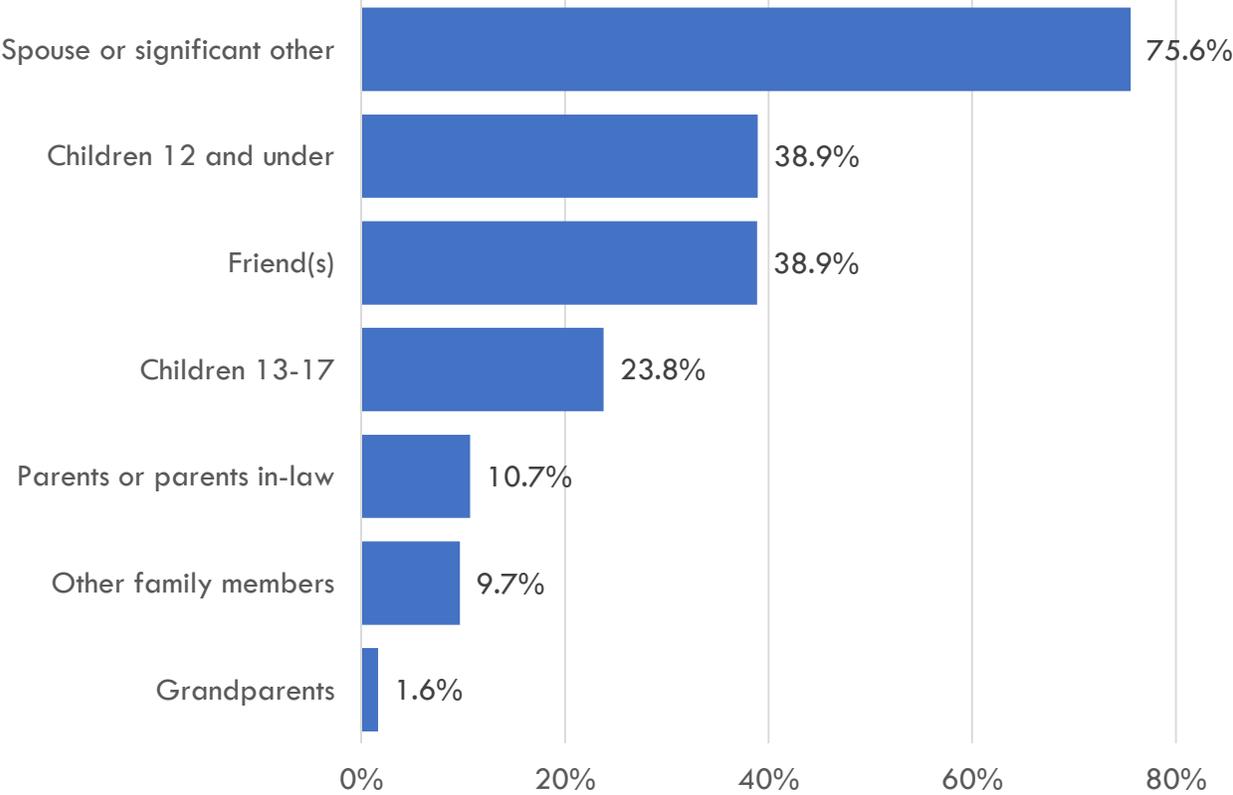


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
January	10.6%	12.8%	4.4%	4.7%	3.1%	5.4%	6.8%	14.2%
February	13.2%	16.0%	8.8%	11.0%	9.4%	7.4%	11.9%	9.9%
March	19.9%	19.1%	15.9%	11.8%	18.8%	17.4%	15.3%	13.5%
April	25.8%	29.8%	23.9%	15.0%	18.8%	18.1%	27.1%	17.7%
May	30.5%	17.0%	28.3%	19.7%	17.7%	14.8%	20.3%	19.1%
June	38.4%	22.3%	28.3%	23.6%	16.7%	16.8%	23.7%	21.3%
July	29.8%	20.2%	19.5%	16.5%	19.8%	18.1%	13.6%	13.5%
August	28.5%	18.1%	21.2%	17.3%	24.0%	22.1%	18.6%	15.6%
September	19.9%	20.2%	24.8%	25.2%	16.7%	8.1%	16.9%	7.8%
October	19.2%	19.1%	23.0%	32.3%	21.9%	7.4%	13.6%	9.9%
November	14.6%	14.9%	15.0%	19.7%	17.7%	10.1%	11.9%	2.1%
December	12.6%	8.5%	8.8%	11.8%	9.4%	8.1%	11.9%	3.5%
Base	151	94	113	127	96	149	59	141

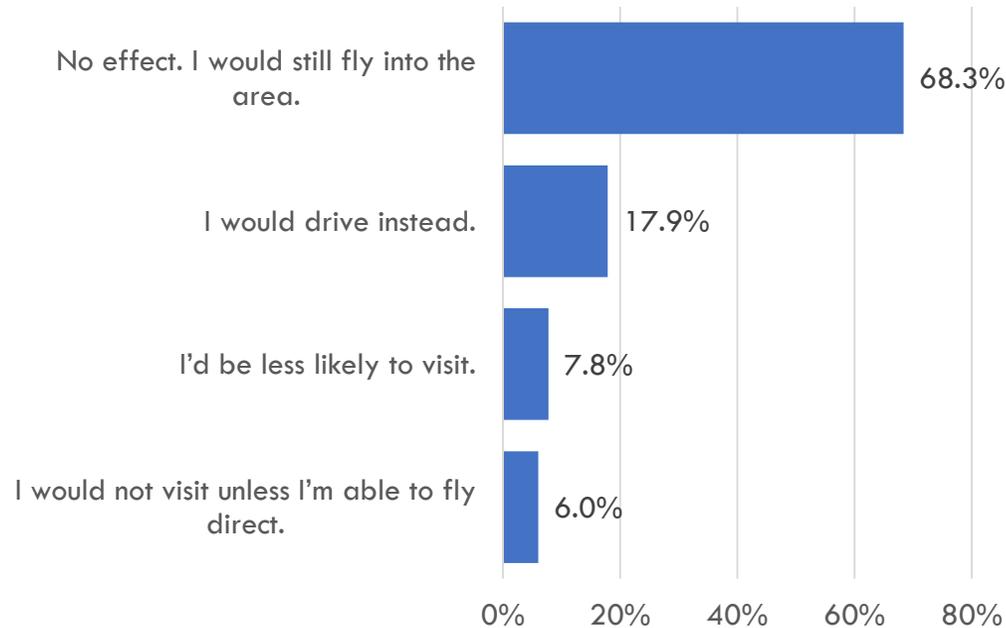
Q: In which month(s) would you most likely visit the Greater Palm Springs region? (Select all that apply) Base: High Potential Visitor 2021/2022

TRAVEL PARTY COMPOSITION



Q: Who would you take this trip to the Greater Palm Springs region with? (Select all that apply)
Base: High Potential Visitor 2021/2022

EFFECT OF NO DIRECT FLIGHT ACCESS INTO GREATER PALM SPRINGS

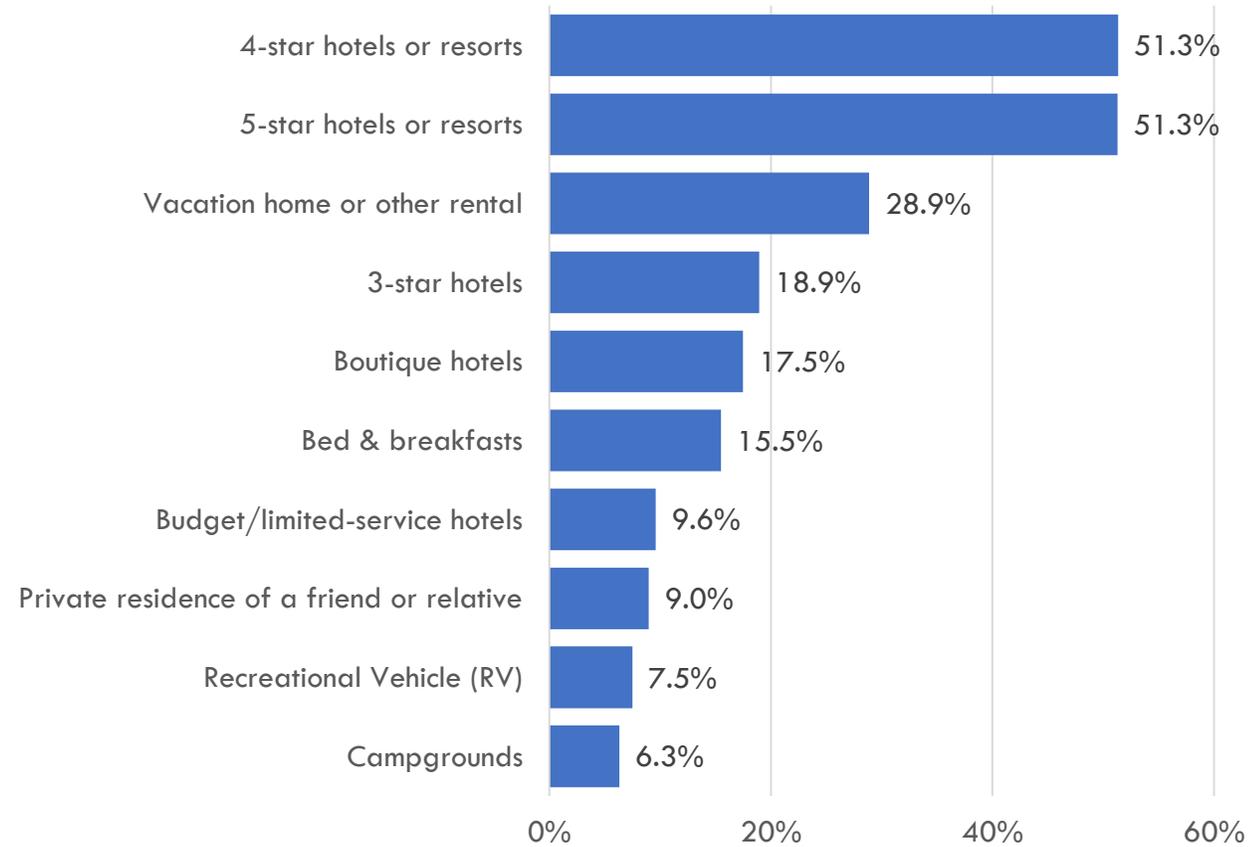


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
No effect. I would still fly into the area.	63.2%	48.3%	77.8%	38.6%	68.5%	65.6%	80.5%	75.0%
I would drive instead.	26.3%	6.9%	16.7%	52.3%	18.5%	20.0%	9.8%	13.0%
I'd be less likely to visit.	5.3%	27.6%	0.0%	2.3%	11.1%	7.8%	7.3%	6.5%
I would not visit unless I'm able to fly direct.	5.3%	17.2%	5.6%	6.8%	1.9%	6.7%	2.4%	5.4%
Base	19	29	18	44	54	90	41	92

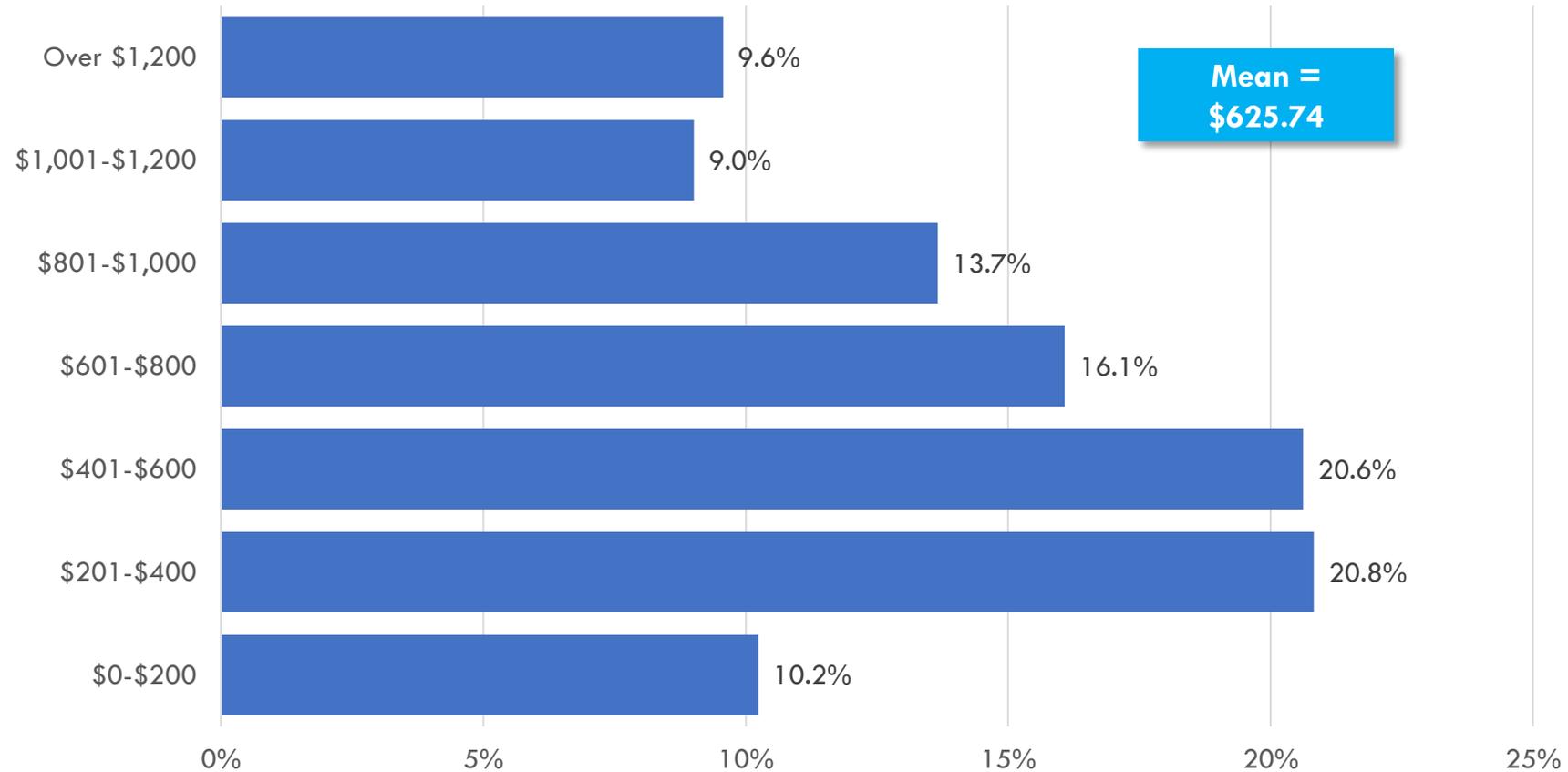
Q: If your flight to the Greater Palm Springs area had one stop (i.e. it was not a direct flight) how would this affect your likelihood of visiting? Base: High Potential Visitor 2021/2022

PREFERRED GREATER PALM SPRINGS LODGING



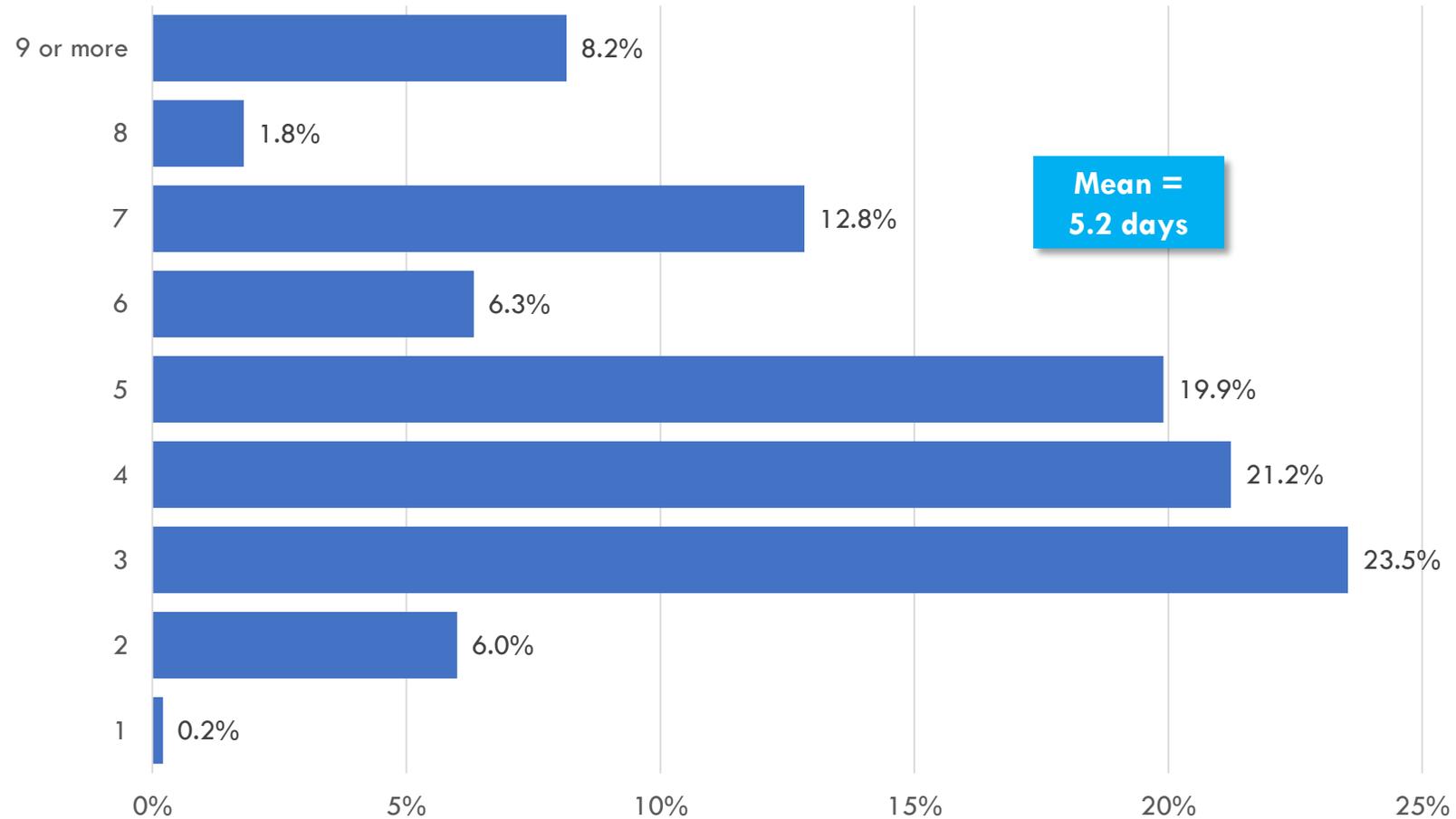
Q: Where would you most likely stay during this trip? (Select all that apply)
Base: High Potential Visitor 2021/2022

EXPECTED DAILY IN-MARKET SPENDING



Q: How much would you likely spend PER DAY for all your purchases (hotel, food, transportation, shopping, entertainment, etc.) while in the Greater Palm Springs region? Base: High Potential Visitor 2021/2022

LENGTH OF GREATER PALM SPRINGS TRIP

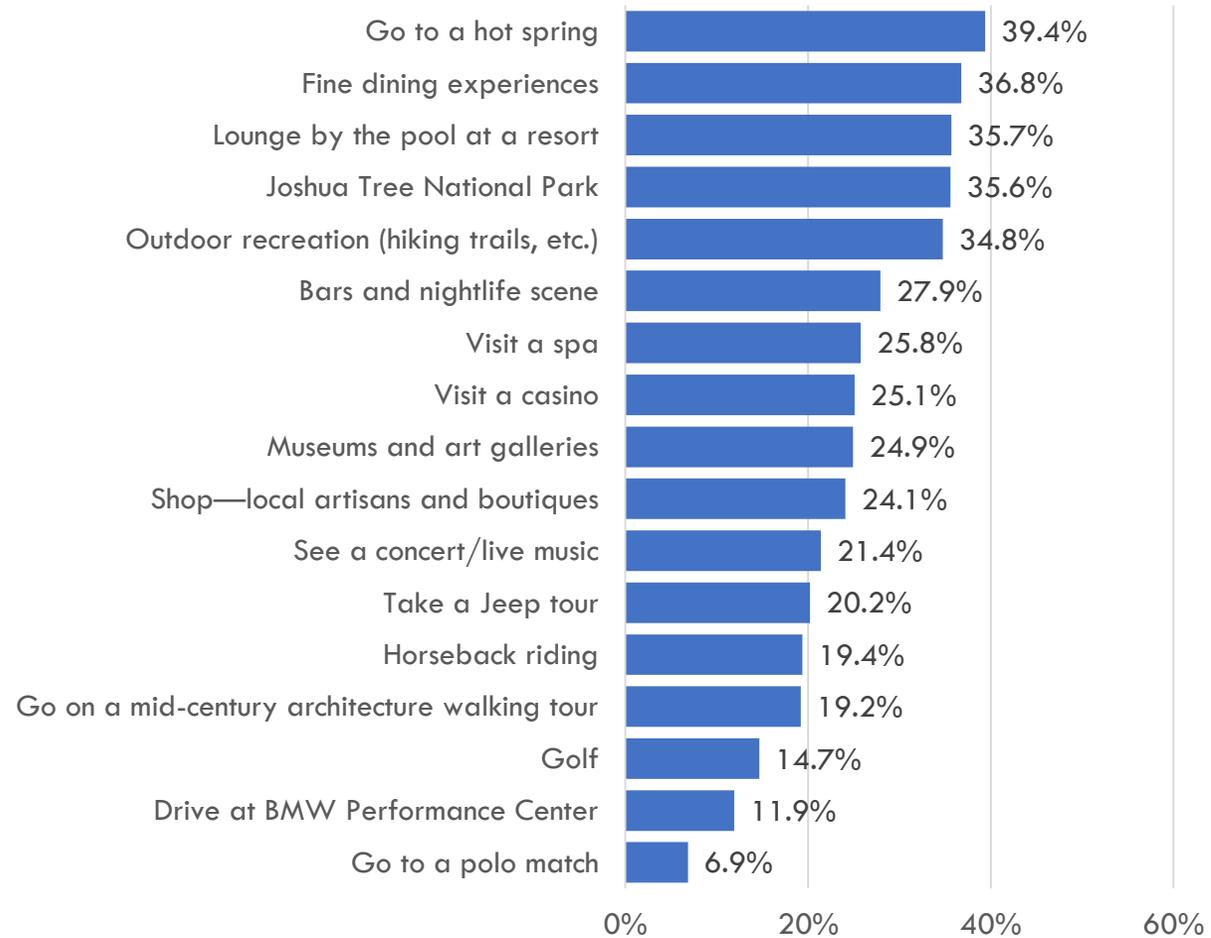


TOP 3 CITIES BY LENGTH OF STAY:

- NEW YORK
- DALLAS
- DENVER

Q: How many days would you spend in the Greater Palm Springs region?
(Select one) Base: High Potential Visitor 2021/2022

GREATER PALM SPRINGS ACTIVITIES & EXPERIENCES DESIRED



Q: If you visited the Greater Palm Springs region, which would you most want to do?
(Select at most 5) Base: High Potential Visitor 2021/2022

DESIRED EMOTIONAL STATES

INTERESTED/INTRIGUED/CURIOUS
COMFORTABLE/CONTENT/SATISFIED
ADVENTURE/ADVENTUROUS
SERENE/TRANQUIL/PEACEFUL
GOOD/GREAT/EXCELLENT
REFRESHED/REJUVENATED/REVITALIZED
CALM/RELAXED/STRESS FREE
AMAZED/ASTONISHMENT/AWESTRUCK
PAMPERED/INDULGENT/LUXURIOUS
BEAUTIFUL/GORGEOUS/ATTRACTIVE
JOYFUL/JUBILANT/ELATED
ENJOYMENT/HAPPY/LIKE IT/LOVE IT
ENTHUSED/EXCITED/INVIGORATED
ENTERTAINED/ENTERTAINMENT/FUN
WELCOME/FRIENDLY/FEEL AT HOME
HOPEFUL/INSPIRED/MOTIVATED

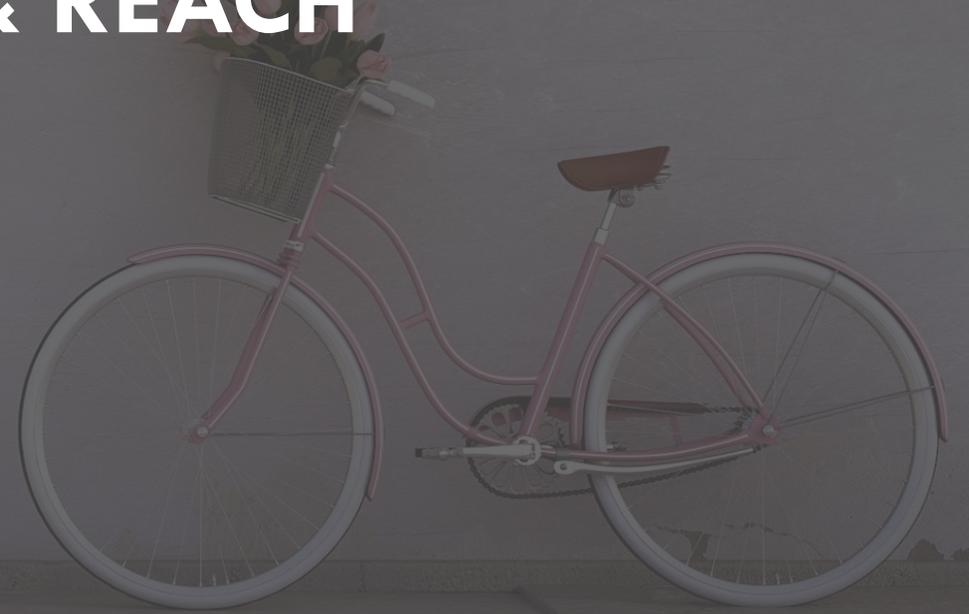


Q: Please continue to think about this trip to Greater Palm Springs. If this were the perfect trip, how would you like to feel throughout your stay in the area? Base: High Potential Visitor 2021/2022

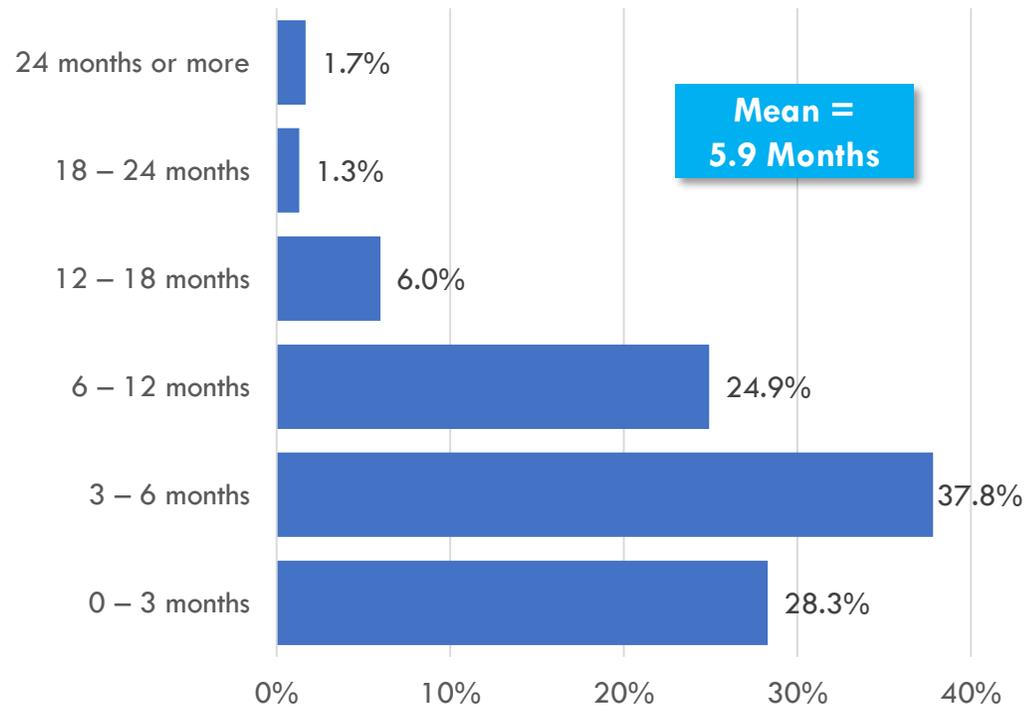
127

128

**HIGH POTENTIAL VISITOR 2021 / 2022:
HOW TO MESSAGE & REACH
THESE TRAVELERS**



GREATER PALM SPRINGS TRAVEL PLANNING WINDOW

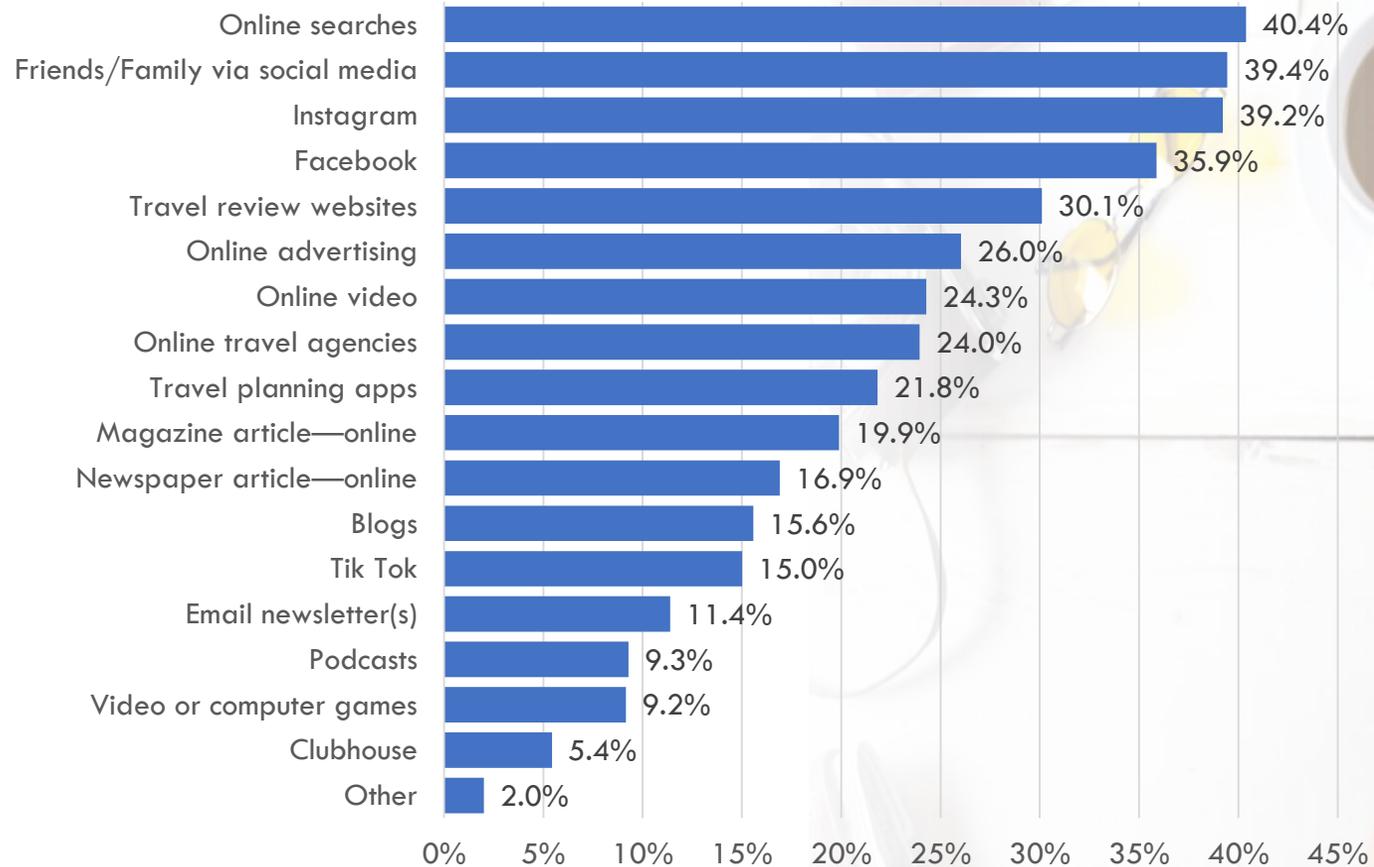


Detail by Market

	Los Angeles	San Francisco	Las Vegas	Phoenix	Denver	Dallas	St Louis	New York
24 months or more	1.3%	1.1%	0.9%	1.6%	1.0%	2.0%	1.7%	2.1%
18 – 24 months	0.7%	0.0%	0.9%	3.1%	2.1%	3.4%	1.7%	0.7%
12 – 18 months	4.6%	4.3%	1.8%	9.4%	3.1%	8.1%	8.5%	6.4%
6 – 12 months	13.2%	22.3%	16.8%	20.5%	24.0%	27.5%	35.6%	34.8%
3 – 6 months	35.8%	45.7%	41.6%	30.7%	42.7%	36.2%	37.3%	39.0%
0 – 3 months	44.4%	26.6%	38.1%	34.6%	27.1%	22.8%	15.3%	17.0%
Mean	4.6	5.4	4.6	6.2	5.6	6.8	7.1	6.8
Base	151	94	113	127	96	149	59	141

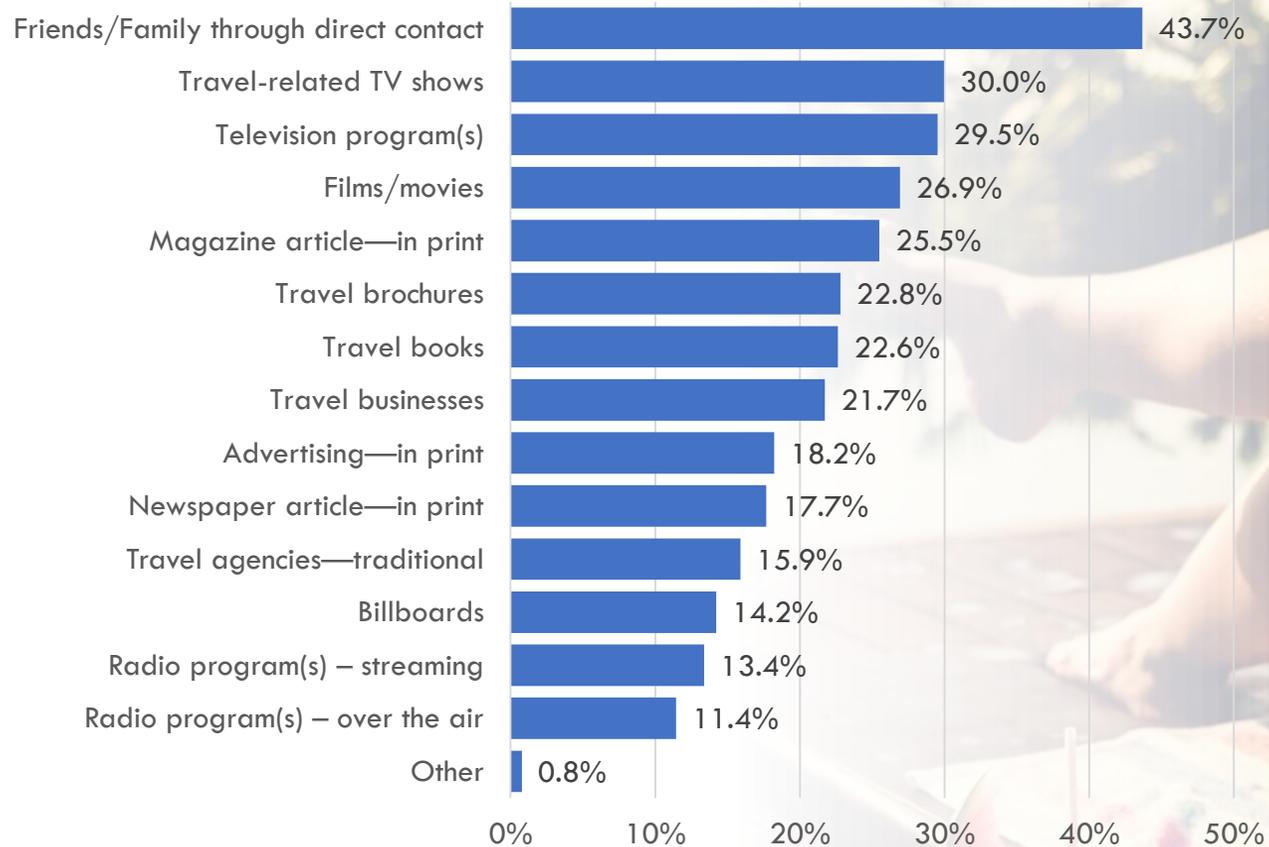
Q: How far in advance would you begin planning for a leisure trip to the Greater Palm Springs region?
 (Select one) Base: High Potential Visitor 2021/2022

DESTINATION INSPIRATION SOURCES: DIGITAL

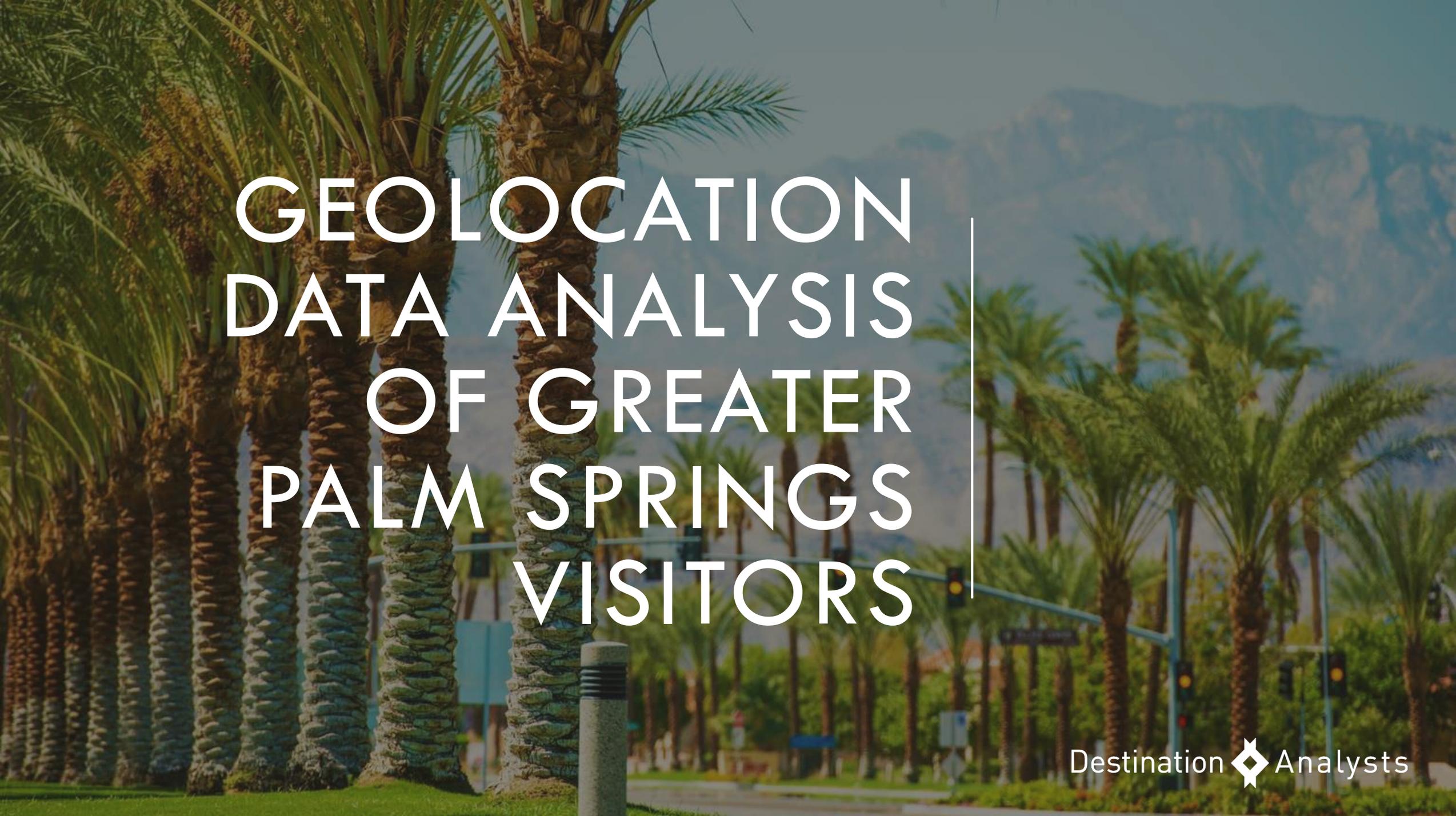


Q: From which digital resources do you get ideas and inspiration for where to travel to for leisure?
(Select all that apply) Base: High Potential Visitor 2021/2022

DESTINATION INSPIRATION SOURCES: NON-DIGITAL



Q: From which non-digital resources do you get ideas and inspiration for where to travel to for leisure? (Select all that apply) Base: High Potential Visitor 2021/2022



GEOLOCATION DATA ANALYSIS OF GREATER PALM SPRINGS VISITORS

DASHBOARD AND GEOLOCATION DATA ANALYSIS OF THE GREATER PALM SPRINGS REGION VISITORS—RESEARCH OBJECTIVES

This research program will be designed so that the Greater Palm Springs CVB will receive custom insights related to:

- How visitors experience the destination, including points of interest visited, regions, attractions, hotels, etc.
- The timeframe of visit
- Length of visit
- Residence/point of origin



GEO-LOCATION DATA ANALYSIS

Analyzed and displayed in dashboards by segments to examine:

- Differences in visitors by time of day, day of week, month and/or season
- Differences in guests by hotel or other accommodation types
- Differences in visitors by arrival to destination (i.e. airport vs highway)
- Differences in visitors to municipalities
- Differences in visitors to various attractions types
- Differences in visitors by geographic market
- Markets that align with tourism strategy, including profiles and geographic markets that have the longest overnight stays and engage in more activity during their trip



A low-angle, upward-looking photograph of a diverse group of people in professional attire. They are all reaching their hands up and stacking them in a central circle, creating a sense of unity and teamwork. The background shows a modern building with a glass facade. The overall tone is positive and celebratory.

THANK YOU

CVB BOARD OF DIRECTORS UPDATE

- Resolution No. BOD 2021-001: Updated Board of Directors Bylaws
- Proposed 2021-2022 Budget

APPROVAL OF MINUTES

(JPA and CVB Board Vote)

- JPA-CVB Board of Directors Joint Meeting Minutes

CONSENT CALENDAR

(JPA Executive Committee Only Votes)

Warrants & Demands Dated March 2021 & April 2021

JPA EXECUTIVE COMMITTEE ITEMS

(JPA Executive Committee Only Votes)

- Resolution No. JPA 2021-003: Updated JPA Bylaws
- Proposed 2021-2022 Budget



CEO/PRESIDENT'S REPORT
CVB UPDATES



TOURISM FOUNDATION

GREAT PALM SPRINGS
TOURISM
 FOUNDATION

GOLF TOURNAMENT

HOST VENUE



TITLE SPONSOR



RECEPTION SPONSOR



HOLE SPONSORS



HECKLER ARENA SPONSORS



RAFFLE/LIVE AUCTION & PRODUCT DONORS



112
 PLAYERS

OVER
 \$30,000 Raised

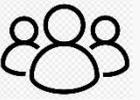


2020 ECONOMIC IMPACT
GREATER PALM SPRINGS

ECONOMIC IMPACT

2019

2020

2019	Economic Impact	2020
\$7.5 BILLION		\$3.6 BILLION (-52%)
53,572 JOBS		33,355 JOBS (-38%)
14.1 MILLION VISITORS	Visitors	8.6 MILLION (-39%)
7.7 MILLION DAY VISITORS		5.0 MILLION DAY VISITORS (-35%)
6.4 MILLION OVERNIGHT VISITORS		3.6 MILLION OVERNIGHT VISITORS (-44%)



COACHELLA VALLEY ARENA
ECONOMIC IMPACT

159 events per year, approximately two per week, with an average attendance of nearly **6,000 per event** estimating **40% will be overnight visitors**.



1,572

NEW JOBS

\$42M

ADDITIONAL
INCOME LOCAL
WORKERS

\$141M

ECONOMIC
IMPACT

\$11M

STATE & LOCAL
TAXES



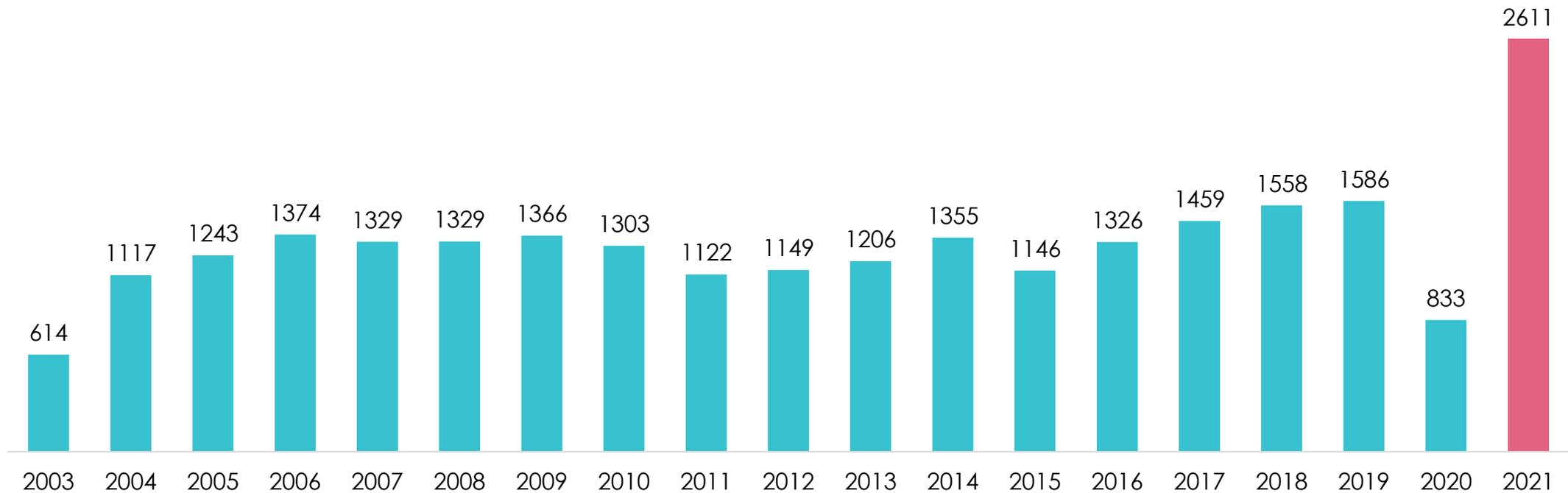
SUMMER AIR SERVICE

SUMMER AIR SERVICE

This upcoming summer PSP will see a record number of seats in the market

PSP SUMMER DAILY SEAT CAPACITY TRENDS

May to September 2003 to May to September 2021¹



Note 1: 2021 seat capacity subject to change based on airlines schedule updates
Source: Schedule data via Diio Mi by Cirium; (Week of May 11, 2021). Ailevon Pacific Aviation Consulting analysis



SUMMER CHILL 2021

SUMMER 2021 OVERVIEW



PALM SPRINGS LIFE



2021 SUMMER CAMPAIGN

1B+
impressions

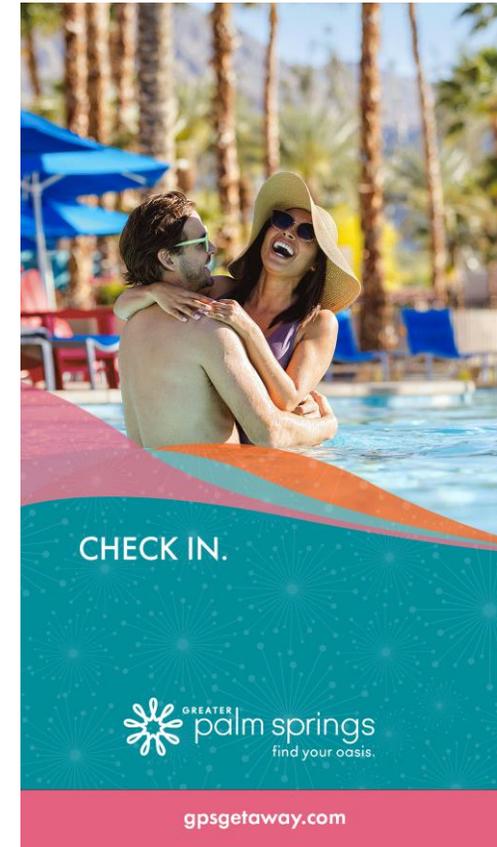
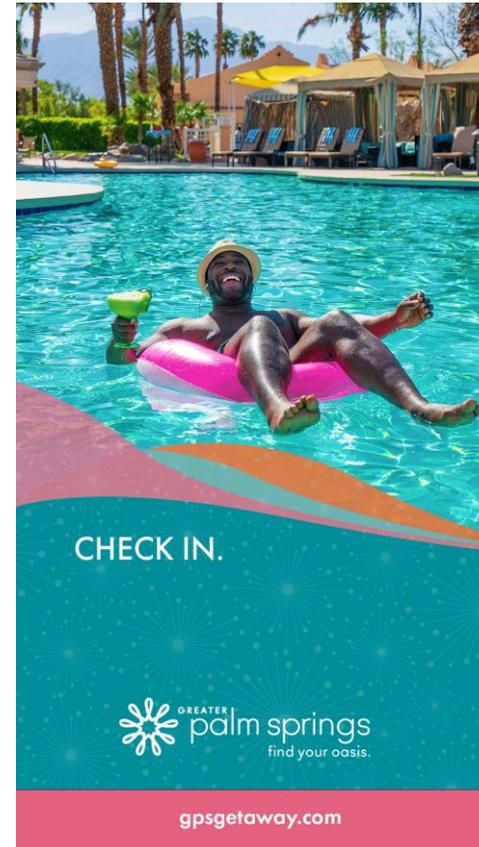
250K+
spots



DESERT HILLS OUTLETS



- **NEW for 2021:** Outdoor digital panels across 10 high-traffic locations targeting shoppers at the Desert Hills Premium Outlets.
- Ads will feature summer getaway messaging as well as restaurant-focused messaging promoting the Summer Eats Pass.



SUMMER

2021

CO-OP

PARTNERS

870M+ impressions

23K+ spots

THE WESTIN
MISSION HILLS
GOLF RESORT & SPA



THE RITZ-CARLTON®

La Quinta
— CALIFORNIA —

 **HYATT**
REGENCY®
INDIAN WELLS
RESORT & SPA


Palm Springs
CALIFORNIA Like no place else™

R
RENAISSANCE®
ESMERALDA RESORT & SPA
INDIAN WELLS

OMNI®  HOTELS
& RESORTS

rancho las palmas
palm springs

CHECK IN.

Chill out.

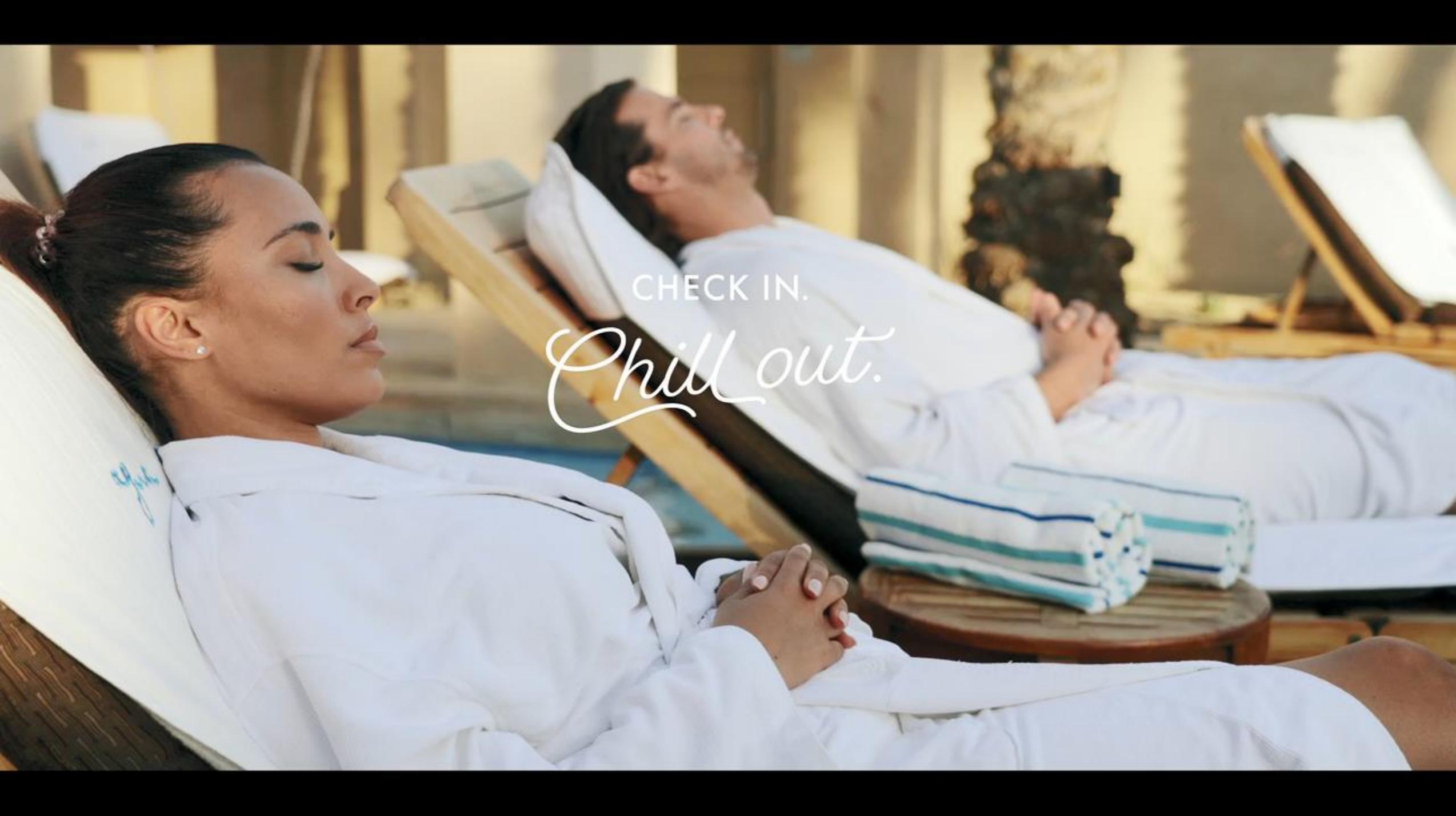


A man wearing a white hat and sunglasses is relaxing on a pink inflatable ring in a swimming pool. He is holding a drink with a lime wedge. The background shows a resort setting with palm trees, blue umbrellas, and lounge chairs. The scene is bathed in warm, golden light, suggesting late afternoon or early evening.

CHECK IN.

Chill out.

westinmissionhills.com

A woman and a man are relaxing on lounge chairs by a pool. They are wearing white robes and have their hands clasped. The woman is in the foreground, and the man is in the background. The scene is set outdoors with a pool and a building in the background. The text "CHECK IN." is overlaid on the image.

CHECK IN.

Chill out.

SUMMER RESTAURANT PASS - BANDWANGO

June - August

- Custom mobile pass that allows users to access restaurant deals and discounts.
- Restaurant check-ins enter diners into a weekly drawing to win prizes.

Marketing Campaign Includes:

- Out-of-Home
- Digital banner ads
- Digital / local radio spots
- Digital editorial content
- The Desert Sun





CONVENTION SALES



VIRTUAL FAM May 11-13

- 75 Clients
- 9 Partners



“The whole series was fantastic – thank you for the experience and education!”

**Stacy Weber, Moss Adams
Seattle, WA**



“Thank you all - this was terrific and informative!”

**Andrea Koronovich, Pipeline Communications
Toronto, ON**



“The Virtual FAM was so informative and engaging! I love all of the details and great oversight on the destination and hotels.”

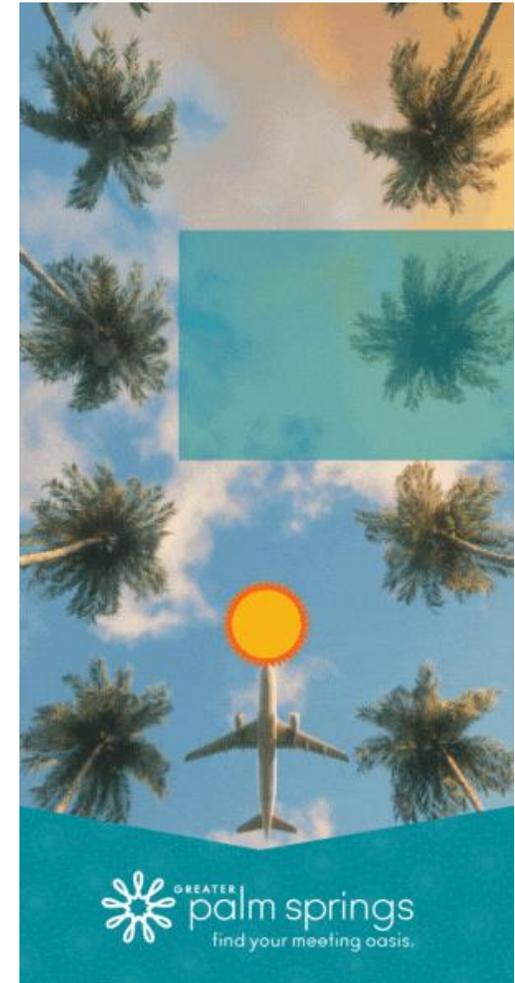
**Lisa Dreier, Creative Group
Appleton, WI**

“Love the area even more after today!”

**Lori Smith, CASBO
Sacramento, CA**



CONVENTION SALES – CAMPAIGN



cvent



THE WEEKLY COMMUNITY
NEWSPAPER OF
ASSOCIATIONS, CIVIS
AND HOTELS *USAE*

Connect

★ asae®

HB HELMSBRISCOE

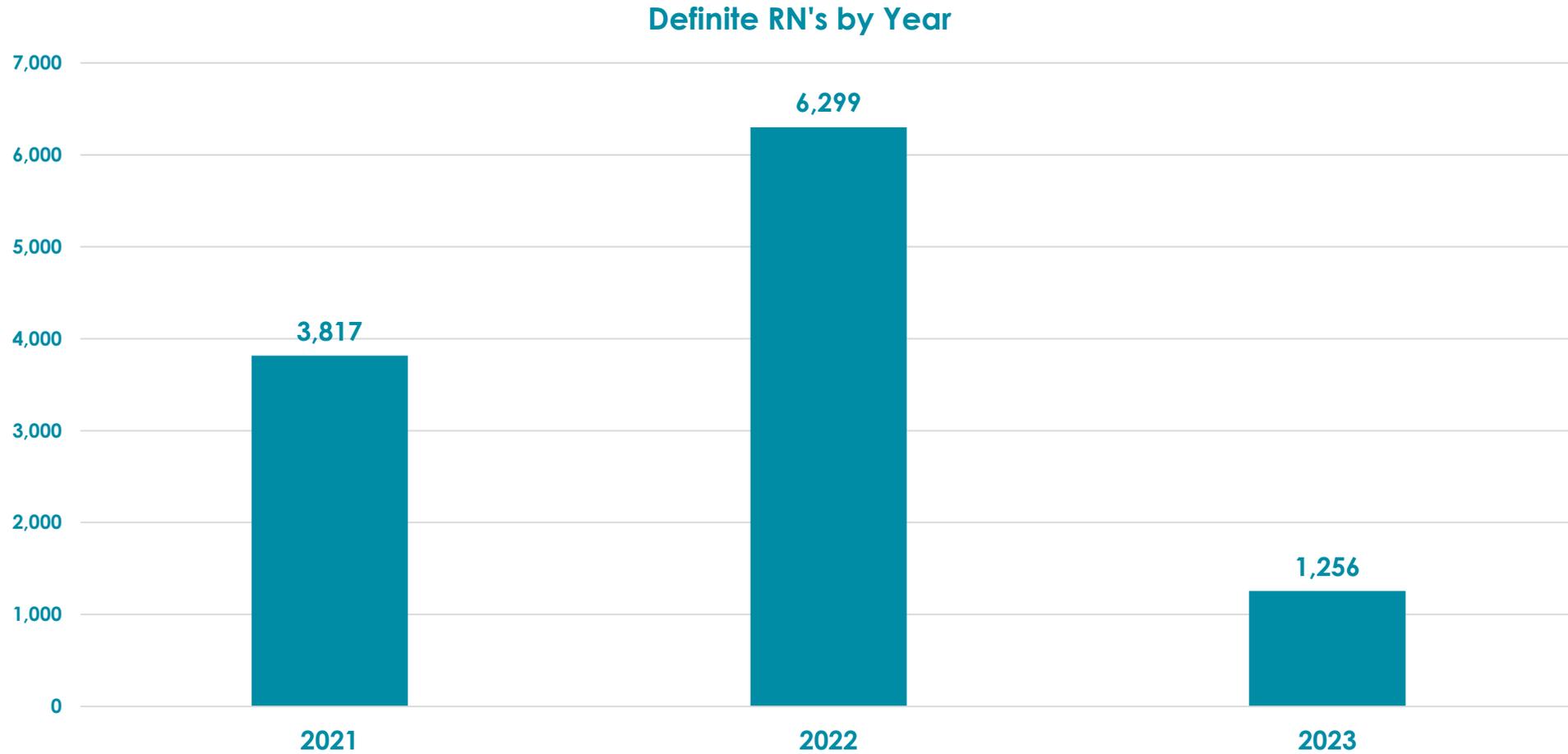


Ca|SAE®
ADVANCING TOGETHER

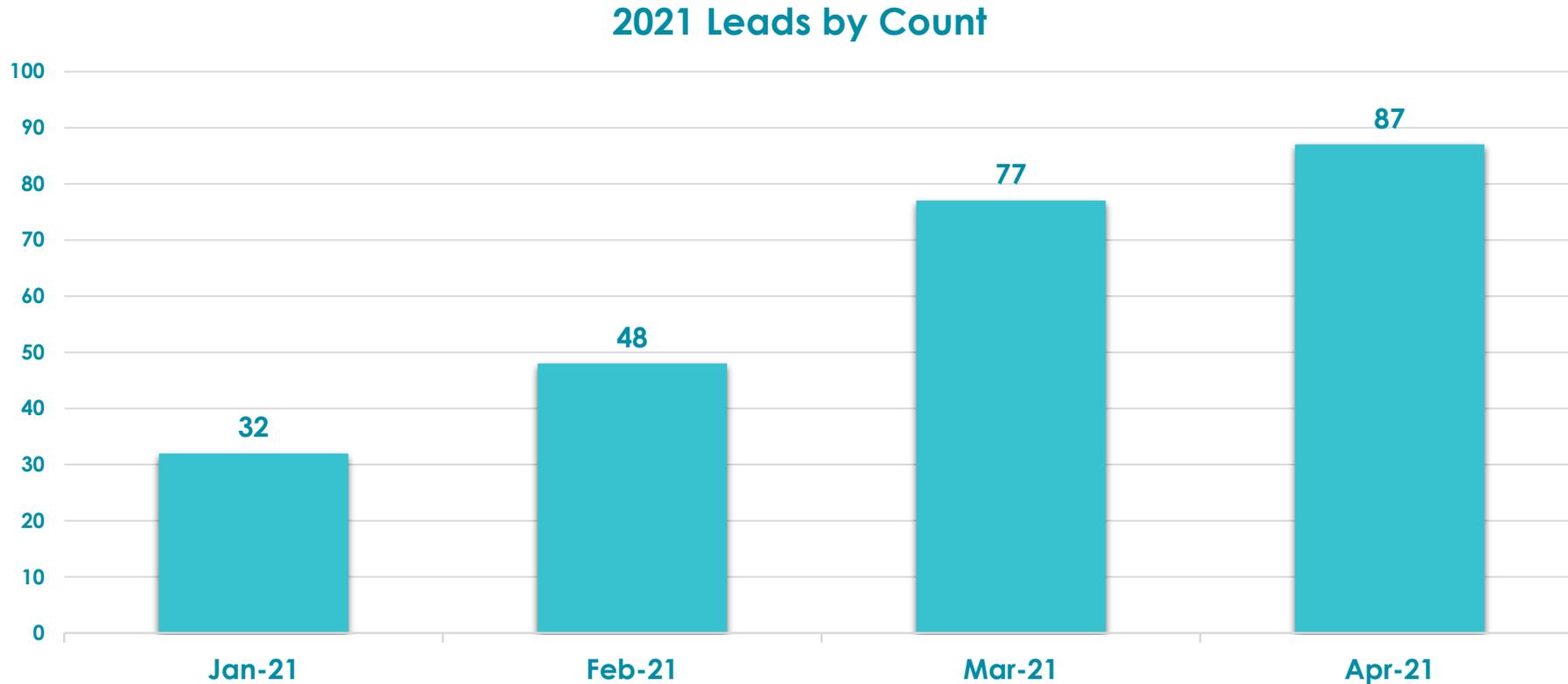
ConferenceDirect®

Smart meetings

2021 BOOKINGS BY YEAR



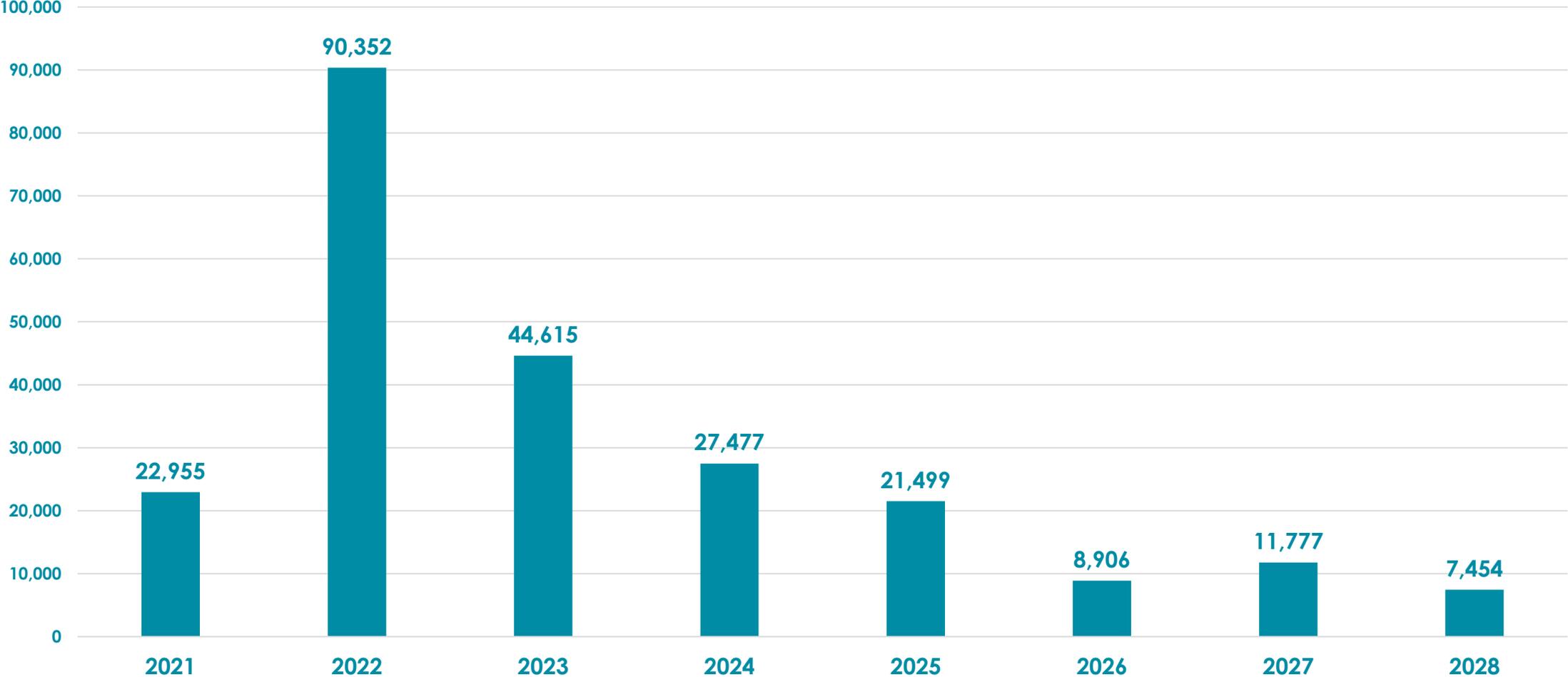
2021 LEADS YTD



BY SEGMENT: 51% Corporate ▪ 30% Association ▪ 18% SMERF ▪ 1% Government

2021 LEADS YTD

Tentative RN's by Year



HAPPY BIRTHDAY !!!



CHARLES TOWNSEND

May 7th



JAY CHESTERTON

May 9th



TODD HOOKS

May 9th



ROLF HOEHN

May 11th



BRAD PONCHER

May 15th



JERRY KELLER

May 23rd



TOM TABLER

May 26th



ROB HAMPTON

May 31st





Thank you!

LINDA EVANS

**FOR YOUR MANY YEARS
OF LEADERSHIP ON THE JPA!**



JPA Executive Committee & CVB Board of Directors Updates

- Roundtable Updates

NEXT BOARD MEETING
Friday, June 25, 2021



THE RITZ-CARLTON

RANCHO MIRAGE