

greater palm springs

Destination
Experience
Plans

January 29, 2021



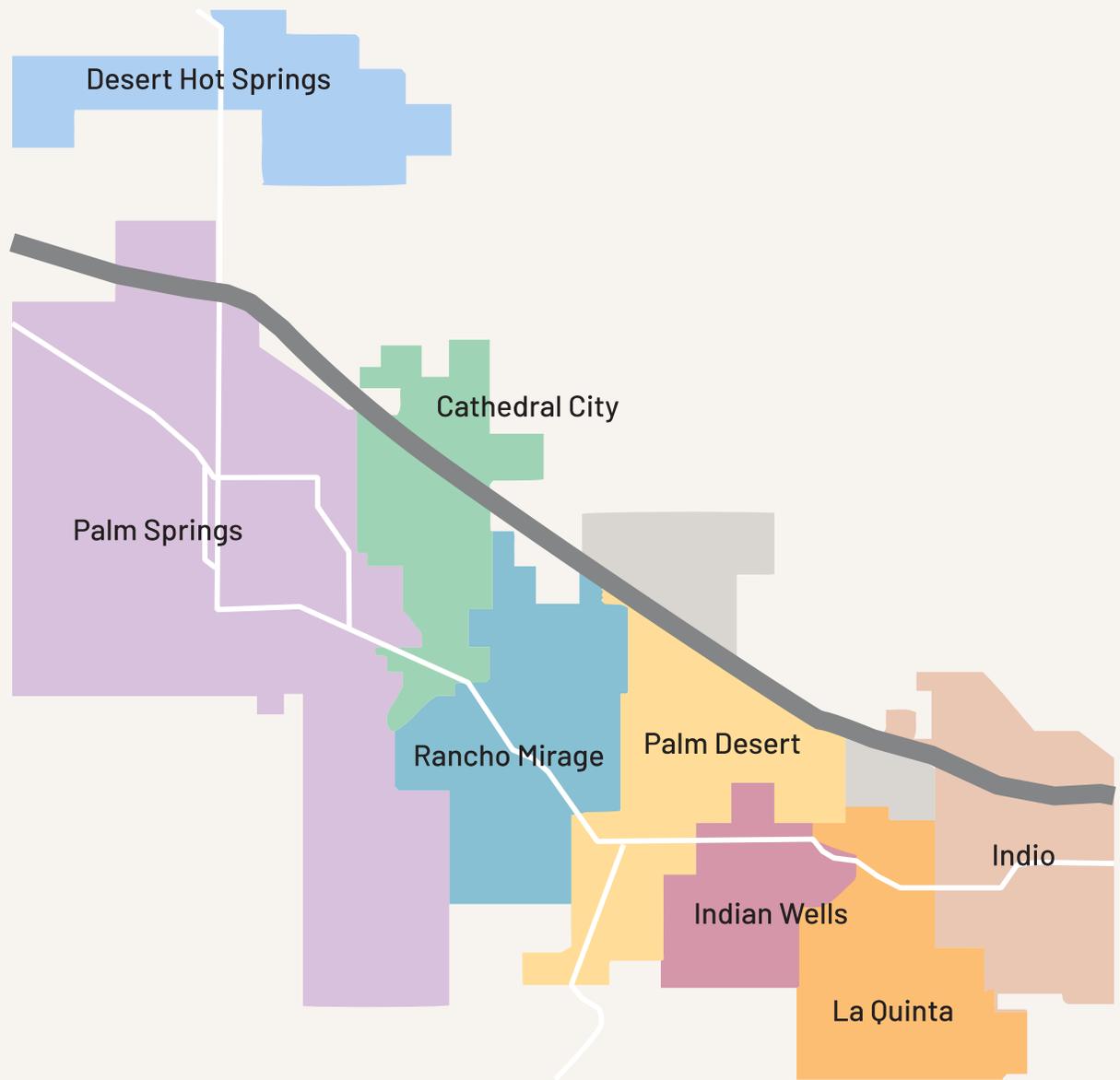
PROJECT OBJECTIVE

To create a Destination Experience Plan for each of the 8 cities

PROJECT DELIVERABLES

- ✓ Develop list of current facilities, attractions, experiences, resources, etc.
- ✓ Develop list of current and future initiatives that the city is working on to improve visitor experience
- ✓ Develop and create product development/guest experience strategies (long and short-term)
- ✓ Prepare recommendations for new visitor experiences/engagement, and improvements to existing that fit the city

cities



New Developments



Sports Arena



Agua Caliente Cultural Museum



Spa at Séc-he



Agua Caliente Casino



Palm Springs Surf Club



Grand Oasis Crystal Lagoon



Hyatt Water Experience



SilverRock Resort



X Park



Porcupine Creek Wellness Spa Resort



Expansion at Living Desert



College of the Desert Expansion

COVID-19

uneven recovery

hybrid meetings

outdoor spaces &
experiences

transformational
travel

digital acceleration

unique experiences

**general opportunities
for greater palm
springs**

Major Opportunities



art corridor





Montreal Memoires

Montreal, Canada

- *Outdoor video projection experience at dusk*
- *Attraction runs year-round*
- *Downloadable app with soundtrack and historical context*
- *Unique historical depiction of Old Montreal*



Six Forgotten Giants

Copenhagen, Denmark

- *Project intends to bring art out of the museum, show the beautiful and often overlooked nature spots, and at the same time give an exciting and different experience*
- *All six sculptures are made from scrap wood with the help of local volunteers*
- *Visitors can go on exciting treasure hunts across six western municipalities of Copenhagen*

outdoor experiences





Indianapolis Cultural Trail

Indianapolis, Indiana

- *8 miles of walk/bike paths through downtown Indianapolis*
- *Connects all six of Indianapolis's Cultural Districts*
- *Features \$2 million in public art*
- *Average expenditure by trail users \$53*
- *\$864.5 million of economic impact, 11,372 jobs created*



Appalachian Trail

Dutchess County, New York

- *30 miles of the National Appalachian Scenic Trail and includes 4,000 acres of protected parkland with hiking, backpacking, snowshoeing, and cross-country skiing*
- *The trail has five overnight use areas, two shelters with free mini-libraries, and a resort inn*
- *The Harlem Valley Appalachian Trail Community encourages sustainable economic development, works to develop a cultural conservation project, and procures local Indigenous people, the Schaghticokes, to guide the interpretation of the land and rivers surrounding the trail*



Maine Pinnacle Pursuit

Maine

- *The Moosehead Pinnacle Pursuit is a six mountain hiking challenge in the Moosehead Lake region of Maine*
- *The mountains include: Mount Kineo, Number Four Mountain, Whitecap Mountain, Eagle Rock, Big Moose Mountain, and Borestone Mountain*
- *Hikers can finish all 7 hikes and become a registered member of the Moosehead Pinnacle Pursuit*
- *27.9 total miles*

events





Palais des congrès digital studios

Montreal, Canada

- *The Palais des congrès de Montréal has added three immersive rooms to its permanent facilities*
- *Launch of OASIS immersion, a 2,000+ m2 space that will be rentable for events and will also host a rich array of walkthrough exhibits for the general public*
- *The three new immersive rooms are housed on the main floor of the Palais and include 105 laser projectors and 119 surround sound speakers*
- *All part of the state-of-the-art equipment making possible 360° projections on walls and floors that will capture the imagination of one and all*



Upper Canada Village Pumpkinferno

Upper Canada Village, Canada

- *7,000 handcrafted pumpkins lit at night*
- *September through October*
- *Designed and carved by group of young artists*
- *Started in 2012*



Paso Robles Field of Lights

Paso Robles, California

- *15-acre walk-through interactive light installation by artist Bruce Munro*
- *58,800 solar-powered lights cover Sensorio's rolling hills*
- *Opened in May 2019- 2,200 visitors in opening weekend*
- *13,000 Instagram posts with #fieldoflights in first four weeks*

e-gaming





Arlington Esports

Arlington, Texas

- *At 100,000 sqft., Esports Stadium Arlington is the largest dedicated esports facility in North America*
- *The facility serves as a turnkey solution for esports events and productions, built to serve the unique needs and demands of the esports community*

transformational travel





A L I V E
E X P E R I E N C E



The Alive Experience

Transformational Travel Council, US

- *The Alive Experience is a transformational travel experience that offers the elements of wellness, adventure, self-development, and connection in some of the most beautiful destinations in the world*
- *The ALIVE Experience is a curated a week of workshops, activities and excursions to inspire and empower you to create a profound shift in the areas of life that are important to participants; happiness, health, fulfillment, relationships and purpose*
- *The trips range from 5 - 10 days in length and include all meals, accommodations, local transports, activities, workshops and excursions*

smart cities





Chattanooga Gig City

Chattanooga, Tennessee

- *1 Gigabit-per-second Internet speed available to every home and business, over 150,000 of them, throughout the entire community*
- *Chattanooga's community-owned electric utility EPB is installing a 100% fiber to the premises network.*
- *Gig City runs America's first true Smart Grid and offers residential high-speed Internet*
- *The city has also hosted the first Gig City Innovation Challenge*



Google Fiber Webpass

United States

- *Google Fiber is a high-speed internet connection similar to, although significantly faster than other internet service providers*
- *Webpass is a wired internet connection without the wires that is aimed primarily at high occupancy residential buildings like apartments and commercial buildings*
- *Serving nine metro areas nationwide (Austin, Berkeley, Chicago, Denver, Emeryville, Miami, Oakland, San Diego, San Francisco)*
- *Google is also working with local partners across Fiber cities to get more families in public housing online with Gigabit Internet for \$0/month*



CityPost Smart Kiosks

Kansas City, Missouri

- *25 installed in downtown core- 55 inch touchscreens*
- *Free public Wi-Fi*
- *Google maps wayfinding*
- *Ability to collect pedestrian movement data*
- *Provides local restaurant and event information*
- *CityPost kiosks currently in over 20 cities*



Solar-Powered Benches

Boston, Massachusetts

- *A number of parks in the Boston area have solar-powered smart benches*
- *Dubbed Soofa, the benches sport a solar panel, a pair of charging points for smartphones (or similar devices), and they monitor environmental data such as local air quality and noise pollution*
- *The City of Boston is inviting residents to decide by placing a pin on an online map, or by tweeting or emailing their preferred spot*
- *Residents are also given the opportunity to name the benches by visiting the Soofa website*

Next Steps

- City Destination Experience Plans distributed next few weeks
- GPSCVB microsite of Destination Experience Plan case studies and videos
- Workshops available at local level to discuss findings and strategies



THANK YOU

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