

BOARD AND JPA MEETING

Friday, January 25, 2019
Hyatt Regency Indian Wells Resort & Spa

EDWARD M. TAUBER

CSUSB Palm Desert Campus Advancement Board Member
Hospitality Program Fundraiser Event (Mardi Gras) Chair



Mardi Gras

Masquerade Ball

To Benefit:

Cal State San Bernardino
Palm Desert Campus
Hospitality Management Program

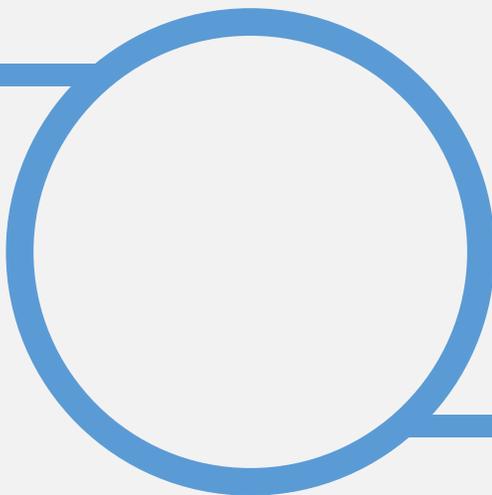
February 16, 2019 • 6pm

at JW Marriott
Desert Springs
(Mardi Gras or Cocktail Attire Requested)

For More Info: 760-341-2883 ext: 78140

www.DesertMardiGras.com





Edward M. Tauber

**CSUSB Palm Desert Campus Advancement Board Member
Hospitality Program Fundraiser Event (Mardi Gras) Chair**

- Volunteer at Cal State PD
- President, Brand Extension Research
- Professor & Chairman, Marketing Department, University of Southern California
- Senior Vice President, Saatchi & Saatchi
- Director of Research, Nestle' Carnation
- PhD in Business – Cornell University
- Taught one semester (!) in Cornell Hotel School

Bachelors in Administration

Hospitality Emphasis



California State University San Bernardino
Palm Desert Campus

Dean's Objectives



Become a destination campus that draws resident students from outside the valley



Have our students remain in the valley upon graduation



Increase our student body size to build the necessary scale to achieve excellence



Build out the campus given the Palm Desert gift of additional 114 acres

Demand Driven Education

The Coachella Valley has the lowest rate in California of High School graduates receiving a college degree:

9%

Many who graduate here with a B.A. are forced to leave the valley in order to find employment that offers college level wages.

There are only three fields that of significant size here:

Hospitality

Medical

Agriculture

Benefits of the Program

01

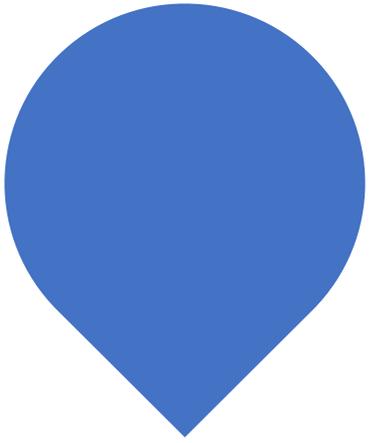
The University: Gain notoriety both in the area and eventually throughout the state, country and world to become a destination campus

02

Hospitality Companies: Graduates would form a new large pool of trained employees with management education and work experience (internships)

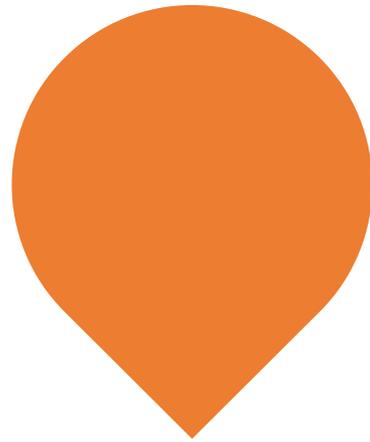
03

Cal State Students: Graduates would get a career not just an education and degree and would not have to leave the valley for employment



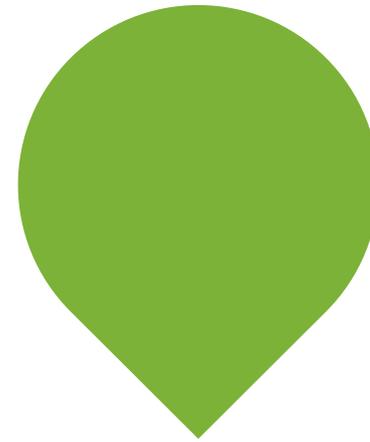
What

BA degree program in management with an emphasis in hospitality management – now approved by faculty. Course list created.



Where

In the current campus buildings. Eventually at a new dedicated building on campus to house the program



How

Recruiting now for a Director of the program who will be the champion and teach. Local practitioners will be asked to provide internships and to lecture in courses

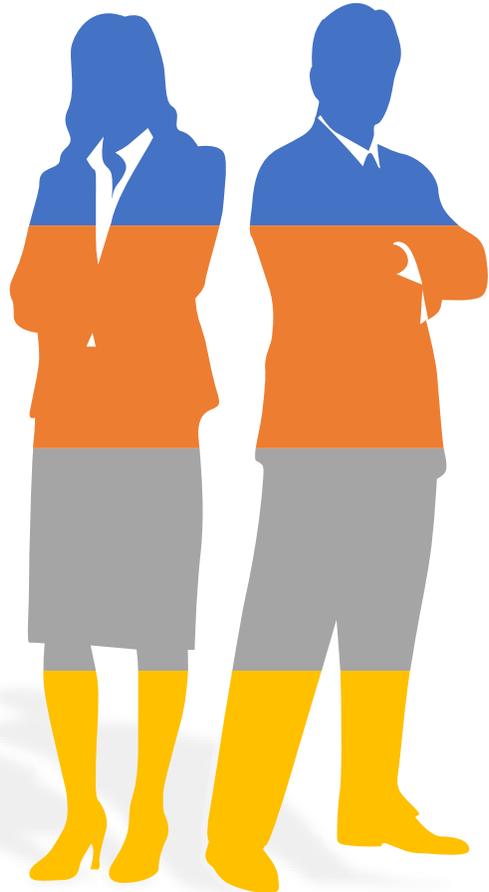


When

NOW. First two years are core business classes. Second two years are hospitality courses and internships

Challenge

Attract College Students to Enter Hospitality Management



- Every student in the valley knows someone who works in hospitality – their relatives, friends or even themselves.
- Unfortunately, most people they know are doing low-skilled, low-paid work: making beds, washing dishes, etc.
- Our Challenge: Educate these prospective students about the managerial opportunities in the hospitality industry and raise money for scholarships.

Have a Signature Annual Event



Mardi Gras Masquerade Ball



Objectives

- **Raise awareness about the university and the hospitality program**
- **Raise money for scholarships for potential hospitality students**

Sponsors of the Event



COUNTY OF RIVERSIDE
CALIFORNIA



How You Can Help

Become a sponsor and/or donate to the Mardi Gras hospitality fundraising effort

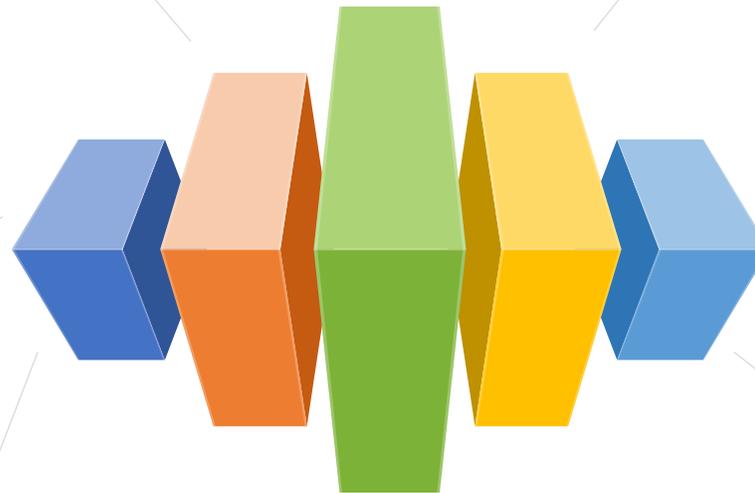
Contribute silent action items for the event

Buy tables or tickets to the ball

Take students as interns to teach them the business

Offer to lecture in the classroom

Hire graduates to work in local industry





CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO
PALM DESERT CAMPUS

Thank You

BOARD AND JPA MEETING

Friday, January 25, 2019
Hyatt Regency Indian Wells Resort & Spa

CONVENTION SALES

CONVENTION SALES PRODUCTION - December 2018

EXISTING LEADS



NEW LEADS



BOOKINGS



ROOM NIGHTS



CONVENTION SALES PRODUCTION - 2018 Year-End

EXISTING LEADS



NEW LEADS



BOOKINGS



ROOM NIGHTS



2018 ANNUAL GOALS

1,040

688

365

216,500

2018 Highlights

Site Experience program

Reinstated DOS(M) meetings

Client engagement
through events

Social media outreach



CONVENTION SALES – Joint “Palm” Adventures



66 Attendees



99 Organizations Represented

CONVENTION SALES – Holiday Showcase



1,200
Attendees

175
Booth
Attendees

PALM SPRINGS INTERNATIONAL FILM FESTIVAL

FAM SCHEDULE

Welcome Reception

Spa & Golf

Hair & Make-Up

Sites

Film Awards Gala

And Afterparty



CLIENT ATTENDEES

10 Convention Sales
Clients + 6 guests

4 Travel Industry
Professionals

2 Film Scouts
+ 2 guests

2 Media
+ 2 guests

THANK YOU!

JW Marriott Desert Springs Resort & Spa

Westin Mission Hills Golf Resort & Spa

CONVENTION SALES – Sand Storm Lacrosse, Empire Polo Club

386

teams

18k

attendance

26

hotels

4,400

room nights



January 19-20 Championship Tournament

CONVENTION SALES – Social Media

Meetings Awareness Campaign Update



Results since October launch
through December

1,012,698
impressions

2,231
clicks



CONVENTION SALES – 2019 Team Focus and Goals

LEADS



NEW LEADS



BOOKINGS



ROOM NIGHTS



Thank you Board Liaisons: Tom Scaramellino & Jamey Canfield!

CONVENTION SALES – Upcoming Travel

FEBRUARY 2019

SoCal Specialty Market Sales Calls
February 20-21

MAY 2019

San Francisco Sales Mission
San Francisco & Bay Area

Midwest Sales Mission
Cities TBD

MARCH 2019

CalSAE Elevate
Greater Palm Springs
March 29 - April 1

Spring SoCal Sales Mission
Los Angeles & Orange County

JUNE 2019

Southeast Sales Mission
Cities TBD

Sacramento Sales Mission

Washington D.C. Sales Mission
Greater Washington D.C.



TRAVEL INDUSTRY SALES

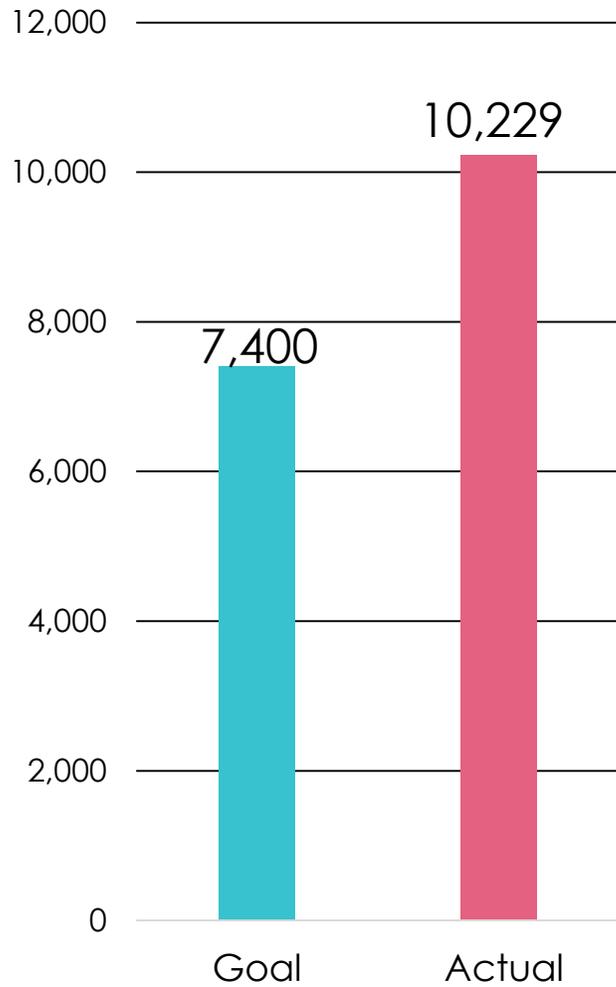
TRAVEL INDUSTRY SALES 2018 FUN FACTS



31 countries reached
25 tradeshow and missions
292 clients hosted in Greater Palm Springs

TRAVEL INDUSTRY SALES – 2018 Goals & Achievement

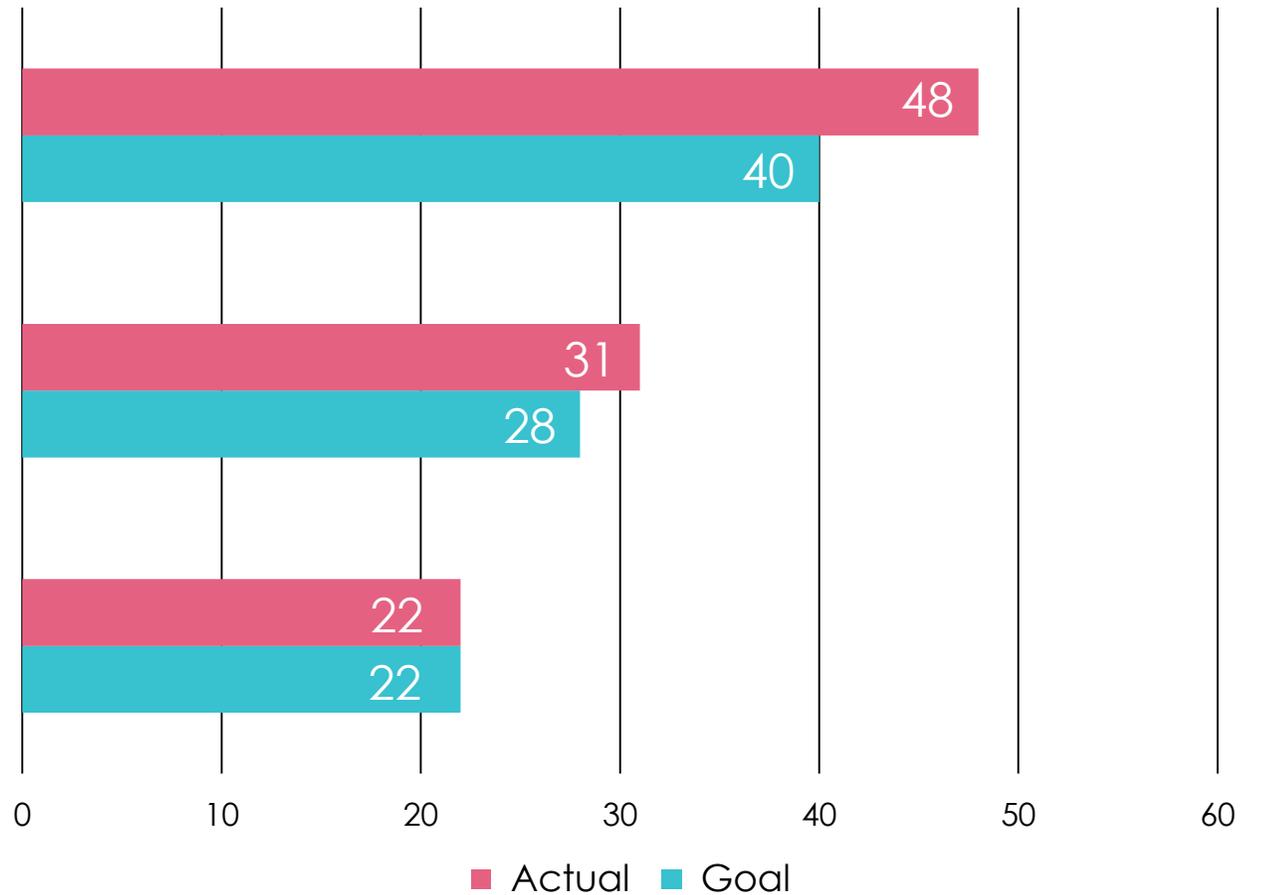
Client Reach



New Business Development

Marketing Campaigns

In-Market Activations



TRAVEL INDUSTRY SALES – 2019 Team Focus

1 **Conduct 100 Programs**
FAMs, missions, client events, trade shows

2 **Additional Marketing Alliance**
with two Southern California DMOs
NEW

3 **“Bleisure” & Mice Business**

4 **Enhanced Client Destination Visits**
NEW

5 **Marketing Synergy**
CVB PR & Marketing teams,
Visit California and Brand USA

6 **Partner Engagement & Guidance**

TRAVEL INDUSTRY SALES – 2019 Goals

BUILD

Scandinavia South Korea
India Japan Italy

GROW

Australia Germany UK
France China

STRENGTHEN

Canada Mexico
USA

FOCUS ACCOUNTS FOR EACH MARKET

Focus on 5-8 key tour or receptive operators in each of our international markets.

Develop collaborative marketing programs with the operators.

Strengthen our presence in luxury product programs.

Develop trackable room night campaigns to grow off season and midweek business.

Measure annual room night growth to direct future global market strategies.

Thank you Board Liaisons: Rolf Hoehn & Tim Ellis!



MARKETING

MARKETING - 2018 Impressions Generated



up 29%

total impressions from 2017



475.4 million

out-of-home impressions



33.7 million

print impressions



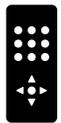
179.4 million

online advertising impressions



39.3 billion

television impressions



2.3 million

television spots



40.6 billion

total impressions generated

MARKETING – Fall/Winter 2019 CO-OP Partners



JANUARY – MARCH

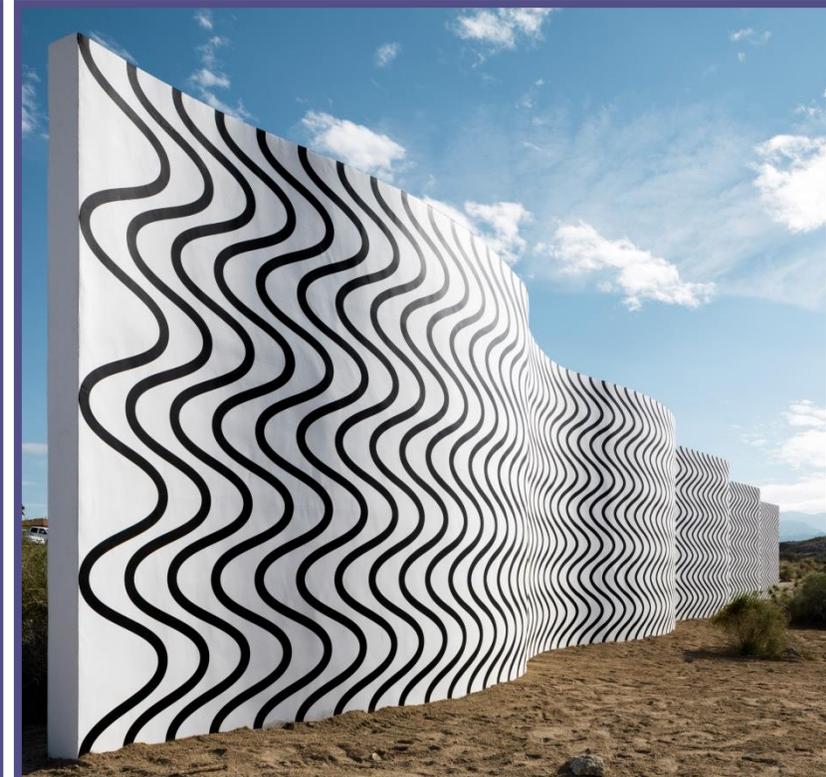
JANUARY – FEBRUARY
BILLBOARD

OMNI  HOTELS
& RESORTS
rancho las palmas | palm springs

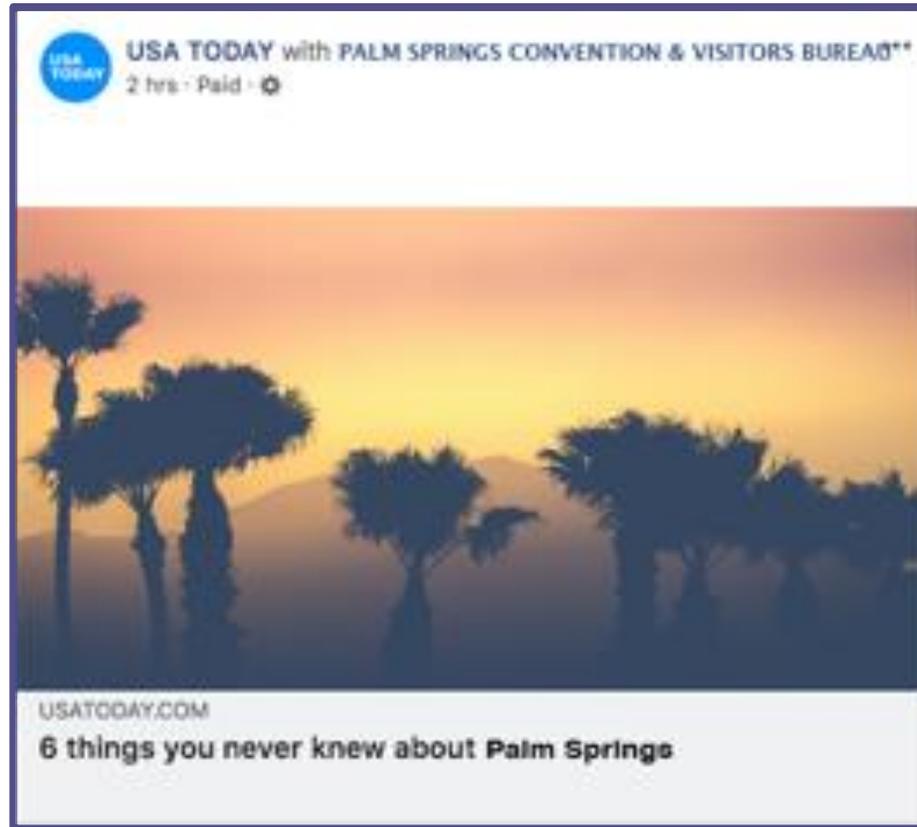
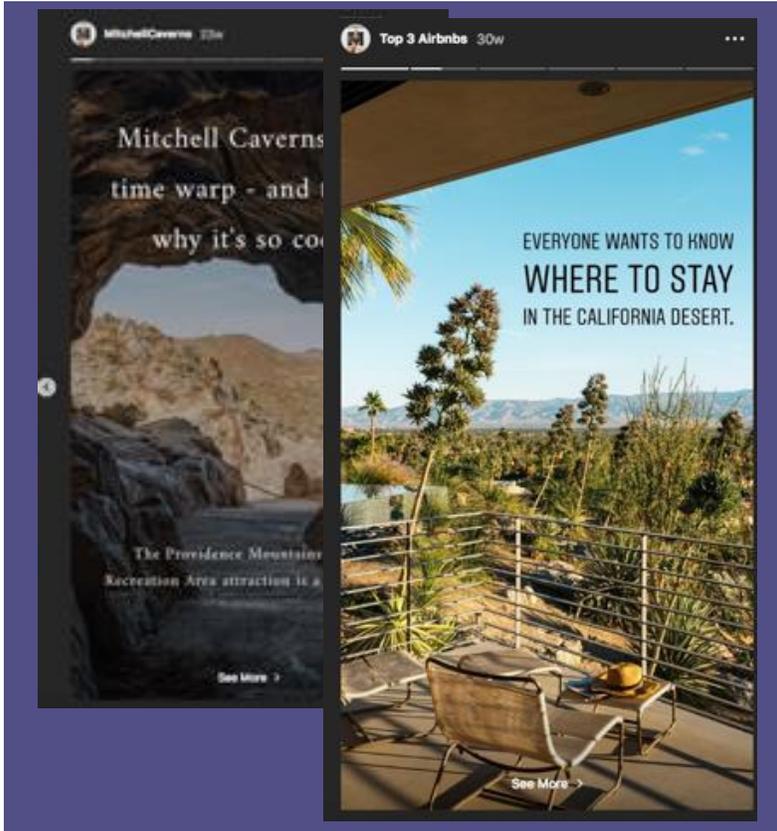


JANUARY – APRIL

MARKETING - Winter 2019 CO-OP Partners – New Spots



MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

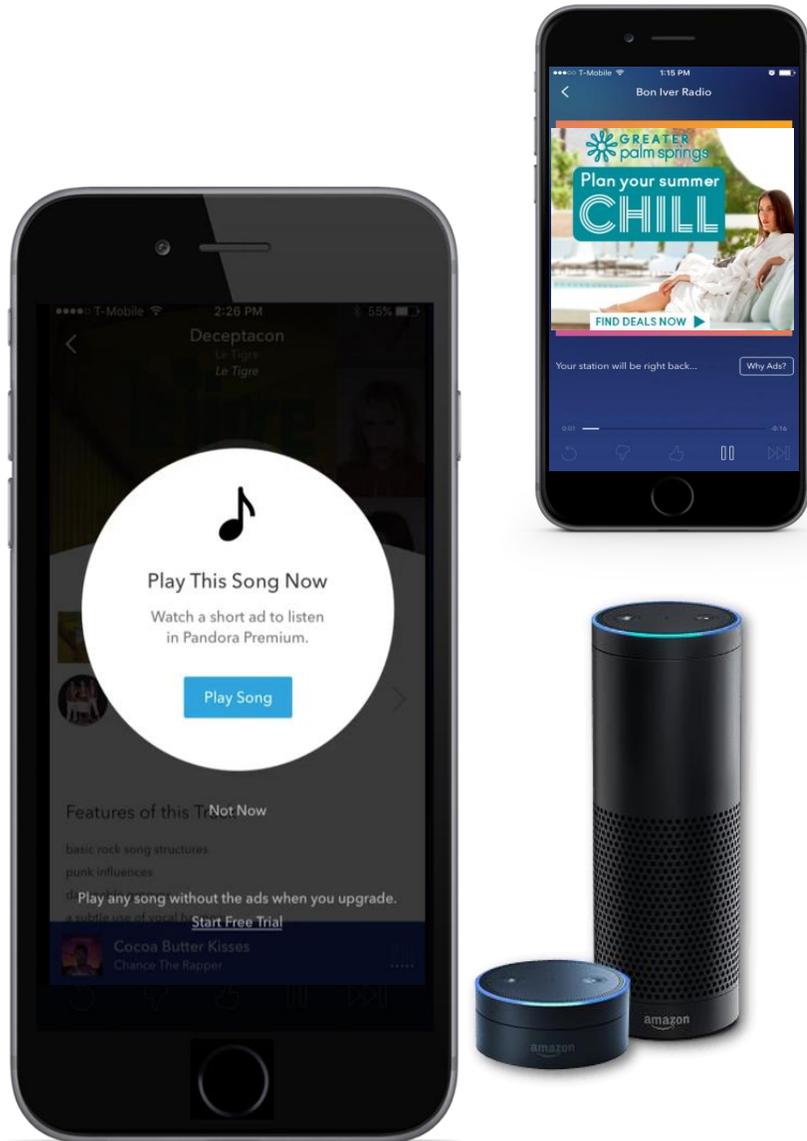


Social posts, ad units & promotional headlines included each month

5M impressions throughout campaign

MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

pandora[®]



Video plus forced-view mobile ads

Connected home audio advertising
(Alexa, Google Home, Roku, smart
televisions, etc.)

Added-value mobile ads

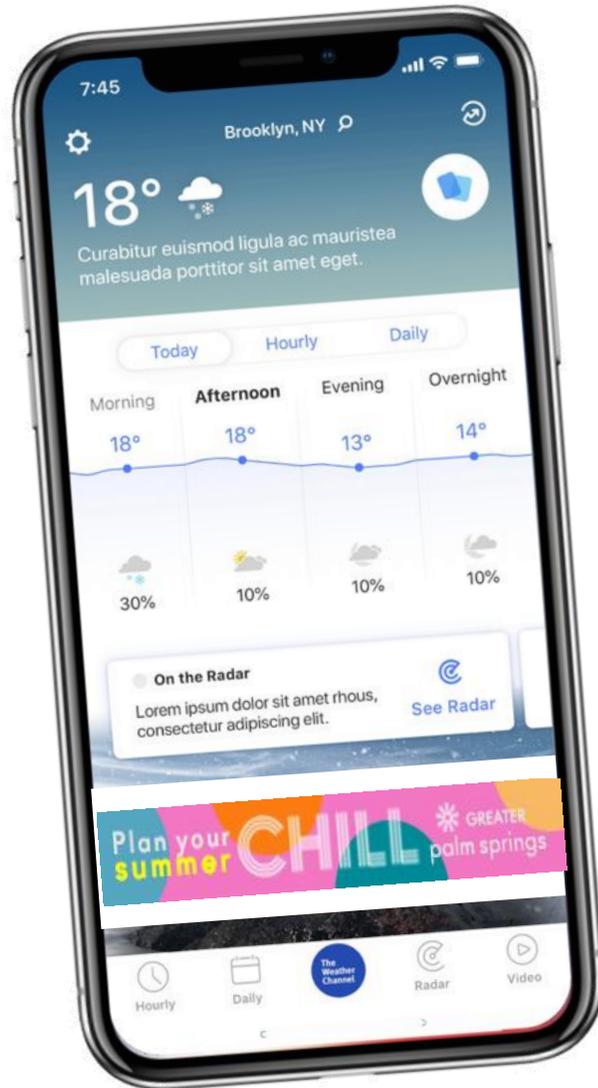
MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

EDGEMEDIA NETWORK

- Homepage and geo-targeted ads on desktop and mobile
- Travel section video
- 3-part native editorial series
- Dedicated emails and social media posts
- Event geofence sponsorship (e.g., LA Pride)
- 7.8M impressions throughout campaign



MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives



Mobile and desktop weather-triggered ads in select getaway and vacation markets

**The
Weather
Channel**

2.4M
impressions
throughout campaign

MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

Expanding seasonal billboard time frames in New York, Los Angeles & San Diego

Los Angeles and San Diego will now have year-round coverage



emc outdoor



MARKETING - 2019 MEDIA PLAN: Highlights & New Initiatives

Connect

New initiative for 2019
1.6M impressions



Largest meeting
planner organization

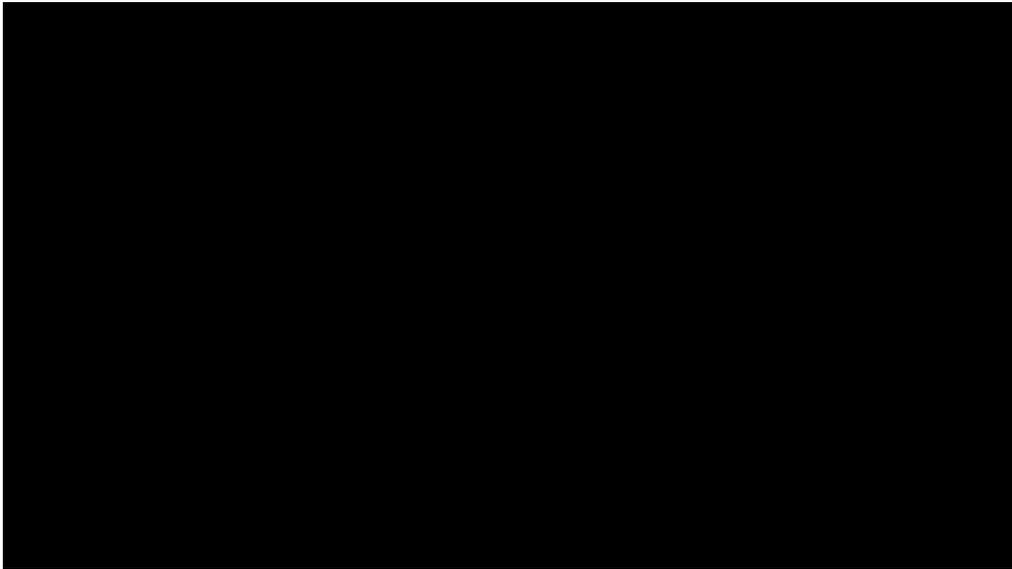


500K+ meeting professionals



Top third-party lead generator,
producing the most CVB leads

MARKETING - GPS NEXT



- 7:30 a.m. Breakfast / Networking / Partner Showcase
- 8:30 a.m. Introduction / 2018 Overview /
2019 Initiatives & Vision
- 9:30 a.m. Break / Partner Showcase
- 10:00 a.m. Digital Partner Presentations
- 11:15 a.m. Wrap-Up / Partner Showcase

GUEST SPEAKERS





DIGITAL MARKETING

DIGITAL MARKETING - 2018 Website Overview

simpleview 

Transitioned website to
Simpleview platform

 **aRes** travel
 **dtn**
destination travel network

Added revenue
generators

 **audioeye**

Integrated AudioEye for
ADA compliance



Implemented
dynamic content

 **ADARA**

Hotel and air booking data for website visitors
and users exposed to digital advertising

DIGITAL MARKETING - 2018 Website Overview & 2019 Goals

Organic Search

	2017	2018	YOY
Users	330,230	631,254	↑ 91%
Sessions	408,100	805,080	↑ 97%
Pageviews	1,053,744	1,608,134	↑ 53%
Bounce Rate	44.0%	29%	↓ 35%

Overall Traffic

ACTUAL 2,928,774

GOAL 2,900,000

2019 GOALS

Target more highly engaged website traffic.

Sessions
2,700,000

Engagement Metrics

	CVB Goals	Industry Average
Session Duration	2:30	1:53
Pages/Sessions	2.22	2.08
Bounce Rate	29%	54%

Thank you Board Liaison: Celeste Brackley & Bob Schneider!

DIGITAL MARKETING – 2019 Goals

EXPLORE OUR DINING SCENE

Search All
Restaurants

Happy Hour

Casual Dining

Family-Friendly
Dining

ARTS & CULTURE RESOURCES

Art Galleries

Historic &
Celebrity Homes

Museums

Performing Arts

THE 9 PILLARS OF LIVING YOUR WELLEST

Spa Experiences

Fitness

Outdoor Adventures

FIND YOUR ADVENTURE. GET OUTSIDE.

Bicycle & Off-Road
Rentals

Jeep & Humvee

Hiking & Rock Climbing

Target voice search

Target Position Zero in search

Further personalize the user experience

Build SEO with keyword phrases, events and listings to increase organic traffic

Continue to improve user experience and engagement with CRO testing

DIGITAL MARKETING - 2018 Content Overview

2018 Blog Post Results

Pageviews	974,830
Avg. Time on Page	2:37
Bounce Rate	41%

2018 Email Marketing Results

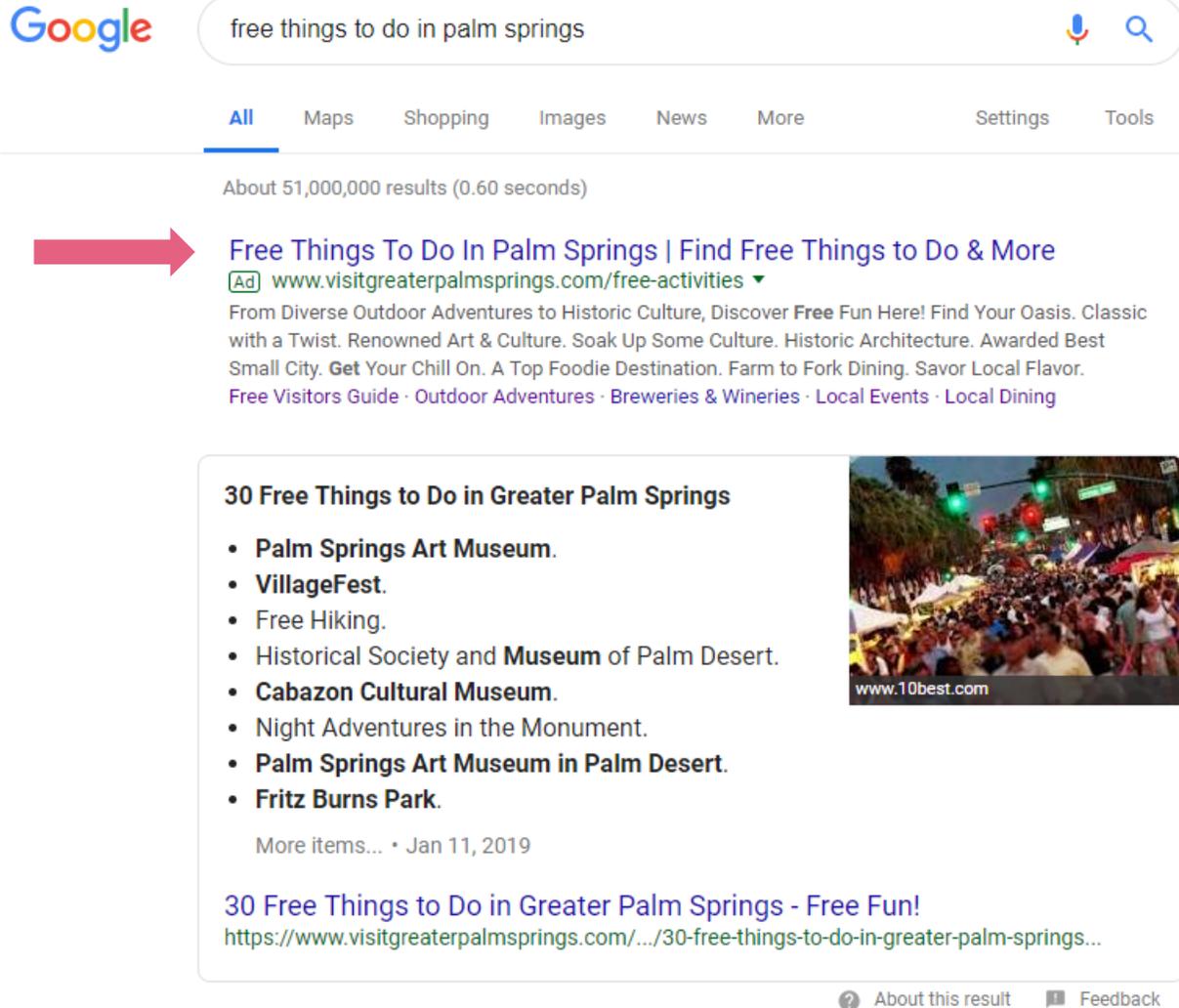
List Growth	197%
Open Rate	28%
Click-Through Rate	7.6%

Top-Five Blog Posts

- 1 30 Free Things to Do in Greater Palm Springs
- 2 Hot Water Guide to Desert Hot Springs
- 3 New Year's Eve Events in Greater Palm Springs
- 4 Plan the Ultimate Greater Palm Springs Bachelorette Party
- 5 New Restaurants to Visit in Greater Palm Springs (Fall 2018)

DIGITAL MARKETING - 2019 Focus

Blog Posts



Google free things to do in palm springs

All Maps Shopping Images News More Settings Tools

About 51,000,000 results (0.60 seconds)

Free Things To Do In Palm Springs | Find Free Things to Do & More
Ad www.visitgreaterpalmsprings.com/free-activities

From Diverse Outdoor Adventures to Historic Culture, Discover **Free** Fun Here! Find Your Oasis. Classic with a Twist. Renowned Art & Culture. Soak Up Some Culture. Historic Architecture. Awarded Best Small City. **Get** Your Chill On. A Top Foodie Destination. Farm to Fork Dining. Savor Local Flavor. [Free Visitors Guide](#) · [Outdoor Adventures](#) · [Breweries & Wineries](#) · [Local Events](#) · [Local Dining](#)

30 Free Things to Do in Greater Palm Springs

- **Palm Springs Art Museum.**
- **VillageFest.**
- Free Hiking.
- Historical Society and **Museum** of Palm Desert.
- **Cabazon Cultural Museum.**
- Night Adventures in the Monument.
- **Palm Springs Art Museum in Palm Desert.**
- **Fritz Burns Park.**

More items... • Jan 11, 2019

30 Free Things to Do in Greater Palm Springs - Free Fun!
<https://www.visitgreaterpalmsprings.com/.../30-free-things-to-do-in-greater-palm-springs...>

About this result Feedback

Optimize for Position Zero and voice search

SEO-driven content strategy

Google Home

“What are some free things to do in Palm Springs?”

DIGITAL MARKETING - 2019 FOCUS



WATCH: Discover the Palm Oases with Wander List



10 Hikes to Kick Your Butt Back into Shape



Chill Deals for Your Next Visit to Greater Palm Springs

Email Marketing

Use automation to increase engagement

Personalize emails based on interests

DIGITAL MARKETING – 2018 Social Media Highlights

Influencer Campaign Totals

1.5 M
impressions

213k +
engagements

555k +
video views

♥ 19,782



@xo.rachelpitzel

♥ 4,309



@casydy

♥ 10,756



@iamdawnmccoy

♥ 4,891



@lizzieinlace

jetBlue Sweepstakes

DIGITAL MARKETING – 2018 Social Media Highlights



Dawn McCoy
Takeover



Coachella Valley
History Museum



Chill
Challenge



YouTube, Facebook, Twitter

SOCIAL MEDIA - 2019 Goals



FACEBOOK	2018 Goal	2018 Actual	2019 Goal
Fans	350,000	350,564	370,000
Video Views	1,050,000	2,666,487	1,300,000
Engagement	31,000	61,785	80,000



INSTAGRAM	2018 Goal	2018 Actual	2019 Goal
Fans	22,000	19,899	25,000
Video Views	N/A	N/A	1,000,000
Engagement	43,000	329,015	500,000



TWITTER	2018 Goal	2018 Actual	2019 Goal
Fans	48,000	41,533	45,000
Video Views	N/A	N/A	500,000
Engagement	2,800	17,390	20,000

Thank you Board Liaison: Celeste Brackley & Bob Schneider!

SOCIAL MEDIA - 2019 Trend



Personalized Experiences

Increase awareness
of destination +
brand

Drive demand
for experience

Maximize the
visitor experience



Proactive Engagement

Twitter Chats

Instagram Stories

Live Streaming



SEASON 1

GDS
Craft

PAULBAR – November 20, 2018
Palm Springs

BOOTLEGGER TIKI – December 6, 2018
Palm Springs

AC3 – December 19, 2018
Palm Desert

MORGAN'S OF THE DESERT – January 16, 2019
La Quinta

THE PINK CABANA – January 24, 2019
Indian Wells

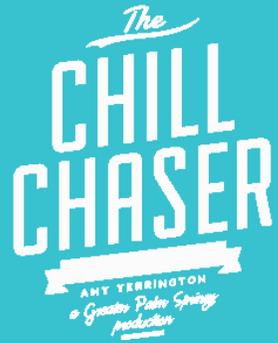
EDGE STEAKHOUSE – February 7, 2019
The Ritz-Carlton, Rancho Mirage

LAVENDER BISTRO – February 21, 2019
La Quinta

TRUSS & TWINE – March 7, 2019
Palm Springs



SEASON 3



Pickleball - November 5, 2018

Rancho Mirage Observatory – December 1, 2018

Palm Springs ModSquad – January 25, 2019

Night Golf at Indian Wells – *early February*

Doggie Friendly Travel – *end of February*

Art Galleries – *early March*



SEASON 3

WANDER *List*

Palm Oases
December 17, 2018

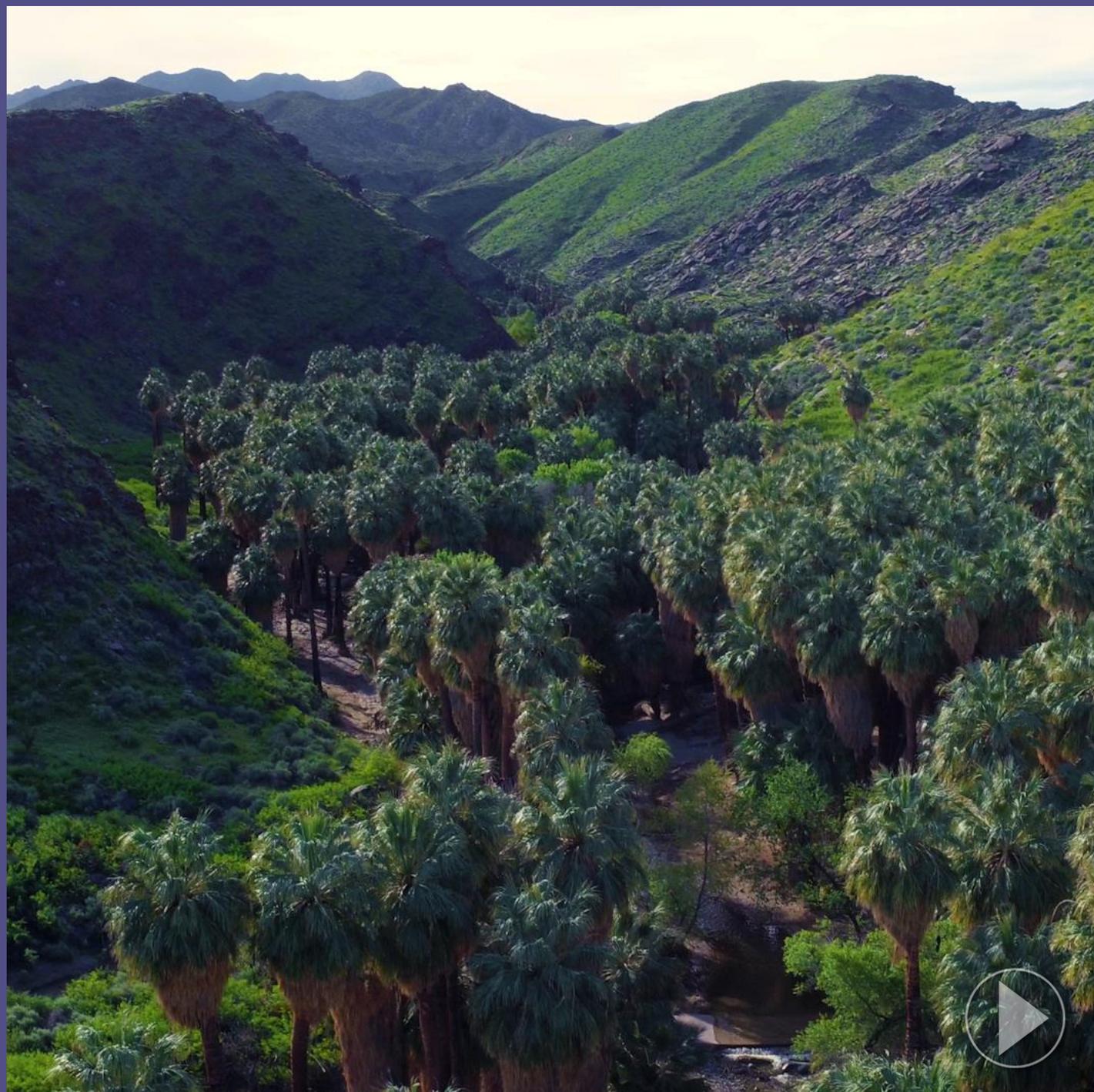
Vintage Shopping
January 2019

Unique Boutiques & Historical Small Hotels
February 2019

Vacation Rental Gems
March 2019

Coachella Valley History Museum
April 2019

Desert Harvest
May 2019





COMMUNICATIONS

COMMUNICATIONS - 2018 Overview



AD VALUE

Goal \$32,000,000
Final \$43,000,000

CIRCULATION
2.4 Billion

MEDIA ASSISTS

Goal 1,900
Final 1,911

COMMUNICATIONS - 2018 Highlights

hosted
media



707 total guests



COMMUNICATIONS - 2018 Highlights

Featured coverage of **Greater Palm Springs**

571 articles

AFAR



The Barcelona Principles' Scale

1. Rates earned media based on: Story Type, Media Tier, Visuals, URL and coverage placement.
2. Scores for earned media will range from a low of 2 points to a high of 10 points.

POINTS GOAL

3,650

MEDIA ASSISTS GOAL

2,000

TRACKING

Ad Value
Circulation/Impressions

Thank you Board Liaison: Greg Purdy!

COMMUNICATIONS – Upcoming Initiatives

JANUARY 2019

Visit California NYC
International Media Marketplace

FEBRUARY 2019

Desert X

Outlook Forum

JetBlue Launch Boston

MARCH 2019

Mexico Media Mission

German Press FAM with San Diego

APRIL 2019

Visit CA
Korea/Japan Media Mission

Goldenvoice
Arts & Culture



2018
Highlights

American Film Market

Exhibited with Riverside County
Film Commission in November

Hosted first joint Location Scout FAM

with Riverside County
Film Commission

Samantha Brown's "Places to Love" travel show on PBS

Secured and coordinated production of GPS episode
for the second season

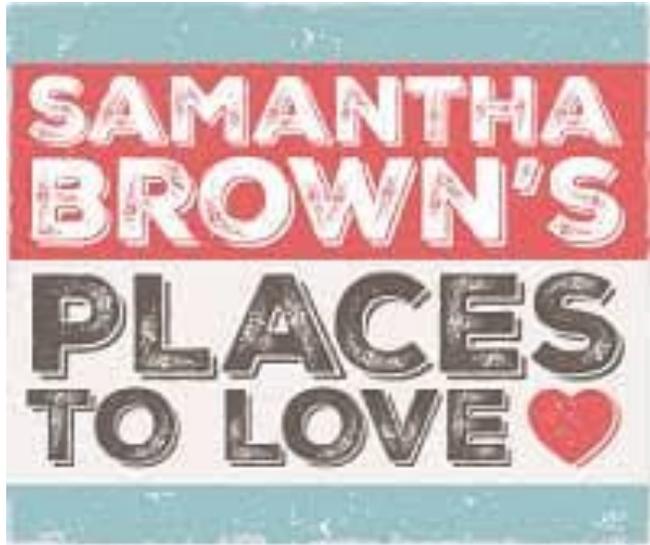


2019
FOCUS &
GOALS

Host two valley-wide
Location Manager
FAMs in 2019

Continue to promote the destination at
production industry deskside
meetings in Los Angeles

COMMUNICATIONS - PBS Broadcast



Aired **Jan 9th** on PBS

101 PBS stations

Running for **2** years





PARTNERSHIP

PARTNERSHIP – 2018 Achievements

15

CVB
events

144

Community
events attended

2,543

Partners
attended

2,192

Visitors to the
visitors center

2,278

Partner
referrals

22

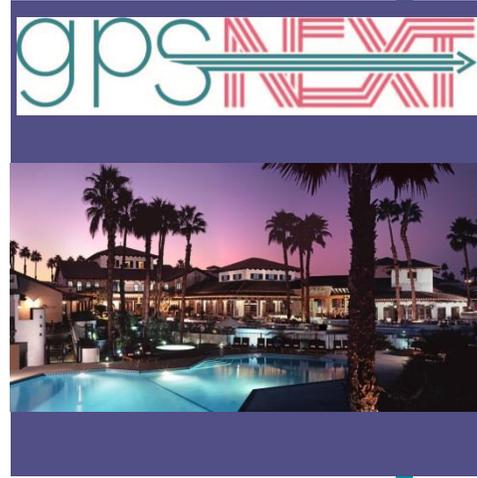
Countries
represented

PARTNERSHIP - Events

January 31

The Living Desert Zoo and Gardens
Meet & See

Palm Desert



February 7

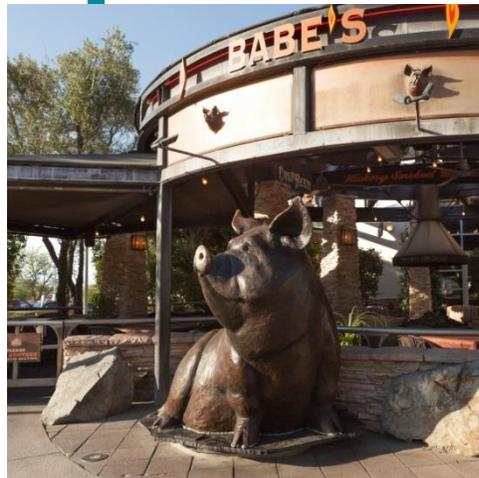
GPS NEXT Tourism
Overview & Insights

Rancho Mirage

February 21

Babe's Bar-B-Que & Brewery
Meet & See

Rancho Mirage



April 30

CV Repertory Theatre
Meet & See

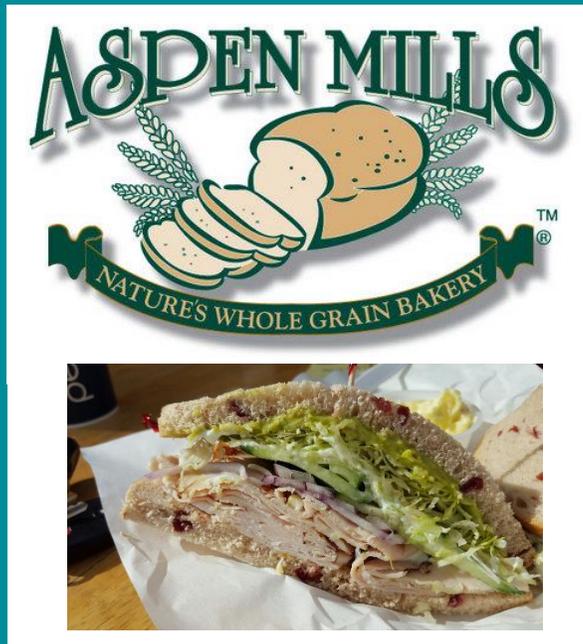
Cathedral City



GIVING BACK

CVB volunteers sorted **11,800** pounds of donations at FIND Food Bank

24 CVB volunteers walked **5k** for American Heart Association



Aspen Mills – Lunch to the TSA Agents – January 25, 2019

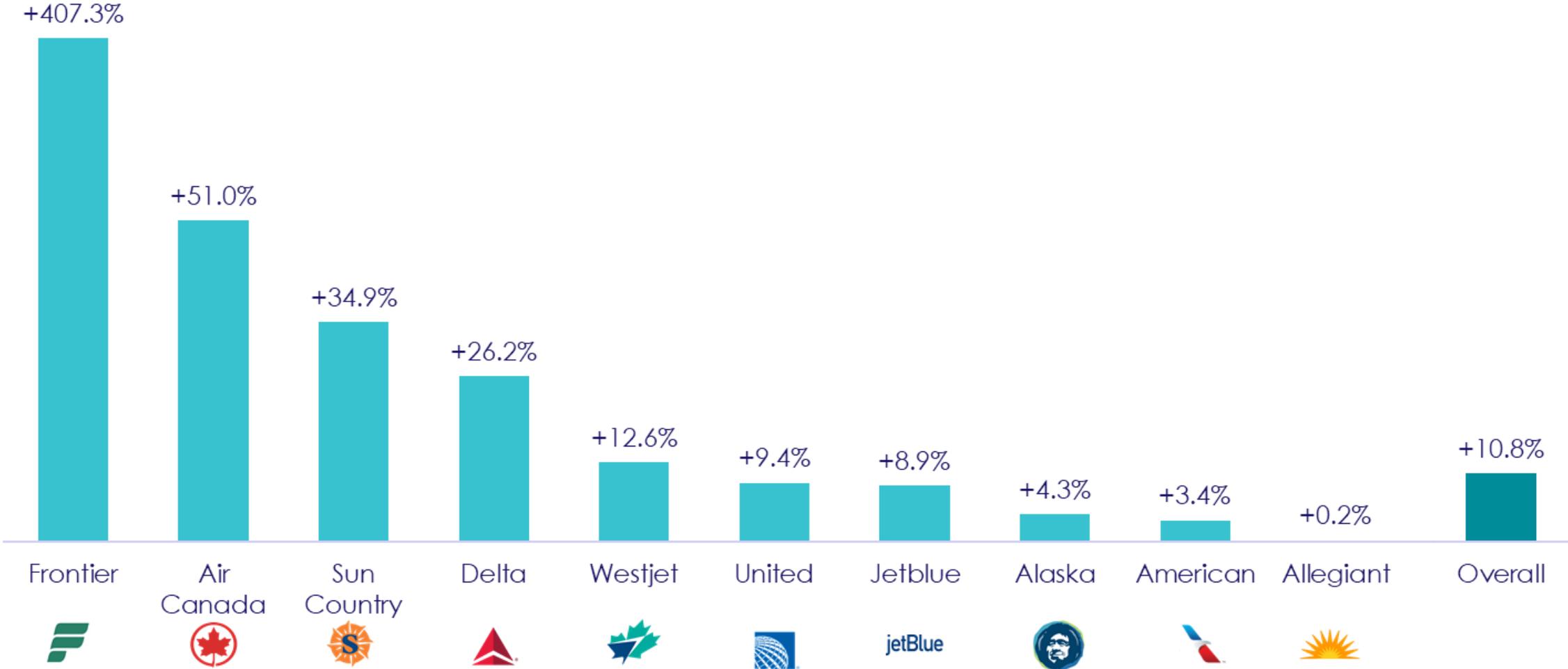
LifeStream – CVB Blood Drive – March 15, 2019

FIND Food Bank Telethon – April 5, 2019



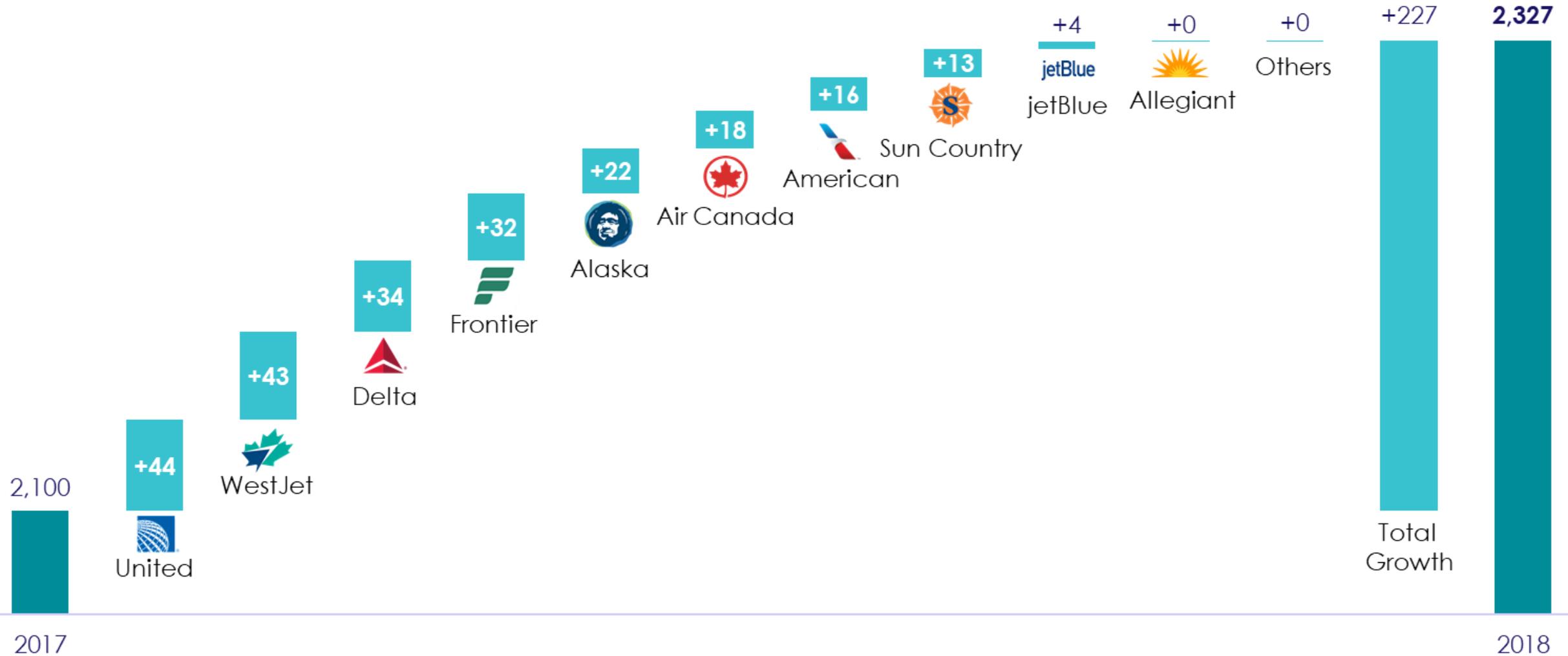
DESTINATION DEVELOPMENT

2018 AIRLINE PASSENGER GROWTH AT PSP



Note: United includes UA operated by SkyWest; Delta includes Compass & DL operate by SkyWest; Alaska includes Virgin America; American includes Mesa & AA operated by SkyWest.
Source: Palm Springs International Airport; GPSCVB; Ailevon Pacific Aviation Consulting

AIRLINE PASSENGER GROWTH BY AIRLINE

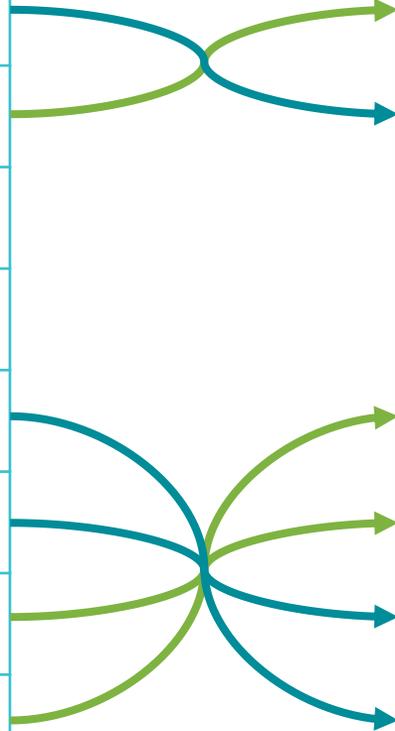


Note: United includes UA operated by SkyWest; Delta includes Compass & DL operate by SkyWest; Alaska includes Virgin America; American includes Mesa & AA operated by SkyWest.
 Source: Palm Springs International Airport; GPSCVB; Ailevon Pacific Aviation Consulting

IN 2018, ALASKA REMAINED OUR #1 AIRLINE FOR PASSENGERS

2017 Rank	Airline
1	Alaska
2	American
3	United
4	WestJet
5	Delta
6	Allegiant
7	jetBlue
8	Sun Country
9	Air Canada
10	Frontier

2018 Rank	Airline
1	Alaska
2	United
3	American
4	WestJet
5	Delta
6	Air Canada
7	Sun Country
8	jetBlue
9	Allegiant
10	Frontier



MARKETING – Airline

NEW Non-stop service

Begins February 14, 2019

Hosting media on inaugural flight

Hosting Network Planners in GPS

Cable TV Timeframe

November – March

8,000 spots/month

Digital/Social Campaign

32 Million Impressions



AIR SERVICE DEVELOPMENT - Objectives in 2019

PSP AIR SERVICE DEVELOPMENT VISION:

Nonstop, year-round, competitive and sustainable air service to the largest visitor source markets in the U.S. & Canada, with exceptional airline relationships

EXISTING MARKETS

EXTEND services into shoulder and summer season

INCREASE number of markets with multiple airline options

BRING new airlines to Palm Springs

NEW MARKETS

SECURE SERVICE from San Jose, Las Vegas, Sacramento, Oakland, Detroit, Los Angeles, D.C. & Philadelphia

WORK OPPORTUNISTACALLY in international, long-haul markets by leveraging pre-clearance

NEW STRATEGY

TARGET key industry publications read by network planners via our target airlines



2019 Sales & Marketing Plan

2019 SALES & MARKETING PLAN GREATER PALM SPRINGS

STRATEGIC PLAN

STRATEGIC PLAN

DESTINATION DEVELOPMENT PLAN

In 2019, the CVB continues to build momentum as we look toward the future of Greater Palm Springs in the context of a long-term destination development strategy. The CVB and the region's tourism industry leaders have made significant progress since the unveiling of the Destination Development Plan in spring 2016.

The plan, based on extensive research conducted by two leading strategic agencies, features more than 85 individual recommendations. The recommendations are targeted to meet the primary goal of attracting more than 16 million visitors to the valley by 2026. Collaboration with our Partners is integral to the success of this master plan.

Working together, we seek to implement innovative tactics and meet any challenges in our ever-changing tourism industry.

HOME

Vision & Mission

CVB Boards

Strategic Plan

Research

Convention Sales

Travel Industry Sales

Destination Marketing



NEXT MEETING

Friday, March 22, 2019