

MEDIA GUIDE

GREATER PALM SPRINGS



find your oasis.

A woman with dark hair is lying on a white lounge chair by a swimming pool. She is wearing a light blue long-sleeved shirt, a bright blue skirt, and white sneakers. She is also wearing bright blue sunglasses and several gold bracelets on her right wrist. The pool water is a vibrant blue, and the scene is set outdoors on a sunny day. The text "More inspiration, no perspiration. - Just CHILL" is overlaid on the right side of the image.

More inspiration, no perspiration.
- Just CHILL



The Greater Palm Springs Convention and Visitors Bureau created this handy field guide to make it easier for journalists covering Greater Palm Springs to learn about the destination. Inside, you'll discover what's cool and newsworthy about the nine Coachella Valley cities: Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella.

Whether you're covering us for the first time or you've produced several stories, there's always something new to discover in the oasis.

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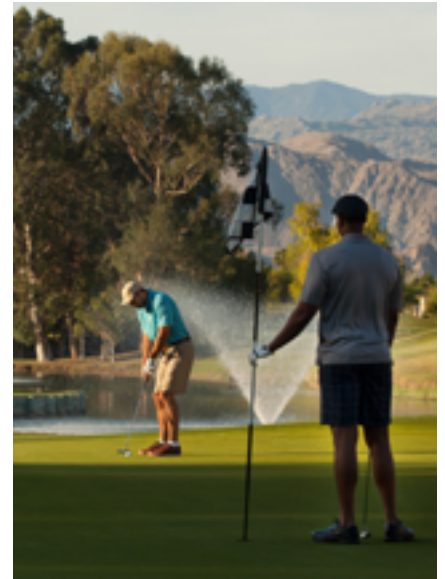




Whether you're a hipster, fashionista, wellness seeker or nature lover, you'd each describe the area a different way—and you'd all be spot on. No matter what you're looking for, you'll discover a "chill factor" that's one of a kind.

CHILL CULTURE

Driving east from Los Angeles, an ocean of white clean-energy wind turbines rotating against impossibly blue skies welcomes you to the nine desert cities and their contrasting possibilities, from healing spas and nature preserves to championship golf courses, vibrant nightlife and casino gaming. In winter, neighboring snowcapped mountains overlook the dramatic desert landscape and offer the unique opportunity to cross-country ski and take a thrilling desert Jeep tour all in the



same day. You'll discover ultra-modern resorts favored by celebrity guests, intimate historic midcentury modern boutique hotels, and Old Hollywood celebrity homes to rent. Traveling with family, friends or colleagues? There are multiple experiences to enjoy time together and escape for a little "me" time too.

No matter what desert dream draws you to Greater Palm Springs, you'll be warmly welcomed with a chance to relax off the radar. This is how we chill.

JUST THE FACTS

Greater Palm Springs, or the Coachella Valley, features nine diverse cities in southeastern Riverside County in California. The desert region has a permanent population of **354,923**. The local population swells annually to more than **600,000+** during winter season, from January through May.

THE CITIES AND THEIR POPULATIONS* ARE:

Palm Springs	45,402
Desert Hot Springs	28,164
Cathedral City	54,261
Rancho Mirage	17,510
Palm Desert	50,417
Indian Wells	4,974
La Quinta	38,489
Indio	87,533
Coachella	24,568

*2016-2017 Coachella Valley Economic Partnership (CVEP) Annual Report



CLIMATE

Sunshine	300 days annual average
Rainfall	5.5 inches annual average
Temperatures	January 43°-69° F
	April 59°-91° F
	July 76°-108° F
	October 63°-93° F

VISITOR & TOURISM STATISTICS

Annual Overnight Visitors	5.7 million	Annual Visitor Spend	\$5 billion
Annual Day/Overnight Visitors	12.9 million	Total Business Sales	\$6.4 billion
Available Rooms	15,000+	Tourism-Generated State/Local Taxes	\$538 million
Hotels:	200+	Tourism-Generated Federal Taxes	\$413 million
Average Overnight Visitor Spend	\$500	Area Jobs Supported by Tourism	49,572 (23% of total jobs)
Average Day Visitor Spend	\$384		

* Economic Impact statistics are based on 2015 research study conducted by Tourism Economics
– An Oxford Economics Company.



DID YOU KNOW?

The Cahuilla (*pronounced Ka-wee-ya*) Indians were the area's first settlers, dating back an estimated 2,000 years.

Indio became the first incorporated city on May 30, 1930.

The Coachella Valley is home to approximately 10,000 palm trees.

Native birds include the burrowing owl, roadrunner, Costa's hummingbird and cactus wren.

Native mammals include the kit fox, bighorn sheep, coyote and badger.

Creosote, jumping cholla, mesquite, ocotillo, palo verde, barrel cactus and smoke tree are among the natural vegetation you'll see throughout Greater Palm Springs.





**9 RESORT CITIES.
ONE BEAUTIFUL
OASIS.**



Greater Palm Springs offers diverse and breathtakingly beautiful landscapes to explore and admire. Surrounded by dramatic mountains on all sides, the region makes every selfie spectacular; no matter which direction you point the camera, there's a stunning backdrop to frame the photos. The Santa Rosa Mountains border the southwest, and to the west, the San Jacinto Mountains. Turn east for a panoramic view of the Little San Bernardino Mountains, while San Geronimo Mountain stands sentinel over the valley from the north. These mountains peak at around 11,000 feet (3,400 m) and tend to average between 5,000 to 7,000 feet (1,500 to 2,000 m). Elevations on the Valley floor range from 1600 feet above sea level at the north end of the Valley to 250 feet below sea level around Mecca, 38 miles from Palm Springs.

Lush hidden oases offer respite sanctuary from the sun, while canyons and hills hold secrets of the Old West and the area's Native American heritage. The San Andreas Fault traverses Greater Palm Springs' north side, which over time has created the famous hot springs that locals and visitors enjoy. Situated in the northwestern part of the Sonoran Desert (which extends into Arizona and parts of Mexico), the Coachella Valley's warm year-round climate supports a flourishing agricultural industry producing a rich bounty of fruits and vegetables, including lettuce, spinach, peppers, tomatoes, table grapes, citrus, dates and much more.

>>> GETTING HERE

FROM THE AIR

Palm Springs International Airport (PSP), voted one of the “Top Ten Stress-Free Airports in the U.S.” by SmarterTravel.com, features **11 major airlines, 18 daily non-stop flights (and growing), and connections to 550 cities.** The airport scores high marks with travelers for quick check-ins and friendly, fast TSA checkpoints, plus the added bonus that PSP is only minutes from plane to baggage to Greater Palm Springs resorts and hotels.

FROM THE OPEN ROAD

Whether coming in a convertible, Harley or SUV, driving into Greater Palm Springs is simple and quick from major metropolitan areas of the Southwest.

APPROXIMATE DRIVE TIME FROM MAJOR CITIES:

Los Angeles	2 hours
San Diego	2 hours, 15 minutes
Newport Beach	1 hour, 45 minutes
Anaheim	1 hour, 45 minutes
San Bernardino	1 hour
Riverside	1 hour
Phoenix, Arizona	4 hours
Las Vegas, Nevada	4 hours

GETTING AROUND

Once in Greater Palm Springs, you can drive the entire Coachella Valley – from northwestern Desert Hot Springs to easternmost Coachella – in just under 45 minutes.

If you prefer not to drive, you'll find an abundance of shuttles, car services, limos, taxis and Ubers at your disposal 24/7. SunLine Transit System runs an extensive network of SunBus routes and schedules throughout Greater Palm Springs. Every SunBus is equipped with a bike rack.

GREATER PALM SPRINGS IS ALSO ACCESSIBLE FROM THESE CONVENIENT SOUTHERN CALIFORNIA GATEWAY AIRPORTS:

(ONT) Ontario International Airport	69 miles/111 km
(SNA) John Wayne Airport-Orange County	97 miles/156 km
(LAX) Los Angeles International Airport	127 miles/204 km
(BUR) Hollywood Burbank Airport	120 miles/193 km
(SAN) San Diego International Airport	141 miles/227 km





EXPERIENCE TESLOOP'S CITY TO CITY SERVICE

Support sustainable travel and enjoy a relaxing ride from Los Angeles or Orange County as a passenger in a shared-ride Tesla. Tesloop offers several pick up and drop off locations at hotels and select Starbucks. Complimentary amenities on the road include healthy snacks and beverages, noise canceling headphones, music and pillow menu. tesloop.com





Cool savings are available all year long in Greater Palm Springs with a variety of deals offered by participating hospitality and tourism partners. Take advantage of these Chill specials that offer savings on everything from food and drinks, activities and attractions, and spa and wellness services to transportation, hotel stays and shopping. Check out:

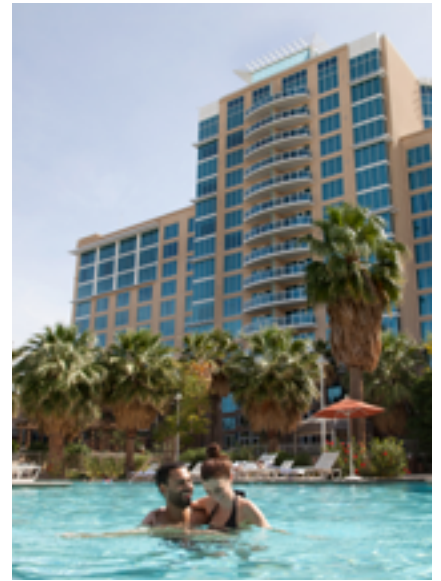
visitgreaterpalmsprings.com/chilldeals



Within Greater Palm Springs' nine resort cities, you'll find a wide array of accommodations, from luxurious resorts and brand name accommodations to trendy contemporary hotels, intimate boutique inns and several

WHERE TO STAY vacation rentals including celebrity estates.

Resorts and hotels offer a range of amenities like world-class spas, poolside dining, cool aquatic features, pet-friendly packages, golf and tennis, special holiday



events, and much more. Desert Hot Springs' world-famous healing mineral springs can be enjoyed at spa hotels throughout the city, while Palm Springs lays claim to one of the most unique collections of historic and midcentury modern hotels in the country.



STORY IDEAS



HEALING VIBES

Combine a huge daily dose of warm sunshine, mesmerizing natural scenery, clean air and therapeutic mineral waters, and it's little wonder that Greater Palm Springs has emerged as one of the world's most sought-after wellness destinations. Wellness is a way of life in this oasis.

Spa resorts and retreats throughout Greater Palm Springs offer a spectrum of rejuvenating treatments and healing rituals. Plus, it's easy to stay in shape and eat well here. You'll find a variety of fitness and recreational activities, as well as restaurants and farmers markets filled with the region's bounty of fresh fruits and vegetables.



OUTDOOR ADVENTURE

Greater Palm Springs' dramatic natural beauty is sure to move you and get you moving. Explore our natural wonders at a leisurely pace or kick it up to a whole new level in challenging landscapes. Ride the Palm Springs Aerial Tramway up to the San Jacinto Mountains, where you'll find more than 50 miles of hiking trails, or shake things up aboard a rugged desert Jeep tour to the legendary San Andreas Fault.

You can also see the sights on horseback, hiking trails, mountain bikes and ATVs, or get fast and furious behind the wheel of a BMW M-Series at the BMW Performance Driving School at Thermal Club. More options include discovering the desert via a hot air balloon, biplane or helicopter ride.





dineGPS

The region's agricultural bounty, enviable weather and casual lifestyle continue to lure talented chefs who are putting the epic back in epicurean. In Greater Palm Springs, you'll find everything from gourmet roadhouse comfort food and ethnic fusion to sophisticated dining that meets the highest gastronome's standards.

Every June, more than 100 top restaurants feature special prix fixe menus during the annual Greater Palm Springs Restaurant Week. The destination also has a growing craft brewery scene, a boutique spirits distillery, culinary walking tours on El Paseo in Palm Desert and in downtown Palm Springs, and the annual Palm Desert Food & Wine festival.



GOLF, TENNIS AND EQUESTRIAN

Greater Palm Springs is home to more than 100 golf courses designed by some of the world's most famous golf architects and pros, including industry greats like Arnold Palmer, Pete Dye, Gary Player and Jack Nicklaus. FootGolf, an exciting golf/soccer hybrid, has recently found footing in the region and, in fact, the American FootGolf League (AFGL) is headquartered in Greater Palm Springs.

Tennis players will find top-notch instruction programs and state-of-the-art courts throughout the area, including the Indian Wells Tennis Garden, home of the annual BNP Paribas Open.

Equestrian competitions are very popular, particularly in winter and spring during polo season at the Empire Polo Club and Eldorado Polo Club. HITS, Inc.'s Desert Circuit gallops onto the scene January through March. Known as a mainstay of West Coast hunter/jumper horse show competition for the past 20 years, the Thermal facility offers classes for both the novice and experienced rider.





HIKING

Greater Palm Springs and its breathtaking surroundings are a hiker's paradise, thanks to more than 100 spectacular trails in the area. The Indian Canyons, Santa Rosa and San Jacinto Mountains National Monument, Coachella Valley Preserve, Whitewater Preserve, Mecca Hills and Painted Canyon are among the many beautiful areas to explore.

Best of all, you'll find trails for every level of skill, from easy nature loops to incredibly scenic, strenuous treks. Our hiking site, hikingingsps.com, can help you find the perfect trail for you and your canine companions, too.

FESTIVALS

Greater Palm Springs hosts a variety of notable film festivals during the year, but the grandest of them all is the Palm Springs International Film Festival. Every January, the festival attracts numerous celebrities and is considered the unofficial prelude to the Oscars®.

Thousands of art lovers and collectors head to the oasis throughout the year to peruse and purchase pieces at world-class art events like the Southwest Arts Festival (Jan.), Art Palm Springs (Feb.), La Quinta Arts Festival (March) and Indian Wells Arts Festival (April).

Additionally, the Empire Polo Club in Indio hosts two internationally renowned mega live concert events in April: Coachella Music & Arts Festival (two consecutive weekends) followed by Stagecoach country music festival, known as California's premier country music event.



ARTS/CULTURE

Greater Palm Springs' eclectic arts and culture scene offers something to nourish any artistic soul. Visitors can spend more than a day exploring the galleries of the Palm Springs Art Museum, the Palm Springs Air Museum's flyable World War II aircraft, the architecture and outdoors of Sunnylands Center & Gardens, and the eye-catching collections of public art (each city has one).

Architecture buffs can take guided tours of fabulous midcentury modern homes, while history lovers can immerse themselves in the fascinating heritage and traditions of the local Cahuilla Indian tribe or visit Cabot's Pueblo Museum and the Coachella Valley History Museum.

Entertainment options run the gamut, from casino shows, live music and comedy cabaret and theater to dance performances, touring Broadway musicals and even opera in the park.



MODERNISM

Greater Palm Springs is home to the largest concentration of midcentury modern architecture in the nation. Since the 1920s, visionary modernist masters (Albert Frey, Donald Wexler and E. Stewart Williams among them) designed sleek modern homes and businesses that have embraced the desert environment.

Every February, Modernism Week celebrates this unrivalled design legacy with 10 days featuring more than 350 events including parties, films, architectural bus tours, home and neighborhood walking tours, lectures, special events and much more. In February 2017, Modernism Week drew nearly 100,000 attendees from around the world. Every October, Modernism Week hosts a four-day Fall Preview. Private and group midcentury modern architecture sightseeing tours are available throughout the year.





FAMILY FUN

Traveling with family can sometimes feel like a business trip—but not in Greater Palm Springs! Here, visitors are encouraged to let go of complicated itineraries and simply chill. If you're seeking more than pool time, there are entertaining activities for all ages.

The options are seemingly endless — from the Palm Springs Aerial Tramway, open-air jeep excursions, group trail rides on horseback and bicycle tours to family golf clinics, ATV adventures and super-soaking attractions at Wet 'n' Wild waterpark. Explore The Living Desert, a 1,200-acre preserve featuring hundreds of animals and plants from the deserts of the world and several fascinating exhibits. And when the adults need a little time apart from the kids, many resorts offer day camps and plenty of fun and games.

ROMANCE

Love is always in the air in Greater Palm Springs. Ever since Elvis swept Priscilla away to a honeymoon retreat here, Hollywood has been fascinated with the region's romantic glamour. Couples come here to soak in some of that romantic stardust, whether it's for an intimate getaway, engagement, wedding, honeymoon or anniversary. With jaw-dropping scenery, stylish resorts, indulgent spas, dining under the stars, exciting entertainment and fabulous weather, Greater Palm Springs is the ultimate place to sweep your sweetheart off of his or her feet.



RETAIL THERAPY

Greater Palm Springs offers distinctive shopping experiences for all. With big box brands and fabulous outlet malls within driving distance to colorful street fairs, chic boutiques and independently owned galleries, you can find exactly what you want or need. Spend the day exploring the downtown Palm Springs' shopping scene, which includes fantastic vintage stores, one-of-a-kind shops and interesting eateries. Browse the unique boutiques of Palm Desert's El Paseo District, Gardens on El Paseo, The River at Rancho Mirage, Palm Canyon Drive in Palm Springs and Old Town La Quinta. Popular malls include Westfield Palm Desert and adjacent Desert Crossing Shopping Center.

LGBT

As one of the most gay-friendly destinations in the country, Greater Palm Springs boasts a dynamic lesbian, gay, bisexual and transgender community with businesses, nightclubs and resorts catering to LGBT visitors. A major celebration of "diversity, inclusivity, art, fashion and culture," the annual Greater Palm Springs Pride weekend in November draws more than 130,000 attendees.

Two large-scale annual LGBT signature events take place in springtime: The Dinah, presented by Club Skirts, is billed as the largest girl party music festival in the world, and the White Party Palm Springs is an incredible weekend of pool and dance parties for the guys.



CREDIT: MONOCLE PROJECT

WEDDINGS

Weddings are big in Greater Palm Springs. It's a preferred location for a destination wedding, and one your friends and family will definitely want to attend, savoring the great weather and world-class amenities and attractions.

Virtually every resort hosts beautiful ceremonies, from the most elegant ballrooms to intimate patios overlooking the dreamy desert-scape and vows at the 18th hole. Wedding parties can even rent out an entire boutique hotel for both the ceremony and overnight accommodations.

If you're going for a more unconventional celebration, you'll find it here, both indoors and out in breathtaking natural surroundings.



SIGNATURE EVENTS

More than 300 days of sunshine and outstanding venues attract many notable annual signature events. Major highlights include:

Palm Springs International Film Festival (January)
and Palm Springs International ShortFest and
Film Market (June) psfilmfest.org

CareerBuilder Challenge Golf Tournament (January)
cbchallenge.com

Modernism Week (February and October)
modernismweek.com

La Quinta Arts Festival (March) lqaf.com

BNP Paribas Open (March) bnpparibasopen.com

Fashion Week El Paseo (March) fashionweekelpaseo.com

ANA Inspiration LPGA Tournament (March/April)
anainspiration.com

American Documentary Film Festival (April)
americandocumentaryfilmfestival.com



White Party (April) jeffreysanker.com

Indian Wells Arts Festival (April) indianwellsartsfestival.com

Coachella Valley Music & Arts Festival
(April - 2 weekends) coachella.com

Stagecoach Country Music Festival (April)
stagecoachfestival.com

DineGPS: Greater Palm Springs Restaurant Week
(June) dinegps.com

Cinema Diverse: Palm Springs LGBTQ Film Festival
(Sept) cinemadiverse.org

Palm Desert Golf Cart Parade (Golf Cart Parade) (October)
golfcartparade.com

Greater Palm Springs Pride Weekend (November)
pspride.org

Indio International Tamale Festival (December)
tamalefestival.net

For the complete Greater Palm Springs Event Calendar, visit
visitgreaterpalmsprings.com



A woman in a pink long-sleeved shirt and black leggings is running on a rocky, sloping trail. To her left is a large Joshua tree. The background is a warm, golden-brown landscape with rolling hills. A white diamond shape is superimposed on the upper part of the image, containing the word 'NEARBY'.

NEARBY



JOSHUA TREE NATIONAL PARK

The extraordinary landscape of world-famous Joshua Tree National Park is less than an hour's drive from Greater Palm Springs. Park adventures include incredible hiking trails, rock climbing, guided walks, evening programs and special events.

After exploring the park, check out the eclectic restaurants and antique shops that line the main drag of this laidback town. While heading back to Greater Palm Springs, stop by the Old West movie set town of Pioneertown and dine in one of the region's favorite watering holes: Pappy and Harriet's Pioneertown Palace. A younger set tends to flock to this Western cantina and BBQ joint, thanks to its rustic, free spirit vibes and ongoing line-up of live music that's featured the likes of Paul McCartney, Robert Plant, Arctic Monkeys, Billy Corgan, Lucinda Williams, Neko Case, Eagles of Death Metal and many more.



SALTON SEA STATE RECREATION AREA

One of the world's largest inland seas and lowest spots on earth (-227 below sea level), the Salton Sea was formed in 1905 when high spring flooding on the Colorado River crashed the canal gates leading into the developing Imperial Valley, equaling about 130 miles of shoreline.

Be sure to take a look at Modernist architect Albert Frey's North Shore Beach and Yacht Club, and rent a kayak at the Salton Sea State Recreation Area's Varner Harbor, which covers 14 miles of the northeastern shore. Campers, birdwatchers, photographers and hikers can enjoy the site's many recreation opportunities. Be sure to stop in the Visitors Center to learn more about the sea and efforts to save this vital ecosystem.



DEATH VALLEY NATIONAL PARK

At 9 hours roundtrip from Greater Palm Springs, Death Valley National Park definitely warrants an overnight stay. The park's 3.3 million acres/1.34 million hectares encompass mountain-sized sand dunes, below-sea-level salt flats, mysterious singing rocks and colorful sandstone canyons. Don't miss the sights from Zabriskie Point and Devil's Golf Course.

For more information on the California Deserts, visit: [visitcaliforniadeserts.com](https://www.visitcaliforniadeserts.com)

MEDIA SUPPORT

WHAT WE CAN DO

Approach the appropriate hotels, restaurants, attractions and tours on your behalf* for:

Accommodations

Meals

Attraction Admission

Itinerary Development

Interviews

**Please note whatever support partners provide is up to their discretion and availability.*



WHAT WE CAN'T DO

Covering your incidentals at host hotels. Please know in advance that upon check-in you must provide a credit card for your incidentals (no exceptions).

Hosting Airline or Ground Transportation. In limited cases, we may be able to provide an airline ticket or reimburse journalists for car rental.

Trade-Outs – We do not negotiate trade-outs between outlets and partners. A list of partners is on our website at visitgreaterpalmsprings.com

EXPECTATIONS

Give us six weeks' notice for hosting support and two weeks' notice for comprehensive research.

Please be on time with arranged visits.
If you are running late, please call the partner.

Deliver editorial coverage by sending us your clips within two weeks of publishing. If you are waiting on hard copies, please notify us.



APPLYING FOR ASSISTANCE

Let's get your story started. Fill out an assistance form here: visitgreaterpalm Springs.com/press

DIGITAL ASSETS

Photos and videos can be found at: barberstock.com/GreaterPalmSprings

QUESTIONS? media@gpscvc.com | 760-969-1316

SOCIAL MEDIA

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9 RESORT CITIES. ONE BEAUTIFUL OASIS. | VISIT GREATERPALMSPRINGS.COM
palm springs | desert hot springs | cathedral city | rancho mirage | palm desert | indian wells | la quinta | indio | coachella