



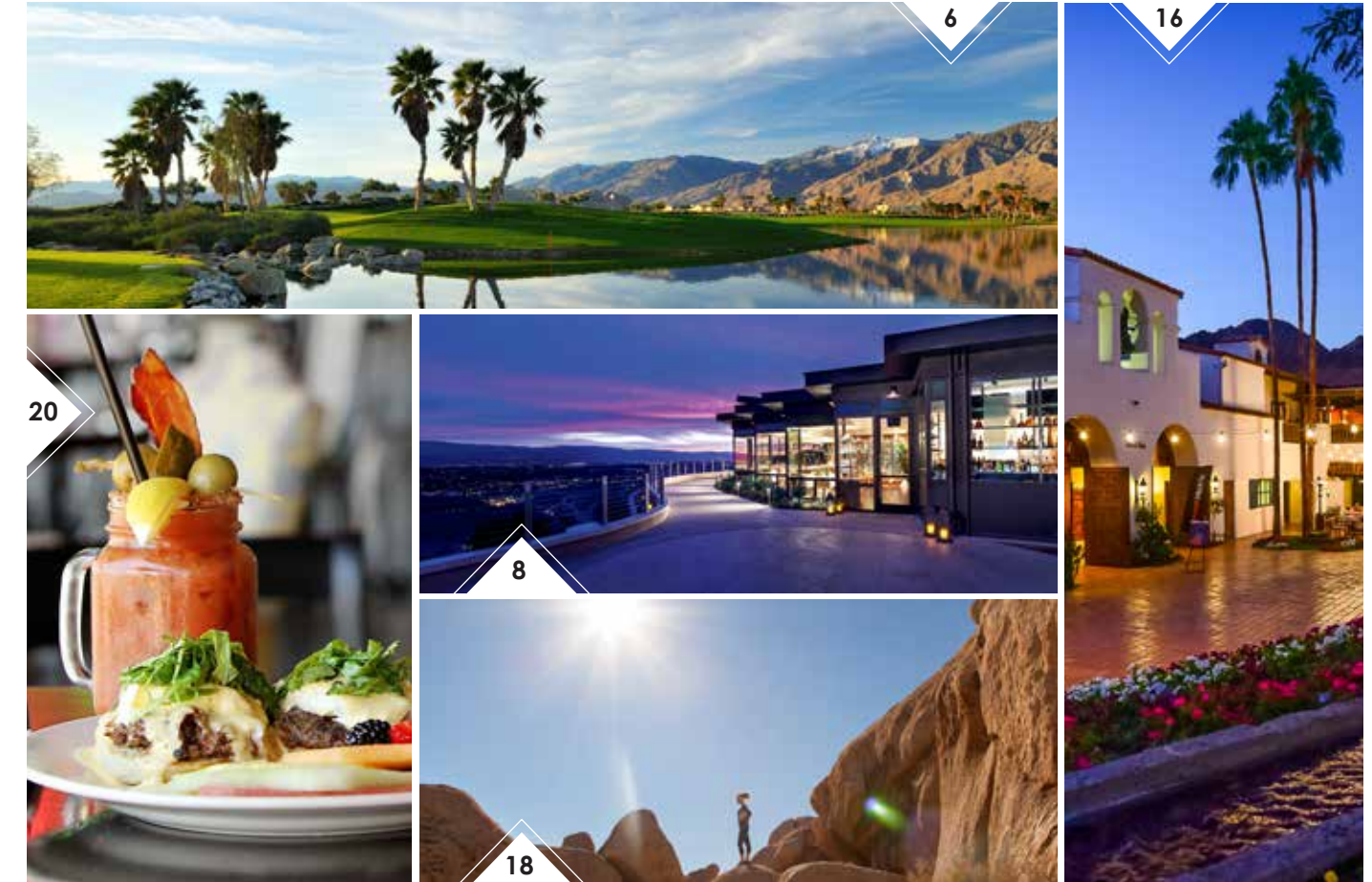
2017
ANNUAL REPORT





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TOURISM

#1 INDUSTRY OF GREATER PALM SPRINGS



1 in 4 JOBS SUSTAINED BY TOURISM

13.6 MILLION VISITORS

\$6.1 MILLION VISITOR SPENDING

\$7.0 BILLION ECONOMIC IMPACT

TOTAL TAXES GENERATED

\$592 MILLION STATE AND LOCAL TAXES

\$454 MILLION FEDERAL TAXES

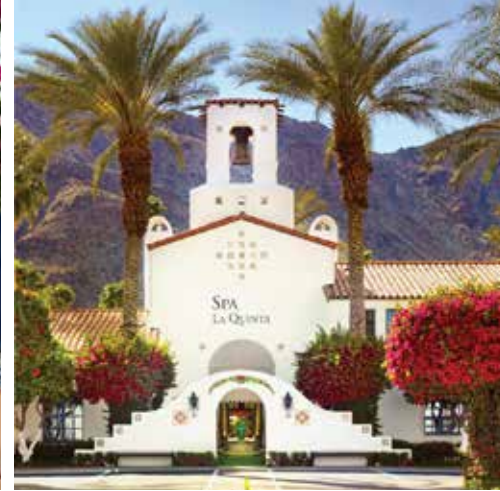
SAVING GREATER PALM SPRINGS HOUSEHOLDS

\$3,719 IN ANNUAL TAXES



In 2017, Convention Sales & Services (CS) exceeded room night goals and solidified its valley-wide reach, aided by the biggest sporting event in the destination, the growing Sand Storm LaCrosse Festival. Convention Sales focused on conducting advanced training for its sales team as well as Partners, including hot and enhanced its New Sales Manager Kit, designed to educate new sales managers about the destination and the CVB's role in successfully fulfilling meeting requests. The CS team also conducted a highly successful Virtual Tradeshow, an innovative and interactive webinar that included 82 meeting planners from all over the country as well as local Partners.

For more information contact Mark Crabb, Vice President of Convention Sales & Services mcrabb@gpscvb.com



CONVENTION SALES IMPACT TO GREATER PALM SPRINGS

- \$170.7 MILLION** ESTIMATED LOCAL TAXES GENERATED BY CVB BOOKINGS
- \$59.8 MILLION** ESTIMATED PERSONAL INCOME GENERATED BY CVB BOOKINGS
- \$8.6 MILLION** ESTIMATED LOCAL TAXES GENERATED BY CVB BOOKINGS
- \$5.33 MILLION** ESTIMATED TOT GENERATED

- 252,468** DEFINITE ROOM NIGHTS **16%**
- 347** MEETINGS BOOKED **8%**
- 55,404** ESTIMATED JOBS SUPPORTED BY BY CVB BOOKINGS **8%**

In 2017, Destination Services (DS) supported the sales teams and CVB initiatives through creative event planning, client servicing and client in-destination experiences. Out of market events were planned and built around the pillars of the Destination Master Plan. In-market client engagement reinforced the ease of access, Partner collaboration and destination attributes. As a result, Greater Palm Springs was brought to more than 36 cities and introduced to hundreds of clients in 2017.

For more information contact Jill Philbrook, Director of Destination and Partnership Services jphilbrook@gpscvb.com

DESTINATION SERVICES IMPACT TO GREATER PALM SPRINGS

- 270** CLIENT REQUESTS RESULTING IN **>> 2,233** PARTNER REFERRALS **11%**
- 105** SITE VISITS REPRESENTING **(45,185 ATTENDEES)** **>> 118,366** TOTAL ROOM NIGHTS **18%**
- 63** CLIENT EVENTS **0%**

- 3** CONFERENCE SPONSORSHIPS
- 6** CVB EVENTS
- 8** FAMS
- 12** TRADESHOWS & **6** REVERSE TRADESHOWS
- 57** PROGRAMS ENCOMPASSING **141** INDIVIDUAL EVENTS



The objective of the destination's advertising is to build awareness of the Greater Palm Springs brand as a travel destination. Awareness building media included Print, Out-of-Home and Television tactics. Print media included in-flight publications and allows the destination to partner with airlines to develop special sections reaching travelers in key vacation markets. Out-of-Home media allowed the destination to reach large populations in busy metropolitan areas in getaway and vacation markets. In 2017, the CVB increased online advertising efforts to include OTAs, news/entertainment sites and travel deals websites. Display advertising, search and social media budgets also increased. Overall impressions for 2017 were down slightly year-over-year based on a more targeted media strategy.

For more information contact Bob Thibault, Vice President of Marketing
bthibault@gpscvb.com

DESTINATION MARKETING
IMPACT TO GREATER PALM SPRINGS

- 28.9+** BILLION TOTAL IMPRESSIONS GENERATED
- 1.7** MILLION TOTAL NUMBER OF TELEVISION SPOTS
- 486** MILLION TOTAL NUMBER OF OUT-OF-HOME IMPRESSIONS
- 90.8** MILLION TOTAL NUMBER OF PRINT IMPRESSIONS
- 28** BILLION TOTAL NUMBER OF TELEVISION IMPRESSIONS
- 337** MILLION TOTAL NUMBER OF ONLINE ADVERTISING IMPRESSIONS
- 20.7+** MILLION TOTAL VIDEO VIEWS **

** 12.8+ MILLION VIEWS REFLECT THE CBS CELEBRITY VIDEO SERIES



JANUARY – DECEMBER
YEAR-ROUND
“GETAWAY”
MARKETS

Based on visitor research, the “Getaway Markets” remained the top markets throughout the entire year. As a result, marketing initiatives in these areas were implemented year-round.



MARKETS: Los Angeles, Orange County, San Diego, San Francisco, Las Vegas and Phoenix

PRINT

20.6+ MILLION IMPRESSIONS

- 90 Days of Summer Guide to Chill – *Palm Springs Life*
- The Guide – *Palm Springs Life*
- Locale Magazine
- Westways AAA (So Cal)
- VIA (Nor Cal, AAA)

DIGITAL

104.6+ MILLION IMPRESSIONS

- Expedia
- SpaFinder
- Locale
- Thrillist
- Paid Search
- Travelzoo
- SFist, LAist, Chicagoist
- TripAdvisor
- Social Media

BILLBOARDS

348.1+ MILLION IMPRESSIONS

- Los Angeles/Orange County
- San Diego
- San Francisco

TELEVISION

22.7+ BILLION IMPRESSIONS **631K** TV SPOTS

- Las Vegas
- Los Angeles/Orange County
- Phoenix
- San Diego
- San Francisco

JANUARY – APRIL & AUGUST – DECEMBER “VACATION” MARKETS

The “vacation markets” tend to invest more time and planning into their trip, which typically takes place on a seasonal basis. Therefore, marketing initiatives in these areas were implemented during the destination’s peak and shoulder season months.

MARKETS: Seattle, Portland, Chicago, New York, Minneapolis, Denver, Dallas, Vancouver, Calgary, Edmonton, Toronto and Winnipeg

PRINT
70.3+ MILLION IMPRESSIONS

- Alaska Airlines Magazine
- WestJet Magazine
- Allure
- Conde Naste Traveler
- Sunset Magazine

DIGITAL
232.6+ MILLION IMPRESSIONS

- CBS
- SpaFinder
- Expedia
- Travelzoo
- Paid Search
- Thrillist
- Secret Escapes
- TripAdvisor
- Search
- Social Media

BILLBOARDS
119.2+ MILLION IMPRESSIONS

- Chicago
- Minneapolis
- New York
- Portland
- Seattle

TELEVISION
5.3+ BILLION IMPRESSIONS

- Vancouver
- Calgary
- Edmonton
- Toronto
- Winnipeg
- Chicago
- Denver
- Minneapolis
- New York
- Portland
- Seattle

772K TV SPOTS



MAY – AUGUST SUMMER CO-OP CAMPAIGN

Following the successful 2016 program, the CVB continued the Summer Chill Television Co-Op for 2017. This program was designed to leverage Partner advertising budgets, while increasing exposure in our destination’s drive market during the summertime.

182K TV SPOTS 10.4+ BILLION IMPRESSIONS 9 POINT LIFT

11 CO-OP PARTNERS

- BMW Performance Center
- City of Indian Wells
- City of Palm Desert/ JW Marriott Resort & Spa
- City of Palm Desert/ El Paseo
- DoubleTree by Hilton
- Hyatt Regency Indian Wells Resort & Spa
- La Quinta Resort & Club
- Miramonte Resort & Spa
- Palm Springs Bureau of Tourism
- Westin Mission Hills Resort & Spa
- Greater Palm Springs Restaurant Week

SPECTRUM
Los Angeles/Orange County
San Diego
San Francisco
Las Vegas
Phoenix

KTLA Los Angeles



SEPTEMBER – DECEMBER FALL CO-OP CAMPAIGN

In an effort to impact the fall and winter seasons and continue the destination’s television presence, the Fall TV Co-op was initiated. In addition to reaching “Getaway Markets,” the Chicago market was targeted via cable television and WGN (KTLA affiliate).

118K TV SPOTS 9.5+ BILLION IMPRESSIONS

4 CO-OP PARTNERS






- CareerBuilder Challenge
- JW Marriott Resort & Spa
- City of La Quinta
- Palm Springs Bureau of Tourism

SPECTRUM
Los Angeles/Orange County
San Diego
San Francisco
Las Vegas
Phoenix

KTLA
Los Angeles
WGN: Chicago

CVB WEBSITE

In 2017, the CVB focused on increasing the visibility of the website for both desktop and mobile users. New tactics included collaborating with digital influencers to produce content and using advertising to promote Greater Palm Springs articles. Ongoing optimizations and a/b testing ensured the CVB website offered an improved user experience.

2.8 MILLION SESSIONS ON THE WEBSITE	20% 
7.0 MILLION PAGE VIEWS	7% 
2.5 PAGES PER SESSION	9% 
2:47 AVERAGE SESSION DURATION	2% 
22.2% BOUNCE RATE	22% 









For more information contact
Marissa Willman, Digital Content Manager
mwillman@gpscvb.com



SOCIAL MEDIA

In 2017, the CVB made the decision to contract with Sparkloft, a social media agency, to continue to be forward-thinking for each social channel. The CVB also began utilizing Stackla, a user-generated content aggregator. This authentic content allowed the CVB to increase the human aspect of our destination and shifted our Instagram content strategy. These images were also used on Twitter to increase engagement. With social channels placing an importance on video content in the news feeds, the CVB was able to surpass its 2017 goals with consistent video distribution through YouTube and Facebook. Instagram Story allowed the CVB to connect with the Instagram audience in a real way, showing via video and photo the events and properties around our destination. This also allowed the CVB to link to website articles and YouTube videos, adding to distribution channels.

For more information contact
Krystal Kusmieruk, Social Media Manager
kkusmieruk@gpscvb.com

	6.8 MILLION VIEWS	294% 
	266,138 FANS	69.8% 
	14,683 FOLLOWERS	30.6% 
	36,194 FOLLOWERS	76.6% 



VIDEO CONTENT

As an extension of the CVB Brand department, the content creation team produced a variety of videos geared towards the strengths of each social channel. Our mission is to produce entertaining video content that builds relationships with consumers through a steady stream of engaging, awe-inspiring and motivating storytelling. Video content showcases Partners, supports the Greater Palm Springs CVB pillars of Outdoor Adventure, Health & Wellness and Art & Culture and promotes the area's unique geography, incredible experiences and vast diversity.

For more information contact
Anndee Laskoe, Director of Brand Content
alaskoe@gpscvc.com

5 NEW ORIGINAL SERIES

- CHILL CHASER 3,141,315 YOUTUBE VIEWS
- WANDER LIST 2,287,644 YOUTUBE VIEWS
- INFLUENCER SERIES 885,930 YOUTUBE VIEWS
- CHEF SERIES 87,959 YOUTUBE VIEWS
- WHAT'S NEW 487 YOUTUBE VIEWS

16 NEW NATIONAL BROADCAST SPOTS WERE CREATED

64 VIDEOS PRODUCED

184 PARTNERS, ACTIVITIES AND EVENTS HIGHLIGHTED

6.8+ MILLION VIDEO VIEWS ON YOUTUBE AND FACEBOOK



COMMUNICATIONS


Following the priorities in the Destination Development Plan, the Communications team began crafting media pitches, media visits and media missions around the three key pillars: Arts & Culture, Outdoor Adventure and Health & Wellness. This resulted in Earned Media that reflected these pillars.

For more information contact
Joyce Kiehl, Director of Communications
jkiehl@gpscvc.com

\$30+ MILLION EARNED MEDIA FOR DESTINATION

TOP 5 HIGHLIGHTS

- Hosted Public Relations Society of America National Conference
- First dedicated LGBT FAM
- Miss France Pageant brought international media to Greater Palm Springs
- Attended Media Missions in three new markets: Mexico, Korea and Japan
- Desert X phenomena brought worldwide attention to Greater Palm Springs Art & Culture

25%  **OVER 2016**
1.1 BILLION TOTAL CIRCULATION AND UNIQUE VIEWS



HOSTED **95** INDIVIDUAL MEDIA VISITS AND **44** FAMS.

PARTICIPATED IN **22** MEDIA MISSIONS AND EVENTS, BOTH DOMESTICALLY AND INTERNATIONALLY, RESULTING IN **544** TOTAL EARNED ARTICLES THAT INCLUDED **2,162** PARTNER MENTIONS.

TRAVEL INDUSTRY SALES

In 2017, Travel Industry Sales continued to strengthen partnerships in key markets with a focus on driving visitation during summer and off-peak periods. Emphasis was placed on exposing key clients to Greater Palm Springs via personal visits during client familiarization tours and site inspections. Partner engagement during the year was a priority through surveys and the annual Travel Industry Sales Marketplace client event.

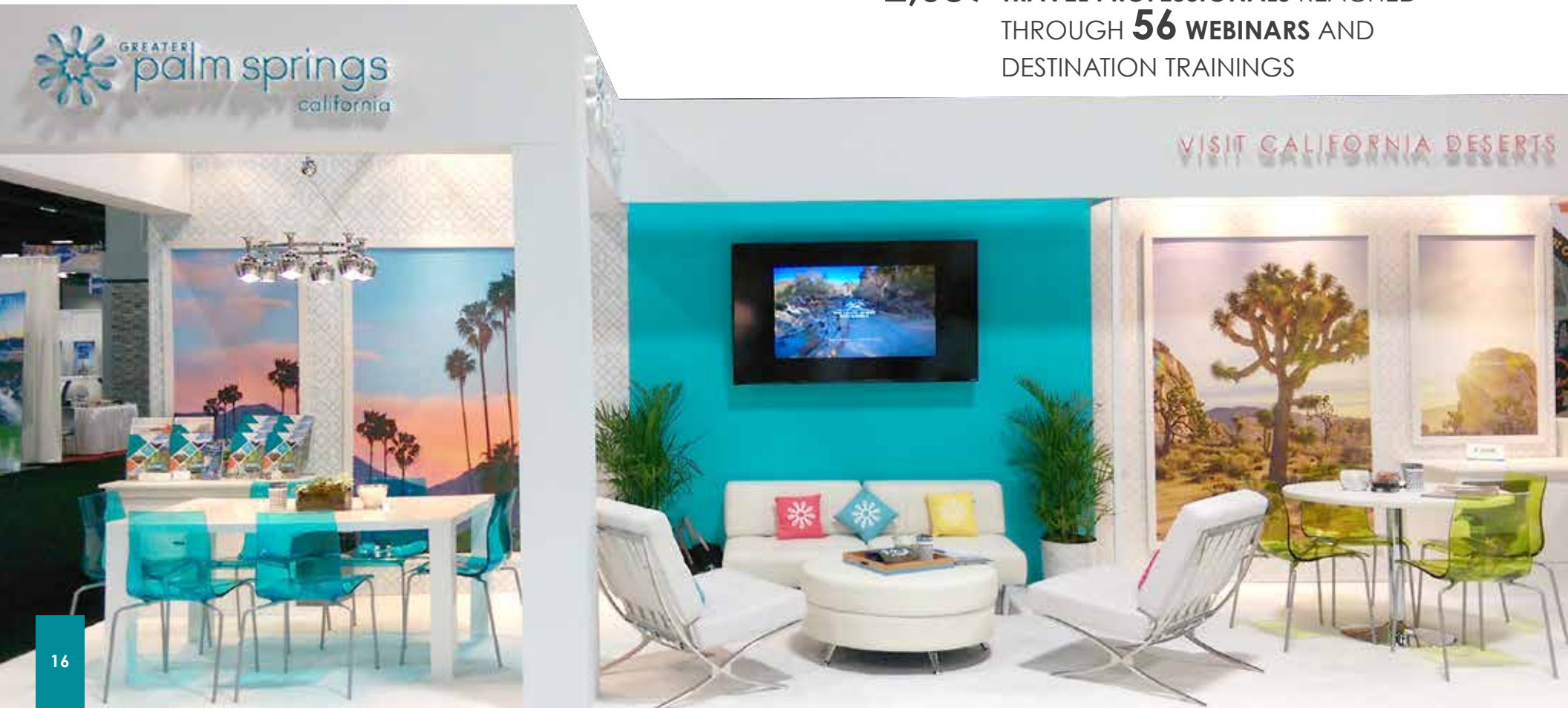
For more information contact Gary Orfield,
Director of Travel Industry Sales gorfield@gpscvb.com

219 CLIENTS HOSTED IN THE DESTINATION DURING **33** FAMS FROM: AUSTRALIA, CHINA, CANADA, FRANCE, GERMANY, INDIA, IRELAND, SOUTH KOREA, SWITZERLAND, UNITED KINGDOM AND UNITED STATES.

7,021 TRAVEL PROFESSIONALS MET WITH IN 2017

16 SALES MISSIONS AND CLIENT EVENTS ATTENDED ON BEHALF OF CVB PARTNERS

2,639 TRAVEL PROFESSIONALS REACHED THROUGH **56** WEBINARS AND DESTINATION TRAININGS



PARTNERSHIP

The CVB works on behalf of its Partners to promote Greater Palm Springs by reaching visitors from around the world through ongoing sales and marketing efforts. We increased communication and engagement with Partners in 2017 with the revival of the Partnership Newsletter, In The Loop, and through new CVB initiatives and Co-Op marketing programs. The CVB continued to be actively engaged in community events across our destination.

For more information contact Davis Meyer,
Partnership Manager dmeyer@gpscvb.com

121 COMMUNITY EVENTS WITH CVB REPRESENTATION

233 CHILL PASS OFFERS SUBMITTED BY PARTNERS

2,123 BUSINESS PARTNERS

2,261 PARTNERS ATTENDED **15** HOSTED EVENTS

2,578 VISITORS THROUGH THE VISITORS CENTER REPRESENTING **20** COUNTRIES

2,233 PARTNER REFERRALS

TOURISM MASTER PLAN

The CVB created a Destination Master Plan in mid-2016, a blueprint for short-term and long-term success, with goals for growing visitation and resultant jobs for all travel segments—from leisure to meetings. With the overall goal of growing annual visitation from 12 million to 16 million people by 2026, priorities were adopted to reach long-term goals and a Destination Development position was created to move the plan's initiatives forward.

GROW VISITATION FROM

12.8
MILLION

↔

16.8
MILLION
BY 2026

2017/2018 RECOMMENDATIONS



ACCESS & TRANSPORTATION

DESTINATION WAY-FINDING
& ENTRY CONDITIONS

SUPPORT HIGHER EDUCATION

ARTS & CULTURE

HEALTH & WELLNESS

OUTDOOR ADVENTURE

ECO-SUSTAINABILITY

DESTINATION DEVELOPMENT PLAN HIGHLIGHTS

The CVB worked to align goals adopted in the Destination Development Plan with its three main pillars: Health & Wellness; Outdoor Adventure; and Arts & Culture.

For more information contact Vicki Higgins, vhiggins@gpscvb.com



HEALTH & WELLNESS

- A Health & Wellness Advisory Committee was created, consisting of local experts
- A Spa promotion was implemented with Expedia, TravelZoo, Secret Escapes, SpaFinder, Thrillist, LAist, SFist and Chicagoist
- A new Health & Wellness section of the website was developed
- Video marketing was created to target Health & Wellness
- Social media and PR strategies were designed
- Partnership was engaged to seek new Health & Wellness Partners



OUTDOOR ADVENTURE

- The CVB teamed with Friends of the Desert Mountains to identify viable trails and added identified popular trails on hiking apps, such as Easy2Hike
- Developed a section of the website dedicated to Outdoor Adventure
- Coordinated with the Brand team to produce a series of videos focused on Outdoor Adventure in the destination
- Public Relations placed increased emphasis on stories related to Outdoor Adventure
- Social Media posted increased content that appealed to the Outdoor Adventure enthusiast
- Articles were created for the website that spotlighted an array of Outdoor Adventure opportunities



ARTS & CULTURE

- The CVB continued its partnership with and sponsorship of the California Desert Arts Council (see "Regional Initiatives")
- CVB executives attended the XLIVE Conference in Las Vegas to study festival promotion and production
- The CVB prepared a RFP for a Cultural Benchmark Study
- An article was produced, "How to See Desert X in Four Hours," to promote Desert X
- Marketing support with website content, press releases, PR efforts and social media was provided for Palm Springs International Film Festival; Modernism Week; and El Paseo Fashion Week
- The CVB supported the SDAC Pop-Up Art Salon efforts in all nine cities of the destination



The CVB marked its first year of managing and executing the Greater Palm Springs Restaurant Week, a 10-day dining event that showcased a variety of eateries throughout the Coachella Valley. Guided by the dineGPS Advisory Committee, the CVB instituted a new award-winning PEACE. LOVE. EAT. campaign, an extensive in-market and out-of-market media campaign, a new dining guide and map, new in-restaurant collateral, a new website, new social media channels, lunch menu offerings, boot camps for restaurants, materials in English and Spanish, new media visits and a media preview event, as well as many more new resources and tools that contributed to a successful event.

For more information contact Vicki Higgins, vhiggins@gpscvb.com



2017 GPS RESTAURANT WEEK

1.25 MILLION TOTAL PR ARTICLE IMPRESSIONS
\$1.1 MILLION ESTIMATED MEDIA VALUE

110 PARTICIPATING RESTAURANTS **↑ 11%**
28 NEW RESTAURANTS **25%** OF ALL PARTICIPATING RESTAURANTS

↑ 42.8% OPENTABLE® DINERS

↑ 60% RESTAURANT SALES

87% TRIED A NEW RESTAURANT
52% RETURNED TO THAT NEW RESTAURANT *AFTER RESTAURANT WEEK*

\$901,411 ESTIMATED DINER SPEND
62% RESIDED OUTSIDE OF GREATER PALM SPRINGS



4 DIGITAL INFLUENCER VISITS EXPERIENCED DINING SPECIFIC ITINERARIES. RESULTING IN **10 MILLION** SOCIAL MEDIA IMPRESSIONS

64 ONLINE & PRINT DINING ARTICLES, LOCAL, DRIVE MARKET AND NATIONAL

LOCAL PRINT ADVERTISING GENERATED
4.3 MILLION IMPRESSIONS **↑ 256%**

27 MILLION IMPRESSIONS **↑ 520%**

DRIVE MARKET OUT-OF-HOME GENERATED
5 MILLION IMPRESSIONS **↑ 256%**

3.8 MILLION DRIVE MARKET TELEVISION IMPRESSIONS
3.2 MILLION ONLINE DIGITAL ADVERTISING GENERATED IMPRESSIONS



dineGPS.com

217,000+ PAGE VIEWS

49,708 VISITORS TO SITE

7:06 MINUTES
 AVERAGE TIME ON SITE

36.2% INCREASE
 IN ORGANIC SEARCHES

RESEARCH

Research is a vital tool in all aspects of the CVB's work, from targeting its marketing efforts to aiding in its advocacy for projects that directly affect tourism and the economy of the destination, from the restoration of the Salton Sea to a fully utilized Palm Desert University campus.

VISAVUE: DOMESTIC MARKET RESEARCH 2017

- In partnership with Visit California

ADVERTISING EFFECTIVENESS AND ROI RESEARCH 2017

- Strategic Marketing and Research Insights (SMARI)

CONVENTION SALES, STRATEGIC DATABASE RESEARCH (SDR) 2017

NON-PRIMARY RESIDENCES BY LOCATION OF OWNER 2017

- Lauren Schlau Consulting

THE ECONOMIC IMPACT OF A PROPOSED HOSPITALITY MANAGEMENT PROGRAM AT PALM DESERT CAMPUS 2017

- Tourism Economics

REVITALIZED SALTON SEA ANALYSIS OF POTENTIAL ECONOMIC BENEFITS 2017

- Tourism Economics

DESTINATION DEVELOPMENT PLAN 2016

- Minding Your Business & Convention, Sports and Leisure (CSL)

VISITOR INTERCEPT AND ECONOMIC STUDY 2015

- Tourism Economics

ECONOMIC IMPACT OF TOURISM IN GREATER PALM SPRINGS 2015

- Tourism Economics



REGIONAL INITIATIVES



The CVB helped to create the California Desert Arts Council (CDAC) in 2016 with the goal of increasing awareness of and visitation to Greater Palm Springs' cultural attractions and events by promoting the destination as a premier cultural center. In 2017, the CVB partnered with CDAC to advance these goals by:

- Contributing \$50,000 per year and assisting with branding, marketing, product development and more.
- Developed a brand to market Greater Palm Springs as an art and culture destination
- Aligning CDAC's cultural tourism outcomes with CVB's Destination Development Plan
- Distributing consumer-facing arts and culture itineraries and press releases



In 2017, the CVB created a new Film Incentive Program to help encourage production in the valley that will provide \$5,000 to qualified productions when they spend a minimum of \$25,000 on permits, lodging and food in the incentive zone. Also in 2017, the CVB:

- Supported incoming productions:
 - > Miss France – French TV
 - > Bachelorette
- Exhibited at the first Locations Expo at American Film Market and met with 210 production leads.
- Partnered with Broad Green Pictures on the premiere with after party of "Just Getting Started," starring Morgan Freeman, Tommy Lee Jones and Renee Russo, which was partially filmed in Greater Palm Springs.

REGIONAL INITIATIVES

EDUCATION

HOSPITALITY PROGRAM

The CVB and Partners are supportive of the hospitality program being developed for California State University, San Bernardino Palm Desert Campus (CSUSB) and College of the Desert, designed to enhance industry skill sets that result in return visitation and a continuous well-trained tourism workforce to meet the needs of our growing industry locally.

- 2017, the CVB commissioned and published a study by Tourism Economics, **THE ECONOMIC IMPACT OF A PROPOSED HOSPITALITY MANAGEMENT PROGRAM AT PALM DESERT CAMPUS**

SUPPORT UNIVERSITY GROWTH

With the knowledge that continuing education plays a vital role in the local economy and that the lack of labor pool is a main obstacle in the hospitality industry, the CVB is supportive of the goal of reaching 8,000 enrolled students at Cal State University Palm Desert. To support this initiative in 2017, the CVB has:

- Dedicated \$25,000 to support fundraising efforts for CSUSB to stand alone.
- Commissioned a study, **THE ECONOMIC IMPACT OF A FULLY UTILIZED PALM DESERT CAMPUS.**



SALTON SEA ADVOCACY

In the CVB's ongoing effort to support the mitigation and revitalization of the Salton Sea, the CVB commissioned a second study with Tourism Economics in 2017, this time to analyze the economic benefits of a hypothetical future scenario which would result from the current proposed Phase 1 (10-year) revitalization plan, as well as a plan through 2042, **REVITALIZED SALTON SEA ANALYSIS OF POTENTIAL ECONOMIC BENEFITS.**

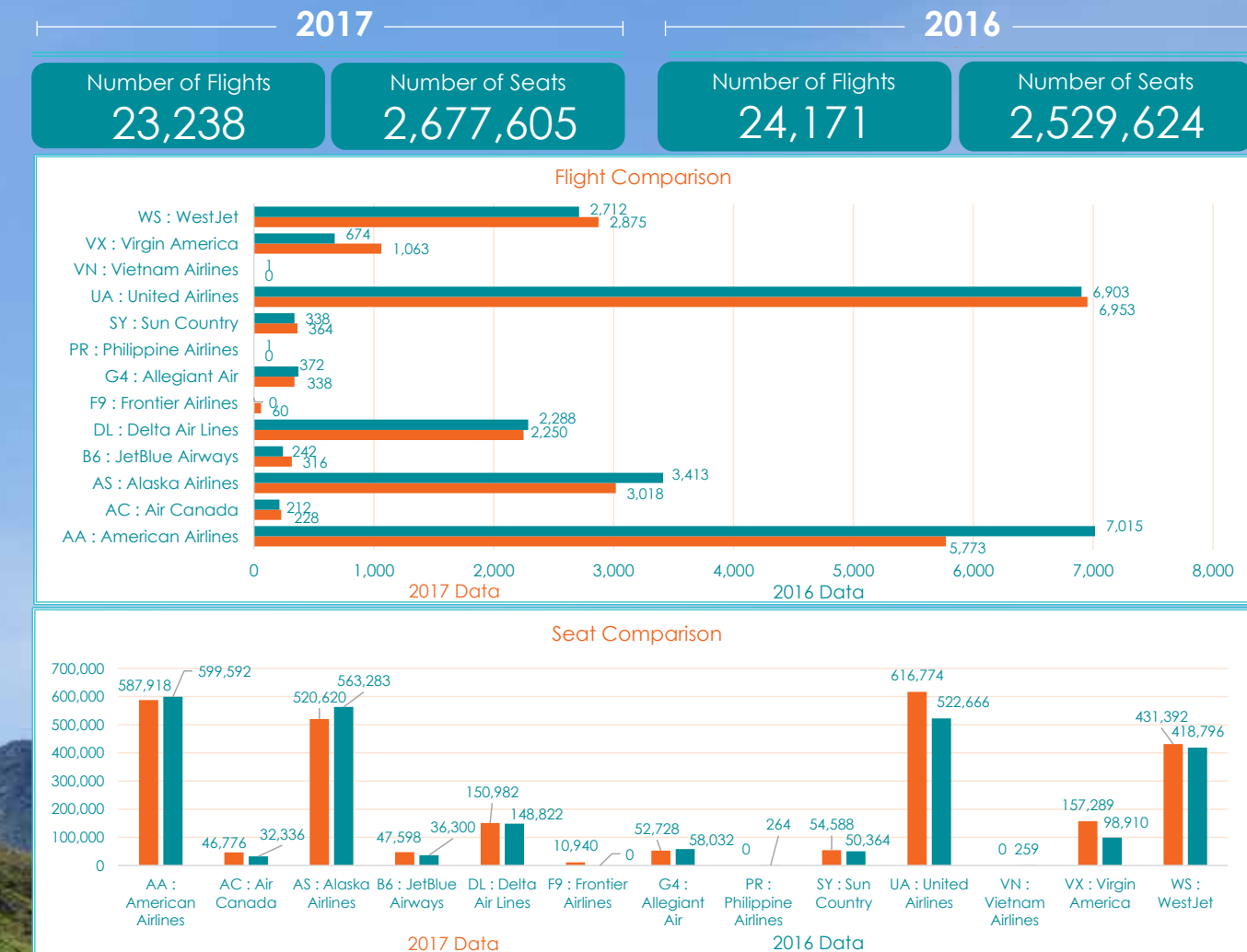
KEY ECONOMIC HIGHLIGHTS INCLUDE:

- **\$9 BILLION** ECONOMIC BENEFITS TO GREATER PALM SPRINGS
- **\$11.1 BILLION** IN BUSINESS SALES
- **\$2.8 BILLION** IN LABOR INCOME
- **77,000** JOB YEARS
- **\$1.6 BILLION** IN TAX REVENUE, INCLUDING **\$855 MILLION** OF STATE AND LOCAL TAXES.

REGIONAL INITIATIVES TRANSPORTATION

For Greater Palm Springs to become a year-round destination, it must provide year-round air service. The CVB's efforts in 2017 to fund additional air service with key airlines have effectively increased service for both meetings and leisure visitors.

PSP Schedule Analysis



*Data represents inbound and outbound flights for PSP

REGIONAL INITIATIVES TRANSPORTATION

AIR SERVICE REGIONAL MARKETING COLLABORATION



Cable TV

- ▶ September – December
- ▶ Co-branded TV spot

IMPRESSIONS: 280,643,000

Digital Billboards

- ▶ January - February
- ▶ Co-branded digital billboard

IMPRESSIONS: OVER 18M



Digital Media

- ▶ Travel/lifestyle websites
- ▶ Native articles
- ▶ Paid search
- ▶ e-newsletter
- ▶ Social posts

Out Of Home

- ▶ Bus shelters
- ▶ Kiosks
- ▶ Urban panels

IMPRESSIONS: 20,234,728



Canadian Broadcast Network

IMPRESSIONS: 345,615,000

WestJet GPS Co-op (Vancouver, Edmonton and Calgary)

- ▶ Ads on WestJet.com and JetMail frequent flyers newsletter
- ▶ Digital retargeting, social media and blog posts
- ▶ 15-second pre-show ad spots in 42 cinemas

WestJet In-flight Magazine

IMPRESSIONS: 1.1M PASSENGERS EACH MONTH

- ▶ The November issue included a 9 page editorial section, featuring GPS partners and content.



Cable (Chicago)

- ▶ September through November

IMPRESSIONS: 244,409,000

Digital Billboards (Chicago)

- ▶ August through December

IMPRESSIONS: OVER 25M



Alaska Airlines Magazine

- ▶ August through December (Full Page Ad)
- ▶ November 9-page Advertorial Section

IMPRESSIONS: OVER 25M

AIR SERVICE DEVELOPMENT

In the CVB's continued commitment to crucial air service expansion, it has retained the consulting firm, Ailevon Pacific Aviation Consulting. Ailevon is a leading airline development consulting company with extensive expertise in aviation and tourism. Working collaboratively with Ailevon, the goal is to not only expand existing air service, but also target new airlines and create both a short-term and long-term plan for future expansion.

MEETINGS LOST DUE TO AIR ACCESS COST

YEAR	MEETINGS	ROOM NIGHTS	DELEGATES
2017	74	66,483	29,404
2016	62	76,672	29,570
2015	38	43,564	21,291
2014	26	23,386	14,603
2013	36	33,510	14,813
2012	32	28,277	13,905
2011	32	21,334	15,012
2010	44	64,214	21,290
2009	70	64,246	16,623
2008	30	43,474	13,997
2007	18	21,251	11,565
Total	462	486,411	202,073

RAIL SERVICE

In 2017, the CVB:

- Continued its support of the long-term focus on rail
- Supported the establishment of an Amtrak Festival Train in 2018





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palm springs

desert hot springs

cathedral city

rancho mirage

palm desert

indian wells

la quinta

indio

coachella

