

# SALES MANAGER RESOURCE

 **GREATER**  
palm springs  
modern meeting oasis.



## CONTENTS

Welcome	1
Convention Sales/Destination Services	2
Accommodations/Hotels	4
Transportation	14
Brand: Modern Oasis	17
Marketing: SHAG	19
Nine Resort Cities—One Great Destination	25
Signature Events	29

## WELCOME

On behalf of the Greater Palm Springs Convention & Visitors Bureau (CVB), I want to welcome you to our destination! Tourism is our number one industry in Greater Palm Springs, attracting nearly 13 million visitors each year who spend approximately \$5 billion and support more than 50,000 jobs. Actually 1 job in every 4 jobs is in your industry—hospitality!

The information in this resource booklet has been prepared to ensure your smooth transition into our destination and your new role by acquainting you with the exciting happenings and opportunities within our beautiful nine cities, as well as our Convention Sales team of professionals and the many ways that the CVB can help you in your new position.

We invite you to become familiar with our many opportunities for CVB Partners, from Meet & Sees to our Partner newsletter, "In the Loop." Also, you will find essential and useful information on Greater Palm Springs within our many publications and research studies available on our website at [visitgreaterpalm Springs.com/partners/reports-and-agendas](http://visitgreaterpalm Springs.com/partners/reports-and-agendas).

Please let us know how we may help you in the days to come. Your success is our success!

Warm wishes,



Scott White, President & CEO, Greater Palm Springs CVB





## CONVENTION SALES

The Greater Palm Springs CVB CONVENTION SALES (CS) department leads all conference and group sales

efforts. The department works collaboratively with a wide range of industry Partners to achieve growth in the overall meetings market for the destination. We accomplish this by making the planning process as efficient and seamless as possible for meeting professionals, by building strong, lasting relationships based on trust and by providing key guidance to the planners relative to our destination and the market prior to submitting RFPs. The CVB team offers unparalleled, highly personalized customer service to meeting professionals who are introduced to the wide range of valley Partner businesses, including group activities, destination specific tours, transportation options, signature events and the many exceptional valley lodging options, providing a full picture of the exciting possibilities that can be found in Greater Palm Springs.

We've hosted presidents and world leaders.  
Corporations and start-ups.  
Thought leaders and free thinkers.

"La Quinta" created by Palm Springs artist, Josh Agla, better known as SHAG

We're a modern meeting oasis boasting of world-class resorts, boutique hotels, championship golf and unique activities and events that only a collection of nine unique resort cities can provide.

When you want to meet where all your needs are met, you meet in Greater Palm Springs.

#modernmeetingoasis  
meetingsinpalm Springs.com

GREATER palm springs  
modern meeting oasis.

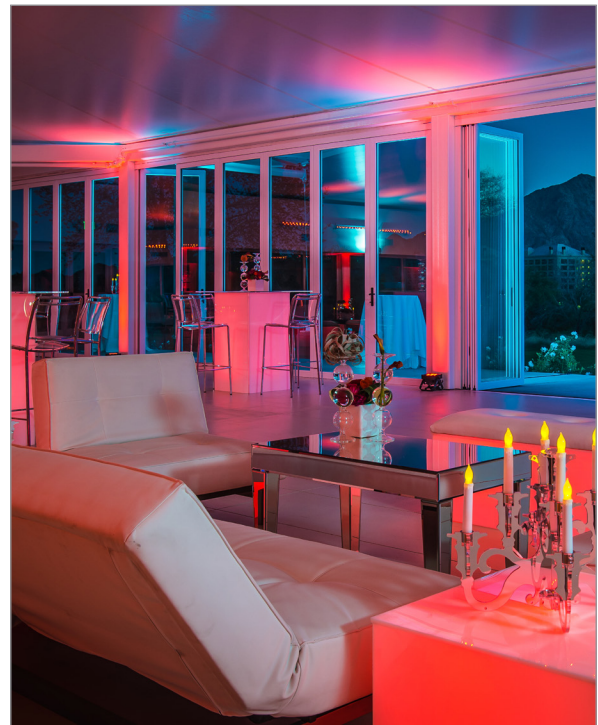
RESORT CITIES ONE BEAUTIFUL OASIS palm springs | desert hot springs | cathedral city | rancho Mirage | palm desert | indian wells | la quinta | indio | coachella

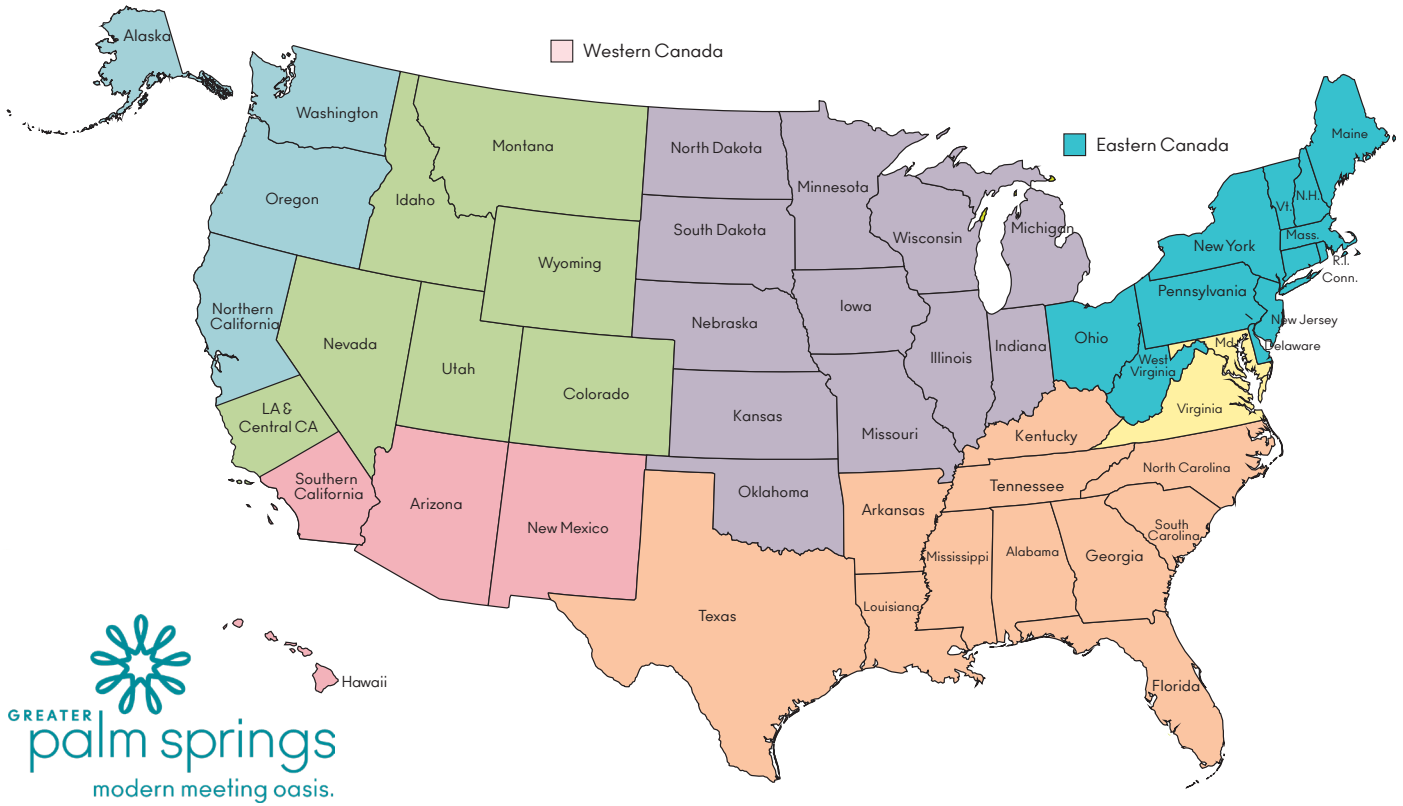


## DESTINATION SERVICES

The DESTINATION SERVICES (DS) department is responsible for the planning and execution of events, sales missions, tradeshow, sites, FAMs,

sponsorship fulfillment and portions of CVB-hosted events in support of all CVB sales and Partnership activities. Created in 2014, the department has been able to not only establish an operational foundation of procedures, staffing and training, but plans and executes hundreds of events each year. Site visits, sponsorship execution and client service requests are also managed within the department. Ultimately, Destination Services strives to provide exceptional service levels, seamless transition from sales to services, brand messaging consistency throughout all programs and creativity to best highlight Greater Palm Springs both within and outside of the destination.





## CONVENTION SALES TERRITORIES

Rob Osterberg, CMP  
 Director of Convention Sales  
 Specialty Accounts  
 760-969-1305  
 rosterberg@gpscvc.com

Lynne Bowis, CMP  
 Associate Director of Sales  
 Southeast  
 760-969-1365  
 lbowis@gpscvc.com

Matt Bark  
 National Sales Manager  
 LA/Central CA,  
 Western States & Sports  
 760-969-1332  
 mbark@gpscvc.com

Mary Ryan  
 National Sales Manager  
 Midwest  
 760-969-1354  
 mryan@gpscvc.com

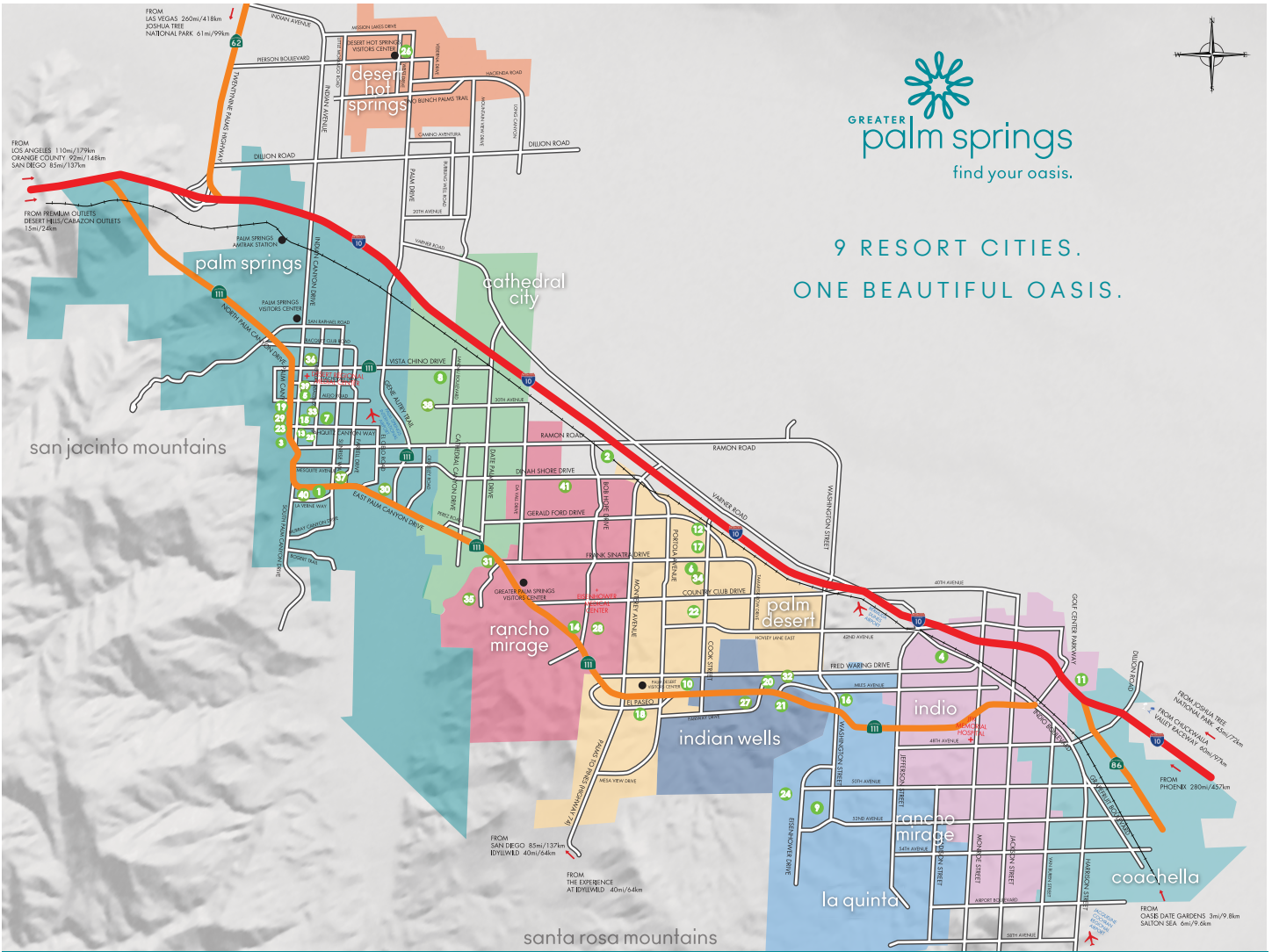
Tammy Bucklin  
 Associate Director of Sales  
 Orange County/San Diego,  
 Southwest, Hawaii & CD SoCal  
 760-969-1314  
 tbucklin@gpscvc.com

Anne Marie Mourhess  
 National Sales Manager  
 Pacific Northwest/  
 Northern California  
 760-969-1321  
 amourhess@gpscvc.com

Sharon Goodspeed  
 National Sales Manager  
 Northeast &  
 Eastern Canada  
 760-969-1313  
 sgoodspeed@gpscvc.com

Michelle Morgan  
 Director of Regional Sales  
 Washington D.C., Maryland & Virginia  
 760-969-1366  
 mmorgan@gpscvc.com

Suzanne Aed  
 National Sales Manager  
 Religious, Entertainment, LGBT,  
 HB SoCal & Western Canada  
 760-969-1367  
 saed@gpscvc.com



GREATER  
**palm springs**  
 find your oasis.

9 RESORT CITIES.  
 ONE BEAUTIFUL OASIS.

## CONVENTION NETWORK HOTELS

Ace Hotel & Swim Club.....	1	Kimpton The Rowan Palm Springs.....	23
Agua Caliente Casino Resort Spa.....	2	La Quinta Resort & Club and PGA West.....	24
Avalon Hotel Palm Springs.....	3	Marquis Villas Palm Springs.....	25
Best Western Date Tree Hotel.....	4	Miracle Springs Resort & Spa.....	26
Colony Palms Hotel.....	5	Miramonte Resort & Spa.....	27
Courtyard by Marriott Palm Desert.....	6	Omni Rancho Las Palmas Resort & Spa.....	28
Courtyard by Marriott Palm Springs.....	7	Palm Mountain Resort & Spa.....	29
DoubleTree by Hilton Hotel Golf Resort.....	8	Parker Palm Springs.....	30
Embassy Suites La Quinta.....	9	Red Lion Inn.....	31
Embassy Suites Palm Desert.....	10	Renaissance Indian Wells Resort & Spa.....	32
Fantasy Springs Resort Casino.....	11	Renaissance Palm Springs Hotel.....	33
Hampton Inn and Suites.....	12	Residence Inn by Marriott Palm Desert.....	34
Hard Rock Hotel Palm Springs.....	13	The Ritz-Carlton, Rancho Mirage.....	35
Hilton Garden Inn Palm Springs/Rancho Mirage.....	14	Riviera Palm Springs.....	36
Hilton Palm Springs.....	15	The Saguaro Hotel & Pool.....	37
Homewood Suites by Hilton La Quinta.....	16	Staybridge Suites Cathedral City Golf Resort.....	38
Homewood Suites by Hilton Palm Desert.....	17	Triada Palm Springs.....	39
Hotel Paseo.....	18	V Palm Springs.....	40
Hyatt Palm Springs.....	19	The Westin Mission Hills Golf Resort & Spa.....	41
Hyatt Regency Indian Wells Resort & Spa.....	20		
Indian Wells Resort Hotel.....	21		
JW Marriott Desert Springs Resort & Spa.....	22		

CONVENTION NETWORK HOTELS	ACE HOTEL & SWIM CLUB	AGUA CALIENTE	AVALON	COLONY PALMS
Address City Zip Code	701 E Palm Canyon Dr Palm Springs, CA 92264	32-250 Bob Hope Dr Rancho Mirage, CA 92270	415 S. Belardo Rd. Palm Springs, CA 92262	572 N Indian Canyon Palm Springs, CA 92262
Phone	(760) 325-9900	(760) 321-2000	(760) 320-4117	(760) 969-1800
Mobile Star Rating	Check W/ Hotel	Check W/ Hotel	Check W/ Hotel	Check W/ Hotel
AAA Diamond	Check W/ Hotel	4	Check W/ Hotel	Check W/ Hotel
Resort Fee	\$29	\$16	\$35	\$26
Occupancy Tax	16.15%	17%	14.65%	14.57%
Sales Tax	9%	8%	9%	9%
F&B Gratuity	22%	21%	18%	Check w/hotel
Total Indoor Mtg sq. ft.	3,000	33,000	1,664	4,650
Total Outdoor Mtg sq. ft.	8,500	13,500	3,200	12,000
# Of Meeting Rooms	1	12	2	1
Largest Ballroom sq. ft.	3,000	8,208	1,664	250
# of Exhibits	20	55	16	0
Total # of Rooms	179	340	67	56
# of Suites	11	26	19	6
# of Kings	N/A	127	48	49
# of Dbl/Dbl	N/A	187	15	1
# of Restaurants	1	6	1	1
# of Retail Shops	1	3	N/A	0
Spa	Yes	Yes	Yes	Yes
Spa sq. ft.	600	10,000	2,000	TBD
# of Pools	2	2	3	1
# of Tennis Courts	N/A	N/A	N/A	N/A
Golf on Property	No	No	No	No

CONVENTION NETWORK HOTELS	COURTYARD PALM DESERT	COURTYARD PALM SPRINGS	DOUBLETREE BY HILTON	JW MARRIOTT DESERT SPRING RESORT & SPA
Address City Zip Code	74895 Frank Sinatra Dr Palm Desert, CA 92211	1300 E Tahquitz Canyon Way Palm Springs, CA 92262	415 S. Belardo Rd. Palm Springs, CA 92262	572 N Indian Canyon Palm Springs, CA 92262
Phone	(760) 776-4150	(760) 322-6100	(760) 320-4117	(760) 969-1800
Mobile Star Rating	3	Check W/ Hotel	Check W/ Hotel	4
AAA Diamond	3	3	3	4
Resort Fee	N/A	N/A	\$25	\$30
Occupancy Tax	12%	16.50%	15%	12%
Sales Tax	8%	9%	9%	8%
F&B Gratuity	22%	20%	22%	24%
Total Indoor Mtg sq. ft.	1,523	1,300	23,000	90,000
Total Outdoor Mtg sq. ft.	N/A	224	5,000	118,900
# Of Meeting Rooms	3	2	16	38
Largest Ballroom sq. ft.	782	756	7,400	24,816
# of Exhibits	0	0	100	228
Total # of Rooms	151	149	285	884
# of Suites	6	12	12	51
# of Kings	73	75	100	426
# of Dbl/Dbl	72	62	172	407
# of Restaurants	1	1	2	6
# of Retail Shops	N/A	N/A	1	5
Spa	No	No	N/A	Yes
Spa sq. ft.	N/A	N/A	N/A	38,000
# of Pools	1	1	1	5
# of Tennis Courts	N/A	N/A	10	20
Golf on Property	No	No	Yes	Yes



CONVENTION NETWORK HOTELS	EMBASSY SUITES LA QUINTA	EMBASSY SUITES PALM DESERT	FANTASY SPRINGS	HARD ROCK
Address	50777 Santa Rosa Plz	74700 CA-111	84245 Indio Springs	572 N Indian Canyon
City	La Quinta, CA	Palm Desert, CA	Dr	Palm Springs, CA
Zip Code	92253	92260	Indio, CA 92203	92262
Phone	(760) 777-1711	(760) 340-6600	(760) 342-5000	(760) 969-1800
Mobile Star Rating	3	3	4	Check W/ Hotel
AAA Diamond	3	3	3	Check W/ Hotel
Resort Fee	N/A	N/A	\$15	\$36
Occupancy Tax	14.7%	12.07%	None	16.70%
Sales Tax	8%	8%	8%	9%
F&B Gratuity	21%	21%	20%	Check w/hotel
Total Indoor Mtg sq. ft.	10,571	10,000	55,794	20,500
Total Outdoor Mtg sq. ft.	N/A	8,000	30,000	15,000
# Of Meeting Rooms	8	18	14	11
Largest Ballroom sq. ft.	5,292	6,708	44,460	9,504
# of Exhibits	0	25	278	0
Total # of Rooms	165	198	242	163
# of Suites	165	198	10	4
# of Kings	N/A	N/A	140	78
# of Dbl/Dbl	N/A	N/A	92	85
# of Restaurants	1	1	6	1
# of Retail Shops	1	0	2	1
Spa	Yes	No	No	Yes
Spa sq. ft.	2,000	N/A	N/A	1,782
# of Pools	5	1	1	1
# of Tennis Courts	N/A	6	N/A	0
Golf on Property	No	No	Yes	N/A

CONVENTION NETWORK HOTELS	HILTON GARDEN INN	HILTON PALM SPRINGS	HOMEWOOD SUITES LA QUINTA	HOMEWOOD SUITES PALM DESERT
Address City Zip Code	71700 CA-111 Rancho Mirage, CA 92270	400 E Tahquitz Canon Way Palm Springs, CA 92262	45200 Washington St La Quinta, CA 92253	36999 Cook St Palm Desert, CA 92211
Phone	(760) 776-9700	(760) 320-6868	(760) 391-4600	(760) 568-1600
Mobile Star Rating	3	Check w/Hotel	Check w/Hotel	Check w/Hotel
AAA Diamond	3	3	3	3
Resort Fee	N/A	\$22	N/A	N/A
Occupancy Tax	13.07%	16.60%	14.07%	13%
Sales Tax	8%	9%	8%	8%
F&B Gratuity	20% (Banquet only)	23%	18%	Check w/Hotel
Total Indoor Mtg sq. ft.	2,500	18,000	1,800	1200
Total Outdoor Mtg sq. ft.	N/A	15,000	3000	N/A
# Of Meeting Rooms	3	15	3	2
Largest Ballroom sq. ft.	2,500	5,418	1356	750
# of Exhibits	35	50	6	4
Total # of Rooms	128	265	129	128
# of Suites	16	58	129	128
#of Kings	47	103	103	N/A
# of Dbl/Dbl	65	104	26	N/A
# of Restaurants	1	1	1	1
# of Retail Shops	N/A	1	1	N/A
Spa	No	Yes	No	No
Spa sq. ft.	N/A	3,000	N/A	N/A
# of Pools	1	1	1	1
# of Tennis Courts	N/A	N/A	N/A	N/A
Golf on Property	No		No	No

CONVENTION NETWORK HOTELS	HOTEL PASEO	HYATT PALM SPRINGS	HYATT REGENCY INDIAN WELLS	INDIAN WELLS RESORT HOTEL
Address City Zip Code	45-400 Larkspur Lane Palm Desert, CA 92260	285 N Palm Canyon Dr Palm Springs, CA 92262	44600 Indian Wells Ln Indian Wells, CA 92210	76661 Hwy 111 Indian Wells, CA 92210
Phone	(760) 340-9001	(760) 322-9000	(760) 674-4093	(760) 345-6466
Mobile Star Rating	NEW TBD	4	Check W/ Hotel	Check W/ Hotel
AAA Diamond	NEW TBD	3	4	3
Resort Fee	\$35	20	\$25	\$28
Occupancy Tax	14%	\$17	14.25%	14.25%
Sales Tax	8%	8%	8%	8%
F&B Gratuity	24%	21%	24%	Check w/hotel
Total Indoor Mtg sq. ft.	4000		44,000	6,800
Total Outdoor Mtg sq. ft.	2,000	2,000	40,000	5,000
# Of Meeting Rooms	3	10	26	6
Largest Ballroom sq. ft.	3,200	2370	20,000	4,800
# of Exhibits	N/A	35	20	20
Total # of Rooms	150	197	530	156
# of Suites	10	197	Check w/Hotel	30
#of Kings	101	137	296	73
# of Dbl/Dbl	39	60	156	53
# of Restaurants	1	2	2	1
# of Retail Shops	N/A	N/A	1	1
Spa	Yes	N/A	Yes	No
Spa sq. ft.	30,000	N/A	30,000	N/A
# of Pools	Yes	1	2	1
# of Tennis Courts	No	N/A	3	2
Golf on Property	No	No	yes	Yes

CONVENTION NETWORK HOTELS	KIMPTON - THE ROWAN PALM SPRINGS	LA QUINTA RESORT & CLUB	MARQUIS VILLAS	MIRACLE SPRINGS
Address City Zip Code	100 W. Tahquitz Canyon Way, Palm Springs, CA 92262	49-499 Eisenhower Dr La Quinta, CA 92253	140 S Calle Encilla Palm Springs, CA 92262	10625 Palm Dr Desert Hot Springs, CA 92240
Phone	(760) 904-5015	(760) 564-4111	(760) 322-2263	(760)251-6000
Mobile Star Rating	NEW TBD	Check w/Hotel	3	Check w/Hotel
AAA Diamond	NEW TBD	4	3	3
Resort Fee	\$35	\$30	\$10	N/A
Occupancy Tax	16.70%	14.2%	16.5%	15.9%
Sales Tax	Check w/Hotel	8%	9%	8%
F&B Gratuity	16.695%	Check w/hotel	N/A	24%
Total Indoor Mtg sq. ft.	5,106	44,000	500	10,583
Total Outdoor Mtg sq. ft.	TBD	140,000	2,500	1,728
# Of Meeting Rooms	8	35	1	4
Largest Ballroom sq. ft.	2,319	17,176	500	4,284
# of Exhibits	N/A	90	0	80
Total # of Rooms	153	698	101	114
# of Suites	37	Check w/Hotel	N/A	32
# of Kings	96	388*	96	Check w/Hotel
# of Dbl/Dbl	56	281*	5	Check w/Hotel
# of Restaurants	2	7	1	1
# of Retail Shops	N/A	7	N/A	1
Spa	No	Yes	No	Yes
Spa sq. ft.	N/A	23,000	N/A	20,000
# of Pools	1	41	1	8
# of Tennis Courts	Yes	23	2	N/A
Golf on Property	No	Yes	No	No

CONVENTION NETWORK HOTELS	MIRAMONTE RESORT & SPA	OMNI RANCHO LAS PALMAS	PALM MOUNTAIN RESORT	PALM SPRINGS CONVENTION CENTER
Address	45000 Indian Wells Ln	41000 Bob Hope Dr	277 N Avenida	4200 E Palm Canyon
City	Indian Wells, CA	Rancho Mirage, CA	Caballeros Palm	Dr
Zip Code	92210	92270	Spring, CA 92262	Palm Springs, CA
Phone	(760) 341-2200	(760) 568-2727	(760) 325-6611	92264
				(760) 883-1999
Mobile Star Rating	4	4	Check w/Hotel	0
AAA Diamond	4	4	3	N/A
Resort Fee	\$30	\$32	\$17	N/A
Occupancy Tax	14.61	13.15%	16.5%	N/A
Sales Tax	8%	8%	9%	8.75%
F&B Gratuity	24%	24%	Check w/Hotel	22%
Total Indoor Mtg sq. ft.	21,000	37,000	1,140	150,000
Total Outdoor Mtg sq. ft.	13,000	25,000	1,600	50,000
# Of Meeting Rooms	13	28	1	24
Largest Ballroom sq. ft.	6,000	12,900	1,000	112,561
# of Exhibits	45	70	0	5
Total # of Rooms	215	450	142	N/A
# of Suites	21	22	4	N/A
# of Kings	119	210	56	N/A
# of Dbl/Dbl	75	218	82	N/A
# of Restaurants	2	4	N/A	N/A
# of Retail Shops	1	3	N/A	N/A
Spa	Yes	Yes	Yes	N/A
Spa sq. ft.	12,000	20,000	900	N/A
# of Pools	3	2	1	N/A
# of Tennis Courts	N/A	25	N/A	N/A
Golf on Property	No	Yes	No	N/A

CONVENTION NETWORK HOTELS	PARKER PALM SPRINGS	RED LION	RENAISSANCE INDIAN WELLS	RENAISSANCE PALM SPRINGS
Address City Zip Code	4200 E Palm Canyon Dr Palm Springs, CA 92264	69151E Palm Canyon Dr Cathedral City, CA 92234	44400 Indian Wells Ln Indian Wells, CA 92210	888 E Tahquitz Canyon Way Palm Springs, CA 92262
Phone	(760) 883-1999	(760) 324-5939	(760) 773-4444	(760) 322-6000
Mobile Star Rating	Check w/Hotel	Check w/Hotel	Check w/Hotel	Check W/ Hotel
AAA Diamond	3	2	4	3
Resort Fee	\$35	N/A	\$30	N/A
Occupancy Tax	16.7%	15%	14.25%	15.57%
Sales Tax	9%	Check w/hotel	8%	9%
F&B Gratuity	24%	22%	24%	Check w/hotel
Total Indoor Mtg sq. ft.	10,138	1,370	56,000	27,500
Total Outdoor Mtg sq. ft.	15,000	N/A	53,000	30,000
# Of Meeting Rooms	7	2	49	19
Largest Ballroom sq. ft.	3,700	N/A	18,392	12,555
# of Exhibits	0	N/A	96	128
Total # of Rooms	144	97	560	410
# of Suites	19	28	32	158
#of Kings	124	Check w/hotel	268	111
# of Dbl/Dbl	20	Check w/hotel	269	141
# of Restaurants	3	1	6	2
# of Retail Shops	N/A	N/A	2	1
Spa	Yes	No	Yes	Yes
Spa sq. ft.	20,000	N/A	13,000	1,750
# of Pools	3	1	1	1
# of Tennis Courts	4	N/A	2	N/A
Golf on Property	No	No	Yes	No

CONVENTION NETWORK HOTELS	THE RITZ-CARLTON	RIVIERA RESORT/SPA	SAGUARO	V PALM SPRINGS
Address	68900 Frank Sinatra Dr	1600 N Indian Canyon Dr	1800 E Palm Canyon Dr	333 E Palm Canyon Dr
City	Rancho Mirage, CA	Palm Springs, CA	Palm Springs, CA	Palm Springs, CA
Zip Code	92270	92262	92264	92264
Phone	(760) 321-8282	(760) 327-8311	(760) 323-1711	(760) 327-1211
Mobile Star Rating	Check w/hotel	Check W/ Hotel	3	Check w/Hotel
AAA Diamond	Check w/hotel	4	3	Check w/Hotel
Resort Fee	\$30.00	\$35	\$25	\$29
Occupancy Tax	13%	16.5%	16.56%	14.69%
Sales Tax	8	9%	9%	9%
F&B Gratuity	24%	Check w/hotel	22%	20.00%
Total Indoor Mtg sq. ft.	18,698	33,000	6,775	990
Total Outdoor Mtg sq. ft.	25,000	15,000	3,000	5,000
# Of Meeting Rooms	12	21	8	1
Largest Ballroom sq. ft.	8,400	19,670	3,039	990
# of Exhibits	Check w/hotel	118	6	Check w/hotel
Total # of Rooms	244	398	244	78
# of Suites	16	133	14	3
#of Kings	173	115	155	53
# of Dbl/Dbl	55	150	90	22
# of Restaurants	2	3	2	2
# of Retail Shops	2	2	1	N/A
Spa	Yes	Yes	Yes	N/A
Spa sq. ft.	24,000	11,000	1,500	N/A
# of Pools	2	3	1	2
# of Tennis Courts	N/A	4	N/A	N/A
Golf on Property	No	No	No	No

CONVENTION NETWORK HOTELS	WESTIN MISSION HILLS
Address	71333 Dinah Shore Dr
City	Rancho Mirage, CA
Zip Code	92270
Phone	(760) 568-1600
Mobile Star Rating	4
AAA Diamond	4
Resort Fee	\$32
Occupancy Tax	12.08%
Sales Tax	8%
F&B Gratuity	18.00%
Total Indoor Mtg sq. ft.	65,000
Total Outdoor Mtg sq. ft.	50,000
# Of Meeting Rooms	44
Largest Ballroom sq. ft.	17,325
# of Exhibits	224
Total # of Rooms	512
# of Suites	40
# of Kings	267
# of Dbl/Dbl	245
# of Restaurants	3
# of Retail Shops	5
Spa	Yes
Spa sq. ft.	14,000
# of Pools	5
# of Tennis Courts	7
Golf on Property	Yes



# TRANSPORTATION

## AIR SERVICE

The Greater Palm Springs CVB is aware that air access is a crucial element in the planning of any group event, and PSP is all about making that part of the experience easy and welcoming. The PSP website user-friendly tool link provides an overview of flight access, allowing travelers to search and book flights using an interactive route map.

Ten airlines provide service to PSP from 500 cities world-wide, with nonstop service from Canadian and U.S. hubs, including Bellingham, Calgary, Chicago, Dallas, Denver, Edmonton, Houston, Los Angeles, Minneapolis, New York, Phoenix, Portland, Salt Lake City, San Francisco, Seattle, Toronto, Vancouver and Winnipeg.

Listed as one the "Top Ten Stress-Free U.S. Airports" by SmartTraveler.com, Palm Springs International Airport (PSP) welcomes groups with a friendly, VIP vibe. Importantly, 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 valley hotels.

## AIR SERVICE PARTNERS



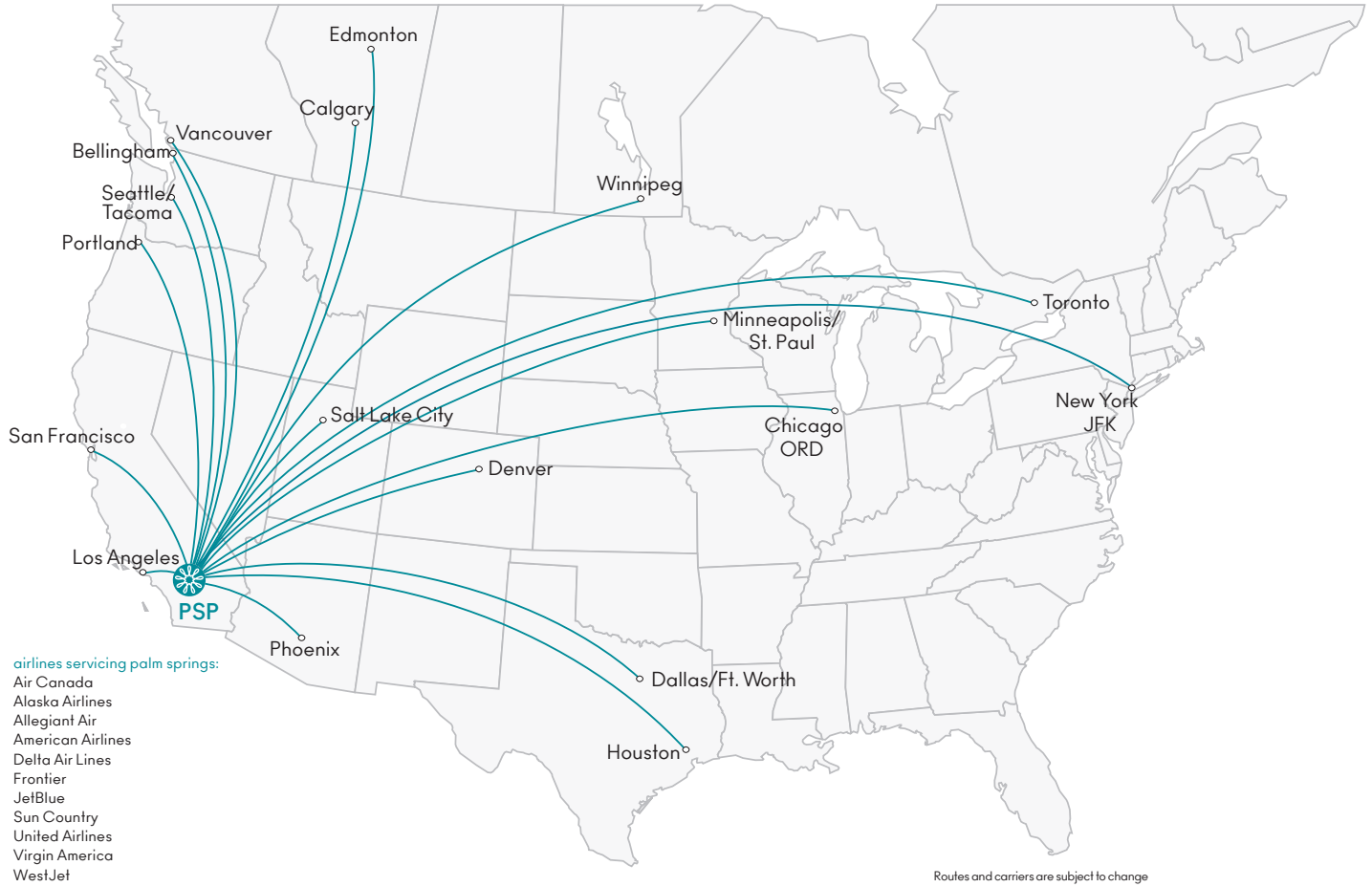
## FORECASTED GROWTH

2011-2017 Flight Comparison (# of Seats)

2011	2012	2013	2014	2015	2016	2017 (Projected)
953,152	1,068,883	1,067,140	1,190,351	1,179,642	1,264,965	1,330,518



# PALM SPRINGS INTERNATIONAL AIRPORT (PSP) AIR SERVICE



## FAST FACTS

<b>11</b>	number of airlines providing service	<b>18</b>	direct flights	<b>500</b>	cities connected into Palm Springs
-----------	--------------------------------------	-----------	----------------	------------	------------------------------------

## ALTERNATIVE TRANSPORTATION

### OTHER AIRPORTS

Greater Palm Springs is a short drive from four other major airports, including Ontario International Airport, John Wayne Airport, Los Angeles International Airport and San Diego International Airport.

Many of our groups have discovered that Ontario International Airport (ONT), just a little over an hour away, is a great alternative. Ontario International offers numerous nonstop flights from major U.S. cities and competitive nonstop fares. Travelers enjoy the low-key feel of the airport with little or no waiting for baggage claim and rental cars.

### BY CAR

If U.S. Interstate 10 is on your radar, visitors can easily drive to Greater Palm Springs. We're a surprisingly quick getaway from key Southwest metropolitan cities, with connections to John Wayne Airport, Los Angeles International Airport and San Diego International Airport.

DRIVE TIME FROM MAJOR CITIES:	
Ontario	1.25 hours
Los Angeles	2 hours
Orange County	1.75 hours
Phoenix	4 hours
San Diego	2.25 hour
Riverside	1 hour
Las Vegas	4 hours



## BRAND: MODERN OASIS

Greater Palm Springs (GPS) provides today's traveler with a distinct destination choice for leisure, meetings or tour group travel. Quickly emerging as a preferred destination among millennials, our brand promises to deliver an oasis of relaxation, adventure and a midcentury modern cultural experience.

Recognized around the world, Greater Palm Springs and each of its unique cities encompasses an enriching array of attributes and experiences. These amazing experiences allow the CVB to effectively heighten brand awareness, overcome misconceptions about the destination and communicate a greater set of experiences targeting today's modern travelers. Collectively, as one integrated destination, GPS allows visitors and residents to experience an extensive array of festivals, activities, attractions, cultures and entertainment. This broad appeal finds favor among all genders, age groups and social classes.

This flexible identity is a fairly recent development. GPS has been slowly shedding its image as being exclusively a retirement/relaxation getaway and instead becoming known around the world for its brand identity as a **Modern Oasis**.

**Modern** as reflected by today's lifestyles, fashion, entertainment, sports, recreation, culinary scenes and cultural opportunities.

**Oasis** as reflected not only by its geography and naturally occurring hot springs, but by a heartfelt attitude cultivated and preserved over the years; embraced and refined by the day. And night.

Greater Palm Springs embodies an "attitude of chill." An attitude that says welcome, relax, enjoy and experience something unique in all the world and firmly rooted in our DNA.

From this long-lived attitude, a "chillosophy" has emerged. A mindset and belief system that, by sharing in our marketing and communications, will both promote and preserve Greater Palm Springs' brand as a Modern Oasis.



## LOGO USAGE

### GPS MODERN MEETING OASIS LOGO

Designed for special marketing programs which are to be used when communicating to meeting professionals.



#### MODERN

A constant and consistent effort to infuse new ideas, technology, and methods to bring the outdoors into your meeting.

#### MEETING

9 cities offering diverse, award-winning options certain to suit all meeting needs from healing hot springs, outdoor adventure to vibrant urban settings.

#### OASIS.

An unprecedented geographic and activity portfolio that allows you and your attendees to embrace all things that will have a profound connection and improved self.

### GPS CALIFORNIA LOGO

The GPS California logo lockup provides greater awareness for GPS location and provides synergy with regional and state (Visit California) partnership initiatives using "California" as the GPS logo descriptor.



### SPECIALTY USE LOGOS

These logos were designed for special marketing programs and promotions – online, in print, events, tradeshow and social media.



## MARKETING: SHAG

Josh Agle, also known as “**SHAG**,” makes slick, narrative kitsch paintings that recall early 1960s advertising illustrations, Bossa Nova album art and Disney animation. Rife with businessmen in skinny suits and women in skin-tight cat costumes drinking martinis, Shag's paintings depict a whimsical world of stylized, witty urbanites. His work is contracted and used as our primary “Modern Meetings Oasis: Shag Art Usage” branded style. This visual positioning complements Greater Palm Springs Modern Oasis timeless and distinct midcentury lifestyle and chill attitude.

Each SHAG illustration was designed to tell each resort city's story that defines the MMO visual position. The illustrations are used in ads, website, collateral and as special amenities given to top meeting planners. The artwork is also used on the official tradeshow booth.

**NOTE: All pieces need to include the following copyright notice adjacent to the work in the form:**

© 2015 SHAG courtesy of Greater Palm Springs CVB



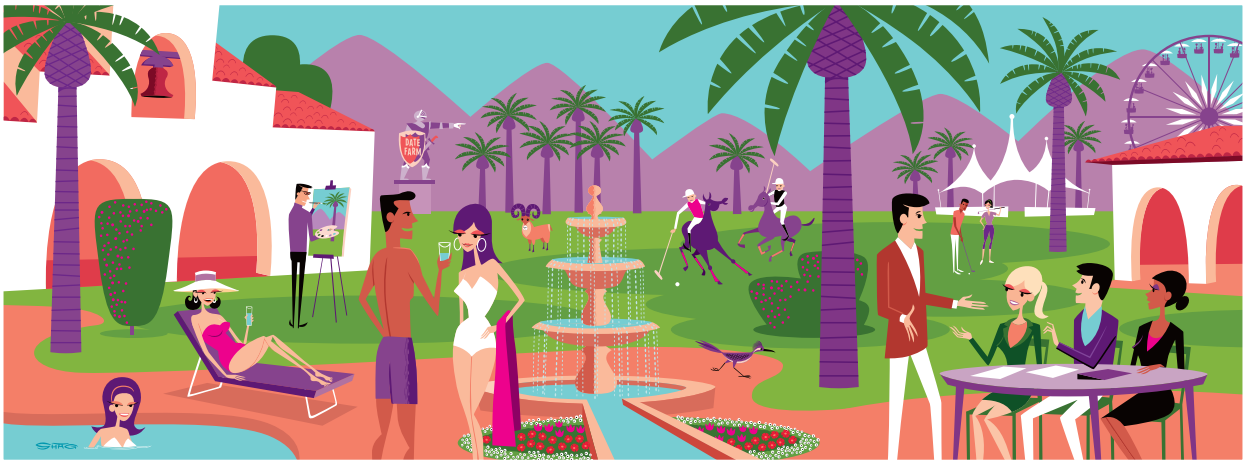
Life on the Sunny Side



Talking Shop



Mix and Match



Hidden Agenda



Downtown Chill

# Meet midweek Save more.



"Mix and Match" created by Palm Springs artist, Josh Agle, better known as SHAG

Plan your meeting midweek and discover  
savings of up to \$100 per night  
and countless benefits on  
resort amenities, from golf to spa!

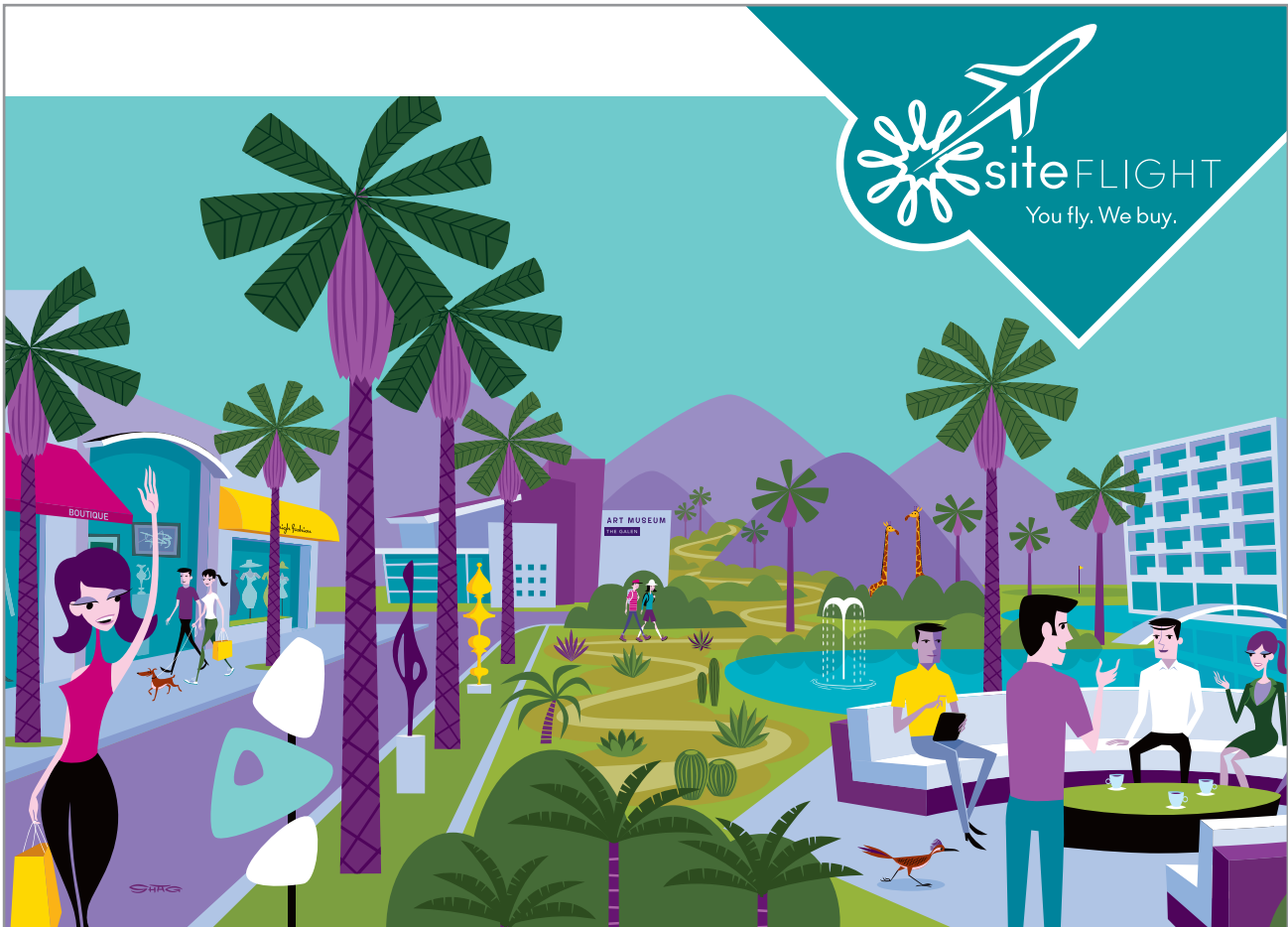
For midweek savings, visit

[meetingsinpalm Springs.com](http://meetingsinpalm Springs.com)

#modernmeetingoasis



9 resort cities. One beautiful oasis. palm springs | desert hot springs | cathedral city | rancho mirage | palm desert | indian wells | la quinta | indio | coachella



## Turn a site visit into an **excite** visit.

Introducing siteFLIGHT, a program that assists our valued meeting planners with their visit, during which they will see and experience all that our nine resort cities have to offer, including round-trip air and accommodations.\*

Schedule a site inspection with one of our experienced CVB professionals and we will provide your airfare, as well as lead you through a guided series of unique activities, accommodations and amenities that will best match your group's needs.

To inquire about our siteFLIGHT promotion, please contact your CVB partner for more information.

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

[MEETINGSINPALMSPRINGS.COM](http://MEETINGSINPALMSPRINGS.COM)



[palm springs](#) | [desert hot springs](#) | [cathedral city](#) | [rancho mirage](#) | [palm desert](#) | [indian wells](#) | [la quinta](#) | [indio](#) | [coachella](#)

\*Restrictions may apply; this offer is based on availability and subject to change.





## Scenic overlooks. Sunny outlooks.

Introducing siteDRIVE, a program that assists our valued, drive market meeting planners with all that our nine resort cities have to offer.

Schedule a site visit with one of our experienced CVB professionals and we will cover your gasoline costs and accommodations, as well as lead you through a guided series of unique activities, creative meeting spaces and amenities that will best match your group's needs.

See how one easy drive can give you a whole different perspective about Southern California's Oasis- sunny Greater Palm Springs.

To inquire about our siteDRIVE promotion, please contact your CVB partner for more information.

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

[MEETINGSINPALMSPRINGS.COM](http://MEETINGSINPALMSPRINGS.COM)



[palm springs](#) | [desert hot springs](#) | [cathedral city](#) | [rancho mirage](#) | [palm desert](#) | [indian wells](#) | [la quinta](#) | [indio](#) | [coachella](#)

\*Restrictions may apply; this offer is based on availability and subject to change.



MEETINGS AND VENUES

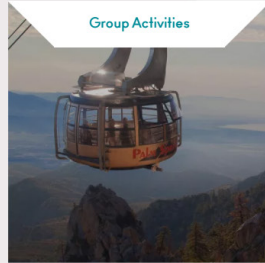
With more than 300 days of sunshine each year, it's no wonder attendees love meeting in Greater Palm Springs. The Greater Palm Springs Convention & Visitors Bureau (CVB) also provides assistance for meetings and events held in the region. Our team is available to assist in creating an inspirational and unforgettable event for your attendees.



What's New



Air Services & Getting Here

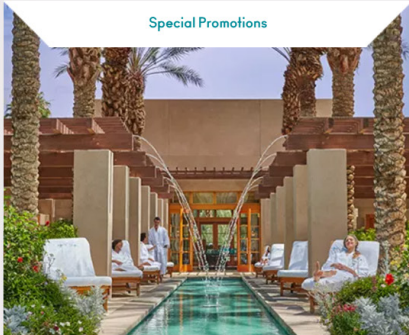


Group Activities

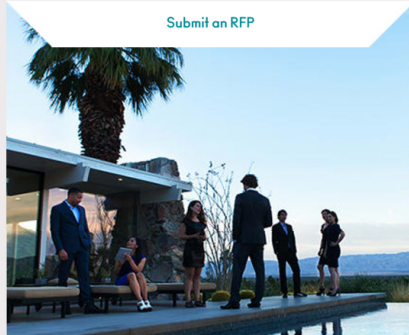
Event Calendar

- Cinema Diverse: The Palm Springs Ga...  
Sep 21 - Sep 24
- Free Movie - Tracks  
Sep 21
- Shop for a Cause at St John  
Sep 21
- 10th Anniversary Desert Stars Festival  
Sep 22 - Sep 24
- Films on the Great Lawn: A Better Life  
Sep 22
- Camila  
Sep 23
- Find Your Passion in Palm Springs  
Sep 23
- CVRep presents its Youth Outreach Pr...  
Sep 23, Sep 23

SEE MORE EVENTS

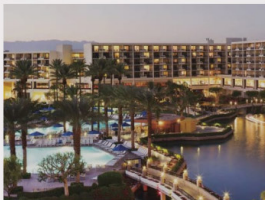


Special Promotions



Submit an RFP

DESTINATION VENUES & SERVICES



Hotels & Resorts



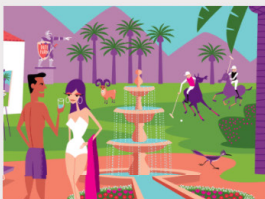
Group Dining



Off-Site Venues



Sporting Venues



Destination Services & Transportation



Planning



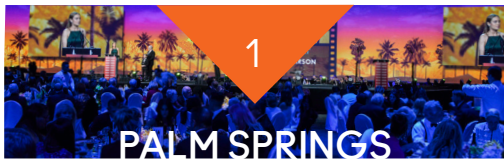
Community Services



Contact Us

FIND YOUR STORY. READ AND GET YOUR CHILL ON.

## NINE RESORT CITIES



### PALM SPRINGS

Legendary as Hollywood's playground, Palm Springs is famous for its midcentury architecture, storied events, its lush Indian Canyons, rotating tramway and a food, art and music scene that attracts cool-seekers.

Convention network hotel rooms: 5,890

#### SIGNATURE EVENTS:

- Palm Springs International Film Festival
- Modernism Week
- Tour de Palm Springs
- Palm Springs International Shortfest
- Art Palm Springs
- Splash House



### DESERT HOT SPRINGS

For total relaxation, hightail it to Desert Hot Springs and unwind in style. Perched upon one of the world's finest natural hot mineral water aquifers, Desert Hot Springs contains more than two dozen day spas and spa hotels.

Convention network hotel rooms: 599



### CATHEDRAL CITY

The city's Civic Center with DPlace Mary Pickford Theater plays host to a growing list of festivals, from music and art to hot air balloons. Locals and visitors head here to enjoy the interactive water sculpture, the "Fountain of Life."

Convention network hotel rooms: 734

#### SIGNATURE EVENTS:

- Cathedral City Hot Air Balloon Festival
- Taste of Jalisco
- Cathedral City LGBT Days

## ONE BEAUTIFUL OASIS



### RANCHO MIRAGE

Escape to elegant Rancho Mirage for a sophisticated getaway that follows in the footsteps of presidents, leaders and even royalty.

Convention network hotel rooms: 1,842

#### SIGNATURE EVENTS:

- Rancho Mirage Art Affaire
- ANA Inspiration Golf Tournament



### PALM DESERT

Palm Desert offers visitors and residents an unforgettable escape to the good life, with unique attractions, world-class shopping, arts and culture and an abundance of outdoor fun.

Convention network hotel rooms: 3,734

#### SIGNATURE EVENTS:

- Food & Wine Festival Palm Desert
- Fashion Week El Paseo
- Warburton Celebrity Golf Tournament
- Palm Desert Golf Cart Parade



### INDIAN WELLS

Indian Wells might be a tiny city, but it's a treasure. Embraced by scenic mountains and picturesque palm trees, this is a place that stays in style.

Convention network hotel rooms: 1,460

#### SIGNATURE EVENTS:

- BNP Paribas Open
- Indian Wells Arts Festival
- Desert Lexus Jazz Festival
- Spectrum Indian Wells Art Show

# NINE RESORT CITIES — ONE GREAT DESTINATION

## FIND YOUR OASIS



Known for its natural beauty, leisurely pace and artsy atmosphere, La Quinta is an oasis of luxury homes, cultural offerings and world-class golf.

Convention network hotel rooms: 1,095

### SIGNATURE EVENTS:

- CareerBuilder Challenge Golf Tournament
- La Quinta Arts Festival



Known as the “City of Festivals,” Indio truly shines with its epic events.

Convention network hotel rooms: 1,260

### SIGNATURE EVENTS:

- Coachella Valley Music and Arts Festival
- Stagecoach Country Music Festival
- Riverside County Fair and National Date Festival
- Southwest Arts Festival
- International Tamale Festival
- Rhythm, Wine & Brews



If live music, vibrant culture and farm-to-mouth produce is your jam, Coachella is the place to be. Perched at the easternmost edge of the valley, this city is abundant in fresh fruit, vegetables and local dates from the surrounding fields and groves.

### SIGNATURE EVENTS:

- Dia de los Muertos
- Cinco de Mayo
- El Grito
- Hue Music & Arts Festival



## GREATER PALM SPRINGS



The first settlers were the Cahuilla (pronounced *kuh-wee-uh*) Indians, dating back an estimated 2,000 years.



There are over **10,000 palm trees** in Greater Palm Springs.



The native birds are the burrowing owl, roadrunner, costa's hummingbird and cactus wren.



The native mammals are the kit fox, bighorn sheep, coyote and badger.



The natural vegetation consists of creosote, jumping cholla, mesquite, ocotillo, palo verde, barrel cactus and the smoke tree.



Greater Palm Springs is the home of more than **100 golf courses**, which is why many refer to us as "the Golf Capital of the World."



In 1980, the Cabazon Band of Mission Indians opened the first commercial card casino in the United States established on an Indian Reservation. It is now called Fantasy Springs Casino Resort & Spa.



The **Palm Springs Aerial Tramway** operates the world's largest rotating tramcars, and the ten-minute ride up from the desert floor to the mountain station is one of the steepest ascents in the world.



Known as "Spa City," Desert Hot Springs is home to one of the greatest mineral water aquifers in the world. The water is naturally heated to temperatures as high as 180 degrees.



With more than 50,000 pools, Greater Palm Springs can boast that it has more pools per capita than anywhere else in the country.



The date gardens in Greater Palm Springs produce more than **90 percent** of this Middle Eastern delicacy in the United States, making the Coachella Valley the "Date Capital of the World."



Greater Palm Springs hosts the nation's only citywide Golf Cart Parade. Spectators turn out to watch more than 100 golf cart-powered floats parade up and down El Paseo Drive in Palm Desert, the "Rodeo Drive" of the desert.



Palm Springs has the largest concentration of **midcentury modern** residential architecture in the world, showcased every winter and fall during the Modernism Week celebrations.



**Frank Sinatra's** former Twin Palms Estate in Palm Springs boasts a famous piano-shaped swimming pool. The luxury home is now available for vacation rentals, weddings and corporate events.

# SIGNATURE EVENTS CALENDAR



JANUARY

## ARTS & ARCHITECTURE

### JANUARY

- Palm Springs International Film Festival
- Southwest Arts Festival Empire Polo Club

### FEBRUARY

- Modernism Week
- Palm Springs Fine Art Fair

### MARCH

- La Quinta Arts Festival
- Fashion Week El Paseo

### MARCH — APRIL

- Indian Wells Arts Festival

### JUNE

- Palm Springs International ShortFest

### OCTOBER

- Modernism Week Fall Preview

### NOVEMBER

- Rancho Mirage Art Affaire

## LGBT

### MARCH

- Clubskirts Presents: The Dinah

### MAY

- White Party

### SEPTEMBER

- Cinema Diverse LGBTQ Film Festival

### NOVEMBER

- Palm Springs Pride Festival



Palm Springs Modernism Week

Modernism Week  
FEBRUARY

## SPORTS

### JANUARY — APRIL

- Sunday Polo Games

### JANUARY

- CareerBuilder Challenge, a PGA TOUR Tournament

### JANUARY — MARCH

- HITS Desert Circuit Horse Show

### MARCH

- BNP Paribas Open

### MARCH — APRIL

- ANA Inspiration Championship Tournament



**FASHION WEEK**  
EL PASEO  
IN PALM DESERT

MARCH

## FOOD, WINE & CELEBRATION

### FEBRUARY

- Riverside County Fair & National Date Festival

### MARCH

- Rhythm, Wine and Brews Experience
- Food & Wine Festival Palm Desert

### JUNE

- Greater Palm Springs Restaurant Week

### OCTOBER

- Palm Desert Golf Cart Parade

### NOVEMBER

- McCormick's Palm Springs Collector Car Auctions
- Cathedral City Hot Air Balloon Festival

### DECEMBER

- Indio International Tamale Festival

## MUSIC

### APRIL

- Coachella Valley Music & Arts Festival - Weekend 1
- Coachella Valley Music & Arts Festival - Weekend 2
- Stagecoach Country Music Festival

### JUNE

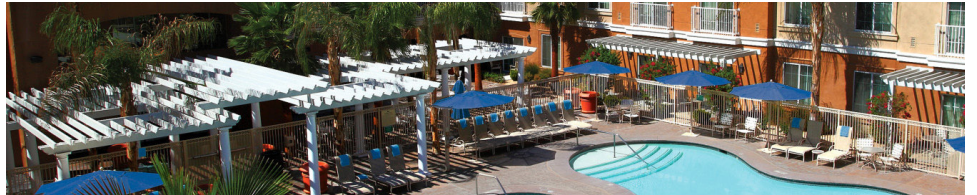
- Splash House - Weekend 1

### AUGUST

- Splash House - Weekend 2
- Idyllwild Jazz in the Pines Festival

### OCTOBER

- Palm Springs Women's Jazz Festival



70100 highway 111 | rancho mirage, ca 92270 | 800.967.3767 | 760.770.9000

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