



2016
ANNUAL REPORT



CONTENTS

<u>Welcome</u>	3
<u>Power of Tourism/Budget</u>	5
<u>Conventions Sales & Destination Services</u>	7
<u>Marketing, Branding & Communications</u>	16
<u>Community Relations/Partnership</u>	42
<u>Travel Industry Sales</u>	43
<u>Tourism Master Plan</u>	45
<u>Regional Initiatives</u>	47
<u>Boards</u>	53

THE GREATER PALM SPRINGS CVB HAD A BANNER YEAR IN 2016. We enjoyed soaring numbers of visitors, airline passengers and hotel stays, as well as exciting new events that gained world-wide notoriety. Our **CONVENTION SALES** team focused on finding and developing new business utilizing new marketing methods and technology, resulting in more than 190,000 new room nights. **TRAVEL INDUSTRY SALES** extended its reach to over 7,000 travel professionals around the world with a focus on the important luxury market

Our **MARKETING** team generated unprecedented global and domestic exposure for our nine cities. The CVB's successful "Chill" marketing campaign demonstrated the effectiveness and importance of collaborative marketing with our nine City Partners that extended resources and reach, while attracting more visitors in our summer and shoulder months than ever before. Hosting opportunities through airline partnerships, such as JetBlue to television productions like *Raid Amazonas*, helped to exceed our earned media goals in 2016. Video content has become crucial for telling our story. In 2016, the CVB invested more in both video content and social networking than we have in the history of the organization, creating several new video series that generated record numbers of social media engagement.

In 2016, the CVB completed a **DESTINATION MARKETING PLAN**, a comprehensive ten-year blueprint with the goal of attracting more than 16 million visitors to the destination by 2026. Business development is crucial as our world-class events continue to deliver a steady flow of new visitors. To implement the plan, a Destination Marketing Director position was created to work with our nine City Partners to make these priorities a reality. We feel confident that tourism, our number one industry, will continue on this path of record-breaking successes!



A handwritten signature in black ink that reads "Tom Tabler".

Tom Tabler, Chairman
CVB Board of Directors
General Manager, JW Marriott
Desert Springs Resort & Spa



A handwritten signature in black ink that reads "Linda Evans".

Linda Evans, Chairman
Joint Powers Authority
Executive Committee
Mayor, City of La Quinta



A handwritten signature in black ink that reads "Scott White".

Scott White,
President & CEO
Greater Palm Springs CVB



THE POWER OF

TOURISM

IN GREATER PALM SPRINGS



#1

INDUSTRY OF GREATER PALM SPRINGS

palm springs
desert hot springs
cathedral city
rancho mirage
palm desert
indian wells
la quinta
indio
coachella

1 in 4 jobs
sustained
by tourism

12.9
million
visitors

\$5
million
visitor
spending

\$6.4
billion
economic
impact

\$\$\$\$

TOTAL TAXES
GENERATED
by visitors

\$538 million
state and local taxes
\$413 million
federal taxes



SAVING
GREATER PALM SPRINGS HOUSEHOLDS
\$3,561 in annual taxes

2016
2017

TOTAL BUDGET
\$14,146,758 million

**MARKETING/
COMMUNICATIONS**
\$6,699,179

47%

SALES & BUSINESS DEVELOPMENT
\$5,991,999

43%

FINANCE/ADMIN \$1,455,580

10%

**CONVENTION
SALES & DESTINATION
SERVICES**

**\$4.5
million**
budget

10
managers
overing
US & Canada

5 are based remotely

- **Southeast** - Florida
- **Midwest** - Kansas City
- **Northeast & Eastern Canada** – Charlotte
- **Washington D.C., Maryland & Virginia**
- Washington D.C.
- **Religious, Entertainment, LGBT
& Western Canada** - Southern California

5 are based in GPS

- **VP of Sales and Director of Sales**
- **LA/Central CA, Western States & Sports**
- **Orange County/San Diego, Southwest,
Hawaii & SoCal**
- **Pacific Northwest/Northern California**

4 Sales Assistants

8 Destination Services Staff



CONVENTION SALES & DESTINATION SERVICES



Downtown Chill



Greater Palm Springs commissioned artist Josh Agle, also known as "Shag," to create images to promote our Modern Meeting Oasis.

Images are being used on collateral, ads and tradeshow booths.



Hidden Agenda



Life on the Sunny Side



Mix and Match



Talking Shop

**2016
CONVENTION
SALES**

IMPACT TO THE COACHELLA VALLEY

219,084	Definite room nights.....	↑ 11.8%
320	Meetings Booked	↑ 16.4%
53,183	Estimated Jobs Supported	↑ 27.5%
	from CVB Bookings	
\$72.5 million	Estimated Personal Income	↑ 20%
	generated by CVB Bookings	
\$4.89 million	Estimated TOT generated	↑ 50.9%
	by CVB Bookings	
\$11 million	Estimated Local Taxes	↑ 12.2%
	generated by CVB Bookings	
\$206 million	Estimated Economic Impact	↑ 19.8%
	from CVB Bookings	

10 TRADESHOWS
3 REVERSE TRADESHOWS

DESTINATION
SERVICES

13 CVB EVENTS | Y/Y CHANGE **↑ 117%**

14 FAMS | Y/Y CHANGE **↑ 16%**

23 CONFERENCE SPONSORSHIPS | Y/Y CHANGE **↑ 64%**

63 CLIENT EVENTS | Y/Y CHANGE **↑ 75%**

89 PROGRAMS ENCOMPASSING **152** INDIVIDUAL EVENTS | Y/Y CHANGE **↑ 68%**

89 SITE VISITS REPRESENTING **93,523** TOTAL ROOM NIGHTS | Y/Y CHANGE **↑ 1%**
45,207 ATTENDEES | Y/Y CHANGE **↑ 18.5%**

243 CLIENT REQUESTS RESULTING IN **2,342** PARTNER REFERRALS | Y/Y CHANGE **↑ 15.5%**

GROUP
EXCURSIONS



UNIQUE
MEETING
SPACES




AIRPORT
ACCESS





CONVENTION SALES



In 2016, the CVB began taking a unique approach to reaching meeting professionals through various social media platforms, including LinkedIn, Instagram and YouTube. In conjunction with the CVB, MBox Communications develops and manages the meetings-focused social media efforts in order to further cement the destination as a leading market for meetings/groups.

LinkedIn was used as the primary communication channel to disseminate targeted content to meeting planners and influencers. Our efforts to grow our audience and presence on LinkedIn are designed to be a combination of organic and paid, targeted distribution through LinkedIn's highly segmented database, allowing us to reach meeting planners directly.

The channel has proven to be a very effective way of communicating with today's meeting planners.

- Our LinkedIn engagement rate was **27 times** better than the average engagement on the channel.
- We **increased** our followers (which are predominantly meeting professionals) by **66% year** over year.



Instagram was used as a secondary social media communication channel for Convention Sales. However, we plan to further incorporate Instagram into Convention Sales strategies to host images and videos as part of our more aggressive efforts on LinkedIn.



YouTube will continue to be used to host more robust video content produced by the CVB via its associates and agencies.

**MARKETING
BRANDING
COMMUNICATIONS**

**\$6.7
million**
budget

12
staff members

4 Marketing staff

- Destination Development Director

3 Brand Development staff

- Video Content Creator

1 Arts, Culture & Film staff

4 Communications staff

- International PR Representatives
 - > Black Diamond – United Kingdom
 - > Marketing Services International – Germany
 - > AviaReps – China
 - > Gate 7 – Australia and New Zealand



RESEARCH

Advertising Awareness, Effectiveness and ROI 2016

> Strategic Marketing and Research Insights

VisaVue Travel

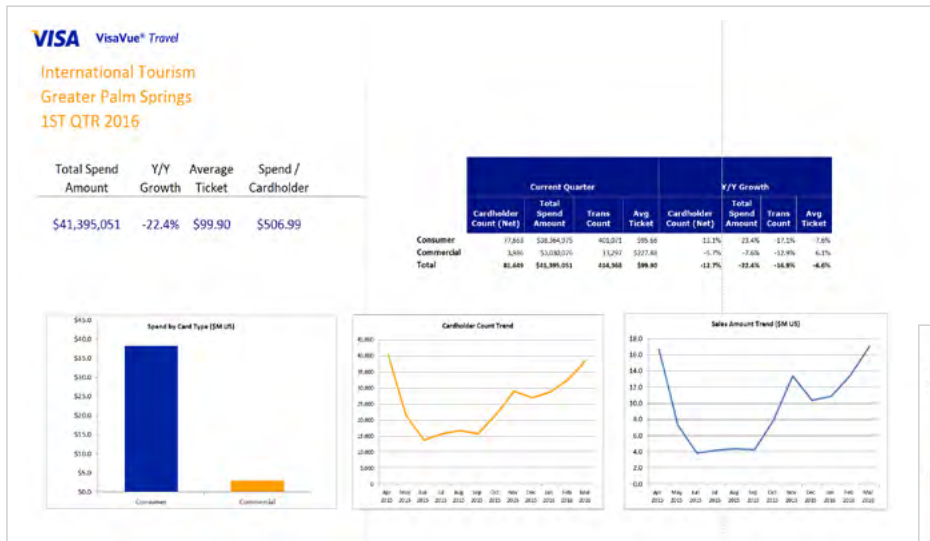
> International 2016

> Domestic 2016

Aviation Intelligence (2016)

> Diio, Data in. Intelligence out.

Smith Travel Accommodations Report – Hotel Report



STR.

Greater Palm Springs
For the Month of May 2016

United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 1TA
Phone: +44 (0)20 7922 1831
Fax: +44 (0)20 7922 1831
www.strglobal.com

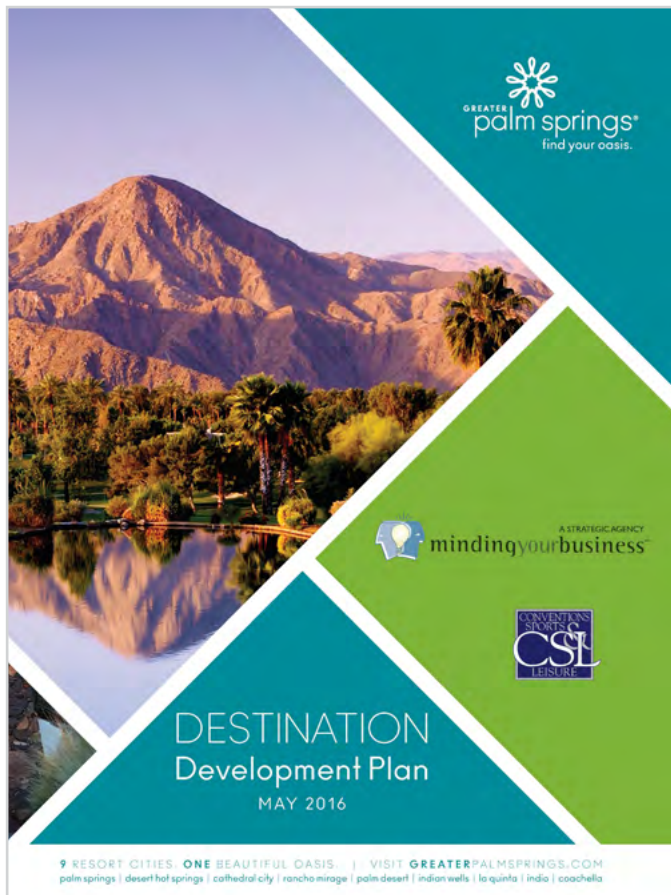
United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 624-8664
Fax: +1 (615) 624-3448
www.str.com

Date Created: Jun 16, 2016

Table of Contents

Tab	Page
1	1
2	2
3	3
4	4

RESEARCH



Destination Development Plan (2016)

> Convention Sports & Leisure

[download a copy](#)

RESEARCH

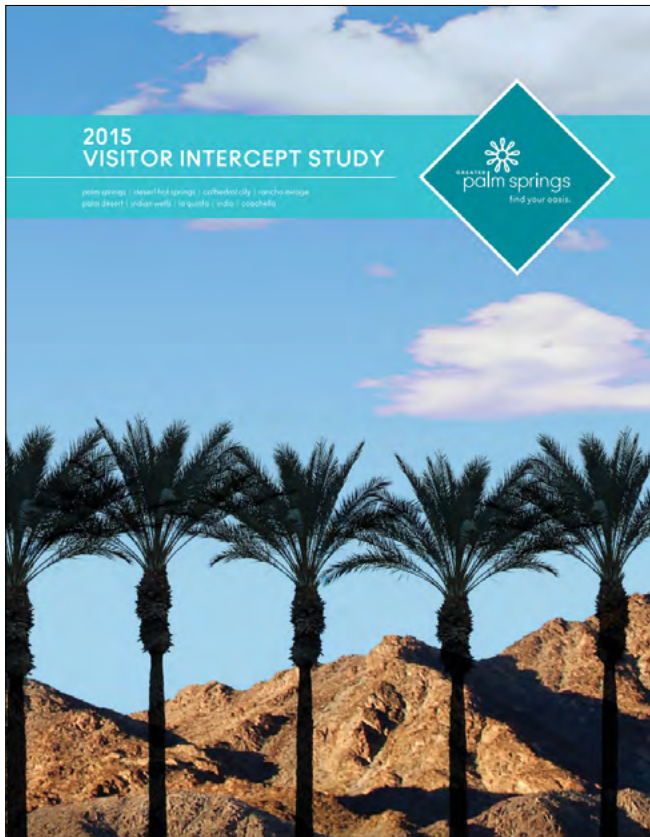


Economic Impact of Tourism In Greater Palm Springs (2015/2016)

> Tourism Economics

[download a copy](#)

RESEARCH



Visitor Intercept Study (2016)

- > Custom Intercept Solutions
- > Beresford Research

[download a copy](#)



2016 DESTINATION MARKETING

EAST

New York City, Washington D.C., Baltimore

CENTRAL

Chicago, Dallas, Denver, Minneapolis

WEST


Los Angeles, Orange County,
San Diego, Phoenix, Las Vegas,
San Francisco, Seattle, Portland

CANADA

Calgary, Vancouver, Winnipeg,
Edmonton, and Toronto

BUDGET

\$2,313,993



The 2016 Media Plan was divided into both geographic and seasonal/year-round markets. As a result of visitor spending research, in 2016 we changed strategy to include an “always on” marketing approach in our key drive markets that once were only marketed seasonally. Those key cities/areas included Los Angeles, Orange County, San Diego, San Francisco, Sacramento, Phoenix and Las Vegas.

MARKETS

**2016
DESTINATION
MARKETING**

31+ billion

Impressions generated

Y/Y Change

↑ **131%**

819k

Total number of television spots

↑ **9.8%**

457 million

Total number of out-of-home impressions

↑ **48%**

156.2 million

Total number of print impressions

↓ **65%**

30.9 billion

Total number of television impressions

↑ **143%**

51+ million

Total number of online advertising impressions

↓ **31%***

**In 2016, the CVB refocused online advertising efforts that resulted in less but more effective, targeted ads, yielding greater growth.*

2016
NATIONAL
MARKETING
CAMPAIGN

JANUARY – APRIL
SEPTEMBER – DECEMBER



The CVB's 2016 National Marketing Campaign is associated with an **8-point lift in visitation** from the fly markets, the **highest incremental travel measure for GPS to date.**

PRINT

Alaska Airlines, WestJet Up,
Allure, Conde Nast Traveler,
Outside Magazine, Sunset Magazine,
Coastal Living,
Golf Annual Publications

72.1+
million
IMPRESSIONS

BILLBOARDS

Chicago, Seattle, Portland,
Minneapolis, New York,
Los Angeles, San Diego

296+
million
IMPRESSIONS

TELEVISION

Vancouver, Calgary,
Edmonton, Toronto, Winnipeg,
Seattle, Portland,
San Jose, Oakland, Sacramento,
Chicago, Minneapolis,
New York, Denver,
Washington DC/Baltimore

6.8+
billion
IMPRESSIONS



**2016
REGIONAL
MARKETING
CAMPAIGN**

JANUARY – DECEMBER

Historically, the CVB only marketed in the drive market during the Summer months. We are now marketing to the drive market annually.

MARKETS

Los Angeles
Orange County
San Diego
Phoenix
Las Vegas
San Francisco

BUDGET

\$1,001,658

**2016
REGIONAL
MARKETING
CAMPAIGN**

JANUARY – DECEMBER



PRINT

BILLBOARDS

TELEVISION

90 Days of Summer/Guide to Chill,
The Guide – Chill Section,
The Guide – GPSCVB,
Westways (AAA), Via (AAA), Locale

Los Angeles/Orange County,
San Diego,
San Francisco

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

**78.4
million
IMPRESSIONS**

**160.9
million
IMPRESSIONS**

**24.1
billion
IMPRESSIONS**

**2016
SUMMER
CO-OP
CAMPAIGN**

MAY – AUGUST

TIME WARNER CABLE

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

KTLA:

Los Angeles

**12.5+
billion
IMPRESSIONS**

**INTENT
TO VISIT
17 POINT LIFT**



Palm Springs Bureau of Tourism



JW Marriott Desert Springs Resort & Spa



Double Tree by Hilton Palm Springs



Westin Mission Hills Golf Resort & Spa

**TELEVISION CO-OP
CAMPAIGN
11 PARTNERS**



Agua Caliente Casino Resort Spa



El Paseo Shopping



City of Indian Wells



Hyatt Regency Indian Wells Resort & Spa



La Quinta Resort & Club



BMW Performance Driving School



Greater Palm Springs Restaurant Week

2016
FALL
CO-OP
CAMPAIGN

SEPTEMBER – DECEMBER

TIME WARNER CABLE

Los Angeles/
Orange County,
San Diego,
Seattle,
Portland,
Las Vegas,
Phoenix

KTLA:
Los Angeles

10.4+
billion
IMPRESSIONS

TELEVISION CO-OP
CAMPAIGN 5 PARTNERS



Palm Springs Bureau fo Tourism



City of Palm Desert



City of Indian Wells



La Quinta Resort & Club



CareerBuilder Challenge



2016
CVB WEBSITE

2.4 million Sessions on the website

Y/Y Change
↑ **26.54%**

6.6 million Page views

↑ **145.17%**

2.7 Pages per session

↑ **91.49%**

2:44 Average session duration

↑ **238.78%**

28.6% Bounce rate

↓ **16%**

2016
CVB WEBSITE

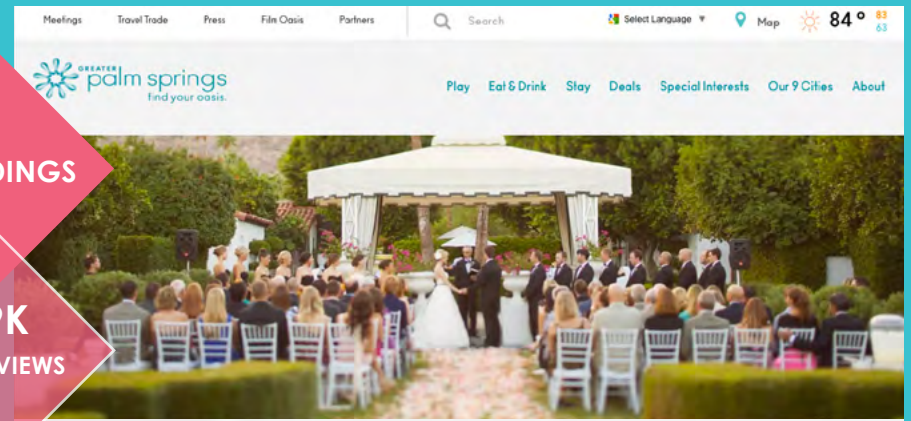
ENHANCED
SPECIAL INTEREST
SECTIONS

WEDDINGS

89K
PAGE VIEWS

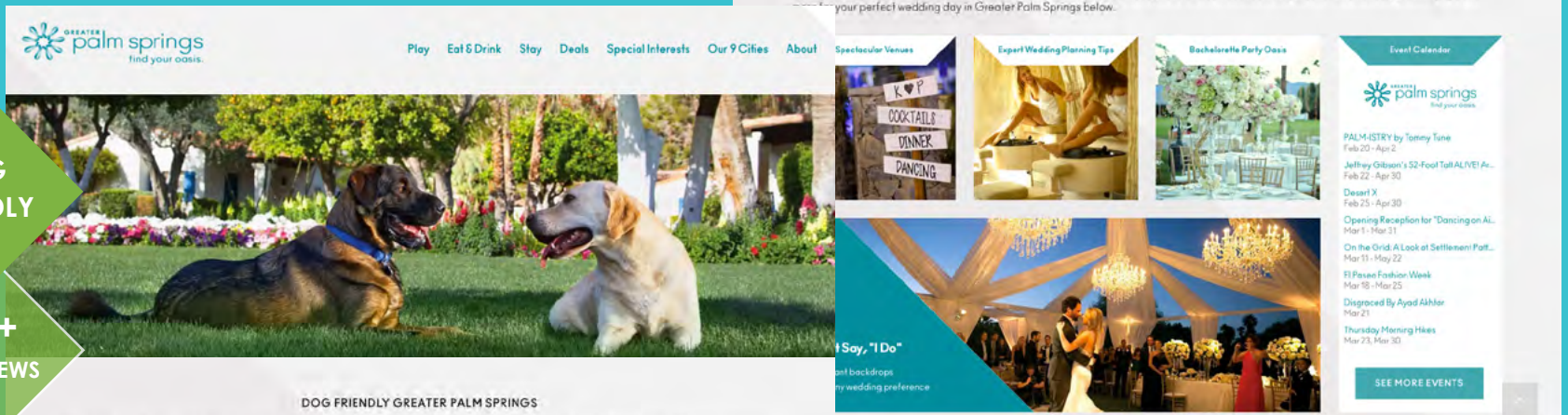
DOG
FRIENDLY

56K+
PAGE VIEWS



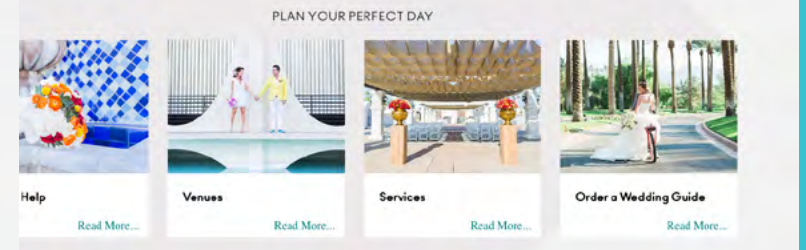
WEDDINGS IN GREATER PALM SPRINGS

Plan your dream destination wedding in Greater Palm Springs. With more than 300 days of sunshine every year, this Southern California destination is perfect for bachelor and bachelorette parties, outdoor receptions and sun-soaked honeymoons. Find venues, planning tips and more for your perfect wedding day in Greater Palm Springs below.



DOG FRIENDLY GREATER PALM SPRINGS

With dog-friendly hotels, restaurants, spas and more, it's easy to plan your next dog-friendly vacation in Greater Palm Springs. Discover where to stay, what to do and how to chill with your four-legged friend on your next stay.



2016
CVB WEBSITE

ENHANCED
SPECIAL INTEREST
SECTIONS

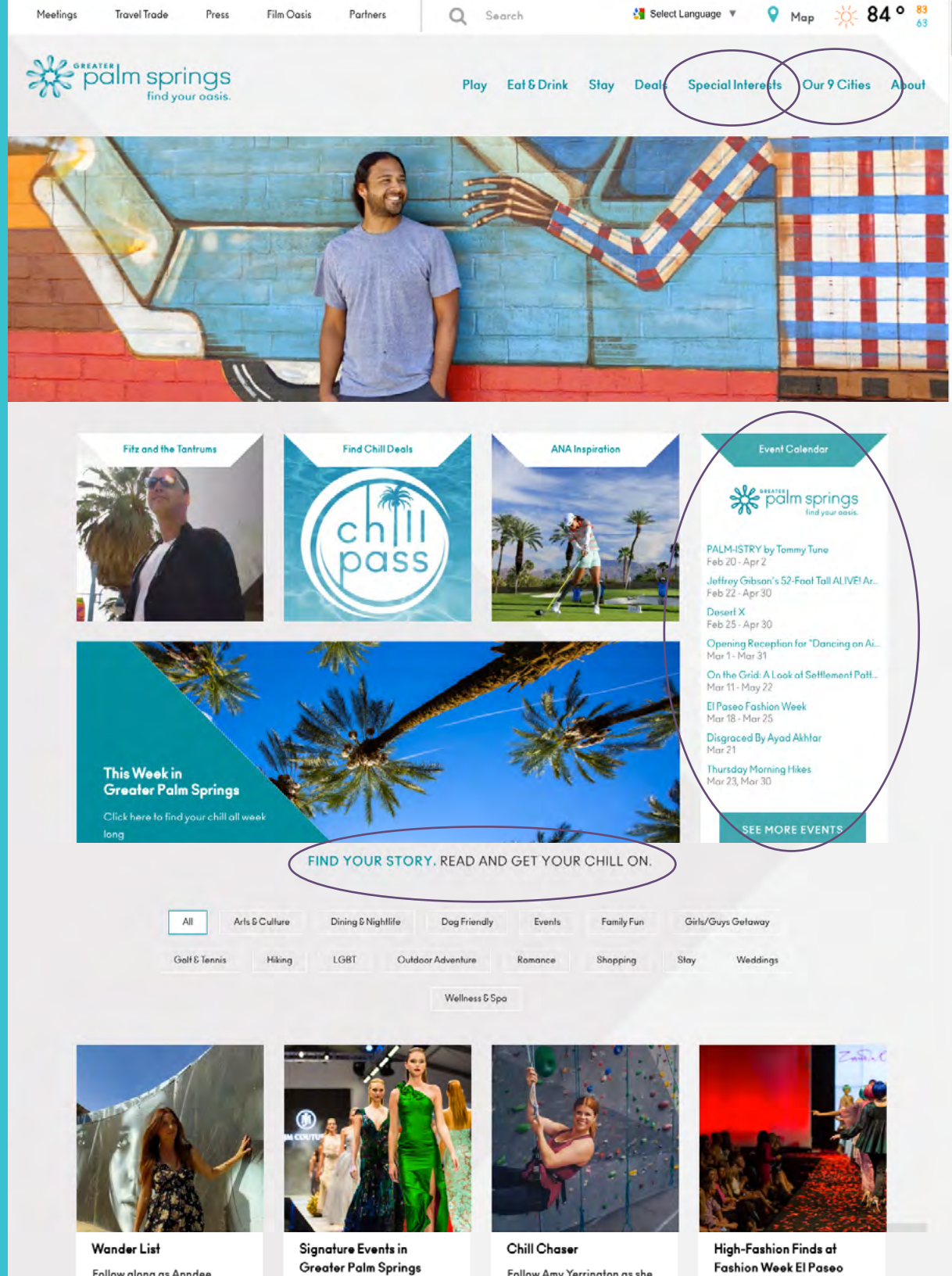
LGBT

178,430
LGBT PAGE, EVENT AND
ARTICLE VIEWS

2016 CVB WEBSITE

REDESIGNED HOMEPAGE

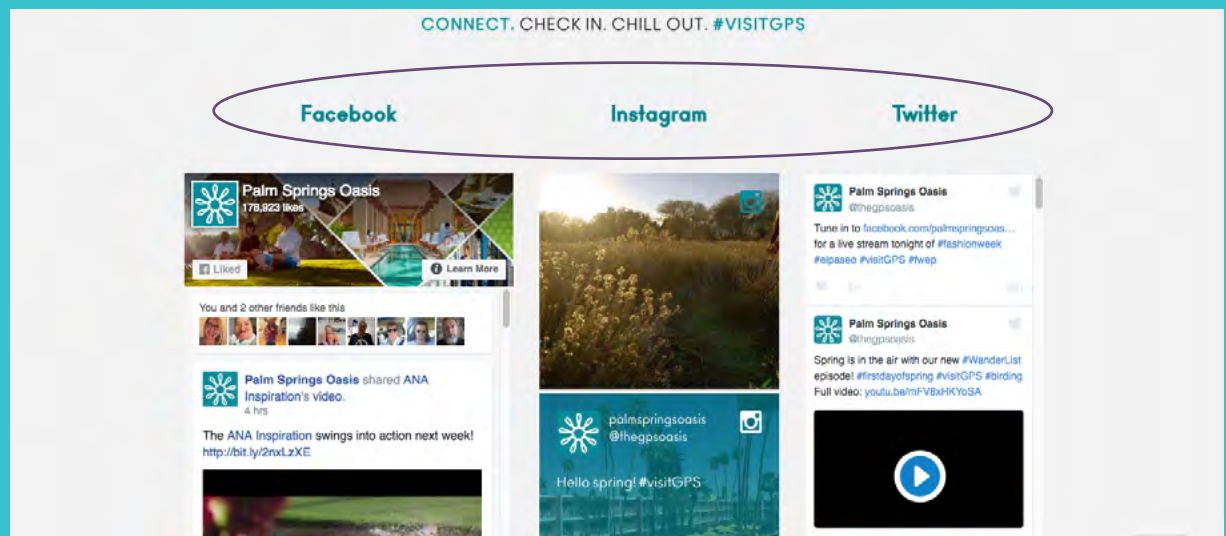
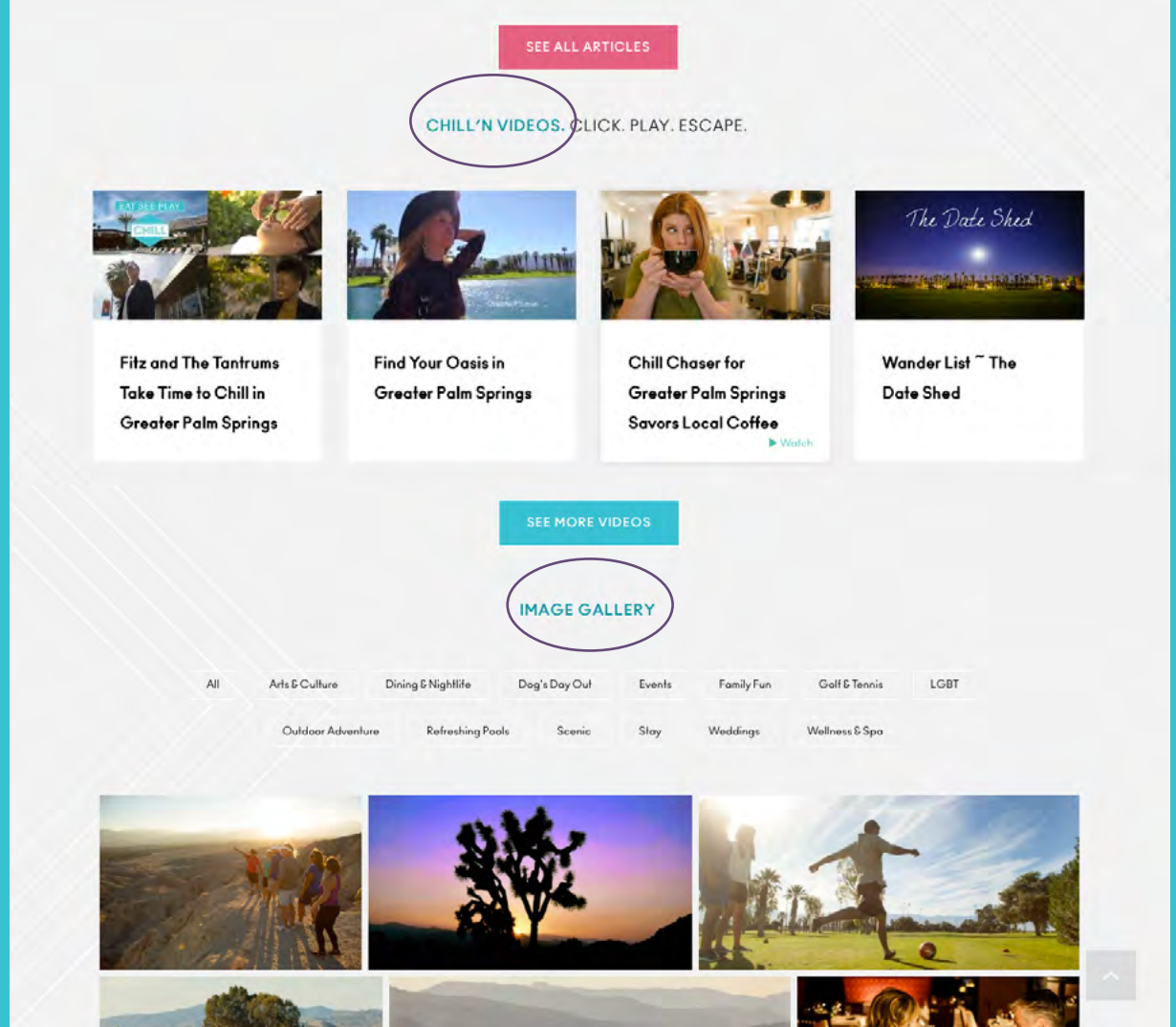
- > Our 9 Cities
- > Special Interests
- > Calendar of Events
- > Articles



2016 CVB WEBSITE

REDESIGNED HOMEPAGE

- > Featured Videos
- > Image Gallery
- > Social Media

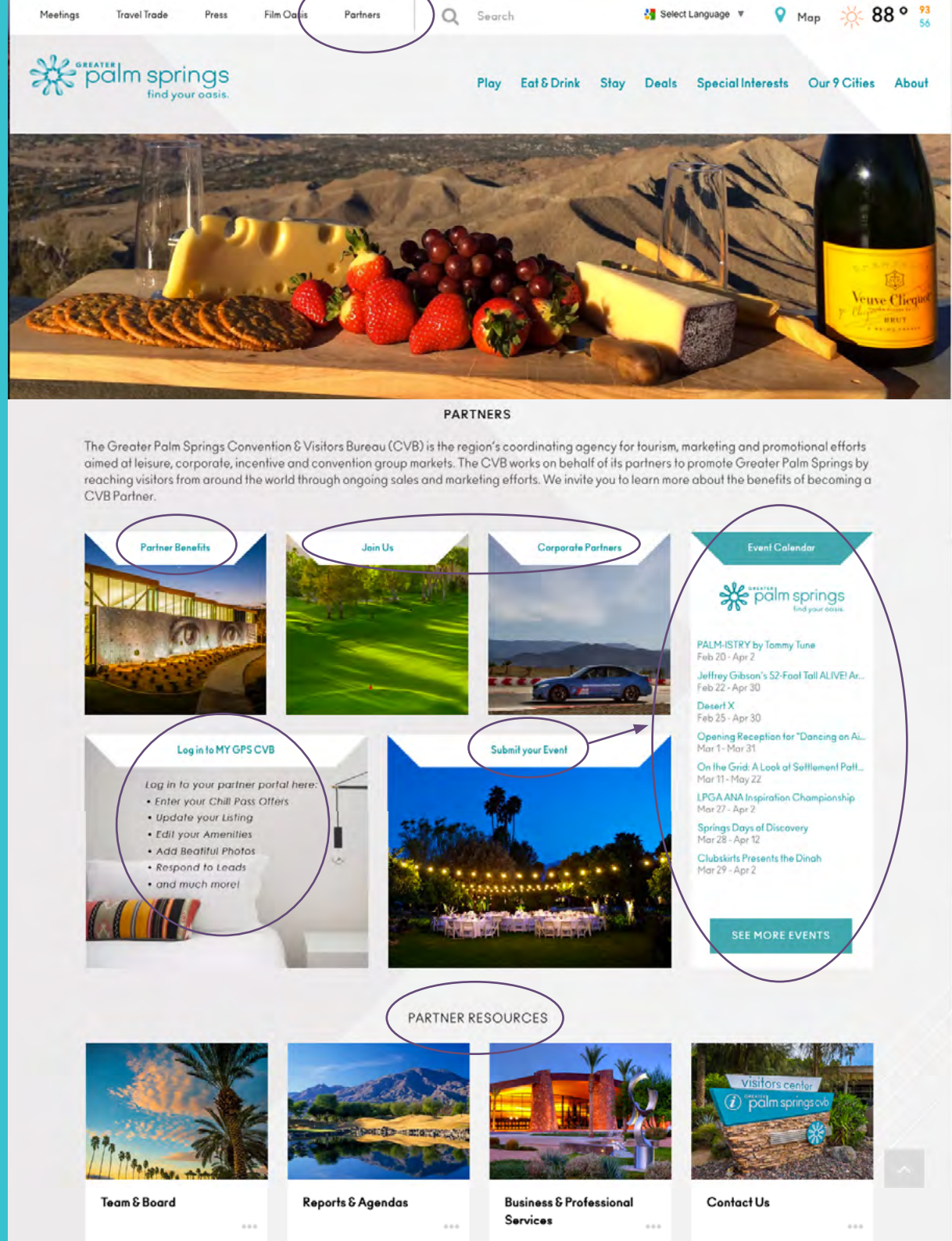


2016 CVB WEBSITE

REDESIGNED PARTNER PAGES

The CVB works on behalf of its Partners to promote Greater Palm Springs by reaching visitors from around the world in ongoing sales and marketing efforts. The website has been redesigned to maximize the benefits of becoming a CVB Partner, including:

- >> Cost-saving Co-Op Sales and Marketing opportunities
- >> Free Chill Pass offers year-round
- >> Business Listing on the website
- >> Visitors Guide
- >> Business Connections & Networking Events
- >> Valuable Research Material
- >> Shared Event Calendar





**2016
SOCIAL MEDIA**



2.3 million YouTube views

Y/Y Change

↑ 66%

156,759 Facebook fans

↑ 55%

2.8 million Facebook impressions

↑ 3.6%

11,247 Instagram followers

↑ 84%

20,490 Twitter followers

↑ 68%



2016
VIDEO
CONTENT

3 NEW ORIGINAL
DIGITAL SERIES

13 NEW NATIONAL BROADCAST
SPOTS WERE CREATED

42 VIDEOS PRODUCED

125 PARTNERS, ACTIVITIES AND
EVENTS HIGHLIGHTED

2.3+ million VIDEO VIEWS

**2016
VIDEO
CONTENT**

NATIONAL PINK DAY

YouTube: **19,704 views**
Facebook: **20,778 views**
Instagram: **826 views**
#ThatPinkDoor

NATIONAL NUDE DAY

YouTube: **6,059 views**
Facebook: **30,401 views**
Instagram: **1,326 views**

NATIONAL TAKE A HIKE DAY

YouTube: **2,865 views**
Facebook: **2,412 views**
Instagram: **431 views**

CHILL CHASER TKB BAKERY

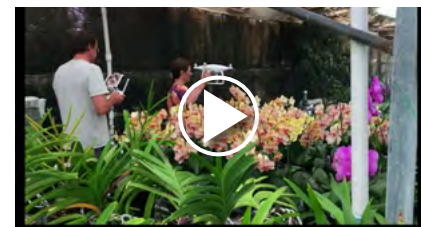
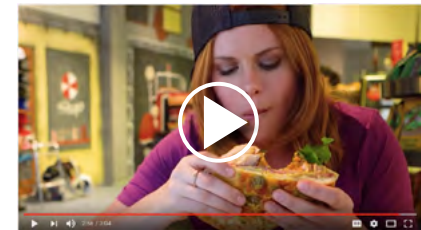
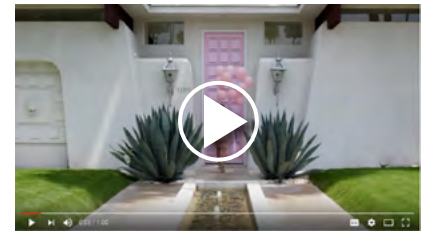
YouTube: **37,080 views**
Facebook: **16,636 views**

SAN JACINTO ~ WANDER LIST

YouTube: **83,901 views**
Facebook: **9,829 views**

**SAN JACINTO BEHIND THE SCENES
~ WANDER LIST**

Facebook: **5,988 views**



2016
RESTAURANT
WEEK

134.2 million

TELEVISION IMPRESSIONS in Southern California
& local markets

405 million

TOTAL MEDIA IMPRESSIONS through
press trips hosted by the CVB



**2016
RESTAURANT
WEEK
WEBSITE**

6.91 Average page views during a session

6:38 Average session duration

49,956 Total number of sessions

345,320 Total number of page views

\$54,400 Total cost for CVB to create
the new Restaurant Week Website



The Perfect Three-Day Weekend in Palm Springs

by Jonah Flicker

2016
EARNED MEDIA

\$24+ million
Earned media for destination

↑ **20%**
over 2015

\$1.8 billion
Total circulation
and unique views

TRAVEL+
LEISURE

CONDÉ NAST

NEW YORK POST

Traveler

Los Angeles Times

Sunset

Editor Guides

LOVE YOUR CURLS
EFFORTLESS CHIC DRESSING
LAYER LIKE A STYLIST
OUTDOOR PARTY MADE SIMPLE

Priyanka Chopra

THE QUANTICO SUPERSTAR ON

FALL FIRST LOOK!

5 FRESH HAIR & MAKEUP UPDATES
THE BEST NEW BAGS
WHAT TO WEAR NOW & LATER



The GUIDE City

INSTYLE ♥ Palm Springs

THE CITY'S CROWN JEWEL
What was once a rugged gem-walled outpost of wilderness still draws in the impossible. Right off the highway, the town of Palm Springs, which has 80 stores across the US, the oldest establishments in 2002, has a recent resurgence in retail options dedicated to the designer's international line, the Rock and Stone store.

BY PAUL CANNON
PHOTOGRAPH BY

The famed resort city has been Hollywood's go-to playground since its '30s heyday, when stars including Marilyn Monroe and Frank Sinatra escaped to the southern Californian desert retreat. Now, Palm Springs boasts 143 hotels, 160 shops, and the world-famous Coachella Valley Music and Arts Festival, and still offers more than 350 days of sunshine a year. Here's where to shop, stay and savour a spa day in the shimmering oasis.

BY JANELLE GRODSKY AND EMILY TAYLOR

2016 EARNED MEDIA

It's a DATE!

Neil Davy heads to California to follow this mouthwateringly good fruit from picking to packing and finds out dates are not just for Christmas...

WORDS NEIL DAVEY PHOTOGRAPHS MITZIE WILSON FOOD RECIPES BY

Food & Wine

WHERE TO GO NEXT

1 The New Palm Springs
Built in 1952 as a getaway for movie producer Sam Katzman, this 25-acre, 100-room, 1000-sq-ft resort has been meticulously renovated for the Hollywood crowd (and everyone else). The new resort is a masterpiece of mid-century modern design, with a central courtyard, a swimming pool, and a lounge area. It's a perfect spot for a weekend getaway.

The Rita-Carlton, Rancho Mirage
Looking for a high-end resort? Head to the Rita-Carlton, Rancho Mirage, which has been a destination for Hollywood stars since the 1950s. The resort features a swimming pool, a lounge area, and a restaurant. It's a perfect spot for a weekend getaway.

Escape to Palm Springs

THE LATEST ABOUT THIS CALIFORNIA RESORT TOWN, FROM A FANTASTIC STRIP-MALL RESTAURANT TO A GORGEOUS MID-CENTURY MODERN HOTEL.

OK! LIFE & STYLE

Holiday like the stars in... PALM SPRINGS

STAY
For a high-end resort, head to the Rita-Carlton, Rancho Mirage, which has been a destination for Hollywood stars since the 1950s. The resort features a swimming pool, a lounge area, and a restaurant. It's a perfect spot for a weekend getaway.

SHOP
Take your pick from more than 150 shops along Palm Canyon Drive in downtown Palm Springs (aka 'the strip'). Or pick up something for the home by heading to Perce Road in neighbouring suburb Cathedral City. JP Denmark (jpdanmark.com), Hedge Design (hedgepalm Springs.com) and Spaces (modern-spaces.net) are all worth a look.

EAT & DRINK
Take a seat next to a famous face! Chevy's is a brunch institution (chevys.com). Tropicale (tropicale.com) serves the most delicious tropical drinks.

PARTY
Didn't score an invite to one of the VIP parties? Head to



NEW YORK POST

Date: Tuesday, March 01, 2016
Location: NEW YORK, NY
Circulation (DMA): 500,521 (11)
Type (Frequency): Newspaper (D)
Page: 49
Section: Main
Keyword: Coachella Valley, CA

Travel

DESERT WONDERLAND

With new nonstop flights, Palm Springs is now closer than ever

By ZACHARY KUSSIN

It's not that where middle-aged gay guys vacation? asked almost everyone when I recently let off for a week in sunny Palm Springs, Calif.

That's partly true. Yes, Palm Springs—a charming resort city located about 100 miles east of LA—is known for its vibrant LGBT culture. But look at this locale through a wide-angle lens and you'll see it's a thrilling destination with plenty of fun for all.

For instance, its buzzing downtown is home to the impressive Palm Springs

Combine it all with new hotels, like the soon-to-debut V Palm Springs (from \$300; vpalm Springs.com) and the 2014 opened Triada Palm Springs (from \$180; triadapalm Springs.com), plus a newly launched nonstop jetBlue flight from New York (from \$197 one-way; jetBlue.com). The flight only returns to JFK as a red-eye, but this first-time direct service means it's a great time to book your escape.

Here's how everyone can get the most out of it.

Nearby in Rancho Mirage stands the Sunnylands estate—the 25,000-square-foot mid-century mansion where Walter Annenberg, wife Louise and son Peter Annenberg spent their winters (540; sunnylands.org). You can't take photos, but you can get an in-depth look of the sprawling home, where President Ronald Reagan celebrated his 80th birthday and where President Richard Nixon sought refuge following

—and if you're not afraid of quick vertical ascents in a cable car that rotates as it climbs—take the Palm Springs Aerial Tramway (\$24.95 for adults; psatramway.com) to Mount San Jacinto State Park, whose summit towers a whopping 10,834 feet above sea level (parks.ca.gov). Hardcore hikers can actually traverse all the way up to the granite peak, but folks who aren't as fit can check out the mile-long nature walk through the wooded 1000 Valley, located just off the tramway's stop.

If you want to stay at ground level, visit nearby Joshua Tree National Park (\$20;

SHOP Take your pick from more than 150 shops along Palm Canyon Drive in downtown Palm Springs (aka 'the strip'). Or pick up something for the home by heading to Perce Road in neighbouring suburb Cathedral City. JP Denmark (jpdanmark.com), Hedge Design (hedgepalm Springs.com) and Spaces (modern-spaces.net) are all worth a look.

EAT & DRINK Take a seat next to a famous face! Chevy's is a brunch institution (chevys.com). Tropicale (tropicale.com) serves the most delicious tropical drinks.

PARTY Didn't score an invite to one of the VIP parties? Head to

GARDENS OF THE SUN

THE SEVEN WONDERS OF PALM SPRINGS ARE SOME OF THE MOST BEAUTIFUL DESERT LANDSCAPES IN THE WORLD. LET'S GET LOST

BY DEBRA SIEGEL
PHOTOGRAPHS BY TRAVIS L. STEET

For instance, its buzzing downtown is home to the impressive Palm Springs



IN 2016, THE
COMMUNICATIONS
TEAM

Hosted **78** individual media visits and **41 FAMS**

Participated in **18 Media Missions**

and events, both domestically and internationally,

resulting in **640** Total earned articles that included

2000 Partner mentions covering Greater Palm Springs

Focused on niche targets, such as LGBT,

resulting in **12 million** total circulation and

unique views for LGBT businesses



COMMUNITY
RELATIONS /
PARTNERSHIP

97 COMMUNITY EVENTS
WITH CVB REPRESENTATION

281 CHILL PASS OFFERS
SUBMITTED BY PARTNERS

2,110 BUSINESS PARTNERS

2,448 PARTNER ATTENDEES
AT 15 HOSTED EVENTS

3,006 VISITORS THROUGH THE VISITORS CENTER
REPRESENTING 25 COUNTRIES

3,865 PARTNER REFERRALS

**TRAVEL
INDUSTRY
SALES**

**\$1.4
million**
budget

4
staff members

Travel Industry Sales works directly with domestic and international travel agents, tour operators and receptive operators through different sales and training channels to ensure that Palm Springs stands out as a unique travel destination worldwide.

Greater Palm Springs has international representation in the following countries:



United Kingdom



Australia



Germany



China





**TRAVEL
INDUSTRY
SALES**

396 Clients hosted in the destination during the 30 FAMs from Australia, China, Canada, France, Germany, India Ireland, South Korea, Switzerland, United Kingdom, and United States

Y/Y Change

↑ **20%**

7,064 Travel professionals met with at 21 appointment based trade shows

↑ **12.9%**

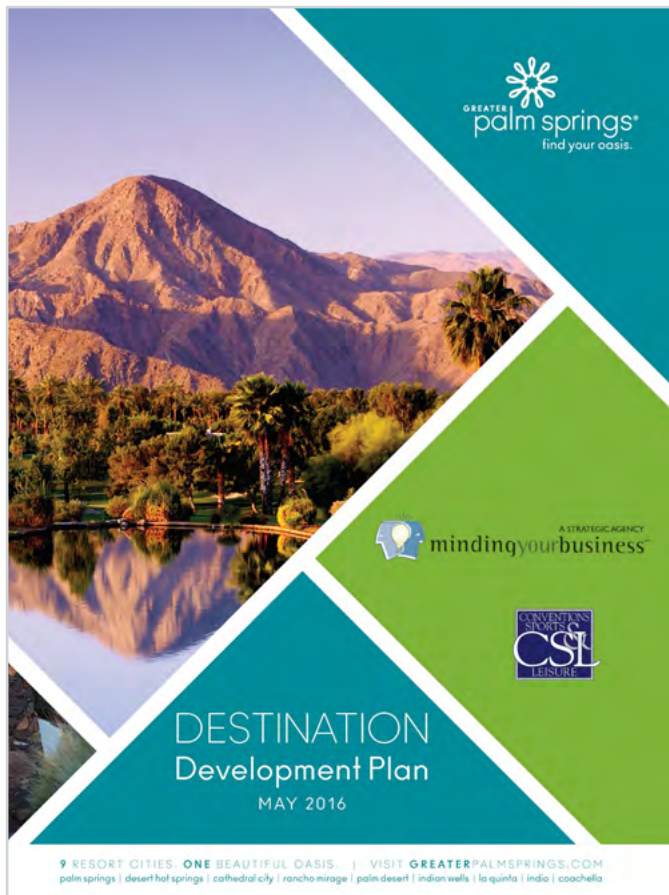
16 Sales missions and client events attended on behalf of CVB Partners

↓ **5.8%**

1,241 Travel professionals reached through 29 webinars and destination trainings

↓ **31%**

TOURISM MASTER PLAN




GROW VISITATION FROM
12.8 million

16.8 million
BY 2026

RECOMMENDATIONS

- > Increase Transportation
- > Support Higher Education
- > Grow Outdoor Adventure
- > Support Arts & Culture
- > Health & Wellness
- > Destination wayfinding & entry conditions
- > Eco-sustainability
- > Increase Sales & Marketing Collaboration



DIRECTOR OF DESTINATION DEVELOPMENT MARKETING

In order to implement recommendations in the Destination Development Plan completed in spring 2016, a new Marketing position was created. The Director of Destination Development is tasked with guiding and developing the Destination Plan priorities and implementing selected programs, working closely with our Partners.

Initial programs include:

- Year-Round Dining Promotion
- Outdoor Adventure
- Health and Wellness
- Eco Sustainability
- “One Pass” concept promotion that encourages all city Partners to participate in marketing key attractions.
- Signage and wayfinding creation for hiking trails

REGIONAL INITIATIVES

ARTS, CULTURE & EDUCATION

- The CVB helped create the **California Desert Arts Council** and contributes **\$50,000 a year**
- The CVB contributed **\$25,000** to **Cal State University of San Bernardino, Palm Desert** to help start the hospitality school

SALTON SEA ADVOCACY

In April 2014, the CVB completed a tourism impact study, conducted by Tourism Economics, on the potential economic impact of the Salton Sea on tourism if nothing is done to mitigate the current deterioration

- **\$1.3 billion to \$6.5 billion** in lost tourism spending over 5 years

FILM INITIATIVE

CVB has created a new position and film friendly website to help promote film production for the valley

- Supporting incoming productions:
 - >> Visit California - Joe Montana commercial
 - >> Raid Amazonas – French TV
- Launched Film Oasis Advisory Committee that includes **tourism** representatives
- Co-hosted American Documentary Film Festival Global Filmmakers FAM, **\$3,000 cost**
- **Seven** production desk side meetings with TV/Film executives in LA
- **Five** film/TV project referrals to Janice Lopez, PS Film Permit Officer, for locations, permits etc.



**REGIONAL
INITIATIVES**

TRANSPORTATION

Grow year-round air access - sustained financial commitment needed

I-10 beautification and HWY 60 widening

Support long-term focus on rail



**BUSINESS
LOST DUE TO
AIR ACCESS
COST**

YEAR	MEETINGS	ROOM NIGHTS	DELEGATES
2016	62	28,098	16,665
2015	38	46,442	14,657
2014	26	64,246	16,623
2013	36	64,214	21,290
2012	32	21,334	15,012
2011	32	28,277	13,905
2010	44	33,510	14,813
2009	70	23,386	14,603
2008	40	43,062	19,931
2007	20	76,672	29,570
Total	400	429,241	177,069



AIR SERVICE DEVELOPMENT

- FAA regulations will not allow the airport to negotiate minimum revenue guaranty contracts
- Any incentive provided by the airport must be available to all carriers
- CVB utilizes excess funds to attract new service, however model is not sustainable
- CVB hired InterVISTAS to assist with air service development; City of Palm Springs contributes up to 50% of the fees
- CVB, Palm Springs International Airport and Palm Springs Bureau of Tourism attend air service conferences annually and have met with Southwest Airlines, American, United, Alaska, Westjet, Delta, Air Canada and Allegiant



AIR SERVICE DEVELOPMENT

CVB CONTRACTED AND FUNDED THE FOLLOWING NEW AIR SERVICE:

- 1) JetBlue:** non-stop service from JFK to PSP
 - >> 2016 Jan 1 – April 30
 - >> 2016/17 Nov 13 – April 30
- 2) American:** non-stop service to Chicago beginning in October instead of Mid-November (critical for both group and consumer)
 - >> 2014, 2015 & 2016
- 3) WestJet:** increased service from Toronto from 2x per week to 4x per week
 - >> Nov 2015 – April 2016



**JOINT
POWERS
AUTHORITY**

EXECUTIVE
COMMITTEE
(JPA)

CHAIR: Linda Evans, Mayor, City of La Quinta

VICE CHAIR: Stan Henry, Mayor, City of Cathedral City

Richard Balocco, Mayor, City of Indian Wells

Jan Harnik, Mayor, City of Palm Desert

Dana Hobart, Council Member, City of Rancho Mirage

Elaine Holmes, Mayor, City of Indio

Scott Matas, Mayor, City of Desert Hot Springs

Robert Moon, Mayor, City of Palm Springs

Member, Riverside County Board of Supervisors

**GPSCVB
BOARD OF
DIRECTORS**

CHAIR: Tom Tabler, General Manager,
JW Marriott Desert Springs Resort & Spa

VICE CHAIR: Rolf Hoehn, Director of Business
Development, Indian Wells Tennis Garden

SECRETARY: Robert Del Mas, General Manager,
Empire Polo Club & Event Facility

TREASURER: Aftab Dada, General Manager,
Hilton Palm Springs Resort

Bruce Abney, Owner/Innkeeper,
El Morocco Inn

Rick B. Axelrod, MD, Immediate Past President,
Coachella Valley Economic Partnership

Lorraine Becker, Immediate Past President,
Cabo's Pueblo Museum

Tony Bruggemans, General Manager,
Le Vallauris Restaurant

James Canfield, General Manager,
Palm Springs Convention Center

Gary Cardiff, Owner/President,
Cardiff Limousine & Transportation

Paul Cherrett

**Jay Chesterton, Vice President of Hotel
Operations and Food & Beverage,**
Fantasy Springs Resort Casino

Tim Ellis, General Manager,
Palm Mountain Resort & Spa

**Lance Levitt, Director of Sales and Marketing,
Hospitality and Tourism, Southern California,**
Enterprise Rent-A-Car

**Jay Mainthia, General Manager/Owner, LaMere,
LLC, dba Indio Super 8 & Suites**

Harold Matzner, Owner, Spencer's Restaurant

Michael McLean, CEO/Owner,
McLean Company Rentals

Allen Monroe, President/CEO,
The Living Desert

Lee Morcus, Owner, Kaiser Restaurant Group

Thomas Nolan, Executive Director,
Palm Springs International Airport (PSP)

Brad Poncher, General Manager,
Homewood Suites by Hilton, La Quinta

Greg Purdy, Public Affairs Manager,
Palm Springs Aerial Tramway

Tom Scaramellino, General Manager,
Westin Mission Hills Golf Resort & Spa

Bob Schneider, President and CEO,
Desert Adventures Red Jeep Tours & Events

Doug Sears, General Manager,
Hyatt Regency Indian Wells Resort & Spa

Barb Smith, Partner, Access Palm Springs

Kelly Steward, General Manager,
The Ritz-Carlton, Rancho Mirage

Kari Stout-Smith, General Manager,
Spa Resort Casino

John Trudeau, General Manager,
Two Bunch Palms Resort

Doug Watson, General Manager,
DoubleTree by Hilton



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