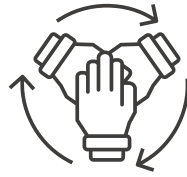


*visit*  greater  
palm springs

**2023 RESULTS  
&  
2024 GOALS**



# BOARD PRIORITIES



## REGIONAL COLLABORATION

### JPA City Grants

In 2023, cities used their JPA Grant awards for new and **expanded visitor events** including Indian Wells WinterFest, Cathedral City Hot Air Balloon Festival, the Known Gallery Mural Festival, Lunar Festival at The River, Desert Jazz Festival, and Desert WineFest, as well as **enhancements to visitor experiences** like the Badlands Hiking Trail in Indio. Palm Desert’s grant is going toward a Wayfinding Master Plan, including production and installation of new wayfinding signage throughout the city. Rancho Mirage used some of their funds to support a **new sustainability initiative** – a grant program for restaurants in the city helping them eliminate single-use plastics and support edible food recovery.

### 2024

The grant will be reallocated for **economic diversity development recruitment efforts**. We will be working with an agency on branding and developing an RFP to develop a strategic plan. The goal is to launch a campaign and web site this year. A technical advisory committee of the city economic development directors will be formed to guide these efforts.



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### Advocacy and Community Engagement 2024

We will engage a lobbying firm this year to **actively advocate** for organizational priorities at the state and regional level, including a standalone Cal State Campus in Palm Desert, rail service, improved energy infrastructure, short-term vacation rental legislation, shade trees and structures, regional mobility, wayfinding, solutions for workforce housing, homelessness, and action at the Salton Sea. This includes communicating our priorities to elected officials and lawmakers, highlighting progress and opportunities in presentations to partners and community members, and sharing opportunities for partners or those in the community to support.

# BOARD PRIORITIES



## TEAM GPS Ambassador Program 2023

Developed **two new social media channels (@TeamGreaterPS) resulting in 14,983 impressions and 4,131 video views**, increasing engagement and awareness, supporting local events, and spotlighting hospitality and tourism workforce priorities.

Supported **98** hospitality employees with scholarships for **Emerging Leaders Certificate** training through COD.

Launched the **TEAM GPS Champions Mobile Pass**, containing exclusive offers and check-in rewards for TEAM GPS Champions in July 2023.

## 2024

In partnership with **COD's PaCE program**, launch online self-paced TEAM GPS Champions course. Offer additional training and certifications to our workforce including **Emerging Leaders and DEI for Hospitality courses**.

Focus on growing engagement of the **TEAM GPS Champions Pass**, which offers prizes, discounts, and rewards for Champions as they meet milestones, encouraging them to experience locations throughout the destination.

Grow audience for new social media channels (**@TeamGreaterPS – Instagram & Facebook**) focusing on creating content that will raise community engagement and awareness of Team GPS, support community and partnership events, and spotlight hospitality and tourism workforce priorities.

# BOARD PRIORITIES



## Workforce Development 2023

Conducted **focus groups** to refine and improve our hospitality careers marketing campaign.

Established **HR Steering Committee** to gain feedback and provide employers tools for training and connections resources available.

Raised \$141,000 for the **Tourism Foundation** towards our mission to award scholarships and promote careers in tourism.

Scholarships: Awarded \$24,000 through partnership with **OneFuture Coachella Valley**; \$12,000 scholarship to **College of the Desert Hospitality Management** students study abroad trip to Japan; and \$22,489 in scholarships for **Emerging Leaders Certificate** training.

## 2024

Update and **launch Careers in Hospitality** campaign creative, provide content and recommendations for video and article content.

Continue partnership with **OneFuture Coachella Valley** to provide and promote scholarships for local students interested in hospitality careers through the Tourism Foundation.

Outreach to **youth organizations and school districts** - organize opportunities and events to present to students and expand awareness of opportunities in hospitality.

Create a youth-led **Young Hospitality Champions Network**. They will take the TEAM GPS Champions training and plan quarterly events to connect with hospitality professionals and each other.

Explore creating a **pilot micro-internship program** with students from local school districts, College of the Desert, and CSUSB Palm Desert.

Initiate **research study on Coachella Valley hospitality workforce** – gather demographic data (gender, ethnicity), place of residence, and break down salary and wages by entry level, management, and executive level management positions.

# BOARD PRIORITIES



## DEI & Cultural Tourism 2023

We continued to build out content for **sustainability, accessibility, and cultural tourism**, ensuring that the diversity of the destination is authentically represented:

- Launched Native American Culture landing page.
- Launched Community & Culture landing page.
- Collaborations with diverse content creators.

Awarded CalTravel's DEI Champion Award in September 2023 in recognition of our commitment to DEI.

Executed Phase 3 of our **Travel Unity partnership**, which included stakeholder engagement – meetings with cities and focus groups with diverse small businesses.

Partnered with **Caravanserai project** to support **30 Spanish-speaking** small business entrepreneurs from across the Coachella Valley with businesses in the tourism or hospitality space.

- Hosted a showcase event at the PS Art Museum in September in partnership with **Caravanserai Project** to broaden the networks of Spanish speaking entrepreneurs with small businesses in the tourism & hospitality industry with over 200 partners attending.

Launched an initiative to become a **Certified Autism Destination**, where hotels, restaurants, attractions, events, and cities from across the Coachella Valley are encouraged to become Certified Autism Centers.

- **11 partners became certified** including: The Living Desert Zoo and Gardens, JW Marriott Desert Springs Resort & Spa, Children's Discovery Museum of the Desert, Rancho Mirage Library & Observatory, Variety Children's Charity of the Desert, Boys & Girls Club of Palm Springs, FARM, Tac/Quila, The Front Porch, Clandestino, and the City of Palm Desert.

# BOARD PRIORITIES

## 2024

Diversity will be authentically represented across messaging and imagery, and alignment with influencers and content creators offering diverse perspectives will be proactively sought to support these priorities.

In preparation for **IGLTA in 2025**, organize Planning Committee with key stakeholders and LGBTQ+ organizations.

We will continue many successful partnerships from last year:

- Working with **Travel Unity** on stakeholder engagement.
- Continue partnering with **Caravanserai Project** to support local entrepreneurs and small businesses with tourism business readiness training and networking opportunities/events.

**Cultural tourism** will continue to be a focus, continuing a full content plan in 2024 to support cultural tourism for the destination. In Q1, we will launch and promote a custom episode of **BBC Storyworks'** "In Pursuit of Wellness" series, focusing on the Agua Caliente Band of Cahuilla Indians. The content will be further amplified via the Global Wellness Institute's channels, including email, social media, website, and media outreach.

A **Native American culture page** will continue to be evolved and expanded upon this year. We will continue to engage and foster relationships with diverse content creators in these spaces to organically showcase how our destination is committing to all aspects of DEI, cultural tourism, accessibility, and sustainability.



We will work with **Wheel the World** to assess and promote the accessibility assets of 30 tourism partners this year and highlight them through this platform.

We will achieve a **Certified Autism Destination** designation this year and continue to promote Autism Certification with a goal of getting at least one more city and 10 more business partners to become certified autism centers.

# BOARD PRIORITIES



## Sustainability 2023

Recognized in a global competition by **Green Destinations** as being part of their **Top 100 Sustainability Stories** after completing a rigorous 15-point sustainability check.

Partnered with **Kind Traveler** to launch their Give & Get booking platform (incentivizing travelers to give back to the communities they visit) with 5 properties in the destination resulting in 62 media placements, 240K campaign website views, 10.2M audience reach, 15 Kind Traveler Instagram posts, 165K Social Views, **\$2,539 in Donations** to LGBTQ Community Center & Friends of the Desert Mountains which equates to **9,316 meals served** at The Center, and **20 youths served with outdoor science STEAM supplies** with Friends of the Desert Mountains.

## 2024

Our sustainability goals include getting selected as a **Green Destinations Top 100** again this year, joining the **Global Sustainable Tourism Council (GSTC)**, and having our staff trained in sustainable tourism through GSTC. Sustainability includes promoting and communicating green practices, our cultural heritage, and economic opportunities for our workforce and communities.

In 2024 we will also partner with Zinc Media on Season 2 of their **Sustainable Travel Documentary Series**. This video series is targeted to an international audience interested in sustainability in the travel space and will be amplified by Sublime Magazine and Sustainable Travel International, focusing on conversation efforts in Greater Palm Springs through organizations like Friends of the Desert Mountains.

## BOARD PRIORITIES



### Restaurant Week 2023

Restaurant Week returned June 2-13, 2023 with 86 restaurants participating from all 9 cities and over \$500k in media value supporting the event.

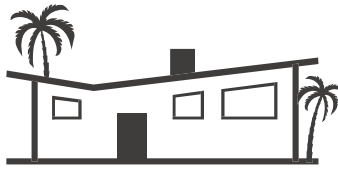
- 247 million TV impressions.
- 20.4 million radio impressions.
- 4,304 reservations made through dineGPS.com.
- 32 media placements resulting in over 24 million impressions.
- Social media influencer FAM resulted in over 332K video views.
- Presenting Partner Agua Caliente Casinos hosted the restaurant week kickoff event May 31, 2023 at Agua Caliente Resort Casino Spa Rancho Mirage with over 250 partners and 32 media attending.

### 2024

Dates are May 31 – June 9, 2024



# BOARD PRIORITIES



## Vacation Rentals Education/Research 2023

In 2023 we engaged CV Strategies to conduct research and build out a **local brand campaign** to increase positive messaging and communication and build support within community. We also started a webinar with Rent Responsibly to launch a vacation rental host education series and shared a resource library for Coachella Valley hosts at [greaterpalmsprings.rentresponsibly.org](https://greaterpalmsprings.rentresponsibly.org). We also completed an updated economic impact study for 2022 and completed a resident study on local sentiment towards vacation rentals (72% feel favorable about short-term rentals in their city).

## 2024

We will continue to promote the benefits of vacation rental tourism locally through retained PR and marketing agency CV Strategies. This includes the launch of a new brand, “**One Coachella Valley – Short Term Rentals, Long Term Benefits**” with a full media plan including digital advertising and connected television – launching in Q1 2024.

Our lobbying firm will also engage at the state level in areas of priority for our short-term rental stakeholders including **opposing SB 584** and other threats to local city tax revenues. We will continue to provide resources and best practices to vacation rental operators and cities through our education partnership with **Rent Responsibly**, commission an updated economic impact of vacation rental tourism for 2023, advocate for balanced vacation rental policies, and partner with the major platforms to communicate with vacation rental operators.

## BOARD PRIORITIES



### Air Service Development 2023

**Palm Springs International Airport** has continued to experience record passenger growth in 2023 to officially mark the busiest year on record with 3.2 million total passengers, as full-year demand was up 25% versus 2019 and up 8% versus 2022. Capacity was up 30% versus 2019. The airport currently boasts 16 new markets versus 2019 and welcomed back the seasonal return of 20 routes in fall 2023: from Chicago (ORD) on both American Airlines and United Airlines, from Edmonton (YEG) and Winnipeg (YWG) on WestJet; and from Eugene (EUG), Redmond (RDM), and Santa Rosa (STS) on Avelo. We attended (5) airline industry conferences in 2023 with network planners and executed one headquarter visit to United Airlines.

### 2024/25

Airline network planners are working on the fall 2024 routes, and our goal is to advocate for key hub routes to begin in September and October vs. November and December. This will be a challenge with the continued issues related to equipment and staffing. We will also continue to extend key routes later in the season to late June.

Our top priorities will also focus on **growing year-round service** to major hub airports such as Chicago, Atlanta, Salt Lake, Houston, Toronto, and pursue new seasonal nonstop markets such as Washington DC, Detroit, Spokane, Charlotte and Philadelphia.

We will continue our presence at **industry conferences** such as Jump Start, Airport Roundtable and Routes America while also making personal visits to airline headquarters. We will also create opportunities to **host network planners** and their internal strategic meetings in Greater Palm Springs and include pre and post leisure opportunities to learn more about the destination.

Assess fly markets in **key domestic** destinations including Pacific NW and DC for potential events/activations. Focus attention on aligning Public Relations efforts with Meetings and Tourism Development on opportunities.

Preparing for **international service** from Mexico and Europe as well as secondary Canadian markets is another important priority as we plan for the airport expansion. Continue to build relationships with network planners of foreign based carriers and support PSP's master plan for an FIS / Customs & Border Patrol.

Support PSP expansion and Master Planning process during the planning and early approval and implementation process. Gather letters of support from airlines for airport international expansion.

# BOARD PRIORITIES

## SALES & MARKETING

### 2023 Marketing

In 2023, our consumer advertising initiatives included a multimedia approach to maximize outreach and engagement generating 25.3B impressions in 2023 across all platforms. Television played a central role, with strategic placements on Cable, KTLA in Los Angeles, and connected television platforms. Out-of-home advertising made a strong impact, capturing attention in drive and direct fly markets. Our presence extended to OTA platforms, with prominent visibility on Expedia, VRBO, TripAdvisor, Travelzoo, ensuring a significant online footprint. Digital campaigns were strategically executed across various platforms, including Centro, Sojern, Nativo, and Pandora, offering a dynamic online presence. This comprehensive approach across multiple channels reflected our commitment to reaching and resonating with diverse audiences in 2023.

With more **year-round flights** than ever, marketing of all new and existing nonstop flights to our destination is supported through our **advertising efforts in fly markets**. New advertising was also vetted with Ailevon Pacific and launched at the end of 2023 in the following one-stop markets: **Kansas City, St. Louis, Omaha, Washington D.C., and Indianapolis**.

In 2023, **co-op programs** included television, digital outdoor billboards, digital advertising (display, native content, streaming audio), and social media. Aside from our Pandora streaming audio co-op, which is a summer program, all co-ops are offered year-round to active VGPS partners. In addition to paid advertising co-ops, VGPS also offers in-kind event support billboards in Los Angeles and San Diego for first-time and signature events taking place in the destination. These programs are subsidized through Riverside County Grant through June 2024.

In 2023, we had the following partners across all programs:

- **(9) Digital and/or Billboard Co-Op Partners:** BNP Paribas Open, City of Desert Hot Springs, Doubletree Palm Springs, Hyatt Regency Indian Wells, Kaiser Grille Palm Springs, Margaritaville Resort Palm Springs, PGA West Golf Course La Quinta, Palm Mountain Resort & Spa, and Sensei Porcupine Creek.
- **(11) Summer Television Co-Op Partners:** JW Marriott Desert Springs Resort & Spa; Omni Rancho Las Palmas; The Ritz-Carlton, Rancho Mirage; Palm Springs Preferred Small Hotels; Hyatt Regency Indian Wells Resort & Spa; Westin Rancho Mirage Golf Resort & Spa; Agua Caliente Casinos; Renaissance Esmeralda Resort & Spa, Indian Wells; City of La Quinta; The Living Desert Zoo & Gardens; Visit Palm Springs.
- **(2) Fall/Winter Television Co-Op Partners:** BNP Paribas Open, The Galleri Classic.
- **(26) In-Kind Event Billboards:** The American Express, Palm Springs International Film Festival, BNP Paribas Open, Palm Springs Pinot Fest, Taste of Jalisco, Fashion Week El Paseo, Palm Desert Food & Wine, Modernism Week February, The Galleri Classic, La Quinta Art Celebration, Cathedral City LGBT Days, Desert X, City of Palm Springs 85th Anniversary, Modernism Week October, Cinema Diverse, Run with Los Muertos, Greater Palm Springs Pride, McCormick's Car Auction, La Quinta Art Celebration Encore, Feel Good Festival, Props & Hops, Cathedral City Hot Air Balloon Festival, Magic of Lights, Ironman, Palm Springs Holidays, Indian Wells Winterfest.

## BOARD PRIORITIES

**Content Driven Media** – New content programs were added in 2023 including AFAR Magazine, Lonely Planet, and California Live to allow for expanded coverage of the destination and pillar-specific content (dining, outdoor activities, arts & culture, and wellness) via content pieces and broadcast coverage. Aligning with travel-centric publications like AFAR and Lonely Planet allowed us to reach audiences with a propensity to travel to Greater Palm Springs, and broadcast programs in the California drive markets allowed us to create custom television segments focusing on late spring/early summer resort getaways, dining, and vacation rentals.

### PR/Marketing 2024

A new brand campaign in partnership with **Starfish Branding Agency** will launch in 2024, including tagline and creative ad development, video production, and updated photography that will be incorporated into all non-summer Visit Greater Palm Springs advertising. Three campaigns will be tested with consumers with research company SMARI, who has been our research partner since 2013 to measure effectiveness of advertising and marketing programs including ROI and creative evaluations. This research will be conducted with consumers in drive and fly markets (14 total markets). This campaign will go into production in the spring, with deployment in September following the summer campaign.

In 2024, we will continue to support our **culinary experiences**, launching a new **dineGPS video series** with (6) new pieces of video content focusing on the culinary experiences in the destination. We also plan to support Greater Palm Springs' evolving culinary landscape through content and promotion of new and existing restaurants, unique culinary experiences and celebrity chefs entering the market. A key objective for 2024 is adding more Michelin-rated or recommended restaurants to our culinary accolades.

In partnership with **Bandwango**, our annual **Summer Eats Pass** featuring restaurant offers will deploy immediately following **Greater Palm Springs Restaurant Week** and will be supported by a full media plan. Local restaurants will also be featured and promoted throughout new social/video and blog content programming planned for 2024.

Continuing to support **arts & culture** in our destination is a key part of our 2024 goals. We will continue to promote the year-round **Oasis of Art campaign**, which includes the Art & Sol video series, artsGPS app, signature events, museums, and murals/public art offerings. We will continue to deploy new content and align our advertising with applicable events throughout the year, including Modernism Week and signature music and arts festivals, as well as nightlife and entertainment in the destination.

As part of the overall Oasis of Art campaign, (4) new **Art & Sol video series** videos highlighting (7) local artists will deploy in 2024 and will be supported with a dedicated media plan including video display advertising, native content, and social media.

## BOARD PRIORITIES

The **outdoor experiences** and **health & wellness pillars** will continue to be promoted throughout our seasonal marketing efforts with dedicated travel-related content programs and platforms such as Lonely Planet and Travelzoo.

In addition to incorporating **LGBTQ+ marketing** throughout our campaigns including digital advertising, content and social media, dedicated programs will be launched with OutThere Magazine which includes content, print advertorial, digital and social media.

**Tracking & Attribution** – We will launch a new partnership with **Arrivalist** beginning in January 2024. Arrivalist's visitation intelligence platform will allow us to better track our digital media lift and efficiency, gathering information on arrivals into the destination to help us make more informed decisions and identify key markets and targeting. Arrivalist will provide additional data in conjunction with other platforms VGPS utilizes, such as Adara and Near.

Proactive **targeting and pitching** to our top "most wanted media" list including national and regional coverage such as NY Times, Travel & Leisure, Conde Nast, Lonely Planet, National Geographic, LA Times, Seattle Magazine, Wall Street Journal, Afar, Outside, etc.

Assess **fly markets** in key domestic markets including Pacific NW and DC for potential events/activations. Focus attention on aligning with Meetings and Tourism Development on opportunities.

Research and pursue one **national broadcast** in the market for board consideration, amplifying our reach and impact on a broader scale. Broadcast examples include Live with Kelly & Mark, The Today Show, Good Morning American, The Tonight Show etc.

VP of Communications will collaborate with Director of Community Engagement and Director of Corporate Communications to **amplify public affairs messaging** increasing coverage on the topics of DEI, Sustainability and Workforce Development. Work with agencies to broaden reach through media pitches.

## BOARD PRIORITIES

### Vacation Rentals Marketing/Production 2023

In 2023, we continued to incorporate vacation rental information and imagery throughout our overall **marketing campaign year-round**. This includes television spots, out-of-home, social media, digital video content, and blog content and articles.

In addition to these inclusions, we also ran several **dedicated campaigns** driving to the vacation rental landing page on the Visit Greater Palm Springs website. These campaigns included year-round VRBO advertising, digital display via Centro, native content via Centro and Nativo, a vacation rental segment on California live that ran on local California NBC stations, and content articles with Locale Magazine. In addition to our year-round campaign with VRBO, we also ran a highly successful VRBO summer campaign, which generated over **\$17.5M** in gross bookings to the destination.

To add to our asset library, a dedicated **photo and video shoot** also took place in 2023 at a La Quinta vacation rental, showcasing a multi-generational family and providing assets that were utilized across our marketing efforts for the year.

### 2024

Vacation rentals will continue to be integrated into **destination-wide marketing campaigns** in addition to dedicated vacation rental advertising programs including digital display, native content, social media, and year-round advertising with VRBO.

Some of these dedicated programs include a **summer campaign in 2024** with VRBO following the success of our 2023 summer “pool floatie” campaign. This year’s program will focus more heavily on video content with the goal of expanding our library of assets.

Additional **dedicated programs** include content with Sunset Magazine, broadcast opportunities with NBC/California Live, and influencer marketing.

We will continue to engage the **Advisory Group** to further enhance, develop and uncover new marketing opportunities.

# BOARD PRIORITIES

## International PR/Marketing 2023

In January 2023, VGPS entered a **strategic partnership** with Finn Partners, a comprehensive marketing and public relations agency. This collaboration has allowed us to enhance and broaden our commitment to **international recovery** efforts. Our consumer marketing initiative kicked off between April and June, leveraging a comprehensive approach encompassing digital, social, and video. With a particular focus on the UK and Ireland, our expanded partnership focused on elevating awareness.

We also embarked on an immensely fruitful two-week activation throughout five locations in the UK and Ireland, "**Greater Palm Springs Roadtrip**" in collaboration with Finn Partners, forging nearly 10,000 engagements with consumers, trade and media professionals.

Additionally, consumer marketing co-ops were established with **Visit CA** and **Brand USA** and launched in UK/Ireland, France, Australia, Germany and Mexico.

## 2024

Our objective is to further refine and optimize our UK/Ireland campaign, using a funnel approach towards generating **increased consideration and conversions** from consumers who have been exposed to our impactful marketing efforts. Additionally, added targeting for LGBTQ+ will be launched in 2024 across all international media programs.

We will continue to optimize marketing programs with **Brand USA** and **Visit California** in 2024 to reach and expand presence in international markets including UK/Ireland, France, Australia, Germany, Mexico, and Canada.

Marketing opportunities in **Asian markets** such as Japan and South Korea will be researched.

Our brand partnership with **Globe-Trotter** will be continued in 2024 with the creation of new product with activation planned in France.

For Public Relations efforts, maintain emphasis on the **UK/Ireland**. Create strategic initiatives to enhance our position in the **Japanese and Korean** markets, seeking opportunities for increased media visibility, including one inbound media visits to GPS. Investigate **Mexico** as a secondary market: Undertake research and execute strategies to establish a presence in the Mexican market, identifying channels for media involvement.

# BOARD PRIORITIES

## Convention Sales 2023

With continued **recovery of group business** as a key priority for our organization, we will continue to optimize our new campaign that launched in October 2023, "**The Oasis is Real.**" New video assets from this campaign have allowed us to include more engaging video content as part of our Convention Sales media plan, showcasing our destination via meeting planner publications, e-mail newsletters, lead-generation opportunities, and digital targeting to reach planners, executives, and decision-makers.

Summer bookings for June-August are up **7,857 room nights** to pace target for 2024 bookings and up **1,108 room nights** to STLY and are up **4,584 room nights** compared to same time in 2019.

**Strategic partnerships** will continue to evolve with organizations like American Express, ASAE, CalSAE, Conference Direct, Helms Briscoe, HPN, Maritz, PCMA, and Prestige, allowing us to increase our advertising presence across their channels and receive customized benefits such as event registrations, sponsorship opportunities, and access to research and survey data.

## 2024

Continue to maximize **marketing opportunities** within media plan and with strategic partners utilizing new assets from "The Oasis is Real" campaign. Continue to focus on **content creation** for meeting planner audience including a new custom white paper on sustainability.

2024 includes a robust **travel calendar** including client events, tradeshow, and FAMs.

Focus on **off-peak business** opportunities, we are updating our summer incentive program, strategically targeting potential clients through direct sales efforts. Our proactive approach involves addressing summer business and **key patterns** during key months: December, January, and mid-week in April. The refreshed summer incentive will be relaunched, featuring prominently in our media content, social media channels, and direct sales efforts.

To capitalize on our **peak season**, emphasis will be placed on incentive and corporate segments to **maximize group ADR** and overall spend.

Recognizing the potential in the **sports market**, we are introducing a dedicated vertical market to attract and retain events, especially during shoulder seasons. This targeted initiative aims to solidify our position as a **preferred destination** for sports-related events.



## BOARD PRIORITIES



Collectively in 2023, the Tourism Development team hosted over **110 clients** in Greater Palm Springs, executed **27 travel trade marketing programs**, traveled to **over 100 industry events** and met with **over 8,000 clients** across 26 countries.

### 2024

Recent research from U.S. Travel underscored that substantial improvements for international inbound visitors need to be addressed. The United States ranks **17th out of 18** top travel markets in terms of **global competitiveness**, according to Euromonitor International. Decades of underinvestment and a lack of focus and coordination from federal policymakers caused the U.S. to fall behind, while other countries actively apply robust strategies to increase travel and grow economic output.

There will be continued focus on hosting **client FAMS**, developing a comprehensive **Program of Work**, and partnering with travel agent associations, **Visit California** and **Brand USA**. These types of collaborations provide quality interactions with influential travel representatives with the goal of providing enriching itineraries with unique experiences for these FAMS and events.

We will be evolving the travel trade webpage and creating engaging content and resources as well as adding a Global Webpage to be used as a resource for partners and stakeholders on international markets.

We will research and implement **B2B** and **B2B2C** marketing programs in both domestic and international markets.

We will continue offering **training sessions**, whether in person or recorded, and hosting workshops for tour operators and travel companies.

## BOARD PRIORITIES

Continue collaborations with **Southern California Triangle** (Santa Monica and San Diego) and **luxury market** (Santa Barbara and West Hollywood) to create marketing programs and custom curated itineraries.

Focus on International **MICE** segment in the UK, France, Asia, and Australia through travel, client engagements, and MICE targeted events.

Leverage our memberships with **ACTA** (Association of Canadian Travel Agencies), **ASTA**, **PATA**, and **MAPTA** and key relationships with **airline vacation business units** as well as key accounts to reach top advisors.

Maximize exposure through presence at **U.S. Travel's IPW**, the leading inbound travel trade show in the United States, which is returning to California in Los Angeles. Our participation this year will be enhanced as the sole sponsor of the **Wellness Lounge**, a dedicated area on the trade show floor showcasing our Health & Wellness pillar. We will also be featured in the **California Plaza**, a collection of destination activations adjacent to the convention center and providing additional networking time with key clients.

# 2023 RESULTS & 2024 GOALS

## CONVENTION SALES

2023

The continued positive momentum in the recovery of meetings and events is evident in the exceptional team booking year achieving 121% of our 2023 room night goal. GPS was one of the destinations with the fastest recovery due to open spaces and outdoor options. From a national level perspective, some areas are not back to 2019 numbers and have potential to still grow, while GPS has realized post-pandemic production numbers.

**Local Directors of Sales & Marketing** are reporting a softer start to the year on lead volume, with a noticeable lack of short-term corporate demand that traditionally helps to fill in Q1 gaps. VGPS Booking pace for Q1 2024 is behind STLY and with auditing our lost/turndown leads, we had 346 lost leads for Q1 2024, 18% of leads were turned down due to rate or lack of availability at the hotels.

VGPS has seen a decline in lead volume by **-9% from July – December** compared to 2022, (728 vs 794) and compared to the first half of the year where we were **16% ahead of 2022**.

The following resort properties will be **under construction in 2024**, Hyatt Regency Indian Wells Resort & Spa and La Quinta Resort & Club, which could limit availability and may be a deterrent for planners from booking.

The current vacant Southeast/Sports market position could impact 2024 team production in the first 6 months of the year. This market's production has a 3-year average of **31,220 room nights** booked.

Slowing economy shown with **weakening labor market** as you look at both job openings and wage growth rate declining as reported by Tourism Economics. The rate of growth is slowing as we go into 2024; consumers are expected to **reduce spending** as confidence weakens and demand softens.

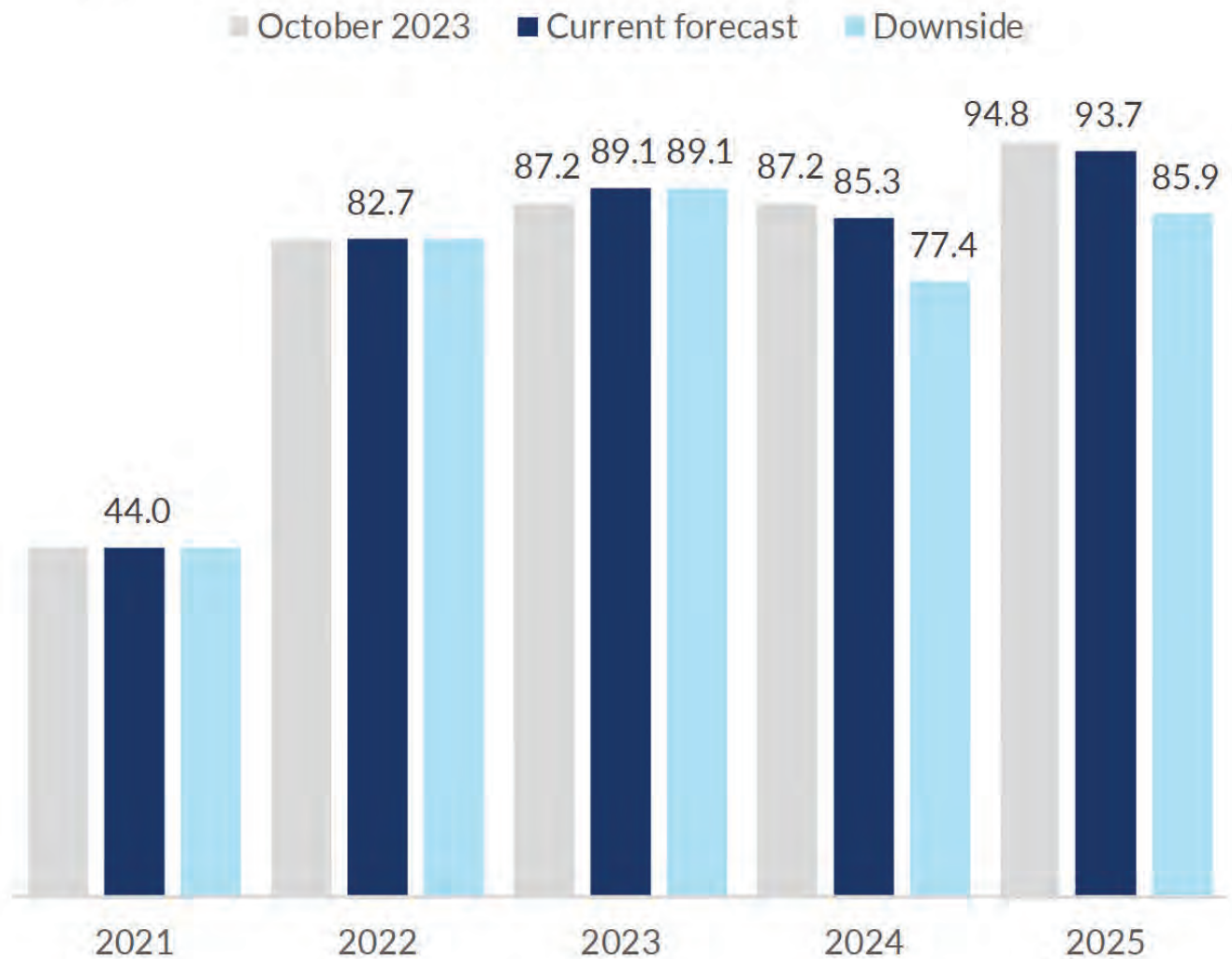
**Election year** historically impacts corporate confidence in booking meetings.

## 2023 RESULTS & 2024 GOALS

The graph below is the most recent national group forecast from October 2023 reported by Tourism Economics. The forecast is weaker than the last forecast for 2024 and future years. Downside assumes a combination of factors such as lower attendance levels, weaker economy, and greater hesitancy to plan group events.

### Group demand benchmark: US aggregate

Index (2019=100)



Source: 2Synergize FuturePace; Tourism Economics

## 2023 RESULTS & 2024 GOALS

**CBRE** has forecasted a drop of **-0.5%** in **total occupancy for 2024** in the Coachella Valley compared to 2023. ADR is predicted to stabilize with a **0.8% increase forecasted for 2024**.

Looking towards **2024**, Coachella Valley RevPAR is expected to grow 0.3%. This is slower than the forecasted rate of growth for 2023. Unlike 2023, prospects for RevPAR growth in the lower-priced segment (3.0%) is better than in the upper-priced segment (negative 1.6%). Coachella Valley market occupancy levels are expected to range from 65.% to 65.8% during the 5-year forecast.

### Annual Performance - Five Year History and Forecast

Year	Occ	Δ Occ	ADR	Δ ADR	RevPAR	Δ RevPAR
2018	64.4%	-0.7%	\$158.37	3.5%	\$101.99	2.8%
2019	64.9%	0.7%	\$166.44	5.1%	\$107.96	5.9%
2020	36.7%	-43.5%	\$150.41	-9.6%	\$55.17	-48.9%
2021	55.8%	52.1%	\$168.15	11.8%	\$93.83	70.1%
2022	64.5%	15.6%	\$208.49	24.0%	\$134.46	43.3%
2023F	65.8%	2.1%	\$209.23	0.4%	\$137.77	2.5%
2024F	65.5%	-0.5%	\$210.90	0.8%	\$138.15	0.3%
2025F	65.5%	0.0%	\$214.91	1.9%	\$140.71	1.9%
2026F	65.4%	-0.1%	\$218.67	1.8%	\$143.05	1.7%
2027F	65.4%	-0.1%	\$222.99	2.0%	\$145.77	1.9%

Source: CBRE Hotels Research, Kalibri Labs, Q3 2023

Future Long-Term Pace indicates we are ahead of targets for 2024 and 2025. Continued focus and opportunity in 2026 and beyond for association business is a priority for the team.

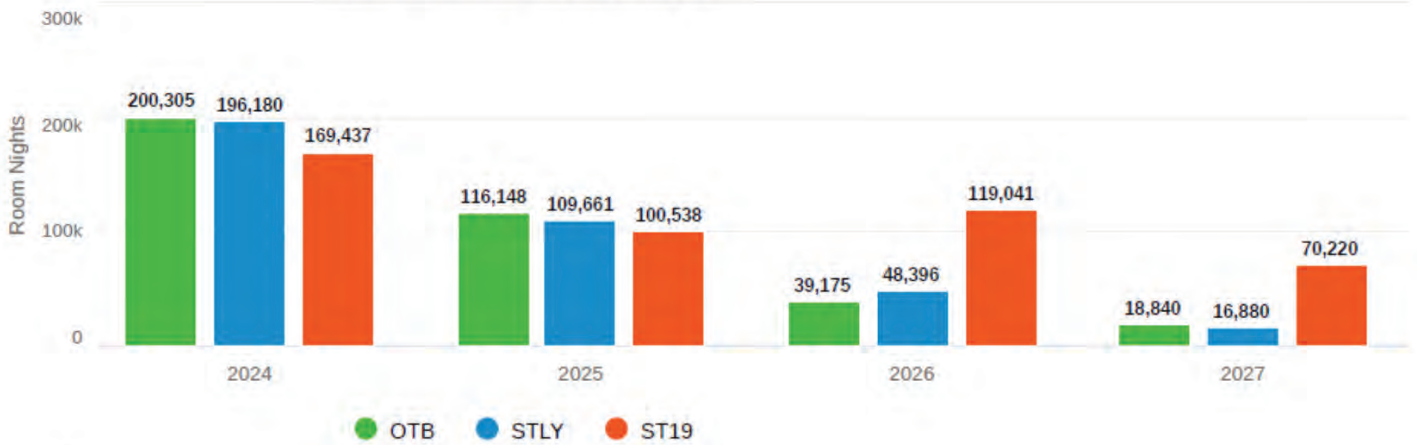
Year	OTB	Pace Targets	Variance	Variance %	LTB	Tentatives
<b>2024</b>	200,305	162,516	<b>37,789</b>	<b>23%</b>	0	139,725
<b>2025</b>	116,148	102,065	<b>14,084</b>	<b>14%</b>	80,987	142,894
<b>2026</b>	39,175	65,762	<b>-26,587</b>	<b>-40%</b>	157,960	100,722
<b>2027</b>	18,840	41,458	<b>-22,618</b>	<b>-55%</b>	178,295	51,830
<b>2028</b>	6,228	22,752	<b>-16,524</b>	<b>-73%</b>	190,907	22,326
<b>2029</b>	683	11,158	<b>-10,475</b>	<b>-94%</b>	196,452	4,271
<b>2030</b>	2114	6,189	<b>-4,075</b>	<b>-66%</b>	195,021	4,787

as of 1/4/24

## 2023 RESULTS & 2024 GOALS

Room nights on the books are also ahead of STLY and ST19 for 2024 and 2025.

Room Nights: OTB Vs STLY



## CONVENTION SALES GOALS 2024

### HISTORICAL/GOALS

	2019 GOAL	2019 ACTUAL	2022 GOAL	2022 ACTUAL	2023 GOAL	2023 STRETCH GOAL	2023 ACTUAL	2024 GOAL	2024 STRETCH GOAL
<b>ROOM NIGHTS</b>	222,500	217,337	155,000	182,105	185,500	206,500	<b>225,052</b>	<b>207,000</b>	<b>225,000</b>
<b># GROUPS BOOKED</b>	375	350	260	332	N/A	N/A	424	<b>N/A</b>	<b>N/A</b>
<b>LEAD DISTRIBUTION</b>	1,148	1,155	1,150	1,564	1,450	1,550	1,620	<b>1,650</b>	<b>1,730</b>
<b>NEW BOOKINGS</b>	--	151	--	212	220	230	288	<b>290</b>	<b>305</b>
<b>NEW LEAD DISTRIBUTION</b>	668	648	600	843	825	875	863	<b>870</b>	<b>885</b>

## 2023 RESULTS & 2024 GOALS

### WEBSITE GOALS

2024

#### NEW MEASUREMENT WITH GOOGLE ANALYTICS 4 (GA4)

	2022 ACTUAL	2022 GA4 ACTUAL	2023 GA4 GOAL	2023 GA4 ACTUAL	2024 GA4 GOAL
<b>Users</b>	2,548,954	2,324,142	2,347,383	2,504,188	<b>2,604,355</b>
<b>Sessions</b>	3,381,663	2,933,794	2,963,132	3,201,586	<b>3,329,649</b>
<b>Highly Engaged Sessions</b>	1,138,289	1,138,289	1,149,672	1,379,646	<b>1,408,698</b>
<b>Qualified Sessions</b>	252,917	252,917	255,446	651,638	<b>667,531</b>

- 2023 will be used as a baseline year for GA4 metrics, which went live July 1, 2023.
- 2023 actual “Users” was **107%** of goal and actual “Sessions” was at **108%** of goal.
- Highly engaged sessions were at 120% of goal despite coding error that occurred from August through December. This error will make it difficult to measure highly engaged sessions in 2024, and it will need to be done manually.
- Qualified sessions have increased across the industry based on new definition for this action. Current/new GA4 definition now counts multiple actions each as individual conversions.
- In 2024, we will monitor AI Search Generative Experience (SGE) and the impact it may have on website traffic.
- SGE could fundamentally change the way users get information and how sites are found on search engines.
- Google’s SGE will quickly provide users with the answers they need and not necessarily direct users to other websites or content.
- The impact on site traffic and the click through rate (CTR) of organic results could be materially impacted.
- The AI spotlight (first search option) will take precedence over every result, whether organic, paid, or featured.

We are monitoring these activities and adapting our content approach to ensure we are staying current on the changing landscape.

## 2023 RESULTS & 2024 GOALS

### GLOSSARY:

**User:** This is the primary user metric in GA4 defined as total unique users that visit the website. It does include a returning website visit in the same browser.

**Sessions:** A session is the total number of user interactions that take place within a given period. The session counts in your Google Analytics 4 property will be lower than the session counts in Universal Analytics. This is because Google Analytics 4 does not create a new session when the source changes mid-session, while Universal Analytics does create a new session under that circumstance.

**Highly engaged session:** A website session on visitgreaterpalmsprings.com who has met the following criteria:

- Session duration is greater than 2:00 AND they have visited 2 or more pages during the session.
- Subscribed to the eNewsletter.
- Requested a Visitor Guide.
- Clicked "Visit Website".
- Clicked on coupon on a partner listing.

**Qualified Sessions:** Conversions are defined as a website visitor that does one of the following:

- Signs up for an eNewsletter.
- Requests a Visitors Guide.
- Visits a partner website.



## 2023 RESULTS & 2024 GOALS

### SOCIAL MEDIA GOALS

2024

@VISITGREATERPS	2022 GOAL	2022 ACTUAL	2023 GOAL	2023 ACTUAL	2024 GOAL
Impressions	29,000,000	41,213,494	42,000,000	52,920,177	53,000,000
Video Views	5,600,000	7,418,095	7,600,000	9,132,898	9,250,000
Website Clicks	154,000	196,876	199,000	220,263	221,500

- In 2023, we shifted goals to combine channels to look at total metrics together vs. looking at by @visitgreaterps and @dinegps separately. This is due to how much crossover there is between channels as well as the fact that we only have one channel for TikTok, YouTube, and Pinterest.
- Approximately 2 million impressions were attributed to viral social media posts.
- New influencer programs with Crowdriff and Sonic Gods will assist in executing our video and content creation in 2024.



## 2023 RESULTS & 2024 GOALS

### MEDIA GOALS 2024

<b>Earned Media</b>	<b>2019 ACTUAL</b>	<b>2021 ACTUAL</b>	<b>2022 ACTUAL</b>	<b>2023 GOAL</b>	<b>2023 ACTUAL</b>	<b>2024 GOAL</b>
<b>PR Quality Score</b>	4,452	6,433	6,711	6,800	6,828	<b>6,900</b>
Media Outreach/ Assists	1,786	1,278	2,256	2,500	2,521	<b>2,550</b>
Media Value	\$18,859,220	\$25,466,712	\$58,225,830	Tracking	\$59,571,615	<b>Tracking</b>
<b>CS Earned Media</b>						
Earned Media Placements	33	35	62	70	71	<b>75</b>


- PR Quality Score is a point-based system of evaluating the quality of media. Media is rated on a scale of 1-12 based on story type, media tier, visuals, URL, DMO mention, and reader response. This is done through an internal point scoring system.


## 2023 RESULTS & 2024 GOALS

### PARTNERSHIP AND TOURISM FOUNDATION 2023/2024

2024 REVENUE GOALS	2023 Goal	2023 actual	2024 Goal	Stretch goal
Partnership Renewal	\$225,000	\$222,547	\$125,000	\$150,000
New Partners	\$25,000	\$23,684	\$25,000	\$35,000
DTN-Website	\$50,000	\$78,437.58	\$100,000	\$120,000
Restaurant Week				
<b>Total</b>	<b>\$380,000</b>	<b>\$386,468.58</b>	<b>\$330,000</b>	<b>\$405,000</b>
<b>Fundraising</b>				
Oasis Awards Gala	\$100,000	\$96,503.21	\$100,000	\$120,000
Golf Tournament	\$25,000	\$35,708	\$20,000	\$30,000
Other (auctions, sponsors)	\$25,000	\$9,389.30	\$20,000	\$30,000
Grants				
<b>Total</b>	<b>\$150,000</b>	<b>\$141,600.51</b>	<b>\$150,000</b>	<b>\$200,000</b>
<b>TEAM GPS</b>				
Registrations (in-person)	300	140	150	180
Registrations (online)	-	-	200	250

### Partnership Benefits

 To further advance our values and foster inclusive relationships with our partners, Visit Greater Palm Springs is making changes to its partnership model, providing benefits that previously required an investment, like brochure distribution in our visitor center, In the Loop partner newsletter, and event invites at no charge to tourism related businesses in the Coachella Valley. This new model is called EngageGPS and will roll our starting February 2024. Low-cost advertising and promotion opportunities will continue to be available, including advertising on our website, event sponsorships, and marketing co-ops.

 In addition, the Digital Influence Report initiative will launch first quarter of 2024. The report evaluates the digital presence, online performance, and key metrics for businesses, including aspects such as local presence, reviews, paid search, social media presence, website build, website speed, and SEO. The report provides a detailed breakdown of each business's performance in these areas, highlighting strengths and areas for improvement.

*visit*  *greater*  
*palm springs*