




# ANNUAL UPDATE

PREPARED FOR THE CITY OF PALM DESERT



**PALM DESERT**

# Economic Impact of Tourism in the Coachella Valley

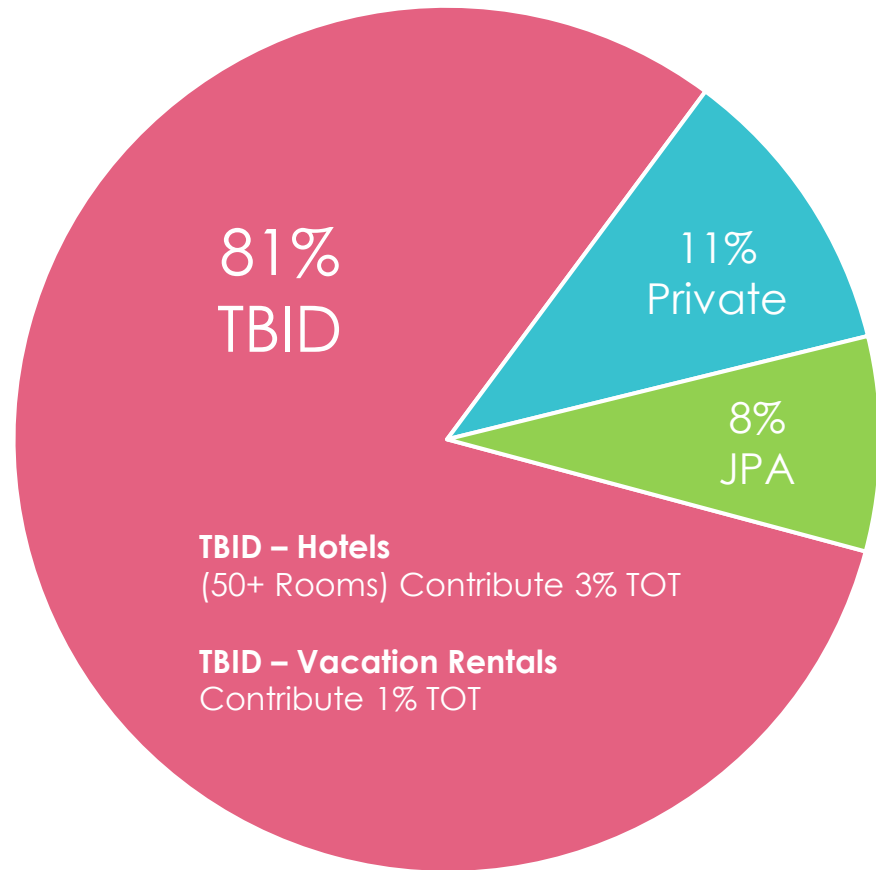
	2019	2022	
 <b>TOTAL VISITORS</b>	14.1M	14.1M	
 <b>STATE &amp; LOCAL TAXES</b>	\$687M	\$812M	↑
 <b>HOUSEHOLD TAXES SAVED</b>	\$4,031	\$5,000	↑
 <b>JOBS SUSTAINED</b>	53,572	49,137	↓
 <b>Economic Impact</b>	\$7.5B	\$8.7B	↑

SOURCE: TOURISM ECONOMICS STUDIES  
2023 STUDY DUE BY APRIL

# TOTAL FY 23/24 BUDGET: 31.8M FUNDING SOURCE

TBID – Hotels with 50+ Rooms Contribute 3% <b>\$22,882,657</b>
TBID – Vacation Rentals Contribute 1% <b>\$3,014,249</b>
JPA Funding from 8 Cities & County <b>\$2,532,815</b>
Private Revenue, Tribal Voluntary & Other Sources <b>\$3,363,654</b>
JPA Funding from <b>Palm Desert</b> <b>\$425,000</b>

## GREATER PALM SPRINGS



## CITY OF PALM DESERT

16.8% of JPA Funding  
(1.3% of VGPS Funding Overall)

## Funding Allocation

**86%** Sales & Marketing  
**14%** Admin & Operations

# PRIORITY AREAS OF FOCUS

## Grow Tourism Economy

- Leisure Marketing – Domestic & International
- Attract New Meetings, Conventions & Events
  - Develop Demand for Need Periods, Leisure & Group
- Develop Research / Measure Impact & Effectiveness
- Vacation Rentals
  - Educate Community & Homeowners
  - Develop Best Practices

## Regional Collaboration

- Grow Air Service & Support New Transportation Options
- DEI, Sustainability, Accessibility, Cultural Heritage
- Workforce Development / TEAM GPS
- Diversify Regional Economy **(New)**
- Advocacy - Capital Advocacy Selected **(New)**

# ECONOMIC DIVERSITY DEVELOPMENT

- Updating JPA Agreement to add the **City of Coachella and Economic Diversity Recruitment (EDR)** responsibilities.
- JPA will appoint a **committee to oversee EDR.**
- Finalizing agreement with a firm to develop **communications strategy and website** for EDR.
- **Davis Meyer** promoted to Vice President of Government & Industry Relations
- **Sean Smith** - Director of Economic Development
- Working on options for a **Strategic Plan** for EDR



# AIR SERVICE DEVELOPMENT STRATEGIES

1. Grow **year-round service** to major hub airports
2. Try to **extend seasons** for key hub routes
3. Pursue **new seasonal nonstop markets**
  - New Non-Stop Service to NY on Alaska
4. PSP Expansion - gather support from Airlines for **international service**
  - Mexico
  - Additional Canadian Markets
  - Europe / London



# KEY 2023 AIR SERVICE STATS



**3.23M**

total number of  
passengers

**1.75M**

2013



**4.2M**

total  
seats

**2.1M**

2013



**77%**

average load  
factor



**+7.7% OVER 2022**

increased  
seat capacity

PASSENGERS AND SEATS REPRESENT INBOUND AND OUTBOUND

# CONVENTION SALES





# 2023 PALM DESERT GROUP SUMMARY

## CITY OF PALM DESERT HOTELS

**1,126**  
Leads



**52**  
Bookings



**42,016**  
Booked  
Room Nights



**24,745**  
Jobs  
Supported

**\$1,083,595**  
Estimated TOT  
Generated

**\$43,292,228**  
Economic  
Impact

# TARGETING NEED PERIODS – PALM DESERT

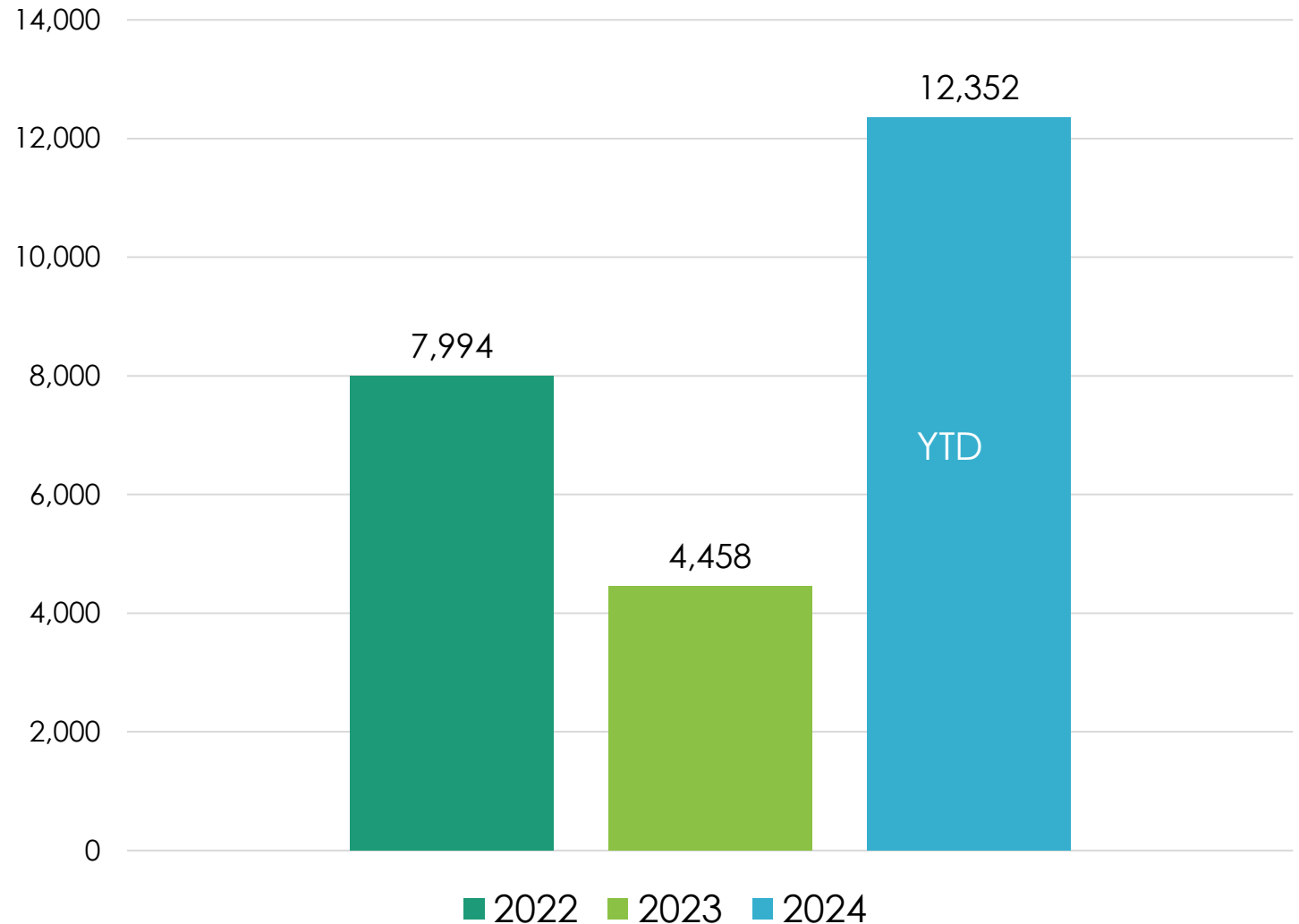
The VGPS sales team is focused on finding **business** for important

**need periods:**

- Early January
- Midweek of Coachella
- Summer
- Fall (September/December)

2024 Numbers represent bookings though 2/29/24.

Definite Contracted Room Nights



# DESTINATION MARKETING



# MARKETING PILLARS



HEALTH &  
WELLNESS



OUTDOOR  
EXPERIENCES



ARTS &  
ENTERTAINMENT



DINING &  
SHOPPING



CULTURE &  
HERITAGE



LGBTQ+

# 2023 MARKETING HIGHLIGHTS

**25B+** total impressions generated



**628.6K**

partner  
referrals



**145.9M**

digital  
advertising  
impressions



**1.9M**

television  
spots



**9M+**

social video  
views



**3.3M**

website sessions

# INTERNATIONAL CAMPAIGN: UK/IRELAND

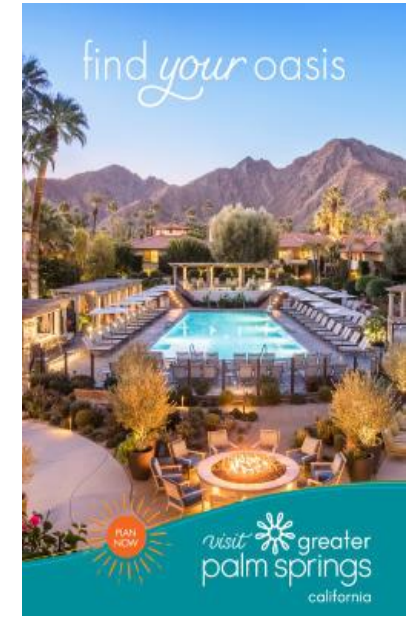
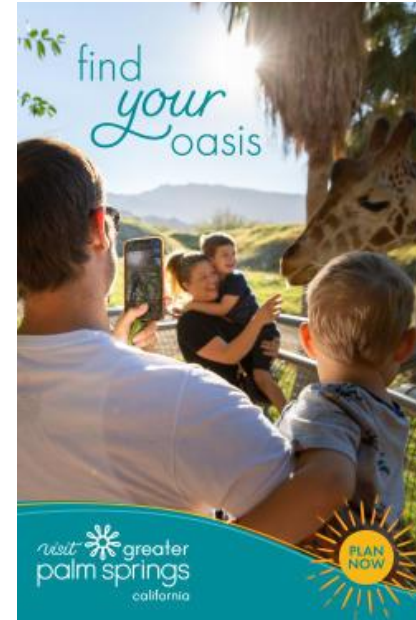
48.5M  
impressions



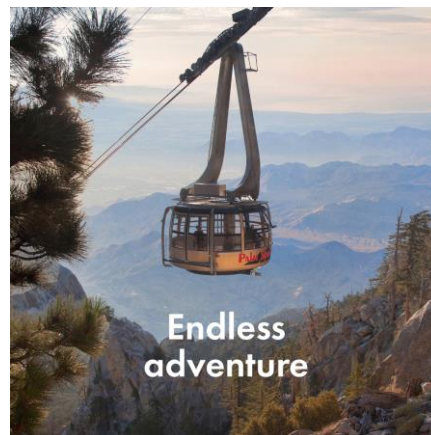
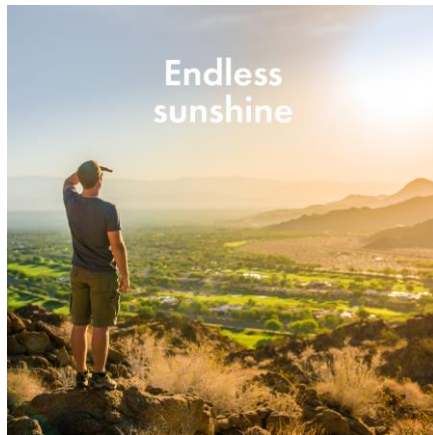
YouTube



Google



276K  
clicks



# PUBLIC RELATIONS/TRADE REPRESENTATION



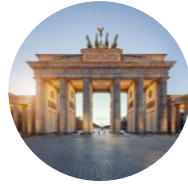
**UNITED STATES**  
**Full-Time Rep**  
MMGY NJF PR



**UNITED KINGDOM**  
**Full-Time Rep**  
Finn Partners



**FRANCE**  
**Full-Time Rep**  
MN'O  
Organisation



**GERMANY**  
**Full-Time Rep**  
Msi



**AUSTRALIA**  
**Full-Time Rep**  
Gate 7 – Visit CA



**CHINA**  
**Ad-Hoc Projects**  
Aviareps – Visit CA



**INDIA**  
**Ad-Hoc Projects**  
Sartha Marketing –  
Visit CA



**SOUTH KOREA**  
**Ad-Hoc Projects**  
Aviareps – Visit CA

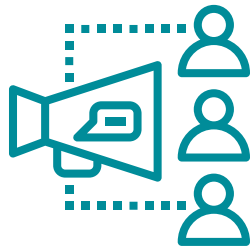


**JAPAN**  
**Ad-Hoc Projects**  
Connect Worldwide –  
Visit CA



**SCANDINAVIA**  
**Ad-Hoc Projects**  
Atlantic Link –  
Visit CA

# 2023 SUBSIDIZED MARKETING CO-OP PROGRAMS



**7.2B+**

total  
impressions  
generated



**19** total partners (digital, billboard, tv)



**16M** digital advertising impressions



**116K** television spots



**7.2B** television impressions



# EVENT SUPPORT

**PALM DESERT  
FOOD & WINE**  
AGUA CALIENTE CASINOS

*March 21–24, 2024*

CHEF TYLER FLORENCE



**PALM DESERT  
FOOD & WINE**  
AGUA CALIENTE CASINOS

*March 21–24, 2024*

CHEF DOMINIQUE CRENN



**FASHION WEEK  
EL PASEO**  
AGUA CALIENTE CASINOS

**March 15–21, 2024**



**GLOW  
IN THE  
PARK**

A SPRING LANTERN FESTIVAL  
**Now–April 30**  
[LivingDesert.org/Glow](http://LivingDesert.org/Glow)



THE LIVING DESERT  
ZOO | GARDENS

**GLOW  
IN THE  
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A SPRING LANTERN FESTIVAL  
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THE LIVING DESERT  
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# EL PASEO

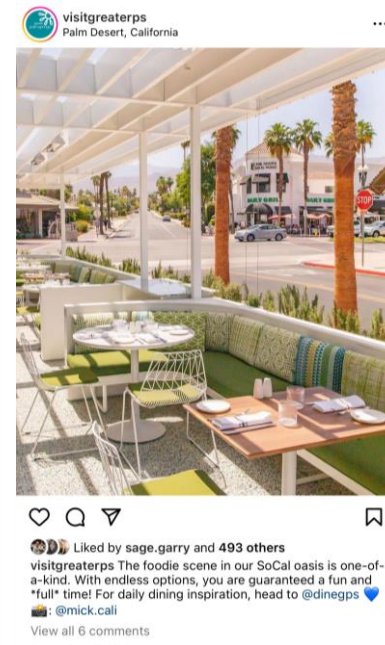
## billboards



## dedicated landing page



## social posts & ads



# SUMMER CAMPAIGN



## CHECK IN. CHILL OUT. MAY – AUGUST

- Annual **Summer Chill** campaign runs from May – August.
- Includes summer television co-op, updated digital and social media advertising, content marketing, out-of-home, and streaming radio.
- The **Summer Eats Pass** will return this year in June, immediately following Greater Palm Springs Restaurant Week, to support local restaurants from June through Labor Day weekend.

CHECK IN.



# 2023 TV CO-OP – JW Marriott



Play

505M  
impressions

8,352  
spots

# 2023 TV CO-OP – The Living Desert



Play

508M  
impressions

8,352  
spots

# 2023 SUMMER SOCIAL CAMPAIGN

**2.4M** impressions

**495K** video views

**12K+** engagements

Led to a **2.3K follower increase** on Instagram



Play



# 2024 WINTER CAMPAIGN PROGRAMS



**IGLTA**  
ADVANCING  
LGBTQ+ TRAVEL



**centro**

PALM SPRINGS LIFE



**SPACEBACK**



CONDÉ NAST

The  
Weather  
Channel



LOCALE



**Dog Trekker**  
HAVE DOG WILL TRAVEL



**Tripadvisor**



OutThere

**AFAR**



# 2024 WINTER CAMPAIGN

Sunny stays

visit  greater palm springs

PLAN NOW 

find *your* oasis

visit  greater palm springs

find *your* oasis

visit  greater palm springs

Endless inspiration

Relaxing views

Sunny stays

What will you find  
IN GREATER  
PALM SPRINGS?



# NEW BRAND CAMPAIGN

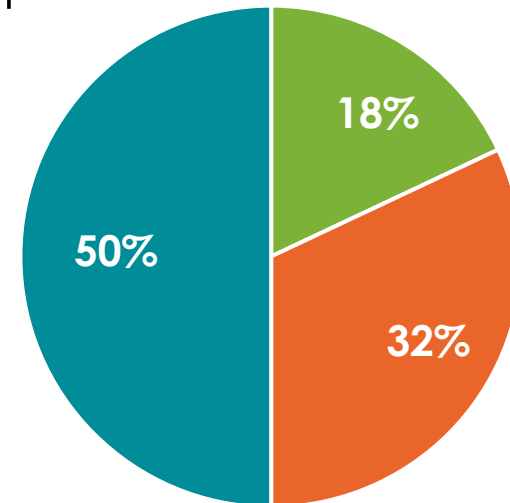
VGPS engaged a new agency – Starfish – and retained SMARInsights to test the proposed creative ideas

Tested **three new concepts** for updated brand campaign

- **1,419 surveys**
- **ages 25+**
- **HHI of at least \$75K**

## Markets tested:

Los Angeles, San Diego, San Francisco  
Phoenix and Scottsdale  
Portland and Seattle  
Chicago, Dallas, Denver, Minneapolis  
Atlanta and New York  
Toronto and Vancouver



■ Concept 1 ■ Concept 2 ■ Concept 3

**SMAR**insights

# VACATION RENTALS



# NEW LOCAL STVR EDUCATION CAMPAIGN

**FUNDING FOR ESSENTIAL SERVICES**

” Short-term vacation rental revenue helps support my salary and classroom, allowing me to create an enriching and nurturing environment to educate our local students.



ONE Coachella Valley  
SHORT-TERM RENTALS  
LONG-TERM BENEFITS

— Coachella Valley Teacher

Learn More ...

**PROTECTING OUR COMMUNITY**

” My salary is upheld by short-term vacation rental tax revenues. Maintaining public safety and preventing crime in our neighborhoods is my number one priority.



ONE Coachella Valley  
SHORT-TERM RENTALS  
LONG-TERM BENEFITS

— Coachella Valley Police Officer

Learn More ...

DRAFT ADS / BILINGUAL

ONE  
Coachella Valley  
SHORT-TERM RENTALS  
LONG-TERM BENEFITS

onecv.org



# HOSTING ESSENTIALS

**Hosting Resources**  
**For Five-Star Stays in Greater Palm Springs**

Whether you're hosting short-term rentals for the first time or you've been doing so for a while, get the best and latest hosting resources to ensure a great experience for guests, our communities, and yourself!

**LOCAL NEED-TO-KNOWS**

**PALM SPRINGS**

- VIEW RULES
- GOOD NEIGHBOR GUIDE
- LOCAL STR ALLIANCE

**LA QUINTA**

- VIEW RULES
- GOOD NEIGHBOR GUIDE
- LOCAL STR ALLIANCE



Seasonal Readiness & Best Practices



Local Travel Trends & Guest Data



Regulatory Must-Knows & Issue Prevention

[greaterpalmsprings.rentresponsibly.org](https://greaterpalmsprings.rentresponsibly.org)

# RESIDENT SENTIMENT: VACATION RENTALS

**72%** of voters in the Coachella Valley feel favorably about short-term rentals in their city.

...in Palm Desert it's **74%**

**Increases to 85%** if short-term rentals helped address their top priority

- |  |     |
|--|-----|
| 1) Fixing homelessness                     | 49% |
| 2) Protecting community from crime & drugs | 38% |
| 3) Creating more affordable housing        | 37% |
| 4) Reducing the cost of living             | 31% |

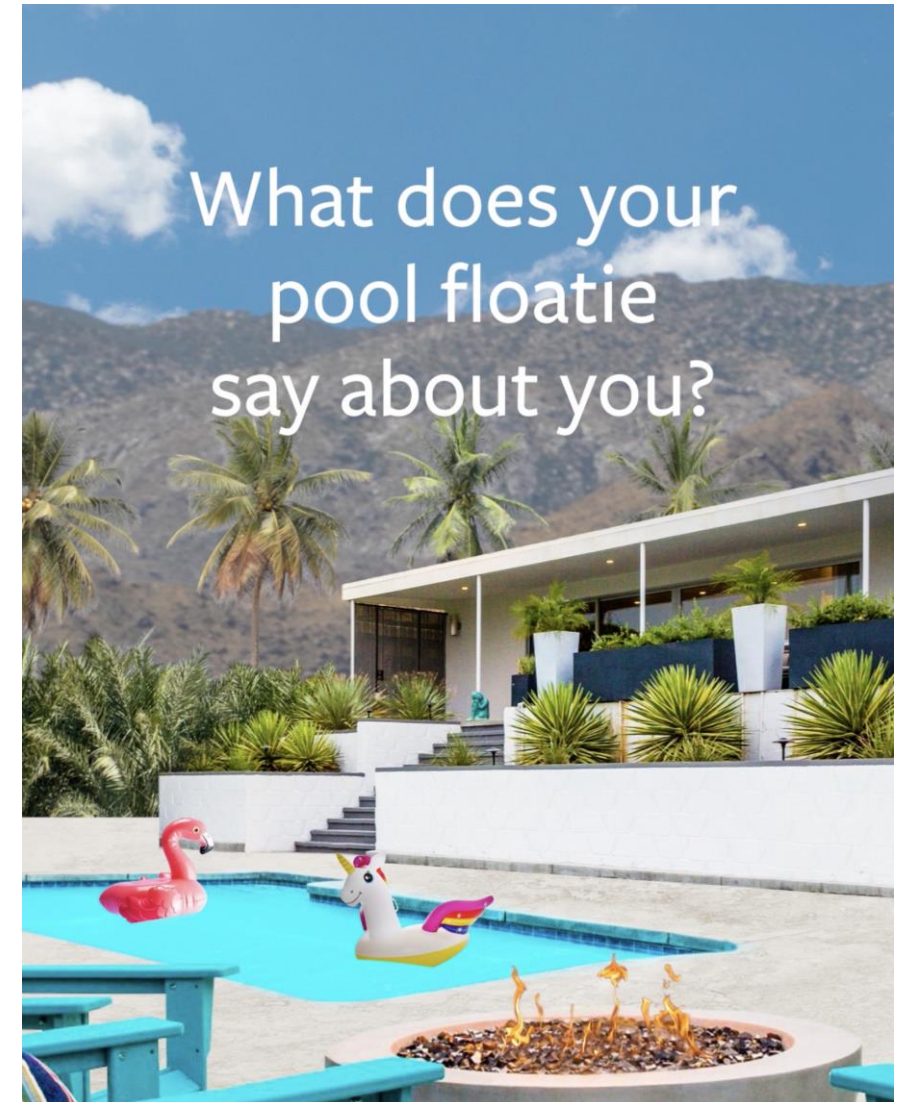
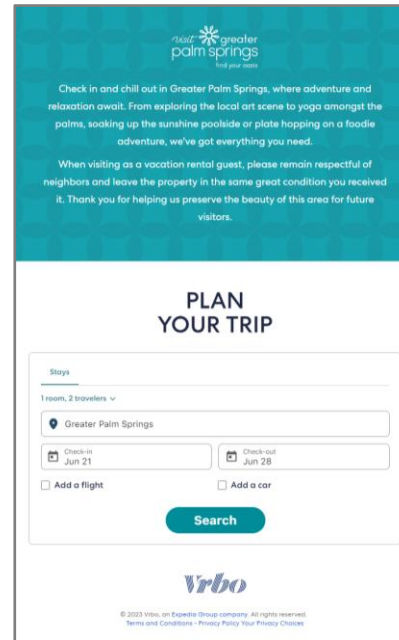
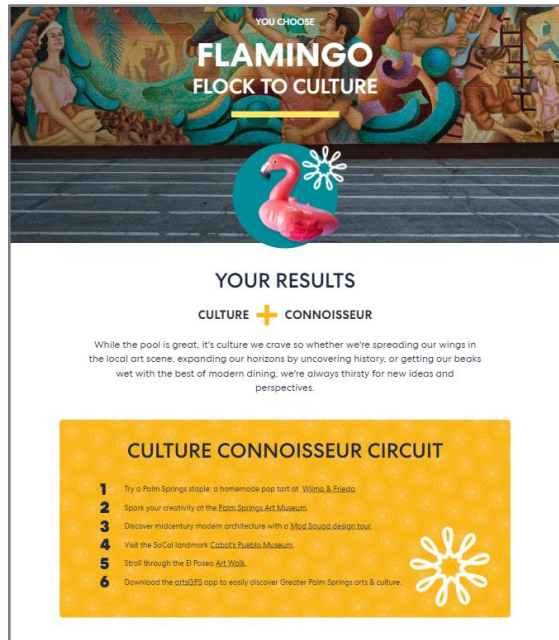
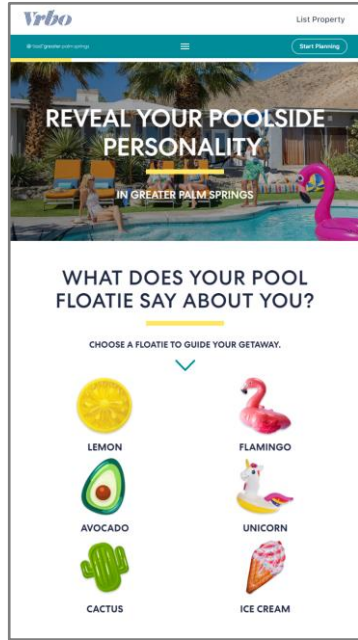
# VACATION RENTAL ADVERTISING



- **STVR** integrated into destination-wide campaigns.
- **Dedicated programs** include dedicated digital, social, and native advertising including VGPS international campaign.
- **Upcoming campaigns for 2024** are in discussions with VBRO, Sunset Magazine, AdTheorent, Clicktivated, Undertone, and more.



# VRBO SUMMER CAMPAIGN



Custom landing page

Resulted in **\$17.5M+** in future bookings for vacation rentals in our destination

Campaign resulted in **\$945,554** in gross bookings and **3,050** room nights for the City of Palm Desert



# WORKFORCE DEVELOPMENT



- Careers in Hospitality campaign
- OneFuture Coachella Valley partnership
- Youth organizations and school districts
- Young Hospitality Champions Network
- Micro-internship program
- Research study on Coachella Valley hospitality workforce



# ADVANCING OUR WORKFORCE



## Autism Certification

- City of Palm Desert
- JW Marriott Desert Springs Resort & Spa
- Living Desert Zoo & Gardens

**Congratulations & Thank You!**





# PaCE Partnership and Community Education

## Emerging Leaders Certificate

6 half-day (4 hour) classes:

- employee engagement
- leadership essentials
- authentic leadership
- emotional intelligence
- values & ethics
- challenges of leadership

98  
GROUP  
PARTICIPANTS



[goTEAMgps.com](http://goTEAMgps.com)

GPS Tourism Foundation Scholarships are available.

# VGPS CREATED NEW HIKING MAPS



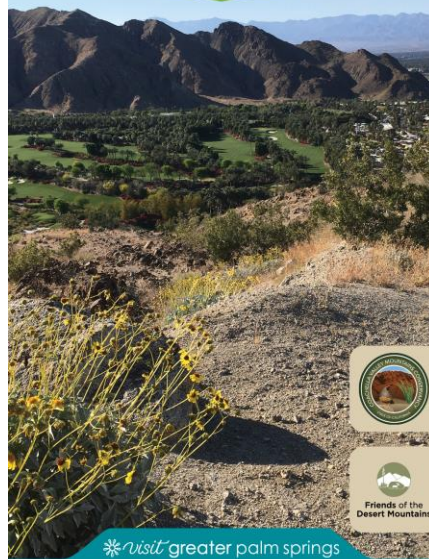
Friends of the  
Desert Mountains

Greater Palm Springs

*Hiking Trails*

Mid-Valley

Rancho Mirage • Palm Desert • Indian Wells



\*visit greater palm springs

Learn more about our destination at [VisitGreaterPS.com](http://VisitGreaterPS.com)

Greater Palm Springs

*Hiking Trails*

West Valley

Palm Springs • Cathedral City • Rancho Mirage



\*visit greater palm springs

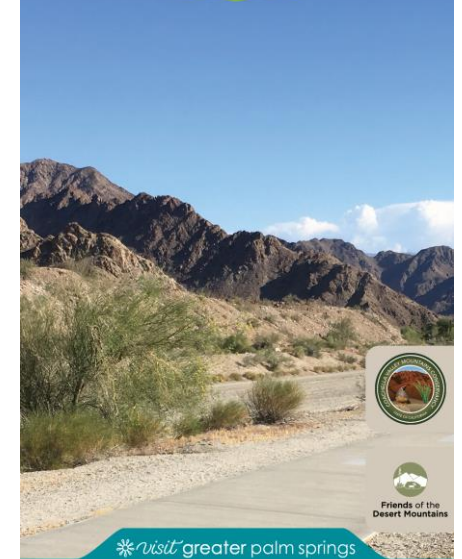
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Greater Palm Springs

*Hiking Trails*

East Valley

La Quinta • Indio • Coachella



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*visit*  *greater*  
palm springs

Thank you!