

# Qualitative Research

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Part 1

# Overview

# Why Palm Desert?

**the question we're in pursuit**

**to answer** ● ● ● ●

Through qualitative research, we're uncovering the deeper "why" behind visitation; linking traveler motivations with Palm Desert's evolving identity. This work will build a human-centered foundation for a refreshed brand that reflects the true value and connection behind fly and drive audiences, respectively .

Goals & Rationale

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1.

Reconnect identity with traveler and local *sentiment*.

2.

Uncover emotional and *behavioral* drivers of visitation to clarify brand differentiators within travel.

3.

Ensure brand evolution aligns with community values and visitor *expectations*.

4.

Establish an insight base to inform creative, messaging and *experience* design.



Part 2

# Approach

## Our Objective

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To assess and evolve an authentic brand positioning for Palm Desert, we'll look both internally and externally to uncover emotional drivers, shape authentic storytelling, identify trends/behaviors and fuel strategic work that resonates with the respective values in fly and drive audiences.

## *Who We're Speaking To*



### Stakeholder Interviews

- Understand how locals perceive tourism's impact on community, culture, and identity. Ensures marketing strategies align with local pride and sustainability goals, while addressing tensions.



### Origin Market Focus Groups

- Understand perceptions, motivations, and barriers among potential visitors before they arrive. Reveals how the destination is positioned in travelers' minds compared to competitors, and what emotional/functional triggers drive consideration.

The Central Question

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# *Why* do travelers choose Palm Desert?

**Moments** that make the trip

**Sources** of friction or disconnect

**Travel tradeoffs:** accessibility v. exclusivity

**Perceptions** of authenticity, pace and sophistication

**Market Specific:** values and culture

**Behavioral & emotional layers** (*motivation* → *meaning* → *memory*)



Part 3:

# Outcome

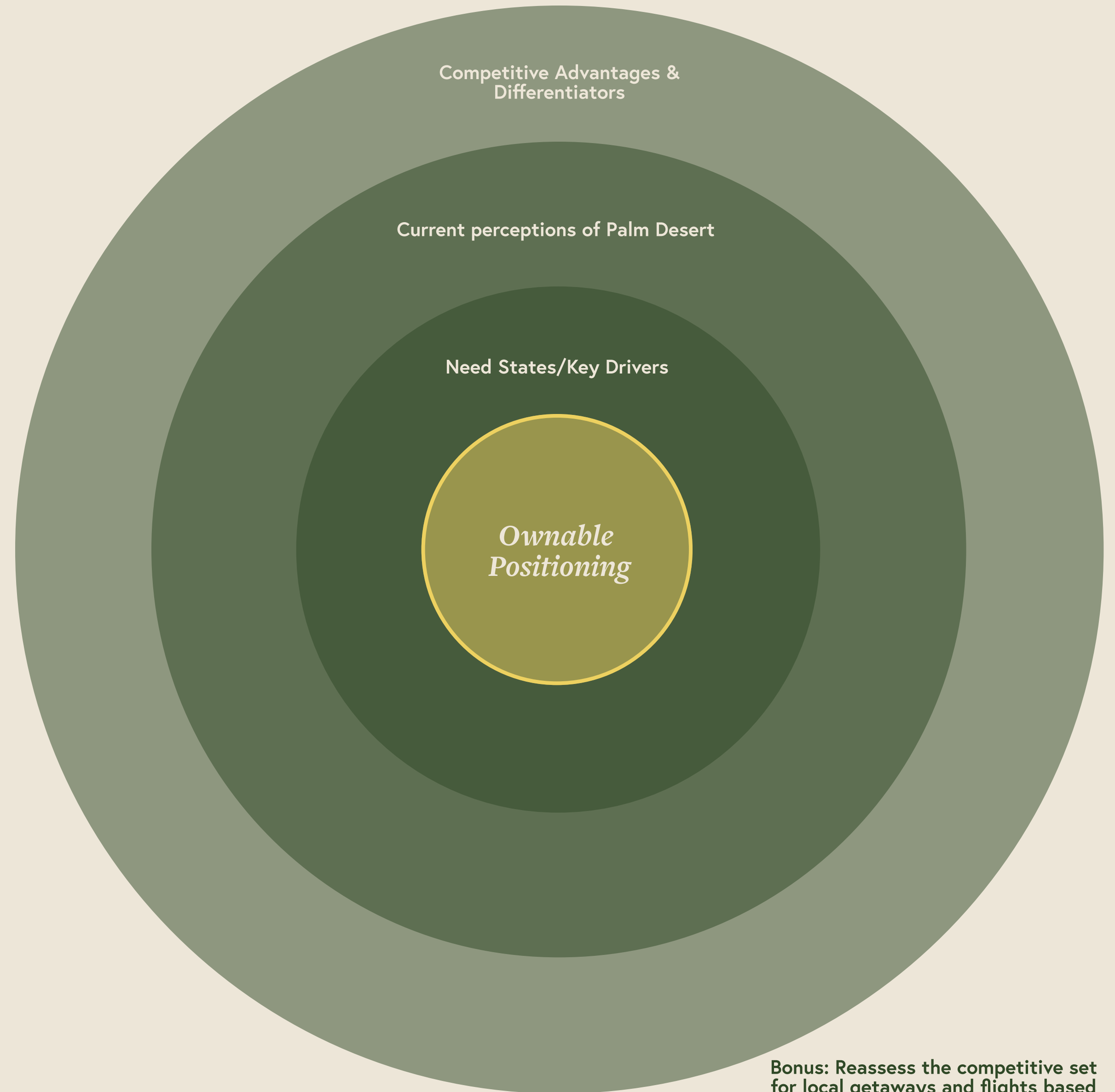
All of this information culminates into one ownable positioning for the City of Palm Desert's Travel & Tourism.



**A Report** that synthesizes qualitative insights into a digestible, strategic framework. Translates anecdotes into actionable insights for committees, boards, and partners. Serves as the north star document for aligning decision-makers on positioning, priorities, and next steps.

**A Short-form Video** that brings research to life in a visceral, emotional way. Humanizes findings by showing real voices and faces. Helps stakeholders internalize the passion, concerns, and experiences of visitors and residents alike and creates a tangible tool for information sharing/alignment.

# Building Strength Through Truth



Bonus: Reassess the competitive set for local getaways and flights based on origin market behaviors

