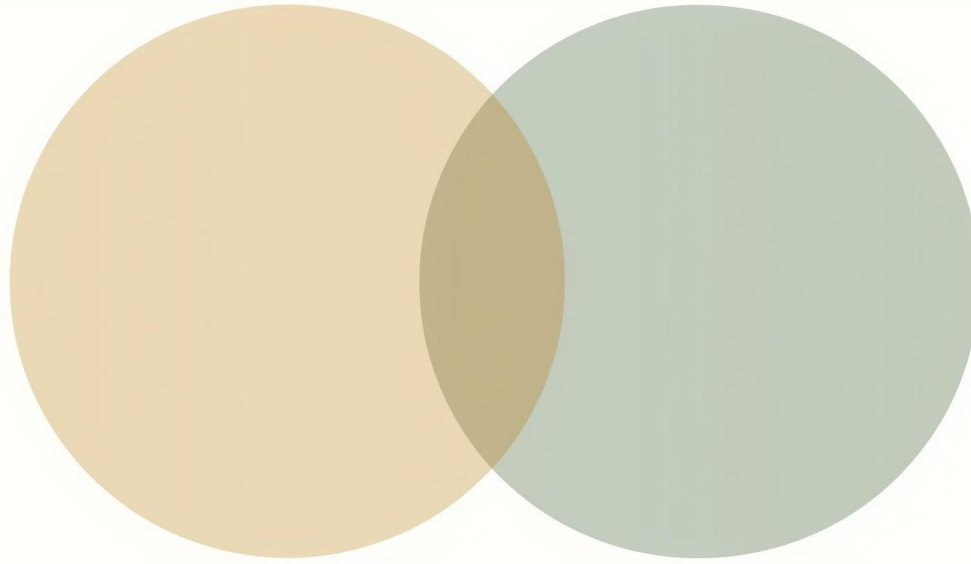




PALM DESERT

Marketing & Communications Program Update

City Council Study Session
December 11, 2025



Dual Strategy of Revenue and Trust

Visitor Economy Anchors Palm Desert's Financial Stability

53.7%

Portion of the General Fund
supported by visitor
spending

\$7,800

Annual household value
from visitor activity

4.1:1 ROI

Tourism Campaign Returns

61.4% Resident Engagement

Digital BrightSide Open Rate

Evolving Behaviors:

Travel Trends Drive Need for Updated Market Research



18-Month Roadmap to Palm Desert's Next Brand Phase

Research • Strategy • Creative • Brand Direction

Council Input Requested

Market Priorities: Should staff evaluate additional markets using a data-driven approach?

Research: Are there specific topics Council would like explored?

Strategy: Are there factors that Council believes should inform long-term messaging and positioning?



Thank You!