

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center no place else

Monthly Report
January 2023



Palm Springs Bureau of Tourism

Advertising Overview

Digital Ads

We serve a variety of digital content ads to potential visitors monthly. Digital Ad types include contextual, retargeting, private market place, native ads, mobile ads, and video ads.

Results include ads purchased through the advertising platforms of Google, Bing, Basis, and Nativio, Travel Spike, Sojern and Adara.

Banner ads also include specific creative for fly markets including Austin, Chicago, Sacramento, Denver, Dallas, San Francisco, Boise, Seattle, New York, Portland and Minneapolis. International includes Canada. LGBTQ+ advertising includes native ads placed through the Nativio platform, search as well as a new relationship with Metrosource.

Total All Digital Ads

	January	July – June
Total Impressions	3,808,508	24,916,217
Clicks to VisitPalmSprings.com	19,449	106,968
Video Views & Audio Ads	194,592	1,943,426

TV

We place TV ads on Spectrum Cable. The year-to-date figures include running a co-op TV campaign with Visit Greater Palm Springs.

Total TV Spots

	January	July – June
Spots	1,021	24,832,367

Print

We participate in the VGPS annual guide published through Palm Springs Life Magazine. This comprehensive visitor guide features all nine cities reaching over 13 million readers annually across print, digital, and social media platforms.

We also place a two-page ad in the Travel Guide to California, which includes a two-page editorial piece along with ad placement in Dreamscapes Magazine distributed throughout Canada.

Digital Ad Results

Type & Platform

Search Digital Ads

Google + Bing - Search advertising targeting travel segments, interests and keywords.

	January	July – June
Total Impressions	130,125	923,771
Clicks to VisitPalmSprings.com	12,715	74,584

Display & Video Digital Ads

Basis Global Advertising Platform

Contextual, Private Marketplace Deals, Retargeting and Spaceback - Geo target articles and keywords related to travel. Programmatic ads on premium travel websites.

	January	July – June
Total Impressions	644,575	4,182,792
Clicks to VisitPalmSprings.com	647	3,944

Digital LGBTQ+ - Brand Awareness + Impressions Reach; focusing on LGBTQ+ Domains

	January	July – June
Total Impressions	323,425	2,110,790
Clicks to VisitPalmSprings.com	237	1,628

Digital Native Ads

Site Traffic + Engagement on Website Content (Blogs)

	January	July – June
Total Impressions	440,873	2,491,430
Clicks to VisitPalmSprings.com	327	2,287

Spotify

Streaming audio, first party data targeting to target registered Spotify users ages 21+.

	January	July – June
Total Impressions	0	482,484
Clicks to VisitPalmSprings.com	0	211
Audio Ad Completions	0	460,923

Digital Video Ads

Reaching our target audience with pre-roll video :15 and :30 sec spots. Video completion rate = 70%

	January	July – June
Total Impressions	217,292	1,528,285
Clicks to VisitPalmSprings.com	559	2,328
Completed Video Views	148,757	1,064,638

Digital Connected TV (CTV) Video Ads

Streaming video running on Smart TV, Roku, Amazon Fire TV, Apple TV and/or gaming consoles. Video completion rate = 94%

	January	July – June
Completed Video Views	45,835	417,865

Native Advertising Platform

Digital ads delivered in the form of native content. Average time on content in January:

Uptown Design District Guide-average time on content 85 seconds

LGBTQ+ article- average time on content 64 seconds

Canada article- average time on content 84 seconds

	January	July – June
Total Impressions	1,123,403	3,200,114
Clicks to VisitPalmSprings.com	4,386	9,700

Travel Spike

Travel Spike is the largest travel media platform in comScore Travel reaching over 100 million unique visitors. Offering a range of digital travel ad products including Contextual Content, Travel Deals, Native, Email, Mobile, Display and Video.

	January	July – June
Total Impressions	0	1,281,764
Clicks to VisitPalmSprings.com	0	1,961

Sojern

Utilizing Sojern travel intent platform to target frequent travelers and travel intenders.

	January	July – June
Total Impressions	0	4,927,391
Clicks to VisitPalmSprings.com	0	5,909

Metrosource

Metrosource is a media brand for the LGBTQ community that reaches audiences via a lifestyle magazine, website, email newsletter, podcast, events and social media channels.

	January	July – June
Total Impressions	0	765,642
Clicks to VisitPalmSprings.com	0	673

Adara Advertising Platform

Digital ads served on Adara's proprietary ad network. Utilizing Adara travel intent platform to target frequent travelers and travel intenders.

	January	July – June
Total Impressions	928,815	3,021,754
Clicks to VisitPalmSprings.com	578	1,546

Adara Impact

Enriched Data - January

Pixel Group Name	Bookings	ADR	Total Estimated Nights	Total Revenue
VPS_2022/23- Banners	81	\$ 194.00	151	\$ 29,301.77
VPS_2022/23- Native	58	\$ 259.35	198	\$ 51,225.24
VPS_2022/23- Spaceback	139	\$ 262.60	349	\$ 91,528.53
VPS_Adara	1,069	\$ 266.75	2,254	\$ 601,244.31
VPS_Bing	12		35	
VPS_Centro_LGBT Banners 2022/23	116	\$ 238.42	244	\$ 58,171.57
VPS_Centro_Video-2022/23	232	\$ 309.28	534	\$ 165,293.63
VPS_Google	186	\$ 392.39	442	\$ 173,241.41
VPS_LA MAG_Banners	12	\$ 414.00	35	\$ 14,430.13
VPS_Native-Canada	70	\$ 258.86	267	\$ 69,174.46
VPS_Native_NativeArticle	174	\$ 352.18	453	\$ 159,579.86
Total / Average	2,149	\$ 294.78	4,762	\$ 1,413,190.91

Observed Data - January

Pixel Group Name	Bookings	ADR	Total Estimated Nights	Total Revenue
VPS_2022/23- Banners	7	\$ 194.00	13	\$ 2,522.00
VPS_2022/23- Native	5	\$ 259.35	17	\$ 4,408.95
VPS_2022/23- Spaceback	12	\$ 262.60	30	\$ 7,877.85
VPS_Adara	92	\$ 266.75	194	\$ 51,749.03
VPS_Bing	1		3	
VPS_Centro_LGBT Banners 2022/23	10	\$ 238.42	21	\$ 5,006.82
VPS_Centro_Video-2022/23	20	\$ 309.28	46	\$ 14,226.80
VPS_Google	16	\$ 392.39	38	\$ 14,910.87
VPS_LA MAG_Banners	1	\$ 414.00	3	\$ 1,242.00
VPS_Native-Canada	6	\$ 258.86	23	\$ 5,953.84
VPS_Native_NativeArticle	15	\$ 352.18	39	\$ 13,735.02
Total / Average	185	\$ 294.78	427	\$ 121,633.18

Television

VGPS Co-Op

We place TV ads through a co-op with Visit Greater Palm Springs on Spectrum Cable, KTLA and Connected TV. Dates: June – September

Four-month totals:

Cable TV: 5,963 spots

KTLA: 353 spots

Connected TV: 24,818,852 spots

Spectrum

Zones: Moreno Valley, Redlands, Riverside, Irvine markets
 Networks: BRVO, CMT, ENN, ENT, ESNU, FRFM, FS1, FYI, GOLF, NICK, OXYG, S1LA, SNLA, SYFY, TRU, VICE
 Dates: Year-around
 Spots: 1,021

OOH Video Spots

Certified Folder

A Palm Springs 30 second spot is running on the British Columbia Ferry from Victoria to Vancouver, the Washington State Ferries from Seattle to Bremerton and Seattle to Bainbridge. The spots repeat once every 15 seconds. The Palm Springs spot runs year around along with the Palm Springs visitor guide distribution aboard the ferries. The 30 second spot runs every 5 minutes at each California Welcome Center during the normal operating hours, typically 9 – 5, 7 days per week.

PS Bureau of Tourism				January, 2023			
Digital Media Program	Player On	Play Off	Hours Per Day	Total Minutes Run Time	Loop Run Time	Loops/Plays Per Day	Loops/Plays Per Month
Washington State Ferries							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	7,099
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	7,099
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	10,540
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	10,540
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	6:16	196	6,076
CA Welcome Centers							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	3:32	153	4,743
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	4:32	106	3,286
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:02	104	3,224
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:32	159	4,929
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	4:02	119	3,689
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	7:09	67	2,077
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:02	143	4,433
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	3:17	164	5,084
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:33	82	2,542
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:32	159	4,929
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:02	95	2,945
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:26	99	3,069
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	4:02	126	3,906
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:32	93	2,883


Social Media

	January 2023	January 2022
Facebook page likes https://www.facebook.com/VisitPalmSprings	77,931	68,102
Instagram followers https://www.instagram.com/visitpalmsprings	132,248	117,412
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,168	N/A
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	16,159	N/A

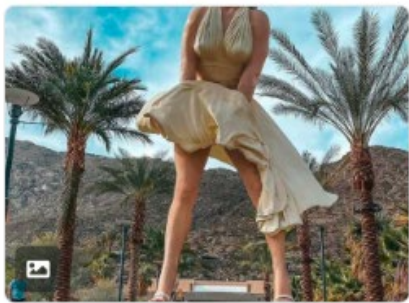
Facebook Page Insights

 Impressions 874,167 <small>+24% (706,013)</small>	 Engagement 50,437 <small>+59% (31,665)</small>	 Link Clicks 9,246 <small>+39% (6,670)</small>
 Video Views 49,333 <small>+5% (46,830)</small>	 Total Page Likes 77,931 <small>+1% (77,270)</small>	 Page Likes Gained 605 <small>+35% (448)</small>


Facebook Top Posts

 **Visit Palm Springs**
Sat 1/14/2023 10:01 am PST


"Most importantly, keep smiling. Because life is a beautiful thing and there's so much to smile about."




Impressions **38,845**

 **Visit Palm Springs**
Mon 1/30/2023 10:42 am PST


Just some much-needed modernism content to help brighten the start of your week. Happy Monday! 🍷📸:...



Impressions **36,172**







 **Visit Palm Springs**
Sat 1/7/2023 7:30 pm PST

Here's a sneak peak of Hermann Bungalows the new extension to L'Horizon Resort & Spa. 🌴🏊 The property includes...












Impressions **30,428**

Instagram Insights

 Impressions 1,315,811 <small>+7% (1,230,770)</small>	 Engagement 49,506 <small>-25% (65,680)</small>	 Link Clicks 83
 Video Views 244,198 <small>+27% (192,876)</small>	 Followers 132,248	 Followers Gained 1,514

Instagram Top Posts

  visitpalmssprings <small>Sat 1/7/2023 6:47 am PST</small>	  visitpalmssprings <small>Fri 1/13/2023 5:19 pm PST</small>	  visitpalmssprings <small>Fri 1/6/2023 4:55 pm PST</small>
<p>Swipe ➡ for a sneak peek of @hermannbungalows, the new extension to @lhorizonpalmssprings. 🌴🌴 The...</p> 	<p>Cheers to the freakin' long weekend! 🍹🍷 Treat yourself to delicious Mexican cuisine at one the newest restaurants in Palm...</p> 	<p>#AlohaFriday anyone? Celebrate the weekend at these Hawaiian inspired locations in Palm Springs! 🌴🌺...</p> 
<p>Impressions 70,064</p>	<p>Impressions 35,544</p>	<p>Impressions 34,606</p>

Pinterest Highlights

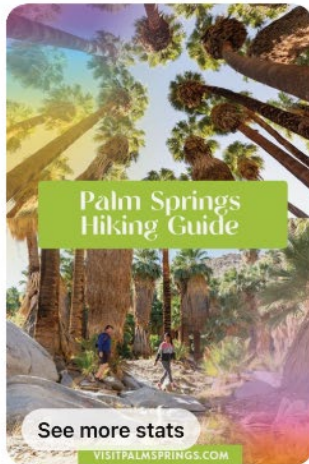
 Impressions 319,129	 Engagement 2,379	 Outbound Clicks 337
 Followers 2168	 Followers Gained 46	 Published Posts 4



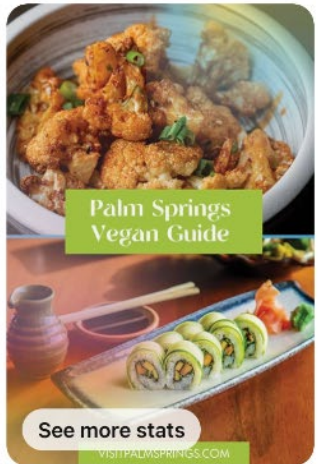
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94k 6 52








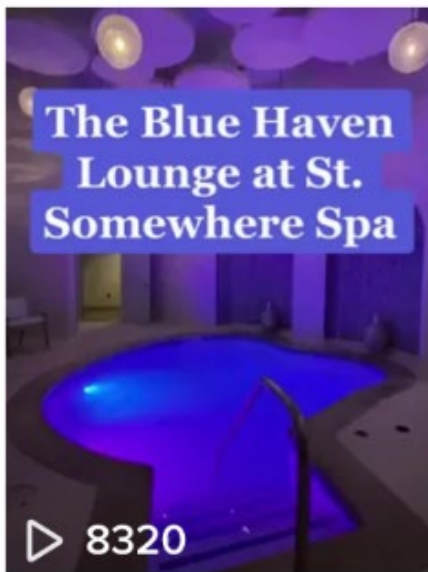
195.9k 21 107



435 2 13

TikTok Highlights

 <p>Impressions 319,129</p>	 <p>Video Views 49,524</p>	 <p>Total Likes 31,248</p>
 <p>Followers 16,159</p>	 <p>Link Clicks 0</p>	 <p>Followers Gained 1,794</p>



From Our Blog



Desert X 2023

Come See Art Across the Desert Landscape,
March 4 – May 7 Eleven artists from...

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Reforma – Palm Spring’s Newest Music Venue

Sponsored Palm Springs is known for unique entertainment and dining venues, many of which you...

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Il Giardino – A Hidden Gem

Eat Like an Italian Sponsored If you like Italian food, Il Giardino Palm Springs is...

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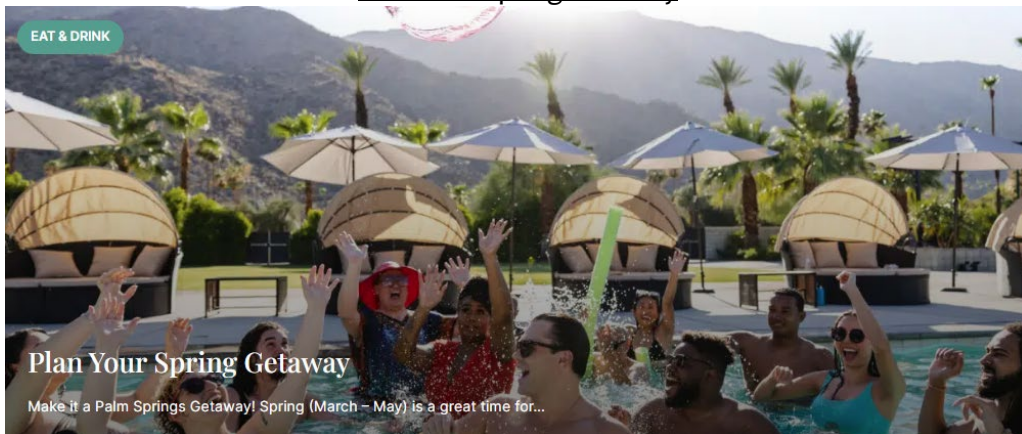
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[Reforma – Palm Spring’s Newest Music Venue](#)

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[Palm Springs Progressive Dinner – “Locals’ Delight”](#)

[White Party Palm Springs](#)

[Modernism Week – The Best Is Yet to Come!](#)

[See the World’s Largest Reserve of Fan Palms](#)

[Palm Springs Hiking Guide](#)

Outbound Media Missions

Kimber made media calls in New York at the end of the month in conjunction with TravMedia North America's International Media Marketplace (IMM).

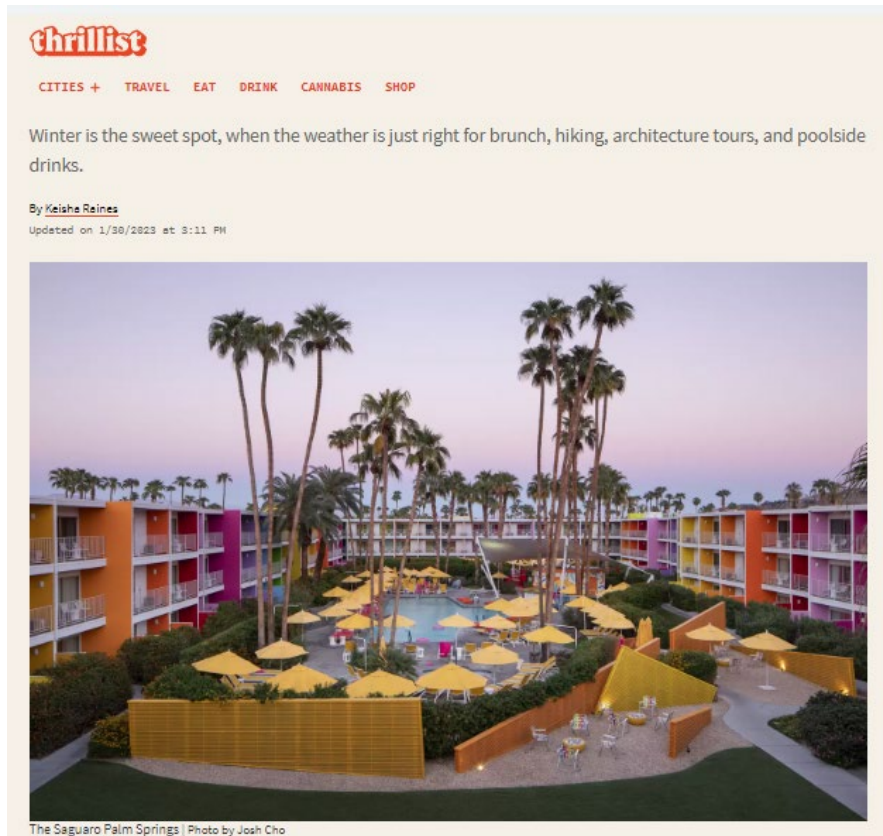
IMM is the nation's largest tradeshow and travel trends summit, where CVBs/publicists have the opportunity to schedule 25 one-on-one appointments with editors, travel/culture journalists, and content creators. In addition to the one-on-one prescheduled appointments, there were several ancillary opportunities to network with the nearly 500 media representatives in attendance (this was a record high number of media registered to attend).

In addition to IMM, Visit Palm Springs was part of the Visit California Media Mission, an all-day opportunity to meet and connect with editors at several heavy-hitting lifestyle and travel print and online publications. Representation included Food & Wine, Travel + Leisure, People, Real Simple, Eating Well, Better Homes & Gardens, Parents, and Trip Savvy, as well as anchors and news directors with Cheddar News (NYC) and WGN/NextStar Media (Chicago).



Sample Articles

- Forbes [An Insider's Guide To Palm Springs Best Bites](#) (hosted writer in past)
[Why You Should Stay At The Famously Fabulous Trixie Motel](#) (same writer)
- Thrillist [Now Is the Perfect Time to Head to Palm Springs](#)



- HeSaidMag.com [Travel Tuesday: Get A Nude Attitude](#) (hosted)
- NYT [52 Places to travel in 2023](#) (assisted)
- Architectural Digest [Midcentury-Modern Architecture: Everything You Should Know About the Funky and Functional Style](#) (Includes a number of Palm Springs properties)
- Huffpost.com [Mistakes Tourists Make While Visiting Palm Springs](#)
- SFGate.com [5 architectural gems you can actually rent in Palm Springs](#)
- UprootedTraveler.com [Weekend in Palm Springs: A Complete Guide](#)
- ATasteOfKoKo.com [31 Top Things to do in Palm Springs](#)

Website

<https://visitpalmsprings.com>

Analytics	July-June 2022-23	January 2023	January 2022	% change
Sessions	894,821	196,201	141,131	39%+
Users	688,294	139,923	118,886	18%+
Page Views	2,246,140	627,576	261,600	140%+

Visitor Guides & Visitor Information

Visitor Guides

	January 2023	January 2022	July-June 2022-23
Distributed Hard Copy	4,605	1,000	26,114
Digital Page Views	24,043	30,620	93,246
Downloads	98	90	372

Visitor Information Centers

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

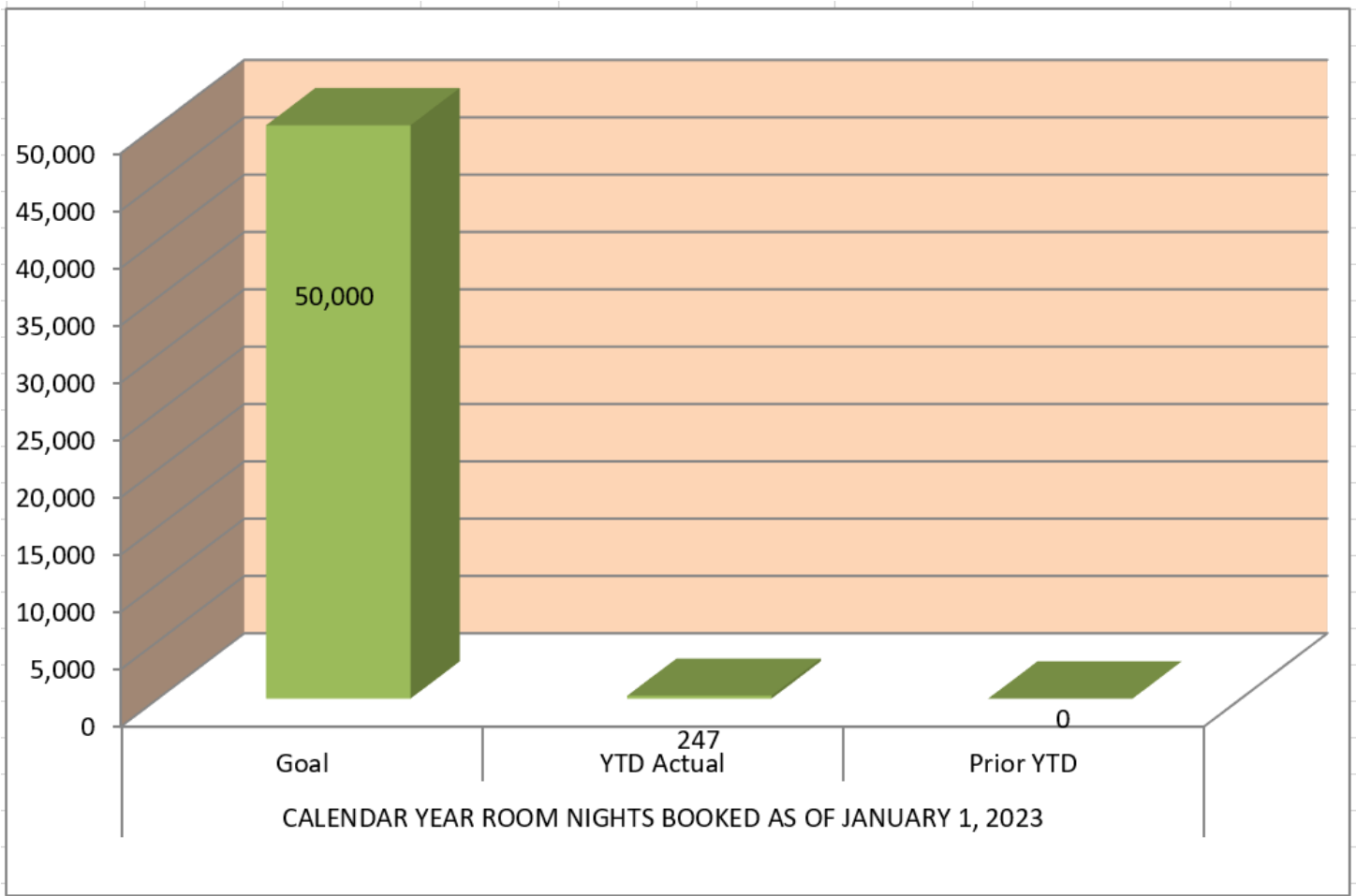
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	January 2023	January 2022	July-June 2022-23
Visitor Information Center	10,173	6,019	38,800
Welwood Murray Memorial Library	2,989	679	16,769
Total	13,162	6,698	55,569

Palm Springs Convention Center (Calendar Year Beginning January 1, 2023)

January 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	8	247	8	247
Contracts Issued	16	6,935	16	6935
Contracts awaiting signature	25	50,210		
Tentative events added	39	25,331	39	25,331



YTD Actual	PYTD Actual	Annual Goal	% of Goal
247	0	50,000	0.0%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
12 th Annual Intersect Palm Springs	2/6-13/2023	49	247

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2022 YTD Room Nights
16	6,935	16	6,935

# Contracts Awaiting Signature	Room Nights
25	50,210

	# Events	Room Nights
Lost Business	9	15,530

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
Riverside County Office of Education	4/2023	30	Hold Expired
Church of Southland 2023 Retreat	7/2023	1,000	Meeting Cancelled
California Forward – 2023 CA Economic Summit	11/2023	900	Selected Renaissance Indian Wells – wanted a more Upscale Venue
38 North Connections, Inc. – 2023 FUBCon	11/2023	3,600	Selected Austin – PS didn't make Final Cut
HPN Global	5/2024	2,695	Too Many Hotels required for Block
Assn. of Tribal Archives, Libraries and Museums	11/2024	1,135	PSCC Turndown – Contracted with Another Group
Lutheran Church Missouri Synod	11/2024	1,864	Wants to be Under one Roof
CA Assn. for Behaviour Analysis	3/2025	1,376	Lost due to Board Decision
Intelligent Systems for Molecular Biology	7/2026	2,914	Air Access

Top Competitive Destinations - 2022	# of Groups
Austin	1 (Tie)
Indian Wells	1 (Tie)

Top Cancellation Reasons
PS Didn't Make Final Cut
Air Access
Too Many Hotels required for Block

Tradeshows & Events attended	Date	Attendees
Main Street Zoom Call	1/3	Rick Leson
GM Meeting Zoom Call	1/4	Rob Hampton, Rick Leson
2023 PSIFF Destination Education Program	1/4-1/7	Rick Leson
PCMA Convening Leaders – Columbus, OH	1/8-11	Rob Hampton, Kristie Dore, Paula Helm
GM Meeting Zoom Call	1/11	Rick Leson
Amateur Sports Complex Kick Off Meeting	1/11	Rick Leson
PSHA Board of Directors Meeting	1/12	Rick Leson
GM Meeting Zoom Call	1/18	Rob Hampton, Rick Leson
January 2023 HOPS Meeting	1/19	Rob Hampton, Rick Leson, Kimber Foster, Paula Helm, Shaun Sande, David LeRoy
GM Meeting Zoom Call	1/25	Rob Hampton, Rick Leson
PS Chamber of Commerce Police & Fire Appreciation Luncheon	1/26	Rob Hampton, Rick Leson, Kristie Dore

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
2023 PSIFF Destination Education Program	Various	Various	Various
BWG Fashion Event	11/15-22/2023	1,500	4,000

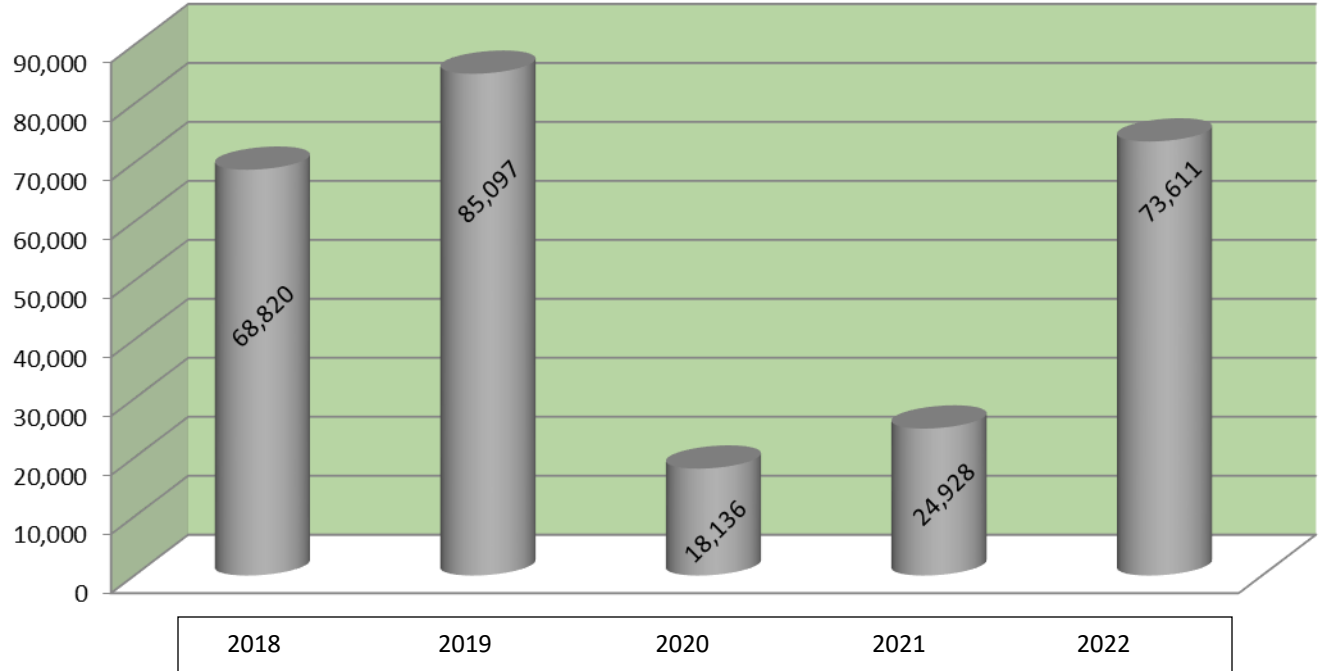
Planning Meetings Definite	Date	Peak Rooms	Room Nights
APEC Pre-Trip Zoom Call	2/7-3/1/2023	465	4,375
Enoki Events Presents BOOST Conference	4/25-28/2023	845	2,650
BuiltHow Pre-Planning Meeting	3/19-25/2023	300	920
Natl. Agricultural Aviation Assn. 2023 Annual Convention	12/2-7/2023	800	3,220
Esri Planning Meeting in Redlands, CA	3/5-10/2023	1,288	6,562

Key Events Hosted in January, 2023		Date
Joe Whitaker Presents NYE 2022		12/29-1/1
City of Palm Springs City Manager Interviews		1/7
Redfin Redferno 2023		1/10-12
Sports & Beyond 2023 Gymnastics Cup		1/12-15
City of Palm Springs Supports FIND Food Distribution		1/19
City of Palm Springs Homeless Point in Time Count		1/24-25
Palm Springs Chamber of Commerce Fire & Police Appreciation Luncheon		1/25-26
City of Palm Springs VillageFest Board Retreat		1/27
Rancho Mirage High School Winter Formal Dance		1/27-28
Indycar/NTT Indycar Series		1/30-2/1

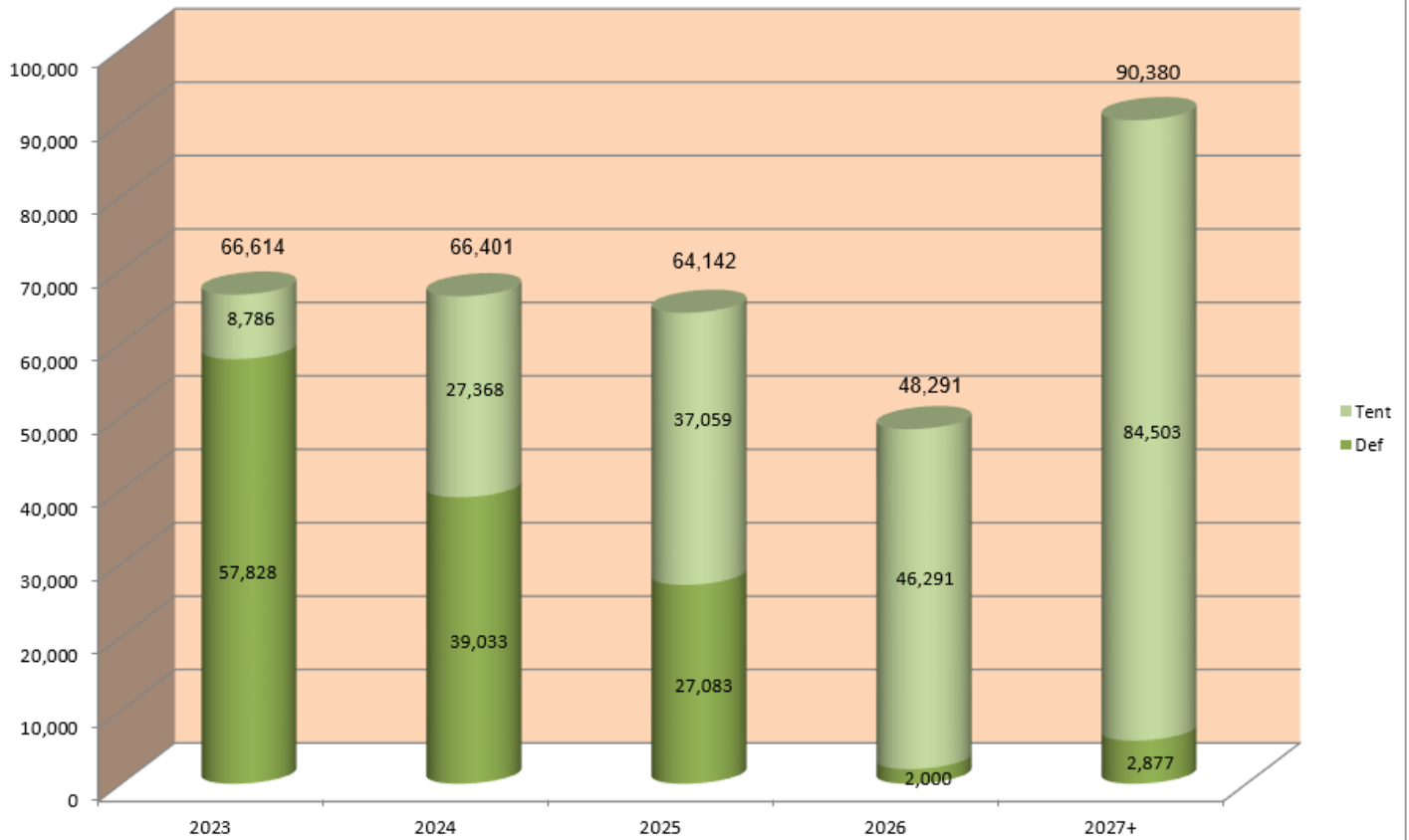
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

Month		2019	2020	2021	2022	2023	2024	2025	2026	2027+
		Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights
January	Definite	4,610	2,730	-	150	3,721	3,040	3,980	-	-
	All Tentative	-	-	-	-	-	2,238	2,000	2,000	-
	Total	4,610	2,730	-	150	3,721	5,278	5,980	2,000	-
February	Definite	5,775	6,414	-	4,207	5,392	3,000	5,475	-	-
	All Tentative	-	-	-	-	-	1,940	3,833	5,445	15,400
	Total	5,775	6,414	-	4,207	5,392	4,940	9,308	5,445	15,400
March	Definite	13,392	8,492	500	13,992	16,918	15,899	6,562	-	-
	All Tentative	-	-	-	-	-	-	8,075	11,562	28,311
	Total	13,392	8,492	500	13,992	16,918	15,899	14,637	11,562	28,311
April	Definite	10,339	-	-	5,011	2,650	4,149	3,240	2,000	3,240
	All Tentative	-	-	-	-	3,567	-	3,238	-	11,120
	Total	10,339	-	-	5,011	6,217	4,149	6,478	2,000	14,360
May	Definite	10,196	-	35	9,964	7,533	3,650	-	-	-
	All Tentative	-	-	-	-	-	2,604	6,854	5,254	8,183
	Total	10,196	-	35	9,964	7,533	6,254	6,854	5,254	8,183
June	Definite	5,149	-	1,300	4,930	-	-	-	-	-
	All Tentative	-	-	-	-	110	-	-	-	-
	Total	5,149	-	1,300	4,930	110	-	-	-	-
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	2,260	-	-	-
	Total	3,083	-	1,480	1,160	-	2,260	2,637	-	2,637
August	Definite	6,864	-	5,934	8,000	1,116	-	-	-	-
	All Tentative	-	-	-	-	-	3,151	5,590	-	-
	Total	6,864	-	5,934	8,000	1,116	3,151	5,590	-	-
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	1,200	4,110	1,510	1,517	4,551
	Total	6,585	-	1,517	4,931	4,902	4,110	1,510	1,517	4,551
October	Definite	11,861	-	8,435	8,056	8,869	6,075	2,969	-	-
	All Tentative	-	-	-	-	1,823	1,517	3,072	8,559	8,138
	Total	11,861	-	8,435	8,056	10,692	7,592	6,041	8,559	8,138
November	Definite	5,873	500	5,287	9,101	4,707	3,420	2,220	-	-
	All Tentative	-	-	-	-	2,086	5,948	2,887	6,552	8,800
	Total	5,873	500	5,287	9,101	6,793	9,368	5,107	6,552	8,800
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	3,600	-	5,402	-
	Total	1,370	-	440	4,109	3,220	3,600	-	5,402	-
Definite		85,097	18,136	24,928	73,611	57,828	39,033	27,083	2,000	5,877
All Tentative		-	-	-	-	8,786	27,368	37,059	46,291	84,503
Total		85,097	18,136	24,928	73,611	66,614	66,401	64,142	48,291	90,380

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

