

**Palm Springs Bureau of Tourism ///**

**Palm Springs Convention Center** no place else

**Monthly Report**  
**February 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**

	February	July – June
Total Impressions	2,484,917	27,401,134
Clicks to VisitPalmSprings.com	14,360	121,328
Video Views & Audio Ads	153,901	2,097,327

### **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**

	February	July – June
Spots	1,261	24,833,628

### **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.

	February	July – June
Total Impressions	133,797	1,057,568
Clicks to VisitPalmSprings.com	9,544	84,128

### 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.

	February	July – June
Total Impressions	582,859	4,765,651
Clicks to VisitPalmSprings.com	772	4,716

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

	February	July – June
Total Impressions	286,527	2,397,317
Clicks to VisitPalmSprings.com	225	1,853

### Digital Native Ads

Site Traffic + Engagement on Website Content (Blogs)

	February	July – June
Total Impressions	403,960	2,895,390
Clicks to VisitPalmSprings.com	371	2,658

## Spotify

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

	February	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 =50 %

	February	July – June
Total Impressions	175,507	1,703,792
Clicks to VisitPalmSprings.com	130	2,458
Completed Video Views	110,701	1,175,339

## 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%

	February	July – June
Completed Video Views	43,200	461,065

## Native Advertising Platform

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

Plan Your Spring Getaway-average time on content 90 seconds

LGBTQ+ article- average time on content 48 seconds

Canada article- average time on content 96 seconds

	February	July – June
Total Impressions	902,267	4,102,381
Clicks to VisitPalmSprings.com	3,318	13,018


Top Performing Variation

Sponsored Content

**Discover the Wonders of Palm Springs!**

There are plenty of activities that...

BY VISIT PALM SPRINGS



Top Performing Variation

Sponsored Content

**Looking to escape the cold this winter? Palm Springs is the perfect...**

Looking to escape the cold this...

BY VISIT PALM SPRINGS



Top Performing Variation

Sponsored Content

**A Gay Guide to Palm Springs**

Palm Springs is the home to a...

BY VISIT PALM SPRINGS




Top Performing Content Landing Page

**Let's Make It a Palm Springs Vacay!**

BY VISIT PALM SPRINGS

[f](#) [t](#) [in](#) [p](#) [e](#)



**Make it a Palm Springs Getaway!**

Spring (March–May) is a great time for travelers who want to experience all that Palm Springs has to offer. From hiking in the canyons, exploring art and architecture, touring a wind farm, or just relaxing by the pool. There are plenty of activities that make Palm Springs an ideal getaway in Spring.

**Enjoy Incredible Weather**

The weather is ideal with warm temperatures in the day and while remaining cool in the evening. Great for doing all the outdoor activities you love in the morning and the relaxing poolside in the afternoon.

March – H 81, L 52 F (27/11 C)  
 April – H 87, L 57 F (31/14 C)  
 May – H 95, L 64 F (35/18 C)

Top Performing Content Landing Page

**Ready to Escape the Cold? Palm Springs Awaits!**

BY VISIT PALM SPRINGS

[f](#) [t](#) [in](#) [p](#) [e](#)



**Looking to escape the cold this winter?**

Palm Springs is the perfect destination for Canadian travelers. With direct flights from most major cities and over 2,000 vacation rental homes available, it's easy to plan an extended stay in this desert oasis. With our year-round sunny weather and plethora of things to do, Palm Springs makes for the perfect winter getaway destination for Canadians looking for some relief from the frigid temperatures back home.

Top Performing Content Landing Page

**Palm Springs: The Perfect LGBTQ Getaway**

BY VISIT PALM SPRINGS

[f](#) [t](#) [in](#) [p](#) [e](#)

**Two Times the Fun: Palm Springs Is the Ideal Destination for Gay & Lesbian Couples**

By Kevin Perry

Partnership is a dance with dichotomies. It is both a joy and a responsibility. It is a commitment and an exploration. Every choice you make impacts your better half, so you often consider your options with couplehood in mind.

And the most exhilarating decision of all is where to vacation.



An LGBT Guide to Palm Springs

Watch on [YouTube](#)

**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.

	February	July – June
Total Impressions	0	1,218,764
Clicks to VisitPalmSprings.com	0	1,961

**Sojern**

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

	February	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.

	February	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.

	February	July – June
Total Impressions	0	3,021,754
Clicks to VisitPalmSprings.com	0	1,546

## Adara Impact

Enriched Data - Feb

Pixel Group Name	Bookings	ADR	Total Estimated Nights	Total Revenue
VPS_2022/23- Banners	71	\$ 176.48	152	\$ 26,761.35
VPS_2022/23- Native	40	\$ 178.42	61	\$ 10,822.21
VPS_2022/23- Spaceback	40	\$ 375.50	131	\$ 49,347.92
VPS_Centro_LGBT Banners 2022/23	40	\$ 322.63	101	\$ 32,616.16
VPS_Centro_Video-2022/23	152	\$ 350.46	303	\$ 106,286.01
VPS_Google	101	\$ 389.32	323	\$ 125,943.35
<b>TOTAL</b>	<b>444</b>	<b>\$298.80</b>	<b>1,071</b>	<b>\$ 351,777.00</b>

Observed Data - Feb

Pixel Group Name	Bookings	ADR	Total Estimated Nights	Total Revenue
VPS_2022/23- Banners	7	\$ 176.48	15	\$ 2,647.20
VPS_2022/23- Native	4	\$ 178.42	6	\$ 1,070.52
VPS_2022/23- Spaceback	4	\$ 375.50	13	\$ 4,881.44
VPS_Centro_LGBT Banners 2022/23	4	\$ 322.63	10	\$ 3,226.35
VPS_Centro_Video-2022/23	15	\$ 350.46	30	\$ 10,513.68
VPS_Google	10	\$ 389.32	32	\$ 12,458.16
<b>TOTAL</b>	<b>44</b>	<b>\$ 298.80</b>	<b>106</b>	<b>\$ 34,797.35</b>

## 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: 1,261

# OOH Video Spots

## Certified Folder

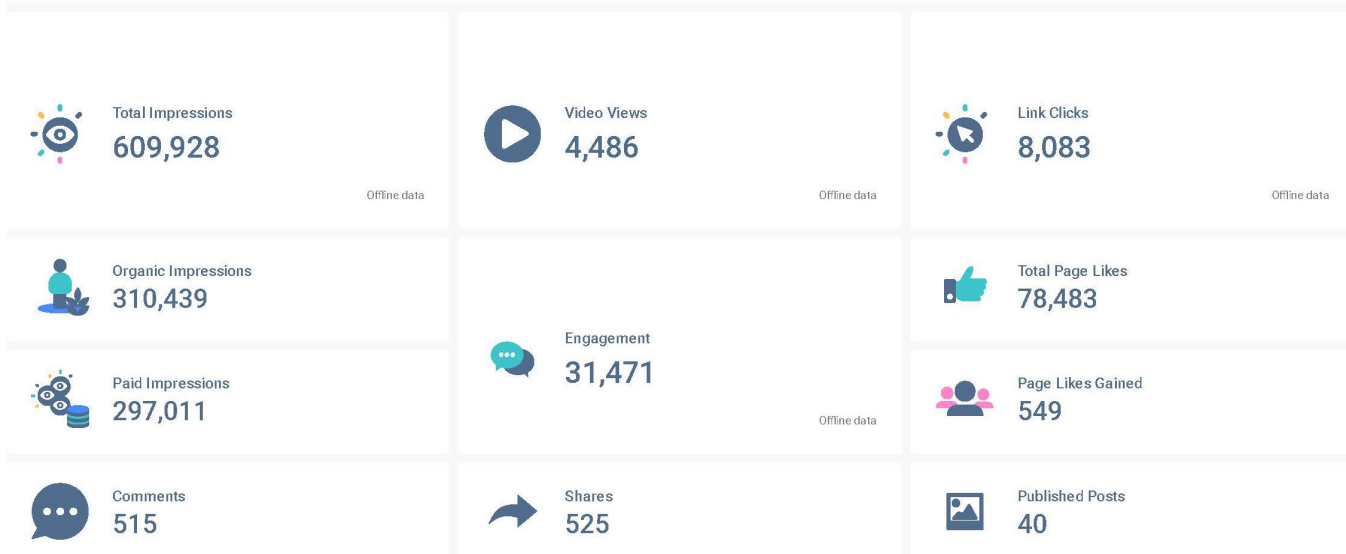
A Palm Springs 30 second spot is running on the British Columbia Ferry from Victoria to Vancouver, the Washington State Ferries from Seattle to Bremerton and Seattle to Bainbridge. The spots repeat once every 15 seconds. The Palm Springs spot runs year around along with the Palm Springs visitor guide 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				February, 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
<b>Washington State Ferries</b>							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	6,412
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	6,412
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	9,520
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	9,520
<b>BC Ferries</b>							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	6:16	196	5,488
<b>CA Welcome Centers</b>							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	3:32	153	4,284
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	4:32	106	2,968
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:02	104	2,912
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:32	159	4,452
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	4:02	119	3,332
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	7:09	67	1,876
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:02	143	4,004
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	3:17	164	4,592
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:33	82	2,296
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:32	159	4,452
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:02	95	2,660
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:26	99	2,772
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	4:02	126	3,528
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:32	93	2,604

# Social Media

	February 2023	February 2022
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	78,483	68,837
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	133,553	119,104
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,200	1,848
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	16,222	N/A

## Facebook Page Insights



## Facebook Top Posts

**Visit Palm Springs**  
Sun 2/19/2023 10:42 am PST

Jumping into another sunshine filled week in #PalmSprings like... 🌞🌞  
🌴 #HappySunday

Impressions: 37,078

**Visit Palm Springs**  
Sat 2/11/2023 6:44 pm PST

Hey Alexa, play 'Golden' by Harry Styles. 🎵 📺: @jonathanducrest

Impressions: 22,808











**Visit Palm Springs**  
Sun 2/5/2023 10:16 am PST

🍷 ANOTHER NEW RESTAURANT ALERT! 🍷 Enjoy healthy bites and craft cocktails in an intimate setti...


Impressions: 13,647




## Instagram Insights

 <p>Total Impressions <b>1,457,897</b></p> <p><small>Offline data</small></p>	 <p>Video Views <b>265,205</b></p> <p><small>Offline data</small></p>	 <p>Story Link Clicks <b>582</b></p> <p><small>Offline data</small></p>
 <p>Saves <b>2,254</b></p>	 <p>Engagement <b>45,380</b></p> <p><small>Offline data</small></p>	 <p>Followers <b>133,553</b></p> <p><small>Offline data</small></p>
 <p>Shares <b>1,807</b></p>	 <p>Profile Actions <b>322</b></p>	 <p>Followers Gained <b>1,259</b></p>
 <p>Comments <b>682</b></p>		


## Instagram Top Posts

 **visitpalmssprings**  
Sun 2/5/2023 7:08 am PST


**ANOTHER NEW RESTAURANT ALERT!** Enjoy healthy bites and craft cocktails in an intimate setti...




Impressions **34,015**

 **visitpalmssprings**  
Sat 2/11/2023 11:01 am PST


Hey Alexa, play 'Golden' by Harry Styles. 🎵 📺: @jonathanducrest



Impressions **29,229**







 **visitpalmssprings**  
Wed 2/22/2023 7:12 am PST


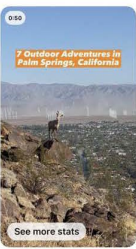
Raise your spirits at Spirit of Sofia, located in Downtown Palm Springs! S.O.S. has it all with a heated pool...



Impressions **28,985**

## Pinterest Highlights











 <p>Impressions <b>276,080</b></p>	 <p>Engagement <b>3,069</b></p>	 <p>Outbound Clicks <b>330</b></p>
 <p>Followers <b>2,200</b></p>	 <p>Followers Gained <b>32</b></p>	 <p>Published Posts <b>2</b></p>

**Top metros** **Top countries**

Metro	% of audience ↓
Los Angeles	30.5%
New York	14.5%
Phoenix (Prescott)	9.2%
Philadelphia	7.0%
Seattle-Tacoma	5.7%
San Francisco-Oak-San Jose	5.2%
San Diego	4.3%
Portland, OR	3.2%
Las Vegas	3.0%
Austin	1.7%

## TikTok Highlights

 Impressions 12,295	 Video Views 15,386	 Lifetime Likes 31,554
 Followers 16,222	 Link Clicks 0	 Followers Gained 63
		 Engagement 585
		 Comments 27
		 Shares 65

## From Our Blog



### Top Local Palm Springs Bakeries

Palm Springs has a lot of locally owned bakeries that offer a wide range of...



### Palm Springs Vacation Rental Guide

Palm Springs has over 2,500 registered vacation rentals to choose from, so there are a...



### Palm Springs Big City Loop Bike Tour

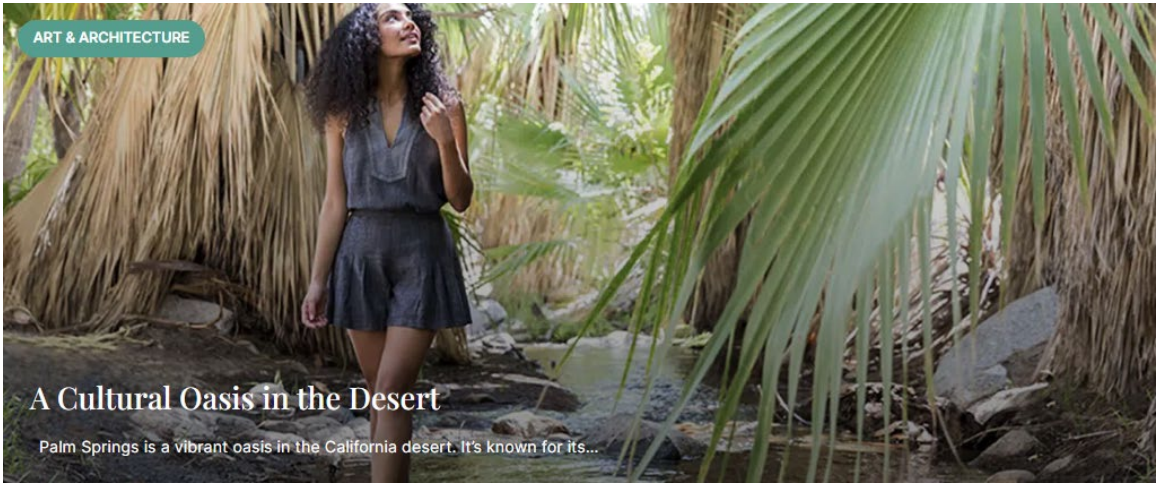
This is a great introductory self-guided bike ride that will introduce you parts of north,...

### [Top Local Palm Springs Bakeries](#)

### [Palm Springs Vacation Rental Guide](#)

### [Palm Springs Big City Loop Bike Tour](#)

### [Celebrating Black History Month Throughout February](#)



## Sample Articles

LA Times

[It's the best time to visit Palm Springs. Here are 64 ways to enjoy L.A.'s beloved getaway.](#)

The screenshot shows the Los Angeles Times website interface. At the top, there is a navigation bar with the "Los Angeles Times" logo, a "LOG IN" button, and a search icon. Below the navigation bar, there are three article teasers: "Palm Springs" with a colorful icon, "Hiking through tribal history", and "Old Hollywood Hotels". The main article is titled "TRAVEL & EXPERIENCES" and has the headline "It's the best time to visit Palm Springs. Here are 64 ways to enjoy L.A.'s beloved getaway". Below the headline is a vibrant illustration of a "PALM SPRINGS OR BUST" sign on a pink post, set against a blue sky with a yellow sun, white clouds, and several green palm trees. The illustration is credited to "(George Wylesol / For the Times)". Below the illustration, the text reads "L.A.'s love affair with Palm Springs endures."



Palm Springs' weed lounge game is hot right now — especially compared to L.A.



Hitting Palm Springs casinos? Here's where to eat between games

L.A.'s love affair with Palm Springs endures. Here's where to go, stay and eat when planning a weekend trip to this desert escape.

FEB. 8, 2023 5:28 AM PT



FOR SUBSCRIBERS

10 of the best restaurants for your next Palm Springs road trip



FOR SUBSCRIBERS

17 groovy shops to add to your Palm Springs bucket list



These Palm Springs hiking trails take you through a lush oasis — and into California history



This tiny, quirky garden is an endearing remnant of old Palm Springs



FOR SUBSCRIBERS

9 Palm Springs resorts where you can party like an Old Hollywood star



It's here. It's queer. A guide to LGBTQ-friendly spots in Palm Springs



FOR SUBSCRIBERS

Who wants a '50s kitchen? This Palm Springs home reimagines Midcentury Modern for 2023



Elvis' hideaway and other tours not to be missed at Modernism Week in Palm Springs



Photo: Colin Robertson c/o Modernism Week  
The Alger Sheldon House, formerly the home of novelist and producer Sidney Sheldon, has been a part of Modernism Week tours.

FAIR

Modernism Week 2023: Tour Elvis's Honeymoon Hideaway, Frank Sinatra's Palm Springs Estate, and More

A love letter to midcentury architecture, design, and culture, Palm Springs Modernism Week returns February 16

By Janet O'Grady  
FEBRUARY 10, 2023 11:15 AM

<https://vera.inklive.com/html5/reader/production/default.aspx?pubname=&edid=45c9cdc6-43ce-4344-b734-e4ffab655cbo> (We hosted writer Zoey Goto last October.)



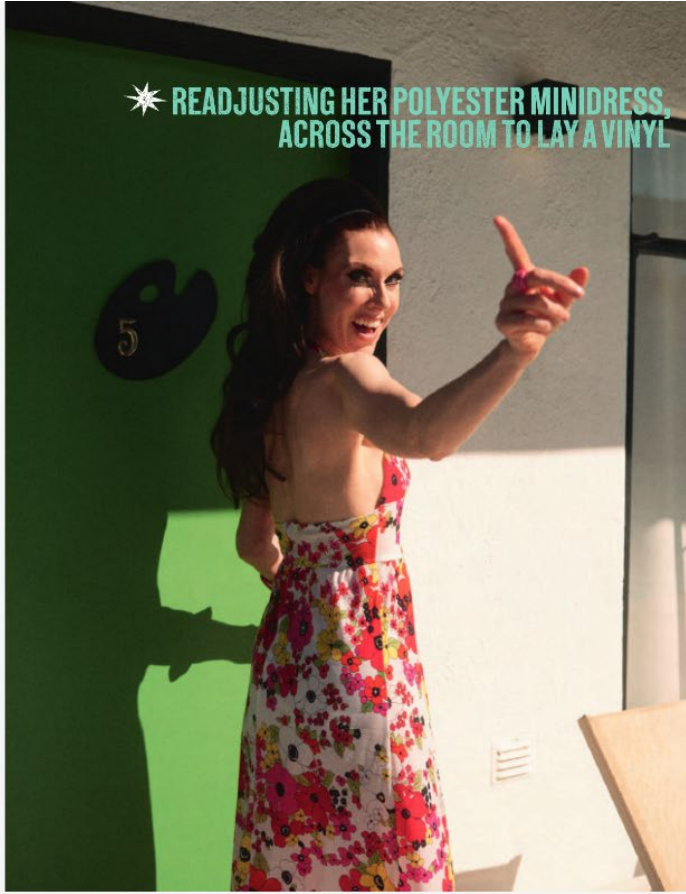


What happens when you mix vintage style with high-speed WIFI? You get Palm Springs, California, where a growing community of retro influencers is embracing a period aesthetic - wearing hoop skirts, driving old cars, attending sock hops - and broadcasting it all on social media, finds **Zoey Goto**



PHOTOGRAPHS:  
WRAY SINCLAIR

# ★ READJUSTING HER POLYESTER MINDRESS, ACROSS THE ROOM TO LAY A VINYL



## DEVEN GREEN SASHAYS ON THE RECORD PLAYER.

As Elvis crackles to life on the turntable, filling the room with a heart-felt rendition of 'Can't Help Falling in Love, Green eases back into an inflatable bubble chair, surrounded by a riot of handmade crochet blankets and Formica sideboards. Just out of sight, a turquoise swimming pool glistens in the afternoon sun. The clink of martinis being stirred in the kitchen can be heard above the King's earnest crooning. As Green smooths down her barbarella-style hair, framed by a background of clashing Technicolor wallpaper, it's tantalisingly easy to imagine that we've been transported to an era of *Mad Men* and go-go boots.

The seductive bubble is abruptly burst by the shrill sound of an iPhone ringing and I'm reminded that we're not in a glamorous bygone time, but instead in modern day Palm Springs, California – a city where the past is ever present. "We came to Palm Springs on a lark," Green, a comedian, performer and local Instagram celebrity says, gazing at me above her oversized Jackie O sunglasses. "But we soon found our dream home, so we packed up our LA life and moved here during the pandemic. It was the relaxed vibe that appealed, everyone is permanently on vacation mode."

Today, we're meeting at the Art Hotel, a former motel originally built in 1950. Owned by Green's friend and fellow retro enthusiast Tracy Turco, this eight-room condo was recently restored to its former glory as part of a larger city-wide revival. While Palm Springs has dipped in and out of fashion over the decades, its recent popularity with LA emigrants and other big-city exiles is at least partially down to a new school of influencers who are using social media to bring the vintage lifestyle to a younger audience. "I feel almost like I've become an ambassador for Palm Springs. People discover it online and it sparks curiosity," Green adds. Sweeps of this desert outpost, situated in the dusty Coachella Valley, were originally built in the

1950s and 1960s, when it became a playground for stars of the silver screen, after the studios decided they wanted their artists within a two-hour radius of the big studio sets at all times. Against a silhouette of the dramatic San Jacinto Mountains, Frank Sinatra and his buddies escaped the glare of the spotlight to croon and cause mischief, while President John F. Kennedy and Marilyn Monroe had an explosive first encounter here that precipitated their alleged romance.

Since these glory days, a heady combination of dazzling Hollywood lore and the highest concentration of Mid-Century homes in the world – designed by architects including Albert Frey, Richard Neutra and Donald Wexler – has continued to attract those who idolise the past.

But the city's new social-media savvy ambassadors are keen to stress that this time around, it's all about championing vintage style, not vintage values. In a city where it's estimated that half the residents identify as LGBTQ+, Green, whose Instagram following swelled to 51k after she

appeared as a judge on RuPaul's Drag Race, uses her platform "to be an ally and stand with the gay community". Palm Springs is now a hotspot on America's drag circuit, she adds. "It's a light-hearted place where you'll see the best in drag, because the top performers always swing by here." Green says, reclining beneath a monochrome parasol by the poolside.

Inclusivity is a message that interior blogger Kelly Golightly is also keen to highlight. Beckoning me through the citrus yellow door of her villa, nestled in the undulating foothills of the city, she's quick to point out that "this is a place where everyone is welcome. The entire town is incredibly LGBTQ+ friendly. So much so that when we first moved here in 2010, our neighbours joked, 'Oh oh, the straights are here, there goes the neighbourhood!'" She laughs, leading me past a rainbow of pastel furnishings out to the palm-lined garden, where colourful inflatables bob gently in the pool.

Billing herself as a contemporary Audrey Hepburn, Golightly showcases her home – dubbed Villa Golightly – and her carefree, soft-hued lifestyle to her 80k Instagram followers. "I got lucky with the timing as Instagram was just taking off and people loved seeing my throwback world."

Downing pool are left: Corvidan Deven Green at the Art Hotel; below: Blogger Kelly Golightly at home in Villa Golightly





Palm Springs



the Ingleside Inn, where the Rat Pack once hung out." The waiters don tuxedos, and the bar staff do a really long pour on the cocktails. "I love that the people here really enjoy dressing up; it's like everyone is in on

**"While newcomers are still interested in the vintage lifestyle, it's now more about the 1970s as the era is that bit sexier"**


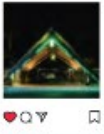


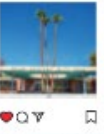
My Palm Springs content soon went viral. It's really hard to take a bad photo here!" she says, wearing a floor-skimming vintage dress, oversized sunglasses and a wide brimmed hat.

It was nostalgia for a simpler time and a slower pace of life that first drew Golightly to Palm Springs – and it seems like she's found her little old-timey oasis. When she's not creating reels about the recently revamped Colony Palms Hotel – once frequented by a mixture of Tinseltown elite and underworld mobsters – she says she "might stop by

the fun and here to have a good time." Although Palm Springs is clearly still tethered to its 1950s and 1960s heritage, post-pandemic a new wave of curious visitors has subtly started shifting the scene. "There's an influx of younger people, so cool new businesses are cropping up and it's no longer seen as solely a retirement destination," says Golightly. "And while these newcomers are still interested in the vintage lifestyle, it's now more about the 1970s rather than the 1950s, as the era is that bit sexier."

Catering to this new breed of vintage enthusiasts arriving in Palm Springs is designer and entrepreneur Tracy Turco. Since arriving in Palm Springs from New York five years ago, the vintage style icon has

Above: Kelly Golightly at Mike Golightly, Albert Frey's Tramway Gas Station is now the Palm Springs Visitor Information Center

**PALM SPRINGS ETERNAL**

**FIVE ESSENTIAL MID-CENTURY BUILDINGS**

**The House of Tomorrow**  
This futuristic pad found fame when Elvis Presley hip-swivelled over the threshold carrying bride Priscilla for their honeymoon in 1967.

**Caliente Tropic Resort**  
This Polynesian-themed motel was originally built in the 1960s and remains one of the finest examples of the tiki design craze that swept the US post-WWII.

**Bank of America building**  
Widely considered the most beautiful bank in the US, this curvaceous building with a wide overhanging roof is said to resemble a mushroom.

**The Tribble Motel**  
Palm Springs' hottest new opening is the glittering vision of drag-artist Tribble Maltel, famed for appearances on *AuPaul's Drag Race*.

**Palm Springs City Hall**  
Designed by Albert Frey – the "father of desert modernism" – this 1952 building has featured in countless films, including *Don't Worry Darling*.

NomadAsaurus

[21 Best Things to do in Palm Springs](#)

Sunset Magazine

[The Weather in Palm Springs Is Peaking—the Resorts, Hotels, and Spas to Book Now](#)

(Both in digital and in print. We met editor/writer Krista Simmons at a Palm Springs co-hosted Los Angeles Media Dinner last September.)

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# TRAVEL & ESCAPES



## Palm Springs Forward

Our favorite desert city is having a moment with new takes on modernism in homes and hotels, a wonderful wellness boom, and classic restaurants refining their menus.

Staying cool at the Hermann Bungalows.

WELLNESS 2023 • SUNSET 73



### EPIC ARCHITECTURAL EXPERIENCE

Modernism Week Gives Visitors Unparalleled Access to Desert Design

This time each year thousands of architecture fans flock to Palm Springs for Modernism Week, the epic citywide celebration highlighting mid-century modern architecture, art, interior and landscape design, and vintage culture. With parties, panels, exhibits, double-decker bus tours of the city's mid-century landmarks—from Twin Palms to Racquet Club Estates, the Movie Colony and beyond—and dozens of tours of homes typically closed to the public, it is by far the most complete deep dive into desert modern architecture and the Southern California indoor-outdoor lifestyle. This year includes a first-time tour of Frank Sinatra's mountain getaway Villa Margia, tours of Albert Frey's Frey House II, homes by Donald Wexler, William Krisel, and other pioneering Palm Springs architects, and a keynote address by architect Thom Mayne, the Pritzker Prize-winning founder of architecture firm Morphosis, plus a look inside the Trina Turk-owned art moderne Ship of the Desert, which appeared on the cover of *Sunset* in 1937.

*Sunset* is a proud sponsor of Modernism Week 2023, which runs February 16–26. Tickets are available at [modernismweek.com](http://modernismweek.com)



### PERFECT PRESERVATION

The Legendary Kaufmann House Stands Strong

Few houses capture the essence of the fantasy Southern California leisure lifestyle as viscerally as Slim Aarons' 1970 photograph of Richard Neutra's iconic Kaufmann House. Known as Poolside Gossip, the photograph showed then-homeowner Nelda Link and friends relaxing in front of a masterpiece of modernist residential architecture. We were honored to photograph Link when she visited the home shortly after it was sold to a new owner dedicated to architectural preservation in 2022. The home still stands strong, very much in the state that it was in when Neutra designed and built it for Edgar Kaufmann (who also commissioned Frank Lloyd Wright's Fallingwater). Respectfully restored and updated in 1998 by Marmol Radziner, the home remains the pinnacle of Palm Springs residential design.

Nelda Link poses by the pool at the Kaufmann House 52 years after the iconic Slim Aarons photo was taken.



PHOTOGRAPH BY RICHARD NEUTRA. COURTESY OF MARMOL RADZINER. PHOTOGRAPH BY RICHARD NEUTRA. COURTESY OF MARMOL RADZINER.

FROM TOP: ROBERT FERRELL; SLM AARONS/GETTY IMAGES

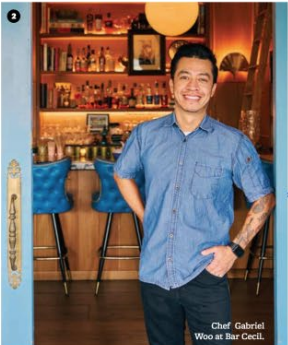
1 Slim Aarons' original iconic 1970 photograph Poolside Gossip.

2 Modernism Week events include Retro Style on Film: Designing Costume and Sets for Don't Worry Darling. The Oscar-nominated designers chose the Kaufmann House as a featured location in this 2022 film.



TRAVEL • ESCAPES





**RESTAURANTS**  
**Just Order the Steak**  
Food trends may come and go, but ribeye and ice-cold martinis still reign supreme.

Story by KRISTA SIMMONS

With its close proximity to Los Angeles and constant influx of top-tier talent, Palm Springs is always tapped into the culinary zeitgeist. But no matter how many times we visit and are impressed with the execution of on-trend dishes—the perfect Neapolitan-style wood-fired pies at Birba or the transcendent Viet fusion at Rooster and the Pig, for instance—for us, it's the old-school steakhouse that we'll return to time and again.

Perhaps it's nostalgia for the Rat Pack era that fuels our passion for perfectly prepared steaks and excellent martinis. Or maybe it's the fact that quality "fast casual" dining has become the norm in most urban areas, and folks are just looking for an excuse to splash out. But we simply can't stay away from the steakhouse, which always delivers the air of sophistication and high-level service that we so desperately crave these days. Here are the best spots to get gussied up for your throwback moment.

PHOTO TOP: MICHELLE KUMBERBERG; MICHAEL J. STORV; MARK DENNIS

**MR. LYON'S**

1 The owners of desert hot spots Birba and Cheeky's really delivered when they revamped this classic, originally opened in 1945. Walking through the dimly lit dining room, you'll find yourself fawning over jumbo shrimp cocktails, bowls of French onion soup bubbling with Gruyère, and their beautifully presented signature beef Wellington. The real star of the show, the Honest Martini, is made as purists agree it should be: Gin and dry vermouth are stirred and served up with a twist. Sorry, Mr. Bond. [mrylions.com](http://mrylions.com)

**BAR CECIL**

2 While it may not technically be a steakhouse in the traditional American sense of the word, Bar Cecil is the most significant modern evolution of a classic bistro, with an iteration of steak frites that is stand up to your favorite spot in Paris. Instead of red-meaty clichés, you'll find eye-popping eclectic design, a smart wine list, and art inspired by the restaurant's namesake, British photographer Cecil Beaton. If you're so bold, order the Beaton Martini, a Beluga vodka cocktail served with a deviled egg topped with Regis Ova caviar, house-made potato chips, and a house-pickled cocktail onion. After the first sip, you'll discover that the \$50 price tag is very much warranted. [barcecil.com](http://barcecil.com)

**MELVYN'S**

3 Undoubtedly the formula that all other steakhouses turn to for inspiration, Melvyn's is a can't-miss classic for anyone serious about exploring Palm Springs history and the cuisine that comes along with it. A favorite hangout of Sinatra and his gang, Melvyn's has been a staple in the desert dining scene since 1975, and one could rightly argue it's because they have truly mastered the trifecta of a perfectly seared steak, chilled martini, and wedge salad. The restaurant, which is housed inside the historic Inglewood Inn, still delivers an aura of elegance, and continues to be a spot to be seen for locals and travelers alike. [inglewoodinn.com/melvyns](http://inglewoodinn.com/melvyns)



Melvyn's

WELLNESS 2023 • SUNSET 79



**BOYELS**  
**Mod Nods**

Palm Springs' iconic desert design evolves into a new era.

Story by KRISTA SIMMONS

Not long ago, Palm Springs hotels came in two flavors: gracious Spanish revival and on-the-nose (if a bit campy) mid-century modern. But today a new era of hotel openings and restorations honor the innovation of the mid-twentieth century while pushing into the future of hospitality. A cadre of architects and designers are breathing life into a region that's defined luxury living, honoring the bold colors, bright patterns, and natural habitat that made desert design so unique, giving new vision to the term desert chic.

**AZURE SKY**

1 Originally created in 1959 by Cliff Architect and built by Hoffman Steel, Azure Sky is marked by the quintessential breeze block walls seen across the low desert. The original forms of the hotel were thoughtfully restored by hospitality group Lightning Bar, whose master carpenters crafted floating wooden beds, accent walls, and wood-and-mirror banding in the lobby. The bouclé swivel chairs and muted earth tones give it all a 1970s feel that somehow works. [aureskyphotol.com](http://aureskyphotol.com)

Venetian terrazzo floors, and custom furniture, giving the feel of an upscale home-away-from-home rather than a hotel. Each room features a private backyard and patio, giving guests an intimate connection to the stunning Southern California landscape. The sun-shelf pool is the perfect place to recline while watching the sun set over the San Jacintos before heading over to the hotel's noteworthy (and very exclusive) alfresco restaurant, So-pa. [stevenermann.com](http://stevenermann.com)

**FLEUR NOIRE**

2 Experience the superbloom year-round at this modern mix of castles and studios whose exteriors have been hand-painted with large-scale floral murals by renowned artist Oula. Built in the 1940s as Burket's Trade Winds Hotel, Fleur Noire features a contemporary native plant garden that provides a striking contrast to the



2

PHOTO TOP: SPIN; LEFT: SHERIN KAMR; AND AMERICA; RIGHT: JEFFREY COOPER

PHOTO TOP: SPIN; RIGHT: NICHOLE WEBER

eye-popping oversize artworks. Instead of sticking to the classic Spanish-style aesthetic, Fleur Noire adds a splash of French flare with a poolside rose bar and moody floral wallpaper by Ellie Cashman. There are plenty of playful amenities on offer, too. Think baby-pink beach cruisers, limese chestboards, and, of course, corrallo, making it a perfect spot to post up for

festival season and beyond. [fleurnoirehotel.com](http://fleurnoirehotel.com)

**THE PALOMA**

4 Originally opened in 1920 by two enterprising women, this delightful property boasts a just-right blend of the Spanish revival and modernist architecture that the area has become known for. The vibrant,

date-tree-dotted hotel situated just south of downtown has been thoughtfully restored to include Sol y Sombra, a Spanish restaurant inside the adobe main building, as well as a poolside bar where you can indulge in a frosty version of their eponymous cocktail, the paloma, made with tequila, fresh grapefruit juice, and agave. [thepalomaresort.com](http://thepalomaresort.com)

**RESORT REVIVAL**

Diverse openings in the desert



**WELLNESS ON THE HORIZON**

Palm Springs has long been known as a modern self-care oasis, with more than 35 destination spa resorts featuring the latest trends in health and wellness. But long before the area drew Hollywood celebs and in-the-know jetsetters, the Cañulla Indians revered the hot, mineral-rich waters that spring up from a robust natural underground aquifer.

The Spa at S&C he will bring the ancient healing waters of the Agua Caliente Hot Mineral Spring to the public when it debuts in 2023 alongside the Agua Caliente Cultural Center, a 48,000-square-foot museum that is poised to be the center of cultural tourism honoring indigenous tribes in California. It's a welcome addition to the landscape, and a step in the right direction toward healing in many senses for the region.

**LIVING OUT**

A 125-unit multi-purpose resort facility for 55 and over LGBTQ+ community members and their allies called Living Out will open in early 2023. There'll be a pool, putting green, bocce ball court, and restaurant by renowned chefs Susan Feniger and Mary Sue Milliken of Border Grill fame. The restaurant, Alice & K, pays tribute to Alice B. Toklas, life partner of Gertrude Stein. The complex will also feature Tailwaggers, a pet supply boutique and doggie daycare, creating the ultimate safe space to age gracefully, joyfully, and full of pride.

**SERENITY AT SENSEI**

The world miles away at Sensi Paraguide Creek, the new 230-acre wellness retreat founded by Larry Ellison and David Agus, a world-leading physician and scientist. Their second location after Sensei Lana's, the desert property in Rancho Mirage focuses on integrating mindset, nutrition, fitness, and more. It's the ultimate antidote to the hurried outside world and a bucket-list destination for a spa lover.

TheTravel.com

[Winter in Palm Springs: The Best Time to Visit for Sunny Days & Starry Nights](#)

ViaTravelers

[26 Fun & Best Things to Do in Palm Springs](#)

VisitCalifornia

[Visit California Now Podcast](#)

Hollywood Reporter

[Where to Visit, Eat and Stay During Palm Springs Modernism Week](#) (We met writer Abigail Stone at a Palm Springs co-hosted Los Angeles Media Dinner last September.)



THE  
*Hollywood*  
REPORTER

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## Where to Visit, Eat and Stay During Palm Springs Modernism Week

As the 11-day design and architecture fest kicks off, here are the best new restaurants and hotels to check out and check into in the desert.

BY ABIGAIL STONE FEBRUARY 16, 2023 9:00AM



Drag star Trixie Mattel's new Trixie Motel offers seven themed rooms including its Pink Flamingo Suite. COURTESY OF

ViaTravelers.com

[26 Fun & Best Things to Do in Palm Springs, California](#)

TheFamilyVacationGuide.com

[Everything You Need To Know Before Visiting With Kids](#)

UnanchoredEve.com

[How to Spend a Week in Palm Springs](#)

AroundTheWorldin24Hours.com

[A Perfect 24 Hours in Palm Springs](#)

# Website

<https://visitpalmsprings.com>

<b>Analytics</b>	<b>July-June 2022-23</b>	<b>February 2023</b>	<b>February 2022</b>	<b>% change</b>
Sessions	1,047,283	152,462	138,610	+10%
Users	812,625	124,331	113,997	+9%
Page Views	2,507,364	261,224	247,708	+5%

## Visitor Guides & Visitor Information

### Visitor Guides

	<b>February 2023</b>	<b>February 2022</b>	<b>July-June 2022-23</b>
Distributed Hard Copy	4,736	1,500	30,850
Digital Page Views	21,834	26,439	115,080
Downloads	44	64	416

### Visitor Information Centers

Visitor Information Center

Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily

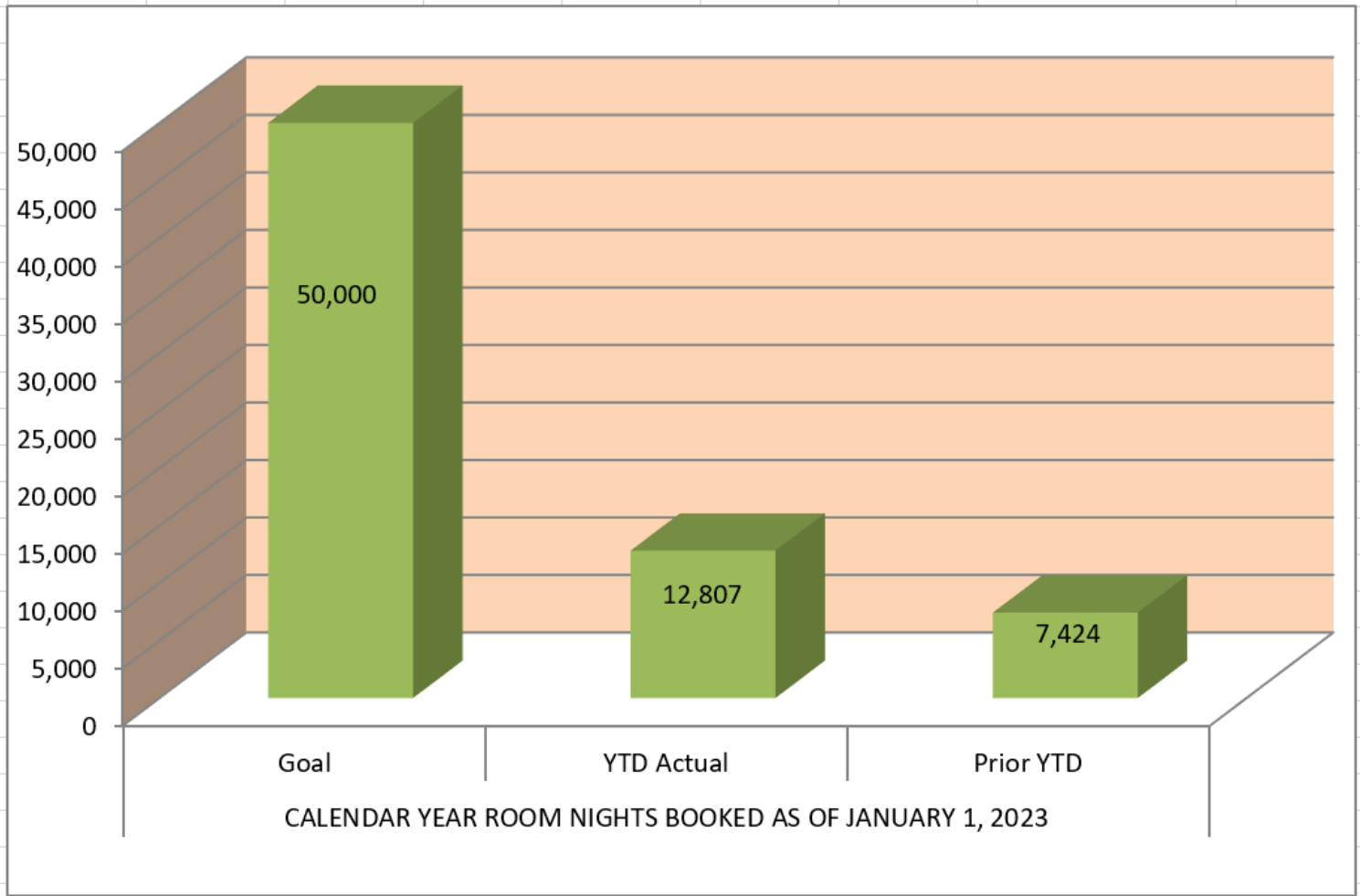
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

<b>Number of Visitors</b>	<b>February 2023</b>	<b>February 2022</b>	<b>July-June 2022-23</b>
Visitor Information Center	14,446	10,828	53,246
Welwood Murray Memorial Library	2,908	2,379	19,677
<b>Total</b>	<b>17,354</b>	<b>13,207</b>	<b>72,923</b>

## 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	7	12,474	16	12,807
Contracts Issued	8	12,000	24	18,935
Contracts awaiting signature	24	46,575		
Tentative events added	22	25,245	61	50,576



YTD Actual	PYTD Actual	Annual Goal	% of Goal
12,807	7,424	50,000	25.6%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
CA Mathematics Council – 65 <sup>th</sup> Annual Mathematics Conf.	11/7-9/2024	683	1,187
CA Mathematics Council – 66 <sup>th</sup> Annual Mathematics Conf.	11/6-9/2025	683	1,187
CUE 2025 Conference	3/17-22/2025	1,600	5,000
CUE 2026 Conference	3/16-21/2026	1,600	5,000

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2022 YTD Room Nights
8	12,000	24	18,935
# Contracts Awaiting Signature		Room Nights	
24		46,575	

	# Events	Room Nights
Lost Business	13	10,802

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
Acrobatic State Championship	4/2023	50	Guest Room Rates too High
International Council of Shopping Centers	9/2023	1,200	Selected San Diego; Preferred Dates not available in PS
El Pollo Loco GM Conference	10/2023	797	Hold Expired; No Response from Client
Portable Sanitation Association International	2/2024	540	Renaissance Hotel unavailable
Progress in Planning, Inc. Expo West 2024	4/2024	1,415	Availability of Hotel Room due to Concerts
Annual National Interdiction Conference	7/2024	2,260	Late Response to the lead from the Renaissance – PS was eliminated
Plumbing-Heating-Cooling Contractors CONNECT	9/2024	1,510	Client is concentrating on placing the 2024 meeting in the Midwest
ACOEP American College of Osteopathic Emergency Physicians	11/2024	1,520	Selected Houston; Preferred dates not Available but still being Considered for 2025 and/or 2026
Plumbing-Heating-Cooling Contractors CONNECT	9/2025	1,510	Client is concentrating on placing the 2025 meeting in the Midwest

Top Competitive Destinations - 2023	# of Groups
Austin	1 (Tie)
Indian Wells	1 (Tie)
Riverside	1 (Tie)
San Diego	1 (Tie)
Indian Wells	1 (Tie)
Houston	1 (Tie)

### Top Cancellation Reasons

PS Didn't Make Final Cut

Meeting Space Rates too High

Too Many Hotels required for Block

Tradeshows & Events attended	Date	Attendees
GM Meeting Zoom Call	2/1	Rob Hampton, Rick Leson
IAVM Executive Forum – Convention Centers Zoom Call	2/2	Rob Hampton
Main Street Zoom Call	2/7	Rick Leson
GM Meeting Zoom Call	2/8	Rob Hampton, Rick Leson
PSHA Board of Directors Meeting	2/9	Rob Hampton, Rick Leson
GM Meeting Zoom Call	2/15	Rob Hampton, Rick Leson
February 2023 HOPS Meeting	2/16	Rob Hampton, Rick Leson, Paula Helm, Shawn Sande, David LeRoy
Site of Drift Palm Springs	2/21	Rob Hampton, Rick Leson, Shawn Sande, David LeRoy
GM Meeting Zoom Call	2/22	Rob Hampton, Rick Leson
Meeting Today Zoom Call for 9/2023 Luncheon Sponsorship	2/28	Rick Leson
APEC Press Conference	2/28	Rob Hampton, Rick Leson, David LeRoy, Kristie Dore, Chauncey Rafferty

Site Inspections   Tentative	Tentative Date	Peak Rooms	Room Nights
Promega – ISHI 38 Conference	10/14-22/2027	513	2,420
Remington Hotels National Sales Meeting	3/29-4/6/2023	500	1,800

Planning Meetings   Definite	Date	Peak Rooms	Room Nights
Esri Planning Zoom Calls	Every Wed.	1,288	6,562

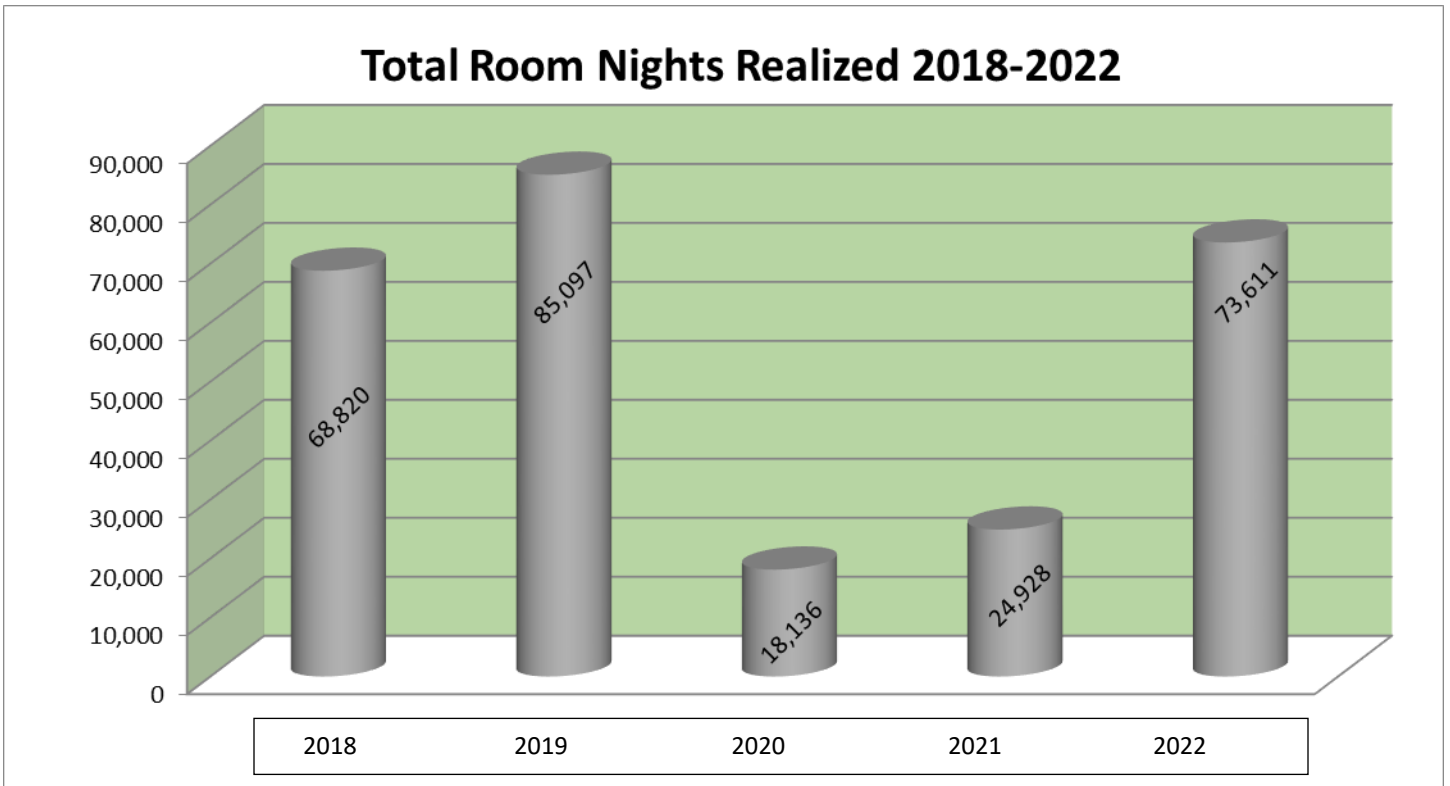
### Key Events Hosted in February, 2023

	Date
Varsity Spirit dba Spirit Sports	2/1-6
City of Palm Springs Supports FIND Food Distribution	2/2
Intersect Palm Springs Art Show	2/6-13
Palm Springs Sister Cities Welcomes San Miguel de Allende	2/7
National Gay Pilots Association	2/7-10
Copper River Enterprise Services APEC – SOM1	2/7-3/1
Guide Dogs of the Desert Graduation Ceremony	2/11
Dolphin Promotions Presents Palm Springs Modernism 2023	2/12-21
Modernism Week Vintage Car Show	2/20
McCormick's Palm Springs Collector Car Auctions	2/20-28

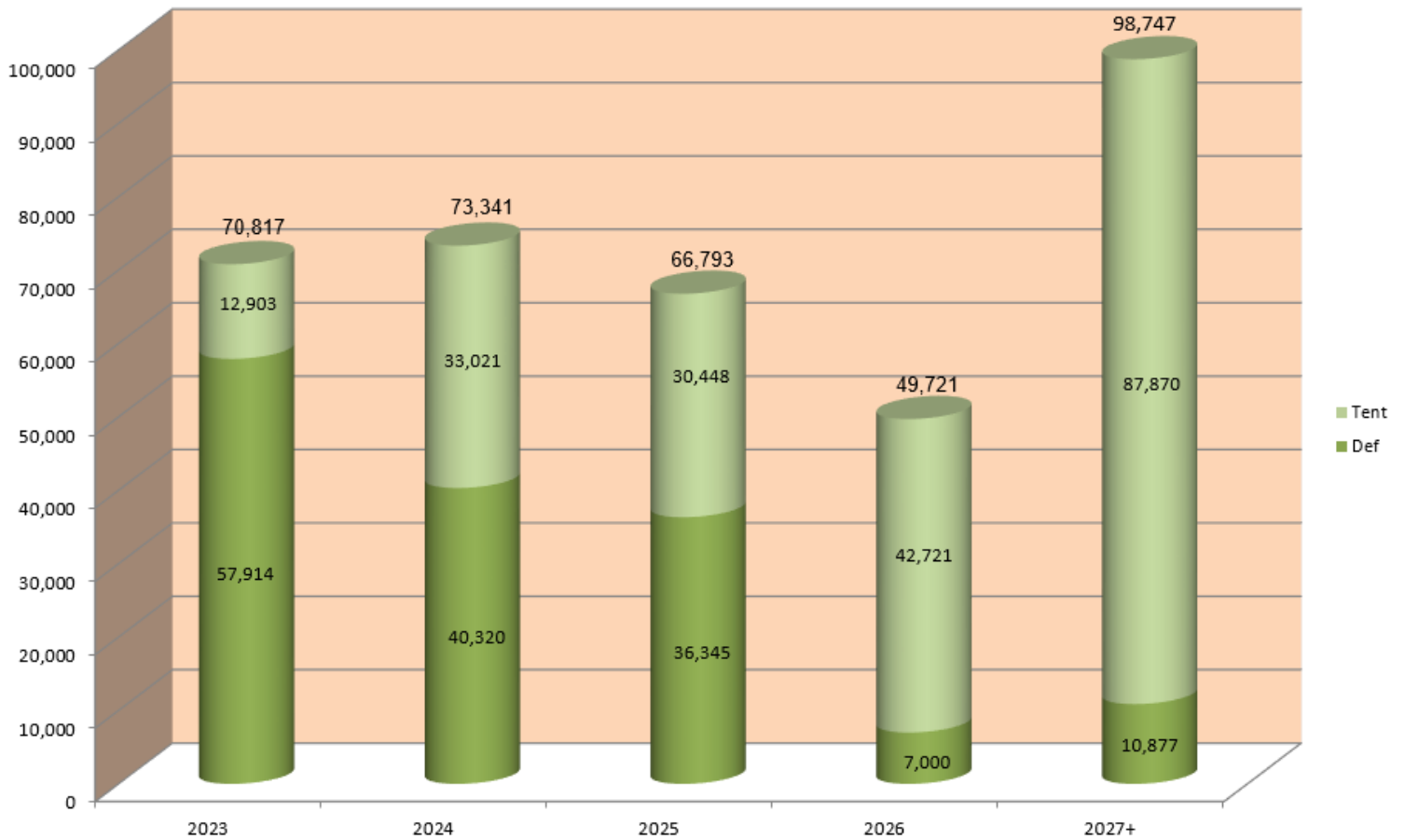
Palm Springs Convention Center  
**Pace Report - Calendar Year**  
**Definite & All Tentative Room Nights**

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	-	-	-	-	-	9,176	2,000	2,000	-
	<b>Total</b>	<b>4,610</b>	<b>2,730</b>	<b>-</b>	<b>150</b>	<b>3,721</b>	<b>12,216</b>	<b>5,980</b>	<b>2,000</b>	<b>-</b>
February	Definite	5,775	6,414	-	4,207	5,392	3,000	5,475	-	-
	All Tentative	-	-	-	-	-	1,940	3,833	5,445	15,400
	<b>Total</b>	<b>5,775</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>4,940</b>	<b>9,308</b>	<b>5,445</b>	<b>15,400</b>
March	Definite	13,392	8,492	500	13,992	16,918	15,699	14,637	5,000	5,000
	All Tentative	-	-	-	-	-	-	-	6,562	29,873
	<b>Total</b>	<b>13,392</b>	<b>8,492</b>	<b>500</b>	<b>13,992</b>	<b>16,918</b>	<b>15,699</b>	<b>14,637</b>	<b>11,562</b>	<b>34,873</b>
April	Definite	10,339	-	-	5,011	2,650	4,149	3,240	2,000	3,240
	All Tentative	-	-	-	-	3,567	-	3,238	-	12,925
	<b>Total</b>	<b>10,339</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>6,217</b>	<b>4,149</b>	<b>6,478</b>	<b>2,000</b>	<b>16,165</b>
May	Definite	10,196	-	35	9,964	7,533	3,650	-	-	-
	All Tentative	-	-	-	-	-	2,604	6,854	5,254	8,183
	<b>Total</b>	<b>10,196</b>	<b>-</b>	<b>35</b>	<b>9,964</b>	<b>7,533</b>	<b>6,254</b>	<b>6,854</b>	<b>5,254</b>	<b>8,183</b>
June	Definite	5,149	-	1,300	4,930	-	-	-	-	-
	All Tentative	-	-	-	-	4,110	4,000	-	-	-
	<b>Total</b>	<b>5,149</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,110</b>	<b>4,000</b>	<b>-</b>	<b>-</b>	<b>-</b>
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	-
	<b>Total</b>	<b>3,083</b>	<b>-</b>	<b>1,480</b>	<b>1,160</b>	<b>-</b>	<b>-</b>	<b>2,637</b>	<b>-</b>	<b>2,637</b>
August	Definite	6,864	-	5,934	8,000	1,116	-	-	-	-
	All Tentative	-	-	-	-	-	4,443	5,590	-	-
	<b>Total</b>	<b>6,864</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>1,116</b>	<b>4,443</b>	<b>5,590</b>	<b>-</b>	<b>-</b>
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	200	2,600	-	1,517	4,551
	<b>Total</b>	<b>6,585</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,902</b>	<b>2,600</b>	<b>-</b>	<b>1,517</b>	<b>4,551</b>
October	Definite	11,861	-	8,435	8,056	8,869	6,075	2,969	-	-
	All Tentative	-	-	-	-	526	1,517	7,233	8,559	8,138
	<b>Total</b>	<b>11,861</b>	<b>-</b>	<b>8,435</b>	<b>8,056</b>	<b>9,395</b>	<b>7,592</b>	<b>10,202</b>	<b>8,559</b>	<b>8,138</b>
November	Definite	5,873	500	5,287	9,101	4,793	4,707	3,407	-	-
	All Tentative	-	-	-	-	4,500	3,141	1,700	7,982	8,800
	<b>Total</b>	<b>5,873</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>9,293</b>	<b>7,848</b>	<b>5,107</b>	<b>7,982</b>	<b>8,800</b>
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	3,600	-	5,402	-
	<b>Total</b>	<b>1,370</b>	<b>-</b>	<b>440</b>	<b>4,109</b>	<b>3,220</b>	<b>3,600</b>	<b>-</b>	<b>5,402</b>	<b>-</b>
Definite		85,097	18,136	24,928	73,611	57,914	40,320	36,345	7,000	10,877
All Tentative		-	-	-	-	12,903	33,021	30,448	42,721	87,870
<b>Total</b>		<b>85,097</b>	<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>70,817</b>	<b>73,341</b>	<b>66,793</b>	<b>49,721</b>	<b>98,747</b>

## Total Room Nights Realized 2018-2022



## Total Tentative and Definite Bookings for Current and Future Years





### City Wide Events

■ Definite  
■ All Tentative

