

Palm Springs Bureau of Tourism // place else

Palm Springs Convention Center

Palm Springs
CALIFORNIA

Monthly Report May 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

	May	July – June
Total Impressions	5,258,404	37,878,467
Clicks to VisitPalmSprings.com	17,909	169,136
Video Views & Audio Ads	735,577	3,349,108

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

	May	July – June
Spots	1,199	24,837,339

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.

	May	July – June
Total Impressions	135,800	1,482,038
Clicks to VisitPalmSprings.com	10,505	117,125

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.

	May	July – June
Total Impressions	638,264	6,695,566
Clicks to VisitPalmSprings.com	516	6,869

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

	May	July – June
Total Impressions	319,609	3,334,011
Clicks to VisitPalmSprings.com	206	2,423

Digital Native Ads

Site Traffic + Engagement on Website Content (Blogs)

	May	July – June
Total Impressions	0	3,392,835
Clicks to VisitPalmSprings.com	0	3,076

Spotify

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

	May	July – June
Total Impressions	323,445	883,439
Clicks to VisitPalmSprings.com	206	437
Audio Ad Completions	307,937	843,348

Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots. Video completion rate = 74%

	May	July – June
Total Impressions	205,909	2,301,116
Clicks to VisitPalmSprings.com	131	2,936
Completed Video Views	152,284	1,578,061

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 = 98 %

	May	July – June
Completed Video Views	54,460	611,054

Native Advertising Platform

Digital ads delivered in the form of native content.

	May	July – June
Total Impressions	436,884	5,463,208
Clicks to VisitPalmSprings.com	1,597	17,994



SPONSORED CONTENT

ESCAPE TO PARADISE:
VACATION IN PALM
SPRINGS!

By Visit Palm Springs

➔

Top Performing Content Landing Page



Let's Get Fabulous With Drag Queens in Palm Springs!

BY VISIT PALM SPRINGS

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

The Empowering Impact of Palm Springs Drag Queens

Palm Springs is a city that prides itself on its welcoming attitude towards diversity. The community celebrates and embraces differences in people of all backgrounds and cultures, making it a destination for people from all over the world. And we love our drag queens!

Drag Now. Drag Forever.

Taking a stand against anti-drag bills and LGBTQ+ extremism and to support the historic form of artistic expression and advocacy, [Greater Palm Springs Pride](#) organizers also announced the Pride Week theme is "Drag Now, Drag Forever." Pride is November 9-11, 2023.

Travel Spike

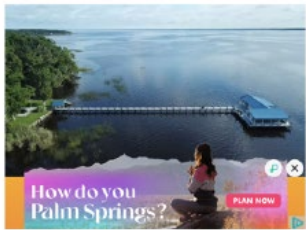
Travel Spike is the largest travel media platform in comScore Travel reaching over 100 million unique visitors. Offering a range of digital travel ad products including Contextual Content, Travel Deals, Native, Email, Mobile, Display and Video.

	May	July – June
Total Impressions	594,342	2,137,591
Clicks to VisitPalmSprings.com	1,055	3,676

☰ Southern Living SUBSCRIBE

6 Best Vacation Ideas For Large Families

By Skye Sherman | Updated on April 1, 2023



Travel is one of the best ways to make memories—memories made with your family are some of the most significant and long-lasting. But if you have a big

TRAVEL+LEISURE

TRIP IDEAS TRAVEL GUIDES WORLD'S BEST TIPS + PLANNING CRUISES TRAVEL PRODUCTS NEWS ABOUT US SUBSCRIBE

Here's Why You Should Visit Greater Palm Springs in 2023

By Patricia Doherty | Published on April 7, 2023



Palm Springs has attracted visitors since silent film stars and 1940s celebrities headed there.

Sojern

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

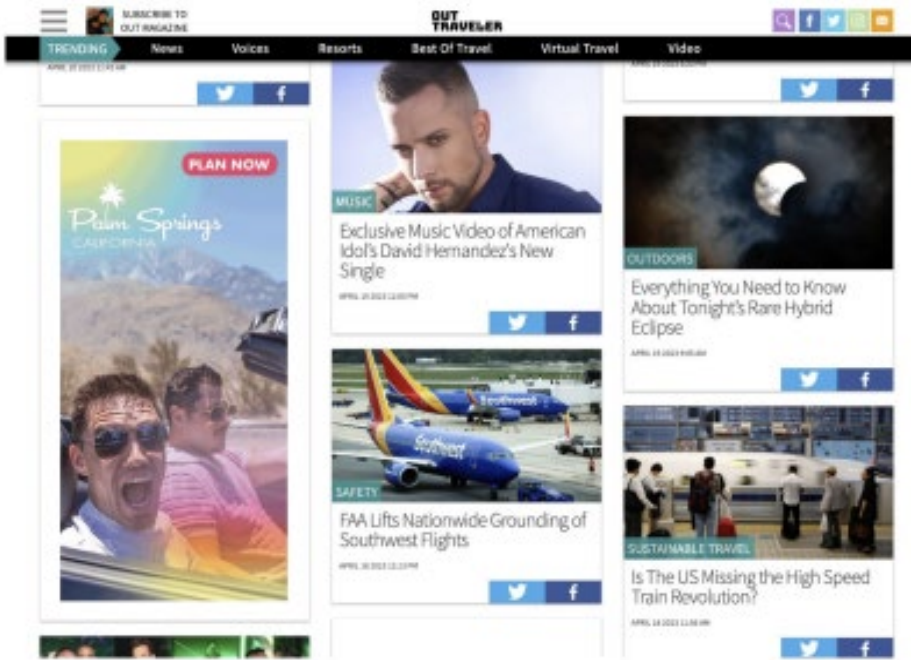
Video placement resulted in 285,932 video starts, 220,896 videos completed which is a video completion rate of 77.25 % in the month of May.

	May	July – June
Total Impressions	1,400,149	7,149,515
Clicks to VisitPalmSprings.com	1,310	7,724

Metrosource

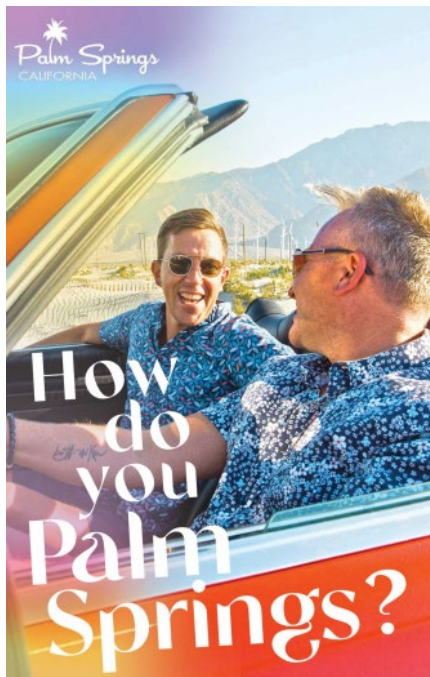
Metrosource is a media brand for the LGBTQ community that reaches audiences via a lifestyle magazine, website, email newsletter, podcast, events and social media channels.

	May	July – June
Total Impressions	1,204,002	2,007,394
Clicks to VisitPalmSprings.com	1,182	1,922

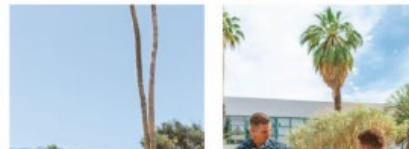


LA Blade & ION AZ

ION boasted a 37% open rate for their May e-newsletter and noted that the Palm Springs ad was the 4th most clicked ad.



It's time to plan your hot girl summer getaway to Palm Springs! Drag brunch, poolside cocktails, good eats and plenty of dancing to make memories with the besties. Gather your friends and plan your trip to Palm Springs today! How do you Palm Springs?



LA Blade E-newsletter deployed May 3, 2023.

Delivered: 19,336 subscribers

Opened: 4,493

Clicks: 187

Adara Advertising Platform

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

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

Adara Impact

Enriched Data - May

Pixel Group Name	Bookings	ADR	Total Estimated Nights	Total Revenue
VPS_LocalPush - Festivals	21	74.78	28	\$ 2,127.24
VPS_2022/23- Banners	107	261.73	256	\$ 67,006.76
VPS_2022/23- Spaceback	36	430.39	85	\$ 36,729.44
VPS_Centro_LGBT Banners 2022/23	14	147.41	28	\$ 4,193.32
VPS_Centro_Video-2022/23	43	449.75	71	\$ 31,984.69
VPS_Google	50	181.5	121	\$ 21,943.02
VPS_Metresource	149	125.48	277	\$ 34,802.47
VPS_Native_NativeArticle	21	209	57	\$ 11,890.69
VPS_Sojern	292	194.76	811	\$ 157,895.58
VPS_TravelSpike	14	298.65	50	\$ 14,867.28
TOTAL	747	237.345	1,784	\$ 383,440.49

Observed Data - May

Pixel Group Name	Bookings	ADR	Total Estimated Nights	Total Revenue
VPS_LocalPush - Festivals	3	74.78	4	\$ 299.12
VPS_2022/23- Banners	15	261.73	36	\$ 9,422.10
VPS_2022/23- Spaceback	5	430.39	12	\$ 5,164.68
VPS_Centro_LGBT Banners 2022/23	2	147.41	4	\$ 589.64
VPS_Centro_Video-2022/23	6	449.75	10	\$ 4,497.50
VPS_Google	7	181.50	17	\$ 3,085.50
VPS_Metresource	21	125.48	39	\$ 4,893.72
VPS_Native_NativeArticle	3	209.00	8	\$ 1,672.00
VPS_Sojern	41	194.76	114	\$ 22,202.35
VPS_TravelSpike	2	298.65	7	\$ 2,090.55
TOTAL	105	\$237.35	251	\$ 53,917.16

Sunset Magazine E-Blast

Delivered: 75,012

Opened: 41,347

Clicks: 1,201

Click Thru Rate: 55.12%



Sunset
This email is sponsored by Visit Palm Springs
Having trouble? [View in a Browser.](#)

Palm Springs
CALIFORNIA

Summer Deals are Here!

Experience the ultimate summer escape without breaking the bank in hip **Palm Springs**. As temperatures rise, prices plummet and the fun never ends. From trendy hotels and charming inns to poolside cocktail parties, fine dining, luxurious spas, exciting attractions, and vibrant nightlife, Palm Springs has it all.

Campaign for Local Push

Memorial Day local push included banner ads and a native story.

Banner Ad Results:

Delivered impressions: 175,418

Delivered clicks: 126

Click thru rate: 0.07%

Banner Creative



Native Story Results:

Impressions: 153,847

Clicks: 234

Click thru rate: 0.15%



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: 1,199

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				May, 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

Street Teams

Cat & Mouse represented Visit Palm Springs and two events in May to help push summer visitation and share the Summer Splash Pass promotion.

Mainopoly - Saturday, May 27

- The Visit Palm Springs street team visited Main Street in Santa Monica where the Mainopoly event took place. The Mainopoly event draws in a couple of hundred people and has local participating restaurants and vendors with live music in a relaxing outdoor setting. People attending this event are encouraged to walk around to visit the participating restaurants.
- Before the event started, people were eagerly waiting in line to participate in the Mainopoly event. Some of the people we talked to said that they have been to and/or are planning to go to Palm Springs for vacation so they were happy to hear that we were promoting the Palm Springs Summer Splash Pass savings.
- Since the Mainopoly event was taking place across several blocks, the team was easily able to spread out on several streets and talked to a bunch of people. The event comprised people from different ethnicities and ages, so the promotion engagement went well. Several people we talked to were so excited to learn about the Palm Springs Summer Splash Pass and said they will definitely use it for their upcoming vacation!



West Hollywood's Brunch Scene - Sunday, May 28

- The Visit Palm Springs team visited West Hollywood around Santa Monica Boulevard & Robertson Boulevard. There are a ton of restaurants, bars, and retail stores in this area. The team engaged people with cute Palm Springs materials - bags, sanitizers, palm tree pens, promo cards, doggie bowls, etc. The team was encouraging people to scan the QR codes, and talk about their Palm Springs past/future trips!
- People were walking around to go in and out of the restaurants. Quite a few of the people we engaged with have been to and or are planning to visit Palm Springs and were glad to hear about the chance to receive a discount using the Summer Splash Pass. The weather was not in the team's favor but the team did not give up on finding people who wanted free goodies, to chat with us, or to scan the QR codes.
- Overall, the team managed to have a solid number of positive interactions and distributed many of the branded bags, hand sanitizers, pens, and doggy bowls to very appreciative people.



UK Press Fam

May 14-19



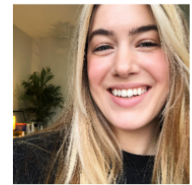
Lewis Corner, Editorial Director for Gay Times, the UK's leading LGBTQ+ publication that is read by millions of people around the world. They focus on unheard voices in the LGBTQ+ community and covers news, features, and essays.



Esohe Ebohon, Operations Manager for Glamour magazine UK. One of the leading women's luxury magazines featuring beauty, style, news, reviews, wellness and empowerment content for women resharing the world.



Kate Guest, Editorial Director for SUITCASE Magazine, an award-winning travel publication targeting urban professionals with a global mindset. Their goal is to give people the tools they need to change the way people travel and experience destinations. They are an amazing print/digital publication that is usually impossible to get on press trips!



Édaein O'Connell, an Irish freelancer, who is on assignment for IMAGE Magazine, Ireland's favorite source for the latest in lifestyle, business, culture, and fashion news. She also writes for Stylist, Metro, and the Irish Independent.

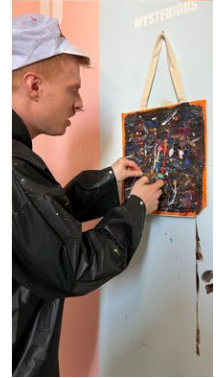


Andrew Shaw, Editorial/Features Director for Woman and Woman's Own Magazines, a weekly publication geared toward 40-plus women specializing in fashion, beauty, celebrity, and food



Freya Lord-Jones, Senior Account Manager from Finn Partners, our UK agency





IPW 2023

Kimber attended IPW in San Antonio. This is the largest most important tradeshow held in the US with scheduled appointments with top international and domestic leisure group tour operators and media. There were a total of 20 media appointments and 42 tour operator appointments. The tradeshow will take place in LA next year.



Evita Robinson /// Nomadness Travel Tribe

Hosted Evita Robinson, the Founder of Nomadness Travel Tribe, an organization geared toward helping BIPOC (Black, Indigenous, People of Color) and LGBTQ+ travelers discover safe/inclusive travel destinations. Somewhat of a “modern day” Green Book.

Kimber met with Evita in January at IMM in New York and pitched dozens of BIPOC + LGBTQ+ individuals and businesses in Palm Springs and she personally selected four individuals/businesses to feature for her first (of many) video series in:

- Bella da Ball at Fabulous Bingo at the Ace Hotel
- Agua Caliente Band of Cahuilla Indians /// Interview with Kate Anderson
- PSBS (Palm Springs Bottle Shop) inside Mojave Flea Trading Post /// Interview with co-owner Sierra Mitchell
- Superbloom /// Interview with co-owner Chris Ramirez

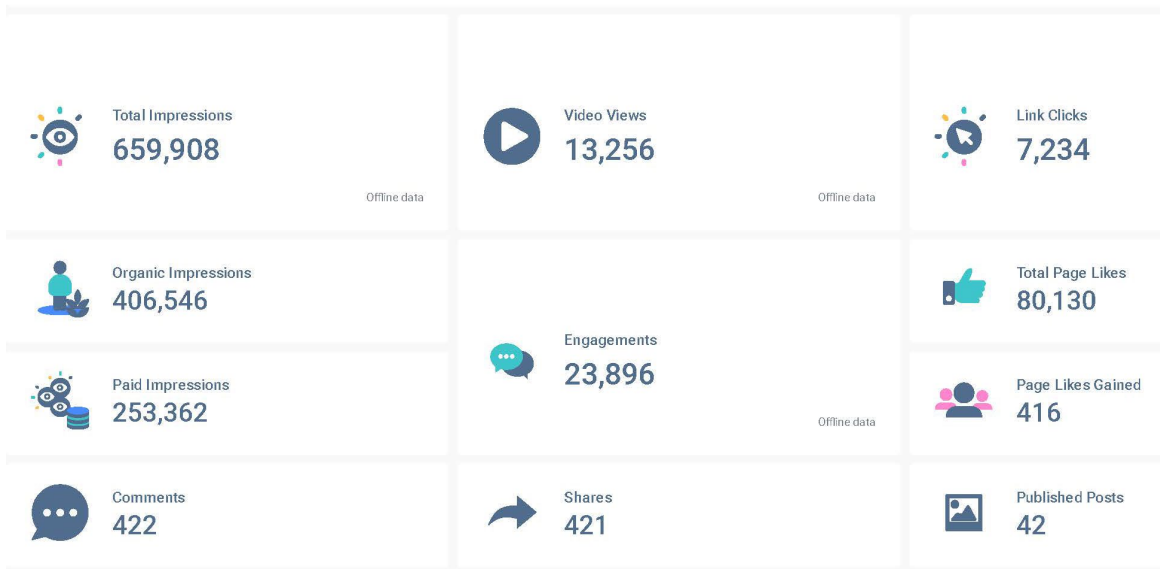
These video stories will be shared later this year with her robust network of social media followers (24K on Instagram), 32K email subscribers, and Nomadness Tribe members/followers (93K on Instagram). Most recently, the successful actress, Issa Rae, known for her work on the popular Max series *Insecure*, has signed on to partner as producer of Robinson’s videos.



Social Media

	May 2023	May 2022
Facebook page likes https://www.facebook.com/VisitPalmSprings	80,130	71,792
Instagram followers https://www.instagram.com/visitpalmsprings	138,173	124,926
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,270	1,952
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	16,972	4,853

Facebook Page Insights



Facebook Top Posts

Visit Palm Springs
Thu 5/25/2023 9:02 pm PDT

The best thing about a secret is spilling it. Today, speakeasy is essentially a bar meant to be shrouded in secrecy, often...

Shhh! Palm Springs Speakeasy Sce...

Impressions: 66,429

Visit Palm Springs
Wed 5/24/2023 12:38 pm PDT

casually drives by the Elvis 'Honeymoon Hideaway' - just Palm Springs things 🍷: @alec.leib










Impressions: 47,976

Visit Palm Springs
Mon 5/1/2023 12:01 pm PDT


Nothing like clearing your mind under the Palm Springs sky. ✨ 🍷: @stopforth

Impressions: 17,235

Instagram Insights

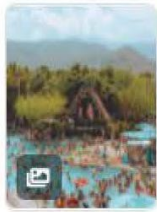

 <p>Total Impressions 1,338,356</p> <p><small>Offline data</small></p>	 <p>Video Views 257,839</p> <p><small>Offline data</small></p>	 <p>Story Link Clicks 246</p>
 <p>Saves 2,076</p>	 <p>Engagements 45,975</p> <p><small>Offline data</small></p>	 <p>Followers 138,173</p>
 <p>Shares 1,834</p>	 <p>Profile Actions 310</p>	 <p>Followers Gained 1,404</p>

Instagram Top Posts




visitpalmssprings
Thu 5/4/2023 8:28 am PDT

JUST ANNOUNCED! Get ready to splash into summer at Splash House 2023! 🌈🎉🎶:...


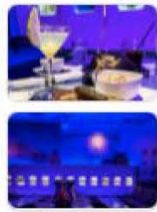
Impressions **46,345**

⋮ 📌 📩




visitpalmssprings
Fri 5/19/2023 10:50 am PDT

Get ready for takeoff at PS AIR BAR! Indulge in aviation-inspired cocktails and decor at this hidde...



Impressions **33,140**

⋮ 📌 📩



visitpalmssprings
Fri 5/5/2023 12:11 pm PDT

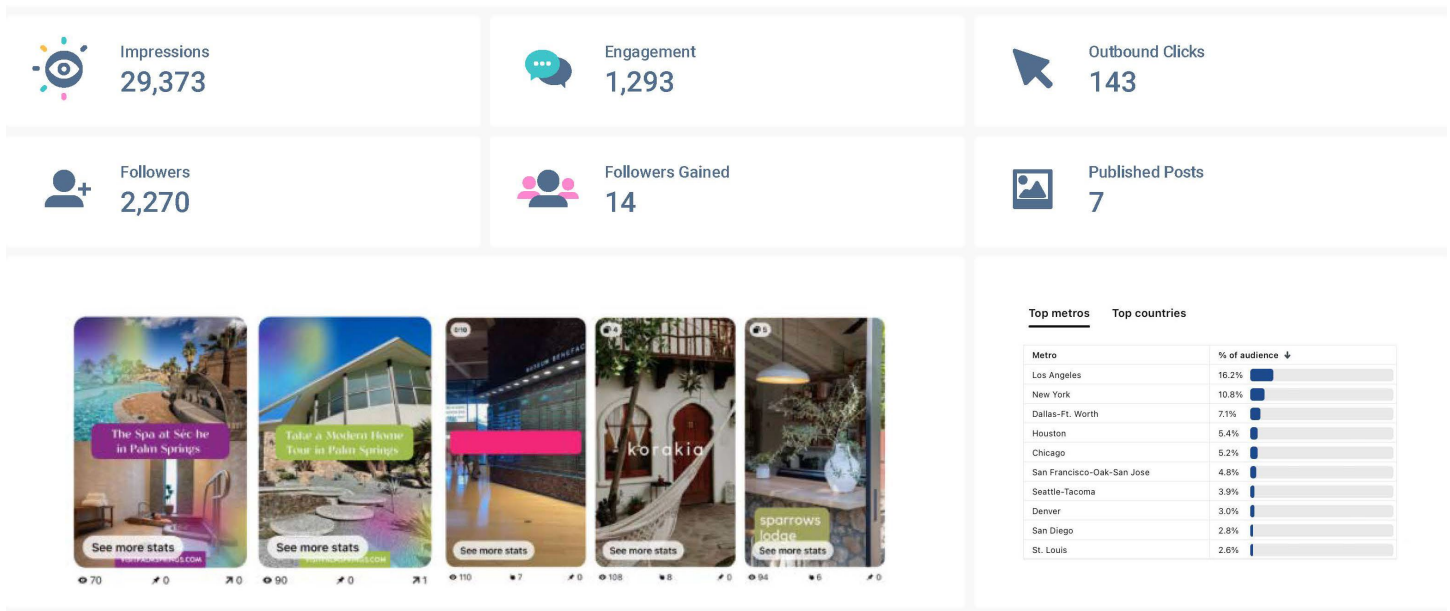
Feliz Cinco de Mayo! Don't know where to grab a margarita tonight? Here's a margarita round up just i...

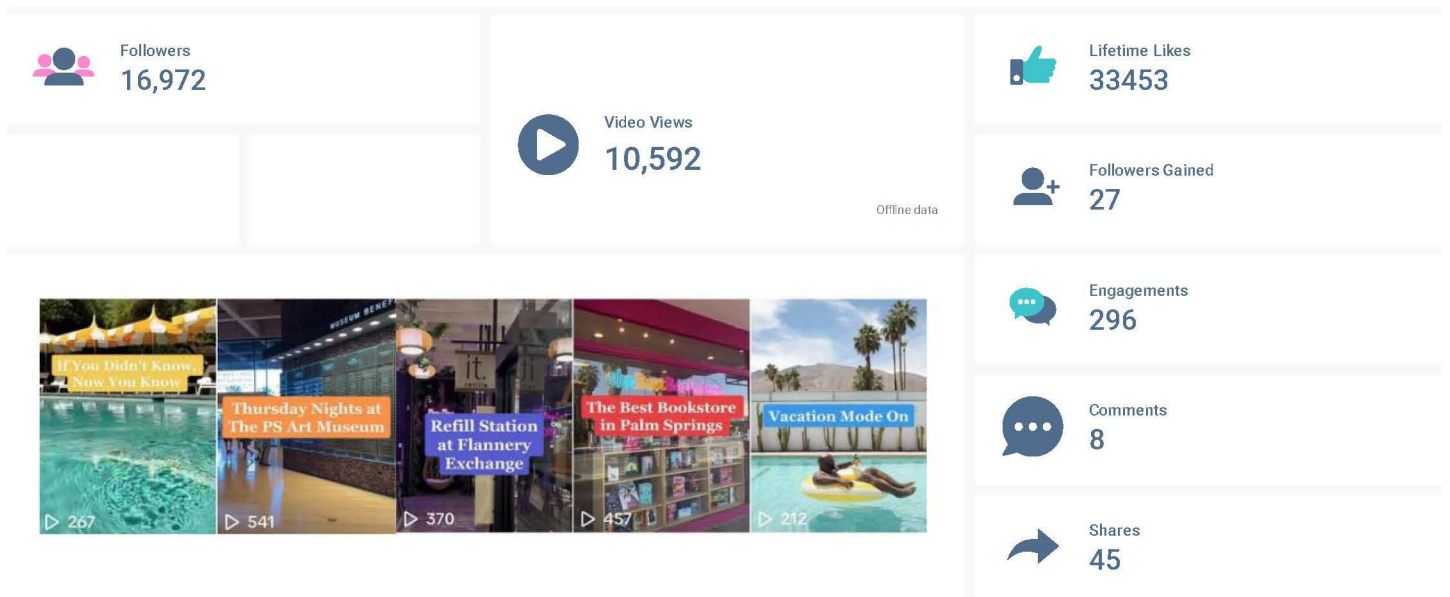
Impressions **32,174**

⋮ 📌 📩

Pinterest Highlights



TikTok Highlights



Sample Articles

Conde Nast Traveler

Writer Kelsy Chauvin did a series of Palm Springs article in May.

The Cover Articles is [“The Best Things to Do in Palm Springs”](#)

These are additional articles on various Palm Springs businesses.

Hermann Bungalows



Hermann Bungalows

The place for ultimate Palm Springs mid-century luxury, designed with the most sumptuous details and suited for the natural landscape—including prime poolside San Jacinto Mountain views.

May 8, 2023

Melvyn's



Melvyn's

You don't have to order a martini, but let's face it, if you don't, you may feel like you missed something.

May 4, 2023

Palm Springs Aerial Tramway



Palm Springs Aerial Tramway

Families, nature lovers, and anyone keen for a breathtaking vista across Coachella Valley will appreciate this easy journey from Palm Springs.

May 4, 2023

Palm Springs Art Museum



Palm Springs Art Museum

What began in 1938 as the modest Palm Springs Desert Museum is today one of California's best institutions for contemporary fine art, American Western art, Native American art, and natural science.

May 4, 2023

Travel + Leisure

Features the new Thompson Hotel

This New Hotel in Palm Springs Has Scenic Mountain Views, 2 Gorgeous Pools, and a 3,400-square-foot Wine Tasting Room.



RestaurantClicks.com

Palm Springs Brunch Guide: Where to Go This Weekend

From Our Blog

Save The Palm Springs Plaza Theatre



Save The Palm Springs Plaza Theatre

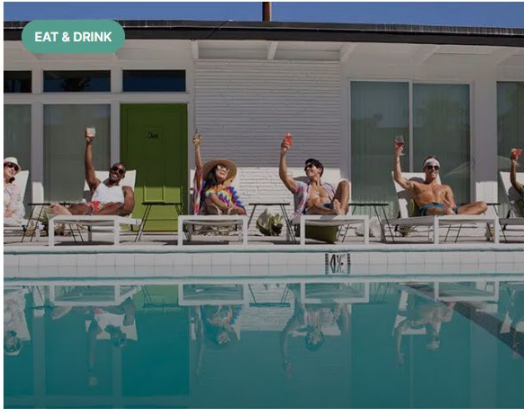
The Palm Springs Plaza Theatre has been a hub for entertainment in the Coachella Valley...

Father's Day in Palm Springs



Your Fun in the Sun Summer Guide to Palm Springs

The Spa at Sec-he



Your Fun in the Sun Summer Guide to Palm Springs



The Spa at Sec-he

Indian Canyons Trails Guide

Palm Springs Tours Guide

A Palm Springs Mother's Day



Indian Canyons Trails Guide



Palm Springs Tours Guide



A Palm Springs Mother's Day

Website

<https://visitpalmsprings.com>

Analytics	July-June 2022-23	May 2023	May 2022	% change
Sessions	1,452,574	115,409	101,051	+14%
Users	1,148,173	96,466	87,687	+10%
Page Views	3,133,372	176,510	170,142	+4%

Visitor Guides & Visitor Information

Visitor Guides

	July-June 2022-23	May 2023	May 2022
Distributed Hard Copy	44,501	4,182	4,148
Digital Page Views	165,656	11,501	11,164
Downloads	497	12	71

Visitor Information Centers

Visitor Information Center

Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily

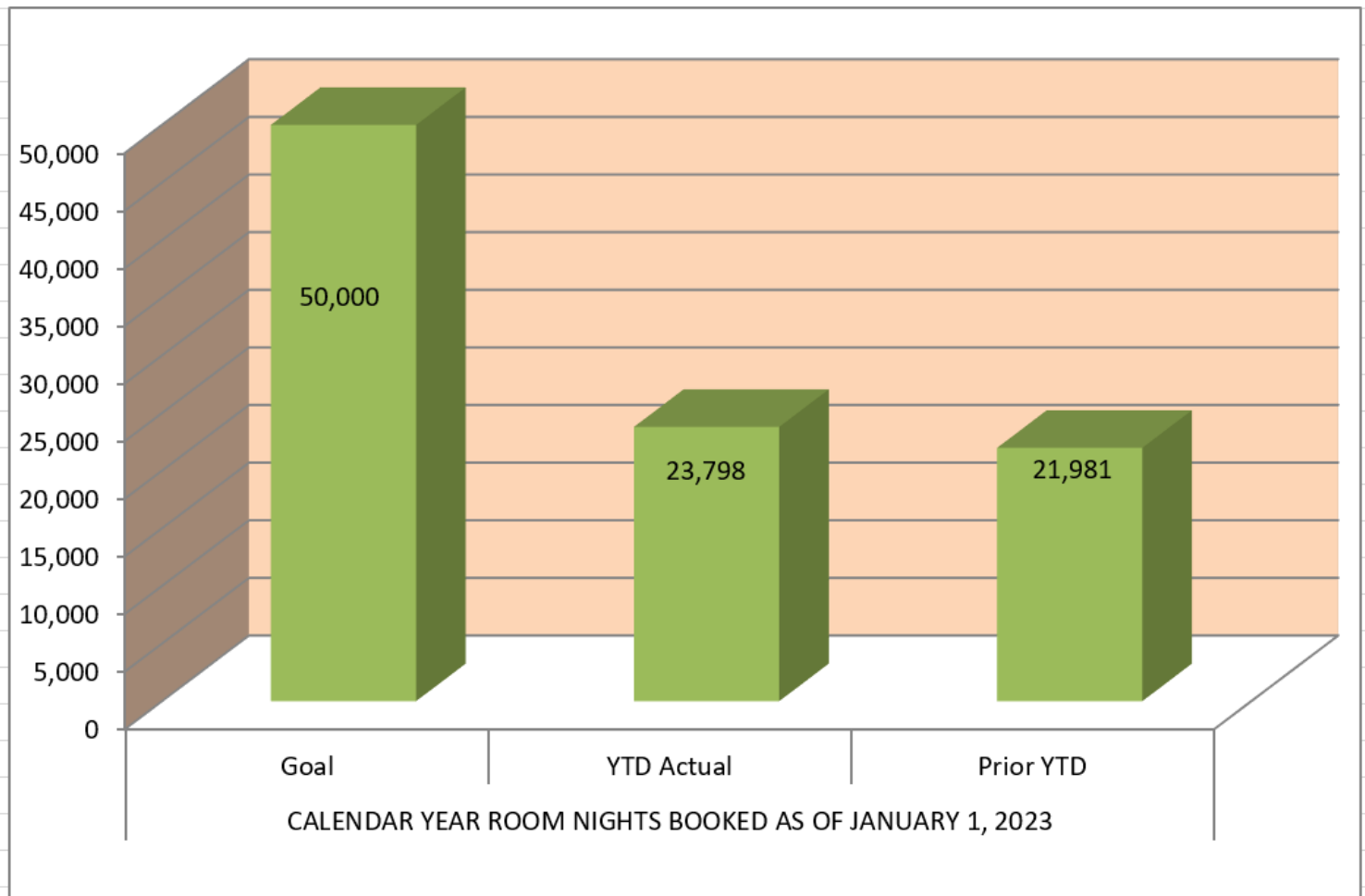
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	July-June 2022-23	May 2023	May 2022
Visitor Information Center	79,237	5,416	4,157
Welwood Murray Memorial Library	27,673	1,934	2,475
Total	106,910	7,350	6,632

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

May 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	3	0	38	23,798
Contracts Issued	11	4,700	51	41,821
Contracts awaiting signature	30	65,021		
Tentative events added	22	4,650	146	108,226



YTD Actual	PYTD Actual	Annual Goal	% of Goal
23,798	21,981	50,000	47.6%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
None Business & Leadership Conference			

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2022 YTD Room Nights
11	4,700	51	41,821

# Contracts Awaiting Signature	Room Nights
30	65,021

	# Events	Room Nights
Lost Business	13	13,204

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
Chick-fil-A Engage So Cal	8/2023	40	Hold Expired
Steve Chase Awards	2/2024	61	Selected JW Marriott PD for a more central location
International Assn. of Operative Millers – 2024	4/2024	1,375	Decided to stay in Salt Lake City where this was originally booked
American Advertising Federation National Conference	6/2024	1,200	Lack of Response to Lead – Renaissance
CA Society of Addiction Medicine	8/2024	1,295	Selected San Francisco – Too Hot in PS
American Academy of Ambulatory Care Nursing	5/2025	1,600	Selected San Diego – Assn. has a large # of military and they wanted San Diego
Biogas Americas 2025	5/2025	2,486	PSCC was too small for this event
American College of Osteopathic Emergency Physicians	10/2025	1,520	Selected Nashville – PS didn't make Final Cut; Considering PS for 2026
Libertarian Party National Convention 2026	7/2026	2,200	Guest Room Rates too High
CA School Nutrition Association 2026 Conference	11/2026	1,430	Preferred Dates not Available

Top Competitive Destinations - 2023	# of Groups
Indian Wells	2 (Tie)
San Diego	2 (Tie)
Riverside	1 (Tie)
Austin	1 (Tie)
Houston	1 (Tie)
Nashville	1 (Tie)
Palm Desert	1 (Tie)
San Francisco	1 (Tie)
Top Cancellation Reasons	
PS Didn't Make Final Cut	
Preferred Dates not Available	
Lack of Member Support	
Air Access	

Tradeshows & Events attended	Date	Attendees
Main Street Zoom Call	5/2	Rick Leson
GM Meeting Zoom Call	5/3	Rob Hampton, Rick Leson
Visit Greater PS Golf Tournament & Reception	5/4	Rob Hampton, Rick Leson, Kimber Foster, Kristie Dore
GM Meeting Zoom Call	5/10	Rob Hampton, Rick Leson
PS Pride Harvey Milk Breakfast	5/11	Rob Hampton, Rick Leson, Kimber Foster, Kristie Dore
PSHA Board of Directors Meeting	5/11	Rob Hampton, Rick Leson, Kimber Foster
ASM Global Venue-Marketing Meeting in Long Beach	5/15-17	Rick Leson
GM Meeting Zoom Call	5/17	Rob Hampton
May 2023 HOPS Meeting	5/18	Rob Hampton, Rick Leson, Paula Helm, Shawn Sande, David LeRoy
Thompson Hotel Sneak Peek	5/18	Rob Hampton, Rick Leson
PSHA Monthly Meeting	5/18	Rob Hampton, Rick Leson, Kimber Foster, Kristie Dore
Jerry Keller Walks of Stars Dedication	5/23	Rob Hampton, Kristie Dore
PS Resorts Meeting	5/23	Rob Hampton
GM Meeting Zoom Call	5/24	Rob Hampton, Rick Leson
Visit Greater PS Meetings Video Shoot	5/24	Rob Hampton, Rick Leson
GM Meeting Zoom Call	5/31	Rick Leson

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
CA Assn. of Directors of Activities	2/22-27/2027	1,300	4,500
VOS Events Cheerleading competition	12/15-17/2023	TBD	TBD
America Outdoors	12/8-12/2025	332	1,208

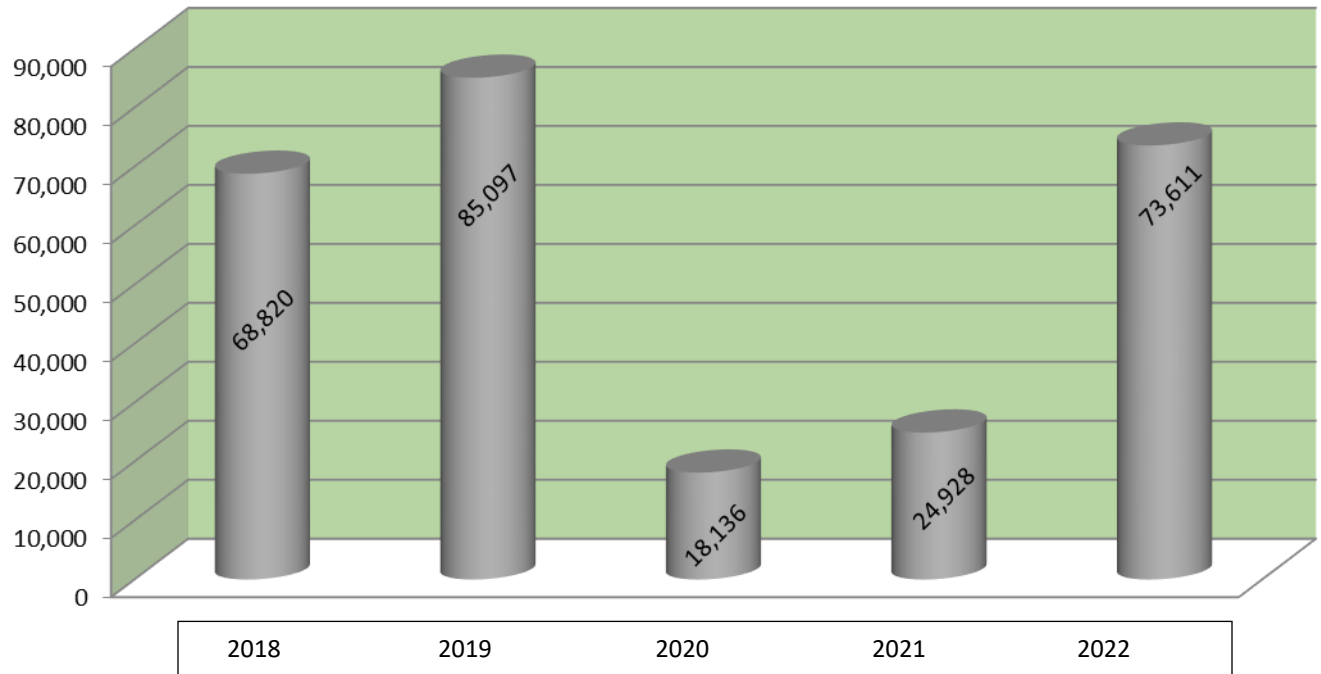
Planning Meetings Definite	Date	Peak Rooms	Room Nights
Meetings Today Magazine Client/Supplier Hosted Event	9/19/2023	0	0

Key Events Hosted in May, 2023		Date
City of Palm Springs Supports FIND Food Distribution		5/4
Play TCG! LLC – Battle Spirits Sage Grand Open		5/5-7
American Nephrology Nurses Association		5/5-10
White Party Global 2023		5/8-16
Greater PS Pride Harvey Milk Diversity Breakfast		5/10-11
Western Propane Gas Association		5/13-21
PS Unified School District 2023 WHOO Banquet		5/19
Riverside University Health System – Friday Night Live		5/20-21
Furniture First 2023 Annual Symposium		5/20-24
Riverside County Office of Education 2023 Graduation Ceremony		5/23

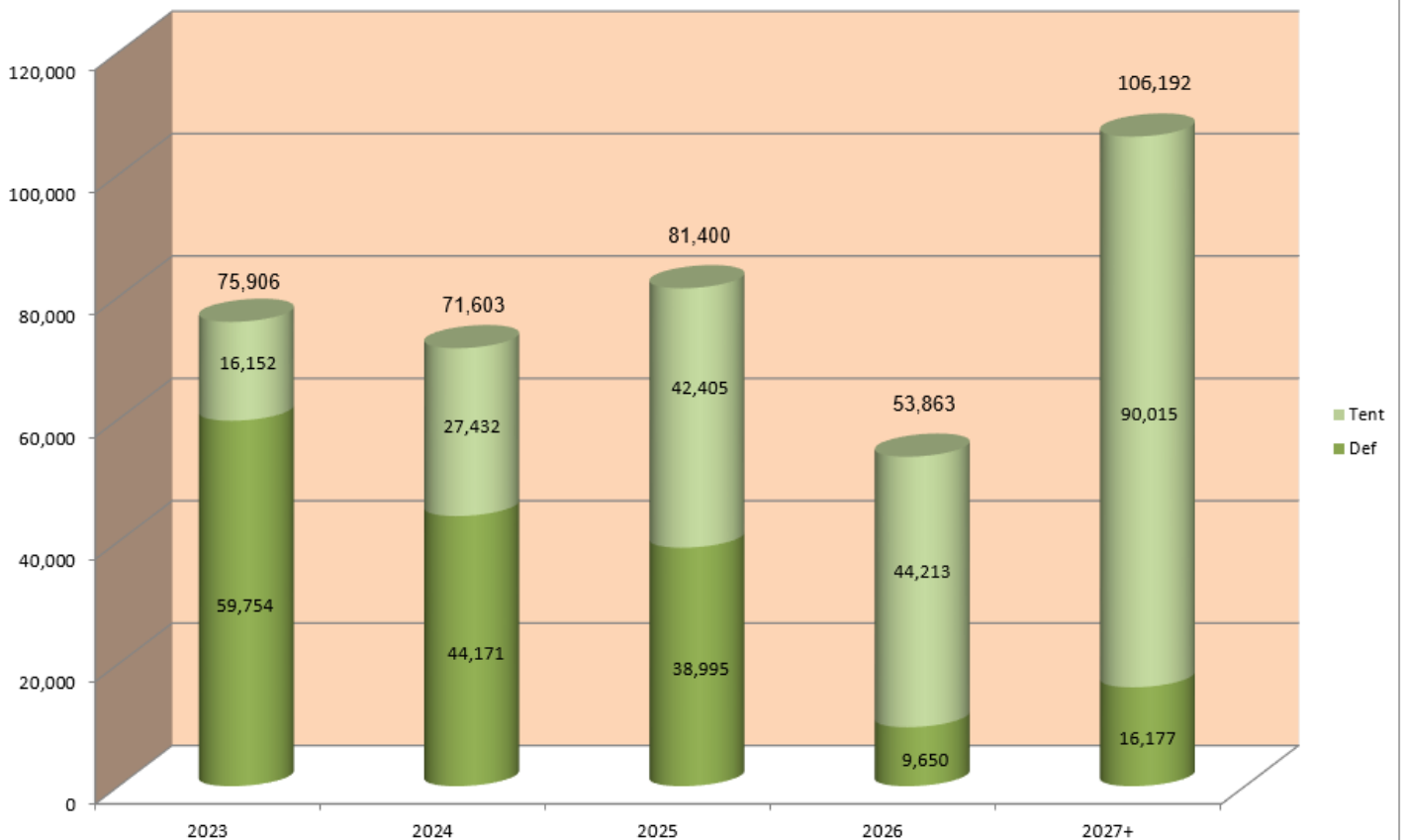
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

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	-	-	-	-	-	2,596	-	2,126	-
	Total	4,610	2,730	-	150	3,721	5,636	3,980	2,126	-
February	Definite	5,775	6,414	-	4,207	5,392	3,700	5,475	-	-
	All Tentative	-	-	-	-	-	1,879	4,504	8,535	15,400
	Total	5,775	6,414	-	4,207	5,392	5,579	9,979	8,535	15,400
March	Definite	13,392	8,492	500	13,992	16,918	15,699	14,637	5,000	5,000
	All Tentative	-	-	-	-	-	-	3,115	6,562	29,873
	Total	13,392	8,492	500	13,992	16,918	15,699	17,752	11,562	34,873
April	Definite	10,339	-	-	5,011	4,450	4,149	3,240	2,000	8,540
	All Tentative	-	-	-	-	-	30	7,518	-	7,625
	Total	10,339	-	-	5,011	4,450	4,179	10,758	2,000	16,165
May	Definite	10,196	-	35	9,964	7,573	3,650	2,650	2,650	-
	All Tentative	-	-	-	-	-	2,604	4,174	5,405	13,391
	Total	10,196	-	35	9,964	7,573	6,254	6,824	8,055	13,391
June	Definite	5,149	-	1,300	4,930	-	-	-	-	-
	All Tentative	-	-	-	-	4,000	4,000	2,756	-	-
	Total	5,149	-	1,300	4,930	4,000	4,000	2,756	-	-
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	600	-	-	2,237
	Total	3,083	-	1,480	1,160	-	600	2,637	-	4,874
August	Definite	6,864	-	5,934	8,000	1,116	3,151	-	-	-
	All Tentative	-	-	-	-	8,625	1,220	5,590	-	-
	Total	6,864	-	5,934	8,000	9,741	4,371	5,590	-	-
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	6,160	2,616	1,517	4,551
	Total	6,585	-	1,517	4,931	3,702	6,160	2,616	1,517	4,551
October	Definite	11,861	-	8,435	8,056	8,869	6,075	2,969	-	-
	All Tentative	-	-	-	-	526	1,517	8,084	8,114	8,138
	Total	11,861	-	8,435	8,056	9,395	7,592	11,053	8,114	8,138
November	Definite	5,873	500	5,287	9,101	4,793	4,707	3,407	-	-
	All Tentative	-	-	-	-	3,001	3,226	2,840	6,552	8,800
	Total	5,873	500	5,287	9,101	7,794	7,933	6,247	6,552	8,800
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	3,600	1,208	5,402	-
	Total	1,370	-	440	4,109	3,220	3,600	1,208	5,402	-
Definite		85,097	18,136	24,928	73,611	59,754	44,171	38,995	9,650	16,177
All Tentative		-	-	-	-	16,152	27,432	42,405	44,213	90,015
Total		85,097	18,136	24,928	73,611	75,906	71,603	81,400	53,863	106,192

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

