

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

**Palm Springs Convention Center**

**Monthly Report**

**June 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 Nativo, 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 Nativo platform, search as well as a new relationship with Metrosource.

#### **Total All Digital Ads**

	June	July – June
Total Impressions	5,520,634	43,399,101
Clicks to VisitPalmSprings.com	20,832	184,648
Video Views & Audio Ads	854,999	4,204,107

#### **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**

	June	July – June
Spots	8,314,509	33,151,848

#### **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.

	June	July – June
Total Impressions	126,873	1,608,911
Clicks to VisitPalmSprings.com	10,005	127,130

### 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.

	June	July – June
Total Impressions	567,468	7,263,034
Clicks to VisitPalmSprings.com	548	7,427

Content Story-An interactive content story launched in June:

<https://visitpalmsprings.com/howdoyoupalmsprings/>

	June	July – June
Total Impressions	311,307	311,307
Clicks to VisitPalmSprings.com	253	253

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

	June	July – June
Total Impressions	309,956	3,653,967
Clicks to VisitPalmSprings.com	191	2,614

### Digital Native Ads

Site Traffic + Engagement on Website Content (Blogs)

	June	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+.

	June	July – June
Total Impressions	309,089	1,192,528
Clicks to VisitPalmSprings.com	269	706
Audio Ad Completions	294,115	1,137,463

## Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.

Video completion rate = 74%

	June	July – June
Total Impressions	263,068	2,564,184
Clicks to VisitPalmSprings.com	167	3,103
Completed Video Views	193,689	1,771,750

## 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%

	June	July – June
Completed Video Views	167,391	778,445

## Native Advertising Platform

Digital ads delivered in the form of native content.

	June	July – June
Total Impressions	966,197	6,429,405
Clicks to VisitPalmSprings.com	3,199	21,193

### Top Performing Variation



**Sponsored Content**  
**Discover Your Next Adventure in Palm Springs**  
 Experience endless fun, adventure...  
 BY VISIT PALM SPRINGS

### Top Performing Content Landing Page

**Get Lost in Palm Springs' Endless Possibilities for Fun**  
 BY VISIT PALM SPRINGS

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

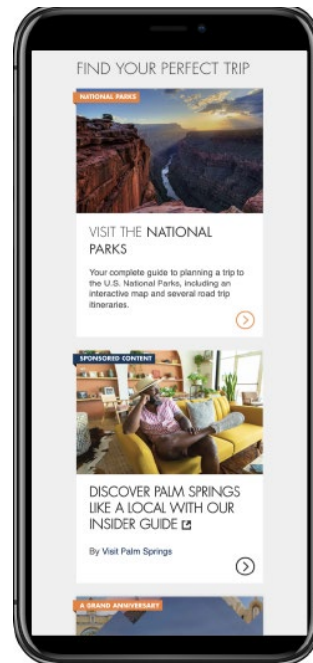
Palm Springs is the perfect place to soak up the sun and enjoy the great outdoors during the summer months. Whether you're looking for relaxation or adventure, there's something for everyone in this desert oasis.

**A Couples Retreat to Retro Palm Springs**



Watch on  

Here's a guide to help you make the most of your summer in the Desert Oasis.



### 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.

	June	July – June
Total Impressions	596,384	2,733,975
Clicks to VisitPalmSprings.com	1,450	5,126

### Sojern

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

Video placement resulted in 231,560 video starts, 199,804 videos completed which is a video completion rate of 86.29% in the month of June.

	June	July – June
Total Impressions	1,034,750	8,184,265
Clicks to VisitPalmSprings.com	1,122	8,846

### Journera

Audiences allow destination marketing organizations to target visitors using first-party booking data from the largest airline and hotel brands. Launched late June.

	June	July – June
Total Impressions	1,035,542	1,035,542
Clicks to VisitPalmSprings.com	2,102	2,102

### 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.

	June	July – June
Total Impressions	0	2,007,394
Clicks to VisitPalmSprings.com	0	1,922

### Adara Advertising Platform

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

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

\*November-January campaign only.

## San Diego Magazine E-Blast

Opens: 5,820  
 Unique Opens: 3,940  
 Open rate: 10.58%  
 Click-through rate: 10%  
 Total clicks: 517  
 Unique Clicks: 406



It's time to plan your family summer getaway to Palm Springs! Incredible experiences, poolside sun, good eats and plenty of fun to make memories with the family. Gather your crew and plan your trip to Palm Springs today! How do you Palm Springs?



**Get Deals and Special Offers**

Discover experiences and amazing Palm Springs stays. Start by saving on a hotel by booking early or planning a mid-week stay. And be sure to check out what's new in Palm Springs!

[VIEW SPECIAL DEALS HERE!](#)

**Palm Springs**  
 CALIFORNIA *"like no place else"*  
 VisitPalmSprings.com

## Sunset Magazine Social Posts

### SOCIAL - FACEBOOK - June 2023

**Sunset with Visit Palm Springs.**  
 Paid Partnership - June 12 at 2:26 PM

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.

Plan your summer getaway now!  
<https://tag.yieldoptimizer.com/ps/analytics?t=cl...>

**Sunset**  
 Best of life in the West since 1898. Subscribe to our newsletters: <https://www.sunset.c...>

Post Impressions <sup>i</sup>	Post reach <sup>i</sup>	Post Engagement <sup>i</sup>
<b>49,951</b>	<b>34,720</b>	<b>3,824</b>

#### Interactions <sup>i</sup>

2.5 K
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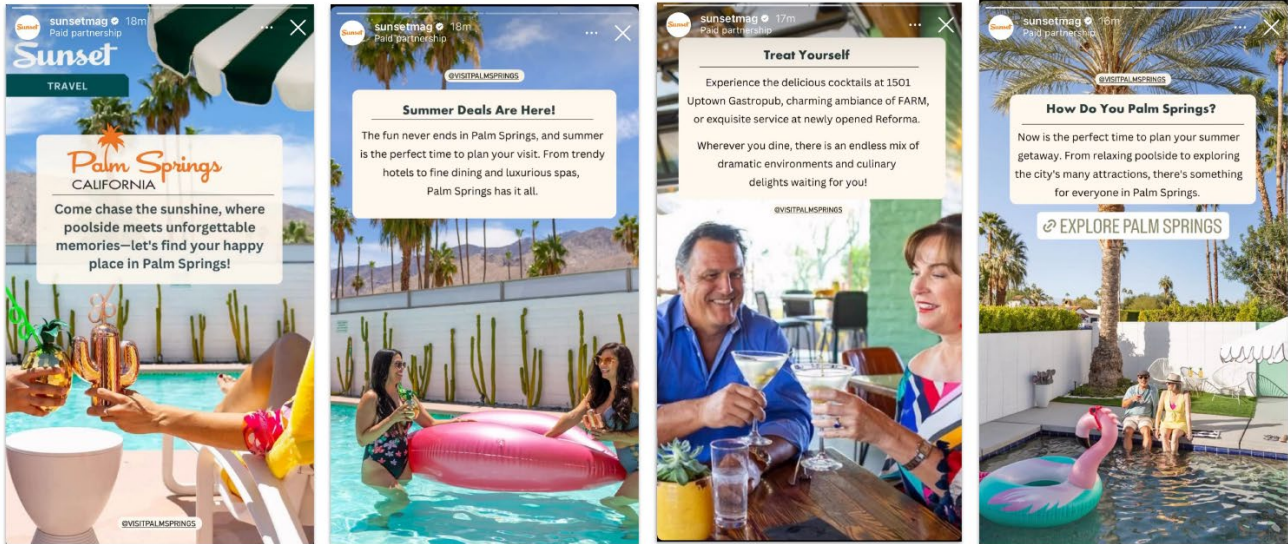
Person who thought VPS was in FL and was upset about the governor.

Reactions	2,599
Comments	55
Link Clicks	338
Shares	0
Other Clicks	832

Impressions	Engagements	Engagement Rate
49,951	3,824	7.66%



## SOCIAL - INSTAGRAM - June 2023



Impressions	Engagements	CTR
8,847	70	.79%

Sunset

### The Pride LA E-blast

- Total Recipients: 11,438
- Successful Deliveries: 11,232
- Recipients Who Opened: 2009 (18.5%) Total
- Opens: 2,871 Last Open Date: 7/11/23
- Recipients Who Clicked: 245 (0.8%)

## Campaign for Local Push



Father's Day and 4<sup>th</sup> of July local push included banner ads and a native story.

Delivered impressions: 348,434

Delivered clicks: 365

The Desert Sun deployed a dedicated Father's Day e-blast to locals promoting dining, shopping and activities.

Date: June 8, 2023

Audience: 21, 969

Views: 4,584

Clicks: 481

Re-blast to "un-opens" date: June 13, 2023

Views: 4,764

Clicks: 528



## Television

### Visit Greater Palm Springs Co-Op

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

#### June 2023

Cable TV: 1,973 spots

KTLA: 123 spots

Connected TV: 8,311,472 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: 949



# 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				June, 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	6,870
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	6,870
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	10,200
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	10,200
<b>BC Ferries</b>							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	6:16	196	5,880
<b>CA Welcome Centers</b>							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	3:32	153	4,590
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	4:32	106	3,180
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:02	104	3,120
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:32	159	4,770
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	4:02	119	3,570
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	7:09	67	2,010
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:02	143	4,290
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	3:17	164	4,920
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:33	82	2,460
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:32	159	4,770
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:02	95	2,850
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:26	99	2,970
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	4:02	126	3,780
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:32	93	2,790

# Street Teams

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

## West Hollywood Pride - Saturday, June 3

On Sunday, June 3, the Visit Palm Springs street team visited LA Pride in West Hollywood. The LA Pride is an annual event, which draws in thousands of people and features live music stages, pop-up vendor stands, giveaways, and restaurants. This was an open street event in an area with lots of restaurants and stores. The event was filled with people walking around in excitement to participate in the event activities. People were walking around to check out the live music entertainment, get cool swag, grab a few drinks, and dine at the surrounding restaurants. Quite a few of the people have already visited Palm Springs and were planning to go visit again so were happy to learn of the Summer Splash Pass discount.

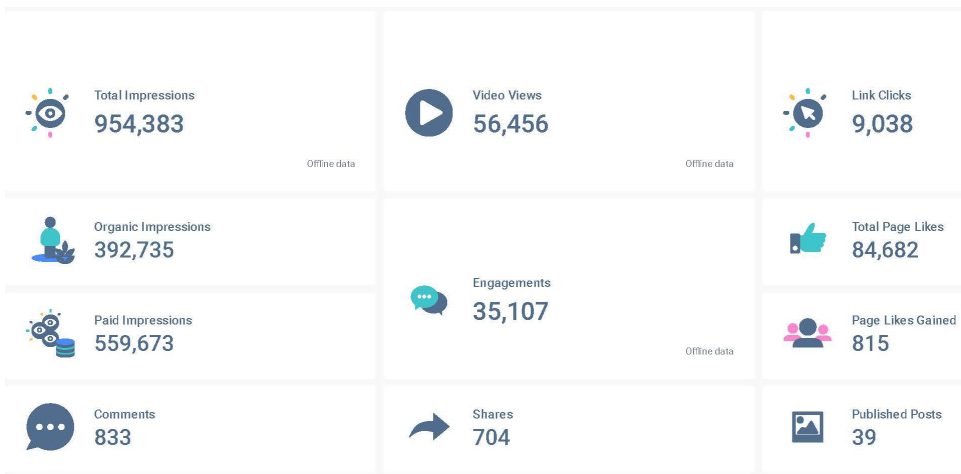
Since the event took place in an area consisting of several blocks, the team was easily able to spread out on different streets and walk around talking to many people. The event was comprised of people from different genders, ages, and races who mostly were happy to hear about our Summer Splash Pass promotion. Some people have not yet been to Palm Springs and were interested in visiting after hearing about our promotion.



# Social Media

	June 2023	June 2022
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	84,682	72,524
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	143,866	125,322
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,285	1,977
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	17,749	7,802


## Facebook Page Insights



## Facebook Top Posts

**Visit Palm Springs**  
Tue 6/27/2023 12:27 pm PDT


Welcome to the Hotel California Palm Springs...such a lovely place indeed! 😊  
👤: @xjenn3



Impressions: 54,417

**Visit Palm Springs**  
Sun 6/11/2023 8:51 am PDT

Strike a pose with #ForeverMarilyn and unleash your inner movie star! Glamour, laughter, and fabulous memories...




Impressions: 46,206

**Visit Palm Springs**  
Tue 6/13/2023 6:21 pm PDT











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

**Save The Palm Springs Plaza Theatre**



Impressions: 29,152


## Instagram Insights

 <p>Total Impressions <b>2,478,361</b></p> <p><small>Offline data</small></p>	 <p>Video Views <b>1,255,365</b></p> <p><small>Offline data</small></p>	 <p>Story Link Clicks <b>496</b></p> <p><small>Offline data</small></p>
 <p>Saves <b>14,537</b></p>	 <p>Engagements <b>153,276</b></p>	 <p>Followers <b>143,866</b></p> <p><small>Offline data</small></p>
 <p>Shares <b>31,851</b></p>	 <p>Profile Actions <b>938</b></p>	 <p>Followers Gained <b>5,771</b></p>
 <p>Comments <b>1,073</b></p>		

## Instagram Top Posts

**visitpalmssprings**  
Sat 6/3/2023 7:52 am PDT


Like living in a movie. May we all get lost in the cinematic charm of Palm Springs this summer. 🎬 🏠:...



Impressions: **119,559**

**visitpalmssprings**  
Thu 6/8/2023 10:48 am PDT


On today's Palm Springs forecast: 0% chance of June gloom. 🌞 🌧️: @taylor.g.simpson



Impressions: **30,631**

**visitpalmssprings**  
Thu 6/29/2023 11:11 am PDT

Sippin' on sunshine by the pool in Palm Springs. Vitamin D and good vibes only. 🌞 🏊: @laurenflowerz :...



Impressions: **30,606**

## Pinterest Highlights

 <p>Impressions <b>238,754</b></p>	 <p>Engagement <b>2,421</b></p>	 <p>Outbound Clicks <b>189</b></p>
 <p>Followers <b>2,285</b></p>	 <p>Followers Gained <b>16</b></p>	 <p>Published Posts <b>8</b></p>



### Top metros Top countries

Metro	% of audience
Los Angeles	19.6%
New York	17.6%
Dallas-Ft. Worth	8.6%
San Francisco-Oak-San Jose	6.4%
Phoenix (Prescott)	5.9%
Seattle-Tacoma	5.1%
Sacramento-Salt Lake City	4.8%
Salt Lake City	4.4%
Denver	3.5%
San Diego	2.9%

# TikTok Highlights

	<b>Followers</b> 17,749		<b>Video Views</b> 102,022		<b>Lifetime Likes</b> 35,268
				<b>Followers Gained</b> 777	
				<b>Engagements</b> 2,393	
				<b>Comments</b> 32	
				<b>Shares</b> 11	

**visitcalifornia**  
 VisitCalifornia · 6-23 Follow

Step into a Barbie Dreamhouse vibe at the Trixie Motel in Palm Springs, where every corner is delightfully pink. 🌸

• Trixie Motel in @Visit Greater Palm Springs, @Visit Palm Springs

#palmssprings #thingstodopalmssprings #hotelpalmssprings #trixie #trixiemotel #trixiemattel #pink #barbie #barbiemovie #motel #hotel #placestostay #hiddengems #social #california #visitcalifornia #fyp #beautifuldestinations

less

🎵 my old tape (vhs) - quinn\_

❤️ 1963 🗨️ 25 📌 333

<https://www.tiktok.com/@visitcalifornia/video/724801...> Copy link

Log in to comment

[Visit California post on Tik Tok](#) on June 23

# Sample Articles

NewsBreak

[Palm Springs Welcomes LGBTQ Visitors with Summer Deals](#) (hosted on LGBTQ FAM)

Palm Springs, CA

## Palm Springs welcomes LGBTQ+ visitors with summer deals

Ed Walsh · 1 day ago



Couple enjoy a quick dip in the cool waterfall pool at the end of the trail in Tahquitz Canyon. Photo by Ed Walsh

[Inside Frank Sinatra's Iconic House in Palm Springs](#) (House Tour) by Michael Stern (The Modern Tour)

Willamette Living Magazine

Travel Destinations



### "Wheels Up" To: Palm Springs

*"Girls Just Wanna Have Sun"*

Nestled in the heart of the California desert, Palm Springs is a popular vacation spot known for its hot springs, stunning views of the San Jacinto Mountains, and the midcentury retro vibes. If you're planning a trip to Palm Springs, here are a few suggestions to make the most of your visit.

**Take a ride on the Palm Springs Aerial Tramway**  
Hop aboard the world's largest rotating tramcar for a breathtaking 10-minute ride up the cliffs of Chino Canyon. Once you reach the top, enjoy stunning panoramic views of the valley below and take a hike through the surrounding mountains. There are also 52 miles of hiking trails to explore.

**Discover our midcentury modern architecture and design** which sets Palm Springs apart from any other destination. We have the largest concentration of midcentury architecture in the world. We celebrate it in October and February during Modernism Week. Discover it yourself on a bike ride through the many neighborhoods or book an architecture tour, like the [Mod Squad Tour](#).

**Explore the local art scene** Palm Springs is home to a thriving arts and culture community, with numerous galleries, museums, and outdoor installations to explore. Check out the [Palm Springs Art Museum](#) or take an art walk through the [Uptown Design District](#).

**If you like the outdoors** definitely explore [Indian Canyons](#), where you can hike, picnic, and see stunning desert landscapes. It's just minutes from downtown, but feels like you've been whisked away to a different place far away.

No matter what your interests, Palm Springs offers plenty of activities to keep you entertained. So why not plan your next getaway to this sunny oasis in the desert? Go to [VisitPalmSprings.com](#) and start planning today.

Photo courtesy of Randy Gamez, Visit Palm Springs

Fly From Eugene

Time Out

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



Photograph: Shutterstock.com

#### 4. Palm Springs Visitors Center

Even if you don't need any information from the official Palm Springs welcome center, this distinctive spot is worth a stop to admire its treasured architecture; the Space Age structure opened in 1965 as a gas station, but when the Albert Frey and Robson Chambers's retro design was slated for the wrecking ball in the '90s, it was saved and turned into a visitors' center. If you need some guidance, you can [book a tour of Palm Springs right here](#).

TheInfatuation.com

[The Best Places to Eat & Drink in Palm Springs](#)

BridgesAndBalloons.com

[24 Gorgeous Hip Hotels in Palm Springs](#)

VisitCalifornia

[https://www.instagram.com/p/CtH\\_FytrHiH/](https://www.instagram.com/p/CtH_FytrHiH/)



Coveteur.com

[A Guide to Hollywood's Playground, Palm Springs](#)

Solo Trips and Tips

[Things To Do in Palm Springs](#)

## From Our Blog



### [Palm Springs Day Trip Guide](#)

Sun-kissed Escapades: A Whirlwind Adventure in Palm Springs. Welcome to Palm Springs, where the sun-splashed...



### [Welcome to The Dinah Shore Estate](#)

432 Hermosa Nestled in the prestigious Old Las Palmas neighborhood, the Dinah Shore Palm Springs...



### [Palm Springs July 4th](#)

Summer is here and with it comes one of the most popular holidays: the Fourth...

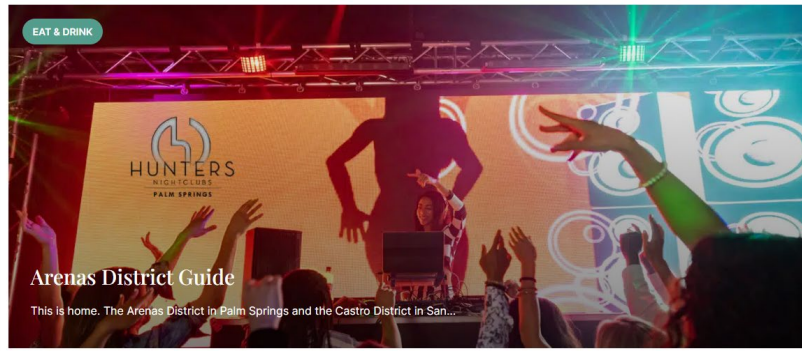
### [Palm Springs Day Trip Guide](#)

### [Welcome to The Dinah Shore Estate](#)

### [Palm Springs July 4th](#)

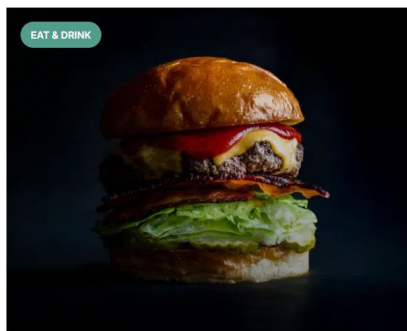
### [Spas to Find Serenity](#)

### [Arenas District Guide](#)

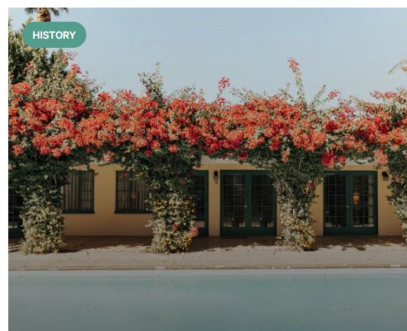


### [Palm Springs Late Night Dining](#)

### [Historic Palm Springs Hotels](#)



[Palm Springs Late Night Dining](#)



[Historic Palm Springs Hotels](#)

### [Live LGBTQ Entertainment in Palm Springs](#)



# LGBTQ Press Fam

In anticipation of a possible slower summer season, we hosted an LGBTQ FAM in June to help boost Palm Springs coverage and visitation.

Attendees:

Tim Cappelli - @tcappelli (165,000+ followers on Instagram)

Troy Masters, Publisher, LA Blade

John Sotomayor, Publisher, Embrace Magazine

Ed Walsh, Writer for Bay Area Reporter, Seattle Gay News, and NewsBreak





## Website

<https://visitpalm Springs.com>

Analytics	July-June 2022-23	June 2023	June 2022	% change
Sessions	1,563,298	110,724	86,126	+29%
Users	1,245,378	97,205	73,242	+33%
Page Views	3,300,327	166,955	146,242	+14%

## Visitor Guides & Visitor Information

### Visitor Guides

	July-June 2022-23	June 2023	June 2022
Distributed Hard Copy	49,079	4,450	4,105
Digital Page Views	172,918	7,262	13,175
Downloads	552	55	92

### Visitor Information Centers

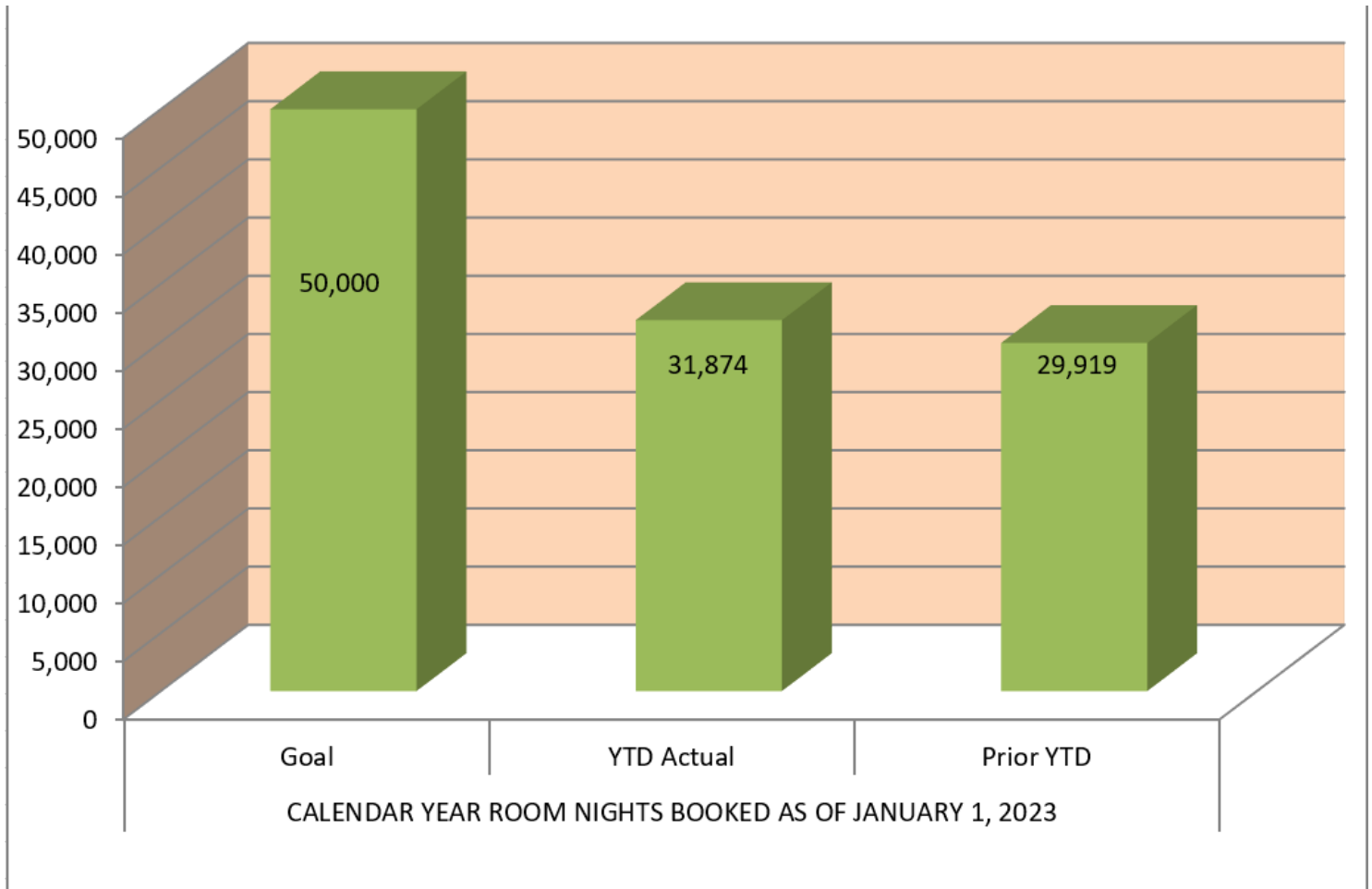
Visitor Information Center  
Welwood Murray Memorial Library

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	June 2023	June 2022
Visitor Information Center	83,256	4,019	3,160
Welwood Murray Memorial Library	29,523	1,850	1,927
<b>Total</b>	<b>112,779</b>	<b>5,869</b>	<b>5,087</b>

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

June 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	9	5,001	51	31,874
Contracts Issued	9	17,655	58	49,836
Contracts awaiting signature	28	68,035		
Tentative events added	13	1,483	159	109,709



YTD Actual	PYTD Actual	Annual Goal	% of Goal
31,874	29,919	50,000	63.7%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
McCormick's Palm Springs Exotic Car Auction 75	11/13-21/2023	156	500
Splash House June, 2023	6/6-12/2023	1,000	4,000
Velocity Dance Convention & Competition	11/16-19/2023	197	501

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2023 YTD Room Nights
9	17,655	58	49,836

# Contracts Awaiting Signature	Room Nights
28	68,035

Lost Business	# Events	Room Nights
	14	10,926

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
S365, Inc. – Farm Production and Conservation (FPAC) Communications Conference	8/2023	625	Meeting Space Rates too high – wanted comp and will not use rebates
It’s all Made Up, Inc. – Produce U Intensive	4/2024	30	Meeting Cancelled
National Prevention Network	8/2024	1,220	Selected Phoenix – no reason shared why PS was eliminated
Charter Schools Development Center 2024 Conference	11/2024	1,430	Selected Sacramento due to date availability – Looking at PS for 2025
National Funeral Directors & Morticians 2025 Annual National Convention & Expo	8/2025	2,060	Planner had concerns about airlift and summer temperatures
America Outdoors Conference & Outfitter Expo	12/2025	1,208	Meeting space rates too high
2026 Osteoarthritis Research Society International World Congress	5/2026	1,231	Executive Director want the meeting on the East Coast
US Association for Computational Mechanics	7/2027	2,237	Selected Boston; Concerns with Summer temperatures
Hospitality Performance Network RFP #93790 2027 Convention	8/2027	885	Sent to PSCC in error; Will not pay room rental

Top Competitive Destinations - 2023	# of Groups
Indian Wells	2 (Tie)
San Diego	2 (Tie)
Riverside	1 (Tie)
Austin	1 (Tie)
Boston	1 (Tie)
Houston	1 (Tie)
Nashville	1 (Tie)
Palm Desert	1 (Tie)
Phoenix	1 (Tie)
Riverside	1 (Tie)
Sacramento	1 (Tie)
San Francisco	1 (Tie)

### Top Cancellation Reasons

PS Didn't Make Final Cut

Meeting Space Rates too high (wanted complimentary)

Preferred Dates not Available

Lack of Member Support

Tradeshows & Events attended	Date	Attendees
Main Street Zoom Call	6/6	Rick Leson
GM Meeting Zoom Call	6/7	Rob Hampton, Rick Leson
PSHA Board of Directors Meeting	6/8	Rob Hampton, Rick Leson, Kimber Foster
CA MPI Sacramento Chapter Board Installation & Awards with Sales Calls with VGPS	6/8-9	Shawn Sande
GM Meeting Zoom Call	6/14	Rob Hampton
Business Review with PSCC and Renaissance PS	6/14	Rick Leson, Paula Helm, Shawn Sande, David LeRoy and REN Sales Managers
June HOPS Monthly Meeting	6/15	Rob Hampton, Rick Leson, Kimber Foster, Paula Helm. Shawn Sande, David Leroy
GM Meeting Zoom Call	6/21	Rob Hampton, Rick Leson
VGPS Meet & See Event at LaQuinta Brewing	6/27	David Leroy
GM Meeting Zoom Call	6/28	Rick Leson

Site Inspections   Tentative	Tentative Date	Peak Rooms	Room Nights
Siddhartha's Intent	12/8-21/2023	TBD	TBD
Riverside County Office of Education Winter Wonderland Event	12/2/2023	0	0
NMAC (National Minority AIDS Council) US Conference on HIV/AIDS	9/15-21/2024	1,100	3,460

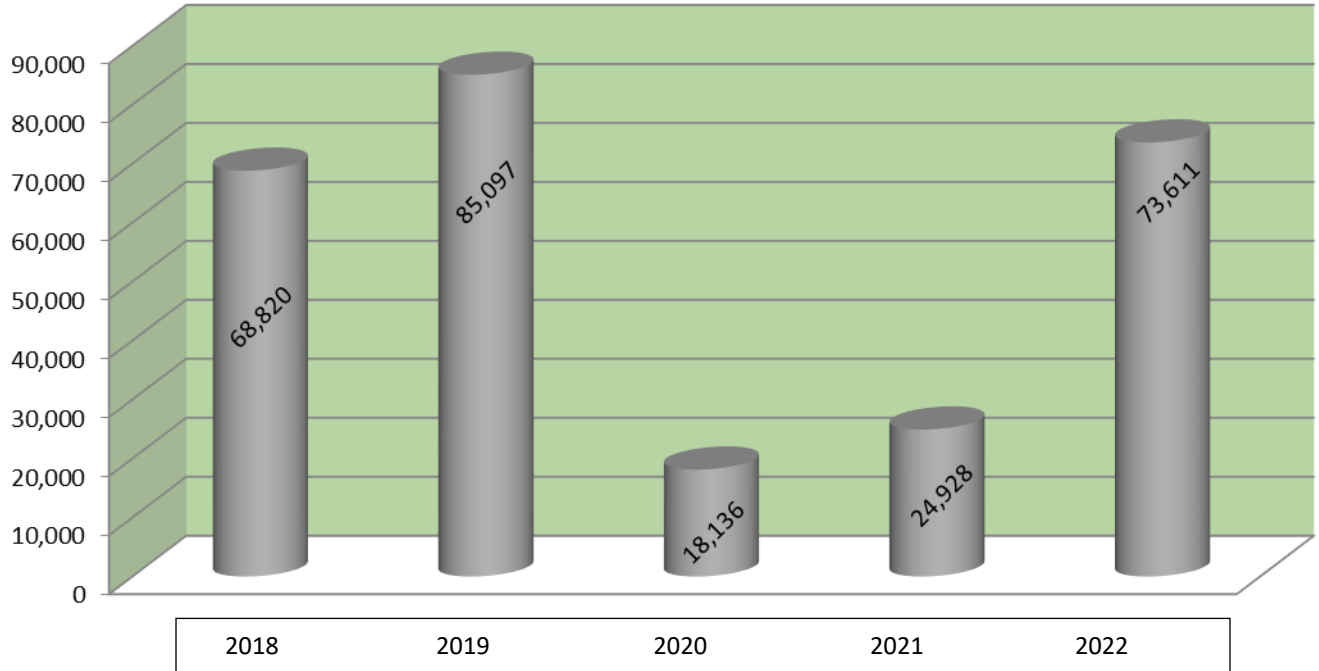
Planning Meetings   Definite	Date	Peak Rooms	Room Nights
CA Park and Recreation Society	2/25-3/2/2024	775	2,150

Key Events Hosted in June, 2023	
	Date
City of Palm Springs Supports FIND Food Distribution	6/1
City of Palm Springs Battalion Chief Testing and Fire Captain Testing	6/6-8
Goldenvoice Presents Splash House June, 2023	6/6-12
Porsche Club of America Presents the Porsche Parade	6/20-22
The Angelo Method Beyond Inflammation	6/21
PSCC hosts the NMAC (National Minority AIDS Council) Site Tour and Luncheon	6/26

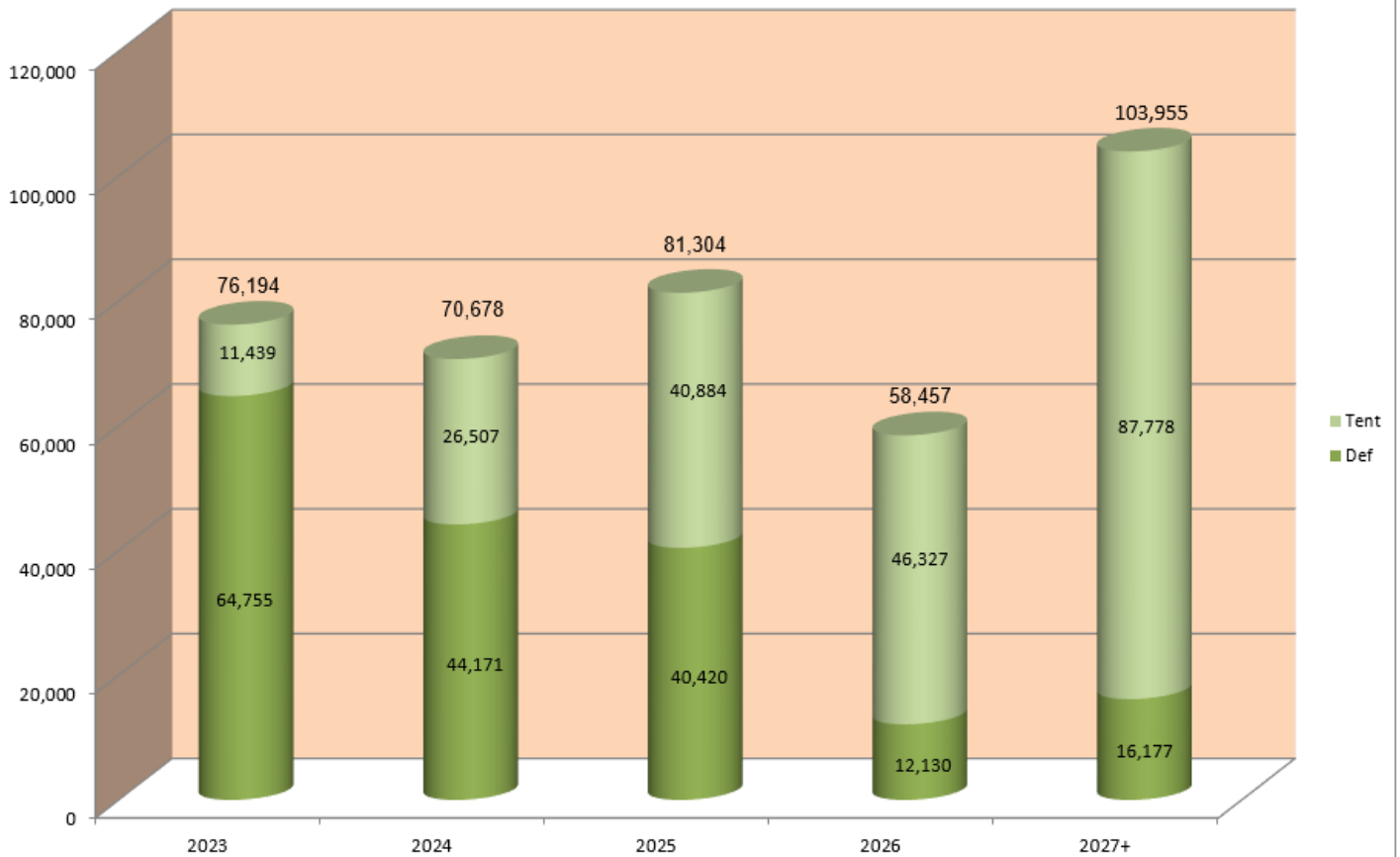
Palm Springs Convention Center  
**Pace Report - Calendar Year**  
**Definite & All Tentative Room Nights**

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	-
	<b>Total</b>	<b>4,610</b>	<b>2,730</b>	<b>-</b>	<b>150</b>	<b>3,721</b>	<b>5,636</b>	<b>3,980</b>	<b>2,126</b>	<b>-</b>
February	Definite	5,775	6,414	-	4,207	5,392	3,700	6,900	2,480	-
	All Tentative	-	-	-	-	-	1,879	3,079	6,055	15,400
	<b>Total</b>	<b>5,775</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>5,579</b>	<b>9,979</b>	<b>8,535</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	-	-	-	-	-	-	3,115	7,987	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>17,752</b>	<b>12,987</b>	<b>34,873</b>
April	Definite	10,339	-	-	5,011	4,450	4,149	3,240	2,000	8,540
	All Tentative	-	-	-	-	-	-	7,518	-	7,625
	<b>Total</b>	<b>10,339</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>4,450</b>	<b>4,149</b>	<b>10,758</b>	<b>2,000</b>	<b>16,165</b>
May	Definite	10,196	-	35	9,964	7,573	3,650	2,650	2,650	-
	All Tentative	-	-	-	-	-	2,604	6,871	4,174	13,391
	<b>Total</b>	<b>10,196</b>	<b>-</b>	<b>35</b>	<b>9,964</b>	<b>7,573</b>	<b>6,254</b>	<b>9,521</b>	<b>6,824</b>	<b>13,391</b>
June	Definite	5,149	-	1,300	4,930	4,000	-	-	-	-
	All Tentative	-	-	-	-	-	4,570	2,756	-	-
	<b>Total</b>	<b>5,149</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,000</b>	<b>4,570</b>	<b>2,756</b>	<b>-</b>	<b>-</b>
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	1,785	-	-	-
	<b>Total</b>	<b>3,083</b>	<b>-</b>	<b>1,480</b>	<b>1,160</b>	<b>-</b>	<b>1,785</b>	<b>2,637</b>	<b>-</b>	<b>2,637</b>
August	Definite	6,864	-	5,934	8,000	1,116	3,151	-	-	-
	All Tentative	-	-	-	-	8,913	-	3,530	-	-
	<b>Total</b>	<b>6,864</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>10,029</b>	<b>3,151</b>	<b>3,530</b>	<b>-</b>	<b>-</b>
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	6,160	1,740	6,117	4,551
	<b>Total</b>	<b>6,585</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,702</b>	<b>6,160</b>	<b>1,740</b>	<b>6,117</b>	<b>4,551</b>
October	Definite	11,861	-	8,435	8,056	8,869	6,075	2,969	-	-
	All Tentative	-	-	-	-	526	1,517	9,435	8,114	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>12,404</b>	<b>8,114</b>	<b>8,138</b>
November	Definite	5,873	500	5,287	9,101	5,794	4,707	3,407	-	-
	All Tentative	-	-	-	-	2,000	1,796	2,840	6,352	8,800
	<b>Total</b>	<b>5,873</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>7,794</b>	<b>6,503</b>	<b>6,247</b>	<b>6,352</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	64,755	44,171	40,420	12,130	16,177
All Tentative		-	-	-	-	11,439	26,507	40,884	46,327	87,778
<b>Total</b>		<b>85,097</b>	<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>76,194</b>	<b>70,678</b>	<b>81,304</b>	<b>58,457</b>	<b>103,955</b>

### Total Room Nights Realized 2018-2022



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



# City Wide Events

■ Definite  
■ All Tentative

