

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report
August 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 AdTheorent.

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

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 7,379,901 | 3,296,049 | 11,623,502 | 43,399,101 |
| Clicks to VisitPalmSprings.com | 12,945 | 12,940 | 28,448 | 184,648 |
| Video Views & Audio Ads | 270,371 | 253,628 | 478,028 | 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

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-------|-------------|-------------|-----------------------|----------------------|
| Spots | 8,317,828 | 8,265,409 | 16,636,169 | 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.

Digital Ad Results

Type & Platform

Search Digital Ads

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

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 115,510 | 142,550 | 243,811 | 1,608,911 |
| Clicks to VisitPalmSprings.com | 7,028 | 9,131 | 16,579 | 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.

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 670,740 | 592,095 | 679,320 | 7,263,034 |
| Clicks to VisitPalmSprings.com | 390 | 588 | 397 | 7,427 |

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

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 366,574 | 293,738 | 693,721 | 3,653,967 |
| Clicks to VisitPalmSprings.com | 279 | 260 | 587 | 2,614 |

Digital Video Ads

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

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 225,057 | 222,449 | 425,760 | 2,564,184 |
| Clicks to VisitPalmSprings.com | 79 | 194 | 147 | 3,103 |
| Completed Video Views | 158,444 | 152,798 | 289,028 | 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 = 99%

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-----------------------|-------------|-------------|-----------------------|----------------------|
| Completed Video Views | 111,927 | 71,704 | 189,000 | 778,445 |

Nativo Advertising Platform

Digital ads delivered in the form of native content.

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 526,322 | 263,514 | 1,078,006 | 6,429,405 |
| Clicks to VisitPalmSprings.com | 1,359 | 583 | 3,973 | 21,193 |

Journera

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

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 759,290 | 0 | 1,913,709 | 1,035,542 |
| Clicks to VisitPalmSprings.com | 1,598 | 0 | 4,230 | 2,102 |

*Launched in June 2023. It was not running in 2022.

AdTheorent

AdTheorent uses machine learning and data science to deliver real-world value for advertisers and marketers using rich media and display advertising. Launched late June.

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-------------------|-------------|-------------|-----------------------|----------------------|
| Total Impressions | 4,716,408 | 0 | 6,589,175 | 1,035,542 |
| Engagements | 406 | 0 | 729 | 2,102 |

*Launched in June 2023. It was not running in 2022.

Sunset Magazine E-Blast

Deployed on August 16, 2023

Total Delivered: 73,882

Total Opens: 35,067

Total Open Rate: 47.46%

Total Clicks: 1,806

Adara Impact

Enriched Data - August

| Pixel Group Name | Bookings | ADR | Total Estimated Nights | Total Revenue |
|---------------------------------|------------|------------------|------------------------|----------------------|
| VPS- Content Story 2023/24 | 181 | \$ 177.68 | 485 | \$ 86,235.29 |
| VPS- Nativo - Story | 16 | | 33 | |
| VPS- Nativo- Native | 7 | | 13 | |
| VPS-AdTheorent | 315 | \$ 142.17 | 702 | \$ 99,821.52 |
| VPS_ Journera | 39 | \$ 373.11 | 118 | \$ 44,152.33 |
| VPS_Bing | 7 | | 20 | |
| VPS_Centro_LGBT Banners 2022/23 | 28 | | 98 | |
| VPS_Centro_Video-2022/23 | 82 | \$ 128.66 | 178 | \$ 22,924.59 |
| VPS_Google | 44 | \$ 157.20 | 96 | \$ 15,145.99 |
| VPS_Nativo_NativeArticle | 8 | \$ 123.90 | 8 | \$ 1,022.01 |
| TOTAL | 727 | \$ 183.79 | 1,751 | \$ 269,301.73 |

Observed Data - August

| Pixel Group Name | Bookings | ADR | Total Estimated Nights | Total Revenue |
|------------------------------|------------|------------------|------------------------|---------------------|
| VPS- Content Story 2023/24 | 25 | \$ 177.68 | 67 | \$ 11,904.43 |
| VPS- Nativo - Story | 2 | | 4 | |
| VPS- Nativo- Native | 1 | | 2 | |
| VPS-AdTheorent | 43 | \$ 142.17 | 96 | \$ 13,647.88 |
| VPS_ Journera | 6 | \$ 373.11 | 18 | \$ 6,716.05 |
| VPS_Bing | 1 | | 3 | |
| VPS_Centro_LGBT Banners 2022 | 4 | | 14 | |
| VPS_Centro_Video-2022/23 | 12 | \$ 128.66 | 26 | \$ 3,345.07 |
| VPS_Google | 6 | \$ 157.20 | 13 | \$ 2,043.60 |
| VPS_Nativo_NativeArticle | 1 | \$ 123.90 | 1 | \$ 123.90 |
| TOTAL | 101 | \$ 183.79 | 244 | \$ 37,780.93 |

Television

Spectrum

Air Dates: August

Air Dates: August 1-31

Zones: Coastal OC, South Orange County, Westside/Beverly Hills

Top 5 Networks: CNN, Tru, History, Animal Planet, fyi

23 Total Networks

1,484 Commercial Airings

Visit Greater Palm Springs Co-Op

Cable TV: 1,954 spots / 55,147,000 impressions

KTLA: 129 spots / 64,950,000 impressions

CTV: 8,314,261 impressions

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 | | | | August, 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 | 5:52 | 229 | 7,099 |
| Bainbridge Terminal | 4:00 AM | 12:59 AM | 20:59 | 1259:00:00 | 5:52 | 229 | 7,099 |
| Seattle-Bremerton | 4:00 AM | 12:59 AM | 20:59 | 1259:00:00 | 3:20 | 340 | 10,540 |
| Bremerton Terminal | 4:00 AM | 12:59 AM | 20:59 | 1259:00:00 | 3:20 | 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 | 4:35 | 153 | 4,743 |
| Auburn | 9:00 AM | 5:00 PM | 8:00 | 480:00:00 | 5:35 | 106 | 3,286 |
| Barstow | 10:30 AM | 7:15 PM | 8:45 | 525:00:00 | 5:22 | 104 | 3,224 |
| Cabazon | 8:30 AM | 8:30 PM | 12:00 | 720:00:00 | 4:52 | 159 | 4,929 |
| El Dorado Hills | 9:00 AM | 5:00 PM | 8:00 | 480:00:00 | 5:05 | 119 | 3,689 |
| Gilroy | 9:30 AM | 5:30 PM | 8:00 | 480:00:00 | 8:12 | 67 | 2,077 |
| Los Angeles | 9:30 AM | 9:30 PM | 12:00 | 720:00:00 | 5:22 | 143 | 4,433 |
| Mammoth Lakes | 8:00 AM | 5:00 PM | 9:00 | 540:00:00 | 4:35 | 164 | 5,084 |
| Oceanside | 8:30 AM | 5:30 PM | 9:00 | 540:00:00 | 6:23 | 82 | 2,542 |
| Pismo Beach | 9:30 AM | 9:30 PM | 12:00 | 720:00:00 | 4:52 | 159 | 4,929 |
| San Clemente | 9:30 AM | 5:30 PM | 8:00 | 480:00:00 | 5:22 | 95 | 2,945 |
| San Francisco | 8:30 AM | 5:30 PM | 9:00 | 540:00:00 | 7:35 | 99 | 3,069 |
| Truckee | 8:30 AM | 5:00 PM | 8:30 | 510:00:00 | 5:45 | 126 | 3,906 |
| Yucca Valley | 9:30 AM | 4:30 PM | 7:00 | 420:00:00 | 4:52 | 93 | 2,883 |
| Santa Rosa | 9:30 AM | 2:30 PM | 5:00 | 300:00:00 | 3:24 | 88 | 2728 |
| Ukiah | 8:30 AM | 5:30 PM | 9:00 | 540:00:00 | 5:11 | 104 | 3224 |

Street Team Promos

Marina Del Rey Summer Concerts - August 19th

The Palm Springs street team visited the Marina Del Rey Summer Concert Series for their concert in the park. This concert drew in a fun, Gen X crowd, many of which said they love to vacation in Palm Springs. This is located next to the Marina, which drew in loads of people. Summer Splash cards, maps, palm tree pens and other promotional items were handed out.



Boy George/Culture Club - Hollywood Bowl - August 25th & 26th












The Visit Palm Springs street team attended the two-day Boy George and Culture Club concert at the Hollywood Bowl. The venue is known for hosting legendary artists and bands for decades. It's a nice setting where attendees are invited to sit and picnic, on the lawn, before the doors open. There were an array of vendors and merchandisers surrounding the area, for attendees to check out. The backpack tote was a crowd favorite, with it being clear, making it perfect for their carrying items for the Security Check.


















Social Media

| | August 2023 | August 2022 |
|---|-------------|-------------|
| Facebook page likes https://www.facebook.com/VisitPalmSprings | 85,894 | 74,696 |
| Instagram followers https://www.instagram.com/visitpalmsprings | 151,789 | 127,051 |
| Pinterest followers https://www.pinterest.com/visitpalmsprings | 2,321 | 2,024 |
| Tik Tok followers https://www.tiktok.com/@visit.palmsprings | 17,979 | 11,852 |











Facebook Page Insights

| | | |
|---|---|---|
|  Total Impressions 454,254 |  Video Views 7,996 |  Link Clicks 4,537 |
|  Organic Impressions 335,897 |  Engagements 20,099 |  Total Page Likes 85,894 |
|  Paid Impressions 116,854 |  Page Likes Gained 303 | |
|  Comments 328 |  Shares 396 |  Published Posts 27 |







Facebook Top Posts

| | | |
|--|---|---|
|  Visit Palm Springs Thu 8/3/2023 12:33 pm PDT If you're searching for an unforgettable Palm Springs day trip that will leave you breathless with adventure, look no...  Impressions 78,893 ...    |  Visit Palm Springs Tue 8/15/2023 11:41 am PDT When in doubt, go to the Palm Springs Art Museum 🎨  Impressions 26,031 ...    |  Visit Palm Springs Mon 8/7/2023 9:14 am PDT There's a new oasis in town! Introducing - Auric House! Just a short walk from Korakia Pensione and under the shade ...  Impressions 23,336 ...    |
|--|---|---|

Instagram Insights

| | | |
|--|---|--|
|  <p>Total Impressions 1,443,345</p> |  <p>Video Views 685,513</p> |  <p>Story Link Clicks 588</p> |
|  <p>Saves 8,405</p> |  <p>Engagements 105,238</p> |  <p>Followers 151,789</p> |
|  <p>Shares 14,221</p> | | |
|  <p>Comments 1,635</p> |  <p>Profile Actions 546</p> |  <p>Followers Gained 3,588</p> |

Instagram Top Posts

| | | |
|---|---|--|
|  <p>visitpalmssprings Mon 8/7/2023 8:11 am PDT</p> <p>There's a new oasis in town! Introducing - @aurichouse. Just a short walk from Korakia Pensione...</p>  <p>Impressions 39,809</p> |  <p>visitpalmssprings Mon 8/14/2023 12:25 pm P...</p> <p>Wishing we could order 150k balloons to celebrate all 150k of you! Thank you for 150k, from Vi...</p>  <p>Impressions 35,021</p> |  <p>visitpalmssprings Thu 8/17/2023 8:11 am PDT</p> <p>Whether you're looking for nightlife, culture, or simply a great place to explore, the Palm Spring...</p>  <p>Impressions 32,846</p> |
|---|---|--|

Pinterest Highlights

| | | |
|--|---|---|
|  <p>Impressions 123,276</p> |  <p>Engagement 2,080</p> |  <p>Outbound Clicks 452</p> |
|  <p>Followers 2,321</p> |  <p>Followers Gained 21</p> |  <p>Published Posts 4</p> |



TikTok Highlights

| | | |
|----------------------------|------------------------------|---------------------------------|
| Followers 17,979 | Video Views 44,724 | Lifetime Likes 36,779 |
| | | Followers Gained 33 |
| | | Engagements 470 |
| | | Impressions 46,859 |
| | | Shares 20 |
| | | Comments 5 |

Twitter Highlights

| | | | |
|-----------------------------|--|--|--|
| Impressions 8,641 | | | |
| Engagement 352 | | | |
| Link Clicks 129 | | | |

Social Media Paid Campaigns

Summer Deals Post

Impressions 60,035
Clicks 664

Plan Your Visit

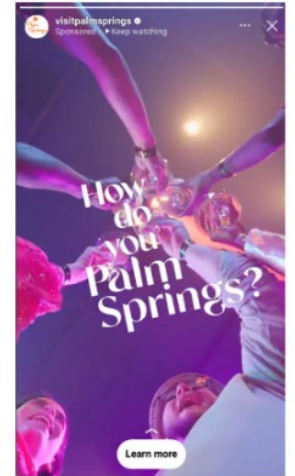
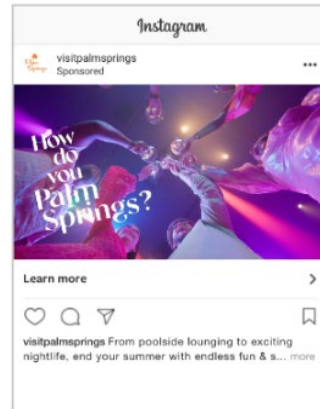
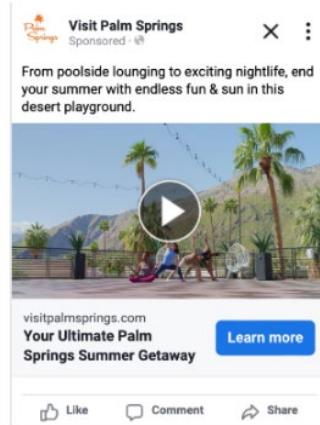
Impressions 58,466
Clicks 658

How Do You Palm Springs Video

Impressions 32,048
Video Views 702

Likes Campaign

Impressions 4,416
Likes 122



IG GIVEAWAY AUGUST 2023

Visit Palm Springs

SAN DIEGO

Instagram Grid

15,646
Impressions

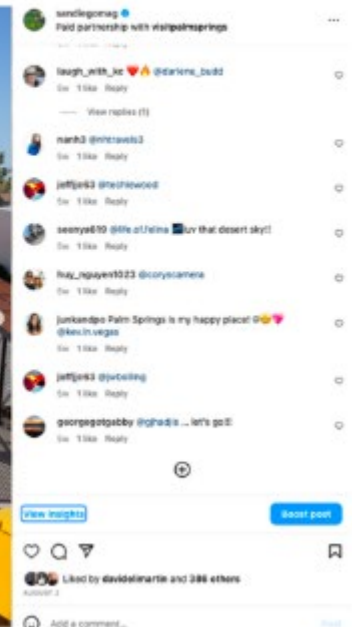
11,892
Accounts Reached

1,146
Comments

387
Likes

16
Saves

16
Shares



Sample Articles

Suitcase

[A Hedonistic Guide To Palm Springs – America’s Rule-Breaking Desert Town \(hosted\)](#)



TravellnUSA.us

[Visit Palm Springs, a Charming Oasis in the California Desert](#)



FamilyDestinationGuide.com

[25 Best Things to Do in Palm Springs, CA — Top Activities & Places to Go!](#)

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

Treksplor.com [Best Time to Visit Palm Springs](#)

ThrillingTravel.com [Best Things to do in Palm Springs](#)

BoBoAndChiChi.com [25 Best Things to do in Palm Springs](#)

25 BEST THINGS TO DO IN PALM SPRINGS, CALIFORNIA



OutClique [Experience a Spooktacular Halloween on Arenas Road in Palm Springs](#)

Randy wrote and submitted this content.



Photo Courtesy of Hocker Productions

Experience a Spooktacular Halloween on Arenas Road in Palm Springs

DestinationCheckOff.com

[Day trip to Palm Springs: Complete one day Itinerary](#)



Day trip to Palm Springs: Complete one day Itinerary (2023)

LazyTrips.com

[Road Trips from Las Vegas to Palm Springs](#)

lazytips ▾



Road Trip from Las Vegas to Palm Springs

TravellersWorldwide.com

[The 8 Best Places to Visit in the US during Winter \(Listed #3\)](#)

From Our Blog



Best Places to Find Art-inspired Gifts

Discover the Perfect Palm Springs Art Gifts for Art Enthusiasts By Barbara Beckley It's no...



A Food Lover's Guide to Palm Springs

By Kevin Perry When silver screen stars from the Golden Age of Hollywood escaped the...



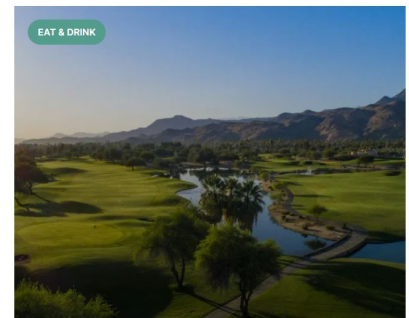
A Guide to Palm Springs Art Galleries

By Barbara Beckley Love art? Break out of the norm and head to Palm Springs....



Barbie's Palm Springs Pink Weekend

By Randy Garner Barbie, the iconic fashionista, embarked on an exciting adventure in Palm Springs....



Palm Springs Golf Guide



Website

<https://visitpalm Springs.com>

| Analytics | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|------------|-------------|-------------|-----------------------|----------------------|
| Sessions | 90,053 | 99,316 | 179,329 | 1,563,298 |
| Users | 75,126 | 89,509 | 153,627 | 1,245,378 |
| Page Views | 136,713 | 153,790 | 292,561 | 3,300,327 |

Visitor Guides & Visitor Information

Visitor Guides

| | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-----------------------|-------------|-------------|-----------------------|----------------------|
| Distributed Hard Copy | 4,446 | 3,515 | 8,685 | 49,079 |
| Digital Page Views | 2,229 | 11,683 | 7,014 | 172,918 |
| Downloads | 21 | 17 | 54 | 552 |

Visitor Information Centers

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

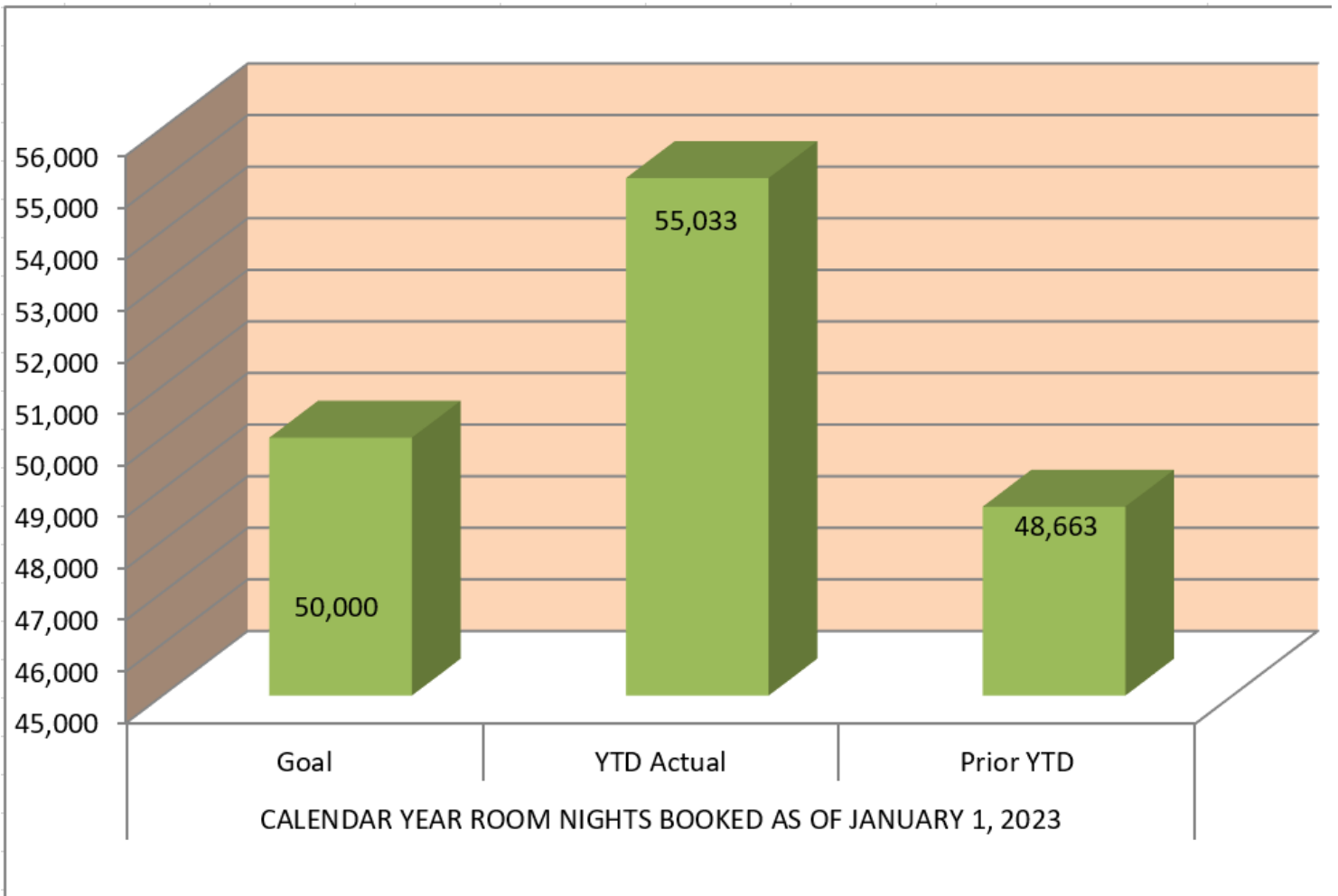
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

| Number of Visitors | August 2023 | August 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|---------------------------------|--------------|--------------|-----------------------|----------------------|
| Visitor Information Center | 3,121 | 3,415 | 6,397 | 83,256 |
| Welwood Murray Memorial Library | 1,602 | 1,764 | 3,246 | 29,523 |
| Total | 4,723 | 5,179 | 9,643 | 112,779 |

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

| August 2023 Convention Sales | Month # | Month Room Nights | YTD # | YTD Room Nights |
|------------------------------|---------|-------------------|-------|-----------------|
| Definite Contracted Groups | 6 | 6,285 | 65 | 55,033 |
| Contracts Issued | 9 | 6,354 | 68 | 54,760 |
| Contracts awaiting signature | 24 | 47,826 | | |
| Tentative events added | 23 | 21,686 | 195 | 134,965 |



| YTD Actual | PYTD Actual | Annual Goal | % of Goal |
|------------|-------------|-------------|-----------|
| 55,033 | 48,663 | 50,000 | 110.0% |

| Definite Contracted Room Night Producing Groups | Date | Peak Rooms | Room Nights |
|--|---------------|------------|-------------|
| Victory Outreach International – 2023 UWIM and G Girls Meeting | 10/1-5/2023 | 120 | 370 |
| 2025 International Jeweller’s Organization Semi-Annual Buying Show | 2/27-3/5/2025 | 775 | 3,115 |
| National Gay Pilots Assn. 2025 Winter Warm Up Meeting | 2/11-16, 2025 | 350 | 1,400 |
| National Gay Pilots Assn. 2024 Winter Warm Up Meeting | 2/13-18/2024 | 350 | 1,400 |

| Contracts Issued | Room Nights | 2023 YTD Contracts Issued | 2023 YTD Room Nights |
|------------------|-------------|---------------------------|----------------------|
| 9 | 6,354 | 68 | 54,760 |

| # Contracts Awaiting Signature | Room Nights |
|--------------------------------|-------------|
| 24 | 47,826 |

| | # Events | Room Nights |
|---------------|----------|-------------|
| Lost Business | 9 | 13,210 |

| Lost Room Night Producing Groups | Mo./Yr. | Room Nights | Reason |
|--|---------|-------------|---|
| Meeting Sites Resources | 1/2024 | 2,025 | Selected Las Vegas as it was a repeat venue for them |
| NMAC presents the US Conference on HIV/AIDS | 9/2024 | 3,460 | Selected New Orleans; Concerns with condition of hotel properties in PS |
| Intuitive Surgical, Inc. Program 2 | 7/2025 | 855 | HOPS hotels turned down the program |
| Foundation of Flexographic Technical Association 2025 Fall Meeting 2 | 10/2025 | 475 | Lack of Member support for PS |
| Society of Teachers of Family Medicine Conference | 2/2026 | 1,410 | Air Access |
| Hospitality Performance Network | 11/2025 | 1,140 | Client asked for an extension on the decision date; Date passed so we contracted with another group |
| CA Coalition for Adequate School Housing 2026 | 3/2026 | 1,425 | Preferred Dates not Available |
| Promega – ISHI 38 | 10/2027 | 2,420 | Selected Gaylord Chula Vista; PS did not make final cut |

| Top Competitive Destinations - 2023 | # of Groups |
|-------------------------------------|-------------|
| Indian Wells | 2 (Tie) |
| San Diego | 2 (Tie) |
| Reno | 2 (Tie) |
| Austin | 1 (Tie) |
| Boston | 1 (Tie) |
| Chula Vista | 1 (Tie) |
| Indianapolis | 1 (Tie) |
| Houston | 1 (Tie) |
| Los Angeles | 1 (Tie) |
| Nashville | 1 (Tie) |
| New Orleans | 1 (Tie) |
| Palm Desert | 1 (Tie) |
| Phoenix | 1 (Tie) |
| Reno | 1 (Tie) |
| Riverside | 1 (Tie) |
| Sacramento | 1 (Tie) |
| San Francisco | 1 (Tie) |

Top Cancellation Reasons

PS Didn't Make Final Cut

Concerns with Hotel Properties

Miscellaneous Reasons

| Tradeshows & Events attended | Date | Attendees |
|---|---------|---|
| GM Meeting Zoom Call | 8/2 | Rob Hampton, Rick Leson |
| ASAE 2023 National Meeting | 8/5-9 | Rob Hampton, Paula Helm |
| GM Meeting Zoom Call | 8/9 | Rob Hampton, Rick Leson |
| ASM Global National GM Conference – Salt Lake City | 8/14-16 | Rob Hampton |
| GM Meeting Zoom Call | 8/16 | Rick Leson |
| August HOPS Monthly Meeting | 8/17 | Rick Leson, Paula Helm. Shawn Sande, David Leroy |
| GM Meeting Zoom Call | 8/23 | Rob Hampton |
| PSCC Visioning Plan Visioning Session with Architects | 7/20 | All Directors |
| DBA Awards – Cascade Lounge | 7/24 | Rob Hampton |
| PS Resorts Board Meeting | 7/25 | Rick Leson |
| GM Meeting Zoom Call | 7/26 | 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 |
|--|----------------|------------|-------------|
| American Jail Association | 5/13-19, 2027 | 900 | 3,867 |
| Encore Performing Arts | 6/19-27/2025 | 155 | 906 |
| Metavent – Technology FAM | Various | TBD | TBD |
| IEEE – 2026 Conference on Magnetism and Magnetic Materials | 10/18-23/2026 | 500 | 2,255 |

| Planning Meetings Definite | Date | Peak Rooms | Room Nights |
|------------------------------|--------------|------------|-------------|
| Western Turbine Users Assn | 3/24-27/2024 | 557 | 1,987 |

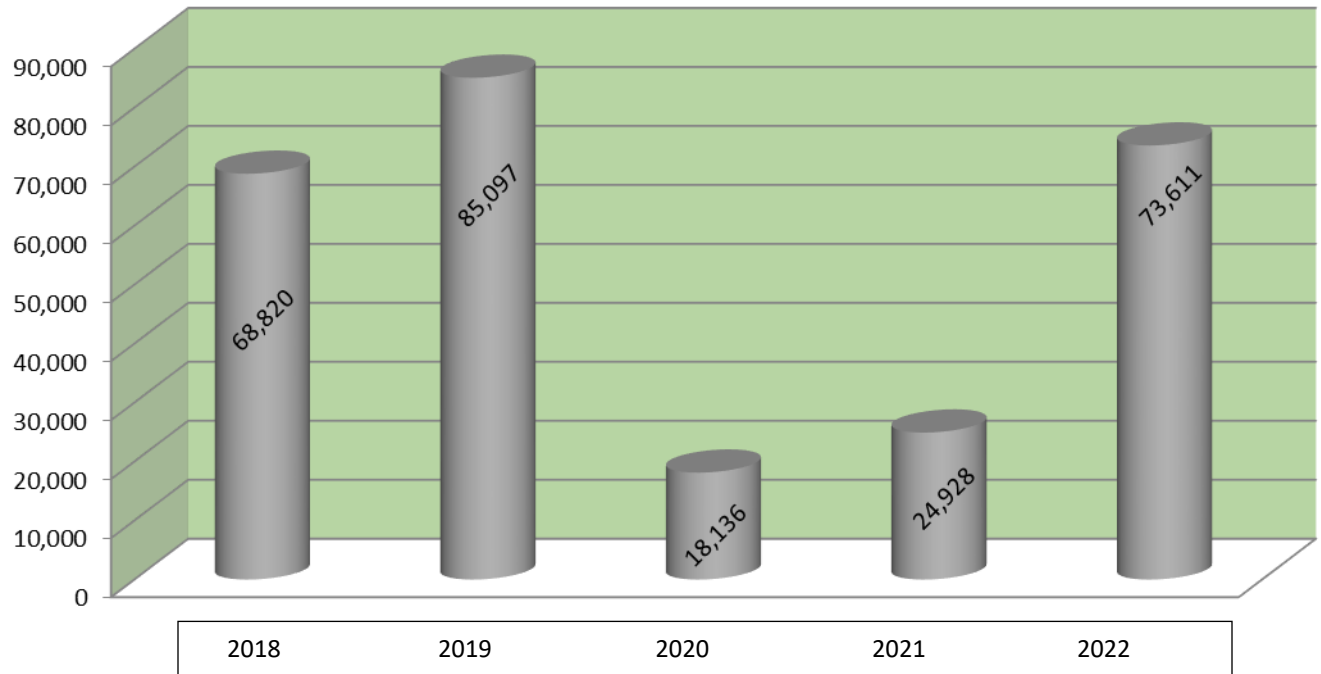
Key Events Hosted in August, 2023

| | Date |
|--|--------|
| City of Palm Springs Supports FIND Food Distribution | 8/3 |
| Splash House – August 2023 | 8/8-21 |

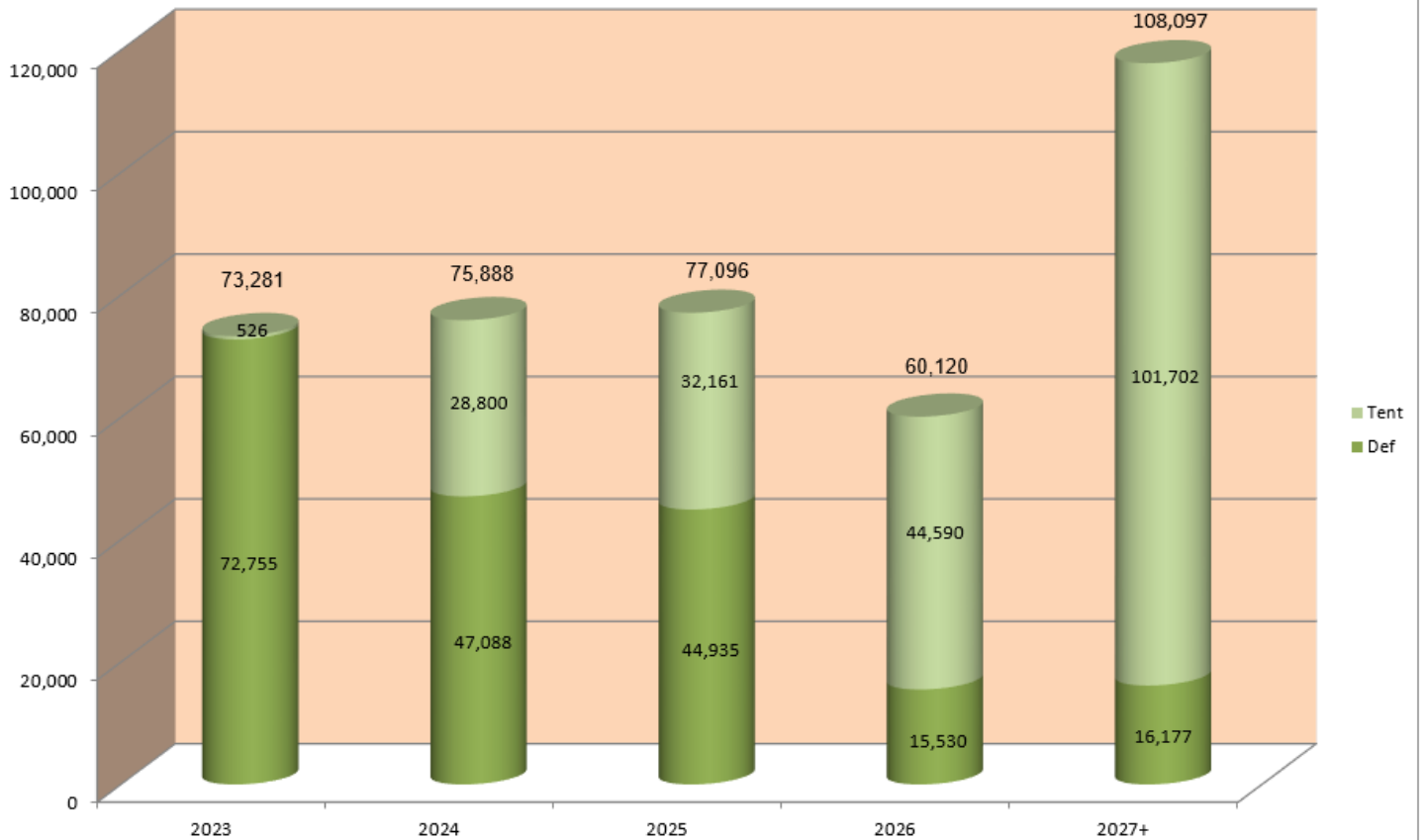
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

| 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 | - | - | - | - | - | 3,371 | - | - | - |
| | Total | 4,610 | 2,730 | - | 150 | 3,721 | 6,411 | 3,980 | - | - |
| February | Definite | 5,775 | 6,414 | - | 4,207 | 5,392 | 5,100 | 8,300 | 3,880 | - |
| | All Tentative | - | - | - | - | - | 479 | 2,766 | 3,245 | 16,825 |
| | Total | 5,775 | 6,414 | - | 4,207 | 5,392 | 5,579 | 11,066 | 7,125 | 16,825 |
| March | Definite | 13,392 | 8,492 | 500 | 13,992 | 16,918 | 15,699 | 17,752 | 5,000 | 5,000 |
| | All Tentative | - | - | - | - | - | - | - | 9,162 | 32,473 |
| | Total | 13,392 | 8,492 | 500 | 13,992 | 16,918 | 15,699 | 17,752 | 14,162 | 37,473 |
| April | Definite | 10,339 | - | - | 5,011 | 4,450 | 4,149 | 3,240 | 2,000 | 8,540 |
| | All Tentative | - | - | - | - | - | - | 3,238 | 2,604 | 5,300 |
| | Total | 10,339 | - | - | 5,011 | 4,450 | 4,149 | 6,478 | 4,604 | 13,840 |
| May | Definite | 10,196 | - | 35 | 9,964 | 7,573 | 3,650 | 2,650 | 2,650 | - |
| | All Tentative | - | - | - | - | - | 2,604 | 8,906 | 1,930 | 17,258 |
| | Total | 10,196 | - | 35 | 9,964 | 7,573 | 6,254 | 11,556 | 4,580 | 17,258 |
| June | Definite | 5,149 | - | 1,300 | 4,930 | 4,000 | - | - | - | - |
| | All Tentative | - | - | - | - | - | 5,939 | 906 | - | - |
| | Total | 5,149 | - | 1,300 | 4,930 | 4,000 | 5,939 | 906 | - | - |
| July | Definite | 3,083 | - | 1,480 | 1,160 | - | - | 2,637 | - | 2,637 |
| | All Tentative | - | - | - | - | - | 5,480 | 3,340 | - | 3,340 |
| | Total | 3,083 | - | 1,480 | 1,160 | - | 5,480 | 5,977 | - | 5,977 |
| August | Definite | 6,864 | - | 5,934 | 8,000 | 9,116 | 3,151 | - | - | - |
| | All Tentative | - | - | - | - | - | 1,071 | - | - | - |
| | Total | 6,864 | - | 5,934 | 8,000 | 9,116 | 4,222 | - | - | - |
| September | Definite | 6,585 | - | 1,517 | 4,931 | 3,702 | - | - | - | - |
| | All Tentative | - | - | - | - | - | 2,700 | 1,740 | 7,731 | 4,551 |
| | Total | 6,585 | - | 1,517 | 4,931 | 3,702 | 2,700 | 1,740 | 7,731 | 4,551 |
| October | Definite | 11,861 | - | 8,435 | 8,056 | 9,239 | 7,592 | 2,969 | - | - |
| | All Tentative | - | - | - | - | 156 | - | 9,565 | 10,164 | 10,768 |
| | Total | 11,861 | - | 8,435 | 8,056 | 9,395 | 7,592 | 12,534 | 10,164 | 10,768 |
| November | Definite | 5,873 | 500 | 5,287 | 9,101 | 5,794 | 4,707 | 3,407 | 2,000 | - |
| | All Tentative | - | - | - | - | - | 3,556 | 1,700 | 4,352 | 11,187 |
| | Total | 5,873 | 500 | 5,287 | 9,101 | 5,794 | 8,263 | 5,107 | 6,352 | 11,187 |
| December | Definite | 1,370 | - | 440 | 4,109 | 3,220 | - | - | - | - |
| | All Tentative | - | - | - | - | - | 3,600 | - | 5,402 | - |
| | Total | 1,370 | - | 440 | 4,109 | 3,220 | 3,600 | - | 5,402 | - |
| Definite | | 85,097 | 18,136 | 24,928 | 73,611 | 73,125 | 47,088 | 44,935 | 15,530 | 16,177 |
| All Tentative | | - | - | - | - | 156 | 28,800 | 32,161 | 44,590 | 101,702 |
| Total | | 85,097 | 18,136 | 24,928 | 73,611 | 73,281 | 75,888 | 77,096 | 60,120 | 117,879 |

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

