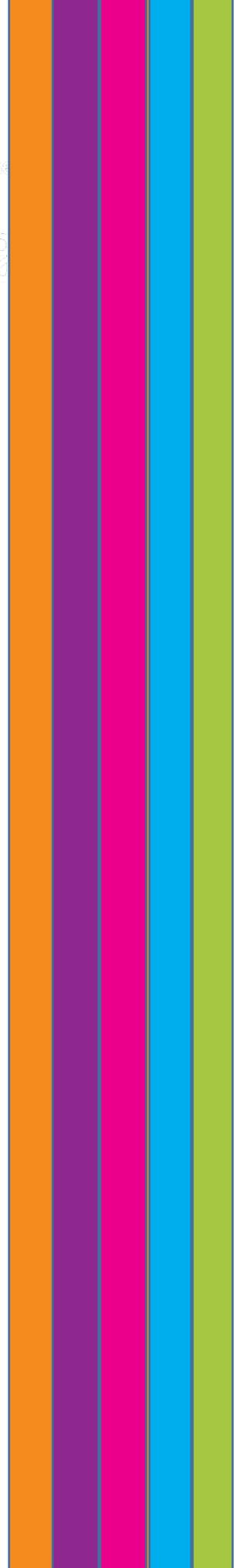


Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report
September 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 Metrosource.

Total All Digital Ads

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	7,072,583	3,420,157	18,696,085	43,399,101
Clicks to VisitPalmSprings.com	9,106	12,003	37,554	184,648
Video Views & Audio Ads	326,129	331,510	804,157	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

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Spots	9,974,204	8,222,712	26,610,373	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

Note: Prior year results are included for comparison purposes however; keep in mind that spend, tactics and the ad media plan fluctuates each year therefore it is not an “apples to apples” comparison.

Search Digital Ads

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

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	100,296	114,875	344,107	1,608,911
Clicks to VisitPalmSprings.com	6,797	7,835	23,376	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.

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	744,105	539,261	1,423,425	7,263,034
Clicks to VisitPalmSprings.com	442	424	839	7,427

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

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	382,282	259,656	1,076,003	3,653,967
Clicks to VisitPalmSprings.com	281	176	868	2,614

Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.
Video completion rate = 71%

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	211,816	229,833	637,576	2,564,184
Clicks to VisitPalmSprings.com	108	243	255	3,103
Completed Video Views	134,554	157,417	423,582	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%

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Completed Video Views	119,435	72,046	308,435	778,445

Spotify

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

	September 2023	September 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	75,931	106,358	75,931	1,192,528
Clicks to VisitPalmSprings.com	65	56	65	706
Audio Ad Completions	72,140	102,047	72,140	1,137,463

Native Advertising Platform

Digital ads delivered in the form of native content.

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	332,467	455,734	1,410,473	6,429,405
Clicks to VisitPalmSprings.com	940	1,037	4,913	21,193

AdTheorent

AdTheorent uses machine learning and data science to deliver real-world value for advertisers and marketers using rich media and display advertising. *Launched in June 2023. It was not running in 2022

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	5,112,275	N/A	11,701,450	1,035,542
Engagements	407	N/A	1,136	2,102

Sojern

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

	September 2023	September 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	113,411	935,171	113,411	8,184,265
Clicks to VisitPalmSprings.com	66	1,252	66	8,846

Television

Spectrum

Air Dates: September 2023

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

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

27 Total Networks

1,114 Commercial Airings

Visit Greater Palm Springs Co-Op

Cable TV: 1,978 spots / 55,824,000 impressions

KTLA: 121 spots / 60,922,000 impressions

CTV: 9,970,991 impressions

OOH Video Spots

Certified Folder

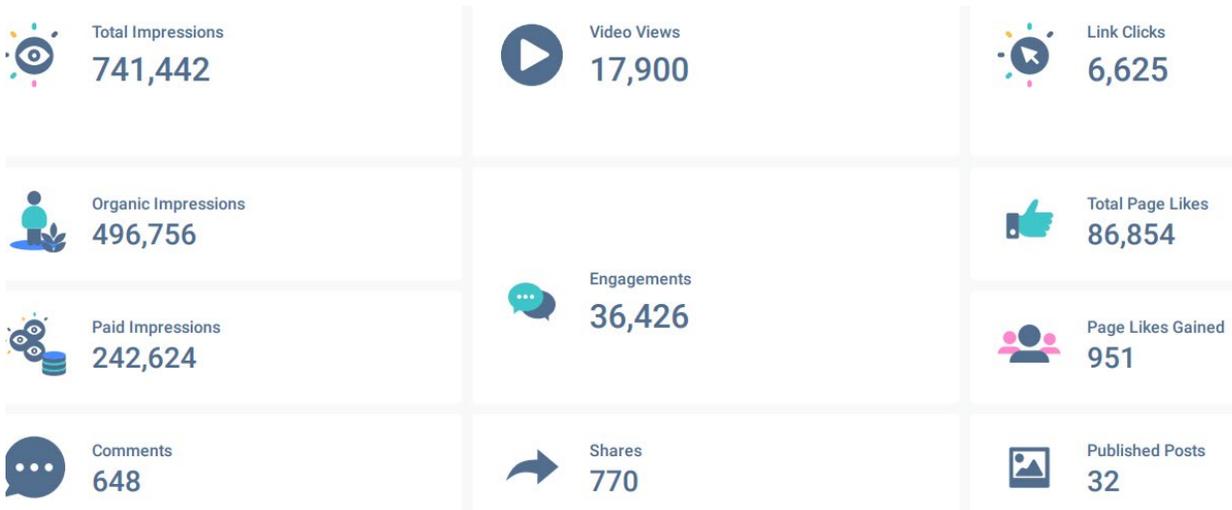
A Palm Springs 30 second spot is running on the British Columbia Ferry from Victoria to Vancouver, the Washington State Ferries from Seattle to Bremerton and Seattle to Bainbridge. The spots repeat once every 15 seconds. The Palm Springs spot runs year around along with the Palm Springs visitor guide 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				Sep-23			
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	6,870
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	5:52	229	6,870
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	3:20	340	10,200
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	3:20	340	10,200
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	6:16	196	5,880
CA Welcome Centers							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	4:35	153	4,590
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	5:35	106	3,180
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:22	104	3,120
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:52	159	4,770
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	5:05	119	3,570
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	8:12	67	2,010
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:22	143	4,290
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	4:35	164	4,920
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:23	82	2,460
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:52	159	4,770
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:22	95	2,850
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:35	99	2,970
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:45	126	3,780
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:52	93	2,790
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,640
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,120

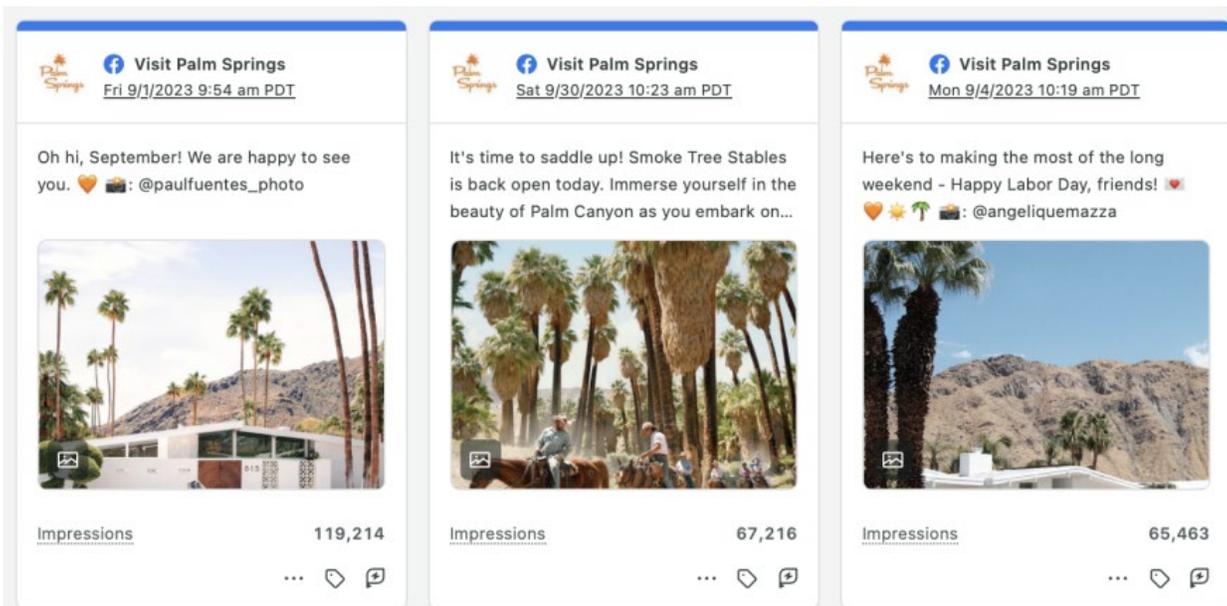
Social Media

	September 2023	September 2022
Facebook page likes https://www.facebook.com/VisitPalmSprings	86,854	75,354
Instagram followers https://www.instagram.com/visitpalmsprings	153,590	127,634
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,335	2,048
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	17,986	13,139

Facebook Page Insights



Facebook Top Posts



Instagram Insights

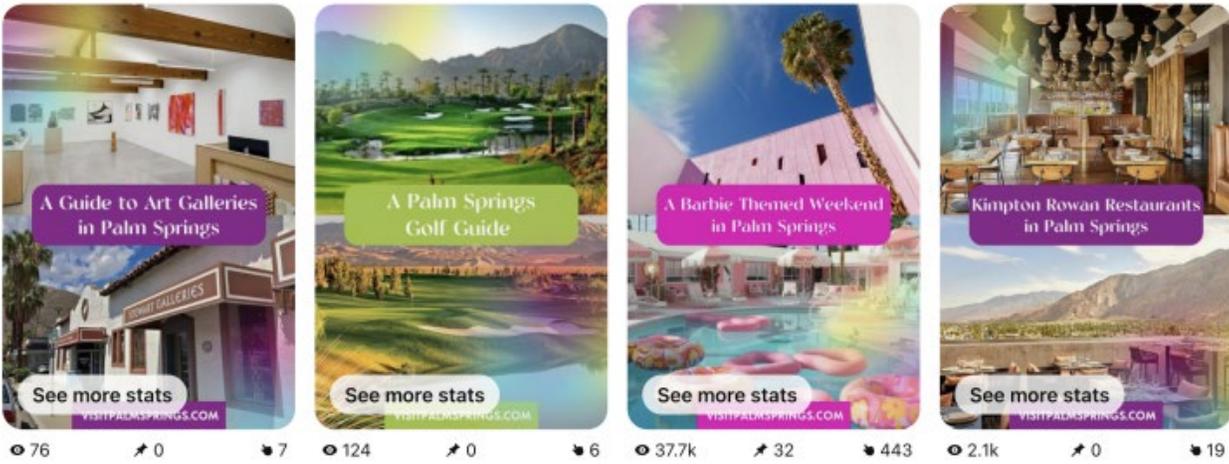
 Total Impressions 1,230,193	 Video Views 323,383	 Story Link Clicks 618
 Saves 3,576	 Engagements 71,253	 Followers 153,590
 Shares 5,969	 Profile Actions 239	 Followers Gained 3,647
 Comments 626		

Instagram Top Posts

 visitpalmssprings Fri 9/1/2023 9:52 am PDT	 visitpalmssprings Sat 9/9/2023 2:41 pm PDT	 visitpalmssprings Fri 9/15/2023 8:13 am PDT
<p>Oh hi, September! We are happy to see you. ❤️ 📷: @paulfuentes_photo</p> 	<p>An orange dream. 🌴 🏠: @jonathanryantaylor</p> 	<p>Palm Springs is full of history on every corner and that doesn't stop at 'The Howard' - a midcentury home built by the...</p> 
Impressions 89,551	Impressions 38,873	Impressions 29,896

Pinterest Highlights

 Impressions 67,228	 Engagement 1,803	 Outbound Clicks 504
 Followers 2,335	 Followers Gained 14	 Published Posts 7



TikTok Highlights

Followers 17,986

Video Views 36,739

Lifetime Likes 37,037

Followers Gained 7

Engagements 359

Impressions 39,130

Shares 40

Comments 11

The image shows five TikTok video thumbnails in a row. Each thumbnail includes a play button icon and a view count.

- Thumbnail 1: 'Ice Cream & Shop(pe) in Palm Springs' (479 views)
- Thumbnail 2: 'Palm Springs Aerial Tramways' (900 views)
- Thumbnail 3: 'Everyday Is A Good Day To Be In Palm Springs' (229 views)
- Thumbnail 4: 'Ace Hotel & Swim Club' (460 views)
- Thumbnail 5: 'You're Not Wrong!' (1022 views)

Twitter Highlights

Impressions 8,028

Engagement 274

Link Clicks 148

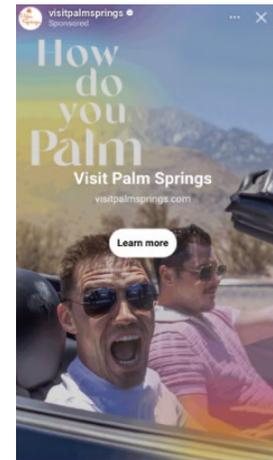
The image shows three Twitter tweet highlights from the account @PalmSpringsCA. Each tweet includes the text of the tweet, a link, and the number of impressions.

- Tweet 1:** Posted Tue 9/12/2023 12:54 am PDT. Text: 'Still dreaming about Barbie Land? Well, you're in luck! Around here, the Barbie lifestyle never ends. Here is your guide to a Barbie Palm Springs weekend - may it be filled with lots of sun and lots of pink. 🍷👗 visitpalm Springs.com/barbies-palm-s...'. Impressions: 1,316.
- Tweet 2:** Posted Sat 9/2/2023 9:02 am PDT. Text: 'There is always time for indulging in Palm Springs! Whether you're in search of an exquisite cocktail or a delicious dish - here is our guide to dining at the Kimpton Rowan to make sure you are left full and satisfied. 🍹🍷🌴 bit.ly/43xg3sl'. Impressions: 1,047.
- Tweet 3:** Posted Thu 9/28/2023 10:30 pm PDT. Text: 'Ancestors of the Agua Caliente people thrived in Tahquitz Canyon and the Tahquitz Canyon visitor center tells the story before entering. To learn more on this historic site, head to the link below. ❤️ visitpalm Springs.com/welcome-to-the...'. Impressions: 842.

Social Media Paid Campaigns

Girls Getaway (Website Traffic)

Impressions	3,182
Clicks	64
CPC	.46



LGBTQ+ Roadtrip (Website Traffic)

Impressions	16,044
Clicks	460
CPC	.41



Family Friendly (Website Traffic)

Impressions	6,318
Clicks	559
CPC	0.45

Pride 2023

Impressions	105,132
Clicks	1,365
CPC	.41



Modernism Week

Impressions	46,824
Clicks	1,257
CPC	.41

Sample Articles

Travel & Leisure

[The Best Times to Visit Palm Springs for Beautiful Weather and Great Deals, According to Locals](#)

Locale Magazine

[10 Palm Springs Date Ideas That Aren't Restaurants](#) (submitted photos)

MissTourist.com

[Epic 2-Day Palm Springs Itinerary](#)



MyGlobalViewpoint.com

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



TheDiscoveriesOf.com

[20+ Fabulous Things to do in Palm Springs](#)



20+ Fabulous Things to do in Palm Springs

VacationsTravel.com [The Celebrity Homes of Palm Springs](#) (hosted)



TravelPro.com

[Destination Guide: Palm Springs](#)

Glamour Magazine UK
(Hosted Eshé Ebohon)

<https://www.glamourmagazine.co.uk/article/palm-springs-hen-party-guide>

Destination: Palm Springs TV Show
<https://abc7.com/destination-palm-springs-travel-southern-california/13722447/>

<https://abc7.com/destination-palm-springs-travel-southern-california/13722447/>

From Our Blog



Greater Palm Springs Pride 2023
 Drag Now, Drag Forever “Drag Now, Drag Forever” is this year’s theme.
 Greater Palm Springs...

[Read More](#)



Palm Springs Travel Guide for Canadians
 Welcome, Canadian travelers! Are you looking for the perfect escape from the cold winter months?...



Spotlight: Architect Howard Lapham
 Howard Lapham’s Palm Springs Vision
 By Kevin Perry & Randy Garner As part of the...

[Read The Blogs](#)

Website

<https://visitpalmsprings.com>

Analytics	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Sessions	103,985	83,578	284,629	1,563,298
Users	85,970	67,661	238,412	1,245,378
Page Views	156,503	144,569	449,064	3,300,327

Visitor Guides & Visitor Information

Visitor Guides

	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Distributed Hard Copy	4,287	3,340	12,972	49,079
Digital Page Views	6,465	13,304	13,479	172,918
Downloads	23	38	77	552

Visitor Information Centers

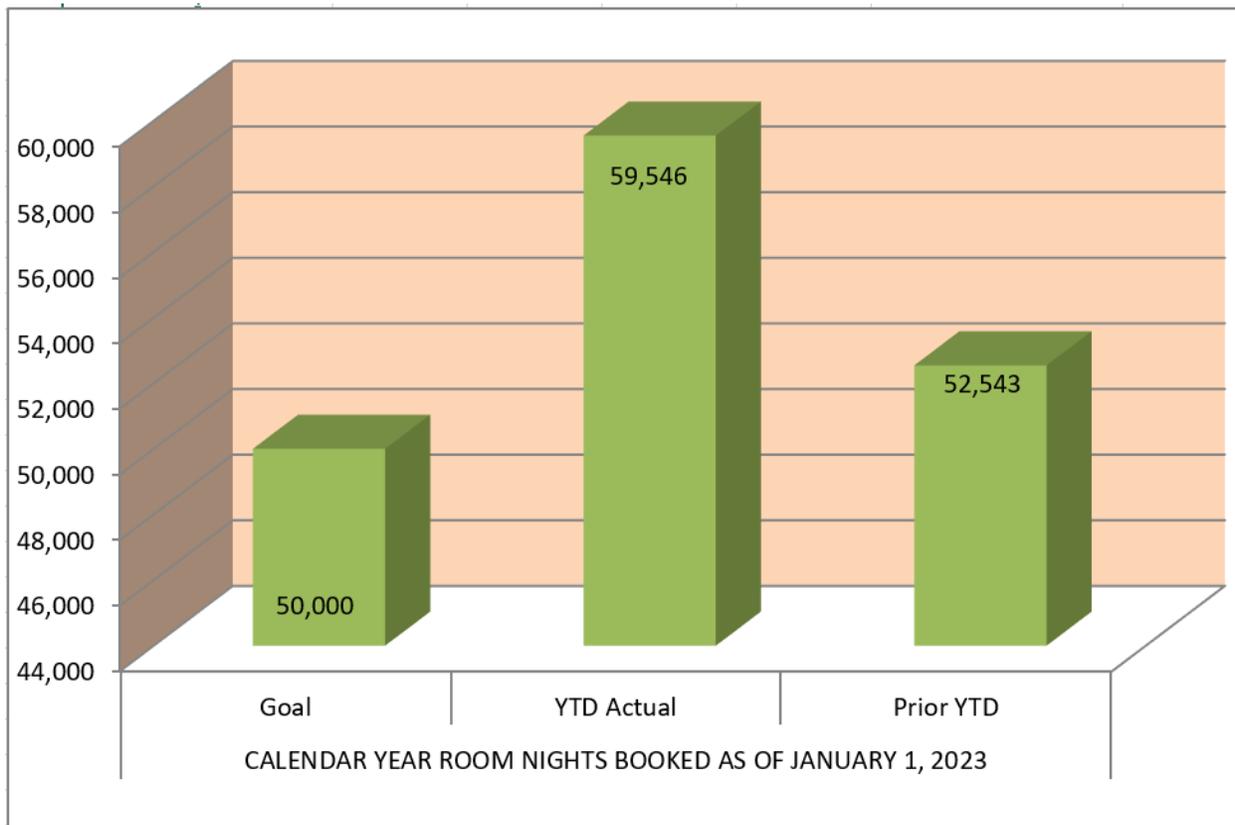
Visitor Information Center
 Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily
 Open 10 am - 6 pm, Friday – Wednesday
 Open 10 am - 8 pm, Thursday

Number of Visitors	September 2023	September 2022	July 2023 – June 2024	July 2022– June 2023
Visitor Information Center	4,371	3,047	10,768	83,256
Welwood Murray Memorial Library	1,822	1,665	5,068	29,523
Total	6,193	4,712	15,836	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	11	4,513	76	59,546
Contracts Issued	6	1,271	73	56,031
Contracts awaiting signature	21	51,214		
Tentative events added	15	1,316	210	136,281



YTD Actual	PYTD Actual	Annual Goal	% of Goal
59,546	52,543	50,000	119.1%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
CA Grocers Assn. 2024 Strategic Conference	9/26-10/2/2024	505	1,517
CA Assisted Living Assn. 2025 Fall Conference	11/9-12/2025	500	1,200
CA Society of Health-System Pharmacists Seminar 2024	10/29-11/3/2024	550	1,640
Dolphin Promotions, Inc. – Fall Modernism Show 2023	10/18-23/2023	52	156

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2023 YTD Room Nights
6	1,271	73	56,031

# Contracts Awaiting Signature	Room Nights
21	21,214

# Events	Room Nights
Lost Business 12	17,749

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
OPENGOV Company Kickoff 2024	1/2024	2,800	No Reason Given
US Department of Education – Nita M. Lowey 21 st Century Community Learning Centers 2024 Summer Symposium	9/2024	2,550	Found self-contained properties; Hotel partners could not offer per-diem and were late in sending proposals
Assn. of University Radiologists (AUR) 2025	5/2025	2,697	Selected Westin Bonaventure in LA due to a board decision
American Cleft Palate Craniofacial Assn. 2025 Spring Annual Meeting	5/2025	1,880	Too Many Hotels required for the block
Enlisted Assn. of the National Guard of the US 2025	8/2025	3,530	Selected Reno due to a better package
LearnSkin Annual Conference	10/2025	876	PSCC turndown as we contracted with another group.
SAE International Brake Conference	9/2026	1,614	PS did not make Final Cut – Wanted golf on property
CA State Assn. of Counties 2026 Annual Meeting	11/2026	1,802	Selected Gaylord Chula Vista; PS did not make final cut

Top Competitive Destinations - 2023	# of Groups
Reno	2 (Tie)
Indian Wells	2 (Tie)
Chula Vista	2 (Tie)
Los Angeles	2 (Tie)
San Diego	2 (Tie)
Austin	1 (Tie)
Boston	1 (Tie)
Houston	1 (Tie)
Indianapolis	1 (Tie)
Nashville	1 (Tie)
New Orleans	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
Too Many Hotels required to fill Block
Miscellaneous Reasons

Tradeshows & Events attended	Date	Attendees
Mainstreet Meeting	9/5	Rick Leson
GM Meeting Zoom Call	9/6	Rob Hampton, Rick Leson
GM Meeting Zoom Call	9/13	Rob Hampton, Rick Leson
PSHA September Board Meeting	9/14	Rob Hampton, Kimber Foster
GM Meeting Zoom Call	8/16	Rick Leson
Cal Travel Summit	9/19-22	Rob Hampton, Kimber Foster
Meetings Today Live Hosted Luncheon	9/19	Rick Leson, Kristie Dore, David Leroy, Shawn Sande
GM Meeting Zoom Call	9/20	Rick Leson
PS Chamber of Commerce Business Expo	9/20	David Leroy
September HOPS Monthly Meeting	9/21	Rick Leson, Paula Helm. Shawn Sande, David Leroy
PSHA September Monthly Meeting	9/21	David Leroy, Shawn Sande
PS Resorts Board Meeting	9/26	Rob Hampton
GM Meeting Zoom Call	9/27	Rob Hampton, Rick Leson
VGPS Meet & See – PS Art Museum	9/27	David Leroy
Venues Now Conference Indian Wells	9/27-28	Rob Hampton
60 th Anniversary of the PS Aerial Tramway	9/28	David Leroy
VGPS September Board Meeting	9/29	Rob Hampton

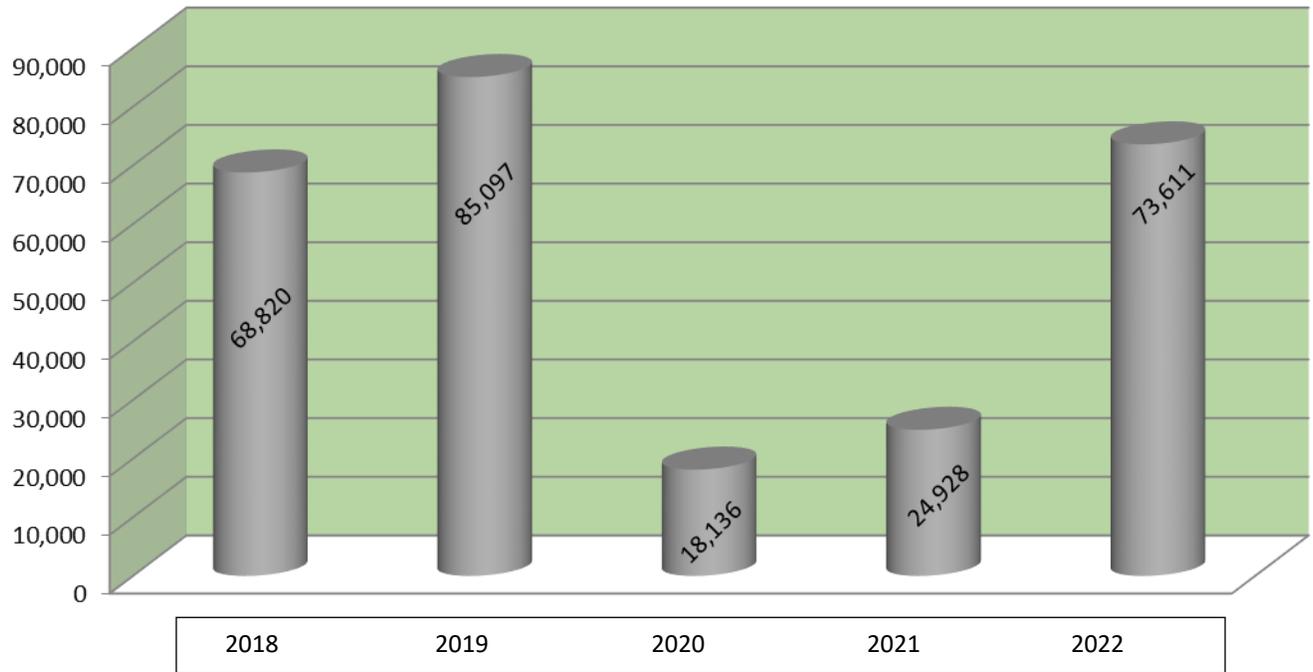
Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
Intl. LGBTQ+ Travel Assn.	10/20-25/2025	395	1,211
Eventis – DMC Tour of outdoor event space	TBD	TBD	TBD
National Flute Assn.	7/28-8/2/2026	821	3,728
Planning Meetings Definite	Date	Peak Rooms	Room Nights
CA Assn. of School Business Officials	4/5-10/2024	810	2,274

Key Events Hosted in September, 2023		Date
City of PS PSPD Promotional Process Oral Interview Panels		9/5-6
City of Palm Springs Supports FIND Food Distribution		9/7
CA Assn. of Public Procurement Officials, Inc. Board Meeting & Tasting		9/14-16
Tenth Inning Productions, LLC		9/15-17
Assn. of State Dam Safety Officials		9/15-21
City of PS Airport Master Plan Update Public Meeting		9/19
PSCC Meetings Today Live Luncheon and Tour		9/19
CA Grocers Assn. 2023 Strategic Conference		9/19-27
RHD Events Vehicle Load-in/Out		9/21-28
City of PS Open Enrolment Benefit Fair		9/27-28
PS Unified School District Diversity and Racial Equity Conference		9/29-30

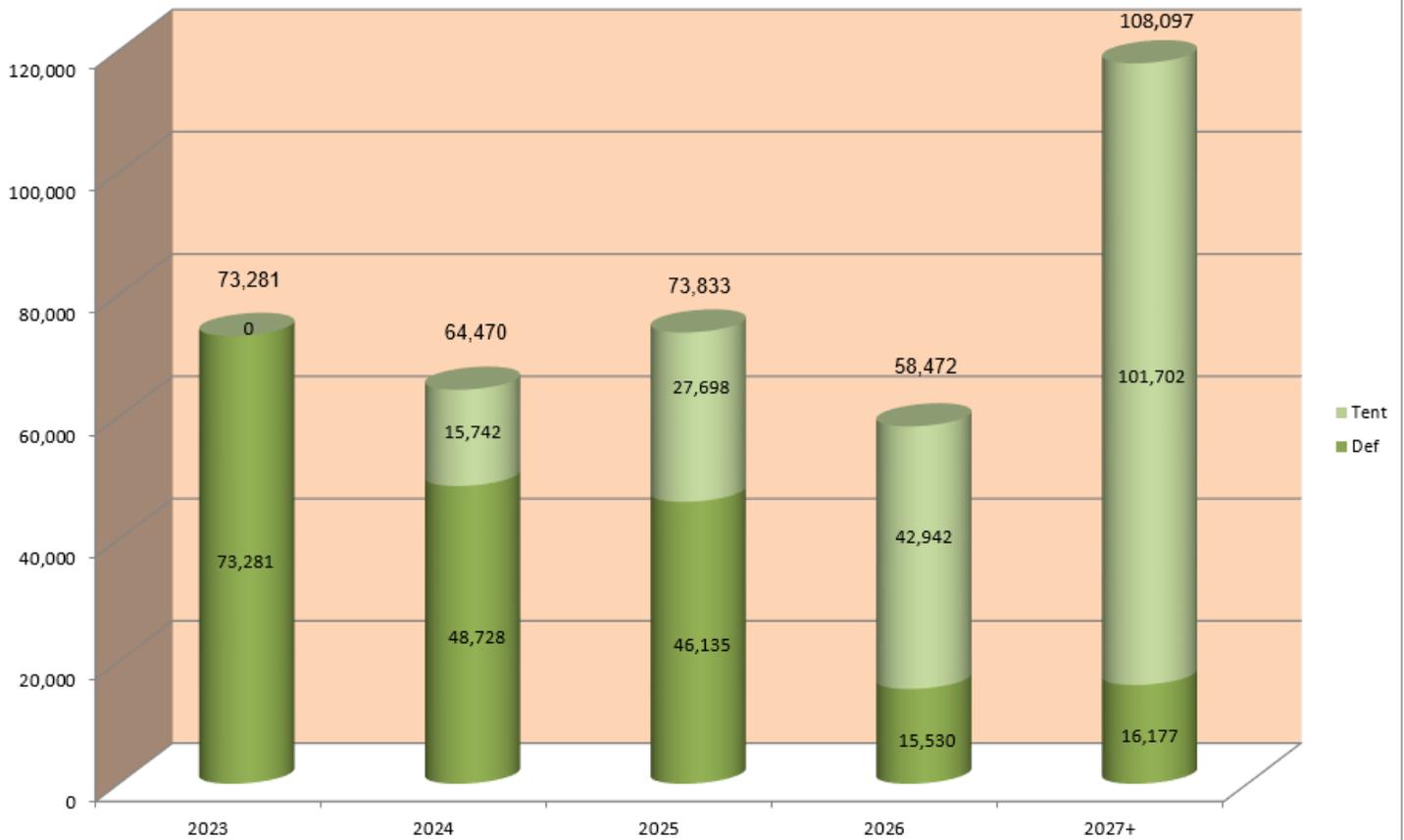
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

Month		2019	2020	2021	2022	2023	2024	2025	2026	2027+
		Room Nights								
January	Definite	4,610	2,730	-	150	3,721	3,040	3,980	-	-
	All Tentative	-	-	-	-	-	1,211	-	640	-
	Total	4,610	2,730	-	150	3,721	4,251	3,980	640	-
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	-	-	-	-	-	-	-	6,562	32,473
	Total	13,392	8,492	500	13,992	16,918	15,699	17,752	11,562	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	-	-	-	-	-	3,180	4,329	1,930	17,258
	Total	10,196	-	35	9,964	7,573	6,830	6,979	4,580	17,258
June	Definite	5,149	-	1,300	4,930	4,000	-	-	-	-
	All Tentative	-	-	-	-	-	4,000	3,096	-	-
	Total	5,149	-	1,300	4,930	4,000	4,000	3,096	-	-
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	-	3,340	-	3,340
	Total	3,083	-	1,480	1,160	-	-	5,977	-	5,977
August	Definite	6,864	-	5,934	8,000	9,116	3,151	-	-	-
	All Tentative	-	-	-	-	-	-	-	3,728	-
	Total	6,864	-	5,934	8,000	9,116	3,151	-	3,728	-
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	1,200	1,740	6,117	4,551
	Total	6,585	-	1,517	4,931	3,702	1,200	1,740	6,117	4,551
October	Definite	11,861	-	8,435	8,056	9,395	7,592	2,969	-	-
	All Tentative	-	-	-	-	-	156	8,689	10,164	10,768
	Total	11,861	-	8,435	8,056	9,395	7,748	11,658	10,164	10,768
November	Definite	5,873	500	5,287	9,101	5,794	6,347	4,607	2,000	-
	All Tentative	-	-	-	-	-	1,916	500	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	-	3,600	-
	Total	1,370	-	440	4,109	3,220	3,600	-	3,600	-
Definite		85,097	18,136	24,928	73,611	73,281	48,728	46,135	15,530	16,177
All Tentative		-	-	-	-	-	15,742	27,698	42,942	101,702
Total		85,097	18,136	24,928	73,611	73,281	64,470	73,833	58,472	117,879

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

