

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report
January 2024



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 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 Nativo platform, search as well as Pink Media.

Total Digital Ads

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	1,863,976	3,808,508	34,283,634	24,916,217
Clicks to VisitPalmSprings.com	21,689	19,449	115, 155	106,968
Video Views & Audio Ads	253,841	194,592	2,825,544	1,943,426

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

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Spots	1,079	1,021	26,614,564	24,832,367

Print

We participate in the Visit Greater Palm Springs 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.

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	128,160	130,125	811,490	923,771
Clicks to VisitPalmSprings.com	8,372	12,715	55,637	74,584

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.

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	408,897	644,575	3,011,001	4,182,792
Clicks to VisitPalmSprings.com	352	647	2,350	3,944

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

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	389,211	323,425	2,585,310	2,110,790
Clicks to VisitPalmSprings.com	234	237	1,810	1,628

Digital Video Ads

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

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	224,722	217,292	1,536,605	1,528,285
Clicks to VisitPalmSprings.com	168	559	955	2,328
Completed Video Views	128,232	148,757	924,712	1,064,638

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 =

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Completed Video Views	125,609	45,835	805,094	417,865

Spotify

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

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	N/A	0	592,438	482,484
Clicks to VisitPalmSprings.com	N/A	0	535	211
Audio Ad Completions	N/A	0	562,831	460,923

Native Advertising Platform

Digital ads delivered in the form of native content.

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	527,988	1,123,403	3,811,756	3,200,114
Clicks to VisitPalmSprings.com	1,926	4,386	14,444	9,700

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.

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	N/A	0	1,034,602	1,281,764
Clicks to VisitPalmSprings.com	N/A	0	2,271	1,961

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.

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	N/A	N/A	1,636,6916	N/A
Engagements	N/A	N/A	1,369	N/A
Clicks	N/A	N/A	8,455	N/A

Sojern

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

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	N/A	0	592,438	4,927,391
Clicks to VisitPalmSprings.com	N/A	0	3,583	5,909

Pink Media

Social media and e-newsletter outreach to LGBTQ+ audiences across the country.*Launched this fiscal year.

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	184,998	N/A	247,047	N/A
Engagements	10,109	N/A	28,092	N/A
Clicks to VisitPalmSprings.com	10,614	N/A	14,129	N/A

K Gay

Digital ads and radio spots reaching locals and potential visitors across the world via streaming platforms

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Total Impressions	212,096	N/A	342,613	N/A
Clicks	23	N/A	152	N/A
Listener sessions	125,560	N/A	368,325	N/A

Television

Spectrum

Air Dates: January 1-31, 2024

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

Top 5 Networks: Spectrum News 1, CNBC, Tru TV, CNN, TBS

22 Total Networks

Commercial Airings: 1,079

OOH Video Spots

Certified Folder

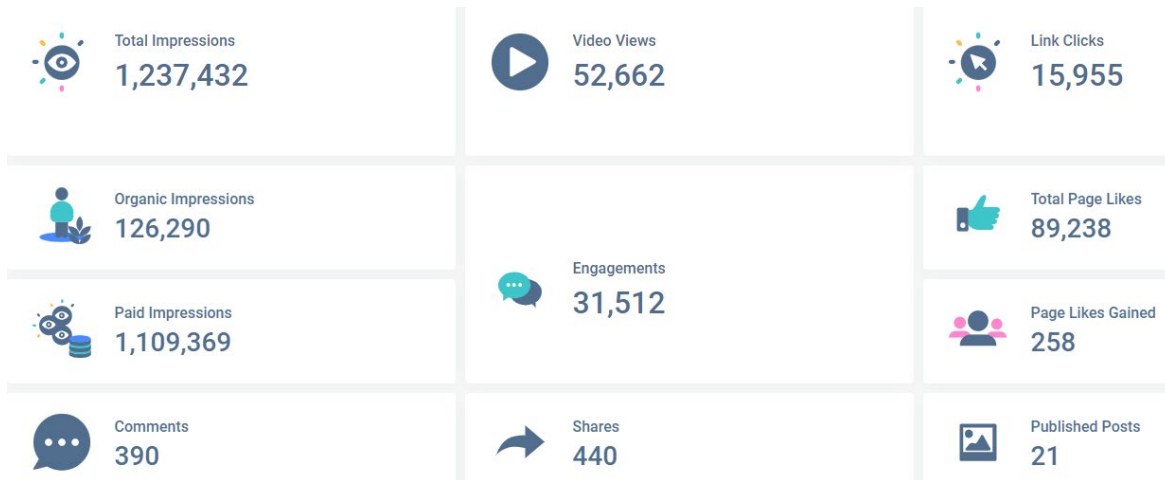
Palm Springs 30 second spot is running on the British Columbia Ferry from Victoria to Vancouver, the Washington State Ferries from Seattle to Bremerton and Seattle to Bainbridge. The spots repeat once every 15 seconds. The Palm Springs spot runs year around along with the Palm Springs visitor guide distribution 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				January, 2024			
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	4:21	289	8,972
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:35	795	24,650
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	1:36	787	24,393
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:21	933	28,910
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,280
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	5:05	103	3,202
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:35	157	4,870
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	5:05	142	4,391
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	6:06	89	2,744
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:35	157	4,870
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:05	94	2,927
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:18	74	2,293
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:05	100	3,110
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:35	92	2,841
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,728
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,224

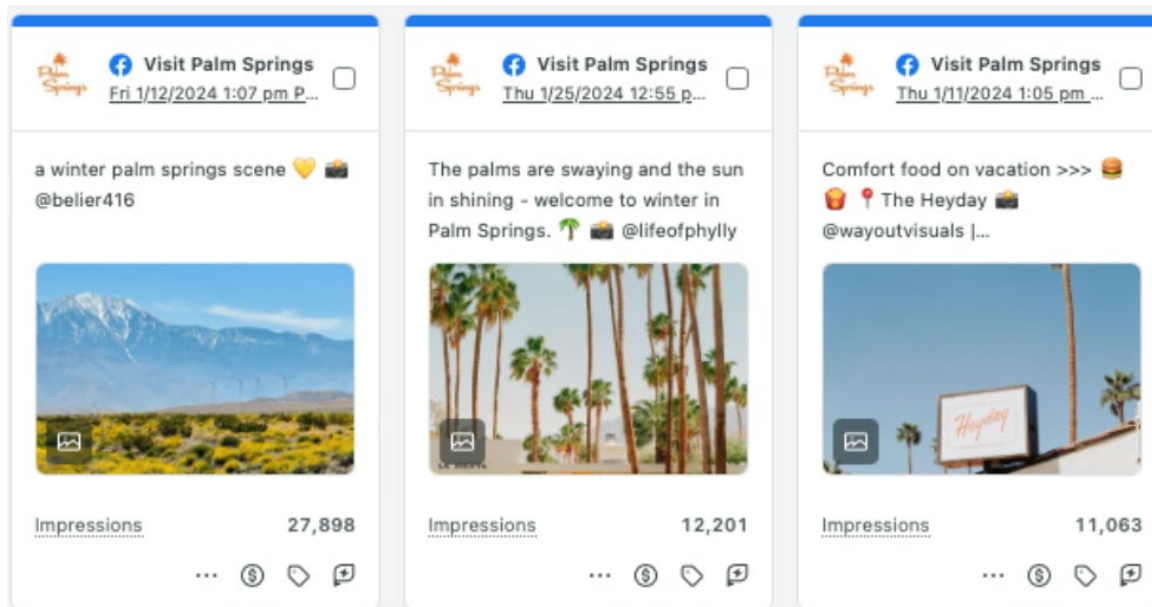
Social Media

	January 2024	January 2023
Facebook page likes https://www.facebook.com/VisitPalmSprings	89,238	77,931
Instagram followers https://www.instagram.com/visitpalmsprings	160,618	132,248
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,441	2,168
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	18,247	16,159











Facebook Page Insights



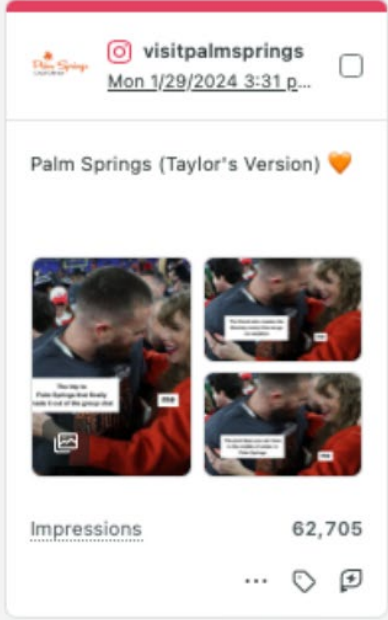


Facebook Top Posts








Instagram Insights

 <p>Total Impressions 1,463,539</p>	 <p>Video Views 532,951</p>	 <p>Story Link Clicks 273</p>
 <p>Saves 2,415</p>	 <p>Engagements 61,665</p>	 <p>Followers 160,618</p>
 <p>Shares 8,288</p>	 <p>Profile Actions 359</p>	 <p>Followers Gained 1,914</p>
 <p>Comments 913</p>		

Instagram Top Posts

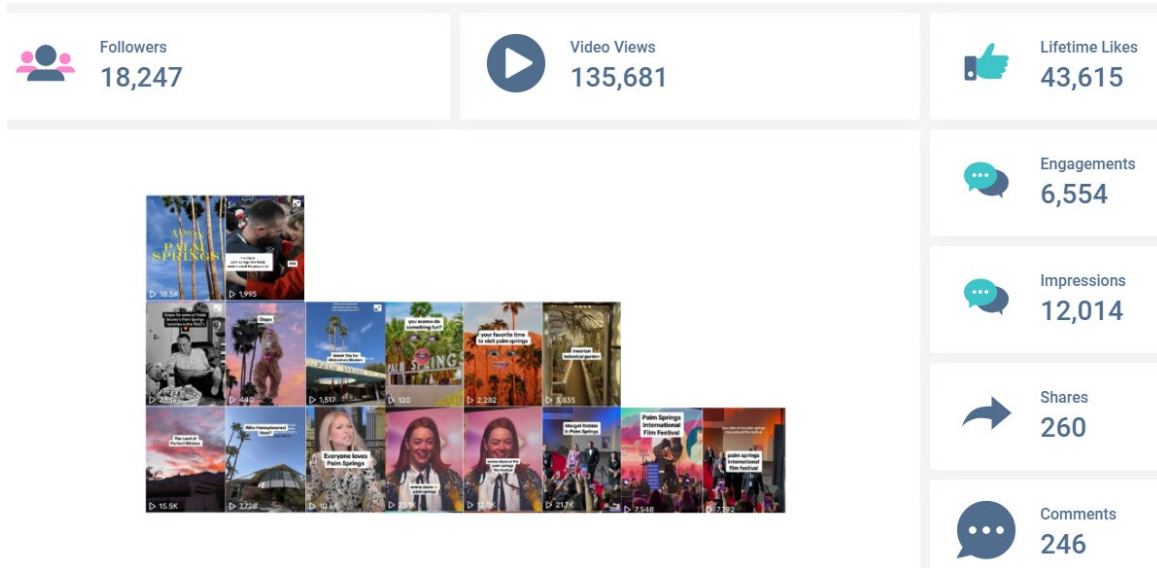
 <p>visitpalmssprings Mon 1/29/2024 3:31 p...</p> <p>Palm Springs (Taylor's Version) ❤️</p> <p>Impressions: 62,705</p>	 <p>visitpalmssprings Thu 1/18/2024 2:07 pm...</p> <p>Palm Springs became hollywoods playground in the early 1920's. From Elvis Presley to Frank Sinatr...</p> <p>Impressions: 38,123</p>	 <p>visitpalmssprings Thu 1/11/2024 1:11 pm...</p> <p>Comfort food on vacation >>></p> <p>Impressions: 24,461</p>
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Pinterest Highlights

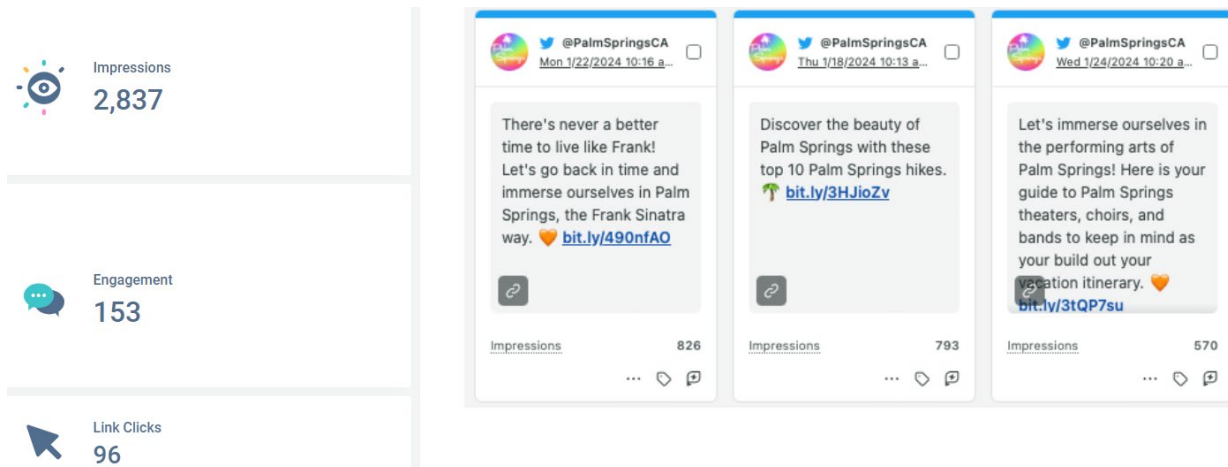
 <p>Impressions 48,444</p>	 <p>Engagement 2,313</p>	 <p>Outbound Clicks 389</p>
 <p>Followers 2,441</p>	 <p>Published Posts 9</p>	

 <p>30 Popular Palm Springs Hikes</p> <p>See more stats</p>	 <p>Experience Palm Springs Like Frank Sinatra</p> <p>See more stats</p>	 <p>Palm Springs Gay Wedding Guide</p> <p>See more stats</p>	 <p>Mid-Century Architecture Self Guided Tour</p> <p>See more stats</p>	 <p>Palm Springs Modernism Week, 2024</p> <p>See more stats</p>
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TikTok Highlights



Twitter (X) Highlights



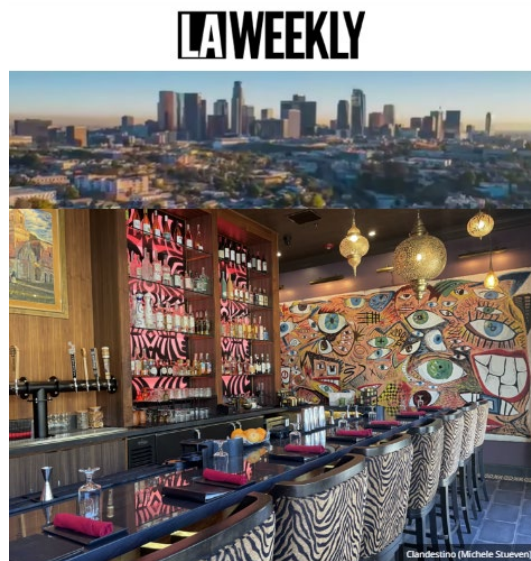
Social Media Paid Campaigns

Campaign Name	Impressions	Clicks
Modernism	297,997	6,978
Hiking Video	11,074	185
Hiking Spot	727,260	7,338

Sample Articles

LA Weekly

[Three Enchanting New Reasons to Visit Palm Springs](#)



THREE ENCHANTING NEW REASONS TO VISIT PALM SPRINGS

Variety

[10 Palm Springs Hot Spots Perfect for Desert Relaxation](#)



UrbanCity.com

[10 Best Things To Do in Palm Springs](#)



ViaTravelers.com [26 Best Things To Do in Palm Springs](#)

From Our Blog



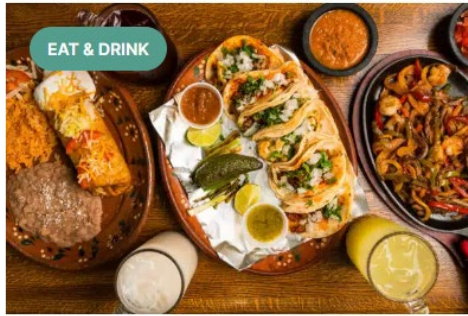
Celebrate Palm Springs Valentine's Day 2024

Wednesday, February 14 Valentine's Day is just around the corner, and what better way to...



Celebrating Black History Month Throughout February

You are invited to participate in various fun and educational events planned for Black History...



A Taste of Latin Flavors in Palm Springs

Best Places for Tacos, Tequila, and Tamales
By Marissa Willman California is known for its...



Palm Springs Vegan Guide

Palm Springs is full of vegan-friendly restaurants catering to various dietary needs and preferences. Whether...



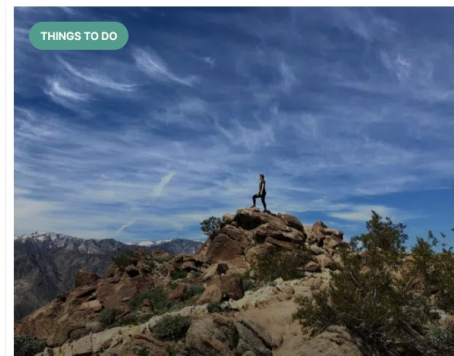
Palm Springs Gay Wedding Guide

Welcome to the Palm Springs gay wedding guide, where love knows no boundaries and celebrating...



Frank Sinatra Palm Springs Hangouts: Self-Guided Tour

Following in Frank's Footsteps Step back in time and immerse yourself in the glamorous world...



10 Popular Palm Springs Hikes

Outbound Media Missions

Kimber attended TravMedia’s International Media Marketplace (IMM) in New York City. IMM is North America’s leading travel journalist and content creator conference and tradeshow and she had a total of 37 one-on-one appointments with media. The event organizers highly vet media that are allowed to participate to ensure they are in fact working journalists and top-producing influencers with engaged audiences.

While in New York, Kimber attended a taping of Live with Kelly and Mark and presented them with a Palm Springs Swag Bag filled with a variety of items made in Palm Springs. At the conclusion of the show, she was able to meet them and speak to them about their love of Palm Springs and potentially hosting a weeklong show in Palm Springs soon.

She also participated in a dinner presented by Palm Springs Life to promote its upcoming food and wine festival. Held at the James Beard Foundation’s new space at Chelsea Piers, three of Palm Springs’ brightest chefs prepared food that wowed media, meeting planners and general guests of the Foundation.



Website

<https://visitpalmsprings.com>

Analytics	January 2024	January 2023	**July 2023-January 2024	July 2022-January 2023
Sessions	201,356	196,201	844,088	894,821
Users	161,229	139,923	686,385	688,294
Page Views	303,360	627,576	1,331,236	2,246,140
*Events	1,597,859	N/A	6,831,226	N/A

* Events in Google Analytics measure specific interactions on your website or app, such as page loads or link clicks.

**Google Analytics dropped tracking from November 15-26, 2023. The above results do not include 12 days.

Visitor Guides & Visitor Information

Visitor Guides

	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Distributed Hard Copy	4,576	4,605	31,410	26,114
Digital Page Views	9,323	24,043	37,059	93,246
Downloads	60	98	244	372

Visitor Information Centers

Visitor Information Center

Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily

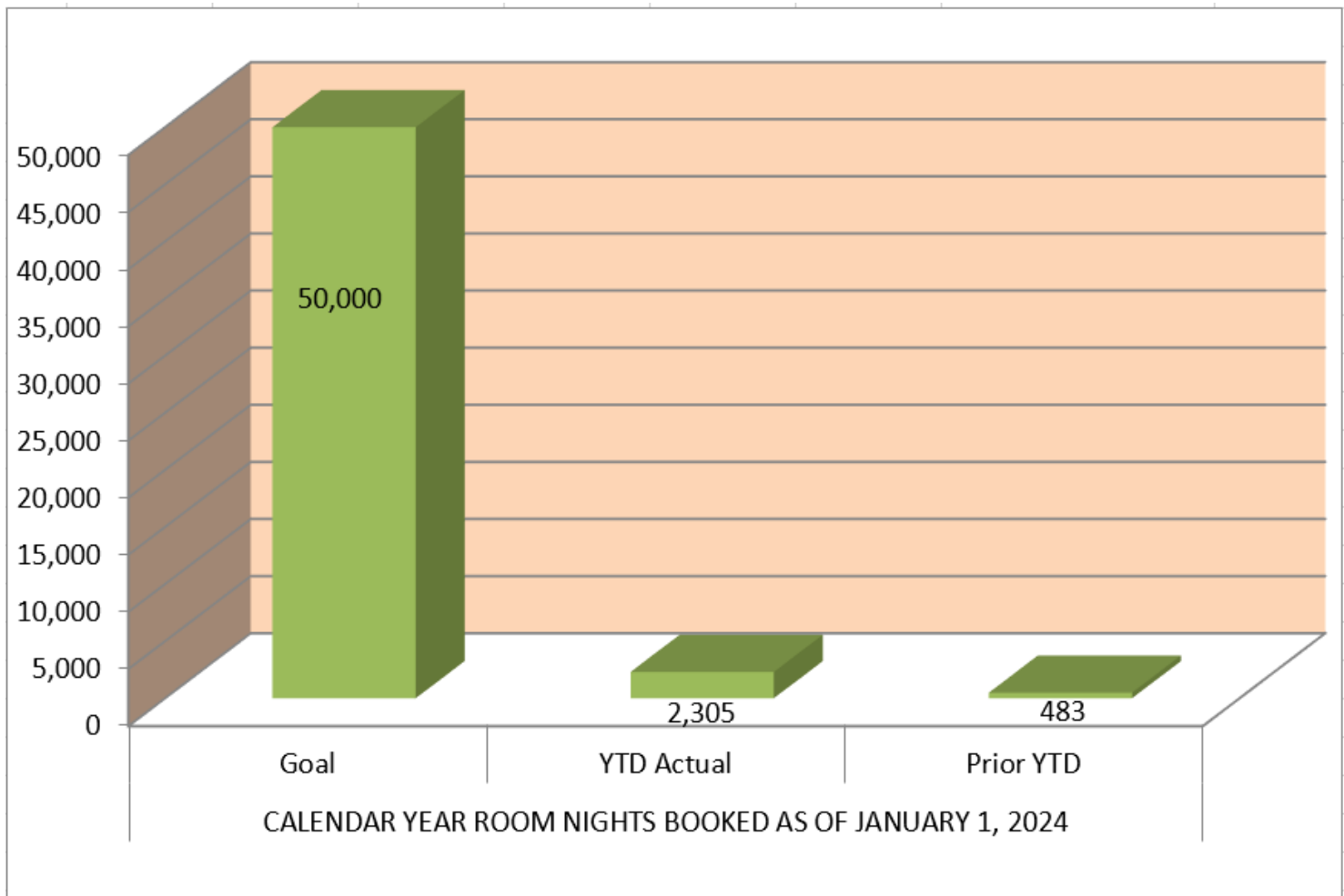
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	January 2024	January 2023	July 2023-January 2024	July 2022-January 2023
Visitor Information Center	12,183	10,173	43,440	38,800
Welwood Murray Memorial Library	2,780	2,989	14,792	16,769
Total	14,963	13,162	58,232	55,569

Palm Springs Convention Center (Calendar Year Beginning January 1, 2024)

January 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	5	2,305	5	2,305
Contracts Issued	5	2,685	5	2,685
Contracts awaiting signature	20	48,673		
Tentative events added	32	23,933	32	23,933



YTD Actual	PYTD Actual	Annual Goal	% of Goal
2,305	483	50,000	4.6%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
Palm Springs Modernism Show 2024	2/11-20/2024	70	245
2024 Annual Intersect Palm Springs Art Show	2/5-12/2024	42	234
2025 Parenteral Drug Association Annual Meeting	4/5-11/2025	500	1,826

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
5	2,685	5	2,685

# Contracts Awaiting Signature	Room Nights
20	48,673

Lost Business	# Events	Room Nights
	15	20,079

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
MarketKey Ltd. – PI Apparel WestCoast 2024	3/2024	112	Selected Los Angeles – PS Didn’t Make Final Cut
RAS International - Sustainable Travel & Transportation Show	5/2024	600	No Reason Given
CA Institute for Behavioural Health Solutions 2024	10/2024	405	Self-Contained at Renaissance PS
Intl. Assn. of Venue Managers (IAVM) 2025	5/2025	2,341	PS Didn’t Make Final Cut – wants to be the only client in the PSCC
Encore Performing Arts – 2025 Encore Nationals	6/2025	906	Selected Las Vegas – Lower costs
Intl. Assn. of Venue Managers (IAVM) 2026	6/2026	2,341	PS Didn’t Make Final Cut - - wants to be the only client in the PSCC
County Welfare Directors Association of CA 2026 Annual Meeting	10/2026	2,050	Selected Anaheim due to Appealing Nearby Attractions
2027 Restoration Industry Association International Convention & Industry Expo	4/2027	1,500	Did not meet PSCC Booking Parameters
National Technical Investigators Association 2027	7/2027	5,005	Selected New Orleans due to lower rates and booking incentives
Society of Forensic Toxicologists (SOFT) 2027 Annual Conference	10/2027	2,749	Selected Providence RI; Group wanted East Coast
County Welfare Directors Association of CA 2028 Annual Meeting	10/2028	2,050	Selected Anaheim due to Appealing Nearby Attractions

Top Competitive Destinations - 2024		# of Groups
Anaheim		2 (Tie)
Las Vegas		1 (Tie)
Los Angeles		1 (Tie)
New Orleans		1 (Tie)

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
Appealing Nearby Attractions/theme Parks
Group Failed Booking Parameters

Tradeshows & Events attended – January 2024	Date	Attendees
Main Street ZOOM call	1/2	Rick Leson
GM Meeting ZOOM Call	1/5	Rob Hampton
Visit CA Focus Group	1/5	Rob Hampton, Kimber Foster
Professional Conference Managers Assn. Convening Leaders	1/7-10	Rob Hampton, Paula Helm, Kristie Dore
GM Meeting ZOOM Call	1/10	Rick Leson
PSHA Board Meeting	1/11	Rick Leson
January HOPS Monthly Meeting	1/18	Rick Leson, Rob Hampton, Paula Helm, Shawn Sande, David Leroy, CMP
PSHA Monthly Luncheon	1/18	Rick Leson, David Leroy, CMP
PS Resorts Monthly Meeting	1/23	Rob Hampton
GM Meeting ZOOM Call	1/24	Rob Hampton, Rick Leson
Future Hotel Project Discussion & Walk-through	1/24	Rob Hampton, Rick Leson

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
Palm Springs International Film Festival Destination Education Program – 30 Clients, Influencers, Bloggers and Guests			
International Council of Shopping Centres (ICSC)	9/21-26/2024	500	1,200
International Assn. of Venue Managers – 5/2025 and 6/2026	6/1-6/2025 5/31-6/5/2026	375 Each	2,341 Each
N. American Trailer Dealers Assn. 2025 Trailer-Tech Expo	1/26-29/2025	650	1,500
Riverside County Office of Education 2024 Educational Services Conference	9/17-20/2024	250	750

Planning Meetings Definite	Date	Peak Rooms	Room Nights
Sports Field Management Assn. 2025 Annual Conference	1/12-16/2025	600	2,315
CA Assn. of School Psychologists 2024 Annual Convention	10/15-17/2024	326	801
National Indian Education Association	10/6-12/2024	550	2,305
CA Association of School Business Officials (CASBO)	4/6-10/2024	910	2,549
CA Park & Recreation Society	2/25-3/2/2024	775	2,150
CA Police Chiefs Assn. 2024 Annual Training Symposium	5/19-23/2024	365	1,000
SaxmanOne – Office for Victims of Crime Indian Nations	12/10-13/2024	1,000	5,000

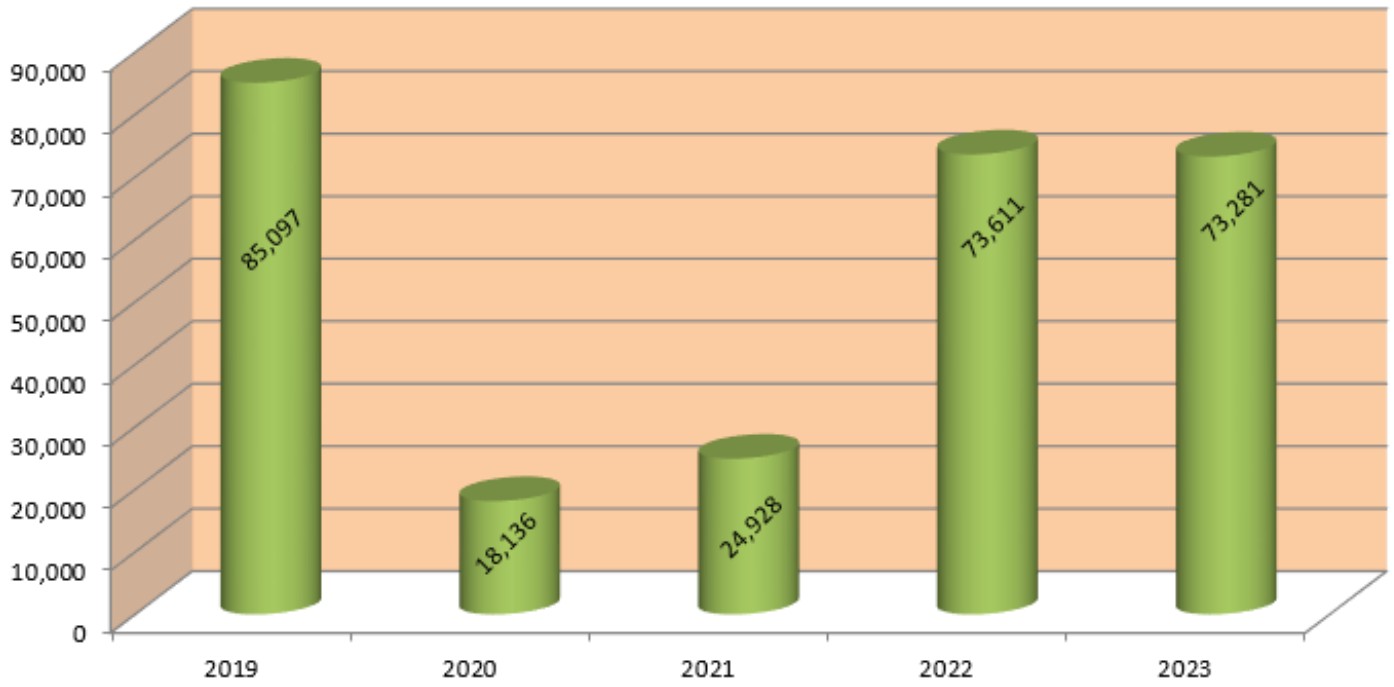
Key Events Hosted in January 2024

	Date
Palm Springs International Film Festival Gala	12/26-1/6
Sports & Beyond, Inc. PS Gymnastics Cup 2024	1/11-14
City of Palm Springs Supports FIND Food Distribution	1/18
CA Association of Public Procurement Officials, Inc. (CAPPO)	1/20-24
Retail Jeweller's Organization (RJO) 2024 Winter Show	1/25-30
Varsity Spirit LLC DbA Spirit Sports 2024 Duel in the Desert Championship	1/31-2/5

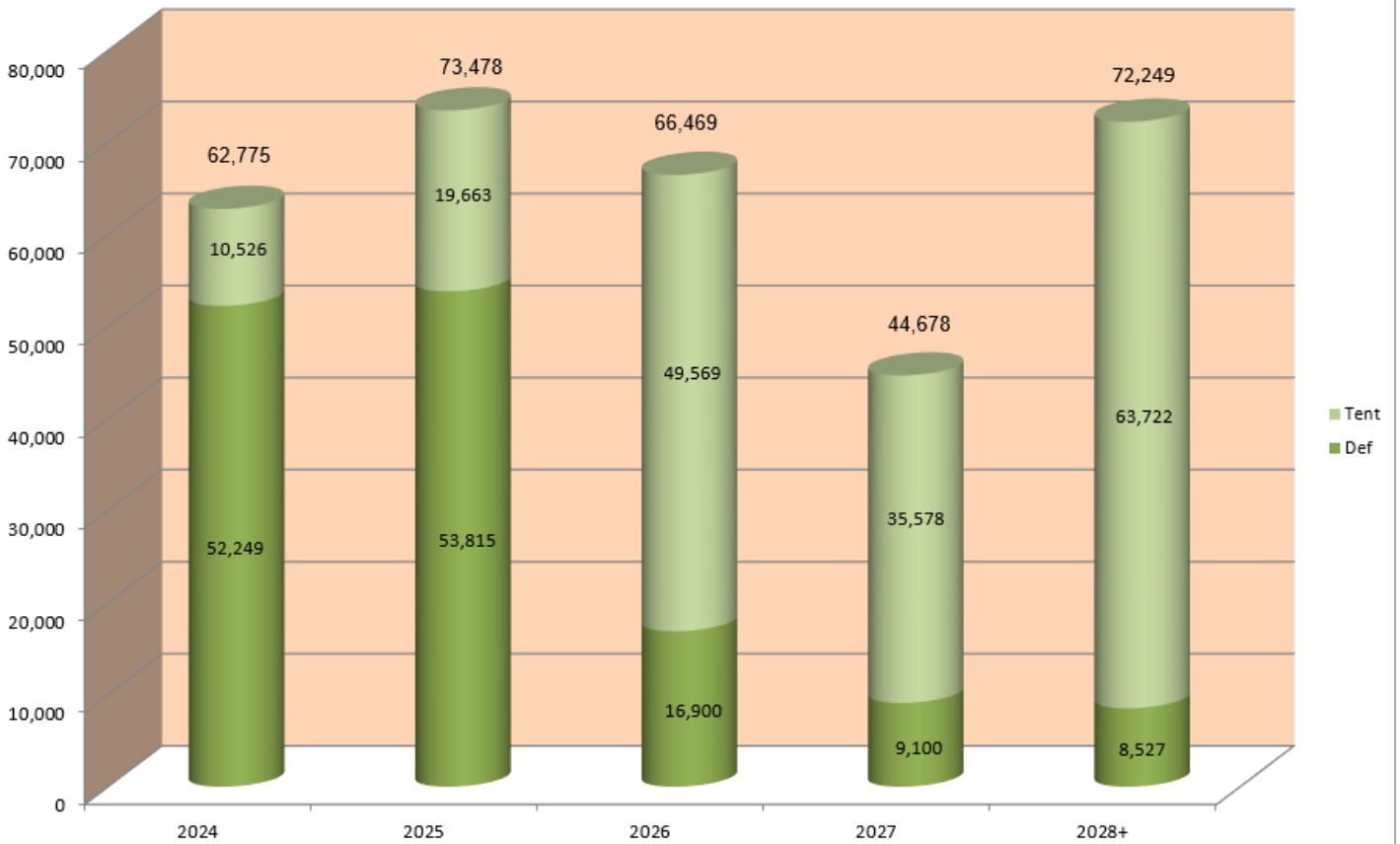
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

Month		2020	2021	2022	2023	2024	2025	2026	2027	2028+
		Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights
January	Definite	2,730	-	150	3,721	3,761	3,980	-	1,450	-
	All Tentative	-	-	-	-	-	3,260	7,250	640	-
	Total	2,730	-	150	3,721	3,761	7,240	7,250	2,090	-
February	Definite	6,414	-	4,207	5,392	6,079	9,000	3,880	-	-
	All Tentative	-	-	-	-	-	979	3,245	7,500	7,425
	Total	6,414	-	4,207	5,392	6,079	9,979	7,125	7,500	7,425
March	Definite	8,492	500	13,992	16,918	15,699	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	-	6,562	11,153	27,886
	Total	8,492	500	13,992	16,918	15,699	17,752	11,562	16,153	27,886
April	Definite	-	-	5,011	4,450	4,210	6,879	2,000	2,650	5,890
	All Tentative	-	-	-	-	2,604	-	2,604	-	13,112
	Total	-	-	5,011	4,450	6,814	6,879	4,604	2,650	19,002
May	Definite	-	35	9,964	7,573	3,650	2,650	2,650	-	-
	All Tentative	-	-	-	-	-	5,060	3,021	3,087	-
	Total	-	35	9,964	7,573	3,650	7,710	5,671	3,087	-
June	Definite	-	1,300	4,930	4,000	-	-	-	-	-
	All Tentative	-	-	-	-	-	-	906	-	-
	Total	-	1,300	4,930	4,000	-	-	906	-	-
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	-
	Total	-	1,480	1,160	-	-	2,637	-	-	2,637
August	Definite	-	5,934	8,000	9,116	3,151	-	-	-	-
	All Tentative	-	-	-	-	-	-	-	-	5,665
	Total	-	5,934	8,000	9,116	3,151	-	-	-	5,665
September	Definite	-	1,517	4,931	3,702	-	-	-	-	-
	All Tentative	-	-	-	-	1,950	4,566	7,422	3,642	3,034
	Total	-	1,517	4,931	3,702	1,950	4,566	7,422	3,642	3,034
October	Definite	-	8,435	8,056	9,395	7,592	6,310	1,370	-	-
	All Tentative	-	-	-	-	456	3,673	8,129	4,969	-
	Total	-	8,435	8,056	9,395	8,048	9,983	9,499	4,969	-
November	Definite	500	5,287	9,101	5,794	8,107	4,607	2,000	-	-
	All Tentative	-	-	-	-	516	2,125	2,387	4,587	6,600
	Total	500	5,287	9,101	5,794	8,623	6,732	4,387	4,587	6,600
December	Definite	-	440	4,109	3,220	-	-	-	-	-
	All Tentative	-	-	-	-	5,000	-	8,043	-	-
	Total	-	440	4,109	3,220	5,000	-	8,043	-	-
Definite		18,136	24,928	73,611	73,281	52,249	53,815	16,900	9,100	8,527
All Tentative		-	-	-	-	10,526	19,663	49,569	35,578	63,722
Total		18,136	24,928	73,611	73,281	62,775	73,478	66,469	44,678	72,249

Total Room Nights Realized 2019-2023



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

