

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

**Monthly Report
October 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 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 Metrosource.

Total All Digital Ads

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 5,545,691 | 4,041,321 | 24,241,776 | 43,399,101 |
| Clicks to VisitPalmSprings.com | 15,007 | 16,168 | 52,561 | 184,648 |
| Video Views & Audio Ads | 442,972 | 342,431 | 1,247,129 | 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

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-------|--------------|--------------|-----------------------|----------------------|
| Spots | 967 | 1,134 | 26,611,340 | 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.

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 103,359 | 133,099 | 447,466 | 1,608,911 |
| Clicks to VisitPalmSprings.com | 8,086 | 10,627 | 31,462 | 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.

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 468,149 | 556,677 | 1,891,574 | 7,263,034 |
| Clicks to VisitPalmSprings.com | 521 | 838 | 1,360 | 7,427 |

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

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 401,787 | 340,400 | 1,477,790 | 3,653,967 |
| Clicks to VisitPalmSprings.com | 311 | 278 | 1,179 | 2,614 |

Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.
Video completion rate = 50%

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 238,415 | 222,283 | 875,991 | 2,564,184 |
| Clicks to VisitPalmSprings.com | 247 | 320 | 502 | 3,103 |
| Completed Video Views | 129,498 | 157,866 | 553,080 | 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%

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-----------------------|--------------|--------------|-----------------------|----------------------|
| Completed Video Views | 124,688 | 69,702 | 433,123 | 778,445 |

Spotify

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

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022 – June 2023 |
|--------------------------------|--------------|--------------|-----------------------|-----------------------|
| Total Impressions | 198,751 | 120,830 | 274,682 | 1,192,528 |
| Clicks to VisitPalmSprings.com | 180 | 49 | 245 | 706 |
| Audio Ad Completions | 188,786 | 114,863 | 260,926 | 1,137,463 |

Native Advertising Platform

Digital ads delivered in the form of native content.

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|--------------------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 593,498 | 435,931 | 2,003,971 | 6,429,405 |
| Clicks to VisitPalmSprings.com | 2,403 | 1,207 | 7,316 | 21,193 |

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.

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022 – June 2023 |
|--------------------------------|--------------|--------------|-----------------------|-----------------------|
| Total Impressions | 516,445 | 327,201 | 516,445 | 2,733,975 |
| Clicks to VisitPalmSprings.com | 1,185 | 811 | 1,185 | 5,126 |

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

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-------------------|--------------|--------------|-----------------------|----------------------|
| Total Impressions | 1,627,616 | N/A | 13,329,066 | 1,035,542 |
| Engagements | 90 | N/A | 1,226 | 2,102 |

Sojern

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

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022 – June 2023 |
|--------------------------------|--------------|--------------|-----------------------|-----------------------|
| Total Impressions | 1,397,671 | 934,861 | 1,511,082 | 8,184,265 |
| Clicks to VisitPalmSprings.com | 1,984 | 1,172 | 2,050 | 8,846 |

Sunset Magazine

Visit Palm Springs collaborated with the Palm Springs Food & Wine Festival on a trip giveaway that included VIP wristbands to the festival. The giveaway was live September 28-October 19. Over 3,500 people entered the giveaway.

On October 9, banner ads promoting the giveaway were placed in Sunset Magazine's [Food & Drink e-newsletter](#).

Total delivered: 27,750

Total opened: 12,725

Total open rate: 45.86%

Impressions: 59,716



Television

Spectrum

Air Dates: October 2023

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

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

27 Total Networks

967 Commercial Airings

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 | | | | October, 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 | 2,728 |
| Ukiah | 8:30 AM | 5:30 PM | 9:00 | 540:00:00 | 5:11 | 104 | 3,224 |







Social Media

| | October 2023 | October 2022 |
|---|--------------|--------------|
| Facebook page likes https://www.facebook.com/VisitPalmSprings | 87,276 | 76,475 |
| Instagram followers https://www.instagram.com/visitpalmsprings | 154,165 | 128,463 |
| Pinterest followers https://www.pinterest.com/visitpalmsprings | 2,367 | 2,068 |
| Tik Tok followers https://www.tiktok.com/@visit.palmsprings | 18,010 | 14,202 |











Facebook Page Insights

| | | |
|---|--|---|
|  <p>Total Impressions 773,180</p> |  <p>Video Views 21,577</p> |  <p>Link Clicks 8,397</p> |
|  <p>Organic Impressions 344,819</p> |  <p>Engagements 28,469</p> |  <p>Total Page Likes 87,276</p> |
|  <p>Paid Impressions 426,519</p> | |  <p>Page Likes Gained 287</p> |
|  <p>Comments 495</p> |  <p>Shares 579</p> |  <p>Published Posts 34</p> |










Facebook Top Posts

| | | |
|---|---|---|
|  <p>Visit Palm Springs Mon 10/2/2023 12:02 pm PDT</p> <p>Living life on dnd (do not disturb) until further notice. 🍷 🍷: @anapadilla</p>  <p>Impressions 33,348</p> <p>... 🗑️ 🗨️</p> |  <p>Visit Palm Springs Thu 10/19/2023 11:57 am PDT</p> <p>It's that time of the year again! Modernism Week kicks off TOMORROW! To find out more information, head over ...</p>  <p>Impressions 27,758</p> <p>... 🗑️ 🗨️</p> |  <p>Visit Palm Springs Sat 10/7/2023 6:51 pm PDT</p> <p>Golden hour is a sight to see around here. 🌅 🍷: @lance.gerber</p>  <p>Impressions 19,278</p> <p>... 🗑️ 🗨️</p> |
|---|---|---|

Instagram Insights

| | | |
|---|---|---|
|  Total Impressions 910,801 |  Video Views 172,035 |  Story Link Clicks 199 |
|  Saves 1,825 |  Engagements 42,433 |  Followers 154,165 |
|  Shares 2,531 |  Profile Actions 594 |  Followers Gained 575 |
|  Comments 563 | | |

Instagram Top Posts

| | | |
|--|--|---|
|   visitpalmssprings Thu 10/12/2023 11:06 am PDT |   visitpalmssprings Fri 10/6/2023 2:22 pm PDT |   visitpalmssprings Thu 10/19/2023 7:48 am PDT |
| Once you see this sign, you know you're home. ✈️🏠: @skylarkhotelpalmssprings | Oops 🤦 | It's that time of the year again! Happy first day of Modernism Week. Head over to @modernism_week to... |
|  |  |  |
| <u>Impressions</u> 29,883 | <u>Impressions</u> 28,932 | <u>Impressions</u> 27,572 |
| ... 🗑️ 💬 | ... 🗑️ 💬 | ... 🗑️ 💬 |

Pinterest Highlights

| | | |
|--|---|---|
|  Impressions 126,905 |  Engagement 2,390 |  Outbound Clicks 913 |
|  Followers 2,367 |  Followers Gained 32 |  Published Posts 2 |



54

1

5












64

0

4

TikTok Highlights

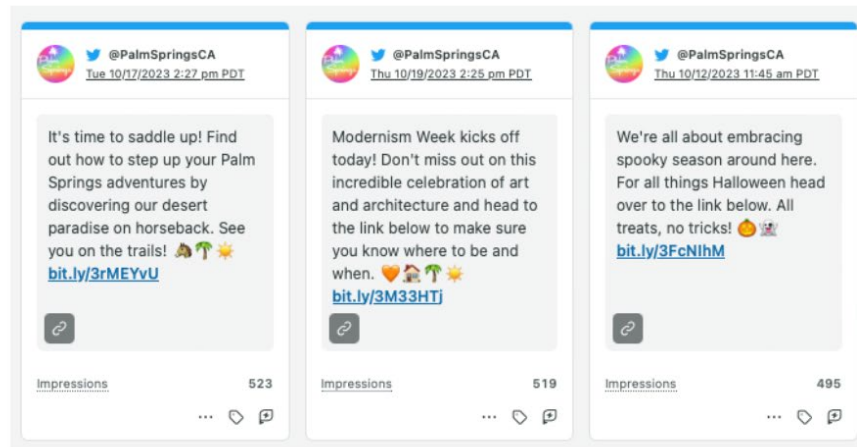
| | | |
|--|--|---|
|  Followers 18,010 |  Video Views 93,763 |  Lifetime Likes 37,274 |
| | |  Followers Gained 58 |
|  | | |
| | |  Engagements 1,033 |
| | |  Impressions 92,081 |
|  Shares 30 |  Comments 8 | |

Twitter (X) Highlights

Impressions
2,423

Engagement
66

Link Clicks
40



Social Media Paid Campaigns

Girls Getaway
Impressions 21,787
Clicks 336

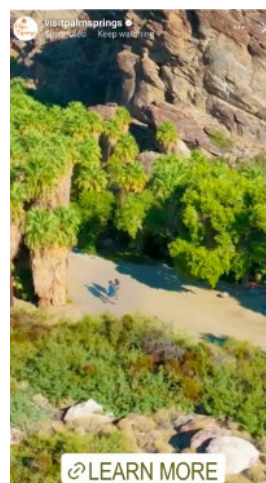
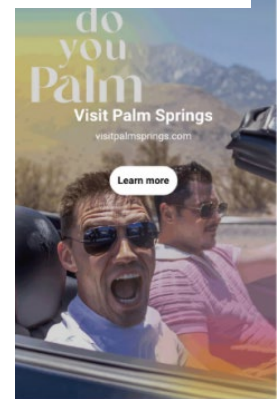
LGBTQ+ Roadtrip
Impressions 97,825
Clicks 1,904

Family Friendly
Impressions 41,183
Clicks 1,642

Pride 2023
Impressions 102,567
Clicks 982

Hiking Video
Impressions 5,172
Clicks 69

Hiking Banner Ads
Impressions 112,472
Clicks 1,304



IGLTA

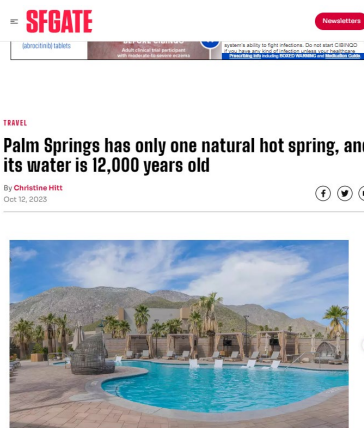
Rob and Kimber attended IGLTA with Mayor Garner, Todd Burke VGPS VP of Communications and Brad Fuhr from KGAY. We had 22 one-on-one appointments with travel trade, tour operators and media. We will be hosting a lesbian FAM trip with three couples we met at the conference, during the Palm Springs International Film Festival Awards Gala.



Sample Articles

SF Gate

[Palm Springs has only one natural hot spring, and its water is 12,000 years old](#)



MissTourist.com

[Epic 2-Day Palm Springs Itinerary • A Local's Guide!](#)

Gay Times UK

<https://www.gaytimes.co.uk/travel/palm-springs-a-queer-oasis-in-the-middle-of-the-californian-desert/>



From Our Blog



Unveiling the Jewel: Villa Royale Palm Springs

Nestled in the heart of south Palm Springs, Villa Royale is a haven of elegance...

[Read More](#)



Thanksgiving in Palm Springs

Embracing Gratitude and Bliss Thanksgiving is a time of gratitude, togetherness, and indulgence in delectable...

[Read More](#)



Greater Palm Springs Pride 2023

Drag Now, Drag Forever "Drag Now, Drag Forever" is this year's theme. Greater Palm Springs...

[Read More](#)

[Read The Blogs](#)

[Unveiling the Jewel: Villa Royale Palm Springs](#)

[Thanksgiving in Palm Springs](#)

[Greater Palm Springs Pride 2023](#)

[Modernism Week – October](#)



Modernism Week – October

How Walt Disney Enchanted Palm Springs

Exploring Palm Springs on Horseback



Exploring Palm Springs on Horseback

Palm Springs Travel Guide for Canadians

Agua Caliente Cultural Museum

Website

<https://visitpalmsprings.com>

| Analytics | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|------------------|---------------------|---------------------|------------------------------|-----------------------------|
| Sessions | 146,060 | 119,118 | 430,689 | 1,563,298 |
| Users | 113,079 | 95,774 | 351,491 | 1,245,378 |
| Page Views | 196,035 | 224,682 | 645,099 | 3,300,327 |

Visitor Guides & Visitor Information

Visitor Guides

| | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|-----------------------|--------------|--------------|-----------------------|----------------------|
| Distributed Hard Copy | 4,435 | 3,931 | 17,407 | 49,079 |
| Digital Page Views | 4,749 | 10,833 | 18,216 | 172,918 |
| Downloads | 31 | 51 | 108 | 552 |

Visitor Information Centers

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

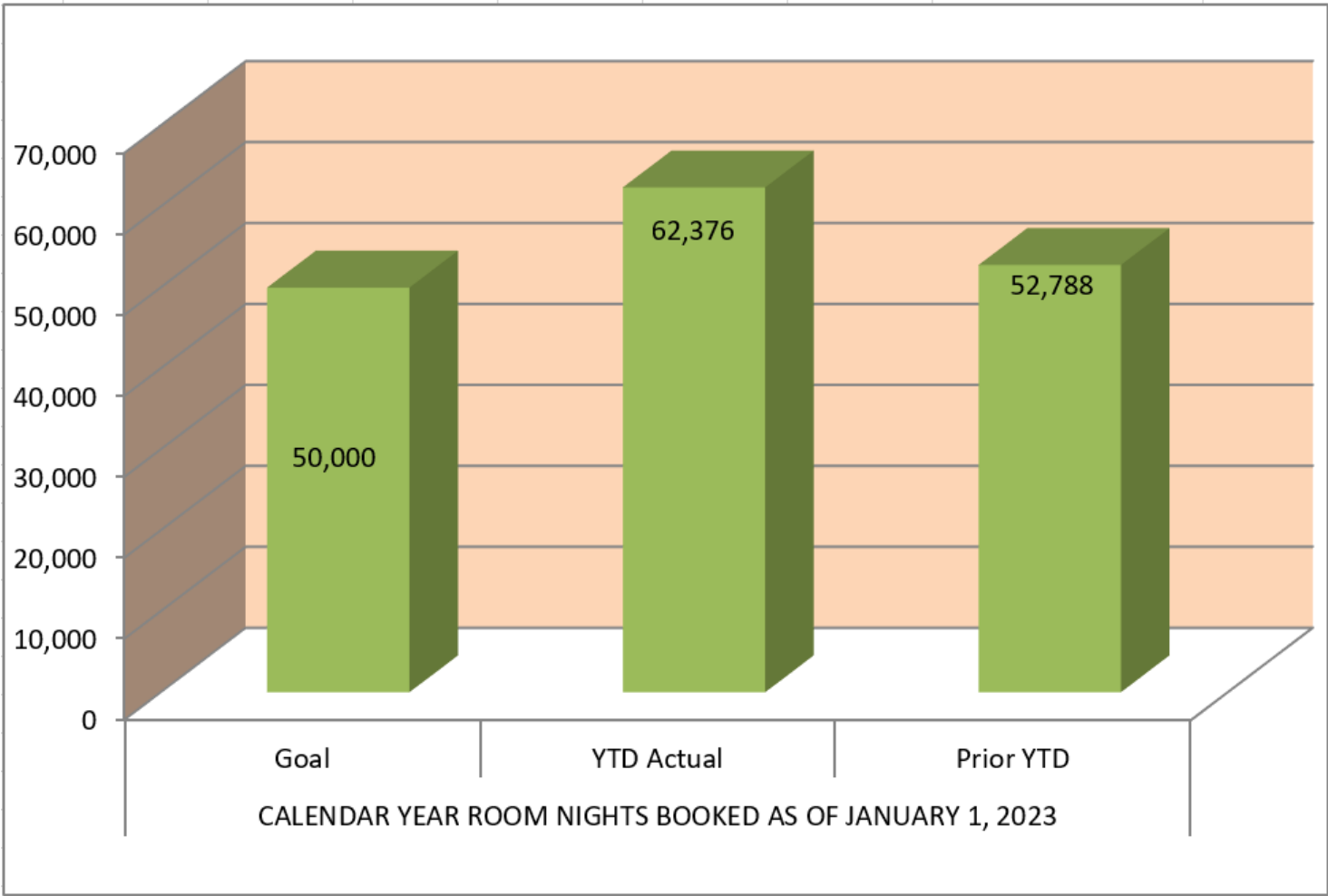
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

| Number of Visitors | October 2023 | October 2022 | July 2023 – June 2024 | July 2022– June 2023 |
|---------------------------------|--------------|--------------|-----------------------|----------------------|
| Visitor Information Center | 6,017 | 5,527 | 16,785 | 83,256 |
| Welwood Murray Memorial Library | 2,421 | 2,502 | 7,489 | 29,523 |
| Total | 8,438 | 8,029 | 24,274 | 112,779 |

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

| October 2023 Convention Sales | Month # | Month Room Nights | YTD # | YTD Room Nights |
|-------------------------------|---------|-------------------|-------|-----------------|
| Definite Contracted Groups | 4 | 2,830 | 80 | 62,376 |
| Contracts Issued | 8 | 10,246 | 80 | 65,066 |
| Contracts awaiting signature | 25 | 54,679 | | |
| Tentative events added | 26 | 29,082 | 236 | 165,363 |



| YTD Actual | PYTD Actual | Annual Goal | % of Goal |
|------------|-------------|-------------|-----------|
| 62,376 | 52,788 | 50,000 | 124.7% |

| Definite Contracted Room Night Producing Groups | Date | Peak Rooms | Room Nights |
|---|-------------|------------|-------------|
| Charter Schools Development Center 2025 Leadership Conference | 10/5-9/2025 | 700 | 2,130 |
| CA Automatic Fire Alarm Association | 2/6/2025 | 300 | 700 |

| Contracts Issued | Room Nights | 2023 YTD Contracts Issued | 2023 YTD Room Nights |
|------------------|-------------|---------------------------|----------------------|
| 8 | 10,246 | 80 | 65,066 |

| # Contracts Awaiting Signature | Room Nights |
|--------------------------------|-------------|
| 25 | 54,679 |

| | # Events | Room Nights |
|---------------|----------|-------------|
| Lost Business | 23 | 19,376 |

| Lost Room Night Producing Groups | Mo./Yr. | Room Nights | Reason |
|---|---------|-------------|--|
| Collision Industry Conference | 1/2024 | 640 | Group will remain at the Hilton PS for 2024 |
| Varsity Spirit Camp CAIW4 | 6/2024 | 615 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW5 | 6/2024 | 377 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW6 | 6/2024 | 377 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW3 | 6/2024 | 570 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW1 | 7/2025 | 570 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CARM3 | 7/2024 | 665 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAPS1 | 7/2024 | 247 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CARM1 | 7/2024 | 456 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW2 | 7/2024 | 615 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW7 | 7/2024 | 377 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CARM2 | 8/2024 | 456 | Found Self-contained properties in the Valley |
| Varsity Spirit Camp CAIW4 | 8/2024 | 615 | Found Self-contained properties in the Valley |
| Professional in Human Resources Annual Conference | 6/2024 | 676 | Selected Anaheim; Too hot in PS |
| National Institute of Justice | 9/2024 | 2,560 | Lost due to date availability at the headquarter hotel |
| National Flute Association 2026 | 7/2026 | 3,728 | Inadequate meeting & banquet space; need a concert venue for 2,000 |
| National Council on Family Relations 2026 Annual Conference | 11/2024 | 1,965 | Selected Minneapolis; PS didn't make final cut |
| 2027 American Jail Association Annual Meeting | 5/2027 | 3,867 | Guest room rates too high |

| Top Competitive Destinations - 2023 | | # of Groups |
|--|--|--------------------|
| Reno | | 3 (Tie) |
| Indian Wells | | 3 (Tie) |
| Chula Vista | | 2 (Tie) |
| Los Angeles | | 2 (Tie) |
| San Diego | | 2 (Tie) |
| Anaheim | | 1 (Tie) |
| Austin | | 1 (Tie) |
| Boston | | 1 (Tie) |
| Houston | | 1 (Tie) |
| Indianapolis | | 1 (Tie) |
| Nashville | | 1 (Tie) |
| Minneapolis | | 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 | | |
| Wants to be under One roof | | |
| Inadequate meeting or banquet space | | |
| Guest Room Rates too High | | |

| Tradeshows & Events attended | Date | Attendees |
|--|-------------|---|
| IGLTA LGBTQ+ Tourism Expo – Puerto Rico | 10/2-7 | Rob Hampton, Kimber Foster |
| Mainstreet Meeting | 10/3 | Rick Leson |
| GM Meeting Zoom Call | 10/4 | Rick Leson |
| VGPS Quarterly DOSM Meeting | 10/6 | Rick Leson |
| GM Meeting Zoom Call | 10/11 | Rob Hampton, Rick Leson |
| PSHA October Board Meeting | 10/12 | Rob Hampton, Rick Leson, Kimber Foster |
| PS Chamber of Commerce Hosts the State of the City | 10/17 | Rob Hampton, Rick Leson, Kimber Foster + additional staff |
| GM Meeting Zoom Call | 10/18 | Rob Hampton, Rick Leson, Kimber Foster |
| October HOPS Monthly Meeting | 10/19 | Rick Leson, Paula Helm. Shawn Sande, David Leroy |
| PSHA October Monthly Meeting | 10/19 | Rob Hampton |
| Midwest Client Sales Mission with VGPS | 10/23-27 | David Leroy |
| GM Meeting Zoom Call | 10/25 | Rob Hampton, Rick Leson, Kimber Foster |
| Dean Grubl Site Tour | 10/26 | Rob Hampton, Rick Leson |
| VGPS presents the Champions of Hospitality | 10/30 | Rob Hampton, Rick Leson, Kimber Foster |

| Site Inspections Tentative | Tentative Date | Peak Rooms | Room Nights |
|--|-------------------------------|-------------------|--------------------|
| City of Angels International Christian Church 2024 Winter Workshop | 1/11-14/2024 | 40 | 100 |
| PCMA Convene Magazine Article | N/A | N/A | N/A |
| FreedomFest 2025 and 2027 | 7/12-18/2025 7/12-18, 2027 | 800 | 3,340 each program |

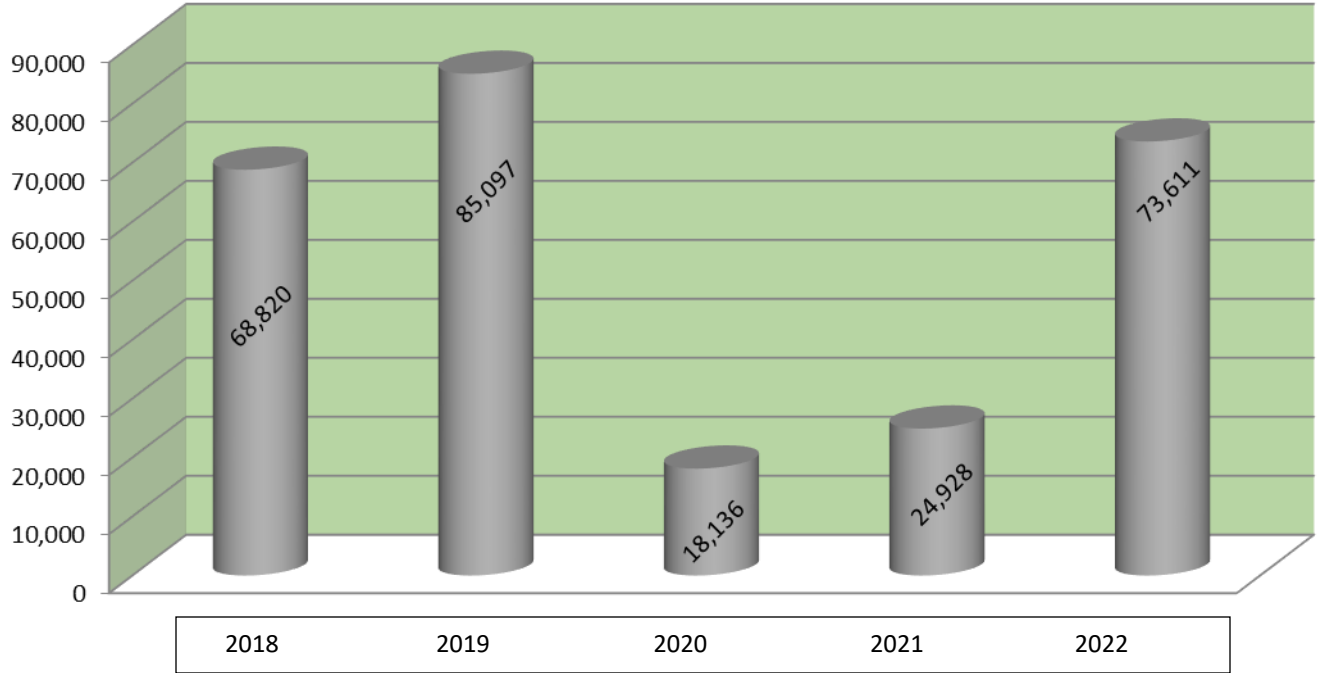
| Planning Meetings Definite | Date | Peak Rooms | Room Nights |
|--------------------------------------|-------------|-------------------|--------------------|
| National Agricultural Aviation Assn. | 12/2-7/2023 | 800 | 3,220 |

| Key Events Hosted in October, 2023 | | Date |
|--|--|-------------|
| Victory Outreach International | | 10/1-5 |
| City of Palm Springs Supports FIND Food Distribution | | 10/5 |
| On Location dba Valley Music Travel Power Trip Shuttle Parking | | 10/5-9 |
| Aurora Institute | | 10/13-17 |
| CA Association of Science Educators (CASE) | | 10/18-22 |
| Dolphin Promotions, Inc. – Fall Modernism Show 2023 | | 10/18-23 |
| City of Palm Springs PSP Job Fair | | 10/23-24 |
| CA School Nutrition Association | | 10/25-29 |

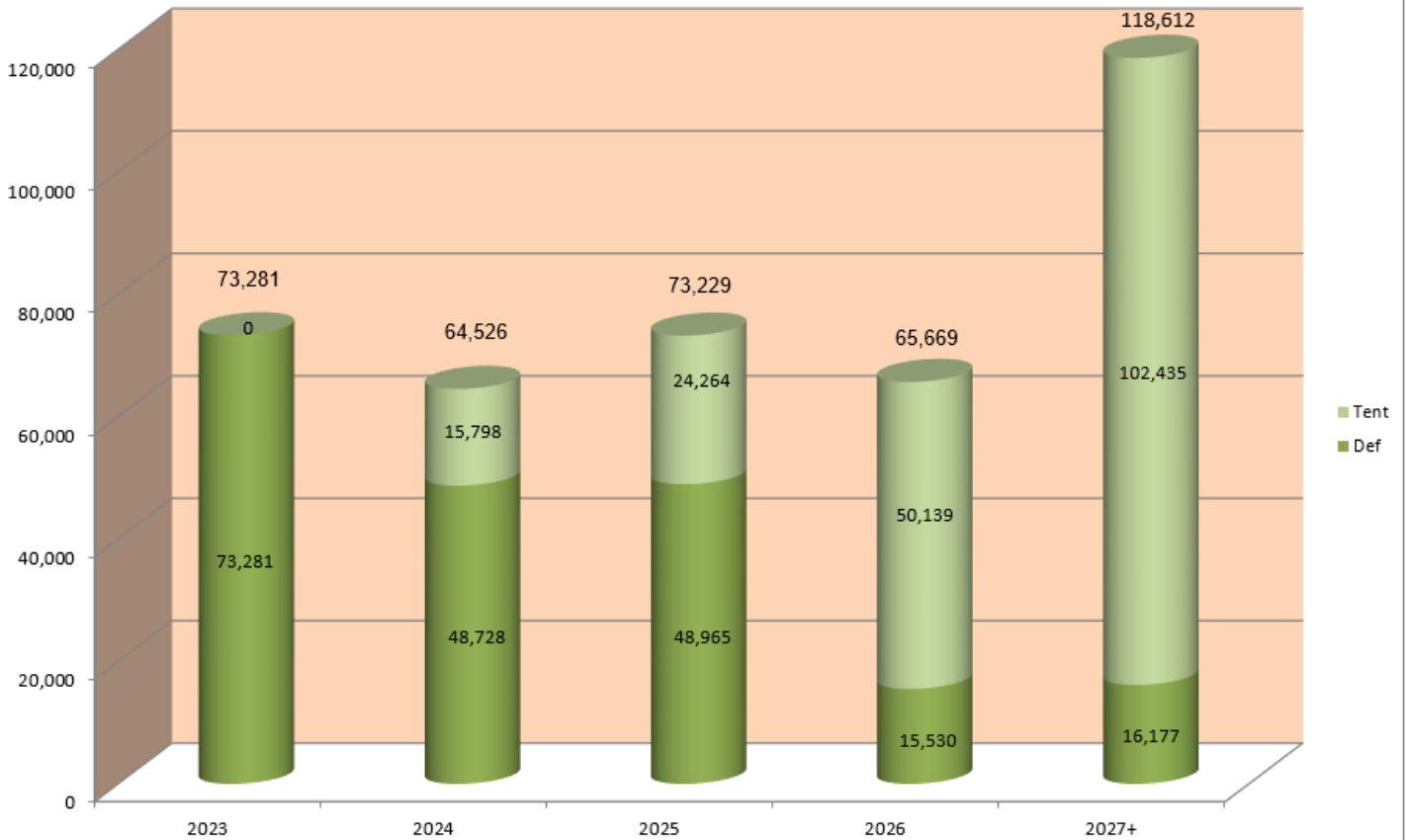
Palm Springs Convention Center
Pace Report - Calendar Year
Definite & All Tentative Room Nights

| 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 | - | - | - | - | - | 671 | - | 7,250 | - |
| | Total | 4,610 | 2,730 | - | 150 | 3,721 | 3,711 | 3,980 | 7,250 | - |
| February | Definite | 5,775 | 6,414 | - | 4,207 | 5,392 | 5,100 | 9,000 | 3,880 | - |
| | All Tentative | - | - | - | - | - | 479 | 2,066 | 7,525 | 16,825 |
| | Total | 5,775 | 6,414 | - | 4,207 | 5,392 | 5,579 | 11,066 | 11,405 | 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 | 35,073 |
| | Total | 13,392 | 8,492 | 500 | 13,992 | 16,918 | 15,699 | 17,752 | 11,562 | 40,073 |
| 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 | - | - | - | - | - | 576 | 5,065 | 1,930 | 13,391 |
| | Total | 10,196 | - | 35 | 9,964 | 7,573 | 4,226 | 7,715 | 4,580 | 13,391 |
| June | Definite | 5,149 | - | 1,300 | 4,930 | 4,000 | - | - | - | - |
| | All Tentative | - | - | - | - | - | 4,300 | 3,096 | - | - |
| | Total | 5,149 | - | 1,300 | 4,930 | 4,000 | 4,300 | 3,096 | - | - |
| July | Definite | 3,083 | - | 1,480 | 1,160 | - | - | 2,637 | - | 2,637 |
| | All Tentative | - | - | - | - | - | - | - | - | 3,340 |
| | Total | 3,083 | - | 1,480 | 1,160 | - | - | 2,637 | - | 5,977 |
| August | Definite | 6,864 | - | 5,934 | 8,000 | 9,116 | 3,151 | - | - | - |
| | All Tentative | - | - | - | - | - | - | - | - | - |
| | Total | 6,864 | - | 5,934 | 8,000 | 9,116 | 3,151 | - | - | - |
| September | Definite | 6,585 | - | 1,517 | 4,931 | 3,702 | - | - | - | - |
| | All Tentative | - | - | - | - | - | 2,700 | 1,740 | 6,117 | 4,551 |
| | Total | 6,585 | - | 1,517 | 4,931 | 3,702 | 2,700 | 1,740 | 6,117 | 4,551 |
| October | Definite | 11,861 | - | 8,435 | 8,056 | 9,395 | 7,592 | 5,099 | - | - |
| | All Tentative | - | - | - | - | - | 156 | 8,559 | 12,164 | 12,768 |
| | Total | 11,861 | - | 8,435 | 8,056 | 9,395 | 7,748 | 13,658 | 12,164 | 12,768 |
| November | Definite | 5,873 | 500 | 5,287 | 9,101 | 5,794 | 6,347 | 4,607 | 2,000 | - |
| | All Tentative | - | - | - | - | - | 1,916 | 500 | 2,387 | 11,187 |
| | Total | 5,873 | 500 | 5,287 | 9,101 | 5,794 | 8,263 | 5,107 | 4,387 | 11,187 |
| December | Definite | 1,370 | - | 440 | 4,109 | 3,220 | - | - | - | - |
| | All Tentative | - | - | - | - | - | 5,000 | - | 3,600 | - |
| | Total | 1,370 | - | 440 | 4,109 | 3,220 | 5,000 | - | 3,600 | - |
| Definite | | 85,097 | 18,136 | 24,928 | 73,611 | 73,281 | 48,728 | 48,965 | 15,530 | 16,177 |
| All Tentative | | - | - | - | - | - | 15,798 | 24,264 | 50,139 | 102,435 |
| Total | | 85,097 | 18,136 | 24,928 | 73,611 | 73,281 | 64,526 | 73,229 | 65,669 | 118,612 |

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years



City Wide Events

■ Definite
■ All Tentative

