

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

**Palm Springs Convention Center**

**Monthly Report**  
**April 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***

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	4,850,410	2,965,619	45,060,981	32,620,063
Clicks to VisitPalmSprings.com	30,755	15,382	199,451	151,227
Video Views & Audio Ads	650,388	345,863	4,290,317	2,613,531

### ***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***

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Spots	796	1,181	26,617,240	24,836,140

### ***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.

### ***Social***

Visit Palm Springs reaches visitors through Facebook, Instagram, Pinterest, TikTok, and Twitter (X) through organic and paid strategies.

### ***Total Social Media Metrics***

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Impressions	2,502,648	2,865,043	26,040,676	25,122,940
Video Views	295,218	168,986	5,030,308	3,267,940
Engagements	77,641	96,660	1,080,056	765,255
Clicks	12,863	13,027	94,810	156,143

## **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.

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	115,954	147,117	1,152,288	1,346,238
Clicks	11,645	11,356	92,331	106,620

### **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.

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	367,099	626,990	4,083,742	6,057,302
Clicks	262	635	3,158	6,363

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

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	399,979	303,628	3,706,267	3,024,402
Clicks	132	187	2,264	2,217

#### **Digital Video Ads**

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

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	219,273	192,633	2,198,079	2,095,207
Clicks	133	162	1,407	2,805
Completed Video Views	121,116	128,378	1,291,573	1,425,777

### 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 = %

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Completed Video Views	103,183	47,248	1,140,886	556,594

### Spotify

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

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	127,173	77,510	719,611	559,994
Clicks	46	20	581	231
Audio Ad Completions	121,697	74,488	684,528	535,411

### Nativo Advertising Platform

Digital ads delivered in the form of native content.

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	1,124,408	441,941	6,573,974	5,026,324
Clicks	5365	1,729	30,865	16,397

### 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.

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	0	261,485	1,034,602	1,543,249
Clicks	0	660	2,271	2,621

### 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.

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	0	0	16,366,916	0
Engagements	0	0	1,369	0
Clicks	0	0	8,455	0

### Sojern

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

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	2,099,578	821,975	5,264,080	5,749,366
Clicks	5,748	505	10,232	6,414

## Pink Media

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

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	113,534	0	577,089	0
Engagements	7,004	0	54,470	0
Clicks	6,519	0	36,588	0

## K Gay

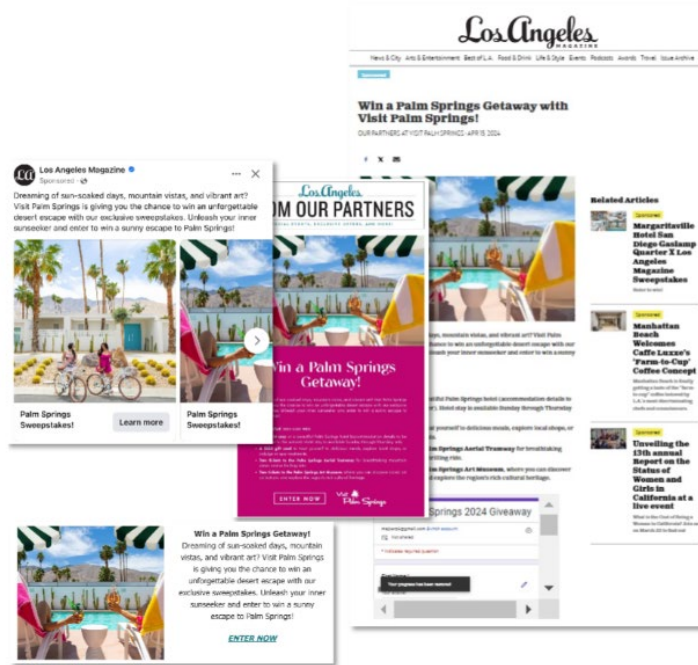
Digital ads and radio spots reaching locals and potential visitors across the world via streaming platforms.

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Total Impressions	199,606	0	1,335,052	0
Clicks	23	0	309	0
Listener sessions	181,694	0	1,050,632	0

## LA Magazine

Banner ads, sponsored content and social media promotion on LAMag.com, OrangeCoast.com and Pasadenamag.com.

Tactics	Entries	Page views	Users		
Visit Palm Springs Landing Page-Sweepstakes	447	1,381	960		
Tactics	Impressions	Clicks	CTR		
LAMag.com ROS Banners 4/15 - 4/30	75,080	49	0.07%		
Tactics	Impressions	Reach	Link Clicks	Post Engagement	CTR
LA Mag Social Post 4/15	8,726	3,747	92	121	1.05%
Tactics	Total Sends	Total Opens	Open Rate	Clicks on Native Unit	
LA Mag Daily Brief Native Unit 4/22	45,652	18,884	41.37%	73	
LA Mag Daily Brief Native Unit 4/26	42,019	15,701	37.37%	129	
Tactics	Total Sends	Total Opens	Open Rate	Total Clicks	CTOR
LA Mag Dedicated E-blast 4/19	17,680	2,511	14.20%	539	21.47%



## Local “Festival Season” Campaign

Promotion to inspire locals to frequent Palm Springs businesses during the festival weekends

Audio spots ran and were fully completed on Spotify, Pandora, I Heart Radio, Sirius XM and local radio stations such as K-Gay, Mix 100.5 and 98.5 The Bull.

Banner ads and paid social media ads ran across dozens of platforms in-market.

Native ads highlighting how to “unwind in Palm Springs beyond the festival crowds” ran throughout the month of April.



Sponsored Content



**Dive Into the Hidden Gems of Palm Springs with Us** [↗](#)

Discover Palm Springs' secrets...  
BY VISIT PALM SPRINGS

24,232 0.39%

Sponsored Content




**Unwind in Palm Springs: Beyond the Festival Crowds** [↗](#)

Discover Palm Springs' secrets...  
BY VISIT PALM SPRINGS

13,116 0.30%

Sponsored Content



**Dive Into the Hidden Gems of Palm Springs with Us** [↗](#)

Discover Palm Springs' secrets...  
BY VISIT PALM SPRINGS

11,867 0.29%

## Television

### Spectrum

Air Dates: April 1-30, 2024

Top 5 Networks: Spectrum News 1, TNT, Spectrum Sportsnet, MSNBC, CNBC

Total Networks: 9

Commercial Airings: 796

## 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				April, 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
<b>Washington State Ferries</b>							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	3:36	350	10,492
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:31	830	24,903
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	2:21	536	16,072
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:31	830	24,903
<b>BC Ferries</b>							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,045
<b>Welcome Centers</b>							
CWC Anderson	8:30 AM	5:30 PM	9:00	540:00:00	2:51	153	4,590
CWC Auburn	9:00 AM	5:00 PM	8:00	480:00:00	2:51	106	3,180
CWC Barstow	10:30 AM	7:15 PM	8:45	525:00:00	2:08	246	7,383
CWC Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	2:08	338	10,125
CWC El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	2:31	119	3,570
CWC Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	6:28	67	2,010
CWC Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	2:08	338	10,125
CWC Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	2:51	164	4,920
CWC Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	3:24	159	4,765
CWC Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	2:51	253	7,579
CWC San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	2:51	168	5,053
CWC San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:00	108	3,240
Truckee Welcome Center	8:30 AM	5:00 PM	8:30	510:00:00	2:51	179	5,368
CWC Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	2:51	147	4,421
CWC Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	2:51	88	2,640
CWC Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	4:39	104	3,120




## Social Media

	April 2024	April 2023
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	82,952	79,712
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	168,366	136,825
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,503	2,256
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	30,174	16,945


### Facebook Page Insights

Impressions <b>1,223,865</b>	Engagements <b>16,928</b>	Comments <b>309</b>
Shares <b>717</b>	Fans <b>82,952</b>	Published Posts <b>35</b>
Video Views <b>43,003</b>	Other Post Clicks <b>6,008</b>	Post Link Clicks <b>54</b>


### Facebook Posts

 Visit Palm Spr...  
Thu 4/25/2024 4:16 p...


the rumors are true, views like this are an everyday




Impressions 46,943

 Visit Palm Spr...  
Mon 4/1/2024 3:31 pm...


It's giving Barbie's vacation house.



Impressions 42,727

 Visit Palm Spr...  
Sun 4/28/2024 11:29 a...

Welcome to Palm Springs, where the mountains always



Impressions 37,432



## Facebook Paid Posts

### Spring Getaway

Impressions: 225,429

Clicks: 3,180

CPC: \$0.39

CTR: 2.34%

### Hiking Guide | Graphic

Impressions: 121,481

Clicks: 1,215

CPC: \$0.41

CTR: 1.65%

### Hiking Guide | Video Spot

Impressions: 121,040

Clicks: 1,175

CPC: \$0.43

CTR: 1.86%

### Festival | Local Dine

Impressions: 282,697

Clicks: 4,552

CPC: \$0.58

CTR: 2.82%

### Festival | Local Shop

Impressions: 33,474

Clicks: 501


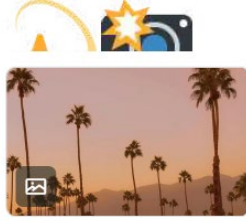




CPC: \$0.62

CTR: 2.52%

## Instagram Insights

Impressions	Engagements	Comments
<b>1,162,454</b>	<b>58,754</b>	<b>512</b>
Shares	Video Views	Website Clicks
<b>5,097</b>	<b>216,768</b>	<b>231</b>
Likes	Followers	Saves
<b>49,469</b>	<b>168,366</b>	<b>3,526</b>

## Instagram Posts

<p>visitpalmsprin... Mon 4/1/2024 3:31 pm...</p> <p>It's giving Barbie's vacation</p>  <p>Impressions 80,957</p>	<p>visitpalmsprin... Sat 4/16/2024 4:59 pm...</p> <p>picture perfect paradise</p>  <p>Impressions 44,433</p>	<p>visitpalmsprin... Thu 4/25/2024 4:10 p...</p> <p>The rumors are true, views like this are an everyday</p>  <p>Impressions 36,438</p>
<p>visitpalmsprin... Tue 4/16/2024 4:00 pm...</p> <p>Craving ceviche? A trip to @crudopalmsprings will satisfy your craving at ever...</p>  <p>Video Views 51,138</p>	<p>visitpalmsprin... Thu 4/11/2024 4:49 p...</p>  <p>Video Views 22,346</p>	<p>visitpalmsprin... Mon 4/15/2024 12:40 p...</p> <p>15 seconds of dreaminess</p>  <p>Video Views 17,111</p>

## Pinterest Highlights




Impressions: 102,556

Engagement: 1,844

Outbound Clicks: 283

Followers: 2,503



Published Posts: 4

<p>visitpalmsprin... Tue 4/16/2024 10:49 a...</p> <p>Pinned to Things to Do Swap the staycation for a daycation using a day pass...</p> 	<p>visitpalmsprin... Tue 4/16/2024 10:51 a...</p> <p>Pinned to Eat &amp; Drink Palm Springs offers a diverse culinary scene that caters t...</p> 	<p>visitpalmsprin... Tue 4/16/2024 10:22 a...</p> <p>Pinned to Things to Do Welcome to Palm Springs, where swaying palms,...</p> 
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## TikTok Highlights

Impressions	Engagements	Video Views	Engagement Rate (per Impression)
12,285	318	12,285	2.6%

Followers  
18,937


<p> visit.palmsprings Sun 4/28/2024 1:37 am CDT</p> <p>its always a 10/10. vibes only. 📍 casa cody #visitpalmsprings #palmsprings #travel</p>  <p>Video Views 1,237</p>	<p> visit.palmsprings Tue 4/16/2024 6:09 am CDT</p> <p>Craving ceviche? A trip to Crudo will satisfy your craving at every bite! 🍋🌶️🍷 #fyp #palmsprings</p>  <p>Video Views 1,146</p>
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## Twitter (X) Highlights

Impressions <b>1,488</b>	Engagements <b>63</b>	Post Link Clicks <b>20</b>
Engagement Rate (per Impression) <b>4.2%</b>	Followers <b>30,174</b>	

@PalmSprings...  
Tue 4/30/2024 3:57 pm...


You get to Palm Springs,  
where are you going to first?



Total Engagements 141

@PalmSprings...  
Tue 4/30/2024 3:58 pm...

Welcome to Palm Springs,  
where the mountains always



Total Engagements 41

## Sample Articles

Seattle Child [Your Guide to Palm Springs With the Kids](#)  
(hosted; article published in March but was not included in March report)



The screenshot shows the top portion of a web article. At the top left is a hamburger menu icon and a search icon. The logo 'Seattle's Child' is in red at the top right. Below the header is a large photograph of a person hiking on a dirt trail in a desert landscape with mountains in the background. Underneath the photo is a yellow 'TRAVEL' tag. The main title is 'Your guide to Palm Springs with the kids' in bold black text. Below the title is a subtitle: 'A desert oasis you don't want to miss'. At the bottom, it says 'BY JASMIN THANKACHEN', 'PUBLISHED MARCH 2024', and 'UPDATED MARCH 21, 2024'.

Elle Décor [L'incredibile Viaggio Di Aluminaire House Raccontato Dal Fotografo Paul Clemence](#) (hosted)



The screenshot shows the top portion of a web article. The header includes the 'ELLE DECOR' logo and navigation links: ARCHITETTURA, DESIGN, ARTE, TRAVEL, CASE. On the right, there are links for 'ABBONATI' and 'NEWSLETTER'. Below the header is a sub-header 'people > what's on'. The main title is 'L'INCREDIBILE VIAGGIO DI ALUMINAIRE HOUSE RACCONTATO DAL FOTOGRAFO PAUL CLEMENCE' in bold black text. Below the title is a subtitle: 'Le immagini del fotografo (di architettura) illustrano il progetto di Albert Frey, che trova finalmente la sua collocazione definitiva'. At the bottom, it says 'DI STEFANO ANNOVAZZI LODI' and 'PUBBLICATO: 08/04/2024'. The main image is a photograph of the Aluminaire House, a modernist building with large glass windows, surrounded by palm trees. On the right side, there is a sidebar with a laptop icon and the text 'Plan. Fight. Tools to build power for us' and a 'LEARN MORE' button. At the bottom of the sidebar, it says 'Powered by INEP'.



Westways (AAA) [Day Trip: Palm Springs](#)  
*A two-page spread in the printed magazine*

AAA Magazines

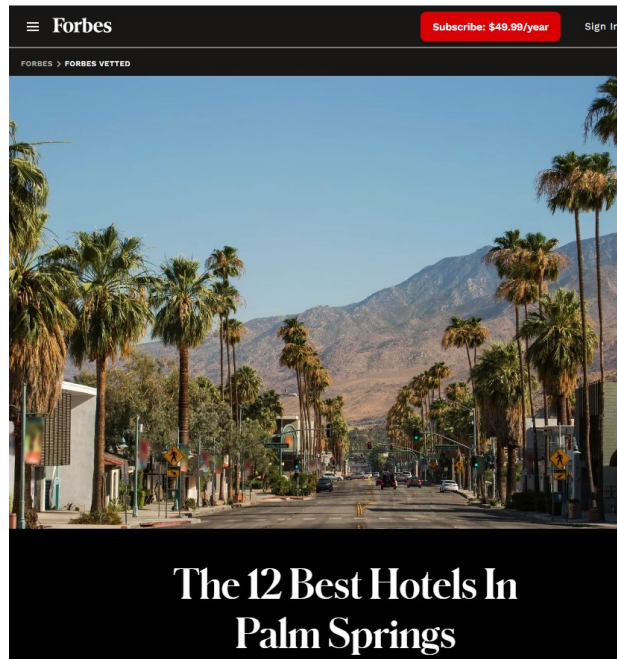
### Day Trip: Palm Springs, new beginnings in the desert



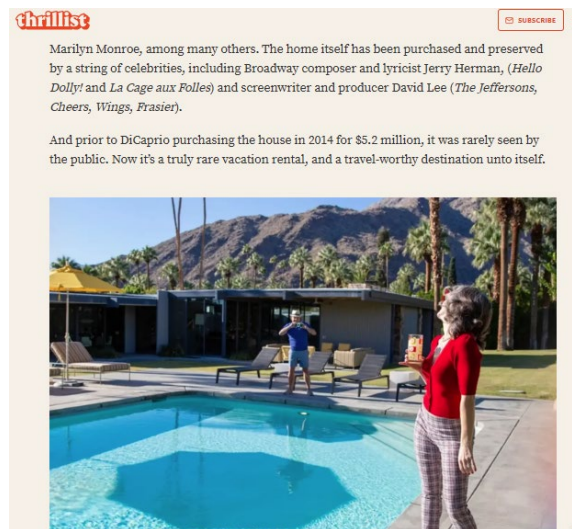
The Agua Caliente Band of Cahuilla Indians' new cultural plaza in downtown Palm Springs is among the top reasons to visit—or revisit—Palm Springs. Photo courtesy The Agua Caliente Band of Cahuilla Indians

By Elisabeth Abrahamson  
April 17, 2024

Forbes [The 12 Best Hotels In Palm Springs](#)



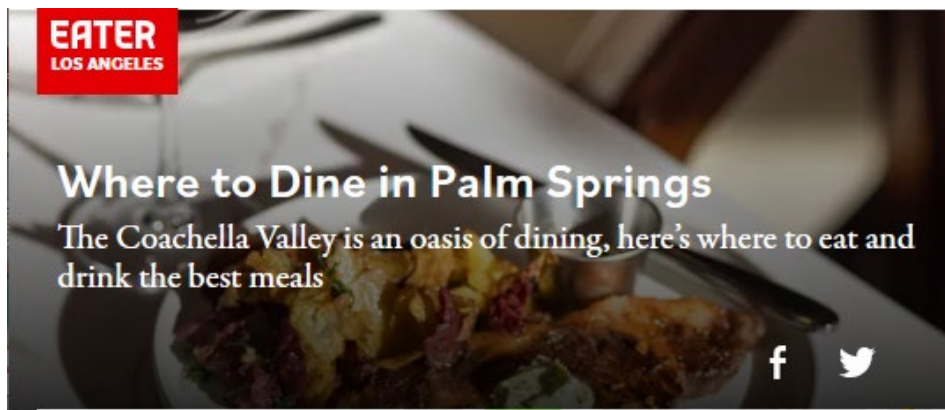
[Tour Buses Regularly Stop at This A-Lister-Owned Home. But They're Not There for Him \(assisted\)](#)



[The 10 Best Hotels in Palm Springs of 2024](#)



[Where to Dine in Palm Springs](#)





Visit California Featuring the pool at Ingleside Inn in their new Advert “Let's Play.”

<https://youtu.be/GBozUXgFe0>

### Visit the Spots from the New Advert

The new Visit California commercial showcases different ways to play outdoors around the state. Here are the exact spots where we filmed.

Here's Where to Go

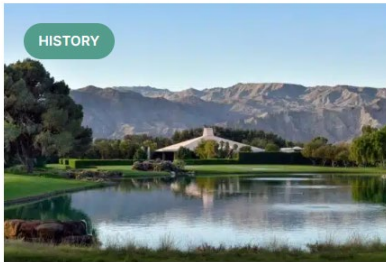


visit California



## From Our Blog

HISTORY



### Touring Sunnylands Center & Gardens

Sunnylands Center & Gardens, the former Annenberg Estate, is a marvel that has hosted presidents,...

SHOP



### Palm Springs Vintage Fashion Scene

In this desert oasis, every corner and closet holds a story, a piece of history...



### New Public Art: Pillars of Palm Springs

To Be Unveiled on World Art Day – April 15, 2024 The City of Palm...

ARCHITECTURE



### Architects Who Built Palm Springs: Dan Palmer & William Krisel

Palm Springs owes much of its unique charm to the vision and creativity of architects...



## Website

<https://visitpalmsprings.com>

<b>Analytics</b>	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Sessions	153,864	139,980	1,427,189	1,337,165
Users	122,923	115,829	1,139,923	1,051,707
Page Views	224,546	210,777	2,164,594	2,956,862
Events	1,069,931	0	10,888,307	0

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

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

\*\*\***On or about March 27, a cookie script was added to VisitPalmSprings.com. This addition inhibited analytics to be tracked due to an error in installation. This issue was resolved on or about April 15. The above results do not reflect the traffic we actually received during that time period.**

## Visitor Guides & Visitor Information

### Visitor Guides

	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Distributed Hard Copy	4,020	4,934	43,471	40,319
Digital Page Views	5,632	15,613	56,519	154,155
Downloads	8	44	400	485

### Visitor Information Centers

Visitor Information Center

Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily

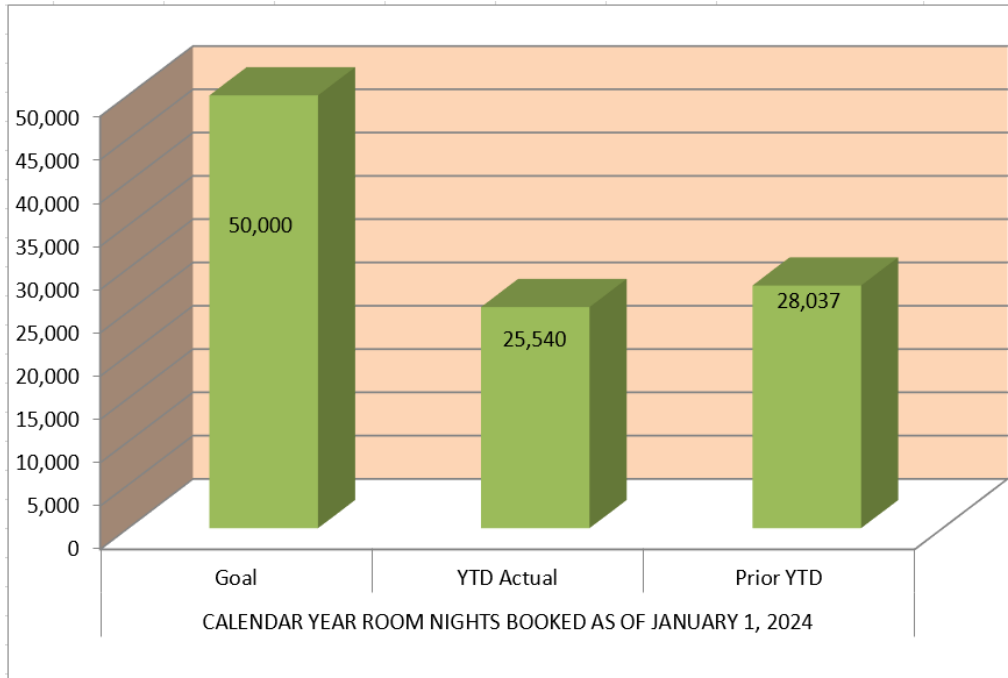
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

<b>Number of Visitors</b>	April 2024	April 2023	July 2023-April 2024	July 2022-April 2023
Visitor Information Center	12,297	8,101	94,842	73,821
Welwood Murray Memorial Library	2,435	2,963	24,591	25,739
<b>Total</b>	14,732	11,064	119,433	99,560

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

April 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	8	1,760	33	25,540
Contracts Issued	6	1,950	39	31,277
Contracts awaiting signature	25	52,440		
Tentative events added	44	65,769	139	152,616



YTD Actual	PYTD Actual	Annual Goal	% of Goal
25,540	28,037	50,000	51.1%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
Velocity Dance Convention & Competition	11/20-25	101	280
National Gay Pilots Association 2026 Winter Warm-up and Xpo	2/3-8/2026	350	1,400
Frito Lay 2024 Truck Obstacle Course/Training	11/5-6/2024	40	80

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
6	1,950	39	31,277

# Contracts Awaiting Signature	Room Nights
25	52,440

	# Events	Room Nights
Lost Business	6	11,987

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
Altitude Design Summit	5/2025	1,200	Wants to be Under One Roof
CA School Nutrition Association 2025 Annual Conference	11/2025	1,625	Selected Long Beach - Lost due to Rotation
National Assn. for Hose and Accessories Distribution	5/2026	2,370	No Response From Client
Association of CA Water Agencies Fall Conference	12/2026	2,988	Selected Anaheim – Appealing nearby Attractions/Theme Parks
Assn. of State Floodplain Managers	6/2027	3,804	Weather Too Hot

Top Competitive Destinations - 2024	# of Groups
Anaheim	3
Albuquerque	1 (Tie)
Las Vegas	1 (Tie)
Long Beach	1 (Tie)
Los Angeles	1 (Tie)
New Orleans	1 (Tie)
Reno	1 (Tie)
San Diego	1 (Tie)
Tampa	1 (Tie)

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
No Response from Client
Appealing Nearby Attractions/Theme Parks

<b>Tradeshows &amp; Events attended – April, 2024</b>	<b>Date</b>	<b>Attendees</b>
Mainstreet Meeting	4/2	Rick Leson, Randy Garner
PS Chamber of Commerce Police and Fire Appreciation Luncheon	4/2	Rob Hampton, Kristie Dore, Paula Helm
PS Economic Development Summit	4/3	Rob Hampton
2024 Business Industries Week in Washington, DC	4/9-12	Rob Hampton, Paula Helm
GM Meeting ZOOM Call	4/10	Rick Leson, Kimber Foster
PSHA April Board Meeting	4/11	Rick Leson, Kimber Foster
April HOPS Monthly Meeting	4/18	Rick Leson, Paula Helm, Shawn Sande, David Leroy, CMP
PSHA Monthly Member Meeting	3/22	Paula Helm, Shawn Sande, David LeRoy, CM
GM Meeting ZOOM Call	4/24	Rob Hampton, Rick Leson, Kimber Foster
City of PS Arts & Culture Group	4/24	Rob Hampton
Tony Bruggeman’s Celebration of Life	4/29	Rob Hampton, Rick Leson, Kristie Dore, Lynne Toles
Boys & Girls Club of PS Reception at Flannery Exchange	4/30	Paula Helm, David LeRoy, CMP

<b>Site Inspections   Tentative</b>	<b>Tentative Date</b>	<b>Peak Rooms</b>	<b>Room Nights</b>
Reception in Honor of Udhay Kahlon and Aman Chandi	5/4-13/2024		
CA Farm Bureau Federation	12/5-10/2025 or 12/4-9/2026	455	1,455
7 Pointe Planning, Inc.	TBD	TBD	TBD

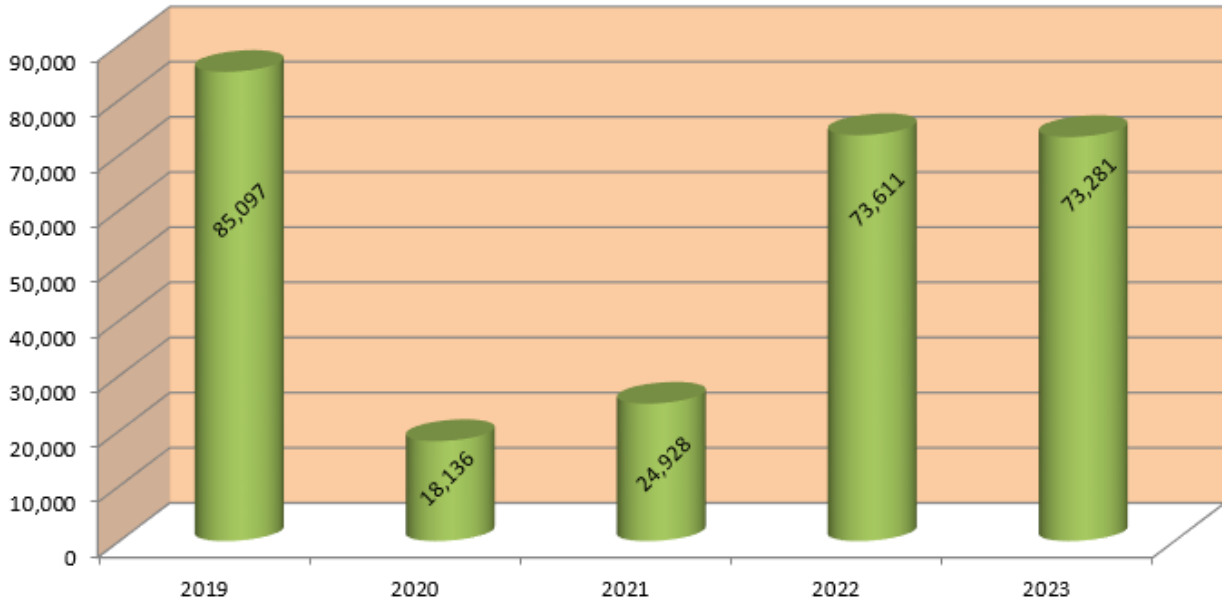
<b>Planning Meetings   Definite</b>	<b>Date</b>	<b>Peak Rooms</b>	<b>Room Nights</b>
ATALM – Assn. of Tribal Archives, Libraries and Museums	11/9-13/2024	450	1,760

<b>Key Events Hosted in April, 2024</b>	
	<b>Date</b>
DAP Health “The Chase”	3/26-4/1
PS Chamber of Commerce Police & Fire Appreciation Luncheon	4/1-2
City of PS Supports FIND Food Distribution	4/4
CA Assn. of School Business Officials	4/6-10
Valley Music Travel 2024 Festival Shuttle Parking	4/11-29
AB Ray Dance Rehearsals for Doja Cat	4/12-20
Interscope Records Event Parking	4/12-13
National Assn. of County Engineers	4/13-18
City of Palm Springs Valley Procurement Vendor Fair	4/24-26
City of Palm Springs Battalion Chief Testing & Fire Captain Testing	4/24-26
Enoki Events, LLC BOOST Conference 2024	4/29-5/3

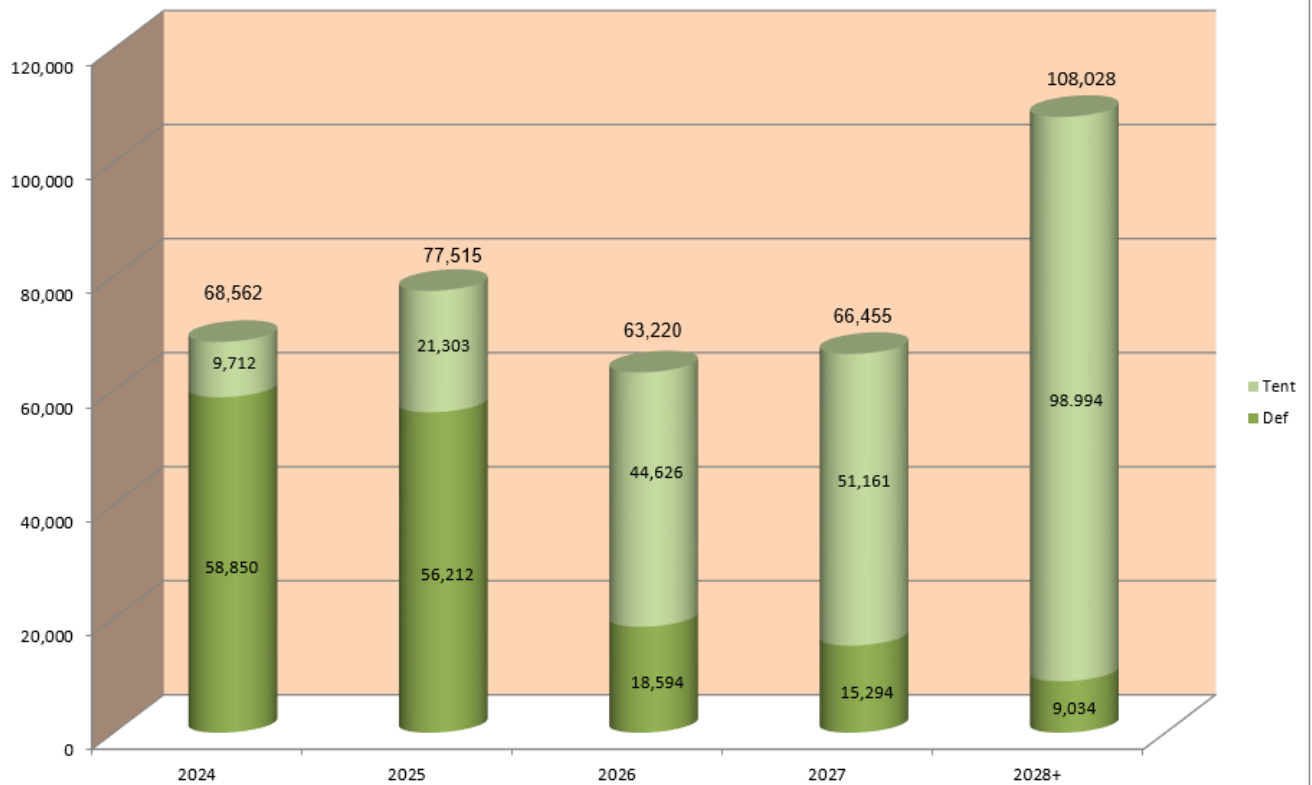
Palm Springs Convention Center  
**Pace Report - Calendar Year**  
**Definite & All Tentative Room Nights**

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	4,622	4,130	-	1,450	-
	All Tentative	-	-	-	-	-	1,610	1,890	640	-
	<b>Total</b>	<b>2,730</b>	<b>-</b>	<b>150</b>	<b>3,721</b>	<b>4,622</b>	<b>5,740</b>	<b>1,890</b>	<b>2,090</b>	<b>-</b>
February	Definite	6,414	-	4,207	5,392	5,814	9,000	3,880	4,500	-
	All Tentative	-	-	-	-	-	979	3,979	4,400	15,395
	<b>Total</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>5,814</b>	<b>9,979</b>	<b>7,859</b>	<b>8,900</b>	<b>15,395</b>
March	Definite	8,492	500	13,992	16,918	16,790	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	61	8,115	14,752	35,236
	<b>Total</b>	<b>8,492</b>	<b>500</b>	<b>13,992</b>	<b>16,918</b>	<b>16,790</b>	<b>17,813</b>	<b>13,115</b>	<b>19,752</b>	<b>35,236</b>
April	Definite	-	-	5,011	4,450	6,814	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	-	1,060	2,604	-	13,112
	<b>Total</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>4,450</b>	<b>6,814</b>	<b>7,939</b>	<b>4,604</b>	<b>3,157</b>	<b>19,509</b>
May	Definite	-	35	9,964	7,573	3,650	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	2,240	1,720	1,720	1,190
	<b>Total</b>	<b>-</b>	<b>35</b>	<b>9,964</b>	<b>7,573</b>	<b>3,650</b>	<b>5,397</b>	<b>4,877</b>	<b>1,720</b>	<b>1,190</b>
June	Definite	-	1,300	4,930	4,000	-	-	-	-	-
	All Tentative	-	-	-	-	1,050	4,464	3,243	2,337	2,930
	<b>Total</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,000</b>	<b>1,050</b>	<b>4,464</b>	<b>3,243</b>	<b>2,337</b>	<b>2,930</b>
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	3,574
	<b>Total</b>	<b>-</b>	<b>1,480</b>	<b>1,160</b>	<b>-</b>	<b>-</b>	<b>2,637</b>	<b>-</b>	<b>-</b>	<b>6,211</b>
August	Definite	-	5,934	8,000	9,116	3,151	-	-	-	-
	All Tentative	-	-	-	-	-	475	3,574	3,574	9,662
	<b>Total</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>9,116</b>	<b>3,151</b>	<b>475</b>	<b>3,574</b>	<b>3,574</b>	<b>9,662</b>
September	Definite	-	1,517	4,931	3,702	1,950	1,740	-	-	-
	All Tentative	-	-	-	-	-	1,950	3,267	11,107	3,034
	<b>Total</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,702</b>	<b>1,950</b>	<b>3,690</b>	<b>3,267</b>	<b>11,107</b>	<b>3,034</b>
October	Definite	-	8,435	8,056	9,395	7,592	6,310	1,370	-	-
	All Tentative	-	-	-	-	156	5,679	8,285	5,125	156
	<b>Total</b>	<b>-</b>	<b>8,435</b>	<b>8,056</b>	<b>9,395</b>	<b>7,748</b>	<b>11,989</b>	<b>9,655</b>	<b>5,125</b>	<b>156</b>
November	Definite	500	5,287	9,101	5,794	8,467	4,607	3,187	1,187	-
	All Tentative	-	-	-	-	306	1,330	2,894	7,506	14,705
	<b>Total</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>5,794</b>	<b>8,773</b>	<b>5,937</b>	<b>6,081</b>	<b>8,693</b>	<b>14,705</b>
December	Definite	-	440	4,109	3,220	-	-	-	-	-
	All Tentative	-	-	-	-	8,200	1,455	5,055	-	-
	<b>Total</b>	<b>-</b>	<b>440</b>	<b>4,109</b>	<b>3,220</b>	<b>8,200</b>	<b>1,455</b>	<b>5,055</b>	<b>-</b>	<b>-</b>
Definite		18,136	24,928	73,611	73,281	58,850	56,212	18,594	15,294	9,034
All Tentative		-	-	-	-	9,712	21,303	44,626	51,161	98,994
<b>Total</b>		<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>73,281</b>	<b>68,562</b>	<b>77,515</b>	<b>63,220</b>	<b>66,455</b>	<b>108,028</b>

### Total Room Nights Realized 2019-2023



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



# City Wide Events

■ Definite  
■ All Tentative

