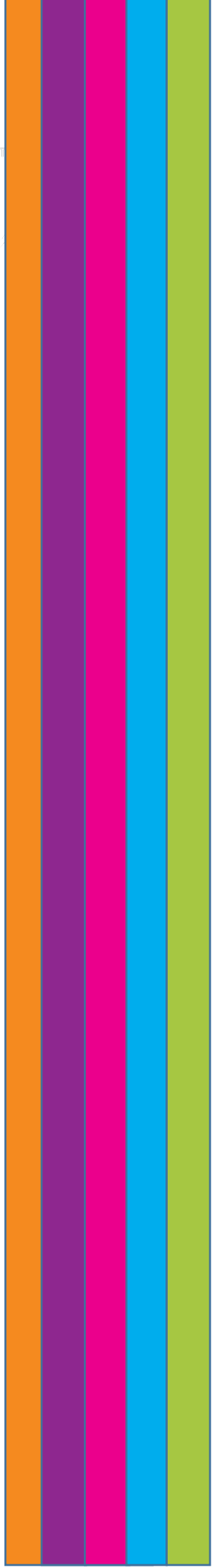


Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

Monthly Report
May 2024

Visit 
Palm Springs



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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	5,038,302	5,258,404	50,099,283	37,878,467
Clicks to VisitPalmSprings.com	25,282	17,909	238,460	169,136
Video Views & Audio Ads	619,987	735,577	4,910,304	3,349,108

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Spots	795	1,199	26,617,240	24,837,339

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Impressions	2,015,353	2,000,186	28,056,029	27,123,126
Video Views	411,518	276,774	5,441,826	3,544,714
Engagements	67,827	71,379	1,147,883	836,634
Clicks	9,789	7,725	104,599	163,868

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.

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	144,901	135,800	1,297,189	1,482,038
Clicks	13,520	10,505	105,851	117,125

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.

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	353,384	638,264	4,437,126	6,695,566
Clicks	207	516	3,365	6,869

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	402,219	319,609	4,108,486	3,334,011
Clicks	155	206	2,419	2,423

Digital Video Ads

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	213,668	205,909	2,411,747	2,301,116
Clicks	85	131	1,492	2,936
Completed Video Views	130,677	152,284	1,422,250	1,578,061

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 = %

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Completed Video Views	105,488	54,460	1,246,374	611,054

Spotify

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	198,485	323,445	918,096	883,439
Clicks	53	206	634	437
Audio Ad Completions	190,521	307,937	875,049	843,348

Nativo Advertising Platform

Digital ads delivered in the form of native content.

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	810,927	436,884	7,384,901	5,463,208
Clicks	3,028	1,597	33,893	17,994

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.

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	310,742	594,342	1,345,344	2,137,591
Clicks	855	1,055	3,126	3,676

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.

	May 2024	May 2023	July 2023-May 2024	July 2022-May 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.

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	2,126,089	1,400,149	7,390,169	7,149,515
Clicks	4,905	1,310	15,137	7,724

Pink Media

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	106,073	0	683,162	0
Engagements	6,763	0	61,233	0
Clicks	5,907	00	42,495	0

K Gay

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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Total Impressions	162,280	0	1,497,332	0
Clicks	24	0	333	0
Listener sessions	193,301	0	1,243,933	0

Sunset Magazine

In May, we launched three tactics with Sunset Magazine to bolster summer travel. All three performed well. A sponsored Facebook post had 209,534 impressions, 9,769 engagements, 9,588 clicks with an engagement rate of 5.90%.

Visit Palm Springs banners in the [Sunset travel e-newsletter](#) netted a .39% CTR, which is significantly above average.

The [sponsored e-blast](#) to over 68,000 Sunset subscribers had an excellent open rate of 48.69% that garnered nearly 600 clicks.

 **Sunset with Visit Palm Springs.**
Paid Partnership · May 30 at 1:13 PM · 

Beat the heat in style! Soaring temps offer the perfect opportunity to cool off in one of Palm Springs' many pools! Book your stay at a design-forward vacation rental, a chic boutique hotel or a full-service resort with poolside cabanas and daybeds to boost your relaxation. With endless activities, stunning scenery and sunshine galore, Palm Springs is ready to welcome you!

Start planning your unforgettable summer escape today: <https://visitpalm Springs.com/your-fun-in-the-sun-summer.../>



Television

Spectrum

Air Dates: May 1-31, 2024

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

Total Networks: 13

Commercial Airings: 795

Out of Home 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				May, 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	3:36	350	10,841
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:31	830	25,733
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	2:21	536	16,608
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:31	830	25,733
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,280
Welcome Centers							
CWC Anderson	8:30 AM	5:30 PM	9:00	540:00:00	2:51	153	4,743
CWC Auburn	9:00 AM	5:00 PM	8:00	480:00:00	2:51	106	3,286
CWC Barstow	10:30 AM	7:15 PM	8:45	525:00:00	2:08	246	7,629
CWC Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	2:08	338	10,463
CWC El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	2:31	119	3,689
CWC Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	6:28	67	2,077
CWC Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	2:08	338	10,463
CWC Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	2:51	164	5,084
CWC Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	3:24	159	4,924
CWC Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	2:51	253	7,832
CWC San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	2:51	168	5,221
CWC San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:00	108	3,348
Truckee Welcome Center	8:30 AM	5:00 PM	8:30	510:00:00	2:51	179	5,547
CWC Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	2:51	147	4,568
CWCSanta Rosa	9:30 AM	2:30 PM	5:00	300:00:00	2:51	88	2,728
CWC Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	4:39	104	3,224

IPW 2024

Kimber Foster and Rob Hampton attended IPW, the largest and most important international tradeshow in North America. They had appointments with top tier international media, as well as tour operators and travel agents. IPW took place in Los Angeles this year, which created an opportunity for us to host quite a few international journalists, tour operators and content creators visiting Palm Springs either before or after the tradeshow.



Switzerland Tourism Event

As a result of Kimber's connection with photographer Paul Clemence, she has been able to cultivate a relationship with the Switzerland Tourism communications team. She represented Palm Springs at an event in Los Angeles where she was able to speak to Manuela Hess, West Coast Media Relations Manager about potential synergies between Visit Palm Springs and Switzerland Tourism.



Social Media

	May 2024	May 2023
Facebook page likes https://www.facebook.com/VisitPalmSprings	82,957	80,130
Instagram followers https://www.instagram.com/visitpalmsprings	170,266	138,173
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,520	2,270
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	18,990	16,972







Facebook Page Insights

Impressions 784,079	Engagements 11,069	Comments 317
Shares 293	Fans 82,957	Published Posts 29
Video Views 15,805	Post Link Clicks 209	Organic Impressions 223,486

Paid Impressions

559,182

Facebook Posts

 <p>Visit Palm Spr... Fri 5/24/2024 4:03 pm...</p> <p>Welcome to the desert, where the palms sway your entire stay. 🌴🌴...</p>  <p>Impressions 25,557</p>	 <p>Visit Palm Spr... Wed 5/1/2024 9:16 pm...</p> <p>Palm Springs City Hall: designed by Albert Frey + John Porter Clark and built i...</p>  <p>Impressions 22,471</p>	 <p>Visit Palm Spr... Sat 5/25/2024 3:26 pm...</p> <p>@saguaro-hotels views are some of the best views. 🌈📷 @thecharlotteletter</p>  <p>Impressions 20,656</p>
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Facebook Paid Posts

Spring Getaway | V.1

Impressions: 534,012

Clicks: 7,347

CPC: \$0.39

CTR: 1.94%

Spring Getaway | V.2

Impressions: 64,742







Clicks: 575

CPC: \$0.57

Instagram Insights

Impressions 1,053,661	Engagements 53,085	Comments 540
Shares 3,960	Video Views 277,753	Website Clicks 242
Likes 45,137	Followers 170,266	Saves 3,298

Instagram Posts

 <p>Impressions 32,334</p>	 <p>Impressions 24,980</p>	 <p>Impressions 23,557</p>
 <p>Video Views 165,826</p>	 <p>Video Views 46,327</p>	 <p>Video Views 27,560</p>

Instagram Paid Posts

"Flights Not Feelings" [Reel](#)

Impressions: 7,419

Clicks: 251

CPC: \$0.28

City Hall [Post](#)

Impressions: 4,124

Clicks: 151

CPC: \$0.23

Pinterest Highlights







Impressions: 82,320

Engagement: 1,844

Outbound Clicks: 522


Followers: 2,520

Published Posts


 visitpalmsprin... Thu 5/9/2024 10:09 a...	 visitpalmsprin... Thu 5/9/2024 10:09 a...	 visitpalmsprin... Tue 5/7/2024 5:07 pm...
Pinned to Things to Do Step back in time in Palm Springs as you tour Albert...	Pinned to Art & Architecture Step back in time in Palm Springs as you tour Albert...	Pinned to Places to Stay Find your home away from home at any of the vacatio...
		

TikTok Highlights

Impressions	Engagements	Video Views
56,396	607	56,396
Engagement Rate (per Impression)	Followers	
1.1%	18,990	

 **visit.palmspri...**
Tue 5/21/2024 1:01 pm...

♥ #visitpalmsprings
#palmsprings



Video Views **5,169**

 **visit.palmspri...**
Fri 5/3/2024 2:41 pm PDT

Pool Days @ ARRIVE Palm Springs > #visitpalmsprings #palmsprings #fyp #travel...




Video Views **1,631**

TikTok Paid Posts

Impressions: 32, 277
Clicks: 492
CTR: 1.32%
Video Views: 36,743
Engagement: 1,032

Twitter (X) Highlights

Impressions 6,620	Engagements 190	Post Link Clicks 15
Engagement Rate (per Impression) 2.9%	Followers 30,224	

 **@PalmSprings...**
Mon 5/13/2024 9:36 a...

Step into the past through the Palm Springs vintage fashion scene. Every boutique holds a piece ready to be rediscovered. 🌴 For a full list of vintage

Total Engagements **30**

Sample Articles

Beaux-Arts Magazine

[Travel Section](#) (Hosted Françoise-Aline Blain)

4 Amérique du Nord États-Unis



À Palm Springs dans les pas d'Albert Frey, le père du «modernisme du désert»

L'architecte d'origine suisse est indissociable de la ville de Palm Springs, dans le sud de la Californie, où son Aluminaire House tout juste rénovée vient d'ouvrir au public. Ce n'est que l'une de ses plus belles réalisations, qu'on retrouve ici et là dans toute la cité. *Par Françoise-Aline Blain*

Food Network

[28 Budget-Friendly Father's Day Gifts](#)

Brandini Mentioned (Hosted Joey Skladany)

Forbes Vetted

[8 Tips For Throwing The Ultimate Summer Cookout, According To The Pros](#)

Chef Michael Hung/The Colony Palms Hotel Quoted (Hosted Joey Skladany)

T The New York Times
Style Magazine: Australia

[Follow the Footsteps of Icons From Hollywood's Golden Age](#)

Locale Magazine

[A Desert Dweller's Guide to 24 Hours in Downtown Palm Springs](#)



Credit: Jermi-Kate Rogers of Raven and the W

A Desert Dweller's Guide to 24 Hours in Downtown Palm Springs



LAUREN MCCARRAN MAY 8, 2024

Where to Stay, What to Do and How to Dine Like a Local in This Glam Desert Town

Vogue

Parker Palm Springs Yacht Club Spa featured in [Vogue](#)



The Press-Enterprise

[Palm Springs Weekend](#)

Trade Show News Network

[5 New Event Venues in Palm Springs](#)

TheInfatuation.com

[The Best Restaurants & Bars in Palm Springs](#)

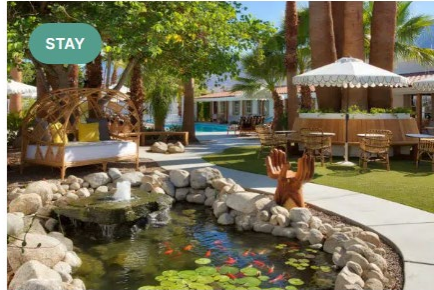
JenOnTheRun.com

[Best Brunch in Palm Springs](#)

TimeOut.com

[6 Best Adult-Only Hotels](#)

From Our Blog



Discover Palm Springs MICHELIN Key Hotels

In the 1920s, the MICHELIN Guide made its first hotel recommendations — and hotels have...

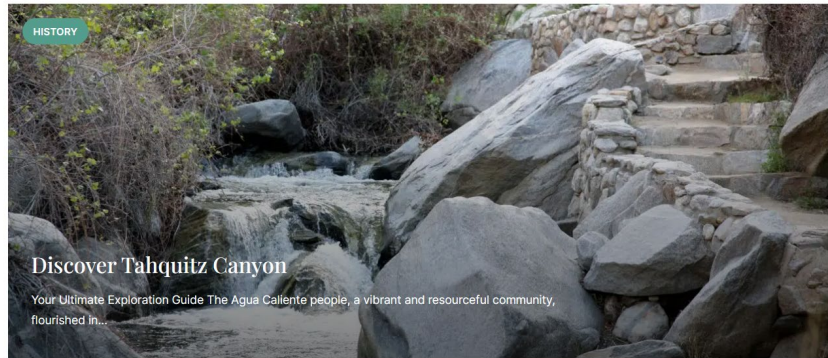
[Read](#)



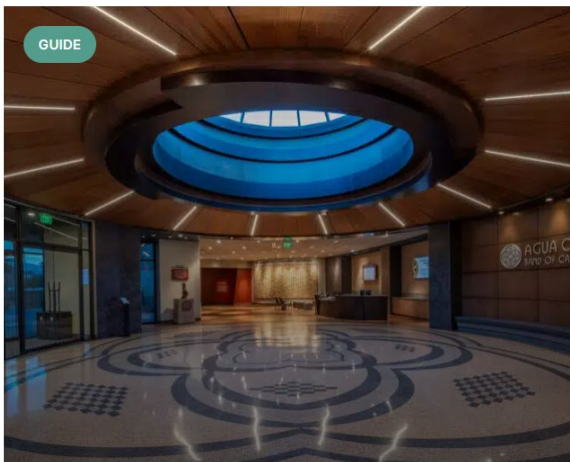
Palm Springs Architects & Developers

Discover the people who helped shape the look of Palm Springs architecture. George Alexander, Developer...

[Read](#)



[Read](#)



Ultimate Guide to Exploring Native Palm Springs

[Read](#)



Palm Springs Coolest Tiki Lounges

[Read](#)



Discover Palm Springs' Best French Restaurants

[Read](#)



The Ultimate Guide to Palm Springs Luxury Vacation Rentals

[Read](#)



Take A Tour of Frey House II

[Read](#)

Website

<https://visitpalmsprings.com>

Analytics	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Sessions	213,944	115,409	1,641,133	1,452,574
Users	157,212	96,466	1,297,135	1,148,173
Page Views	335,689	176,510	2,500,283	3,133,372
Events	1,603,902	0	12,492,209	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

	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Distributed Hard Copy	4,466	4,182	47,937	44,501
Digital Page Views	3,925	11,501	60,470	165,656
Downloads	37	12	437	497

Visitor Information Centers

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

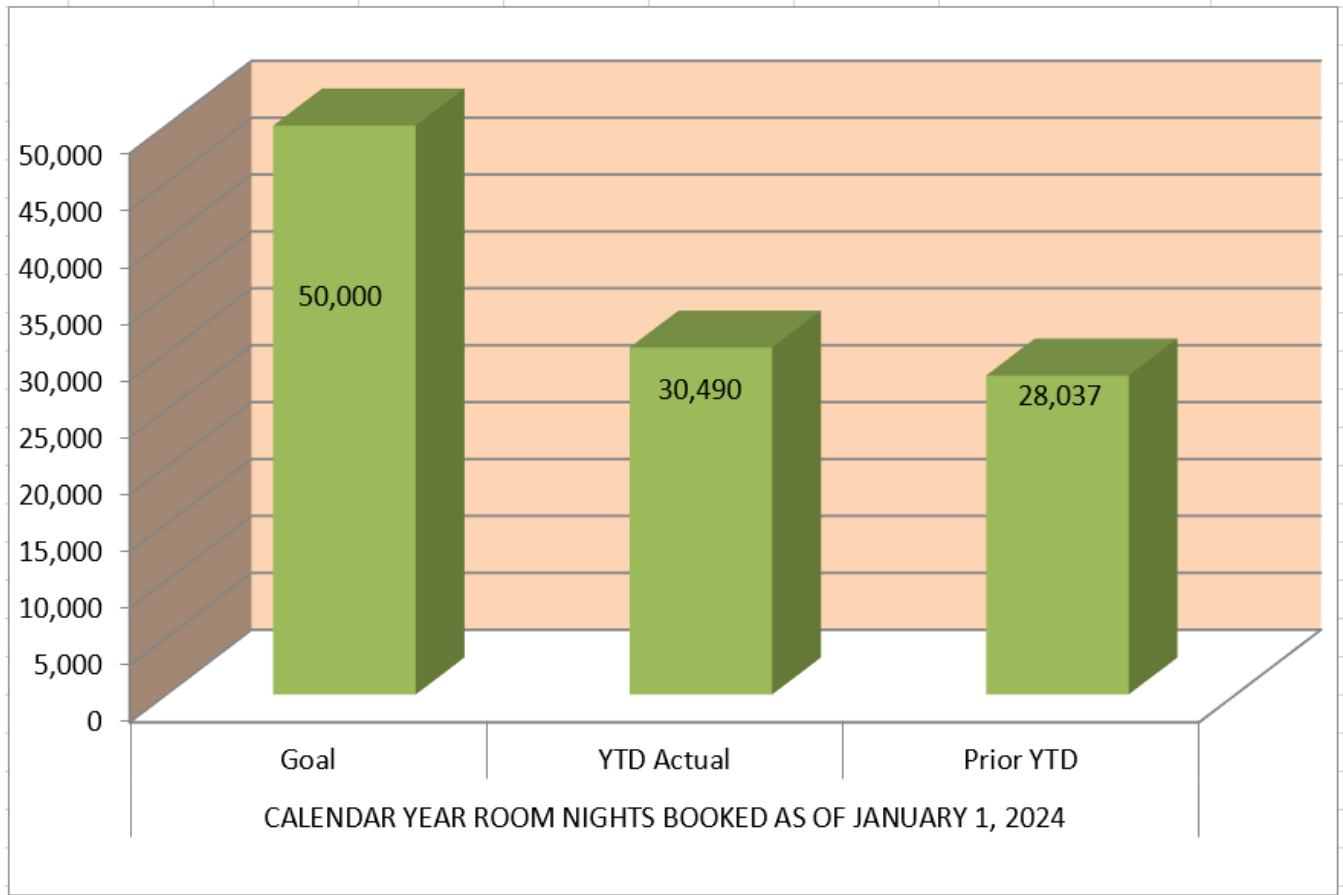
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

Number of Visitors	May 2024	May 2023	July 2023-May 2024	July 2022-May 2023
Visitor Information Center	9,297	5,416	104,139	79,237
Welwood Murray Memorial Library	2,399	1,934	26,990	27,673
Total	11,696	7,350	131,129	106,910

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

May 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	15	4,950	48	30,490
Contracts Issued	10	0	48	31,277
Contracts awaiting signature	18	48,712		
Tentative events added	32	37,000	171	189,616



YTD Actual	PYTD Actual	Annual Goal	% of Goal
30,490	28,037	50,000	61.0%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
Go West Summit 2025	1/5-9/2025	347	1,610
FreedomFest, Inc. FreedomFest 2025	6/9-15/2025	800	3,340

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
10	0	48	31,277

# Contracts Awaiting Signature	Room Nights
18	48,712

	# Events	Room Nights
Lost Business	18	27,159

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
United Healthcare Worker West Oakland	6/2024	1,050	Selected LA – this was a possible union relocation due to strikes
Travel Con 2025	4/2025	1,010	Preferred Dates not Available
Solution Tree – 2025 PLC at Work Institute	6/2025	674	Selected Sacramento – REN would not give full block
CA Public Employees Retirement System – CalPERS	10/2025	2,006	PS was eliminated – too many hotels needed to fill block
The Rock Church San Diego 2025 Marriage Getaway	9/2025	450	Meeting Room Rental Too High
Encore Performing Arts – 2026 Encore Nationals	6/2026	906	PS didn't make Final Cut
CA Special Districts Assn – 2026 Annual Conference	9/2026	1,750	Selected Anaheim due to nearby attractions/theme parks
CA Assn. of Science Educators 2027 CA Conference	10/2026	2,000	No Response from Client
CA Society of Healthy System Pharmacists	10/2026	1,640	Selected Anaheim due to nearby attractions/theme parks
CA Grocers Assn. 2026 Strategic Conference	9/2026	1,517	Selected San Diego due to concerns with hotel property
CA Grocers Assn. 2027 Strategic Conference	9/2027	1,517	Selected San Diego due to concerns with hotel property
CA Grocers 2028 Strategic Conference	9/2028	1,517	Selected San Diego due to concerns with hotel property
National Technical Investigators Association 2029 Conference	7/29	5,088	Selected Spokane – Due to growth, client was worried that they would outgrow PS
CA Grocers 2029 Strategic Conference	9/2029	1,517	Selected San Diego due to concerns with hotel property

Top Competitive Destinations - 2024		# of Groups
San Diego		6
Anaheim		5
Los Angeles		2
Albuquerque		1 (Tie)
Las Vegas		1 (Tie)
Long Beach		1 (Tie)
New Orleans		1 (Tie)
Reno		1 (Tie)
Sacramento		1 (Tie)
Spokane		1 (Tie)
Tampa		1 (Tie)

Top Cancellation Reasons
Concerns with Hotel Property
Palm Springs Didn't Make Final Cut
Appealing Nearby Attractions/Theme Parks

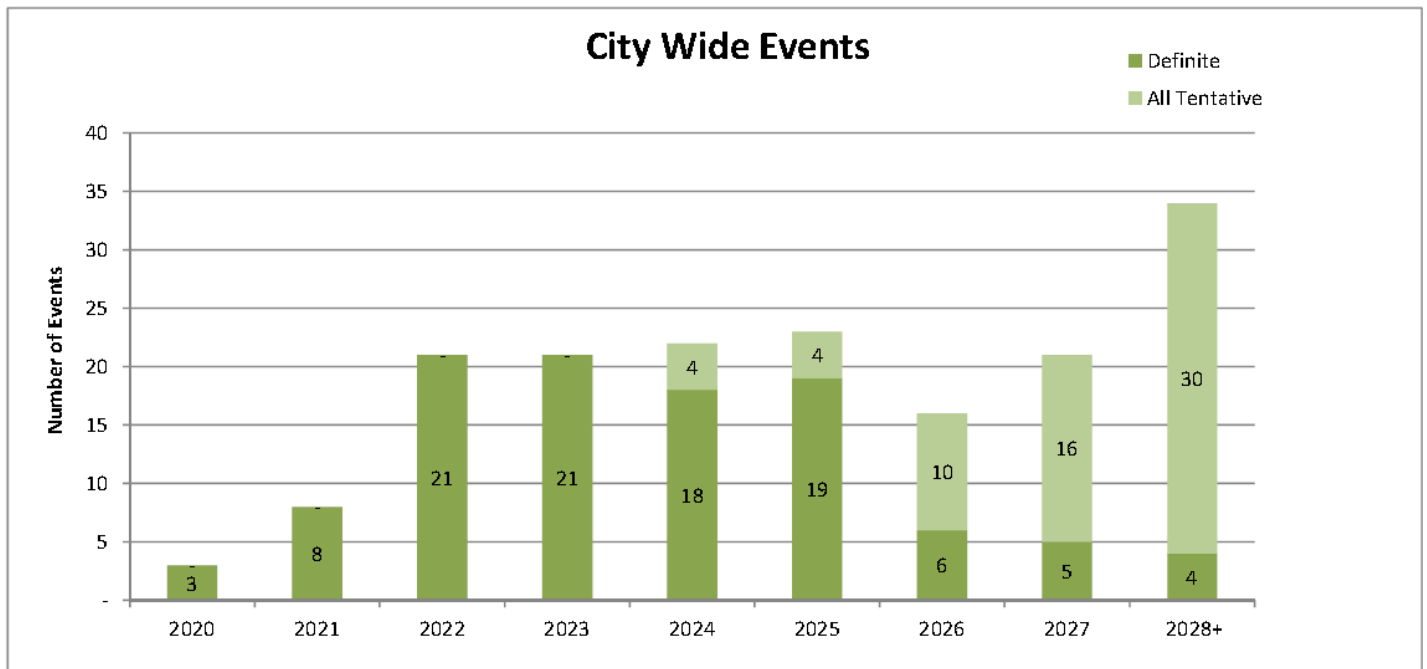
Tradeshows & Events attended – May, 2024	Date	Attendees
CalSAE Elevate Conference – Burbank, CA	4/29-5/2	Shawn Sande
ICSC West Planning Meeting	5/1	Rob Hampton
IPW Los Angeles	5/4-7	Rob Hampton, Kimber Foster
Mainstreet Meeting	5/7	Rick Leson, Randy Garner
GM Meeting ZOOM Call	5/8	Rob Hampton, Rick Leson, Kimber Foster
Greater PS Pride Harvey Milk Diversity Breakfast	5/9	Rob Hampton, Rick Leson, Kristie Dore, Kimber Foster
PSHA May Board Meeting	5/9	Rob Hampton, Kimber Foster
ASM Global National Marketing Conference – Fort Lauderdale, FL	5/13-16	Rick Leson
PSHA Monthly Member Meeting	5/16	David Leroy
GM Meeting ZOOM Call	5/22	Rob Hampton, Rick Leson, Kimber Foster
HOPS May Monthly Meeting	5/23	Rick Leson, Paula Helm, Shawn Sande, David Leroy
ASM Global Convention Center All-Hands Meeting	5/23	All Colleagues

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
None			

Planning Meetings Definite	Date	Peak Rooms	Room Nights
Best Friends Animal Society	2/18-23/2025	600	2,475

Key Events Hosted in May, 2024

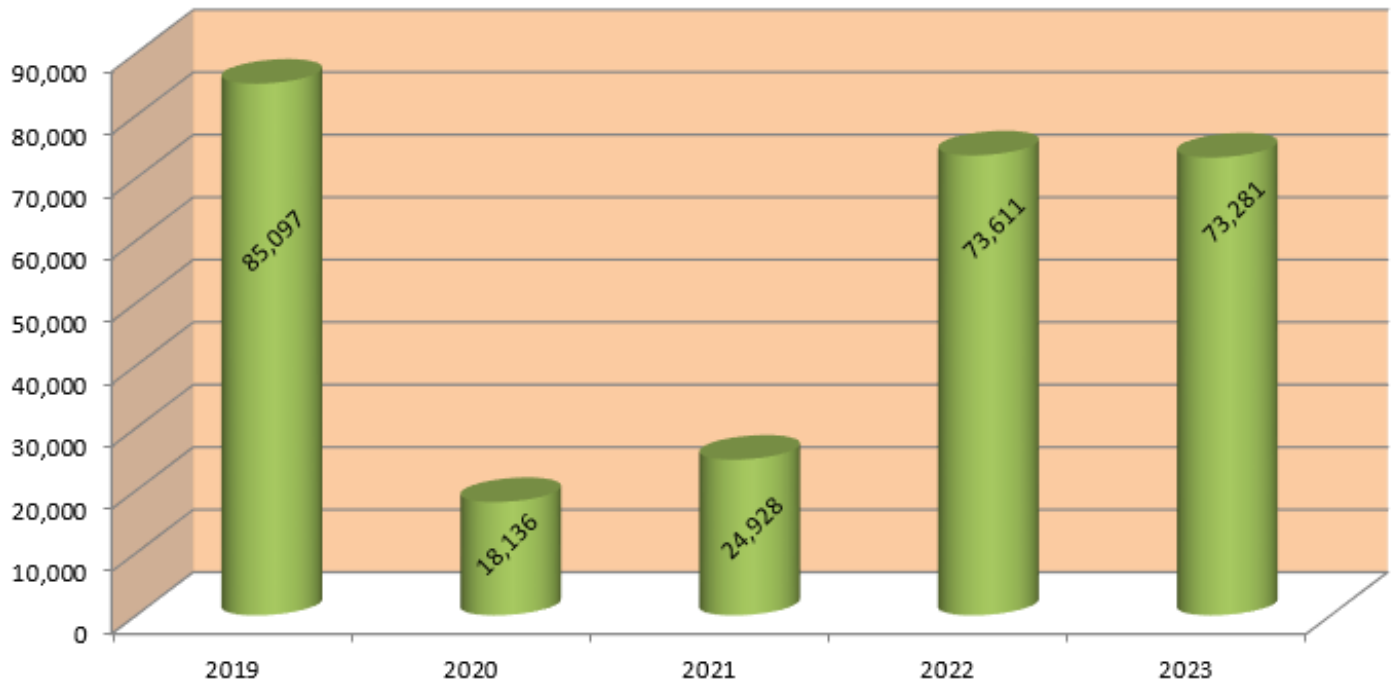
	Date
Palm Springs Entertainment Convention	5/3-4
In Honor Of Udhay & Aman Kahlon's Reception	5/4-13
Greater Palm Springs Pride Harvey Milk Diversity Breakfast	5/8-9
Riverside County Office of Education 2024 Graduation Ceremony	5/15
PSUSD 2024 WHOO Banquet	5/17
Empire Athletics Corp Empire Cheer & Stunt	5/17-19
CA Police Chiefs Assn. 2024 Annual Training Symposium	5/18-23
Charles B. Gonzales, MD Health & Wellness Seminar	5/22
City of PS Supports FIND Food Distribution	5/30
Riverside County office of Education – Quality Early Learning Symposium	5/31-6/1
Tenth Inning Productions, LLC Palm Springs Card Show	5/31-6/2



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	5,740	-	1,450	-
	All Tentative	-	-	-	-	-	-	2,440	1,190	-
	Total	2,730	-	150	3,721	4,622	5,740	2,440	2,640	-
February	Definite	6,414	-	4,207	5,392	4,748	9,000	3,880	4,500	-
	All Tentative	-	-	-	-	-	979	3,979	4,400	17,790
	Total	6,414	-	4,207	5,392	4,748	9,979	7,859	8,900	17,790
March	Definite	8,492	500	13,992	16,918	12,784	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	61	8,115	14,752	35,236
	Total	8,492	500	13,992	16,918	12,784	17,813	13,115	19,752	35,236
April	Definite	-	-	5,011	4,450	4,684	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	-	50	2,604	7,628	16,037
	Total	-	-	5,011	4,450	4,684	6,929	4,604	10,785	22,434
May	Definite	-	35	9,964	7,573	3,650	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	2,240	4,560	4,560	1,190
	Total	-	35	9,964	7,573	3,650	5,397	7,717	4,560	1,190
June	Definite	-	1,300	4,930	4,000	-	3,340	-	-	-
	All Tentative	-	-	-	-	-	-	2,337	2,337	2,930
	Total	-	1,300	4,930	4,000	-	3,340	2,337	2,337	2,930
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	-	-	-	-	8,000	1,540	3,574	3,574	7,148
	Total	-	5,934	8,000	9,116	11,151	1,540	3,574	3,574	7,148
September	Definite	-	1,517	4,931	3,702	1,950	1,740	-	-	-
	All Tentative	-	-	-	-	-	1,950	-	10,655	4,600
	Total	-	1,517	4,931	3,702	1,950	3,690	-	10,655	4,600
October	Definite	-	8,435	8,056	9,395	7,592	6,310	1,370	-	-
	All Tentative	-	-	-	-	156	3,996	4,645	3,125	156
	Total	-	8,435	8,056	9,395	7,748	10,306	6,015	3,125	156
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
	Total	500	5,287	9,101	5,794	8,773	5,937	6,081	8,693	14,705
December	Definite	-	440	4,109	3,220	-	-	-	-	-
	All Tentative	-	-	-	-	7,300	1,455	5,055	-	-
	Total	-	440	4,109	3,220	7,300	1,455	5,055	-	-
Definite		18,136	24,928	73,611	73,281	51,648	61,162	18,594	15,294	9,034
All Tentative		-	-	-	-	15,762	13,601	40,203	59,727	99,792
Total		18,136	24,928	73,611	73,281	67,410	74,763	58,797	75,021	108,826

Total Room Nights Realized 2019-2023



Total Tentative and Definite Bookings for Current and Future Years

