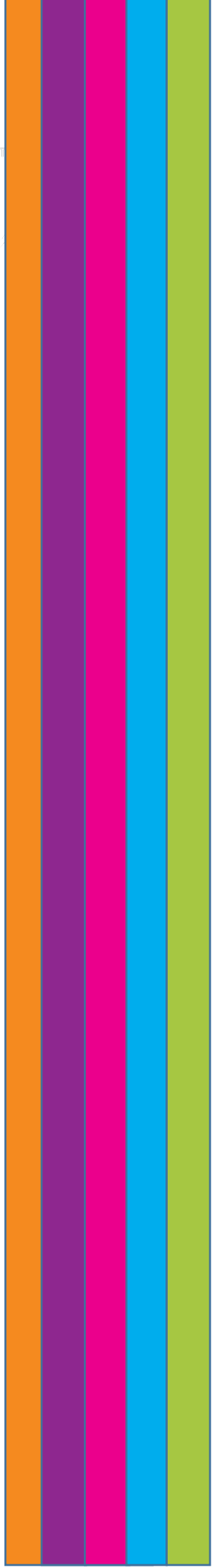


**Palm Springs Bureau of Tourism** ///

**Palm Springs Convention Center**

**Monthly Report**  
**June 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***

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	5,112,731	5,520,634	55,212,014	43,399,101
Clicks to VisitPalmSprings.com	33,607	20,832	272,067	184,648
Video Views & Audio Ads	606,913	854,999	5,517,217	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***

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Spots	8,305,580	8,314,50	34,923,615	33,151,848

### ***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***

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Impressions	1,688,660	3,440,705	29,744,689	30,563,831
Video Views	445,985	1,311,821	5,887,811	4,856,535
Engagements	47,065	187,901	1,194,948	1,024,535
Clicks	10,885	9,143	115,484	173,011

## **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.

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	108,283	126,873	1,405,472	1,608,911
Clicks	14,253	10,005	120,104	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.

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	343,883	567,468	4,781,009	7,263,034
Clicks	183	548	3,548	7,427

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

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	429,221	309,956	4,537,707	3,653,967
Clicks	152	191	2,571	2,614

#### **Digital Video Ads**

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

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	204,637	263,068	2,616,384	2,564,184
Clicks	76	167	1,568	3,103
Completed Video Views	123,453	193,689	1,545,703	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 = %

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Completed Video Views	102,562	167,391	1,348,936	778,445

### Spotify

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

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	181,467	309,089	1,099,563	1,192,528
Clicks	62	269	696	706
Audio Ad Completions	173,788	294,115	1,048,837	1,137,463

### Nativo Advertising Platform

Digital ads delivered in the form of native content.

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	496,545	966,197	7,881,446	6,429,405
Clicks	3,966	3,199	37,859	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.

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	995,405	596,384	2,340,749	2,733,975
Clicks	2,516	1,450	5,642	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.

	June 2024	June 2023	July 2023-June 2024	July 2022-June 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.

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	2,077,246	1,034,750	9,467,415	8,184,265
Clicks	5,716	1,122	20,853	8,846

**Pink Media**

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

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	103,060	0	786,222	0
Engagements	7,480	0	68,713	0
Clicks	6,650	0	49,145	0

**K Gay**

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

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Total Impressions	172,984	0	1,670,316	0
Clicks	33	0	366	0
Listener sessions	207,110	0	1,451,043	0

**Television****Spectrum**

Air Dates: June 1-30, 2024

Top 5 Networks: Spectrum News I, MS NBC, CNBC, Bravo and ESPN

Total Networks: 10

Commercial Airings: 914

**Co-op TV Campaign with Visit Greater Palm Springs**

June Cable: 55,909,000 impressions | 1981 spots

June KTLA: 67,467,000 impressions | 134 spots

June CTV: 8,302,551 impressions

Total TV: 131,678,551 impressions

## ***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 9am – 5pm, 7 days per week.

PS Bureau of Tourism						June, 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
CWCSanta 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

## Street Teams

Cat & Mouse street teams represented Visit Palm Springs to promote summer visitation at several events in the Los Angeles area. Team members encouraged event attendees to enter to win a Palm Springs giveaway while giving out branded swag.

WeHo Pride - June 2

LA Pride in the Park Festival - LA State Historic Park - June 8

LA Pride Village - Hollywood - June 9

Vampire Weekend - Hollywood Bowl - June 12

Santa Monica Beach - June 15

Pride On The Promenade - Third Street in Santa Monica - June 22

Santa Monica Blvd/West Hollywood - June 23









## Social Media

	June 2024	June 2023
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	88,357	84,682
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	170,770	143,866
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,520	2,285
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	19,236	17,749

### Facebook Page Insights

Impressions <b>845,917</b>	Engagements <b>5,221</b>	Comments <b>309</b>
Shares <b>227</b>	Video Views <b>27,496</b>	Organic Impressions <b>153,898</b>
Paid Impressions <b>690,637</b>	Followers <b>88,357</b>	

### Facebook Posts

 <p><b>f</b> Visit Palm Spr... Thu 6/27/2024 9:37 a...</p> <p>Take a stroll and take in architectural marvels like Swiss Miss Houses designe...</p>  <p>Impressions 60,806</p>	 <p><b>f</b> Visit Palm Spr... Fri 6/21/2024 9:20 am...</p> <p>Wake up to desert bliss! Your summer getaway starts here. 🌴🍷🌞 @delmarcoshotel</p>  <p>Impressions 19,822</p>	 <p><b>f</b> Visit Palm Spr... Sat 6/1/2024 9:21 am...</p> <p>This Pride Month, we're celebrating the vibrant LGBTQIA+ community that...</p>  <p>Impressions 8,871</p>
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## Facebook Paid Posts

### Fathers Day

Impressions: 48,623

Clicks: 1,002

CPC: \$0.50

CTR: 2.31%

### Summer Getaway

Impressions: 299,594

Clicks: 3,746

CPC: \$0.46

### Couples Getaway

Impressions: 188,385

Clicks: 3,057







CPC: \$0.42


CTR: 2.00%

## Instagram Insights


Impressions	Engagements	Comments
<b>715,937</b>	<b>37,092</b>	<b>494</b>
Shares	Website Clicks	Likes
<b>4,328</b>	<b>199</b>	<b>29,314</b>
Followers	Saves	
<b>170,770</b>	<b>2,881</b>	

## Instagram Posts


 <p><a href="#">visitpalmsprin...</a> Sat 6/1/2024 9:21 am...</p> <p>This Pride Month, we're celebrating the vibrant LGBTQIA+ community that...</p>  <p>Impressions 22,871</p>	 <p><a href="#">visitpalmsprin...</a> Mon 6/3/2024 4:22 pm...</p> <p>Sunny summer views from @acehotelpalmsprings are waiting in our desert...</p>  <p>Impressions 21,419</p>	 <p><a href="#">visitpalmsprin...</a> Tue 6/18/2024 11:54 a...</p> <p>Looking for happy hour recommendations? Let us help you find the perfect sp...</p>  <p>Impressions 14,148</p>
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 **visitpalmsprin...**  
 Thu 6/6/2024 2:43 pm...

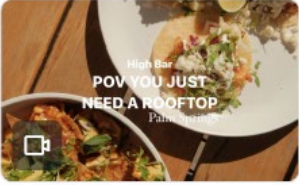
Celebrate the vibrant LGBTQIA+ scene here in Palm Springs, where you ca...




Video Views 87,429

 **visitpalmsprin...**  
 Wed 6/26/2024 2:48 p...


Can't be sad with views like these at @highbarpalmssprings 🍻...



Video Views 46,962

 **visitpalmsprin...**  
 Tue 6/4/2024 12:26 pm...

Escaping to Palm Springs? Start your adventure on a delicious note with one of...





Video Views 31,109


**Pinterest Highlights**

Impressions: 82,320  
 Engagement: 1,844  
 Outbound Clicks: 522  
 Followers: 2,520

**Published Posts**

  **visitpalmsprin...**  
 Wed 6/26/2024 4:21 p...

Pinned to Eat & Drink  
 Craving a taste of France under the sun? Check out o...



  **visitpalmsprin...**  
 Fri 6/21/2024 4:20 pm...

Pinned to Eat & Drink  
 Indulge in some tropical bliss of a tiki lounge in Palm...



  **visitpalmsprin...**  
 Wed 6/19/2024 4:20 p...




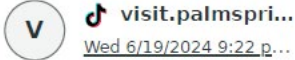







Pinned to Eat & Drink  
 Dine at these historic culinary landmarks in Palm...



## TikTok Highlights

Impressions	Engagements	Video Views
<b>96,441</b>	<b>3,669</b>	<b>96,441</b>
Engagement Rate (per Impression)	Followers	
<b>3.8%</b>	<b>19,236</b>	

## TikTok Posts

 <p><b>V</b>  visit.palmspri... Tue 6/18/2024 4:20 pm...</p> <p>Ready to escape from the daily hustle? Start your journey to rejuvenation rig...</p>  <p>Video Views 23,229</p>	 <p><b>V</b>  visit.palmspri... Wed 6/19/2024 9:22 p...</p> <p>Views from the top of the Palm Springs Aerial Tramway are always 10/10. ❤️...</p>  <p>Video Views 20,727</p>	 <p><b>V</b>  visit.palmspri... Tue 6/4/2024 12:48 pm...</p> <p>Start vacation the right way   #fyp #visitpalmsprings #palmsprings</p>  <p>Video Views 18,706</p>
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## Twitter (X) Highlights

Impressions	Engagements	Post Link Clicks
<b>2,020</b>	<b>64</b>	<b>17</b>
Engagement Rate (per Impression)	Followers	
<b>3.2%</b>	<b>30,218</b>	

The Good Life

Palm Springs, Modernism Architecture  
(Hosted Laurence Gounel and Julie Ansiau – French Media FAM)

THE GOOD WORLD // THE GOOD HIDEAWAY



photographe se laisse très vite rattraper par la dimension cinématographique de la ville. Se focalisant sur la personnalité de ceux qui l'habitent, et qui viennent pour la plupart enraciner ici leur sens de la fête, avec un dress-code et une fantaisie presque burlesques, assortis à l'esthétique de piscines en forme de haricots. À Palm Springs, tout se joue derrière les façades des intérieurs-extérieurs de villas hypergraphiques, piquées de cactus tellement photographiques et d'un Pantone en Technicolor.

**Le culte du modernisme**  
Si l'oasis de Greater Palm Springs s'étend sur près de 250 km<sup>2</sup> et neuf communes au total, c'est Palm Springs même qui concentre à ce jour encore le plus grand nombre de villas incarnant une catégorie à part entière de ce mouvement moderne : le Desert Modernism, autrement dit, le modernisme adapté au désert. Au point d'en faire sa signature, avec chaque année, en février, la Modernism Week, comme d'autres ont la semaine de la couture. Un rendez-vous qui réunit, dès la soirée d'ouverture (moyennant 350 dollars par tête), le gratin fantasiste local, amateur d'architecture et de cool, déguisé en disco queens pour l'édition 2024. Et pour le reste de la semaine, les mêmes, venus du monde entier et à qui une poignée d'experts ouvrent les portes des villas les plus exclusives. Michael Stern en tête, coauteur, avec Alan Hess, de *Julius Shulman : Palm Springs* et star en son périmètre, nous entraîne d'embellée sur les hauteurs de la ville, dans le relief montagneux de San Jacinto, pour dévoiler une pièce majeure : la Fry House II, la seconde maison de l'architecte Albert Fry, disciple de Le Corbusier et l'un des chefs de file du Desert Modernism. Une demeure aux dimensions modestes, mais jouissant d'une vue à presque 360° sur l'immensité de la vallée de Coachella. Une construction aux allures de cabanon de week-end et qui répond parfaitement aux exigences de fonctionnalité, d'ouverture et d'esthétisme, débarrassé

**En 1960, le photographe Robert Duhaime, célèbre pour son *Baiser de l'Hôtel de Ville* réalisé dix ans plus tôt, change radicalement de décor en débarquant au milieu du désert californien. À moins de 200 kilomètres de la Cité**

**Palm Springs, archi moderne**  
À deux heures de Los Angeles, Palm Springs n'est plus seulement cette bulle artificielle pour golden seniors. La photogénie de son architecture fifties séduit de plus en plus et son glamour naturel inspire de nouveaux talents, prêts à remettre ce coin de désert sur la carte mouvante de la hype.

PAR LAURENCE GOUNEL // PHOTOS JULIE ANSIAU

des anges, il vient immortaliser pour le magazine *Fortune* des grécins de golf plus verts que le Bocage normand – plus de 100 parcours à ce jour. Même si le contraste est saisissant avec la terre rocheuse des canyons environnants, le

1. Uvation Hotel & Bungalows Palm Springs.  
2 et 3. L'ancienne maison de Dinah Shore, aujourd'hui propriété de Leonardo DiCaprio.

The Good Life

Solar Magnetism  
(Hosted Laurence Gounel and Julie Ansiau – French Media FAM)



et de cosmétiques qui se revendiquent d'un Desert Chic Edge et à l'ethos cool et tchic, l'artose de la vallée de Coachella Christopher Ciohocki vient de fonder le tout premier centre d'art contemporain local « The Elemental » – et témoignage d'un renouveau. « Les paysages et les déserts du Grand Ouest américain exercent une certaine fascination dont Palm Springs bénéficie depuis quelques années. L'image de paradis pour les retraités fortunés s'inscrit d'une nouvelle frange de la population, créative, artistique, définitivement entrepreneuriale. » Des personnalités en quête d'une émulation collective, d'une énergie bienveillante, au même titre que les étudiants et jeunes actifs de Los Angeles, qui ont fait de Palm Springs une destination week-end galvanisante.

**La vague du désert THE PALM SPRINGS SURF CLUB**  
Ces 80 000 m<sup>2</sup> de complexe aquatique échappent à toute restriction (des piscines Palm Springs a poussé sur une gigantesque rappe phénacique (où les sources chaudes encore en activité) et l'arrosage d'une centaine de golfs). Le 1<sup>er</sup> janvier dernier a donc été inauguré sans culpabilité le premier club de surf artificiel (eau entièrement recyclée) du désert, avec une douzaine de paramètres et une infinité de combinaisons. Il est possible de reproduire les plus belles vagues du monde, des plus faciles aux plus spectaculaires. Des sessions collectives et individuelles sont ouvertes aux débutants, intermédiaires et chevronnés. Piscines, toboggans et cabanons pour les amateurs de farniente, baignade, californienne excellente avec une vue époustouflante sur les vagues depuis la terrasse surplombent le tableau [palm Springssurfclub.com](http://palm Springssurfclub.com)

**Mi-labo, mi-galerie SUPERBLOOM (s)**  
Voici l'atelier-galerie de Chris Ramirez et Alesia Palomino, un couple d'artistes qui a fait du street-art sa signature. Arrivés de New York après la pandémie de Covid et une carrière dans la musique pour lui, dans la mode pour elle, ils ont inauguré ce lieu spontané où l'on vient faire customiser ses vêtements, ses chaussures, ses accessoires, acheter un de leurs chapreaux et, depuis peu, participer à un atelier pour upcycler ses propres pièces. Joyeux ! Et, accessoirement, un exercice qui défoule [superbloom.world](http://superbloom.world)

**Un concept-store 100 % local MOJAVE FLEA TRADING POST**  
Le talentueux James Morelos a récemment inauguré un hangar spectaculaire – Market Market – consacré au vintage et aux marques privilégiant l'upcycling. Mais notre lieu préféré reste son adresse en centre-ville, msta, imaginée comme un grand loft abritant une sélection ultraparante de marques locales, en plus d'une épicerie arty et d'un fleuriste. Parmi les pépites les plus créatives de la Valley, on retient les lignes de textiles et d'accessoires d'All Roads, les collections fabriquées à partir de bandes vintage siglées Artisan-Collage, les bijoux en argent et turquoise de Nami Olive, la poésie de Paul Lowe Ceramics et les cosmétiques et fragrances de Desert Supreme ou Mojave Moon Apothecary. [shoptradingpost.com](http://shoptradingpost.com)

**« Le » hot spot PARKER PALM SPRINGS (s)**  
Adresse cosmique éminemment instagrammable, cette institution doit son succès en partie à l'architecture d'intérieur fantaisique du designer star Jonathan Adler. Un mélange d'opulence, de bohème californienne et de rock'nroll soufflé sur les différents espaces de ce repaire nocturne (mais à 22 heures, tout le monde est couché) immergé dans une nature luxuriante. À défaut d'y séjourner en famille, on vient au moins arroser l'un des meilleurs Negroni de la ville au Mister Parker's, caché dans la pénombre au milieu

**Magnétisme solaire**  
Palm Springs connaît un retour en grâce, soutenu par un tourisme grandissant. Beaucoup la visitent, certains s'y installent, d'autres en ont fait leur nouvelle destination week-end.

PAR LAURENCE GOUNEL // PHOTOS JULIE ANSIAU

De rencontres en confidences autour d'un avocado-tôast ou dans l'un de ces temples du vintage, force est de constater que nombre d'artistes et de jeunes créateurs se sont décidés ces deux dernières années à quitter New York ou Los Angeles pour s'installer dans la vallée de Coachella. Une aura nouvelle à laquelle le festival de musique n'est pas étranger, on s'en doute. Résultat, c'est toute la destination qui connaît un retour de hype. Si Palm Springs ne compte pas moins de 77 hôtels boutiques, les chaînes hôtelières de luxe semblent s'intéresser pour de bon à cette enclave. Thompson Hotels, les premiers, devaient concurrencer l'Ace Hotel, pionnier de la destination sur le cratère. L'adresse de la collection urbaine et lifestyle du groupe Hyatt ouvrira ses portes à l'été 2024, avec des chambres et suites au design minimaliste, une par le adult only, un bar à vins explorant les vignobles de la Napa Valley et une table levantine, entre autres. À l'image de tout un vivier de jeunes marques de mode, d'accessoires

## Agua Caliente Cultural Museum: Land Acknowledgement In Built Form (Hosted Paul Clemence)



Home About Categories Location Important Links

### Agua Caliente Cultural Museum: Land Acknowledgement In Built Form

Previous Paul Clemence / June 30, 2024 / Museums, Southeast



## **AAA Publications** 4 Tasty Tips to Make Your Own Road Trip Trail Mix (Hosted Joey Skladany)



Membership Auto Insurance Money Discounts Shop Travel



FOODIE FINDS | ROAD TRIP

### 4 TASTY TIPS TO MAKE YOUR OWN ROAD TRIP TRAIL MIX

CREATE A TRAIL MIX MASTERPIECE FOR THE ROAD USING UNIQUE INGREDIENTS—PASSION FRUIT, SOY SAUCE, MAPLE SYRUP, AND MORE.

June 11, 2024 | 3 min read

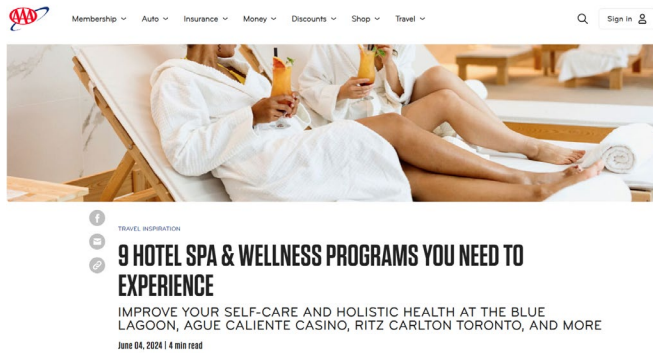


Joey Skladany

Your road trip is only as good as the homemade trail mix you pack for it. I know this from firsthand experience after recently hiking [Joshua Tree National Park](#).

After a fabulous week of good eats, good drinks, and good memories in nearby [Palm Springs](#), my body craved a bit of activity beyond reaching for sunscreen at the pool. But after indulging in far too many poke bowls, [Brandini toffee](#), and coconut-based cocktails, the thought of a heavy granola or protein bar sitting in my stomach, despite its energy-boosting properties, was flat-out nausea-inducing.

## 9 Hotel Spa & Wellness Programs You Need to Experience (Hosted Joey Skladany)

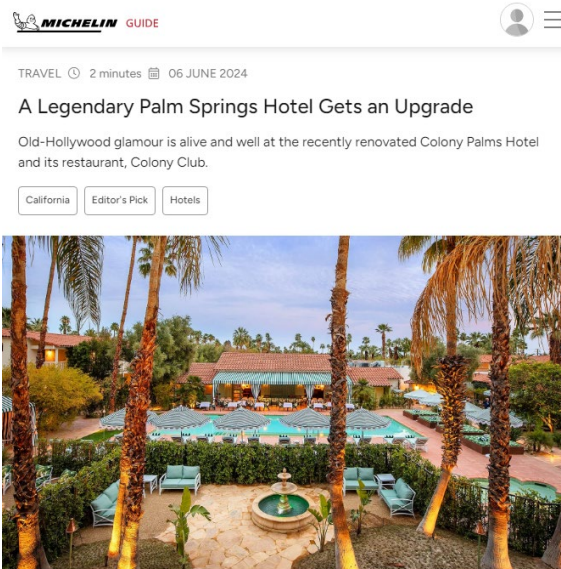


### A NOD TO NATURAL SURROUNDINGS

There are also moments when the healing properties of a hotel's natural surroundings can influence its spa and wellness programs.

Palm Springs' Agua Caliente Casino sits adjacent to a hot mineral spring where they just reopened **The Spa at Séc-he**. In addition to a 15-minute "taking of the waters" ritual to soak in one of 22 private baths, the renovated building boasts cutting-edge gemstone-layered treatment beds with negative ion-emitting grounding pads and gel-based face cradles to prevent pesky forehead creases.

## A Legendary Palm Springs Hotel Gets an Upgrade



[I Spent \\$123 for a Flight I Knew I Wouldn't Take so I Could Go to This Airport's Happy Hour](#)

[How to Indulge and Get "Bougie" in the Paradise of Palm Springs, California](#)

[The Top 5 Reasons to Visit Palm Springs, California Now](#)

[Palm Springs Offers a Playground in the Desert.](#)

[33 Best Things To Do in Palm Springs \(provided images\)](#)

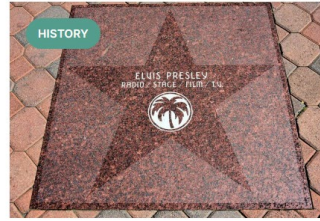
[Palm Springs Itinerary: A 3-Day Guide](#)

## From Our Blog



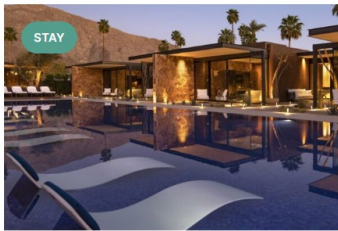
### Palm Springs Happy Hour Guide

If you're looking for a place to enjoy a refreshing cocktail or two after a...



### Elvis Loved Palm Springs

Elvis Presley, the King of Rock 'n' Roll, left an indelible mark on many places...



### The Suite Life: Palm Springs Luxury Resorts

By Barbara Beckley Prepare to be enveloped in the pinnacle of luxury at Palm Springs'...



### Historic Restaurants of Palm Springs

Among its many attractions are the historic restaurants that have served locals and visitors for...

## Website

<https://visitpalmsprings.com>

Analytics	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Sessions	190,738	110,724	1,831,871	1,563,298
Users	158,135	97,205	1,455,270	1,245,378
Page Views	300,426	166,955	2,800,709	3,300,327
Events	1,398,744	N/A	13,890,953	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 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**

	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
*Distributed Hard Copy	4,309	4,450	52,246	49,079
Digital Page Views	2,219	7,262	62,663	172,918
Downloads	19	55	443	552

\*Does not include guides distributed at the visitor centers.

### **Visitor Information Centers**

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

Open 10 am - 6 pm, Friday – Wednesday

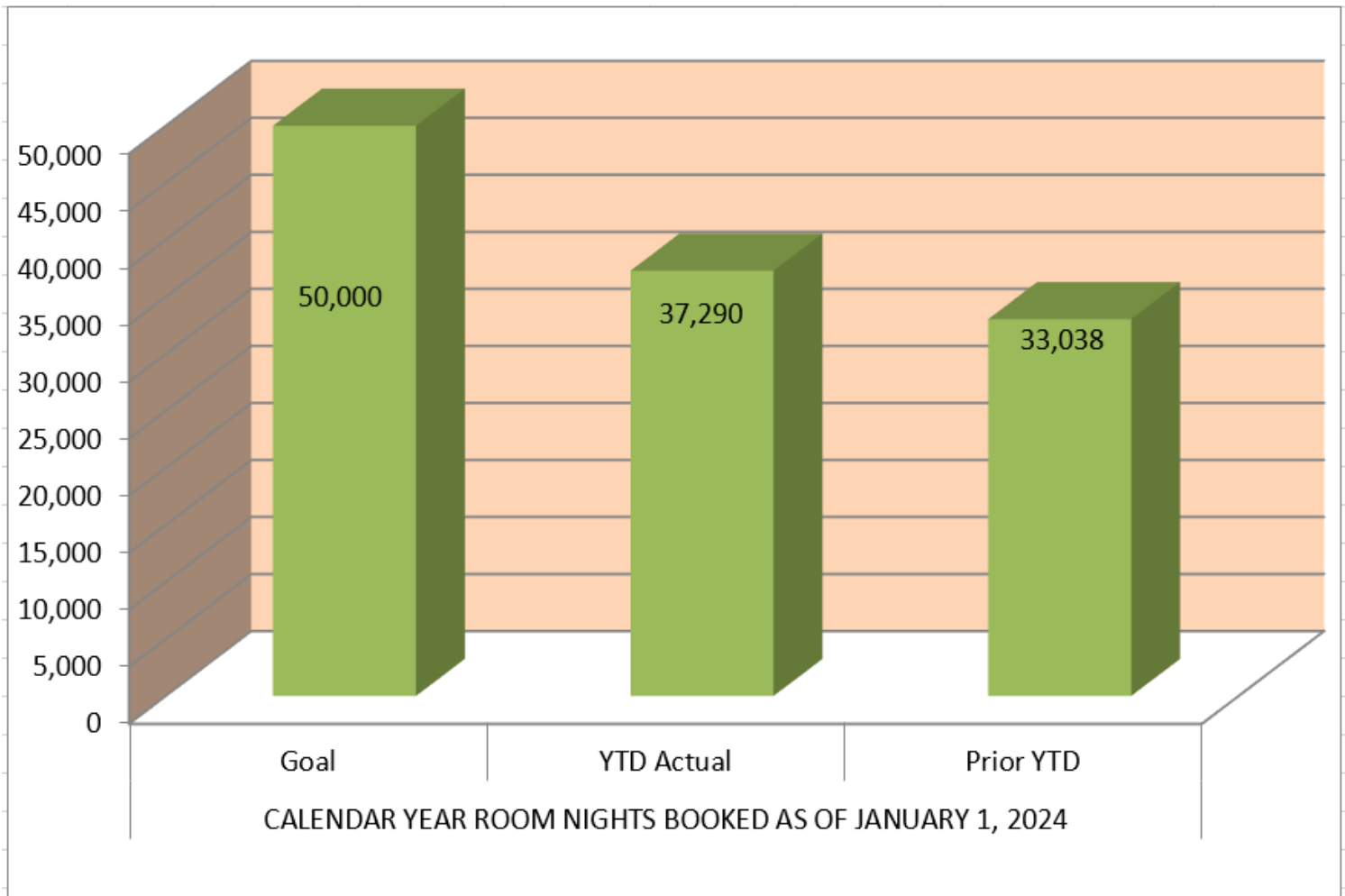
Open 10 am - 8 pm, Thursday

<b>Number of Visitors</b>	June 2024	June 2023	July 2023-June 2024	July 2022-June 2023
Visitor Information Center	6,740	4,019	110,879	83,256
Welwood Murray Memorial Library	1,840	1,850	28,830	29,523
<b>Total</b>	<b>8,580</b>	<b>5,869</b>	<b>139,709</b>	<b>112,779</b>

## **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	8	6,800	56	37,290
Contracts Issued	8	3,854	56	37,290
Contracts awaiting signature	18	47,610		
Tentative events added	29	21,113	200	210,729





YTD Actual	PYTD Actual	Annual Goal	% of Goal
37,290	33,038	50,000	66.0%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
McCormick's Palm Springs Exotic Car Auction 77	11/18-26/2024	156	500
National Association of Neonatal Nurses	9/12-15/2025	600	1,950
Spirit Sports 2026 Duel in the Desert	1/29-2/2/2026	1,500	3,000
North American Ice Cream Association	11/9-12/2026	409	1,694

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
8	3,856	56	35,131

# Contracts Awaiting Signature	Room Nights
18	47,610

	# Events	Room Nights
Lost Business	11	22,472

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
US Marine Corps 29 Palms 249 <sup>th</sup> Birthday Banquet	11/2024	150	No response from client
2024 Gujarati Physicians Conference	12/2024	3,200	Preferred Dates not Available
Financial Research Associates LLC 2025 August Conference	8/2025	1,065	Selected Las Vegas due to Destination Amenities
Retail Industry Leaders Association Asset Protection Conference	5/2026	2,840	Wants to be under one roof
National Association of Paediatric Nurse Practitioners	4/2027	3,290	Guest room rates too high
2027 Association of Publishers Innovations Conference	3/2027	3,599	PS didn't make Final Cut
National Indian Child Welfare Association	4/2027	4,338	Guest room rates too high
Financial Research Associates LLC 2027 August Conference	9/2027	1,065	Selected Las Vegas due to Destination Amenities
International Association of Arson Investigators	3/2028	2,925	Selected Albuquerque – Palm Springs didn't make final cut

Top Competitive Destinations - 2024	# of Groups
San Diego	5
Anaheim	4
Las Vegas	3
Albuquerque	2 (Tie)
Los Angeles	2 (Tie)
Long Beach	1 (Tie)
New Orleans	1 (Tie)
Reno	1 (Tie)
Sacramento	1 (Tie)
Tampa	1 (Tie)

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
No response from client
Concerns with hotel properties

Tradeshows & Events attended – June, 2024	Date	Attendees
Mainstreet Meeting	6/4	Rick Leson, Randy Garner
Hotel Tour of The Dunes PS and Palm Mountain Resort	6/11	Rick Leson
GM Meeting ZOOM Call	6/12	Rob Hampton, Rick Leson, Kimber Foster
PSHA June Board Meeting	6/13	Rob Hampton, Rick Leson, Kimber Foster
ASAE Leadership Meeting ICW Visit Greater Palm Springs	6/13	Rob Hampton, Rick Leson
Visit Greater PS Meet & See – PS Surf Club	6/18	Paula Helm, David Leroy
HOPS June Monthly Meeting	6/20	Rick Leson, Shawn Sande, David Leroy
PSHA Monthly Member Meeting	6/20	Rick Leson, Kristie Dore, Kimber Foster
GM Meeting ZOOM Call	6/26	Rob Hampton, Kimber Foster
Galen Henry Retirement Party at Esri Campus	6/27	Rick Leson, Kristie Dore, Lynne Toles, Glenn Schmidt

Site Inspections   Tentative	Tentative Date	Peak Rooms	Room Nights
TED	TBD	TBD	TBD

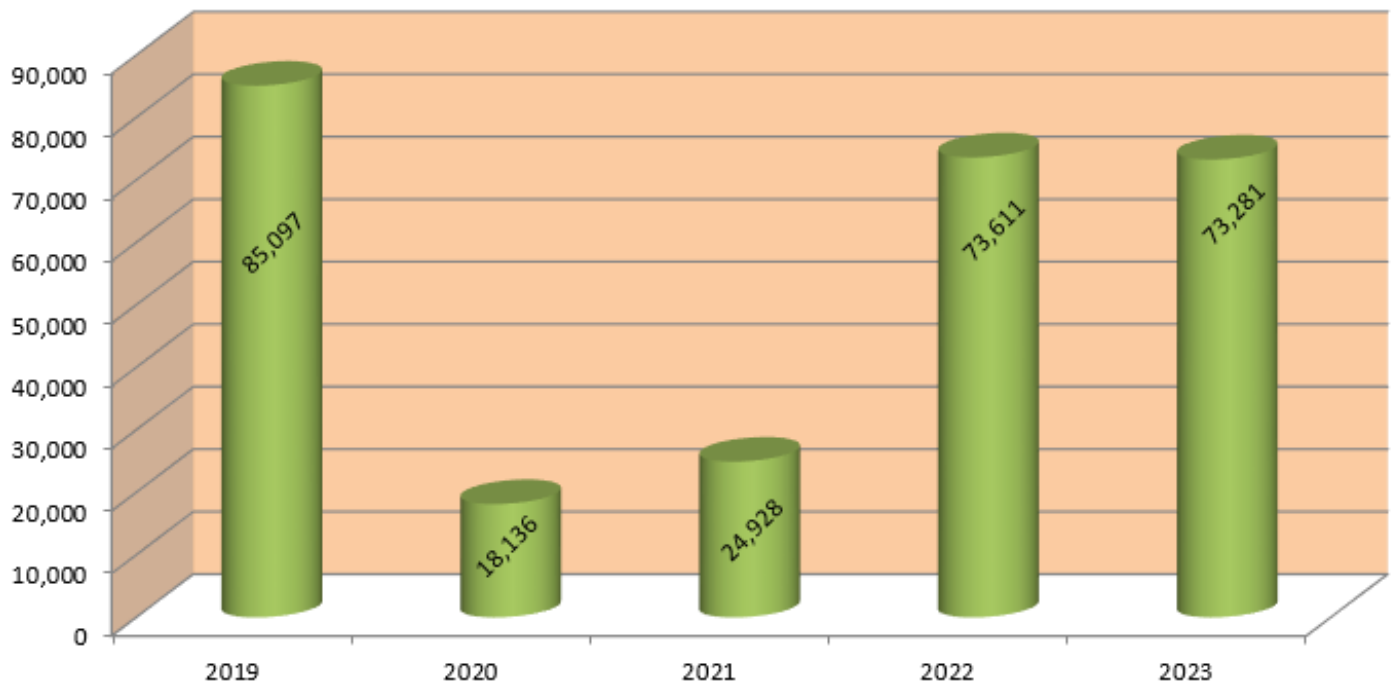
Planning Meetings   Definite	Date	Peak Rooms	Room Nights
Saxman One Office for Victims of Crime Indian Nations	12/8-13/2024	855	4,100
DAP Health The Chase	3/25-31/2025	29	61
ICSC	9/21-26/2024	500	1,200

Key Events Hosted in June, 2024		Date
City of Palm Springs Supports FIND Food Distribution		6/6
City of Palm Springs Joint City Council, Board and Commissioners Meeting		6/17
Gameacon 2024		6/21-23
Visit Greater PS Destination Experiences Team Meeting		6/26
Palm Springs International Film Festival Executive Staff Meeting		6/28

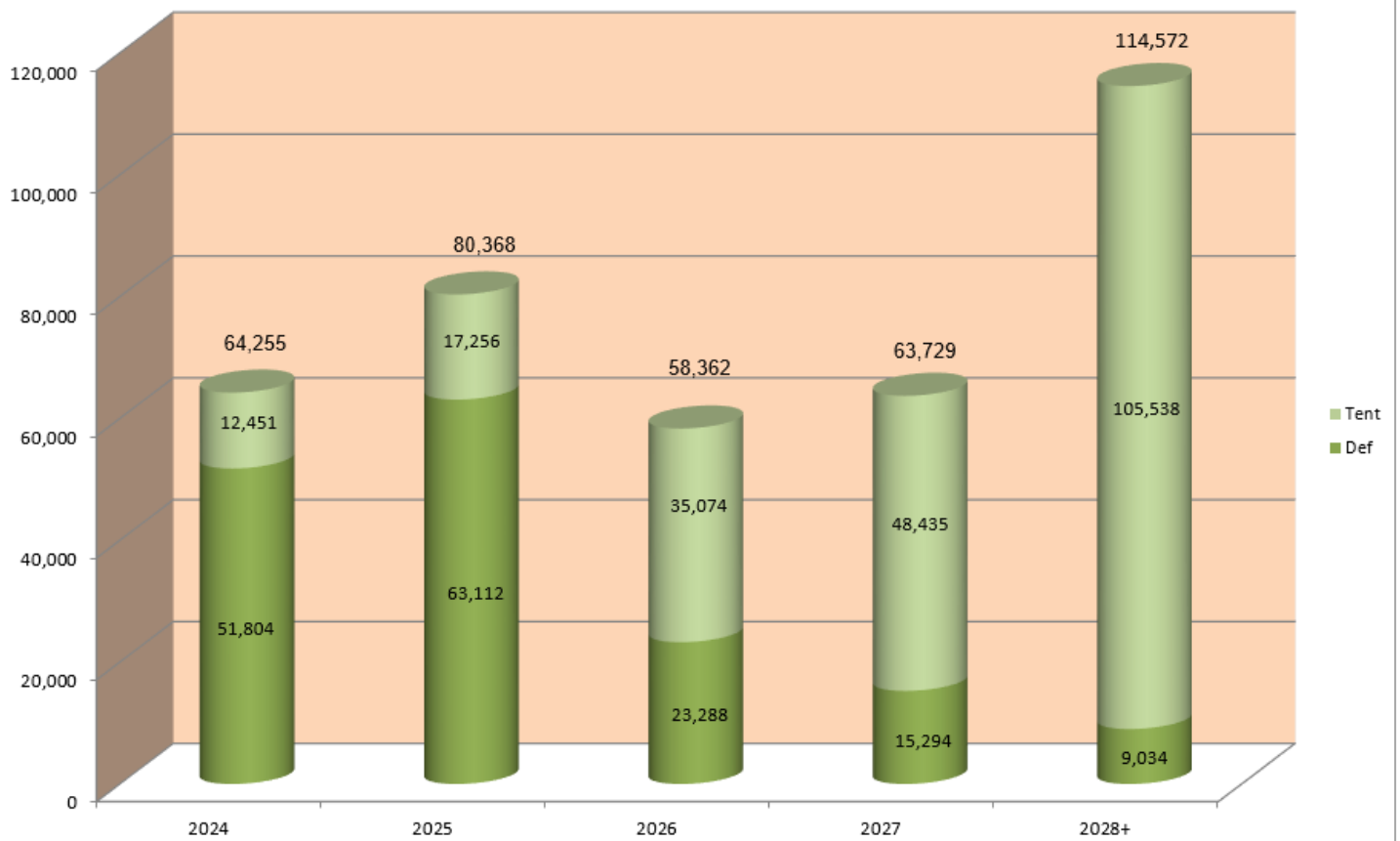
Palm Springs Convention Center  
**Pace Report - Calendar Year**  
**Definite & All Tentative Room Nights**

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	-
	<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>2,440</b>	<b>2,640</b>	<b>-</b>
February	Definite	6,414	-	4,207	5,392	4,748	9,000	6,880	4,500	-
	All Tentative	-	-	-	-	-	979	979	4,400	19,892
	<b>Total</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>4,748</b>	<b>9,979</b>	<b>7,859</b>	<b>8,900</b>	<b>19,892</b>
March	Definite	8,492	500	13,992	16,918	12,784	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	61	8,115	11,153	36,661
	<b>Total</b>	<b>8,492</b>	<b>500</b>	<b>13,992</b>	<b>16,918</b>	<b>12,784</b>	<b>17,813</b>	<b>13,115</b>	<b>16,153</b>	<b>36,661</b>
April	Definite	-	-	5,011	4,450	4,684	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	-	-	2,604	-	15,472
	<b>Total</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>4,450</b>	<b>4,684</b>	<b>6,879</b>	<b>4,604</b>	<b>3,157</b>	<b>21,869</b>
May	Definite	-	35	9,964	7,573	3,650	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	2,240	1,720	4,560	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>4,560</b>	<b>1,190</b>
June	Definite	-	1,300	4,930	4,000	-	3,340	-	-	-
	All Tentative	-	-	-	-	-	1,765	2,337	2,337	2,930
	<b>Total</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,000</b>	<b>-</b>	<b>5,105</b>	<b>2,337</b>	<b>2,337</b>	<b>2,930</b>
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	-
	<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>2,637</b>
August	Definite	-	5,934	8,000	9,116	3,151	-	-	-	-
	All Tentative	-	-	-	-	8,000	1,300	3,574	4,574	7,148
	<b>Total</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>9,116</b>	<b>11,151</b>	<b>1,300</b>	<b>3,574</b>	<b>4,574</b>	<b>7,148</b>
September	Definite	-	1,517	4,931	3,702	1,950	3,690	-	-	-
	All Tentative	-	-	-	-	40	1,000	2,405	9,590	4,600
	<b>Total</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,702</b>	<b>1,990</b>	<b>4,690</b>	<b>2,405</b>	<b>9,590</b>	<b>4,600</b>
October	Definite	-	8,435	8,056	9,395	7,592	6,310	1,370	-	-
	All Tentative	-	-	-	-	311	7,013	4,645	3,125	2,940
	<b>Total</b>	<b>-</b>	<b>8,435</b>	<b>8,056</b>	<b>9,395</b>	<b>7,903</b>	<b>13,323</b>	<b>6,015</b>	<b>3,125</b>	<b>2,940</b>
November	Definite	500	5,287	9,101	5,794	8,623	4,607	4,881	1,187	-
	All Tentative	-	-	-	-	-	1,443	1,200	7,506	14,705
	<b>Total</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>5,794</b>	<b>8,623</b>	<b>6,050</b>	<b>6,081</b>	<b>8,693</b>	<b>14,705</b>
December	Definite	-	440	4,109	3,220	-	-	-	-	-
	All Tentative	-	-	-	-	4,100	1,455	5,055	-	-
	<b>Total</b>	<b>-</b>	<b>440</b>	<b>4,109</b>	<b>3,220</b>	<b>4,100</b>	<b>1,455</b>	<b>5,055</b>	<b>-</b>	<b>-</b>
Definite		18,136	24,928	73,611	73,281	51,804	63,112	23,288	15,294	9,034
All Tentative		-	-	-	-	12,451	17,256	35,074	48,435	105,538
<b>Total</b>		<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>73,281</b>	<b>64,255</b>	<b>80,368</b>	<b>58,362</b>	<b>63,729</b>	<b>114,572</b>

## Total Room Nights Realized 2019-2023



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



# City Wide Events

■ Definite  
■ All Tentative

