



## FOR IMMEDIATE RELEASE

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### **Palm Springs Bureau of Tourism Launches New Ad Campaign “How do you Palm Springs?”**

**Palm Springs, CA – May 18, 2022** – The Palm Springs Bureau of Tourism (aka Visit Palm Springs) has collaborated with marketing agency, JNS Next, to create and roll out a new advertising and marketing campaign, “How do you Palm Springs?” We often hear of places visited from the stories shared by friends and family. Now we invite visitors not to just come and enjoy our beloved city, but share their unique and one-of-a-kind experiences that makes Palm Springs their own and like no place else.

For some, Palm Springs is the original and ultimate desert playground for outdoor adventure, seeking out views from high mountain vistas to finding a hidden oasis in centuries old canyons. For others it’s a place to come as you are in a fun-loving, retro-adoring, and open-minded escape and be part of the coolest party around. Because people experience Palm Springs differently, the campaign highlights these unique stories and how welcomed thrill seekers and chill seekers “do” Palm Springs in their own way.

True to the Palm Springs brand, it includes vibrant colors, is light, energetic, and slightly nostalgic to complement our retro vibe. Palm Springs is a great destination choice now, just as it has always been.

Palm Springs has always been an iconic destination and remains so today. The campaign launched on digital marketing platforms, social media, and out-of-home initiatives. In San Francisco, it is displaying sunshine and aspirational experiences across billboards and BART car posters reaching 133,000 riders a day. Additional support and expanded markets will be targeted throughout 2022.

“How do you Palm Springs?” is chapter two of our successful “Hello Palm Springs” campaign developed to welcome visitors back after many shelter-in-place restrictions began to be lifted. We now move from a welcoming “hello” to a more action-oriented invitation for visitors to share “how they” do Palm Springs like no one else.

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#### **About Palm Springs, California**

Palm Springs is welcoming visitors to its stylish hotels, fashionable restaurants, chic shops, as well as open spaces. With 360 days of sun-kissed weather and gorgeous scenery, it’s no wonder Palm Springs is like no place else. Palm Springs is two hours away from Los Angeles and San Diego. Find your perfect place to getaway at [www.VisitPalmSprings.com](http://www.VisitPalmSprings.com).

#### **About JNS Next**

JNS Next Creative and Media Hub is a full-services creative and advertising agency founded in 2007 and headquartered in La Quinta, California. JNS Next works with destination marketing organizations (DMOs), city,



county and regional marketing organizations, wine, agriculture and tourism regions, hotel/resorts and small businesses. JNS Next provides branding, traditional and digital marketing, advertising, public relations, social media, graphic design, creative campaign development, media planning and buying, and more. Visit [www.jnsnext.com](http://www.jnsnext.com) for more information.

