

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

# Monthly Report July 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 Nativio, 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 Nativio platform, search as well as a new relationship with Metrosource.

#### **Total All Digital Ads**

	July 2023	July 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	4,243,601	2,603,898	4,243,601	43,399,101
Clicks to VisitPalmSprings.com	15,503	12,355	15,503	184,648
Video Views & Audio Ads	207,657	223,373	207,657	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**

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Spots	8,318,341	8,340,752	8,318,341	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

## Type & Platform

### Search Digital Ads

**Google + Bing** - Search advertising targeting travel segments, interests and keywords.

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	128,301	126,996	128,301	1,608,911
Clicks to VisitPalmSprings.com	9,551	10,045	9,551	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.

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	8,580	726,979	8,580	7,263,034
Clicks to VisitPalmSprings.com	7	570	7	7,427

\*Lower results due to the system having a pacing issue that has been rectified.

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

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	327,147	263,168	327,147	3,653,967
Clicks to VisitPalmSprings.com	308	260	308	2,614

### Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.

Video completion rate = %

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	200,703	224,314	200,703	2,564,184
Clicks to VisitPalmSprings.com	68	202	68	3,103
Completed Video Views	130,584	155,337	130,584	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 = %

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Completed Video Views	77,073	71,817	77,073	778,445

**Native Advertising Platform**

Digital ads delivered in the form of native content.

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	551,684	48,919	551,684	6,429,405
Clicks to VisitPalmSprings.com	2,614	96	2,614	21,193

**Journera**

Audiences allow destination-marketing organizations to target visitors using first-party booking data from the largest airline and hotel brands. Launched late June.

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	1,154,419	0	1,154,419	1,035,542
Clicks to VisitPalmSprings.com	2,632	0	2,632	2,102

\*Launched in June 2023. It was not running in 2022.

**AdTheorent**

AdTheorent uses machine learning and data science to deliver real-world value for advertisers and marketers using rich media and display advertising. Launched late June.

	July 2023	July 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	1,872,767	0	1,872,767	1,035,542
Engagements	323	0	323	2,102

\*Launched in June 2023. It was not running in 2022.

# Television

## Spectrum

Air Dates: July

Number of Commercials: 1,538

Number of Networks: 29

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

Top 5 Networks: Spectrum News 1, Disney XD, Tru TV, Oxygen, Tru TV

## Visit Greater Palm Springs Co-Op

Cable: 1,947 spots / 54,949,000 impressions

KTLA: 127 spots / 63,943,000 impressions

CTV: 8,314,729 impressions

# 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				July, 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
<b>Washington State Ferries</b>							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	7,099
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	5:30	229	7,099
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	10,540
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	3:42	340	10,540
<b>BC Ferries</b>							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	6:16	196	6,076
<b>CA Welcome Centers</b>							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	3:32	153	4,743
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	4:32	106	3,286
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:02	104	3,224
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:32	159	4,929
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	4:02	119	3,689
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	7:09	67	2,077
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:02	143	4,433
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	3:17	164	5,084
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:33	82	2,542
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:32	159	4,929
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:02	95	2,945
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	5:26	99	3,069
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	4:02	126	3,906
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:32	93	2,883







# Social Media

	July 2023	July 2022
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	85,543	73,601
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	148,201	126,237
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,300	2,007
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	17,946	10,373

## Facebook Page Insights











 <b>Total Impressions</b> <b>1,086,928</b>	 <b>Video Views</b> <b>54,983</b>	 <b>Link Clicks</b> <b>8,467</b>
 <b>Organic Impressions</b> <b>431,857</b>		 <b>Total Page Likes</b> <b>85,543</b>
 <b>Paid Impressions</b> <b>652,712</b>	 <b>Engagements</b> <b>43,009</b>	 <b>Page Likes Gained</b> <b>808</b>
 <b>Comments</b> <b>852</b>	 <b>Shares</b> <b>731</b>	 <b>Published Posts</b> <b>37</b>

## Facebook Top Posts










 <b>Visit Palm Springs</b> Fri 7/28/2023 11:35 am PDT Desert views for the win, always. ❤️ 👤: @chad.vh  Impressions 68,077 ... 🗨️ 📎	 <b>Visit Palm Springs</b> Sun 7/16/2023 12:32 pm PDT Wouldn't want to fight the Sunday scares anywhere else. Cheers from Palm Springs! 🍷 🍷: El Patron Palm...  Impressions 49,734 ... 🗨️ 📎	 <b>Visit Palm Springs</b> Sun 7/2/2023 9:33 am PDT Palm Springs livin'! 🌴 🍹: @dreamerbot  Impressions 39,301 ... 🗨️ 📎
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Instagram Insights

 Total Impressions 2,291,132	 Video Views 1,212,241	 Story Link Clicks 264
 Saves 14,927	 Engagements 179,845	 Followers 148,201
 Shares 29,692		
 Comments 1,337	 Profile Actions 594	 Followers Gained 4,335

Instagram Top Posts

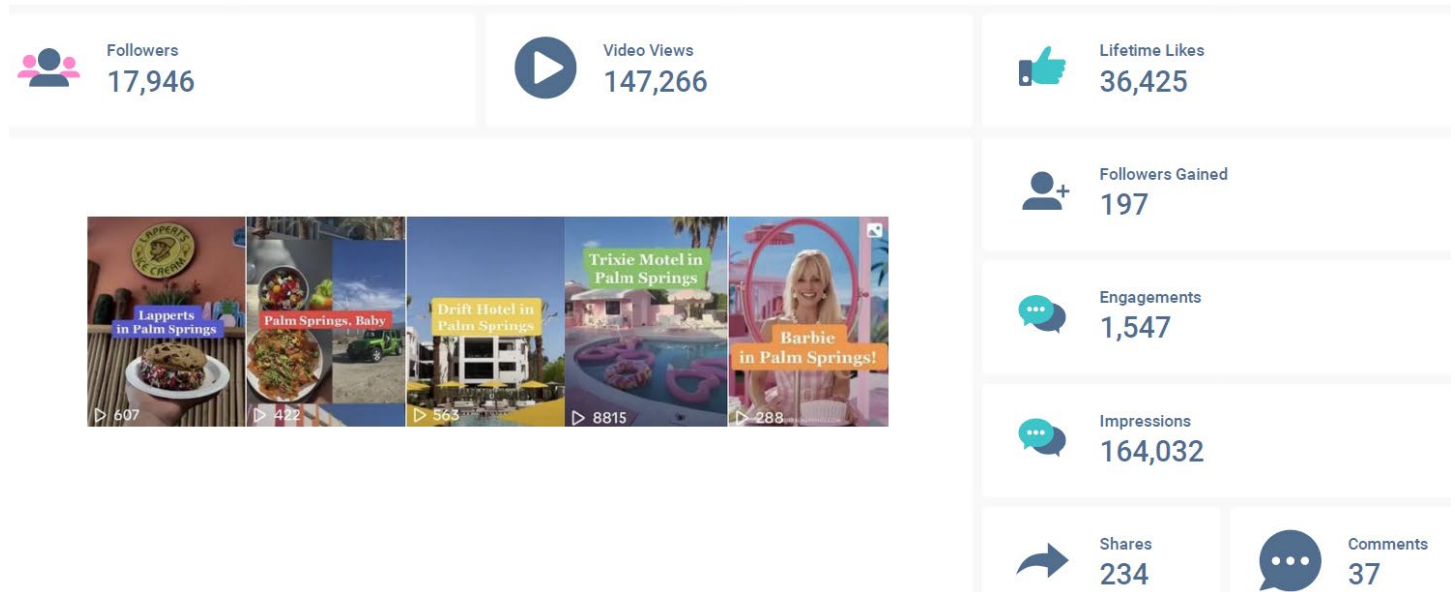
  visitpalmssprings Thu 7/20/2023 1:19 pm PDT  Come on Barbie, lets go...to Palm Springs! 💖    Impressions 91,788 ⋮ ↻ ↗	  visitpalmssprings Sun 7/2/2023 9:28 am PDT  Palm Springs livin' 💖🏡: @dreamerbot    Impressions 79,084 ⋮ ↻ ↗	  visitpalmssprings Tue 7/25/2023 8:06 am PDT  If you're in town and want some extra help to guide you during your stay, the Palm Springs Information Center is there...    Impressions 33,686 ⋮ ↻ ↗
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Pinterest Highlights

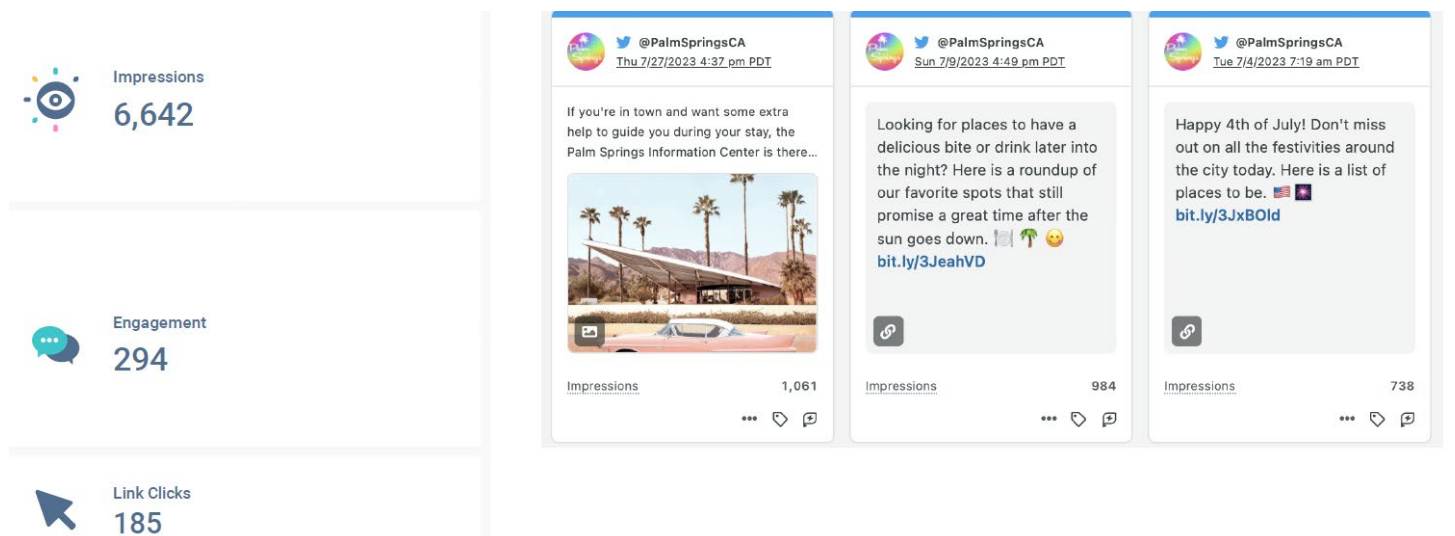
 Impressions 266,880	 Engagement 4,904	 Outbound Clicks 1,276
 Followers 2,300	 Followers Gained 11	 Published Posts 5



## TikTok Highlights



## Twitter Highlights

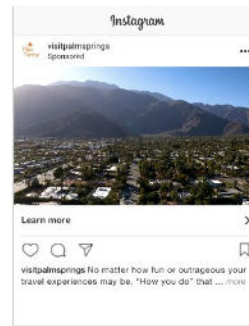




## Social Media Paid Campaigns

### How Do You Palm Springs Family Post

Impressions 202,863  
Clicks 2,997



### Summer Deals Post

Impressions 300,871  
Clicks 2,483

### Summer Guide Post

Impressions 201,021  
Clicks 2,555

### How Do You Palm Springs Video

Impressions 704,771  
Video Views 8,035

### Likes Campaign

Impressions 23,441  
Likes 554



## Sample Articles

News Break

Palm Springs waterworks in full force this summer

*Hosted writer Ed Walsh*





## 17 Things Palm Springs is Known and Famous For

### From Our Blog



#### Palm Springs Gay History

Hollywood's Playground Comes Out By Randy Garner  
Palm Springs has evolved into a vibrant oasis...



#### Dining at The Kimpton Rowan Restaurants

Not Just for Hotel Guests! By Barbara Beckley  
Thinking of happy hour? Cocktails and dinner?...



#### Welcome to TRIO Palm Springs

Sponsored Timeless Dishes with Generous Service Nestled in the Uptown Design District, Trio Palm Springs...

### Palm Springs Gay History

### Dining at The Kimpton Rowan Restaurants

### Welcome to TRIO Palm Springs

### ZOOM! Palm Springs Air Museum Flight Tours

### Freddie's Kitchen at The Cole

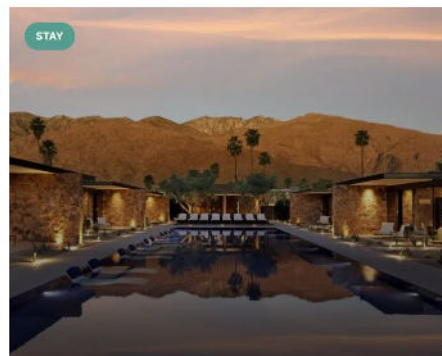
### 10 Free Things To Do in Palm Springs

### Steve Hermann Hotel Collection

### Palm Springs Day Trip Guide



10 Free Things To Do in Palm Springs



Steve Hermann Hotel Collection

# Website

<https://visitpalmsprings.com>

<b>Analytics</b>	<b>July 2023</b>	<b>July 2022</b>	<b>July 2023 – June 2024</b>	<b>July 2022 – June 2023</b>
Sessions	91,365	78,087	91,365	1,563,298
Users	77,530	65,902	77,530	1,245,378
Page Views	154,332	133,955	154,332	3,300,327

## Visitor Guides & Visitor Information

### Visitor Guides

	<b>July 2023</b>	<b>July 2022</b>	<b>July 2023 – June 2024</b>	<b>July 2022 – June 2023</b>
Distributed Hard Copy	4,239	4,300	4,239	49,079
Digital Page Views	4,785	9,090	4,785	172,918
Downloads	33	23	33	552

### Visitor Information Centers

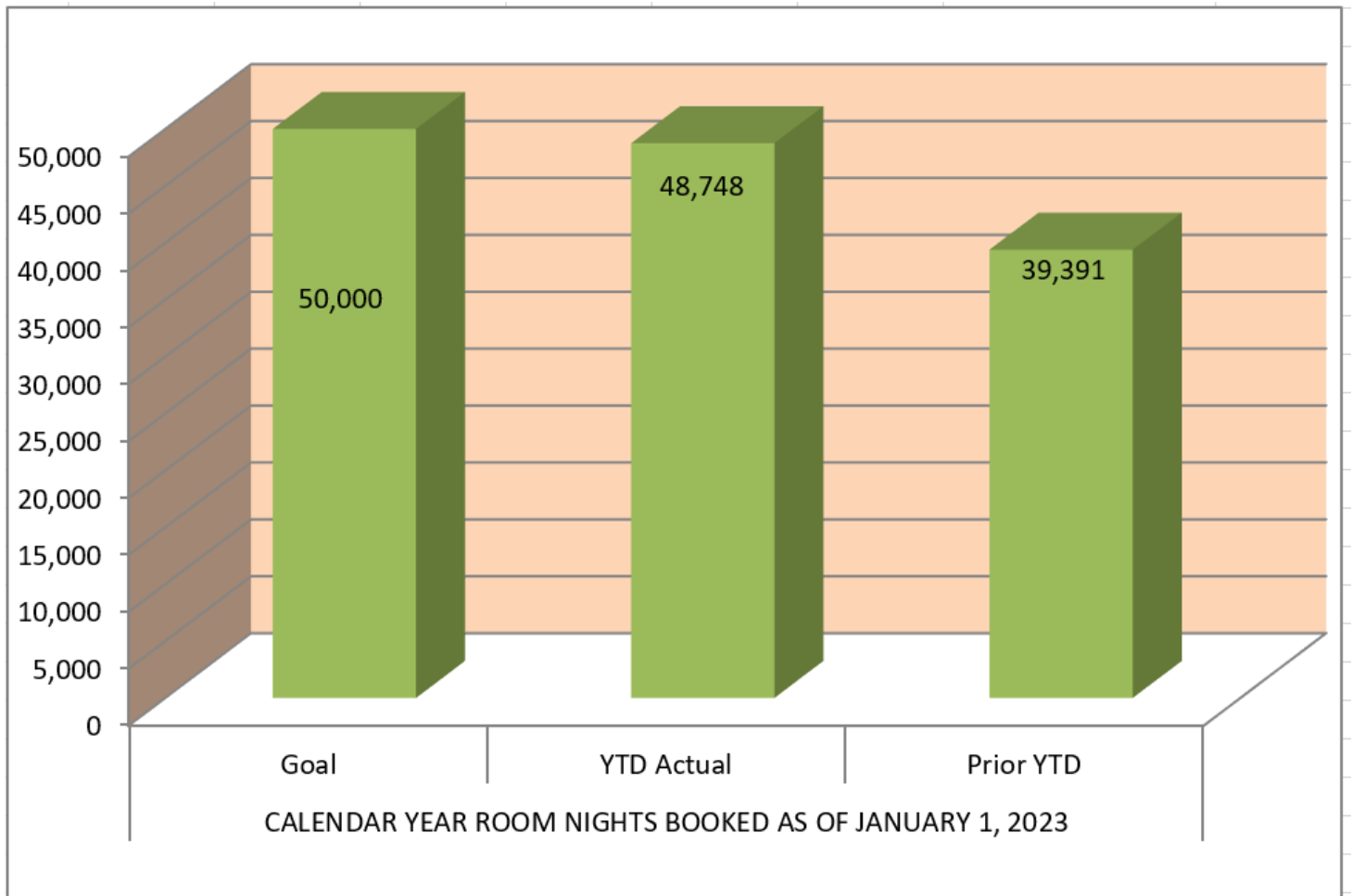
Visitor Information Center  
Welwood Murray Memorial Library

Open 10 am - 5 pm, Daily  
Open 10 am - 6 pm, Friday – Wednesday  
Open 10 am - 8 pm, Thursday

<b>Number of Visitors</b>	<b>July 2023</b>	<b>July 2022</b>	<b>July 2023 – June 2024</b>	<b>July 2022 – June 2023</b>
Visitor Information Center	3,276	3,219	3,276	83,256
Welwood Murray Memorial Library	1,644	1,890	1,644	29,523
<b>Total</b>	<b>4,920</b>	<b>5,109</b>	<b>4,920</b>	<b>112,779</b>

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

July 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	9	16,874	59	48,748
Contracts Issued	7	7,315	59	48,406
Contracts awaiting signature	25	52,298		
Tentative events added	13	3,570	172	113,279



YTD Actual	PYTD Actual	Annual Goal	% of Goal
48,748	39,391	50,000	97.5%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
2024 Esri IMGIS Meeting	10/18-24/2024	880	2,969
CA Coalition for Adequate School Housing 2025 Annual Conference	2/23-28/2025	650	1,425
CA Society of Municipal Finance Officers 2026 Annual Conference	2/23-27/2026	800	2,480
CA Association of Health Facilities 76 <sup>th</sup> Annual Convention	11/14-17/2026	600	2,000
Splash House August, 2023	8/8-21/2023	1,000	8,000



Contracts Issued	Room Nights	2023 YTD Contracts Issued	2023 YTD Room Nights
7	7,315	59	48,406

# Contracts Awaiting Signature	Room Nights
25	52,298

# Events	Room Nights
Lost Business 8	13,576

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
2023 Project Safe Neighbourhood	11/2023	2,000	Selected Indianapolis. PS didn't make Final Cut
DeMoss Chiropractic – California Jam 2024	7/2024	600	Hold Expired – No update from client
Association of Dental Support Organizations	4/2025	4,280	ConferenceDirect rep. stated that PS did not make the short list – no Reason Given
Western Propane Gas Association 2025 Western Conference	5/2025	1,570	Elected to go back to Reno; Wants to be under one roof
CA School Nutrition Association 2025 Annual Conference	10/2025	1,430	Preferred Dates not Available
Superior Meeting Services – United Natural Foods	1/2026	2,126	Cvent lead simply stated that client selected another Location
Western Propane Gas Association 2026 Western Conference	5/2026	1,570	Elected to go back to Reno; Wants to be under one roof

Top Competitive Destinations - 2023	# of Groups
Indian Wells	2 (Tie)
San Diego	2 (Tie)
Reno	2 (Tie)
Austin	1 (Tie)
Boston	1 (Tie)
Indianapolis	1 (Tie)
Los Angeles	1 (Tie)
Nashville	1 (Tie)
Palm Desert	1 (Tie)
Phoenix	1 (Tie)
Riverside	1 (Tie)
Sacramento	1 (Tie)
San Francisco	1 (Tie)



Top Cancellation Reasons		
PS Didn't Make Final Cut		
Meeting Space Rates too high (wanted complimentary)		
Preferred Dates not Available		
Tradeshows & Events attended	Date	Attendees
GM Meeting Zoom Call	7/5	Rob Hampton
GM Meeting Zoom Call	7/12	Rob Hampton
PSHA Board of Directors Meeting	7/13	Rob Hampton, Kimber Foster
PSHA July Board Meeting	6/8-9	Shawn Sande
GM Meeting Zoom Call	6/14	Rob Hampton
Mainstreet Meeting	7/18	Rick Leson
GM Meeting Zoom Call	7/19	Rob Hampton, Rick Leson, Kimber Foster
July HOPS Monthly Meeting	7/20	Rob Hampton, Rick Leson, Kimber Foster, Paula Helm. Shawn Sande, David Leroy
PSHA July Member Meeting	7/20	Rob Hampton, Rick Leson, Kimber Foster, Kristie Dore
PSCC Visioning Plan Visioning Session with Architects	7/20	All Directors
DBA Awards – Cascade Lounge	7/24	Rob Hampton
PS Resorts Board Meeting	7/25	Rick Leson
GM Meeting Zoom Call	7/26	Rob Hampton, Rick Leson
VGPS Meet & See Event at LaQuinta Brewing	6/27	David Leroy
GM Meeting Zoom Call	6/28	Rick Leson

Site Inspections   Tentative	Tentative Date	Peak Rooms	Room Nights
International Association of Plumbing and Mechanical Officials	9/13-18/2025	450	1,740
Home Show Consultants	11/29-12/1/2024	0	0

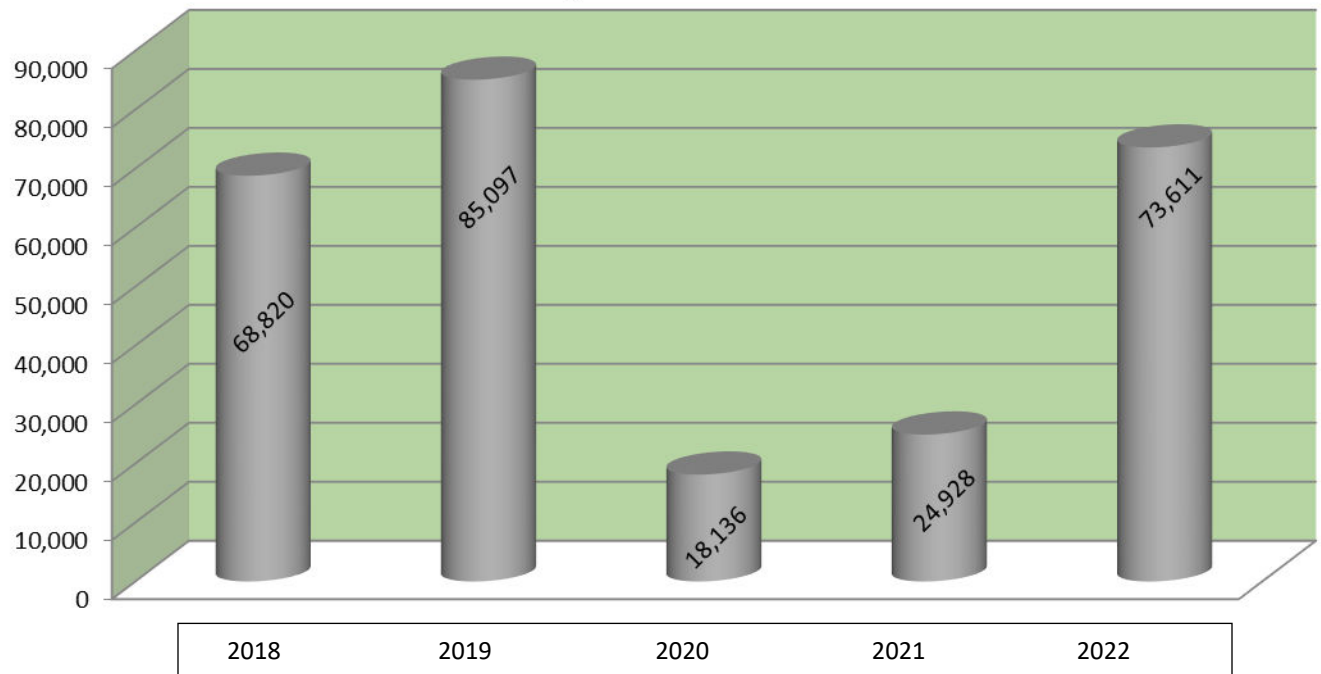
Planning Meetings   Definite	Date	Peak Rooms	Room Nights
National Association of County Engineers	4/13-18/2024	420	1,600

Key Events Hosted in July, 2023		Date
City of Palm Springs Supports FIND Food Distribution		7/6
PSHA July 2023 Board Meeting		7/13
City of Palm Springs PSPD Promotional Process Written Exam		7/17-18
PSHA July 2023 Member Luncheon		7/20
Agricultural Media Summit		7/29-8/2

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

Month		2019 Room Nights	2020 Room Nights	2021 Room Nights	2022 Room Nights	2023 Room Nights	2024 Room Nights	2025 Room Nights	2026 Room Nights	2027+ Room Nights
January	Definite	4,610	2,730	-	150	3,721	3,040	3,980	-	-
	All Tentative	-	-	-	-	-	2,596	-	-	-
	<b>Total</b>	<b>4,610</b>	<b>2,730</b>	<b>-</b>	<b>150</b>	<b>3,721</b>	<b>5,636</b>	<b>3,980</b>	<b>-</b>	<b>-</b>
February	Definite	5,775	6,414	-	4,207	5,392	3,700	6,900	2,480	-
	All Tentative	-	-	-	-	-	1,879	4,166	6,055	15,400
	<b>Total</b>	<b>5,775</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>5,579</b>	<b>11,066</b>	<b>8,535</b>	<b>15,400</b>
March	Definite	13,392	8,492	500	13,992	16,918	15,699	14,637	5,000	5,000
	All Tentative	-	-	-	-	-	-	3,115	10,587	32,473
	<b>Total</b>	<b>13,392</b>	<b>8,492</b>	<b>500</b>	<b>13,992</b>	<b>16,918</b>	<b>15,699</b>	<b>17,752</b>	<b>15,587</b>	<b>37,473</b>
April	Definite	10,339	-	-	5,011	4,450	4,149	3,240	2,000	8,540
	All Tentative	-	-	-	-	-	-	3,238	-	5,300
	<b>Total</b>	<b>10,339</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>4,450</b>	<b>4,149</b>	<b>6,478</b>	<b>2,000</b>	<b>13,840</b>
May	Definite	10,196	-	35	9,964	7,573	3,650	2,650	2,650	-
	All Tentative	-	-	-	-	-	2,604	7,026	2,604	17,258
	<b>Total</b>	<b>10,196</b>	<b>-</b>	<b>35</b>	<b>9,964</b>	<b>7,573</b>	<b>6,254</b>	<b>9,676</b>	<b>5,254</b>	<b>17,258</b>
June	Definite	5,149	-	1,300	4,930	4,000	-	-	-	-
	All Tentative	-	-	-	-	-	5,939	906	-	-
	<b>Total</b>	<b>5,149</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,000</b>	<b>5,939</b>	<b>906</b>	<b>-</b>	<b>-</b>
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	2,930	855	-	-
	<b>Total</b>	<b>3,083</b>	<b>-</b>	<b>1,480</b>	<b>1,160</b>	<b>-</b>	<b>2,930</b>	<b>3,492</b>	<b>-</b>	<b>2,637</b>
August	Definite	6,864	-	5,934	8,000	9,116	3,151	-	-	-
	All Tentative	-	-	-	-	-	1,071	3,530	-	-
	<b>Total</b>	<b>6,864</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>9,116</b>	<b>4,222</b>	<b>3,530</b>	<b>-</b>	<b>-</b>
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	6,160	1,740	6,117	4,551
	<b>Total</b>	<b>6,585</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,702</b>	<b>6,160</b>	<b>1,740</b>	<b>6,117</b>	<b>4,551</b>
October	Definite	11,861	-	8,435	8,056	8,869	6,075	2,969	-	-
	All Tentative	-	-	-	-	526	1,517	10,040	8,114	8,138
	<b>Total</b>	<b>11,861</b>	<b>-</b>	<b>8,435</b>	<b>8,056</b>	<b>9,395</b>	<b>7,592</b>	<b>13,009</b>	<b>8,114</b>	<b>8,138</b>
November	Definite	5,873	500	5,287	9,101	5,794	4,707	3,407	2,000	-
	All Tentative	-	-	-	-	-	3,556	2,840	4,352	8,800
	<b>Total</b>	<b>5,873</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>5,794</b>	<b>8,263</b>	<b>6,247</b>	<b>6,352</b>	<b>8,800</b>
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	3,600	-	5,402	-
	<b>Total</b>	<b>1,370</b>	<b>-</b>	<b>440</b>	<b>4,109</b>	<b>3,220</b>	<b>3,600</b>	<b>-</b>	<b>5,402</b>	<b>-</b>
Definite		85,097	18,136	24,928	73,611	72,755	44,171	40,420	14,130	16,177
All Tentative		-	-	-	-	526	31,852	37,456	43,231	91,920
<b>Total</b>		<b>85,097</b>	<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>73,281</b>	<b>76,023</b>	<b>77,876</b>	<b>57,361</b>	<b>108,097</b>

## Total Room Nights Realized 2018-2022



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

