

Palm Springs Bureau of Tourism ///

Palm Springs Convention Center

**Monthly Report
November 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 Metrosource.

Total All Digital Ads

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	4,531,581	3,854,579	28,773,357	43,399,101
Clicks to VisitPalmSprings.com	16,309	17,078	68,870	184,648
Video Views & Audio Ads	382,091	283,038	1,629,220	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

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Spots	1,347	920	26,612,687	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

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.

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	123,364	147,626	570,830	1,608,911
Clicks to VisitPalmSprings.com	8,304	12,977	39,766	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.

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	336,562	508,167	2,228,136	7,263,034
Clicks to VisitPalmSprings.com	334	376	1,694	7,427

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

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	343,811	291,714	1,821,601	3,653,967
Clicks to VisitPalmSprings.com	224	214	1,403	2,614

Digital Video Ads

Reaching our target audience with pre-roll video 15 and 30 sec spots.
Video completion rate =68.13%

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	213,267	195,862	766,347	2,564,184
Clicks to VisitPalmSprings.com	147	392	649	3,103
Completed Video Views	115,096	139,835	668,176	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 = 98.78%

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Completed Video Views	119,425	44,454	552,548	778,445

Spotify

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

	November 2023	November 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	155,381	103,405	430,063	1,192,528
Clicks to VisitPalmSprings.com	147	40	392	706
Audio Ad Completions	147,570	98,749	408,496	1,137,463

Native Advertising Platform

Digital ads delivered in the form of native content.

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	691,449	442,421	2,695,420	6,429,405
Clicks to VisitPalmSprings.com	3,009	834	10,325	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.

	November 2023	November 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	518,157	0	1,034,602	2,733,975
Clicks to VisitPalmSprings.com	1,086	0	2,271	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. It was not running in 2022

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Total Impressions	1,579,535	N/A	14,908,601	1,035,542
Engagements	69	N/A	1,295	2,102
Clicks	1,555	N/A	6,287	N/A

Sojern

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

	November 2023	November 2022	July 2023 – June 2024	July 2022 – June 2023
Total Impressions	783,322	692,945	2,294,404	8,184,265
Clicks to VisitPalmSprings.com	1,533	645	3,538	8,846


Palm Springs Life E-Blast

Deployed on November 18, 2023

Looking for All Things Merry & Mod this Holiday? 🎁
Step into the fun and excitement of the season in Palm Springs - where the holidays are like no place else!

Having trouble viewing this email? [Click to view source](#)

PALM SPRINGS LIFE



Friday, November 24, 2023 - Saturday, January 6, 2024

Step into the fun and excitement of the season in Palm Springs - where the holidays are like no place else. From world street fairs with haunting and twisted displays to heated fire with fireworks and family movie night, no moment here is a discarded memory to this sunny destination.

So, relax on patios under swaying palm trees and treat through the delicious sounds of the season at special events, nightlife and beach entertainment.

Find one-of-a-kind jewelry, vintage gems and an abundance of unique gifts at our local boutiques.






Join us for a quintessential mid-century modern Palm Springs holiday celebration accompanied with specialty wines and all things merry and mod!

For a full list of events, gift ideas, deals, special menus and more, visit PalmSpringsHolidays.org

[FIND OUT MORE](#)

[Subscriptions](#) | [Store](#) | [Magazine](#) | [Apps](#)

Join us on social media



Total Sent	Total Opens	Unique Opens	Total Clicks	CTR
44,312	19,262	44.10%	1,385	7.19%

Los Angeles Magazine E-Blast



Your dispatch on travel news, hotel deals, and special packages being offered by Los Angeles magazine partners near and far.



Friday, November 24, 2023 - Saturday, January 6, 2024

Palm Springs Holidays

Step into the fun and excitement of the season in Palm Springs — where the holidays are like no place else. From starlit street fairs with twinkling and

Total Sent	Total Opens	Unique Opens	Total Clicks	CTR
10,982	1,805	12.13%	71	3.93%

K-Gay Radio

Tactic	Impressions
Banners	27,674
PreRoll	6,487

Television

Spectrum

Air Dates: November 2023

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

Top 5 Networks: FS1, ESPN, TBS, USA, CNN

19 Total Networks

1,347 Commercial Airings

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				November, 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
Washington State Ferries							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	4:21	289	8,683
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:35	795	23,855
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	1:36	787	23,606
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:21	933	27,978
BC Ferries							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,045
CA Welcome Centers							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	4:35	153	4,590
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	5:35	106	3,180
Barslow	10:30 AM	7:15 PM	8:45	525:00:00	5:05	103	3,098
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:35	157	4,713
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	5:05	119	3,570
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	8:12	67	2,010
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:05	142	4,249
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	4:35	164	4,920
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:06	89	2,656
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:35	157	4,713
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:05	94	2,833
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:18	74	2,219
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:05	100	3,010
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:35	92	2,749
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,640
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,120

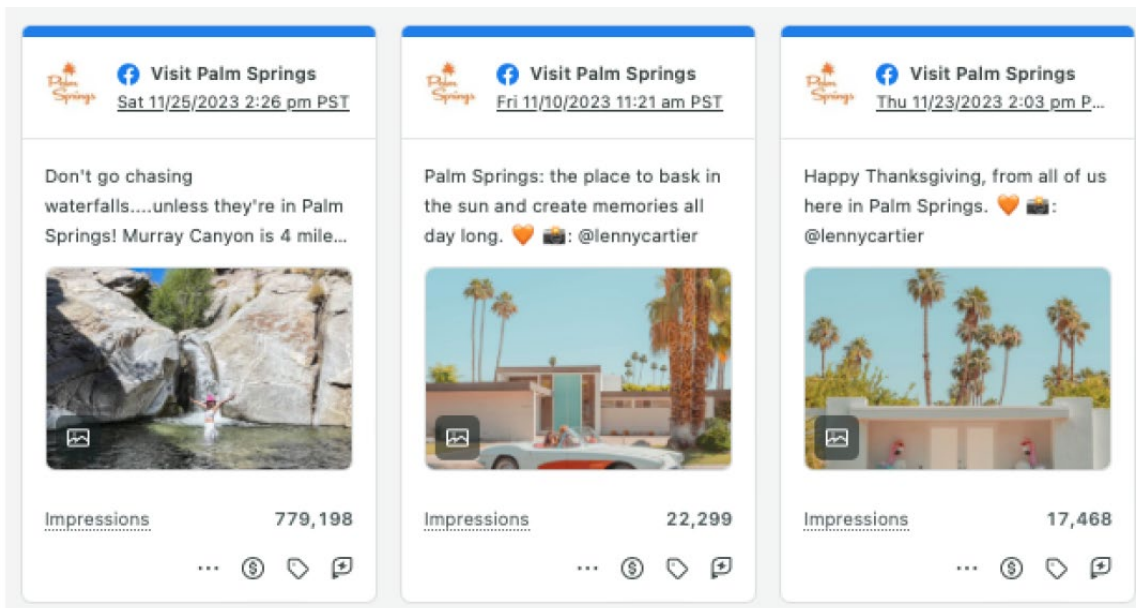
Social Media

	November 2023	November 2022
Facebook page likes https://www.facebook.com/VisitPalmSprings	88,797	76,846
Instagram followers https://www.instagram.com/visitpalmsprings	156,948	129,123
Pinterest followers https://www.pinterest.com/visitpalmsprings	2,388	2,084
Tik Tok followers https://www.tiktok.com/@visit.palmsprings	18,036	14,221











Facebook Page Insights















Facebook Top Posts



Instagram Insights

 Total Impressions 1,130,205	 Video Views 233,286	 Story Link Clicks 487
 Saves 3,682	 Engagements 70,493	 Followers 156,948
 Shares 5,032	 Profile Actions 353	 Followers Gained 2,802
 Comments 585		

Instagram Top Posts

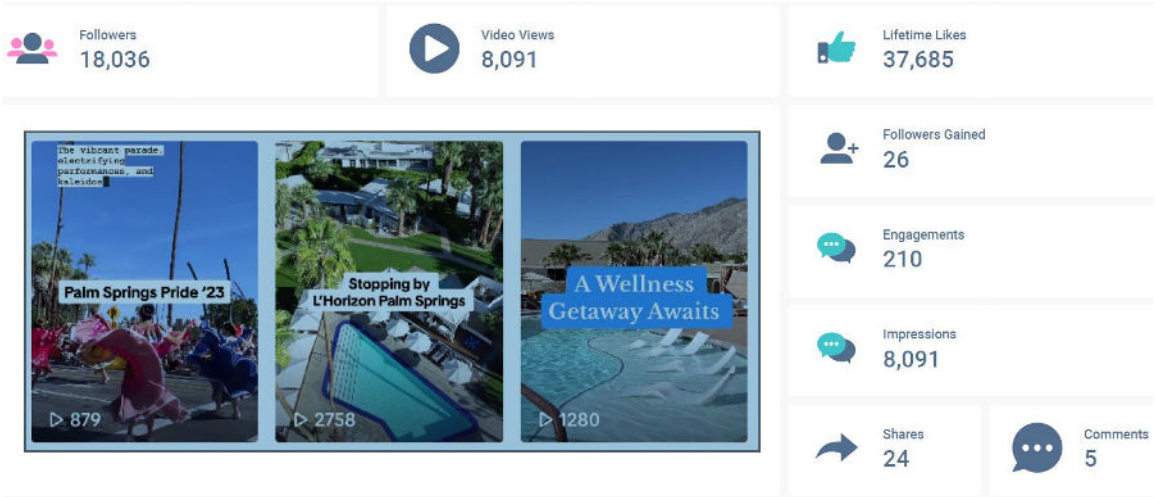
 visitpalmssprings Wed 11/8/2023 12:07 pm P... You feel the Palm Springs magic the minute you arrive, but you *see* that magic one colorful do...  Impressions 105,985 ...  	 visitpalmssprings Fri 11/10/2023 10:53 am PST Palm Springs: the place to bask in the sun and create memories all day long. 🍷 📸: @lennycartier  Impressions 46,934 ...  	 visitpalmssprings Thu 11/9/2023 4:15 pm PST If you plan it 6 months ahead, it's basically free. 🎫 📸: @lennycartier  Impressions 43,521 ...  
---	---	---

Pinterest Highlights

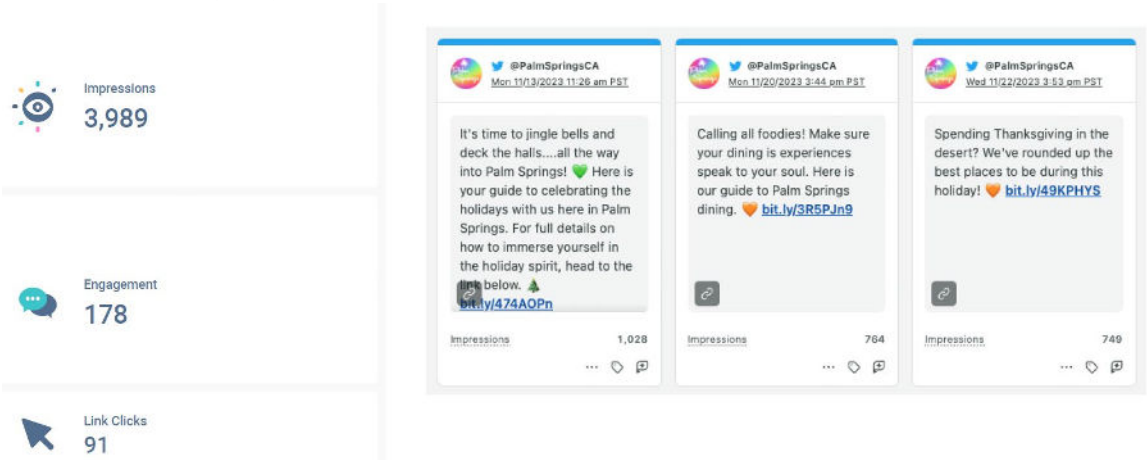
 Impressions 122,991	 Engagement 2,013	 Outbound Clicks 830
 Followers 2,388	 Followers Gained 21	 Published Posts 6



TikTok Highlights



Twitter (X) Highlights



Social Media Paid Campaigns

Campaign Name	Impressions	Clicks
Girls Getaway	46,872	570
LGBTQ+ Road trip	64,048	1,207
Family Friendly	41,552	1,584
Hiking Video	3,504	370
Hiking Banner Ads	232,203	2,041
Fan Generation	2,382	73

Sample Articles

Orange Coast Magazine

[Winter Escape to Palm Springs](#)

f i p x



Winter Escape to Palm Springs

A film festival, Modernism Week, and ideal weather await this season in this palm tree paradise.

Orange Coast Magazine • Nov 22, 2023

f x



In Style Australia

[Visit Palm Springs Like An A-Lister](#)

Country Living

[Christmas Family Vacation Destinations \(#8\)](#)

ViaTravelers.com

[26 Fun & Best Things to Do in Palm Springs, California](#)

SoloTripsAndTips.com

[Palm Springs Travel Guide](#)

From Our Blog



Palm Springs Holiday Dining

Feast and Libations: Unforgettable Holiday Dinner and Cocktail Soirées When it comes to creating a...



Celebrating the Holidays in Palm Springs

A Palm Springs Holidays Guide As the holiday season approaches, it's time to plan a...



Palm Springs New Year 2024

New Year's Eve in Palm Springs is a vibrant and exciting experience that offers something...

[Palm Springs Holidays Landing Page](#)



EAT & DRINK

Palm Springs Holiday Dining

Feast and Libations: Unforgettable Holiday Dinner and Cocktail Soirées When it comes to creating a...



Celebrating the Holidays in Palm Springs

A Palm Springs Holidays Guide As the holiday season approaches, it's time to plan a...

Palm Springs Holiday Shopping Guide

[Palm Springs New Year](#)

[Via Negocio Art District](#)

[Sunny Dunes Art District](#)

[Best Palm Springs Steakhouses](#)

[A Palm Springs Wellness Guide](#)

Website

<https://visitpalmsprings.com>

Analytics	November 2023	July 2023 – June 2024	July 2022– June 2023
Sessions	*77,942	508,631	1,563,298
Users	*63,385	414,876	1,245,378
Page Views	*107,696	752,795	3,300,327

*Google Analytics dropped tracking from November 15-26. The above results are for 18 days instead of 30.

Visitor Guides & Visitor Information

Visitor Guides

	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Distributed Hard Copy	4,565	4,239	21,972	49,079
Digital Page Views	5,571	9,073	23,787	172,918
Downloads	22	83	130	552

Visitor Information Centers

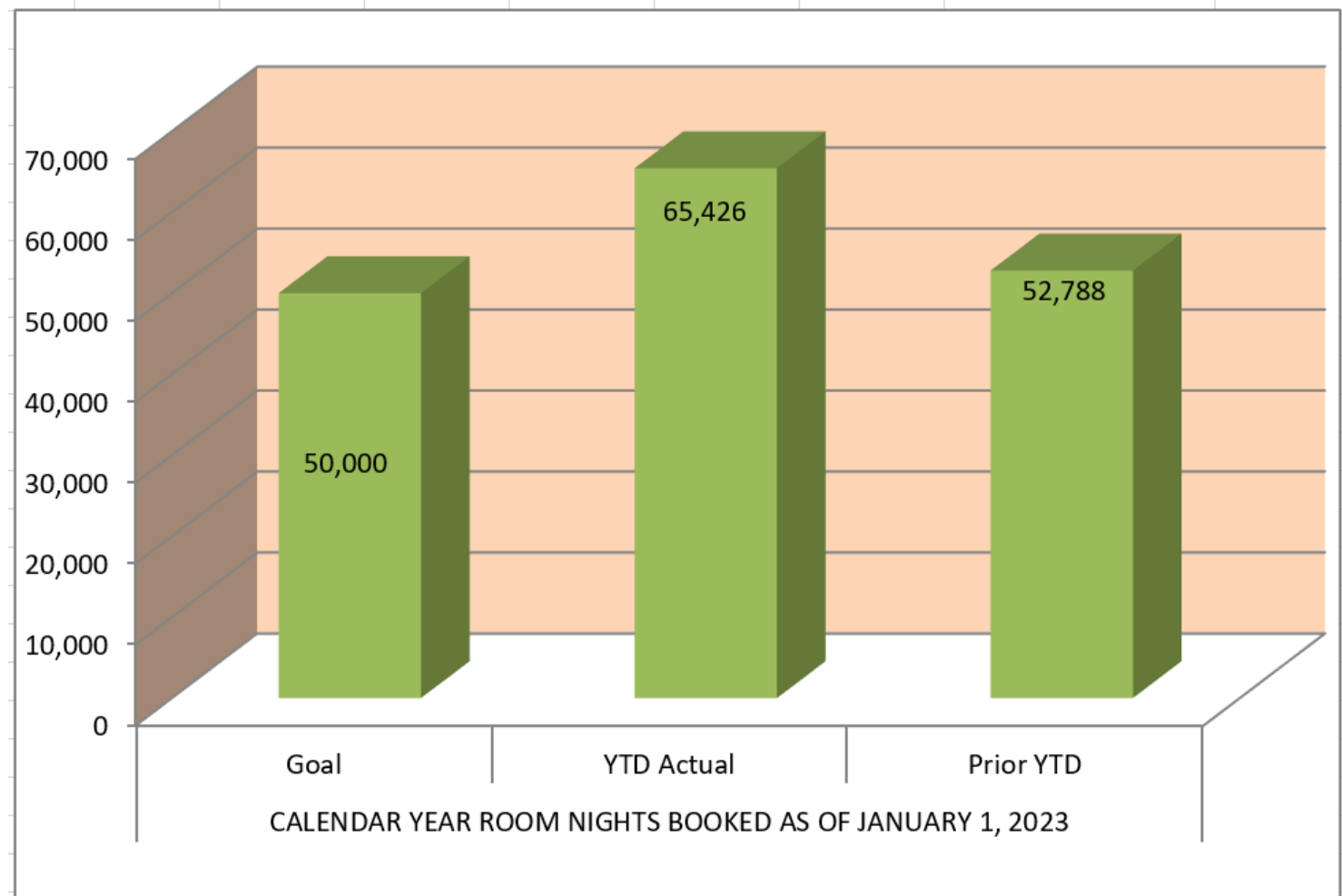
Visitor Information Center
Welwood Murray Memorial Library

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

Number of Visitors	November 2023	November 2022	July 2023 – June 2024	July 2022– June 2023
Visitor Information Center	6,416	5,743	23,201	83,256
Welwood Murray Memorial Library	2,036	2,942	9,525	29,523
Total	8,452	8,685	32,726	112,779

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

November 2023 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	4	2,900	84	65,426
Contracts Issued	10	1,760	90	67,227
Contracts awaiting signature	33	53,320		
Tentative events added	25	25,668	261	191,031



YTD Actual	PYTD Actual	Annual Goal	% of Goal
65,426	52,788	50,000	130.8%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
CA Association of Public Procurement Officials, Inc. 2027 Conference	1/23-27/2027	500	1,450
CA Association of Public Procurement Officials, Inc. 2030 Conference	1/26-1/30/2030	500	1,450

Contracts Issued	Room Nights	2023 YTD Contracts Issued	2023 YTD Room Nights
10	1,760	90	67,227

# Contracts Awaiting Signature	Room Nights
33	53,320

# Events	Room Nights
Lost Business 11	22,321

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
City of Angels International Christian Church – 2024	1/2024	100	Hold Expired with no Response
DKI International 2024 Annual Convention	5/2024	576	Miscellaneous Reasons
Splash House June, 2024	6/2024	3000	Event Cancelled but is considering a 3 rd weekend in August
HelmsBriscoe TravelCon 2024	6/2024	300	Selected Portland; No Reason why PS was eliminated
Utilities Technology Council	5/2025	1,725	PS Didn't make Final Cut
American Society for Pharmacology and Experimental Therapeutics	6/2025	2,190	PS Didn't make Final Cut
IEEE – 2026 Conference on Magnetism and Magnetic Materials	10/2026	2,255	Group down-sized and no longer met the booking Parameter
Aircraft Electronics Association International Convention	3/2027	2,600	Preferred Dates not Available
International Institute of Municipal Clerks 2027 Annual Meeting	5/2027	2,975	Selected Fort Worth; They use a blind bid process and FW offered the better deal
IEEE – NSS MIC RTSD	10/2027	3,000	Client narrowed search to 4 cities; PS no longer considered
Aircraft Electronics Association International Convention	3/2028	2,600	PS Didn't make Final Cut

Top Competitive Destinations - 2023	# of Groups
Reno	3 (Tie)
Indian Wells	3 (Tie)
Chula Vista	2 (Tie)
Los Angeles	2 (Tie)
San Diego	2 (Tie)
Anaheim	1 (Tie)
Austin	1 (Tie)
Boston	1 (Tie)
Fort Worth	1 (Tie)
Houston	1 (Tie)
Indianapolis	1 (Tie)
Nashville	1 (Tie)
Minneapolis	1 (Tie)
New Orleans	1 (Tie)
Palm Desert	1 (Tie)
Phoenix	1 (Tie)
Portland	1 (Tie)
Riverside	1 (Tie)
Sacramento	1 (Tie)
San Francisco	1 (Tie)

Tradeshows & Events attended	Date	Attendees
GM Meeting Zoom Call	11/1	Rob Hampton, Rick Leson, Kimber Foster
Agua Caliente Cultural Museum Grand Opening	11/2	Rob Hampton, Kristie Dore
Association of Fundraising Professionals Desert Communities Chapter	11/3	Kristie Dore
Mainstreet Meeting	11/7	Rick Leson
GM Meeting Zoom Call	11/8	Rob Hampton, Rick Leson, Kimber Foster
Visit CA – Regional Advisory Committee Deserts Meeting #13	11/8	Rob Hampton
Visit Greater PS Meet & See – Dave & Busters	11/8	David Leroy
PSHA November Board Meeting	11/9	Rob Hampton, Rick Leson, Kimber Foster
GM Meeting Zoom Call	11/15	Rob Hampton, Rick Leson, Kimber Foster
November HOPS Monthly Meeting	11/16	Rick Leson, Paula Helm. Shawn Sande, David Leroy, Rob Hampton
PSHA November Monthly Meeting	11/16	Rob Hampton, Rick Leson, Kimber Foster, David Leroy
GM Meeting Zoom Call	11/22	Rob Hampton
Assn Forum of Chicagoland Holiday Showcase 2023	11/28-12/1	David Leroy

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
Meeting Cancelled
Preferred Dates not Available

Site Inspections Tentative	Tentative Date	Peak Rooms	Room Nights
FreedomFest 2025 and 2027	May or June 2025 and 2027	800	3,340 each program
Riverside County Office of Education	9/18-20/2024	500	1,500

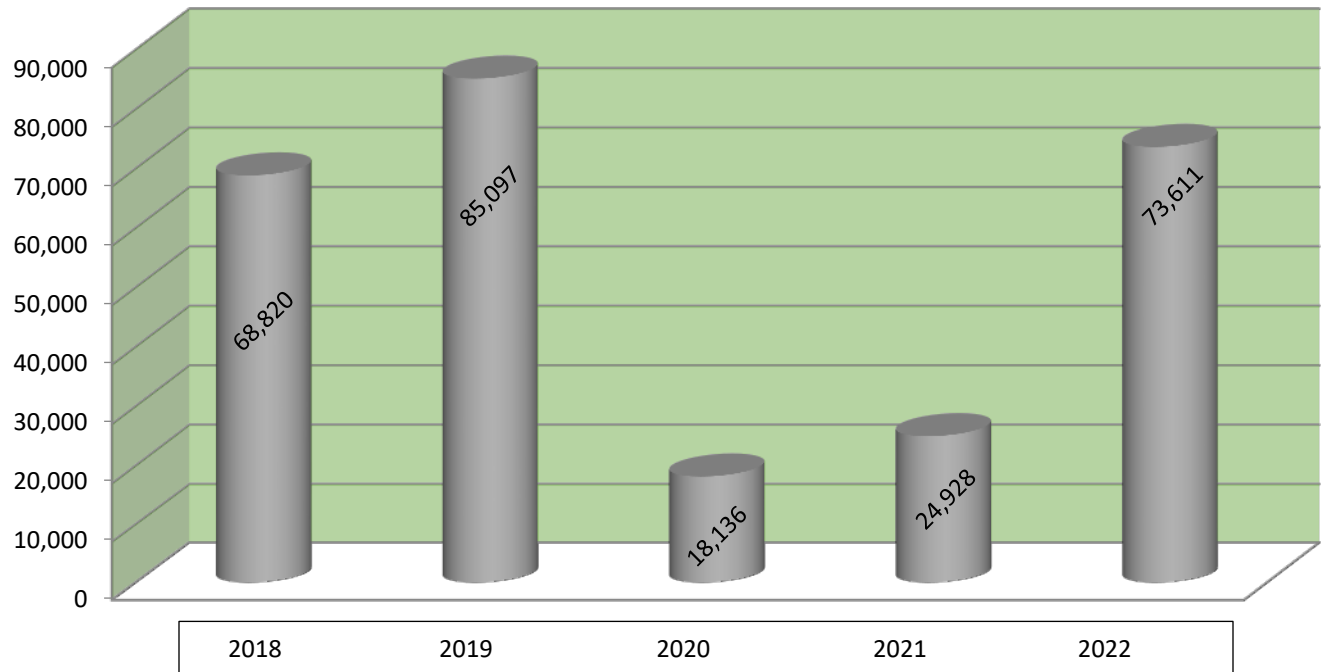
Planning Meetings Definite	Date	Peak Rooms	Room Nights
American Institute of Floral Designers	7/9-17, 2025	531	2,637
CA Assn of Public Procurement Officers	1/22-24/2024	500	1,450
National Gay Pilots Assn.	2/13-17, 2024	350	1,400

Key Events Hosted in November, 2023	Date
City of Palm Springs Supports FIND Food Distribution	11/2
CA Mathematics Council South – 64 th Annual Conference	11/2-4
CA Assisted Living Association 2023 Fall Conference and Trade Show	11/5-8
Frito Lay Truck Obstacle Course/Training	11/7-8
CA Association of Health Facilities	11/11-15
McCormick's Palm Springs Collector Car Auction 75	11/13-21
Velocity Dance Convention	11/16-19
Sober in the Sun, Inc. 2023 Holiday Bingo Night	11/24
Riverside County Office of Education 2023 Winter Wonderland	11/29-12/2
City of Palm Springs Fire Department Equipment Testing	11/30-12/2

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

Month		2019	2020	2021	2022	2023	2024	2025	2026	2027 +
		Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights	Room Nights
January	Definite	4,610	2,730	-	150	3,721	3,190	3,980	-	-
	All Tentative	-	-	-	-	-	571	1,610	7,250	-
	Total	4,610	2,730	-	150	3,721	3,761	5,590	7,250	-
February	Definite	5,775	6,414	-	4,207	5,392	5,100	9,000	3,880	-
	All Tentative	-	-	-	-	-	479	2,066	3,245	16,825
	Total	5,775	6,414	-	4,207	5,392	5,579	11,066	7,125	16,825
March	Definite	13,392	8,492	500	13,992	16,918	15,699	17,752	5,000	5,000
	All Tentative	-	-	-	-	-	-	-	6,562	29,873
	Total	13,392	8,492	500	13,992	16,918	15,699	17,752	11,562	34,873
April	Definite	10,339	-	-	5,011	4,450	4,149	3,240	2,000	8,540
	All Tentative	-	-	-	-	-	-	3,639	2,604	15,716
	Total	10,339	-	-	5,011	4,450	4,149	6,879	4,604	24,256
May	Definite	10,196	-	35	9,964	7,573	3,650	2,650	2,650	-
	All Tentative	-	-	-	-	-	-	3,340	1,930	10,870
	Total	10,196	-	35	9,964	7,573	3,650	5,990	4,580	10,870
June	Definite	5,149	-	1,300	4,930	4,000	-	-	-	-
	All Tentative	-	-	-	-	-	-	3,247	2,341	2,341
	Total	5,149	-	1,300	4,930	4,000	-	3,247	2,341	2,341
July	Definite	3,083	-	1,480	1,160	-	-	2,637	-	2,637
	All Tentative	-	-	-	-	-	-	-	-	-
	Total	3,083	-	1,480	1,160	-	-	2,637	-	2,637
August	Definite	6,864	-	5,934	8,000	9,116	3,151	-	-	-
	All Tentative	-	-	-	-	-	-	-	-	5,005
	Total	6,864	-	5,934	8,000	9,116	3,151	-	-	5,005
September	Definite	6,585	-	1,517	4,931	3,702	-	-	-	-
	All Tentative	-	-	-	-	-	2,700	3,690	6,117	6,676
	Total	6,585	-	1,517	4,931	3,702	2,700	3,690	6,117	6,676
October	Definite	11,861	-	8,435	8,056	9,395	7,592	5,099	-	-
	All Tentative	-	-	-	-	-	581	8,559	9,909	9,768
	Total	11,861	-	8,435	8,056	9,395	8,173	13,658	9,909	9,768
November	Definite	5,873	500	5,287	9,101	5,794	6,347	4,607	2,000	-
	All Tentative	-	-	-	-	-	1,916	500	2,387	11,187
	Total	5,873	500	5,287	9,101	5,794	8,263	5,107	4,387	11,187
December	Definite	1,370	-	440	4,109	3,220	-	-	-	-
	All Tentative	-	-	-	-	-	5,000	-	3,600	-
	Total	1,370	-	440	4,109	3,220	5,000	-	3,600	-
Definite		85,097	18,136	24,928	73,611	73,281	48,878	48,965	15,530	16,177
All Tentative		-	-	-	-	-	11,247	26,651	45,945	108,261
Total		85,097	18,136	24,928	73,611	73,281	60,125	75,616	61,475	124,438

Total Room Nights Realized 2018-2022



Total Tentative and Definite Bookings for Current and Future Years

