

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

**Palm Springs Convention Center**

**Monthly Report**  
**March 2024**



# ***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***

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	3,363,724	2,253,310	39,912,548	29,654,444
Clicks to VisitPalmSprings.com	28,889	14,517	169,422	135,845
Video Views & Audio Ads	427,648	170,341	3,639,929	2,267,668

### ***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***

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Spots	908	1,331	26,616,444	24,834,959

### ***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***

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Impressions	5,283,675	2,504,970	23,538,028	22,257,897
Video Views	755,864	211,497	4,735,090	3,098,954
Engagements	218,788	115,821	1,002,415	668,595
Clicks	10,746	11,320	81,947	143,116

## **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.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	105,746	141,553	1,036,334	1,199,121
Clicks	13,256	11,136	80,686	95,264

### **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.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	361,401	664,661	3,716,643	5,430,312
Clicks	278	1,012	2,896	5,728

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

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	399,941	323,457	3,306,288	2,720,774
Clicks	164	177	2,132	2,030

### **Digital Video Ads**

Reaching our target audience with pre-roll video 15 and 30 sec spots.  
Video completion rate =67.19%

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	228,168	198,782	1,978,806	1,902,574
Clicks	169	185	1,274	2,643
Completed Video Views	125,967	122,060	1,170,457	1,297,399

## 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 = 97.52%

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Completed Video Views	112,706	48,281	1,037,703	509,346

## Spotify

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

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	0	0	592,438	482,484
Clicks	0	0	535	211
Audio Ad Completions	0	0	562,831	460,923

## Nativo Advertising Platform

Digital ads delivered in the form of native content.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	880,086	482,002	5,449,566	4,584,383
Clicks	6,452	1,650	25,500	14,688

SPONSORED CONTENT



**Palm Springs Pour: Discovering Unique Flavors in Independent Wine Shops and Bars!** 🍷🌴

Welcome to the world of independent wine shops, tasting rooms, and wine bars in Palm Springs.

By Visit Palm Springs

[Learn More](#)

SPONSORED CONTENT




**Ready to Uncover the Secrets of Palm Springs' Speakeasy Scene?** 🍸

Shhh! Palm Springs Speakeasy Scene Just Expanded

By Visit Palm Springs

[Learn More](#)

SPONSORED CONTENT



**Your Ultimate Pink-Themed Palm Springs Weekend** 🌸

This Barbie pink-themed weekend in Palm Springs promises a getaway that's equal parts glamorous, fun, and of course, Instagram-worthy.

By Visit Palm Springs

[Learn More](#)

SPONSORED CONTENT




**Your Guide to the Best LGBTQ Live Entertainment Experiences** 🌈

Discover the ultimate LGBTQ+ entertainment guide for Palm Springs, featuring drag queens, dance parties, and the best live experiences.

By Visit Palm Springs

[Learn More](#)

SPONSORED CONTENT




**One-of-a-Kind Wellness Experience** 🧘

Indulge in luxury at the Spa at S&C-ha Palm Springs and elevate your wellness experience with their one-of-a-kind services.

By Visit Palm Springs

[Learn More](#)

SPONSORED CONTENT



**Make Your Dream Palm Springs Vacation Rental a Reality!** 🏡

Palm Springs has over 2,500 registered vacation rentals to choose from, so there are a lot of choices and options.

By Visit Palm Springs

[Learn More](#)

### 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.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	0	0	1,034,602	1,281,764
Clicks	0	0	2,271	1,961

### 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.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 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.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	870,098	0	3,164,502	4,927,391
Clicks	901	0	4,484	5,909

### Pink Media

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

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	104,632	0	463,555	0
Engagements	9,149	0	47,466	0
Clicks	7,632	0	30,069	0

## K Gay

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

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	413,652	0	1,135,446	0
Clicks	37	0	286	0
Listener sessions	185,464	0	868,938	0

## LA Magazine

Banner ads, sponsored content and social media promotion on LAMag.com, OrangeCoast.com and Pasadenamag.com.

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Total Impressions	298,023	0	298,023	0
Clicks	500	0	500	0



## Television

### Spectrum

Air Dates: March 1-31, 2024

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

Top 5 Networks: FS1, CNBC, TNT, Spectrum News 1, ESPN

Total Networks: 13

Commercial Airings: 908

## **OOH 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.

<b>PS Bureau of Tourism</b>					<b>March, 2024</b>		
<b>Digital Media Program</b>	<b>Player On</b>	<b>Play Off</b>	<b>Hours Per Day</b>	<b>Total Minutes Run Time</b>	<b>Loop Run Time</b>	<b>Loops/Plays Per Day</b>	<b>Loops/Plays Per Month</b>
<b>Washington State Ferries</b>							
Seattle-Bainbridge	4:00 AM	12:59 AM	20:59	1259:00:00	4:21	289	8,972
Bainbridge Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:35	795	24,650
Seattle-Bremerton	4:00 AM	12:59 AM	20:59	1259:00:00	1:36	787	24,393
Bremerton Terminal	4:00 AM	12:59 AM	20:59	1259:00:00	1:21	933	28,910
<b>BC Ferries</b>							
Route 1	4:30 AM	12:59 AM	20:29	1229:00:00	5:14	235	7,280
<b>CA Welcome Centers</b>							
Anderson	8:30 AM	5:30 PM	9:00	540:00:00	4:35	153	4,743
Auburn	9:00 AM	5:00 PM	8:00	480:00:00	5:35	106	3,286
Barstow	10:30 AM	7:15 PM	8:45	525:00:00	5:05	103	3,202
Cabazon	8:30 AM	8:30 PM	12:00	720:00:00	4:35	157	4,870
El Dorado Hills	9:00 AM	5:00 PM	8:00	480:00:00	5:05	119	3,689
Gilroy	9:30 AM	5:30 PM	8:00	480:00:00	8:12	67	2,077
Los Angeles	9:30 AM	9:30 PM	12:00	720:00:00	5:05	142	4,391
Mammoth Lakes	8:00 AM	5:00 PM	9:00	540:00:00	4:35	164	5,084
Oceanside	8:30 AM	5:30 PM	9:00	540:00:00	6:06	89	2,744
Pismo Beach	9:30 AM	9:30 PM	12:00	720:00:00	4:35	157	4,870
San Clemente	9:30 AM	5:30 PM	8:00	480:00:00	5:05	94	2,927
San Francisco	8:30 AM	5:30 PM	9:00	540:00:00	7:18	74	2,293
Truckee	8:30 AM	5:00 PM	8:30	510:00:00	5:05	100	3,110
Yucca Valley	9:30 AM	4:30 PM	7:00	420:00:00	4:35	92	2,841
Santa Rosa	9:30 AM	2:30 PM	5:00	300:00:00	3:24	88	2,728
Ukiah	8:30 AM	5:30 PM	9:00	540:00:00	5:11	104	3,224

## Social Media

	March 2024	March 2023
<b>Facebook</b> page likes <a href="https://www.facebook.com/VisitPalmSprings">https://www.facebook.com/VisitPalmSprings</a>	82,861	79,087
<b>Instagram</b> followers <a href="https://www.instagram.com/visitpalmsprings">https://www.instagram.com/visitpalmsprings</a>	166,182	134,254
<b>Pinterest</b> followers <a href="https://www.pinterest.com/visitpalmsprings">https://www.pinterest.com/visitpalmsprings</a>	2,489	2,236
<b>Tik Tok</b> followers <a href="https://www.tiktok.com/@visit.palmsprings">https://www.tiktok.com/@visit.palmsprings</a>	18,885	16,914



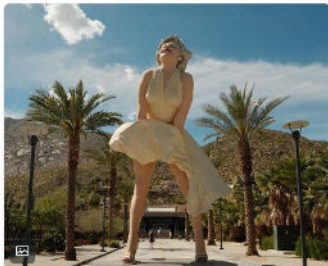
### Facebook Page Insights

**Visit Palm Springs**  
Facebook Organic + Paid below.

Profile Reporting Period All Facebook Pages

<u>Impressions</u> <b>1,329,552</b>	<u>Post Link Clicks</u> <b>9,040</b>	<u>Engagements</u> <b>31,470</b>	<u>Comments</u> <b>794</b>
<u>Likes</u> <b>11,355</b>	<u>Shares</u> <b>881</b>	<u>Fans</u> <b>82,861</b>	<u>Published Posts</u> <b>49</b>
<u>Video Views</u> <b>70,512</b>			

### Facebook Top Posts

<div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Visit Palm Springs</b> Wed 3/27/2024 10:47 am CDT</p> <p>Rise &amp; shine, it's time to get the day goin' in paradise 🌞🌴 @carh12</p>  <p><b>Total Engagements</b> <b>8,241</b></p> <p>Reactions 5,176</p> <p>Comments 121</p> <p>Shares 869</p> <p>Post Link Clicks 12</p> <p>Other Post Clicks 2,563</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Visit Palm Springs</b> Sat 3/29/2024 5:01 pm CDT</p> <p>Hey Barbie, have you heard? It's National Barbie Day! And we're always looking for a reason to celebrate, obviously. 🌈🌴 @jenni/erheat 🌹 Trisite Motel</p>  <p><b>Total Engagements</b> <b>3,850</b></p> <p>Reactions 1,064</p> <p>Comments 98</p> <p>Shares 111</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 1,775</p> </div>	<div style="border: 1px solid #ccc; padding: 5px;"> <p><b>Visit Palm Springs</b> Thu 3/28/2024 11:47 am CDT</p> <p>She is beauty, she is grace, she is Marilyn. Be sure to stop by and say hi to 'Forever Marilyn' during your next stroll through downtown. You can spot her right next to the @spartmuseum. ❤️</p>  <p><b>Total Engagements</b> <b>2,898</b></p> <p>Reactions 1,577</p> <p>Comments 125</p> <p>Shares 132</p> <p>Post Link Clicks 4</p> <p>Other Post Clicks 1,060</p> </div>
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## Facebook Paid Posts

### Spring Break Getaway

Impressions: 356,722  
 Clicks: 4,603  
 CPC: \$0.37

### Hiking Guide

#### Graphic

Impressions: 363,720  
 Clicks: 3,773  
 CPC: \$0.31

### Video Spot

Impressions: 142,837  
 Clicks: 1,683  
 CPC: \$0.31

## Instagram Insights

### Instagram Performance Summary



View your key profile performance metrics from the reporting period.

Profile	Reporting Period	All Instagram Profiles	
<u>Impressions</u>	<u>Engagements</u>	<u>Comments</u>	<u>Shares</u>
1,680,675	101,204	2,771	10,295
<u>Video Views</u>	<u>Website Clicks</u>	<u>Likes</u>	<u>Followers</u>
506,102	275	82,760	166,182

#### Saves

5,207

## Instagram Top Posts

  visitpalmssprings  
 Sat 3/9/2024 4:32 pm CST

Hey Barbie, have you heard? It's National Barbie Day! And we're always looking for a reason to celebrate, obviously. 🥰 📧 @jenniferheal 📍 @trixiemotel



<b>Total Engagements</b>	<b>12,405</b>
<u>Likes</u>	11,161
<u>Comments</u>	70
<u>Shares</u>	648
<u>Saves</u>	526

  visitpalmssprings  
 Tue 3/19/2024 2:57 pm CDT

Drive through paradise and stumble upon Hollywood history - the Elvis Honeymoon Hideaway is something one can't miss. Quick, tell us your favorite Elvis song in the comments 📧 📧 @paulfuentes\_photo



<b>Total Engagements</b>	<b>10,502</b>
<u>Likes</u>	9,246
<u>Comments</u>	81
<u>Shares</u>	615
<u>Saves</u>	560

  visitpalmssprings  
 Tue 3/12/2024 2:18 pm CDT

Palm Springs, aka a color filled paradise. Yellow today, what color tomorrow? 📧 📧 @paulfuentes\_photo



<b>Total Engagements</b>	<b>9,642</b>
<u>Likes</u>	8,755
<u>Comments</u>	38
<u>Shares</u>	383
<u>Saves</u>	466

# Pinterest Highlights

Impressions: 218,413  
 Engagement: 2,858  
 Outbound Clicks: 880  
 Followers: 2,489  
 Published Posts: 3

## Pinterest Post Performance

Review how your audience interacted with your posts.

Post Lifetime Descending by Saves visitpalmssprings Pin Photo All Tags All Published Statuses All Authors

<p><b>visitpalmssprings</b> Wed 3/13/2024 1:32 pm CDT</p> <p>Pinned to Things to Do Let's go back in time and experience Palm Springs through the stars that...</p>	<p><b>visitpalmssprings</b> Wed 3/13/2024 1:32 pm CDT</p> <p>Pinned to Hollywood's Playground Let's go back in time and experience Palm Springs through the stars that...</p>	<p><b>visitpalmssprings</b> Tue 3/19/2024 1:33 pm CDT</p> <p>Pinned to Things to Do Let's go back in time and discover the retro charm of Palm Springs one reco...</p>	<p><b>visitpalmssprings</b> Tue 3/19/2024 1:33 pm CDT</p> <p>Pinned to Shopping Let's go back in time and discover the retro charm of Palm Springs one reco...</p>	<p><b>visitpalmssprings</b> Tue 3/5/2024 1:45 pm CST</p> <p>Pinned to Things to Do The Aluminaire House has found it's forever home. Where? The Palm...</p>
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# TikTok Highlights

## TikTok Performance

Organic

Profile Reporting Period All TikTok Profiles

Impressions	Engagements	Video Views	Engagement Rate (per Impression)
134,460	2,223	134,460	1.7%

Followers

18,885

<p><b>visit.palmssprings</b> Wed 3/27/2024 5:54 pm CDT</p> <p>period. ✈️ #visitpalmssprings #palmssprings #fyp #texasholdem bgreenish</p> <p>Video Views 5,096</p>	<p><b>visit.palmssprings</b> Tue 3/26/2024 4:26 pm CDT</p> <p>Stroll through the streets of Palm Springs &amp; find all the sweet treats one could want at Balboa Candy.</p> <p>Video Views 3,664</p>	<p><b>visit.palmssprings</b> Mon 3/11/2024 5:35 pm CDT</p> <p>Winter has never looked so good. Dive right into your winter getaway in Palm Springs - palm trees and blue skies...</p> <p>Video Views 3,014</p>	<p><b>visit.palmssprings</b> Mon 3/25/2024 9:21 pm CDT</p> <p>Albert Frey's Aluminaire House, considered a "Home of The Future" back in 1931 when it was first unveile...</p> <p>Video Views 1,379</p>	<p><b>visit.palmssprings</b> Tue 3/19/2024 2:37 pm CDT</p> <p>catch flights not feelings ✈️ #visitpalmssprings #palmssprings #fyp</p> <p>Video Views 1,194</p>
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# Twitter (X) Highlights


@visitpalmssprings

Twitter Overview

Profile Reporting Period All Twitter Profiles All Twitter Post Types

Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
3,729	118	50	3.2%

Followers  
30,177

<p><b>@PalmSpringsCA</b> Tue 3/26/2024 1:25 am CDT</p> <p>Let's go back in time and experience Palm Springs through the stars that once walked through town! From Elvis Presley to Frank Sinatra - here is a self-guided tour that makes for the perfect day outing.  ★ <a href="https://t.co/2HKDQMxckF">https://t.co/2HKDQMxckF</a></p>	<p><b>@PalmSpringsCA</b> Tue 3/5/2024 11:20 am CST</p> <p>Get ready to dance under the desert stars! ✨ Join us at the White Party Palm Springs for an unforgettable night of music, glamour, and pure extravagance. Don't miss out on the ultimate party experience!...</p> 	<p><b>@PalmSpringsCA</b> Wed 3/13/2024 1:12 pm CDT</p> <p>Calling all midmod enthusiasts! The Aluminaire House, has found its forever home right in Palm Springs. To find this modern marvel read below.  <a href="https://t.co/xRKM9mLomN">https://t.co/xRKM9mLomN</a></p>
<p><b>Total Engagements</b> 43</p> <p>Likes 7</p> <p>@Replies 0</p> <p>Retweets 2</p> <p>Post Link Clicks 22</p> <p>Other Post Clicks 12</p> <p>Other Engagements 0</p>	<p><b>Total Engagements</b> 20</p> <p>Likes 4</p> <p>@Replies 1</p> <p>Retweets 2</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 10</p> <p>Other Engagements 0</p>	<p><b>Total Engagements</b> 16</p> <p>Likes 1</p> <p>@Replies 1</p> <p>Retweets 0</p> <p>Post Link Clicks 11</p> <p>Other Post Clicks 3</p> <p>Other Engagements 0</p>

## French Media FAM Coverage (Hosted Journalists in February)

**Voyages: 5 nouveaux spots pour (re)découvrir Palm Springs /// Travel: 5 new places to (re)discover in Palm Springs**

Yahoo (Digital)

[Voyages: 5 nouveaux spots pour \(re\)découvrir Palm Springs \(yahoo.com\)](https://www.yahoo.com)

**Voyage: 5 nouveaux spots pour (re)découvrir Palm Springs /// Travel: 5 new places to (re)discover in Palm Springs**

Le Point (Digital)

[Voyages : 5 nouveaux spots pour \(re\)découvrir Palm Springs \(lepoint.fr\)](https://www.lepoint.fr)

**En route pour la Californie, entre rêves urbains et merveilles naturelles /// On the road to California, between urban dreams and natural wonders**

Le Figaro Digital)

[En route pour la Californie, entre rêves urbains et merveilles naturelles \(lefigaro.fr\)](https://www.lefigaro.fr)

## Voyages: 5 nouveaux spots pour (re)découvrir Palm Springs /// Travel: 5 new places to (re)discover in Palm Springs

Le Point Week-end Newsletter (Digital)

[La newsletter Week-end - Ce qu'on ne vous a pas encore dit de la Fashion Week \(lepoint.fr\)](#)

## Nos adresses à Palm Springs à l'occasion de Coachella // What to do in Palm Springs during Coachella

Les Echos (Digital)

<https://www.lesechos.fr/weekend/voyages/nos-adresses-a-palm-springs-a-loccasion-de-coachella-2086034>

## Vacances à Los Angeles et Palm Springs pour les Oscars /// Vacation in Los Angeles and Palm Springs for the Oscars

Europe 1 Radio Program with Olivier Poels and Vanessa Zhâ (Digital)

<https://www.europe1.fr/emissions/les-sorties-du-week-end/vacances-a-los-angeles-et-palm-springs-pour-les-oscar-cuisiner-les-tempuras-4232501>

## Palm Springs, la rétro cool /// Palm Springs, Retro Cool

Les Echos (Print)



## *Aluminaire House Coverage by Paul Clemence (Hosted in February)*

### Paul Clemence Captures Modernist Aluminaire House in Palm Springs, California

Arch Daily (Digital)

<https://www.archdaily.com/1014249/paul-clemence-captures-modernist-aluminaire-house-in-palm-springs-california>

### First look at Palm Springs' Completed Aluminaire House™ prototype, shot by Paul Clemence

Designboom (Digital)

<https://www.designboom.com/architecture/first-look-palm-springs-aluminaire-house-prototype-paul-clemence-03-05-2024/>

### First look at Palm Springs' Completed Aluminaire House™ prototype, shot by Paul Clemence

Gay Desert Guide (Digital)

<https://gaydesertguide.com/category/architecture-modernism/>

### First Look at Palm Springs' Completed Aluminaire House Prototype shot by Paul Clemence

Architectural Insight (Digital)

[https://thearchitectureinsight.com/Architecture/first-look-at-palm-springs-completed-aluminaire-house-prototype-shot-by-paul-clemence#google\\_vignette](https://thearchitectureinsight.com/Architecture/first-look-at-palm-springs-completed-aluminaire-house-prototype-shot-by-paul-clemence#google_vignette)

### Aluminaire House captured through photographer Paul Clemence's Lens unveils Magnificence in Palm Springs

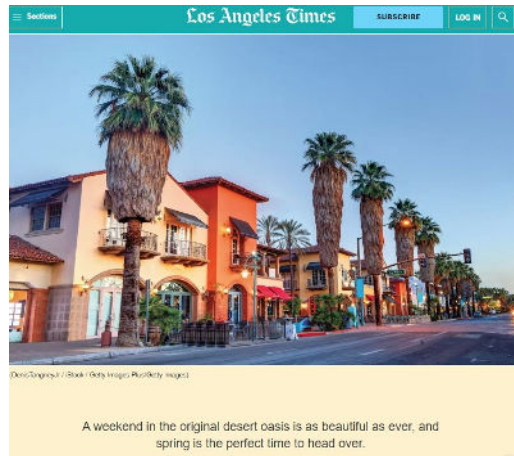
Design Times (Digital)

<https://www.designtimes.com/articles/3703/20240306/aluminaire-house-captured-through-photographer-paul-clemences-lens-unveils-magnificence.htm>

## More Sample Articles

LA Times

[Two Days in... Palm Springs](#)



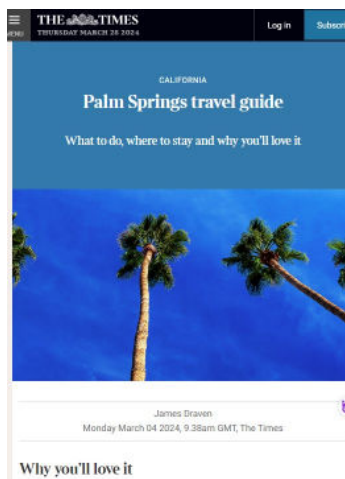
LA Times

[America's first all-metal-and-glass house is reborn in Palm Springs](#)

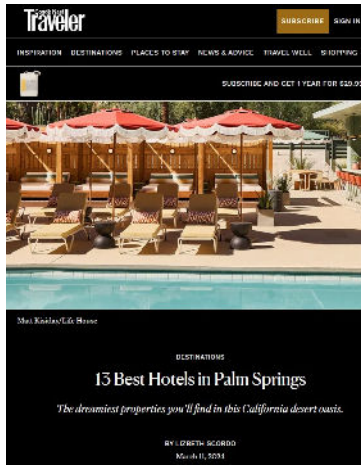


The Times (UK)

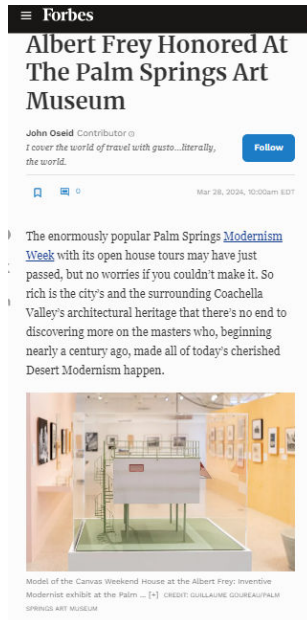
[Palm Springs travel guide \(Pitched\)](#)



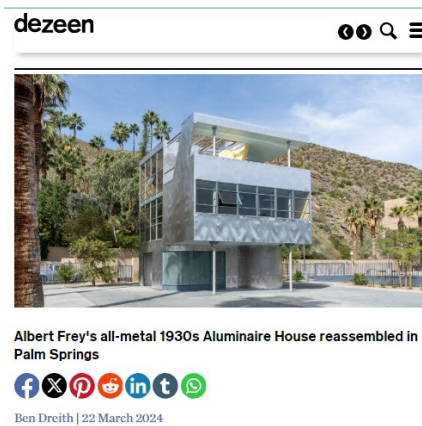
Conde Nast Traveler [13 Best Hotels in Palm Springs \(Pitched\)](#)



Forbes [Albert Frey Honored at The Palm Springs Art Museum](#)



Dezeen [Albert Frey's all-metal 1930s Aluminaire House reassembled in Palm Springs](#)



Wallpaper

[Albert Frey's Aluminaire House is reborn in Palm Springs](#)

California.com

[A Visitor's Guide to Downtown Palm Springs](#)



Matador Network

[The Most Iconic Boutique Hotels in Palm Springs](#)



IconicLife.com

[Retro Chic: Iconic Palm Springs Hotels & Resorts](#)

YoungHouseLove.com

[A Weekend in Palm Springs with Kids](#)

## From Our Blog



### Summer Fun Guide to Palm Springs

Welcome to Palm Springs, where the sun shines bright, and the fun never stops! While...



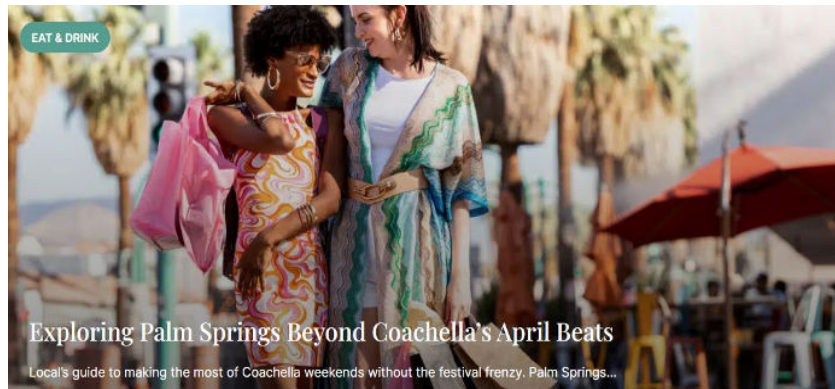
### Palm Springs Day Pass Guide

Welcome to the ultimate guide to day passes for hotel pools in Palm Springs, where...



### Palm Springs Asian Restaurant Guide

Palm Springs offers a diverse culinary scene that caters to various tastes and preferences. Among...



### Guide to North Palm Springs



### Women Pioneers of Palm Springs



## Website

<https://visitpalmsprings.com>

<b>Analytics</b>	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Sessions	182,260	149,902	1,273,325	1,197,185
Users	140,113	123,253	1,017,000	935,878
Page Views	268,343	247,721	1,940,048	2,755,085
*Events	1,305,213	N/A	9,818,376	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.

\*\*\*On or about March 25, a cookie script was added to VisitPalmSprings.com. This addition has inhibited analytics to be tracked unless a user gives consent which will ultimately result in less traffic recorded. This does not mean the actual traffic is less. It just means we will not be able to track the traffic.

## Visitor Guides & Visitor Information

### Visitor Guides

	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Distributed Hard Copy	3,823	4,535	35,233	35,385
Digital Page Views	7,192	23,472	50,887	138,552
Downloads	103	25	392	441

### Visitor Information Centers

Visitor Information Center

Open 10 am - 5 pm, Daily

Welwood Murray Memorial Library

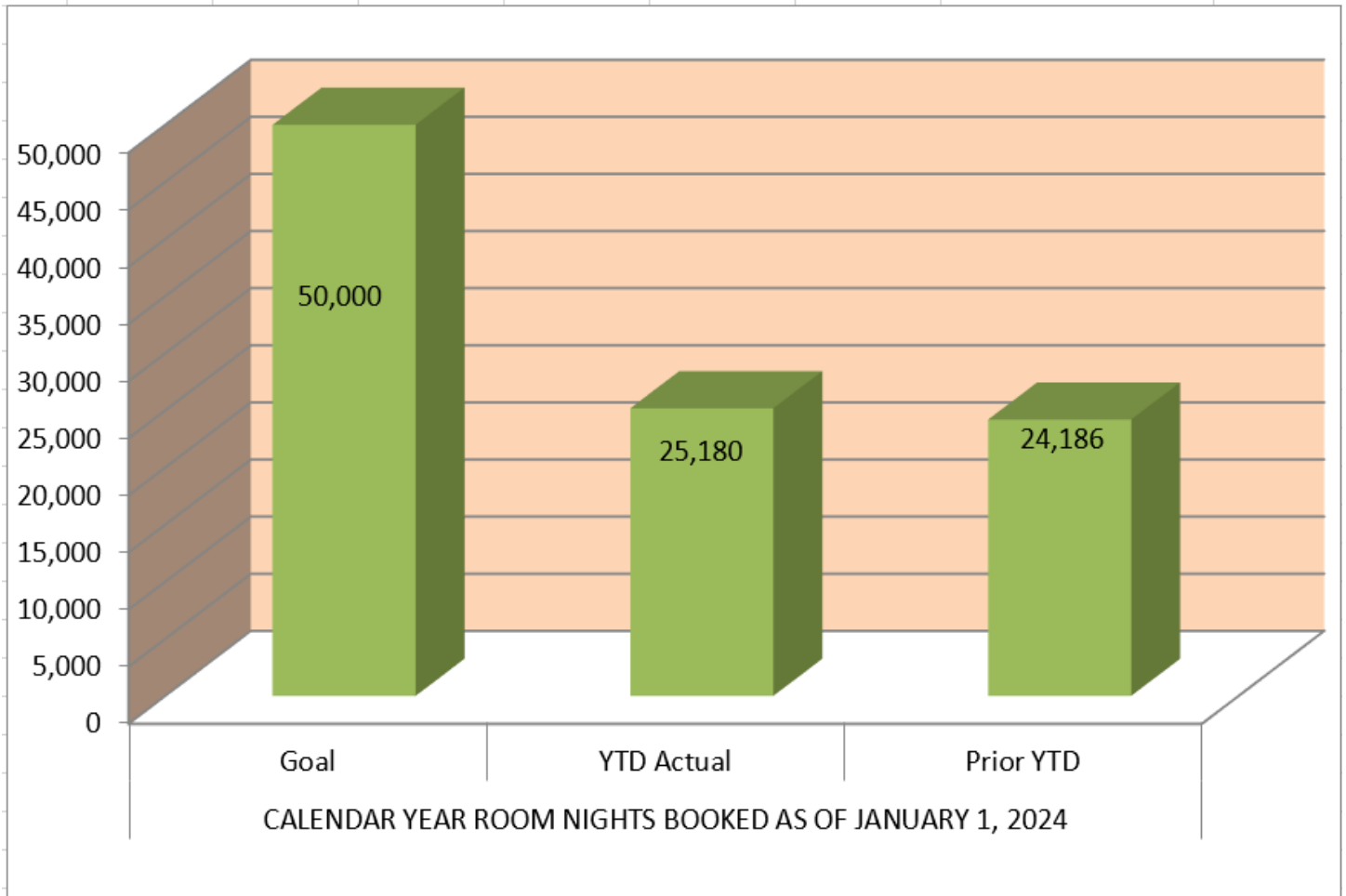
Open 10 am - 6 pm, Friday – Wednesday

Open 10 am - 8 pm, Thursday

<b>Number of Visitors</b>	March 2024	March 2023	July 2023-March 2024	July 2022-March 2023
Visitor Information Center	17,523	12,474	82,545	65,720
Welwood Murray Memorial Library	3,130	3,099	22,156	22,776
<b>Total</b>	20,653	15,573	104,701	88,496

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

March 2024 Convention Sales	Month #	Month Room Nights	YTD #	YTD Room Nights
Definite Contracted Groups	10	11,635	26	25,180
Contracts Issued	11	3,734	33	29,327
Contracts awaiting signature	24	50,850		
Tentative events added	22	29,195	95	86,847



YTD Actual	PYTD Actual	Annual Goal	% of Goal
25,180	24,186	50,000	50.0%

Definite Contracted Room Night Producing Groups	Date	Peak Rooms	Room Nights
White Party2024	3/25-4/2/2024	600	2,604
National Gay Pilots Association 2026 Winter Warm-up and Xpo	2/3-8/2026	350	1,400
CA Mathematics Council South – 67 <sup>th</sup> Annual Mathematics Conference	11/5-7/2026	683	1,187
CA Mathematics Council South – 68 <sup>th</sup> Annual Mathematics Conference	11/4-6/2027	683	1,187
Riverside County Office of Education	9/17-20/2024	250	750
ICSC@Western 2024	9/21-26/2024	500	1,200
Sports & Beyond, Inc. – Palm Springs Gymnastics Cup 2025	1/16-19/2025	100	150
BOOST Conference 2027	4/26-30/2027	946	3,157

Contracts Issued	Room Nights	2024 YTD Contracts Issued	2023 YTD Room Nights
11	3,734	33	29,327

# Contracts Awaiting Signature	Room Nights
24	50,850

# Events	Room Nights
Lost Business 8	5,522

Lost Room Night Producing Groups	Mo./Yr.	Room Nights	Reason
American Society for Healthcare Human Resources Administration	5/2025	1,720	Selected Albuquerque, as they could not come to PS for a site. Considering PS for 2026 or 2027
ASBC/MBAA – 2025 Brewing Summit	9/2025	1,310	Wants to be under one Roof
Learnskin Annual Conference	9/2025	876	No response from client
American Parole and Probation Association Winter Training Institute 2026	1/2026	525	Guest Room Rates Too High – Renaissance
HelmsBriscoe – Comcast Elite 2026	5/2026	1,091q	No Response from Client

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

Top Cancellation Reasons
Palm Springs Didn't Make Final Cut
No Response from Client
Appealing Nearby Attractions/Theme Parks

Tradeshows & Events attended – March 2024	Date	Attendees
Mainstreet Meeting	3/5	Rick Leson, Randy Garner
GM Meeting ZOOM Call	3/13	Rob Hampton, Rick Leson, Kimber Foster
PSHA Board Meeting	3/14	Rob Hampton, Rick Leson, Kimber Foster
March HOPS Monthly Meeting	3/21	Rick Leson, Paula Helm, Shawn Sande, David Leroy, CMP
Visit Greater PS Marketing Q1 Sales & Marketing Update	3/22	Rick Leson
PSHA Monthly Member Meeting	3/22	Paula Helm, Shawn Sande, David LeRoy, CM
GM Meeting ZOOM Call	3/27	Rob Hampton, Rick Leson, Kimber Foster
Visit Greater PS Meet & See – The Palm Grove at Westin Rancho Mirage	3/28	David LeRoy, CMP

Site Inspections   Tentative	Tentative Date	Peak Rooms	Room Nights
North American Ice Cream Association	11/9-12/2026	409	1,694
HelmsBriscoe and Kellen Co. site visit as part of VGPS BNP Paribas FAM	TBD	TBD	TBD
National Technical Investigators Assn.	7/25-8/3/2029	1,150	6,088
7 Pointe Planning, Inc.	TBD	TBD	TBD

Planning Meetings   Definite	Date	Peak Rooms	Room Nights
National Gay & Lesbian Chamber of Commerce	7/28-8/2/2024	923	3,151

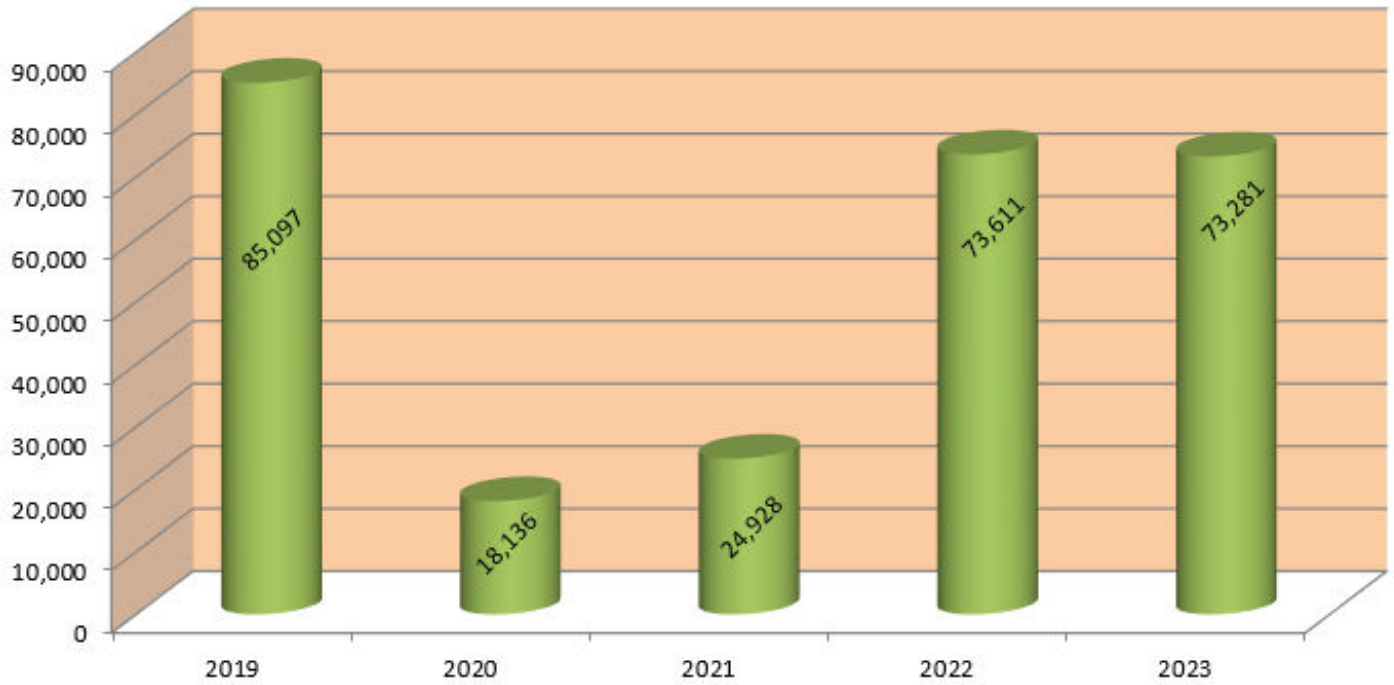
## Key Events Hosted in March, 2024

	Date
Esri	3/5-15
City of Palm Springs Supports FIND Food Distribution	3/7
CUE 2024 Conference	3/18-23
GE Vernova ICW Western Turbine Users, Inc.	3/24-27
Western Turbine Users Inc.	3/24-28
White Party Global 2024	3/25-4/2
DAP Health "The Chase"	3/26-4/1

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	3,761	4,130	-	1,450	-
	All Tentative	-	-	-	-	-	1,610	640	640	-
	<b>Total</b>	<b>2,730</b>	<b>-</b>	<b>150</b>	<b>3,721</b>	<b>3,761</b>	<b>5,740</b>	<b>640</b>	<b>2,090</b>	<b>-</b>
February	Definite	6,414	-	4,207	5,392	6,079	9,000	3,880	4,500	-
	All Tentative	-	-	-	-	-	979	3,979	4,400	14,693
	<b>Total</b>	<b>6,414</b>	<b>-</b>	<b>4,207</b>	<b>5,392</b>	<b>6,079</b>	<b>9,979</b>	<b>7,859</b>	<b>8,900</b>	<b>14,693</b>
March	Definite	8,492	500	13,992	16,918	16,315	17,752	5,000	5,000	-
	All Tentative	-	-	-	-	-	-	8,115	11,153	30,036
	<b>Total</b>	<b>8,492</b>	<b>500</b>	<b>13,992</b>	<b>16,918</b>	<b>16,315</b>	<b>17,752</b>	<b>13,115</b>	<b>16,153</b>	<b>30,036</b>
April	Definite	-	-	5,011	4,450	6,814	6,879	2,000	3,157	6,397
	All Tentative	-	-	-	-	-	50	2,604	-	13,112
	<b>Total</b>	<b>-</b>	<b>-</b>	<b>5,011</b>	<b>4,450</b>	<b>6,814</b>	<b>6,929</b>	<b>4,604</b>	<b>3,157</b>	<b>19,509</b>
May	Definite	-	35	9,964	7,573	3,650	3,157	3,157	-	-
	All Tentative	-	-	-	-	-	2,240	4,090	1,720	-
	<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>7,247</b>	<b>1,720</b>	<b>-</b>
June	Definite	-	1,300	4,930	4,000	-	-	-	-	-
	All Tentative	-	-	-	-	-	4,845	906	3,804	-
	<b>Total</b>	<b>-</b>	<b>1,300</b>	<b>4,930</b>	<b>4,000</b>	<b>-</b>	<b>4,845</b>	<b>906</b>	<b>3,804</b>	<b>-</b>
July	Definite	-	1,480	1,160	-	-	2,637	-	-	2,637
	All Tentative	-	-	-	-	-	-	-	7,005	-
	<b>Total</b>	<b>-</b>	<b>1,480</b>	<b>1,160</b>	<b>-</b>	<b>-</b>	<b>2,637</b>	<b>-</b>	<b>7,005</b>	<b>2,637</b>
August	Definite	-	5,934	8,000	9,116	3,151	-	-	-	-
	All Tentative	-	-	-	-	-	475	-	-	6,088
	<b>Total</b>	<b>-</b>	<b>5,934</b>	<b>8,000</b>	<b>9,116</b>	<b>3,151</b>	<b>475</b>	<b>-</b>	<b>-</b>	<b>6,088</b>
September	Definite	-	1,517	4,931	3,702	1,950	1,740	-	-	-
	All Tentative	-	-	-	-	-	1,950	3,267	11,107	3,034
	<b>Total</b>	<b>-</b>	<b>1,517</b>	<b>4,931</b>	<b>3,702</b>	<b>1,950</b>	<b>3,690</b>	<b>3,267</b>	<b>11,107</b>	<b>3,034</b>
October	Definite	-	8,435	8,056	9,395	7,592	6,310	1,370	-	-
	All Tentative	-	-	-	-	156	5,679	8,129	4,969	-
	<b>Total</b>	<b>-</b>	<b>8,435</b>	<b>8,056</b>	<b>9,395</b>	<b>7,748</b>	<b>11,989</b>	<b>9,499</b>	<b>4,969</b>	<b>-</b>
November	Definite	500	5,287	9,101	5,794	8,387	4,607	3,187	1,187	-
	All Tentative	-	-	-	-	236	2,955	2,894	3,400	8,974
	<b>Total</b>	<b>500</b>	<b>5,287</b>	<b>9,101</b>	<b>5,794</b>	<b>8,623</b>	<b>7,562</b>	<b>6,081</b>	<b>4,587</b>	<b>8,974</b>
December	Definite	-	440	4,109	3,220	-	-	-	-	-
	All Tentative	-	-	-	-	5,000	-	8,043	-	-
	<b>Total</b>	<b>-</b>	<b>440</b>	<b>4,109</b>	<b>3,220</b>	<b>5,000</b>	<b>-</b>	<b>8,043</b>	<b>-</b>	<b>-</b>
Definite		18,136	24,928	73,611	73,281	57,699	56,212	18,594	15,294	9,034
All Tentative		-	-	-	-	5,392	20,783	42,667	48,198	75,937
<b>Total</b>		<b>18,136</b>	<b>24,928</b>	<b>73,611</b>	<b>73,281</b>	<b>63,091</b>	<b>76,995</b>	<b>61,261</b>	<b>63,492</b>	<b>84,971</b>

## Total Room Nights Realized 2019-2023



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



### City Wide Events

■ Definite  
■ All Tentative

