


LOCAL CAMPAIGN DURING APRIL

THYME TO TEASE

“ We have so much to offer out here in the Coachella Valley year-round now. I think all the businesses are thriving because of it.



— Elsie Romero Dewegeli
Thyme to Tease

ONE Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

Learn More ...

EL TURISMO QUE IMPULSA NUESTRA ECONOMÍA LOCAL

“ Conocer a visitantes que regresan para apoyar nuestro establecimiento es muy gratificante. Gran parte de nuestro éxito se lo debemos a los alquileres vacacionales a corto plazo que fortalecen la industria hotelera del Valle.



— Felipe,
Socio de El Patio

UN Valle de Coachella
ALQUILERES A CORTO PLAZO
BENEFICIOS A LARGO PLAZO

Aprende más ...



ONE
Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

onecv.org

LOCAL CAMPAIGN DURING APRIL

SHORT-TERM STAYS
LONG-TERM BENEFITS

Tourism is the primary economic driver and employer in the **Coachella Valley** and vacation rental guests support our community's small businesses, restaurants, and retail stores annually by:

 Providing more than **4,500 local jobs**

 Contributing more than **\$1 billion** in total business sales



Vacation rentals also generate more than **\$135 million** in state and local tax revenues that help support essential services like police, fire, and education in our communities.

ONE Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

LEARN MORE
OneCV.org 

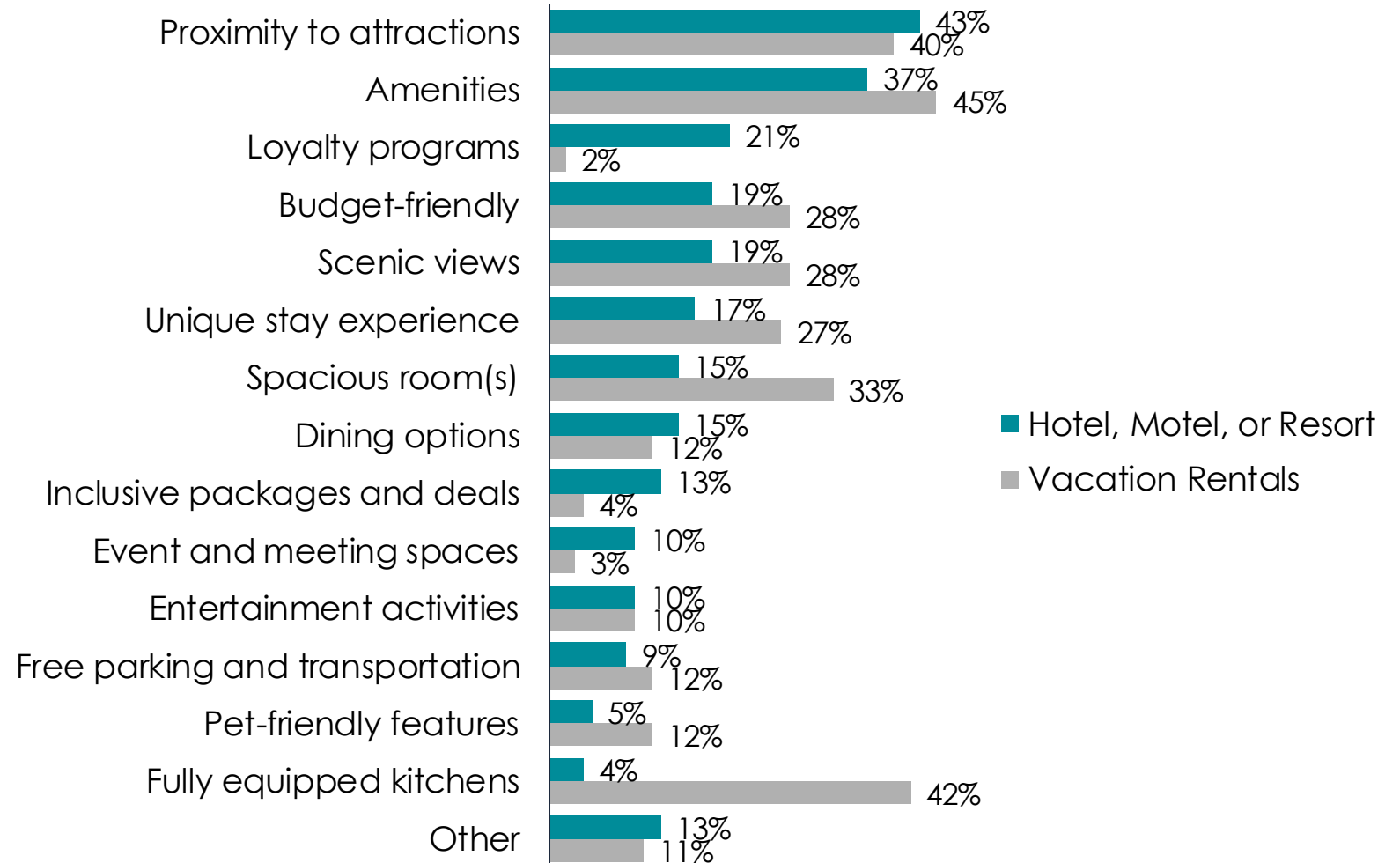
 @OneCoachellaValley  /OneCoachellaValley



:30 Radio Spot

Reasons for Selecting Hotel, Motel, or Resort vs. Vacation Rentals*

- Travelers choose **vacation rentals** for home-like comfort, especially **fully equipped kitchens** and more **spacious rooms**, plus stronger pulls toward **scenic views** and a **unique stay experience**.
- Hotels differentiate most through **loyalty programs, inclusive packages and deals**, and **event and meeting spaces**.



*Why did you choose to stay in this accommodation? Multiple responses permitted.

Festival Season = First Impressions



70%

of visitors are
repeat guests



Thousands of *first-time* visitors
arriving for festivals + events

Many are experiencing Greater
Palm Springs for the first time



**You are the front door to the
destination**

THINK BEYOND THE STAY



ARRIVAL EXPERIENCE

- Personalized welcome message (not automated-feeling)
- Localized recommendations (not generic Yelp lists)
- Clear festival logistics (parking, rideshare tips, timing)



IN-STAY EXPERIENCE

- Curated “Local Favorites” guide (coffee, brunch, hidden gems)
- Highlight non-festival experiences
- Suggest extending their stay (“If you have time Monday...”)



DEPARTURE + BOUNCEBACK

- Offer a **return discount** (valid for need periods)
- Promote events, Restaurant Week, Spa Month, etc.
- Promote holiday stays

RESTAURANT WEEK: May 29 – June 7



Media Inclusion:

- Updated :30 television spot
- Billboards
- Radio
- Digital Programmatic
- English & Spanish Language Print
- Landing Page
- Content Blogs
- dineGPS Sweepstakes
- Influencer Campaign: Foodie Fam



VISITOR EVENT CALENDAR

Visitor Event Calendar

- Updated daily
- Filter by region or category
- iframe allows you to use it on your own website

The screenshot displays a web interface for an event calendar. On the left, there is a sidebar with a search bar, a calendar for May 2026, and filter options for categories and regions. The main area shows a grid of event cards for May 3rd, 2026. Each card includes a title, location, and a 'QUICK VIEW' button.

EVENTS

View: [Grid](#) [List](#) [Show Map](#)

Keyword:

Show Events For: [Day](#) [Week](#) [Weekend](#) [Month](#)

When: [May 3rd](#)

← **May 2026** →

Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Categories

- Health & Wellness (8)
- Free (4)
- Art & Culture (5)
- Markets & Fairs (5)
- Eat & Drink (4)

Show 8 more

Regions

- Palm Springs (9)
- Palm Desert (4)
- Cathedral City (2)
- Desert Hot Springs (2)
- Indio (1)

1 more

May 03

Taste of Jalisco Festival

Cathedral City Community Amphitheater & Park

[QUICK VIEW](#)

May 03

Convergence Beauty Wellness Science Summit 2026

Renaissance Palm Springs Hotel

[QUICK VIEW](#)

May 03

Dog Day at the Zoo

The Living Desert

[QUICK VIEW](#)

May 03

Ernest Shackleton Loves Me

Coachella Valley Repertory

[QUICK VIEW](#)

May 03

Bike the Mid Mod Oasis Tour

Palm Springs Historical Society - Historical Walking and Biking Tours

[QUICK VIEW](#)

May 03

Detox Cleanse Juice Fasting Retreat

Azure Palm Hot Springs Resort & Day Spa Oasis

[QUICK VIEW](#)

May 03

La Belle Époque

Heather James Fine Art

Recurring daily until May 31, 2026

[QUICK VIEW](#)

May 03

La Quinta Certified Farmers Market

Old Town La Quinta

Recurring weekly on Sunday until May 31, 2026

[QUICK VIEW](#)

VACATION RENTAL ADVERTISING



- **STVR** integrated into destination-wide campaigns.
- **Dedicated programs** include dedicated digital, social, and native advertising including VGPS international campaign.
- **Campaigns** include a summer VBRO, Sunset Magazine, Clicktivated, Undertone, and more.



EXPEDIA AMBASSADOR SUMMIT



35 content creators
17.6M+ combined reach
578 pieces of organic content
5.1M impressions
6.59% engagement rate (3.8% industry average)
\$962K earned media value



FREE LISTINGS AND PROMOTION



Content creator Reel featuring the Shag House.

Increase your visibility

- ✓ List your property for **FREE** on our website
- ✓ Promote **special offers anytime**
- ✓ Get included in **event-driven campaigns**

MyGreaterPS.com

Marketing-FIFA World Cup

Free Promotion

Create “World Cup Extension” offers

Lodging & Experience Packages

Encourage partners to develop:

- Third-night-free promotions
- Spa recovery experiences
- Golf experiences

The screenshot shows a travel website page with a teal header. The main heading is "NEW GOAL: GREATER PALM SPRINGS GETAWAY" with a soccer ball icon. Below it, the dates "JUNE - JULY, 2026" are displayed. The text describes the getaway as a seamless way to extend a World Cup experience, mentioning matches in Los Angeles and relaxation in Greater Palm Springs. It lists activities like lounge in a cabana, spa treatments, hot mineral springs, golf, and dining. A call-to-action box encourages visiting Greater Palm Springs. At the bottom, there's a section for "JUNE & JULY STAY OFFERS" with a search bar, view options (Grid, List), and a Show Map button. A navigation bar at the very bottom includes a logo, a search bar, and a list of featured offers with heart icons.

NEW GOAL: GREATER PALM SPRINGS GETAWAY

JUNE - JULY, 2026

With matches taking place in Los Angeles, Greater Palm Springs offers a seamless way to extend your experience — just a two-hour drive from the stadium to total relaxation. Close enough to stay connected to all the action yet far enough from the crowds to truly unwind, this sun-kissed desert oasis is the perfect complement to your World Cup trip.

Lounge in a private poolside cabana, book a restorative spa treatment, soak in natural hot mineral springs, or tee off on championship courses framed by mountain views. As day turns to night, enjoy al fresco dining and craft cocktails under swaying palms and clear, star-filled skies.

Whether you're arriving early, staying a little longer, or planning a California itinerary beyond the match, make it a goal to visit Greater Palm Springs — where every moment invites you to recharge, reset, and discover a different kind of escape.

JUNE & JULY STAY OFFERS

GETAWAY OFFERS

View: [Grid](#) [List](#) [Show Map](#)

Keyword

[.com](#) [GREATER PALM SPRINGS](#) [LARGE](#) [RED](#) [PALMS](#)

Marketing-FIFA World Cup

Marketing + PR Strategy

Dedicated Landing Page

- Curated itineraries
- Stay packages & special offers
- Transportation details
- Direct booking links

Paid Media

- High-intent search capture
- Geo-targeted social + video
- Post-event retargeting
- Capture email leads

Content & Native Advertising

- SEO travel guides
- Sports-travel editorial placements
- Luxury travel storytelling

Public Relations

- International sports travel media
- Curated media FAM experiences
- Luxury California itinerary positioning

Platforms

- Meta
- YouTube
- TikTok
- Programmatic sports media



LEGISLATIVE UPDATE

Recently passed:

SB 346 – platform transparency

Allows local governments to require short-term rental platforms to report property data, enforce compliance (fines/audits), and display license and tax information on listings.

2026 Session:

AB 1953 – emergencies and special events

Establishes a statewide short-term rental registration system allowing approved properties to operate during emergencies and designated special events (with advance notice).

Overrides local restrictions, ensuring registered properties can legally operate statewide during these periods, including in charter cities.



Greater Palm Springs – Coachella Valley and Festival Season

March 2026



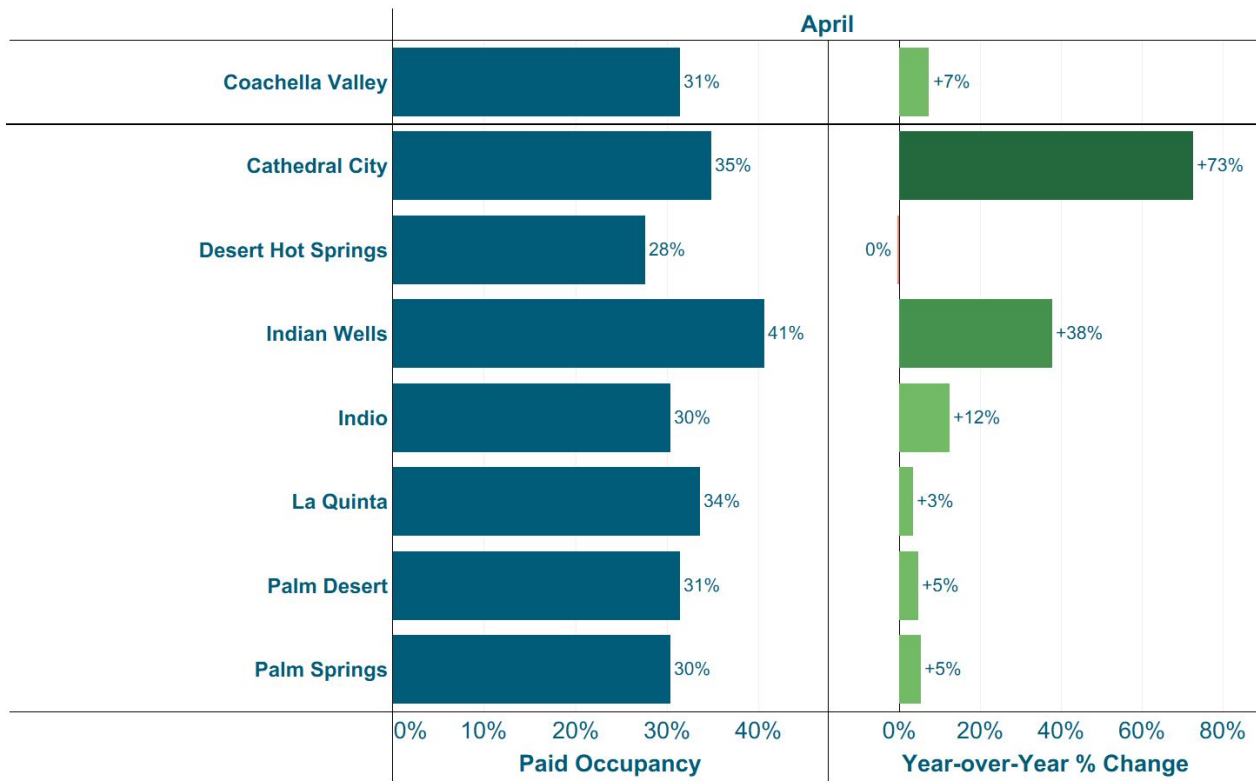
Agenda

- **Festival Season Pacing**
- **Booking Window**
- **Changes in Feeder Markets**



Greater Palm Springs Paid Occupancy

Direct data booked by 23 March



Paid Occupancy is pacing ahead of 2025

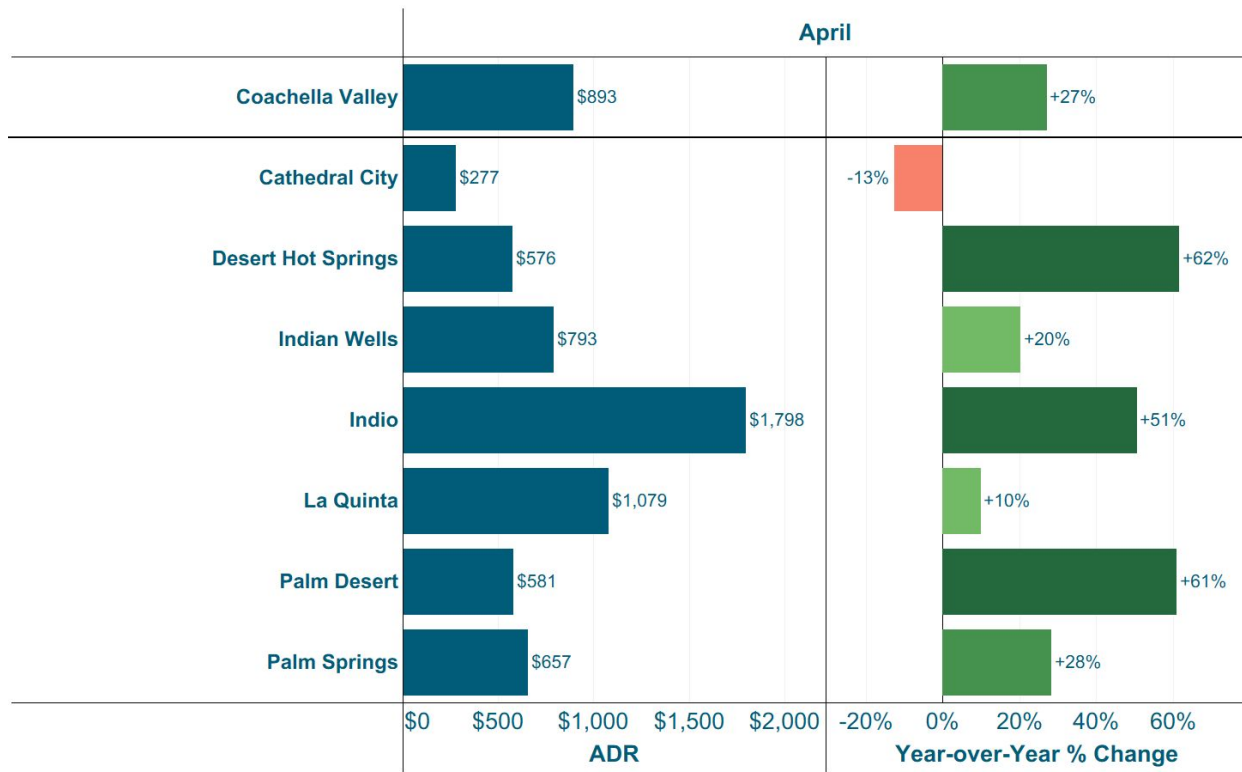
- **Indian Wells** and **Cathedral City** are leading occupancy performance
- Most markets are pacing positively YoY

Calculation: Paid Occupancy Rate = Nights Sold / Total Nights



Greater Palm Springs Average Daily Rates

Direct data booked by 23 March



Rates are pacing higher than in 2025

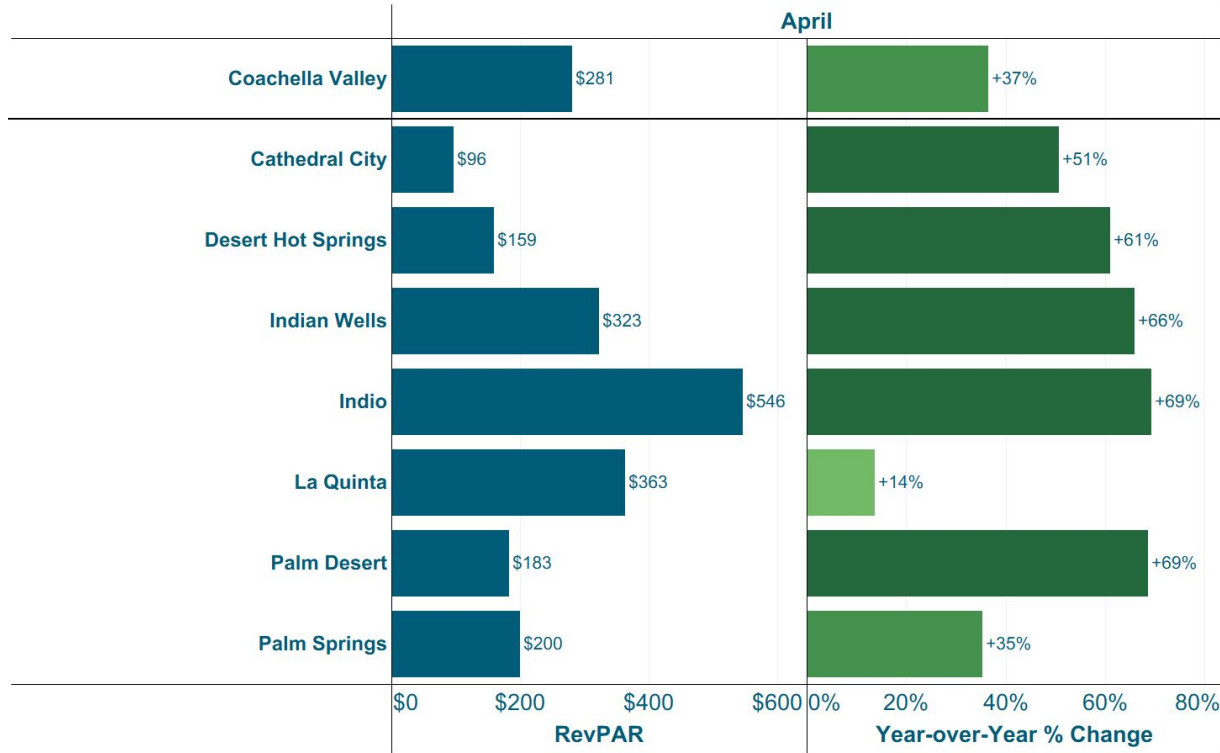
- **Indio** and **La Quinta** command the highest ADRs across the region
- Most markets are seeing strong YoY rate growth

Calculation: Average Daily Rate = Total Rent Collected / Total Number of Guest Nights



Greater Palm Springs RevPAR

Direct data booked by 23 March



RevPAR is pacing ahead of 2025

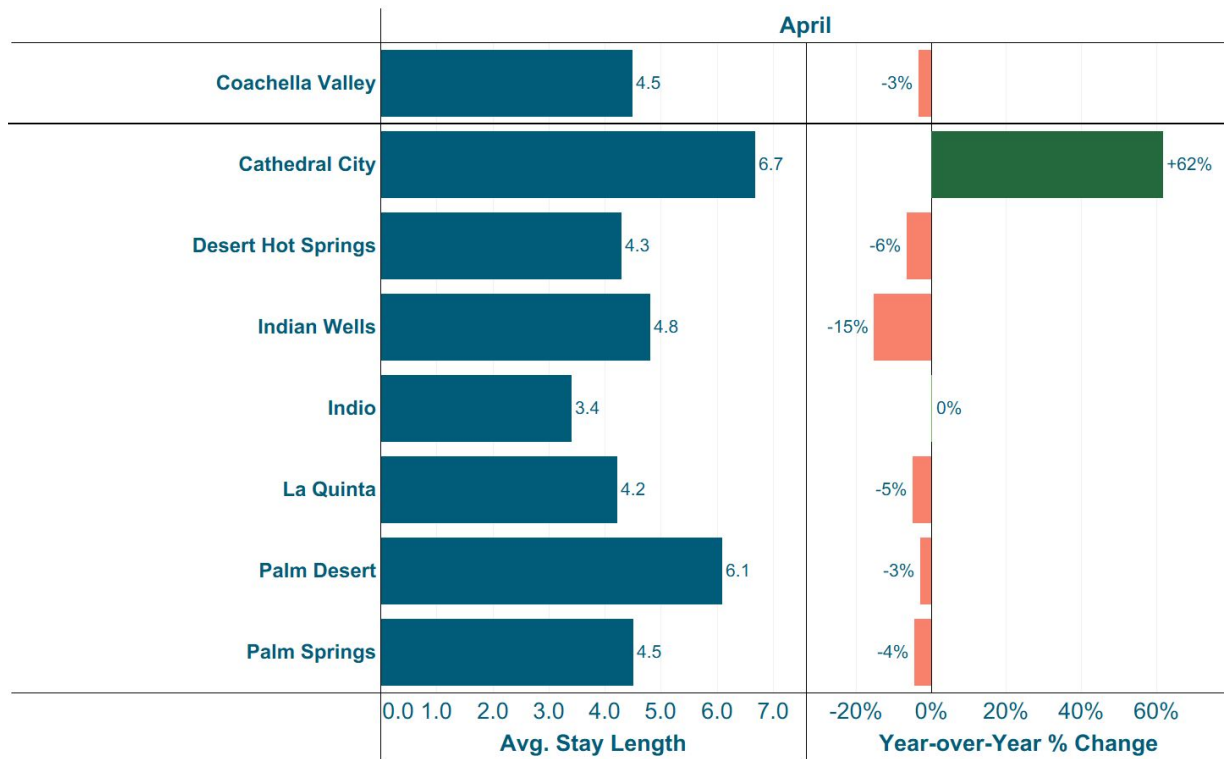
- RevPAR is up across all markets, led by **Indio** and **La Quinta**
- ADR growth is the primary driver of revenue performance
- Markets are maximizing revenue due to a mix of occupancy and ADR changes

Calculation: $\text{RevPAR} = \text{ADR} * \text{Paid Occupancy}$



Greater Palm Springs Average Stay Length

Direct data booked by 23 March



Lengths of Stay are pacing shorter than 2025

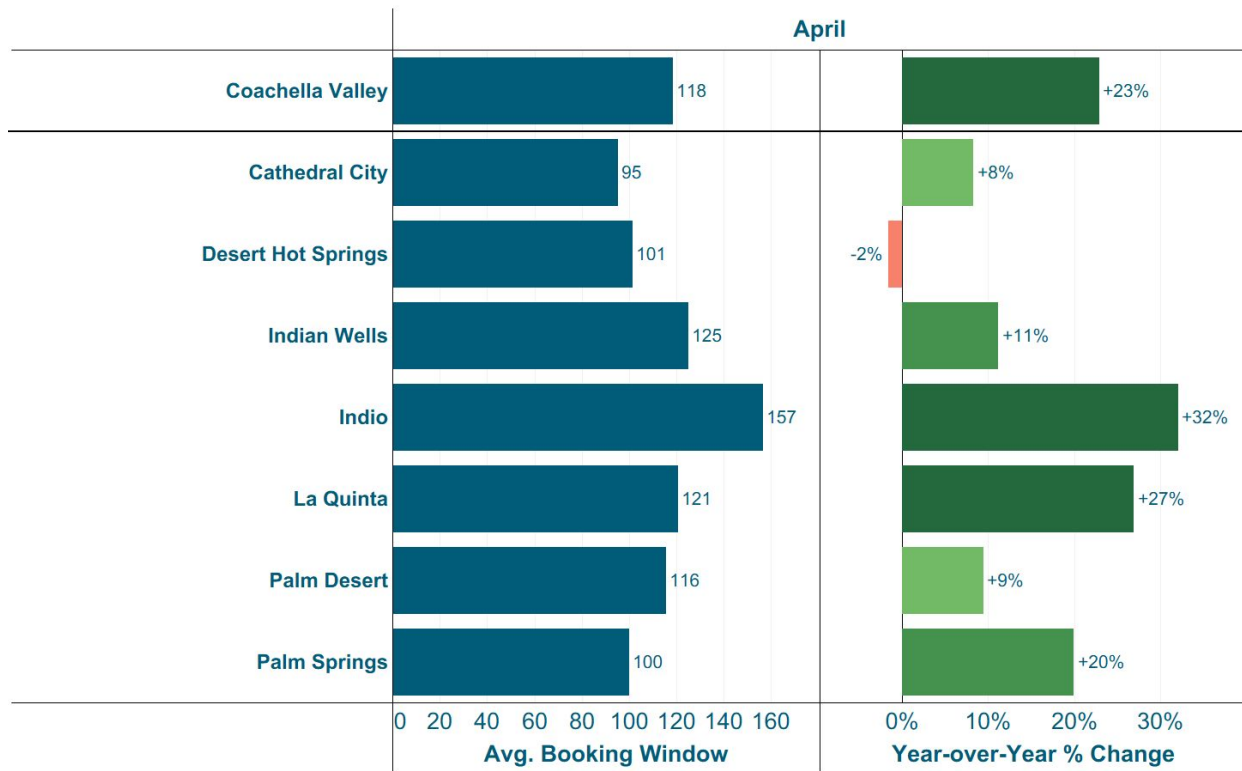
- Stay lengths remain relatively shorter across most markets
- **Cathedral City** is seeing a high YoY increase

Calculation: $ALOS = \text{Total Guest Nights} / \text{Guest Arrivals}$



Greater Palm Springs Average Booking Window

Direct data booked by 23 March



2026 Booking Windows are pacing longer than in 2025

- Booking windows are longest in high-demand markets like **Indio**
- Most markets show YoY increases in lead time

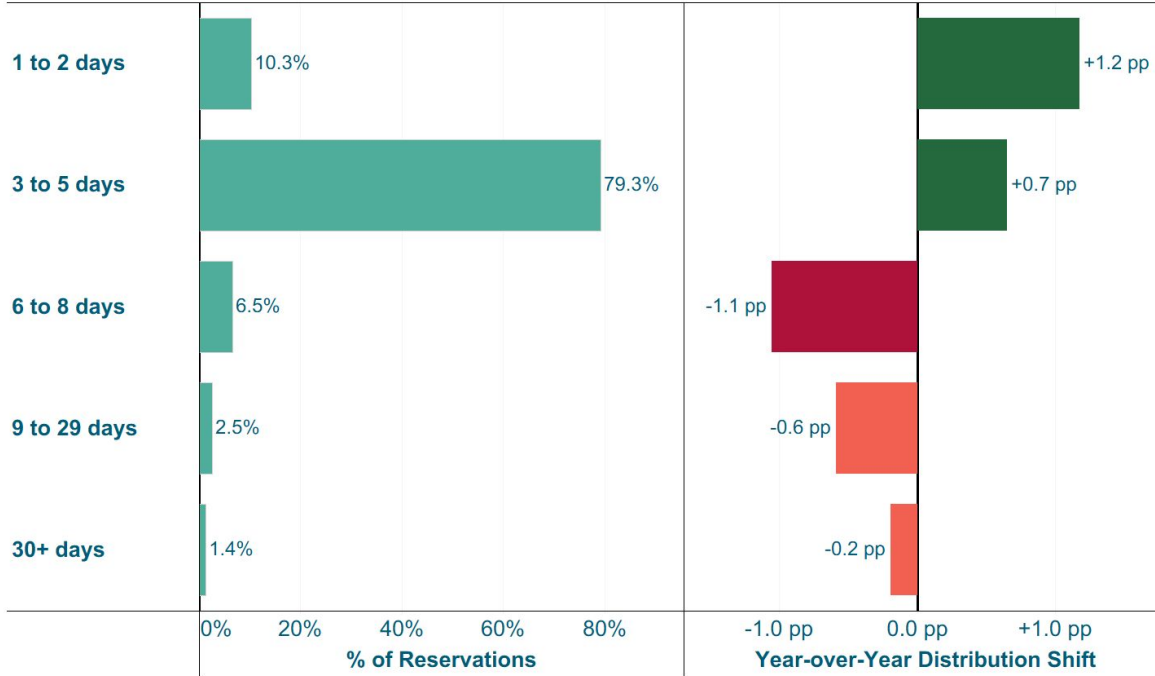
Calculation: ABW = The average number of days between guests making reservations and arriving



April 2026 Length of Stay Distribution Shift

Direct data booked by 23 March

Coachella Valley 2026



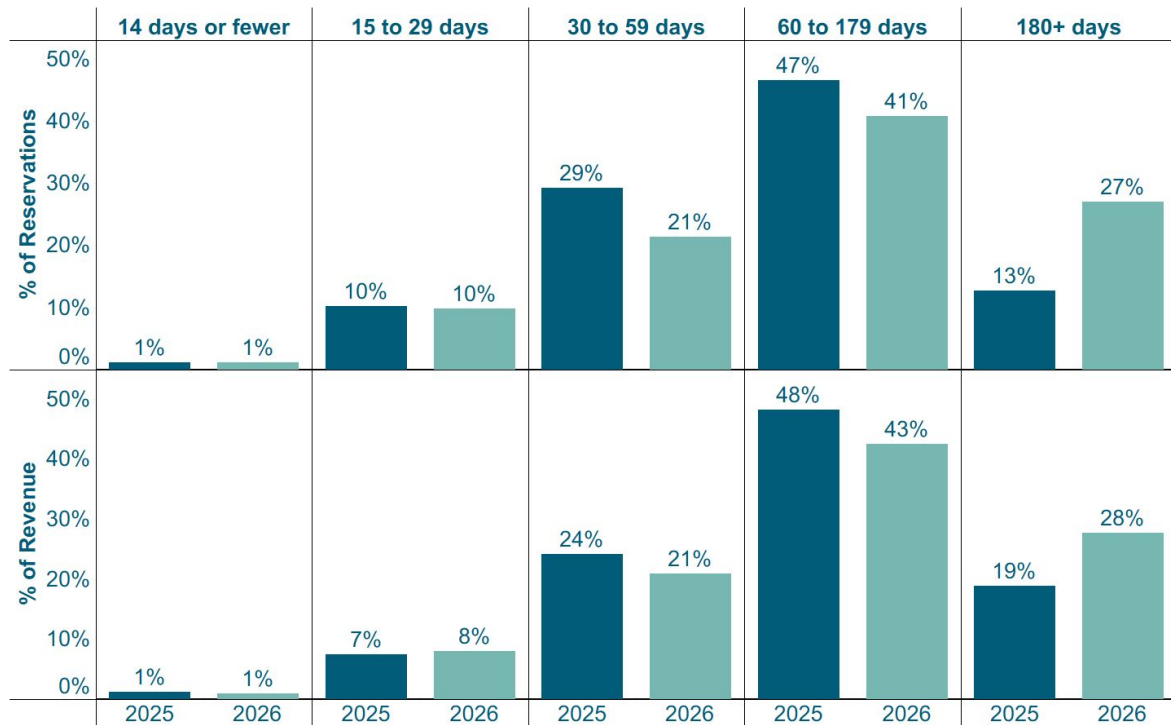
Length of Stays pacing shorter compared to 2025

- The majority of stays fall within the **3–5 night** range
- There is an increase in shorter stays in the **1–2 night** range and less stays in the **6–8 night** range



April 2026 Booking Window Distribution Shift

Direct data booked by 23 March



Booking windows are pacing longer than 2025

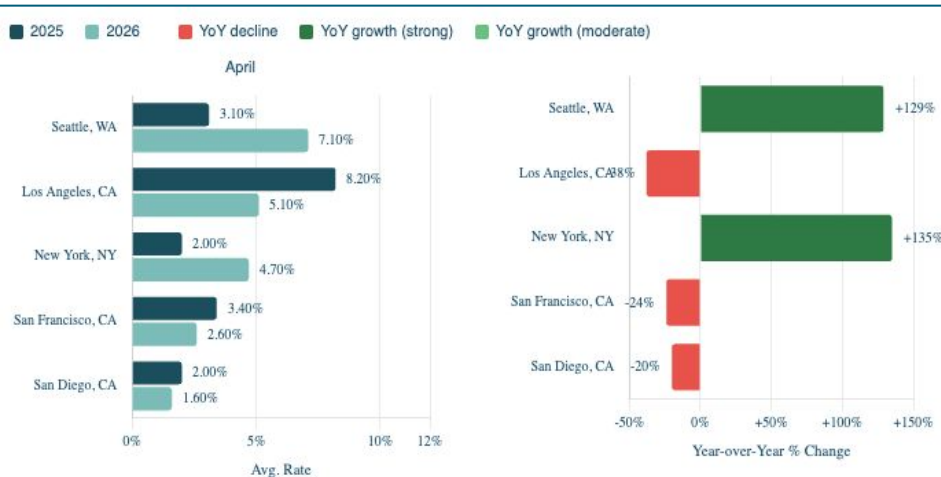
- Shift away from mid-range booking windows (30–179 days) toward longer lead times
- A higher share of bookings and revenue are coming from **180+ day** windows, indicating earlier planning behavior



April 2026 Feeder Market Distribution Shift – Weekend One

Direct data booked by 23 March

% of Guest Checkins



% of Guest Rent



% of Guest Check-ins: California markets are losing share while Seattle (+129%) and New York (+135%) surge, pointing to a clear shift away from traditional CA destinations.

% of Guest Rent: LA remains the top rent market but is fading (-26% YoY), while Seattle and West Hollywood signal rapid emerging growth even from small bases.

Takeaway: Guests are diversifying beyond California – established CA markets are softening on both check-ins and rent share as Pacific Northwest and NYC pull ahead.



April 2026 Feeder Market Distribution Shift – Weekend Two

Direct data booked by 23 March

% of Guest Checkins



% of Guest Rent



% of Guest Check-ins: New York (+169%) and San Diego (+188%) are the standout growers, both surging from small 2025 bases, while Seattle is the only market giving back share at -14% YoY.

% of Guest Rent: LA holds the lead on rent at 8.80% but grows modestly (+13%), while Seattle (+88%) and New York (+56%) are closing the gap fast – San Francisco is the lone decliner at -21%.

Takeaway: California markets are broadly gaining check-in share this weekend with NY and San Diego leading the charge, but on the rent side the Pacific Northwest and NYC are outpacing CA's established leaders, signaling a shift in where guest spending is concentrating.



Key Takeaways | 2026

- Festival season continues to anchor performance across the region
- Revenue is being driven by positive Occupancy and ADR performance regardless of shorter Average Length of Stays
- All markets in Coachella Valley are showing positive performance
- Small but meaningful changes in feeder market positioning

“Without data you’re just another person with an opinion” W. Edwards Deming



Thank You!

Hollie Hannahs, DMO Partner Relationship Manager

Hollie.Hannahs@KeyDataDashboard.com

Visit: **KeyDataDashboard.com**

Channel Management 101



List Once. Book Everywhere. Be Ready for
Any Event.

Presented by: Janice Hurley - NextPax





 DREAMING

01



PLANNING

02



BOOKING

03

04

EXPERIENCING



SHARING



05

THE
5 STAGES
OF TRAVEL



coachella

Disclosure · She's Gone, Dance On



2026 Passes
Sold Out

COACHELLA & STAGECOACH *JOB FAIR!*

Thursday, March 5th, 2026 9am - 2pm
81-800 Avenue 51 Indio, CA 92201 (Forum Tent)

Positions Available:

Valley Music Travel (VMT)

- Front of House Concierges- Safari
- Golf Cart Drivers- Safari
- Shuttle Coordinators

Risk Management

- Safety Administrator

Framework

- Veranda Golf Cart Driver

CSC

- Security Staff
- Event Staff

Vehicle Escort Drivers

Stagehands

Production Runners

Catering Staff

- Servers
- Dishwashers
- Prep Cooks
- Cooks & Chefs

Staff Camping

- Staff Camping Assistant

Admission



3-Day GA

\$619.00



3-Day GA (6-Pack)

\$569.00



3-Day GA & Shuttle Combo

\$699.00



3-Day Rhinestone Saloon

\$974.00



3-Day Rhinestone Saloon (6-Pack)

\$959.00



3-Day Corral Standing Pit

\$1,899.00



Corral Reserved Seating

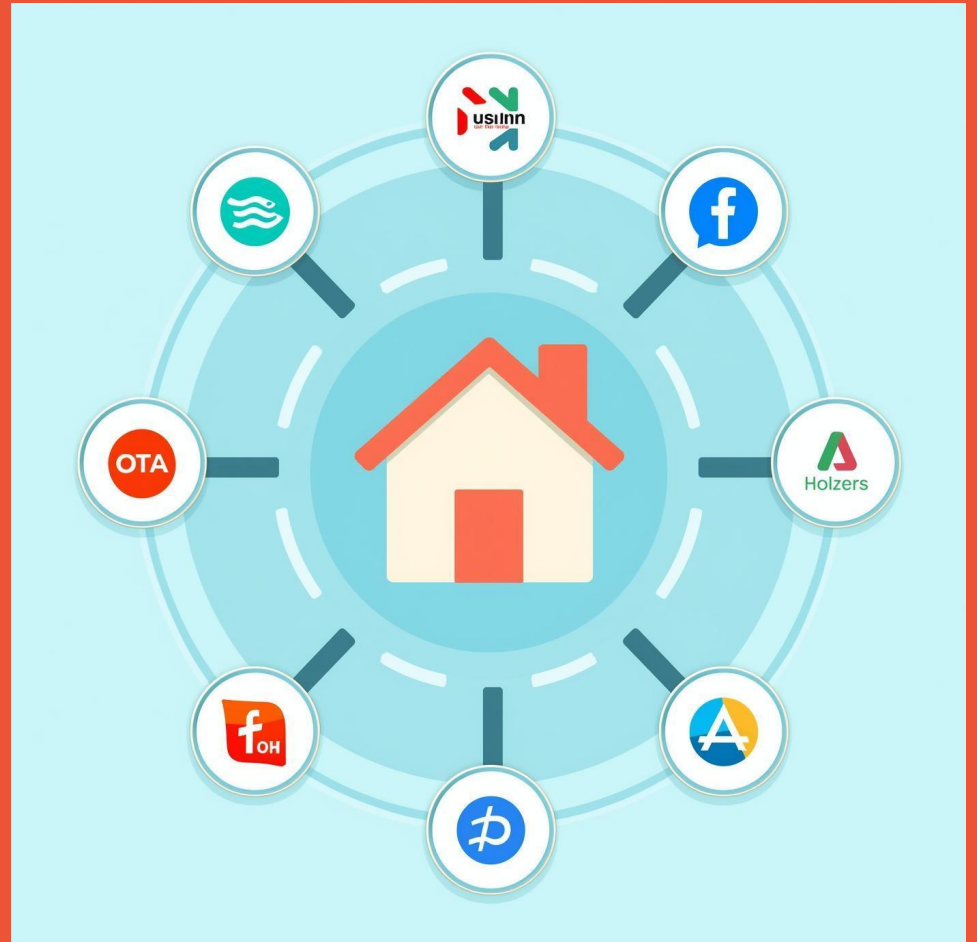
From \$1,199.00



How Guests Search

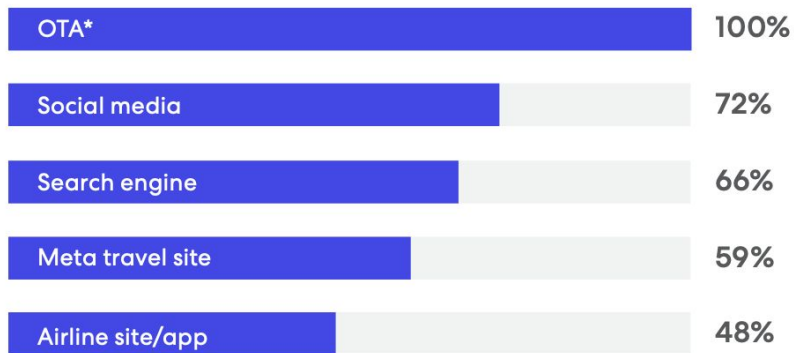
Understanding the varied search behaviors of today's travelers

Guests utilize different platforms for their unique travel needs.



Resources used leading up to a travel purchase

Vacation rental guests are more likely than other travelers to use social media and meta travel websites, such as Google Flights and Kayak, during their path to purchase.



*Vacation rental sites are considered OTAs in the digital data.

Higher than average content consumption in the 45 days before booking

511 minutes

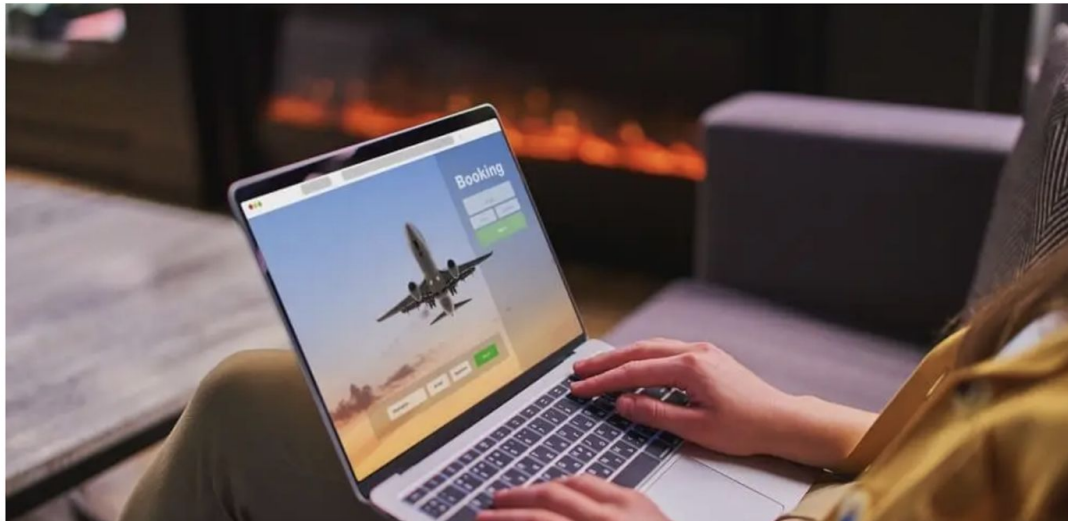
spent consuming travel content



→ versus 303 minutes for all travelers

Consumers Visit 277 Websites Before Booking Travel

by [Daniel McCarthy](#) September 03, 2024



ALGVACATIONS.
Vacation Deals
from \$399!
Plus, Up to \$500 off,
kids stay free & more!

A woman with dark curly hair, wearing a black bikini, is sitting in a hot tub. She is smiling and looking at a large, round, woven basket filled with various dishes, including salads, bread, and drinks. The hot tub is set in a stone or tile surround.



8 TONY AWARDS
BEST MUSICAL
once

PRODIGE
VORNADO

LG

ZTS TV

2014 TOSHIBA
WE CAN SAVE THE WORLD

TOSHIBA

AT&T

Discovery

Discovery
The Rock

THE BEST SHOW IN TOWN!
THE CAROLE KING MUSICAL
Beautiful
THE BEST SHOW IN TOWN!
THE CAROLE KING MUSICAL

1540 BROADWAY
THE ROCK

THE ROCK

THE ROCK

THE ROCK

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THE ROCK

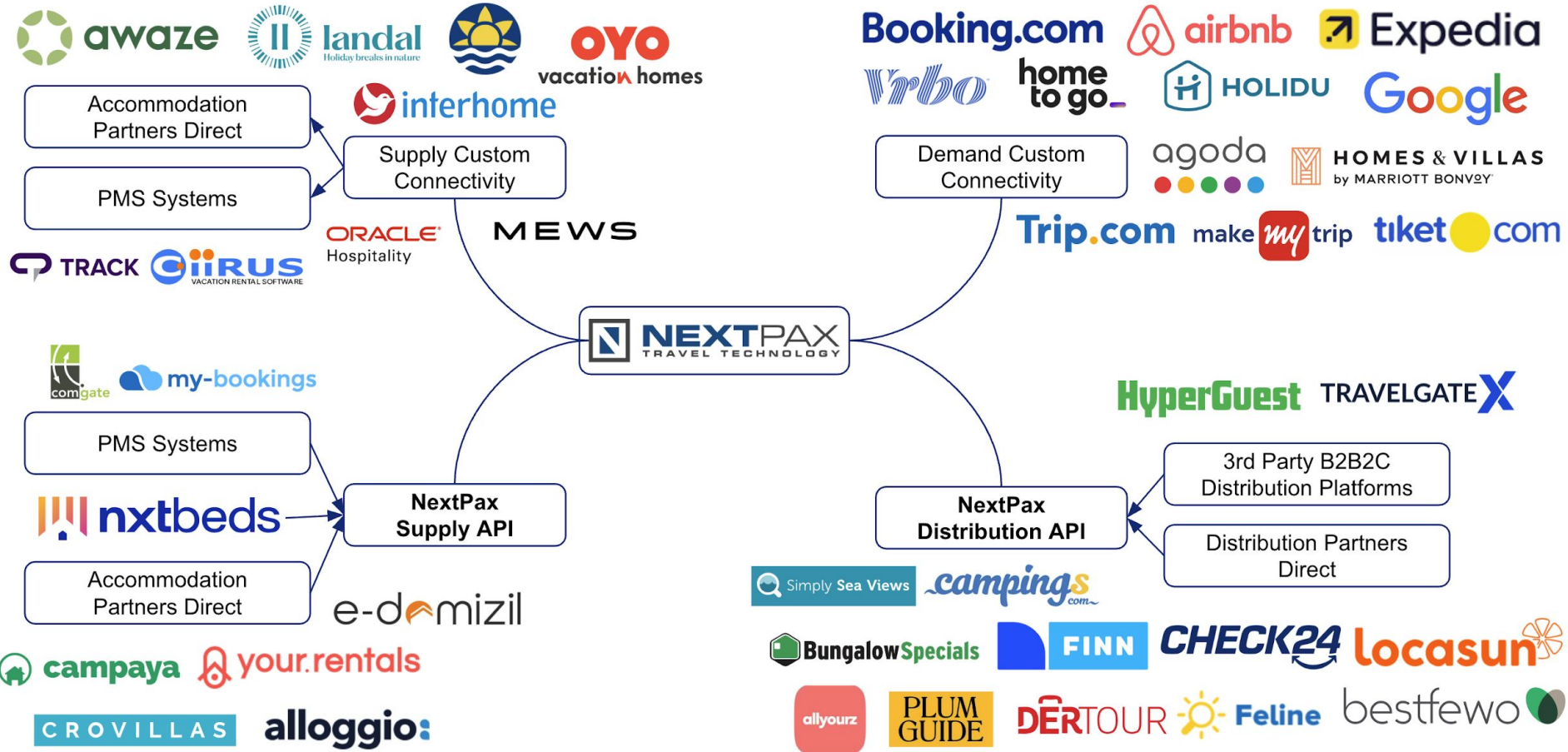
THE ROCK

What is a Channel Manager?

Discover how channel managers enhance your visibility on various platforms
A channel manager allows hosts to **reach multiple booking platforms** simultaneously.



General - Partnerships Ecosystem





Boost the visibility of your Vacation Rental

The channel manager allows you to connect to 150+ global and niche marketplaces around the world. By boosting the visibility of your vacation rental you will quickly notice an increase in bookings.

Save time and resources by streamlining everyday processes

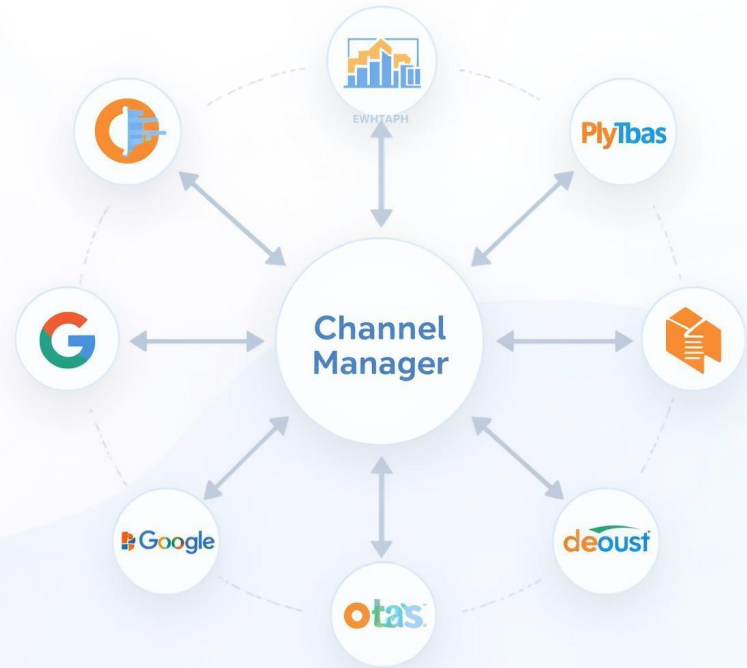
Streamlining processes such as: payment processing, guest information, booking details, is simpler than ever. We understand that your travel business is always changing. Therefore, we provide you with the benefit to instantly update all information in real-time on all connected booking channels.



PMS + Channel Manager

Simplifying your rental
management for maximum
visibility everywhere

Integrating your PMS with a channel
manager ensures ongoing **visibility**
across multiple platforms.



NextPax - Connected Property Management Systems

We are connected to a worldwide network of PMS solutions, as shown in the overview below. These PMS solutions are fully integrated with NextPax, and if you are using one of them, we can easily establish connections with your properties and start distribution to more than 150+ booking channels.

When connected to NextPax, your PMS sends rates, availability (and usually content) information to us. Consequently, NextPax sends the inventory updates to all your connected channels. When a reservation is made via one of the connected channels, NextPax will instantly push this reservation to your PMS, allowing you to manage everything from there.



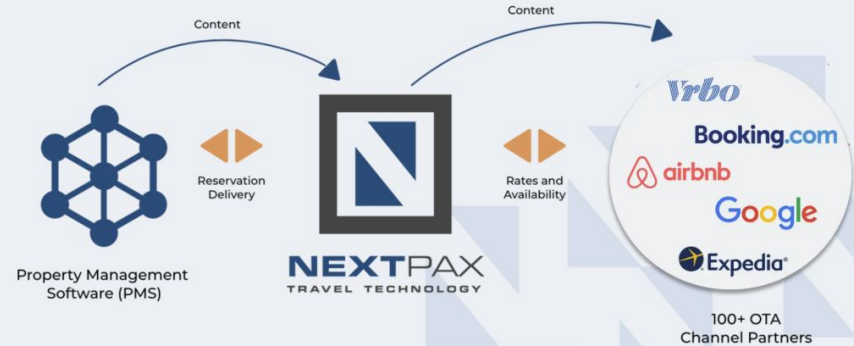
HOSPITALITY



This is how the integration between Property Management Systems and the Channel Manager works.

When connected to the channel manager, the PMS sends Availability (and usually Rate) information to the channel manager. Consequently, the channel manager sends the inventory updates to all your connected channels.

Learn more about how the integration between property management systems and a channel manager works.



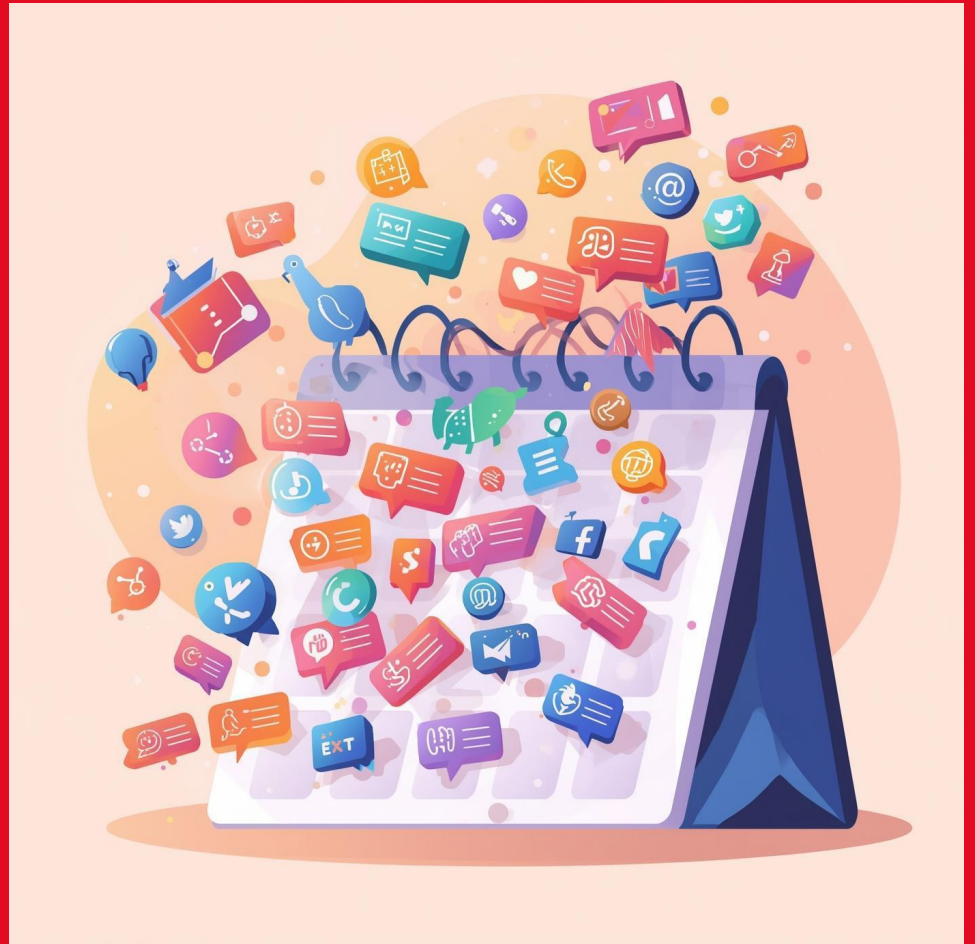
Travel Booking Persona Matrix

Persona Type	Airbnb	Vrbo	Booking.com	Expedia
Age skew	Younger (18–35 dominant) <small>goexplorevacatio... +1</small>	Older (35–55+, many 50+) <small>goexplorevacatio... +1</small>	Broad (25–54) <small>Brief Homes</small>	Broad (25–55, mainstream travelers)
Core persona	Experience seeker / explorer	Family planner / group organizer	Practical traveler / deal seeker	Convenience-driven planner
Trip type	Unique stays, short trips, urban	Vacation rentals, longer stays	Hotels + apartments, city stays	Full-trip bundles (flight + hotel)
Group size	Solo / couples	Families / large groups	Solo, couples, business, families	All segments (esp. families + business)
Booking behavior	Spontaneous / flexible	Planned far in advance	Fast, transactional	Package-oriented, pre-planned
Stay length	Short–medium	Medium–long (7+ nights common) <small>homeyday.com.tr</small>	Short stays (1–3 nights common)	Varies (often tied to flights/packages)
Price sensitivity	Moderate (willing to pay for experience)	Lower (higher income families) <small>homeyday.com.tr</small>	High (deal/value focused)	Medium (value via bundling)
Property preference	Unique homes, shared spaces, boutique	Entire homes only	Hotels, apartments, hostels	Hotels, resorts, vacation rentals

Multi-Channel Benefits

Discover the advantages of listing on multiple platforms for hosts

Faster bookings and increased visibility lead to more successful rentals.



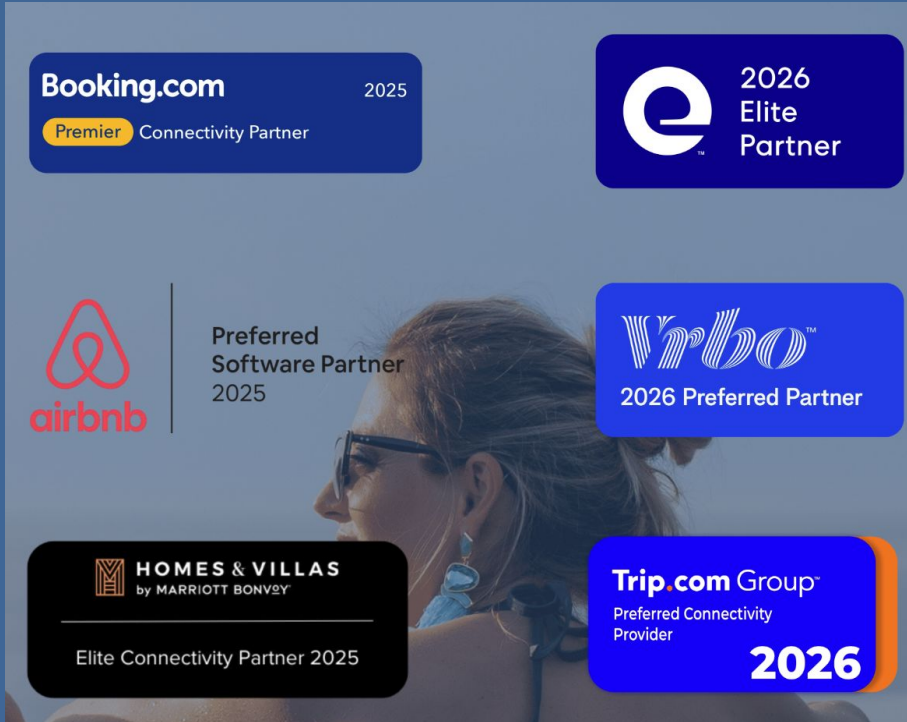
NextPax Distribution Partners

We have a well established distribution network with direct connectivity into over 150 distribution channels, including but not limited to:



More information here: [Distribution Partners NextPax Website](#)

What to Look For



01 Easy Setup

Look for tools that require minimal installation and allow hosts to get started quickly and efficiently.

02 Strong OTA Connectivity

Ensure the channel manager connects seamlessly with multiple online travel agencies for maximum visibility and bookings.

03 Reliable Syncing

Choose systems that keep your listings up-to-date across all platforms, avoiding double bookings and missed opportunities.

Key Takeaways

Essential strategies for
vacation rental success and
visibility

Focus on being **visible**, prepared, and
diverse to maximize bookings.



Providing Seamless Connectivity
to vacation rentals, holiday parks, hotels & resorts and more.



FIVE-STAR FESTIVAL SEASON

YOUR F.E.S.T.I.V.A.L. CHECKLIST

IT'S NOT TOO LATE TO PREPARE FOR THIS
FESTIVAL SEASON, AND IT'S NEVER TOO
EARLY TO PREPARE FOR THE NEXT

RENT RESPONSIBLY



RENT
RESPONSIBLY



F. FILTER BOOKINGS INTENTIONALLY

Require:

- Minimum age
- Verified ID
- Positive reviews or screening questions

Watch for red flags:

- One-night stays
- Local bookings
- Vague messages (“just a chill weekend”)

Add a pre-booking question: “Who will be staying, and what brings you to the area?”



E. ESTABLISH CLEAR, NON-NEGOTIABLE RULES

Don't bury rules—highlight them:

- No parties/events
- Max occupancy
- Quiet hours

Match your local ordinance

- Use plain language, not legalese
- Require agreement at booking
- Upgrade tip: Rename house rules → “Festival Stay Agreement”

S. SET EXPECTATIONS EARLY AND OFTEN



Reinforce rules at 4 key points:

1. Pre-booking
2. At reservation
3. Pre-arrival messaging
4. On site

Use tone: friendly but firm

“Festival weekends are closely monitored in our area, so prevent fines and citations by...”

T. TECH-ENABLED MONITORING (WITHOUT BEING CREEPY)

- Noise monitoring devices, e.g. Rest or Minut
- Exterior cameras (legal + disclosed)
- Smart locks to track occupancy patterns



I. INFORM NEIGHBORS PROACTIVELY

Send a quick pre-festival note:

*“We’re preparing for festival season
and taking extra precautions...”*

Provide:

- Your contact info (or local manager)
- Assurance of monitoring



V. VERIFY OCCUPANCY DURING STAY

Check-in message with friendly reminders about:

- Occupancy
- Noise
- Parking

Throughout the stay, watch for:

- Extra cars
- Delivery patterns (party supplies)

Trust, but verify



A. ACT QUICKLY AT FIRST SIGN OF RISK

SPEED > SEVERITY

Don't wait for a full-blown party. Early signals:

- Noise alerts
- Neighbor message
- Guest evasiveness

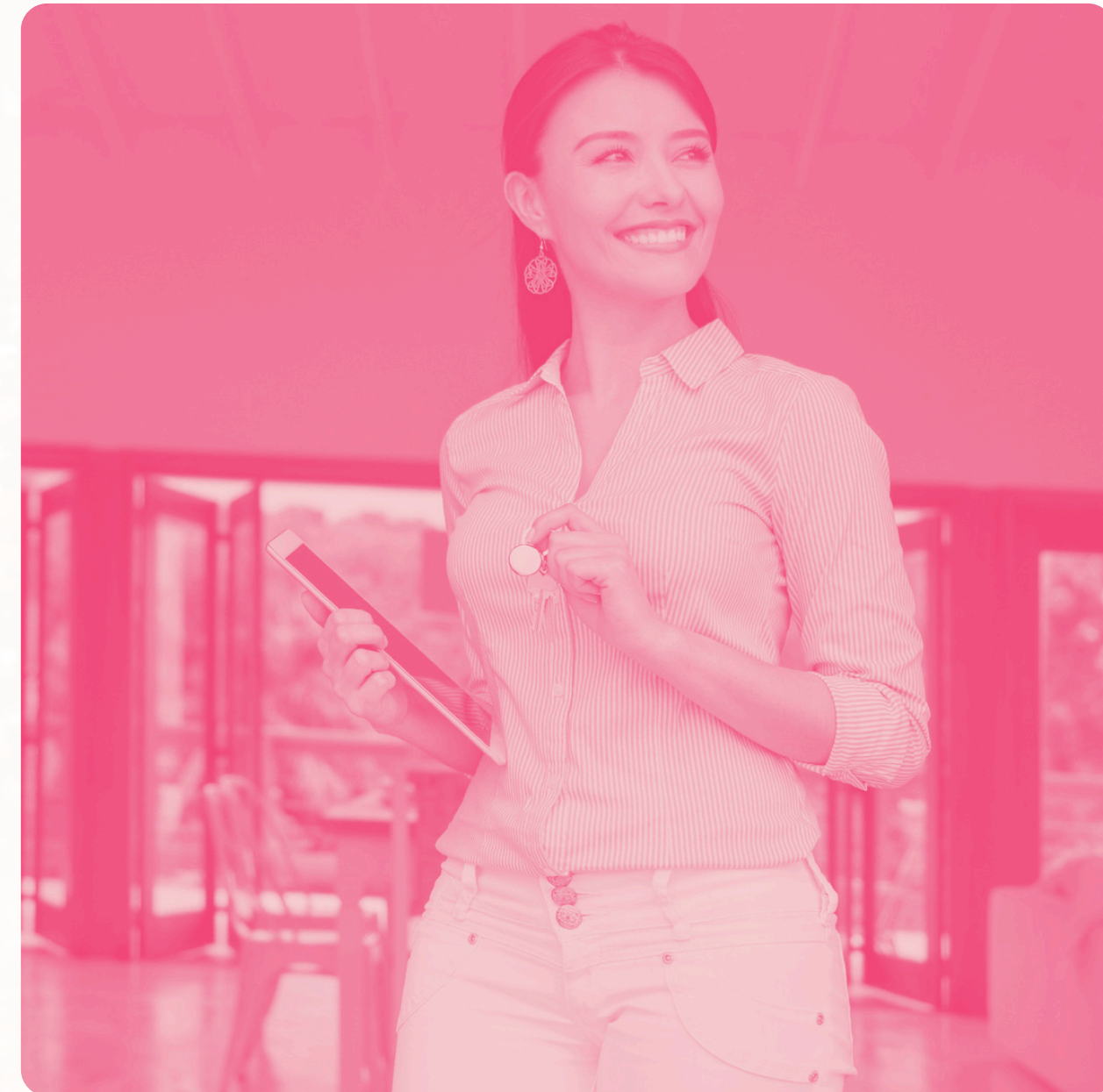
Response ladder:

1. Friendly reminder
2. Firm warning
3. Call local authorities and escalate to the booking platform

L. LOOP IN A LOCAL CONTACT

- Have a nearby co-host, manager, or security contact
- Share that contact with guests and neighbors

Faster response = fewer escalations



- F. Filter bookings
- E. Establish rules
- S. Set expectations
- T. Tech monitoring
- I. Inform neighbors
- V. Verify occupancy
- A. Act early
- L. Local contact

Get guides and
templates for every
step inside the

RENT RESPONSIBLY
NETWORK_{BETA}

network.rentresponsibly.org/join

Thank you!

RENT
RESPONSIBLY