

FIVE-STAR MEETUP

October 16, 2025

 *visit* greater palm springs



GPSTBID VACATION RENTAL PROMOTION

MARKETING



EDUCATION

Watch the Recording



Resources Shared in the Event

[VIEW THE SLIDE DECK](#)

Marketing and Booking Tips with Visit Greater Palm Springs

- [Resources for Guests](#)
- [Learn more about the benefits of becoming a VGPS partner here](#)
- [Sign up as a new partner with VGPS and request your listing here](#)

Repeat Guests, Rave Reviews & Year-Round Success with Rent Responsibly

- [Reframing your rules in a friendly way](#)
- [Industry expert cleaning checklists](#)
- [Check-in & Check-Out: Optimize Guest Communications](#)
- Access Rent Responsibly's house rules templates, guest experience Chat GPT prompts, and more for free [inside the RR Network](#)
- [Good Neighbor Guides for Coachella Valley](#)
- [Learn more about Rent Responsibly here](#)

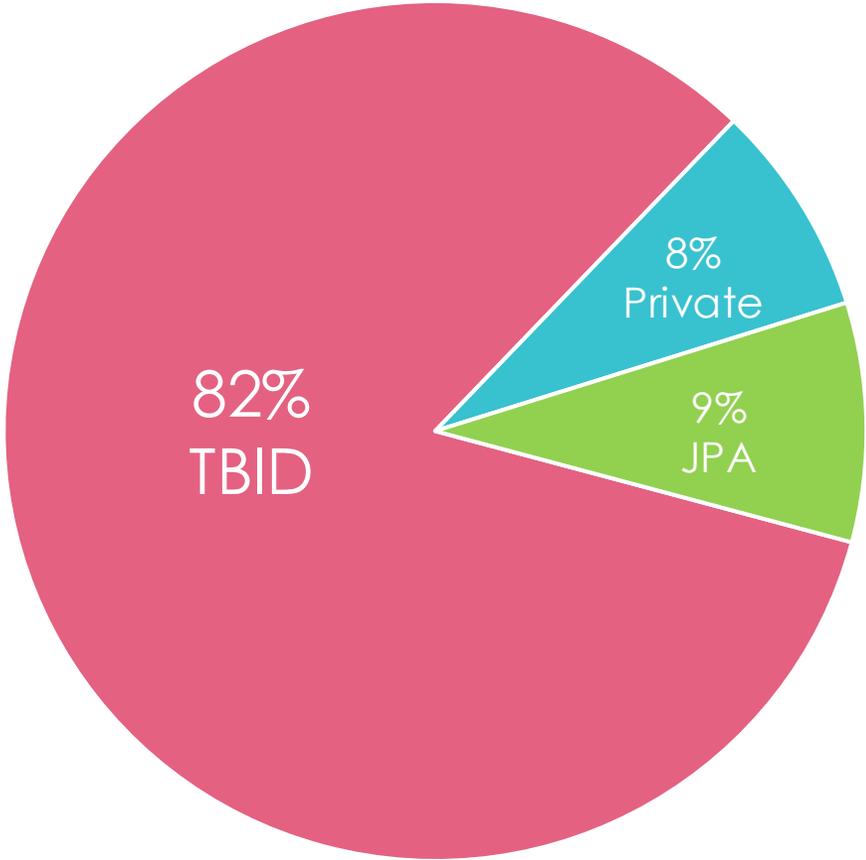
ADVOCACY



VACATION RENTALS HELP OUR COMMUNITY THRIVE

TOTAL FY 25/26 BUDGET: \$33.3M FUNDING SOURCE

TBID – Hotels with 50+ Rooms Contribute 3% \$22,764,075
TBID – Vacation Rentals Contribute 1% \$3,079,822
JPA Funding & Tribal Voluntary \$3,429,722
Private Revenue, Roll Over & Other Sources \$4,057,370

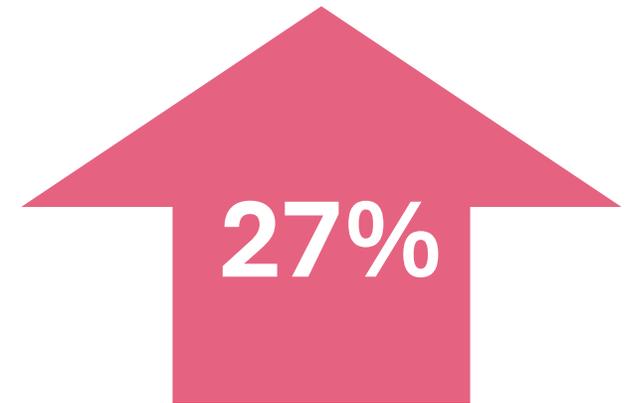


GREATER PALM SPRINGS

TOTAL
SHORT
TERM
RENTAL
PERMITS

City	# Permits
Cathedral City	118
Desert Hot Springs	311
Indian Wells	59
Indio	1,152
La Quinta	1,352
Palm Desert	995
Palm Springs	2,871
Rancho Mirage	0
Riverside County	234
Coachella	325

7,417 permits



increase
since 2020

Q4 2025 PACE

ADR ⓘ			Adjusted RevPAR ⓘ		
\$443 primary	▲9%	\$405 compare	\$80 primary	▲1%	\$79 compare
Adjusted Paid Occupancy % ⓘ			Avg. Length of Stay ⓘ		
18.1% primary	▼8%	19.6% compare	5.7 primary	▼7%	6.2 compare

Q4 ADR

Scottsdale	\$235
Phoenix	\$198
Las Vegas	\$185
Big Bear	\$207

Congratulations!

"Coachella 2026 is sold out three days after passes go on sale." — LA Times

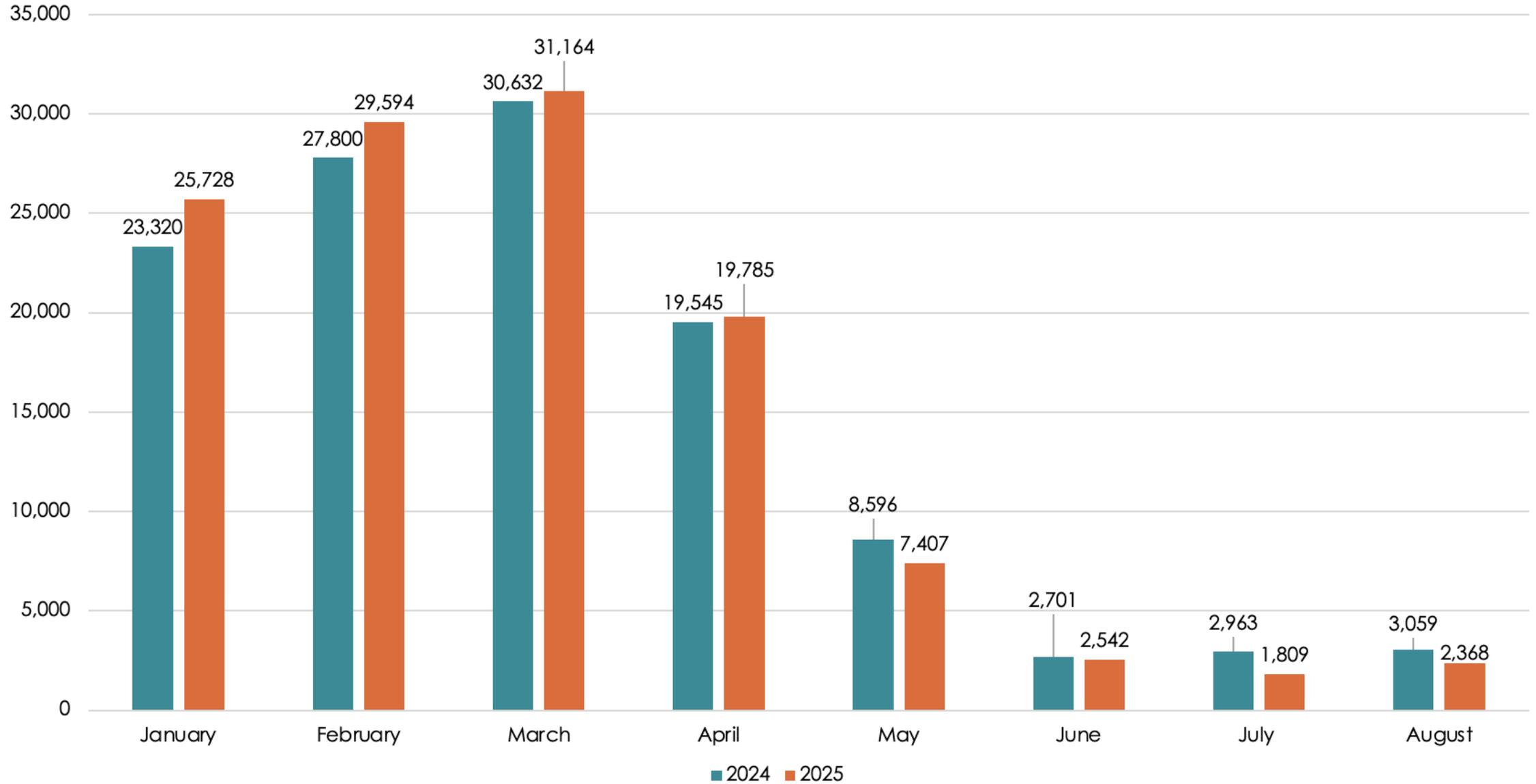
"A lineup that includes Justin Bieber's first concert since 2022 helped the long-running Southern California festival sell out in roughly three days." —Billboard



JANUARY – APRIL 2026 PACE

ADR ⓘ	Adjusted RevPAR ⓘ
<p>\$477 primary</p> <p>▲26%</p> <p>\$378 compare</p>	<p>\$113 primary</p> <p>▲34%</p> <p>\$84 compare</p>
Adjusted Paid Occupancy % ⓘ	Avg. Length of Stay ⓘ
<p>23.7% primary</p> <p>▲7%</p> <p>22.2% compare</p>	<p>10.7 primary</p> <p>▼26%</p> <p>14.4 compare</p>

Monthly Canadian Deplanements



PSP ARRIVING CANADA SEATS – SEASONS 2025 & 2026



Month	YoY % Seat Change	YoY Seat Count Change
November	-8.6%	-2,703
December	-6.2%	-2,058
January	-5.7%	-1,880
February	-16.0%	-5,698
March	-16.2%	-6,557
April	-8.5%	-2,777

Note: November & December 2025 vs. 2024 and January-April 2026 vs. 2025

Based on 9/25/25 schedule data, subject to change; Schedule data via Diio Mi by Cirium

ARRIVING CANADA SEATS – SEASONS 2025 & 2026

Month	PSP YoY % Seat Change	California YoY % Seat Change	PHX YoY % Seat Change	LAS YoY % Seat Change	Florida YoY % Seat Change
November	-8.6%	-9.8%	-10.4%	-34.8%	-12.5%
December	-6.2%	-9.6%	-13.2%	-32.2%	-16.4%
January	-5.7%	-9.1%	-17.8%	-31.9%	-12.1%
February	-16.0%	-13.0%	-30.4%	-30.7%	-14.7%
March	-16.2%	-8.2%	-27.6%	-31.7%	-18.6%
April	-8.5%	-7.4%	-21.6%	-21.1%	-9.9%

Note: November & December 2025 vs. 2024 and January-April 2026 vs. 2025

Based on 9/25/25 schedule data, subject to change; Schedule data via Diio Mi by Cirium

2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

Visitor Profile



28%

First-Time Visitor



55

Median Age



2.9

Travel Party Size



4.2 (hotels) / 13.8 (STVR)

Length of Stay



50%

Travel as a couple



12%

Travel with children



11%

Have additional support needs



19%

LGBTQ+

2025 VISITOR INTERCEPT STUDY

(Q2 RESULTS)

Visitor Profile



30%

First-Time Visitor



45

Median Age



3.5

Travel Party Size



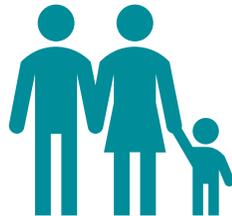
3.7 (hotels) / 7.3 (STVR)

Length of Stay



40%

Travel as a couple



17%

Travel with children



11%

Have additional support needs



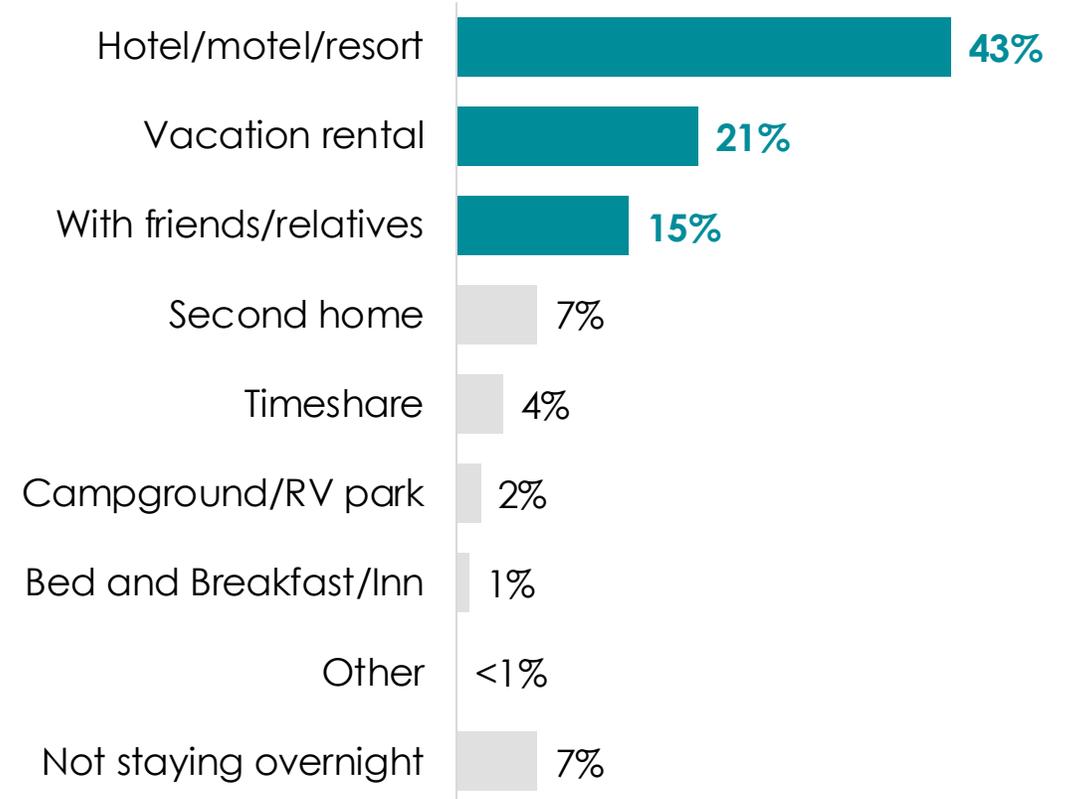
19%

LGBTQ+

2025 VISITOR INTERCEPT STUDY

Lodging Preference

- Over **2 in 5** visitors stayed in a **hotel/motel/resort** during their trip to the Greater Palm Springs area
- Over **1 in 5** visitors stayed in a **vacation rental**
- **15%** of visitors stayed **with friends/relatives**
- Visitors stayed in the Greater Palm Springs area for about **8.7 nights** on average



2025 Economic Impact of Vacation Rentals

Short-term vacation rental (STVR) spending, jobs, and income impacts in Coachella Valley



\$907M

Visitor
Spending

The \$907 million in STVR visitor spending corresponds to \$2.6 million per day in visitor spending, on average.



\$1.1B

Total Business
Sales

Direct STVR visitor spending supported \$1.1 billion in total business sales when indirect and induced impacts are included.



4,422

Total Part-Time
and Full-Time
Jobs

The number of total jobs sustained by STVR visitors.



\$126M

Total State &
Local Tax
Revenues

The \$126 million in state and local taxes generated by STVRs would cover the average salaries for 719 firemen, 700 police officers, or 1,600 teachers in the Coachella Valley.

2024 MARKETING RESULTS

30B+ total impressions generated



2.2M

television spots



2.9M

website users



14M

convention
sales impressions



16.7M

social media
video views

SUMMER MEDIA PLAN PROGRAMS



out-of-home /
television



online travel
agencies (OTAs)



digital



content



social



Tripadvisor

TRAVELZOO



Basis
Technologies



Cadent



TIKI

NATIVO

LOCALE

EDGEMEDIA NETWORK

LAVENDER

Sunset

Fodor's

PALM SPRINGS LIFE



YouTube

2025 SUMMER CAMPAIGN

GETAWAY OFFERS



30% OFF YOUR 7 NIGHT STAY

ACME House Company Vacation Rentals
Sun-Soaked Summer Savings Book Any 7+ Night Stay & Get 30% Off Valid for Stays...

[READ MORE >](#)



GET 10% OFF YOUR STAY OF 7-NIGHTS

Endless Summer House Indio - Family Friendly Paradise!
Get 10% off your stay when you book a week at Endless Summer House! We offer direct...

[READ MORE >](#)



25% OFF & WAIVED AMENITY FEE

The Saguaro Hotel & Pool
Summer of Color Yes to the sun and the splash at Saguaro Palm Springs. This summer...

[READ MORE >](#)



THE GROWN-UP GETAWAY

Thompson Palm Springs
Treat yourself to a stay in Upper Stories, their 21 and over retreat designed for...

[READ MORE >](#)

[SEE ALL GETAWAY OFFERS >](#)

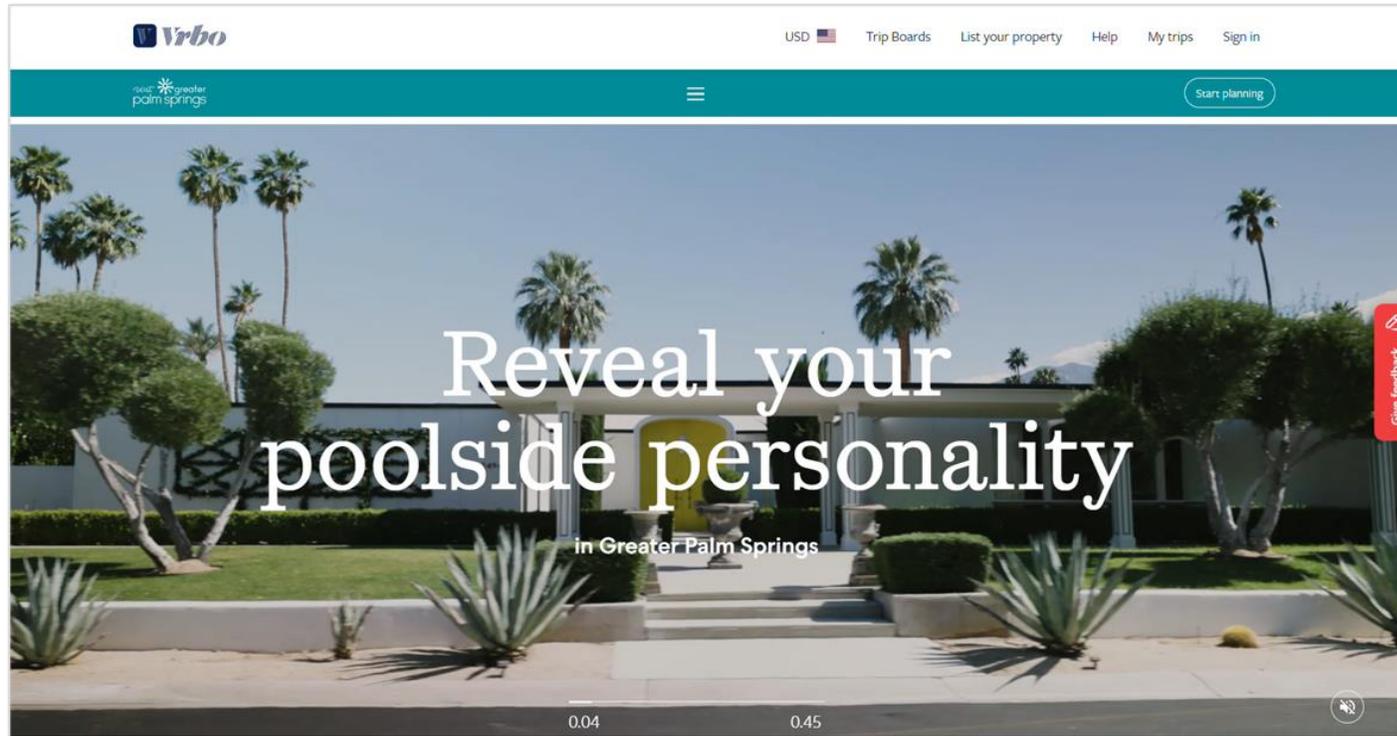
4.8B impressions

525K STVR

1.8K STVR LINKS



VRBO SUMMER VACATION RENTAL CAMPAIGN



18K
vacation
rental nights

6.1M
impressions

\$10.4M
revenue



VRBO - BEAUTIFUL DESTINATIONS

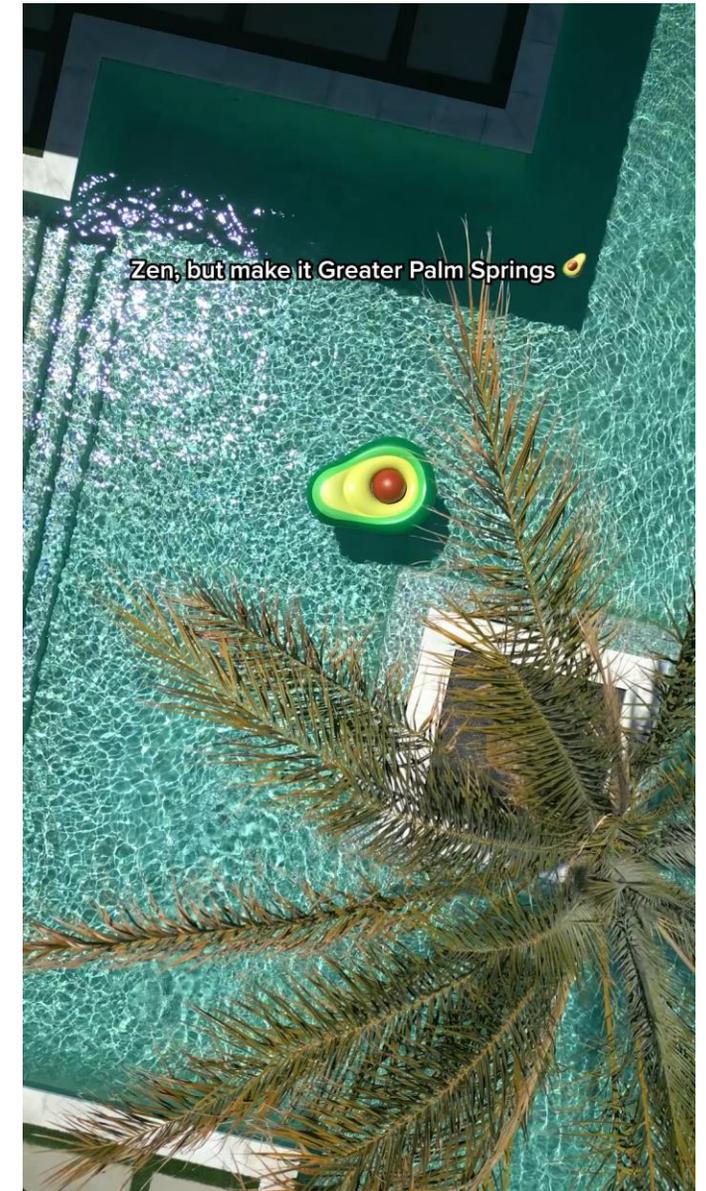
As part of the overall VRBO summer vacation rental campaign, **Beautiful Destinations** created custom content promoted to their 25M+ Instagram followers.

The campaign included:

- A 3-day itinerary reel on Instagram, Facebook, and TikTok.
- 6 “pool floatie” themed videos highlighting locations and partners throughout the destination, posted on our @visitgreaterps Instagram channel.

10.7K
engagements

785K
video views



EXPEDIA – SOCCER CO-OP

- **Expedia Soccer World Championship Co-Op** campaign promotes bookings to participating Southern California destinations around June soccer events.
- As Expedia's primary sponsor of the program, Greater Palm Springs receives **top placement on the custom landing page** along with digital and social ads promoting the campaign.



Co-op campaign turns soccer fever into SoCal stays

Discover how three iconic Southern California destinations got in the game and convinced soccer fans to visit for the world cup event.



Score big in Southern California

The FIFA Club World Cup 2025 is bringing the world's best clubs to Pasadena's iconic Rose Bowl Stadium—but why stop there? Southern California isn't just about world-class soccer; it's a vibrant destination packed with adventure, culture, and unforgettable experiences.

Before, during and after the action-packed matches, take your trip to the next level by exploring three of SoCal's must-visit destinations.

Kick it in Greater Palm Springs, Buena Park, and Santa Ana—SoCal's ultimate travel lineup. Pass, shoot, and score an epic getaway beyond the game.



Greater Palm Springs

Escape your ordinary

Discover Greater Palm Springs, where adventure awaits at every turn — and where your stay is as unforgettable as your surroundings. Whether you're exploring surreal landscapes, floating the day away in a sparkling pool, dining at world-class restaurants, relaxing in hot mineral springs, or immersing yourself in rich culture and heritage, this Southern California oasis offers something extraordinary for everyone.

\$3.8M
revenue

3.9M
impressions

12K
nights

LGBTQ+ SUMMER CAMPAIGN



3.2M impressions

3.7K clicks



LAVENDER

USA TODAY

EDGE MEDIA NETWORK

LGBTQ+ SUMMER SOCIAL CAMPAIGN

3.6M
impressions

7.6K
engagements

3.6K
clicks



Social campaign **geofencing** throughout the summer including Provincetown, New York, Los Angeles, Chicago, San Francisco, Washington D.C., and San Diego.

Users are served geotargeted and retargeting ads across digital and social platforms throughout the summer, aligning with Pride celebrations and LGBTQ+ events in these destinations.

IGLTA GLOBAL CONVENTION

October 21-25

600+ attendees registered (31 countries)

- Osaka (2024) same weeks out: 361
- Puerto Rico (2023) same weeks out: 392



Welcome Reception



Voyage Fundraiser



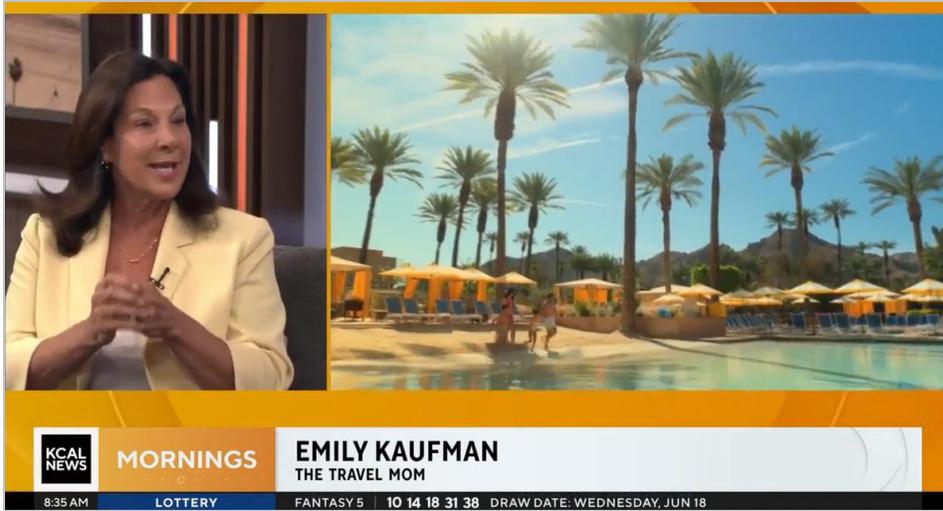
- **Largest and longest-running** LGBTQ+ tourism convention worldwide

SUMMER MEDIA ENGAGEMENT

24
Media in
Market

270
Articles
Published

139
Media
Connects



Visit Greater Palm Springs Attribution Benchmarks



Arrival Window: June-August 2025

1.3M

Unique Panelists

2,789

Arrival
Sample

42%

Arrival
Lift

(Benchmark 24%)

48%

Stay Lift
Lift

(Benchmark 9-10%)

202%

Out of State
Arrival Lift

FALL MEDIA PLAN PROGRAMS



out-of-home /
television



online travel
agencies (OTAs)



digital



content



social



Tripadvisor



LOCALE



PALM SPRINGS LIFE



ESCAPE YOUR ORDINARY CAMPAIGN



ESCAPE YOUR ORDINARY

visit 
greater
palm
springs



ESCAPE YOUR ORDINARY

visit 
greater
palm
springs



ESCAPE
YOUR
ORDINARY

visit 
greater
palm
springs



An extraordinary escape

Endless sun, rich culture, and surreal landscapes await in Greater Palm Springs.

SPONSORED CONTENT



Escape Your Ordinary in Greater Palm Springs

Endless sunshine, sparkling pools, and surreal landscapes await in Greater Palm Springs.

By [Visit Greater Palm Springs](#)

[Learn More](#)

ESCAPE YOUR ORDINARY



SUNSET MAGAZINE

Sunset

Sunset Magazine is a vacation rental-dedicated program including content articles, digital display ads, social media, and e-newsletters.



Written by
Sunset in
Partnership with
**Visit Greater Palm
Springs**
April 26, 2024

Share this story

In Greater Palm Springs, finding the perfect vacation isn't just about where you go—it's about where you stay. And while we love a hotel, a vacation rental home is the most immersive way of experiencing the full Greater Palm Springs lifestyle that its lucky denizens, celebrity residents, and savvy travelers have relished for years. This sunny, stylish Southern California destination is dotted with distinctive homes—from architecturally significant to resort-level spa retreats—that let you live the dream, not just visit it. Whether you're drawn to vintage charm, wellness vibes, or laid-back elegance, there's a home that fits your fantasy. Want to spend mornings meditating poolside, afternoons perusing art galleries, or evenings watching the sun dip behind the mountains from your private terrace? Choose the right rental, and everything else falls into place. The architecture of the region is as diverse as the travelers who visit, each style offering a unique way to experience the magic of the Coachella Valley. Below, discover three distinct ways to build your sun-drenched escape around your [dream home base](#).

Midcentury Modern Meets Culture, Dining & Fun



For fans of clean lines, glass walls, and an Instagrammable pool, a midcentury modern home is the ultimate light-filled setting. These homes are designed for indoor-outdoor living, with open layouts that invite conversation, celebration, and a few golden hour selfies. Ideal for couples, stylish solo travelers, or friend groups looking for a cool and curated escape, these rentals are as much about the vibe as the view. Take this [two-bedroom Palm Springs gem](#)—a perfect example of vintage style and modern comfort, with pops of color, retro furniture, and a dreamy backyard. Or go big with [5 Palms Estate](#), a modernist showpiece that balances architectural elegance with a playful sense of luxury.



The Latest



FOOD & DRINK

A Delishious List of All the New Trader Joe's Fall Products



DECORATING & DESIGN

This Family Added an ARI to the Front of Their Home to Create a Multi-Generational Compound

FOOD & DRINK

This Is How to Turn the Most Basic Dish into a Work of Art, According to a Chef

FOOD & DRINK

The 5 Best Cafes to Enjoy This Fall

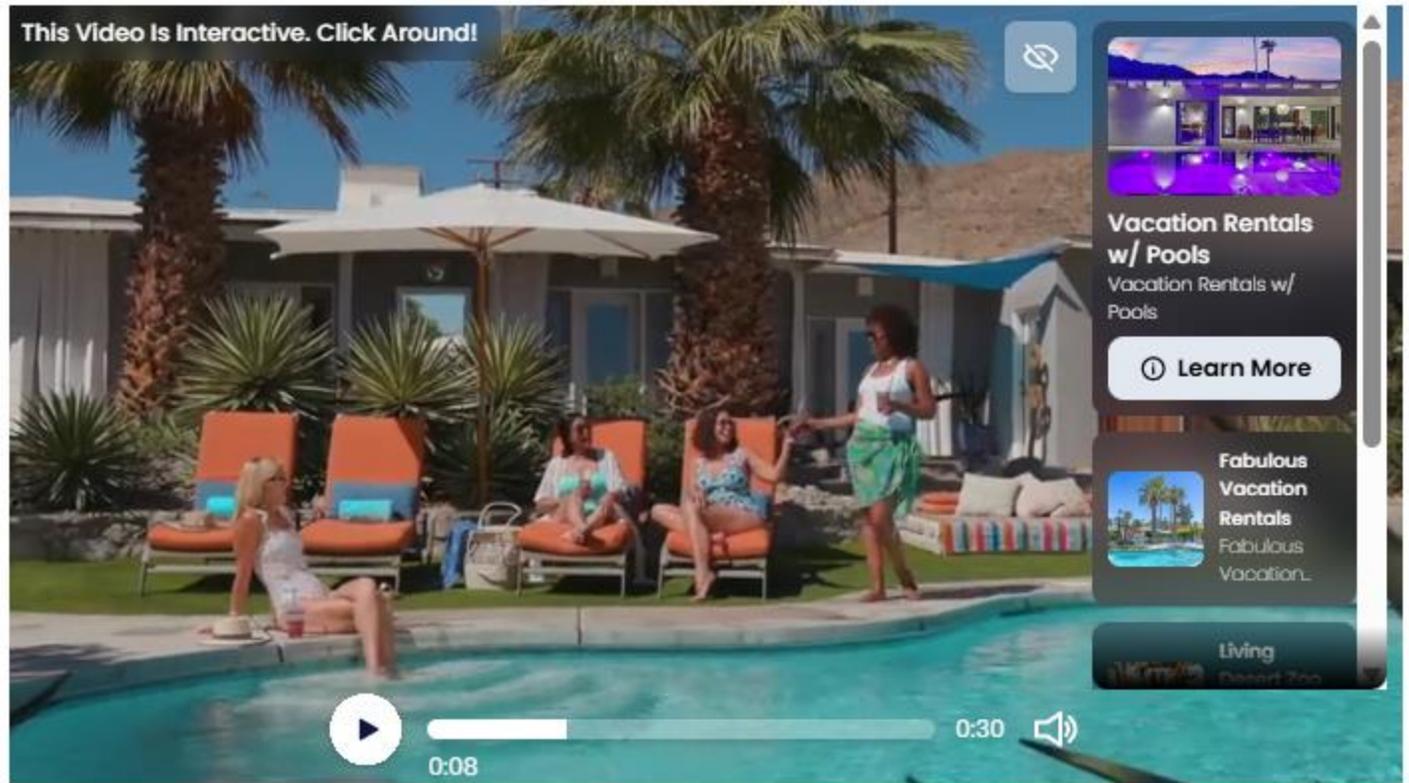
CLICKTIVATED



Clicktivated is an interactive video program that allows users to click on video content as it plays.

Our :30 vacation rental dedicated spot was utilized and is embedded on the [Vacation Rental places to stay page](#) on the VGPS website, linking to relevant listings and blog content featured in the video.

WATCH OUR INTERACTIVE VIDEO



FALL DIGITAL PROGRAMS – LONELY PLANET



Fall campaign with **Lonely Planet** will include a custom social media video produced by a content creator in the destination as part of their “Best Day Ever” series, supported by both organic and paid promotion on Meta and TikTok.

A custom weekend **itinerary article** will also be produced to run on Lonely Planet’s website, with a social media carousel post to further amplify the content.



DIGITAL PROGRAMS – WEATHER ADS

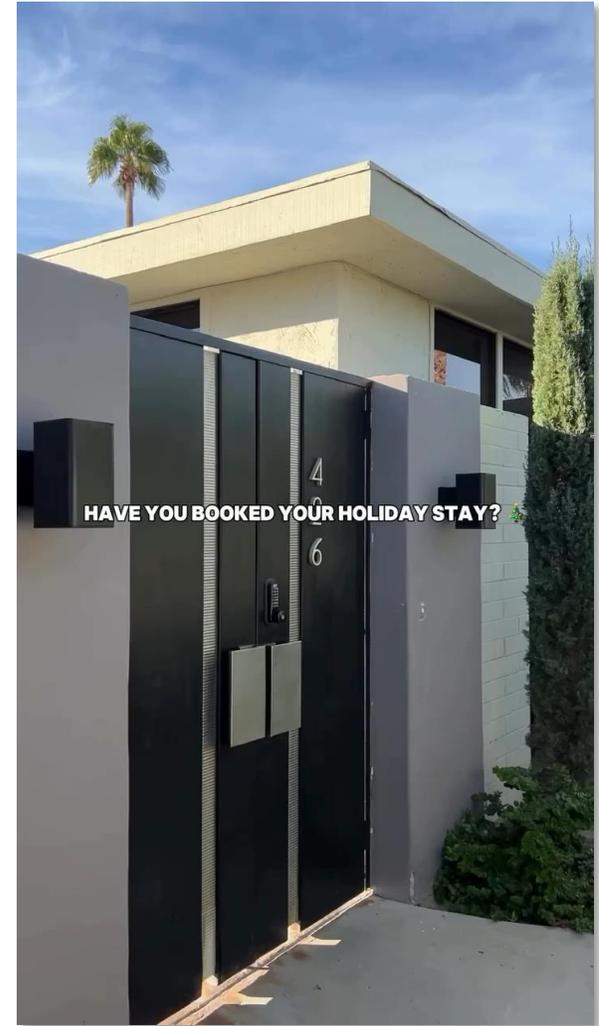
**The
Weather
Channel**

Weather-triggered digital ad campaign target seasonal markets during the fall/winter months.

Markets: Chicago, Minneapolis, New York, Washington D.C., Boise, Denver



SOCIAL MEDIA



INTERNATIONAL CAMPAIGNS



Continuing ongoing efforts in the **UK and Ireland** with an increased focus on optimizing campaigns towards consideration and conversions, along with potential addition of advertising efforts in the **German** market.



Optimized audience programs, which utilize Brand USA's first party data, will target travelers in the UK, Mexico, Germany, France, and Canada with digital campaigns beginning this Fall through Spring 2026.



NEW A program with **AIR MILES**, Canada's most recognized loyalty program (9.4M participants) will utilize paid media, email marketing, and a custom landing page to inspire travelers during the planning and booking stages. Launches in November 2025.



NEW A program with **PriceTravel**, one of Latin America's most popular OTAs, will target travelers in Mexico with a 3-month multi-platform campaign to increase exposure of Greater Palm Springs within the Mexico market.

WHERE YOU SHINE CAMPAIGN



“**Where You Shine**”, focusing on our destination’s inclusive, welcoming, and inviting reputation, where individuals can “shine” as their authentic self.

This includes digital and print assets as well as :30 television/video spots.



The Den

Palm Springs, CA, 92262
(760) 459-2333



Endless Summer House Indio - Family Friendly Paradise!

Indio, CA, 92201
(213) 220-0077

QUICK VIEW



Hidden Haven - 4 Ensuite King Bedrooms, Pool Table, & Fire...

Palm Springs, CA, 92264
(866) 840-9552

QUICK VIEW



3/BDR Private Oasis, Pool | Spa

La Quinta, CA, 92253
(808) 741-0080

QUICK VIEW

Over **19k** referrals in 2025!

Post Your Listing and Offers on VisitGreaterPalmSprings.com



Links to your preferred booking site or method



Include images, description, and amenities



Post special offers to our getaways page

FALL DIGITAL PROGRAMS - TRAVELZOO



Travelzoo's fall partner deals page features Greater Palm Springs content and offers.

Landing page is promoted via targeted e-mail blasts to Travelzoo's subscriber base as well as a cost-per-click campaign.

FEATURED DESTINATION:
Greater Palm Springs

f X ✉

FIND YOUR OASIS ARTS & CULTURE SPAS OUTDOOR ADVENTURE VIDEO GALLERY

From world-famous festivals to unique murals and sculptures, Greater Palm Springs is an oasis of art of all forms. Soak up the local scene with a visit to artist galleries and museums like Cabot's Pueblo Museum. Take a guided architecture tour to learn about midcentury modern gems designed by renowned architects like Donald Wexler.

LEARN MORE

ATTRACTIONS DINING STAY IN THE LOOP PLACES TO STAY ESCAPE YOUR ORDINARY

The screenshot shows a landing page for Greater Palm Springs. At the top, it says 'FEATURED DESTINATION: Greater Palm Springs' with social media icons for Facebook, X, and Email. Below this are five navigation tabs: 'FIND YOUR OASIS', 'ARTS & CULTURE' (which is highlighted with a blue circle), 'SPAS', 'OUTDOOR ADVENTURE', and 'VIDEO GALLERY'. The main visual is a large mural on a brick wall with two women walking in front of it. The mural features vibrant geometric patterns in teal, yellow, pink, and black, including a stylized palm tree and a mountain. To the right of the mural is a text block describing the destination's art scene, with a 'LEARN MORE' button. At the bottom, there are five small image thumbnails with labels: 'ATTRACTIONS' (giraffe), 'DINING' (people at a table), 'STAY IN THE LOOP' (palm trees), 'PLACES TO STAY' (resort pool), and 'ESCAPE YOUR ORDINARY' (poolside lounge).

AIR SERVICE DEVELOPMENT STRATEGIES

1. Grow **year-round service** to major hub airports
2. Try to **extend seasons** for key hub routes
3. Pursue **new seasonal nonstop markets**
 - New Nonstop Service to NY on Alaska Airlines and Delta
4. PSP Expansion - gather support from Airlines for **international service**
 - Mexico
 - Additional Canadian Markets
 - Europe / London



AIR SERVICE WINS

Palm Springs International Airport (PSP) has been busy welcoming **new routes**:

- **Alaska** - **Santa Rosa** (STS) Oct. 26
- **Delta** - **Austin** (AUS) on Nov. 15
- **Southwest** - **Chicago-Midway** (MDW) on Nov. 22
- **United** - **Newark** (EWR) on Dec. 18
- **American** - **Charlotte** (CLT) on Dec. 20



Additionally, carriers have announced the following **additional capacity** and **earlier start dates**:

- **Delta** - **Atlanta** (ATL) on Nov. 1 (Dec. 21 in 2024)
- **Delta** - **New York** (JFK) on Nov. 8 (Dec. 21 in 2024)
- **Frontier** - **San Francisco** (SFO) on Sep. 5 (Dec. 12 in 2024)
- **United** - **Houston** (IAH), **Los Angeles** (LAX) and **San Francisco** (SFO) in November

GREATER PALM SPRINGS LEGISLATIVE PLATFORM

2025

Champion key initiatives outlined in the **2025 Legislative Platform:**

- Tourism & Short-term Rentals
- Transportation & Infrastructure
- Workforce Development
- Higher Education
- Housing
- Economic Development

Engage with **Blue Zones initiatives**

Pursue funding for priority initiatives

- Amateur Sports Complex
- Full 4-Year University
- Airport Expansion
- Shade Projects
- Infrastructure Improvements

Explore hosting an event to bring the **Inland Empire Caucus** to the Coachella Valley

LOCAL STVR CAMPAIGN

TRIO



Business is booming and because of vacation rentals it's helping my whole life, my staff's life, and everybody else's life.



— Tony Marchese
TRIO

ONE
Coachella Valley
SHORT-TERM RENTALS
LONG-TERM BENEFITS

Learn More

EL TURISMO QUE IMPULSA NUESTRA ECONOMÍA LOCAL



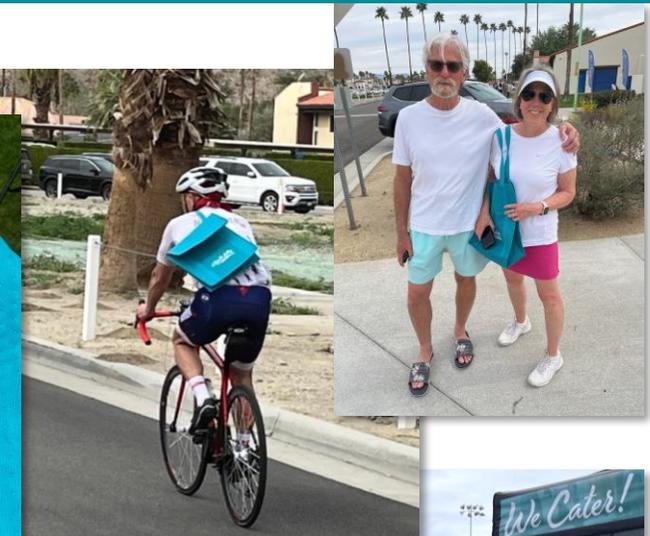
Conocer a visitantes que regresan para apoyar nuestro establecimiento es muy gratificante. Gran parte de nuestro éxito se lo debemos a los alquileres vacacionales a corto plazo que fortalecen la industria hotelera del Valle.



— 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 Billboards



Vinyl Billboard @ 1-10 & Washington Street

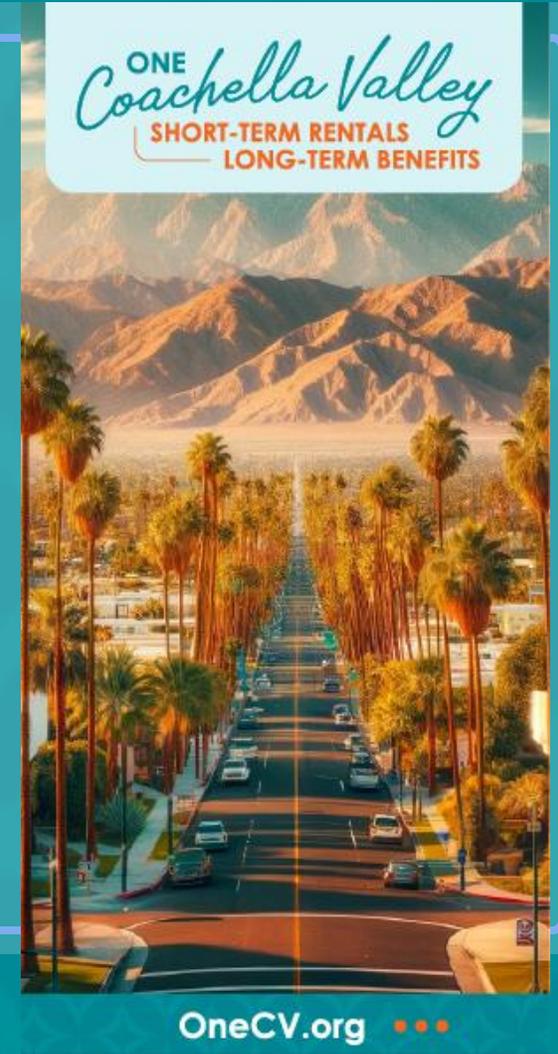


Digital Billboard @ Hwy 111 west of Frank Sinatra

Advertising Campaign

Pocial

- A variety of targeted digital ads across the internet



OneCV.org

Palm Springs Life

Palm Springs Life Magazine

- Full two-page article detailing benefits of vacation rentals
- Accompanying full-page email blast and banner ad
- Print magazines available for all stakeholders

SPONSORED



THE SURPRISING POSITIVE BENEFITS OF SHORT-TERM VACATION RENTALS

Since Hollywood's Golden Era, when stars such as Bob Hope and Frank Sinatra flocked to the desert, the Coachella Valley has beckoned visitors to escape to the serenity of its glistening swimming pools and breathtaking mountain vistas.

Over the years, the miles of lush fairways and scenic open spaces have been joined by vibrant events and attractions, luxurious resorts and spas, world-class culinary and retail experiences, and a growing year-round resident population. With that growth has come significant quality-of-life and economic benefits for residents, as well as the challenges of expanding infrastructure to meet demand.

Short-term vacation rental properties offer visitors a private desert experience with all the comforts of home. Guests can come for fun in the sun and to participate in the area's signature events, also shop, dine, visit attractions, and use ground transportation — all lifting the local economy.

Visitors' growing interest in and access to short-term rentals has also presented opportunities and challenges for the cities of the Coachella Valley. All of the cities have committed extensive time, research, community input, and hard work over the years, resulting in ordinances that strive to ensure vacation rentals are regulated, operate harmoniously, and maintain the quality of life within their neighborhoods.

As a result, short-term rental activity supported \$1.1 billion in economic impact in 2023 alone, and more than 4,500 local jobs, both directly (property management, maintenance, housekeeping) and indirectly (restaurant, retail, and attraction employees), according to a study from Tourism Economics, an Oxford Economics Company, in 2024.

The transient occupancy tax (TOT) that short-term rental guests pay helps fund public services and amenities — including public safety, well-maintained roads, and excellent parks and schools — that residents would otherwise have to shoulder themselves via higher taxes. It's no surprise that 72 percent of the local population described themselves as pro-vacation rental in a survey commissioned by Visit Greater Palm Springs, the region's official tourism marketing agency.

During the population swell of peak season, the marketplace often falls short of the traditional hotel accommodations needed for the influx of visitors. Vacation rentals boost capacity, ensuring the Coachella Valley can comfortably welcome the tens of thousands who travel here for events such as Modernism Week, the BNP Paribas Open tennis tournament, the Coachella and Stagecoach music festivals, and other major events.

"It's all about balance," says Davis Meyer, Vice President of Government & Industry Relations for Visit Greater Palm Springs. "When you look at our region overall, the Coachella Valley has strived to achieve that balance — listening to residents, creating ordinances that allow for short-term rentals, while also requiring permits and putting rules into place."

Education also plays a vital role in finding that balance within communities. Visit Greater Palm Springs partners with Rent Responsibly, an education and community-building platform, to offer short-term rental operators training and resources — including a communication template to help them engage with guests — to professionalize and elevate the standard of vacation rental operations.

Short-term rentals are an important factor in the region's economic growth, fueling small businesses such as restaurants and retail establishments and helping to fund community services. With ongoing education for hosts, well-crafted city ordinances, consistent enforcement, and a focus on the needs of residents, short-term rentals will continue to positively impact the local quality of life.

For more information, visit [OneCV.org](#).

Clockwise from left: Visitors to the area frequent The Gardens at El Paseo and The Living Desert Zoo and Gardens in Palm Desert and Indian Wells and Farm restaurant and the Indian Canyon in Palm Springs.

14 VISION 2024-2025 GREATER PALM SPRINGS 2024-2025 GREATER PALM SPRINGS VISION 15

Palm Springs Life



— SPONSORED —

Short-Term Rentals Grow the Valley

Short-term vacation rental properties offer visitors a private desert experience with all the comforts of home. See how short-term vacation rentals benefit the community.

- [Palm Springs Life – Digital Article](#)
- Daily Guide eNews (left) – emailed to nearly 50K opt-in residents across the Coachella Valley
- Physical PS Life copies available for all stakeholders

El Informador

El Informador del Valle

- Half-page ad targeting Hispanic demographics
- Accompanying social media ad
- Upcoming Spanish video ad will be featured on Social Media



SIXTH STREET COFFEE

El negocio va bien cuando tenemos muchos turistas que vienen a través de alquileres vacacionales. Podemos ver muchas caras diferentes y hacer nuevos amigos.

— Steve Garcia
Sixth Street Coffee

Aprende más
OneCV.org

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

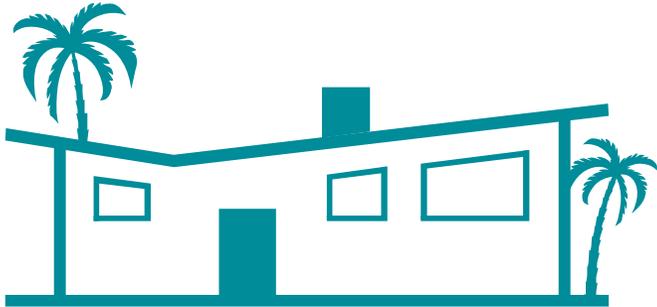
Alpha Media/KUNA-FM

Radio Ads

- English radio ads featured on Mix 100.5 (KPSI FM - Alpha Media)
- Spanish radio ads featured on La Poderosa 96.7 (KUNA FM)



VACATION RENTAL SENTIMENT



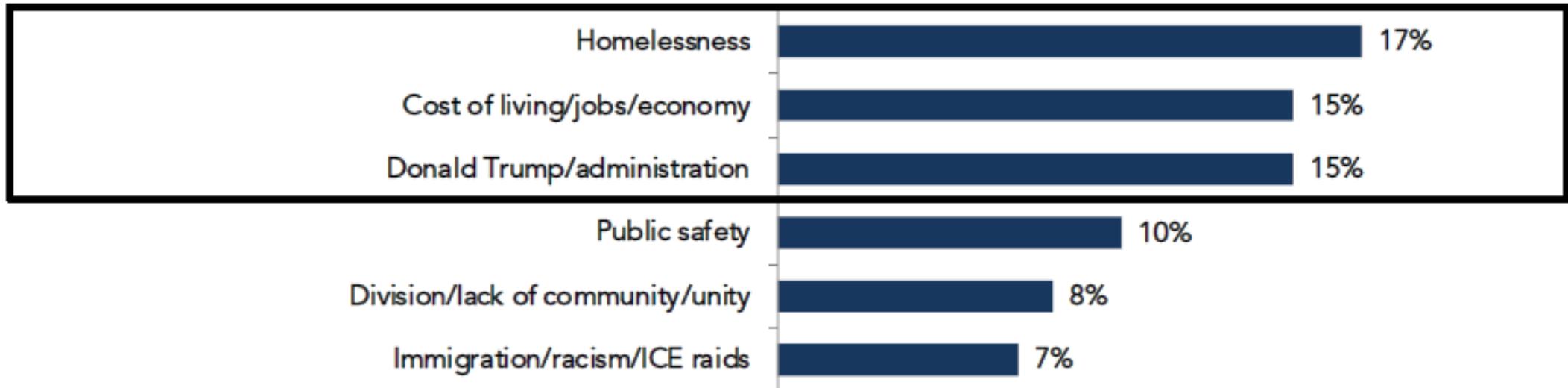
Q. In general, do you support or oppose welcoming responsible Short-Term Vacation Rentals, otherwise known as SVTRs in Palm Springs?

89% Support
(strongly or somewhat)

Up from 82% in 2023 Survey

VACATION RENTAL SENTIMENT

Q. In your own words, what do you feel is the most important issue facing your community today?



PANEL

Moderator: David Krauss, Rent Responsibly

- Steven Anderson, Vrbo
- Jimmy Repp, Cohost of the Desert
- Jonathan Wicks, Well & Good
- Kenny Cassady, Acme House Co. & VRON-PS

ROUNDTABLE DISCUSSIONS

These sessions are designed to spark meaningful conversations, share best practices, and generate actionable ideas to strengthen the vacation rental industry across Greater Palm Springs.

How It Works:

20 minutes to discuss each assigned topic

One person to take notes

One Person to serve as spokesperson

At the end of the session, each group will have a few minutes to report out their key takeaways, challenges, or ideas to the full room.

- Round 1 - 20 min
- *Switch topics*
- Round 2 - 20 min

Report out - 10 minutes

Facilitators:

Boosting Bookings – Jimmy Repp

Regulations – Kenny Cassady

Listing Optimization – Steven Anderson

Property Care – Jonathan Wicks

Guest Experience & Reviews – Davis Meyer

STAY ENGAGED

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greaterpalmsprings.rentresponsibly.org

MyGreaterPS.com

Listings, guides, maps, and TBID: **josh@visitgreaterps.com**

Other questions? **Davis@visitgreaterps.com**