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News Release

Contact: Amy Blaisdell  
Communications Director  
City of Palm Springs  
(760) 323-8250

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## Palm Springs Tourism Experiencing Record Highs

March 12, 2014

Palm Springs tourism is booming and for the eleventh month in a row the City's transient occupancy tax is at record levels compared to the same time from previous years, according to numbers recently released by the City's Finance Department.

The transient hotel occupancy tax took in nearly \$1.8 million in January 2014, a **23.6 percent increase** from the same time last year.

This is due in part to conventions and hugely successful special events in town like the Palm Springs International Film Festival and the City's innovative Hotel Incentive Program, implemented in 2008, which has led to multi-million dollar renovations of key lodging properties like the Hilton Palm Springs, the Renaissance Hotel, the Riviera Resort, Ace Hotel & Swim Club, Hyatt Palm Springs, Colony Palms, Saguaro and the new Hard Rock Hotel. In addition, new up and coming properties, currently under construction, like the Arrive Hotel and the new J.W. Marriott Autograph will benefit from the Incentive Program.

Vacation rentals also continue to play an important role in the City's economic success, comprising about 17 percent of TOT collection in January, up **27.5 percent** from the same time last year.

"The City of Palm Springs is experiencing a historic renaissance as the hippest, most happening resort destination in Southern California and beyond and the fact that TOT is up 60 percent since the beginning of the Great Recession is simply amazing," said Mayor Steve Pougnet, who added that this success is due largely to the Hotel Incentive Program.

"These spectacular hotel renovations have transformed Palm Springs – and with the upcoming arrival of the new Kimpton Hotel in downtown, our city has brilliantly succeeded in refreshing the brand," said Pougnet. "I want to thank our hard working tourism and hospitality partners for their continued dedication to promoting the magic of Palm Springs to every generation of resident and visitor. We truly are like no place else."

