



January 2025
TBID Meeting Monthly Report

Executive Summary

“Book Now” Revenue Model: December 2024 closed out with “Book Now’s” **up just over 27% from December 2023** (1490 compared to 1172). Year-to-date booking are **up 76%** over 2023.

TOT Revenue. Nov. '24 revenue saw a **decrease of 1% over Nov '23, and an increase of 23% over Nov '22**. Fiscal revenue to date for 2024-25 was **down ~\$20k** over previous fiscal year, but **up ~\$19k** over '22-'23 FTD.

Website Updates:

- Special Offers page updates along with hotel page updates. Troubleshoot/fix social media feeds.
- New landing pages for New Flight Markets created. A/B testing messaging.
- Website redesign with LDA Interactive ongoing, design layouts provided to web team for review. Meeting on CRM to new site connection held.
- Landing Pages for Diversions, Weddings, and Meetings/Conventions in development

Photography & Video: Walk of the Inns photos taken. Video tour of Lucille, Amin Casa, Skylark and Stardust recorded and in editing.

Social Media:

- Facebook followers are **up 24% YOY**; Instagram followers are **up 36.6% YOY**
- **28,170** Youtube views (**+12% MoM**), with **14.8k** impressions (**-16% MoM**), and **25,005 viewers** to the channel (**+11% MoM**).
- TikTok is now live with 271 followers in the first six weeks. The Hotel Limon Video has almost 5k views already.. We have secured our handle for BlueSky social. MuckRack is adding Blue Sky handles to its database.

Newsletters: **Boutiquely Palm Springs Consumer** newsletter has **30,507** subscribers (+**2,103** net in Dec). Beginning in November we started sending the enews monthly issue twice with the second send to non-openers. Lingering impacts on open rate of **7.4% (-18.1% MoM)** with a click through rate of **0.36% (-7.8% MoM)**. The unsubscribe rate remained low at **0.22%**.

Media relations: 58 stories included Palm Springs boutique hotels since the last board meeting. A walk of the Inns press release went out over the wire with 146 pick ups.

VisitGreaterPalmSprings.com Paid Ads: Significant increase in impressions in December, but little/no impact on clicks and click through rate. Agency will evaluate with the GPS bureau team to determine changes or continuation.

Research: The non-visitor survey from direct-flight markets has been analyzed by Greg Timpany and reviewed by agency and Michael. Agency is working on formatting the complete report and a Hotelier Version that will provide considerations and recommendations.

Artist in Residence We are awaiting a proposal from Palm Springs life to handle several components of the project. Kim is working on the budget details. A list of grants has been developed.

Walk of the Inns: Close to 2500 participants this year. See page 19 for details.

Kind Traveler: Kim met with Jessica Blotter, cofounder, to discuss options for TBID hotels. [KindTraveler](#) is a socially responsible traveler membership program that is underwritten by VGPS. Casa Cody is a member, Alcazar and The Thompson are considering it. See Page 8.

Hotel Update

On Market LoopNet™

- The Alexander, 10 rooms, \$2.589 million
- BlackHaus, 20 rooms, \$8.5 million
- The Velvet Rope, 9 rooms, \$5.5 million
- Azure Sky, 14 rooms, \$6.5 million
- Desert Sun, 33 rooms, \$6.29 million, (dropped)
- Canyon Club, 32 rooms, \$6 million
- Mahala, 15 rooms, \$5.1 million

Pocket Listings

- Inn at Palm Springs, 22 rooms, \$ 5.65 million.
- Rendezvous: Owner out of cash
- 310 hotel

Off Market/Unknown:

- Desert Riviera and Hotel California, 27 rooms (combined), \$9 million
- Coyote Inn, 7 rooms, \$2.85 million in escrow
- Caliente Tropics, 92 rooms, \$10.45 million
- Palm Springs Tuscany Manor: 16 rooms, \$3.9 million

Sold

- El Noa Noa, 8 rooms, Opening with a spa in February \$2.85 million
- Terra Palm Springs (was Barefoot Inn), 12 rooms, \$2.75 million
- All Worlds Resort \$6.7 Million

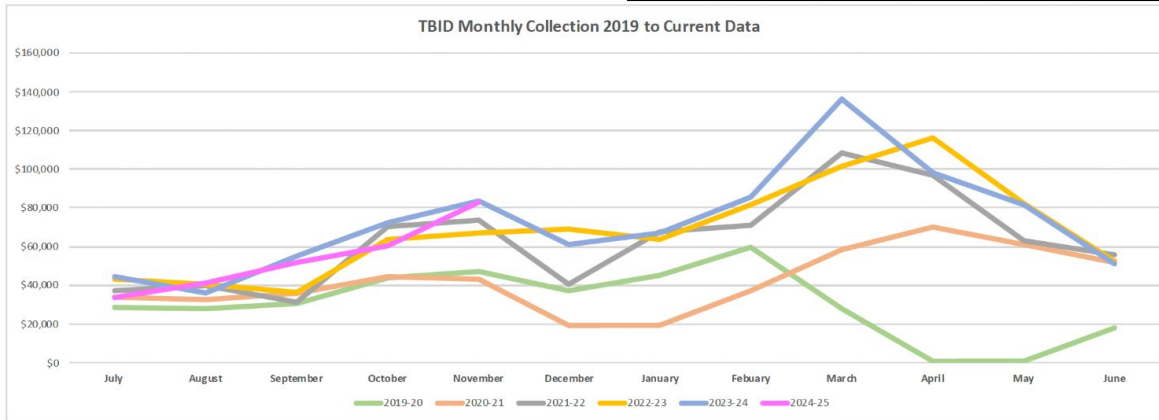
Estimated Revenue - December 2024

December key analytics:	Prior Year Same Time Period*
Total Book Now button actions: 1,490	Total Book Now button actions: 1,172
Total Deals Page button actions: 5,521	Total Deals Page button actions: 1,974
Total Visit Site button actions: 2,408	Total Visit Site button actions: 1,614
Estimated Potential Revenue: \$592,275	Estimated Potential Revenue: \$465,870
Fiscal Year to December 31 key analytics:	Prior Year Same Time Period*
Total Book Now button actions: 7,881	Total Book Now button actions: 4,486
Total Deals Page button actions: 113,775	Total Deals Page button actions: 11,138
Total Visit Site button actions: 12,727	Total Visit Site button actions: 10,466
Estimated Potential Revenue: \$3,132,698	Estimated Potential Revenue: \$1,783,185
Since Launch mid-July, 2017 key analytics:	
Total Book Now button actions: 68,455	
Total Deals Page button actions: 191,946	
Total Visit Site button actions: 164,484	
Estimated Potential Revenue: \$27,210,863	

TOT Collection

	July	August	September	October	November	December	January	February	March	April	May	June
2018-19	\$25,346	\$22,366	\$29,826	\$38,707	\$45,422	\$37,995						
2019-20	\$28,844	\$27,904	\$30,385	\$43,782	\$47,115	\$37,391	\$39,625	\$52,544	\$74,977	\$67,622	\$49,697	\$33,093
2020-21	\$33,519	\$32,567	\$36,061	\$44,408	\$42,877	\$19,216	\$45,391	\$59,612	\$27,629	\$864	\$777	\$17,888
2021-22	\$37,320	\$39,811	\$31,215	\$70,177	\$73,739	\$40,639	\$19,561	\$37,463	\$58,238	\$70,033	\$60,701	\$52,040
2022-23	\$43,317	\$40,387	\$36,298	\$63,708	\$67,184	\$68,703	\$67,819	\$70,893	\$108,339	\$96,474	\$62,927	\$55,557
2023-24	\$44,191	\$35,970	\$54,799	\$72,092	\$83,698	\$60,856	\$63,490	\$81,385	\$101,741	\$116,130	\$81,940	\$52,485
2024-25	\$33,692	\$41,353	\$51,807	\$60,615	\$82,811		\$66,862	\$85,276	\$136,167	\$98,066	\$81,332	\$51,281

FY 2018-19	FY 2019-20	FY 2020-21
\$517,219	\$367,581	\$506,684
FY 2021-22	FY 2022-23	FY 2023-24
\$754,910	\$816,768	\$870,590
YTD 2022-23	YTD 2023-24	YTD 2024-25
\$250,894	\$290,750	\$270,278
\$19,384	-\$20,472	
(over/under YoY)	(over/under YoY)	



November 2024 was **Down 1%** over November 2023.
 November 2024 was **Up 23%** over November 2022.

YoY revenue to date is **down ~\$20k** from last year and **up ~\$19k** from '22-'23 FTD.

2024-25 vs. '23-24	-24%	15%	-5%	-16%	-1%							
2024-25 vs. '22-23	-22%	2%	43%	-5%	23%							
2023-24 vs. '22-23	2%	-11%	51%	13%	25%	-11%	5%	5%	34%	-16%	-1%	-2%
2023-24 vs. '21-22	18%	-10%	76%	3%	14%	50%	-1%	20%	26%	2%	29%	-8%

Stash Rewards



Program To Date (January 21 2025)							
	Member Stays	Referred Guests	Redemptions	Program Cost	Groups and Meetings	Enrollments	Guests Earning Points
Total:	\$ 247,212	\$ 157,819	\$ 1,961	\$ 42,013		248	
Average:	\$ 41,202	\$ 26,303	\$ 392	\$ 7,002		50	4%
	Total awarded stay revenue	Members who stayed for the first time after enrolling in Stash at another hotel.	Paid by Stash to the hotel.				Percent of stays which were awarded Stash points

Not all LIT Properties have been added. Member properties include:

- Alcazar
- Talavera
- Dive
- Inn at Palm Springs
- Los Arboles
- The Twist



Kind Traveler

Kind Traveler is an internationally awarded, responsible travel platform empowering travelers to create positive change in the communities they visit. Through a network of 350+ partners across 25 countries, it offers a turnkey community impact program for hotels and destinations while effectively communicating a responsible travel message to a global audience via social, newsletters, blogs, and press—with a total reach of 1 billion.

The Every Stay Gives Back program offers a variety of benefits:

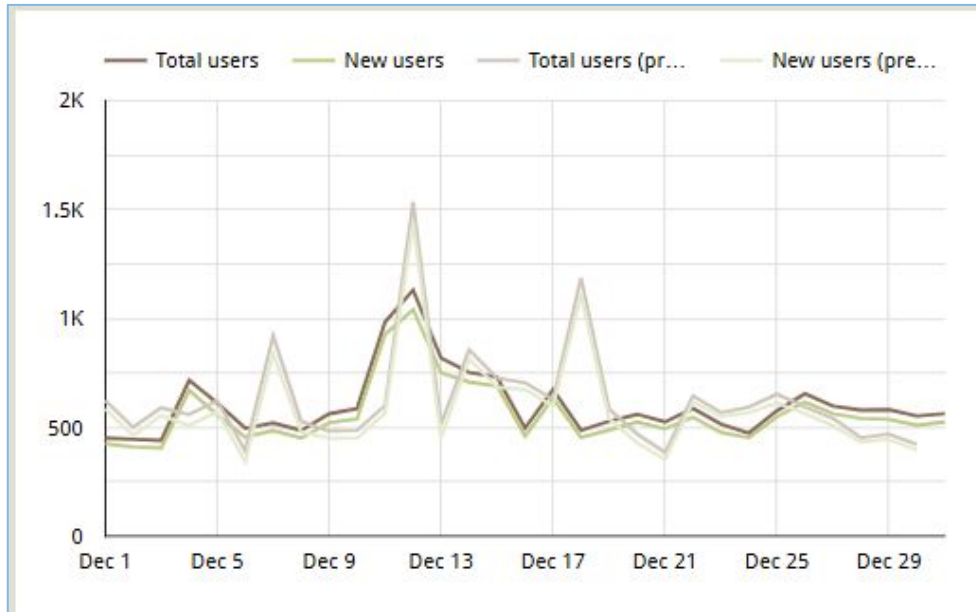
- **Creates measurable local impact:** Fosters guest connection through storytelling and traveler-friendly impact reports; please see example of a live impact dashboard:
- **Influences conversions:** Aligns with the values of 75-97% of travelers seeking to make a positive difference in the communities they visit.
- **Drives PR success:** Unlock new media opportunities, including press releases and proven media results with 600+ news articles featured in Kind Traveler's Press Room.
- **Supports sustainability goals:** Helps you grow ESG metrics and share impact data with stakeholders, travel advisors, meeting planners, and more

Special Offer:

- \$500/Annual Kind Traveler Membership Rate (reduced from \$2500 with VGPS partnership)
- No commissions, negotiated rates, perks, or GDS connections are required.

Performance Data

Traffic Overview - MoM



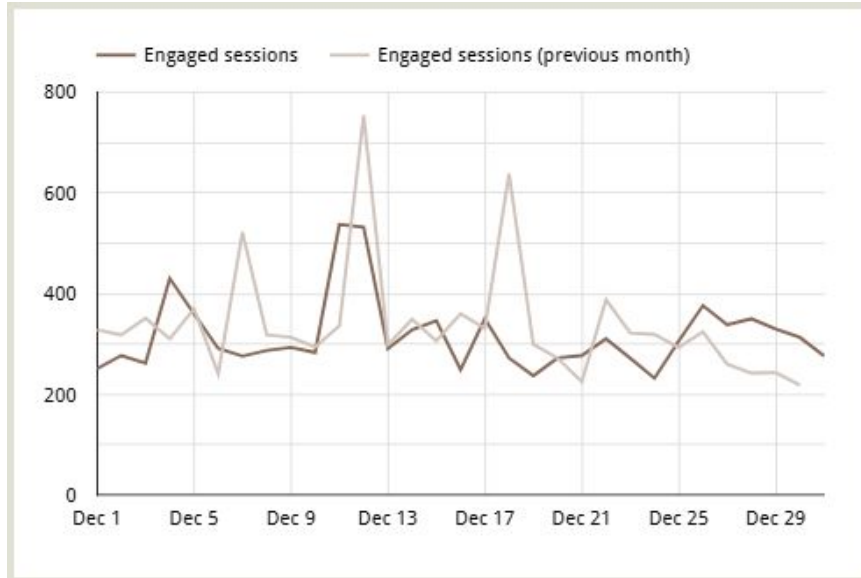
We saw a slight decline in traffic in December as compared to November.

This was expected as it is a normal pattern for this time of year.

With the holidays behind us, we should see our numbers improve in January.

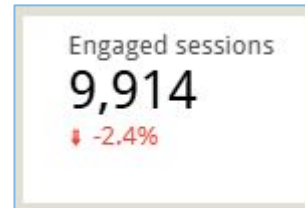


Engagement Overview - MoM



We saw a slight dip in engagement in December over November.

Again, this was expected as it is normal for this time of year. We expect our numbers to rebound in January.



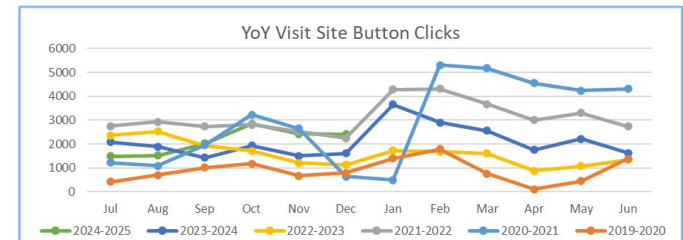
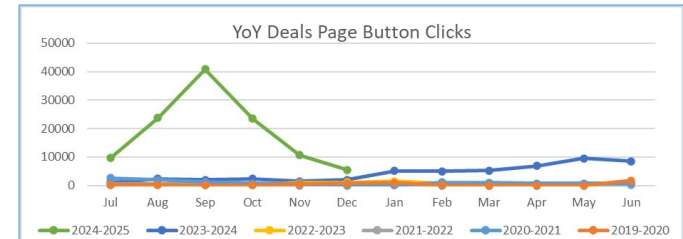
Conversion Performance - FY to Date

FY To Date	2024-2025	2023-2024	2022-2023	2021-2022
Totals	134383	26090	18296	24100
Book Now	7881	4486	4209	6727
Deals Page	113775	11138	3179	1368
Visit Site	12727	10466	10908	16005

In December, we expected further dips in button click conversions across the board. However, we were pleasantly surprised to see that we actually drove more Book Now clicks than we did in November.

Overall for the Fiscal Year, we are well above all previous years to this point:

- Book Now Clicks are up by 76%
- Deals Page Clicks are up by 922%
- Visit Site Clicks are up by 22%



Conversions by Channel - FY To Date

Book Now Button Clicks

	Default channel gro...	Conversions	% Δ
1.	Unassigned	766	52.2% ↑
2.	Referral	588	63.2% ↑
3.	Paid Social	409	70,061....
4.	Paid Search	244	-53.5% ↓
5.	Organic Video	3	-
6.	Organic Social	315	-54.1% ↓
7.	Organic Search	4,342	129.5% ↑
8.	Email	294	398.5% ↑
Grand total		7,853	75.1% ↑
		1 - 10 / 10	< >

Deals Page Button Clicks

	Default channe...	Conversions	% Δ
1.	Unassigned	138	-90.5% ↓
2.	Referral	131	-22.3% ↓
3.	Paid Social	140	311.8%...
4.	Paid Search	76,458	939.4%...
5.	Organic Video	2	-
6.	Organic Social	82	-62.0% ↓
7.	Organic Search	838	18.8% ↑
8.	Email	158	70.4% ↑
Grand total		107,863	868.4%...
		1 - 10 / 10	< >

Visit Site Button Clicks

	Default channe...	Conversions	% Δ
1.	Unassigned	1,486	124.3%...
2.	Referral	832	-15.6% ↓
3.	Paid Social	432	182,97...
4.	Paid Search	501	-66.9% ↓
5.	Organic Video	19	55.6% ↑
6.	Organic Social	398	-59.7% ↓
7.	Organic Search	7,750	57.6% ↑
8.	Mobile Push Notific...	2	-
Grand total		12,715	21.5% ↑
		1 - 11 / 11	< >

Last Fiscal Year

	Default channel gro...	Conversions count f...
1.	Unassigned	503
2.	Referral	360
3.	Paid Social	1
4.	Paid Search	525
5.	Organic Video	0
6.	Organic Social	686
7.	Organic Search	1,892
Grand total		4,486
		1 - 10 / 10 < >

	Default channel gro...	Conversions count f...
1.	Unassigned	1,451
2.	Referral	168
3.	Paid Social	34
4.	Paid Search	7,356
5.	Organic Video	0
6.	Organic Social	216
7.	Organic Search	705
Grand total		11,138
		1 - 10 / 10 < >

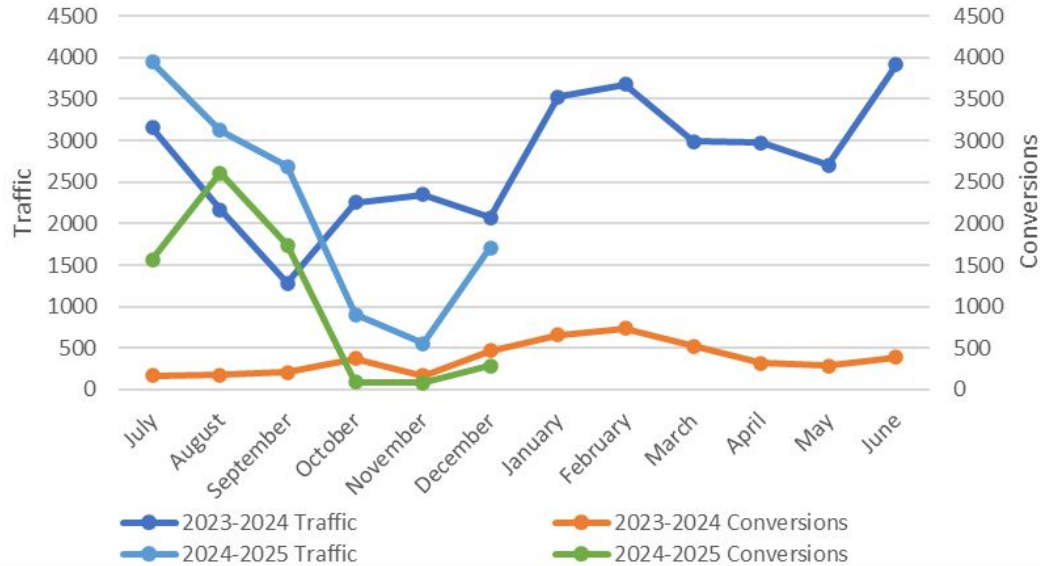
	Default channel gro...	Conversions count f...
1.	Unassigned	663
2.	Referral	985
3.	Paid Social	0
4.	Paid Search	1,513
5.	Organic Video	12
6.	Organic Social	987
7.	Organic Search	4,917
Grand total		10,466
		1 - 10 / 10 < >

Button Click conversions are up across the board overall. We are seeing tremendous growth from Organic Search and Paid Search in relation to last year. Paid Social is also driving more conversions this fiscal year compared to the same time period last year.

Despite a holiday slow down, we are still pacing to have record setting numbers as we head into 2025.

Paid Social

Facebook Traffic & Conversions



We saw improvements in both traffic and conversions in December. Again, this seems to defy some logic, as usually traffic drops over the holidays.

We did see the same trend in Conversions last year.

VisitGreaterPalmSprings.com

Dec Traffic

Report Results			
Placement	Impressions	Clicks	CTR
Homepage Sponsor	11,738	50	0.426%
Mobile Banner	111,125	105	0.094%
Premium Page Sponsor - Stay	1,633	29	1.776%
Total:	124,496	184	0.148%

Nov Traffic

Report Results			
Placement	Impressions	Clicks	CTR
Homepage Sponsor	12,833	58	0.452%
Mobile Banner	50,578	100	0.198%
Premium Page Sponsor - Stay	2,121	29	1.367%
Total:	65,532	187	0.285%

YTD Traffic

Report Results			
Placement	Impressions	Clicks	CTR
Homepage Sponsor	132,180	475	0.359%
Mobile Banner	444,644	1,378	0.310%
Premium Page Sponsor - Stay	43,806	646	1.475%
Total:	620,630	2,499	0.403%

Impressions doubled MoM, but Clicks slightly down. CTR down by half MoM.

Year To Date: (Jan-Dec '24) Significant drop in Clicks and CTRs towards end of year. Evaluate with VGPS.

Newsletter/Blog Update

New Subscribers: **2,103** (net growth in Dec.) Total Subscribers: **30,507** (current)



December Analytics

Starting in November, we are sending the e-newsletter twice (second mailing to unopens). Open rate and CTR impacted negatively.

Monitor performance

Dec 1, 2024 - Dec 31, 2024 • Compared to last month • **Includes** Apple MPP



Newsletter Report (Emails sent 11/5 and 11/8)

Email performance

Dec 4, 2024 - Jan 22, 2025



Dec 13, 2024 - Jan 22, 2025



December Stories

[Walk Of The Inns 2024: A Palm Springs Hospitality Tradition](#)

[Noche Paella Is A Delicious Indulgence At The Del Rey](#)

[Son Of A Nutcracker, It's December In Palm Springs!](#)

[Take A Virtual Tour Of The Fabulous Limon Palm Springs](#)

Landing Pages: Direct Flight Markets

A/B testing messaging in this campaign. Header video of several hotel locations with warm poolside scenes.

Additional pages to develop:

- Diversion campaign
- Hotel Collections page
- Convention events page
- Weddings Page

Looking for a Perfectly Warm, Week-long Getaway?

There's no summer place to book in the sun, experience great food, celebrity watch, or explore boutique shops, galleries, music, and film festivals, and fantastic public art. Enjoy golf, hiking, and take your vacation even more relaxing at the San Andreas fault line.

Stay where it feels perfectly you.

Palm Springs boutique hotels give you the dreamiest and most authentic Palm Springs experience you can imagine. With 30 Palm Springs small hotels to choose from—most independently owned and all beautifully appointed—you're guaranteed to find one that fits your vibe. And good news: most boutique hotels offer great poolside lounging...most even have stunning mountain views.

Book Direct and Save

When you use Palm Springs Preferred Small Hotels to find the ideal play to stay, you can book directly with the hotel, cutting out the middleman and enjoying hidden commissions and fees. Most hotels will reward or treat you and your stay.

Travel Safely. Travel Directly.

Palm Springs is one of the safest warm weather vacation destinations in the country and the chances are good that you can take a direct flight right into Palm Springs.

Best times to visit Palm Springs:

- If you like warm days and cool nights, November through January is the best time for you.**
Mid-week specials abound at Palm Springs geared up for high season. The energy is building and fresh and hot air is still going. It's perfect weather for swimming, golfing, hiking, biking, and midwinter hunting. Galleries, boutique stores, and restaurants are at their best. Pro Tip: Midweek evenings are best.
- Palm Springs simply bustles February through June.**
It's high season, baby! Locals and nonlocals alike are out on the trails and streets. Cafes and clubs pulse with excitement. Event calendars are packed with cool things to experience. Village life is the place to be on Thursdays when local craftsmen, artists, and musicians show their stuff. Catch a show here. Try a Midweek recommended restaurant. There's no better time of the year for people watching.
- Crazy about hot days and nights?**
Who says you're just going through the motions. Palm Springs is quiet, the desert is stark and haunting, and it's the closest you'll ever feel to being treated like a local. Early mornings are for hiking, and evenings are for hanging out at spas and pools. It's a perfect time to visit Palm Springs in the summer, so you can bound over more interesting people with the relaxed and interesting perspective of global travelers. Take the time to let the mountain to cool off. Pro Tip: You can get the best deals during the summer and early fall.

Travel Safely. Fly Directly.

Palm Springs is one of the safest warm weather vacation destinations in the country and the chances are good that you can take a direct flight right into Palm Springs.

Make Palm Springs your next vacation destination.

There's no summer place to book in the sun, experience great food, celebrity watch, or explore boutique shops, galleries, music, and film festivals, and fantastic public art. Enjoy golf, hiking, and take your vacation even more relaxing at the San Andreas fault line.

Stay where it feels perfectly you.

Palm Springs boutique hotels give you the dreamiest and most authentic Palm Springs experience you can imagine. With 30 Palm Springs small hotels to choose from—most independently owned and all beautifully appointed—you're guaranteed to find one that fits your vibe. And good news: every boutique hotel offers great poolside lounging...most even have stunning mountain views.

Book Direct and Save

When you use Palm Springs Preferred Small Hotels to find the ideal play to stay, you can book directly with the hotel, cutting out the middleman and enjoying hidden commissions and fees. Most hotels will reward or treat you and your stay.

Best times to visit Palm Springs:

- If you like warm days and cool nights, November through January is the best time for you.**
Mid-week specials abound at Palm Springs geared up for high season. The energy is building and fresh and hot air is still going. It's perfect weather for swimming, golfing, hiking, biking, and midwinter hunting. Galleries, boutique stores, and restaurants are at their best. Pro Tip: Catching evenings are best.
- Palm Springs simply bustles February through June.**
It's high season, baby! Locals and nonlocals alike are out on the trails and streets. Cafes and clubs pulse with excitement. Event calendars are packed with cool things to experience. Village life is the place to be on Thursdays when local craftsmen, artists, and musicians show their stuff. Catch a show here. Try a Midweek recommended restaurant. There's no better time of the year for people watching.
- Crazy about hot days and nights?**
Who says you're just going through the motions. Palm Springs is quiet, the desert is stark and haunting, and it's the closest you'll ever feel to being treated like a local. Early mornings are for hiking, and evenings are for hanging out at spas and pools. It's a perfect time to visit Palm Springs in the summer, so you can bound over more interesting people with the relaxed and interesting perspective of global travelers. Take the time to let the mountain to cool off. Pro Tip: You can get the best deals during the summer and early fall.

Paid Media

Update from JNS/Next for [December 2024](#)

December Partners and Tactics:

- Basis (Programmatic Banners and Video)
- Nativo (Native Article Ads)
- Edge Media (Digital Banner Ads)
- Passport (Digital Banner Ads, Content & Social Ads)
- Sunset (Eblast)
- MediaMax (Digital Banner Ads, CTV & Eblast)

Totals

- Total Digital Impressions - 2,140,395
- Total Digital Clicks - 6,638



Sunset
The only 5-star resort in Palm Springs. Preferred Small Hotels.
Palm Springs Small Hotels
California. The Desert.

Image courtesy of South of Lake

**Experience the Best of Palm Springs:
Your Boutique Retreat Awaits**

As autumn graces Palm Springs with its warm days and cooler evenings, there's no better time to escape to this desert paradise. The city's unique blend of mid-century modern charm and stunning natural landscapes creates an inviting atmosphere for those looking to unwind, explore, and experience the best of California's desert oasis.

Whether you're lounging by a sparkling pool under the clear blue skies, dining al fresco with the mountains as your backdrop, or strolling through the vibrant streets of downtown, Palm Springs offers a perfect balance of relaxation and adventure.



Image courtesy of A Place in the Sun Garden Hotel

At the heart of this iconic destination lies a collection of boutique hotels, each offering a distinctive experience that captures the essence of Palm Springs. For those who crave a taste of Hollywood's golden era, A Place in the Sun Garden Hotel offers a nostalgic retreat steeped in history.

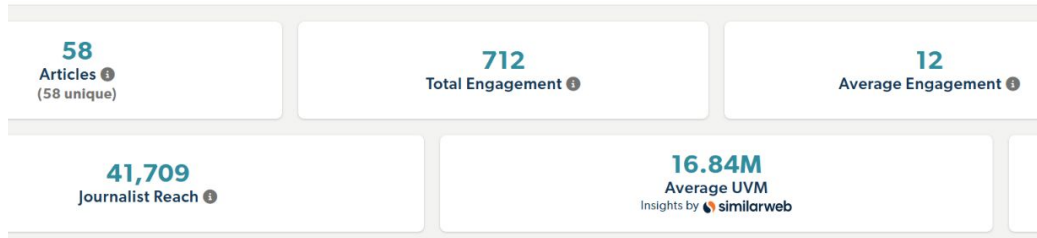
Originally built as a hideaway for the crew of the classic film "A Place in the Sun," this vintage garden hotel has been lovingly restored to provide a unique blend of old-world charm and modern amenities. The hotel's 16 single-story bungalows, set around a heated pool and spa, are surrounded by lush lawns and palm tree gardens, offering a private and tranquil escape. With full kitchens, private patios, and a pet-friendly policy, A Place in the Sun is the perfect choice for those seeking a home away from home.

Media Relations

Coverage:

- Brianna Roecks, Dive Palm Springs, end of December: [Highlight and first post](#). More to come. She gave us access to her photo library,
- Theresa Gomez, a UK travel writer with a strong following, end of November. She runs **[Brogan Abroad](#)**, a **multi-award winning responsible travel blog**. [Skylark and Alcazar Blog post](#). She created several instagram stories and facebook posts
- Sergio Bindel Jr., a content collaborator out of Orange County, stayed at the Hacienda: Analytics: **Instagram:** 4,600 views (483 likes) **TikTok:** 46,772 views (3,292 likes) **Collective:** 156 likes
- Walk of the Inns See Next Page.

A total of 58 articles* included or focused upon PS boutique hotels



Walk of the Inns

- Post Walk of the Inns coverage by Palm Spring Life, Desert Sun, Travel and Tour World
- **>2300 visitors.** Ramon at Amin Casa had a counter and he personally logged close to 2200. (500 last year)
- We coordinated promotions closely this year. Marci Rosenblum at Palm Springs Promote repurposed everyone's social posts to keep the event high in the feeds. Catherine Garcia kept visibility high through PSPSH's channels. And we sent out calendar announcements throughout Southern California. A press release went out over the wire and to local media. A photographer was hired for the event and we now have a library of images to use for next year.
- The [landing page](#).

Overview

TOTAL PICKUP

146

TOTAL POTENTIAL AUDIENCE

2.5M

TOTAL ENGAGEMENT ACTIONS

577

58 001 001 001 001
Palm Springs Preferred Small Hotels
Dec 04, 2024, 10:48 AM

SHARE THIS ARTICLE



Amin Casa is one of the PSPSH's based on the 2024 Walk of the Inns in Palm Springs.

Free, self-guided walking tour to explore the local hotel holiday scene on December 10th at 4:00 PM. Pick up a map and brochure at the Palm Springs Art Museum.

PALM SPRINGS, CALIF., Dec. 4, 2024 (PRNewswire-PRWeb) – Explore the unique charm and hospitality of Palm Springs at the annual [Walk of the Inns](#), a free, self-guided walking tour that welcomes locals and out of towners to experience the vibrant local holiday scene. Taking place on Thursday December 12, 2024, this annual tradition offers a delightful way to discover the eclectic hotel properties nestled between Rancho Road and Tahquitz Canyon Way.

Guests can look forward to lively music and refreshments at various stops along the route.

From mid-century modern marvels to stunning Mediterranean retreats, participating hotels will showcase their unique styles and warm hospitality, providing an insider's look at the distinctive architecture for which Palm Springs is renowned.

From mid-century modern marvels to stunning Mediterranean retreats, participating hotels will showcase their unique styles and warm hospitality, providing an insider's look at the distinctive architecture for which Palm Springs is renowned.

What to Know About the Walk of the Inns

The Walk of the Inns begins at the [Palm Springs Art Museum](#).

Map: When attendees can pick up a complimentary map detailing all the participating hotels and a small booklet to help illuminate the journey. Available on a first-come, first-served basis. Guests are encouraged to bring an unwrapped toy to donate to "Well in the Desert," an initiative that supports local families in need.

For those looking for an alternative starting point, the [Palm Springs Women's Club](#) will also welcome guests to join in on the fun.

Participating Hotels

- **Casa Cody:** The oldest operating hotel in Palm Springs, it was founded by Buffalo Bill Cody's teenage cousin, Harriet. Charming and beautiful, Casa Cody boasts 2 pools, a charming eatery, and historical adobe buildings. It's a favorite for weddings and family gatherings.
- **Ingenue Casino:** This Spanish Revival landmark has attracted stars from the silver screen to today. It's also home to the legendary [Meyer's Restaurant & Cabaret](#) Lounge, where live music, cocktails, classic dining, and an aura of old Hollywood glamour await.
- **Aztec Hotel and Stungalove:** Known for its flowing series of courtyards, lawns, gardens, and grounds that reveal romantic pools and cabanas, a modern spa, studios and suites, and feature boutiques.
- **Colonial Palm Springs:** This boutique, boutique hotel offers an intimate escape that is perfect for romance, personal retreats, and solo travelers. Every room boasts a private hot tub.
- **La Serena Villas:** Originally built in 1933 on over an acre of exquisitely landscaped grounds, this Michelle Key hotel offers the perfect Palm Springs backdrop. Home to Azucar Restaurant and Whispers Spa, this hotel has offered respite to generations of discerning travelers.
- **Amin Casa Hotel:** Embodying the luxury of life in Palm Springs, this impressive property is dated to the 1920s and '30s and was once the Palm Springs home of Hollywood screen legend and award-winning actress Greta Swanson.
- **Lucille Palm Springs:** Reimagined in 2023, but with a history that stretches back over 100 years. Originally built in 1922, the hotel has been welcoming guests for a century, including Lucille Ball and Desi Arnaz, who frequented the hotel with their family.
- **Old Ranch Inn:** A quintessential small Palm Springs hotel, this charming property embodies the casual nature of Palm Springs.

The Walk of the Inns is sponsored by the Palm Springs Art Museum, Palm Springs Preferred Small Hotels, and the Women's Club of Palm Springs. Their collaboration helps to create a welcoming atmosphere that celebrates the spirit of our community and the exceptional hospitality that defines Palm Springs.

Social Media

Sentiment, Facebook, Instagram, Pinterest, You Tube, and Twitter.

Overall Performance: YTD

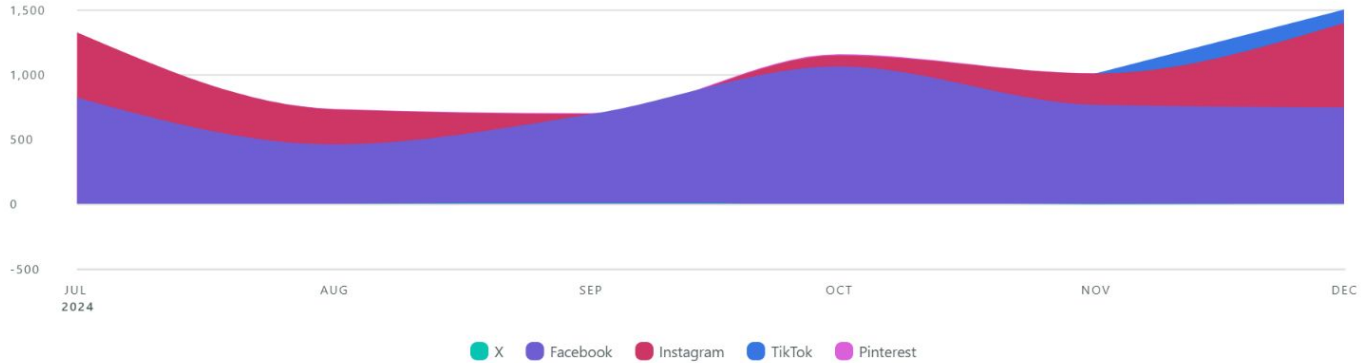
Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
2,983,523	7,412	233	0.2%

Audience Growth

See how your audience grew during the selected time period.



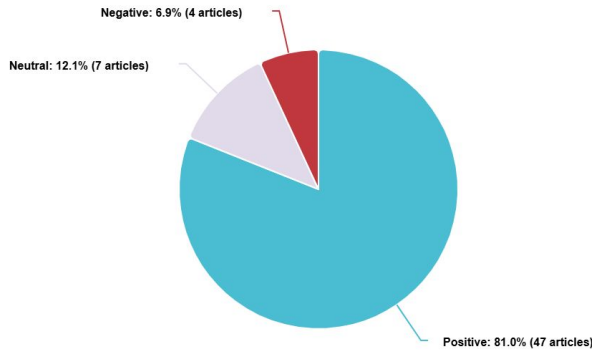
⚠ Due to an unexpected TikTok API change that we are actively working to remedy, Net Follower Growth is not accurate after December 9th, 2024.



Sentiment: December 2024

Nov dec 2024 - Sentiment

11/01/2024 - 12/31/2024



X/Twitter	Dec-24	Dec-23	Delta
Followers	189	83	128%
Tweets/ Retweets	4	13	-69%

Social Engagement Pinterest

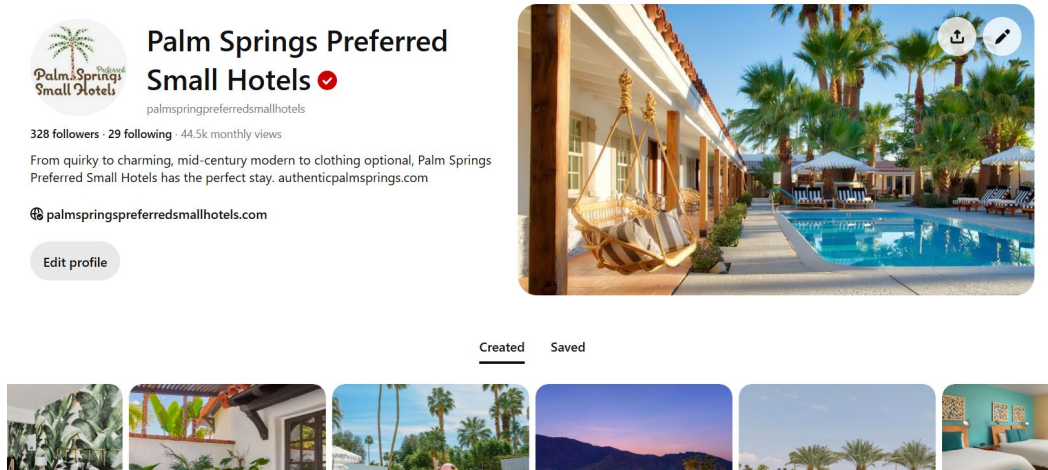
December 2024 (MoM%)

Impressions: **40,270** (down 11%)

Total audience: **23,200** (down 2%)

Engagements: **1,500** (down 4%)

Engaged audience: **1,070** (down 4%)



Palm Springs Preferred Small Hotels ✓
palmsspringpreferredsmallhotels

328 followers · 29 following · 44.5k monthly views

From quirky to charming, mid-century modern to clothing optional, Palm Springs Preferred Small Hotels has the perfect stay. authenticpalmssprings.com

palmsspringpreferredsmallhotels.com

Edit profile

Created Saved

The image shows a Pinterest profile for 'Palm Springs Preferred Small Hotels'. The profile includes a circular logo with a palm tree, the name 'Palm Springs Preferred Small Hotels' with a verified badge, and the URL 'palmsspringpreferredsmallhotels'. Below the name, it shows '328 followers · 29 following · 44.5k monthly views'. A bio reads: 'From quirky to charming, mid-century modern to clothing optional, Palm Springs Preferred Small Hotels has the perfect stay. authenticpalmssprings.com'. A website link 'palmsspringpreferredsmallhotels.com' and an 'Edit profile' button are also present. The main image is a large photograph of a resort pool area with a white building, palm trees, and lounge chairs. Below the main image are two tabs, 'Created' and 'Saved', and a row of six small thumbnail images showing various resort scenes like indoor plants, a building entrance, a pool, a sunset, a sky view, and a hotel room.

Social Engagement - Facebook



Facebook	Dec-24	Dec-23	Delta
Followers	40,253	32426	24%
Posts	14	12	17%

Social Engagement - Facebook

Title	Reach	Likes and reactions	Comments	Shares
Thank you to everyone who visited Palm Springs in 2024 and made it a year...				
Thank you to everyone who visited Palm Springs in 2024 and made it a year...				
End 2024 on a colorful note				
End 2024 on a colorful note				
It's always cabana time				
Your room at @santitas				
Meet The Cactai, a brand new				
A special holiday message from the amazing				
A special holiday message from the amazing				
POV: You're spending a cozy afternoon in your room at The Willows Histori...	512	20	1	1
At El Mirasol Villas, the peaceful gardens, two pools, and 10-man spa provi...	409	10	0	3
At El Mirasol Villas, the peaceful gardens, two pools, and 10-man spa provi...	7.8K	283	6	49
Tonight's the night! The Walk of the Inns, from 4 to 7 p.m., is a beloved (an...	794	18	0	4
Tonight's the night! The Walk of the Inns, a free self-guided tour celebrati...	1K	55	4	7
This is my PALM SPRINGS' 'Mini- Guide' with my favourite places and thing...	--	201	27	5
Come out and flamingle with us this holiday season. A stay at your favorite ...	5.2K	245	4	14
Surf's up in Palm Springs!	267	4	0	2
At Azure Sky, you don't have to choose between pool, garden, and mounta...	749	22	4	3
At Azure Sky, you don't have to choose between pool, garden, and mounta...	878	82	3	5

Instagram



palmspringsstay

Following ▾

Message



1,137 posts

10.9K followers

232 following

PalmSpringsStay

There are 70+ boutique hotels in Palm Springs — explore them all. Click [📍](#) to book your escape. 🌴
🌐 www.palmspringspreferredsmallhotels.com + 1



Twin Palms



Aloha Hotel



Descanso Res...



The Inn at PS



Santiago Res...

📖 POSTS

🎬 REELS

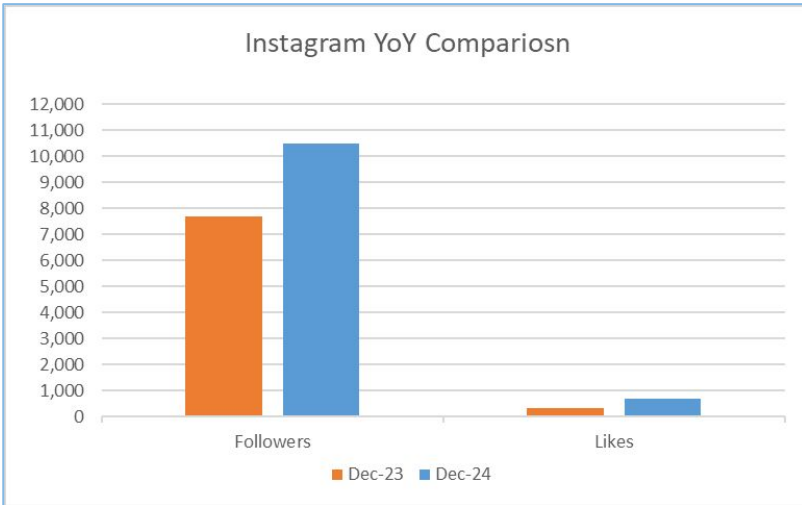
🏷️ TAGGED



Social Engagement - Instagram

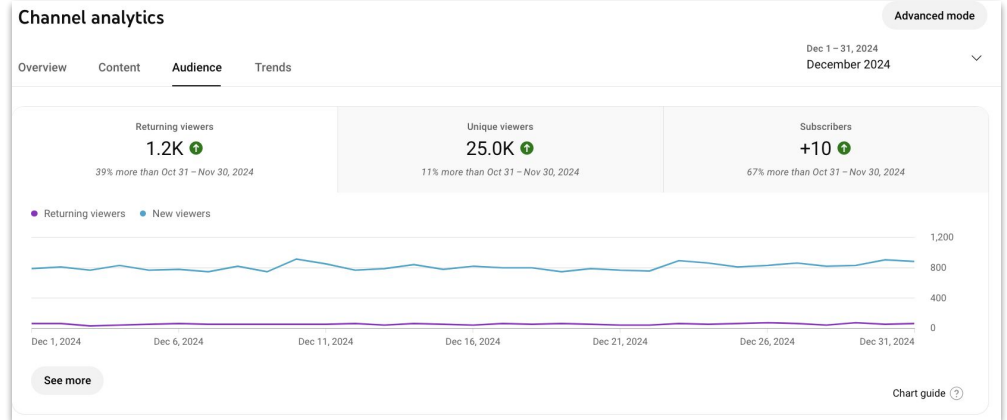
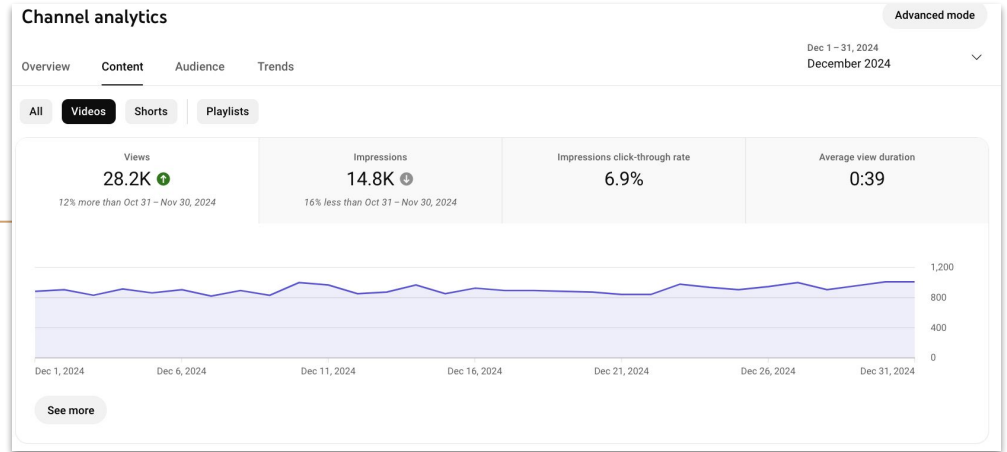
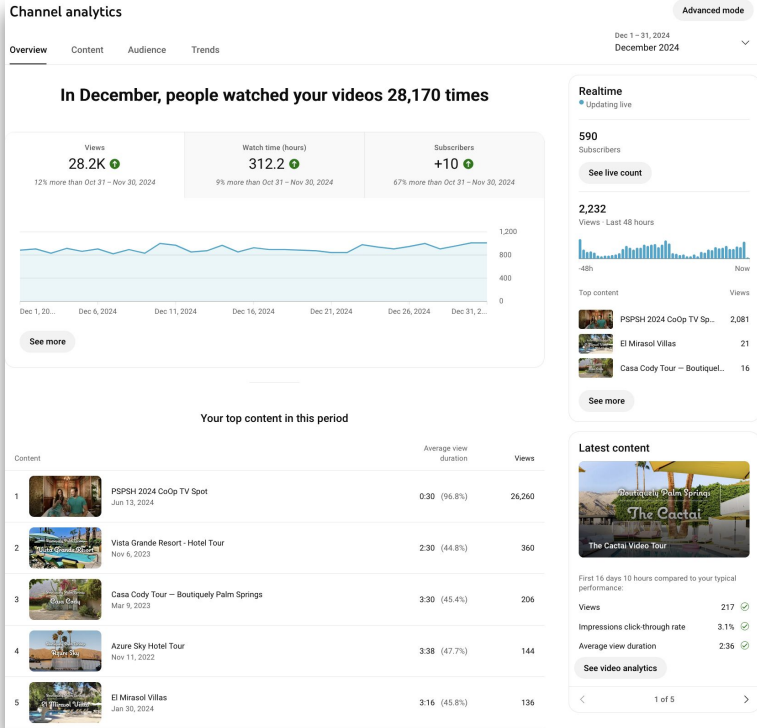
Net Gain This Month: **330**

Instagram YoY Compariosn



Instagram	Dec-24	Dec-23	Delta
Followers	10,500	7,687	36.59%
Likes	677	338	100.30%
Engagement	6	6	0.00%
Posts	13	11	18.18%

YouTube (Dec)



Thank You!



Connect with us

#PSPSH, #StayAuthentic
@PalmSpringsStay

Palm Springs Preferred Small Hotels is an association of independently-owned boutique hotels, which are an essential part of this desert resort town's uncommon culture and economy. From quirky to charming, mid-century modern to clothing optional, Palm Springs Preferred Small Hotels has got your stay. Follow the fun on [Facebook](#), [YouTube](#), [Instagram](#), [TikTok](#), and [Pinterest](#).

[Visit the website](#)

[Special Offers](#)

[Press Room](#)

info@palmspringspreferredsmallhotels.com