

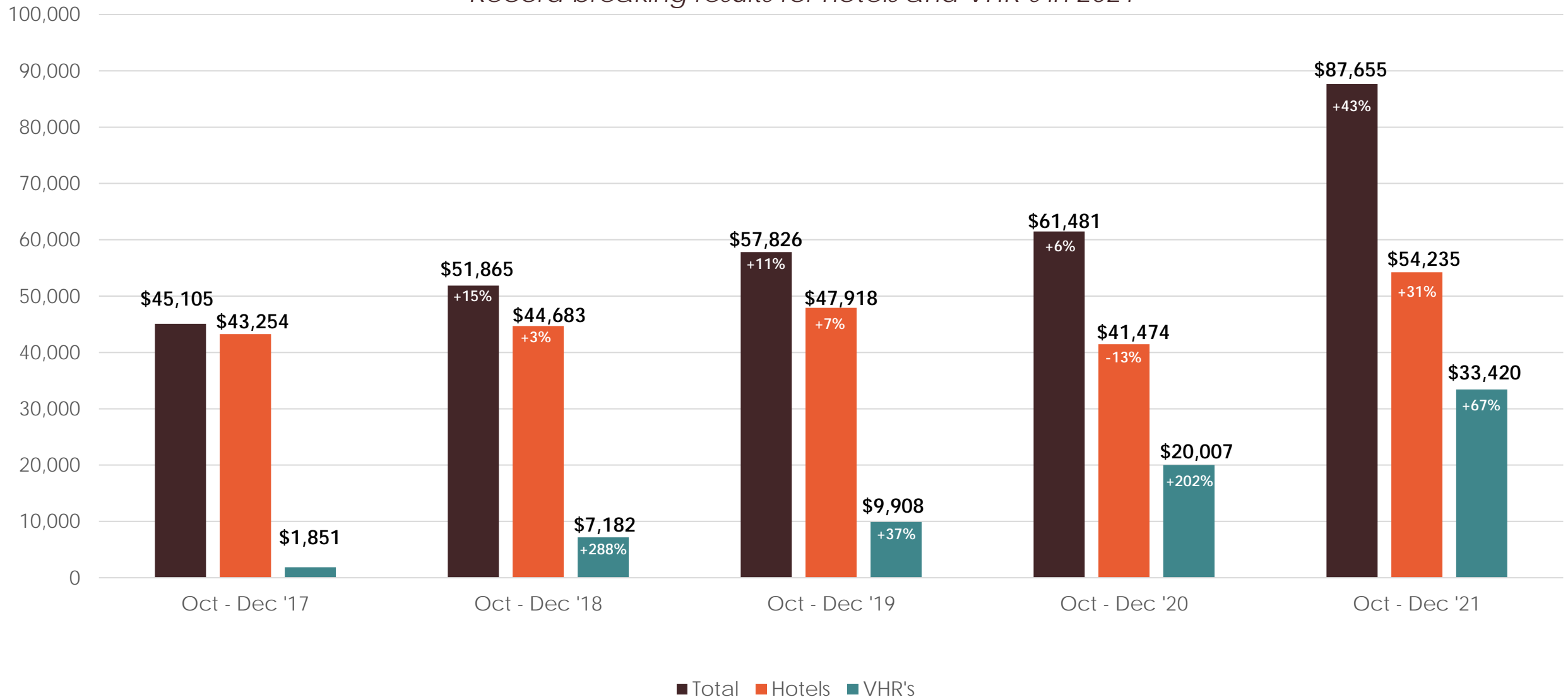


**Visit 29 Palms Tourism Business
Improvement District Meeting**

February 24, 2022

TBID Q1 October - December Revenue Results: 2017 - 2021

Record breaking results for hotels and VHR's in 2021



Upcoming Spring Festivals & Events



March 12 Project Phoenix Grand Opening / Party at the Plaza

March 24 - 27 29 Palms Rotary Club Carnival

April 2-3 AMA National Grand Prix Championship Series (Hilltoppers MC)

April 15-17 / 22-24 Coachella Music and Arts Festival

April 29 - May 1 Stagecoach Festival

April 30 Joshua Tree 55 Cycling Event

May 12-15 Joshua Tree Music Festival

June, July, August Potential for Full Moon Cultural event series at Sky's The Limit

Upcoming Spring Festivals & Events

Visit29.org insights

- Visit29.org has reached a new milestone with a record breaking **10,400 users** in the month of January.
- Over the last two months organic traffic has increased by **32%**, paid search by **55%**, direct traffic by **16%**, and traffic driven through Visit 29 Palms social media channels has increased by **263%** as compared to November and December.
- Traffic from the LA market in January and February has increased by 23% as compared to the previous two months, with similar trends from the other in-state markets; traffic from San Diego has increased by 80%, Las Vegas by 73%, Phoenix by 76% and San Francisco by 57%.

Q2 To-Date Paid Search & Social

- **Paid search** campaigns in January and February have generated 83,000 impressions and 7,220 clicks to the site, with an 8% CTR and \$0.24 CPC. Clicks to-date in Q2 have increased by 12% compared to the previous two month in Q1, and the click through rate has increased by 1.21%.
- **Paid social media campaigns** on Instagram and Facebook have generated **7,488 clicks**, with **524 directly to the Visit29.org lodging landing page**.

Upcoming Spring Festivals & Events

Mojave Trails video series insights

- Since officially launching on February 12, the Mojave Trails video series have generated over **21 hours of watch time** and have currently over 1,000 views.
- The **average view duration for this series is 1:01**, up from a 0:56 view duration of the stargazing adventure itinerary, and 0:23 view duration from the summer adventure itinerary video.
- 80% of our viewers are from with California, followed by a small number from Arizona, Washington State and Nevada. To-date, our video content resonates highest with the **18-24 age group (55% of views)**, followed by 25-34 age group (24%), and 35-44 age group (12%).
- Video campaigns will continue to run to support the Mojave Trails series on YouTube until the end of March.

