



# MARKETING PLAN FOR THE CITY OF TWENTYNINE PALMS

PRESENTED BY  
"VISIT 29!"

*Gateway to the Mojave and Joshua Tree National Park*  
TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID)

ADVISORY BOARD:  
CHAIR, Rakesh Mehta  
VICE CHAIR, Ann Congdon  
BOARDMEMBER, Breanne Dusastre  
BOARDMEMBER, Leo Graskowiak  
BOARDMEMBER, Nalini "Ash" Maharaj

PREPARED BY  
Breanne Dusastre  
Nalini "Ash" Maharaj  
Editor, Vickie Waite

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## TABLE OF CONTENTS

EXECUTIVE SUMMARY . . . . .	2
MCAGCC, JTNP	
Hotel Market Analysis	
Tourism Marketing Analysis	
Tourism Business Improvement District	
Current Market Situation	
SWOT Analysis	
Objectives & Goals	
MARKETING STRATEGY . . . . .	11
Branding	
Target and Niche Markets	
Partnerships	
Sustainability	
MARKETING PROGRAMS . . . . .	23
Digital Marketing, Website	
Mobile Apps	
Bloggers	
Social Media Marketing	
Email Marketing	
Primary Costs for Social Media	
Print Advertising	
Travel Shows and Trade Conventions	
Broadcast Media, Radio & TV	
Appendix 1 . . . . .	39
TOT Measurement Form	
Measurement of Marketing Programs	
Appendix 2 . . . . .	40
List of Local Lodging & Vacation Rentals	
Appendix 3 . . . . .	41
Descriptions of Partnerships, Organizations & Events	
Appendix 4 . . . . .	46
Visit29.org Site Map	
Appendix 5 . . . . .	47
Tourism Marketing Budget 2017-2018	

## EXECUTIVE SUMMARY

The City of Twentynine Palms is the home of Joshua Tree National Park Headquarters, Oasis Visitor Center, and the north entrance to the national park. It is also the home of the largest Marine Corps training base in the world. These are the most significant economic drivers for the City of Twentynine Palms—the Marine Air Ground Task Force Training Command, Marine Corps Air Ground Combat Center (MCAGCC) and tourism to Joshua Tree National Park (JTNP) and the Mojave Desert.

**MCAGCC** provides direct spending by military personnel, families, civilian employees, instructors, and contractors that support hotels, housing, and food, including spending by visiting friends and relatives of military personnel and families. In addition to approximately 20,000 active-duty Marines and sailors and their families stationed at the Combat Center, “more than 50,000 active-duty and reserve Marines and sailors, as well as other U.S. and allied forces, train at the Combat Center 350 days each year through ITX, other exercises, and formal schools.” [Community Impact Report 2016, MAGTFTC, MCAGCC, Twentynine Palms].

The total payroll impact of the Marine Corps base is \$635 million a year. According to ESRI reports, estimated retail spending patterns of the base personnel is approximately \$14.8M, while total retail spending potential of the base is \$46.5M. Of the \$14.8M in total retail sales, miscellaneous store retailers capture \$5.8M and restaurants capture \$6.4M in sales. The \$46.5M in retail spending potential indicates that retail sales across other retail categories are being captured by neighboring jurisdictions, likely Yucca Valley. [Fernando Sanchez, Project Analyst, Kosmont Companies, August 2017. City of Twentynine Palms Retail Market Study, May 5, 2017, Kosmont Companies, Page 30.

<https://app.box.com/s/zyt83cp0j8cxuyzmcjzmvvgre7525oac> ]

**JTNP** attracted 2.5 million visitors in 2016, an increase of 500 000 over the previous year. A total of 2,505,286 visitors were recorded entering the park, almost double the visitation to nearby Death Valley National Park, which recorded 1,296,283. In 2016, visitors spent an estimated \$123,304,500 in local gateway regions while visiting Joshua Tree National Park. These expenditures supported 1,701 jobs, \$63,662,000 in labor income, \$100,692,700 in value added, and \$164,529,900 million in economic output in local gateway economies surrounding Joshua Tree National Park.

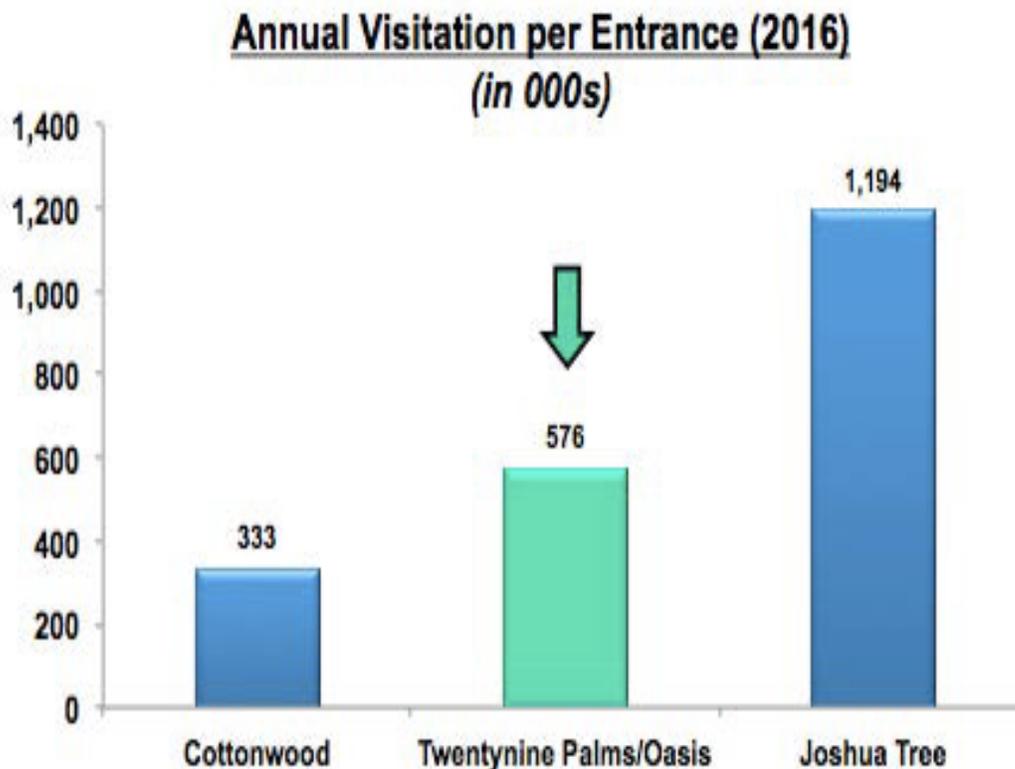
The \$123.3M spending is broken into eight categories derived from visitor survey data:

- Hotels 37.47% (\$46.2M)
- Restaurants 18.16% (\$22.4M)
- Gas 14.24% (\$17.6M)
- Transportation 8.16% (10.1M)
- Recreation industries 7.03% (\$8.7M)
- Groceries 6.83% (\$8.4M)
- Retail 6.5% (\$8M)
- Camping 1.61% (\$2M)

[2016 NPS Visitor Spending Effects Report, page 25, Natural Resource Report NPS/NRSS/EQD/NRR—2017/1421, <https://www.nps.gov/subjects/socialscience/vse.htm>]

According to park officials, JTNP experienced a 27% growth in 2016, the highest in California, and for 2017, an estimated 3 million visitors are expected.

There are three park entrances: Joshua Tree, Twentynine Palms/Oasis, and Cottonwood. Twentynine Palms/Oasis entrance is the second busiest after Joshua Tree entrance with ~576,000 visitors in 2016.



[Source: National Park Service (2017). Note: Estimates of ~3.5 persons per vehicle are considered in visitor estimates. City of Twentynine Palms Retail Market Study, May 5, 2017, Kosmont Companies, page 32. <https://app.box.com/s/zyt83cp0i8cxuyzmcjzmwvqre7525oac>]

The City of Twentynine Palms is a rural desert community that houses the north entrance of Joshua Tree National Park, the Oasis Visitor Center, and the historical Headquarters of Joshua Tree National Park. Joshua Tree National Park is a primary economic driver for the tourism industry in Twentynine Palms. Hence, the north entrance should be strategically marketed as the city's Outdoor Destination Landmark as park visitors come for the desert wilderness experience, open space, starry night skies, wildflowers, wildlife, and beautiful vistas.

## Hotel Market Analysis

### Market Performance Summary – City of Twentynine Palms

Year	Average Occupancy	ADR	Annual Supply of Room Nights	Annual Demand for Room Nights	Change in Occupied Room Nights	RevPAR	Change in RevPAR
2011	64.2%	\$86.31	214.620	137.756		\$55.40	
2012	60.5%	\$86.34	214.620	129.830	5.8%	\$52.23	5.7%
2013	57.8%	\$84.63	214.620	123.944	4.5%	\$48.87	6.4%
2014	57.6%	\$84.89	214.558	123.541	0.3%	\$48.88	0.0%
2015	58.1%	\$80.15	214.620	124.648	0.9%	\$46.55	(4.8)%
2016	63.0%	\$85.26	214.620	135.129	8.4%	\$53.68	15.3%

Source: Smith Travel Research 2016  
(ADR = Average Daily Rate. RevPAR = Revenue Per Available Room)

[City of Twentynine Palms Retail Market Study, May 5, 2017, Kosmont Companies, pages 34-38 Hotel Market Analysis, Market Performance, Market Area vs. City.  
<https://app.box.com/s/zyt83cp0j8cxuyzmcjzmvvgre7525oac> ]

Below is a table of Transient Occupancy Tax for the City of Twentynine Palms. [California Travel Impacts by County, 1995-2015, Dean Runyan Associates, for Visit California and Governor's Office of Business Development, April 2016, page 130.]

As per the table below, there has been a significant drop in the Transient Occupancy Tax revenue for the City of Twentynine Palms, notably by 25% from the end of 2013 to 2015. However, currently it is building up to more promising, positive revenue from 2015 to 2017.

Year	Total of Transient Occupancy Tax	Growth %
2011-2012	\$1,036,100	
2012-2013	\$892,600	
2013-2014	\$815,955	-
2014-2015	\$856,826	+
2015-2016	\$943,832	+
2016-2017	\$1,055,835 ( projected)	+

Many economic reasons led to the decrease in Transient Occupancy Tax revenue for the city in 2012-2015. Federal government cuts on military base construction contracts at MCAGCC was an environmental factor that negatively impacted the local transient lodging market. The military market is a huge economic driver for the city, as military personnel often have their family and friends visit the city. Also, government personnel, both national and international, are guests in the city's lodging when on work orders and contracts.

The second factor that impacted the TOT revenue was the neighboring cities, such as the Village of Joshua Tree, which has had an 80% increase in their vacation home rentals.

## **Tourism Marketing Analysis**

There has been poor or no economic development on the tourism sector from the city; this has resulted in the tourists shopping in neighboring cities such as Yucca Valley, Joshua Tree, Palm Springs and Greater Palm Springs communities.

Due to insufficient marketing funds budgeted by the city for marketing tourism, there was no comprehensive marketing plan that included marketing programs such as branding, and there was a lack of adequate marketing personnel for social media marketing initiatives. The city lacks essential tourism amenities such as restaurants, meeting spaces and event spaces. As a result, large events cannot be hosted in the city. The city also lacks key retail that supports recreational activities and tourism.

Together with the City of Twentynine Palms marketing department and the hospitality business community (primarily lodging owners), several marketing workshops and presentations were conducted between 2009 and 2014. During these workshops, stakeholders brainstormed the target markets and key segments of the area. Based on the information and feedback received at these sessions, a marketing plan was created, with effective marketing programs to market the city as a tourist destination. Hence, the current plan used by the city's marketing specialist stemmed from these sessions.

## **Tourism Business Improvement District**

In 2017, a Tourism Business Improvement District (TBID) was formed for the City of Twentynine Palms, and an Advisory Board was appointed with five (5) board members. To support the goal of the TBID, a tourism assessment fee of 1.5% per guest room night will be charged by all lodging facilities, over and above the 9% Transit Occupancy Tax the lodging facilities are currently charging. This 1.5 % will be used by the TBID for the tourism marketing expenses for marketing the City of Twentynine Palms as a destination. The board members' first task is to develop a Tourism Marketing Plan. This plan expands on the city's current marketing plan, prepared by the city's marketing specialist, which has been used for the last five years.

The primary objective of the new marketing plan is to create a healthy tourist industry for the hospitality market of the city. This would support the second goal, which is to increase city revenue through the Transit Occupancy Tax. Hence, this will aid the city in developing and building its infrastructure and supporting its economic development and growth in retail through the tourism industry.

The TBID will be used as a funding tool to support the tourism marketing programs; this is a strategy directly aligned with the financial objectives of the City of Twentynine Palms. The strategies focus on positioning Twentynine Palms as a destination next to Joshua Tree National Park, by developing marketing programs that make it synonymous with Joshua Tree National Park. The historical headquarters and north entrance of the park are located in Twentynine Palms; this positioning makes the city more visible to the travel community, compared to the

competitors, the Town of Yucca Valley and the Village of Joshua Tree. The marketing will also highlight several of the largest unique and diverse lodging facilities Twentynine Palms has compared to its competitors.

## Current Market Situation

The City of Twentynine Palms has approximately 640 lodging rooms and currently 22 active vacation home rentals in the city limits. It has the most diverse lodging market in the region, including nationally branded hotel properties. The different types of accommodations are motels, hotels, inns, bed and breakfasts, recreation vehicle resorts, and vacation home rentals (which is a growing market).

While the city has no significant brand identification, it does belong to the Joshua Tree Gateway Communities, which was formed in 2010 as a tourism committee of the Morongo Basin Regional Economic Development Consortium. The logo identity “Joshua Tree Gateway Communities” is being used by the regional tourism committee to identify all the cities located on the north side of Joshua Tree National Park. This external environmental factor, managed by a non-profit organization, helps the tourism market in the region attain more visibility internationally, especially via digital marketing, and it places the location of Twentynine Palms within the northern area of Joshua Tree National Park.

The regional branding identity also creates competition for Twentynine Palms with the neighboring towns, such as Yucca Valley and Joshua Tree. Each city positions itself as a better option for the visitor regarding park entrances, historical culture, retail amenities. Hence, the city has to market itself aggressively as a unique wilderness experience in this region.

## SWOT Analysis

### Strengths

- The city is well located **geographically**: It is in a desert destination, which is currently growing very steadily in national and international tourist markets.
- The landscape of the city is **rural** with a small residential community; therefore, marketing programs can be designed to market it as a city that has the theme of small town rural charm.
- The city embraces its **historic** pioneers and Native American culture.
- The city is surrounded by desert **wilderness**, which has wildlife, fresh air, great skies for star-gazing, which in turn supports outdoor recreational activities, such as camping, hiking, rock climbing, stargazing, biking, bird watching, experiencing landscapes of wildflowers and unique rock formations.
- The city’s **natural landmark assets** are Joshua Tree National Park, Indian Cove Campground, 49 Palms Oasis, Oasis of Mara, and its close proximity to Amboy Crater, Mojave National Preserve and Mojave Desert Wilderness Areas, and the Mojave Monuments (Castle Mountains, Mojave Trails, Sand to Snow).
- These natural landscapes create a feeling of **health and wellness**, which supports a growing tourism market. As a marketing initiative, health and wellness as a theme can be part of the city’s branding; this also creates an **authentic destination experience**.

- The tourism market would benefit the larger economic development (growth in small business) for the city.
- The city has the added economy of the Marine Corps base, which boosts tourism and the housing market.
- The city has the largest inventory and diverse number of lodging options in the region, thus providing accommodations to meet all travel needs.
- The Transient Occupancy Tax is the third largest revenue source for the city.
- In 2013 the Mojave Desert was recognized by National Geographic in a special issue titled “The World’s Most Beautiful Places—100 Unforgettable Destinations.”

### **Weaknesses**

- Lack of economic development to support the growing tourism. The city lacks major tourist amenities, such as nightlife, retail stores to provide shopping, coffee shops, restaurants, meeting spaces, and event venues, etc.
- The current marketing plan needs to be a more comprehensive plan that targets a growing and more diverse national and international tourism market (e.g. not just young outdoor types).
- The plan currently lacks branding of the city tourism, a marketing specialist in social media, a more user-friendly tourism website that has a blog page, significant use of modern technology such as videos and apps in tourism that promote the city.
- The current marketing plan has no sustainability initiatives that can be used as a strategic goal to market the city and that indicate “We care for our planet, people, and profits.”
- Many residents of the city are transient occupants because of the military base, hence local housing tends to be poorly kept, which leads to a poor curbside appeal from a visitor perspective.
- The downtown of Twentynine Palms needs revitalization, positive investments, and redesigning to accommodate the growing tourism.
- The city lacks adequate transportation from airports, such as Palm Springs Airport (to Twentynine Palms), and it needs more Ubers (to transport visitors to signature event venues, such as Pappy and Harriet’s), as well as bus routes that carry visitors for national park tours, and rental car services.
- There is no major sporting venue to attract national sports to the city, such as golf or tennis tournaments.

### **Opportunities**

- The city’s signature natural asset is its location as the North Entrance of Joshua Tree National Park. The city’s rural location in the desert is an extension of the Joshua Tree National Park landscape of wilderness experience, hence the city has the potential to attract a huge market segment that enjoys the wilderness, open spaces, and dark night skies experience that it provides.
- The city has a growing community of Arts and Culture. This can be strategically used for branding the city, for example “Promote the homesteading history and an appreciation of the kind of resourceful people who pioneered the town, left their cultural imprint on the city, and who continue to inspire a tight-knit community of caring individuals. Showcase through a network of interpretive/artistic displays the authentic history that made the town what it is.” [Cultural Tourism Charter for Twentynine Palms, Lisa Pitts, 2009].

- The largest Marine Corps training base in the world is located adjacent to the City of Twentynine Palms. The military population adds to the economy of the area by spending in the local businesses and the housing market, and it adds to the tourism industry as visiting family and friends stay and eat in Twentynine Palms.
- Because of its diverse room types and abundant supply of rooms, the city can host almost all travel needs. The city receives the most significant Transient Occupancy Tax revenue in the region, and it has the potential for great economic growth through the tourism market. More growth in tourism would encourage more investments in the business economy.
- The city can be marketed as a destination for events such as weddings, rock concerts, sports, mountain biking, annual festivals; holiday seasons and celebrations, wildflower season; stargazing; photography and filming; and desert escapes because of its huge open desert wilderness spaces.

### Threats

- The neighboring cities are developing at a faster pace than the City of Twentynine Palms in retail and the housing market. Joshua Tree village has plus/minus 650 vacation home rentals and four motels; this is about 100% of City of Twentynine Palms lodging rooms. This market share is predicted to grow for Joshua Tree (currently this little village is supervised by San Bernardino County). The majority of these lodging facilities do not pay Transient Occupancy Tax, and there is no local ordinance that provides government guidelines for these lodging facilities. Hence, the lodging in Joshua Tree has a 10.5% advantage in their prices compared to lodging in Twentynine Palms.
- The lack of economic development and infrastructure has resulted in very little growth in the tourism market for the city in the last five years.
- The Marine base has already projected extending their current lodging facility to an additional 80 units. Tortoise Rock Casino has projected a 100-plus lodging facility by 2020. Both of these entities are not obligated to pay into Transient Occupancy Tax for the City of Twentynine Palms.
- A federal government shutdown creates no or low economic revenue to local businesses, as the city is heavily dependent on Joshua Tree National Park and the Marine base for its economic survival. In 2013, the government shutdown caused the city to lose a major event contract that it had hosted since 1990, the AdventureCorps Furnace Creek 508 desert cycling race that had its finish line in Twentynine Palms.
- Although there has been an increase in the number of travelers to the city, the increase is very slow. While the national park had a growth of 27% in the last year, it is important to note that the city's growth, as seen by the hotel industry TOT revenues attained in the last 5 years, has been less than 1%.

## Objectives & Goals

### Quantitative Objectives

>>Aligned with the city's financial objectives, the goal is to increase Transient Occupancy Tax and Sales Tax revenues, which is crucial to the continued fiscal health of the city. This marketing objective would be to encourage visitors to stay a minimum of two nights in the city. It would also convert "travel through" visitors to overnight occupants, hence increasing the

number of overnight stays by 10% in a two-year period. This will encourage and increase repeat visitors. Marketing programs will achieve this objective by capitalizing on the city's unique location in a desert landscape and advertising the city as a two-day desert getaway.

>>The second objective is to increase individual visitor expenditure by 10% over a planned period of two years. Marketing programs will capitalize on the city as the host of the historical headquarters and north entrance to Joshua Tree National Park. This national park attracted 2.5+ million annual visitors in the region in 2016, who spent an estimated \$123,304,500 in the gateway communities. [2016 NPS Visitor Spending Effects Report, page 25, Natural Resource Report NPS/NRSS/EQD/NRR—2017/1421, <https://www.nps.gov/subjects/socialscience/vse.htm>]

>>The city is also the host to the largest Marine Corps training base in the world; this target market supports a large part of the economy of the city through transient and resident military and families that live in and visit the city daily. Therefore, visitor expenditure can be increased through this target market. The spending power of the Marine base in the area is estimated to be \$46.6 million a year.

### **Qualitative Objectives**

- To encourage visitors to make Twentynine Palms their authentic desert getaway for visiting Joshua Tree National Park, Mojave National Preserve, Mojave Desert Wilderness Areas, and Mojave Monuments.
- Twentynine Palms boasts its desert and mountain vistas, dark skies and brilliant star-filled nights, as well as historical murals and public art.
- The marketing programs will focus on making Twentynine Palms synonymous with Joshua Tree National Park. Hence, to invite visitors, slogans such as “Come out to the desert, visit Joshua Tree National Park, and STAY in 29 Palms” will be used in advertising campaigns.
- Twentynine Palms also is the home of the largest Marine Corps training base in the world; it therefore supports and cares for its troops.

### **Summary of Goals**

**BRANDING:** This gives Twentynine Palms a competitive edge, and it is used to capture niche markets.

**ESTABLISH TARGET MARKETS:** The aim is to grow these markets broadly, nationally and internationally, and regionally in California.

**REBUILD DIGITAL PRESENCE:** Redesign the Visit29.org website to make it more user friendly, attractive, and authentic to the brand and destination. Increase online marketing (social media), essential to increase niche markets, using innovative technology.

**MEASUREMENT:** Utilize and record metrics and analytics to measure progress in marketing initiatives.

**PARTNERSHIPS:** Build and maintain local, regional, and national partnerships to support the goals of the TBID.

**ADMINISTRATION:** Maintain consistent and positive marketing staff to implement the marketing plan and budget for Twentynine Palms with the support and guidance of the TBID Advisory Board.

## MARKETING STRATEGY

**Park Destination:** The primary marketing strategy is to position Twentynine Palms as a destination to Joshua Tree National Park, using a marketing message to promote Twentynine Palms as “the headquarters of Joshua Tree National Park and host of its north entrance and Oasis Visitor Center.” Hence, Twentynine Palms becomes synonymous with Joshua Tree National Park. Marketing programs will invite visitors to “Come out to the desert, visit Joshua Tree National Park, and STAY in 29 Palms.”

**Branding:** The second strategy is branding the City of Twentynine Palms using several authentic themes that relate to this destination, such as a desert oasis, a weekend getaway, a desert wilderness experience, a health and fitness space, a place to unwind and relax, a city that cares about its people and planet. Diverse marketing programs need to be employed using several themes to promote the city.

**Sustainability:** The third strategy is using sustainability as an innovation to promote the city. A destination that has a positive reputation has a competitive advantage, hence market the City of Twentynine Palms as supporting and protecting our people and planet and profits. In particular, Our National Park (Joshua Tree National Park) protects fauna, flora, land development, and endangered species. Our Hospitality industry together with our city promotes recycling, water conservation, and helping our local communities. *[Note: Edited to match other paragraphs and eliminate redundancy; the longer, detailed description was moved to Sustainability section.]*

**Military Outreach:** A fourth strategy is outreach to troops and families stationed and newly arrived at MCAGCC to invite them into town for events, attractions, dining, lodging, and housing. Promotions are currently being sponsored by the City of Twentynine Palms via digital ads in the MCCS e-news, Sunset Cinema movie theater ads, and base marquee ads; visitor guides and print advertisements in base publications; friendly hospitality, sponsorships and working with MCCS and the Chamber of Commerce for welcome aboard and relocation events. The TBID should support the city in these efforts.

### Branding

What is branding? Very simply, in branding, the following is used to distinguish a business from the competition: a sign, a slogan, a specific design, or a combination of these features to differentiate the product or services from the competition. Hence, strong brand has become essential in competitive tourism industries. The aim of the brand is to keep and increase traffic to your destination, “Visit 29!”

#### **The goal of branding the City of Twentynine Palms:**

- Clearly deliver the message of our mission/vision statement.
- The brand will confirm the City of Twentynine Palms’ credibility.
- It emotionally connects target markets with our city assets, events, history, art, culture, food, lodging, services and tourism businesses.
- It motivates the traveler to Visit 29! in its design, colors, authenticity, and artistic creation, in the logo, website, social media, print ads, videos, digital media, etc.

- It creates Loyalty from our travelers.

### **A Basic Checklist to Evaluate the Brand**

1. The City of Twentynine Palms brand must relate to its target audience. Will they instantly "get it" without too much thought? Be clear about the main theme that the brand is expressing.
2. The brand must share the uniqueness of what you offer (e.g., A Desert Oasis, an outdoor adventure, a rural desert setting).
3. It must reflect what the brand promises, especially for the target or niche markets.
4. The brand must reflect the values that you want to be represented as a customer.

[Laura Lake, Why Branding Is Important When It Comes to Marketing, retrieved July 2017 from <https://www.thebalance.com/why-is-branding-important-when-it-comes-to-your-marketing-2294845> ]

### **Currently what do we have in terms of a brand?**

On July 24, 2017, the TBID Advisory Board agreed to adopt "Visit 29!" as its tourism Destination Marketing Organization (DMO) handle, with a tagline of "Gateway to the Mojave and Joshua Tree National Park." The board also agreed, with some modifications (adding an "!"), to use the city's approved branding logo, created by artist Chuck Caplinger, the "29" logo and "A Desert Oasis" as part of the branding for the Twentynine Palms Tourism Business Improvement District's marketing program. (See logo on cover of this marketing plan.)

### **Marketing the brand of Visit 29!**

The Brand should create a broad theme, that **Visit 29 is a rural outdoor desert adventure**, in a **Joshua Tree National Park gateway community**, a unique **desert outpost**, for a great **wilderness experience in the Mojave Desert**. It offers large open spaces, dark night skies, unique campgrounds, for activities such as bird watching, cycling, mountain biking, camping, rock climbing, hiking, horseback riding, and relaxation in harmony with the Mojave Desert.

The city as a brand also has unique history; it supports and embraces the home of the largest Marine Corps base in the world and honors the military families that were pioneers of Twentynine Palms. The cultural history embraces the Indian tribes that were the first inhabitants of the city and many pioneering families that homesteaded the area.

### **The Brand should market Signature Events that the city hosts, such as:**

- Hilltoppers MC 29 Palms Grand Prix (+/- 5,000 attendance)
- Youth Basketball Tournaments
- Pioneer Days
- The Weed Show
- ChalkFest 29
- 4<sup>th</sup> of July Celebration
- JTNP Night Sky Festival & Meteor Shower events
- JTNP Art Exposition (Fall)
- JTNP Art Festival (Spring)
- Car Show and Street Fair
- Tortoise Rock Casino "Live at the Rock" Concerts (May to Oct.)
- Military Relocation in June/July

### **The Brand should market Local Attractions, such as:**

1. Joshua Tree National Park Headquarters and north entrance, Indian Cove, 49 Palms Oasis, Oasis of Mara, park trails/sites near the city (Keys View, Desert Queen Ranch, Barker Dam, Ryan Mountain, Geology trail, Boy Scout trail, Skull Rock, Wall Street Mill).
2. Sky's The Limit Observatory and Nature Center, Tortoise Rock Casino.
3. 29 Palms Art Gallery, Old Schoolhouse Museum, Theatre 29, Smith's Ranch Drive-In, 29 Palms Creative Center, JT Art Lab, Murals and public art.
4. Route 66, Amboy Crater, Mojave National Preserve, Mojave Monuments.

### **The Brand should use the following themes to reach target markets:**

1. **Health & Wellness Destination:** Escape & Relax – peace, quiet, open landscape, simple pleasures; Health & Healing – yoga, retreats, alternative, meditation.
2. **Art & Culture:** Rural art community – art, music, theater, performance, festivals.
3. **Rural Community** with history of pioneers, homesteaders, adobes, Indian tribes, Marines.
4. **Sustainability:** City that supports core sustainability efforts, such as preservation of the wilderness (partner with Mojave Desert Land Trust, Desert Institute, Joshua Tree National Park Association); supports Military Hero's program; supports local artists and arts organizations (29 Palms Artists' Guild, 29 Palms Creative Center, JTNP Council for the Arts, MBCAC, JTArt Lab).
5. **Hospitality** that cares by using recycling bins, water conservation; community that cares (Clean up 29!).
6. **Seasonal Themes** in the year, for example, Visit 29 for an awesome wildflower season; celebrate Christmas in 29 Palms.
7. **Outdoor Activity:** Adventure – hiking, rock climbing, cycling, horseback riding, backpacking, geocaching, off-road vehicles, RV camping, Yoga, birding.
8. **Nature:** Birding, stargazing, astronomy, geology, wildflowers, camping, hiking, wildlife, photography.

## **Target and Niche Markets**

### **Visitor Profiles for this Destination**

Groups of two or more people make up over 91% of the JTNP visitors. The age range of 55 and older (represents 34%), age 25 to 54 (represents 47%) and 24 and younger (represents 19%).

**Primary motivators** to visit the desert include: escape urban stress, stargaze, experience nature, be active, spend time with family, and visit cultural attractions.

**Best attributes** of the desert are: dark starry night skies, beautiful scenery, outdoor activities, solitude, natural quiet, views without development, desert plants and wildflowers, wildlife, historical sites, art and culture, festivals and special events, and unique shopping opportunities.

**Preferred times** for visiting are during spring and fall.

The majority of visitors are from California (62%); of those visitors (20% are from Los Angeles), (17% from San Diego), and (12% from Riverside). More than 55% of pre-travel info is obtained from websites, social media, internet channels, 45% from friends and relatives via word of mouth. The average length of a visit is 2 days; 57% percent of visitor groups surveyed stay overnight in Joshua Tree National Park, or in the surrounding area. Of those, 35% stayed two nights inside the Park and 32% stayed one night in the surrounding area. [Joshua Tree Gateway Communities, Desert Regional Tourism Agency, Tourism Marketing Strategy, Phase 1, January 2016; and JTNP Visitor Study, Fall 2010, University of Idaho.]

### **International Market**

There is a growing international market for the **summer months**, June to the end of September. Our international market is mostly supported by travelers from the UK, France, Germany, and Switzerland, where the majority of their visits are in the spring and summer seasons. Australia is a potential growing market as well.

### **Domestic Market**

The majority of visitors to the California desert region are from within the state, from the big cities, including Los Angeles, Orange, San Diego, San Francisco, and San Bernardino counties. There is steady, year-round traveler visits from some key domestic markets like New York, Washington, and Oregon, as well as from our neighboring states like Nevada and Arizona.

### **North American Market**

While we do see spikes of Canadian travelers during the winter months, there is a steady interest, in particular from the western Provinces such as British Columbia and Alberta, as well as the more eastern Province of Ontario. These three Provinces are home to the some of the country's biggest populations.

### **Millennial Market**

For marketing and tourism in Twentynine Palms, it is important to understand the needs of this growing niche market. Millennial travelers are looking for **unique and authentic experiences**, for example, tours and activity providers wishing to access this market. The city needs to prioritize these types of entrepreneurs for the future economic growth of tourism. The city could offer incentives, like speedy permitting and reduced fees; and landlords could offer lower rent incentives.

A walking tour company could offer a chance to meet a local artist or craftsperson, while a food workshop could show guests how to make a difficult-to-accomplish regional dish. Example of a tour company in the region is Joshua Tree Excursions (in JT). Twentynine Palms needs to introduce this type of business activity in tourism. Rock climbing companies/instructors can provide such activity, including at Indian Cove, as this area has rock climbing facilities. The Oasis of Mara has naturalist tours on weekends. Add guided tours to Amboy Crater, 49 Palms Oasis, wildflower season, stargazing, etc. (package deal with restaurant and lodging facilities).

### **Health and Wellness as an Emerging Niche Market**

- An estimated 17 million travelers identify themselves as being “health and wellbeing” focused, with 40% of them travelling regularly (HVS, 2014).
- Wellness tourists spend 130% more than the average tourist. (Body & Soul).
- The wellness niche market focuses on a healthy mindset and lifestyle: Market the tourism destination (Visit 29!) as a health and wellbeing destination. Through a detailed understanding of this lifestyle, it is likely that new and business partnerships can arise and prove lucrative for the economy of tourism. Health food stores, Yoga classes, highlight sports, such as swimming, golfing, cycling. To invite cycling events visit: <http://www.bikingbis.com/california-bicycle-ride-calendar-october/>
- Partnership with the military base to hold golf tournaments.

**Drive Markets – 29 Palms is a short drive from:**

1. Ontario International Airport – 2.5 hours from 29 Palms
2. John Wayne Airport Orange County – 2.5 hours away
3. Los Angeles International Airport – 3 hours away
4. San Diego International Airport – 3.25 hours away.
5. Palms Spring Airport – 1 hour away

**Regional and International Markets**

<i>Regional Driving Markets</i>	<i>Nation Wide</i>	<i>International Markets</i>
Las Vegas	New York	Canada
Los Angeles	Maine	Germany
Monterey	New Mexico	France
Orange County	Washington	UK
Phoenix/Scottsdale	Seattle	Australia
San Diego		Austria
San Francisco		Belgium
Riverside County / Coachella Valley		Italy China / Japan (growing)

1. **Drive Markets:** These markets are within 2 to 3 hours driving distance from Twentynine Palms. There are 21+ million potential tourists residing in Southern California, with Los Angeles County being the number one county in the nation in population. [“LA County Population pushes past 10 million, highest in nation,” L.A. Times, Emily Alphet Reyes, March 27, 2014, <http://articles.latimes.com/2014/mar/27/local/la-me-ln-la-county-population-10-million-20140327>].
2. **Event coordinators** from LA are looking for event spaces for weddings, photography, film shoots, and music venues in the desert.
3. **U.S., Canadian, International tourists:** Snowbirds, road-trip couples/families, national park vacationers, rock climbers, hikers, desert experience seekers, outdoor adventurers, retirees.
4. **Travel agents and tour operators** who bring tour groups to the desert region from around the globe, via Visit California, Brand USA, IPW, Cal Travel, Greater Palms Springs CVB.
5. **Travel writers** and media connections through travel shows, trade shows, Brand USA, Visit California, Greater Palm Springs CVB.
6. **FAM tours** for travel writers and bloggers, coordinated through Greater Palm Springs CVB, Visit California Deserts Region grant, and San Bernardino County EDA Tourism Committee. FAM tours for film industry scouts for desert locations for films, commercials, photo shoots, videos, TV; San Bernardino County EDA and Palm Springs Film Alliance contacts.
7. **Niche and specialty markets** include rock climbers, hikers, birders, photographers, artists, nature lovers, small conference and retreat groups (e.g., organization or business executive retreats, writers, artists, meditation and yoga groups, etc.).

## Partnerships

**Local Business:** While the City of Twentynine Palms has numerous partnership opportunities, we recommend that partnerships with our local businesses be identified as a top priority. This refers to hotels, restaurants, art galleries, shops, Tortoise Rock Casino, Theatre 29, and Sky's the Limit Observatory, etc. The 29 Palms Chamber of Commerce is included with our local business group, because of the work they do.

**NPS-Related Orgs:** Second priority should be collaborating with the National Park Service and Joshua Tree National Park Association, as well as other organizations such as, but not limited to, the Mojave Desert Land Trust and the Joshua Tree National Park Council for the Arts.

**Destination Marketing Organizations:** Third priority should be to continue collaborating with the Greater Palm Springs CVB and Visit California, our regional DMO and state DMO.

**Base:** Fourth priority is working together with MCCS and the Marine Corps base to assist Marines in relocating to Twentynine Palms during their season in June-August. The military has active Welcome Aboard and relocation programs, and city marketing utilizes digital and print media to advertise events, attractions, lodging, and restaurants to bring them into the city.

**Events:** Lastly, priority should be given to partnerships with the organizations that plan the large and unique annual events held not only in Twentynine Palms, but also throughout the Morongo Basin.

## Partnerships – City Partners

**Local Businesses** | Hotel, Motels, Vacation Rentals, Restaurants, Shops, Cultural Venues. The mission of this new tourism organization is to support and sustain the health of our tourism industry, and therefore it needs to be inclusive and accessible to all businesses within the city limits. Marketing efforts throughout the year need to be fairly distributed to support all products and services, and marketing campaigns need to have an inclusive element.

A great example of this kind of strategy is the Greater Palm Springs CVB with their “Summer Chill” campaign. The DMO was successfully able to engage their regional partners and create a marketing campaign that could engage all types of businesses. “Collaborative efforts to market Greater Palm Springs between the CVB and city Partners has achieved great strides in the last two years with an award-winning marketing campaign that united the unique message of each involved Partner with Greater Palm Springs’ branding. Last year, this collaboration included eleven Partners working together with the CVB on its KTLA “Chill” campaign, amassing increased reach and impact to visitors at a value of more than \$825,000.” [GPSCVB 2017 Sales & Marketing Plan, available online at: <https://visitgreaterpalmsprings.com/partners/reports-and-agendas>]

To be able to collectively and effectively work with our City Partners, our first recommendation is to develop a community outreach initiative. We need to hear from our City Partners as to what are their needs and what are potential ways to contribute, and develop a partnership program together that supports their individual needs, and tie that into our bigger strategy. This could be

initiated with a written survey, sending out a strategic list of questions to all partners, with a PIMA (Plan, Implement, Measure, Adjust) format planning session to follow.

## Partnerships – Organizations

(See Appendix 3 for more information about Partnerships – Organizations.)

### Visit California

<http://www.visitcalifornia.com> and <http://industry.visitcalifornia.com/>

Visit California is the recognized source for statewide marketing planning and implementation, and information and support to California's vast travel and tourism industry. They also sponsor an annual \$30K California Deserts Region matching grant to promote desert tourism.

### Greater Palm Springs CVB

<https://visitgreaterpalmsprings.com/partners/>

The Greater Palm Springs Convention & Visitors Bureau (CVB) is the low desert region's coordinating agency for tourism and marketing. The CVB is also recipient of the annual Visit California Deserts Region Tourism Marketing Grant, a \$30K matching grant from Visit California that benefits partners throughout the entire Deserts Region.

### National Park Service – Joshua Tree National Park & Mojave National Preserve

<https://www.nps.gov/jotr/index.htm> and <https://www.nps.gov/moja/index.htm>

The National Park Service has numerous ongoing programs and events in Joshua Tree National Park that the city needs to support.

### Joshua Tree National Park Association

<http://www.joshuatree.org/>

As the official non-profit organization working directly with the NPS for Joshua Tree, JTNPA offers a variety of services including: Desert Institute Classes, Old Schoolhouse Museum Lecture Series, custom programs, and the annual JTNP Art Festival in April.

### Mojave Desert Land Trust

[www.mdlt.org](http://www.mdlt.org)

Formed in 2006, this local non-profit organization in Joshua Tree has been recognized for its responsible governing and outstanding achievements in land preservation.

### International Dark Sky Association

<http://www.darksky.org/>

Joshua Tree National Park has been awarded a Silver designation from the IDA and officially has become a **Dark Sky Park**. The park is now committed to achieving Gold status.

### Joshua Tree National Park Council for the Arts

[www.jtnparts.org](http://www.jtnparts.org)

Committed to fostering the artistic spirit inspired by Joshua Tree National Park, this organization founded in 2013 hosts the annual JTNP Art Exposition in September, and supports other arts events, such as the new JT Art Lab for artist teas and programs in the park

**Southern California Vipassana Center, Twentynine Palms (Dhamma Vaddhana Vipassana Meditation Center)** <https://www.dhamma.org/en-US/index>

Vipassana Meditation is taught at 10-day residential courses during which participants learn the basics of the method and practice sufficiently to experience its beneficial results. There are no charges for the courses. All expenses are covered by donations.

**Action Council for 29 Palms, Inc.**

[www.action29palmsmurals.com](http://www.action29palmsmurals.com)

Action Council for 29 Palms, Inc. (Action 29 Palms) is a non-profit 501(c)(3) all-volunteer organization established in 1994 to optimize the social, cultural, and economic well-being of the community and to celebrate its uniquely fragile environment and heritage through the production of high quality, world-class public murals.

**Twentynine Palms Artists Guild**

[www.29palmsartgallery.com](http://www.29palmsartgallery.com)

Twentynine Palms Artists' Guild is the oldest arts organization in the Morongo Basin, founded in 1951. The Guild is an all-volunteer, 501(c)(3) non-profit organization, which owns and operates the 29 Palms Art Gallery. The Gallery opened in 1963 in a historic adobe built in 1936. It is a landmark in the City of Twentynine Palms, providing exhibitions, art receptions, seasonal events, Monday morning paint-outs, and art classes for all ages.

**Twentynine Palms Historical Society**

[www.29palmshistorical.com](http://www.29palmshistorical.com)

The Twentynine Palms Historical Society was founded on April 26, 1982. The Society is a non-profit educational organization 501(c)(3). It's mission is to collect, preserve and display information, artifacts and memorabilia pertaining to the culture and history of Twentynine Palms and the greater Morongo Basin. The Society owns and operates the Old Schoolhouse Museum.

**Morongo Basin Cultural Arts Council**

[www.mbcac.org](http://www.mbcac.org) and [www.hwy62arttours.org](http://www.hwy62arttours.org)

The Morongo Basin Cultural Arts Council is a nonprofit, volunteer-based organization with a 501(c)(3) status. The Arts Council's mission is to inspire and enliven the community through the arts, and to enhance the cultural and economic health of the region.

**Art in Public Places, Public Arts Advisory Committee**

[www.ci.twentynine-palms.ca.us/paac](http://www.ci.twentynine-palms.ca.us/paac)

Art in Public Places was established by the City of Twentynine Palms in 2004 and is administered by the Public Arts Advisory Committee (PAAC). PAAC oversees public art installations, supports Youth and the Arts projects in the community, and sponsors Art in Public Places exhibitions at the city's Visitor Center & Art Gallery and Chamber of Commerce.

**Joshua Tree Gateway Communities**

[www.visitjtc.com](http://www.visitjtc.com)

The Joshua Tree Gateway Communities Tourism Committee was established to promote local events, showcase unique attractions, and identify exclusive locations that would enhance the experiences of visitors. Its mission is to promote and support the events and attractions in the communities that border Joshua Tree National Park.

## Partnerships – Events (Regional)

(See Appendix 3 for more information about Partnerships – Events.)

**Hwy 62 Open Studio Art Tours | October 14-15, 21-22, 2017**

<http://hwy62arttours.org/>

**Joshua Tree Music Festival | Oct 5-8, 2017 & May 17-20, 2018.**

<http://www.joshuatreemusicfestival.com/>

**Contact in the Desert | May 2018 | Joshua Tree Retreat Center**

<http://contactinthedesert.com/>

**Bhakti Fest | September 6-11, 2017 | Joshua Tree Retreat Center**

<http://bhaktifest.com/>

**Market 29 as a Joshua Tree National Park gateway community that supports regional events, such as:**

- Contact in the Desert
- Bhakti Festival
- Joshua Tree Music Festival
- Hwy 62 Open Studio Art Tours
- Orchard Festival

**Signature Attractions, such as:**

- Pappy and Harriet's music events
- Pioneertown and Mane Street reenactments
- Integratron sound bath in Landers
- Hi-Desert Cultural Center events
- Desert Christ Park
- Off the Beaten Path – The Palms, Noah Purifoy's Outdoor Gallery, Simi Dabah
- Swap Meet, Throwbacks, Antiquing
- Dhamma Vaddhana Vipassana Meditation Center

**Regional Events and Venues, such as:**

- Palm Springs International Film Festival
- Coachella, Stagecoach, Desert Trip music festivals
- The Palm Springs Tram
- The Living Desert
- Palm Springs Art Museum

## Sustainability as an Innovative Marketing Strategy

**Increase consumer awareness** of environmentally friendly businesses in the City of Twentynine Palms. “The Natural Marketing Institute discovered that 58 percent of consumers consider a company’s impact on the environment in considering where to purchase goods and services, and are more likely to purchase from companies that practice sustainable habits. That translates into a client base of 68 million Americans who are favorably predisposed to companies showing positive track records in personal, social, and environmental values. The Cause Marketing Forum reports that consumers also favor companies that actively support their communities: businesses do well by doing good.” [*News and Best Practices for Commercial & Industrial Environmental Professionals* retrieved from <https://www.environmentalleader.com/2016/03/6-benefits-of-becoming-a-sustainable-business/>]

A destination that is renowned for sustainability has a competitive advantage, for example: “The City of Twentynine Palms supports and protects our people and planet and profits.” In particular, **Our National Park** (Joshua Tree National Park)—the fauna, flora, land development, and endangered species. **Our Hospitality Industry** together with our city promotes recycling, water conservation, and helping our communities by providing jobs for local residents and supporting organizations, such as the local artists of the region and the military troops that serve us.

Increase recognition of leading, environmentally friendly tourism businesses; such as supporting and encouraging “green business in hospitality.” Encourage solar energy especially for hospitality in the summer months; this initiative reduces energy consumption. Implement initiatives to reduce water consumption. Hospitality should promote the use of sustainable business travel products, and be a responsible host; this promotes voluntary integration of environmental and social good practices in their business operations.

### Reduce the tourism industry’s carbon footprint.

- Encourage more bicycle lanes within the city. Shift towards the use of more environmentally friendly forms of transportation for tourism (buses, bicycles, foot and Ubers) both to and within tourist destinations.
- Work with relevant tourism agencies to identify ways to improve sustainable practices in our tourism locations.
- Develop partnerships such as the Mojave Desert Land Trust and Joshua Tree National Park Association.
- Minimize the production of waste and assist the tourism industry to adapt to climate change.

### Joshua Tree National Park sustainability opportunities:

- **#Explore Responsibly** – This is an extremely important campaign that the city needs to support. It’s about educating our visitors on how to be respectful of the fragile desert landscape, and how to be a responsible visitor. As the number of people traveling through our National Park continues to grow, so too do the risks and dangers. We should have content available on our tourism website and help to educate our tourism partners in the city, so they can in turn help educate their customers.
- **Ranger Programs** – These educational programs not only enhance the visitors experience in the park, but also serve the goals of the National Park Service to preserve

and sustain the natural and cultural resources of the park system. The seasonal programs should be promoted as an incredible (FREE) service to offer our visitors.

- **Every Kid in a Park** – The National Park Service offers every 4<sup>th</sup> grader a free annual park pass, and we should help promote this incredible opportunity and encourage visiting families to experience the magic that is Joshua Tree National Park. This program runs annually, September 1 to August 31, and is available to all children across the country. <https://everykidinapark.gov/>

#### **International Dark Sky Association (IDA)**

International Dark-Sky Association (IDA) is a 501(c)(3) organization founded in 1988, dedicated to help stop light pollution and protect the night skies for present and future generations. Joshua Tree National Park was awarded a Silver designation as a Dark Sky Park. The city and Visit 29! tourism marketing efforts should support the park in its efforts to reach for the Gold level designation as a Dark Night Sky park.

#### **Mojave Desert Land Trust (MDLT)**

Formed in 2006, the Mojave Desert Land Trust, a non-profit organization in Joshua Tree, has been recognized for its responsible governing and outstanding achievements in land preservation. Visit 29! should support their efforts to preserve and add local scenic Joshua tree forests and lands to Joshua Tree National Park.

## MARKETING PROGRAMS

Marketing programs will strategically promote **upcoming events, attractions, and day trips, to encourage spending and a longer stay by visitors, and visiting friends and relatives (VFRs)** of residents and military residents. New marketing media, website, mobile apps, e-brochures, and expanded internet marketing such as web banner ads, targeted email marketing campaigns, social media, blogs, and videos will be used as marketing programs. Twentynine Palms will be promoted as an active arts community at the north entrance of Joshua Tree National Park. Marketing programs will support local attractions such as Sky's The Limit Observatory and Nature Center, and events and activities in Joshua Tree National Park (including the Indian Cove campground), and sustainability innovations that the city supports. Branding of Visit 29! will use various themes to promote Twentynine Palms as a rural desert community, and promote signature events hosted by the city, as well as its history and culture.

We will be working with Joshua Tree Gateway Communities, Greater Palm Springs Convention and Visitors Bureau, and San Bernardino County Economic Development Agency tourism marketing program for additional regional marketing. We can support cross-promotion of regional events (e.g., from Joshua Tree Music Festivals to tennis tournaments and Coachella & Stagecoach music festivals, etc.). We will work with and support Cal Travel Association. Visit California and California Deserts Region marketing efforts will be backed by this marketing plan, to gain more visibility for the city's location next to the Joshua Tree National Park. Targeted promotions will be developed for niche markets (e.g. rock climbers, hikers, photographers). We will aim to capture new visitors and explorers who value content-rich, interest-specific experiences, and who are potential repeat visitors.

### Digital Marketing – Website – Visit29.org

#### Digital Media Strategy – Website

**Phase One:** Invest in updating the website, Visit29.org; redesign and launch as a separate site from the city government site; research and identify key tracking metrics for a tourism website; and set goals. Establish reporting structure for regular monthly Google Analytics tracking. Invest in getting up to speed with current SEO trends and strategies.

#### Strengths

- Visit29.org is a well-established domain, with significant search ranking history, and key backlinks already in place (i.e. Visit CA, GPSCVB, CA Outdoor Playground)
- Descriptions and visitor information of all categories of lodging, dining, restaurant, attractions, and annual events is thorough, and well-written.

#### Weaknesses

- Website has lost visibility and a sense of independence since it has been pulled into the City of Twentynine Palms government site, with limited analytics tracking.
- Current site design is not mobile friendly; today's user expects a better mobile experience.
- As a general statement, the existing site is text-heavy. While the written copy is very thorough, we need to show, not just tell travelers why they should come here.

- Adjustments to site map and page layout needed to make user experience more efficient. Re-organization and categorization of products and services recommended.
- Overall, we need to be presenting the bigger picture – we are more than just your gateway to Joshua Tree National Park – we are your gateway to the Mojave Desert, in the heart of the California Deserts Region.

### Opportunities

- Independent site will allow us to regain access to Google Analytics for reporting and tracking.
- We need better utilization of existing image inventory and investment in growing the inventory.
- A picture says a thousand words. We need to leverage the massive amount of user-generated content already out there, (e.g. night sky photography, time-lapse videos) and take advantage of image inventory available from the National Park Service.
- Incorporating a blog into the site will offer tremendous benefits, particularly with SEO, and will establish us as the authority for all things tourism.
- E-News signup needs to be added, with a call to action and prominent positioning. Build leads throughout the year, run quarterly giveaways, and highlight seasonal activities.
- Dine in 29! & Visit 29! Guides should be prominent in site header to be accessible from any page on the site.
- Military community section with important visitor information, directions, and community services needed.
- When ready with updated site, consider investing in Google AdWords, and utilize free/promo offers.

### Threats

- Visit29.org is lacking a dynamic, mobile-friendly experience.
- Engagement with the military community must improve, acknowledging the incredible spending power of this local community.
- We do not have a strong online branding presence, with a complete digital marketing strategy that utilizes the best in progressive and modern technology.
- We have not reached out to others for ideas and inspiration.

### Additional general comments:

- Key performance indicators and benchmarks for website performance need to be established for the Visit29.org website, with a **regular monthly reporting schedule**.
- Google offers a variety of Google Analytics certificate courses as part of the Google Analytics Academy, and it is strongly encouraged that our webmaster be certified in current and best practices.
- Adding a search feature to the site would be great, helping our users find the right content quickly.
- We need to provide use-friendly resources for visiting Joshua Tree National Park and the Mojave Desert. This includes a reassessment of how we present Joshua Tree National Park; incorporating and promoting ways to enhance the visitor experience, with focus on services already available through the Joshua Tree National Park Association (including, but not limited to: Field Classes, Community Lectures, Step-On Guides for Bus Tours, Military Scholarships, Custom Programs).

**Adding a blog to the website is a must.** Being able to publish relevant and seasonal content will help build authority, drive traffic, improve SEO, and build community engagement. Blog posts should be published at minimum once a month, and tracked for engagement.

**Examples of topics to be covered on blog:**

- Current events & news from JTNP (e.g. IDA Dark Sky Park designation)
- Features on top attractions
- Features on annual events
- Hiking guides and trails
- Seasonal tips for visiting the desert
- Travel itineraries
- Histories and legends of historic inns, motels, VHRs, and other local sites

**E-News signup** with strong call to action needs to be prominently placed on the site, with commitment to regular newsletters going out.

**We need to stay current in SEO best practices**, and dedicate time monthly to research trends and keep a close eye on our competitors. A short reference list of some of the strongest factors associated with high search ranking:

- Keyword Research
- Relevant keywords
- Keywords in internal links
- User signals (click-through rate, time-on-site, bounce-rate)
- Domain SEO visibility (how strong the domain is in terms of links and authority)
- Search volume of domain name
- Total number of backlinks
- Total number of referring domains (unique sites linking to your site)
- Social media activity (Google+, Facebook, Instagram, Twitter)

[Source: SEO 2017 by Adam Clarke / Book expanded & updated in 2017.]

A short list of notable SEO resources:

- Search Metrics - Up-to-date articles on search metrics ranking factors  
<http://www.searchmetrics.com/knowledge-base/ranking-factors/>
- Search Engine Round Table – Up-to-date news on SEO  
<https://www.seroundtable.com/>
- Moz Blog – Leading authority blog on all things SEO  
<https://moz.com/>

**(See Appendix 4 for the current Visit29.org Site Map.)**

**Comments & Recommendations by Section:****Visit29.org Homepage**

- Reports published in 2017 by numerous media agencies say your website has 7 seconds to capture the visitor's attention. Our new homepage should have dynamic, seasonal, and visually rich content that immediately presents the desert landscape.
- Our homepage needs to show our top assets – dark starry skies, dramatic, wide-open desert landscapes, thriving art scene, unique hotels, and eclectic restaurants.
- Site menu needs to be strategically planned so that within these first 7 seconds of visiting the website people understand all the offerings of the city and get a sense of our diversity of places to stay, eat, explore, and visit, without needing to leave the homepage.

- Maps, visitor guides, and travel itineraries also need to have prominent placing in the site menu, accessible from any page of the site.
- The homepage content could highlight (on a rotating schedule) different hotels, restaurants, and attractions, and kept seasonally relevant. With coordination from local businesses, special offers could be promoted on the homepage.
- Listed below are links to sites that have excellent examples of dynamic and engaging homepages. Many of these sites were featured in a 2016 article by Skift called “The 25 best tourism websites in the world in 2016.”
- Visit California ([www.visitcalifornia.com](http://www.visitcalifornia.com))
- Visit San Francisco ([www.sftravel.com](http://www.sftravel.com))
- Visit Nova Scotia ([www.novascotia.com](http://www.novascotia.com))
- Visit Seattle ([www.visitseattle.org](http://www.visitseattle.org))
- Visit New York City ([www.nycgo.com](http://www.nycgo.com))
- Research source: <https://skift.com/2016/07/13/the-25-best-tourism-websites-in-the-world-in-2016/#1>

### **Lodging**

The theme of the imagery used for the “places to stay” landing page need to really convey what it’s like to stay out here. Friendly hospitality, unique accommodations, incredible desert views. We should have images of our innkeepers, pictures of guests lounging poolside, open desert views from rooms – giving visitors a sense of what the experience is all about.

### **Restaurants**

Introduction paragraph can highlight the wide variety of menu styles offered by our restaurants in Twentynine Palms, but the restaurant listing categories need to be reduced. Perhaps instead of building out such a big category list by menu type, we should focus on three main categories,

- Casual Fine Dining
- Family Dining
- Cocktail Lounges & Neighborhood Bars

Customizing a special search box on the restaurant page would allow the user to search by cuisine type, and this is where we can maintain the category listing that is currently in place.

Business logos and images to accompany all listings; if a restaurant doesn’t have a strong image inventory to pull from, let’s invest energy into getting a photographer to go out and create professional inventory. We may be able to partner with the Chamber of Commerce on this.

### **Local Attractions**

Update layout and design of landing page with emphasis on increasing size and quantity of images, and rework organization of listings by considering new categories. This landing page should list all categories and highlight the top few attractions for each, with a read more/learn more link to expand. For user experience, group attractions together rather than break out to individual pages.

Information on local attractions/activities that is missing or should be expanded:

- Desert Institute Classes & JTNP Ranger Programs
- Link to MojaveMonuments.org (& MDLT Adventure Kits)
- Rock Climbing Resources (links to local guides, JTNP climbers map)
- Health & Wellness Services (yoga classes at community center & 29 Palms Inn, spa services at Campbell House & Mojave Massage, etc.)

### **Events**

- Consider grouping **events by season** (fall, winter, spring, summer) so that visitors at a glance see what to look forward to throughout the year. This will also encourage us to develop marketing initiatives to help drive tourism in the slower seasons.
- Promote Old Schoolhouse Museum lecture series & Desert Institute Classes.
- Expand event listings in Morongo Basin (e.g. Contact in the Desert, Bhakti Fest, Desert Stars Music Festival, etc.). While not located in Twentynine Palms, these annual events drive a lot of traffic into the area.
- Expand event listings in Palm Springs including but not limited to: Palm Springs Village Fest, Modernism Week, Tram Road Challenge.

#### **Music**

#### **Theatre**

#### **Art Shows**

#### **Oasis of Murals**

#### **Sky's the Limit Observatory**

#### **Tortoise Rock Casino**

#### **Visitor Center**

#### **Joshua Tree National Park**

#### **Mojave National Preserve**

#### **Mojave Trails National Monument**

#### **Sand to Snow National Monument**

#### **New sections to add:**

#### **Mojave Desert**

Introduction to the Mojave Desert, located in the heart of the California Desert. Explain what makes this landscape so unique and powerful, from an ecological, historical, and cultural perspective.

- Cultural history of the region should include a feature on the Oasis of Mara
- Include news on current public affairs
- Include information on how visitors can get involved (e.g. volunteer projects with Mojave Desert Land Trust)

#### **History of 29 Palms, California**

Let's celebrate the incredible stories and history of this small town, starting with the presence of Native Americans, followed by the ranchers, prospectors, early homesteaders, artists, and celebrities. Our city has an incredible history of the arts, and even popular culture, so let's get our story out there.

- General 29 Palms history already exists as part of the City Government site, needs to be incorporated into tourism site, utilizing the historical image inventory that already exists.
- Identify a list of leading/significant people who have helped to shape what the City of Twentynine Palms is today (e.g., Bill & Elizabeth Campbell).
- Include the existing Oasis of Murals page to highlight our historical murals.
- Include a page with brief profiles and photos of celebrities connected to 29 Palms (e.g., John Hilton, James Cagney, Esther Williams, Huell Howser).
- Given the number of books written on the history of Twentynine Palms we should include a list of publications, with information on where visitors can purchase these books.

#### **USMC Community**

This is a great opportunity to better engage with the local military community, and become the information destination for military families, and their extended families.

- Family activities – ways for new families to explore and get to know our community
- Create a page Just For Kids.

- Create a “must see and do” list for newcomers, perhaps even create a unique guide for download (work from existing Visit 29 Guide, tailor to UCMS community)
- Directions and information for families visiting base
- Links to community services (coordinate with MCCA team)
- Link to Desert Institute Military Scholarships (<http://www.joshuatree.org/desert-institute/>)

### Maps

Visit 29! Guide and Dine in 29! brochure already have maps, consider making them available for download separately from the full guides or create a new attractive stand-alone map.

- Incorporate existing California Deserts Region map (produced by GPSCVB)
- Links to official maps for Joshua Tree National Park, Mojave National Preserve, Sand to Snow, Mojave Trails, and Castle Mountain need to be more accessible. (MojaveMonuments.org has great resources.)

### Directions

- Directions from Palm Springs, LA, San Diego, and Las Vegas airports.

### Travel Trade

We invite you to immerse yourself in our spectacular landscape...

- Individual & Group Press Trips – create online application form
- Sample Itineraries & Story Ideas
- Research, Fact Checking, and Local Flavor
- Media page

### Proposed Site Map for Visit29.org

*Still under development 8-14-2017*

#### Explore

1. Mojave Desert
2. Joshua Tree National Park
3. Mojave National Preserve
4. Mojave National Monuments
  - a. Sand to Snow
  - b. Mojave Trails
  - c. Castle Mountain
5. Homesteading History
6. Oasis of Murals
7. Public Art
8. Adobes and Architecture

#### See & Do

1. Attractions
2. Arts & Culture (art galleries, museums, live theater)
3. Live Entertainment (live music)
4. Health & Wellness (yoga, massage, sound baths)

#### Eat & Drink

1. Casual Fine Dining
2. Family Dining
3. Event Catering
4. Cocktail Lounges & Neighborhood Bars

#### Places to Stay

1. Historic Inns & Motels
2. Branded Hotels (needs better name)
3. Vacation Home Rentals

#### 4. RV Resort & Cottages

##### Events

1. Night Sky
2. Community
3. Family
4. Heritage
5. Festivals
6. Outdoors & Sports

##### Page Just For Kids

1. Junior Ranger
2. Junior Historian
3. Theatre Camp
4. Art Camp
5. Sky's The Limit Orrery and Solar Scope
6. Desert Legends
7. Games

##### Maps & Travel Guides

## Mobile Apps

Through apps, travel companies can enhance their visibility and presence in the competitive travel industry. More and more people are downloading and using travel apps, which offer a convenient solution to fulfill all their travel needs. Brick and mortar travel offices, guidebooks, leaflets, and compasses have been replaced by fully-featured mobile apps accessible to travelers anytime anywhere. Mobile travel apps can be linked to geo location-enabled services like Google Maps and GPS to provide maps, directions and even last-minute route diversions to unfamiliar locations. Now there is no need to carry voluminous guidebooks and maps. Besides location, some mobile apps offer real-time views of the destination you are browsing and accommodations available there. Travel apps are a must-have in this era where smart work, not work, ensures success. [Jatin Sapra, Dec. 2016, How Mobile Apps are Transforming the Travel and Tourism Industry, retrieved August 2017 from <https://www.techaheadcorp.com/blog/mobile-apps-transforming-travel-tourism-industry/> ]

##### Mobile App Benefits:

**ENGAGE ON-THE-GO**—Provide an engaging, modern, mobile tool for visitors to reference directories of local attractions, calendar of events, places and maps, and much more. Because the information is digital, it's always up-to-date and easily accessible anytime, anywhere.

**BE AN INDUSTRY PIONEER**—Lead the tourism industry in delighting visitors with the convenience of **geofence** technology, mapping with GPS and turn-by-turn directions, in-app FaceTime, and more. Employ **geofencing** to target mobile phone ads within a specified location or distance.

**SHOWCASE THE BEST OF YOUR DESTINATION**—Curate content about your destination through experience guides and eat/stay/play directories to show visitors the best your location has to offer instead of relying on third parties and undependable information.

**QUICKLY COMMUNICATE**—Send engaging, actionable push messages with the click of a button to deliver event reminders, promote flash sales, or share local news. Keep your destination and reasons to return and do more top of mind with travelers.

**REDUCE OVERHEAD COSTS**—Reduce printing and mailing costs for visitor’s guides by pointing visitors to the app for the most up-to-date content about your destination. Plus, monetize the app with ads from local businesses and organizations.

**DRIVE TRAFFIC TO LOCAL BUSINESS**—Feature local businesses in the app through directories, maps, and push notifications that drive visitors to connect with owners or stop in and purchase. Just one more way to support the local businesses that help make your destination great. [Mobile Apps for Travel, retrieved from <https://www.visitapps.com> ]

**Proposed mobile apps to promote:** Event attendance, Public Art, Mural Tours, and to guide people to local attractions, hiking trails and narratives, stargazing, etc. Other suggestions include History, Adobes/Architecture, Geology, Mining, Wildflowers, Park information, Archeology, Walking tours, Districts, Historical Societies, signature events, signature attractions.  
**Significant use:** Translations of content available in many languages.

### **Evensi search engine dedicated to geo-located events.**

You can find more than 10 million events based on your interests. Worldwide. Discover new events by browsing on the map or let yourself be guided by your own customized dashboard, which suggests the events that are most relevant due to their geographical vicinity and personal interest.

#### **Coverage: Global**

Unique users: 300K per month

Local uniques: 30K per month Active Events: 30+ million

Mobile App: No

Website: <https://www.evensi.com/>

Twitter: @evensi\_app

Sectors: All Events

## **Bloggers**

Bloggers and digital influencers are an incredibly important asset for the city and our Mojave Desert location. In many cases, for the price of a free night’s lodging or a meal or participation in or support of a FAM tour, earned media in the form of photos and travel articles or blogs by travel writers and bloggers can circulate nationally or internationally for months, if not years. Many dedicated bloggers have a readership following in the thousands. To date, the city has participated in and supported travel writer FAM tours (familiarization tours) organized by Greater Palm Springs CVB, under their California Deserts Region grant, and has worked with influencers independently and through San Bernardino County EDA tourism program. [<http://visitgreaterpalmsprings.com/partners/partner-benefits/> ] Other contacts have come from meeting travel writers at travel shows and hosting visiting writers referred by local lodging. A number of new bloggers are now residing in the region and are eager to earn extra money by providing tourism blogs for local websites. Organic blogs by local writers are available to promote all aspects and assets of our community and location.

## Social Media Marketing Programs

### ***What is Social Media?***

Social Media are internet communication platforms that give the means and tools for people to interact with each other, by both sharing and absorbing information on all aspects of life.

Therefore, from a marketing standpoint, the growth of social media and digital technology has empowered the consumer on the quality, cost, and responsibility of products and services, giving the consumer total freedom on reviewing products or services. Hence, advising a wider audience (friends, family, associates, business partners, etc.) through their experience on these products or services purchased. Social Media has made it possible for consumers to express their experience via visual media, and the power to buy is in the hands of the consumer.

### ***Why use social media in tourism marketing?***

- Social messaging will account for 2.5 billion global users by 2018, more than the 2 billion general social media users (Skift Megatrends Defining Travel in 2016)
- Consumers are 44% more likely to learn about a new travel brand on Twitter than on the average social network (Twitter, 2014)
- 97% of millennial's say they share pictures while travelling, especially on Facebook, Instagram, WhatsApp, and Snapchat (Frederic Gonzalo, 2016)
- 27% of Twitter users share positive travel experiences, creating positive buzz for the brands they mention (Twitter, 2014)

Travelers want to visualize potential new experiences. How will it make them feel? What photos will they have to share with friends and family afterwards? To stand out in the tourism industry and inspire travelers to book over competitors, place compelling visuals center-stage throughout your marketing.

Current Social Media accounts are Facebook, Twitter, Instagram using @Visit29Palms.

### **Marketing using Facebook**

1. Facebook is the top social network on the web. It has 2 billion monthly active users and more than one billion that log on daily (according to Facebook itself).
2. Facebook advertisements can be both paid and free, this brings about an awareness of who the City of Twentynine Palms is and where it is. Profiles should be visually creative to support the brand of Visit 29! With Facebook stories, live images, and videos posts, a brand's content strategy has endless opportunities. Facebook should be the go-to source of information for all travelers.
3. Paid ads can suit any budget; these ads target demographics based on age, interest, locations, products and services to interested customers. An effective strategy on Facebook is targeting—i.e., niche groups interested in events/activities in the desert.
4. Posts with images drive 2.3 times more engagement; use beautiful images to highlight your brand's creative side. Inspire users with virtual reality features or 360-degree content. Video is in high demand and 43% of users would like to see even more. Links are perfect for sharing industry news and your own blog content. Find your most engaged content and continue to share it on Facebook. ... Live content drives three times more engagement on Facebook. Planning content means you put more effort into the quality of a post.

[Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017,

from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554>]

**Aim for Higher Brand Awareness:** Your Facebook ad campaigns should always be focused on three things: (1) Cost Effective (2) Relevant (3) Engaging your audience on Facebook is critical. Paid ads should be used for signature events that the city is advertising, branding the city, and to capture the traveler attention with meaningful content, via videos on the city's natural assets such as Joshua Tree National Park.

### Marketing using Twitter

Twitter is known as the real-time, public microblogging network where news breaks first. Most users loved it for its iconic 140-character limit and unfiltered feed that shows them absolutely everything in the form of tweets.

- Your username (@username) is the business Twitter handle.
- Your business profile consists of a bio, avatar, and cover images. It should tell the story of your business in a single glance, so select visual elements that best represent the business.

Therefore, it is significant to write a clear, concise description of your business in 140 characters or less that describes your brand, products, and services, and that includes a link to your website or a landing page. Your business logo can function as the avatar. Use Twitter advanced search or tools like Hoot Suite or Sprout Social, to look for tweets that include your company name, products, and services. Also, follow your competitors and others in your industry, to see what they are tweeting.

**Share Media Mentions:** Share links anytime your business gets mentioned in the media, a habit that could lead to more attention from journalists and reporters.

**Use Hashtags:** A hashtag is a way to organize your tweets around a specific keyword or topic. It is native to Twitter, so use them often. Don't use more than two or three per tweet.

**Promote Events:** Use Twitter to promote special events and live-tweet, the event while it's happening. You can also tie into current events, when appropriate, to use as a hook for product promotion.

**Advertise on Twitter:** Twitter has two advertising options: Promoted Accounts and Promoted Tweets. Using these can get your posts seen by more people.

**Incorporate Twitter Cards:** Twitter Cards enable you to attach rich photos, videos, and media experience to tweets that drive traffic to your website. By adding a few lines of HTML code to your web page, users who tweet links to your content will have a "Card" added to it that is visible to their followers.

**Host Twitter Chats:** Twitter chats, are scheduled hashtag discussions that focus on specific topics. Host a chat where customers can ask questions about your products or services, or discuss a topic of interest to them. Use tools like Tweet Chat or Tubs, to make chats easier to manage.

**Influencers:** Find Influencers for @Visit29Palms. Use influence measurement tools such as Klout, Twellow, or Commun.it to qualify the influence of your followers and others, and then engage with those who have a greater degree of authority. [PAUL CHANEY, 2016, 25 Ways to Use Twitter for Marketing <http://www.practicalecommerce.com/25-ways-to-use-twitter-for-marketing>]

In the new world of digital relationships, word of mouth extends well beyond recommendations from friends and family into the realm of influencer marketing. In fact, research from Twitter shows that 49 percent of consumers seek purchase guidance from social media influencers, TBID Tourism Marketing Plan 2017-09-19

and 20 percent said that a Tweet from an influencer inspired them to share their own product recommendation. Even more important for marketers, nearly 40 percent of Twitter users said they had made a purchase as a direct result of an influencer's Tweet.... When choosing an influencer, in addition to finding a fit for your niche market, you need to find someone who's producing content with a similar look and feel to your own, and whose tone is appropriate for the way you want to present your brand to potential customers. This will make it much easier for the brand and the influencer to share, swap, and collaborate without creating a disjointed feel in either party's social media posts.... Social media influencers should be able to provide analytics and detailed reports on the reach of their posts, but remember that you're also looking to track engagement. This can be tricky, with 47 percent of respondents to a recent survey saying that proving the value of their influencer marketing campaigns is their biggest measurement challenge. Hootsuite allows you to measure campaign success by tracking mentions of the brand or campaign hashtags with social listening streams. [Source: Hootsuite <https://blog.hootsuite.com/influencer-marketing/#strategy> ]

### **Set Up Google+ Business Listings for Visibility**

Google My Business is the most important Google+ feature, especially for a business that has a local presence. Not only can a Google+ business listing increase visibility on local and mobile search, but also it allows potential customers to call you, get directions to your business on Google Maps, and check out your verified business website. Your listing also makes your photos and YouTube videos easily findable on your business page and lets customers leave reviews for your business right on your Google+ page. It's up to you to fill in your information with as much detail as possible. Communities have transformed Google+ into a more deeply connected environment; people's favorite communities have become a starting point for their Google+ activity each day. You can use communities to recruit and connect with passionate advocates of your products or your cause, e.g. Photographers (nature lovers, hiking, camping, national park lovers, Marines, etc.). Or create a community around a passion or topic of interest, like endangered critters (tortoise in Joshua Tree National Park), or the history of 29 Palms.

**Google Hangouts** are a great way to create and promote events, such as signature events, attractions, Q&A sessions, webinars or conversations on a topic of interest to your audience. You can also use them for videoconferencing to connect to people across the world.

**Utilize Google ads** to capitalize on Internet searches for Joshua Tree National Park information.

**Google Maps:** Visitors and locals should be encouraged to upload their photos of lodging and restaurants to Google Maps.

### **Marketing using YouTube**

YouTube is the second largest search engine. YouTube by many is seen as a separate social network, all on its own, as the premiere place online to go to watch videos on every topic under the sun and upload your own as well. "YouTube also launched a premium subscription option, called YouTube Red, which removes all advertisements from videos." [Elise Moreau, August 02, 2017, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

Video can bring huge audiences. Streaming video will account for more than two-thirds of all consumer Internet traffic by 2017, according to Cisco (Cisco, 2015).

- **78% of people watch videos online every week.** (MWP, 2015)

- YouTube (and even YouTube on mobile alone) reaches more 18-34 and 18-49 year-olds than any cable network in the U.S. (YouTube, 2015)
- 80% of YouTube's views are from outside of the U.S. (YouTube, 2015)
- More than half of YouTube views come from mobile devices. (YouTube, 2015)
- 70% of Gen Zs watch at least two hours of YouTube per day. (Upfront Analytics, 2015)

Hence, the marketing team must create signature videos on Arts & Culture, and assets such as Joshua Tree National Park, Marine base, campgrounds, historical sites, and attractions.

### **Marketing using Instagram**

Instagram is one of the most popular social networks for photo sharing that mobile web users have. It is the social network for sharing real-time photos and short videos while you are travelling. It has become a leading advertising platform for brands as well as Instagram Influencers, who legitimately generate income through the network. [Elise Moreau, August 02, 2017, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

### **Marketing using Pinterest**

When it comes to leading Tourism Marketing trends, Pinterest (150 million active users a month) has gone from a site for daydreaming DIY wish lists to a strategic marketing platform. Some of the latest stats reveal Pinterest is the second highest in website referral traffic, second only to Facebook. One common mistake people make is looking at Pinterest as a social media platform alone. While yes, Pinterest is coined as such, it really operates more as a search engine. Just like Google, users type in keywords they want to search for, like: Things To Do In London, What To Wear In Greece, Best Places To Go For Your Honeymoon, etc. Since users are searching for results, rather than scrolling through a feed of recently posted items, your pins have a much longer shelf-life than your Tweets and Facebook posts. While Tweets have a lifespan of just 18 minutes, a viral pin can continue to bring in traffic for years to come. [Source: <http://www.untethered.media/2017/02/tourism-marketing-trends-pinterest/>]

### **Trip Advisor and Yelp**

With “320 million reviews and opinions from travelers around the world” influencing consumer decision making, Twentynine Palms as a city should be learning from these reviewers and taking part in the online conversation. Kate Tyler, founder of *Shake Social* and longtime social media expert, definitely maintains that the tourism and hospitality sector should be viewing sites such a Trip Advisor as a social media platform.

Most businesses have a Facebook page and a Twitter account in order to promote their business successfully and interact with their customers. Trip Advisor and Yelp function on the same lines.

**Yelp** significantly caters to local businesses that have paid for ads as well, and offer a free platform to market your business. On Yelp, “its user community is primarily active in major metropolitan areas, and is one of the most important sites on the Internet. As of 2016, it has 168 million monthly unique visitors and 108 million reviews. Yelp is widely used nationally, especially in California.” Yelp needs to developed and looked at for cost of paid ads and function.

**TripAdvisor** – The city currently has paid for a Premium Destination Marketing package on TripAdvisor.com through April 2018. Since 2011, the city has sponsored a Twentynine Palms Tourism DMO page, and the city’s marketing specialist updates upcoming events, creates

custom banner ads, and adds photos, maps, brochures, visitor information and more. Articles and Forum communication will be added this year.

### **Flickr is Yahoo's popular photo-sharing network.**

It's still one of the best places to upload photos, create albums, and show off your photography skills to your friends. [Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

### **Foursquare has broken up its location-based app into two parts.**

While its main Foursquare app is now meant to be used as a location discovery tool, its Swarm app is all about being social. You can use it to see where your friends are, let them know where you are by checking in, and chat or plan to meet up at a specific location sometime later. [Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

**Dashboard:** For the Twentynine Palms Visitor Center and Chamber of Commerce, a social media Dashboard could be created on the visitor computers to answer traveler questions about the City of Twentynine Palms. Travelers would be able to get their answers from all over the world. This dashboard has to have an assigned person answering these questions and concerns; the purpose of the dashboard would be to distinguish our brand.

### **Social media management apps:**

These apps save you time and the energy you would have to spend trying to post everything manually. The best social media apps offer a range of solutions that can help you easily organize multiple accounts and share information across several social networks without ever needing to post anything separately to your accounts directly from the web. Although many of the features, layouts and intuitiveness differ across each app, they all get the job done when you choose the right one that matches your current social presence and marketing strategy. Two popular Apps are: **Hoot Suite, Buffer.** [Elise Moreau, The Top Social Networking Sites People Are Using, retrieved August 2017, from <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554> ]

## **Email Marketing**

72 percent of consumers say emails are their number one choice in brand communication. And businesses who use email marketing see huge financial returns. While this could be great for the growth of your business, to ensure your emails don't blend in, here are five email marketing best practices you can use to make your emails glitter in 2017.... [Aweber Email Marketing tips retrieved from <https://blog.aweber.com/email-marketing/email-marketing-best-practices-in-2017.htm> ]

### ***Interactive emails are used to engage the consumers.***

- The city currently sends an E-newsletter via Constant Contact seasonally to 1,200+ travel show leads, *Sunset* leads, media writers, and bloggers, promoting weekend getaways, events, attractions. Lodging specials can be added when lodging owners or managers provide details. This marketing software creates a database of contacts, updated frequently by the marketing specialist, and provides metrics and reports.

- See appendix for comparison costs of Email Marketing programs and best email database to be using.

## Primary Costs for Social Media

Social Media Specialist: Skilled, accredited, experienced individual in tourism marketing, who can market the city using the above social media. This person must have marketing skills in tourism and skills on using the above platforms; he/she must be able to adapt to the constant changes of the above technologies, to improve the marketing programs at any given time. Writing, editing, basic photography and videography skills is essential. Local residence is extremely important. Visit 29! needs to work with the city staff to define and post a job offering.

1. Cost of hiring an individual: \$24,000 (at ~20 hours a week at \$20-\$25 an hour).
2. Cost of paid ads on Facebook, Twitter, Trip Advisor, Yelp. (Marketing Budget)
3. Cost of email marketing program and database (Marketing Budget)
4. 10 Best Social Media Management Applications- <https://www.lifewire.com/social-media-apps-for-managing-everything-3486302>
5. The Best Email Marketing Software of 2017  
<https://www.pcmag.com/article2/0,2817,2453354,00.asp>
6. Cost of App for tourism in 29 Palms. (Could be anything between \$2,500-\$5,000-\$15,000).
7. Top Mobile App Development Firms, <https://clutch.co/directory/mobile-application-developers>
8. Cost of a dashboard at local visitor center (Cost needs to come from website company)
9. Cost of Social Media Management App. (Cost needs to come from website company)

## Print Advertising

What we've done in the past:

- Sunset Magazine
- Sun Runner
- Tortoise Telegraph
- Basin Wide Spirit Magazine
- Hi-Desert Publishing special publications (Off the Grid)
- MCCS MCAGCC digital and print publications
- USA Today, Nat Geo, Westways, California Road Trips, RV Journal, Travel Host

### Recommendations for new print advertising opportunities

As a general comment, print advertising is expensive and extremely difficult to track our return on investment. When we pursue print advertising opportunities in the future, we should be looking for publications that have a strong digital presence, and ideally look for opportunities that bundle both print and digital advertising together. We should be strategic in our approach to print advertising, and be sure that we are reaching the right target market, at the right time of year. If we continue with local print advertising, perhaps the ads should be event driven.

### Publications to consider:

Sunset Magazine (weekly Leads via email, 1,000+/year based on Jan.-Feb.-Mar. ads)  
 Visit California Visitor Guide, California Road Trips  
 Desert Magazine (published by The Desert Sun)

Palm Springs Life Magazine  
The Guide (published by Palm Springs Life Magazine)

Additional notes: Our research on print advertising prices in some of the top travel magazines, including Travel & Leisure, Conde Nast, and even National Geographic, found price points start at \$50K for 1/3-page ads, so these options are not going to be something that fits into our budget in the immediate future. We should also investigate Travel Guidebooks, such as Frommers, Lonely Planet, Rick Steves Travel Guides.

## Travel Shows and Trade Conventions

**Los Angeles Travel & Adventure Show:** For a sixth year, the city will host a Twentynine Palms tourism booth February 24-25, 2018, at the Los Angeles Travel & Adventure Show, which is the largest travel show in the country and has an attendance of 35,000+ travel consumers, travel agents, travel writers/bloggers/media. Potential visitors are invited to visit our desert community and Joshua Tree National Park. Leads are obtained through a booth drawing for a “Desert Getaway” free night’s lodging in the city. “Visit 29!” guides, JTNP maps, lodging brochures and rack cards, event promos, arts information, tote bags and Visit29.org pens are handed out. Connections are made with travel agents and travel writers; they are informed about our desert destination and personally invited to visit and explore. <https://travelshows.com/>

**San Diego Travel & Adventure Show:** The city has participated in this relatively new travel show in San Diego since its inaugural event in 2014. The show has an average attendance of 15,000+. For three years the city hosted its own booth, and for one year we co-hosted the Visit California Deserts booth with Greater Palm Springs CVB under a grant from Visit California.

**IPW:** U.S. Travel Association’s IPW is the travel industry’s premier international marketplace and the largest generator of travel to the U.S.—it is NOT a typical trade show. More than 1,000 U.S. travel organizations from every region of the USA and more than 1,300 international and domestic buyers from more than 70 countries conduct business negotiations that result in the generation of more than \$4.7 billion in future travel to the U.S. Premier sponsors include Brand USA and Visit California. The city was represented at the International travel show in Chicago (2014) and Orlando (2015), where the city’s marketing specialist co-hosted the Visit California Deserts booth with the Ridgecrest CVB, under the Greater Palm Springs CVB tourism grant from Visit California. <https://www.ipw.com/>

**Other travel shows** over the years have included the San Francisco/Bay Area Travel & Adventure Show (2014) and the L.A. Times Travel Show (2013, 2014).

**Cal Travel Summit:** An important networking convention each year is the Cal Travel Summit produced by the California Travel Association (Cal Travel), which hosts approximately 450 travel professionals in the state. The city’s marketing specialist represented the city at the Cal Travel Summit in San Diego (2014) and in Rancho Mirage (2015), where important network connections were made. We recommend becoming a member of this organization to support Cal Travel’s tourism lobbying efforts in Sacramento and their partnership with Visit California, as well as attending the annual summit each year. Since 1981, CalTravel has protected and enhanced the interests of the California travel and tourism industry through advocacy,

collaboration, and education. Travel and tourism is one of the most significant economic drivers in the state – responsible for hundreds of billions of dollars in economic activity, millions of jobs and billions in tax revenues. <https://caltravel.org>

## **Broadcast Media – Radio & TV**

Information to be researched and added.

## **Billboards & Electronic Billboards**

Information to be researched and added.

## Appendix 1

### Key Market metrics: Transient Occupancy Tax for the City of Twentynine Palms

2017	Totals	2016	Totals
First Quarter:		First Quarter:	
Second Quarter		Second Quarter	
Third Quarter		Third Quarter	
Fourth Quarter		Fourth Quarter	
Total for the year		Totals for the year	

### Key Marketing Metrics: Measurement of Marketing Programs – Sample Chart

MARKETING PROGRAM	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
Website Traffic Google Analytics						
Facebook Report Page						
Twitter Followers						
Instagram Followers						
Trip Advisor Performance Rpt.						
Yelp Reviews						
Sunset Leads						
Email Marketing						

- Google Analytics provides comprehensive statistics regarding the visitors to the website. Data available through this service “consists of site visits, page views, bounce rate, average time on site, pages per visit and percentage of new visits. In addition to the data mentioned above, google analytics can also track referral traffic including search engine direct visits, website referrals and marketing campaigns (Pay Per Click, Banner advertising, e-mail marketing).” [<http://www.analyticsedge.com/2015/02/facebook-insights-weekly-report/>]
- Facebook’s insights on a weekly report would provide information on how a post or ad is doing (number of Likes on a post, number of people visited the page, etc.). Twitter and Instagram followers can also be tracked.
- Trip Advisor is the largest travel website in the world; approximately 38 million people a day visit this website. It also allows travelers to write reviews on city, towns, and the hospitality industry. This needs to be monitored on a monthly basis via the monthly Performance Report available to the administrator of the Visit 29! Twentynine Palms tourism Premium

Destination sponsored page and to the business owners listed on the site.

- Visitor Center stats should be monitored.
- Email Marketing stats are available for open rates, click-through stats, email database, etc.
- Bloggers and writers—how many reached in a month, inventory of stories produced.
- Trade shows attended, marketing material presented, leads database increased.
- Hotel Occupancy and ADR in a quarter.

## Appendix 2 – Lodging List

### **LODGING IN TWENTYNINE PALMS – 2017 – (Approx. 637 Rooms + 195 RV Spaces)**

**29 Palms Inn** – 760-367-3505 – 73950 Inn Avenue

[www.29palmsinn.com](http://www.29palmsinn.com)

ROOMS: 23

**America's Best Value Inn** – 760-367-0070 – 71829 Twentynine Palms Hwy.

[www.countryinn29palms.com](http://www.countryinn29palms.com)

ROOMS: 38

**Best Western Gardens Hotel** – 760-367-9141 – 71487 Twentynine Palms Hwy.

[www.bestwesterngardens.com](http://www.bestwesterngardens.com)

ROOMS: 84

**The Campbell House** – 760-367-3238 – 74744 Joe Davis Drive (off Utah Trail)

[www.campbellhouse29palms.com](http://www.campbellhouse29palms.com)

ROOMS: 12

**Circle C Lodge** – New owners, new phone pending – 6340 El Rey Avenue

[new owners, [www.sheltersocialclub.com](http://www.sheltersocialclub.com) ]

ROOMS: 12

**El Rancho Dolores** – 760-367-3528 – 73352 Twentynine Palms Hwy.

[www.elranchomotel29palms.com](http://www.elranchomotel29palms.com)

ROOMS: 31

**Fairfield Inn & Suites by Marriott** – 760-361-5000 – 6333 Encelia Avenue

[www.marriott.com](http://www.marriott.com)

ROOMS: 80

**Harmony Motel** – 760-367-3351 – 71161 Twentynine Palms Hwy.

[www.harmonymotel.com](http://www.harmonymotel.com)

ROOMS: 8

**Holiday Inn Express & Suites** – 760-361-1000 – 72535 Twentynine Palms Hwy.

[www.hiexpress.com/29palms](http://www.hiexpress.com/29palms)

ROOMS: 84

**Homestead Inn (Extended Stay)** – 760-367-0030 – 74153 Two Mile Road

[www.homesteadinn29.com](http://www.homesteadinn29.com)

ROOMS: 3

**Motel 29 Palms** – 760-367-3484 (For sale) – 73842 Twentynine Palms Hwy.

[www.motel29palms.com](http://www.motel29palms.com)

ROOMS: 10 ?

**Motel 6** – (760)904-6992 - 72562 Twentynine Palms Hwy.

[www.motel6.com](http://www.motel6.com)

ROOMS: 123

**Nine Palms Inn** – (760)367-0334 – 73193 Twentynine Palms Hwy.

[www.9palmsinn.com](http://www.9palmsinn.com)

ROOMS: 10

**Rodeway Inn** – 760-361-4009 – 71809 Twentynine Palms Hwy.

[www.hotel29palms.com](http://www.hotel29palms.com) / [www.rodewayinn.com](http://www.rodewayinn.com)

ROOMS: 72

**Sunnyvale Garden Suites** – 760-361-3939 – 73843 Sunnyvale Drive

[www.sunnyvalesuites.com](http://www.sunnyvalesuites.com)

ROOMS: 21

**TwentyNine Palms Resort** – RV Park & Cottages – 760-367-3320 - 4949 Desert

Knoll Drive (at Amboy Rd.) – [www.29palmsresort.com](http://www.29palmsresort.com)

COTTAGES: 26 / RV SPACES: 195

### **VACATION HOME RENTALS in Twentynine Palms, CA**

**Approximately 22 active Vacation Home Rentals (VHRs) in the City as of July 2017.**

[Note: Updated VHR list to come with number of guests allowed per VHR for a room count.]

## **Appendix 3**

### **Partnerships – Organizations**

#### **Visit California**

<http://www.visitcalifornia.com> and <http://industry.visitcalifornia.com/>

Visit California is the recognized source for statewide marketing planning and implementation, and information and support to California's vast travel and tourism industry, thereby maintaining California's position as one of the world's preeminent travel and tourism destinations.

- Throughout the year, Visit CA does outreach, looking for stories, ideas, events, unique places to introduce their audience to, and their reach and influence is extremely powerful. One great example of a Visit California marketing program that tourism organizations can take advantage of, and partner with, is the annual Restaurant Month campaign.
- The city marketing office has worked with Visit California in support of the California Deserts Region grant, managed by Greater Palm Springs CVB, and assisted with map design consultation, co-hosted the Visit California Desert booths at IPW, participated with travel writer FAM tours, joined Deserts Region partnerships periodic planning conference calls, and networked with contacts in the Visit California organization.

#### **Greater Palm Springs CVB**

<https://visitgreaterpalmsprings.com/partners/>

The Greater Palm Springs Convention & Visitors Bureau (CVB) is the low desert region's coordinating agency for tourism, marketing, and promotional efforts aimed at leisure, corporate, incentive, and convention group markets. The CVB works on behalf of its partners to promote Greater Palm Springs by reaching visitors from around the world through ongoing sales and marketing efforts. Greater Palm Springs CVB is also recipient of the annual Visit California Deserts Region Tourism Marketing Grant, a matching grant that benefits partners throughout the entire Deserts Region from Death Valley to the Mexican border.

#### **National Park Service – Joshua Tree National Park & Mojave National Preserve**

<https://www.nps.gov/jotr/index.htm> and <https://www.nps.gov/moja/index.htm>

The National Park Service has numerous programs in Joshua Tree National Park that the city needs to support.

- **Ongoing Programs – #Explore Responsibly** is about educating our visitors on how to be respectful of the fragile desert landscape, and how to be a responsible visitor. **Ranger Programs** are educational programs that not only enhance the visitors experience in the park, but also serve the goals of the National Park Service to preserve and sustain the natural and cultural resources. **Every Kid in a Park** is a program where NPS offers every 4<sup>th</sup> grader a free annual park pass. <https://everykidinapark.gov/>
- **Special Events** – The relatively new annual JTNP **Night Sky Festival** is an important and unique event, which the City of Twentynine Palms and our Visit 29! tourism organization should be supporting in a big way. Research and development needs to be assigned to this particular event to understand how we can be more involved.

### Joshua Tree National Park Association

<http://www.joshuatree.org/>

As the official non-profit organization working directly with the NPS for Joshua Tree, JTNP offers a variety of services including: Desert Institute Classes, Old Schoolhouse Museum Lecture Series, Custom Programs, and the annual JTNP Art Festival in April each year.

- Custom Programs include: Day with a Desert Naturalist, Sunset/Sunrise Photography Workshops, Guided Hikes.
- Research and development is needed to understand how Visit 29! tourism group can work with JTNP on partnership and promotion of events and programs.
- One immediate opportunity is to help support the Military Scholarship, by making sure it is included in the USMC section of the tourism website and outreach publicity. <http://www.joshuatree.org/desert-institute/>
- Military Scholarships: The Desert Institute, with support from Walmart Foundation and the Officers' Spouses' Club of MCAGCC, offers scholarships for military personnel and their spouses to attend field classes. Applications are at [joshuatree.org](http://joshuatree.org) website.

### Mojave Desert Land Trust

[www.mdlt.org](http://www.mdlt.org)

- Formed in 2006, this local non-profit organization has received accreditation, which recognized the organization for its responsible governing and outstanding achievements in land preservation. Partnership opportunities exist in areas such as citizen science and education projects, land steward teams, and numerous other volunteer opportunities.
- In addition to wanting to expose our visitors to this organization and the important work they do, we also have opportunity to collaborate with MDLT for fundraising campaigns, where we promote events that support and give back to the organization.

### International Dark Sky Association

<http://www.darksky.org/>

- Joshua Tree National Park has been awarded a Silver designation from the IDA and officially has become a **Dark Sky Park**. This designation is huge and a result of many years of dedicated work from the NPS team at Joshua Tree and community partners. The park is now committed to achieving Gold status. We should support this effort.
- The city has a great opportunity to collaborate with the IDA and promote initiatives within the city limits to follow best practices for protecting the night sky.

### **Joshua Tree National Park Council for the Arts**

[www.jtnparts.org](http://www.jtnparts.org)

- As an organization committed to fostering the artistic spirit inspired by JTNP, this organization founded in 2013 hosts the annual JTNP Art Exposition in September, through partnership with the NPS, City of Twentynine Palms, 29 Palms Inn, 29 Palms Art Gallery, 29 Palms Creative Center, the Twenty-Nine Palms Band of Mission Indians, and local business sponsors.
- Opportunities may exist to partner with the JTNPCA throughout the year to promote smaller events, new artist-in-residency projects, the new partnership with JT Art Lab for artist teas and programs in the park, and work together to celebrate the incredible link between artists and the Mojave Desert.

### **Southern California Vipassana Center, Twentynine Palms (Dhamma Vaddhana Vipassana Meditation Center)** <https://www.dhamma.org/en-US/index>

- Vipassana, which means to see things as they really are, is one of India's most ancient techniques of meditation.
- The technique of Vipassana Meditation is taught at 10-day residential courses during which participants learn the basics of the method, and practice sufficiently to experience its beneficial results. There are no charges for the courses—not even to cover the cost of food and accommodations. All expenses are met by donations from people who, having completed a course and experienced the benefits of Vipassana, wish to give others the opportunity to also benefit.
- Vipassana Meditation courses also are being taught in prisons.
- A special 10-day Vipassana course especially for business executives and government officials is being held periodically at several centers around the world.
- Visit 29! should partner with the Vipassana Center as their service supports the brand's goal of meeting with niche market needs (health & wellness market). The Vipassana Center is a recognized non-profit brand (in mediation and yoga) that has several centers in the U.S., and they have a huge following. They would add to the presence of Visit 29!, and their center here gives recognition to the city's location.

### **Action Council for 29 Palms, Inc.**

[www.action29palmsmurals.com](http://www.action29palmsmurals.com)

Action Council for 29 Palms, Inc. (Action 29 Palms) is a non-profit 501(c)(3) all-volunteer organization established in 1994 to optimize the social, cultural, and economic well-being of the community and to celebrate its uniquely fragile environment and heritage. Our mission is to revive the pioneer “can do” spirit that created Twentynine Palms and instill community pride through the production of high quality, world-class public murals.

### **Twentynine Palms Artists Guild**

[www.29palmsartgallery.com](http://www.29palmsartgallery.com)

Twentynine Palms Artists' Guild is the oldest arts organization in the Morongo Basin, founded in 1951 by eight artists, including famed artist John Hilton. The Guild is an all-volunteer, 501(c)(3) non-profit organization, which owns and operates the 29 Palms Art Gallery. The Gallery opened in 1963 in a historic adobe built in 1936 by the Stubbs brothers for western author Tom Hopkins.

It is a landmark in the City of Twentynine Palms, providing exhibitions, art receptions, seasonal events, Monday morning paint-outs, and art classes for all ages.

### **Twentynine Palms Historical Society**

[www.29palmshistorical.com](http://www.29palmshistorical.com)

The Twentynine Palms Historical Society was founded on April 26, 1982. Today, it continues its original purpose of preserving and interpreting the historical heritage of the Twentynine Palms area through a variety of educational activities. The Society is a non-profit educational organization 501(c)(3). It's mission is to collect, preserve and display information, artifacts and memorabilia pertaining to the culture and history of Twentynine Palms and the greater Morongo Basin. The Society owns and operates the Old Schoolhouse Museum.

### **Morongo Basin Cultural Arts Council**

[www.mbcac.org](http://www.mbcac.org) and [www.hwy62arttours.org](http://www.hwy62arttours.org)

The Morongo Basin Cultural Arts Council is a nonprofit, volunteer-based organization with a 501(c)(3) status. The Arts Council's mission is to inspire and enliven the community through the arts, and to enhance the cultural and economic health of the region.

### **Art in Public Places, Public Arts Advisory Committee**

[www.ci.twentynine-palms.ca.us/paac](http://www.ci.twentynine-palms.ca.us/paac)

Art in Public Places was established by the City of Twentynine Palms in 2004 as part of its Public Arts Program and is administered by the Public Arts Advisory Committee (PAAC), appointed by the City Council. PAAC oversees public art installations, supports Youth and the Arts projects in the community, and sponsors Art in Public Places exhibitions at the Twentynine Palms Visitor Center & Art Gallery and Chamber of Commerce.

### **Joshua Tree Gateway Communities**

[www.visitjtc.com](http://www.visitjtc.com)

The Joshua Tree Gateway Communities Tourism Committee was established to promote local events, showcase unique attractions, and identify exclusive locations that would enhance the experiences of visitors. Its mission is to promote and support the events and attractions in the communities that border Joshua Tree National Park.

## **Partnerships – Events (Regional)**

### **Hwy 62 Open Studio Art Tours | October 14-15, 21-22, 2017**

<http://hwy62arttours.org/>

- Annual event organized by Morongo Basin Cultural Arts Council, taking place over two weekends in October where artists in the region open their art studio doors to the public. Now in its 16<sup>th</sup> year, this is one the Morongo Basin's best and most recognizable events, drawing visitors from all over Southern California and beyond.
- The Visit 29! tourism organization should dedicate marketing efforts each fall to support this event, and consider community outreach to encourage local artists to participate in the tour. Visit 29! is encouraged to continue supporting the event with a full-page sponsor ad in the event catalog, which the city has sponsored for years.

- In past years, the annual event included some special opening/closing celebrations and a compatible Art Tours Collective exhibition at 29 Palms Art Gallery.

### **Joshua Tree Music Festival | Oct 5-8, 2017 & May 17-20, 2018.**

<http://www.joshuatreemusicfestival.com/>

“A family-friendly, global music experience” – Partnership/sponsorship opportunities and information listed on their website (customized combination of the following):

- ID in prominent position on 50,000 event handbills & 5000 posters.
- Logo, link, and promo text recognition on the festival website.
- Sponsor banners at both festivals (entrances, stages).
- ID on sponsor page in festival program (2,000 programs).
- Full or Half Page ad in festival program.
- ID on all EBLASTS (22,000 in database), 10 EBLASTS per festival.
- Social Media posts (35k+ FB page likes).
- Product placement at both festivals.
- Stage announcements throughout the festivals.
- VIP festival passes. Complimentary festival passes.

### **Contact in the Desert | May 2018 | Joshua Tree Retreat Center**

<http://contactinthedesert.com/>

“An EPIC weekend of exploration into extraterrestrial life, ancient aliens, human origins, secret space program, crop circles, UFO sightings, contact experiences, and interstellar living.”

- While there is a sponsor page with logos, directly linked back to these companies, there is not any sponsorship/partnership opportunity information posted.
- Under the conference venue category on the website a variety of Twentynine Palms hotels and motels are listed under area accommodations. (29 Palms Inn has noted some referral business from this event.)
- They have a special section for outings to the Integratron, and perhaps there is an opportunity to work with them to create an outing at Sky’s the Limit Observatory.

### **Bhakti Fest | September 6-11, 2017 | Joshua Tree Retreat Center**

<http://bhaktifest.com/>

“Bhakti Fest celebrates the devotional paths of yoga, Kirtan (sacred music), and meditation. Our festival is a drug and alcohol-free vehicle for evolution of human consciousness through a heart-centered revolution. Bring your yoga mats this September to the idyllic Joshua Tree Retreat Center, located in the beautiful region east of Los Angeles. Practice with the best yoga teachers in the world, dance to sacred music by world-renown Kirtan artists, and take workshops with leaders in the field of personal growth. Camp out beneath the stars or stay at one of our many accommodations on and offsite; enjoy the swimming pool and free filtered drinking water; stop in at The Bhakti Family Village and expose your children to other enlightened youth and families; enjoy the best vegetarian food at any festival. We offer Student, Senior, Military and Local Resident discounts. We are building community—please join us!”

Partnership/Sponsorship information from their website:

- Bhakti Fest delivers an interactive and integrated experience where your company can connect directly with our attendees as well as extensive brand exposure through the Festival’s marketing campaign, offering the perfect environment to reach potential customers with a strong return on investment. [vendors-sponsors@bhaktifest.com](mailto:vendors-sponsors@bhaktifest.com)

## Appendix 4 – Current Visit29.org Site Map (September 2017)

### Sections:

#### **Lodging**

1. Historic Inns, Hotels & Motels
2. Studios & Condos – Extended Stay
3. RV Resort & Cottages
4. Vacation Home Rentals

#### **Restaurants**

1. American / California Cuisine / Southern Food
2. American / Family Style (no alcohol)
3. Asian
4. Caribbean Fusion
5. Italian & Pizza
6. Mediterranean
7. Mexican
8. Other – Casino
9. Other – Fast Food, Burgers, Chicken, Subs, Wraps, Donuts, Ice Cream
10. Other – Markets & Delis
11. Pubs, Bars, Nightclubs

#### **Local Attractions**

1. 29 Palms Art Gallery
2. 29 Palms Creative Center & Gallery
3. 29 Palms Branch Library
4. 29 Palms Historical Society – Old Schoolhouse Museum
5. 29 Palms Visitor Center & Art Gallery and Chamber of Commerce
6. Bowladium – Family Fun Center
7. Glass Outhouse Art Gallery
8. Golf Courses
9. Luckie Park & Luckie Park Pool
10. Oasis of Mara
11. Oasis of Murals
12. Theatre 29

#### **Events**

1. Parade of Homes
2. Car Show & Street Fair
3. Joshua Tree National Park Art Festival
4. 29 Palms Grand Prix – Hilltoppers MC
5. Summer Movies in Luckie Park
6. 4<sup>th</sup> of July Celebration & Fireworks
7. Joshua Tree National Park Art Exposition
8. Pioneer Days
9. Pioneer Days – Old Timers' Gathering
10. Pioneer Days – Art Gallery Chili Dinner
11. Hwy 62 Art Tours
12. The Weed Show
13. Chalkfest 29

In nearby Joshua Tree...Joshua Tree Music Festival

In nearby Landers...Orchid Festival

In nearby Palm Springs...Palm Springs International Film Festival & Short Film Fest/Film Market

**Other Pages:**

Music

Theatre

Art Shows

Oasis of Murals

Sky's the Limit Observatory

Tortoise Rock Casino

Visitor Center

Joshua Tree National Park

Mojave National Preserve

Mojave Trails National Monument

**Additional Un-indexed pages:**

- Community Calendar
- History of 29 Palms
- 29 things to do in 29 Palms

**Downloadable content:**

- Visit 29! & Dine in 29! Brochures
- Oasis of Murals Brochure
- Sky's the Limit schedule April '17 – Feb '18
- Theatre 29 Summer Youth Program application
- Maps to MNP, Sand to Snow, JTNP

## Appendix 5 – Tourism Marketing Budget 2017-2018

See attached Tourism Marketing Budget for FY 2017-2018 (Oct. 1 to Sept. 30) on next page.

<b>Twentynine Palms Tourism Business Improvement District - FY 2017-2018 Proposed Budget</b>		
	<b>TOURISM MARKETING</b>	<b>2017-18</b>
	<b>TRAVEL SHOWS</b>	<b>Budget</b>
Feb.2018	LOS ANGELES Travel & Adventure Show 2018 (Feb.24-25)	Prepaid
	<i>Expenses: Booth Equipment 6'x42"Counter \$270, Cartload In/Out \$80</i>	\$350.00
	<i>Expenses: Hotel+Prk\$1020,Meals\$165,Car\$335/Gas\$40,CCParkg\$40</i>	\$1,600.00
	LOS ANGELES Travel & Adventure Show 2019 (Prepay for 2019)	\$3,170.00
Jan.2018	SAN DIEGO Travel & Adventure Show 2018 (Jan.13-14) Booth \$3,695	\$0.00
	<i>Expenses: Booth Equipment 4'x42"Counter \$195, Cartload In/Out \$80</i>	\$0.00
	<i>Expenses: Hotel+Prk\$725,Meals\$100,Car\$335/Gas\$40 (VisitCADeserts booth)</i>	\$1,200.00
May2018	IPW International, VisitCADeserts, Expenses (Denver2018, Anaheim2019)	\$0.00
		<b>\$6,320.00</b>
	<b>TRADE CONVENTIONS</b>	
Jan.2018	CaliforniaTravelAssn. Membership (<\$1M in tourism revenue = \$450/yr.)	\$450.00
May2018	CalTravelSummit (\$799Reg+\$85TBID+Exp=\$1,600) (SD May29-June1)	\$1,600.00
April2018	San Bernardino County EDA Tourism Summit (SB/JT/LkArrowhd) Exp.	\$300.00
		<b>\$2,350.00</b>
	<b>TOURISM PRINT ADS</b>	
Nov.2017	<i>Sunset Magazine</i> , Travel Directory ad, Jan. issue (\$1,750x3) (315K)	\$1,750.00
Dec.2017	<i>Sunset Magazine</i> , Travel Directory ad, Feb. issue (\$1,750x3) (315K)	\$1,750.00
Jan.2018	<i>Sunset Magazine</i> , Travel Directory ad, Mar. issue (\$1,750x3) (315K)	\$1,750.00
	<i>California Road Trips</i> , VisitCalifornia annual Sunset insert (\$3,250) (1M)	\$3,250.00
		<b>\$8,500.00</b>
	<b>REGIONAL PRINT ADS</b>	
July2017	<i>Hwy 62 Art Tours Catalog</i> , Oct. full-page Patron Sponsor ad (10K)	\$1,250.00
Oct.2017	"Off the Grid" Visitor Magazine (HDPublishing 1/4-pg ad @\$195)	\$195.00
March 2018	"Off the Grid" Visitor Magazine (HDPublishing 1/4-pg ad @\$195)	\$195.00
Nov.2017	<i>Desert Magazine (The Desert Sun insert, 1/4-pg @ \$485 x6 issues)</i>	\$2,910.00
Apr. 2018	CaliforniaWelcomeCenter, 29 Palms backlit panel ad, brochure, web ad+link	\$225.00
		<b>\$4,775.00</b>
	<b>MARKETING SUPPLIES</b>	
2017-2018	Office supplies/labels/printer ink/paper/envelopes/stamps/copies etc.	\$1,000.00
Jan.2018	Travel Show Giveaways: (Pens1000@.32+/.77+); (Totes@2.45+)	\$1,225.00
Jan.2018	Travel Show Supplies: Postcard/RackCard holders, Plastic bins, other	\$60.00
Jan.2018	Printing: Drawing entry forms (30 pads@50/pad=1,500)	\$50.00
Jan.2018	Printing: Visit29 Bookmarks/Handouts (50sheets11x17,10-up=500)	\$30.00
Oct..2017	Business cards (500 @\$35)	\$35.00
	Marketing Equipment	\$3,000.00
		<b>\$5,400.00</b>
	<b>INTERNET MARKETING &amp; WEBSITE REDESIGN</b>	
	Website redesign & website hosting, Internet marketing & advertising,	\$43,960.00
	Email Marketing, Social Media, Mobile Apps, Banner Ads, etc.	
	ConstantContact Email Marketing fee (501-2500 names) (April 2017-2018)	Prepaid
March 2018	ConstantContact Email Marketing fee (501-2500 names) (April 2018-2019)	\$540.00
	TripAdvisor.com PremiumDestinationMktg sponsorship (May2017-May2018)	Prepaid
April 2018	TripAdvisor.com PremiumDestinationMktg sponsorship (May2018-May2019)	\$5,500.00
		<b>\$50,000.00</b>
	<b>Subtotal Tourism Marketing:</b>	<b>\$77,345.00</b>
	<b>CONTRACT SERVICES</b>	
Oct.2017	<b>Marketing Specialist:</b> Implement Marketing Plan & Budget; Manage Mtgs.	\$30,000.00
	Manage Visit29.org website, Internet marketing, Email marketing, Media,	
	FAMS, Travel/Trade Shows. Design/produce web/print ads, brochures/maps.	
	Maintain Photo Inventory, Stories, Blogs. Manage office, supplies, metrics.	
	<b>Contract Services:</b>	<b>\$30,000.00</b>
	<b>TOTAL Tourism Marketing + Contract Services:</b>	<b>\$107,345.00</b>
	<b>Contingency</b>	
Oct.2107	Contingency Fund: +/- 10% of Total	\$10,000.00
		<b>\$10,000.00</b>
	<b>TOTAL BUDGET:</b>	<b>\$117,345.00</b>
	<b>Budget Approved by TBID Advisory Board 9/19/2017</b>	