



City of Twentynine Palms
Tourism Business Improvement District
2019-20 Tourism Marketing Plan

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Executive Summary

The City of 29 Palms is an incorporated city in San Bernardino County, located in the southern part of the Mojave Desert, California. Surrounded by incredible national parks, preserves, and monuments, 29 Palms is the proud home of Joshua Tree National Park Headquarters and north entrance, and the Oasis of Mara Visitor Center, and is recognized as the official gateway community to Mojave Trails National Monument and Route 66. The City of 29 Palms is also the proud home of the 29 Palms Marine Corps Air Ground Combat Center, which was established in 1952.

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 https://www.29palms.marines.mil/Portals/56/Docs/G5/book_community_impact_report_2016.pdf].

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, 2017. City of Twentynine Palms Retail Market Study, May 5, 2017, Kosmont Companies, Page 30.

<https://app.box.com/s/zyt83cp0j8cxuyzmcjzmvvqre7525oac>]

Joshua Tree National Park

In 2018, 2.9 million park visitors spent an estimated \$146 million in local gateway regions while visiting Joshua Tree National Park. This average of \$50/visitor is up 4% compared to the average of \$48/visitor in 2017. These expenditures supported a total of 1,830 jobs, \$71.9 million in labor income, \$122 million in value added, and \$196 million in economic output in local gateway economies surrounding Joshua Tree National Park.

The \$146 million in visitor spending in 2018 is broken into eight expenditure categories:

- Hotels 54.7 million (37%)
- Restaurants \$27 million (18%)
- Gas \$21 million (14%)
- Transportation \$10.8 million (7.39%)
- Groceries \$10.8 million (7.34%)
- Recreation Industries \$10.1 million (6.87%)
- Retail \$9.7 million (6.62%)
- Camping \$2 million (1.34%)

[2018 NPS Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>]

Mojave National Preserve

In 2018, 787,404 park visitors spent an estimated \$46.5 million in local gateway regions while visiting Mojave National Preserve. This average of \$59/visitor is up 3% compared to the average of \$57/visitor in 2017. These expenditures supported a total of 588 jobs, \$22.2 million in labor income, \$36.7 million in value added, and \$58.8 million in economic output in local gateway economies surrounding Mojave National Preserve.

The \$46.5 million in visitor spending in 2018 is broken into eight expenditure categories:

- Hotels \$14.6 million (31.4%)
- Restaurants \$10.7 million (23%)
- Gas \$6.1 million (13.2%)
- Retail \$5.5 million (11.85%)
- Recreation Industries \$4.1million (8.9%)
- Groceries \$2.6 million (5.65%)
- Transportation \$1.4 million (3.04%)
- Groceries \$10.8 million (7.34%)
- Camping \$1.4 million (2.9%)

[2018 NPS Visitor Spending Effects Report <https://www.nps.gov/subjects/socialscience/vse.htm>]

Transient Occupancy Tax (TOT) for the City of 29 Palms

Year	Total of Transient Occupancy Tax	Growth %
2011-2012	\$1,007,296	+15%
2012-2013	\$920,895	- 9%
2013-2014	\$825,180	- 11%
2014-2015	\$856,825	+ 4%
2015-2016	\$938,039	+ 9.5%
2016-2017	\$1,080,342	+ 15%
2017-2018	\$1,179,854	+ 9%

2017-2018 marked the fourth consecutive year of growth for TOT revenue in the City of 29 Palms. Trends in TOT revenue for the City of Twentynine Palms between 2011 and 2018 reflect a variety of environmental factors including fluctuations in Federal spending on military contracts at MCAGCC, attendance to national parks and public lands, growth in the short-term vacation rental market, and overall awareness of the destination.

Tourism Business Improvement District Tax - City of 29 Palms

1.5% TBID FEE 2017/2018

	Oct-Dec	Jan-March	April-June	July-Sept	Year End
Hotels	43,254	63,021	53,802	41,005	201,082
VHRs	1,851	6,919	5,066	4,724	18,560
Total	45,105	69,940	58,868	45,729	219,642

1.5% TBID FEE 2018/2019

	Oct-Dec	Jan-March	April-June	July-Sept	TYD
Hotels	44,683	54,772			99,455
VHRs	7,182	9,685			16,867
Total	51,865	64,457			116,322
vs. LY	15%	(7.9%)			1.10%

Hotel Market Analysis

Hotel Market Analysis – City of 29 Palms Market Performance Summary							
<i>Market Performance Summary*:</i>							
Year	Avg. Occupancy	ADR	Annual Supply of Room Nights	Annual Demand for Room Nights	Change in Occupied Room Nights	RevPAR	Change in RevPAR
June 2013 – May 2014	57.2%	\$84.65	214,620	122,484	-	\$48.46	-
June 2014 – May 2015	58.5%	\$82.30	214,558	125,405	2.4%	\$48.20	(0.5%)
June 2015 – May 2016	60.1%	\$80.80	214,620	128,743	2.7%	\$48.82	1.3%
June 2016 – May 2017	62.8%	\$86.93	214,620	134,787	4.7%	\$54.97	12.6%
June 2017 – May 2018	68.8%	\$86.63	214,860	147,689	9.6%	\$60.18	9.5%
June 2018 – May 2019	65.8%	\$89.00	215,350	141,623	(4.1%)	\$58.93	(2.1%)
Total Growth (%)	15.1%	5.1%	0.3%	15.6%	-	21.6%	-

Source: Smith Travel Research (2019); Note: *Annual averages were calculated during the periods of June 2018 to May 2019.

Performance by Month

Month	Avg. Occupancy	ADR	RevPAR
June 2018	55.1% 1.7	\$82.55	\$45.61
July 2018	57.3% 14.3	\$82.31	\$47.26
August 2018	61.9% 8.4	\$83.81	\$52.04
September 2018	57.3% 12.8	\$85.17	\$49.30
October 2018	63.2% 8.6	\$85.42	\$54.52
November 2018	60.2% (0.7)	\$84.62	\$51.57
December 2018	54.8% (2.8)	\$86.98	\$47.74
January 2019	52.2% (25.8)	\$86.03	\$45.01
February 2019	68.4% (19.7)	\$96.26	\$66.11
March 2019	77.2% (12.2)	\$98.36	\$76.40
April 2019	74.3% (7.1)	\$100.97	\$75.94
May 2019	63.6% (13.7)	\$90.53	\$57.97
Average	62.1%	\$88.58	\$55.79

Performance by Day of Week

Day	Avg. Occupancy	ADR	RevPAR
Sunday	54.3%	\$85.16	\$46.46
Monday	58.5%	\$85.78	\$50.47
Tuesday	58.4%	\$85.19	\$50.04
Wednesday	60.1%	\$85.62	\$51.79
Thursday	61.0%	\$86.09	\$52.96
Friday	66.5%	\$93.86	\$63.17
Saturday	76.1%	\$98.38	\$75.64
Average	62.1%	\$88.58	\$55.79

Year	Avg. Occupancy	ADR	Annual Supply of Room Nights	Annual Demand for Room Nights	Change in Occupied Room Nights	RevPAR	Change in RevPAR
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29 Palms Market

June 2018 – May 2019	65.8%	\$89.00	215,350	141,623	(4.1%)	\$58.93	(2.1%)
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29 Palms Market Area

June 2018 – May 2019	62.1%	\$89.15	321,200	199,448	(3.7%)	\$55.81	(2.6%)
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Source: Smith Travel Research (2019); Note: *Annual averages were calculated during the periods of June 2018 to May 2019.

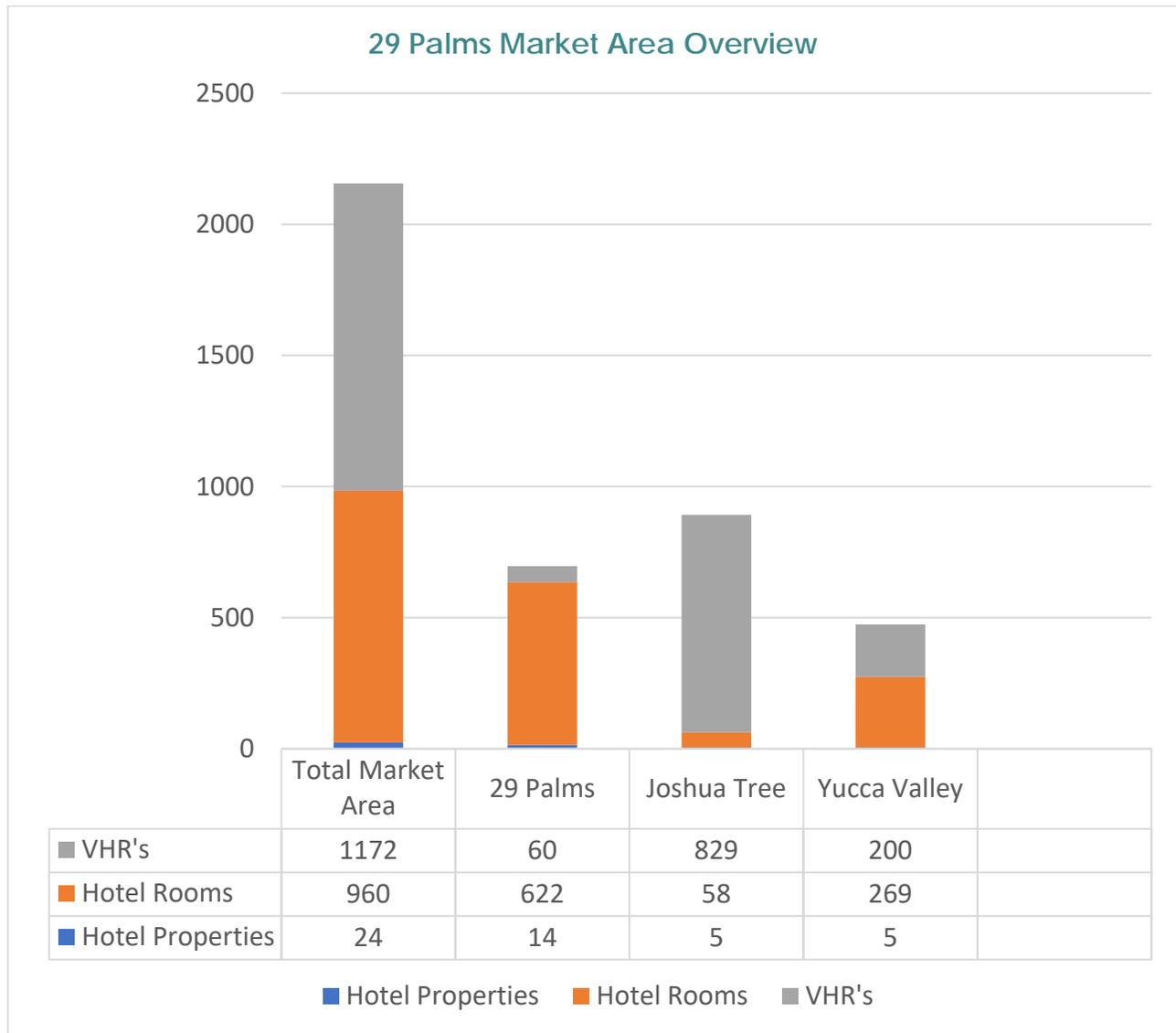


29 Palms Market Area: Includes all hotels in 29 Palms, Joshua Tree, and Yucca Valley

Current Market Situation

As of July 2019, the City of 29 Palms has 14 hotels and 60 vacation home rentals, boasting the most diverse lodging market in the region. From nationally branded hotels to historic inns and motels, to recreation vehicle resorts and vacation home rentals, 29 Palms offerings lodging for all traveler types.

2018-19 marks the first year that vacation home rental inventory has surpassed traditional hotel rooms in the market area, with 55% of total accommodations being VHR's and 45% traditional lodging. This marks a significant shift in the marketplace and highlights the need for the 29 Palms TBID marketing plan and strategy to be adaptive to a changing market.



As of July 10, 2018.

Tourism Market Analysis

While the City of 29 Palms continues as the market leader in traditional lodging inventory, its growth in the vacation home rental market segment has been outpaced in the surrounding communities, specifically in the unincorporated town of Joshua Tree where county regulation and ordinances have yet to be implemented. In 2018 the town of Yucca Valley developed and passed a short-term rental ordinance, and in the months following has seen significant growth in the market segment.

For the City of 29 Palms to remain competitive with its neighboring cities, and for the destination to grow, it is imperative that the investments be made in destination development, ensuring that essential tourism amenities needs are met. The Tourism Business Improvement District has made significant improvements to branding and executed a wide variety of successful marketing programs in 2018-19, especially within digital marketing which is contributing to increased destination awareness and room demand.

Tourism Business Improvement District

In October 2017, a Tourism Business Improvement District (TBID) was formed for the City of 29 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 is charged by all lodging facilities, over and above the 9% Transit Occupancy Tax (TOT).

Funding for all tourism marketing programs, initiatives, and staff come from this 1.5% tourism assessment fee collected at all properties within the city limits. The primary objective of the tourism marketing plan is to create a healthy tourism industry for the City of Twentynine Palms by driving room night demand. The secondary goal is to increase city revenue through the Transit Occupancy Tax, thereby aiding the city in developing and building its infrastructure and supporting its economic development and growth in retail through the tourism industry.

Objectives & Goals

Quantitative Objectives

Support the overall fiscal health of the City of 29 Palms by helping to increase TOT and TBID revenue. Through successful destination marketing programs and initiatives, drive demand for room nights and **increase TOT and TBID revenue by 5% in 2019-20.**

Qualitative Objectives

- Inspire travelers to view 29 Palms as *the* desert getaway destination for visiting Joshua Tree National Park, Mojave Trails National Monument, Route 66, and the Mojave National Preserve.
- Use the marketing programs to promote the city's partnership with the BLM as an official Gateway to Mojave Trails National Monument and Route 66.
- Focus marketing programs on making 29 Palms synonymous with Joshua Tree National Park; promoting the city as the proud home of the north park entrance, historic Oasis of Mara trail and Visitor Center and park headquarters
- Capitalize on the city's proximity to, and relationship with, the MCAGCC to encourage service members and their families to utilize the tourism amenities in the City of 29 Palms, including lodging, restaurants, and attractions.
- Celebrate the city's outdoor murals, sculptures, and public art exhibitions to develop 29 Palms as a premier destination for arts and culture lovers

Summary of Goals:

BRANDING: Establish the destination's brand and market positioning, giving the destination a competitive edge and one that appeals to the targeted niche markets.

ESTABLISH TARGET MARKETS: Continue focus on drive markets, as well as key domestic and international markets to encourage longer stays and increased visitor spending.

BUILD DIGITAL PRESENCE: Continue to build and refine the Visit29.org visual story, utilizing innovative digital technology to engage with a global audience. Increase social media marketing to engage with and grow our targeted niche markets.

MEASUREMENT: Utilize and track metrics and analytics to measure progress and ROI in marketing initiatives. Track TOT and TBID revenue quarterly.

PARTNERSHIPS: Build and foster local, regional, state, and national partnerships to support the goals of the TBID. Develop a partnership program to provide meaningful benefits and opportunities for local businesses and attractions.

ADMINISTRATION: Maintain consistent and positive marketing staff to implement the marketing plan, programs, and budget for Visit 29 Palms, with the support and guidance of the TBID Advisory Board.

Marketing Strategy

Branding: A key strategy is branding, with 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.

Key destination pillars:

- Outdoor Adventure
- Arts, Culture, History
- Health and Wellness
- Signature Events

Sustainability: A destination that has a positive reputation has a competitive advantage. Visitors respond favorably to sustainable destinations and tourism areas that actively promote their sustainable practices. Market the City of 29 Palms as destination that cares for, supports, and protects people and the planet. Celebrate the hospitality industry initiatives for sustainable practices, from recycling and water conservation, to reduced single use plastics, and preservation of the dark night sky through responsible lighting.

Military Outreach: A key 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. For several years, the City of Twentynine Palms has contracted with MCCS/MCAGCC for advertising and sponsorships aboard the base, promoting the city via digital ads in MCCS e-news, movie theater ads, base marquee ads, print advertisements in base publications, event sponsorships, friendly hospitality and working with MCCS and the Chamber of Commerce for welcome aboard and relocation events. The TBID should support and partner with the city in these efforts and supplement them with additional marketing initiatives on behalf of the TBID.

Branding

What is branding? 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. Strong branding has become essential in competitive tourism industries. The aim of the brand is to keep and increase traffic to your destination, "Visit 29 Palms"

The goal of branding the City of Twentynine Palms:

- Clearly deliver the message of the destination's mission/vision statement.
- Use a strong brand to confirm the City of Twentynine Palms' credibility.
- Emotionally connect target markets with city assets, events, history, art, culture, food, lodging, services and tourism businesses.
- Motivate the traveler to "Visit 29 Palms" in its design, colors, authenticity, and artistic creation, in the logo, website, social media, print ads, digital media, videos, etc.
- Create loyalty from visitors and desert 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 the city offers (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 the city wants to be represented as a visitor.

[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 does the city have in terms of a brand?

In May 2019 the Tourism Business Improvement District adopted a new tourism logo, developed to help create better brand identify for the city as a travel destination. With a more modern design accompanied by a series of stylized taglines to support seasonal marketing campaigns throughout the year, the new tourism logo will help the city gain a competitive edge and have greater appeal to the targeted niche markets. The new Visit 29 Palms logo and taglines were designed by Lori Rennie of Benchmark Studios.

Marketing the Visit 29 Palms brand

The Brand should create a broad theme, that **Visit 29 Palms 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 wide-open spaces, dark night skies, unique campgrounds and diverse city lodging, for activities such as bird watching, biking, rock climbing, hiking, photography, stargazing, 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 training 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 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, murals and public art.
4. Mojave Trails National Monument, Amboy Crater, historic Route 66, Mojave National Preserve, and other Mojave Desert destinations.

Visit 29 Palms should use the following themes to reach target markets:

1. **Outdoor adventure** – discover world-class hiking, rock climbing, stargazing, cycling, and birding
2. **Arts, culture, history** – discover incredible outdoor murals, sculptures, and public art exhibitions, vibrant art galleries and museums, live theater, music, and festivals. Discover the city's rich history, starting with the Native American Tribes, goldminers, ranchers, and pioneers, as well as the establishment of the 29 Palms Marine Base.
3. **Health and wellness** – from yoga, meditation, wellness retreats and workshops, to time simply spent relaxing in nature, the city is truly a great destination for health and wellness minded travelers
4. **Signature events** – throughout the year the city hosts a variety of engaging, inclusive, and family-friendly events, from art festivals, night sky festivals, motor cross sports events, yoga and wellness festivals, and the monthly Art Cruise 29, just to name a few.
5. **Sustainability** – through partnerships with non-profits, the Visit 29 Palms supports its community, its residents, its surrounding environment and dark night skies, and takes initiatives within the hospitality community to conserve water, reduce single use plastics, and recycle.
6. **Seasonal Themes** – from stargazing in the summer, to hiking in the fall and attending festivals in the spring, to family holiday vacations in the winter, there are seasonal themes to promote throughout the year.

Target and Niche Markets

Drive Markets by county/state

California (by county): San Bernardino, Riverside, San Diego, Imperial, Orange, Los Angeles, Ventura, Santa Barbara, San Luis Obispo

Arizona: Phoenix, Tucson, Flagstaff

Nevada: Las Vegas

Domestic Market

On average, between 50-60% of visitors are from within the state, namely from the big cities in Los Angeles, Orange, San Diego, San Francisco, and San Bernardino counties. Other steady, year-round domestic markets are Washington, Oregon, Nevada, Arizona, Texas, Illinois, New York, Massachusetts.

North American Market

While the region sees spikes of Canadian travelers during the winter months, there is steady interest from the western provinces such as British Columbia and Alberta, as well as the eastern province of Ontario.

International Market

There is a growing international market for the summer months, June to the end of September. Key international markets include France, Germany, UK, Spain, Italy, Australia, Switzerland, Denmark, Sweden, China, Japan, India

Accessibility by air travel:

1. Palm Spring International Airport (1 hour)
2. Ontario International Airport (2.5 hours)
3. John Wayne Airport Orange County (2.5 hours)
4. Los Angeles International Airport (3 hours)
5. San Diego International Airport (3.25 hours)

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** and to immersing themselves in the destination so that they feel like more like a local than a tourist. Since the millennial generation does the majority of trip planning online, social media content plays an influential role in how millennials decide their travel plans which emphasizes the importance for Visit 29 Palms to develop and execute effective social media campaigns.

Health and Wellness as a growing 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 business partnerships can arise and prove lucrative for the economy of tourism. Health food stores, Yoga classes, highlight sports, such as swimming, golfing, cycling. An example of where to post/invite cycling events is at:
<http://www.bikingbis.com/california-bicycle-ride-calendar-october/>
- Partnership with the military base to hold golf tournaments.

Joshua Tree National Park Visitor Profiles

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 National Park Visitor Study: Fall 2010 <https://irma.nps.gov/DataStore/Reference/Profile/2236395>]

Additional Targeting:

1. **Event producers/planners** – build partnerships and relationships with producers/planners looking for event spaces for weddings, photography, film shoots, and music venues in the desert.
2. **Travel trade** – develop FAM tours for travel agents and tour operators to introduce and engage them with our products, services, and tourism amenities
3. **Travel media** - develop FAM tours for travel media to introduce them to our destination and help inspire media coverage

Partnerships

City of Twentynine Palms: A key partnership for ensuring the success of the TBID is the primary relationship between the City of Twentynine Palms, its council members and administrative staff, and the TBID members, TBID Advisory Board and staff. Destination marketing efforts should be aligned with and supportive of the goals and objectives of the city, and both entities should collaborate to create a strong visitor-friendly experience in the destination.

29 Palms Marine Base: Working together with MCCS and the Marine Corps base to assist Marines relocating to Twentynine Palms, especially during their season in June-August. The military has active Welcome Aboard and relocation programs, and city and TBID marketing should utilize digital and print media to advertise events, attractions, lodging, and restaurants to bring them into the city.

Partnerships – City Partners

Local Businesses: Hotel, Motels, Vacation Rentals, Restaurants, Shops, Cultural Venues. The mission of this TBID tourism organization is to support and sustain the health of the city's 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 key strategic goal for the TBID this year will be to develop a partnership program that will allow local businesses, restaurants, shops, and attractions to gain more exposure through

the Visit 29 Palms marketing campaigns throughout the year. This is a key step in destination development and provide the TBID with an additional income stream throughout the year to support the tourism marketing efforts.

Partnerships – Government Organizations

City of 29 Palms

www.ci.twentynine-palms.ca.us/

The 29 Palms TBID is formed through a public-private partnership between the local government and the businesses in a district

29 Palms Marine Corps Air Ground Command Center (MCAGC/MAGTFTC)

www.29palms.marines.mil/

Marine Corps Community Services (MCCS) www.mccs29palms.com/

Government & External Affairs (GEA) www.29palms.marines.mil/Staff-Offices/Government-and-External-Affairs/

National Park Service – Joshua Tree National Park

www.nps.gov/jotr/index.htm

Headquarters: 74485 National Park Drive, Twentynine Palms, CA 92277

National Park Service – Mojave National Preserve

www.nps.gov/moja/index.htm

Headquarters: 2701 Barstow Road, Barstow, California 92311

National Park Service – Death Valley National Park

www.nps.gov/deva/index.htm

Official DEVA resource; PO Box 579, Death Valley, CA 92328

Bureau of Land Management – Mojave Trails National Monument & Route 66

Needles Field Office: www.blm.gov/office/needles-field-office

Barstow Field Office: www.blm.gov/office/barstow-field-office

Partnerships – Tourism

Brand USA

www.thebrandusa.com

Brand USA is an organization dedicated to marketing the United States as a premier travel destination.

California Travel and Tourism Commission (Visit California)

www.visitcalifornia.com

Visit California is the recognized source for statewide marketing planning and implementation to inspire travel to California, in partnership with the state's travel industry.

San Bernardino County (California's Outdoor Playground)

<https://www.californiaoutdoorplayground.com>

San Bernardino County's official tourism brand, managed by the tourism development and marketing team within the county's economic development department.

Inland Empire Tourism Council (Discover Inland Empire)

www.discoverie.com

Established in 1988, Inland Empire Tourism Council is a 501(C)6 membership organization comprised of the region's tourism-related businesses, associations, and local governments.

Greater Palm Springs CVB (Visit Greater Palm Springs/ Visit California Deserts)

www.visitgreaterpalmsprings.com

Greater Palm Springs Convention & Visitors Bureau represents nine cities in the greater Palm Springs area, as well as the California desert region as a whole through its Visit California Deserts initiative, made in part possible by the rural grant program with Visit California.

Desert Regional Tourism Agency

Joshua Tree Gateway Communities / California Welcome Center

www.visitjtc.com / www.californiawelcomecenter.com

The Joshua Tree Gateway Communities tourism committee is now part of Desert Regional Tourism Agency (DRTA), which also manages the California Welcome Center in Yucca Valley.

Partnerships – Non-Profit Organizations

Joshua Tree National Park Association www.joshuatree.org

Joshua Tree National Park Association is a private, non-profit Cooperating Association working in partnership with Joshua Tree National Park to help in its achievement of programming goals in education, interpretation, scientific and historic research and activities.

Mojave Desert Land Trust www.mdlt.org

Formed in 2006, this local non-profit organization's mission is to protect the Mojave Desert ecosystem and its scenic and cultural resource values. MDLT has conserved more than 70,000 acres of prime desert habitat, forever weaving together National Parks, wilderness areas, and wildlife linkage corridors.

Leave No Trace Center for Outdoor Ethics www.lnt.org

The Leave No Trace Center for Outdoor Ethics protects the outdoors by teaching and inspiring people to enjoy it responsibly. The Center accomplishes this mission by delivering cutting-edge education and research to millions of people every year.

Friends of Joshua Tree www.friendsofjosh.org

Friends of Joshua Tree is a non-profit organization dedicated to preserving the historical tradition of climbing in Joshua Tree National Park. FOJT advocates, communicates, and encourages ethical and environmentally sound climbing practices, and works to shape park policy on climbing and climbing-related issues.

International Dark-Sky Association www.darksky.org

Founded in 1988, the International Dark-Sky Association works to preserve and protect the nighttime environment and our heritage of dark skies through environmentally responsible outdoor lighting, and has hosted the International Dark Sky Week event since 2003.

Sky's The Limit Observatory and Nature Center www.skysthelimit29.org

Sky's The Limit is a nonprofit organization dedicated to providing hands-on learning opportunities for the people of and visitors to the Joshua Tree Gateway Communities. We provide a place where the honest pursuit of knowledge enriches the lives of all willing to participate, whether to view the smallest objects on the Earth, or observe the colossal displays in the sky.

Theatre 29 www.theatre29.org

Theatre 29 is a tax exempt 501(c)3 non-profit community theatre which has been providing quality entertainment since our founding in 1999. It is our mission to bring quality, family-oriented theater to Twentynine Palms while offering opportunities for our children and citizens to experience the live arts.

Twentynine Palms Historical Society www.29palmshistorical.com

Twentynine Palms Historical Society, founded in 1982, preserves our desert history and presents educational and social events at its Old Schoolhouse Museum on National Park Drive.

Twentynine Palms Artists' Guild www.29palmsartgallery.com

Twentynine Palms Artists' Guild is the oldest arts organization in the Morongo Basin, founded in 1951-52, which opened the 29 Palms Art Gallery in 1963 in a historic adobe at the Oasis of Mara.

Joshua Tree National Park Council for the Arts www.jtnparts.org

Joshua Tree National Park Council for the Arts was formed in 2013-2014 to help foster the spirit of artistic expression inspired by the park, celebrate the park's majestic landscape and precious wildlife, preserve the park's cultural history, and support the preservation, enhancement, and sustainability of the entire California Deserts Region.

Action Council for 29 Palms, Inc.

www.action29palmsmurals.com

Action Council for 29 Palms, Inc. (Action 29 Palms) was established in 1994-95 to optimize the economic well-being of the community and celebrate its heritage through world-class public murals.

Public Arts Advisory Committee (PAAC) www.ci.twentynine-palms.ca.us/paac

Established by the City of Twentynine Palms in 2004, the PAAC oversees public art installations, supports Youth and the Arts, and sponsors art exhibitions at the city's Visitor Center & Art Gallery.

Morongo Basin Cultural Arts Council www.mbcac.org

Morongo Basin Cultural Arts Council, founded 2001-02, works to inspire and enliven the community through the arts, and to enhance the cultural and economic health of the region, and hosts the annual Hwy 62 Open Studio Art Tours.

29 Palms Officers' Spouses' Club <http://www.msa29palms.org>

The 29 Palms Officers' Spouses' Club has been promoting goodwill in the local community since the late 1950s, and is open to spouses of active duty, reserve, retired, and Gold Star military officers residing in the Morongo Basin. Its mission is to foster friendship and camaraderie among members while raising funds for its Scholarships and Grants Program as well as other important charitable initiatives.

Partnerships – Events (Local & Regional)

29 Palms Signature Events, including:

- Hilltoppers MC 29 Palms Grand Prix (April 2019) www.facebook.com/groups/71111046400/
- Night Sky Festival (Sept 21, 2019) www.nightskyfestival.org/
- Joshua Tree National Park Art Exposition (Sept 15-16, 2019) www.jtnparts.org/
- Bhakti Fest (Sept 25-30, 2019) www.bhaktifest.com
- The Weed Show (November 2019) www.29palmshistorical.com/
- ChalkFest (November 2019) www.action29palmsmurals.com/index.html
- 4th of July Celebration www.ci.twentynine-palms.ca.us/
- Pioneer Days (October 2019) www.ci.twentynine-palms.ca.us/
- Youth Basketball Tournaments www.ci.twentynine-palms.ca.us/
- Tortoise Rock Casino “Live at the Rock” Concerts (May to Oct.)
- Summer Movies in the Park (June-August) www.ci.twentynine-palms.ca.us/
- Mojave Trails National Monument Anniversary (Feb 2019)

Regional events, including:

- Shakti Fest – www.bhaktifest.com/shaktifest/
- Joshua Tree Music Festival – www.joshuatreemusicfestival.com
- Hwy 62 Open Studio Art Tours – www.hwy62arttours.org
- Orchid Festival – www.gublers.com
- Coachella Valley Music and Art Festival - www.coachella.com/
- Stagecoach Festival - www.stagecoachfestival.com/
- Desert X - www.desertx.org/
- Palm Springs International Film Festival - www.psfilmfest.org/
- Palm Springs Modernism Week - www.modernismweek.com/
- Contact in the Desert – www.contactinthedesert.com

National and International Events

- National Public Lands Day (Sept 2019) BLM & NPS
- National Park Week (April 2019) www.nps.gov/index.htm
- International Dark Sky Week (March-April) www.darksky.org/

Signature Regional Attractions, including:

- Pioneertown Mountains Preserve

- Big Morongo Canyon Preserve
- Roy's Café
- Pappy and Harriet's
- The Palms
- The Integratron
- Simi Dabah sculptures
- Desert Christ Park
- Noah Purifoy's Outdoor Museum
- Art Queen / World Famous Crochet Museum
- Hi-Desert Cultural Center & Yucca Valley Visual & Performing Arts Center
- Joshua Tree Retreat Center – Institute of Mentalphysics

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, <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 its people and planet and profits." For example: "**Our National Park** (Joshua Tree National Park) protects fauna, flora, land development, endangered species, and dark night skies." "**Our Hospitality Industry** together with the city promotes recycling, water conservation, helping the local community by providing jobs for local residents and supporting organizations, such as the local artists of the region and the military troops that serve the U.S., and preserving the dark night sky by fostering good lighting practices."

During the 2018/2019 partial government shutdown the Twentynine Palms Tourism Business Improvement District spearheaded community volunteer efforts for Joshua Tree National Park in 29 Palms, kicking off the efforts with a \$200 donation for cleaning supplies. The 29 Palms Visitor Center was a designated donation off location and coordinated more than 250 hours of volunteer support during the 35-day shutdown. Efforts were made to maintain the cleanliness of bathrooms and trailheads, and volunteers also assisted visitors in the park, sharing maps and park guides, and general information.

Goals: Increase recognition of leading environmentally friendly tourism businesses that support and encourage "green business in hospitality." Encourage initiatives to reduce water consumption, especially by lodging and restaurants. Promote recycling and reduction in the use of plastic straws and single use plastics. Promote sustainable business

travel products and be a responsible host; this promotes voluntary integration of environmental and social good practices in the hospitality business operations. Help educate and encourage local businesses to practice responsible lighting practices to reduce light pollution and help protect the dark desert sky.

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 tourism locations and visitor venues.
- Develop partnerships such as Mojave Desert Land Trust and Joshua Tree National Park Association.
- Minimize the production of waste, reduce the use of plastic, promote recycling, and assist the tourism industry to adapt to climate change.

Joshua Tree National Park sustainability opportunities:

- **Explore Responsibly** (www.nps.gov/jotr/planyourvisit/explorerresponsibly.htm) This is an important campaign for Visit 29 Palms to support. As the number of people traveling through the national park continues to grow, so do the potential risks, dangers, and damage to the natural resources in the park.
- **Ranger Programs** (www.nps.gov/jotr/planyourvisit/programs.htm) These educational programs offer a great opportunity for visitors to learn more about how humans, wildlife, and vegetation have adapted to survive in the desert, and geologic forces have shaped this arid land.
- **Every Kid in a Park** (www.everykidinapark.gov) The National Park Service offers every 4th grader a free annual park pass, and the city should help promote this opportunity and encourage visiting families to experience the magic that is Joshua Tree National Park. This program runs annually and is available to all children across the country.

Leave No Trace Center for Outdoor Ethics (LNT) (www.lnt.org) Visit 29 Palms became a Leave No Trace Community Partner in April 2019, with a commitment to help educate visitors on Leave No Trace skills and ethics. The Leave No Trace Center for Outdoor Ethics protects the outdoors by teaching and inspiring people to enjoy it responsibly. The Center accomplishes this mission by delivering cutting-edge education and research to millions of people every year.

Leave No Trace Seven Principles:

1. Plan Ahead and Prepare
2. Travel and Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors

© 1999 by the Leave No Trace Center for Outdoor Ethics: www.LNT.org

International Dark Sky Association (IDA) www.darksky.org

- Support the goals of the International Dark-Sky Association (IDA), 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 received International Dark Sky Park silver designation in August 2017, and the city and Visit 29 Palms tourism organization should take every effort possible to help protect this designation.

Mojave Desert Land Trust (MDLT) www.mdlt.org

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

Marketing Programs

TBID tourism marketing programs promote Twentynine Palms as a desert destination and promote its **upcoming events, attractions, lodging, dining, 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, an upgraded website, and expanded internet marketing such as web banner ads, targeted email marketing campaigns, social media, blogs, e-brochures, mobile apps, and videos are included in the marketing programs. Twentynine Palms is an active arts community at the north entrance of Joshua Tree National Park. Marketing programs highlight local attractions such as Sky's The Limit Observatory and Nature Center, and events and activities in Joshua Tree National Park, Mojave Trails National Monument, and sustainability that the city supports. Branding of Visit 29! uses various themes to promote Twentynine Palms as a rural desert community, and promotes signature events hosted by the city, as well as its history and culture.

The TBID marketing staff works with local and regional tourism marketing entities, including Greater Palm Springs Convention and Visitors Bureau, San Bernardino County Economic Development Agency, and Desert Regional Tourism Agency (Joshua Tree Gateway Communities), for additional regional marketing and to support cross-promotion of events. The TBID also supports Cal Travel Association, Visit California and California Deserts Region marketing efforts, to gain more visibility for the city's location next to the Joshua Tree National Park and Gateway to Mojave Trails National Monument and Mojave Desert. Targeted promotions will be developed for niche markets (e.g. rock climbers, hikers, photographers) to capture new visitors and explorers who value content-rich, interest-specific experiences, and who are potential repeat visitors.

Digital Marketing – Visit29.org

Digital Media Marketing – Website

Following the launch of the newly designed Visit29.org website, the TBID invested in digital marketing contract services in 2019 with JNS Next, a full-service creative marketing firm with

a proven track record in the tourism industry. Starting in February 2019 three types of digital marketing programs were launched to drive traffic and increase awareness and engagement for Visit29.org:

1. Search Engine Marketing (SEM)
2. Search Engine Optimization (SEO)
3. Digital Display Ads

Ongoing Strategies:

- Establish and track key performance indicators and benchmarks for website performance for Visit29.org, with a quarterly reporting schedule
- Study demographic reports to understand where users are coming from and what they are most interested in
- Update and refresh website content on a seasonal basis
- Develop a clear call to action for the site header
- Develop creative social media campaigns to help drive traffic to Visit29.org
- Monitor the search feature on the website to better understand what type of content and information users are looking for
- Monitor page reports in Google Analytics to measure, track, and understand what type of content and information on the website is most/least engaging
- Maintain an active blog where relevant and seasonal content is published monthly to help drive traffic, improve SEO, and build community and visitor engagement.

Key goals for 2019-20:

Call to Action

- Improve call to action across the website
- Utilize pop-up's for special offers, trip itineraries and upcoming special events

Expanded content to support MCAGCC

- Highlight military special events and special offers on attractions/events
- Highlight pier diem hotels in 29 Palms
- Provide information on gate access/visitor center
- Fun facts and trivia about the base
- Links to official MCAGCC resources and community groups/resources

Partner Portal

- TBID meeting agenda and quarterly/annual reports and presentations
- Partnership program benefits and opportunities
- Self-service access to event calendars
- Access to media kits and marketing collateral

Content development:

Plan Your Trip / Trip Planner – www.visit29.org/trip-planner/

- Develop seasonal and themed travel itineraries, expand maps, directions, and information on transportation and regional airports.

Explore – www.visit29.org/explore/

- Expand information and resources for planning visits to the national parks, monuments, and preserves in the Mojave Desert.

Historic 29 - www.visit29.org/historic-29/

- Expand story inventory on early history, homesteading, historic buildings and adobes, celebrities, pop culture,

Lodging - www.visit29.org/lodging/

- Continue to improve overall design and layout of lodging landing page; update images and calls to action on a seasonal rotation
- Work with lodging partners on seasonal specials to build out a special offer page

Restaurants & Attractions - www.visit29.org/restaurants/ <https://www.visit29.org/attractions/>

- Build out partnership program opportunities

Events - www.visit29.org/events

- Ensure that annual and calendar event listings are maintained

Email Marketing

Interactive emails engage travel consumers, travel professionals, travel writers and bloggers, and invite visitors to Visit 29 Palms.

- Visit 29 Palms currently uses a Constant Contact email-marketing program, with a base of 2,000+ leads from subscribers through Visit29.org, events, travel shows, and previous campaigns through Sunset magazine and California Road Trips.
- With new branding established, Visit 29 Palms will produce monthly emails, promoting weekend getaways, special events, and spotlights on attractions.
- Visit 29 Palms will also launch its partner email series, sending quarterly updates to all stakeholders and tourism partners.

Digital Advertising – Marine Base Marketing

Digital advertising opportunities for marketing to base personnel and families include leaderboard ads on the Marine Corps Community Services (MCCS) “Life In 29” bi-weekly email, as well as leaderboard ads on the MCCS29palms.com website. Visit 29 Palms works in collaboration with the City of Twentynine Palms for MCCS event sponsorship and participation.

Digital Advertising – Digital Display Ads

Visit 29 Palms launched digital display ads in February 2019 as part of the contract services provided by JNS Next. These display campaigns run on a 4-6 week schedule and are launched to coincide with SEM (search engine marketing) campaigns. The results have been outstanding, moving the monthly average number of users to the Visit29.org website from approx. 1,000 users/month to upwards of 8,000 users per month. These digital display ads are contextual, meaning they are targeting online users by interest rather than geographic location.

Bloggers and Influencers

Working with bloggers and digital influencers is a key marketing strategy for building destination awareness and engaging with target markets. 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.

Social Media 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. 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—advising a wider audience (friends, family, associates, business partners, etc.) through their experience on these products or services purchased. Social media programs have 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?

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, social media is a key strategic marketing tool for experiential storytelling and promotion.

Three (3) Current Social Media Platforms Utilized by Visit 29 Palms

FACEBOOK

As the top social media platform with a wide demographic reach, a diverse global audience, and a promotional avenue for small businesses, Facebook connects and promotes users/businesses on multiple levels—it is an all-encompassing, globally used, proven and trusted media outlet. Out of the 2.8 billion people total on social media in 2017, Facebook is the top social media platform, with

1.9 billion unique monthly users. It is considered the best place to reach Millennials and GenX, and female users slightly outweigh men. [Source:

<https://www.tracx.com/resources/blog/social-mediademographics-2017-marketers/>]

Early 2018 social analytics reflect a well-rounded demographic reach:

- 53% female and 47% male; 74% of college graduates and 72% of online users with income \$75K+ are on Facebook.
- U.S. users: 82% of 18 to 29-year-olds; 79% of 30 to 49-year-olds; 56% of seniors aged 65+, 63% between ages 50-64.
- 40 million+ small businesses have active pages; Facebook is available in 101 languages. [Source: <https://www.omnicoreagency.com/facebook-statistics/>]

Facebook Opportunities

1. More video, and live video. Further outreach to the military community. More storytelling, more appeal.
2. Further incorporate updated website; paid post boosting, Facebook ads/API ad creation and management.
3. Contest rewards, like local hotel and merchant coupons/gift certificates for trivia winners, 1,000th subscriber, etc.
4. Video series similar to Visit California's travel series on Instagram.

Best Practices for Facebook Campaigns:

1. Free and paid Facebook advertisements should bring 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!
2. Paid ads should target demographics based on age, interest, locations, products and services, niche groups.
3. Posts with images drive 2.3 times more engagement; use beautiful imagery to highlight the brand. 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 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, August 2017, <https://www.lifewire.com/top-social-networking-sites-people-are-using-3486554>]
4. Aim for Higher Brand Awareness: Facebook ad campaigns should always be focused on three things: (1) Cost Effectiveness (2) Relevance (3) Engagement. Paid ads should be used for signature events that the city is advertising, to brand the city and to capture the traveler attention with meaningful content and promote the city's natural assets, such as Joshua Tree National Park and Mojave Trails National Monument.

INSTAGRAM

Acquired by Mark Zuckerberg/Facebook in 2012, Instagram is ranked as the "fastest growing platform" in 2017, with 90% of users under 35 years old, female users outweighing males 38% to 26%, and 70.7% of U.S. businesses on Instagram.

[Source: <https://sproutsocial.com/insights/instagram-stats>]

Users are brand-oriented, with hashtags offering post exposure and connection to relevant and favorite businesses and brands (7 out of 10 Instagram hashtags are branded). Doubling its user base in two years to 800 million overall, Instagram is continually adding features, including recent

"stories, shoppable photos, explore pages." [Source: <https://www.smartinsights.com/social-marketing/instagram-marketing/instagram-statistics>]

Posts with at least one hashtag average 12.6% more engagement. When Instagram introduced videos, 5 million were uploaded in the first 24 hours. Instagram videos get two times the engagement of photos over any other social media platform.

[Source: <https://www.omnicoreagency.com/instagram-statistics>]

As the fastest growing platform with enormous Millennial and GenX appeal, customizable advertising options, quick means of branding and co-promotion, brevity and

portfolio-like visual appeal, Instagram seems to be the current “it” platform, with ample promotional opportunities.

Instagram Opportunities

1. Utilize Instagram ads and live video, and continue to use Instagram stories.
2. Develop video series similar to Visit California’s Instagram travel series.
3. Continue to grow community and circles through hashtag shout-outs, partnerships.
4. Explore in-app/API advertising options, sell Visit 29! merchandise (when applicable) with “Shoppable” posts.

Best Practices for Instagram Campaigns:

1. Best Practices for Facebook (see above) also apply to Instagram.
2. Best Practices 2018 by AEA Design: <http://aeadesign.com/blog/marketing/instagram-bestpractices-2018>
3. Instagram “Stories” can be a great tool to promote the website, especially as it hits the follower quota to incorporate hyperlinks into stories.
4. Utilize hashtag shout-outs, tags, to grow community and create/bolster partnerships.

TWITTER

Twitter is known as the real-time, public microblogging network where news breaks first, and it is popular for its brevity in characteristic 140-character limit and unfiltered feed. As of January 2018, there are 330 million monthly active users, with 79% of Twitter accounts based outside the U.S.:

- 24% of all internet male and 21% of internet female users use Twitter.
- 37% of Twitter users are between ages of 18 and 29; 25% are 30-49 years old.
- The top three countries by user count outside the U.S.: Brazil (27.7 million users), Japan (25.9 million), and Mexico (23.5 million).
- There are 67 million+ Twitter users in U.S. (21 percent of American adults).
- 28% of Americans who use Twitter are college educated; 30% earn \$75,000+, 74% use Twitter as a news source.

[Sources: <https://www.omnicoreagency.com/twitter-statistics>; <https://blog.hootsuite.com/twitter-statistics>]

The platform is integrated with other social media, and as a hallmark has connected individuals with celebrities, businesses, and other resources that may have been previously unreachable.

Twitter Opportunities

1. Continued opportunity to appeal to politics/current events-leaning audience with tailored posts regarding 29! and surrounding area news and events; community shares, live-tweeted events and bolstered partnerships.
2. Utilize more video and experiment with “Twitter Moments” to spruce up static tweets into a more visual-friendly slideshow.
3. Utilize Twitter advanced search or tools like Hootsuite or Sprout Social to track brand mentions

[Source: <https://blog.hootsuite.com/influencer-marketing/#strategy>].

4. Incorporate Twitter ads and 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.
5. Host Twitter Chats: Twitter chats are scheduled hashtag discussions that focus on specific topics. Host a chat where people 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.

Twitter Best Practices

1. Best Practices for Facebook (see above) also apply to Twitter.
2. Share Media Mentions: Share links anytime the destination gets mentioned in the media, a habit that could lead to more attention from journalists and reporters.
3. Use Hashtags to organize tweets around a specific keyword or topic. It is native to Twitter, so use hashtags often. Don't use more than two or three per tweet.
4. Find Influencers and 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>]
5. Utilize video: "Tweets with videos are six times more likely to be retweeted than tweets with photos, and three times more likely to be retweeted than tweets with GIFs," and a recent Twitter partnership survey revealed that users don't see video ads as intrusive but informative.

[Source: <https://blog.hootsuite.com/twitter-statistics>]

Platforms to Add/Consider in Future Efforts

Google+

Google My Business is the most important Google+ feature, especially for a business that has a local presence. A Google+ business listing can increase visibility on local and mobile search, and it allows potential customers to call you, get directions to your business (destination) 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.

Google ads can bolster campaign efforts and increase reach.

Google Maps: Visitors and locals are encouraged to upload their photos of lodging and restaurants to Google Maps.

YouTube

YouTube is the second largest search engine. YouTube by many is seen as a separate social network, all on its own, as the premier place online to go to watch an endless variety of videos and upload your own as well. There is ample opportunity to create signature Visit 29 Palms branded videos, promoting area art, culture, and attractions including Joshua Tree National Park, Marine base, Mojave Trails National Monument, campgrounds, historical sites, and art events.

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. Users search for particular topics/items, rather than scrolling through a feed of recently posted items—and as they are not pushed down in a continual feed, pins have a much longer shelf life than 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/>]

Snapchat

A stalwart platform of popularity with teens and millennials, Snapchat appeals with its fun filters and iconic features, private feeds and temporary messages. Although both Instagram and Facebook have recently incorporated the short-lived Snapchat-like messaging options in Stories, Snapchat still is a dominating platform for those under 34:

- 1) Forbes, 2018—Why Snapchat Is So Successful With Younger Users (And What Facebook And Instagram Can Learn): <https://bit.ly/2NDnKI9>
- 2) Snapchat for Business: <https://www.businessnewsdaily.com/9860-snapchat-for-business.html>

Crossovers/Digital Media

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. Yelp significantly caters to local businesses that have paid for ads and offers a free platform to market their 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 be looked at for cost of paid ads and function.

TripAdvisor

Currently not being utilized, however the city has in the past paid for a Premium Destination Marketing package on TripAdvisor.com. Up until April 2018, the city had sponsored a Twentynine Palms Tourism DMO page, and the city’s marketing specialist updated upcoming events, created custom banner ads, and added photos, maps, brochures, visitor

information and more. There is opportunity to re-evaluate this platform and determine if there's a way to reincorporate it into Visit 29 Palms branding efforts or find alternatives.

Social media management apps:

Time and energy saving apps—easily organize multiple accounts and share information across several social networks without having to post separately to your multiple accounts. Two popular Apps are **Hootsuite** and **Buffer**.

Print Advertising

California Road Trips – annual Visit California visitor guide

600,000 copies inserted in Travel+Leisure Magazine

400,000 copies distributed across California Welcome Centers

Joshua Tree National Park Art Exposition Catalog – annual signature event in 29 Palms

2,000 copies distributed across Morongo Basin and Coachella Valley

Event sponsorship includes full-page print ad

Hwy 62 Open Studio Art Tours Catalog – annual signature event in 29 Palms

10,000 copies distributed across Morongo Basin and Coachella Valley

Event sponsorship includes full-page print ad

FAM Tours

In June 2019 Visit 29 Palms hosted the Desert & Mountains post-IPW FAM tour, sponsored by Visit California, Greater Palm Springs CVB and San Bernardino County. This FAM tour consisted of 15 travel trade and 15 travel media representatives from across the US, North America, Europe, and Asia. A strategic goal for the TBID in 2019-20 is to host more FAM tours throughout the year.

Trade Conventions and Travel Shows

Visit California Outlook Forum - San Diego, February 10-11, 2020

Outlook Forum is California's premier travel and tourism event where experts from every sector of the industry gather to share their insights and experiences about the latest trends, marketing tactics and research. Engage with industry partners and Visit California's leadership, and examine together what the future will bring. With over 600 attendees annually, Outlook Forum provides a unique opportunity to network with and learn from the organizations and individuals that are guiding the highest-level conversations impacting today's travel market.

San Bernardino County Tourism Summit – April 2020

Travel Consumer Travel Shows: The following are consumer travel shows that could be considered, if participation is done in partnership with tourism partners. In 2019 Visit 29 Palms partnered with San Bernardino County for one-day participation in the Discover Inland Empire booth, attending a full day of appointments, with destination representation in the media marketplace.

IPW – Las Vegas, May 30 – June 2, 2020 www.ipw.com

Los Angeles Travel & Adventure Show – February 15-16, 2020 www.travelshows.com/

Broadcast Media – Radio & TV

Information is being researched regarding potential broadcast media endeavors and advertising opportunities for marketing Visit 29 Palms

Billboards

Billboard advertising is a potential new outlet for promoting the 29 Palms destination. Locations include Hwy 62, I-10 east and west in the Coachella Valley, I-15 and I-40 to/from Las Vegas. Information received from Lamar Advertising (Oct. 2017) gave estimated average billboard costs for Hwy 62 and I-10 locations:

- **Hwy 62** – Rates range from \$1000-\$1500 / 4 weeks. Vinyl production \$750 (lasts about 1 year); Poster production \$150 (lasts about 2 months).
- **Driving East on I-10** catches traffic driving into the valley; billboard are referred to as West Face locations – (a) Starting at I-10 & SR60 split to just west of Hwy 111 & I-10 split, average cost on locations is \$3500-\$4500 / 4 weeks. (b) I-10 east of Hwy 111 split and west of Gene Autry Trail, average cost on locations is \$3000-\$4000 / 4 weeks.
- **Driving West on I-10** catches traffic driving out of the valley and into the hi-desert – I-10 west of Bob Hope and east of the I-10/SR60 split, average cost is \$1800-\$2800 / 4 weeks.
- Vinyl production costs for I-10 billboards: \$1075 - \$1850
- Billboard sizes are: 10.5" x 22.9", 10.6" x 36', 12' x 36', 14' x 48'.
- Rates are quoted on a net 28-day cycle, and 28-week to 52-week contracts are preferred.

Business Development

In order to better meet the needs of our visitors as well as continue to grow our tourism industry, the TBID had identified a need to grow the guide business in 29 Palms. This refers not only to hiking guides, but also step-on tour guides. This type of business development will require outreach and partnership development and is seen as vital for destination development in 29 Palms.

Hiking Guides: One of the specific opportunities the TBID has identified is the need for more hiking guide services in 29 Palms, specifically to help grow tourism to Mojave Trails National Monument. As of July 2019, there are 30+ permitted rock climbing guides operating within Joshua Tree National Park, and 15 permitted hiking guides. Of the hiking guide list, only three are based locally in the Morongo Basin. (www.nps.gov/jotr/planyourvisit/hiking.htm)

The Desert Institute through the Joshua Tree National Park Association works with more than 20 instructors each season to offer a variety of adult educational workshops, courses, and special events, including guided group hikes. Through outreach and partnership development Visit 29 Palms can develop a competitive advantage through better promotion of services offered by the Desert Institute who operate locally in the Joshua Tree National Park headquarters. <https://www.joshuatree.org/desert-institute/instructors.html>

Step-on tour guides: Throughout the year 29 Palms welcomes large groups, bus tours, and FAM tours, many of whom are interested in step-on guides. Developing a network of guides would give our city a competitive advantage and help attract more large groups to 29 Palms. The TBID has identified there is interest in having step-on guides for tours of the national park, monument, and preserve, as well as step-on guides for the murals and outdoor sculptures in 29 Palms.

The Desert Institute through the Joshua Tree National Park Association does offers step-on guides, working with a group of interpreters have specialized knowledge of the local geology, natural history, flora and fauna, archaeology, and cultural history. The TBID needs to gain a better understanding of these services and find creative ways to help cross promote. <https://www.joshuatree.org/desert-institute/step-on-bus-tours.html>

Visitor Center

The Visitor Center provides a variety of vital visitor resources for out-of-town guests, including maps and brochures, displays highlighting the city's history and culture, and information on upcoming events. The Visitor Center also serves as an art gallery, hosting Art in Public Places exhibitions coordinated by PAAC (Public Arts Advisory Council). The Visitor Center also hosts a variety of special events which in 2019 included historical lectures, and the Mojave Trails National Monument birthday celebration.

Historically the 29 Palms Visitor Center has been operated in partnership between the City of 29 Palms and the 29 Palms Chamber of Commerce. With the new Director of Marketing housed in the Visitor Center as of January 2019, the building was operated in partnership between the TBID, City, and Chamber of Commerce until June 2019 at which time the Chamber of Commerce relocated to a new location.

In May 2019 the City of 29 Palms and the TBID invested in interior updates for the Visitor Center, including new flooring and new paint colors, and updated displays. The space will continue to evolve, and business hours will be adapted on a seasonal basis.

Administration

Tourism Business Improvement District Advisory Board

The 5-member Advisor Board must consist of representatives from the hospitality community in 29 Palms and must have balanced representation from all segments of the 29 Palms market including the large national hotels, independent hotels/motels, and vacation home rentals. The Advisory Board has an elected Chair, and Vice Chair. Board members are appointed by the City Council of 29 Palms.

Subcommittees

Subcommittees made up of no more than two Advisory Board members can be formed to help support special projects and initiatives. Subcommittees have previously been created to support the TBID's annual meeting, and the TBID's marketing budget and plan

development. The TBID had identified the need to develop additional subcommittees in 2019/2020 to assist with event and business development, as well as night sky ordinances.

Staff

Reporting to the City Manager and under the guidance of the TBID Advisory Board, the Director of Marketing is responsible for day-to-day TBID operations and the execution of the marketing plan and budget. The Director of Marketing also oversees all contract services and manages the Visitor Center staff.

Contract Services

The TBID can use a variety of contract services to achieve its marketing goals. Contract services are typically awarded by annual contract but can also be project specific. To date the TBID has used contract services for digital marketing and video development. Contract service companies and individuals report to the Director of Marketing.

Visitor Center Staff

The 29 Palms Visitor Center is currently staffed by two part-time Visit 29 Palms ambassadors, paid by the city and managed by the Director of Marketing.

Finance

The City of 29 Palms oversees all aspects of finance and financial reporting for the TBID.

Appendix 1

Lodging in 29 Palms

- 622 hotel rooms
- 150+ RV spaces
- 60 vacation home rentals (*as of July 10, 2019*)

29 Palms Inn 23 rooms

73950 Inn Avenue 760-356-3505 www.29palmsinn.com

America's Best Value Inn 39 rooms

71829 Twentynine Palms Hwy 760-367-0070

Best Western Gardens Hotel 83 rooms

71487 Twentynine Palms Hwy 760-367-9141 www.bestwesterngardens.com

The Campbell House 12 rooms

74744 Joe Davis Drive 760-367-3238 www.campbellhouse29palms.com

El Rancho Dolores 31 rooms

73352 Twentynine Palms Hwy 760-367-3528 www.elranchomotel29palms.com

Fairfield Inn & Suites by Marriott 80 rooms

6333 Encelia Avenue 760-361-5000 www.marriott.com

Harmony Motel 8 rooms71161 Twentynine Palms Hwy 760-367-3351 www.harmonymotel.com**Holiday Inn Express & Suites** 84 rooms72535 Twentynine Palms Hwy 760-361-1000 www.hiexpress.com/29palms**Mojave Trails Inn & Suites** 10 rooms73842 Twentynine Palms Hwy 760-800-1112 www.mojavetrailsinn.com**Motel 6** 125 rooms72562 Twentynine Palms Hwy 760-904-6992 www.motel6.com**Nine Palms Inn** 10 roomsTwentynine Palms Hwy 760-367-0334 www.9palmsinn.com**Rodeway Inn & Suites** 71 rooms71809 Twentynine Palms Hwy 760-361-4009 www.hotel29palms.com / www.rodewayinn.com**Sunnyvale Garden Suites** 20 rooms73843 Sunnyvale Drive 760-361-3939 www.sunnyvalesuites.com**TwentyNine Palms Resort** 26 cottages, 150+ RV spaces4949 Desert Knoll Drive 760-367-3320 www.29palmsresort.com**Extended stay properties:****Homestead Inn** (Extended Stay) – 760-367-0030 – 74153 Two Mile Road www.homesteadinn29.com ROOMS: 3**VACATION HOME RENTALS in Twentynine Palms, CA**

As of July 2019, there are 60 active vacation home rentals in the City of 29 Palms.



		2017-18	2017-18	2018-19	2018-19		2019-20
51-1013	TOURISM MARKETING BUDGET 2018-2019	Budget	YTD Actual	Budget	YTD Actual	Adj	Budget
	Budget approved by TBID board 7/18/19						
	REVENUE: Visit 29! Tourism Assessment Fee 1.5%	\$150,000.00	\$173,913.00	200,000.00			200,000.00
	REVENUE: Income from Merchandise for Resale	\$0.00	\$0.00	7,500.00		(5,000.00)	2,500.00
6348	TRAVEL SHOWS	Budget	YTD Actual	Budget	YTD Actual	Adj	Budget
	LOS ANGELES Travel & Adventure Show (Feb.16-17, 2019) \$3,270 paid	\$3,170.00	\$3,270.00	-			-
	Expenses: Booth Equipment 6'x42"Counter \$170, Cartload In/Out \$80	\$350.00	\$249.40	250.00		(250.00)	-
	Expenses: Hotel, Meals, Car, Gas, CCParking	\$1,600.00	\$1,834.64	2,000.00		(2,000.00)	-
	LOS ANGELES Travel & Adventure Show 2020 (Prepay \$3,270)	\$0.00	\$0.00	-			-
	SAN DIEGO Travel & Adventure Show, VisitCADeserts, Exp.\$1,500	\$1,200.00	\$1,474.41	-			-
	IPW (International) VisitCADeserts (Anaheim, June 1-5, 2019) Exp.\$1,500	\$0.00	\$0.00	-			-
		\$6,320.00	\$6,828.45	2,250.00	1,923.58		-
6347	TRADE CONVENTIONS, EVENTS, MEMBERSHIPS & TRAVEL EXPENSES						
	Tourism Organization Memberships (CA Travel Association)	\$450.00	\$495.00	495.00		200.00	700.00
	CalTravelSummit	\$1,600.00	\$2,422.59	-			-
	San Bernardino County Tourism Summit (Travel Expense)	\$300.00	\$80.65	100.00			100.00
	Tourism conferences/networking events and travel expenses	\$0.00	\$315.00	500.00		4205.00	4200.00
		\$2,350.00	\$3,313.24	1,095.00	760.00		5,000.00
6346	TOURISM PRINT ADS						
	Sunset Magazine Travel Directory ad Dec/Jan-Feb-Mar (\$1,750x3)(315K)	\$5,250.00	\$5,250.00	-			-
	California Road Trips , VisitCalifornia annual guide, T+L insert (1M) & web	\$3,250.00	\$3,600.00	3,600.00			4,000.00
		\$8,500.00	\$8,850.00	3,600.00	0.00	400.00	4,000.00
6345	REGIONAL PRINT ADS						
	Desert Magazine, TheDesertSun, 1/4-pg ad (\$485x6 issues)	\$2,910.00	\$2,910.00	-			-
	Hwy 62 Art Tours Catalog, Oct. full-page Patron Sponsor ad (10K)	\$1,250.00	\$1,500.00	1,500.00		(500.00)	1,000.00
	"Off the Grid" Visitor Magazine (HDPublishing 1/4-pg ad @\$195)	\$195.00	\$195.00	195.00		(195.00)	-
	"Off the Grid" Visitor Magazine (HDPublishing 1/4-pg ad @\$195)	\$175.50	\$175.50	195.00		(195.00)	-
	Visitor's Digest (HDPublishing, Spring 1/2-pg ad @\$275)	\$0.00	\$275.00	-			-
	BasinWide Spirit Magazine (1/4-pg x 4 @\$175.50) Quarterly	\$0.00	\$0.00	702.00		(702.00)	-
	CaliforniaWelcomeCenter, 29 Palms backlit panel ad,brochure,web ad+link	\$225.00	\$225.00	225.00		(225.00)	-
	BILLBOARD ADS, Lamar (H62, I-10, I-15, static billboard or digital billboard)	\$0.00	\$0.00	6,000.00		500.00	5,000.00
		\$4,755.50	\$5,280.50	8,817.00	2,427.00		6,000.00
6241	MARKETING SUPPLIES						
	Office supplies/labels/printer ink/paper/envelopes/stamps/copies etc.	\$1,000.00	\$176.07	1,000.00			
	Marketing Giveaways (Pens1000@.32,StylusPens@.77;Totes@2.45)	\$1,225.00	\$0.00	1,000.00			
	Marketing Supplies: RackCard/display holders, bins, RoadrunnerShuttle etc.	\$60.00	\$246.41	500.00			
	Printing: Misc. (DrawingEntries30pads@50/pad=1,500/\$50,Bkmarks500/\$30)	\$80.00	\$0.00	50.00			
	Printing: Business cards (500@\$34.80 V+R+5Board)	\$35.00	\$69.60	250.00	1,524.00		
6518	Marketing Equipment	\$3,000.00	\$0.00	-	3,366.95		
		\$5,400.00	\$492.08	2,800.00	4,066.95		3,000.00
6356	INTERNET MARKETING & WEBSITE						
	Internet Advertising, Social media ads across platforms (\$500/mo)	\$16,875.00	\$1.99	4,000.00			3,600.00
	Internet Marketing Software (Hootsuite,FinalCut,MusicLibrary,Photoshop)	\$0.00	\$0.00	1,000.00			500.00
	Internet Marketing Supplies/Hardware	\$0.00	\$0.00	1,000.00			-
	Internet Marketing, Bloggers, Influencers	\$0.00	\$0.00	2,000.00			-
	Website Redesign, Consulting, Web fixes, tech updates, troubleshooting	\$10,285.00	\$10,285.00	2,000.00			3,000.00
	Website, Wordpress & Plugins security updates	\$0.00	\$0.00	750.00			750.00
	Website Hosting/Domain Renewal (\$130.81Eli)(GoDaddy\$538.92+\$12.17)	\$0.00	\$681.90	550.00			550.00
	ConstantContact Email Marketing (501-2500names) (Renew March/April)	\$540.00	\$549.00	550.00			550.00
	TripAdvisor PremiumDestinationPrtn Mktg sponsorship+ads(May2018-2019)	\$5,500.00	\$0.00	-			-
	MCCS/MCAGCC LifeIn29 email ads \$1600, MCCS website ads \$1400	\$0.00	\$0.00	3,000.00			1,600.00
	Sunset Magazine, Desert Magazine digital/web ads (moved from print ads)	\$0.00	\$0.00	5,000.00		(5,000.00)	-
		\$33,200.00	\$11,517.89	19,850.00	8,004.00		10,550.00
6344	BROADCAST MEDIA						

	Radio, TV, Pandora ads, Videos, Podcasts, etc.			5,000.00			5,000.00
				5,000.00	1,941.75		5,000.00
6371	SPONSORSHIPS						
	Skys The Limit, BLM, NPS, Action 29Palms, 29P Art Gallery, Events, CVBs			8,000.00		(4,000.00)	4,000.00
	MCCS/MCAGCC Sponsorship, event support/event giveaways			2,000.00		(2,000.00)	-
				10,000.00	3,191.00		4,000.00
6251	TRAVEL & ENTERTAINMENT						
	Trainings, Training Travel Expenses, Travel writers/FAM tour hospitality			2,000.00	506.72	(2,000.00)	-
				2,000.00			
6340	MERCHANDISE FOR RESALE						
	Postcards, T-Shirts, hats, souvenirs, swag with Visit 29! branding logo			5,000.00			-
				5,000.00	301.60	(5,000.00)	-
6353	CONTRACT SERVICES						
5110	Marketing Director Salary			85,000.00	32,307.20		85,000.00
5250	Health Benefits				3,944.00		
5251	Retirement Benefits				2,615.54		
5252	Workers Comp				1,283.82		
6353	Marketing Firm			60,000.00	23,598.00	(30,000.00)	60,000.00
	Visitor Center Assistant					15,000.00	15,000.00
						30,000.00	
	Marketing Specialist (as of 7/31)	\$30,000.00	\$24,200.00				-
	Social Media Specialist (as of 7/31)	\$16,800.00	\$11,157.43				-
		\$46,800.00	\$35,357.43	145,000.00			160,000.00
	Tourism Marketing Subtotal:	\$107,325.50	\$71,639.59	205,412.00			197,550.00
6244	Contingency: Contingency Fund	\$10,000.00	\$0.00	-			10,000.00
	TOTAL BUDGET:	\$117,325.50	\$71,639.59	205,412.00			207,550.00
	Budget Surplus/Deficit						

2018-19 YTD actual updated as of June 30, 2019.