

**AUGUST
2022**

visit 29 
Palms™
DISCOVER THE *Mojave Desert*

ANNUAL REPORT
FY 21-22

*Prepared and presented by the City of Twentynine Palms
Tourism Business Improvement District*



ABOUT VISIT 29 PALMS

Established in October 2017 and branded as Visit 29 Palms, the Twentynine Palms Tourism Business Improvement District (TBID) is a non-profit organization whose goal and objective is to promote Twentynine Palms as a tourism destination and to drive overnight room demand through creative marketing activities and initiatives.

Formed through a public-private partnership between the City of Twentynine Palms and lodging operators and owners, Visit 29 Palms is funded by the revenue generated by the self-assessed 1.5% tourism tax that is applied to all overnight room rates at the hotels, motels, RV resort, and vacation rentals within the TBID's district. The Visit 29 Palms TBID's district is defined by the 58 square-mile boundary of the incorporated City of Twentynine Palms and includes all of the lodging properties within it.

The City of Twentynine Palms' TBID is administered by a 5-member Advisory Board made up of lodging owners and operators whose members are appointed by City Council.

The TBID Advisory board oversees the development and implementation of an annual tourism marketing plan and budget and provides strategic guidance and direction to the TBID staff. TBID staff also oversee and manage the daily operation of the 29 Palms Visitor Center.

TBID ADVISORY BOARD

RAKESH MEHTA

Chair

NALINI "ASH" MAHARAJ

Vice Chair

HEIDI GRUNT

Boardmember

PATRICIA KNIGHT

Boardmember

MARIA QUINTEROS

Boardmember

TBID STAFF

BREANNE DUSASTRE

Director of Marketing

VISITOR CENTER STAFF

D'ANNE ALBERS

SCOTT CLINKSCALES

VISIT 29 PALMS TBID DISTRICT OVERVIEW

Boasting the largest and most diverse lodging market in the Morongo Basin, 29 Palms welcomes over **800,000 annual overnight visitors**. From nationally branded hotels to historic inns and motels, vacation home rentals and the largest recreation vehicle resort, 29 Palms continues to be well positioned to meet the needs of leisure, business, and group travelers, offering something for every type of traveler, on any type of budget.

600+

Hotel Rooms

175+

RV Spaces

330+

Permitted
vacation rentals

www.visit29.org/lodging





All creative tourism marketing efforts are themed and focused around the city's five key destination pillars:

OUTDOOR RECREATION

Joshua Tree National Park, Mojave Trails National Monument, Mojave National Preserve

ARTS, CULTURE, HISTORY

Oasis of Murals, vibrant art galleries and studios, rich history and culture

HEALTH AND WELLNESS

Unmatched access to stunning wilderness areas and opportunities to connect with the natural world

CULINARY

Diverse culinary scene with growing number of new restaurants and bars

STARGAZING & ASTRONOMY

Extraordinary dark night skies and astronomy opportunities

STRATEGIC GOALS

- + Increase awareness and build interest in 29 Palms as a tourism destination in order to drive overnight room demand for lodging partners.
- + Support the growth of local and regional signature events and seek partnership opportunities to bring new events to the city.
- + Establish the city as a destination that supports sustainability that cares for, supports, and protects people and the planet.
- + Leverage partnership opportunities and exposure with regional and state tourism partners

TARGETED MARKETING

Strengthen in-state drive markets (LA, SD, OC, SF)

Grow out-of-state drive markets (AZ, NV)

Build short-haul domestic markets (OR, WA, TX)

Develop international markets (CAN, MX)



VISIT29.ORG

SITE USERS
78,369
+24% vs previous year

PAGEVIEWS
171,681
+20% vs previous year

OUTBOUND LODGING
LINK CLICKS
7,422
+7.5% vs previous year

Continuing to serve as the TBID's most powerful marketing tool, Visit29.org serves as the one-stop site for inspiration and information for those planning to visit the city. Backed by the power of ongoing Google campaigns the site welcomed users from all across the globe, setting new monthly records for overall traffic and pageviews. Notably, the events calendar is now the second most viewed page on the site and saw an incredible 97% increase in pageviews this year.

Organic traffic continues to grow year-over-year, as do the outbound lodging link clicks which take site users immediately over to the city's lodging properties direct booking sites.

SEARCH ENGINE MARKETING

Through strategic keyword targeting, the Visit 29 Palms TBID can ensure it reaches the right audience at the right time and continuously aim to be in the top few search results for related searches. Search engine marketing efforts with Google Ads have played a tremendous role in increasing visibility and traffic to Visit29.org and currently accounts for driving nearly 28% of all site traffic.

IMPRESSIONS
390,000

+64% vs previous year

CLICKS
32,200

+121% vs previous year

CLICK THROUGH RATE

8.25%

+33% vs previous year

DIGITAL DISPLAY

Differing from search campaigns in objective, digital display campaigns are used strategically to build brand awareness and generate new interest for our destination. Google's powerful Display Network includes Google's own sites such as Gmail and YouTube, and reaches 90% of Internet users worldwide, across millions of websites, news pages, and blogs.

IMPRESSIONS **538,000** +153% vs previous year



CLICKS
2,290

-28% vs previous year

CLICK THROUGH RATE

0.42%

+0.2% vs previous year





SOCIAL MEDIA

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? With the ability to share travel memories and snapshots instantly and with a global audience, social media continues to serve as one of travel and tourism's most powerful marketing tool.

@Visit29Palms social media channels continue to be utilized for experiential storytelling, building branding and awareness, lead generation, outbound link clicks to lodging partners, and are strategically used to nurture relationships with travelers once they've left the destination.

By continuing to invest in professional, branded video content, Visit 29 Palms continues to increase awareness and engagement with younger generations of travel consumers.

ORGANIC REACH

421,000

+156% vs previous year

PAID REACH

337,279

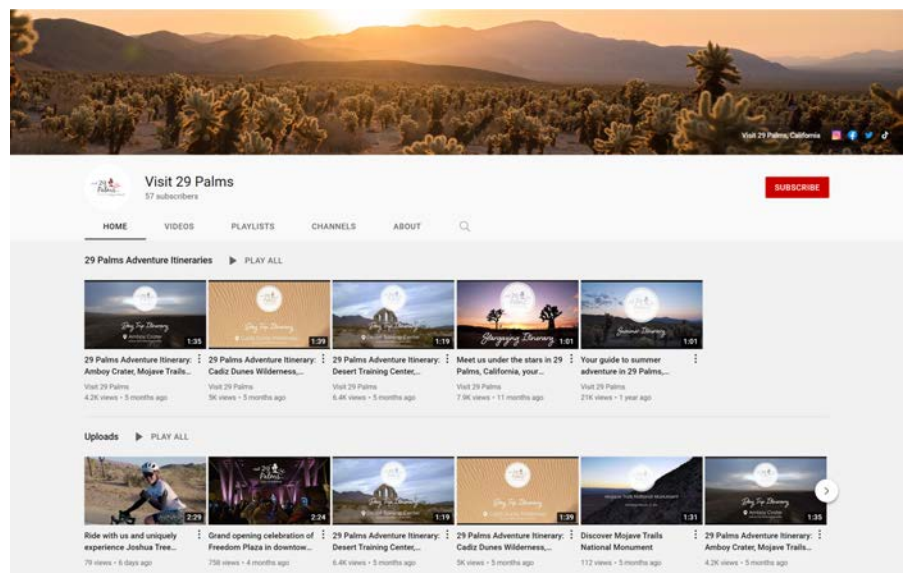
+76% vs previous year

CLICK THROUGH RATE

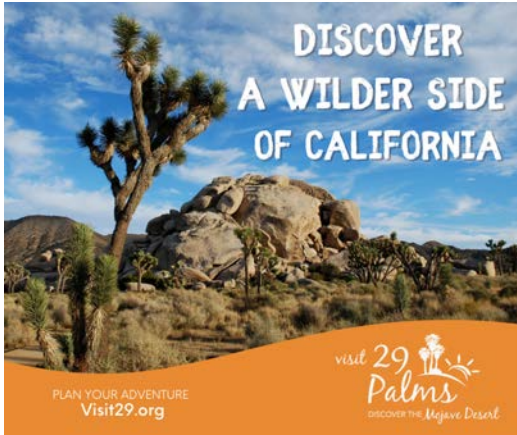
4%

+1.8% vs previous year

45,337 VIEWS



BROADCAST MEDIA



442,252

targeted impressions

Visit 29 Palms proudly launched its first online radio campaign in the spring, strategically targeting Coachella and Stagecoach audiences. The campaign included a :30 second audio spot with accompanying banner ad on **iHeart Radio**.

BILLBOARDS



1.7M

SOUTHERN CALIFORNIA
DIGITAL BILLBOARD
IMPRESSIONS

PALM SPRINGS INTERNATIONAL AIRPORT
ONTARIO INTERNATIONAL AIRPORT
I-10 GREATER PALM SPRINGS MARKET



EARNED AND PAID PRINT MEDIA

ITINERARIES

“As you roll across miles of empty desert, take a detour to climb the sand at Kelso Dunes.”

To see amazing rock formations. Pull over to admire the Cholla Cactus Garden's fuzzy flora and snap photos of graceful Arch Rock. As daylight waxes, head for 29 Palms Inn on the park's northeast border. Fall asleep in an adobe bungalow to the lone-some call of howling coyotes.

The next morning, explore **Twentynine Palms**. Oasis of Mara and learn how its life-giving waters sustained the Serrano people and 19th-century cowboys. Then admire desert-inspired sculptures at 29 Palms Art Gallery. Sit down to a late breakfast of chorizo and eggs at Cactus Trails Cafe before swinging north to **Mojave National Preserve**. 90 miles distant. As you roll across vast miles of beautifully empty desert, take a brief detour to climb the silky sand mountains at Kelso Dunes. Exit the preserve at **Baker** and check the temperature on the 134-foot-high World's Tallest Thermometer.

From Baker, **Teocapa** is only an hour away. Beehives to Teocapa

Scan using the Spotify app

PLUS! THE GOLDEN STATE GUIDE TO ECO-FRIENDLY ADVENTURES

California

ROAD TRIPS

8 INCREDIBLE DRIVES

FROM SAN DIEGO TO SISKIYOU

California dream big

1M

printed copies

29 Palms businesses and attractions have earned tremendous exposure the newly published **2022 Visit California Road Trips Guide** which features the desert region in one of eight road trip itineraries.

15,000

printed copies

To build awareness and excitement for the newly completed **Freedom Plaza** site and the city's annual signature events, Visit 29 Palms invested in a double-page spread in the summer issue of **Joshua Tree Voice**.

CULINARY ARTS KITCHEN **GYM & MULTIPURPOSE BUILDING**

CULTURAL MUSEUM **OUTDOOR STAGE**

JOSHUA TREE NATIONAL PARK VISITOR CENTER **EVENT SPACE**

Freedom Plaza 7301 Twentynine Palms Highway, Twentynine Palms, CA

A DECADE IN THE MAKING

FREEDOM PLAZA

TRANSFORMS DOWNTOWN 29 PALMS

On March 15, the City of Twentynine Palms officially unveiled and opened Freedom Plaza, a dynamic 30-acre destination redevelopment project along Twentynine Palms Highway that brings a new vitality to the city's downtown arts and culture in the heart of the community.

The multi-faceted destination redevelopment project, formerly known as Project Phoenix, was designed with flexibility in mind in order to create new opportunities for the city to host a wide variety of special events, in addition to meeting the community's educational, and professional needs. Freedom Plaza will support the housing growth in Twentynine Palms by utilizing our California's best-in-class infrastructure.

The new Joshua Tree National Park Visitor & Cultural Center is a collaborative partnership between the National Park Service, the City of Twentynine Palms, Joshua Tree traditionally associated Native American communities, the Bureau of Land Management, and the Joshua Tree National Park Association (JTNA), and is a must-see destination for park visitors.

INDUSTRY-DRIVEN COMMUNITY CENTER

The new 120,000-square-foot Community Center serves as a recreational hub and flexible athletic facility and can be used for a variety of special events.

COMMUNITY CENTER & EVENT SPACE

Partnered between the Community Center and Joshua Tree Visitor & Cultural Center is a large outdoor stage and event space, creating a great new community space for music, theater, art shows, the weekly Farmers Market, and other types of special events.

CULTURAL ARTS KITCHEN & RESTAURANT

Working in partnership with the Managerial-Led School District and Empire Mountain College, the City of Twentynine Palms is creating a culinary arts kitchen inside Freedom Plaza, creating a training space to inspire and train the next generation of culinary arts students.

Joshua Tree National Park Visitor & Cultural Center has been built from 2010 to 2021. The new Visitor & Cultural Center should be completed by the end of 2022. The new Visitor & Cultural Center is a major redevelopment project for the Joshua Tree National Park Association, the Joshua Tree National Park, and the City of Twentynine Palms. The new Visitor & Cultural Center is a great first step in creating a new visitor center for the park, and a new hub for the community. The new Visitor & Cultural Center is a great first step in creating a new visitor center for the park, and a new hub for the community. The new Visitor & Cultural Center is a great first step in creating a new visitor center for the park, and a new hub for the community.

Now open daily from 8:30 AM to 5:00 PM, at 6500 Freedom Way in downtown 29 Palms.

JOSHUA TREE CULTURAL CENTER

PLAN YOUR NEXT VISIT & EVENT

Start planning your visit to 29 Palms and see the growth of the newly completed downtown area. It's making 29 Palms the new hot spot in the high desert area. Find the area's best and biggest selection of lodging, dine at our new restaurants and explore our new shops, and make the most of the new Joshua Tree National Park Visitor & Cultural Center. Start planning your visit to 29 Palms and see the growth of the newly completed downtown area. It's making 29 Palms the new hot spot in the high desert area. Find the area's best and biggest selection of lodging, dine at our new restaurants and explore our new shops, and make the most of the new Joshua Tree National Park Visitor & Cultural Center. Start planning your visit to 29 Palms and see the growth of the newly completed downtown area. It's making 29 Palms the new hot spot in the high desert area. Find the area's best and biggest selection of lodging, dine at our new restaurants and explore our new shops, and make the most of the new Joshua Tree National Park Visitor & Cultural Center.

visit 29 Palms to discover the Mojave Desert

Signature Events

- Summer Movies in the Park - June through August
- Night Sky Festival - September
- Flower Days - October
- Twentynine Palms Historical Society Weed Show - November
- Joshua Tree National Park Art Expedition - November
- Hobby Light Parade & Tree Lighting - December
- Rutley Carnival - March
- 29 Palms Art Gallery Art & Craft Fair - March
- Hilltoppers MC Motorcycle Grand Prix - April
- Joshua Tree 55 Community Cycling - April
- Earth Day Expo - April

QR Code:

Visit29.org



SPONSORED EVENTS

Visit 29 Palms invested heavily in supporting the return and growth of signature events and was a proud sponsor of: **Night Sky Festival, Joshua Tree National Park Art Exposition, Hwy 62 Open Studio Art Tours, Vacation Races Joshua Tree Half Marathon, Joshua Tree Music Festival, Climb Smart, Archaeopalooza, Joshua Tree 55, the Desert Institutes 2021 fall season, and the Party at the Plaza/Freedom Plaza Grand opening.**



BLOGGERS & INFLUENCERS

In May, Visit 29 Palms collaborated with digital content creator and travel blogger Tavia Carlson, of **Big Brave Nomad**.

Through the development of new and creative content, Visit 29 Palms was able to reach a new audience of family travelers, national park enthusiasts, solo mom travelers, and military families.



CITY OF 29 PALMS VISITOR CENTER

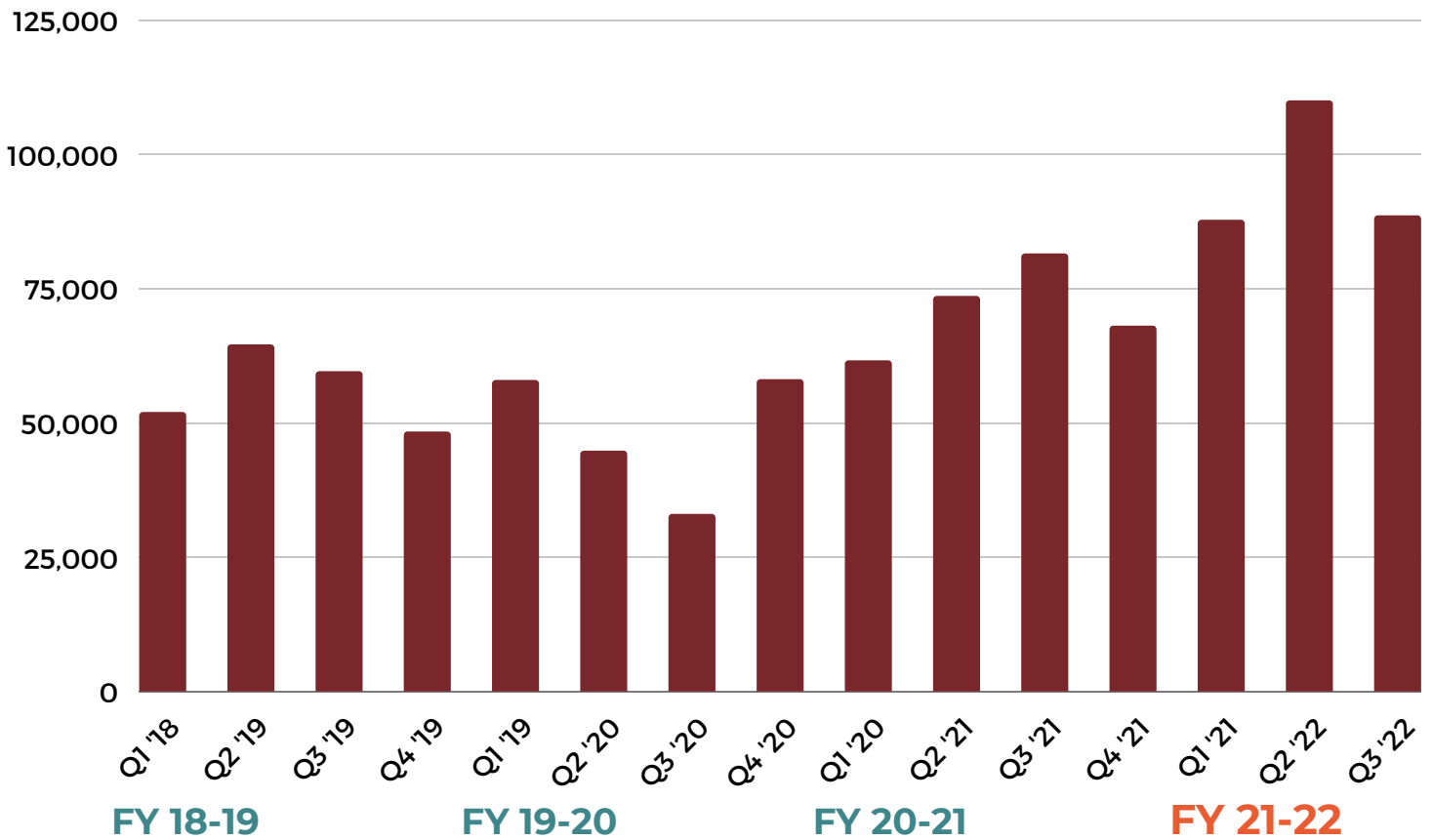
3,287

Operations of the City's Visitor Center continued this year, with TBID staff overseeing and managing daily operations and welcoming over 3,000 travelers from around the globe. Working in collaboration with the City's Public Arts Advisory Committee, the Visitor Center continued to host the Art In Public Places exhibits, offering the local artist community a great space for showcasing their work.

Year-to-Date Visitors
+8% vs previous year



TBID REVENUE RESULTS



Through the first three quarters of the current 2021-2022 year, the 1.5% TBID tourism assessment fee has generated \$286,000 representing a **32%** year-over-year increase. Year-to-date, hotel generated TBID revenue is tracking **25%** over last year, and short-term vacation rental generated TBID revenue has increased by **43%**.



Freedom Plaza is a dynamic 10-acre downtown revitalization project along Twentynine Palms Highway that brings a new vitality to the city's downtown and creates a new heart of the community.

MULTI PURPOSE COMMUNITY CENTER

Recreational hub and flexible athletics facility with opportunity for a variety of special events.

OUTDOOR STAGE & EVENT SPACE

Center heart of the site and community gathering and event space.

CULINARY ARTS KITCHEN

Teaching space to inspire and train the next generation of culinary arts students and support community events.

JOSHUA TREE NATIONAL PARK CULTURAL CENTER

Bookstore, information center, cultural museum celebrating the culture, history, and stories of the Native American communities.

TRANSFORMING DOWNTOWN 29 PALMS

This multi-faceted downtown revitalization project, formerly known as Project Phoenix, was designed with flexibility in mind in order to create new opportunities for the city to host a wide variety of special events. In addition to meeting the community's recreational, educational, and professional needs, Freedom Plaza will support the booming growth in tourism driven by visitation to California's iconic Joshua Tree National Park.

STRATEGIC GOALS

- Strengthen** community awareness
- Grow** large-scale events
- Drive** park visitors to new Cultural Center
- Build** relationships with event organizers