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GREATER PALM SPRINGS ATLANTA ACTIVATION

THE NEIGHBOR

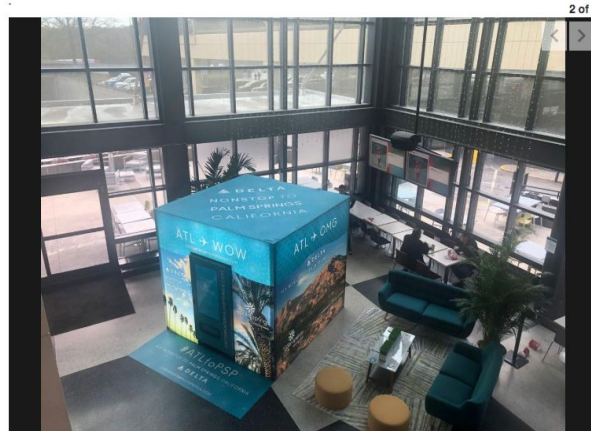
Greater Palm Springs visits Buckhead

In anticipation of Delta offering direct flights to Greater Palm Springs from Atlanta starting Dec. 21, the Southern California resort oasis recently opened a pop-up relaxation area at Lenox Square mall in Buckhead. Open through Jan. 5 and located near the food court's entrance, the lounge offers a place for rest, mobile charging stations, coloring activities for children and a complimentary vending machine dispensing wellness goodies to give residents a sneak peak at what a Greater Palm Springs vacation would be like. For more information, visit

www.visitgreaterpalmsprings.com



Pictured is Greater Palm Springs' pop-up relaxation area at Lenox Square mall. Special Photo



Pictured is an aerial view of Greater Palm Springs' pop-up relaxation area at Lenox Square mall. Special Photo



Greater Palm Springs Offering Pop-Up Relaxation Space at Lenox Sq

WHAT:

Greater Palm Springs is looking to make this the "wellest" holiday shopping season yet for Atlantans with a pop-up relaxation area at Lenox Square, Dec. 11 - Jan. 5. The lounge, offering a place for rest, mobile charging stations, coloring activities for children and a complimentary vending machine dispensing wellness goodies, will have participants looking forward to their next vacation in the desert oasis of Greater Palm Springs. Direct flights from Atlanta to the region begin on Dec. 21.

For the opening night (Wed, Dec 11), representatives from Greater Palm Springs will be on-hand to share all of the exciting updates from the destination.

WHEN:

Opening night: Wednesday, Dec. 11 from 5 - 8 p.m.

WHERE:

Lenox Square (3393 Peachtree Rd NE, Atlanta, GA 30326)

ABOUT GREATER PALM SPRINGS:

Greater Palm Springs is Southern California's most storied resort oasis, with nine cities—Palm Springs, Desert Hot Springs, Cathedral City, Rancho Mirage, Palm Desert, Indian Wells, La Quinta, Indio and Coachella—each offering its own blend of experiences. And with natural hot mineral springs, lush palm groves, over 100 golf courses, year-round signature events and more than 300 days of sunshine annually, Greater Palm Springs offers a unique combination of escape, adventure, inspiration, recreation and relaxation. In Greater Palm Springs, the choices are as endless as our blue skies, with just the right amount of "CHILLspiration." For more information, go to visitgreaterpalmsprings.com.



GREATER PALM SPRINGS' ATL POP-UP RELAXATION SPACE

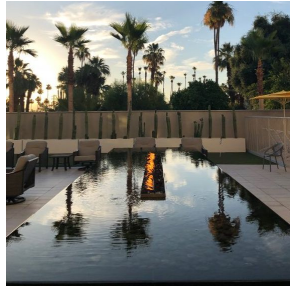
Greater Palm Springs is looking to make this the "wellest" holiday shopping season yet for Atlantans with a pop-up relaxation area at Lenox Square, Dec. 11 - Jan. 5. The lounge, offering a place for rest, mobile charging stations, coloring activities for children and a complimentary vending machine dispensing wellness goodies, will have participants looking forward to their next vacation in the desert oasis of Greater Palm Springs. Direct flights from Atlanta to the region begin on Dec. 21. For the opening festivities on Wednesday, Dec. 11, light refreshments will be served and reps from Greater Palm Springs will be on-hand to share exciting updates from the destination.

[VISIT EVENT WEBSITE >>](#)

[VISIT LOCATION WEBSITE >>](#)

MEDIA PLACEMENTS

*Travel Bags
with Annita*
Packed and ready to go!



Top Five Things To Do In Palm Springs California



There are destinations which shout style and nostalgia, and Palm Springs, California, wears that distinction proudly. With its mid-century design, four bold mountain ranges standing tall around the city, and its artistic vibe, there is no better destination **than the sophisticated yet ultra-cool town in the desert.** Here are five of the top reasons you should call it "my next getaway!"

Top 5 Things to Do

1. **Palm Springs Aerial Tramway** – Jump aboard the Palm Springs Aerial Tramway for a breathtaking view of the city and surrounding area as you journey up the sheer cliffs of Chino Canyon. It is the world's largest rotating tramcar for a one-of-a-kind 10-minute journey up, starting at 2,643 feet from the boarding station to 8,516 feet at the mountain top.
2. **Mid-century Modern Architecture** – The style of homes in Palm Springs truly defines the city and its architectural design as one of the largest concentrations of mid-century modern architecture in the world. Known for celebrity homes dating back years and years, take a tour around the city for a first-hand view and many stories. And, you don't have to be an architectural expert to enjoy the ride.
3. **Jeep tour to the San Andreas Fault** – Enjoy an exhilarating and scenic ride in a Big Red Jeep as it winds through the canyons of the San Andreas Fault Zone. A naturalist guide will fill in all the details with fascinating stories of the plants, animals, and history of this extraordinary desert. Take a walk between the steep walls of the deep canyons created by the powerful forces of the plate tectonics, water, wind and time and ask your guide to explore a natural palm oasis where crystal clear water bubbles up from the underground aquifer.
4. **Have a Date Shake!** – Greater Palm Springs is an ideal destination for a date—both the romantic kind and the creamy, caramel kind that often ends up in a shake or a great salad. Greater Palm Springs exports more than 90% of the dates grown here. Stop by Shields Date Garden in Indio for a date shake and see the free movie "The Romance and Sex Life of the Date."
5. **Live Your 'Wellest'** – Ask anyone who has been to Palm Springs, and they will tell you, "a spa treatment should be top of your list!" And, who doesn't love an exceptional spa experience? Greater Palm Springs is the perfect spot for wellness and outdoor activities. Along with golfing, there are also more than 80 hiking trails, stargazing, and admiring the golden sunsets. And, you can't come to Palm Spring and not enjoy relaxing around the pool. It's your next vacation destination.

To start planning your trip now to Greater Palm Springs, go to visitgreaterpalmsprings.com

Note – On December 21, Delta started non-stop service from Atlanta to Palm Springs. Now it is easier than ever to visit this oasis in the desert. With flights four times a week on Saturday, Sunday, Tuesday and Thursday, there is no stopping you. Flights depart from Atlanta at 9:40am arriving in Palm Springs at 11:21am. Return flights are very convenient too. Departing Palm Spring at 12:20pm and arriving in Atlanta at 7:19pm.



SIMPLY buckhead

YOUR GUIDE TO LIVING WELL IN ATLANTA

MAY 2020, SIMPLY NOW, TRAVEL FAR

A DESERT OASIS



BY LIA PICARD
MAY 14, 2020

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SHARES

The greater Palm Springs area is rife with delectable treats



In Coachella, just 20 minutes outside of Palm Springs, I climbed out of a van driven by Nancy Cohee, owner of Tallgrass Hiking and Tours, and strolled along an artichoke grove. As I stood there wondering how such verdant land can exist in the desert, she said, "People know about us for pools and golf courses, but we're an agricultural community."

While Palm Springs is best known for its midcentury modern architecture, its best kept secret is the food, thanks in large part to chefs moving from Los Angeles. So I made it my mission to eat my way through the desert.



In Bombay Beach, a ghost town on the eastern edge of the Salton Sea, a large saline lake in the southern part of Coachella Valley, I enjoyed a tastefully prepared grilled chicken sandwich at the Ski Inn. The cash-only restaurant is plastered with dollar bills from the walls to the ceiling, but the affordable



The author stands in a crevice on the San Andreas Fault.



The greater Palm Springs area is rife with delectable treats

STORY: Lia Picard



Above: Ordering a date shake at Shields Date Garden in a Palm Springs ritual.

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In Bombay Beach, a ghost town on the eastern edge of the Salton Sea, a large saline lake in the southern part of Coachella Valley, I enjoyed a tastefully prepared grilled chicken sandwich at the Ski Inn. The cash-only restaurant is plastered with dollar bills from the walls to the ceiling, but the affordable lunch menu is delicious. It also made an excellent stop on the way to Slab City, where a community of snowbird artists go to live "off the grid." The main attraction here is Salvation Mountain, a



Left: The author stands in a crevice on the San Andreas Fault.

Right: El Paseo is considered the Rodeo Drive of Palm Springs.



striking hillside sculpture depicting an abstract take on the "Sinner's Prayer" made of adobe, straw and lead-free paint, and created by local resident Leonard Knight. It's a 90-minute drive from Palm Springs, but worth it to see a true desert oddity.

Back at the Saguaro Hotel, which was once a Holiday Inn but is now Insta-famous for its rainbow buildings, I dined at the hotel's restaurant, El Jefe. The lively cantina features a deep tequila list, but what got my attention was the beer-battered mahi fish tacos. A thin, crisp exterior gives way to fluffy mahi. Packaged with chipotle, remolada, pico de gallo and house-made tortillas, it was a satisfying choice after a busy day.

The Saguaro Hotel is famous for its rainbow buildings.



When it came to dining in the Palm Springs area, I found it was best to either eat cheaply or splurge. I discovered sheer joy in a burrito stuffed with chopped chicken, beans, rice, avocado and salsa from the no-frills Tampico Meat Market in La Quinta. I headed out there before taking a Jeep tour with Desert Adventures. The company has access to a private ranch on the San Andreas Fault, making it easy to explore the canyons without swarms of people. Zipping across the infamous fault in an open-air Jeep is a thrill, and seeing it at sunset is otherworldly.

Later that evening, I dusted myself off and headed to The Venue, a sushi restaurant helmed by Engin Onural. The restaurant is located in the El Paseo Shopping District, a street for the well-tooled often called the "Rodeo Drive of Palm Desert." Onural infuses the menu with homages to his Mediterranean upbringing, such as a tuna tostada appetizer accented with fresh feta cheese.

To fully encapsulate the Palm Springs experience, I couldn't leave without a date shake from Shields Date Garden in Indio. Founded in 1924 by Bess and Floyd Shields, the shake blends crystallized dates grown in the 17-acre grove with milk and ice cream. The shake is a delicious reminder of how sweet the desert can be, and sipping it is a Palm Springs ritual worth the trek. ■

TRAVEL TIPS

GET THERE: Delta now offers direct flights from Atlanta to Palm Springs four times a week.

GET AROUND: Palm Springs proper is walkable, but to explore the surrounding areas you'll want to rent a car.

GO: Take a day trip to Joshua Tree National Park; it's only a one-hour drive from Palm Springs.

DETAILS

Desert Adventures
red-jeep.com

Salvation Mountain
salvationmountain.us

Shields Date Garden
shieldsdategarden.com

Ski Inn
skiinnsouthcoast.com

Tallgrass Hiking and Tours
tallgrasshikingandtours.com

The Saguaro Hotel/El Jefe
thesaguaro.com

The Venue Sushi Bar and Sake Lounge
thevenuepalmdesert.com

Visit Greater Palm Springs
visitgreaterpalm Springs.com

MEDIA RESULTS

<u>Outlet</u>	<u>Headline</u>	<u>Impressions</u>
Patch.com/Georgia	<u>Greater Palm Springs Offering Pop-Up Relaxation Space at Lenox Square</u>	N/A (Patch.com receives 34M UMV and the Georgia section is N/A)
WDUN – Morning Show with Bill and Joel	Segment with Annita Thomas	N/A
TravelBagswithAnnita.com	<u>Top Five Things To Do In Palm Springs California</u>	2,000
Atlanta.net	<u>Greater Palm Springs ATL Pop-Up Relaxation Space</u>	133,000
MDJOnline.com	<u>Greater Palm Springs Visits Buckhead Collection</u>	122,000
DiscoverAtlanta.com	<u>Greater Palm Springs' ATL Pop-Up Relaxation Space</u>	33,660
AtlantaBuzz.com	<u>Things To Do Atlanta</u>	23,730
Simply Buckhead (online)	<u>A Desert Oasis</u>	7,620
Simply Buckhead (print)	A Desert Oasis: The Greater Palm Springs Area is Rife with Delectable Treats	24,000

*More than 200 media – Atlanta local and regional print, online and broadcast media – were pitched and invited to the activation kick-off on Dec. 11 as well as throughout the activation period. 10 RSVPs were received for the kick-off and more than 20 responded with favorable interest in receiving follow-up information about the destination. Additional travel, travel trade and meetings media were also engaged.

ACTIVATION RESULTS

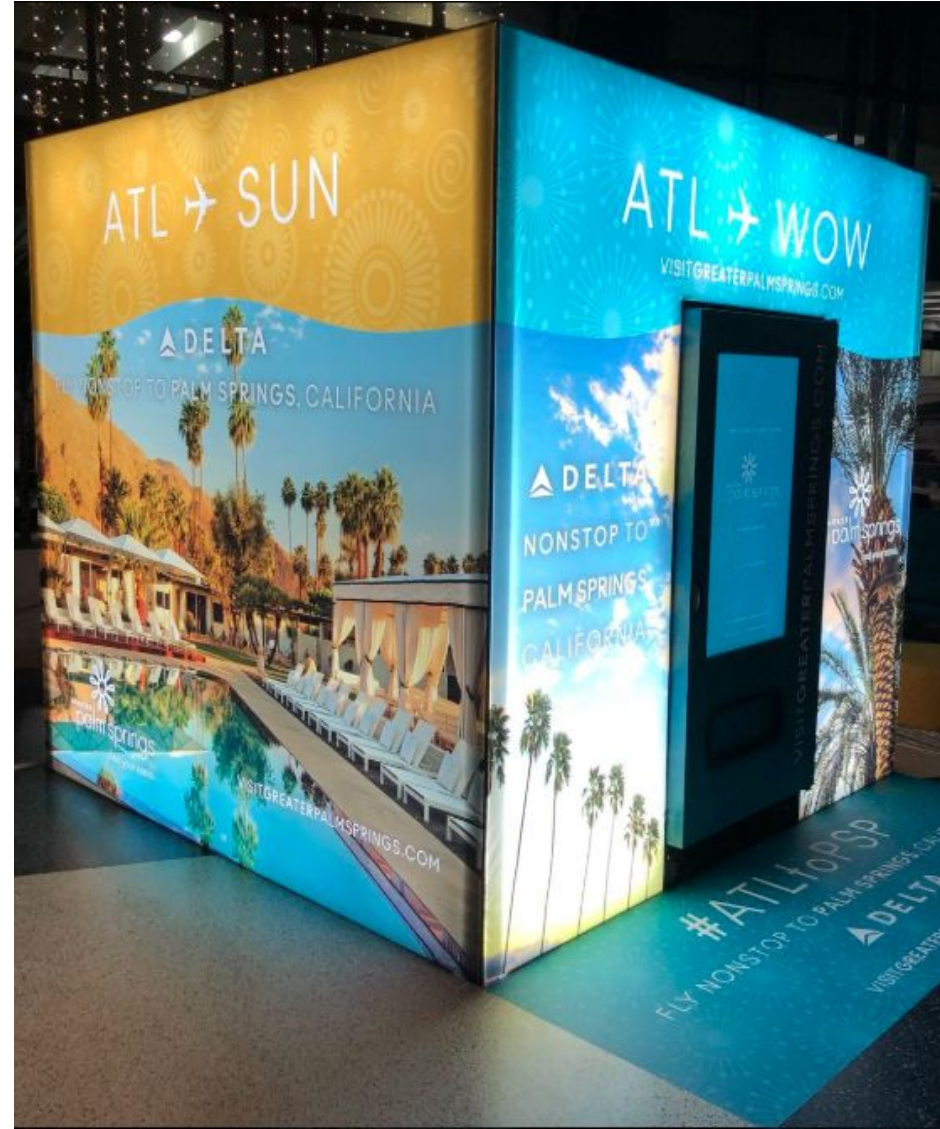
<u>Date</u>	<u>Engagements</u>	<u>Impressions</u>	<u>Emails Collected</u>	<u>Prizes Distributed</u>
12/11 - 12/17	1510	9,200	134	610
12/18 - 12/24	680	8,700	61	522
12/25 - 12/31	430	7,600	49	203
1/1 - 1/5	510	6,900	61	348
TOTAL	3,130*	32,400	305	1,683

*Average engagement time was 7 minutes and as this was located in the food court, the amount of time people were exposed to the experience was much higher than if the activation would be in the middle of the mall.

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