



PALM SPRINGS UNVEILS NEW ADVERTISING CAMPAIGN

NEW AD SERIES SHOWCASES CITY'S CAREFREE COMBINATION OF RELAXATION AND ADVENTURE



17th June 2014 – The Palm Springs Bureau of Tourism has launched a new advertising campaign that continues to showcase why [Palm Springs](#) is “Like no place else”. The high-profile campaign aims to encourage more visitors through a series of compelling photos and headlines that capture the destination’s relaxed character, playful attitude and year-round sunny setting in southern California.

“We wanted to express the carefree, sun-kissed holiday experience that Palm Springs can offer for visitors of every age,” said Mary Jo Ginther, Director of Palm Springs Bureau of Tourism. “We attract sophisticated travellers who are looking for the perfect combination of relaxation and outdoor adventure, where swaying palms, sunny blue skies, a mountainous backdrop and truly laid-back way of life can be enjoyed in abundance.”

The [new ad series](#) features photographs of a burgeoning younger, hip demographic alongside headlines that reveal key attractions of Palm Springs, including:

- “You’ll find a friendly greeting always awaits”
- “We’ve always been a sun-worshiper kind of town”
- “We don’t need to weather-proof anything.”
- “Yes, it’s hot out here. That’s the point.”
- “You can stay awfully busy doing absolutely nothing”
- “Up, up and far, far away”
- “Come fly our friendly skies”
- “Leave the hibernating to the animals”
- “Let it snow, let it snow, let it snow”
- “Lose the socks”

The advertising campaign will run in major print and online media outlets including drive and direct flight markets nationally and internationally. In addition, the Palm Springs Bureau of Tourism has created a new "[behind the scenes](#)" blog highlighting the campaign's creation process with photographs of the new ad drive.

-Ends-

About Palm Springs

One hundred miles east of Los Angeles, Palm Springs is a desert playground with year-round sunshine, blue skies and stunning natural beauty. Nestled beneath California's San Jacinto Mountains, the city is famed for its Hollywood legacy, Native American heritage and huge collection of mid-century modern architecture. The desert oasis boasts a wealth of adventurous hiking trails and historical canyon tours, as well as chic boutiques, world-renowned golf courses and unique experiences, including the chance to stay in the former homes of Marilyn Monroe and Elvis Presley. www.visitpalm Springs.com

About Palm Springs Bureau of Tourism

The Palm Springs Bureau of Tourism is the city's official destination marketing organisation whose focus is to promote the city to consumers, the media, and domestic and international trade buyers, thus increasing visitor arrivals to the city, and increasing its exposure as a world-class year-round leisure destination. The Palm Springs Bureau of Tourism is operated and managed by SMG.

For further information and regular updates on the city of Palm Springs, follow on Facebook and Twitter:

- www.Facebook.com/VisitPalmSprings
- www.Twitter.com/PalmSpringsCA

Press Contact

For media information and images, please contact Sarah Habicht at Hume Whitehead: sarah@humewhitehead.co.uk / 0845 498 9987.