



## PALM SPRINGS: THE RETRO CLASSIC IS REBORN!

### GROWING POOL AND MUSIC SCENE HITS THE CALIFORNIAN DESERT



**8<sup>th</sup> July 2014** – With the Coachella Valley Music and Arts Festival shining the spotlight on [Palm Springs](#) in recent years, the city has reawakened and is now *the* place to find an emerging pool and music festival scene. Fuelled by trendy hotels, weekend pool parties, summer rates and a new “day club” at the Hacienda Cantina and Beach Club, which debuted last month for Splash House, there is a new youth-orientated crowd making a splash in the city this summer.

“The city of Palm Springs is experiencing a tremendous renaissance as an ultra-cool destination for people of all ages to come and relax, rejuvenate and enjoy our year-round sunshine and laid-back lifestyle,” said Mayor Steve Pougnet. “When it comes to fun in the sun, Palm Springs truly is like no place else.”

Capitalising on Palm Springs’ burgeoning music and pool party phenomenon, the brand new [Hacienda Cantina and Beach Club](#) is a fresh concept to Palm Springs. By day, it is a sun lover’s paradise with an intimate desert-style pool scene with outdoor bar, cabanas and live DJs spinning dance tracks. By night, the party really gets going in the swanky Vegas-style lounge and DJ driven dance room.

Splash House, a weekend-long roving pool festival, is another venue combining the best aspects of a pool party and music festival. Following a successful event in June 2014, organisers have announced the third [Splash House](#) – slated for 8<sup>th</sup>-10<sup>th</sup> August 2014 – featuring live performances and DJ sets at three Palm Springs venues: The Saguaro, the new Hard Rock Hotel Palm Springs and the new Hacienda Cantina Beach Club. Partnering with music production giant Goldenvoice, a ticket includes admission to all three poolside stages and unlimited use of complimentary shuttle buses running non-stop all weekend.

“The pool is a symbol of social gatherings and the ultimate form of relaxation, especially in Palm Springs,” said Mary Jo Ginther, director of Palm Springs Bureau of Tourism. “We are attracting sun seekers who want to have a memorable, affordable and sophisticated destination experience, with the world’s top DJs offering a special poolside festival vibe.”

All summer long, Palm Springs hotels and venues are hosting pool parties and live music, including:

- [Ace Hotel & Swim Club](#): featuring poolside DJs and pool parties like the Stronghold Reggae Sol party on the last Saturday of each month. Performances from 12pm for hotel guests only.
- [Hard Rock Hotel Palm Springs](#): hosting FUSION / The Sunday Pool Party every week from 11am to 4pm. Entry costs \$20 (approximately £12) at the door.
- [Skylark Hotel Palm Springs](#): running The Dip pool party every Sunday afternoon from 12pm to 8pm. Guests pay \$10 (approximately £6) admission for poolside parties and DJs.
- [Riviera Palm Springs](#): featuring three pools hosting many of the area’s top entertainment and parties throughout July.
- [The Saguaro Palm Springs](#): hosting poolside events and entertainment throughout the summer.

Less than two hours away from Los Angeles, Palm Springs is an accessible and cool destination with a hip midcentury modern style. For [summer hot deals](#), event calendar and Palm Springs visitor information go to: [www.visitpalm Springs.com](http://www.visitpalm Springs.com).

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### **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](http://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](http://www.Facebook.com/VisitPalmSprings)
- [www.Twitter.com/PalmSpringsCA](http://www.Twitter.com/PalmSpringsCA)

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