



# Vacation Rentals join Greater Palm Springs TBID

**COLLECTION BEGINS JULY 1, 2021**

Vacation Rental lodging owners and representatives across the Coachella Valley have successfully petitioned to be included in the **Greater Palm Springs Tourism Business Improvement District (GPSTBID)**.

The GPSTBID is managed by the **Greater Palm Springs Convention & Visitors Bureau (CVB)** and provides funding for promotion and marketing of assessed businesses, which also includes hotels with 50 rooms or more.

Vacation rental lodging will soon benefit from specific promotion and marketing including:

- Destination marketing aimed at visitors who stay longer and spend more
- Media coverage
- Best-practices, compliance and education for communities, stakeholders and visitors
- Representation on the CVB Board
- Industry research and consumer studies to increase marketing effectiveness and support education
- Increased flights to PSP to build new audiences
- Promotion targeting the shoulder seasons and summer months to drive year-round demand

Vacation rental owners and agents should begin preparing to remit the 1% GPSTBID assessment **July 1, 2021**.

## FAQs

### Who is assessed?

All vacation rental lodging located within the boundaries of the Greater Palm Springs CVB are required to remit a 1% GPSTBID assessment on gross rental revenue of short-term stays starting July 1, 2021. Owners and property managers can begin including this fee in future bookings accordingly.

### How do I pay?

Owners and agents will remit the assessment along with TOT. The TBID assessment is paid monthly (or quarterly for some cities) and applies to gross rental revenue, similar to how TOT is calculated and remitted.

### How do I learn more?

Additional details on how to add your listing and get involved will be forthcoming. Please look for future communications from the Greater Palm Springs CVB regarding the TBID assessment and benefits. Until then, visit [gpsTBID.com](https://gpsTBID.com) and sign up for the TBID communication email list.

### Who is my CVB contact?

If you have any questions, please contact Davis Meyer, Director of Partnership at the Greater Palm Springs CVB at [dmeyer@gpscvc.com](mailto:dmeyer@gpscvc.com) or (760) 969-1360.

**For more information, visit [gpsTBID.com](https://gpsTBID.com).**