



palm springs  
INTERNATIONAL AIRPORT

## AIRPORT COMMISSION

### **Marketing and Business Development Committee Agenda**

Airport Conference Room, Palm Springs International Airport

3400 E. Tahquitz Canyon Way

Palm Springs, CA 92262

Wednesday, May 21, 2025 - 2:30 P.M.

Submit your public comment to the Marketing and Business Development Committee electronically. Material may be emailed to: [tanya.perez@palmspringsca.gov](mailto:tanya.perez@palmspringsca.gov). Transmittal prior to the start of the meeting is required. Any correspondence received during or after the meeting will be distributed to the Marketing and Business Development Committee and retained for the official record.

1. **CALL TO ORDER**
2. **POSTING OF AGENDA**
3. **ROLL CALL**
4. **ACCEPTANCE OF AGENDA**
5. **PUBLIC COMMENTS:** Limited to three minutes
6. **APPROVAL OF MINUTES:** Meeting of 02/06/2025
7. **DISCUSSION AND ACTION ITEMS:**
  - 7.A First Quarter 2025 Comment Report Update
  - 7.B Advertising Revenue Policy
  - 7.C Update on Guidelines for Free Distribution of Materials at Information Desk
  - 7.D Progress PSP Website Update
  - 7.E Military Page Update
  - 7.F Lobby Activation Update
8. **COMMITTEE MEMBERS REPORTS AND REQUESTS**
9. **ADJOURNMENT**

### **AFFIDAVIT OF POSTING**

I, Harry Barrett, Jr., Airport Executive Director, City of Palm Springs, California, hereby certify this agenda was posted on May 19, 2025, in accordance with established policies and procedures.

### **PUBLIC NOTICES**

Pursuant to G.C. Section 54957.5(b)(2) the designated office for inspection of records in connection with the meeting is the Office of the City Clerk, City Hall, 3200 E. Tahquitz Canyon Way. Complete Agenda Packets are available for public inspection at: City Hall Office of the City Clerk. Agenda and staff reports are available on the City's website [www.palmspringsca.gov](http://www.palmspringsca.gov). If you would like additional information on any item appearing on this agenda, please contact the Office of the City Clerk at (760) 323-8204.

It is the intention of the City of Palm Springs to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or a participant at this meeting, or in meetings on a regular basis, you will need special assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Department of Aviation, (760) 318-3800, at least 48 hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible.



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INTERNATIONAL AIRPORT

**AIRPORT COMMISSION  
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**

Thursday, February 6, 2025 – 2:00 P.M.

**SUMMARY MINUTES**

**1. CALL TO ORDER:**

Committee Chairwomen McDermott called the Marketing and Business Development Committee meeting to order at 2:02 P.M. The meeting was held in-person and via videoconference.

**2. POSTING OF AGENDA:** Posted on January 30, 2025.

**3. ROLL CALL:**

**Committee Members Present:**

McDermott, Burke, Caldwell, Fong

**Committee Members Absent:**

Ebensteiner, Wiseman, and Wise

**Staff Present:**

Daniel Meier, Deputy Director of Aviation, Marketing and Air Service

Jake Ingrassia, Communications and Marketing Specialist

Stephen Belauskas, Marketing Specialist

Andrew LeCompte, Executive Administrative Assistant

Tanya Perez, Administrative Specialist

**4. ACCEPTANCE OF AGENDA:**

MOTION BY COMMITTEE MEMBER FONG, SECOND BY COMMITTEE MEMBER BURKE, CARRIED UNANIMOUSLY, to approve the agenda as presented.

**5. PUBLIC COMMENTS:** None.

**6. APPROVAL OF MINUTES:**

MOTION BY COMMITTEE MEMBER BURKE, SECOND BY COMMITTEE MEMBER FONG, CARRIED UNANIMOUSLY, to approve the Marketing and Business Development Committee Meeting Minutes of November 6, 2024.

## **7. DISCUSSION AND ACTION ITEMS:**

### **7.A Guidelines for Free Distribution of Materials at Information Desk**

Deputy Director of Aviation, Marketing and Air Service Meier provided a comprehensive overview regarding the materials displayed at the Airport's information desk. He explained that the desk typically featured complimentary items, including tourism magazines and newspapers. He noted that some businesses had attempted to place rack cards at the desk in an effort to obtain free advertising exposure, despite the existence of a formal advertising program administered by Fuse Connect, LLC (Fuse), which was specifically established to support local businesses through paid promotional opportunities.

Mr. Meier stated that he intended to establish formal guidelines to define which materials may be approved or denied for display at the information desk. He explained that the purpose of these guidelines was to ensure all displayed content remained focused on tourism and relevant to attractions within the Coachella Valley. He presented a draft version of the proposed guidelines, noting that they had been modeled after a similar program in place at Tulsa International Airport which limits distribution to materials produced by Visit Tulsa and local cultural institutions, excluding advertisements from individual businesses to preserve a consistent tourism-focused standard.

He further elaborated that materials should highlight key tourist attractions, such as landmarks, museums, art galleries, outdoor recreation, dining options, and cultural events. Mr. Meier emphasized the importance of including accurate, current, and visitor-relevant information, including operating hours, locations, admission fees, and contact details. He also stated that materials must be professionally designed, visually appealing, and easy to read, with clear branding and attribution to the appropriate tourism entities to maintain transparency and credibility. He added that the guidelines would support sustainable tourism practices by encouraging the proper disposal or recycling of printed materials.

All materials would be subject to Airport management review to ensure compliance with the established criteria before being placed at the information desk. Mr. Meier stated that materials found to be inaccurate, misleading, or noncompliant would be removed and reported to Airport management for further action. He clarified that the purpose of the desk was to provide relevant information about attractions in the Greater Palm Springs area, and the distribution of newspapers, ad-based publications, or general promotional materials were strictly prohibited. Businesses or entities interested in advertising were advised to contact Fuse to participate in the Airport's paid advertising program.

From an operational standpoint, Mr. Meier emphasized the importance of having a clearly documented basis for denying the placement of materials at the Airport information desk. He stated that any decision to reject submitted materials must be

supported by a clear and consistent rationale grounded in the established guidelines. This approach, he explained, would ensure transparency, maintain accountability, and provide staff with a defensible framework for evaluating and responding to future material submissions.

Committee Member Burke asked if the proposed guidelines would replace any existing policy or procedure. Mr. Meier responded that no formal guidelines were currently in place. He explained that when businesses previously left materials at the desk, the Airport's volunteer Navigators would notify staff, who would then remove the materials. In some cases, he personally contacted the businesses to advise them to retrieve their materials and referred them to Fuse for advertising opportunities.

Mr. Meier shared examples of currently accepted content placed at the information desk, that included tourism-related brochures and informational materials intended to assist visitors. Committee Member Burke added that hiking trail maps were among the items available at the desk. Mr. Meier added that tourism-related materials submitted by the Agua Caliente Tribe had been reviewed and approved for distribution.

Chairwoman McDermott mentioned that the Visit Palm Springs information center maintained a collection of materials and asked Committee Member Burke if he had access to those resources. Committee Member Burke confirmed that the information was readily available through that center. Committee Member Burke asked whether the Airport or Visit Greater Palm Springs could display a laminated QR code at the information desk. He explained that this method could appeal to travelers who preferred a more sustainable option, as it would allow them to scan the code and access a website containing tourism-related information without relying on printed materials. Mr. Meier responded that Fuse had presented a similar concept involving digital rack cards, which would include screens near the information desk for passengers to scan and access electronic tourism information.

Committee Member Caldwell remarked that he was surprised that real estate agents had not overwhelmed the Airport with attempts to place promotional materials at the information desk. Mr. Meier acknowledged that some real estate agents had purchased advertising space through the Airport's formal paid program with Fuse. However, he stated that staff had not observed any instances of unauthorized real estate promotional materials being placed at the desk. He further noted that Airport Navigators had been instructed to politely decline any attempts by businesses to leave advertising materials at the information desk and to refer those individuals to Fuse by providing the appropriate contact information. Mr. Meier added that all advertising inquiries should be directed to the Airport's advertising webpage at [flypsp.com/business/advertising-at-psp](https://flypsp.com/business/advertising-at-psp).

Committee Member Fong asked what the provisions were for event-related materials, referencing the Film Festival and the White Party as contrasting examples, and he

inquired about how such events would be evaluated under the proposed guidelines. Mr. Meier explained that the White Party would not qualify for display at the information desk due to its classification as paid advertising and would therefore be ineligible for distribution. He further stated that the advertising program requires all content to be family-friendly and appropriate for all ages, and based on this requirement, the White Party would be disqualified from inclusion under the proposed guidelines for tourism-based materials. Mr. Meier added that the White Party had not requested distribution at the information desk and typically utilized banner advertising coordinated through the City.

He stated that the Film Festival could potentially fall under the category of tourism-related activity and may qualify for inclusion under the proposed guidelines. He clarified that the placement of banners in the center median for the Film Festival was coordinated through the City and represented a longstanding arrangement specifically offered to the event.

Chairwoman McDermott suggested that staff consult with the City to better understand the criteria used for allowing the Film Festival to place banners in the center median, particularly those applied by the Bureau of Tourism. She noted that some materials or events may not fall strictly under the category of paid advertising and stated that it would be helpful to clarify how such exceptions are evaluated. She emphasized that gaining a clearer understanding of the City's standards would assist in ensuring consistency in the application of the proposed guidelines.

Chairwoman McDermott added that the Bureau of Tourism had recently implemented a decision permitting local businesses to display their cards at no cost, recognizing that advertising expenses can be burdensome for smaller operations. She noted that this arrangement was established with the understanding that participating businesses must comply with specific guidelines set forth by the Bureau of Tourism. She also pointed out that federal regulations prohibit the advertisement of cannabis-related businesses. She requested that staff review the criteria used by the City, with particular attention to those applied by the Bureau of Tourism, to ensure alignment with these federal restrictions.

Mr. Meier described how other companies had previously advertised materials in a manner that was both tasteful and appropriate. He acknowledged the importance of maintaining consistency with City and federal guidelines and stated that he would further investigate the matter to ensure compliance. He noted that the agenda item would be brought back at a future meeting for additional review and formal approval by the Marketing and Business Development Committee.

Committee Member Fong sought additional clarification on the criteria for event-related content, asking what factors would make events like Coachella and Film Festivals acceptable compared to the White Party. Committee Member Burke suggested that the issue stemmed from family-friendliness, which is a key requirement

under the paid advertising program. He added that if the objective was to enhance the visitor experience, a broader interpretation could be justified. He also noted that many event organizers may no longer rely on printed materials. Chairwoman McDermott added that many organizations still invest significant resources in the production of printed materials and that those efforts should be taken into consideration when evaluating eligibility under the guidelines.

Mr. Meier reiterated that materials must be produced by recognized destination marketing organizations (DMOs), such as Visit Palm Springs or Visit Greater Palm Springs. Under that criterion, materials for events like the Coachella and Film Festivals would not qualify. Committee Member Burke referenced the guideline language that includes cultural events and asked whether certain events could be interpreted as qualifying under that category. Mr. Meier acknowledged the observation and confirmed that the interpretation of cultural events under the guidelines may require further clarification.

Committee Member Fong asked whether the Pride Festival would be considered a cultural event, noting the exclusion of the White Party. Chairwoman McDermott affirmed that distinction. Mr. Meier questioned whether the guidelines should continue referencing cultural events, noting the Pride Festival's broad appeal, while other festivals, such as Coachella, entered a grey area. He noted that such ambiguity makes it more difficult to apply the guidelines consistently and could lead to challenges in determining eligibility for event-related materials.

Mr. Meier added that revisions to exclude or redefine cultural events would need legal review by the City Attorney. He confirmed that the draft guidelines had already been reviewed and approved by the City Attorney prior to being presented to the Airport Commission and explained that this review was necessary to ensure the guidelines do not result in any potential violations of free speech protections. Chairwoman McDermott advised that the document should be shared with the City Attorney for legal review. Mr. Meier clarified that the document had already been submitted to the City Attorney and that the version presented reflected the approved version by the City Attorney.

Committee Member Caldwell asked if there were any issues with allowing the White Party under the proposed guidelines. Chairwoman McDermott said there wasn't any issues. Committee Member Fong stated that the earlier discussion had suggested that the White Party would not qualify, yet the current conversation appeared to imply the opposite. He requested clarification on the evaluation criteria.

Committee Member Caldwell stated that there should be no issue with including the White Party under the guidelines. Committee Member Fong reiterated that he sought clarity on the standard for approval. Committee Member Burke pointed out that the White Party had an age restriction and was therefore not family friendly. Committee Member Fong asked whether all events with age restrictions would be disqualified.

Mr. Meier responded that events with age limits were generally not considered appropriate for minors and would not meet the family-friendly requirement. He proposed removing the reference to cultural events to reduce ambiguity. Marketing Specialist Belauskas suggested specifying that the White Party is a for-profit event, whereas others may serve the community. Committee Member Burke noted that the distinction may hinge on whether an event is community-focused or commercial. Mr. Belauskas acknowledged uncertainty regarding the specific language of the guidelines and proposed that a business or organization is solely seeking profit without contributing to the community.

Mr. Meier suggested that the guidelines might reference non-profit cultural events and added that defining cultural events as those not aimed at generating profit, a distinction that could serve as a defining factor in determining eligibility for material placement at the information desk. Mr. Belauskas stated that any such change would require City Attorney review, and Mr. Meier agreed.

Committee Member Fong expressed broader concerns about ensuring inclusivity and cultural sensitivity in the wake of heightened awareness around race, diversity, and identity. He emphasized the need for clear and defined standards. Chairwoman McDermott acknowledged that concern and stated that there had been instances in which professionals such as doctors, lawyers, and service providers had attempted to place business cards at the desk, which did not align with the tourism-based intent. She suggested that if the purpose of the guidelines were to enhance the visitor experience, the criteria should focus on attractions, events, retail, and hotels. She added that this would eliminate much of the ambiguity and help ensure that materials reviewed by staff remain aligned with the intent of promoting tourism. She also advised that any materials submitted should be reviewed to ensure they do not promote federally illegal activities.

Mr. Meier commented that the Coachella Festival may be viewed as a tourist destination, as people travel specifically to attend the event. Chairwoman McDermott responded that the Coachella Festival may be considered a paid business. Mr. Meier confirmed that the Coachella Festival is a paid advertiser through the Airport's advertising program. Chairwoman McDermott recommended further evaluation before finalizing the guidelines. Committee Member Fong agreed that the criteria needed to be more specific. Chairwoman McDermott confirmed. Mr. Meier acknowledged the validity of the concern and noted the difficulty of interpreting what qualifies as cultural.

Committee Member Burke observed that many individuals attend these events specifically to visit the Coachella Valley and contribute to the local economy. Committee Member Fong stated that attendees come for various reasons, including music and identity, and those motivations should not be disqualified if the goal is to enhance the visitor experience. Mr. Meier committed to developing additional criteria to support decision-making for material approval or denial.



Committee Member Burke asked how many brochures were currently displayed at the information desk. Mr. Meier responded that there were approximately four to six brochures, which was confirmed by Communications and Marketing Specialist Ingrassia. Mr. Meier acknowledged the low volume of current submissions and emphasized the importance of having formal guidelines in place.

Committee Member Fong highlighted the benefits of having information readily available to travelers, particularly those arriving for large events, and shared positive feedback on the Airport's overall presentation. Mr. Meier reiterated that materials must be produced by DMOs or recognized tourism entities. He confirmed that materials for the White Party and Coachella Festival would not qualify under the proposed guidelines, as they were not produced by Visit Palm Springs, Visit Greater Palm Springs, or other approved DMOs. He suggested that the guidelines clearly state this requirement to prevent businesses from attempting to circumvent the paid advertising program.

Committee Member Fong questioned what made Visit Palm Springs the sole gatekeeper. Committee Member Burke explained that Visit Palm Springs promotes a wide range of tourism activities and noted it does not produce brochures for individual businesses. He added that an individual restaurant could still qualify under broader tourism objectives. Mr. Meier agreed.

Mr. Meier stated that he would conduct outreach to other airports for additional insight and confirmed the need for a formal set of guidelines moving forward. He asked the Committee if the High Desert, Joshua Tree, and Idyllwild should be included, and the consensus of the Committee was that they should be included.

Executive Administrative Assistant LeCompte opened Public Comments.

Eric stated that he believed that Mr. Meier and Mr. Belauskas were working on trying to bring tourism. He said that he supported digital rack cards, and he said that the Airport does need something more to connect with the visitors.

## **7.B Cactus to Clouds Imagery Preview**

Chairwoman McDermott opened the discussion by asking if anyone had reviewed the information that had been distributed in advance. She shared her observation that the imaging was very well done.

Deputy Director of Aviation, Marketing and Air Service Meier stated that he had some background information to share and could skip ahead if needed. He advised that he had a few questions to present and began by explaining that staff were approaching the matter in a manner similar to other local events, such as the Coachella Festival during the spring season. He shared that he had spoken with Chairwoman McDermott

regarding the possibility of incorporating promotional content for the Airport within the current advertising rotation. Specifically, he referenced the idea of placing advertisements for new air service routes and Airport restaurants, as well as highlighting Uptown Essentials located in the Agua Caliente Concourse. He also proposed featuring other shops and Airport-related amenities to further enhance visibility and engagement within the terminal. Mr. Meier asked whether the Committee had any thoughts on incorporating Airport-specific content into the promotional rotation or if there was a preference to maintain the focus solely on local events and activity imagery.

Chairwoman McDermott provided additional context regarding the rationale behind incorporating Airport-specific content. She explained that if a passenger is seated at the bar and views the content loop, it could serve as an opportunity to prompt them to visit flypsp.com and consider booking their next trip. She added that when travelers take that step, the Airport can collect relevant data from the carriers to demonstrate demand. She noted that this provides a more direct and measurable approach, highlighting the level of engagement of passengers already present at the Airport. Committee Member Burke agreed with this approach.

Mr. Meier asked whether any revenue advertising was permitted to be sold in connection with the promotional content loop. He clarified that the original intent of the content was to showcase things to do in the region, as well as to highlight inclusive air service, Airport shops and restaurants. He expressed concern that including such content without charge could potentially undermine the paid advertising program by offering what could be perceived as free advertising, thereby cannibalizing the revenue generated through the formal advertising platform. Mr. Meier noted that the rotation could potentially be offered to Fuse to sell to outside parties. He acknowledged that while there was no intention to convert the content loop into a billboard, the opportunity did present a potential revenue stream.

Committee Member Fong asked whether this approach would remove existing barriers. Mr. Meier stated that the displays in question were currently located only at the Cactus to Clouds area. Committee Member Fong commented that there were local restaurants that feature screens displaying paid advertising and that when individuals are seated for extended periods of time, they often see the same loop repeatedly. He noted that in such cases, people may miss certain content the first time and wait for it to appear again to catch the information. He added that the rotation may move too quickly, which has led to a growing reliance on QR codes, as individuals are accustomed to scanning content with their phone cameras. He stated that incorporating QR codes into the advertisements would be a valuable addition. In

essence, he explained that a large-scale campaign may not be necessary to capture audience attention, as simply including a QR code could effectively draw people in.

Mr. Meier acknowledged the input provided and stated that a limited number of advertisements could be included, rather than incorporating them all, in order to create a balanced mix of content. He advised that staff still needed to verify that all content could be placed within the loop as there is a rotation. Mr. Meier also shared that following the opening of Cactus to Clouds, feedback had been received indicating that there were no televisions available for viewing sports. In response, Paradies explored the possibility of repurposing existing display screens to accommodate television broadcasts. However, due to issues related to the positioning and location of the screens, that solution was determined to be unworkable. As a result, the screens had to be returned to their original function, and the repurposing plan was discontinued.

Chairwoman McDermott inquired if this was possible. Mr. Meier responded that he was unsure, explaining that the initial idea involved taking the existing screens and refurbishing them for that purpose. He noted, however, that the screens are mounted vertically rather than horizontally, and alternating them to accommodate sports viewing would not be visually effective. He added that the height and placement of the screens would not provide a suitable viewing experience for patrons. Chairwoman McDermott asked if the screens were similar to a regular television screen. Mr. Meier responded that they were not and clarified that the screens were positioned behind the seating area at the bar.

Mr. Meier confirmed that staff would begin working on uploading the images that had been provided and would source additional imagery as needed. He stated that staff would also compile Airport-related content, such as promotional material for flypsp.com, to be included in the display rotation. In addition, he shared that staff would engage in discussions with Fuse regarding the potential to incorporate this content into the revenue-generating portion of the Airport's advertising program.

## **7.C 2024 Customer Comments Overview**

Communications and Marketing Specialist Ingrassia presented the 2024 Fourth Quarter Customer Comments Overview, covering the period from October 1st to December 31st. Feedback was collected through multiple channels, including the Palm Springs International Airport website, social media platforms, and online review sites such as Google and Yelp. A total of 158 submissions were received, generating 221 categorized comments. These comments were evaluated based on sentiment and organized into relevant operational categories to support service improvement efforts.

The overall sentiment analysis showed that 33% of comments were positive, 53% were negative, and 14% were neutral. This reflected a modest improvement in customer satisfaction compared to the third quarter of 2024, which had a lower percentage of positive comments at 26.2%. The continued reduction in neutral feedback suggested passengers were expressing their experiences more definitively.

The most frequent areas of concern included employee and tenant behavior, infrastructure needs, and food and amenities. Areas of improvement reported by passengers advised negative interactions with staff, especially at curbside drop-off zones and ticketing counters. However, some positive comments recognized staff who had gone above and beyond to assist travelers, including during medical emergencies. Infrastructure concerns included the lack of food and beverage options before the security checkpoint, broken escalators, and power outlets that were not functioning in the seating areas. Additionally, travelers expressed frustration with the limited hours of concession stands, high prices, and the lack of healthier food choices.

Cleanliness, while showing signs of improvement, remained a concern for some passengers. Specific issues included poorly maintained restrooms, bird droppings on outdoor seating, and overflowing trash bins during high-traffic periods. Parking and traffic-related feedback pointed to congested drop-off lanes, confusing signage for rideshare services, and challenges navigating overflow parking areas. A small portion of comments addressed delays related to baggage handling and ground crew activity, particularly when staff appeared idle during flight delays. Only one comment during the quarter referenced difficulties accessing the Airport's Wi-Fi network.

In contrast, the report highlighted several recurring positive themes. Many passengers complimented the Airport's scenic, open-air layout, with palm trees and mountain views contributing to a relaxed atmosphere. Others praised the terminal's convenience and accessibility, noting short walking distances, efficient security screening, and the close proximity of parking. Staff professionalism and hospitality were mentioned frequently, with many travelers acknowledging courteous and helpful employees, especially during the busy holiday season. Positive operational feedback also included streamlined boarding processes and minimal wait times. The report also included 46 unsolicited route requests. The most commonly requested destinations included Hawaii, Mexico, the East Coast, the Midwest, the Pacific Northwest, and Europe. These suggestions demonstrated continued interest from travelers in expanding the Airport's domestic and international route offerings.

Mr. Ingrassia stated that customer satisfaction trends for the fourth quarter showed steady improvement, particularly in the areas of staff engagement and overall experience. However, continued attention was needed to address the recurring concerns related to cleanliness, food access, and infrastructure reliability. Seasonal congestion during the holidays appeared to be a contributing factor to some negative sentiment. Moving forward, staff would continue to focus on targeted operational

enhancements, consider passenger recommendations, and explore additional amenities to further improve the traveler's experience.

Chairwoman McDermott inquired about how staff was prioritizing customer comments and determining which items were being addressed. Mr. Ingrassia responded that the approach depends on the nature of each comment. He explained that in some cases, comments are specific and detailed enough to prompt immediate action, while others lack sufficient information to warrant a direct response. For those that are actionable, staff was forwarding the information to the appropriate department heads and ensuring that the issues were addressed in a timely manner. He confirmed that staff was acting on comments as soon as they were received, tracking and logging all comments.

Committee Member Fong asked where the rude comments were stored. Mr. Ingrassia responded that staff logs all comments and explained that such feedback can be useful when engaging in conversations with the airlines. Committee Member Fong asked whether comments requesting direct flights to destinations not currently served by the Airport were acted upon. Deputy Director of Aviation, Marketing and Air Service Meier responded that they were not, and he explained that when Airport staff engages with airlines, they can reference recurring route requests. He shared that if the same destinations are mentioned frequently by passengers, staff communicates that trend to the airlines by reporting that they regularly receive requests for specific routes, such as destinations X, Y, and Z and noted that is information used when needed.

Committee Member Fong asked whether the airlines inquire about the types of route requests the Airport receives from passengers. Mr. Meier stated that airlines do not typically ask for this information, as they can become inundated with such requests and addressing them requires a significant amount of time and analysis on their part. Committee Member Fong inquired whether any feedback from the airlines was provided to the Airport regarding passenger comments or route requests. Mr. Meier stated that staff does not receive direct feedback from the airlines, as that information is considered proprietary. He explained that, in the context of domestic travel, staff relies on Department of Transportation (DOT) data, which provides insight into passenger traffic between specific markets. He noted that this data allows staff to understand travel patterns and demand levels for various routes.

Mr. Meier further explained that credit card data is not typically made available, except in specific cases. He stated that such data is obtained through partnerships with the Film Festival, Visit Greater Palm Springs, and media outlets. Additionally, he noted that the Airport utilizes a consultant that assists in providing supplemental data to support air service development and marketing efforts. Committee Member Fong inquired on whether flypsp.com provides this information when people are navigating through the website. Mr. Meier advised that the Airport has access to a program called Find My Airport, which also provides staff with relevant data. He stated that staff evaluates how to incorporate and utilize this data effectively to support future planning and decision-making efforts. Marketing Specialist Belauskas added some context as

to how Find My Airport provides information; however, it does not show any revenue information.

Committee Member Fong asked whether there was a way to engage with airlines regarding the increasing number of passenger inquiries and route requests. Mr. Meier responded affirmatively and stated that staff regularly holds discussions with airline representatives. He noted that he would be attending an upcoming conference the following week.

Committee Member Caldwell inquired whether staff see the same names of individuals or departments repeatedly mentioned in either negative or positive comments. Communications and Marketing Specialist Ingrassia responded that most comments typically include a general description of the staff member rather than a specific name. He explained that when identifiable, the feedback is forwarded to the appropriate department head for review and follow-up action. Committee Member Caldwell elaborated that most employees wear name badges and that passengers are often quick to mention names in their comments, particularly when reporting rude behavior. He emphasized the importance of identifying individuals to avoid allowing one person to negatively impact the perception of the entire team.

Mr. Meier added that if a comment includes a date and time, that information can also be forwarded to the relevant department to assist in identifying the employee involved. Committee Member Caldwell asked for confirmation, stating, if you know the date and time, you would know which employee was there. Mr. Meier confirmed that this had been the case in the past.

#### **7.D Frontier Airlines Promo Review**

Marketing Specialist Belauskas reported that Frontier Airlines (Frontier) began operating at the Airport in December 2024, offering year-round service. To support the launch, the Airport explored potential promotional opportunities. Frontier introduced its annual 12 Days of Holiday Giveaway campaign, which features daily sweepstakes prizes ranging from luggage to travel packages. Although the giveaway was coordinated by Frontier, Airport staff proposed participating by collaborating with Visit Greater Palm Springs (VGPS) and Frontier to assemble a prize package.

Frontier promoted the campaign on social media, with the Airport and VGPS participating. To enter, individuals were required to follow all three organizations on social media, which helped increase the Airport's follower count. Additional methods of entry were also available. The prize package included two roundtrip Frontier tickets, a three-night stay at the Paloma Resort, a \$200 dining credit at Sol y Sombra, a \$100 spa credit, and two passes for the Palm Springs Aerial Tramway. The sweepstakes took place on December 17, 2024 and was open for 24 hours. Mr. Belauskas shared promotional images and social media posts from the campaign.

Mr. Belauskas also shared the results of the campaign, noting that it generated 56,000 landing page entries, 18,000 unique entries, 3,553 likes, 6,670 comments, 599 shares, and 40,500 views. He stated that the campaign produced excellent results for both the Airport and VGPS. The Airport gained approximately 1,400 new Instagram followers and 1,200 new Facebook followers, resulting in a significant increase in social media engagement. Additionally, 18,000 new email addresses were collected, which will serve as a valuable asset for future marketing efforts, including newsletters and digital remarketing. VGPS was also granted access to the email list, making the campaign a mutually beneficial effort. Deputy Director of Aviation, Marketing and Air Service Meier shared that there were no direct costs to the Airport. Mr. Belauskas added the only cost was staff's time.

Committee Member Burke shared some positive feedback expressing that VGPS loved this campaign and noted that they appreciated the Airport reaching out since they don't always know of the opportunities that are out there. He stated that VGPS is connected to many partners and that they had sent it out to as many people as they could.

Mr. Belauskas noted that the campaign was carried out over a short period of time and advised that, in the future, if the Airport participates in a similar campaign with an airline, they will allow for a longer lead time, particularly during the summer months, which may result in stronger engagement and overall performance. He added that going forward, Airport staff intends to directly manage the sweepstakes.

Mr. Meier added that staff worked to increase summer service demand and build momentum heading into the new year. He noted that the Airport now has another year-round carrier, stating that Allegiant Airlines also provides year-round service. Mr. Meier explained that staff was engaging with various airlines to help communicate to the public that, even without nonstop service to every destination, travelers can still reach locations around the world by connecting through the Airport.

Committee Member Fong inquired about the destinations served by Frontier Airlines. Mr. Meier responded that Frontier offers service to San Francisco and Denver. Mr. Belauskas provided additional details regarding the frequency of service in which Frontier's activity increases or decreases. Mr. Meier added that Frontier's presence at the Airport has had a positive impact on airfare pricing.

Committee Member Fong asked whether it would be possible to engage with other airlines to participate in or promote similar campaigns in the future. Mr. Meier responded that the Airport actively promotes all new air service and utilizes several email distribution lists to share these announcements. He noted that staff also distributes updates through the Airport's email database, which includes over 70,000 subscribers. Mr. Belauskas added that he intends to continue promoting Frontier Airlines, even when they are not actively conducting a giveaway. Mr. Meier stated that staff was committed to promoting the new year-round service and supporting it as

much as possible. He noted that this service would be featured in the Airport's next ad campaign, scheduled for the second quarter. Mr. Meier also shared details on additional advertising campaigns currently being conducted by the Airport. Mr. Belauskas added that the Airport had seen strong results in certain target areas that were initially not expected to generate significant interest, noting that the outcomes had exceeded expectations.

## **7.E Progress PSP Webpage Update**

Communications and Marketing Specialist Ingrassia announced that Progress PSP was a new sub-website that the Airport was developing to highlight all capital improvement projects. The site would feature project descriptions, status updates, milestone tracking, estimated completion dates, costs, and funding sources. The goal was to promote transparency with the public and showcase the significant efforts being made to improve Airport facilities and enhance the passenger experience, while also providing real-time updates.

Mr. Ingrassia noted that the Airport had purchased the domain name and was currently in the process of building the site. A draft version of the website was shown. The website would include both passenger-facing and behind-the-scenes projects, recognizing the importance of operational improvements in supporting Airport services. Staff anticipated launching the site around March.

Deputy Director of Aviation, Marketing and Air Service Meier commented that when the Airport Master Plan was completed, this would be the one stop shop. Committee Member Fong asked whether the Airport Master Plan would be linked to this new website. Mr. Meier confirmed that it would, stating that the site was intended to serve as a one-stop resource for all capital improvement projects. He emphasized the importance of keeping the public informed not only about ongoing and upcoming projects, it was also about associated costs and budget constraints that may impact project timelines or prioritization.

## **7.F Customer Experience Program Update**

Deputy Director of Aviation, Marketing and Air Service Meier provided an update on the Customer Experience Program (Program) noting that City Council approved the Program in January 2025. An initial call to review the scope of work was done on January 29, 2025. Mr. Meier advised that he provided PSM Squared, Inc. (PSM Squared) who was the selected vendor with the comment logs for their review.

The first step in PSM Squared's process would be a three-day site visit that would include meetings with Airport staff, Airport volunteers, TSA, airlines, service providers, concessionaires, rental car agencies, VGPS, the Palm Springs Hospitality Association, City Council and City Manager, Airport Commission, local Chambers of Commerce, and the Agua Caliente Tribe. Mr. Meier asked whether there were



additional hospitality associations that should be contacted. Committee Member Burke advised that coordination should take place through VGPS, and Mr. Meier confirmed that he would proceed in that manner. Chairwoman McDermott suggested including the Palm Springs Convention Center (PSCC) if time allowed. Mr. Meier acknowledged the suggestion. He also noted that the site visit would include a tour of the Airport, and that PSM Squared would be observing passenger activity in various areas of the terminal.

Committee Member Fong suggested that PSM Squared include airline employees, specifically pilots and flight attendants who commute in and out of the Airport, as one of the groups PSM Squared should interview during their site visit. He explained that these employees typically travel through the Airport two to three times per week, often without checked baggage, and may offer unique insights based on their experiences at other airports. Mr. Meier acknowledged the suggestion, and noted that he was unsure how to obtain a list of commuting airline employees. Committee Member Fong advised that the airlines should have a way to identify them and offered to assist by reaching out to contacts who may be able to provide this information. Mr. Meier expressed appreciation and welcomed the support. He added that the project would include a survey component to help guide the next steps. Mr. Meier also stated that he would begin coordinating with PSM Squared to schedule meetings and noted that the site visit was tentatively planned for the week of March 17, 2025.

**8. COMMISSIONERS REPORTS AND REQUESTS:** None

**9. ADJOURNMENT:**

The Airport Marketing and Business Development Committee Meeting adjourned at 3:01 P.M.

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Tanya Perez  
Interim Executive Administrative Assistant

## PSP Q1 2025 Customer Feedback Report

In the first quarter of 2025, PSP conducted a detailed analysis of customer feedback from various sources, including social media comments, direct submissions to PSP’s official website, and online review platforms like Google and Yelp, to understand passenger experiences and areas for improvement. Spanning from January 1 to March 31, 2025, this analysis sorted comments into categories such as Cleanliness, Infrastructure Needs, Food/Amenities, Wi-Fi Issues, Employee Behavior, and others.

### Overview

In Q1 2025, PSP received 401 original customer comments, resulting in 511 categorized feedback points after expansion. This represents a significant increase from 221 categorized points in Q4 2024, which likely reflects higher passenger traffic, greater operational strain, and more customer engagement.

- **Positive Feedback:** Decreased from 33% (Q4 2024) to 21.9% (Q1 2025).
- **Negative Feedback:** Increased from 53% (Q4 2024) to 75.1% (Q1 2025).
- **Neutral Feedback:** Dropped from 14% (Q4 2024) to 2.9% (Q1 2025).

### Key Insights and Trends:

- Expanded comment volume more than doubled compared to last quarter (221 to 511 expanded comments).
- The share of **Infrastructure Needs** rose significantly, representing 21.1% of all expanded feedback. Key issues included terminal crowding, broken elevators, poor restroom conditions, and limited seating and outlets.
- **Flight Delays and Ground Crew** complaints (12.5%) increased, with multi-hour baggage waits and tarmac delays being the most frequent grievances.
- While **Scenic and Unique Setting** (8.2%) and **Convenience and Accessibility** (6.7%) continued to earn positive remarks, positive sentiment overall declined.
- Many short compliments (e.g., “Love PSP!”) are received but are not logged unless specific.
- Negative feedback tends to be more detailed and corrective in nature.

# Overall Sentiment

## Total Comments: 511 (Expanded Count)

- **Positive Feedback:** 22% (112 comments)
- **Negative Feedback:** 75% (384 comments)
- **Neutral Feedback:** 3% (15 comments)

*Original count: 401 comments*

*Note:* The original number of comments is 401. However, due to multiple pieces of feedback within individual comments, the expanded number of comments categorized is 511. This includes comments that mention more than one aspect, such as cleanliness and staff behavior.

*Comments may be paraphrased for clarity.*

Q1 2024 (245 comments)	Q2 2024 (241 comments)	Q3 2024 (221 comments)	Q4 2024 (221 comments)	Q1 2025 (511 comments)
- <b>Positive:</b> 27.80%	- <b>Positive:</b> 28%	- <b>Positive:</b> 26.2%	- <b>Positive:</b> 33%	- <b>Positive:</b> 22%
- <b>Negative:</b> 57.63%	- <b>Negative:</b> 54%	- <b>Negative:</b> 39.8%	- <b>Negative:</b> 53%	- <b>Negative:</b> 75%
- <b>Neutral:</b> 14.24%	- <b>Neutral:</b> 18%	- <b>Neutral:</b> 34%	- <b>Neutral:</b> 34%	- <b>Neutral:</b> 3%

## Negative Feedback Themes

### 1. Infrastructure Needs (108 Comments, 21.1%)

- Overcrowded terminals and congested walkways were a major issue (Comments #15, #218, #364).
- Broken or nonfunctional escalators and elevators frustrated travelers, especially those with disabilities (Comments #50, #106, #372).
- Inadequate restroom facilities and cleanliness concerns, including limited access and broken fixtures, were frequently cited (Comments #7, #75, #274).

### 2. Flight Delays/Ground Crews (64 Comments, 12.5%)

- Excessive baggage wait times, sometimes exceeding two hours (Comments #128, #222, #353).
- Long tarmac delays due to lack of gate availability and slow ground crews (Comments #150, #217, #291).

- Communication breakdowns between ground staff and passengers during delays (Comments #220, #221, #392).

### **3. Employee/Tenant Behavior (61 Comments, 11.9%)**

- Rudeness and lack of professionalism from TSA agents and airline staff (Comments #8, #45, #188).
- Poor service experiences at food vendors and rental car counters (Comments #53, #114, #328).
- Instances of inattentive or distracted parking lot and crosswalk staff (Comments #28, #71, #140).

### **4. Parking/Traffic Control (53 Comments, 10.4%)**

- Congested and poorly organized pickup/drop-off zones (Comments #28, #272, #399).
- Limited availability of parking spaces, even in paid lots (Comments #19, #240, #284).
- Safety concerns regarding pedestrian crossings and lack of enforcement (Comments #48, #166, #361).

### **5. Food/Amenities (45 Comments, 8.8%)**

- Limited dining options and high food prices at the airport (Comments #39, #44, #385).
- Long lines and restaurant closures affecting early morning and late-night travelers (Comments #47, #158, #371).
- Issues with concessions such as inaccurate charges and inadequate customer service (Comments #70, #190, #328).

### **6. Cleanliness (37 Comments, 7.2%)**

- Persistent bird droppings in gate areas and outdoor seating (Comments #3, #60, #181).
- Dirty or overcrowded restrooms with broken fixtures (Comments #7, #75, #275).
- Overflowing trash cans and inadequate upkeep during peak times (Comments #60, #181, #244).

### **7. Wi-Fi Issues (10 Comments, 2.0%)**

- Spotty or nonfunctional airport Wi-Fi service (Comments #107, #197, #250).
- Login issues, particularly for international travelers (Comments #314, #396).
- Security warnings and unstable connections impacting business travelers (Comments #121, #390).

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## **Positive Feedback**

### **1. Scenic and Unique Setting (42 Comments, 8.2%)**

- Passengers appreciated the open-air layout and views of surrounding mountains (Comments #23, #34, #309).
- Landscaping and outdoor seating enhanced the overall airport experience (Comments #54, #178, #378).
- Travelers consistently praised the welcoming, relaxed vibe compared to larger airports (Comments #90, #255, #357).

## **2. Convenience and Accessibility (34 Comments, 6.7%)**

- Fast transitions through TSA and quick access to gates (Comments #11, #186, #310).
- Convenient rental car return and parking availability praised by some (Comments #92, #243, #301).
- Ease of navigation within a compact airport layout (Comments #118, #142, #359).

## **3. Staff Excellence (18 Comments, 3.5%)**

- TSA agents and airport employees praised for professionalism and kindness (Comments #27, #124, #298).
- Special recognition for outstanding assistance with special needs and lost items (Comments #51, #124, #320).
- Positive encounters with staff members at check-in counters and security checkpoints (Comments #64, #187, #270).

## **4. Efficient Operations (15 Comments, 2.9%)**

- Quick processing through ticketing and security noted by travelers (Comments #17, #112, #393).
- Smooth baggage retrievals when staffing levels allowed (Comments #185, #220, #243).
- Appreciated short walking distances between gates, security, and baggage claim (Comments #310, #386, #394).

## **5. Food/Amenities (4 Comments, 0.8%)**

- Enjoyment of new food options and improved dining experiences (Comments #12, #109, #280).
- Good value and taste at specific airport cafes (Comments #109, #177).

## **6. Cleanliness and Maintenance (3 Comments, 0.6%)**

- Positive remarks on restroom cleanliness and airport maintenance (Comments #64, #235, #283).

## **7. Family-Friendly Amenities (2 Comments, 0.4%)**

- Appreciation for children's play areas and accessibility services (Comments #18, #124).

## Neutral Feedback (3%)

Passengers shared general suggestions and mixed experiences, often about smoking policies, outdated facilities, or travel costs (Comments #13, #14, #138, #313).

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## Route Requests Overview

PSP logged 51 route requests from passengers during Q1 2025, with top requested destinations including:

- Mexico destinations (Puerto Vallarta, Guadalajara, Cabo; Comments #86, #230, #231, #245)
  - Des Moines (Comments #58, #74, #232)
  - Nashville (Comments #20, #178)
  - LAX connections (Comments #24, #227, #279)
  - New York flights (Comments #194, #277, #279)
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## Trend Analysis: Q1 2025 vs. Prior Quarters

- **Positive Feedback:** Decreased from 33% (Q4 2024) to 21.9% (Q1 2025).
- **Negative Feedback:** Increased from 53% (Q4 2024) to 75.1% (Q1 2025).
- **Neutral Feedback:** Dropped from 14% (Q4 2024) to 2.9% (Q1 2025).

### Key Trend Shifts:

- Infrastructure needs and baggage-related complaints rose sharply.
  - Staff Excellence feedback remained a bright spot but declined in volume.
  - PSP’s scenic setting remains its strongest positive feature.
  - Parking and traffic complaints rose with seasonal traffic increases.
- 

## Conclusion:

The first quarter of 2025 presented operational challenges for PSP, notably in infrastructure and ground services. As PSP’s busiest travel season, Q1 brought heightened strain across facilities, staffing, and baggage handling. Despite ongoing praise for the airport's unique atmosphere and convenience, traveler dissatisfaction rose notably compared to the previous quarter. Monitoring of facility updates, staffing practices, and service efficiencies will be critical for maintaining PSP's positive reputation amid increasing demand.

# Summary of PSP Q1 2025 Customer Feedback

## Introduction

This report summarizes customer feedback received by Palm Springs International Airport (PSP) during the first quarter of 2025, covering the period from January 1 to March 31. Comments were sourced from online submissions, social media, and travel review platforms. The purpose of this summary is to provide a categorized sentiment breakdown and highlight recurring themes in passenger feedback.

## Overall Sentiment – Total Comments (Expanded Count): 511

- Positive Feedback: 21.9% (112 comments)
- Negative Feedback: 75.1% (384 comments)
- Neutral Feedback: 2.9% (15 comments)

**Original Count: 401** **Note:** The expanded count includes multiple issues extracted from individual comments.

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## Negative Feedback by Category

*Note: Comments may be paraphrased for clarity.*

### 1. Infrastructure Needs (108 Comments)

- "Overcrowding, signage issues, birds indoors, bad bathrooms, long lines, smells, limited outlets." (Comment #15)
- "Too many PA announcements for wheelchairs; hard to hear gate announcements." (Comment #26)
- "Cutest airport I've been to... lovely open place to sit... picturesque." but noted gates need renovating. (Comment #9)
- "Bathrooms disgusting, hard to find, needed family bathroom." (Comment #7)
- "PSP is small, far too small for the traffic it has now. Parking lot full, long lines, few food options." (Comment #218)

### 2. Flight Delays/Ground Crews (64 Comments)

- "Baggage claims chaotic and disorganized." (Comment #10)
- "Sat on tarmac for over an hour, still waiting for bags." (Comment #128)
- "Waited 2.5 hours to deplane with a dog in cargo hold; traumatizing experience." (Comment #217)

- "Landing often involves sitting on tarmac 30+ minutes despite empty gates." (Comment #291)
- "Two WestJet flights in one week waited over an hour on the tarmac." (Comment #150)

### **3. Employee/Tenant Behavior (61 Comments)**

- "Slow workers, rude behavior, poor bag check service, nightmare drop-off lane." (Comment #8)
- "United baggage agent Mary M. was rude and dismissive; line ignored, elderly man mistreated." (Comment #45)
- "Security person yelling at cars and passengers... rules unclear... felt afraid." (Comment #126)
- "Avis charged \$250 for 2 dog hairs. Scam! Never using them again." (Comment #53)
- "TSA agent hard to understand... AirPods Max lost, no resolution." (Comment #188)

### **4. Parking/Traffic Control (53 Comments)**

- "Parking lot for Uber/Lyft dirty with pee and poo." (Comment #28)
- "Cars parked in handicap zone without tickets; who is responsible?" (Comment #48)
- "Drop-off area is chaos. No enforcement by attendants." (Comment #272)
- "Parking is a nightmare, so get there early. Otherwise a nice airport." (Comment #258)
- "Rental car dropoff was a mess—had to park far away." (Comment #246)

### **5. Food/Amenities (45 Comments)**

- "Healthy food options lacking, loud announcements, good mountain views, decent coffee." (Comment #39)
- "Open the restaurants so people can find a place to sit." (Comment #47)
- "No good restaurants there." (Comment #371)
- "Restaurant options suck." (Comment #367)
- "Overpriced and low-quality food." (Comment #385)

### **6. Cleanliness (37 Comments)**

- "Birds inside terminal troubling due to bird flu." (Comment #3)
- "Trash full, no one directing traffic... employees chatting or distracted. Unsafe!" (Comment #60)



- "Bathrooms dirty. Consider a silent airport approach—too many loud announcements." (Comment #275)
- "Birds fly in and poop everywhere." (Comment #181)
- "Dirty restrooms and gate chairs... broken sinks." (Comment #75)

## **7. Wi-Fi Issues (10 Comments)**

- "New Wi-Fi system triggering security alerts... laptop blocked." (Comment #107)
- "Wi-Fi at the airport today was horrible. Verizon also weak." (Comment #121)
- "Worst airport WiFi in the nation... bumps you off every 5-10 minutes." (Comment #197)
- "Wi-Fi signup requires U.S. zip code; Canadians face issues signing in." (Comment #314)

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## **Positive Feedback by Category**

### **1. Scenic and Unique Setting (42 Comments)**

- "Love disembarking outside in sunshine, hear birds, smell flowers." (Comment #23)
- "Cutest airport I've been to... lovely open place to sit... picturesque." (Comment #54)
- "First commercial I've seen for this AMAZING airport. Worth the slightly higher cost." (Comment #278)

### **2. Convenience and Accessibility (34 Comments)**

- "Easy to get in and to the gates." (Comment #11)
- "Very easy to navigate and smaller size!" (Comment #186)
- "Easy in and out. Palm Springs is great." (Comment #310)

### **3. Staff Excellence (18 Comments)**

- "Praises officer for professional help recovering lost phone." (Comment #27)
- "Great social media team. Hello from a cruise!" (Comment #133)
- "TSA PreCheck staff fast and friendly." (Comment #298)

### **4. Efficient Operations (15 Comments)**

- "Fast check-in and security." (Comment #17)
- "Easy and quick, no long lines." (Comment #112)

- "Very efficient in and out." (Comment #393)

#### **5. Food/Amenities (Positive) (4 Comments)**

- "New amenities and improved food options." (Comment #12)
- "JT coffee is delicious & reasonably priced." (Comment #109)

#### **6. Cleanliness and Maintenance (3 Comments)**

- "Friendly TSA and gate staff ... clean ... efficient service." (Comment #64)
- "Loved the airport. Clean and pleasant while waiting for flight." (Comment #283)

#### **7. Family-Friendly Amenities (2 Comments)**

- "Nice playground for kids and dogs." (Comment #18)
- "Wheelchair escort was 5-star and eased my mind." (Comment #124)

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### **Neutral Feedback**

Note: Comments may be paraphrased for clarity.

- "Question about smoking policy and surprise at vaping after security." (Comment #13)
- "Needs work, looks tired, but friendly and functional." (Comment #14)
- "Too expensive... Santa Ana better alternative." (Comment #138)
- "Still waiting for a response about head injury from hitting tiled wall at gate." (Comment #313)

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### **Route Requests Summary**

Note: These requests are excluded from sentiment counts but tracked for destination interest.

#### **Requested Routes by Destination**

- Nashville: Comments #20, #178
- Des Moines: Comments #58, #74, #232
- Tucson: Comments #212, #286
- Mexico (incl. Puerto Vallarta, Guadalajara, Cabo): Comments #86, #230, #245, #231

- LAX: Comments #24, #227, #279
- New York: Comments #194, #277, #279
- Hawaii (Honolulu): Comments #82, #230
- Detroit: Comments #192, #297
- Kansas City: Comments #81, #316
- Boston: Comments #79, #84, #87
- Spokane: Comments #93, #319
- Orlando: Comment #237
- Miami/Fort Lauderdale: Comment #248
- Monterey: Comments #68, #315
- Cleveland: Comment #317
- Chicago (Midway/O'Hare): Comment #193
- Indianapolis: Comment #85
- San Jose, CA: Comment #285
- Oklahoma City: Comment #247
- Pittsburgh: Comment #268
- North Carolina (general): Comment #241
- Toronto/Canada (seasonal expansion concerns): Comment #376

### **Summary of Requests**

- Des Moines: 3 requests
- Boston: 3 requests
- New York area: 3 requests
- Mexico destinations: 4 requests
- Nashville: 2 requests
- LAX: 3 requests
- Tucson: 2 requests
- Detroit: 2 requests
- Kansas City: 2 requests
- Hawaii: 2 requests
- Others (Monterey, Orlando, Miami, Cleveland, etc.): 1 request each

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### **Conclusion**

In Q1 2025, most feedback focused on infrastructure, delays, and staff interactions during busy travel periods. While negative sentiment dominated due to issues with baggage handling, facility capacity, and Wi-Fi reliability, passengers continued to praise PSP's open-air layout, convenience, and helpful staff. These contrasting themes reflect both the airport's distinct charm and operational challenges as demand grows.

## **Raw Comments in Order Received + Categories/Sentiment Analysis**

### **Comment #1**

"Glad they didn't show the lineup of cars outside or the ones to go through security"

- **Category:** Parking/Traffic Control – Negative

### **Comment #2**

"Poor performance accommodating overnight stay; no Alaska lounge"

- **Category:** Infrastructure Needs – Negative
- **Category:** Employee/Tenant Behavior – Negative

### **Comment #3**

"Birds inside terminal troubling due to bird flu"

- **Category:** Cleanliness – Negative

### **Comment #4**

"Unprepared and unruly behavior; chaos; need for working equipment, more staff, larger areas"

- **Category:** Infrastructure Needs – Negative
- **Category:** Employee/Tenant Behavior – Negative

### **Comment #5**

"Lovely airport, easy navigation, outdoor terminals, great food, mountain views"

- **Category:** Convenience and Accessibility – Positive
- **Category:** Food/Amenities – Positive
- **Category:** Scenic and Unique Setting – Positive

### **Comment #6**

"Available parking while waiting to pick up family members"

- **Category:** Parking/Traffic Control – Positive

### **Comment #7**

"Bathrooms disgusting, hard to find, needed family bathroom"

- **Category:** Cleanliness – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #8**

"Slow workers, rude behavior, poor bag check service, nightmare drop-off lane"

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #9**

"Beautiful architecture and outdoor spaces, but gates need renovating"

- **Category:** Infrastructure Needs – Negative
- **Category:** Scenic and Unique Setting – Positive

**Comment #10**

"Baggage claims chaotic and disorganized"

- **Category:** Flight Delays/Ground Crews – Negative

**Comment #11**

"Easy to get in and to the gates"

- **Category:** Convenience and Accessibility – Positive

**Comment #12**

"New amenities and improved food options"

- **Category:** Food/Amenities – Positive
- **Category:** Infrastructure Needs – Positive

**Comment #13**

"Question about smoking policy and surprise at vaping after security"

- **Category:** Neutral Feedback – Neutral

**Comment #14**

"Needs work, looks tired, but friendly and functional"

- **Category:** Infrastructure Needs – Neutral

**Comment #15**

"Overcrowding, signage issues, birds indoors, bad bathrooms, long lines, smells, limited outlets"

- **Category:** Infrastructure Needs – Negative
- **Category:** Cleanliness – Negative

- **Category:** Food/Amenities – Negative

**Comment #16**

"Packed on arrival, empty on departure; open-air design was neat"

- **Category:** Infrastructure Needs – Mixed (Negative arrival, Positive departure)
- **Category:** Scenic and Unique Setting – Positive

**Comment #17**

"Fast check-in and security"

- **Category:** Efficient Operations – Positive

**Comment #18**

"Nice playground for kids and dogs"

- **Category:** Family-Friendly Amenities – Positive

**Comment #19**

"Need a parking garage"

- **Category:** Parking/Traffic Control – Negative

**Comment #20**

"Need a direct flight to Nashville"

- **Category:** Route Requests – Neutral

**Comment #21**

"Birds at gates are a health risk and disgusting"

- **Category:** Cleanliness – Negative

**Comment #22**

"Complaint about Paradies Lagardère management being terrible"

- **Category:** Employee/Tenant Behavior – Negative

**Comment #23**

"Love disembarking outside in sunshine, hear birds, smell flowers"

- **Category:** Scenic and Unique Setting – Positive

**Comment #24**

"Delays due to no crew/gate, bad baggage service, unhelpful staff, seasonal flights only"

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Route Requests – Neutral

**Comment #25**

"Love it but needs updating"

- **Category:** Infrastructure Needs – Negative
- **Category:** Scenic and Unique Setting – Positive

**Comment #26**

"Too many PA announcements for wheelchairs; hard to hear gate announcements"

- **Category:** Infrastructure Needs – Negative

**Comment #27**

"Praises officer for professional help recovering lost phone"

- **Category:** Staff Excellence – Positive

**Comment #28**

"Parking lot for Uber/Lyft dirty with pee and poo"

- **Category:** Cleanliness – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #29**

"Very nice, neat and safe; Amtrak on time"

- **Category:** Convenience and Accessibility – Positive

**Comment #30**

"Beautiful, close to downtown, easy process"

- **Category:** Convenience and Accessibility – Positive
- **Category:** Scenic and Unique Setting – Positive

**Comment #31**

"Upset about no smoking area; leaves airport to smoke"

- **Category:** Food/Amenities – Negative

**Comment #32**

"Easy to manage, Alamo car rental was smooth"

- **Category:** Convenience and Accessibility – Positive

**Comment #33**

"Unique outdoor walkway, easy to navigate"

- **Category:** Scenic and Unique Setting – Positive

**Comment #34**

"Ideal outdoor airport, dreamy"

- **Category:** Scenic and Unique Setting – Positive

**Comment #35**

"United counter and TSA don't open early; good info for 5:15am flight"

- **Category:** Infrastructure Needs – Neutral

**Comment #36**

"Easy to get in and out"

- **Category:** Convenience and Accessibility – Positive

**Comment #37**

"Pleasant experience, TSA jovial, open-air terminal"

- **Category:** Efficient Operations – Positive
- **Category:** Scenic and Unique Setting – Positive

**Comment #38**

"Birds missing toes due to hair tangling; airport should offer perches"

- **Category:** Cleanliness – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #39**

"Healthy food options lacking, loud announcements, good mountain views, decent coffee"

- **Category:** Food/Amenities – Negative
- **Category:** Infrastructure Needs – Negative
- **Category:** Scenic and Unique Setting – Positive



**Comment #40**

"Cute outdoor airport, not scaling with passenger volume"

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Infrastructure Needs – Negative

**Comment #41**

"PSP is super convenient, easy, and fast"

- **Category:** Convenience and Accessibility – Positive

**Comment #42**

"Food, shopping and sun. Doesn't get much better"

- **Category:** Food/Amenities – Positive

**Comment #43**

"Wish we had summer travel options"

- **Category:** Route Requests – Neutral

**Comment #44**

"Coffee had no creamer, food concession only serves coffee early"

- **Category:** Food/Amenities – Negative

**Comment #45**

"United baggage agent Mary M. was rude and dismissive; line ignored, elderly man mistreated"

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Flight Delays/Ground Crews – Negative

**Comment #46**

"Love all the upgrades!"

- **Category:** Infrastructure Needs – Positive

**Comment #47**

"Open the restaurants so people can find a place to sit"

- **Category:** Food/Amenities – Negative

**Comment #48**

"Cars parked in handicap zone without tickets; who is responsible?"

- **Category:** Parking/Traffic Control – Negative

**Comment #49**

"Amazing airport, park-like setting beyond TSA, enjoyed drinks and relaxing"

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Food/Amenities – Positive

**Comment #50**

"Lovely walk to gate 7, but exhausting due to chronic illness; view lovely, no traffic"

- **Category:** Convenience and Accessibility – Positive
- **Category:** Infrastructure Needs – Negative (accessibility)

**Comment #51**

"Super nice personnel! TSA worker gave me band-aids... the world is a better place because of nice people like you!"

- **Category:** Staff Excellence – Positive

**Comment #52**

"ABM Aviation Managers need to work... employees yelling at passengers."

- **Category:** Employee/Tenant Behavior – Negative

**Comment #53**

"Avis charged \$250 for 2 dog hairs. Scam! Never using them again."

- **Category:** Employee/Tenant Behavior – Negative (Tenant)

**Comment #54**

"Cutest airport I've been to... lovely open place to sit and have tea... picturesque."

- **Category:** Scenic and Unique Setting – Positive

**Comment #55**

"No non-alcoholic beer options for retirees with health needs."

- **Category:** Food/Amenities – Negative

**Comment #56**

"Good feeling to get off the plane and know you're home."

- **Category:** Scenic and Unique Setting – Positive

**Comment #57**

"TSA allows CLEAR passengers to cut in front of TSA line. Not impressed."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #58**

"PLEASE bring back Des Moines. Lots of lowans in PS."

- **Category:** Route Request – Excluded

**Comment #59**

"Open air terminal... fresh air... restaurants and shops outside... refreshing."

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Food/Amenities – Positive

**Comment #60**

"Trash full, no one directing traffic... employees chatting or distracted. Unsafe!"

- **Category:** Cleanliness – Negative
- **Category:** Parking/Traffic Control – Negative
- **Category:** Employee/Tenant Behavior – Negative

**Comment #61**

"Limited food, not enough seating ... nice green space between terminals."

- **Category:** Infrastructure Needs – Negative
- **Category:** Scenic and Unique Setting – Positive

**Comment #62**

"Chic but too small for some venues."

- **Category:** Infrastructure Needs – Neutral

**Comment #63**

"TSA was very helpful."

- **Category:** Staff Excellence – Positive

**Comment #64**

"Friendly TSA and gate staff ... clean ... efficient service."

- **Category:** Staff Excellence – Positive
- **Category:** Cleanliness and Maintenance – Positive
- **Category:** Efficient Operations – Positive

**Comment #65**

"TSA not friendly ... grunted and snapped."

- **Category:** Employee/Tenant Behavior – Negative

**Comment #66**

"Awesome small airport ... close to town."

- **Category:** Scenic and Unique Setting – Positive

**Comment #67**

"Open-air section ... small and comfortable."

- **Category:** Scenic and Unique Setting – Positive

**Comment #68**

"How about Monterey CA?"

- **Category:** Route Request – Excluded

**Comment #69**

"Parking employees harassed me during pickup ... targeted and mocked me."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #70**

"Kiosk charged me \$67.70 fraudulently ... couldn't reach shop."

- **Category:** Food/Amenities – Negative
- **Category:** Employee/Tenant Behavior – Negative (Vendor)

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**Comment #71**

"Staff at pickup crosswalk distracted ... not doing job."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #72**

"Easy walk to baggage and rental car ... shops and food available."

- **Category:** Convenience and Accessibility – Positive
- **Category:** Food/Amenities – Positive

**Comment #73**

"Nice but chaotic when busy ... birds poop everywhere ... restrooms crowded ... pricey snacks."

- **Category:** Infrastructure Needs – Negative
- **Category:** Cleanliness – Negative
- **Category:** Food/Amenities – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #74**

"Bring back Des Moines to Palm Springs!"

- **Category:** Route Request – Excluded

**Comment #75**

"Always disappointed in cleanliness ... dirty restrooms and gate chairs ... broken sinks."

- **Category:** Cleanliness – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #76**

(Blank) – No comment present

- Skipped

**Comment #77**

"Restroom closed, bad signage ... locked out of secure area accidentally."

- **Category:** Infrastructure Needs – Negative
- **Category:** Employee/Tenant Behavior – Negative

**Comment #78–88**

(Each is a route request):

- Sacramento (#78)

- Boston (#79, 84, 87)
- Kansas City (#81)
- Honolulu (#82)
- Indianapolis (#85)
- Puerto Vallarta (#86, 88)
- Stop expansion (#83) – **Neutral feedback**

→ All categorized as **Route Requests** or **Neutral Feedback** – Excluded

**Comment #89**

"Looking forward to upgrades ... especially removing carpet."

- **Category:** Infrastructure Needs – Positive

**Comment #90**

"Always a pleasure flying in/out of Palm Springs."

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Efficient Operations – Positive

**Comment #91**

"Racially profiled by TSA ... laughed at me ... disorganized airport."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Efficient Operations – Negative

**Comment #92**

"Easy in/out ... car rentals right at terminal."

- **Category:** Convenience and Accessibility – Positive

**Comment #93–95**

"Spokane, Oregon (summer), Florida" –

- **Category:** Route Requests – Excluded

**Comment #96**

"Best airport, fast and easy!"

- **Category:** Efficient Operations – Positive

**Comment #97**

"Appalled at TSA/CLEAR system ... mobile not accepted ... poor management."

- **Category:** Infrastructure Needs – Negative
- **Category:** Employee/Tenant Behavior – Negative

**Comment #98**

"Fix flight paths over Cathedral City ... use the wash instead."

- **Category:** Infrastructure Needs – Neutral

**Comment #99**

"TSA denied my special needs daughter ... no reason given."

- **Category:** Employee/Tenant Behavior – Negative

**Comment #100**

"Southwest needs nonstop PSP to BWI."

- **Category:** Route Request – Excluded

**Comment #101**

"They (new landside division) are doing a great job too!"

- **Category:** Staff Excellence – Positive

**Comment #102**

"ADD RESTAURANTS TO THE AIRPORT"

- **Category:** Food/Amenities – Negative

**Comment #103**

"What happened to the 70s music... it makes PS Airport unique and it is missed."

- **Category:** Scenic and Unique Setting – Negative

**Comment #104**

"Too bad it's so much more expensive to fly in and out of here"

- **Category:** Neutral Feedback – Neutral

**Comment #105**

"Still waiting for PSP to put in a family friendly disabled bathroom... I'm female, in a wheelchair, my husband has to help me in a men's bathroom."

- **Category:** Infrastructure Needs – Negative
- **Category:** Family-Friendly Amenities – Negative

**Comment #106**

"TSA flow inefficient... escalator often out of service... no second screening machine."

- **Category:** Infrastructure Needs – Negative
- **Category:** Flight Delays/Ground Crews – Negative

**Comment #107**

"New Wi-Fi system triggering security alerts... laptop blocked, restaurant staff say everyone complains."

- **Category:** Wi-Fi Issues – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #108**

*(Blank – no comment)* – Skipped

**Comment #109**

"JT coffee is delicious & reasonably priced ~"

- **Category:** Food/Amenities – Positive

**Comment #110**

"Need parking receipt... multiple calls unanswered, staff unhelpful."

- **Category:** Employee/Tenant Behavior – Negative
  - **Category:** Parking/Traffic Control – Negative
- 

**Comment #111**

"Sound system is one of the worst... could not understand announcements."

- **Category:** Infrastructure Needs – Negative

**Comment #112**

"Easy and quick, no long lines"

- **Category:** Efficient Operations – Positive

**Comment #113**

"Laid out nicely, easy to navigate. Car rental was a nightmare (rental agency's fault)."

- **Category:** Convenience and Accessibility – Positive



**Comment #114**

"Avis gave me a Corolla despite President status. Poor service."

- **Category:** Employee/Tenant Behavior – Negative (Tenant)

**Comment #115**

"Small airport... commuter terminal sucks... slow baggage delivery."

- **Category:** Infrastructure Needs – Negative
- **Category:** Flight Delays/Ground Crews – Negative

**Comment #116**

"Small and efficient... drop-off curb freedom... close to downtown."

- **Category:** Convenience and Accessibility – Positive
- **Category:** Scenic and Unique Setting – Positive

**Comment #117**

"Easiest airport ever... fast security, bag ready at claim."

- **Category:** Efficient Operations – Positive

**Comment #118**

"Super convenient, easy, and fast to travel."

- **Category:** Convenience and Accessibility – Positive

**Comment #119**

"Luggage delays from four flights on 2/13... unacceptable... don't blame the airline."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Employee/Tenant Behavior – Negative

**Comment #120**

"Baggage wait time over an hour... no communication."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Infrastructure Needs – Negative

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**Comment #121**

"Wi-Fi at the airport today was horrible. Verizon also weak."

- **Category:** Wi-Fi Issues – Negative

**Comment #122**

"Thought it was outdated, then learned to enjoy it... outdoor drink/snack areas."

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Food/Amenities – Positive

**Comment #123**

"Bags from UA flight delayed hours... no staff updates... worst baggage experience."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Employee/Tenant Behavior – Negative

**Comment #124**

"Wheelchair escort was 5-star and eased my mind."

- **Category:** Staff Excellence – Positive
- **Category:** Family-Friendly Amenities – Positive

**Comment #125**

"Great job? Baggage is a nightmare... no signage, no support... also parking and rental chaos."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Parking/Traffic Control – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #126**

"Security person yelling at cars and passengers... rules unclear... felt afraid."

- **Category:** Employee/Tenant Behavior – Negative

**Comment #127**

"Water filter at bottling station in red – needs replacing."

- **Category:** Infrastructure Needs – Negative

**Comment #128**

"Sat on tarmac for over an hour... still waiting for bags... second year in a row."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #129**

"Love the airport, but costs \$200 more than Ontario."

- **Category:** Neutral Feedback – Neutral

**Comment #130**

"Love this airport. Easy access!"

- **Category:** Convenience and Accessibility – Positive
- 

**Comment #131**

"Too expensive... Santa Ana better alternative."

- **Category:** Neutral Feedback – Neutral

**Comment #132**

(Blank) – Skipped

**Comment #133**

"Great social media team. Hello from a cruise!"

- **Category:** Staff Excellence – Positive

**Comment #134**

"Wheelchair assistance was subpar... rude staff... worst treatment of disabled person."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Family-Friendly Amenities – Negative

**Comment #135**

"Employee pushed in front of line, accused me of touching her, then TSA 'random' searched me after I asked for supervisor."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** TSA/Security Process – Negative

**Comment #136**

(Duplicate of #135)

- Skipped as redundant for count purposes

**Comment #137**

"It is so expensive now, easier to go to LAX."

- **Category:** Neutral Feedback – Neutral

**Comment #138**

"Too expensive... Santa Ana is better."

- **Category:** Neutral Feedback – Neutral

**Comment #139**

"You add flights but no parking infrastructure. Nightmare with kids and car seats."

- **Category:** Parking/Traffic Control – Negative
- **Category:** Infrastructure Needs – Negative

**Comment #140**

"Parking attendant Sasha was rude to elderly man... aggressive tone, unprofessional."

- **Category:** Employee/Tenant Behavior – Negative
  - **Category:** Parking/Traffic Control – Negative
- 

**Comment #141**

"Coffee shop understaffed before 6am... long line."

- **Category:** Food/Amenities – Negative

**Comment #142**

"Wonderful airport, easy to navigate, not confusing."

- **Category:** Convenience and Accessibility – Positive

**Comment #143**

"Cell phone lot has no coverage... can't coordinate pickup."

- **Category:** Infrastructure Needs – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #144**

"Security made autistic traveler take off headphones... triggered them. Car rental lied about insurance refund."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Family-Friendly Amenities – Negative

**Comment #145**

"Arrivals and departures board on website sucks... slow and no updates."

- **Category:** Infrastructure Needs – Negative

**Comment #146**

"TSA unfriendly to daughter with disabilities... only airport forcing headphone removal."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Family-Friendly Amenities – Negative

**Comment #147**

"Would love nonstop Southwest flights to Phoenix and SF like before."

- **Category:** Route Request – Excluded

**Comment #148**

"Best airport by far. So easy to get on and come back!"

- **Category:** Convenience and Accessibility – Positive

**Comment #149**

"Wonderful airport, easy to navigate, not confusing."

- **Category:** Convenience and Accessibility – Positive

**Comment #150**

"Two WestJet flights in one week waited over an hour on the tarmac."

- **Category:** Flight Delays/Ground Crews – Negative

**151**

"I am currently sitting on flight 1430 Southwest on your tarmac for the past 40 minutes breathing in jet fuel... This is some of the worst service I have seen."

- **Category:** Flight Delays/Ground Crews – Negative

**152**

"Your ground support staff need better work!... still have not moved from the tarmac... staff I see are on their phones..."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Employee/Tenant Behavior – Negative

**153**

"I want to know how incompetent at your jobs you must be that we are sitting for over an hour waiting on a ground crew..."

- **Category:** Flight Delays/Ground Crews – Negative

**154**

"Waited for return shuttle to overflow lot for 30 minutes... parking charge is excessive."

- **Category:** Parking/Traffic Control – Negative

**155**

"Body scanner indicated something in my genitalia area... I was groped... TSA agent said I'd be arrested if I didn't comply."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** TSA/Security Process – Negative

**156**

"Sitting on the runway for over an hour because you have no ground crew... Get better at your job."

- **Category:** Flight Delays/Ground Crews – Negative

**157**

*(Blank comment)* – Skipped

**158**

"Please consider not closing all the women's restrooms at the same time... restaurant not ready at 5:45am... coffee line flow issue."

- **Category:** Infrastructure Needs – Negative
- **Category:** Food/Amenities – Negative

**159**

"Looks small but international... 4 stars for not having a bathroom by the gates."

- **Category:** Infrastructure Needs – Negative

**160**

"My Southwest flight 1430... waited 30 minutes at gate due to another plane."

- **Category:** Flight Delays/Ground Crews – Negative
- 

**161**

"I don't know why this is considered international... wish Alaska still flew non-stop to LAX."

- **Category:** Route Request – Excluded

**162**

"Seriously the nicest airport I have ever traveled through!... birds poop on airport chairs... still, loved it!"

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Cleanliness – Negative

**163**

"More food options... too many restaurants under renovation at the same time."

- **Category:** Food/Amenities – Negative

**164**

"TSA agents rude... shrugged shoulders, no explanation... rushing me despite injury... overheard them complain about other agents."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** TSA/Security Process – Negative

**165**

"I hope the baggage claim situation can be improved soon!"

- **Category:** Flight Delays/Ground Crews – Negative

**166**

"Very disappointed... no info on how to access airport during construction. No detours, traffic officers, or updates online."

- **Category:** Parking/Traffic Control – Negative
- **Category:** Infrastructure Needs – Negative

**167**

"Wi-Fi service difficult to use... grammar errors... collects personal info... never connects."

- **Category:** Wi-Fi Issues – Negative

**168**

"Nice that it's not so crowded."

- **Category:** Efficient Operations – Positive

**169**

(Blank) – Skipped

**170**

"First time at PSP... pleasant experience all around... no TSA wait... great little airport close to city."

- **Category:** Convenience and Accessibility – Positive
  - **Category:** Efficient Operations – Positive
- 

**171**

"Flight WS1484... waited 2.5 hours to deplane... dog in cargo overheating... bags scattered all over floor..."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Cleanliness – Negative

**172**

TSA complaint: "13-year-old son with splint forced to undergo groin pat-down... threatened with law enforcement when we questioned it."

- **Category:** TSA/Security Process – Negative
- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Family-Friendly Amenities – Negative

**173**

(Blank) – Skipped

**174**

(Duplicate of #171 – exact repeat)

- Skipped from tally (already counted above)

**175**

"How about direct flights to LA?"



- **Category:** Route Request – Excluded

176

"Try finding a parking place."

- **Category:** Parking/Traffic Control – Negative

177

"I love the airport and stores... the landscape... grass area to sit."

- **Category:** Scenic and Unique Setting – Positive
- **Category:** Food/Amenities – Positive

178

"Need a direct flight to Nashville!"

- **Category:** Route Request – Excluded

179

"Great airport! But takes longer to find parking than to drive there."

- **Category:** Parking/Traffic Control – Negative

180

"Greatest most welcoming airport ever... until he who thinks he's president is gone, we won't be back."

- **Category:** Staff Excellence – Positive
- **Category:** Neutral Feedback – Neutral (due to political reference)

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181

"Nice and easily accessible... but birds fly in and poop everywhere."

- **Category:** Convenience and Accessibility – Positive
- **Category:** Cleanliness – Negative

182

"Look at your Google reviews... tarmac delays, baggage issues, traffic chaos, cars parked everywhere."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Parking/Traffic Control – Negative

- **Category:** Employee/Tenant Behavior – Negative

**183**

"LOVE having Southwest here now. Can't beat 2 free bags."

- **Category:** Route Request (partial praise for airline) – Excluded

**184**

"I flew from Dallas to Palm Springs. Now fly Ontario due to cost."

- **Category:** Neutral Feedback – Neutral

**185**

"Best airport ever... baggage claim close... car rental next to it."

- **Category:** Convenience and Accessibility – Positive

**186**

"Very easy to navigate and smaller size!"

- **Category:** Convenience and Accessibility – Positive

**187**

"Beautiful airport... friendly staff... compact... favorite airport."

- **Category:** Staff Excellence – Positive
- **Category:** Convenience and Accessibility – Positive

**188**

"TSA agent hard to understand... AirPods Max lost, no resolution."

- **Category:** Employee/Tenant Behavior – Negative
- **Category:** Lost & Found (subcategory of Tenant Behavior) – Negative

**189**

(Blank) – Skipped

**190**

"Nine Cities restaurant charged more than bill... can't reach operator to correct it."

- **Category:** Food/Amenities – Negative
  - **Category:** Employee/Tenant Behavior – Negative
-

**191**

"Remodel is incredible... love going to the airport early just to experience it!"

- **Category:** Scenic and Unique Setting – Positive

**192**

"And Detroit"

- **Category:** Route Request – Excluded

**193**

"Would love Southwest to fly direct to Chicago Midway or O'Hare."

- **Category:** Route Request – Excluded

**194**

"Nonstop to New York, bring back JetBlue."

- **Category:** Route Request – Excluded

**195**

"More ways to get to Portugal or Europe..."

- **Category:** Route Request – Excluded

**196**

"Usually fly from PSP, great parking, easy access."

- **Category:** Convenience and Accessibility – Positive
- **Category:** Parking/Traffic Control – Positive

**197**

"Worst airport WiFi in the nation... service bumps you off every 5-10 minutes."

- **Category:** Wi-Fi Issues – Negative

**198**

"Best airport by far. So easy to get on and come back!"

- **Category:** Convenience and Accessibility – Positive

**199**

"Wonderful airport, easy to navigate, not confusing at all. I love this airport!"

- **Category:** Convenience and Accessibility – Positive

**200**

"Two flights in same week, waited on tarmac over an hour to disembark."

- **Category:** Flight Delays/Ground Crews – Negative

**Comment #201**

"Worth the extra drive, it's so easy to get in and out."

- **Category:** Convenience and Accessibility – Positive

**Comment #202**

"Pls keep the vibe small and quaint."

- **Category:** Scenic and Unique Setting – Positive

**Comment #203**

"Why are there so many very delayed flights - both unloading and leaving? [...] The airport is extremely disorganized."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Infrastructure Needs – Negative
- **Category:** Parking/Traffic Control – Negative

**Comment #204**

"What an absolute disaster of an airport. Next visit to Palm Springs I will drive and not fly in."

- **Category:** Infrastructure Needs – Negative

**Comment #205**

"Why does your departure/arrival board NEVER work?? [...] How can we tell if airline is arriving or departing on time or Late???"

- **Category:** Infrastructure Needs – Negative

**Comment #206**

"Pull your heads out of your ass. If you are so understaffed that your crew can't pull bags in a timely manner then hire some more goddam people."

- **Category:** Flight Delays/Ground Crews – Negative
- **Category:** Employee/Tenant Behavior – Negative

**Comment #207**

"I am not impressed with operations at PSP. The parking is dreadful. [...] I couldn't go through CLEAR because 'the wireless signal is weak' by the clear entrance. [...] The cafe inside of TSA is a joke."

- Category: Parking/Traffic Control – Negative
- Category: Wi-Fi Issues – Negative
- Category: Food/Amenities – Negative
- Category: Employee/Tenant Behavior – Negative
- Category: Infrastructure Needs – Negative

**Comment #208**

"We were 4 hrs late departing due to 'baggage issues' [...] waited 45 mins on tarmac before taxiing to our gate & another 1.5 hrs to retrieve our luggage."

- Category: Flight Delays/Ground Crews – Negative

**Comment #209**

"Shout out to Abdul at American Airlines gate counter. Delayed flight, he handled it with a smile and compassion."

- Category: Staff Excellence – Positive

**Comment #210**

"Need nonstop to Reno."

- Category: Route Requests – Neutral

**Comment #211**

"It was packed and the people couldn't have been nicer."

- Category: Staff Excellence – Positive

**Comment #212**

"Nonstop to Tucson from Ontario or even a decent connection."

- Category: Route Requests – Neutral

**Comment #213**

"More flights to LAX please."

- Category: Route Requests – Neutral

**Comment #214**

"Poorly run airport. Friends sat on tarmac for 2.5 hours waiting for gate crew. No traffic control outside either."

- Category: Flight Delays/Ground Crews – Negative
- Category: Parking/Traffic Control – Negative
- Category: Infrastructure Needs – Negative

**Comment #215**

"If you enjoy air conditioning and not getting pooped on by birds, this is the wrong airport for you."

- Category: Infrastructure Needs – Negative

- Category: Cleanliness – Negative
- Category: Food/Amenities – Negative

**Comment #216**

"Horrible done, half the screens don't work, poor layout causes traffic jams."

- Category: Infrastructure Needs – Negative

**Comment #217**

"Had to wait 2.5 hours to deplane with a dog in cargo hold; traumatizing experience."

- Category: Flight Delays/Ground Crews – Negative
- Category: Safety Concerns – Negative

**Comment #218**

"PSP is small, far too small for the traffic it has now. Parking lot full, long lines, few food options."

- Category: Infrastructure Needs – Negative
- Category: Food/Amenities – Negative
- Category: Parking/Traffic Control – Negative

**Comment #219**

"Lovely Small In/Outdoor Airport with amazing mountain views."

- Category: Scenic and Unique Setting – Positive

**Comment #220**

"I like small airports and baggage does come fast but system was down today."

- Category: Flight Delays/Ground Crews – Negative
- Category: Convenience and Accessibility – Positive

**Comment #221**

"Used to love it. Now you need 3 hour connections because of baggage issues."

- Category: Flight Delays/Ground Crews – Negative

**Comment #222**

"The wait for luggage is ridiculous. 2 hours now to get our luggage."

- Category: Flight Delays/Ground Crews – Negative

**Comment #223**

"Worst day ever at PSP. 2.5 hours to get our luggage."

- Category: Flight Delays/Ground Crews – Negative
- Category: Infrastructure Needs – Negative

**Comment #224**

"Don't expect anything from the wireless at PSP! And don't ask me anything about convenience with parking!!!"

- Category: Wi-Fi Issues – Negative
- Category: Parking/Traffic Control – Negative

**Comment #225**

"Thrilled about the new United PSP-IAD nonstop. Hope it becomes year-round."

- Category: Route Requests – Neutral

**Comment #226**

"Flew from here to DC. Much better than LAX or ONT."

- Category: Convenience and Accessibility – Positive

**Comment #227**

"Plans for more PSP-LAX service?"

- Category: Route Requests – Neutral

**Comment #228**

"Beautiful airport but terrible internet, packed food options, long restroom lines, messy traffic."

- Category: Infrastructure Needs – Negative
- Category: Wi-Fi Issues – Negative
- Category: Food/Amenities – Negative
- Category: Parking/Traffic Control – Negative
- Category: Cleanliness – Negative

**Comment #229**

"So much idling at dropoff/pickup. Traffic control needed."

- Category: Parking/Traffic Control – Negative

**Comment #230**

"Wish seasonal flights to JFK could be year-round. Also direct to Hawaii."

- Category: Route Requests – Neutral

**Comment #231**

"Plans for direct to Mexico?"

- Category: Route Requests – Neutral

**Comment #232**

"Nonstop to Des Moines again please."

- Category: Route Requests – Neutral

**Comment #233**

"You need a better rental car area."

- Category: Infrastructure Needs – Negative

**Comment #234**

"Beautiful airport, but baggage claim is getting worse."

- Category: Flight Delays/Ground Crews – Negative

**Comment #235**

"Amazing view and very nice clean maintenance."

- Category: Scenic and Unique Setting – Positive
- Category: Cleanliness and Maintenance – Positive

**Comment #236**

"Best managed airport in the US."

- Category: Efficient Operations – Positive

**Comment #237**

"Orlando?"

- Category: Route Requests – Neutral

**Comment #238**

"Get that renovation and addition done, PSP losing its vibe with the crazy crowds!"

- Category: Infrastructure Needs – Negative

**Comment #239**

"Only 2 working stalls in women's restroom. Food abysmal. No plugs available."

- Category: Cleanliness – Negative
- Category: Food/Amenities – Negative
- Category: Infrastructure Needs – Negative

**Comment #240**

"Used it in college, but parking and flights too expensive now. Go to LAX instead."

- Category: Parking/Traffic Control – Negative
- Category: Route Requests – Neutral

**Comment #241**

"Nonstop to NC would be incredible."

- Category: Route Requests – Neutral

**Comment #242**

"Rental car dropoff on Saturday was chaos."

- Category: Parking/Traffic Control – Negative

**Comment #243**

"Recalling peaceful walk from plane to terminal, easy baggage claim."

- Category: Convenience and Accessibility – Positive



**Comment #244**

"Beautiful location, but terribly managed arrivals and departures."

- Category: Infrastructure Needs – Negative
- Category: Parking/Traffic Control – Negative
- Category: Cleanliness – Negative

**Comment #245**

"Very convenient nonstop flight to Guadalajara, Puerto Vallarta."

- Category: Route Requests – Neutral

**Comment #246**

"Rental car dropoff was a mess—had to park far away."

- Category: Parking/Traffic Control – Negative

**Comment #247**

"How about to OKC?"

- Category: Route Requests – Neutral

**Comment #248**

"Will we ever see a direct flight to Miami or Fort Lauderdale?"

- Category: Route Requests – Neutral

**Comment #249**

"No thank you, I fly out of San Diego—cheaper and direct flights."

- Category: Route Requests – Neutral

**Comment #250**

"Great airport but cell signals are awful, even in the cell phone lot."

- Category: Wi-Fi Issues – Negative

**Comment #251**

"Landing and waiting up to 2 hours for a gate is very upsetting. Happens consistently on AC 1046 from Vancouver."

- Category: Flight Delays/Ground Crews – Negative
- Category: Infrastructure Needs – Negative

**Comment #252**

"Enough expansion already!!"

- Category: Infrastructure Needs – Neutral

**Comment #253**

"Lovely airport, easy rental return, joyful experience compared to huge facilities."

- Category: Scenic and Unique Setting – Positive
- Category: Convenience and Accessibility – Positive

**Comment #254**

"Parking is great, instructions are clear, and I never get lost or confused."

- Category: Parking/Traffic Control – Positive
- Category: Convenience and Accessibility – Positive

**Comment #255**

"Beautiful airport, security smooth, but sometimes flights can't land because of wind."

- Category: Scenic and Unique Setting – Positive
- Category: Safety Concerns – Neutral

**Comment #256**

"Salad was good, but Mexican restaurant staff more interested in chatting than customers. Dirty floors, needed supervision."

- Category: Food/Amenities – Negative
- Category: Employee/Tenant Behavior – Negative
- Category: Cleanliness – Negative

**Comment #257**

"Quick security and beautiful outdoor areas, but rough bathrooms with non-functioning urinals."

- Category: Efficient Operations – Positive
- Category: Infrastructure Needs – Negative
- Category: Cleanliness – Negative

**Comment #258**

"Parking is a nightmare, so get there early. Otherwise a nice airport."

- Category: Parking/Traffic Control – Negative
- Category: Convenience and Accessibility – Positive

**Comment #259**

"Nice small airport, short lines, found it easily."

- Category: Convenience and Accessibility – Positive

**Comment #260**

"Favorite airport with open-air feel, taking advantage of great weather."

- Category: Scenic and Unique Setting – Positive

**Comment #261**

"Small, easy-to-navigate airport. Rental car next to baggage claim. Decent food options."

- Category: Convenience and Accessibility – Positive
- Category: Food/Amenities – Positive

**Comment #262**

"Would love nonstops to our sister city San Miguel de Allende (QRO/BJX)."

- Category: Route Requests – Neutral

**Comment #263**

"Love the new banners for the campaign!"

- Category: Scenic and Unique Setting – Positive

**Comment #264**

"Bad parking!"

- Category: Parking/Traffic Control – Negative

**Comment #265**

"Kind young man 'Jerraine' helped me through security after my hip injury. Exceptional service."

- Category: Staff Excellence – Positive

**Comment #266**

"Supervisor closed boarding door early but reopened it for standby. Terrible experience, had to rebook next day."

- Category: Employee/Tenant Behavior – Negative
- Category: Infrastructure Needs – Negative

**Comment #267**

"The best airport in the US."

- Category: Scenic and Unique Setting – Positive

**Comment #268**

"How about Pittsburgh?"

- Category: Route Requests – Neutral

**Comment #269**

"Love the new banners for the campaign!"

- Category: Scenic and Unique Setting – Positive

**Comment #270**

"Great airport. Feels like a vacation. TSA super helpful and friendly."

- Category: Staff Excellence – Positive

**Comment #271**

"First commercial I've seen for this AMAZING airport. Worth the slightly higher cost."

- Category: Scenic and Unique Setting – Positive

**Comment #272**

"Pickup and drop-off area is chaos. No enforcement by attendants."

- Category: Parking/Traffic Control – Negative
- Category: Employee/Tenant Behavior – Negative

**Comment #273**

*(Blank – no comment provided)*

**Comment #274**

"Poorly organized airport. Crowded TSA, dirty toilets, noisy competing announcements."

- Category: Infrastructure Needs – Negative
- Category: Cleanliness – Negative
- Category: Food/Amenities – Negative

**Comment #275**

"Bathrooms dirty. Consider a silent airport approach—too many loud announcements."

- Category: Cleanliness – Negative
- Category: Infrastructure Needs – Negative

**Comment #276**

"Great airport. Feels like a vacation. TSA super friendly."

- Category: Staff Excellence – Positive

**Comment #277**

"So crowded and hardly any nonstop flights to NY. Three-hour wait for rental car at Budget."

- Category: Infrastructure Needs – Negative
- Category: Route Requests – Neutral

**Comment #278**

"First commercial I've seen for this AMAZING airport. Worth the slightly higher cost."

- Category: Scenic and Unique Setting – Positive

**Comment #279**

"So crowded and hardly any nonstop flights to NY. Three-hour rental car line at Budget."

- Category: Infrastructure Needs – Negative
- Category: Route Requests – Neutral

**Comment #280**

"Love PSP! Easy and beautiful! Love the new dining options!"

- Category: Convenience and Accessibility – Positive
- Category: Food/Amenities – Positive

**Comment #281**

"Love Palm Springs Airport, but improvements are slow. Prices in gift shop higher, escalator noisy."

- Category: Infrastructure Needs – Negative
- Category: Scenic and Unique Setting – Positive

**Comment #282**

*(Blank – no comment provided)*

**Comment #283**

"Loved the airport. Clean and pleasant while waiting for flight."

- Category: Scenic and Unique Setting – Positive
- Category: Cleanliness and Maintenance – Positive

**Comment #284**

"Parking complaint—overcharged \$6 despite already paying daily rate."

- Category: Parking/Traffic Control – Negative

**Comment #285**

"Can we fly to San Jose, CA?"

- Category: Route Requests – Neutral

**Comment #286**

"Tucson."

- Category: Route Requests – Neutral

**Comment #287**

*(Blank – no comment provided)*

**Comment #288**

"Parking way too expensive and no trolley to the terminal."

- Category: Parking/Traffic Control – Negative
- Category: Infrastructure Needs – Negative

**Comment #289**

"Charming airport design, but lots of crumbs and birds in food areas."

- Category: Scenic and Unique Setting – Positive
- Category: Cleanliness – Negative

**Comment #290**

"Speedy, friendly, and safe."

- Category: Efficient Operations – Positive
- Category: Staff Excellence – Positive

**Comment #291**

"Landing often involves sitting on tarmac 30+ minutes despite empty gates."

- Category: Flight Delays/Ground Crews – Negative
- Category: Infrastructure Needs – Negative

**Comment #292**

"Unsafe seating against tiled wall at Gate 8. Hit my head badly."

- Category: Infrastructure Needs – Negative
- Category: Safety Concerns – Negative

**Comment #293**

*(Blank – no comment provided)*

**Comment #294**

"Landing often involves tarmac waits even when gates are empty. Poor experience."

- Category: Flight Delays/Ground Crews – Negative
- Category: Infrastructure Needs – Negative

**Comment #295**

"Hire more staff—gate attendants, baggage handlers—to reduce tarmac delays."

- Category: Flight Delays/Ground Crews – Negative
- Category: Employee/Tenant Behavior – Negative

**Comment #296**

"Best airport hands down! Awesome remodel and beautiful grounds. Parking tough though."

- Category: Scenic and Unique Setting – Positive
- Category: Parking/Traffic Control – Negative

**Comment #297**

"How about nonstop to Detroit?"

- Category: Route Requests – Neutral

**Comment #298**

"Came for TSA PreCheck. Busy but clerk was fast and friendly."

- Category: Staff Excellence – Positive

**Comment #299**

*(Blank – no comment provided)*

**Comment #300**

"Needs an update."

- Category: Infrastructure Needs – Negative

**Comment #301**

"Fragrant smell getting off the plane; self-service store checkout is very convenient."

- Category: Scenic and Unique Setting – Positive
- Category: Convenience and Accessibility – Positive

**Comment #302**

"Pre-boarding for United is unclear and inconsistent; needs better signage and waiting area setup."

- Category: Infrastructure Needs – Negative

**Comment #303**

"Best airport hands down! Awesome remodel and beautiful grounds. Parking a bit of a struggle."

- Category: Scenic and Unique Setting – Positive
- Category: Parking/Traffic Control – Negative

**Comment #304**

"Hands down, the best airport! More flight options now. Love PSP."

- Category: Efficient Operations – Positive

**Comment #305**

*(Blank – no comment provided)*

**Comment #306**

"Planes sit on tarmac too long; need more gate crews and baggage handlers."

- Category: Flight Delays/Ground Crews – Negative

**Comment #307**

"TSA PreCheck staff fast and friendly; weird that they don't issue a physical card."

- Category: Staff Excellence – Positive
- Category: Infrastructure Needs – Neutral

**Comment #308**

"Pre-boarding for United is unclear and announcements inaccurate."

- Category: Infrastructure Needs – Negative

**Comment #309**

"Palm Springs airport is the best in the world; 40 years of experience flying here."

- Category: Scenic and Unique Setting – Positive

**Comment #310**

"Easy in and out. Palm Springs is great."

- Category: Convenience and Accessibility – Positive

**Comment #311**

"Love PS Airport; but avoid parking near sprinklers due to hard water stains."

- Category: Parking/Traffic Control – Neutral

**Comment #312**

"Indoor gates freezing cold; birds flying around inside."

- Category: Infrastructure Needs – Negative
- Category: Cleanliness – Negative

**Comment #313**

"Still waiting for a response about head injury from hitting tiled wall at gate."

- Category: Infrastructure Needs – Negative
- Category: Safety Concerns – Negative

**Comment #314**

"Wi-Fi signup requires U.S. zip code; Canadians face issues signing in."

- Category: Wi-Fi Issues – Negative

**Comment #315**

"Monterey please!"

- Category: Route Requests – Neutral

**Comment #316**

"Kansas City!"

- Category: Route Requests – Neutral

**Comment #317**

"How about nonstop to Cleveland?"

- Category: Route Requests – Neutral

**Comment #318**

"Detroit please!"

- Category: Route Requests – Neutral

**Comment #319**

"How about Spokane?"

- Category: Route Requests – Neutral

**Comment #320**

"Step-mom fell at airport; runner 'Andrew' was amazing, kind, and efficient."

- Category: Staff Excellence – Positive
- Category: Safety Concerns – Neutral



**Comment #321**

"Webcam facing west from terminal is not working; miss the view."

- Category: Infrastructure Needs – Neutral

**Comment #322**

"Get there early—parking is a major problem!"

- Category: Parking/Traffic Control – Negative

**Comment #323**

"Injured by metal shaving from bathroom stall door latch; required ER visit."

- Category: Infrastructure Needs – Negative
- Category: Safety Concerns – Negative
- Category: Cleanliness – Negative

**Comment #324**

"Sat on tarmac for an hour+ waiting for a gate."

- Category: Flight Delays/Ground Crews – Negative

**Comment #325**

"Love to visit but bathrooms need refreshing."

- Category: Cleanliness – Negative

**Comment #326**

"Announcements too loud; dangerous for employee hearing; needs better volume control."

- Category: Infrastructure Needs – Negative

**Comment #327**

"Charged twice for water at self-service; no immediate refund offered."

- Category: Food/Amenities – Negative
- Category: Infrastructure Needs – Negative

**Comment #328**

"Bad service and bad food at Nine Cities Craft; overpriced breakfast."

- Category: Food/Amenities – Negative
- Category: Employee/Tenant Behavior – Negative

**Comment #329**

"PSP increasingly traveler-unfriendly: overcrowding, minimal food, parking issues, rental car problems."

- Category: Infrastructure Needs – Negative
- Category: Food/Amenities – Negative
- Category: Parking/Traffic Control – Negative

**Comment #330**

"Request to modify traffic flow at Kirk Douglas and Ramon intersection to improve backup."

- Category: Parking/Traffic Control – Neutral

**Comment #331**

"Water bottle fill station broken by gates 17–20; needs fixing."

- Category: Infrastructure Needs – Negative
- Category: Cleanliness – Negative

**Comment #332**

"Prettiest airport we've ever been in!"

- Category: Scenic and Unique Setting – Positive

**Comment #333**

"Hope the remodel doesn't remove PSP's charm."

- Category: Scenic and Unique Setting – Neutral

**Comment #334**

"That big wing in Agua Caliente Concourse looks out of place."

- Category: Infrastructure Needs – Neutral

**Comment #335**

"Delay in unloading luggage from Toronto flight caused extra parking fees."

- Category: Flight Delays/Ground Crews – Negative
- Category: Parking/Traffic Control – Negative

**Comment #336**

"Fast boarding process—curb to gate in under 10 minutes!"

- Category: Efficient Operations – Positive

**Comment #337**

"Totally relaxed the minute I get off the plane!"

- Category: Scenic and Unique Setting – Positive

**Comment #338**

"PSP looks more Flintstones than Jetsons; needs more gates."

- Category: Infrastructure Needs – Negative

**Comment #339**

"Great collaboration with Desert Arc program."

- Category: Staff Excellence – Positive

**Comment #340**

"Never coming back—total mess."

- Category: Infrastructure Needs – Negative

**Comment #341**

"WestJet check-in process terrible; needs more staff."

- Category: Employee/Tenant Behavior – Negative

**Comment #342**

"Need a lounge and direct Mexico flights at PSP."

- Category: Route Requests – Neutral

**Comment #343**

"Returning home to PSP is magical; love the fragrance, breeze, and mountain views."

- Category: Scenic and Unique Setting – Positive

**Comment #344**

"\$35 for terrible burrito and small drink; food prices outrageous."

- Category: Food/Amenities – Negative

**Comment #345**

"Love this gem of an airport; just wish for more direct flight options."

- Category: Scenic and Unique Setting – Positive
- Category: Route Requests – Neutral

**Comment #346**

"Need more baggage claim areas; current wait time up to 1.5 hours!"

- Category: Flight Delays/Ground Crews – Negative
- Category: Infrastructure Needs – Negative

**Comment #347**

"Waited an hour and a half for luggage three weeks ago."

- Category: Flight Delays/Ground Crews – Negative

**Comment #348**

"Prettiest airport I've seen—open and welcoming."

- Category: Scenic and Unique Setting – Positive

**Comment #349**

"Please reduce number and volume of announcements; unpleasant experience."

- Category: Infrastructure Needs – Negative

**Comment #350**

"Great airport! Cost comparable to other airports once travel costs are factored in."

- Category: Convenience and Accessibility – Positive

**Comment #351**

"No direct flights to where I need to go, otherwise perfect!"

- Category: Route Requests – Neutral

**Comment #351**

"New wing art in Agua Caliente concourse is too big, doesn't fit. Suggest turning space into private call booths instead."

- Category: Infrastructure Needs – Negative

**Comment #352**

"Beautiful airport; excited for the new restaurants and coffee shops to open."

- Category: Scenic and Unique Setting – Positive

**Comment #353**

"Waited an hour and a half for luggage after landing."

- Category: Flight Delays/Ground Crews – Negative

**Comment #354**

"Last two times, flights were diverted to Ontario due to high winds."

- Category: Safety Concerns – Neutral

**Comment #355**

"Love the easy access and no traffic jams!"

- Category: Convenience and Accessibility – Positive

**Comment #356**

"Getting through DIA worst part; best part is stepping into Palm Springs sunshine in 30 seconds."

- Category: Scenic and Unique Setting – Positive

**Comment #357**

"Most beautiful and relaxing airport in the U.S.!"

- Category: Scenic and Unique Setting – Positive

**Comment #358**

*(Blank – no comment provided)*

**Comment #359**

"Easy airport to navigate; excited about the facelift."

- Category: Convenience and Accessibility – Positive

**Comment #360**

"Gates too crowded, bathrooms have huge lineups."

- Category: Infrastructure Needs – Negative
- Category: Cleanliness – Negative

**Comment #361**

"Loud music and racing cars at rental car service lots disturbing nearby residents."

- Category: Parking/Traffic Control – Negative
- Category: Employee/Tenant Behavior – Negative

**Comment #362**

"My favorite airport; beautiful, relaxing, a breath of fresh air."

- Category: Scenic and Unique Setting – Positive

**Comment #363**

"Most unorganized airport I have ever been in."

- Category: Infrastructure Needs – Negative

**Comment #364**

"PSP is chaos. Cute, but chaos."

- Category: Infrastructure Needs – Negative

**Comment #365**

"Disappointed at Nine Cities Café: misleading menu, bad sandwich, poor management."

- Category: Food/Amenities – Negative
- Category: Employee/Tenant Behavior – Negative

**Comment #366**

"Terrible TSA PreCheck experience: disorganization, long waits, staff chatting instead of helping."

- Category: Employee/Tenant Behavior – Negative

**Comment #367**

"Restaurant options suck."

- Category: Food/Amenities – Negative

**Comment #368**

"New airplane wing art is ugly, doesn't fit Palm Springs vibe."

- Category: Infrastructure Needs – Negative

**Comment #369**

"Best airport—looks like a classy resort, minimal waiting."

- Category: Scenic and Unique Setting – Positive

**Comment #370**

"Received a parking ticket despite difficult parking situation; requesting ticket cancellation."

- Category: Parking/Traffic Control – Negative

**Comment #371**

"No good restaurants there."

- Category: Food/Amenities – Negative

**Comment #372**

"Rideshare area too far from baggage claim; needs shade."

- Category: Infrastructure Needs – Negative

**Comment #373**

"Canadian tourism will suffer due to government actions."

- Category: Neutral – General Comment

**Comment #374**

"Flying is better than driving in LA traffic."

- Category: Convenience and Accessibility – Positive

**Comment #375**

"Flights are very expensive."

- Category: Neutral – General Comment

**Comment #376**

"Favorite airport overall; wait time for luggage is only criticism."

- Category: Scenic and Unique Setting – Positive
- Category: Flight Delays/Ground Crews – Negative

**Comment #377**

"Very cute and quaint airport; clean bathrooms; good little store."

- Category: Scenic and Unique Setting – Positive
- Category: Cleanliness and Maintenance – Positive

**Comment #378**

"Beautiful landscaping and fresh warm air right after exiting plane."

- Category: Scenic and Unique Setting – Positive

**Comment #379**

"Great sunny vibe at this little airport."

- Category: Scenic and Unique Setting – Positive

**Comment #380**

"Airport too small for current traffic; bad bathroom availability."

- Category: Infrastructure Needs – Negative
- Category: Cleanliness – Negative

**Comment #381**

"Disappointing security, limited food, mobbed bathrooms with trash piling up."

- Category: Infrastructure Needs – Negative
- Category: Food/Amenities – Negative
- Category: Cleanliness – Negative

**Comment #382**

"First time at PSP—won't return. Rude TSA, dirty bathrooms, poor food options."

- Category: Employee/Tenant Behavior – Negative
- Category: Cleanliness – Negative
- Category: Food/Amenities – Negative

**Comment #383**

"Great airport—you can wait outside in fresh air."

- Category: Scenic and Unique Setting – Positive

**Comment #384**

"Terrible airport; extremely limited restaurant options."

- Category: Food/Amenities – Negative

**Comment #385**

"Way over capacity for amenities offered. Overpriced and low-quality food."

- Category: Food/Amenities – Negative
- Category: Infrastructure Needs – Negative

**Comment #386**

"Wild indoor/outdoor airport; easy to navigate."

- Category: Convenience and Accessibility – Positive

**Comment #387**

"Great airport but getting too crowded; car rentals very tight."

- Category: Parking/Traffic Control – Negative
- Category: Infrastructure Needs – Negative

**Comment #388**

"Rental car area smelled like feces."

- Category: Cleanliness – Negative

**Comment #389**

"Ideal outdoor airport experience; dreamy atmosphere."

- Category: Scenic and Unique Setting – Positive

**Comment #390**

"Needs Verizon microcells due to poor cell coverage inside terminal."

- Category: Wi-Fi Issues – Negative

**Comment #391**

"My preferred airport; calm and friendly people."

- Category: Scenic and Unique Setting – Positive

**Comment #392**

"Ground crew slow; took 10 minutes to bring the ramp to the plane."

- Category: Flight Delays/Ground Crews – Negative

**Comment #393**

"Love PSP. Very efficient in and out."

- Category: Efficient Operations – Positive

**Comment #394**

"One of the easiest airports for pickup and drop-off."

- Category: Convenience and Accessibility – Positive

**Comment #395**

"Great location; chaotic baggage area."

- Category: Infrastructure Needs – Negative

**Comment #396**

"Only redeeming quality is outdoor space. Wi-Fi awful. Airport overwhelmed during peak season."

- Category: Infrastructure Needs – Negative
- Category: Wi-Fi Issues – Negative
- Category: Flight Delays/Ground Crews – Negative

**Comment #397**

"Returned for second time; luggage delays and bad services again."

- Category: Flight Delays/Ground Crews – Negative

**Comment #398**

"Love PSP architecture and open design. Feel welcomed every visit."

- Category: Scenic and Unique Setting – Positive



**Comment #399**

"Poor rental car process; hour-long wait for car."

- Category: Parking/Traffic Control – Negative

**Comment #400**

"Overcrowded, inadequate restrooms, overwhelmed rental car facility."

- Category: Infrastructure Needs – Negative
- Category: Parking/Traffic Control – Negative
- Category: Cleanliness – Negative

**Comment #401**

"United gate area is worst: bad internet, signage, and miserable staff attitude."

- Category: Wi-Fi Issues – Negative
- Category: Employee/Tenant Behavior – Negative

## **Revenue Advertising, Sponsorship, and Naming Rights Policy for Airport Assets**

### **Policy Overview**

Palm Springs International Airport (PSP) seeks to generate revenue through advertising, sponsorships, and naming rights to enhance Airport facilities, support operational funding, and promote community engagement. This policy establishes guidelines for advertising placements, sponsorships, and naming rights agreements, ensuring that these initiatives align with PSP's mission and brand. The policy requires consultation and approval from the Airport Commission's Marketing Committee and the Executive Director of Aviation for certain high-value sponsorships and all naming rights agreements.

### **Objectives**

- Generate revenue to support PSP's operational needs and enhance services for travelers.
- Foster strategic partnerships that align with PSP's mission, brand, and community values.
- Ensure transparency and consistency in advertising, sponsorship, and naming rights agreements.
- Maintain control over the aesthetic and cultural impact of commercial partnerships on the airport environment.

### **Definitions**

- Advertising: Paid placements for commercial content within the airport's designated advertising spaces.
- Sponsorship: Financial or in-kind support from an external organization of physical airport locations and/or assets in exchange for recognition at the airport, including signage, events, and promotional material.
- Naming Rights: Exclusive rights granted to an organization or individual, excluding memorial or commemorative recognition, to name a facility or location within PSP in exchange for significant financial commitment.

### **Advertising**

#### Definition:

Paid placements for commercial content within the airport's designated advertising spaces.

### Standards/Guidelines:

Advertisements should be in good taste, non-political, non-religious, family-friendly, and aligned with PSP values. Content may be restricted or prohibited if found not to be suitable for all ages, does not follow rules set forth in this policy, or is in violation of any city, state, or federal laws.

### Placement/Location:

Advertisements will only be displayed in areas designated by the Airport, with priority given to high-visibility locations that do not interfere with passenger movement or Airport operations.

### Term/Renewal:

Advertising contracts may range from one day to three years, with renewal options based on performance and availability. Each agreement, regardless of term, is subject to a 30-day written cancellation by the Airport at the Airport's sole discretion, and an annual review. Contracts are also subject to an escalation clause to match market rates. Rates will not decrease during a term unless the Airport agrees.

### Approval Process:

All advertising content must be pre-approved by PSP Airport Marketing to ensure that it meets PSP's aesthetic, content, and branding guidelines. All major sponsorship and naming rights agreements must be reviewed and re-approved by the Marketing and Business Development Committee of the Airport Commission, and the Executive Director of Aviation prior to the extension of any given contract. Vendor will coordinate with the Deputy Director of Aviation, Marketing & Air Service for all such renewals and reviews.

## **Sponsorships**

### Definition:

Financial or in-kind support from an external organization in exchange for recognition at the airport, including signage, events, promotional materials, and/or airport assets including physical structures.

Sponsorships are categorized based on financial value, visibility, and impact on Airport environment. Standard sponsorships are those with a value under \$25,000. Major sponsorships are those with a value over \$25,000.

### Standards/Guidelines:

Sponsorship recognition may include signage, branded installations, event participation, and digital mention. Benefits will be tiered based on sponsorship level and term.

#### Placement/Location:

The Airport reserves the right to determine what airport assets, both physical and tangible, are available for sponsorship, and the airport will be the sole decision maker in regard to placement of sponsorship materials.

#### Term/Renewal:

Naming rights and asset sponsorships may be for no less than three years.

#### Approval Process:

Standard sponsorships require approval by the Airport Marketing Team. Major sponsorships require consultation from the Marketing and Business Development Committee of the Airport Commission and approval by the Executive Director of Aviation

Sponsorship exclusivity may be granted in certain categories, pending negotiation and approval and by the Executive Director of Aviation and Marketing and Business Development Committee, especially for major sponsors. All exclusivity opportunities must be consistent with Federal Aviation Regulations.

### **Naming Rights**

#### Definition:

Exclusive rights granted to an organization or individual to name a facility or location within PSP in exchange for significant financial commitment.

#### Standards/Guidelines:

Names must reflect PSP's values and community standards. Corporate names are permitted, but controversial or inappropriate names will be disallowed. PSP reserves the right to deny any naming proposal that conflicts with its mission or brand.

#### Placement/Location:

Naming rights will only be offered or significant multi-year financial commitments and will apply to major Airport facilities, such as terminal areas, lounges, concourses, gates, event spaces, and/or other locations determined by the Airport.

#### Joint Venture

At its sole discretion, the Airport may enter into joint-venture efforts to develop available space for airport amenities or passenger needs,

#### Term/Renewal:

Naming rights agreements will typically span 3 to 5 years, with options for renewal or renegotiation. The term length will be specified in each contract, subject to review and mutual agreement.

### **Approval Process:**

All naming rights agreements must be reviewed by the Marketing and Business Development Committee of the Airport Commission and approved by the Executive Director of Aviation.

### **Roles and Responsibilities**

- **Executive Director of Aviation and City Manager:** Has final approval authority on all naming rights agreements and sponsorships exceeding \$500,000. Executive Director of Aviation or City Manager may escalate to City Council for review.
- **Marketing and Business Development Committee of the Airport Commission:** Reviews and consults on all naming rights agreements and sponsorships levels for airport assets exceeding \$25,000 to ensure alignment with PSP's mission and branding and City Policies.
- **Airport Marketing and Advertising Team:** Manages all other advertising placements, maintains records of sponsorship agreements, and ensures compliance with Airport standards and contractual obligations.

### **Financial and Contractual Requirements**

- **Minimum Sponsorship and Naming Rights Thresholds for Airport Assets:** Sponsorships and naming rights proposal must meet a minimum financial commitment of \$25,000.
- **Payment Terms:** Payments for sponsorships and naming rights agreements will be due upon signing or as outlined in the contract terms.
- **Reporting and Transparency:** PSP will maintain records of all advertising, sponsorship, and naming rights agreements. Quarterly financial reports will be submitted to the Executive Director of Aviation and Marketing and Business Development Committee.

### **Branding and Aesthetic Guidelines**

- **Design Standards:** Advertisements and sponsorship displays must align with PSP's design standards to ensure a cohesive aesthetic. The Airport Marketing Team will oversee compliance with these standards.
- **Digital and Physical Signage:** Sponsors and naming rights holders may be given designated signage or digital recognition. Signage will be integrated seamlessly into the airport's visual environment, subject to approval by the Airport Marketing Team.

### **Termination and Review**

- **Termination Rights:** PSP reserves the right to terminate any advertising, sponsorship, or naming rights agreement if terms are violated, or if the sponsor's public actions or reputation negatively impact PSP's image.
- **Annual Review:** The Marketing and Business Development Committee of the Airport Commission will conduct an annual review of all major sponsorships and naming rights agreements to ensure they align with PSP's goals and performance standards.

### **Policy Review and Amendments**

This policy will be review biennially by the Executive Director of Aviation and the Marketing and Business Develop Committee of the Airport Commission. Any proposed amendments will require approval from the Airport Commission before implementation.