



palm springs

INTERNATIONAL AIRPORT

AIRPORT COMMISSION

Marketing and Business Development Committee Agenda

Annex Conference Room, Palm Springs International Airport

3400 E. Tahquitz Canyon Way

Palm Springs, CA 92262

Tuesday September 9, 2025 - 2:00 P.M.

Submit your public comment to the Marketing and Business Development Committee electronically. Material may be emailed to: 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.

In addition, the meeting will also be teleconferenced from the following location(s):

Commissioner Kevin Wiseman - Palm Desert 71-703 Highway 111, Suite 2E Rancho Mirage, CA 92270	
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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 05/21/2025
7. **DISCUSSION AND ACTION ITEMS:**
 - 7.A Advertising Agency Request For Proposal (RFP) Update
 - 7.B Marketing and Advertising Update
 - 7.C Quarter Two 2025 Comment Report Update
 - 7.D Guest Experience Program 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 September 8, 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. 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.



palm springs
INTERNATIONAL AIRPORT

**AIRPORT COMMISSION
MARKETING AND BUSINESS DEVELOPMENT COMMITTEE**

Wednesday, May 21, 2025 – 2:30 P.M.

SUMMARY MINUTES

1. CALL TO ORDER:

Committee Chairwoman McDermott called the Marketing and Business Development Committee meeting to order at 2:30 P.M. The meeting was held in-person and via videoconference.

2. POSTING OF AGENDA: Posted on May 19, 2025.

3. ROLL CALL:

Committee Members Present:

Burke, Caldwell, Ebensteiner, Fong, McDermott, Wise.

Committee Members Absent:

Wiseman

Staff Present:

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

Jake Ingrassia, Communications and Marketing Specialist

Stephen Belauskas, Marketing Specialist

Tanya Perez, Interim Executive Administrative Assistant

4. ACCEPTANCE OF AGENDA:

MOTION BY COMMITTEE MEMBER WISE, 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 February 21, 2025.

7. DISCUSSION AND ACTION ITEMS:

7.A First Quarter 2025 Comment Report Update

Communications and Marketing Specialist Ingrassia presented the Quarter 1, 2025 Customer Feedback Report.

Mr. Ingrassia explained that comments were collected between January 1 and March 31, 2025, from multiple channels including social media such as Facebook and Instagram, email and web forms, QR codes posted throughout the Palm Springs International Airport (Airport) terminal, and Google and Yelp reviews. He noted that each comment could contain multiple pieces of feedback, which were logged separately.

Committee Member Burke inquired whether it was typical for individual comments to contain multiple pieces of feedback. Mr. Ingrassia responded that it was indeed common for comments to reference several categories at once, noting that it was rare for a comment to only address a single issue. Committee Member Ebensteiner asked whether feedback had been logged separately in Quarter 1, 2024. Mr. Ingrassia responded that it had not been logged in that manner.

Mr. Ingrassia reported that there had been a significant increase in comments compared to prior quarters, with an expanded count of 511 versus 221 in Quarter 4, 2024. He explained that possible reasons included seasonal passenger growth, higher operational strain, viral social media posts, and refinements to the feedback categorization system. He added that overall customer engagement had increased, though the exact reason for the spike was difficult to pinpoint. He noted that certain posts can go viral and generate a surge of comments, and the Airport may have had more popular posts during this period. However, the precise cause was unclear.

Mr. Ingrassia provided a sentiment breakdown, reporting that 75% of comments were negative, 22% positive, and 3% neutral. He explained that when comment volume increases, it typically results in a higher share of negative feedback, noting that passengers are often more vocal when upset and quieter when happy. He clarified that route requests, which the Airport receives in large volume, had previously been categorized as neutral. Beginning in Quarter 1, 2025, those were excluded from sentiment analysis due to volume, which accounted for the sharp decline in neutral sentiment.

Committee Member Ebensteiner asked when the shift in categorizing route requests had taken place. Mr. Ingrassia responded that the adjustment began in either Quarter 2 or Quarter 3 of 2024, explaining that Quarter 1, 2024 was still in the early stages of developing the comment system. He added that categorization was somewhat subjective, as comments were interpreted based on tone. He noted that some comments could be both positive and negative, and staff categorized them accordingly when possible. Committee Member Wiseman suggested that the colors remain consistent on the graphs throughout the presentation. Mr. Ingrassia thanked him for pointing that out.

Mr. Ingrassia stated that infrastructure needs represented the highest category of comments, including issues such as terminal crowding, broken escalators, limited restrooms, and insufficient seating, all expected challenges during periods of high passenger volume. Committee Member Fong asked whether specific areas, such as restrooms or escalators, dominated the complaints within infrastructure. Mr. Ingrassia advised that he was not sure, and he would provide that information to the Committee.

Mr. Ingrassia followed up on Committee Member Fong's question, reporting that recurring feedback included terminal overcrowding, space constraints, overcrowded walkways, and long lines. He clarified that restroom concerns related to outdated facilities and requests for family-friendly and accessible options, not cleanliness.

He further noted that broken escalators and elevators were a frequent concern, as several were out of service during the quarter. Limited seating and outlets were also mentioned, particularly during peak travel periods. Lastly, loud and excessive public address (PA) announcements were cited as an issue. He advised that Airport staff were working to address this matter.

Deputy Director of Aviation, Marketing and Air Service Meier added that he had advised the Airport's consultant PSM Squared, Inc. that a Quiet Airport Program must be part of the Customer Experience Plan. He explained that PSM Squared, Inc. had attended a seminar where Denver International Airport (DIA) shared details of its program, and they had obtained materials that Airport staff would be reviewing to evaluate adaptation for the Airport.

Committee Member Fong commented on airport announcements, noting that while some were necessary, the mixed noises and differing sound pitches made it difficult to understand messages. He observed that this challenge had become more noticeable with age and could affect the Airport's slightly older passenger base. He noted that excess overlapping announcements made it harder for passengers to relax,

and he suggested staff explore shifting more information to display screens or alternative formats.

Mr. Meier added that research on Quiet Airport Programs were underway and that staff agreed with the Committee's concerns. He cited examples from Harry Reid International Airport in Las Vegas, Nevada, San Francisco International Airport, and Denver International Airport. He explained that the Harry Reid International Airport in Las Vegas, Nevada prohibited airlines from making terminal-wide announcements, instead using a computerized automated voice. San Francisco International Airport had launched its program approximately 18 months prior, and Denver had just launched a program that limited airlines to approximately 16 announcements per day. Mr. Meier stated that staff would study these models with PSM Squared, Inc. to determine how best to adapt such a program for the Airport. He emphasized that staff were fully supportive of the concept and committed to incorporating it into the Customer Experience Plan.

Mr. Ingrassia then identified other categories of negative feedback. The second-highest area was flight delays and ground crew shortages, largely tied to staffing issues at AGI Ground, Inc., which resulted in baggage delays exceeding two hours and extended tarmac waits. The third category was employee and tenant behavior, followed by parking and traffic control. He added that food and amenities, cleanliness, and Wireless Fidelity (Wi-Fi) issues were also noted, with these categories ranking lowest among negatives.

He explained that employee and tenant behavior complaints were most often referred to as rude or inattentive behavior by the Transportation Security Administration (TSA) agents, food vendors, and crosswalk staff. He clarified that these were tenant employees rather than Airport staff. In contrast, positive comments were received about the curbside staff, which had recently transitioned to being managed in-house. Parking and traffic control concerns largely stemmed from congestion at the drop-off areas and a lack of available parking. Food and amenity complaints most often referred to high prices, limited hours, and inconsistent service.

On the positive side, Mr. Ingrassia reported that scenic and unique settings continued to be the most frequently praised. Travelers highlighted the open-air terminal, mountain views, and relaxing atmosphere as key strengths. Convenience remained a major positive theme, with TSA wait times, terminal layout, and quick rental car returns cited regularly.

In addition, he noted that staff excellence was repeatedly recognized, especially for accessibility assistance. He acknowledged that while TSA agents were referenced negatively in some comments, there were also positive mentions of TSA service. Cleanliness was another improvement, with cleanliness complaints dropping 40% compared to Quarter 4, declining from 12% to 7% of total comments, despite the overall increase in feedback. Mr. Ingrassia described this as a fantastic improvement. Food and amenities also received positive remarks as new concessions opened and options expanded.

Mr. Meier explained that Wi-Fi had been a major issue the year prior when the system was replaced. Airport staff worked with the City's Information Technology (IT) Department and Cisco Systems, Inc. to install a new landing page requiring users to enter a zip code, with options to sign up for the newsletter and answer a survey question to support air service development. He noted that Canadian alphanumeric zip codes were initially unrecognized by the system, causing most international complaints, and this issue had been resolved. Mr. Ingrassia confirmed there had been no recent Wi-Fi complaints. Mr. Meier added that the Cisco platform, Inc. generated valuable data being analyzed for advertising and service development, and it provided space for advertisements, which Fuse Connect, LLC (Fuse) could potentially sell to generate revenue.

Committee Member Caldwell asked whether the Airport could realistically improve negative feedback related to delays and ground crew shortages, noting the responsibility largely rested with the airlines. Mr. Meier confirmed that most delays were outside the Airport's control since airlines staffed and operated their own ground services. He explained that staff assisted where possible, including opening additional gates and marshalling aircraft, although airlines sometimes declined such support. Mr. Meier noted that delay complaints were forwarded to airlines' airport affairs representatives, particularly at WestJet, Air Canada, and AGI Ground, Inc. He noted that staffing remained the core issue, which was outside the Airport's authority.

Mr. Ingrassia clarified that staff responded to most comments with explanations of the Airport's limited role, assuring passengers that staff were aware of the issues and were working with the airlines to address these issues. Mr. Meier added that passengers were also encouraged to contact airline headquarters directly, since delays impacted airline brand perceptions. He explained that many travelers mistakenly assumed all Airport workers were Airport employees, when in fact airlines and tenants operated independently.

Chairwoman McDermott asked if feedback was shared with tenants. Mr. Meier confirmed that the feedback was shared with the tenant managers. Chairwoman McDermott asked whether action items accompanied the feedback. Mr. Meier explained that actionable items were forwarded appropriately and provided an example, noting parking issues with ABM Aviation, Inc., or operations and maintenance concerns go to internal teams, while individual airline-related feedback was sent to the respective managers. He noted that PSM Squared, Inc., had been given full access to all customer comment data to support the development of the Customer Experience Plan.

Chairwoman McDermott commented that negative feedback appeared to be part of a broader industry trend, based on her conversations with Booking.com corporate, though it emphasized the need for the Airport to continue improving performance. She recommended identifying stress points within the Airport's control and amplifying opportunities for customer service improvements.

Committee Member Burke stated that he was not surprised by the feedback trends, noting that the Committee was already aware of the issues and steps being taken. He expressed confidence that the Airport was moving in the right direction, though the acknowledged improvements would never feel fast enough for the public. He praised staff responsiveness, especially real-time engagement on social media.

Mr. Meier shared that when the Customer Experience Program rolled out, his goal was to provide seven-day coverage so staff could respond to customer questions in real time or as close as possible. He reiterated that this remained the goal.

7.B Advertising Revenue Policy

Deputy Director of Aviation, Marketing and Air Service Meier presented the draft Advertising Revenue Policy to the Marketing and Business Development Committee for review. Mr. Meier explained that the policy had been developed by Executive Director of Aviation Barrett and Committee Member Wiseman. He noted that the draft version had been provided to him to refine and review with the Committee, with the goal of making any changes as needed or, if the Committee agreed, proceeding with a vote to advance it to the Airport Commission at the June 18, 2025 meeting for final approval. He stated that the purpose of the policy was to generate revenue through advertising, sponsorships, and naming rights; enhance airport facilities; and support operational funding by obtaining additional revenue while promoting community engagement.

The policy also provided guidelines for advertising placements, sponsorship agreements, and naming rights arrangements. It established an approval process to ensure alignment with the Airport's mission and brand and required additional review for high-value agreements. Specifically, sponsorship or naming rights agreements valued at \$25,000 or more had to be reviewed by the Marketing and Business Development Committee and approved by the Executive Director of Aviation. Agreements of \$500,000 or more required approval by the Executive Director of Aviation and the City Manager, with the option to elevate to City Council if deemed necessary.

The Airport's marketing and advertising teams would manage placements, maintain records, and ensure compliance with Airport standards and agreements. Minimum sponsorship and naming rights thresholds were set at \$25,000 with a minimum term of three years.

Committee Member Burke asked for clarification on whether the Committee's role was advisory or whether its review was binding. Mr. Meier clarified that the Executive Director of Aviation held final approval authority, while the Committee reviewed and consulted prior to approval.

Chairwoman McDermott asked who else had provided feedback on the policy aside from the Committee. Mr. Meier responded that Fuse, the Airport's advertising firm, had also reviewed the draft and provided feedback. He added that Executive Director of Aviation Barrett had conducted much of the initial research and development and then had asked him to refine the draft and bring it to the Committee for further input, and to either make changes or additions or to confirm if the policy was ready to advance to the next steps.

Committee Member Ebensteiner requested clarification, noting that the policy stated the Marketing and Business Development Committee reviewed and consulted, while the actual authority appeared to rest with the Executive Director of Aviation. He commented that it did not explicitly state otherwise. Mr. Meier explained that the slides were only a summary and referred to the full guidelines that had been sent out to the Committee. He reviewed the language in the approval process section, stating that all advertising content had to be pre-approved by the Marketing and Business Development Committee to ensure compliance with aesthetic, content, and branding standards. He further explained that all major sponsorship and naming rights agreements had to be reviewed and re-approved by the Marketing and Business Development Committee of the Airport Commission as well as the Executive Director of Aviation prior to the execution of an agreement.

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Mr. Meier clarified that he was also identified in the document as the vendor-appointed point of contact. He emphasized that all naming rights agreements had to be reviewed by the Marketing and Business Development Committee of the Airport Commission and had to be approved by the Executive Director of Aviation.

Committee Member Burke asked where in the agenda packet this section was located. Mr. Meier advised that it was on page 4, under the approval process section, first paragraph. Committee Member Burke clarified whether this was in the Airport Commission packet. Mr. Meier confirmed it was. Once the section was located, Committee Member Burke asked to restate the section. Mr. Meier repeated that all naming rights agreements had to be reviewed by the Marketing and Business Development Committee of the Airport Commission and approved by the Executive Director of Aviation. Mr. Meier added that the language could be adjusted so that the Marketing and Business Development Committee reviewed first, followed by approval from the Airport Commission.

Committee Member Burke stated that for something as significant as future naming rights, he agreed it should begin with the Marketing and Business Development Committee, and he believed it should go before the Airport Commission to capture broader thoughts and recommendations. Mr. Meier responded that this was still a working document and emphasized that changes could be made at this stage.

Committee Member Ebensteiner asked how the proposed policy differed substantially from what had been in place. Mr. Meier explained that the process operated under the existing agreement with Fuse, which allowed the Airport staff to sell advertising and naming rights without outlining a clear review and approval process. He stated that the new policy would formalize the steps, ensuring a smoother and more transparent process. He noted that during the Agua Caliente Concourse naming negotiations, certain items had been missing that should have been in place, which created complications. The proposed policy would address those gaps by establishing a clear, step-by-step process so that when proposals came forward, all parties would know what to do, what to expect, and the minimum requirements to be met.

Committee Member Fong asked for clarification on whether the naming of the Agua Caliente Concourse had gone through the Airport Commission. Committee Member Burke stated it had not. Committee Member Fong clarified that it had not been approved by the Marketing and Business Development Committee. Mr. Meier confirmed this and explained that the new process would ensure all naming rights went through the Airport Commission and Committee in advance. Chairwoman

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McDermott added that moving forward, having everyone aligned under the same process would help avoid confusion and frustration, and that naming rights should go through the Marketing and Business Development Committee first.

Committee Member Burke stated that he agreed with the approach, noting that naming rights matters should first go through the Marketing and Business Development Committee. He explained that the Committee could do the hard work, ask the deeper questions, and then elevate the recommendations to the Airport Commission. He added that colleagues on the Airport Commission would appreciate the Committee's efforts while also having the opportunity to contribute their voices and perspectives in case something has been missed or overlooked. He emphasized that this was the right opportunity for everyone to have input on a matter as significant as naming rights.

Mr. Meier agreed and clarified that the policy language stated that the Marketing and Business Development Committee reviewed and consulted. He confirmed that the language should be adjusted so the Marketing and Business Development Committee reviewed, consulted, and recommended approval to the Airport Commission. The Airport Commission Chairman Corcoran, who was in the room, added that the policy should explicitly state that recommendations proceed to the Airport Commission. Mr. Meier confirmed that he would make that adjustment and ensure that the policy required both Committee and the Airport Commission review and approval.

Airport Commission Chairman Corcoran asked whether commission levels had been assigned within the policy, noting that this had been a significant issue in prior discussions. Mr. Meier clarified that commission percentages had not been included in the policy since they were outlined in the existing agreement with Fuse. He explained that the contract had been signed with an initial three-year term and an additional three-year extension. At the three-year mark, the Airport Commission would have the opportunity to amend the terms before authorizing the extension, including making changes to commission percentages if deemed necessary. He added that the contract would be approaching that review point in the Summer of 2026, approximately 18 months from the time of the meeting. Airport Commission Chairman Corcoran stated that the review point would arrive in approximately 18 months. Mr. Meier confirmed this timeline.

Airport Commission Chairman Corcoran inquired whether Fuse had a 39% commission. Mr. Meier clarified that Fuse received a 43% commission. Airport Commission Chairman Corcoran repeated that the 43% applied to advertising and

explained that the agreement did not include a separate provision for naming rights commissions. He stated that during the Plaza Theatre discussions and negotiations, it became evident how much was being paid for naming rights. He noted that the standard commission rate for naming rights, given the large multi-million-dollar deals involved, was typically around 20%. He explained that since the Airport was already well into its agreement with Fuse, the existing 43% commission rate had to be applied, even though that percentage was well above the industry standard. Airport Commission Chairman Corcoran emphasized that the agreement aggregated advertising and naming rights into a single package, which contributed to the higher rate. He added that when the agreement came up for renewal in approximately 18 months, there would be an opportunity to revisit and adjust the commission structure. He also asked whether Fuse's fingerprints were on the proposed information and if Fuse had any open issues with the proposed policy in terms of what was being presented. Mr. Meier responded that Fuse had reviewed everything and had no concerns, confirming they were satisfied with the policy as proposed.

Airport Commission Chairman Corcoran added that with the amendment, the Airport would have the ability to negotiate commission changes in the future. Chairwoman McDermott asked if the Committee could review that amendment. Airport Commission Chairman Corcoran explained that while commission rates could potentially be renegotiated, there was no guarantee of the outcome. He noted that the issue had come up during prior negotiations, and since the City had signed the existing agreement, the rates had to be honored. He clarified that the agreement did not differentiate between advertising and naming rights, with all revenue streams lumped under the same commission percentage. He emphasized that moving forward, the goal would be to separate advertising commissions from naming rights commissions. Mr. Meier added that while this approach had not yet been implemented at other airports, it represented a lesson learned and could provide opportunities to better align with industry standards in the future. Chairwoman McDermott noted that separating these categories might also help offset certain costs, which would be an opportunity worth exploring.

Mr. Meier asked if the Committee was comfortable with the threshold for requiring review and approval by the Marketing and Business Development Committee. Chairwoman McDermott confirmed agreement from the Committee. Mr. Meier stated he would make the change and requested clarification on who the updated policy should go to. Chairwoman McDermott confirmed it should be sent to herself and Committee Member Burke for review before advancing to the Airport Commission.

MOTION BY COMMITTEE MEMBER WISE, SECONDED BY COMMITTEE MEMBER CALDWELL, CARRIED UNANIMOUSLY to recommend to the Airport Commission the approval of the Advertising Revenue Policy with the noted edits, following review and approval by the Airport Commission Chair and the Marketing and Business Development Committee Chair.

7.C Update on Guidelines for Free Distribution of Materials at Information Desk

Committee Member Fong stated that the issue concerned what information was allowed to be distributed at the Airport Information Desk. He added that he had reviewed the Guidelines for Airport Information Desk Materials Distribution presented at the February 6, 2025, Marketing and Business Development Committee meeting, and upon closer review, he realized that it was a strong document. He commended Airport staff for preparing it and noted that they had done a very good job.

Committee Member Fong added that the purpose was to address the issues mentioned regarding information criteria and sustainability. He explained that those elements were fine, and the main concerns raised were about eligibility, such as what would happen if someone wanted to place donation materials at the desk, or if a political party hosting an event at the Convention Center wanted to distribute information there. He added that similar questions could arise from groups like Whitewater or other organizations in the Coachella Valley that might want to provide materials.

In terms of eligibility, he suggested clarifying that only materials produced by recognized local tourism entities and similar destination marketing organizations would be eligible for distribution. He noted that the main concern was how to address situations where other organizations, including local restaurants, might ask to place their flyers at the desk. He recommended that, particularly for conventions, guidelines should encourage organizations to include their recommendations and promotional materials in their own registration packets or on their websites, rather than relying on the Airport to distribute them, ensuring the Airport did not sponsor these organizations.

He emphasized that, aside from that addition, the draft document was solid. He also shared findings from other airports, noting that he had contacted the Reno, Tahoe, and Long Beach Airports to gather information on how they handled distribution of materials. He explained that most airport locations were not handing out a large volume of materials. Committee Member Fong added that he had visited the Airport

Information Desk and observed that the only information currently provided to the public were maps and materials from Visit Greater Palm Springs (VGPS).

He stated that the idea of allowing a local restaurant, the Living Desert, or other organizations to place their materials at the desk was not something other airports typically allowed or invited. Committee Member Burke added that it was most likely that the information was already included with the materials provided by VGPS. Committee Member Fong confirmed that was correct. He added that such entities were most likely already included in broader tourism or destination marketing materials. He explained that, when he spoke with Long Beach Airport staff, they noted that they had recently redesigned their arrivals area and, due to space limitations, had eliminated the distribution racks altogether. When Long Beach Airport reconstructed its arrival area, staff decided not to reinstall the racks, and no one had raised concerns or appeared to miss them.

Committee Member Fong noted that he had spoken with the Airport staff member working at the Information Desk, who observed that most people did not pick up brochures. Instead, passengers already knew their destinations and accessed information online to plan their trips. He stated that this led him to consider how the Airport could better align its goals with local destinations. He noted that the Airport already had an advertising program that allowed restaurants and other activities to advertise in the terminal.

He proposed that the Airport explore tying its goals more closely with local destinations through partnerships with VGPS, Visit Palm Springs, or similar organizations. He noted that staff at Long Beach Airport had commented positively on the FlyPSP.com website. He explained that Long Beach Airport was working to connect its own Fly Long Beach website with local organizations by offering them an opportunity to advertise online for a smaller fee than terminal advertising. He stated that, under such a model, visitors could click on categories such as local restaurants, and under the FlyPSP.com website there could be a listing of those businesses.

He added that Airport staff might want to consider what standards would be appropriate if pursuing a similar approach. He stated that he had gathered additional materials, which he would forward for review. He emphasized that, without the cost of a large airport terminal advertisement, the Airport could still create partnerships with local organizations, allow them to have a presence on an online page, and even link their pages back to FlyPSP.com. He noted that increased web traffic would add value to the Airport's online presence.

He stated that overall, the draft looked strong and that he would send a few suggested tweaks so Airport staff could begin implementing the guidelines for distributing materials. He added that there was also a broader discussion to consider whether to form a subcommittee or conduct a study on how the Airport might partner with local organizations through FlyPSP.com or other websites. He suggested that such partnerships could include restaurants, businesses, and key museums in the region.

Chairwoman McDermott stated that the suggestion was a good one and might be worth exploring. Deputy Director of Aviation, Marketing and Air Service Meier stated that he was not aware of anything preventing the Airport from monetizing its website and explained that he would check with the City to determine if any policies applied, since the Airport was part of the City. He thanked Committee Member Fong for reviewing the issue and acknowledged that he had not anticipated the discussion to expand to this extent. He added that most people did not take printed materials.

Mr. Meier explained that the concern originally arose when a couple of new restaurants near the Airport created pamphlets and dropped them off at the Information Desk for free, while other restaurants were paying for advertising. He emphasized that this situation was unfair and that the proposed guidelines were intended to prevent such inequities and ensure equal treatment. He commented that the one-page draft had described the issue well.

Committee Member Fong agreed and added that the material he received from Reno was approximately twenty pages in length and provided a detailed list of what was not allowed. He stated that he had received a significant amount of information and would send it to Airport staff for review. He also reported that representatives from Kona Airport were surprised by the idea of an airport promoting local businesses, as the concept had never occurred to them. He remarked that the discussion may have even given them an idea. He contrasted this with Long Beach, which had eliminated printed materials entirely.

Chairwoman McDermott raised the question of whether the Airport should consider eliminating materials altogether, given that very few were being taken at the Information Desk. She noted that while passengers could easily go online for information, this option depended on ensuring reliable Wi-Fi at the Airport. Committee Member Fong clarified that the Airport Information Desk staff had observed that passengers often asked questions about local restaurants or attractions; however, they did not request brochures and instead looked up the information on their phones or tablets.

Mr. Meier suggested that the Airport might obtain additional resources, such as a reference book for Navigators to make recommendations, and provide QR codes or similar tools that passengers could scan for information. Committee Member Fong stated that this approach could reduce paper use and provide opportunities to tie the program together, while also creating potential options to monetize some of the content.

7.D Progress PSP Website Update

Deputy Director of Aviation, Marketing and Air Service Meier introduced the Progress PSP website update and noted that the page was ready to launch. He explained that Communications and Marketing Specialist Ingrassia had dedicated significant time to refining the layout and copy.

Mr. Ingrassia asked if everyone was familiar with the project. Mr. Meier confirmed that the information had been presented at the February 6, 2025 Marketing and Business Development Committee meeting. Mr. Ingrassia shared a screen presentation, he walked the Committee through the site, and he reiterated that the ProgressPSP.com website was ready to go. He explained that the goal of ProgressPSP.com was to open a window to the public by providing passengers and the community with access to information on dozens of active Airport projects. Each project included descriptions, timelines, budget information, and status so that the public could track progress in real time.

Mr. Ingrassia advised that feedback from Committee Chairwoman McDermott had been incorporated, with headlines and descriptions reframed to emphasize traveler impacts. He demonstrated the homepage, which included introductory copy, a featured project, and a newsletter sign-up section for updates. He highlighted the Project Files section, which had listed approximately 30 projects. These were color-coded by phase which included, planning, design, out to bid, under construction, or completed. He opened an example of a completed project, noting that each entry displayed a photo, title, description, budget year, project cost, funding sources, and estimated completion date. He emphasized that each project clearly stated that no local tax dollars were used.

Mr. Ingrassia further demonstrated interactive features, such as mouse-over effects displaying completion dates and a timeline view showing projects in order of anticipated completion. He gave examples of completed projects, including the Wi-Fi upgrade and courtyard shade structures, as well as active projects such as elevator

replacement, conference room remodel, curbside seating installations, and other projects.

Mr. Meier added that the site was designed to serve as a one-stop shop for the public to easily access information on Airport projects. He explained that as new projects from the Airport Master Plan advanced into the planning or phasing stages, they would be added and highlighted on the site. He noted that this would allow passengers and community members to immediately see when projects were scheduled, such as the escalator replacement. He demonstrated that by opening the project file, the public could view project details and see that the escalator replacement was listed with a completion date of fiscal year 2026. Mr. Ingrassia clarified that the completion date shown was fiscal year 2027. Airport Commission Chairman Corcoran inquired whether the completion date for the escalators is in fiscal year 2027. Mr. Ingrassia confirmed that was correct.

Mr. Meier explained that the site lived on FlyPSP.com, with the purchased URL ProgressPSP.com redirected to make it easier for the public to remember and promote.

Chairwoman McDermott thanked Mr. Ingrassia for his hard work. Mr. Ingrassia responded that he could not take all the credit, noting that the Airports additional partners had assisted and supported the development. Chairwoman McDermott emphasized the significant time and effort invested in preparing the page and noted that the website would serve as a valuable tool for sharing project updates with the community.

Airport Commission Chairman Corcoran suggested allowing additional time for the Airport Commission to review the ProgressPSP.com website before it was launched publicly. He recommended giving the Airport Commission one week to go through the site and submit questions or comments, particularly noting that the escalator replacement project, listed with a fiscal year 2027 completion date, could cause concern at City Hall and with the public. He emphasized that encouraging the Airport Commission to review the information in advance would help avoid confusion and ensure accuracy before the site went live.

Mr. Meier asked if the project list was based on the Capital Improvement Program (CIP) list. Mr. Ingrassia confirmed that all dates had been vetted internally with Airport staff, including project managers, Assistant Director of Aviation Keating, and Executive Director of Aviation Barrett. He advised that while the information could be

adjusted as needed, it had been thoroughly reviewed and vetted, noting that nothing was set in stone and the data reflected the most accurate information available.

Chairwoman McDermott remarked that gaining additional cover by allowing more review time could be beneficial. She added that if the escalator project was a priority for City staff, there might be an opportunity to revisit the timeline. Airport Commission Chairman Corcoran responded that he believed the message had already been delivered to City Hall. He further emphasized the need to mitigate concerns, pointing out that while the escalator project was one issue, there were approximately thirty projects listed. He asked whether the Committee preferred to identify potential problems before the website was made public. He suggested that the Committee review the site, submit questions, and confirm that data such as completion dates aligned with current direction before it went live. Mr. Meier agreed that it was important to know in advance.

Chairwoman McDermott asked whether the website would be posted in certain areas and commented that, realistically, many people might not remember every project detail once signage was installed. Mr. Meier noted that the Airport was finalizing its two-day budget review the following week, which could result in adjustments to project timelines.

Airport Commission Chairman Corcoran recommended that the Airport Commission be given one week to review the ProgressPSP.com website and submit questions to the Committee to ensure the data had been fully vetted with City Hall. He also commended staff for their efforts and provided positive feedback on the work completed to develop the site.

Mr. Meier emphasized that part of the purpose of the ProgressPSP.com website was to show both passenger-facing and airfield projects. He noted that the site demonstrated the scope of work underway and conveyed that all projects could not be completed simultaneously. He stated there was no strict deadline for launch, with a target of the end of May 2025, and agreed that waiting an additional week for review was reasonable to avoid any issues. Airport Commission Chairman Corcoran added that this approach would provide flexibility in responding to concerns, particularly related to the escalator completion date.

Committee Member Caldwell asked whether projects could be categorized simply as future projects and then moved to completed once finished, to provide clear updates for everyone. Airport Commission Chairman Corcoran added that he supported the use of due dates, explaining that while dates often shifted and changes created

frustration, they also provided realistic public expectations. He cited the shade structures project as an example, noting that stating they would be installed by the following May was an achievable and meaningful timeline for the public. He emphasized that it was equally important to acknowledge that many projects were not passenger-facing. He stated that the public needed to see and appreciate the full scope of Airport work. Committee Member Burke agreed, noting that the ability for the public to view all projects collectively on one page spoke volumes. Chairwoman McDermott concurred.

Committee Member Wiseman asked about the back end of the ProgressPSP.com website, inquiring whether it tied into the Airport's project planning database or if it was a manual process requiring staff to provide updates to the website team whenever updates occurred. Mr. Meier explained that the system was a manual process. He stated that whenever an update occurred in project planning, staff communicated the changes to the website team to ensure the site remained current.

Chairwoman McDermott stated that, in line with Airport Commission Chairman Corcoran's earlier recommendation, allowing about a week for the Airport Commission to review the site was a reasonable request and would provide an opportunity to gather feedback. Mr. Meier asked whether individuals from City Hall should also be included in the review process to ensure the data was fully vetted. He asked Airport Commission Chairman Corcoran if he would like to share the information with certain parties from City Hall. Chairman Corcoran stated he would work with Executive Director of Aviation Barrett to determine the appropriate recipients.

7.E Military Page Update

Marketing Specialist Belauskas explained that the Airport had planned to begin the campaign at the start of the year 2025, though there were delays in coordinating with the Marine Corps Air Ground Combat Center in Twentynine Palms. He explained that the Twentynine Palms area had previously been an untapped market for the Airport, despite the strong military connections through the United Service Organizations (USO) and the shuttle service providing free transportation for service members between Twentynine Palms and the Airport.

Mr. Belauskas reported that the Twentynine Palms region included approximately 57,000 residents, of which 12,500 were active-duty military personnel and 24,000 were military family members. He added that the population also included 21,000

private employees and contractors. He emphasized that this represented a large audience that the Airport had not previously engaged.

He described the creation of a dedicated military landing page on the Airport's website, accessible at FlyPSP.com/military. The page included multiple sections highlighting military benefits at the Airport, including:

- Information on the USO
- Military discounts available at food and retail concessions within the Airport
- Military airfare information, outlining airline-by-airline benefits such as baggage allowances and available discounts
- Transportation options, including the Airport shuttle service to Twentynine Palms and additional ground transport services

Mr. Belauskas demonstrated the landing page, showing how each section linked to detailed resources. He highlighted that some of the airline and baggage policy information had not been readily available to service members, and the new site consolidated this into a single accessible location.

Committee Member Burke asked whether the military landing page could be accessed by anyone. Mr. Belauskas confirmed that it could. Committee Member Burke pointed out that the orientation of the American flag on the military landing page appeared incorrect. Deputy Director of Aviation, Marketing and Air Service Meier asked if the orientation was wrong. Chairwoman McDermott confirmed that it was. Committee Member Burke added that the flag should be positioned with the stars on the left. Communications and Marketing Specialist Ingrassia stated that the issue would be corrected. Committee Member Burke commented that it may have been a reversed image. Mr. Belauskas advised that the image would be fixed.

Mr. Meier reported that the military landing page also included information on concession discounts for military personnel and families. Mr. Belauskas added that the page included car rental discounts and the Find My Airport booking tool. He clarified that, in most cases, travelers were still required to call the airlines directly to book military fares. Airport Commission Chairman Corcoran asked if 29-PSP who provided free military transportation was Commissioner Ken Hedrick's organization. Chairwoman McDermott and Mr. Belauskas both confirmed that it was.

Mr. Belauskas noted that the Airport began advertising in May to support the campaign, using print, radio, social media such as Facebook and Instagram, and web display advertisements. The campaign, he explained, was still in its early brand

awareness phase, with plans to evolve and expand over time. The initiative had already generated noticeable website traffic and community engagement. He stated that the campaign would continue to be monitored and refined, with future adjustments based on data and feedback. Mr. Meier added that the Airport staff were also advertising on the main local radio station.

Mr. Belauskas noted that advertising had begun earlier with non-military audiences, and a base campaign had been launched in April. He stated that Airport staff had already received helpful tracking data from those efforts. Chairwoman McDermott expressed support for the campaign.

7.F Lobby Activation Update

Chairwoman McDermott presented an update on the lobby activation space, referring to the vacant pre-security area near the main terminal exit next to The Pink Door. Airport Commission Chairman Corcoran explained that Golden Voice had temporarily activated the space during the Coachella Festival in April 2025.

Chairwoman McDermott stated that the goal was to move the project forward and begin reactivating the space with support from Fuse. She emphasized that doing so would enhance the customer's experience and demonstrate visible progress. She noted that while conversations had been occurring behind the scenes, progress had been slow due to various obstacles. She stressed that with the Committee's support, the matter could advance to the full Airport Commission for consideration.

Committee Member Burke confirmed that it was the area visible when exiting the secure side of the terminal on the right-hand side, which currently displayed the Living Desert imagery. He described it as a place where people often sat to wait for arriving passengers. He noted that the space offered an opportunity to add advertising and destination imagery on monitors, enhance the waiting experience with more comfortable seating, and generate additional advertising revenue.

Airport Commission Chairman Corcoran observed that it remained unclear why the lobby space had not been included in the initial concessions package. He explained that when the concessions began in 2019 and were revisited in 2022, the space was offered to concessionaires as an optional area to activate; however, neither chose to pursue it. He further noted that Frontier Airlines had requested approximately 500 square feet for office space, and prior negotiations with the airline over that request had been one of the obstacles delaying activation. He highlighted that Golden Voice's one-month activation generated \$6,500 in revenue, demonstrating the value of the location. He commented that if Golden Voice had achieved such returns on a temporary basis, the Airport could pursue permanent activation in partnership with Fuse. He also referenced earlier negotiations on the Agua Caliente Concourse naming

rights, when Fuse acknowledged that the 43% commission rate was locked in and expressed a willingness to help identify other opportunities to improve customer experience. While not a direct quid pro quo, these discussions opened the door for Fuse to support activations such as the lobby space.

He added that potential opportunities included promoting the Agua Caliente Cultural Museum through displays supported by Fuse. He continued by advising that Airport staff identified the need to generate approximately \$65,000 annually from the location, and the challenge was given to Fuse to determine whether \$6,000–\$7,000 per month in advertising revenue could be achieved. Fuse expressed previously expressed confidence in meeting this target. He also stated that the space still contained a bar from its prior use as a pre-security food and beverage location, and while the layout was not ideal, the Airport could move forward without substantial capital investment.

Airport Commission Chairman Corcoran emphasized the importance of requesting a formal plan from staff and Fuse for activating the space. The plan would outline how the space could generate revenue, enhance customer experience, and incorporate advertising or event activations. Chairwoman McDermott acknowledged the airlines' request for office space and suggested a portion of the lobby area could be allocated to meet that need, while reserving the remainder for customer-focused activation and revenue generation.

Airport Commission Chairman Corcoran commented that the dialogue had been ongoing for months without resolution and urged that the process be advanced. From the Plaza Theatre's perspective, the space could serve as an advertising venue for current shows, and discussions between the Oak View Group and Fuse had already considered using the space for downtown event promotion.

Mr. Meier expressed his enthusiasm for the project, stating that activating the space had been a goal since he began working at the Airport nearly five years earlier. Committee Member Ebensteiner asked about the size of the space. Mr. Meier estimated 1,200 to 1,500 square feet and noted that Assistant Airport Director Carpenter and Executive Program Administrator Valencia-Miller could confirm the exact figure at the Airport Commission meeting following the meeting.

Committee Member Wiseman asked whether developing the space now as a waiting area with advertising would preclude future use for event activations, such as the Coachella pop-up hosted by Golden Voice. Airport Commission Chairman Corcoran responded that one of Fuse's ideas was to allow major event organizers, such as Pride, Modernism Week, Coachella, Stagecoach, and the Palm Springs International Film Festival—to sponsor and activate the space. These activations could include merchandising sales and promotional displays, enhance customer experience and generate revenue. He added that the Airport had long envisioned the space being used in this way and that Fuse's proposal created an opportunity to realize that vision.

AIRPORT COMMISSION

Marketing and Business Development Committee – Page 2

May 21, 2025

MOTION BY CHAIRWOMAN MCDERMOTT, SECOND BY COMMITTEE MEMBER BURKE, CARRIED UNANIMOUSLY, to recommend that the Airport Commission move forward with the Lobby Activation Space.

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

9. **ADJOURNMENT:**

The Airport Marketing and Business Development Committee Meeting adjourned at 3:34 P.M.

Tanya Perez
Interim Executive Administrative Assistant



GUEST FEEDBACK REPORT

Q2 2025 – Palm Springs International Airport

July 2025

INTRODUCTION

This report summarizes Guest feedback received by Palm Springs International Airport (PSP) during the second quarter of 2025 (April 1 – June 30). Feedback was collected via PSP's online comment channels, including social media, website forms, email, and Google/Yelp reviews. It was reviewed to identify recurring themes and operational insights. Each comment was analyzed for one or more distinct issues and categorized by sentiment and topic. This analysis reflects both individual experiences and broader service patterns observed across the reporting period.

OVERALL SENTIMENT OVERVIEW

- Original comment count: 200
- **Expanded comment count: 383**
(Each issue within a single comment is counted separately when it conveys a distinct piece of feedback.)

SENTIMENT BREAKDOWN

- **Negative:** 220 (57%)
- **Positive:** 142 (37%)
- **Neutral:** 21 (6%)

Percentages are based on the expanded count.

Route Requests for new nonstop destinations are excluded from comment count and sentiment analysis.

KEY INSIGHTS AND TRENDS

- Original comment volume decreased from Q1 → Q2 by half (401 → 200), while expanded feedback points also dropped (511 → 383), suggesting fewer guest concerns overall and a shift toward more focused, issue-specific feedback.
- Positive sentiment rose sharply to 37% of all feedback, the highest recorded since expanded tracking began.
- Negative sentiment dropped 18 percentage points from Q1, with notable declines in complaints about cleanliness, parking, and Wi-Fi.
- Cleanliness concerns decreased by 40% quarter-over-quarter, with several guests acknowledging restroom and terminal upkeep.
- Infrastructure Needs (26%) remained the leading complaint category, driven by ongoing restroom closures, escalator outages, and limited gate seating.
- Staff Excellence and Scenic and Unique Setting remained top positive categories, with more guests calling out individual employees and praising PSP's aesthetic and layout.
- Comments mentioning food or beverage vendors increased slightly — both positively (Cactus to Clouds) and negatively (closed or understaffed concessions).

NEGATIVE FEEDBACK BREAKDOWN (220 COMMENTS)

Negative feedback made up the majority of expanded comments this quarter. Guests most often reported issues related to infrastructure, staff behavior (including TSA), cleanliness, and parking. Below is the breakdown by core categories consistent with prior reports.

Comments may be paraphrased for clarity.

1. INFRASTRUCTURE NEEDS (26%, 58 COMMENTS)

Comments described the airport as outdated and under-resourced, citing broken escalators, poor signage, lack of seating, and insufficient shade.

- “Tiny airport needing remodeling; chaotic layout and insufficient seating for seniors.” (#4)
- “Escalator to gates 4–11 broken all week — safety risk.” (#96)
- “No shade in rideshare area — brutal heat and long walk.” (#124, #125)
- “Outdoor concept struggles in extreme summer heat.” (#185)

2. EMPLOYEE/TENANT BEHAVIOR (22%, 48 COMMENTS)

This category now includes all TSA/security process feedback along with staff conduct across all airport services.

- “TSA agent barked orders, refused questions.” (#101)
- “TSA ignored injury and applied painful pressure.” (#154)
- “Rental car attendant falsely accused me of losing a ticket.” (#152)
- “Staff mocked deaf woman denied restroom access.” (#192)
- “Concession staff rude and disorganized.” (#72)
- “Inconsistent security screening and poor treatment of employees in uniform.” (#149)

3. CLEANLINESS (10%, 22 COMMENTS)

Issues focused mainly on restrooms and seating areas, including closures, leaks, poor ventilation, and dirty seating.

- “All restrooms closed.” (#17)
- “Women’s restroom had a major leak and poor repairs.” (#24)
- “Restroom ventilation is hot and smelly.” (#122)
- “Seats filthy and out of order.” (#88)

4. PARKING/TRAFFIC CONTROL (9%, 20 COMMENTS)

Guests noted confusing parking arrangements, poor shuttle service, attendant rudeness, and excessive fees.

- “\$18/day parking with unreliable shuttle and long walk.” (#53)
- “Charged \$3 after failing to find parking.” (#136)
- “No signage for taxi \$25 minimum fare.” (#159, #163)
- “Misinformation from parking staff led to \$1,360 in fees.” (#93, #97)

5. FOOD/AMENITIES (9%, 19 COMMENTS)

Common complaints were about limited food options, poor quality, high prices, and inconvenient hours.

- “No food vendors open in the morning.” (#14)
- “Only one vendor open despite signage.” (#176)
- “\$60 for three Bloody Marys.” (#147)
- “No food court exists.” (#75)

6. FLIGHT DELAYS/GROUND CREWS (4%, 9 COMMENTS)

Delays on the tarmac, long baggage waits, and insufficient gate availability were significant issues.

- “Sat on tarmac for 90 minutes waiting for a gate.” (#9)
- “Baggage wait of 1 hour and 45 minutes.” (#15)
- “Airport overwhelmed — not enough gates or restrooms.” (#18)

7. WI-FI ISSUES (1%, 3 COMMENTS)

Guests reported unreliable or non-functional Wi-Fi and broken charging stations.

- “Wi-Fi rarely works.” (#110)
- “Broken charging stations at Gate 9.” (#178)

POSITIVE FEEDBACK BREAKDOWN (142 COMMENTS)

Positive feedback highlighted many aspects of PSP that guests appreciate, especially the airport's scenic environment, efficient operations, friendly staff, and overall convenience.

Comments may be paraphrased for clarity.

1. SCENIC AND UNIQUE SETTING (31%, 44 COMMENTS)

Guests frequently praised the airport's distinctive open-air design, mountain views, and relaxed desert atmosphere.

- “It's the best and very comfortable! I live here!” (#3)
- “Most beautiful airport I've flown through.” (#23)
- “Love the outdoor concept — it's so Palm Springs.” (#79)
- “Feels like a resort with great architecture and vibe.” (#77, #131, #120)
- “Small, stylish, and surrounded by mountains.” (#195)

2. CONVENIENCE AND ACCESSIBILITY (23%, 32 COMMENTS)

Ease of parking, quick check-in, short distances, and streamlined flow were commonly mentioned.

- “Clean, easy to use, staff helpful. Everything close.” (#25)
- “No stress — through TSA in 10 minutes.” (#103)
- “Walked straight from plane to rideshare.” (#169)
- “Always in and out quickly. Won't fly anywhere else.” (#151)

3. STAFF EXCELLENCE (14%, 20 COMMENTS)

Staff were commended for their professionalism, kindness, and helpfulness across multiple airport services.

- “Rental car agents are the best on the planet.” (#20)
- “Officer Tony helped me through a diabetic crisis.” (#31)

- “TSA and security staff always professional and polite.” (#175)
- “Thank you to Officer Gossett for helping during medical emergency.” (#182)

4. EFFICIENT OPERATIONS (12%, 17 COMMENTS)

Many guests emphasized PSP’s quick processing times and smooth operations, especially compared to other regional airports.

- “Check-in, security, and gate in under 10 minutes.” (#133)
- “Fastest airport I’ve used in years.” (#132, #67)
- “PSP staff have it together — super efficient.” (#83, #120)

5. CLEANLINESS AND MAINTENANCE (3%, 4 COMMENTS)

Though cleanliness was sometimes a concern, some guests recognized recent improvements and overall good upkeep.

- “Thanks for fixing the lights in baggage claim — looks much better.” (#129)
- “Everything clean and tidy.” (#131, #191)

6. FAMILY-FRIENDLY AMENITIES (2%, 3 COMMENTS)

Guests noted amenities catering to families and military members.

- “Open lawn and playground perfect for families.” (#76)
- “Great USO support for service members.” (#184)

NEUTRAL FEEDBACK (6%, 21 COMMENTS)

Neutral comments generally included mixed reviews, operational suggestions, or observations that did not clearly express praise or dissatisfaction. These comments often acknowledged positive aspects while also identifying limitations or ideas for improvement.

Comments may be paraphrased for clarity.

NEUTRAL THEMES AND EXAMPLES

- **Business Traveler Needs**

“I use the airport a lot for business and would love a lounge — hard to work with jet noise and loudspeakers.” (#2)

(Infrastructure Needs / Food & Amenities – Neutral)

- **Mixed Experience**

“Love PSP, but it’s overwhelmed. Not enough gates or restrooms.” (#18)

(Scenic and Unique Setting – Positive; Infrastructure Needs – Negative)

- **Design Feedback**

“Feels like a step back to the 70s — but in a good way.” (#66)

(Scenic – Positive; Design – Neutral Observation)

- **Cultural Nostalgia**

“Miss the old days when PSP had a putt-putt golf area.” (#179)

(Family-Friendly Amenities – Neutral)

- **Preference Statement**

“Let’s keep PSP small — don’t make it like other big airports.” (#174)

(Community Identity – Neutral)

- **Directional Tip**

“Taking I-10 to Gene Autry is the fastest way to PSP.” (#196)

(Access/Connectivity – Neutral)

- **Noncommittal Comment**

“Walked from the plane to rideshare. Nothing notable.” (#135)

(Convenience and Accessibility – Neutral)

CONCLUSION

The feedback received in Q2 2025 reflects a guest experience characterized by strong appreciation for Palm Springs International Airport’s convenience, unique setting, and efficient operations. Guests consistently praised the airport’s scenic environment and staff professionalism. At the same time, infrastructure challenges—such as restroom conditions, parking logistics, and facility maintenance—remain significant areas of concern.

PSP Q2 2025 Expanded Sentiment & Category Breakdown

1. "When are you going to Puerto Vallarta??? Seems to me the Palm Springs demographic would support it."

→ *Route request only — not included in sentiment breakdown.*

2. "I use the airport a lot for business travel. A lounge would be great — it's hard to work with loudspeakers and jet noise."

- **Neutral** – Infrastructure Needs – Comment #2
 - **Neutral** – Food/Amenities (lounge request) – Comment #2
-

3. "It is the best and very comfortable! I live here!"

- **Positive** – Scenic and Unique Setting – Comment #3
-

4. "Tiny airport that needs remodeling; chaotic lines, return process confusing. Staff needed to guide wheelchairs and TSA line. Only 3 chairs for seniors."

- **Negative** – Infrastructure Needs – Comment #4
 - **Negative** – Parking/Traffic Control – Comment #4
 - **Negative** – Employee/Tenant Behavior – Comment #4
-

5. "I love the airport but rarely get a nonstop flight either direction."

→ *Route-related; excluded.*

6. "Please clean or replace the disgusting seats at the SWA gate. They're also out of order."

- **Negative** – Cleanliness – Comment #6
 - **Negative** – Infrastructure Needs – Comment #6
-

7. "I love this airport. I live within walking distance."

- **Positive** – Scenic and Unique Setting – Comment #7
-

8. "Perfect airport — except United made me walk across the tarmac. Missed using escalators and other features."

- **Positive** – Scenic and Unique Setting – Comment #8
 - **Negative** – Infrastructure Needs – Comment #8
 - **Negative** – Employee/Tenant Behavior (United) – Comment #8
-

9. "Needs expansion. My sister-in-law's plane waited 1.5 hours for a gate. Baggage and rental cars crowd each other."

- **Negative** – Infrastructure Needs – Comment #9
 - **Negative** – Flight Delays/Ground Crews – Comment #9
 - **Negative** – Parking/Traffic Control – Comment #9
-

10. "Yes!! I've always said this!! I love that it's my home airport!!"

- **Positive** – Scenic and Unique Setting – Comment #10
-

11. "I think it needs renovations. Very small."

- **Negative** – Infrastructure Needs – Comment #11
-

12. "This airport literally sucks. No internet, no bathrooms, water doesn't work, have to walk outside in the heat."

- **Negative** – Wi-Fi Issues – Comment #12
 - **Negative** – Cleanliness – Comment #12
 - **Negative** – Infrastructure Needs – Comment #12
 - **Negative** – Convenience and Accessibility – Comment #12
-

13. "Nice airport for domestic travel. Don't rely on it for on-time international connections."

- **Positive** – Scenic and Unique Setting – Comment #13
 - **Negative** – Flight Delays/Ground Crews – Comment #13
-

14. "Water refill station near women's restroom was broken. All the bottled water was warm."

- **Negative** – Cleanliness and Maintenance – Comment #14
 - **Negative** – Food/Amenities – Comment #14
-

15. "Flew out this morning — no restrooms open! That huge airplane wing at United terminal doesn't fit PSP. Needs another bar/restaurant too."

- **Negative** – Cleanliness – Comment #15
 - **Negative** – Infrastructure Needs – Comment #15
 - **Negative** – Food/Amenities – Comment #15
-

16. "Unacceptable that there was no public drinking water after security. Especially hard with kids."

- **Negative** – Infrastructure Needs – Comment #16
 - **Negative** – Family-Friendly Amenities – Comment #16
-

17. "ALL the restrooms were closed!"

- **Negative** – Cleanliness – Comment #17
 - **Negative** – Infrastructure Needs – Comment #17
-

18. "Other airports could learn from PS. I love it here."

- **Positive** – Scenic and Unique Setting – Comment #18
-

19. "Restrooms need upgrades and more stalls — especially in men's room."

- **Negative** – Cleanliness – Comment #19
- **Negative** – Infrastructure Needs – Comment #19

20. "Best rental car agents on the planet."

- **Positive** – Staff Excellence – Comment #20

21. "No variety past security. Water was hot. Coffee station basic. Staff rude at Nine Cities and Uptown."

- **Negative** – Food/Amenities – Comment #21
- **Negative** – Employee/Tenant Behavior – Comment #21

22. "Great small airport. Easy car rental. One terminal under construction. Mostly outdoor seating. Lots of food options past security."

- **Positive** – Convenience and Accessibility – Comment #22
- **Positive** – Scenic and Unique Setting – Comment #22

23. "I fly weekly. On 4/9 there were literally *no* open restrooms past security. Upstairs restrooms also closed. How is that legal?"

- **Negative** – Cleanliness – Comment #23
- **Negative** – Infrastructure Needs – Comment #23

24. "Women's toilet leaking badly. Had to sit in it. Poor workmanship."

- **Negative** – Cleanliness and Maintenance – Comment #24
- **Negative** – Employee/Tenant Behavior – Comment #24

25. "We love this campaign! BRAVI CA 🌟👏"

- **Neutral** – Scenic and Unique Setting (promotional/brand perception) – Comment #25

26. "Great airport banners in baggage claim!!"

- **Positive** – Scenic and Unique Setting – Comment #26
-

27. “Outdated, small, poor infrastructure, very few bathrooms, long wait for a portapotty, bad parking, limited food, limited outlets.”

- **Negative** – Infrastructure Needs – Comment #27
 - **Negative** – Parking/Traffic Control – Comment #27
 - **Negative** – Cleanliness – Comment #27
 - **Negative** – Food/Amenities – Comment #27
 - **Negative** – Family-Friendly Amenities – Comment #27
 - **Negative** – Convenience and Accessibility – Comment #27
-

28. “Flights consistently arrive early but sit on tarmac 30+ mins with no gate or crew.”

- **Negative** – Flight Delays/Ground Crews – Comment #28
-

29. “Great airport overall. Airline staff need more training during issues.”

- **Positive** – Scenic and Unique Setting – Comment #29
 - **Negative** – Employee/Tenant Behavior – Comment #29
-

30. “Awesome little airport. Renovations still incomplete — areas blocked off.”

- **Positive** – Scenic and Unique Setting – Comment #30
 - **Neutral** – Infrastructure Needs – Comment #30
-

31. “Officer Tony helped me through a diabetic crisis — truly kind service.”

- **Positive** – Staff Excellence – Comment #31
-

32. “Allegation of repeated harassment, unsafe work conditions, homophobic comments, targeted discrimination, management negligence.”

- **Negative** – Employee/Tenant Behavior – Comment #32

- **Negative** – Safety Concerns – Comment #32
 - **Negative** – TSA/Security Process – Comment #32
 - **Negative** – Infrastructure Needs – Comment #32
-

33. “Parking sucks — just have family drop you off. It’s better than paying \$350 for a week.”

- **Negative** – Parking/Traffic Control – Comment #33
-

34. “Ladies’ bathroom on 4/21/25 was filthy. Paper towels everywhere.”

- **Negative** – Cleanliness – Comment #34
-

35. “Anthony is a great bartender (Cactus to Clouds).”

- **Positive** – Staff Excellence – Comment #35
 - **Positive** – Food/Amenities – Comment #35
-

36. “Only international flights are to Canada. Everything else needs a connection.”

- **Neutral** – Route Availability – Comment #36
-

37. “Loved PSP! Trendy, open-air layout, stylish, friendly staff, efficient during busy events.”

- **Positive** – Scenic and Unique Setting – Comment #37
 - **Positive** – Staff Excellence – Comment #37
 - **Positive** – Efficient Operations – Comment #37
-

38. “Love PSP. Small, nice, sunny, friendly people.”

- **Positive** – Scenic and Unique Setting – Comment #38
 - **Positive** – Staff Excellence – Comment #38
-

39. “Drop-off was easy.”

- **Positive** – Convenience and Accessibility – Comment #39
-

40. “Airport is fine, but staff are rude and incompetent.”

- **Negative** – Employee/Tenant Behavior – Comment #40
-

41. “Work on year-round service to O’Hare!”

→ *Route Request – Excluded*

42. “It gets very hot sitting at Cactus to Clouds bar.”

- **Negative** – Comfort and Amenities – Comment #42
-

43. “Sad the smoking area is gone. Still the best airport!”

- **Neutral** – Food/Amenities – Comment #43
 - **Positive** – Scenic and Unique Setting – Comment #43
-

44. “Long walk to passenger terminals is the only issue.”

- **Negative** – Convenience and Accessibility – Comment #44
 - **Positive** – Scenic and Unique Setting – Comment #44
-

45. “Always go to LAX. PSP is too expensive, has old/small aircraft.”

- **Negative** – Infrastructure Needs – Comment #45
 - **Negative** – Route Availability – Comment #45
→ *Partially a Route Request — excluded*
-

46. “Stop seasonal-only service to JFK. We love Delta.”
→ *Route Request – Excluded*

47. “Main lot fills up quickly. Aux lot is far and hot. Build a structure.”

- **Negative** – Parking/Traffic Control – Comment #47
 - **Negative** – Infrastructure Needs – Comment #47
-

48. “You need a parking garage.”

- **Negative** – Infrastructure Needs – Comment #48
 - **Negative** – Parking/Traffic Control – Comment #48
-

49. “Baggage claim lights are mismatched and burned out — looks bad.”

- **Negative** – Cleanliness and Maintenance – Comment #49
 - **Negative** – Scenic and Unique Setting – Comment #49
-

50. “Wish there was a direct flight to Eugene, Oregon.”
→ *Route Request – Excluded*

51. “Need year-round nonstop service to NYC.”
→ *Route Request – Excluded*

52. “Very convenient. Just don’t bring many bags for international flights — it’s costly.”

- **Positive** – Convenience and Accessibility – Comment #52
 - **Neutral** – Route Availability – Comment #52
-

53. “Parking used to be convenient. Now it’s 15-minute walk to overflow lot. Shuttle not reliable. \$18/day is a ripoff.”

- **Negative** – Parking/Traffic Control – Comment #53
 - **Negative** – Infrastructure Needs – Comment #53
-

54. “Announcement volume is unreasonably loud. Feels physically stressful.”

- **Negative** – Infrastructure Needs – Comment #54
 - **Negative** – Comfort and Amenities – Comment #54
-

55–56. *Duplicate entries detailing serious discrimination and abuse by coworkers and management, including disability harassment, homophobic slurs, safety violations, and retaliation.*

- **Negative** – Employee/Tenant Behavior – Comment #55
 - **Negative** – Safety Concerns – Comment #55
 - **Negative** – TSA/Security Process – Comment #55
 - **Negative** – ADA/HR Concerns – Comment #55
(Same tags apply to #56. Counted once to avoid duplication.)
-

57. “Most crowded, chaotic airport I’ve seen in years.”

- **Negative** – Infrastructure Needs – Comment #57
 - **Negative** – Flight Delays/Ground Crews – Comment #57
-

58–60. “Please offer nonstop service to MSP / NYC / Boston / ATL / LAX / Ft. Lauderdale.”
→ *Route Requests – Excluded*

61. “Was charged \$80 for small bags, and nearly charged \$25 for kiosk help. Staff were kind, though.”

- **Negative** – Food/Amenities (fees) – Comment #61
 - **Positive** – Staff Excellence – Comment #61
-

62. “PSP is great! Small, quick security, nice outdoor space. Food overpriced and dull.”

- **Positive** – Convenience and Accessibility – Comment #62
 - **Positive** – Scenic and Unique Setting – Comment #62
 - **Positive** – Efficient Operations – Comment #62
 - **Negative** – Food/Amenities – Comment #62
-

63–64. “Please offer direct flights to San Luis Obispo, Santa Barbara, and IND.”
→ *Route Requests – Excluded*

65. “Worst airline (Frontier) – charges for everything, no comfort or service.”

- **Negative** – Employee/Tenant Behavior (airline-specific) – Comment #65
 - **Negative** – Comfort and Amenities – Comment #65
-

66. “Feels like a step back to the 70s — but it’s nice.”

- **Neutral** – Infrastructure Needs – Comment #66
 - **Positive** – Scenic and Unique Setting – Comment #66
-

67. “Easiest airport in the world.”

- **Positive** – Convenience and Accessibility – Comment #67
-

68. “Horrible travel experience. No help. Delayed in Denver (8 hrs) and Miami (14 hrs). Missed Coachella. Terrible anxiety.”

- **Negative** – Flight Delays/Ground Crews – Comment #68
 - **Negative** – Employee/Tenant Behavior – Comment #68
-

69. “Dirty airport.”

- **Negative** – Cleanliness – Comment #69
-

70. “Water bottle refill stations by Gate 4 and 5 have expired filters.”

- **Negative** – Cleanliness and Maintenance – Comment #70
-

71. “Beautiful new spaces. But today: food was severely limited, overpriced sandwich. Proud of airport but disappointed.”

- **Positive** – Scenic and Unique Setting – Comment #71
 - **Negative** – Food/Amenities – Comment #71
-

72. “Staff at Trio/Mexican restaurant were rude and disorganized.”

- **Negative** – Employee/Tenant Behavior – Comment #72
 - **Negative** – Food/Amenities – Comment #72
-

73. “Traffic officer Ricardo helped me find lost AirPods with incredible care and initiative.”

- **Positive** – Staff Excellence – Comment #73
 - **Positive** – Lost & Found Service – Comment #73
-

74. “First visit. Loved the airport’s vibe and layout. Wished for more dining options.”

- **Positive** – Scenic and Unique Setting – Comment #74
 - **Negative** – Food/Amenities – Comment #74
-

75. “Cool terminal, but no food court.”

- **Positive** – Scenic and Unique Setting – Comment #75
 - **Negative** – Food/Amenities – Comment #75
-

76. “Small airport with indoor-outdoor layout, lawns, and playground. Very unique.”

- **Positive** – Scenic and Unique Setting – Comment #76

- **Positive** – Family-Friendly Amenities – Comment #76
-

77. “Fantastic experience. Open space, efficient TSA, mall-like layout, stress-free.”

- **Positive** – Scenic and Unique Setting – Comment #77
 - **Positive** – Efficient Operations – Comment #77
 - **Positive** – Convenience and Accessibility – Comment #77
-

78. “Do not use Budget. They’re always the worst.”

- **Negative** – Employee/Tenant Behavior – Comment #78
-

79. “Open-air concept is amazing. More places should use it.”

- **Positive** – Scenic and Unique Setting – Comment #79
-

80. “Great airport. Vacation vibe starts right away. Small and easy to get through.”

- **Positive** – Convenience and Accessibility – Comment #80
 - **Positive** – Scenic and Unique Setting – Comment #80
-

81. “Small, quick security, great outdoor space. But food is overpriced and boring.”

- **Positive** – Efficient Operations – Comment #81
 - **Positive** – Scenic and Unique Setting – Comment #81
 - **Negative** – Food/Amenities – Comment #81
-

82. “Easy drop-off and pick-up.”

- **Positive** – Parking/Traffic Control – Comment #82
-

83. “They have it together.”

- **Positive** – Efficient Operations – Comment #83
-

84. “Nice, simple airport.”

- **Positive** – Convenience and Accessibility – Comment #84
-

85. “Loved PSP! Trendy, open-air layout, stylish decor, friendly staff, relaxing.”

- **Positive** – Scenic and Unique Setting – Comment #85
 - **Positive** – Staff Excellence – Comment #85
-

86. “Love PS Airport. Nice size, sunny, friendly people.”

- **Positive** – Scenic and Unique Setting – Comment #86
 - **Positive** – Staff Excellence – Comment #86
-

87. “Love PSP. Easy parking and check-in, short walk to terminal. Great food options.”

- **Positive** – Convenience and Accessibility – Comment #87
 - **Positive** – Food/Amenities – Comment #87
-

88. “Seating is terrible — filthy, old, misaligned.”

- **Negative** – Cleanliness – Comment #88
 - **Negative** – Infrastructure Needs – Comment #88
-

89. “TSA PreCheck took forever. Agent said ‘I hate Oregon’ when checking ID.”

- **Negative** – Employee/Tenant Behavior – Comment #89
 - **Negative** – TSA/Security Process – Comment #89
-

90. “Dirty airport.”

- **Negative** – Cleanliness – Comment #90
-

91. “Traffic can be chaotic. Parking expensive. Airport only worth it if you live nearby.”

- **Negative** – Parking/Traffic Control – Comment #91
 - **Negative** – Convenience and Accessibility – Comment #91
 - **Neutral** – Infrastructure Needs (roads/repairs) – Comment #91
-

92. “Better than Ontario or John Wayne. Cheaper flights. Best airport for Joshua Tree residents.”

- **Positive** – Convenience and Accessibility – Comment #92
-

93. “Attendant misinformed me about parking — resulted in \$1,360 in fees and a ‘repossessed’ rental. No staff took responsibility.”

- **Negative** – Employee/Tenant Behavior – Comment #93
 - **Negative** – Parking/Traffic Control – Comment #93
-

94. “Only one way in from the west — I-10. Roadwork and accidents are constant risks.”

- **Negative** – Infrastructure Needs – Comment #94
 - **Negative** – Access/Connectivity – Comment #94
-

95. “Dust storms can block Gene Autry exit.”

- **Neutral** – Infrastructure Needs – Comment #95
-

96. “Escalator to gates 4–11 still broken after a week. Repeated issue. Unsafe.”

- **Negative** – Infrastructure Needs – Comment #96
 - **Negative** – Safety Concerns – Comment #96
-

97. Follow-up from #93, reiterating emotional and financial damage caused by parking attendant.

- **Negative** – Employee/Tenant Behavior – Comment #97
 - **Negative** – Parking/Traffic Control – Comment #97
-

98. “Best airport ever. Feels like a relaxing retreat.”

- **Positive** – Scenic and Unique Setting – Comment #98
-

99. “Hard pass unless you have ‘Palm Springs money.’ Prices are 3x higher than other airports.”

- **Negative** – Food/Amenities – Comment #99
 - **Negative** – Pricing/Value – Comment #99
-

100. “Nine Cities restaurant overcharged me \$2. Others report same issue. Please investigate.”

- **Negative** – Employee/Tenant Behavior – Comment #100
 - **Negative** – Food/Amenities – Comment #100
-

101. “TSA agent barked orders, was rude and refused questions. Unnecessary aggression.”

- **Negative** – TSA/Security Process – Comment #101
 - **Negative** – Employee/Tenant Behavior – Comment #101
-

102. “Car paint damaged by broken sprinkler while parked in handicap spot. \$200 to fix.”

- **Negative** – Parking/Traffic Control – Comment #102
 - **Negative** – Cleanliness and Maintenance – Comment #102
-

103. “Love the airport. Easy and no stress.”

- **Positive** – Convenience and Accessibility – Comment #103

- **Positive** – Efficient Operations – Comment #103
-

104. “Dirty, birds inside terminal, bad food, only good thing is it’s empty.”

- **Negative** – Cleanliness – Comment #104
 - **Negative** – Food/Amenities – Comment #104
 - **Negative** – Infrastructure Needs – Comment #104
 - **Positive** – Convenience and Accessibility – Comment #104
-

105. “Love being close to Sherman’s Deli.”

- **Positive** – Convenience and Accessibility – Comment #105
-

106. “Really nice airport!”

- **Positive** – Scenic and Unique Setting – Comment #106
-

107. “Lines are terrible!”

- **Negative** – Efficient Operations – Comment #107
-

108. “Live nearby — it’s the best airport.”

- **Positive** – Scenic and Unique Setting – Comment #108
 - **Positive** – Convenience and Accessibility – Comment #108
-

109. “TSA stole toiletries, pawed through belongings, were rude.”

- **Negative** – TSA/Security Process – Comment #109
 - **Negative** – Employee/Tenant Behavior – Comment #109
-

110. “Wi-Fi rarely works; baggage takes 30+ minutes. PSP is over capacity.”

- **Negative** – Wi-Fi Issues – Comment #110
 - **Negative** – Infrastructure Needs – Comment #110
 - **Negative** – Flight Delays/Ground Crews – Comment #110
 - **Positive** – Convenience and Accessibility – Comment #110
-

111. “Needs year-round flights to major cities. Too many connections. No daily LAX flights.”
→ *Route Request – Excluded*

- **Negative** – Route Availability – Comment #111
-

112. “Most peaceful and pleasant airport.”

- **Positive** – Scenic and Unique Setting – Comment #112
-

113. “Wheels down = stress down. Love the mountain and palm tree view.”

- **Positive** – Scenic and Unique Setting – Comment #113
-

114. “Love this international airport. Staff accommodating. Very convenient.”

- **Positive** – Staff Excellence – Comment #114
 - **Positive** – Convenience and Accessibility – Comment #114
-

115. “Not enough charging outlets at the gates.”

- **Negative** – Infrastructure Needs – Comment #115
 - **Negative** – Comfort and Amenities – Comment #115
-

116. “Best airport to fly in/out of.”

- **Positive** – Convenience and Accessibility – Comment #116
-

117. “One of the easiest airports to navigate.”

- **Positive** – Convenience and Accessibility – Comment #117
-

118. “Staff in parking areas are lazy — sitting around, scrolling on phones, not managing traffic.”

- **Negative** – Employee/Tenant Behavior – Comment #118
 - **Negative** – Parking/Traffic Control – Comment #118
-

119. “Even when busy, PSP is the best airport in America!”

- **Positive** – Scenic and Unique Setting – Comment #119
-

120. “Small, efficient, check-in is easy. Feels like a resort. Well-managed.”

- **Positive** – Efficient Operations – Comment #120
 - **Positive** – Scenic and Unique Setting – Comment #120
-

121. “30 mins from home, easy to get in and out.”

- **Positive** – Convenience and Accessibility – Comment #121
-

122. “Restroom ventilation is awful. Hot and smelly like a porta-potty.”

- **Negative** – Infrastructure Needs – Comment #122
 - **Negative** – Cleanliness and Maintenance – Comment #122
-

123. “Taxi users have shaded pick-up area right across the street. Rideshare users walk 200 yards in the heat, with obstacles and no shade.”

- **Negative** – Parking/Traffic Control – Comment #123
- **Negative** – Comfort and Amenities – Comment #123
- **Negative** – Infrastructure Needs – Comment #123

124. “Ride share waiting area needs shade. Afternoon sun is brutal. Add a canopy.”

- **Negative** – Comfort and Amenities – Comment #124
- **Negative** – Infrastructure Needs – Comment #124

125. “Rideshare users walk much farther than taxi users. Uneven ground, no shade.”

- **Negative** – Parking/Traffic Control – Comment #125
- **Negative** – Comfort and Amenities – Comment #125
- **Negative** – Infrastructure Needs – Comment #125

126. “Restrooms are shameful. All locations (baggage, Bono, Agua Caliente) in poor condition. Renovation delayed until 2027. Exit to baggage claim also poorly designed.”

- **Negative** – Cleanliness and Maintenance – Comment #126
- **Negative** – Infrastructure Needs – Comment #126
- **Negative** – Comfort and Amenities – Comment #126

127. “Beautiful airport, but bathrooms need updating.”

- **Positive** – Scenic and Unique Setting – Comment #127
- **Negative** – Cleanliness and Maintenance – Comment #127

128. “Love PS airport and upcoming changes. Excited for new MCM-style design. Charging area looks cool.”

- **Positive** – Scenic and Unique Setting – Comment #128
- **Positive** – Infrastructure Needs – Comment #128

129. “Thanks for replacing fluorescent bulbs in baggage claim — looks much better.”

- **Positive** – Cleanliness and Maintenance – Comment #129
-

130. “It’s my home airport. I’ll always fly from here even if it’s pricier.”

- **Positive** – Convenience and Accessibility – Comment #130
-

131. “Clean, efficient, short lines, nice outdoor aesthetic, AC at gates. Hot summers can be uncomfortable.”

- **Positive** – Efficient Operations – Comment #131
 - **Positive** – Scenic and Unique Setting – Comment #131
 - **Positive** – Cleanliness – Comment #131
 - **Negative** – Comfort and Amenities – Comment #131
-

132. “Palm Springs is the best, most efficient, most underrated airport in the area!”

- **Positive** – Efficient Operations – Comment #132
-

133. “Baggage check, security, and gate in 10 minutes. Staff were nice.”

- **Positive** – Efficient Operations – Comment #133
 - **Positive** – Staff Excellence – Comment #133
-

134. “Great regional airport in a convenient location.”

- **Positive** – Convenience and Accessibility – Comment #134
-

135. “Walked from the plane to rideshare. Nothing notable.”

- **Neutral** – Convenience and Accessibility – Comment #135
-

136. “Parking lot full. Couldn’t park. Still charged \$3 for exceeding grace period. No spaces available.”

- **Negative** – Parking/Traffic Control – Comment #136
- **Negative** – Employee/Tenant Behavior – Comment #136

137. “Just enough airport to get the job done. Flying here is always lovely.”

- **Positive** – Scenic and Unique Setting – Comment #137

138. “Easy in and out. Love this airport!”

- **Positive** – Convenience and Accessibility – Comment #138

139. “Tap water made me vomit. Please get purified water.”

- **Negative** – Cleanliness and Maintenance – Comment #139
- **Negative** – Food/Amenities – Comment #139

140. “Airport is easy. Rental car is a breeze. Not much food. TSA or someone stole my jewelry.”

- **Positive** – Convenience and Accessibility – Comment #140
- **Negative** – Food/Amenities – Comment #140
- **Negative** – TSA/Security Process – Comment #140
- **Negative** – Employee/Tenant Behavior – Comment #140

141. “Best for pickup. So easy and convenient.”

- **Positive** – Parking/Traffic Control – Comment #141

142. “Nice small airport. Limited food, but no TSA lines. Gates close. Arrive ~1 hr early.”

- **Positive** – Convenience and Accessibility – Comment #142
- **Negative** – Food/Amenities – Comment #142

143. “Pickup was easy — large cell phone lot, quick curbside loading.”

- **Positive** – Parking/Traffic Control – Comment #143

144. “Parking lot exit had no attendants and credit card readers didn’t work. Total mess.”

- **Negative** – Parking/Traffic Control – Comment #144
- **Negative** – Infrastructure Needs – Comment #144

145. “Simple and quick.”

- **Positive** – Efficient Operations – Comment #145

146. “Great small airport. Please keep the original look.”

- **Positive** – Scenic and Unique Setting – Comment #146

147. “\$60 for 3 Bloody Marys at Trio.”

- **Negative** – Food/Amenities – Comment #147
- **Negative** – Pricing/Value – Comment #147

148. “New gate info boards are hard to read — font too small, color contrast bad.”

- **Negative** – Infrastructure Needs – Comment #148
- **Negative** – Comfort and Amenities – Comment #148

149. “TSA gave me conflicting info. Long delays. Treated poorly in uniform. Degrading consistency for employees.”

- **Negative** – TSA/Security Process – Comment #149
- **Negative** – Employee/Tenant Behavior – Comment #149

150. “Chicken Caesar wrap was mislabeled — had jam and bacon, no Caesar dressing.”

- **Negative** – Food/Amenities – Comment #150

- **Negative** – Employee/Tenant Behavior – Comment #150
-

151. “Love PSP. Haven’t flown out of Ontario in 20 years. Smooth experience. Appreciate separation of baggage and rental car.”

- **Positive** – Efficient Operations – Comment #151
 - **Positive** – Scenic and Unique Setting – Comment #151
-

152. “Parking machine printed blank tag. Attendant tried to charge \$20 for lost ticket. Very rude. Security footage confirmed it should be \$6. No apology.”

- **Negative** – Employee/Tenant Behavior – Comment #152
 - **Negative** – Parking/Traffic Control – Comment #152
-

153. “Gate 4 announcements are inaudible. Surrounding announcements are loud. Suggest visible boarding groups or clearer PA.”

- **Negative** – Infrastructure Needs – Comment #153
 - **Negative** – Comfort and Amenities – Comment #153
-

154. “TSA agent ignored my injury and pressed on my injured thumb despite warning. Caused pain.”

- **Negative** – TSA/Security Process – Comment #154
 - **Negative** – Employee/Tenant Behavior – Comment #154
-

155. “Awful facilities, long wait times, and no staff. Total waste of time.”

- **Negative** – Infrastructure Needs – Comment #155
 - **Negative** – Efficient Operations – Comment #155
 - **Negative** – Employee/Tenant Behavior – Comment #155
-

156. “PSP staff are the best.”

- **Positive** – Staff Excellence – Comment #156
-

157. “Free parking while waiting is great. Love this airport.”

- **Positive** – Parking/Traffic Control – Comment #157
 - **Positive** – Scenic and Unique Setting – Comment #157
-

158. “Flights expensive with connections. Gates not open early enough. Waited outside at 3:40am. Taxi is overpriced. Overall inefficient.”

- **Negative** – Route Availability – Comment #158
 - **Negative** – Infrastructure Needs – Comment #158
 - **Negative** – Pricing/Value – Comment #158
 - **Negative** – Efficient Operations – Comment #158
 - **Negative** – Comfort and Amenities – Comment #158
-

159. “Taxis charge unexplained \$25 minimum fare. No signage.”

- **Negative** – Parking/Traffic Control – Comment #159
 - **Negative** – Transparency/Communication – Comment #159
-

160. “Was double charged (\$149 vs. \$75) at 9 Cities bar. Feels predatory, especially after military training.”

- **Negative** – Employee/Tenant Behavior – Comment #160
 - **Negative** – Food/Amenities – Comment #160
 - **Negative** – Pricing/Value – Comment #160
-

161. “No dedicated TSA PreCheck line. Waited 50 mins for a 5:50am flight. Would’ve planned better with proper info.”

- **Negative** – TSA/Security Process – Comment #161
 - **Negative** – Communication/Signage – Comment #161
-

162. “Parking is outrageously expensive. Needs cheaper long-term lot.”

- **Negative** – Parking/Traffic Control – Comment #162
 - **Negative** – Pricing/Value – Comment #162
-

163. “Unexplained \$25 taxi fees occurring at airport. No documentation or transparency. Urging investigation.”

- **Negative** – Parking/Traffic Control – Comment #163
 - **Negative** – Transparency/Communication – Comment #163
-

164. “Love PSP, but gate seating is torn and unsightly. Been like that for years.”

- **Positive** – Scenic and Unique Setting – Comment #164
 - **Negative** – Cleanliness and Maintenance – Comment #164
-

165. “Add sidewalk on terminal approach road. Employees walk in dirt track beside trees. Safety and visual concern.”

- **Negative** – Infrastructure Needs – Comment #165
 - **Negative** – Safety Concerns – Comment #165
-

166. “Saw employee picking up trash in extreme heat. Impressed by his dedication. Please recognize him.”

- **Positive** – Staff Excellence – Comment #166
 - **Negative** – Safety Concerns – Comment #166
-

167. “I used to work at PSP. Guests always say it’s the prettiest airport.”

- **Positive** – Scenic and Unique Setting – Comment #167
-

168. “Lovely, low-key airport, but you can’t fly direct anywhere.”

- **Positive** – Scenic and Unique Setting – Comment #168
 - **Negative** – Route Availability – Comment #168
-

169. “Nice clean air on arrival — walked from plane to terminal.”

- **Positive** – Scenic and Unique Setting – Comment #169
 - **Positive** – Convenience and Accessibility – Comment #169
-

170. “CLEAR + PreCheck took 30+ mins. One TSA line. Agents uncaring. People missed flights. This is a pattern.”

- **Negative** – TSA/Security Process – Comment #170
 - **Negative** – Employee/Tenant Behavior – Comment #170
 - **Negative** – Efficient Operations – Comment #170
-

171. “Complaint about GM Danny Perez for threatening immigration-related retaliation on Facebook. Requests investigation, accountability, and transparency.”

- **Negative** – Employee/Tenant Behavior – Comment #171
 - **Negative** – Public Trust & Ethics – Comment #171
-

172. “Beautiful airport. Frequent flyer. Everyone is helpful and friendly.”

- **Positive** – Staff Excellence – Comment #172
 - **Positive** – Scenic and Unique Setting – Comment #172
-

173. “Ambiance is welcoming and well-maintained. Staff are courteous.”

- **Positive** – Scenic and Unique Setting – Comment #173
 - **Positive** – Staff Excellence – Comment #173
-

174. “Let’s keep PSP small — don’t turn it into other big airports.”

- **Neutral** – Infrastructure Needs – Comment #174

- **Neutral** – Community Identity – Comment #174
-

175. “Thanks to Security staff — always professional and efficient.”

- **Positive** – Staff Excellence – Comment #175
 - **Positive** – TSA/Security Process – Comment #175
-

176. “Easy access for locals. Only one food vendor was open in June despite advertising many options.”

- **Positive** – Convenience and Accessibility – Comment #176
 - **Negative** – Food/Amenities – Comment #176
 - **Negative** – Transparency/Communication – Comment #176
-

177. “Thrifty/Hertz took \$500 from my spouse unfairly. Difficult to resolve. Concerns about predatory behavior.”

- **Negative** – Employee/Tenant Behavior – Comment #177
 - **Negative** – Food/Amenities – Comment #177
-

178. “Wi-Fi didn’t work. Charging stations at Gate 9 also broken. Airline staff say it’s a known issue.”

- **Negative** – Wi-Fi Issues – Comment #178
 - **Negative** – Infrastructure Needs – Comment #178
 - **Negative** – Comfort and Amenities – Comment #178
-

179. “Miss the old days — PSP had a putt-putt golf area!”

- **Neutral** – Family-Friendly Amenities – Comment #179
-

180. “Favorite airport — but currently boycotting U.S. over political reasons.”

- **Positive** – Scenic and Unique Setting – Comment #180

181. “Parking sucks. Otherwise great airport.”

- **Negative** – Parking/Traffic Control – Comment #181
- **Positive** – Scenic and Unique Setting – Comment #181

182. “Officer Gossett helped me during medical emergency. So thankful.”

- **Positive** – Staff Excellence – Comment #182
- **Positive** – Safety/Medical Response – Comment #182

183. “Best international airport. Easy breezy.”

- **Positive** – Convenience and Accessibility – Comment #183

184. “Wonderful USO for military!”

- **Positive** – Family-Friendly Amenities – Comment #184

185. “Too hot in summer. Outdoor airport doesn’t work in this climate.”

- **Negative** – Comfort and Amenities – Comment #185
- **Negative** – Infrastructure Needs – Comment #185

186. “Please add a porta potty at the Uber lot.”

- **Negative** – Family-Friendly Amenities – Comment #186
- **Negative** – Infrastructure Needs – Comment #186

187. “Great food at Trio.”

- **Positive** – Food/Amenities – Comment #187

188. “It’s only the BEST airport in America!!”

- **Positive** – Scenic and Unique Setting – Comment #188

189. “Awesome!”

- **Positive** – Scenic and Unique Setting – Comment #189

190. “Great addition to PSP.”

- **Positive** – Infrastructure Needs – Comment #190

191. “Nice, clean, not crowded. Easy security check.”

- **Positive** – Cleanliness – Comment #191
- **Positive** – Efficient Operations – Comment #191

192. “Deaf elderly woman denied restroom access despite pleading. Staff mocked her and forced her to leave. Couldn’t make it to upper-level restroom.”

- **Negative** – Employee/Tenant Behavior – Comment #192
- **Negative** – ADA/HR Concerns – Comment #192
- **Negative** – Cleanliness and Maintenance – Comment #192

193. “Favorite airport. Always efficient and low-stress.”

- **Positive** – Efficient Operations – Comment #193
- **Positive** – Scenic and Unique Setting – Comment #193

194. “Small, efficient, great food at Trio. Birds flying indoors is weird. Beautiful views.”

- **Positive** – Food/Amenities – Comment #194

- **Positive** – Scenic and Unique Setting – Comment #194
 - **Positive** – Efficient Operations – Comment #194
 - **Negative** – Cleanliness – Comment #194
-

195. “Coolest airport. Small, outdoor, surrounded by mountains.”

- **Positive** – Scenic and Unique Setting – Comment #195
-

196. “Taking I-10 to Gene Autry is the fastest way to PSP.”

- **Neutral** – Access/Connectivity – Comment #196
-

197. “110° outside and terminal door won’t close. Few restaurants open. Trio server wouldn’t seat me in a better spot to save table for larger party.”

- **Negative** – Comfort and Amenities – Comment #197
 - **Negative** – Food/Amenities – Comment #197
 - **Negative** – Employee/Tenant Behavior – Comment #197
 - **Negative** – Infrastructure Needs – Comment #197
-

198. “Pack a sandwich. Paid \$20 for a bad one.”

- **Negative** – Food/Amenities – Comment #198
 - **Negative** – Pricing/Value – Comment #198
-

199. “Trio is a great pre-boarding option.”

- **Positive** – Food/Amenities – Comment #199
-

200. “Easiest airport. Friendly staff. Love being outside before flights.”

- **Positive** – Efficient Operations – Comment #200
- **Positive** – Staff Excellence – Comment #200
- **Positive** – Scenic and Unique Setting – Comment #200

 PSP Q2 2025 — Final Expanded Feedback Tally (All 200 Comments)

- **Original Comments:** 200
- **Expanded Feedback Points:** 383

Sentiment Breakdown:

- **Negative:** 220
- **Positive:** 142
- **Neutral:** 21
- **Route Requests (excluded):** 13

Percentages (based on 383 expanded points):

- **Negative:** 57%
- **Positive:** 37%
- **Neutral:** 5%