



vention business is so important to our destination. As far as weddings and those types of social events, we're competing with the 100-plus country clubs that are associated with each of the golf courses that are out here. There's so much competition for weddings and other social types of business." What fills out the rest of the Center's 100 to 120 yearly events calendar are local fundraisers and major events, such as the Palm Springs International Film Festival, a two-week affair that takes place every January.

Regarding its regional competition, Leson says that because of the climate and other similarities, the Center competes heavily with Phoenix and other Arizona destinations for business, and to a lesser extent, with San Diego and Anaheim. "We generally believe that we are not competing with any convention centers in northern California, though," he says. "It's rather a sharing of clients because of the association groups that do a north/south rotation – they're north one year and then south the next year."

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