

Pitch Tips

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UGC Creators, Influencers, and Travel Writers: What You Should Know

If you create user-generated content, are an influencer, or write about travel, we're happy to consider working with you.

We prioritize professionals with a clear point of view, a defined brand focus, and a track record of delivering value. And the timing has to work, too.

With more than 80 Palm Springs boutique hotels in our organization, we work with professional UGC creators, influencers and writers across a wide range of interests and specialties.

Our hoteliers are inundated with collaboration requests, so they often rely on us to vet inquiries. Experienced influencers and travel writers also come directly to us because we can save them considerable legwork — and more than a few rejections.

What We Look For

Mutual brand fit and a successful track record are essential.

For influencers and UGC creators, it's not about having the most followers. It's about having an engaged audience that values and acts on your recommendations. That said, if you have fewer than 10,000 followers, we're probably not the right fit. Amplification still matters.

For travel writers, we look at the potential audience for your work, the reach and reputation of the publications you write for, and how many people actually read and engage with your stories. A strong editorial track record and demonstrated audience engagement matter more to us than your personal social media following.

For example, if your passion is designer tile work or vintage wallpaper, we have hotels that would be perfect for you. The same goes for solo women's travel, pet-friendly adventures, romantic getaways, mid-century modern architecture...you get the idea!

Doing your homework matters, too. We're an association of independently owned hotels, not a single property. Asking about staying at "your hotel" tells us you haven't done your research. That said, if you have identified hotels that suit your pitch, let us know.

Pro tip: AI isn't always right. Check your facts before you pitch.

And speaking of AI...the beauty of our hotels is clear, and we want you to capture this naturally. Over reliance on **AI to create posts** about our hotels often leads to inaccurate information and takes away from your voice. Be mindful.

Timing has to work. And please, don't send us a last-minute collaboration request because you're coming to town for a festival. That's an automatic no. We're not your ticket to free lodging. Unfortunately, we see this particularly often with UGC creators.

Your Profile Matters

We love it when influencers and writers send a professional profile with their collaboration request. Tell us who you are, what you do, and why your work is a good fit for our hotels.

Your profile should include:

- Your brand focus and point of view.
- Links to your social media channels, audience statistics, and relevant hashtags.
- Your target audience and engagement metrics.
- Links to successful collaborations, with an example or two of your work.
- Photos and other examples of your content.
- Measurable results from previous collaborations, if available.

Most importantly, tell us what you're offering in exchange for a stay. We may need to negotiate the details, but we need to know what you have in mind.

Pro tip: Include a sample of your post-stay reporting. The best writers and influencers provide a summary of their published content, reach, and engagement after completing an assignment. This saves us from having to track down and reconstruct everything you did. It also demonstrates the value you delivered.

A thoughtful, well-prepared profile tells us you're serious about your work. And we take professionals seriously.

Timing Matters

We only book stays Sunday through Thursday during our shoulder and low seasons.

Palm Springs has three distinct tourism seasons:

- **Shoulder season:** May through June (up to July 4 weekend), and October through December.
- **Low season:** After July 4 weekend, through August and September.
- **High season:** January through April.

We do not book UGC creator or influencer stays during high season. Small hotels operate on tight budgets, and this is when they must prioritize paying guests to help carry them through the slower months.

Weekends are also off-limits, regardless of season.

Please don't ask us to make an exception.

Why We Said No: A Few Examples

Too many collaboration requests are one-sided, with little consideration for brand fit, value, or timing. From a hotelier's perspective, some pitches amount to asking for something in exchange for virtually nothing.

Here are a few memorable examples:

- **The last-minute pitch.** Requests arriving just days before a proposed stay — sometimes with as little as 36 hours' notice. Hard no. Don't do it. Ever.
- **The spectacular brand mismatch.** Three young women pitched a collaboration with several gay men's clothing-optional resorts. We're still not sure what they were thinking.
- **The family photo shoot.** An influencer whose content featured her young sons approached one of our romantic hideaways about photographing her toddlers at the property. Wrong audience. Wrong hotel.
- **And our all-time favorite:** An 18-year-old influencer from France requested a week of complimentary hotel rooms in exchange for one Instagram story...during Coachella. We applaud her brazenness, but no.

One Last Thing

Our hoteliers genuinely enjoy working with talented, creative people. We love seeing the fresh perspectives, compelling stories, and beautiful content that come out of these collaborations.

When the brand fit, value, and timing align, everyone benefits.

Thanks for your interest — and hopefully, we'll see you in Palm Springs soon!