



P.S. RESORTS

Promoting Palm Springs Tourism Through Events

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BUZZ FACTORY

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**AFTAB DADA, P.S. RESORTS CHAIRMAN,
TO RECEIVE 365TH GOLDEN PALM STAR FROM
THE PALM SPRINGS WALK OF STARS**

Palm Springs Hilton Hotel General Manager, tourism leader and area stakeholder to be honored on March 27

March 12, 2014, Palm Springs— Aftab Dada, chairman of P.S. Resorts and general manager of the Palm Springs Hilton hotel, will receive the 365th Golden Palm Star on The Palm Springs Walk of Stars during a star dedication ceremony to take place on Thursday March 27, 2014, at 3pm. The star dedication ceremony will be held at 256 South Palm Canyon Drive (in front of Pomme Frite restaurant). The public and media are invited to attend the star dedication.

Aftab Dada has been an important leader in developing close ties between the hospitality community and city officials in Palm Springs and with business leaders throughout entire Coachella Valley. He arrived in Palm Springs in 1989, and as general manager of the Palm Springs Hilton he oversaw the property's transition into the first full-service Hilton in the Valley. Dada has been involved in civic activities since his arrival. In 2002, he led the charge to expand the \$40 million Palm Springs Convention Center in order to attract larger conventions by building support within the community to increase the Transient Occupancy Tax twice to fund construction. In 2010/2011, he took a leadership role in the successful fight against the proposed Whitewater Jail, and in 2011, Dada had a significant role in the passing of Measure J, the



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1% increase in sales tax for the City of Palm Springs that will raise over \$200 million over 25 years.

Dada's leadership roles on civic and business boards and committees are extensive and include:

- Chairman, P.S. Resorts
- Chairman, PS General Managers' (hoteliers') weekly forum to discuss tourism issues and challenges
- Board member (since 2003), Hospitality Industry and Business Council, has also served as treasurer and executive board member
- Board member, PS Chamber of Commerce
- Board member (since 2011), CVSPIN, Promoter of the Tour De Palm Springs annual Bike Race, and has also been its treasurer. This non-profit organization has raised more than \$225,000, to local charities
- Board member (since 2003), PS Hospitality Association, and also served as treasurer
- Commissioner (since 2012), Measure J Committee, appointed by Palm Springs City Council

He was named Businessman of the Year 2011 by the PS Chamber of Commerce.

Dada was the leader in establishing P.S. Resorts in conjunction with Palm Springs city leaders. P.S. Resorts is the non-profit association of hotels that is responsible for attracting visitors to Palm Springs with events and attractions. Their very first project was bringing the sculpture, *Forever Marilyn*, to Palm Springs which has become a destination for visitors from around the world and a source of countless and valuable positive publicity for Palm Springs.

Dada's ties to Palm Springs are legendary: following a meeting with Mayor Sonny Bono, Aftab reached out to city leaders and fellow hotel general managers to create what is now a weekly GM's breakfast meeting where the efforts and ideas of the GPSCVB, City of Palm Springs, Palm Springs



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Convention Center, Palm Springs Bureau of Tourism, and fellow hospitality leaders are discussed and shared.

“I am humbled and extremely honored to be awarded a star from the Palm Springs Walk of Stars,” said Dada. “Palm Springs has always held a very special place in my heart and I’m very proud to have contributed to its growth and success over the years. Thank you Palm Springs Walk of Stars!”

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ABOUT P.S. RESORTS

P.S. Resorts is a California non-profit mutual benefit corporation made up of local hoteliers and business leaders to promote Palm Springs tourism through events and attractions.

ABOUT PALM SPRINGS WALK OF STARS

The Palm Springs Walk of Stars, founded in 1992, has honored 364 individuals with a Golden Palm Star placed on the sidewalks of Palm Springs. Show business Honorees must have made an impact worldwide in the area of show business. All other star honorees must have contributed to the charm, worldwide prominence and name recognition of Greater Palm Springs. More information available at www.palmspringstalkofstars.com