



*A Department of the City of Palm Springs*



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**For Immediate Release**

## **Palm Springs International Airport & Agua Caliente Casinos Announce Historic Concourse Naming Rights Partnership**

**Palm Springs, CA (December 20, 2023)** – [Palm Springs International Airport](#) (PSP) and [Agua Caliente Casinos](#) are proud to announce a historic first in the airport industry, a naming rights sponsorship agreement re-naming the airport's RJ concourse to the Agua Caliente Concourse.

"For over 20 years, Agua Caliente Casinos has been the ultimate Coachella Valley destination for gaming and entertainment. This incredible partnership with the Palm Springs International Airport allows us to make an even greater first impression and share more about everything Agua from the moment travelers enter the airport," said Saverio R. Scheri III, Chief Operating Officer, Agua Caliente Casinos.

Harry Barrett, Executive Director of Aviation at PSP, said, "Every day, our team is working to transform Palm Springs International Airport into an innovative, industry-leading facility. This announcement is just one of the many 'firsts' PSP hopes to achieve. Our partnership with Fuse Connect has led to this historic agreement, and we're excited about our future collaboration with Agua Caliente Casinos."

Agua Caliente Casinos, the award-winning premier casinos and entertainment resort in the Coachella Valley with three distinct casino properties (Agua Caliente Resort Casino Spa Rancho Mirage, Agua Caliente Palm Springs, and Agua Caliente Cathedral City) and The Spa at Séc-he, and PSP are set to go live with the concourse re-naming in early 2024. The three-year partnership includes naming rights to the RJ Concourse, activation space, and other advertising opportunities within the newly named Agua Caliente Concourse, and other advertising opportunities at PSP.

Palm Springs International Airport is located on the Agua Caliente Indian Reservation and hosted nearly three million passengers in 2022, a new record which PSP expects to exceed in 2023, on more than 16,250 commercial flights from 12 airlines. The greater Palm Springs area is one of the most visited destinations in the United States. Agua Caliente Casinos and the Palm Springs International Airport worked with [FUSE Connect](#), the airport vertical to Fuse Advancement, to create this brand-new naming partnership. FUSE, a Southern California-based firm that specializes in airport advertising and partnership development, will continue to work with Agua Caliente Casinos and PSP on this project to create an immersive experience for passengers and offer unprecedented exposure.

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### **ABOUT AGUA CALIENTE CASINOS**

Agua Caliente Casinos are located in Rancho Mirage, Palm Springs, and Cathedral City, CA. Agua Caliente Resort Casino Spa Rancho Mirage is the only property in California that has been awarded the *Forbes* Four-Star rating for three different property venues, with Sunstone Spa earning the *Forbes* Five-Star award in 2023, the only spa in California to earn this distinction. The Sunstone Spa also ranked in the top spas in the U.S. and number three in California by *Spas of America's* Top 100 Spas 2022; The Steakhouse is a consecutive winner of the *Wine Spectator* Award of Excellence since 2007; and the hotel has achieved *Forbes* Four-Star status. The Spa at Séche in downtown Palm Springs opened in 2023 and won the Sustainable Spa Award by the Green Spa Network and the Best of the Best by Palm Springs Life. Agua Caliente Casinos took the lead in two categories of the *Best Desert Sun Community's Choice Awards* being ranked Best Casino in Palm Springs and Best Hotel in Rancho Mirage. Collectively, the three properties offer a 16-story, 340-room hotel with resort-style pools and cabanas, three entertainment venues, Pívat Cigar Lounge, a premier cigar lounge offering live table games and slot machines, 13 diverse dining options, a multi-award-winning, full-service luxury spa and salon, meeting and event venues, and Agua Caliente Fuel, an expansive fuel station with 750 square feet of gaming machines, a drive-through coffee shop Java Caliente, and competitive gas prices. Agua Caliente is also home to two nearby championship golf courses: Indian Canyons North and South courses at Indian Canyons Golf Resort. Agua Caliente Rancho Mirage is also a AAA Four Diamond property and was ranked top 10 for "Best Casino Outside of Las Vegas" in *USA TODAY's* 10 Best Readers' Choice 2018 travel awards. For more information on Agua Caliente Casinos, visit [www.aguacalientecasinos.com](http://www.aguacalientecasinos.com) or join the conversation on Instagram [@aguacalientecasinos](https://www.instagram.com/aguacalientecasinos).

### **ABOUT PALM SPRINGS INTERNATIONAL AIRPORT**

Palm Springs International Airport (PSP) served nearly 3 million passengers in 2022 and is owned and operated by the City of Palm Springs. It is the only commercial service airport in the Coachella Valley, the closest airport to Joshua Tree National Park, and hosts 12 airlines providing nonstop service to 30 airports in season with one-stop connections to more than 300 global cities. US nonstop routes include Atlanta, Austin, Bellingham, Bend/Redmond, Boise, Chicago O'Hare, Dallas Love, Dallas/Fort Worth, Denver, Des Moines, Eugene, Everett, Houston, Las Vegas, Los Angeles, Minneapolis, New York City-JFK, Oakland, Phoenix, Portland, Reno, Sacramento, Salt Lake City, San Francisco, San Jose, Santa Rosa, and Seattle. Canadian nonstop routes include Calgary, Edmonton, Toronto, Vancouver, and Winnipeg. PSP is served by Air Canada, Alaska, Allegiant, Avelo, American, Delta, Flair, JetBlue, Southwest, Sun Country, United, and Westjet. Some airlines and routes operate on a seasonal basis. For additional information, please refer to [flyPSP.com](http://flyPSP.com) or get social with PSP on Facebook (<https://www.facebook.com/flyPSP>), Twitter ([@flyPSP](https://twitter.com/flyPSP)), or Instagram ([@flyPSP](https://www.instagram.com/flyPSP)) to stay informed about the airport and the airlines that serve the Coachella Valley.

### **ABOUT FUSE CONNECT**

Fuse Connect is an innovative consultancy based in Southern California, offering comprehensive airport advertising and partnership services while investing in digital and creative environments to drive success. Through the Fuse Advancement vertical, Fuse provides unique relationship-based strategies that foster creative solutions and improve revenue, brand value, and customer advocacy. Their partners include airports, universities, and businesses. For more information, please visit [www.fuseadvancement.com](http://www.fuseadvancement.com).