

SDTA Event Packages

Promote your event to consumer audiences planning travel to the San Diego region



TOURISM AUTHORITY

Leisure Audience

The San Diego Tourism Authority is investing \$30 million in direct media during 2023-24 to drive visitor demand for San Diego.

Top targets include nearby drive markets in Southern California, Arizona and Las Vegas, plus national digital and cable exposure.

The success of our advertising campaigns results in over 6 million new users annually on sandiego.org and SDTA platforms to plan their next trip to sunny San Diego.

The SDTA Event Package offers built-in discounts and added value for paid plus trade options to maximize exposure and ROI.





Domestic & Drive Market Audience

Sandiego.org Drive Market

- California - 3.2 million
- Arizona - 250,000
- Nevada - 120,000
- Pacific Northwest - 50,000

28.8 Million*
Domestic Travelers

Top 10 Domestic Markets

1. California
2. Arizona
3. Nevada
4. Texas
5. Washington
6. Illinois
7. Utah
8. Oregon
9. New York
10. Colorado



19M
of the domestic
visitors are
from in-State.



Sandiego.org User Profile


ONLINE VISITORS OVERVIEW

approximately
6.5 million USER SESSIONS

13 million PAGE VIEWS


AVERAGE TIME ON SITE
Just under **1:44** minutes

DEMOGRAPHIC PROFILE

 College Degree
(or higher): **63%**

 Female: **56%**

 Age 25-44: **46%**

 HHI: Earn \$100k+: **25%**

Increase Exposure & Ticket Sales

Recommended Strategies:

- Native Content and Display Impressions on sandiego.org
 - Geo-Targeted Drive Market or Full-Site National coverage options
- Consumer Audience Drive Market Email
- Local Member/Industry Email
- Social Media Posts
- Featured Event on sandiego.org/events

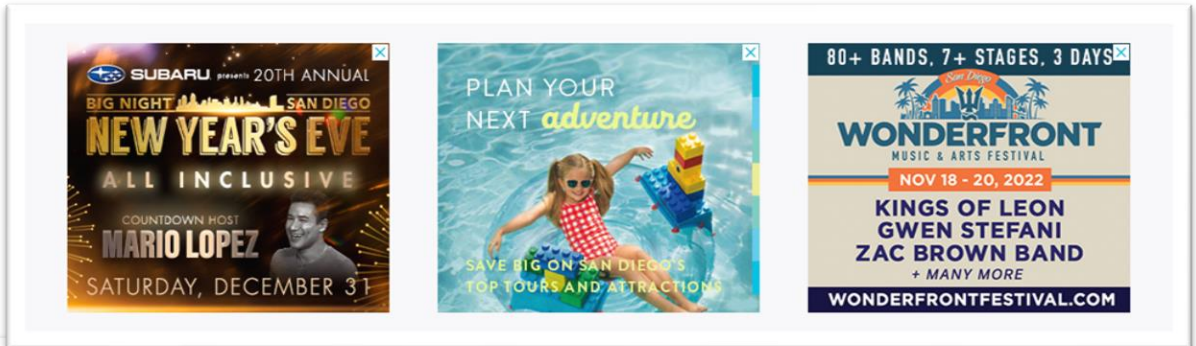


Sandiego.org

Ad Display Impressions

Always-on scalable Run-of-Site (ROS) and Targeted ad placements reach desired audiences throughout their initial and final stages of travel planning.

Geo-target nearby Drive Markets or get full-site National and International coverage.



TORTILLAS & MARGARITAS

ONE BRIGHT IDEA

Handmade tortillas and margaritas are everything. And in Old Town San Diego, everything can be yours. This is delicious, authentic Mexican amazement.

[READ MORE](#)
SPONSORED



TICKETS ON SALE!

WONDERFRONT MUSIC & ARTS FESTIVAL NOV 18-20, 2022

80+ artists, 7 stages, spanning 3 days. Held in beautiful waterfront parks and piers, in Seaport Village, and on boats all along the San Diego downtown waterfront. Water taxis, trolleys, yacht party concerts, and sunset cruises are all part of the experience.

[READ MORE](#)
SPONSORED

Benchmark Performance

Placement	Native CTR	Display CTR
ROS	.56%	.20%
Targeted	.97%	.72%

Standard Placement:

- 300x250 Banners
- BTF In-Content Native Format

Dedicated Drive Market Email

40,000+ subscribers | 1.8 % CTO Rate | 1.6% CTR

Create excitement about events or promotions with email subscribers through dedicated emails.

We send your provided email message and images with a direct link to your URL.

The audience is a promotional subscriber base located within a 5-hour drive from San Diego.

Benchmark Performance

Sends	CTO	CTR
40,298	2.89%	.94%

The image shows a promotional email banner for 'Big Night San Diego New Year's Eve'. At the top, it features the San Diego Tourism Authority logo and a 'forward_email' link. Below that is a 'SPONSORED CONTENT' label. The main banner is for 'SUBARU presents 20TH ANNUAL BIG NIGHT SAN DIEGO NEW YEAR'S EVE ALL INCLUSIVE' on Saturday, December 31, 2022, from 9PM-1AM. It lists 'COUNTDOWN HOST MARIO LOPEZ' and other performers: 'MAXIMO PAT PREMIER', 'SCHMIDT HAPPENS D-ROCK DJ ARTISTIC', and 'CARTER CRUISE DJ SHY'. It also mentions 'SILENT DISCO' with 'DJ JAMAHL KERSEY', 'DJ MANE ONE', and 'DJ PANKAKEZ'. The venue is 'HILTON BAYFRONT, 1 PARK BLVD, SAN DIEGO' and tickets are available at 'BIGNIGHTSANDIEGO.COM'. Below the banner is a blue bar with 'BIG NIGHT SAN DIEGO' and a right arrow icon. The text below reads 'SAN DIEGO'S BIGGEST NEW YEARS' EVE PARTY' and 'Big Night San Diego New Year's Eve is back at the Hilton Bayfront to ring in 2023! San Diego's biggest New Years' Eve Gala includes Live bands, DJs, photo booths, and an All-inclusive VIP. Special countdown host Mario Lopez!'. There is a 'BUY TICKETS' button and a logo at the bottom for 'BIG NIGHT SAN DIEGO NEW YEAR'S EVE HILTON SAN DIEGO BAYFRONT'.

Weekly Drive Market Email

40,000 subscribers | 13.8% Open Rate | .7% CTR

Sent a list of loyal readers, SDTA keeps frequent San Diego visitors in the know with our monthly “Top Things To Do” email sent on Tuesdays.

Subscribers are located in nearby markets including Southern California, Las Vegas and Phoenix.

Benchmark Performance

Placement	Benchmark clicks	Ave CTR
Premium	84	.26%
Featured	32	.15%
Display	12	.22%

Premier Sponsor



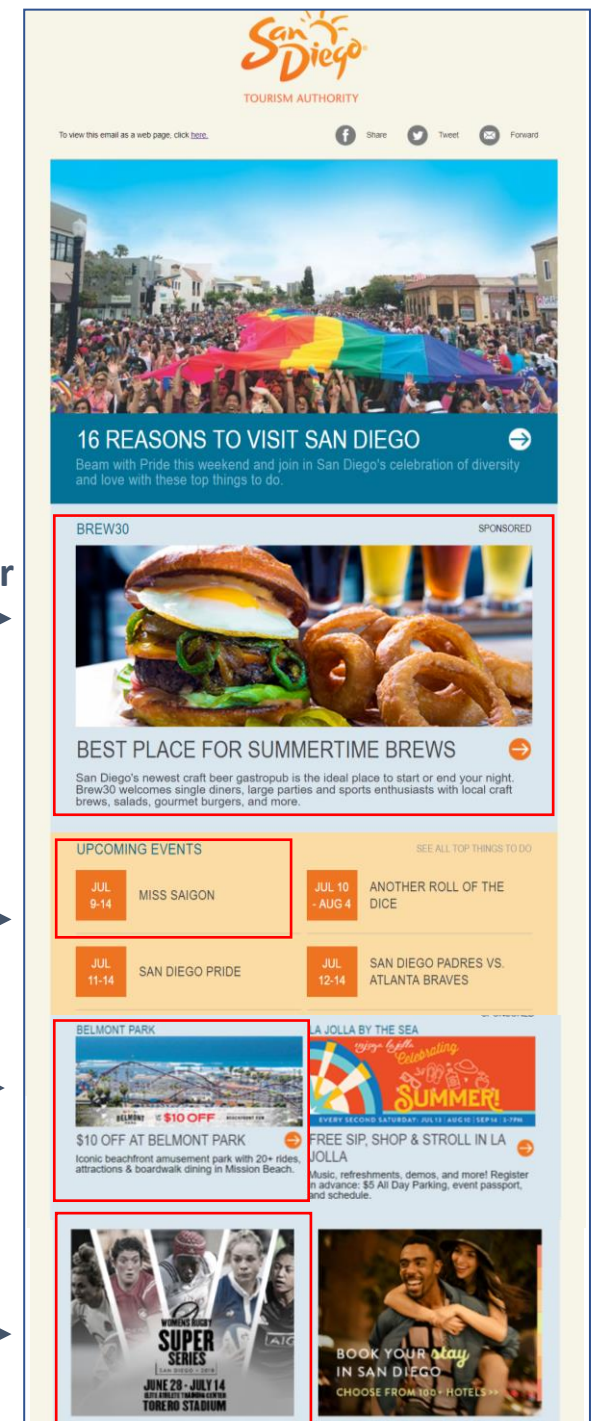
Featured Event
ADDED VALUE



Featured Sponsor



300x250 Display



Member Connect Email

2,700 Members+Industry Leaders | 30% Open Rate | 7% CTR

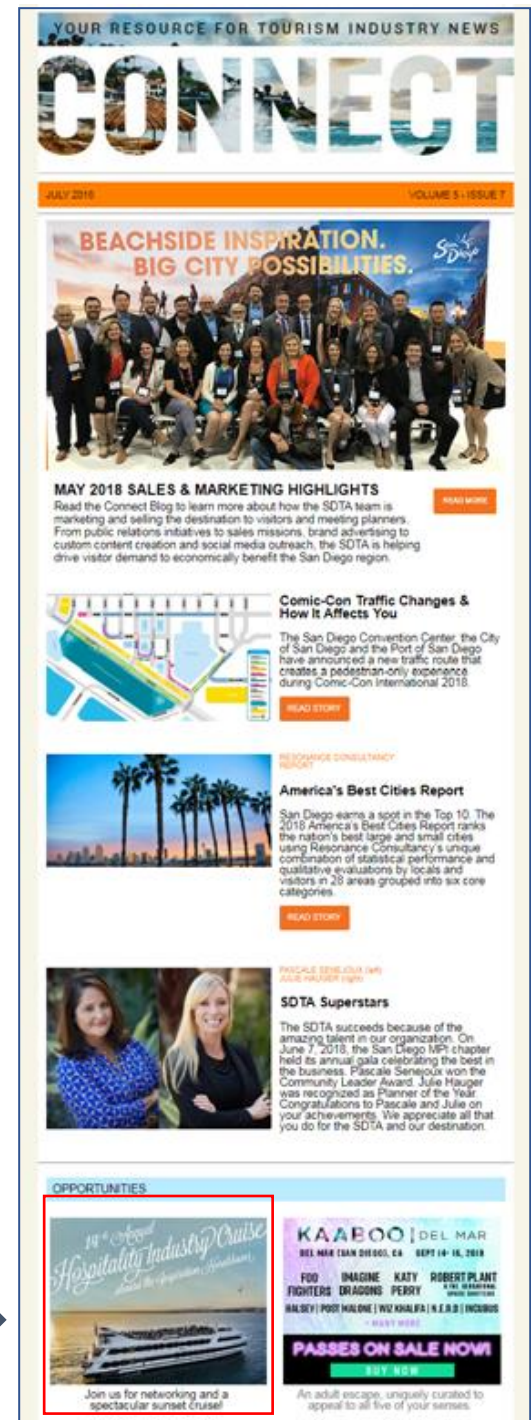
SDTA communicates monthly with our members, government officials and industry leaders.

Members can place a display ad or send your message in a 100% SOV dedicated email.

Benchmark Performance

Placement	Opens	CTO	CTR
Dedicated	2,113	7.519%	3.31%
Monthly Display	2,125	9.36%	.32%

Display Ad



Social Media Story Sponsor/Takeover

Followers: Instagram 240K | Average Engagement: 3,700

Sponsored stories receive a sponsor acknowledgement final dedicated slide of a curated story

Takeover posts/reels receive 6-7 dedicated slides or videos

FIRST SLIDE DEDICATED



Placement	Slide Opens	Views	Engagements
Takeover	7,947	52,671	20,078
Sponsored	2,113	10,078	243

Sandiego.org Events Listing

The sandiego.org event listings attract over 2.14 million users and the sandiego.org/events landing page receives over 420,000 pageviews annually.

Your event listing receives priority placement as an added value benefit.

The screenshot displays the 'Events Calendar' page on sandiego.org. At the top, the 'San Diego' logo is on the left, and navigation links for 'EXPLORE', 'PLAN', and 'STAY' are in the center. On the right, there are social media icons for Facebook, Twitter, Instagram, and YouTube, along with a weather indicator showing '69° F' and a search icon. Below the navigation is a large search bar with the placeholder text 'Enter keyword' and a magnifying glass icon. Underneath the search bar, it says 'Displaying 15 out of 223 Results'. To the right of the results count is a 'Sort By:' dropdown menu set to 'Recommended Match' and a grid icon. On the left side of the event listings, there are three filter sections: 'APPLY FILTERS' (orange button), 'DATE' with a plus icon, 'AREAS OF INTEREST' with a plus icon, and 'NEIGHBORHOODS' with a plus icon. Below these is another 'APPLY FILTERS' button and a 'CLEAR FILTERS' button. The main content area shows three event listings, each with a large image, a category, a title, a subtitle, a price, dates, neighborhood, and a plus icon for more details. The first listing is for a music festival, the second is for December Nights, and the third is for a holiday bowl.

San Diego EXPLORE PLAN STAY

69° F

Events Calendar

Enter keyword

Displaying 15 out of 223 Results

Sort By: Recommended Match

APPLY FILTERS

DATE +

AREAS OF INTEREST +

NEIGHBORHOODS +

APPLY FILTERS

CLEAR FILTERS

Music
1. WONDERFRONT MUSIC & ARTS FESTIVAL
"WHERE THE CITY MEETS THE SEA"
\$139-\$1,399
Nov 18 - Nov 20, 2022
Neighborhood: Downtown

Parks & Gardens
2. DECEMBER NIGHTS
Forever Balboa Park
Dec 2 - Dec 3, 2022
Neighborhood: Balboa Park

Sports
3. SAN DIEGO COUNTY CREDIT UNION HOLIDAY BOWL
NOW PLAYING AT PETCO PARK!
TBD
619-283-5808
Dec 28, 2022
Neighborhood: Downtown

Event Packages

Optimized to run for 1 – 3 months

Premier Package

Sandiego.org Native and Display Impressions

- 250,000 Premium Run-of-site
- 50,000 Targeted on Events-specific pages
- Choose Geo-Target or Full Site Audience

Value = \$2500 Rate = \$1250

Email & Social Media placements

- 1 Social Media Story Takeover
- 1 Weekly Drive Market Email Premier
- 1 Drive Market dedicated email

Value = \$4000 Rate = \$2000

Added Value placements

- 2 Weekly Drive Market Featured Event
- 1 Connect Member Dedicated
- Sandiego.org Featured Event (1-3 months)

Value = \$1500 Rate = \$0

Total Value = \$7000 Rate = \$4800

Trade = \$3200

Standard Package

Sandiego.org Native and Display Impressions

- 150,000 Premium Run-of-site
- 25,000 Targeted on Events-specific pages
- Geo-Targeted Nearby Markets

Value = \$950 Rate = \$700

Email & Social Media placements

- 1 Social Media Story Sponsor
- 1 Drive Market dedicated email
- 1 Weekly Drive Market Email Featured

Value = \$2450 Rate = \$1950

Added Value placements

- 1 Member/Industry Dedicated 1 Connect Sandiego.org Featured Event (1-3 months)

Value = \$1000 Rate = \$0

Total Value = \$4400 Rate = \$2900

Trade = \$1500

Event Deliverables and Trade

Event Deliverables

- SDTA Active Membership Account
- Publish Event Listing through MemberNet
- Rights-free Imagery that can be used for PR and SDTA's digital properties
- Schedule of key trigger dates for event promotional activities
- Social Media Channels and Relevant Hashtags

Trade

- Event Tickets to distribute to key stakeholders and selected SDTA staff valued at discounted + added value total
- VIP Experiences for key stakeholders and SDTA Leadership
- Access to Media events for SDTA selected Communications and Social Media Staff



TOURISM AUTHORITY

Thank you

Contact:

ads@san-diego.org