

2023 MEDIA KIT

A full-page background image showing two people skateboarding on a paved path along a beach. In the foreground, a woman with long dark hair, wearing a tan short-sleeved button-down shirt, tan shorts, a blue bucket hat, and a necklace, is smiling and skateboarding with her right arm raised. Behind her, a man in a blue tank top and patterned shorts is also skateboarding. The path is lined with palm trees and modern beach houses on the left, and a concrete wall and sandy beach on the right. The sky is clear and blue.

TRAVEL
IS BIG
BUSINESS

THE
VALUE
OF A DMO

QUALIFIED
VISITOR
AUDIENCE

MEASURE
METRICS THAT
MATTER

TRAVEL INDUSTRY INSIGHTS

Tourism is big business in San Diego!



ANNUAL VISITORS
23.8 MILLION



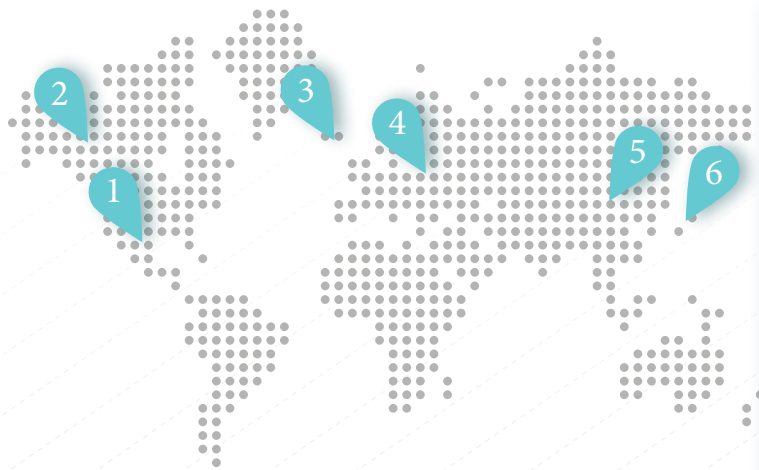
SPENDING
\$7.5 BILLION

23.8 M Visitors: Day vs. Overnight:
Day Visit 42% • Hotel 32% • Household 21%
Camp/RV/Other 5%

Why are they in San Diego:

Leisure: 56% • Business: 6% • Meetings/Conventions: 8%
Visit Friends/Relatives 25% • Other 5%

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

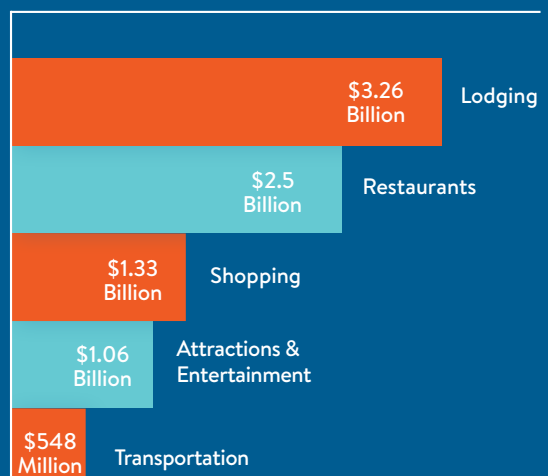


6.2 Million*
International Visitors*

Top 6 Markets

- Mexico
- Canada
- United Kingdom
- China
- Germany
- Australia

TRAVELER SPENDING*

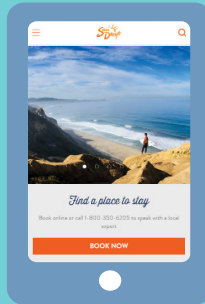
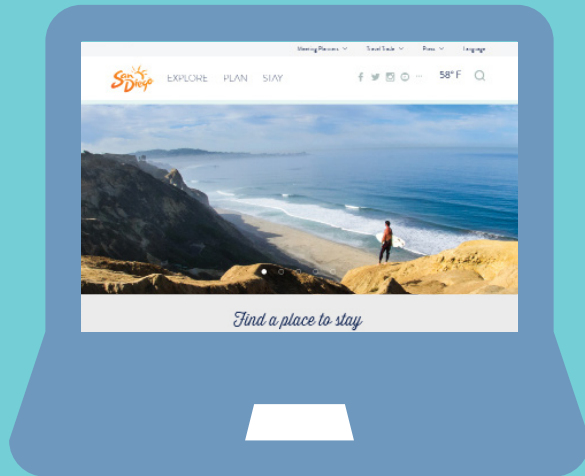


*Source: 2019 visitor profile study.

SANDIEGO.ORG

The trusted source for online travel-planning info, including articles, business listings, maps and events.

6.5
MILLION
users



Advertising Opportunities:
Listings, Native and Display Ads, Email

EMAIL

Subscribers receive timely travel ideas, itineraries and upcoming event info crafted to motivate travel.



AUDIENCES & SUBSCRIBERS

Consumer: 115,000

Drive Market: 35,000

Group/Meetings: 12,000

Members: 2,400

ADVERTISING OPPORTUNITIES

Monthly Consumer, Drive Market, Group/Meetings and Industry Connect:
Different levels of advertising.

Dedicated Email:

Get 100% share of voice.



Official Website SanDiego.org

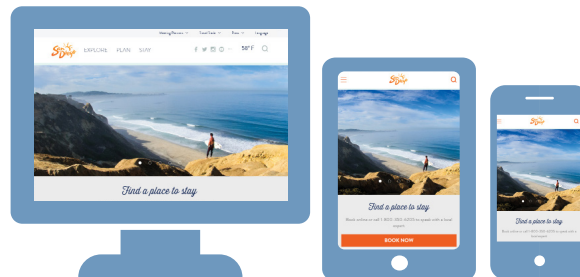
reaches
6.5 million users

via

Desktop: 26%

Mobile: 72%

Tablet: 2%

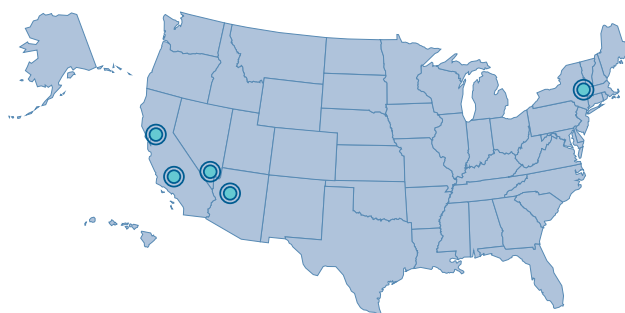


As the official travel resource for San Diego, the SDTA's planning tools are used by over six million consumers each year who are looking for information on where to stay, dine, shop and play during their San Diego vacation. In fact, a visitor to sandiego.org is 32 percent more likely to book a trip to San Diego than a traveler who didn't visit the site.* Maintaining a strong presence within the SDTA digital channels is your best bet to reach this highly targeted leisure audience.

ONLINE VISITORS OVERVIEW


approximately
6.5 million USER SESSIONS
13 million PAGE VIEWS
AVERAGE TIME ON SITE
Just under **1:44** minutes

TOP OUT-OF-DESTINATION VISITATION




1. Los Angeles
2. Phoenix
3. San Francisco
4. Las Vegas
5. Irvine
6. Sacramento
7. Riverside
8. New York

DEMOGRAPHIC PROFILE

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

 Female: **56%**

 Age 25-44: **46%**

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

Top online international visits

1. Mexico
2. Canada
3. India
4. United Kingdom
5. Japan
6. Germany



4 TOP REASONS TO PARTNER WITH SANDIEGO.ORG

- 1. Reach an Incredibly Qualified Audience (across all devices):** San Diego Tourism Authority spends multiple millions of dollars annually to drive visitors to the area.
- 2. Benefit from a Tailored Campaign Strategy:** We'll craft a customized campaign recommendation tailored to exceed your goals.
- 3. Target your Customer:** Reach your exact audience through our focused ad targeting.
- 4. Increase ROI:** We will provide you campaign optimization suggestions and will help you to understand how to measure conversions.

NATIVE & DISPLAY ADVERTISING

Visitors to SanDiego.org viewed over **14 million** pages in the last 12 months while planning their trip. Native ads allow you to target your message by site content, season or geography and our impressions-over-time model, along with our monthly reporting, allow you to control your exposure and return.

AD UNITS:

NATIVE: These formatted, native units are integrated into the content of the page and drive a high CTR.

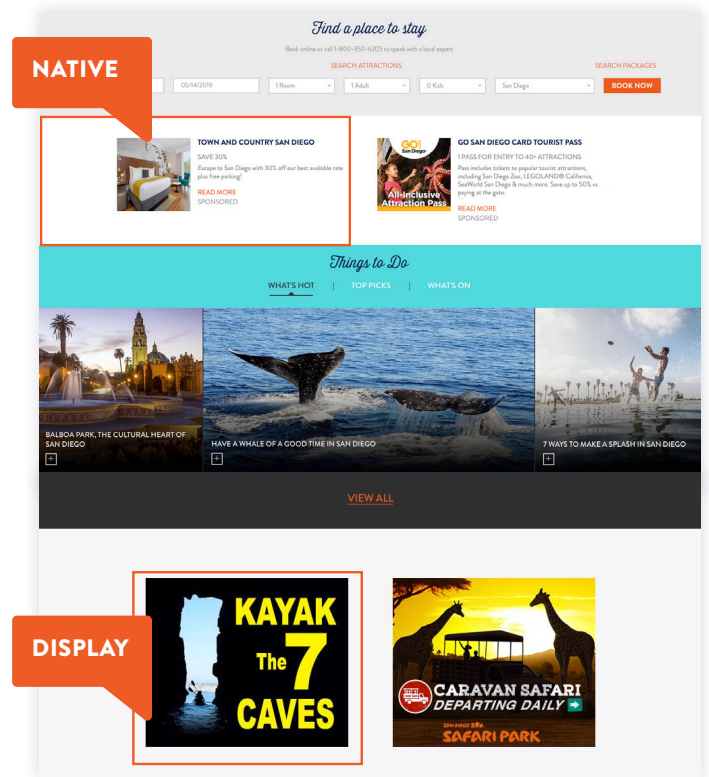
DISPLAY: Packages include a 300 x 250 IAB display ad, allowing you to tell your story visually.

DISPLAY CREATIVE BEST PRACTICES:

Submitting a message following the AIDA (Attention, Interest, Desire, Action) funnel can up-to triple your ROI!

The creative has a photo, tagline and body copy for you to communicate your message.

CREATIVE: Use an attention-grabbing tagline and a powerful image. Copy should communicate why you are a not-to-be-missed experience. Create interest & desire by utilizing experiential imagery, tagline and body copy. Tell the users what you want them to do (click here) and why they should do it.



Rates:

Impression volume available.

Premium Rates: Top Native + 300 x 250		
Placement	CPM	Avg CTR
Stay	\$42.00	2.82%
Targeted	\$21.00	0.65%
Run of Site	\$10.00	0.26%
Standard Rates: Lower Native + 300 x 250		
Placement	CPM	Avg CTR
Stay	\$24.00	0.33%
Targeted	\$10.00	0.17%
Run of Site	\$5.00	0.13%

Example Campaigns	Impressions	CTR	Cost
Event (3 month) Standard	220,000	0.54%	\$2,500
Hotel (1 year) Premium+Standard	385,000	0.53%	\$5,000
Attraction (1 year) Premium+Standard	1,600,000	0.42%	\$10,000

Ask your Account Executive about custom options.

Featured BUSINESS LISTINGS

Featured Business listings allow you to reach an incredibly qualified audience that is looking to convert.

Accommodations

Enter keyword

Displaying 15 out of 176 Results

Sort By: Recommended Match

APPLY FILTERS

NEIGHBORHOODS

WHERE TO STAY

APPLY FILTERS

CLEAR FILTERS

1. HILTON SAN DIEGO MISSION VALLEY

Hilton San Diego Mission Valley

901 Camino del Rio S

San Diego, CA 92108

(619) 543-9000

Neighborhood: Mission Valley and Old Town

2. KONA KAI RESORT & SPA

A NOBEL HOUSE RESORT

Kona Kai Resort & Spa

901 Shelter Island Dr

San Diego, CA 92106

(619) 271-8100

Neighborhood: Point Loma Peninsula

3. HOMEWOOD SUITES SAN DIEGO MISSION VALLEY / ZOO

HomeWood Suites San Diego Mission Valley / Zoo

445 Camino Del Rio South

San Diego, CA 92108

(619) 262-0400

Neighborhood: Mission Valley and Old Town

4. HAMPTON INN SAN DIEGO MISSION VALLEY

STAY. RELAX. LIVE.

Hampton Inn San Diego Mission Valley

2151 Mount Circle South

San Diego, CA 92108

(619) 295-7600

Neighborhood: Mission Valley and Old Town

5. HYATT REGENCY MISSION BAY SPA & MARINA

"IT'S GOOD NOT TO BE HOME"

Hyatt Regency Mission Bay Spa & Marina

1441 Quivira Rd

San Diego, CA 92109

(619) 221-4820

Neighborhood: Mission Bay and Beaches

6. LA JOLLA SHORES HOTEL

La Jolla Shores Hotel

8100 Camino Del Oro

La Jolla, CA 92037

Neighborhood: La Jolla

7. HILTON GARDEN INN SAN DIEGO DOWNTOWN/BAYSIDE

STUNNING SAN DIEGO BAY VIEWS IN LITTLE ITALY

Hilton Garden Inn San Diego Downtown/Bayside

2137 Pacific Highway

San Diego, CA 92101

(619) 686-6300

Neighborhood: Downtown

8. WYNDHAM SAN DIEGO BAYSIDE

STUNNING WATERFRONT DESTINATION

Wyndham San Diego Bayside

1555 N Harbor Dr

San Diego, CA 92101

(619) 212-3861

Neighborhood: Downtown

9. HILTON GARDEN INN SAN DIEGO MISSION VALLEY/STADIUM

REFRESHED & BETTER THAN EVER

Hilton Garden Inn San Diego Mission Valley/Stadium

3805 Murphy Canyon Rd

San Diego, CA 92121

(619) 278-9300

Neighborhood: Mission Valley and Old Town

PRIORITY SORTING

Featured partners always display in a top-tier random sort, affording you premium positioning.

LIMITED OPPORTUNITY

Only 15 members per category.
First-come, first-served!

Glorietta Bay Inn

BOOK NOW

READ MORE

Glorietta Bay Inn

San Diego, CA

Neighborhood: **Vicinity**

1630 Glorietta Blvd

San Diego, CA 92108

(619) 435-3101

1618 Eads (619) 263-9183

www.gloriettabayinn.com

Contact Info

(619) 435-3101

Toll Free (855) 263-9183

www.gloriettabayinn.com

Hours

24/7

About

Gallery

PROFILE PAGE

1. CONNECT WITH VISITORS

Website users can easily visit your website or social media pages, or share your listing with friends and family.

2. SHOWCASE YOUR PROPERTY

Use videos and photos so visitors can SEE what you have to offer.

3. SET YOURSELF APART

Highlight your business' offerings and amenities.

12 MONTH RATES/BUSINESS LISTINGS

Hotel	Region	All Other
\$4,500	\$1,200	\$1,800

6

EMAIL

Reach engaged and active travel planners!

REACH TARGETED AUDIENCES

Consumer: 115,000
Drive Market: 35,000
Group/Meetings: 12,000
Members: 2,400

MONTHLY & CUSTOM EMAIL

Reach an engaged and active leisure travel planning, meeting & group travel planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in San Diego.

DRIVE THIS QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

Creative Best Practices:

Use your most compelling image, create a tagline that attracts attention and bring the user into the experience through your copy.


RESPONSIVE EMAIL FORMAT

Optimized for multi-device viewing!

1

PREMIER

SPONSORED





LA JOLLA SHORES HOTEL, THE BEACH IS YOUR PLAYGROUND

Steps from the sand, the La Jolla Shores Hotel offers the best of the California beach lifestyle. With San Diego's finest beach just outside your door, you'll have exciting activities to fill your days and nights any time of year.

2

FEATURED

SPONSORED



NEW FALL FLAVORS AT PACIFIC STANDARD

Savor refined rustic cuisine inspired by the colors and flavors of Fall by Executive Chef Giselle Wellman.

ADVENTURE IS EVERYWHERE!

Visit us at La Jolla and Coronado for kayaking and biking!


3

SeaWorld's Magic WEEKENDS EVERY WEEKEND IN APRIL

Book your stay in SAN DIEGO

4

SAN DIEGO TOURISM AUTHORITY



PARK & PLAY AT PARADISE POINT RESORT

SAN DIEGO'S ISLAND PARADISE
Experience more for less at Paradise Point Resort & Spa, a unique 44-acre island resort in the heart of San Diego. Book our Park & Play special, which includes parking and the resort amenities fee, and save on your next stay.


Tucked away on the shores of Mission Bay, Paradise Point Resort features one mile of sandy beach. Perfect for couples or families alike, you'll find plenty of options, beach bonfire pits, a marina, stunning spa, and endless recreation options.

Escape to San Diego this spring, experience Paradise Point Resort & Spa, and save with our Park & Play special.

Paradise Point Resort offers an assortment of **special offers and hotel deals** for any occasion. Discover amazing spa packages, family deals, and seasonal specials to enjoy with friends, family, or your significant other. When looking for a place to stay, take advantage of these San Diego hotel deals and escape to America's finest city.

LEARN MORE

Paradise Point
San Diego's Island Resort



© 2016 SAN DIEGO TOURISM AUTHORITY
The San Diego Tourism Authority is funded in part by the San Diego Tourism Marketing District
Cooperation with City of San Diego Tourism Marketing District (separate fund)

AD SIZE	CONSUMER (115,000)	DRIVE MARKET (35,000)	MEETINGS (12,000)	MEMBERS (2,400)
1 PREMIER Capture the reader's attention right away with this native unit.		\$500	\$500	\$500
2 FEATURED Increase your share of voice (SOV) with this front-and-center, attention-commanding native unit.		\$250	\$375	\$250
3 DISPLAY Showcase your offering with a lower price-point through this display unit.		\$175		
4 DEDICATED EMAIL Reach our databases with 100% share-of-voice (SOV), driving all clicks to your site.	\$3,000	\$1,000	\$2,500	\$500

SOCIAL MEDIA STORY

Each week the San Diego Tourism Authority entices our social audiences to visit through engaging stories posted to Instagram.

FOLLOWERS:

Instagram 350,000

RATES:

Story Sponsor \$1,000

Story Takeover \$2,500

Engagement:

Average Views 32,000

Average Clicks 700

MEMBERS HAVE TWO GREAT OPTIONS.

Story sponsorship featuring two slides at the beginning and end of an SDTA story, or a complete takeover of a story.

Story Elements:

SDTA stories are typically 6-7 slides in length, with the sponsor being acknowledged on slide 1, and have full content access, and the 'click link' call to action on the final slide.



Creative Best Practices:

Use your most eye-catching image, create a short tagline that brings the user into the experience, add a location tag and compelling call to action.

SEASONAL CO-OP ADVERTISING PROGRAMS

Packaged, Discounted, and ready to go!

Our online seasonal programs offer Members a great opportunity to reach visitors at key times in the year. These programs offer a mix of online display, content advertising and email distribution to our opt-in list of San Diego fans. These programs are bundled, discounted and ready to help you drive new business all year long.

Available Campaigns:



Spring Break

DATES:
February - May

RATES:
\$750 - \$1,200



Summer

DATES:
April - August

RATES:
\$750 - \$1,200



Kids Free October

DATES:
August - October

RATES:
\$1,000 - \$3,000



Holidays

DATES:
October - December

RATES:
\$750 - \$1,200



New Year's Eve

DATES:
December

RATES:
\$500 - \$1,000



Whale Watching

DATES:
December - April

RATES:
\$1,000

Available FROM OUR PUBLISHING PARTNERS



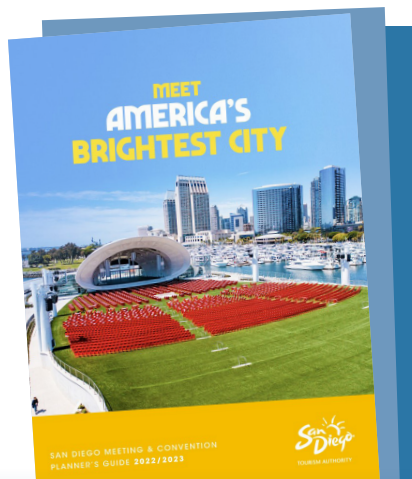
OFFICIAL SAN DIEGO VISITOR MAP

Offered by Southern California Media Group, the SDTA Map is distributed through the Region Visitor Center Network, delegate welcome packages for select conventions, and in Certified Folder Display locations (800+ locations county wide). The SDTA Map reaches 500,000 visitors that are in San Diego and looking to spend!

For rates and info, contact **Kerry Brewer**
kerry.brewer@wheresd.com • 619.260.5599 x303

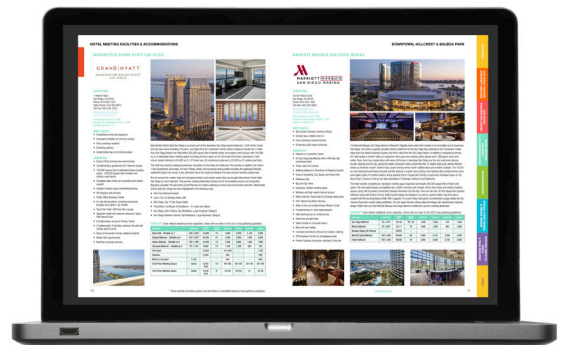
Full 12-month integrated digital & print campaign

Meeting & Convention Planner's Guide



5,000 guides

printed + online + email
distributed to key decision
makers annually



CIRCULATION & DISTRIBUTION

The Official Meeting & Convention Planner's Guide is the trusted resource for professional planners actively researching where to book their next event in San Diego.

DISTRIBUTION

- 5,000 guides are distributed to key decision makers annually.
3,500 guides direct-mailed annually to clients.
- Reach planners and drive qualified traffic to your site through integrated reach in the digital version available on SanDiego.org/Meetings
- Fresh audience - Reaches brand new business, not booked in San Diego in the past five years.
- Included bonus trade show distribution at over 50 annual industry events.

Rates & Dates

SPACE CLOSE: **MARCH 31**

MATERIAL DUE: **APRIL 14**

GUIDES AVAILABLE: **JULY 2023**

ADVERTISING RATES

Two-page Spread	Back Cover	Back of Tab*	Full Page
\$14,000	\$10,200	\$9,800	\$8,500
1/2 Page	1/4 Page	1/8 Page**	Listing***
\$14,000	\$10,200	\$9,800	\$8,500

* Not available in Hotel section.

** Venues, Transportation, Meeting, Teambuilding sections. Not available in Hotel section.

*** Included with any ad in the Hotel and Venue sections. Can be purchased separately in Hotel and Venue sections.

San Diego Convention Center

Digital Signage



A FLEXIBLE, TARGETED AND CAPTIVATING SOLUTION FOR DISPLAY ADVERTISING.

By advertising on our high-definition LED displays, you have the opportunity to reach hundreds-of-thousands of high-spending, out-of-town visitors while they pass through our lobbies.

Rates

PREMIUM DISPLAY ADVERTISING	DISPLAY ADVERTISING
Includes 15 second ad placement on 11 advertising network displays and 6 large-format LED walls. Large format LED walls are added inventory to Premium advertisers when not in use by convention groups.	Includes 10 second ad placement on 11 advertising network displays
\$800 monthly	\$480 monthly

All contracts will run through June 30 or December 31 annually.

Creative Best Practices

- Video ads are the most attention-capturing format. It’s important to include a strong call-to-action.
- QR codes are highly recommended as attendees can quickly navigate to a link and it removes barriers to response. Special offers are recommended to attract visitors. The QR can also link to a map application to help visitors navigate to your business. All creative including QR code creation is the responsibility of the advertiser.
- Upon request, the SDTA team can make referrals for vendors to support ad creation.
- Ad creative may be updated during the contract term at the advertisers request.

Specs

FILE FORMAT

- Still Files: JPEG, PNG
- Video Files (15 or 10 seconds based on ad purchased, no audio): MPEG-4, H.264

RESOLUTION

1920 x 1080px (1080p)

COLOR

RGB color only

Delivery

Materials due two weeks prior to contract start date. Send materials to ads@sandiego.org. All ad materials subject to the approval of the SDTA.

PROGRAM AT-A-GLANCE

REACH OVER **7.5 MILLION** QUALIFIED LEISURE VISITORS THROUGH PRINT, WEB, AND EMAIL PROGRAMMING.

Print - Targeted Programs



1 M
TOTAL REACH



6.5M
USERS

SanDiego.org

Email



* Delivered through a combination of print and digital distribution.

What you need to know:

- 1

San Diego welcomes **23.8 MILLION** visitors, spending **\$7.5 BILLION** annually.
- 2

San Diego Tourism Authority spends **MILLIONS OF DOLLARS** marketing the destination to travelers.
- 3

The **US TRAVELER** is more informed and uses more media and sources of information than ever before.
- 4

With such a complex planning landscape, **FULLY INTEGRATED** marketing and advertising is critical.
- 5

Not all clicks are created equal; **MEASURE QUALITY, OVER QUANTITY.** We'll show you how!

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



NANCY BJORK
619.557.2807
nbjork@sandiego.org



GERRY GRANADOS
619.557.2868
ggranados@sandiego.org