TRAVEL IS BIG BUSINESS

THE VALUE OF A DMO

QUALIFIED VISITOR AUDIENCE

MEASURE METRICS THAT MATTER
Tourism is big business in San Diego!

ANNUAL VISITORS

23.8 MILLION

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

SPENDING

$7.5 BILLION

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*

$3.26 Billion Lodging
$2.5 Billion Restaurants
$1.33 Billion Shopping
$1.06 Billion Attractions & Entertainment
$548 Million Transportation

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

*Source: 2019 visitor profile study.
SANDIEGO.ORG
The trusted source for online travel-planning info, including articles, business listings, maps and events.

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

AUDIENCES & SUBSCRIBERS
Consumer: 120,000
Drive Market: 41,000
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: 1.9M
Mobile: 6M
Tablet: 200K

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

**DEMOGRAPHIC PROFILE**

- College Degree (or higher): **63%**
- Female: **56%**
- Age 25-44: **46%**
- HHI: Earn $100k+: **25%**

**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

**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.

*Expedia: Path to Purchase Study 2013
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.

<table>
<thead>
<tr>
<th>Premium Rates: Top Native + 300 x 250</th>
<th>Placement</th>
<th>CPM</th>
<th>Avg CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>$42.00</td>
<td>2.82%</td>
<td></td>
</tr>
<tr>
<td>Targeted</td>
<td>$21.00</td>
<td>0.65%</td>
<td></td>
</tr>
<tr>
<td>Run of Site</td>
<td>$10.00</td>
<td>0.26%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard Rates: Lower Native + 300 x 250</th>
<th>Placement</th>
<th>CPM</th>
<th>Avg CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>$24.00</td>
<td>0.33%</td>
<td></td>
</tr>
<tr>
<td>Targeted</td>
<td>$10.00</td>
<td>0.17%</td>
<td></td>
</tr>
<tr>
<td>Run of Site</td>
<td>$5.00</td>
<td>0.13%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example Campaigns</th>
<th>Impressions</th>
<th>CTR</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event (3 month) Standard</td>
<td>220,000</td>
<td>0.54%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Hotel (1 year) Premium+Standard</td>
<td>385,000</td>
<td>0.53%</td>
<td>$5,000</td>
</tr>
<tr>
<td>Attraction (1 year) Premium+Standard</td>
<td>1,600,000</td>
<td>0.42%</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

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.

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

<table>
<thead>
<tr>
<th>Hotel</th>
<th>Region</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,500</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

PRIORITIZE 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!
EMAIL
Reach engaged and active travel planners!

REACH TARGETED AUDIENCES

- **Consumer:** 180,000
- **Drive Market:** 51,000
- **Group/Meetings:** 16,000
- **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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>CONSUMER</th>
<th>DRIVE MARKET</th>
<th>MEETINGS</th>
<th>MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PREMIER</td>
<td>$500</td>
<td>$500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. FEATURED</td>
<td>$250</td>
<td>$375</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. DISPLAY</td>
<td>$175</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. DEDICATED EMAIL</td>
<td>$3,000</td>
<td>$1,000</td>
<td>$2,500</td>
<td>$500</td>
</tr>
</tbody>
</table>

RESPONSIVE EMAIL FORMAT
Optimized for multi-device viewing!
SOCIAL MEDIA STORY

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

**FOLLOWERS:**
- Facebook 480,000
- Instagram 309,000

**RATES:**
- Story Sponsor $1,200
- Story Takeover $2,500

**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 ‘swipe up’ 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 - April
  - **RATES:** $750 - $1,200

- **Summer**
  - **DATES:** May - July
  - **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:** $750 - $1,200

- **Whale Watching**
  - **DATES:** December - April
  - **RATES:** $750 - $1,200

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

PRINT + DIGITAL

Your printed ad is now enhanced with a digital marketing program

Every Full and Half-page advertiser will be included in the SDTA’s digital marketing channels for meeting and convention planners.

<table>
<thead>
<tr>
<th>Listing, Eighth, Quarter page</th>
<th>Half Page</th>
<th>Full Page</th>
<th>Two Pages+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Guide</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Online Guide</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Email inclusion to Members</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email inclusion to clients</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>1 year of ads on SanDiego.org/meetings</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Additional premium full-page ad</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

Email & LinkedIn

Each Full and Half-page advertiser will be included in a new feature in our monthly email series to our database of over 20,000 clients. Advertisers will also be included in one SDTA LinkedIn post. Quarter, Eighth page advertisers will be included in a complimentary ad in the SDTA’s weekly Member email.

SanDiego.org/Meetings

All Full and Half-page advertisers will be featured with complimentary website ads in our meetings section. Ads will rotate evenly between advertisers. (All materials for online advertising will be supplied by advertiser).

Rates

<table>
<thead>
<tr>
<th>Two-page Spread</th>
<th>Back Cover</th>
<th>Back of Tab*</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Eighth Page**</th>
<th>Listing ***</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,000</td>
<td>$10,200</td>
<td>$9,800</td>
<td>$8,500</td>
<td>$6,600</td>
<td>$4,300</td>
<td>$960</td>
<td>$500</td>
</tr>
</tbody>
</table>

* 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.

Dates

SPACE CLOSE: MARCH 31
MATERIAL DUE: APRIL 15
GUIDES AVAILABLE: JULY 2022
Digital Signage

Rates

<table>
<thead>
<tr>
<th>PREMIUM DISPLAY ADVERTISING</th>
<th>DISPLAY ADVERTISING</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>Includes 10 second ad placement on 11 advertising network displays</td>
</tr>
<tr>
<td>$800 monthly</td>
<td>$480 monthly</td>
</tr>
</tbody>
</table>

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.

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:

NANCY BJORK
619.557.2807
nbjork@sandiego.org

GERRY GRANADOS
619.557.2868
ggranados@sandiego.org

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.
PROGRAM AT-A-GLANCE

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

Print - Targeted Programs

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!

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