

SDTA BRAND AGENCY RFP QUESTIONS & ANSWERS

Question Submission Deadline: February 23, 2024

Q&A Post to Web Deadline: March 8, 2024

- Q.** There are a number of questions in Part II under 'Core Areas of Work' and Part III under 'Proposal Content' in the brief. Should responses to these be segmented or should all of our responses fall within one 'proposal content' file?
- A.** All responses should fall into one proposal content.
- Q.** Do you have any research you can share regarding target audience?
- A.** Executive Summary of San Diego Tourism Authority Visitor Profile, [linked here](#).
- Q.** What is the current budget breakdown between US and Global?
You mention international support a few times in the brief- do you have any priority markets we should be aware of?
- A.** In FY2024, the SDTA invested approximately \$1 million in international media targeting the United Kingdom and Canada with partner contributions from Brand USA.
- Q.** What have been the biggest advertising successes for SDTA in recent years?
- A.** SDTA's biggest advertising successes include a strong ROI across all organizational efforts including marketing and advertising campaigns.
- Q.** What is driving the search for a new partner?
- A.** The decision to open a Request for Proposal (RFP) process is driven by our organizations commitment to ensuring the best possible partnerships for the San Diego Tourism Authority. We recognize the importance of being diligent stewards of our resources and funding provided by the San Diego Tourism Marketing District. Opening the RFP allows us to explore a wide range of options, ensuring that we have thoroughly evaluated all potential partners. By doing so, we can make informed decisions that align with our goals, values, and the needs of our organization.
- Q.** What is the biggest challenge SDTA is currently facing?
- A.** Following the COVID-19 pandemic, San Diego recovered extremely well ranking as one of the top three destinations in the country for both hotel occupancy and average daily rates as well as first among its Western competitive set. The SDTA's biggest challenge moving forward will be to maintain market share as other destinations grow their sales and marketing efforts. Additionally, during the pandemic recovery period, visitation from volume markets remained strong contributing to the destination's overall success but SDTA now faces a "been there, done that" barrier in various spot markets.
- Q.** What is your appetite for creativity of a new approach to your advertising strategy?
- A.** We are receptive to fresh, innovative approaches that complement San Diego's established brand identity. While we deeply value consistency and coherence with our brand, we're equally enthusiastic about embracing creativity that

enhances our brand positioning. Our appetite for creativity lies in finding ways to engage our audience in an authentic, fresh, innovative way while staying true to the essence of who we are.

Q. How do you feel about the current “Happiness is Calling” and “Happy and You know it campaigns”?

A. San Diego’s “Happiness is Calling” tagline relay’s our brand value and continues to be well received and recognized by consumers.

Brand campaigns are produced or refreshed every 3-5 years based on performance, consumer research and advertising awareness. The “Happy and You Know It” brand campaign is the product of extensive brand research with the results confirming that San Diego has a well-defined brand with focus group participants describing the destination as a “feel-good, friendly, vibrant place that is both laid-back and lively.” Both brand and family TV spots and creative assets continue to perform well against their established KPIs with strong advertising recall.

Q. Can you give more insight into your expectations for a proposal and what will be the biggest difference maker in making your decision?

A. We are looking forward to evaluating proposals that showcase how agencies’ strategic thinking and creativity can support our business needs. Please reference the scoring criteria on page 29 of the RFP to see how written proposals will be evaluated.

Q. Which tourism agency either in the US or internationally do you think has been doing a fantastic job and why?

A. Visit California delivers quality work across all media platforms with a research driven approach.

Q. Can you share your current brand guidelines and messaging house?

A. Please see below for the following San Diego Tourism Authority brand resources:

- (1) Brand Positioning: [Linked here](#)
- (2) Brand Pillar Definitions: [Linked here](#)
- (3) [Linked here](#), campaign specific guidelines for current brand campaign “Happy and You Know It” and meetings and groups campaign “Meet America’s Brightest City”

Q. Can you share what your current analytics and martech stack looks like?

A. As part of our ongoing commitment to staying ahead in the ever-evolving landscape of marketing technology, we welcome recommendations and proposals from potential partners who can provide innovative solutions. Internally, we currently use the following vendors to monitor advertising analytics:

- (1) Marketing Ad Effectiveness/ROI: Omnitrak
- (2) Brand Health Research: SMARI
- (3) Analytics and Reporting Tools: Google Analytics
- (4) Advertising Platforms: Google Ads, Meta Ads, LinkedIn Ads

Our expectation is that our agency on record (AOR) is to provide 24/7/365 access to campaign management and analytics via a dashboard to demonstrate the effectiveness of each campaign against the established KPIs.

- Q.** In the US do you have market breakdowns or do you just run nationally? Same for global, do you have a list of cities/countries?
- A.** During FY 2024, the San Diego Tourism Authority ran a National digital program of work with traditional media elements (TV, Out-of-Home) targeting 10 key spot markets including Los Angeles, San Francisco, Sacramento, Seattle, Denver, Las Vegas, Phoenix, Dallas, Chicago, and New York. Our international advertising efforts targeted the United Kingdom and Canada.
- Q.** How many agencies are involved in the search at this stage? Is the current agency involved in this pitch?
- A.** This information is proprietary to SDTA.
- Q.** How do you currently measure success? Any API available?
- A.** The overall program of work is measured through ROI studies and ad effectiveness research. Campaign specific success ranges by identified KPIs including click-through rate, conversion rate, cost per click, return on ad spend, impressions, reach, frequency, engagement rate and average engaged duration/time on site.
- Q.** Do you have an idea of how many SDTA board meetings the agency would be expected to attend annually? Do you expect to need the full account team present for those?
- A.** The agency on record would need to attend SDTA board meetings on an as needed basis and it is not a requirement to attend each board meeting. The full account team is not expected to be present for board meetings and agency representation is dependent on agenda items.
- Q.** Can you confirm prioritization of your target audiences?
- US travelers versus California travelers versus international travelers
 - Leisure versus business
 - Consumer versus trade audiences
 - What are your priority domestic markets?
 - What are your priority international markets?
- A.** 90% Domestic Travelers, 10% International Travelers
- A.** 80% Leisure Travelers, 20% Business Travelers
- A.** Consumer audiences are the priority for advertising efforts with campaign specific support to trade and sales audiences
- A.** Domestic Markets: In FY 2024, the SDTA ran a National digital program of work with traditional media elements (TV, Out-of-Home) targeting 10 key spot markets including Los Angeles, San Francisco, Sacramento, Seattle, Denver, Las Vegas, Phoenix, Dallas, Chicago, and New York.
- A.** International Markets: In FY 2024, the SDTA ran International advertising campaigns targeting the United Kingdom and Canada.
- Q.** Have you defined audience personas/segments or is this part of the scope of work?
- What are the defining attributes of travelers coming to San Diego? Please share any demographic and psychographic information of both existing audiences and opportunity audiences, as available.
- A.** [Linked here](#) is the executive summary of the San Diego Tourism Authority's visitor profile study.
- Q.** What brand campaigns inside or outside of your category do you particularly admire? What type of work makes you jealous?
- A.** Inside Travel Category: Airbnb provides an emotional connection to its audience while communicating authentic, unique experiences across diverse destinations.

- A.** Outside Travel Category: Vuori as an athletic clothing and activewear appeal brand represents the Southern California coastal lifestyle with their campaign creative paying off their “Invest in Happiness” tagline.
- Q.** Who do you consider your direct competitors? Aspirational competitors?
- A.** Southern California and West Coast destinations including Los Angeles, Anaheim, Palm Springs, San Francisco, and Las Vegas. Hawaii is considered an aspirational competitor.
- Q.** What are the key values and brand priorities for San Diego tourism?(e.g. sustainability)
- A.** [Link: San Diego Brand Positioning](#)
- A.** [Link: San Diego Brand Pillars](#)
1. Outdoor Recreation
 2. Family
 3. Culinary
 4. Arts & History
 5. Entertainment
- Q.** Are you seeking new brand creative with this contract or is it supporting production for the existing campaign?
- A.** We are open to exploring new brand creative opportunities as part of this agency contract. Based on when the new contract is awarded and the start of the SDTA’s fiscal year beginning July 1, 2025, existing creative will be utilized during any transition periods.
- Q.** Are you able to share current campaign materials and design guidelines?
- A.** Please see below for the following San Diego Tourism Authority brand resources:
- o Brand Positioning: [Link](#)
 - o Brand Pillar Definitions: [Link](#)
 - o Campaign specific guidelines for current brand campaign “Happy and You Know It” and meetings and groups campaign “Meet America’s Brightest City”: [Link](#)
 - o CONNECT Blog Post: San Diego Tourism Launches Spring Advertising Programs <https://connect.sandiego.org/2023/01/26/spring-advertising-programs-2023/>
- Q.** What data sources do you use to track revenue generated? At what frequency and granularity is that data available?
- A.** While advertising on Online Travel Agency platforms, we utilize partner provided data from partners including Expedia, Priceline and Hopper. Revenue is also tracked through Omnitrak ad awareness studies and lodging revenue.
- Revenue generated from the sandiego.org website is not included as part of this scope of work.
- Q.** Do you conduct any regular brand health or other tracking studies today? If so, can you please share the partner used, frequency, and audiences measured?
- A.** The SDTA conducted Brand Health research in 2021 with SMARInsights, [linked here.](#)
- A.** The SDTA partners with Omnitrak to conduct Advertising Awareness, ROI and brand perception research which is fielded monthly during campaign flights.

- Q.** What do you see as your primary challenges or barriers to success, both internally and among stakeholders and with the traveler audiences you aim to attract?
- A.** Following the COVID-19 pandemic, San Diego recovered extremely well ranking as one of the top three destinations in the country for both hotel occupancy and average daily rates as well as first among its Western competitive set. The SDTA's biggest challenge moving forward will be to maintain market share as other destinations grow their sales and marketing efforts. Additionally, during the pandemic recovery period, visitation from volume markets remained strong contributing to the destination's overall success but SDTA now faces a "been there, done that" barrier in various spot markets.
- Q.** Is the \$32M per year or per contract terms? (3yr)?
- A.** The \$32-35 million budget is an estimate per year and is inclusive of agency fees, media buying and creative production. Budgets are determined on an annual basis and approved by the San Diego Tourism Marketing District.
- Q.** How do you split your media spending between domestic and international markets?
- A.** Our FY 2025 strategic plan that has been submitted to the San Diego Tourism Marketing District has a full budget of \$29 million with \$28 million dedicated to domestic U.S. and \$1 million dedicated to international markets.
- Q.** What is the current split between media spending and the production fees?
- A.** During FY 2024, the SDTA has a media budget of \$30 million and a production budget of \$2.3 million.
- Q.** What percentage of the \$32M do you estimate to be media buy? Or are you looking for our guidance on how to split the budget?
- A.** During FY 2025, we estimate \$29 million to be dedicated to media with the remaining funds allocated to production and agency fees.
- Q.** Should we provide campaign concepts and a media plan in this round of the proposal, or will there be campaign development assignment / brief given in the pre-calls (April 22) for the third round of the pitch?
- A.** There will be no further creative development assignment included throughout the RFP process and there is no requirement or expectation to share campaign concepts or media plans. Any strategic plans, creative concepts, or media planning insights should be included within the initial proposal submission.
- Q.** Will you accept hand delivered (courier) proposals in lieu of FedEx/UPS?
- A.** Yes, but a PDF and/or a file transfer of the original proposal must also be sent via e-mail. If you plan to hand deliver proposals, please note that the San Diego Tourism Authority currently works on a hybrid schedule and SDTA staff is office Tuesdays, Wednesdays and Thursdays from 8:30am – 5:00PM PST located at 750 B Street, Suite 1500, San Diego, CA 92101.
- Q.** Will the incumbent agency be bidding as part of the RFP process?
- A.** Yes
- Q.** In part III- Proposal Structure –“Proposed strategies to drive destination demand,” “buying power/ media discounts/negotiating,” “database tools for media tracking and reporting” and “team approach” are lists in the proposal content but there's not detail given in the outline for those sections can you please provide.
- A.**
- Proposed Strategies to Drive Destination Demand

- (a) We are open to reviewing any proposed creative or media strategies within submitted proposals.
 - Buying Power/Media Discounts/Negotiation
 - (a) Provide details on the type and level of media discounts or buying power your agency can bring to support efficient and effective media buys to reach SDTA established goals.
 - Data Base Tools for Media Tracking and Reporting
 - (a) Identify tools and the source of the data used to track and report media activity by medium/channel from the top of the funnel through conversion. Please be detailed and identify all KPIs you recommend tracking.
 - Team Approach
 - (a) How does your team devise and implement strategies to bring awareness to and promote a company's brand, look for new market opportunities, and increase sales of products or services.
- Q.** Which domestic and global markets will require support?
 - A.** Our latest FY 2025 strategic plan targets a Domestic National digital audience with spot market efforts in Los Angeles, San Francisco, Phoenix, Denver, Seattle, Dallas, Chicago and New York and international campaigns targeting Canada and the United Kingdom.
- Q.** The pre-calls with finalists can you clarify what that will entail? What are the expectations coming out of that call and for the final in- person presentations? (Is it a presentation of the RFP submitted, or is there an additional assignment at this point?)
 - A.** Pre-calls will be held with the shortlisted agencies only. There will be a QA session with the SDTA marketing team to level set those agencies before the final presentation.
- Q.** Would the international advertising be directed from the SDTA U.S. offices, or would there be inputs from market representatives within each market?
 - A.** All advertising efforts will be directed from the San Diego Tourism Authority HQ in San Diego with input from Trade and/or Public Relations market representatives within the respective market.
- Q.** Would the AOR be working with international partners that already have relationships with SDTA? If so, how many partners?
 - A.** The SDTA has public relations and trade support in various markets who will continue to be an on the ground resource but creative and media direction will be provided by SDTA's COO and Brand Management team.
- Q.** Will the international partners also be new, or will we be working with partners who have experience with your business?
 - A.** The SDTA has public relations and trade support in various markets who will continue to be an on the ground resource but creative and media direction will be provided by SDTA's COO and Brand Management team.
- Q.** What is your appetite in terms of creative work, what do you see as being the gold standard in travel advertising? ("Las Vegas what happens here stays here?")
 - A.** Visit California delivers quality work across all media platforms with a research driven approach.
- Q.** Will Co-op partners be identified in the advertising?
 - A.** Co-op opportunities are not yet determined and are evaluated on an annual basis.

- Q.** Historically, have you typically created unique ads for each of the global markets?
A. Yes. Each market ranks destination attributes differently basis on their travel motivators.
- Q.** Humor is a great way to breakthrough and create an emotional connection with the audience. Is humor something you're open to in the work?
A. We are open to evaluating all creative explorations.
- Q.** Are there any topics or themes considered to be pitfalls unique to San Diego tourism brand that we should be that we should avoid or be aware of?
A. We're committed to ensuring our messaging resonates positively with our audiences. It's important that we remain mindful of certain topics or themes that may inadvertently cause offense or be perceived as insensitive and we're mindful to not perpetuate stereotypes of cliches that may oversimplify the richness of our destination's offerings.
- Q.** Historically, what creative executions are you most proud of or feel have been the most effective in portraying what makes San Diego a unique and special destination?
A. San Diego's brand campaigns continue to be well received, keeping San Diego top of mind as a premier leisure and business destination. Additionally, video content initiatives including a local insider's series, "Guides to the Good Stuff" and social forward series like "One Bright Idea" provide unique storytelling opportunities to highlight the variety of product offerings in San Diego.
- Q.** The RFP states the budget does not include production or T&R. Do you have an established budget that you can share?
A. The annual estimated budget outlined on page 10 of the RFP states that the \$32-35 estimated budget is inclusive of agency fees, media buying and creative production.
- Q.** RP a is a SAG signatory agency. Have you historically worked this way?
A. No, the SDTA has not historically worked this way.
- Q.** Do you currently have any must use talent/music rights that we should be aware of?
A. No, all talent, music right and usage is on a fiscal year or campaign cycle.
- Q.** How many spots a year have you made historically?
A. The SDTA typically shoots, produces, or refreshes two brand spots per year depending on media placements and environment.
- Q.** How many times a year have you historically shot?
A. Full brand television commercial shoots occur every 1 to 3 years. Content video shoots occur at least 5x times per year.
- Q.** Is there seasonality to the messaging?
A. Historically, seasonal campaigns have been deployed to support need periods from destination partners. Sub-audience campaigns like "Kids Free San Diego" in October and "San Diego for the Holidays" have been deployed to drive visitor demand during off-peak seasons. We have also deployed value and luxury messaging within key planning windows to target various holidays like Spring Break.
- Q.** Do you expect the AOR to create unique content for social channels?
A. Yes.

- Q. Will organic social channels be a part of the assignment?
- A. Organic social media management is not included in this scope of work and is handled internally through SDTA's Digital Marketing department. The SDTA's digital marketing team also manages a social media agency contract with Katalyst who oversees the social community management efforts.
- Q. Do you currently work with content creators, and are there some that would continue with the new AOR?
- A. Yes, the SDTA currently works with paid content creators with current contracts in place through FY 2024, concluding June, 30, 2024. Content creator strategies and partnerships are evaluated on an annual basis.
- Q. If you do work with content creators, are they contracted through the AOR?
- A. Yes, paid content creators are managed through the AOR.
- Q. Is translation required for domestic and global efforts? If so, what languages?
- A. While translation support is not required within this scope of work, we welcome any additional resources that could enhance our global marketing efforts.
- Q. Does the line item for developing website content require web development?
- A. No, website content development is strictly to support the advertising program of work and storytelling efforts. The sandiego.org website redevelopment is a separate project being managed by Miles Partnership.
- Q. We assume you already have a brand health tracker in place and have an existing approach for tracking advertising awareness. Can you tell us who handles it, and how satisfied you are with it/or not - and why?
- A. Omnitrak manages SDTA's advertising awareness.
- Q. Will you please provide more details about what is expected in the creative testing and research support on page 19 and 20?
- A. [Sample report linked here.](#)
- Q. Are there channels that have historically performed the best? Conversely, channels you've had less success with, but have interest in exploring further?
- A. Advertising awareness tracking results report that a mixed media approach leads to an overall stronger recall, greater consideration and intent to visit San Diego.
- Q. Can we consider audio as a channel?
- A. Yes.
- Q. What do you believe to be the biggest challenges that media can help solve?
- A. Increase awareness and perception of San Diego as a premiere destination while educating consumers on the variety of offerings and experiences.
- Q. Is there a typical planning cycle with dates that should be adhered to?
- A. Yes, please reference the FY 2024 media flowchart, [linked here.](#)
- Q. He's very robust CRM data source of first- party data that can be used for audience targeting and creating look- alike? Go back
- A. We do have a robust source of first-party data existing within our digital ecosystem.
- Q. How were you defining co-op? What are the existing digital co-op programs? Is there co-op spending available, in addition to the listed budget? If so, how much and what are the terms?
- A. Co-op opportunities are not yet determined for FY 2025.

- Q.** How is co-op different from promotional strategic partnerships?
- A.** Co-op advertising involves collaboration between SDTA and its member businesses, where both parties share the cost of advertising. Promotional strategic partnerships involve multiple businesses to achieve a mutual marketing goal.
- Q.** Are there currently strategic promotional partnerships that are requirement or that you've seen success with?
- A.** Kids Free San Diego promotion in October which brings together 100_ SDTA member hotels, museums, attractions and restaurants.
- Q.** Will the AOR be responsible for paid search?
- A.** Yes.
- Q.** What would the monthly trend reports entail? (Length, format, type of information).
- A.** Monthly reporting is dependent on advertising campaign activity within the month therefore there is no required length. Stakeholder reporting information should include campaign strategies, target audience, media partners, media performance, media spend, gross impressions and overall impact to SDTA's marketing program. Trend reports should be macro level insights as to what is happening in the travel and media landscape that could impact San Diego and our advertising strategies.
- Q.** How frequent are the internal SDTA staff meetings, and are they in person, on video conference, or a mix of both?
- A.** The agency on record is expected to meet with SDTA internal staff at least 2x per week. (1) The start of the week for a virtual immediate team huddle to review hot list, outstanding projects, and campaign reporting (2) Weekly in-person status meeting with additional team members based on agenda items. If the agency is located within San Diego, the expectation is that the weekly status meeting is held in person for creative and media presentations however in person and virtual meeting cadence will be determined and discussed during the finalist's evaluation period based on agency HQ location.
- Q.** What is the anticipated level of effort to support the miscellaneous efforts listed? Would you provide some examples of what is required?
- A.** Various project support as needed. Miscellaneous support could include Annual Meeting highlights video, corporate collateral production and/or development of brand promotional items.
- Q.** Evaluation Process and Criteria -will you be providing an editable version of attachments A, B, and staffing budget for completion?
- A.** No, you should submit your own budget and staffing forms similar to the example given in the RFP on page(s) 27 & 28.
- Q.** Has there been any messaging, creative or audience testing in the past two years, if so, can you please share the details and results?
- A.** Brand Health Research
- A.** Omnitrak Ad Awareness Research
- A.** [All materials linked here.](#)
- Q.** Our spec creative ideas expected or allowed as part of this RFP response?
- A.** Yes, we are open to creative ideas within this RFP response.
- Q.** Other than what we can find on sandiego.org, is there any other research the incumbent has access to that the participants in this RFP can review as well?
- A.** Brand Health Research

- A. [Omnitrak Ad Awareness Research](#)
- A. [Visitor Profile Executive Summary](#)
- A. [All materials linked here.](#)
- Q. On page 7 you mentioned a secondary source is implementing awareness tracking and ROI measurement period is there already something in place that is tracked by STA or is the opportunity here to start from scratch, or a mix of both?
 - A. [The SDTA currently works with Omnitrak to track advertising awareness however we are open to evaluating additional research vendors based on agency experience that aligns with the SDTA's tracking goals.](#)
- Q. On page 7 what specific global markets are you referencing?
 - A. [In FY 2024, the SDTA International consumer direct advertising campaigns targeted the United Kingdom and Canada.](#)
- Q. On page 8 how many SDTA agencies do you currently work with globally and domestically that you intend to keep for this contract (within the miscellaneous item)?
 - A. [SDTA will continue to work with its social media community management, trade development and public relations firms both domestically and globally.](#)
- Q. On page 14 historically, what percentage of the budget has stemmed from co-op funds versus what has been corporate/ national contributions?
 - A. [N/A – not yet identified.](#)
- Q. On page 15 through page 19 for each campaign, is it a separate business team at STA that works on it and would need access, or is it 1 core team who would need the various campaigns isolated out to share with key stakeholders?
 - A. [There is one core SDTA team that the agency on record will work with. Key team members and C-suite executives will provide direction and input as needed but all communication will be managed through SDTA's COO and Director of Brand Management.](#)
- Q. On page 16 what is the historical breakout of media spend across initiatives? Is this flexible?
 - A. [FY 2024 Media Flowchart is \[linked here\]\(#\). Media spend across initiatives is flexible and will be determined throughout strategic planning windows.](#)
- Q. On page 17 regarding key partners do you already have existing dedicated contacts for each or would you prefer to rely on pre-existing agency relationships with these partners?
 - A. [We currently work with Omnitrak on a fiscal year contract basis and have had success in measuring advertising awareness however we are open to reviewing new vendors that align with our measurement goals.](#)
- Q. On page 18 within media operations, you mentioned oversight of external buying agencies. Is this referencing only third party subcontractors used in this RFP response, or are there pre-existing agencies that will need to be overseen by the agency awarded this contract?
 - A. [There are no third-party pre-existing agencies that will need to be managed by the AOR. We are open to reviewing additional media buying firms that can extend media buying power both domestically and internationally.](#)
- Q. On page 18 can you please share data on your current and (ideally trend of) awareness, consideration and conversion?
 - A. [Omnitrak Integrated Marketing Campaign Awareness Study: \[Linked Here\]\(#\)](#)

- Q.** Are there any long term media contracts that we should be aware of?
A. No.
- Q.** On page 18, are there specific business goals and metrics that you are looking to unlock (i.e., increase revenue at local hotels by 3%, have 20% new visitors to San Diego, goose business travel bookings by 5%, etc.) versus overall awareness, consideration and trial?
A. The San Diego Tourism Authority is currently in development for a 10-Year Destination Stewardship Plan. The initial discovery phase including community input has just been completed in February 2024. Once the results are shared and the stewardship plan is formed, business goals and metrics will be identified for future marketing initiatives.
- Q.** On page 19 regarding ongoing annual campaigns (social SEM), is the expectation that those are the only evergreen channels or are we able to recommend other channels beyond that to include?
A. We are open to other channels providing foundational, always-on support.
- Q.** On page 23, for “Proposed strategies to Drive Destination demand”, it is our assumption this means high- level thought starters and thought process vs. tactical opportunities at this time, but wanting to confirm?
A. See (Page 5)
- Q.** What is your current media mix from a media investment standpoint?
A. Please reference the FY 2024 media flowchart, [linked here](#).
- Q.** What are some of the top channels/tactics that you've seen successes within the past?
A. Please reference the Omnitrak advertising awareness report, [linked here](#).
- Q.** How are you currently buying your broadcast and CTV/OTT? Still done on spot DMA/level?
A. Please reference the FY 2024 media flowchart, [linked here](#).
- Q.** Are there seasonal initiatives that you focus on? Are there peak times that you flight media during?
A. Please reference the FY 2024 media flowchart, [linked here](#).
- Q.** Is your target audience well defined as it stands? How often are you looking for the agency to work with your research team to keep updated and analysis on this target? Will there be a period of audience discovery/audience research updates prior to launching initial media with the new agency?
A. Yes, these will be determined, discussed, and aligned upon during the media planning process.
- Q.** What are your priority social channels? What channels are you looking to grow?
A. From an owned channel perspective, we have social media presence on Meta, YouTube, TikTok, Pinterest, X and LinkedIn. TikTok is one of the newest social platforms that has the greatest opportunity for growth.
- Q.** What are the levels of support currently for the regions i.e., Coronado and Mission Valley? Is there still focus for marketing campaigns and media dollars for this?
A. No. All regions within the San Diego Tourism Marketing District (Downtown, Point Loma Peninsula, Mission Valley, Mission Bay, La Jolla, North Coastal and North Inland) are included in the Base program of work.
- Q.** Are you still focused on a Western region by? Or have you expanded into National territories?
A. Please reference the FY 2024 media flowchart, [linked here](#).

- Q. What is the current OTA strategy that the destination is employing and what is the current breakout of this in terms of the budget?
- A. Please reference the FY 2024 media flowchart, [linked here](#).
- Q. What is the current co-op strategy for SDTA and other attractions? How much of this budget is attributed to them each year?
- A. Co-op strategies are not yet defined.
- Q. Does load factor still come into play for deciding new regions or feeder markets? Is this analysis still used in marketing?
- A. Yes, load factor, air route development and confirmed airlift is still used to marketing analysis.
- Q. Knowing that international travel from Asian markets is looking to be flat slightly 2024/25 what is the marketing media strategy currently employed to help this?
- A. Asian markets are currently trade development markets.
- Q. How much of the budget is focused around international currently?
- A. Please reference the FY 2024 media flowchart, [linked here](#).
- Q. What are the priority markets to focus on for the coming years in marketing outside of international growth?
- A. Within the last two fiscal years, new spot markets include Dallas, Chicago and New York. We also need to continue to focus on educating San Diego's nearby drive markets to combat the "been there, done that" travel barrier.
- Q. How are key markets selected? Do you rotate markets based on campaign/timing?
- A. The SDTA uses the Marketing Allocation Platform data provided by Future Partners to determine key markets. Additional factors including media budget, market health and media landscape are taken into consideration. Spot markets do fluctuate based on campaign timing. Please reference the FY 2024 media flowchart, [linked here](#).
- Q. How are you currently quantifying ROI outside of a cost per visit metric?
- A. ROI is measured as the incremental TMD room night revenues generated by our marketing and sales programs of work.
- Q. Do you have a preferred dashboard partner you've used in the past?
- A. No.
- Q. How are your current dashboards organized and reported on? Is this a real time access the SDTA team has?
- A. The AOR is responsible for managing campaign media dashboards. Campaign KPIs are integrated into the dashboards where SDTA has real time access to campaign data, performance and historic optimizations.
- Q. What are the current brand study metrics outside of the larger destination annual meetings that partners are performing for the region?
- A. Brand health questions are integrated into the Omnitrak advertising awareness measurements.
- Q. From a media perspective, what sort of brand studies do you perform? How is this factored into media performance and KPI's?
- A. As we meet spend thresholds with various media partners, brand studies are often provided as added value through social platforms like Meta, TikTok and YouTube.

- Q.** What do you feel your most successful creative tactic is from a digital standpoint? Traffic drivers or ads that keep users engaged for dwell time and dwell rate?
- A.** This is dependent on each campaign KPIs. We view click through rate and time on site as individual benchmarks based on the objective of the campaign which may vary based on if it's a promotional focused campaign versus an education/storytelling approach to highlight the destinations offerings.
- Q.** Do you have current benchmarks that you'll be sharing with the selected agency?
- A.** Yes.
- Q.** Is there first party data to leverage? Is there a CRM program in place that media can tap into?
- A.** Yes.
- Q.** What does success look like after six months? 1 year? 3 years?
- A.** Six Months: Collaborative and receptive onboarding process
- A.** 1 Year: Strong foundational partnership in place
- A.** 3 Years: Advertising campaigns and SDTA/AOR partnership continue to elevate perception of San Diego
- Q.** In the last 12 months, have there been any tactic, message or media channel that has worked surprisingly well? What has been a surprising disappointment?
- A.** Tripadvisor Premium Partnership
Link: <https://connect.sandiego.org/2023/04/06/san-diego-tourism-launches-national-partnership-program-with-tripadvisor/>
- Q.** How satisfied are you with growth in the value of the San Diego economy that is attributed to the SDTA efforts? What's not getting acknowledged and attributed to your organization?
- A.** The SDTA will need to continue its brand stewardship efforts to educate the community, stakeholders and partners the value of our sales and marketing efforts along with the positive economy contribution that tourism brings to San Diego.
- Q.** How satisfied are you with the growth and the value of San Diego's cultural capital that is attributed to SDTA efforts? What's not getting acknowledged and attributed to your organization?
- A.** There has been great progress with the growth of the cultural capital in San Diego. The SDTA's challenge will be continuing to learn about all efforts across various stakeholder groups.
- Q.** How satisfied are the 900 or so member businesses of the SDTA with the ROI they see from their membership dues? What would you like to see improved?
- A.** Member survey results show that they are satisfied with the benefits, exposure and opportunities received from their SDTA membership with a 93% retention rate.
- Q.** How would you describe the essence of San Diego's brand as an experience that SDTA would most like to convey?
- A.** Please see below for the following San Diego Tourism Authority brand resources:
(1) Brand Positioning: [Linked here](#)
- Q.** What aspects of the San Diego brand do you think are valuable yet most under leveraged?
- A.** The San Diego Tourism Authority is currently in development for a 10-Year Destination Stewardship Plan. The initial discovery phase including community input has just been completed in February 2024. Once the results are shared and the stewardship plan is formed, business goals and metrics will be identified for future marketing initiatives.

- Q.** To what degree has SDTA explored connecting remote prospects digitally to live San Diego experiences as an engagement and conversion strategy?
- A.** Additional clarification requested.
- Q.** Knowing that the current campaign has been in market over 10 years, what are your hopes for a new campaign to accomplish?
- A.** The current “Happy and You Know It” brand campaign launched in 2022 and the SDTA historically produces a new brand campaign every 3-5 years. San Diego’s “Happiness is Calling” is a tagline that remains consistent and communicates San Diego’s brand value across consumer direct campaigns.
- Q.** Outside of tourism marketing, what other entertainment brands do you admire? What are they doing that most impressed you?
- A.** Outside of the travel category, Vuori as an athletic clothing and activewear appeal brand represents the Southern California coastal lifestyle with their campaign creative paying off their “Invest in Happiness” brand positioning.
- Q.** Has the focus on any of the opportunity groups changed in the last five years? What has shaped the priority?
- A.** During FY 2024, we have added an advanced audience strategy layering in various sub-audience campaigns to target actionable audiences including LGBTQIA+ travelers, California luxury travelers, Family and Domestic Spanish speaking travelers.
- Q.** What new consumer challenges have you seen emerging in the destination tourism market that you'd like the next wave of SDTA marketing efforts to address?
- A.** The landscape of destination tourism marketing has transformed with the evolution of media platforms and the shifting and varying behavior of consumers across five distinct generations. Multi-generational marketing approaches must be executed that resonate with the values, interests and communication styles of each generation while still communicating San Diego’s brand attributes and destination offerings.
- Q.** What new consumer opportunities have you seen emerging in the destination tourism market that you'd like the next wave of SDTA marketing efforts to address?
- A.** The San Diego Tourism Authority is currently in development for a 10-Year Destination Stewardship Plan. The initial discovery phase including community input has just been completed in February 2024. Once the results are shared and the stewardship plan is formed, business goals and metrics will be identified for future marketing initiatives.
- Q.** What are the most important learnings from the current chapter of SDTA marketing that you want to see taking into account for the next chapter?
- A.** While the SDTA refreshes brand advertising creative each year, the consistent marketing in key opportunity markets aligned with San Diego’s brand positioning has built a strong foundation for consistent visitation.
- Q.** What aspects of overall SDTA marketing would you like to see most improvement in?
- A.** Increased efforts to share our work with the local San Diego market as all our advertising efforts are deployed outside of San Diego to increase visitation into the market.

- Q.** What do you feel the change needs to be for the current creative strategy?
- A.** Continue to elevate and evolve while still communicating the authentic San Diego experience.
- Q.** What's your view of the balance between brand focused versus performance oriented marketing? How is the mix changing and what influences are behind it?
- A.** We utilize a full funnel marketing approach and believe that the balance between both are crucial for achieving long-term brand growth and short-term business objectives. Both approaches serve distinct purposes with the brand advertising focusing on shaping brand perception and building emotional connection with consumers while performance-oriented strategies have a targeted approach and make an immediate impact for various promotional campaigns.
- Q.** Are you able to share the most recent market research that you have done on the destination?
- A.** [Executive Summary of San Diego Tourism Authority Visitor Profile LINKED HERE](#)
- Q.** What are your goals or priorities when it comes to targeting business travelers versus leisure travelers?
- A.** Provide support to the SDTA sales team to communicate why San Diego is the ideal destination to host your business meeting or event. Advertising campaigns target Meeting Planners and C-Suite executives who are influential in the location decision making process.
- Q.** What percent of your visitors are from drive markets versus domestic fly markets versus international markets?
- A.** [Executive Summary of San Diego Tourism Authority Visitor Profile LINKED HERE](#)
- Q.** What are your goals priorities when it comes to attracting visitors from drive markets versus fly markets versus international markets?
- A.** Increase awareness, consideration and intent to visit and overall bookings to San Diego Tourism Marketing District hotels.
- Q.** Do you have any specific brand initiatives for the coming year?
- A.** [Increase storytelling efforts about San Diego's brand experience pillars. Link: San Diego Brand Pillars](#)
1. Outdoor Recreation
 2. Family
 3. Culinary
 4. Arts & History
 5. Entertainment
- Q.** Are there any existing brand marketing initiatives currently run and managed by SDTA that you would want to continue?
- A.** [Link: San Diego Brand Pillars](#)
1. Outdoor Recreation
 2. Family
 3. Culinary
 4. Arts & History
 5. Entertainment
- A.** Continue promotional campaigns (i.e.; Kids Free San Diego) as needed.

- Q. Are there any markets that San Diego tourism prioritizes already, domestically or internationally?
- A. Yes, please reference the FY 2024 media flowchart, [linked here.](#)
- Q. Aside from targeting fly, drive, and international markets, are there any additional considerations when identifying and targeting more defined audience segments within each market?
- A. Hotel visitor volume.
- Q. Is website assistance included in the agency responsibilities, whether it be design, development and or management?
- A. No, website development and management is not included within the AOR scope of work and is a separate project being developed by Miles Partnership.
- Q. Do you manage your organic social media in house, or do you engage an outside agency for that?
- A. Organic social is handled in house by SDTA's Digital Marketing department with additional support from Katalyst, a San Diego based social media agency who oversees community engagement and management.
- Q. Which fly and drive markets do you currently target with paid media?
- A. Yes, please reference the FY 2024 media flowchart, [linked here.](#)
- Q. What kind and level of media support have you had in these markets in the past? What has been the most effective media channel?
- A. Yes, please reference the FY 2024 media flowchart, [linked here.](#)
- Q. Are you interested in targeting additional markets? If so which ones?
- A. Based on media budgets available, we are open to evaluating spot markets with a research driven approach to maintain presence in key volume markets.
- Q. Over the course of a year, how many key campaign travel periods do you promote with paid media efforts? How are you flighting your marketing campaigns?
- A. Yes, please reference the FY 2024 media flowchart, [linked here.](#)
- Q. Do you run a full- funnel media mix in all target markets?
- A. Yes, please reference the FY 2024 media flowchart, [linked here.](#)
- Q. Currently, how do you select fly markets for which to run paid media campaigns? How has the mix of fly markets in the international markets changed year- over- year?
- A. We utilize Tourism Economics Marketing Allocation Platform and review visitor volume into San Diego.
- Q. Are you currently buying digital media- direct, through a rep, or through an agency?
- A. Digital media buying is currently handled through the AOR and that is the expectation for this scope of work.
- Q. What is SDTA's current relationship with TripAdvisor and Hotels.com? Are you integrated with them and does your integration include paid media support?
- A. Yes, we continue to work with online travel agency platforms including Tripadvisor, Expedia, Priceline and Hopper from a paid perspective.
- Q. Are there media channels in your mix that you wish performed better? Are there any media channels for which you would like to increase spending, decrease spend, or eliminate altogether?
- A. No, the full funnel media approach continues to be successful. Spending and media tactics for each campaign is determined upon during planning periods.

- Q.** What is the cadence of your paid media campaigns? What percentage is allocated towards evergreen efforts versus key campaign travel periods?
- A.** Please reference the FY 2024 media flowchart, [linked here](#).
- Q.** How are you currently measuring the success of your media campaigns?
- A.** Through Omnitrak advertising awareness tracking and visitor volume.
- Q.** Can you clarify that you are not looking for a brand refresh but rather marketing campaigns that fit within existing brand guidelines? In other words are we to maintain the existing visual identity of the visit San Diego brand when it comes to brand/ mark logo, color palette, and typeface?
- A.** The San Diego brand/mark logo is well recognized and established and we are not interested in updating it at this time. We are open to refreshing the San Diego brand through new campaigns, colors and typeface.
- Q.** What creative/design resources/staff do you have in house?
- A.** The SDTA has an in-house production team that reports to the Director of Brand Management including a Design & Production Manager and a Production Coordinator.
- Q.** How many video and or photo shoots have you done in an average year? What have been the average budgets for your video and photo shoots?
- A.** Budgets varying from \$5K - \$1.5M. The number of shoots vary based on if we are producing a new Brand TV commercial or content development.
- Q.** Over the course of a year, how frequently do you refresh/update the creative running within paid media buys? How many creative campaign options are needed each month?
- A.** Creative is constantly reviewed and refreshed based on media performance however the brand campaign and positioning remains consistent throughout all creative executions.
- Q.** What is the typical production volume for campaigns you've run in the past? Roughly how many resizes on average are needed per campaign?
- A.** Creative resizes are dependent on campaign deliverables and vary based on ad placements. On average, a run of site animated digital display package is 6-7 ad sizes and we produce 2-3 creative executions for varying San Diego creative messaging. In various partnerships, we also execute high impact video units or premium ad placements.
- Q.** There are 20 points awarded to creativity. Is this score based on sample past work or our proposed creative strategy to drive demand in response to the RFP?
- A.** We are open to reviewing proposed creative strategies to solve San Diego's current business problems or historical work samples.
- Q.** One of the core areas of work is research and analytics. Would new research be needed as part of the scope of work?
- A.** Yes, the expectation is that the AOR would collaborate with SDTA's Director of Research to facilitate advertising awareness tracking efforts and brand health studies as needed.
- Q.** Does SDTA capture and utilize first party data for analytics and targeting across paid efforts/look alike models?
- A.** Yes.

- Q.** On page 23, you provide a list of content sections to include in our proposal and then on subsequent pages you provide detail on what each of these sections should include except for the bullet items below. Do you have any guidance on what we should provide or include for the items below and how you would like the information to be presented?
- Proposed strategies to drive destination demand
 - Buying Power/ Media Discounts/Negotiating
 - Data Base Tools for Media Tracking and Reporting
 - Team Approach
- A.** See (Page 5)
- Q.** Can you expand on your international media buying requirements, including markets and channels, e.g.: digital, traditional- linear TV, OOH, etc.?
- A.** Please reference the FY 2024 media flowchart, [linked here](#).
- Q.** How many agencies are proceeding to the next phase in your process?
- A.** This information is proprietary to SDTA.
- Q.** If we proceed, will you provide a full briefing session or are we limited to the information in the RFP document (and responses from this Q&A)?
- A.** Yes, see (Page 6) regarding pre-calls for those agencies shortlisted.
- Q.** Are you looking for a full strategy and creative spec work (concepts) in our response?
- A.** While it is not a requirement, we are open to reviewing creative concepts within the RFP.
- Q.** What are your payment terms for agency fees and external costs such as media, production, travel?
- A.** Net 30.
- Q.** We are a private company and we don't disclose our financial statements. Will that disqualify us?
- A.** If your agency is chosen to move forward to the finalist's selection, financials will need to be submitted for review for financial accountability.
- Q.** We have a partnership with Simul media to allow our clients to tap into digital signal-driven linear TV, which helps eliminate waste and overspending. The partnership allows us to tap into Performance TV+® for insights into strategic targets' viewing habits across linear and connected TV. Would you embrace this arrangement?
- A.** We're open to reviewing new products and vendors that align with our media strategies.
- Q.** Geographically, which regions of the country contribute most to San Diego tourism?
- A.** [Linked here](#) is the executive summary of the San Diego Tourism Authority's visitor profile study.
- Q.** How many hotels allocate funds towards annual operating budget? What parts of San Diego are they most prevalent?
- A.** Please visit the San Diego Tourism Marketing District map for an overview of all SDTMD hotels: <https://sdtmd.org/sdtmd-hotel-map/>
- Q.** What parts of San Diego County generate the greatest amount of revenue for tourism?
- A.** Performance varies by region. Please visit the SDTA CONNECT Blog for hotel performance data: <https://connect.sandiego.org/>

- Q.** Are there any parts of San Diego County that do not fall within the realm of SDTA?
- A.** From a hotel promotion prospective, we promote the San Diego Tourism Marketing District identified hotels. We do promote SDTA businesses, experiences and attractions outside of the City of San Diego limits
- Q.** The RFP mentions the objective of supporting the “City of San Diego and San Diego Tourism Marketing District Hotels” to drive greater economic impact.” Are there any specific areas of the local economy which take priority? Ex: publicly owned attractions, dining, special events, public or private transportation etc.
- A.** No, there are no specific areas within the local economy which take priority.
- Q.** The RFP mentions that SDTA a is partially “supported by private source revenue” and “funds from the San Diego tourism marketing district (self- assessed by hotels located within the City of San Diego as a percentage of room revenues). Due to the nature of funding for the SDTA, are there any conflicts of interest in promoting certain kinds of travel/tourism (e.g., short term rentals like Airbnb) in order to attract inbound travel to San Diego?
- A.** Yes. We do not promote short term vacation rentals and strictly focus on promoting the San Diego Tourism Marketing District (SDTMD) hotels.
- Q.** What global markets drive the most traffic to you?
- A.** [Executive Summary of San Diego Tourism Authority Visitor Profile](#)
[LINKED HERE](#)
- Q.** Given the economic growth San Diego has seen post pandemic, what's your greatest business challenge currently?
- A.** Following the COVID-19 pandemic, San Diego recovered extremely well ranking as one of the top three destinations in the country for both hotel occupancy and average daily rates as well as first among its Western competitive set. The SDTA's biggest challenge moving forward will be to maintain market share as other destinations grow their sales and marketing efforts. Additionally, during the pandemic recovery period, visitation from volume markets remained strong contributing to the destination's overall success but SDTA now faces a “been there, done that” barrier in various spot markets.
- Q.** Are there any notable partnerships or collaborations with other organizations, businesses, or local entities to boost tourism?
- A.** San Diego Tourism Marketing District, San Diego County Regional Airport Authority, San Diego Convention Center Corporation, Sports San Diego
- Q.** How does the Tourism Authority enhance the overall visitor experience in San Diego? Are there plans to introduce new attractions or experiences to attract a diverse range of visitors?
- A.** The San Diego Tourism Authority is currently in development for a 10-Year Destination Stewardship Plan. The initial discovery phase including community input has just been completed in February 2024. Once the results are shared and the stewardship plan is formed, business goals and metrics will be identified for future marketing initiatives.

- Q.** What is your ideal tone of voice? How bold would you be willing to go? What is off the table?
- A.** The San Diego brand tone of voice is warm, genuine and inviting. We embrace authenticity and aim to create a welcoming atmosphere where visitors feel valued and understood. Our tone is always friendly, sincere, and inclusive.
- Q.** How would you describe the brand SDTA in three words?
- A.** Please see below for the following San Diego Tourism Authority brand resources:
(1) [Brand Positioning](#)
- Q.** How would you like locals to feel about tourism? What's the one emotion you would like for San Diegans to feel when they see work promoting their home? How does the San Diego Tourism Authority involve the local community in its tourism efforts?
- A.** Tourism provides a positive economic impact to San Diego and we hope that San Diegans are proud of the sales and marketing efforts that are produced to increase visitation to the destination. SDTA staff and stakeholders are involved with various community groups, business improvement district groups and other entities to stay connected to the San Diego community.
- Q.** What are the key components that you seek in your agency partner?
- A.** Strategic, Leadership, Collaboration, Innovation, Exceptional Results.
- Q.** What did you like most about your recent campaigns? What would you have changed?
- A.** Our recent campaigns have been highly effective in increasing visitor volume to San Diego.
- Q.** Historically, what has been the biggest communication challenge when it comes to driving tourism to San Diego?
- A.** The biggest challenge has been to communicate the depth of San Diego's product offerings throughout our various regions and neighborhoods across all target audience travel motivators.
- Q.** What is the makeup of 'the most desirable destination' to you?
- A.** The San Diego Tourism Authority is currently in development for a 10-Year Destination Stewardship Plan where we are evaluating desirable destinations and what product experiences they offer. The initial discovery phase including community input has just been completed in February 2024 and the results will continue to shape the future of San Diego tourism.
- Q.** As far as tourism, is anyone getting it right, in your opinion?
- A.** Visit California delivers quality work across all media platforms with a research driven approach.
- Q.** If San Diego were a celebrity, who would it be?
- A.** N/A
- Q.** Historically, who has been your target audience? Who do you see as your growth audience?
- A.** Target Audience: Age 25-52, 100K+ HHI
Growth opportunities are addressed within our advanced audience strategy and sub-audience campaigns targeting various segments like LBTQIA+, California Luxury with a higher HHI and Family travelers.

- Q. What action should someone expose to an ad do for the campaign to be considered successful? Be aware of San Diego as a destination/consider a vacation in the future/visit website/book hotel?
- A. Positive awareness leading to increased intent to visit or conversion.
- Q. What is your current yearly media spending?
- A. The FY 2024 media spend is \$30,250,000.
- Q. How much does earned currently play a role within your comms approach?
- A. The SDTA has a paid/owned/earned marketing approach to ensure storytelling and marketing efforts are consistent and increase perception to San Diego's brand and our experience pillars.
- Q. What brand's work do you admire? In and out of category?
- A. Inside Travel Category:
(1) Airbnb provides an emotional connection to its audience while communicating authentic, unique experiences across diverse destinations.
(2) Visit California has a research driven approach with their work in line and consistent with their brand positioning.
- A. Outside Travel Category:
(1) Vuori as an athletic clothing and activewear appeal brand represents the Southern California coastal lifestyle with their campaign creative paying off their "Invest in Happiness" tagline.
- Q. What is your bullseye go live date for the new campaign launch?
- A. We will be utilizing existing campaign creative to begin FY 2025 which begins July 1, 2025 and will discuss new campaign development and launch dates once an AOR is awarded.
- Q. Historically, what does a calendar year look like in terms of marketing activity?
- A. Please reference the FY 2024 media flowchart.
- Q. Is there a page/slide limit for the proposal presentations due March 29th?
- A. There is no page limit.
- Q. Are there any other specific requirements or guidelines for submission we should be aware of?
- A. No
- Q. Is there an "assignment" for the June presentations?
- A. Currently, there has not been an assignment assigned for those agencies that will be shortlisted for the final presentation.
- Q. Will there be oral presentations taking place on June 5th and 6th?
- A. Yes, but only for those agencies that will be shortlisted.
- Q. Will there be any meetings (e.g., Q&A session, tissue session etc.) with San Diego tourism clients between the finalist pre-call on April 22nd and the presentation on June 5th?
- A. No, this is not currently planned.
- Q. Can you share who is part of the selection committee that will evaluate and score the proposal?
- A. The information is proprietary to SDTA.
- Q. Is there a set number of proposers determined for the oral presentation phase?
- A. Not at this time.

- Q.** Can you share any details on current awareness/consideration and conversation levels for San Diego? Can you disclose what the benchmark goal growth for those metrics are for the first year?
- A.** [Omnitrak Report](#) [Linked here.](#)
- Q.** What is considered the “peak season” for SDTA brand marketing?
- A.** Summer season, specifically July.
- Q.** What is SDTA's desired 2024 brand campaign launch date?
- A.** We will be utilizing the existing campaign creative to launch FY 2025 campaigns which begins July 1, 2025 and will discuss new campaign development and launch dates once an AOR is awarded.
- Q.** Will the scope in 2024 include the development of a new positioning/brand architecture for SDTA or will the scope this year include a revamp of existing work?
- A.** We will be utilizing the existing campaign creative to launch FY 2025 campaigns which begins July 1, 2025 and will discuss new campaign development and launch dates once an AOR is awarded.
- Q.** How do you prioritize national tourist audiences versus international tourist audiences here?
- A.** Please reference the FY 2024 media flowchart, [linked here.](#)
- Q.** Can you share the average time between booking to visit for San Diego tourists in California? For non-California residents?
- A.** We utilize multiple data sources across our booking engine, OTA platforms and partner provided data to review booking data points which show that in-state travelers book much closer in advance to their travel date(s). There’s some evidence that the in-state booking windows have narrowed even more over the past year as people in our drive markets assess weather conditions and room rates.
- Q.** What are SDTA's domestic and international priority markets?
- A.** Please reference the FY 2024 media flowchart, [linked here.](#)
- Q.** For international, there were questions surrounding international media planning buying capabilities. Will that be required in the first year of service? If so, can you provide the markets that will fall within this scope?
- A.** Our FY 2025 strategic framework currently includes paid marketing efforts for the United Kingdom and Canada.
- Q.** Typically, how many campaign windows do you run per year, do you create one master campaign or do you create multiple campaigns that run in different windows and markets?
- A.** Please reference the FY 2024 media flowchart, [linked here.](#)

Q. Can you provide either a budget range (dollar amount range) or a % of total budget from your 2023 or 2022 historical spend (against media, production and receptive agency fees) that can serve as a proxy for our understanding of scale and weight?

A. Historical Media Spend:

FY2023:	\$26 Million
FY2024:	\$30 Million
FY2025:	\$29 Million

Production:

FY2024:	\$2,350,000
FY2025:	TBD

Agency fees are negotiated upon annual and will not be disclosed.

Q. Historically, how does the budget fluctuate YOY during the three-year contract term for agency fees, media buying, brand creative and creative production?

A. See above.

All linked resources throughout the Q/A document can be accessed with the following Dropbox download link:

<https://www.dropbox.com/scl/fo/zs4hhjp2qul4xigozo8jk/h?rlkey=mdk2qcuo4n3y1na9pe8ksi4ji&e=1&dl=0>