



TOURISM AUTHORITY

2022 MEDIA KIT



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

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%

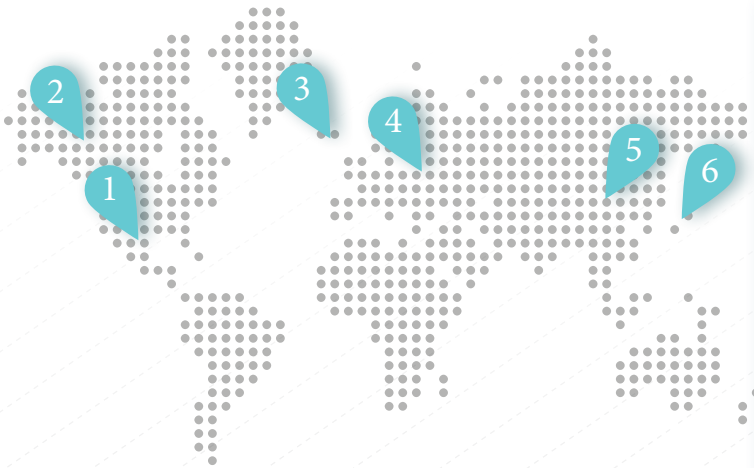
28.8 Million* Domestic Travelers

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



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

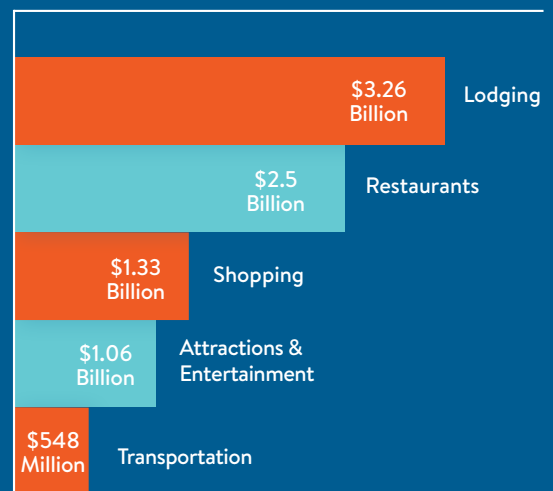


6.2 Million* International Visitors*

Top 6 Markets

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

TRAVELER SPENDING*

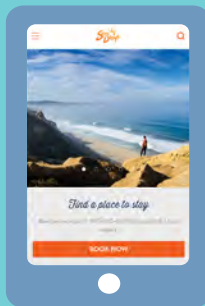
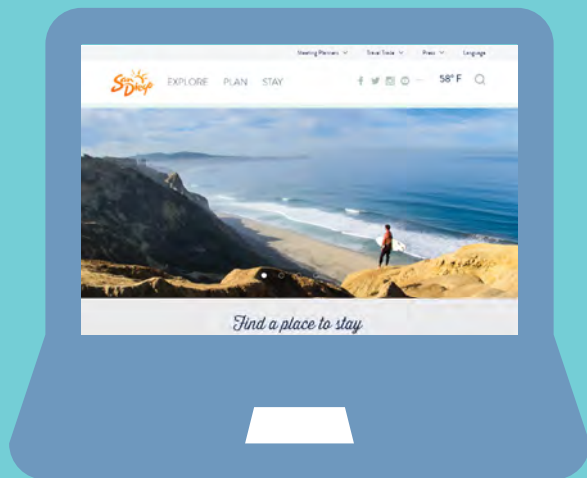


*Source: 2019 visitor profile study.

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: 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

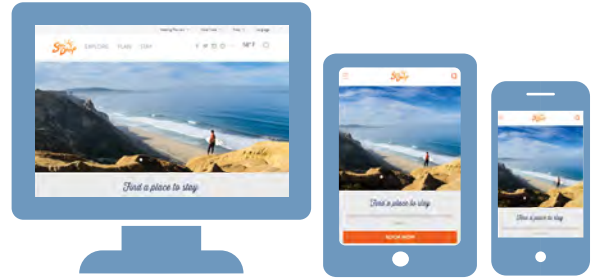
reaches
6.5 
million users

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

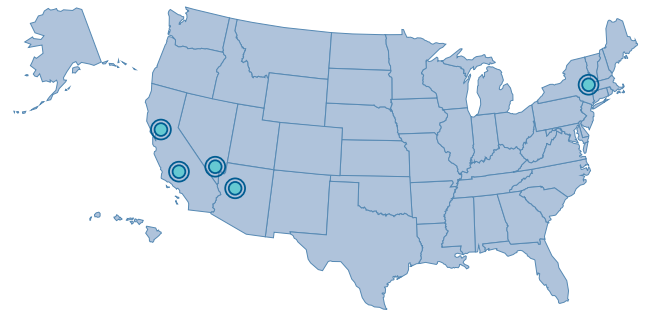
approximately
6.5 million USER SESSIONS

13 million PAGE VIEWS

AVERAGE TIME ON SITE


Just under **1:44** minutes

TOP OUT-OF-DESTINATION VISITATION





1. Los Angeles
2. Pheonix
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.

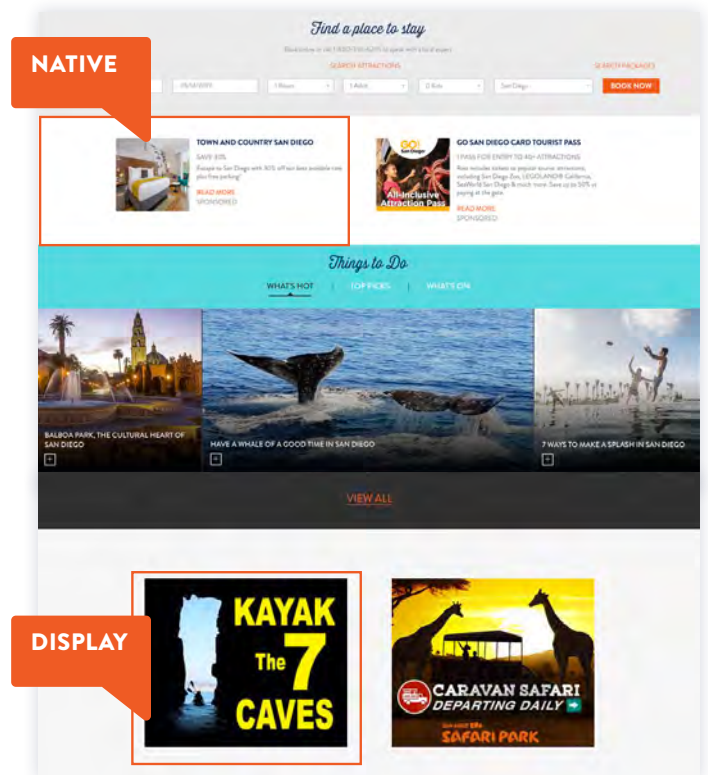
DISPLAY: Packages include a 300 x 250 IAB display ad, allowing you to tell your story visually.

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:

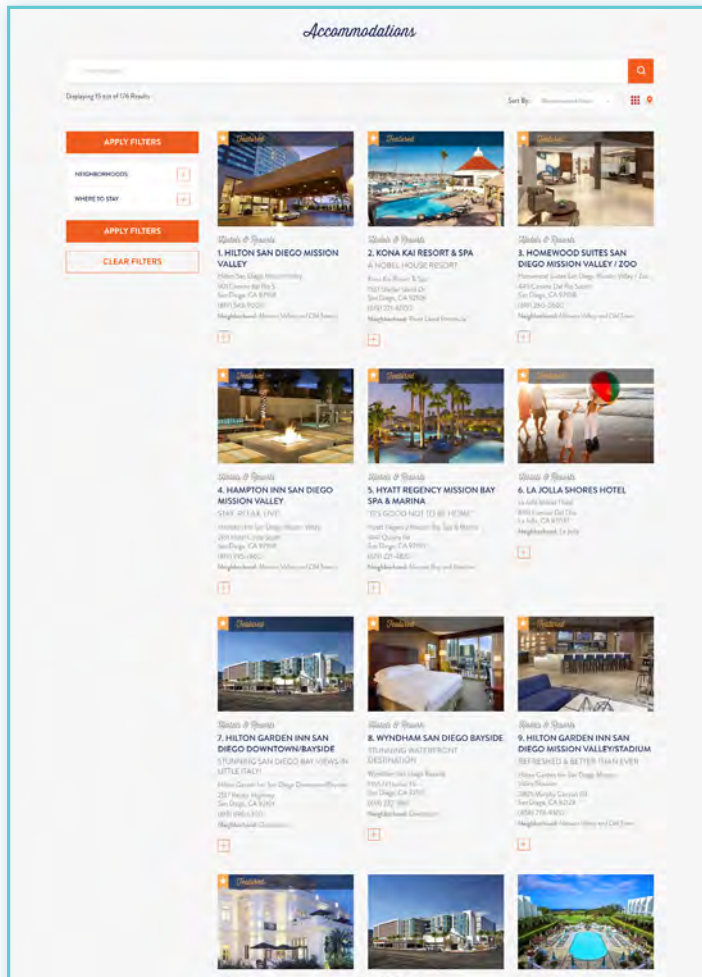
Impression volume available.

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

Featured BUSINESS LISTINGS

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

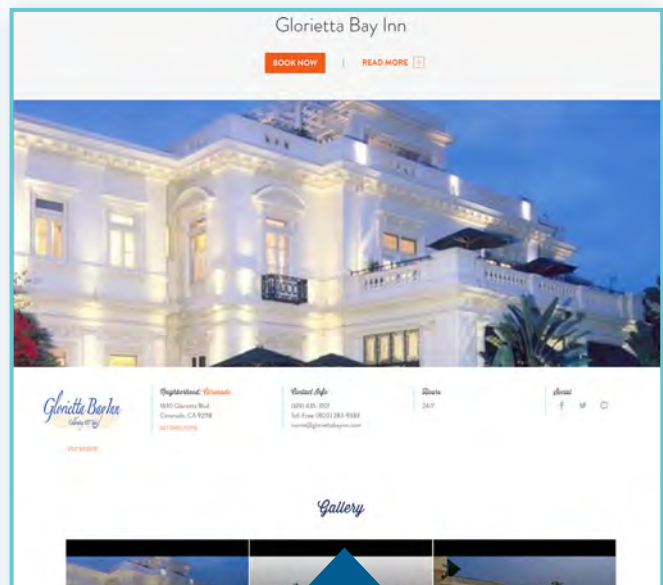


PRIORITY SORTING

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!



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

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

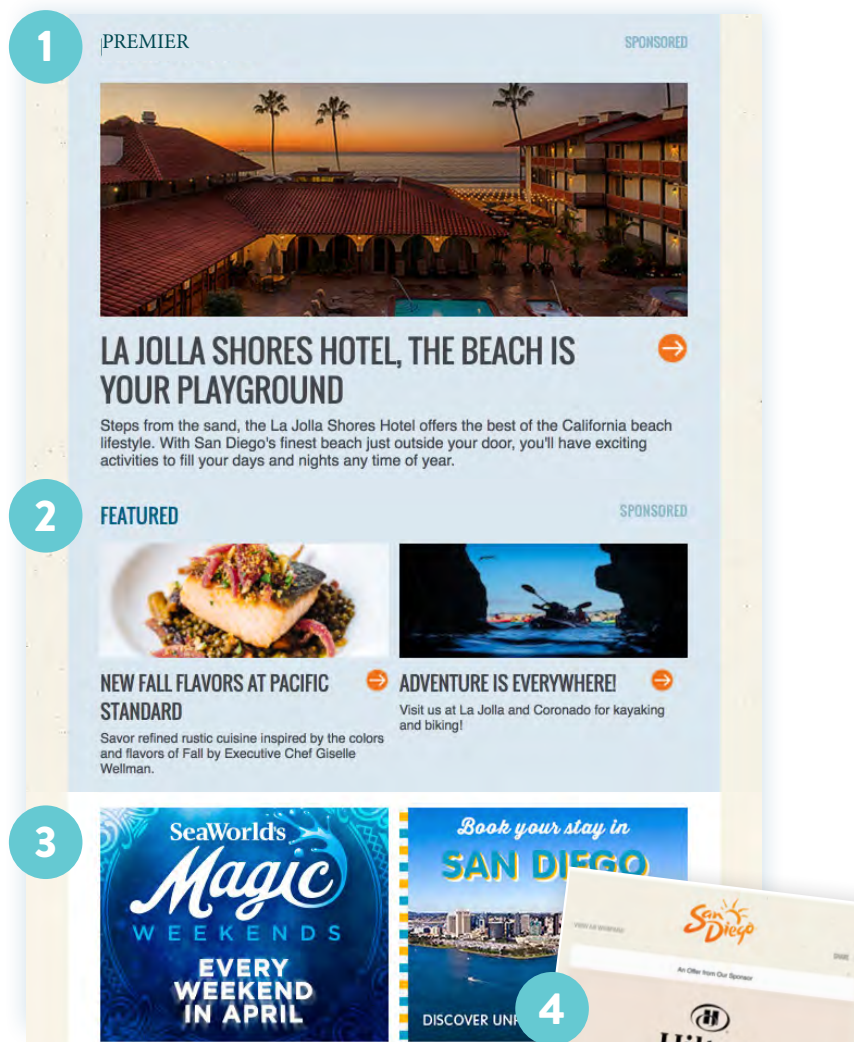
- Partners are showcased in a native format, integrated into the content.
- Clicks are driven directly to your site with a campaign tracking code, allowing you to measure results.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

Creative Best Practices:

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

RESPONSIVE EMAIL FORMAT

Optimized for multi-device viewing!



AD SIZE	CONSUMER	DRIVE MARKET	MEETINGS	MEMBERS
1 PREMIER Capture the reader's attention right away with this native unit.		\$500	\$500	
2 FEATURED Increase your share of voice (SOV) with this front-and-center, attention-commanding native unit.		\$250	\$375	
3 DISPLAY Showcase your offering with a lower price-point through this display unit.		\$175		\$250
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 and Facebook.

FOLLOWERS:

Facebook 480,000

Instagram 309,000

RATES:

Story Sponsor \$1,200

Story Takeover \$2,500

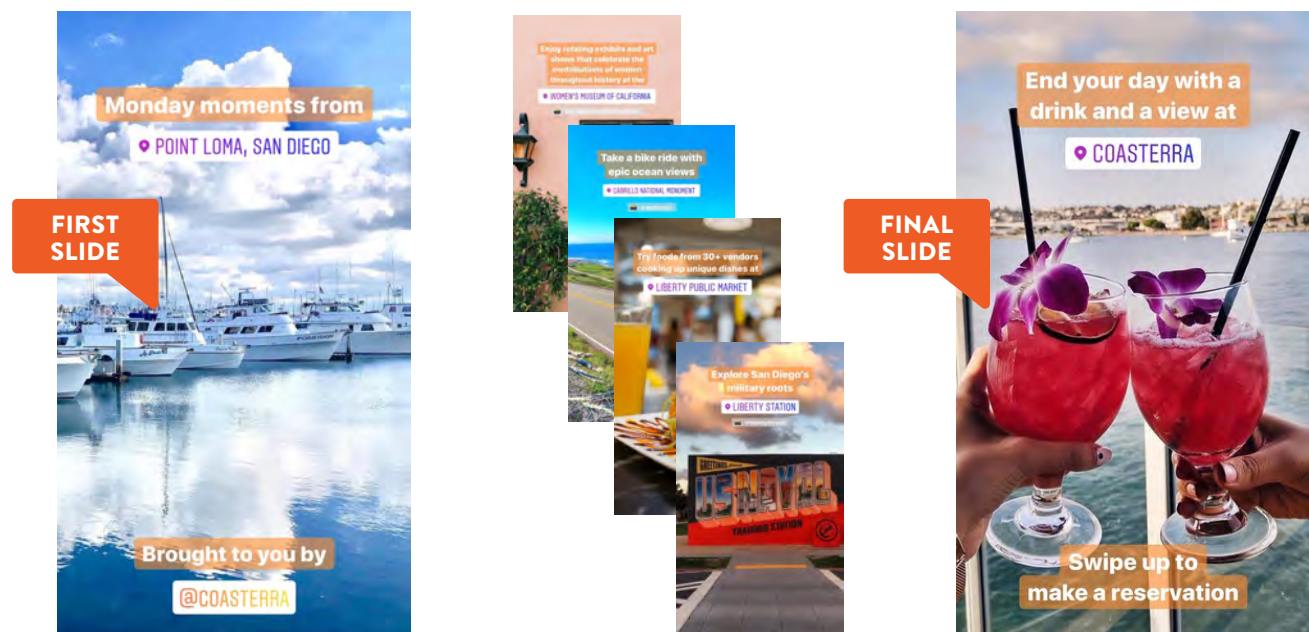
Engagement:
Average Views 32,000
Average Clicks 700

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 '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	Summer	Kids Free October	Holidays	New Year's Eve	Whale Watching
DATES: February - April	DATES: May - July	DATES: August - October	DATES: October - December	DATES: December	DATES: December - April
RATES: \$750 - \$1,200	RATES: \$750 - \$1,200	RATES: \$1,000 - \$3,000	RATES: \$750 - \$1,200	RATES: \$750 - \$1,200	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



5,000 guides

printed + online + email distributed to key decision makers annually



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.

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

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

Two-page Spread	Back Cover	Back of Tab*	Full Page	Half Page	Quarter Page	Eighth Page**	Listing ***
\$14,000	\$10,200	\$9,800	\$8,500	\$6,600	\$4,300	\$960	\$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.

Dates

SPACE CLOSE: **MARCH 31**

MATERIAL DUE: **APRIL 15**

GUIDES AVAILABLE: **JULY 2022**

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

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.

\$800 monthly

DISPLAY ADVERTISING

Includes 10 second ad placement on 11 advertising network displays

\$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.

TO ADVERTISE,
CONTACT
YOUR SDTA
REPRESENTATIVE:



NANCY BJORK

619.557.2807

nbjork@sandiego.org



GERRY GRANADOS

619.557.2868

ggranados@sandiego.org

PROGRAM AT-A-GLANCE

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

Print - Targeted Programs



6.5M
USERS

Email



SanDiego.org

* 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:



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