



TOURISM AUTHORITY

#WithLoveSanDiego

Campaign Overview

Due to the effect of COVID-19 on travel, the San Diego Tourism Authority has shifted its B2C communications strategy to let travelers know that we are thinking about them and that San Diego will be ready for them when the time is right for travel. The **#WithLoveSanDiego** campaign is designed to spread positivity and “virtual sunshine,” reminding travelers that San Diego is a warm and welcoming destination.

Messaging

Our message to travelers is **“We’ll keep San Diego warm for you.”** Serving like an open letter to future visitors and our local community, each post ends with **#WithLoveSanDiego**.

We encourage our partners to use this same theme and hashtag for a unified communications strategy. Members can join the conversation on social media by letting customers know how “we’re keeping San Diego warm for you” or sharing a message that inspires bliss—be sure to use the hashtag **#WithLoveSanDiego** and tag **@visitsandiego** where possible.



Voice and Visuals

Content will highlight blissful aspects of San Diego that focuses on wide open spaces, scenic beauty, outdoor activities and what makes San Diego special. Tone will be positive and uplifting, while thoughtful and empathetic.

Visual imagery will convey a sense of openness, warmth and light utilizing existing brand creative elements, with a focus on the “Bliss Break” series.

Campaign in Action



SDTA Owned Channel Elements

- Social media posts to @visitsandiego's Facebook, Twitter and Instagram pages are continuing under this theme at consistent intervals.
- Weekly e-newsletters will focus on inspiration and “Bliss Breaks” for subscribers.
- Website and blog content updates will include tools that can provide inspiration for future travel, such as virtual tours offered by members, and evergreen articles not tied to specific events.

