

Stay Diego



STAYCATION BEFORE YOU VACATION

SDTA's "Stay Diego" campaign is designed to build awareness and generate buzz that San Diego is open for business. Targeted to locals, the campaign encourages San Diegans to come together in support of our tourism community and to consider bypassing their usual summer getaways in favor of experiencing this paradise we call home. "Stay Diego" is an invitation to book a stay at a local hotel, dine local, shop local, play local and drink local, which, in turn, will help stimulate our local economy.

CAMPAIGN ELEMENTS:

PRINT ADVERTISING

Launched with a full-page ad in the San Diego Union-Tribune's 7/5 Sunday paper.



DIGITAL ADVERTISING

San Diego Union-Tribune and Google Display Network placements deliver mass reach to San Diegans.

BROADCAST MEDIA PARTNERSHIPS

Sponsored content, :15 and :30-sec promotional spots, network taggable creative and "Win a Staycation" sweepstakes run on CBS 8, COX Media, NBC 7 and Univision.



PARTNER ASSETS

A series of downloadable, ready-to-use assets have been created to encourage local businesses to amplify the message.



Find safe travel information and the Safe Traveler Pledge at SanDiego.org