

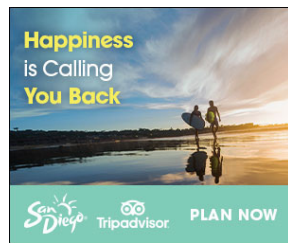
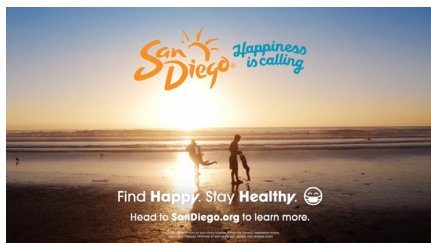


Happiness is Calling You Back

SAN DIEGO TOURISM RECOVERY PROGRAM

As consumer travel sentiment grows more positive, short weekend getaways and road trips are driving demand with travelers choosing destinations that are nearby, uncrowded and offer plenty of outdoor space and activities. San Diego's "Happiness is Calling You Back" campaign invites visitors from nearby markets back to San Diego, reinforcing our authentic, welcoming, laid-back attitude fueled by good vibes while encouraging a culture of safe and responsible travel.

The layered program includes brand awareness level advertising mixed with storytelling content highlighting the types of activities and experiences driving travel intent and hard-working booking calls to action for those considering and evaluating travel options. \$5.8 million in recovery advertising will run through the end of 2020.



BRAND AWARENESS

Anchored by SDTA's [new television spot](#), the "Happiness is Calling You Back" brand awareness campaign includes broadcast, out-of-home and digital media tactics

- Television airs in Los Angeles, Phoenix and Tucson for four weeks through 9/13/20
- Out-of-home runs in Los Angeles and Phoenix through 8/30/20
- Online television, streaming audio, social and digital display run in California, Phoenix and Tucson through 11/15/20

**Hulu • ABC • CBS • NBC • SpotX • Spotify • Pandora
Google Display Network • Condé Nast • Meredith
Tripadvisor • Facebook • Pinterest**

STORYTELLING & EDUCATION

The "Always-On" content program highlights safe and relevant activities across San Diego tourism experience pillars, including a strong focus on outdoor activities and attractions

Online video, social, digital display and native placements run in California, Phoenix and Tucson through 12/23/20

**YouTube • Google Display Network • Facebook • Taboola
StackAdapt • Pinterest**

CONSIDERATION & BOOKING

The "Pull-through" digital campaign targets active travel planners to encourage San Diego visitation and booking

Audience targeted programmatic and travel-endemic display, social, online travel agency advertising and paid search run throughout the U.S. Western Region with a heavy up in California and Arizona through 1/03/21

Adara • Sojern • Expedia • Priceline • Tripadvisor • Google



TOURISM AUTHORITY

Find safe travel information and the Safe Traveler Pledge
at [SanDiego.org](#)