ANNUAL VISITORS

35.8 MILLION

35.8 M Visitors: Day vs. Overnight:
Day Visit 50% • Hotel 28% • Household 19%
Camp/RV/Other 3%

SPENDING

$11.5 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

6.2 Million
International Visitors

Top 6 Markets
- Mexico
- Canada
- United Kingdom
- China
- Germany
- Australia

TRAVELER SPENDING

$3.26 Billion
Lodging

$1.33 Billion
Shopping

$1.06 Billion
Attractions & Entertainment

$548 Million
Transportation

$2.5 Billion
Restaurants
SANDIEGO.ORG

The trusted source for online travel-planning info, including articles, business listings, maps and events.

EMAIL

Subscribers receive timely travel ideas, itineraries and upcoming event info crafted to motivate travel.

AUDIENCES & SUBSCRIBERS

- Consumer: 170,000
- Drive Market: 45,000
- Group/Meetings: 7,200
- Members: 2,700

ADVERTISING OPPORTUNITIES

Monthly Consumer, Drive Market, Group/Meetings and Industry Connect: Different levels of advertising.

Dedicated Email:
Get 100% share of voice.
not all clicks are created equal: measure quality over quantity

COMPLEX TRAVEL-PLANNING LANDSCAPE COMPLICATES MEASUREMENT

The average American Traveler uses 38+ websites in the researching and booking phase, making the path to conversion incredibly complex. In order to truly understand which campaigns are worthy of your marketing budget, you have to look beyond the click, measuring engagement and goal completions for each campaign (quality over quantity).

How Marketers Think I PLAN MY VACATION

Awareness
Interest
Evaluation
Commitment

How I Really PLAN MY VACATION

Identify Campaign Traffic

First, you have to be able to see the traffic in your analytics system. Digital advertising is easy to track when you use campaign tracking codes. Without a free code, you won’t even be able to see the traffic from paid campaigns (let alone measure the quality of it). Visit Here (http://bit.ly/1F9td0S) to set one up.

Locate and Track Campaign Traffic

When you use a campaign tracking code, your analytics system will capture this traffic under the Campaigns section (not under Referrals). Once you set up all of your paid marketing campaigns with campaign tracking codes, you’ll be able to evaluate the quality of each program all in one place.

SOURCE: Miles Media, one of the world’s leading marketing agencies helping organizations reach and engage with visitors.
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.

*Expedia: Path to Purchase Study 2013
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. Drive users down the funnel with one frame following the AIDA funnel.

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

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM</th>
<th>Avg CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>$42.00</td>
<td>2.82%</td>
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<tr>
<td>Targeted</td>
<td>$21.00</td>
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</tr>
<tr>
<td>Run of Site</td>
<td>$10.00</td>
<td>0.26%</td>
</tr>
</tbody>
</table>

**Standard Rates:** Lower Native + 300 x 250

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM</th>
<th>Avg CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay</td>
<td>$24.00</td>
<td>0.33%</td>
</tr>
<tr>
<td>Targeted</td>
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<tr>
<td>Run of Site</td>
<td>$5.00</td>
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<table>
<thead>
<tr>
<th>Example Campaigns</th>
<th>Impressions</th>
<th>CTR</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Event (3 month) Standard</td>
<td>220,000</td>
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<td>$2,500</td>
</tr>
<tr>
<td>Hotel (1 year) Premium+Standard</td>
<td>385,000</td>
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<tr>
<td>Attraction (1 year) Premium+Standard</td>
<td>1,600,000</td>
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<td>$10,000</td>
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</table>

Ask your Account Executive about custom options.
Featured BUSINESS LISTINGS

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

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.

PRIORITY SORTING
Featured partners always display in a top-tier random sort, affording you premium positioning.

LIMITED OPPORTUNITY
Only 12 partners per category. First-come, first-served!

PROFILE PAGE

12 MONTH RATES/BUSINESS LISTINGS

<table>
<thead>
<tr>
<th></th>
<th>Hotel</th>
<th>Region</th>
<th>All Other</th>
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<tbody>
<tr>
<td>Cost</td>
<td>$4,500</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

Glorietta Bay Inn

Glorietta Bay Inn

Glorietta Bay Inn

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EMAIL

Reach engaged and active travel planners!

REACH 4 DISTINCT AUDIENCES

- **Consumer:** 170,000
- **Drive Market:** 45,000
- **Group/Meetings:** 7,200
- **Members:** 2,700

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.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>CONSUMER</th>
<th>DRIVE MARKET</th>
<th>MEETINGS</th>
<th>MEMBERS</th>
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<tr>
<td>1 PREMIER</td>
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<td>$500</td>
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<tr>
<td>2 FEATURED</td>
<td>$1,000</td>
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<tr>
<td>3 DISPLAY</td>
<td>$500</td>
<td>$175</td>
<td>$250</td>
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<tr>
<td>4 DEDICATED EMAIL</td>
<td>$3,000</td>
<td>$1,000</td>
<td>$500</td>
<td></td>
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</tbody>
</table>
Engagement:
Average Views 11,000
Average Clicks 250
Rate: $1,200

Sponsored 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 239,000

MEMBERS HAVE THE OPPORTUNITY TO SPONSOR A WEEKLY STORY.

Story sponsorship corresponds up with a weekly email to our drive market audience of 45,000 subscribers in southern California, Nevada and Arizona. Work with your account executive about a coordinated weekly campaign to reach all of these audiences.

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**
  - **DATES:** February - April
  - **RATES:** $500 - $1,000

- **Summer**
  - **DATES:** May - July
  - **RATES:** $500 - $1,000

- **Kids Free October**
  - **DATES:** August - October
  - **RATES:** $750 - $3,000

- **Holidays**
  - **DATES:** October - December
  - **RATES:** $500 - $1,000

- **New Year’s Eve**
  - **DATES:** December
  - **RATES:** $500 - $1,000

- **Whale Watching**
  - **DATES:** December - April
  - **RATES:** $500 - $1,000

Available FROM OUR PUBLISHING PARTNERS

**OFFICIAL SAN DIEGO VISITOR PLANNING GUIDE**

Offered by San Diego Magazine, this piece is designed to influence the traveler who is researching and planning a trip. The Visitor Guide is published in the spring and fall. 80,000 copies are distributed annually through Certified Folder, and direct mail to travelers requesting a copy online.

For rates and info, contact **Mike White**
mikew@sdmag.com

**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
San Diego
MEETING & CONVENTION PLANNERS GUIDE

Reach Meeting Planners across all channels through the Official Meeting & Convention Planners Guide.

CIRCULATION & DISTRIBUTION
The Official Meeting & Convention Planner’s Guide is the trusted resource for professional planners actively researching where to book their next event in San Diego.

DISTRIBUTION
- 5,000 guides are distributed to key decision makers annually. 3,500 guides direct-mailed annually to clients.
- Reach planners and drive qualified traffic to your site through integrated reach in the digital version available on SanDiego.org/Meetings.
- The guide is a key fulfillment piece for single property and Convention Center sales.
- Includes bonus trade show distribution at over 20 annual industry events.

Rates & Dates
SPACE CLOSE: DECEMBER 31, 2020
MATERIAL DUE: JANUARY 15, 2021
GUIDES AVAILABLE: JUNE 2021

ADVERTISING RATES:

<table>
<thead>
<tr>
<th></th>
<th>Two-page Spread</th>
<th>Back Cover</th>
<th>Back of Tab*</th>
<th>Full Page</th>
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<tbody>
<tr>
<td></td>
<td>$14,000</td>
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<td>$9,800</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page**</th>
<th>Listing***</th>
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<tbody>
<tr>
<td></td>
<td>$6,600</td>
<td>$4,300</td>
<td>$960</td>
<td>$500</td>
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</table>

* 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.
PROGRAM AT-A-GLANCE

REACH OVER 8 MILLION QUALIFIED LEISURE VISITORS THROUGH PRINT, WEB, AND EMAIL PROGRAMMING.

Print - Targeted Programs

Email

* Delivered through a combination of print and digital distribution.

SanDiego.org

What you need to know:

1. San Diego welcomes 35.8 MILLION visitors, spending $11.5 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:

NANCY BJORK
619.557.2807
nbjork@sandiego.org

GERRY GRANADOS
619.557.2868
ggranados@sandiego.org

Funded in part with City of San Diego Tourism Marketing District Assessment Funds.