



TOURISM AUTHORITY

2020

# 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  
**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



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

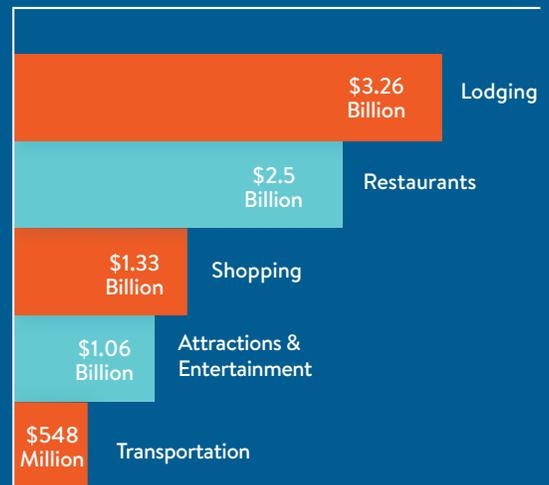


## 6.2 Million International Visitors

### Top 6 Markets

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

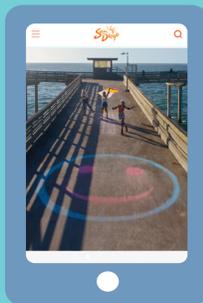
## TRAVELER SPENDING



# SANDIEGO.ORG

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

**8**  
**MILLION**  
*Sessions*



**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: 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.

Reach **4**  
*Distinct Audiences*



# MEASURE WHAT MATTERS

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



### 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.

# Official Website SanDiego.org

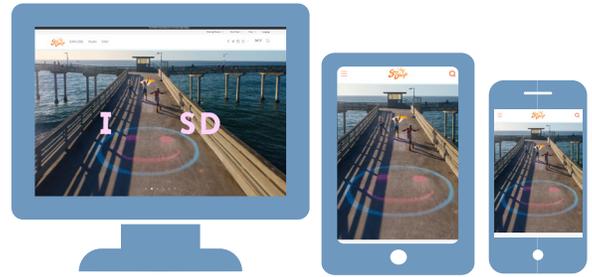
reaches  
**8+**   
million sessions

via

**Desktop:** 2.5M

**Mobile:** 5M

**Tablet:** 483K



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  
**8 million USER SESSIONS**

**14 million PAGE VIEWS**

**AVERAGE TIME ON SITE**  
Just under **2.0 minutes**

## TOP OUT-OF-DESTINATION VISITATION



1. Los Angeles
2. San Francisco
3. Phoenix
4. New York
5. Chicago

## DEMOGRAPHIC PROFILE

 College Degree  
(or higher): **63%**

 Female: **56%**

 Age 25-44: **46%**

 HHI: Earn \$100k+: **25%**

### top online international visits

1. Canada
2. United Kingdom
3. Mexico
4. Japan
5. Australia
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](http://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.

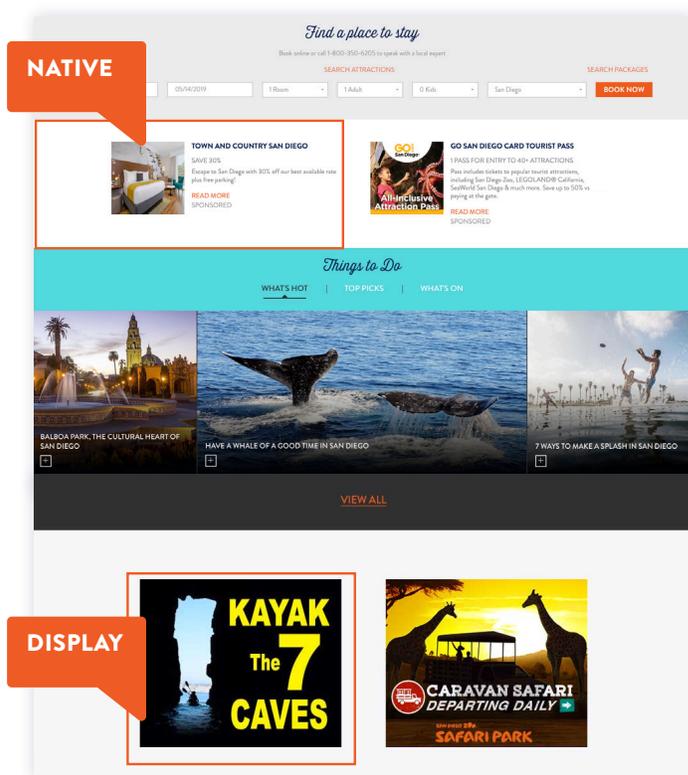
**DISPLAY:** Packages include a 300 x 250 IAB display ad, allowing you to tell your story visually.

## 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:

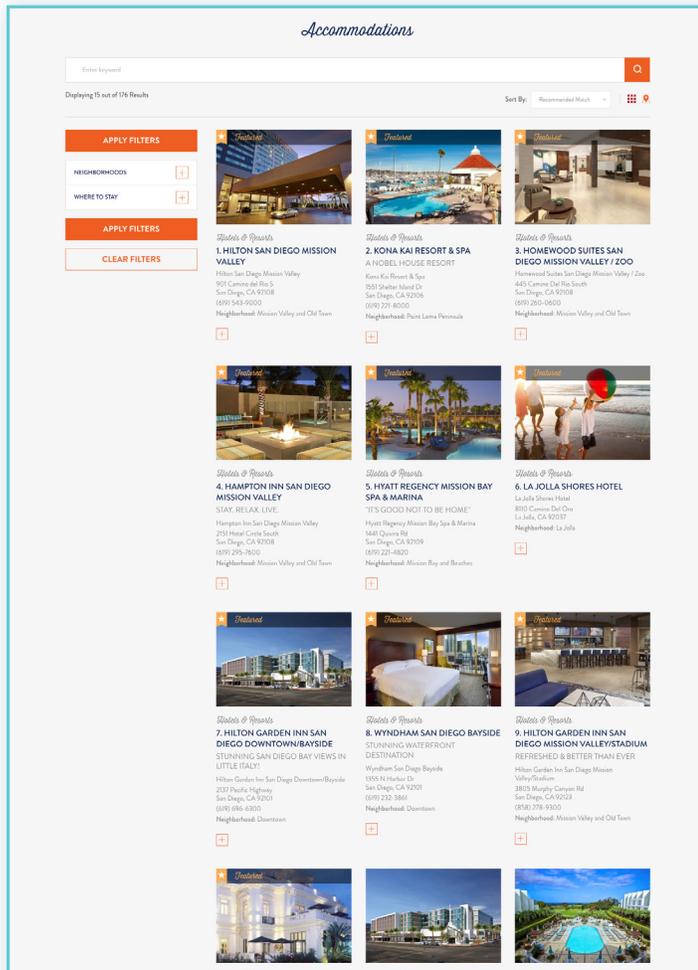
Impression volume available.

Premium Rates: Top Native + 300 x 250		
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.

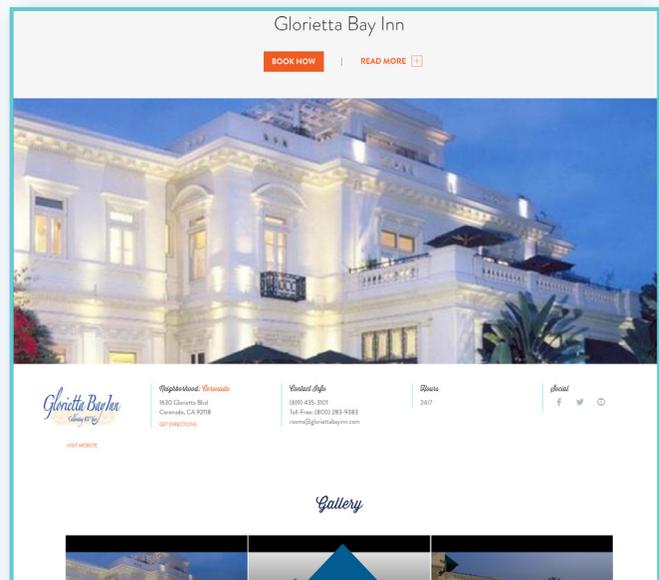


## PRIORITY SORTING

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

## LIMITED OPPORTUNITY

Only 12 partners 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 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.

## RESPONSIVE EMAIL FORMAT

Optimized for multi-device viewing!

AD SIZE	CONSUMER	DRIVE MARKET	MEETINGS	MEMBERS
<b>1 PREMIER</b> Capture the reader's attention right away with this native unit.	\$1,500	\$500	\$500	
<b>2 FEATURED</b> Increase your share of voice (SOV) with this front-and-center, attention-commanding native unit.	\$1,000	\$250	\$375	
<b>3 DISPLAY</b> Showcase your offering with a lower price-point through this display unit.	\$500	\$175		\$250
<b>4 DEDICATED EMAIL</b> Reach our databases with 100% share-of-voice (SOV), driving all clicks to your site.	\$3,000	\$1,000		\$500

# 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.

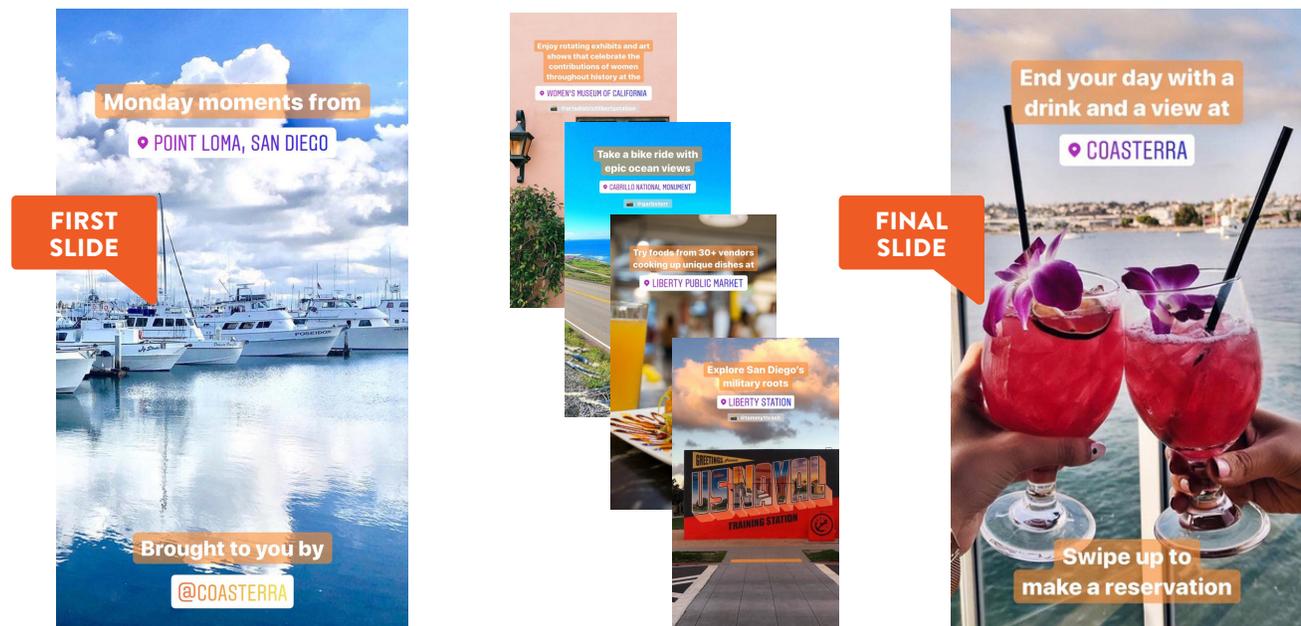
*Engagement:*  
Average Views 11,000  
Average Clicks 250

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*Rate:*  
\$1,200

### 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:

					
<b>Spring Break</b>	<b>Summer</b>	<b>Kids Free October</b>	<b>Holidays</b>	<b>New Year's Eve</b>	<b>Whale Watching</b>
<b>DATES:</b> February - April	<b>DATES:</b> May - July	<b>DATES:</b> August - October	<b>DATES:</b> October - December	<b>DATES:</b> December	<b>DATES:</b> December - April
<b>RATES:</b> \$500 - \$1,000	<b>RATES:</b> \$500 - \$1,000	<b>RATES:</b> \$750 - \$3,000	<b>RATES:</b> \$500 - \$1,000	<b>RATES:</b> \$500 - \$1,000	<b>RATES:</b> \$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

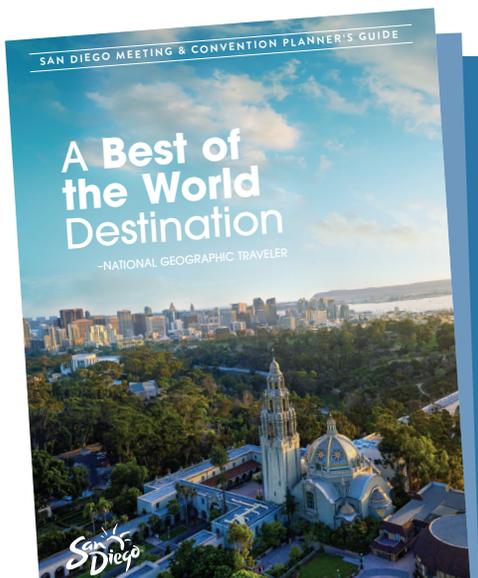
Offered by Southern California Media Group, the SDTA Map is distributed through the Region Visitor Center Network, delegate welcome packages for select conventions, and in Certified Folder Display locations (800+ locations county wide). The SDTA Map reaches 500,000 visitors that are in San Diego and 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.



**5,000**  
guides distributed to key decision makers annually



## 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](http://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:

Two-page Spread	Back Cover	Back of Tab*	Full Page
\$14,000	\$10,200	\$9,800	\$8,500
1/2 Page	1/4 Page	1/8 Page**	Listing***
\$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.

# PROGRAM AT-A-GLANCE

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

*Print - Targeted Programs*



**1 M**  
TOTAL REACH

**8M+**  
USER  
SESSIONS



*Email*



**4**  
DISTINCT  
AUDIENCES

\* 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