

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

Full-page ads on the back page of San Diego Union-Tribune's main news section.



DIGITAL ADVERTISING

San Diego Union-Tribune, Google Display Network and Facebook/Instagram placements deliver mass reach to San Diegans through 10/04/20.

BROADCAST MEDIA

Traffic and weather radio spots run on 8 local stations through 10/04/20.

Local TV and radio media partnerships run through early August including custom sponsored content, promotional TV spots, network taggable creative and "Win a Staycation" sweepstakes.



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](https://www.sandiego.org)