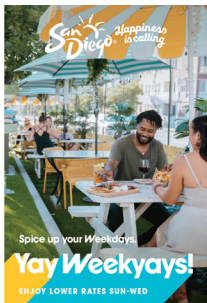


Yay FOR THE Weekyay!



As part of SDTA's \$6 million recovery advertising, San Diego's "Yay Weekyays!" campaign is designed to build awareness of midweek travel and drive consideration and booking for Sunday – Wednesday hotel stays. Because here, the weekdays bring the same good vibes along with lower room rates, outdoor activities when guests need a break and a quiet, scenic space to work or study remote. So, let's celebrate the midweek.

CAMPAIGN ELEMENTS:



BRAND AWARENESS

The weekday messaging will run alongside SDTA's existing brand campaign, Happiness is Calling You Back. Streaming audio and social runs in California, Phoenix and Tucson through 11/15.

Spotify • Pandora • Facebook • Pinterest

CONSIDERATION & BOOKING

The "Pull-Through" digital layer targets active travel planners who have not yet booked to drive consideration and booking of weekday hotel stays in San Diego. Audience targeted programmatic display and online travel agency advertising runs in California, Phoenix and Tucson through 1/3/21.

Adara • Sojern • Expedia • Priceline

JOIN THE WEEKYAY CAMPAIGN

We encourage partners to submit their midweek offers through MemberNet and share messaging, user-generated content and offers with the hashtag #SDWeekYays for a unified communications strategy.



Find safe travel information and the Safe Traveler Pledge at [SanDiego.org](https://www.sandiego.org)