

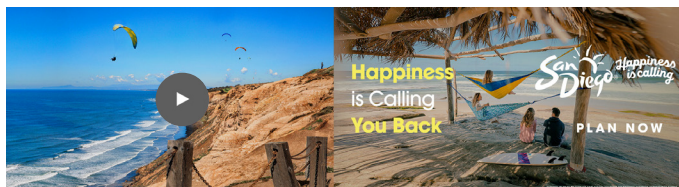
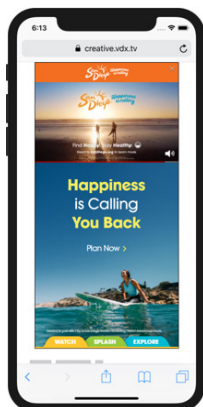


Happiness is Calling You Back

SAN DIEGO TOURISM SPRING ADVERTISING PROGRAM

As vaccination distribution increases and travel sentiment grows more positive, consumers' readiness to travel is on the rise with weekend getaways and road trips driving demand and travelers choosing destinations that are nearby, uncrowded and offer plenty of outdoor space for Spring and Summer travel. San Diego's "Happiness is Calling You Back" recovery campaign invites visitors back to San Diego, reinforcing our authentic, welcoming, laid-back attitude fueled by good vibes.

The FY 2021 Spring marketing program includes brand awareness level advertising mixed with storytelling content highlighting the types of experiences driving travel intent and booking calls to action for those considering travel options. \$8 million in recovery advertising will run February through June and is estimated to deliver 593.8 million impressions.



BRAND AWARENESS

Anchored by SDTA's recovery television spot, the layered "Happiness is Calling You Back" brand campaign includes broadcast, out-of-home and digital media tactics to drive mass awareness of San Diego in key markets.

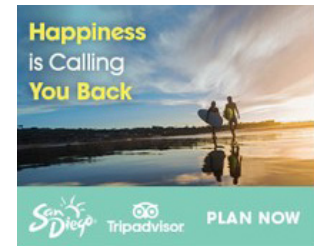
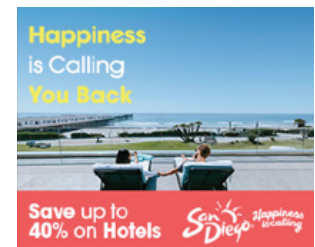
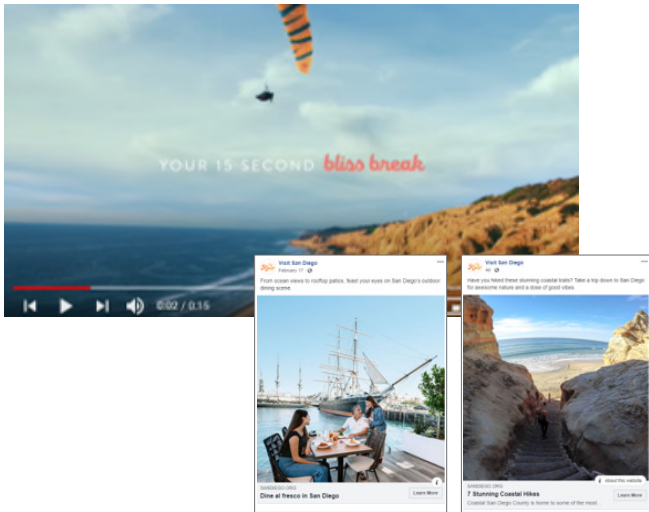
- Spot market television airs in Los Angeles, Phoenix, Tucson, and San Francisco for six weeks during the March - June flight
- Out-of-home billboards run in Los Angeles, Phoenix and San Francisco 3/15 - 5/9/21
- Online television, streaming audio, native editorial, digital display and social run in California and Arizona 3/1 - 6/30/21

**ABC • CBS • NBC • Hulu • The Helm • VDX.tv • Spotify
Pandora • Conde Nast • TravelZoo • Tripadvisor • Facebook
Pinterest • Snapchat • SeeSource • Clear Channel Outdoor**



TOURISM AUTHORITY

Find safe travel information and the Safe Traveler Pledge
at **SanDiego.org**



STORYTELLING & EDUCATION

The “Always-On” content program continues to highlight safe and relevant activities across San Diego tourism experience pillars with a strong focus on outdoor offerings. Content videos and top performing, topical website articles are distributed through online video, social, digital display and native placements in California and Arizona through 6/30/21.

**Facebook/Instagram • YouTube • Google • StackAdapt
Taboola • Verizon • The Helm**

CONSIDERATION & BOOKING

With the stay-at-home orders lifted in January, SDTA’s immediate efforts focused on reaching active travel planners. The “Pull-Through” digital campaign launched in February and includes hard-working booking calls to action for those considering and evaluating travel options with the goal of driving San Diego visitation.

Audience targeted programmatic and travel-endemic display, online travel agency advertising and paid search run in the U.S. Western Region with a heavy-up in California and Arizona through 6/30/21.

Expedia • Priceline • Tripadvisor • Adara • Sojern • Google



MIDWEEK BUSINESS – “YAY WEEKDAYS!”

As part of SDTA’s \$8 million recovery advertising, the “Yay for the Weekdays!” 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.

The weekday messaging will run alongside SDTA’s existing brand campaign, “Happiness is Calling You Back” with streaming audio, social and online travel agency advertising through 6/30/21.

**Spotify • Pandora • Facebook • Pinterest • SeeSource
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