TRAVEL IS BIG BUSINESS

THE VALUE OF A DMO

QUALIFIED VISITOR AUDIENCE

MEASURE METRICS THAT MATTER
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%

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.

International Visitors
6.2 Million

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

TRAVELER SPENDING

$3.26 Billion
Lodging

$2.5 Billion
Restaurants

$1.33 Billion
Shopping

$1.06 Billion
Attractions & Entertainment

$548 Million
Transportation
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: 17,000
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.
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).

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>
</tr>
<tr>
<td>Targeted</td>
<td>$21.00</td>
<td>0.65%</td>
</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>
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<td>$10.00</td>
<td>0.17%</td>
</tr>
<tr>
<td>Run of Site</td>
<td>$5.00</td>
<td>0.13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Example Campaigns</th>
<th>Impressions</th>
<th>CTR</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event (3 month) Standard</td>
<td>220,000</td>
<td>0.54%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Hotel (1 year) Premium+Standard</td>
<td>385,000</td>
<td>0.53%</td>
<td>$5,000</td>
</tr>
<tr>
<td>Attraction (1 year) Premium+Standard</td>
<td>1,600,000</td>
<td>0.42%</td>
<td>$10,000</td>
</tr>
</tbody>
</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>Hotel</th>
<th>Region</th>
<th>All Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,500</td>
<td>$1,200</td>
<td>$1,800</td>
</tr>
</tbody>
</table>
REACH 4 DISTINCT AUDIENCES

**Consumer:** 170,000  
**Drive Market:** 45,000  
**Group/Meetings:** 17,000  
**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><strong>AD SIZE</strong></th>
<th><strong>CONSUMER</strong></th>
<th><strong>DRIVE MARKET</strong></th>
<th><strong>MEETINGS</strong></th>
<th><strong>MEMBERS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 PREMIER</strong></td>
<td>$1,500</td>
<td>$500</td>
<td>$500</td>
<td></td>
</tr>
<tr>
<td>Capture the reader’s attention right away with this native unit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>2 FEATURED</strong></td>
<td>$1,000</td>
<td>$250</td>
<td>$375</td>
<td></td>
</tr>
<tr>
<td>Increase your share of voice (SOV) with this front-and-center, attention-commanding native unit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>3 DISPLAY</strong></td>
<td>$500</td>
<td>$175</td>
<td></td>
<td>$250</td>
</tr>
<tr>
<td>Showcase your offering with a lower price-point through this display unit.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4 DEDICATED EMAIL</strong></td>
<td>$3,000</td>
<td>$1,000</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>Reach our databases with 100% share-of-voice (SOV), driving all clicks to your site.</td>
<td></td>
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</tr>
</tbody>
</table>
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 271,000

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 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
Full 12-month integrated digital & print campaign

Meeting & Convention Planners Guide

PRINT + DIGITAL
ALL NEW FOR 2021

<table>
<thead>
<tr>
<th>Listing, Eighth, Quarter page</th>
<th>Half Page</th>
<th>Full Page</th>
<th>Two Pages+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Printed Guide</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Online Guide</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Email inclusion to Members</td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Email inclusion to clients</td>
<td></td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>1 year of ads on SanDiego.org/meetings</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Additional premium full-page ad</td>
<td></td>
<td></td>
<td>x</td>
</tr>
</tbody>
</table>

New for 2021! Your printed ad is now enhanced with a digital marketing program
Every Full and Half-page advertiser will be included in the SDTA’s digital marketing channels for meeting and convention planners.

Email & LinkedIn
Each Full and Half-page advertiser will be included in a new feature in our monthly email series to our database of over 20,000 clients. Advertisers will also be included in one SDTA LinkedIn post. Quarter, Eighth page advertisers will be included in a complimentary ad in the SDTA’s weekly Member email.

SanDiego.org/Meetings
All Full and Half-page advertisers will be featured with complimentary website ads in our meetings section. Ads will rotate evenly between advertisers. (All materials for online advertising will be supplied by advertiser).

Meetings Ad Campaign
New for 2021, the SDTA will launch a comprehensive advertising program to let the meetings industry know San Diego is safe and open for business. This campaign is scheduled to launch this Spring and will target all national association and corporate meeting planners, using online industry publications, LinkedIn and the SDTA database of over 20,000 clients.

Rates

<table>
<thead>
<tr>
<th>Two-page Spread</th>
<th>Back Cover</th>
<th>Back of Tab*</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Eighth Page**</th>
<th>Listing ***</th>
</tr>
</thead>
<tbody>
<tr>
<td>$14,000</td>
<td>$10,200</td>
<td>$9,800</td>
<td>$8,500</td>
<td>$6,600</td>
<td>$4,300</td>
<td>$960</td>
<td>$500</td>
</tr>
</tbody>
</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.

Dates
SPACE CLOSE: MARCH 31
MATERIAL DUE: APRIL 15
GUIDES AVAILABLE: JULY 2021
PROGRAM AT-A-GLANCE

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

* Delivered through a combination of print and digital distribution.

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

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