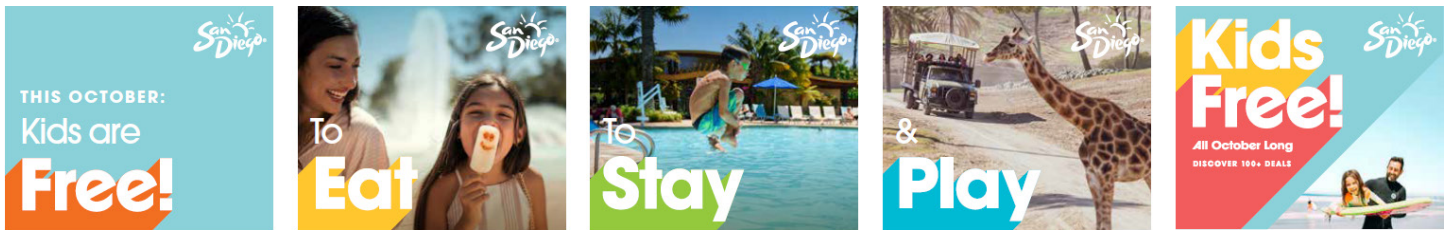


Kids Free!



SAN DIEGO TOURISM KIDS FREE MARKETING PROGRAM

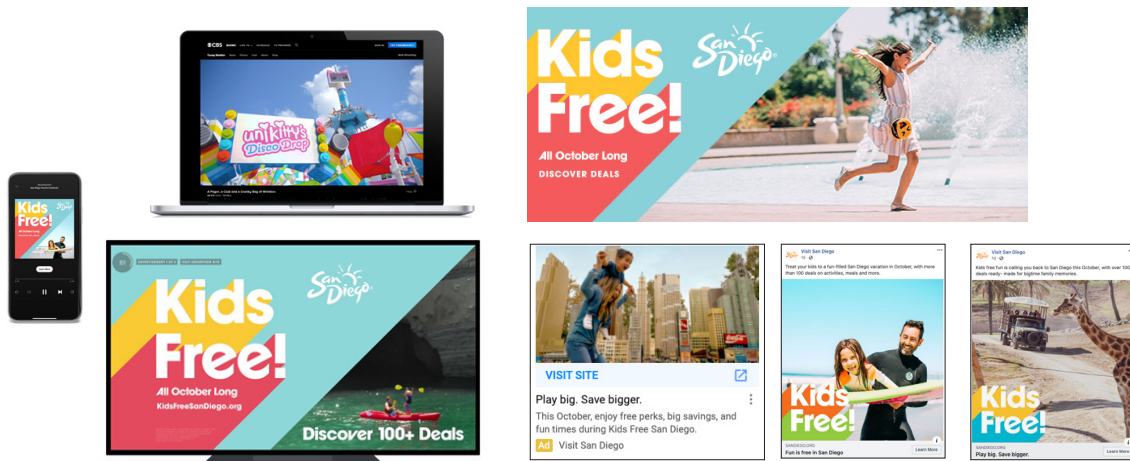
Now in its tenth year, this destination-wide promotion brings together more than 100 SDTA partners across hotels, attractions, museums, activities, and restaurants to offer Kids Free deals to inspire travel to San Diego during October. Kids Free San Diego is supported through a multi-layered promotional program including paid media, public relations coverage, email marketing and trade promotions as well as SDTA's owned digital channels including SanDiego.org, KidsFreeSanDiego.org and the Visit San Diego social media channels.



The FY 2022 Kids Free San Diego marketing campaign includes [brand awareness](#) level advertising mixed with storytelling content highlighting family experiences and attractions and hardworking booking calls to action for those considering nearby travel options. \$410,000 in advertising will run August through October in California and Arizona targeting family travelers and is estimated to deliver 29.1 million impressions.

Advertising highlights include:

- Digital Video with ABC, CBS, NBC, Hulu and The Helm
- Digital Audio with Pandora and Spotify
- Digital Display, Social, Content Distribution and Search Engine Marketing with Tripadvisor, Adara, Sojern, Google, Facebook and StackAdapt



To submit your Kids Free offer, visit Members.SanDiego.org