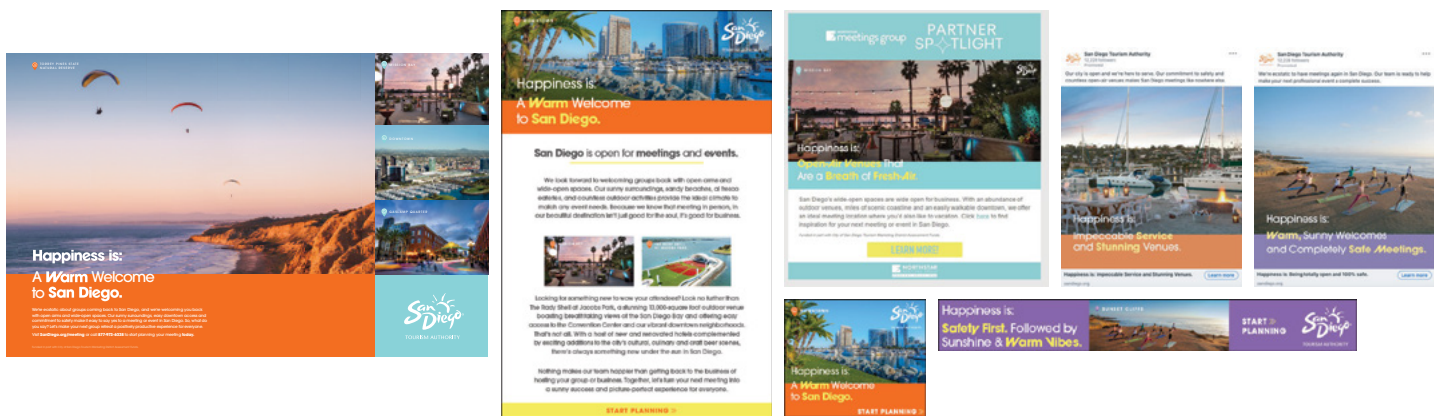


Happiness is: A Warm Welcome to San Diego.

SAN DIEGO TOURISM GROUP MEETINGS & CONVENTIONS MARKETING PROGRAM

Supporting direct sales for the San Diego Convention Center and Hotel Meetings, the new “Happiness Is” group meetings campaign launched in FY 2022 to announce that San Diego is open and ready to reignite and restore professional meetings and events following the pandemic. For more than a decade, SDTA has been celebrating San Diego’s distinct “Sunny Outlook” brand positioning through our marketing campaigns and the “Happiness Is” advertising campaign serves as an extension to the group meetings audience, leaning into San Diego’s positivity and optimism which inspires creativity, innovation, and opportunity while also highlighting the differentiating factors of hosting a meeting in San Diego.



FY 2022 “HAPPINESS IS” MEETINGS & CONVENTIONS PROGRAM HIGHLIGHTS

\$400,000 in media will run nationally during July 2021 – June 2022, delivering approximately 34.7 million impressions.

The multi-layered advertising program includes digital and print efforts with the following media partners:

- Social and Search Engine Marketing with LinkedIn and Google
- Print Insertions with PCMA, MPI, Northstar and Meetings Today
- Digital Display, Dedicated eBlasts, Custom Content and Partner Sponsorship Spotlights with PCMA, MPI, Northstar, Meetings Today and Trade Show News Network



TOURISM AUTHORITY

For more information on SDTA’s destination promotions and opportunities, visit Connect.SanDiego.org