

2022 KIDS FREE PACKAGES



TOURISM AUTHORITY



Drive Your Kids Free Promotions

Package includes:

- Featured content on **three** Kids Free email blasts.

Dates: 8/18, 9/11 & 10/1

- Display advertising on SanDiego.org/Kids-Free campaign pages.

Dates: 8/15 – 10/31/22

Email Placement

Reach an engaged and active leisure travel planning audience. Our email subscribers will receive your Kids Free offer multiple times that will link back to SanDiego.org or directly to your site.

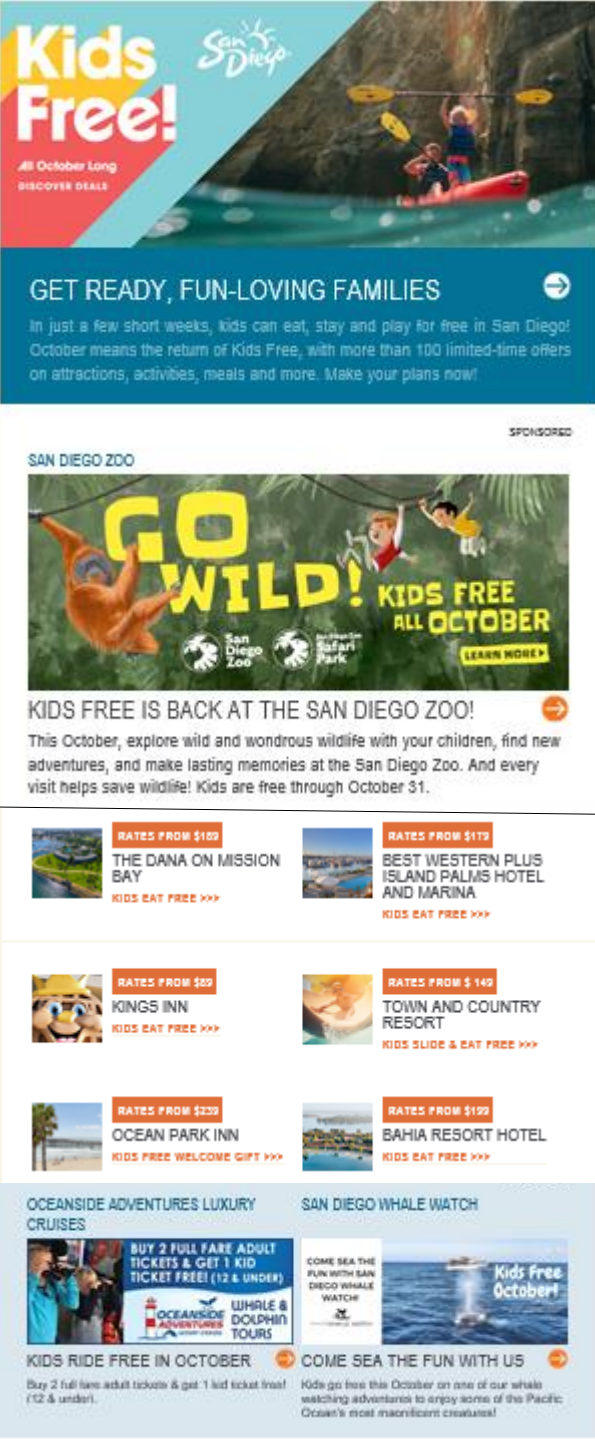
Email Send Dates:

- 8/18/22
- 9/11/22
- 10/1/22

Premier →

Featured Hotel →

Featured →



Kids Free! *San Diego*
All October Long
DISCOVER DEALS

GET READY, FUN-LOVING FAMILIES →







In just a few short weeks, kids can eat, stay and play for free in San Diego! October means the return of Kids Free, with more than 100 limited-time offers on attractions, activities, meals and more. Make your plans now!

SAN DIEGO ZOO SPONSORED



GO WILD! KIDS FREE ALL OCTOBER [LEARN MORE](#)

KIDS FREE IS BACK AT THE SAN DIEGO ZOO! →

This October, explore wild and wondrous wildlife with your children, find new adventures, and make lasting memories at the San Diego Zoo. And every visit helps save wildlife! Kids are free through October 31.

 RATES FROM \$109 THE DANA ON MISSION BAY KIDS EAT FREE >>>	 RATES FROM \$119 BEST WESTERN PLUS ISLAND PALMS HOTEL AND MARINA KIDS EAT FREE >>>
 RATES FROM \$89 KINGS INN KIDS EAT FREE >>>	 RATES FROM \$149 TOWN AND COUNTRY RESORT KIDS SLIDE & EAT FREE >>>
 RATES FROM \$239 OCEAN PARK INN KIDS FREE WELCOME GIFT >>>	 RATES FROM \$199 BAHIA RESORT HOTEL KIDS EAT FREE >>>

OCEANSIDE ADVENTURES LUXURY CRUISES **SAN DIEGO WHALE WATCH**

 BUY 2 FULL FARE ADULT TICKETS & GET 1 KID TICKET FREE! (12 & UNDER) WHIRL & DOLPHIN TOURS	 COME SEA THE FUN WITH SAN DIEGO WHALE WATCH Kids Free October!
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KIDS RIDE FREE IN OCTOBER → **COME SEA THE FUN WITH US** →

Buy 2 full fare adult tickets & get 1 kid ticket free! (12 & under).

Kids go free this October on one of our whale watching adventures to enjoy some of the Pacific Ocean's most magnificent creatures!

Kids Free Page Placement Attractions

Run Dates: 8/15 – 10/31/2022

Premier & Featured Attractions

Rotate in all 7 ad positions

- Premier (3): 17% S.O.V.
- Featured (6): 8% S.O.V.

Ad placement rotation

The screenshot displays the 'Kids Free San Diego' website layout. At the top, a large banner features a family surfing on waves with the text 'Save Big and Play Big with KIDS FREE SAN DIEGO' and 'THIS OCTOBER, SAN DIEGO IS A KID'S PARADISE'. Below the banner, there are several promotional cards and banners:

- ENDLESS BEACHFRONT FUN:** A card with a beach scene, text 'SAVE UP TO \$40', 'Up to \$40 OFF at Balboa Park, San Diego's historic beachfront scenic destination with 20+ sites, attractions, shops and handmade restaurants in Mission Beach since 1925.', and a 'READ MORE' link.
- OLD TOWN TROLLEY TOURS:** A card with a trolley image, text 'EXCLUSIVE SUMMER PACKAGE DEALS', 'Enjoy the best of San Diego & Coronado aboard our #1 rated hop on/off sightseeing tour. Enjoy 50 different neighborhoods & receive free admission to 10 museums!', and a 'READ MORE' link.
- 30 MINUTE DISCOVERY FLIGHT:** A card with an airplane image, text '30 Min Flight - \$175', and a 'BOOK NOW' button.
- Rock the Yacht! PARTY CRUISES:** A card with a city skyline image, text 'HORNBLOWER CRUISES & EVENTS', and a 'BOOK NOW' button.
- OLD TOWN TROLLEY TOURS*:** A card with a trolley image, text 'CLICK TO SAVE', '100% SATISFACTION GUARANTEED', and a 'BOOK NOW' button.
- Stay in touch:** An orange banner with text 'Sign up to receive the latest news, events, and updates about San Diego. Our monthly and weekly newsletters will keep you informed about the latest and greatest happenings in the destination.' and a 'SIGN UP' button.
- Visitor planning guide:** A teal banner with text 'For the ultimate guide to planning your San Diego vacation, view and download the San Diego Visitor Planning Guide, packed with useful information that will help you plan the perfect San Diego getaway.' and a 'DOWNLOAD' button.
- SEADRAGONS & SEAHORSES:** A card with an underwater scene, text 'SEE THE NEW EXHIBIT!', 'Celebrate seahorses and seadragons and learn about efforts to ensure their survival at Birch Aquarium's newest exhibition.', and a 'READ MORE' link.
- RIDE THE TIDE NOW SEAWORLD!:** A card with a roller coaster image, text 'NOW OPEN!', 'Introducing Tidal Twister, an all-new dueling roller coaster featuring high-speed turns and upside-down twists! The first of its kind in the world, only at SeaWorld San Diego.', and a 'READ MORE' link.

Kids Free Page Placement Hotels

Run Dates: 8/15 – 10/31/2022

Hotels will be listed by name
on the Kids Free landing page
Featured Hotel Offers widget
and linked to your Kids Free
offer on our site.



The screenshot displays the 'Kids Free San Diego' website. At the top, a large banner features a family surfing on waves with the text 'Have Big and Play Big with KIDS FREE SAN DIEGO' and 'THIS OCTOBER, SAN DIEGO IS A KID'S PARADISE'. Below the banner are three featured activity cards: 'ENDLESS BEACHFRONT FUN' (Save up to \$40 on a beachfront resort), 'OLD TOWN TROLLEY TOURS' (Exclusive summer package deals), and '30 MINUTE DISCOVERY FLIGHT' (30 min flight - \$175). A 'Featured Hotel Offers' section is highlighted with a blue border, containing eight hotel cards with images and brief descriptions:

- HOTEL INDIGO**: Don't miss for a special occasion, book your getaway and save more! **RATES FROM \$99**
- KONA KAI RESORT & SPA**: Lounge on our private beach or relax in our new Polynesian Pool. Spend the day relaxing along the bay or relaxing in the spa. Kona Kai is a full-service resort with a host of amenities and activities. **RATES FROM \$149**
- HILTON SAN DIEGO RESORT & SPA**: Hilton San Diego Resort & Spa on Mission Bay recently completed a \$20M renovation and offers a variety of options for the active family to enjoy while enjoying winter! **RATES FROM \$99**
- CATAMARAN RESORT HOTEL AND SPA**: Give the last gift this year - the gift of travel. Experience the beautiful Catamaran Resort Hotel and Spa in San Diego. **RATES FROM \$121**
- LA JOLLA SHORES HOTEL**: Fall is the perfect time to enjoy warm sun, clear skies and lighter crowds. Great weekly rates are now available. Book your fall escape to La Jolla Shores Hotel today! **RATES FROM \$299**
- HOTEL DEL CORONADO**: Experience the magic of a Historic Chateau as America's beachfront legend with world-class dining, dazzling lights, a two-story tree decked in white, decadent suites and more. **RATES FROM \$269**
- BAHIA RESORT HOTEL**: Get a tan this holiday season at the beachside Bahia Resort Hotel in San Diego. Bring your family and friends to experience the warmth of the holidays at the Bahia. **RATES FROM \$114**
- HYATT REGENCY MISSION BAY**: Enjoy ocean views, waterfront dining, an eco-friendly spa and our award-winning pool that includes a contemporary private lounge - all set against the backdrop of Mission Bay. **RATES FROM \$165**

Kids Free Page Placement Hotels

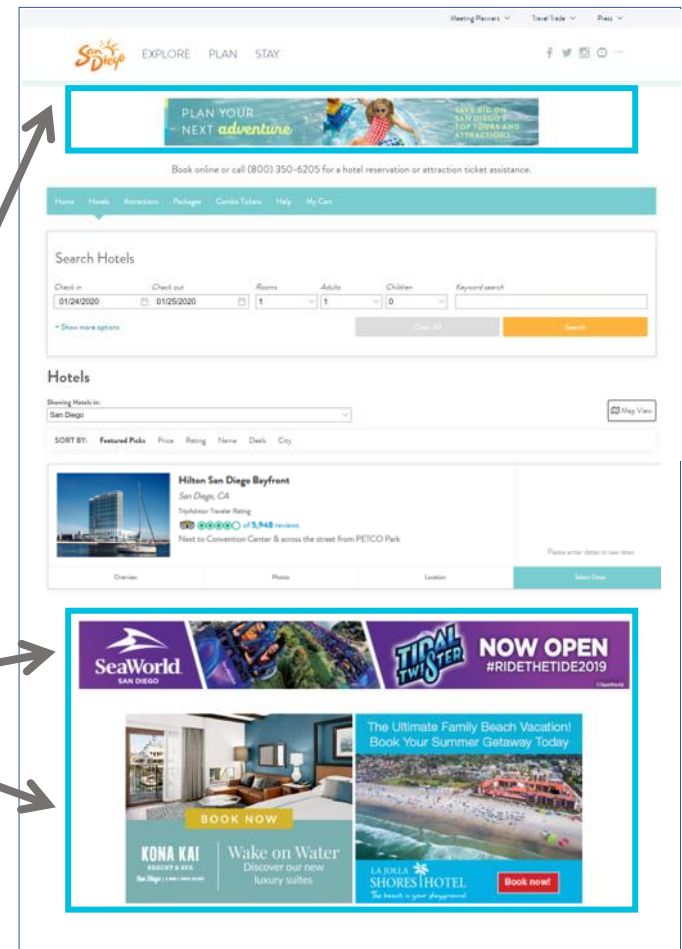
Run Dates: 8/15 – 10/31/2022

Featured Hotels

Rotate in all 4 ad positions on the booking engine of our website with 2 ad types:

- 728x90 Leaderboard
- 300x250 Display Ad

Ad placement rotation



2022 Rates

Package	Member Rate	Average Impressions (banner impressions + email opens)	Widget Impressions	2021 Benchmark Performance
PREMIER [3 Total] SOLD OUT	\$3,000	166,000		3,214 Clicks 2.06% CTR
FEATURED [6 Total] 4 Available	\$1,000	132,000		796 Clicks 0.65% CTR
FEATURED HOTEL [8 Total] 6 Available	\$750	59,000	135,000	225 Clicks 0.31% CTR 430 Offer views

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



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