



TOURISM AUTHORITY

# Winter/ Holiday Seasonal Packages





# Drive Your Holiday Promotions

- Featured content on **three** Holiday email blasts.

**Dates:** 10/18, 11/6 & 12/1

- Display advertising on our Holiday campaign pages

**Dates:** 10/14 – 12/31/22



TOURISM AUTHORITY

Having problems viewing the email? [Click here](#)

[Unsubscribe](#)



### MAKE YOUR HOLIDAY MERRIER AND BRIGHTER

Warm up and chill out this holiday season in San Diego—just make sure to bring flip-flops instead of snow boots. Welcome to winter's bright side.

SPECIAL WINTER OFFERS FROM OUR PARTNERS

**YOUR PASS TO AMAZING MUSEUMS AND MORE!**



**BALBOA PARK EXPLORER**



### BALBOA PARK IS PERFECT FOR THE HOLIDAYS





With festive lights, sights and sounds, Balboa Park is a favorite San Diego holiday destination. And with a Balboa Park Explorer Pass, you will have access to more than a dozen venues including museums, gardens, and more. Add the San Diego Zoo to a Multi-day Pass for the ultimate holiday Park experience!

**PARADE OF LIGHTS** DEC 8+15




**SD BAY PARADE OF LIGHTS** MMSD is the best place on the waterfront to view the annual San Diego Bay Parade of Lights. **PLAN YOUR NEXT ADVENTURE** Save big on San Diego's top tours and attractions.

FEATURED HOTEL OFFERS

 <b>RATES FROM \$259</b> <b>OCEAN PARK INN</b> <a href="#">BOOK NOW &gt;&gt;&gt;</a>	 <b>RATES FROM \$139</b> <b>WYNDHAM SAN DIEGO BAYSIDE</b> <a href="#">BOOK NOW &gt;&gt;&gt;</a>
 <b>RATES FROM \$219</b> <b>KONA KAI RESORT &amp; SPA</b> <a href="#">BOOK NOW &gt;&gt;&gt;</a>	 <b>RATES FROM \$129</b> <b>EMBASSY SUITES BY HILTON SAN DIEGO - LA JOLLA</b> <a href="#">BOOK NOW &gt;&gt;&gt;</a>

# Email Placement

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

Email Send Dates:

- 10/18
- 11/6
- 12/1

Premier Attractions →

Featured Attractions →

Featured Hotels →

# Holiday Pages Placements Attractions

Run Dates: 10/14 – 12/31/2022

## Premier & Featured Attractions

**Rotate** in all 7 ad positions

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

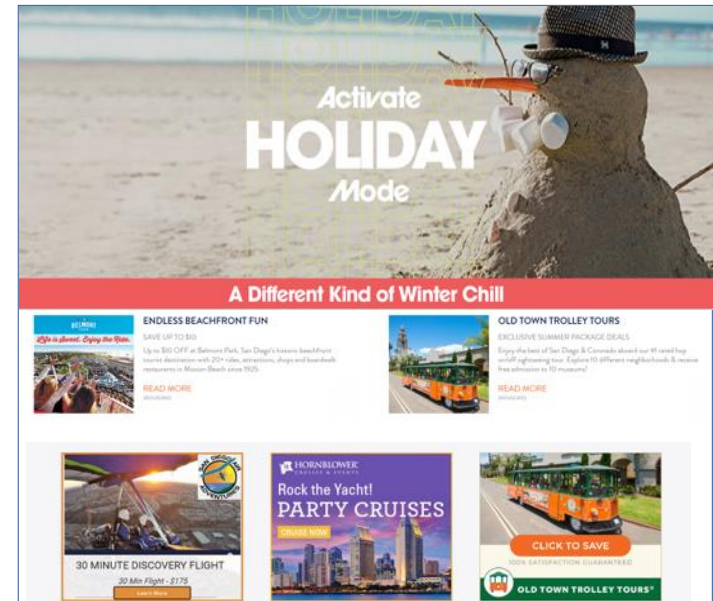
Ad placement rotation

The screenshot shows a website layout for 'Activate HOLIDAY Mode'. The header features a snowman on a beach with the text 'Activate HOLIDAY Mode' and 'A Different Kind of Winter Chill'. Below the header are several promotional tiles:

- ENDLESS BEACHFRONT FUN**: Includes a 'LIVE UP TO SD!' badge and a 'READ MORE' link.
- OLD TOWN TROLLEY TOURS**: Includes an 'EXCLUSIVE SUMMER PACKAGE DEALS' badge and a 'READ MORE' link.
- 30 MINUTE DISCOVERY FLIGHT**: Includes a '30 Min Flight - \$175' badge and a 'READ MORE' link.
- Rock the Yacht! PARTY CRUISES**: Includes a 'BOOK NOW' badge.
- OLD TOWN TROLLEY TOURS\***: Includes a 'CLICK TO SAVE' badge and a '100% SATISFACTION GUARANTEED' badge.
- Stay in touch**: A sign-up form for newsletters with a 'SIGN UP' button.
- Visitor planning guide**: A download button for a planning guide.
- SEADRAGONS & SEAHORSES**: Includes a 'SEE THE NEW EXHIBIT!' badge and a 'READ MORE' link.
- RIDE THE TIDE NOW SEAWORLD!**: Includes a 'NOW OPEN!' badge and a 'READ MORE' link.

# Holiday Landing Page Placement Hotels

Run Dates: 10/14 – 12/31/2022



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



# Booking Engine Placement Hotels

Run Dates: 10/14 – 12/31/2022

## Featured Hotels

**Rotate** in 3 ad positions on the booking engine of our website with 2 ad types:

- 728x90 Leaderboard
- 300x250 Display Ad

Ad placement rotation

The screenshot displays the San Diego Convention Center website's booking engine. At the top, there is a navigation bar with the 'SDCC' logo and links for 'EXPLORE', 'PLAN', and 'STAY'. Below this is a promotional banner for 'PLAN YOUR NEXT adventure' with a call to action to 'Book online or call (800) 350-6205'. The main content area features a 'Search Hotels' form with fields for 'Check in' (01/24/2020), 'Check out' (01/25/2020), 'Rooms' (1), 'Adults' (1), and 'Children' (0). Below the search form, a list of hotels is shown, with 'Hilton San Diego Bayfront' as the first result. A callout box labeled 'Ad placement rotation' points to a large advertisement area at the bottom of the page. This area contains three distinct ad placements: a 'SeaWorld SAN DIEGO' banner, a 'TIPAL TWISTER NOW OPEN #RIDETHETIDE2019' banner, and a 'KONA KAI' hotel advertisement with a 'BOOK NOW' button.

# 2022 Rates

Package	Member Rate	Average Impressions (banner impressions + email opens)	Widget Impressions	2021 Benchmark Performance
PREMIER [3 Total] <b>SOLD OUT</b>	\$1,200	100,000		567 Clicks 0.74% CTR
FEATURED [6 Total] <b>SOLD OUT</b>	\$750	87,000		450 Clicks 0.58% CTR
FEATURED HOTEL [8 Total] <b>4 Available</b>	\$750	Featured Hotel placements were not used in 2021. Participating hotels were placed in Featured placements.		

## TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



**NANCY BJORK**  
619.557.2807  
nbjork@sandiego.org



**GERRY GRANADOS**  
619.557.2868  
ggranados@sandiego.org