



TOURISM AUTHORITY

2022 NEW YEAR'S EVE PACKAGES



Drive Your New Year's Eve Promotions

1. Featured content on one New Year's Eve email blast to 140,000 subscribers
Dates: 11/17/22
2. Display advertising on our New Year's Eve landing page
Dates: 11/14/22 – 12/31/22





Email Placements

Over 140,000 subscribers will receive your New Year's Eve event or offer, linking back to sandiego.org or directly to your site.

Premier →

Featured →

2019

NEW YEAR'S EVE SAN DIEGO STYLE

From grand and glamorous to intimate and romantic, ring in the New Year in San Diego. Start your celebration with a weekend party that runs into the new year!

BIG NIGHT SAN DIEGO SPONSORED

BIG NIGHT SAN DIEGO NEW YEAR'S EVE GALA
HILTON BAYFRONT
12.31.18 | 9PM-2AM

SAN DIEGO'S LARGEST NEW YEAR'S EVE GALA

Big Night San Diego New Year's Eve: The perfect, ALL-INCLUSIVE night. All drinks are included all night. Plus: Buffet - 12 acts - 8 dance floors and huge midnight celebration!

BLACK & GOLD NYE PARTY

Ring in the New Year with a waterfront champagne toast, appetizers, dessert & dance the night away at Maritime Museum's Barkley.

RING IN 2019 WITH HORNBLOWER

Hornblower has NYE covered! Choose an Old Hollywood Dinner Cruise, Vintage Vegas bash at The Lobby & more.

NYE 2019 PARTY PACKAGE
BAHIA RESORT HOTEL

NYE CRUISE ON MISSION BAY

Celebrate with an overnight stay at the Bahia Resort Hotel and an unforgettable Mission Bay cruise.

HUMPHREYS NEW YEAR'S EVE!

Dance the Night Away on San Diego Bay or Indulge in an Elegant Affair at Humphreys SoCal Dining!

NYE Landing Page Ad Placements

Ring in the
NEW YEAR
IN SAN DIEGO

Photos By Dan Thomas

ENDLESS BEACHFRONT FUN
SAVE UP TO \$10
Up to \$10 OFF at Belmont Park, San Diego's historic beachfront tourist destination with 20+ rides, attractions, shops and boardwalk restaurants in Mission Beach since 1925.
[READ MORE](#)

OLD TOWN TROLLEY TOURS
EXCLUSIVE SUMMER PACKAGE DEALS
Enjoy the best of San Diego & Coronado aboard our #1 rated hop on/off sightseeing tour. Explore 10 different neighborhoods & receive free admission to 10 museums!
[READ MORE](#)

30 MINUTE DISCOVERY FLIGHT
30 Min Flight - \$175
[Learn More](#)

Rock the Yacht! PARTY CRUISES
[CRUISE NOW](#)

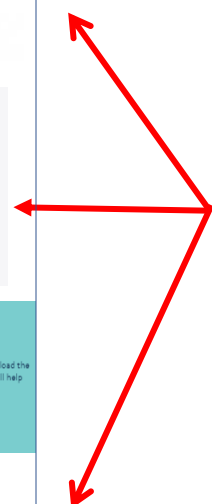
OLD TOWN TROLLEY TOURS
[CLICK TO SAVE](#)
100% SATISFACTION GUARANTEED

Stay in touch
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.
[SIGN UP](#)

Visitor planning guide
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.
[DOWNLOAD](#)

SEADRAGONS & SEAHORSES
SEE THE NEW EXHIBIT!
Celebrate seahorses and seadragons and learn about efforts to ensure their survival at Birch Aquarium's newest exhibition.
[READ MORE](#)

RIDE THE TIDE NOW SEAWORLD!
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.
[READ MORE](#)



All Participating Members
Rotate in all 7 ad positions

Premier (2): 20% S.O.V.

Featured (6): 10% S.O.V.

Rates

Package	Member Rate	Avg. Impressions (site impressions + email opens)*	Benchmark Performance
PREMIER [2 total]	\$1,000	77,000+	1,663 Clicks 2.15% CTR
FEATURED [6 total]	\$750	48,000+	781 Clicks 1.61% CTR

* Impressions and performance based on pre-pandemic traffic and benchmarks

TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:



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