SDTA will run $25.5 million in media during the January – June 2020 time period across the United States, Canada, United Kingdom and China. The program is estimated to deliver more than 1.8 billion impressions.

Advertising effectiveness research shows those exposed to and aware of SDTA’s integrated marketing efforts are much more likely to plan a trip to San Diego compared to those who were not aware, and consideration and intent to visit increase with exposure to multiple campaign layers. Overall, the greater the number of times our audience see our campaigns, the higher the likelihood they are to consider the destination for their next vacation.

**SDTA’S ADVERTISING PROGRAM IS EXTENSIVE AND MULTI-LAYERED; REACHING CONSUMERS THROUGHOUT THE TRAVEL PLANNING DECISION JOURNEY. KEY INITIATIVES FOR THE REMAINDER OF FY 2020 INCLUDE:**

**Domestic**

$21.6 million in media planned and 1.3 billion ad impressions estimated January – June, 2020

**NATIONAL CABLE TELEVISION**

With increased Tourism Marketing District funding in FY 2020, SDTA moved to a national cable television strategy increasing U.S. households reached by 95 million over last year’s spot market television program.

6 weeks (February 3 – April 12)

Animal Planet • Bravo • Discovery • E! • ESPN • Food Network • Hallmark • HGTV • History • Lifetime • National Geographic • Nick at Nite • TBS • TLC Travel • TV Land

771 million impressions

**SPRING PROMOTIONAL PROGRAM**

SDTA will implement a spring promotional program in key volume markets to help shore up late spring/early summer need periods. Research is currently being conducted in Phoenix to help inform messaging strategy.
SDTA invests in a large digital program of work, estimated to deliver 580 million impression domestically during January – June, with strategies to reach audiences where they are spending the most time with content. Programmatic and social mass reach environments are combined with premium, contextually relevant environments to balance scale, efficiency, viewability and brand safety.

**NATIONAL BRAND DIGITAL VIDEO**
SDTA plans television and video platforms to complement and support one another.
January – April

**RUNNING NATIONALLY** on Hulu, ABC, CBS, NBC Sports, YouTube, Facebook and Amobee

**EIGHT-WEEK HEAVY UP IN SPOT MARKETS**
Phoenix • Sacramento • San Francisco
Seattle • Chicago • Dallas • New York

**ALWAYS-ON CONTENT PROGRAM**
Designed to drive awareness of specific San Diego offerings while increasing content engagement and reaching new audiences.
January – June

**NATIONAL, LOS ANGELES AND PHOENIX SPOT MARKET DISTRIBUTION** on Facebook, Google, YouTube, Pinterest and StackAdapt
February – May

**TRIPADVISOR MEDIA PARTNERSHIP**
Program developed to raise the profile of San Diego within the world’s largest travel site reaching 455 million unique users.
January – April

**CO-BRANDED CREATIVE:**
- Video Content Promoted On Tripadvisor Social Channels
- Display Units From Tripadvisor Community Reviews
- Custom Content Hubs For Passion Pillars
  Outdoors • Attractions • Culture • Culinary • Entertainment

**NATIONAL DIGITAL PULL-THROUGH**
A lower funnel digital layer that engages travel intenders considering San Diego continues through February.

Google • Adara • Sojern • AdRoll
Priceline • Expedia • Facebook • Pinterest

In March, the program with Expedia and Priceline shifts to “Stay Another Night” messaging to grow length of stay as we head into peak season.

**PREMIUM DIGITAL**
SDTA is leveraging the brand equity and premium editorial voice of Conde Nast and Meredith to provide high level travel inspiration for San Diego.
February – April

High-visibility, contextually-relevant display placements

Homepage takeovers on Travel + Leisure and Conde Nast Traveler
JUST SAY NO TO WINTER

Partnership with EDC in cold weather markets to remind people that they don’t have to experience harsh winters to grow their career, while encouraging them to visit San Diego to see what it’s like to work and live here.

January 19 – February 15

DIGITAL ADS on Google, LinkedIn, Facebook, Instagram and YouTube

TRANSIT ADVERTISING in Boston and Chicago subways

ACTIVATION with “Surfer Sam” in New York City

BALBOA PARK PROMOTION

SDTA continues to invest in marketing efforts to elevate Balboa Park as one of the country’s most iconic urban cultural parks.

February – May

SUNSET MAGAZINE PARTNERSHIP including exclusive editorial content, digital and print advertising and social media campaign

BALBOA PARK EXPERIENCE Promote the wildly successful interactive content developed during FY 2019 that allows users to explore the wide variety of the park’s cultural offerings

International Market Development

$3.89 MILLION IN MEDIA PLANNED AND 460.8 MILLION AD IMPRESSIONS ESTIMATED JANUARY – JUNE, 2020

CANADA

Total FY 2020 advertising spend in Canada will exceed $2.3 MILLION this year, including Brand USA contributions. National advertising runs across two media flights. More than $1 MILLION in spend and 121 MILLION IMPRESSIONS are estimated January – June.

November – January

NATIONAL CABLE TELEVISION ON 17 NETWORKS including TSN, SportsNet, Discovery, Bravo, E!, Food, History, HGTV

November – January, May – June

DIGITAL VIDEO • DISPLAY • CONTENT DISTRIBUTION • SEM

Global TV • Bell Media • YouTube • Facebook

TripAdvisor • Google • StackAdapt • Expedia

UNITED KINGDOM

Total FY 2020 advertising spend in UK will exceed $1.2 MILLION this year, including Brand USA contributions.

January – March

OUT-OF-HOME Video and static digital units will run within rail stations, like the Waterloo and London Bridge stations, as well as high traffic street locations in the greater London area.

DIGITAL VIDEO • DISPLAY • CONTENT DISTRIBUTION • SEM

YouTube • Facebook • Google • Exponential

TripAdvisor • LastMinute • Expedia

CHINA

From branding initiatives in key media channels to community management of owned social channels like WeChat and Weibo to an ongoing relationship with Alipay to grow Chinese mobile payment capabilities of San Diego merchants, SDTA continues to invest in development of this important, growing market. Planned marketing programs for China are currently paused as SDTA monitors the impact of the Coronavirus originating in China and its impact on inbound travel to the region.