



SUB REGION MARKETING PROGRAM
EXECUTIVE UPDATE
July 2014 – March 2015
as of FY2015 Quarter 3

The Sub Region program of work kicked off in July 2014 with an overall budget of \$3 million dollars allocated to leisure advertising, public relations, marketing asset categorization and development, tour and travel trade outreach and group meeting sales. Results to date include the following:

SUB REGION PERFORMANCE BY REGION (January 2014 – March 2015):

	OCC	YOY Growth OCC	ADR	YOY Growth ADR	RevPAR	YOY Growth RevPAR
Mission Valley	75.6%	7.90%	\$105.67	6.64%	\$79.85	15.06%
Mission Bay	77.2%	4.80%	\$152.89	5.66%	\$118.00	10.73%
La Jolla Coastal	76.4%	2.98%	\$207.87	9.74%	\$158.72	13.00%
Pt. Loma - Airport	77.4%	5.17%	\$117.96	6.98%	\$91.25	12.51%
UTC	79.8%	7.66%	\$165.74	5.34%	\$132.28	13.41%
I-15 Corridor	71.2%	5.40%	\$119.90	4.35%	\$85.41	9.99%

LEISURE ADVERTISING: Annual Budget \$643,600

- New leisure print display ads and advertorial layouts have been developed to appeal to luxury and value travelers, specifically targeting sub region audiences and including a call to action directing visitors to dedicated website landing pages featuring sub region properties.
- Through March 2015, a total of \$339,041 has been spent on print advertising in Sunset Magazine, Travel & Leisure, Real Simple and Family Fun, generating a total of 10.98 million impressions.
- Sub Region pay-per-click advertising on Google through March 2015 has totaled \$24,845, generating 372,658 impressions and 7,750 clicks for an average click through rate of 2%.
- New Luxury and Value landing pages were developed featuring sub region properties as the fulfillment channel for sub region advertising programs. As of March 2015, traffic to those pages has totaled 11,862 page views.

ONLINE TRAVEL AGENCY (OTA) MARKETING: Annual Budget \$560,000

- Sub region specific OTA campaigns include both Luxury and Value programs on Expedia/Travelocity, Orbitz/Cheap Tickets, Despergar (Mexico) and Living Social. Spending on media to date has totaled \$341,271, generating over 36.4 million impressions and 6,108,366 clicks for sub region properties. During the Fall Kids Free and Luxury campaigns, sub-region properties booked 97,878 room nights, up 24% compared to previous year. The Spring Beach Sale began in February and ran through April. Results will be reported next quarter.

SOCIAL MEDIA MARKETING: Annual Budget \$100,000

- A social media marketing agency specializing in hotel marketing, Casual Fridays, was selected and retained to develop sub region focused social media campaigns. As of March 2015, the agency has deployed five campaigns including; 12 Days of Christmas, 10 Things to do within 10 Miles of Mission Valley, Flip Flop Fridays, Spring to San Diego Sweepstakes(Point Loma) and Hoppy Easter. These programs have generated a total reach of 627,339 impressions and over 23,810 engagements through social media channels.
- Casual Fridays has also hosted three workshops for Members on social media best practices.

EARNED MEDIA: Annual Budget \$120,000

- The public relations team pitched and earned, in advertising equivalency value, \$1.29 million for Mission Valley/Old Town, \$3.9 million for Mission Bay and \$2.5 million for La Jolla. This included stories written about the sub regions in the Boston Globe, Redbook magazine, Travel + Leisure (China), the Calgary Herald, ELLE (Canada), Rolling Stone (Mexico), TELVA magazine (Spain), the Globe & Mail (Canada) to name a few. A sub region focused media FAM tour is planned for Quarter four.

TOUR & TRAVEL: Annual Budget \$110,000

- Attended NTA Conference to promote leisure, group, motor coach travel.
- Attended CA Alliance Mexico Sales Mission in Puebla, Mexico City, Leon and Guadalajara to promote Mexico visitation.
- AAA Sales Missions in Southern California and Las Vegas to promote to major drive markets.
- Hosted 19th Annual Los Angeles VIP Client Dinner with representation from Domestic, Mexican and Latin American Tour Operators and Receptives.
- Met with several receptive operators selling to the Latin America region at the RTO West Summit.
- Hosted the California Alliance Mexico Mega FAM with over 100 Mexican travel agents in town for 2 nights.
- Hosted the Julia Tours (Mexico) FAM with 8 agents for 1 night.

RIGHTS FREE MARKETING ASSETS LIBRARY: Annual Budget \$212,500

- The team has set up a new media hosting solution at Media Silo in order to organize and stage marketing assets for use by sub region hotels. Cooper Media has been retained to edit and post new b-roll footage and the SDTA photo library is currently being edited and staged to Media Silo. New photography and video production is currently on hold.

GROUP SALES STAFF: Annual Budget \$340,865

- Through March 2015, the sub region team has delivered 9,128 definite room nights for sub region properties including 2,676 for Mission Bay and 6,452 for Mission Valley. Another 4,030 room nights were booked outside of the sub-regions that had also been sourced to sub region hotels. There are currently 53 active leads distributed to sub region hotels for a potential of 35,590 room nights, with an average rate range of \$109 - \$199. A total of 38 leads with a potential of 28,502 room nights changed to lost business status.
- Brianne Mouton and Gillian Ware have attended 10 specialty market shows promoting sub region hotels including SGMP, Connect Marketplace, National Coalition of Black Meeting Planners, Diversity Marketplace, Fraternity Executives Association (FEA), Professional Fraternity Association, RCMA Aspire Regional and Emerge Annual, National Pan Hellenic Conference, and Rejuvenate Marketplace. The team also hosted a Diversity FAM in San Diego for 13 planners. In April the SDTA was represented at the IGLTA trade show in Los Angeles. Upcoming meetings and trade shows include Christian Meetings and Conventions Association (May) and SGMP at the end of April.

GROUP SUB REGION ADVERTISING: Annual Budget \$615,000

- During the first quarter, SDTA continued a print and digital program to support sub region group business.
- In February, print ads and an 8-page insert ran in Successful Meetings and Meetings Focus with single page print ads in Small Market Meetings. Digital banners reinforce San Diego messaging on publisher sites and include placements on MeetingsNet.com, Successful Meetings, Meetings & Conventions, Smart Meetings, Meetings Focus, Plan Your Meeting Magazine and Aspire Magazine. Group Specialty advertising spend for February totaled \$58,098 and delivered 292,959 impressions.
- During the month of March, SDTA continued a print and digital program to support sub-region group business. Print ads and an 8-page insert ran in Plan Your Meeting Magazine and Black Meetings & Tourism with single page print ads in Small Market Meetings. Digital banners reinforce San Diego messaging on publisher sites and include placements on MeetingsNet.com, Successful Meetings, Meetings & Conventions, Smart Meetings, Plan Your Meeting Magazine and Black Meetings & Tourism. Group specialty advertising spend for March totaled \$44,847.13 and delivered 300,360 impressions.