A Yearlong Premier Destination Event

- Significant room-night revenue throughout 2015
- Prioritizes “shoulder” seasons
- Attracting regional, national, international visitors
- Call to action to TMD lodging businesses
- Extend value of TMD Investment
  - Co-op marketing
  - Private source funding
  - Sponsorship
San Diego’s Balboa Park Centennial Celebration in 2015 commemorates the centennial of the event that put San Diego on the world map, the 1915 Panama-California International Exposition.

The yearlong Celebration will showcase the intellectual capital and cultural resources of San Diego with diverse and constantly evolving events and attractions that educate and entertain visitors from around the globe.
A World-Class Event
Programming Priorities

- Science, Technology and Engineering
- International Relationships and Outreach
- Inspiring Young Minds
- Cultural Diversity and Heritage
- A Spotlight on Performing Arts
- The Nexus of Technology and Art
- And, a Quality Visitor Experience
• Cannot be experienced elsewhere
• Attracts visitors from outside SD
• Deepens relationship to Balboa Park
• Welcoming international visitor experience
• Culture of collaboration
• Incorporates sponsors/partners
• Most effective use of capital within Balboa Park infrastructure
• Revenue Opportunities: ticketed events, attractions, F&B
• More people in low season and at night

Guiding Principles
Celebration Plaza:  
An International Village
San Diego Alive
Centennial Stage
Key Objectives FY13

- Create infrastructure for marketing platform
- Execute brand and communication tactics
- Initiate comprehensive sales and marketing strategy
- Establish partner relationships
Key Objectives FY14

- Attract out-of-market leisure/consumer
- Present the vision
- Secure major sponsors and partners
- Secure affinity groups/organizations

- Engage media partners for their own events
- Engage media partners for distributed content
BPC2015 Marketing Plan

1. Digital Communication
2. Comprehensive and Dynamic Website
3. Social Media Strategic Plan
4. Sales and Marketing Events
5. Business Partnerships
6. Tradeshows
7. Public Relations
8. Consumer-Direct Paid Advertising
Digital Communication

Digital Storytelling: Increased Engagement

U.S. Content Videos (000) Viewed
Source: comScore Video Metrix, Sep-2010 to Sep-2011

+28%
Digital Communication
“Capture The Vision”

BPC2015 “Vision Video”
- Sales and marketing focus
- Modular Content
- Can specifically target out-of-market audiences
- Messaging that directs back to online TMD booking

San Diego Historical Society
Comprehensive and Dynamic Website

- Expanded and enhanced web, online, and mobile presence
- Targeted to key audiences
- Full interactivity for increased engagement
- Drives prospective attendees to TMD hotels
- Database capture to inform and grow the online community
100 Years of Innovation

The inspiration behind holding this Celebration in 2015 comes from San Diego's 1915 Panama – California International Exposition, where local civic leaders saw the opportunity to draw visitors from around the world to San Diego following the opening of the Panama Canal. This event was monumental in putting San Diego on the map, establishing our city as the first U.S. port-of-call for northbound maritime trade and spurring the growth of some of the major economic and cultural pillars that support our community today.

Then & Now  Learn More

2015 Events Feed

01.15 Sample Event @ BP Organ Pavilion

Moments to Last A Lifetime

There is so much to celebrate, not only in how far San Diego has advanced in the past century but in how much more we have yet to achieve.
Social Media Strategic Plan

- Increasing use of social media to help plan vacations
- Influences purchasing decisions by gaining trust and credibility
- Establish a large and loyal following: combination of earned and paid media to increase “free” earned media over time
Social Media Strategic Plan

**Digital Marketing Trifecta**
Earned, Owned & Paid Media

- **Earned Media**
  - Sharing: Mentions, Shares, Reposts, Reviews
  - SEO & brand content drive earned media (sharing) & traffic

- **Owned Media**
  - Web Properties: Website, Mobile Site, Blog Site, Social Media Channels

- **Paid Media**
  - Advertising: Pay Per Click, Display Ads, Retargeting, Paid Influencers, Paid Content Promotion, Social Media Ads

- **Propel sharing & engagement with paid promotion**
  - Leverage owned, earned, and paid media for a comprehensive marketing strategy

- **Gain more exposure to web properties with SEO and PPC**
Social Media Strategic Plan

• Expand global scope and reach
• Build and position leisure market awareness and interest
• Better understand, identify, and engage potential sponsors and partners
• Increase awareness and value among targeted media partners
• Engage and excite category influencers
• Drive potential visitors to book TMD hotel rooms
Sales and Marketing
Events

- Specific targeted audiences
  - International dignitaries
  - Event planners
  - Major media
  - Category influencers
Major Corporate Sponsorship

- Customized one-on-one presentations
- Business and corporate leaders
- 70 local foundations with $1-$25 million in assets
Trade Show Presence

- High profile and national and regional trade show presence
- Showcase BPC2015 to affinity groups and targeted audiences
- Aligned in concert with San Diego Tourism Authority
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Consumer-Direct Paid Advertising Campaign

Respondents identify areas of focus, and how they plan to spend their marketing budget. Overall there is a clear shift toward investing more into brand awareness.

SOCIAL MEDIA  MOBILE  SEARCH ADVERTISING  TRADITIONAL

PERCENT

INCREASE  STAY ABOUT THE SAME  DECREASE  WILL NOT USE

79% 52%

79% indicated they plan to increase their social media marketing budget.

52% of respondents said they plan to maintain their current budget for traditional marketing.

MARKETING EFFORTS

Surveyed marketers reveal where their marketing efforts will fall in 2012. Social media, search advertising, and display advertising are key tools marketers plan to use, a clear step to involve new technology.

WHICH OF THE FOLLOWING TOOLS WILL YOU USE MOST IN 2012?

SOCIAL MEDIA 24%
SEARCH ADVERTISING 24%
DISPLAY ADVERTISING 22%
ONLINE VIDEO 11%
MOBILE OR TABLET ADS 7%
MOBILE OR TABLET APPS 6%
OTHER 4%

About one in five respondents believes the most popular industry tools this year will be:

24% SOCIAL MEDIA
24% SEARCH ADVERTISING
22% DISPLAY ADVERTISING
Planning or buying, OTAs are the most frequently visited travel sites
Share of visits by travel category

Source: PhoCusWright Inc.
TMD Return on Investment

- Evaluation Methodology
  - Attendance at a variety of special events both in and out of San Diego
  - Typical out to town visitation based on type of events
  - Times of the year and hotel room night patterns for TMD area hotels
  - The potential for achieving incremental room nights by groups already planning travel to San Diego in 2015
  - Calculations made for event attendance by the host organization
  - Variables related to the specific events being planned as part of the yearlong celebration
TMD Return on Investment

- 10:1 return to TMD
  - Based upon a total of $6 million in funding FY2013 - FY2015
  - $149 per night
SUMMARY