San Diego’s Balboa Park Centennial Celebration 2015 is a once-in-a-lifetime, premier destination event that creates a unique opportunity for TMD to generate significant room night revenue throughout calendar year 2015.
Investment will also deliver powerful ongoing value to TMD’s mission by positioning Balboa Park as a unique and highly desirable San Diego tourist attraction, providing a significant driver for increased local room nights in subsequent years.
Balboa Park and Tourism

One of the largest and most diverse urban parks in the U.S.
17 museums and education centers
10 million visitors per year

GOAL: 16 million visitors in 2015
Overview

- Marketing Research/Analysis
  - Attendance Projections
  - Audience Profiles
- Media Plan
  - Attract out-of-market affinity groups and organizations
  - Attract out-of-market leisure market
  - Achieve related room nights for TMD
  - Optimize paid impressions
- Key Partnerships
  - Programming Collaboration
  - Marketing Activation
- Digital Marketing Strategy
  - Content Marketing Plan
  - Video Outreach
  - User Generated Content
  - Core Audience Brand Advocates
Media Strategy

Goals:
- Attract out-of-market affinity groups and organizations for BP2015 events
- Attract out-of-market leisure audience for BP2015 events
- Add shoulder season room nights
- Drive attendance to meet stated BP2015 goals
- Optimize impressions from paid media
Key Partnerships

We are working with...

- The Smithsonian Institution
- U.S. Navy
- U.S. Marine Corps
- San Diego Convention Center
- San Diego County Regional Airport Authority
- The Mexican Consulate
- SDSU, UCSD, USD
- San Diego Foundation
- San Diego Bowl Game Association
- La Jolla Playhouse
- San Diego Symphony
- German Consulate
- Competitor Group (The Rock & Roll Marathon)
- The House of China
- Scripps Health
- USS Midway
- San Diego Opera
- Visit California
San Diego Convention Center Business

- Increase hotel room night attendance by extending visitors' stays surrounding Convention Center events and trade shows
- Off-peak or “shoulder” months.
- Opportunity to sell incremental hotel room nights to audiences who will already be visiting San Diego
Programming Partners

- Local/Regional Organizations and Events
  - USS Midway
  - San Diego Bowl Game Association
  - Rock ‘n’ Roll Marathon
  - The San Diego Symphony
  - The San Diego Opera
  - The Mexican Consulate
  - Arts, Books and Creators Festival
Marketing Plan Implementation

• Phase I April 2013 – August 2013
  • Marketing Analysis and Research
• Phase II September 2013 – January 2014
  • Establish and enhance BP2015 brand and buzz
  • Align with sponsor solicitation efforts
• Phase III Commencing February 2014
  • Announce and amplify programming
  • Promote and activate partner engagement
Content Marketing Strategy

- Targeted outreach across a variety of social media platforms
- Creating content that engages and excites
- Using content to create an interactive experience
- Focus on the Facebook audience to build the core audience, using core audience to focus on other platforms based on content type
Initial Results

• A Highly Engaged Audience
  • Original Content/Imagery
  • A high level of sharing
  • Click Through Rate (CTR) of 4.315%
    – 24x the National Average
  • Cost Per Like (CPL) of $.10
    – The National Average is $.38
What does this mean?

• We have a growing and interactive core audience
• As we begin to roll out programming concepts, dates, etc. we will have built a community of eager and excited “brand advocates” who will share with their networks.
  • Exponentially increases our reach, but without added cost
Video Content

• Compelling, “evergreen” narratives that resonate with our audiences
• Entertain/engage our followers
  • Increasing % share rate
  • Call to Action often user generated content
  • This leads to virality
User Generated Content

*76% say they use Facebook as a tool to research and plan their trip (2013 eMarketer)

- Developing our core audience of brand advocates, who are sharing and extending our brand messages
- Their participation and engagement is vital: contests, photo sharing, video sharing etc.
Can’t Wait to Celebrate in 2015!

#ilovebalboapark @balboapark2015