

TRAVEL  
*Santa Ana*

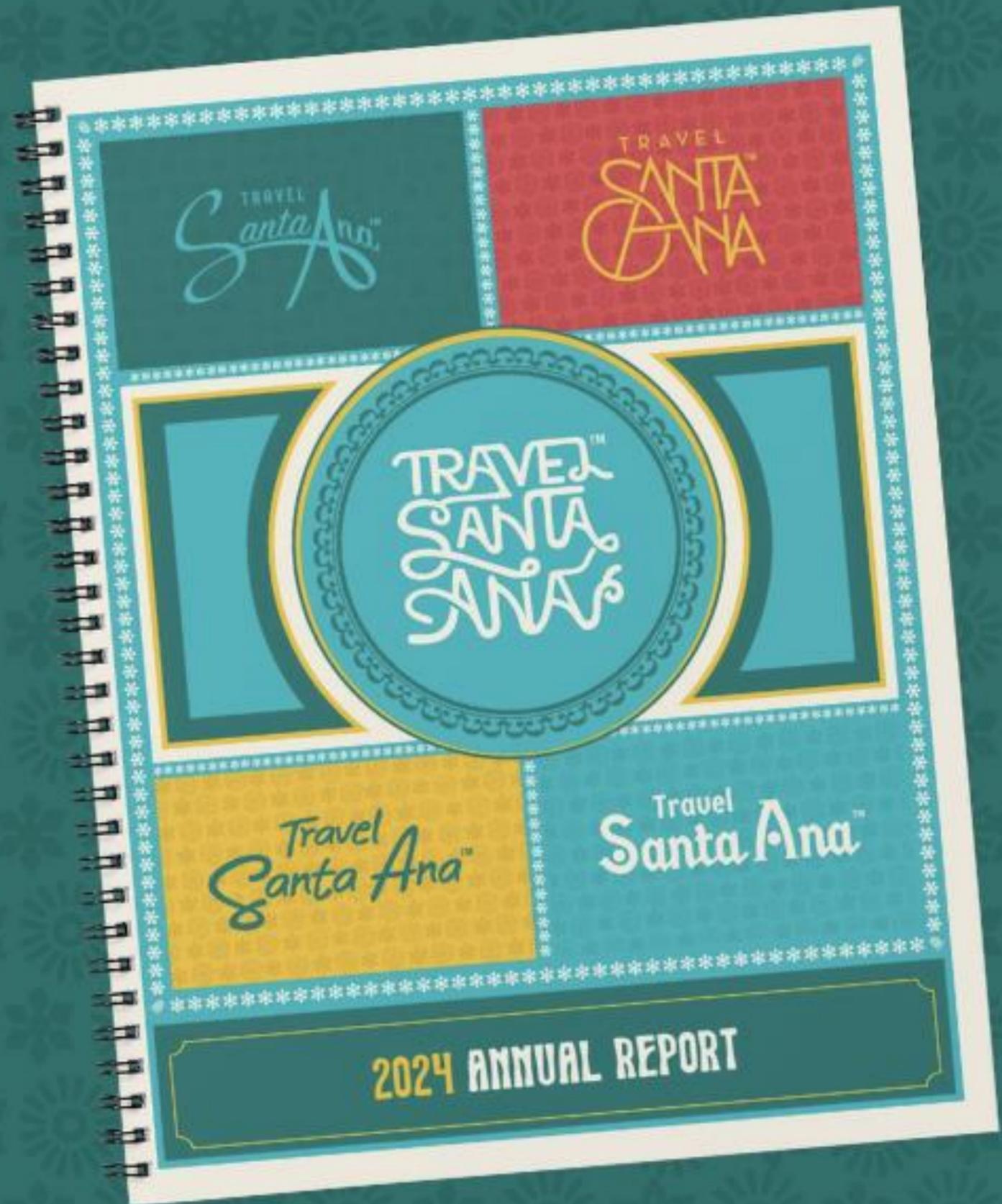
TRAVEL  
SANTA  
ANA

*Travel  
Santa Ana*

TRAVEL  
SANTA  
ANA



# Travel Santa Ana



# ANNUAL REPORT

SCAN  
ME!



# KEY MEXICO VISITOR MARKETS



## TOP 5 MEXICO MARKETS

**Baja California**

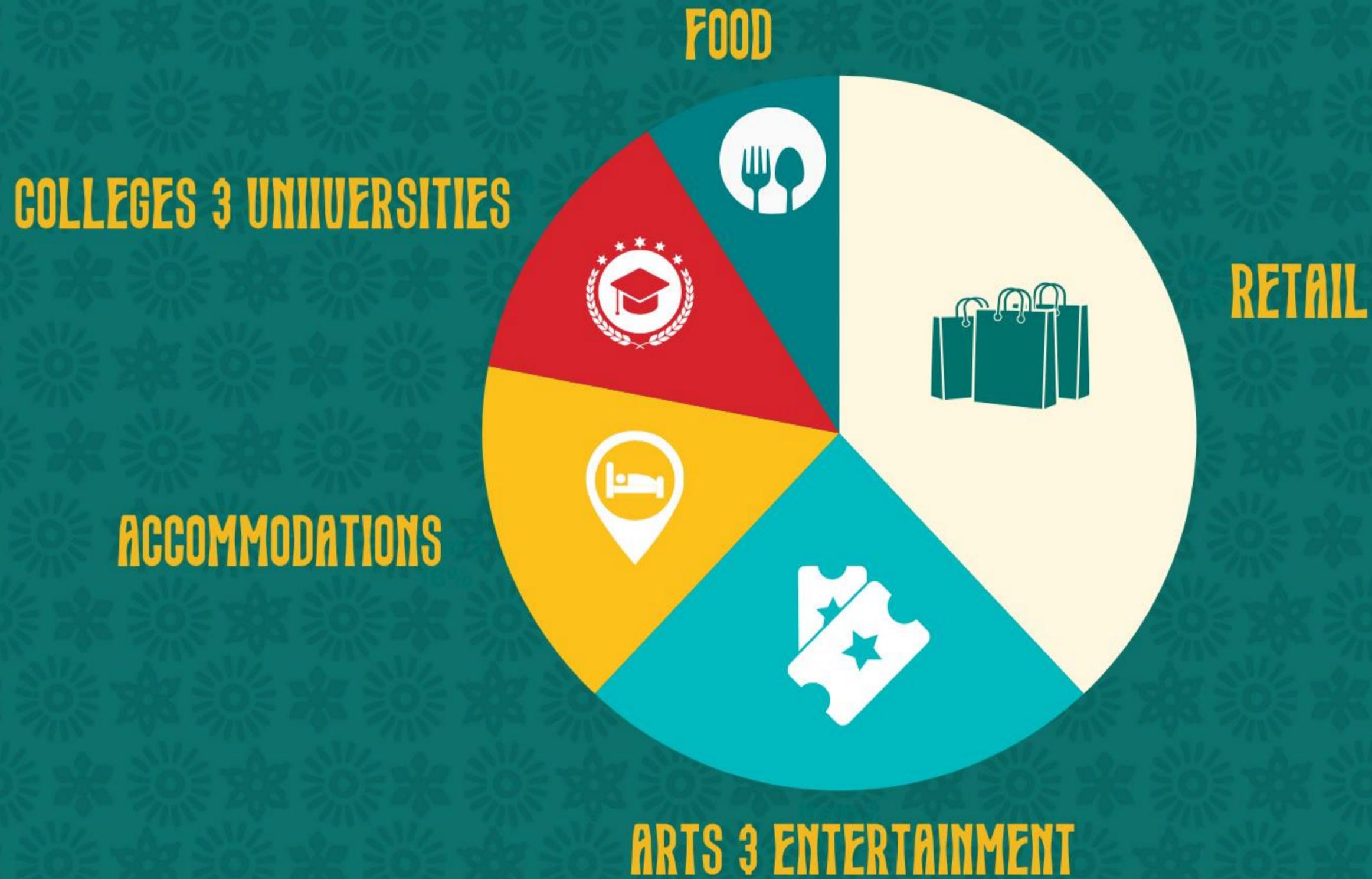
**Jalisco**

**Michoacan**

**Guanajuato**

**Mexico City**

# TOP 5 SPENDING CATEGORIES

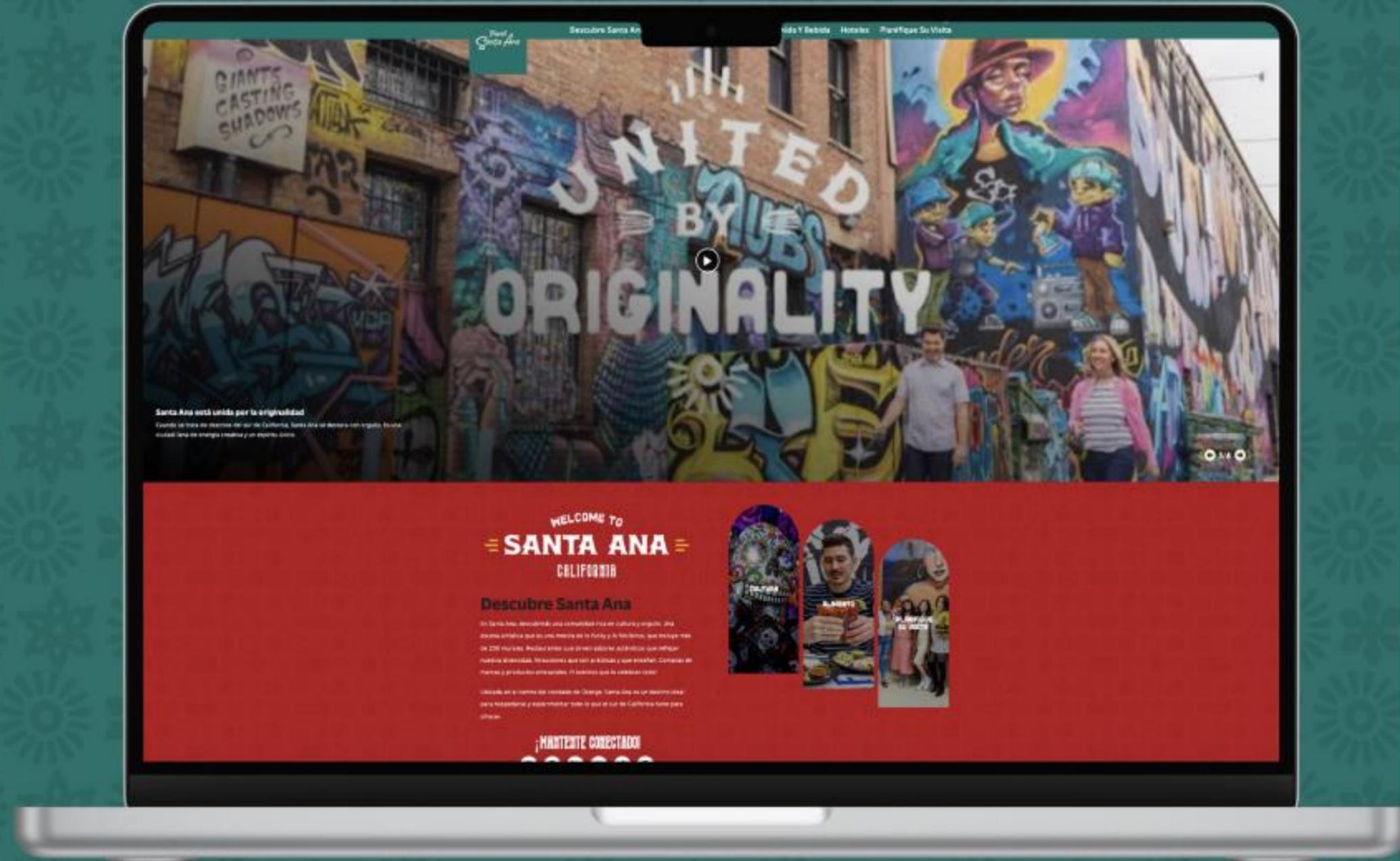


# WEBSITE



## Select Language

- ✓ Español
- Tiếng Việt
- 繁體中文
- English



# VISITORS GUIDE

# SPANISH RACK CARD



Impressions: 18,161 Spanish  
Downloaded: 37 Spanish



# SPANISH DESTINATION VIDEO

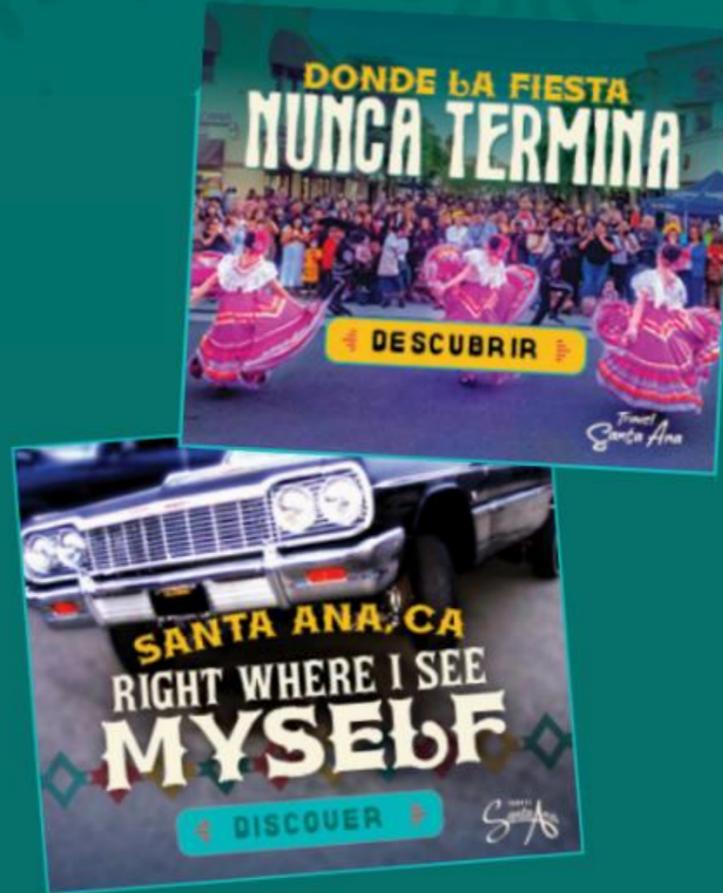


# 2024 INTERNATIONAL ADVERTISING HIGHLIGHTS

## Orange 142<sup>®</sup> MEXICO CAMPAIGN

- **3,515,118** total impressions served to users in Mexico
- **68,818** total clicks back to the website for an overall CTR of 1.96%
- Video instream completed view rate 88.5%
- **286,912** completed views, for a :30 video that equated to **143,456 minutes** or **2,391 hours**

\*Three-month campaign



TACTIC	INDUSTRY AVERAGE PERFORMANCE	CAMPAIGN PERFORMANCE
Display	.10% CTR	0.21% CTR
In-need (behavioral)	~.30 CTR (estimated)	0.76% CTR
Instream Video	N/A	64% VCR
Instream Video Clicks	N/A	4.84%
Meta	.90% CTR	4.67% CTR
Retargeting	N/A	0.25% CTR
Native	.30% CTR	1.04% CTR



## MEXICO CAMPAIGN

- **4,443,153** Total Impressions
- **6,384** Total Clicks
- **\$37,871** Total Bookings
- **264** Room Nights
- Click Through Rate = **0.14%**
- Page Views = **40,618**
- Number of Flight Bookings = **6**

# 2024 INTERNATIONAL TRADE SHOW HIGHLIGHTS



**Appointments:**  
40 international buyers  
39 international media  
Co-hosted reception with Visit Buena Park for Mexican media with over 100+ attending.



**Brand USA**

**Mexico Sales Mission**  
**Appointments:**  
53 travel agents representing 41 organizations  
Plus, presentation to 150 travel agents in Guadalajara & 185 travel agents in Mexico City.





# MEDIA COVERAGE

**TravelTimes+**

Inicio • Destinos

**DESTINOS**

**Santa Ana, California, Celebra la Independencia de México**

Septiembre 2, 2024



La ciudad de Santa Ana, California, se prepara para celebrar en grande la independencia de México y conmemorar la rica y vibrante cultura hispana y latina en el 44° Festival y Desfile Anual Fiestas Patrias. Este año, el evento regresa al histórico distrito del centro de Santa Ana, prometiendo una experiencia inolvidable. El Festival Fiestas Patrias se llevará a cabo el sábado 14 de septiembre, de 1:00 p.m. a 11:00 p.m., y el domingo 15 de septiembre, de 12:00 p.m. a 10:00 p.m., en la icónica calle 4.

**Redfinanciera**

Inicio • Redfinanciera • El 44° festival y desfile anual de Fiestas Patrias regresará al...

**El 44° festival y desfile anual de Fiestas Patrias regresará al centro de Santa Ana**

Por **redfinanciera** - 22 agosto, 2024



**Regresa la celebración anual de Fiestas Patrias a Santa Ana**




**Descubre Santa Ana en California**

La segunda ciudad más antigua del condado, Santa Ana es una comunidad rica en su cultura y orgullosa de su pasado. Con una amplia escena artística que es una mezcla de funky y folk, ofrece restaurantes únicos que sirven sabores auténticos, atracciones tanto interactivas como educativas, tiendas locales con artículos artesanales, y eventos que celebran todas las culturas.



**Santa Ana**  
California

**Radio Fórmula.mx**



2025

&



BEYOND



# 2025 INTERNATIONAL TRADE SHOW HIGHLIGHTS



VisitTheUSA.com

Brand USA

**Mexico Sales Mission**

**Monterrey, Mexico City, and Guadalajara**

**Met with an estimated 300 travel agents and 75 tour operators**



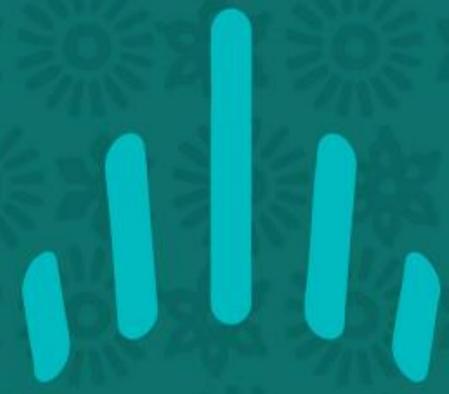
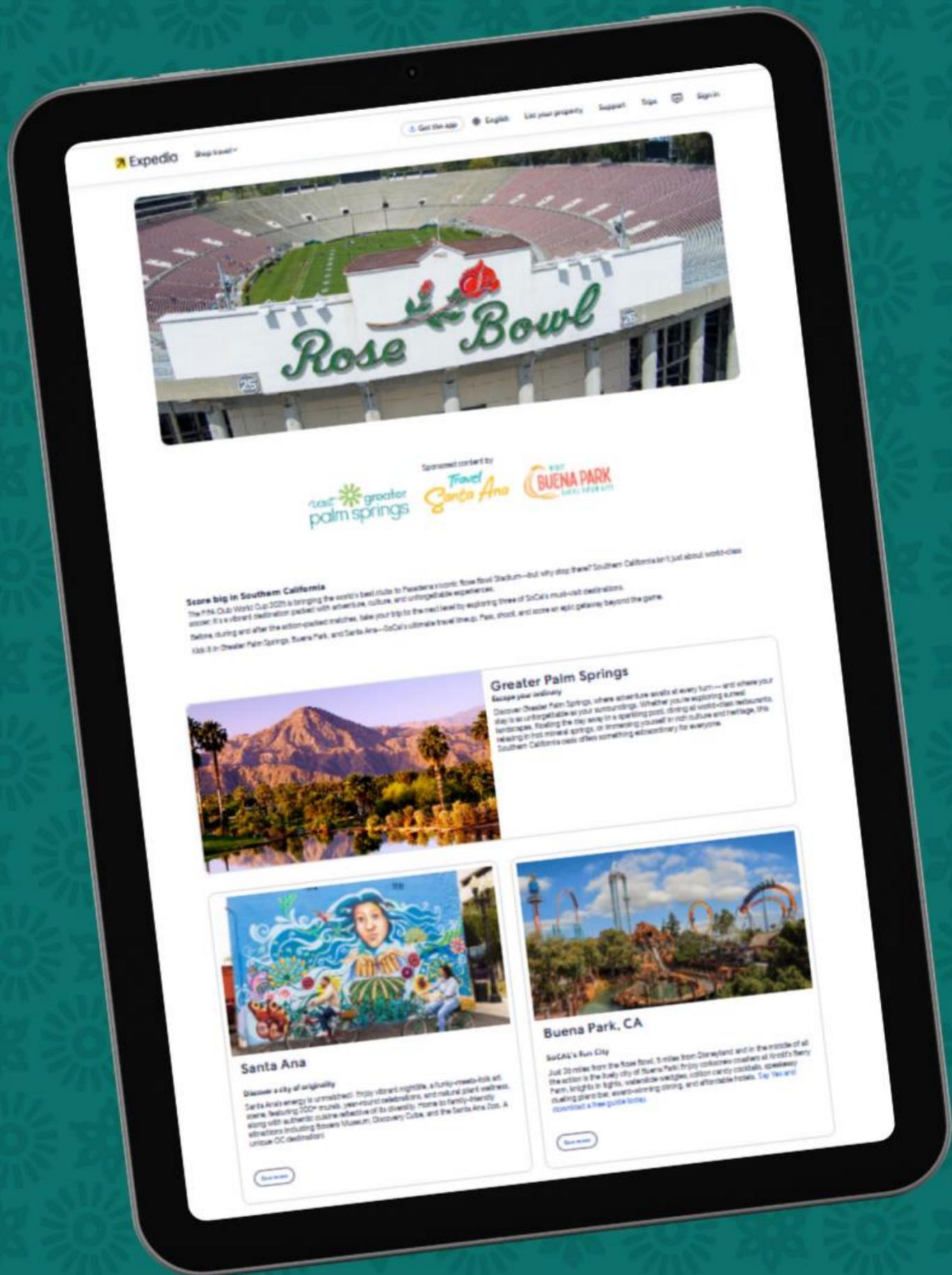
**Met with 12 tour operators from Latin America including Mexico, Colombia, Ecuador, and Brazil.**



# CO-OP EXPEDIA CAMPAIGN X FIFA CLUB WORLD CUP

DRIVING TRAVEL TO SOUTHERN CALIFORNIA | JUNE 17-23, 2025





# DEDICATED CAMPAIGN PAGE FEATURING HOTEL DEALS AND TRAVEL OFFERS

# ADVERTISING



# TRADESHOWS



# PUBLIC RELATIONS EFFORTS

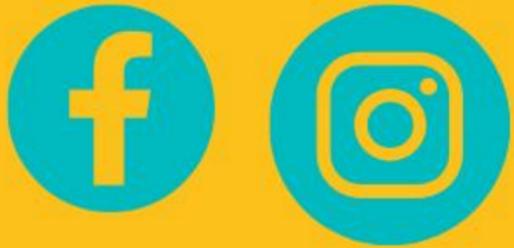


# LAUNCHED



**@TRAVELSANTAANAMX**

## TO PROMOTE SANTA ANA IN MEXICO



**WE ARE 2026**

**SoFi Stadium**

**FIFA WORLD CUP**  
**JUNE 11-JULY 19, 2026**

**48 TEAMS**

**3 HOST COUNTRIES**

**104 MATCHES**

**16 HOST CITIES**

**\*IRVINE WILL HOST A TEAM BASE CAMP  
GAMES PLAYED AT SOFI STADIUM**



**LOS ANGELES**

BECOME A  
*Santa Ana*  
ENTHUSIAST



THANK  
YOU

SHOW YOUR **SANTA ANA** PRIDE AND SIGN UP TODAY!

