



ANNUAL GENERAL MEETING & TOURISM CELEBRATION
EXPERIENCE ELEVATED

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA



Welcome

Kathy Janega-Dykes

**PRESIDENT & CEO
VISIT SANTA BARBARA**

**ANNUAL GENERAL MEETING & TOURISM CELEBRATION
EXPERIENCE ELEVATED**



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A scenic view of a rocky coastline with a blue sky and ocean. The foreground shows large, light-colored rocks and a small pine tree. The middle ground shows a blue ocean and a cityscape in the distance. The background shows a blue sky with light clouds.

Acknowledgement of Public Officials

- Helene Schneider, Mayor – City of Santa Barbara
- Jason Dominguez, Council Member – City of Santa Barbara
- Frank Hotchkiss, Council Member – City of Santa Barbara
- Paul Casey, City Administrator – City of Santa Barbara
- Roger Aceves, Council Member – City of Goleta
- Michael Bennett, Council Member – City of Goleta
- Hilda Lopez (Representative for Janet Wolf's Office) –
County of Santa Barbara

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Acknowledgement of Tourism Partners

- Maggie Campbell, Downtown Santa Barbara
- Joyce Donaldson, Carpinteria Valley Chamber of Commerce
- Tracy Farhad, Solvang Conference & Visitors Bureau
- Trevor Large, Hospitality Santa Barbara, Chair
- Kristen Miller, Goleta Valley Chamber of Commerce
- Ken Oplinger, The Chamber of Commerce of the Santa Barbara Region
- Shelby Sim, Visit the Santa Ynez Valley



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Travel and Tourism Matters

National Travel & Tourism Week and California
Tourism Month

National and statewide platforms to highlight the importance
of tourism to our local economies

**NATIONAL TRAVEL
& TOURISM WEEK** 
MAY 7-13, 2017



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Experience Elevated

We hope to **inspire** the industry to work together and individually to continue to **elevate** the **visitor experience**.

Our goal is to stay **competitive** and **relevant** while being **authentic** to the spirit of our community and brand.



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State of the Industry

Travel industry facing new hurdles that impact where and how people choose to travel.

U.S. Travel Association and Visit California are working to remove barriers to travel to deliver the message that the U.S. — and the Golden State — welcomes visitors of all nationalities, races and religions.



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Economic Impact of Tourism

More than **6 million** visitors travel to the South Coast each year.

These visitors infuse more than **\$1.5 billion** into our local economy, supporting more than **12,000** jobs generating **\$45.8 million** in tax revenues

In 2016, the Santa Barbara South Coast's ADR was at a record high of **\$245.96**.

Occupancy has now stabilized at **76.6%** average.



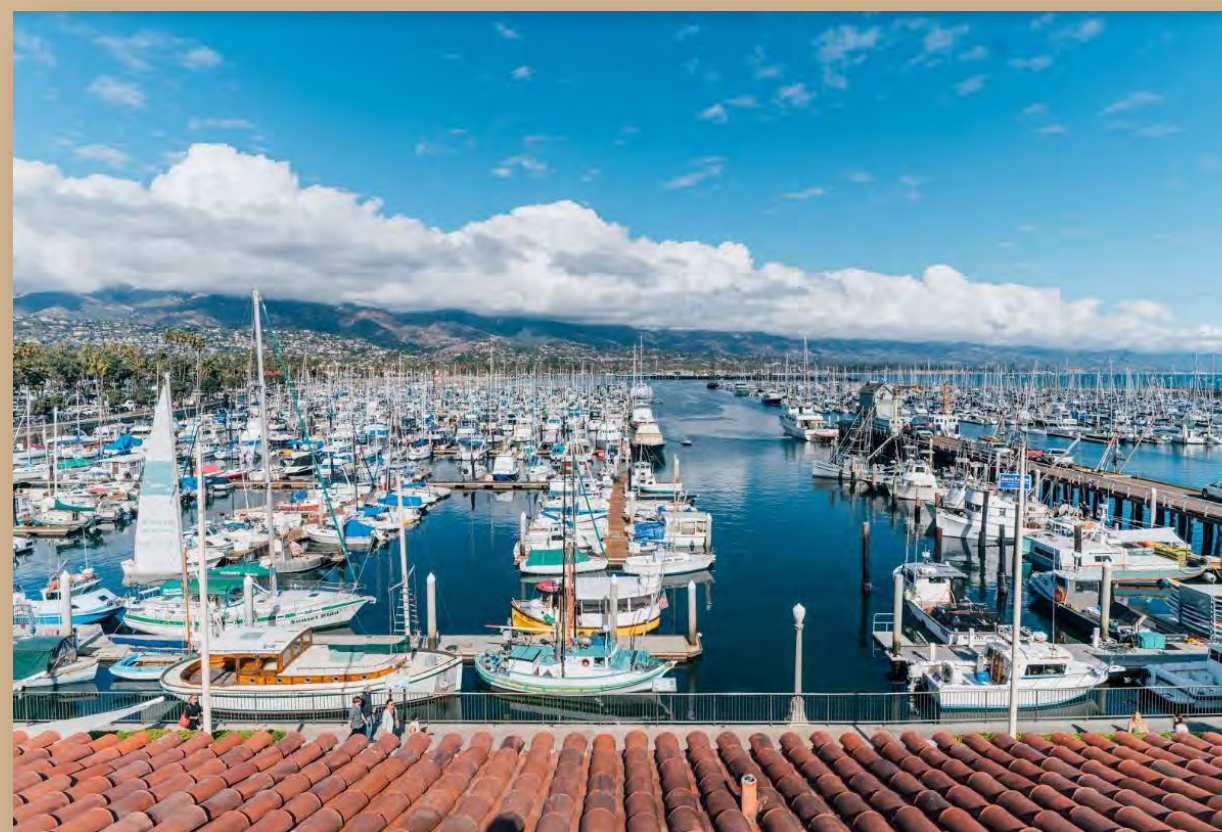
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Converting Challenges into Opportunities

We need to keep innovating to maintain our market share and pave the way for future growth.

Differentiate Santa Barbara from our competition.



Continue to show potential visitors why Santa Barbara is the most worthwhile choice for their vacation time and dollars.

Work together to elevate how and what we deliver when it comes to the visitor experience.



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New Destination Developments

New openings: **5 hotels**, and with 1 renovation, adding **660 rooms** to inventory

Major renovation projects wrapping up at existing properties

Investments in infrastructure

Focusing on creating new and improved visitor experiences within our existing infrastructure is key



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A scenic view of a rocky coastline with a blue sky and ocean. The foreground shows rugged, golden-brown rocks and a few pine trees. In the background, the ocean stretches to the horizon under a clear blue sky with light clouds. The overall atmosphere is bright and serene.

Rising to the Challenge Together

- ✓ How can you elevate the visitor's experience in Santa Barbara County?
- ✓ What will make Santa Barbara a “can't-miss” place to visit?
- ✓ What *exclusive* experience can you offer that they can't find anywhere else, or that makes them feel like they have special access?
- ✓ How can you collaborate with the partners in this very room to create new and unexpected experiences?

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Miss Nothing in Santa Barbara



Thank you to the following...

- Angel Oak
- Belmond El Encanto
- Float Luxury Spa
- Santa Barbara Sailing Center
- Santa Barbara Zoo
- Museum of Contemporary Art Santa Barbara
- Santa Barbara Adventure Company
- Grassini Family Vineyards
- Glen Annie Golf Club
- Global Gardens

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Board Acknowledgements

Karen Earp

INCOMING BOARD CHAIR

GENERAL MANAGER,
FOUR SEASONS RESORT
THE BILTMORE SANTA BARBARA



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Outgoing Board Members

Michael Cohen
Santa Barbara Adventure Company
(2014 – 2017)

Paul Hoyle
H. Parker Hospitality
(2017 – 2017)

Richard Nahas
Glen Annie Golf Club
(2017 – 2017)



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Incoming Board Members

Skip Abed
Santa Barbara Sailing Center

Rick Boller
Santa Barbara Bowl

Maggie Campbell
Downtown Santa Barbara

Kristen Miller
Goleta Valley Chamber of Commerce

Neil Poisson
The Fess Parker
Doubletree Resort

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Keynote Speaker



Kevin Jorgeson

A vertical photograph of a rock climber in a blue jacket and red helmet climbing a steep, vertical rock face. The climber is positioned on the left side of the frame, with a large, smooth rock formation to their right. The background shows a dark, forested valley and distant mountains under a cloudy sky.

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A wide panoramic photograph of the Santa Barbara coastline and city. The foreground shows a dense residential area with white buildings and green hills. The middle ground features the blue ocean and a long, narrow pier extending into the water. The background shows distant mountains under a clear blue sky with light clouds.



Q&A with Gabe Saglie



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Tourism Honors

RIVVIE AWARDS

Honoring exceptional contribution to tourism



The central panel features a light beige background with a large, faint, white decorative scrollwork graphic on the left side. It contains the text 'RIVVIE AWARDS' in a bold, dark blue, sans-serif font, followed by the tagline 'Honoring exceptional contribution to tourism' in a dark blue, cursive script font. Below the tagline is a dark blue laurel wreath logo.



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Rivvie Award



DOWNTOWN
SANTA BARBARA



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Rivvie Award

MAYOR HELENE SCHNEIDER



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