

# MISS NOTHING

## SANTA BARBARA

THE AMERICAN RIVIERA

### REVIVE & THRIVE OFF-SEASON RETAIL PROMOTION

All Visit Santa Barbara members are invited to participate in the “Revive and Thrive” off-season retail promotion running January 16 – March 31, 2017 supporting the new Miss Nothing campaign that launched in October.

#### What is it?

Consumers will be invited to book a “Revive and Thrive” package offering “Book 2 Nights, Get 1 Free” at participating lodging properties and they’ll receive a “Miss Nothing Experience Kit” which includes a Santa Barbara Field Guide and Experience Tokens that can be redeemed for a variety of offers/experiences at participating locations.

#### Why?

To help drive mid-week bookings and overnight visitation during the off-season and to provide additional exposure to our hospitality partners.

#### How will this work?

VSB will be updating campaign creative with this retail messaging during the promotion time period and traffic will be driven to a special landing page where all partners/offers will be highlighted. The bulk of our paid media is running during this time period so this will be great exposure for participants. Packages will be booked directly with lodging partners and the guest will receive an Experience Kit upon check-in at the hotel. The Experience Tokens will work like currency whereby they can be redeemed at restaurants, museums, tasting rooms, retail shops, and more for a variety of offers. VSB will provide participating hotels with a set number of complimentary Experience Kits (additional kits will need to be purchased).

#### What do I have to do?

It’s simple. If you’d like to participate, we’re asking lodging partners to provide a “book 2 nights, get 1 night free” offer between Jan. 16 – March 31, 2017 (blackout dates are ok). To enhance your offer, special offers or added value is strongly recommended but not required, i.e. discount on spa service, complimentary bottle of wine, dining discounts, etc.

All VSB member restaurants, tasting rooms, attractions, museums, galleries, retail partners, etc. will need to provide a unique not-to-miss experience or offer, i.e. free admission, 2-for-1 tastings, 50% discount, complimentary treatments/add-on experiences, private tour, etc.

#### When?

The promotion will run Jan. 16 – March 31, 2017 so all offers must be valid during this time period. For lodging partners, the packages must be booked and redeemed during this time period.

#### So now what?

Interested? Great! Please contact Noelle Buben at [Noelle@SantaBarbaraCA.com](mailto:Noelle@SantaBarbaraCA.com) for more information and to sign up. Please note that offers received prior to the deadline have a greater chance of being featured through PR outreach and VSB’s social media channels. **Deadline is Dec. 12.**