

MEMBERSHIP HIGHLIGHTS

Why is tourism important?

A look at the economic impact:

- Visitors: 6.1 Million
- Total Visitor-Related Spending: \$1.5 Billion
- Employment: 12,000 tourism-supported jobs
- Tax Revenue: \$45.8 million in tax revenues
- Lodging: \$850 Million spending by visitors

SOCIAL MEDIA FAN NUMBERS



224,933



30,977



60,986



3,242



189,544
video
views

320,138

COMBINED SOCIAL MEDIA FOLLOWING
as of April 2017

For more information about VSB Membership, visit SantaBarbaraCA.com/vsb-members or email us at Membership@SantaBarbaraCA.com

2016-2017 *at a glance*

▶ **\$1M** in ad spend targeting incremental overnight visitors & converting day trippers to extended stays

▶ **PR/COMMUNICATIONS ANNUAL GOALS**
• Estimated Value of Media Coverage: **\$2.5 MILLION**

▶ **VISITOR MAGAZINE**
• Distribution: **90,000**

33% of travelers get their information from printed visitor guides*



▶ **SantaBarbaraCA.com**
• Unique Website Visits a year: **1,120,960**
• Unique Pageviews: **3,850,676**
• Clicks to Member Websites: **123,846**

88% of travelers visit destination websites to determine if they want to visit that destination on a specific upcoming trip

37% of travelers interested in visiting Santa Barbara consider information from destination websites when planning a trip*

▶ **GROUP SALES**
• Room Nights Booked: **20,460**
• Estimated Economic Impact: **\$4.59 MILLION**

▶ **FILM**
• Total Shoots: **160**
• Direct Economic Impact: **\$6.14 MILLION**