

# *Visit Santa Barbara Co-Op*

2017-2018





# Marketing Objectives

- Maintain and Increase Overnight Stays
  - Focus on new fly and long-drive market geographic priorities
  - Explore new segmentation and targeting for group, wine, luxury, and weddings
  - Maintain market share in drive markets by converting day-trips to overnight
- Drive demand for new products and reposition and refresh interest in existing products
- Maximize the visitor experience through advocacy
- Influence and maximize the long-term development of the destination and its brand



# Creative Approach:

From Miss Nothing to The American Riviera®





# Media Approach

This year, media is focused on targeting specific audiences segmented by geography, demographics and interests.







# *Print Opportunities*



PRINT:

## *American Way Magazine*

About American Way:

American Way In Flight Magazine is distributed across all American Airline flights.

Opportunity includes:

- (2) member placements
- 1/6 page placement in VSB full page print ad

Targeting: American Airlines travelers; HHI \$100K+; Avg. Age 45

Timing: December Issue

Member commitment:

- Deadline 11/7 for submission of image and 2-3 copy points

Impressions: 11,600,00 Readership

PRINT:

American Way Magazine

SANTA BARBARA

THE AMERICAN RIVIERA®



PROPERTY NAME

1

PROPERTY IMAGE

Discover a majestic California coastline where mountains meet the sea, with Channel Islands National Park just

PROPERTY NAME

2

PROPERTY IMAGE

Discover a majestic California coastline where mountains meet the sea, with Channel Islands National Park just

VSB brand advertisement

Opportunities	Investment
2	\$2,000/member

PRINT:

## *Alaska Beyond*

About Alaska Beyond:

Alaska Airlines and Virgin America In Flight Magazine.

Opportunities include:

- (2) member placements in the full page print ad. Each member to receive 1/6 of the page / bottom footer integration.
- (3) print opportunities to be featured in 1 of 3 Print Issues: December '17, January '18, & March '18

Targeting: Alaska Airlines Travelers & Virgin; Age 25-54

Timing: December '17, January '18, & March '18

Member commitment:

- Deadline for submission of image and 2-3 copy points:
  - December Issue - November 3
  - January Issue - December 1
  - March Issue - February 2

Impressions: 9,900,000 Readership (per print ad)



PRINT:

Alaska Beyond



VSB brand advertisement

Opportunities	Investment
6 total (2 per issue) 3 issues total	\$1,500/ member





# Digital Opportunities



## CUSTOM EMAIL:

*TimeOut*

### About TimeOut:

Time Out Group is a leading global media and entertainment publication.

### Opportunities include:

- (3) members to be featured.
- Each partner will receive copy points highlighting a special offer

### Targeting:

- National database reaching active, engaged consumers, specifically targeting Seattle, Portland, Phoenix, Dallas, Denver and Northern CA

Timing: January 2018

Member Commitment: Copy bullet points

Impressions: 12,000



CUSTOM EMAIL:

TimeOut

Opportunities	Investment
3	\$400/member

TimeOut

In association with SHOWTIME



SANTA BARBARA  
THE AMERICAN RIVIERA®

SHOWTIME® presents *I'm Dying Up Here*, a new drama series that explores the struggles of "making it big" in the 1970s L.A. comedy scene. Every night, a group of young up-and-coming comedians wait their turn to perform at Goldie's, the hottest stand-up club in Hollywood. But first they have to win over club owner Goldie, who rules the Sunset Strip with an iron fist.

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## CUSTOM EMAIL:

*Afar*

About AFAR:

Multi-platform travel media brand inspiring audiences through travel.

Opportunities include:

- (4) members will receive 1 hi-res image with copy placement highlighting a special offer
- 30-50 characters

Targeting:

- HHI \$300K+; College educated; Avg. Age 48

Timing: December 1, 2017

Member commitment:

- Member image and offer copy due 11/3
- 30-50 words of copy for offer

Impressions: 100,000



CUSTOM EMAIL:

Afar



The American Riviera® is within your reach. Plan your escape with exclusive deals and offers throughout Santa Barbara.



Buy Two Nights, Get the Third Night **FREE**

This winter, book two nights at Santa Barbara area hotels and get the third night free or 20% off your reservation. Plus, get exclusive discounts, upgrades, perks, and goodies with The American Riviera® Experience Kit.

→ VSB placement



1

Discover Cuba

Fathom's seven-day cruises open up the island beyond Havana and give you the time and space to explore, connect, and truly understand the country's fascinating story. With stops in 3 ports, the capital is just the first chapter in a captivating tale. Let us be your storyteller.

- Cuba Oceanview for \$2,499
- Cuba Balcony for \$2,999 – \$3,399
- Promo Code: RF

[www.fathom.org/cruise-to-cuba](http://www.fathom.org/cruise-to-cuba)

→ (4) partner placements available



2

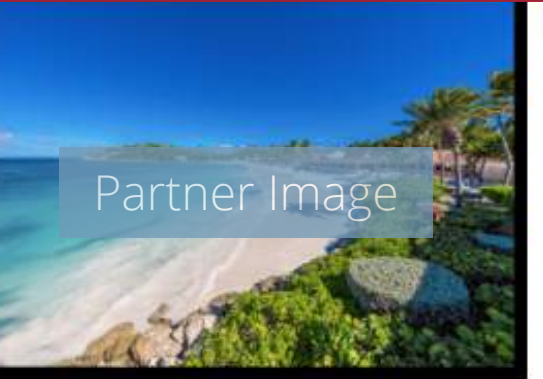
smarTours China Highlights Tour

Tour China and the undiscovered Wuhan starting at just \$2399 per person, including airfare. Visit world renowned sites like the Great Wall in Beijing and Terra Cotta Soldiers in Xian. Cruise the Yangtze River and discover Hubei, home of wonders.

- Round-trip airfare from Los Angeles (add \$100 from New York)
- Accommodations at 4 & 5 star hotels
- 27 meals, plus sightseeing tours & excursions

Book by May 4th for \$500 early booking savings, use code SMTAFARCHN for an additional \$100 off.

[www.smarTours.com/china](http://www.smarTours.com/china)



3

Discover Authentic Antigua

Experience the Authentic Caribbean at the Adults-Only Pineapple Beach Club in Antigua. With All-Inclusive rates starting at just \$99 per person, per night, now is the perfect time to book your getaway! The resort is located in a tropical hideaway where the beach curves in a perfect quarter-mile arc of powdery white sand!

[www.pineapplebeachclub.com](http://www.pineapplebeachclub.com)



4

Discover the Best of Cuba!

Enjoy a trip to once-forbidden Cuba with a true "people-to-people" experience with cultural exchanges like visits with artists, musical performances, and local organizations. Explore Old Havana, ride in a vintage car, discover historic Trinidad, tour Camaguey by bici-taxi, and relax on the beaches of Holguin!

From \$3499 per person, your trip includes air, hotels, some meals, and sightseeing!

Book by 5/4 with promo code AFARCU17 for an extra \$100 off.

[smarTours.com/AFAR-Cuba](http://smarTours.com/AFAR-Cuba)

Opportunities	Investment
4	\$500/member



## CUSTOM EMAIL:

## *Visit California*

About Visit California:

Publication promoting California globally.

Opportunities include:

- (1) feature placement
  - (example 1)
- (2) tout placements
  - (examples 2 & 3)
- Email opportunity with 3 available placement opportunities for 3 members per email.

Targeting: Highly-qualified Visit California email opt-ins

Timing: February

Impressions: 112,000 per email

Placement #1

- Photo – Hi-res approx. 4”x4”
- Headline (20 characters)
- Body (200 characters)
- CTA (24 characters)
- URL

Placement #2

- Headline (20 characters)
- Body (150 characters)
- CTA (24 characters)
- URL

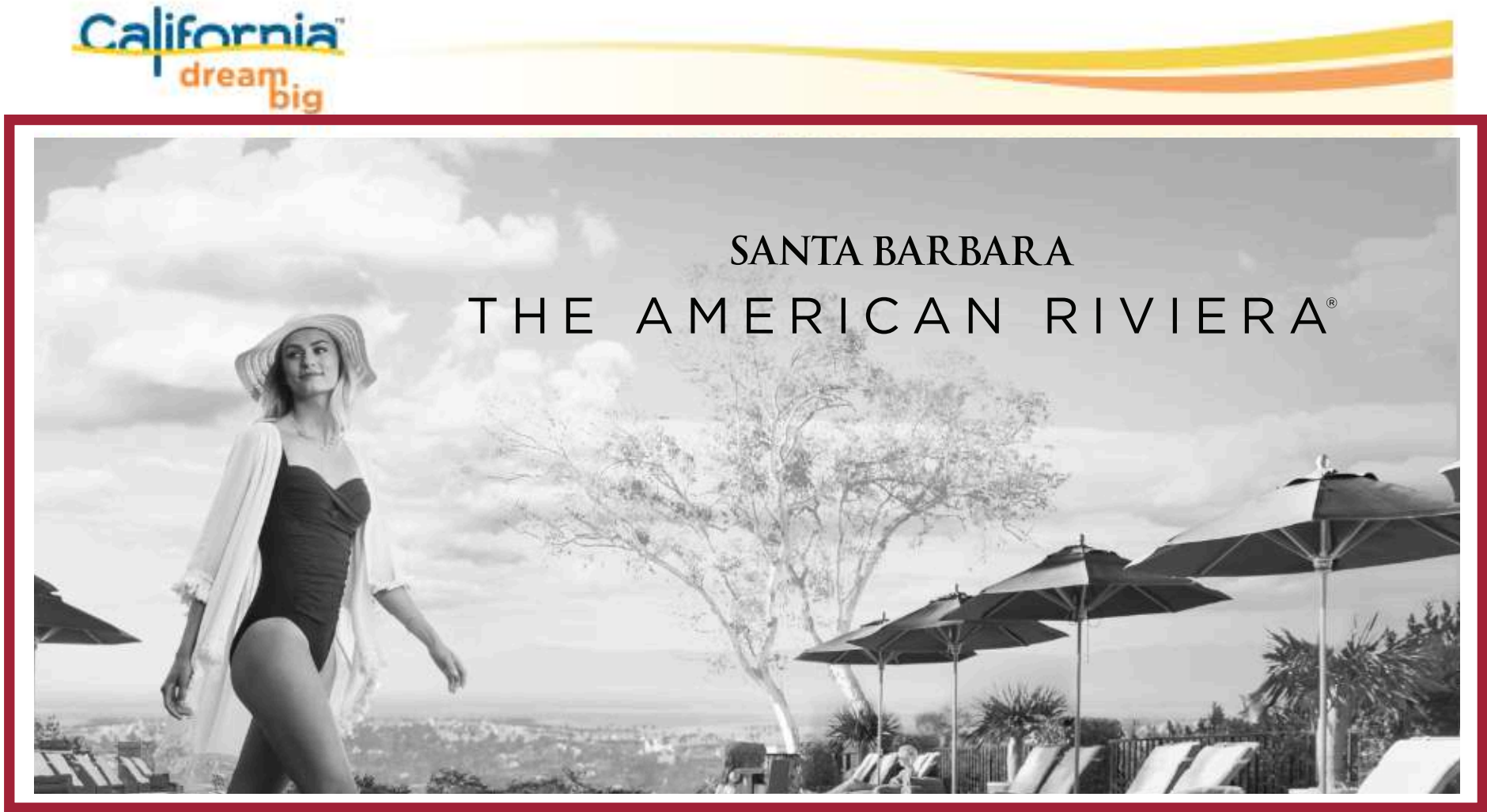
Placement #3

- Headline (24 characters)
- Body (150 characters)
- CTA (24 characters)
- URL

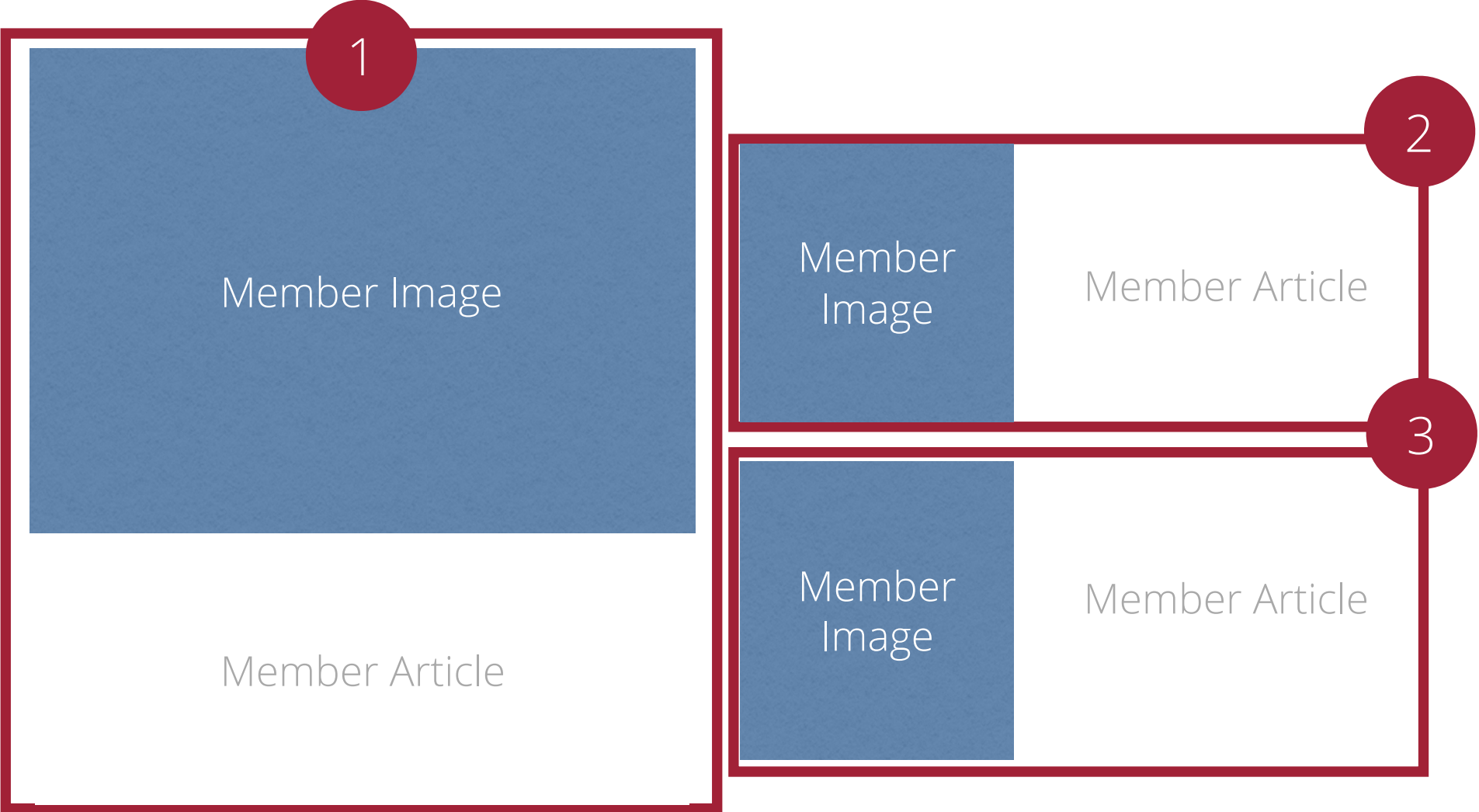


CUSTOM EMAIL:

Visit California



→ VSB placement



Opportunities	Investment
3 Total - 1 Feature - 2 Touts (Per email)	\$1,000/Feature \$500 /Tout

STAY TUNED |

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## EMAIL + DISPLAY:

*Wine Spectator*

About Wine Spectator:

Lifestyle magazine that focuses on wine and wine culture.

Targeting: Affluent individuals with a HHI \$445K, Age 45+

Timing: March 1 - April 30, 2018. Email Run March 13, 2018

Member commitment:

- For article feature: (3)bullet points on member offer
- Logo
- Display ad assets due 2/7

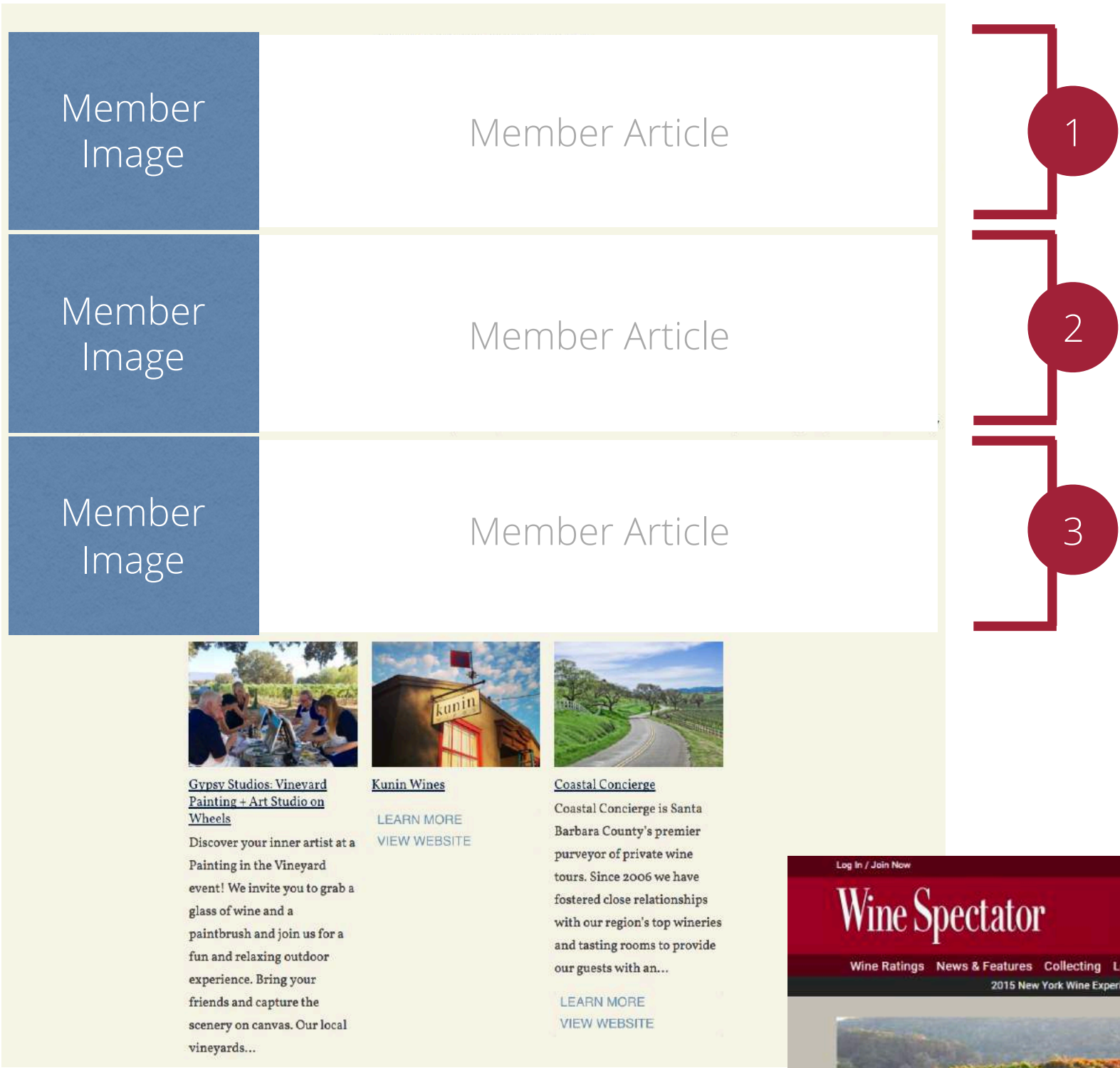
Impressions: 150,000 Email; 127,160 Impressions per member



CUSTOM EMAIL:

Wine Spectator

VSB placement in Wine Spectrum newsletter will link off to the VSB landing page where up to (3) members will be featured with an image and copy points.



Opportunities	Investment
3	\$3,000/member

Each member will also receive an individual display ad on Wine Spectator driving to the article on VSB.





## CUSTOM EMAIL:

## *Outbound Collective*

About Outbound Collective:

Outdoor-focused publication inspiring readers to explore and discover the outdoors across the globe.

Opportunities include:

- (3) member placements within the dedicated Santa Barbara email from Outbound Collective, including image and copy.

Targeting: HHI \$100k - \$300K; Avg. Age 27; Targeted to Seattle, Portland, Denver, Phoenix, Dallas, LA and San Francisco

Timing: March 2, 2018

Member commitment:

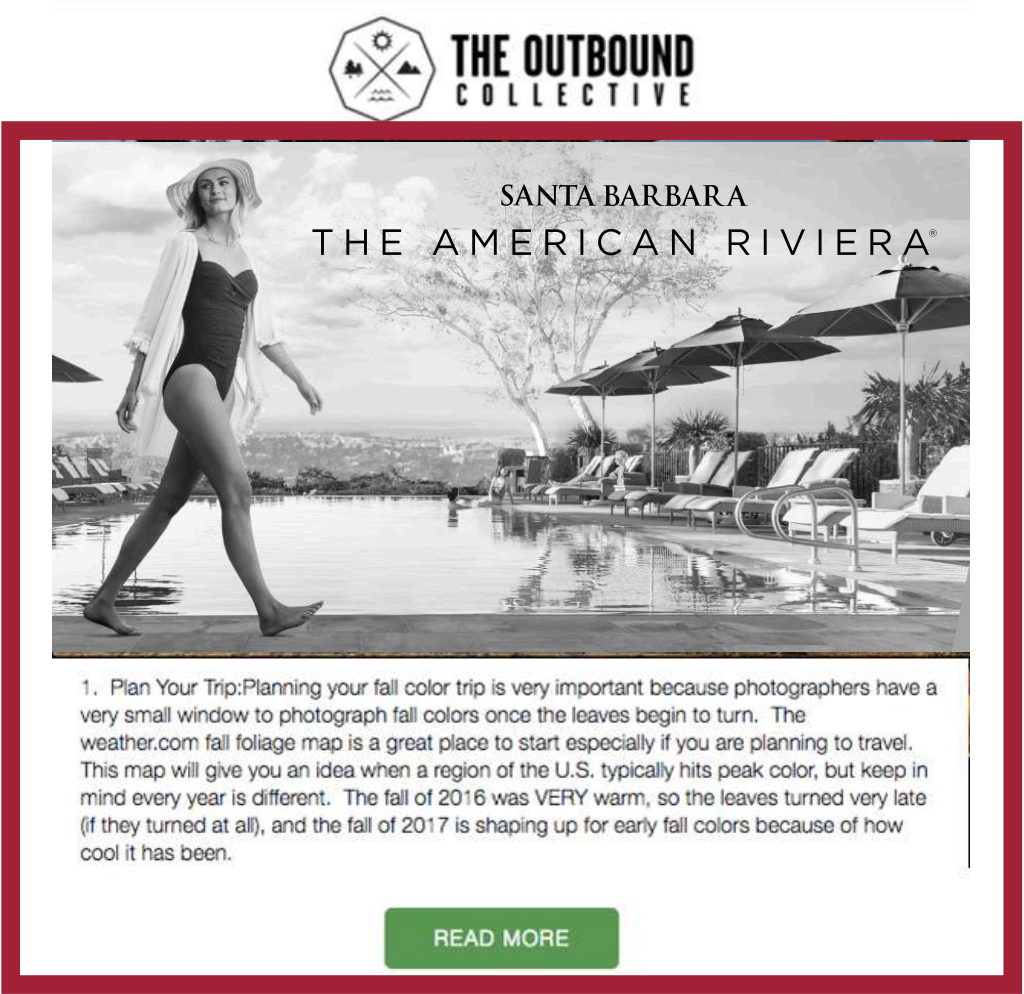
- Image and copy points due 1/22
- Smaller thumbnail images with a 4:3 aspect ratio accompanied by 20-35 words with a CTA link to member URL

Impressions: 300,000 per member

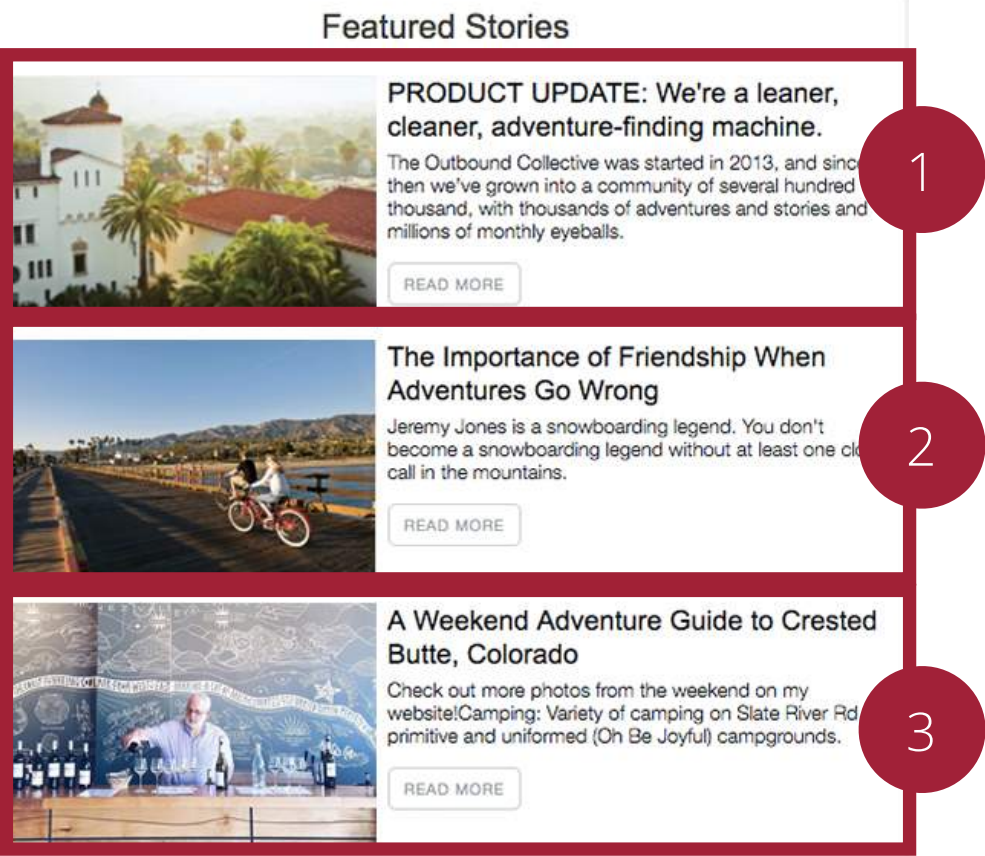


CUSTOM EMAIL:

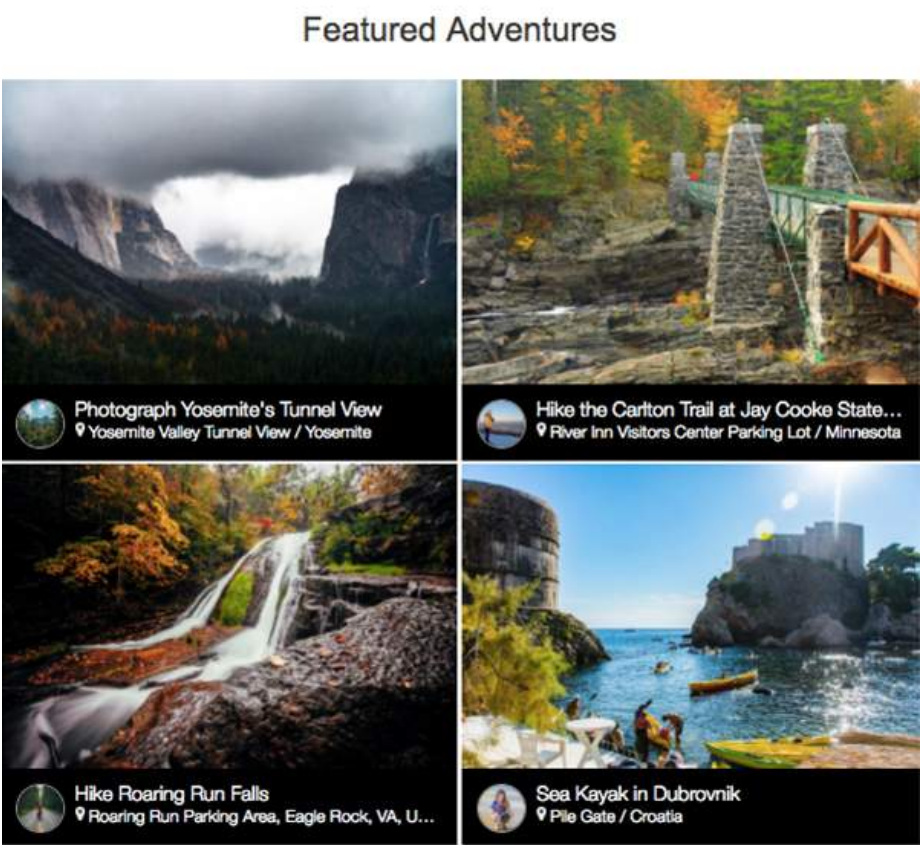
Outbound Collective



→ VSB placement



→ (3) Member placements available



Opportunities	Investment
3	\$500/member



A scenic view of a coastal town. In the foreground, a dirt path leads down a hillside covered in green and yellow shrubs. To the left, the ocean is visible with a long pier extending into the water. In the background, a large white building with a red roof and several arched windows and balconies sits on a hill. The sky is blue with scattered white clouds.

# *Creative Placement Opportunities*



## VIDEO LOCATION:

*ChefsFeed*

### About ChefsFeed:

Foodie media company that connects readers food and beverage trends - powered by chefs.

### Opportunities include:

- Up to (2) members to be featured within a 3-5 minute video highlighting a chef's exploration through Santa Barbara, hosted on [SantaBarbaraCA.com](http://SantaBarbaraCA.com).
- Video will be amplified through dedicated emails to ChefsFeed audiences + ChefFeed social channels.

Targeting: HHI \$100K+; Age 25+

Timing: January - March

Member commitment:

- TBD by member participation

Impressions: 781,500 Total Exposure



VIDEO LOCATION:

ChefsFeed



VIDEOS

*Recipes, mini-documentaries, animations and other dispatches from the industry.*



MESQUITE, MASA, & SONORAN HOT DOGS: LOOK WHO'S IN TUCSON



OCTOBER 5, 2017

Hot tip for the food obsessed in the Southwest, and all those who dream of the desert: the best of Tucson's blazing culinary culture is now on ChefsFeed—brought to you in collaboration with Visit Tucson.

Opportunity	Investment
2	\$2,500 /member



## INTEREST-BASED ARTICLES:

### *Member features*

## StackAdapt

About Interest Based Articles:

Articles will be promoted through a content distribution network called Stack Adapt. These will be targeted at relevant audiences, and will click through to the VSB website article.

Targeting: HHI\$100K, 25-55, Affinity for outdoor, wellness, wine, culinary, arts + culture. Key Target Markets: SF, Las Vegas, Seattle, Portland, Denver, Phoenix, Dallas.

Timing: TBD

Member commitment:

- 3 bullet points, URL, photography options

Impressions: 5,000 guaranteed article views per member



# INTEREST-BASED ARTICLES:

# Member features

Opportunities include:

- Articles will be promoted through sponsored content via Stack Adapt and drive to VSB article.
- (3) members to participate in article including 3 bullet points, a URL to drive back to member website and an image.

Opportunity	Investment
15 (3 members per article)	\$350 /member

If you believe you can tackle all that Santa Barbara has to offer in just one day, you my friend, are truly mistaken. Between the can't-beat beaches, adventure-awaiting mountains, full-belly foodie scene, the shop-till you drop State Street, and an unmistakable arts and cultural backdrop, fitting all of Santa Barbara into even just one weekend might pose a challenge.

Now that we've convinced you to make your stay last more than one day, we suggest staying somewhere iconic to Santa Barbara: The Biltmore. **Four Seasons Resort The Biltmore Santa Barbara**, a Santa Barbara staple for 90 years, will put you seconds away from Butterfly Beach and only few minutes' drive away from downtown. Combined with their lush jungle gardens and endless amenities (private bungalows, an ocean-front spa and the Coral Casino Beach and Cabana Club, to name a few), you'll likely end up never wanting to leave.

Book Your Stay

START DATE

END DATE

SEARCH

DAY 1

After check-in, head downtown to jump into the heart of the city and explore Santa Barbara's urban side. Start with State Street, Santa Barbara's historic hub for shopping and strolling. With a diverse selection of shops and boutiques, you'll find exactly what you're looking for. Or, simply enjoy the walk and pass through red-tiled paseos along the way – you won't be disappointed.

While you're on State Street, stop into the **Museum of Contemporary Art Santa Barbara**, on the corner of De La Guerra Street and Chapala Street, inside **Paseo Nuevo Shops & Restaurants**. Here you'll find a number of world-class exhibitions on rotation, featuring groundbreaking works by world-class artists from across the globe. The Museum is non-collecting, so every visit will reward you with something new and exciting to discover. Admission to the Museum is free, and makes for a quick culture stop on your walk through the city. Beginning March 2017, be on the lookout for *takepart/makeart: arte para todos*, a public art initiative centered around a contemporary art pavilion that will move throughout several Santa Barbara neighborhoods over a six-month period. Other events for the year include: *Rimini Protokoll: City as Stage* (on view January 22-April 30), *Free Play* (on view May 21- August 13) and *Guatemala from 33,000 km: Contemporary Guatemalan Art from 1960 – Present* (on view September 17 – December 17, 2017).

25



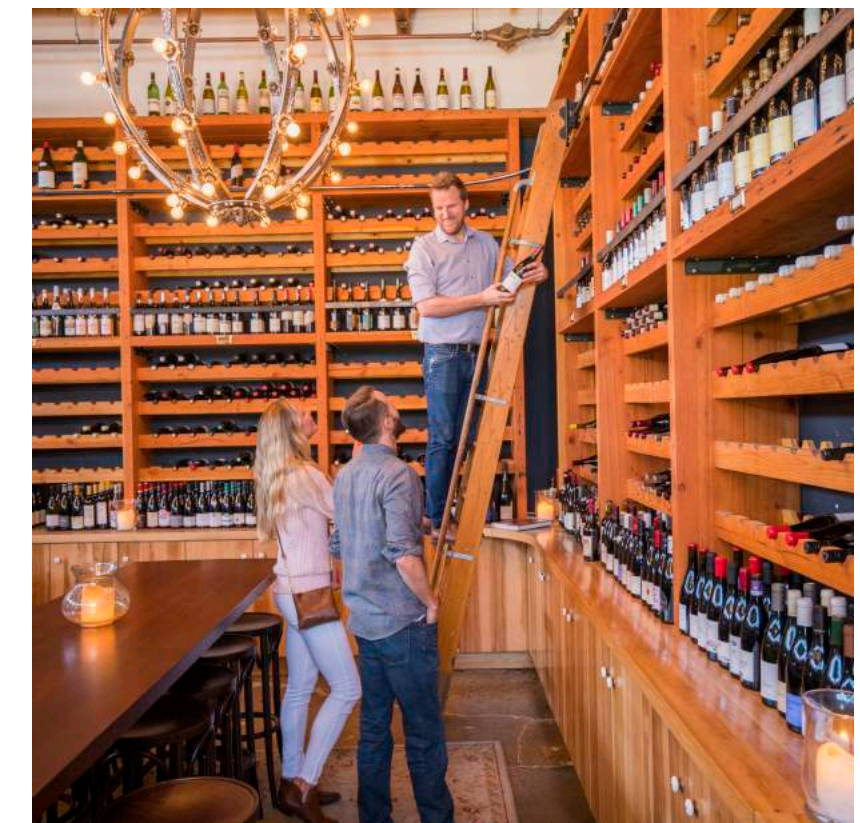
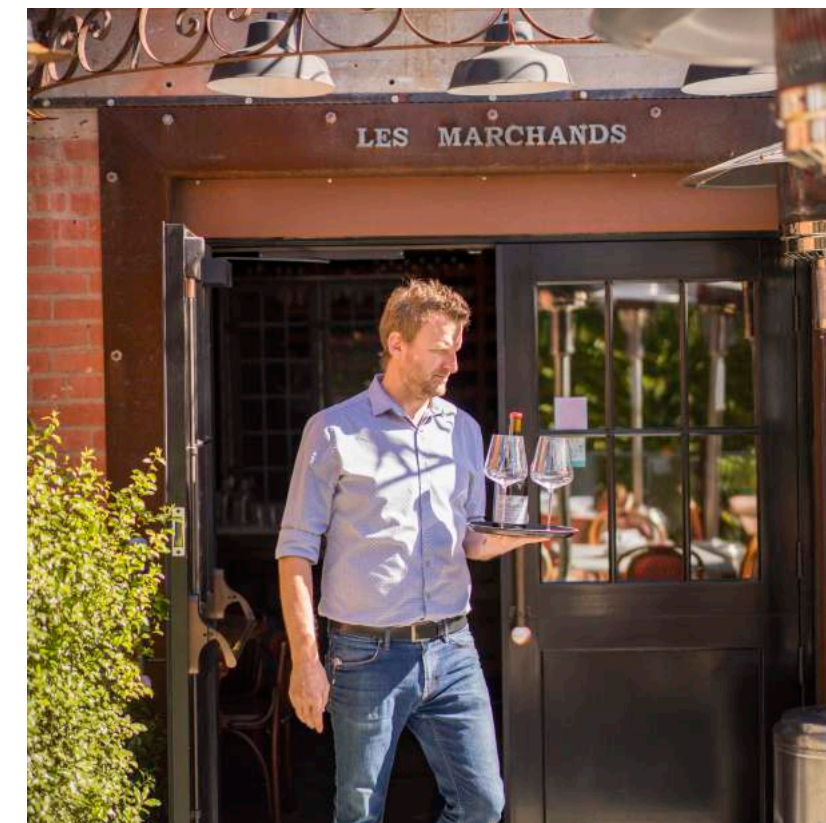
INTEREST-BASED ARTICLES:

Article Themes

Theme	Subject	Units	Price
Outdoor Recreation	Ways To Stay Active While In Santa Barbara	3	\$350/member
Food + Libation	Three Days Of Food + Drinks In Santa Barbara	3	\$350/member
Arts + Culture	A Taste Of Culture In The American Riviera®	3	\$350/member
Wellness	Ways To Revive In The American Riviera®	3	\$350/member
Wine	A Weekend Of Wine In Santa Barbara	3	\$350/member



# INSTAGRAM LOOKBOOK: *Custom Social Media*



- Custom photography will be captured and featured in Instagram galleries as “Lookbooks” to tell a stylized story
- The first image will capture the attention of the audience, but the gallery feature provides the opportunity to tell a fuller story behind the business, neighborhood or itinerary highlighting multiple hotspots.



# INSTAGRAM LOOKBOOK: *Custom Social Media*

## Placement Details:

- A photo shoot with photographer will take place to capture original photography of member location/product/experiences to tell the member story to align with VSB brand campaign.
- 4-5 photos within a Lookbook shared on VSB Instagram page
- Member receives full rights to photos
- Paid media of \$150 to boost exposure of Lookbook
- Lookbook will remain live on the VSB Instagram platform indefinitely

Targeting: Interest/demographic targeting tailored to member

Timing: November - June (1 member/month)

## Member commitment:

- Photo shoot amenities
- Does not cover fees associated w/ shooting

Impressions: 20,000 - 50,000

Opportunity	Investment
8 (1 member per month Nov - June)	\$1,500 /member



A scenic view of the ocean at sunset. The sun is low on the horizon, casting a warm orange glow across the sky and reflecting on the water. A sailboat is visible in the distance, its mast and sails silhouetted against the bright light. The water in the foreground is dark blue with small, choppy waves.

These opportunities will go on sale on November 1, 2017. For more information please contact Sarah Warman at Visit Santa Barbara.

[sarah@santabarbaraca.com](mailto:sarah@santabarbaraca.com)



*Thank You*