

SANTA BARBARA

# Visit Santa Barbara

Creative Concept  
Travel Outlook Presentation

10.30.18



THE POWER OF PLACE.

# The “What” we’re delivering



# The "Platform-ula"



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+



+



## THE PLACE

*topographical diversity:*  
and architectural  
relevance: a blend of  
historical, revitalized,  
and new

## THE PEOPLE

*kindred spirits,* full of life,  
passionistas, warm,  
welcoming, infused with  
entrepreneurial spirit

## THE EXPERIENCE

*approachable, accessible,*  
from refined to rough  
around the edges but always  
attainable, stimulating  
the senses through an  
array of colors and beauty

## THE FEELING

*adventurous, inspiring,*  
energized, perfectly  
balanced against  
relaxing and sublime



**Santa Barbara is quintessentially Californian** in attitude and atmosphere, where you are free to wander with or without purpose and experience laid-back luxury defined on your own terms.

# The Santa Barbara Effect

Santa Barbara has a way of taking experiences and emotions we already enjoy to the next level. The natural beauty is immediate and incomparable.

The geographic diversity of the region and the ease of access to it is unmatched.

The aesthetic spectrum from luxurious to DIY never ceases to inspire. And the local's love for their communities and their welcoming spirit is infectious.

To explore it all is to immerse yourself deeply into a world that redefines the rewards of travel as only Santa Barbara can.

A hike that links  
seven sparkling  
waterfalls or  
a trail connecting  
a collective of  
adventurous  
urban wineries?

That's more than beautiful, it's

# SANTA BARBARA FUNKY

*The Funk Zone - get out there*

**SANTA BARBARA**

[SantaBarbaraCA.com](http://SantaBarbaraCA.com)

There are sunsets.  
Then there's basking in the horizon's  
golden glow from the sand  
and saddle.

More than beautiful, it's

# SANTA BARBARA BRILLIANT

*Sunset Horseback Rides / Summerland*

There are retreats.  
Then there are elevated enclaves  
inspired by Spanish history,  
artful creativity and a  
pioneering aesthetic spirit.

That's more than beautiful, it's

# SANTA BARBARA LUXE

*The Ritz Carlton Bacara / Goleta*

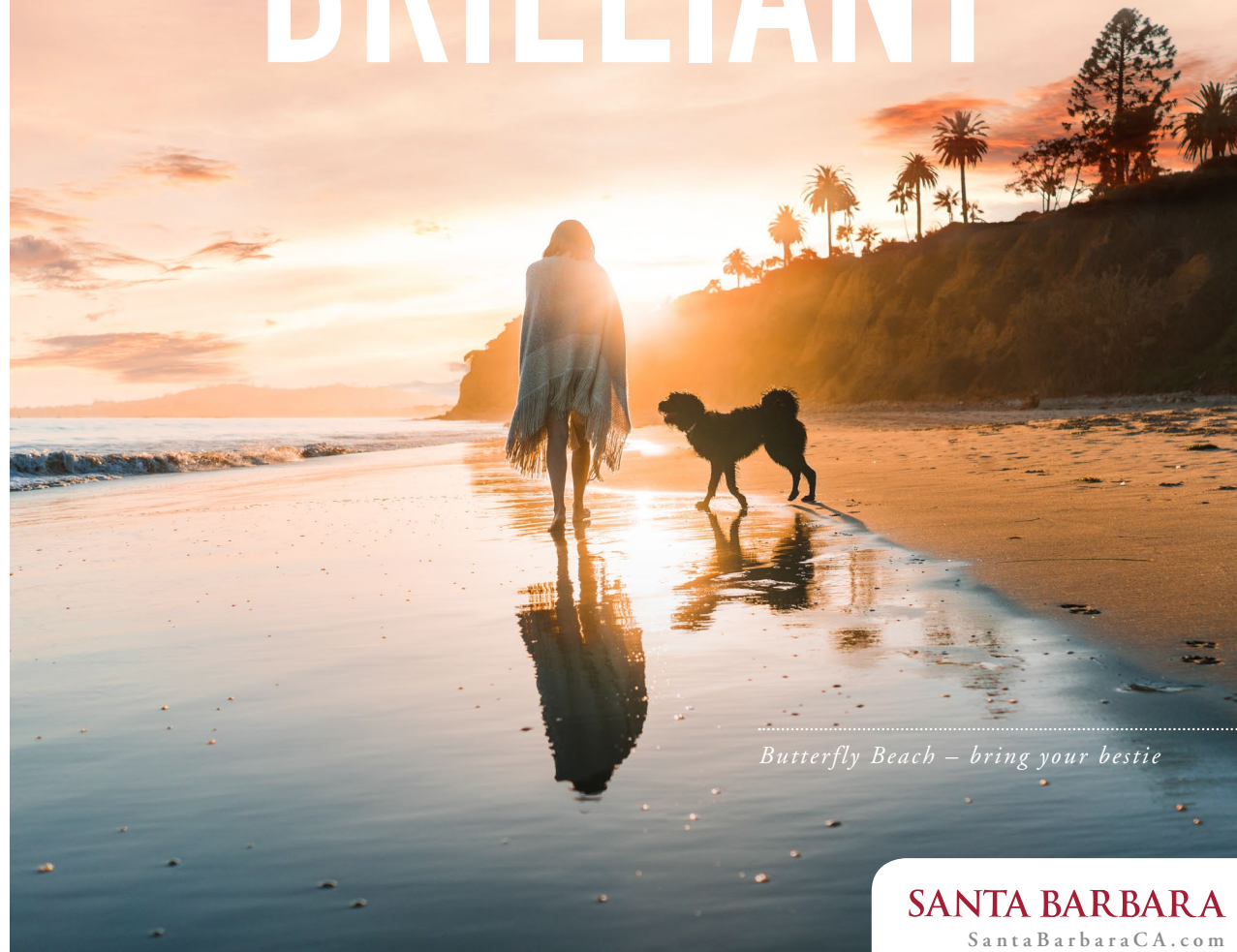
GOLETA :: SANTA BARBARA :: MONTECITO :: SUMMERLAND

There are sunsets.

Then there's basking in the horizon's golden glow  
before venturing out on a cutting-edge culinary adventure.

That's more than beautiful, it's

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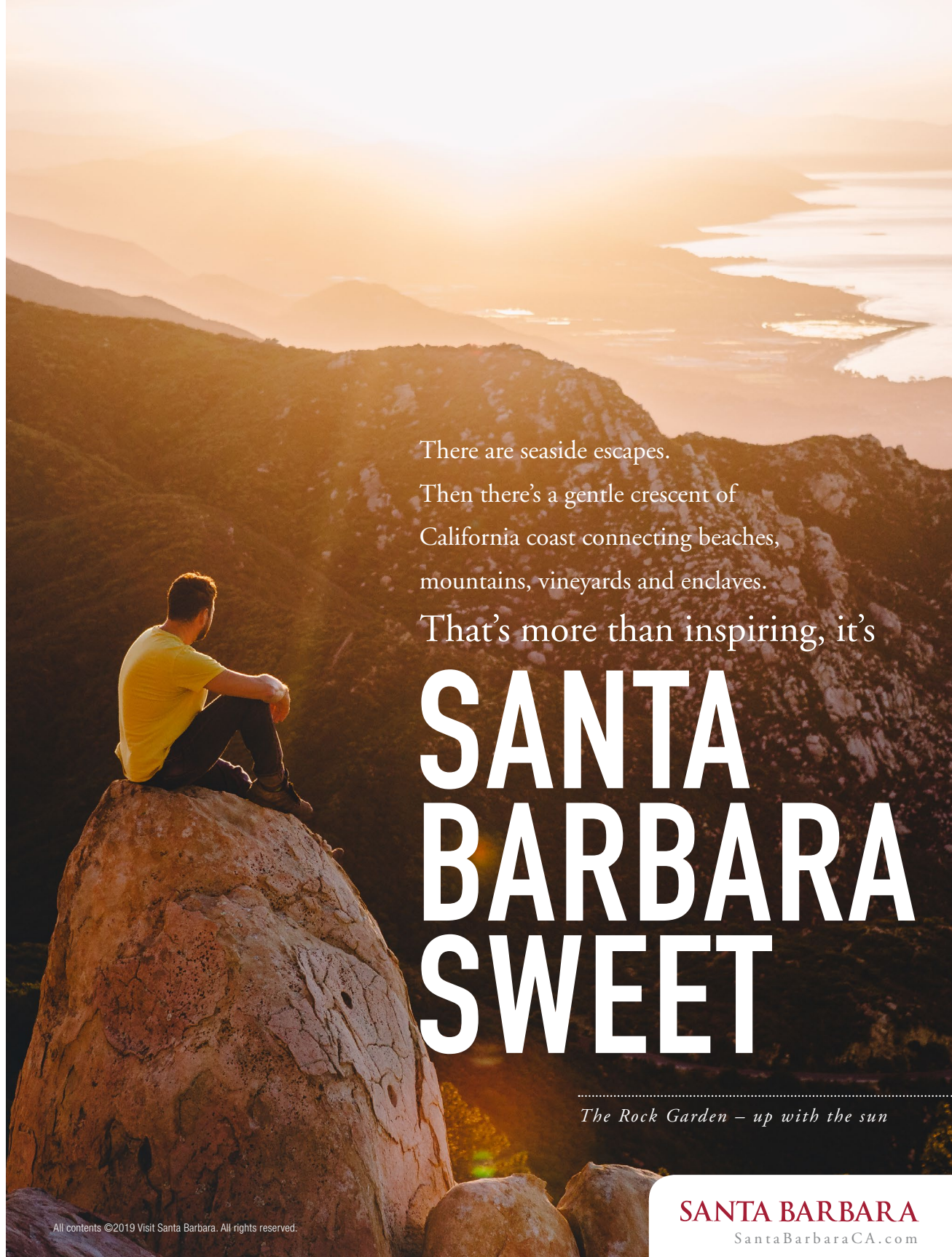


*Butterfly Beach – bring your bestie*

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There are seaside escapes.  
Then there's a gentle crescent of  
California coast connecting beaches,  
mountains, vineyards and enclaves.  
That's more than inspiring, it's

# SANTA BARBARA SWEET

*The Rock Garden – up with the sun*

SANTA BARBARA

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There are seaside escapes.

Then there's a gorgeous crescent of coast  
cradling secret coves, eclectic communities  
and elevated enclaves.

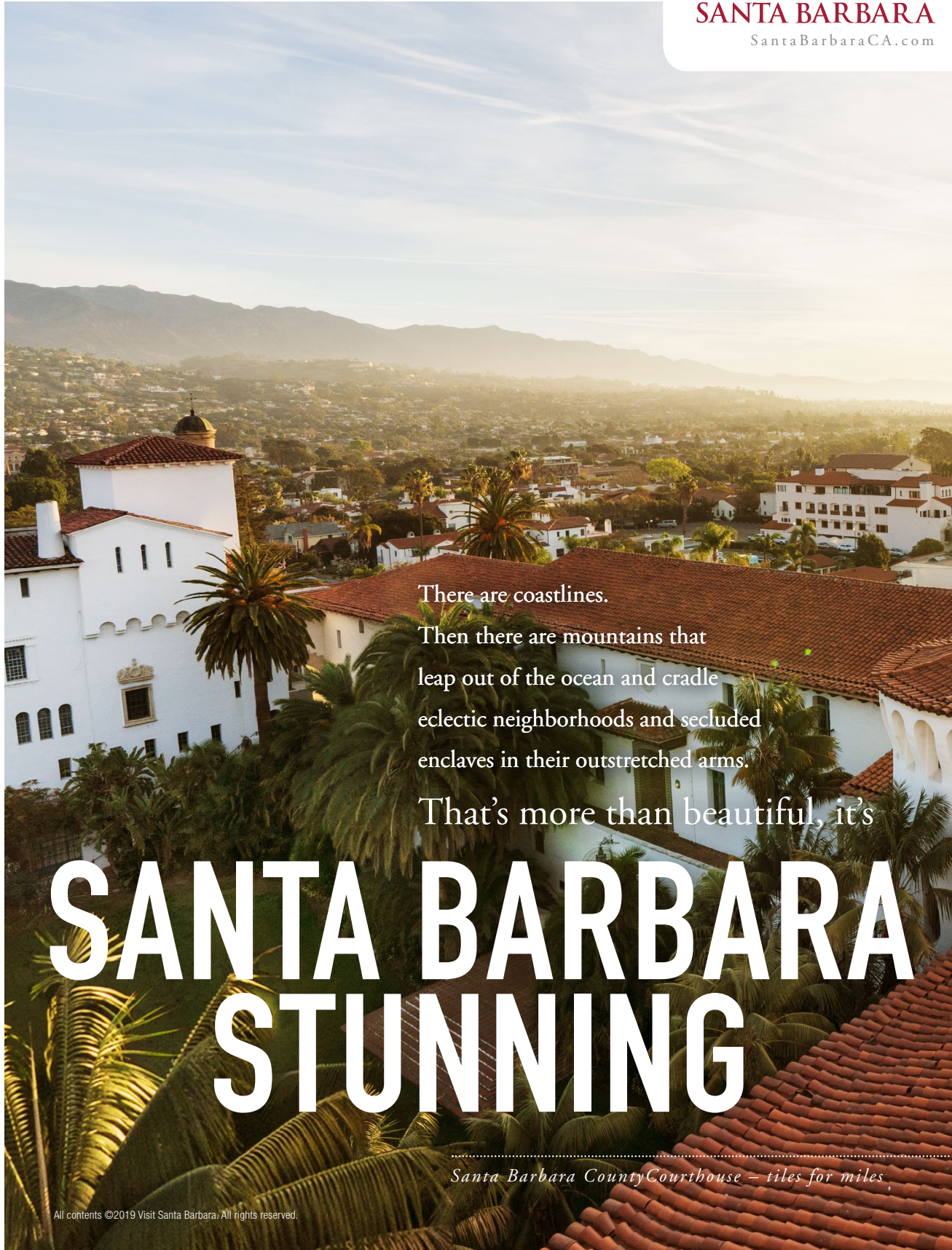
That's more than epic, it's

# SANTA BARBARA EPIC

*Channel Islands National Park - gateway to goodness*

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There are coastlines.  
Then there are mountains that  
leap out of the ocean and cradle  
eclectic neighborhoods and secluded  
enclaves in their outstretched arms.

That's more than beautiful, it's

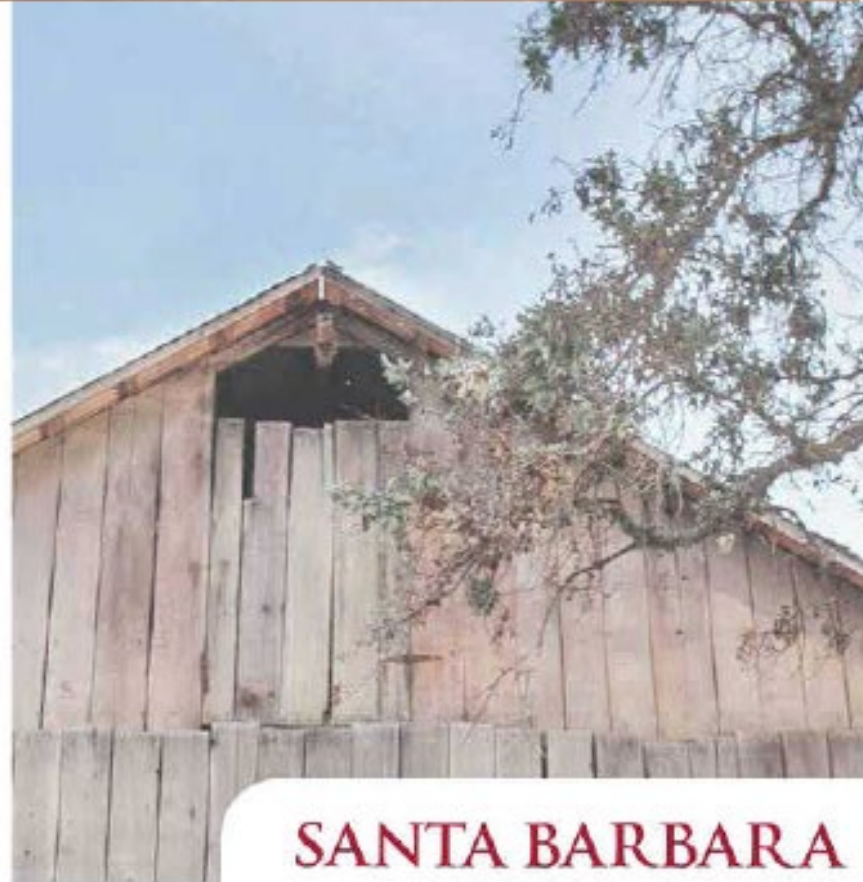
# SANTA BARBARA STUNNING

*Santa Barbara County Courthouse – tiles for miles*

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SANTA BARBARA

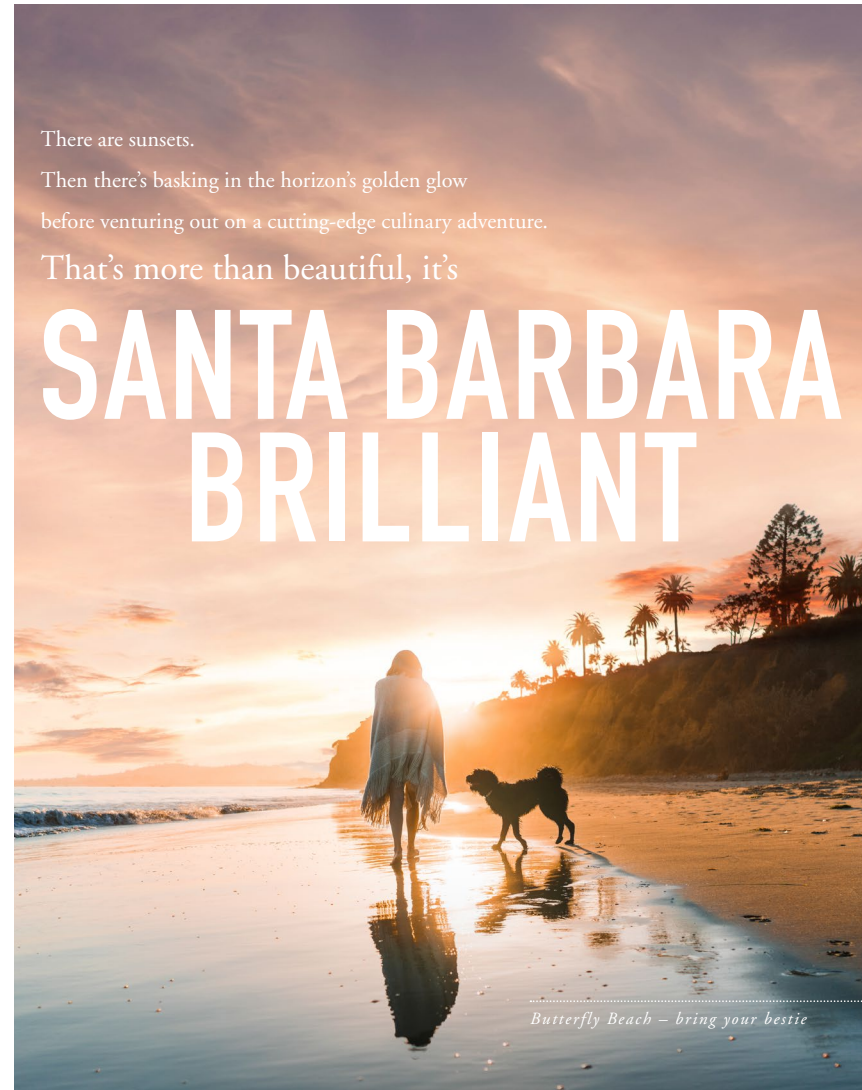


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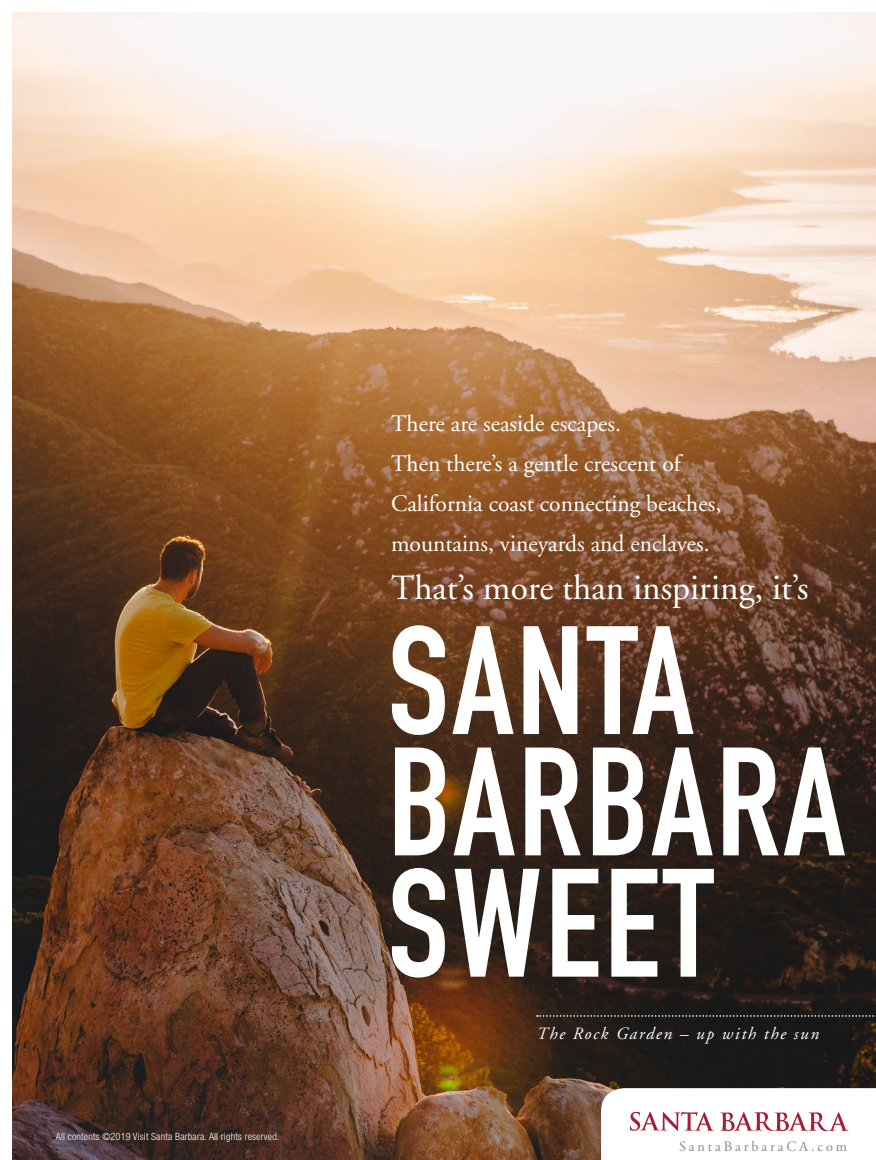
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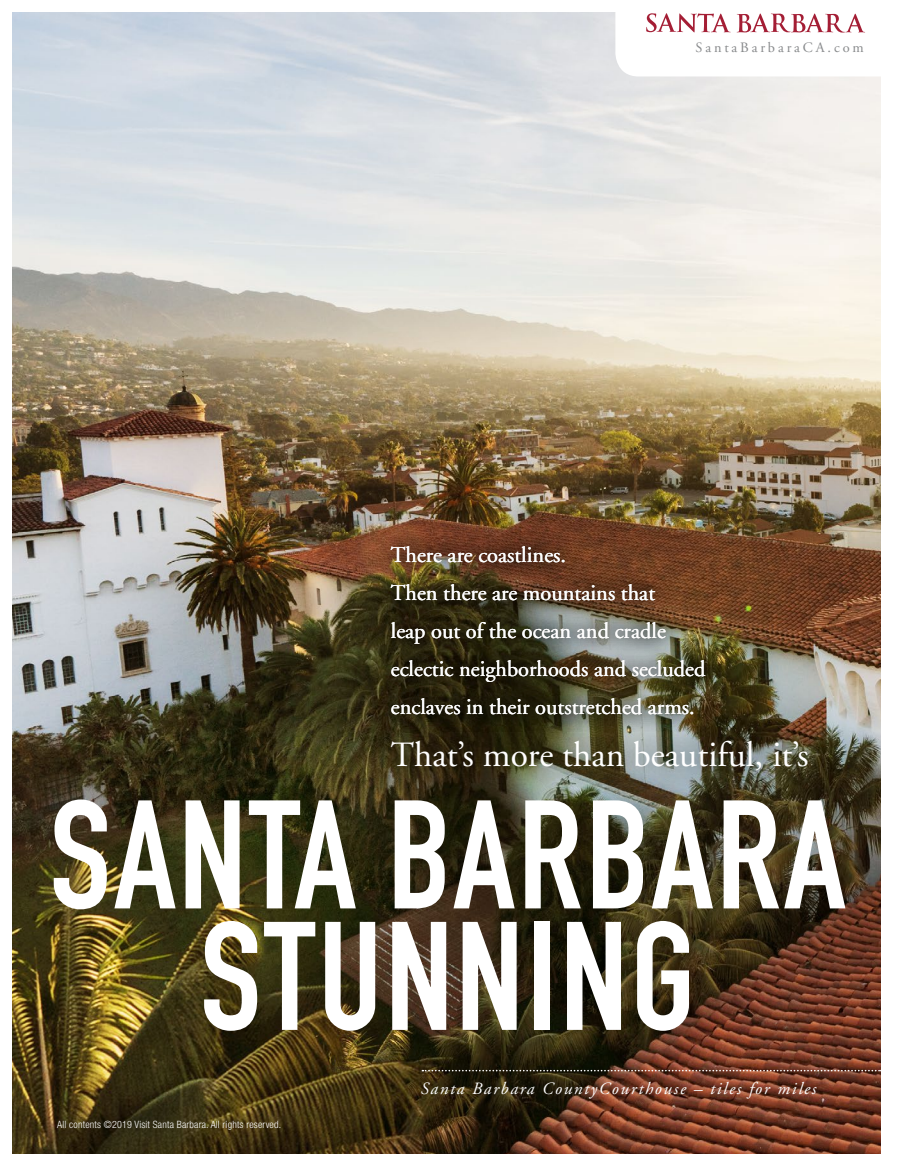
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# The “Who” we are speaking with & Where

Our domestic target audience is complex—our focus considers 3 opportunity segments across multiple domestic markets:

**A25-34, HHI \$100K+ ( above average income Millennials )**

**A35+, HHI \$100K+ ( above average income Gen X'ers/Boomers )**

**A35+, HHI \$250K+ ( affluent Gen X'ers/Boomers )**

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## **DRIVE MARKETS**

***Very Familiar***

Need new inspiration to stimulate return, trial, or overnight conversion

**LOS ANGELES**

**ORANGE COUNTY**

**SAN DIEGO**

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## **NON-STOP DIRECT FLIGHT MARKETS**

***Less Familiar***

Need inspiration, broadened perception & experience education to stimulate consideration & trial

**SAN FRANCISCO/OAKLAND**

**SEATTLE**

**LAS VEGAS**

**DALLAS**

**DENVER**

**PHOENIX**

**PORTLAND**

**MINNEAPOLIS**

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Thank You