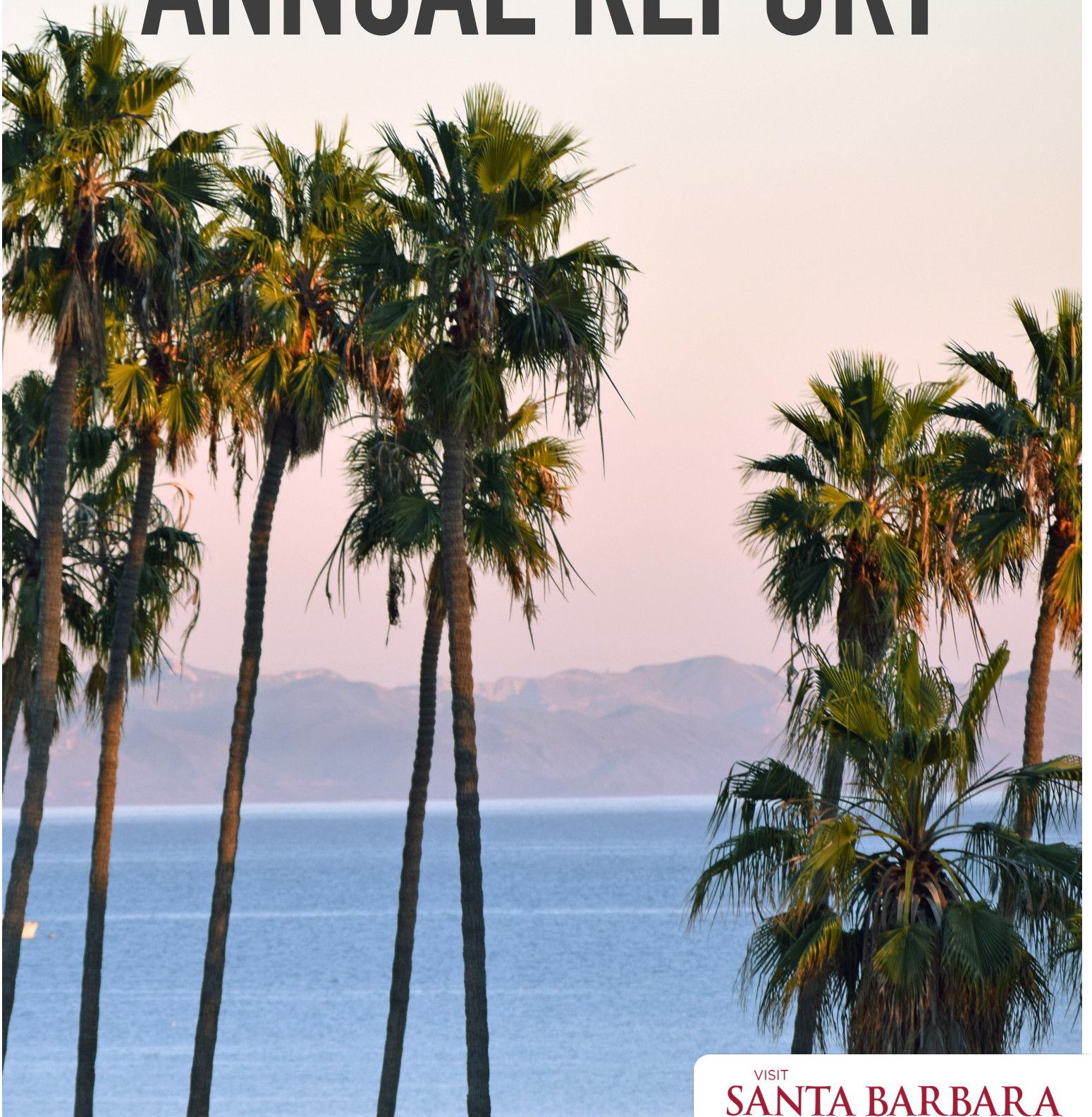


2018-2019

ANNUAL REPORT



VISIT
SANTA BARBARA

EXECUTIVE SUMMARY

Dear Hospitality Partners:

Visit Santa Barbara had many exciting new stories to tell in our work promoting to travelers in key priority markets. We successfully launched our brand campaign with a full suite of gorgeous, impactful new creative under the umbrella of “The Santa Barbara Effect.” And we partnered with a broad range of leading influencers to produce premium content for distribution across our channels and theirs.

The American Riviera® also captured the hearts and minds of editors and readers across the country, with our public relations team securing an unprecedented amount of feature coverage and prestigious accolades in many of the top national travel titles. Those endorsements were appreciated by the meeting planners, travel agents and tour operators who selected the Santa Barbara South Coast for their events, conferences, client itineraries and packaged travel product in a year of accelerated sales conversions.

The results of these initiatives and many more are detailed in this annual report. We structured the report around the organization’s freshly defined strategic imperatives in order to present a more comprehensive, integrated narrative. These priorities are as follows:

- 1) Position and amplify the Santa Barbara brand to target markets
- 2) Grow overnight demand for the destination
- 3) Champion positive visitor experiences
- 4) Strengthen the organization’s effectiveness

As we look back on a year of progress, we have much to be proud of. This body of work represents the powerful spirit of collaboration that fuels our industry. On behalf of the Visit Santa Barbara team, thank you for your participation and countless contributions to these programs.

Gratefully yours,

Kathy Janega-Dykes

President/CEO
Visit Santa Barbara



An aerial photograph of Santa Barbara, California, showing the city's coastline, the Santa Barbara River, and the surrounding mountains. The city is built on a hillside, with a mix of residential and commercial buildings. The coastline features a sandy beach, a pier, and a small harbor. The mountains in the background are rugged and forested.

STRATEGY ONE: POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

STRATEGY ONE

POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

ADVERTISING

Visit Santa Barbara’s (VSB’s) overall goals were to drive awareness of the destination in key priority markets, increase overnight visitation to the Santa Barbara South Coast and grow website visits and sessions.

- The target audience was age 25 and up with a household income of \$100,000 or more.
- The brand campaign was segmented into a Fall campaign (Oct.to Jan.) reaching drive markets for immediate impact and a Spring campaign (Feb. to June) targeting non-stop fly markets. Mid/high funnel media partners were used to generate awareness and inspiration for the Santa Barbara South Coast.
- A variety of channels and mediums were utilized including video, digital display banners, print, paid social media, email and native content through outlets and publishers including *AFAR*, *Adara*, *Sunset*, Facebook, Expedia, *805 Magazine*, StackAdapt, Nativo, *Travel + Leisure*, TripAdvisor and more.

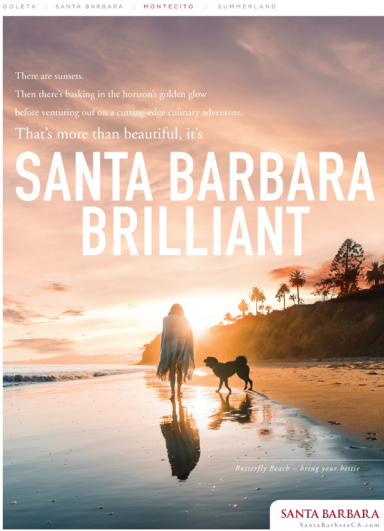
ADVERTISING RESULTS	
Impressions: Santa Barbara Brand	60,433,752
Impressions: Co-Op Partners	2,777,073



The “Santa Barbara Effect” Brand Advertising Campaign

Visit Santa Barbara’s new “Santa Barbara Effect” brand campaign launched March 2019. The campaign is designed to position the Santa Barbara South Coast as quintessential California and is emotionally compelling with an approachable and authentic voice.

- An eight-day video and photoshoot was held in January to capture content throughout the region and resulted in a suite of new photography, video and social media stories.
- The campaign focuses on five “passion pillars” including arts and culture, food and libations, lifestyle and wellness, luxury and outdoor recreation. Together, they distill the extensive and unique depth and breadth of the destination into more specific messaging platforms.



CONTENT MARKETING

SantaBarbaraCA.com

SantaBarbaraCA.com continued to see significant year-over year growth across all tracked key performance indicators. Positive metrics, aligned with a concentrated effort to improve website user experience, led to another successful year for SantaBarbaraCA.com. Highlights include:

- 38% increase in referrals to partner businesses
- 24% increase in users with strong growth from organic search and social media
- 25% increase in pageviews (or more than 1.7 million additional views over the 2017-18 fiscal year)
- SantaBarbaraCA.com uses unique display tactics to serve personalized and relevant content to readers based on location, resulting in increased time on site, lower bounce rates and a higher propensity to register to receive more information on Santa Barbara
- VSB improved the website based on findings from a recent website usability study. Enhancements included global font updates, increased mobile navigation functionality and changes to the category landing page.
- To remain the number one source for destination-related content, VSB published timely, traveler-inspired itineraries and articles to align with visitor search keywords and trending themes. This work resulted in an increase in organic traffic by 27% year-over-year.

SANTABARBARACA.COM ENGAGEMENT	
Sessions	1,841,518
Users	1,346,133
Pageviews	3,668,656
Average Time on Site	2 min. 5 sec.
Bounce Rate	53%

SANTABARBARACA.COM GOALS	
Referrals to Businesses	267,302
Booking Engine Searches	49,985
Booking Engine Referrals to Businesses	22,320
Visitor Magazine Requests	7,187
eNewsletter Subscriptions	1,839
eNewsletters Delivered	1,375,926

STRATEGY ONE

POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

CONTENT MARKETING CONTINUED

Social Media

To share the Santa Barbara South Coast story with potential travelers and passionate brand ambassadors, Visit Santa Barbara utilizes social media to serve timely, inspiration-rich content to position and amplify the Santa Barbara brand within key priority markets. Utilizing five primary channels, this year’s efforts resulted in:

- All social goals were reached or surpassed, with percent-to-goal ranging from 98% to 143%.
- Social impressions increased by 5 million on Instagram and 4 million on Facebook. Website referrals from Facebook doubled by 112,000.
- Video content garnered over 1 million video views maintaining a similarly large number of engagements to the previous year.

SOCIAL MEDIA FOLLOWERS	
Facebook	231,957
Instagram	86,805
Twitter	37,070
Pinterest	3,769

SOCIAL MEDIA RESULTS	
Impressions	38,497,856
Engagements	1,093,104
Video Views	2,995,078
Website Referrals	137,003

“Santa Barbara Vacationist” Influencer Campaign

Visit Santa Barbara put together “Santa Barbara Vacationist,” a nationwide social media contest that provided a chance to win one of three trips to the Santa Barbara South Coast for three influencers (“Vacationists”). The goal of the campaign was to position and amplify the Santa Barbara brand as a must-visit destination.

- Each “Vacationist” was provided a customized itinerary and tasked with showcasing the destination through the lens of a foodie, wellness warrior or outdoor enthusiast to their social media followers.
- Through a series of eye-catching images, engaging videos and action-packed articles, VSB was able to highlight the best of Santa Barbara’s food and libations, wellness offerings and outdoor riches.
- To extend the reach of the campaign, recap videos, articles and social media posts were shared across VSB’s website and social media channels, in addition to partnerships with Visit California and *805 Living*.

SANTA BARBARA VACATIONIST	
Impressions	5,784,488
Video Views	409,242



“Like a Local” Campaign

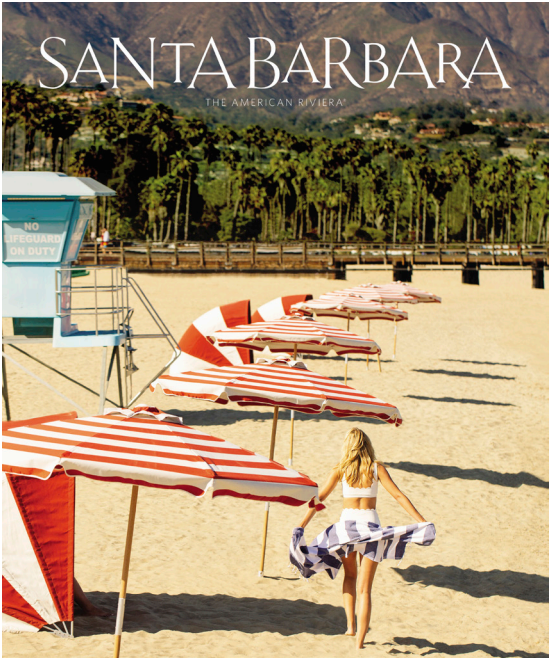
To create interest and awareness of the Santa Barbara South Coast as a premier leisure travel destination, Visit Santa Barbara produced “Like a Local,” a video content series.

- VSB partnered with local personalities in eight Santa Barbara South Coast neighborhoods to create videos that showcase a diversity of stories and points of interest around the destination to inspire travelers to see through the eyes of a local.
- Over the course of eight weeks, 60-second videos for each neighborhood were flighted across VSB’s social media platforms.
- Paid media support was used to help to extend the reach of these videos on Facebook and Instagram.

LIKE A LOCAL VIDEO SERIES	
Impressions	1,856,022
Video Views	1,031,862

Santa Barbara Visitors Magazine

- The 2019 *Santa Barbara Visitors Magazine* was released in February and featured stunning photography, with tips on unique experiences and coverage of the latest openings. From hotels and chef-driven restaurants to neighborhoods and boutiques, to the lowdown on the region’s world-class wine, arts and cultural scenes, the magazine captured everything needed to curate the perfect South Coast getaway.
- A total of 90,000 magazines are distributed through online consumer requests, tradeshow, sales and PR missions, California Welcome Centers, airports, in-market outlets and through VSB members.



STRATEGY ONE

POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

PROMOTIONAL EVENTS

Hello Santa Barbara

Visit Santa Barbara partnered with Amtrak in July for Hello Santa Barbara, a one-day activation at Los Angeles Union Station to promote car-free travel to the Santa Barbara South Coast. The event included:



HELLO SANTA BARBARA	
Impressions	2,001,928

- Immersive augmented reality experiences using mobile technology and green screens, a train-car takeover on the Amtrak Pacific Surfliner, and prizes and giveaways for riders
- A series of geo-targeted contests utilizing paid social media and radio spots where contestants entered to win an all-inclusive vacation for two to Santa Barbara including Amtrak tickets, hotel accommodations, dining and over 30 destination activities
- Media/influencers with a collective 469,400 following attended the event and posted about it on social media. One of the influencers wrote a destination guide following a two-day FAM trip and following the activation, KTLA’s Gabe Saglie also broadcast a segment on the activation (113,293 viewers) and posted about it on his TravelZoo blog (30,000 Unique Visitors per Month).

CHROMA Pop-Up Shop

Visit Santa Barbara teamed up with Goleta, Santa Ynez Valley and Santa Maria Valley in November for CHROMA: A Santa Barbara County Pop-Up Shop, a three-day experiential in-market activation at The Americana at Brand in Glendale, CA.

- The Instagrammable pop-up shop invited visitors to visit, learn and engage with experiential installations that showcased unique offerings of each region, and book exclusive hotel packages with a travel concierge. Patrons had the chance to enter to win a five-day road trip through Santa Barbara County by posting on their social media channels and using the hashtag #ChromaSB.
- To promote the activation to the greater Los Angeles area and drive visitation to the website, VSB created a CHROMA landing page on SantaBarbaraCA.com and utilized targeted Facebook and Instagram ads.
- An exclusive VIP preview event was held for over media/influencers, travel trade buyers and meeting planners.



CHROMA POP-UP SHOP	
In-Store Visitors	4,009
Social Impressions	1,178,649
Social Engagements	31,560

PUBLIC RELATIONS

To a degree unprecedented in the region’s history, Visit Santa Barbara’s public relations efforts in 2018-19 resulted in the Santa Barbara South Coast’s appearance on the top travel lists of several highly sought-after media outlets, as well as destination feature stories.

Timeliness in the news cycle and sympathy for the destination following last year’s disasters played roles in securing some of this coverage. However, publicity from VSB as well as destination partners purposefully focused attention on the strong attributes of the destination, including new developments in resorts and restaurants, as well as iconic attractions, which sparked new media interest in the South Coast.

PUBLIC RELATIONS RESULTS	
Media Events	6
Media FAM Trips	157
Media Placements	735
Online Unique Visitors Per Month	1,086,717,269
Print Circulation & Broadcast Impressions	69,161,651



Media Accolades

Chief among the top accolades generated was *The New York Times’* coveted annual “52 Places to Go in 2019” list—the Holy Grail of travel media lists (29,984,446 Unique Visitors per Month; 483,701 print circulation). Santa Barbara was No. 3 on the list and was one of only two cities in California featured: Los Angeles was the other. The inclusion in the prestigious newspaper resulted in subsequent secondary coverage in more than 90 news outlets around the world, with a conservative cumulative reach to date estimated at more than 135 million readers. This is likely to have an impact for some time, as stories are continuing to come out that cite Santa Barbara’s placement on the list.

Among the other honors the PR team played a role in securing:

- **Travel + Leisure** (3,164,163 UVM) named Montecito as the only city in California to its list of “The 50 Best Places to Travel in 2019.” The list was reported on by more than 90 media outlets, with an estimated total reach of more than 107 million.
- **AFAR Magazine** (888,527 UVM; 286,362 circulation) selected Santa Barbara as a top destination and the only California city in its annual “Where to Go in 2019” list. The magazine later also cited Santa Barbara as one of the “The Best Small Towns in the United States.”
- **Worth** (126,863 circulation; 30,045 UVM) named Santa Barbara a “City to Watch” in the magazine’s annual destinations issue.
- **San Diego Magazine Online** (189,232 UVM) chose Santa Barbara as one of its “Top 10 Getaways of 2018.”

STRATEGY ONE

POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

PUBLIC RELATIONS CONTINUED

Media Coverage Highlights

Dedicated travel features about the Santa Barbara South Coast ran in major U.S. outlets, resulting from collaborations with Visit Santa Barbara, including:

- **Los Angeles Times** (431,076 circulation; 23,904,510 UVM) – travel section multi-page roundup on the region’s luxury hotels
- **Forbes Online** (29,788,885 UVM) – long piece on how to spend the weekend in the South Coast
- **CNN Online** (29,771,782 UVM) – Montecito insider guide; story was picked up by at least 19 other outlets
- **Robb Report Online** (459,895 UVM) – guide to Santa Barbara and Montecito
- **LA Weekly** (89,683 circulation; 3,130,137 UVM) – three-page cover story on the Funk Zone’s food and wine scene
- **Coastal Living Magazine** (860,735 UVM; 657,215 circulation) – 10-page feature on Santa Barbara as “California’s Hottest New Food and Wine Getaway”
- **Naturally, Danny Seo** (350,000 circulation) – 10-page magazine story on travel to the South Coast from the NBC TV show host
- **Haute Living** (447,064 UVM) – long online piece on luxe Santa Barbara retreats
- **San Francisco Magazine, Modern Luxury Silicon Valley** and **Modern Luxury Chicago** (cumulative 108,292 UVM; 30,000 circulation) – feature on Santa Barbara and Montecito’s resort renaissance following disasters

Top international coverage centered on the region, in partnership with the VSB team, included U.K.’s Tatler Online (in an extensive look at why to visit the “American Riviera” now); popular Canadian airline’s *WestJet Magazine* (three-page story on how to spend three days in Santa Barbara); France’s *Côté Sud* (24-page story on the South Coast); Australia’s Sydney Morning Herald Online (in a story on area resorts, as well as the culinary scene) and the U.K.’s *Women’s Health* and *Arcadia*, a luxury magazine (both multi-page travel features). Destination stories appeared in direct-fly markets, including Minnesota outlets (see Contour flight launch section), along with Seattle Magazine Online and Denver’s *303 Magazine*, among others.

Major media outlets also named the South Coast in “where to go” lists around **seasonal travel**. Both Robb Report Online and Marie Claire Online picked Santa Barbara as a top place for springtime travel, Departures Magazine Online touted it for fall, Travel + Leisure Online recognized Santa Barbara as a best place to travel in December, and PureWow (a website with more than 3 million readers) praised the area as one of the best and most affordable places to travel in January.

Many top-tier outlets featured Santa Barbara in stories that looked at the **culinary and wine scene** due to the PR team’s pitching or support, including Food Network Online, Eater LA, Forbes Travel Guide, Los Angeles Daily News, along with noteworthy international outlets like Condé Nast Traveler China Online; Mexico’s *Food & Wine en Español, Luxury Edition*; Canada’s *DINE Magazine*; the U.K.’s Foodism and Australia’s Daily Telegraph Online (which also ran in Escape and the Herald Sun).

The Santa Barbara South Coast was depicted as an area for **group business** in meetings and trade media such as *TravelAge West*, *Select Traveler*, *Virtuoso Traveler* and *Meetings Today*, along with **wedding-related** coverage in outlets like Brides Online, California Wedding Day, The Knot, and *Martha Stewart Weddings*.



Chef Curtis Stone at the Santa Barbara Harbor

Los Angeles Times

 **Forbes**

Robb Report


COASTAL LIVING



STRATEGY ONE

POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

PUBLIC RELATIONS CONTINUED

Press Trip Highlights

Visit Santa Barbara partnered on **group familiarization trips** for media to the Santa Barbara South Coast including:

- A FAM for more than 20 international journalists from top-tier outlets following Visit California’s Dream Drive activation around the reopening of Highway 1, resulting in stories featuring the Santa Barbara South Coast in outlets, such as *Oz Magazine* (Mexico), LINE Travel.jp (Japan), Globo Online (Brazil), Traveller.com.au (Australia) and more.
- A wine-themed group trip for LA-based media with Muse Wine Management that resulted in coverage in *Coast Magazine* and *Westlake Magazine*.
- A luxury-themed FAM for domestic media with Belmond El Encanto around the hotel’s 100th anniversary that resulted in destination stories published in *Artful Living* and *TravelAge West*.

The PR department also supported journalists on **individual press trips**. Among the prominent media who experienced the destination were representatives from *AFAR*, Robb Report Online, *Travel + Leisure*, *Departures*, *Le Monde* (France), *Daily Mail* (U.K.), *LA Weekly*, *Sunset*, Money Inc, Forbes Travel Guide, *Condé Nast Traveler*, UPROXX, Forbes Online, TODAY Show Online, U.S. News & World Report Online and Moon Travel Guides.



Visit California Dream Drive



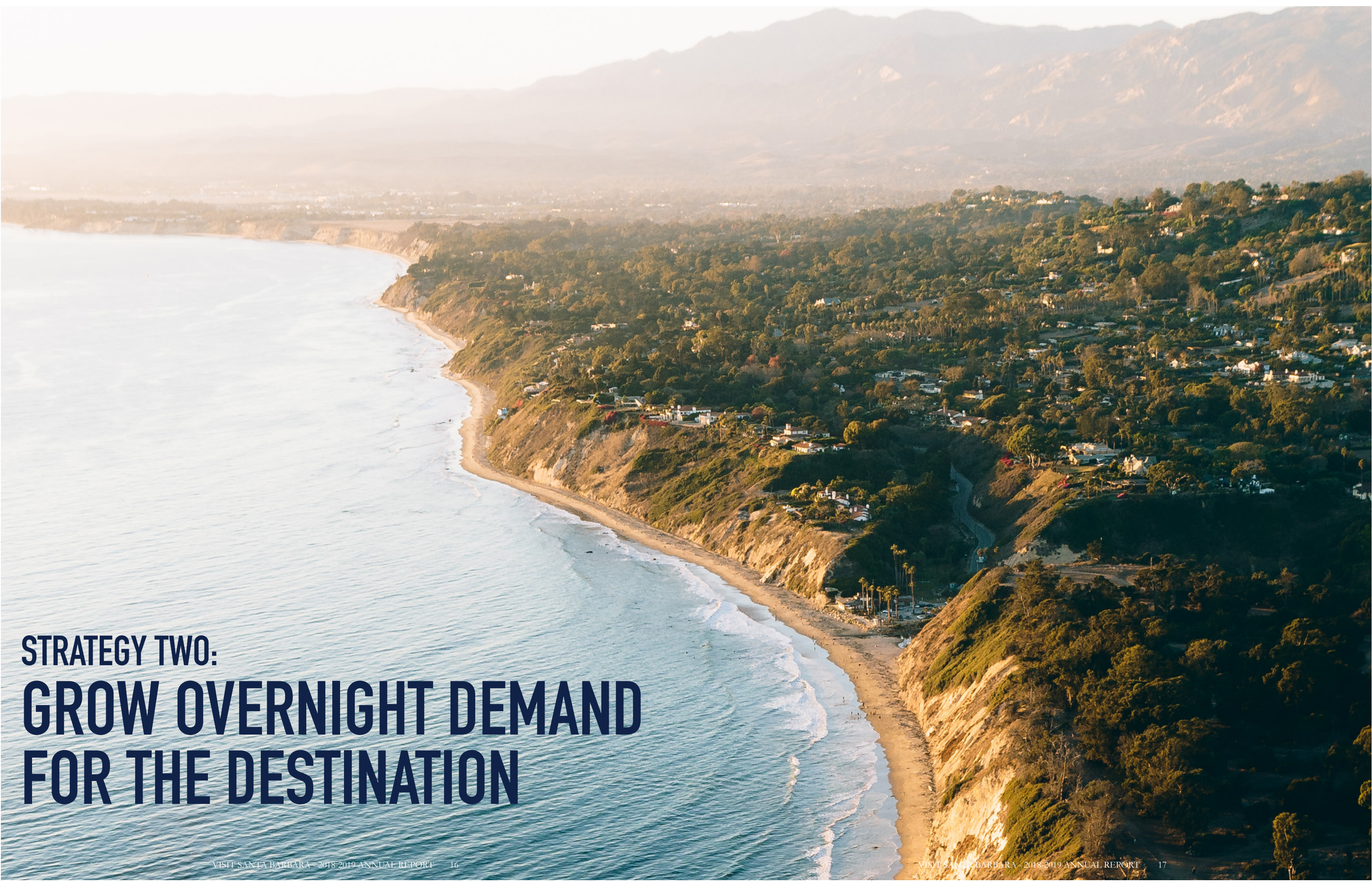
Belmond El Encanto Group Press Trip

Media Outreach

Visit Santa Barbara’s PR team participated in multiple **out-of-market media events** throughout the year, including Visit California’s media missions and receptions in New York, San Francisco, Canada and Australia. In addition, public relations met with half a dozen New York-based domestic national media during deskside meetings in January to pitch destination stories and build and renew relationships.

During U.S. Travel Association’s 2019 **IPW tradeshow** in Anaheim, the PR department had one-on-one appointments with 20 journalists. In addition, before and following IPW, VSB hosted five individual press trips for freelance writers who were attending the tradeshow. As part of the official post-IPW group FAM for press and travel trade representatives, 14 media came to Santa Barbara for a two-night stay in Goleta and Santa Barbara. Journalists from France, Germany, Brazil, the U.S. and other countries dined out and had unique destination-specific experiences.





**STRATEGY TWO:
GROW OVERNIGHT DEMAND
FOR THE DESTINATION**

STRATEGY TWO

GROW OVERNIGHT DEMAND FOR THE DESTINATION

GROUP SALES

The group sales team proactively targeted over 450 new group business opportunities for the Santa Barbara South Coast with a multi-tiered strategy of trade show attendance, in-market meeting planner appointments, industry events, in-person client site visits, FAM tours in key California markets and partnership with third-party lead generation organizations. The group team explored opportunities in Salt Lake City, New York City, Chicago, Minneapolis and Seattle in addition to the continually strong producing geographic territories of Northern and Southern California, Denver and Dallas.

GROUP SALES	
Leads	457
Room Nights	22,508

FAM Tour Highlights

Visit Santa Barbara’s group sales team partnered on two group familiarization trips to the Santa Barbara South Coast including:

- A FAM showcasing area hotels to six Colorado-based HelmsBriscoe associates. HelmsBriscoe is the global leader in meetings procurement and site selection.
- A FAM for six top-producing associates from ConferenceDirect, one of the largest and most respected meeting and event management firms in the world.

Tradeshows

Tradeshows provided opportunities to engage and educate meeting planner prospects on Santa Barbara. Frequently these events were appointment-based and allowed for multiple hotel partners to join with VSB’s team to sell the destination.

- IMEX America, Las Vegas
 - Luxury Meetings Summit, Seattle
 - Connect Marketplace, Salt Lake City
 - Northern California MPI ACE, San Francisco
 - Colorado Meetings Industry Council, Denver
- CalSAE Seasonal Spectacular, Sacramento
 - Destination California, Los Angeles
 - Meet NYC, New York
 - Conference Direct APM, Atlanta
 - MPI WeCon, Palm Springs

Sales Missions and Client Events

Visit Santa Barbara along with hospitality partners engaged with a multitude of planners at a variety of events in numerous markets including:

- Succulent arranging classes for corporate, group and third party planners in Dallas, Orange County and San Diego
- Wine pairing luncheon in partnership with L.A. Tourism
- Spa day in San Francisco and a VIP salon day in Las Vegas in partnership with the Beverly Hills Conference & Visitors Bureau
- PCMA Northern California Bay Area Meeting Industry Excellence (BAMIE) Awards in San Francisco and PCMA industry education events
- Northern California Chapter MPI Annual Conference & Expo in San Francisco
- Southern California Chapter MPI Weekend Education Conference in Palm Springs
- Society for Incentive Travel Excellence (SITE) holiday events in Texas and Southern California
- Hosted meeting planners in Dallas, Orange County, San Diego, San Francisco Bay Area, Denver and New York City

The Race of Gentlemen

In March 2019, Santa Barbara hosted The Race of Gentlemen (TROG) — a drag-race-style competition featuring enthusiasts racing along Cabrillo Boulevard on pre-1947 motorcycles and hot rods. The event was secured by Visit Santa Barbara in cooperation with the City of Santa Barbara. Hilton Santa Barbara Beachfront Resort served as race headquarters, with other area hotels offering special rates.

STRATEGY TWO

GROW OVERNIGHT DEMAND FOR THE DESTINATION

TRAVEL TRADE SALES

The travel trade sales team made efforts to attract and educate tour operators and buyers in top markets for the Santa Barbara South Coast.

TRAVEL TRADE SALES	
FAM Tours	200
Room Nights	44,667

FAM Tour Highlights

The travel trade sales team supported **16 international group familiarization trips** to the Santa Barbara South Coast with agents, top level executives and product managers from markets such as Italy, Germany, China, U.K., India and the Middle East. Just a few FAM trips to highlight include:

- A group of top tier luxury travel executives from Visit California’s **Connections Luxury Forum** focused on luxury, wellness and adventure. Attendees were from the U.S., U.K., India, Russia and Japan.
- In partnership with **Brand USA**, VSB brought 15 agents and product managers from top agencies and tour operators in the U.K. and Ireland. The FAM was part of an incentive-based MegaFAM for 100 agents who earned the right to participate based on their volume of sales. Santa Barbara was part of the “Western Wonders” itinerary and the only California Destination to be included.
- Following U.S. Travel Association’s 2019 **IPW tradeshow** in Anaheim (the largest international trade show for travel trade), VSB hosted an international group of over 30 travel trade and travel media representing Brazil, China, France, Germany, Costa Rica, Argentina, Romania, Moldova, India and Portugal.

Sales Missions

- VSB and tourism partners conducted two sales missions to receptive tour operators in Los Angeles for a total of 10 appointments. The team also went to Florida for four appointments with receptive tour operators.
- American Automobile Association (AAA) of Southern California remains a strong driver of leisure business to Santa Barbara. VSB met with nine different agents in four Los Angeles-area offices.
- VSB attended Visit California’s Sales and Media Mission to Canada, visiting four key markets: Toronto, Montreal, Calgary and Vancouver. Travel Trade met with over 400 travel trade executives from top tour operators and travel agencies in Canada, including WestJet, Air Canada Vacations and Carlson Wagonlit.

Tradeshows

- Visit Santa Barbara met with nearly 50 operators at **World Travel Market**, one of the largest global travel trade events held annually in London. Over 51,000 global travel trade visitors attended, including 9,000 key decision makers, with nearly 5,000 exhibiting companies.

Tradeshows Continued

- The Santa Barbara South Coast was represented in Visit California’s booth at **International Luxury Travel Market (ILTM)** in Cannes, France. California was the only U.S. state to participate at ILTM, with over 5,000 attendees from nearly 100 different countries and 1,880 exhibitors. VSB’s travel trade sales team conducted nearly 40 appointments with luxury operators and travel agents.
- VSB exhibited at U.S. Travel Association’s **2019 IPW** tradeshow, the travel industry’s premier international marketplace and the largest generator of U.S. travel, held this year in Anaheim. More than 1,000 U.S. travel organizations and 1,300 international and domestic buyers from more than 70 countries attended the show. Over 100 appointments were conducted by VSB and tourism partners. In addition, VSB participated in a state-wide activation through Visit California at the Anaheim Convention Center Plaza where over 20 California destinations each had an interactive space offering food, libations and a variety of experiences unique to their destination. VSB’s activation space included a vintage trailer bar featuring an assortment of Santa Barbara County rosé wines, a luxury lounge, live action oyster grill, espresso coffee bar and assorted savory bites.



VSB’s vintage rosé trailer at U.S. Travel Association’s 2019 IPW tradeshow



STRATEGY THREE: CHAMPION POSITIVE VISITOR EXPERIENCES



STRATEGY THREE

CHAMPION POSITIVE VISITOR EXPERIENCES

SANTA BARBARA VISITOR CENTER - STATE STREET

In collaboration with the City of Santa Barbara, Hotel Californian, and The Chamber of the Santa Barbara Region, Visit Santa Barbara will open a new visitor information center on State Street.

- The new center will incorporate elements of a traditional visitor center while giving guests an elevated experience in hospitality and retail aligned with the Santa Barbara brand. The design is intended to draw people in with a layout that includes a highly curated retail experience, artistic elements reflective of the local community, user-friendly technology, a lounge and public restrooms.
- A variety of cooperative advertising opportunities will be available to local hospitality businesses.
- The Chamber of the Santa Barbara Region will serve as visitor center operator at both the original location on Garden Street and the new center on State Street.



AIR SERVICE DEVELOPMENT

Minneapolis to Santa Barbara Flights with Sun Country

Visit Santa Barbara promoted the new Sun Country Airlines flight from Minneapolis to Santa Barbara that launched in August in order to encourage travel and increase visitation to the destination.



- A travel contest launched in partnership with *Mpls.St.Paul Magazine* and the contest winner received a three-night getaway to Santa Barbara including airfare, accommodations and a variety of dining and activity experiences.
- Two Minneapolis-market journalists arrived on the inaugural flight and VSB hosted them for a four-day FAM trip. Coverage generated included a story in lifestyle magazine *Minnesota Monthly Online* (61,557 Unique Visitors per Month), a four-page destination feature in *Minnesota Good Age* (40,000 Circulation) and cover story *Pathfinders Travel Magazine* (100,000 Circulation).
- VSB also partnered with PRA on a sales mission to Minneapolis that included sponsoring the Society of Incentive Travel Executives (SITE) Education Day and “Sota Summer Splash” reception. The themed event was held at Nicollet Island Pavilion and incorporated local artisans, regional cuisine, a mixologist and live music. Event attendees included 56 buyers from influential incentive houses, corporations and associations.

SUN COUNTRY FLIGHT LAUNCH

Impressions	400,700
Distributed Emails	202,287



STRATEGY FOUR:
**STRENGTHEN THE
ORGANIZATION'S
EFFECTIVENESS**

STRATEGY FOUR

STRENGTHEN THE ORGANIZATION'S EFFECTIVENESS

MEMBERSHIP

MEMBERSHIP STATS	
Active Members	274
New Members	45
Total Membership Event Attendance*	581

*Events include I Am Santa Barbara, Lunch and Learns, Travel Outlook and Annual General Meeting & Tourism Celebration

- Visit Santa Barbara members continued to participate in website, e-newsletter, social media and advertising co-op, demonstrating the value and effectiveness of programs.
- Many networking and training events were offered for members interested in how to benefit from a partnership with VSB.
- VSB staff participated in familiarization trips and site tours to various member locations to gain a deeper understanding of their offerings including: Rosewood Miramar Beach, Folded Hills Montecito Tasting Room, Celebration Cruises, Santa Barbara County Courthouse, Sea Cliff Santa Barbara, Margerum Wine Tasting Room, The Monarch, Ramada Santa Barbara and Hyatt Centric Santa Barbara.

Google My Business

Visit Santa Barbara made it easier for local businesses to maximize exposure to potential travelers through Google’s free business tools.

- VSB participated in the Google DMO Program, aimed at improving the quality and visibility of destination related content within Google’s search and travel planning products.
- As part of the program, VSB hosted a free workshop on how to maximize exposure within Google products and effectively communicate with customers.
- More than 40 VSB members, Santa Barbara County hospitality industry professionals and local businesses attended.
- VSB is now a trusted Google Verifier and will continue to work with businesses on maximizing their presence on Google.
- Since the onset of the program, VSB has generated 444,720 pageviews through Google posts.

Lunch and Learn Seminars

Visit Santa Barbara’s Membership team hosted five Lunch and Learn training sessions for members. Topics included:

- January: “Crisis Communication” with Karna Hughes, director of public relations
- February: “Revenue Management” with James Minton, vice president of strategic planning
- March: “Making the Most of Your Membership” with Elske Free, membership manager
- April: “Working with Travel Trade” with Jocilyn Schumacher, travel trade manager
- June: “Cooperative Advertising” with JessyLynn Perkins, director of digital marketing and content

I Am Santa Barbara Training

I Am Santa Barbara is a free training program provided by VSB that equips frontline hospitality staff with resources to encourage visitors to see and do more in the Santa Barbara South Coast. Topics cover valuable industry information including Santa Barbara’s history, landmarks, differentiating characteristics and community issues. Attendees that complete the training become certified Santa Barbara ambassadors and enjoy special offers from local hospitality businesses.



Member Events

- Visit Santa Barbara unveiled its new “Santa Barbara Effect” advertising campaign at its annual Travel Outlook event in October at the Hilton Santa Barbara Beachfront Resort. Guest speakers from Destination Analysts, CBRE Hotels and Los Angeles Tourism & Convention Board also shared industry insights, tourism projections and research findings.
- In May, Cheryl Strayed, author of the #1 *New York Times* bestselling memoir “Wild” was the coveted keynote speaker at the Annual General Meeting and Tourism Celebration event and spoke to the hospitality community about the power of transformative travel at the newly opened Rosewood Miramar Beach.

Official Drink of Santa Barbara

Visit Santa Barbara partnered with the *Santa Barbara Independent* in June for the third annual Official Drink of Santa Barbara cocktail competition to select a unique cocktail with local ingredients that best embodied the spirit of the destination.



The Lark’s “Sticky Fingers”

- Overall objectives of the event were to create additional content, generate awareness for the destination and encourage people to frequent establishments within the Santa Barbara South Coast.
- Fourteen cocktails were entered from restaurants and bars within the Santa Barbara South Coast and the top five finalists were voted on by the public through Independent.com.
- Over 300 people attended the sold out event and judges selected The Lark’s “Sticky Fingers” cocktail as the winner.
- Local PR coverage included articles and mentions in the *Santa Barbara Independent*, Pacific Coast Business Times, The Restaurant Guy, *Santa Barbara Life & Style*, SB Good Eats and KJEE radio.

ABOUT VISIT SANTA BARBARA

Visit Santa Barbara (VSB) is a non-profit 501(c)(6) organization jointly funded by the City of Santa Barbara, the County of Santa Barbara, the South Coast Tourism Business Improvement District (TBID) and by a membership of hospitality-related businesses. As the official destination marketing organization for the Santa Barbara South Coast, VSB is contracted by the City of Santa Barbara to market the area nationally and internationally as a premier destination for leisure and business travel.

VSB’s Board of Directors is composed of business owners and professionals who have the experience and willingness to serve the community beyond the scope of their demanding work schedules. Their volunteer responsibilities include steering company policy, building relationships with local government, interpreting the needs and interests of the community, shaping how VSB delivers upon its mission and influencing the organization’s future evolution.

OUR MISSION

We inspire overnight travel to the Santa Barbara South Coast in order to enhance the community’s economy and quality of life.

2018–2019 VSB BOARD OF DIRECTORS

Skip Abed, Santa Barbara Sailing Center
Rick Boller, Santa Barbara Bowl
Michael Cohen, Santa Barbara Adventure Company
Councilmember Jason Dominguez, City of Santa Barbara
Barry Dorsey, The Kimpton Goodland Hotel
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Sherry Villanueva, Acme Hospitality
Pamela Webber, Santa Barbara Hotel Group
Kristen Weidemann, Paseo Nuevo Shops & Restaurants
Sarah York Rubin, Santa Barbara County Office of Arts & Culture
Deanna Zachrisson, Santa Barbara Airport

STAFF

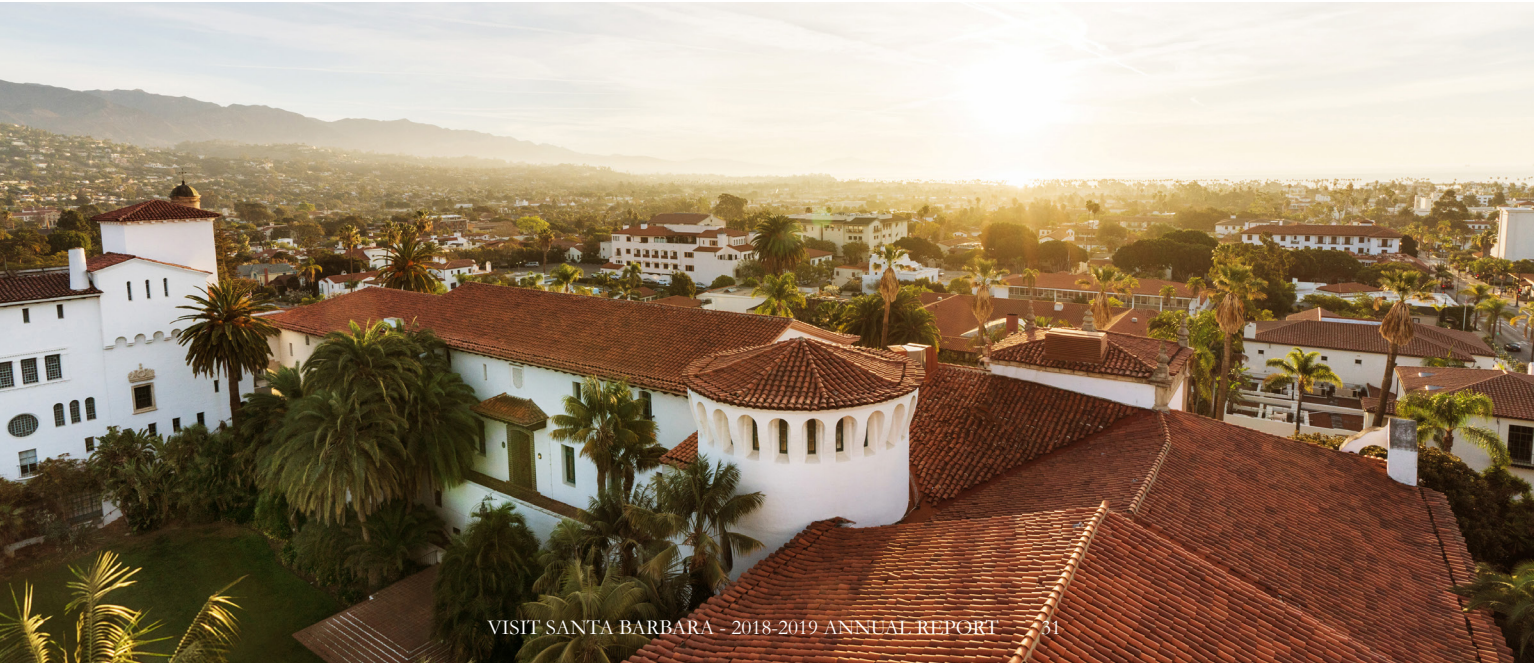
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James Minton, CDME, Vice President of Strategic Planning
Angelica Ramirez, Administrative Manager
Brittney Hunt, Administrative Coordinator

ADVERTISING
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Carly Bates, Creative Manager
Olivia Barroca, Marketing Associate

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Mark Feldman, Sales Representative, Northern California
Suzy Kay, Sales Representative, Southern California
Maren Beneke, Membership Coordinator
Shantel Rowe, Sales and Services Coordinator



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