



SANTA BARBARA'S GROUP VALUE PROPOSITION

Santa Barbara is especially attractive to meeting planners navigating a world impacted by COVID-19 thanks to this unique combination of features:

- Hotels and alternative meeting spaces with ample outdoor and fresh air space
- A highly walkable downtown minutes away from a calming, spacious beachfront
- A variety of socially-distant-friendly activities for groups
- A year-round Mediterranean climate encouraging time spent outdoors in the fresh air
- Drivable from many California and Western-U.S. cities

While each hotel and meeting facility will be best qualified to create and develop their own health and wellness considerations as we return to meetings in a world affected by COVID-19, our sales team will be in a better position to represent your property if we have the following information:

- The Events Industry Council's APEX Covid Business Recovery Task Force has created a [comprehensive document](#) full of helpful information and links to ensure you have all the tools you need to help pave the way for groups and events to safely return.
- Floorplans and Meeting Set-ups will need to evolve to accommodate safety protocols. BizBash has put out a very informative article with creative ideas for room sets [here](#).
- Updated diagrams/capacity charts that account for reduced capacities and social distancing will be of utmost importance when responding to RFPs. Especially helpful are creative ways your hotel or venue can isolate groups with their own contained space and guestrooms.
- Planners are looking for special promotions to stimulate the return of group business. We encourage you to promote Visit Santa Barbara's [Meeting Rewards](#) and [Relax and Restore](#) incentives.
- Many events in the coming months will be hybrids of Face to Face and Virtual events. Does your hotel/venue have information about technology and available bandwidth to accommodate hybrid events?
- Do you have a shareable, easy-to-use document to promote your hotel in COVID-19 recovery?