



CONTACT:

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Santa Barbara Fast Facts

LOCATION

Set on the Pacific Ocean with 110 miles/176 kilometers of sweeping coastline, Santa Barbara and its environs (including the Santa Ynez Mountains, wine country and seaside cities) lie just 92 miles/148 kilometers north of Los Angeles and 332 miles/534 kilometers south of San Francisco. Visitors may arrive via scenic Highway 1 (101), daily stops on Amtrak trains or via air service to Santa Barbara Airport (SBA) or Los Angeles International Airport (LAX).

SIZE

Santa Barbara County encompasses the cities of Santa Barbara, Montecito, Goleta, Summerland, Carpinteria, Ballard, Buellton, Lompoc, Los Alamos, Los Olivos, Santa Maria, Santa Ynez and Solvang, as well as Channel Islands National Park. (The area known as the "South Coast" is made up of Santa Barbara, Montecito, Goleta, Summerland and Carpinteria.) The city of Santa Barbara is 18.9 square miles/49 kilometers square with a population of 90,412. The county is 2738.5 square miles/7092 kilometers square with a population of 435,697. (For the most recent census, visit <http://quickfacts.census.gov/qfd/states/06/06083.html>)

CLIMATE

Santa Barbara boasts a moderate Mediterranean climate year-round with an average of 300 days of sunshine. Santa Barbara's unique east-west coastline (the only one from Alaska to Cape Horn) provides soothing year-round southern exposure. Average day temperatures range from the mid-60s to mid-70s°F (18° to 24°C), and evening temperatures are refreshingly cool throughout the year. The area receives about 18 inches of rainfall annually. The inland and mountain portions of the county experience warmer high temperatures and cooler low temperatures.

LODGING

Countywide, Santa Barbara offers 143 properties (9,114 rooms), ranging from deluxe to budget to boutique, including nearly three dozen beachfront properties, one hostel, and 15 bed-and-breakfasts. Guest ranches and resort camping are also available, as are six public and two private campgrounds.

TRANSPORTATION

Santa Barbara Airport (fliesba.com, 805-683-4011) is 8 miles/13 kilometers north of downtown. American Airlines, Frontier Airlines, Horizon Air, United Airlines and US Airways service the airport. Non-stop flights are available from Denver, Los Angeles, Phoenix, Portland, San Francisco and Seattle. Express bus service is available from major airports via Santa Barbara Airbus (800-423-1618) and Roadrunner Shuttle (800-247-7919). Amtrak serves Carpinteria, Santa Barbara and Goleta, and Greyhound bus offers service to the region. The Santa Barbara Trolley runs throughout the city from 10 a.m. to 3 p.m. daily, departing from Stearns Wharf (\$22 adults/\$8 children for all day on/off privileges); the electric shuttle serves the downtown area and the Waterfront (50 cents). Car Free (santabarbaracarfree.org) transportation alternatives and discounts are available. Bikes, Segways and cars are available for rental.

POINTS OF INTEREST

- **Architecture:** The city's Red Tile Walking Tour showcases Santa Barbara's "Spanish Revival" architectural landmarks. Historic adobes and missions dot the area, including the "Queen of the Missions," Old Mission Santa Barbara.
- **Cuisine:** Santa Barbara chefs use fresh, seasonal ingredients sourced from local waters and farms. Dishes are complemented by world-class wines from more than 175 local wineries. Culinary tourists may enjoy the farms,

waters, vineyards, restaurants, farmers' and fishermen's markets, cooking classes and food and wine events that create, cultivate and celebrate the region's distinctive flavors. SantaBarbaraFresh.com

- **Film:** Santa Barbara was the original "Hollywood"; hundreds of silent movies and westerns were filmed here in the early 1900s, including Cecil B. DeMille's "The Ten Commandments" (1923). The region continues to be used as a backdrop for photo shoots, commercials and films; feature film shoots have included "Hidalgo," "Seabiscuit" and "Sideways." A "Sideways" movie tour map and Santa Barbara movie tour itineraries are available via santabarbaraca.com. The star-studded Santa Barbara International Film Festival rolls out the red carpet every late January/early February, and several film events and festivals take place throughout the year. SantaBarbaraFilmTour.com
- **Gardens:** Delve into acres of orchids and native plants at one of the area's gardens or public parks. Top picks: Alice Keck Park Memorial Gardens, Casa del Herrero, Lotusland, Santa Barbara Botanic Garden, Santa Barbara Zoo and Santa Barbara Orchid Estate.
- **Museums:** Santa Barbara Historical Museum is an excellent starting point. The Santa Barbara Museum of Art boasts outstanding collections of art from the Americas, Asia and Europe. The Museum of Natural History is nationally renowned. On the waterfront, the Maritime Museum offers an in-depth look at the region's maritime roots and surf culture, and the Santa Barbara Museum of Natural History Sea Center resembles a working marine science laboratory, with a tank where kids can "pet" swell sharks. Karpeles Manuscript Library Museum, South Coast Railroad Museum, Santa Barbara Surfing Museum and the Carriage and Western Art Museum are also worth a visit.
- **Performing Arts:** Santa Barbara is home to more than 200 annual classic and contemporary stage productions, including concerts, drama, comedy, dance and musical theater. The Santa Barbara Bowl, Santa Barbara Symphony, State Street Ballet, Opera Santa Barbara, UCSB Arts & Lectures and PCPA Theaterfest provide just a few of the compelling options. SBStage.org
- **Visual Arts:** The Santa Barbara County Arts Commission (<http://www.sbartscommission.org/>) provides information on galleries, museums, studio tours, art events, public art and art education. In addition to the Santa Barbara Museum of Art and the many galleries, the Contemporary Arts Forum and University Art Museum are leading visual arts institutions.
- **Wine Country:** More than 220 wineries and more than 23,000 planted acres of vineyards are located within the Santa Ynez, Lompoc and Santa Maria valleys, just a 45-minute drive north of the city of Santa Barbara via Highway 101 or 154; about 36 tasting rooms also located in downtown Santa Barbara and along the Urban Wine Trail. The county has six official American Viticultural Areas (AVAs or appellations): Ballard Canyon, Happy Canyon, Santa Maria Valley, Sta. Rita Hills, Santa Ynez Valley and Los Olivos District. Winery facilities offer tours and picnic sites. Santa Barbara Vintners: sbcountywines.com

BEACHES, OUTDOOR RECREATION & NATURE

Twenty-five beaches stretch nearly 100 miles/160 kilometers from the southern-most coastal city of Carpinteria to the north-county town of Guadalupe. The region offers whale watching, beachside bicycle and in-line skating paths, backcountry Jeep tours, eagle tours, sailing excursions and rentals, fishing charters, direct service from Santa Barbara Harbor's SEA Landing to the Channel Islands, a skateboard park and seven 18-hole championship golf courses. Santa Barbara County also offers four horseback riding ranches, hiking, sea kayaking, surfing, beach volleyball, rock climbing, kite boarding, skydiving, hang gliding, road and mountain bicycling, windsurfing, SCUBA diving, birding, tide pooling and seasonal spectator polo at Santa Barbara Polo Club.

VISITOR INFORMATION

Contact Visit Santa Barbara at (800) 676-1266, (805) 966-9222 or tourism@santabarbaraca.com for information and a free visitors magazine. Destination information and accommodation booking is available on SantaBarbaraCA.com.

Considered the northernmost point of Southern California and located along the Central Coast, Santa Barbara spans 110 miles of pristine coastline. Santa Barbara is known as The American Riviera® thanks to its Spanish Colonial Revival architecture, rich heritage, world-renowned food and wine scene, stunning natural beauty and near-perfect weather. Stay informed about Santa Barbara news with our [Media Center](#) and [press releases](#). Just getting to know Santa Barbara? The [Media Field Guide](#) is a great place to start. Planning a research visit? Use the [Press Trip Request](#) form to get the process started. Follow us on [Facebook](#) and [Twitter](#) for daily updates.

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