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VISIT SANTA BARBARA TO RECOGNIZE TOURISM INDUSTRY INNOVATORS AT ANNUAL GENERAL MEETING

Event coincides with National Travel & Tourism Week

SUMMARY:

- Visit Santa Barbara's Annual General Meeting takes place Wed., May 6 in Montecito
- Inaugural Destination Awards will be presented to local tourism industry
- Keynote speaker: Senior Vice President of Innovation for Deckers Brands Stuart Jenkins
- Coincides with National Travel & Tourism Week

Santa Barbara, CA (April 28, 2015) — Visit Santa Barbara hosts its **Annual General Meeting Wed., May 6** from 11:30 a.m. to 1:30 p.m. at the **Coral Casino**, 1281 Channel Drive in Montecito.

The event coincides with the 32nd annual **National Travel & Tourism Week** (May 2 to 10), a salute to travel in America.

More than 200 community members, including members of Visit Santa Barbara, hospitality industry professionals and elected city and county officials are expected to attend.

This year's gathering focuses on the theme of "Innovation." **Keynote speaker Stuart Jenkins**, senior vice president of innovation for Deckers Brands, will discuss the importance of innovation in business today. As the mastermind behind more than a dozen successful patents, Jenkins has a unique perspective on innovation. From start-ups and nonprofit organizations to global powerhouse brands, he has driven innovation initiatives ranging from production and manufacturing to counterfeit technologies, licensing and brand acquisition.

And since creative and dedicated professionals can be found throughout Santa Barbara's tourism sector, contributing to the region's economic success, Visit Santa Barbara will recognize several local innovators with its **inaugural Destination Awards**. The three awards that will be given – highlighting Innovation, Collaboration and Elevation – recognize key attributes of successful tourism businesses. The recipients have transformed Santa Barbara's tourism landscape, attracted new customers to the destination through product development, and have continued to push the limits on what Santa Barbara offers visitors.

In addition to recognizing award recipients, Visit Santa Barbara will introduce new, incoming members of its board of directors, who will begin to serve three-year terms in July, and outgoing VSB board members will be recognized for their contributions and service.

About National Travel & Tourism Week

Now in its 32nd year, National Travel & Tourism Week shines a spotlight on the wide-reaching impact of the American tourism industry on jobs and local economies throughout the U.S. Travel is more than just an enjoyable

experience; it bolsters the economy in significant ways. In 2013 (the most recent year for which figures are available), \$887.9 billion in direct spending was generated in the U.S., and nearly 15 million jobs were supported by tourism.¹ This translates to an astonishing one in nine U.S. jobs that are dependent on travel and tourism.² On Santa Barbara's South Coast, tourism supports 12,000 jobs and in 2013 generated \$1.5 billion in visitor-related spending.³

About Visit Santa Barbara

Visit Santa Barbara is a nonprofit 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. The primary mission of Visit Santa Barbara is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs. Stay informed with Visit Santa Barbara's [Media Center](#), [press releases](#) and blog, [TheSBPost.com](#).

¹ U.S. Travel Answer Sheet

² U.S. Travel Answer Sheet

³ Visit Santa Barbara's "Santa Barbara South Coast Visitor Profile & Economic Impact Research" Study conducted by Destination Analysts