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**SANTA BARBARA BOWL WINS 2016 SUNSET TRAVEL AWARD**

***Declared “Best Outdoor Music Venue of the West” by Sunset Editors***

**Santa Barbara, Calif. (Aug. 3, 2016)** **—** The Santa Barbara Bowl was declared the “Best Outdoor Music Venue of the West” by Time Inc.’s (NYSE: TIME) [*Sunset*](http://www.sunset.com) magazine, the premier guide to living in the West. The Bowl is one of 20 winners of the [2016 Sunset Travel Awards](http://www.sunset.com/travelawards), which honor the West’s top destinations in lodging, dining, cultural tourism, outdoor adventure, attractions and more.

The Santa Barbara Bowl, along with all the winners of the 2016 Sunset Travel Awards, is currently featured in the August issue of *Sunset* and on Sunset.com, which together reach nearly five million readers per month. In the issue, *Sunset* not only praises the Bowl’s “breezy hillside amphitheater,” views from under the stars, and roster of big-name performers, it also calls the city of Santa Barbara “the ultimate after-party.”

Visit Santa Barbara, Santa Barbara’s destination marketing organization, submitted the award nomination. The city of Santa Barbara also was chosen as a runner-up for “Best Beach Town” (a category which it won in 2015 during the inaugural Sunset Travel Awards). A full list of winners can be found online at [www.sunset.com/travelawards](http://www.sunset.com/travelawards).

“We are thrilled and honored to be recognized by *Sunset*’s editors as the best outdoor music venue in the West,” said Santa Barbara Bowl’s Executive Director Rick Boller. “The Bowl’s commitment to providing unparalleled experiences to both patrons and artists is only possible through the partnership and support of great organizations like *Sunset* and Visit Santa Barbara.  We hope to see everyone under the stars at one of our exciting upcoming concerts this year!”

“We’re excited that *Sunset*’s editors have recognized the beautiful Santa Barbara Bowl as the preeminent outdoor music venue in the West,” said Kathy Janega-Dykes, Visit Santa Barbara’s president/CEO. “The Bowl has long been a major attraction for music lovers from out of town, and visitors often use a Santa Barbara concert experience as the focal point for their trips.”

**ABOUT THE SANTA BARBARA BOWL**

Nestled in the foothills of Santa Barbara, the Santa Barbara Bowl was built in 1936 with WPA (Works Progress Administration) funding and has served as a community gathering venue for decades. The Bowl hosts up to 37 popular concerts per year in its unique outdoor setting with views of downtown Santa Barbara and the Channel Islands. A $40 million Capital Campaign and an investment in youth performing arts education has helped ensure this community treasure will be enjoyed for generations.

**ABOUT SANTA BARBARA**

Voted one of *Condé Nast Traveler*’s [“30 Best Small Cities in America”](http://www.cntraveler.com/galleries/2015-07-29/the-30-best-small-cities-in-america-readers-choice-awards-2014?mbid=nl_072915_Daily&CNDID=27536286&spMailingID=7943581&spUserID=NDk0OTY2MTIyMDgS1&spJobID=723886198&spReportId=NzIzODg2MTk4S0) in its Readers’ Choice Awards, Santa Barbara is nestled between the Santa Ynez Mountains and the Pacific Ocean along California’s Central Coast. Known as “The American Riviera,” it offers majestic natural beauty paired with Spanish-style architecture, just 92 miles north of Los Angeles. Visitors can arrive via scenic Highway 101, train, bus or by flying into Santa Barbara Municipal Airport (SBA) or Los Angeles International Airport (LAX). And they’ll want to stay a few nights to experience the region’s sweeping ocean panoramas, world-renowned wine scene, enthralling cultural and outdoor activities, and welcoming spirit.

For travel and accommodation information and to request a free copy of the official *Santa Barbara Visitors Magazine*, contact Visit Santa Barbara at (800) 676-1266 or (805) 966-9222, email tourism@santabarbaraca.com or visit [SantaBarbaraCA.com](http://www.santabarbaraca.com). Visitor information is also available at the Visitor Center, 1 Garden St. at Cabrillo Boulevard.

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