



## WHAT TO KNOW BEFORE SELLING SANTA BARBARA

We have compiled a list of the top questions and objections we get so you are fully prepared to answer them when your clients ask!

### 1. Best time of year to come:

Santa Barbara's mild Mediterranean climate makes for great weather year-round. The average daily temperatures range from a high of 65 °F in the winter to 75 °F in the summer. My personal favorite time of year is September/October.

### 2. Objection: "Santa Barbara is too far out of the way/too hard to get to for my trip":

Santa Barbara is easily accessible by plane, train or automobile. If Santa Barbara isn't the main destination, our central location along the CA Coast also makes us a great stopover on a road trip. Santa Barbara Airport (SBA) flies to multiple U.S. destinations, check **their website** to see the closest airport to you. To the South, Los Angeles is an easy 2-hour drive and to the North, we are a beautiful 5-6 hour drive from San Francisco. Amtrak offers two routes: the Pacific Surfliner route, which provides daily service from San Luis Obispo to San Diego, and the Coast Starlight route, which runs from Seattle to Los Angeles, passing through the San Francisco Bay Area, Santa Barbara and Sacramento.

### 3. Why would I spend more than one night?

Santa Barbara is a small town with big city amenities. There is so much to do - one could spend a week in the wine country alone. In addition to natural beauty of our waterfront, beaches, and mountains with the accompanying outdoor activities, we also have our own symphony, ballet and opera, a vibrant downtown, over 450 restaurants, 220+ wineries and countless cultural/historical sights. Whether you're looking for fun for the whole family, or a romantic getaway, we've got it all.



#### **4. It's only a destination for special occasions.**

While Santa Barbara is a great place for special occasions (destination weddings are unforgettable in Santa Barbara), why wait when there's so much to do and see? Santa Barbara is an ideal choice for everything from a weekend getaway to a family vacation destination. Visit our **itineraries page** to find out more about your next adventure.

#### **5. It's too expensive.**

With over 100 hotel properties from budget to luxury and everything in between, there are choices for every budget. For the best deals, I recommend visiting off season (November – April) and/or during the week. Some great rates can be found midweek in the peak summer months.

#### **6. Why should I go there instead of Santa Monica or other L.A. beach communities?**

Santa Barbara is the quintessential California destination. Our uniqueness is our ability to offer so many choices to enjoy, even for a one-day visit. Our compact geography with car-free options to get around means you'll spend less time in the car and more time enjoying your visit. One can hike in the mountains in the morning, enjoy the beach in the afternoon, get back to relax at the hotel and off to dinner and a show all in one day. Beaches, mountains, and wine country all in one area enables visitors to enjoy a well-rounded vacation with many different aspects within a small city.

#### **7. What is so special about your wine region?**

For starters, **Santa Barbara county has 7 AVAs** allowing for the growth of over 70 varieties of grapes. Our unique east-to-west mountain range allows for ocean breezes to flow through the valley creating a variety of microclimates not found in other wine regions of CA. We are best known for our Pinots and Chardonnays, and we can produce many different types of wine. As a boutique wine region in comparison to sprawling Napa, we are able to experiment and bring out many great new blends. Our family-owned nature in comparison to more commercial wine regions enables us to offer a very different, more personalized experience. A visit to our vineyards will most likely connect you with winery owners and winemakers, guaranteeing you a great story to go home with.

