

# WHY SANTA BARBARA, CALIFORNIA?



## DESTINATION SNAPSHOT

Santa Barbara has been considered “The American Riviera®” for over a century. A self-contained paradise conveniently located between Los Angeles and San Francisco, Santa Barbara is surrounded by undeveloped coastline with the Channel Islands National Park offshore and the Los Padres National Forest inland. The city’s signature red tile roofs, white washed buildings and lush gardens are nestled between a dramatic mountain range and the sparkling sea, evoking the topography and architectural aesthetic of the European Riviera—with a distinctly Californian twist. Simultaneously sophisticated and bohemian, easy-going and energetic, Santa Barbara offers big city caliber arts and entertainment, a refined collection of resorts and hideaways and abundant outdoor adventures both on land and at sea. Add a thriving wine country world-renowned for its pinot noir and a hyper-local cuisine scene, and there’s no denying that Santa Barbara is a place that has elevated living well to an art form.

VISIT  
**SANTA BARBARA**

### CULINARY CACHET

In 2021, Santa Barbara County joined the prestigious ranks of Michelin starred dining destinations with two restaurants earning one Michelin star a piece. Three restaurants were also newly added to the golden state’s 2021 class of bib gourmand eateries bringing the tally of Michelin – approved establishments to a grand total of 16. In addition, Santa Barbara offers over 200 wineries in seven AVAs and was awarded Wine region of the year by Wine Enthusiast for 2021. Over 40 tasting rooms can be enjoyed on the downtown Urban Wine Trail just minutes from the beach.

### ARTS & CULTURE

Few cities of Santa Barbara’s size can match the quality and diversity of its artistic and cultural offerings, which include 50 museums and galleries and a wide range of stellar performance venues hosting multiple world-class theatre groups, opera and dance companies, chamber orchestras, and more.

### CULTURAL HERITAGE

The Red Tile Walking Tour is a great way to learn about the city’s history. Highlights include the Santa Barbara County Courthouse, El Presidio, and historic adobes. *Must-see:* Old Mission Santa Barbara, named “Queen of the Missions”.

### DYNAMIC DOWNTOWN

Combines world-class restaurants, galleries & shops, wine tasting rooms, breweries and a distillery and a lively night scene. Great shopping abounds – stroll through quaint cobbled arcades amongst bubbling fountains, towering palms, and historic buildings to find a combination of local boutique stores and large retail stores.

### PARKS & GARDENS

Santa Barbara Channel Islands National Park, known as the “Galapagos of North America,” offers year-round whale watching, diving, spectacular hiking and kayaking in the Painted Cave – one of the world’s largest and deepest sea caves. SB is also known for its nurseries and notable gardens, including Lotusland and the SB Botanic Garden. SB County produces more orchids than any other region in the US, so a trip to the orchid farms is a must.

### WATER ACTIVITIES

SB offers a variety of water activities of varying skill levels, including: kayaking, sailing, surfing, paddle-boarding, wind-surfing, snorkeling, scuba-diving, and deep-sea fishing.

# WHY SANTA BARBARA?

Santa Barbara is located on the Central Coast of California:  
92 mi/148 km north of Los Angeles  
332 mi/534 km south of San Francisco

Amtrak offers daily trips from Los Angeles, Burbank Airport, Orange County, and San Diego

Visitors arrive via Santa Barbara Airport, Amtrak, drive scenic Hwy 1, Hwy 101, or by shuttle

Santa Barbara Airport ([flysba.com](http://flysba.com))  
8 mi/12 km north of the city with direct flights from multiple domestic cities.



Santa Barbara Wine Country  
35mi/56km north of the city



## SANTA BARBARA FACTS

- ◆ Santa Barbara is referred to as The American Riviera®
- ◆ Moderate year-round Mediterranean climate: 15-20°C/60-80°F
- ◆ Known for its red tile roofs, “Spanish Revival” landmarks and historic adobes
- ◆ Birth place of Earth Day
- ◆ Downtown has a 96 walkability score
- ◆ The Channel Islands National Park is known as the “Galapagos of North America”
- ◆ Santa Barbara County boasts over 200 wineries and tasting rooms
- ◆ Recipient of the National Trust for Historic Preservation's Distinctive Destination Award