

# Caroline Beteta

President & CEO

Visit California



# California Tourism is Rebuilding Stronger



# Inspiring Marketing Accelerates Recovery



# Partnerships Amplify All Voices



# visit California

- Officially formed in 1996
- Nonprofit 501(c)6
- 19,000+ assessed businesses
- Mission: Create desire for the California experience
- 37-member board of directors



# Board Leadership



# Santa Barbara Board Representation



# Visit Santa Barbara Representation



**Kathy Janega-Dykes**

President & CEO, Visit Santa Barbara

- CEO Destination Council
- Marketing Advisory Committee
- Calling All Californians Taskforce
- Professional Meetings & Events Taskforce







Beth  
Vice Santa Barbara

Kathy  
Vice Santa Barbara

Santa Barbara  
CA

SANTA BARBARA  
CA

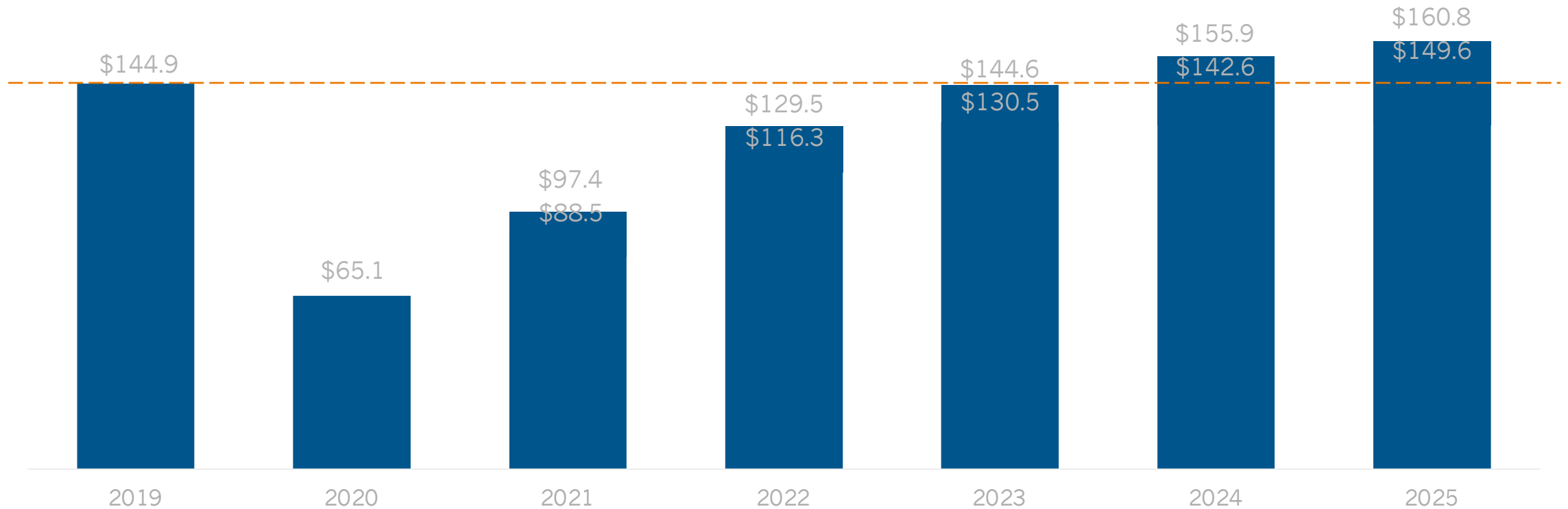




A photograph of two children running on a beach, overlaid with a blue semi-transparent rectangle containing the text "State of Tourism". The children are in the upper left portion of the frame, running towards the right. The beach is sandy and the ocean is visible in the background. The blue rectangle covers most of the image, with the text centered within it.

# State of Tourism

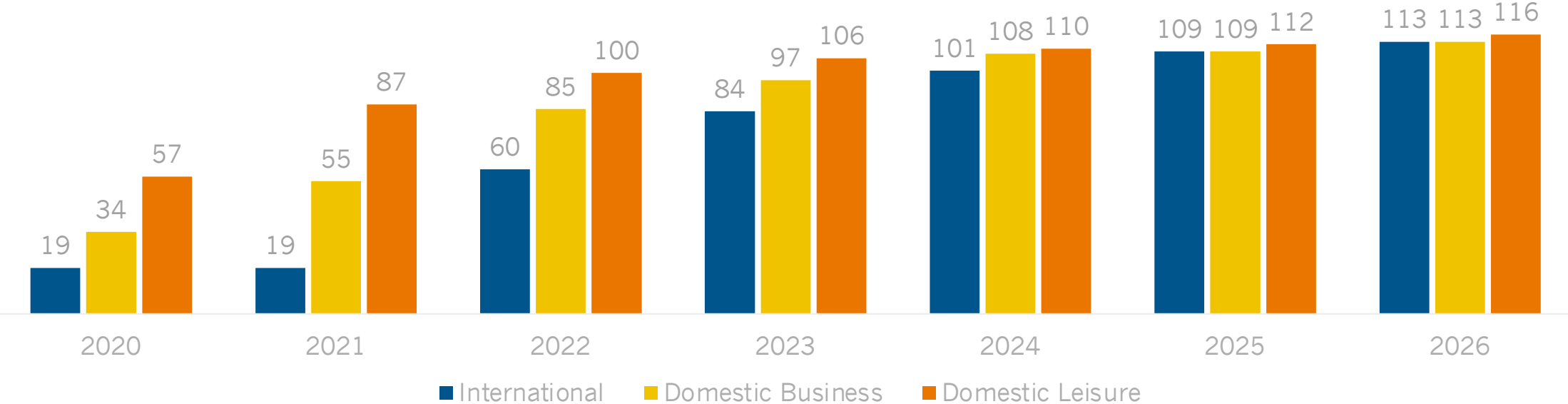
# Travel Spending Forecast



Source: Tourism Economics, January 2022 Forecast

# Forecast Recovery by Key Sector

Spending Forecast Comparison  
Domestic Leisure, Domestic Business, International  
(Index to 2019)



Source: Tourism Economics, January 2022 Forecast

A photograph of a man and a woman embracing on a scenic overlook. The man is wearing a light-colored shirt and dark pants, and the woman is wearing a patterned dress. They are standing behind a wooden fence, looking out over a landscape that includes a body of water and a cliffside. The image is overlaid with a semi-transparent orange filter.

# Accelerating Recovery



EXTENDED

NEW

1		Calling All Californians	\$ 10,736,525
2		California Road Trip Republic	\$ 10,415,000
3		Am I Dreaming	\$ 41,050,000
4		'Always On' Search and Content Distribution	\$ 3,000,000
5		Urban Core Programming	\$ 6,600,000
6		Kidifornia/Snow (Family)	\$ 17,560,000
7		Culinary	\$ 250,000
8		Business/Group Travel	\$ 4,500,000
		Contingency	\$ 888,475

DRIVING CALIFORNIA DEMAND



**ROAD TRIP  
REPUBLIC™**

— **THREE QUESTIONS.** —  
**ONE EPIC  
ROAD TRIP.**



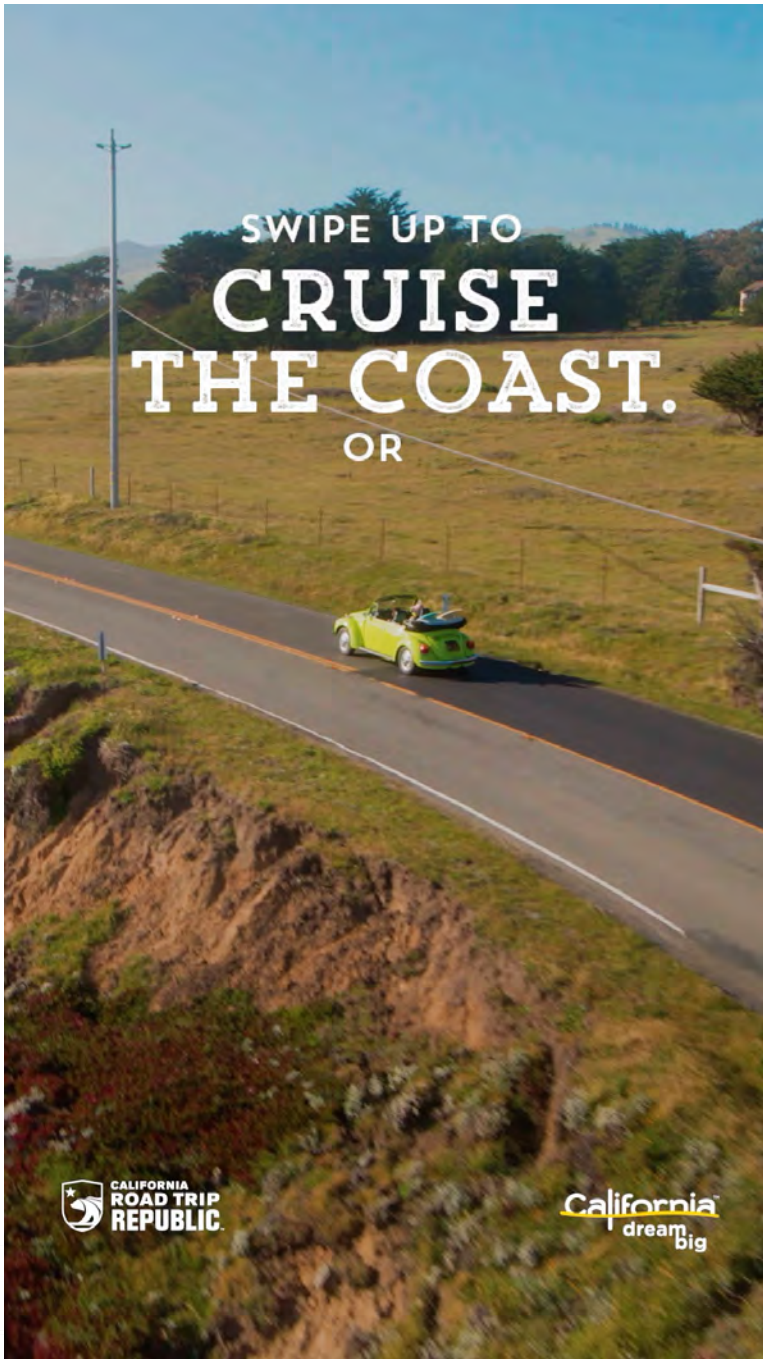
**LET'S GO ▶**

— **READY FOR  
SOME ROAD  
TRIPPING?** —



**LET'S GO ▶**

SWIPE UP TO  
**CRUISE  
THE COAST.**  
OR



California  
| dream,  
big



**ROAD TRIP  
REPUBLIC™**

FROM SOCAL TO THE SHASTA CASCADE—9 DREAM DRIVES

# California

ROAD TRIPS

VISITCALIFORNIA.COM

## Kevin Costner

OPENS UP ABOUT HIS LOVE FOR THE OPEN ROAD



California  
I dream big

ROAD TRIPS 2021

DISTANCE: 279 MILES • DAYS: 2-3

## Central Coast Escape

DISCOVER SUN-SPLASHED BEACHES, WHITE-WASHED MISSIONS, AND AN ICONIC CASTLE

To prepare for this coastal eye-candy itinerary, first pick up beach necessities at **Santa Monica's** Third Street Promenade. Get your thrills with a spin on the Santa Monica Pier's roller coaster, and marvel at bodybuilders' glistening biceps at the original Muscle Beach.

Head north on Highway 1, pulling over to sink your toes in the sand at Will Rogers State Beach in **Pacific Palisades**. Do some California dreamin' as you drive past mansions in **Malibu**, then stop for fish tacos at Paradise Cove Beach Café. Relax on Zuma Beach or hike to El Matador State Beach's famous rock formations.

Wind inland through **Oxnard's** farm country and pop out on **Ventura's** coast, where every day seems like endless summer. West of Ventura Pier, watch the longboarders at Surfer's Point, then hunt for treasures at secondhand stores on Main Street.

A short jaunt north leads to **Santa Barbara**, a postcard of Spanish colonial architecture and swaying palms. Watch for dolphins as you sunbathe on Butterfly Beach. Admire the Santa Barbara Mission's twin bell towers before you plunge back into modern times in the Funk Zone, a vibrant district with groovy galleries and shops.

Heading north, U.S. 101 hugs the coastline, offering sweeping views of the Pacific before jogging inland to **Los Alamos**. Beneath the ranchland exterior of this tiny town lies a buzz-

ing food scene. Bell's serves Parisian-quality fare, Bob's Well Bread bakes artisan loaves, and Charlie's takes burgers to the next level.

Rolling hills and vineyards flank the route to scenic **San Luis Obispo**. Swing by the ostentatiously pink Madonna Inn before heading downtown for tapas overlooking Mission Plaza at Luna Red. Check into The Kinney San Luis Obispo, a mid-century modern-style hotel with outdoor fire pits. Sleep well, then pick up your morning chai tea at Linnaea's Café.

More coastal splendor awaits, so move along Highway 1 to **Morro Bay**. Gaze at the marvel of Morro Rock, rising 576 feet above the bay. Get eye-to-eye with wildlife on a kayak tour of Morro Bay's estuary. Lunch on bratwurst at the bay-side Hofbrau, watching fishing boats haul in their catch.

Continue north, passing the beach town of **Cayucos** and blink-and-you'll-miss-it **Harmony**, before landing in **Cambria**, which overflows with galleries and boutiques tucked among coastal pines. Search for sea stars in the rocky tide pools at Leffingwell Landing, then refuel with a slice of obalieberry pie at Linn's.

Expect jaw-dropping ocean views along every curve to **San Simeon**. Pull over at Piedras Blancas for a close-up look at massive elephant seals.



El Matador State Beach



### WORTH A DETOUR

**Honor history:** Head to Camarillo to see exhibits at the Commemorative Air Force museum and Camarillo Ranch.

**Soak and sip:** Bathe in natural mineral water at Avila Hot Springs, then order a cocktail at Mr. Rick's in Avila Beach.

Transition from nature to culture with a drive up to Hearst Castle, a 115-room mansion filled with artifacts from around the globe. Take a tour, then take in the grandest sight of all—the sun setting over the Pacific Ocean.

ROAD TRIPS 2021

## Kevin Costner's CALIFORNIA QUESTIONNAIRE

**Where do you live?**  
On the Santa Barbara coast.

**Why there?**  
I'll tell you, I've gotten lucky in my life. This is a place that spoke out loud to me, to be on the water with my children and my wife. And so we moved here.

**Who or what is your greatest California love?**  
The High Sierra. It makes me think of my mother and father, makes me think of the adventures I had. I was going there in diapers and I learned to walk there, so there is something about the Sierra that will never leave me.

**What is the biggest misperception about Californians?**  
That Californians can't drive in the rain. Of course we can.

**What is the stereotype that most holds true?**  
It's expensive to live here.

**What is your favorite Golden State splurge?**  
I'm pretty thankful for In-N-Out. When I've been gone a long time, when I just have to get filled up, thank God it's on the side of the road. I order my burgers animal-style.

**Time for a road trip. Where are you going?**  
I've never been able to get the Sierra out of my psyche. When I go there, I'm always refreshed. When I go to the sequoias, it's the same. I've never been able to duplicate that particular smell that comes from the Sierra's granite mountains. I imagine the reason it smells the way it does is because the pine needles fall, the sun hits them, there's all that sap.

**If you could decree a state culinary experience, what would it be?**

I get a lot of satisfaction out of eating at the San Ysidro Ranch. It's a boutique hotel with a great bar and a great restaurant. And the food ... I just love it.

**How do you define California style?**  
If you've got a convertible, you can throw anything in the back and you can go anywhere you want.

**What's the best California song?**  
Scott McKenzie's "San Francisco." It defined an era that I grew up in, during the Vietnam War. I would come through Santa Barbara during '67 and '68, and there were stop lights—the freeway didn't go all the way through Santa Barbara. There would be no fewer than 40 or 50 kids at each light, all hitchhiking to San Francisco. My brother was in Vietnam at the time, and so that song was real, not some kind of fairytale. Kids were going to San Francisco and they had flowers in their hair.

**How would your California dream day unfold?**

Well, I'm kind of living my dream. I never knew that I would have some of the things I have. I live on the ocean. I wake up to it. I like a really good waffle in the morning, and then I love seeing my kids head out on their surfboards right from our house. I think to myself, "I don't know what I've done right in life, but I did this part right." ■

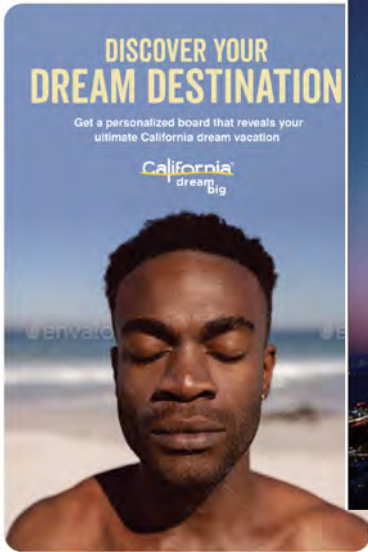
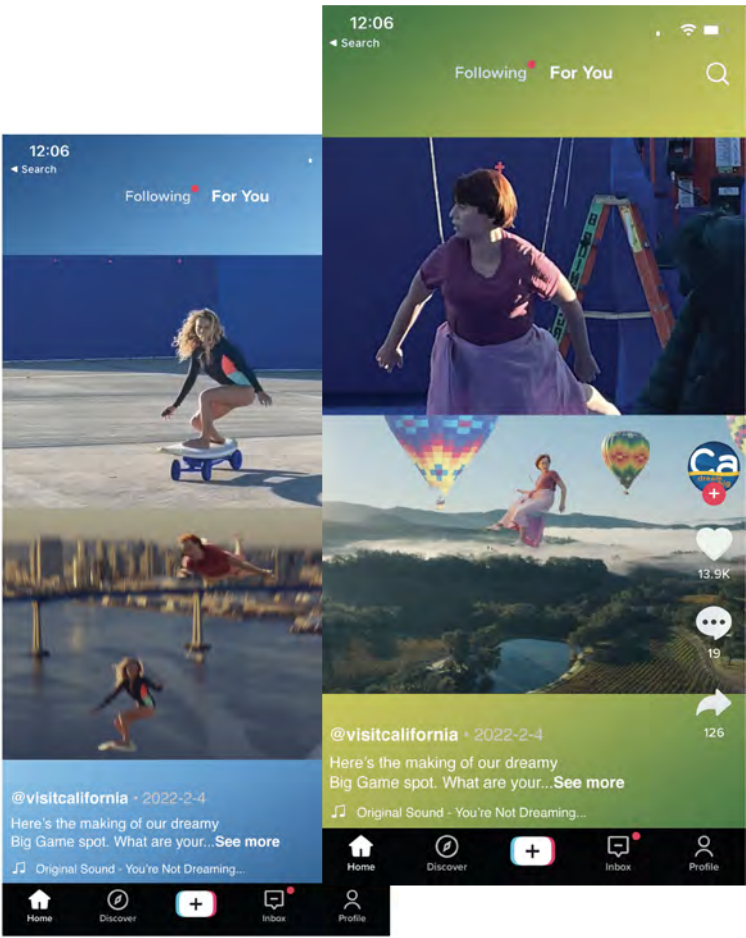



Convict Lake in the Eastern Sierra

‘Am I Dreaming?’

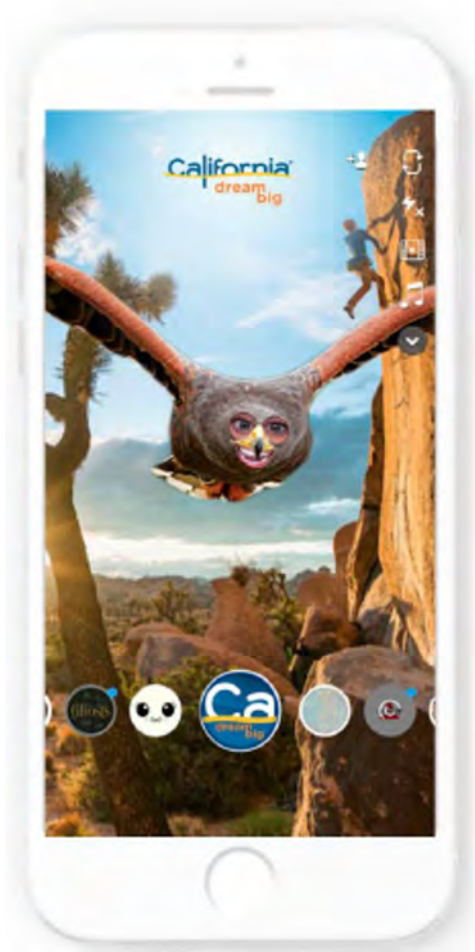


# “Am I Dreaming” Platform Creative



 Where are your dreams taking you?

Take this quick quiz to uncover where in California your dreams are leading you, then get an inspiration board that brings your dreams to life. Analyze your dreams now!





California  
dream  
big



CALIFORNIA IS  
KIDIFORNIA

EXPLORE



KIDIFORNIA



# Collaborating with Visit California



## Tour the Urban Wineries, Street Art, and Funky Shops of Santa Barbara in This Episode of 'Wal With T+L'

Stop and sip the region's best varietals... you're not driving.

By Skye Sherman February 15, 2022



## Outdoor Adventures in Santa Barbara

Hike to waterfalls, go whale-watching, or bike from beach to beach in the American Riviera

## 11 Incredible California Beaches

Secluded, action-packed, or classic—there's a California beach for every mood

### 3. Butterfly Beach

Santa Barbara

Check your compass—in the American Riviera, aka Santa Barbara, the coastline faces Mexico, not Hawaii. But **Butterfly Beach** is one of the few with a west-ish orientation, so you can watch that fiery orange ball dip into the Pacific. Visit this popular dog-walking beach near the **Four Seasons Biltmore** during low tides, when you and Rover can log 10,000 steps strolling to Santa Barbara's East Beach or Montecito. Beachside amenities include a playground, a museum, boutiques, restaurants, and more.

Visit California July 15, 2021  
Yes, we agree—Ganna Walska Lotusland in Visit Santa Barbara is a total vibe. Find this 37-acre garden (featuring 300 species of cacti!) in Montecito.

# 27 Million Pageviews 43,000+ Partner Handoffs 134 Social Media Posts



## Road Trip: Highway One Classic

Follow this spectacular coast-rugging drive from San Diego to San Francisco, punctuated by iconic California experiences.

14 Days & Counting

## Experience San Diego Like a Local

Start your vacation in sunny San Diego, using tips from local mom Kerry Dunne—she's a resident now, but still loves to play tourist.

See Her Favorite Spots

## Explore Santa Barbara's Hidden Gems

Enhance your stay in this beautiful coastal city by shopping, eating, and just blissing out at these 14 under-the-radar locations.

Take Your Visit to the Next Level



visitcalifornia • Following  
A Thousand Steps Santa Barbara

visitcalifornia @ Don't let the name fool you, it's not really a thousand steps to get down to this beach, only around 150. Always, always don't roll your eyes—we know, it's not a lot of steps—but it's totally worth it once you make it down.

#ThousandStepBeach  
@visitsantabarbara  
@patrickagardner

#VisitCalifornia #sandSB

1000+ likes

Like Comment Share

Liked by cchuchas and 10,200 others  
JUNE 23, 2021

Add a comment...

visitcalifornia • Following  
California's Central Coast Wine Tour: Santa Barbara to Paso Robles

1000+ likes

Like Comment Share

TRAVEL TIPS FROM CALIFORNIA LOCALS

From SoCal to Cali, listen to San Diego's beloved local recommend their favorite spots to visit, play, and explore.

Travel Tips from California Locals

00:00:00

30% 00:00:00 30% 100%

NOW PODCAST

The Best of

# California

VISITCALIFORNIA.COM

2022  
OFFICIAL  
VISITOR'S  
GUIDE

SO YOU  
THINK YOU  
KNOW  
THE GOLDEN  
STATE?

# 335

HIDDEN GEMS &  
UNDISCOVERED  
WONDERS

# AYESHA CURRY

"I JUST LOVE  
THAT YOU  
CAN FIND  
EVERYTHING  
HERE."

California  
dream.  
big

## Amazing Experiences

Of course you can surf, ski, and bike here, but did you know you can try these adventures in California?



### 83 Escape to a Dude Ranch

Dig out your Stetson hat and silver belt buckle and reconnect with California's laid-back cow culture. Amble on a gentle quarter horse through pines and cedars at Quincy's Greenhorn Ranch, how to rope like a wrangler at The Alisal Guest Ranch near Solvang. Ride in a thrilling cattle drive at Bridgeport's Hunewill Ranch. Never been on a horse? City slickers can choose from unsaddled activities like fly-fishing, river rafting, swimming, or campfire s'mores under starry skies.

50 | VISITCALIFORNIA.COM

### amazing experiences

### 88

### Troll the Ocean's Depths

There's nothing like the adrenaline rush of hooking into a hard-fighting, 200-pound tuna. All along the California coast, charter boats comb the deep offshore waters for rod-bending gamefish. From Fort Bragg, Bodega Bay, or Half Moon Bay, try your luck for salmon and rockfish. Reel in white sea bass off Ventura or Morro Bay, and hook into California halibut or calico bass near Santa Barbara. In the warmer waters between Newport Beach and San Diego, fish for bluefin tuna or yellowtail.



Santa Barbara  
sportfishing



CALIFORNIA ★ MEET WHAT'S POSSIBLE

# Restoring Group Travel

CALIFORNIA  
MEET WHAT'S POSSIBLE

CD51

D1627

SAN JOSE  
CALIFORNIA

SAN FRANCISCO MEDIA GROUP

PALACE

Go Californian

Go Californian

ATON

# 'The Birthplace' Campaign

IN THE BIRTHPLACE OF  
**WHAT'S NEXT**

CREATIVE MEETINGS ARE WHAT  
EVERYONE CAN LOOK FORWARD TO.



# IN THE BIRTHPLACE OF **BLUE JEANS**

RELAXED AND COMFORTABLE MEETINGS  
ARE JUST THE RIGHT FIT.



# IN THE BIRTHPLACE OF THE **GREEN MOVEMENT**

ECO-FRIENDLY MEETINGS COME NATURALLY.



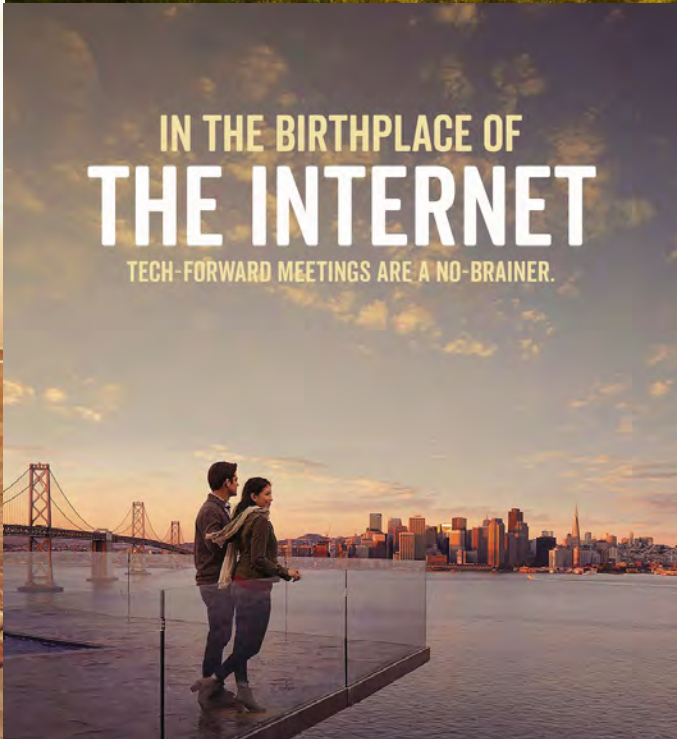
# IN THE BIRTHPLACE OF **STATE PARKS**

OUTDOOR MEETINGS ARE ALWAYS IN.



# IN THE BIRTHPLACE OF **THE INTERNET**

TECH-FORWARD MEETINGS ARE A NO-BRAINER.



# IN THE BIRTHPLACE OF **HOLLYWOOD**

CREATIVITY IS ALWAYS SHOWING.



A woman wearing a tan cowboy hat with a blue band featuring three stars is smiling and clinking a wine glass with another person's glass. They are seated at a restaurant table with white plates, glasses, and a menu. The background is a blurred outdoor dining area with other patrons and umbrellas.

# Resources

[industry.VisitCalifornia.com](http://industry.VisitCalifornia.com)