

2022-2023 TBID

# WEBSITE & EMAIL CO-OP MARKETING OPPORTUNITIES

**CONNECT**  
WITH TRAVELERS

**HARNESS**  
THE POWER OF A DMO

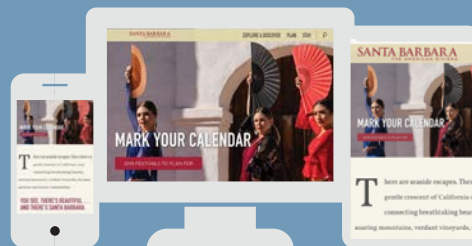
**REACH**  
A QUALIFIED AUDIENCE

# OFFICIAL WEBSITE

# SantaBarbaraCA.com

reaches  
**3.4**  
million  
visitors

*via*



Mobile: 73%, Desktop: 24%, Tablet: 3%

## Online visitors **OVERVIEW**

approx. **4.3 million SESSIONS**

**7.8 million PAGE VIEWS**

average **TIME ON SITE**  
**1:46 minutes**

**1.4M+ REFERRALS** to partner  
businesses

### TOP 5

### REASONS TO PARTNER WITH VISIT SANTA BARBARA ON SANTABARBARACA.COM

1. **Reach an Incredibly Qualified Audience** (across all devices): Leverage VSB's \$2 million+ targeted ad spend to drive visitors to your business.
2. **Benefit from a Tailored Campaign Strategy**: We'll craft a customized campaign recommendation designed to exceed your goals.
3. **Laser-Target your Customer**: Reach your exact audience through consumer-focused ad targeting.
4. **Increase ROI**: Advertisers will receive personalized campaign optimization suggestions and better understand how to measure conversions.
5. **Free Exposure**: Based on availability, receive added value digital placements.

## DEMOGRAPHIC PROFILE



### VISITOR AGE

25-34	22%
35-44	20%
45-54	18%
55-64	15%
65+	12%
18-24	12%

\*As of FY 21-22. At this time, Google Analytics only reports demographic information categorized by Male and Female.



# TRAVEL INDUSTRY INSIGHTS

## TOP CALIFORNIA METRO MARKETS

*Based on FY 21-22 Web Traffic to SantaBarbaraCA.com*

- 1 Los Angeles - 44%
- 2 San Francisco - Oakland - San Jose - 12%
- 3 Santa Barbara - Santa Maria - San Luis Obispo - 10%
- 4 San Diego - 5%
- 5 Sacramento - Stockton - Modesto - 3%

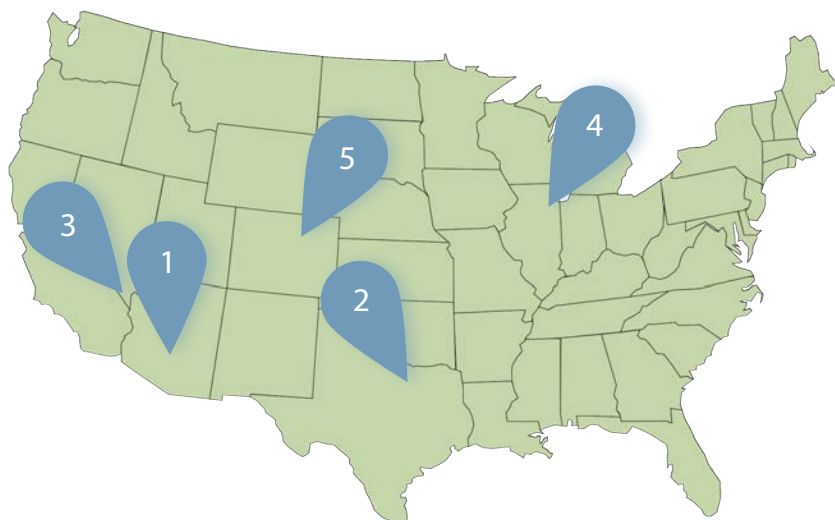


IN-STATE VISITORS  
**78%**  
OUT-OF-STATE VISITORS  
**22%**

## TOP OUT-OF-STATE METRO MARKETS

*Based on FY 21-22 Web Traffic to SantaBarbaraCA.com*

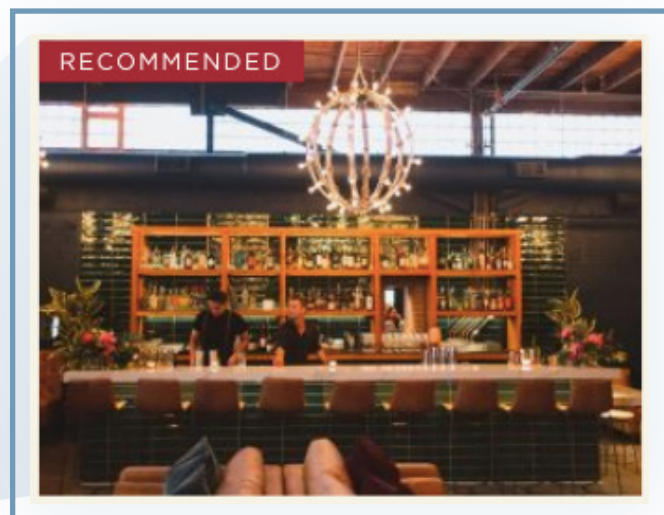
- 1 Phoenix - 2%
- 2 Dallas-Ft. Worth - 2%
- 3 Las Vegas - 2%
- 4 Chicago - 2%
- 5 Denver - 2%



# RECOMMENDED BUSINESS LISTINGS

## BY CATEGORY

Recommended business listings allow you to reach an incredibly qualified audience who are looking to convert.



## RATES:

Page	Rate
Arts & Culture	\$300
Food & Drink	\$250
Wine	\$650
Outdoor Rec	\$700
Shopping	\$400
Attractions & Entertainment	\$400

*\*This is a one-time purchase, running from July 1, 2022 through June 30, 2023.*

## PRIORITY SORTING:

Featured partners always display in a top-tier random sort, affording you premium positioning.

## UNLIMITED OPPORTUNITY:

Don't miss out on your opportunity to be sorted at the top of the list!

# NATIVE ADVERTISING

Forget traditional digital banner advertising! Reach potential customers with ad placements that don't look like ads at all. With native advertising, your images and messaging will rotate through numerous placements that are seamlessly integrated into content across SantaBarbaraCA.com. Simply supply photos, marketing tag line and description, and your message will flow through numerous formats.

- Sold on an impression-over-time basis, the native advertising program offers guaranteed flexible and controlled exposure.
- Sophisticated targeting allows you to reach your target audience with relevant messaging.
- Provide one set of assets and your placement will automatically format to match each of the different page templates.



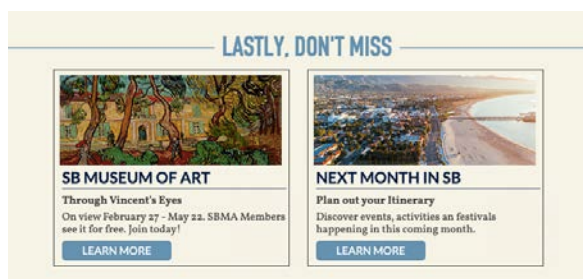
Ask about geo-targeting either inside or outside of the Santa Barbara South Coast.

## SITEWIDE PLACEMENTS

These formatted, native units are integrated into the content of the page and drive a high CTR (click-through rate).



\*As of FY 21-22.



# NATIVE ADVERTISING

More native advertising placements below.

## "ADDITIONAL EXPERIENCES"



### BEACHFRONT ESCAPE

Save up to 20% at Hotel Milo

Stay longer and save on your beachfront getaway.

[LEARN MORE](#)

### ADDITIONAL EXPERIENCES



#### BEACHFRONT ESCAPE

Save up to 20% at Hotel Milo

Stay longer and save on your beachfront getaway.

[LEARN MORE](#)



#### 3RD NIGHT FREE

Serenity awaits in Santa Barbara

Enjoy a peaceful retreat in Santa Barbara and receive your 3rd night free.

[LEARN MORE](#)

## "NEIGHBORHOOD RECOMMENDATIONS"



RECOMMENDED

### San Ysidro Ranch

A seamless blend of natural beauty, romantic heritage and classic luxury.

[Learn More](#)

### POPULAR IN MONTECITO



RECOMMENDED

#### San Ysidro Ranch

A seamless blend of natural beauty, romantic heritage and classic luxury.

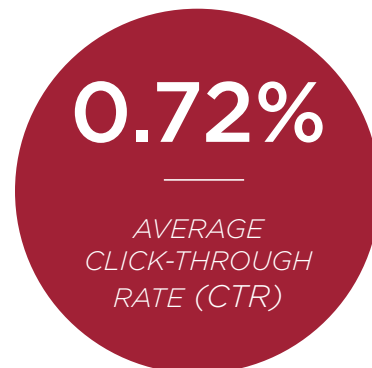
[Learn More](#)

## RATES:

You can buy any level of impressions—simply select your desired impression package and receive ad units that run across the site.\*

Impression total	Cost	CPM
37,000	\$555	\$15
80,000	\$1,120	\$14
200,000	\$2,600	\$13
300,000	\$3,600	\$12
600,000	\$6,600	\$11
1,000,000	\$10,000	\$10

\*Ads must qualify for placement within homepage units.





# SPONSORED EVENT PLACEMENT

Does your business have a special event you'd like visitors and locals to know about? Sponsored Event Placements will boost the conversation around your event and increase ticket sales with this affordable and highly visible opportunity. Sponsored events will run for 30 days, and consecutive placements are available. Please note that events must be unique and not general business offerings.

12K+

AVERAGE  
MONTHLY  
PAGEVIEWS

## RATE:

Package	Available Units	Cost per month
Event Listing	36 (3/month)*	\$250

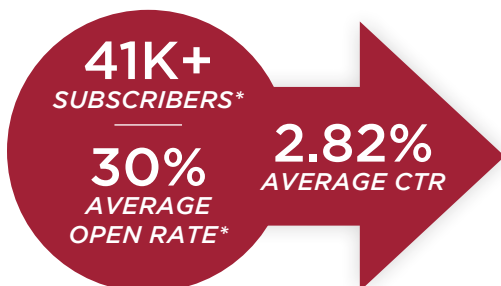
\*Advertisers are limited to a three-month buy.

## CALENDAR OF EVENTS HOMEPAGE

## CALENDAR OF EVENTS SEARCH PAGE #1

Please note the placements pictured above are for mock-up purposes only and do not represent the finalized advertisement layout.

# MONTHLY LEISURE EMAIL



Reach an engaged and active leisure travel planning audience. Every month, subscribers are inspired with rich stories showcasing what to see and do in Santa Barbara.

## DRIVE A QUALIFIED AUDIENCE TO YOUR SITE

- Partners are showcased in a native format, integrated into the content.
- Clicks are driven directly to your website.
- Responsive design allows for seamless access across digital platforms: mobile, tablet and desktop.

## CREATIVE BEST PRACTICES:

Use your most compelling image, create a tagline that attracts attention and bring the user into the experience through your copy.

## PACKAGES:

- 1 SPONSORED CONTENT**  
Capture the readers' attention with this highly visual native unit, and receive priority placement within the template.
- 2 FEATURED PARTNER**  
Tell a greater story with this native unit's larger character count, in addition to your image and link.
- 3 MORE EXPERIENCES**  
Showcase your offering at a lower price-point through this native unit.

## RATES:

Package	Available Units	Cost per month
Sponsored Content	1	\$500
Featured Partner	2	\$400
More Experiences	3	\$300

One email per month, launching July 2022. Additional newsletters may be added based on partner participation.

\*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified and engaged subscriber list. Please note that open rates depict an inflated metric due to Apple's September 2021 privacy policy update.



SANTA BARBARA

### SPRING BREAK ESSENTIALS IN SANTA BARBARA

Calling all spring breakers! Between enticing outdoor adventures, flavorful culinary escapades and inspiring cultural attractions, all the ingredients for a good, old-fashioned vacation await you in sunny Santa Barbara. Whether you're traveling solo, with a partner or with the entire family—and whether you're flying in or road trippin'—this guide showcases some of the best ways to plan a spectacular spring break in the Santa Barbara South Coast.

LEARN MORE

— SPONSORED CONTENT —

**1**

TAKE A SPRING 'BREAK' WITH HILTON

The Best Place to Stay for Spring Break

Hilton Santa Barbara Beachfront Resort is the ideal location to experience Santa Barbara this spring. Book today and save.

BOOK NOW

— FEATURED PARTNERS —

**2**

SANTA BARBARA ZOO'S ROAR & POUR RETURNS

Cheers to the return of Roar and Pour on May 7, 2022! It's a wild wine tasting event where the animals stay out late and the Zoo is open so guests can stroll and sip. Not only will guests enjoy a taste of the region's leading wineries and breweries, but they will also have the opportunity to feed giraffes, ride the Zoo train, and listen to zookeeper talks. Also be sure to take home your souvenir Roar and Pour wine glass. Tickets are on sale now and all proceeds benefit the animals at the Santa Barbara Zoo!

GET TICKETS

— MORE EXPERIENCES —

**3**

SANTA BARBARA INTERNATIONAL FILM FESTIVAL

March 2-12, 2022

The star-studded cinema extravaganza returns for its 37th edition with in-person screenings, celebrity tribute events and more.

DETAILS

7+ ARTISAN MARKETPLACES

Spring Shopping

Shop local makers and one-of-a-kind wares at these cooperative markets and craft bazaars.

DETAILS



# CUSTOM EMAIL

Reach our highly engaged leisure database with 100% share of voice, driving all clicks to your site.



VISIT  
SANTA BARBARA

## DISCOVER A QUINTESSENTIAL SEASIDE VILLAGE

STAY LONGER, EXPERIENCE MORE

— SPONSORED CONTENT —

The Ritz-Carlton Bacara, Santa Barbara is a Mediterranean-inspired seaside village set in a spectacular oceanfront landscape along natural cliffs and the sea. Nestled on the Gaviota Coast, the resort spans 78 waterfront acres and features 358 guest rooms and suites, three salt-water infinity pools, two natural beaches, lush gardens, and a collection of premier amenities. Linger longer and enjoy up to 40% savings on an unforgettable luxury oceanfront escape. Rates starting from \$699.

**BOOK YOUR STAY**



### SERENITY IN SANTA BARBARA

Experience The Ritz-Carlton Spa, Bacara where locally inspired rituals, fireside lounges and a rooftop terrace invite you to renew, refresh and restore.

**DETAILS**



### DINE BY THE SEA

Discover majestic views, authentic experiences and local flavors that showcase the best of the region at the seaside resort's restaurants.

**DETAILS**



### AN EXCLUSIVE RETREAT

Connect and unwind at The Ritz-Carlton Club® Lounge where a personal concierge and five culinary presentations offer the ultimate luxury experience.

**DETAILS**

## CUSTOM EMAIL FOR LEISURE AUDIENCE

*Limited availability; first-come, first-served.*

**41K+**  
SUBSCRIBERS\*

- Dedicated email about your business to our audience
- Compelling customized message that will maximize your return
- A total of 12 newsletters are sent annually

**36%**  
AVERAGE OPEN RATE\*

**2%**  
AVERAGE CTR



**100%**  
SHARE OF VOICE

*Multiple call-to-action buttons to drive clicks*

## CUSTOM TBID RATE\*:

New this year, VSB is pleased to offer custom pricing available based on the size of your property. Cost includes the distribution of one newsletter within the desired month purchased.

Size of Property	Cost*	Discount
1-75 Rooms	\$1,500	40% off
76-150 Rooms	\$2,000	20% off
150+ Rooms	\$2,500	N/A

\*VSB continually performs engagement campaigns among subscribers to ensure we're reaching a highly qualified and engaged subscriber list. Please note that open rates depict an inflated metric due to Apple's September 2021 privacy policy update.

\*Cost is for the distribution of one newsletter within the desired month purchased.

# PROGRAM AT A GLANCE

Reach qualified leisure visitors through web, email and social programming. Both the website and email templates are responsive, ensuring all placements are easily viewable no matter what device the viewer is using.

## WEBSITE

3.4M  
VISITORS



## EMAIL PROGRAMS

41K+  
SUBSCRIBERS



## WHAT YOU NEED TO KNOW:

1

With **93%** of website visitors coming from outside of Santa Barbara, SantaBarbaraCA.com reaches **QUALIFIED** travelers dreaming and planning for their next stay.

2

Up 38% from the previous year, VSB leverages its **3.8 MILLION UNIQUE SITE VISITORS** to drive visitors to your business.

3

The **2022 US TRAVELER** is more informed and uses more media and sources of information than ever before.

4

With such a complex planning landscape, **FULLY INTEGRATED** marketing and advertising is critical.

5

Not all clicks are created equal; **MEASURE QUALITY, OVER QUANTITY.** We'll show you how!

TO PARTICIPATE IN THE PROGRAMS, CONTACT:

**OLIVIA BARROCA**

MARKETING OPERATIONS MANAGER

**Phone:** (805) 966-9222 x125

**Email:** Olivia@SantaBarbaraCA.com

**Address:** 500 E. Montecito Street, Santa Barbara, CA 93103

# GLOSSARY OF TERMS

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**CPM** Cost per thousand impressions, or cost per media is used to denote the price of 1,000 ad impressions on one webpage. If a partner charges \$2.00CPM, that means an advertiser must pay \$2.00 for every 1,000 impressions of its ad. The “M” in CPM represents the Roman numeral for 1,000.

**CTR** Click-through rate (CTR) is used to convey the ratio of users who click on a specific link to the number of total users who view a page, email, or ad.

**IMPRESSIONS** Impressions are when an advertisement or any other form of digital media renders on a user’s screen. Impressions are not action-based and are merely defined by a user potentially seeing the advertisement.

**SHARE OF VOICE** Share of voice (SOV) focuses on weight or percentage among other advertisers. SOV represents the relative portion of ad inventory available to a single advertiser within a defined market over a specified time period.

**VSb and DMO** Visit Santa Barbara (VSb), the official destination marketing organization (DMO) for the city of Santa Barbara, South Coast and surrounding communities.

**RESPONSIVE DESIGN** A template layout that allows for a seamless experience across desktop, mobile and tablet devices.

**NATIVE ADVERTISING** Paid digital advisements that match the look, feel and function of surrounding website content. Unlike display ads or banner ads, native ads don’t really look like ads. They look like part of the editorial flow of the page. The key to native advertising is that it is non-disruptive - it exposes the reader to advertising content without sticking out like a sore thumb.