



# VISIT SANTA BARBARA TOURISM SUMMIT

*January 26, 2023*

@masseyfoto via Instagram

VISIT  
**SANTA BARBARA**



**KATHY JANE GA-DYKES**

**President and CEO – Visit Santa Barbara**

**[Kathy@SantaBarbaraCa.com](mailto:Kathy@SantaBarbaraCa.com)**

# WELCOME PUBLIC OFFICIALS







# OUR ~~MISSION~~ WORLDVIEW

We believe passionately that hosting travelers creates opportunities, improves the quality of our community and benefits regional residents...

## **AS LONG AS VSB AND THE COMMUNITY:**

1. Protect the reputation and experience of the destination brand
2. Manage development and change responsibly
3. Balance outcomes for residents, workers and employers

# 2022: ONE FOR THE RECORD BOOKS



# GRATEFUL FOR OUR SUCCESSES

## SOUTH COAST HOTELS - 2022

Occupancy	73%	Recovered to 2019
Average Daily Rate	\$383	10% Over 2021
Gross Rooms Revenue	\$515 million	17% Over 2021

## COMMUNITY IMPACTS - 2022

Leisure & Hospitality Jobs	29,000	Recovered to 2019
SBA Passengers	1.22 million	22% Over 2019
Transient Occupancy Tax	\$61 million	18% Over 2021



2023: NOT A PICNIC





# A ROUGH START TO 2023

## SOUTH COAST HOTELS - LAST 28 DAYS

Occupancy	55%	-4% Below 2021
Average Daily Rate	\$289	-3% Below 2021
Gross Rooms Revenue	\$23 million	-6% Below 2021

## CAUSES

Economic Concerns  
Airline Disruptions  
Rain!

Concerns started to show around Halloween  
Southwest, Storm Closures, FAA Computers  
Wettest in a Decade: 10.4 Inches

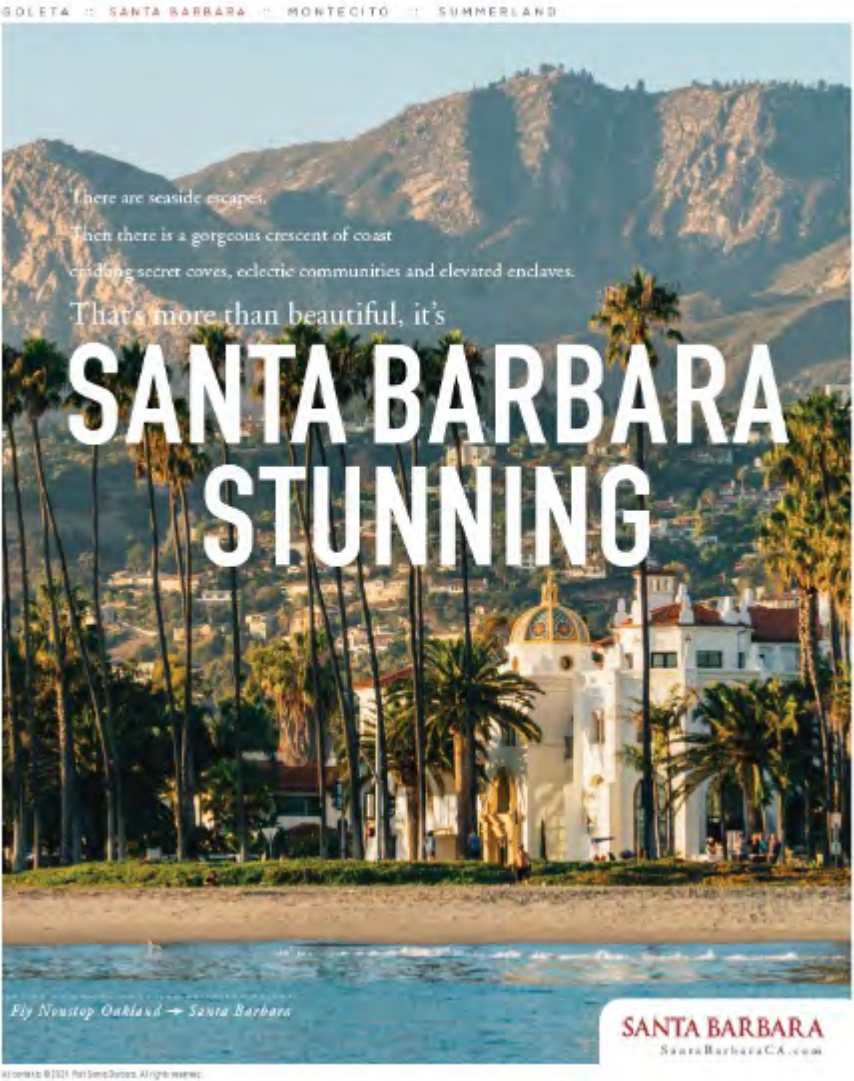




# VISIT SANTA BARBARA PROGRAMS



# BUILDING AWARENESS AND CURIOSITY



**Visit Santa Barbara**  
Sponsored · 

These beachfront hotels are so much more than a place to rest your head. From breakfast in bed to luxurious spa days, you may never leave the hotel.



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Find your ideal date night in Santa Barbara - one far from the stereotypical.



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# EARNING PRESS FOR SANTA BARBARA

## VOGUE

TRAVEL

### This West Coast Train Route Has Been Enchanting Riders Since the '70s

BY NICOLE KLIEST

November 17, 2022



## Forbes

FORBES > LIFESTYLE > TRAVEL

### Santa Barbara: Southern California's Top Destination For A Gourmand Getaway

Jared Ranahan Contributor @

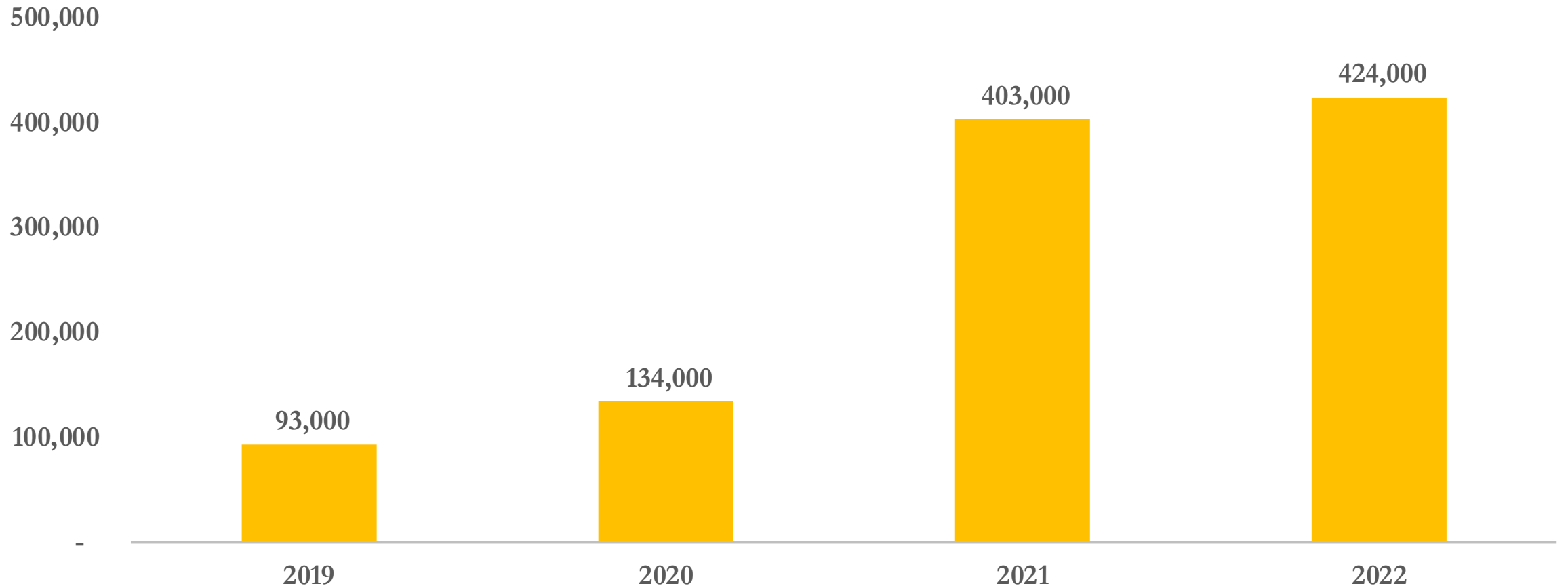
*Every destination has a story, no matter how small.*

Follow





# RECORD WEBSITE REFERRALS TO LODGING PROPERTIES

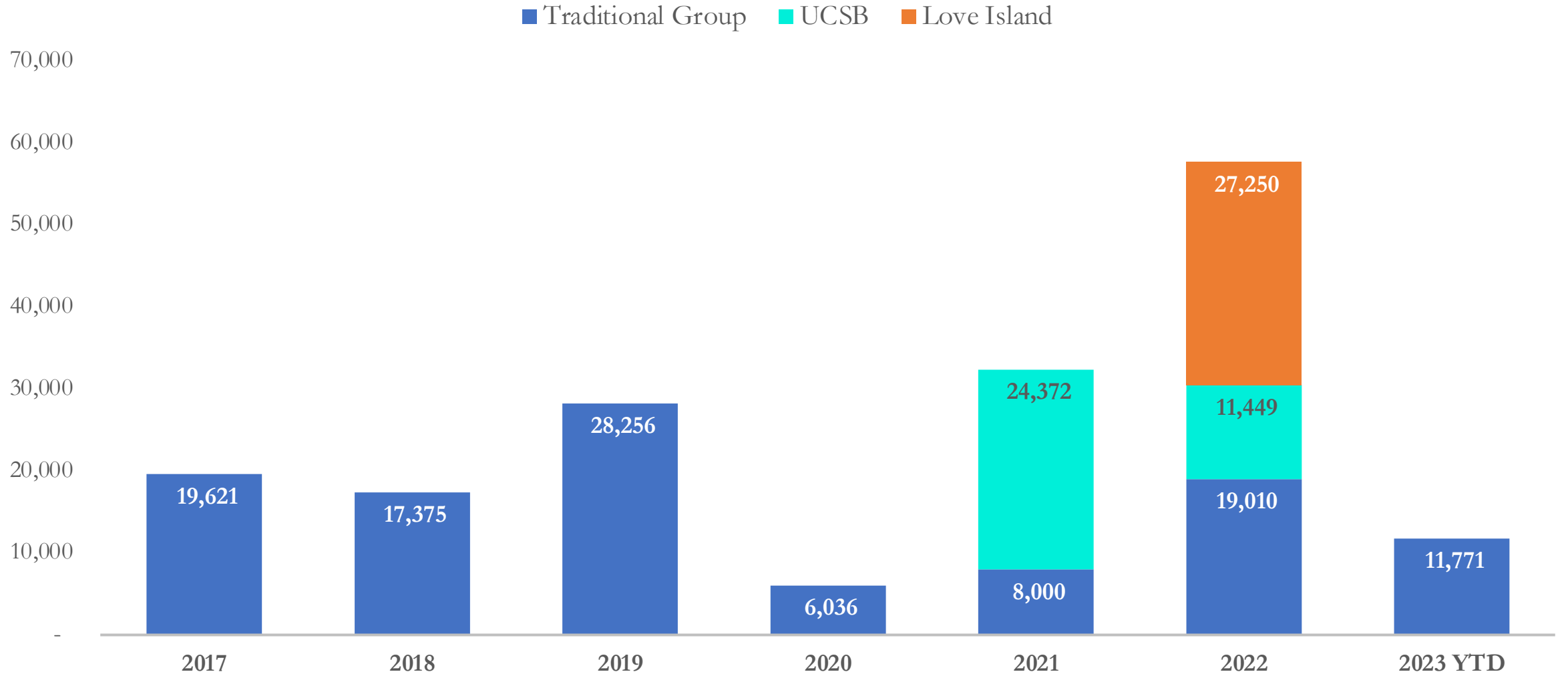


*Source: Google Analytics*

VISIT  
**SANTA BARBARA**

# ROOM NIGHTS FROM VSB LEADS

CALENDAR YEAR 2017-2023, THROUGH JAN 20, 2023



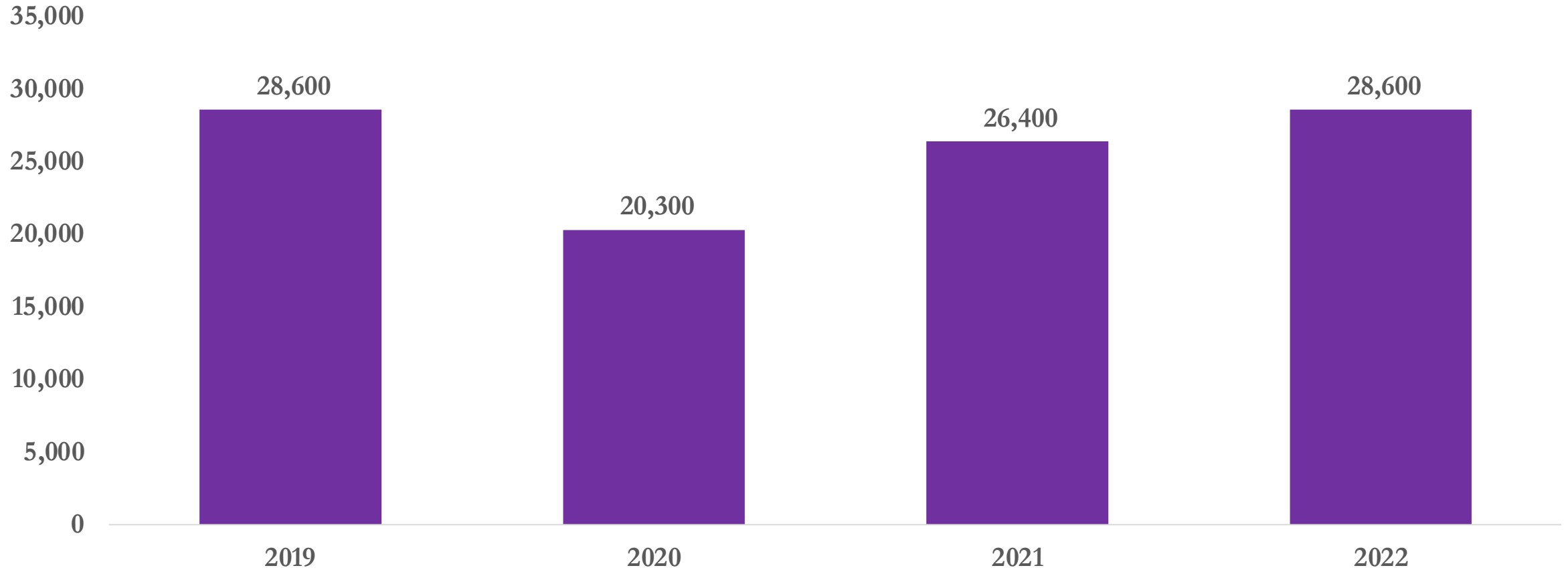


WHAT COMES NEXT?



# LEISURE & HOSPITALITY JOBS RECOVERED

SANTA BARBARA COUNTY, DECEMBER TOTAL, 2019 - 2022



Source: EDD

VISIT  
SANTA BARBARA

# SBA CAPACITY UP 21%





# VSB'S CRYSTAL BALL

## KNOWN HEADWINDS

- Well-published speculation on macro-economy
- Increased competition from destinations still in recovery
- Local hotel performance dropped below 2021 in late 2022
- Average daily rates no longer keep pace with inflation
- Transient travel is trending down
- Chicago and San Diego non-stop flights discontinued

**BOTTOM LINE: SANTA BARBARA MUST COMPETE AGGRESSIVELY**



# KEYNOTE SPEAKER



**CLAYTON REID**  
Executive Chairman  
MMGY Global



# TODAY'S MODERATOR



**CHRIS CLINE**  
General Manager  
Hotel Santa Barbara



# NOW OUR VSB PANEL



**JESSYLYNN PERKINS**

Marketing

[JessyLynn@SantaBarbaraCA.com](mailto:JessyLynn@SantaBarbaraCA.com)



**BETH OLSON**

Sales

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**NOELLE BUBEN**

Community Partnerships

[Noelle@SantaBarbaraCA.com](mailto:Noelle@SantaBarbaraCA.com)

# THIRD NIGHT FREE LODGING PROMO



## KEY MARKETS

- Southern California
- Northern California
- Denver
- Phoenix
- Seattle
- Portland

## KEY POINTS

- Dates to remember: January 31 and February 7
- This installment will be VSB's largest dedicated retail investment to date
- 19 properties currently participating and there's still time to join!



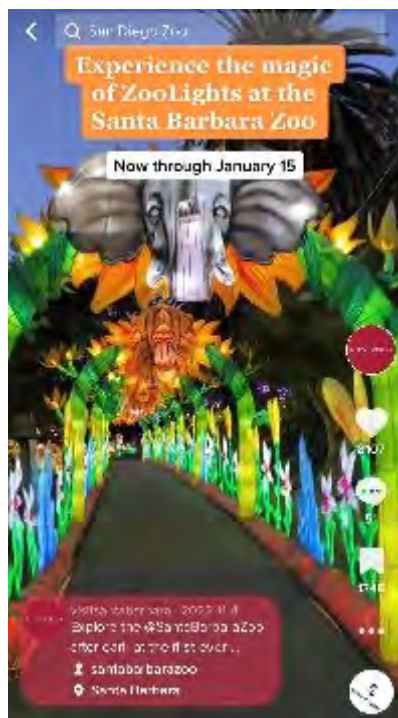
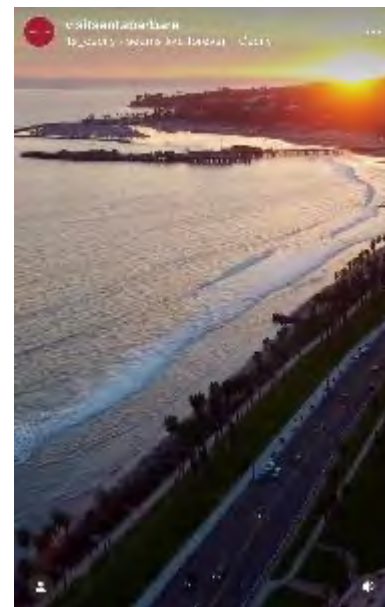
















# YOU GET AN EDITORIAL CALENDAR!

Align your marketing efforts with those of Visit Santa Barbara.

## BE IN THE KNOW

- Key monthly pillars
- Signature, destination-wide events
- Deadlines to submit content for annual website articles
- Heritage Months
- National social media “holidays” like National Taco Day

To view, go to [SantaBarbaraCA.com/TourismSummit2023](https://SantaBarbaraCA.com/TourismSummit2023)  
or scan this QR Code 

































# FLOAT LUXURY SPA \$100 GIFT CARD





# SANTA BARBARA GIFT BASKET





# CELEBRATION CRUISES SUNSET SAILING FOR TWO







# SAINT REMY DINNER AND DRINKS FOR TWO



A wide-angle photograph of a beach at sunset. The sky is filled with large, dramatic clouds that are illuminated from below by the setting sun, creating a warm orange and yellow glow. The sun itself is a bright orb on the horizon, partially obscured by the silhouettes of palm trees and other vegetation on a hill to the right. The beach is wide and sandy, with gentle waves lapping at the shore. The water in the foreground is calm, acting as a perfect mirror for the sky and the silhouettes of the trees. The overall mood is peaceful and serene.

# THANK YOU

*@masseyfoto via Instagram*

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