

2022-2023

# ANNUAL REPORT



VISIT  
**SANTA BARBARA**

# EXECUTIVE SUMMARY

Dear Partners, Stakeholders and Community Members,

The allure of the Santa Barbara South Coast will never cease to mesmerize those who set foot here. Thanks to Visit Santa Barbara (VSB)'s proactive approach in narrating the destination's tale, we've overcome recent challenges, emerging more vibrant than before.

The following 2022-2023 Annual Report is a testament to the remarkable accomplishments of the VSB team, achieved through the unwavering support and active engagement of our stakeholders and partners. Data-driven strategies laid the foundation for this past year's success, further solidifying the organization's impact within the community.

Through strategic marketing efforts, our brand advertising campaign garnered over 376 million impressions and over 24 million completed video views. Our official destination website set new records, outperforming all past benchmarks, with a notable 8% rise in referrals to our partner businesses.

Through targeted pitching and media engagement, the PR team generated over 1,000 stories and organized press visits for an impressive 95 vetted journalists. Media highlights included destination and hotel features in Forbes, Cosmopolitan, Thrillist, LA Weekly, DuJour, Penta and others.

The group sales department seized the resurgence in demand for extended bookings, securing an outstanding 23,000 room nights contracted by Santa Barbara South Coast hotels. Familiarization (FAM) tours and webinars were pivotal in enlightening travel advisors; at this year's IPW in San Antonio, the team accomplished 112 client meetings alone.

Finally, the revamp of popular member events, including I Am Santa Barbara hospitality trainings, Lunch and Learn sessions and the introduction of Meet and Mingle member networking events increased our collaboration within the community and served to inspire partner businesses to increase their engagement within the destination.

We look forward to another successful year ahead!

Gratefully yours,

*Kathy Janega-Dykes*

President/CEO  
Visit Santa Barbara



**STRATEGY ONE:**

# **POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS**



## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

### MARKETING

#### “The Santa Barbara Effect” Advertising Campaign

VSB successfully navigated a competitive landscape for travel advertising, adapting to changes in consumer behavior and unfavorable weather throughout the winter and spring season. VSB used these obstacles to refine its brand campaign messaging, staying relevant to the post-pandemic traveler by leveraging “The Santa Barbara Effect” in new and authentic ways. This refreshed concept emphasized the abundance of quintessential vacation luxuries available in the Santa Barbara South Coast, offering relaxing and re-energizing experiences from start to finish.

A record advertising budget allowed VSB to amplify awareness of Santa Barbara and boost overnight visitation from California and Arizona, Colorado, Idaho, Illinois, Minnesota, Montana, Nevada, New York, Texas, Utah, Oregon, Washington and Washington D.C. Audience selection was data-driven and focused on potential travelers residing in ZIP codes with a proven propensity for traveling to the region’s hotels.

VSB’s paid media strategy utilized platforms such as Facebook, Instagram, Pinterest, TikTok, YouTube and Google. These digital channels were chosen for their hyper-targeting capabilities, allowing for flexible adjustments based on seasonal ad performance.

Throughout the year, VSB masterfully employed its brand pillars—outdoor recreation, culinary, wine, arts and culture, wellness and the Santa Barbara lifestyle—to allure and inspire potential visitors. The brand campaign’s videos showcased the emotion and beauty of the Santa Barbara South Coast. Accompanying long-form website content provided valuable destination information and booking resources for trip planning.

Additional print advertising was placed in high-profile magazines such as San Francisco Magazine, Silicon Valley Magazine, Westways, Hemispheres, San Diego Magazine and Visit California’s Road Trips Guide.

VSB’s paid advertising exceeded the performance outlined in the 2022-2023 Annual Business Plan in order to increase awareness and facilitate trip planning to Santa Barbara.

- The average cost per 1,000 ads delivered was \$2.50.
- The average cost per 1,000 completed video views totaled \$26.42.
- The average website referral came out to only \$0.56 each.

BRAND ADVERTISING	
Spend	\$2,677,102
Ad Impressions	376,395,305
Ad Clicks	2,954,447
Completed Video Views	24,646,521



**Visit Santa Barbara**  
 Sponsored · 🌐

When searching for the perfect hotel in Santa Barbara, consider a property that captures the eccentricity of The American Riviera®. Begin your search with these 15 trendy boutique hotels.

santabarbaraca.com  
**15 Trendy Boutique Hotels in Santa Barbara | Visit Santa Barbara**

**Visit Santa Barbara**  
 Sponsored · 🌐

From epic hiking adventures to sublime on-the-water activities, fresh-air adventures await in one of California's most beloved coastal enclaves.

santabarbaraca.com  
**3 Days in Santa Barbara for Nature Lovers | Visit Santa Barbara**

**Visit Santa Barbara**  
 Sponsored · 🌐

There's nothing ho-hum about these hotels. Take a peek at eight incredible, unique lodging options in and around Santa Barbara.

santabarbaraca.com  
**Upgrade Your Stay**  
 See The List

[Learn more](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

Turn a couple's retreat into an unforgettable foodie adventure. Explore the fresh flavors across Santa Barbara.

santabarbaraca.com  
**Escape to Santa Barbara**  
 Book Now

[Learn more](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

There's quality time together, then there's a long weekend in Santa Barbara. Join us this summer for an unforgettable trip.

santabarbaraca.com  
**The Perfect 3 Day Family Vacation**

[Learn more](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

Santa Barbara is where a girls' getaway makes you feel like a kid again. Join us for fun under the Southern California sun.

santabarbaraca.com  
**You Deserve A Vacation**  
 Experience Santa Barbara

[Learn more](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

Experience a picture-perfect vacation, even if you never stop long enough to snap a photo.

santabarbaraca.com  
**Bring The Whole Family**  
 Explore Santa Barbara

[Book now](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

Take "me time" to a whole new level in Santa Barbara - the perfect elixir to a weekend away.

santabarbaraca.com  
**Find Wellness In Santa Barbara**

[Learn more](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

No one has had more of an impact on Santa Barbara's skyline in recent memory than local architect Jeff Shelton. Take a walking tour of his creations on your next visit.

santabarbaraca.com  
**Take a walk with Jeff Shelton**

[Learn more](#)

**Visit Santa Barbara**  
 Sponsored · 🌐

Recenter yourself and discover a calmer, happier you in Santa Barbara. Come find your own piece of wellness in The American Riviera®.

santabarbaraca.com  
**Recenter in Santa Barbara**

[Learn more](#)

STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

**MARKETING**

**TBID Co-Op Advertising Campaign**

To further enhance the awareness and reach of the Santa Barbara South Coast and its diverse lodging offerings, VSB developed a targeted co-op advertising program, available exclusively for TBID lodging properties. TBID properties were offered discounted advertising opportunities with pre-vetted, third-party publications and VSB-owned channels. These thoughtfully selected placements focused on reaching high-value travelers within VSB’s target in- and out-of-state markets. Advertising opportunities included dedicated newsletter placements with Dunhill Travel Deals, Luxury Link, Shermans Travel, Sunset Magazine and Visit California. Additionally, Virtuoso hotel partners were given the opportunity to buy a full-page ad in Virtuoso’s Travel Themed Catalog, as well as digital programming on Virtuoso.com.

This campaign provided new and meaningful opportunities for lodging partners to take advantage of VSB’s marketing expertise and media buying power. As a result of these efforts, this dedicated campaign successfully delivered low-cost referrals to lodging websites, ranging from luxury to budget.

BRAND ADVERTISING - TBID CO-OP	
Spend	\$62,940
Ad Impressions	4,371,311
Ad Clicks	15,243

STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

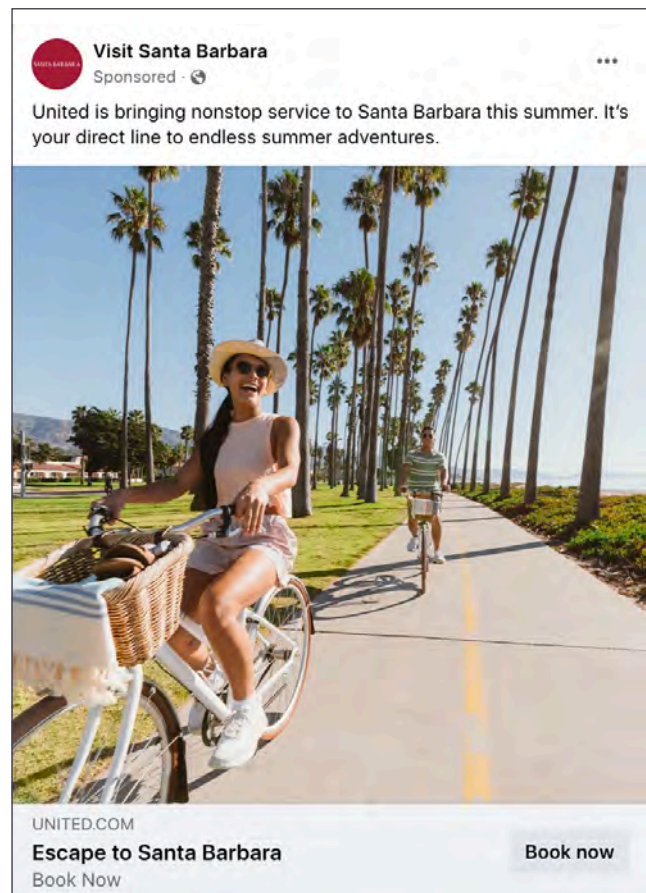
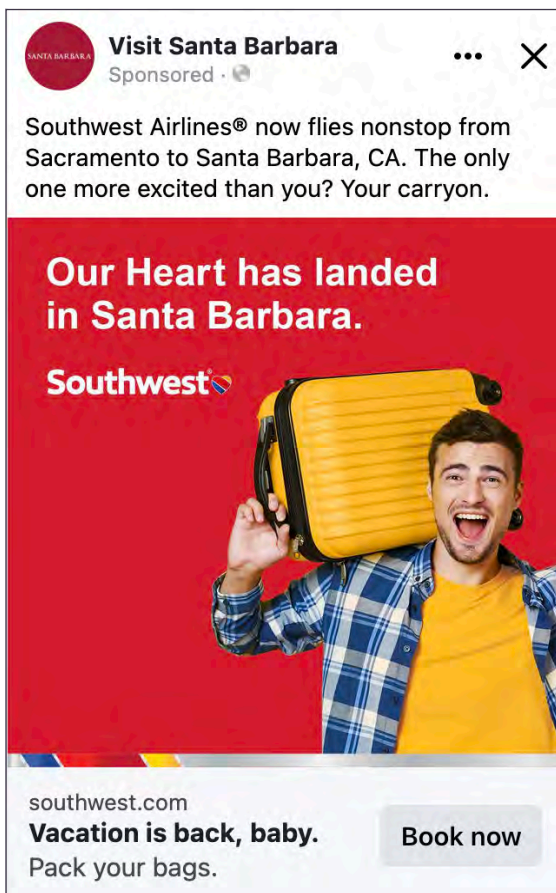
## MARKETING

### Air Service Campaign

To promote nonstop flights to Santa Barbara from Sacramento and Chicago, VSB joined forces with Southwest Airlines® and United® to launch a paid social media campaign aimed at raising awareness of Santa Barbara and encouraging bookings for travel during the 2022 summer season.

What set this campaign apart was the overwhelmingly positive response from the audience, with travelers expressing their genuine affection for Santa Barbara and their excitement around the newfound convenience of traveling to The American Riviera®.

AIR SERVICE ADVERTISING	
Spend	\$27,334
Ad Impressions	4,388,592
Ad Clicks	23,004



STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

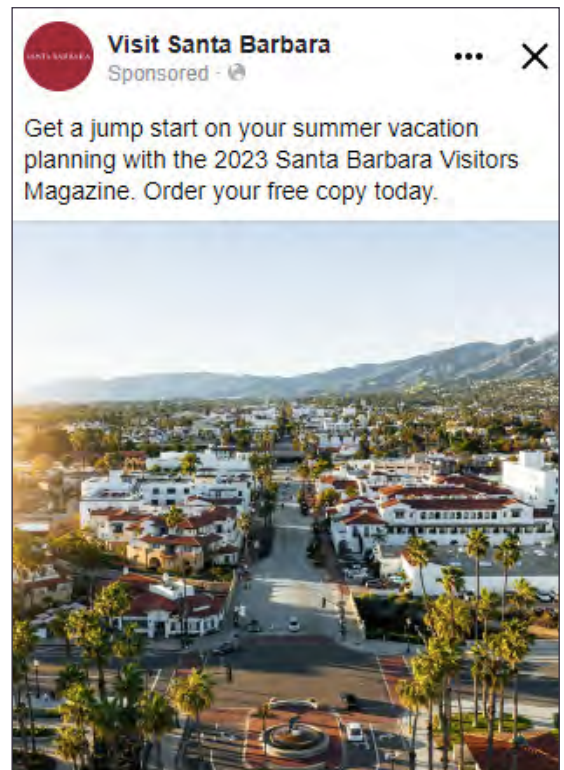
## MARKETING

### 2023 Santa Barbara Visitors Magazine & Direct Response Campaign

VSB unveiled a revitalized edition of the Santa Barbara Visitors Magazine, underscored by a contemporary redesign and vibrant imagery for a reader-friendly experience. Across 124 pages, the highlights of this year’s magazine included: neighborhood overviews, signature events, thrilling outdoor excursions, ways to achieve wellness and the latest mouth-watering restaurants across the Santa Barbara South Coast. With 70,000 copies, the magazine’s circulation reached key fly and drive markets while serving as a an essential tool in showcasing Santa Barbara’s irresistible charm to prospective travelers to the destination. Locally, visitors had access to the publication at strategically placed, high-volume tourist hubs, including the Santa Barbara Airport and multiple visitors centers. The annual publication was launched in April and will continue to be distributed through June 2024.

To further extend reach to potential travelers, a paid media strategy across Facebook, Visit California and National Park Trips–Yosemite Edition was deployed to ensure the guide was delivered to travelers inspired to plan their next getaway to The American Riviera®.

DIRECT RESPONSE	
Spend	\$25,499
Ad Impressions	1,134,952
Magazines Mailed	5,923



## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

### MARKETING

#### Lead Generation

To inspire wanderlust and entice travelers to explore the wonders of the Santa Barbara South Coast, VSB deployed a lead generation campaign that encouraged audiences to register for the bimonthly consumer newsletter: a gateway to what's new and exciting within the destination.

LEAD GENERATION	
Spend	\$16,561
Ad Impressions	802,183
Leads Generated	6,163



## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

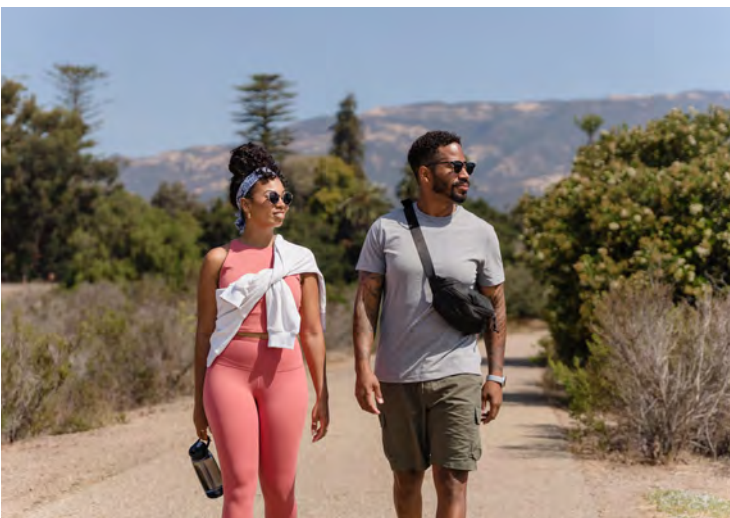
### VISUAL ASSETS & PRODUCTION

VSB embarked on several exciting projects, all designed to showcase the beauty and diversity of the Santa Barbara South Coast. In July 2022, a five-day video and photoshoot took place, capturing new visual assets that depicted a wide range of destination activities and traveler profiles. The production team explored 28 locations, highlighting unique experiences in Goleta, Summerland and more, while featuring three different target demographics: families, millennials and seniors.

In October 2022, VSB undertook a supplemental production, visiting eight locations over two days, with a focus on fall activities in the downtown Santa Barbara and waterfront area. The objective was to cultivate a year-round visual library of the Santa Barbara South Coast, enabling travelers to appreciate the destination's allure during non-peak summer months. The new creative assets emerged as a source of inspiration for visitors, encouraging them to explore Santa Barbara outside the traditional tourist season.

Most notably, VSB kicked off a multi-year project to capture photo and video assets of signature, visitor-focused events that have a significant influence on total visitation numbers to the Santa Barbara South Coast. This year, four beloved events: the Harbor and Seafood Festival, California Wine Festival, Summer Solstice and Summer Courthouse Film Series were extensively covered and documented. By thoughtfully pre-planning and gathering assets from these events, VSB can better promote future visitation around destination seasonality and timely reasons to visit.

The resulting creative assets helped to breathe new life into the region's marketing strategy, presenting updated photography and captivating 15-, 30- and 60-second video spots. This comprehensive effort not only provided a fresh look at Santa Barbara but also offered a warm and inviting backdrop for all travelers, inspiring them to book a truly unforgettable getaway.





## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## SANTABARBARACA.COM

### Overview

VSB's official destination website experienced a remarkable surge this year, surpassing all previously achieved figures. This significant increase in traffic played a pivotal role in driving an unprecedented number of referrals to partner businesses, particularly within the lodging community. This notable increase in website visitors stands as a testament to the effectiveness of VSB's collective marketing efforts in captivating and inspiring travelers to explore the Santa Barbara South Coast.

Year-over-year performance metrics include:

- 8% increase in referrals to partner businesses
- 10% increase in referrals to hotels\*
- 22% increase in users
- 7% increase in pageviews

Key milestones to SantaBarbaraCA.com through strategic software updates and an enhanced user experience included:

- Significant efforts were made to ensure accessibility was a priority in content and user experience. Highlights included the publication of, "Navigating Santa Barbara in a Wheelchair," implementation of accessible color contrast, alt text descriptions for all uploaded photos, the restructuring of existing and new article formatting, such as the implementation of easily identifiable call-to-action buttons and 2,662 web accessibility issues resolved, achieving an impressive score of nearly 80%.
- Extra measures were implemented to guarantee the visibility and accuracy of all TBID lodging properties on BookDirect, SantaBarbaraCA.com's online booking widget.
- The ongoing optimization of Bound, a personalization content tool used to provide website visitors with dedicated content pieces based on their current location. Content highlights included:
  - ◇ Timely itineraries and articles featuring a variety of trending themes
  - ◇ Seasonal features including signature and first-time events in the area
  - ◇ Strategic messaging designed for travelers in drive and flight markets
- Increased frequency of automatic event loading on the website, ensuring the accurate display of newly added special events to the online calendar.
- A comprehensive audit of all business listings populated to SantaBarbaraCA.com.
- The integration of a new social link icon for TikTok on business listing pages, allowing for additional referrals and exposure for businesses.

*\*This metric includes all referrals specifically to lodging partners within the Santa Barbara South Coast.*

## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

### SOCIAL MEDIA

VSB boasts a thriving online community, with an impressive count of over 435,500 engaged followers across seven social media channels—Facebook, Instagram, TikTok, Pinterest, YouTube and LinkedIn. The primary objective remains to spark wanderlust and provide valuable insights to travelers by sharing a dynamic mix of captivating photos, videos and stories that showcase the distinct and unique facets of the Santa Barbara South Coast.

Organic social media efforts generated over 13.9 million impressions, surpassing the previous fiscal year by an impressive 17%. Simultaneously, diligent efforts helped to maintain a positive sentiment of 19%, which was partially attributed to the beautiful weather following this past winter season and a decrease in the number of sensitive news articles. VSB successfully achieved the goal of attaining a greater than 20% positive sentiment around Santa Barbara, with the year ending with an exceptional 23% positive sentiment, accompanied by a reduction in negative sentiment to 16% and 61% neutral sentiment.

Facebook maintained its position as a front leader in driving impressions, generating an impressive count of over 7.1 million, while Instagram demonstrated consistent growth in engaged followers, ultimately reaching over 143,000 followers. 242 new posts were shared with unique content ranging from fresh itinerary-style posts, engaging reels, food recommendations, inspirational landscapes and more.

In conjunction with Instagram Reels, similar content was consistently re-produced for TikTok—adapting to the platform’s unique look and feel. Moreover, acknowledging the undeniable appeal of short-form videos on TikTok, VSB tailored content to align with the app’s fun and quick consumption nature. In an approach to TikTok, VSB combined visually captivating clips of stunning landscapes, picturesque beaches and iconic landmarks with engaging storytelling to create an authentic and memorable experience for viewers. This resulted in gaining over 2,300 new followers.

A primary focus on producing short-form video content resulted in over 18 million organic video views. Of the Reels and TikToks produced, top performance came from videos highlighting unique events, attractions and accommodations. These videos garnered the highest engagement rates—including saves and shares—indicating that users resonated with the content and were eager to share the same inspiration with fellow travelers.

Lastly, VSB established comprehensive style guidelines for Instagram video content and itinerary-based posts to ensure harmonious alignment with the Santa Barbara Effect brand identity and voice. A particularly successful strategy involved the use of cover pages on these posts, resulting in an increased number of saves and rendering them among the most cherished pieces of content.

SOCIAL MEDIA RESULTS	
Video Views	18,149,168
Impressions	13,941,527
Engagement	599,521
Website Referrals	244,246
Facebook Followers	248,073
Instagram Followers	143,144
Twitter Followers	34,380
Pinterest Followers	5,447
TikTok Followers	4,521

**Visit Santa Barbara**  
March 2 · 🌐

April is blooming with opportunities to get out in nature, attend live shows and festivals and make greener decisions.

SANTABARBARACA.COM

**April Events in Santa Barbara | Visit Santa Barbara**  
Let the fresh spring air, Earth Day celebrations and festivals galore ...

👍❤️ 1K      57 💬 99 ➦

**Visit Santa Barbara**  
March 16 · 🌐

Let the 2023 season rock on! April marks the start of the Santa Barbara Bowl's concert season, and they're bringing a line-up of acts you don't want to miss. See who's already been listed for this year:

SANTABARBARACA.COM

**Santa Barbara Bowl - Visit Santa Barbara**  
Nestled in the foothills of Santa Barbara, The Santa Barbara Bowl w...

👍❤️ 1.1K      92 💬 71 ➦

11:46

California

**MUST SEE SUMMER EVENT  
IN SANTA BARBARA:**

Visit Santa Barbara · 5:31  
From world-class wine to vibrant culture and nature's endless ...  
📍 Santa Barbara | Santa Barbara...

1511 ❤️  
25 💬  
55 📌

11:45

Your reels

**FREE SUMMER CINEMA**  
FRIDAY NIGHTS, JULY-AUGUST

Use template

**visitsantabarbara**

Free Summer Cinema is back and better than ...

darlabea and 56 others commented

lumadeline · La Dolce Vita · 4 people

9,272 ❤️  
63 💬  
3,844 📌

**6 CAN'T-MISS SANTA BARBARA RESTAURANTS ON THE BEACH**

visitsantabarbara

visitsantabarbara From casual cafe staples to elevated fine dining, these restaurants with a view promise unforgettable dining experiences that blend impeccable cuisine with the beauty of The American Riviera. Explore the captivating ambiances, expertly curated dishes and exceptional service that make these beachfront eateries an integral part of Santa Barbara's vibrant restaurant scene.

Click the link in bio to discover these six can't-miss Santa Barbara restaurants on the beach. #See50

#Gastric #SantaBarbara #Monterey #Summerland #California #PacificCoast #AmericanRiviera #Travel #BeachfrontDestinations #Beauty #Paradise #WestCoast #Restaurant

roomwithacoffee Santa Barbara has so many restaurants and cafes I want to try! It's probably take me several years to try all of them. 🤔 So far, I really enjoyed Duke and Anderson!

explorestheworlds 🍷🍷🍷

chafmasmofalini 🍷🍷🍷

willowsove\_photos 🍷🍷🍷

katharine02 🍷🍷🍷

anabelle04 🍷🍷🍷

👍❤️ 2.4K      2,414 others liked

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**MUST SEE SUMMER EVENTS  
IN SANTA BARBARA:**

visitsantabarbara

From world-class wine to vibrant culture and nature's endless beauty, there's something to celebrate every week this... more

original sound - Visit Santa Barbara

Santa Barbara · Santa Barbara County

1495 👍 26 💬 51

Mary Summer solstice parade! Saturday, June 24th. Amazing costumes dancers music art! No electrical and no advertising allowed. An awesome event.

Speakeasy420 4th of July celebration, summer solstice, bar hopping, car shows, off the hook paradise we live in

Mercury Tlou inference

i only care abt the fiesta and the sb fair and expo bc of the carnivals

plata Plata

Jeanette Cannot wait for Fiestas 🍷🍷

Log in to comment

## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

### SANTABARBARACA.COM

#### Paid and Organic Search Traffic

VSB's marketing team continued to refine and optimize its content strategy to better serve inquiring travelers. By remaining up-to-date on trending themes and keeping content relevant with key search words, newly published itineraries and articles remained timely and engaging. The development of a comprehensive content calendar helped to cater to the needs of stakeholders while simultaneously addressing prevailing travel trends. At year's end, SantaBarbaraCA.com achieved a 14% increase year-over-year in page 1 keywords on Google.

These combined efforts resulted in an impressive 57 new itineraries, with top-performing website articles including:

- Things to Do This Summer in Santa Barbara
- 11 Top-Rated Hotel Suites in Santa Barbara
- New Restaurants in Santa Barbara
- Top 6 Eco-Friendly Hotels in Santa Barbara
- 3 Days in Santa Barbara for Nature Lovers
- Antique, Vintage and Secondhand Stores in Santa Barbara

Beyond new articles, the marketing team worked tirelessly to ensure accurate information was available to website visitors, resulting in 268 on-page optimizations. Additional updates were facilitated by proactively collaborating with members and local attractions to ensure business microsites were up-to-date with current offerings, events and special offers.

The landscape for organic traffic continued to remain extremely competitive, which was reflected in a 6% drop in organic visits to SantaBarbaraCA.com. To offset this decrease, an aggressive paid search effort to mitigate lost organic traffic was deployed, costing \$289,908 to generate 3,599,871 impressions and 530,296 clicks to SantaBarbaraCA.com, a 30% increase year-over-year. Additional assistance was provided through Performance Max, a sophisticated digital advertising platform that utilizes AI technology to optimize keyword targeting, ad placement, and bidding strategy to maximize conversions.

Lastly, VSB delivered 1.3 million newsletters to opt-in consumer inboxes, generating an average open rate of 48.4% and a total of 34,016 unique clicks, for an average click-through-rate of 2.24%.

SANTABARBARACA.COM ENGAGEMENT	
Pageviews	8,343,879
Sessions	5,120,094
Users	4,230,927
Average Time on Site	1 min. 28 sec.
Bounce Rate	62%

SANTABARBARACA.COM GOALS	
Referrals to Businesses	1,550,908
eNewsletters Delivered	1,364,313
Visitor Magazine Requests	8,346
eNewsletter Subscriptions Added	3,525

SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES

# THINGS TO DO THIS SUMMER IN SANTA BARBARA

Summer days in Santa Barbara don't come with a warning about overbooking. Ride by the beach, eat along the coast, sip local brews — the possibilities are endless when you're in Santa Barbara. When planning your next trip whether in July, August or September, the best time to go is up to you. Santa Barbara is a great destination for any season. As an excellent weather, it's all year round in the beautiful Santa Barbara.

**BOOK YOUR STAY**

START DATE: [ ] END DATE: [ ] SEARCH

ONGOING EVENTS



**Santa Barbara Bowl Summer 2023 Lineup**

As a premier outdoor venue in Santa Barbara, the Santa Barbara Bowl is the premier destination for live music in the Santa Barbara area. The lineup for the 2023 season is now on sale. The lineup includes some of the most talented acts in the world, including the Grammy-nominated band, the critically acclaimed, and the award-winning.



**Santa Barbara Arts and Crafts Show**

The annual Santa Barbara Arts and Crafts Show is the largest outdoor arts and crafts show in the Santa Barbara area. The show is held at the Santa Barbara Convention Center and features over 100 booths of local artists and craftspeople. The show is a great way to support local artists and find unique gifts.

**VIEW THE LINEUP** **LEARN MORE**




SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES

# 11 TOP-RATED HOTEL SUITES IN SANTA BARBARA

There's nothing in a hotel, and there's nothing in a hotel suite — except for all the amenities and services that you don't have at home. In Santa Barbara, you'll find a hotel suite that's not just a place to sleep, but a place to live. The amenities and services are designed to make your stay as comfortable and convenient as possible. From the location to the amenities, these hotel suites in Santa Barbara are the best of the best.

**BOOK YOUR STAY**

START DATE: [ ] END DATE: [ ] SEARCH

**Ambassador Suite at Kanan Falls Miramar Beach**

Experience the best of Santa Barbara in this Ambassador Suite at Kanan Falls Miramar Beach. The suite is located in a prime location, just minutes from the beach and downtown. The suite features a full kitchen, a living area, and a bedroom. The suite is perfect for a romantic getaway or a family vacation.

**Learn More**

**Ancava Suite at Santa Barbara Inn**

Experience the best of Santa Barbara in this Ancava Suite at Santa Barbara Inn. The suite is located in a prime location, just minutes from the beach and downtown. The suite features a full kitchen, a living area, and a bedroom. The suite is perfect for a romantic getaway or a family vacation.

**Learn More**






SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES

# NEW RESTAURANTS IN SANTA BARBARA

As the summer season begins, it's time to explore the new and exciting dining scene in Santa Barbara. From the location to the amenities, these new restaurants in Santa Barbara are the best of the best. From the location to the amenities, these new restaurants in Santa Barbara are the best of the best.

**BOOK YOUR STAY**

START DATE: [ ] END DATE: [ ] SEARCH

**NEW RESTAURANTS IN SANTA BARBARA**

**Flora's Kitchen**





Flora's Kitchen is a new restaurant in Santa Barbara that offers a unique dining experience. The restaurant features a full menu of locally sourced ingredients, prepared with care and attention to detail. The restaurant is a great place to enjoy a meal with friends or family.

**Learn More**

**Saint Remo**

Saint Remo is a new restaurant in Santa Barbara that offers a unique dining experience. The restaurant features a full menu of locally sourced ingredients, prepared with care and attention to detail. The restaurant is a great place to enjoy a meal with friends or family.

**Learn More**

SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES

# TOP 6 ECO-FRIENDLY HOTELS IN SANTA BARBARA

These days, sustainable travel is on the rise, and it's no surprise. Whether you're looking for a romantic getaway or a family vacation, there are many eco-friendly hotels in Santa Barbara that offer a unique and sustainable travel experience. From the location to the amenities, these eco-friendly hotels in Santa Barbara are the best of the best.

**BOOK YOUR STAY**

START DATE: [ ] END DATE: [ ] SEARCH

**Santa Barbara Inn**

The Santa Barbara Inn is a historic hotel in Santa Barbara that has been converted into an eco-friendly hotel. The hotel features a full menu of locally sourced ingredients, prepared with care and attention to detail. The hotel is a great place to enjoy a meal with friends or family.

**Book Now**

**Hamada by Wyndham Santa Barbara**

The Hamada by Wyndham Santa Barbara is a new hotel in Santa Barbara that offers a unique and sustainable travel experience. The hotel features a full menu of locally sourced ingredients, prepared with care and attention to detail. The hotel is a great place to enjoy a meal with friends or family.

**Book Now**






SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES

# 3 DAYS IN SANTA BARBARA FOR NATURE LOVERS

Environmental stewardship is at the heart of Santa Barbara's DNA. From the coastline to the mountains, there are many opportunities to enjoy the natural beauty of Santa Barbara. From the location to the amenities, these eco-friendly hotels in Santa Barbara are the best of the best.

**BOOK YOUR STAY**

START DATE: [ ] END DATE: [ ] SEARCH

**DAY ONE**


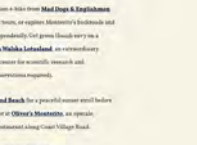


**Chained Beach** is the best place to start your day in Santa Barbara. The beach is a great place to enjoy a meal with friends or family. The beach is a great place to enjoy a meal with friends or family.

**Learn More**

**DAY TWO**

**Chained Beach** is the best place to start your day in Santa Barbara. The beach is a great place to enjoy a meal with friends or family. The beach is a great place to enjoy a meal with friends or family.

**Learn More**

SANTA BARBARA THINGS TO DO PLACES TO STAY FOOD & DRINK WINE PLANNING RESOURCES

# ANTIQUE, VINTAGE AND SECONDHAND STORES IN SANTA BARBARA

With a history of shopping that dates back to the beginning of time, Santa Barbara has a rich tradition of antique, vintage, and secondhand stores. From the location to the amenities, these antique, vintage, and secondhand stores in Santa Barbara are the best of the best.

**BOOK YOUR STAY**

START DATE: [ ] END DATE: [ ] SEARCH

**ANTIQUE SHOPS**




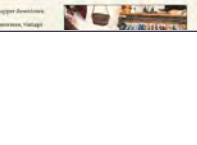
**Antique Alley** is a great place to find antique, vintage, and secondhand items. The store features a full menu of locally sourced ingredients, prepared with care and attention to detail. The store is a great place to enjoy a meal with friends or family.

**Learn More**

**VINTAGE SHOPS**

**Vintage Alley** is a great place to find antique, vintage, and secondhand items. The store features a full menu of locally sourced ingredients, prepared with care and attention to detail. The store is a great place to enjoy a meal with friends or family.

**Learn More**

STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## GO GOLETA WEBSITE & SOCIAL MEDIA

The Santa Barbara South Coast Chamber led the Go Goleta initiative to provide travelers with insights into the unique features that make Goleta an exceptional choice for a memorable stay. VSB subsidized GoGoleta.com and its three social media accounts: Facebook, Instagram and Twitter.

Newly redesigned as of December 2023, GoGoleta.com provided trip planners with everything they needed to know about The Good Land, acting as a one-stop-shop for hidden gems and signature festivals of this beautiful region and the tools to plan a vacation with ease.

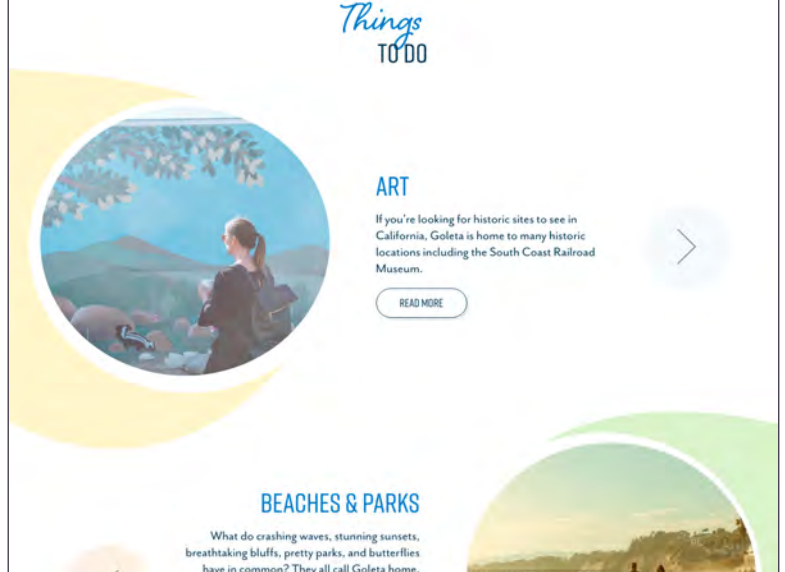
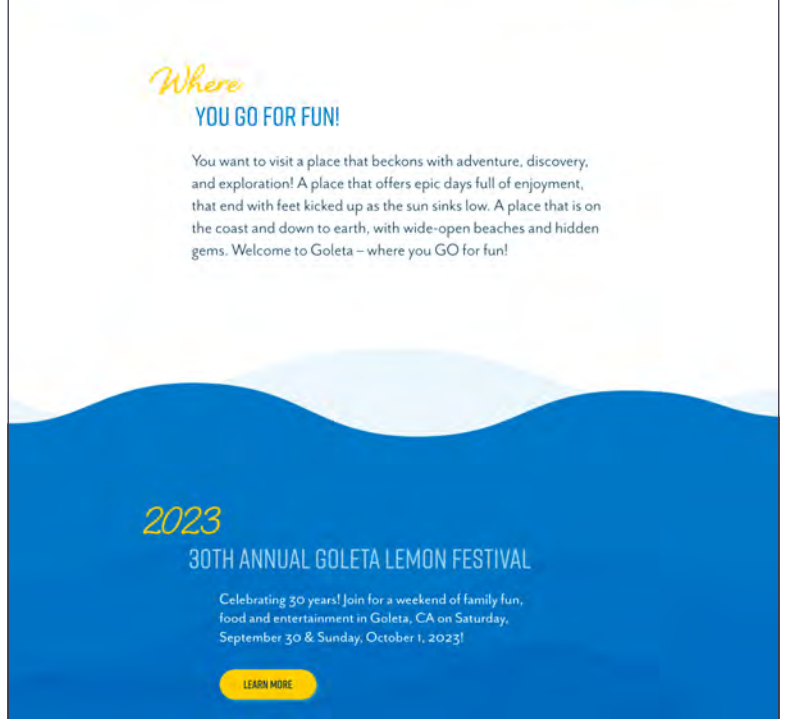
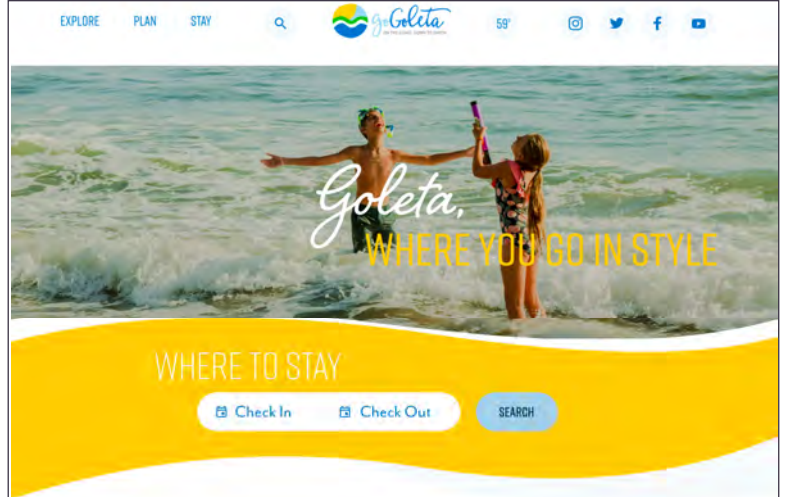
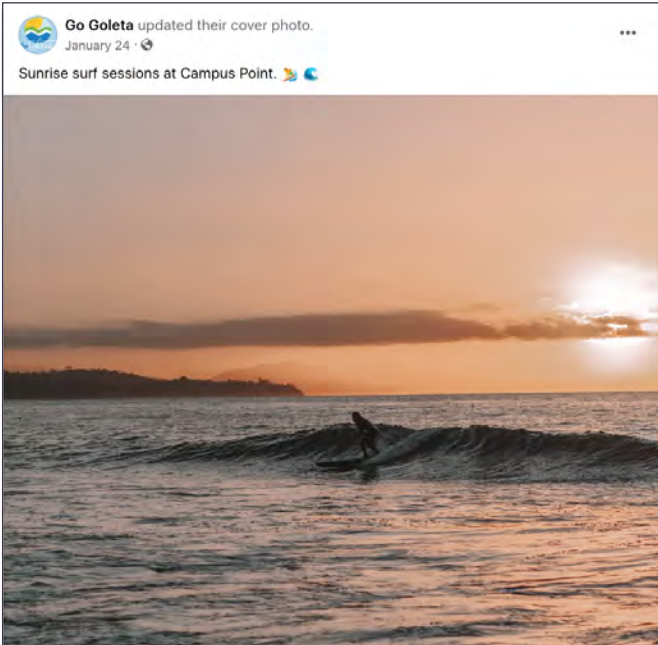
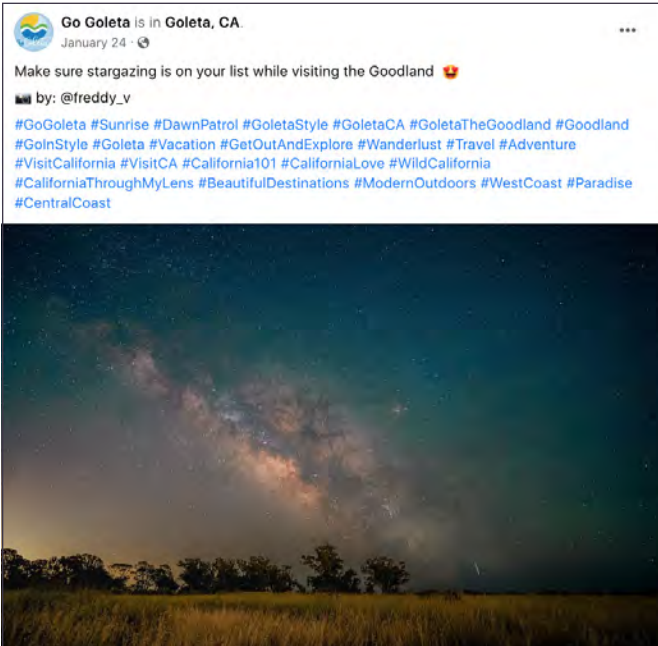
Go Goleta’s social media accounts offered a visually rich and engaging way for visitors to digitally explore the area. Through captivating photographs, informative captions and inspiring content, visitors could experience the unique charm of Goleta, whether by visiting notable landmarks, indulging in local cuisine, or experiencing the beauty of the natural surroundings. By shining a spotlight on the area’s best-kept secrets and must-see attractions, travelers could make the most out of their visit to this vibrant destination.



GOGOLETA.COM ENGAGEMENT	
Pageviews	53,883
Sessions	37,627
Users	33,854
Average Time on Site	48 sec.
Bounce Rate	72%

GOGOLETA.COM GOALS	
Referrals to Businesses	232
Booking Engine Referrals to Businesses	312

SOCIAL MEDIA	
Impressions	103,074
Engagements	30,906
Website Referrals	1,764
Facebook Followers	6,690
Instagram Followers	5,018
Twitter Followers	806



STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## PUBLIC RELATIONS

### VSB Press Trips and Media Trade Shows

The press trip program supported visits from 95 journalists in the 2022-2023 fiscal year, representing 75 domestic media and 20 international media. FAMs were instrumental in providing first-hand reporting opportunities tailored to individual outlets and journalists, and led to travel coverage from national, regional and international outlets. For many journalists, press trips were their first introduction to the destination, while returning media were exposed to new developments in the South Coast.

With Canada dropping its pandemic-era travel restrictions in October 2022, favorable conditions returned for pitching and hosting media, paving the way for seven visits from journalists ranging from Vancouver to Toronto.

Headline-making rainstorms in January and inclement weather made for a challenging spring for local hotels and attractions. To restore demand, VSB’s PR team continuously pitched stories and ramped up press visits, with 14 FAMs in March alone. VSB also partnered on individual and group press trips initiated by area businesses, such as hotels and restaurants, as well as Visit California, amplifying its PR efforts with destination experiences and South Coast perspectives.

PR director Karna Hughes hit the road to network with top-tier media and showcase the destination at out-of-market media trade shows throughout the year. Events included International Media Marketplace in New York, IPW in San Antonio, Visit California’s media receptions in San Francisco and Los Angeles, as well as Visit California media missions to the U.K. and Canada.



*The Visit California media reception in Los Angeles, Calif.*



*VSB’s Karna Hughes at IPW Media Marketplace in San Antonio, Texas.*

PUBLIC RELATIONS RESULTS	
Online Unique Visitors Per Month	9,757,597,203
Print Circulation & Broadcast Impressions	33,395,312
Media Placements (Non-Local Only)	1,013
Media Familiarization Tours	95
Media Events	6

## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

### PUBLIC RELATIONS

#### What the Media are Saying

“Two hours—and a world away—from L.A., the laid-back city is the jewel of the Central Coast.”  
**DuJour, April 2023**

The logo for DuJour, featuring the word "DUJOUR" in a large, black, serif font.

“From the moment you take a breath of fresh salty air or stroll storied State Street, you’ll understand why it’s often referred to as the American Riviera. ... Anyone who enjoys nature and fine food and wine in a casual setting will love Santa Barbara.” **TravelAwaits, April 2023**



“In Santa Barbara, there’s a whole world of unexpected attractions just perfect for a second, third, or fifteenth visit.” **Tripadvisor, May 2023**



“The mile-long newly dubbed State Street Promenade feels like Santa Barbara’s answer to Barcelona’s La Rambla: a lively pedestrian thoroughfare with shops, restaurants, and outdoor dining.” **Westways, May 2023**

The logo for Westways, featuring the word "Westways" in a large, blue, sans-serif font.

“With a historical background of lemon orchards (memorialized in the annual Goleta Lemon Festival with a pie-eating contest), today in Goleta you’ll find craft breweries, free live music at a historical ranch, and even an old-time fiddlers’ festival.” **Time Out, June 2023**

The logo for Time Out, featuring the words "Time Out" in a large, white, outlined, sans-serif font.

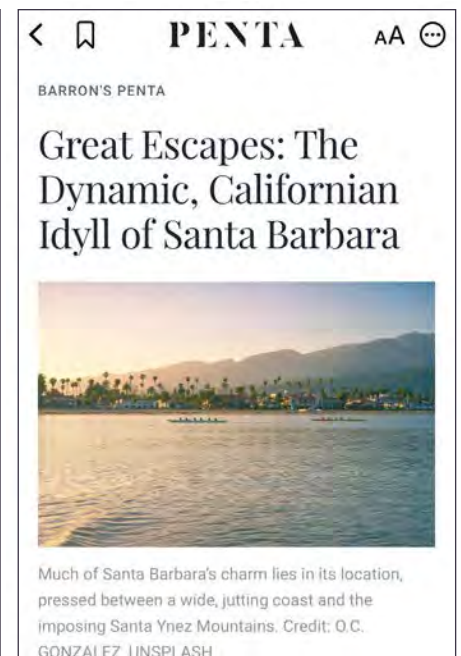
## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## PUBLIC RELATIONS

### National Media Highlights

- **Shermans Travel** named Santa Barbara one of [“The Best Smart Luxury Destinations for 2023”](#) (368,000 Unique Viewers per Month (UVM)).
- In two separate destination features, **Forbes** explored several of the [South Coast’s “best” hotels](#) and [top-tier restaurants](#), calling Santa Barbara “Southern California’s top destination for a gourmand getaway” (124 million UVM).
- **Penta**, Barron’s luxury outlet deemed the South Coast “one of the most dynamic and attractive destinations on the American West Coast” in a dedicated [travel feature](#) (2.64 million UVM).
- **DuJour Online** delved into the region’s hotels, restaurants, wineries and shops in a [“Weekender”](#) travel feature, which is expected to run again in print in late 2023 (64,300 UVM).
- **Cosmopolitan Online** brought a playful perspective to its South Coast hotels story, [“Yes, Bestie, Your Next Trip \\*Should\\* Be to Santa Barbara,”](#) as well as social media posts and Instagram Reels (48 million UVM).
- **Thrillist** writers extolled the region’s charms in several stories, including an updated [Santa Barbara guide](#) (which also ran on MSN, 64.5 million UVM), [“The 20 Greatest Beach Towns in America,”](#) [“What to do in California When it’s Raining,”](#) plus [“best” California spas](#) and [bird-watching road trip](#) pieces (7 million UVM).
- Popular travel site **Johnny Jet** provided an exhaustive look at the [South Coast’s hidden gems](#), from restaurants and hotels to downtown attractions (387,000 UVM).
- **Time Out** celebrated Goleta as one of the [“10 most underrated beach towns in America”](#) in a story that was picked up by more than a dozen outlets. It also included Santa Barbara as one of [“10 best wine vacations in the U.S.”](#) (27.2 million UVM).
- **Nerdwallet** named Santa Barbara Airport one of [“America’s Most Charming Airports”](#) in a story that was picked up by 466 other outlets across the U.S., including SF Weekly, San Francisco Examiner, Napa Valley Register, The Oakland Press, The Denver Post, Arizona Daily Star and Boston Herald (21.2 million UVM).



## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## PUBLIC RELATIONS

### National Media Highlights

- **Naturally, Danny Seo** ran a six-page [feature on Summerland](#) shopping experiences, calling out the town's walkability and unique treasures (350,000 print circulation).
- **TripSavvy** took a closer look at "[13 Best Beaches in Santa Barbara, California.](#)" A separate story named Montecito one of "[18 Best Beach Towns in the U.S.](#)" (5.2 million UVM).
- **Matador Network** explored "[Fun, Outdoorsy, and Educational Things to do with Kids in Santa Barbara](#)" and in a separate [feature](#), got to the bottom (pun intended) of Santa Barbara's beer scene (2.1 million UVM).
- **AFAR Online** recognized Santa Barbara as one of "[8 Best Destinations for Your Next Winter Getaway,](#)" as well as one of [California's best wine regions](#) (1.9 million UVM).
- **Good Housekeeping Online** heralded Santa Barbara as a tempting place to travel in [December](#), at the beginning of [summer](#) and as a [family vacation destination](#) (56 million UVM).
- **TravelAwaits** shined the spotlight on Santa Barbara in separate features on [wellness](#) and "[fabulous things to do](#)" (3 million UVM).
- **Bon Traveler** published stories throughout the year mentioning Santa Barbara, including [top restaurants in the region](#), [California family getaways](#), [slow road trips](#), and "[best](#)" [things to do](#) in Santa Barbara (99,000 UVM).

### Regional and International Media Highlights

- In a [cover story](#), **LA Weekly** explored the allure of Santa Barbara, with its plentiful outdoor spaces, the State Street Promenade, museums, festivals and more (90,000 print, 1.5 million UVM).
- **Los Angeles Times** explored "What to do, see and eat in California's [nine best college towns,](#)" through the lens of local insiders (532,000 print, 12 million UVM).
- **Beverly Hills Courier** recommended Santa Barbara as a [late summer getaway](#), mentioning Stearns Wharf's 150th anniversary, plus new eateries and attractions (40,000 print and 36,000 UVM).
- **San Diego Magazine** shone a spotlight on Santa Barbara culinary experiences for May travelers (54,000 print).



## STRATEGY ONE

# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## PUBLIC RELATIONS

### Regional and International Media Highlights

- **Westways** named State Street one of 23 “[great getaways in Southern California and beyond](#)” because of the new State Street Promenade (5 million print; 10 million UVM). The AAA website included Old Spanish Days Fiesta among “[fun things to do in Southern California](#)” (10 million UVM).
- **M Magazine**, a regional publication reaching Silicon Valley and the East Bay, shared where to stay, eat, and what to do in its Santa Barbara [winter getaway](#) story (125,000 print).
- In a dedicated travel guide, **SFGate** showcased the South Coast’s range of [hotel](#) options, from budget-friendly to luxe, including VSB’s “Third Night Free” promotion. A separate guide described why Santa Barbara is an ideal [wellness destination](#) (35.4 million UVM).
- A two-page travel feature in **Diablo Magazine** explored how to spend “[One Fine Weekend in Santa Barbara](#)” including Southwest Airlines’ nonstop flight from Oakland. Appearing in print and online editions, it reached an affluent East Bay readership (40,000 print, 27,000 UVM).
- **D Magazine** described Santa Barbara as a “refreshing escape” for Dallas residents in a [lengthy feature](#) praising the area’s lodging, wine scene, architecture and other attractions (770,000 UVM).
- **Metrosource**, a bimonthly lifestyle magazine geared toward the LGBTQ community, educated readers on Santa Barbara’s unique history, architecture and what to do today in a [four-page feature](#) (128,000 print).
- **New York Sun** published a love letter to The American Riviera® in a [travel feature](#) with detailed culinary notes and unique historical insights. The Sun also ran a separate story on [Montecito](#) (450,000 UVM).
- **New York Observer Online** named Santa Barbara one of “[The 5 Best Weekend Getaways from LA](#)” (1.3 million UVM).



## STRATEGY ONE

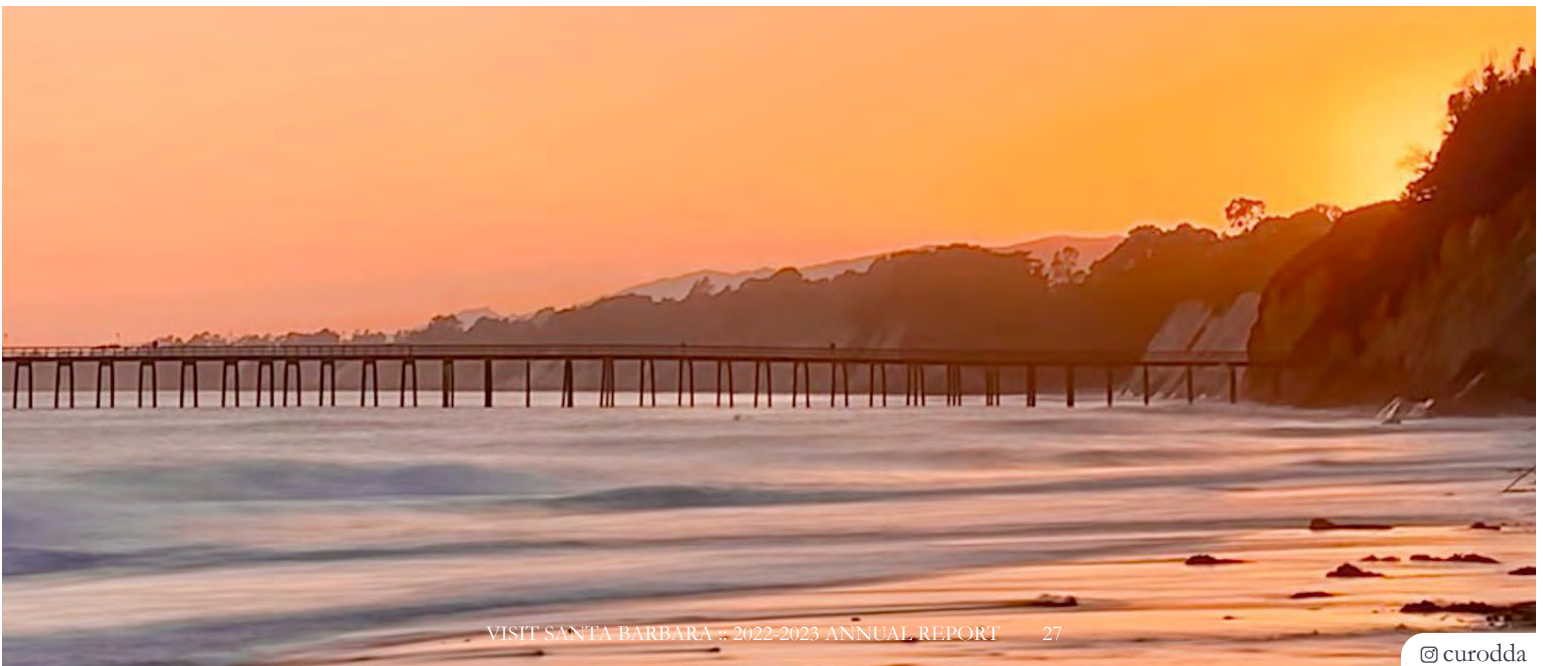
# POSITION AND AMPLIFY THE SANTA BARBARA BRAND TO TARGET MARKETS

## PUBLIC RELATIONS

### Regional and International Media Highlights

- **The Beacon Newspapers**, an East Coast monthly publication for seniors, showcased area businesses and attractions in a travel piece, [“Mellowing Out in Santa Barbara”](#) (550,000 print, 8,000 UVM). It also made an appearance on the website **Active Over 50** and e-newsletter **The Adventure Geezer**, reaching San Francisco readers (200,000 UVM).
- A syndicated **Postmedia** [travel story on the Central Coast](#) showcased eclectic activities in Santa Barbara, from biking and roller skating to painting with wine. It was picked up by 116 Canadian outlets, including the National Post, Vancouver Sun, Montreal Gazette and Edmonton Journal (1.5 million print, 3.3 million UVM cumulative).
- **MoneyWise**, a popular Postmedia column, highlighted VSB’s “Third Night Free” promotion and area attractions in a round-up on [seasonal travel deals](#). It was picked up by 20 Canadian websites, from MSN Canada to Toronto Sun and Calgary Herald (80 million UVM cumulative).
- In a four-page [travel story](#), **7 Jours**, a popular weekly magazine from Montreal, focused on Montecito and Santa Barbara’s celebrity appeal, describing the stars’ favorite haunts, from hotels to restaurants (502,000 print).

Throughout the year, VSB’s PR team pitched the “Third Night Free” and “Retreat & Restore with 25% Off” lodging promotions, which led to coverage in outlets including Thrillist (6.9 million UVM), The Knot Online (2.5 million UVM), NBC Los Angeles Online (1.3 million UVM), Tinybeans (785,000 UVM), Johnny Jet (442,000 UVM), TravelPulse (327,000 UVM), Islands Magazine Online (162,000 UVM), Clark Deals (256,000 UVM), Heat Magazine (U.K., 113,000 print), Travelweek Online (Canada, 70,000 UVM), Diablo Magazine (40,000 print, 27,000 UVM) and in a syndicated Postmedia story across Canada (see above), among others.





**STRATEGY TWO:**

**GROW OVERNIGHT DEMAND  
FOR THE DESTINATION**

STRATEGY TWO

# GROW OVERNIGHT DEMAND FOR THE DESTINATION

## GROUP SALES

The past year represented record breaking performance from the group sales team. An impressive 23,000 group room nights were sold, marking a significant 34% increase from the previous year. Additionally, 21,000 group room nights were held, a 22% increase when adjusted for factors such as “Love Island” and UCSB student housing. Looking ahead to the 2023-2024 fiscal year, 15,000 room nights have already been sold, showcasing strong demand and representing 72% of VSB’s goals for total room nights booked in the next 12 months. With long term bookings making a comeback this past fiscal year, the team has seen an impressive 172% increase, which reflects a return to pre-COVID normalcy and comfort zones for group planners. Interestingly, despite the substantial growth in group sales performance, the program budget experienced a more modest 18% increase year-over-year. This indicates that the group sales team managed to outpace budget growth by efficiently maximizing resources, minimizing acquisition costs and maintaining high productivity and efficiency as a team.

## Site Tours and Client Meetings

Throughout the year, the group sales team was highly active in cultivating relationships with hotel partners and engaging with clients through different partner events. Partner client events included a Del Mar nail salon visit, dinner in Denver, a charter cruise on the Sacramento Brew Boat, a private suite experience at Top Golf El Segundo and a centerpiece creation class at Roger’s Gardens in Orange County. Additional sales missions, in partnership with Visit California, included events where the Santa Barbara story was showcased to planners in Austin, Dallas, Denver and Seattle. The sales team also hosted two extensive in-market FAM trips, the first for a top producing team from ConferenceDirect and the second for a group of key incentive buyers from the Midwest.



*VSB’s Cat Puccino and Mark Feldman with Midwestern planners at the Santa Barbara Polo & Racquet Club.*

SALES	ANNUAL
Proactive Sales Contacts	8,316
New Leads Generated	694
Contracts Signed	134
Room Nights Contracted	27,346
Rooms Revenue Contracted	\$8,020,245

## STRATEGY TWO

# GROW OVERNIGHT DEMAND FOR THE DESTINATION

### GROUP SALES

#### Trade Shows

Third-party trade shows proved to be an excellent source for establishing new business contacts. The VSB sales team once again showcased its expertise at esteemed annual events such as IMEX, CALSAE, Destination California and MPI NCC. The team participated in new shows in order to uncover fresh leads and develop relationships with planners from untested markets. These additional shows included MPI Cascadia, AMEX Interaction, Prestige Partner Conference, Lamont Partner Showcase and the SITE Southeast Incentive Conference Experience. By staying actively engaged with an array of diverse industry events, the sales team effectively broadened its reach and strengthened VSB's connection with the professional community, solidifying the position as a premier destination for planners and clients alike.

#### Industry Events and Affiliations

One key strategy that has proven successful time and time again is the sales team's active participation in DMO Alliances. Each sales manager had a focus in either Southern California, Northern California or the Chicago and Midwest regions, working to create opportunities through networking and client events in partnership with other sales representatives from California destinations. Furthermore, VSB made strategic investments in sponsorships with Prestige, HPN, Lamont, HelmsBriscoe, CALSAE and MPI, increasing the exposure of the sales team among prominent meeting planners.



*VSB's Beth Olson with the Southern California delegation at CalSAE Elevate in Sonoma, Calif.*

## STRATEGY TWO

# GROW OVERNIGHT DEMAND FOR THE DESTINATION

### TRAVEL TRADE SALES

#### Educating the Travel Trade

FAM tours and webinars served as the primary tools for educating travel advisors and ensuring they were well-informed of the Santa Barbara South Coast's exceptional offerings. Through a partnership with Virtuoso, VSB created an Immersion Program consisting of a Web15 training platform containing multiple training chapters and videos, which travel advisors could access and view on their own time. The program also included two 30-minute live webinars, "Santa Barbara South Coast Wine Experiences" and "Santa Barbara Outdoor Adventures."

VSB had the privilege of presenting the destination along with other California destinations as part of Visit California's partnership with Virtuoso, with additional training webinars shown to the National Tour Association and Adventure Travel Trade Association. Throughout the year, multiple groups of esteemed travel advisors visited the Santa Barbara South Coast to gain firsthand knowledge and experience. Notable clients who participated in FAMs included industry leaders such as Audley Travel, Virgin Holidays, Lusso Travel and a post-FAM from Virtuoso On Tour Toronto.



*VSB's Beth Olson leads the Virgin Holidays FAM through La Arcada in Downtown Santa Barbara, Calif.*



*VSB and Visit Greater Palm Springs' collaboration brought planners to Propagate in Sacramento, Calif.*

## STRATEGY TWO

# GROW OVERNIGHT DEMAND FOR THE DESTINATION

### TRAVEL TRADE SALES

#### Trade Shows

VSB had a significant presence at this year's IPW in San Antonio, where hotel partners joined the sales team to complete over 112 client appointments as well as participate in multiple networking events. Additionally, VSB took part in the annual Cal Cup multi-day golf event with key owners and executives from international tour operators. Other travel trade shows this year included ILTM North America, Signature Travel Network, Ultra Luxury Summit, Connections Luxury Forum and TravPro's Luxury Expo, all of which included scheduled appointments with travel advisors as well as networking opportunities.

#### Making Connections

VSB partnered with Visit Greater Palm Springs to organize two exceptional travel advisor client events, one in Sacramento and the other in San Francisco. In addition to client events, VSB's dedicated travel trade team actively pursued several air service development projects. These projects included hosting a reception for the Alaska Airlines executive team, assisting with the Alaska Airlines community relations team and attending the Jumpstart Conference alongside representatives from Santa Barbara Airport.



*Beth Olson, Hilton Santa Barbara's Daily Lopez, Santa Barbara Hotel Collection's Millie Matz and Mark Feldman at IPW in San Antonio, Texas.*

*The Ritz-Carlton Bacara's Tiffany Reed and VSB's Suzy Kay at ILTM North America in Punta Cana, Mexico.*

## STRATEGY TWO

# GROW OVERNIGHT DEMAND FOR THE DESTINATION

### ADVERTISING

#### “Third Night Free” Lodging Promotion

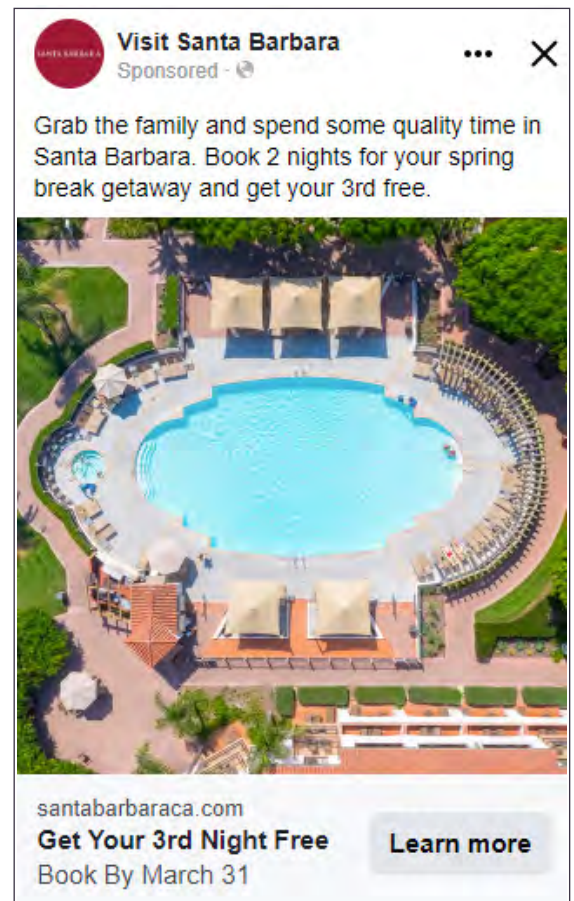
VSB’s “Third Night Free” promotion achieved remarkable growth in driving incremental, non-commissioned bookings directly to lodging partners. The campaign saw an impressive 19% increase in referrals and 29% increase in consumed room nights.

Twenty-eight properties participated across the luxury, mid-tier and economy categories offering one free night on a three-night stay as well as other hotel offers and discounts designed to increase the length of stay within the destination. VSB executed a robust advertising plan consisting of paid consumer emails, paid social media and dedicated content through VSB’s owned channels (website, email and social media). In addition, the VSB public relations team was able to secure editorial coverage to further support the promotion.

An expanded series of dedicated third-party emails through Travelzoo, Dunhill Travel Deals, Luxury Link and Shermans Travel garnered incredible results. The dedicated emails promoting the offers were sent to over 42 million opt-in subscribers across the U.S., with efforts focused on reaching audiences in Northern and Southern California, Phoenix, Denver, Seattle and Portland. Over 107,712 referrals were sent to participating hotels and resulted in an extremely efficient average cost per referral of \$2.98.

An ongoing paid social media strategy ensured that a steady stream of media drove quality referrals to participating hotel properties. Through a series of dynamic ads targeted to pre-qualified English and Spanish-speaking audiences within key drive and fly markets, Facebook and Instagram advertising drove a total of 40,992 partner referrals for an average cost of \$8.05 per referral. This metric is especially impressive as overall paid social advertising costs saw significant increases and fluctuation throughout the year. The team remained vigilant, optimizing ads regularly to achieve the lowest ad costs possible.

CAMPAIGN RESULTS	
Paid Media Spend	\$658,972
Paid Media Impressions	73,340,201
Paid Media Clicks	511,390
Total Partner Referrals	198,437
Referrals from All Paid Media Sources	153,824
Room Nights Consumed	12,119
Average CPM	\$8.99
Average Cost per Paid Media Referral	\$4.28





### Santa Barbara: third night free at 18 hotels

By Camille Guzman



Start the new year on a sunny note with an escape to Santa Barbara. This third-night-free offer — valid at 18 local hotels ranging from boutique, to beach, to 5-star luxury — makes it easy, even on a post-holiday budget. The ride north via the Pacific Coast Highway or aboard Amtrak's Pacific Surfliner will offer gorgeous coastal views even before you get there.

Once you arrive, take in more natural beauty with a stroll on an uncrowded beach or a visit to local botanic gardens. Explore the buzzing restaurant scene before a concert at one of Santa Barbara's historic theaters. Or time your visit for the upcoming Santa Barbara International Film Festival (Feb. 8-18).

However you spend your long weekend in Santa Barbara, you'll have extra cash to do it.

[View Deals](#)

**Visit Santa Barbara**  
Sponsored

Jump into more sunshine during your vacation. Start planning for an extended getaway when you book two nights in Santa Barbara.

SANTABARBARACA.COM  
**Your 3rd Night Is On Us**  
Extend Your Vacation

[Book now](#)

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**Third Night Free at Nearly 20 Santa Barbara Hotels**  
Book by 4/30 to extend your stay  
Visit Santa Barbara

[SAVE](#)

[View Deal](#)

18 hotels to choose from. Book by Feb. 28, 2023.



### SANTA BARBARA

## YOUR THIRD NIGHT IS ON US

2023 is looking bright on the Santa Barbara South Coast, and now's your chance to take a sun-soaked coastal stroll, immerse yourself in nature at verdant gardens and botanic wonderlands, rejuvenate in an underground salt cave or shop fresh, local produce at the weekly farmer's and fishermen's markets. No matter what you do, you'll return home refreshed with a soothed soul.

[VIEW HOTELS](#)

### TRENDING THIS MONTH



#### 10 WAYS TO WINE IN SANTA BARBARA

Elevate your swirl and sip experience to a new standard of memorable, with these anything-but-ordinary ways to wine in this coastal slice of paradise.

[DETAILS](#)



#### 7 UNIQUE DATE NIGHT IDEAS

Santa Barbara has a long, storied history as a destination for romance. Use this curated guide to plan the perfect night out with that special someone.

[DETAILS](#)



#### 10 REASONS TO GET OUTSIDE

Tucked between the Santa Ynez Mountains and the Pacific Ocean, Santa Barbara features the best of both worlds when it comes to outdoor adventure.

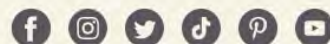
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## STRATEGY TWO

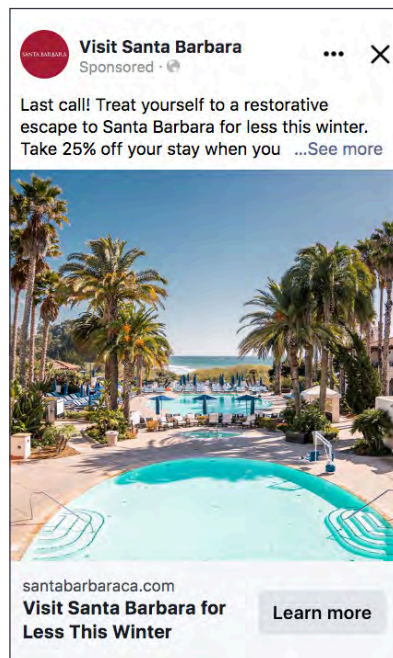
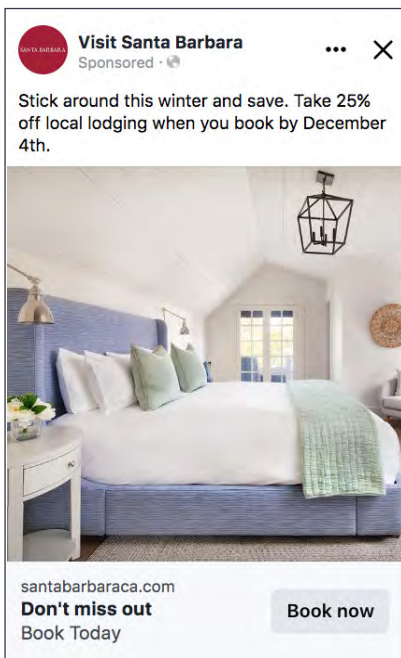
# GROW OVERNIGHT DEMAND FOR THE DESTINATION

### ADVERTISING

#### “Retreat & Restore with 25% Off”

In addition to “Third Night Free,” VSB launched a secondary lodging promotion in the fall to test fresh messaging and time sensitive discounted lodging offers. Designed to drive immediate bookings over the course of a seven-day booking window, “Retreat & Restore with 25% Off” incentivised audiences with a discounted stay that could be applied to stays one, two or three plus nights.

A series of dedicated consumer emails were deployed through trusted media partners—Travelzoo, Dunhill Travel Deals, Luxury Link and LA Times—all geared towards capturing pre-qualified travelers within California. Digital ads through Facebook and Google reached audiences in California, in addition to recovering the attention of past website visitors to SantaBarbaraCA.com. Unique to this lodging promotion, local advertising was purchased to stimulate staycations and inspire friends and family visiting for the holiday season to take advantage of the discount. Local media partners included The Santa Barbara Independent and Noozhawk.



CAMPAIGN RESULTS	
Paid Media Spend	\$119,658
Paid Media Impressions	6,091,666
Paid Media Clicks	48,903
Total Partner Referrals	19,264
Referrals from All Paid Media Sources	16,888
Room Nights Consumed	493
Average CPM	\$20
Average Cost per Paid Media Referral	\$7.09



### Santa Barbara: save 25% on hotels & rentals

By Camille Guzman



This week only, take your pick of luxe, cozy, spacious and budget-friendly lodging options in Santa Barbara and save 25%. An easy ride north via the Pacific Coast Highway or Amtrak's Pacific Surfliner, Santa Barbara is a peaceful coastal spot for escaping the hubbub of the city.

And since these offers are good for stays through February, you can weave holiday light shows, parades, performances, markets and more festive events into your travel plans. Winter's also a great time to hit the beach for surfing and sailing, or to hike and bike along the scenic waterfront, minus the crowds.

[View Deals](#)

## Los Angeles Times

# Escapes

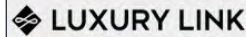
PRESENTED BY VISIT SANTA BARBARA\*

ADVERTISEMENT BY VISIT SANTA BARBARA



[Retreat and restore with 25% hotels and vacation rentals in Santa Barbara.](#) Discover a gentle crescent of California coast connecting breathtaking beaches, soaring mountains, verdant vineyards and eclectic communities. Plan your next beautiful getaway and enjoy exhilarating outdoor adventure, fascinating arts and culture, an incredible variety of local food and wine, and so much more.

When [you book by Sunday, Oct. 30](#), you'll receive 25% off lodging at participating hotels and vacation rentals from November 2022 through February 2023. There's no better time to treat yourself to the restorative weekday, weekend or weeklong escape you've been dreaming of.



From one of our preferred partners



SANTA BARBARA

## RETREAT & RESTORE WITH 25% OFF IN SANTA BARBARA

Retreat to Santa Barbara, where picturesque Spanish-style architecture and palm tree-lined beaches are plenty. We have first-class experiences down to a science: Bright beach days that turn into cool evenings pair perfectly with a rich glass of pinot noir in our slice of paradise.

When you **book by this Sunday, Oct. 30**, you'll receive 25% off lodging at participating hotels and vacation rentals from November 2022 through February 2023. There's no better time to treat yourself to the restorative weekday, weekend or weeklong escape you've been dreaming of.

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### MICHELIN STAR SPOTLIGHT

The local culinary scene is infused with an authentic spirit of collaboration and connectivity that is reflected in every detail. *MICHELIN Guide California* has recognized these iconic restaurants and we welcome you to taste why.

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Whether you're seeking a mental health reboot, a digital detox or pure pampering, serenity can easily be found on the water, in the mountains and amidst tranquil parks and gardens in the Santa Barbara South Coast.

[DETAILS](#)



### PRIVATE EXPERIENCES

From outdoor excursions and memorable meals to expeditions at sea and educational endeavors, here are the quintessential Santa Barbara experiences that can be enjoyed exclusively by you and your guests.

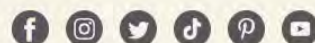
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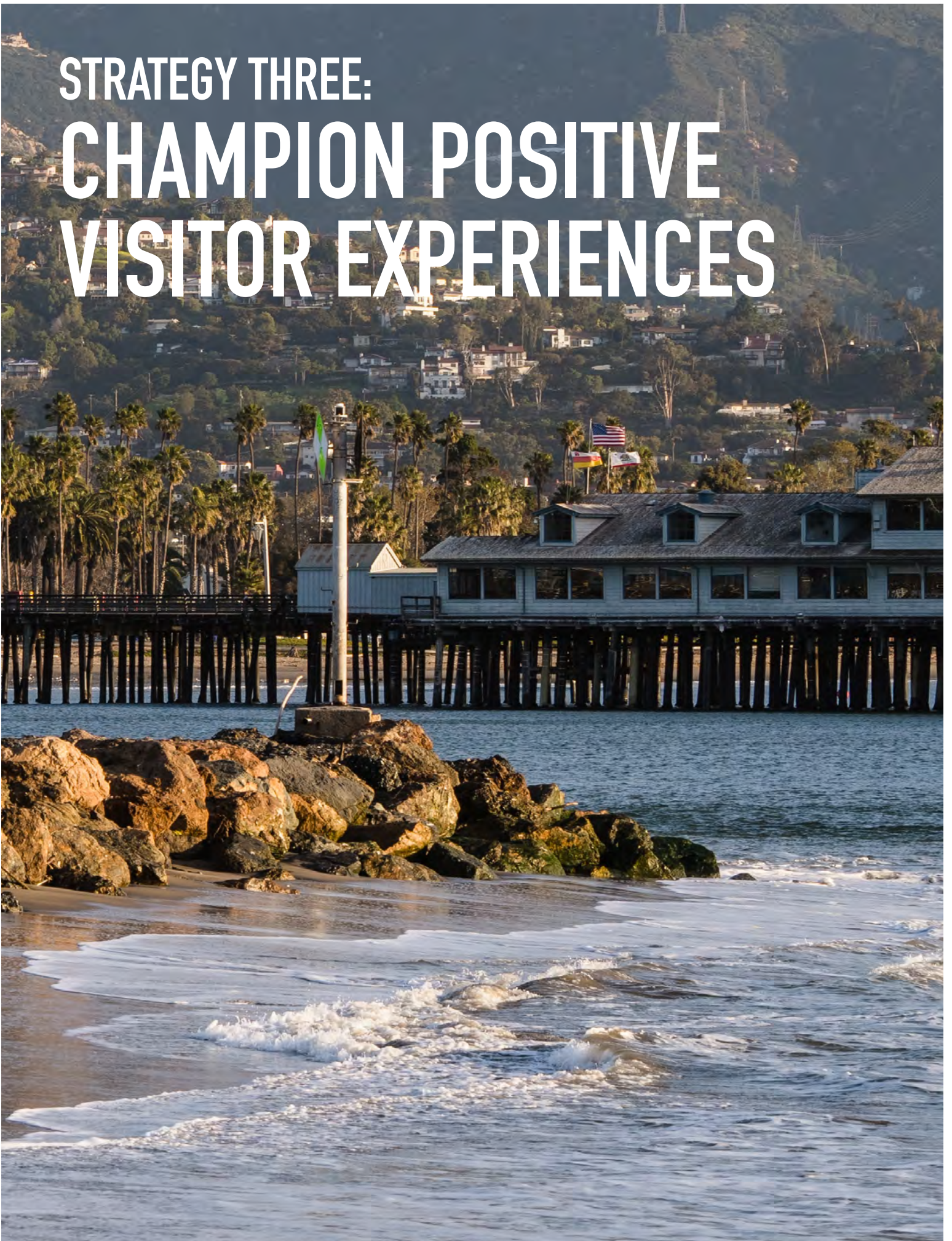
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# STRATEGY THREE: CHAMPION POSITIVE VISITOR EXPERIENCES



## STRATEGY THREE

# CHAMPION POSITIVE VISITOR EXPERIENCES

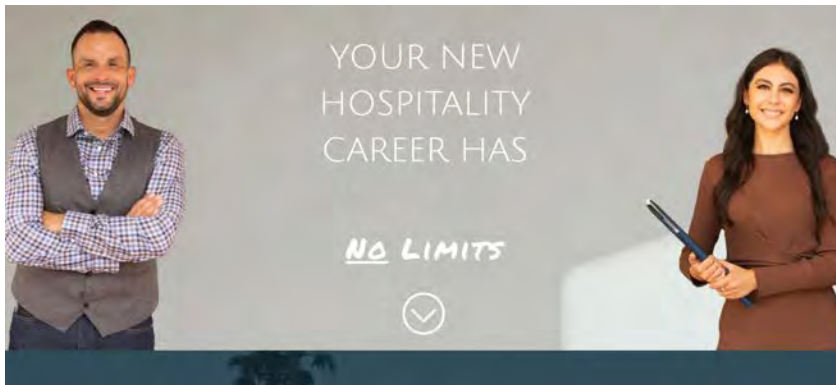
### WORKFORCE DEVELOPMENT

#### Hospitality Inspiration Campaign

VSB collaborated with the Santa Barbara South Coast Chamber on the Hospitality Inspiration Campaign, aimed to attract and retain employees in the hospitality industry by showcasing success stories of local service workers. The paid advertisements included OTT (streaming), cross-device display, digital online and social media videos (Facebook and Instagram) in both English and Spanish. The campaign directed interested individuals to the Hospitality Inspiration Campaign [website](#) which featured motivational stories and a list of current hospitality job openings in the area. The advertising efforts resulted in 4,255,370 impressions across all digital channels and the campaign website received over 114,535 pageviews.

#### Career Fairs

To address the staffing needs of local hospitality businesses and enhance visitor experiences on the Santa Barbara South Coast, VSB consistently prioritized workforce development. In October, VSB hosted a career fair as part of a series aimed at connecting job seekers with businesses offering hospitality-related positions. Approximately 20 businesses participated, with the fair attracting job seekers through digital, social and radio advertising, and several attendees were even offered on-site interviews. VSB also partnered with several local organizations participating in the State Street Job Fairs held in April and September. Both events showcased nearly 150 local businesses seeking to hire staff across a range of positions—from entry-level to upper management. The job fairs saw a significant turnout, with an estimated 1,400 job seekers in total attending.



*The Hospitality Inspiration Campaign features La Paloma Cafe's Bobby Dommeyer and Rosewood Miramar Beach's Ashley Amarillas.*



*Job seekers explore employer booths at the State Street Job Fair on April 19, 2023.*

#### UCSB Extension Hospitality Program

VSB worked in partnership with the UCSB Extension program to provide guidance in the development of a new hospitality-focused curriculum and certification. The primary goal was to inspire and encourage students to pursue careers in the hospitality field. The new certification program encompassed three tiers for entry-level, mid-management and senior management positions. The program launched its first one-day boot camp during the Spring quarter and by the close of 2023, UCSB will offer the full hospitality certificate for the mid- and managerial level professional courses.

## STRATEGY THREE

# CHAMPION POSITIVE VISITOR EXPERIENCES

### FRONTLINE HOSPITALITY TRAINING

VSB reintroduced the highly popular I Am Santa Barbara ambassador training program, which is now offered on a monthly basis free of charge for frontline hospitality staff. The program aims to empower and educate Santa Barbara businesses and their employees about the destination and its offerings. The 60-minute training covers various topics including tourism's impact, local history and architecture, an overview of destination offerings, hospitality services and how to handle sensitive topics. Upon completion of the course, attendees received an official certificate and had the opportunity to win prizes including free passes for attractions, museums, tours and wineries. Since its relaunch, 168 hospitality workers have attended the training and become certified as Santa Barbara Ambassadors. Feedback from attendees was overwhelmingly positive, with several comments highlighting the course's benefits, including its relevance for front desk agents and concierge teams, its thoroughness and the enjoyable experience facilitated by the training team.

### COMMUNITY EVENTS

#### Hospitality Summer Games

In September, VSB participated in the third annual Hospitality Summer Games, an exciting Olympics-style competition featuring a range of team-building events aimed at promoting the Santa Barbara destination. The event successfully showcased the strong camaraderie within the local hospitality community and served as a fun platform for boosting employee morale. The challenges included engaging activities such as cake wars, bike building, bed making, golf putting, a server obstacle course and a captivating talent competition. Furthermore, the participating organizations generously contributed raffle items, and the proceeds were donated to support the culinary program at Santa Barbara City College. As part of the event's charitable efforts, seven bicycles were also donated to the local chapter of the Boys & Girls Club.



*Top: I Am Santa Barbara trainees. Bottom: The bed making competition at the Hospitality Summer Games.*

#### Community Event Support

As part of its dedication to the Santa Barbara South Coast community, VSB sponsored a range of local events throughout the year including the Goleta Lemon Festival, Santa Barbara Culinary Experience, Stearns Wharf 150th Anniversary, UCSB Alumni Weekend, World of Pinot Noir and Pianos on State Street. In addition to financial sponsorship, VSB provided invaluable in-kind marketing support for these and many other local events and festivals through owned channels, including SantaBarbaraCA.com, social media platforms, consumer e-newsletters and public relations outreach. By leveraging these channels, VSB aimed to generate increased interest and attract more attendees to these events, further enhancing their success and impact within the community.

**STRATEGY FOUR:  
STRENGTHEN THE  
ORGANIZATION'S  
EFFECTIVENESS**



## STRATEGY FOUR

# STRENGTHEN THE ORGANIZATION'S EFFECTIVENESS

### MEMBERSHIP

This year, VSB established a dedicated community partnerships department with the aim of enhancing current relationships and fostering new partnerships with members, stakeholders, local hospitality businesses and the community at large. The department actively engaged with VSB members and the community through a diverse range of events, including member gatherings, training sessions, seminars and educational classes. The team strengthened existing relationships while actively seeking out new partnerships and collaborations. Another notable addition this year was the introduction of a monthly industry e-newsletter, providing valuable updates and beneficial information to the industry.

### MEMBER EVENTS

#### Tourism Summit

The picturesque Cabrillo Pavilion served as the venue for VSB's annual Tourism Summit held in January. The summit provided a platform for sharing valuable insights and updates on VSB's marketing, sales and community partnership programs, all aimed at supporting the Santa Barbara South Coast travel industry. Attendees learned about the current travel climate and future travel trends. Clayton Reid, CEO of MMGY Global and a renowned expert in travel marketing, delivered the keynote address. He discussed the dynamic nature of travel conditions, their impact on future travel behaviors and innovative approaches to reaching visitors. The event's 172 attendees included VSB members, professionals from the Santa Barbara County hospitality industry, local press and community leaders as well as city and county officials.



*Attendees listen as Kathy Janega-Dykes provides tourism updates at the 2023 Tourism Summit.*



*Members of the VSB Leadership Team participate in a panel discussion during the event program.*

## STRATEGY FOUR

# STRENGTHEN THE ORGANIZATION'S EFFECTIVENESS

### Annual General Meeting

In May, as part of the National Travel and Tourism Week celebration, VSB held its Annual General Meeting with a special focus on enhancing the destination's accessibility for all visitors, particularly those with disabilities. Held at Santa Barbara Zoo, Victoria Strong, founder and executive director of the Gwendolyn Strong Foundation, and John Sage, CEO of Accessible Travel Solutions, delivered insightful presentations centered around accessibility. Afterwards, attendees explored local accessibility resources from the Gwendolyn Strong Foundation, PathPoint, Autism Embrace, NatureTrack and Alpha Resource Center. The event attracted over 200 guests, including VSB members, city and county officials and community leaders. This robust attendance demonstrated the collective commitment within the tourism industry to making the destination accessible for all visitors.



*Attendees welcome keynote speaker John Sage to the stage at the 2023 Annual General Meeting.*

### Lunch and Learn Series

VSB reintroduced the highly anticipated Lunch and Learn monthly series, offering a wide range of topics to members. These complementary events provided valuable learning opportunities while also serving as a platform for networking and connecting with other businesses. Sessions delved into various subjects, including emerging social media platforms, travel trade, air service development, hotel performance data, the waterfront cruise ship program, graphic design/branding and cooperative opportunities. To conclude the series, a fun and interactive wine seminar was held in collaboration with the Santa Barbara Vintners and Margerum Wine Company. Participants expressed gratitude for the organization and professionalism of the events, highlighting the valuable content and networking opportunities provided. The Lunch and Learn events garnered 162 total attendees across the 10 sessions.



*The wine seminar at Margerum Wine Company.*

## STRATEGY FOUR

# STRENGTHEN THE ORGANIZATION'S EFFECTIVENESS

### Meet and Mingle Events

VSB introduced a new series of quarterly Meet and Mingle member networking events aimed at creating an engaging environment where attendees could foster connections, share insights and strengthen partnerships. The inaugural event took place aboard Celebration Cruises' *Azure Seas*, offering a picturesque setting on the water. In March, M. Special hosted in downtown Santa Barbara, and the event featured Santa Barbara-themed trivia inspired by the I Am Santa Barbara training. In June, attendees played a fun and interactive bingo game at Samsara Wine Company tasting room in Goleta. Over 70 members attended across the three events, with opportunities at each to win prizes and experiences generously donated by VSB members. These contributions from VSB members added an extra element of appreciation and demonstrated the strong support and collaboration within the local business community.

### VISIT CALIFORNIA DESTINATION MIXER

In June 2023, VSB exhibited at the Visit California Central Coast Destination Mixer held in Sacramento. During the event, they had the opportunity to pitch the Santa Barbara South Coast to over 75 VCA staff and agency partners. Santa Barbara was chosen as one of five featured central coast destinations, allowing the team to highlight the unique experiences and attractions available to visitors.

MEMBERSHIP	
Active Members	256
New Members	38



*Attendees play bingo during the June Meet and Mingle at the Samsara Wine Company tasting room.*



*VSB's Beth Olson presents at the Visit California Destination Mixer in Sacramento, Calif.*

STRATEGY FOUR

# STRENGTHEN THE ORGANIZATION'S EFFECTIVENESS

TRAVEL TRENDS 2022-2023

ACCOMODATIONS EMPLOYMENT		ANNUAL
Santa Barbara County		5,250

SANTA BARBARA SOUTH COAST TBID HOTEL PERFORMANCE		ANNUAL
Occupancy		70%
Average Daily Rate (ADR)		\$374.35
Revenue Per Available Room (RevPAR)		\$242.49
Demand (Room Nights)		1,302,661
Supply (Room Nights)		1,866,024
Gross Revenue		\$452,484,714

AIRLINE PASSENGER VOLUME		ANNUAL
Santa Barbara Municipal Airport		1,278,224

WEATHER AT SANTA BARBARA MUNICIPAL AIRPORT		ANNUAL
Average High Temperature (°F)		68.5
Total Precipitation (Inches)		28.8
Days of Precipitation		54



# ABOUT VISIT SANTA BARBARA

Visit Santa Barbara is a nonprofit 501(c)(6) organization jointly funded by the City of Santa Barbara, the County of Santa Barbara, the South Coast Tourism Business Improvement District (TBID) and by a membership of hospitality-related businesses. As the official destination marketing organization for the Santa Barbara South Coast, VSB is contracted by the City of Santa Barbara to market the area nationally and internationally as a premier destination for leisure and business travel.

VSB's Board of Directors is composed of business owners and professionals who have the experience and willingness to serve the community beyond the scope of their demanding work schedules. Their volunteer responsibilities include steering company policy, building relationships with local government, interpreting the needs and interests of the community, shaping how VSB delivers upon its mission and influencing the organization's future evolution.

## VISIT SANTA BARBARA'S MISSION

Visit Santa Barbara inspires overnight travel to the Santa Barbara South Coast in order to enhance the community's economy and quality of life.

## 2022-2023 BOARD OF DIRECTORS

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**Janis Clapoff**, El Encanto, A Belmond Hotel  
**Chris Cline**, Hotel Santa Barbara  
**Barry Dorsey**, The Leta Hotel, Tapestry Collection by Hilton  
**Andrew Firestone**, StonePark Capital  
**Dan Glaeser**, Montecito Bank & Trust  
**Robert Glock**, Hotel Milo  
**Richard Good**, El Capitan Canyon  
**Greg Gorga**, Santa Barbara Maritime Museum  
**Christopher Hastert**, Santa Barbara Airport  
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**Councilmember Mike Jordan**, City of Santa Barbara  
**Alison Laslett**, Santa Barbara Vintners  
**Michael Martz**, Hayes Commercial Group  
**Kristen Miller**, Santa Barbara South Coast Chamber of Commerce  
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**Kyle Oliver**, Sandpiper Golf Club  
**Samantha Onnen**, Santa Barbara Airbus  
**Tom Patton**, Ramada by Wyndham Santa Barbara  
**Anne Petersen**, Trust for Historic Preservation  
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**Brandon Ristaino**, Good Lion Hospitality  
**Mitchell Sjerven**, bouchon santa barbara  
**Steve Windhager**, Santa Barbara Botanic Garden

# STAFF

## ADMINISTRATION

Kathy Janega-Dykes, President/CEO  
James Minton, CDME, Vice President

## COMMUNITY PARTNERSHIPS

Noelle Buben, Director of Community Partnerships and Events  
Cat Bronge, Community Partnerships Manager

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JessyLynn Perkins, Director of Marketing  
Carly Hopkins, Creative Manager  
Olivia Barroca, Digital Marketing Manager  
Shantel Adams, Web Marketing Manager  
Taylon Faltas, Content Manager

## PUBLIC RELATIONS

Karna Hughes, Director of Public Relations  
Anna (Jacobson) Naughton, Public Relations Manager  
Brooke Holland, Public Relations Manager

## SALES

Beth Olson, CDME, Director of Sales  
Catherine “Cat” Puccino, Director of National Accounts  
Mark Feldman, Sales Representative, Northern California  
Suzy Kay, Sales Representative, Southern California



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