

WHY SANTA BARBARA, CALIFORNIA?



DESTINATION SNAPSHOT

Santa Barbara, also known as “The American Riviera™”, is a self-contained paradise conveniently located between Los Angeles and San Francisco. The city’s signature red tile roofs, white washed buildings and lush gardens are nestled between the Santa Ynez mountains and the sparkling Pacific Ocean, evoking the topography and architectural aesthetic similar to the French Riviera—with a distinctly Californian twist. Simultaneously sophisticated, easy-going and energetic, Santa Barbara offers big city caliber arts and entertainment, a refined collection of resorts and hideaways and abundant outdoor adventures both on land and at sea. Not to mention a world-class wine country with over 200 vineyards and seven American Viticultural Areas, there’s no denying that Santa Barbara is a place that has elevated living well to an art form.

VISIT
SANTA BARBARA

CULINARY CACHET

In 2024, Santa Barbara County joined the prestigious ranks of Michelin starred dining destinations with Caruso’s at Rosewood Miramar Beach earning both a Michelin star as well as a Green Star for their efforts in Sustainable Gastronomy. With 10 restaurants receiving recommended restaurant designations and four recognized as Bib Gourmand eateries, the tally of Michelin-approved establishments is a grand total of 15. In addition to amazing wine country just 35 miles north in Santa Ynez Valley, over 40 tasting rooms can be enjoyed on the downtown Urban Wine Trail just minutes from the beach.

ARTS & CULTURE

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

CULTURAL HERITAGE

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

DYNAMIC DOWNTOWN

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

PARKS & GARDENS

Santa Barbara Channel Islands National Park, known as the “Galapagos of North America,” offers year-round whale watching, diving, spectacular hiking and kayaking in the Painted Cave – one of the world’s largest and deepest sea caves. Santa Barbara is also known for its nurseries and notable gardens, including Lotusland and Santa Barbara Botanic Garden.

WATER ACTIVITIES

With over 300 days of sunshine per year, Santa Barbara offers a variety of water activities of varying skill levels, including: kayaking, sailing, surfing, paddle-boarding, wind- surfing, snorkeling, scuba-diving, and deep-sea fishing.

WHY SANTA BARBARA?

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

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

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

Santa Barbara Airport (flightsba.com)
8 mi/12 km north of the city with direct flights from multiple domestic cities.



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



SANTA BARBARA FACTS

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