



Visit Santa Barbara Tourism Summit

Jan. 28, 2026

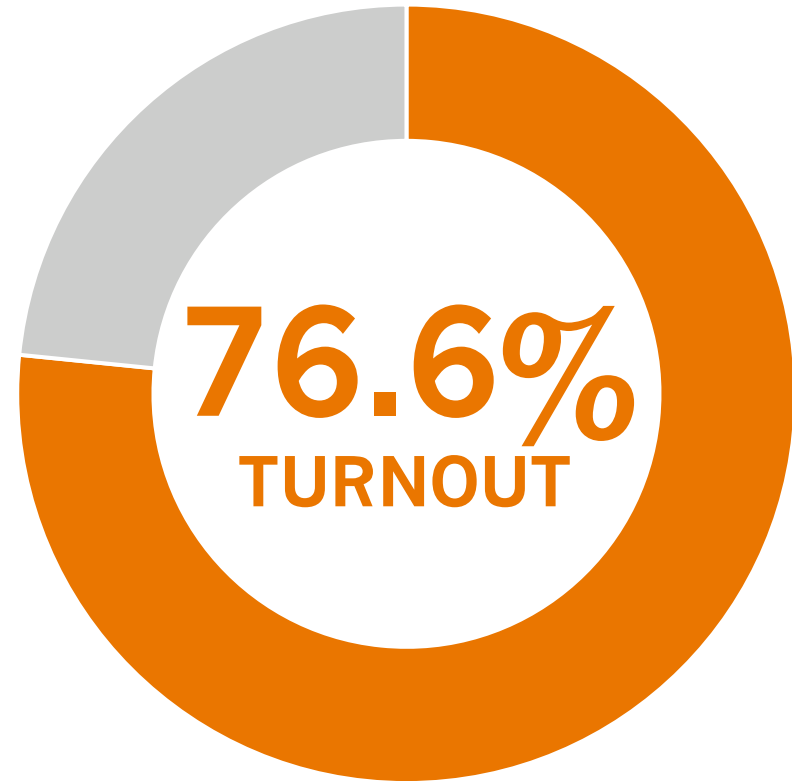


Caroline Beteta

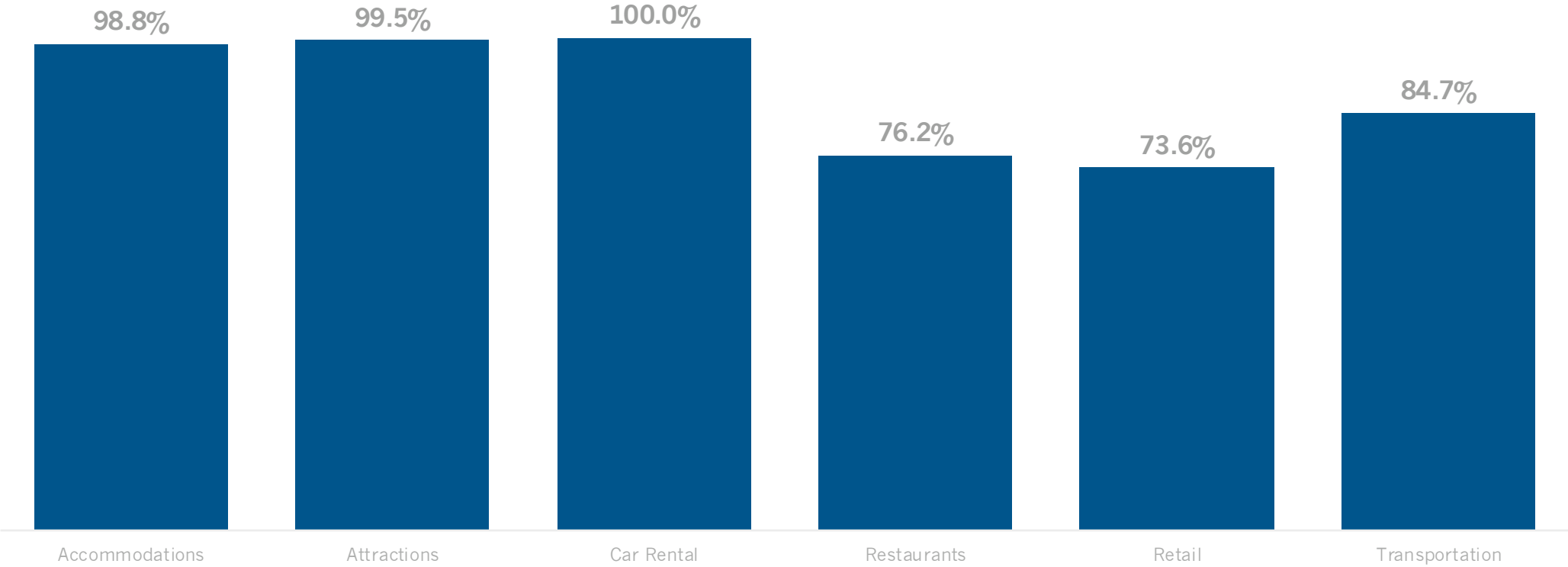
President & CEO
Visit California



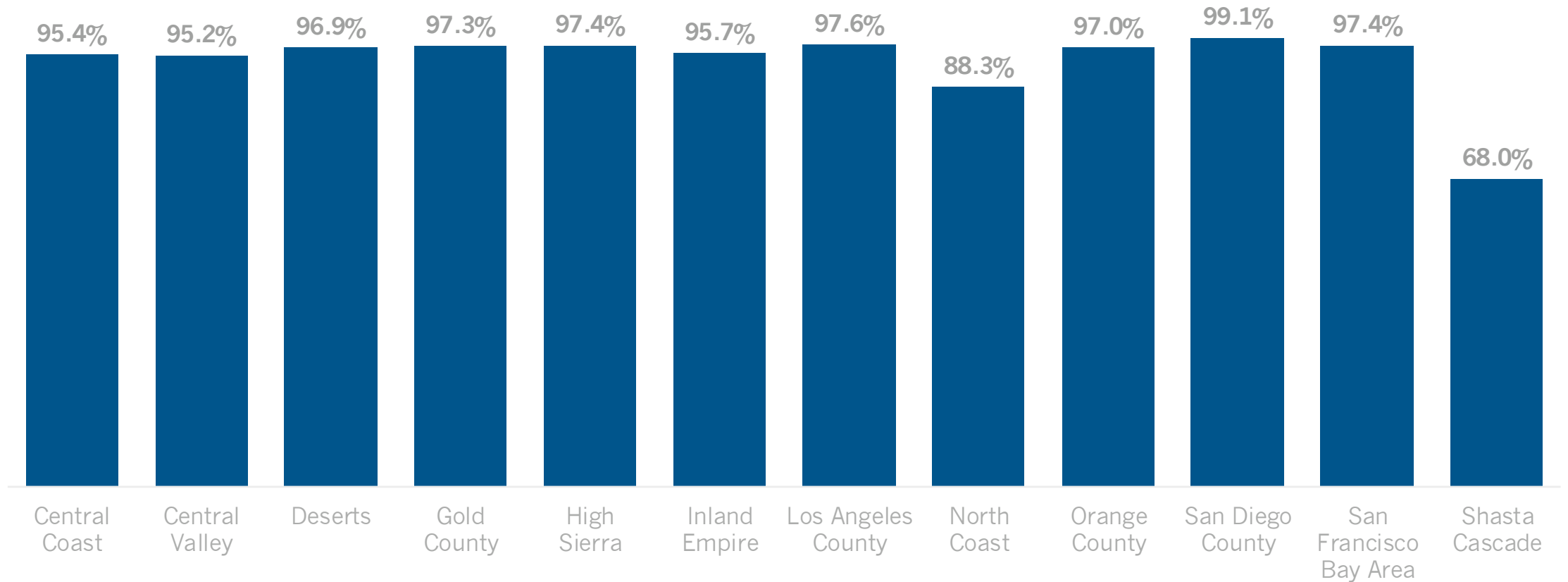
VOTE ☒ YES



Approval rate by segment



Approval rate by region





Forward Together



- Officially formed in 1996
- Nonprofit 501(c)6
- 18,000+ assessed businesses
- Mission: create desire for the California experience
- 37-member board of directors



Board Leadership



Santa Barbara board representation



Visit Santa Barbara representation



Kathy Janega-Dykes

President & CEO, Visit Santa Barbara

- Marketing Advisory Committee
- CEO Destination Council
- PME Task Force
- CEO Mission to Canada

BRAND
USA

visit★
California

SANTA BARBARA
THE AMERICAN RIVIERA

INSPIRATION

PLANNING

TRANSACTION

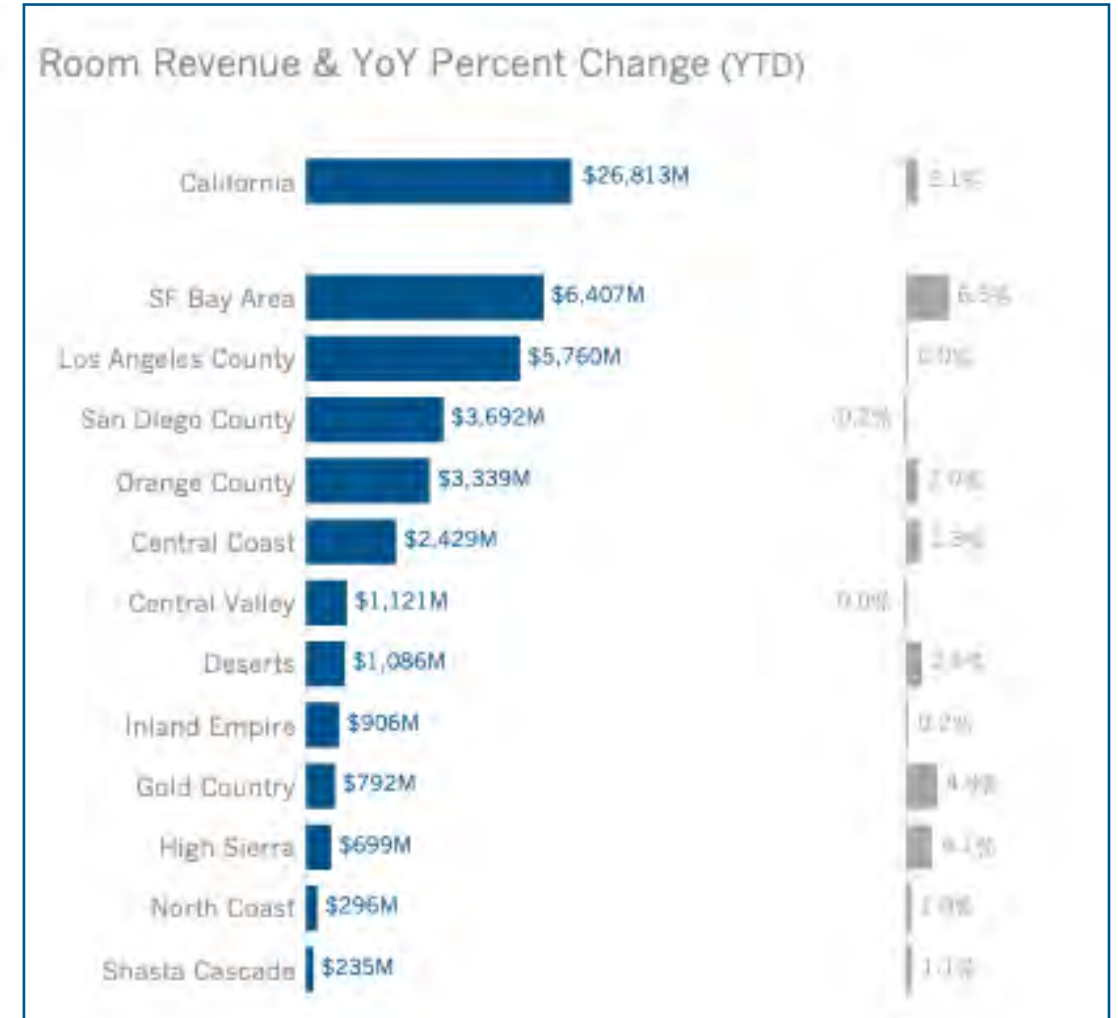
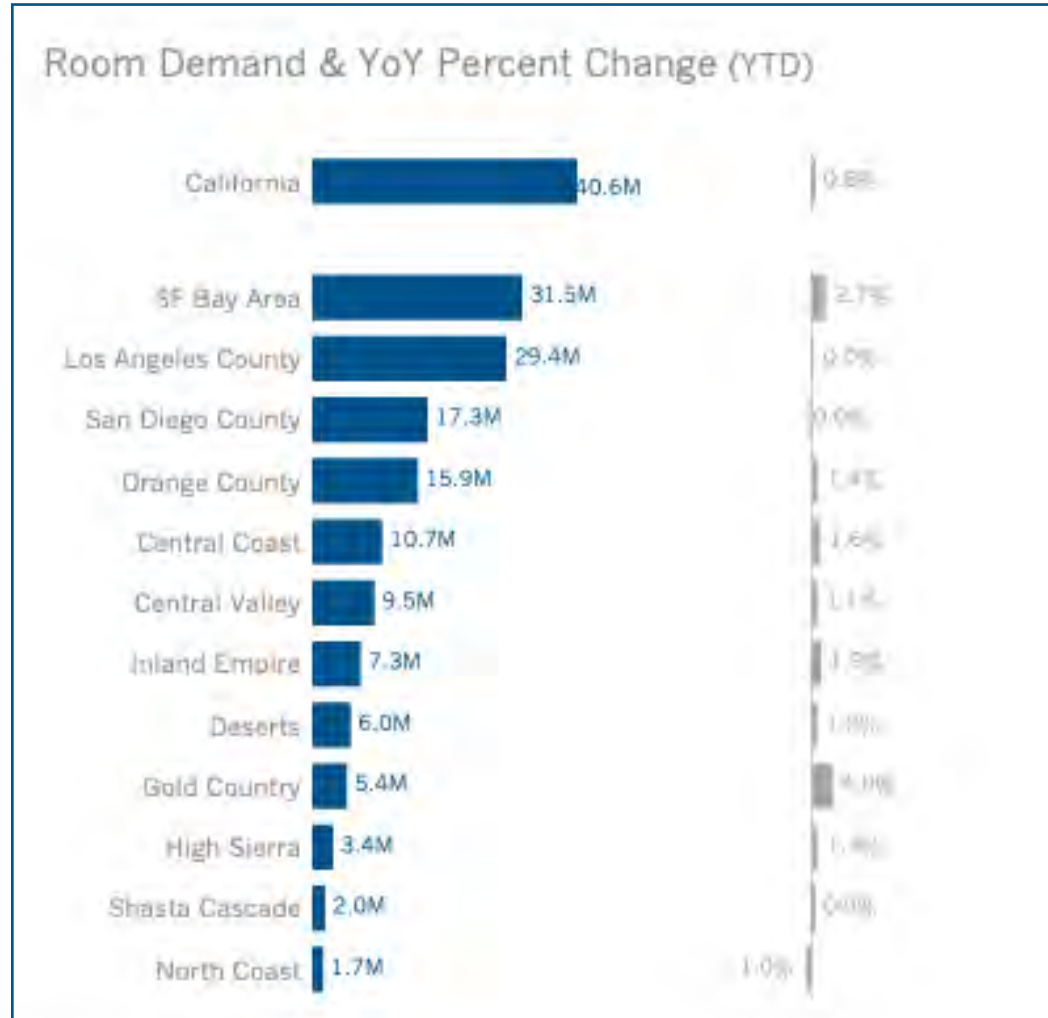
ACCOMMODATIONS
ATTRACTIONS
RESTAURANTS & RETAIL
TRANSPORTATION
RENTAL CARS



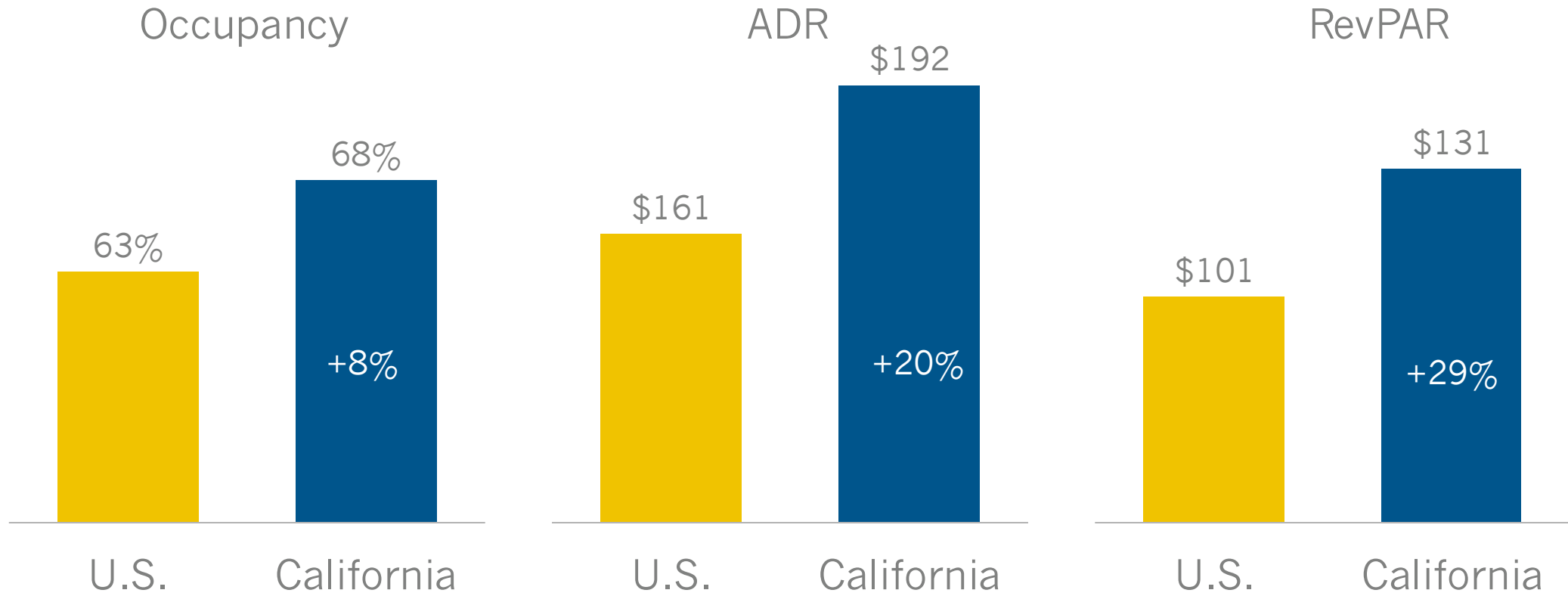
State of tourism

California & Regions Room Demand (2025)

The chart below shows California and regions hotel room demand and revenue year-to-date and percent change to prior year.

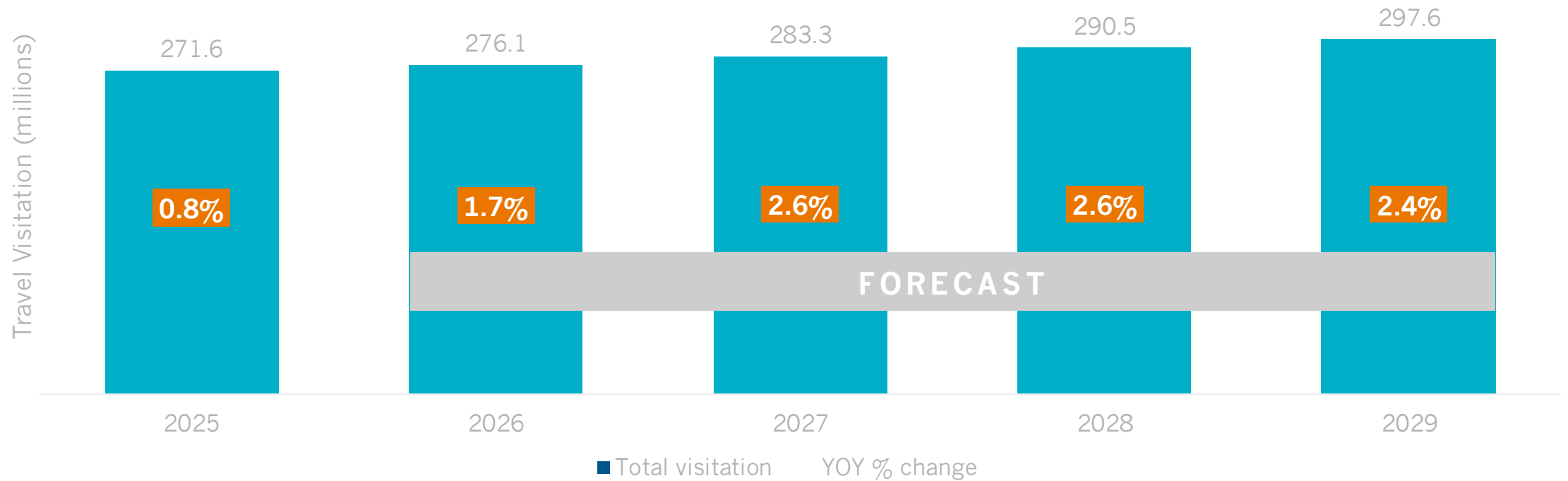


California Lodging KPIs



Source: CoStar (Nov. 2025)

California visitation forecast

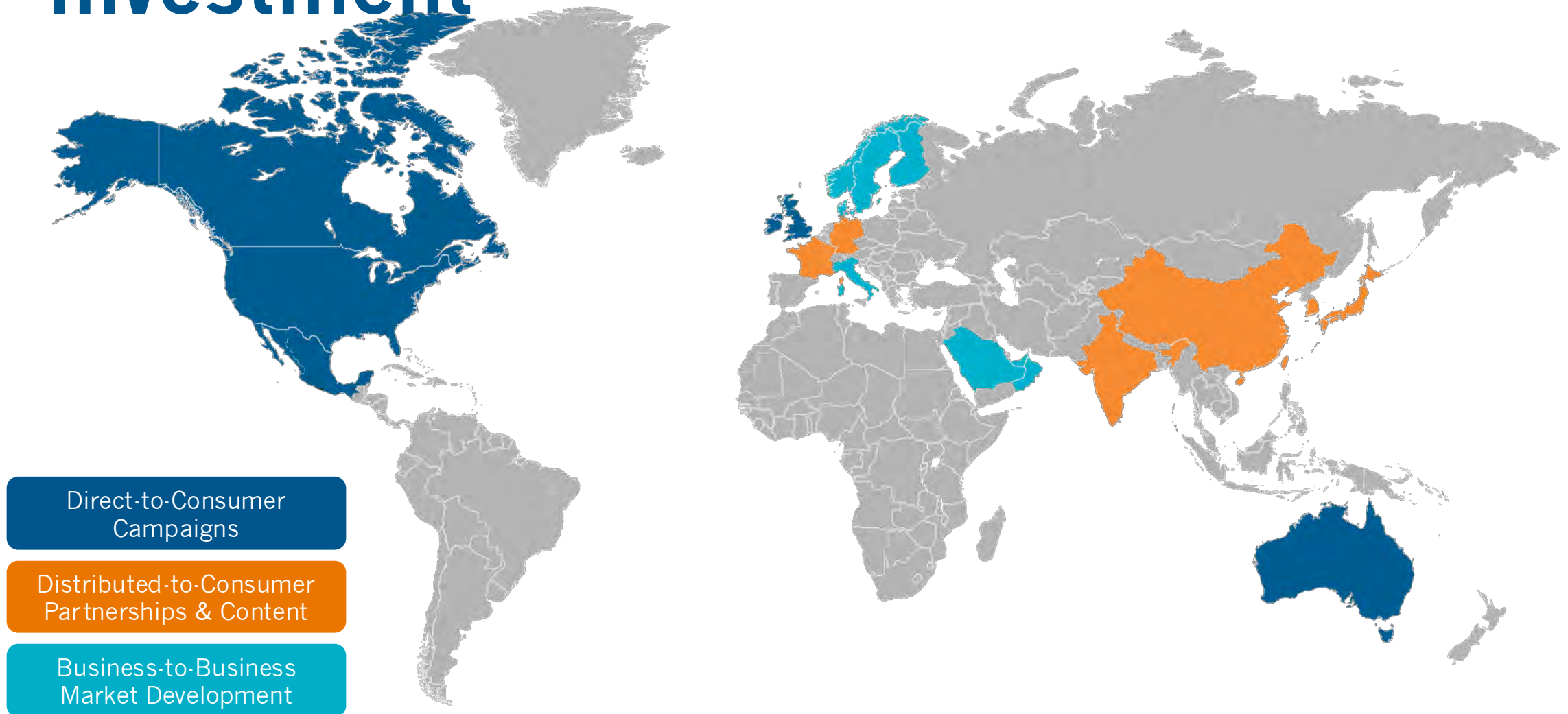


Source: Tourism Economics (October 2025)



Driving demand for California

Global marketing strategy and investment



FY25/26 Ultimate Playground framework

BRAND CAMPAIGNS

Global
Leisure
Travel



‘Let’s Play’



‘Childhood Rules’



‘Playful Journeys’

DYNAMIC FOUNDATIONAL CAMPAIGN



Leveraged Media Base – SEM –
Programmatic Digital – Paid Content Distribution

PROFESSIONAL MEETING & EVENTS CAMPAIGN

Global
Business
Travel



‘Meet What’s Possible’

Supporting Santa Barbara's professional meetings and events

FY25/26 Platform tactics

- \$1 million budget
- 25 million impressions
- Paid media, trade shows and 1:1 engagement



‘Let’s Play’

- FY25/26 media plan
 - \$17.4 million media buy
 - 1.2 billion impressions



‘Childhood Rules’

- FY25/26 global media plan
 - \$12.6 million media buy
 - 726.7 million impressions

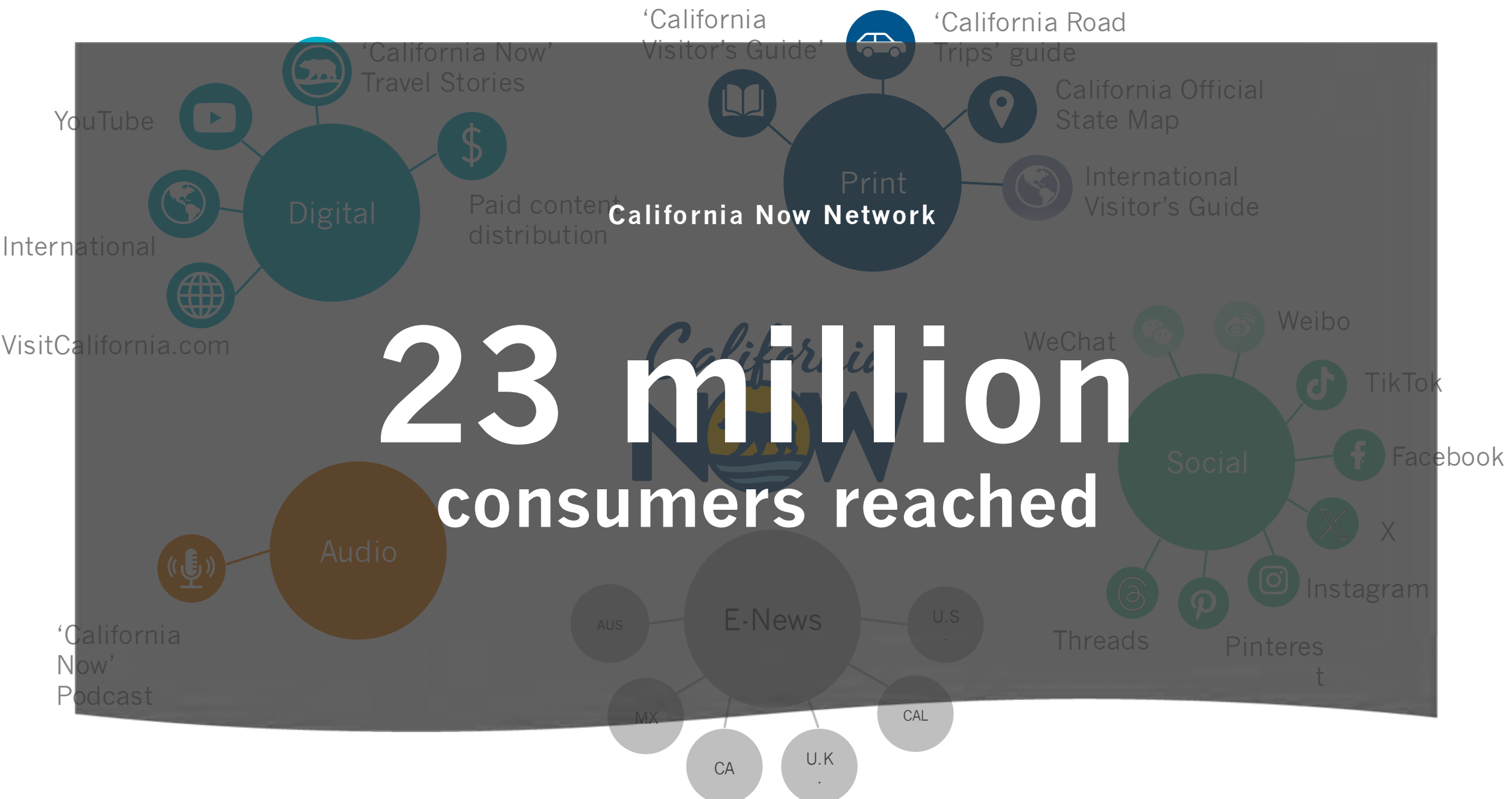


‘Up Around the Bend’

- FY25/26 media plan
 - \$13.7 million media buy
 - 729 million impressions



23 million
consumers reached



the best of

2026

California

OFFICIAL VISITOR'S GUIDE

MANDY MOORE'S CALIFORNIA STORY

5 EPIC ITINERARIES

Plan your perfect California getaway

WHAT'S NEW NOW

Hot hotels, trending restaurants, and must-sees

PRO TRAVEL TIPS

Insider hacks for exploring more, spending less

visit California

VISITCALIFORNIA.COM

CENTRAL COAST

NEW AND NOTEWORTHY

FOOD & DRINK

With an inviting brick courtyard and delectable wood-fired pizzas hot out of an authentic Valoriani oven, Pinyon **Ventura** has added a deliciously soulful dining destination to downtown. Porchetto means "little park" in Italian, and the hyperlocal, hyper-seasonal Cal-Italian restaurant pays tribute both to the landmark **Paso Robles** downtown city park across the street and to the bounty available from area farms. **Monterey's** much-anticipated Oystertown boasts that its "menu changes with the tides," and you'll definitely want to try dressed oysters such as the Trout Fishing in America (smoked trout, rose, crème fraîche, and chives).

ACCOMMODATIONS

The romance of early California comes to life at Hotel El Roblar, a 1919-vintage hotel that has been beautifully restored in the historic heart of **Ojai**. The Ritz-Carlton **Bacara** in **Santa Barbara** is celebrating 25 years with a multimillion-dollar remodel, upgrading its extensive 78-acre property with a new pool deck and three new restaurants, including the waterfront Italian eatery Marisella from chef Danny Grant. Built in 1950 as an apartment building before becoming **Solvang's** first

motel, The Marlo is now a boutique hotel with modern rooms that blend Danish and Californian stylings. An ideal base for exploring the surrounding wine country, The Ava Hotel Paso Robles brings contemporary luxury to the city's downtown—not to mention a rooftop saltwater pool perfect for Paso's warm summer nights.

Located in the small wine town of **Templeton**, the three-story Cambria Hotel Templeton-Paso Robles offers stylish rooms and spacious suites for up to 10 guests. With Western-inspired art, cabanas, and an outdoor bar, it reflects co-owner Doug Filippini's ranch and winery roots.

ENTERTAINMENT

Talk about a win-win: Ventura's improved Surfers Point Bike Path opens up new coastal views while helping to protect both the fragile dune habitat and the iconic surf break. A blend of traditional and contemporary design elements, the **Santa Ynez** Chumash Museum and Cultural Center celebrates thousands of years of tribal heritage. Its 3.5-acre cultural park is landscaped with native plants long used by the Chumash in daily life, and you can also see an authentic tomol, a traditional Chumash redwood plank canoe.



The Ritz-Carlton Bacara



Pinyon Ventura



January 2026 Events

Celebrate this mellow season by making the most of film festivals, big-league sports, and delicious dining deals.

New Year, New Fun



Podcast: Ike Barinholtz's Hollywood Stories

The Emmy-nominated actor and comedian chats with his buddy, host Josh Meyers, about his favorite spots in L.A., the Bay Area, and the High Sierra.

Listen Now

Coming Soon: Yosemite's Firefall

This magical phenomenon—a twilight show that looks like lava flowing down El Capitan—happens in February. Here's how to see it.

Make a Plan



20+ Hot Winter Deals

Beat your winter blahs by planning a trip—and start by scoring serious discounts on hotels, lift tickets, and theme park admission.

Book Now

Foodie Alert: 5 Don't-Miss Spots in Santa Barbara

These notable restaurants are serving bold new flavors—think local ingredients, global influences, and a lot of great Funk Zone wine.

Central Coast Feast



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Travel Alerts

EXPERIENCES / CALIFORNIA QUESTIONNAIRE: WHERE PHIL ROSENTHAL EATS IN CALIFORNIA

California Questionnaire: Where Phil Rosenthal Eats in California

The producer and traveling foodie can't get his fill of Golden State wonders

Time for a road trip—where are you going? A [trip up the coast](#) is one of the greatest things to do in the state. You have mountains on one side, the ocean on the other, and the coast is just filled with great little towns and food to explore along the way.

Some cities that immediately come to mind are [Santa Barbara](#), [Cambria](#), [Monterey](#), and then of course [San Francisco](#), which is one of the greatest cities in the world. Then you have [Napa](#) and beyond, which, as mentioned, is like Italy's wine country in the States!

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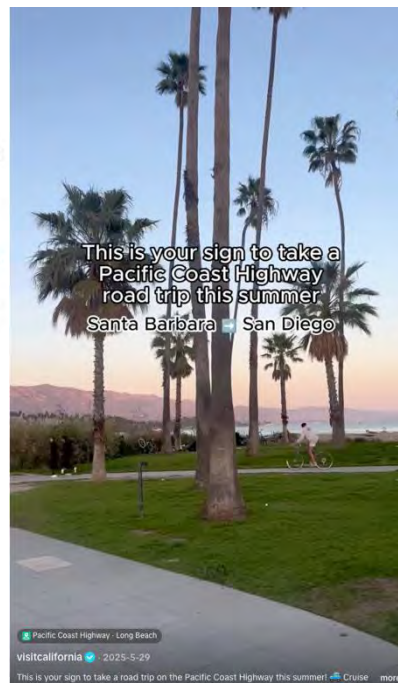
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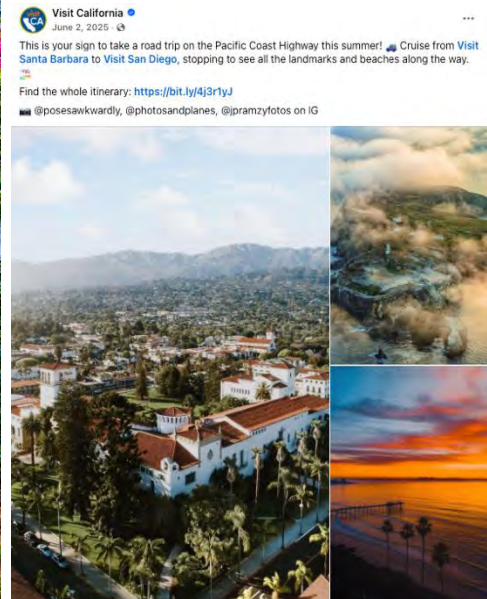


This is your sign to take a Pacific Coast Highway road trip this summer. Santa Barbara → San Diego



JFK and Jackie honeymooned here

visitcalifornia
San Ysidro Ranch
Following
Where timeless beauty meets iconic history. more



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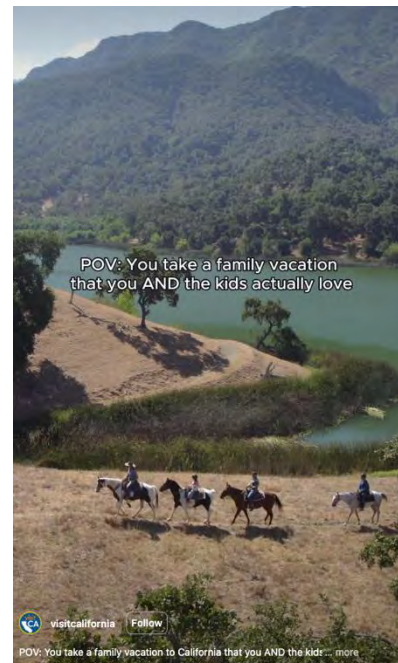


Santa Barbara

"Ginny & Georgia" star @briannehowey told us that @VisitSantaBarbara is one of the most special parts of California! Do you love visiting this charming coastal gem?

Click the link in bio to learn about her perfect Golden State day in our California Questionnaire.

#VisitCalifornia #Celebrity #GinnyAndGeorgia #California #Travel #SantaBarbara #CentralCalifornia #Coastal #Beaches



POV: You take a family vacation that you AND the kids actually love

visitcalifornia
Following
POV: You take a family vacation to California that you AND the kids... more

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EXPERIENCES / BEYOND THE MATCH: 5 WORLD CUP ITINERARY IDEAS FROM LOS ANGELES

Beyond the Match: 5 World Cup Itinerary Ideas from Los Angeles

Extend your World Cup trip with these ideas for exploring beaches, theme parks, and more from Los Angeles

Take a Beach Day In Santa Monica, Hermosa Beach, Santa Barbara or San Luis Obispo

Los Angeles is synonymous with palm trees and sandy beaches, but many visitors don't realize just how spread out and diverse the region is. Along the coast, every beach town has its own vibe worth checking out—whether you want to stay close to the city or go on a longer road trip.



Resources available to you

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Thank you!