

Quarterly Report

OCTOBER - DECEMBER 2025



MARKETING

“The Santa Barbara Effect” Brand Campaign

Throughout the fall quarter, Visit Santa Barbara (VSB) executed a dynamic, seasonally responsive media strategy across digital, social, video and print, anchored by “The Santa Barbara Effect” brand campaign. In addition to showcasing core experiences — outdoor recreation, culinary and wine, culture, arts, wellness and the destination’s distinctive lifestyle — VSB placed intentional emphasis on holiday events and festive-themed creative to drive incremental overnight visitation during key seasonal moments. The addition of a festive pillar allowed the destination to remain culturally relevant during peak holiday planning windows while reinforcing Santa Barbara as an appealing fall and winter escape.

To further capitalize on seasonal travel behavior, VSB implemented a targeted “Q5” strategy, concentrating spend during the low-competition window of Dec. 26-31. This approach allowed for efficient delivery during a historically less competitive advertising period without disrupting core winter campaigns. In parallel, video creative in select out-of-state markets was refreshed to introduce early spring messaging, supporting upper-funnel awareness and inspiration during a critical planning phase for future travel.

In response to evolving market conditions, stimulating last-minute visitation became a key focus of paid advertising efforts, with an emphasis on traffic-driving and high-intent campaigns within Southern California. At the same time, during periods of heavy rain, heightened news coverage and evacuation warnings, VSB made strategic, real-time decisions to pause select markets, preserving spend for periods with stronger conversion potential. Together, these adjustments ensured media dollars were deployed efficiently and aligned with conditions most conducive to driving near-term visitation.

Media targeting continued to prioritize ZIP codes with a strong history of generating visitation to lodging properties within the Santa Barbara South Coast. Efforts focused on high-performing California audiences and were complemented by strategic out-of-state markets, including Arizona, Colorado, Idaho, Illinois, Minnesota, Montana, Nevada, New York, Texas, Utah, Oregon, Washington and Washington D.C. Nationwide targeting also included major metro airport ZIP codes to capture active travelers and higher-income households.

With a total investment of \$667,550, Visit Santa Barbara’s advertising efforts drove meaningful increases in destination awareness and trip-planning engagement:

- The cost per 1,000 ads delivered was \$3.14, generating 91 million impressions
- The cost per 1,000 completed video views was \$18.39, generating 5.5 million completed video views
- The cost per website click was \$0.40, generating 1.2 million clicks to SantaBarbaraCA.com

While cost efficiencies were slightly above annual targets, performance aligns with historical seasonal trends. As media costs soften in the spring and shoulder seasons, we expect overall efficiency to normalize and remain on track to achieve year-end KPIs.



Website

VSB's official destination website, SantaBarbaraCA.com, recorded a total of 1.6 million sessions, a 5% year-over-year increase and welcomed 1.1 million active users, up 11% this fall quarter. These users collectively viewed 2.1 million pages, representing a 7% increase compared to last year and reflecting a high level of interest in destination rich content. On average, visitors spent 2:08 per session, with an engagement rate of 31%.*

During the second quarter, VSB took an agile approach to content, continuously creating and refining timely itineraries that highlighted travel experiences and lodging available along the Santa Barbara South Coast. By monitoring emerging travel trends and integrating strategic search terms, the editorial team ensured content remained current, visible and easy to discover. These coordinated efforts aided in generating 191,637 referrals routed directly to partner websites.

Content strategy leaned into holiday-driven and trend-forward themes, with a strong emphasis on positioning fall as one of the most compelling times to visit. This included timely guides like *Holiday Events in Santa Barbara*, *New Year's Eve in Santa Barbara* and *Halloween Events in Santa Barbara*, along with discovery-focused content such as *New Restaurants in Santa Barbara* and *Unique Museums in Santa Barbara*. Altogether, these efforts resulted in 25 new articles and 136 refreshed pages, expanding the reach and relevance of the site's destination content.

**Metrics are directional due to user privacy settings and cookie opt-outs managed through Osano.*

Social Media

VSB's social media presence remained active and highly engaged this fall, reaching nearly 500,000 followers across seven social media platforms — Facebook, Instagram, TikTok, Pinterest, YouTube, LinkedIn and Threads. A total of 313 organic posts generated more than 7 million organic views* and drove 51,700 website referrals.

Content highlighted timely events and activities, along with 11 hotel spotlights and more than 42 small businesses, restaurants and attractions. From unique museums and notable art exhibitions to outdoor adventures and holiday celebrations, audiences responded strongly to discovering new, seasonal and locally driven offerings across the Santa Barbara South Coast, with festive-focused content performing particularly well.

While all platforms inspired travelers with a daily dose of The American Riviera®, Instagram led performance with 4.6 million organic views, followed by Facebook with 1.8 million views. Across both platforms, the majority of views were driven by short form video content using aspirational, localized storytelling that showcased accommodations, dining and seasonal attractions, guiding audiences from discovery through year-end travel planning. More than ever, followers were eager to learn and engage with Santa Barbara content, totaling over 395,000 engagements across Instagram and Facebook.

**Meta has discontinued reporting organic impressions, combining impressions and video views into a single "view" metric. Views in this report represent a comprehensive total of both impressions and video views across all platforms.*

Third Night Free Promotion

VSB executed a multi-channel advertising strategy to support the evergreen promotion with several new partners this quarter, including a dedicated email with Sunset Magazine and expanded distribution through Reddit and TikTok efforts were supported by the continuation of targeted consumer email placements with Travelzoo, Dunhill Travel Deals and Luxury Link. Paid social media focused on Facebook and Instagram, with new audience segments added to reach engaged and high-intent travelers. The promotion was further supported through placement across VSB's website and social channels, as well as continued CPC advertising within Travelzoo and Dunhill Travel Deals' qualified networks.

Collectively, these efforts generated 29,120 referrals to participating hotels and resulted in 4,339 consumed room nights, supported by a total media investment of \$207,100 — equating to an efficient \$7.11 cost per referral and \$47.72 cost per consumed room night.

Locals Lodging Campaign

October marked the return of VSB's seasonal lodging promotion, inviting locals and their visiting friends and family to stay at 18 area accommodations with a 30% discount on staycations from November 2025 through February 2026*. Designed to help fill vacant rooms during the shoulder season, VSB positioned this campaign as a unique opportunity for the community to enjoy Santa Barbara while experiencing the amenities that attract visitors year-round.

New this year, VSB partnered with members to curate a secondary set of exclusive offers for residents. From wine tasting and dining to performances and tours, these added incentives enhanced the promotion and enabled residents to build a complete staycation experience.



To maximize reach, VSB executed a multi-channel advertising and public relations strategy using seasonal messaging tailored to locals hosting friends and family during the holidays. A targeted media investment of \$21,300 supported dynamic social media advertising across Facebook and Instagram in both English and Spanish, along with placements on Nextdoor, a dedicated email with Sitaline SB, print placement in the Santa Barbara Independent and radio advertising with KJEE. Combined marketing and public relations efforts generated 2,853 referrals to participating hotels and resulted in 190 consumed room nights.

**Based on performance and partner participation, VSB may choose to extend this campaign through the spring and early summer season.*

Airline Partnership

To inspire travelers to choose Santa Barbara Airport, VSB partnered with Southwest and Delta Air Lines to promote convenient nonstop flights from Sacramento, Oakland, Las Vegas, Denver and Salt Lake City. The paid social media campaign highlighted ease of access and the experiences awaiting visitors on the Santa Barbara South Coast. Through a series of engaging social media ads and pre-roll video placements aboard Southwest flights, the campaign delivered 5.1 million impressions, 13,000 completed video views and 46,000 link clicks to airline booking sites, supported by a \$22,500 paid media investment.

In addition, VSB amplified the launch of new nonstop service with Alaska Airlines to San Diego and United Airlines to Chicago through social media and SantaBarbaraCA.com. A broader media campaign to further promote these routes will roll out in early Q3.

Weddings Campaign

To spotlight the region's natural beauty and romantic appeal, VSB launched a paid media and content marketing campaign in November to position the Santa Barbara South Coast as a premier wedding destination. Stunning visual assets and inspiring, yet informative content were activated to showcase the diverse venues, exceptional service and unique experiences available to couples planning their special day.

The campaign, strategically timed during engagement season, targeted California-based couples seeking a memorable ceremony and out-of-state couples planning a destination wedding. With a \$35,000 budget, media placements across Facebook, Instagram, Pinterest, TikTok and Google delivered 5.3 million impressions and 37,000 clicks.



Partner Advertising Program

VSB delivered added value to industry partners by extending marketing dollars and high-value opportunities for South Coast Tourism Business Improvement District (TBID) lodging properties and VSB members to expand their reach among potential travelers. Through tactical digital marketing programs — including digital, native, social and newsletter advertising — VSB delivered over 2 million impressions for 20 partners. Revenue generated from the partner advertising program during the fall quarter totaled \$20,808.

In addition, VSB's In-Kind Sponsorship program, designed to enhance the promotion of local events, provided significant benefits to the industry. Through in-kind promotional efforts, VSB contributed \$20,853 in support to new events like Brave New Work, Fields of Funk and the Wild & Free Film Festival, as well as supporting returning Santa Barbara signature events, such as Ride Santa Barbara 100, Santa Barbara Half Marathon and the Santa Barbara Vintners Festival. ❖

PUBLIC RELATIONS

What The Media Are Saying

“Few places balance beauty, history, and laid-back luxury quite like Santa Barbara. From the landmark courthouse on Anacapa Street to the sun-soaked streets of Montecito and beautiful hotels, the city is a visual feast at every turn.”

Forbes, December 2025

“Although this affluent beach town is best known for its idyllic charm, scenic mountain-meets-ocean landscape and many wine tasting rooms, its ever-growing restaurant scene has made Santa Barbara one of the best culinary destinations in California.” **Observer, December 2025**

“Cruise up the Pacific Coast Highway from Los Angeles, and in about two hours, you’ll arrive in the dreamy city of Santa Barbara. Perched between the beautiful mountains and the equally beautiful ocean, this is as close to paradise as mainland USA can get.” **Man of Many, October 2025**

“Santa Barbara encapsulates much of California’s best tourist offerings... It’s a popular destination amongst Hollywood A-listers and honeymooning celebs, but it doesn’t necessarily have to be expensive—and there are plenty of ways to travel through Santa Barbara on a budget.”

NerdWallet, October 2025

Top Media Coverage Highlights

- Santa Barbara was named one of **Travel + Leisure’s “50 Best Places to Travel in 2026.”** The online story (9.6 million Unique Visitors per Month) cited new hospitality developments from Montecito to Goleta and the region’s “exploding” food scene. The list was mentioned in *Luxury Travel Magazine* (32,714 UVM), *Yahoo Lifestyle* (428.5 million UVM) and *NewsBreak* (10.4 million UVM), among other outlets.
- **AAA Trip Canvas** (16.3 million UVM) dubbed Santa Barbara “California’s secret spot for coastal adventure” in a winter [getaway story](#) showcasing the region’s outdoor recreation, whale watching, family attractions, Urban Wine Trail and dining experiences.
- **NerdWallet** (8.4 million UVM) published a detailed [travel guide](#) to experiencing Santa Barbara affordably, calling attention to wallet-friendly excursions like visiting beaches and landmarks such as the Santa Barbara County Courthouse, as well as loyalty programs at hotels.



Top Media Coverage Highlights Continued

- **The Weather Channel** (59,000 average viewers) featured Santa Barbara as one of four top winter destinations. The [national broadcast](#) drew attention to whale watching in the Santa Barbara Channel Whale Heritage Area and Channel Islands to wine tasting, hiking and cycling in downtown Santa Barbara.
- **“Great Family Adventure,”** airing on Outside TV and FanDuel Sports Network (1.1 million average viewers), among other networks, dedicated an [episode](#) to Central Coast travel with a segment on Santa Barbara’s thrilling family escapades, from parasailing and trapeze lessons to hands-on activities at MOXI.
- **Eater Los Angeles** (1.1 million UVM) [rounded up](#) the Santa Barbara South Coast’s most anticipated restaurant openings and recent debuts, signaling a banner year for the region’s culinary scene and a reason to travel to the region.
- **Luxury Columnist** (136,318 UVM) shined a spotlight on Santa Barbara in an extensive [guide](#) about “unforgettable things to do” in Santa Barbara, from exploring the city’s vibrant neighborhoods to arts and cultural attractions as well as dining.
- **House of Coco** (45,291 UVM, also ran on NewsBreak, 1.5 million UVM) created a [48-hour guide](#) to Santa Barbara centered on low-key luxury, weaving in wellness, family attractions, snapshots of neighborhoods, iconic landmarks and more.
- In a dedicated, [20-minute episode](#) of **“PhotowalksTV”** on ScrippsNews (123,000 potential TV and streaming viewers; 822,450 UVM online) host Jefferson Graham explored downtown Santa Barbara, highlighting standout architecture, the State Street Promenade, sandy beaches and culinary delights.

Quick Hits

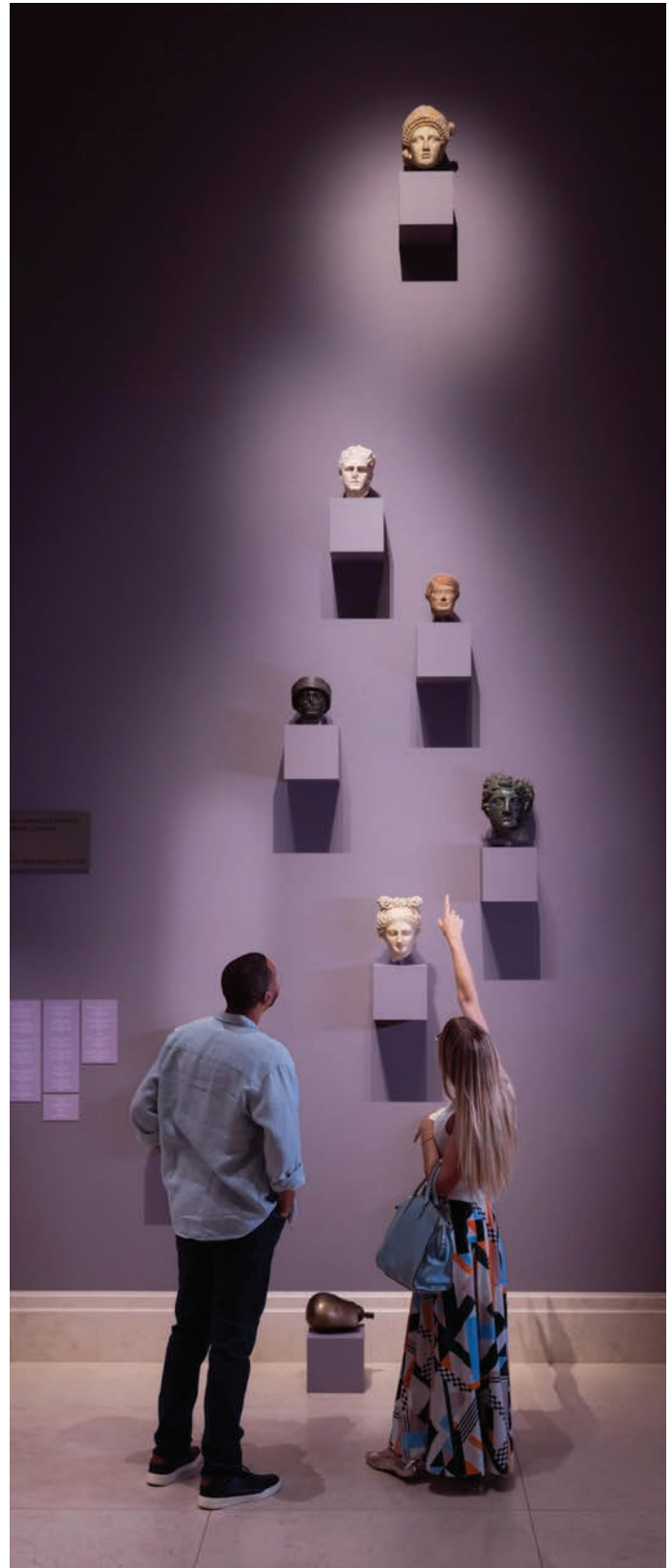
- **The New York Times Style Magazine** (149 million UVM): [“Where to Travel After a Breakup”](#)
- **Good Housekeeping Online** (37.9 million UVM); also ran on Yahoo Lifestyle (158 million UVM): [“Best Anniversary Trip Ideas to Celebrate Your Long-Lasting Love”](#)
- **Daily Beast** (2.8 million UVM); also ran on Yahoo Lifestyle (158 million UVM) and NewsBreak (10.4 million UVM): [“Where Billionaires Go to Avoid Millionaires on Vacation”](#)
- **Man of Many** (690,956 UVM): [“Visiting California For the Super Bowl or World Cup? 10 Things To Do While You’re There”](#)
- **Sunset Magazine Online** (100,233 UVM); also ran on NewsBreak (10.4 million UVM): [“These Are Hands Down the Best Girls’ Trips to Take—No Bachelorette Required”](#)
- **Fodor’s Travel Online** (1.1 million); also ran on Flipboard (2.8 million UVM) and Travel Tips (495,798 UVM): [“Which California Wine Region Is the Very Best?”](#)
- **Time Out USA Online** (20.6 million UVM): [“The best Thanksgiving getaways close to major U.S. cities”](#)
- **Islands** (2.4 million UVM; also ran on Yahoo Lifestyle 158 million UVM): [“America’s 13 Most Peaceful Cities For Tourists Seeking A Stress-Free Escape”](#)

Media Relations and Familiarization (FAM) Trips

VSB delivered a high-impact second quarter, contributing to 200 media placements through proactive pitching, supported media stays and partnerships. Coverage spanned Santa Barbara South Coast travel stories across national and luxury media outlets, as well as four broadcast television and streaming episodes. Collectively, these placements reached a potential cumulative audience of more than 8.4 million broadcast viewers and print readers, in addition to travel and lifestyle outlets with a combined monthly audience exceeding 3.4 billion unique monthly visitors.

The public relations team hosted press visits for 10 journalists, representing a mix of high-profile digital and print publications, as well as niche outlets, including NYGOLF Magazine and a forthcoming, to-be-announced national luxury publication. In addition, VSB secured local media coverage of its Locals Lodging promotion in outlets including [KEYT Morning News](#) and KEYT Online, [Noozhawk](#), [Siteline](#) and [Edhat](#). The team also collaborated on a staycation with local influencer @sleeplessinsantabarbara to [raise awareness](#) on Instagram.

In collaboration with Visit California, the PR team hosted visits for a Canadian wellness influencer, @wellnesstravelled, as well as a group of Japanese content creators working with United Airlines. As a result, the Santa Barbara South Coast was featured in videos and posts across [Instagram](#), [TikTok](#) and [YouTube](#), with a combined audience of more than 979,000 followers. Santa Barbara was also featured on United Airlines' Japanese-language destination landing page. ❖



GROUP & TRAVEL TRADE SALES

Group Sales

This fall, VSB's group sales team converted \$3.9 million in new group contracts, reflecting a significant increase from \$2.2 million in definitives and assists during the same period last year. During the second quarter, 32 programs were contracted, compared with 34 programs during the same time period last year. Contracts reflected a 21% year-over-year increase in average daily rate, rising from \$373.57 to \$454.64. The average group size in the second quarter of 2025 was 269 room nights, representing a 55% increase compared with the 2024 second-quarter average of 173 room nights.

To drive short-term demand, VSB hosted 16 site inspections and two familiarization (FAM) trips. One meeting planner FAM included seven clients from MC&A Destination Management Company, based in San Diego. VSB sales managers accompanied clients on site visits and experiences at multiple hotels and resorts, along with guided city and Funk Zone tours and wellness activities.

A second FAM was hosted in partnership with PRA Destination Management, welcoming eight of the company's top incentive planners. VSB supported a series of curated experiences, including a coastal cruise, a signature event at Godmothers in Summerland, olive oil and wine tastings, a winery dinner and a flamenco performance at the Santa Barbara Historical Museum. Both FAM trips required flexibility due to unusual weather conditions in November; however, Santa Barbara continued to showcase beautifully despite the rain.

Trade show participation included IMEX America Las Vegas, Connect West in Lake Tahoe, Northstar Boutique Meetings in Park City, Visit California roadshows in Chicago and Kansas City, AMEX InterAction Las Vegas, Associations West Seasonal Spectacular and Conect Winter Marketplace. IMEX America featured networking with SITE Global, Visit California's California Happy Hour, Brand USA's Group Sales Symposium and a client dinner at Bar Boheme in Las Vegas.



Additional industry engagement included SITE Southern California, SITE Chicago and SITE Minneapolis holiday events, MPI Rendezvous at IMEX America and Prestige's holiday event in Chicago. The sales team also executed client-facing events in Sacramento, featuring a Topgolf event in Roseville; San Diego, with a cooking class and ice cream social in Carlsbad; Chicago, with the Holly Trolley; and Los Angeles, with a wine-pairing dinner at Funke Beverly Hills.

The sales department unveiled refreshed photo and video creative at IMEX showcasing Santa Barbara's unforgettable settings and experiences for meetings and groups. The new creative assets include [60-](#), [30-](#) and [15-second](#) videos along with a suite of new images that highlight the destination's inspiring backdrops.

Leisure Sales & Travel Trade

In partnership with Visit California, VSB hosted a Race Across California FAM trip for five buyers from Germany. The two-night visit was professionally photographed and filmed and included curated experiences such as a sound bath at Sacred Space, lunch at Flor de Maíz, wine tasting at Fess Parker's Funk Zone location, a chocolate experience at Twenty-Four Blackbirds and a morning practice with Santa Barbara Beach Yoga.

Out-of-market leisure sales efforts included participation in Brand USA's Travel Week in London, which featured 42 one-on-one appointments and engagement with nearly 900 total attendees. Additional activities included the Prost Desert Cities luncheon in Palm Springs, with networking among 40 attendees and a client event at Acrisure Arena. At Connections Luxury Americas in West Hollywood, Prisca Denis, director of leisure sales at Rosewood Miramar Beach, joined the VSB team for 32 one-on-one appointments and networking with approximately 200 attendees.

The team also collaborated with Visit Greater Palm Springs at the ASTA Holiday Trade Show in Seattle, networking with 136 attendees and co-hosting a Young Professionals happy hour ahead of the event.

Locally, VSB served as a sponsor of the Engage!25 luxury wedding business summit at The Ritz-Carlton Bacara, Santa Barbara. The event welcomed nearly 500 industry professionals and highlighted Santa Barbara as a premier wedding destination, while generating valuable media exposure, content and public relations relationships.

During the quarter, VSB distributed its Travel Trade e-newsletter to 6,912 travel advisors, achieving a strong 35% open rate. ❖



COMMUNITY PARTNERSHIPS

During the second quarter, VSB's community partnerships department remained focused on building strong relationships across the local hospitality industry through ongoing membership engagement, educational offerings and meaningful networking opportunities. Activities ranged from welcoming new members and hosting engaging Lunch & Learn sessions to delivering relevant training, all designed to encourage collaboration, support professional growth and deepen community connections throughout the Santa Barbara South Coast.

Membership Update

This quarter, six new members joined the organization, including Chad's Restaurant, Dusk Bar, Loubud Wines, Santa Barbara Comedy Club, Driftwood Properties and Mighty Pilates. Representing a diverse mix of dining, beverage, entertainment, lodging and wellness businesses, these additions highlight the creativity and entrepreneurial spirit of the local community and help enrich the visitor experience across the Santa Barbara South Coast. At the close of the quarter, VSB's membership totaled 253 active businesses.



Member Events

This past fall, VSB hosted a Lunch and Learn featuring the Santa Barbara County Workforce Development Board, highlighting free programs and practical resources available to support employers and job seekers. Topics included training, upskilling and access to subsidized employment opportunities.





Member Events Continued

In October, VSB hosted two member open houses that highlighted the breadth of the local hospitality community. Events included an evening aboard the Condor Express in partnership with Folded Hills Winery and a golden-hour showcase at Marisella by chef Danny Grant, offering members experience-driven opportunities to connect.

VSB also hosted its third annual Holiday Showcase at Drift Ocaso at Drift Santa Barbara, welcoming nearly 100 attendees and 19 exhibitors representing a wide mix of hospitality, arts, wellness and event services. The festive afternoon provided inspiration for holiday programming and gifting while creating meaningful connections across the membership community.

Altogether, VSB delivered six member events reaching more than 243 attendees, creating impactful spaces for education, networking and relationship-building across diverse membership.

Educational Trainings

VSB hosted two *I Am Santa Barbara* trainings for front-line hospitality professionals, including an onsite session at Hilton Santa Barbara Beachfront Resort. The program equips local businesses and their employees with deeper knowledge of the destination and its offerings, helping enhance the overall visitor experience. In total, 22 participants earned certification as Santa Barbara Ambassadors through the training.

By welcoming new members, delivering relevant trainings and hosting engaging events that brought together a wide range of businesses, the efforts of VSB's community partnerships department helped foster professional development, highlight the diversity of the destination and enhance the collective ability of local partners to create meaningful experiences for visitors throughout the Santa Barbara South Coast. ❖

TRAVEL TRENDS OCTOBER - DECEMBER

Accommodations Employment	Fall (Q2) 2024 vs. 2025		
	Fall 2024	Fall 2025	% Change
Santa Barbara County	5,200	5,200	0%

Santa Barbara South Coast TBID Hotel Performance	Fall (Q2) 2024 vs. 2025		
	Fall 2024	Fall 2025	% Change
Occupancy	67%	67%	0%
Average Daily Rate (ADR)	\$319.76	\$332.59	4%
Revenue Per Available Room (RevPAR)	\$214.35	\$221.99	4%
Demand (Room Nights)	323,545	323,554	1%
Supply (Room Nights)	482,632	484,748	1%
Gross Revenue	\$103,393,281	\$107,611,506	5%

Airline Passenger Volume	Fall (Q2) 2024 vs. 2025		
	Fall 2024	Fall 2025	% Change
Santa Barbara Municipal Airport	389,162	373,953	4%

Weather at Santa Barbara Municipal Airport	Fall (Q2) 2024 vs. 2025		
	Fall 2024	Fall 2025	% Change
Average High Temperature (°F)	68.5	69.2	1%
Total Precipitation (Inches)	1	17	>100%
Days of Precipitation	0	13	>100%



About Visit Santa Barbara

Visit Santa Barbara (VSB) 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.

Our Mission

We inspire overnight travel to the Santa Barbara South Coast in order to enhance the community’s economy and quality of life.



2025-2026 Board of Directors

- Rebecca Anderson**, Lotusland
- Warner Anderson**, WA Event Management
- Jens Baake**, Acme Hospitality Group
- Jason Baker**, Expond
- Leslie Brickell**, Residence Inn by Marriott Santa Barbara Goleta
- Bradley Cance**, The Ritz-Carlton Bacara, Santa Barbara
- Michael Cohen**, Santa Barbara Adventure Company
- Chris Cline**, Hotel Santa Barbara
- Amada Cruz**, Santa Barbara Museum of Art
- Treg Finney**, Mar Monte Hotel
- Andrew Firestone**, StonePark Capital
- Dan Glaeser**, CalPrivate Bank
- Christopher Hastert**, Santa Barbara Airport
- Councilmember Mike Jordan**, City of Santa Barbara
- Trevor Large**, Fauver, Large, Archbald & Spray LLC
- Kristen Miller**, Santa Barbara South Coast Chamber of Commerce
- Warren Nocon**, Hotel Californian
- Gary Obligacion**, El Encanto, Santa Barbara
- Tom Patton**, Ramada by Wyndham Santa Barbara
- Councilmember Luz Reyes-Martín**, City of Goleta
- Woody Sears**, Autio
- David Sigman**, Santa Barbara Polo & Racquet Club
- Tim Snider**, Fess Parker Winery & Vineyard
- Ben Sprague**, Earl Warren Showgrounds



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Jennifer Reyes, Executive Assistant

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Lela Brodie, Social Media Marketing Manager
Casey LaHonta, Research & Analytics Manager
Emily Lauderdale, Web Marketing Manager

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Whitney Wisner, Public Relations Associate

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