

Quarterly Report

JANUARY - MARCH 2026



MARKETING

“The Santa Barbara Effect” Brand Campaign

Throughout the winter, Visit Santa Barbara (VSB) deployed a robust and seasonally tailored media plan across digital, social, video and print platforms. Anchored by “The Santa Barbara Effect” brand campaign, the effort spotlighted the South Coast’s signature experiences — from outdoor recreation and culinary offerings to wine culture, wellness, the arts and the region’s distinct lifestyle — all designed to inspire relaxation and rejuvenation.

To drive visitation, VSB strategically targeted ZIP codes historically tied to lodging demand, with optimized outreach to high-performing California audiences. The campaign also expanded to qualified traveler segments in Arizona, Colorado, Idaho, Illinois, Minnesota, Montana, Nevada, New York, Texas, Utah, Oregon, Washington and Washington D.C. National targeting included major metropolitan airport markets and affluent ZIP codes aligned with competitive luxury lodging markets.

With increased advertising opportunities and reduced costs, VSB experienced a reprieve from elevated media expenses and market saturation seen during the previous holiday season. VSB’s digital paid media strategy included a tactical, multifaceted approach, including paid social media on Facebook, Instagram, Pinterest, TikTok, YouTube, banner ads through Expedia, Adara video pre-roll ads and paid search through Google. Dedicated efforts highlighted spring break travel with messaging centered around family-friendly experiences throughout the Santa Barbara South Coast. Print advertising included full-page placements in high-profile magazines like Condé Nast Traveler and annual placements within Visit California and Visit Santa Ynez Valley Visitor Guides.

VSB efficiently managed its \$793,414 paid advertising budget, driving significant gains in destination awareness and trip planning interest:

- The cost per 1,000 ads delivered was \$4.86, generating 120 million impressions
- The cost per 1,000 completed video views was \$15.02, generating 7.5 million completed video views
- The cost per website referral was \$0.33, generating 1.6 website referrals



Website

VSB's official destination website, SantaBarbaraCA.com recorded a total of 1.9 million sessions, a 19% year-over-year increase, and welcomed 1.4 million active users, up 50% this winter quarter. These users collectively viewed 2.6 million pages, representing a 23% increase compared to last year and reflecting a high level of interest in destination-rich content. Despite ongoing year-over-year declines in organic search, overall growth has been driven by strong gains across social (Meta and TikTok), Google CPC and direct referral traffic. On average, visitors spent 1 minute and 18 seconds per session, with an engagement rate of 30%.*

Importantly, the site also facilitated more than 230,000 partner referrals during this period, a 3% increase year-over-year, reinforcing that users continue to take meaningful downstream actions even as engagement metrics shift.

During the third quarter, VSB published 24 new articles and optimized 52 pages, with a focus on seasonal, search-driven content that positioned winter as a compelling time to visit. Top performers included Family-Approved Activities, Guide to Spring Break in Santa Barbara and Things to Do in Santa Barbara This Spring, reinforcing the value of timely, intent-driven topics and a proactive strategy of building spring content ahead of peak planning periods.

A key takeaway from ongoing content strategy refinement was that optimizing existing content remained a high-impact lever. Updates to Family-Approved Activities drove a 16% year-over-year increase in organic traffic, making it one of the top-performing articles of the quarter and reinforcing that structural improvements can significantly enhance content performance.

**Please note that metrics are directional due to user privacy settings and cookie opt-outs managed through Osano.*



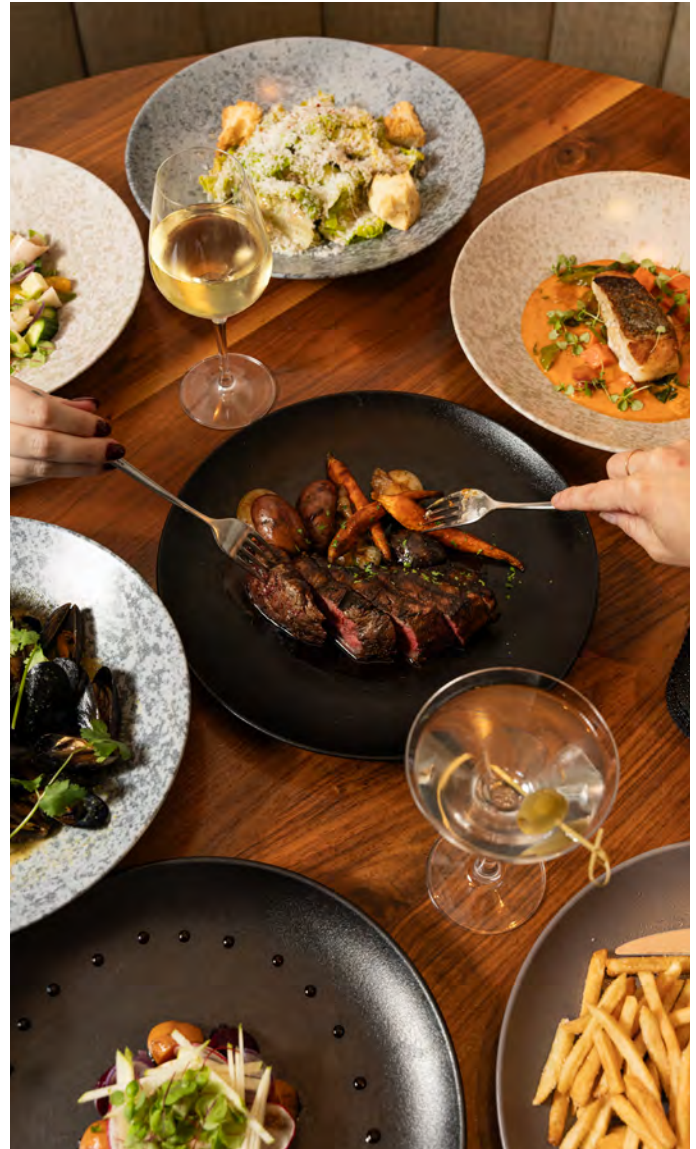
Social Media

VSB maintained a strong and highly engaged social media presence in the third quarter, reaching over 520,000 followers across six platforms. A total of 274 organic posts generated more than 6 million views* and drove 166,000 referrals back to SantaBarbaraCA.com. This is an 11% increase in followers, 27% YOY increase in posts created and 13% increase in website referrals year-over-year. Content highlighted timely events, 12 hotel spotlights and over 40 local businesses, restaurants and attractions, with audiences showing strong interest in seasonal experiences across the Santa Barbara South Coast.

Instagram led in overall views with 4 million, driven largely by short-form video content, while Facebook generated the majority of website clicks, particularly for niche and educational posts like the Santa Barbara Bowl and History of Orchids in Santa Barbara. Informational roundup content, such as “5 Must-Visit Parks and Gardens” and “8 Must-See Beaches” on reels performed especially well, signaling strong audience interest in save-worthy, trip-planning content. TikTok also saw notable growth, with a 58% year-over-year increase in followers, fueled by consistent posting and engagement with user-generated content.

YouTube and Threads continue to build momentum through visually engaging seasonal content and interactive posts, while LinkedIn presented an opportunity for growth through more consistent storytelling and PR highlights. Overall, a mix of vertical video, in-house photography and user-generated content continued to drive strong results.

This quarter, VSB partnered with three local content creators to produce six videos for organic and paid campaigns, highlighting Matcha in Santa Barbara, Michelin Bib Gourmand restaurants, kid-friendly attractions, a family day itinerary, 24



hours in Santa Barbara and mocktail offerings. Collectively, these videos generated 255,065 organic views across Instagram and Facebook and showcased 19 local businesses and attractions. Content was repurposed for paid campaigns linked to supporting articles. On TikTok, four videos were used in paid campaigns, generating an additional 410,700 views.

**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

The Third Night Free Lodging promotion continued to serve as a highly effective tool for driving non-commissioned, direct bookings while encouraging longer stays across the Santa Barbara South Coast. More than 20 diverse properties, from luxury to mid-tier and budget accommodations, offered a complimentary night with a three-night stay, supplemented by additional lodging discounts and exclusive offers.

To maximize visibility and conversion, VSB deployed a comprehensive advertising strategy that included paid social media, placement on VSB's owned website and social channels, and targeted consumer outreach through CPC and email partners including TravelZoo, Dunhill Travel Deals, Luxury Link and University of California, Santa Barbara (UCSB) alumni.

Supported by a total media investment of \$262,000, this campaign generated 48,816 referrals to participating hotels and resulted in 3,093 consumed room nights.

Collectively, this campaign generated 48,816 referrals to participating hotels and resulted in 3,093 consumed room nights, supported by a total media investment of \$# — equating to an efficient \$# cost per referral and \$# cost per consumed room night.

Locals Lodging Campaign

VSB's seasonal lodging promotion continued through the winter quarter, encouraging locals and their visiting friends and family to stay at 13 area accommodations with a 30% discount on staycations from Oct. 2025 through Feb. 2026. Designed to help fill rooms during the shoulder season, the campaign encouraged residents to experience their hometown while engaging with the activities and amenities that attract global visitors.

In addition to discounts on lodging, VSB partnered with members to curate a secondary set of exclusive local offers for residents. From wine tasting and dining to performances and local tours, these added incentives complemented the lodging promotion and made it easy for locals to build a complete, turnkey staycation experience.

To maximize reach, VSB executed a multi-channel advertising and PR strategy. A targeted media investment of \$21,000, supported dynamic social media advertising on Facebook and Instagram in both English and Spanish. This was supplemented by placements on Nextdoor, a dedicated email and social post with Siteline SB, a print placement in the Santa Barbara Independent, a dedicated email to UCSB alumni and radio advertising with KJEE.

The campaign generated 2,102 referrals to participating hotels, 214 consumed room nights and 390 referrals to non-lodging businesses with special offers.



Airline Partnership

To promote Santa Barbara Airport (SBA) as a preferred gateway, VSB partnered with Southwest Airlines and Delta Air Lines to highlight convenient nonstop service from Sacramento, Oakland, Las Vegas, Denver, and Salt Lake City.

The paid social campaign highlighted the ease of travel and the compelling experiences awaiting visitors on the Santa Barbara South Coast. Through a dynamic series of Meta ads, the campaign delivered 9.4 million impressions and generated more than 94,000 clicks to airline booking sites, supported by a \$33,000 media investment.

Building on this momentum, VSB also activated strategic full-page print placements in key markets to support newly announced air service. Executed through Condé Nast Traveler and Architectural Digest, the campaign targeted Chicago and San Diego audiences ahead of nonstop routes launching in April 2026 with Alaska Airlines (San Diego) and United Airlines (Chicago). These placements were designed to build early awareness and demand, positioning Santa Barbara as an easily accessible coastal getaway while reinforcing the value of reduced travel time for high-value travelers in both markets.

Weddings Campaign

To position the Santa Barbara South Coast as a premier destination for weddings, VSB executed a targeted paid media campaign beginning in November 2025, aligning with peak “engagement season” when couples are actively researching venues and destinations.

The campaign leveraged high-impact visual assets and conversion-oriented content to showcase the region’s range of venues, elevated service offerings and distinctive guest experiences, reinforcing Santa Barbara’s appeal across both intimate and larger-scale celebrations.

Media and messaging were tailored to two primary audience segments: in-state couples seeking a scenic, accessible ceremony location, and out-of-state couples considering a destination wedding. Performance insights indicated strongest engagement with themes centered on affordability, smaller-scale weddings and hotel-based venues, helping inform ongoing content and targeting strategies.

Supported by a \$66,000 investment across Facebook, Instagram, Pinterest, TikTok and Google, the campaign delivered more than 12 million impressions and 173,000 clicks, driving qualified traffic to wedding-related content and partner listings.



FIFA Campaign

Quarter three marked the launch of Visit Santa Barbara's FIFA World Cup 2026 initiative, designed to capitalize on the global attention surrounding Southern California ahead of the tournament this summer. Campaign efforts launched in March and will run through June, positioning Santa Barbara as both a natural extension of a Los Angeles-based World Cup trip and a relaxed coastal retreat for visitors and Southern California residents looking to escape peak host-city activity.

At the center of the campaign is a dedicated FIFA World Cup 2026 microsite, launched in February 2026 and anchored by a centralized landing page supported by four original articles. The microsite plays a critical role in capturing and converting high-intent traffic driven by paid media while also strengthening organic search visibility and supporting deeper trip planning. Curated itineraries — including coastal road trips from Los Angeles and “escape the crowds” experiences — alongside integrated hotel offers, events and watch locations were developed to connect visitors directly with local businesses and partner promotions while encouraging overnight stays and extended visitation.

To maximize reach, VSB launched a multi-channel advertising strategy targeting both international and domestic travelers. A media investment of \$95,500 supported dynamic social media advertising across Facebook and Instagram in English and targeted international languages, strategic booking platform partnerships and programmatic media placements. The campaign launched in March and will run through June. In the winter quarter, the campaign delivered 19 million impressions and 1.3 million clicks, helping position Santa Barbara as a compelling, experience-driven destination during one of the world's most anticipated global events.

Partner Advertising Program

VSB delivered significant 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 to the Santa Barbara South Coast. VSB delivered 2 million impressions for 18 partners through tactical digital marketing programs, including digital, native, social and newsletter ads. Revenue from this program totaled \$17,660 in the winter quarter.

Additionally, VSB's In-Kind Sponsorship Program, designed to enhance the promotion of local events, provided significant benefits to the industry by delivering 983,000 impressions and 20,000 clicks while contributing \$16,900 in promotional value. Supported events included the Impressionist Revolution exhibit at the Santa Barbara Museum of Art, the U.S. Women's National Soccer Team at UCSB and Coffee Culture Festival, while also supporting returning Santa Barbara signature events, including the Santa Barbara International Film Festival.



PUBLIC RELATIONS

What The Media Are Saying

“Santa Barbara could be your best bet for a quick, easy and affordable vacation.” **KTLA 5 Los Angeles, Off the Clock, January 2026**

“It’s easy to see why Santa Barbara is nicknamed the ‘American Riviera’—this coastal enclave is full of natural splendor, yes, but with the added bonus of world-class accommodations, cuisine, and wellness.” **Vogue Online, January 2026**

“Framed by the Pacific Ocean and Santa Ynez Mountains, Santa Barbara offers meeting planners a destination of natural beauty and sophisticated culture.” **Convention Southwest, winter 2026**

“If something like the French Riviera is on your bucket list but not in your budget, we’ve got our very own version right here in California called ‘The American Riviera.’ ” **KTVU Fox 2 San Francisco, January 2026**

“To be a tourist in your own city - especially if that city is Santa Barbara - is to remember why this is truly an exceptional place, and why we pay a premium to live here. Diving back into the routine wasn’t easy, but now the family has new experiences in the memory bank ... And more ideas for the next staycation.”

Santa Barbara Independent, January 2026

Top Media Coverage Highlights

In the third quarter, VSB supported 111 media placements through thoughtful pitching, curated media stays and partner collaborations. Santa Barbara South Coast-inspired travel narratives unfolded across national and regional media outlets, including nine broadcast television segments. Collectively, these placements reached a potential audience of more than 25 million

broadcast viewers and print readers, alongside digital travel and lifestyle outlets with a combined monthly reach exceeding 1.4 billion unique visitors.

VSB successfully launched its first-ever out-of-market broadcast TV campaign, airing travel segments across seven top fly and drive markets, including Sacramento ([KMAX CBS Sacramento](#)), Seattle ([Fox 13 Seattle](#)), Portland ([KOIN CBS 6 Portland](#)), San Diego ([CBS 8 San Diego](#)), San Francisco ([KTVU Fox 2](#)), Los Angeles ([KTLA 5](#)) and Chicago ([ABC 7 Chicago](#)) with a collective potential reach of 24.5 million viewers and a secondary online audience of 178 million unique visitors per month (UVM). Featuring trusted travel expert Gabe Saglie, the segments effectively highlighted the Santa Barbara South Coast’s appeal as a winter destination, showcasing a wide variety of experiences, from beaches and outdoor recreation to museums, signature events and accommodations. Strong placement in high-viewership morning news and lifestyle broadcasts positioned Santa Barbara as a top-of-mind, easy getaway for 2026, while reinforcing booking-drivers like new air service, VSB’s Third Night Free program and website, [SantaBarbaraCA.com](#).

Following the city’s inclusion in Travel + Leisure Online’s “[50 Best Places to Travel in 2026](#)” list in Q2, the outlet (11.61 million UVM) created an “ultimate Santa Barbara getaway” guide with strong seasonal travel hooks, marquee experiences and convenient air access. The story captured the allure of the region’s refined yet relaxed coastal lifestyle and its diverse offerings, including four hotels, five museums, and more than a dozen other attractions, from whale watching to wine tasting, dining and festivals.

[Town & Country Online](#) (709,000 UVM) highlighted Montecito as one of the six most desirable weekend escapes from Los Angeles in the magazine's acclaimed "Snob's Guide" column. The enclave was portrayed as a polished yet low-key retreat favored by tastemakers and A-listers for its luxury accommodations, iconic places like Ganna Walska Lotusland and laidback village life.

[PIX11 TV's New York Living](#) (262,000 viewers, 2.2 million UVM) included Santa Barbara (starting at 3:40) in a segment on "2026 Top Travel Destinations." Striking visuals of whale watching, hiking and biking, wine tasting and sailing, underscored the area's outdoors appeal. This immersive placement presented Santa Barbara as a versatile, adventure-meets-lifestyle getaway aligned with emerging 2026 travel preferences. Nexstar Media Group is America's largest local television broadcasting group, and PIX11 (aka WPIX) is the No. 1 ranked station in its network of 116 U.S. markets. (KTLA, mentioned above, is No. 2.)

In a dedicated travel story, **[Yahoo! Creators](#)** (3.5 million UVM)/What The Fab (12,000 UVM) depicted Santa Barbara as a family-friendly getaway, emphasizing its easygoing vibe, beautiful beaches and wide range of kid-approved activities paired with relaxed dining and lodging options. Through firsthand travel storytelling, the article affirms how Santa Barbara combines interactive museums, outdoor adventures and scenic spaces to appeal to both parents and children.

Convention SouthWest (18,000 print circulation, 3,000 UVM), a quarterly resource for Southwestern destination meetings and events, published an event planners' guide to Santa Barbara, featuring major hotel renovations, expanded amenities and meeting spaces at seven South Coast properties. The piece quoted VSB

director of sales Beth Olson and illustrated the destination's strength in hosting groups of all sizes with a distinctive sense of place.

Quick Hits

- **[Fodors](#)** (1.1 million UVM): "12 Winter Getaways That Will Cure Your Seasonal Depression" (Also ran in [Travel Tips](#), 495,798 UVM) (Santa Barbara)
- **[Vogue Online](#)** (9.5 million UVM): "Romantic Getaways in the USA That Are Perfect for Any Couple's Trip" (Santa Barbara and Montecito)
- **[Travel + Leisure Online](#)** (11.61 million UVM): "I've Taken 20+ Road Trips in California—This Is the One I Keep Coming Back To for the Best Food, Wine, and Scenic Views" (Santa Barbara and Montecito)
- **[Travel + Leisure India](#)** (583,000 UVM): "Top 26 Places To Visit In The USA: 2026 Edition" (Santa Barbara)
- **[Business Insider](#)** (3.2 million UVM): "I've taken girls' trips all over the world—but I recommend these 5 incredible destinations the most." (Santa Barbara)
- **[Sunset Online](#)** (342,060 UVM): "Daylight Savings Is Finally Here. These Are the Best Places to Watch the Sunset in California." (Goleta)
- **[National Geographic Online](#)** (6,562,041 UVM): "Beyond Cherry Blossoms, Here Are 5 U.S. Flower Festivals That Summon Spring." (Santa Barbara International Orchid Show)
- **[Forbes Online](#)** (23.8 million UVM): "These Popular Flower Shows Dig Into Expertise And Entertainment" (Santa Barbara International Orchid Show)
- **[Matador Network](#)** (205,346 UVM): "7 California Weekend Train Trips to Take This Summer and Fall" (Santa Barbara)

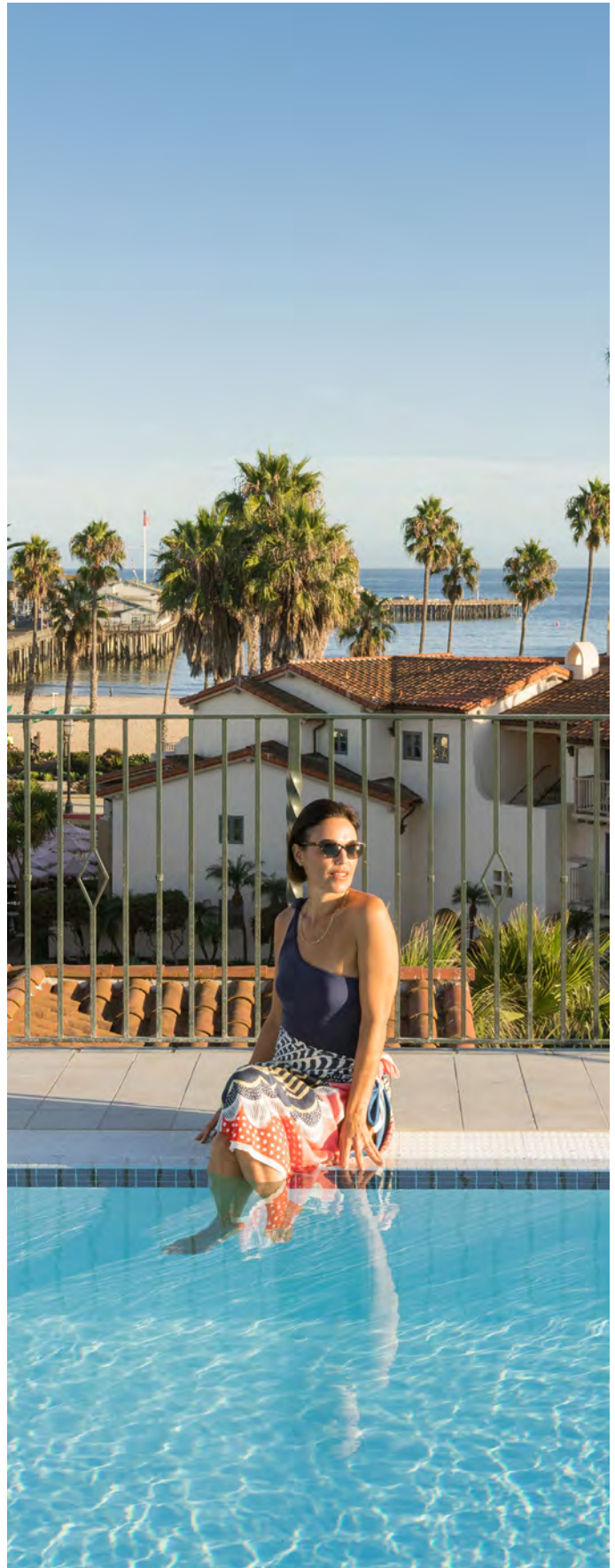
Media Relations and Familiarization (FAM) Trips

VSB's public relations department hosted visits for 17 media, ranging from print and online journalists to TV broadcasters and travel influencers. They included 11 journalists from domestic media publications in key markets and freelancers for top national outlets such as Food & Wine, three international media covering FIFA-related travel pieces in advance of the summer games, and international writers from Mexico, Canada and New Zealand covering topics ranging from the Santa Barbara International Film Festival to cycling.

The public relations team generated local media coverage of its 2026 Tourism Summit in January in [KEYT](#), [Noozhawk](#), [Pacific Coast Business Times](#), the [Santa Barbara Independent](#), the [Santa Barbara News-Press](#) and KCLU. Reporting conveyed industry perspectives on hotel demand and economic conditions shaping the South Coast tourism sector. The unprecedented media turnout for this year's summit may signal a changing, more competitive local news environment. In addition, VSB secured coverage of its local lodging promotion in the Santa Barbara Independent in a feature story centered around a family staycation in the Santa Barbara South Coast, which ran both in [print](#) and [online](#). ♣

Staycation:

- [A Discounted Santa Barbara Staycation Is Just What the Doctored Ordered](#)
- [Santa Barbara Independent](#)



GROUP & TRAVEL TRADE SALES

Group Sales

The VSB group sales team achieved strong results throughout the third quarter, marked by significant year-over-year growth. Collectively, the team converted \$6.7 million in new group contracts, up from \$1.3 million in definite and assisted business during the same period last year. During the third quarter, 41 programs were contracted, compared with 31 programs during the same period last year. Contracts reflected a 26% year-over-year increase in average daily rate, rising from \$392.06 to \$492.17. The average group size this quarter was 333 room nights, three times larger than the third-quarter 2025 average of 108 room nights.

To drive short-term demand, VSB hosted five site inspections and two familiarization (FAM) trips. The Conclave Meeting Planner FAM included 12 clients representing corporate business from across the country. VSB sales managers accompanied clients on site visits and experiences at multiple hotels and resorts, along with guided tours of downtown Santa Barbara and the Funk Zone, as well as wellness activities. The sales team also welcomed a delegation from Austria representing the National Football Team and showcased the Santa Barbara South Coast through tours and a sunset sail aboard the Double Dolphin.

Trade show participation during the quarter included PCMA Convening Leaders in Philadelphia, Meetings Industry Council in Denver, Northern California MPI ACE in Burlingame, Northstar Luxury & Wellness in Healdsburg and Planner Hero Connections Tour in Southern California.

In partnership with local hotel sales teams, VSB also hosted several in-market client events, including cooking classes in Woodland Hills,



Orange County and Palo Alto; a nail salon event in Newport Beach; a wine pairing dinner at Marea Beverly Hills; and a multi-day sales mission with client engagement events in Phoenix and Scottsdale.

Additional industry engagement included SITE events for Chicago, Rocky Mountain and Northern California chapters, a hosted table and wine sponsorship at MPI Sacramento/Sierra Crab Feed and planning events with Associations West.

Local networking events for the sales team included a Group Sales Advisory Board meeting, a Sports and Festivals Task Force meeting, a meeting with SBA and airport consultants from Campbell-Hill and TechTopia and multiple hotel networking events across the region.

Leisure Sales, Travel Trade & Sports

The VSB sales team engaged in a robust series of trade and luxury marketplace activations during the winter quarter. At GTM Luxury Northstar in Los Angeles, the team completed 47 appointments and engaged with 105 travel advisors. At Go West in Las Vegas, the team completed 42 appointments within a broader event of 500 attendees and hosted a key advisor dinner in partnership with Visit Santa Ynez Valley. At Connections Luxury Forum in Lake Tahoe, the team completed 20 appointments within a 70-attendee luxury-focused gathering.

Locally, the team hosted a FAM trip for 3 Zeno Group agents from Canada, featuring stays at the Kimpton Canary Hotel, a sunset cruise with SunSwept Sailing, dining at Flor de Maiz and Jane Restaurant and visits to the Funk Zone and Santa Barbara Farmers Market.

Regionally, the team participated in the Central Coast Tourism Council Annual Spring Retreat and board meeting in Paso Robles, supporting continued collaboration and alignment across the Central Coast. In addition, the team attended Visit California's Annual Outlook Forum alongside more than 800 industry professionals for updates and forward-looking trend discussions.

In the sports tourism sector, the team supported UCSB and the United States Women's National Soccer Team during a January match against the Chilean Women's National Football Team. The event highlighted growing demand for sports tourism and helped position the destination for future opportunities. Building on this momentum, VSB hosted a FIFA and Sports Tourism Strategy Lunch & Learn for 85 members, focused on leveraging upcoming global events, including the 2026 FIFA World Cup and strategies to attract sports-driven visitation.

To maintain consistent engagement with the travel trade community, a January e-newsletter was distributed to 5,678 travel advisors, achieving a 38% open rate.



COMMUNITY PARTNERSHIPS

During the third quarter, the community partnerships team continued to strengthen connections across the Santa Barbara South Coast through strategic member engagement, educational programming and high-impact industry events. Efforts focused on delivering timely insights, expanding access to valuable resources and creating opportunities for collaboration among local businesses and community partners. From hosting the annual Tourism Summit to introducing new data tools and extending training into the broader community, these initiatives were designed to support business success and elevate the overall visitor experience.

Membership Update

This quarter, six new members joined the organization including The Good Land Wine Shop, Silverhorn, Brass Bear Brewery, Alta Vista Tours, Harris Gaviota Farm and the Harbor Restaurant, bringing total membership to 257 active businesses. Spanning wine, retail, craft beer, guided experiences and agriculture, these new additions reflect the depth and diversity of Santa Barbara's local business community. Each new member brings a unique perspective to the visitor experience, from immersive tastings and tours to farm-driven offerings and waterfront dining, further enhancing the appeal of the Santa Barbara South Coast as a dynamic and authentic destination.



Member Events

VSB's Annual Tourism Summit, held January 28 at the Hilton Santa Barbara Beachfront Resort, brought together 210 attendees, a 24% increase in attendance from the same event last year. Among attendees were 17 elected officials from the City of Santa Barbara, City of Goleta and Santa Barbara County. Centered on the theme A Look Ahead: Insights, Advocacy, and the Future of Tourism, the program featured keynote insights from Tourism Economics and Visit California on travel performance, economic trends and the destination's role within the state's tourism landscape, along with a moderated panel exploring the impacts of statewide economic and regulatory factors on hospitality and retail businesses.

February and March Lunch & Learn sessions drew over 100 attendees and equipped members with actionable insights and tools to support business growth. The first session focused on leveraging the FIFA World Cup 26™ as a major opportunity for the destination, with practical strategies for hospitality businesses to drive revenue through watch parties, extended hours and targeted promotions. The March session introduced new interactive lodging performance dashboards, providing members with hands-on training to access and apply key data on occupancy, ADR, RevPAR and booking trends, replacing the weekly hotel performance reports and enhancing data-driven decision-making.



Educational Trainings

During the winter quarter, VSB certified 38 new Santa Barbara Ambassadors during two *I Am Santa Barbara* training sessions, including one special community-based training at the Santa Barbara Friendship Center. While this program is typically designed for front-line hospitality professionals, the Friendship Center team invited VSB to bring an engaging and educational experience to their participants. VSB was pleased to extend the training to this group, creating a meaningful opportunity to connect with the broader community and strengthen ties beyond the traditional hospitality industry.

Overall, the third quarter highlighted the continued focus on meaningful engagement, relevant education and impactful industry programming. Through strong attendance at signature events, the introduction of new data resources and expanded community outreach, these efforts supported informed decision-making, strengthened industry relationships and reinforced the Santa Barbara South Coast as a connected and forward-thinking destination. ❖

TRAVEL TRENDS JANUARY - MARCH

Accommodations Employment	Winter (Q3) 2025 vs. 2026		
	Winter 2025	Winter 2026	% Change
Santa Barbara County	4,967	5,300	7%

Santa Barbara South Coast TBID Hotel Performance	Winter (Q3) 2025 vs. 2026		
	Winter 2025	Winter 2026	% Change
Occupancy	64%	70%	8%
Average Daily Rate (ADR)	\$277.10	\$294.31	6%
Revenue Per Available Room (RevPAR)	\$177.79	\$204.63	15%
Demand (Room Nights)	302,950	328,789	9%
Supply (Room Nights)	472,171	472,884	0%
Gross Revenue	\$83,946,418	\$96,764,897	15%

Airline Passenger Volume	Winter (Q3) 2025 vs. 2026		
	Winter 2025	Winter 2026	% Change
Santa Barbara Municipal Airport	337,874	354,296	5%

Weather at Santa Barbara Municipal Airport	Winter (Q3) 2025 vs. 2026		
	Winter 2025	Winter 2026	% Change
Average High Temperature (°F)	65.3	69.2	6%
Total Precipitation (Inches)	6.09	6.0	-1%
Days of Precipitation	17	9	-47%



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

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Jens Baake, Acme Hospitality Group

Jason Baker, Expond

Warner Anderson, WA Event Management

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

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Dan Glaeser, CalPrivate Bank

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Woody Sears, Autio

David Sigman, Santa Barbara Polo & Racquet Club

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Jennifer Reyes, Executive Assistant

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Taylon Faltas, Content Manager

Lela Brodie, Social Media Marketing Manager

Emily Lauderdale, Web Marketing Manager

Casey LaHonta, Research & Analytics Manager

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Brooke Holland, Public Relations Manager

Dani DeVries, Public Relations Manager

Whitney Wiser, Public Relations Associate

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