

# GoGoleta

2018 Tourism Marketing Presentation

March 6, 2018

Goleta City Council





# Background



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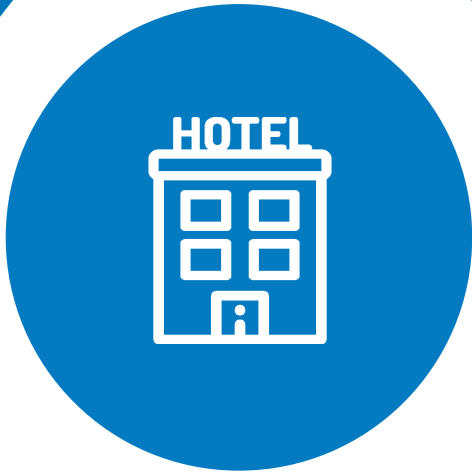
Goleta Cityhood

2002



2012

Expiration of  
40% Goleta  
TOT Payment  
to County



3 Hotels  
Approved

2012



2012

TBID  
Formed



\$25K TBID +  
\$50K City  
Funding for  
Tourism

2013



2015

New TBID  
Management  
Plan 4.5% and  
City Match of  
\$150k

# Background



Plains Oil  
Incident  
\$100k for  
Recovery  
Marketing

2015

2017

Redesigned  
GoGoleta.com



First Goleta  
Digital  
Marketing  
Campaign

2017

2017

2 New  
Hotels Open



Thomas Fire,  
Montecito  
Mudflow, 101  
Closure

2017 - 2018

Today

Continue to  
Promote  
Goleta as a  
Premier  
Coastal  
California  
Destination





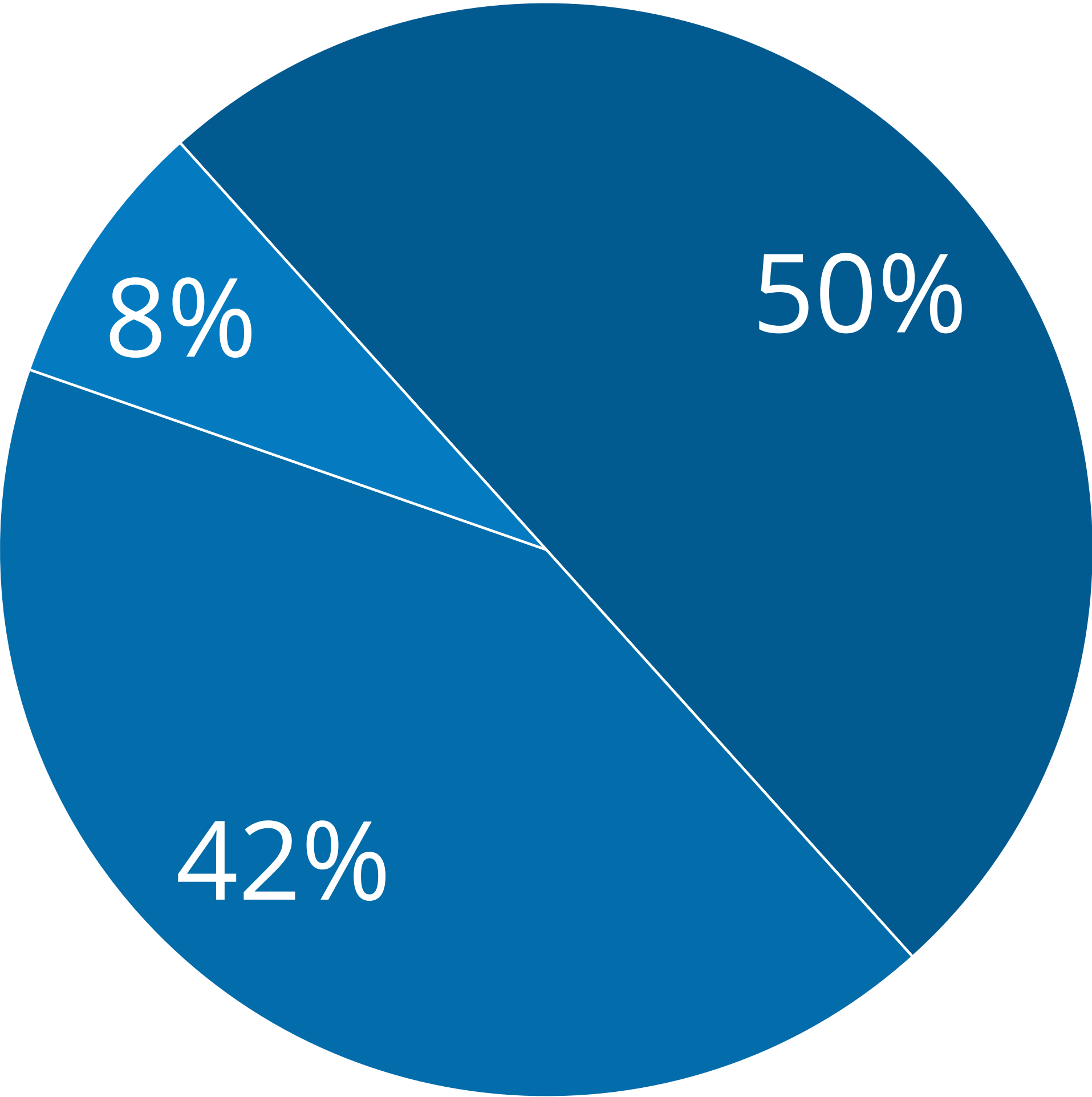
# Budget



# 2017 Budget - Income



**Santa Barbara County**  
Promotion of County  
Recreation, Tourism, Housing,  
Education and more  
\$23,106

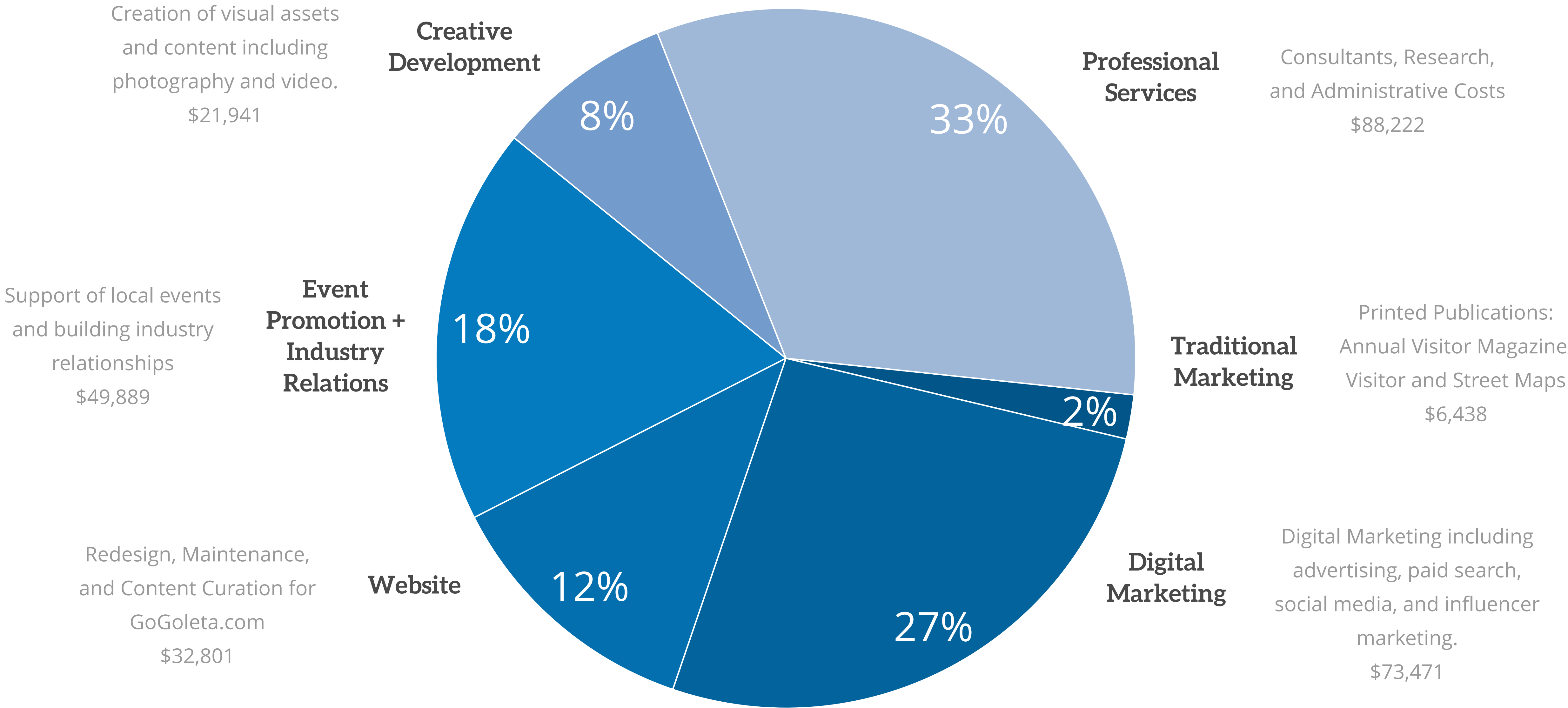


**Tourism Business  
Improvement District**  
4.5% of Goleta TBID Funds for  
destination marketing  
\$149,067

**City of Goleta**  
Contract for Visitor Services  
Programs  
\$125,000

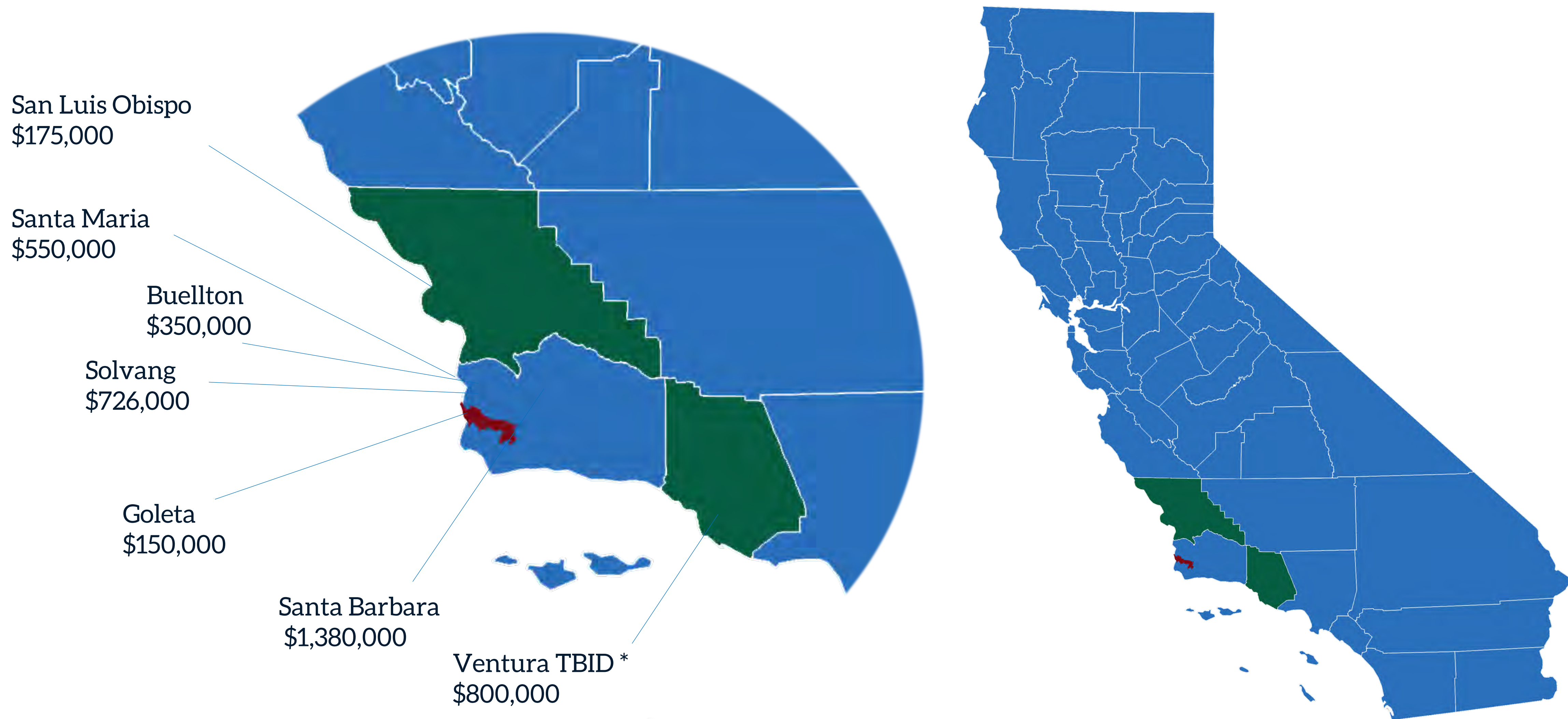


# 2017 Budget - Expense





# Neighboring Cities' Investment in Tourism & Economic Development Contracts





# Goals



# Goals



Drive Economic  
Impact



Create + Support  
Local Jobs



Visitor Spending at  
Local Businesses



# Facts & Figures



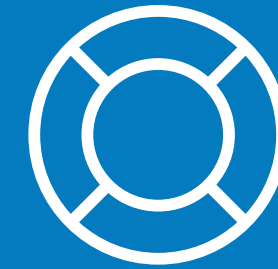
# 2016/2017 Tourism Impact



1,504,411  
Visitors  
to Goleta



\$200,426,469  
Total Visitor  
Spending



1,291  
Jobs Supported by  
Travel Industry



\$12,778,318  
Taxes Generated  
for City of Goleta





# 2017 Facts & Figures



**72.7% Occupancy**

2.3% decrease



**260 New Rooms**

142 Hilton Garden Inn  
118 Marriott Residence Inn



**242.92 Average Daily Rate**

1.2% Increase



**\$8,615,207 TOT**

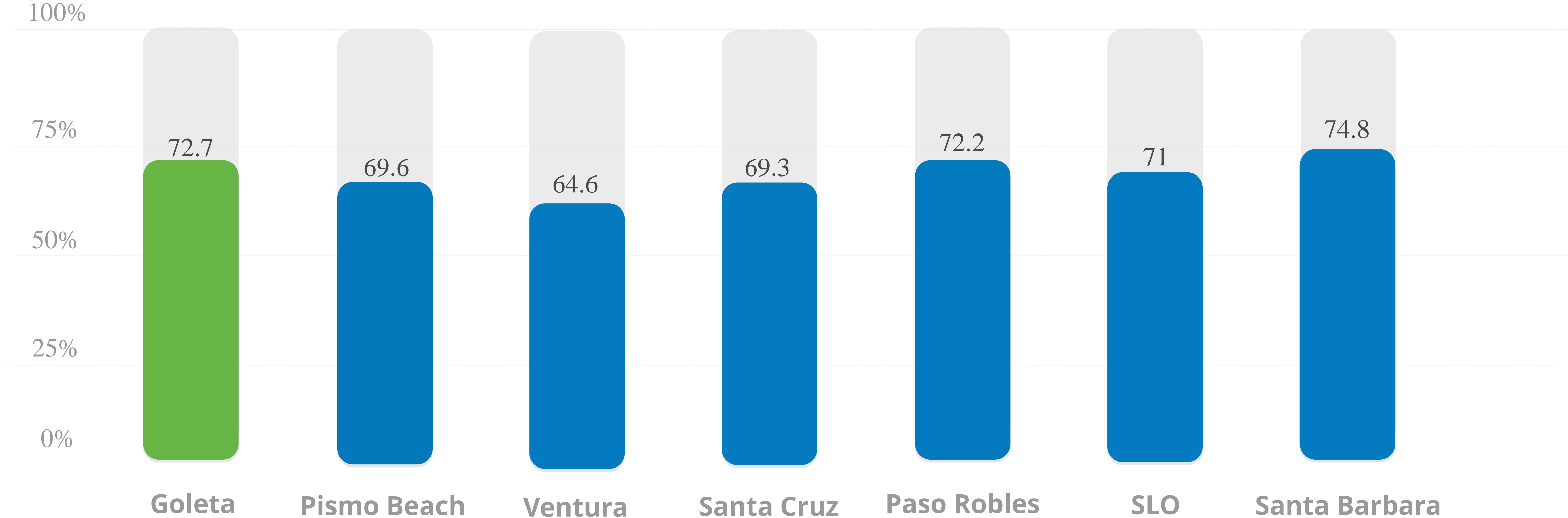
5.38% Increase



# Industry Insights



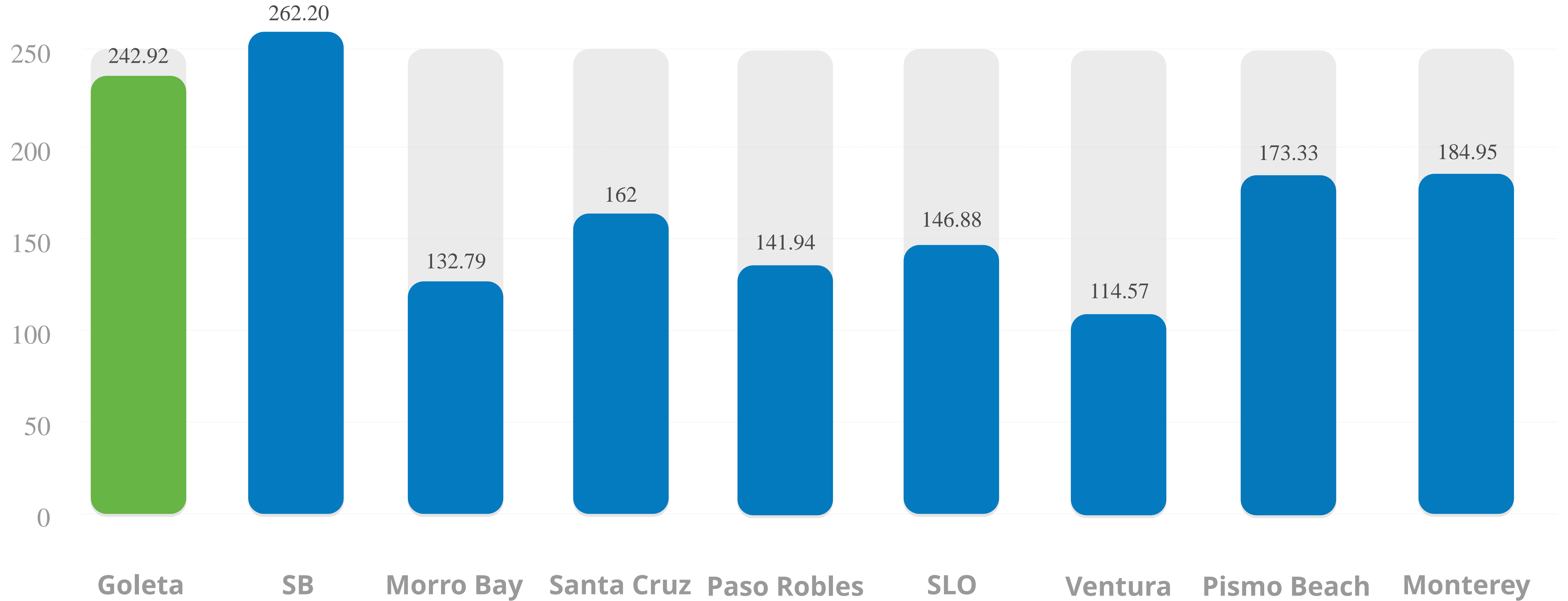
# 2017 Central Coast Comp Set - Occupancy



Source: Source: Smith Travel Research 2017



# 2017 Central Coast Comp Set - ADR





# Marketing Strategy





# Marketing Strategy



- Build awareness, inspiration and education for Goleta
- Drive visitors to new digital home, [GoGoleta.com](http://GoGoleta.com) for planning, engagement and booking
- Increase visitation demand during off peak months
- Architect development of the destination and its brand



# Audience



# Audience Development

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**Goal:** Reach and introduce highly targeted audience to Goleta brand

**Primary Market:** Leisure

**Geographic:**

Northern CA/Bay Area

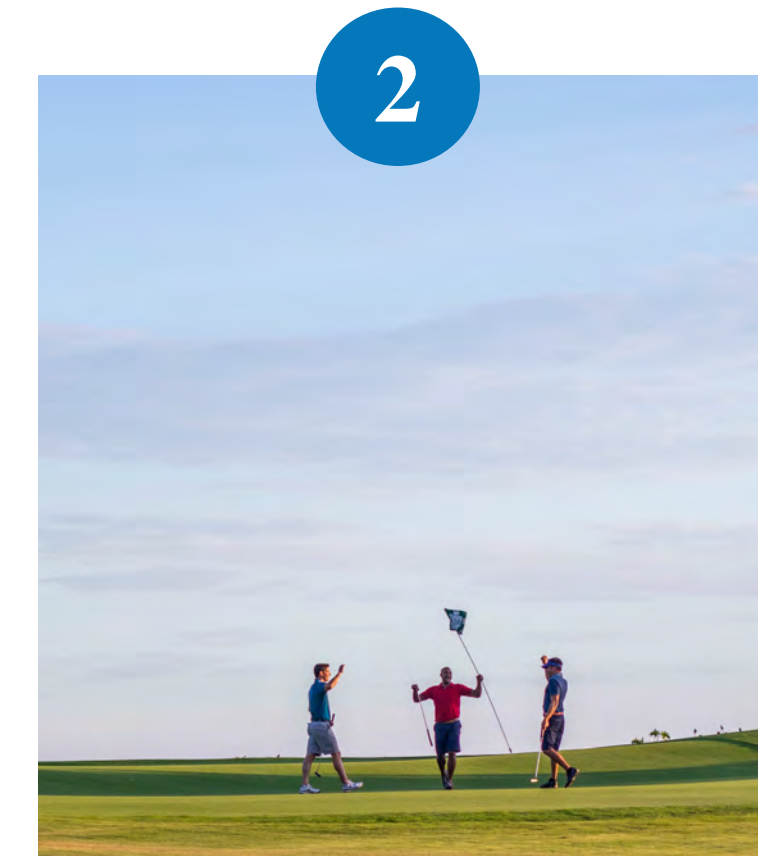
Central CA/Bakersfield + Fresno

Southern CA/LA



## Family Memory Builders

Families seeking new experiences, cost efficient



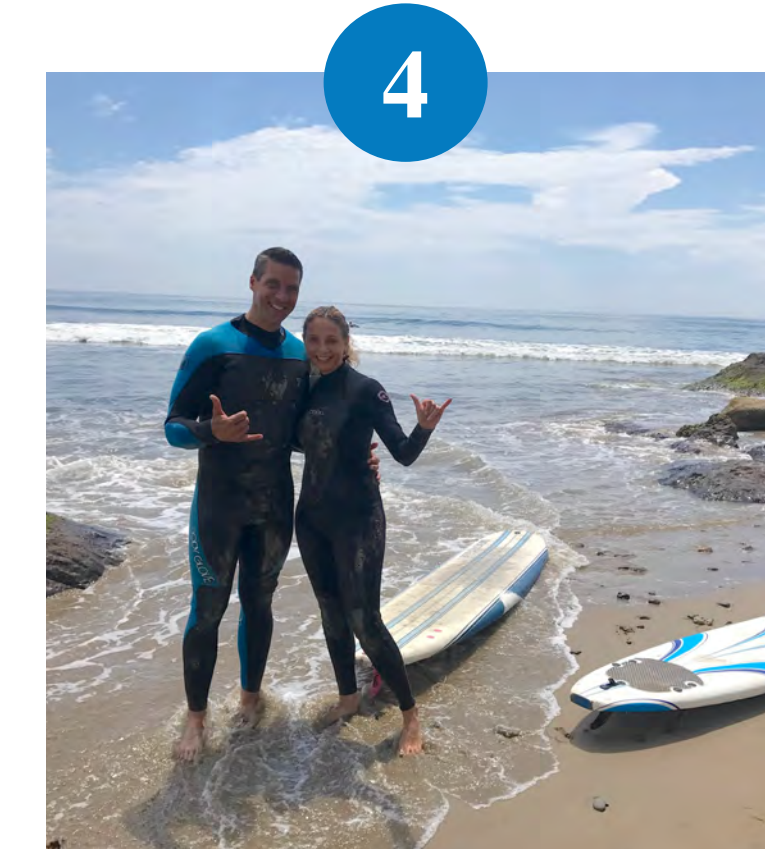
## Golf Getaways

Unplug, relax and with golf as primary destination activity



## Young + Fun

Uber-connected, ultimate sharer on social media, incredibly active and always on the go



## The Great Outdoors

Blend of active and passive travelers seeking to connect with the great outdoors



# Creative Campaign



# Goleta Style Videos



# Marketing Strategy Engagement

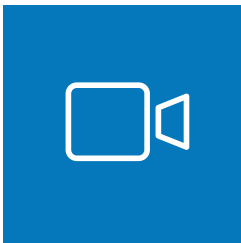


Digital Advertising



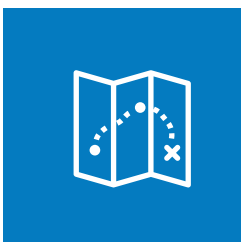
Website

Paid Search



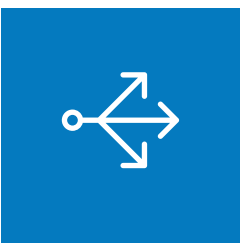
Creative Asset Development

Social Media



Publications

Influencer Marketing



Event Promotion

Industry Relations



Strategic Partnerships





# Digital Advertising: Goleta Style



Engaged a highly targeted digital advertising campaign to build awareness and educate visitors.

Layered media with key messages specific to booking and itinerary experiences.

## Programmatic Ads + Native

10.5M Impressions  
14,400 Website Clicks  
76 Conversions

\*March - May 2017

## Audience Development Social Media

834 New Facebook Fans  
396 New Twitter Fans  
172.1K Impressions

\*March 15 – July 31, 2017

## Creative Development

20 Different Ad Formats  
for Digital Display

12 for Social Media  
Executions

4 for Native Ads



# Influencer Marketing Campaign



Partnered with 4 audience-driven key influencers to increase awareness for the destination, showcase a variety of tourism experiences, leverage new fan bases and drive peer to peer recommendations for Goleta.

**Advertising:**  
Pre-roll, YouTube, Social Media

620K Impressions  
439.5K Video Views  
2.3K Website Clicks  
3.1K Website Activities

\* Nov and Jan only

**Social Media  
Influencers**

80+ posts from 4 influencers  
419,115 Estimated Reach  
21,964 Engagements on  
Social Media

\* July - September

**Business + Content  
Development**

16 Goleta Businesses  
Featured  
  
70+ new photos for Go  
Goleta asset library  
  
4 New Website Pages





# Search Engine Marketing (SEM) Campaign



Executed always-on search campaign to build awareness based on interest, geographic location and conquering to drive traffic to GoGoleta.com

## Google Search

751,935 Impressions

4,747 Website Clicks

220 Conversions

\*Mar 2017 – Jan 2018

Source: The Abbi Agency 2017 Year End Report

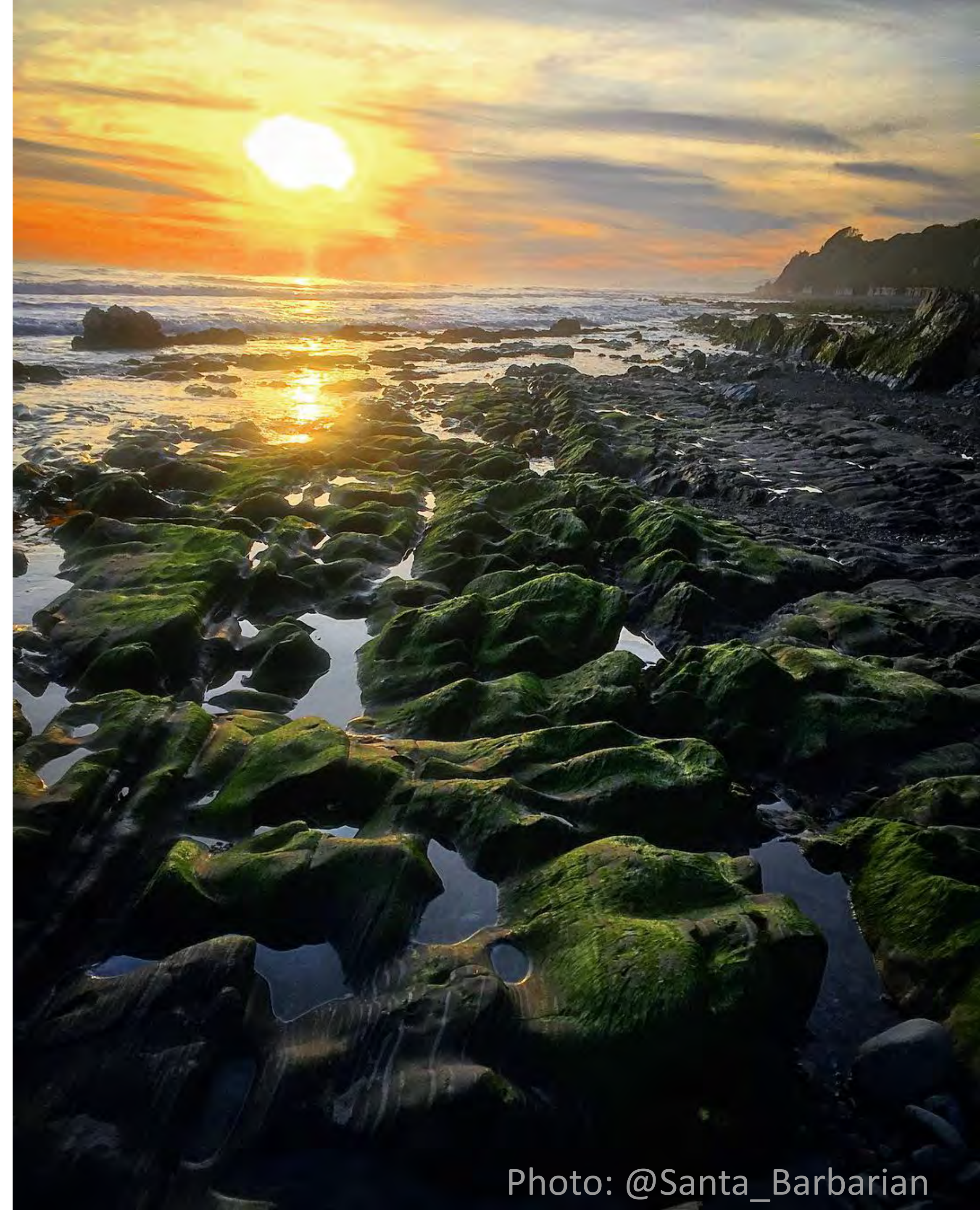
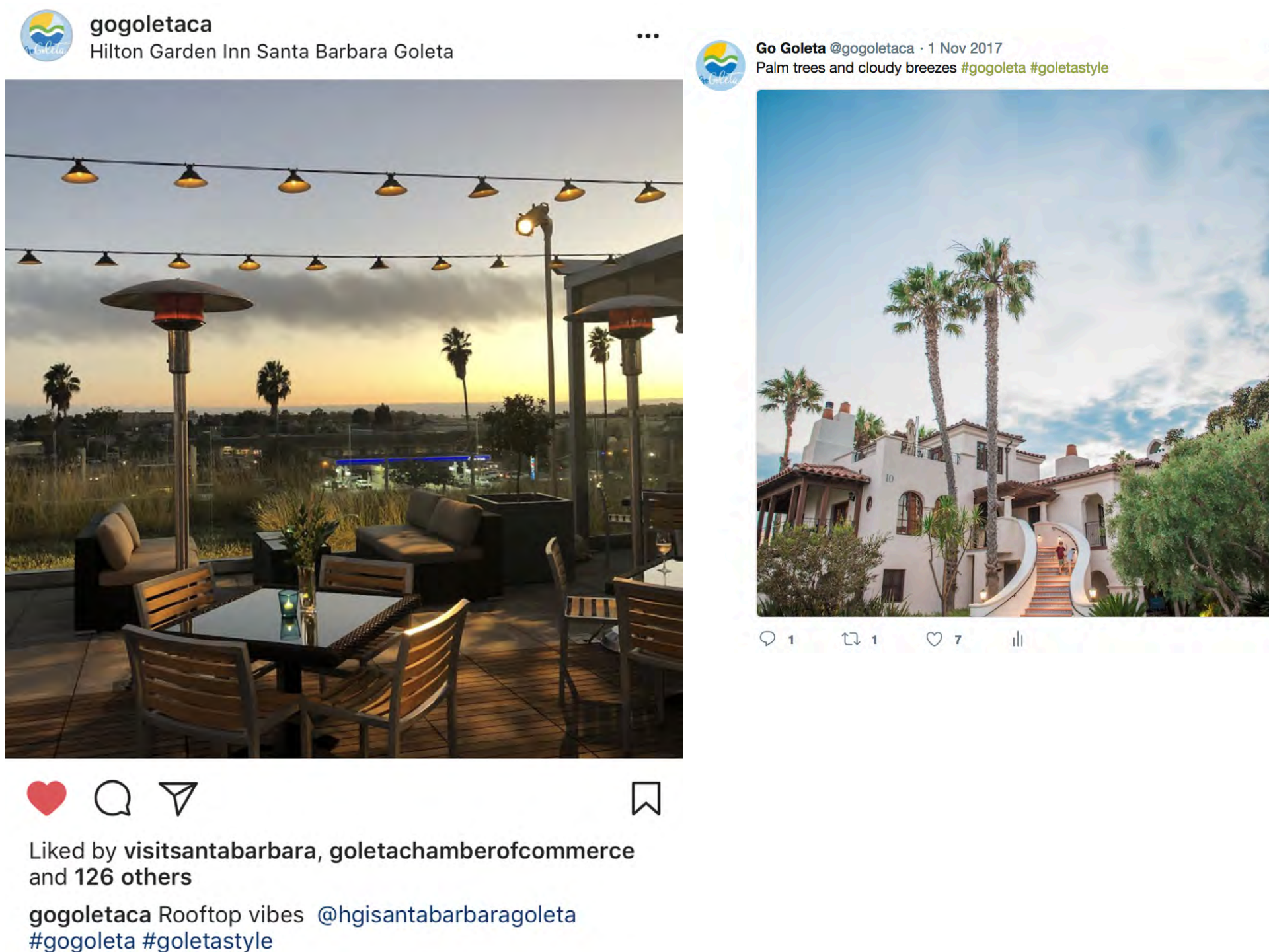
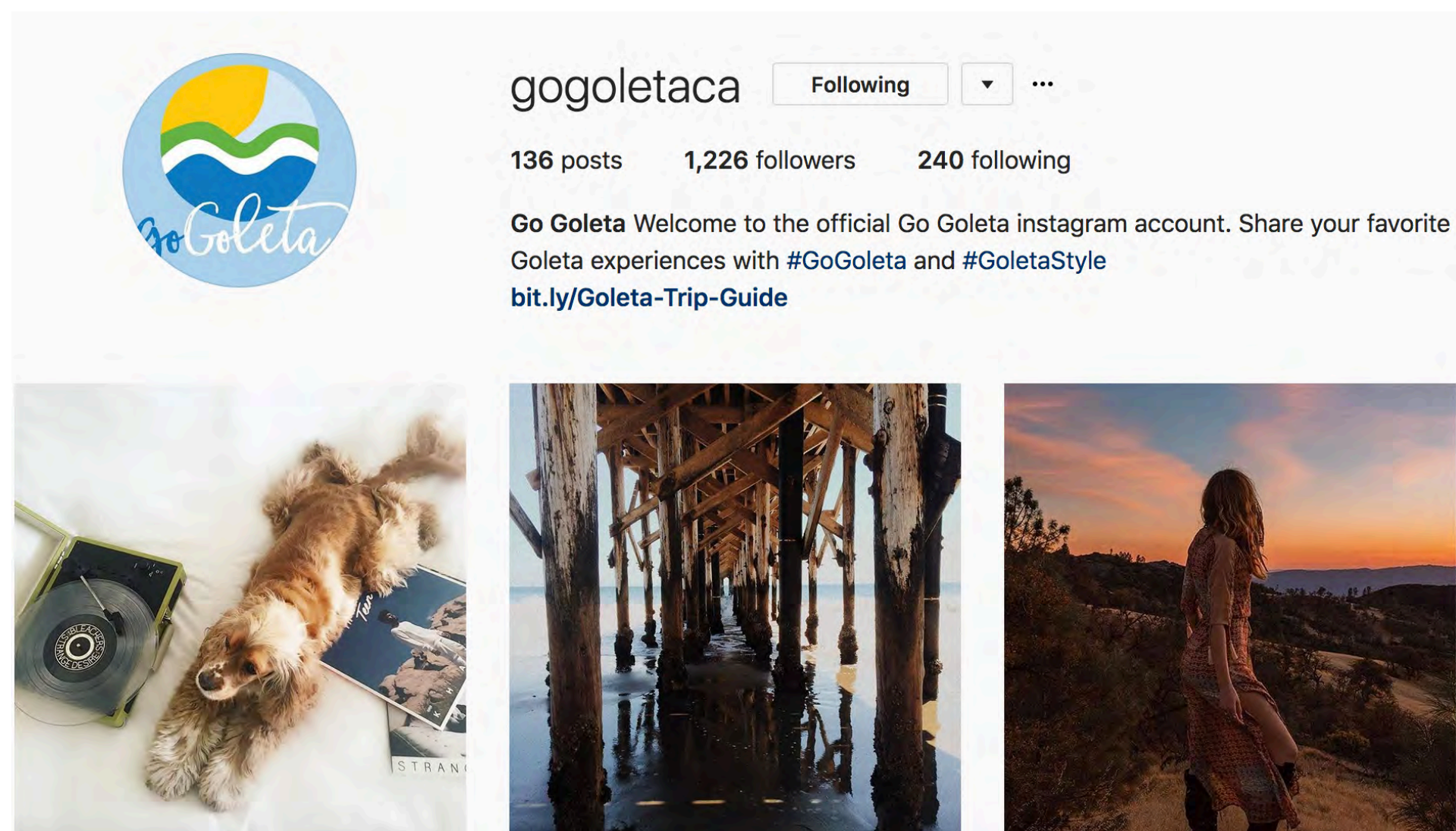


Photo: @Santa\_Barbarian





# Social Media



Cultivated audience development on social media platforms to expand reach, drive a positive conversation and engagement with the brand.

680,970 Impressions  
4,986 Link Clicks

14,121 Engagements  
2,380 New Followers/Fans



## Facebook

1,205 New Fans  
675,059 Impressions  
10,819 Engagements  
59 Posts



## Instagram

537 New Fans  
2,958 Engagements  
54 Posts

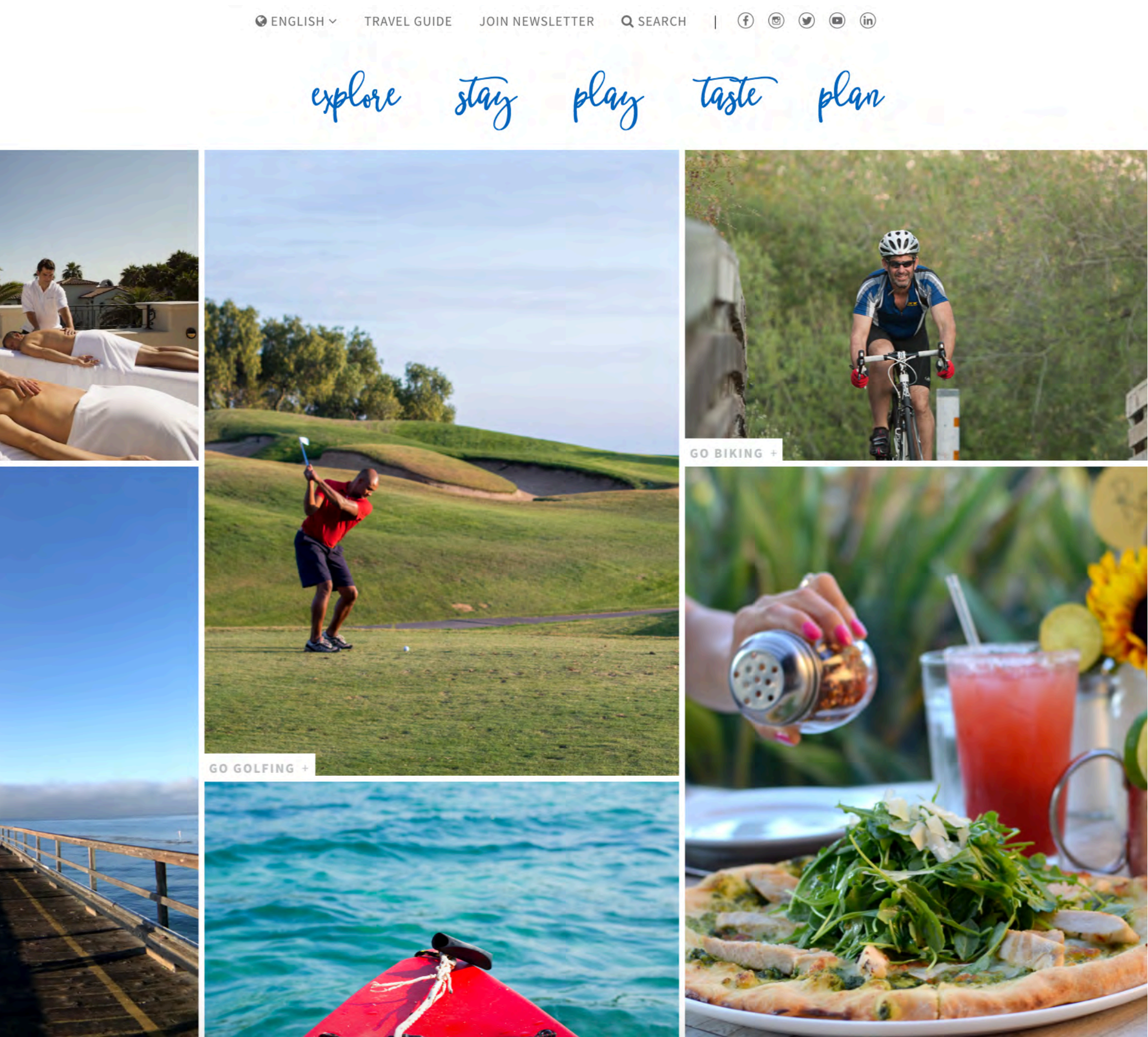


## Twitter

638 New Fans  
5,911 Impressions  
344 Engagements  
21 Tweets

Source: Sprout Social January – December 2017 Report





# Website



Launched new website, continued evolution and optimization of digital landscape for Goleta brand with new assets, content and more.

## Desktop

25,136 Sessions  
253% Increase YOY

43,794 Pageviews  
28% Increase YOY

## Mobile Smartphone + Tablet

17,950 Sessions  
510% Increase YOY

25,812 Pageviews  
102% Increase YOY

### WHAT IS GOLETA STYLE?

“It’s comfortable, casual California. It’s much more laid back—everything’s here, everything’s accessible, and that leaves us a lot more time to just take advantage of everything Goleta has to offer.”

[@somedayilllearn](#)

Source: Google Analytics, January – December 2017



# Creative Asset Development



Developed and launched new video campaign and photography assets. Leveraged across all engaged marketing channels.

**12 New Videos**

**70+ New Images**

**Distributed Across Engaged  
Marketing Channels**



Source: Go Goleta + The Abbi Agency





# Goleta

Santa Barbara County  
Inspiration Guide

## Publications



Produced and distributed visitor publications that shared a compelling and inspirational story of the Goleta destination and its tourism partners.

### Out-Of-Market Visitor Magazine

7,500 Visitor  
Magazines

9 Distributions Sites  
in California

### In-Market Publications

5,000 Discover Goleta  
3,500 Street Maps  
1,000 Visitor Maps

11 Distribution Sites in  
Goleta

Emerging Golf & Beer Scene

Outdoor Adventures

Family-Friendly Activities



# Strategic Partnerships



Continued engagement with key partnerships to provide counsel, develop and execute all marketing programs

The Abbi Agency

Kiki Ander Consulting

Visit Santa Barbara

City of Goleta

Hospitality Santa Barbara

Erin Feinblatt Photography

Visit California

Central Coast Tourism Council

Upshift Creative

Fairview Gardens

Rancho La Patera & Stow House

Ice In Paradise

Girsh Park

Jay Farbman Photography





# Event Promotion



Developed opportunities to promote city-wide leisure events

Lemon Festival

World of Pinot Noir

UCSB All Gaucho Reunion

UCSB Parents & Family Weekend

Old-Time Fiddler's Festival







# Industry Relations



Promoted Goleta on a statewide platform and leveraged key industry conference event hosted at The Ritz-Carlton Bacara with 600+ tourism leaders

Distributed 80+ branded Goleta gift bags with Discover Goleta brochure featuring 30+ local businesses.

Kristen Miller serves on the Board of Directors at Visit Santa Barbara.





It's comfortable, casual California. It's much more laid back - everything's here, everything's accessible, and that leaves us a lot more time to just take advantage of everything Goleta has to offer.

- @somedayilllearn

It's a charming small town... it seems like you're on vacation, and yet you're at home as well.

- @bucketlistjourney

Goleta is very unique because it has a small town feel, but there's still a lot of things to do. It's beautiful, it has it all - the seaside and the mountains.

- @bayarea\_buzz

Goleta Style is just being able to get together with your friends and have a great experience, fantastic weather and good times all around.

- @pjkoenig

There was a lot of adventure for us in Goleta...to be able to go surfing and hiking, it was a really nice surprise for us.

- @bucketlistjourney

It's hard as a family of six to find entertainment for everyone all at once, but we had it, right here.

- @somedayilllearn

*Thank You!*



# Old Town Goleta

March 6, 2018  
Goleta City Council



# Accomplishments

In 2015, the City agreed to invest \$25,000 a year with the Chamber to promote Old Town Goleta

## RESEARCH

- Old Town Business Walks
- Downtown Consultants on placemaking (MIG)
- Retail Study

## RELATIONSHIPS

- Old Town Business Summit
- Old Town Business Walks
- Business Committee Meetings

## RECOMMENDATIONS

- Letter sent to City Council
- Complete Streets
- Old Town Business Committee

## LOOKING AHEAD

- Map
- Mobile Mixer
- Property Business Improvement District Feasibility Study





# Old Town Business Committee

The mission of the Old Town Business Committee is to enhance and promote Old Town Goleta as an authentic and vibrant downtown experience which reflects the heart and pride of its people.



# Retail Study



The retail study was presented at our July Old Town Business Summit, to a small business group and to the Goleta City Council

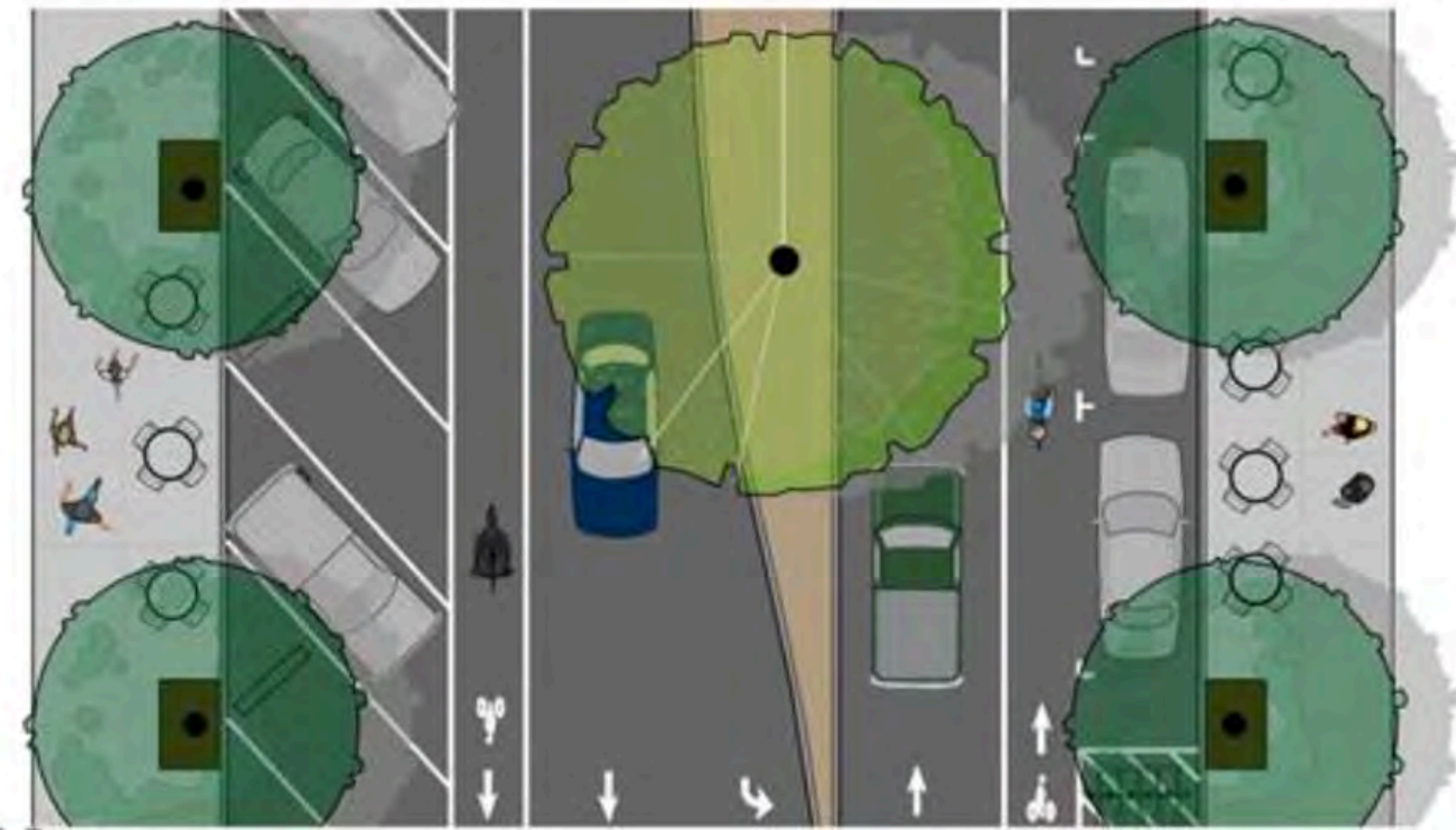
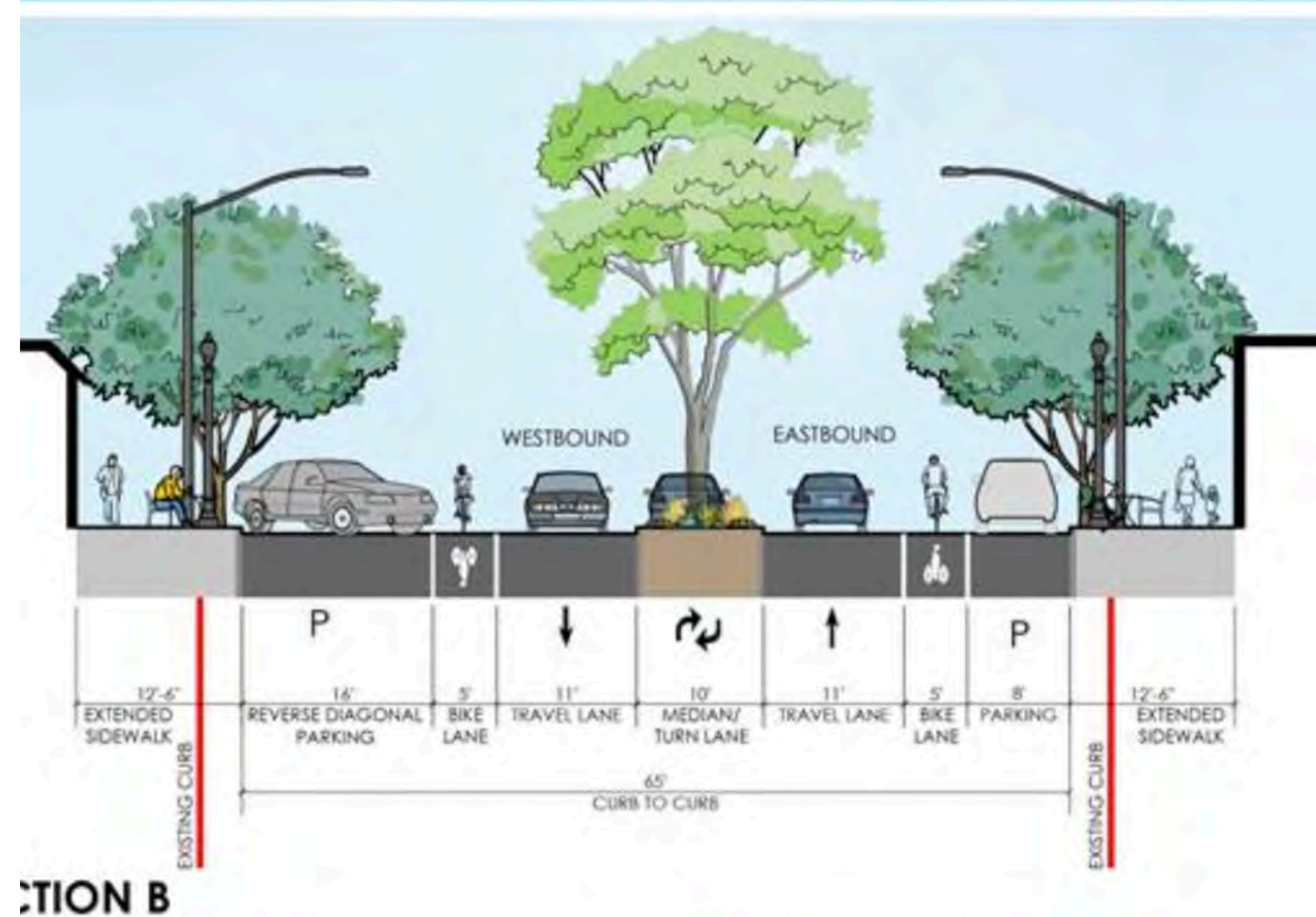


The retail consultants made a number of basic recommendations including enhancing the look/feel of storefronts, making them more appealing and eye-catching. If necessary, review regulations and modify to make it possible for landlords and operators to enhance their buildings and businesses.



# Recommendations: Complete Streets

The Chamber is pleased to have been contacted by the Complete Streets consultants for our feedback and we're looking forward to make a recommendation on one of the three options that will be presented next week. We applaud the City's direction on this.





# Projects

We have a number of projects on the horizon for 2018



Old Town Map



Old Town Mixer



Promotions



Property Business Improvement District



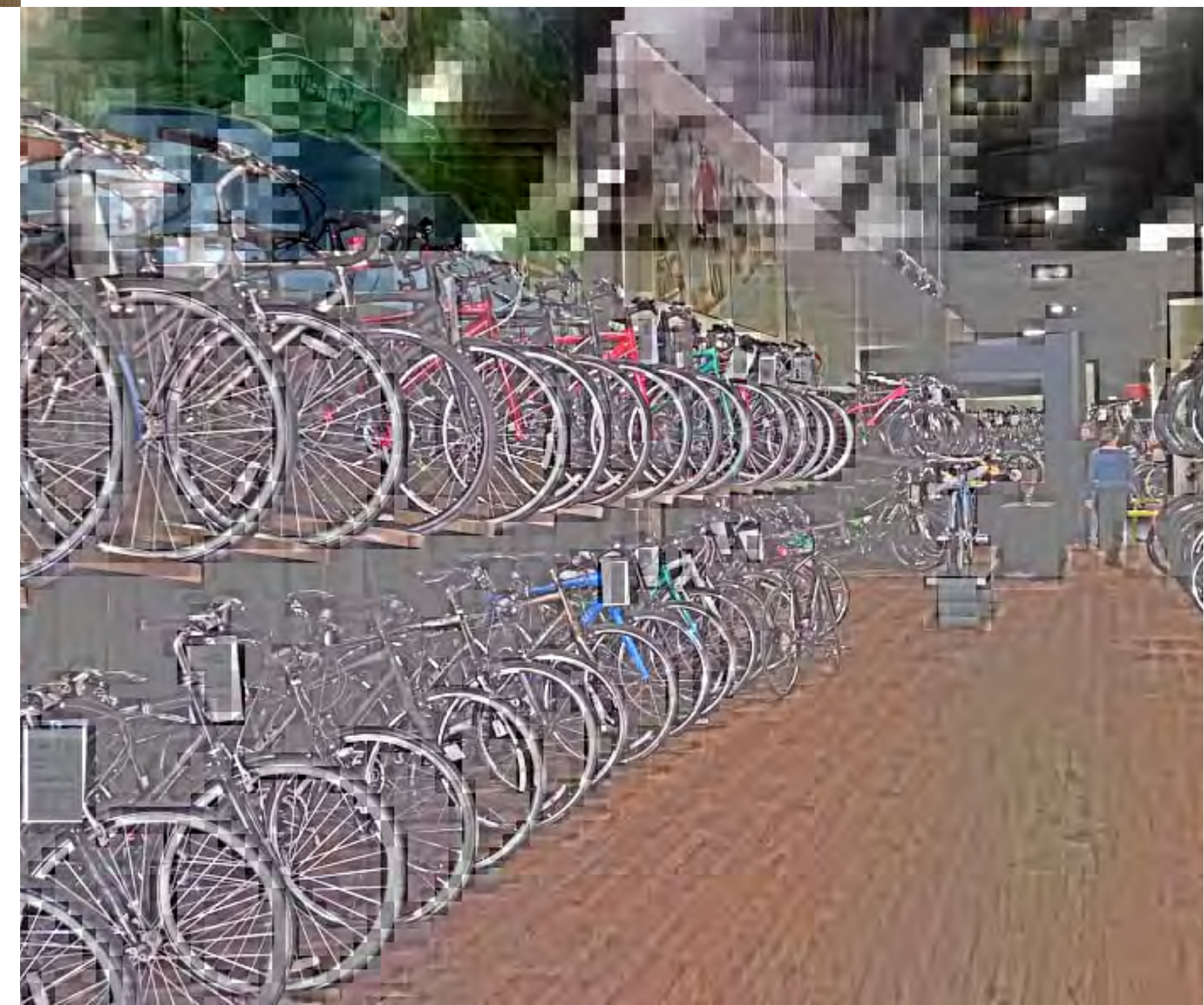
# Property Business Improvement District Feasibility Study



In California alone, more than 100 property and business improvement districts have been formed. These districts are found in downtowns, industrial areas, commercial corridors, and shopping destinations.



Property districts place an assessment on property owners within a distinct downtown or commercial area. Unlike property taxes, the assessment money must be used for specific services and improvements desired by the property owners.





# 2017 Budget

Total Spend \$32,367

