



TO: Mayor and Councilmembers
FROM: Valerie Cantella, Community Relations Manager
SUBJECT: Visit Santa Barbara Tourism Report and Marketing Plan

RECOMMENDATION:

Receive a presentation from Visit Santa Barbara on their Annual Report and Marketing Plan for the region, including Goleta.

BACKGROUND:

Visit Santa Barbara is the official destination marketing organization for the City of Santa Barbara, South Coast and surrounding communities. Its mission is to promote the area as a premier destination for leisure and business travel. Its membership includes hoteliers, attractions, restaurants, retail shops and other visitor services. Part of their funding comes through the Tourism Business Improvement District (TBID) and Goleta-specific marketing is done with those funds.

Kathy Janega-Dykes, President/CEO, will present a summary of the Annual TBID Report, the Visit Santa Barbara Marketing Plan and Goleta-specific initiatives for the upcoming year.

Reviewed By:

A handwritten signature in cursive script, appearing to read "C. Nichols".

Carmen Nichols
Deputy City Manager

Approved By:

A handwritten signature in cursive script, appearing to read "Michelle Greene".

Michelle Greene
City Manager

ATTACHMENTS:

1. Visit Santa Barbara PowerPoint

Attachment 1

Visit Santa Barbara PowerPoint



SUSTAINING TOURISM IN GOLETA

VISIT
SANTA BARBARA
THE AMERICAN RIVIERA



Takeaways from Today's Discussion

- Goleta is a tourism destination.
- Tourism is an economic engine for Goleta.
- Regional tourism partnerships work.



Goleta is a Tourism Destination

- Goleta is a tourism destination for both leisure and business travel.
- There's crossover between the South Coast's communities. Visitors who stay overnight in one city often explore the other cities.
- Goleta is a gateway to the surrounding region.



South Coast Tourism is an Economic Engine

- 7.2 million visitors annually to the South Coast
- \$1.9 billion in economic impact
- 13,482 jobs supported by the tourism industry

The Goleta Chamber of Commerce/Go Goleta

2016/17 Goleta Visitor Profile & Tourism Economic Impact Study

Report of Findings
(Period of Study: September 2016-August 2017)

Visitor profile and tourism economic impact study

Period of study: September 2016 and August 2017

Five separate research studies in the South Coast area

- Visitor intercept survey
- Hotel guest survey
- Survey of meeting planners
- Survey of hoteliers
- Telephone survey of homes in the South Coast area (VFR Survey)

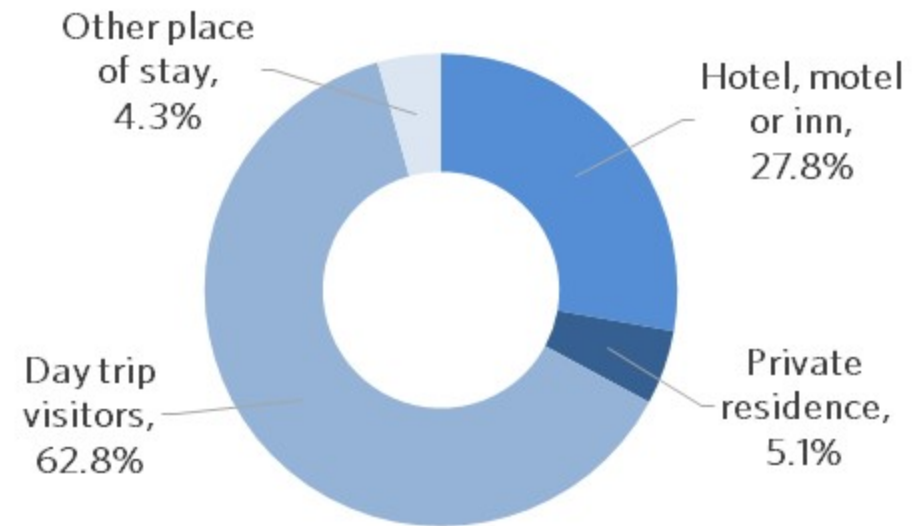
Goal: Understand Visitors and the impact of their spending in the South Coast

Fortunate side effect: We can make estimates for sub-regions like Goleta



Visitors to Goleta

Destination  Analysts



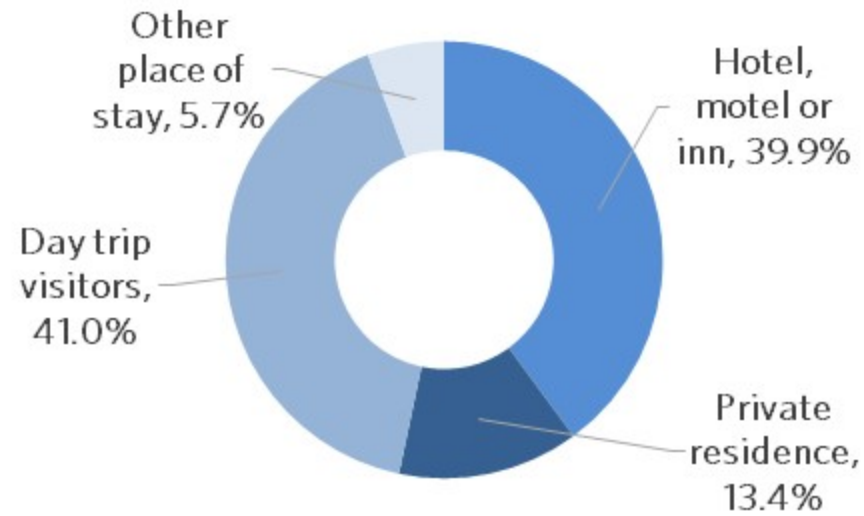
Visitors (annual, in thousands)	
Hotel, motel or inn	418
Private residence	77
Day trip visitors	945
Other place of stay	65
Total	1,504

Visit Goleta – Goleta Visitor Profile 2016/2017– (September 2016 – August 2017)



Visitor Days in Goleta

Destination  Analysts



Visitor Days (annual, in thousands)

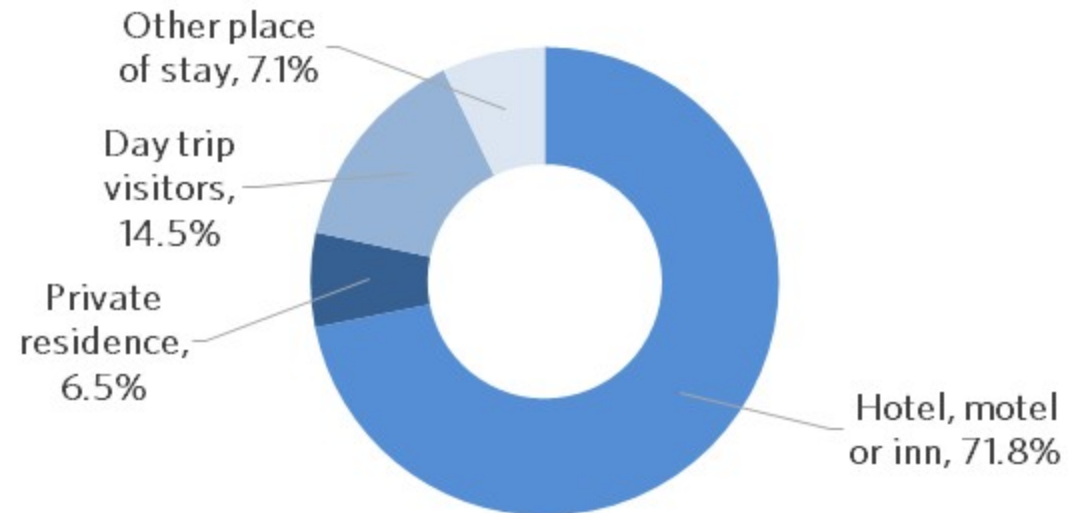
Hotel, motel or inn	920
Private residence	308
Day trip visitors	945
Other place of stay	130
Total	2,303

Visit Goleta – Goleta Visitor Profile 2016/2017– (September 2016 – August 2017)



Visitor Spending in Goleta

Destination  Analysts



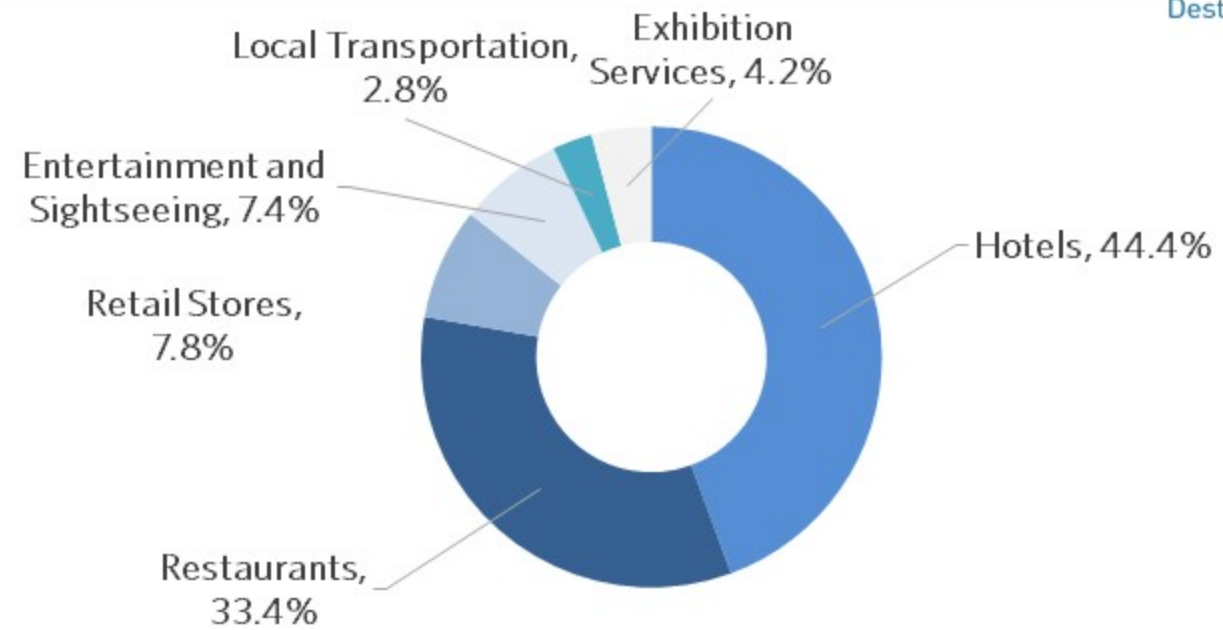
Visitor Spending (annual, in thousands)

Hotel, motel or inn	\$144,001
Private residence	\$13,049
Day trip visitors	\$29,148
Other place of stay	\$14,228
Total	\$200,426

Visit Goleta – Goleta Visitor Profile 2016/2017– (September 2016 – August 2017)

Jobs Supported by Visitor Industry

Destination  Analysts

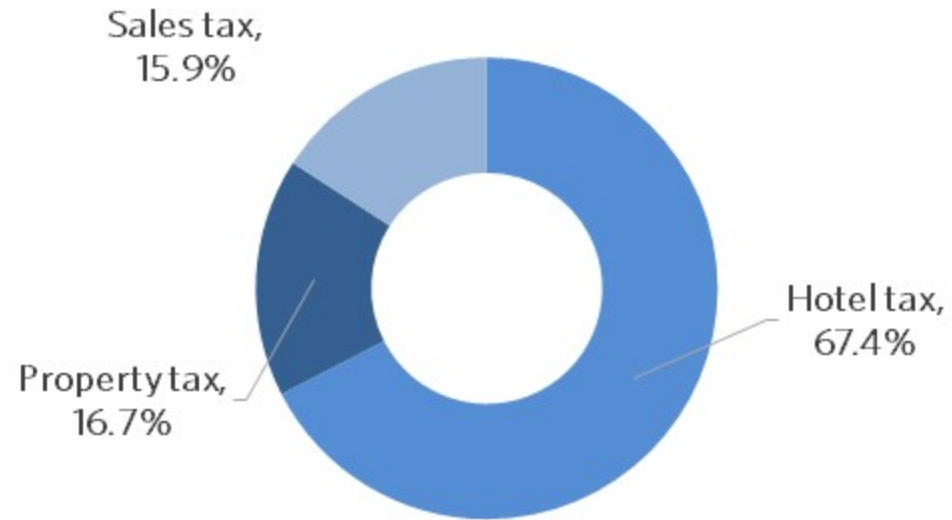


INDUSTRY SEGMENT	Total Employment
Hotels	573
Restaurants	431
Retail Stores	101
Entertainment and Sightseeing	95
Local Transportation	36
Exhibition Services	54
Total Visitor Industry	1,291

Visit Goleta – Goleta Visitor Profile 2016/2017– (September 2016 – August 2017)

Tax Revenues Generated for Goleta

Destination  Analysts



Derived Governmental Revenues Generated by the Visitor Industry		Total Annual Direct Revenue in 2016/17 \$1,000s
HOTEL TAX		
Hotel Tax Collected by Government Entities		\$8,615
PROPERTY TAX		
Property Taxes Paid to City Governments		\$2,137
SALES TAX		
Sales Tax Returned to City Governments		\$2,026
DIRECT REVENUES FROM VISITOR INDUSTRY		\$12,778



Goleta Visitor Industry Quick Facts

Destination  Analysts

A summary of the project's key findings are presented following:

	2016/17
Visitors to Goleta (annually, in millions)	1.5
Hotel, Motels and Inns (annually, in thousands)	418
Private Homes/Other (annually, in thousands)	142
Day-trip Visitors (annually, in thousands)	944.6
Visitor Days Spent in Goleta (annually, in thousands)	2,303
Average Daily Visitors to Goleta	6,310
Direct Visitor Spending in Goleta (annually, in millions)	\$200.4
Direct Visitor Spending per Goleta Resident (annually)	\$6,311
Jobs Supported by the Visitor Industry	1,291
Taxes Generated for Goleta (annually, in millions)	\$12.8
Taxes Generated (annually per Goleta household)	\$1,134



Why Tourism Matters to Goleta

- The benefits of tourism include tax dollars that support essential city services and employment opportunities for local residents.
- But tourism also enhances and sustains the quality of life that local residents enjoy—and perhaps even take for granted.
- Tourism supports Goleta businesses like restaurants, attractions, festivals, and services that could not survive based on local customers alone.

- Primary mission is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs.
- Visit Santa Barbara (VSB) is committed to promoting and elevating Santa Barbara's position as a world-class destination for leisure and business travel. VSB further serves to ensure tourism continues to contribute on a large scale, thereby enhancing the quality of life for all who live, work and play here.



Why Destination Marketing Matters

- Organizations like Visit Santa Barbara and the Goleta Valley Chamber act as economic development engines. Destination marketing is a highly competitive landscape. Contrary to popular belief, tourism doesn't just happen.
- Working together to leverage opportunities and create economies of scale through our regional marketing partnership makes us more competitive in this global landscape.
- We market the region to attract visitors of all kinds — not just leisure travelers. Meetings, conferences, weddings, events and film and television productions are also part of our purview.
- And there is a significant economic trickle-down benefit from destination marketing that goes well beyond the traditional idea of what constitutes as the tourism sector.

The South Coast Tourism Business Improvement District

- The South Coast Tourism Business Improvement Board (TBID) is one of the key ways in which our regional partnership helps us compete in the global marketplace.
- The Santa Barbara South Coast is among more than 100 California communities that have a Tourism Business Improvement District—known as a TBID.
- TBIDs establish self-assessed hotel fees and the assessment is passed onto the consumer.






How Our TBID is Managed

- The TBID is a benefit assessment—not an actual tax—so, by law, the funds must be used for specific marketing purposes.
- We have a TBID Committee made up of hotel representatives that help plan and oversee how the TBID marketing dollars are invested every year.
- Several Goleta hoteliers serve on that committee.

- The Goleta Chamber receives \$160,000 every year from the South Coast TBID collections to use for their own marketing efforts—an amount that has historically been matched by the City of Goleta to fund the marketing infrastructure.
- That tourism infrastructure is essential to creating the payoff of the marketing investment.
- **Goleta benefits from Visit Santa Barbara's ongoing destination marketing activity program funded by the South Coast TBID as well as our organization's other funding sources.**



The Power of Partnership

Explore & Discover | Plan | Stay | Search

Guys' Getaway to Goleta

Goleta is well suited to an action-packed group getaway with the line-up calls for equal parts adventure, entertainment and refreshment.

Photo Courtesy of Go-Goleto at Glen Avire Golf Club

Goleta is called "The Good Land" for good reason (aside from the fact that's what the name literally means). Santa Barbara's immediate neighbor to the northwest, Goleta has its own community identity dominated by an ultra laid-back, no-frills vibe. Goleta has long been synonymous with the University of California Santa Barbara, where serious academia is matched by serious fun on one of the world's most beautiful college campuses. Goleta is also home to inviting wide-open spaces including untouched coastline, boutique farms and orchards and a pair of highly rated golf courses. These days, Goleta's star is also rising when it comes to the growing concentration of cool hotels, craft beer producers and killer cuisine. It's particularly well suited to an action-packed guys' getaway when the line-up calls for equal parts adventure, entertainment and refreshment.

Book Your Stay

START DATE

END DATE

SEARCH

Once the group has agreed upon your "vacation" dates, the first order of business is deciding where you'll call home for your two or three night stay. If it's luxury you seek and you're serious golfers, look no further than the **Ritz Carlton Bacara, Santa Barbara** which is adjacent to the sought after **Sanpiper Golf Club**. If you want something that's a bit hip and rock-and-roll, **Kingston's The Goodland** is a go-to hot spot. And if you're more of a brand loyalist looking to relax, **Hilton**

**Visit Santa Barbara** @SantaBarbara · Sep 11

You're in for a lemon-flavored treat at the 27th Annual California Lemon Festival, Sept. 29-30. For two full days, this festival is family fun at its finest, with arts and crafts vendors, lemon-inspired treats, a classic car show, and amusement park rides:



Goleta Lemon Festival
Visit the post for more.
lemonfestival.com

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Hilton Garden Inn Santa Barbara Goleta

visitsantabarbara Happy hour in 'The Good Land'. Cheers to the newest rooftop bar in @goletoaca at @hgisantabarbaragoleta. Spyglass Bistro & Bar. #shines #goleto

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troryireland Perfect

kadruryjones @mikej2727 we should go

anymer @taileysoma_coast danalomalina, @squishiesquishie we gotta tell the Nordstrom guy!

leptis Perfection ☺☺

inchwormincorporated I'd rather be in Santa Barbara!

inchwormincorporated 🍷🍷🍷🍷 paintreesandemonades 🍷🍷



2,195 likes

MARCH 2

Log in to like or comment.

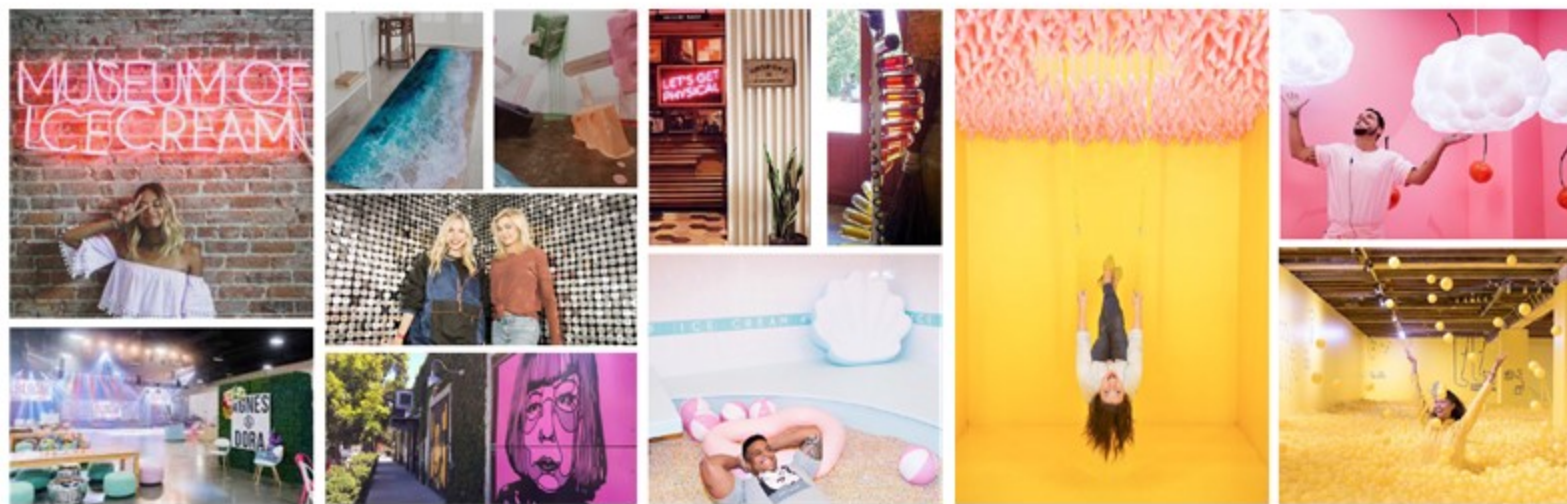




Coming Soon: SB County Pop-Up Travel Boutique

Experiential Santa Barbara County travel boutique encouraging visitors to experience the destination through interactive art installations

Partnering with **Goleta**, **Santa Ynez Valley**, **Buellton**, **Solvang** and **Santa Maria**



Coming Soon: SB County Pop-Up Travel Boutique

Nov. 1 – 4, 2018

LOCATION: AMERICANA AT BRAND

- Dedicated areas within the space to promote each area/region through interactive installations
- Campaign landing page featuring “Instagrammable Moments” hotel packages (25+ packages)
- Travel concierge available at activation for instant bookings
- Nov. 1 Press event/launch party for Press/Influencers
- Supported by paid media, social media and PR



The
AMERICANA
at Brand



*Americana at Brand gets an average
of 16 million visitors per year* 25

Closing

