



# SUSTAINING TOURISM IN GOLETA

THE POWER OF TRAVEL PROMOTION

VISIT  
**SANTA BARBARA**  
THE AMERICAN RIVIERA





# FY 2017-2018 AN UNPRECEDENTED YEAR



## *Takeaways from Today's Discussion*

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

**This is the power of travel promotion.**



## *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

# 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

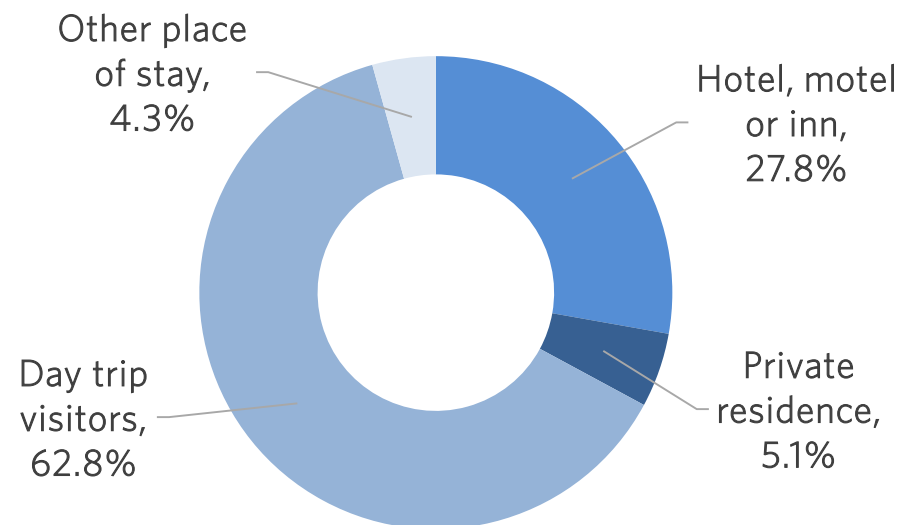
**Fortunate side effect:** We can make estimates for sub-regions like Goleta





# 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 |

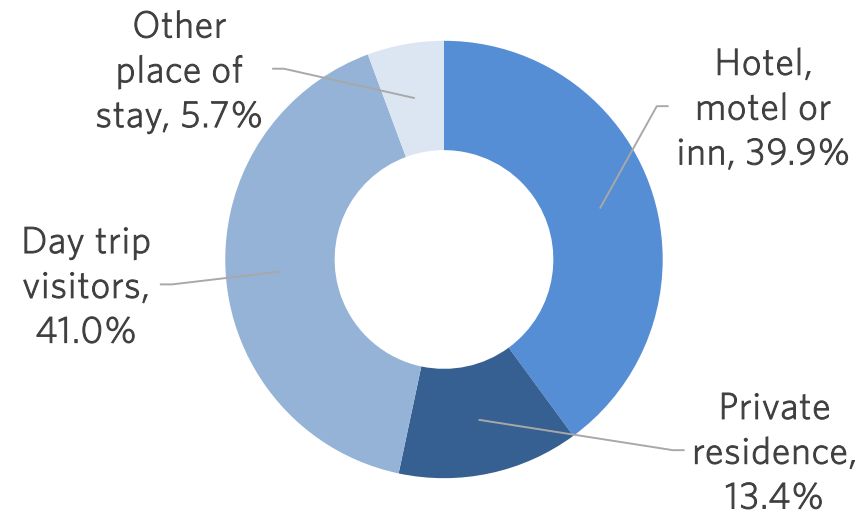
Visit Goleta – Goleta Visitor Profile 2016/2017– (September 2016 – August 2017)





# Visitor Days in Goleta

Destination  Analysts



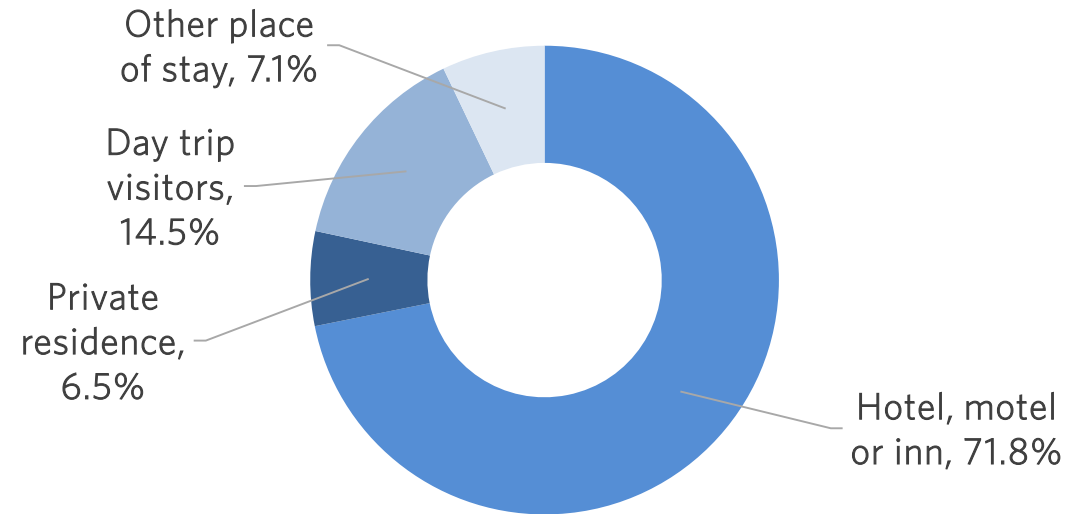
| Visitor Days (annual, in thousands) |       |
|-------------------------------------|-------|
| Hotel, motel or inn                 | 920   |
| Private residence                   | 308   |
| Day trip visitors                   | 945   |
| Other place of stay                 | 130   |
| Total                               | 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 |

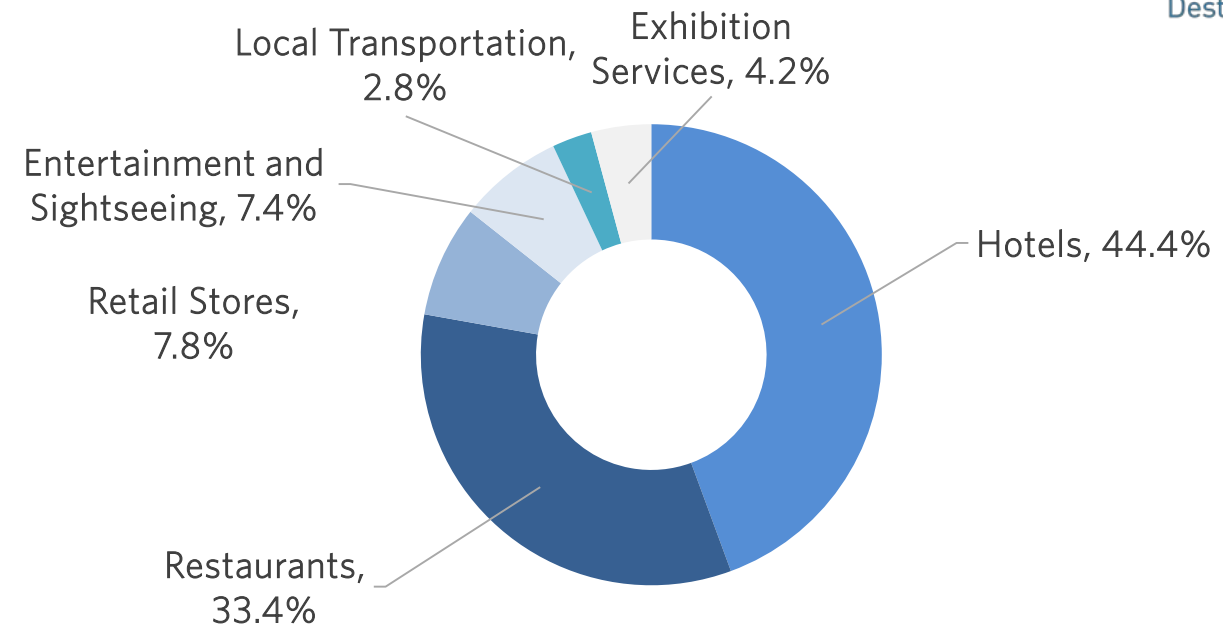
Visit Goleta – Goleta Visitor Profile 2016/2017– (September 2016 – August 2017)





# Jobs Supported by Visitor Industry

Destination  Analysts

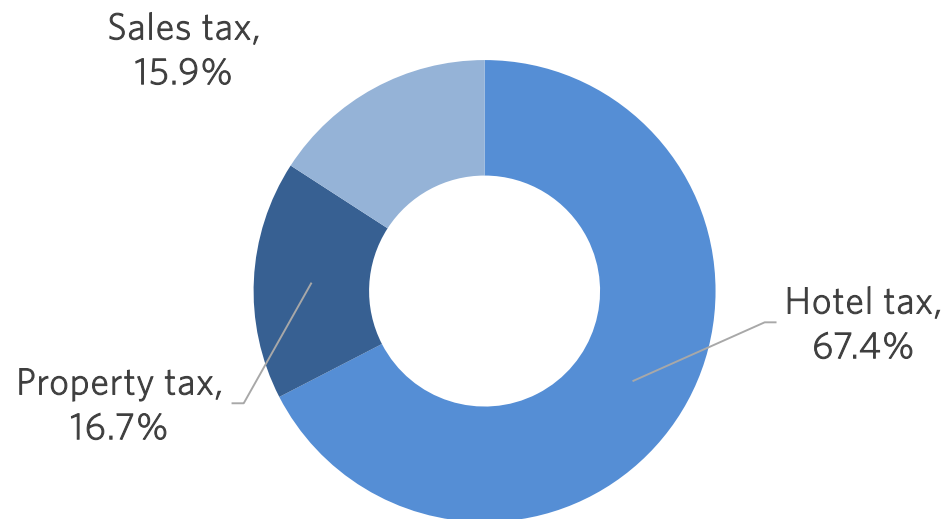


| INDUSTRY SEGMENT              | Total Employment |
|-------------------------------|------------------|
| Hotels                        | 573              |
| Restaurants                   | 431              |
| Retail Stores                 | 101              |
| Entertainment and Sightseeing | 95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

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

# Tax Revenues Generated for Goleta

Destination  Analysts



| Derived Governmental Revenues<br>Generated by the Visitor Industry |  | Total Annual<br>Direct Revenue<br>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  |

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





# Goleta Visitor Industry Quick Facts

Destination  Analysts

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

|   | <b>2016/17</b> |
|---|----------------|
| 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        |

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



## *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.





## *About Visit Santa Barbara*

- 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.
- 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.



## *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.





## *2019 TBID Assessment Ratio*

| CATEGORY          | CURRENT | 2019   |
|-------------------|---------|--------|
| <\$100            | \$0.85  | \$0.95 |
| \$100-\$149       | \$1.65  | \$1.85 |
| \$150-\$199       | \$2.50  | \$2.75 |
| \$200-\$249       | \$3.30  | \$3.65 |
| \$250-\$299       | \$3.85  | \$4.25 |
| >\$300            | \$4.40  | \$4.85 |
| *VACATION RENTALS | \$2.20  | \$2.40 |

\*Only those permitted in Santa Barbara, Goleta and South County unincorporated areas.





## *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.
- The TBID Committee is 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.

### TBID Annual Collections

| YEAR      | CITY OF SB | GOLETA    | COUNTY OF SB | TOTAL     |
|-----------|------------|-----------|--------------|-----------|
| 2017-2018 | 2,405,380  | 1,028,557 | 427,303      | 3,861,240 |



- 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

SANTA BARBARA  
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Explore & Discover | Plan | Stay | Search

Photo Courtesy of Go Cabeta 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-fuss 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, bucolic 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 "mancation" 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 **Sandpiper Golf Club**. If you want something that's a bit hip and rock-and-roll, **Kimpton's The Goodland** is a go-to hot spot. And if you're more of a brand loyalist looking to earn points, **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](http://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 @gogoletaca at @hgisantabarbaragoleta. Spyglass Bistro & Bar. #sbshines #gogoleta

View all 37 comments

troryireland Perfect

kattrrjones @mikej2727 we should go

amymr @talleyfornia\_coast

danalorraina\_ @squishiesquishie we gotta tell the Nordstrom guy!

lnptps Perfection ☺☺

lnchwormincorporated I'd rather be in Santa Barbara!

lnchwormincorporated 🍷🍷🍷

paintreesandimonades 🍷🍷

2,195 likes

MARCH 2

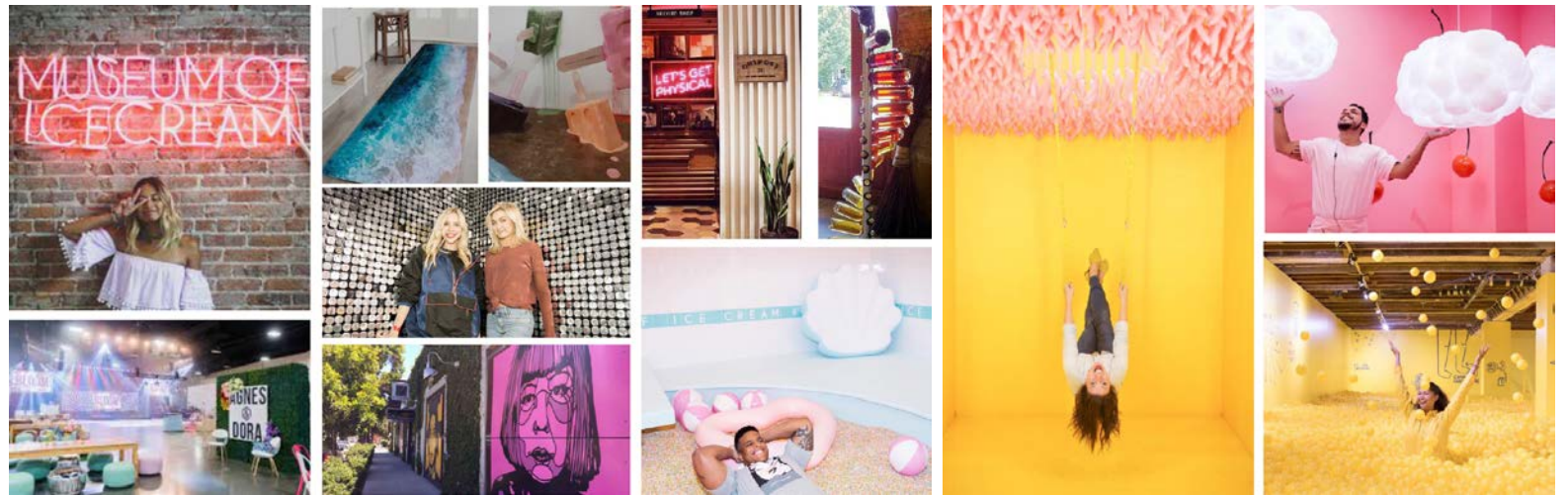
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## *Coming Soon: SB County Pop-Up Travel Boutique*

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*

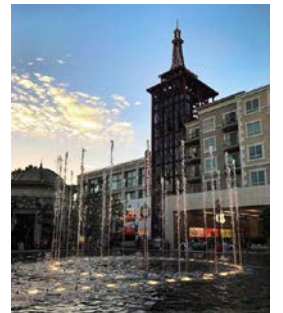
Nov. 1 – 4, 2018

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*



CLOSING

