

WHY SANTA BARBARA, CALIFORNIA?



DESTINATION SNAPSHOT

COMPLIMENTARY SERVICES

- Lead Distribution
- Coordination of Hotel and Venue Inspections
- Sample Itineraries
- Referrals to Group Activity Vendors, Restaurants & Services Providers
- Welcome Amenities Suggestions

MARKETING TOOLS

- Destination Information & Maps
- Image and Video Library
- Welcome Signage at the Santa Barbara Airport*
- Hospitality Desk at the Host Hotel*

BOOKING INCENTIVES

- Premiums are available based on group size and day/date patterns

VISIT
SANTA BARBARA

GroupSales@SantaBarbaraCA.com
(805) 966-9222 | MeetInSB.com

ACCOMMODATIONS

Santa Barbara South Coast offers **5,269 rooms** ranging from luxury resorts and downtown boutique properties to classic inns, B&B's and resort camping.

MEETING FACILITIES

More than **144 conference and event facilities** dot the area from luxurious beachfront resorts, picturesque wineries, intimate museums, lush gardens, rustic ranches and grand estates are available.

CULINARY CACHE

In 2019, The Michelin Guide California acknowledged twelve Santa Barbara restaurants. Ten were awarded "Michelin Plate" designations, and two were recognized as "Bib Gourmand."

In addition, Santa Barbara offers over 200 wineries in six AVAs, including those featured in the Oscar-winning film *Sideways*. Over 40 tasting rooms can be enjoyed on the downtown Urban Wine Trail just minutes from the beach.

ARTS & CULTURE

Few cities of Santa Barbara's size can match the quality and diversity of its artistic and cultural offerings, which include 50 museums and galleries and a wide range of stellar performance venues hosting multiple world-class theatre groups, opera and dance companies, chamber orchestras, and more.

CULTURAL HERITAGE

The Red Tile Walking Tour is a great way to learn about the city's history. Highlights include the Santa Barbara County Courthouse, El Presidio, and historic adobes. *Must-see*: Old Mission Santa Barbara, named "Queen of the Missions".

DYNAMIC DOWNTOWN

Combines world-class restaurants, galleries & shops, wine tasting rooms, breweries and a distillery and a lively night scene. Great shopping abounds – stroll through quaint cobbled arcades amongst bubbling fountains, towering palms, and historic buildings to find a combination of local boutique stores and large retail stores.

PARKS & GARDENS

Santa Barbara Channel Islands National Park, known as the "Galapagos of North America," offers year-round whale watching, diving, spectacular hiking and kayaking in the Painted Cave – one of the world's largest and deepest sea caves. SB is also known for its nurseries and notable gardens, including Lotusland and the SB Botanic Garden. SB County produces more orchids than any other region in the US, so a trip to the orchid farms is a must.

WATER ACTIVITIES

SB offers a variety of water activities of varying skill levels, including: kayaking, sailing, surfing, paddle-boarding, wind-surfing, snorkeling, scuba-diving, and deep-sea fishing.

*Based upon group size.

WHY SANTA BARBARA?

Santa Barbara is located on the Central Coast of California:
92 mi/148 km north of Los Angeles
332 mi/534 km south of San Francisco

Amtrak offers daily trips from Los Angeles, Burbank Airport, Orange County, and San Diego

Visitors arrive via Santa Barbara Airport, Amtrak, drive scenic Hwy 1, Hwy 101, or by shuttle

Santa Barbara Airport (flysba.com)
8 mi/12 km north of the city with direct flights from Dallas, Denver, Los Angeles, Las Vegas, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Francisco and Seattle



↑ Santa Barbara Wine Country
35mi/56km north of the city



SANTA BARBARA FACTS

- ◆ Santa Barbara is referred to as The American Riviera®
- ◆ Moderate year-round Mediterranean climate: 15-20°C/60-80°F
- ◆ Known for its red tile roofs, “Spanish Revival” landmarks and historic adobes
- ◆ Birth place of Earth Day
- ◆ The Channel Islands National Park is known as the “Galapagos of North America”
- ◆ Santa Barbara County boasts over 200 wineries and tasting rooms
- ◆ Recipient of the National Trust for Historic Preservation's Distinctive Destination Award