

SANTA BARBARA VISITOR CENTER

The 24-hour information plaza
at the Santa Barbara Visitor's Center

Media Kit



IN CONJUNCTION
WITH

SANTA BARBARA
SOUTH COAST
CHAMBER OF COMMERCE



Professionally designed and approved by historic landmarks commission, backed by the Chamber, Visit Santa Barbara, and the Greater Santa Barbara Lodging and Restaurant Association we present to you

The 24-Hour Visitor Information Plaza At the Santa Barbara Visitor Center



“The kiosk is a beautiful structure that truly enhances the visitor center. It gets very crowded in our visitor center and there are often many people waiting outside for their turn. The kiosk is able to help us provide visitor information to visitors while they are waiting to come inside to talk to one of our service professionals. The kiosk is also a wonderful way to help our visitors after hours when the visitor center has closed.”

Annemarie Rogers, Visitor Center Executive Director



The beautiful kiosk is designed to provide a warm welcome to the visitors to Santa Barbara, and to provide information that they need, even after the visitor center has closed. The small size of the visitor center makes it difficult for the staff to help more than a few people at a time. During the busy times there are lines of visitors waiting to get in; not to mention the numerous tour buses that stop every day that can't fit everyone inside. The new information display helps visitors find the information they need, while they're waiting to talk to the staff.

“The Visitor Center offers top notch service and a personal touch for our visitors, and the kiosk will complement these efforts. It will offer a great first impression for visitors to our great city.”

Kathy Janega-Dykes, President CEO Visit Santa Barbara

Marketing Opportunities

24-Hour Information Display

Single Ad

\$1995/year (8" H x 11"W)

Double-Wide or Double High

\$3500/year (8"H x 22.5" W or 18" H x 11"W)

Includes:

* Includes digital ad or commercial on both exterior screens

Large Ad

\$6500/year (18"H x 22.5"W)

* Includes digital ad or commercial on both exterior screens

***Double ad or larger includes your commercial or slideshow on BOTH exterior TV screens at the Visitor Center**



“ Out of all the advertising that we have done, infoBoard has seemed to bring in the most people. You supply a very good service. Thank you. ”

Emily Cooley, Best Western High Sierra Hotel, Mammoth Lakes

For advertising inquiries please contact: Infoboard Systems for the Santa Barbara Chamber of Commerce

Email: touristinfo@msn.com • Phone: (805) 441-2060

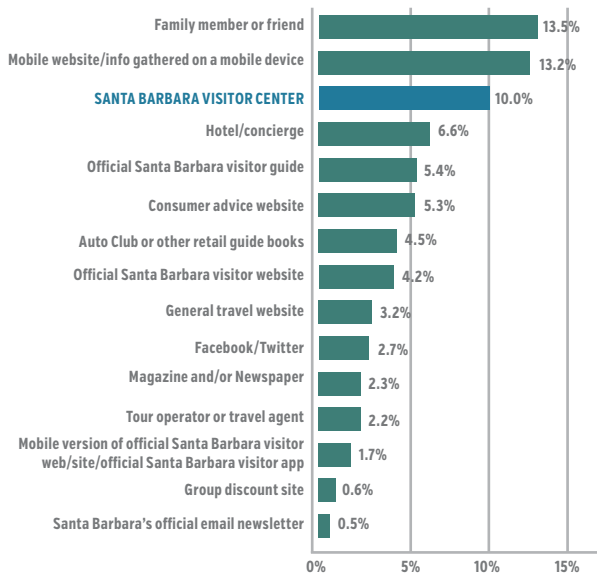
SANTA BARBARA VISITOR PROFILE AND STATISTICS

TOURISM INDUSTRY

- **Santa Barbara hosts more than 6.1 million visitors each year, with over \$1.5 billion in spending!**
- Santa Barbara's tourism industry posted it's highest numbers in city history last year, revealing that more people are visiting the area and tourism is on the rise.
(http://www.noozhawk.com/article/santa_barbara_bed_tax_on_the_upswing)
- Over 86% of all visitors to Santa Barbara arrive by car; making it very likely they will change their plans based off of the information they receive at the visitor center.

TOURISM STATS

What resources influence their trip most while they are here?

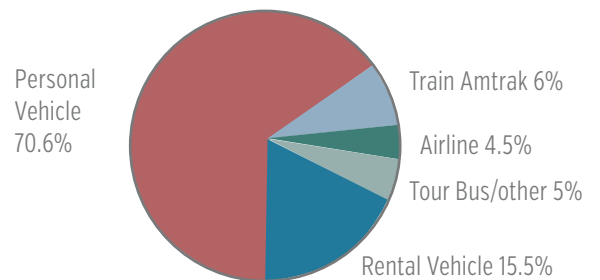


(Information provided by Visit Santa Barbara South Coast Visitor Profile Study by Destination Analysts, Inc)

ARE VISITORS INFLUENCED BY THE INFORMATION THEY RECEIVE AT THE VISITOR CENTER?

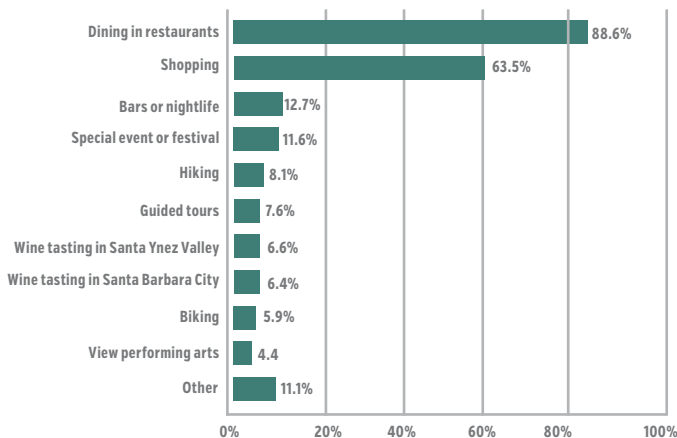
A survey of visitor center walk-ins showed that 51% of walk-in visitors said they would stay additional nights based on their interaction at the visitor information center, creating an incremental 98,538 room nights and over \$20 million in spending in that destination! This is only one example of the impact that visitor centers have on the decision-making process for visitors.*

METHOD OF ARRIVAL



(Information provided by Visit Santa Barbara South Coast Visitor Profile Study by Destination Analysts, Inc)

VISITOR ACTIVITIES



ADDITIONAL INFORMATION

- Over 200,000 visitors stopped inside the visitor center last year
- By informing visitors of all there is to see and do in Santa Barbara, our goal is to provide a world-class visitor experience- which in turn will motivate visitors to increase their length of stay, share about their experiences and encourage repeat visitation.

*Survey taken at Monterey County Visitor Center, 2014. A comparable visitor center and destination to Santa Barbara