THOMAS FIRE / JAN. 9 DEBRIS FLOW TOURISM RECOVERY PLAN
CELEBRITY REACH

INSTAGRAM FOLLOWERS

ELLEN DEGENERES
51.4 MILLION

OPRAH WINFREY
13.6 MILLION

KATY PERRY
68.6 MILLION

ROB LOWE
635K

BRAD PAISLEY
1 MILLION
In December, hotel revenue loss was over $6M in our community. Additionally, there was an estimated overall loss of spending by travelers for goods and services of $23M.

In January hotel rooms filled (18.1% over the previous year). However, they filled with displaced residents and first responders that booked rooms at lower rates than usual.

In Santa Barbara, room rates were down 8.6% from the previous year. It is also estimated that these displaced residents and first responders spent an average of 25% less on other goods and services than the average out of town visitor would have spent.

Our tourism and retail community as a whole has lost significant revenue despite having high hotel occupancy in January.

Source: Smith Travel Research, Visit California Dean Runyan Associates Report; City of Santa Barbara TOT Report and City of Goleta TOT report
THE CHALLENGE

How to strike the delicate balance of demonstrating support for an unprecedented tragedy while communicating that area hotels, restaurants and attractions in the cities of Santa Barbara and Goleta are open for business.
Our Strategy

Phase 1: Information & Impact Assessment

Phase 2: Welcome Visitors Back to Santa Barbara

Phase 3: Rebuild Demand for Long-haul & Group
- We paused all of our major marketing initiatives.
- Worked with Chamber of Commerce to secure evacuee rates for residents.
- Updated Travel Advisory messaging on our website.
- Worked with Visit California to develop and implement an emergency evacuation communication plan.
- Hired Crisis Communications Agency, MWW.
- Hosted weekly meeting with key area stakeholders, including the Chamber, DSB, HSB and more, in order to share updates and initiatives related to tourism recovery.
- Developed Member Tool Kit with social media guidelines.

Messaging: During this time, we led with PR-based communication, focusing on facts with a tone of gratitude.
WELCOMING VISITORS BACK

With the 101 and Coast Village Road now open, and recovery efforts well underway, Visit Santa Barbara has worked with agency partners to develop new messaging aimed at highlighting the compassion and spirit of the community, while welcoming visitors to experience it.
Visit Santa Barbara has initiated an integrated approach to tourism recovery, including traditional PR efforts, as well as paid digital and print programs. In addition, VSB is focusing efforts on new mediums and channels not typically utilized including billboards and radio, with the immediate goal of reaching the drive market.
LOCAL RECOVERY PUSH

REAL-TIME SOCIAL MEDIA

FOCUS ON UPCOMING EVENTS
Our core messaging, **Santa Barbara Shines** highlights our **resilience** while sending a positive/heartfelt message that conveys what’s open.
L.A. Client Series
Tuesday, February 6th
Location: A.O.C. In Los Angeles, CA
Series of 3 client events targeting: media, trade & meeting planners
- Bubbles & Brunch
- Garden Party
- Winemaker Dinner

Aggressive PR outreach
- Desk Sides in Toronto, Los Angeles, New York
- Meetings with major travel and lifestyle publications (i.e. Travel & Leisure, Departures, Town & Country, Martha Stewart Wedding, etc.)
- Press Trips and Familiarization trips, hosting media and meeting planners to showcase Santa Barbara first hand
Visit Santa Barbara in partnership with Visit California held a Community Tourism Recovery Forum on Feb. 1 to discuss recovery plans for the area’s tourism economy. Local and state tourism representatives spoke about current initiatives and longer-term strategies to restore the region’s tourism economy, and ways to leverage the efforts.

Guest speakers included:
• Caroline Beteta, President and CEO of Visit California
• Cathy Murillo, Mayor for the City of Santa Barbara
• Das Williams, First District Supervisor for Santa Barbara County

In addition, the Forum included the following community speakers:
• Ken Oplinger, President/CEO of the Santa Barbara Chamber of Commerce
• Dave Lombardi, Interim Executive Director for Downtown Santa Barbara
• Sharon Byrne, Coast Village Road Association
Visit CA
Investment valued at $2M across paid, earned, owned and trade

Amtrak
Exploring partnership with Amtrak and their new “Hug the Coast” campaign.

L.A. Tourism
Promoting Santa Barbara on digital channels and influencer tour
While the recent tragedies paused our core brand campaign efforts, we have a strong, well-researched plan ready to resume in Q4 of FY 17/18.

This plan is designed to help rebuild demand for long-haul visitors and incremental overnight stays, while building upon the equity of The American Riviera®.
TRAVEL FORECAST: CAUTIOUSLY OPTIMISTIC