

SOCIAL & CULTURAL TRENDS

The following are consumer lifestyle and destination trends that Visit Santa Barbara has identified as important to consider and keep top of mind in order to increase awareness and demand for the destination.

Consumer Lifestyle Trends

- People are seeking a deeper connection to travel brands and destinations*

Travelers today are looking to align with brands and destinations that have similar values and beliefs.

- Technology is going real-time

As one-to-one marketing continues, new technology is being developed to make relevant suggestions to visitors no matter where they are in a destination. Given the visitor's increased use of mobile technology (smartphones, tablets etc.) and focus on the destination experience it is critical to provide information with the detail users are looking for when they need it to enhance their overall experience.

- Alternative travel - the shared economy

The shared economy has gone mainstream. Transactions are easier, discovering shared economy suppliers is faster, and feedback is transparent. This trend will continue to especially impact the property rental market though in Santa Barbara these efforts will be restricted removing a source of lodging for consumers who have become used to the shared economy.

- "Welltality" is the new hospitality**

Destinations and hotels are adding on wellness features to accommodate changing consumer tastes.

- Luxury travel***

Consumers today are more willing to open their wallets and invest in unique and memorable experiences.

- Multi-generational aspirational travel

Families today are looking for vacations that are transformative for the entire family.

- A shorter travel planning timeframe

Mobile technology is shifting the traveler's timeframe, allowing them to be more open to same day/next day last-minute offers. There is an opportunity for destinations and local attractions to leverage this segment.

- Bleisure travel on the rise^

The line between business and leisure, or bleisure, travel has blurred - creating a new breed of business travelers whose expectations and behavior has shifted. According to a survey by Virgin Atlantic, six out of ten respondents are more likely to mix business and pleasure on trips than they were five years ago - representing an opportunity for VSB to target individual business and group travel to extend stay and/or drive mid-week occupancy.

*Skift "The Future of Travel 2015"

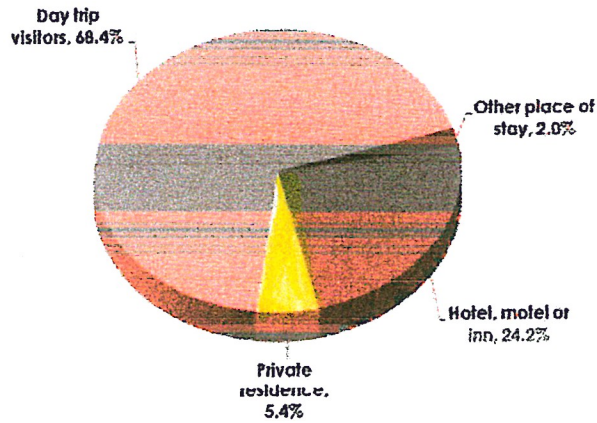
**AAA July/August "Welltality a new travel trend"

***Global Traveler May 2015 "Luxury Travel spending forecast to increase in 2016"

^Virgin Atlantic 2015

visitation was day-trip visitors, accounting for 4.2 million visitors, or 68% of the total. Visitors staying in hotels, motels or inns accounted for 1.5 million visitors, or 24.2 percent of all visitors to the area.

Visitors to South Coast



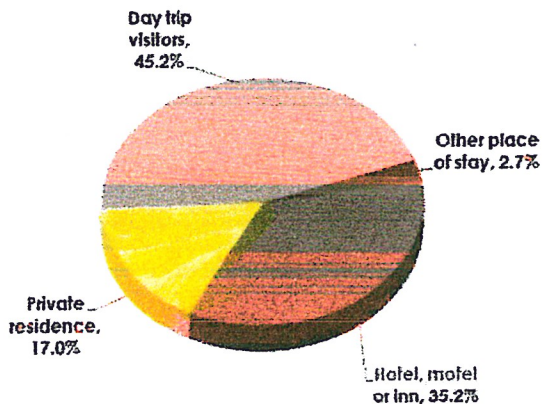
Visitors (in thousands)	
Hotel, motel or inn	1,487
Private residence	329
Day trip visitors	4,200
Other place of stay	125
Total	6,141

Source: Destination Analysts, Inc.--Santa Barbara South Coast Visitor Industry Economic Impact Model

Visitor Days in Santa Barbara South Coast

During the period of study, visitors spent a total of 9.3 million days in the region. The visitor segments measured in this study stayed different lengths of time in the Santa Barbara South Coast area. Those staying in paid lodging spent an average of 2.2 days-in market, while those staying in private homes spent 4.8 days. Day-trip visitors obviously spent one day. In total, guests who stayed in a hotel, motel or inn accounted for over one-third (35.2%) of all visitor days.

Visitor Days in Santa Barbara South Coast



Visitor Days (in thousands)	
Hotel, motel or inn	3,272
Private residence	1,579
Day trip visitors	4,200
Other place of stay	249
Total	9,301

Source: Destination Analysts, Inc.--Santa Barbara South Coast Visitor Industry Economic Impact Model

Visitor Spending in Individual Cities

The visitor surveys used to collect source data for the Destination Analysts model obviously could not ask about