

Santa Barbara  
**SEASONS**  
CELEBRATING LOCAL LIFE & CULTURE

## visitor market

- **Santa Barbara County attracts 10.5 million visitors** annually who spend \$1.35 billion per year—\$3.7 million daily (source: Santa Barbara Conference & Visitors Bureau).
- **Average visitor stay:** 3.6 days.
- **45% of the total visitors are from California**, 55% from out-of-state (14% international, 41% domestic).
- **Average age range 25–54 years** (55% of total).
- **Average household income** \$50k+ (76%); \$75k+ (56%) and \$100k+ (36%).

### visitor distribution / copies

Hotels and inns / 12,000

Tourist centers, services / 7,000

Real estate companies, art galleries, wineries, golf resorts / 2,000

Special events / 1,000

visitor copies per issue / 22,000

Newsstand / 2,000

Mailed copies per issue / 12,000

total copies per issue / 36,000

**Santa Barbara Seasons** has been selected by the Santa Barbara Conference & Visitors Bureau as the official quarterly magazine to promote Santa Barbara's cultural events, arts and attractions to a targeted list of media and group travel planners.