

MEET IN 2027, SAVE IN 2026

ACT BY DECEMBER 31 TO EARN BOOKING INCENTIVES!

There's never been a better time to bring your meeting to Santa Barbara, The American Riviera®. For a limited time, qualified programs can earn valuable incentive dollars for confirming business before **December 31, 2026, and actualizing in Q1 2027.**

HOW TO QUALIFY

Share details of your booking with the Visit Santa Barbara Sales Team

Confirm a definite contract with your hotel by December 31, 2026, and actualize group room nights between January 1, 2027, and March 31, 2027

Upon program completion, Visit Santa Barbara will reimburse \$10 per actualized room night for any group rooms utilized on Sunday through Thursday evenings. (Friday and Saturday nights are excluded)

For questions or more information please contact
Beth Olson at Beth@SantaBarbaraCA.com

Incentive Calculation and Payment Terms

The client and/or meeting planner agree to provide room block documentation directly to VSB. The incentive will be calculated based only on rooms that pay the contracted room rate, or higher. Complimentary rooms, discounted rooms, rooms using loyalty programs, cancelled rooms and attrition rooms are excluded.

Kindly note that the incentive is only offered for room nights that are assessed by the Tourism Business Improvement District (TBID). Currently this assessment is 2% of the room rate and is itemized on each folio. Room nights which are exempted from the TBID assessment are excluded.

Payment will be made by VSB to the client approximately 60 days after the group's departure, but only after qualified room nights have been verified to VSB's satisfaction. Please note that VSB's incentive payments will not be made to the property, or to other local vendors.