



VISIT SANTA BARBARA **2026 FIFA WORLD CUP OPPORTUNITY**

Driving visitation. Supporting local business. Elevating Santa Barbara on a global stage.

The 2026 FIFA World Cup will bring unprecedented global attention to California. With matches hosted in Los Angeles and San Francisco, Santa Barbara is well positioned as both a coastal extension for visiting travelers seeking a more relaxed, high-quality experience, and a nearby escape for Los Angeles residents looking to avoid peak congestion during the tournament. Visit Santa Barbara is leading a coordinated effort to convert this demand into overnight stays, local spending and long-term destination visibility.

HOW VISIT SANTA BARBARA IS ACTIVATING THIS MOMENT

Strategic Positioning

- Positioning the Santa Barbara South Coast as a coastal extension to Los Angeles travel
- Highlighting the destination as a place to relax and explore between matches
- Aligning messaging with high-value travelers seeking authentic experiences, outdoor access and quality of life

DEDICATED FIFA LANDING PAGE

SantaBarbaraCA.com/soccer-getaway

A centralized hub to capture and convert World Cup travel demand while connecting visitors with local businesses.

What this includes:

- Curated editorial and itineraries, including coastal road trips from Los Angeles and multi-day wellness and “escape the crowds” experiences
- Watch parties and local activations in Calendar of Events
- Integrated hotel packages, offers and partner promotions
- Targeted audience including World Cup travelers and Los Angeles residents seeking a nearby escape

How your business can participate and benefit:

- **Create FIFA-ready experiences**
 - Watch parties or viewing events
 - Limited-time menus, tastings or themed offerings
 - Outdoor or group-friendly experiences
 - Targeted packages tied to Los Angeles travel and incentives for extended stays
- **Leverage the landing page for visibility**
 - Submit offers, events and experiences for inclusion
 - Reach high-intent travelers actively planning trips
 - Convert exposure into bookings and foot traffic

Why it matters:

- Exposure on a trusted, high-traffic platform
- Primary destination for paid media and partner referrals
- Long-term SEO value and discoverability

Contact: Taylon Faltas, Content Manager Taylon@SantaBarbaraCA.com

MARKETING CAMPAIGNS

Turning global attention into local visitation

VSB will be investing \$175,000 in paid media through targeted campaigns running March–June 2026, reaching international and domestic travelers actively planning World Cup travel, along with Los Angeles residents seeking a nearby coastal escape during peak event periods.

Key efforts:

- **Paid Social (Meta Platforms)**
 - High-impact visuals and short-form video
 - Messaging: A calm coastal counterpoint to Los Angeles
- **Expedia Partnership**
 - Campaign: Come for Soccer, Stay for SoCal
 - Targets high-intent travelers actively booking trips, targeting visitors from U.S., Canada and Mexico
 - Converts demand directly into hotel bookings
- **Programmatic Media (Datafy + Adara)**
 - Reaching soccer fans who attended soccer-related events over the past 2-3 years and Samba Soccer TV Watchers actively searching for LA across June 11-July 19
 - Display, video and native placements

Outcome:

- Increased awareness of Santa Barbara South Coast among World Cup travelers
- Traffic directed to the landing page and partner listings
- Measurable booking and visitation impact

Contact: JessyLynn Perkins, Director of Marketing, JessyLynn@SantaBarbaraCA.com

GROUP SALES & SPORTS STRATEGY

Building long-term opportunity beyond the tournament

- Hosting training base camps for Austria and Qatar
- Dedicated sales staff focused on building a pipeline to attract future sports events, tournaments and training camps
- Active partnerships with regional sports organizations and facility owners
- Ongoing outreach to event owners and tournament planners

Contact: Beth Olson, Director of Sales, Beth@SantaBarbaraCA.com

PUBLIC RELATIONS

Amplifying Santa Barbara's story globally

- Targeted media outreach aligned with World Cup travel trends
- Collaboration with Visit California on international press trips
- Positioning Santa Barbara as a nearby escape from host city crowds and a destination for extended stays and deeper experiences

Contact: Karna Hughes, Director of Public Relations, Karna@SantaBarbaraCA.com

KEY TAKEAWAY

This is a high-visibility, time-bound opportunity to:

- Capture visitors already traveling to California
- Drive incremental midweek demand
- Showcase Santa Barbara's coastal lifestyle to a global audience

Visit Santa Barbara is leading the strategy, marketing and partnerships to bring these visitors here. Local business participation is critical to maximizing the opportunity.