



Coastal resources and tourism

Tourism in Santa Barbara County is thriving. A vibrant and enviable tourism economy has grown alongside a healthy oil and gas production industry.

- *Between 1995 and 1997, total visitor volume in Santa Barbara County increased by more than nine percent. This compares with an increase of less than one percent for California as a whole during the same time frame.*
- *Between 1990 and 1998, hotel/motel room sales increased by 47 percent in Santa Barbara County.*
- *In 1998, average hotel occupancy rates dipped just one percent, while average room rates increased by more than five percent.*
- *While Santa Barbara County accounts for just over one percent of the state's population, it accounts for more than four percent of the state's tourism visitor volume.*
- *While Santa Barbara County accounts for about 1.3 percent of the state's personal income, the county accounts for 1.6 percent of travel accommodation spending and 1.5 percent of total travel spending.*
- *Dubbing itself "the American Riviera with a Prime Pacific Beach," Santa Barbara County has 34 beachfront hotels, including a brand new luxury resort opening in the summer of 2000.*