

# MORE ROOMS READERS RESULTS!



Since 1995, PASSPORT GATEWAY MAGAZINE™, has shown millions of visitors where to find the very best restaurants, stores, recreational resources, performing arts and attractions in Carpinteria, Summerland, Montecito, Santa Barbara, Goleta and the Santa Ynez Valley.

Today, more copies of PASSPORT GATEWAY MAGAZINE™, the area's most attractive, comprehensive and convenient source for visitor information, are placed in the guest rooms at more accommodations and at more visitor centers in the greater Santa Barbara area than any other visitor publication.

And that means that your advertising in our colorful, upscale, digest-size visitor guide will be read by more of the over night guests that are research - proven to spend more money for dining, shopping and recreation, and, to be more likely to use visitor guides to decide where to go, what to do and how to spend their money than any other visitor publication in the greater Santa Barbara area.

As documented by the guest room surveys conducted by Verified Audit Circulation, PASSPORT GATEWAY MAGAZINE™, the area's most portable upscale visitor publication, is placed in nearly twice as many guest rooms as any other visitor guide to provide the best possible coverage of the ever-changing tourist population, and, to insure that your advertising will be read by more visitors at the time they're making dining, shopping and other activity decisions.

In addition to the placement of your advertising in more guest rooms and other heavily trafficked visitor-serving locations that will reach more readers and deliver more results, your PASSPORT GATEWAY MAGAZINE™ investment can also include the display of your advertising at and a link to your web site from our site [passportsantabarbara.com](http://passportsantabarbara.com) that is advertised to more than 701,000 annual readers and used by thousands of visitors to make activity planning decisions before they arrive.

More rooms, more readers, more results! Three great reasons to use PASSPORT GATEWAY MAGAZINE™ to show more visitors the way to your business!



## WELCOME TO PARADISE

SHOPPING GUIDE

FEATURE STORIES

GALLERY GUIDE

PERFORMING ARTS

DINING GUIDE

SANTA BARBARA  
AREA MAP

POINTS OF INTEREST

DOWNTOWN  
AREA MAP

NIGHT LIFE

WATERFRONT GUIDE

WINE COUNTRY MAP

GOLF COURSE GUIDE

EVENTS CALENDAR

FUTURE EVENTS

PHONE BOOTH

TV CHANNEL GUIDE



● More than 701,000 visitors will use Passport to make activity decisions this year.



● Over 419,000 Passport readers will visit museums, galleries, wineries & theatres this year.



● Over 466,000 Passport readers will shop at area stores in the next 12 months.



● Over 489,000 Passport readers will dine at area restaurants in the next 12 months