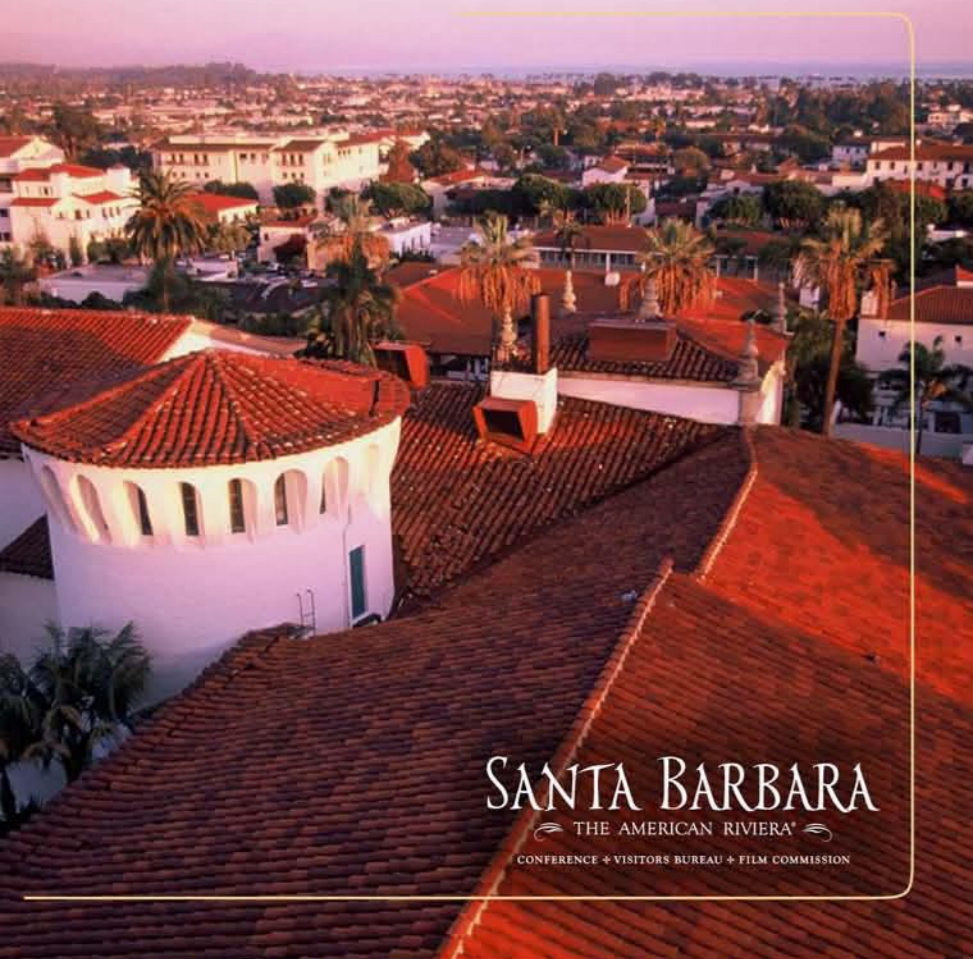


SANTA BARBARA UNCOVERED:
24 Special Ways to Enjoy it Like an Insider



SANTA BARBARA
THE AMERICAN RIVIERA
CONFERENCE + VISITORS BUREAU + FILM COMMISSION



1 **L**a Super Rica taqueria. This no-frills Mexican eatery was a favorite of the late chef and author Julia Child, and it still enjoys a cult-like following as evidenced by the day-trippers from L.A. who flock here. Go early, bring cash, and order the #16: chilaquiles smothered in cheese with strips of pasilla chiles over tortillas and tender, marinated pork. Oh, mama!



2 Gently worn designer clothing, shoes, handbags and jewelry at affordable prices? Believe it! Fashionable frugalistas put the consignment offerings at **The Rack at Music Academy of the West** atop their must-shop list. They won't tell you, but we did. Shhhh... musicacademy.org



3 Melt-in-your-mouth tri-tip sirloin grilled outside in the fresh mountain air and served on a fresh bun brushed with olive oil. It's available Sundays at the former stagecoach stop (circa 1886) known as **Cold Spring Tavern**. Add live music and a sublime setting among the trees, and it's a party! Open daily for drinks, lunch and dinner (breakfast served only on weekends). coldspringtavern.com



4 You've got to know it's there or you'll never find it: Tucked inside an art gallery in downtown Santa Barbara is **Arts & Letters Café's** hidden outdoor patio, centered around a bubbling fountain and modeled after the walled gardens of Spain. artsandletterscafe.com



5 It's the best chowder I've ever had in my life." Prepare to say those words after ordering a bowl at **Santa Barbara Shellfish Co.** A friendly bar stool, a refreshing brew and sunset on the harbor — Mr. Jimmy Buffett would approve. sbfishhouse.com/shellfish



6 Mini Cooper. Mini-Me. Mini M&Ms. Mini horses. That's right: **The Quicksilver Ranch** breeds horses that are smaller than large dogs and so sweet you'll want to put one in your pocket and take it home. syv.com/qsminis



7 **O**strichland U.S.A. When you're through feeding—or just marveling at—the 50 or so ostriches and emus that roam the grounds of this unusual preserve in Buellton, northeast of Santa Barbara, stop by the gift shop for some equally unusual souvenirs, including fresh eggs. With one ostrich egg equivalent to 18 to 24 of the chicken variety, just imagine the breakfast possibilities! ostrichlandusa.com



8 It's the jaw-dropping, once-in-a-lifetime panorama that you only see on a postcard: **The 360-degree view** from the courthouse tower. On a clear day, you can see all the way to the Channel Islands.



9 **T**housand Steps Beach, **Camino al Mar - The Way to the Sea**, first constructed in 1923. At the end of Santa Cruz Boulevard, you'll descend a thousand steps (OK, not really, but it's a lot) to a quiet, untouched beach hideaway.



10 **B**razilian jazz, Dixieland and zydeco. It's all that jazz on the **Double Dolphin Sunset Jazz Cruise**, complete with lively jazz music and a Santa Barbara sunset. Tip: You can even bring your own wine aboard. Cheers! sbsail.com/live_jazz.html



11 Sit back, chill out and soak up the harbor views and the authentic surfer vibe at **The Endless Summer Bar-Cafe**, which Bruce Brown himself—who directed the seminal 1966 surf-culture film *The Endless Summer*—has been known to frequent. After you sate your appetite with fresh seafood and cold beer, be sure to check out the displays of surfboards and related memorabilia. endlesssummerbarcafe.net



12 Where can you enjoy a Sting concert with an ocean view? The upper deck of the circa-1936 **Santa Barbara Bowl**. It's the largest outdoor amphitheater in Santa Barbara County, and there ain't a bad seat in the house. Which helps explain why so many people would rather get their live-music fix here instead of someplace farther south. sbbowl.com

For more tips and fabulous places to visit, go to SantaBarbaraCA.com

Photos courtesy of Greg Peterson, Nick Wheeler, and J. Sinclair.

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Uncovering 24 of our best-kept secrets is not impossible. In fact, they're right here at your fingertips! But please note: These insider suggestions will undoubtedly leave you wanting even more from Santa Barbara, so count on making a return trip to continue your discovery.

24 MORE
Compliments of Santa Barbara

What's even better than 2 nights in Santa Barbara, California? How about 3—with the extra one free? Yep, that's 24 More (hours), on us! 24 extra hours to explore, to relax, or perhaps something in between. The "24 More, Compliments of Santa Barbara"®

promotion is available for a limited time this winter, starting November 16. For 24 More hours of memory-making, visit 24-MoreSantaBarbara.com.

*Promotion valid November 16, 2009, through March 31, 2010. Blackout dates and other restrictions apply, at the discretion of the lodging provider. Subject to availability. "24 More" packages cannot be combined with other packages and promotions.

EXPLORE 24
Compliments of Santa Barbara

It's the value season in more ways than one! Sample the eclectic lifestyle and discover Santa Barbara, all the while enjoying a few savings. "Explore 24, Compliments of Santa Barbara"® is a promotion designed with the curious traveler in mind. For a limited time this winter (mid-November through March), restaurants, wineries, tour companies and other attractions will offer weekly deals available online. Before you pack your bags, visit Explore24SantaBarbara.com and start saving today!

*Restrictions apply. Participating businesses will change intermittently. Offers are valid for 30 days from date of posting online at Explore24SantaBarbara.com. Must print out offer and submit to participating business for redemption.



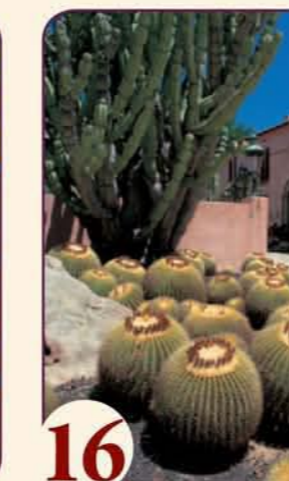
13 You haven't had Sunday brunch until you've dined at **Four Seasons Resort The Biltmore Santa Barbara**: lobster salad crêpe roulade, a caviar station, tuna sashimi, plank-roasted salmon, an omelet bar, Belgian waffles, and a warm chocolate fountain. Need we say more? OK, how about a truly unique experience, made even more fabulous by the breathtaking oceanside setting? fourseasons.com/santabarbara



14 You don't have to be an art aficionado to appreciate the masterpiece *Portrait of Mexico Today* (1932), by David Alfaro Siqueiros, one of Mexico's legendary "Los Tres Grandes." Check out the impeccably restored mural on the State Street face of the **Santa Barbara Museum of Art**. Public art doesn't get much grander than this! sbmuseart.org



15 Slide on your sneaks and hit the streets: You don't have to head for the countryside to enjoy what some of the finest area vineyards produce. The **Urban Wine Trail** in downtown Santa Barbara includes Oreana Winery, Jaffurs Wine Cellars and Santa Barbara Winery, to name just a few. sbcountywines.com



16 Claiming to house all the world's plants in one place, the formerly private **Lotusland** is the slightly quirky estate and botanic garden of the late Polish opera star Madame Ganna Walska. Insider tip: A Victoria's Secret commercial was filmed there. lotusland.org



17 It's an American icon: the Teddy bear. And you can view 3,000 of them (dolls, too!) at the largest collection in the U.S., housed in the **Susan Quinlan Doll & Teddy Bear Museum & Library**. quinlanmuseum.com



18 Never heard of a tropical cherimoya fruit? Get schooled on the area's diversity of fruits and veggies at the **Santa Barbara Farmers Market** held six days a week at alternating spots downtown. sbfarmersmarket.org



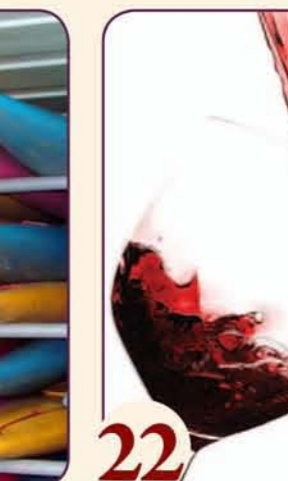
19 Even if you're not a surfer, you should check out the flagship **Channel Islands Surfboards** shop downtown. Catering to the best surfers in the world since 1969, it's also the place to snag killer shades, swimwear and T-shirts. And maybe even bump into a famous wave-riding guy or gal. cisurfboards.com



20 Pining for some presidential memories? Stop by **The Palace Grill in Old Town**, famous for its authentic Louisiana fare, fresh seafood and prime steaks. It was a favorite spot of the White House press corps during the Reagan administration, when the Santa Barbara area made the news every time the Reagans would visit their local ranch. palacegrill.com



21 Pack your own kayak—or just rent one—then take to the water to explore Santa Barbara's coastline. If you're a thrill seeker, join **Santa Barbara Adventure Co.** for a kayak tour around the pristine Channel Islands. sbadventureco.com



22 Sure, it's best known for authentic Italian fare with wines to match, and as one of the oldest restaurants in Santa Barbara (since 1937), but there's also a sporting side to **Arnold's Café** in the form of two bocce courts, right next to the outdoor patio. They're the site of regular league play as well as tournaments. arnoldis.com



23 You'll gasp at the death-defying feats of the skateboarders at **Skater's Point** on the beach. To join in the rad action inside the Grand Slam Pyramid and the Taco Bowl, you'll need your helmet, elbow pads and kneepads (and Band-Aids).



24 Feeling funky in an artsy way? Head to the **Funk Zone** downtown, bordered by Garden and State streets to the east and west, and Montecito Street and the beach to the north and south. Order a glass of wine at Red's and browse the myriad artists' studios as well as surfboard shapers, wineries and locally owned shops.

For more tips and fabulous places to visit, go to SantaBarbaraCA.com

Photos courtesy of Greg Peterson, Nick Wheeler, J. Sinclair and Bill Zeldis.

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