

# Location Analysis

## 1. DEMOGRAPHICS:

- **Population Size and Growth Trends:**

- As of January 1, 2024, the City of Santa Maria's population was estimated at 110,608.
- Santa Barbara County's population in 2023 was approximately 441,257.
- Between 2010 and 2018, Santa Maria experienced a growth of nearly 7,700 residents, a 7.7% increase.

- **Median Income and Household Spending Patterns:**

- The median household income in Santa Barbara County from 2019 to 2023 was \$95,977.
- In 2018, the City of Santa Barbara had a median household income of \$78,381, up from \$61,245 in 2010, indicating a 28% increase.

- **Primary Visitor Demographics:**

- Approximately 6.5 million tourists visited the Santa Barbara South Coast in 2023, with 36% staying overnight.
- The primary reasons for visits were vacations (29%), weekend getaways (23%), and visiting friends or relatives (12%).
- Business travelers, including those attending conferences and group meetings, accounted for about 11.2% of visitors.



## 2. ECONOMIC DRIVERS:

- **Key Industries:**

- Santa Maria's economy is bolstered by agriculture, particularly vineyards and wineries, contributing significantly to tourism.
- The nearby Vandenberg Space Force Base (formerly Vandenberg Air Force Base) plays a crucial role, fostering government and business-related opportunities.
- In 2023, visitor-related spending in the Santa Barbara South Coast region was approximately \$2.24 billion, underscoring tourism's economic impact.

## 3. ACCESSIBILITY:

- **Transportation Infrastructure:**

- Santa Maria is accessible via major highways, including U.S. Route 101, facilitating north-south travel along California's coast.
- The Santa Maria Public Airport offers flights to destinations such as Las Vegas, Phoenix, and Portland.
- Public transportation is available through the Santa Maria Regional Transit system, providing bus services within the city and to neighboring areas.

## 4. PROXIMITY TO KEY AMENITIES AND INFRASTRUCTURE:

- **Attractions:**

- Santa Maria is renowned for its vineyards and wineries, attracting wine enthusiasts.
- The city is in close proximity to beaches and state parks, offering various recreational activities.



- **Events:**

- Annual events such as the Santa Maria Valley Strawberry Festival and the Elks Rodeo draw significant crowds, boosting local tourism.

- **Neighboring Hotels:**

- The proposed hotel will be situated in the same cul-de-sac as

**Fairfield Inn & Suites by Marriott**



**Candlewood Suites by IHG**



both managed by Lotus Management Inc., indicating an existing hospitality market.

## 5. MAP LOCATION:



Project Site