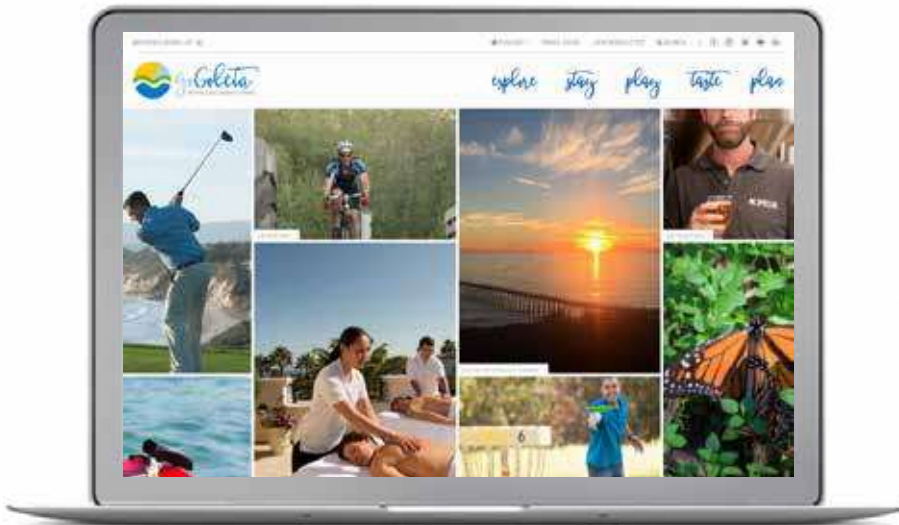


upshift

A sophisticated yet welcoming tourism site to attract millennials, families & business travelers to California’s Central Coast.



industry

- hospitality

deliverables

- web site design
- web development
- brand integration
- SEO strategy

website

- GoGoleta.com

challenge

Goleta is a charming seaside city on the Pacific Coast within Santa Barbara County, about 100 miles north of LA. It's an inviting and relaxed family-friendly destination that has lots of new business moving in due to its location near the University of California Santa Barbara. For years, Goleta has existed in the shadow of its well-known luxurious neighbor city but as tourism has grown in the Central Coast, the timing was right for Goleta to step out on its own. Therefore, the Goleta Chamber of Commerce brought UpShift on board to design and develop a new hospitality tourism website, www.GoGoleta.com.

www.upshiftcreative.com

solution

UpShift developed a fully-custom hospitality site with a warm, welcoming yet polished vibe that captures Goleta’s “On the Coast, Down to Earth” spirit. Unique regional features of this coastal area—outdoor recreation, beaches, microbreweries, wine tastings, and local shops—are prominently featured throughout the site via captivating photography. We also baked in several advanced features including real-time hotel availability, a comprehensive event calendar and easy access to trip planning tools and itineraries. It’s also deeply integrated with social media—allowing the Goleta team to feature visitor’s personal posts about Goleta tourism across the site.

results

GoGoleta.com has garnered praise from visitors, hotel partners and residents of Goleta alike! Traffic to the new site is significantly higher since its February 2017 debut and hotels are reporting an increase in bookings from business & leisure travellers.

To assist the Chamber’s small marketing team, we created a simple CMS backbone so they can feature new businesses and hotels, while keeping event calendars and special offers up to date. Equally important, Goleta kept UpShift onboard to manage site maintenance and SEO to continue to engage site visitors—a testament to our partnership and the project’s success.