



City of Santa Barbara
Airport Department

Memorandum

DATE: July 16, 2014
TO: Airport Commission
FROM: Hazel Johns, Airport Director 
SUBJECT: Airport Visitor Information Center

RECOMMENDATION: That Commission receive a report on the first year operation of the Airport Visitor Information Center at the Airline Terminal.

DISCUSSION:

Background

On July 17, 2013, the Airport partnering with the Santa Barbara and Goleta Chambers of Commerce developed a program to "Welcome" travelers to Santa Barbara/Goleta region.

The Airport provided the information booth located in the bag claim area near the escalator and the current maps and brochure racks have been consolidated in this unit. Promotional materials are available and signage has been installed. The Marketing Coordinator supervises the program for the Airport.

The Santa Barbara Visitor Center provides a designated coordinator to recruit, train, and schedule on-duty volunteers to provide tourist with information and promotion materials for events, hotels, restaurant, and activities in Santa Barbara, Goleta, and the region.

First Year In Review

The Visitor Information Center is now staffed with 22 volunteers who work 2 hour shifts each week. Marcia Pearson, Volunteer Coordinator and AnnMarie Rogers, Oversight Manager, have done an excellent job recruiting and training the staff.

In November 2013, the Airport began to receive monthly reports from the Information Center Coordinator that categorized *Origins of Departure, Non-Stop vs. One-Stops,*

Suggestions for Improvements, Most Frequently Asked Questions, Luggage Questions, and Total Number of Inquiries.

The most popular *Origin of Departures* were: Denver, Seattle, International, New York City, Midwest, Washington D. C., and Phoenix. *Non-Stops vs. One-Stops* category saw one-stops at 54% compared to 46% for our non-stops.

Suggestions for Improvements were better baggage handling, request for bar/restaurant downstairs, stronger Wi-Fi in the bag claim area, water bottle station, and more chairs in the Rickard Terminal. Of the 3212 inquiries from November 2013 through June 2014, 21% were about luggage.

Based on the success of the first year, the Chamber will continue its role coordinating the volunteers under a new agreement at a cost not to exceed \$14,000. Additionally, the Airport is preparing a Request for Proposals for an information touch-screen monitor at the Center which will simplify passenger access to information on ground transportation options, hotels and other recreational opportunities in the region.