



City of Santa Barbara
Airport Department

DATE: January 18, 2017
TO: Airport Commission
FROM: Hazel Johns, Airport Director
SUBJECT: Year-End Enplanement Review and Look-Ahead

RECOMMENDATION:

That Airport Commission receive a presentation on the enplanement performance of Santa Barbara Airport in 2016, as well as some early indicators of enplanement levels in 2017.

DISCUSSION:

The previous calendar year 2016 represented a significant milestone in Santa Barbara Airport's commercial air traffic trends. For the first time since 2010, enplanements rose over the year prior. The overall increase reached 5.20%, which is a healthy rate of growth at any airport. However, the growth took place over the last six months of the year. While all three commercial carriers (Alaska Airlines, American Airlines and United Airlines) experienced growth, American Airlines addition of nonstop service to Dallas in June was the main driver of the overall increase.

The commercial aviation industry is notoriously unpredictable, however, Santa Barbara Airport has reason to believe that the overall enplanement trend will be positive for 2017 – absent any unforeseen carrier changes or softening of the overall economy.

In recent weeks, Airport staff has collaborated with its air service consultant team at Campbell-Hill Consultants to develop a new preliminary catchment area study. The factors impacting passenger appeal of Santa Barbara Airport appear to be similar to previous studies, however, there are some new indications of the types of nonstop service that show particular promise for the future.

PREPARED BY: Business Development/Properties