



City of Santa Barbara
Airport Department

Meeting: 10/17/18
Agenda Item No. 8

DATE: October 17, 2018
TO: Airport Commission
FROM: Aaron Keller, Interim Airport Director *AK*
SUBJECT: New Air Service at Santa Barbara Airport

RECOMMENDATION:

That Airport Commission receive a report regarding new commercial air service at Santa Barbara Airport.

DISCUSSION:

This year has been truly remarkable in the history of commercial air service in Santa Barbara. The Airport has not added new air service since the reintroduction of nonstop service to Dallas in June 2016. Recently three airlines, in short succession, announced new service to four different destination cities. Frontier Airlines announced three times weekly service to Denver, Sun Country announced seasonal, twice weekly service to Minneapolis, and Contour Airlines announced daily service to Oakland, with five times weekly service to Las Vegas. Contour Airlines is the final carrier to begin service on Tuesday, October 16.

The start of service for each of these carriers is preceded by negotiation of an operating permit, signatory or non-signatory status, and specific rates and charges. In addition, the practical work of preparing office, ticket counter, boarding gate space and technical infrastructure requires collaborative work by both Airport staff and the airline. In each case, the Airport and airline staff encountered operational challenges, however none insurmountable with a joint commitment to solutions. Another important element of a successful launch of new service is the initial announcement publicity and a worthy celebration of the inaugural flight.

The presentation will summarize many of the activities that were part of the launch of new service and an update on how this new service is being received by the regional traveling public.

PREPARED BY: Business Development/Properties