

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: May 16, 2013
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

CRUISE SHIP PASSENGER DATA

This past Sunday, May 12, marked the eleventh cruise ship visit of the calendar year. The first cruise ship visited Santa Barbara in 2002. Over the eleven years since that inaugural visit the City has seen a total of 39 cruise ships make Santa Barbara a destination on their voyages. These cruise ships frequent Santa Barbara only during the non-peak business seasons between April and May and again in late-September through November. These visits during non-peak seasons have proven to be an important component of our local business economy by adding an economic boost to local businesses during a generally slower time of the business year and have received the strong support of the Santa Barbara Chamber of Commerce and the Downtown Organization.

The Waterfront Department continues to team up with the Chamber of Commerce and the Downtown Organization to make the passenger visits to Santa Barbara more enjoyable. The Downtown Organization and the Chamber of Commerce provide hospitality staff and volunteers to assist passengers as they disembark the cruise ship. These helpful hosts answer questions and provide passengers with maps, brochures and other information to make their daylong trip to Santa Barbara rewarding and one that they might want to make again in the future.

The total amount of passengers on visiting cruise ships vary between 1,800 and 3,100 passengers depending on the size of the ship. In working with the cruise ship companies, staff has compiled data that shows that for the initial six visits in the current calendar year (January 1, 2012 to June 30, 2013) 97% of all departing passengers remain in the immediate local area and register through the cruise line for local trolley rides, the Urban Wine Trail tours, other organized local tours, or simply enjoy the downtown area on their own. Of those participating in organized excursions 1,658 went on local trolley tours, 162 went on whale watching tours, and 69 went on Segway tours. A mere 3% of the total passengers (approximately 323 out of over 12,192) participate in wine or other tours that take them to the Santa Ynez Valley.

The cruise ship industry reports that each couple that disembarks at a designated port spends an average of \$200 per visit. With eleven more cruise ship visits tentatively scheduled for late 2013 the over 28,000 visitors will continue to play a significant role in the health of the downtown and waterfront businesses.

Prepared By: Brian Bosse, Waterfront Business Manager