

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: February 16, 2017
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Cruise Ship Economic Impact Study**

RECOMMENDATION:

That Harbor Commission receive a presentation from Visit Santa Barbara on its recent cruise ship economic impact study.

DISCUSSION:

Destination Analysts, Inc., provided a cruise ship passenger survey and economic impact study to Visit Santa Barbara in the fall of 2013. A second study was completed by Destination Analysts in December 2016, which is the subject of this presentation from Visit Santa Barbara.