

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: July 19, 2018
To: Harbor Commission
From: Scott Riedman, Waterfront Director
Subject: **Business Services Report**

FISCAL YEAR 2018 CRUISE SHIP SEASON WRAP-UP

Friday, May 18th, marked the final cruise ship visit for Fiscal Year 2018. A total of seventeen cruise ships made Santa Barbara a destination this fiscal year. These cruise ships frequent Santa Barbara primarily during the non-peak business seasons between late-September through November and again between February and May. Cruise ship visits during non-peak seasons have proven to be an important component of the local business economy. The ship visits continue to receive the strong support of the Stearns Wharf Merchant Association, the Chamber of the Santa Barbara Region, Visit Santa Barbara, and Downtown Santa Barbara.

The total number of passengers on visiting cruise ships this season varied between 360 and 3,100 depending on the size of the ship. The seventeen cruise ships that visited Santa Barbara over the fall and spring seasons had the capacity to bring approximately 40,000 additional visitors to the Waterfront and downtown.

Planning efforts for the Fiscal Year 2019 season are underway. Currently, sixteen cruise ships are scheduled to visit Santa Barbara and bring just over 33,000 visitors to the local area. The first visit for Fiscal Year 2019 is scheduled for Saturday, September 8.

Prepared By: Brian Bosse, Waterfront Business Manager