

2017 TRAVEL OUTLOOK

NATIONAL AND SANTA BARBARA TRAVEL TRENDS

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CHINA TRAVEL TRENDS

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LODGING FORECAST

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IMPORTANCE OF THE INDUSTRY

NEW PRODUCT

MOXI – The Wolf Museum of Exploration + Innovation

Reopening of Santa Barbara Inn

Hotel Californian – May 2017

Harbor View Inn expansion – complete in 2018

Rosewood Miramar Resort – summer of 2018

New property at former Hope Ranch Inn site

Hilton Garden Inn Goleta – nearing completion

Marriott Residence – nearing completion



THE NUMBERS



6 Million visitors travel to the South Coast each year.

Visitors infuse more than **\$1.56 billion** in direct spending into our local economy, generating **\$46 million** in tax revenues.

Santa Barbara South Coast is within the **top five** of our comp set with regard to occupancy. Our 2016 occupancy is **76.7%** to date, slightly down from 77.1% in 2015.

ADR is up **4.6%** over 2015.

Revenue per available room (REV Par) was **up 3.3%**.



RESEARCH PROJECTS

One in three visitors surveyed stayed overnight (32.4%).

Day trippers still represent the vast majority at **67.6%**

Visitors arriving by air up to **7.2%** from 4.5% in 2012.



The average visitor made an average of **6 trips** to the area in the past **12 months**.

LA-Riverside-Orange County remains the top MSA of residence at **28.6%**.

83% of our visitors originate from the domestic United States.

The top international markets within the sample included the **U.K.** (3.3%) and **Canada** (3%).



CRUISE SHIP STUDY

Last year **29** cruise ships brought **80,831** passengers to Santa Barbara.

80% spent at least part of the day in Santa Barbara and surrounding communities.

Cruise ship business contributed **\$3.9 million** to the local economy (up 61% from 2013).

Average spend of **\$109.25** per travel party.

Visitor spending estimated at **\$650K** per year.

Cruise passengers return for longer stays.

56.4% of SB cruise ship passengers were **first time visitors**.

48.7% of passengers said they are likely to return within **1-2 years**, including nearly **8%** who are likely to return within **1 to 2 months**.



AIRLIFT DEVELOPMENT

Focus on increasing air service

Air accessibility and connectivity a challenge and opportunity for our region

Air service alliance task force formed in 2016

New nonstop American Airlines service from DFW

Sales efforts to secure other major carriers

American Airlines





<https://www.youtube.com/watch?v=38nOp7SKEyc&t=2s>