



SANTA BARBARA TOURISM INDUSTRY COVID-19 UPDATE

April 16, 2020

VISIT
SANTA BARBARA

WHAT TOURISM MEANS TO SANTA BARBARA



7.2 Million

Visitors to the Santa Barbara South Coast



\$430.22

Average spend per day



\$56 Million

in tax revenues

\$1,031

Tax benefit per
South Coast home



13,482

Tourism-supported jobs

\$1.9 Billion

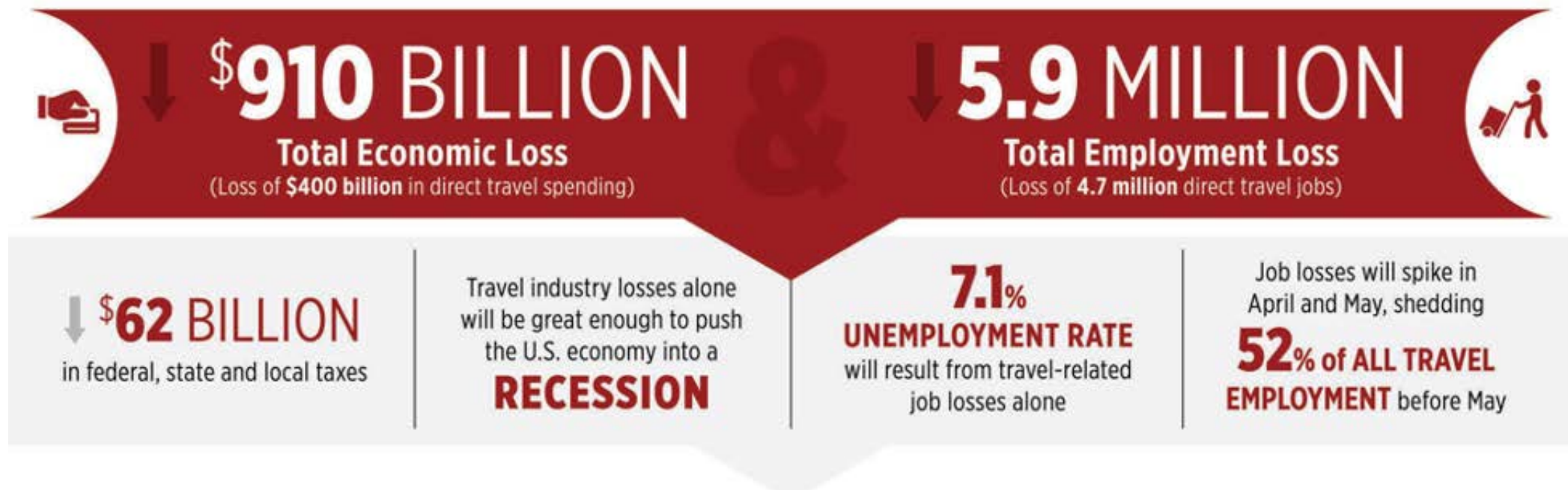
in total visitor-related spending

Source: Visit Santa Barbara 2016/17 Santa Barbara South Coast Visitor Profile & Tourism Economic Impact Study, Destination Analysts



TOTAL TRAVEL INDUSTRY IMPACT

PROJECTED DOWNTURNS OF THE U.S. TRAVEL INDUSTRY IN 2020
AS A RESULT OF THE CORONAVIRUS:



MORE THAN **7x** THE IMPACT OF 9/11

Updated March 24, 2020

Source: Tourism Economics

CALIFORNIA LOSSES



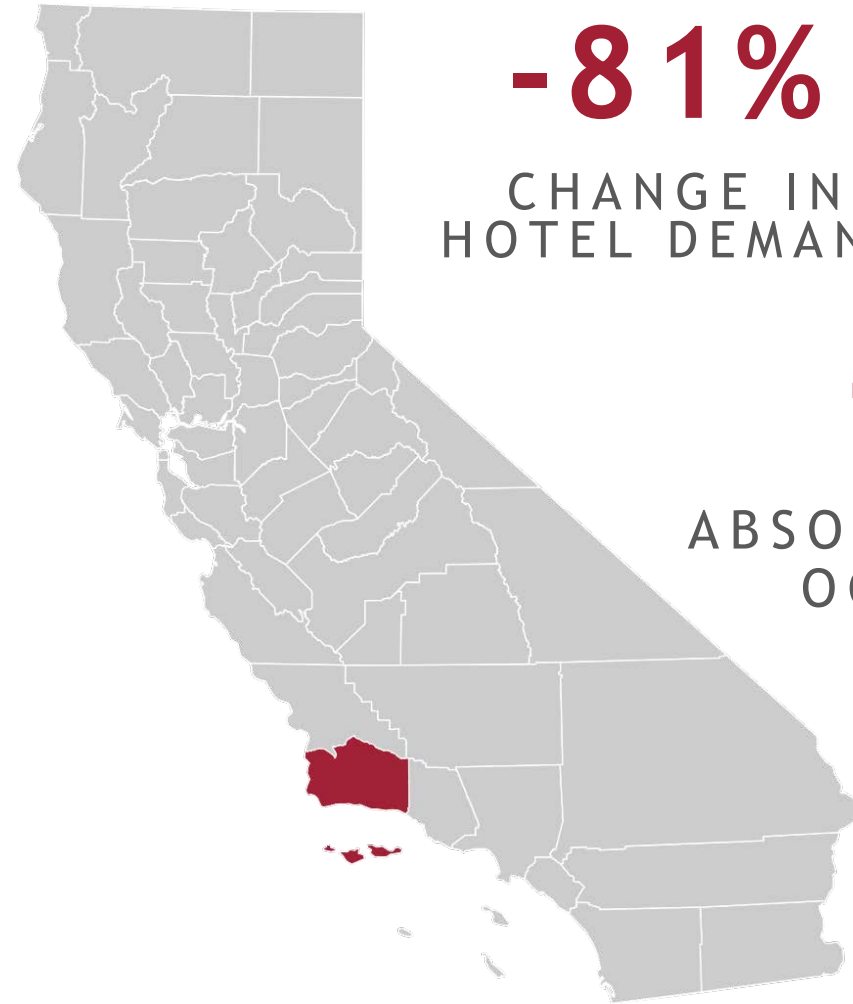
86%

TRAVEL SPENDING LOSS
COMPARED TO 2019

\$9.1 BILLION

TOTAL TRAVEL
SPENDING LOSS

SANTA BARBARA SOUTH COAST TOURISM IMPACT



-81%

CHANGE IN
HOTEL DEMAND

15%

ABSOLUTE HOTEL
OCCUPANCY

-47%

CHANGE IN
HOTEL RATES

SANTA BARBARA AIRPORT IMPACT

- Service is still scheduled from Seattle, Portland, San Francisco, Los Angeles, Phoenix, Salt Lake City and Dallas
- TSA screenings are down nationwide -90%
- Santa Barbara Municipal Airport reports that passenger volume is off significantly



DELTA

UNITED

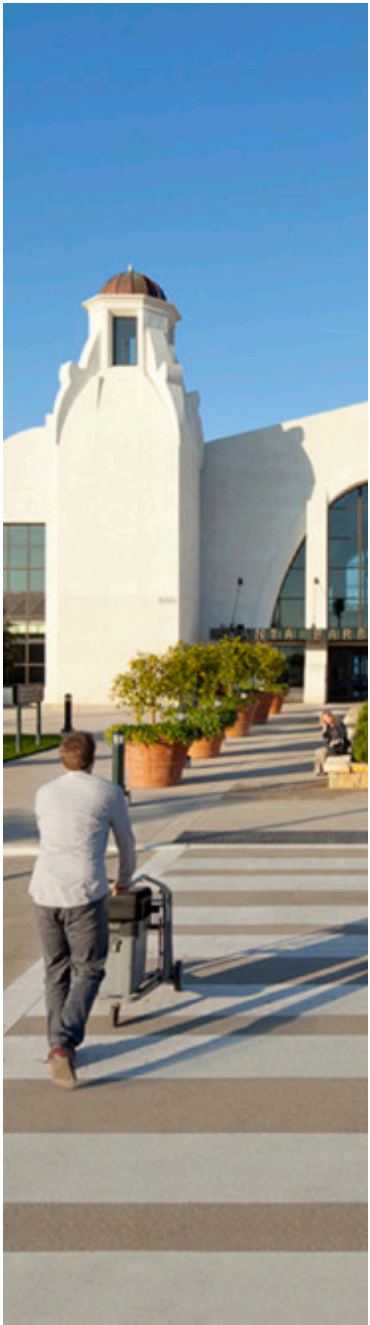


**American
Airlines**



Alaska
AIRLINES

FRONTIER





VISIT SANTA BARBARA IMPACT

- Two-thirds of budget came from hotel-generated revenues; one-third came from local government grants
- Our marketing and operating budgets have been impacted
- We've significantly cut operational costs, including staff layoffs and decreases to staff wages, as well as marketing program costs

An aerial photograph of a coastal city at sunset. The image shows a large marina filled with sailboats, a long pier extending into the ocean, and a sandy beach. The city is built on a hillside, with a highway and various buildings visible. The sun is low on the horizon, creating a warm, golden glow over the entire scene.

RECOVERY PROSPECTS



TRAVELER SENTIMENT

32%

TRAVELERS CANCELLING
VACATIONS ALTOGETHER

70%

POSTPONED TRIPS HAVE
NOT BEEN RESCHEDULED

5 IN 10

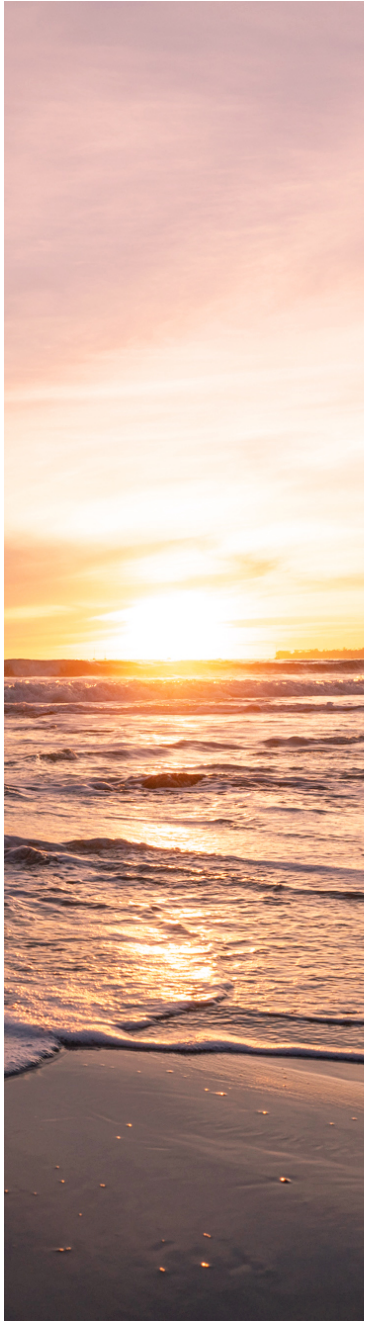
CONSIDERING THE
SWITCH TO STAYCATION

7 IN 10

AMERICANS MISS
TRAVELING

NEW TRAVEL PATTERNS

- Staycations
- Regional vacations
- Travelers opting for road trips over flights





SANTA BARBARA'S ADVANTAGE

- Recent surveys indicate there will be pent-up demand for travel
- Santa Barbara's appeal is unique among destinations in California
- Once restrictions are lifted, our region will be particularly well positioned to attract drive-market visitors, such as LA residents, who initially will be interested in getaways closer to home



VISIT SANTA BARBARA'S PLAN

- Our social media channels and website are being used to promote ways that locals can support area businesses and attractions
- We created guides to online shopping, delivery and curbside pickup services, virtual tours and online activities offered by local businesses
- On the business side, we launched a new webinar series to bring key research and intelligence to our members and community leaders



IMMEDIATE STEPS

- Support restaurants offering dine-out options and retailers with online portals
- Buy gift certificates for hotels and businesses for future staycations and excursions for friends and relatives



THANK YOU

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SANTA BARBARA