

SANTA BARBARA INTERNATIONAL FILM FESTIVAL'S ANNUAL ECONOMIC IMPACT



The Santa Barbara International Film Festival (SBIFF) is a premier cultural event and key economic driver for Santa Barbara. The annual festival:

- Draws 100,000+ attendees annually
- Generates \$21M+ in direct spending during the winter tourism lull
- Boosts hotels, restaurants, retailers, and services
- Increases local tax revenue

SBIFF strengthens long-term economic vitality by:

- Raising Santa Barbara's cultural profile
- Offering free, year-round educational programs for students and filmmakers
- Encouraging repeat visits with a world-class experience





Total Annual Festival Impact: \$34M+

Annually, 35,000 out-of-town festival attendees spend ~\$600, generating \$21M+. Another 65,000 local attendees spend ~\$200, adding \$13M+.

**These numbers do not include SBIFF's daily film screenings and events throughout the year.*



Direct Spending: The annual festival draws 100k+ visitors who boost spending across hospitality, transportation, retail, and cultural tourism.



Boost to Hospitality Sector: Hotel occupancy surges during the 11-day festival, filling the winter tourism lull.



Local Business Benefit: Restaurants and shops see more foot traffic, extended hours, and festival promotions, while events and galas drive catering and service revenue.



Industry & Cultural Capital: Celebrity honorees boost global media coverage, enhancing Santa Barbara's reputation as a film destination and attracting tourism and investment.



Educational & Workforce Development: SBIFF offers free film education to thousands of students, strengthening the local creative economy and workforce pipeline.