



MEDIA RELEASE

Santa Barbara's TOT Up 16% in January

SANTA BARBARA, CA – February 23, 2015

The City received \$1,167,245 in ongoing Transient Occupancy Tax (TOT) for the month of January 2015, which is a 16.2% growth over the previous January. This large increase is due to several factors, including continued good weather, one more weekend day this January versus last January, and an increase in occupancy rates compared to last January. The average room occupancy rate for hotels citywide increased nearly four percentage points to 68% - a historically high number for the month of January. Revenues from vacation rentals also contributed to the growth.

Through the first seven months, over \$11.1 million in TOT has been collected, which represents a 13.0% growth rate compared to last year. TOT continues to exceed original estimates and is expected to exceed the current budget for TOT of \$17,641,400.

The Transient Occupancy Tax table can be viewed [here](#).

Previous Revenue News releases can be viewed here:

http://www.santabarbaraca.gov/gov/depts/finance/budget/revenue_news.asp

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City of Santa Barbara
TRANSIENT OCCUPANCY TAXES

Month	FY 2012	Change Prior Yr	FY 2013	Change Prior Yr	FY 2014	Change Prior Yr	FY 2015	Change Prior Yr
July	\$ 1,763,206	12.2%	\$ 1,820,520	3.3%	\$ 2,050,097	12.6%	\$ 2,165,781	5.6%
Aug	1,697,686	6.7%	1,832,581	7.9%	2,069,170	12.9%	2,325,106	12.4%
Sept	1,255,217	8.7%	1,379,110	9.9%	1,510,334	9.5%	1,626,983	7.7%
Oct	1,126,506	6.4%	1,208,010	7.2%	1,283,718	6.3%	1,617,359	26.0%
Nov	845,583	12.3%	895,132	5.9%	1,036,437	15.8%	1,212,104	16.9%
Dec	709,979	8.9%	790,368	11.3%	930,596	17.7%	1,051,107	12.9%
Jan	774,725	11.9%	801,431	3.4%	1,004,235	25.3%	1,167,245	16.2%
Feb	831,055	11.9%	827,924	-0.4%	1,051,136	27.0%		
Mar	950,142	15.2%	1,058,332	11.4%	1,236,237	16.8%		
April	1,128,073	6.4%	1,182,635	4.8%	1,459,691	23.4%		
May	1,168,811	6.9%	1,327,776	13.6%	1,515,832	14.2%		
June	1,410,718	11.5%	1,552,103	10.0%	1,674,511	7.9%		
FY Total	\$ 13,661,699	9.7%	\$ 14,675,922	7.4%	16,821,995	14.6%	\$ 11,165,685	13.0%
Adopted Budget							\$ 17,641,400	4.9%
Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).								