



MEDIA RELEASE

Transient Occupancy Tax Up 10% in March 2015

SANTA BARBARA, CA – April 24, 2015

The City received \$1,360,235 in Transient Occupancy Tax (TOT) for the month of March 2015, a 10% increase over March 2014. This growth is particularly notable as March 2015 contained one less weekend night than March 2014. Continued good weather conditions and higher occupancy rates have contributed to this increase. The average room occupancy rate for hotels citywide increased nearly 10 percentage points compared to last March.

Through the first nine months of the fiscal year, the City has collected over \$13.6 million in TOT revenues, 12.1% ahead of last year through the same period. TOT continues to exceed original estimates and is expected to exceed the current budget for TOT of \$17,641,400.

Additional information on transient occupancy tax results can be found [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%	1,167,590	16.3%
Feb	831,055	11.9%	827,924	-0.4%	1,051,136	27.0%	1,121,952	6.7%
Mar	950,142	15.2%	1,058,332	11.4%	1,236,237	16.8%	1,360,235	10.0%
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%	\$ 13,648,217	12.1%
Adopted Budget							\$ 17,641,400	4.9%
Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).								