



MEDIA RELEASE

Transient Occupancy Tax Declines 0.3% in October

SANTA BARBARA, CA – November 30, 2015

Santa Barbara lodging establishments collected and remitted approximately \$1.6 million in Transient Occupancy Tax (TOT) for the month of October 2015, which represents a 0.3% decrease compared to October 2014. Despite one additional weekend day compared to last year, both occupancy rates and TOT revenues slightly declined. Occupancy rates declined from 80.3% in October 2014 to 79.9% in October 2015. The closure of a well-established motel in the City in March 2015 also continues to have an impact on TOT revenues in the current fiscal year. Additionally, October 2015 TOT revenues are building upon a 26% growth in the same month last year.

The City has collected nearly \$7.9 million in TOT revenues in the first four months of the fiscal year, which runs from July 1 through June 30. Year-to-date TOT collections are 2.1% ahead of last year. The budget for Fiscal Year 2016 is \$19,707,100.

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 2014	Change Prior Yr	FY 2015	Change Prior Yr	FY 2016	Change Prior Yr
July	\$ 2,050,097	12.6%	\$ 2,165,781	5.6%	\$ 2,291,916	5.8%
Aug	2,069,170	12.9%	2,325,106	12.4%	2,285,695	-1.7%
Sept	1,510,334	9.5%	1,626,983	7.7%	1,706,348	4.9%
Oct	1,283,718	6.3%	1,617,359	26.0%	1,612,119	-0.3%
Nov	1,036,437	15.8%	1,212,104	16.9%		
Dec	930,596	17.7%	1,051,107	12.9%		
Jan	1,004,235	25.3%	1,167,590	16.3%		
Feb	1,051,136	27.0%	1,121,952	6.7%		
Mar	1,236,237	16.8%	1,363,521	10.3%		
April	1,459,691	23.4%	1,506,982	3.2%		
May	1,515,832	14.2%	1,603,265	5.8%		
June	1,674,511	7.9%	1,795,755	7.2%		
FY Total	16,821,995	14.6%	\$ 18,557,506	10.3%	\$ 7,896,079	2.1%
Adopted Budget					\$ 19,707,100	6.2%