



Santa Barbara's TOT Down 11.9% in January

SANTA BARBARA, CA – February 26, 2016

The City received \$1,029,078 in Transient Occupancy Tax (TOT) for the month of January 2016, marking an 11.9% decline over the same month last year. Both January 2014 and January 2015 were much drier than average, helping spur double digit TOT growth each of those months. This year, nearly 6 inches of rain fell in the month, including during three of the month's five weekends, making this the rainiest January since 2010. The wet weather conditions and a nearly 5% decline in occupancy rates, coupled with the closure of an established motel in the last year, impacted revenue growth for the month.

Through the first seven months, over \$11.1 million in TOT has been collected year-to-date. The current budget for TOT is \$19,707,100.

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 2013	Change Prior Yr	FY 2014	Change Prior Yr	FY 2015	Change Prior Yr	FY 2016	Change Prior Yr
July	\$ 1,820,520	3.3%	\$ 2,050,097	12.6%	\$ 2,165,781	5.6%	\$ 2,291,916	5.8%
Aug	1,832,581	7.9%	2,069,170	12.9%	2,325,106	12.4%	2,288,678	-1.6%
Sept	1,379,110	9.9%	1,510,334	9.5%	1,626,983	7.7%	1,706,348	4.9%
Oct	1,208,010	7.2%	1,283,718	6.3%	1,617,359	26.0%	1,612,613	-0.3%
Nov	895,132	5.9%	1,036,437	15.8%	1,212,104	16.9%	1,175,203	-3.0%
Dec	790,368	11.3%	930,596	17.7%	1,051,107	12.9%	1,046,610	-0.4%
Jan	801,431	3.4%	1,004,235	25.3%	1,167,590	16.3%	1,029,078	-11.9%
Feb	827,924	-0.4%	1,051,136	27.0%	1,121,952	6.7%		
Mar	1,058,332	11.4%	1,236,237	16.8%	1,363,521	10.3%		
April	1,182,635	4.8%	1,459,691	23.4%	1,506,982	3.2%		
May	1,327,776	13.6%	1,515,832	14.2%	1,603,265	5.8%		
June	1,552,103	10.0%	1,674,511	7.9%	1,795,755	7.2%		
FY Total	\$ 14,675,922	7.4%	16,821,995	14.6%	\$ 18,557,506	10.3%	\$ 11,150,447	-0.1%
Adopted Budget							\$ 19,707,100	6.2%