



MEDIA RELEASE

Transient Occupancy Tax Shows Strong Growth in April

SANTA BARBARA, CA – May 25, 2017

The City of Santa Barbara received over \$1.62 million in transient occupancy tax (TOT) for the month of April 2017, exceeding April 2016 collections by 13.6%. Sunny weather and clear skies may have contributed to this strong growth, as evidenced by higher occupancy and room rates. TOT collected from hotels increased 16% from the prior April, which was partially offset by an 81% decline in short-term rentals. Since short-term rentals constitute a relatively small portion of overall TOT, the large decline in this sector does not have a corresponding impact on overall TOT growth. A decline in short-term rental TOT revenue was included in the fiscal year 2017 budget in accordance with the City's enforcement of the existing Zoning Ordinance, which prohibits short-term rentals in most residential zoning districts.

The City has collected over \$15.7 million in TOT revenue in the first ten months of the fiscal year, with total year-to-date growth of 3.3%. The adopted TOT budget for fiscal year 2017 assumed 6.5% growth and is \$19,766,200.

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

Contact: Julie Nemes, Treasury Manager

Phone: (805) 564-5340

Email: JNemes@SantaBarbaraCA.gov

###

City of Santa Barbara
TRANSIENT OCCUPANCY TAXES

Month	FY 2014	Change Prior Yr	FY 2015	Change Prior Yr	FY 2016	Change Prior Yr	FY 2017	Change Prior Yr
July	\$ 2,050,097	12.6%	\$ 2,165,781	5.6%	\$ 2,291,916	5.8%	\$ 2,371,563	3.5%
Aug	2,069,170	12.9%	2,325,106	12.4%	2,288,678	-1.6%	2,275,393	-0.6%
Sept	1,510,334	9.5%	1,626,983	7.7%	1,706,348	4.9%	1,850,883	8.5%
Oct	1,283,718	6.3%	1,617,359	26.0%	1,612,613	-0.3%	1,661,481	3.0%
Nov	1,036,437	15.8%	1,212,104	16.9%	1,167,633	-3.7%	1,276,377	9.3%
Dec	930,596	17.7%	1,051,107	12.9%	1,053,334	0.2%	1,153,040	9.5%
Jan	1,004,235	25.3%	1,167,590	16.3%	1,037,641	-11.1%	1,033,427	-0.4%
Feb	1,051,136	27.0%	1,121,952	6.7%	1,210,718	7.9%	1,097,496	-9.4%
Mar	1,236,237	16.8%	1,363,521	10.3%	1,421,552	4.3%	1,372,570	-3.4%
April	1,459,691	23.4%	1,506,982	3.2%	1,432,059	-5.0%	1,626,590	13.6%
May	1,515,832	14.2%	1,603,265	5.8%	1,545,757	-3.6%		
June	1,674,511	7.9%	1,795,755	7.2%	1,793,897	-0.1%		
FY Total	16,821,995	14.6%	\$ 18,557,506	10.3%	\$ 18,562,146	0.0%	15,718,821	3.3%
Adopted Budget							\$ 19,766,200	6.5%