



MEDIA RELEASE

3.3% Growth in Hotel Transient Occupancy Tax Moderated by Anticipated Decline in Short-Term Rentals

SANTA BARBARA, CA – October 26, 2017

The City of Santa Barbara received \$1.8 million in transient occupancy tax (TOT) for the month of September 2017, which is 1% less than September 2016 collections. TOT collected from hotels increased 3.3% from the prior September, which was offset by a 71% decline in short-term rentals, as anticipated. 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. This decline in TOT from vacation rentals is the result of the City's efforts, beginning in fiscal year 2017, to enforce existing zoning ordinances prohibiting vacation rentals in certain zoning districts. This month's growth in hotel receipts and decline in short-term rental operations is consistent with the City's budgeted estimates for fiscal year 2018.

September marks the third month in the City's fiscal year, which runs from July 1 through June 30. The City's adopted TOT budget is \$19,262,400.

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 2015	Change Prior Yr	FY 2016	Change Prior Yr	FY 2017	Change Prior Yr	FY 2018	Change Prior Yr
July	\$ 2,165,781	5.6%	\$ 2,291,916	5.8%	\$ 2,371,563	3.5%	\$ 2,331,941	-1.7%
Aug	2,325,106	12.4%	2,288,678	-1.6%	2,275,393	-0.6%	2,137,986	-6.0%
Sept	1,626,983	7.7%	1,706,348	4.9%	1,850,883	8.5%	1,832,431	-1.0%
Oct	1,617,359	26.0%	1,612,613	-0.3%	1,661,481	3.0%		
Nov	1,212,104	16.9%	1,175,203	-3.0%	1,276,377	8.6%		
Dec	1,051,107	12.9%	1,046,610	-0.4%	1,153,040	10.2%		
Jan	1,167,590	16.3%	1,036,795	-11.2%	1,033,427	-0.3%		
Feb	1,121,952	6.7%	1,225,255	9.2%	1,097,496	-10.4%		
Mar	1,363,521	10.3%	1,410,521	3.4%	1,372,570	-2.7%		
April	1,506,982	3.2%	1,475,767	-2.1%	1,625,652	10.2%		
May	1,603,265	5.8%	1,505,940	-6.1%	1,531,247	1.7%		
June	1,795,755	7.2%	1,786,501	-0.5%	1,799,317	0.7%		
FY Total	\$ 18,557,506	10.3%	\$ 18,562,146	0.0%	19,048,447	2.6%	6,302,358	-3.0%
Adopted Budget							19,262,400	1.1%