



## **MEDIA RELEASE**

### **Tax Results for the City of Santa Barbara**

**SANTA BARBARA, CA – July 20, 2021**

The City of Santa Barbara collected \$2,229,391 in transient occupancy taxes (TOT) for June 2021. TOT revenues in June 2021 were \$1.4 million above June collections last year—which was significantly impacted by the COVID-19 restrictions and travel advisories. Compared to June 2019, June 2021 revenues were higher by 17%; however, this is largely due to increased average daily rates, which are 20% higher than June 2019, with occupancy only slightly higher by 1%.

The local travel industry is now seeing increases in demand for rooms relative to recent months that is likely to continue throughout the summer months as the State has lifted travel advisories and as access to vaccinations has become more available.

June is the final month in the City's fiscal year. The City has collected \$15.5 million in fiscal year 2021, which is about 10% below the City's adopted TOT budget of \$17.2 million.

The Transient Occupancy Tax table can be viewed [here](#).

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**City of Santa Barbara  
TRANSIENT OCCUPANCY TAXES**

Month	FY 2018	Change Prior Yr	FY 2019	Change Prior Yr	FY 2020	Change Prior Yr	FY 2021	Change Prior Yr
July	2,354,422	-0.9%	2,316,027	-1.6%	2,381,418	2.8%	1,204,225	-49.4%
Aug	2,159,286	-5.6%	2,335,035	8.1%	2,384,603	2.1%	1,584,163	-33.6%
Sept	1,857,428	0.3%	1,853,443	-0.2%	1,951,287	5.3%	1,533,272	-21.4%
Oct	1,725,595	2.6%	1,631,960	-5.4%	1,764,645	8.1%	1,461,428	-17.2%
Nov	1,262,533	-2.6%	1,359,034	7.6%	1,329,716	-2.2%	1,024,050	-23.0%
Dec	843,310	-28.0%	1,182,077	40.2%	1,110,317	-6.1%	397,993	-64.2%
Jan	1,260,956	19.3%	1,025,791	-18.6%	1,089,658	6.2%	348,629	-68.0%
Feb	1,159,605	5.6%	1,140,570	-1.6%	1,249,145	9.5%	758,227	-39.3%
Mar	1,386,577	0.2%	1,438,484	3.7%	576,220	-59.9%	1,262,304	119.1%
April	1,495,401	-10.5%	1,657,646	10.8%	111,676	-93.3%	1,779,786	1493.7%
May	1,599,365	2.7%	1,667,354	4.3%	339,979	-79.6%	1,903,542	459.9%
June	1,770,343	-2.7%	1,910,090	7.9%	851,335	-55.4%	2,229,391	161.9%
<b>FY Total</b>	<b>18,874,822</b>	<b>-1.9%</b>	<b>19,517,511</b>	<b>3.4%</b>	<b>15,140,000</b>	<b>-22.4%</b>	<b>15,487,011</b>	<b>2.3%</b>
<b>Adopted Budget</b>							<b>17,241,134</b>	<b>-10.2%</b>

Beginning in January 2001, an additional 2% is credited to Creeks/Clean Water (Measure B).